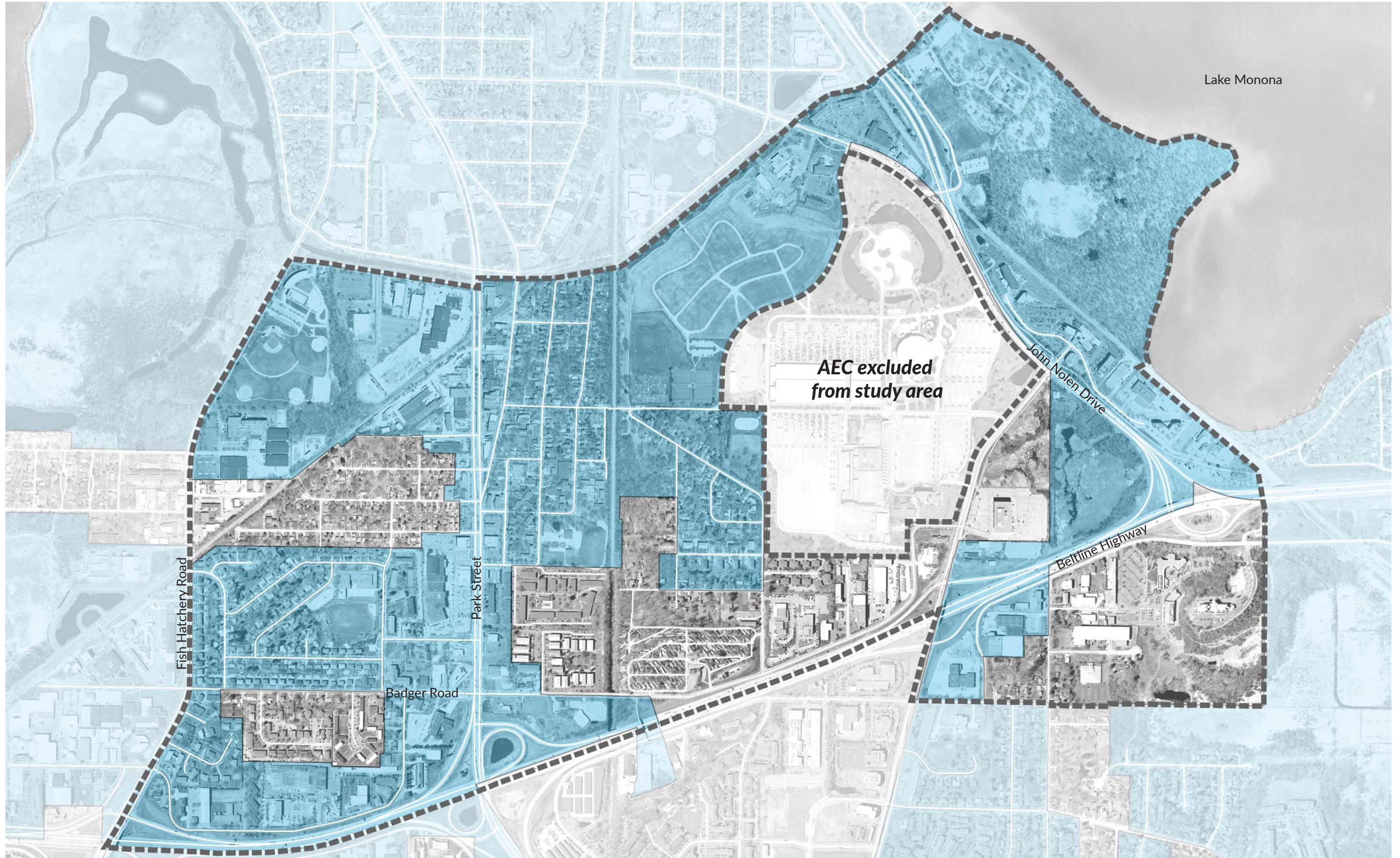


Study Area



History South Madison

Before and Early 1900s

This area was the site of long-term human habitation by Native Americans.

