

Northeast Area Plan: Underlying Plan Review

There are six existing Sub-Area Plans that fall partially or entirely within the Northeast Area Plan boundaries: East Town-Burke Heights Neighborhood Development Plan (1987), Hanson Road Neighborhood Development Plan (2000, Amended 2021), Old East Side Master Plan (2000), Carpenter-Ridgeway-Hawthorne-Truax Neighborhood Plan (2001), Ridgewood East Central Development Plan (2002,) and Greater East Towne Area Plan (2022).

Staff reviewed the recommendations in those underlying plans as part of the Northeast Area Plan process. Recommendations that are within the scope of Area Plans are considered for incorporation into the Northeast Area Plan. Recommendations that are outside the scope of Area Plans or are not consistent with current City policies and priorities would not be incorporated, but would remain an underlying sub-area plan unless that plan is retired.

Since the Hawthorne-Truax Neighborhood Plan (2023) is a newly adopted plan with a strong neighborhood focus and has received federal CDBG funds (Community Development Block Grant), similar to the Sandburg and Burke Heights areas, the goal is to incorporate all its recommendations into the Northeast plan as a *COMMUNITY ACTION STRATEGY* chapter. The only exceptions would be general city-wide policies, or actions that have already been implemented.

WHAT RECOMMENDATIONS FALL WITHIN THE SCOPE OF THE NORTHEAST AREA PLAN?

Generally, the City's Area Plans focus on guiding changes to the physical aspects of our community, such as development initiated by the private sector and infrastructure improvements typically carried out by the public sector. This includes topics such as land use, zoning, building height, transportation, parks and open space, public utilities, and stormwater infrastructure that the City has control over or can influence.

Related to the Northeast Area Plan, a transportation recommendation from the Greater East Towne Mall Area Plan, such as *'Integrate bicycle lanes and bicycle wayfinding into planned streets and planned street extensions including but not limited to: Independence Lane, High Crossing Boulevard, Parkside Drive, East Springs Drive, and other new local connections'* falls within the scope of the Plan and would be considered for incorporation.

WHAT RECOMMENDATIONS DO NOT FALL WITHIN THE SCOPE OF THE NORTHEAST AREA PLAN?

Recommendations related to topics where the City has little influence over implementation or that are annual reoccurring events would not be addressed in the Northeast Area Plan. For example, the Carpenter Ridgeway Neighborhood Plan has a recommendation to *'Renovate the Hawthorne Elementary School parking lot on Lexington Avenue to create a U-shaped bus drop-off driveway'* - The plan assigned implementation of this recommendation to the school district. Because area plans focus on recommendations with City involvement, a recommendation such as that would not be carried forward in to the Northeast Area Plan. Such neighborhood-led recommendations could still be carried out by the school district regardless of whether they are in an area plan.

WHAT OTHER RECOMMENDATIONS WILL NOT BE INCLUDED IN THE NORHTEAST AREA PLAN?

Recommendations that have already been implemented will not be included in the Northeast Area Plan. For example: *‘Design new and reconstructed streets as complete streets, with appropriate bicycle, pedestrian, and transit facilities.’* This is a recommendation from the Greater East Towne Mall Plan that was implemented in 2022.

Recommendations that are not a current City Policy or Priority will not be included in the Northeast Area Plan. For example: *‘Evaluate and discuss with Madison Metro and neighborhood residents the need for a new transit transfer station in the East Towne area and the possibility for a rail transit station.’* This is a recommendation from the Ridgewood East Neighborhood Plan. This recommendation is obsolete as the Bus Rapid Transit system is currently being implemented.

Recommendations adequately covered by existing City policies, programs, or ordinances, especially those adopted since underlying plans were created, would also not be included. For example, the Greater East Towne Mall Area Plan has a recommendation that includes *‘Consider integration of stormwater management into future park space for large storms as a natural feature in a way that does not compromise the amenities and use of the park outside of large storm events.’* The City’s stormwater management ordinance, which was recently made more stringent, is mandatory, and already addresses requirements for stormwater infiltration, making the plan recommendation duplicative.

WHAT WILL HAPPEN TO THE UNDERLYING PLANS REVIEWED FOR THE NORTHEAST AREA PLAN?

Many areas of the city, including the areas included within the Northeast Area Plan boundary, are subject to recommendations from a number of adopted plans. In some cases, these plans were adopted more than 20 years ago. In many cases, multiple plans overlap in the same geographic area and will sometimes offer differing recommendations for the same area or will make recommendations inconsistent with the Comprehensive Plan, current City policy, or current conditions. As part of the adoption process of the Northeast Area Plan, the Plan Commission and Common Council may explore retiring some or all of the older underlying plans. If the older underlying plans are not retired, they may still be used in making land use and public investment decisions, but in cases in which recommendations differ from the Comprehensive Plan or Northeast Area Plan, the City will follow the recommendations of the newer adopted plan.

Recommendations Status Categorization in the Spreadsheet:

Incorporate – Likely include in Northeast Area Plan (either mapped or in text recommendations)

Potentially Incorporate – Maybe include in Northeast Area Plan

Not Incorporate – Unlikely to be included in Northeast Area Plan

Obsolete - Recommendations that are not a current City Policy or Priority

Recommendations	Status	Notes
Hawthorne Truax Plan Goal/Recommendation Summary		
Land Use		
Incorporate the Generalized Future Land Use Map recommendations in this document into the City's Comprehensive Plan to guide future development proposals and to ensure development outcomes are consistent with resident priorities guiding this plan.	Implemented	Land use map
Proactively rezone select properties to support the goals in this plan and prevent development detrimental to the character envisioned.	Incorporate	
Transportation Recommendations		
Work with Wisconsin DOT to ensure the future form of the Hwy 51 corridor aligns with the City's vision for transportation and land use.	Incorporate	
Proactively add sidewalks where there is a critical need, including on Lexington Avenue and streets leading toward Hawthorne Elementary, and on Mendota Street between Lien Road and East Washington Avenue	Potentially incorporate	Confirm City will budget for proactive sidewalk installation before incorporating
Add missing sidewalks on all neighborhood streets when reconstructions occur	Potentially incorporate	Existing Citywide policy/practice
Fair Oaks Avenue Redesign: Consider short and long-term improvements to Fair Oaks Avenue that reduce unneeded street width to slow vehicular traffic, allow for tree plantings, improve bike and pedestrian experience and reduce impervious surface. Short term improvements could include bumpouts to shorten crossing distances and to allow for tree plantings, while long-term planning would allow complete reimagining of what the street could be. Reconstruction timing is based on several factors including pavement, curb and utility conditions, and is not currently known.	Potentially incorporate	Neighborhood Traffic Management
Vacate East Washington Avenue Frontage Road: As redevelopment occurs, vacate the frontage road on East Washington Avenue between the westbound Hwy 30 ramp intersection and Rethke Avenue while ensuring access to other properties is maintained. This would bring redevelopment closer to the actual street, improving the visual character and pedestrian experience on the sidewalk.	Incorporate	Street improvement map

