


Greater East Towne Area Plan

January 12, 2022
Board of Parks Commissioners

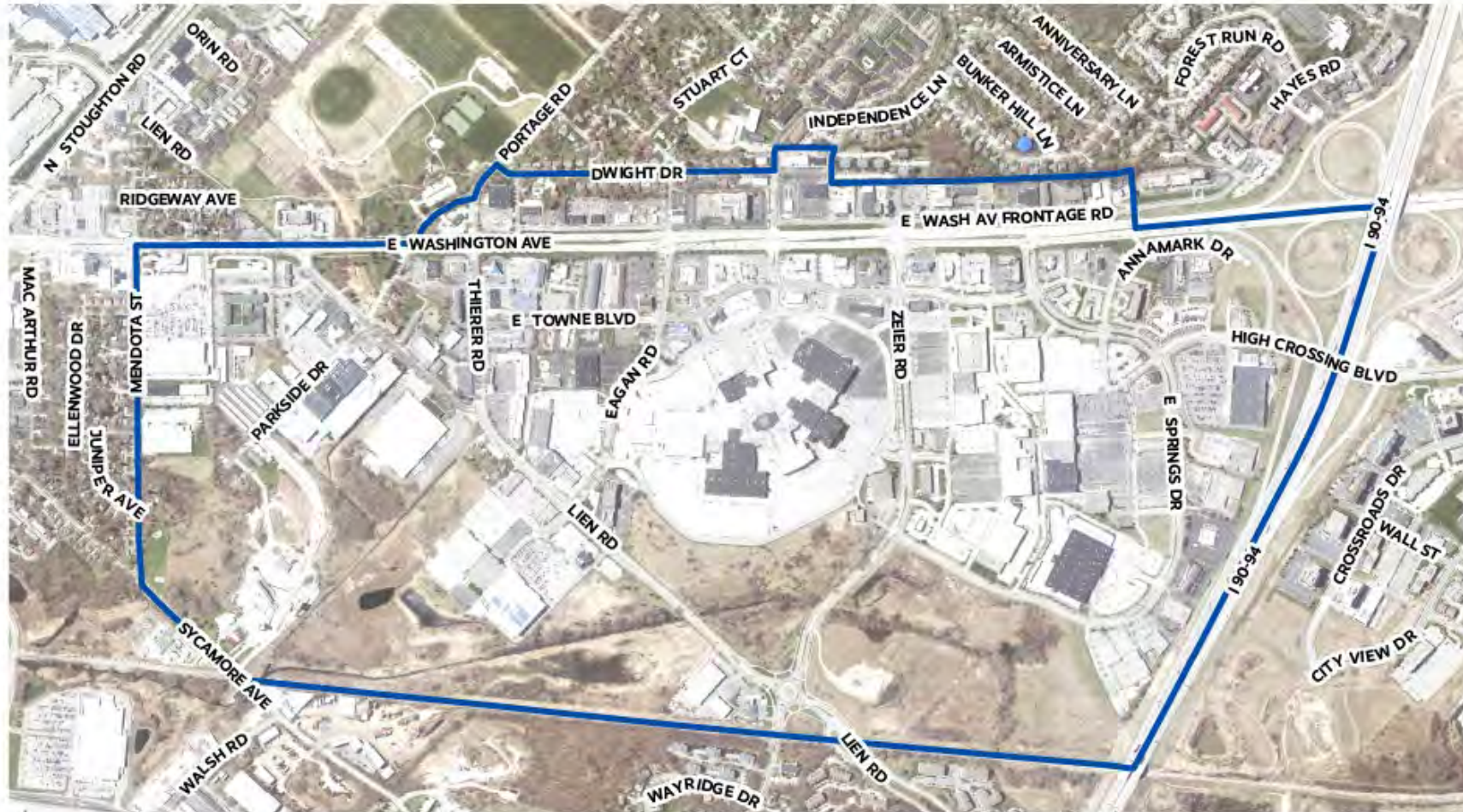


Greater East Towne Planning Area

 Planning Area



0 1,000 2,000
Feet



East Towne Comparison to Downtown

 Planning Area



0 1,000 2,000 Feet



Public Participation



- Meeting with Mall Owners
- Mall Madness Virtual Prioritization
- Spring 2020 Zoom Series #1
- Real Estate Professionals & Business Owner Roundtable
- Interactive Website Mapping
- Variety of Methods to Reach Traditionally Underrepresented Groups
- Black, Latino, Hmong Chambers & Madison Network of Black Professionals

Public Participation: Key Findings from Underrepresented Groups



1. Affordability is critical for both housing AND businesses.
2. Need entertainment and recreation for all ages.
3. Development needs to be more equitable, racially diverse, and inclusive.
4. Collaboration is critical between nonprofits, for-profit businesses, and government.
5. Develop ownership models with Black businesses, not just affordable rent/lease spaces.
6. Smaller commercial buildings with character are in high demand in Madison; bigger spaces are hard to make warm and welcoming.