In 1896 the Dane County Agricultural Society and Dane County bought 250 acres of land south of Wingra Creek near the Lake Monona shore.



Park St. Streetcar Tracks, 1906

Franklin School opens, 1924.

1930s



Dane County Fair Grounds, 1930

From 1928 until 1955 Burr Oaks was a nine-hole public golf course. Residential construction on the former course began soon after it closed and continued into the late 1970s.



Burr Oaks Golf Course, 1933

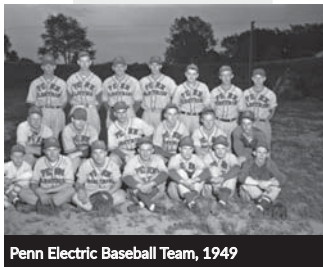


Oregon Street (S Park St.) 1934

Park Street was a two-lane street that led to Oregon.

1940s

Bram's Addition was annexed in 1948.



Penn Electric Baseball Team, 1949

In 1948 Clifford Penn (1901-1995), owner of the Penn Electric Company, built a baseball field in Bram's Addition for use by his Penn Electric's and other baseball teams. He sold the park to the City of Madison in 1953.

1950s



Mt. Zion Church, 1955

Heifetz Park on Burr Oak Lane in the Town of Madison was purchased about 1957.



S Park St Interchange, 1956



Aerial from the south, 1952

The Arena opened in 1954, the Veterans Memorial Coliseum in 1967, and the Exhibition Hall in 1995.

1960s

A trailer park now called Madison Mobile Homes Park began about 1960 by the Madison Mobile Homes Company, a Madison area house trailer dealership. It sits on top of a large hill overlooking the Beltline Highway.



Park Plaza Shopping Center's Opening Is Boost To South Side

Park Plaza Shopping Center opened in 1966 - currently known as The Village on Park.

1970s

The Abraham Lincoln Junior High School opened in 1965 to serve the rapidly growing population of Bram's Addition, Burr Oaks, and adjoining areas. It became Lincoln Elementary School in 1979.



Penn Park Shelter, 1972

1990s

Alliant Energy Center expanded its surface parking. Waste Management Madison Recycling building is added along Fish Hatchery Rd. Vehicular entrance to Olin Park gets reconfigured.

2000s

Quann Park trails are built. Community gardens at Bram St. and railroad track are added.

First splash pad in Madison was built on Cypress Spray Park.

The City of Madison purchased The Village on Park and subsequently upgraded the commercial space. Access, South Madison Library, and Urban League filled new commercial space.

2010s

Madison Water Utility building is built.

In 2019, Madison College built a new south campus at 2429 Perry St. and moved from The Village on Park.

2020

What we've heard:

- South Madison has been a very diverse area since its first settlements.
- Diversity in the area should be retained.

What we've seen:

In the mid 1800's, South Madison had a few farmers, fishermen, and laborers who shared the area with Winnebago Indians, who hunted deer, gathered fruits and grains, and fished in Lakes Wingra and Monona. Since the beginnings of South Madison, this community has been very diverse. What we call South Madison, Bram's Addition, Burr Oaks, and Capitol View were originally in the Town of Madison.

What do you think?

- What is your history in South Madison?
- What else should we know?



1937

Bram's Addition was the first neighborhood platted within the planning area (between Buick St., Wingra Creek and S Park St. and Rail Road tracks). Golf course established at Fair Golf Range 2211 S Park Street. "Burr Oaks" golf course was located in front of Fair Golf Range.



