

Greater East Towne Area Plan

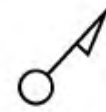
January 10, 2022

Transportation Policy and Planning Board

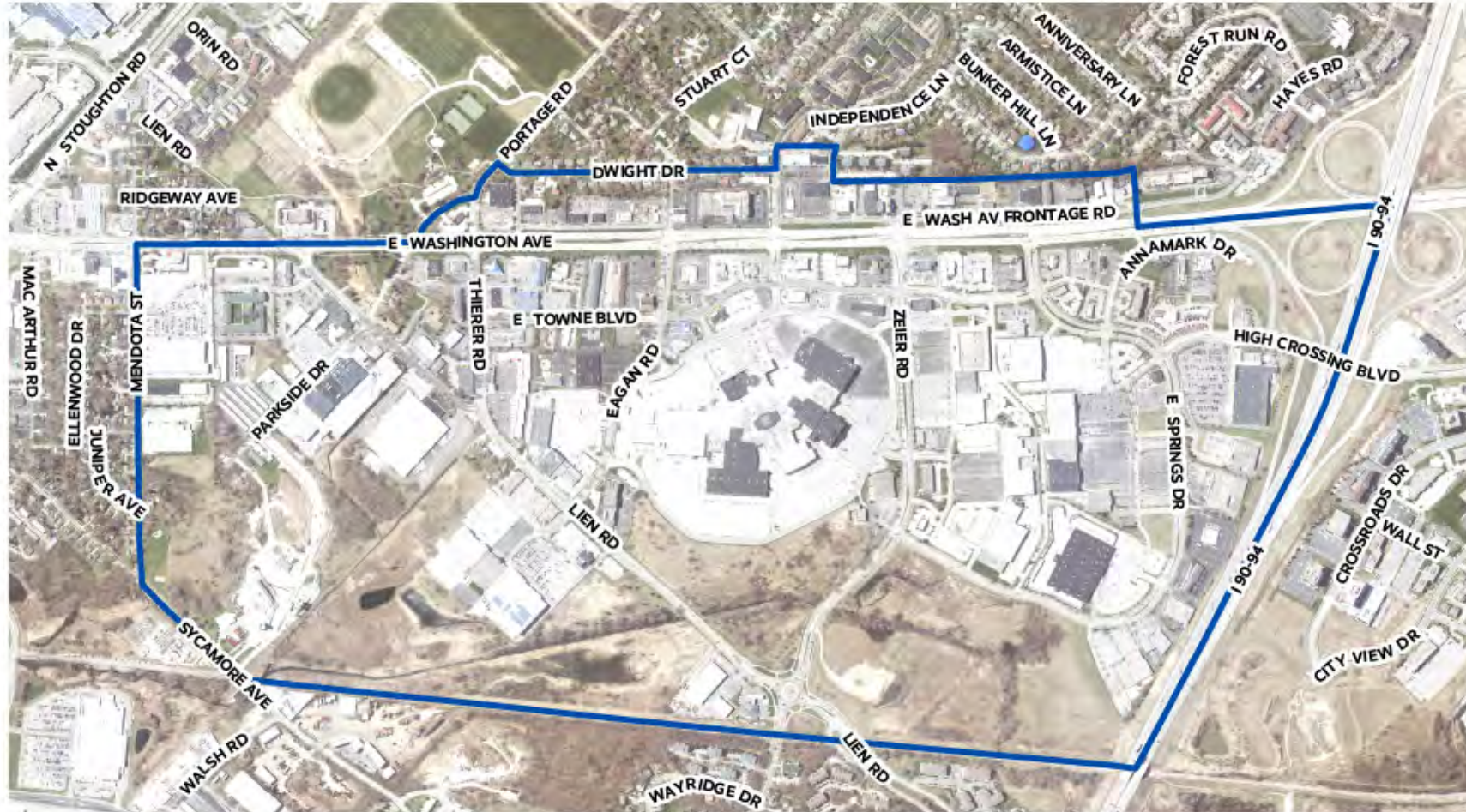


Greater East Towne Planning Area

 Planning Area



0 1,000 2,000
Feet



East Towne Comparison to Downtown

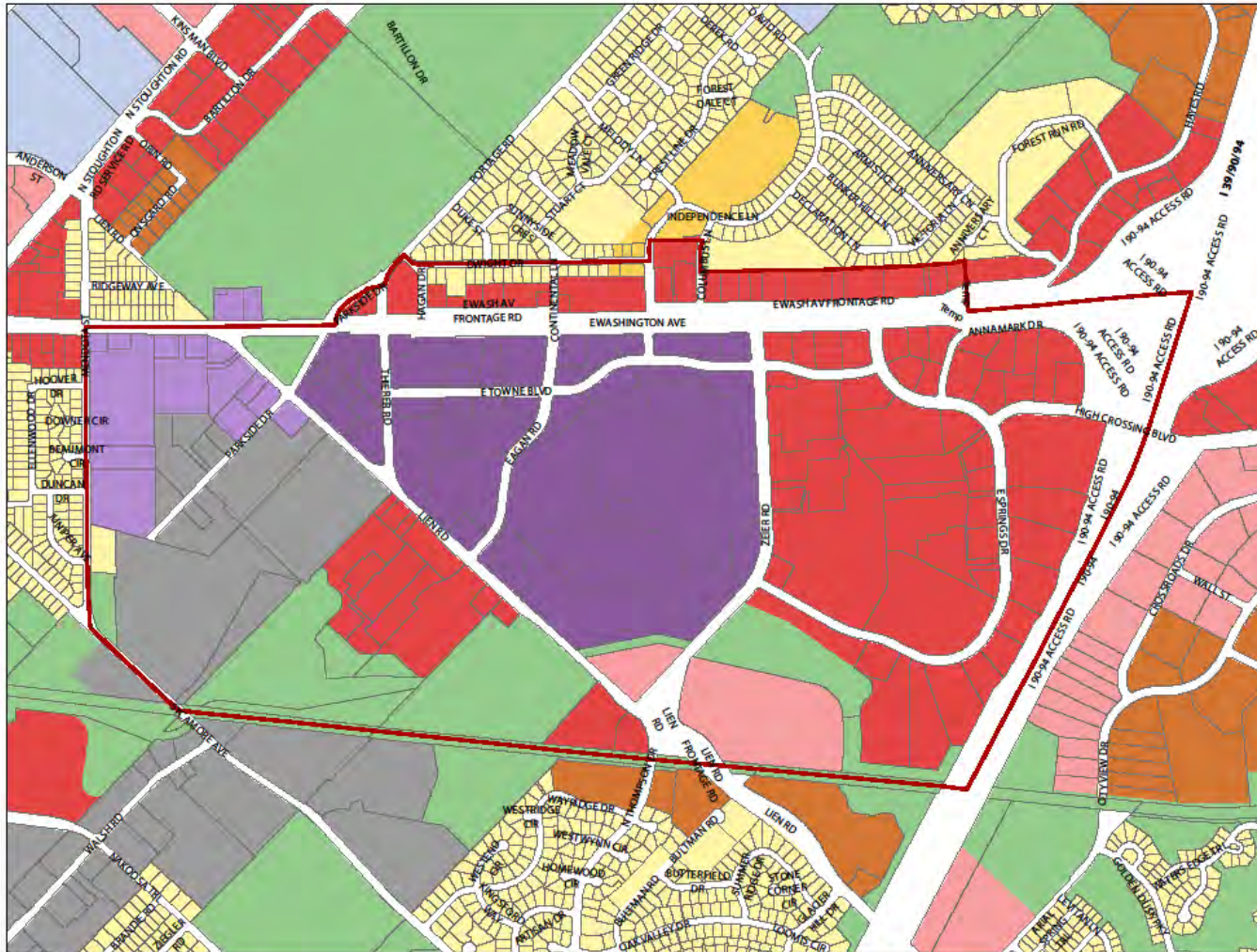
 Planning Area



0 1,000 2,000 Feet



Greater East Towne Area Plan



Map 11: Comprehensive Plan Generalized Future Land Uses

Greater East Towne Area Plan

- Greater East Towne Area Plan
- Low Residential (LR)
- Low-Medium Residential (LMR)
- Medium Residential (MR)
- High Residential (HR)
- Neighborhood Mixed Use (NMU)
