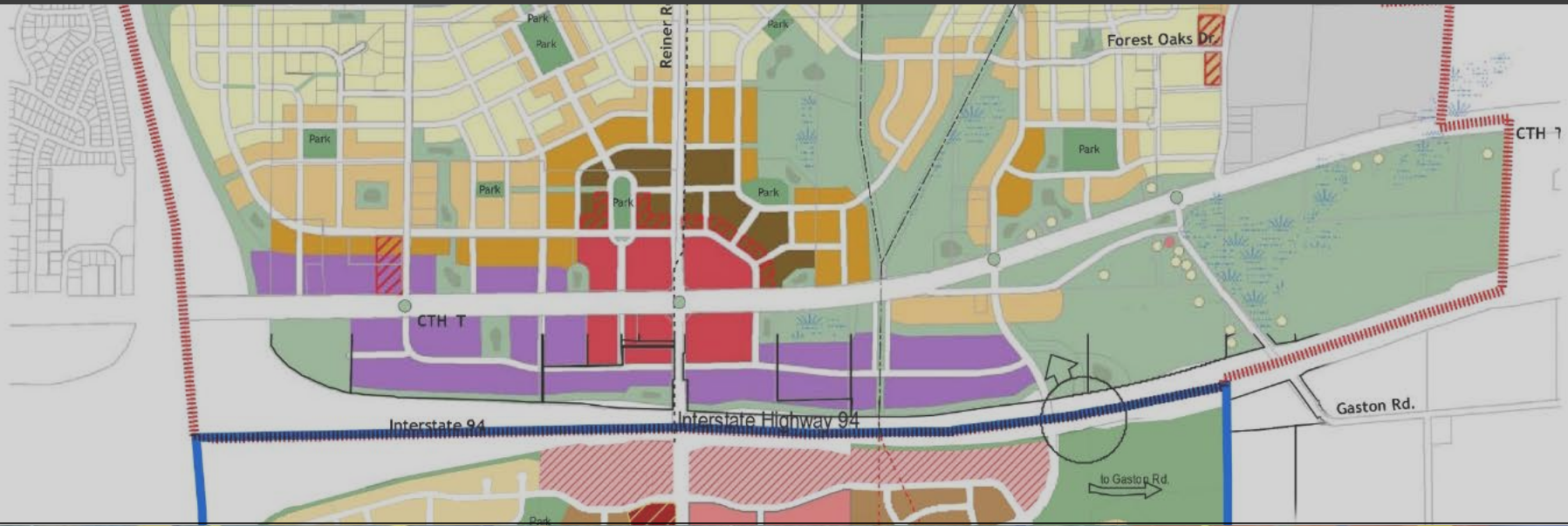
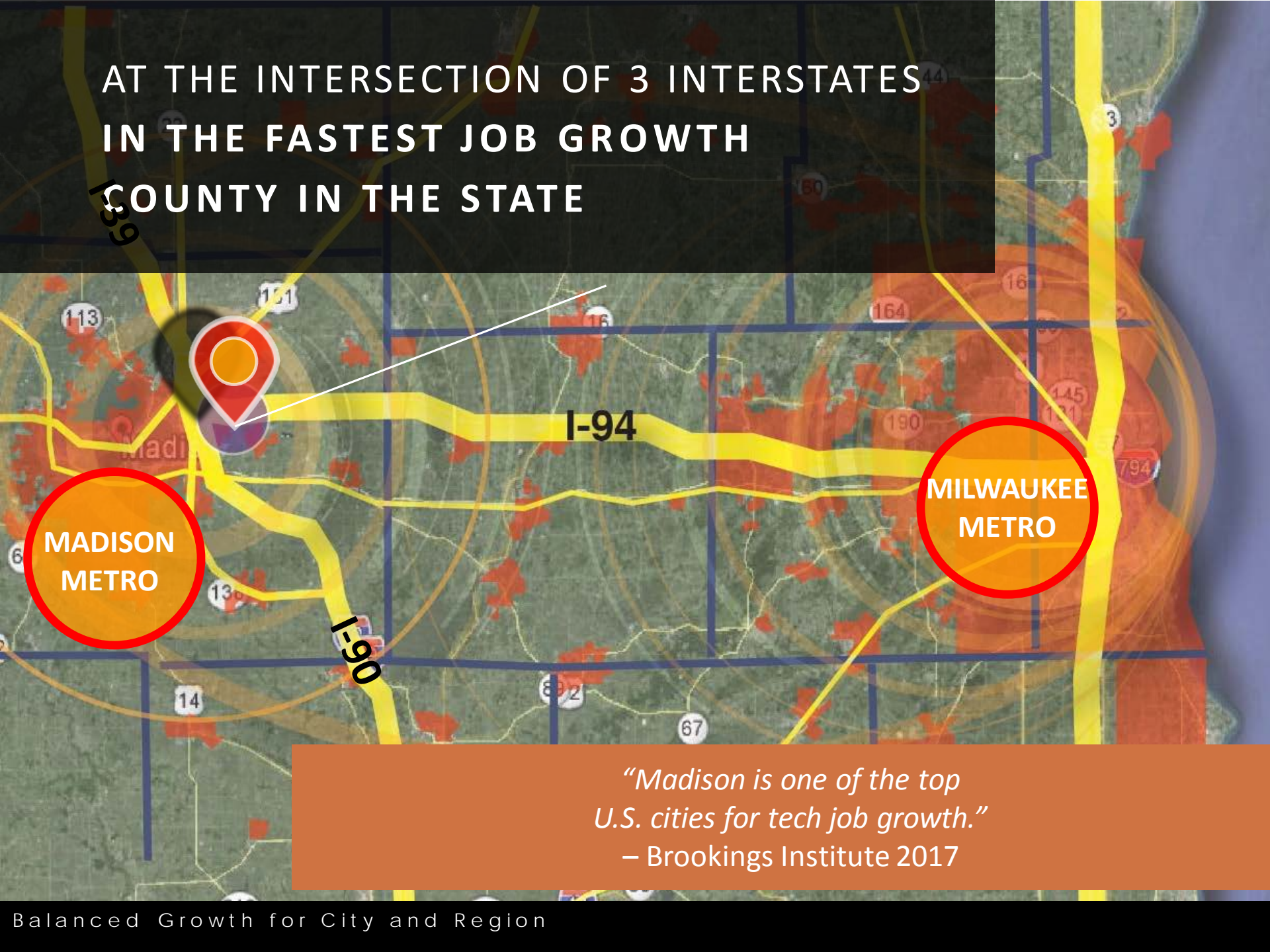


