

Northeast Area Plan



Urban Design Commission – August 14, 2024

Agenda





1. Background
2. Planning Process
3. Public Feedback
4. UDD 5 recommended updates
5. Next Steps

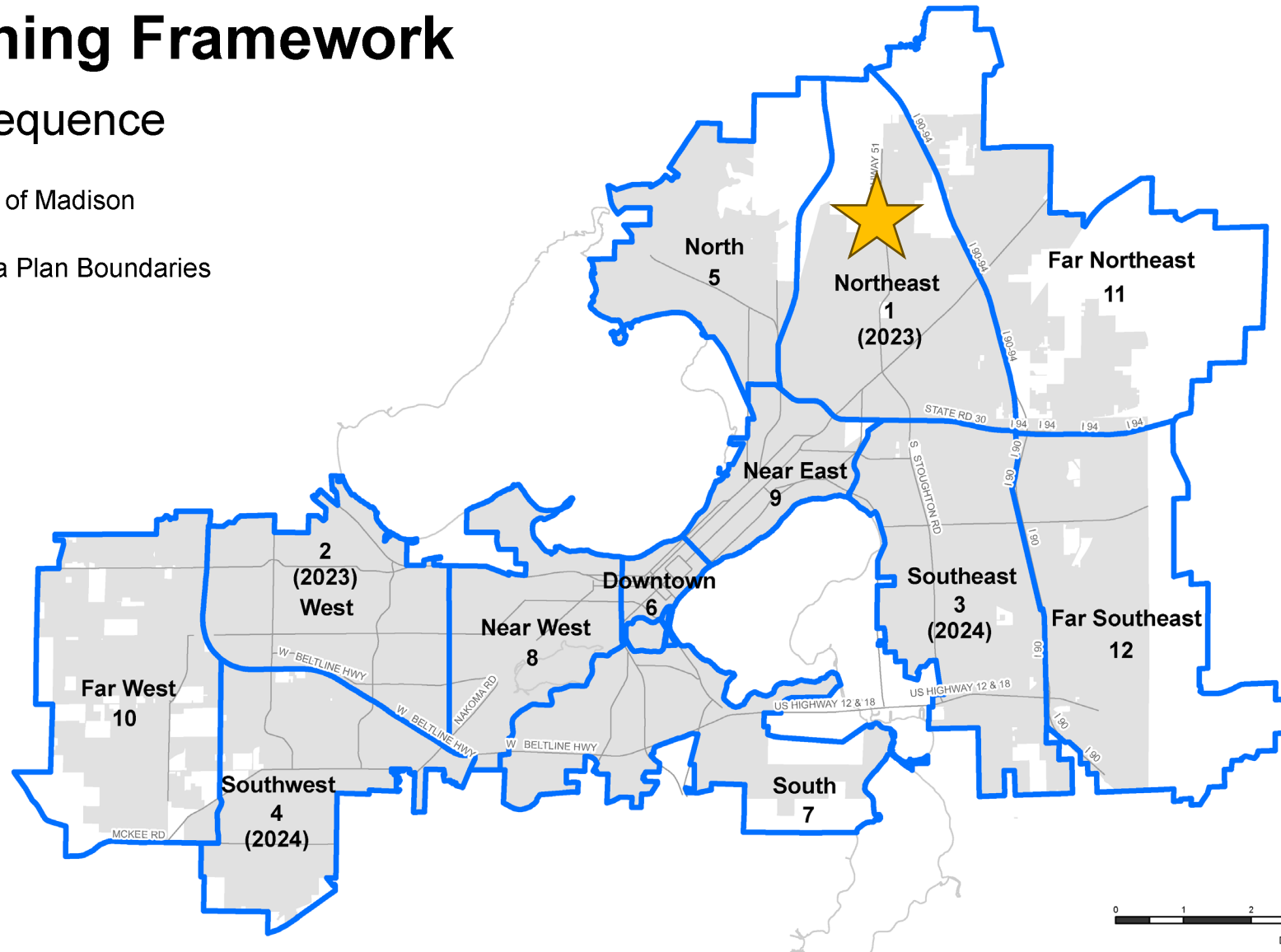
Background



Planning Framework

Plan Sequence

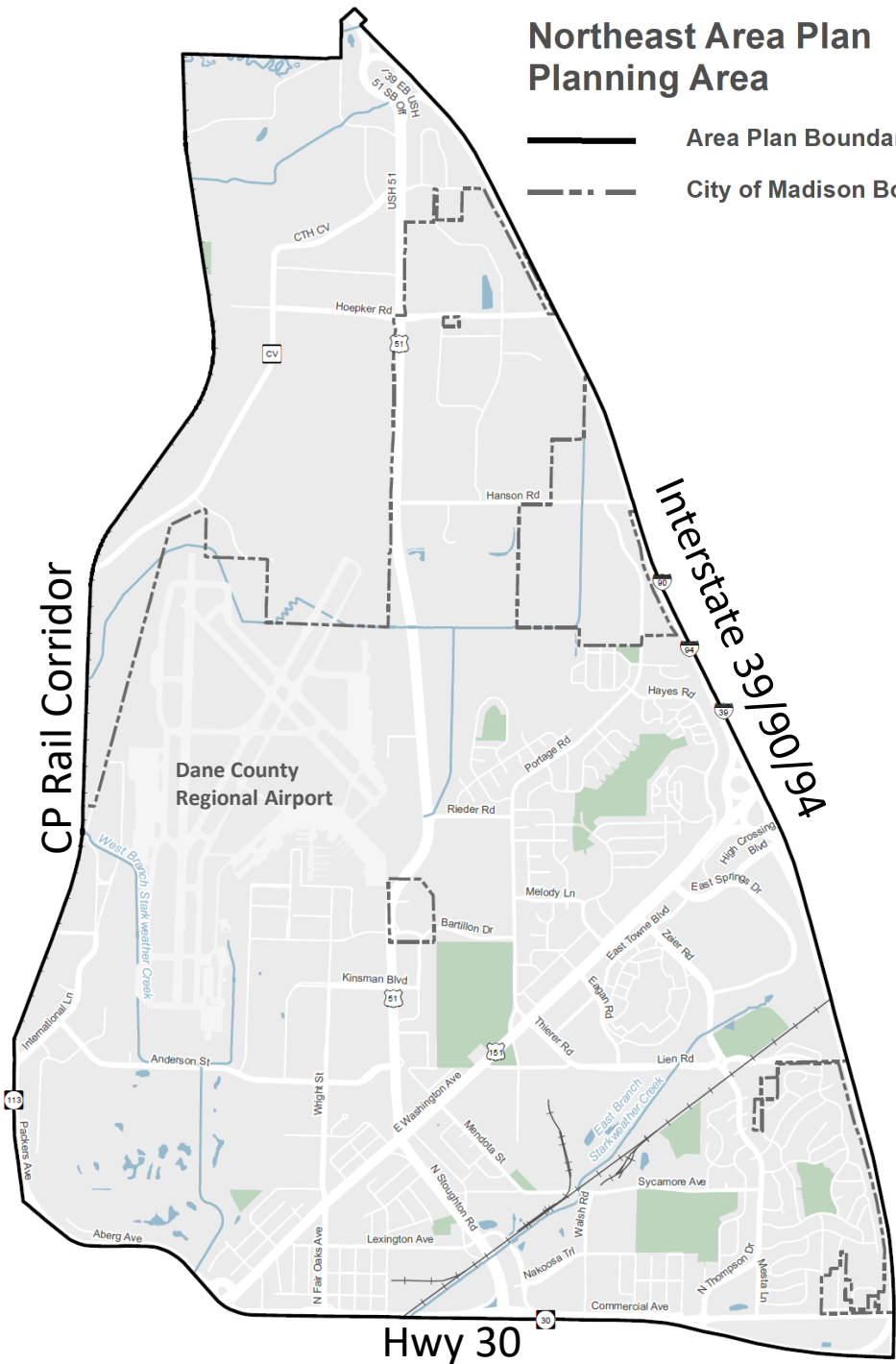
-  City of Madison
-  Area Plan Boundaries



Background

Northeast Area Plan Planning Area

- Area Plan Boundary
- City of Madison Boundary



Demographics

Population

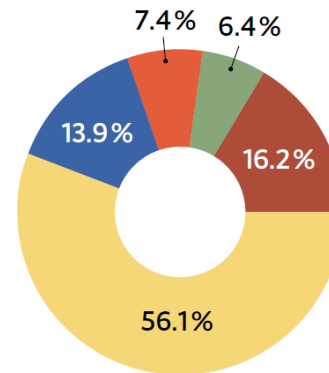
Northeast Area
14,649

City of Madison
274,622

= 10,000 residents



Racial and ethnic composition



Northeast Area

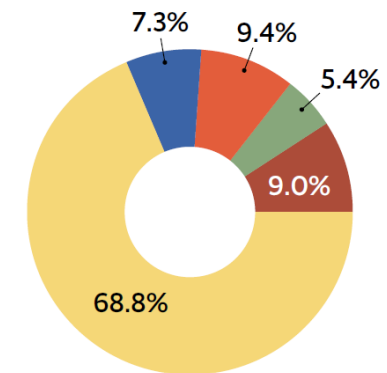
White

Black

Asian

Other race/
Two or
more races

Hispanic



City of Madison

Planning Process



Data Gathering & Review

- Interagency staff mtgs
- Public mtgs (in-person/virtual)
- Online interactive commenting map
- Regular email notifications and website updates (applies to all phases)

Phase One

JAN - MAR

Issues & Opportunities

- Community surveys (in-person/virtual)
- 4 public mtgs (in-person/virtual)
- Multiagency Open House
- Review by Board, Commissions & Committees
- Interagency Staff Mtgs
- Sandburg Elementary PTA mtg

Phase Two

APR - JUN

Draft Plan Concepts

- Pop-up engagement at community events such as Make Music Madison, Westchester Gardens Block Party & others
- Public outreach by 3 Community Navigators (in-person)
- Connect Events at Sycamore & Reindahl Park
- Burke Heights & Sandburg Walk & Talk
- Community Dinner & Alder Forum

Phase Three

JUL - OCT

Draft Plan Recommendations

- Business Postcard Survey
- Art Workshop
- Joint Open House with WisDOT
- Plan Commission
- Board of Parks Commissioners
- Transportation Commission

Phase Four

NOV - FEB

Final Draft Plan Review

- Public Meetings (in-person/virtual)
- Landmarks Commission
- Urban Design Commission
- CDBG Board
- Public feedback on Draft Plan
- Joint Open House with WisDOT

