



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved EMERSON EAST-EKEN PARK-YAHARA NEIGHBORHOOD PLAN STEERING COMMITTEE

Thursday, August 7, 2014

5:30 PM

Hawthorne Branch Library
Community Room
2707 E. Washington Ave.

CALL TO ORDER / ROLL CALL

Present: 5 - Arthur M. Hackett; Amy L. Klusmeier; Douglas J. Buege; Aaron E. Onsrud and Daniel S. Grubb

Excused: 2 - Adrienne Sella and David A. Albino

City Alders and Staff: Alder Ledell Zellers, District 2; Linda Horvath, Ryan Jonely, Evan Kind and Angela Puerta, City of Madison Planning & Community & Economic Development

General Public: Donna Collingwood, East Johnson St.

APPROVAL OF May 28, 2014 MINUTES

A motion was made by Onsrud, seconded by Klusmeier, to move approval of the May 28, 2014 Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

1. [32849](#) General Business

Plan Process Update

- Draft issues and goals for SC review - mid September
- Draft recommendations for SC review - October
- Public open house - November
- Draft implementation strategy and outreach November - January 2015
- Final draft plan and open house - February 2015
- Final draft plan introduced to Common Council - March 2015

2. [32851](#)

Plan Development

City staff presented a slide-show divided into 8 key areas of the EEPY neighborhood. Each slide showed various images with different urban design best practices and architectural features that could be applicable to the study area.

Area No. 1 - Winnebago/E. Washington/North St.

This is a major entryway into the Emerson and Eken Park Neighborhoods. We should determine the message we want to send about the neighborhoods and any development should reflect that message. The general thinking is that the building in Image D fits best with surrounding architectural designs, massing and heights. However, some thought it's what Madisonians are used to seeing and this corner could use an eye catching building such as that in Image C. The bold colors and modern style of the Image C building are appealing as is the landscaping. Density at this location is also desirable.

Home Savings Bank, 3762 E. Washington Ave., was pointed to as having an appealing architectural design, building materials, and an appropriate height and mass for the Union Corners area. It's bold but does not stand out too strongly. The SC would like mixed-use structures.

There is a lack of connectivity between the north and south sides of E. Washington Ave. and a commercial anchor on the north side of the street could help. There is a desire for outdoor activities like outdoor dining spaces. Should also be strategic about how much commercial is being built in relation to the actual market for it.

Area No. 2 - 2421 E. Johnson St. Emerson Elementary School

The SC liked all of the improvement ideas shown for the playground. Perhaps a gazebo could be included that doubles as a climbing apparatus for kids. There is a group of residents who have been gathering to make improvements to the playground. A few months ago, they sanded and repainted some of the equipment. The school reapplied the stage. The SC is invited to help the playground improvement group on August 14th and 15th.

Area No. 3 - 1858 E. Washington Ave.

Perhaps the public market could be located where the city garage is, since the city already owns it. An indoor farmers market with two different functions, such as fresh produce and restaurants was also suggested. In this particular area, the design is not as important as the function. Pop ups such as restaurants and retail shops were also suggested.

Image I includes a variety of building types and greenspace that could make this area an attractive destination. There could be a riverwalk corridor linked to the public market. Image K shows a building that could be part of the public market, perhaps used to sell produce. The signage in Image M is attractive and eye-catching. A community garden should be included with the public market.

Area No. 4 - 1617 Sherman Ave.

The height of the building in Image N would allow residents to see the lake view. Some liked that this building could be a transition to the apartments behind, on Fordem Avenue. Others thought the building is too large.

Image O showing an apartment building which was adapted from a former school, was not appealing to the SC as the group feels the former Sony building is not in very good condition and it would cost too much to adapt it.

There is an increasing market in Madison for cooperative housing, as shown in Image P. This would be an appealing location for it. The area could use more living options that are designed with shared spaces where people can socialize. Some liked the single family homes centered along a shared greenspace in Image Q, although there was disagreement about

much residents there would use the greenspace.

The huge parking lot is not being taken care of. It's full of weedy invasive species. It could be turned into a green space.

Area No. 5 - Fordem/N. Sherman Ave.

Consider closing Warner Dr. and continuing Burrows Rd. across the corner parcel at Burrows/Fordem Ave. to create a safer intersection that meets at right angles. Create a public plaza with the remnant portion of Sherman Ave. Also consider closing Sherman Ave. between Fordem Ave. and McGuire St. Create a greenway that would extend all the way to the lake.

Redevelop existing parcels/buildings with a mixed-use building that has residential on the upper floors and commercial on the first floor. Doctor, dental and insurance offices may locate there, along with some retail and restaurant uses. None of the buildings shown in the slide show were appealing. Kennedy Place on Winnebago St. is closer to the architectural style that the SC would like in this area. Density is desirable and height could be 4-5 stories.

Area No. 6 - 1726 Fordem Ave.

Signage for shopping center businesses should be more visible and entrance should be more clearly marked. Enhanced landscaping and public art could be added to the parking lot. Along the rail right-of-way, there is not that much that can be done. Landscaping is not necessarily a good idea since it can attract animals that may get injured or killed by trains. Public art could be considered, if allowable by the railroad.

Area No. 7 - Pennsylvania Ave./N. 6th St.

The path and landscape edge shown in Image Z would work well along the Demetral Field/Pennsylvania Ave. border. The trash/equipment screening in Image CC would work well for many of the properties in this area. Perhaps the City could create an industrial façade improvement program to encourage property owners to make this type of improvement along with other aesthetic improvements.

Area No. 8 - Commercial Ave./North St.

Building in Image DD might work at the south west corner, across from the bio-lab. Building in Image EE looks interesting, but may be too large for this corner. Housing in Image FF is more attractive than Image GG. Housing over garages such as that shown in Image GG can lead to sick building syndrome.

3. [32852](#)

Next Meeting

Plan Development
- Land Use, Housing and Urban Design Follow-up
- Draft Issues and Goals

ADJOURNMENT

A motion was made by Hackett, seconded by Buege, to Adjourn. The motion passed by voice vote/other.

Funding for the Emerson East-Eken Park-Yahara Neighborhood Plan project is supported by the City of Madison Department of Planning & Community & Economic Development, Community Development Block Grant and the U.S. Department of Housing & Urban Development.