INTERSTATE 94 / MILWAUKEE STREET INTERCHANGE & EAST METRO VISION



AT THE INTERSECTION OF 3 INTERSTATES
IN THE FASTEST JOB GROWTH
COUNTY IN THE STATE



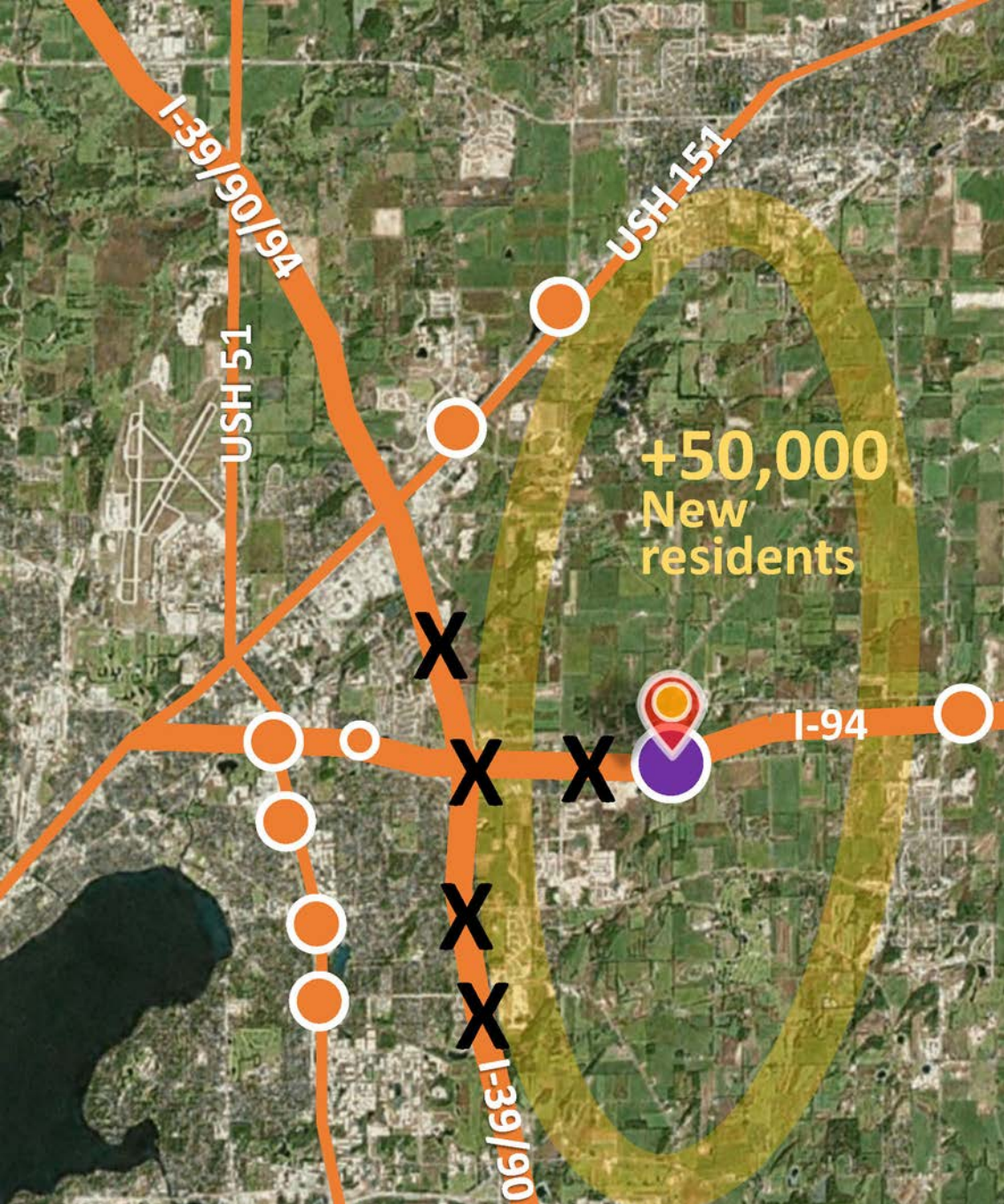
MADISON
METRO

I-94

MILWAUKEE
METRO

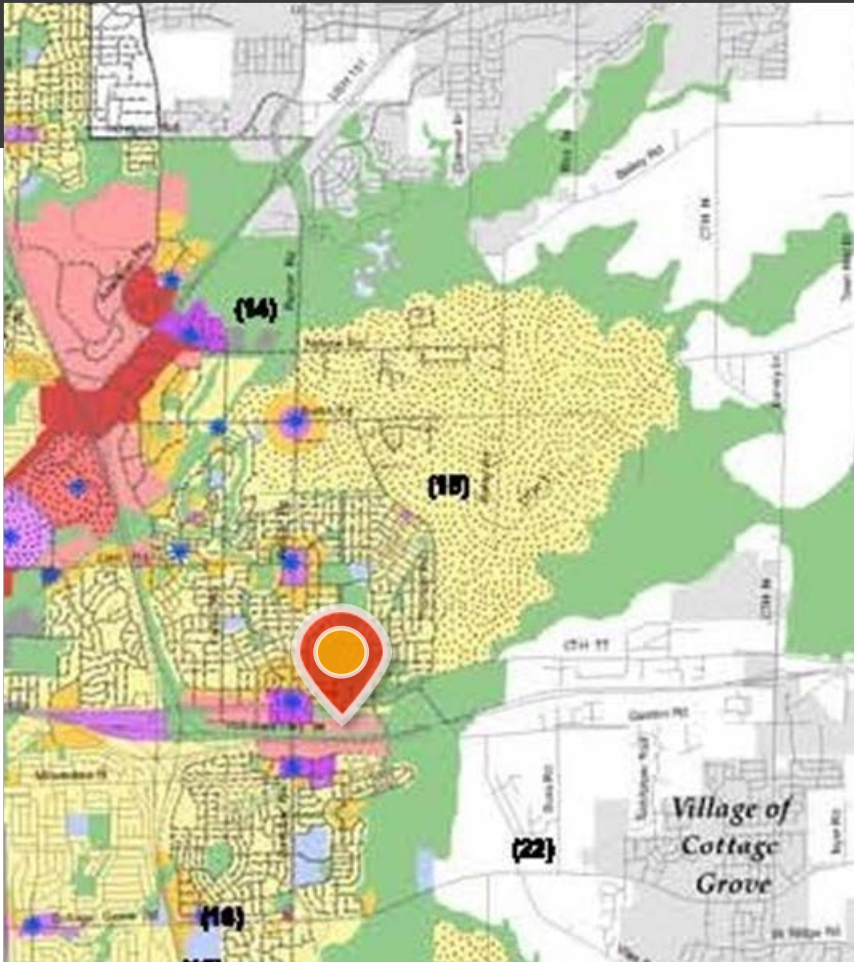
I-90

