



# Waiting Room Music by Angela Puerta

Meeting Starts: 5:15 p.m.

- Presentation of ~20 minutes:
- Breakout Rooms: Questions & Discussion



[www.anglapuertamusic.com](http://www.anglapuertamusic.com)

# Greater East Towne Area Plan



**Assets, Challenges and Opportunities**  
**Virtual Evening Engagement: June 4, 2020**

# Zoom Basics



Zoom Meeting ID: 815-941-365

Speaker View

Participants (2)

- KF Kevin Firchow (Me)
- CW Chris Wells (Host)

Mute Me Raise Hand

Zoom Group Chat

From Me to Everyone:  
Type Question Here

To: Everyone File ...

Type Question Here....

Chris Wells

Kevin Firchow

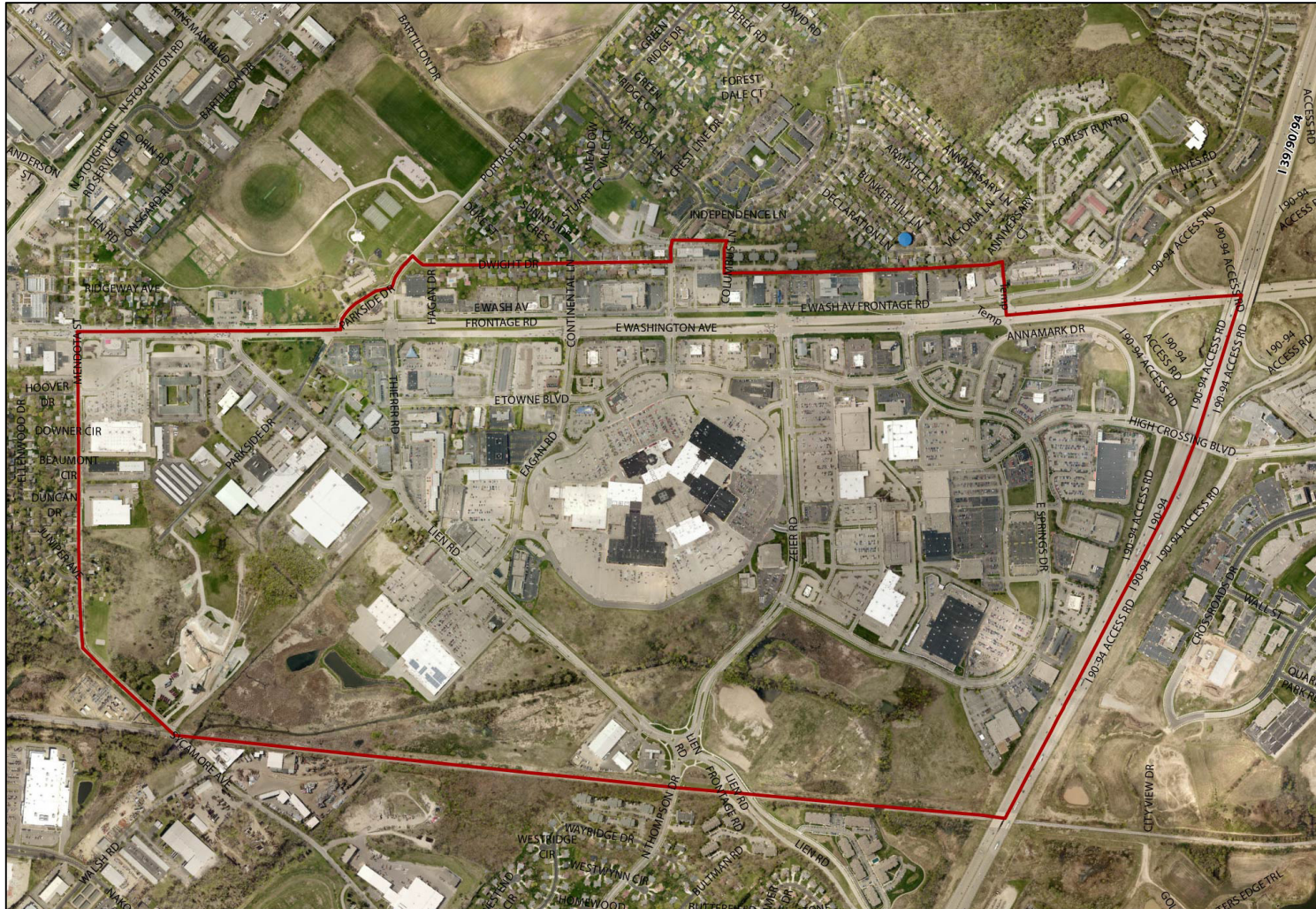
Mute Start Video Invite Participants Share Screen Chat Record Reactions Leave Meeting

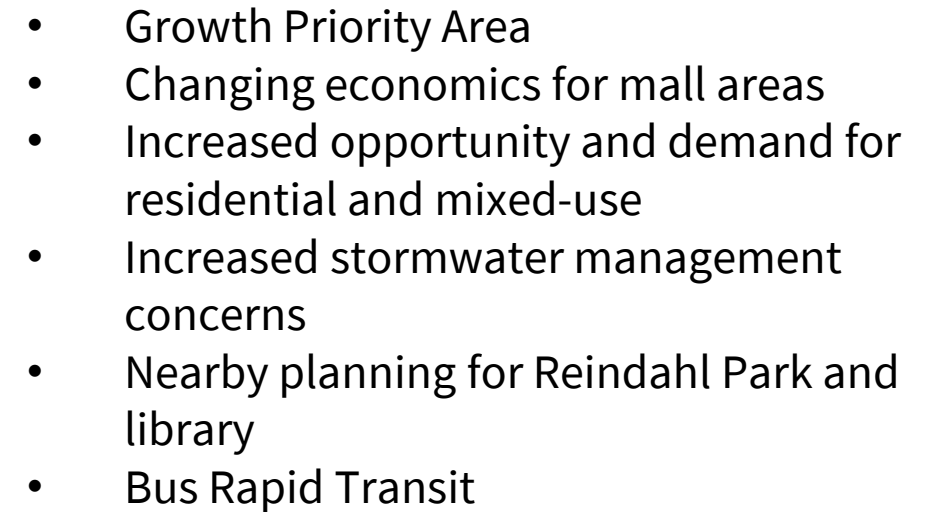
# Agenda



- Presentation of ~20 minutes:
  - Where, why and how we are planning
  - What we have heard so far – assets, challenges, opportunities
  - History and context
  - Background
    - Land Use (commercial, employment, housing)
    - Transportation (streets, public transit, bikes, pedestrians)
    - Green & Resilient (parks and open space, stormwater management, sustainability)
- Breakout Rooms: Questions & Discussion
- Wrap-up and Next Steps

