

Southeast Area Open House



October 21, 2025

What is planning and why does it matter?



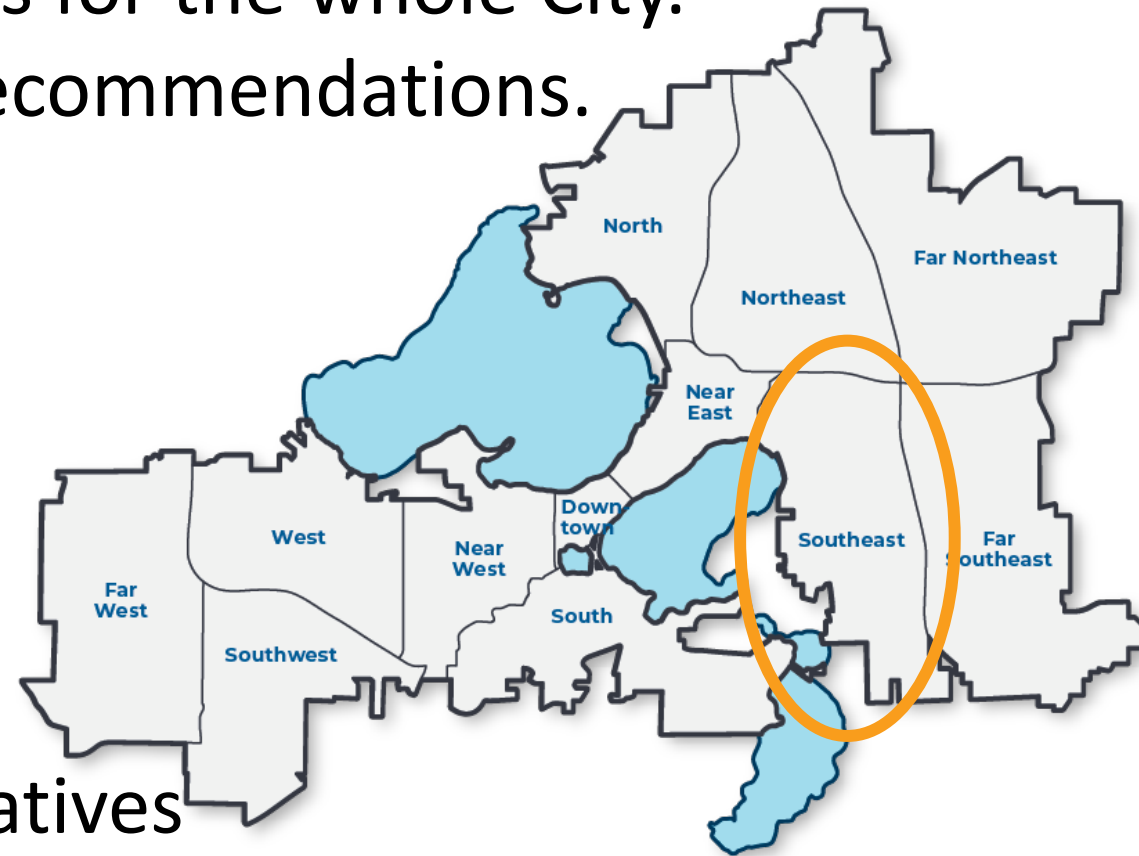
- Planning is the process of **working together** to create recommendations **to guide the future of Madison and its neighborhoods.**
- Plans **set parameters for future development**, and include recommendations for parks, streets, and other infrastructure.
- **Plans consider** many factors, such as projected growth, housing, transportation, the economy, the environment, and cultural resources.
- Planning is an important **tool to prepare for growth and navigate change.**



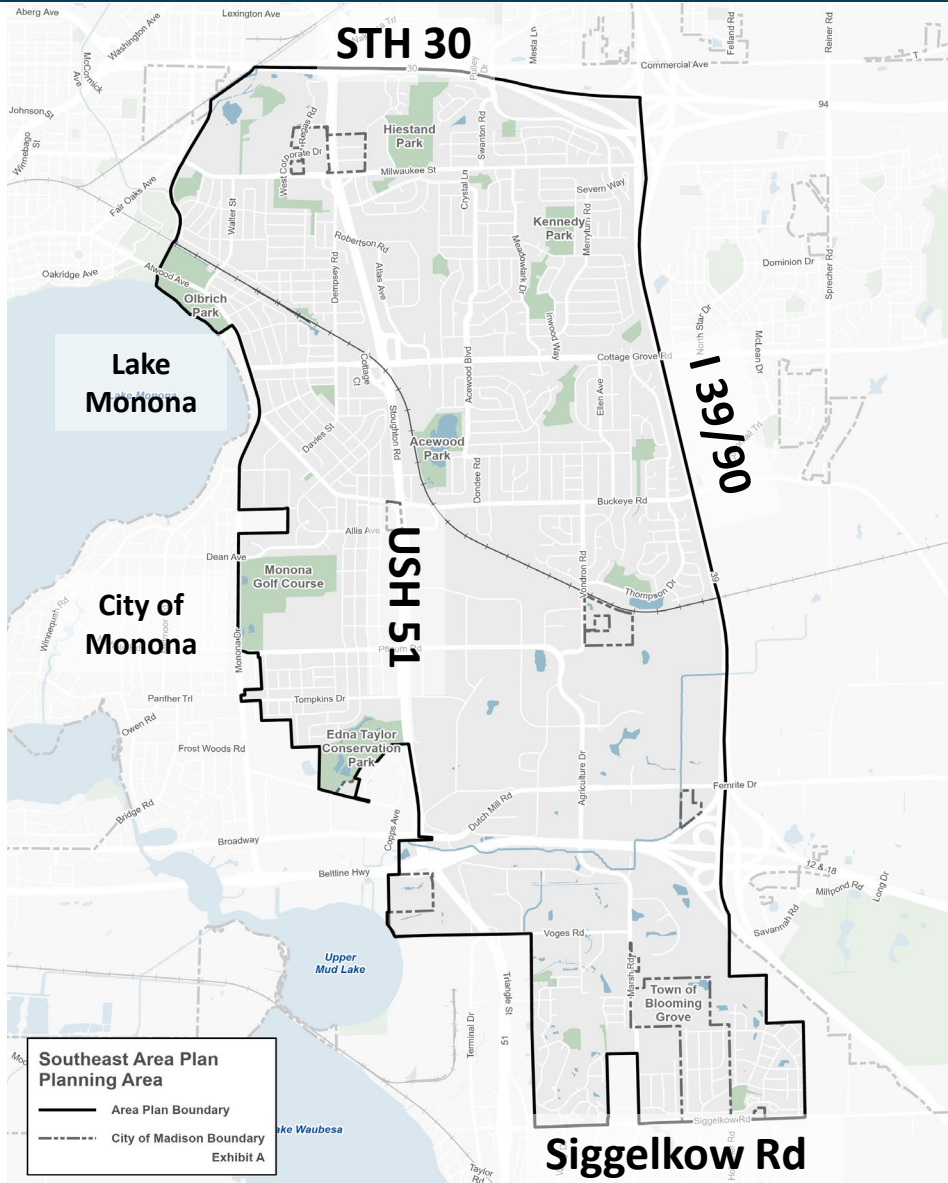
What are Area Plans and what are the benefits?