*“Madison is one of the top
U.S. cities for tech job growth.”*
– Brookings Institute 2017

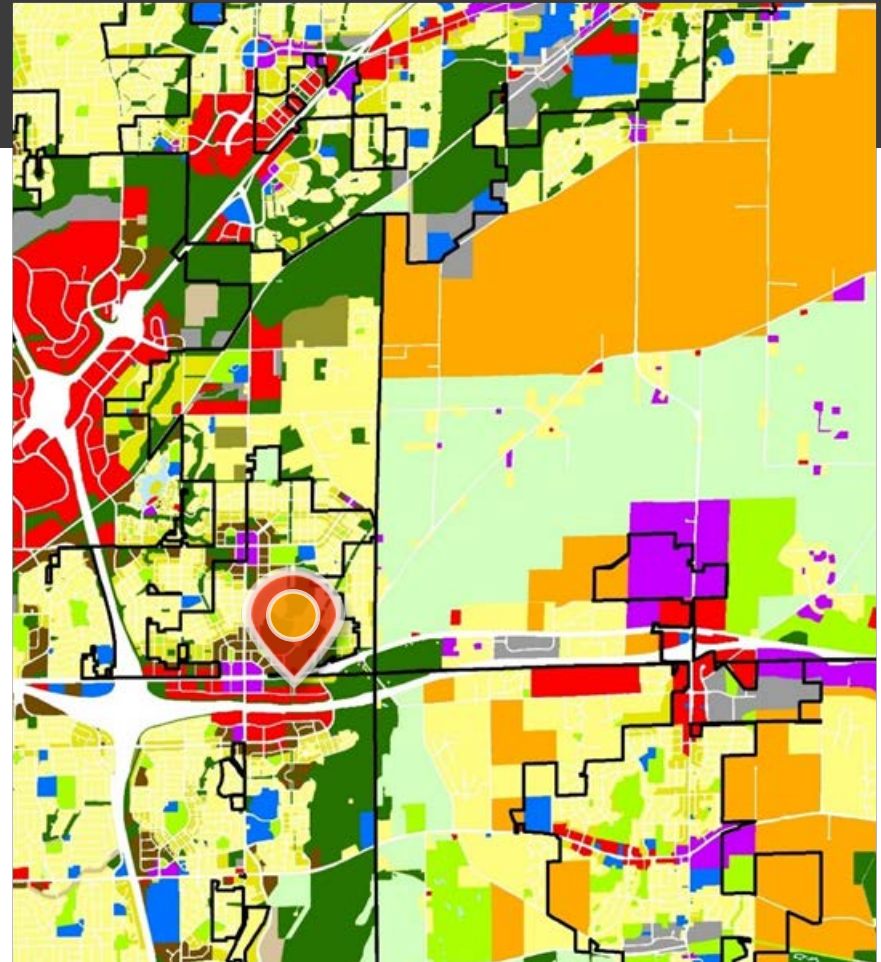


**UNLOCKING THE
POTENTIAL FOR
BALANCED
GROWTH AND
ACCESS**

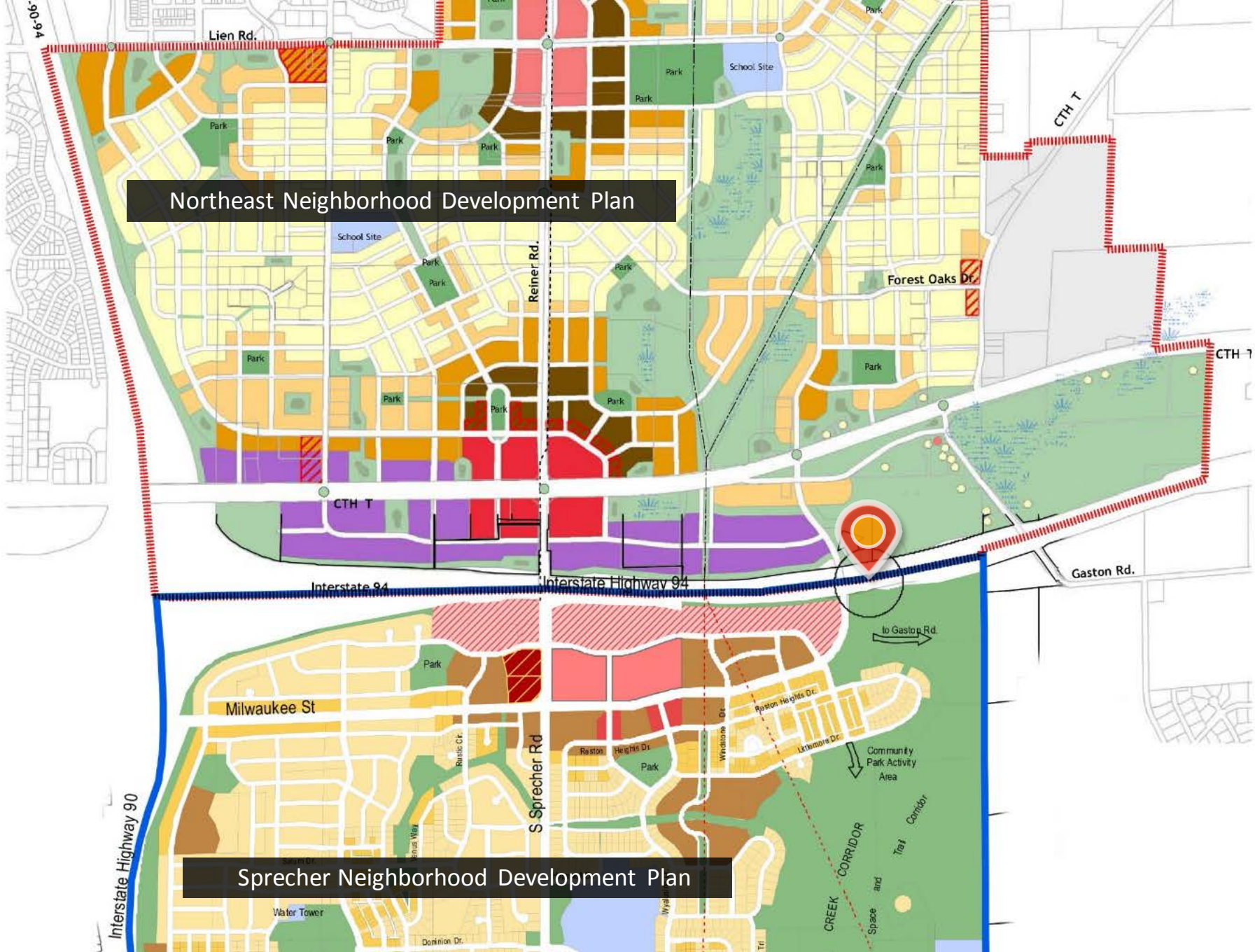
ACCESS PROVIDES OPPORTUNITY FOR BALANCED GROWTH



