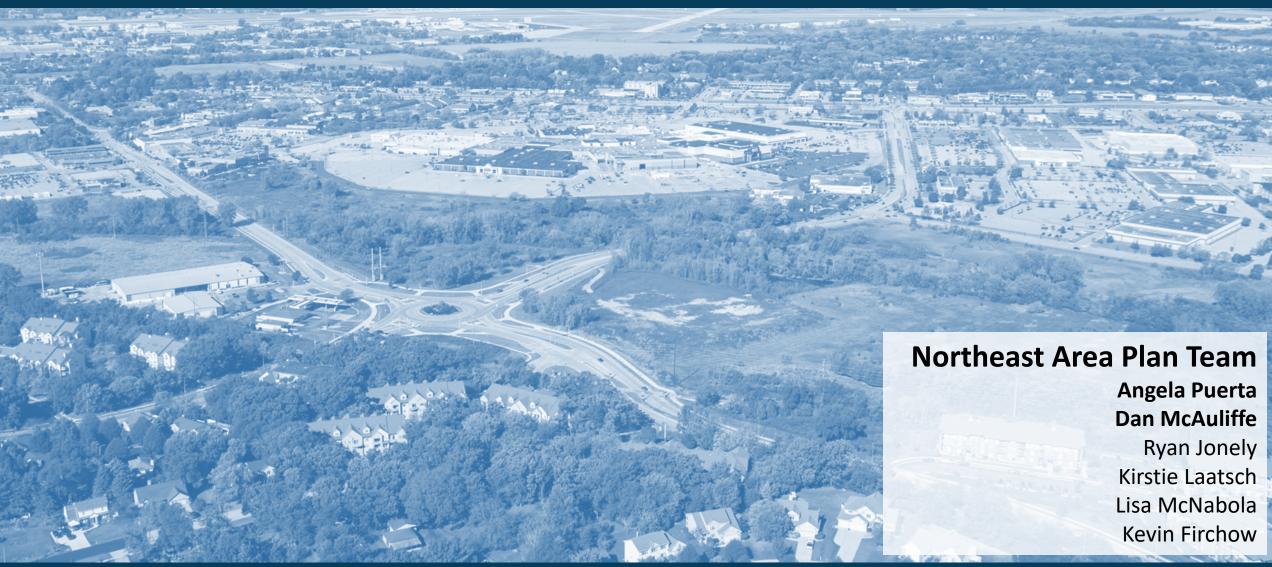
Northeast Area Plan





Project kick-off and initial public engagement

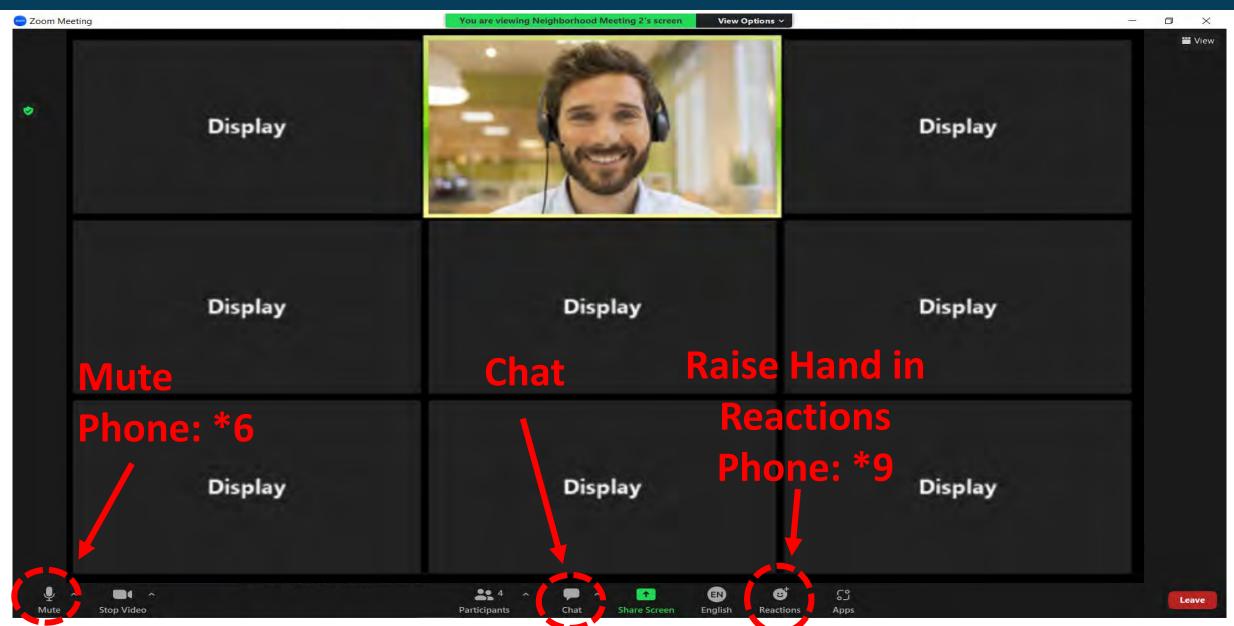
Housekeeping



- This meeting will be recorded and posted to <u>www.cityofmadison.com/NortheastPlan</u>
 By continuing to be in the meeting, you are consenting to being recorded
- Stay muted until after presentation
- Use "Raise Hand" for questions and comments
- Can use **Chat** for questions, comments or if you have technical issues

