

Northeast Area Plan



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Meeting Basics



- **This meeting is being recorded.** It is a public record subject to disclosure. By continuing to be in the meeting, you are consenting to being recorded and to this record being released to public record requestors who may see you, your home, and your family members in the recording. You have the option to turn off your camera and participate with audio only.
- Please keep **camera and mic off** until after the presentation.
- During the Q&A, use “**Raise Hand**” to ask a question.
- Please **turn mic off** after speaking to avoid background noise.
- Can use **Chat** for questions, comments, or if you have technical issues

Display



Display

Display

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**Mute
(Phone: *6)**

Display

Chat

**Raise Hand in
Reactions
(Phone: *9)**

Display

Display

Audio Video Participants Chat React Share Host tools More Leave

Northeast Area Plan Process



Winter 2022/23

- Issues, Opportunities and Priorities



Spring/Summer 2023

- Draft Plan Concepts



Fall/Winter 2023/24

- Draft Plan and Implementation Recommendations



Spring 2024

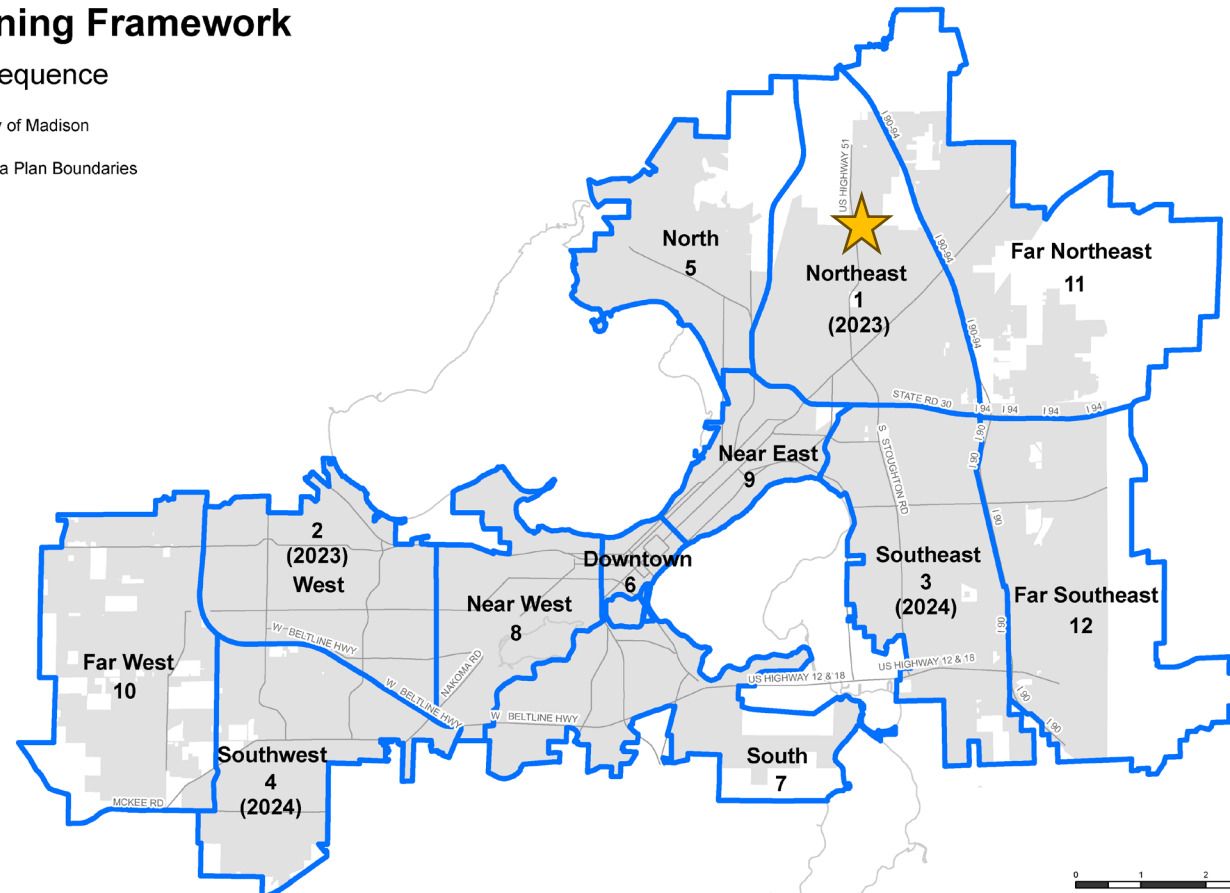
- Public review draft
- City Review and Adoption Process



Planning Framework

Plan Sequence

- City of Madison
- Area Plan Boundaries



Meetings and Outreach



In Person Community Meetings



Community Surveys



Open Houses



Community Navigators



Art Workshop



Themes in public comment



- Great parks and access to open spaces
- Concern about housing affordability
- Excitement about Bus Rapid Transit and E. Washington Ave. redevelopment
- Want pedestrian safety improvements
- Bike network is fragmented
- Concern about homelessness
- Safety: increase in crime, need lighting improvements and neighborhood traffic management



Public Review Draft Plan

Land Use and
Transportation

Green and
Resilient

Neighborhoods
and Housing

Effective
Government

Economy and
Opportunity

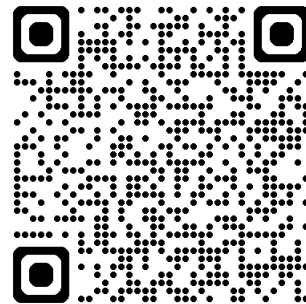
Health and
Safety

Culture and
Character

Community Action
Strategy

Chapter Contents

- What we heard
- Actions
- Partnerships



www.cityofmadison.com/NortheastPlan

CITY OF MADISON

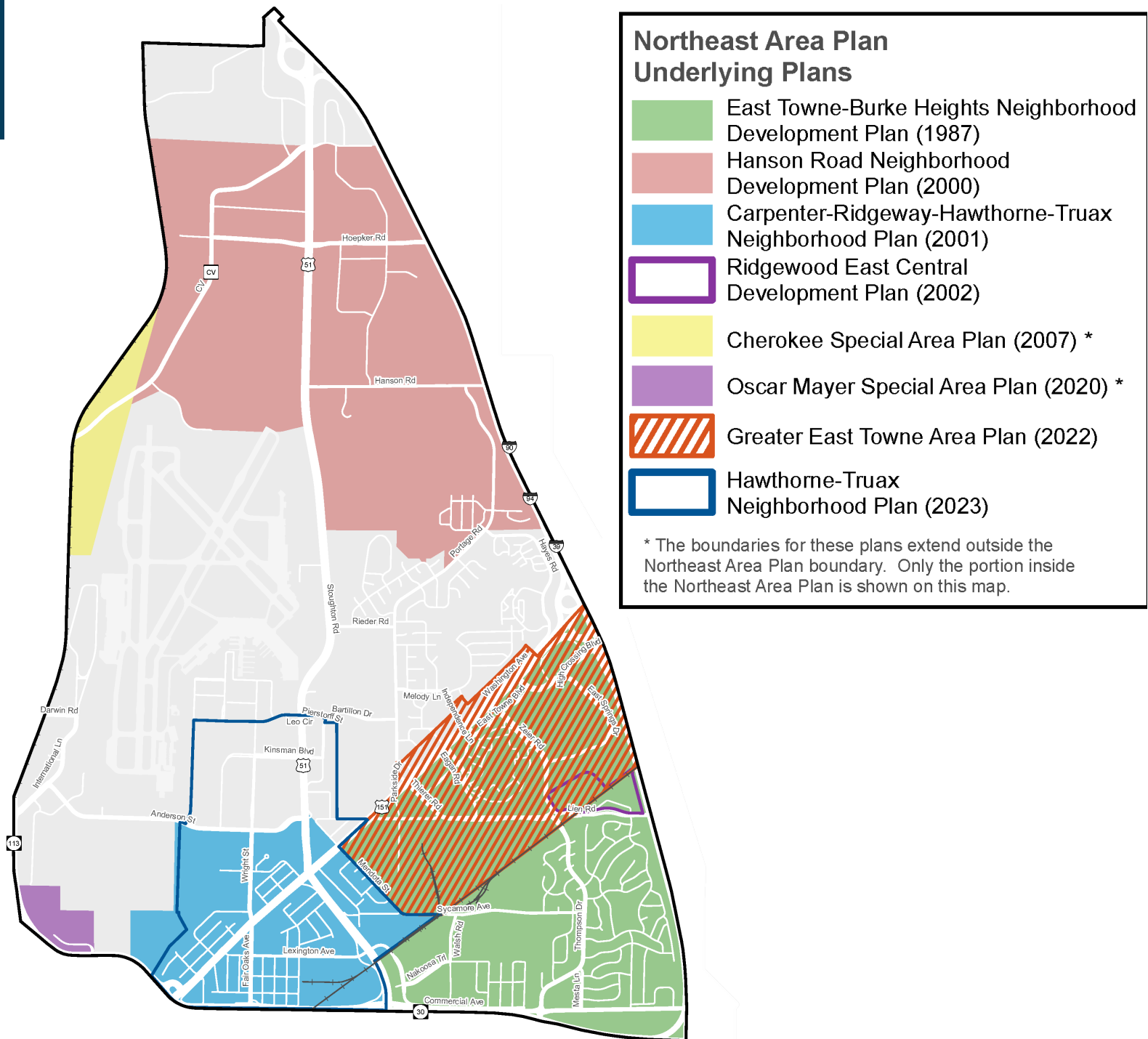
Northeast
West
Southeast
Southwest
North
Downtown
South
Near West
Near East
Far West
Far Northeast
Far Southeast

