



Department of Planning & Community & Economic Development

**Planning Division**

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**To:** City of Madison *Community Development Authority*  
**From:** Planning Division's Hawthorne-Truax Neighborhood Plan Team – Linda Horvath, Dan McAuliffe, Breana Collins and Meri Rose Ekberg  
**Date:** March 9, 2023  
**Subject:** Hawthorne-Truax Neighborhood Plan Adoption (Legistar ID 76399)

**Requested Action:** Return to the lead, PLAN COMMISSION, with a recommendation to adopt the Hawthorne-Truax Neighborhood Plan as a supplement to the City of Madison Comprehensive Plan.

**Background** - The Hawthorne-Truax Neighborhood Plan is a community-led plan that updates the Carpenter-Hawthorne-Ridgeway-Sycamore-Truax Neighborhood Plan, adopted in 2001. Since that time, there have been significant changes in the neighborhood and Madison as a whole, with a particularly rapid increase in the cost of housing over the last five years, and 50% higher population growth than projected by the 2018 Comprehensive Plan. The Hawthorne-Truax Neighborhood Plan will help guide new growth and development over the next 10 to 15 years, with recommendations for land use, transportation, neighborhoods, housing and other elements of the Comprehensive Plan. The plan will also build upon new opportunities like Bus Rapid Transit (BRT), Metro Transit Redesign, US 51 redesign and the Imagination Center at Reindahl Park.

The Hawthorne-Truax Neighborhood Plan is partially funded through Madison Community Development Block Grant (CDBG) funds, administered by the US Department of Housing and Urban Development. The plan area qualifies for this funding primarily because 51% or more of residents live with low incomes, and there is a higher percentage than citywide of people from Black, Indigenous and People of Color communities. CDBG funds support plan creation and there is \$250,000 for community-defined projects.

**Planning Process and Public Participation** - The planning process followed three phases described in detail on pages 9-11 of the draft plan:

- Phase 1 - Issues, Opportunities and Values (February-July 2022)
- Phase 2 - Initial Draft Concepts and Recommendations (August 2022-January 2023)
- Phase 3 - Draft Plan Review, CDBG Projects and Adoption (January-March 2023)

The project team began by collecting feedback with an [interactive commenting map](#) and establishing a Community Partners Group that represents the planning area's diverse population to hear their perspectives on needed improvements and to build relationships with them for plan implementation. Major feedback themes were used to create a set of Shared Values and Intentions (page 10 of the draft plan), and Issues and Opportunities (pages 12-13). These plan elements set the stage for development of plan recommendations.

Project staff shared draft plan materials and collected public feedback during each plan phase through a combination of in-person and virtual meetings, public displays, and community activities. The project

team met with the Community Partners Group, Hawthorne Elementary Parent Teacher Association, Carpenter-Ridgeway Neighborhood Association and other groups, and they hosted Walking Audits, a Community Night at Hawthorne Elementary School, and pop-up displays at East Madison Community Center (EMCC) food pantry, Reindahl Park splash pad, Madison College, and EMCC's art workshop and Holiday Party.

Project staff also provided an update to the CDA on November 11 along with other City Boards, Committees and Commissions, followed by publication in January of a public review draft plan. Staff hosted two community meetings, posted draft plan displays at the Hawthorne Elementary Service Fair, EMCC and Hawthorne Library, and conducted an online poll for those who could not attend meetings.

The most commonly heard priorities for expenditure of the CDBG project funds included:

- Recreation facilities for youth and young adults like a basketball court, splash pad and bike skills course in the Truax area;
- Improvements to the tunnel underneath East Washington Avenue such as cameras and lighting upgrades, enhancements to the Marsh View Path underneath Hwy 30 such as artistic illumination, upgrades to the Hawthorne Elementary School Open Space like accessible play equipment; and
- More affordable childcare options, possibly in renovated space of a commercial building.

**Final Draft Plan** - The final draft Hawthorne-Truax Neighborhood Plan incorporates public feedback and input from other City agencies. Recommendations encourage a better mix of commercial and residential uses along East Washington Avenue and the future BRT route, new sidewalks and better pedestrian crossings to improve connections between neighborhoods. The plan also recommends expanding land use that allows more duplexes, flats, townhomes and small multi-family buildings, and maintaining affordability in the community with continued promotion of tools like the Affordable Housing Fund, First Time Buyer Assistance and property tax assistance for older residents.

Other recommendations include creating more neighborhood-oriented events, adding culturally relevant public art, improving access to greenspace, increasing youth recreation facilities, and expanding employer supported childcare. There are also recommendations to better coordinate and target community services in the Truax area, diversify neighborhood groups, and enhance Hawthorne Community School programming.

**Board, Committee and Commission Review and Plan Adoption** – The Community Development Block Grant Committee recommended adoption of the plan at its March 3 meeting. The Transportation Policy and Planning Board and Board of Parks Commissioners also review the final draft plan and consider a recommendation to the lead reviewer, the Plan Commission, for approval. The Common Council will consider final action to adopt the plan as part of the City's Comprehensive Plan.

**Plan Implementation** - Over the next several years, project staff will work with the City's Community Development Block Office to finalize expenditure of CDBG funds on the community-defined projects as discussed on pages 33-34 of the final draft plan. Over the next 10 to 15 years, City agencies, community partners and other implementers will use the plan as a framework to improve the Hawthorne-Truax planning area. A matrix of plan recommendations, lead implementers, cost estimates and timeframes for completion is included on pages 35-40. Lead implementers will incorporate neighborhood improvement projects in capital or operating budgets and work plans.