- Comprehensive Plan has larger goals for the whole City. Area plans provide more detailed recommendations.
- Full city coverage – 12 areas
- More frequent plan updates
- Consistent plan topics; higher level recommendations
- Enhanced coordination on City initiatives
- Emphasis on feedback from underrepresented groups



Southeast Area



North boundary:

State Highway 30

South boundary:

Siggelkow Road / Village of McFarland

East boundary:

Interstate 39/90

West boundary:

City of Monona / Lake Monona

2020 Census:

- 11,100 housing units
- 25,366 people
- 25.9% BIPOC and Hispanic/Latinx

Public Engagement Summary



- Public Meetings: In-person Open House and a virtual meeting
- November – April: Interactive Commenting Mapping
- Survey Part 1 & 2
- Madison Madness Bracket
- NAs, Schools, School Districts, NRTs and others
- UW PEOPLE Program - La Follette High School students
- Partnered with nINA Collective to host Focus Group meetings
- Pop-Up outreach – Pinney library, community events, Bike to Work week
- Neighborhood walk
- Business Walk
- PC and TC check-ins (June, Aug)
- CAS events at Hiestand and Honeysuckle Parks



How feedback gets into plan



Feedback that falls under existing City Policy or Programs



Feedback that is outside the Plan Scope and passed along to relevant Partners or City Agency



Feedback that become actions in the Draft Area Plan

Notable Topics



- Land use category updates
- Adding density along transit corridors
- USH 51 S Stoughton Road design
 - Impacts on land use recommendations
- Missing sidewalks in residential neighborhoods
- Pedestrian safety:
 - Thompson Rd, Milwaukee/Walbridge, Buckeye, others
- Transit: N/S route gap, access to La Follette, employment
- Parks & Open Space



LU&T – Residential Changes

- Proposing to add a new land use category – MR1
- Will remove asterisks that caused confusion
- This will start with SE and SW Area Plans

Residential Building Form	Low Residential (LR)	Low-Medium Residential (LMR)	Medium Residential 1 (MR1)	Medium Residential 2 (MR2)	High Residential (HR)
Single-Family Detached Building					
Civic/Institutional Building					
Two-Family, Two-Unit					
Two-Family – Twin					
Three-Unit Building					
Single-Family Attached					
Small Multi-Family Building	*				
Large Multi-Family Building		**			
Courtyard Multi-Family Building					
Podium Building					
Number of Stories	1-2'	1-3	2-4	2-5	4-12~
General Density Range (DU/acre)	≤15	7-30	20-70	20-90	70+

* Appropriate in select conditions at up to 30 DU/ac and three stories, generally along arterial streets or where these types of buildings are already present or planned within an adopted sub-area plan as part of a pattern of mixed residential development.

** Appropriate in select conditions at up to 70 DU/ac and four stories. Factors to be considered include relationships between proposed buildings and their surroundings, natural features, lot and block characteristics, and access to urban services, transit, arterial streets, parks, and amenities. Does not apply to the Southeast and Southwest Area Plans.

~ Or taller, if specified by an approved sub-area plan or PD zoning.

' Dormers or partial third floors are permitted.

Proposed chart

Residential Future Land Use Categories

Residential Building Form	Low Residential (LR)	Low-Medium Residential (LMR)	Medium Residential (MR)	High Residential (HR)
Single-Family Detached Building				
Civic/Institutional Building				
Two-Family, Two-Unit				
Two-Family – Twin				
Three-Unit Building	*			
Single-Family Attached	*			
Small Multifamily Building	*	**		
Large Multifamily Building		**		
Courtyard Multifamily Building		**		
Podium Building				
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Current chart

LU&T – Residential Uses



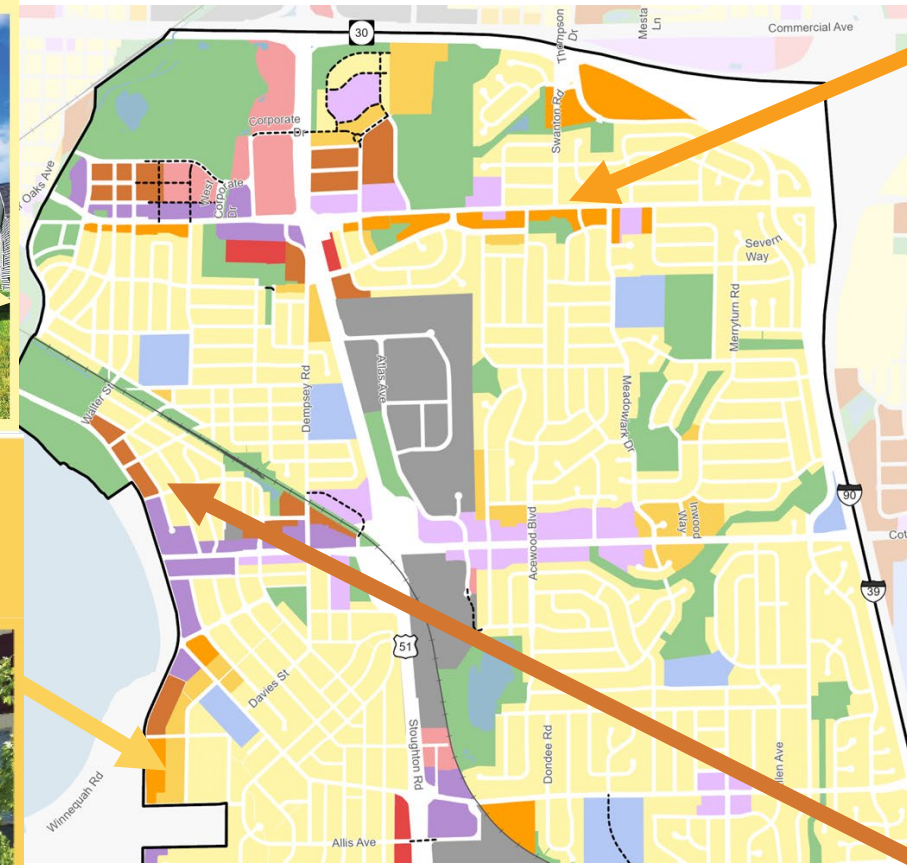
Low Residential (LR)
Single-family homes and two-unit structures.
Typical Heights: 1-2 stories



Low-Medium Residential (LMR)
Single-family, duplexes, rowhouses, and small multifamily buildings.
Typical Heights: 1-3 stories



NEW!



