

East Towne – Burke Heights Neighborhood Development Plan

Recommendations for Land Use and Development

Archived on September 10, 2024

This plan no longer guides development
approvals or other City actions.

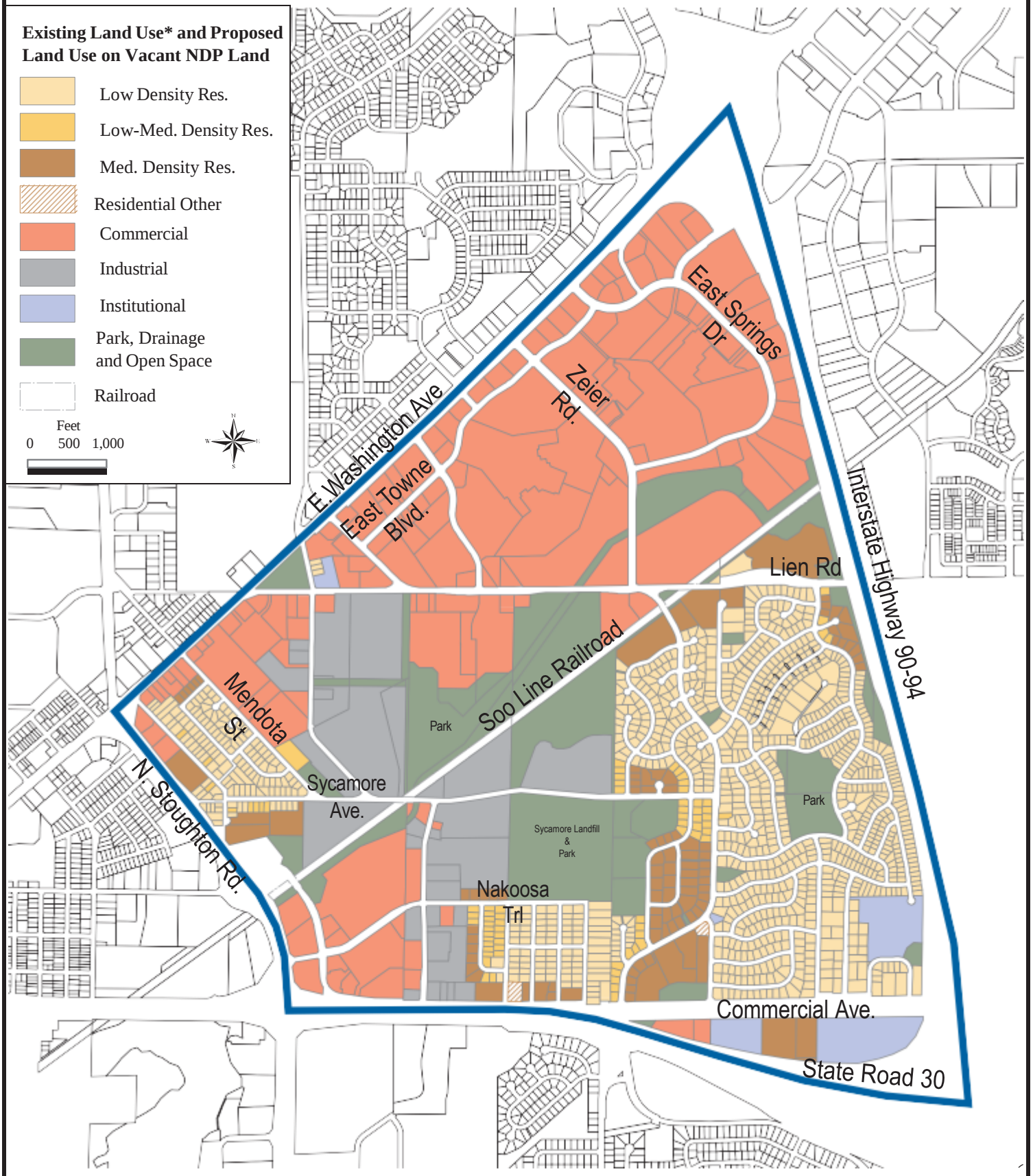
Replaced by Northeast Area Plan

**City Of Madison
Department of Planning and Development
Planning Unit**

February 1987

East Town - Burke Heights Neighborhood Development Plan

As Adopted February 1987
and *implemented through subdivision and zoning approvals



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INTRODUCTION

Madison's adopted Land Use Plan recommends additional planning for certain parts of the Madison area. In the case of portions along the City's periphery, some areas are identified as Neighborhood Design Districts on the Land Use Plan Map for which the preparation of a neighborhood development plan is recommended. Also, more detailed planning is recommended for the City's larger commercial areas.

One of the recommendations in the Land Use Plan states:

"9. In developing areas, prepare Neighborhood Development Plans for those areas where development is expected or encouraged in the near future. A Neighborhood Development Plan would provide a framework within which the City, its citizens, and the potential developers of the area can discuss specific development proposals.

Each Plan will be developed within the framework of the general use and density recommendations of the Land Use Plan and should provide for energy-efficient and environmentally sensitive arrangements and groupings of residential development, coordinated with transportation routes and local convenience shopping and activity centers."

Madison's adopted Master Plan includes an objective which states "...building size and the intensity of urban activities should be greatest in the Central Area near the Capitol and the University, with secondary concentrations developing within the city limits in the areas near Hilldale, West Towne and East Towne Shopping Centers". These four areas are designated as "Regional Commercial" districts on the Land Use Plan Map, recognizing their status as regional activity centers. The plan notes that these districts are located near major arterial highways and mass transit routes, and are intended to provide a large segment of the urban area with a wide range of goods and professional services. The Land Use Plan recommends more detailed planning for the four "Regional Commercial" areas. To date, detailed plans have been prepared only for the Downtown or Central Area.

A study, culminating in this report, was undertaken primarily to develop more detailed plans for the East Towne area and for the undeveloped lands to the south primarily in the Town of Burke and currently identified on the Land Use Plan Map for residential purposes and as a Neighborhood Design District. Narrative descriptions of the detailed plans for both areas are cited in this report under the "East Towne-East Springs Commercial District Plan" for the East Towne area and the "Burke Heights Neighborhood Plan" for the undeveloped lands. Although intended primarily for the above-mentioned two areas, the study also includes other adjacent lands. The study area, hereinafter referred to as the East Towne-Burke Heights Area, includes all lands bounded by East Washington Avenue to the North, Interstate Highway 90-94 to the east, Wisconsin Highway 30 to the south, and North Stoughton Road to the west.

The overall development plan for the East Towne-Burke Heights Area was prepared with the assistance of other City departments. During the preparation of the plan, some of the owners of the larger undeveloped parcels were contacted regarding their plans for future development. Also, the development plan was reviewed by residents of the area, primarily homeowners within the City of Madison and in the Burke Heights Subdivision, and also others within the Town of Burke.

EXISTING CONDITIONS IN EAST TOWNE-BURKE HEIGHTS AREA

Portions of the East Towne-Burke Heights Area were initially annexed to the City of Madison in April 1956. The annexed lands included the east portion- primarily the MacArthur Road/Mendota Street/Sycamore Avenue area, and the south portion- the Burke Heights Subdivision. Subsequent annexations included Sycamore Park and adjacent lands to the north of the Burke Heights Subdivision in 1961 and the East Towne Mall area in the late 1960's. More recently, the 240-acre Zeier property located in the northeast portion was annexed to the City in August 1983.

The East Towne-Burke Heights Area now contains 1,445.2 acres or 2.3 square miles and is located within three separate municipalities: the City of Madison, the Town of Burke, and the Town of Blooming Grove. The city comprises 894.5 or 62 percent of the area, and the Town of Burke 548.7 acres or 38 percent of the area. Only a 3-acre parcel with a single-family dwelling and located on the south side of County Highway T is within the Town of Blooming Grove.

EXISTING LAND USES

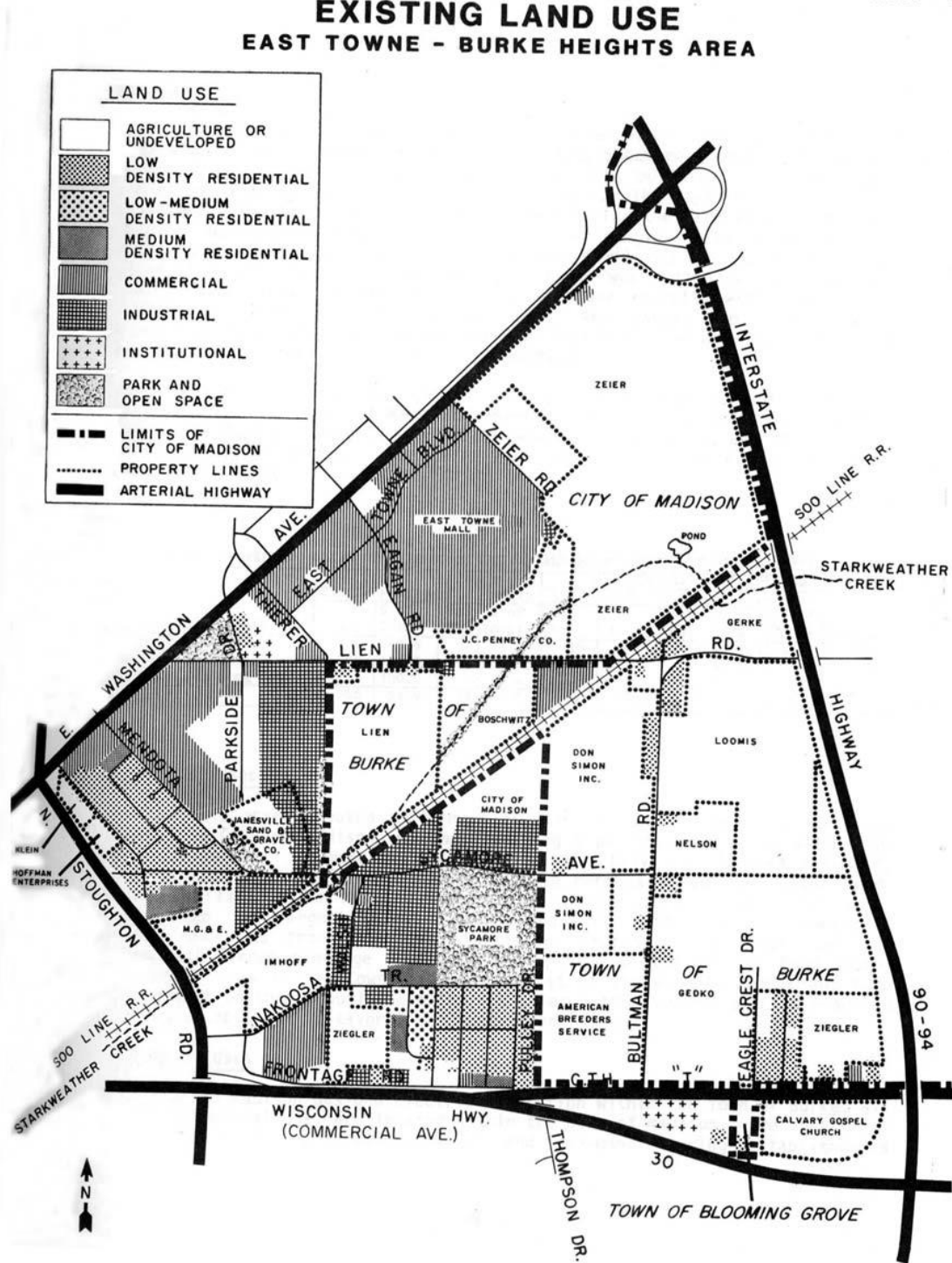
Agricultural and undeveloped lands comprise 1,009.7 acres or 70 percent of all lands within the East Towne-Burke Heights Area, while commercial uses comprise 170.2 acres or 12 percent, industrial uses 115.5 acres or 8 percent, residential uses 96.2 acres or 7 percent, park and open space 46.7 acres or 3 percent, and institutional uses 7.9 acres or less than one percent. (See table 1 and Map 1) Of the 894.4 acres within the City of Madison, about 55 percent is undeveloped or in agricultural use, 18 percent in commercial use, 13 percent in industrial use, and 8 percent in residential use. However, of the 548.7 acres in the Town of Burke, about 94 percent is undeveloped or in agricultural use, and only 4 percent in residential use and 2 percent in commercial use.