# Where are we planning?







# Identify Issues, Opportunities and Objectives

Key Issues and Redevelopment Objectives



Public input on issues and objectives



Report back to public what planning staff has heard



# Draft Redevelopment Concepts

Evaluate land use, building scale and transportation system changes to implement redevelopment objectives



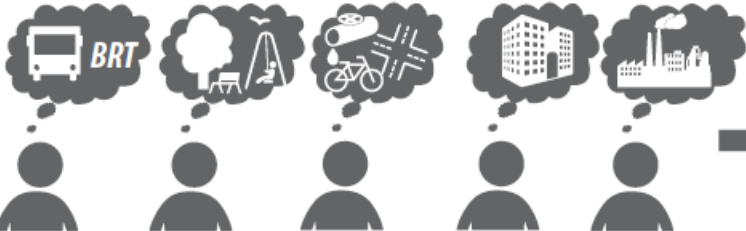
Public input on development concepts



Plan Adoption



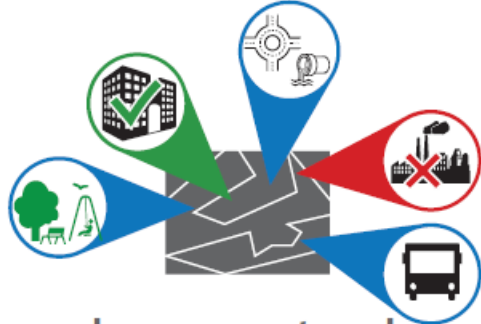
# Implementation



City considers needed infrastructure and amenities  
Developers propose new buildings and uses



Public projects considered for budget by Council  
Developments considered by Plan Commission



Improvements and developments built

# What the plan will include

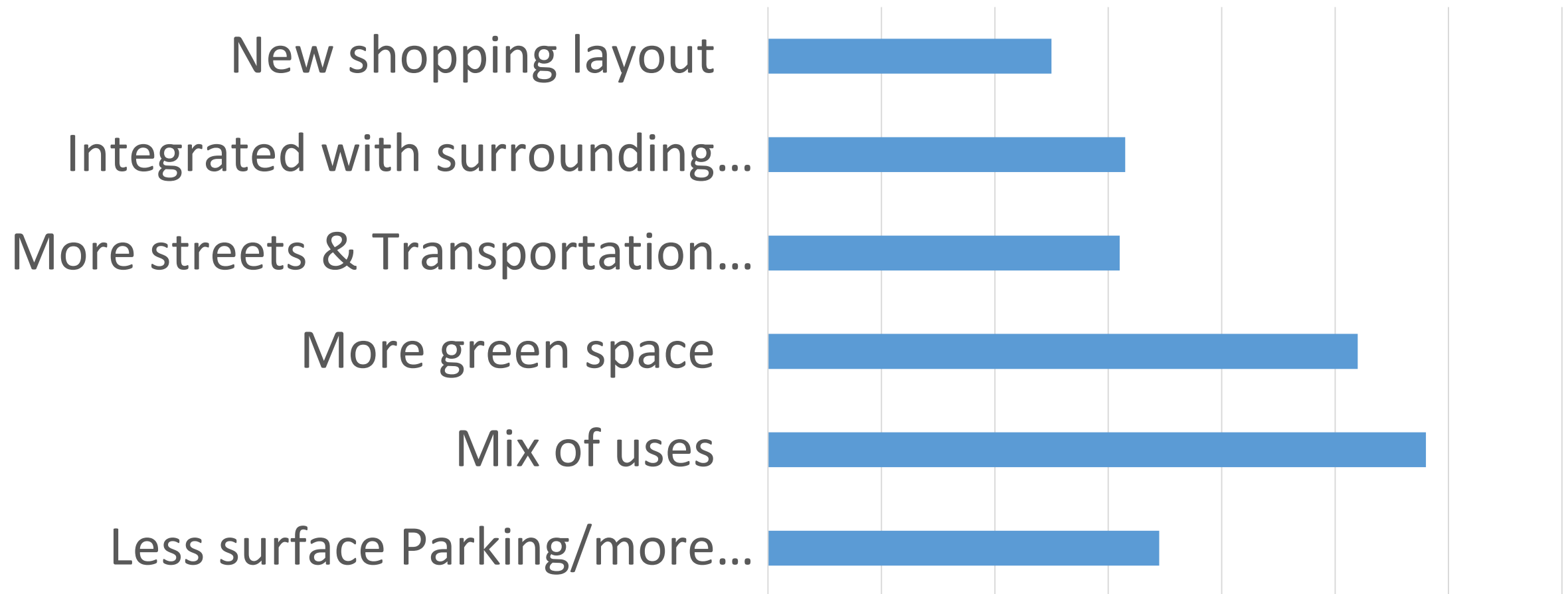


- Set a desired vision for 10-15 years
- Provide guidance on:
  - Future land uses
  - Transportation improvements
  - Transit-oriented redevelopment
  - Concepts for key redevelopment sites
  - Economic development including Covid-19 recovery
  - Housing and related elements like community services
  - Parks and open space, stormwater management
  - Other priority issues identified during planning process

