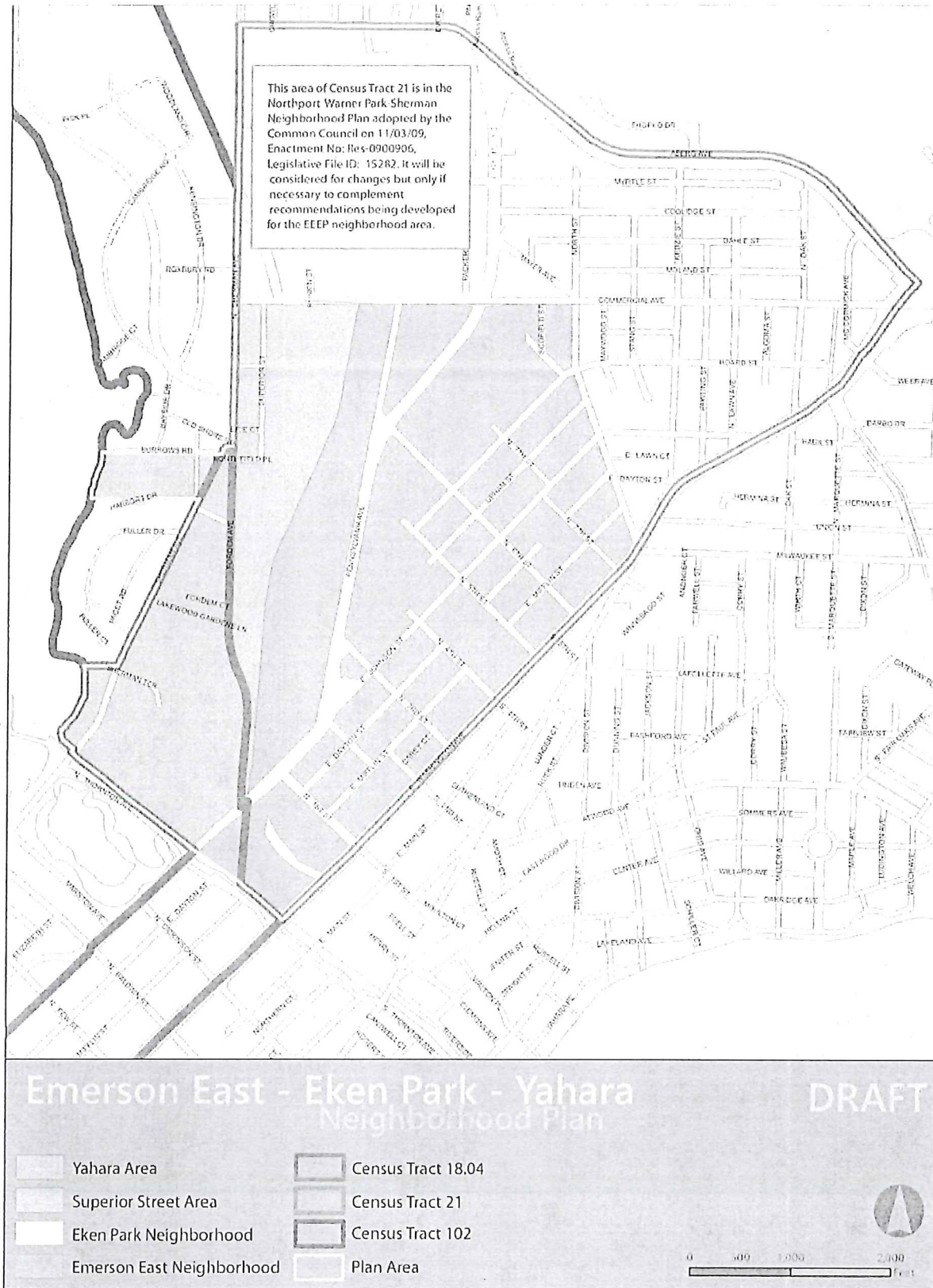


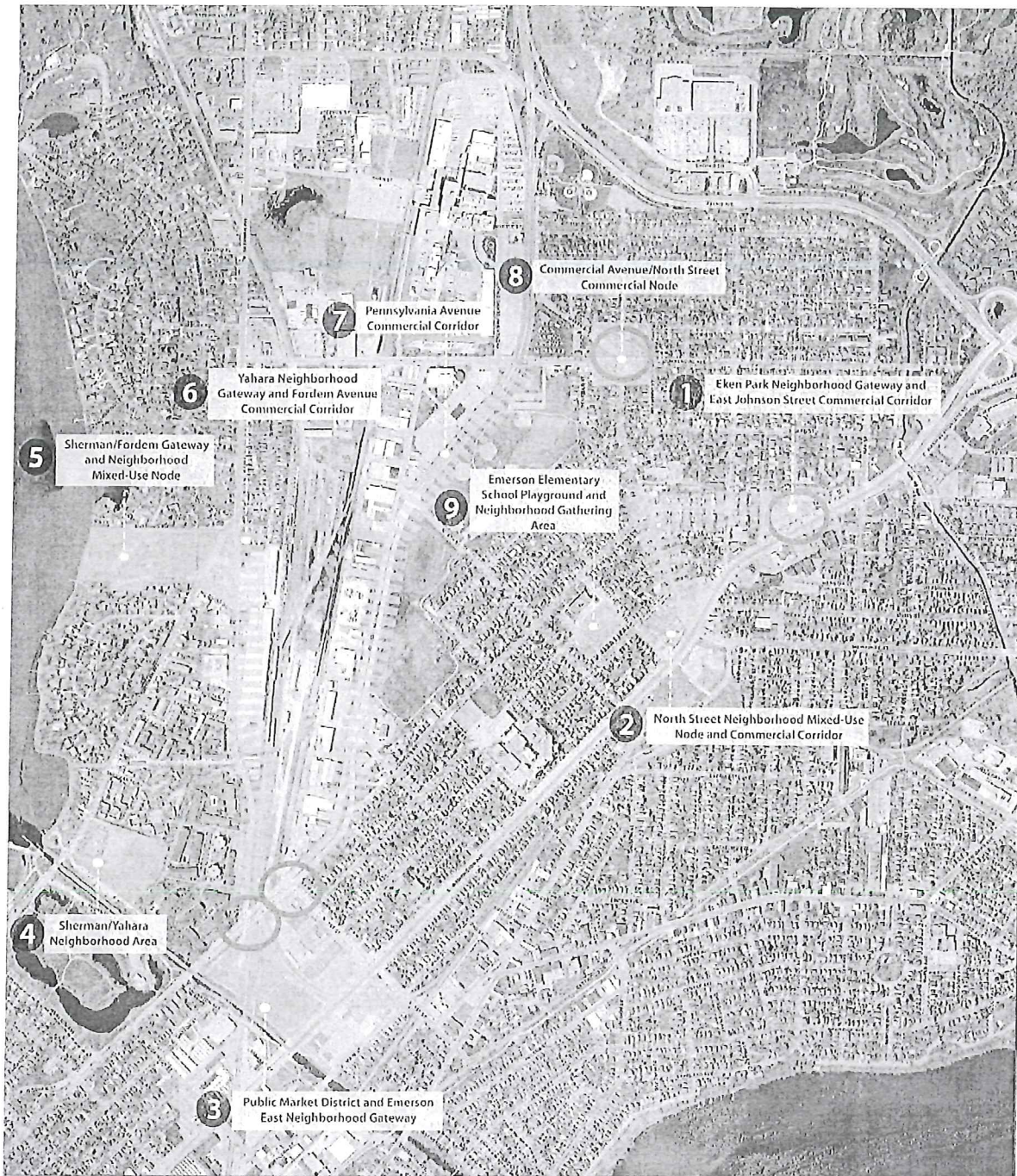
# Emerson East - Eken Park - Yahara Neighborhood Plan

(2015)



Map 1. Planning Study Area with Census Tracts

Legistar # 40857  
1/21/16



EMERSON EAST - EKEN PARK - YAHARA

Draft

Neighborhood Plan

**Focus Areas**

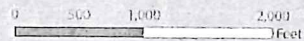
Planning Area

Land Use Redevelopment Areas

Corridor Enhancement



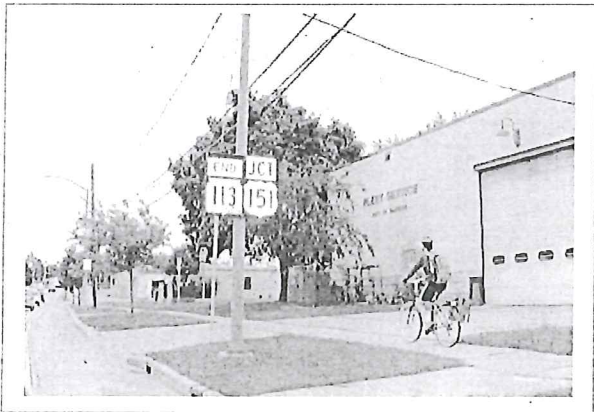
Neighborhood Gateway and Business Node



Map 3. Focus Areas

**Focus Area Three: Public Market District and Emerson East Neighborhood Gateway**

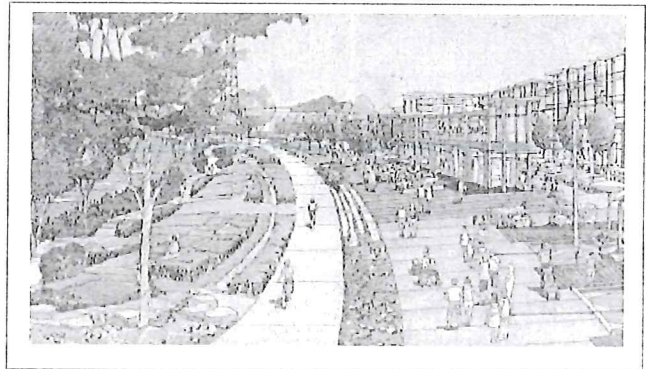
This area is a gateway to the Emerson East Neighborhood, the approved location for the Madison Public Market District, and the location of Burr Jones Park and the Yahara River Parkway. The Madison Public Market District and the Yahara River Parkway are also undergoing planning efforts and the recommendations in this section and in Table 4, starting on page 39, are consistent with those other planning efforts.



**Focus Area Three Existing Conditions**

Property owners and developers of Focus Area Three are encouraged to follow the planning and design principles on page 16. Additional recommendations include a public market building with vendor spaces, food-business incubator, fresh food production such as raised garden beds, and a commercial kitchen. Other features include a railroad track crossing, consideration of a pedestrian overpass from any new multi-story building, bike stations, alignment with existing bus stops, public gathering places, and connections to

Burr Jones Park, the river and surrounding residential areas.



