



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

www.cityofmadison.com

To: City of Madison *Transportation Policy and Planning Board*
From: Planning Division – Dan McAuliffe, Linda Horvath, Breana Collins and Meri Rose Ekberg
Date: March 6, 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, Hwy 51 redesign and the Imagination Center at Reindahl Park.

Madison Community Development Block Grant funding (CDBG), administered by the US Department of Housing and Urban Development, supports this plan, 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 were used for plan creation and there is \$250,000 for implementing community-defined projects.

Planning Process and Public Participation - The planning process included three phases described 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); and 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 and build relationships with them for plan implementation. Feedback themes were used to create a set of Shared Values and Intentions (page 10), and Issues and Opportunities (pages 12-13).

The project team used feedback from the public, City agencies and others to draft initial concepts and recommendations, then presented them at in-person and virtual meetings and pop-up events. There were also discussions with City Boards, Committees and Commissions including the **Transportation Policy and Planning Board - October 10, 2022**. Staff shared a public review draft plan in January at meetings, community events, public displays and through an online poll. The focus was community review of the draft plan and defining project priorities for CDBG funds.

Final draft plan – The final draft Hawthorne-Truax Neighborhood Plan covers Comprehensive Plan elements and includes chapters on land use and transportation, neighborhoods and housing, culture and character, green and resilient, economy and opportunity, and community programs, partnerships and effective government.

Transportation recommendations – The need for pedestrian and bike improvements and speeding concerns were the most commonly raised issues. The plan recommends working with WisDOT to help ensure that Hwy 51 redesign results in a human scale road that is comfortable and convenient for pedestrians and bicyclists, especially at intersections with Anderson Street, East Washington Avenue, and Lexington Avenue. Local street connections and property access should also be maintained.

The plan also recommends pedestrian crossing improvements at East Washington and Fair Oaks Avenues, and filling sidewalk gaps during future street reconstructions. Other recommendations include continuing to implement the City’s Vision Zero policy to address speeding concerns in the planning area, and the Complete Green Streets policy to strengthen green infrastructure and enhance the tree canopy. Some other recommendations include designating Mayfair Avenue a bike boulevard between Lexington Avenue and the Marsh View Path and adding a path connection along the rail corridor.

Primary transportation changes since TPPB’s October 10, 2022 meeting

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- Added underlined text: The [Hwy 51] design should not further divide communities and should maintain a strong visual connection across the corridor. If grade separation is needed, East Washington Avenue should remain at its current elevation and Hwy 51 should be sunk below.
- Added note: The [Hwy 51] designs from 2014 generally do not meet these goals, and could cause significant negative impacts on the Hawthorne-Truax area.

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- Added the following recommendations:
 11. Evaluate intersection designs or other options to control speed on Anderson Street east of the airport.
 13. Designate Mayfair Avenue a bike boulevard between Lexington Avenue and the Marsh View Path connection under Hwy 30.
- Amended the following recommendation:
 14. Continue to pursue the planned extension of the Starkweather Creek Goodman Path along the rail corridor.
- Added an existing and planned bike facilities map and a Complete Green Streets section.

Final City Review and Plan Adoption – On March 3, the Community Development Block Grant Committee recommended plan adoption. In addition to TPPB, the Board of Parks Commissioners and Community Development Authority will review and consider approval of the draft plan, and the Common Council will consider final action to adopt it 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 community-defined projects (pages 33-34). This could include a basketball court, bike skills course, splash pad, public art, Hawthorne Elementary Open Space improvements, and lighting and other upgrades to the East Washington Avenue pedestrian tunnel and the Marsh View Path under Hwy 30. Over 10 to 15 years, City agencies, community partners and others will use the plan to improve the Hawthorne-Truax area. A matrix of plan recommendations, lead implementers, cost estimates and timeframes is on pages 35-40.