Phase Five

MAR - JUN

Adoption & Implementation

- Boards, Commissions & Committees
- Implementation of Plan recommendations

Phase Six

JUL+

2023

2024

Meetings and Outreach



In-Person Community Meetings



Community Surveys



Open Houses



Community Navigators



Art Workshop



General Themes in Public Comment

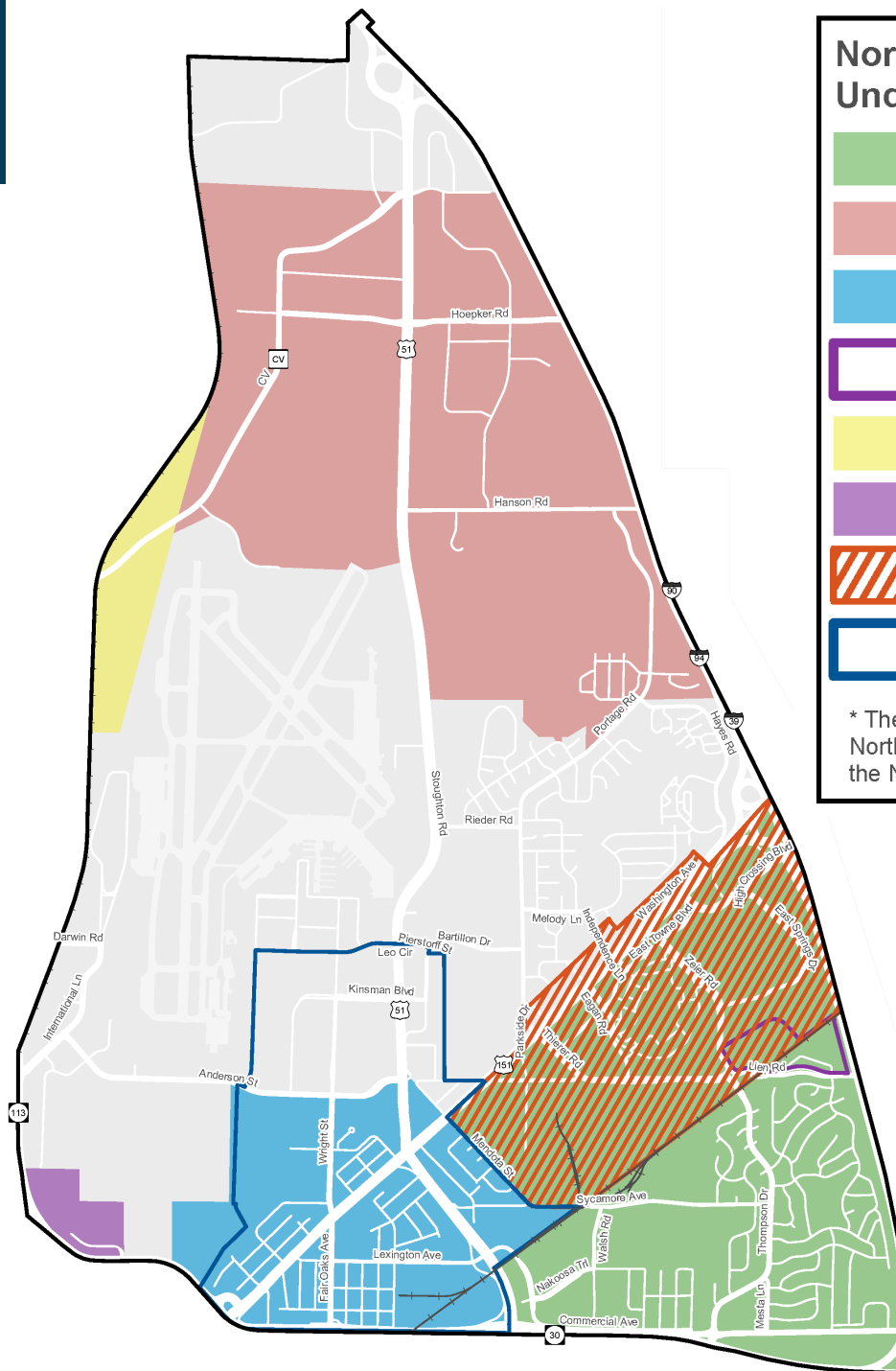


- Great parks and access to open spaces
- Excitement about Bus Rapid Transit and E. Washington Ave. redevelopment
- Want pedestrian safety improvements
- Bike network is fragmented
- Concern about housing affordability
- Concern about homelessness
- Safety: increase in crime, need lighting improvements and neighborhood traffic management



Introduction

- Existing plans to be archived with adoption of Northeast Area Plan
- Incorporated relevant recommendations into Northeast Area Plan