Recommendations	Status	Notes
Extend Schmedeman Avenue north to Straubel Street and south to Prairie Avenue (as redevelopment occurs) to improve connections between neighborhoods and facilitate a more pedestrian-oriented redevelopment south of East Washington Avenue.	Incorporate	Street improvement map
Continue to evaluate options to reduce excessive speeds, particularly at peak and evening hours	Potentially incorporate	
Improve pedestrian crossings on the west side of Fair Oaks Avenue at East Washington Avenue by removing or better controlling right turn slip lanes.	Incorporate	Neighborhood Traffic Management and intersection improvements
Evaluate intersection designs or other options to control speed on Anderson Street east of the airport.	Incorporate	Neighborhood Traffic Management and intersection improvements
Consider intersection and pedestrian improvements at Fair Oaks Avenue and Hwy 30.	Incorporate	Neighborhood Traffic Management and intersection improvements
Designate Mayfair Avenue a bike boulevard between Lexington Avenue and the Marsh View Path connection under Hwy 30.	Incorporate	Bike Network Map
Continue to pursue the planned extension of Goodman Path along the rail corridor.	Incorporated	Bike Network Map; facility already planned
Evaluate the potential for a future bike and pedestrian connection linking Mendota Street and Sycamore Avenue to the Commercial/Lexington Avenue corridor.	Incorporate	Bike Network Map
Neighborhood and Housing Recommendations		
Encourage the development of new affordable housing in the area, using tools such as the City's Affordable Housing Fund and supporting affordable housing development on Dane County's vacant Wright Street property.	Incorporated	Affordable housing fund map and land use map
Maintain naturally occurring affordable units by ensuring new housing growth keeps up with demand.	Not incorporated	Not a City action; outside City control.
Expand paths to home ownership by promoting existing programs such as the City's First Time Buyer Assistance and other outside programs. Take steps to minimize displacement of lower income residents by raising awareness of other assistance like property repair/rehabilitation loans.	Not incorporated	Existing Citywide policy/practice.

Recommendations	Status	Notes
Assist older residents who want to remain in the neighborhood by promoting property tax assistance programs and encouraging the establishment of life-cycle housing, creating options for different and changing housing needs and levels of care.	Potentially incorporate	Existing Citywide policy/practice.
Minimize noise impact from the airport on neighborhood residents by encouraging sound insulation on existing buildings and new construction. Work to ensure eligible households are aware of Part 150 soundproofing programs. Identify sound mitigation options for properties outside sound contours, particularly Hawthorne Elementary, which may include weatherization (air sealing) programs.	Potentially incorporate	
Encourage the development of spaces that support neighborhood-oriented destinations like restaurants or cafes, by including ground floor commercial space in new mixed-use building at appropriate locations, such as near BRT stations.	Incorporate	Commercial frontages map
Work with the community to identify areas which lack lighting and explore solutions like tree trimming, porchlight campaigns and additional streetlights.	Potentially incorporate	
Culture and Character Recommendations		
Invite residents of all backgrounds to participate in a community-based process to design public gathering spaces and streetscapes along East Washington Avenue so that as this commercial area redevelops into more of a neighborhood-serving place, people will be comfortable expressing their culture there and feel that they belong.	Potentially incorporate	No park, public space or streetscape projects planned on East Washington. limited opportunity to require gathering spaces in private development
Revise Urban Design District (UDD) number 5 (MGO section 33.24(12) in coordination with transitoriented development (TOD) overlay zoning to reflect and implement the design recommendations of this Plan.	Incorporated	
Encourage the creation of neighborhood-oriented events, such as block parties, food cart nights or summer concert series, to bring residents together more frequently.	Potentially incorporate	Not a City action; limited City control.
Explore the feasibility of creating urban arts districts along Lexington, Mayfair, and Commercial Avenues to support the establishment of artist workshops, music studios and makerspaces; explore modifying the City's art grant program to help artists secure studio space in these areas.	Potentially incorporate	
Explore the possibilities of adding murals to blank facades such as the telecommunications building at Rowland and East Washington Avenue.	Potentially incorporate	

Recommendations	Status	Notes
Work with Dane County to identify community-oriented interim uses for the greenspace in the Wright street triangle.	Potentially incorporate	
Explore opportunities for the temporary use of vacant or transitional spaces to support emerging artists while adding to the vibrancy of the area. This may include, but is not limited to, pop-up galleries, artist-in-residencies and murals	Potentially incorporate	Not a City action; limited City control.
Fully implement the “Art Through City Building” concepts as described in the City’s Public Art Framework, Cultural Plan, and other adopted policies to make the Hawthorne-Truax Area more welcoming to people of every race, ethnicity, gender, age, and ability.	Not incorporated	Existing City Policy/Action
Green and Resilient Recommendations		
Improve access to and visibility of City of Madison park spaces through selective property acquisitions, including three single-family homes on Lexington Avenue abutting the Hawthorne School Open Space	Incorporate	Land use map; Parks and Open Space Map
As part of all street reconstructions, ensure terrace widths are sufficient to support large canopy trees and explore distributed green infrastructure, such as terrace rain gardens, where possible.	Not incorporated	Generally City practice; street design addressed by Complete Green Streets; many rural to urban reconstructions will occur in future.
Proactively work with the Streets Division and Forestry section to identify and address areas without street tree plantings.	Potentially incorporate	Citywide action based on updated street tree inventory being completed.
Continue to pursue a residential tree rebate program to encourage tree plantings on private property, and prioritize areas with lower canopy coverage levels, higher heat island impacts and lower incomes.	Not incorporated	Existing City Policy/Action
Seek a public access easement or dedication along the east branch of Starkweather Creek between Hwy 30 and Commercial Avenue (behind the Kriete Trucking Center property).	Incorporate	Parks and Open Space map
Add one or more canoe and kayak launches along the west branch of the Starkweather Creek.	Potentially incorporate	Shift to Parks Development Plan or Community Action Plan

Recommendations	Status	Notes
Flood Reduction: Coordinate with the Starkweather Creek Watershed Study to develop stormwater management and watershed protection recommendations. Investigate solutions to areas with chronic flooding such as at Lexington Avenue and Hwy 51 and in the “triangle” area between the East Washington Avenue Frontage Road and the Commercial Avenue Service Road. Chronic flooding can eliminate primary neighborhood access points during heavy rain events.	Incorporate	
Stormwater Quality Improvement: Coordinate with the City’s Wisconsin Pollutant Discharge Elimination System (WPDES) Municipal Separate Storm Sewer (MS4) Permit requirements to target areas to improve stormwater quality. Approximately every five years, the City updates its Stormwater Quality Management Plan to quantify the City’s existing pollution reduction and what else needs to be done. Stormwater quality practices, such as pervious pavement or biofilters, in this area can help improve the neighborhood’s resilience.	Not incorporated	Existing City Policy/Action
Economy and Opportunity Recommendations		
Utilize City land banking to purchase properties, particularly along the BRT and other transit corridors, for the purpose of establishing affordable housing, and possibly to support business uses.	Incorporate	Existing City Policy/Action; could be more geographically specific
Utilize Tax Increment Finance (TIF) District 52, which will be located in the planning area along East Washington Avenue, to fund non-assessable infrastructure such as bicycle network improvements, pedestrian safety improvements, new streets, and stormwater management improvements; affordable housing; and initiatives like business incubators; land banking; and small business assistance.	Incorporate	Not a City action; outside City control.
Explore creating a new business/community/neighborhood improvement district along East Washington Avenue to help make public spaces more welcoming to all Madison’s residents, maintain amenities, facilitate events and promote the area to customers.	Potentially incorporate	Not a City action; outside City control.
Explore a commercial rental assistance or guarantee program to help small and emerging businesses, particularly those owned by BIPOC individuals, afford space in the East Washington Avenue commercial corridor where rent increases may occur. Gap assistance could be used to help businesses displaced by redevelopment afford ground-floor space in new mixed-use buildings.	Not incorporated	Implemented; Existing City Policy/Action
Continue to use the Commercial Ownership Assistance Program to help businesses located in the planning area transition from renting space to owning commercial property.	Not incorporated	Existing City Policy/Action

