Greater East Towne Area Plan

Draft Land Use and Transportation Concepts

September 20, 2021

Transportation Policy and Planning Board

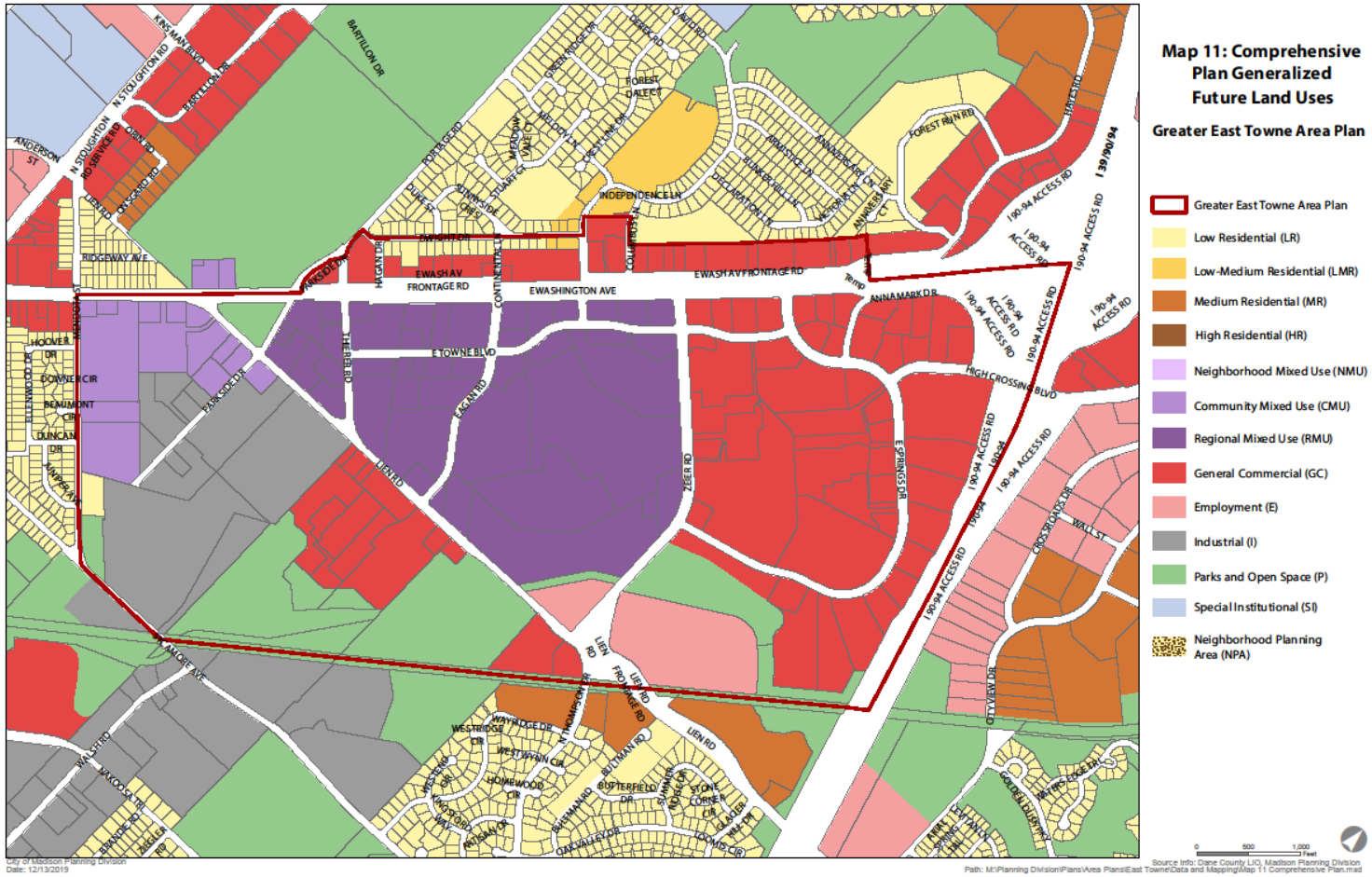
Greater East Towne Area Plan Agenda

1. Plan Overview, Participation and Findings
2. Guiding Principles
3. Draft Concept: land use; streets; bicycle facilities; sidewalk network; BRT; parks & open space
4. Anticipated timeline
5. Questions

2018 Comprehensive Plan

Growth: 50/50 mix of peripheral & infill/redevelopment

Prepare plans to transition auto-oriented commercial areas into mixed-use Activity Centers.



Public Participation

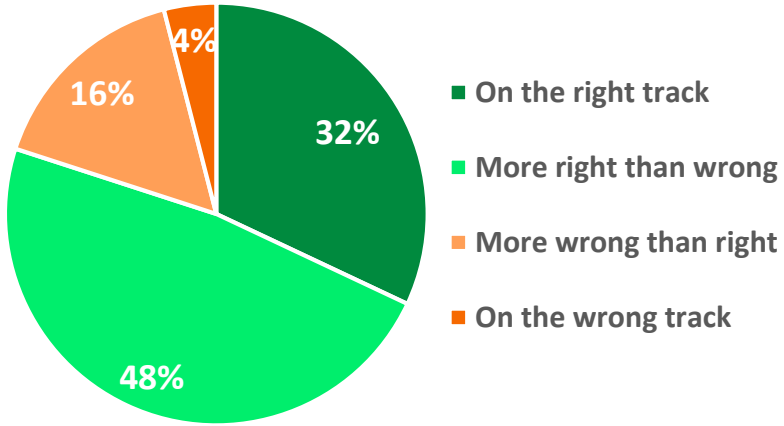
- Meeting with Mall Owners
- Mall Madness Virtual Prioritization
- Spring 2020 Zoom Series #1
- Real Estate Professionals & Business Owner Roundtable
- Interactive Website Mapping
- Variety of Methods to Reach Traditionally Underrepresented Groups
- Black, Latino, Hmong Chambers & Madison Network of Black Professionals

Public Participation: Key Findings from Underrepresented Groups

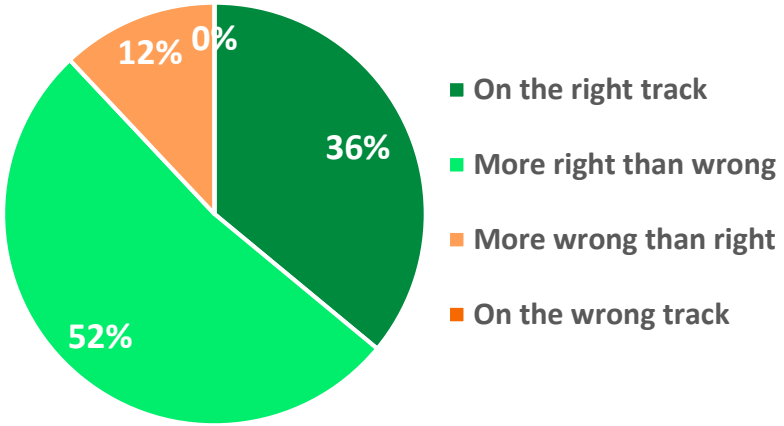
1. Affordability is critical for both housing AND businesses.
2. Need entertainment and recreation for all ages.
3. Development needs to be more equitable, racially diverse, and inclusive.
4. Collaboration is critical between nonprofits, for-profit businesses, and government.
5. Develop ownership models with Black businesses, not just affordable rent/lease spaces.
6. Smaller commercial buildings with character are in high demand in Madison; bigger spaces are hard to make warm and welcoming.