Housekeeping





Agenda



- Planning Framework
- Existing adopted plans
- Northeast Area Plan background
 - Issues and Opportunities
 - CDBG Focus Areas
 - Timeline
- Hear from you

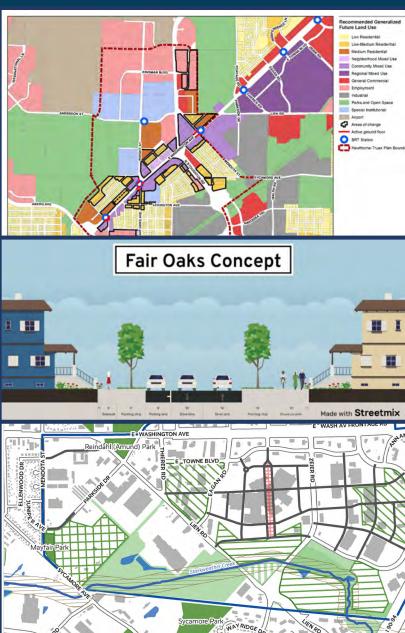
What do plans address?



Guide physical changes in the coming years

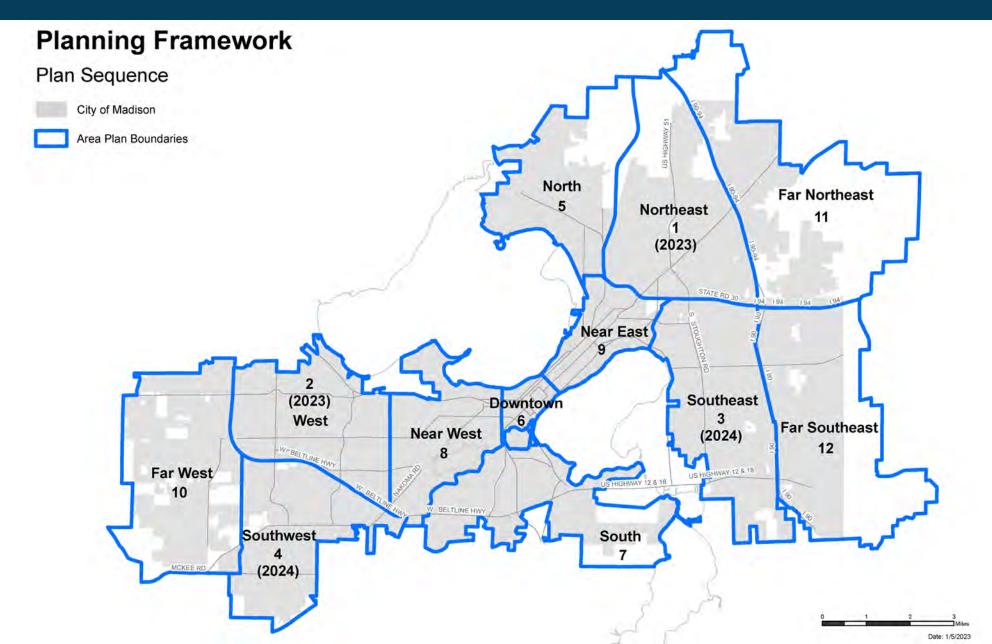
- Land use and future growth
- Transportation
- Parks and open Space
- Stormwater management, utilities and public facilities