1950

South Park Street was reconfigured and Beld St became a collector street. Construction of Wingra Creek and other drainage channels within the Arboretum. More residential buildings started to populate South-West side (Burr Oaks and Brams Addition)

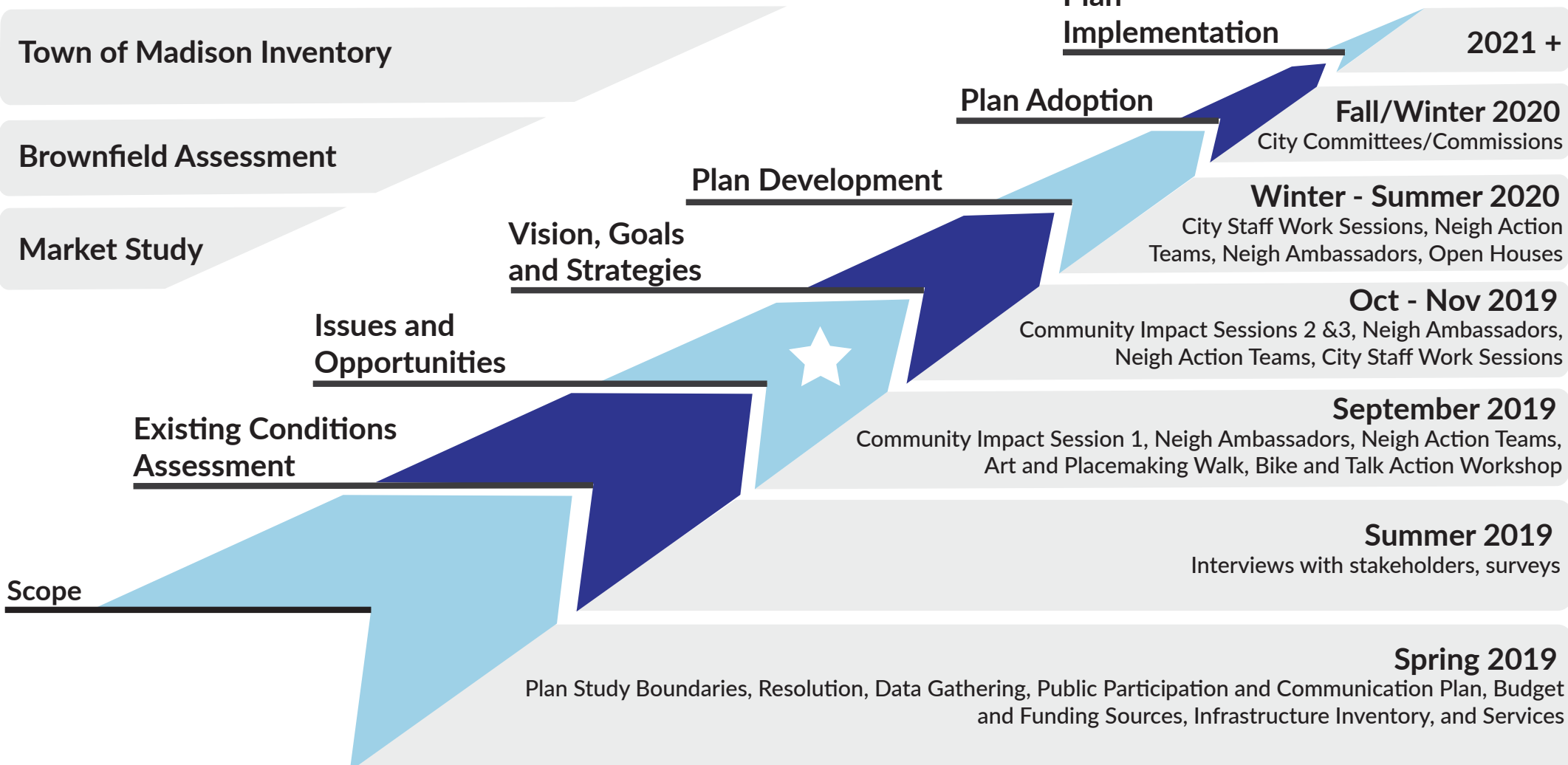


1970

Dane County Fair Grounds is removed and replaced by the coliseum, man made pond (Willow Island), and other Alliant Energy Center buildings. The Beltline is constructed during the 1960's. First portion of Madison Forest Street Tree building is built. South Madison Neighborhood Center (currently Boys and Girls Club) was built.