Recommendations	Status	Notes
Increase resident access to affordable childcare by expanding the capacity and broadening the eligibility of Madison College childcare, bringing in providers such as Reach Dane and others to commercial spaces of new mixed-use buildings like RISE Madison, assisting with creation of childcare cooperatives and in-home businesses, and encouraging employers in the neighborhood to provide on-site childcare.	Potentially incorporate	Not a City action; outside City control but could be part of the Community Action Strategy chapter
Target promotion of the City's Facade Grant Improvement Program to this area for physical improvements to commercial buildings.	Potentially incorporate	Existing City Policy/Action. It could be part of the Community Action Strategy
Work with community partners to identify job opportunities for youth along the BRT corridor, including major employers like the City, County and State government.	Potentially incorporate	Not a City action; outside City control but could be part of the Community Action Strategy chapter
Encourage area employers to hire college students, high school students and recent graduates living in the planning area, and help these young people find and keep jobs by offering mentorship and guidance during the job search and after they are hired.	Potentially incorporate	Not a City action; outside City control but could be part of the Community Action Strategy chapter
Expand the City's Small Cap TIF Loan Program and Building Improvement Grant Program, both targeted to small business, to this neighborhood, utilizing TID #52 funding	Potentially incorporate	Not a City action; outside City control but could be part of the Community Action Strategy chapter
Effective Government Recommendations		
Increase awareness and access to existing community programs and services and explore expanding them in such locations as the community rooms of new housing developments, Hawthorne Elementary School, the Imagination Center, and through co-location of community-based organizations.	Potentially incorporate	Not a City action; outside City control but could be part of the Community Action Strategy chapter
Enhance promotion to neighborhood residents of programs for rental and utility payment support, the City's property tax assistance program for seniors, and the City's low cost mortgage and rehabilitation loans.	Potentially incorporate	Existing City Policy/Action. It could be part of the Community Action Strategy

Recommendations	Status	Notes
Explore establishing criteria for the City's Housing Forward Fund and Affordable Housing Fund that encourages applicants to be more flexible with renters in regard to credit histories, previous convictions, earnest fees and security deposits	Potentially incorporate	Not a City action; outside City control but could be part of the Community Action Strategy chapter
Strengthen Public Health's "Reduce Drug Harm and Violence" initiative to expand service to the plan area for mental and physical health, domestic violence, and violence prevention and intervention.	Potentially incorporate	Existing City Policy/Action. It could be part of the Community Action Strategy
Work to support Joining Forces for Families and East Madison Community Center in their efforts to address Truax resident needs like finding affordable childcare, healthcare, and nutritious food	Potentially incorporate	Not a City action; outside City control but could be part of the Community Action Strategy chapter
Work together with the community and utilize City support and resources such as Parks Alive, Carts in Parks, and Madison Arts Commission funding and festival planning assistance to establish neighborhood events and activities in parks and open space, Truax apartment greenspace, and other gathering places. Feature food, music, crafts, artwork and cultural performances that celebrate the diverse backgrounds of residents	Potentially incorporate	Not a City action; outside City control but could be part of the Community Action Strategy chapter
Encourage the establishment of community spaces in new mixed-use areas and invite youth to help design and program these spaces for artistic expression, gathering with friends, recreation, and other activities.	Potentially incorporate	Not a City action; outside City control but could be part of the Community Action Strategy chapter
Encourage and support organizations such as New Bridge Madison and Goodman Community Center to bring programming and services for older adults to the planning area; explore potential locations like apartment community rooms, East Madison Community Center, Madison College and the Imagination Center	Potentially incorporate	Not a City action; outside City control but could be part of the Community Action Strategy chapter
Support the establishment, capacity-building, and diversification of groups working to strengthen neighborhood cohesion and connections by sharing tools, tips and other resources that help these groups become more inclusive and welcoming to the area's diverse residents.	Potentially incorporate	Not a City action; outside City control but could be part of the Community Action Strategy chapter
Provide technical support and ideas for grants and other resources that could assist residents in re-activating the Hawthorne Neighborhood Association, a previously long-standing organization that organized social events and activities, connected residents to resources and helped them gain a voice in City processes and other initiatives affecting their neighborhood.	Potentially incorporate	Not a City action; outside City control but could be part of the Community Action Strategy chapter

Recommendations	Status	Notes
Greater East Towne Plan Goal/Recommendation Summary		
Land Use Recommendations		
An added layer of Employment is recommended as an overlay to the General Commercial areas on the far eastern area of the planning boundary. This highly visible area could provide employment opportunities adjacent to BRT	Potentially incorporate	Land use map - General Commercial may allow intended employment uses
Change the Comprehensive Plan Generalized Future Land Use Map to match the adopted Future Land Use in this Plan in order to encourage more viable concentrated mixed-use activity centers and encourage a wide variety of residential densities to create new neighborhoods.	Incorporated	Land use map
a) Ground floor commercial uses may not be economically feasible in all mixed-used areas but should be required in the Commercial Core areas noted on the Commercial Core map	Potentially incorporate	Consider Commercial Core Mapping
b) . Encourage a mix of residential densities throughout the planning areas to take advantage of the direct access to BRT transportation options.	Incorporated	Land use map
Increase the amount of land dedicated to public greenspace, as detailed in the Green and Resilient chapter.	Incorporated	Land use map and parks and open space map
Proactively rezone properties called out on the Proactive Zoning and Official Mapping map. Rezoning of property should only be considered if it advances the goals, strategies, and recommendations of this Plan and the Comprehensive Plan with respect to creating a more compact, walkable, interconnected area. Rezoning that regresses to more suburban style development or simply perpetuates the status quo should not be considered. For example, rezoning from CC to TSS would be acceptable, but rezoning from TSS to CC would not be acceptable	Implemented	Zoning map
Transportation Recommendations		
Authorize City staff to begin a corridor study of East Washington Avenue, focused on pedestrian, transit, and bicycle safety.	Not incorporated	Added to Traffic Engineering's potential future project lists
Officially map future public street connections called out on Proactive Zoning and Official Mapping map and reserve sufficient public right-of-way to implement the planned street network.	Implemented	

Recommendations	Status	Notes
Evaluate the creation of a new tax increment district (TID) in the planning area to fund non-assessable transportation improvements that support walkable, bikeable, transit-oriented redevelopment.	Potentially incorporate	Potential Economy and Opportunities recommendation for TID creation
Design new and reconstructed streets as complete streets, with appropriate bicycle, pedestrian, and transit facilities.	Implemented	Complete Green Street guides future street design
Work to address barriers to plan implementation, such as cross access easements, shared driveways, and restrictive covenants.	Not incorporated	Not a City action; outside City control
Implement the shared-use path/wide sidewalk network, bicycle lane network, and sidewalk connections shown on the Sidewalk Network map including:	Incorporated	Bike network Map; Sidewalk maps/policy
a. Construct an expanded sidewalk or shared-use path along East Washington Avenue, preferably on both sides for better connections to the planned BRT system.	Incorporated	Bike network Map; Sidewalk maps/policy
b. Extend the planned shared-use paths to and through the Starkweather Creek natural areas to provide longer, continuous linkages along Starkweather Creek to Lake Monona.	Incorporated	Bike network Map; Sidewalk maps/policy
c. Stripe bicycle lanes on Lien, Thierer, Eagan, and Zeier Roads where currently missing		
d. Integrate bicycle lanes and bicycle wayfinding into planned streets and planned street extensions including but not limited to: Independence Lane, High Crossing Boulevard, Parkside Drive, East Springs Drive, and other new local connections.	Incorporated	Bike network Map; Sidewalk maps/policy
e. Integrate pedestrian and bicycle infrastructure like benches, pedestrian-oriented lighting, and bike racks into terrace areas, especially in and around the Commercial Core areas shown on the Commercial Core map.	Potentially incorporate	
f. Install facilities to encourage bike-and-ride use at BRT stations.	Implemented	Bike parking to be available near BRT stations
g. Improve pedestrian safety and comfort on existing streets by adding crosswalks, pedestrian islands, tabletop crossings, rectangular rapid flashing beacons (RRFBs), bumpouts, and other pedestrian infrastructure, both proactively and as part of repaving/reconstruction projects.	Incorporated	Neighborhood traffic management and intersections improvements
Encourage expansion of bicycle share facilities to the Plan area, as an extension of the current facilities at Madison College.	Potentially incorporate	Not a City action; outside City control. Potential CDBG expenditure pending neighborhood priorities

