



Department of Planning & Community & Economic Development
Planning Division
Heather Stouder, Director
215 Martin Luther King Jr. Blvd. Ste 017
P.O. Box 2985
Madison, Wisconsin 53701-2985
Phone: (608) 266-4635
Fax (608) 266-6377
www.cityofmadison.com

To: Plan Commission
From: Dan McAuliffe, Linda Horvath
Date: March 10, 2023
Subject: Hawthorne-Truax Neighborhood Plan

Project Overview

The Hawthorne-Truax Neighborhood Plan addresses the area generally bound by Hwy 30, Mendota Street, Pierstorff Street and the Airport, and updates the 2001 Carpenter-Hawthorne-Ridgeway Sycamore- Truax Neighborhood Plan. After a year's long planning process, with extensive public engagement, the plan is in the final stages of the adoption process.

The initial draft recommendations were published in August 2022 and were met with general support in public engagement efforts. Those recommendations were presented to the Plan Commission on September 19, and were also well received. Questions from commissioners focused on Hwy 51 design, the permanent men's shelter, integration with Madison College, and preservation of affordable housing. Since that time, staff has refined the recommendations and prepared the initial draft document, published in January, with final edits prepared for introduction in February.

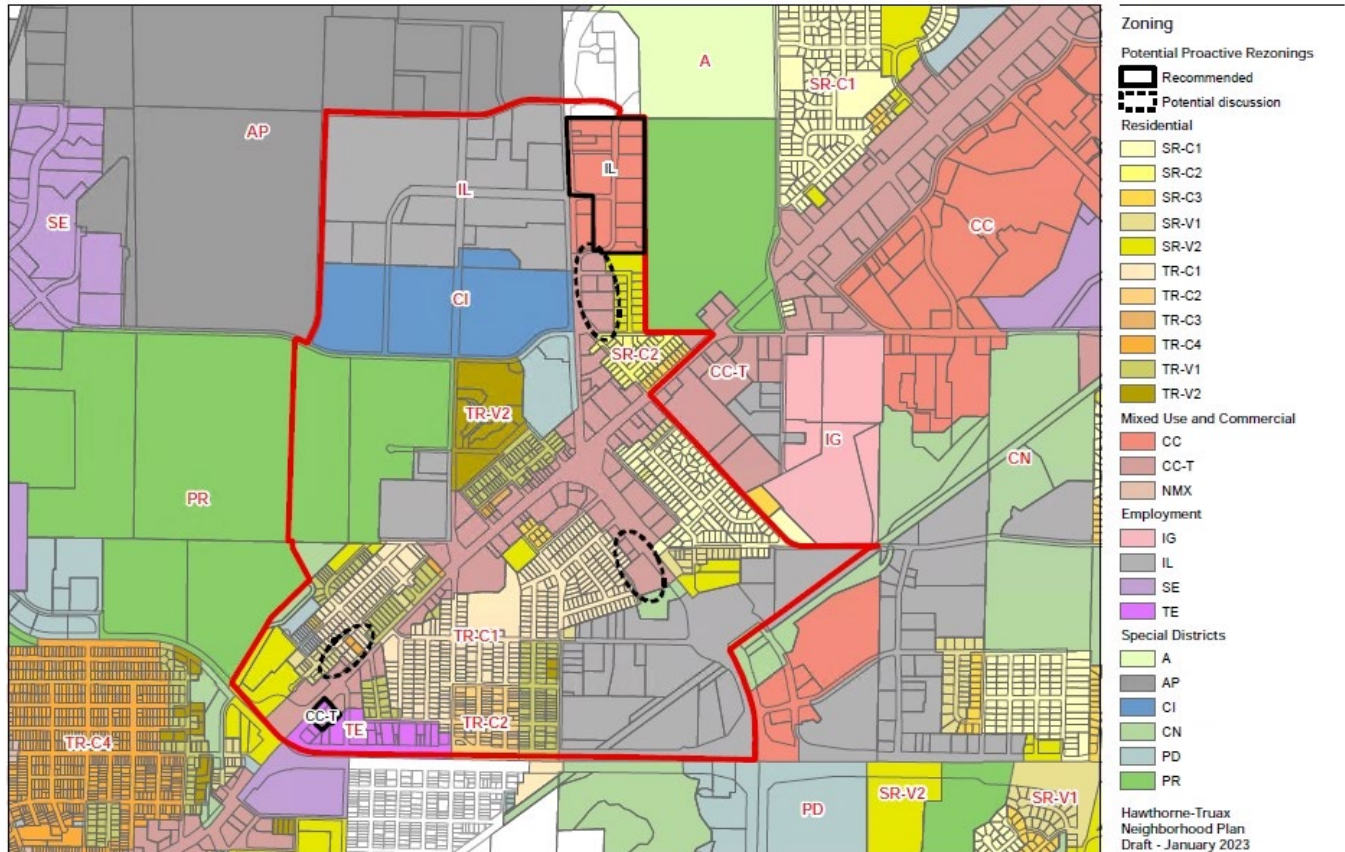
The generalized future land use map in the draft has minor changes from the version presented to Plan Commission in September. Those changes address the areas east of Hwy 51 near Kinsman Blvd. and area west of the Hwy 51 frontage road south of East Washington Ave. Those changes recommend shifts from General Commercial primarily to Employment to better reflect existing uses and steer commercial uses to more accessible locations.

In addition to those changes staff prepared a series of potential proactive rezonings that could be considered after adoption of the plan. Staff shared these potential rezonings publicly in January along with the initial plan draft. There are two areas that staff believe could be considered for rezoning and areas that merit further discussion, which are shown on page 35 of the document.

The first area that could be considered is east of Hwy 51 near Kinsman Blvd, which is recommended to shift from Commercial Center (CC) to Industrial Limited (IL). The primary rationale for this recommended change is to prevent residential development in this area, while better aligning the zoning to the future land use recommendations (Employment).

The second area is along East Washington Avenue near Rethke, which is recommended to change from Traditional Employment (TE) to Commercial Corridor-Transitional (CC-T) to better align with plan recommendations (Community Mixed Use) and provide a consistent zoning category for the area where the frontage road is recommended to be vacated upon redevelopment.

Other areas that merit further discussion are some commercial properties closer to East Washington Avenue on Hwy 51 which are zoned CC-T. CC-T does allow larger mixed use and residential buildings and these location might not be the most appropriate for that type of development. Select blocks of East Washington Avenue have several residential zoning districts. While these zoning categories aren't inherently problematic, the lack of consistency would require any larger footprint redevelopment to seek a zoning change on at least one property, thereby lengthening the approval process.



Adoption Process:

The Hawthorne-Truax Neighborhood Plan was introduced on February 28, 2023. Referrals and their recommendations are below:

Community Development Block Grant Committee – March 2: Recommend Approval

Transportation Policy and Planning Board – March 6: Recommend Approval

Board of Park Commissioners – March 8: Recommend Approval

Community Development Authority – March 9: Recommend Approval.

Following Plan Commission's recommendation, the Hawthorne-Truax Neighborhood Plan is to be considered at the Common Council on March 21.

Lead agencies and community partners will implement the plan over the next 10 to 15 years. An implementation table begins on page 34 of the plan and includes plan recommendations, lead implementers, estimated costs and a general timeline for completion.