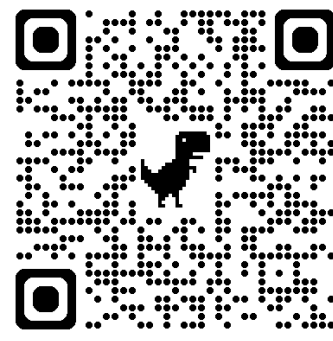


Purpose of the Meeting

Review initial draft actions with the community. The draft actions are based on community feedback, feedback from City agencies, and review of actions from past plans. When the Southeast Area Plan is adopted, existing plans will be archived to avoid confusion.



Southeast Area Plan Webpage

Draft Action Summary

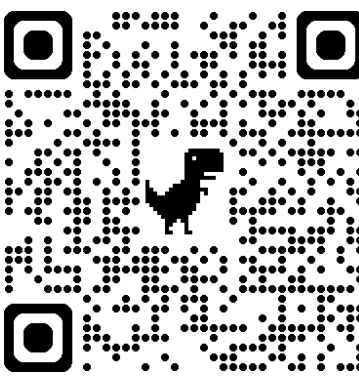
This is a preliminary draft that summarizes the actions outlined in each of the nine chapters of the Plan document. More detailed information, including specific programs or projects for implementation, will be provided in upcoming Plan drafts. The community will have the opportunity to review the draft Plan actions, understand the vision for the Plan, and let Planning Division staff know whether the actions are heading in the right direction.

Types of Actions

- **Changes to the physical aspects of our community**, such as development initiated by the private sector and public sector infrastructure improvements.
- **Actions that the City has control over or can influence**, such as land use, zoning, building height, transportation, parks and open space, public utilities, and stormwater infrastructure.
- Actions related to topics where the City has little influence over implementation or are already addressed by existing City policies, programs or ordinances will not be addressed in the Plan.

Directions to Provide Community Feedback

- There are two ways in which you can provide comments:
1. Place a sticky note directly on the poster board and list the number of the action along with your comment.
 2. With your phone or mobile device, scan the QR code located on the right bottom of the boards. This will take you to a website that has all the poster boards for this meeting and will allow you to add comments.