**Concept rendering of mixed-use development with bike path and public gathering space along river**  
*Rendering by EDSA for City of Millville, NJ*



**St. Lawrence Public Market in Toronto, CN**  
*Photo City of Toronto*



**Rochester Public Market, NY**  
*Photo Margaret Miyake*

# Capital East Gateway Corridor Plan (2008)

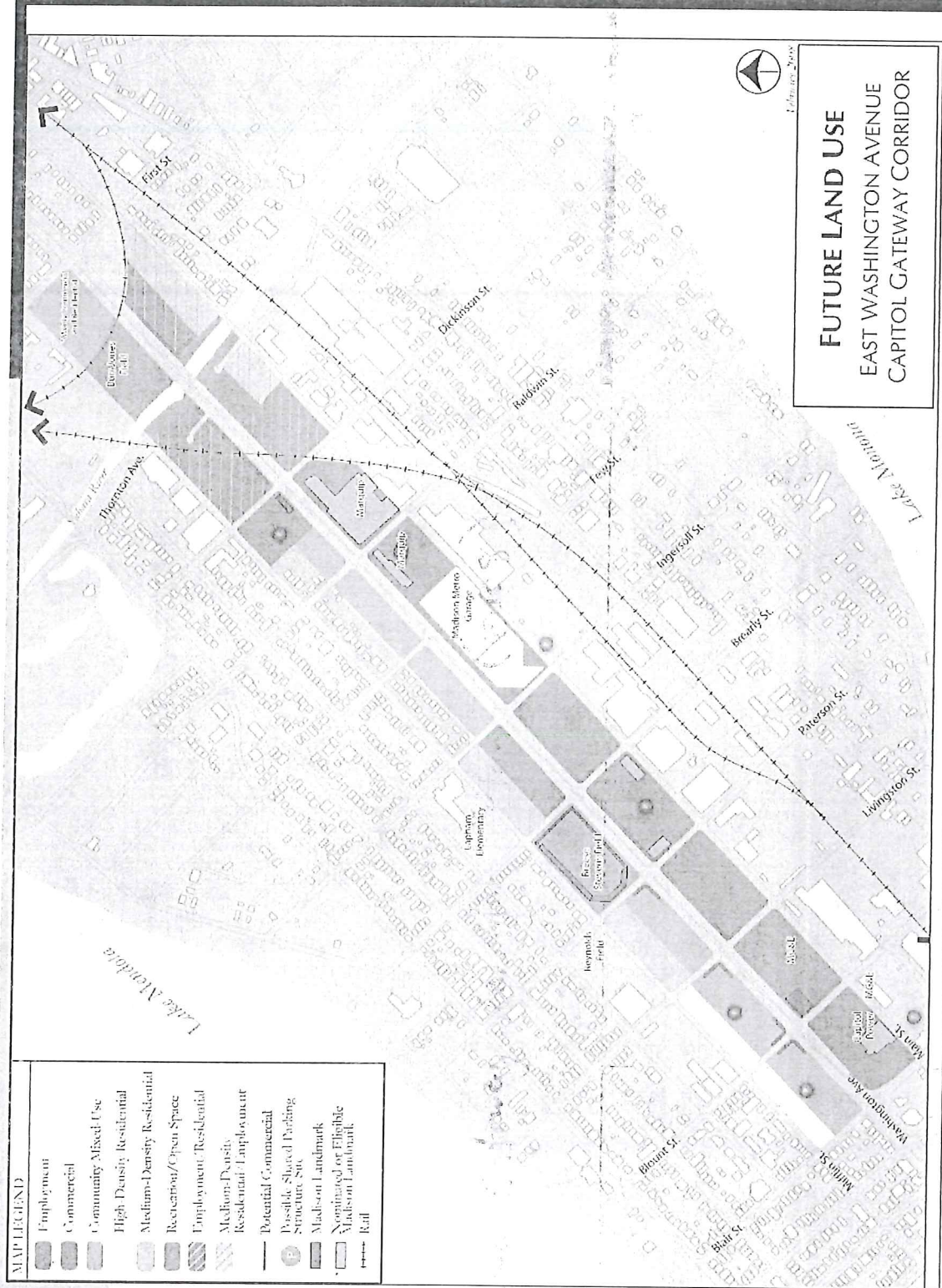
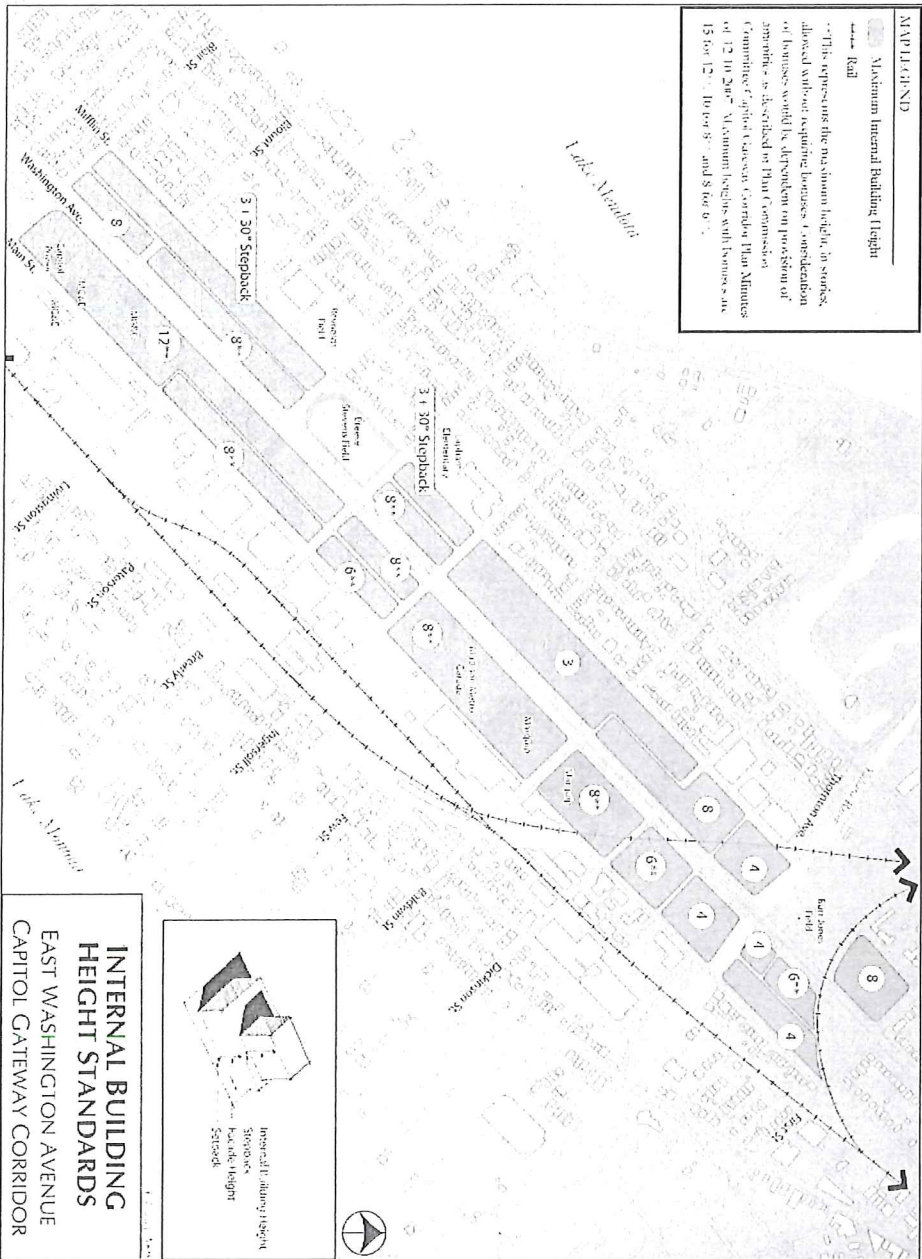