5 Guiding Principles



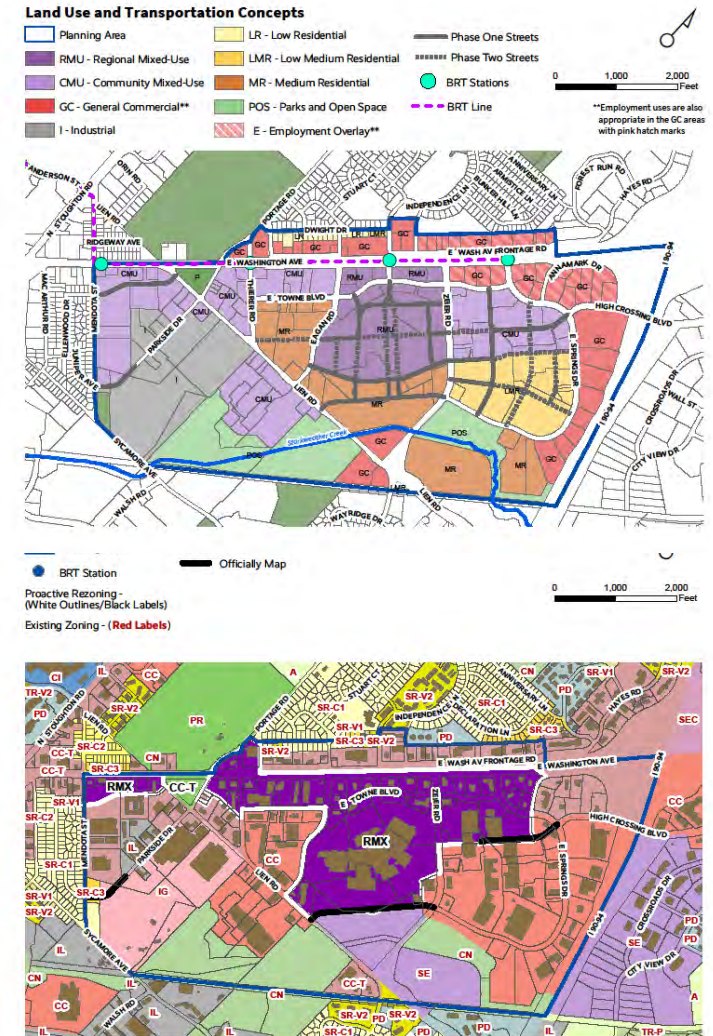
1. Creating a place
2. Focus on mobility
3. Community wealth building
4. Center Nature and Sustainability
5. Resiliency



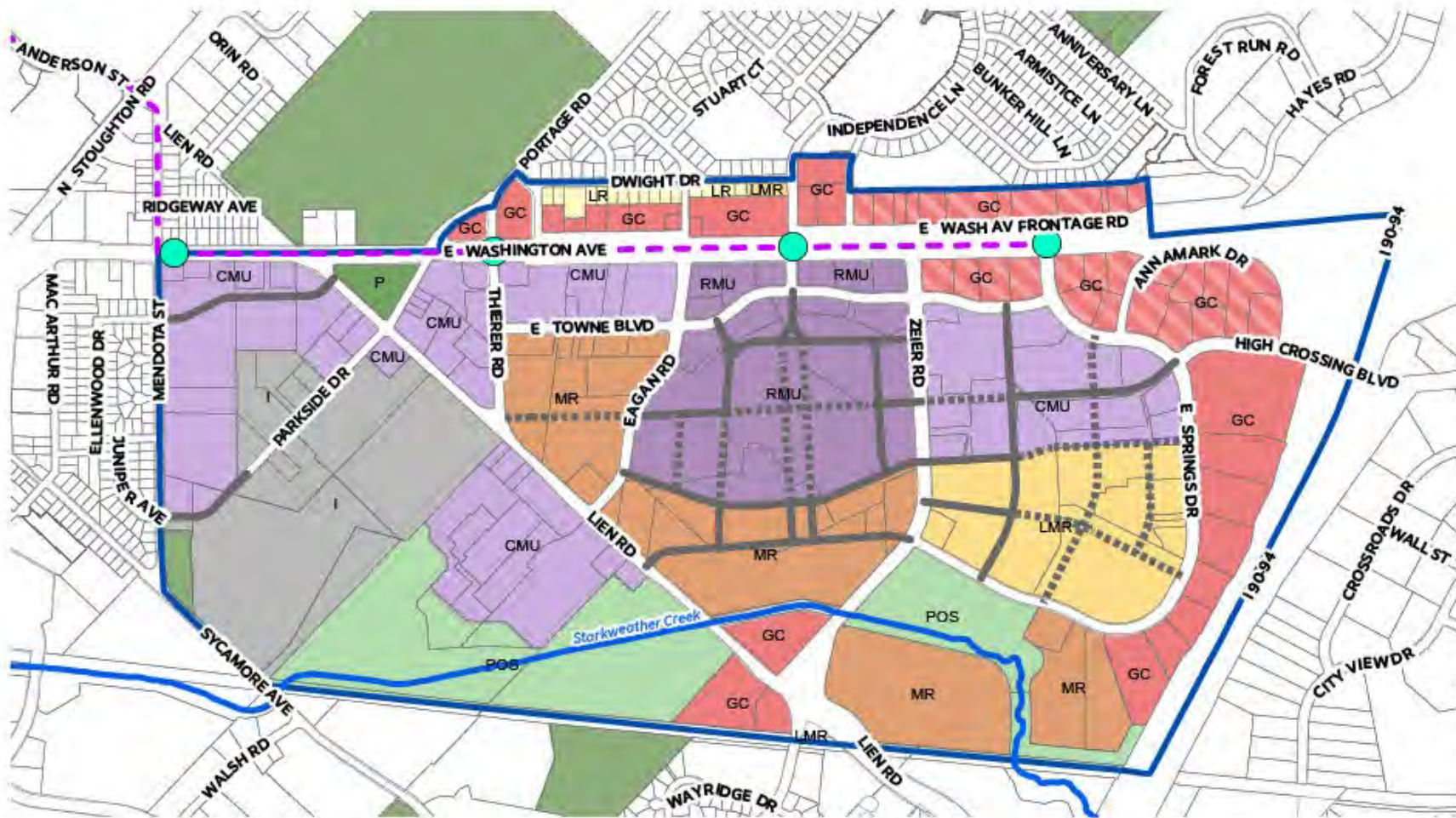
Land Use Recommendations



1. Change Land Use Designation from 2018 Comprehensive Plan to reflect the vision of the Plan
2. Proactive rezoning for East Towne Mall area and adjacent to planned BRT line to align with recommended land use changes and allow higher intensity development over time.

