

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: January 12, 2022

TITLE: Adopting the Greater East Towne Plan as a supplement to the Comprehensive Plan and directing staff to implement the recommendations contained in the plan. (68802)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Kevin Firchow, Acting Secretary

ADOPTED:

POF:

DATED: January 12, 2022

ID NUMBER:

Members present were: Cliff Goodhart, Chair; Lois Braun-Oddo, Shane Bernau, Russell Knudson, Craig Weisensel, Christian Harper, Jessica Klehr, Christian Albouras and Rafeeq Asad.

SUMMARY:

At its meeting of January 12, 2022, the Urban Design Commission **RECOMMENDED ADOPTION** of the Greater East Towne Plan. Bill Fruhling, Principal Planner with the Planning Division reviewed the plan and the Commission's clarifying comments from the informational presentation. The plan has been refined to accommodate for future development, new street connections, a wide variety of land uses, and to provide the framework for the East Towne area to evolve into its next iteration over the coming decades. One of the key recommendations in the Comprehensive Plan was to prepare plans like this for both West Towne and East Towne malls as areas that could see significant change. The Common Council adopted the Odana Special Area Plan in September of 2021.

The proposed future land use map and street network for this area tries to break down very large chunks of land to enhance connectivity and provide a more developable block pattern. Some of these blocks can be broken down even further, particularly in the more residential areas; they are trying to identify those important street connections while providing a flexible framework to accommodate a variety of development patterns so areas are not dominated by any one type of use or development.

The higher densities and more intense uses are shown closer to the BRT stations and reflected in a maximum building height map. The plan also contains specific recommendations to revise Urban Design District (UDD) No. 5, implementing the design recommendations in this plan, the design elements appendix, as well as expanding the boundaries to the Interstate, and south of E. Washington Avenue to include some key sites. The Zoning Code also includes provisions for transit-related overlay districts for possible interplay between the UDD requirements and the TOD requirements. The plan recommends consideration of the TOD development as necessary to implement some of the land use design and transportation goals if not adequately addressed in the UDD No. 5 requirements. It is essential that the UDC gets the opportunity to review those developments and that they are in line with UDD 5 requirements.

The Commission discussed the following:

- Adoption does not automatically mean rezoning of these districts?
 - The plan recommends which districts could change, to proactively rezone these properties, but the adoption of the plan itself does not do that, it is a separate process.
- Does the UDC review rezoning applications?
 - No, just the Plan Commission and ultimately Common Council. It is likely the proactive rezonings would occur before any changes to UDD No. 5.
- Any thoughts about dedicated park and ride infrastructure?
 - The idea has been around for a number of years, even before the BRT discussion, but has not specifically come up in this discussion. The TPPB considered this plan but they did not raise that issue.
 - The BRT route will extend past East Towne and there are park and ride lots in those areas.
- Perhaps if it's done thoughtfully.
 - There's enough in this plan that if there was a park and ride facility it would be in some sort of structure. One of the goals of this plan is to get rid of large surface parking lots.
- Any thoughts about key sustainability ideas that are pertinent to this particular area?
 - There is a "Green and Resilient" chapter of the plan that has the obvious sustainability recommendations. The approach we take is like many comprehensive plans, sustainability is one of the core values of this. Because that is part of our approach to plans now, when we have everything from the land use patterns to the transportation networks and building heights, all of that is looked at with an eye towards making a more sustainable place in the long run. There are recommendations, particularly on Page 39 of the plan, that talk about all kinds of energy efficient buildings, plant types, it's kind of a greatest hits on that page.
- A good portion of the proposed residential area would be in the Sun Prairie School District. Would a school come into this area, how will families get to those schools?
 - We have had discussions with the MMSD and the Sun Prairie School District. Basically that whole area east of Zeier Road is in the Sun Prairie School District and a long way from the schools. They have no interest in putting a new school in this area; it was left that the school districts will continue to talk, but right now there are no plans to change that school district boundary or build a school in this area.
- Your new zoning map would permit a school in one of the areas shown?
 - Absolutely.
- Was there any follow-up on the building height map related to the view corridors to the Capitol? You can see it from I 90/94 through most of this stretch.
 - We did talk about that more as a team after the comments here at UDC. Going back to the Comprehensive Plan for guidance on that reinforced the focus of view corridors on streets that are generally aligned with the Capitol and from public places like parks, but not when you're driving down the Interstate at a high rate of speed, looking to the side to see it. That wasn't consistent with the Comprehensive Plan focusing on those premier corridors and big opportunities.
- Is this an opportunity to talk about refining UDD No. 5?
- (Kevin) The updates to UDD 5 itself will be a separate effort that the UDC will be a lead on. We'll be revisiting that schedule in the coming months. Originally staff wanted to look at the standards, if there is a recommendation as part of that process to expand the boundaries. This would be setting the table for it.
 - When we established UDD No. 7 on S. Park Street, there are some areas that had some big development potential without necessarily fronting S. Park Street. The boundaries are not solely

those with that frontage. We're not looking for a big land grab but want to think strategically about how things may develop in the future when we get to that point.

- Would UDC have input on changes to permitted heights before the changes to UDD No. 5 would be presented to us?
 - The UDC would play a key role in revising the Urban Design District. If we determined that the best way to implement the proposed maximum building heights was to specify those building heights and specify those within the boundary of the district, you would have an opportunity to weigh in.
- I was hoping the height map wouldn't be baked into the zoning district and go by the UDC process.
- (Kevin) Unlike the downtown districts, there is typically a maximum height allowed by right with additional height as a conditional approval. Just changing the zoning is not as specific as the downtown height map.

ACTION:

On a motion by Knudson, seconded by Klehr, the Urban Design Commission **RECOMMENDED ADOPTION** of the plan. The motion was passed on a unanimous vote of (8-0).

The UDC made the following recommendation:

- UDD No. 5 should be extended to the Interstate for those properties fronting E. Washington Avenue, and wrap south for the identified buildings that are 8-stories or more.
- The motion signals an intent to the Plan Commission and UDC's acceptance that the district would be expanded and come more in compliance with new East Towne Area Plan.