**Table One
Existing Land Use**

Municipality	Residential		Commercial		Industrial		Institutional		Park & Open Space		Agricultural/Undeveloped		Total
	Acres	% Of Total	Acres	% Of Total	Acres	% Of Total	Acres	% Of Total	Acres	% Of Total	Acres	% Of Total	
City of Madison	74.0	8.3	161.2	18.0	114.6	12.8	7.9	0.9	43.5	4.9	493.3	55.1	894.5
Town of Burke	22.2	4.0	9.0	1.6	.09	.02	-	-	3.2	0.6	513.4	93.6	548.7
Town of Blooming Grove	-	-	-	-	-	-	-	-	-	-	3.0	100.0	3.0
Total	96.2	6.7	170.2	11.8	115.5	8.0	7.9	0.5	46.7	3.2	1,009.7	69.8	1,446.2

Residential Uses

Of the 96.2 acres devoted to residential uses, 77 percent or 74 acres are located within the City, and 23 percent or 22.2 acres within the Town of Burke. There are three separate residential areas within the City of Madison. The first includes the MacArthur Road/Mendota Street/Sycamore Avenue area that consists primarily of the Mayfair Subdivision. The second includes the Burke Heights Subdivision located north of the Commercial Avenue Frontage road and west of Pulley



Drive. The third includes a small isolated area of six single-family homes on Parkside Drive between East Washington Avenue and Lien Road. The MacArthur Road/Mendota Street/Sycamore Avenue consists mostly of single-family homes with some apartment buildings on Hoover Street and on MacArthur Road, south of Sycamore Avenue. The Mayfair Subdivision was developed primarily with single-family homes during the late 1950's. The Burke Heights Subdivision also consists mostly of single-family homes and some apartment buildings on Brandie Road, Nakoosa Trail, and the Commercial Avenue frontage Road. The Burke Heights Subdivision was initially developed with single-family homes in the late 1940's, and more recently with duplexes and apartments in the west and south portions. Residential uses in the Town of Burke include single-family homes along Bultman Road, and on Eagle Crest Drive and Vernon Road, north of County Trunk Highway T.

There are 516 dwelling units within the area, of which 92 percent or 472 are located within the City of Madison. More than half of the units or 52 percent are single-family homes, 10 percent in two-family dwellings, and 38 percent in multi-family dwellings. (See Table 2) The total estimated population for the area is 1,300.

Table Two
Existing Dwelling Units by the Type of Structure and by Municipality (April 1987)

Municipality	Single Family		Two Family		Multiple Family Structures					Total
					3-4	5-8	9+	Sub-Total		
	No.	% Of Total	No.	% Of Total	No.	No.	No.	No.	% Of Total	
City of Madison	224	47.5	54	11.4	36	144	14	194	41.1	472
Town of Burke	43	100.0	-	-	-	-	-	-	-	43
Town of Blooming Grove	1	100.0	-	-	-	-	-	-	-	1
Total	268	51.9	54	10.5	36	144	14	194	37.6	516

Commercial Uses

Of the 170.2 acres devoted to commercial uses, 95 percent or 161.2 acres are within the City of Madison and the remaining 5 percent or 9 acres within the Town of Burke. Commercial lands within the City are located primarily southeast of East Washington Avenue between Mendota Street and Zeier Road. Here, the East Towne Mall, together with other adjacent commercial uses, constitutes the largest retail area on Madison's east side. A commercial retail area has been recently established between Nakoosa Trail and the Commercial Avenue frontage road with the opening of the new Cub Food Store. Commercial uses in the Town of Burke consist of the Wolohan Lumber and Home Improvement Center (a building materials sales establishment) on Lien Road and the Eagle Crest Bar (a tavern) on County Trunk Highway T.

Industrial Uses

Except for a Madison Gas and Electric substation within the Town Burke, all of the industrial uses are located within the City of Madison. The industrial uses consist of both manufacturing and non-manufacturing establishments located primarily on Lien Road, Sycamore Avenue, and Walsh Road. The manufacturing establishments include Eastex Packaging Corporation (paper

products manufacture) and the DRG Medical Packaging Inc. (packaging medical supplies) on Lien Road, and the Stearns Chemical Corporation (chemical manufacture), the Davenport Cement Company (cement mixing plant), and the Janesville Sand and Gravel Company on Sycamore Avenue. The non-manufacturing establishments located on Sycamore Road and Walsh Road, include some wholesaling and storage and warehousing uses, and automobile salvage yard, a scrap and metal recycling center, a Madison Gas and Electric Substation, and the City of Madison Public Works Maintenance Facility.

Institutional Uses

The Parkside Presbyterian Church on the Corner of Parkside Drive and Lien Road and the First Church of the Nazarene on County Trunk Highway T are the only institutional uses within the area. Both churches are located within the City of Madison.

Parks and Open Spaces

A 2.5-acre neighborhood park on Mendota Street, a 2.7-acre triangular park bounded by East Washington Avenue, Parkside Drive and Lien Road, and the 38-acre Sycamore Park (a former Landfill site) comprise the park and open space lands within the City of Madison. The open space lands in the Town of Burke include a City of Madison-owned parcel which prodders Starkweather Creek and bisects the Boschwitz property located on Lien Road.

Agricultural and Undeveloped Lands

Of the 1,009.7 acres of agricultural and undeveloped lands, 493.3 acres are located within the City of Madison, 513.4 acres in the Town of Burke, and 3 acre in the Town of Blooming Grove. Lands within the City of Madison are mostly vacant platted lots awaiting urban development, while those in the Town of Burke are primarily farmlands.

EXISTING ZONING

Of the 1,446.2 acres within the East Towne-Burke Heights Area, 33 percent is zoned Agricultural, another 33 percent Commercial, 21 percent Industrial, 8 percent Residential, and only 4 percent Conservancy. (See Table 3 and Map 2.) However, of the 894.5 acres within the City of Madison, only 3 percent is zoned Agricultural, while 51 percent is zoned Commercial, 30 percent is Industrial, 10 percent Residential, and 6 percent Conservancy. About 84 percent of the lands within the Town of Burke is zoned Agricultural, while only 7 percent is zoned Industrial, 5 percent Residential, and 4 percent Commercial. The industrial lands include the Boschwitz and the Wolohan properties on Lien Road, and the commercial lands include the Gerke property on Lien Road and three properties, including the Eagle Crest Bar, on County Trunk Highway T. The sole property in the Town of Burke is also zoned Commercial (B-1 Local Business District).

Map 2 – City of Madison and Dane County Zoning

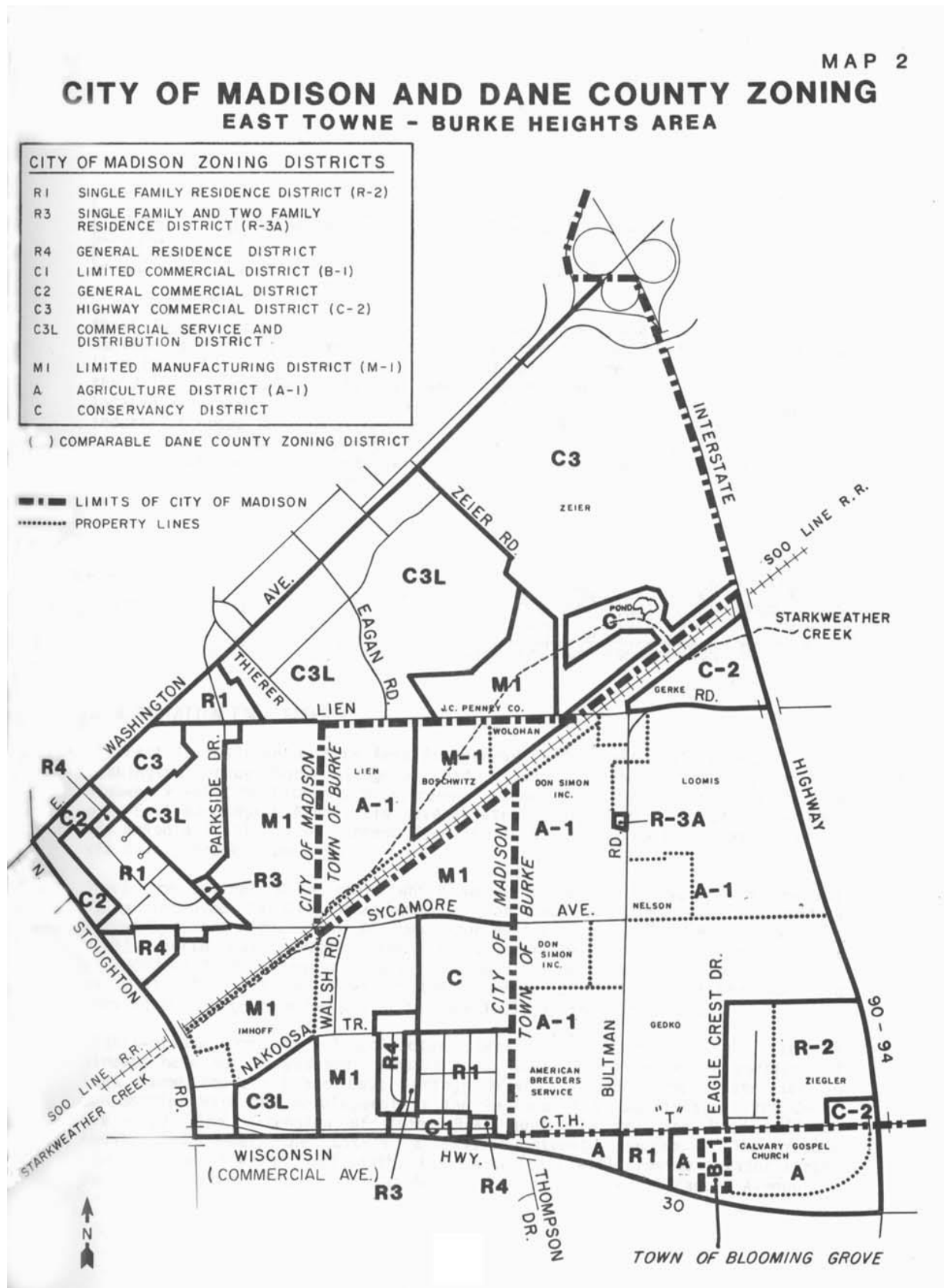


Table 3
Existing Zoning by Municipality (April 1987)

Municipality	Residential					Commercial						Industrial		Agricultural		Conservancy		Total
	R-1	R-3	R-4	Sub-Total		C-1	C-2	C3	C-3L	Sub- Total		M1	% Of Total	A	% Of Total	C	% Of Total	
	Acres	Acres	Acres	Acres	% Of Total	Acres	Acres	Acres	Acres	Acres	% Of Total	Acres		Acres		Acres		
City of Madison	66.1	5.2	16.3	87.6	9.8	4.8	10.9	252.5	185.8	454.0	50.7	270.9	30.3	24.	2.7	58.0	6.5	894.5
Town of Burke	28.8	0.7	-	29.5	5.4	-	-	24.4	-	24.4	4.4	36.8	6.7	458.0	83.5	-	-	548.7
Town of Blooming Grove	-	-	-	-	-	3.0	-	-	-	3.0	100.00	-	-	-	-	-	-	3.0

About 59 percent of the 493.3 acres of undeveloped lands within the City of Madison is zoned for commercial use and another 31 percent for industrial use (See Table 4.) About one-half of the undeveloped commercial lands consist of the Zeier property, which is now undergoing development. The Imhoff property located north of Nakoosa Trail and with 39 acres is the largest undeveloped industrial property. About 87 percent of the 513.4 acres of undeveloped lands in the Town of Burke is zoned Agricultural. The Gerke property with 22 acres and the Boschwitz property with 25 acres are the largest undeveloped commercial and industrial zoned properties within the Town.

Table 4
Existing Zoning for Agricultural and Undeveloped lands only by municipality (April 1987)

Municipality	Residential					Commercial						Industrial		Agricultural		Conservancy		Total
	R-1	R-3	R-4	Sub-Total		C-1	C-2	C3	C-3L	Sub- Total		M1	% Of Total	A	% Of Total	C	% Of Total	
	Acres	Acres	Acres	Acres	% Of Total	Acres	Acres	Acres	Acres	Acres	% Of Total	Acres		Acres		Acres		
City of Madison	1.6	2.4	1.6	5.6	1.1	3.4	5.0	234.6	48.4	291.4	59.1	153.3	31.1	24.0	4.9	19.0	3.8	493.3
Town of Burke	18.6	-	-	18.6	3.6	-	-	22.5	-	22.5	4.4	24.7	4.8	447.6	87.2	-	-	513.4
Town of Blooming Grove	-	-	-	-	-	3.0	-	-	-	3.0	100.00	-	-	-	-	-	-	3.0

TRANSPORTATION FACILITIES

The East Towne-Burke Heights Area is bounded by four arterial highways- East Washington Avenue, North Stoughton Road, Wisconsin Highway 30, and Interstate Highway 90-94, the latter also a freeway. However, access to the area is from only East Washington Avenue via several streets and from North Stoughton Road via Nakoosa Trail. Also, Thompson Drive via County Trunk Highway T provides access from the south.