Northeast Area Plan
Public Review Draft | May 20, 2024

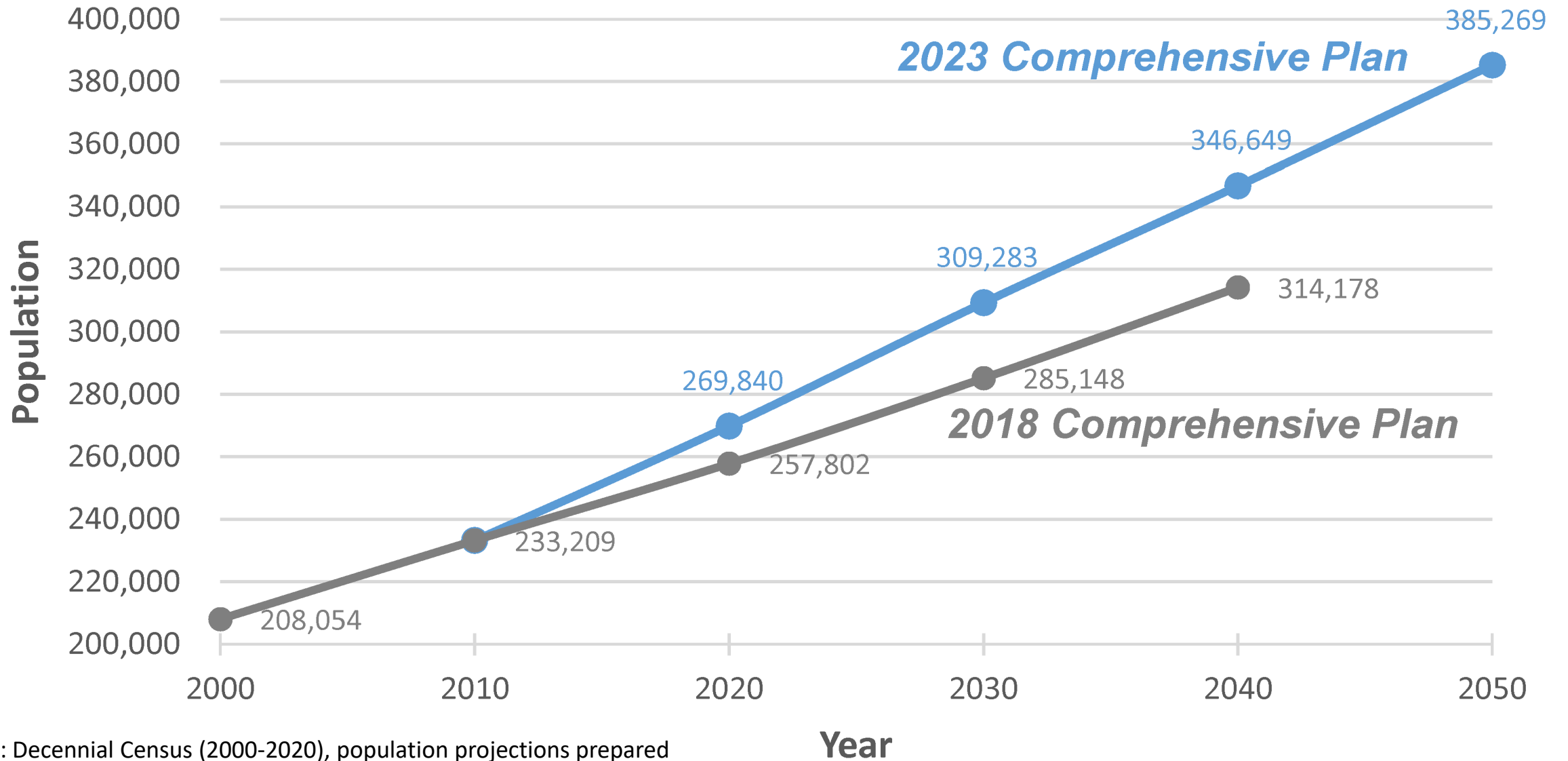
A small map of Madison, Wisconsin, showing the city's boundaries. The Northeast area is highlighted in red, corresponding to the 'Northeast Area Plan' title.

Introduction

- Existing plans to be archived with adoption of Northeast Area Plan
- Incorporated relevant recommendations into Northeast Area Plan



Introduction



Sources: Decennial Census (2000-2020), population projections prepared by the Capital Area Regional Planning Commission, Wisconsin DOA 2022 population estimate.

Land Use



Low Residential (LR)



Neighborhood Mixed-Use (NMU)



General Commercial (GC)



Low-Medium Residential (LMR)



Community Mixed-Use (CMU)



Employment (E)



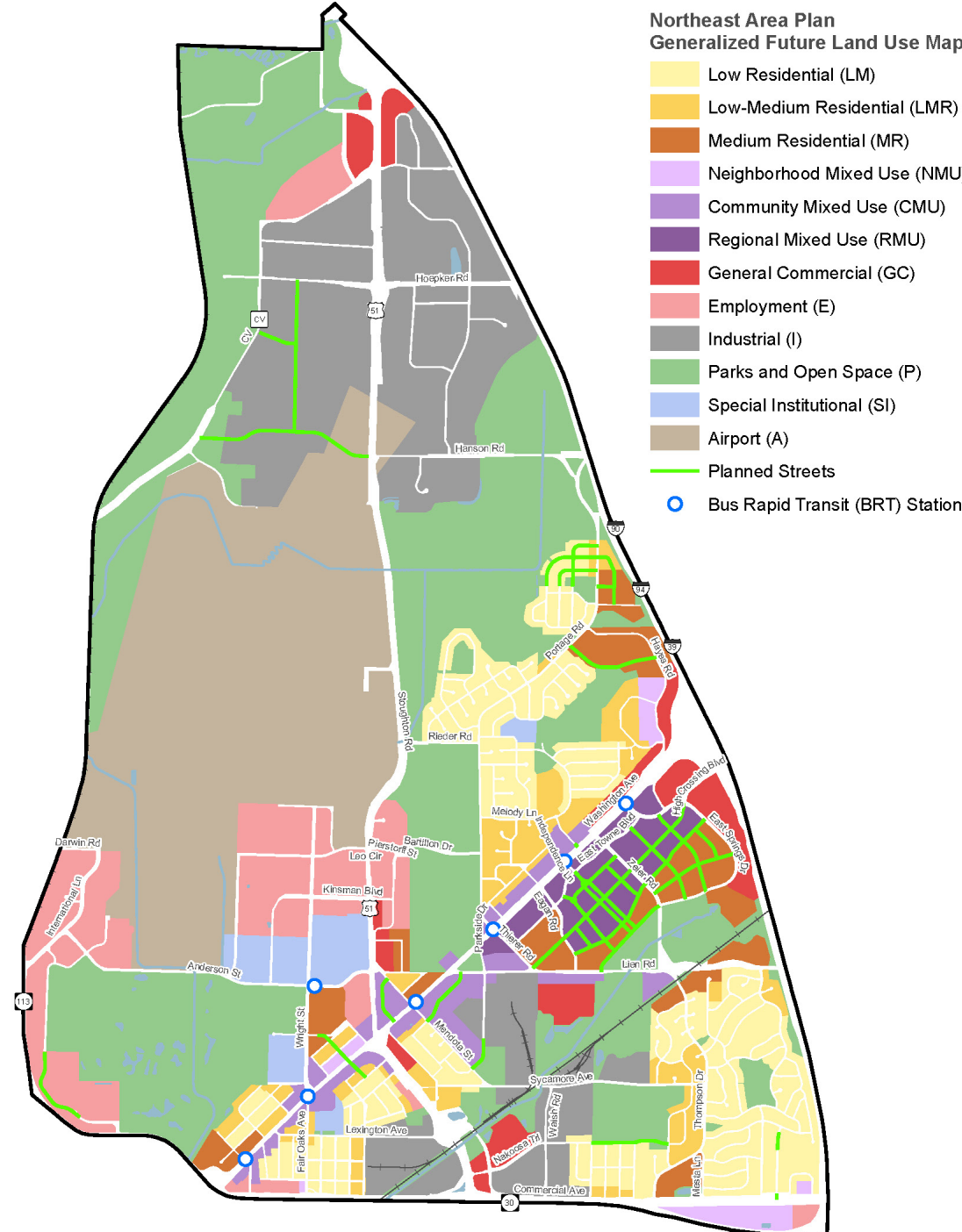
Medium Residential (MR)



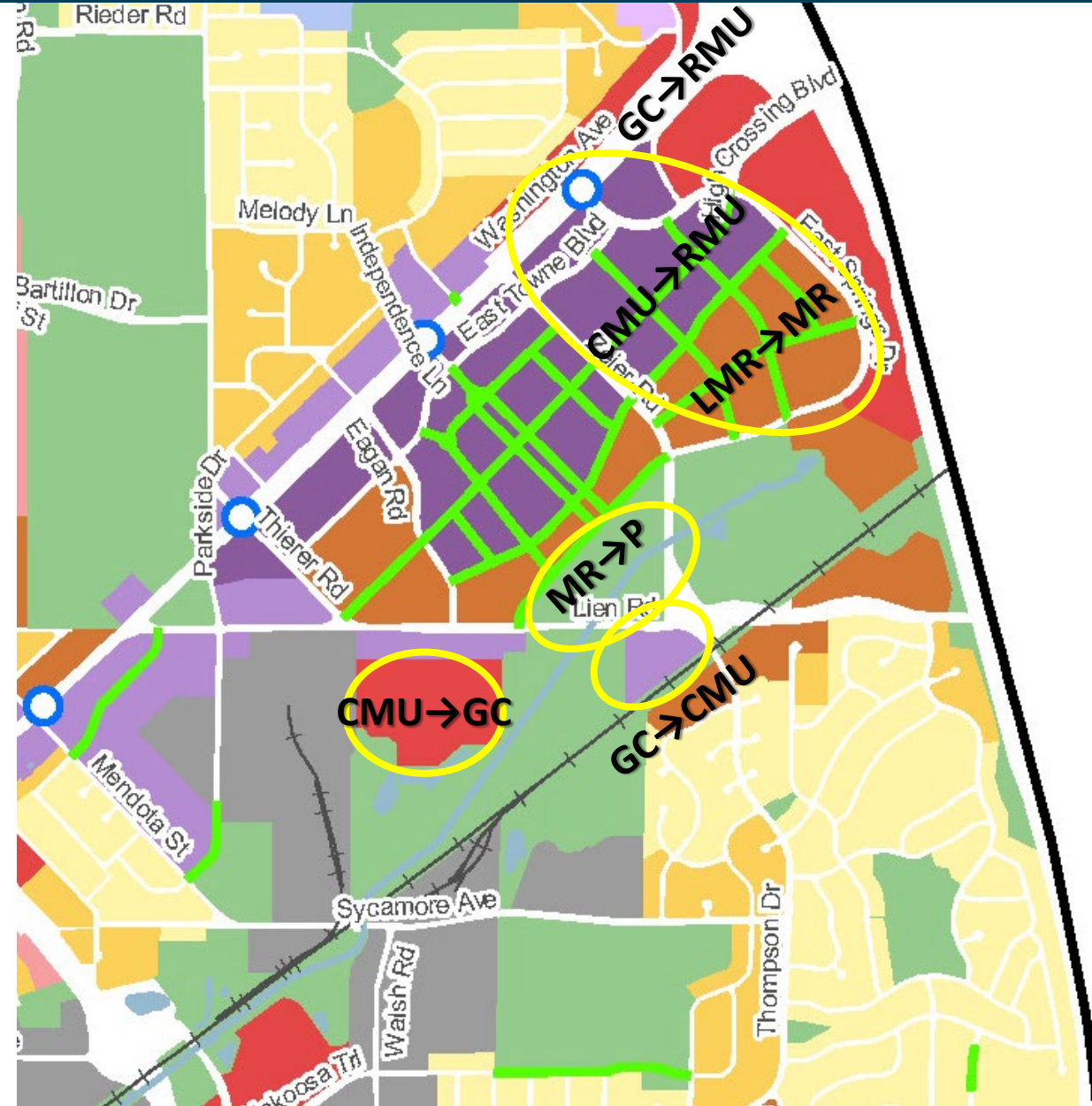
Regional Mixed-Use (RMU)



