

Northeast Area Plan



Plan Commission – August 26, 2024

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



Draft Plan Review Meetings



Comments about the Draft Plan



- Supportive of **missing middle housing** types and Plan recommendations for the East Towne mall
- Supportive of multi-use development for areas along **Hayes Road**
- The area needs **more investment**. Imagination Center has been postponed for years
- Supportive of removing the **East Washington Ave frontage road**
- Concern about the concentration of **facilities/services for people experiencing homelessness** in this area
- Concern about at-grade **Highway 51/East Washington Ave intersection** – it might not be safe for pedestrians/bikes
- Nearby residents don't support **Nakoosa Trail** and **Parkside Drive extensions**
- **Plan seems nebulous**, long-term but want to see changes happening sooner

Draft Plan Format

Land Use and
Transportation

Green and
Resilient

Neighborhoods
and Housing

Effective
Government

Economy and
Opportunity

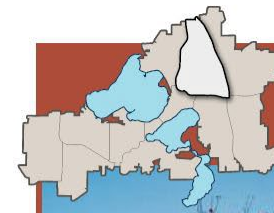
Health and
Safety

Culture and
Character

Community Action
Strategy

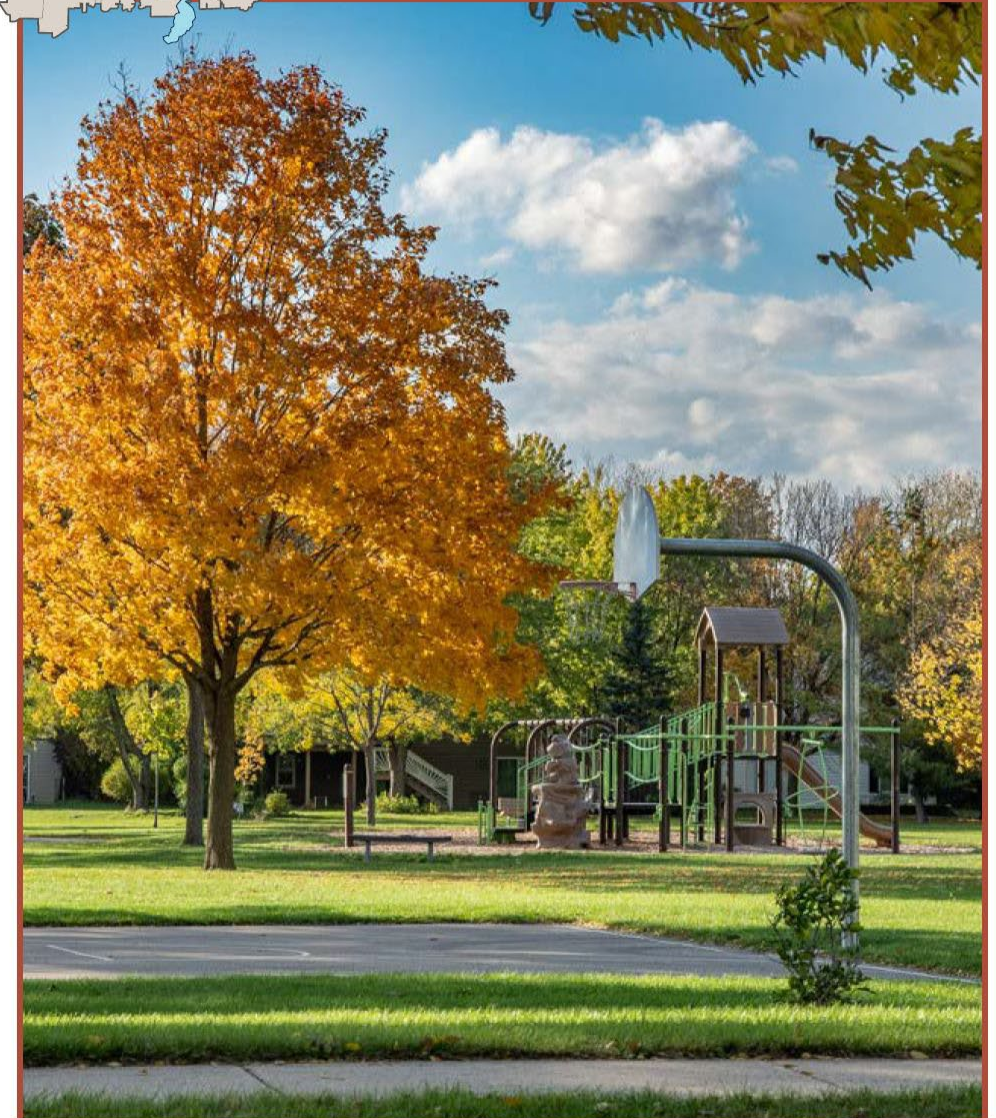