There are several major roads that serve the area; however, some are not fully improved to City standards. Lien Road and the combined Mendota Street/Sycamore Avenue link are two major east-west roads, and Bultman Road is a major north-south street. Lien Road, Bultman Road, and the eastern one-third of Sycamore Avenue presently have older asphalt pavements and show increasing signs of deterioration. However, the highways located north of Lien Road and serving the East Towne Mall area are new fully improved streets.

Rights-of-way for several collector streets have been acquired, but the streets have not as yet been constructed. Burke Towne Drive and portions of East Towne Boulevard and East Springs Drive are not being constructed in conjunction with the development of the Regional East Subdivision (the Zeier property). The extension of Zeier Road southerly to Lien Road will be constructed under the City's assessable street program. The future construction of Walsh Road south of Nakoosa Trail will provide a major street connection between the Commercial Avenue frontage road and Sycamore Avenue.

Transit service is limited to only small portions of the area, and service is provided by the A Line (East Towne-West Towne bus route) and the JX Line (Swanton Express). The A Line serves primarily the East Towne Mall area, and the JX Line serves the Burke Heights area. After serving the East Bluff Neighborhood to the north, the A Line follows Zeier Road and loops through the East Towne Mall before exiting via Eagan Road and East Washington Avenue. The JX Line follows the south boundary of the area by using Thompson Drive, County Trunk Highway T, and Wisconsin Highway 30 after serving the residential neighborhoods to the south.

PHYSICAL FEATURES

There are several prominent features, both natural and man-made, within the area. (See Map 3.) The tracks of the Soo Line (formerly Chicago, Milwaukee, St. Paul & Pacific Railroad) bisects the area as it starts from North Stoughton Road and proceeds in a northeasterly direction to Interstate Highway 90-94. The East Branch of the Starkweather Creek also bisects the area as it meanders and parallels the Soo Line tracks. Several large wetland areas adjoin Starkweather Creek, especially in the Lien and Boschwitz properties. Although the topography is generally flat and gently rolling for most of the area, there are some steep slopes along the south side of the Soo Line tracks, especially the northern portions of the Don Simon Inc. property and the City's Public Works Maintenance Facility site, and also most of the Gerke property. There are some steep slopes on the Loomis property, including a drumlin that is almost centrally located on the property. Much of the wooded areas are found along the Soo Line tracks in the same areas with the steep slopes and on the drumlin in the Loomis property. Portions of the Peters/Aaroen and Gedko properties near the intersection of Sycamore Avenue and Bultman Road also contain some wooded areas.

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EAST TOWNE-BURKE HEIGHTS AREA DEVELOPMENT PLAN

The East Towne-Burke Heights Area Development Plan is the recommended overall plan for development of the entire area. The Development Plan also includes the Burke Heights Neighborhood Plan which is a more detailed plan for residential development of lands between the Soo Line tracks and Wisconsin Highway 30, now primarily in the Town of Burke, and the East Towne-East Springs Commercial District Plan, which is a more detailed plan for development of the Commercial area north of Lien Road. In preparing the Development Plan, it is assumed that all of the East Towne-Burke Heights Area will ultimately be developed and will be within the City. The following is a general discussion of the East Towne-Burke Heights Area Development Plan.

RECOMMENDED LAND USES

Land use recommendations for the East Towne-Burke Heights Area include the following: (1) more residences south of Lien Road on current agricultural lands; (2) continuous growth in commercial uses north of Lien Road and extending to the Walse Road and Nakoosa Trail area; and (4) preservation of certain natural features (wetlands, steep slopes and woods) as an open space corridor along Starkweather Creek and the Soo Line tracks. (See Map 4)

Although it now has 1,446.2 acres, the East Towne-Burke Heights Area will ultimately have a net acreage of 1,318, including streets. Of the total 1,318 net acres, about 34 percent is proposed for commercial use, 31 percent for residential use, 18 percent for industrial use, 15 percent for parks and open spaces, and only 2 percent for institutional uses (See Table 5)

Table 5
Existing and Proposed Land Uses (East Towne-Burke Heights Development Plan)

Land Use	Existing		Proposed		Total	
	Acres	% Of Total	Acres	% Of Total	Acres	% Of Total
Residential	96	22.0	308	35.0	404	30.7
Commercial	170	38.9	281	31.9	451	34.2
Industrial	116	26.5	119	13.5	235	17.8
Institutional	8	1.8	17	1.9	25	1.9
Park & Open Space	47	10.8	156	17.7	203	15.4
Total	437	100.0	881	100.0	1,318	100.00

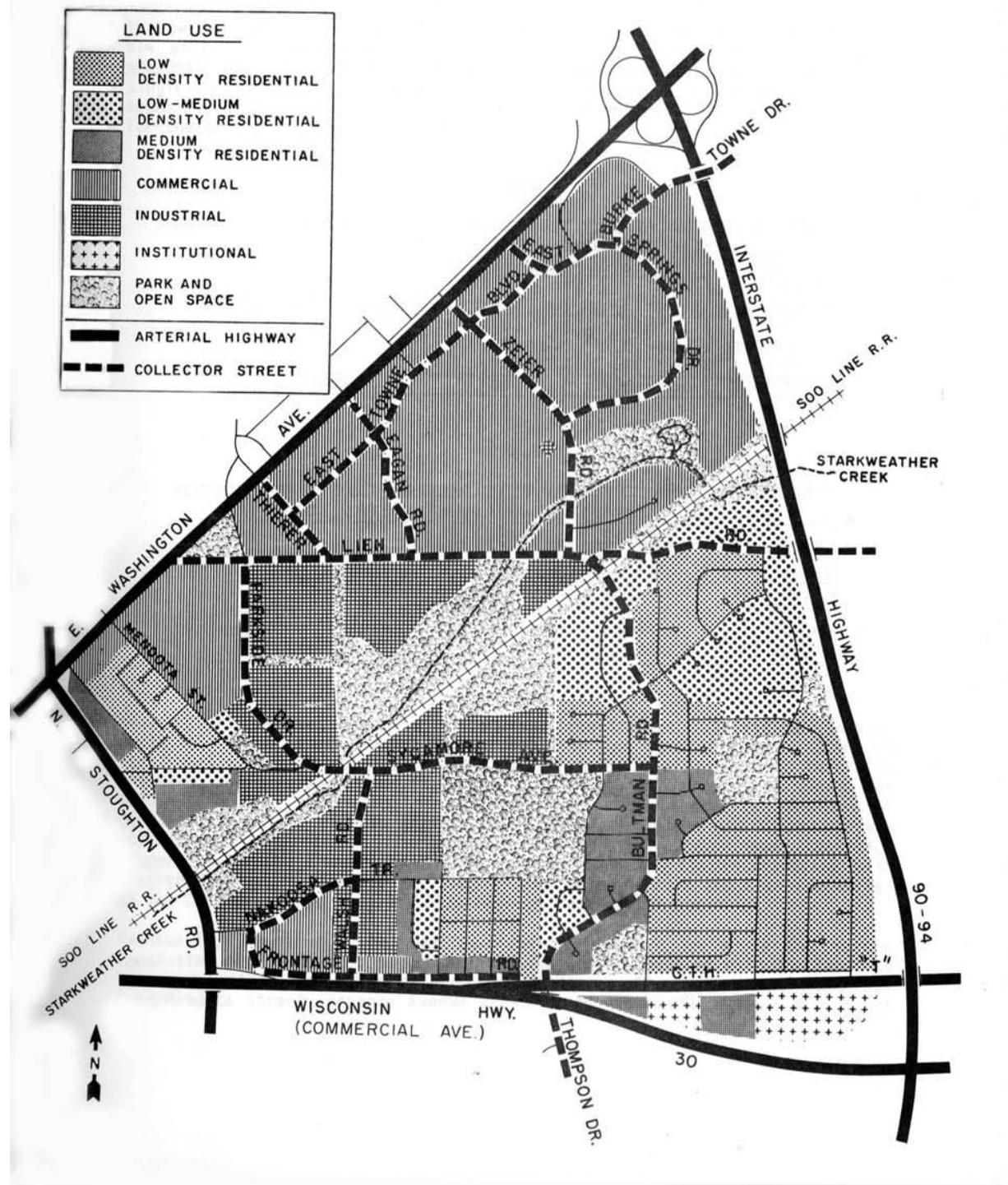
Residential

Residential lands are proposed to be increased from 96 to 404 acres or a net gain of 308 acres. Of the 308 acres, almost one-half is proposed for low-density residential use and the balance for low-medium density and medium density use. (See table 6) Low-density residential use (primarily single-family homes) would approximate about 4 dwelling units per acre, while low-medium density would approximate about 8 units per acre, and medium density about 15 units per acres. Again, based on the 308 acres, the acreages devoted to low density use should generate about 520 homes, low-medium density about 814 units, and medium density about 986 units. (See Table 7) Although presently constituting 52 percent of all dwelling units within the area, single-

Map 4 – East Towne Burke Heights Development Plan

MAP 4

EAST TOWNE - BURKE HEIGHTS DEVELOPMENT PLAN



family homes in the future will approximate only 28 percent of the total 2,836 units proposed for the area. Based on 2,836 units, the population for the area would be about 6,200.

Table 6
Existing and Proposed Residential Uses by Type of Residential Density
(East Towne-Burke Heights Development Plan)

Residential Density	Existing		Proposed		Total	
	Acres	% Of Total	Acres	% Of Total	Acres	% Of Total
Low	80	83.3	145	47.1	225	55.7
Low-Medium	6	6.3	98	31.8	104	25.7
Medium	10	10.4	65	21.1	75	18.6
Total	96	100.0	308	100.0	404	100.0

Table 7
Existing and Proposed Residential Uses by Type of Residential Density
(East Towne-Burke Heights Development Plan)

Residential Density	Existing		Proposed		Total	
	Acres	% Of Total	Acres	% Of Total	Acres	% Of Total
Low	268	51.9	520	22.4	788	27.8
Low-Medium	54	10.5	814	35.1	868	30.6
Medium	194	37.6	986	42.5	1,180	41.6
Total	516	100.0	2,320	100.0	2,836	100.0

Most of the new residences will occur in residential subdivisions located south of the Soo line tracks and currently in the Town of Burke. Some new residences will also occur on vacant platted residential lots as an infill to existing residential areas. Several vacant parcels currently zoned for Commercial use are also recommended for medium-density Residential development. These parcels include the 2-acre Oscar Klein and 3-acre Hoffman Enterprises Properties on MacArthur Road, and the Ziegler and Stankevich properties on the Commercial Avenue frontage road at its intersection with Ziegler Road and Redland Drive. All of the above parcels are also identified on the City's adopted Land Use Plan Map for residential use.

Eventually, there will be two separate residential areas; the larger consisting of the present Burke Heights Subdivision together with the lands to the east within the Town of Burke, and the smaller being the MacArthur Road/Mendota Street/Sycamore Avenue area. Both areas will have a mixture of residential dwellings. Although more land will be devoted to single-family homes, there will be more two-family and multiple-family dwelling units than single-family units.

Commercial

Commercial lands are proposed to be increased from 170 to 451 acres, or a gain of 281 acres. About 260 of the additional 281 acres of commercial lands will be north of Lien Road, and the remaining 21 acres on Parkside Drive south of Lien Road and on Nakoosa Trail near the new Cub Food Store. About three-fourths of the additional commercial lands north of Lien Road will be in East Springs Centre, a new commercial development of the Zeier property located east of Zeier Road. All of the lands proposed for commercial uses are currently zoned with a commercial or manufacturing district classification.

Three distinct commercial areas are proposed in the Development Plan. The East Towne-East Springs Commercial District located north of Lien Road will eventually have a total of 388 acres. It will continue to be one of the major retail shopping areas in the Madison community as well as gaining in importance as an office-employment area. The commercial retail area south of Lien Road between Parkside Drive and East Washington Avenue is almost wholly developed. A new retail area south of Nakoosa Trail has begun with the new Cub Food Store. Because of potential land use problems and traffic constraints, it is intended that this remain a small retail area, and that most additional commercial development be concentrated instead in the East Towne-East Springs Commercial District.