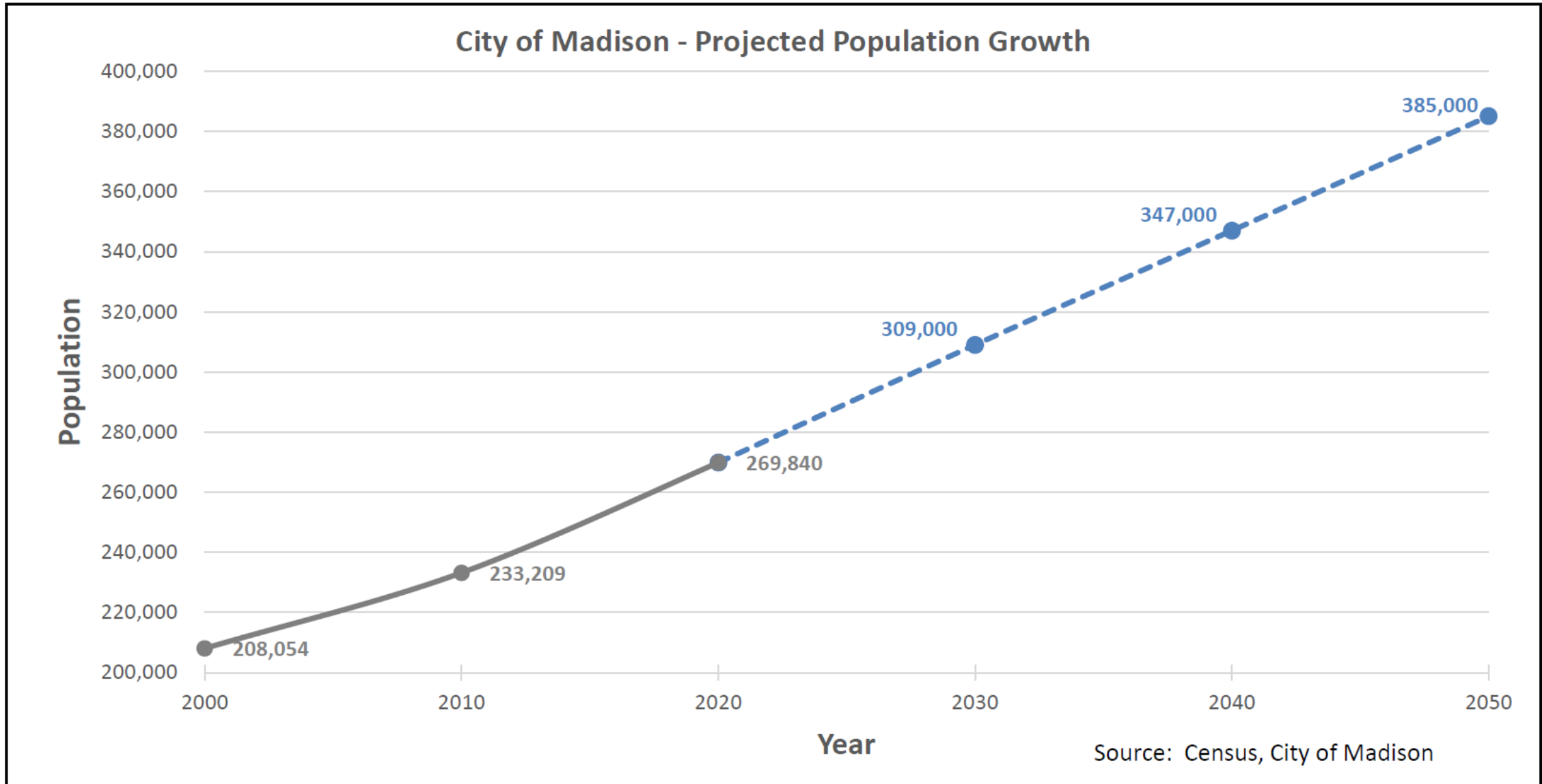
Northeast Area Plan

Underlying Plans

- East Towne-Burke Heights Neighborhood Development Plan (1987)
- Hanson Road Neighborhood Development Plan (2000)
- Carpenter-Ridgeway-Hawthorne-Truax Neighborhood Plan (2001)
- Ridgewood East Central Development Plan (2002)
- Cherokee Special Area Plan (2007) *
- Oscar Mayer Special Area Plan (2020) *
- Greater East Towne Area Plan (2022)
- Hawthorne-Truax Neighborhood Plan (2023)

* The boundaries for these plans extend outside the Northeast Area Plan boundary. Only the portion inside the Northeast Area Plan is shown on this map.

Introduction



Draft Plan Format

Land Use and
Transportation

Green and
Resilient

Neighborhoods
and Housing

Effective
Government

Economy and
Opportunity

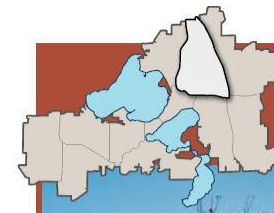
Health and
Safety

Culture and
Character

Community Action
Strategy

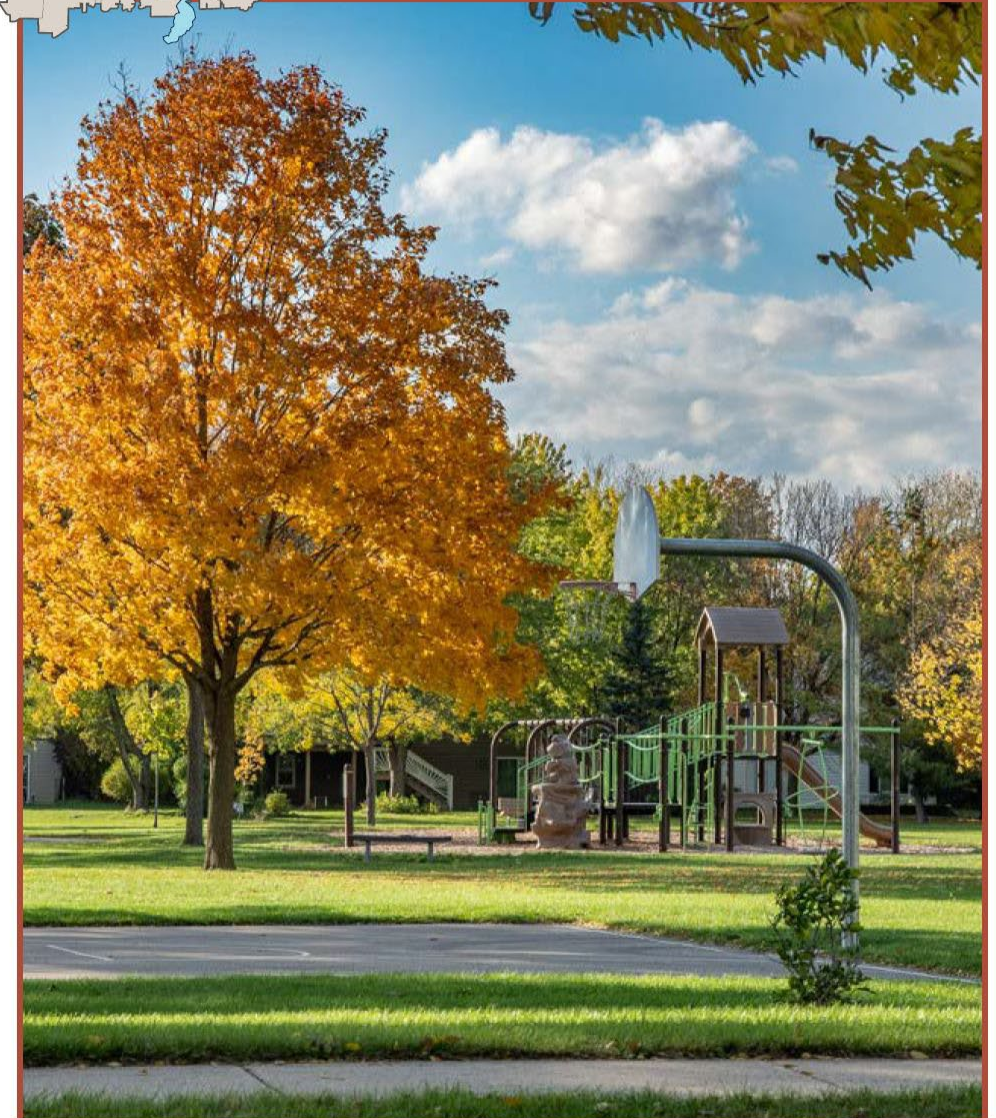
Chapter Contents

- What we heard
- Actions – led by the City
- Partnerships



Northeast Area Plan

Introduction Draft | 07/10/24



CITY OF MADISON

Land Use



Low Residential (LR)



Neighborhood Mixed-Use (NMU)