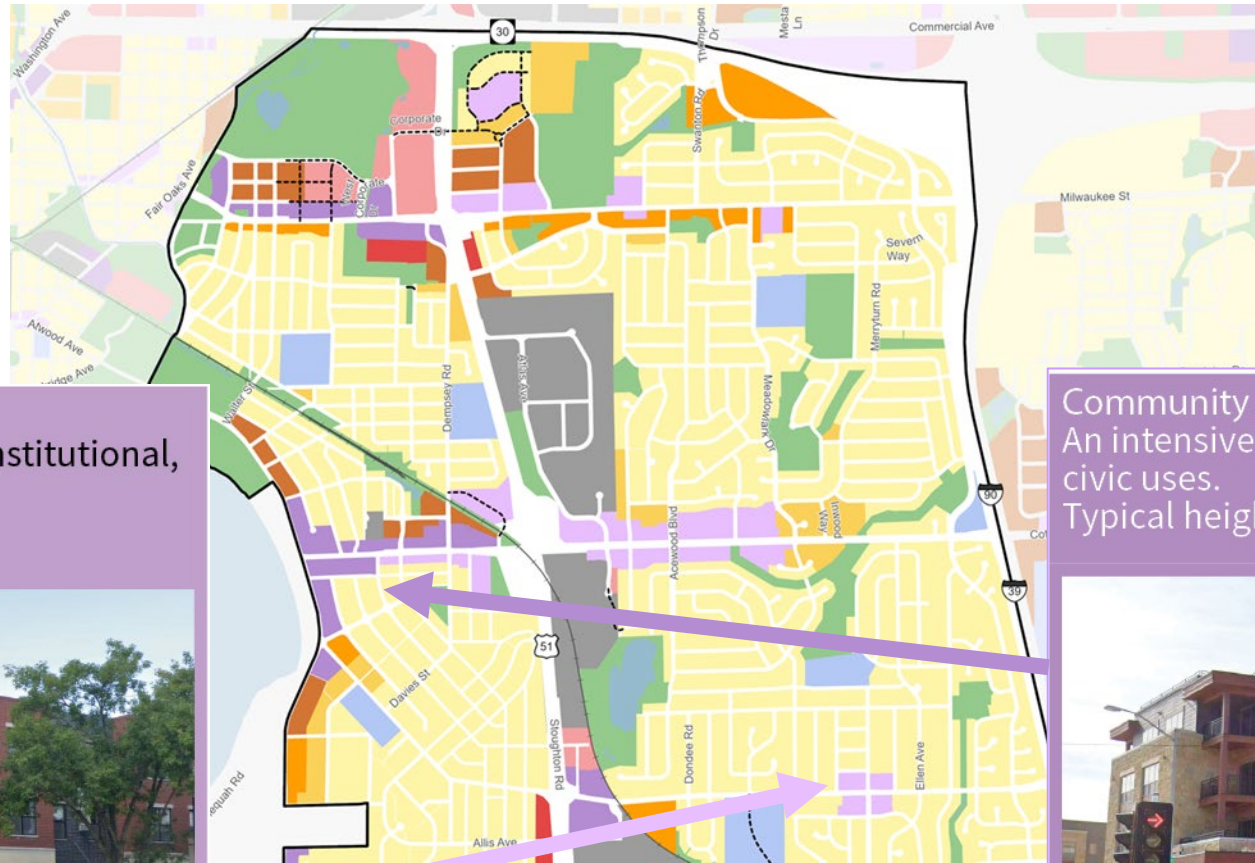
Medium Residential 1 (MR1)
Rowhouses, small & large multifamily buildings
Typical Heights: 2-4 stories



Medium Residential 2 (MR2)
Rowhouses, small & large multifamily buildings
Typical Heights: 2-5 stories



LU&T – Mixed-Use



Neighborhood Mixed-Use (NMU)
Residential, retail, restaurant, service, institutional, and civic uses
Typical Heights: 2-4 stories

Community Mixed-Use (CMU)
An intensive mix of residential, commercial and civic uses.
Typical heights: 2-6 stories

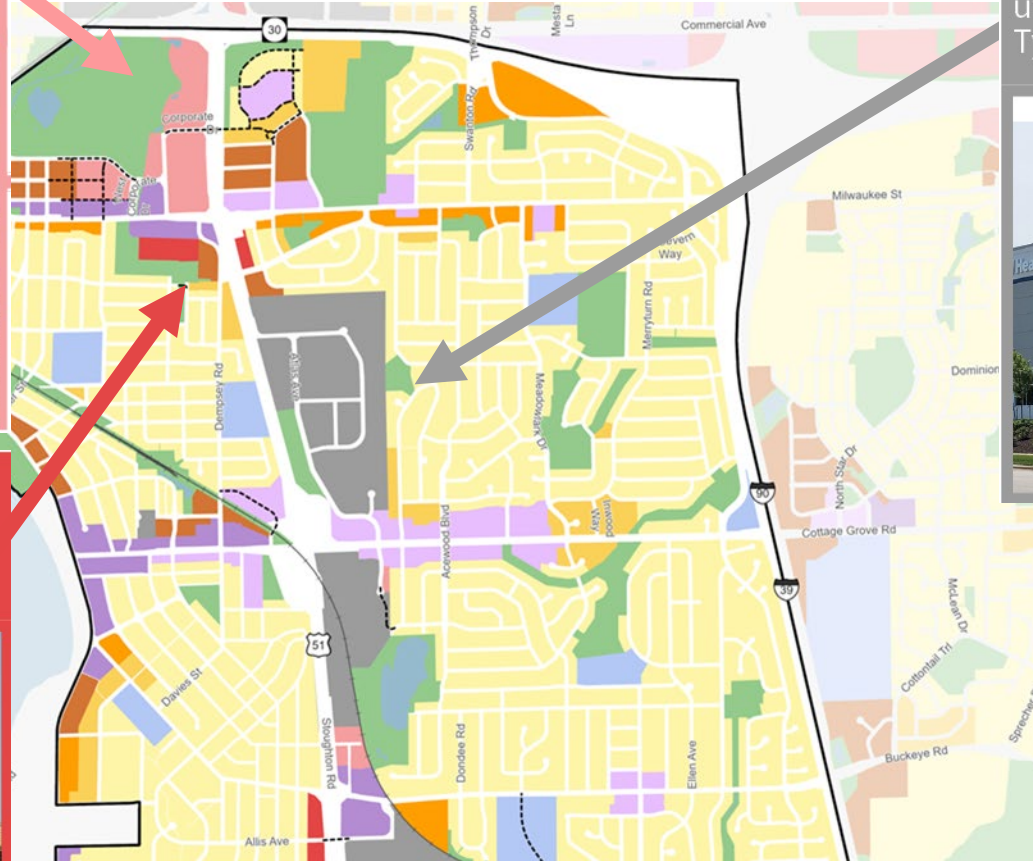


LU&T – Non-Residential Uses

Employment (E)
Office, research, lab, hospitals, clinics, etc.
Typical heights: 1-4 stories