Industrial (I)



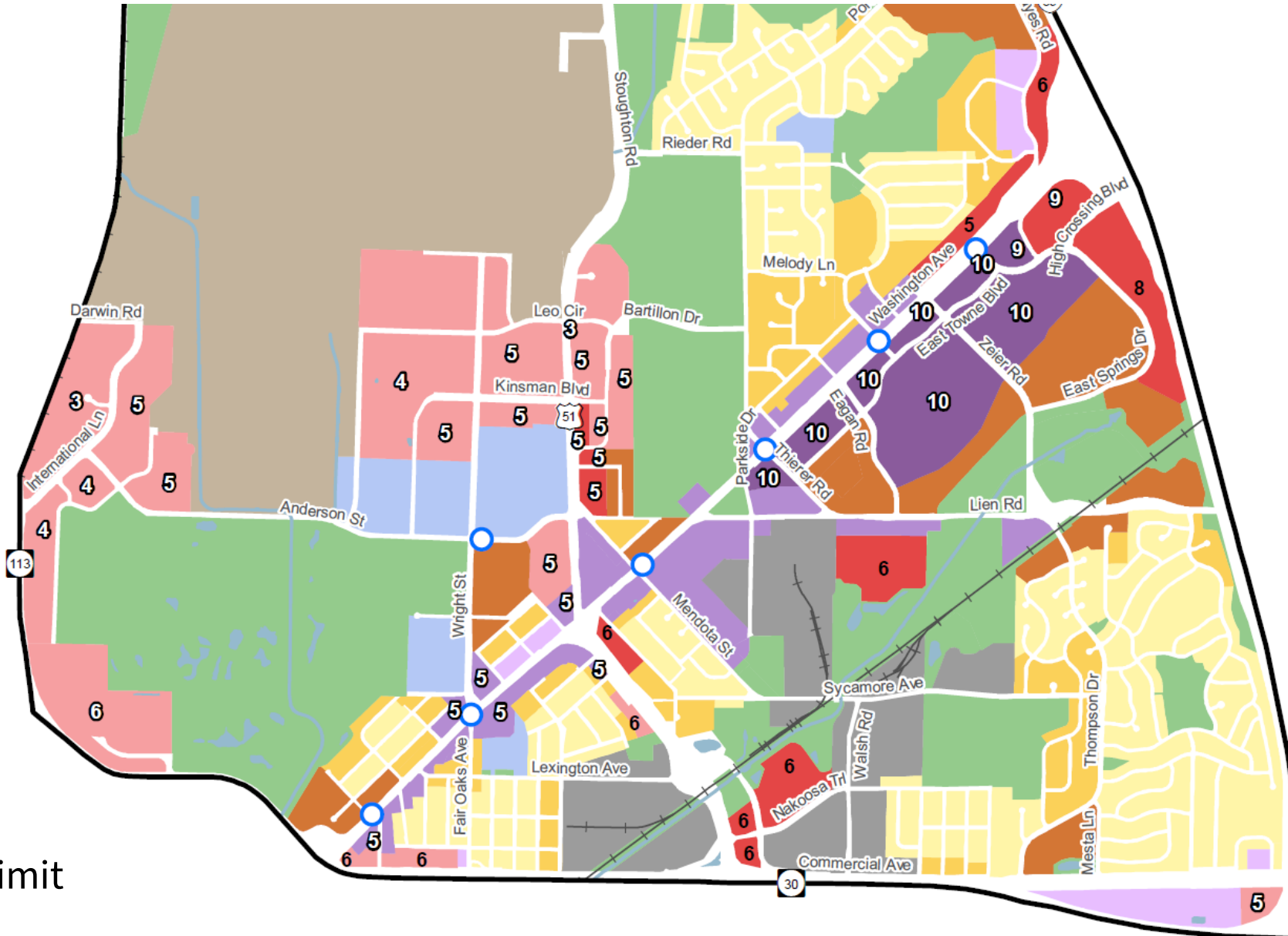
Land Use



Land Use – Building Height



- Low Residential (1-2)
- Low-Medium Residential (1-3)
- Medium Residential (2-5)
- Neighborhood Mixed Use (2-4)
- Community Mixed Use (2-6)
- Regional Mixed Use (#)
- General Commercial (#)
- Employment (#)
- Industrial (-)
- Parks and Open Space (P)
- Special Institutional (-)
- Airport (A)
- ROW
- BRT Station



White labels: Airport Height Limit

Black labels: Below Airport Height Limit

Land Use - Zoning

- Aligning land use and zoning: evaluate land use recommendations and zoning to ensure consistent regulation
- Potential Proactive Rezoning
 - Simplify future development review or approvals
 - Discourage additional residential in less appropriate area

Northeast Area Plan Proactive Rezoning

- Proactive Rezoning Recommendations
- TOD Overlay Zoning
- Potential TOD Overlay Adjustment

Residential

- SR-C1
- SR-C2
- SR-C3
- SR-V1
- SR-V2
- TR-C1
- TR-C2
- TR-C3
- TR-C4
- TR-U1
- TR-V1
- TR-V2

Special Districts

- A
- AP
- CI
- CN
- PD
- PR

Employment

- IG
- IL
- SE
- SEC
- TE

Mixed-Use & Commercial

- CC
- CC-T
- NMX
- RMX

Northeast Area Plan Proactive Rezoning

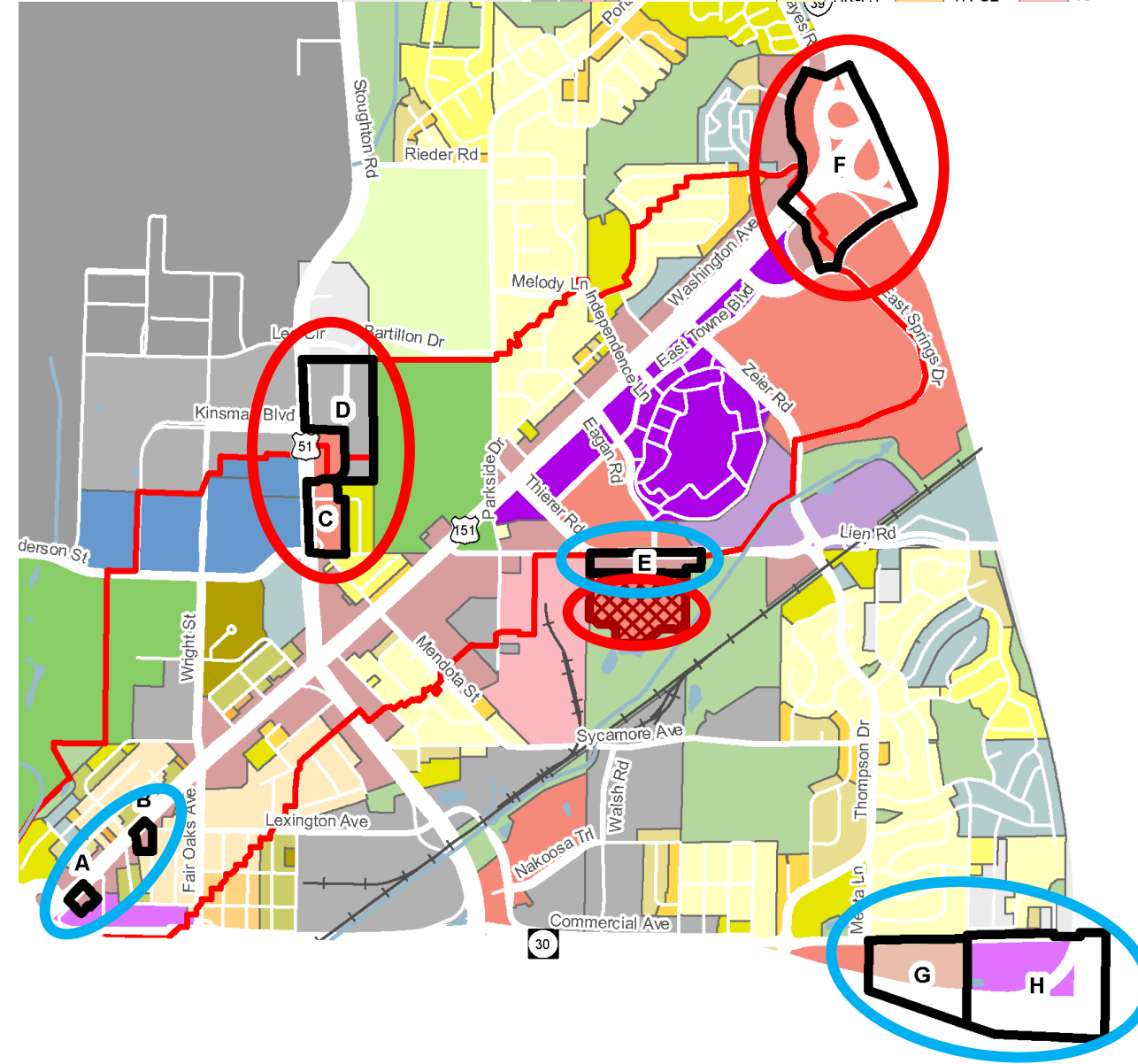
- Proactive Rezoning Recommendations
- TOD Overlay Zoning
- Potential TOD Overlay Adjustment