Outreach: Phase 2 Meetings Feedback from Polling Questions

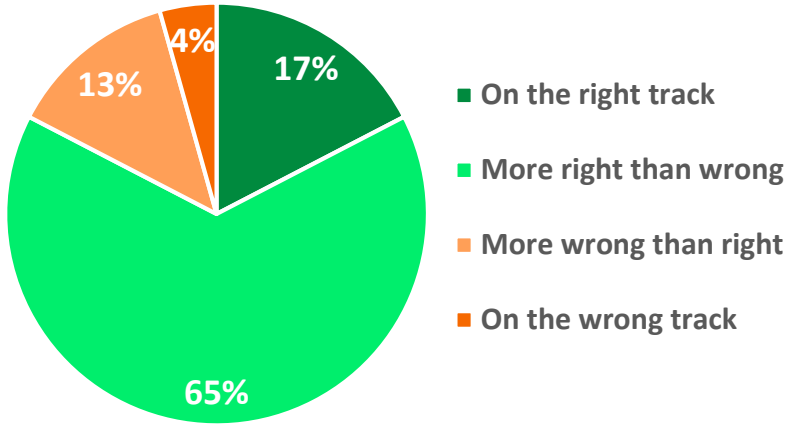
Parks & Open Space



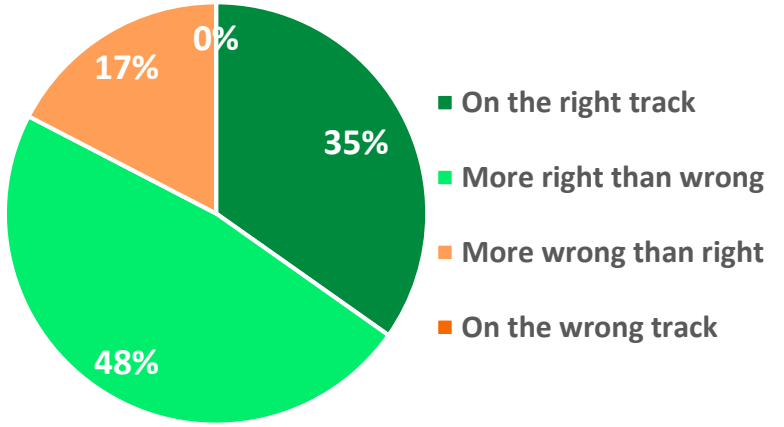
Transportation



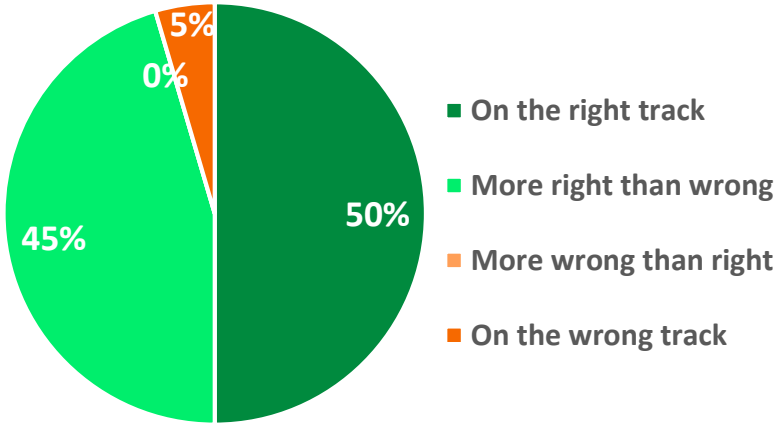
Land Use



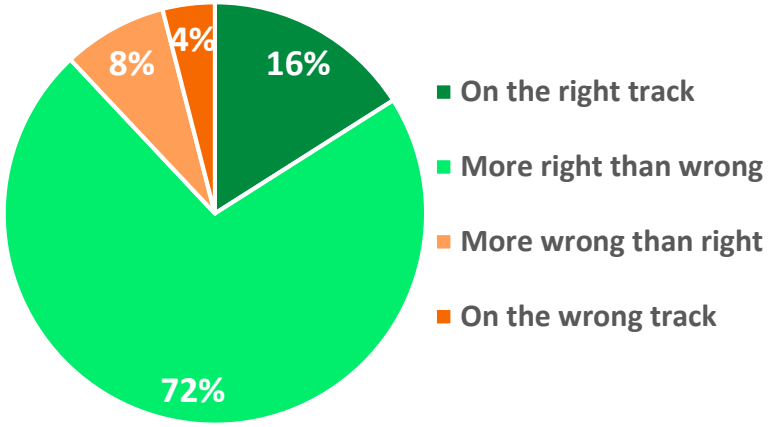
Building Heights



Guiding Principles



Overall Concepts & Plan



5 Guiding Principles

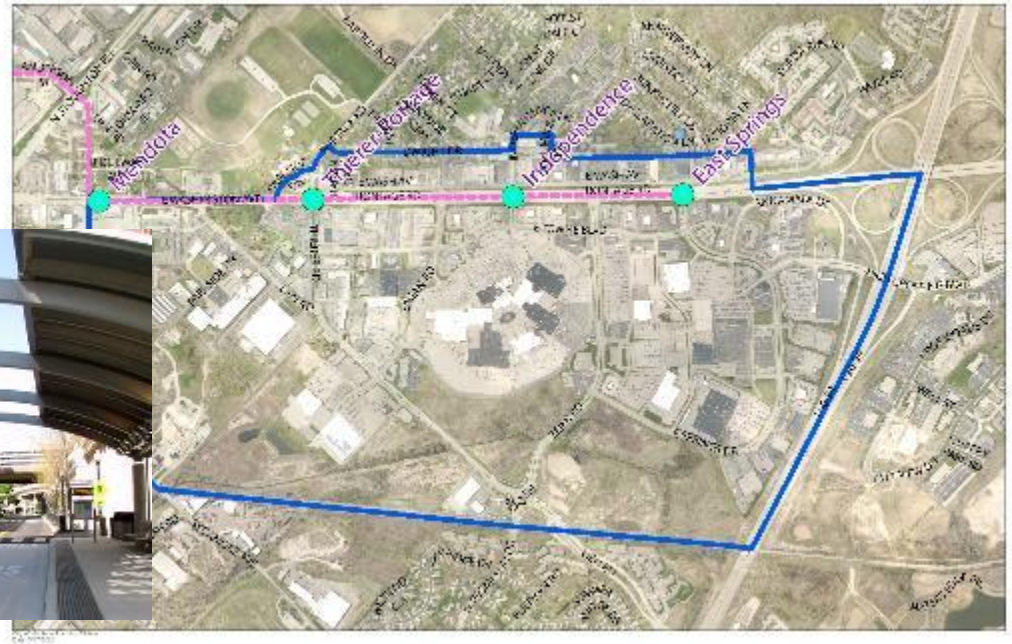
1. Creating a place

- A new complete neighborhood with a variety of housing choices and activity centers reflecting cultural diversity

5 Guiding Principles

2. Focus on mobility

- Equitable access to transit, bicycle and pedestrian facilities, and increased street connections
- Plan density along BRT corridor



5 Guiding Principles

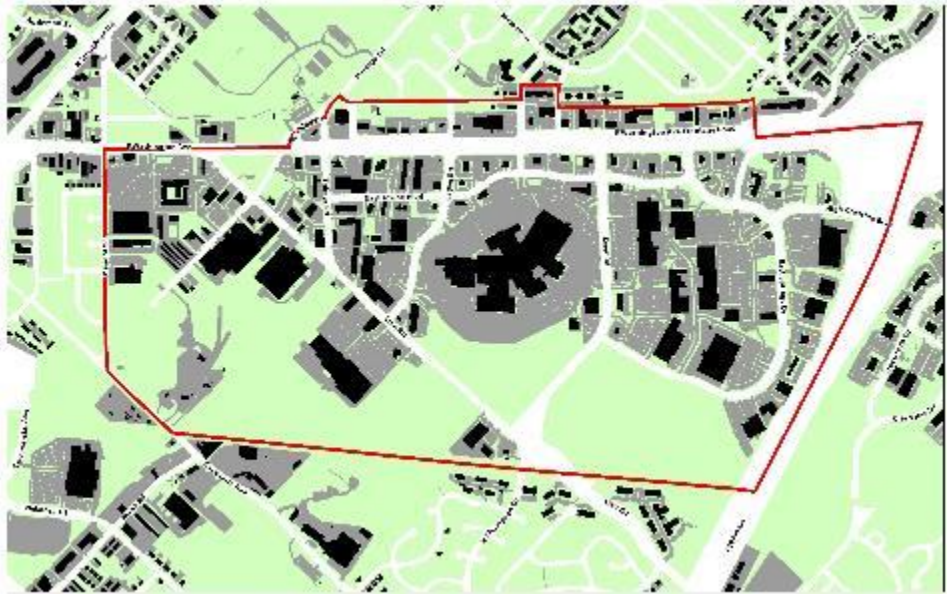
3. Community wealth building

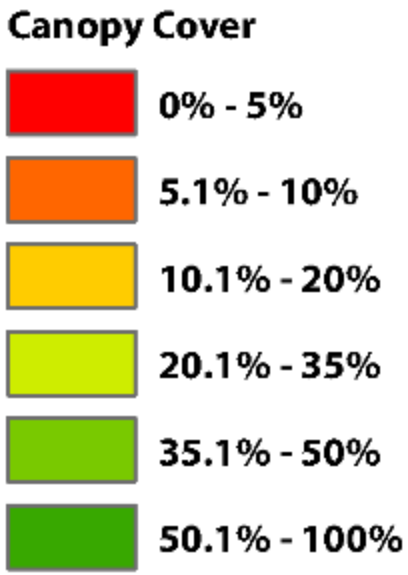
- Quality living wage jobs and opportunities
- Affordable housing and commercial spaces that provide opportunities for community ownership and control

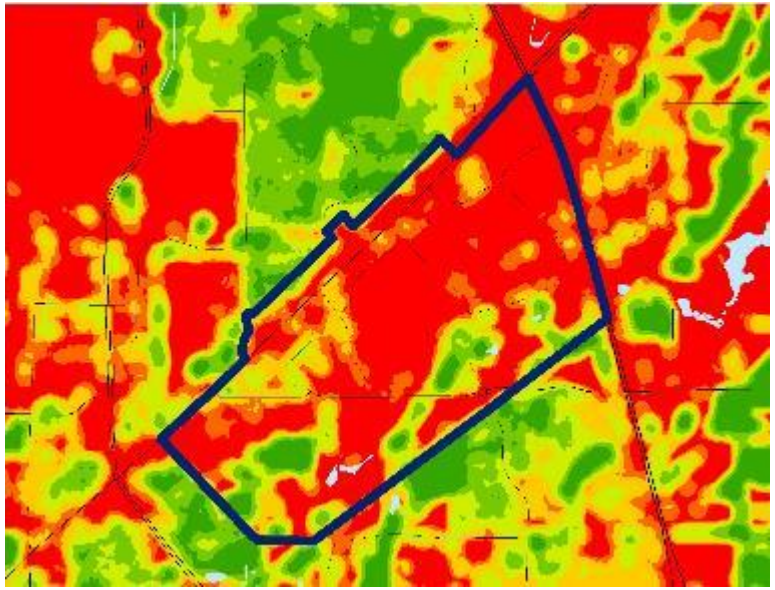
5 Guiding Principles

4. Center Nature and Sustainability

- Incorporate trees and open space in developed areas
- Embrace natural areas like Starkweather Creek
- Reduce impervious surface and stormwater runoff



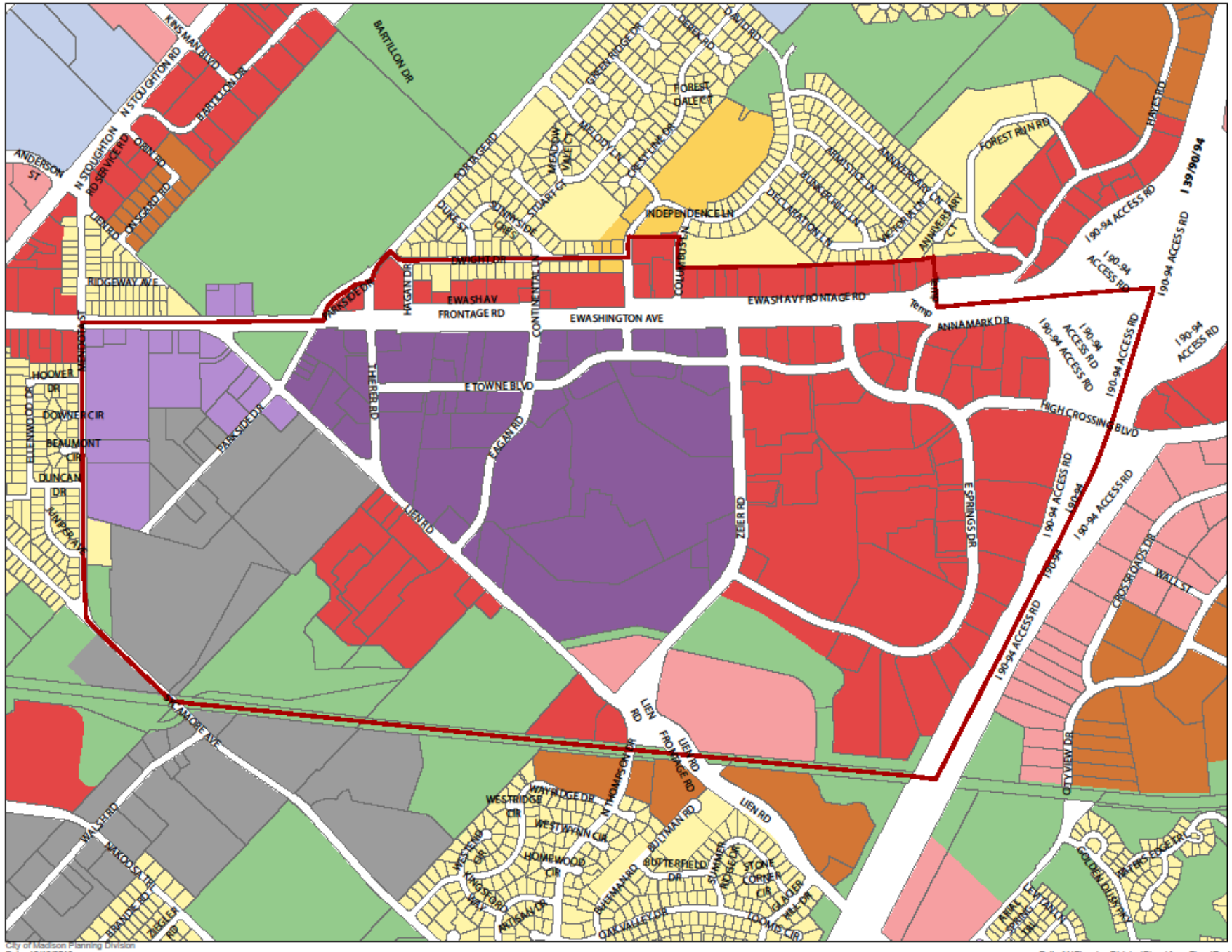




5 Guiding Principles

5. Resiliency

- Ensure all systems and features are adaptable to change in uncertain economic conditions
- Creatively reuse viable buildings