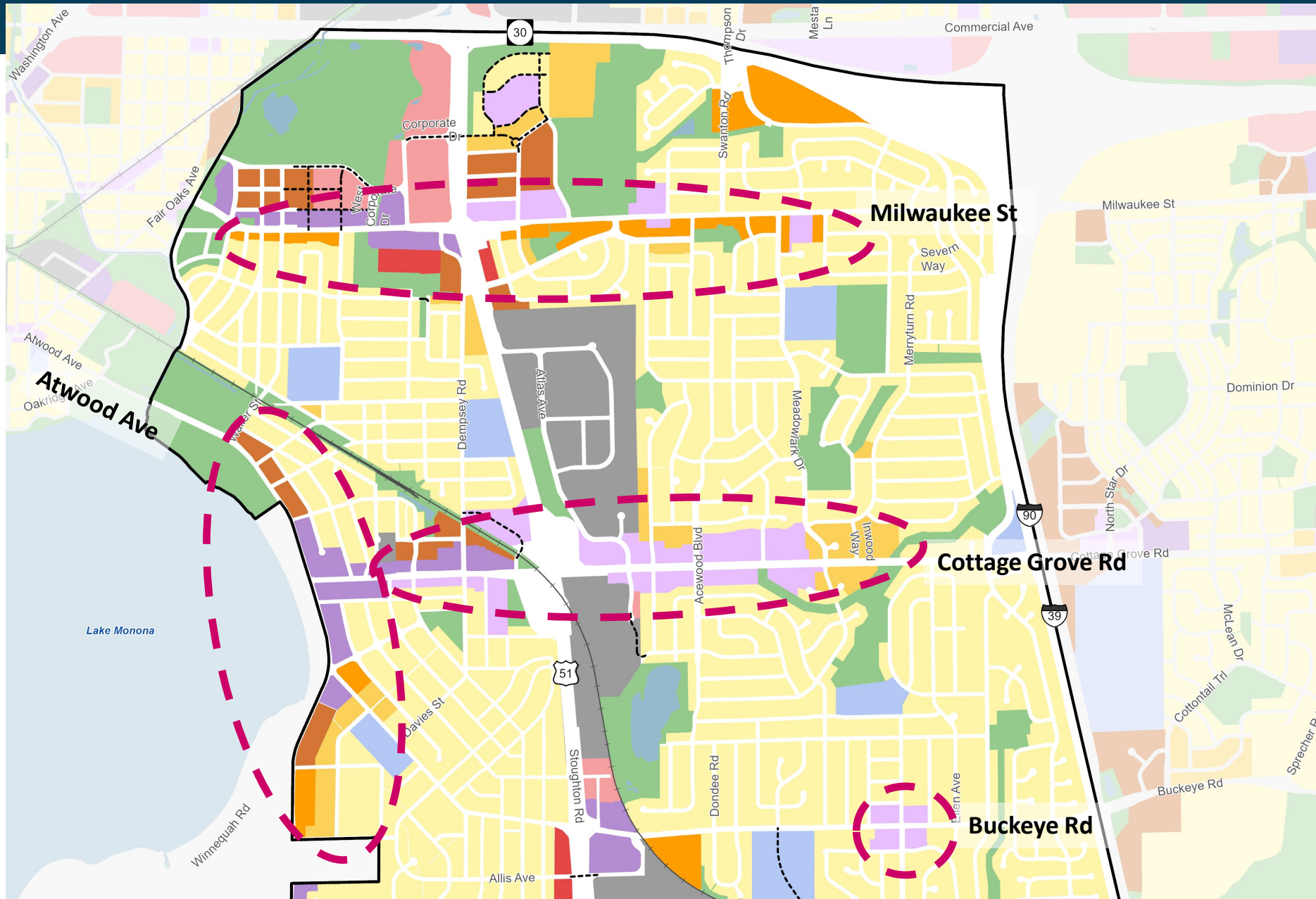
General Commercial (GC)
Retail goods and services, business offices
Typical heights: 1-3 stories



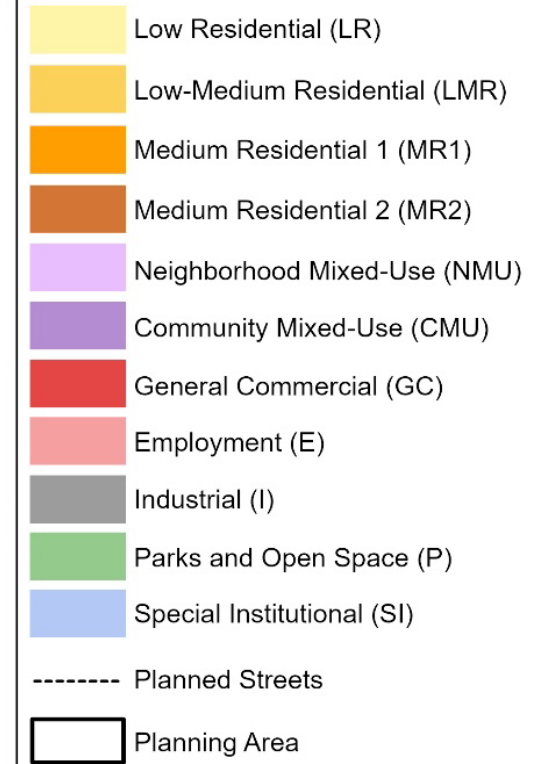
Industrial (I)
Manufacturing, wholesale, storage, distribution and utility uses.
Typical heights: 1-4 stories