Planning Framework





Plan process



Late Fall 2022

 Authorizing Resolution, Project Scope, Schedule, Background info, and Public Participation Plan

Winter 2022/23

Issues,
 Opportunities,
 and Priorities

Spring 2023

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Plan
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Your Voice:

Public Open House #1

Group meetings

Stakeholder Interviews

Resident Surveys



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City Committees review Draft Concepts



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Comment on Draft Plan



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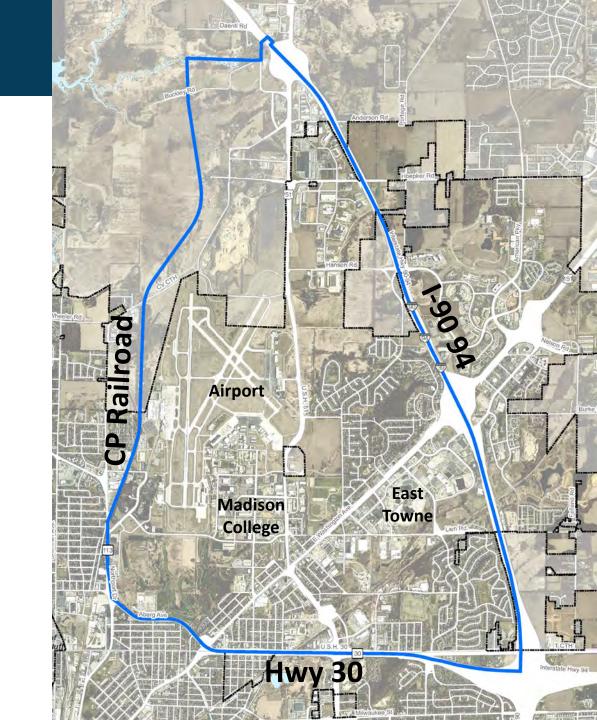
City Meetings to Review and Adopt Plan



Plan Implementation and Monitoring

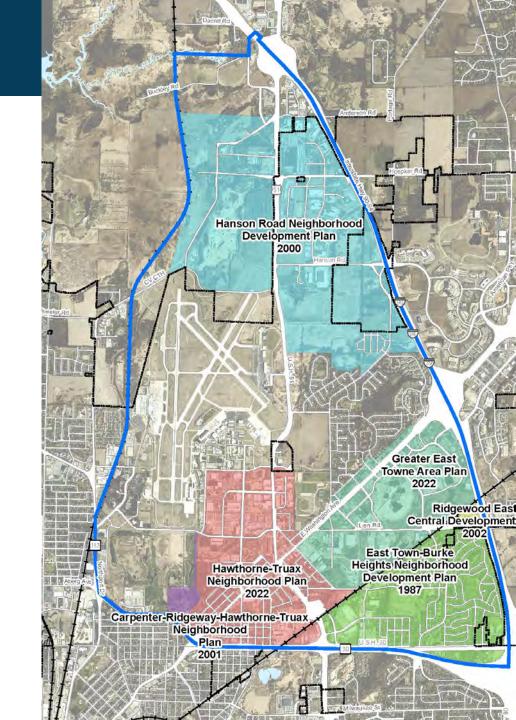
Northeast Area

- 7,666 acres
- 14,790 residents
- 6,800 housing units
- •43.7% BIPOC
- •20,798 jobs