General Commercial (GC)



Low-Medium Residential (LMR)



Community Mixed-Use (CMU)



Employment (E)



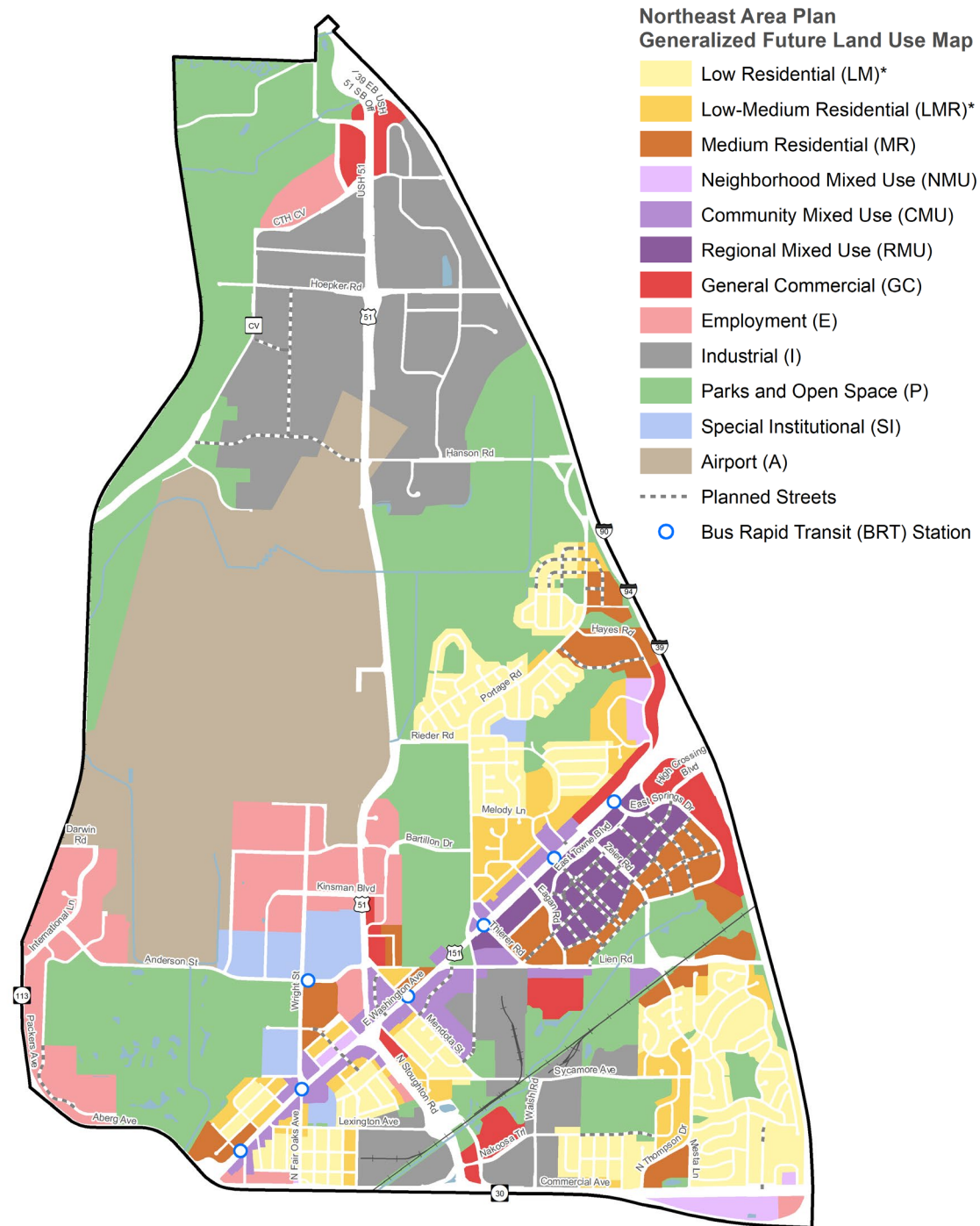
Medium Residential (MR)



Regional Mixed-Use (RMU)

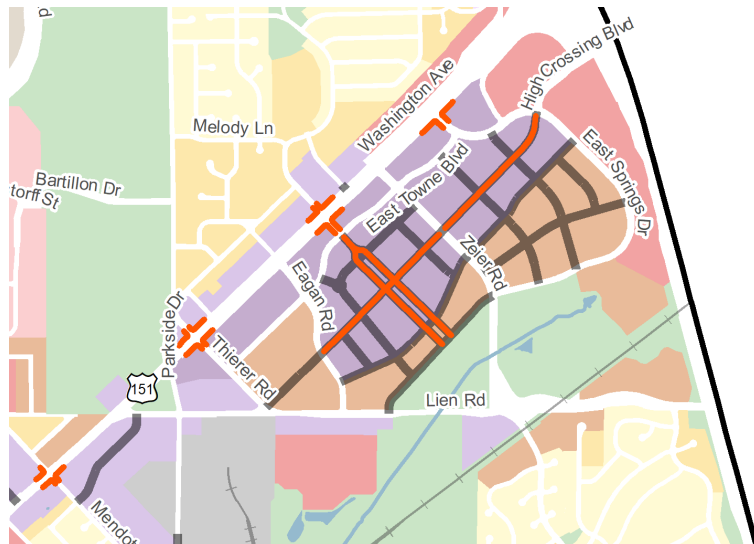


Industrial (I)