Residential

- SR-C1
- TR-C2

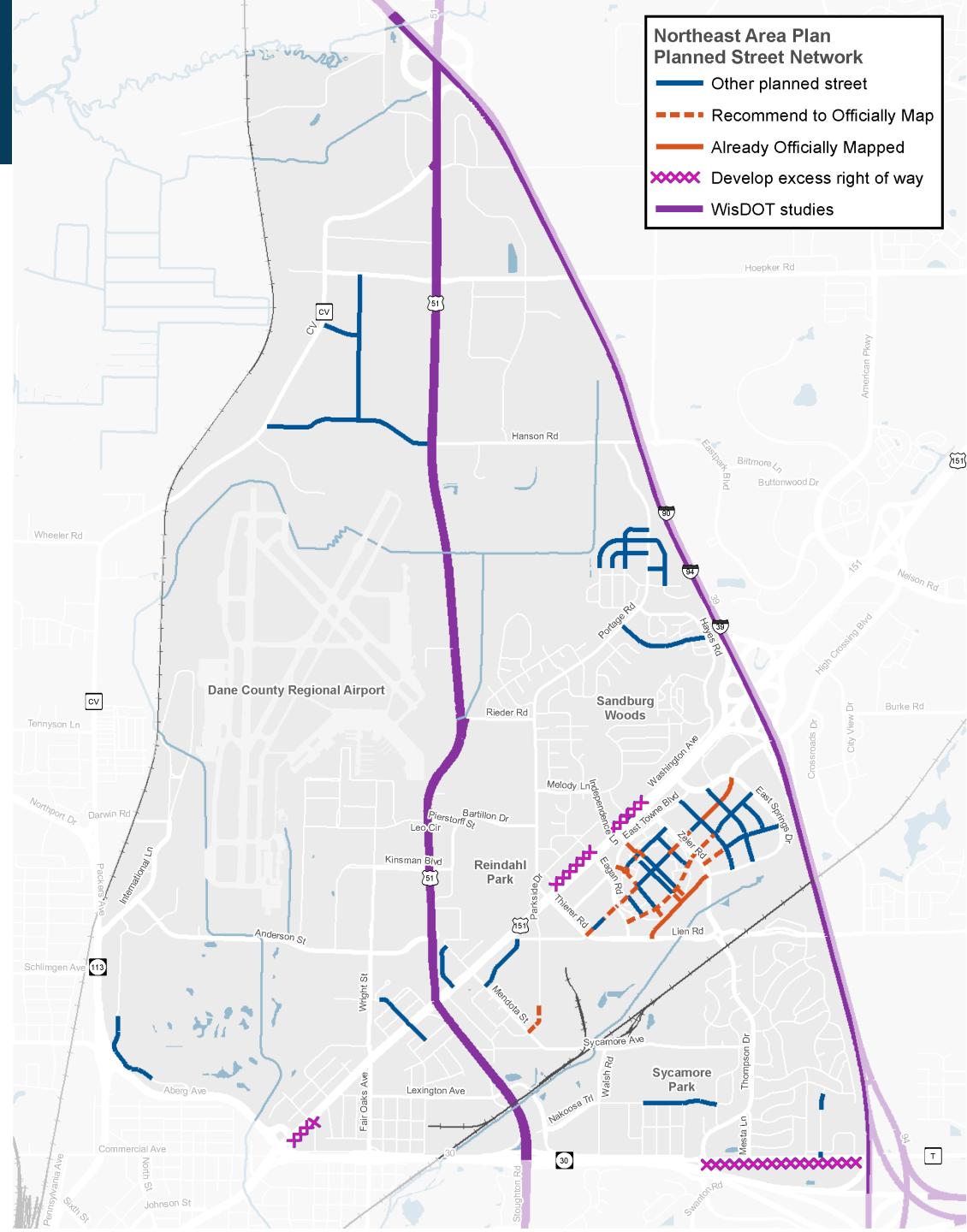
Employment

- IG



Transportation

- Streets
- Bikes
- Pedestrians
- Transit
- WisDOT studies



Transportation - Streets



Remove East
Washington Ave
Frontage Roads

Portage Rd

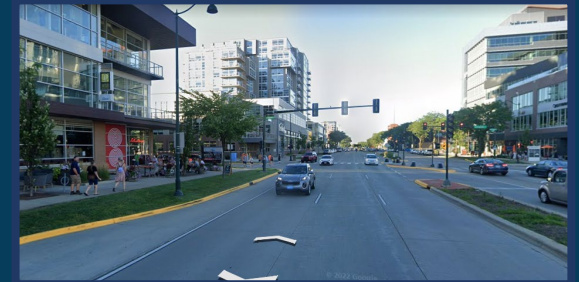
E Washington Ave

Eagan Rd

Independence Ln

Zeier Rd

Street and Development
Character:



VS.



Transportation - Streets



Neighborhood street network connections: Nakoosa Trail

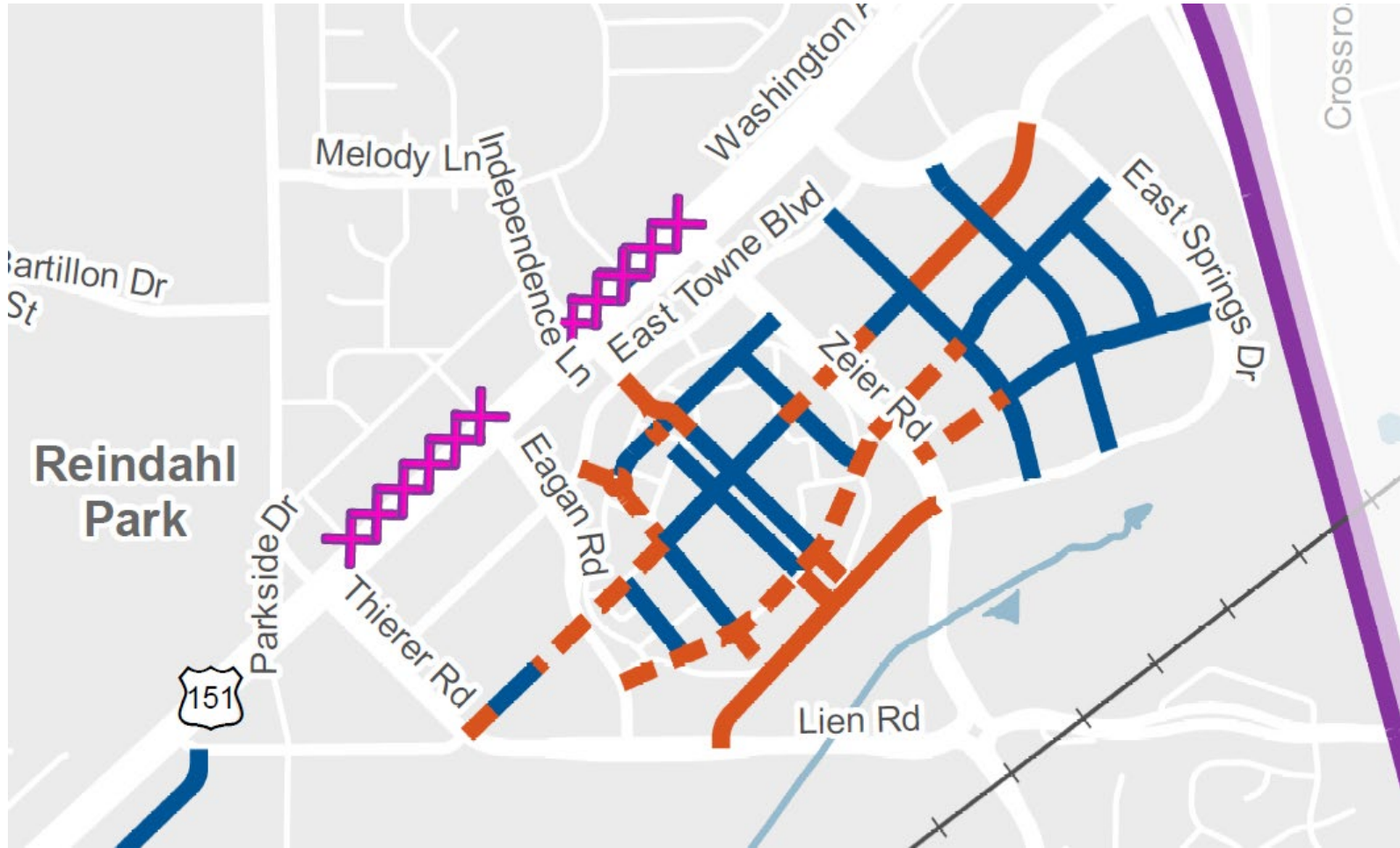


Transportation – Official Mapping



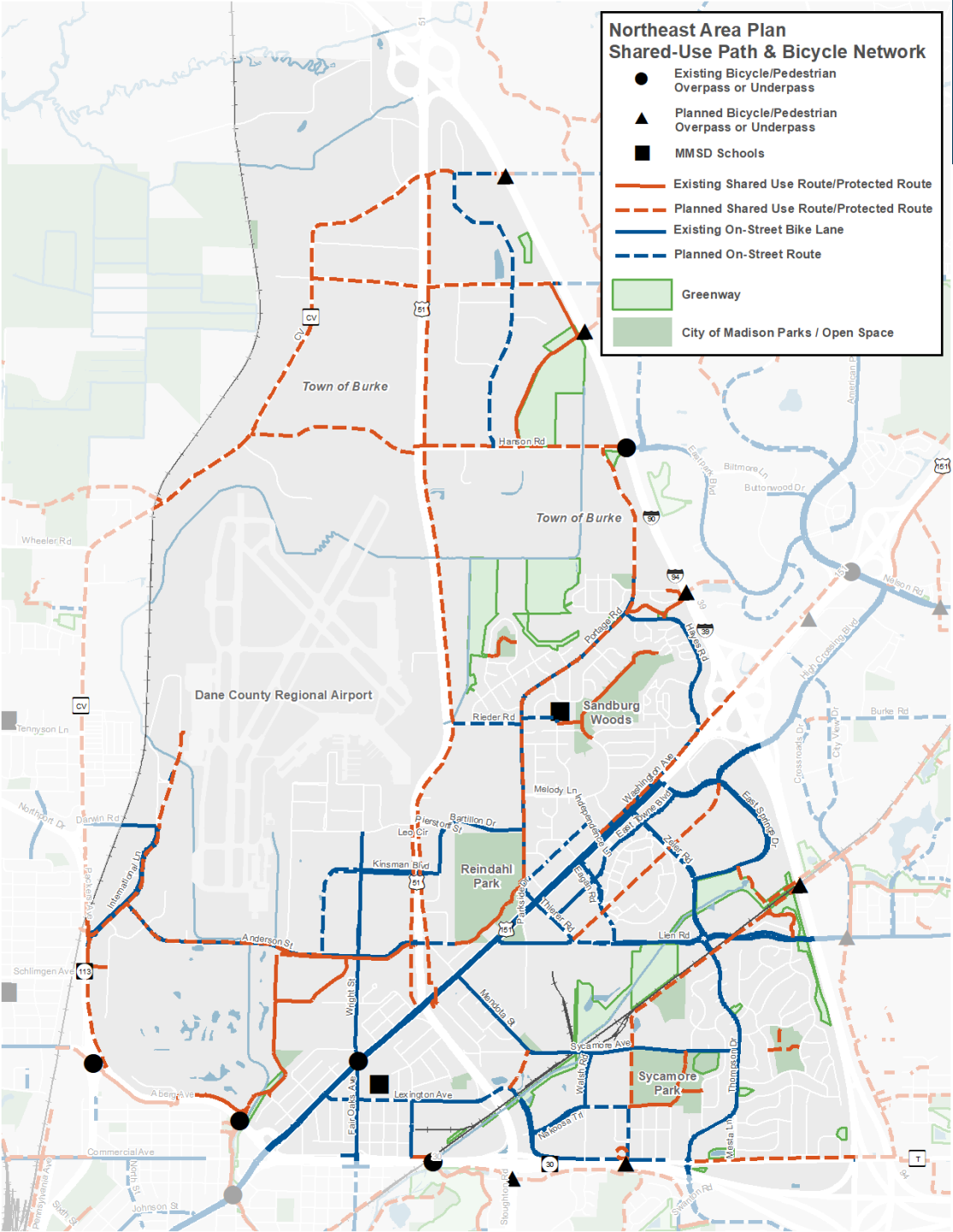
**Northeast Area Plan
Planned Street Network**