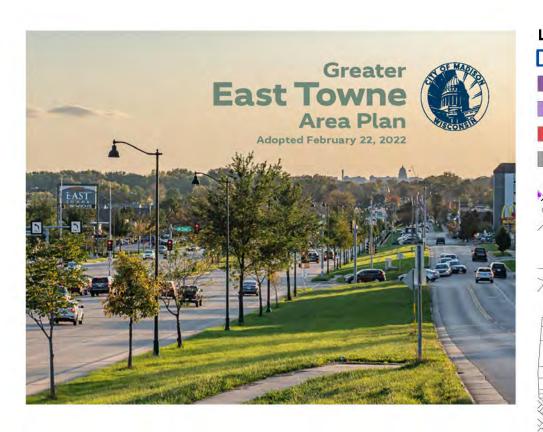
Adopted Plans

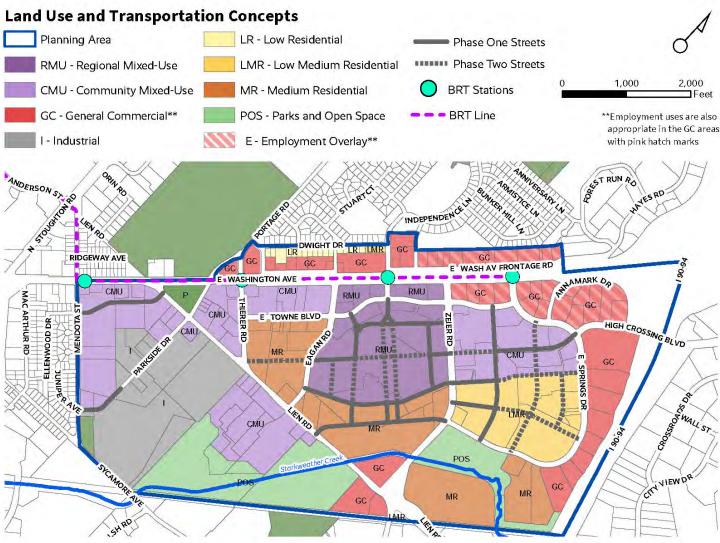
- East Towne Burke Heights (1987)
- Hanson Road (2000, 2021)
- Carpenter-Ridgeway-Hawthorne-Truax (2001)
- Ridgewood East Central (2002)



Adopted Plans - Greater East Towne







Adopted Plans - Hawthorne-Truax*





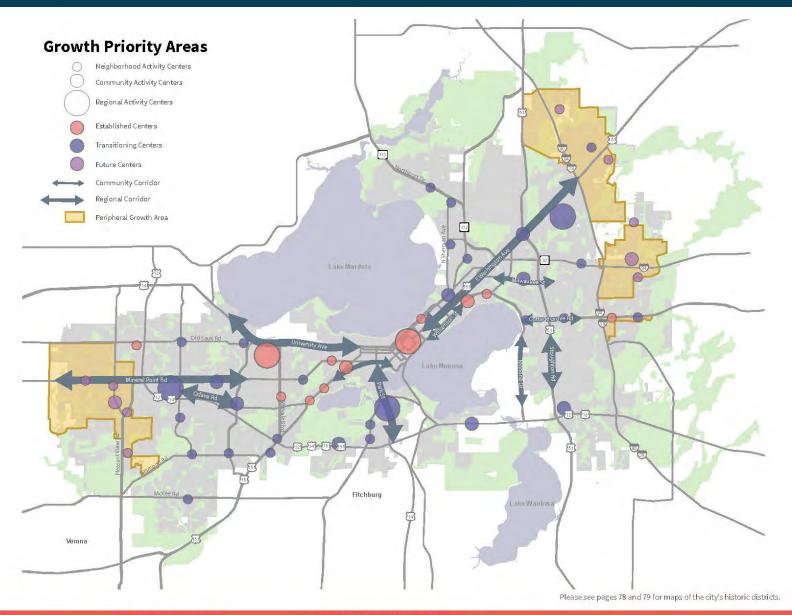
* Adoption anticipated March 2023



Comprehensive Plan



Land Use & Transportation
Neighborhoods & Housing
Economy & Opportunity
Culture & Character
Green & Resilient
Effective Government
Health & Safety



Comprehensive Plan



Selected guiding policies:

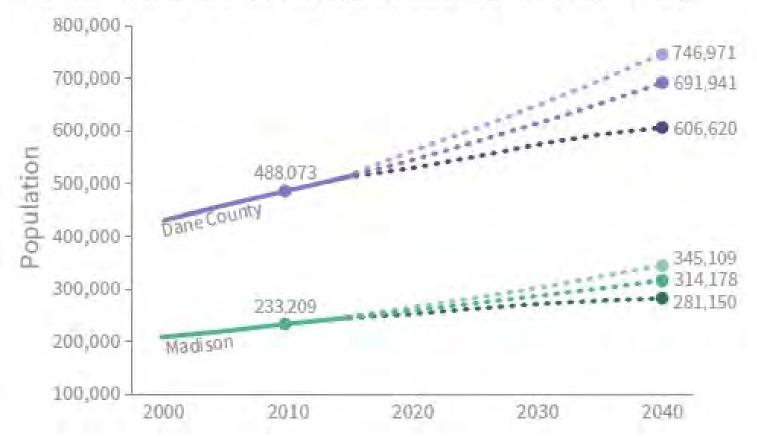
- Implement bus rapid transit (BRT)
- **Highest intensity development along transit corridors**, downtown, and at Activity Centers.
- **Compact growth** to reduce the development of farmland.
- Improve the city's **pedestrian and bicycle networks**
- Complete neighborhoods across the city
- Support development of a wider mix of housing types, sizes, and costs



Population Growth







Data from 2018 Comprehensive Plan

+70,000

The number of new residents Madison is expected to add between 2015 and 2040

+40,000

The number of new **households** Madison is expected to add between 2015 and 2040

Growth in last 5 years 50% faster than projected

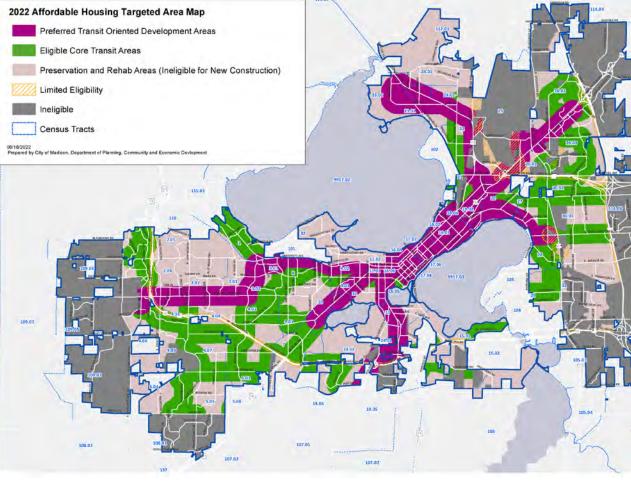
Housing: Affordability and Continued Needs



Equitable Development Report

Susceptible Early: Type ! Early: Type 2 Dynamic Yes Accelerating Late: Type 1 Continued Los