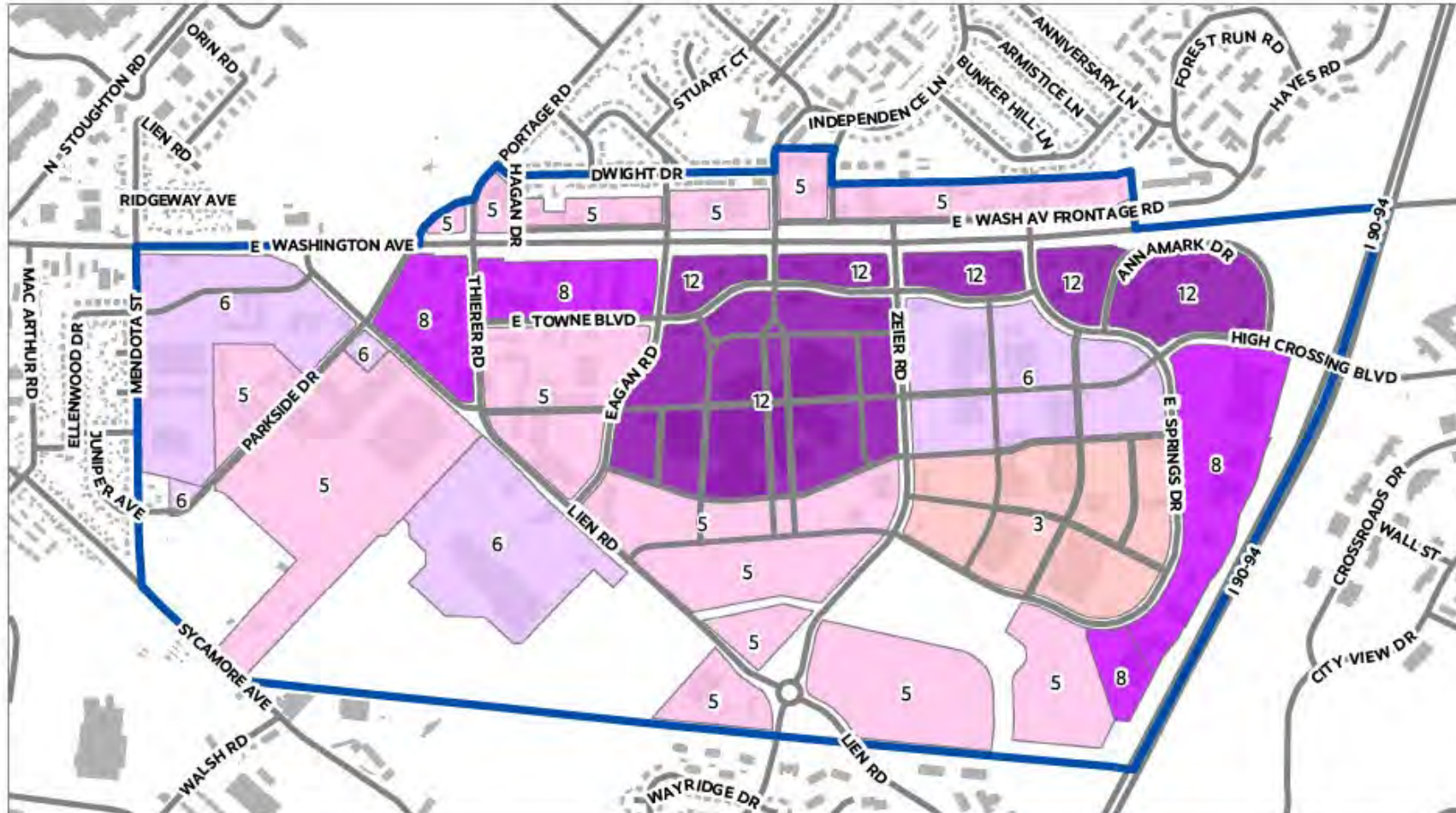
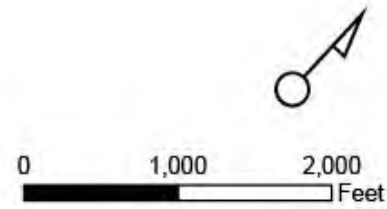


Land Use and Transportation Concepts



- Regional Mixed Use (RMX) limited to mall area to encourage redevelopment of a new, mixed-use urban core.
- Community Mixed-Use (CMU) adjacent to planned BRT line allowing for higher density and a range of uses
- Medium Residential (MR) south of mixed-use areas.
- Low-Medium Residential (LMR) to encourage a neighborhood of smaller scale housing to support families within a larger mixed-use environment and adjacent to proposed park and Starkweather Creek corridor