Recommendations	Status	Notes
Prioritize safe pedestrian crossings of East Washington Avenue, and consider a pedestrian bridge or other separated structure near Reindahl Park or other locations as determined appropriate by the East Washington Avenue corridor study.	Potentially incorporate	Neighborhood traffic management and intersections improvements.
Prioritize improved service for transit-dependent populations when integrating Madison Metro routes with BRT.	Implemented	Metro Transit Network Redesign
Identify a location for a park-and-ride to support transit use and reduce the burden of BRT commuters parking within residential and commercial areas.	Not incorporated	BRT park and ride lots are on Routes A1 and A2 east of plan areas. No additional lots planned in GETAP.
Neighborhood and Housing Recommendations		
Encourage development of a wide mix of housing unit types, sizes, and costs close to transit and other amenities.	Not incorporated	Existing Citywide policy/practice and Land use map
a. In the Affordable Housing Fund (AHF) Targeted Area Map, show BRT station areas within the Greater East Towne Area Plan boundary as “super preferred.”	Implemented	Existing Citywide policy/practice
b. Evaluate other areas for “preferred” designations on the AHF Targeted Area Map following completion of Metro’s Transit Network Redesign process.	Implemented	Existing Citywide policy/practice
c. Utilize the AHF Targeted Area Map to direct all sources of City financial assistance, including tax increment financing, for affordable housing development to transit rich areas.	Implemented	Existing Citywide policy/practice
Encourage the highest housing densities along the BRT corridor and the future mixed-use node along the new Independence Lane south of East Washington Avenue (see the Land Use and Transportation Concepts map). Within these areas, consider zoning districts that have no minimum parking requirement to encourage transit use and increase housing affordability for those without vehicles.	Implemented	Land Use Map; TOD overlay zoning district
Support development of affordable housing of all types, including different sizes, costs, and income levels for a broad range of residents.	Potentially incorporate	Existing Citywide policy/practice
a. Encourage a wider mix of apartment unit sizes, including those large enough to support larger families (3+ bedroom).	Potentially incorporate	Existing Citywide policy/practice
b. Encourage and incentivize development of smaller-scale housing types, such as attached townhomes, small apartment buildings, bungalow courts, and courtyard apartment buildings.	Potentially incorporate	Land use map; Existing Citywide policy/practice

Recommendations	Status	Notes
c. Set aside specific areas for Low-Medium Residential housing, aimed specifically at creating smaller-scale, owner-occupied housing types as a way for wealth building and implementing strategies to increase homeownership in BIPOC households. Refer to the Land Use and Transportation Concepts map for areas designated as Low-Medium Residential	Potentially incorporate	Implemented Land use map
d. Encourage a variety of ownership and occupancy structures in addition to apartments, including cohousing, condominiums, housing cooperatives, and community land trusts.	Not incorporated	Not a City action; outside City control.
e. Continue to target City, state and federal affordable housing funding sources within preferred and superpreferred areas on the AHF Targeted Area Map.	Not incorporated	Existing Citywide policy/practice
f. Budget funds for affordable housing in any new tax increment districts with property in the Greater East Towne Area.	Potentially incorporate	
g. Explore the use of height bonuses for projects incorporating affordable housing units (see recommendation #1 in the Design Elements appendix)	Potentially incorporate	
h. Explore the conversion of hotels/motels to housing for those with lower incomes.	Not incorporated	Conversion potential determined by zoning and land use map; Not a City action; outside City control.
Undertake proactive rezoning of properties, as recommended in the Land Use and Transportation chapter, to allow housing at scales and locations recommended in this Plan as permitted uses to speed housing construction.	Implemented	
Incentivize affordable housing development on properties in close proximity to transit, especially those that are acquired through the City's Land Banking program in accordance with the Land Banking Policy	Implemented; Not incorporated	Affordable Housing Fund Map; Existing Citywide policy/practice
Continue to prioritize the inclusion of integrative supportive housing units for individuals and families experiencing homelessness in City-assisted affordable housing developments.	Not incorporated	Existing Citywide policy/practice
Continue the work to end homelessness in Madison through the work of the Community Development Division and its numerous Homeless Services Consortium partners.	Not incorporated	Existing Citywide goal
Encourage new housing developments to include community-gathering space.	Not incorporated	Community facilities planned as part of the Imagination Center in Reindahl Park

Recommendations	Status	Notes
Economy and Opportunity Recommendations		
Conduct an equity-based market study of the area to further explore strategies for strengthening the economy with an emphasis on ensuring that people who have been traditionally excluded are included in redevelopment and employment opportunities.	Not incorporated	
Expand the reach of the Commercial Ownership Assistance program to more areas of the city to broaden and increase its ability to help local entrepreneurs of color obtain forgivable loans that they can use to transition from renting to owning commercial property	Implemented	Citywide program
Concentrate employment and commercial uses in areas that best relate to existing and planned future transit, infrastructure, and other amenities.	Incorporated	Land use map
Explore the development of business incubators and accelerators with lower cost space, shared resources, and expertise needed to help grow local businesses.	Potentially incorporate	
a. Partner with outside businesses, community organizations such as Latino, Black, Hmong, and Madison Chambers of Commerce, Wisconsin Women's Business Initiative Corporation, and established incubators, to ensure an incubator meets the needs of BIPOC-owned businesses and fosters opportunities for long-term success.	Potentially incorporate	
b. Work with members of the Chambers' BIPOC communities to design permanent indoor spaces, as well as temporary pop-up and vending opportunities near mixed-use hubs and bus rapid transit (BRT) stations.	Potentially incorporate	
c. Assist BIPOC-owned businesses in finding rental spaces or with down payment assistance for property ownership through the Commercial Ownership Assistance program.	Potentially incorporate	
d. Consider integrating an incubator with land banking, using renovated commercial space to grow local businesses.	Potentially incorporate	
e. Incorporate networking, mentorship, and collaboration opportunities as part of business incubator planning.	Potentially incorporate	
f. Integrate youth mentorship/training into incubator space, potentially in partnership with Madison College, East Madison Community Center, and Madison East High School.	Potentially incorporate	
g. Explore creating a program similar to the Madison Public Market's "Market Ready" program as part of incubator planning to help new businesses and small businesses prepare for incubator occupancy.	Potentially incorporate	