LU&T – Density along transit corridors



Southeast Area Plan Draft- Generalized Future Land Use



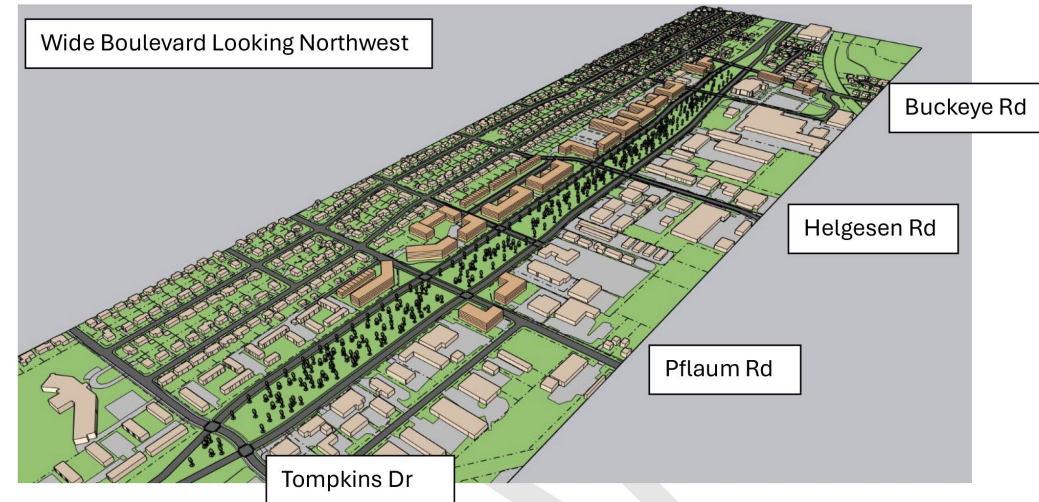
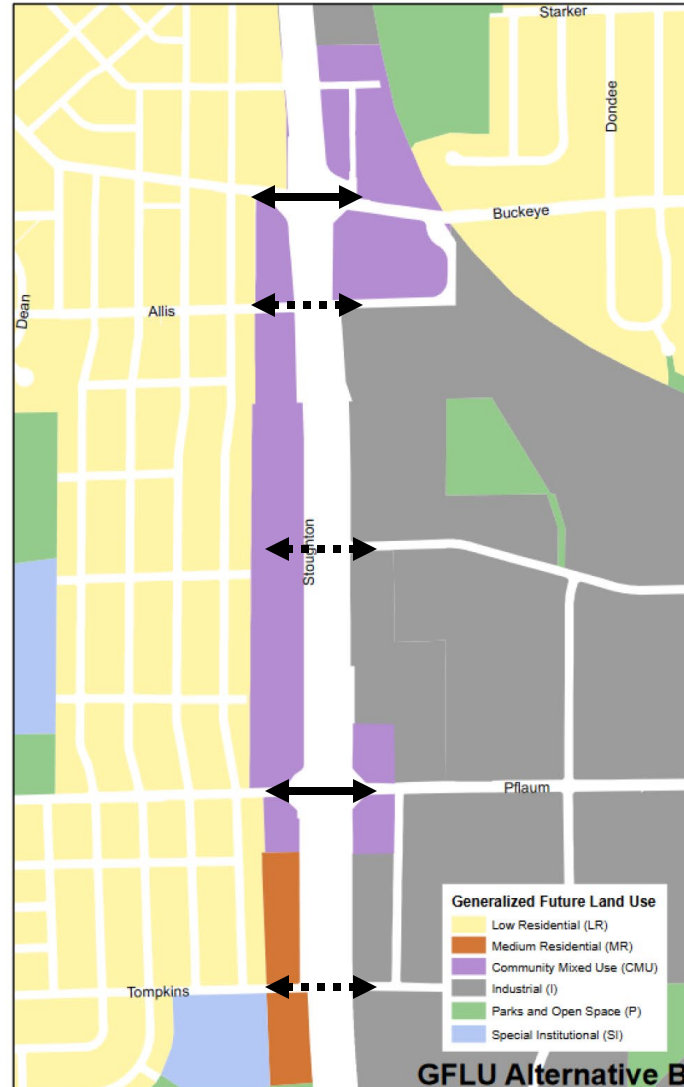
LU&T – USH 51 Design Impacts