Maximum Building Height



Transportation Recommendations

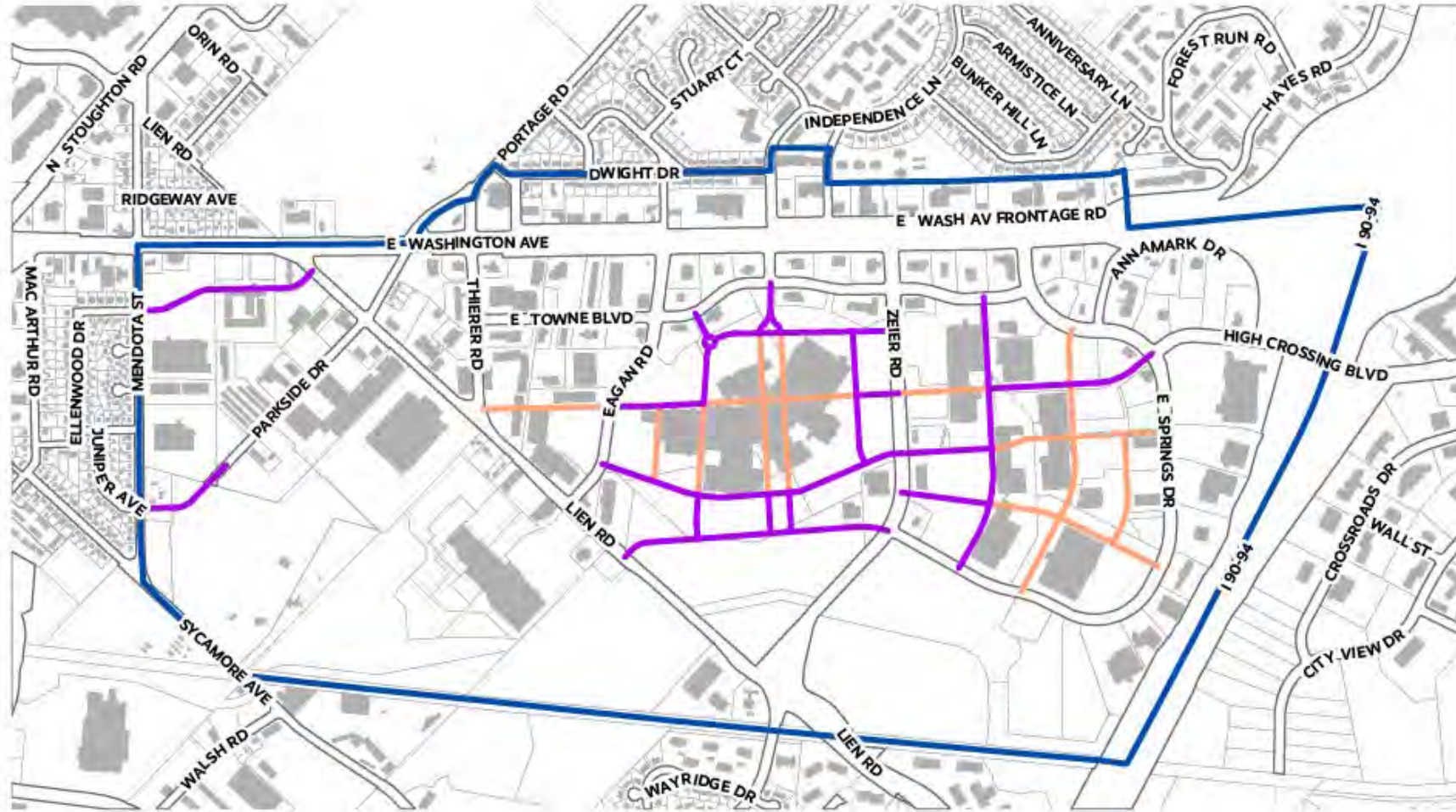
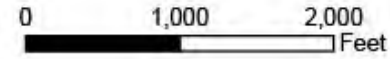


1. Conduct a corridor study of East Washington Avenue
2. Create a new well-connected, local street network
3. Improve pedestrian & bike access and safety throughout the area
4. Support Transit improvements










Potential Future Street Network

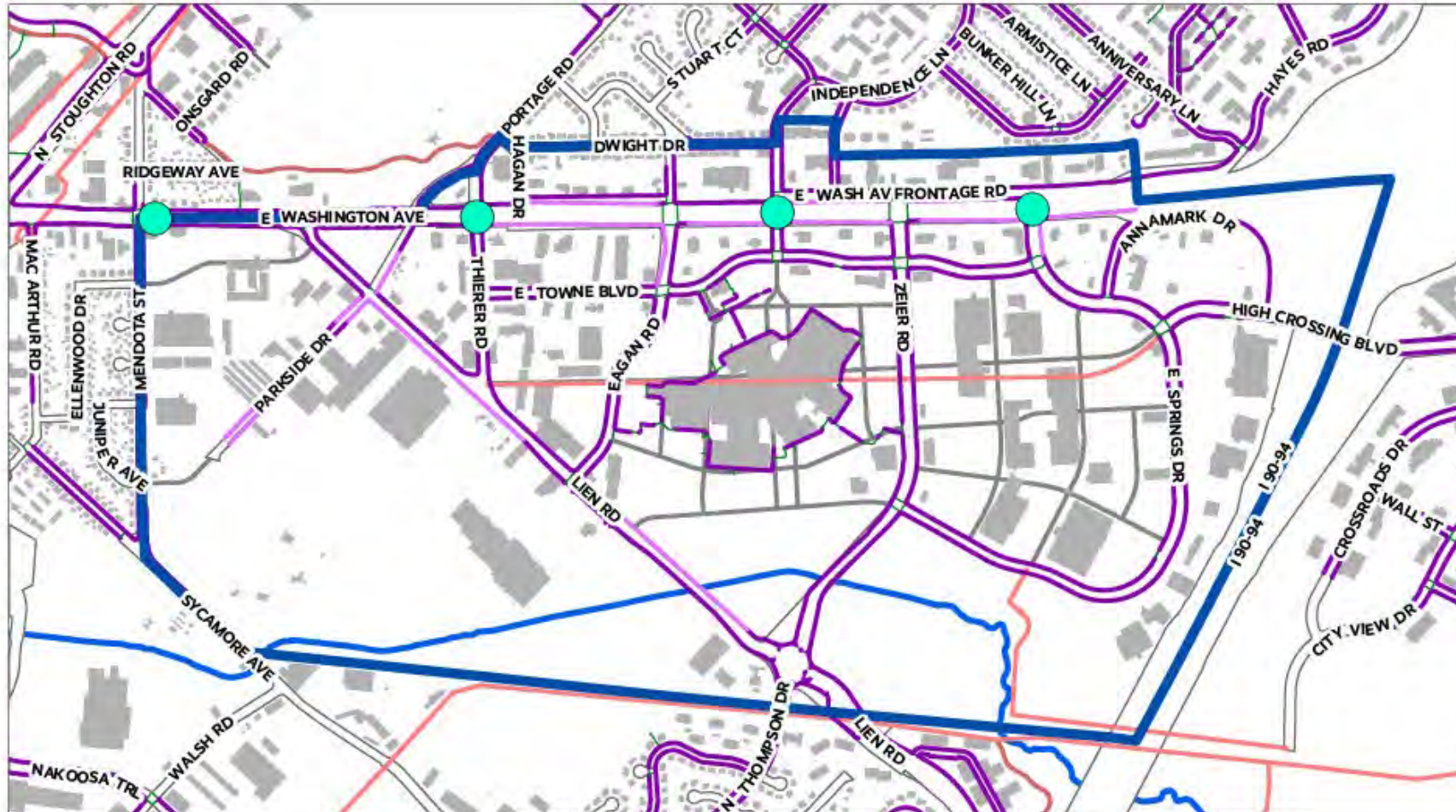
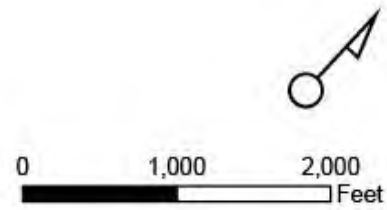
- Planning Area
- Priority Street Connections
- Secondary Street Connections



