

Northeast Area Plan – Community Feedback

Updated July 2024

This document is a compilation of feedback from stakeholders on the *Public Review DRAFT Plan* document. It includes comments from individuals who attended public meetings in May 2024 (both virtual and in-person) and comments submitted online on the *Public Review DRAFT Pan* document, which was available online for comment through June 17, 2024.

May 29 event at Reindahl Park

Attendance: about 20-25 people

Resident 1

- Concern about the concentration of facilities/services for homeless in this area
 - Expressed compassion for these folks
 - Supports Porchlight - thinks they are a good organization - but too much in this area

Resident 2

- Likes the neighborhood - wide diversity of folks
- Picks up trash in Reindahl Park 2x/week
- Career was working with underserved populations
- Concerned about Madison's east side compared to the west side
- East Towne area could be so special - but it is not welcoming for folks
- Sad that East Towne is dying - feels like the City should do more to support businesses in the East Towne area
 - Doesn't want to drive 20 minutes to West Towne to take her granddaughter shopping
- Doesn't know why the City would locate a homeless shelter (Zeier) next to those businesses
 - Too many homeless folks in one building - these facilities should be smaller and distributed across the city
- There are so many other housing/facilities/services for homeless and other disadvantaged populations in this area
- Reindahl encampment impacted Reindahl Park and adjacent neighborhoods
 - One time a homeless person threw a stick at her. She does not feel welcome at the shelter but still goes to the park to pick up trash

Resident 3

- Concerned about the area
- Increasing police calls in the area
 - Used to see a few ambulances and police cars per month along Hayes Rd. Now it is two or three times a day.
 - Likes that the City is trying to help the homeless population but he indicated that there should be more monitoring and follow ups since many continue to use drugs and overdose.
- Hwy 51/East Wash intersection should be grade separated
 - Used to bike downtown to work - biking along that segment of East Washington Ave. is dangerous

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- Uncontrolled intersections (no stop signs at the intersection)
- The area needs more investment. Imagination Center has been postponed for years
- There is a need for a trash bin at Anniversary and Independence Ln. Other exits of Sandburg Woods have trash bins

Resident 4

- Concerned about at-grade Hwy 51/East Washington Ave. intersection - doesn't think it is safe for peds/bikes (including her son biking to East Towne)
- Concerned about limited parking for new development at Capitol Auto Credit site
 - Adjacent streets do not have sidewalks - paired with increased on-street parking
- Concerned about lack of homeownership opportunities
 - Would like the City do whatever it can to incentivize condos

Resident 5

- Do not agree with Nakoosa Trail extension - not needed
- Liked the idea of Commercial Core within East Towne area

Resident 6

- The area feels more unsafe than years ago
- Liked what planning is doing but changes should happen sooner rather than later - need for more investment and better quality of City services

Resident 7

- There is an amazing wildlife in the area, please advocate to preserve it
- Liked the area of recommending park expansions and is glad to hear that Parks is planning to purchase the parcel at Lien Rd. and Zeier Rd. It will create a nice green corridor following Starkweather Creek. It would be nice to have a trail that follows the creek and connects to parks

Resident 8

- Support for the proposed traffic calming measures in the Sandburg Area

May 30 event at Sycamore Park

Attendance: about 15-20 people

Resident 1

- Asked if there are plan to have a shelter/bathroom at the Sycamore dog park
 - Indicated this is in the Sycamore Master Plan

Resident 2

- Has not been too involved in this process
 - Skeptical/checked out of City stuff since the Zeier shelter was sited
- Skeptical that Bartillon will get built soon
- Curious what will become of the Zeier shelter if Bartillon is built

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- Skeptical of planned path through northern part of Sycamore Park (north of Streets East building) - there are some mountain biking trails in there now
 - Many people experiencing homelessness in these woods
 - Drug use and other negative behaviors
 - Don't think people would feel safe in that area
- Thompson Drive - a lot of traffic, speeding, very wide road

Resident 3

- Wanted to know about pedestrian/bike paths to cross Hwy 30
 - Indicated plans for Autumn Ridge Path at Ziegler Rd
- Difficult to cross Stoughton Rd
- Asked about future improvements at Sycamore park
 - Indicated recently adopted Master Plan shows there will be a new shelter, restrooms, bike trails/pump track, possible park expansion to the west