Recommendations	Status	Notes
h. Work with local commercial brokers and property owners to connect small businesses to available space as they “graduate” from an incubator.	Potentially incorporate	
Explore creation of a Tax Increment Finance (TIF) District to fund non-assessable infrastructure, such as bicycle network improvements, pedestrian safety improvements, new streets, and stormwater management improvements; affordable housing; creation of a business incubator; land banking; small business assistance; and other economic development initiatives.	Incorporated	
Explore creating a new business improvement district, community improvement district, neighborhood improvement district, or other tools to help make public spaces more welcoming to all Madison’s residents. Maintain amenities, facilitate events, and promote the area to customers	Potentially incorporate	
Consider marketing strategies to draw/encourage employment to the area as it recovers over the long-term.	Potentially incorporate	
Allow flexibility for future uses to adapt and reuse existing retail spaces, particularly large-format retail. This could include a variety of uses, such as employment and food production, or active uses that bring families from throughout the community to the area, like entertainment and recreation.	Not incorporated	Land use map and zoning allow for flexible reuse of space
Preserve affordable commercial space outside major redevelopment areas to the extent practical. The impact on affordable commercial spaces of zoning changes, TIF assistance, and other actions that encourage redevelopment should be considered as part of project deliberations.	Potentially incorporate	
Explore a commercial rental assistance or guarantee program to help small and emerging businesses, particularly those owned by BIPOC individuals, afford space in areas where rent increases may occur. Gap assistance could be used to help businesses displaced by redevelopment afford ground-floor space in new mixed-use buildings.	Implemented	Citywide program
Continue building relationships with and supporting economic development partners, especially those with ties to BIPOC communities. For example, the Madison Black Chamber of Commerce, Latino Chamber of Commerce of Dane County, and the Hmong Wisconsin Chamber of Commerce have vibrant memberships. The City should collaborate with them and other similar business and economic development groups to help them grow opportunities for entrepreneurs to locate in the Greater East Towne Area.	Not incorporated	Existing City practice
Consider creating a cultural inclusion plan for developers that would provide guidance on promoting a diverse mix of tenants.	Not incorporated	Not a City action; outside City control

Recommendations	Status	Notes
Create a development agreement for projects that the City is investing in to help implement employment recommendations.	Potentially incorporate	
Culture and Character Recommendations		
Revise Urban Design District (UDD) number 5 (MGO section 33.24(12)) to reflect and implement the design recommendations of this Plan, including those found in Appendix X. Extend UDD 5 to the Interstate and also explore expanding it to include key sites south of East Washington Avenue.	Incorporated	
Consider utilizing transit-oriented development (TOD) overlay zoning as necessary to implement the land use, design, and transportation goals of this Plan if not adequately addressed in the revised UDD 5.	Implimented	
Community Spaces		
Design community gathering spaces, including within larger parks and urban plazas, in partnership with BIPOC communities to ensure that these spaces will be welcoming, safe, and affirming cultural hubs. This should start with utilizing the findings from the Social Practice Artists engaged in this planning process.	Potentially incorporate	Parks development proces after acquisition and Parks Development Plan may be appropriate place for recommendation
Utilize a comprehensive, community-based process for the design of community gathering spaces that integrates policies, programming, and activities along with the physical design to ensure they are welcoming to all.	Potentially incorporate	
Design the new neighborhoods of the Greater East Towne Area so people are comfortable expressing their culture and feel that they are part of a community. This applies to streets, sidewalks, paths, transit stops, and other public amenities as well as private development. It may include physical amenities such as multilingual community signage, permanent or temporary art, poetry in sidewalks, murals, and so on.	Potentially incorporate	
Culture and Entertainment		
Explore opportunities for a variety of cultural and entertainment venues as the area develops. This should include spaces that vary in size and are well suited for a variety of visual and performing arts to make them easily accessible to area residents.	Potentially incorporate	
Explore opportunities for the temporary use of vacant or transitional spaces to support emerging artists while adding to the vibrancy of the area. This may include, but is not limited to, artist-in-residency spaces, pop-up galleries, and murals.	Potentially incorporate	Not a City action; outside City control
Public Art		

Recommendations	Status	Notes
Fully implement the “Art Through City Building” concepts as described in the City’s Public Art Framework, Cultural Plan, and other adopted policies to make the Greater East Towne Area more welcoming to people of every race, ethnicity, gender, age, and ability	Not incorporated	Existing Citywide policy/practice
Require that artists (including Social Practice Artists) be a part of design teams hired by the City for major public works projects, such as parks and transportation improvements, as appropriate.	Not incorporated	Addressed by Existing Citywide policy/practice
Green and Resilient Recommendations		
Parks and Open Spaces		
Create and expand parks to serve future residents within the Greater East Towne Area (see the Parks and Open Space map).	Incorporated	land use map; parks and open space map
a. Park space should be acquired through dedication and purchase of property as needed	Not incorporated	Existing Citywide policy/practice
b. Two neighborhood parks (3-5 acres in size) should be considered near the center of the planning area in the general locations shown on the Parks and Open Space map. A larger community park should be located near the Starkweather Creek corridor in areas that are not affected by wetlands.	Incorporated	land use map; parks and open space map
c. An expansion of Mayfair Park on the southwest side of the planning area could provide active recreation opportunities such as single track/recreational biking trails..	Incorporated	land use map; parks and open space map
d. An urban plaza could be centrally located as future redevelopment of the area occurs. An urban setting should be considered for the plaza, due to its location amidst more intensive planned mixed-use development and the possibility of serving residents, patrons of nearby businesses, and visitors to the area. A design that can accommodate special events and programming with spaces that are affirming and welcoming to a diversity of people, including those traditionally left out, is encouraged. The design should accommodate such activities as ethnic and cultural festivals, farmers’ markets, concerts, and other public events and activities.	Incorporated	parks and open space map
e. Future design and amenities for all parks will be determined via a park master planning process undertaken by the Parks Division. Such a planning process will proactively engage a diverse group of residents. Park planners- will consider ways to provide spaces for youth to be able to interact with each other in safe and inviting ways.	Potentially incorporate	Existing Citywide policy/practice/Goal

Recommendations	Status	Notes
Green corridors connecting new and existing parks and open spaces should be considered in the planning area.	Incorporated	land use map; parks and open space map
Consider opportunities along Starkweather Creek to celebrate, educate and inform users of area parks and recreational facilities about the importance of this place as a headwaters site, its native habitats and the indigenous people who originally settled here.	Potentially incorporate	Parks development process after acquisition and Parks Development Plan may be appropriate place for recommendation
Tree Canopy		
Enhance the tree canopy on public rights-of-way by filling in existing street tree gaps in terraces, maximizing the planting of street trees in new terraces, planting trees in medians, and proactively replacing dead and dying trees throughout the planning area.	Not incorporated	Existing Citywide policy/practice
Terrace widths on new streets should be wide enough to accommodate healthy canopy trees and/or bioswales, typically requiring a minimum of 10 feet. Expansion of existing substandard terraces (generally less than eight feet) should be accommodated through additional dedication of right-of-way whenever possible.		
Park and open space design and development should conserve and protect sensitive plant and animal habitats that exist in the Starkweather Creek corridor.	Potentially incorporate	Existing Citywide policy/practice
Stormwater Management		
Implement recommendations included in the City's watershed studies to reduce flooding and create a more resilient stormwater management system. The planning area is located within the boundaries of the Starkweather Creek Watershed and the study is anticipated to be completed in 2022.	Not incorporated	Existing Citywide policy/practice
Implement stormwater management techniques as part of future right-of-way design for both new street construction and reconstruction of existing streets.	Potentially incorporate	Street design guided by Complete Green Streets
Consider integration of stormwater management into future park space for large storms as a natural feature in a way that does not compromise the amenities and use of the park outside of large storm events.	Not incorporated	Existing Citywide policy/practice
Consider property located at the intersection of Lien and Zeier Roads as a new possible open space for stormwater management purposes (see the Parks and Open Space map).	Implemented	land use map; parks and open space map
Sustainability		