- Community Mixed Use (CMU)
- Regional Mixed Use (RMU)
- General Commercial (GC)
- Employment (E)
- Industrial (I)
- Parks and Open Space (P)
- Special Institutional (SI)
- Neighborhood Planning Area (NPA)

0 500 1,000 Feet

2018 City Comprehensive Plan:

Prepare plans to transition auto-oriented commercial areas into mixed-use Activity Centers.

Growth: 50/50 mix of peripheral & infill/redevelopment

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



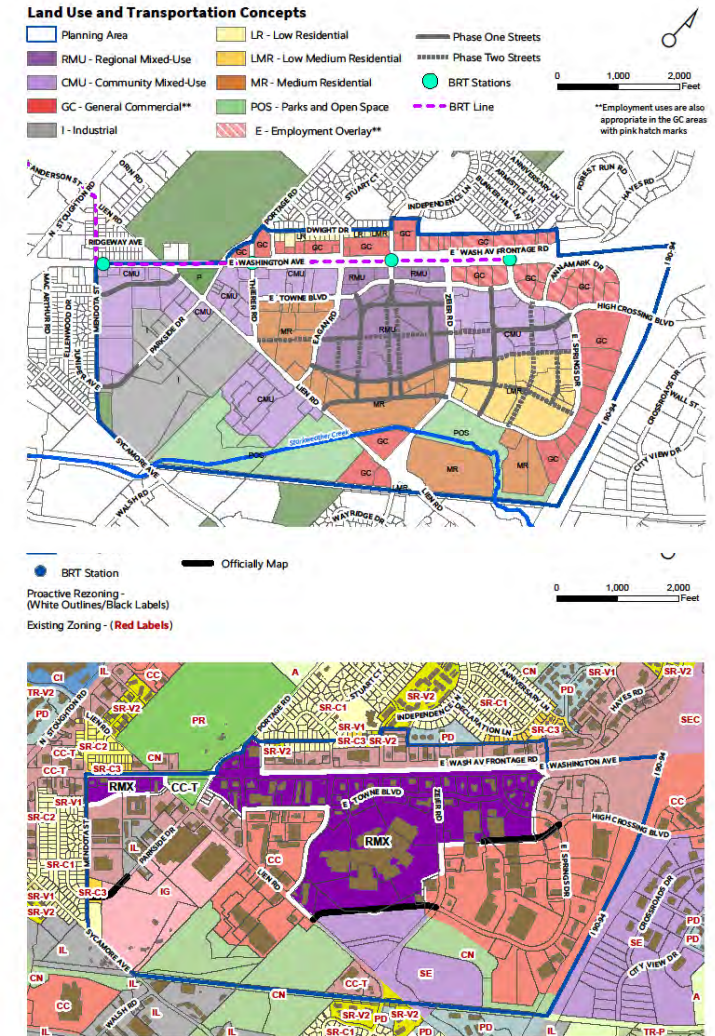
1. Creating a place
2. Focus on mobility
3. Community wealth building
4. Center Nature and Sustainability
5. Resiliency