Chapter Contents

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



Northeast Area Plan















Introduction Draft | 07/10/24

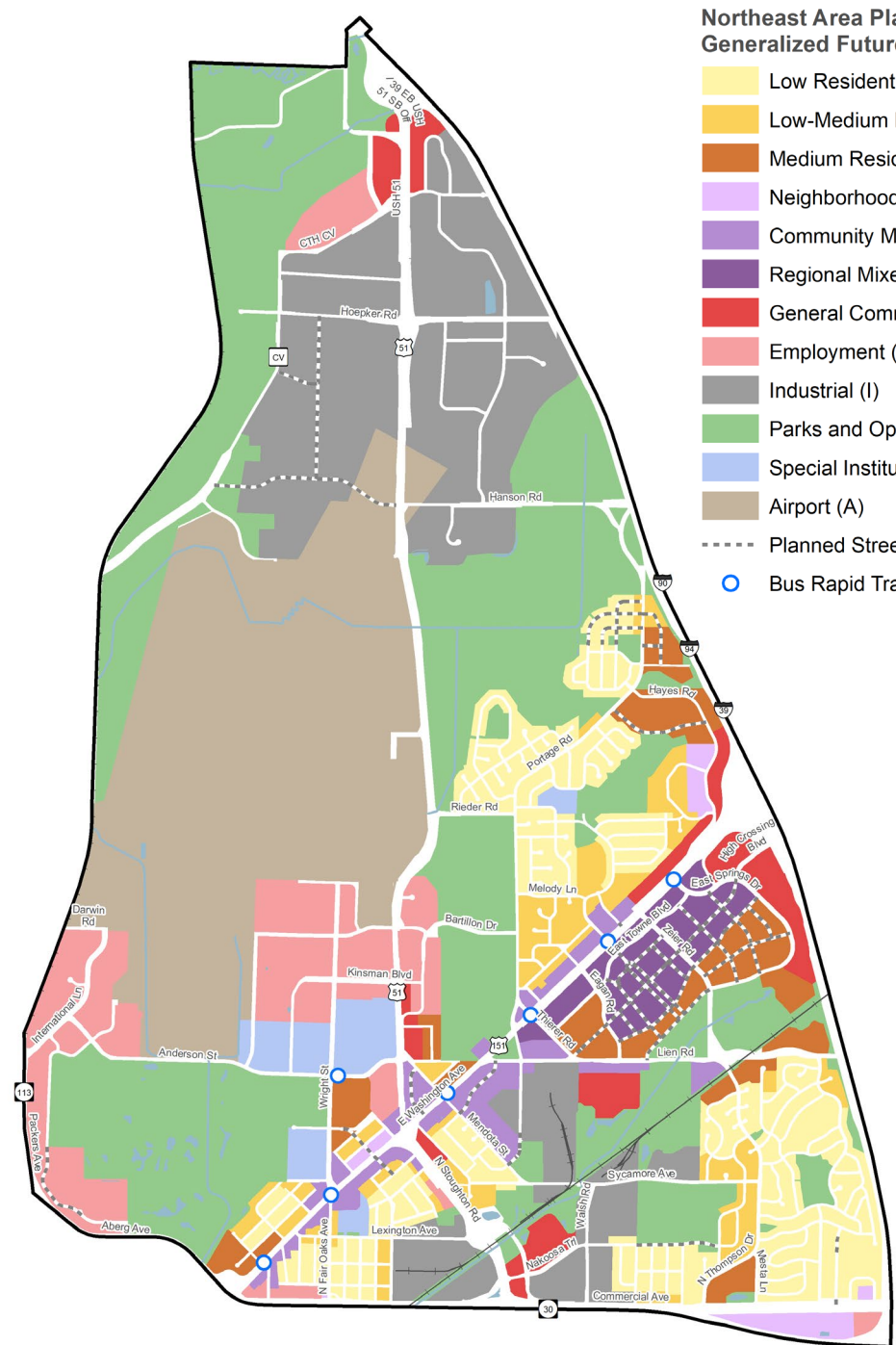


CITY OF MADISON

Land Use

Northeast Area Plan Generalized Future Land Use Map

-  Low Residential (LM)*
-  Low-Medium Residential (LMR)*
-  Medium Residential (MR)
-  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)
-  Airport (A)
-  Planned Streets
-  Bus Rapid Transit (BRT) Station



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)

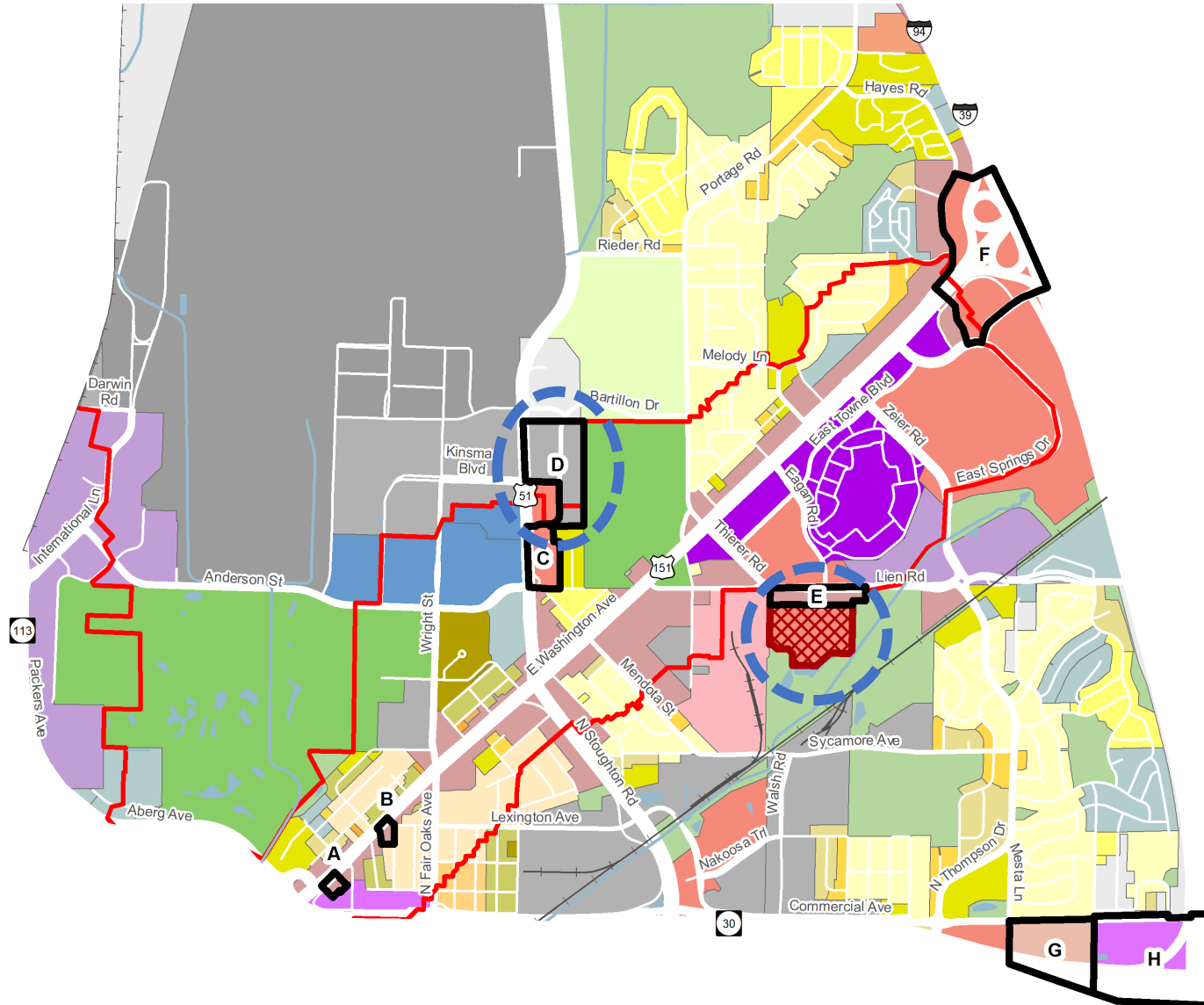


Industrial (I)

* (LR) Permitted in select conditions at up to 30 DU/ac and three stories, generally along arterial streets or where these types of buildings are already present or planned within an adopted sub-area plan as part of a pattern of mixed residential development.

* (LMR) Appropriate in select conditions at up to 70 DU/ac and four stories. Factors to be considered include relationships between proposed buildings and their surroundings, natural features, lot and block characteristics, and access to urban services, transit, arterial streets, parks, and amenities