Generalized Future Land Use Plan: City of Madison Comprehensive Plan published March 2012. Volume II, Map 2.1

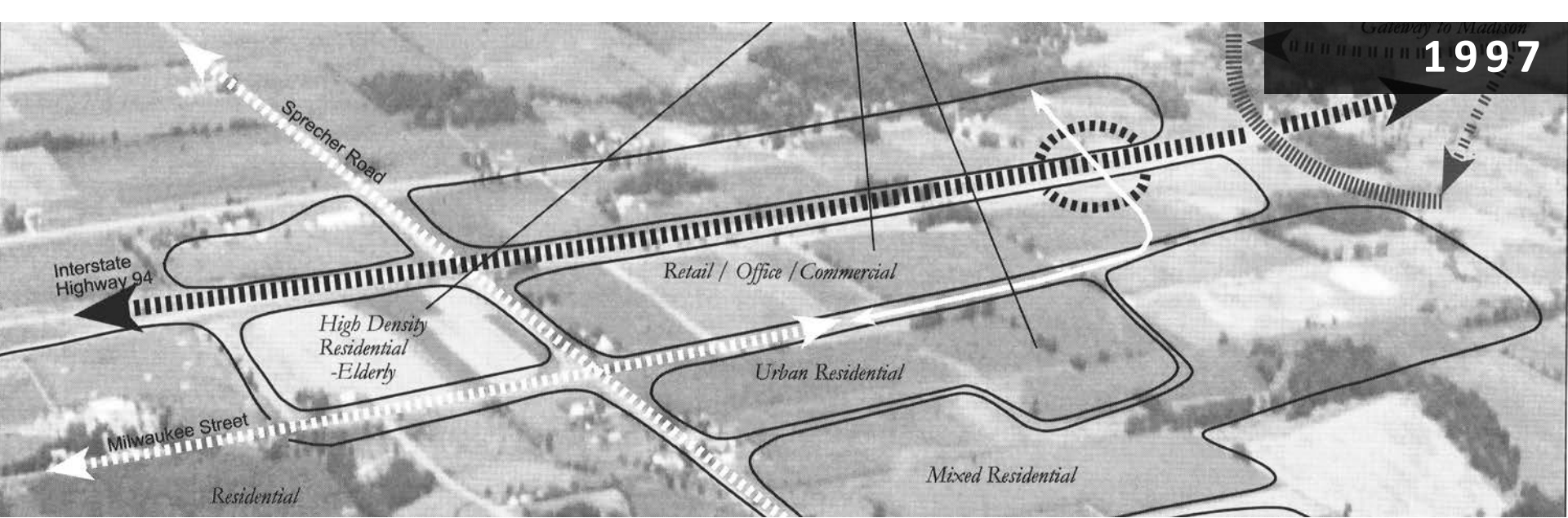


Combined Future Land Use: Vandewalle & Associates, Inc.