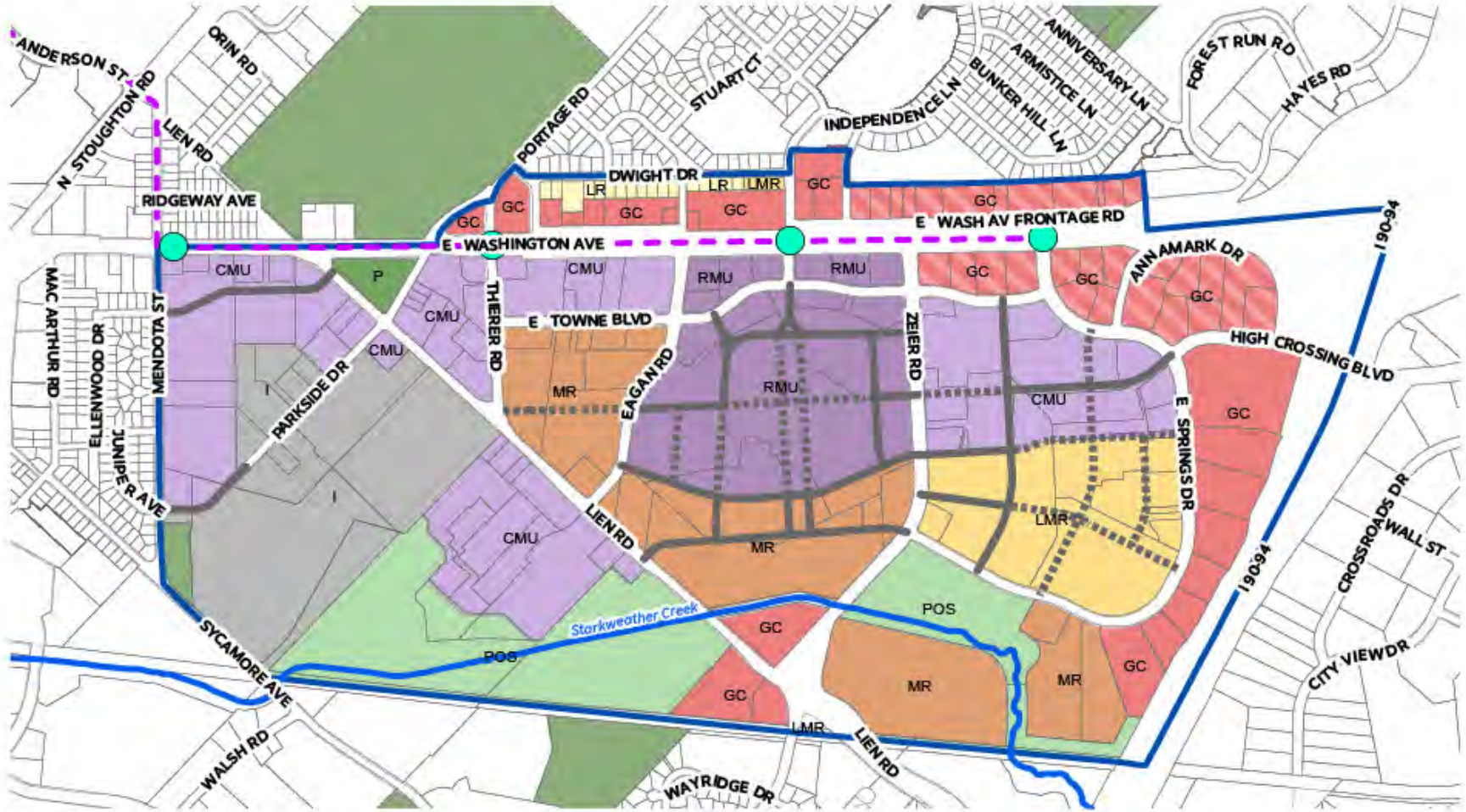
Plan Land Use Recommendations



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

Mixed-Use adjacent to BRT



- Taller buildings – higher densities along East Washington Avenue



Transportation Recommendations

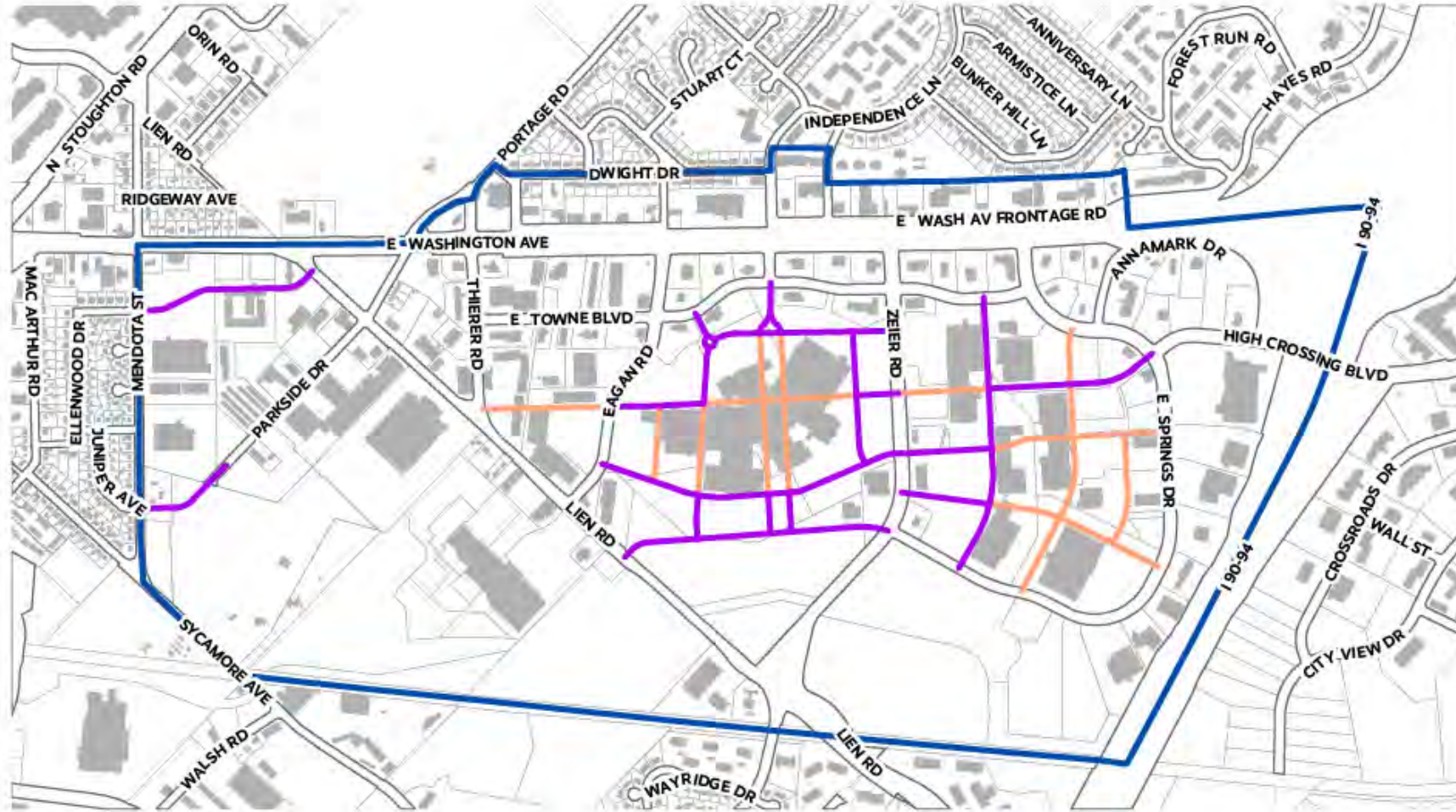
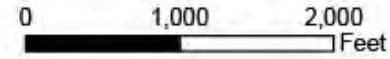