Map 11: Comprehensive Plan Generalized Future Land Uses

Greater East Towne Area Plan

- Greater East Towne Area Plan
- Low Residential (LR)
- Low-Medium Residential (LMR)
- Medium Residential (MR)
- High Residential (HR)
- 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)
- Neighborhood Planning Area (NPA)

0 500 1,000 Feet

City of Madison Planning Division
Date: 12/13/2019

Source Info: Dane County LIO, Madison Planning Division
Path: M:\Planning Division\Plans\Area Plans\East Towne\Data and Mapping\Map 11 Comprehensive Plan.mxd

DRAFT GETAP Land Use Concept *May 2021*

LAND USE CONCEPTS

- RMU - Regional Mixed-Use
- CMU - Community Mixed-Use
- E - Employment
- GC - General Commercial
- I - Industrial
- LR - Low Residential
- LMR - Low Medium Residential
- MR - Medium Residential
- P - Parks

BRT Stations

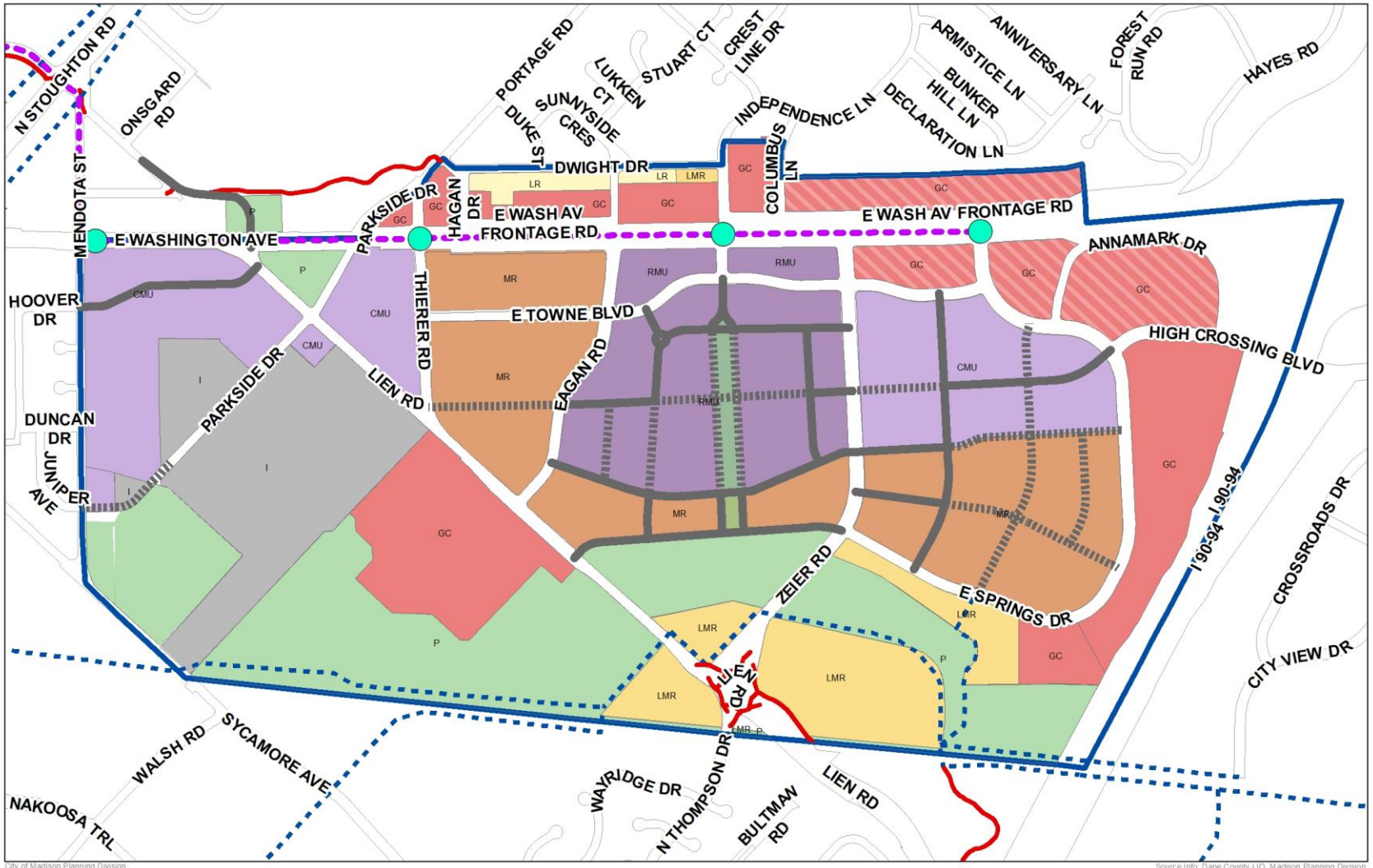
BRT Lines

Potential Streets

- Phase 1
- Phase 2

Bike Path

- Existing
- Planned



City of Madison Planning Division
Date: 5/26/2021

Source Info: Dane County LIO, Madison Planning Division

DRAFT GETAP Land Use Concept - *Revised*

LAND USE CONCEPTS

- RMU - Regional Mixed-Use
- CMU - Community Mixed-Use
- E - Employment
- GC - General Commercial
- I - Industrial
- LR - Low Residential
- LMR - Low Medium Residential
- MR - Medium Residential
- P - Parks
- Potential Urban Plaza
- # Building Heights
- BRT Stations
- BRT Lines

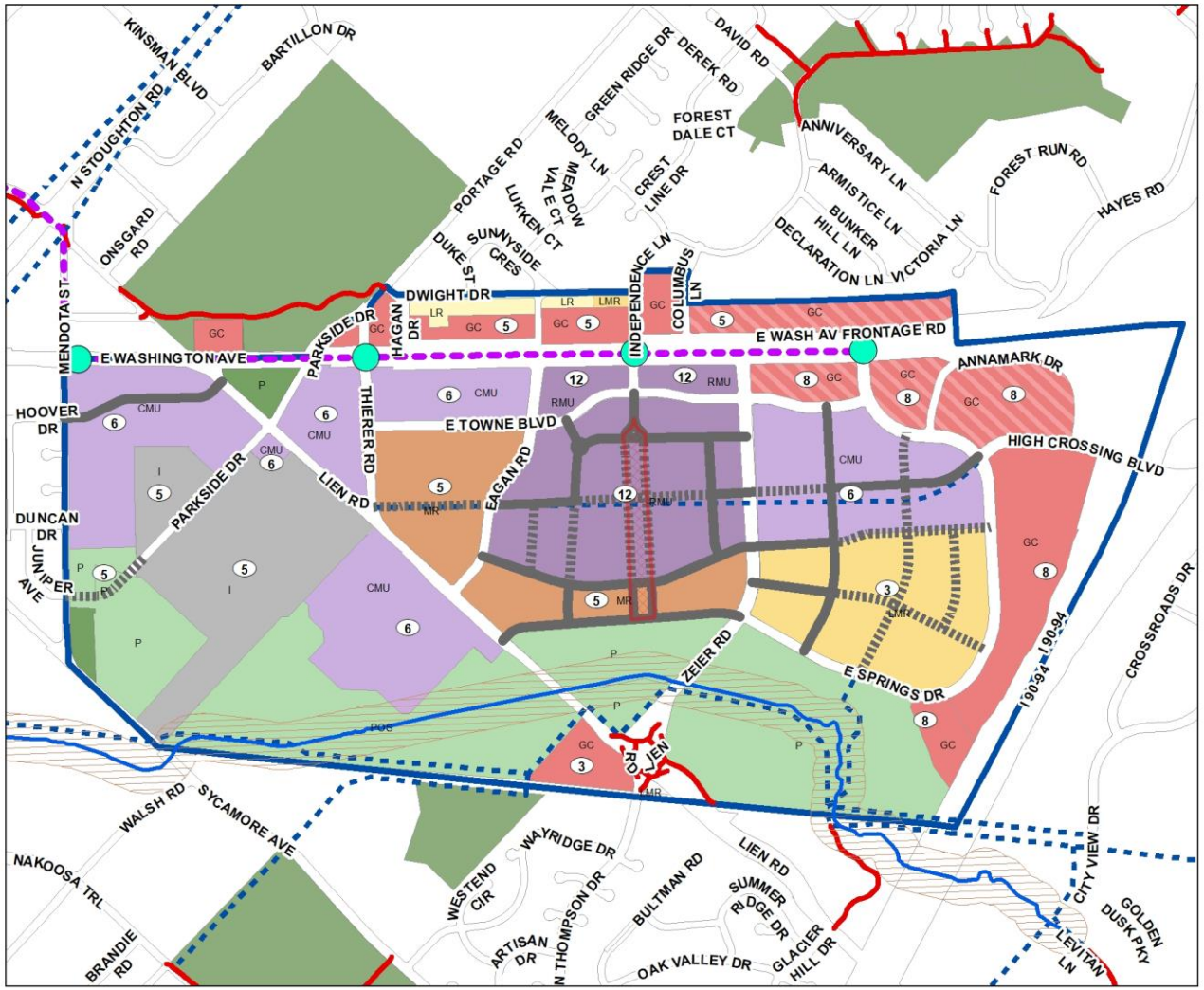
Potential Streets

- Phase 1
- Phase 2

Bike Path

- Existing
- Planned
- Starkweather Creek
- 200' Buffer of Starkweather Creek
- Existing Parks

0 500 1,000 Feet



DRAFT GETAP Land Use Concept - *Revised*

LAND USE CONCEPTS

- RMU - Regional Mixed-Use
- CMU - Community Mixed-Use
- E - Employment
- GC - General Commercial
- I - Industrial
- LR - Low Residential
- LMR - Low Medium Residential
- MR - Medium Residential
- P - Parks
- Potential Urban Plaza
- # Building Heights
- BRT Stations
- BRT Lines