Industrial

Industrial lands are proposed to be increased from 116 to 235 acres or a gain of 119 acres. Future Industrial uses will probably typify the existing uses in the area and will consist of both manufacturing and non-manufacturing establishments. New industrial development is recommended primarily on the Lien and Boschwitz properties on Lien Road and on the Imhoff property on the north side of Nakoosa Trail. Both the Boschwitz and Imhoff properties are currently zoned for industrial purposes, while the Lien property is zoned for agricultural use.

Institutional

Institutional acreages are proposed to triple, from 8 to 25 acres. The gain of 17 acres reflects the vacant Calvary Gospel Church site on County Trunk Highway T. It is quite possible that there may be more institutional uses within the area, and these uses may locate on lands otherwise designated for residential purposes. Potential institutional uses include more churches, and also private schools and day care centers.

Parks and Open Spaces

Parks and open spaces are proposed to be increased from 47 to 203 acres or a gain of 156 acres. Most of the additional 156 acres will consist of wetlands and other open space lands along Starkweather Creek. The remaining acreages will include a proposed small neighborhood park adjoining Sycamore Park and the Burke Heights Subdivision, a 15-acres area park to be located east of Bultman Road, and several storm water detention areas.

An environmental corridor is proposed along Starkweather Creek to preserve and protect the existing creek and some adjoining wetlands. AN open space area on the Zeier property will also be a part of this environmental corridor. Also, the Soo Line right-of-way is identified as an open space corridor, especially if such lands are no longer used for railroad purposes. In the development of the Zeier property, some lands adjacent to the Soo Line right-of-way are proposed to be dedicated for open space use, and the contemplated uses include a drainage way for storm water run-off and a potential future pedestrian/bike trail.

RECOMMENDED TRANSPORTATION FACILITIES

Except for County Trunk Highway T (an arterial highway), the East Towne-Burke Heights Area will be served by several collector streets. Lien Road and the Parkside Drive-Sycamore Avenue link will be the two major east-west collector streets. Bultman Road and its connection with Zeier Road will be the major north-south collector. Although identified as a collector street, Bultman Road will probably function as an arterial highway in the future because together with Zeier Road and Thompson Drive, it will be a major north-south route between Buckeye Road and East Washington Avenue. The collector streets north of Lien Road will primarily serve East Towne Mall and the New East Springs Centre. The Commercial Avenue frontage road, Walsh Road and Nakoosa Trail will primarily serve the commercial and industrial uses in the southwest portion of the area.

Although only limited transit service is not provided to this area, it is anticipated that such service will be expanded provided that sufficient ridership demand exists with more growth and development. Some of the collector streets, together with adjoining land uses, are planned to facilitate future bus service. For example, Bultman Road, because of its central route through the neighborhood and its proximity to most residences including the proposed apartment areas, could be a viable potential bus route.

BURKE HEIGHTS NEIGHBORHOOD PLAN

The large undeveloped area located east of the Burke Heights Subdivision and between the Soo Line tracks and Wisconsin Highway 30 is designated as a Neighborhood Design District on the City's adopted Land Use Plan Map. This designation indicates that these lands, virtually all of which are now in the Town of Burke, are recommended for future urban residential development, and that prior to development, a detailed neighborhood development plan should be prepared describing the recommended location of major streets and public facilities and the location of specific types of residential or other land uses. The Burke Heights Neighborhood Plan provides the more specific recommendations intended by the Neighborhood Design District designation.

Except for the area south of County Trunk Highway T, all of the lands included in the Burke Heights Neighborhood Plan are within the Town of Burke. There are six large parcels within the area, and they include the Gedko property with 112 acres, the Loomis property with 94 acres, the Don Simon Inc. property with 83 acres, the American Breeders Service property with 45 acres, the Gerke property with 22 acres, and the Ziegler property with 15 acres. The following factors were considered in developing the Burke Heights Neighborhood Plan: (1) the topography and natural features, including areas with steep slopes and woods, (2) the City's adopted Land Use Plan, and Parks, Open Space Plan, and Also the Transportation Plan recommendations for the area, and (3) the City's land subdivision regulations, especially the provision for solar access.

The City's adopted Land Use Plan Map designates this area as a Neighborhood Design District with a low to medium density of 8-15 units per acres (NDLM). The Burke Heights Neighborhood Plan proposes the entire area for residential use together with some areas for parks and open space and for institutional use. The area presently has a total acreage of 482. However, the net acreage excluding future streets will be about 386. Of the 386 acres, 82 percent is proposed for residential use, 13 percent for parks and open space, 6 percent for institutional use,

and less than one percent for commercial use. (See Table 8 and Map 5) The one-acre commercial use reflects the present Eagle Crest Bar on County Trunk Highway T.

Table 8
Existing and Proposed Land Uses
(Burke Heights Neighborhood Plan)

Land Use	Existing		Proposed		Total	
	Acres	% Of Total	Acres	% Of Total	Acres	% Of Total
Residential	20	74.1	293	81.6	314	81.3
Commercial	1	3.7	-	-	1	0.3
Institutional	6	22.2	17	4.7	22	5.7
Park & Open Space	-	-	49	13.7	49	12.7
Total	27	100.0	359	100.0	386	100.0

Residential Uses

Residential lands are proposed to be increased from 20 to 314 acres or a gain of 293 acres. Of the 293 acres of new residential lands, about 49 percent is proposed for low-density residential used or primarily single-family homes. The total number of dwelling units is proposed to be increased from 41 to 2,119 or a gain of 2,078 new units. (See Table 9) Although comprising almost one-half of the new residential lands, single-family homes will constitutes only about one-fourth of the total new dwelling units.

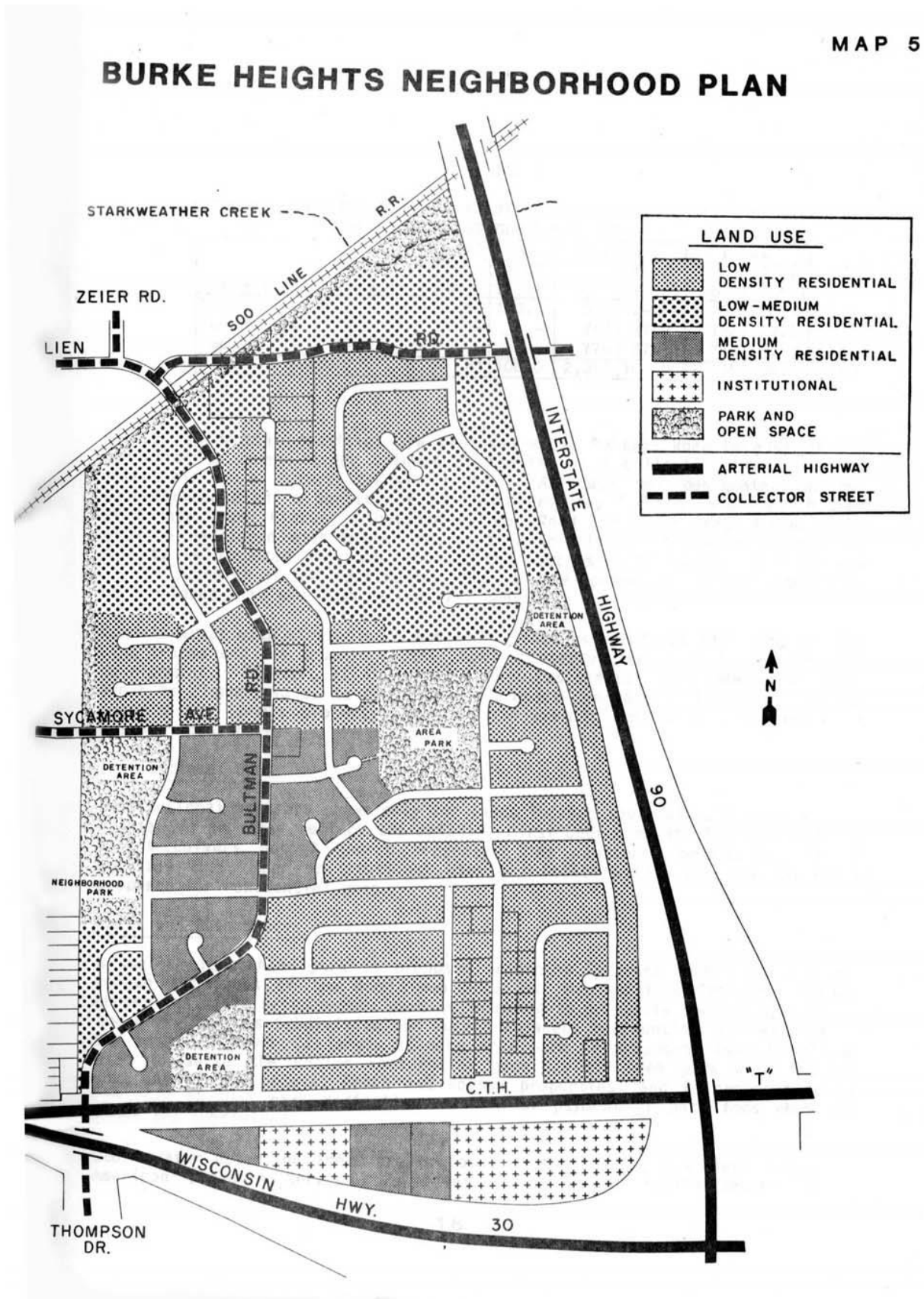
Table 9
Existing and Proposed Dwelling Units by Type of Residential Density
(Burke Heights Neighborhood Plan)

Residential Density	Existing		Proposed		Total	
	Acres	% Of Total	Acres	% Of Total	Acres	% Of Total
Low	41	100.0	516	24.8	557	26.3
Low-Medium	-	-	788	37.9	788	37.2
Medium	-	-	774	37.3	774	36.5
Total	41	100.0	2,078	100.0	2, 119	100.0

Higher residential densities are proposed along Bultman Road because of its potential to carry larger volumes of traffic as a collector street and its potential as a future transit route. Although not designated on the Neighborhood Plan, a portion of the Gedko property located on the north side of County Trunk Highway T between Bultman Road and Eagle Crest Drive could also be developed with higher residential densities. A medium residential density is proposed for some lands on the south side of County Trunk Highway T. If a church is not constructed, the Calvary Gospel Church site could also be developed with a medium residential density.

Certain areas with steep slopes and woods, such as the lands adjoining the Soo Line tracks and drumlin on the Loomis property, are shown for residential development. However, it is intended that residential developments in these areas be planned so as to preserve and protect the natural

Map 5 – Burke Heights Neighborhood Plan



features. In the case of the Loomis property, much of the drumlin should be preserved as a private open space.

Institutional Uses

Institutional uses are shown only for lands located south of County Trunk Highway T, and they reflect the existing First Church of the Nazarene and the vacant Calvary Gospel Church property. As mentioned previously, it is possible that other institutional uses may locate within the area on lands proposed for residential uses.

Parks and Open Spaces

A small neighborhood park is proposed adjoining Sycamore Park and along the common lot lines of the Don Simon Inc and the American Breeders Service properties. This neighborhood park is intended to primarily serve residents in the Burke Heights subdivision and future adjacent residential subdivisions to the east. However, a larger 15-acre park is proposed east of Bultman Road to serve the entire residential area. This area park will include portions of the Loomis, Gedko and Nelson properties, and is proposed to be obtained through park dedication in lieu of park fees when the lands are subdivided.

Storm water detention areas are proposed on the Loomis, Don Simon Inc., and American Breeders Service properties. Instead of having several small detention areas, especially on the Gedko property, a large detention area is proposed on the southeast corner of the American Breeders Service property. In lieu of having detention areas on their land, the owners of the Gedko property would need to provide some compensation of the large detention area on the American Breeder's Service property. If such an arrangement cannot be made, storm water detentions areas would also be needed on the Gedko property and only a smaller detention area would be required to the American Breeders Service property.

Highway Facilities

County Trunk Highway T will be the only arterial highway within the area, and it will bisect the south portion. Also, there will be three collector streets, and all will have a right-of-way width of 80 feet. Both Sycamore Avenue and Lien Road will remain in their present locations. However, Bultman Road is proposed to be realigned at the north end through the Don Simon Inc. property and at the south end through the American Breeders Service property. The north end alignment is proposed to avoid the potentially hazardous condition created by very steep grades at the present intersection of Bultman Road and Lien Road. Also, the new alignment provides a more direct route to the East Towne-East Springs Commercial District. The south end alignment is proposed to provide a direct link Thompson Drive, also a north-south collector street.

Local streets are shown on the Neighborhood Plan based on the assumption that much of the area will be subdivided with a conventional street system design. Where feasible, local streets were designed in an east-west direction to provide for solar access. Certain streets were located to provide accessibility to parks and provide for better traffic circulation within the area. Because of topography, some streets were shown at specific locations to accommodate future sanitary and

storm sewer systems. Also some streets were designed to recognize existing natural features within the area.