1. Conduct a corridor study of East Washington Avenue
2. Create a new well-connected, local street network
3. Improve ped/bike access and safety throughout the area
4. Support Transit improvements




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

Proactive Zoning and Official Mapping

 Planning Area

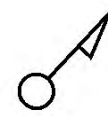
 Official Map

 BRT Station

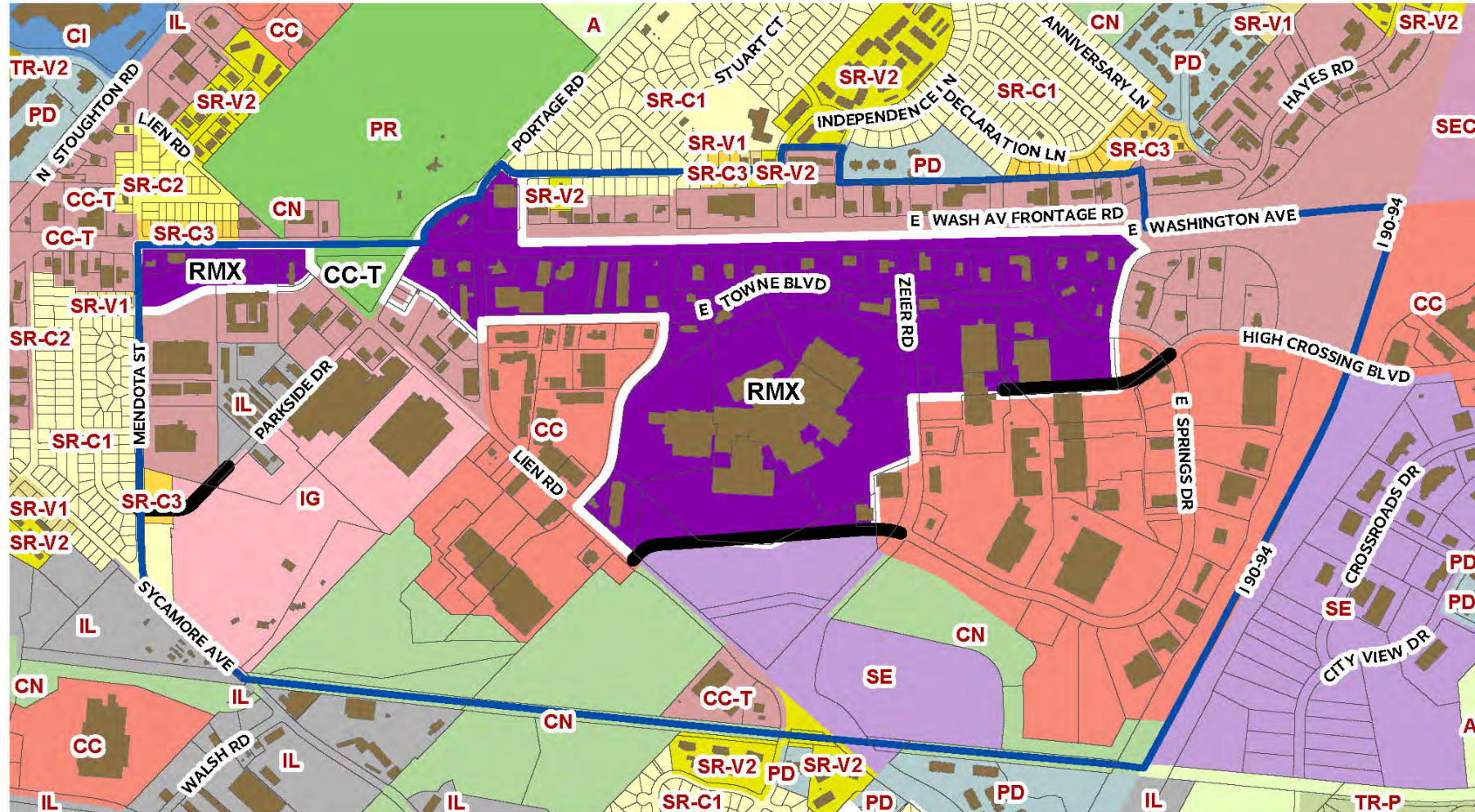
 Officially Map

Proactive Rezoning -
(White Outlines/Black Labels)

Existing Zoning - (**Red Labels**)



0 1,000 2,000
Feet



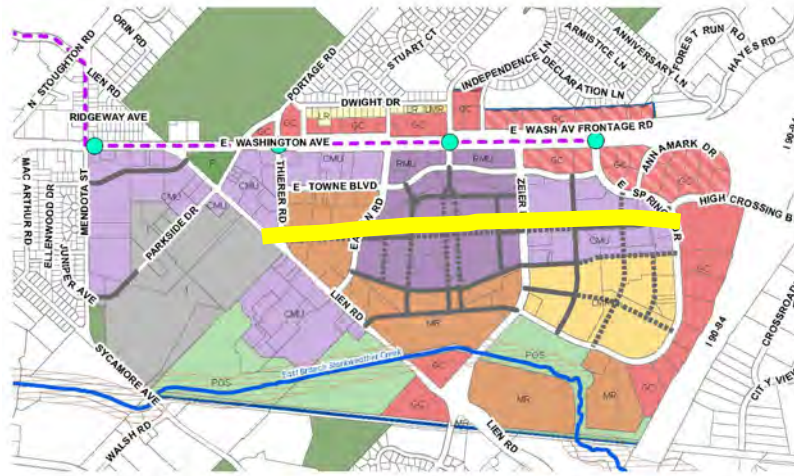
Officially Map Future Street Rights-of-Way

- Reserve space for future streets to prevent building permits being issued in these areas
- Works together with proactive rezoning to ensure that area develops as planned