# What we have heard so far



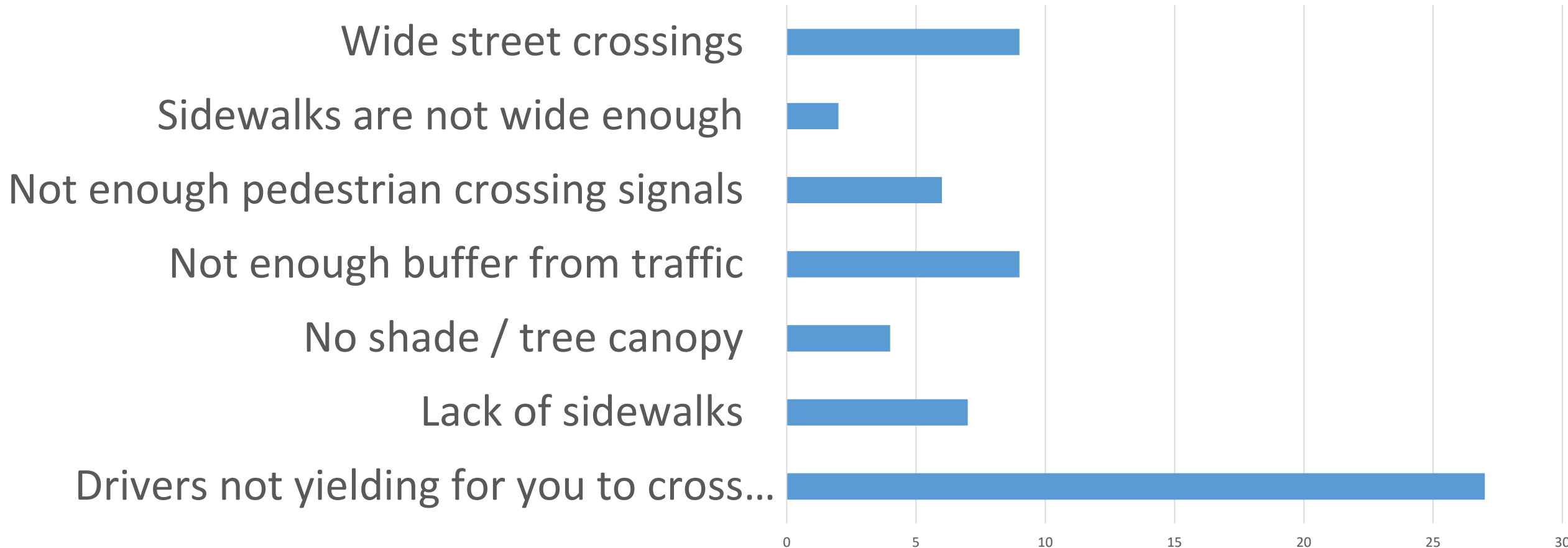
## Preferences from Case Studies Meeting:



# What we have heard so far



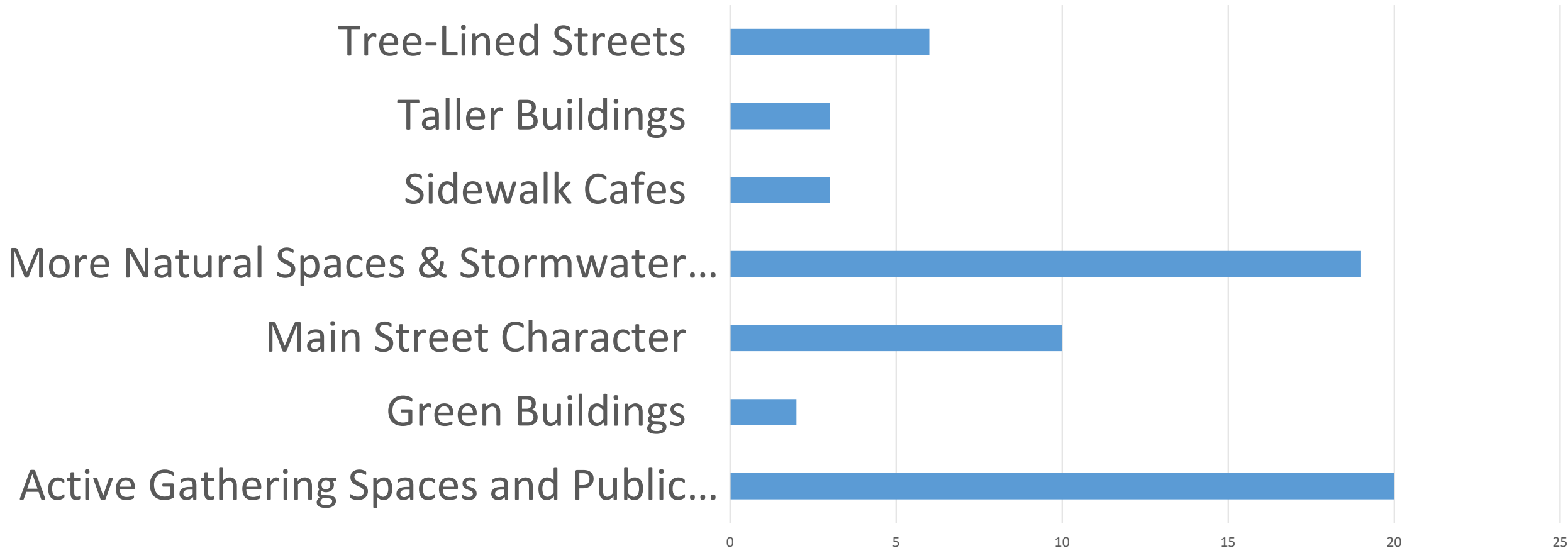
## Pedestrian challenges:



# What we have heard so far



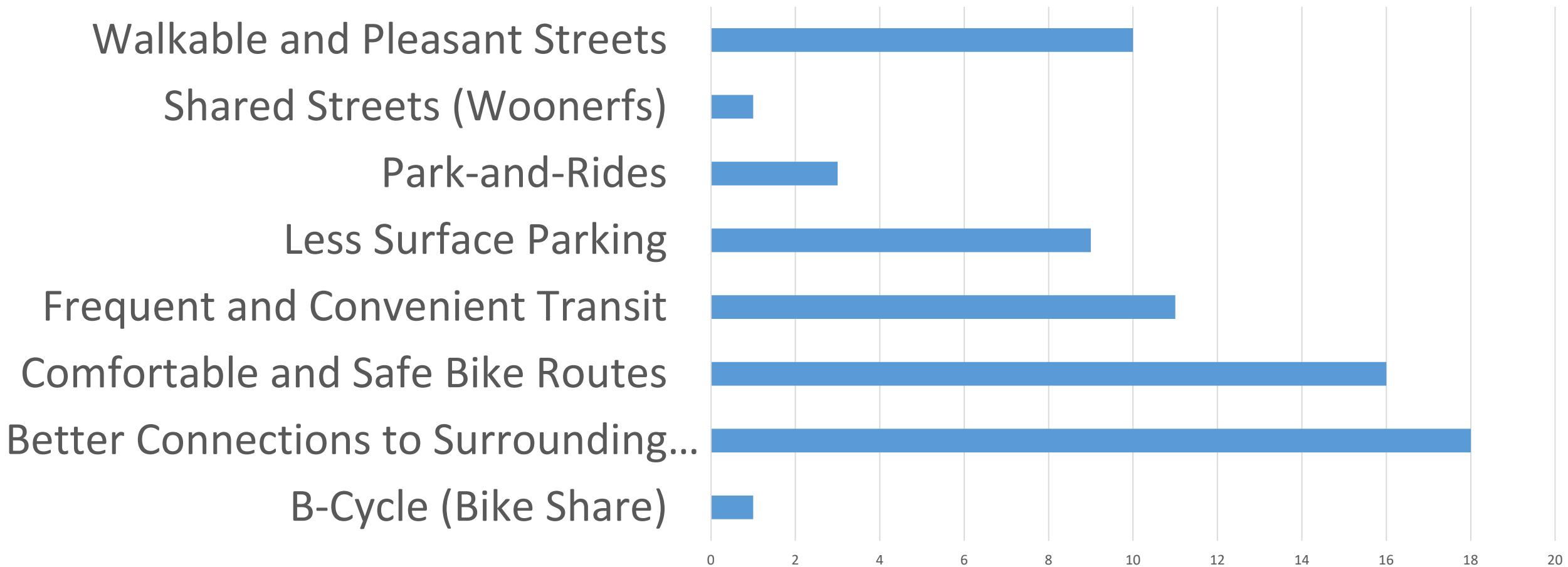
## Priorities for Design & Character



# What we have heard so far



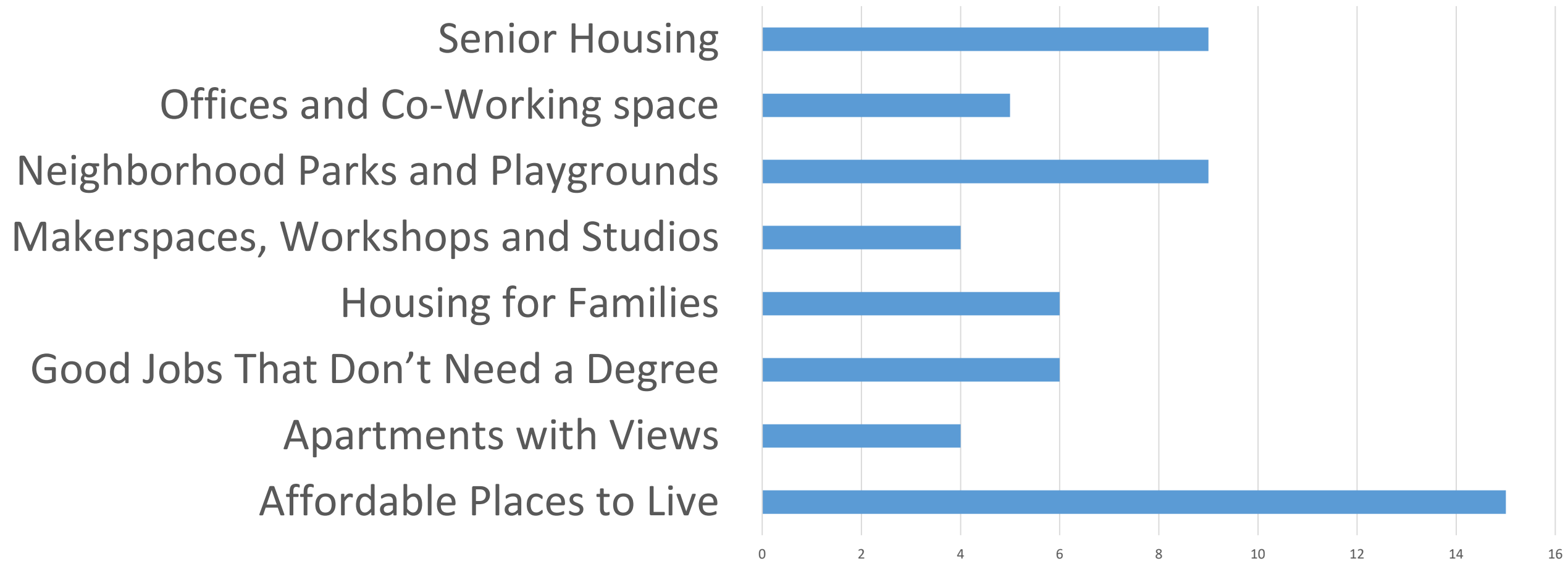
## Transportation Priorities



# What we have heard so far



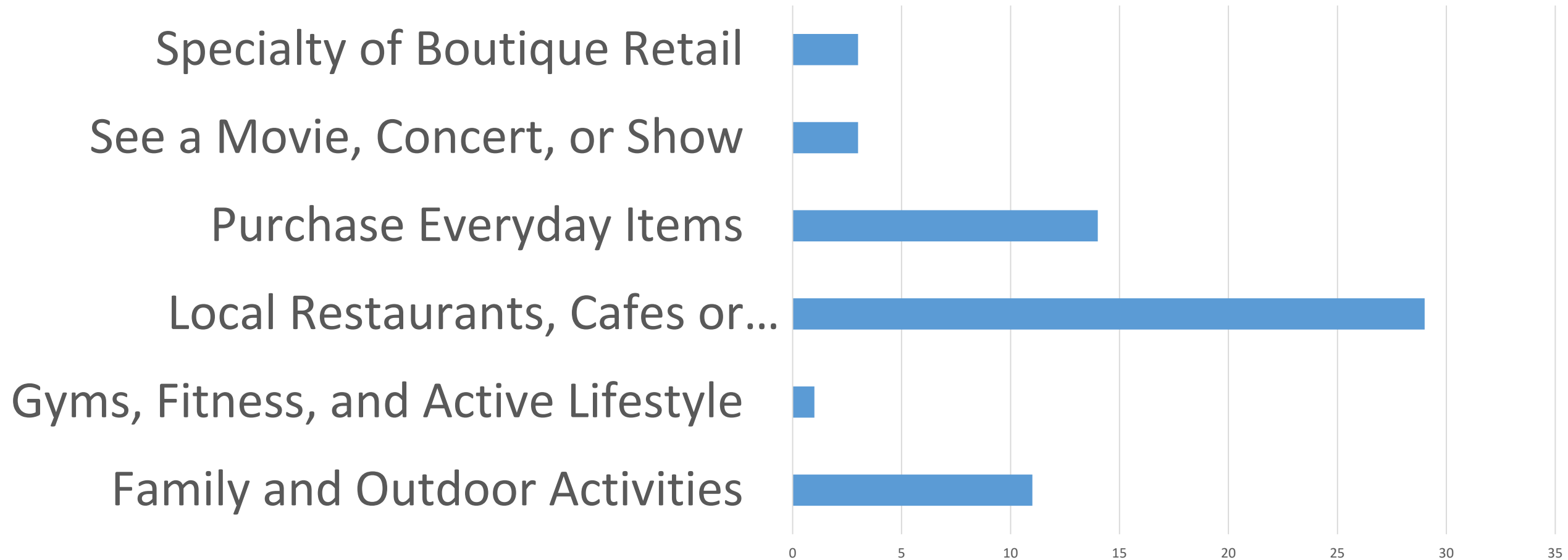
## Priorities for Places to Live & Work



# What we have heard so far



## Priorities for things to do



# What we have heard so far - chat



“I like how these **mixed-use** buildings create & maintain a busier **street life** for these areas.”