Figure 15

EAST WASHINGTON AVENUE BUILD 15 CAPITOL GATEWAY CORRIDOR PLAN

Figure 18



**Maximum Building Heights**

**RECOMMENDED MAXIMUM HEIGHTS**

Maximum building heights will have a more profound effect on the intensity of development and character of the Corridor than perhaps any other built standard. However, previous plan recommendations need to be considered as well as local, state and federal regulations. Applicable regulations include the Capitol View Preservation Standards, contained in both City and State regulations, and the Federal Aviation Administration (FAA) Airport Approach Protection standards for flight path clearances around the Dane County Regional Airport (located to the northeast of the Corridor). The Capitol View Preservation standards apply within the Corridor from Blair to Ingersoll and the FAA standards cover the entire Corridor. Recommendations in the recently completed East Rail Corridor Plan also covered building heights on the south side of East Washington Avenue.

Recommended building heights along the Corridor are shown on Figure 18. Height is provided in stories, based on average story heights of 9 to 12 feet (15 feet for ground floors). Buildings with greater floor heights should have fewer stories accordingly. Where a maximum of 15 stories is indicated, the maximum height is intended to be less than or equal to the Capitol View Preservation limit (1032 feet above AMSL, or about 180 feet above the ground), and only then if the appropriate variance is granted by the FAA to exceed its maximum recommended height (1009 feet AMSL, or about 160 feet above the ground). In general, heights in the Corridor above the FAA limit are discouraged.

**EXAMPLE URBAN FORM**

In addition to controlling the sheer mass of buildings, the bulk standards directly affect critical, character-defining elements of the Corridor. These include areas for street-level activities like outdoor plazas and dining areas (setbacks); framing the view to the Capitol (setbacks and street level facade heights); and sunlight and shadows (setbacks and maximum building heights). While the profile cross sections shown in Figure 24 are helpful in understanding the minimum and maximum limits placed on future development, actual building projects will not have simple, block geometry. Upon the adoption of this Plan by the Common Council, the City is developing standards for Urban Design District #8. The Urban Design District ordinance contains more detailed bulk standards and building design guidelines to ensure that all structures will be of high quality and will contribute to an overall positive appearance and desired character of the Corridor as reflected in Figures 25, 26 and 27.