Proactive Rezoning



Northeast Area Plan Proactive Rezoning

Proactive Rezoning Recommendations

Potential TOD Overlay Adjustment

Zoning Districts

TOD Overlay Zoning

Residential

SR-C1

SR-C2

SR-C3

SR-V1

SR-V2

TR-C1

TR-C2

TR-C3

TR-C4

TR-U1

TR-V1

TR-V2

Employment

IG

IL

SE

SEC

TE

Special Districts

A

AP

CI

CN

PD

PR

Mixed-Use & Commercial

CC

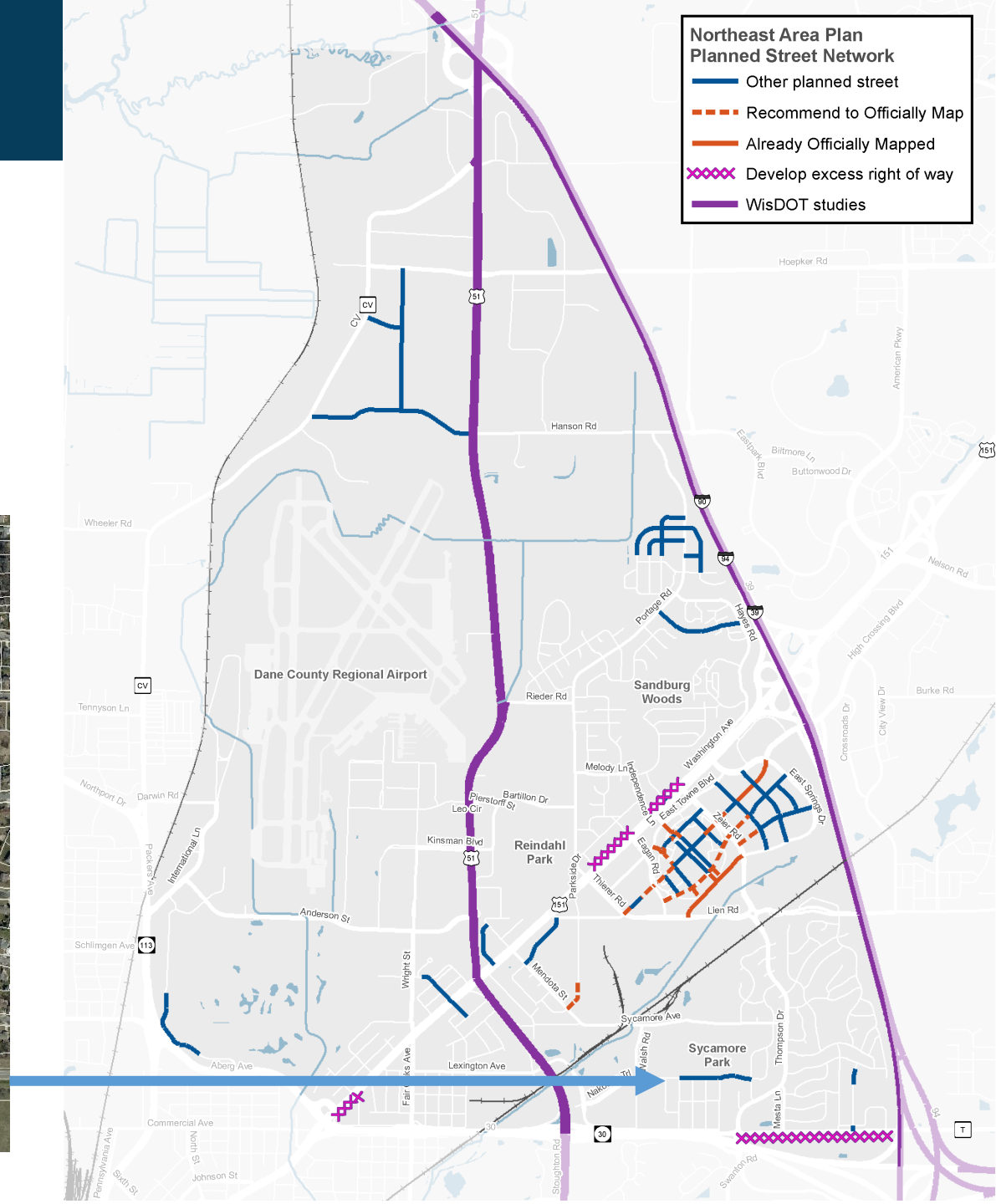
CC-T

NMX

RMX

Transportation - Streets

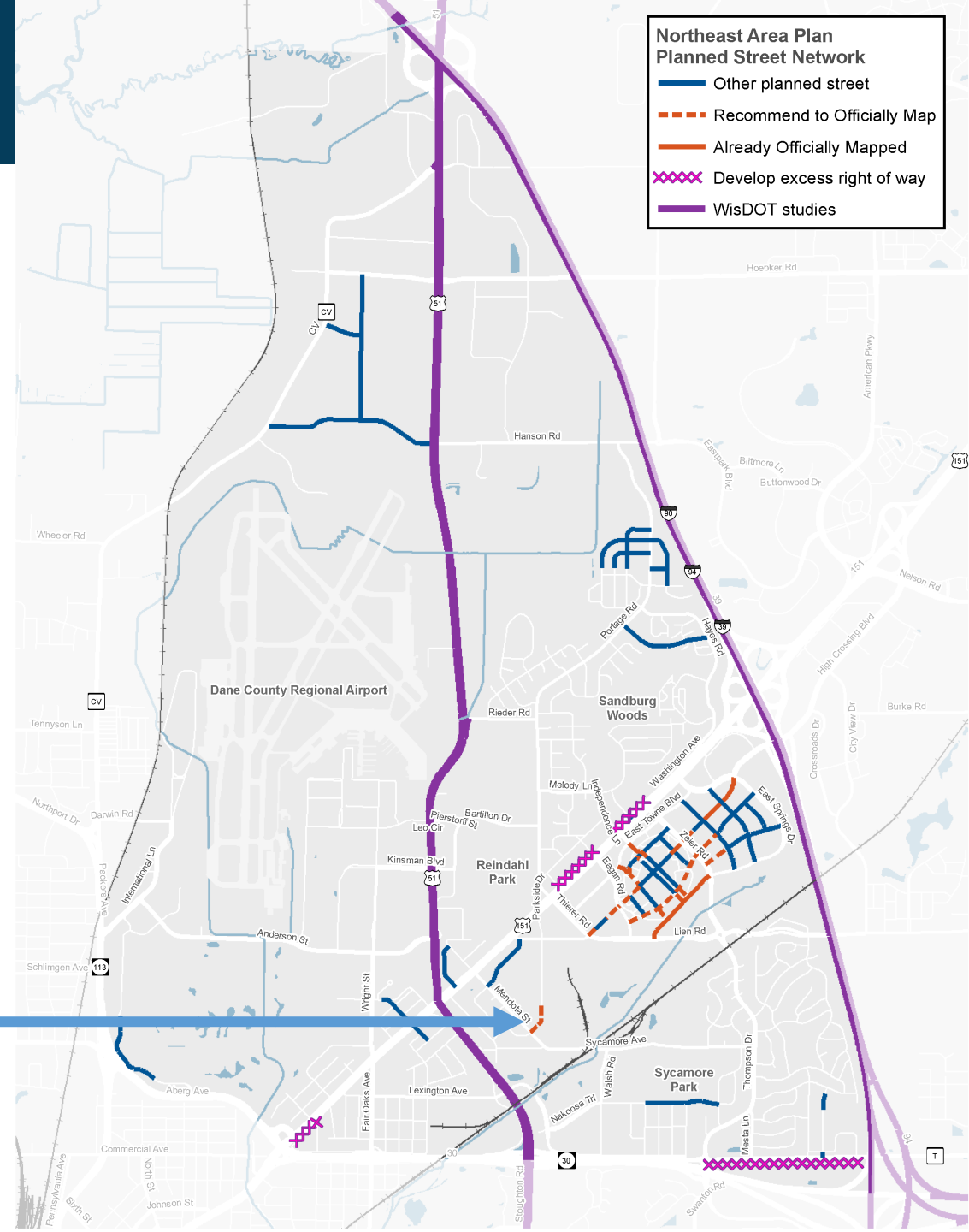
- New Street Connections:
 - Nakoosa Trail