EAST TOWNE- EAST SPRINGS COMMERCIAL DISTRICT PLAN

The East Towne-East Springs Commercial District Plan provides a more comprehensive development plan for the area north of Lien Road. It includes some planning objectives for the area and also some land used recommendations including the identification of different types of commercial land uses and the recommended locations for such uses. It also contains some transportation recommendations for the area. In addition, it includes a discussion of the process used in preparing a detailed land use plan and a general development concept plan for the east portion of the district or East Springs Centre (the Zeier property). The East Towne-East Springs Commercial District Plan will be the first plan for a major commercial district other than the Downtown or Central Area.

Planning Objectives

The goal of the East Towne-East Springs Commercial District Plan is to provide a long-term development guide for the entire district so that development of individual properties will, over time, result in an arrangement of transportation facilities, land used activities, and specific improvements that advances several important City planning objectives including the following:

Transportation

- Provide convenient automobile access to the district and to the various centers of commercial activity within the district – without congestion and with parking available at convenient locations.
- Provide good bus service to the district, with service within reasonable distance of most ridership destinations.
- Provide for the movement of goods and servicing of the establishments within the district without interfering with customer access or creating traffic congestion.
- Provide for convenient pedestrian movement within the district, and especially among groupings of commercial activities with strong market linkages.

Land Use and Business Enhancement

- Encourage compact, relatively intensive development that utilized the available land efficiently and strengthens the district's function as a center for regional employment, retail, and service center.
- Increase market linkages and mutual attraction among commercial activities that share potential customers.
- Avoid introduction of non-compatible activities or developments that would break up potential groupings of activities with market linkages, or create conflicts between different uses.
- Arrange the pattern of land uses and stage the sequence of development so that public services can be provided to the district in an efficient manner, and can be extended in logical increments.

Urban Design and Amenity

- Encourage high standards of building design, landscaping, lighting, and signage to create an attractive environment for the district's businesses, customers, and employees, and to create a high-quality "image" for this major regional center.

Planning Recommendations

Commercial district planning is a way to coordinate the activities of landowners, business and developers to achieve mutual as well as community benefits. The East Towne-East Springs Commercial District Plan incorporates recommendations in three key areas:

1. It recommends the location of the major arterial and collector streets needed to provide good access to and within the district, and to accommodate the level of traffic projected when the district reaches full development.
2. It sorts out major commercial functions of the district and recommends the general location for groupings of compatible land uses consistent with each function.
3. It recommends a development concept for part of the district which illustrates how the siting and design of individual projects can be guided so that the opportunities for mutual attraction, market linkage and pedestrian circulation between establishments created by grouping compatible land uses are reinforced by the types of buildings and other improvements developed.

Land Use Recommendations

The land use recommendations for the East Towne-East Springs Commercial District group compatible activities together, and separate commercial functions with weak customer linkages. The opportunity created by grouping mutually supportive uses together has to be realized by building individual developments that are physically linked and pedestrian-oriented. Use of shared parking areas, clustering buildings close together, and provided walkways and plazas between establishments all contribute to creating the pedestrian-oriented environment that strengthens the linkages between different commercial activities. The General Development Concept created by the Declaration of Covenants, conditions and Restrictions applicable to the East Springs Centre portion of the district requires this pedestrian orientation of specific projects, and provides in illustration of how these benefits can be realized.

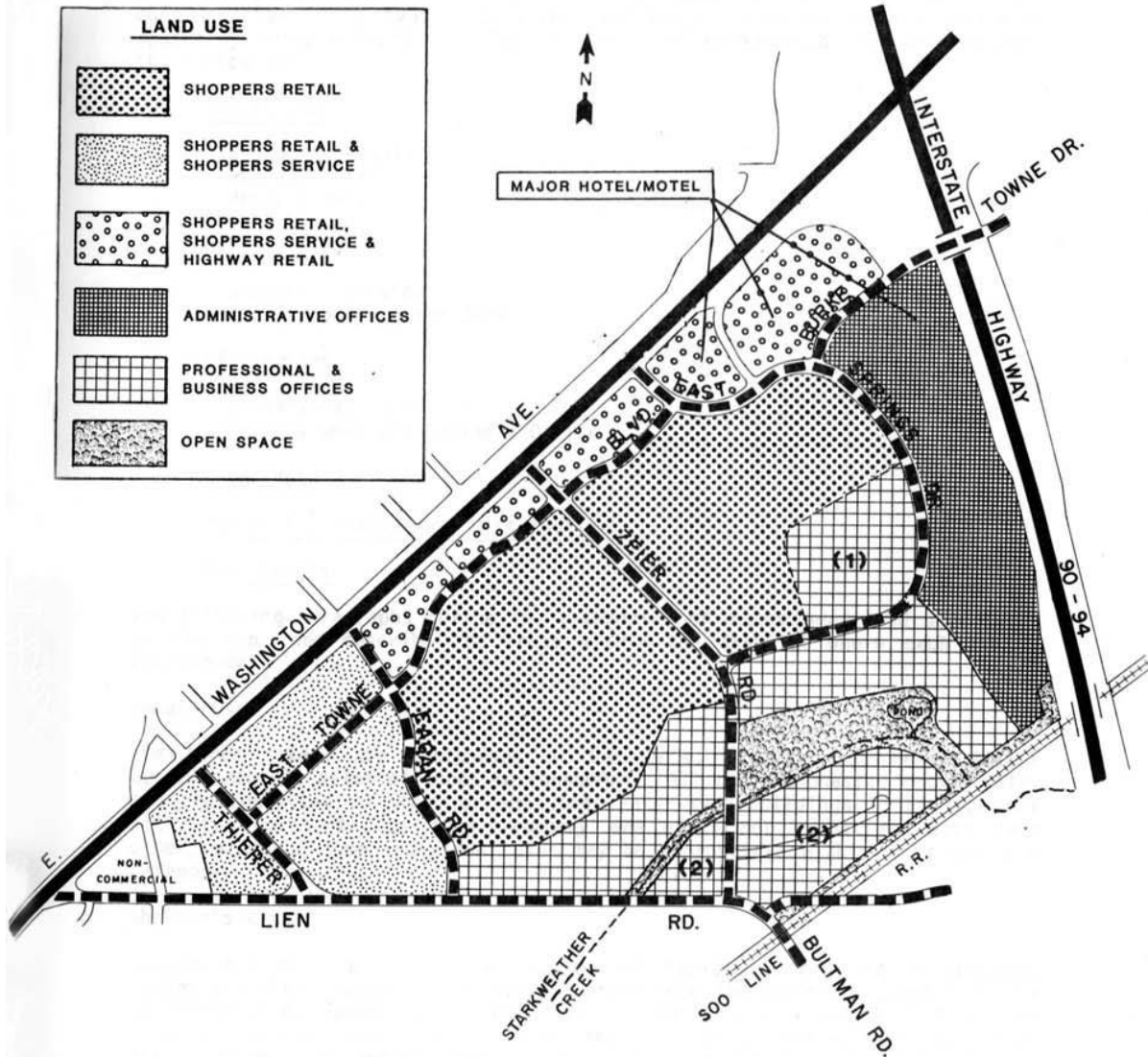
Because of district's sheer size, pedestrian movement between the major clusters of commercial activity within the district may be relatively light. However, within each of the retail activity clusters especially, building placement, walkways, and pedestrian amenities should be used to create an integrated complex that encourages persons to walk around and stay awhile.

The land uses recommended for the district seek to establish broad groupings of commercial activities whose locational needs, use characteristics and size and scale of building are similar, as well as to encourage and create compact, contiguous areas of commercial activity within which

Map 6 – East Towne – East Springs Commercial District Plan

MAP 6

EAST TOWNE - EAST SPRINGS COMMERCIAL DISTRICT PLAN



NOTES:

(1) The future demand for office and retail development land is unknown. A portion of this area now identified for Professional and Business Offices may later be designated for Shoppers Retail, depending upon market conditions.

(2) If Heavy Retail, Repair/Construction Services, and Wholesale, Storage and Distribution uses are proposed for development, this area is the recommended location for these activities.

the particular uses developed promote the objectives of use compatibility, market linkages, and cumulative attraction between business establishments.

The recommended land uses for all of the lands included in the East Towne-East Springs Commercial District are shown on Map 6. Land use categories are primarily identified for entire blocks rather than for individual parcels within a block. For some blocks, more than one land use category is recommended. Because development will occur over a relatively long time period and conditions may change, the boundaries between areas of different recommended land uses should not be considered inflexible. However, intermixture of non-supportive uses is not consistent with the recommended development pattern. Truly creative mixed-use projects may be considered as a part of an integrated development at any location provided the development, as a whole is consistent with the intent and use recommendations for that location.

The land use categories on the map identify the particular types of commercial activity recommended for that portion of the commercial district, and include consideration of the type of buildings and general site environment generally sought by these activities. The categories of recommended land uses include the following:

- Retail Uses
 - Shopper's Retail
 - Highway Retail
 - Heavy Retail
- Service Uses
 - Shopper's Service
 - Repair/Construction Service
- Office Uses
 - Administrative Office
 - Professional and Business Office
- Hotel Motel
- Wholesale, Storage and Distribution
- Open Spaces

The following paragraphs define the categories of recommended land uses shown on the map, and describe the areas within the district where each use is recommended.

Retail Uses

The three retail use categories of Shopper's, Highway, and Heavy Retail describe retail sales of goods to consumers. All three emphasize retail sales and are conducted in store or shopping center-type buildings. The types of activity represented by each category are often not compatible with each other, although some individual uses may be appropriate within more than one category.

Shopper's Retail

Shopper's Retail describes the recommended location for store or shopping center activities emphasizing sale of convenience and shopper's goods directly to ultimate consumers in an environment that promotes market linkages of products and cumulative attraction of shoppers. Consistent with the intent of this category are establishments selling various types of goods, including food, apparel and accessories, furniture, home furnishings and equipment, hardware, general merchandise, and eating and drinking establishments. The Shopper's Retail category generally does not include those activities described in the other retail and land use categories listed below. However, a limited amount of service uses associated with the Shopper's Service category might be appropriate in an area designated Shopper's Retail if such uses are part of an integrated shopping facility primarily devoted to the retail sale of a variety of goods. Examples include small financial service outlets, personal services, such as hairdressers, and indoor recreation and entertainment services. Office buildings are not consistent with the intent of the Shopper's Retail district.

Highway Retail

Highway Retail describes the recommended location for those types of retail activities, which emphasize highway oriented, quick-stop convenience sales, and services. These activities are characterized by a dependency on a highway location for visibility and easy accessibility, and would typically involve a high turnover of retail customers. Examples of Highway Retail uses include fast food restaurants, gasoline service stations, single-seller convenience stores, and other drive-in facilities. Also included in the Highway Retail category are limited service motels and hotels, but not the large, full service establishments described in the Hotel/Motel category.

Heavy Retail

Heavy Retail describes the recommended location for those types of retail sales activities characterized by large or bulk merchandise often requiring extensive outdoor storage or display, and which are usually not compatible with Shopper's Retail or Highway Retail district. Examples of Heavy Retail uses include the sale and leasing of motor vehicles, farm equipment, building materials, grain and feed, or fuel and ice.

Lands Recommended for Retail Uses

Shopper's Retail

Shopper's Retail uses are recommended as the exclusive use for only two areas within the district- the East Towne Mall area with 79 acres and a site across Zeier Road in the East Springs Centre with 59 acres. East Towne Mall already provides an integrated shopping environment, with easy pedestrian circulation among the different businesses within the complex. Although it may not be developed as a single project, many of the same advantages of a complete shopper's environment can be realized in the East Springs Centre retail core through design and placement of individual buildings, use of shared parking areas, and a system of internal circulation walkways and pedestrian amenities.

If carefully planned executed, the East Springs Centre retail core should, when fully developed, be much more similar in function to a large integrated shopping center than to a string of small

strip commercial facilities. The Shopper's Retail recommendation supports this objective by emphasizing development of compatible retail uses that are mutually supporting, and which reinforce the physical design by encouraging multi-purpose shopping visits.

Shopper's Retail uses are also recommended, in combination with Shopper's Service and Highway Retail uses, along East Washington Avenue and west of Eagan Road. Although there are some mixed commercial uses along East Washington Avenue, Shopper's Retail uses would be compatible in existing or planned developments, including smaller shopping centers containing several establishments. West of Eagan and south of East Towne Boulevard, a large proportion of vacant lots are held by only a few owners, creating an opportunity to develop a larger, multi-establishment shopping facility, rather than developing each lot for an isolated, individual use.