EAST TOWNE SHOPPING CENTER
 E. Washington Ave. & Independence Ln., Madison, WI.
 STONE & ROBINSON Associates, Inc.
 Consulting Engineers
 Photo No. 3631D December 2, 1979
 Photo Copy Service, Verona, WI, 53593

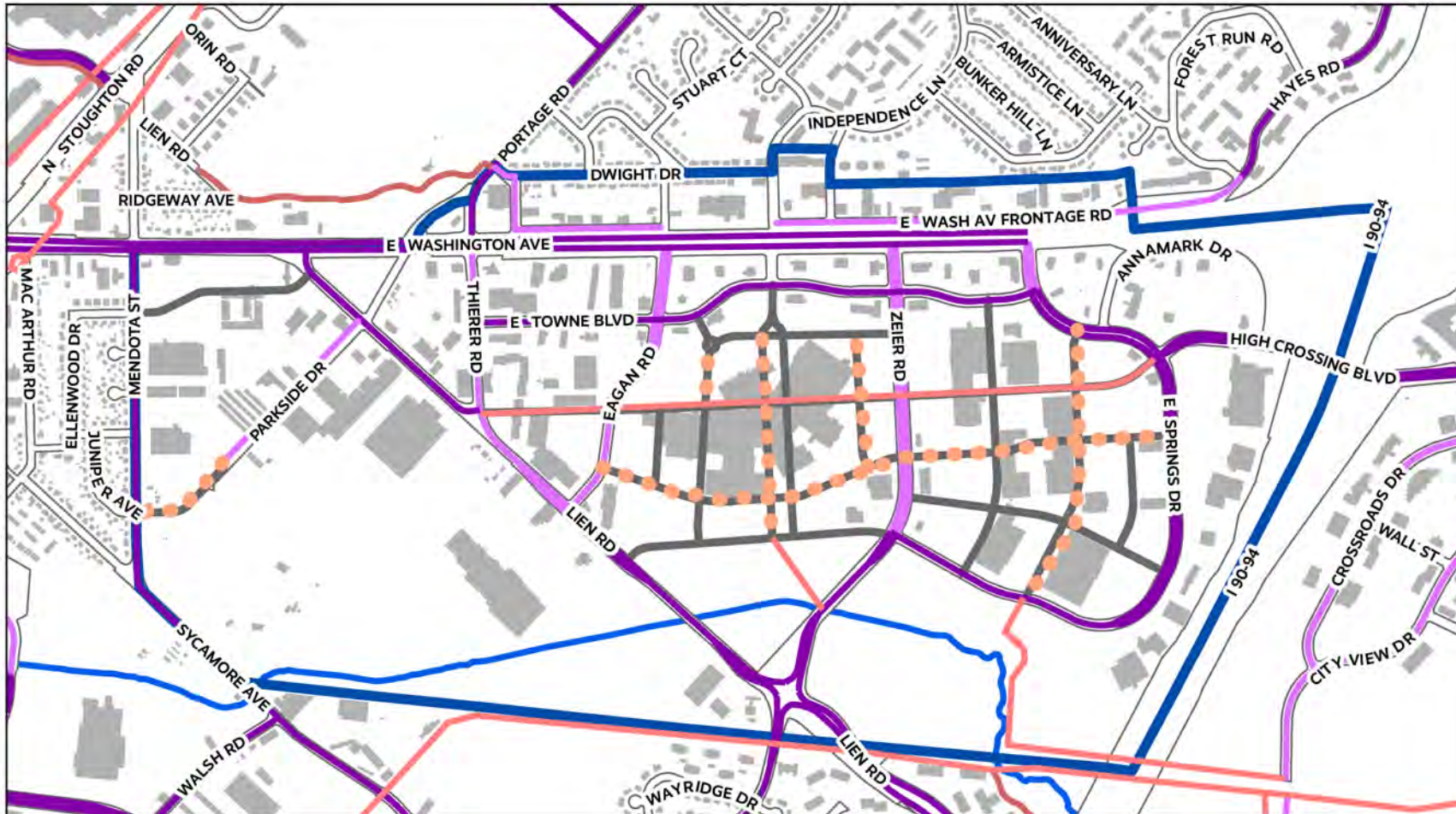
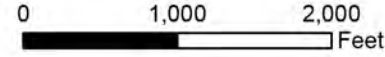
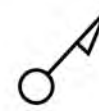
Sidewalk Network

-  Planning Area
-  Existing Sidewalks
-  Future Sidewalk Extensions
-  Existing Shared Path
-  Planned Shared Path
-  BRT Stations
-  Potential Streets



Bicycle Network


- Planning Area
- Existing On-Street Bike Lane
- Planned On-Street Bike Lane
- Existing Off-Street Bike Path
- Planned Off-Street Bike Path
- Potential Street Network
- New Bicycle Lanes on Potential New Streets