- Other planned street
- - - Recommend to Officially Map
- Already Officially Mapped
- XXXXX Develop excess right of way
- WisDOT studies



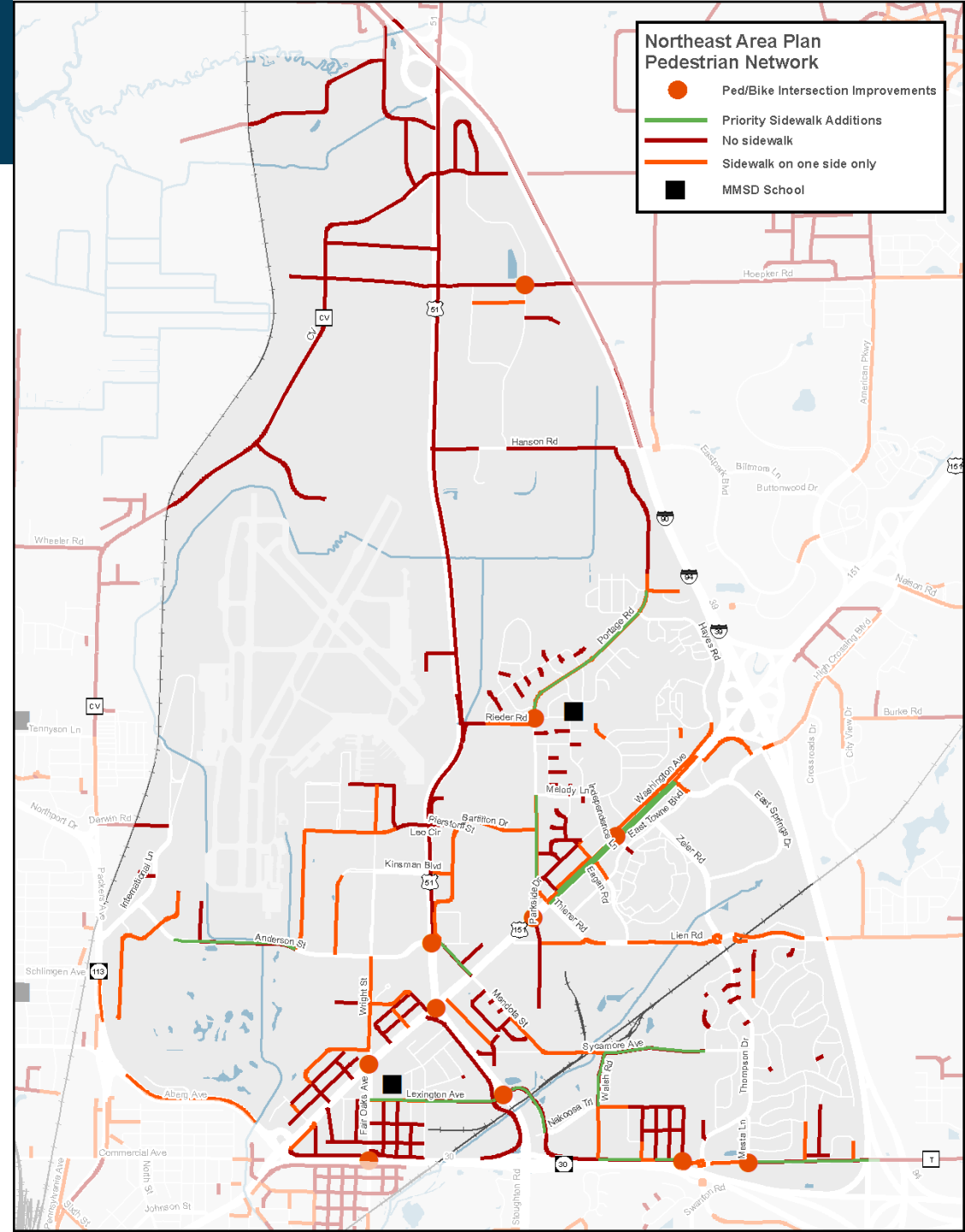
Northeast Area Plan Shared-Use Path & Bicycle Network

- Existing Bicycle/Pedestrian Overpass or Underpass
- ▲ Planned Bicycle/Pedestrian Overpass or Underpass
- MMSD Schools
- Existing Shared Use Route/Protected Route
- - - Planned Shared Use Route/Protected Route
- Existing On-Street Bike Lane
- - - Planned On-Street Route
- Greenway
- City of Madison Parks / Open Space



Northeast Area Plan Pedestrian Network

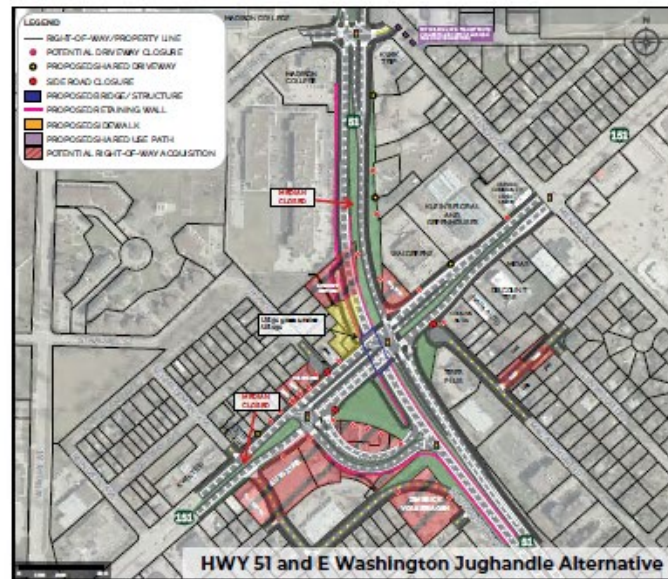
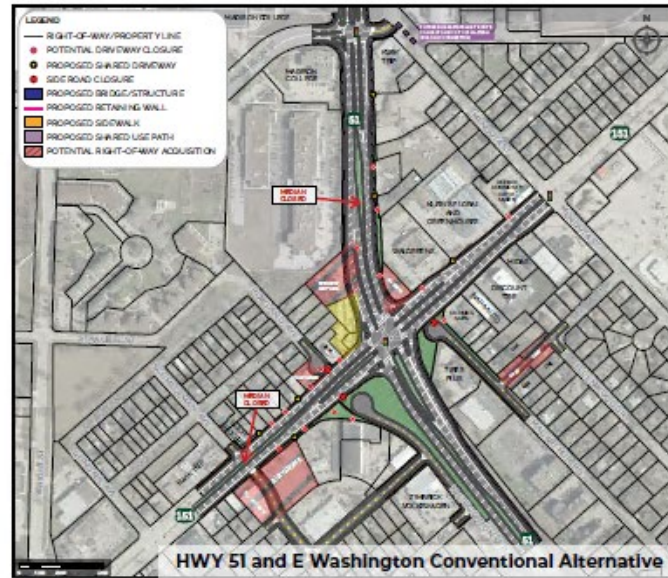
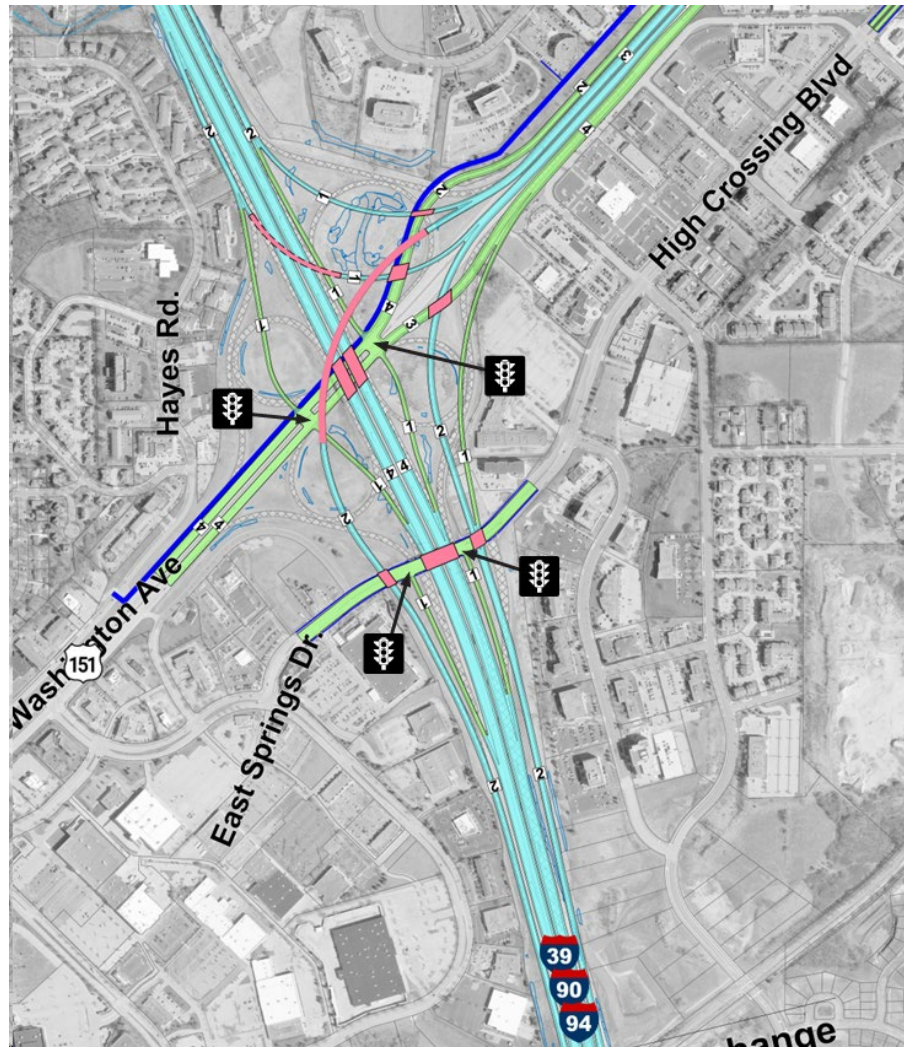
- Ped/Bike Intersection Improvements
- Priority Sidewalk Additions
- No sidewalk
- Sidewalk on one side only
- MMSD School



