



Department of Planning & Community & Economic Development

Planning Division

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To: City of Madison Urban Design Commission

From: Northeast Area Plan Project Team (Dan McAuliffe, Angela Puerta, Jeff Greger, Kirstie Laatsch, Lisa McNabola, Kevin Firchow)

Date: March 13, 2024

Subject: Northeast Area Plan – Proposed UDD 5 Recommendations

Area Plan Overview

Staff is currently drafting recommendations for the [Northeast Area Plan \(NEAP\)](#), one of the first two area plans undertaken as part of the City's new [area planning](#) framework. This planning area is bounded by the Interstate 90/94, Hwy 30, Packers Avenue, and the Canadian Pacific Rail corridor, covering an expansive 7,500 acres and housing approximately 15,000 residents. NEAP stands out as one of the city's most diverse areas, with 43.7% of its population consisting of Black, Indigenous, and Persons of Color. Moreover, it serves as a vital hub for employment, boasting over 21,000 jobs.

The NEAP has organized over four virtual community meetings, facilitated six in-person discussions, conducted two neighborhood walks, and made over six informal visits, all in a concerted effort to foster community participation. Additionally, the team hired three organizations to engage in one-on-one outreach, with a particular focus on the [Community Development Block Grant \(CDBG\) designated areas](#) of Sandburg and Burke Heights neighborhoods. To ensure comprehensive input, we have also sought feedback through two community surveys and an interactive comment mapping tool.

Land Use Recommendations:

Given the recent adoption of the Hawthorne-Truax Neighborhood Plan and the Greater East Towne Area Plan, there are relatively few land use updates recommended by this plan:

1. ***North side of East Washington Avenue - Change from General Commercial to Community Mixed use with vacation of frontage roads:*** Within the Greater East Towne Area Plan, these areas received less attention than those in the mall area south of East Washington, though maintaining affordable commercial space was also a consideration in that plan. However, these sites are very close to BRT stations and are zoned CC-T, which would allow substantial redevelopment by-right under the TOD overlay. Vacation of the frontage road would add approximately 2.5 acres of developable space, but redevelopment would need property assemblage, utility relocation and thoughtful phasing to occur. While challenging, the potential outcome of redevelopment could result in a much improved character and pedestrian-oriented nature of the sites.
2. ***Hwy 51 and CV - Add General Commercial to provide amenities for existing and future area employees; Change from Parks and Open Space to Employment on parcels north of CV, where prior uncertainty of utilities had existed:*** The shift to General Commercial near Hwy 51 and the Interstate largely reflects what is already there and allows for new commercial uses to support

employment in the surrounding area. North of CTH CV and west of Hwy 51, we are recommending a change from Open Space to Employment, as the property is developable and has received some interest. The intergovernmental agreement specifies the Village of Deforest provide water and the site can be connected to its nearby sanitary sewer system.

3. **Low Medium Residential expansion within neighborhoods:** The Northeast Area Plan recommends expansion of LMR in select already established neighborhood areas, most notably north of East Washington/Portage Road area and near Sycamore and Thompson Drive. The intent of these actions is to allow for a greater amount of Missing Middle housing in areas with amenities like park and transit.

Urban Design District 5 Proposed Recommendations

Portions of Urban Design District (UDD) 5 are located with the planning area of the NEAP. Proposed Urban Design District 5 Requirements and Guidelines are included within the “Culture & Character” chapter. The Northeast Area Plan staff has also [reviewed underlying adopted neighborhood plans](#) for urban design-related recommendations. However, staff found that most of the City’s existing adopted neighborhood or area plans had general strategies that could be more holistically applied to the whole city rather than individual neighborhoods/area, and therefore more appropriate in citywide guidelines, like the Comprehensive Plan.

As it pertains to UDD 5, the recently adopted [Greater East Towne Mall Plan](#) (GETAP) outlined a vision for the complete transformation of the areas around and inside the mall, setting the stage for dynamic growth and revitalization. Building upon this foundation, the NEAP plan extends its scope by expanding the geographical boundaries of UDD 5 and proposing further revisions to the district to actualize the vision outlined in GETAP. These revisions are aimed at fostering a vibrant and inclusive urban environment.

Northeast Area Plan staff met with Urban Design Commission Secretary Jessica Vaughn to the draft urban design-related recommendations for the Northeast Area below:

Revise UDD 5 (MGO section 33.24(12)) to reflect and implement the design recommendations of the GETAP, as well as coincide with current ordinances and NEAP research, including:

- Update statement of purpose to reflect human-centered vision of the district.
- Extend UDD 5 to the Interstate and also explore expanding it to include key sites south of East Washington Avenue.
- Incorporate TOD overlay features to UDD 5 requirements and guidelines.
- Consider separating UDD 5 into three distinct subareas by character to better guide development along the East Washington Avenue corridor as illustrated in the map below. *(subarea recommendations are described in the attachment)*
- While a portion of UDD 5 is outside the Northeast Area Plan planning area, and given its distinct character, this area should also be considered as an individual subarea in the future.
- The Northeast Area Plan includes various boundary adjustments to UDD 5 that both clean-up the district boundary to more accurately reflect property lines, as well as capture larger tracts of land expected to see a high level of construction activity. It is important to note that regardless of the district map, its guidelines and requirements do not apply to residential development with eight or fewer housing units.

Additional Design Guidelines

In addition to the UDD 5 proposed recommendations, the plan includes Additional Design Guidelines in

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areas outside UDD 5 to shape redevelopment along other major corridors such as Stoughton Road; Lien Road; and Commercial Avenue.

UDC Feedback Requested

Staff is seeking Urban Design Commission feedback on the draft recommendations, and whether any further study would be appropriate for consideration within the Northeast Area Plan.

Attachments

1. Power Point presentation
2. Draft Recommendations for UDD 5
3. Draft Proposed Urban Design District Changes map
4. Draft Generalized Future Land Use map