Northeast Neighborhood Development Plan

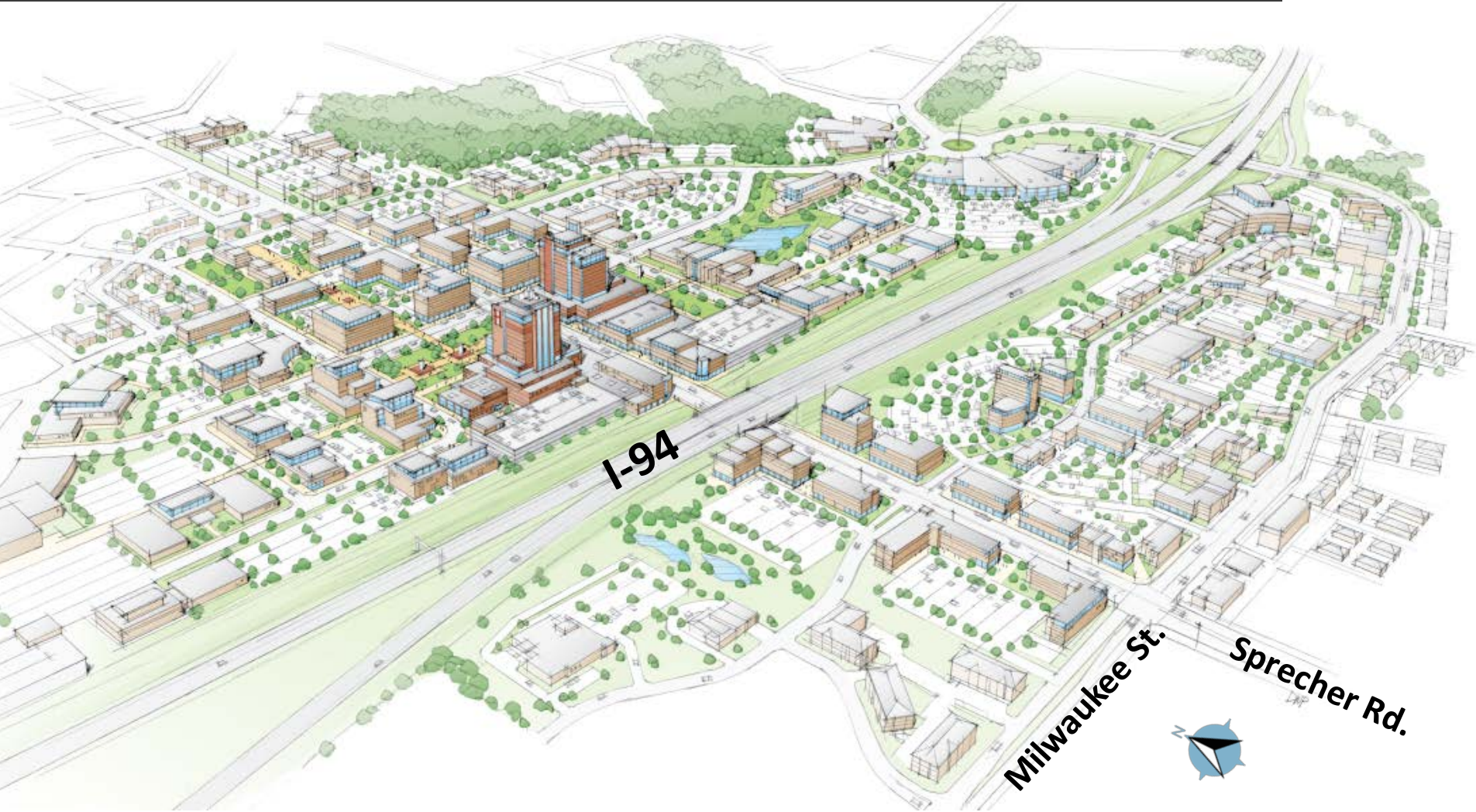
Sprecher Neighborhood Development Plan



WHAT IS THE EAST METRO VISION OPPORTUNITY?