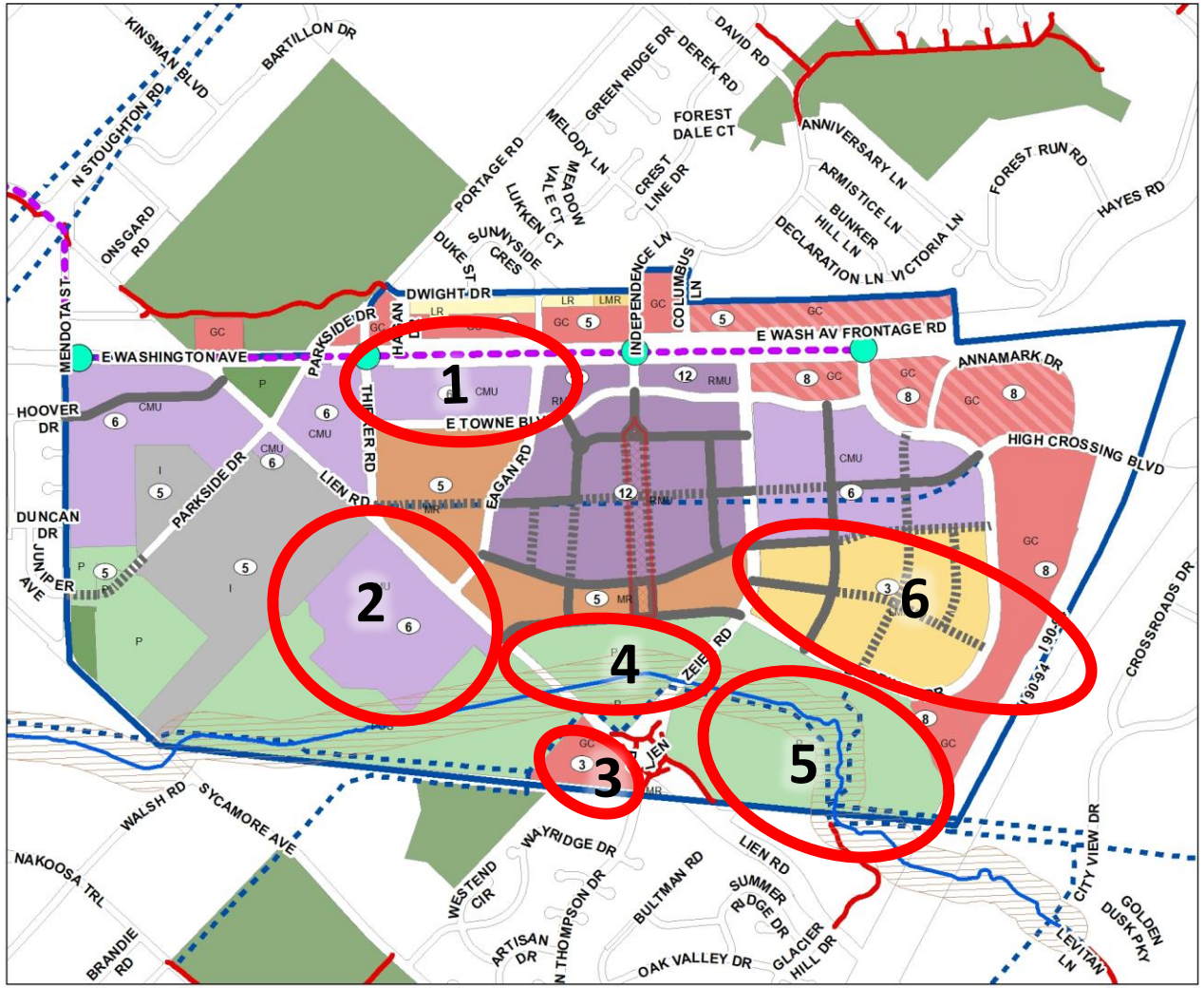
Potential Streets

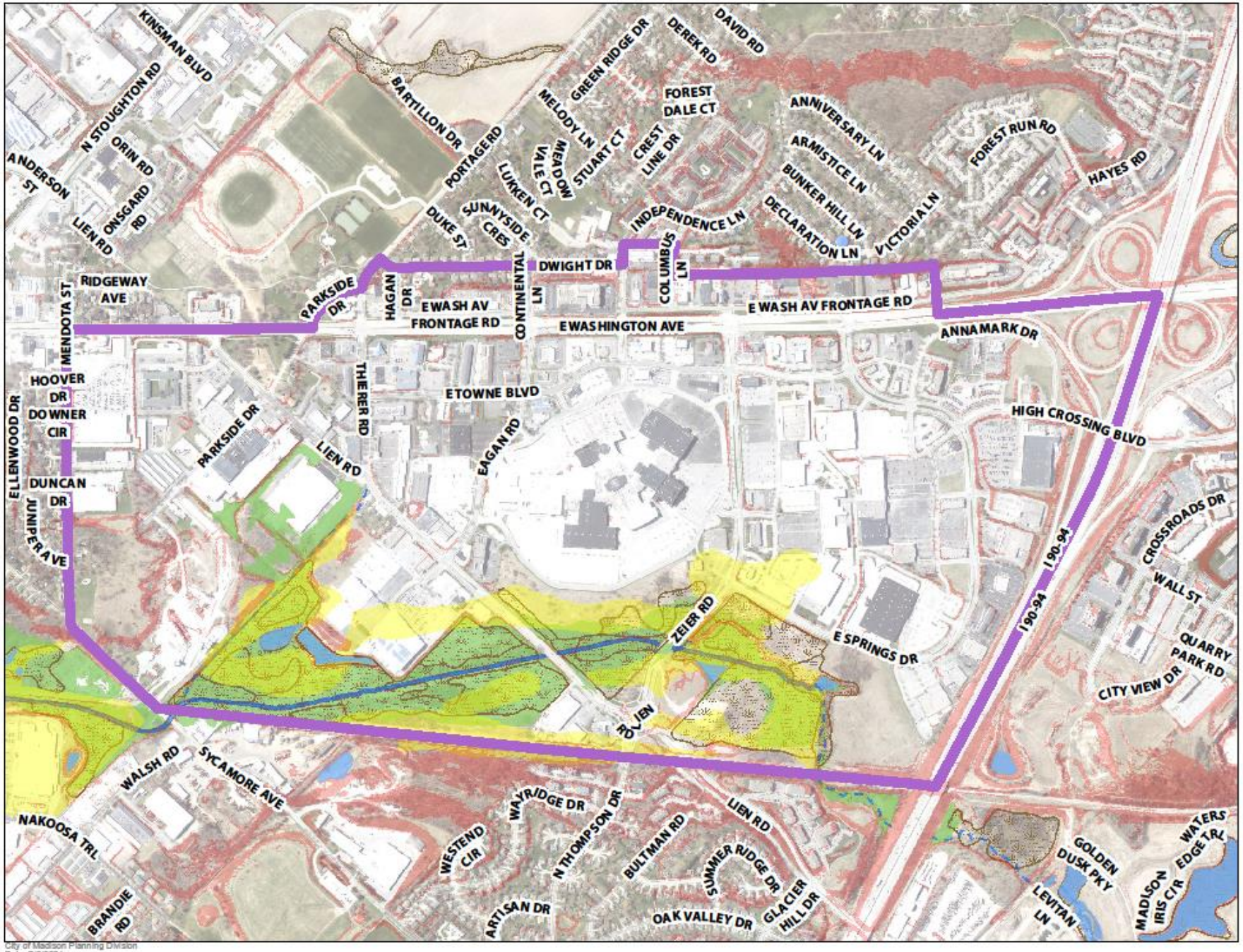
- Phase 1
- Phase 2

Bike Path

- Existing
- Planned
- Starkweather Creek
- 200' Buffer of Starkweather Creek
- Existing Parks

0 500 1,000 Feet



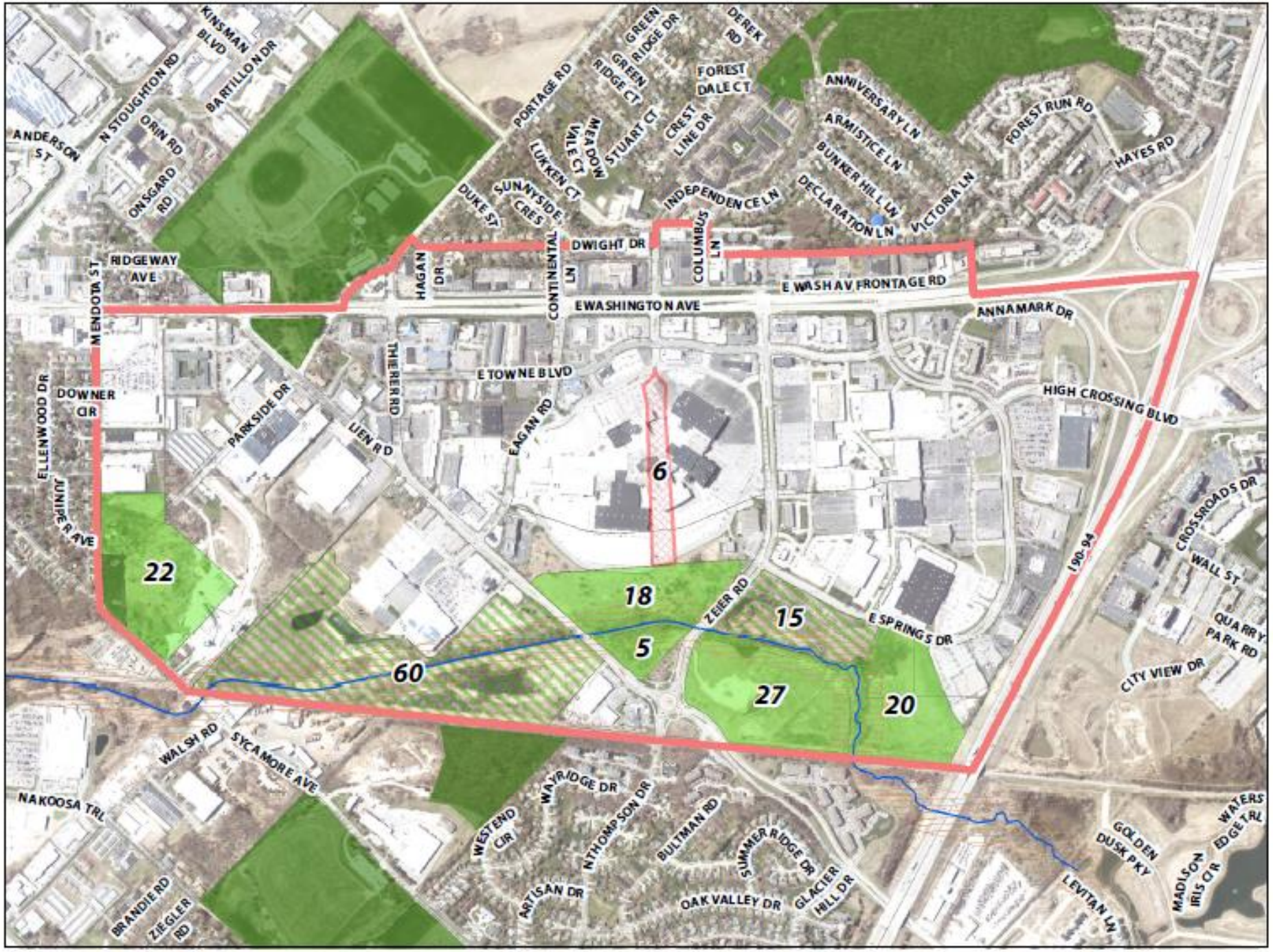


City of Madison Planning Division
Date: 7/8/2021

Draft

Natural Features

- Study Area
- Slope 12% and Greater
- Surface Water
- Perennial Stream
- Intermittent Stream
- Welands
- Dilineated Floodplain
- Hydric Soils