45 MPH, limited access future land uses



35 MPH, urban boulevard future land uses

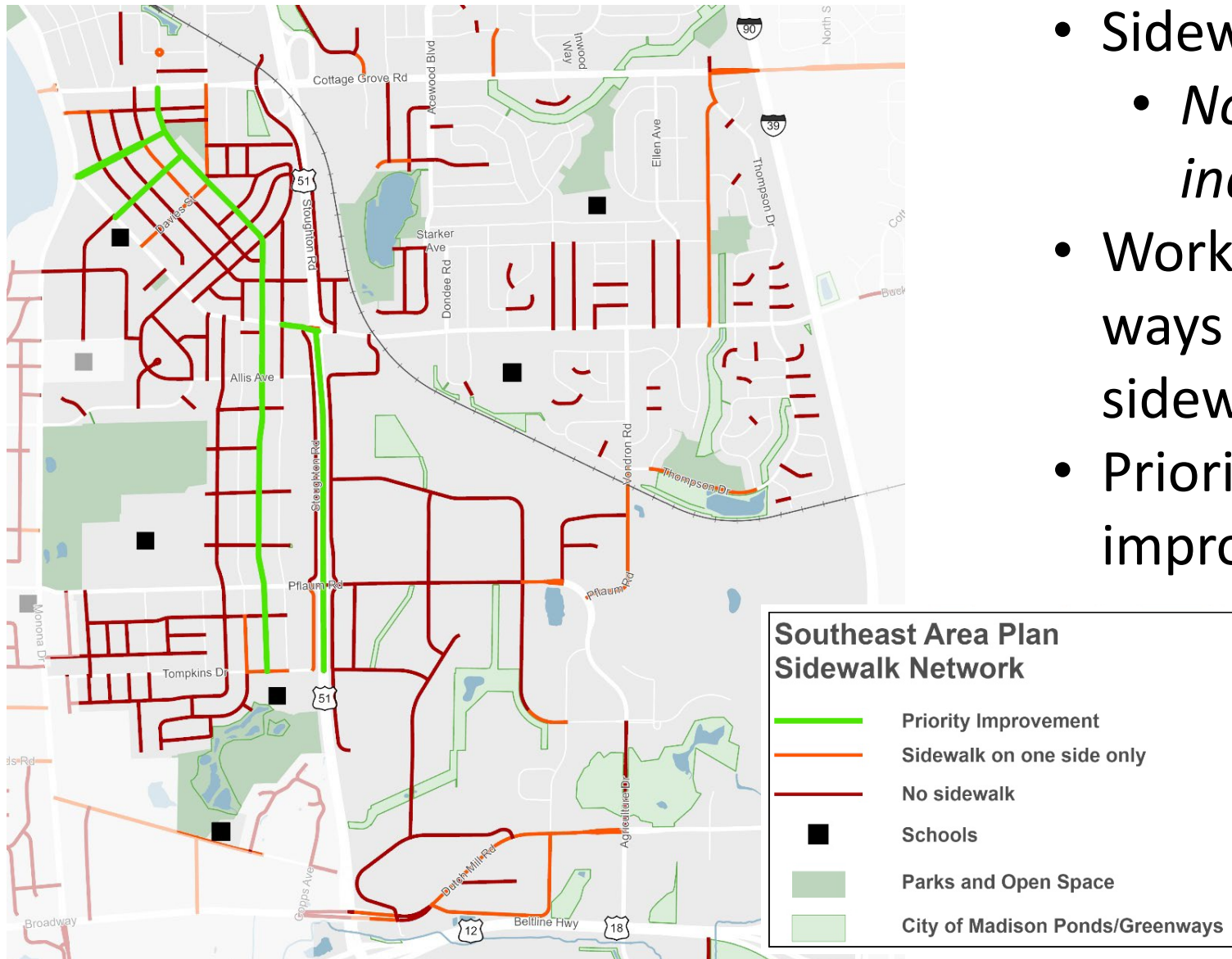


New Street crossings at multiple intervals could be timed with one-way lights to make quicker signals that still move traffic even at slower 35 mph speeds.



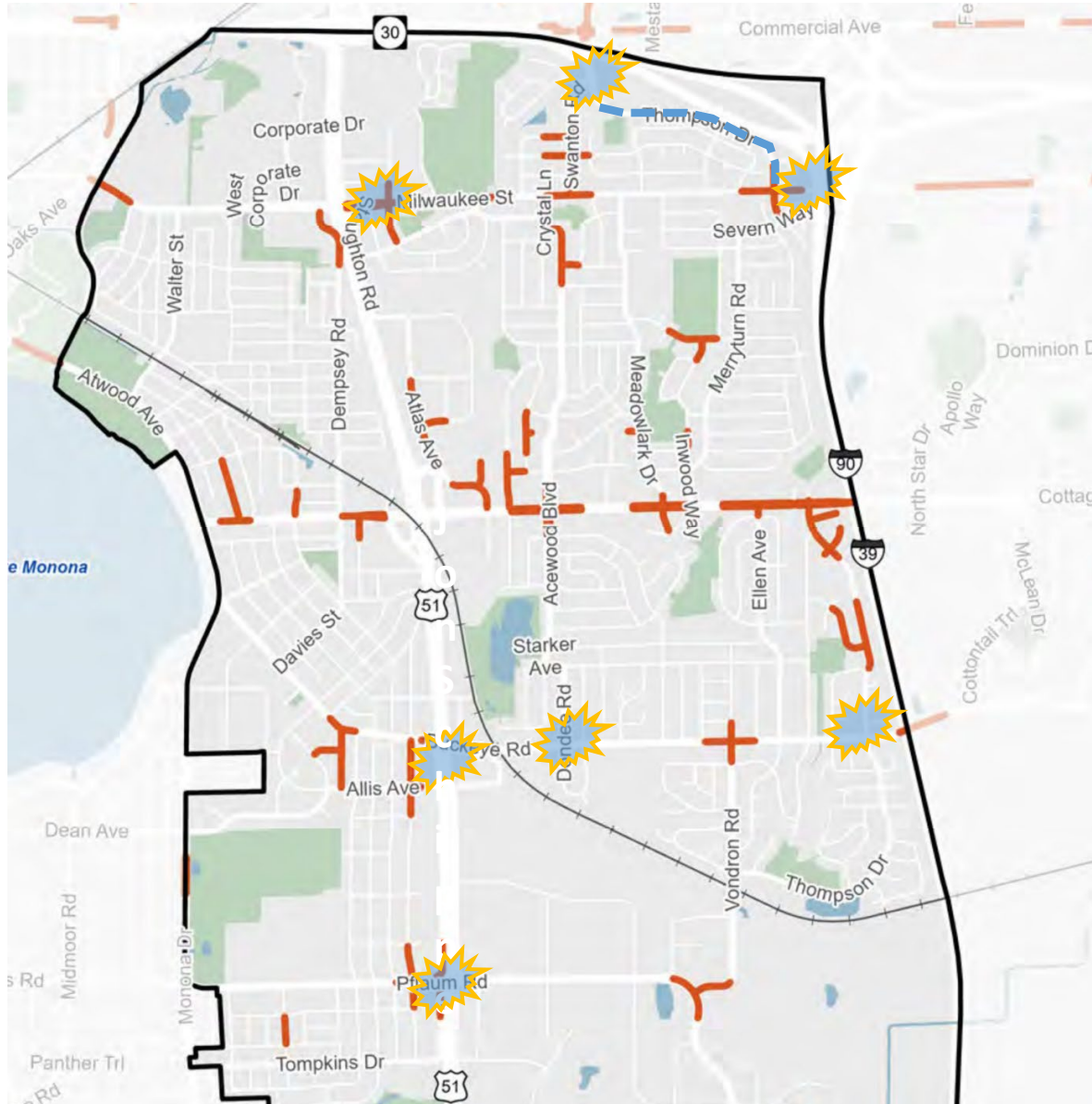
New mixed use development at nodes can give visual signals to drivers to maintain safe speeds.

LU&T – Missing sidewalks in residential areas



- Sidewalk policy education
 - *No longer assessed to individual property owners*
- Work with Traffic Engineering on ways to save trees while adding sidewalks
- Prioritize locations for sidewalk improvements

LU&T – Pedestrian safety



Intersection Improvement Needed

- Milwaukee Street Intersections
- Swanton @ Thompson
- Buckeye @ 51
- Pflaum @ 51
- Buckeye Rd Intersections
- Other High injury locations