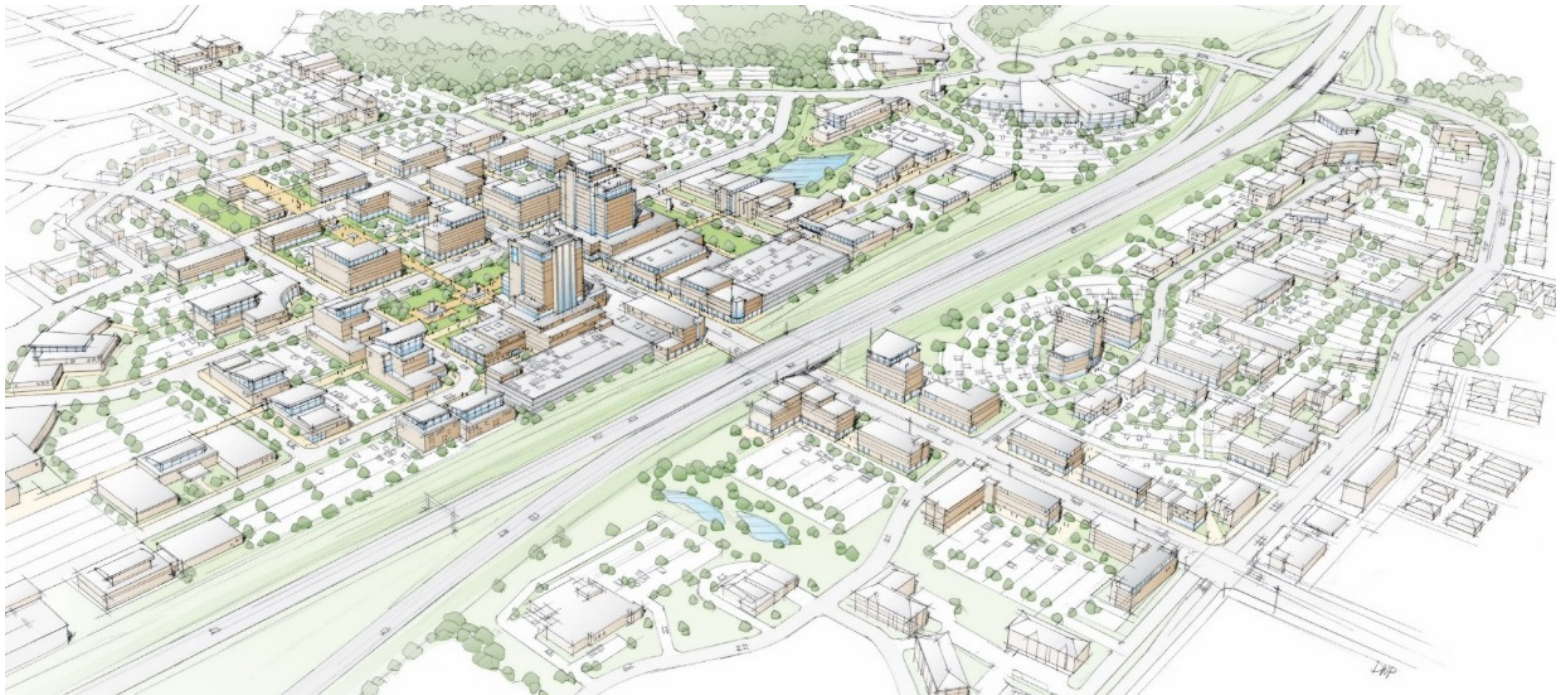


EAST METRO VISION



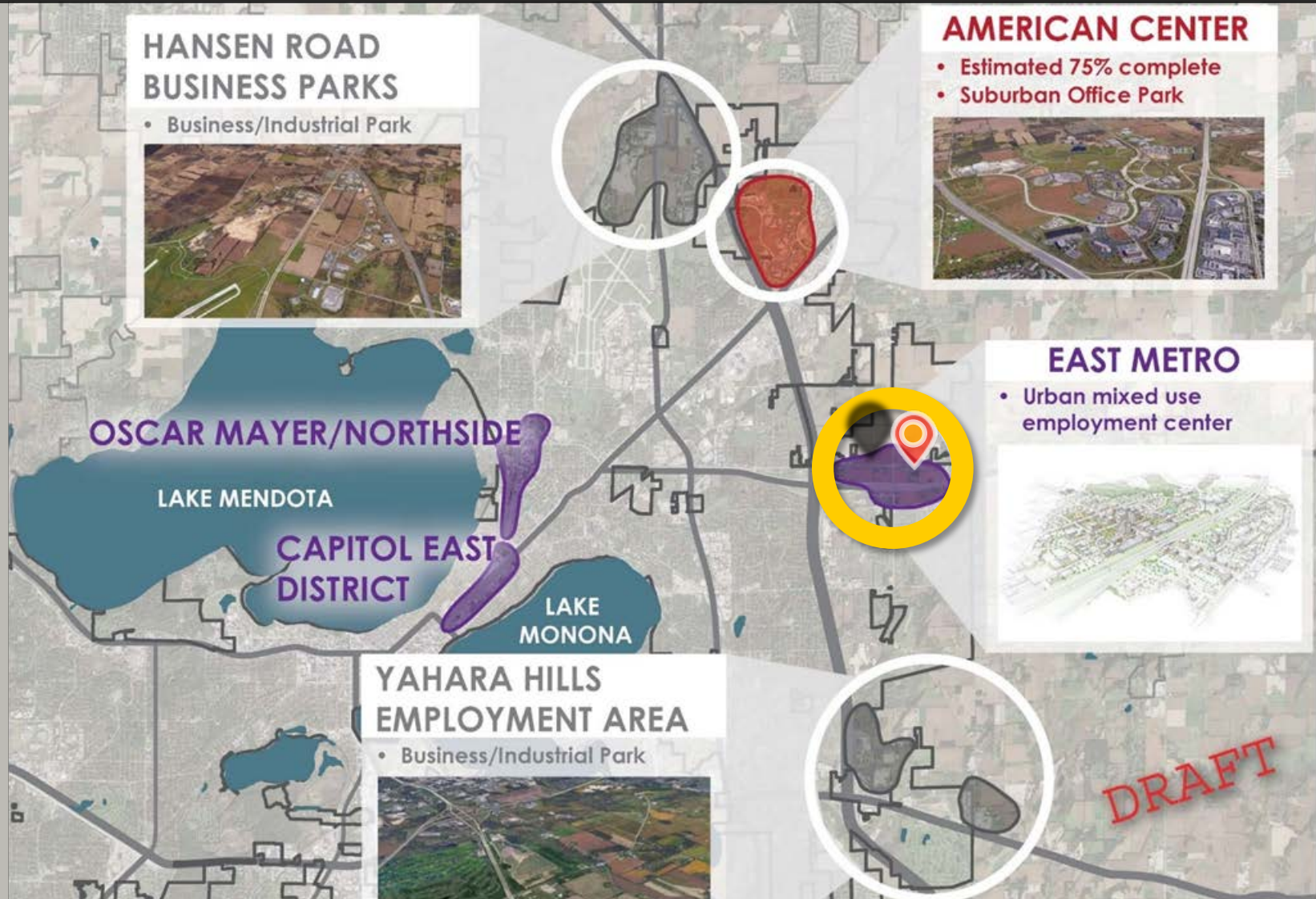
EAST METRO BY THE NUMBERS

- 8,000 -10,000 new jobs
- 8,000 -10,000 new residents
- More than \$1 B in construction and over \$500 M in new tax base



WHY IS THIS IMPORTANT?

NEARING OUR CAPACITY



- Eastside non-industrial employment areas are limited; most near capacity
- No eastside Madison location exists for the next large corporate campus
- Market pressures and employment opportunities growing

CYCLES OF GROWTH - CORPORATE CAMPUSES



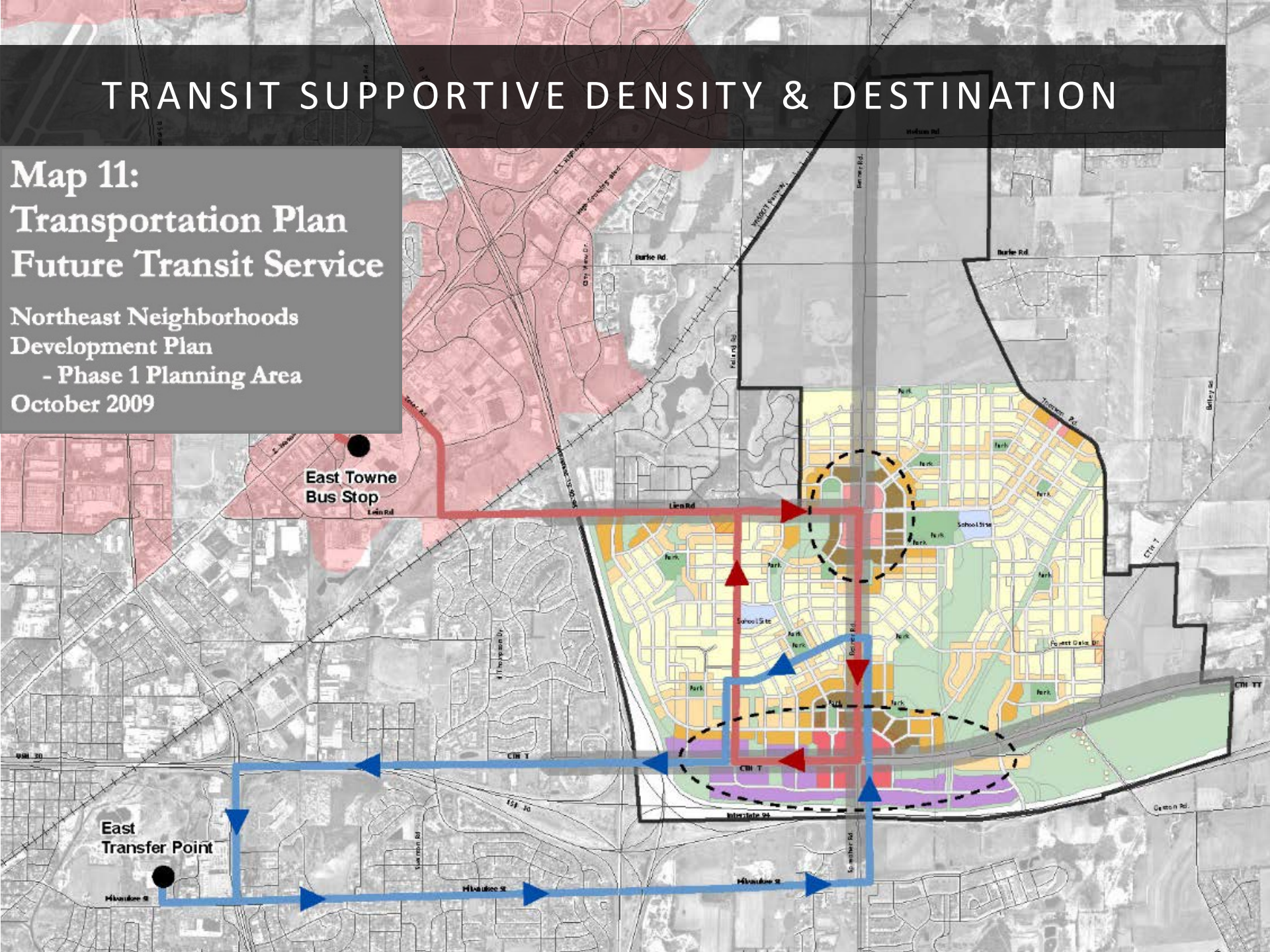
Every 10 years...