Draft

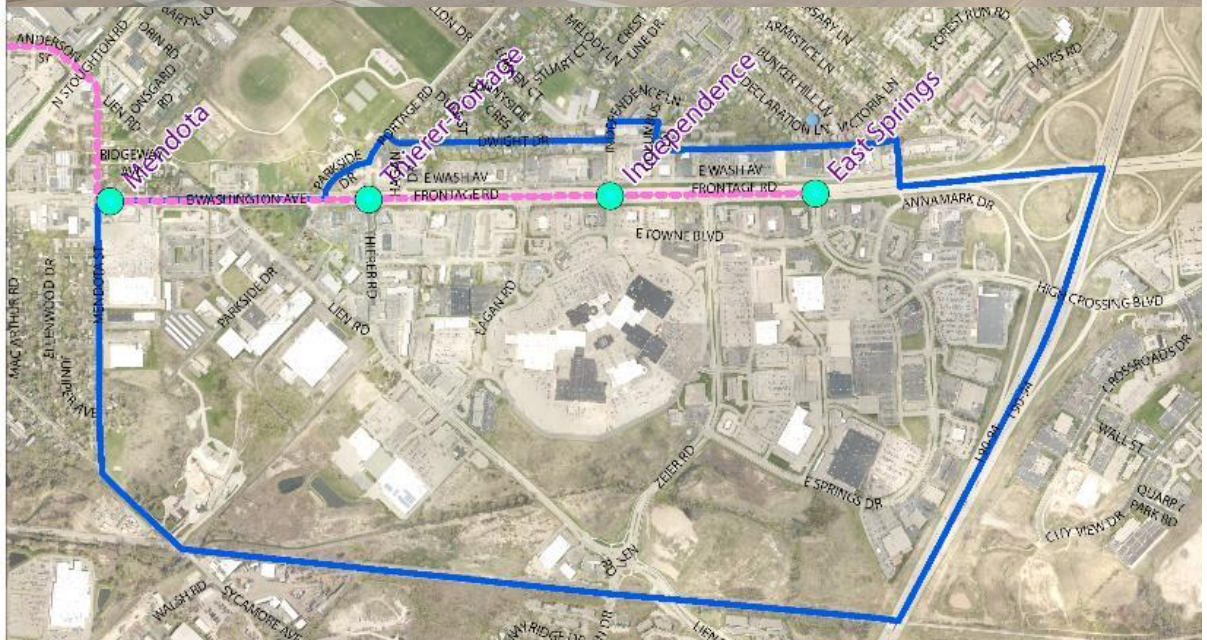
Parks and Open Space

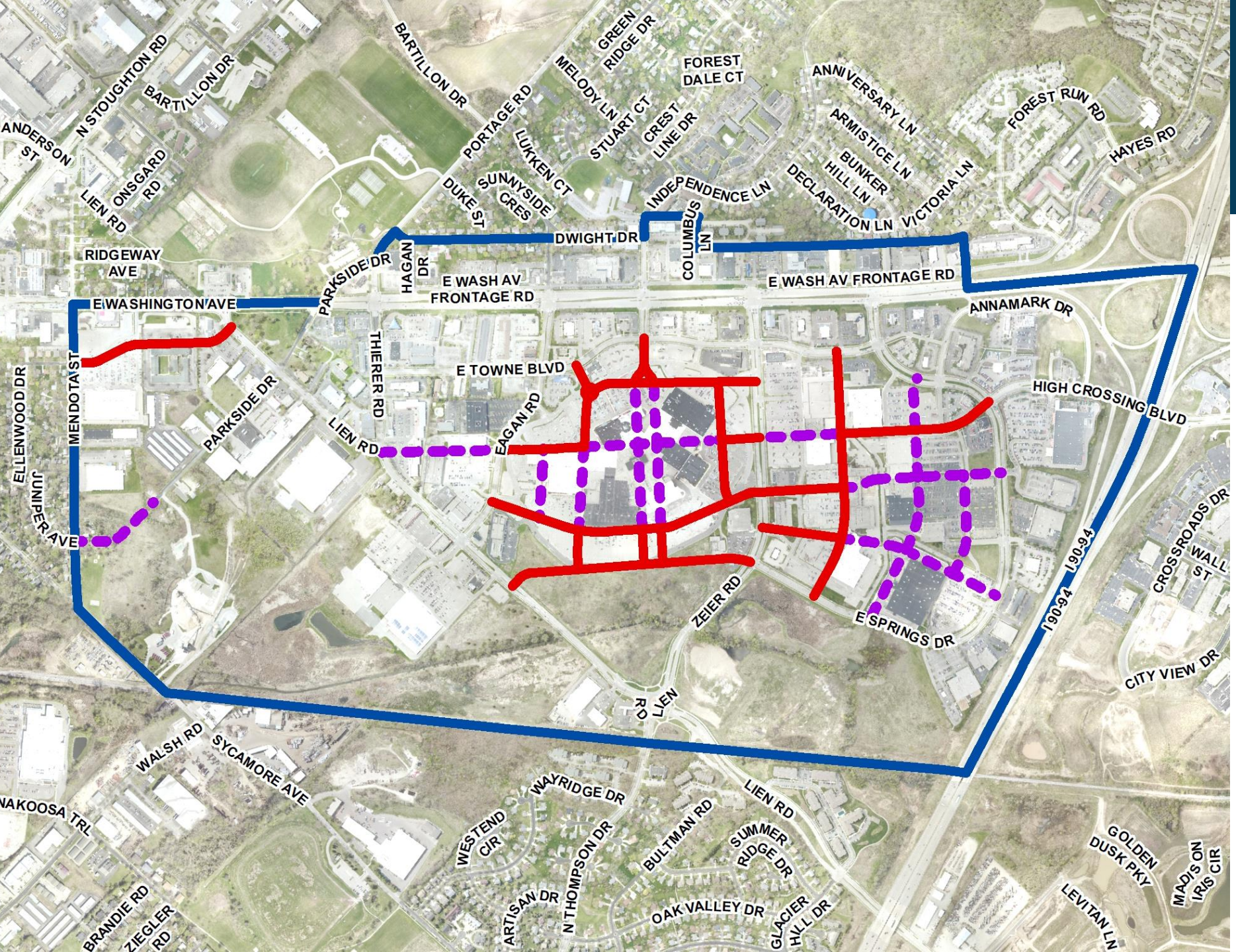
- Existing Parks
- Potential Parks
- Potential Stormwater Space
- Potential Urban Plaza
- # Acreage
- Starkweather Creek
- 200' Buffer of Starkweather Creek

0 500 1,000 Feet

DRAFT E. Washington Corridor Study and Recommended Improvements

- BRT Investment, and Metro Route Restructuring
- Possibility of ~18,000 new residents and many new employees
- Possibility of new streets, ped and bike facilities
- Added pressure on E. Washington will create the need for a corridor study and re-evaluation