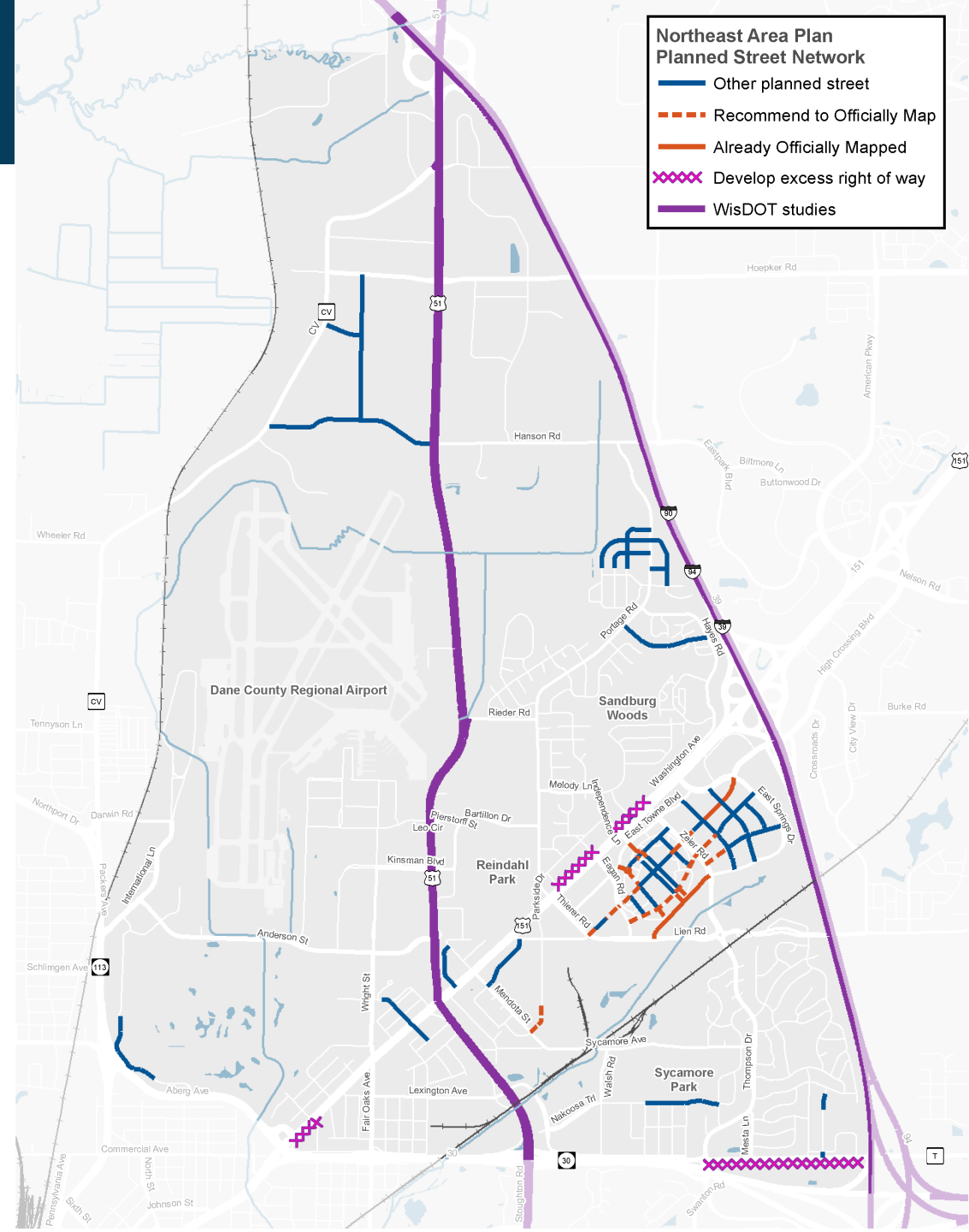
Transportation

- Streets
- Bikes
- Pedestrians
- Transit
- WisDOT studies



Commercial Core

- Planned Streets