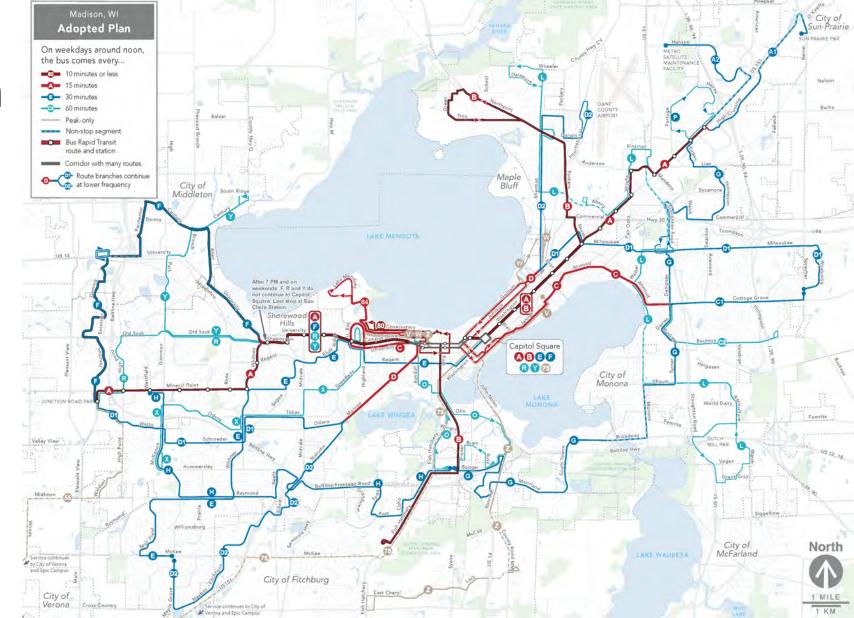
Affordable Housing Fund



Transit changes



BRT & Transit Network Redesign





Reindahl Imagination Center







Complete & Green Streets



5.9. Community Connector

Streets that provide access and convey moderate numbers of people via multiple modes. Often includes transit.

Example Streets: Watts Rd; North Thompson; Buckeye Rd; Milwaukee St; East

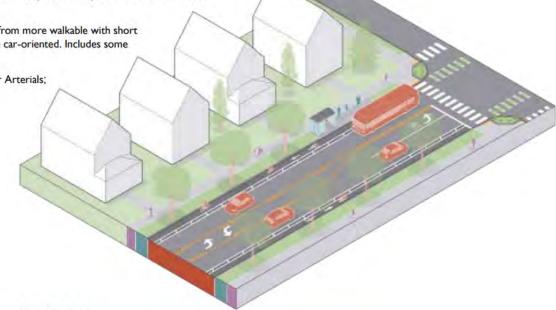
Gorham; Schroeder

Context: Neighborhoods, ranging from more walkable with short blocks and many driveways to more car-oriented. Includes some commercial and light industrial.

Functional Classifications: Minor Arterials; Collectors

Conector

Target Speed: 25 mph or less



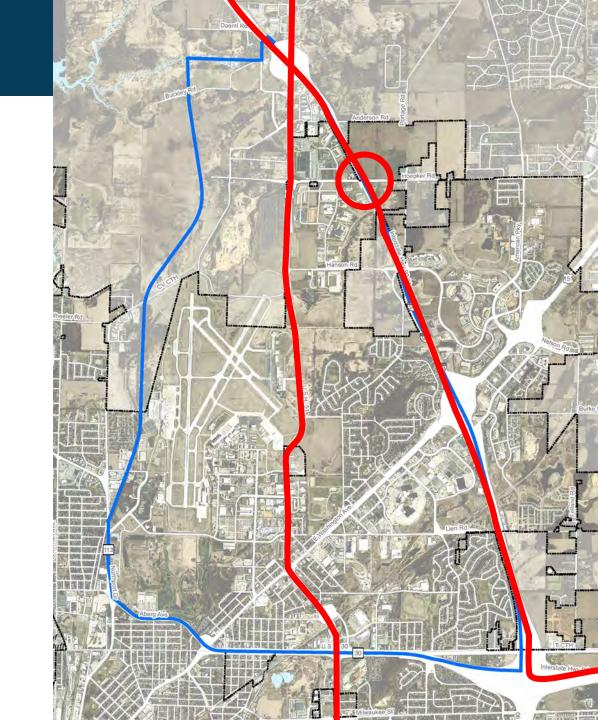
Zone Priorities and Preferred Elements for Each Zone

Walkway High Priority	Flex Zone Low Priority	Travelway Medium Priority	Additional Considerations
Standard or wider sidewalks with buildings offset from the sidewalk by landscaping (or parking in some already-developed areas). Sidepath (optional) minimum 8'. 12' pref.	Landscaped terrace with street trees. On-street parking may be provided in some locations.	I travel lane per direction, often with medians or center turn lane; on-street bike facilities	Garbage cart storage space, raised crossings, speed management.