Highway Retail

Highway Retail uses, in combination with other uses, are recommended for selected portions of the lands along East Washington Avenue. As a primary arterial highway and one of the major entryways to the City, East Washington Avenue is the logical location for such uses as restaurants, motels, drive-through services, and other activities serving local and regional highway travelers.

Heavy Retail

Heavy Retail uses are not recommended within the district at this time. These uses are generally not compatible with retail and office activities being recommended for most of the district. Heavy retail and office activities being recommended for most of the district. Heavy retail uses are also relatively low intensity uses and are, therefore, less appropriate in a regional commercial district where "building size and the intensity of urban activity" are intended to be relatively high.

If it is later determined that Heavy Retail uses should be included within the district, the most appropriate location would be in the southeast portion between the open space corridor, Lien Road, and the Soo Line tracks. Other alternative uses, such as Wholesale, Storage and Distribution, and Repair and Construction Services would also be compatible with Heavy Retail at this location.

Service Uses

The two Service land use categories of Shopper's Service and Repair/Construction Services describe the recommended location for certain non-retail activities that because of the type of facility needed, the nature of the activity, or a customary association with retailing, are not usually compatible with the intent of the Office designations, which also describe service activities. The two Service categories are generally not compatible with each other, but are often compatible with one of the Retail use categories.

Shopper's Services

Shopper's Services describes the recommended location for those services that are customarily provided directly to the ultimate consumer, which are generally compatible with a retail

shopping environment, and which are located in a “store” rather than an “office” type building. Included are most personal services, customer service offices of financial, insurance, and real estate companies, and most indoor entertainment and recreation activities.

Repair Construction Services

Repair/Construction Services describes the recommended location for most repair and heavy service activities, such as automobile repair shops, furniture repair and reupholstery, electric equipment repair, contract construction services, building and janitorial services, automobile and truck leasing, and selected light production activities, such as printing and publishing. Some retail sales uses could also be appropriate at these locations if the goods sold are complementary to the service usages, such as sales of automobile parts and supplies, or sales of heating and plumbing equipment.

Lands Recommended for Service Uses

Shopper’s Service

Shopper’s Service uses are recommended for the blocks along East Washington Avenue and the area west of Eagan Road, usually in combination with Highway Retail and/or Shopper’s Retail uses. The blocks along East Washington Avenue are expected to develop primarily with individual retail or service uses that can take advantage of the high visibility and traffic volume. Financial service businesses have already established a solid presence in these blocks, with motels and restaurants being the other predominant uses. Small, mixed-use shopping centers are also a possibility here.

Some Shopper’s Service and Shopper’s Retail uses are presently located west of Eagan Road, and expansion of either or both would generally be appropriate. Developers should be encouraged to create multiple establishment facilities with shared access and parking as an alternative to many isolated uses, each with a separate driveway and parking lot.

Repair and Construction Service

Repair and Construction Service uses are not recommended within the district at this time. These uses are generally not compatible with, and certainly are not supportive of, the Shopper’s Retail, Shopper’s Service, and Office uses recommended for most of the district. They also tend to be relatively lower density uses, and are less beneficial to creation of a major regional commercial activity Center. The Repair and Construction Service uses may be more compatible with the proposed industrial areas to the south between Lien Road and the Commercial Avenue frontage road. If it is later decided that these uses should be developed within the district, the recommended location is the southeast portion between the open space corridor, Lien Road, and the Soo Line tracks.

Office Uses

The purpose of the two categories, Administrative Office and Business and Professional Office, is to create an environment where office buildings and office activities are clearly the predominant use. The activities included within the two Office categories may be compatible with each other; however, retail uses and heavy service uses are not compatible with the intent of

the office districts. Both categories may include support activities servicing primarily office tenants, such as printing and duplicating, or some supportive retail uses, such as food service, if such uses are incorporated into an office facility and are insignificant in size and operation compared to the office usage.

Administrative Offices

Administrative Office describes the recommended location for the offices of single users having a relatively large floor space requirement. Such offices generally would be located in larger office buildings typically used for national and regional corporate offices. While some users might share a building, typically shared usage would involve a small number of users, each with a large floor space requirement. Smaller, more mixed professional and business offices are not recommended – not because they are incompatible, but because of the need to reserve lands over a long-term for development of Administrative Office uses.

Professional and Business Offices

Professional and Business Office describes the recommended location for office building used by one or several firms providing professional service, such as clinics and medical offices, law offices, engineering and architectural services, accounting services, and similar activities. Business Office includes most other general business activities not described as Administrative Offices, but which are appropriate in a general office environment. Offices combined with non-office uses, such as a contractor's yard and office, are not included.

Lands Recommended for Office Uses

As one of the four regional commercial districts identified in Madison's Land Use Plan, the East Towne-East Springs District is expected to become an important employment center as well as a retail and service center. This objective is reflected in the Development Plan by recommending large areas within the district for office uses. Current vacant lands can be planned and designed to create an office-oriented environment suitable for high quality office development at reasonably high densities. By locating major office-employment development and major retail/service development separate from, but close to each other, growth of both uses can occur at their own pace, yet be mutually supporting. Possible conflicts between uses are minimized.

Administrative Offices

Administrative Office uses are recommended for the east portion of the district between East Springs Drive and Interstate Highway 90-94. The lands offer large, high, well-situated building sites with excellent visibility both from the Interstate Highway and from the west. As the entire commercial district develops, these sites should become increasingly attractive as "prestige" locations for larger office facilities – such as regional corporate offices.

Professional and Business Offices

The more general Professional and Business Office uses are recommended for the vacant J.C. Penney Company property located north of Lien Road between Eagan Road and Zeier Road and also in East Springs Centre on lands located south of East Springs Drive and east of Zeier Road. The open space corridor through these lands provides an opportunity to relate office

development to a landscaped natural feature. Office uses on the J.C. Penney Company property are consistent with the intention not to develop Lien Road as a commercial strip. Office uses here would complement the proposed office/industrial uses on the south side of Lien Road, whereas retail uses north of Lien Road would create strong pressure for similar uses to south as well. Professional and Business Office uses are also recommended adjacent to the large Shopper's Retail area East Springs Centre.

For lands located south of the open space corridor and on both sides of Zeier Road, an alternative use might be recommended at some future time if it becomes clear that there is insufficient demand for office sites in the foreseeable future. The heavier retail and service uses are one alternative possibility if there is a demand for these uses at this location. These uses would not conflict with industrial uses proposed for the south side of Lien Road, and could be buffered from office development to the north by the open space corridor. However, since Zeier Road will become a major entryway into this important regional commercial district, office uses are recommended as most consistent with a comprehensive development plan for the district as a whole.

Hotel/Motel

Hotel/Motel describes the recommended location for a major full-service hotel or motel facility. The locations most appropriate for this use are identified and recommended separately due to the special requirements and impacts of this type of facility, which is significantly larger and provides a more complete range of support services than the more limited hotels and motels included in the Highway Retail district. The Hotel/Motel designation is shown as an overlay designation because it is not intended that certain specific sites be reserved only for this single activity.

Lands Recommended for Major Hotel/ Motel Use

The northeast portion of the district near the East Washington Avenue and Interstate hwy interchange is the recommended location for a major full-service hotel or motel if the demand for this use develops. This location has high visibility from Interstate Hwy 90-94 and East Washington Avenue, and relatively easy access to both. Other uses are also recommended here because of the uncertainty regarding the demand for major hotels. The Highway Retail uses recommended for this area also include smaller, limited service motels as a possible use.

Wholesale, Storage and Distribution

Wholesale, Storage and Distribution describes the recommended location for wholesale, warehousing, and distribution service activities regardless of the products involved, except that activities such as scrap yards and stockyards are not included. These uses are more industrial than commercial in nature and generally not be located with retail, service, and office activities. However, these uses may be compatible with many activities associated with Heavy Retail and Repair/Construction Service districts.

Lands Recommended for Wholesale, Storage and Distribution Uses

Wholesale, Storage and Distribution uses are not being recommended for any portion of the district at this time. The district's role as a major regional commercial center gives these uses relatively low priority compared to retail and service uses and office/employment uses. As with the heavy retailing and the heavy services, a more appropriate location for these activities would be the proposed industrial areas to the south. However, if development patterns and market demand does result in a later recommendation to include Wholesale, Storage and Distribution activities within the East Towne-East Springs District, the best location would be in the southeast portion between the open space corridor, Lien Road and the Soo Line Tracks. This location provides a short access route to Lien Road and to East Washington Avenue, and is buffered from other uses by the open space corridor.

Open Space Uses

Open Space is the location of lands where no development is recommended. Open space land is needed to provide areas for storm water retention, to protect waterways, wetlands, or other significant natural features, or to recognize identified environmental corridors whose continuity is important. An Open Space designation may also identify land where soil conditions make development unfeasible or unwise.

Lands Recommended for Open Space Uses

An Open Space corridor is proposed along the East branch of the Starkweather Creek at the southeast portion of the district. East of Zeier Road, a 14-acre open space area was dedicated to the public in the Regional East Phase II subdivision. Within this Open Space area will be an existing pond, Starkweather Creek, and also a proposed storm water retention area. Parts of the open space area may be retained in a relatively passive "wild" state, or may be enhanced with landscaping to create a more interesting feature.

Allocation of Land Uses

Lands presently used for commercial purposes constitute about 109 acres International eh East Towne-East Springs Commercial District. However, there is a potential for an additional 259 acres of commercial lands that would increase the total acreage to 368. (See Table 10.) Of the 368 acres, lands designated for Shopper's Retail would constitute the largest acreage (138) followed by Professional and Business Offices with 99 acres.

Table 10
Existing and Proposed Uses (East Towne-East Springs Commercial District)

	Existing		Proposed		Total	
	Acres	% Of Total	Acres	% Of Total	Acres	% Of Total
Commercial	108.7	98.6	259.3	93.3	368.0	94.9
Shopper's Retail	75.3	68.3	63.0	22.7	138.3	35.7
Shopper's Retail & Shopper's Service	21.6	19.6	23.8	8.6	45.4	11.7
Shopper's Retail, Shopper's Service, & Highway Retail	8.7	7.9	29.2	10.5	37.9	9.8
Administrative Office	-	-	47.9	17.2	47.9	12.3
Professional and Business Office	3.1	2.8	95.4	34.3	98.5	25.4
Open Space	1.5	1.4	18.5	6.7	20.0	5.1
Total	110.2	100.0	277.8	100.0	387.8	100.0

¹Hotels and Motels are identified as overlay zones at specified locations

²Heavy Retail, Repair/Construction Services and Wholesale, Storage and Distribution are also identified as potential uses for portions of the J.C. Penney Co. and Zeier properties located south of Starkweather Creek. Both properties are designated for Professional and Business Offices and have a combined acreage of 29.9

Transportation Recommendations

Different modes of transportation will be required to serve the East Towne-East Springs Commercial District. Although the primary mode will be by private auto, many will use transit service to shop, work, or spend their leisure time here.

Streets and Highways

East Washington Avenue and Lien Road will provide the major access points into the district. East Washington Avenue is a fully improved arterial highway, whereas Lien Road is not and has only a 24-foot wide asphalt pavement. However, Lien Road is proposed to be ultimately improved with a 44-foot wide pavement. With more commercial development occurring within the district, it is recommended that Lien Road, between East Washington Avenue and Zeier Road, be fully improved to accommodate increases in traffic.

All of the streets within the district are designated as collector streets. Thierer Road, Eagan Road, and East Towne Boulevard, west of Zeier Road are currently improved with pavement widths of either 44 or 48 feet. A portion of Zeier Road from East Washington Avenue is also improved with a 48-foot pavement. Rights-of-way for the remaining collector streets in the East Springs Centre development have been dedicated with the recording of the Regional East Subdivisions, and the streets will be constructed as a part of the subdivision development.

Zeier Road, which will connect the proposed relocated Bultman Road with East Washington Avenue and which will also separate the East Towne Mall from the new East Springs Centre development, will be the major collector street within the district. It is recommended that the southerly extension of Zeier Road be improved immediately so as to provide easy access to the

East Towne Mall and the new East Springs Centre from Lien Road. Also, the realignment and improvement of the proposed Lien/Bultman/Zeier Road intersections should take place before major residential development occurs in the Burke Heights Neighborhood Plan area or before commercial development begins along the south portion of Zeier Road.