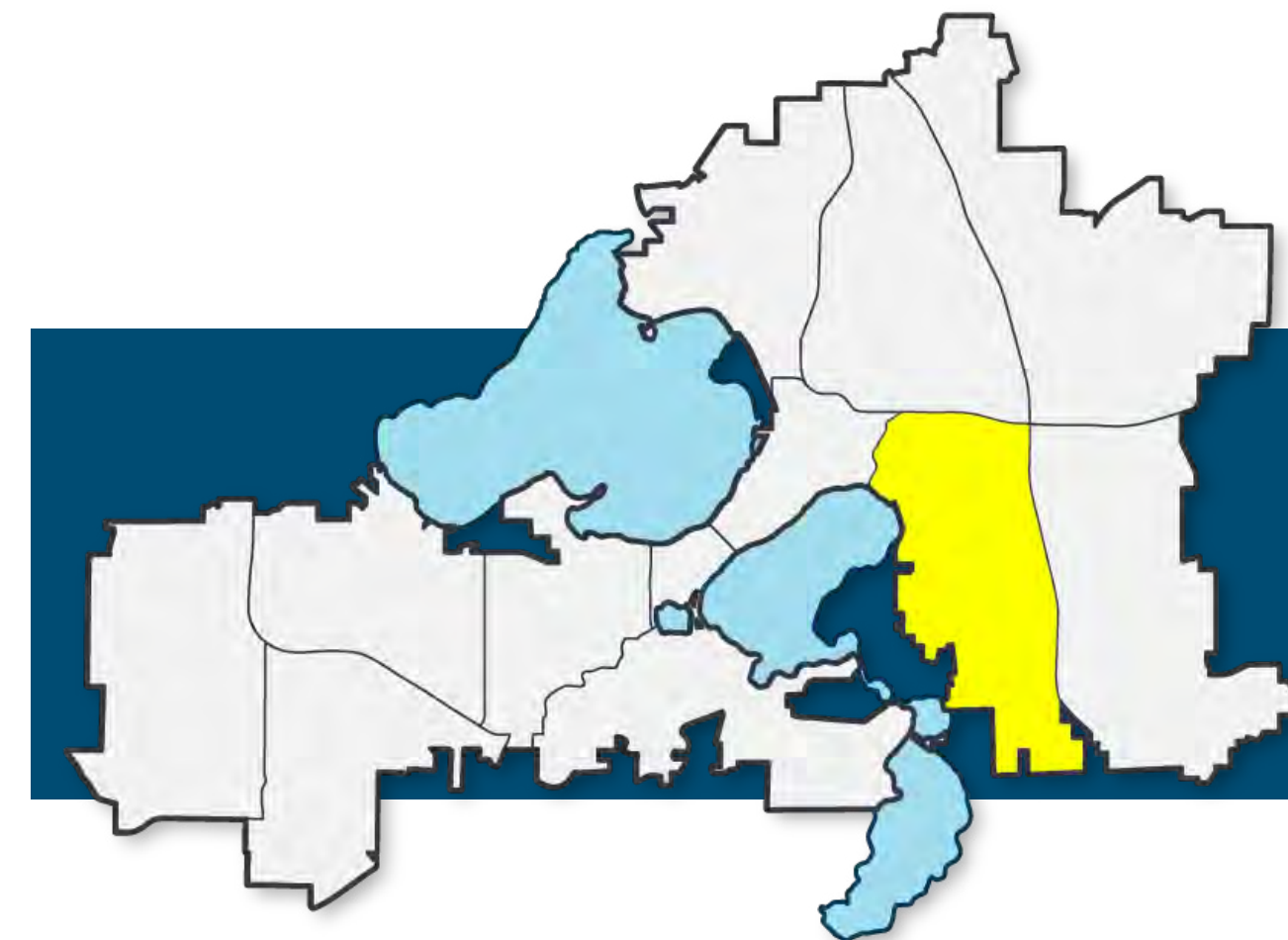
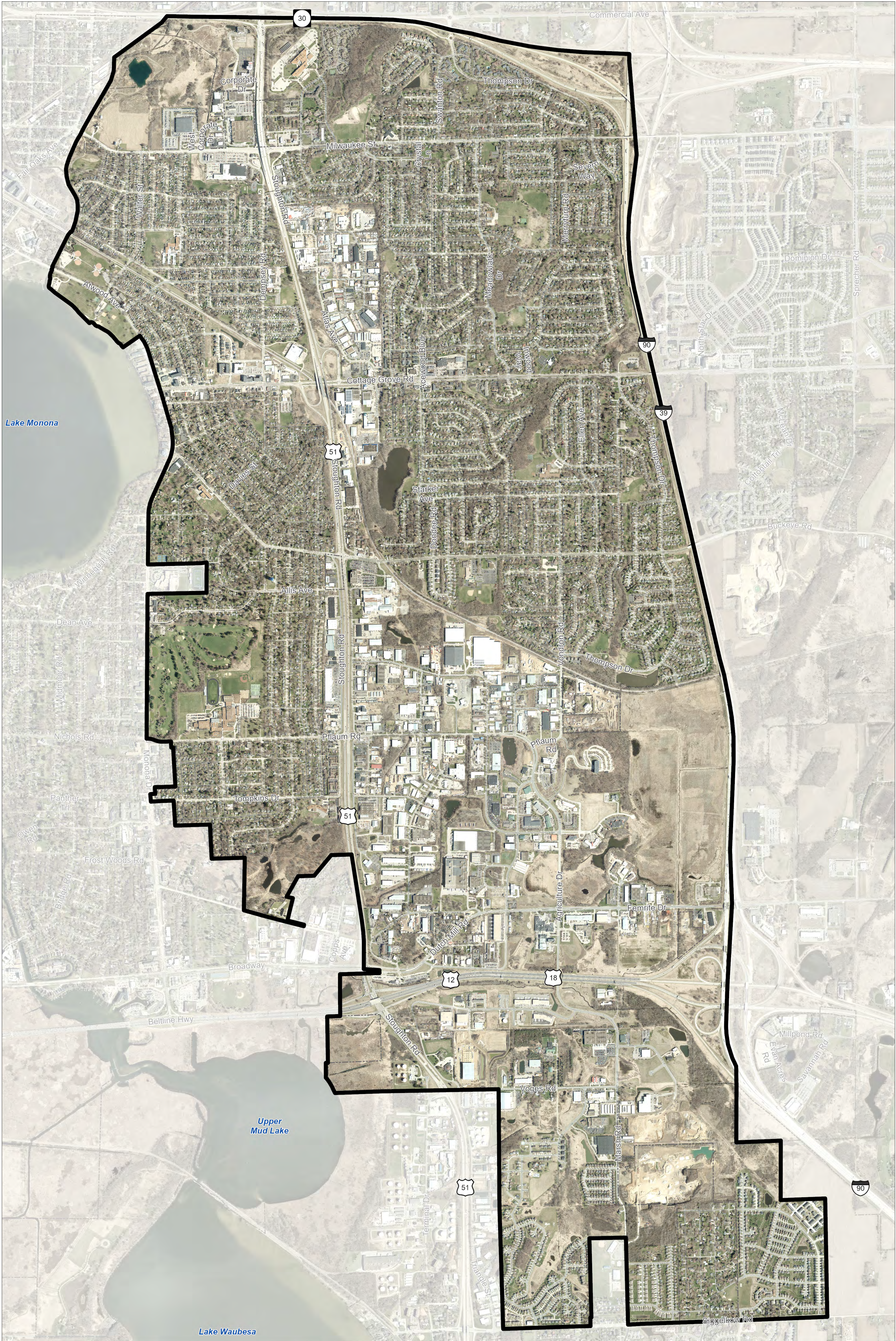