WisDOT Projects

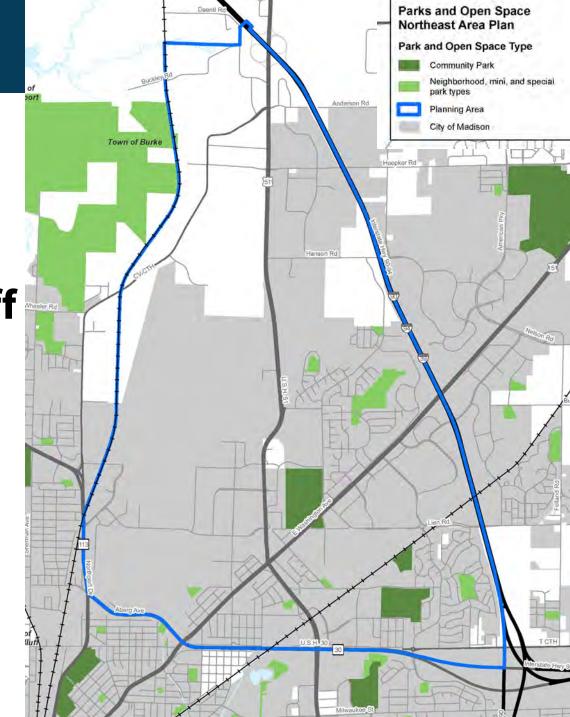
- Hwy 51 Redesign
- Studying potential interchange at Hoepker Rd.



Park Development Plan

Guides park improvements planned in the next 10 to 15 years

- Parallel process led by Parks staff
- Neighborhood and mini parks only
- Park's existing conditions
- Recent improvements
- Planned improvements
- Planned expansion, if any



Sustainability

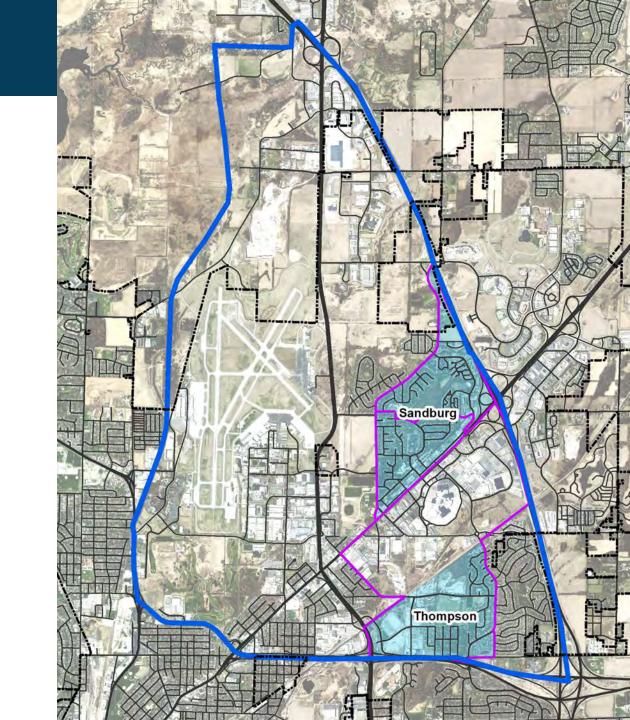


Stormwater Management

Canopy Coverage



Federal Block Grants



Staying Engaged



Sign up for our email list!
Interactive commenting map
Community Survey
Project resources
Contact project staff



www.cityofmadison.com/NortheastPlan/

Northeast Area Plan

The Northeast Area Plan process is expected to kick off on January 17 after Common Council Approval. The plan will address land use, transportation, housing, parks and open space, stormwater management, economic development, historic and cultural resources, and facilities and utilities. Equitable and inclusive public participation will be key to the success of the process to help ensure that it is accessible to a broad audience, including people who are traditionally undergenesented.

Meetings

Please join us at one of the first public meetings:

January 31, 12-1pm Virtual:only: register

January 31, 6-7pm

Virtual: register
In-person: Madison Fleet Services training room, 4151 Nakoosa Trail

Interactive commenting map

Stay informed about the plan!

The best way to keep up to date on this planning process is to join the project email list, which will provide information about public engagement opportunities and periodic status updates.



anning Framework

The Northeast Area Plan will be one of the first planning processes following the City's new Planning Framework. Approved by the Common Council on August 2, 2022, the Planning Framework is a shift in how Madison approaches planning for areas of the city. The new framework will simplify and standardize the City's sub-area planning and intended to achieve more equitable outcomes by covering the entire city with 12 discrete Area Plan peographies.