“I like the look and theory of **mixed use** but I also know small retailers can struggle and developers can’t always fill **retail vacancies**.”

“Retail, Restaurant, and Services businesses will do better if we **intelligently\_densify** these targeted areas.”

# What we have heard so far - chat



“I see large areas of **empty parking lots** around both West Towne and East Towne almost all of the time. These areas both have great **transportation linkages** and can support much higher **density** without burdening the surrounding neighborhoods with more traffic. This could include mid-rise office and multifamily buildings that create a more urban environment...”

“With one branch of the **Starkweather Creek** originating near East Towne, having **natural areas** is important ....”

# Question #1



- Where do you live?
  - a. East side
  - b. North side
  - c. Downtown/campus
  - d. South side
  - e. West side
  - f. Other

# Question #2



- What else can you tell us about yourself? Pick the most relevant choice in the context of this planning process
  - a. I own commercial property or a business
  - b. I am a planner, designer, or developer
  - c. I work for a community organization or nonprofit
  - d. I am an interested resident
  - e. Other

1955





2018





Madison College

Sandburg Elementary

Sandburg Woods

East Madison Community Center

Greater Sandburg Neighborhood

Reindahl Park

E WASHINGTON AVE

East Towne Mall

Big Boxes

Mayfair Park Neighborhood

Concrete Supplies

East Prairie Commons

190-94

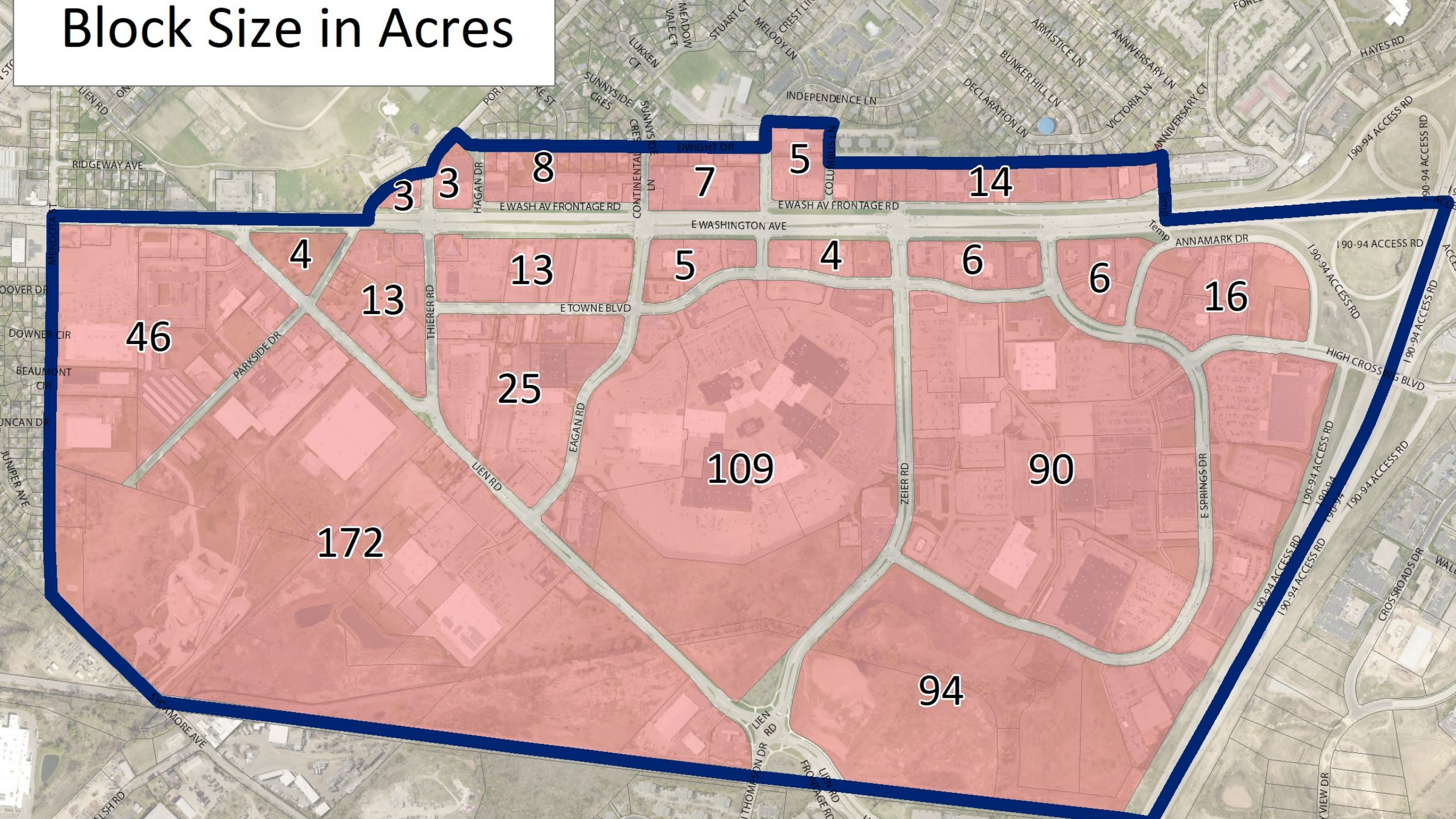
Starkweather Creek

City of Madison Streets

Ridgewood Neighborhood

STATE RD 30

# Block Size in Acres







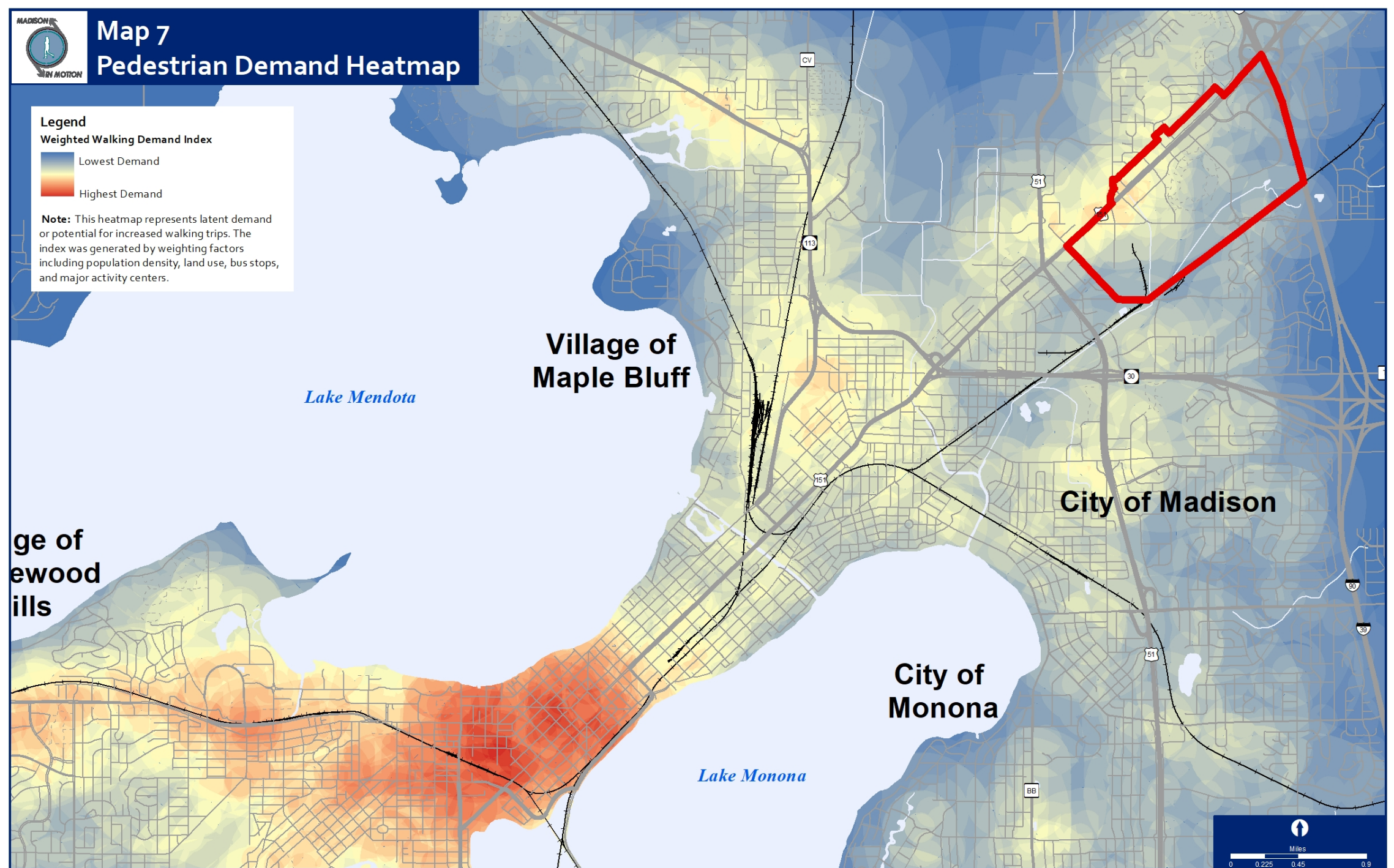
# Map 7 Pedestrian Demand Heatmap

## Legend

### Weighted Walking Demand Index



**Note:** This heatmap represents latent demand or potential for increased walking trips. The index was generated by weighting factors including population density, land use, bus stops, and major activity centers.



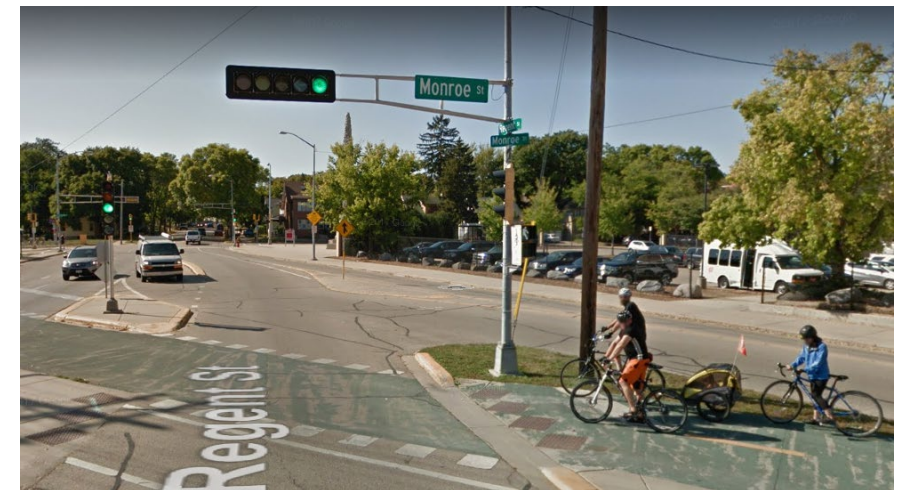
# Principles of Walkability



Walking needs to:

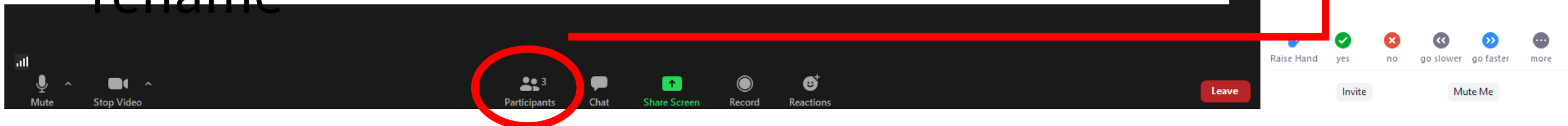
1. Have a **reason** (destination)
2. Be **safe**
3. Be **comfortable**
4. Be **interesting**