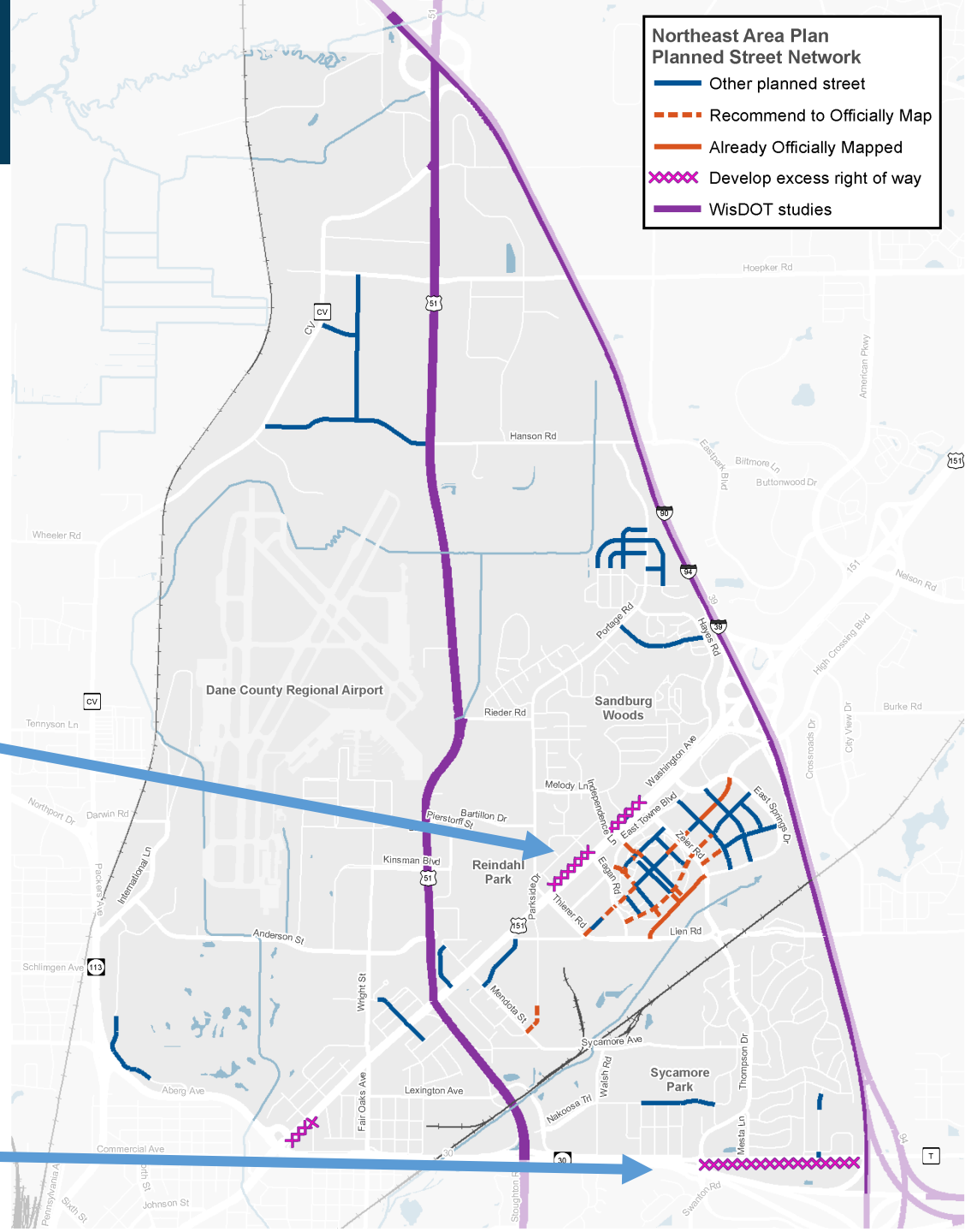
Transportation - Streets

- New Street Connections:
 - Parkside Drive

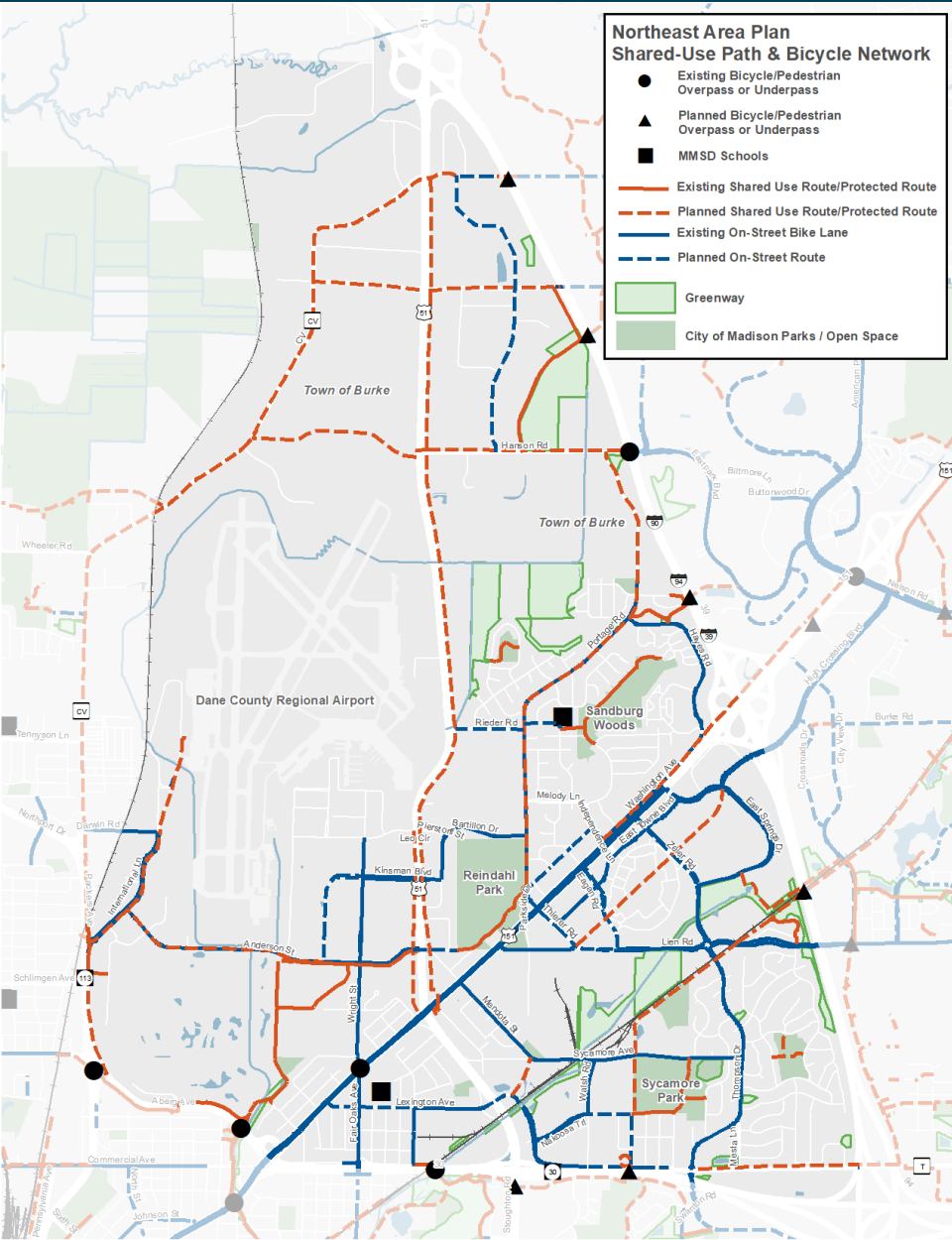


Transportation - Streets

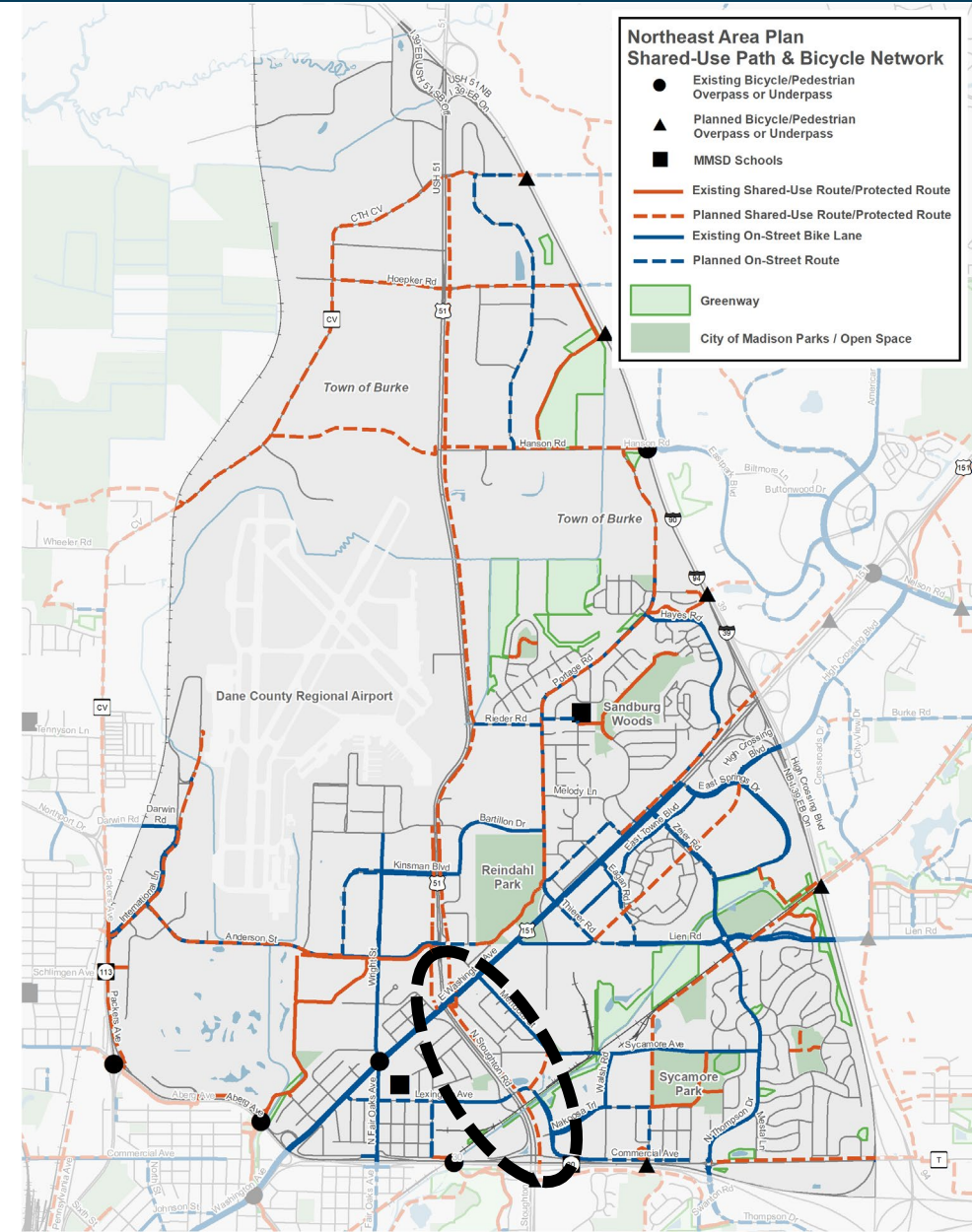
Redevelopment of right-of-way



Transportation - Bikes








Introduction