Area plans will

. Be updated every 10 years to ensure recommendations are timely and relevant.

Plans

Hawthorne-Truax Neighborhood Plan

Northeast Area Plan

Reiner Neighborhood Development Plan

Shady Wood Neighborhood Development Plan

Transit-Oriented Development

West Area Plan

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Ema

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Anticipated Process and Timeline POF Planning Framework Background POF

Call for Community Navigators

Background maps (coming soon)

Interested in helping neighborhood residents participate in the planning process? The City of Madison is funding 2-3 Community Navigator positions that will conduct outreach to current residents, property owners, business owners, and other stakeholders, with a particular emphasis on low and moderate income communities. Learn more and apply, FDF

Contacts

Dan McAuliffe dmcauliffe@cityofmadison.com 281-9878 Angela Puerta aguerta@cityofmadison.com 267-8849

Community Navigators



Applications due February 17



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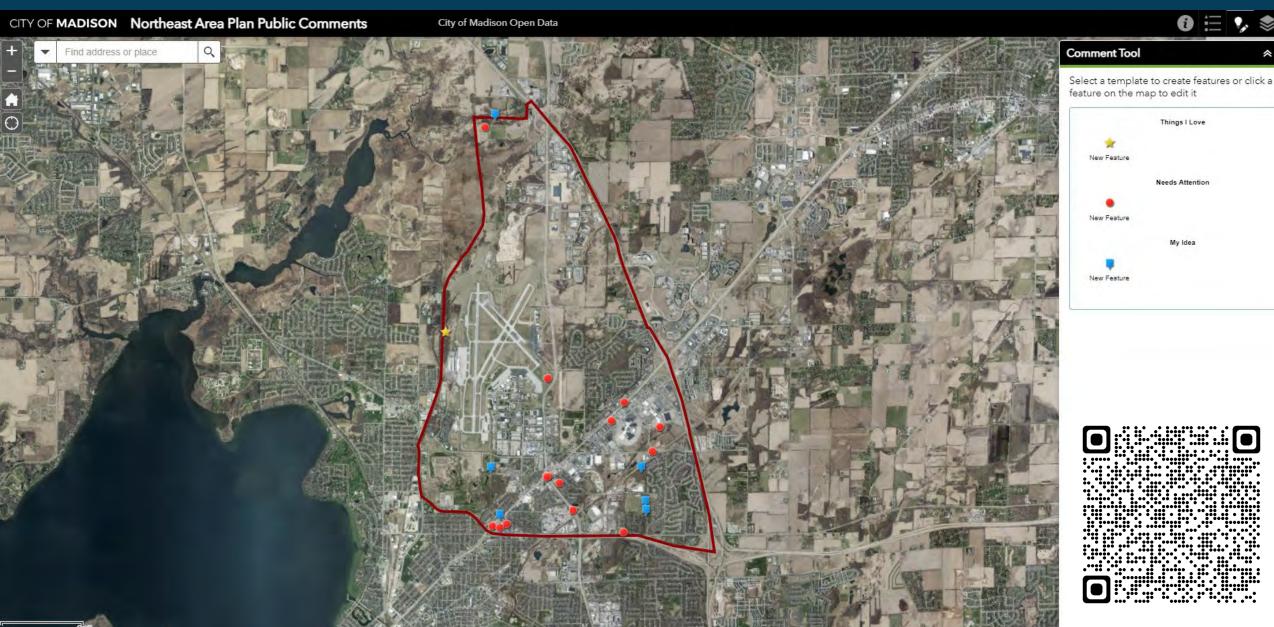


Plan Implementation and Monitoring

Questions?









 What are the aspects of the area that you love the most and why?



 What would you change and/or improve about your neighborhood?



 What does the Northeast area need to be a complete neighborhood?



 Considering the City is growing by 4,000 residents per year, how do you envision the Northeast area growing and changing in the coming years?



 How do you envision City's transportation networks, such as transit, streets, ped/bike network, changing in the future?



 Housing affordability has become a significant issue for many Madison residents. What strategies do you think the City should pursue to address affordability?

Thank You





www.cityofmadison.com/NortheastPlan/