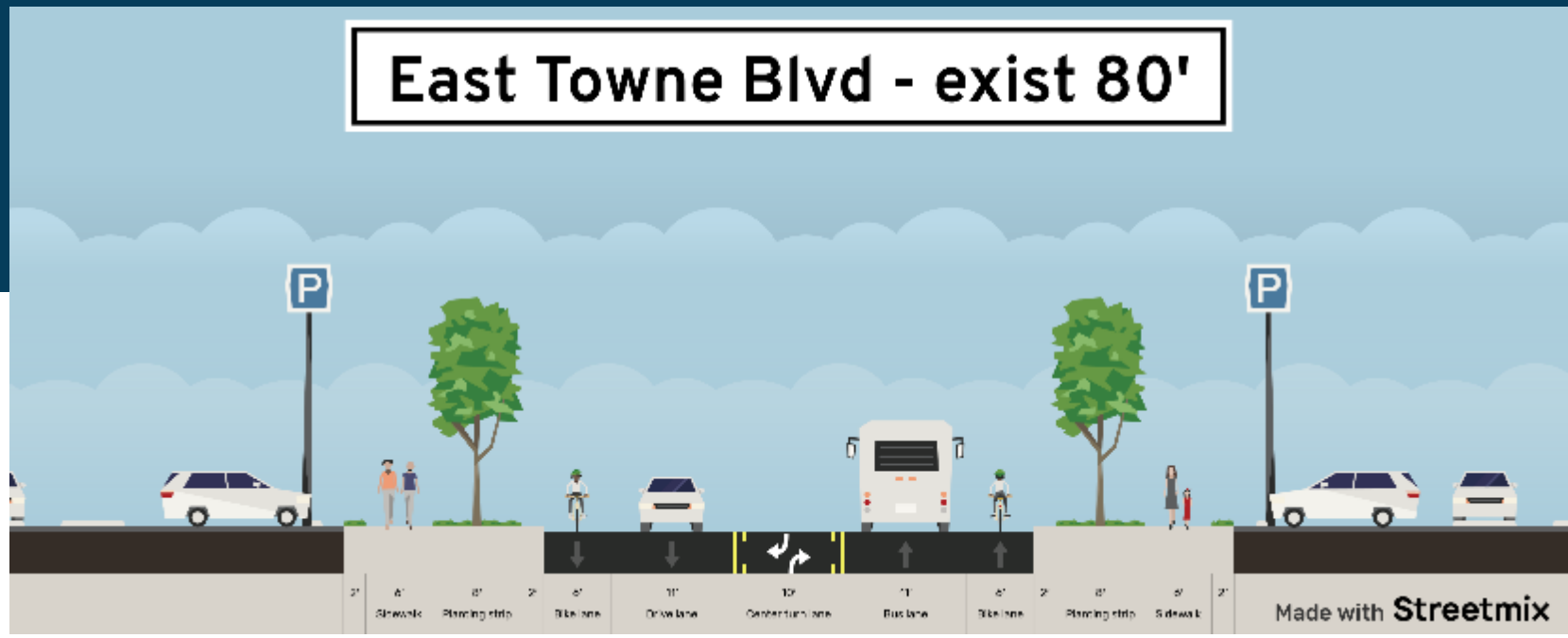


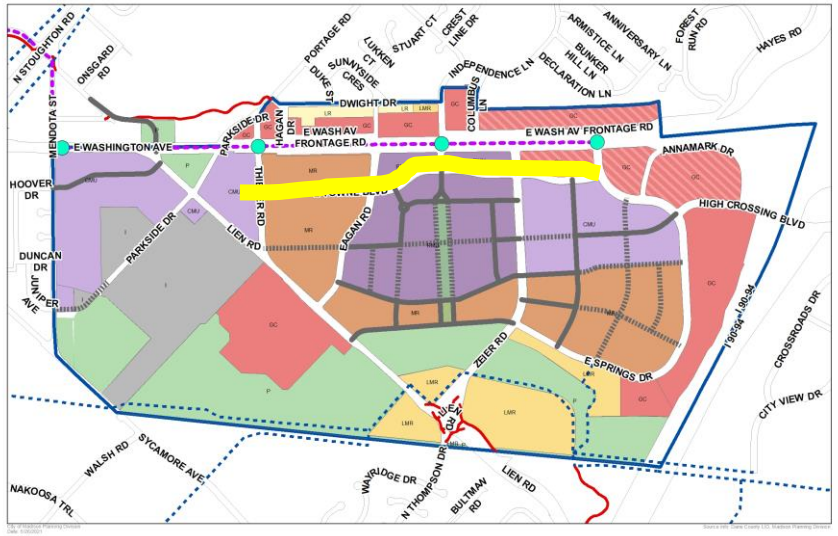
Draft Street Network

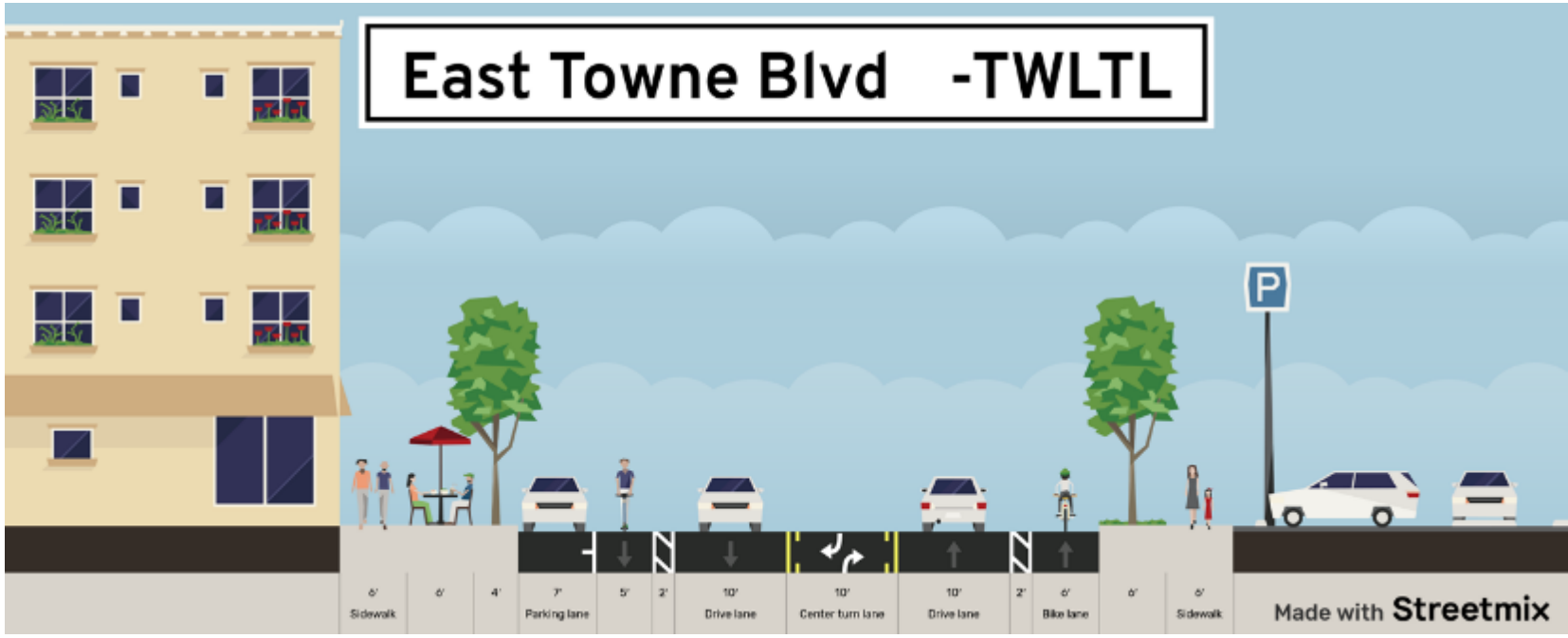
Early Phases

Later Phases

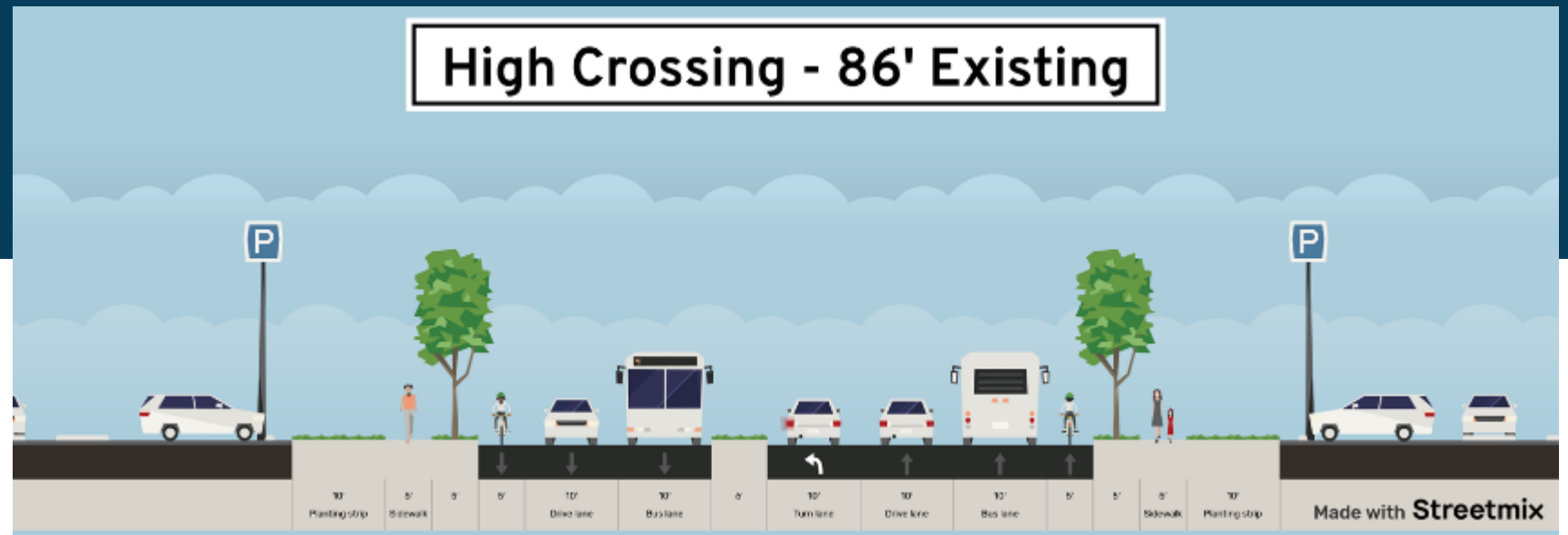
Street Ideas

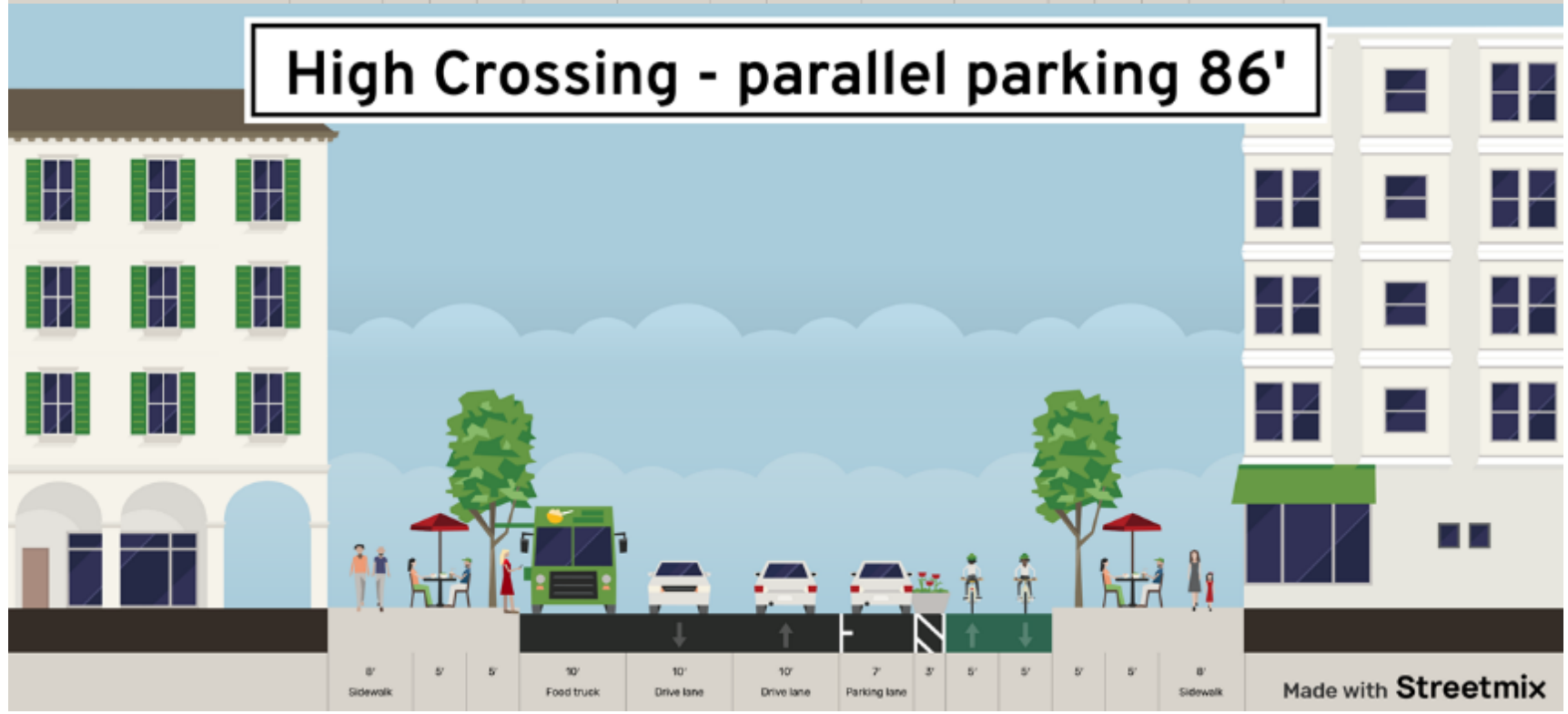