Draft

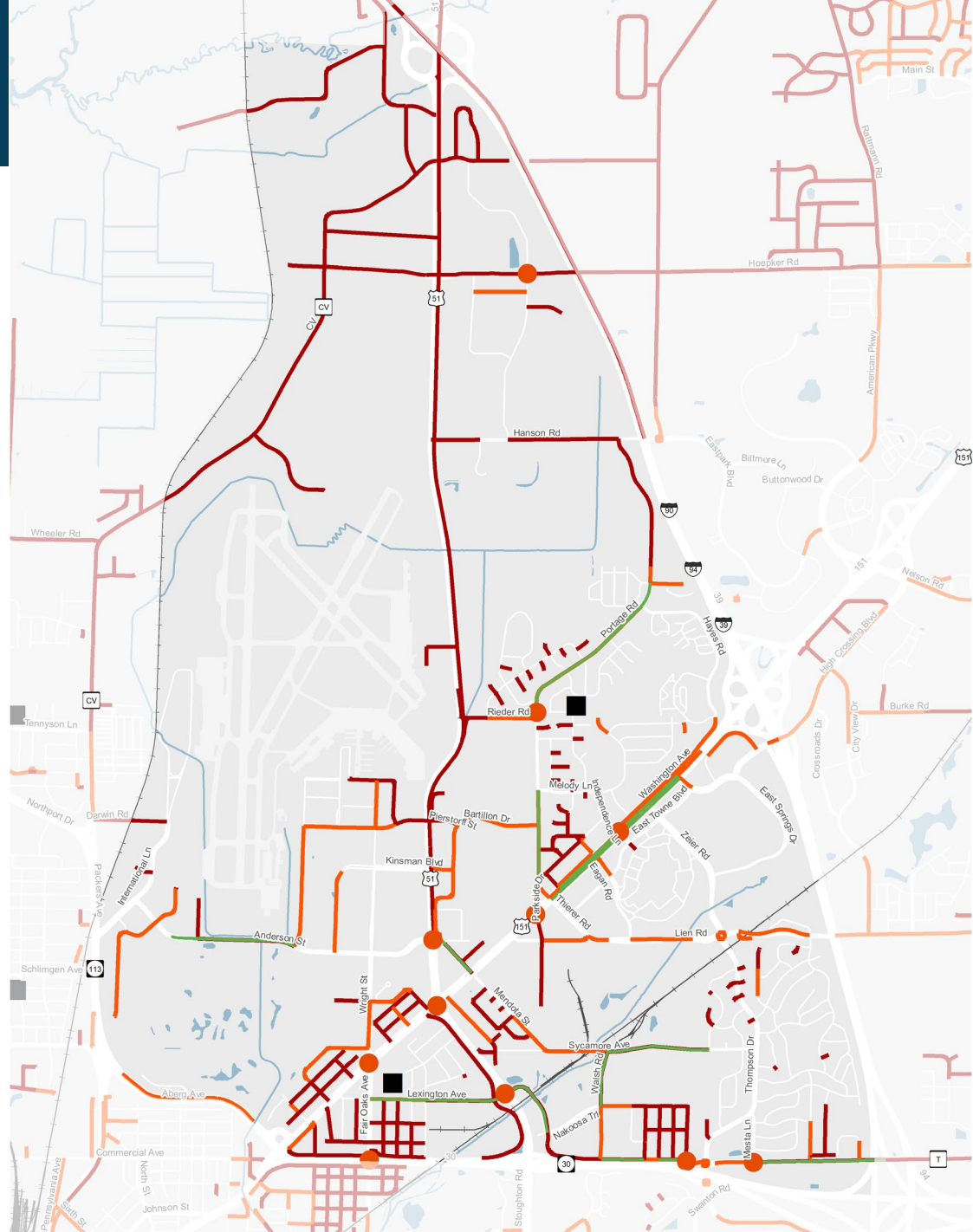


Revised
recommendation

Transportation – Peds

**Northeast Area Plan
Pedestrian Network**

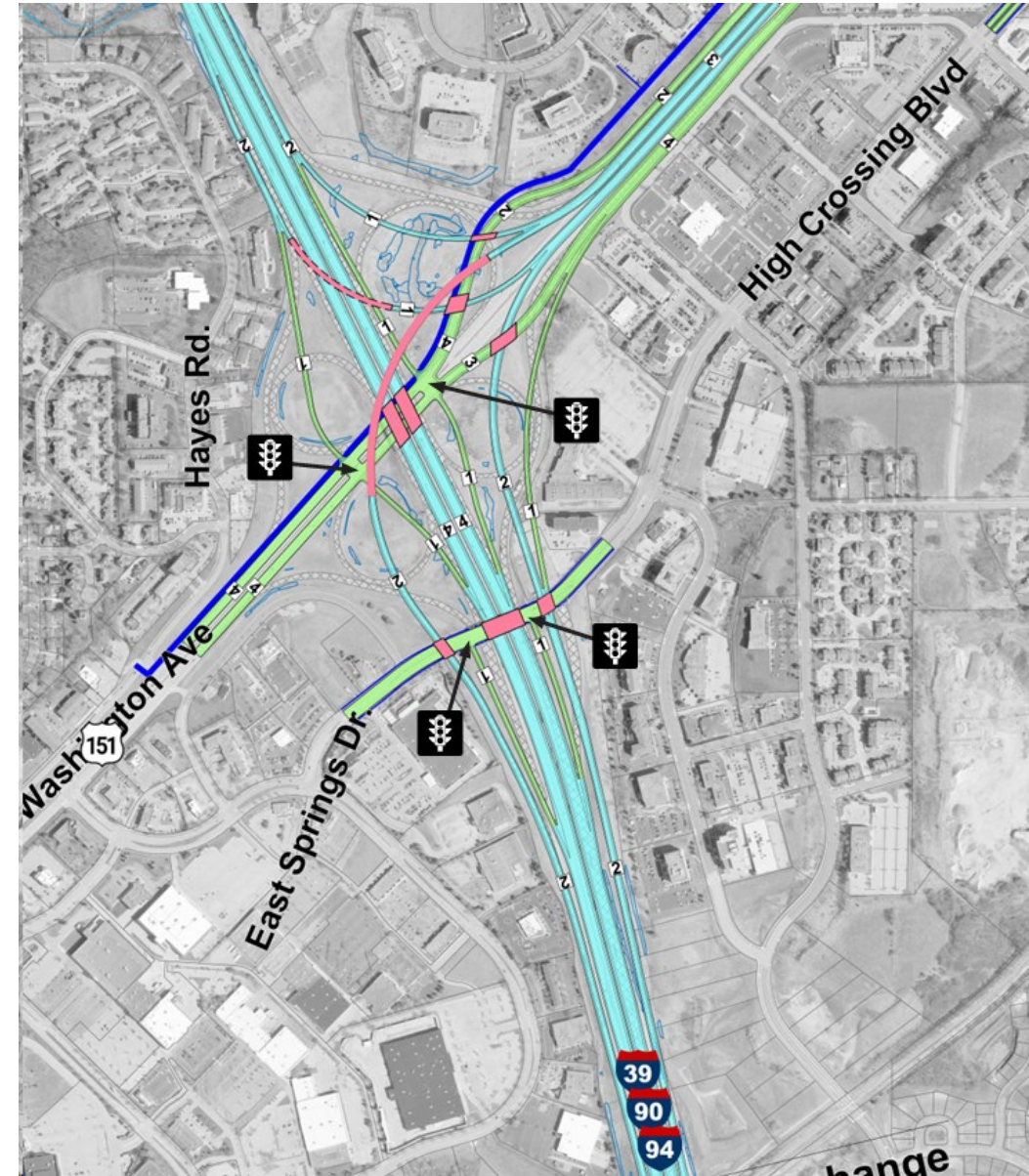
-  Ped/Bike Intersection Improvements
-  Priority Sidewalk Additions
-  No sidewalk
-  Sidewalk on one side only
-  MMSD School



Missing sidewalk near Hawthorne Elementary

Interstate Study

- Concerns about expansion
- Interchange discussions
 - East Washington reconfiguration
 - Potential Hoepker Rd interchange
- Prioritized Interstate crossings
 - Rail line by Lien Rd
 - East Washington Ave
 - Hayes Rd to Eastpark