Resident 4

- Supportive of missing middle housing types
- Supportive of Plan recommendations for the mall - want to see some affordable housing at East Towne mall - asked if the City can require affordable units
 - Indicated state pre-empts us from requiring affordable units - explained the Affordable Housing Fund (AHF) and discussed the AHF map
- Grew up just off Milwaukee Street - remembers when Burke Heights wasn't yet developed

Resident 5

- Asked about future of the open space property at 4710 Lien Rd (adjacent to Starkweather Creek). Would like to see it preserved
 - Indicated that Parks Division had intended to purchase or had already purchased that property
- Asked if all of the areas shown as Park and Open Space on the GFLU are intended to stay green and not develop - supports those areas staying preserved
- Asked some questions about commercial development up near Highway 51/CV/Hoepker

Resident 6

- Like additional park space
- Concern about too much affordable housing
- Concern about [proposed Dane County drug user health services clinic on Hayes](#), on top of homeless shelter. Feel every negative land use is being concentrated on east side
- Like cycle track concept on Portage, like improved bike links
- Like grade separated Hwy 51 intersection with Lexington/Commercial
- Like frontage road removal from East Washington Ave
- Concern about forcing mall out
- When does recommendations/development occur? How to keep it visible in interim. No good change has happened on the east side in over 20 years.
- Zoning changes make sense to discourage residential in not good areas

Resident 7

- This was their first public meeting so they appreciated the explanation of the plan and how recommendations would be addressed.

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- Liked parks expansions
- Agree with increase of homelessness in the area but like that the City is trying to address the situation
- Nakoosa Trail extension and more visibility to Sycamore Park could be a great thing
- Positive reaction overall. Specially about linking multi-use/shared-use paths and street network improvement within East Towne mall

Resident 8

- Support for bike path connections that make it easier to go from High Crossing towards the Capitol

May 28 Virtual Meeting

Attendance: about 7 people

Resident 1

- Plan seems nebulous, long-term but want to see changes happening sooner
- Wants a way to let residents know what will happen in an area in the future - suggested putting up signs to tell people about plans for an area in the future
- When is Imagination Center being built? Resident's kids will not be able to use the library by the time it is built - frustrated

Alder Madison

- Have made great connections through Sandburg Elementary School - wants to provide them with 1 or 2-pager with Plan information and link
- Wants to send postcards out
- Mentioned that having the Plan online through the Konveio tool is a good tool – it should also be used for the public to provide feedback on the budget

Alder Myadze

- Childcare is expensive

May 29 Virtual Meeting

Alder Madison

- I see lots of things in the draft Plan that reflect conversations I've had with constituents

Resident 1

- Good to have the visuals/graphics in the Plan -- they help.
- For Highway 51 and Highway 151 - is there a recommendation to reduce the lanes on those highways to better support bikes and pedestrians, and better support businesses along the area?
 - Staff response: we have advocated for reduced lanes in our coordination Wisconsin Department of Transportation (WisDOT). Our focus is on improving bike and pedestrian crossings.

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- For Highway 51 and Highway 151 - in areas with more driveways, do you plan to reduce the driveways that exit directly onto those busier highways and divert access onto side streets instead?
 - Staff response: WisDOT also has preference to consolidate and remove driveways on Highway 51 (Stoughton Rd). Some potential for removing driveways on Highway 151 (East Washington Ave) as well.

Resident 2

- Does the Plan include a realistic way to build out the housing and infrastructure capacities (like water) sufficiently to meet the anticipated population growth?
 - Staff response: Yes, we work closely with City Engineering staff and others to identify areas where we expect to see development to make sure we can meet those needs in the future. Future growth through redevelopment is unpredictable for many reasons, so our plans sometimes lean toward showing more growth because we can't anticipate exactly where future growth will occur.

Online Comments on the *Public Review DRAFT Plan* document

The [Public Review DRAFT Plan](#) and [Public Review DRAFT Plan Summary Boards](#) had a combined total of 2,186 views during the comment period.