Planning Process

Related Planning Projects



Be part of the process:

This plan will provide the opportunity to crystallize ideas into formal recommendations for South Madison. With the dissolution of the Town of Madison, approximately 5,000 people, 600 acres, 1,400 parcels, and public facilities and infrastructure will be absorbed into the City of Madison on October 31, 2022.

Why should we do this plan?

- Understand what to keep, improve, or change in South Madison
- Build upon existing accomplishments and successes
- Coordinate with existing public or private plans, programs, or activities
- Align the City's capital and operating budgets with area priorities

What else should we do?

Everyone is welcome to participate during the entire process!



Community Outreach

Who we have talked to so far:

The South Madison Planning team has reached out and met with several South Madison stakeholders to understand assets to build upon and challenges to address through the planning process. Listed are the stakeholders that we have talked to so far.

Main Topics discussed:

- Ways to support neighborhood residents
- Housing
- Personal and Traffic Safety
- Transportation
- Childcare
- Older Adults
- Redevelopment
- Employment
- Grocery/Fresh Food
- Beautification
- Community/Gathering Space
- Town of Madison
- Park and Recreation
- Stormwater Management

Who are we missing?

Nonprofit Organizations

- Urban League of Greater Madison
- Unify of Madison
- Literacy Network
- Strategic Partnerships and Reentry Services of Nehemiah Center for Urban Leadership Development
- Centro Hispano
- Operations Taft Boys and Girls Club respectively
- New Bridge (formerly South Madison Coalition of the Elderly)
- Early Childhood Learning Center
- Madison Area Urban Ministry
- Catholic Multicultural Center
- YWCA Empowerment Center
- Freedom Inc.
- UW Arboretum
- 100 Black Men of Madison
- St. Vincent de Paul-Madison

Educational Institutions

- One City Schools
- Wright Middle School
- Lincoln Elementary
- Neighborhood Law Clinic (UW)
- UW South Madison Partnership

Property Owner/Manager

- Park Village Apartments
- Rockwell Apartments
- JEK Properties

Faith Based Organization

- Mt. Zion Baptist Church

Community/Neigh Organization

- Bram's Addition Neighborhood Association
- South Metropolitan Planning Council
- Capital View Neighborhood Association
- Bay Creek Neighborhood Association & South Side Unite!

Government

- The Village on Park (CDA)
- Town Board and Town of Madison
- City Planning/Zoning of City of Fitchburg
- Public Health
- Madison Water Utility
- City of Madison Community Development Authority
- City of Madison Economic Development
- Goodman South Madison Library
- Baird-Fisher CDA
- Madison Senior Center

Meetings and Presentations

- Alliant Energy Center Redevelopment Committee
- Burr Oaks Neighborhood Meeting
- Urban League Housing Committee
- South Metropolitan Planning Council (monthly)
- Southside NRT (monthly)

Southside NRT Partnership

The South Madison Planning team created a short survey to contact residents and community members at locations the community gathers. The Southside NRT members and City staff have volunteered to engage with residents on the south side by talking with residents at various locations.

- Community Events
 - Penn Park-Movies in the Park
- Community Locations
 - Centro Hispano- El Mercadito
 - St. Vincent de Paul Food Pantry
- NRT
 - South Transfer Point
 - Villager Mall Market
 - El Mercadito Farmer's Market
 - Bus Stops
 - S Park & Buick
 - S Park & Burr Oak
 - Southside Public Library

Town of Madison Attachment Questions

Directions:

Questions about the upcoming attachment of the Town of Madison to the City of Madison in October 2022?

Help City staff help you. Write your questions on a post-it note and place on this board.

City staff will create a frequently asked questions page about the Town of Madison attachment on the City website to answer questions.