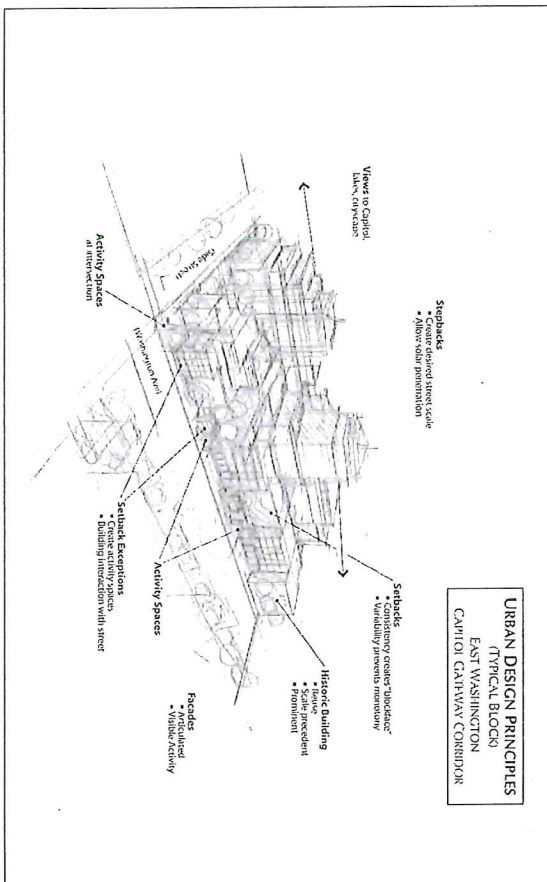


Figure 25

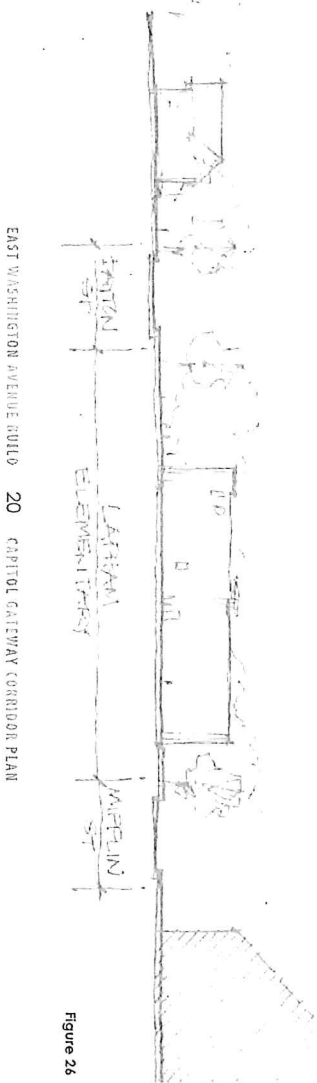
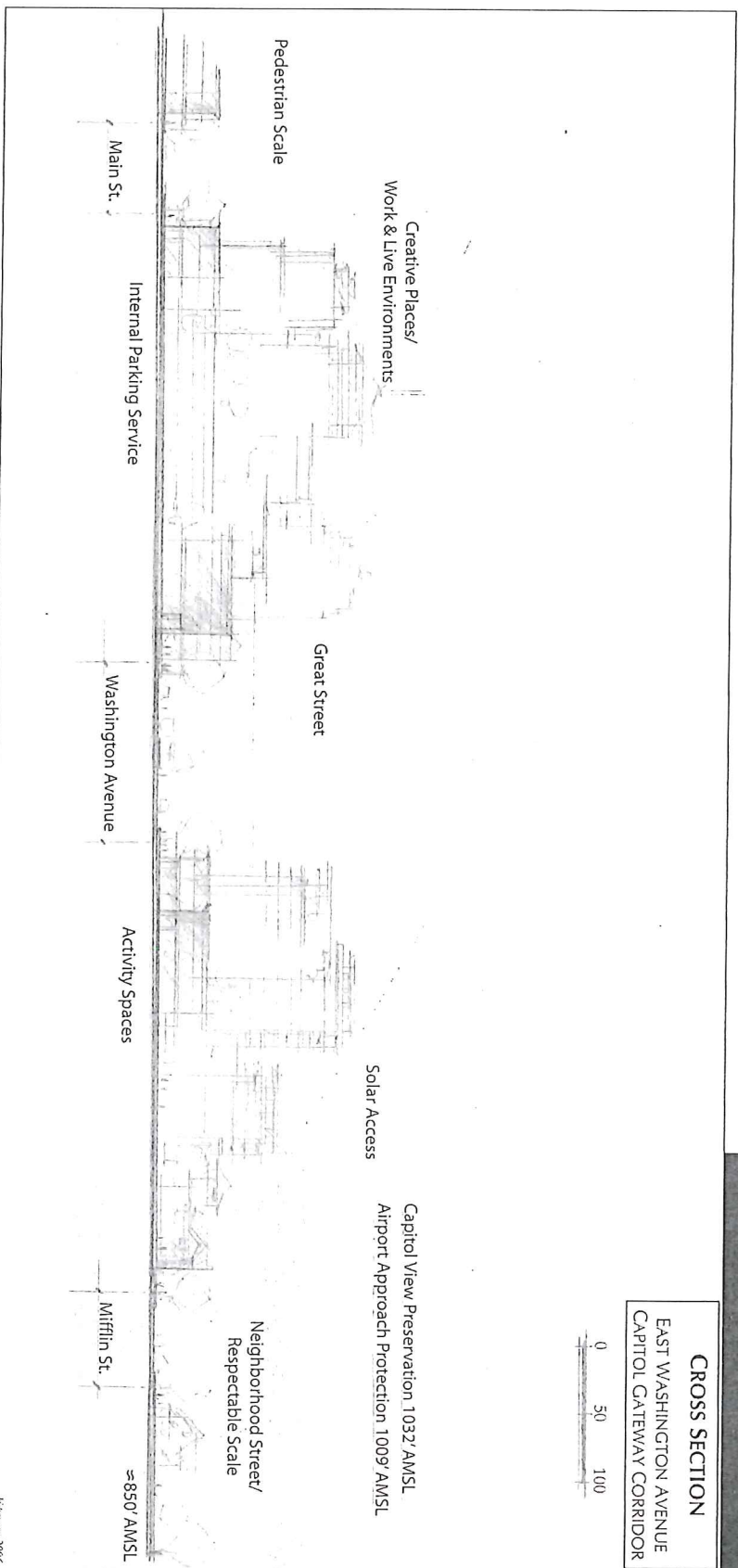