- Commercial Core

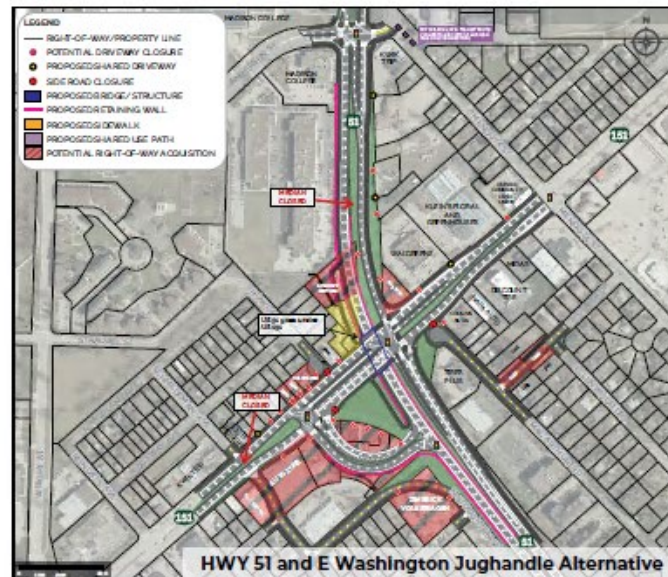
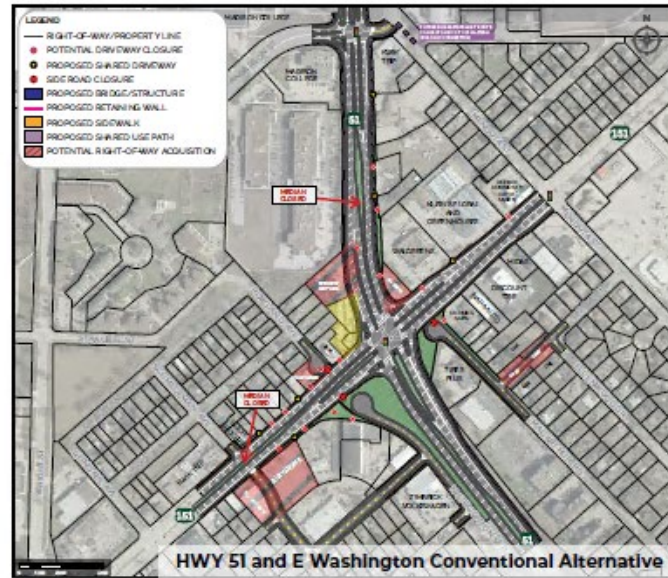
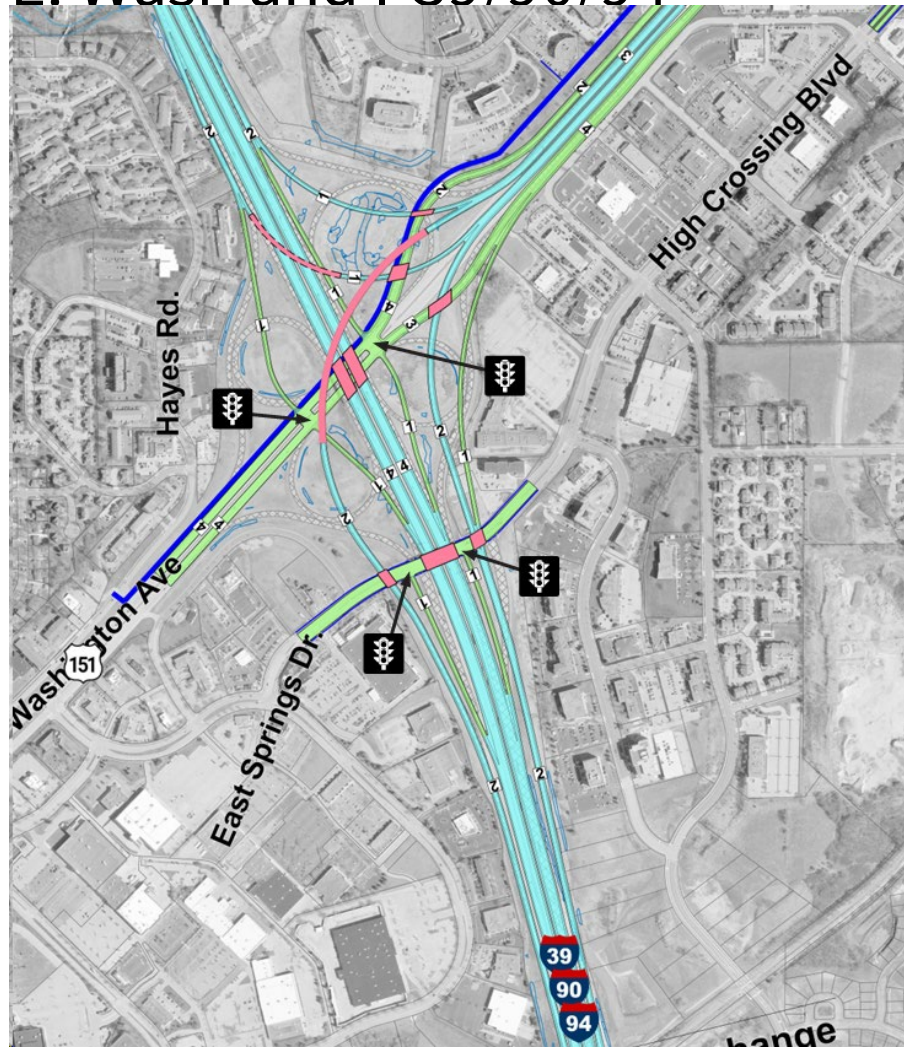