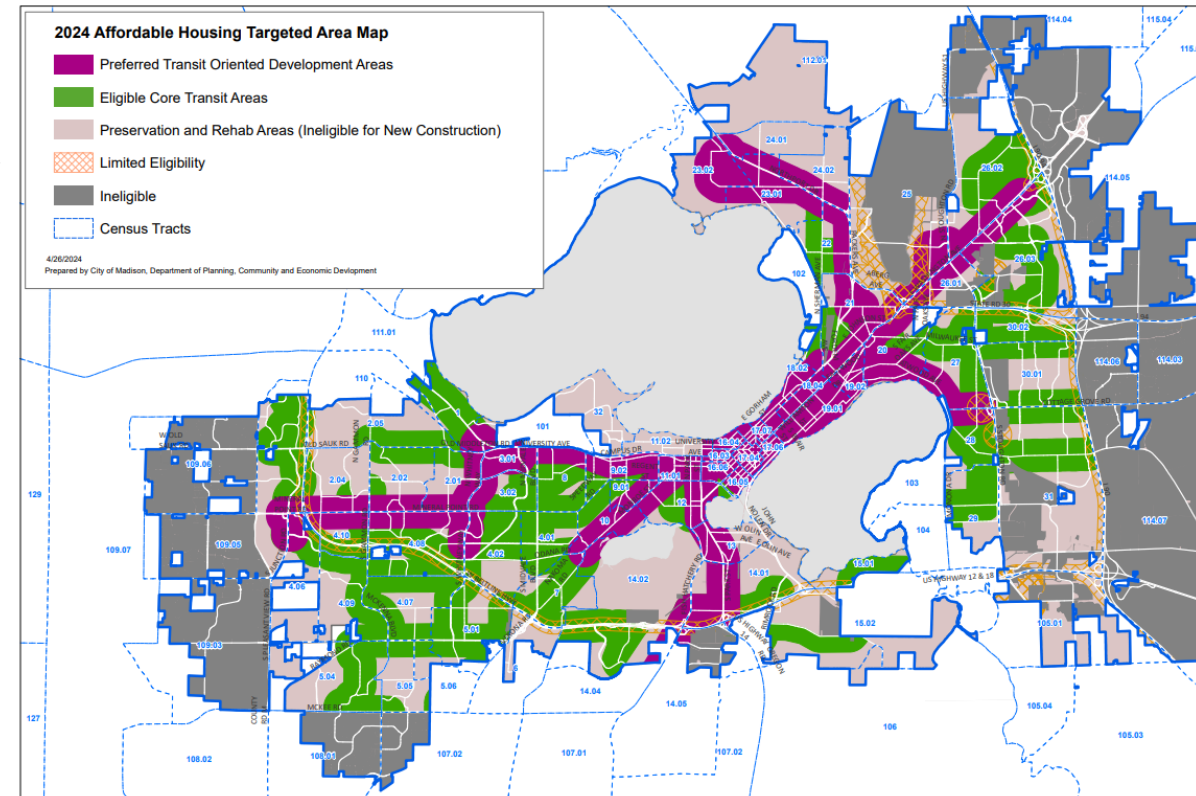


Neighborhoods and Housing



Actions

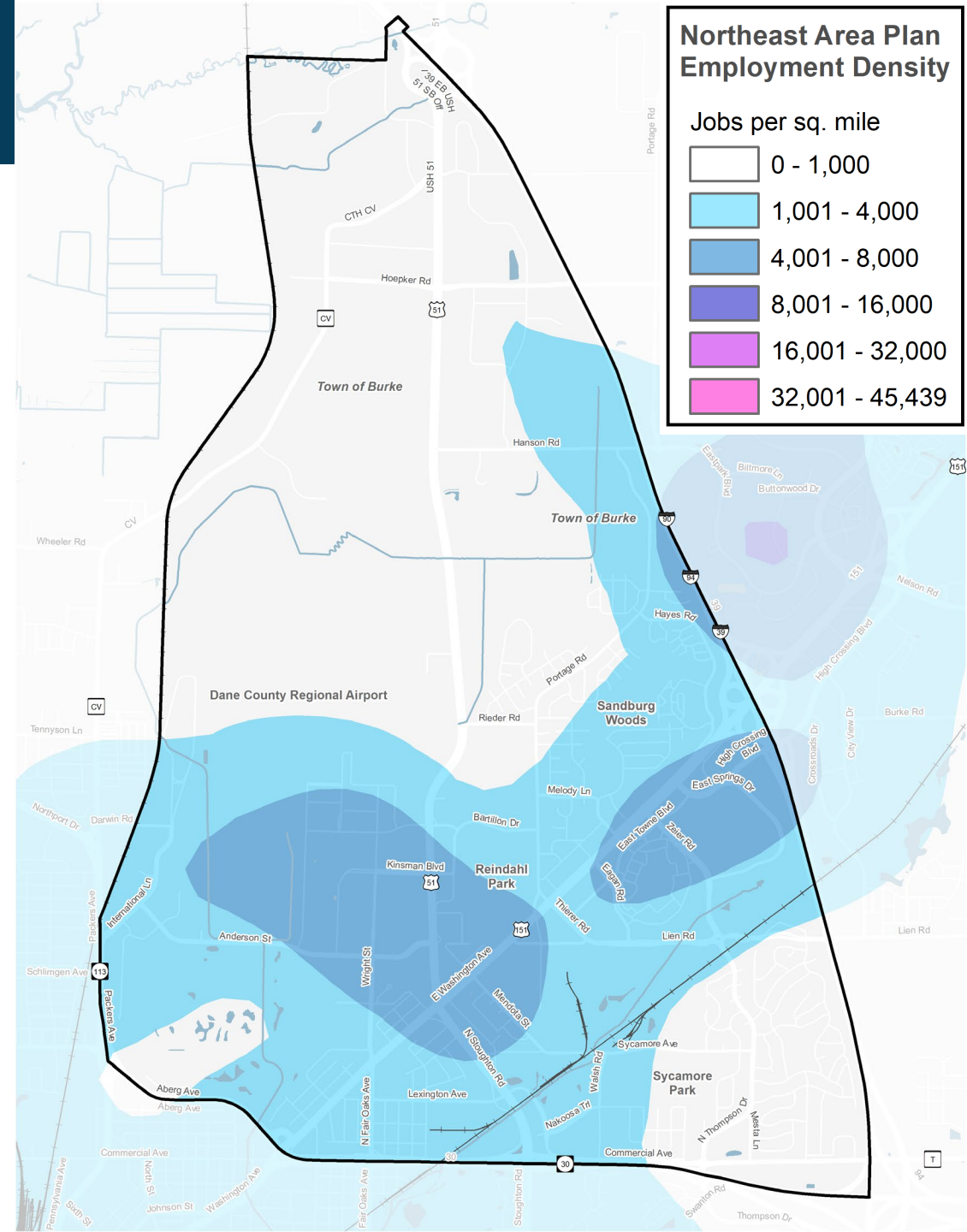
- **Incentivize affordable housing, particularly on the East Washington Avenue and BRT corridors** (Affordable Housing Fund, Land Banking, TIF).
- For developments receiving City funding, incentivize a **wider mix of rental unit sizes**, including family-oriented units (3-4+ bedrooms).
- Consider designating areas as a **targeted area for the Rental Rehab Loan Program** to encourage improvements to aging rental housing in lower-income communities.
- **Invest in food retail** through the Healthy Retail Access Program and SEED Grants.