Street Ideas – additional streets can be added to make a Cohesive Neighborhood



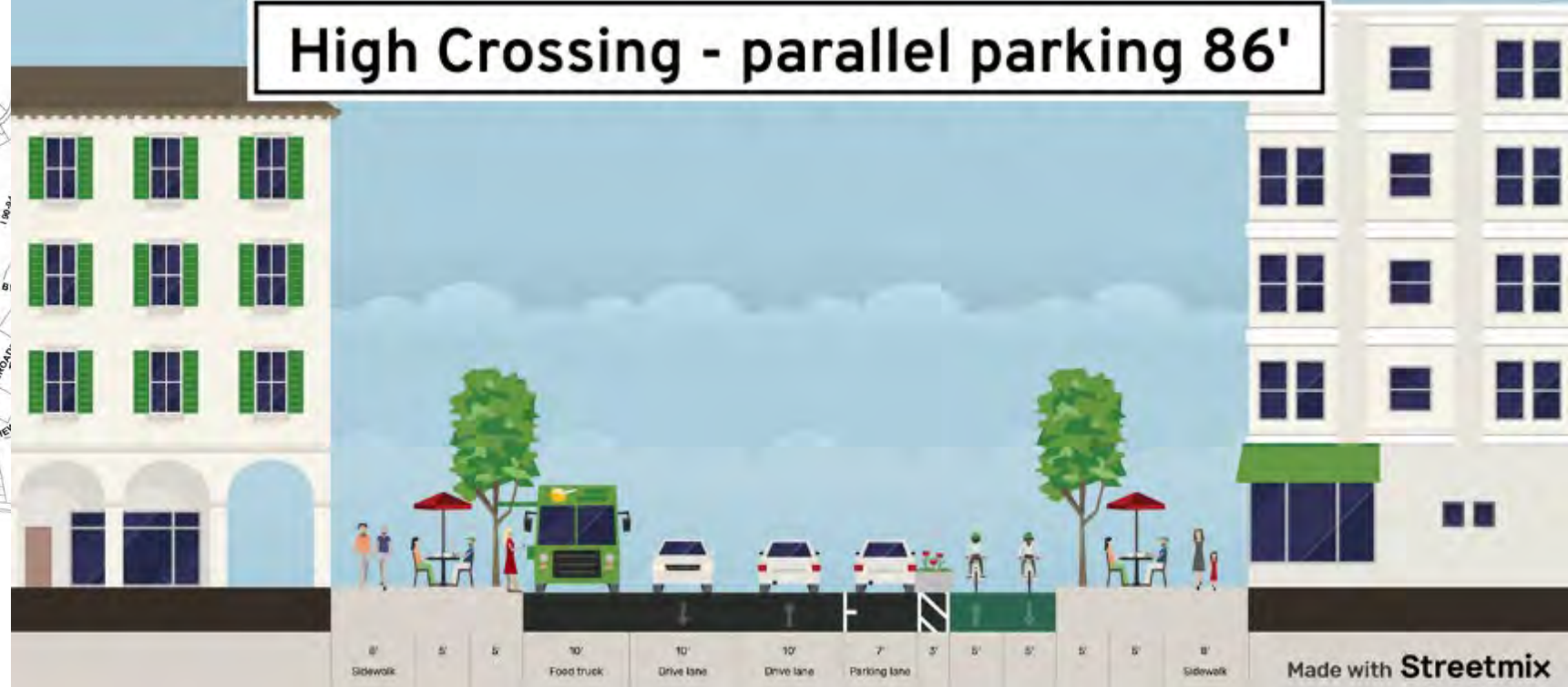
Street Ideas



High Crossing - 86' Existing



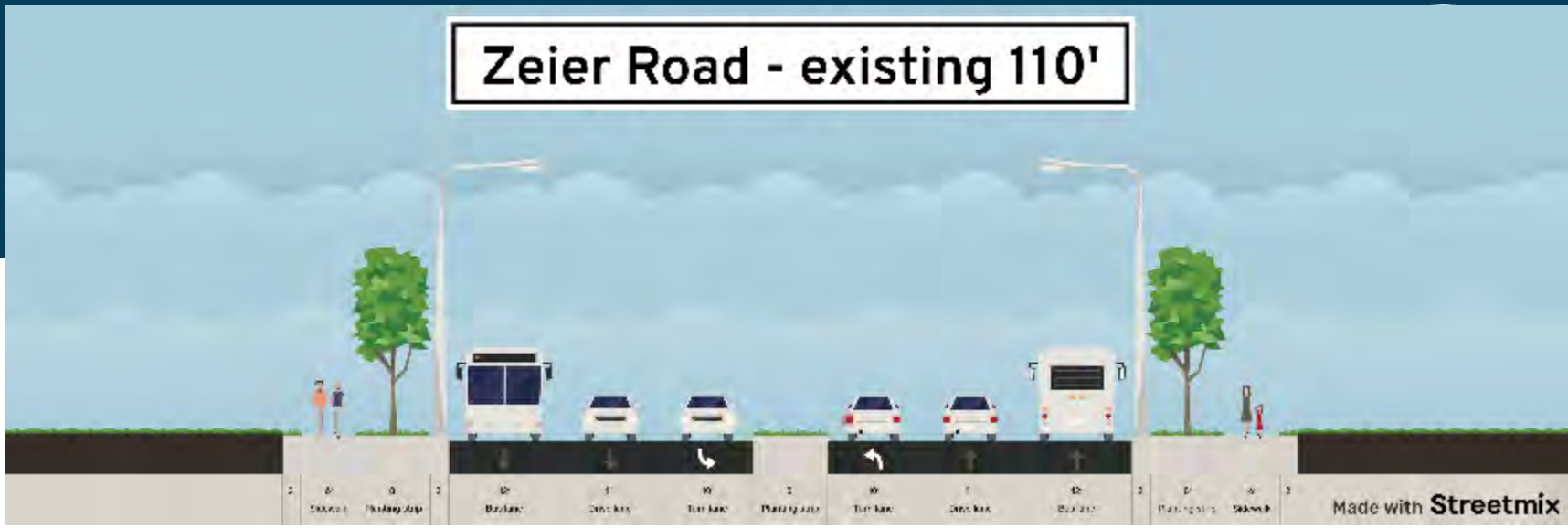
High Crossing - parallel parking 86'