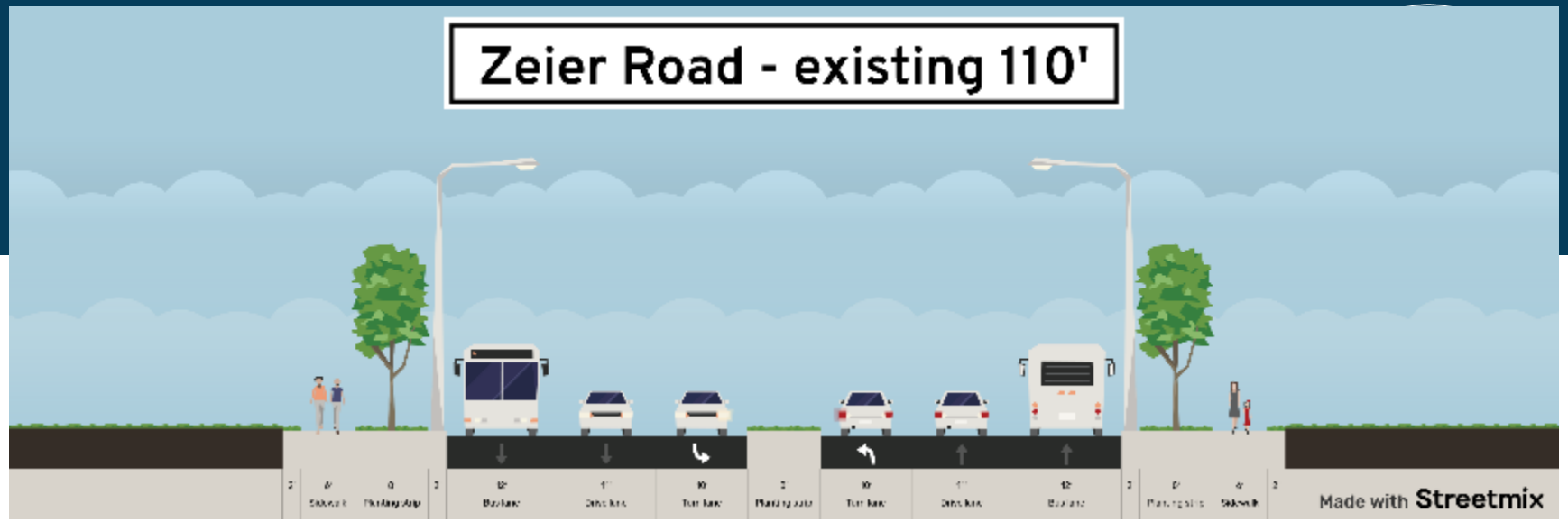


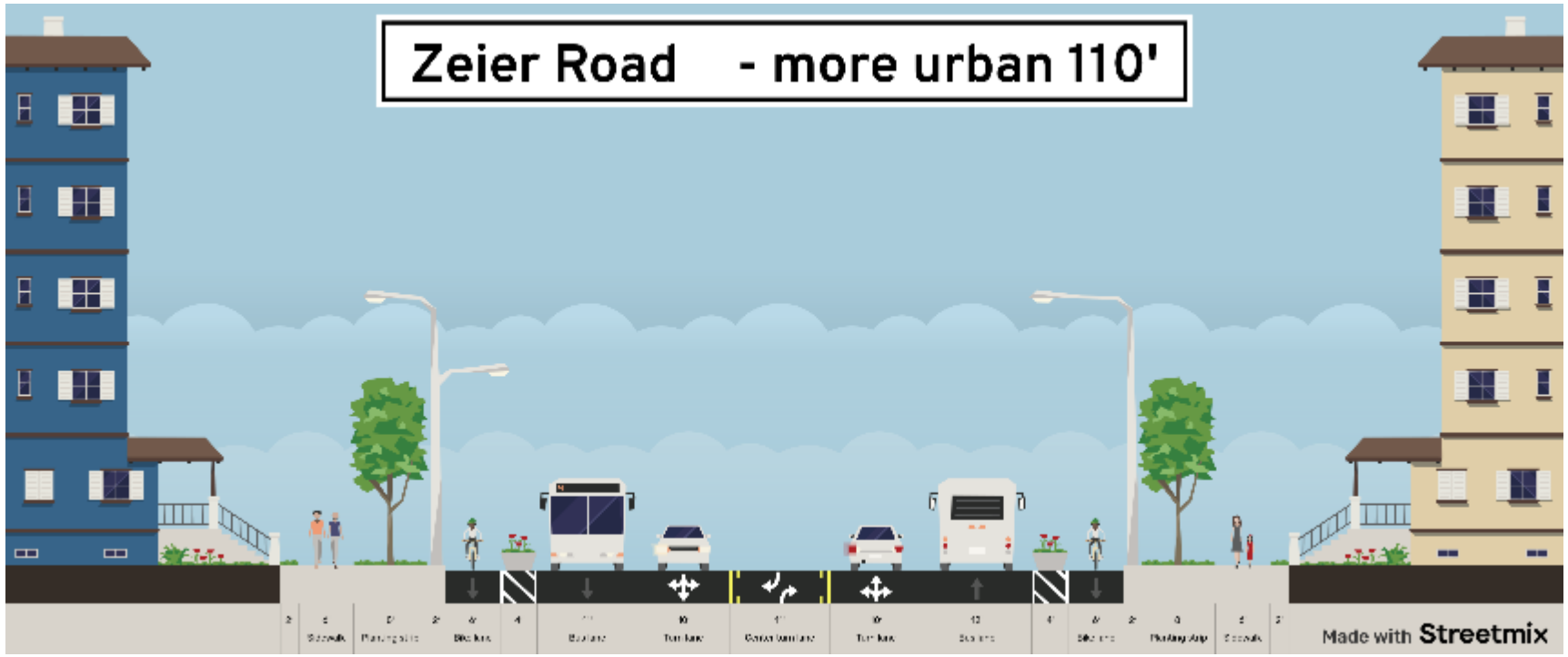
Street Ideas

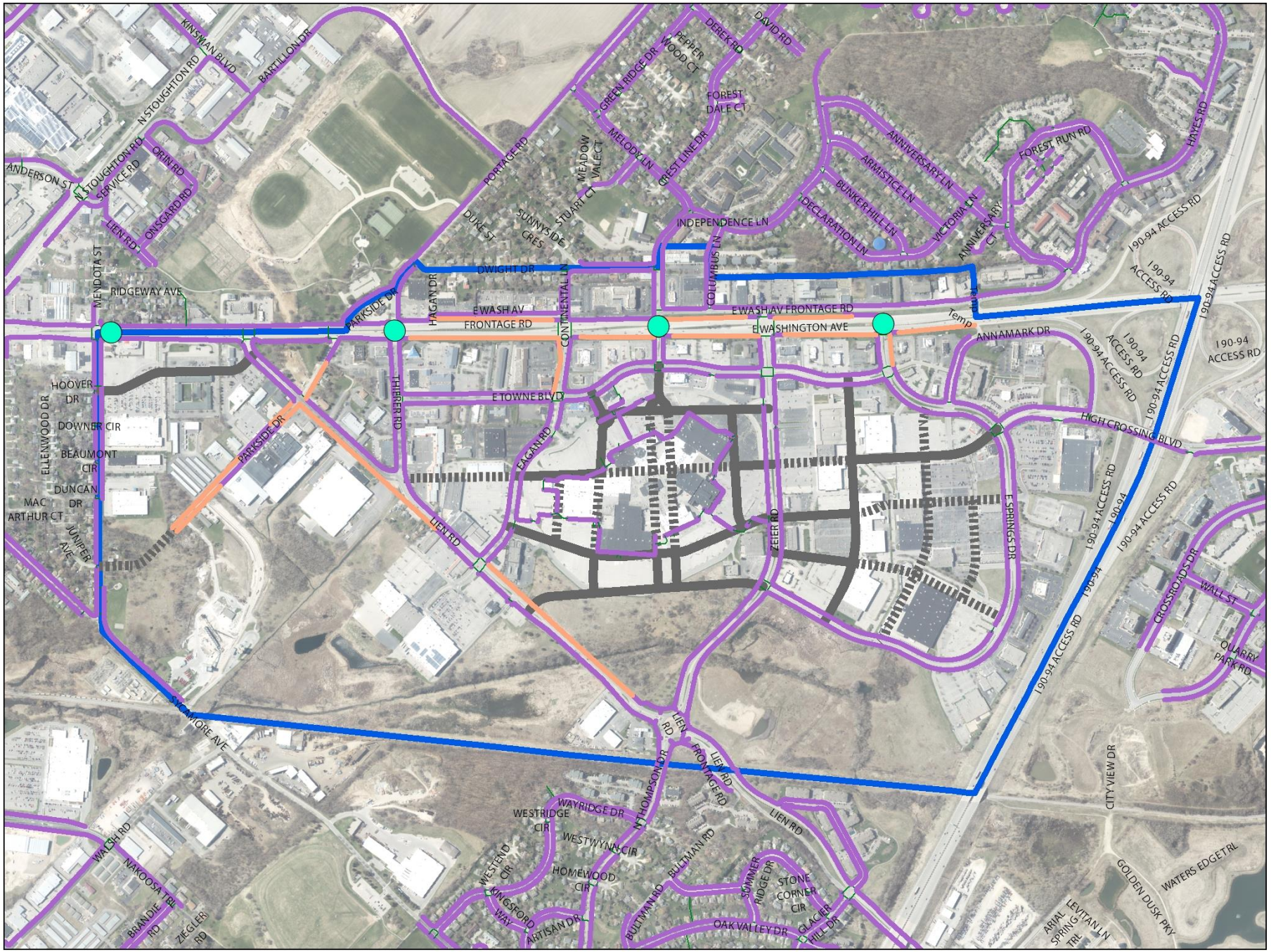




Street Ideas







DRAFT

Sidewalk Network

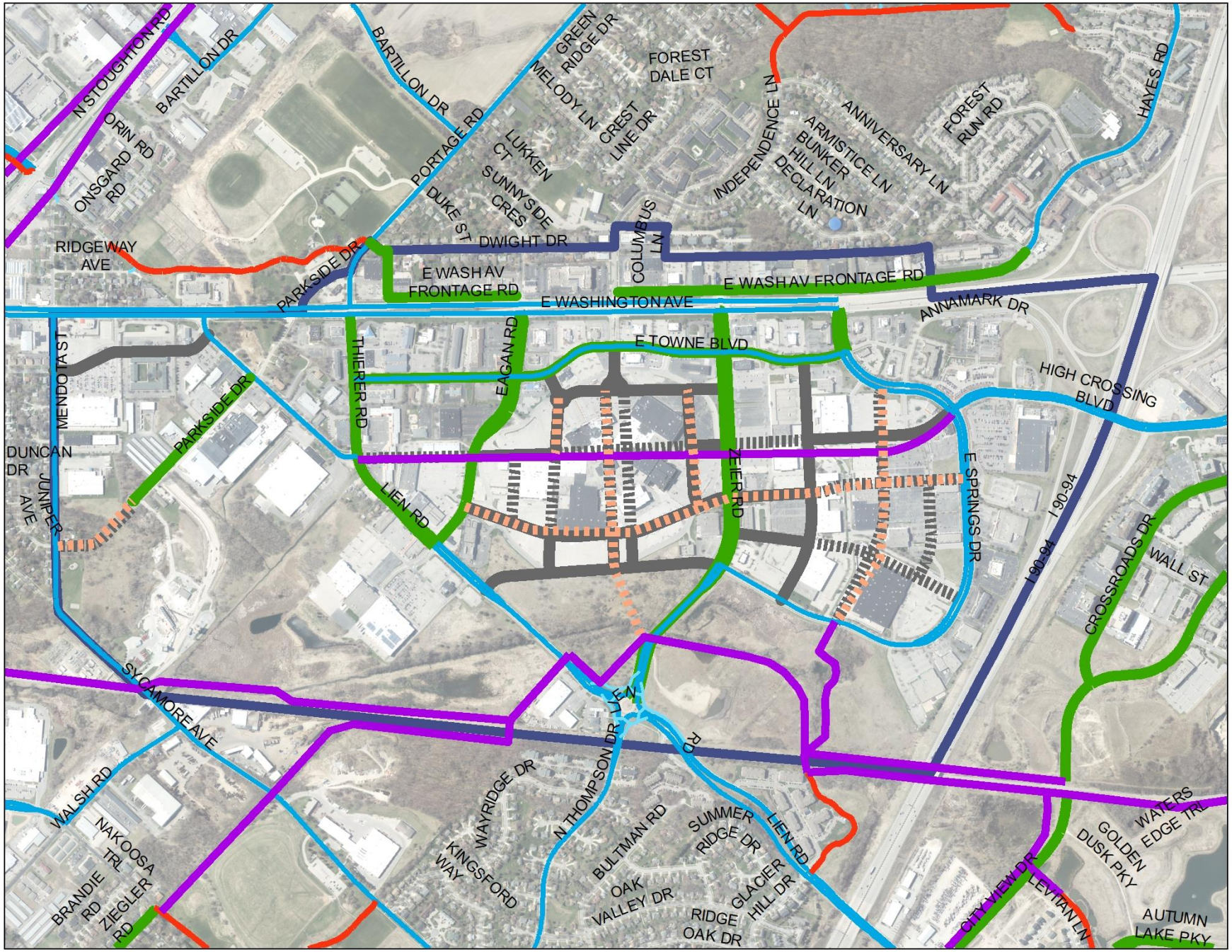
- Exisiting Sidewalks
- Future Sidewalk Extensions
- BRT Stations