Economy and Opportunity

ACTIONS

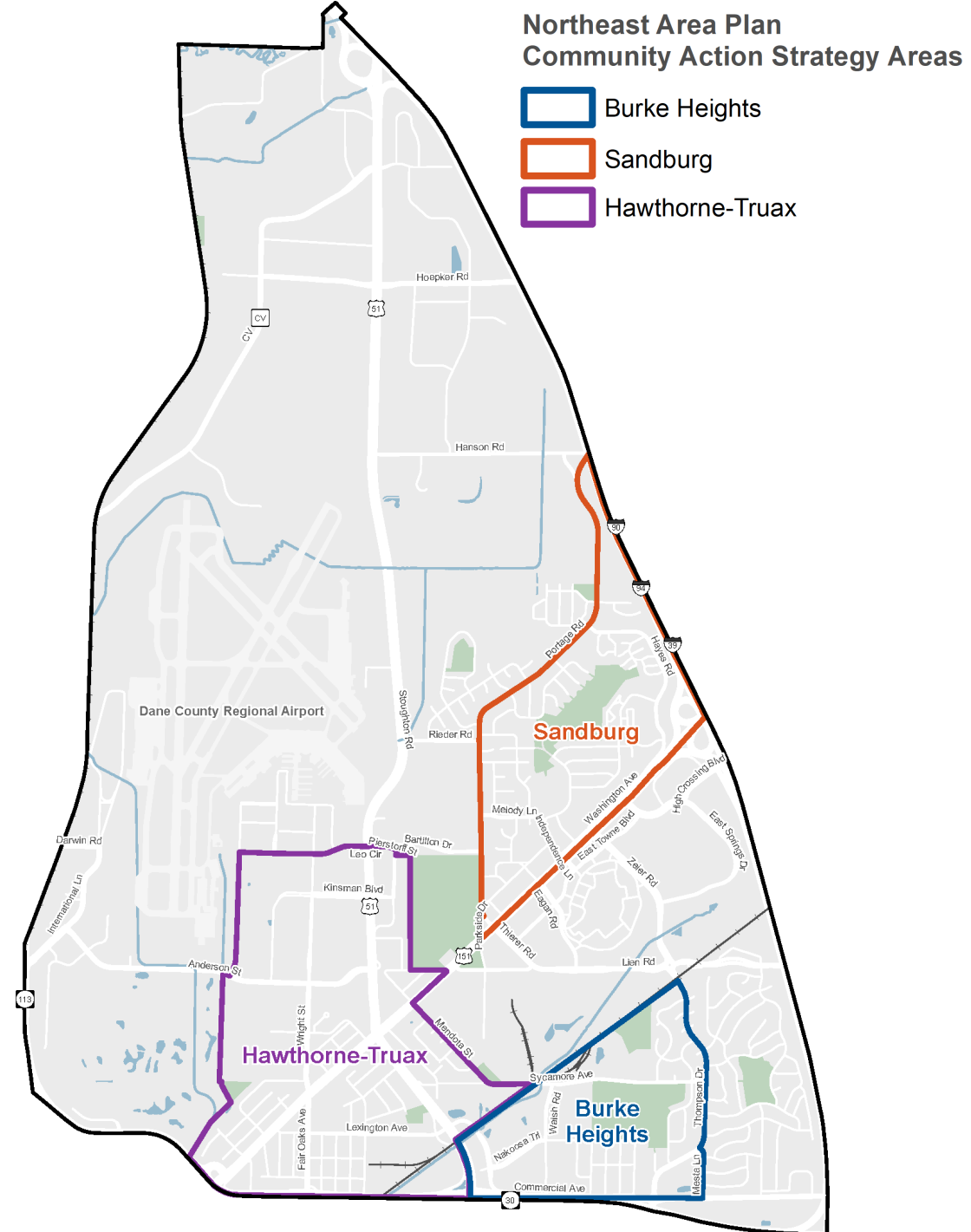
- Establish a **Greater East Towne Mall Implementation Team** to assist with redevelopment.
- **Promote small business development** programs funded through **Tax Incremental Districts (TID)**.
- Utilize **Land Banking program** funds for future employment.
- **Enhance the airport business area.**
- **Promote the Foreign Trade Zone** to attract businesses and employment opportunities.



Community Action Strategy

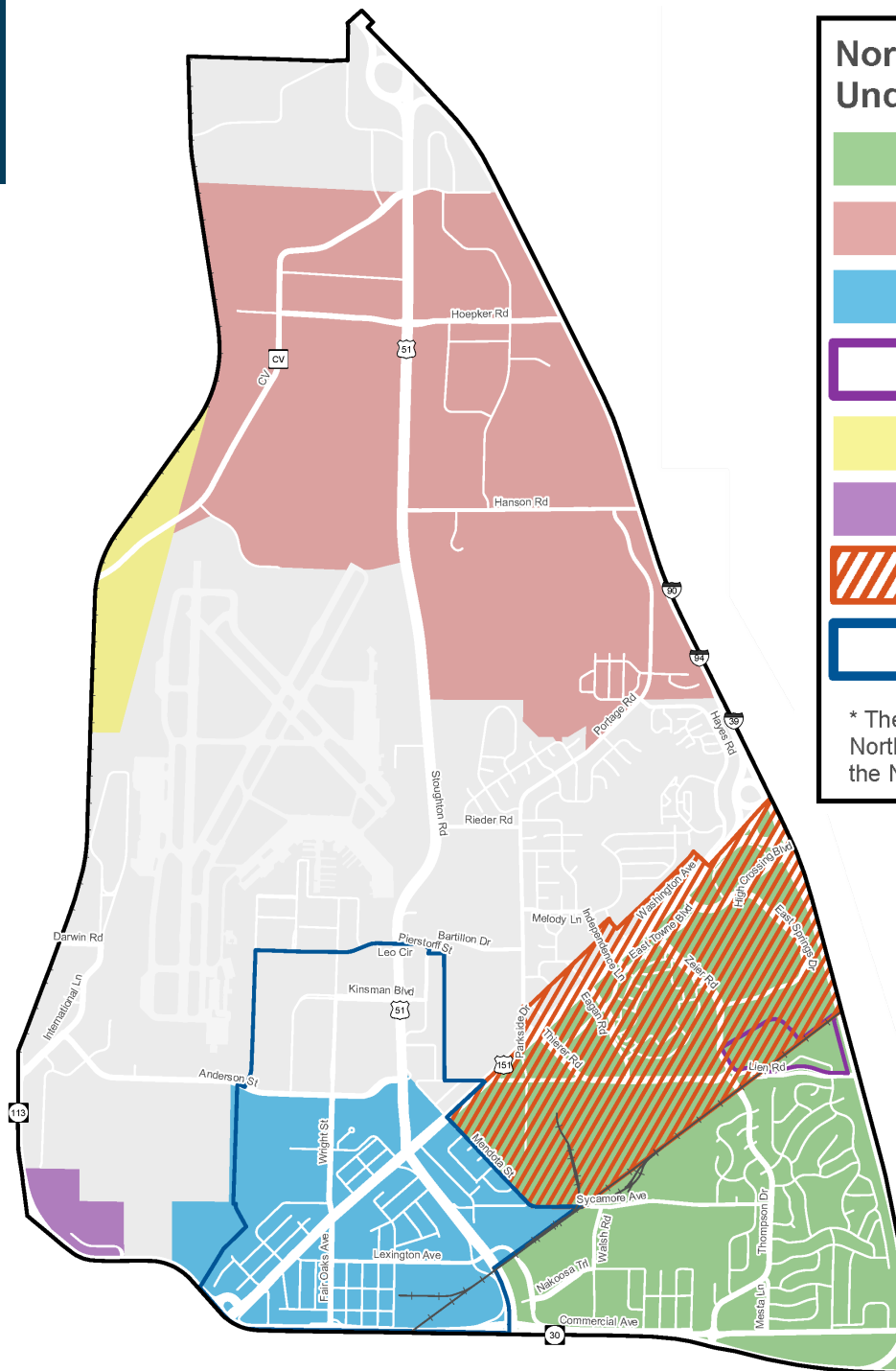
Sandburg, Burke Heights, and Hawthorne-Truax Neighborhoods

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



Past Plans

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



Northeast Area Plan

Underlying Plans

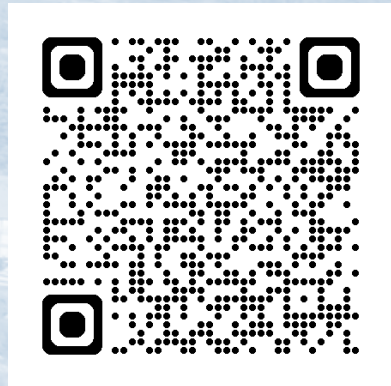
- East Towne-Burke Heights Neighborhood Development Plan (1987)
- Hanson Road Neighborhood Development Plan (2000)
- Carpenter-Ridgeway-Hawthorne-Truax Neighborhood Plan (2001)
- Ridgewood East Central Development Plan (2002)
- Cherokee Special Area Plan (2007) *
- Oscar Mayer Special Area Plan (2020)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

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