# Comfortable? Interesting?



# Preparation for Breakout “Rooms”

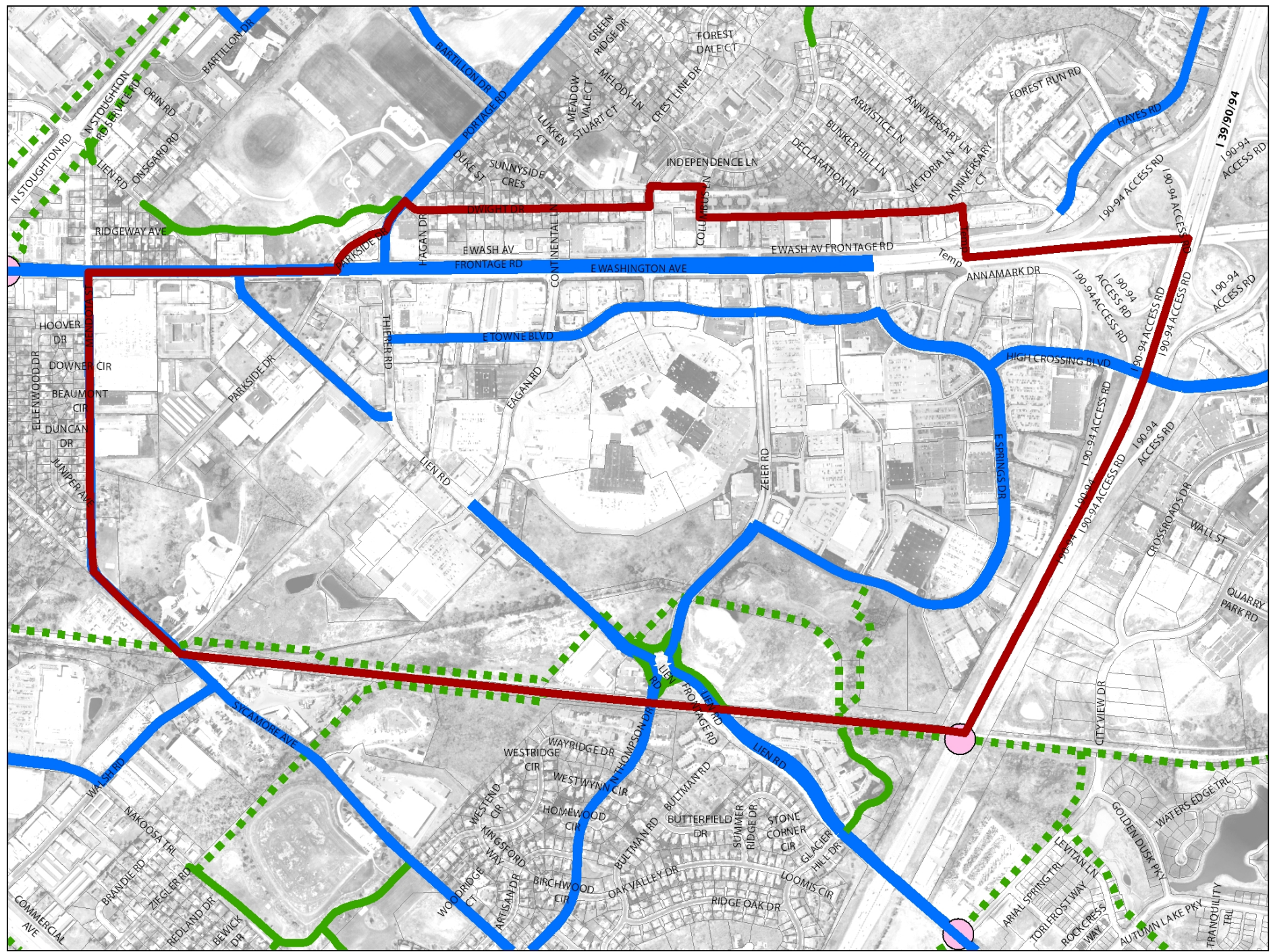
- Rename yourself based on which room you’d like to participate in:
  - Land Use and Transportation: Add an “L\_” in front of your name
  - Green & Resilient : Add “G\_” in front of your name
  - Economic Development: Add “E\_” in front of your name
- Click on “participants” and “more” to rename



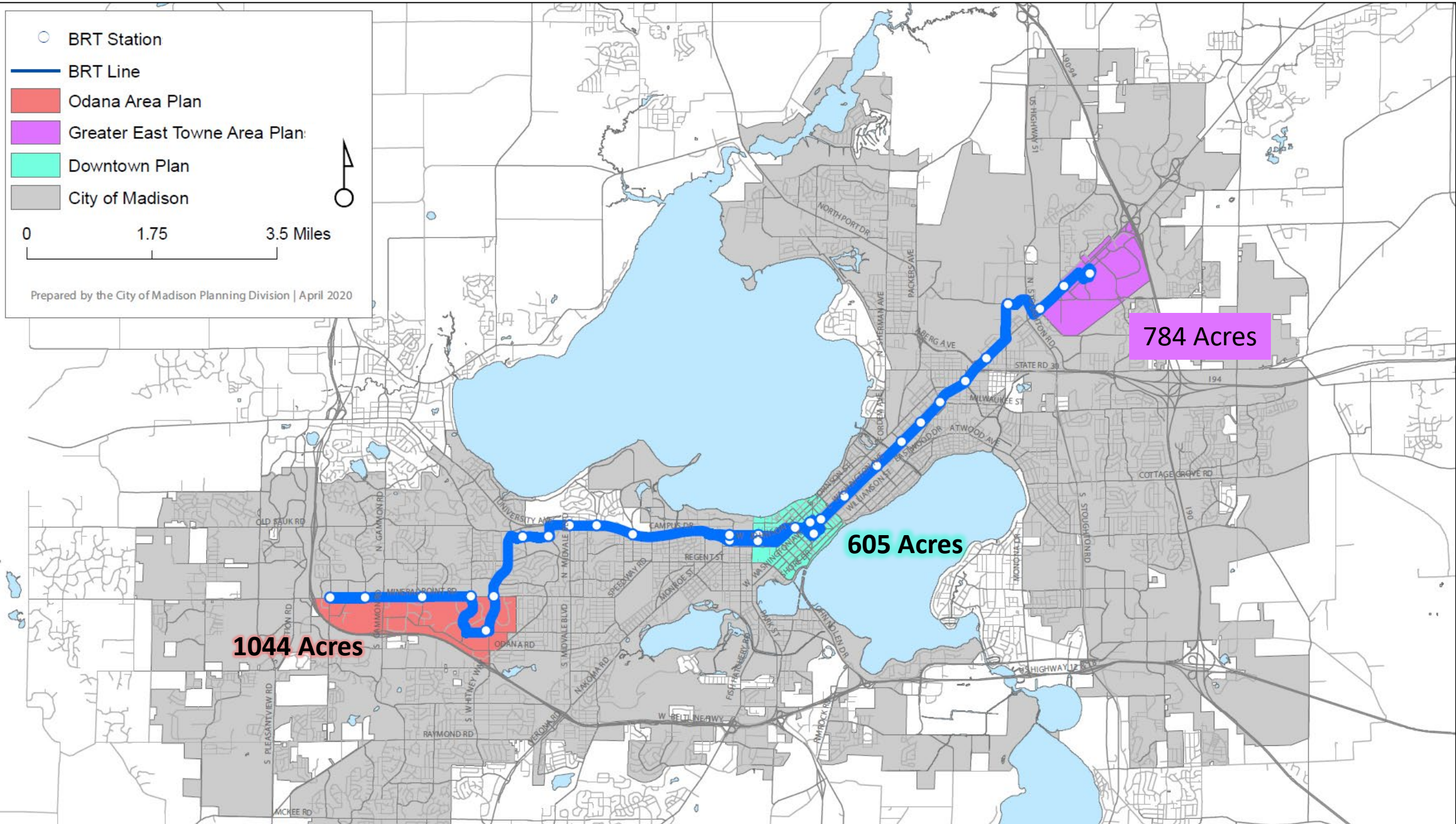
**DRAFT**

**Map 7: Bicycle Network**

**Greater East Towne Area Plan**



- Greater East Towne Area Plan
- Existing Shared-Use Path
- Planned Shared-Use Path
- Existing On Street Bicycle Facility
- Planned On Street Bicycle Facility
- Planned Overpass/Underpass