Scan this code and share your feedback

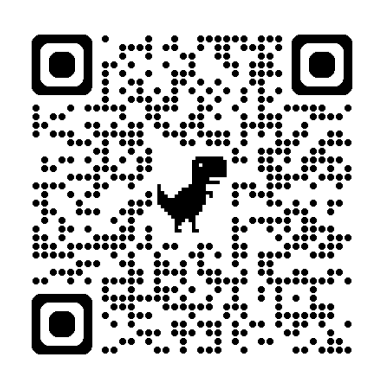
What’s Next

- Pop-up events - November-December 2025
- City Boards, Commissions, and Committees Check-In Meetings - December 2025-January 2026
- Publish Plan Final Draft for public comment - February 2026
- Plan adoption process - March-May 2026

Previous Community Engagement



Southeast Area Plan



Introduction

Southeast area residents expressed a desire to have more walkable neighborhoods, and housing affordability continues to be a significant concern citywide. The future land use map includes various actions intended to increase the mix of housing types and uses in the Southeast area’s existing neighborhoods and along major corridors.

What We’ve Heard

- Have walkable neighborhoods with a mix of uses and housing types.
- Focus development along transit corridors and activity centers.

Action Summary

1. **Expand Transit Oriented Development (TOD) overlays** at nodes and/ or along 51 between Buckeye and Pflaum if WisDOT chooses the urban cross section wide boulevard alternative.
2. Create a new or **modify existing zoning districts for General Commercial and Employment** land uses that does not allow residential development.
3. **Implement maximum building height** recommendations shown on the Building Height Map, with a mechanism for allowing bonus stories for developments that achieve specific affordability or sustainability parameters, similar to downtown height bonuses in City ordinances (Madison General Ordinances 28.071(2)(a)2).
4. Create an interagency implementation focused staff-team for Hwy 51 if urban cross section **wide boulevard alternative is chosen by WisDOT**.
5. Amend the zoning code to **require ground floor commercial uses** in the locations shown as **Commercial Core** on the GFLU Map.