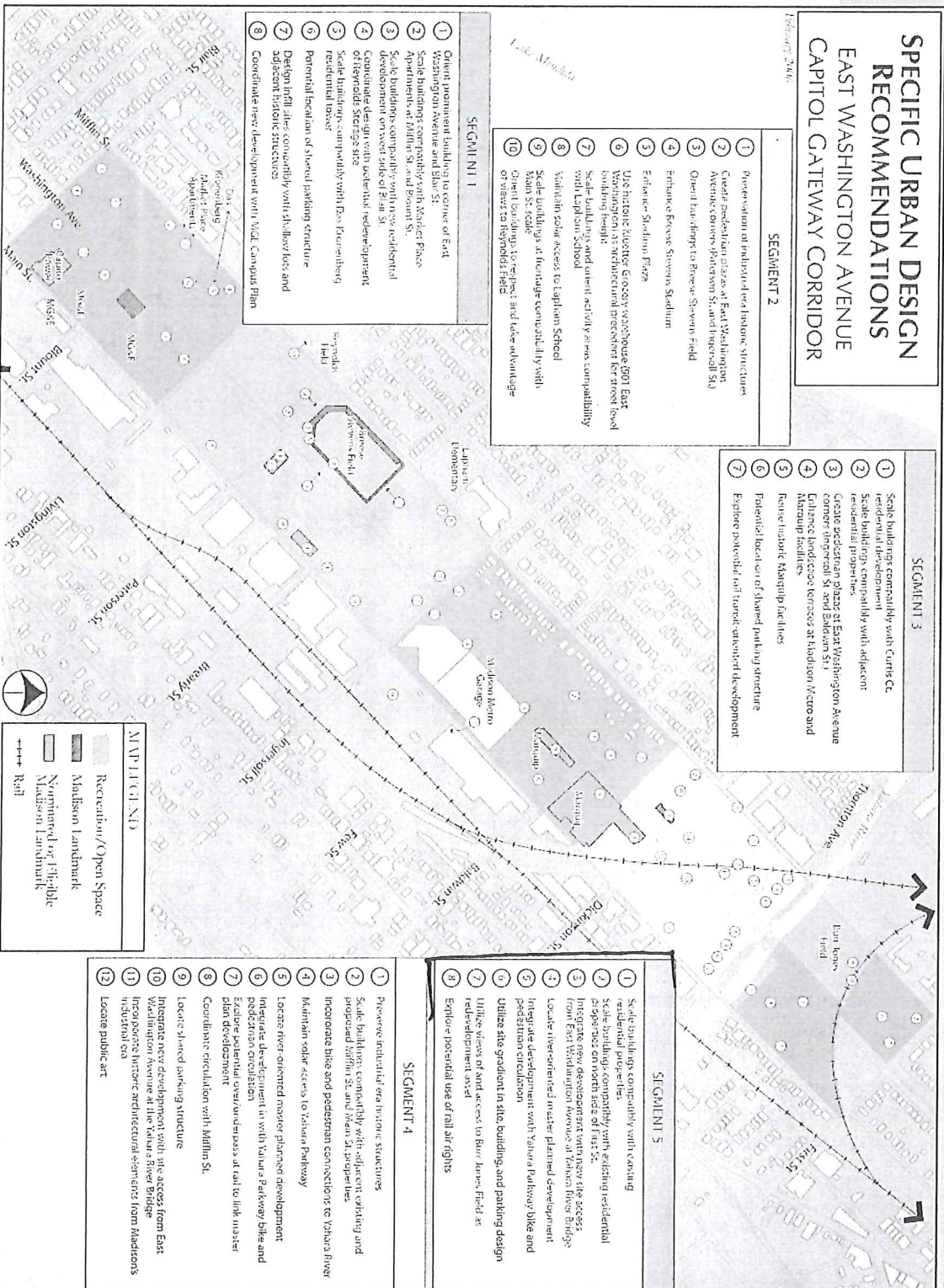
Figure 26



Hyman 2006  
Figure 27

# SPECIFIC URBAN DESIGN RECOMMENDATIONS EAST WASHINGTON AVENUE CAPITOL GATEWAY CORRIDOR

February 2016



### SEGMENT 2

- 1 Preservation of industrial era historic structures
- 2 Create pedestrian plaza at East Washington Avenue between Madison St. and Imperial St.
- 3 Orient building to River-Sewans Field
- 4 Enhance Breese Stevens Stadium
- 5 Enhance Stadium Plaza
- 6 Use historic cluster of grocery warehouse (901 East Washington) as architectural precedent for street level building height
- 7 Scale buildings and orient activity to be compatible with Leplatin School
- 8 Maintain solar access to Leplatin School
- 9 Scale buildings at the edge compatibility with Madison Avenue
- 10 Orient buildings to respect and take advantage of view to Reynolds Field

### SEGMENT 1

- 1 Orient prominent building to corner of East Washington Avenue and Bluff St.
- 2 Scale building compatible with Market Place Apartments at Millin St. and Brown St.
- 3 Scale building compatible with new residential development on west side of Bluff St.
- 4 Coordinate design with potential redevelopment of Reynolds Storage site
- 5 Scale buildings compatibly with Park View building residential tower
- 6 Potential location of shared parking structure
- 7 Design infil fills compatibly with shallow lots and adjacent historic structures
- 8 Coordinate new development with WDC Campus Plan

### SEGMENT 3

- 1 Scale buildings compatibly with Curtis Ct. residential project
- 2 Create pedestrian plaza at East Washington Avenue corner Imperial St. and Baker St.
- 3 Enhance landscaped terraces at Madison Metro and Marzup facilities
- 4 Revise historic Marzup facilities
- 5 Potential location of shared parking structure
- 6 Explore potential for transit-oriented development
- 7

### SEGMENT 5

- 1 Scale buildings compatibly with existing residential building typologies
- 2 Scale buildings compatibly with existing residential building typologies on north side of First St.
- 3 Integrate new development with new site access from East Washington Avenue at Yohara River Bridge
- 4 Locate river-oriented in later planned development
- 5 Integrate development with Yohara Parkway bike and pedestrian circulation
- 6 Utilize site gradient in site building and parking design
- 7 Utilize views of and access to Burr House Field as redevelopment asset
- 8 Explore potential use of rail air rights

### SEGMENT 4

- 1 Preserve industrial era historic structures
- 2 Scale buildings compatibly with adjacent existing and proposed Millin St. and Main St. properties
- 3 Incorporate bike and pedestrian connections to Yohara River
- 4 Maintain solar access to Yohara Parkway
- 5 Locate river-oriented master planned development
- 6 Integrate development in with Yohara Parkway bike and pedestrian circulation
- 7 Explore potential over/underpass at rail to link master plan development
- 8 Coordinate circulation with Millin St.
- 9 Locate shared parking structure
- 10 Integrate new development with the access from East Washington Avenue at the Yohara River Bridge
- 11 Incorporate historic architectural elements from Madisons Madison site
- 12 Locate public art

### MAP LEGEND

- Recreation/Open Space
- Madison Landmark
- Nonmarked or If-Not-Buildable Madison Landmark
- Rail