East Springs Drive will be a boulevard street between East Washington Avenue and Burke Town Drive. The payment width on each side of the boulevard will be 28 feet. However, between Burke Town Drive and Zeier Road, the pavement will be narrowed to 48 feet. Burke Town Drive, which will provide access to the East Gate commercial area located on the south side of East Washington Avenue and east of Interstate Highway 90-94, will also have a pavement width of 48 feet. East Towne Boulevard located east of Zeier Road will have a pavement width of 48 feet. Together with the existing portion located west of Zeier Road, this new street will provide a continuous connection through the northern edge of the district and will also serve as a “reverse frontage” road for East Washington Avenue.

Access Driveways and Off-Street Parking Areas

The need for individual access driveways could be reduced by coordinated development of several parcels, utilizing shared access and parking areas, interconnected pedestrian walkways, etc. This type of “clustered” development would also support the land use and design recommendations made for the district. To avoid traffic congestion especially with left turn movements, it is recommended that the number of separate driveway access points to the collector streets be minimized thorough the clustering of individual developments and use of shared driveways and parking areas. This is essential for the boulevard streets, but would be beneficial everywhere.

The parking standards incorporated in the City’s zoning ordinance indicate the amount to parking required for individual establishments. Depending on the particular uses involved, it might be possible to modify these standards when parking is shared. Despite the intention to encourage transit use and facilitate walking among different businesses within the district, most customers and employees will be traveling by automobile, and it is important for projects to provide adequate parking to avoid traffic congestion within the district.

Transit Service

Although the automobile will be the primary means of transportation to the East Towne-East Springs Committee District, bus service is still very important. As one of Madison’s four regional commercial districts, East Towne-East Springs should be accessible to all of the community’s residents – including those who use transit. For example, large shopping malls have become activity centers for teenage youths, who not only shop there, but use them as a meeting place or a place to “hang out”. Many young persons are also employed in the retail and food service businesses located in shopping centers.

Because many activities are concentrated reasonably close together, large integrated shopping centers, such as East Towne Mall, are relatively feasible transit destinations compared with

commercial strips. As this district develops, the original East Towne Mall will become only one of many shopping destinations within the district. For transit to remain an attractive transportation option, the new developments must be located and designed so that a bus route can easily serve them and so the bus stops can be reasonably close to the buildings. In addition, those activities most likely to be included in a multi-purpose visit should be clustered together so that it is an easy walk between them.

The recommended office-employment areas along East Springs Drive could also be served by bus service. Whether or not it will ever be feasible to serve this area with transit will partly depend on the intensity of development and the distance between the buildings and the street. The higher the density of development, and the shorter the distance between the buildings and the street (where bus stops will be located), the more likely it is that bus service can eventually be extended. East Springs Drive can accommodate future bus service. Further improvements, such as bus loading bays, could be constructed later if needed.

The current East Towne-West Towne bus route (the “A” line) is Madison Metro’s most heavily used mainline route. As the commercial district grows, there will be requests to extend service to the newer shopping and office facilities also. To do this will mean that the trip becomes longer and less direct for at least some current bus riders. It is important, therefore, that new development be specifically planned to encourage transit/pedestrian visitors, so that any inconvenience due to bus route expansion is more than offset by the additional attractions brought within range of bus service.

Pedestrian Circulation

Regional commercial districts contain a much broader and deeper range of shopping and service businesses than do the smaller commercial districts. This is one of the districts’ main benefits to their customers – a wide variety of shopping and personal business needs can be taken care of with one trip. However, much of this potential customer convenience is lost, if movement from one establishment to another within the district requires use of an automobile.

East Springs Centre (Zeier Property)

Planning for the portion of the district located east of Zeier Road (The Zeier property) presented an opportunity and challenge created by a special set of circumstances, and the process used here is worth some additional discussion. This entire parcel, not being developed as the East Springs Centre, was virtually undeveloped and in agricultural use until 1983. In 1983, the owner of the property initiated the process, which led to preliminary platting of the land and annexation to the City. At the same time, the City’s Land Use Plan Map was amended to designate the entire parcel as “Regional Commercial.” The northern two-thirds of the property was also zoned C3 district.

With grading and preliminary site preparation work completed, development of this property was clearly about to begin in earnest when a final plat was submitted in February 1986. The Planning

Unit staff review of this high visibility, and the designation of the area around East Towne as one of Madison's four regional commercial districts. Staff noted the undesirable consequences of unplanned development in some of Madison's other commercial districts and stressed the long-term benefits to the City, the developer and future business of taking a comprehensive approach to development here. The staff report to the Plan Commission recommended that plat approval include the requirement that a long-range general land use and design concept plan be prepared that would establish specified areas where types of compatible commercial uses would be developed, such as general retail, major offices or services. Within the area designated for each broad type of commercial use, the developer should encourage a development pattern that created relatively few major groupings of compatible uses. Building siting and design of improvements should also reinforce the market linkages created by these groupings by developing compact, pedestrian-oriented shopping and business environments that permitted patrons to visit a large number of establishments with a single automobile trip.

At that time, no Commercial District Plan existed for the East Towne-East Springs area. In addition, much of the Zeier property was already zoned C3- the City's least restrictive commercial zoning district. The question was: how could the recommendations of the staff report be implemented? Fortunately, the owner shared many of the City's concerns and was also interested in a high-quality commercial development, consistent with a long-term development concept. The owner himself intended to exercise and retain considerable control over use, location, and design within the development.

The approach decided upon was to implement the recommendations through a restrictive covenant which would include requirements covering major groupings of uses, vehicular and pedestrian circulation, and standards for site plans, building design and appearance, landscaping, signs and lighting. The covenant also was to provide for a process of review of any proposed development of any lot for conformity with such requirements and standards by a committee which included a member appointed by the Director of Planning and Development for the City of Madison.

During the summer and fall of 1986, the Planning Unit staff and the property owner developed and refined a restrictive covenant, which would satisfy the conditions of approval and be acceptable to both parties. The highlights of this restrictive covenant, now recorded as the Declaration of Covenants, Conditions, and Restrictions, are briefly summarized below.

Declaration of Covenants, Conditions, and Restrictions

This is the key document (referred to hereafter as the Declaration) required by the condition of plat approval. Major provisions of the Declaration include:

Coverage and Duration

The Declaration runs with the lands, includes the entire East Springs Centre parcel and it in effect until the year 2015. It may be extended beyond that time.

Uses, Improvements and Common Areas Require Approval

Before any use can be established, or any building or other improvement, or any parking area, pedestrian walkway or other common area can be built or altered, it must be approved by the Design Committee.

Design Committee

A three-member Design Committee, consisting of one member appointed by the Madison Director of Planning Development and two members appointed by the owner or their successors, must review and approve all proposed land uses, plans, specifications, and site plans for any lot for conformity with the requirements of the Declaration. The Design Committee also maintains a Project Land Use Plan and Project Design Standards. Committee decisions are by majority vote.

Basis for Approval, General

These are the criteria uses by the Design Committee in reviewing specific developments. They include:

- Conformity and consistency of the proposed use with the recommendations of the Project Land Use Plan (see more on this below), and compatibility of the use with neighboring uses.
- Conformity and consistency of proposed improvements and common areas with the General Development Concept and the Project Design Standards (more on these below).
- The adequacy of the lot for the size, scale, height, and use of the proposed improvements and common areas.
- Harmony of design and siting of improvements and common areas with existing and planned improvements and common areas on neighboring lots.
- The extent that the design and placement of improvements and common areas promotes orderly pedestrian and vehicular movement and minimized the necessity for automobile use.
- The adequacy of design with respect to drainage, snow storage and removal, visual screening, etc.

The Design Committee is given broad discretion, but cannot arbitrarily or unreasonably withhold its approval.

Specific Rules for Improvement of the Platted Lots

For the Platted portion of the property, more detailed standards are established regarding signage, loading facilities, storage areas, utility placement, temporary buildings, installation and

maintenance of common areas, lighting, access between lots, etc. These all address the objectives of the Declarations.

Project Land Use Plan

A key element in refining the Declaration was the decision to require that land uses be consistent with the recommendations of a separate document, the Project Land Use Plan, maintained outside the Declaration, but referenced within it. This approach makes it possible for the Design Committee to refine and amend the land use recommendations in the future without the difficulties involved in modifying a recorded document. The Project Land Use Plan is described in more detail below.

Project Design Standards and General Development Concept

These are also a separate document, outside the Declaration, maintained by the Design Committee for use in its review of development proposals. The General Development Concept is based on the Project Land Use Plan Map and illustrates how the placement and design of specific buildings and common areas can promote orderly pedestrian and vehicular circulation, and minimize the need to use automobiles to move from one establishment to another. The General Development Concept also illustrates the location of certain key design features, such as the primary street system, median breaks, open space corridors, and drainage patterns.

Other design standards provide guidelines related to building massing, building materials, landscaping, graphics and lighting and they supplement the standards contained in the Declaration. The General Development Concept is also described in more detail below.

The Declaration also includes sections dealing with definitions, procedures, remedies for breach, liability, severability, etc., usual to a document of this type.

Project Land Use Plan

The Project Land Use Plan is maintained by the Design Committee and is required by the Declaration to be the basis for the Committee's review of proposed land uses. The state objectives of the Plan are to provide a long-term development guide for the entire premises so that development of individual lots will, over time, create broad groupings of commercial activities whose location needs, use characteristics or size and scale of improvement are similar and result in compact, contiguous areas of commercial activity within which the particular uses developed promote the objectives of compatibility of uses, market linkages between lots, and mutual attraction of permittees to the activities of neighboring occupants.

The Project Land Use Plan includes a description of land use categories and a Project Land Use Map, which establishes the recommended location for various types of commercial activity. The land use categories are nearly identical to those included in the East Towne-East Springs Commercial District Plan. The Project Land Use Map is also nearly identical to the recommendations made in the East Towne- East Springs Commercial District Plan for the East Springs Centre area.

General Development Concept

The General Development Concept is the key element in the Project Design Standards. The General Development Concept illustrates how the use of shared access drives and parking areas, the placement and design of individual buildings, and creation of a system of pedestrian walkways can result in a complex of smaller commercial centers or individual businesses with most of the desirable features of large integrated shopping centers (See Map 7). The General Development Concept relates individual projects and improvements to a comprehensive plan for the commercial functioning of the entire district.

The General Development Concept is illustrative rather than definitive. It only indicates one possibility. The actual number, size, and placement of specific individual buildings and common areas will depend also on the actual use, and the requirements of the particular occupants. Development must, however, be consistent with the design principals illustrated by the Concept.

In one sense, the General Development Concept illustrates how to best deal with the “worst case” situation of a relatively large number of smaller individual projects. To the extent that larger projects can be developed or several projects can be physically connected to create larger, essentially unified structures, the opportunities for pedestrian linkages and shared access and parking areas are significantly improved. There are indications that the retail core of the Ease Springs Centre development may be developed with these larger complexes. This should be encouraged, whenever possible.

GENERAL DEVELOPMENT CONCEPT EAST SPRINGS CENTRE COMMERCIAL AREA

MAP 7

EAST WASHINGTON AVE

EAST SPRINGS DRIVE

BUSH TOWN DRIVE

Low Rise Commercial

Low Rise Office

High Rise Office

Possible Mixed Use Area

Office Condominiums

Open Space

Pond

Detention Basin

City of Madison Greenway

Railroad

Lien Road

EAST TOWNE

INTERSTATE 80 & 94

* FORMERLY THE C.M. ST. P. & P. RAILROAD

SCALE 1" = 200'

NORTH

DEPARTMENT OF PLANNING AND DEVELOPMENT CITY OF MADISON

JULY 1988

IMPLEMENTATION OF EAST TOWNE-BURKE HEIGHTS DEVELOPMENT PLAN

Amendments to the City's Land Use Plan have been adopted to implement the East Towne – Burke Heights Development Plan. Most of the recommendations made in the Development Plan can be implemented with the City's current implementation tools, such as zoning, land subdivision regulations, official mapping, and the capital improvements program and the capital budget. However, some recommendations will require the use of other types of implementation devices, such as restrictive covenants in which the City would be a party to an agreement with a landowner. To make more effective use of zoning and land subdivision regulations would require that all lands currently outside of the City be annexed to the City. In formulating the Development Plan, it is intended that the entire East Towne-Burke Heights Area would ultimately be within the City of Madison and served with the full range of City services.