Companies over 500 employees

- **CUNA ... 1970S**
- **Promega ... 1990s**
- **American Family Insurance ... 1990s**
- **WPS ... 1990s**
- **Epic Systems ... 2000**
- **TDS ... 2000**
- **Great Lakes Higher Education ... 2000s**
- **ETC ... 2005**
- **Exact Science ... 2016**
- **???**
- **???**

TRANSIT SUPPORTIVE DENSITY & DESTINATION

Map 11:
Transportation Plan
Future Transit Service
Northeast Neighborhoods
Development Plan
- Phase 1 Planning Area
October 2009

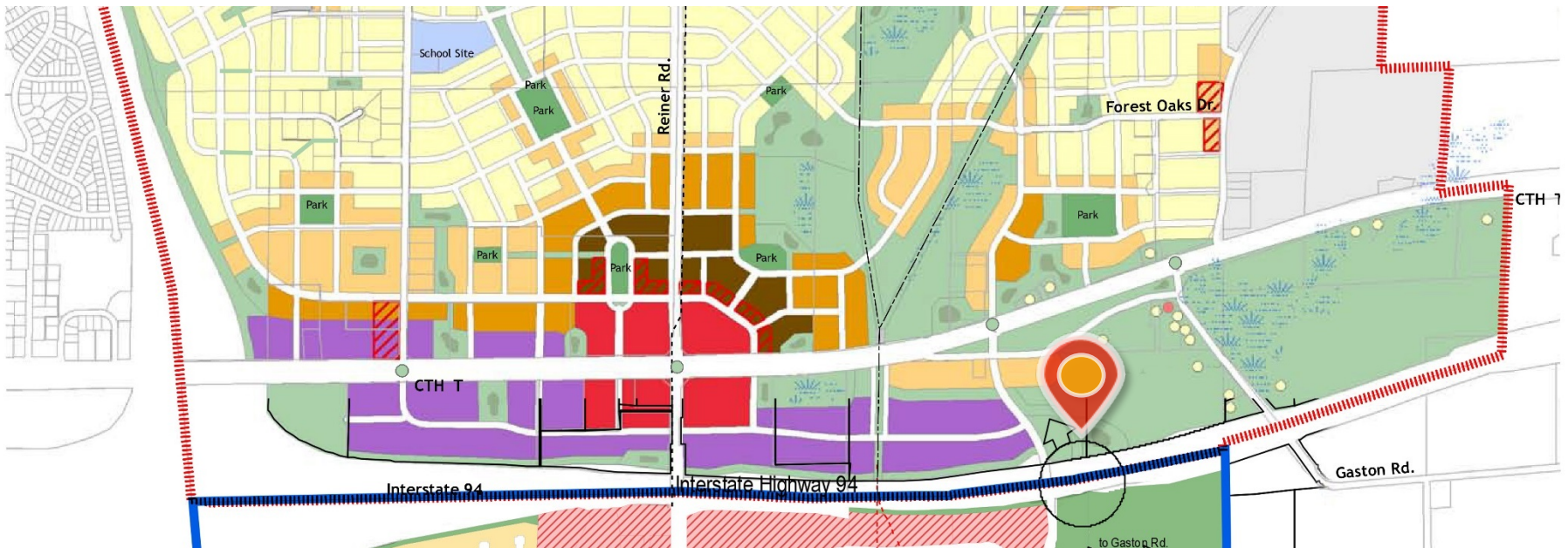


**East Towne
Bus Stop**

**East
Transfer Point**

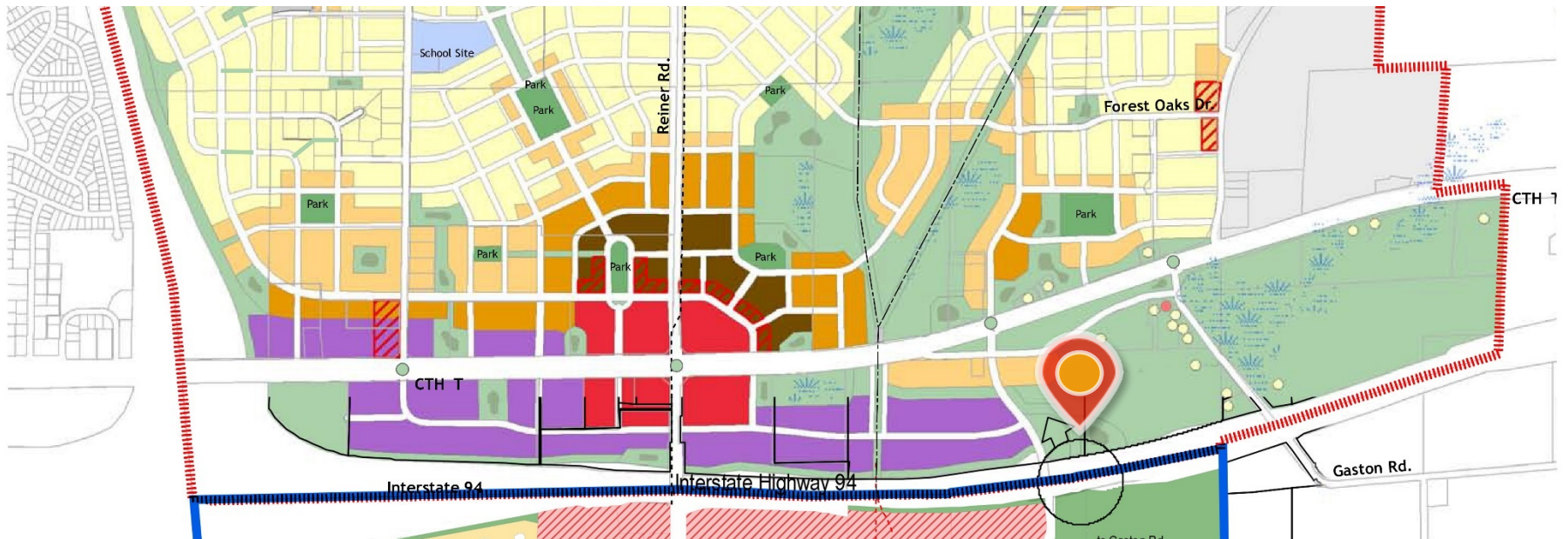
HOW WOULD THIS IMPLEMENT THE EXISTING PLANS?