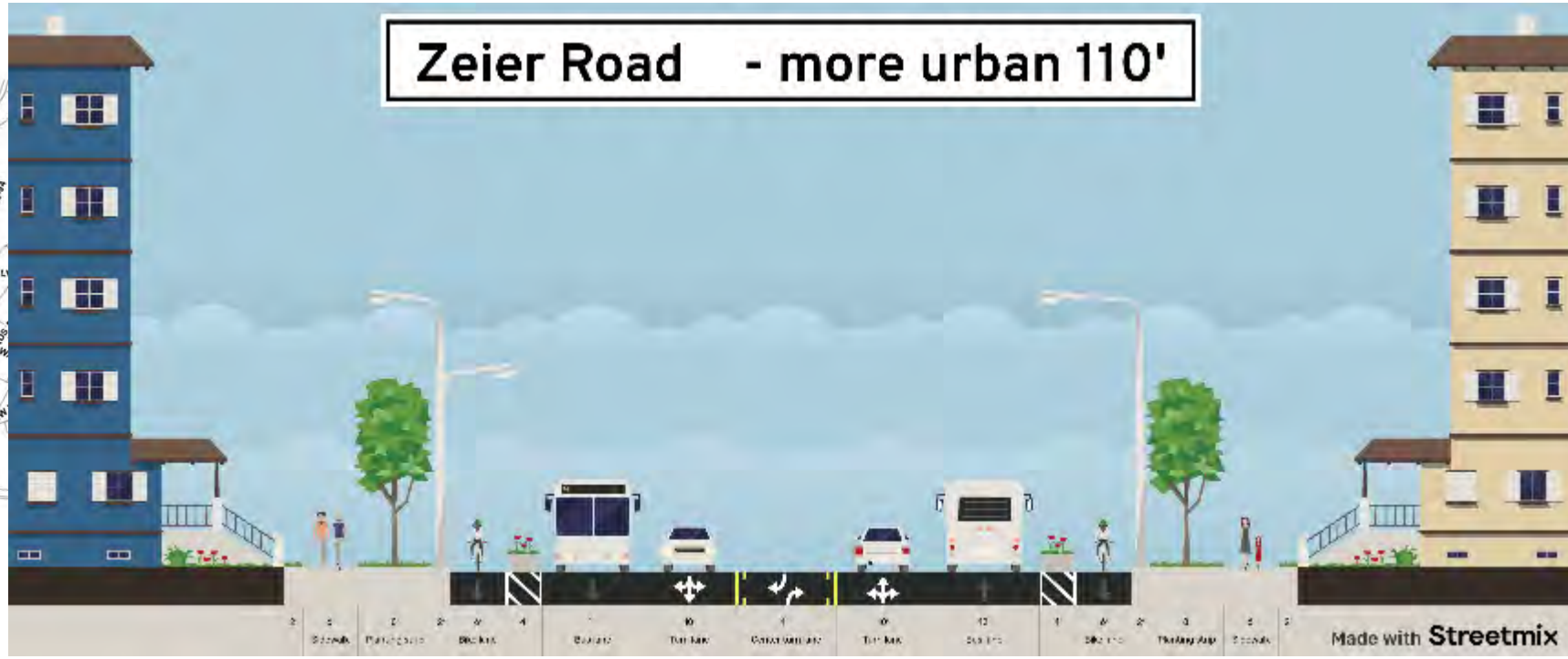
Street Ideas



Zeier Road - existing 110'

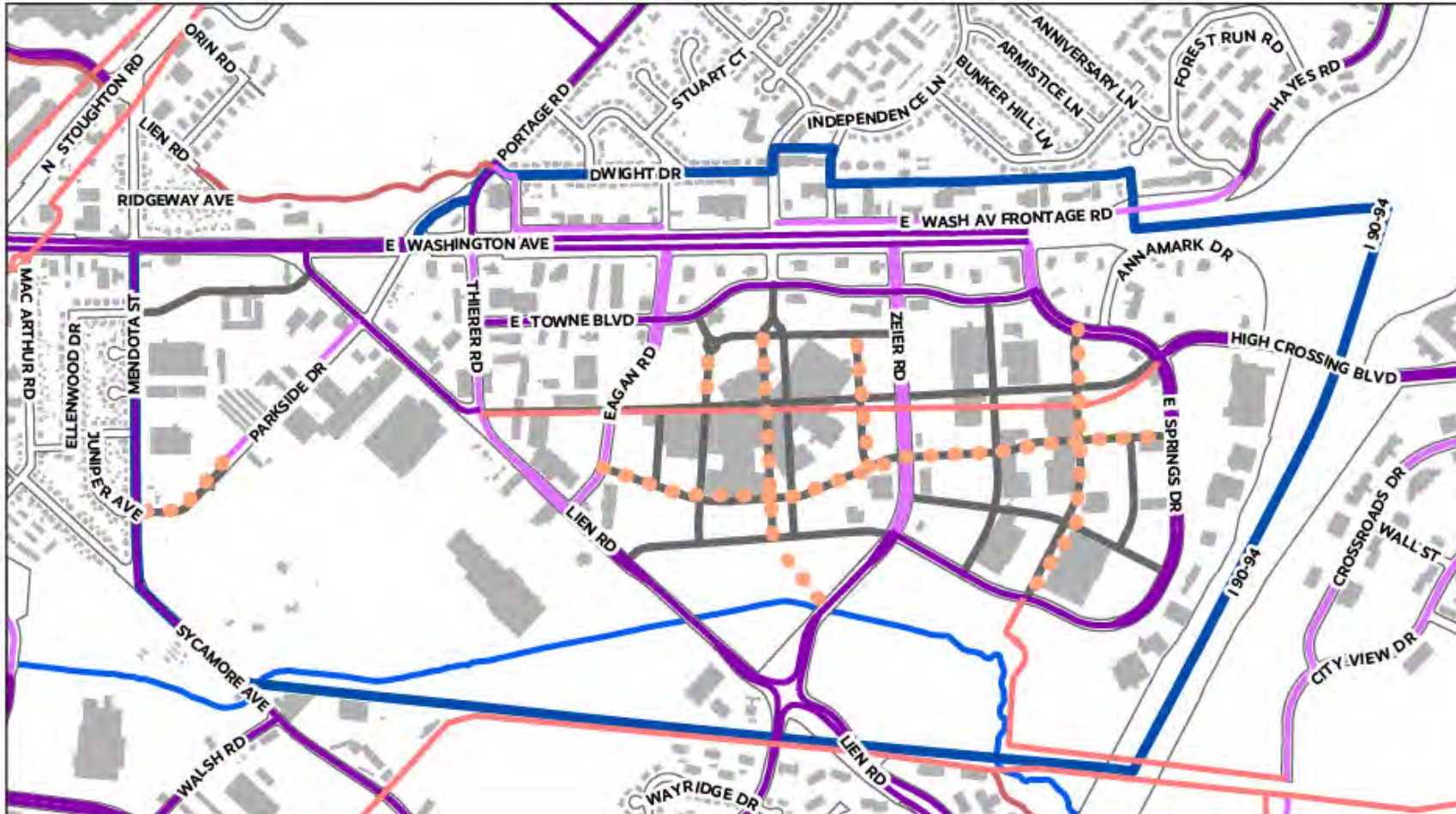
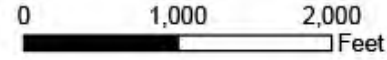