Potential Streets

- Phase 1
- Phase 2

- Planning Area

0 500 1,000 Feet



DRAFT

Bicycle Network

Off Street Facilities

- Existing
- Planned

On-Street Facilities

- Existing
- Planned

Greater East Towne Area Planning Concepts

- New Bicycle Facilities on Potential New Streets

Potential New Streets

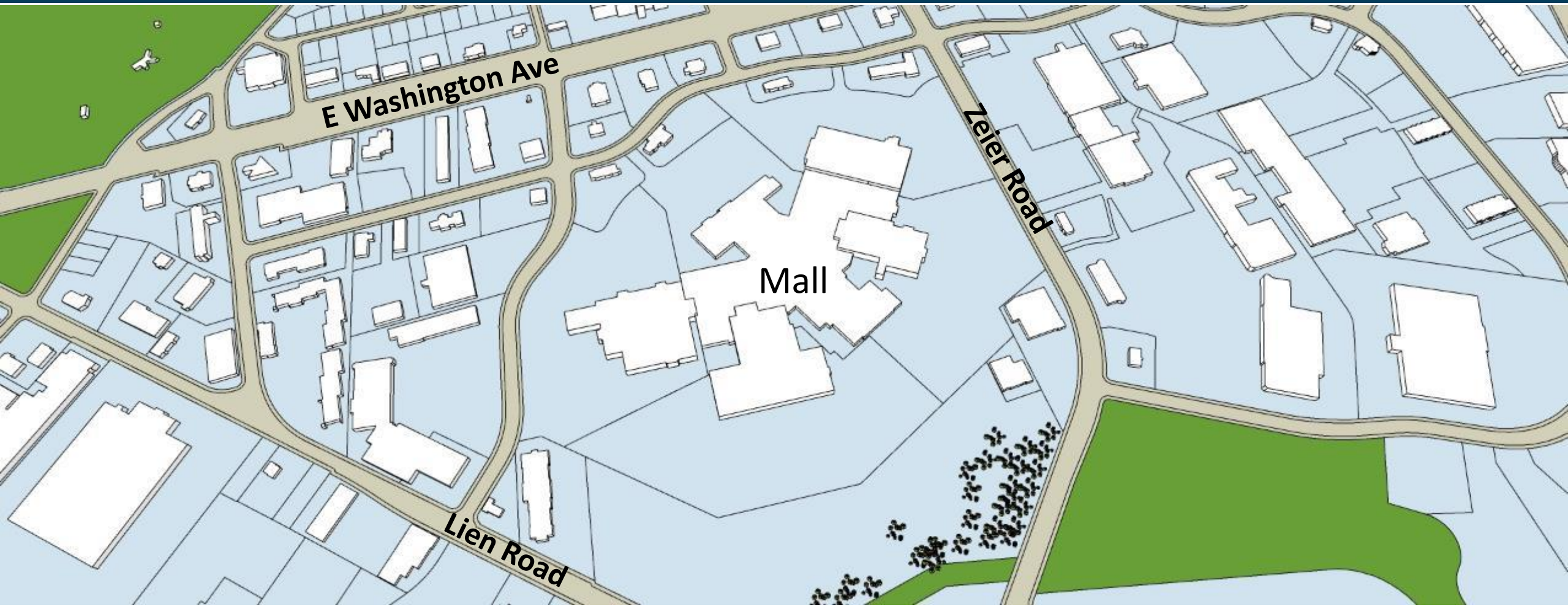
- Phase 1
- Phase 2

- Planning Area

0 500 1,000 Feet

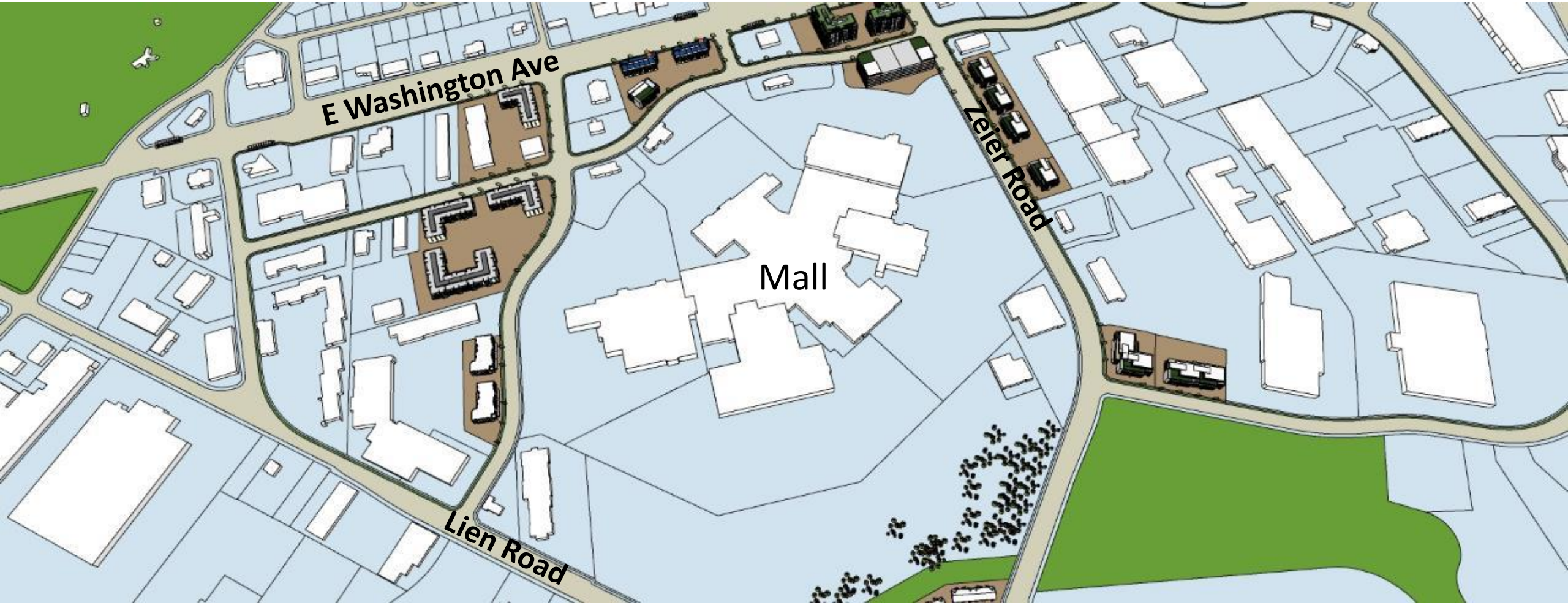
DRAFT Conceptual Development Phasing Model

Existing Condition



Potential Phase 1

BRT and Infill on Existing Lots from May 2021 Public Meetings



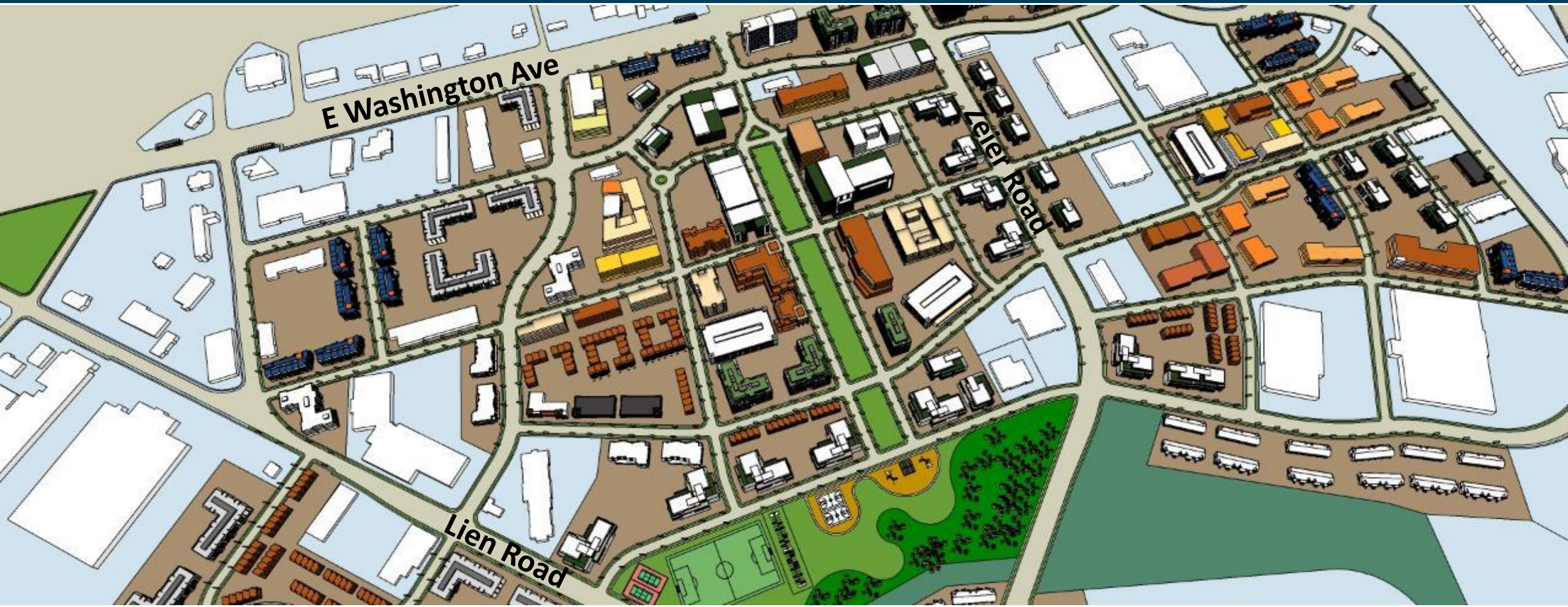
Potential Phase 2

New streets and new development from May 2021 Public Meetings

Potential Phase 3

Partial Mall Demo, with added Re-development from May 2021 Public Meetings

Potential Phase 4
from May 2021 Public Meetings



Estimated Timeline

Estimated Timeframe	Activity
September 2021	Phase 2 BCC meetings, EDC, BPC, TPPB, HSC,PC (in September)
October 2021	Draft Plan Recommendations document
Early November 2021	Phase 3 public meetings
December 2021	Introduce East Towne Area Plan at Common Council; referral to Boards, Committees, and Commissions (BCCs)
January 2022	BCC review (Plan Commission, Board of Park Commissioners, Economic Development Committee, Transportation Policy and Planning Board are expected referrals)
January 2022	Common Council – consider adoption

Discussion

- Do you have any ideas for changes to the proposed street network to help support transformation of this area into a vibrant mixed-use neighborhood?
- Do you have any suggested changes to the street cross-sections to help facilitate more efficient, safe and enjoyable movement of pedestrians, bicyclists and Metro riders?
- BRT will be up and running along E. Washington Ave. in 2024. The BRT stations are shown on Maps E and F. How can this plan make BRT a success?
- Do have any suggested changes to the proposed bicycle network for safer, more enjoyable and more efficient movement of pedestrians and bicyclists?
- Do you have and ideas for changes to the proposed extension of Independence Lane with urban plaza space so that it is an enjoyable place to gather, safe and easy to access, and vehicles can still navigate the area effectively?
- What other transportation-related ideas do you have to help facilitate creation of a central gathering place that attracts people to the area?
- What are we missing?

Wrap-Up

- **Project web page:** cityofmadison.com/EastTownePlan
  - Materials from past meetings/events
- **Project contacts:**
  - Rebecca Cnare: rcnare@cityofmadison.com
  - Linda Horvath: lhorvath@cityofmadison.com