- End & parking for those who drive then use BRT (pay parking). Businesses shouldn't have to have their lots used. [comment on GFLU Map near East Washington Ave and Annamark Dr]
- We are the private owners of the property at 1206 Mendota Street and this proposed extension of Parkside Drive would cut directly through our property. If this were built it would cut our property in half, demolish the barn, the tobacco shed, and eliminate our floral business by destroying our flower production gardens and buildings. We don't understand why a street is needed to connect this high density residential area to an/industrial area. We don't need more industrial traffic in our neighborhood. Please find another route for this street extension or don't extend it.
- We would really love and appreciate these considerations for increased bike safety (especially protected two-way on Portage). As a family who prefers to cargo bike or ride with a small child, this would be huge. [comment on Planned Street Network Map]
- Add safer + more attractive biking areas on CV/Packers
- Too close to park (going to get very busy). Current speed zone 20 mph [comment on Complete Green Streets Map on Portage Rd near Reindahl Park]
- Here it indicates that there are planned streets, but on the Parks map it indicates future park. What is actually the future of this particular area along East Springs Dr.? [comment on Complete Green Streets Map]
- Please try to incorporate parkways in this area [comment on Complete Green Streets Map on area along East Springs Dr near Starkweather Creek]
- Green space potential (hike and bike). Two parcels along 94/39. less than \$100k total. [comment on Shared-Use Path and Bicycle Network Map]

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- Need a street and trash barrel at intersection of Anniversary and Independence. Lots of going into Sandburg Woods.
- What is actually the future of this particular area along East Springs Dr.? Another map specifies future planned streets here.
- The acreage numbers do not add up to total and don't make sense relative to % column. Is there overlap? If this is correct, can you add a note to explain? [comment on Land Use table]
- What is this a total of? [comment on Land Use table]
- The area around E Wash (and the BRT corridor should really be shown as mixed use. It's a good place to live and to add residential density, but also a commercial corridor. We should support adding both near BRT stops [comment on Land Use Vision Map]
- Portage & Hayes is the center of an area developing fast, and there could be potential for more multi-use development here--a neighborhood center or mini downtown [comment on Land Use Vision Map]
- This is sufficiently far from other amenities that it could make a good approximate location for allowing commercial or mixed uses and bring heterogeneity into the neighborhood. That would make the area more walkable and vibrant [comment on Land Use Vision Map on Thompson Dr]
- Has the city considered working with property owners to identify underutilized parking lots that might be good candidates for development? That could help with infill, without the cost of tearing down existing buildings.
- what does "DNL" mean in reference to the noise exposure map? Are these levels time weighed or single instance noise level. Ex: 75dB for a few seconds every hour is very different from a consistent 75dB for several hours at a time
- This area is close to BRT, the E Wash corridor, and the Starkweather bike/ped corridor. This could be a good area to increase to LMR, to support gradually densifying if property-owners choose to do so
- It would be better for the neighborhood if more of the Fair Oaks corridor could be mixed-use, to support commercial amenities in future
- This could be a good area to show as low-medium residential, to support gradual densification near BRT and groceries and other amenities [comment on GFLU Map, near Mendota St and Duncan Dr]
- We are the private owners of the property at 1206 Mendota Street and this map shows a proposed extension of Parkside Drive that would cut directly through our property. If this were built it would cut our property in half, demolish the barn, the tobacco shed, and eliminate our floral business by destroying our flower production gardens and buildings. We don't understand why a street is needed to connect this high density residential area to an/industrial area. We don't need more industrial traffic in our neighborhood. Please find another route for this extension of don't extend it.
- This is far enough from the E Wash corridor that residents of the neighborhood would benefit from having commercial amenities nearby, within walking distance. Perhaps some of this could be mixed use, to reflect flexibility in future land uses [comment on GFLU Map near Portage Rd and Hays Rd]