EAST WASHINGTON AVENUE BUILD 25 CAPITOL GATEWAY CORRIDOR PLAN

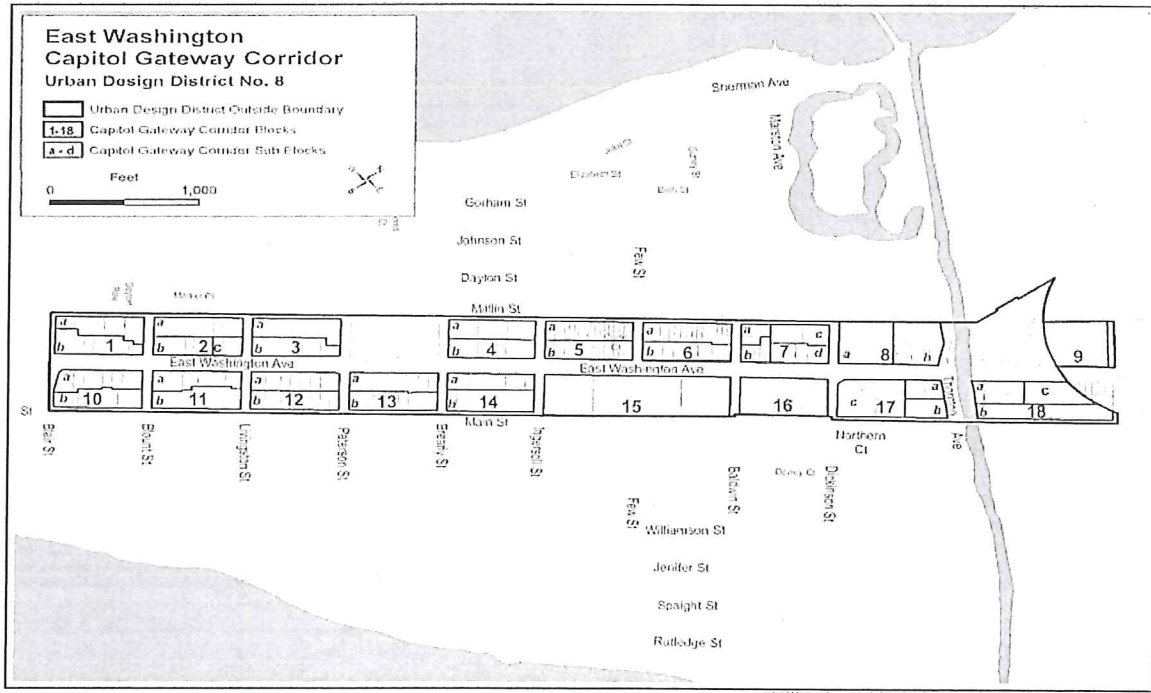
Figure 30



# Urban Design District 8 Guidelines

(15) Urban Design District No. 8.

- (a) Statement of Purpose. Urban Design District No. 8 is hereby established to improve the appearance and function of the District. It is intended to be the key implementation mechanism to further the four Core Development Principles set out in the adopted East Washington Avenue Capitol Gateway Corridor Plan. These principles are 1) to protect the iconic view of the Capitol, 2) to respect and strengthen existing neighborhoods, 3) to establish a transit-oriented employment corridor, and 4) to create a vibrant boulevard along East Washington Avenue. The Capitol Gateway Corridor is the major gateway corridor to Madison's Downtown, and is a critical street for the vitality of adjoining neighborhoods. The purpose of these design requirements and guidelines is to provide clear direction for how property owners can make improvements to their properties to collectively improve the visual character and safety of the District. When applied, they will ensure against fragmented or incompatible development and will help prevent the negative visual and functional effects of uncoordinated design decisions. These requirements and guidelines are intended to preserve and enhance the property values in the District, and avoid substantial depreciation of the property values and help to ensure long-term economic vitality. The goal is not to create a uniform "style" or character for the street, but rather to allow the Capitol Gateway Corridor to evolve as a distinctive place that builds on the strengths of its culturally diverse businesses and neighborhoods. This ordinance and the Plan will guide all new development and redevelopment in the District.
- (b) Property Included in the District. The District shall include all properties shown in (c). If any portion of a zoning lot is in the District, the entire lot is within the District. A map of the District is available from the Department of Planning and Community and Economic Development.
- (c) Map of the District.



(Am. by ORD-12-00053, 4-25-12)

3. Building Height, Location (Distance from Property Line) and Stepback.

Block	Maximum Bldg. Height <sup>1</sup> (stories)	Minimum & Maximum Street Level Facade Height (stories)	Minimum Stepback East-West Streets (feet or angle) <sup>2</sup>	Minimum Stepback North-South Streets (feet)	Minimum & Maximum Setback East-West Streets (feet) <sup>3</sup>	Minimum & Maximum Setback North-South Streets (feet) <sup>4</sup>
1.a.	3 + 30*	2-3	30°	15	5-20	5-10
1.b.	8	3-5	15	15	15	5-10
2.a.	3 + 30*	2-3	30°	15	5-20	5-10
2.b.	8**	3-5	15	15	15	5-10
2.c.	10**	3-5	15	15	15	5-10
3.a.	3 + 30*	2-3	30°	15	5-20	5-10
3.b.	8**	3-5	15	15	15	5-10
4.a.	3 + 30*	2-3	30°	15	5-20	5-10
4.b.	8**	3-5	15	15	15	5-10
5.a.	3	2-3	-	-	5-20	5-10
5.b.	3	2-3	-	-	15	5-10
6.a.	3	2-3	-	-	5-20	5-10
6.b.	3	2-3	-	-	15	5-10
7.a.	3	2-3	-	-	5-20	5-10
7.b.	8	3-5	15	15	15	5-10
7.c.	3	2-3	-	-	5-20	5-10
7.d.	8	3-5	15	15	15	5-10
8.a.	8	3-5	45°	15	15	5-10
8.b.	4	2-3	15	15	15	5-10
9	8	3-5	15	15	15	5-10
10.a.	12**	3-5	15	15	15	0-10
10.b.	12**	3-5	15	15	15	0-10
11.a.	12**	3-5	15	15	15	0-10
11.b.	12**	3-5	15	15	15	0-10
12.a.	12**	3-5	15	15	15	0-10
12.b.	8**	3-5	15	15	15	0-10
13.a.	12**	3-5	15	15	15	0-10
13.b.	8**	3-5	15	15	15	0-10
14.a.	8**	3-5	15	15	15	0-10
14.b.	6**	3-5	15	15	15	0-10
15	8**	3-5	15	15	15	0-10
16	8**	3-5	15	15	15	0-10
17.a.	4	3-4	-	-	15	0-10
17.b.	4	2-4	-	-	15	0-10
17.c.	6**	3-5	15	15	15	0-10
18.a.	4	2-4			15	0-10
18.b.	4	2-3			15	0-10
18.c.	6**	3-5	15	-	15	0-10