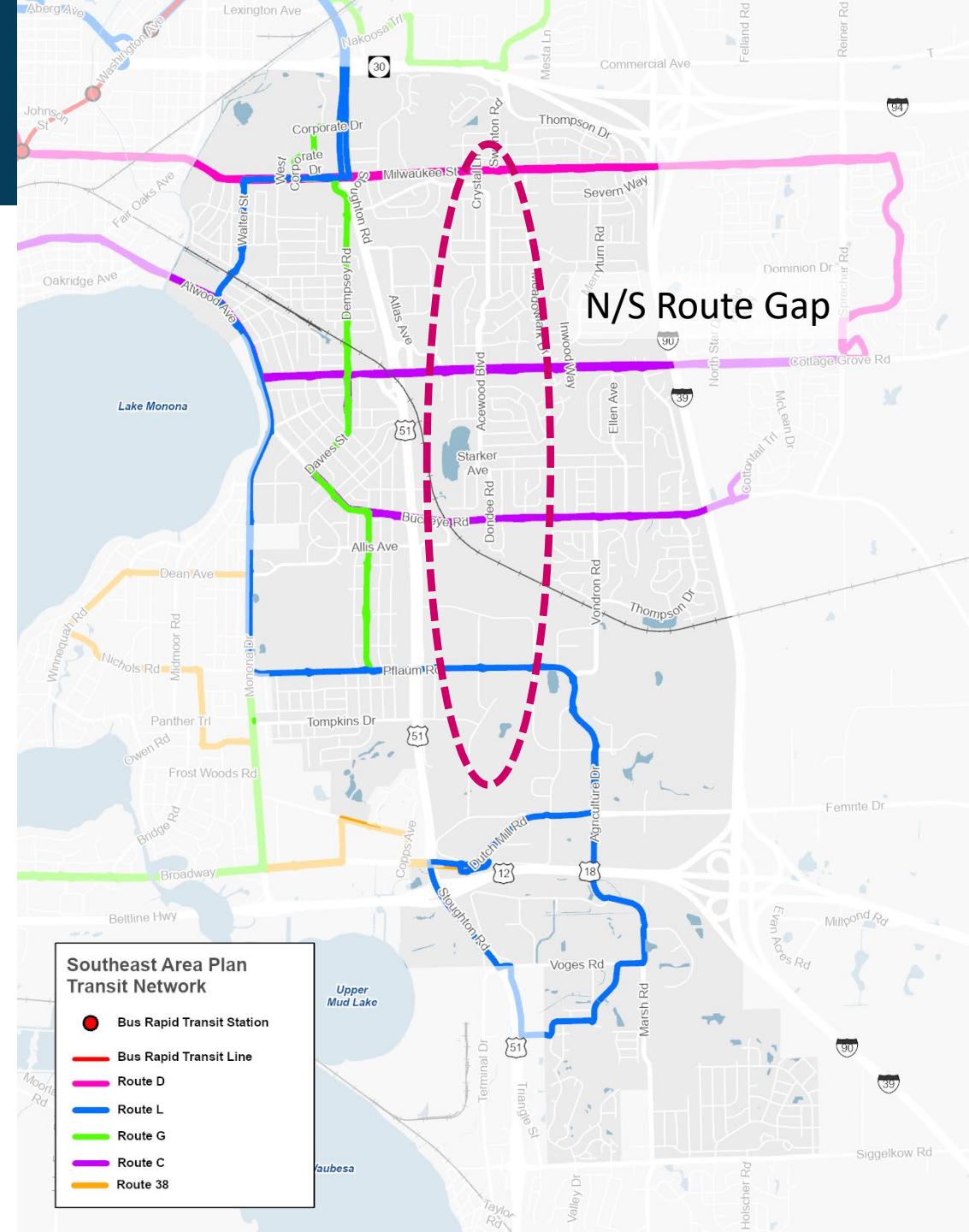
Corridor Improvement Needed

- Thompson Drive

LU&T – Transit

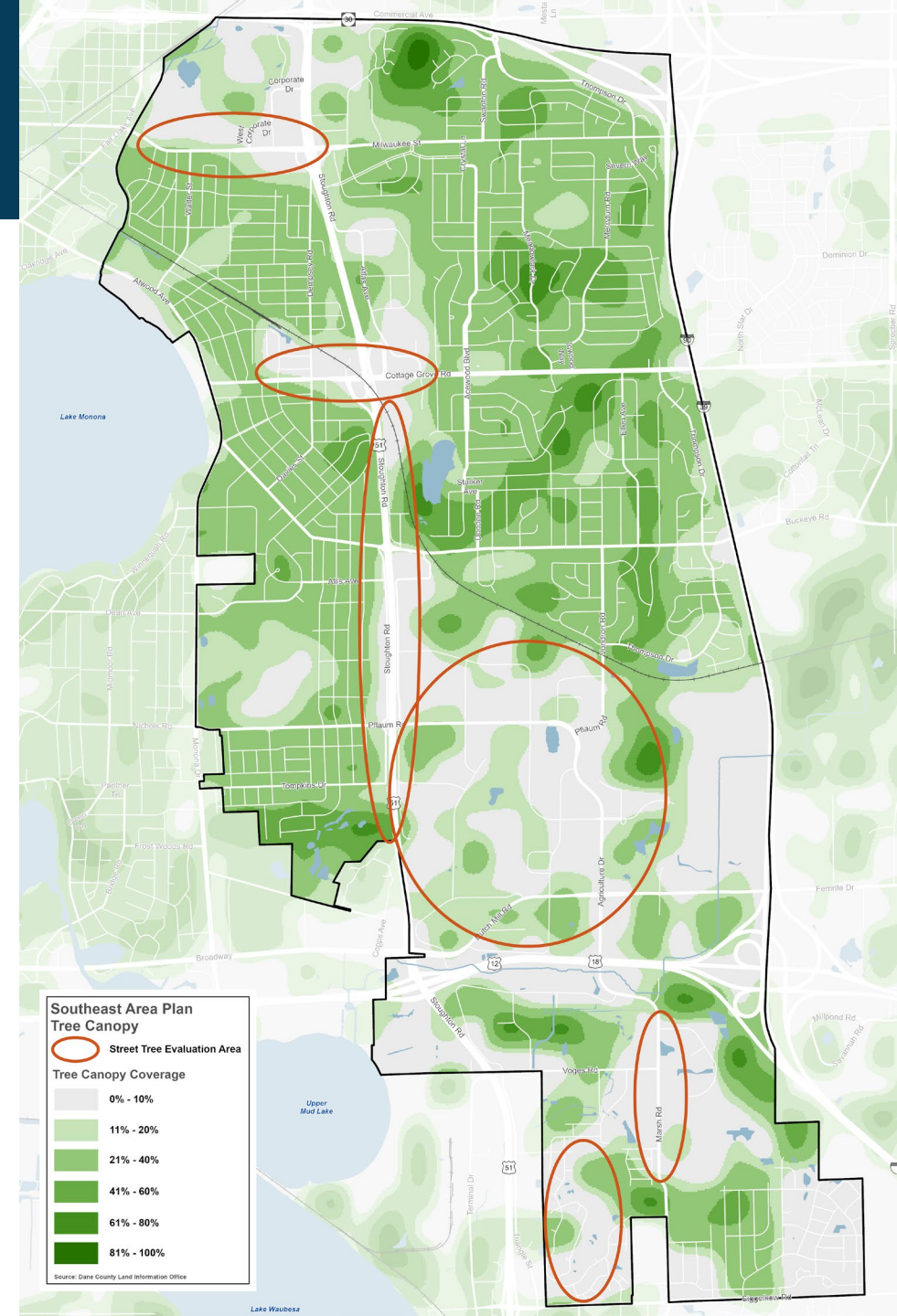
Community Feedback:

- La Follette High School transit service needs improvement.
- Employment areas east of USH 51 corridor need improved transit access.
- Improvements to bus stop amenities



Green & Resilient

- **Parks Development Planning 2026:**
 - Will focus on over **20 parks** in the planning area.
 - Engagement efforts will aim to better understand local desires, challenges, and opportunities.
- **Your involvement:**
 - **All comments and suggestions** are welcomed and encouraged.
 - Your feedback will directly influence both individual park projects and broader regional planning strategies.
- **City Forestry** - Increase Overall Tree Canopy

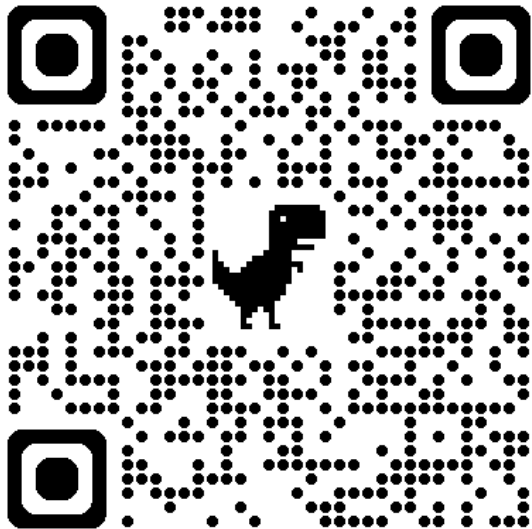


More information



Give feedback on draft actions:

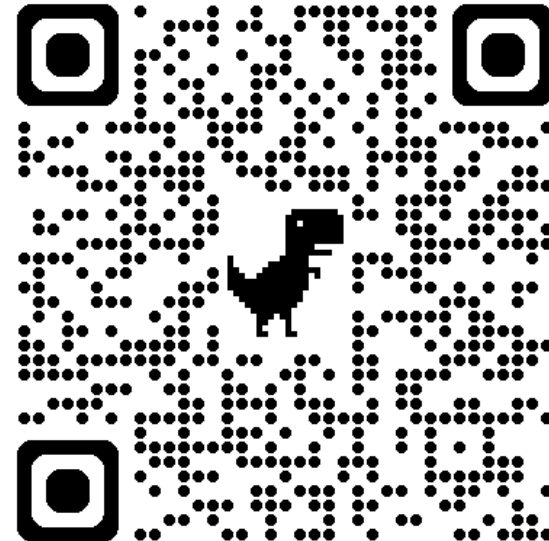
- See full list of draft actions
- Provide comments and feedback



Webpage: <https://plans.cityofmadison.com/southeast-area-draft-actions>

Southeast Area Plan Website

- Sign up for email list
- Project resources
- Contact project staff



Email: southeastareaplan@cityofmadison.com
Webpage: www.cityofmadison.com/southeastplan

Timeline



Planning Process & Public Engagement

Phase Zero

Data Gathering & Review

- Plan authorization by Common Council
- Pop-up outreach (Parks Alive, resource fairs, etc.)
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Online interactive commenting map
- Background data gathering
- Regular email notifications and website updates (applies to all phases)

JUN - OCT

2024

Phase One

Issues & Opportunities

- Multiagency Open House
- Community survey (part 1)
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Review by Board, Commissions & Committees
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts

NOV - MAY

Phase Two

Develop Recommendations

- Outreach to businesses
- Art Workshop
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with City Boards, Commissions & Committees

JUN - NOV

2025

Phase Three

Draft Plan Review

- Public feedback on Draft Plan
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts
- Pop-up outreach (resource fairs, events at library, community dinners etc.)

DEC - MAR

Phase Four

Adoption & Implementation

- Plan review and adoption by City Boards, Commissions & Committees
- Implementation of Plan recommendations after Plan adoption

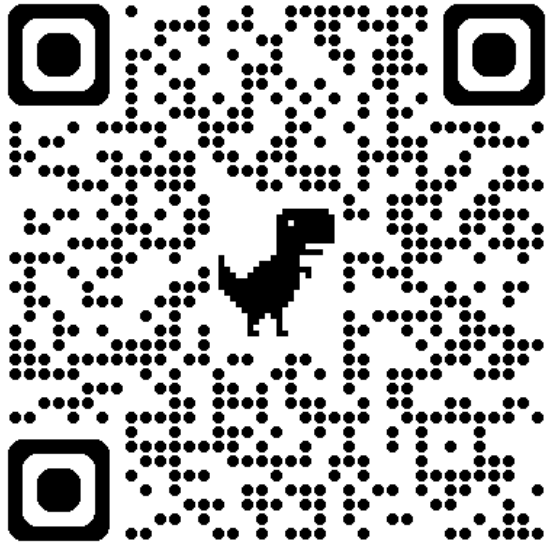
APR - MAY

2026

Staying Engaged



- Sign up for email list
- Project resources
- Contact project staff



Southeast Area Plan



Draft Actions and Maps Available for Review and Comment

Draft Southeast Area Plan actions and maps are available for review and comment! For an overview please see our [new storymap](#), which walks through draft actions and map highlights. The full set of draft actions, partnerships, and maps, which allow for commenting and feedback, are [available here](#). Those who are interested in providing feedback or learning more about draft actions can also attend one of two virtual meetings or an in-person meeting (see information below).

Save the date: Southeast Area Plan Public Meetings

Three public meetings have been scheduled to discuss draft actions and maps for the Southeast Area Plan:

October 21, 6:00-7:30 p.m., Olbrich Botanical Gardens
October 21, 12:00-1:00 p.m., virtual - [registration required](#)
November 4, 6:00-7:00 p.m., virtual - [registration required](#)

Plans

Area Plans

Sections ▾

Block 113 (Brayton Lot)

Downtown Area Plan

South Park Street and West Badger Road
Redevelopment

Southeast Area Plan

Southwest Area Plan

Subscribe to Email List

Subscribe to the Southeast Area Plan email list:

Email:

Meetings and Events

Upcoming

October 21, 6:00-7:30 p.m., Olbrich Botanical Gardens

[Meeting Boards PDF](#)

[Action Summary Commenting](#)

October 21, 12:00-1:00 p.m., virtual - [registration required](#)

November 4, 6:00-7:00 p.m., virtual - [registration required](#)

Past

Hiestand CAS Events

Email: southeastareaplan@cityofmadison.com

Webpage: www.cityofmadison.com/southeastplan