Zeier Road - more urban 110'





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

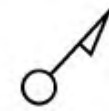


Bus Rapid Transit


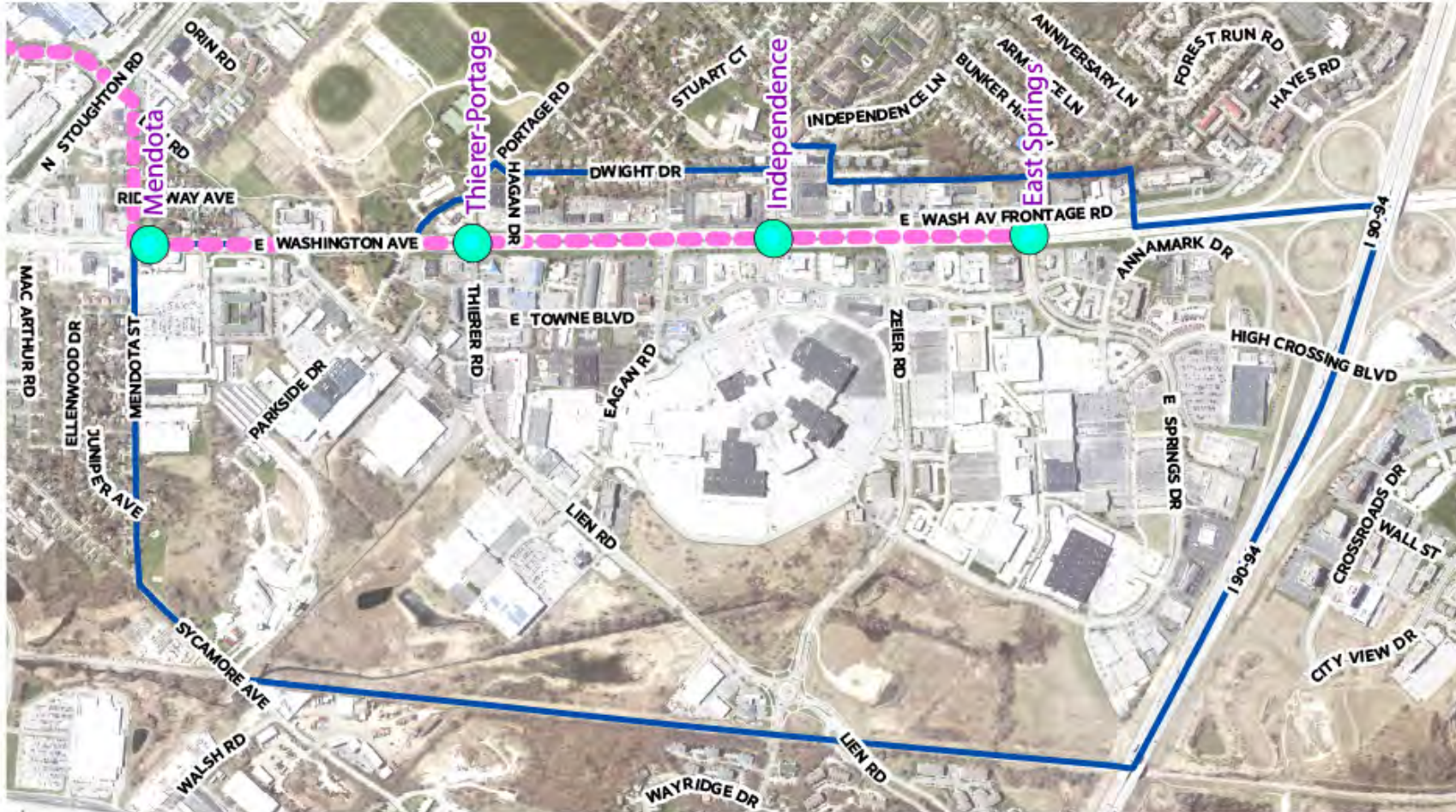
 Planning Area

 BRT Stations

 BRT Lines



0 1,000 2,000 Feet

LOADING PLATFORM | Optional bike parking shelter



Neighborhoods & Housing Recommendations



1. Encourage development of a wide mix of housing unit types, sizes, and costs close to transit and other amenities.
2. Encourage the highest housing densities along the BRT corridor and in commercial core.
3. Support development of affordable housing of all types.
4. Continue to prioritize the inclusion of integrative supportive housing units for individuals and families experiencing homelessness.