Bus Rapid Transit

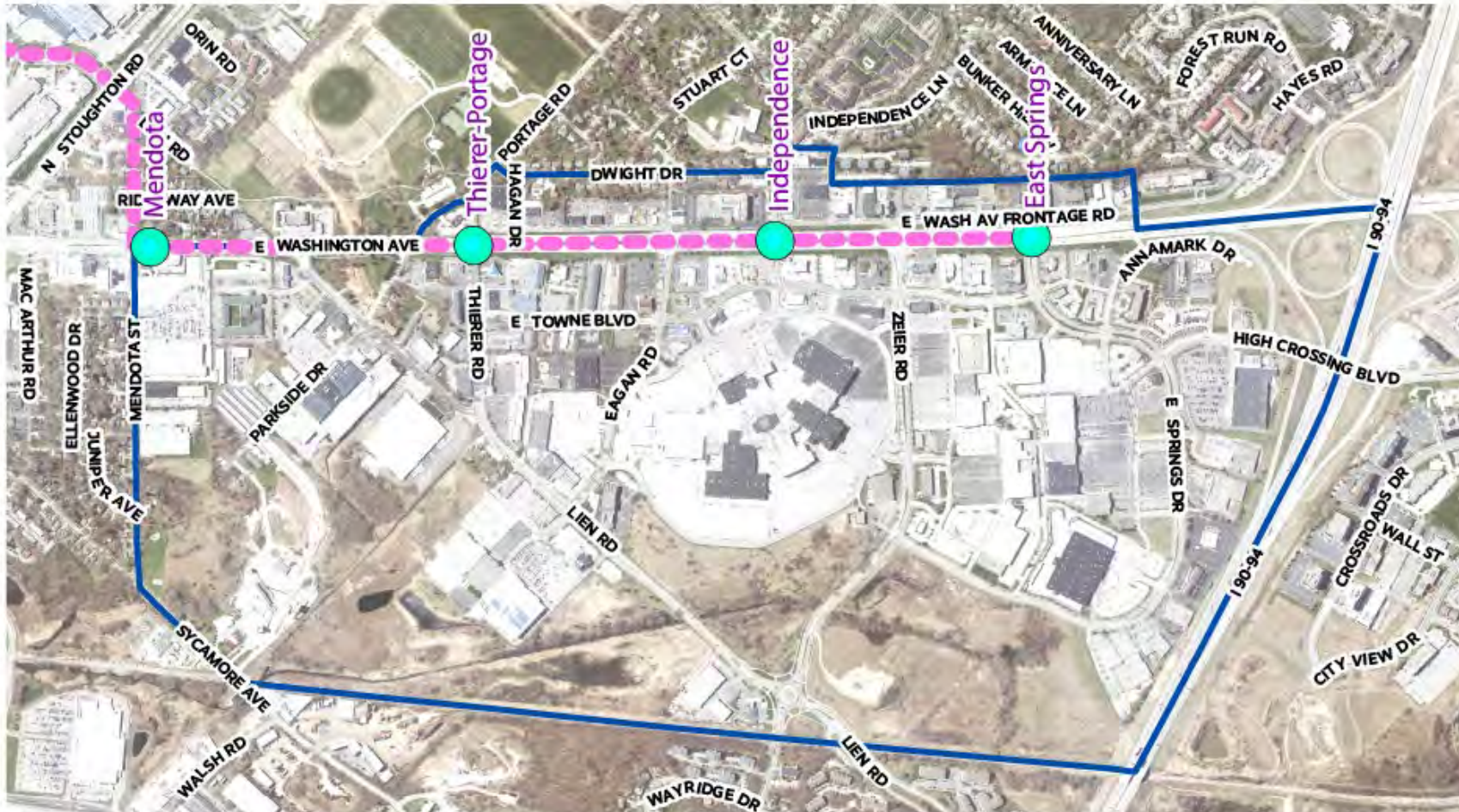
 Planning Area

 BRT Stations

 BRT Lines



0 1,000 2,000 Feet



LOADING PLATFORM | Optional bike parking shelter





Culture & Character Recommendations

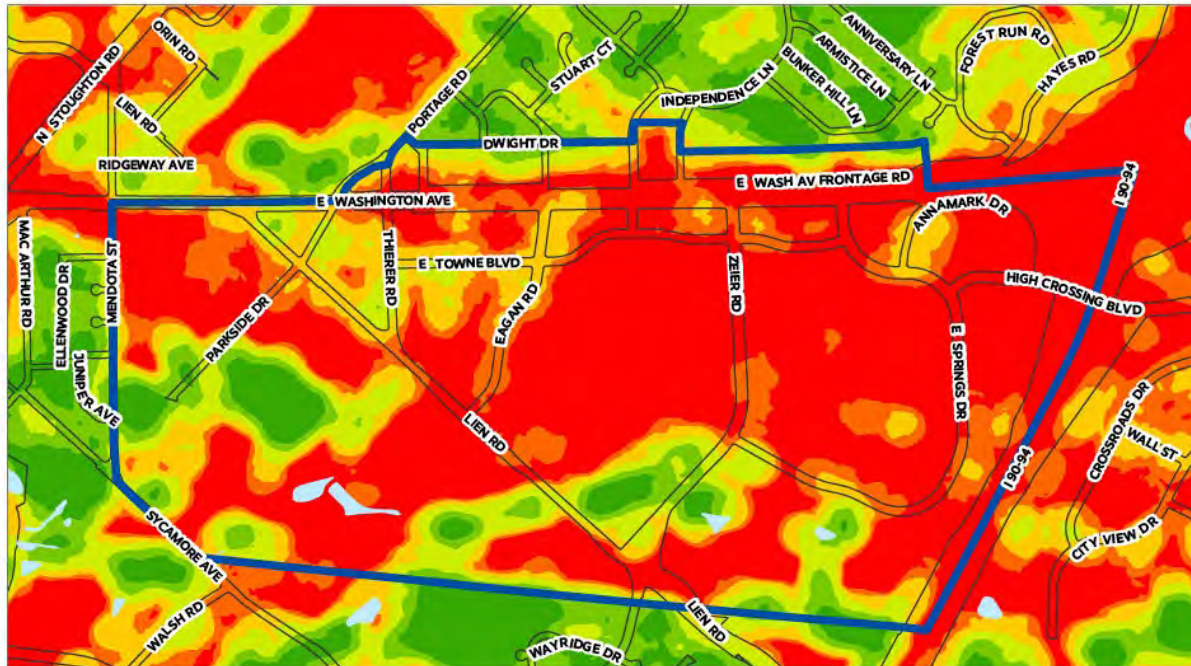
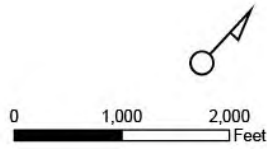
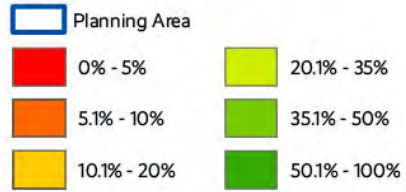
1. Revise Urban Design District (UDD) 5 to reflect this Plan's goals and recommendations.
2. Consider transit-oriented development overlay zoning as an implementation tool.
3. ***Design community gathering spaces in partnership with BIPOC communities to ensure that these spaces are welcoming, safe, and affirming cultural hubs.***
4. Explore opportunities for including various types of cultural and entertainment venues.