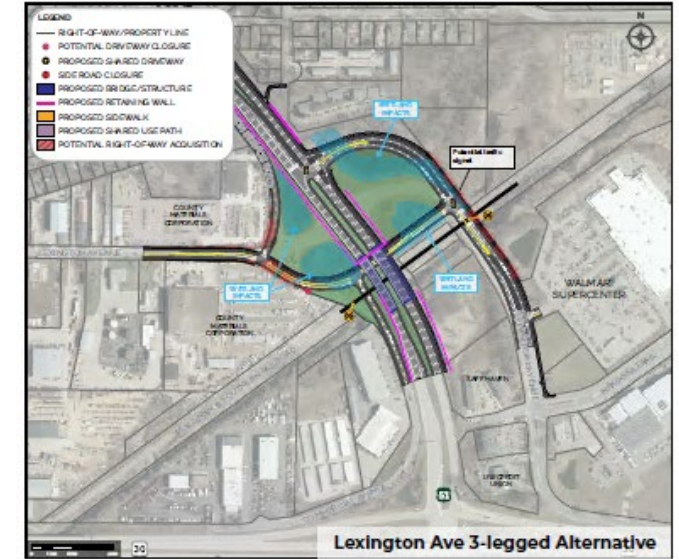
WisDOT Studies



- Hwy 51 (Stoughton Rd) →
- E. Wash & I-39/90/94



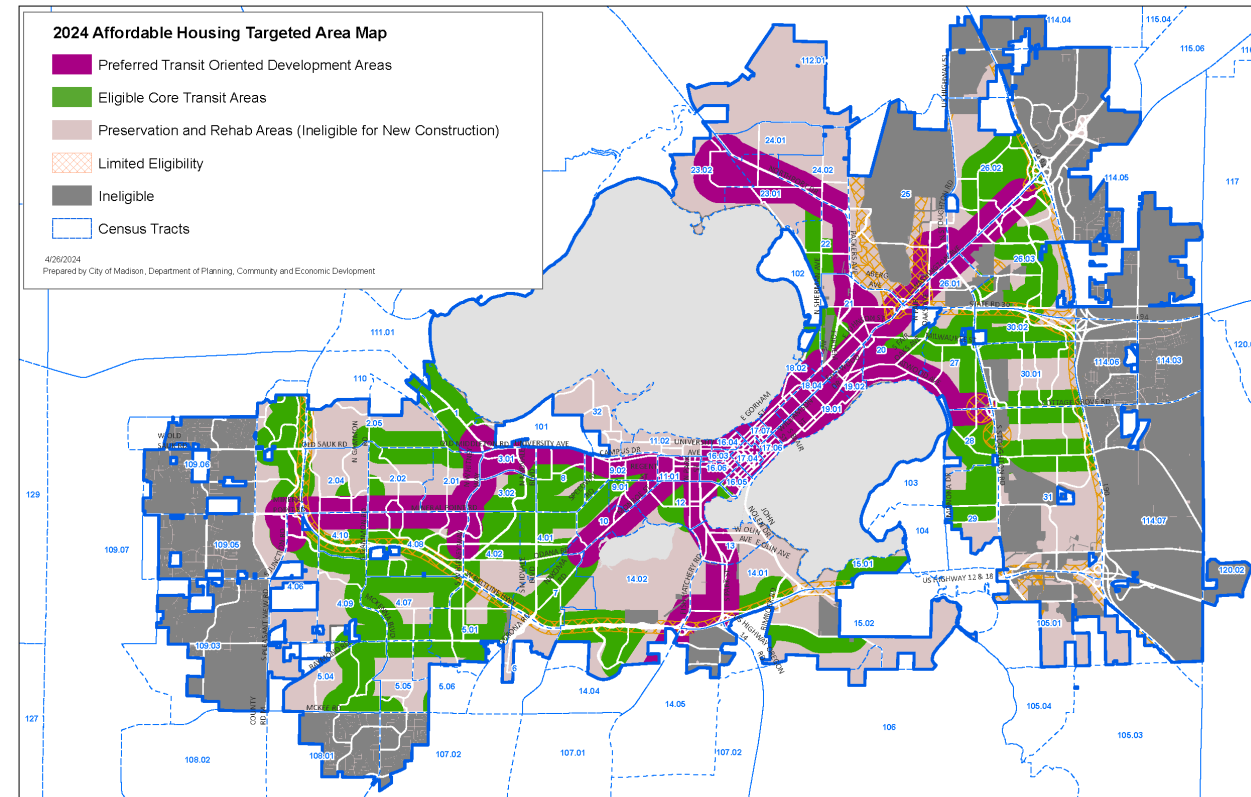
- Lexington Ave



Neighborhoods and Housing

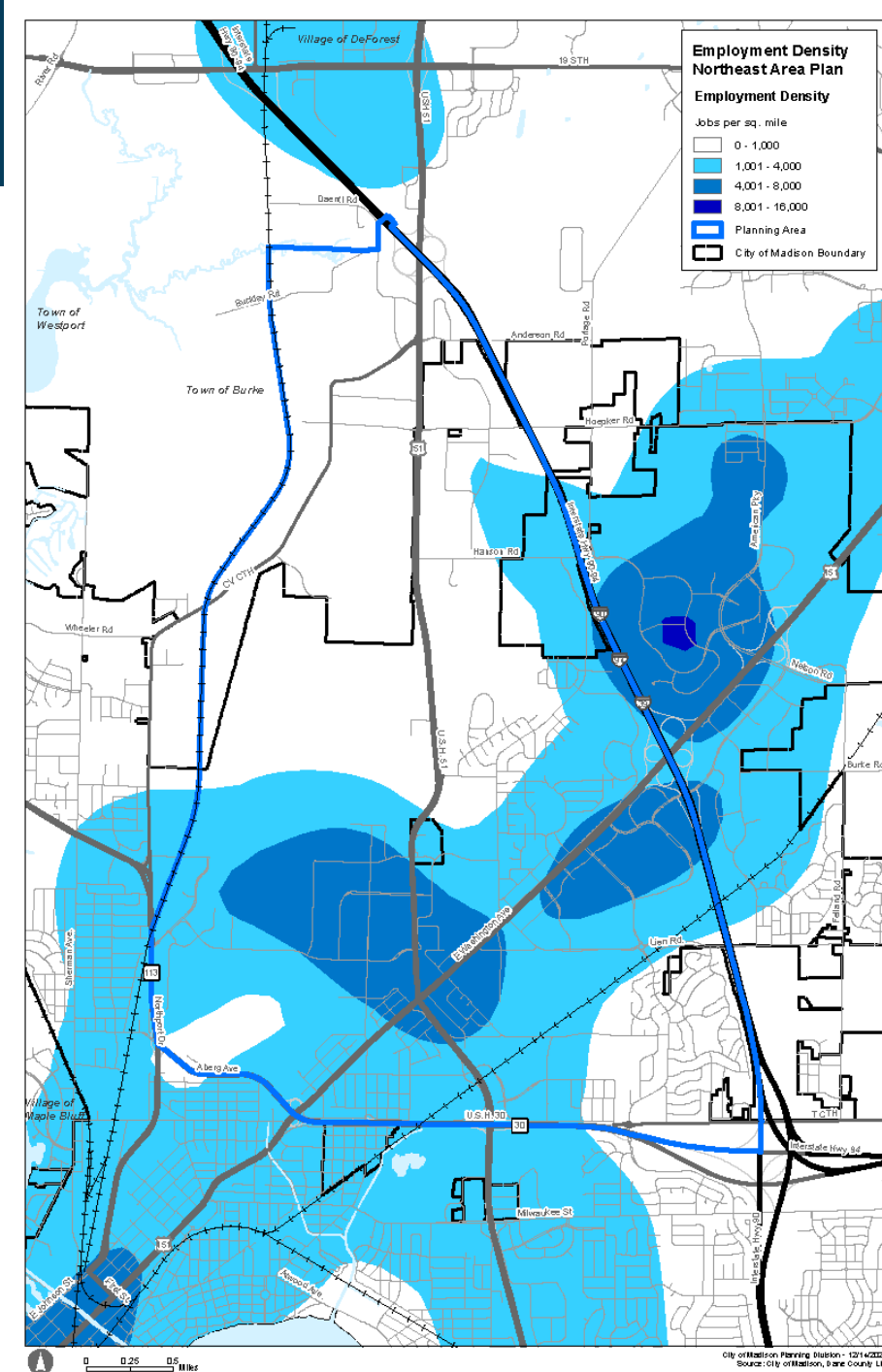


- **Incentivize affordable housing:** Affordable Housing Fund, Land Banking, and Tax Increment Financing.
- **Wider mix of rental unit sizes,** including 3-4+ bedrooms, when receiving City funding.
- Add as targeted area for the **Rental Rehab Loan Program** - improvements to existing affordable but aging rental housing properties.
- Invest in **food retail** - Healthy Retail Access Program and SEED Grants, Food Access Improvement Areas.