Economy & Opportunity Recommendations



- **BRT brings access directly to East Washington Corridor**



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.**



Culture & Character Recommendations



- **Walkable Urban Center**



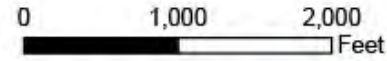
Green & Resilient Recommendations




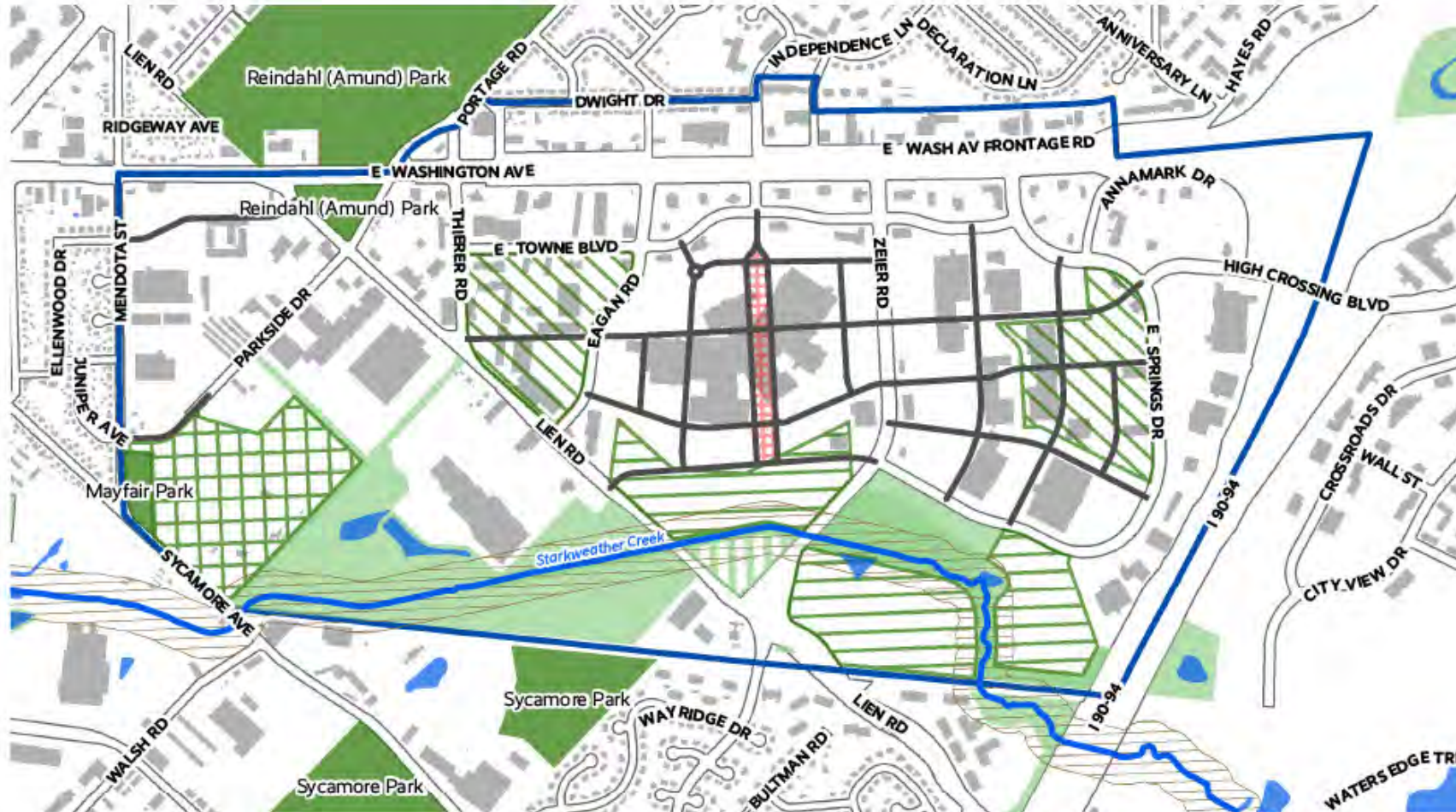
1. Create new park opportunities throughout the planning area, and expand Mayfair Park.
2. Create an urban plaza along the new north-south 'main street'.
3. Proactively engage a diverse group of residents during master planning for parks.
4. Enhance the tree canopy in public rights-of-way.
5. Protect and enhance sensitive habitats in Starkweather Creek Corridor when designing and developing park and open spaces.



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: Urban Plaza






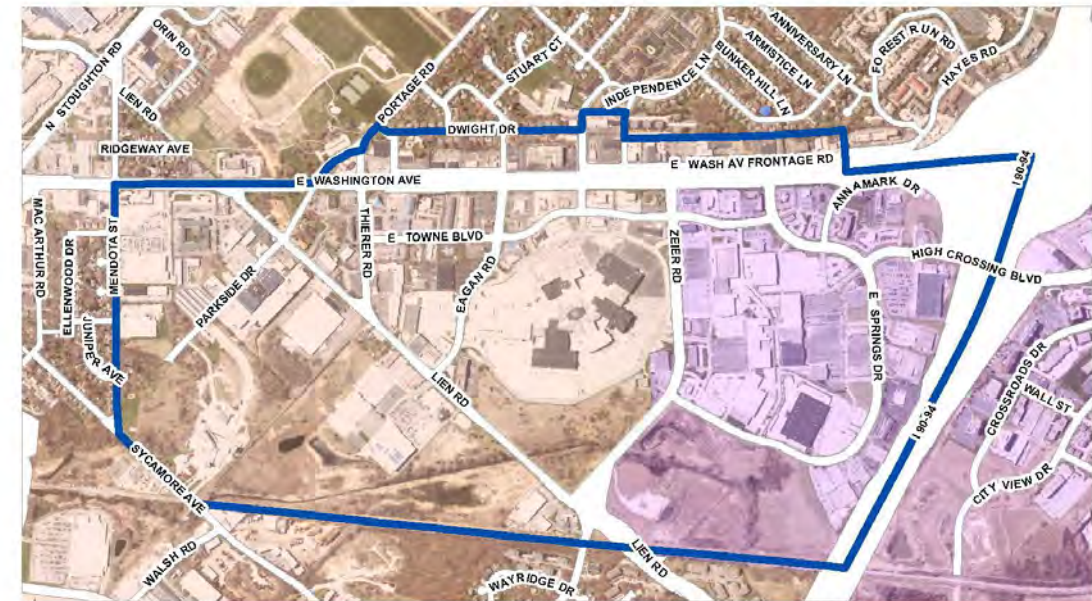
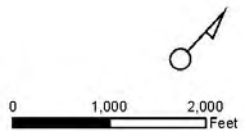
Effective Government Recommendations



1. Work with the Madison Metropolitan School District to locate a school(s) as needed to serve the influx of new residents over the next 10 to 20 years.
2. Solicit input from both Madison and Sun Prairie School Districts when considering new residential development in the area.
3. After Reindahl Imagination Center is built, conduct a gap analysis of community service and facility needs.

School Districts

-  Planning Area
-  Madison Metropolitan School District
-  Sun Prairie School District



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 at 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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