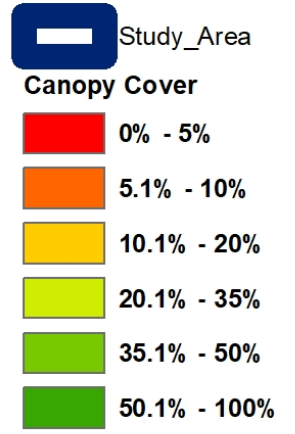
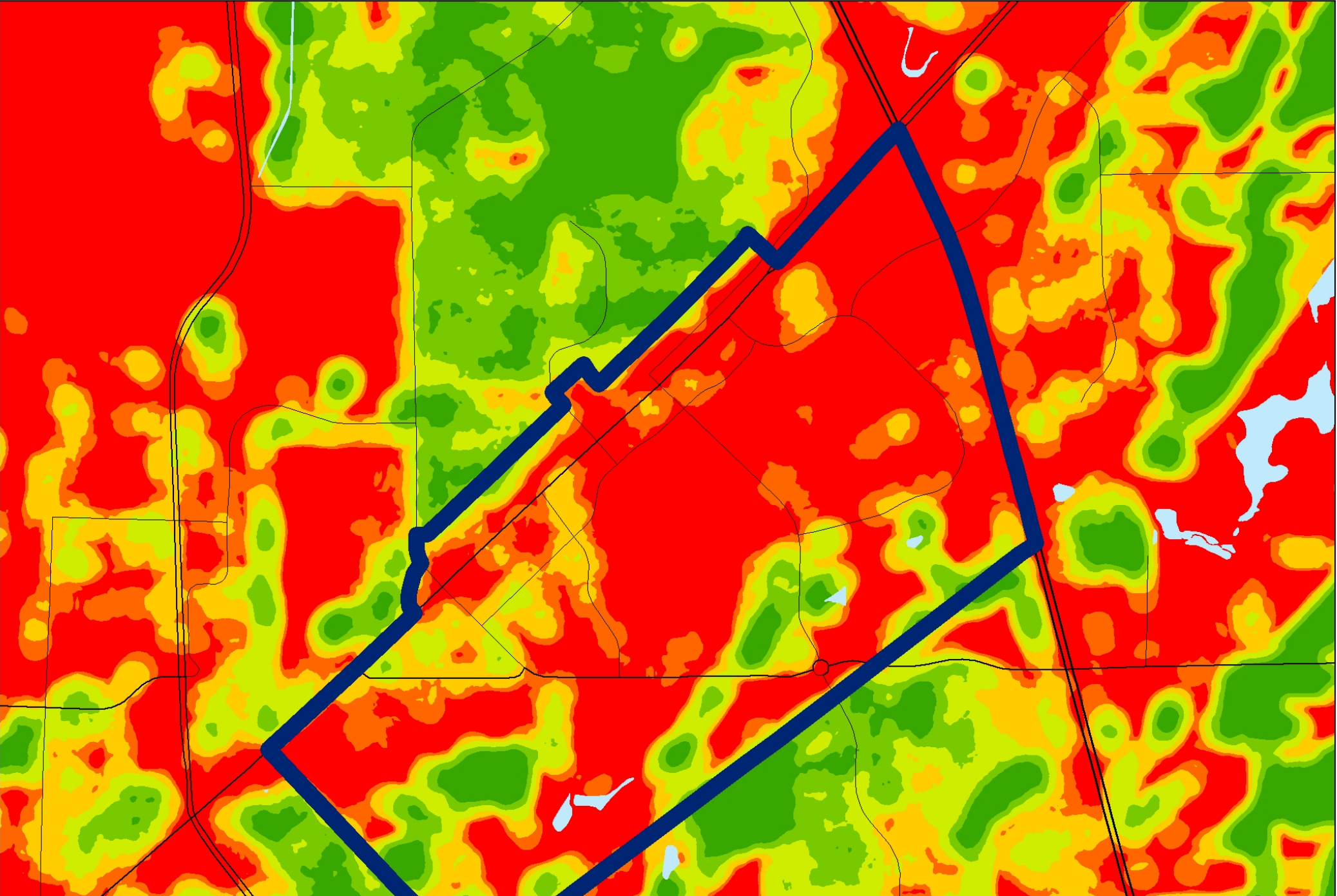
# Green & Resilient



*DRAFT*

# Urban Forestry Canopy

## Odana Area Plan



# Spin & Win!



- Thank you for providing input today to help shape the future of the Greater East Towne area! To be eligible to win a \$30 gift card to support local businesses, you must:
  - Participate in today's event
  - Be 18 years or older
- We will only award one prize per person.

# Next Steps



- Continued virtual engagement – interactive mapping
- Business engagement consultant will reach out to local businesses and commercial property owners over next two months
- Draft planning area concepts
- More virtual meetings
- Draft plan by end of year
- Plan adoption in early 2021

# Topic Rooms



- Questions and Discussion – please think about the assets, challenges and opportunities for the following topic areas
- Breakout rooms will be closed at 5:55 p.m.
  - Land Use & Transportation
  - Green & Resilient
  - Economic Development

# Wrap-Up



- Report out from topic rooms
- Project website:
  - [cityofmadison.com/EastTownePlan](http://cityofmadison.com/EastTownePlan)
- Please fill out a quick survey on the effectiveness of the meeting (link provided in meeting invite email)

An aerial photograph of a commercial district in Madison, Wisconsin. The image shows several large parking lots filled with cars, various commercial buildings, and a mix of green spaces and trees. A prominent road with a roundabout is visible in the center. The overall scene depicts a typical suburban commercial hub.

[cityofmadison.com/EastTownePlan](http://cityofmadison.com/EastTownePlan)  
[cityofmadison.com/OdanaPlan](http://cityofmadison.com/OdanaPlan)

**Thank you for attending!**