LAND USE PLAN AMENDMENTS

The recommended land uses in the East Towne-Burke Heights Development Plan are generally similar to those currently proposed in the City's adopted Land Use Plan Map, except for the detailing of certain types of land uses. For example, the residential area along MacArthur Road and Mendota Street is identified as Low to Medium Density Residential-Mixed Housing Types (RLM-X), whereas the Development Plan designates more specific residential densities to certain portions of the same area – low density, low to medium density, and medium density. Unlike the Land Use Plan Map, which identifies only Sycamore Park for park and open space, the Development Plan designates the wooded portion of the City's Public Works Maintenance Facility site and Starkweather Creek together with the adjoining wetlands for park, open space, and conservancy use. The area to the east of the Burke Heights Subdivision currently in the Town of Burke is identified on the Land Use Plan Map as a Neighborhood Design District with a low to medium residential density and for which a neighborhood development plan is contemplated. The Burke Heights Neighborhood Plan was prepared to indicate how these lands, which are primarily undeveloped or in agricultural use, could ultimately be developed with residences. Besides indicating a proposed street system for the area, the Neighborhood Plan also identifies locations for different types of residential densities. The area to the north of Lien Road is identified on the Land Use Plan Map as "Regional Commercial" and more detailed planning is also recommended for the area. In the East Towne – East Springs Commercial District Plan, more detailed Commercial functions are identified for this district. In the east portion of the district or East Springs Centre, a land use plan and a development concept plan were prepared to illustrate the arrangement of different land uses and buildings, including locations of off-street parking areas and access driveways.

The East Towne-Burke Heights Area Development Plan, including the Burke Heights Neighborhood Plan and the East Towne - East Springs Commercial District Plan, was adopted as a part of the Master Plan for the City of Madison through adoption of Resolution 43,156, File NO. 5206-87 by the Common Council on February 17, 1987. The Development Plan is intended to be maintained and updated as a planning document until such time as this area is substantially developed. The Development Plan is also intended to

serve as a general guide for development of the area, especially in the review of land subdivisions, and applications for zoning map amendments, and conditional uses.

The East Towne-Burke Heights Area Development Plan contained some modifications in land use patterns to be reflected on the Land Use Plan Map. The Land Use Plan Map will be updated to reflect those modifications, especially the park, open space, and conservancy use along Starkweather Creek, the extension of the commercial area to include the new Cub Food Store on Nakoosa Trail and the change in designation from Highway Commercial (CH) to Community Commercial (CC), and the easterly extension of the Community Commercial area located south to Lien Road to Parkside Drive. Also the East Towne - East Springs Commercial District Plan will be identified on the Land Use Plan Map as a “Commercial Design District” together with the “Regional Commercial” designation to reflect the adopted East Towne - East Springs Commercial District Plan Commercial District Plan.

ZONING

Except for some commercial areas especially within the East Towne - East Springs Commercial District, the present zoning districts are generally in conformance with the East Towne-Burke Heights Area Development Plan. In the case of the undeveloped lands now zoned Agricultural and located International he Town of Burke, it is intended that such lands will be zoned to the appropriate zoning districts corresponding to the land uses proposed in the development plan.

It is recommended that any undeveloped lands currently zoned Agriculture be zoned in conformity with the land uses proposed in the Development Plan and such lands be zoned only at such time when there is a specific development proposal.

Both the City’s adopted Land Use Plan Map and the East Towne-Burke Heights Area Development Plan identify two commercial zoned areas for multi-family use. The first includes the Oscar Klein and Hoffman Enterprises properties on MacArthur Road currently zoned C2 District. The second includes the Ziegler and Stankevich properties on the Commercial Avenue frontage road at its intersection with Ziegler Road and Redland Drive and zoned C1 District.

It is recommended that the Master Planning Section of the Department of Planning and Development – Planning Unit, explore the possibility of rezoning the Klein and Hoffman properties on MacArthur Road and the Ziegler and Stankevich properties on the Commercial Avenue frontage road from the current C2 or C1 district to a multi-family zoning district as contemplated in the East Towne-Burke Heights Area Development Plan. This should be done in consultation with all of the affected property owners, the neighborhood residents, and the alder of the district.

The East Towne - East Springs Commercial District Plan Development Plan recommends that commercial activities be sorted out into broad groupings of compatible and mutually supportive uses, which have similar locational requirements and impacts. Although the zoning ordinance is a traditional tool for implementing land use recommendations, it is ineffectual in the case of the

East Towne - East Springs Commercial District for two reasons. One reason is that the present commercial districts in the land use recommendations. All of the different commercial uses included in the seven land-use categories in the East Towne - East Springs Commercial District Plan would be allowed in the C3 or C3L districts and nearly all in the C2 district. Another reason is that most of the East Towne - East Springs area is already zoned C3 or C3L – the City’s two least restrictive zoning districts which allow all types of commercial uses and also some manufacturing uses. Even if more useful zoning regulations existed, the less restrictive zoning districts are already in place for the area.

It is recommended that the Master Planning Section of the Department of Planning and Development – Planning Unit, prepare for Plan Commission consideration a proposal to amend the City’s zoning ordinance regarding regulations on commercial uses, including a design review provision. The regulations on commercial uses should take into account function and compatibility of commercial uses similar to those proposed in the East Towne - East Springs Commercial District Plan, size and scale of commercial developments, and impacts of such developments. Amendments to the zoning ordinance may result in more zoning districts to regulate commercial uses more selectively, as well as restricting the number and types of commercial uses in the present commercial districts. Following the adoption of the zoning amendments, it is further recommended that the Master Planning Section consult with the property owners in the East Towne - East Springs Commercial District Plan area regarding rezoning their lands with a zoning district more consistent with the land use recommendations for the area and report its findings to the Plan Commission.

RESTRICTIVE COVENANTS

In the case of East Springs Centre, the City and the property owner have created an effective tool to implement the comprehensive development plan through a restrictive covenant. Here, the recorded Declaration of Covenants, Conditions and Restrictions provides more control over the development of the property than the current C3 zoning district which is applicable to most of the property. Based on the Declaration, only certain types of commercial uses are allowed within East Springs Centre and only at specific locations. Also buildings and site developments must conform to certain design standards.

Because of the limitations of the City’s zoning ordinance, primarily the zoning text, it is recommended that the City also relay more on restrictive covenants (similar to the Declaration for East Springs Centre) in regulating commercial developments where more control is sought over the location and types of uses; the placement, bulk and design of buildings; and the development of sites, including landscaping and the location of access driveways and off-street parking loading areas.

OFFICIAL MAPPING

The City's policy is to designate on the official maps future arterial highways, collector streets, greenways, and parks. The official maps for the East Towne-Burke Heights Area currently show Starkweather Creek, the southerly extension of Parkside Drive, and the widening of Lien Road. However, the maps do not include the proposed new alignments for Bultman Road and Lien Road, and the proposed parks and storm water detention areas.

It is recommended that the Engineering Division further review the proposed alignments for Bultman and Lien Roads and also the size and location of the storm water detention areas, and then initiate actions to include both Bultman and Lien Roads and the detention areas on the official maps. It is further recommended that the small neighborhood park adjoining Sycamore Park and the proposed 15-acre area park located east of Bultman Road also be designated on the official maps.

LAND SUBDIVISION REGULATIONS

The Burke Heights Neighborhood Plan, especially in terms of streets, parks and the detention areas, can be implemented with the City's subdivision regulations. In the case of the proposed realignment of Bultman Road, the street dedication and street improvement would need to await the subdivision of both the American Breeders Service and Don Simon Inc. properties. The owners in lieu of payment of the subdivision park fees could dedicate the small neighborhood park adjoining Sycamore Park, and the 15-acre area park located east of Bultman Road. Also, the detention areas could be dedicated by the owners if the City were to own and maintain these areas. In developing the new subdivisions, solar access can be provided with the east-west orientation of streets as shown in several portions of the Neighborhood Plan.

It is recommended that any future subdivisions conform to the East Towne-Burke Heights Development Plan (including the Burke Heights Neighborhood Plan), especially regarding the location of collector streets, parks, and open space areas, and storm water detention areas. It is further recommended that any local streets in such subdivisions must reflect the objectives illustrated in the Burke Heights Neighborhood Plan, including circulation, access to parks, utilities, drainage and solar access.

CAPITAL IMPROVEMENTS PROGRAM AND CAPITAL BUDGET

The following streets are currently included in the City's capital improvements program: (1) Lien Road, between East Washington Ave and the Soo Line tracks; (2) the southerly extension of Parkside Drive to Sycamore Avenue; and (3) Bultman Road, including its proposed realignment. However, as more development occurs within the East Towne-Burke Heights area, other streets should be included in the capital improvements program and ultimately, the capital budget. The remaining portion of Zeier Road, for which the right-of-way has been provided in the Regional East Phase II Subdivision, should be constructed soon to provide another access from Lien Road to East Washington Avenue and the East Towne - East Springs Commercial District. The recent construction of the Cub Food Store on Nakoosa Trail will hasten the need to extend Parkside Drive to connect with Sycamore Avenue. This connection will reduce some commercial traffic currently using Mendota Street.

It is recommended that the Easterly extension of Sycamore Avenue to Bultman Road and the southerly extension of Walsh Road to the Commercial Avenue frontage road be added to the list of

streets already included in the capital improvements program. It is further recommended that the following streets be included in the capital budget for construction in 1988: (1) the southerly extension of Zeier Road to Lien Road; (2) Lien Road between East Washington Avenue and Zeier Road; and (3) the southerly extension of Parkside Drive to Sycamore Avenue.

ANNEXATION POLICY

The orderly development of lands within the East Towne – Burke Heights Area will require the provision of public utilities and public services, and such utilities and services should be provided by the City of Madison.

It is recommended that lands currently outside the city be developed only following their annexations to the City of Madison. It is also recommended that no subdivisions be approved unless there is assurance that such lands will be annexed to the City of Madison at the time of such approval. It is further recommended that the Master Planning Section of the Department of Planning and Development – Planning Unit, meet with residential developers in the Madison area to inform them of the Burke Heights Neighborhood Plan, the City's interest in annexation and development of the area, and the advantages of working together with the City and property owners in future residential developments.

City Council Resolution

AGENDA ITEM _____

Sent to Accounting _____
Sent to Mayor's Office _____
Sent to City Clerk _____
Copy Mailed _____
to Aldermen _____

City of Madison, Wisconsin

A RESOLUTION

Approving the Neighborhood Development Plan for the East Towne-Burke Heights Area and the Land Use Map and the General Development Concept for the East Springs Centre (both for the Zeier property) as part of the Master Plan for the City of Madison and making related changes to the City's Land Use Plan Map.

Drafted by: Tom Akagi, Planning & Development
Planning Unit
Date: December 15, 1986

Fiscal Note: No funds necessary.

Presented January 6, 1987

Referred Plan Commission

Plan. Comm.

Rereferred _____

Reported Back FEB 17 1987

Adopted ☒ POF

Rules Susp. _____ Tabled _____

Public Hearing _____

APPROVAL OF FISCAL NOTE IS NEEDED
BY THE COMPTROLLER'S OFFICE
Approved By _____

Comptroller's Office

SPONSORS: MAYOR SENSENBRENNER (Request of
the Plan Commission)

RESOLUTION NO. _____
FILE NUMBER _____

43,156

5206-87

WHEREAS, a Neighborhood Development Plan has been prepared by City staff for the East Towne-Burke Heights Area bounded by East Washington Avenue, Interstate Highway 90, Wisconsin State Highway 30, and North Stoughton Road; and

WHEREAS, the Neighborhood Development Plan includes undeveloped lands on both sides of Bultmann Road identified on the City's Land Use Plan Map as a "Neighborhood Design District" and for which the preparation of a Neighborhood Development Plan is recommended; and

WHEREAS, the Neighborhood Development Plan indicates the locations of different types of land uses, including residential densities, and also the locations of arterial highways and collector streets; and

WHEREAS, the Neighborhood Development Plan was reviewed by not only City staff, but by some residents and owners of undeveloped lands within the East Towne-Burke Heights Area; and

WHEREAS, in conjunction with the preparation of the Neighborhood Development Plan, a Land Use Map and a General Development Concept for the East Springs Centre (both for the Zeier property) were prepared in consultation with the property owner and his representatives - the Land Use Map showing the locations of the different types of commercial and office uses, and the General Development Concept showing in more specific detail the arrangement of different commercial uses, the potential locations of buildings and off-street parking areas, and the development of sites, Covenants and restrictions were prepared to implement the Land Use Map and the General Development Concept, such

Resolution
page 2

covenants and restrictions also including design standards for buildings and structures.

NOW, THEREFORE, BE IT RESOLVED, that the Neighborhood Development Plan for the East Towne-Burke Heights Area, and the Land Use Map and the General Development Concept for the East Springs Centre (both for the Zeier property) are hereby adopted as part of the Master plan for the City of Madison, and that related changes be made to the City's Land Use Plan Map.

TA:jlj/2/1