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City of Madison, Wisconsin

**AMENDED**  
**A SUBSTITUTE**  
**RESOLUTION**

Creating an East Rail Corridor Plan Advisory Committee for the purpose of creating a land use plan for the East Rail Corridor.

Drafted By: Ald. Judy Olson, District 6

Date: July 10, 2000

Fiscal Note: Although Planning and Development staff resources will need to be reallocated to support the work of the Committee, no additional expenditure is anticipated. Implementation of specific recommendations of the Committee may require separate Common Council action.

Sponsors: Mayor Susan J.M. Bauman, Ald.  
Judy Olson

PRESENTED July 11, 2000  
REFERRED Plan Commission  
Planning Unit, Comptroller (for fiscal note)  
REREFERRED \_\_\_\_\_

REPORTED BACK SEP 05 2000

ADOPTED  POF \_\_\_\_\_  
RULES SUSPENDED \_\_\_\_\_  
PUBLIC HEARING \_\_\_\_\_

APPROVAL OF FISCAL NOTE IS NEEDED  
BY THE COMPTROLLER'S OFFICE  
Approved By \_\_\_\_\_  
Comptroller's Office

RESOLUTION NUMBER 57519  
ID NUMBER 27915

WHEREAS the area bounded by East Washington Avenue, South Blair Street, Williamson Street, and the Yahara River is known as the East Rail Corridor (see attached map); and

WHEREAS today this area is a complex mix of industrial and commercial uses, multi-modal transportation, housing and open space; and

WHEREAS pressure for more intensive development of this area is beginning to manifest itself; and

WHEREAS the area figures centrally in proposals currently being discussed to create high speed and commuter rail systems serving the entire community; and

WHEREAS an ambitious plan to create a linear park within the East Rail Corridor has been advanced by the Urban Open Space Foundation (UOSF); and

WHEREAS UOSF is in the process of purchasing three acres of land from the City within the corridor for the purpose of creating a portion of their proposed park; and

WHEREAS except for the land immediately adjacent to the Yahara River, this corridor has not benefited from a recent focused comprehensive planning process; and

WHEREAS in 1994 the Common Council adopted the Marquette/Schenk-Atwood Neighborhood Plan which recommends the preparation of a comprehensive plan for the Corridor which focuses on the following plan recommendations:

1. Increase business development (business retention and recruitment), job opportunities for neighborhood residents and environmental quality.
2. Explore the concept of an Urban Industrial Park to better utilize limited manufacturing land.
3. Pursue parkland development along the East Rail Corridor and Yahara River Corridor.
4. Promote higher density mixed-use housing in key areas.
5. Improve the aesthetics of the Corridor focusing in particular on East Washington Avenue, and other highly traveled gateways.

WHEREAS the City Planning Unit has indicated that late in Year 2000, staff will begin to prepare an updated Land Use Plan for the City starting with the Isthmus and beginning with the Corridor as a focus area; and

WHEREAS the update of the Land Use Plan for the Isthmus and the East Rail Corridor will identify recommended general land uses for all of the lands and parcels contained within the Isthmus and the East Rail Corridor as well as generalized implementation recommendations to achieve the land uses recommended in the plan; and

WHEREAS it is critical that this planning process be expeditious and inclusive of diverse groups interested in the Corridor; and

WHEREAS following the adoption of amendments to the Land Use Plan by the Plan Commission and the Common Council a more detailed and focused physical development planning process will be undertaken for the Corridor as part of a first phase implementation plan to achieve the land uses recommended in the adopted Land Use Plan, one which is capable of taking advantage of community resources, such as private sector and non-profit fundraising.

NOW THEREFORE BE IT RESOLVED that the Mayor and Common Council do hereby establish an East Rail Corridor Steering Committee to carry out the following tasks:

1. Promote communication among various stakeholder groups within the East Rail Corridor and provide ample opportunity for public input.
2. Develop a consensus and advise the Plan Commission and Common Council on recommendations to update the Land Use Plan for the East Rail Corridor.
3. Conduct a comprehensive planning process in two phases. Phase one will be a general update of the Land Use Plan. In developing the land use recommendations, staff and the committee will be informed by proposed transportation and infrastructure improvements, approaches to environmental remediation, open space and architectural design goals, housing and economic development opportunities, and funding and finance options.

Following the completion of phase one, the Advisory Committee will then work with staff to make more detailed recommendations as part of a detailed physical development plan within the corridor. This work will consist of the following tasks:

- a. Develop a proposed scope of work and identify outcomes for a more detailed and focused physical development plan to implement the Land Use Plan recommendations;
- b. Identify and secure funding commitments to assist in carrying out the physical development plan;

- c. Make recommendations to the Plan Commission and Common Council in the following areas: Open space and architectural design, transportation and infrastructure improvements, housing and economic development, environmental remediation and ecology, and funding and financing; and
- d. Work with staff to identify the role and manner of selection of any outside consultants whose assistance may be requested and for whose work funds have been raised.

BE IT FURTHER RESOLVED that the Committee will have ~~16~~ 17 members appointed by the Mayor and Common Council, including: a member of the Plan Commission, a member of the Parks Commission, a member of the Economic Development Commission, a member of either the Transit and Parking Commission or the Pedestrian/Bicycle/Motor Vehicle Commission, one representative each from UOSF, Friends of the Yahara River, Marquette Neighborhood Association, Common Wealth Development, the Greater Williamson Area Business Association, Downtown Madison, Inc., Chamber of Commerce, Madison Gas & Electric, two local property or business owners, the District Six Alderperson, and two adult citizens with technical expertise relevant to the planning process.

BE IT FURTHER RESOLVED that the Planning and Development Department will provide lead City staff for the Committee with additional support provided by other departments as needed.

# East Rail Corridor Planning Area