Recommendations	Status	Notes
Require buildings/projects seeking City funding assistance (via TIF, the Affordable Housing Fund, or other programs) to describe how they will exceed energy efficiency and sustainability requirements in existing building codes. Strategies may include such things as:	Potentially incorporate	Citywide policy decision
a. Complete the Focus on Energy New Construction Energy Design Assistance Whole Building Analysis, or a similar program, and incorporate a substantial number of recommendations.	Potentially incorporate	Citywide policy decision
b. Seek LEED, Energy Star, Passive House, or a similar certification maximizing energy efficiency.	Potentially incorporate	Citywide policy decision
c. Implement renewable energy programs (incentives/funding options include Focus on Energy, MadiSun, and others).	Potentially incorporate	Citywide policy decision
d. Incorporate sustainable design techniques described in the AIA's Framework for Design Excellence. This includes designing for integration into the surrounding area, equitable community building, and site programming that understands possible changes of use in the future.	Potentially incorporate	Citywide policy decision
e. Reduce or eliminate dependence on fossil fuels for heating by using heat pumps, geothermal heating, and other methods.	Potentially incorporate	Citywide policy decision
f. Integrate renewable energy into building design (such as rooftop solar panels or solar-ready design that does not conflict with any green roof designs).	Potentially incorporate	Citywide policy decision
g. Integrate stormwater management through features like green roofs, blue roofs, gray water systems, and other methods.	Potentially incorporate	Citywide policy decision
h. Use sustainable building materials	Potentially incorporate	Citywide policy decision
Sites are encouraged to integrate stormwater management into site design features like permeable paving and raingardens.	Not incorporated	Existing Citywide policy/practice
Maximize the planting of canopy trees and native landscaping.	Not incorporated	Existing Citywide policy/practice
Both residential and office buildings are encouraged to host shared vehicles to allow residents to reduce or eliminate car ownership and allow office employees to take transit to work.	Not incorporated; implemented	Addressed by Transportation Demand Management ordinance
Explore the feasibility of a geothermal system under planned new park space for adjoining properties. E	Potentially incorporate	
Effective Government Recommendations		

Recommendations	Status	Notes
Work with the Madison Metropolitan School District (MMSD) to locate a school(s) as needed in an appropriate location to serve the influx of new residents over the next 10 to 20 years.	Not incorporated	Not a City action; outside City control
When considering any rezoning or conditional use request for additional residential development in the area between Zeier Road and the Interstate, solicit input from both school districts (the Madison Metropolitan School District (MMSD) and Sun Prairie Area School District (SPASD)) to forward to the Plan Commission and Council as they make their decisions.	Potentially incorporate	
Create a safe pedestrian environment within the planning area, particularly across East Washington Avenue to facilitate school-age children walking to school at Sandburg Elementary School.	Incorporated	Neighborhood Traffic Management, Intersection improvements and Sidewalk Map
After Reindahl Imagination Center is built, and there is some new housing in the planning area, conduct a review of community service and facility needs. If gaps are discovered, work with the Community Development Division to consider building a community center or service provider facility (e.g. The Village on Park) where providers can rent space and offer such things as employment services, business development skills, computer skills training, preventive health services, food and essentials pantry, fitness and recreation, and other offerings found to be needed in the area. Also rent space to others like centers of worship and ethnic and cultural associations.	Potentially incorporate	
Encourage creation of a health and wellness-type facility to serve unmet needs of residents by facilitating partnerships among service providers, financial investors, health care facilities and others; seek development funds through TIF, grants, and other City programs.	Potentially incorporate	
Explore satellite facilities for government services to accommodate resident and business schedules and needs, potentially at the new Reindahl Imagination Center.	Potentially incorporate	
The addition of new residences will generate new voting wards (i.e., a geographic area which contains 2000 people), which each need a polling place. Ideas for polling places include but are not limited to the following: park shelters with bathrooms, enclosed rooms with power, public libraries, community rooms in private developments, and assisted living facilities.	Not incorporated	Existing Citywide policy/practice

Recommendations	Status	Notes
Implement the proactive rezoning recommended in the Land Use and Transportation chapter to streamline the redevelopment process for select properties, especially those with large amounts of surface parking in close proximity to planned bus rapid transit.	Implemented	
Proactively enforce property maintenance ordinances for vacant properties	Not incorporated	Existing Citywide policy/practice
Building and Site Design Recommendations		
Implement the maximum building heights, as shown on the Maximum Building Height map, by ordinance. Consider allowing bonus stories for affordable housing and/or green building techniques within the Greater East Towne Area as part of a larger, citywide approach to bonus stories adopted by ordinance.	Potentially incorporate	
New buildings should have a minimum height of two stories.	Potentially incorporate	
Buildings fronting Commercial Core areas, as shown on the Commercial Core map, should be set back no more than ten feet to create a consistent, engaging, and walkable street frontage	Potentially incorporate	
Buildings not fronting Commercial Core areas should generally be minimally set back to maintain walkability and create easy pedestrian connections to the street and nearby transit. Substantial variations in setbacks between adjoining parcels should be avoided.	Potentially incorporate	
Buildings over five floors should step back a minimum of 15 feet from the setback line above the fifth floor along rights-of-way that are under 110 feet wide.	Potentially incorporate	
Exterior materials are as allowed by the Zoning Code, with the exception that Exterior Insulation Finish Systems (EIFS), stucco or similar materials are prohibited.	Potentially incorporate	
Material changes shall not be made within the same plane without a programmatic change or a minimum notable relief.	Potentially incorporate	
Buildings should be designed so that uses, entrances, and design elements provide amenities to enhance the visual and pedestrian character of the street.	Potentially incorporate	
Blank building walls that lack architectural detail, variety, and windows along street-facing facades shall be avoided.	Potentially incorporate	
Modulation to create porches, balconies, roof terraces, entrances, and other active uses are encouraged for residential units/buildings.	Potentially incorporate	
Porches and balconies should be well integrated within the design and provide usable open space for residential tenants.	Potentially incorporate	

Culture and Character
Recommendation 1:
Revise Urban Design District
(UDD) number 5 (MGO section
33.24(12)) to reflect and
implement the design
recommendations of this Plan,
including those found in
Appendix X. Extend UDD 5 to

Recommendations	Status	Notes
New buildings should be oriented on sites to maximize pedestrian, transit, and bicyclist use while shielding parking from the public realm.	Potentially incorporate	the Interstate and also explore expanding it to include key sites south of East Washington Avenue.
a. All ground floor commercial uses shall have usable entrances facing a public street that are open to the public during businesses' regular hours.	Potentially incorporate	
b. Wherever possible, parking should be placed under buildings (below grade), in parking structures, or behind buildings. Parking should be shielded from streets, and should not be placed between a building and the street. Above-ground structured parking should be shielded from public streets by liner buildings.	Potentially incorporate	
c. All ground floor residential units facing a street shall have their own street entrance with a front porch/ stoop. Sliding doors are prohibited for ground floor residential entrances.	Potentially incorporate	
Building entrances should be designed as the focal points of the front facade, and should utilize overhangs, porches, stoops or other elements to add a pedestrian rhythm to the street façade. Building uses, entrances, and design elements should enhance the visual and pedestrian character of the street.	Potentially incorporate	
Commercial Core areas, as shown on the Commercial Core map, should have active ground floor commercial uses (retail, restaurant, service, or office uses).	Potentially incorporate	
a. Commercial Core areas are encouraged to have outdoor patios, dining, awnings, and display windows.	Potentially incorporate	
b. Commercial Core areas should have a floor-to-ceiling height of at least ten (10) feet and have at least sixty percent (60%) facade transparency between two (2) and eight (8) feet from ground level.	Potentially incorporate	

Hanson Road Neighborhood Development Plan

Goal/Recommendation Summary

Land Use Map

A small amount of neighborhood-serving commercial development is considered compatible with the proposed industrial park.	Incorporated	Land Use Map; Location changed to I-90 interchange
The Plan proposes that no additional development occur west and north of CTH CV	Not incorporated	Land Use Map; previous questions about sewer/water service answered.