- Facilitates mixed use and employment district
- Creates transit supportive densities

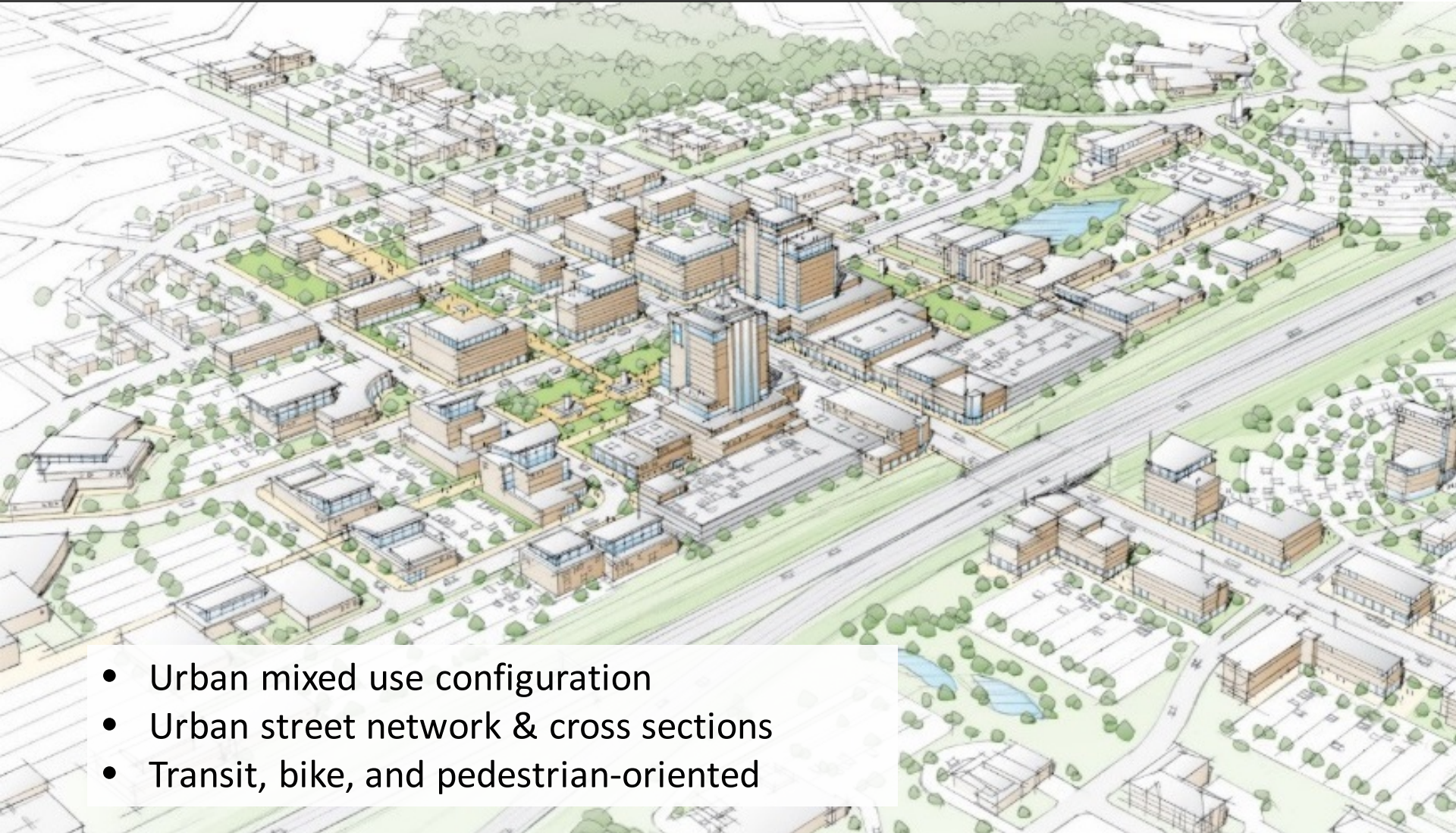


HOW WOULD THIS MODIFY THE EXISTING PLANS?

- Increase employment area to create more jobs
- Road configurations adjusted to accommodate interchange and pedestrian oriented, mixed use activity center
- Higher development intensity at the core



CREATING A PLACE



- Urban mixed use configuration
- Urban street network & cross sections
- Transit, bike, and pedestrian-oriented

WHY IS THE EAST METRO EMPLOYMENT CENTER IMPORTANT TO THE CITY OF MADISON AND ITS RESIDENTS?

*Dane County grew
43,000 jobs from
2001-2012.*

*Madison is projected to
add another 100,000
residents by 2050.*

- Future Eastside Madison **employment areas** are limited
- There is no eastside Madison location for the **next large corporate campus**
- The location and Interstate presence between Madison and Milwaukee offers opportunity for **significant tax base to support new services and schools**
- Opportunity to position Eastside for **long-term economic growth, stability, and job diversity**
- Eastside **transit-oriented activity center** vs. suboptimized land use





