



Department of Planning & Community & Economic Development

## Planning Division

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**To:** Urban Design Commission

**From:** Greater East Towne Area Planning Team  
(Rebecca Cnare, Linda Horvath, Kirstie Laatsch, Ryan Jonely, Chris Wells, Bill Fruhling)

**Date:** November 17, 2021

**Subject:** Greater East Towne Area Plan Project Update

The City of Madison has been concurrently planning for the futures of both the Odana Area and the Greater East Towne Area. The *Odana Area Plan* received final approval from the Common Council on September 21, 2021. The Greater East Towne Area Plan (GETAP) focuses on the area roughly bounded by the railroad tracks on the south, East Washington Avenue on the north, Interstate 90/94/39 on the east and Mendota Street on the west. Select draft maps are included at the end of this memo.

### **Plan Overview**

Regional growth projections show that over the next 15-25 years, the planning area could easily support an additional 2,500+ housing units. Longer term, a full build-out of the area could accommodate 16,000 people, 9,500 new dwelling units and 27,000 new employees or more than what currently exists on the site.

The draft plan provides a framework to help the greater East Towne Mall area thrive and evolve. It proposes the establishment of new and complete neighborhoods to support thousands of new residents and commercial uses in underutilized areas within the planning boundary. Across the country, malls have taken advantage of new retail trends and adjacent developments to re-imagine themselves by redeveloping parts or all of the existing mall structure. This plan allows the mall to be flexible to respond to those trends over time. Staff believes that extensive infill and redevelopment is possible with or without the redevelopment of the East Towne Mall, although redevelopment of some or all of the mall area would facilitate much more additional economic and residential growth. This plan builds upon the 2018 *Comprehensive Plan* and proposes flexible land use recommendations as there is substantial uncertainty stemming from market factors and the scale of sites within the greater East Towne area.

The draft plan also accommodates enhanced transit service, including the growth of the Bus Rapid Transit line. The proposed street, bicycle and pedestrian networks will increase connectivity and development opportunities.

### **Guiding Principles**

Based on the City's 2018 Comprehensive Plan and a robust public participation process that emphasized building relationships with historically underrepresented communities, the staff team developed several

principles that have guided development of concepts, and will continue to guide development of recommendations as our team finalizes the plan: Creating a Place; Focusing on Mobility; Community Wealth Building; Centering Nature and Sustainability; and Resiliency.

### **Design & Implementation Guidelines**

In addition to the larger overarching Guiding Principles, the plan includes Design & Implementation Guidelines to shape redevelopment, programming, and policy within the planning area. These Guidelines are summarized below:

1. Increase connectivity, walkability, and bikeability
2. Ensure new streets are designed for both people and transportation
3. New buildings should front public streets
4. Focus density along planned BRT corridor
5. Allow a range of building scales to encourage diversity in housing options
6. Maintain mixed-use cores
7. Incorporate open space as a focal point
8. Increase tree canopy coverage, reduce impervious surfaces, and improve stormwater management
9. Allow for creative reuse of existing viable buildings
10. Create welcoming space
11. Create a resilient framework that can be implemented in phases

### **Urban Design District Recommendations**

The plan contains the following specific recommendations regarding Urban Design District 5:

1. Revise Urban Design District (UDD) number 5 (MGO section 33.24(12)) to reflect and implement the design recommendations of this Plan, including those found in (Appendix \_\_\_\_). Extend UDD 5 to the Interstate and also explore expanding it to include key sites south of East Washington Avenue.
2. Consider utilizing transit-oriented development (TOD) overlay zoning as necessary to implement the land use, design, and transportation goals of this Plan if not adequately addressed in the revised UDD 5.

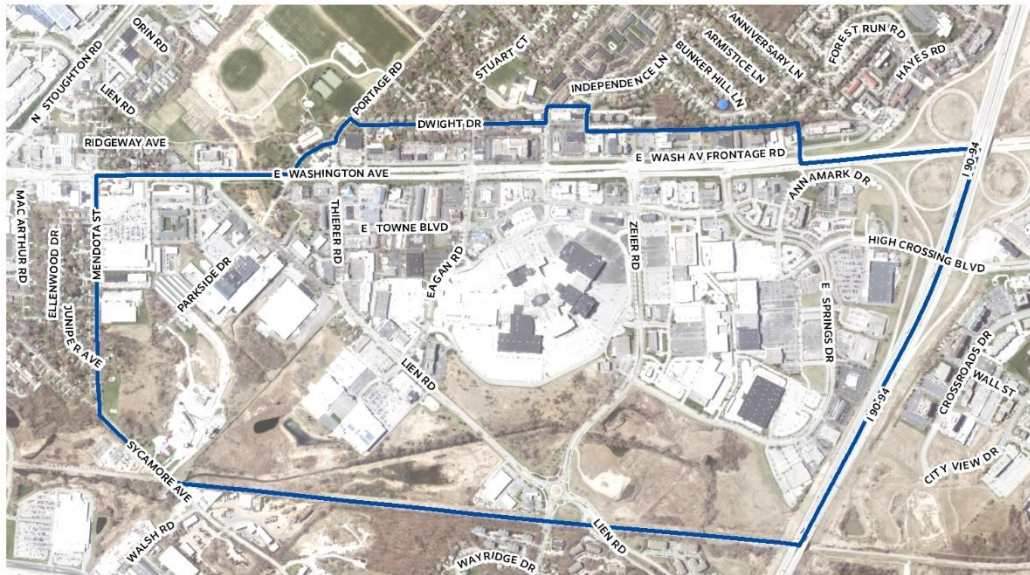
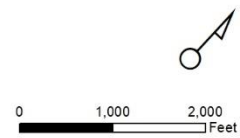
### **Next Steps/Timeline**

Staff anticipates moving forward with the GETAP process according to the following approximate timeline:

<b>Estimated Timeframe</b>	<b>Activity</b>
Fall 2021	Visit BCCs for topic-specific review/discussions; Conduct RESJI Analysis; Revise concepts based on public and BCC feedback; Draft plan text
November - December 2021	Release draft document with revised concepts/maps; Hold Phase III public meetings and finalize plan document
January 4, 2022	Common Council Introduction and referral to BCCs
February/March 2022	Common Council Adoption

### Greater East Towne Planning Area

 Planning Area



### East Towne Comparison to Downtown

 Planning Area