Economy and Opportunity

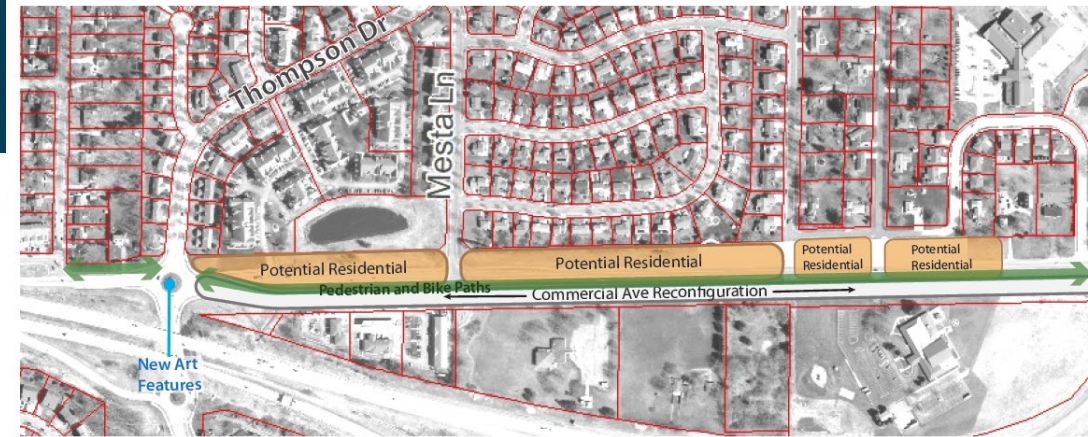
- **Enhancing the airport business area.**
- **Promote the Foreign Trade Zone** to attract businesses and employment opportunities.
- Establish a **Greater East Towne Mall Implementation Team** to assist with redevelopment.
- **Promote small business development** programs funded through **Tax Incremental Districts (TID)**.
- Utilize **Land Banking program** funds for future employment.



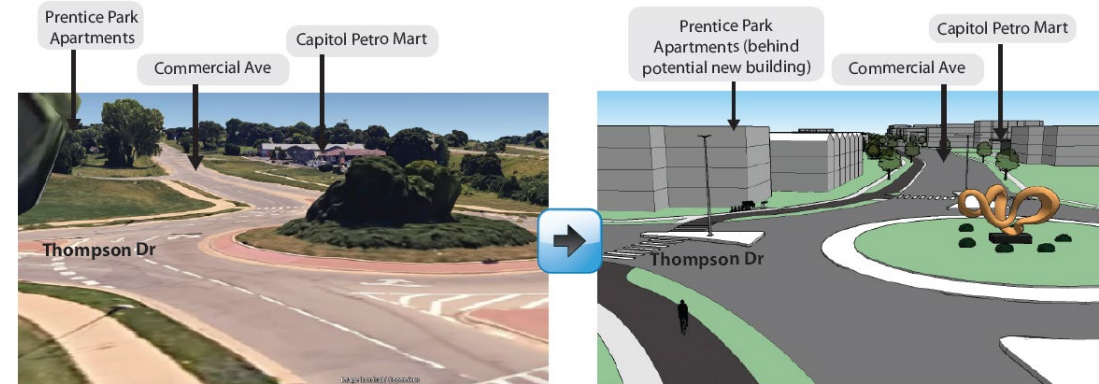
Culture And Character

- **Update Urban Design Districts (UDD).**
- Encourage festivals or **community events within parks**, including the City's Parks Alive program.
- **Add art and placemaking elements:** utility box wrap program, public art pieces, and poetry in sidewalks.
- **Promote historic preservation through the National Register process** to properties identified during historic resource survey.

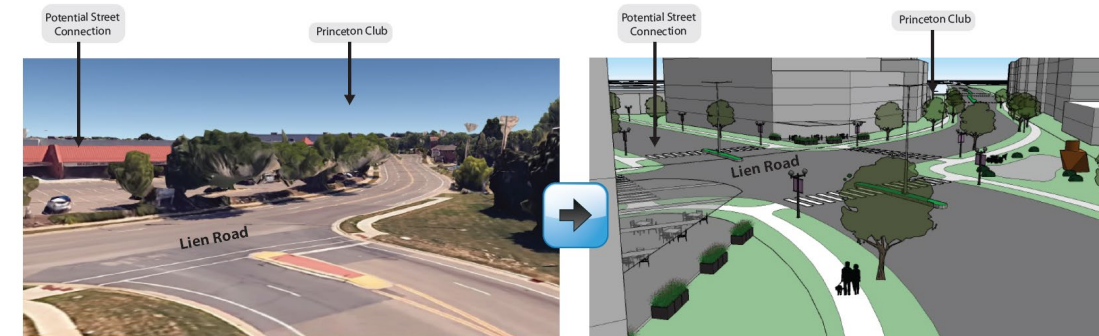
Potential Commercial Avenue Reconfiguration



Note: Redevelopment of Right-of-Way could also occur to the south or both sides of Commercial Avenue



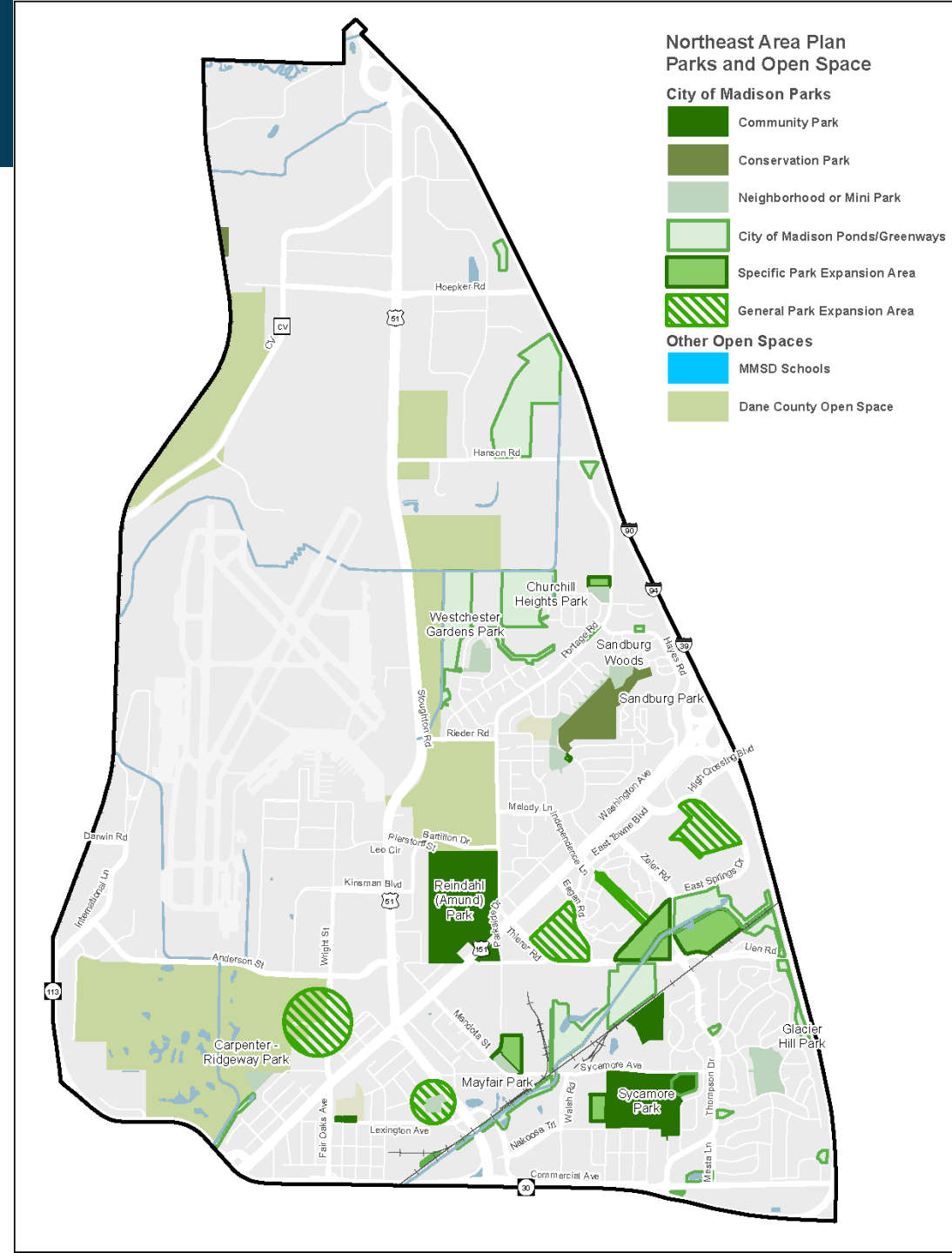
Note: These suggested changes within private land will only occur if property owners decide to redevelop.



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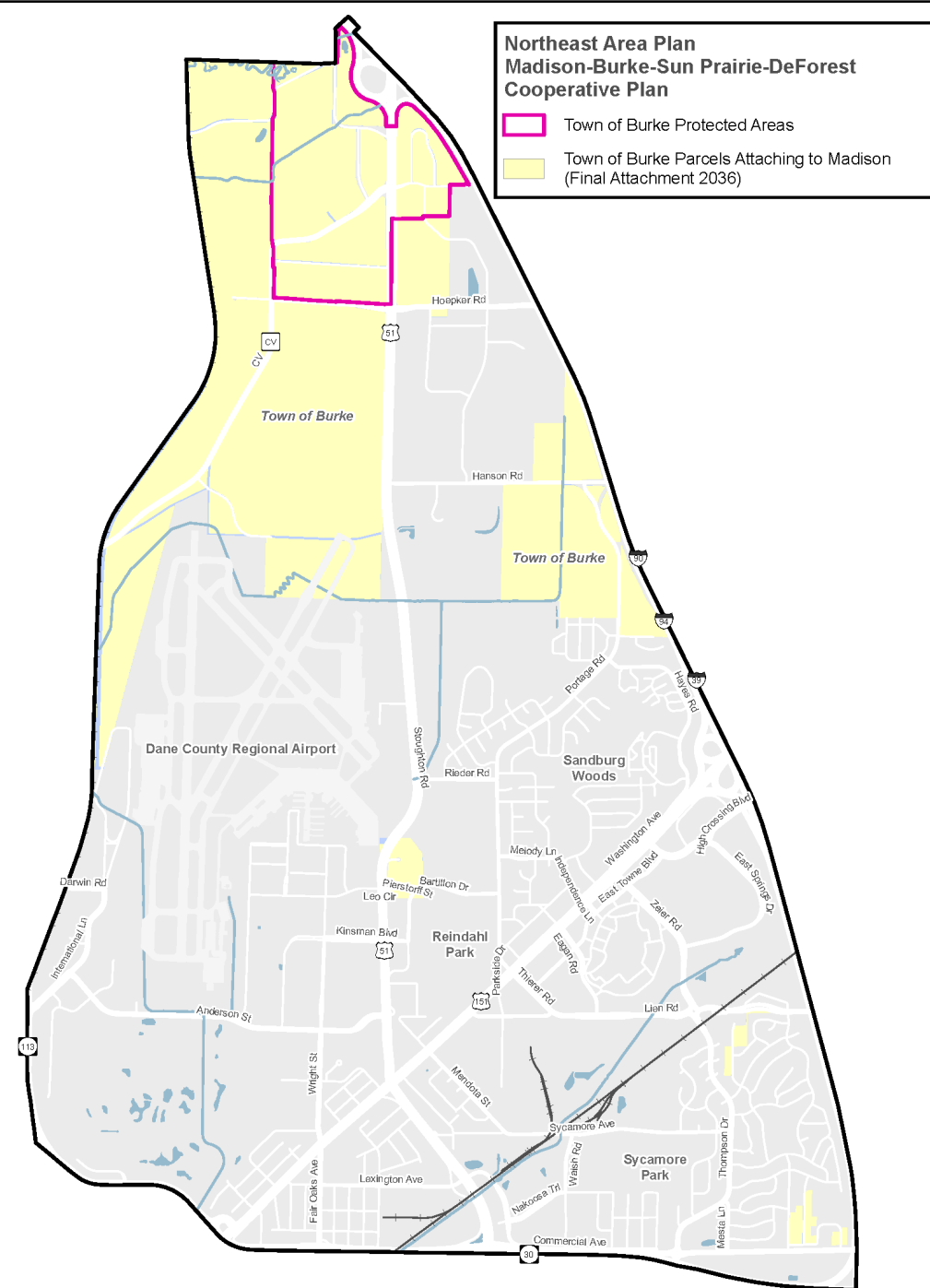
Green and Resilient