Generalized Future Land Use:

The Generalized Future Land Use (GFLU) Map recommends a pattern of future land uses and development intensities to guide physical development in Madison. Land use refers to broad categories such as residential, commercial, or industrial uses. These land use categories guide what types of zoning can be applied, and ultimately what can be built in different parts of the City.

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



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



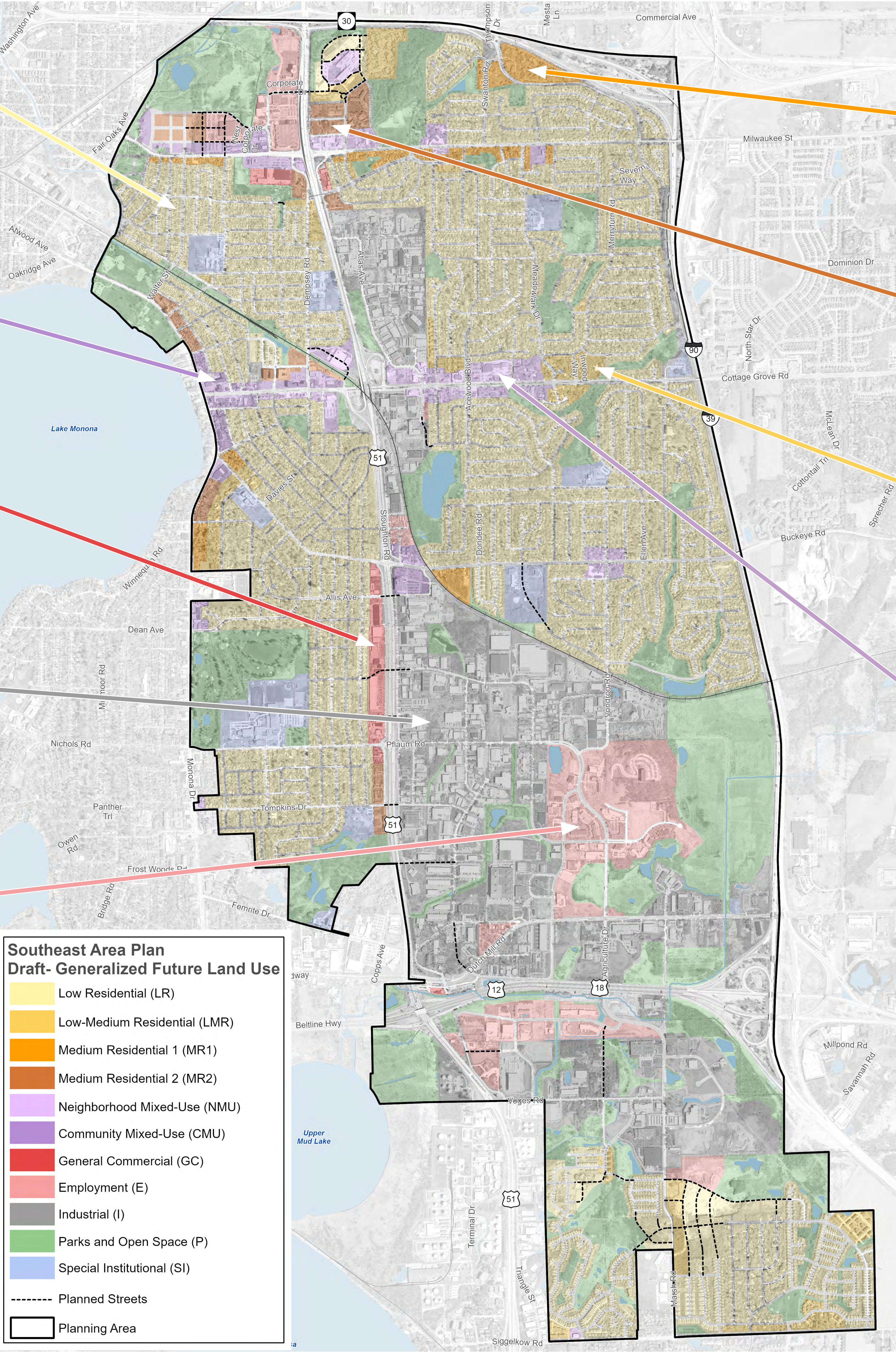
General Commercial (GC)
Retail goods and services, business offices
Typical heights: 1-3 stories