Recommendations	Status	Notes
Interstate Highway 90-94 and U.S. Highway 51 serve as gateways to the Madison urban area from the north. It is recommended that lands adjacent to these roadways be developed in a manner which enhances the attractiveness of these important entry points into the community.	Potentially incorporate	Design standards included in zoning code, but an urban design district is possible
Residential Uses - Density Ranges	Not incorporated	Comprehensive plan land use categories now used
2021 Amendment - Housing Mix	Not incorporated	Comprehensive plan land use categories now used
It is recommended that the Hanson Road Neighborhood Development Plan be adopted as an element of the City of Madison Master Plan. It is also recommended that the land use recommendations included in the Neighborhood Development Plan also be incorporated into the adopted City of Madison Land Use Plan, and that the appropriate land use designations be incorporated into the Land Use Plan Map. It is further recommended that any substantial changes proposed in land use boundaries or in the alignment of major streets be reviewed as potential amendments to this plan prior to the consideration of such development proposals.	Implemented	Land use map
Following adoption of the Hanson Road Neighborhood Development Plan as an element of the City of Madison Master Plan, it is recommended that the City of Madison prepare and submit to the Dane County Regional Planning Commission an application to amend the Dane County Land Use and Transportation Plan, Dane County Water Quality Plan, and Dane County Farmland Preservation Plan to include all the recommended development land within Phase I of the Hanson Road Neighborhood in the Central Urban Service Area. It is further recommended that prior to development of lands in Phases II and III of the neighborhood, a request to amend the Central Urban Service Area to include these phases be submitted detailing how the full range of urban services will be provided by the City of Madison. Map 9 shows the development phasing plan for the neighborhood.	Potentially incorporate	Urban service area expansion - Common Council must approval all urban service area applications

Recommendations	Status	Notes
It is recommended that all lands within the Hanson Road Neighborhood be zoned to conform to the land use recommendations of the adopted neighborhood development plan. It is further recommended that lands currently zoned Agriculture District be rezoned to another district only at such time as there is a specific subdivision and/or a specific development proposal sufficiently detailed to ensure that development within the district will be consistent with this neighborhood plan. Development zoning should not be considered until the lands are within an Urban Service Area and the full range of urban services is available. It is further recommended that amendments to the City's zoning ordinance be explored which would allow for free-standing warehouse/distribution facilities in the SM (Specific Manufacturing) District.	Implemented	Zoning map and addressed by existing City policy/ordinance
It is recommended that future subdivisions within the Hanson Road Neighborhood conform to the recommendations of the adopted neighborhood development plan, particularly regarding the location of arterial and collector streets, parks and open space areas, drainage greenways, stormwater retention and detention facilities, and the creation of building lots that will help facilitate the development of a variety of housing types and densities within the residential area. It is further recommended that local streets within proposed subdivisions either generally conform to the pattern of local streets shown in the neighborhood plan, or otherwise reflect the objectives illustrated in the neighborhood development plan regarding street circulation and provision of multiple routes, access to parks, orientation of streets to visual features, and stormwater drainage.	Implemented - Land Use Map	Land use and street maps
Ridgewood East Plan Goal/Recommendation Summary		
Land Use		
Neighborhood Commercial, Residential, Open Space	Obsolete	Updated land use recommendations in Greater East Towne Area Plan
Transportation Recommendations		
It is recommended that the affected stakeholders and neighborhood association work with the City within its Neighborhood Traffic Management Program (NTMP) and Council- appropriated funds on amelioration projects.	Obsolete	Unknown if traffic issues sited still exist

Recommendations	Status	Notes
Provide alternative routes for traffic to have access through the Neighborhood and Project Area	Incorporated	
Four-lane Lien Road from Zeier/N. Thompson Drive to Reiner Road.	Implemented	Street design guided by Complete Green Streets
Improve USH 51 and USH 151 to carry more arterial traffic between East Towne area and the area south of STH 30.	Not incorporated	Interstate and State Highway capacity issues are not a City action. The Wisconsin Hwy 51 study is on-going
Evaluate the possibility of expanding Felland Road south across I-94	Obsolete	Updated transportation recommendations in the Northeast Neighborhoods Development Plan
Establish a north/south collector street between Felland and Reiner Roads (from Burke Road south to CTH T).	Obsolete	Updated transportation recommendations in the Northeast Neighborhoods Development Plan
Evaluate the need for a bike path from Felland Road under I-90/94 to the Ridgewood Neighborhood between Lien Road and CTH T. The key to keeping regional traffic out of the neighborhoods is to provide principal routes which get travelers to and from destinations faster than going through neighborhoods.	Incorporated	Planned Bike Network
Extend a bike lane along the Railroad corridor and interconnect it to the local developments.	Incorporated	Planned Bike Network
Establish a series of east/west collector streets between Burke Road and CTH T	Obsolete	Updated transportation recommendations in the Northeast Neighborhoods Development Plan
Evaluate and discuss with Madison Metro and neighborhood residents the need for a new transit transfer station in the East Towne area and the possibility for a rail transit station	Obsolete	Transit Network Redesign
Extend Crossroads Drive/City View Drive to Lien Road as shown in the Felland Neighborhood Plan. If a larger P&R lot is being considered, the neighborhood may be opposed to the project.	Implemented	Updated transportation recommendations in the Northeast Neighborhoods Development Plan

Recommendations	Status	Notes
Extend Parkside Drive to Sycamore Avenue as environmental conditions permit	Obsolete	Updated transportation recommendations in the Greater East Towne Area Plan
Eliminate any plans for an interchange at I-90/94 and Lien Road	Obsolete	WisDOT I-94 corridor study is not evaluating Lien as a potential interchange.

Carpenter-Ridgeway-Hawthorne-Truax Neighborhood Plan

Goal/Recommendation Summary

Hawthorne Elementary Recommendations

Increase access of Hawthorne Elementary School for community purposes and better utilize space for neighborhood recreational activities.	Implemented	
Improve access to the school building during off-hours for neighborhood residents of all ages. Explore offering MATC evening classes and MSCR recreational activities during the evenings and weekends at Hawthorne Elementary School.	Not incorporated	Not a city action
Determine if Hawthorne Elementary School Grounds could be transferred to the City for development of a City Park. To increase the amount of open space in a park-deficient area of the neighborhood, acquire and relocate one or more of the single-family homes on the 3400 block of Lexington Avenue in the event that they become available. Relocate the dwelling unit(s) to an appropriate residential lot within the neighborhood.	Implemented	Park use agreement between City and MMSD
Develop a master plan for Hawthorne Elementary School and grounds	Not incorporated	Not a city action
Renovate the Hawthorne Elementary School parking lot on Lexington Avenue to create a U-shaped bus drop-off driveway	Implemented	Not a city action
Explore a land trade between Hawthorne Elementary School and Earthgrains (formerly Gardner) Bakery along the northern property lot line (see Map 5).	Obsolete	approved redevelopment of bakery
Redesign the Hawthorne Elementary School main entrance on Concord Avenue by constructing a circular driveway. As part of the reconfiguration, improve the appearance of the main entrance to the school by improved landscaping and signage	Implemented	Not a city action

