Northeast Area Plan



Northeast Area Plan Team

Angela Puerta Dan McAuliffe Ryan Jonely Kirstie Laatsch Lisa McNabola Kevin Firchow

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





NAY RIDGE



Planning Framework





Plan process





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*



Hawthorne-Truax Neighborhood Plan

Draft - January 2023



* Adoption anticipated March 2023



Comprehensive Plan



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



Comprehensive Plan

The second second

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



Population Trends and Forecasts for Madison and Dane County¹



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



Affordable Housing Fund

Transit changes



BRT & Transit Network Redesign





Reindahl Imagination Center





State &

N -

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

Target Speed: 25 mph or less

Zone Priorities and Preferred Elements for Each Zone

Walkway	Flex Zone	Travelway	Additional Considerations	
High Priority	Low Priority	Medium Priority		
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/

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 underrepresented

Meetings Please join us at one of the first public meetings.

Northeast Area Plan

January 31, 12-1pm Virtual:only: register 2

January 31, 6-7pm Virtual: register 🜌 In-person: Madison Fleet Services training room, 4151 Nakoosa Trail S.

Interactive commenting map Tell us what you love about the neighborhood, your ideas for improvement and areas that need attention using the interactive commenting map 2

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.



Planning 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 it is intended to achieve more equitable outcomes by covering the entire city with 12 discrete Area Plan geographies.

Area plans will:

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



Hawthorne-T	uax Neighborhood	Plan

Northeast Area Plan

Reiner Neighborhood Development Plan

Shady Wood Neighborhood Development Plan

Transit-Oriented Development

West Area Plan

Subscribe to Email List

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Email:

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Project Resources

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Call for Community Navigators

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. FOF

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Community Navigators



• Applications due February 17



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Contacts

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Plan process





Questions?





CITY OF MADISON Northeast Area Plan Public Comments

City of Madison Open Data





• 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





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