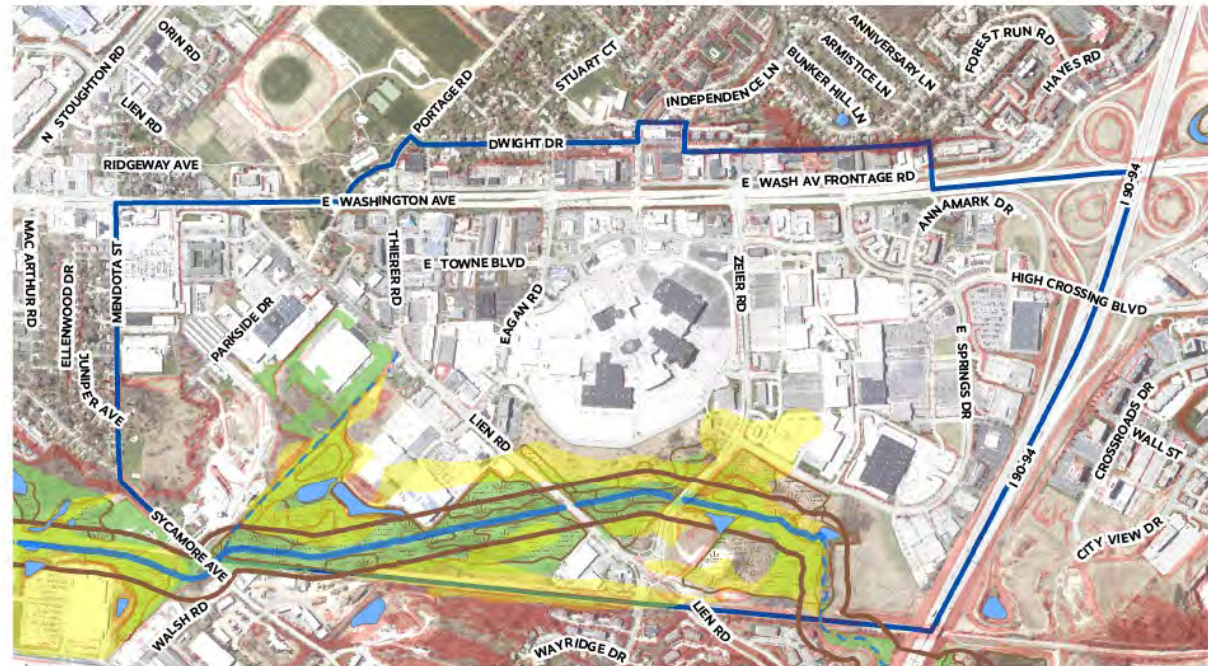
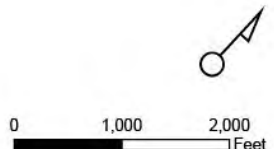
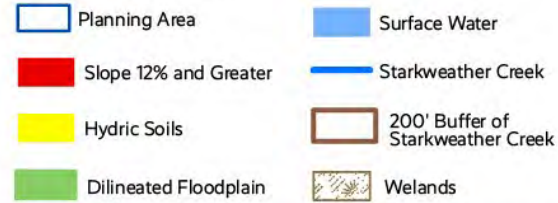
Tree Canopy & Natural Features Map



Tree Canopy Cover



Natural Features



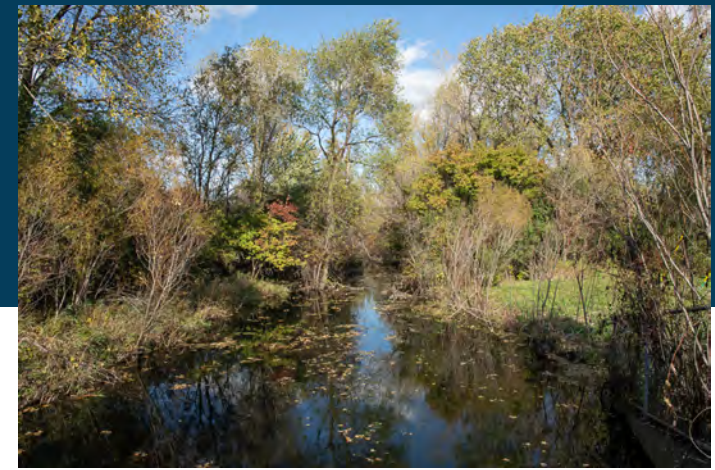
Key Green & Resilient Recommendations



1. Create new park opportunities throughout the planning area, and expand Mayfair Park. Park space should be acquired through dedication and purchase of property as needed.
2. Proactively engage a diverse group of residents during master planning for parks.
3. Enhance the tree canopy in public rights-of-way.
4. Protect and enhance sensitive habitats in Starkweather Creek Corridor when designing and developing park and open spaces.