Recommendations	Status	Notes
Parks and Open Space Recommendations		
Improve and preserve natural areas and open space settings throughout the neighborhood.	Not incorporated	Existing Citywide policy/practice
Preserve the natural area in the southern portion of the Dane County Regional Airport owned site for the enjoyment of the residents and as a buffer to potential new development.	Implemented	Land use map
Acquire the Voit Property, south of Highway 30, for future active and passive recreational lands.	Obsolete	Development of area guided by Milwaukee Street Special Area Plan
Redesign Hawthorne Elementary School grounds to function as a town square, drawing neighborhood residents together for neighborhood cultural and recreational activities.	Not incorporated	Not a city action
Continue to preserve the MATC natural area for the enjoyment of MATC students, neighborhood residents, and others that appreciate its value.	Implemented	Land use map
Enhance recreational activities for Carpenter-Hawthorne-Ridgeway Sycamore-Truax residents by improving Brigham and Mayfair Parks and providing other outdoor recreational opportunities.	Not incorporated	Addressed by Parks Development Plan
Preserve the wetland and open space lands at the northeastern and southeastern corner of the intersection of North Stoughton Road and Commercial Avenue by sensitively planning the Parkside Drive extension.	Implemented	Land use map, Parks and open space map
Encourage the development of community gardens and off leash dog areas within the neighborhood.	Implemented	Addressed by Parks Development Plan

Recommendations	Status	Notes
Land Use Recommendations		
Identify potential future land uses and development concepts for underutilized redevelopment sites	Obsolete	
<p>Site A: 3100 block of East Washington Avenue (see Map 8) Assemblage of properties and construction of architecturally significant building(s) to the street edge of East Washington Avenue. Relocate frontage road to the rear of new building(s) with access to Rethke or Commercial Avenues.</p> <p>Improve landscaping along the east side of Highway 30 between East Washington Avenue and North Fair Oaks Avenue.</p>	Obsolete	Updated development recommendations in the Hawthorne-Truax Neighborhood Plan.
<p>Site A1: 3200 block of East Washington Avenue and adjacent properties (see Map 8) Construct mixed-use or multi-family building of similar architecture style on the corner of East Washington and Pinecrest Avenues. Orientation of mixed-use building should be fronting East Washington Avenue.</p> <p>Construction of multifamily units (4 units) on the rear portion of 3213 East Washington Avenue and 722 Pinecrest Avenue.</p> <p>Development of commercial uses on the underutilized parcels of 707-711 Rethke Avenue.</p>	Obsolete	Updated development recommendations in the Hawthorne-Truax Neighborhood Plan.
<p>Site B: 3200 block of East Washington Avenue (see Map 9) Construction of multipurpose building for Bethesda Christian Fellowship Church youth and adult programs on the western property line. Demolition or relocation of Bethesda Christian Fellowship Church child care center to accommodate parking expansion.</p> <p>Improve landscaping along the 820-826 Powers Avenue to screen parking lot and improve aesthetics.</p> <p>Improve intersection of Powers-Lexington Avenue to reduce speeding</p>	Obsolete	Updated development recommendations in the Hawthorne-Truax Neighborhood Plan.
Site C: 3300 block of East Washington Avenue (south side) (see Map 10) Construction of an architecturally unified, mixed-use commercial/residential development.	Obsolete	Updated development recommendations in the Hawthorne-Truax Neighborhood Plan.

Recommendations	Status	Notes
Site C1: 3300 block of East Washington Avenue (north side) (see Map 11) Construction of multi-family housing along East Washington, condominiums along Ridgeway and Quincy Avenue extended, and affordable housing on the corner of East Washington Avenue and Wright Street.	Obsolete	Updated development recommendations in the Hawthorne-Truax Neighborhood Plan.
Site D: 3500 block of East Washington Avenue (south side) (see Map 12) Construction of new landmark office building at the corner of East Washington Avenue and Highway 51. Extension of Schmedeman Avenue into the shopping center. Reconfiguration of parking lot design with improved landscaping. Creation of two or more outlots for future commercial buildings.	Obsolete	Updated development recommendations in the Hawthorne-Truax Neighborhood Plan.
Site D1: 3500 block of East Washington Avenue (north side) (see Map 12) Construction of 2-3-story multi-family housing with setback of 15-25 ft. Topography of site makes underground parking feasible. Rezoning of 3354-3386 East Washington Avenue from C3 to R5 to allow for multi-family development	Obsolete	Updated development recommendations in the Hawthorne-Truax Neighborhood Plan.
Site E: 3551 Anderson Street (see Map 13) Construction of small-scale office/retail buildings oriented toward Anderson Street and Stoughton Road. Parking lots oriented toward the interior of the site with attractive building and parking lot landscaping will enhance the appearance of the development site. Attractive, abundant landscaping along North Stoughton Road. Creation of buffer strip along the western property line and preservation of the natural area on the southern portion of the site would serve as a buffer between the residential and the proposed commercial uses in the neighborhood. Improved pedestrian crossing at Anderson Street and Stoughton Road and installation of sidewalks and on street bike lanes on Anderson Street would improve pedestrian movement of MATC students and neighbors.	Implemented	Land use map. Updated transportation recommendations in the Hawthorne-Truax Neighborhood Plan.

Recommendations	Status	Notes
Transportation Recommendations		
<p>Reduce traffic volumes and speeding on major corridors and residential streets to enhance pedestrian safety. Develop pedestrian and bicycle networks that improve safety and connections to frequently traveled locations.</p>		
Construct Highway 51 underpass at East Washington Avenue and North Stoughton Road intersection.	Obsolete	Updated transportation recommendations in the Hawthorne-Truax Neighborhood Plan.
Design the East Washington Avenue bridge over Highway 30 interchange to complement the urban setting.	Implemented	
Enhance the appearance of public and private properties by improving the streetscape, landscaping, and building facades along East Washington Avenue.	Implemented	Street reconstruction occurred; building design addressed by zoning Code and UDD 5
Extend MacArthur Road to Lien Road (running parallel to East Washington Avenue directly behind existing businesses) to improve vehicular circulation and pedestrian movement.	Obsolete	Updated recommendation in Greater East Towne Area Plan
Construct East Branch of Starkweather Creek Bicycle Path.	Incorporated	Bike Network Map
Extension of Parkside Drive southerly in a manner that expands Mayfair Park.	Obsolete	Updated recommendation in Greater East Towne Area Plan
Construct West Branch of Starkweather Creek Bicycle Path	Implemented	Bike Network Map
Reconstruct Anderson Street, between Wright Street and North Stoughton Road, to accommodate sidewalks and bicycle lanes.	Implemented	
Install sidewalks on the 3500-3800 blocks of Lexington Avenue, 900- 1000 blocks of Carpenter Street, and 600-800 blocks of Mayfair Avenue.	Potentially incorporate	Sidewalk gap map and priority connections
Investigate improved pedestrian crossings at the intersection of North Stoughton Road and East Washington Avenue, Lexington Avenue, and Anderson Street.	Obsolete	Updated transportation recommendations in the Hawthorne-Truax Neighborhood Plan.

Recommendations	Status	Notes
Investigate traffic management approaches along Lexington Avenue to help reduce vehicular speeds in close proximity to Hawthorne Elementary School. In particular, the intersections of Powers-East Washington-Lexington Avenues, North Fair Oaks and Lexington Avenues, and Mayfair and Lexington Avenues.	Implemented	Speed management under Vision Zero program; street design guided by Complete Greet Streets
Develop strategies to reduce vehicular speed on East Washington Avenue, Wright Street (from East Washington Avenue to Anderson Street), North Fair Oaks Avenue, Lexington Avenue, MacArthur Road, and Mendota Street.	Not incorporated; partly implemented	Outside scope of Framework plans
Enforce traffic regulations throughout the neighborhood, particularly red signal violations at North Fair Oaks Avenue -Wright Street intersection.	Not incorporated	