<sup>1</sup> Height is based on an average story height of 9-12' (11-15' for the ground floor). Buildings with greater floor heights shall have fewer stories accordingly.

“\*” – represents the required stepback angle

“\*\*” – represents the maximum height in stories allowed without any bonus stories. Bonus stories require the provision of elements in (e)12.

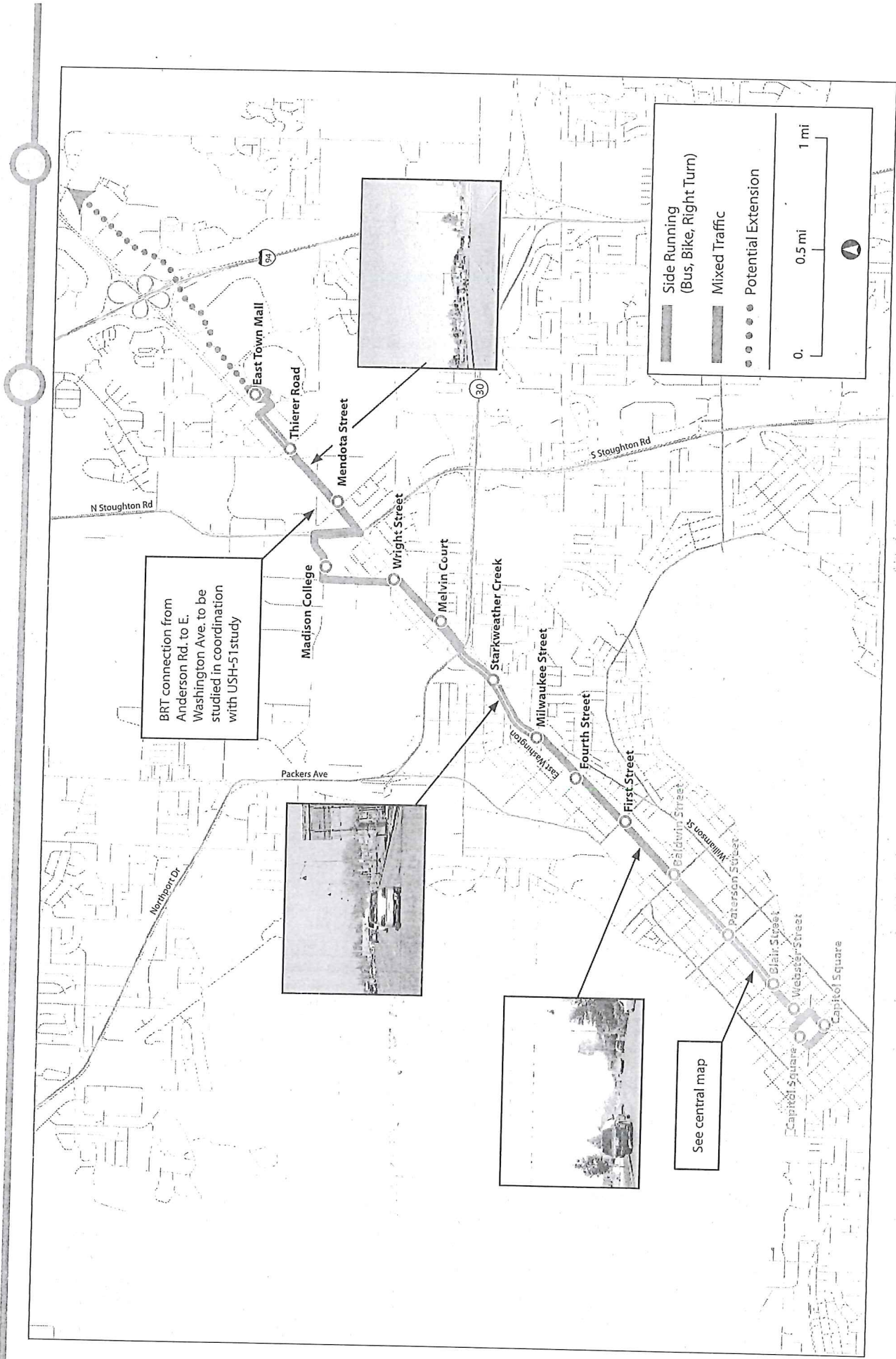
<sup>2</sup> The angle is measured at a point at the top of the face of the street level facade wall between a horizontal line (0°) and a line (stepback height line) that is extended until the maximum permitted building height on the block is reached. Between the street level facade wall and the point at which the maximum building height is reached, buildings may be built up to the stepback height of the 30° line but may not exceed it.

<sup>3</sup> Fifteen (15) feet on East Washington Ave.; Between five (5) and twenty (20) feet on other frontages.

<sup>4</sup> Includes the eastern and western boundaries of the Yahara River Parkway and Burr Jones Field.

(Am. by ORD-12-00053, 4-25-12)

# East Corridor: Stations and Runningway Types



# North Corridor: Stations and Runningway Types