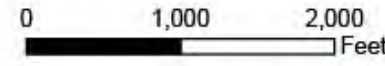


Sensitive Habitats

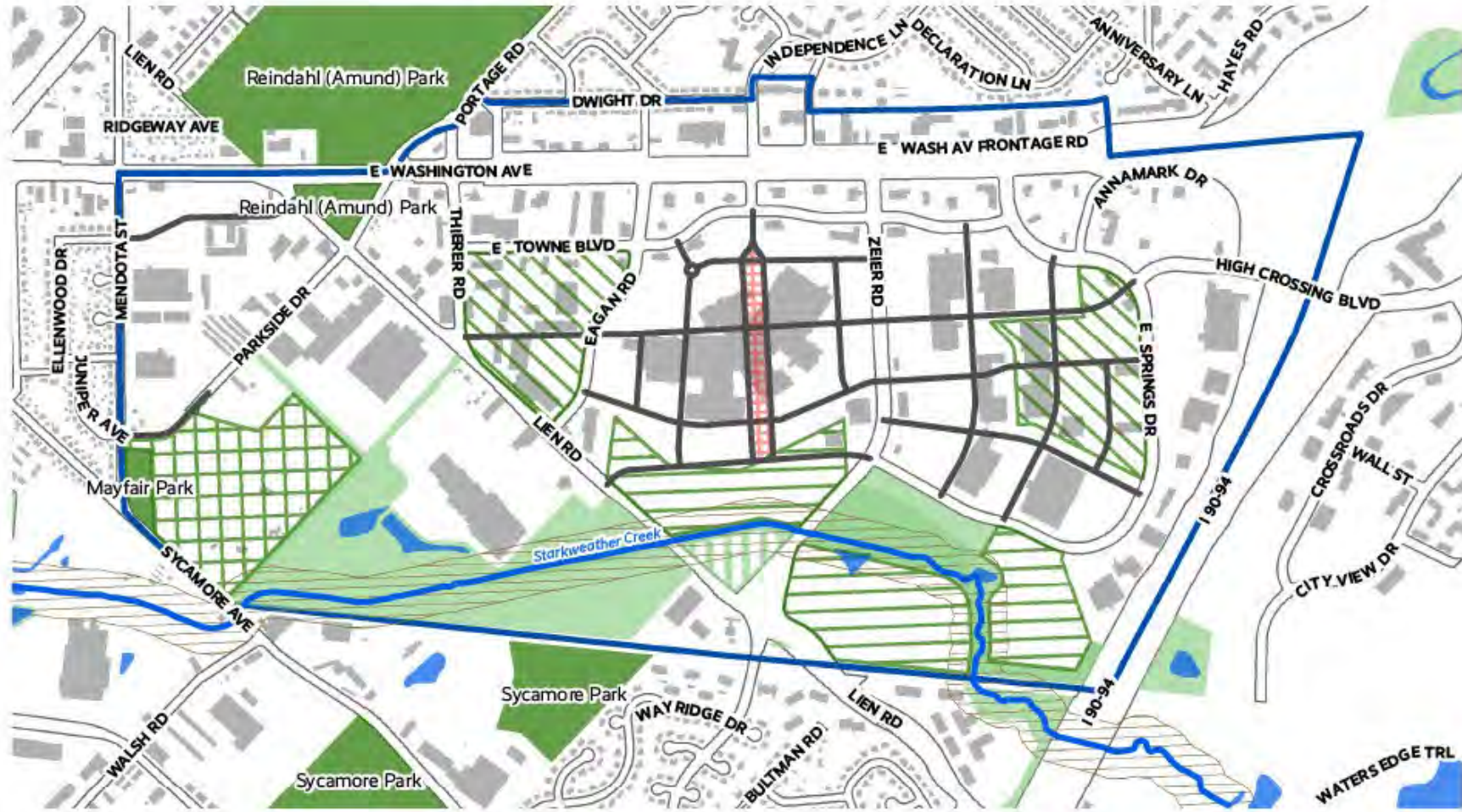


1. Park and open space design and development should protect sensitive plant and animal habitats that exist in the Starkweather Creek corridor.
2. Green corridors connecting new and existing parks and open spaces should be considered in the planning area.
3. Consider opportunities along Starkweather Creek to celebrate, educate and inform users about the importance of this place as a headwaters site, native habitats, and the indigenous people who originally settled here.

Parks and Open Space



*Size of a 5 Acre Neighborhood Park



- Mayfair Park Expansion
- Large Community & Recreation Park adjacent to Starkweather Creek
- 2 smaller neighborhood parks within redevelopment areas
- Urban Plaza in Commercial Core

Concept: Neighborhood & Community Parks



- Expand Mayfair Park
 - Include active recreation facilities like off-road single track bike course



Concept: Neighborhood & Community Parks



- Larger Community & Recreation Park



Concept: Neighborhood & Community Parks



- 2 Smaller Neighborhood Parks



Concept: Neighborhood & Community Parks



- Adjacent to smaller scale housing, Neighborhood Amenities and Resources



Concept: Urban Plaza



- Jointly managed by BID/CID or inter-agency team



Conceptual Development Phasing Model



- What could the future bring?

The following Conceptual Model illustrates how this Plan could guide growth and redevelopment in the Greater East Towne area over the next 10 to 20 years.

These images do not show any current development proposals are only meant as a visual representation of what is possible under this plan.

Conceptual Development Phasing Model

Existing Condition



Potential Phase 1 BRT and Infill on Existing Lots



Potential Phase 2

New streets and new development



Potential Phase 3 Partial Mall Redevelopment



Potential Phase 4 Mixed-Use Activity Center Neighborhood



Estimated Timeline



Estimated Timeframe	Activity
January 4, 2022	Greater East Towne Plan Introduced and Common Council
January 10, 2022	Transportation Policy and Planning Board
January 12, 2022	Board of Parks Commissioners
January 12, 2022	Urban Design Commission
January 19, 2022	Economic Development Committee
February 7, 2022	Plan Commission
February 22, 2022	Common Council to consider Plan Adoption

Project web page

Cityofmadison.com/easttowneplan

Project contacts

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