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- This close to BRT and the E Wash corridor, is there a compelling reason not to show this as LMR, to support gradual densification and missing middle housing? [comment on GFLU Map near Carpenter St]
- This would be a logical place to be supportive of a mix of uses in future, to start bringing commercial amenities within walking distance of people who live towards the center of this neighborhood [comment on GFLU Map near Thompson Dr and Sycamore Ave]
- I appreciate the visual examples for each land use type. This would be great to include as standard reference material in all area plans (West Area Plan is specifically lacking in this)
- With such a large re-development plan, will the city be adding another elementary school or adding additions onto current elementary schools to support the rise in population? We're already at our max as it is.
- I don't see how rezoning parcels in the NE Area from PD zones into more standardized equivalent zones is outside the scope of the NE Area Plan. Isn't that part of the goals of the proactive rezoning process to make the zoning make more sense?
- Much of 51 also has excess right-of-way that could be redeveloped, if WisDOT would just lower speeds / reduce lanes
- This is a very useful short cut for people in the Mendota Street neighborhood to access the East Side commercial area. Building it does not require the demolition of any buildings and it is already working well. A few improvements would make this safer and easier to use. [comment on the Planned Street Network Map on planned street connecting Lien Rd and Mendota St near Hy-Vee]
- We are the private owners of the property at 1206 Mendota Street and this map shows a proposed extension of Parkside Drive that would cut directly through our property. If this were built it would cut our property in half, demolish the barn, the tobacco shed, and eliminate our floral business by destroying our flower production gardens and buildings. We don't understand why a street is needed to connect this high density residential area to an/industrial area. We don't need more industrial traffic in our neighborhood. Please find another route for this extension or don't extend it.
- I don't see much mention of the WISDOT studies of highways 51 and 151. Is there any action the city can take to petition the state to make these roads less hostile to anyone outside of a car? Or potentially request the state re-route the assignment of these highways to roads further outside the city that wouldn't cut through the heart of the Northeast area neighborhood and endanger resident's lives?
- I LOVE the plan to remove the E Washington frontage road. It's congested, unsafe, and outdated. People don't know incoming traffic doesn't stop and there's lots of close call collisions.
- YES! This needs to be emphasized why did we stop building bike paths at hwy 51 and hardly any go further east? Everything east of 51 needs a safe connection to the rest of Madison's bike paths. I94 is another barrier to cyclists from Madison east of the interstate in the 53718 area code and potentially others. [comment related to not feeling safe using on-street bike lanes]
- This multi use path along the train tracks that Amtrack will be coming in on from Sun Prairie, Waterloo, and farther east will help NE Madison and nearby communities get to the train station safer instead of riding along East Wash and Lein where there have been recent

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bicycle deaths. I understand there has been pushback from the railroad in the past but the lack of multi use paths east of 51 is appalling it's like the city just stopped building its bike network at 51 and forgot there is still Madison east of 51 and east of the i39/90/94 interstate.

- I also want to point out Lien Rd, where Joseph Solomon was killed this year. Last I heard, some safety improvements are going to be tested out here
- This is a very useful short cut for people in the Mendota Street neighborhood to access the East Side commercial area. Building it does not require the demolition of any buildings and it is already working. A few improvements would create a street that would make route this safer and easier to use.
- Am I reading this correctly that these alternatives have ~4+ lanes in each direction at this intersection? Where is the alternative to remove lanes from both 51 and 151? or downgrade the section of 51 running through Madison to a regular street? I90 is just to the east of here, so having a second north/south highway in the heart of the neighborhood is really overkill (and likely to get people killed).
- 17 lanes is absolutely insane. Is WISDOT considering more cost effective alternatives to car transit such as rail transit?
- The High Crossing interchange is redundant and it would simplify I90 operations to just eliminate it
- I don't think that's an option the state is considering. I also disagree, living in the area I see that it relieves stress from the other exits and provides the only safe east west connection across the interstate for bikes and pedestrians to the East town area. The bus also goes that way to bring people to shopping or from home to work. I do agree with most of your other bicycle related suggestions. [This comment is a reply to the comment above from another person about eliminating the High Crossing interchange]
- 17 lanes for motor vehicles and zero for bikes or peds or rail. We should not support any highways that are exclusive to motor vehicles
- The existing flex lane on the Beltline has only enabled and encouraged reckless speeding. I don't believe the city should be supporting criminal behavior and creating more burden for law enforcement
- Does the City have plans to improve Hoepker, beyond what the State will hopefully do to build the interchange? Has the City talked to the City of Sun Prairie about Hoepker?
- Does the City have any more specific plans about how to do this - connect people through all modes of travel to the TAC? UW Health is interested in this, for our patients and staff and our certainly willing to work with the City to see transportation improvements made for better access to TAC. [comment on page 40]
- Are Commercial Ave renderings supposed to go here? [comment on page 56]