- Pursue **parkland acquisition** and expansion and **park improvements**.
- **Improve access to natural areas** to provide passive recreation opportunities.
- Evaluate for **street tree planting** sites.
- As part of the Starkweather Creek Watershed Study, **develop stormwater management and watershed protection recommendations**.



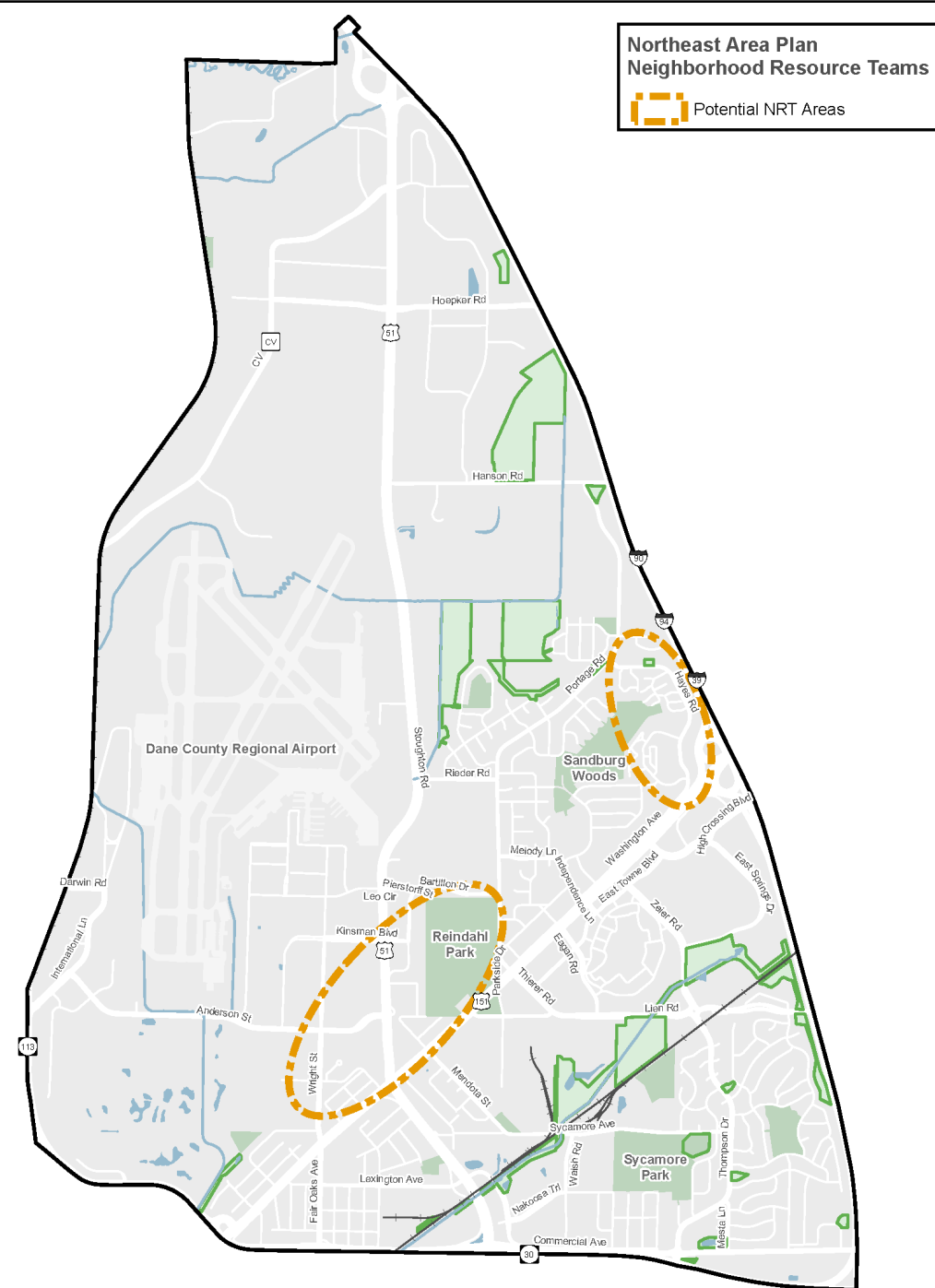
Effective Government

- Explore a **satellite service facility** at the Reindahl Imagination Center.
- Develop an **infrastructure plan for the 2036 Town of Burke attachment**.
- **Coordinate with Village of DeForest on infrastructure** to properties near Hwy 51 and CV.
- Work with various government agencies to **minimize airport noise and pursue soundproofing for noise sensitive uses**.



Health and Safety

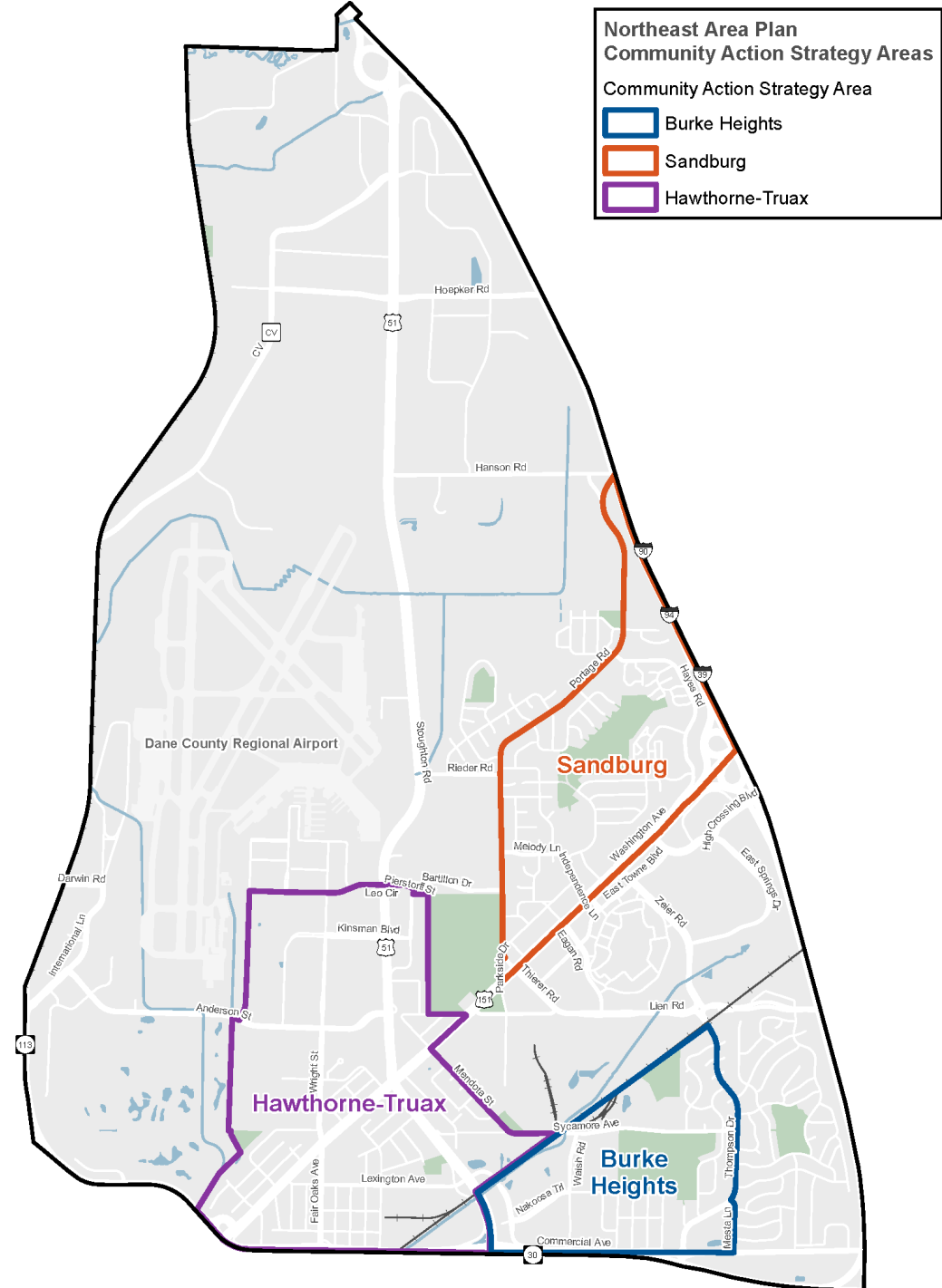
- **Establish a Neighborhood Resource Team (NRT)** to respond to potential issues.
- Incorporate **SafeGrowth strategies**.
- Conduct a comprehensive **lighting audit**
- Selectively **remove vegetation to increase visibility** near Starkweather Creek and Sycamore Park.
- Conduct **Vision Zero Speed Analysis** while actively enforcing traffic regulations along school routes.



Community Action Strategy

Sandburg, Burke Heights and Hawthorne-Truax Neighborhoods

- Capacity building
- Community and stakeholder relationships
- Small-scale physical improvements
- \$200,000-250,000 per area



Next Steps



- **Comment on draft Plan by June 16:**
 - <https://plans.cityofmadison.com/neap-draft1>
- **Plan review and adoption process: July-August**