WisDOT Studies



Hwy 51 (Stoughton Rd) →

E. Wash and I-39/90/94



Lexington Ave

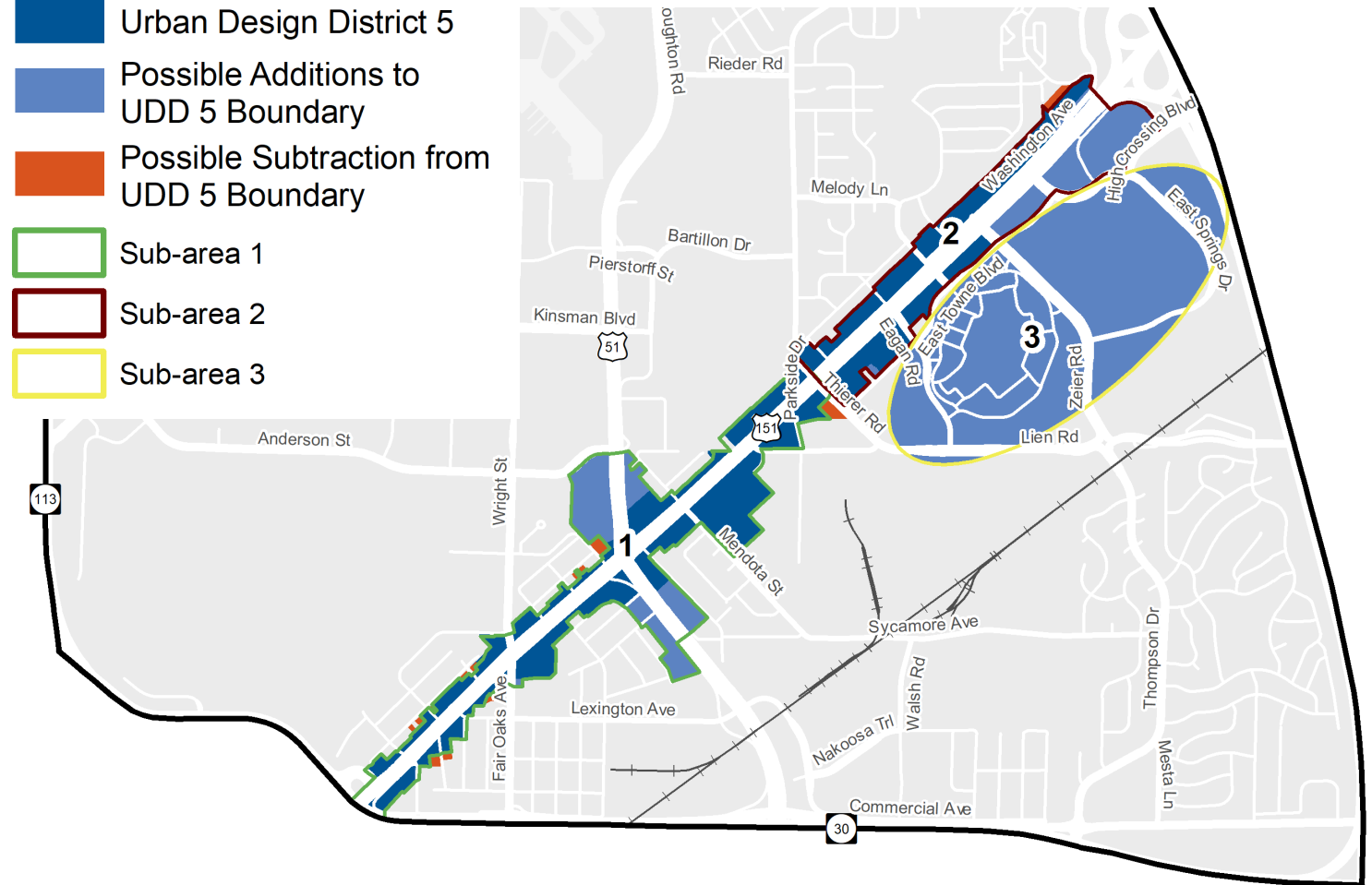


Culture and Character



Northeast Area Plan Proposed Urban Design District (UDD) 5 Changes

- Urban Design District 5
- Possible Additions to UDD 5 Boundary
- Possible Subtraction from UDD 5 Boundary
- Sub-area 1
- Sub-area 2
- Sub-area 3

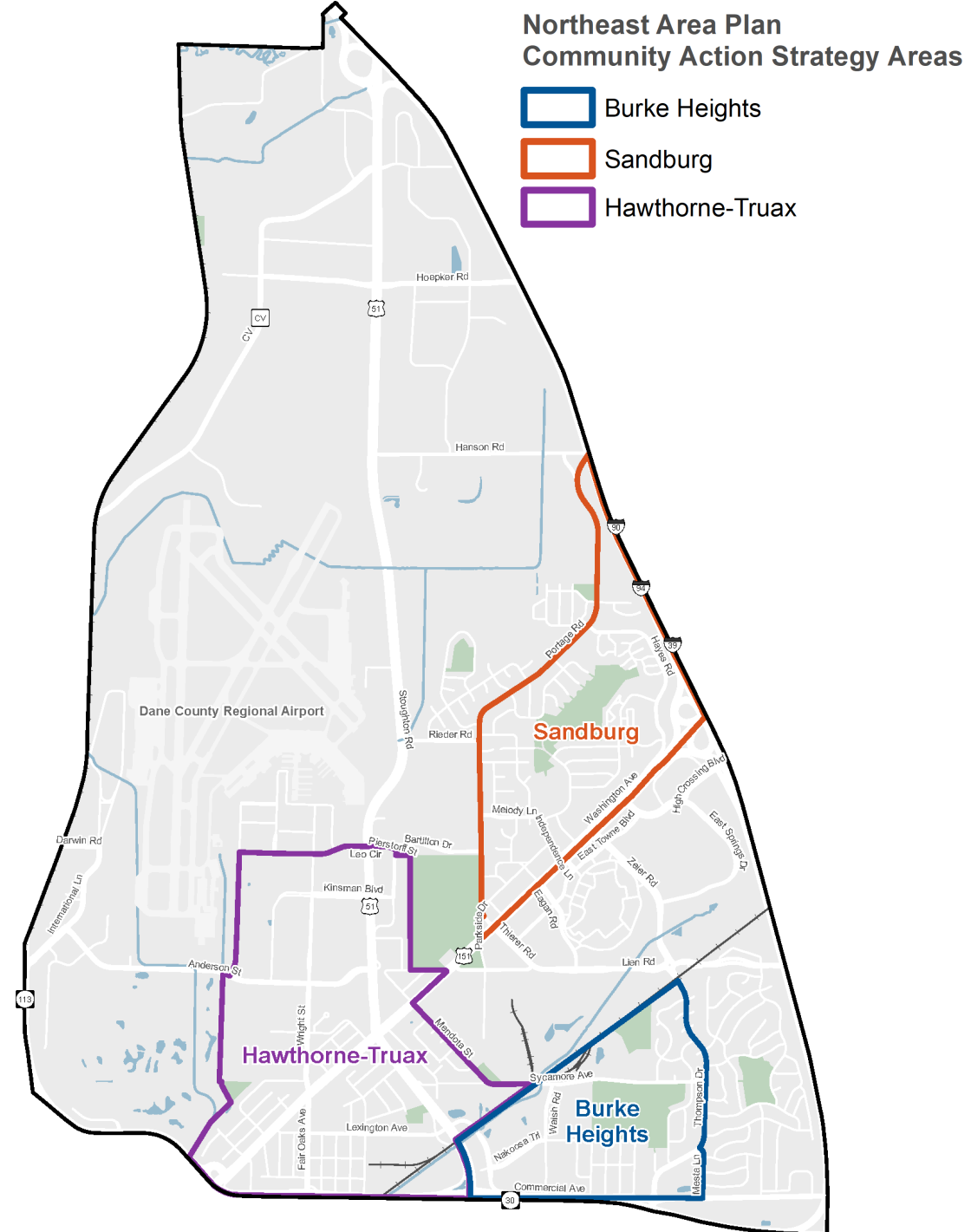


Revise and update Urban Design District (UDD) 5 to require new development to be pedestrian-oriented, including comfortable spaces and visually appealing elements along East Washington Avenue. See proposed UDD 5 revisions at the end of this chapter.

Community Action Strategy

Sandburg, Burke Heights and Hawthorne-Truax Neighborhoods

- Capacity building
- Community and stakeholder relationships
- Small-scale physical improvements
- \$200,000-250,000 per area



Draft Plan Review – Next Steps



- ✓ July 16 – **Common Council** introduction
- ✓ July 17 – **Economic Development Committee**
- ✓ July 31 – **Transportation Commission**
- ✓ August 1 – **Community Development Block Grant Committee**
- ✓ August 5 – **Landmarks Commission**
- ✓ August 14 – **Urban Design Commission**
- August 14 – **Board of Park Commissioners**
- August 26 – **Plan Commission**
- September 10 – **Common Council**



Project website