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



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



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



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



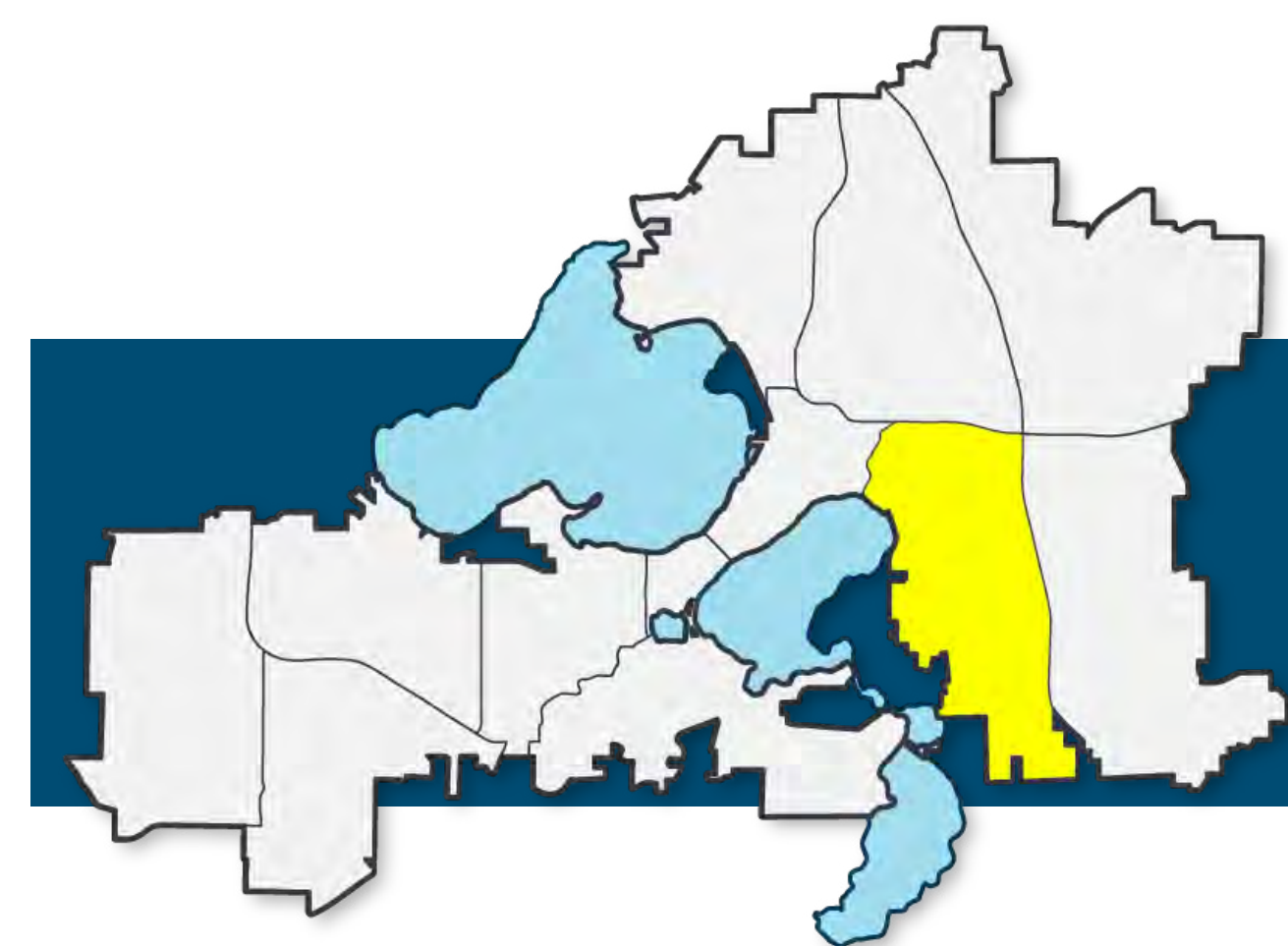
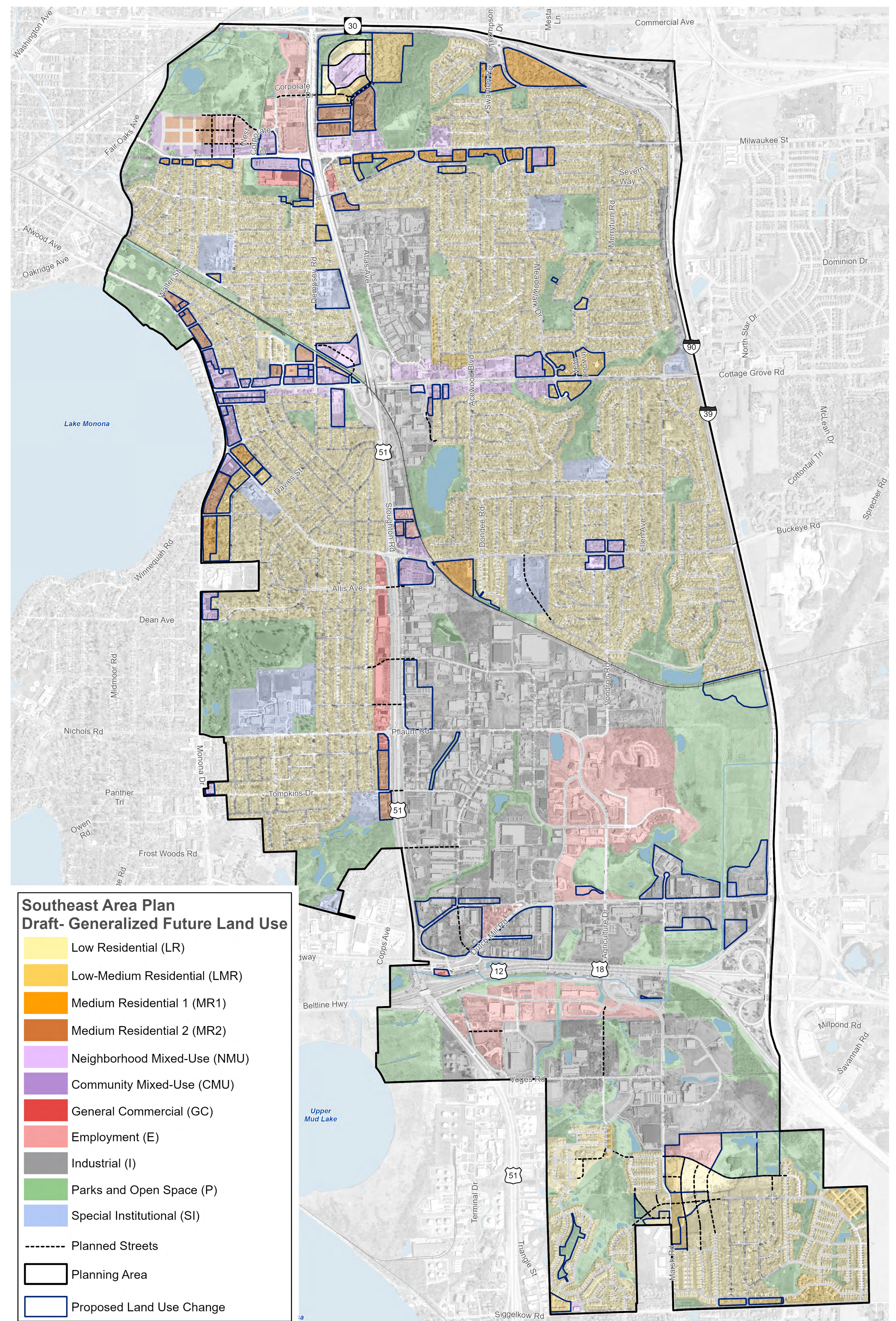
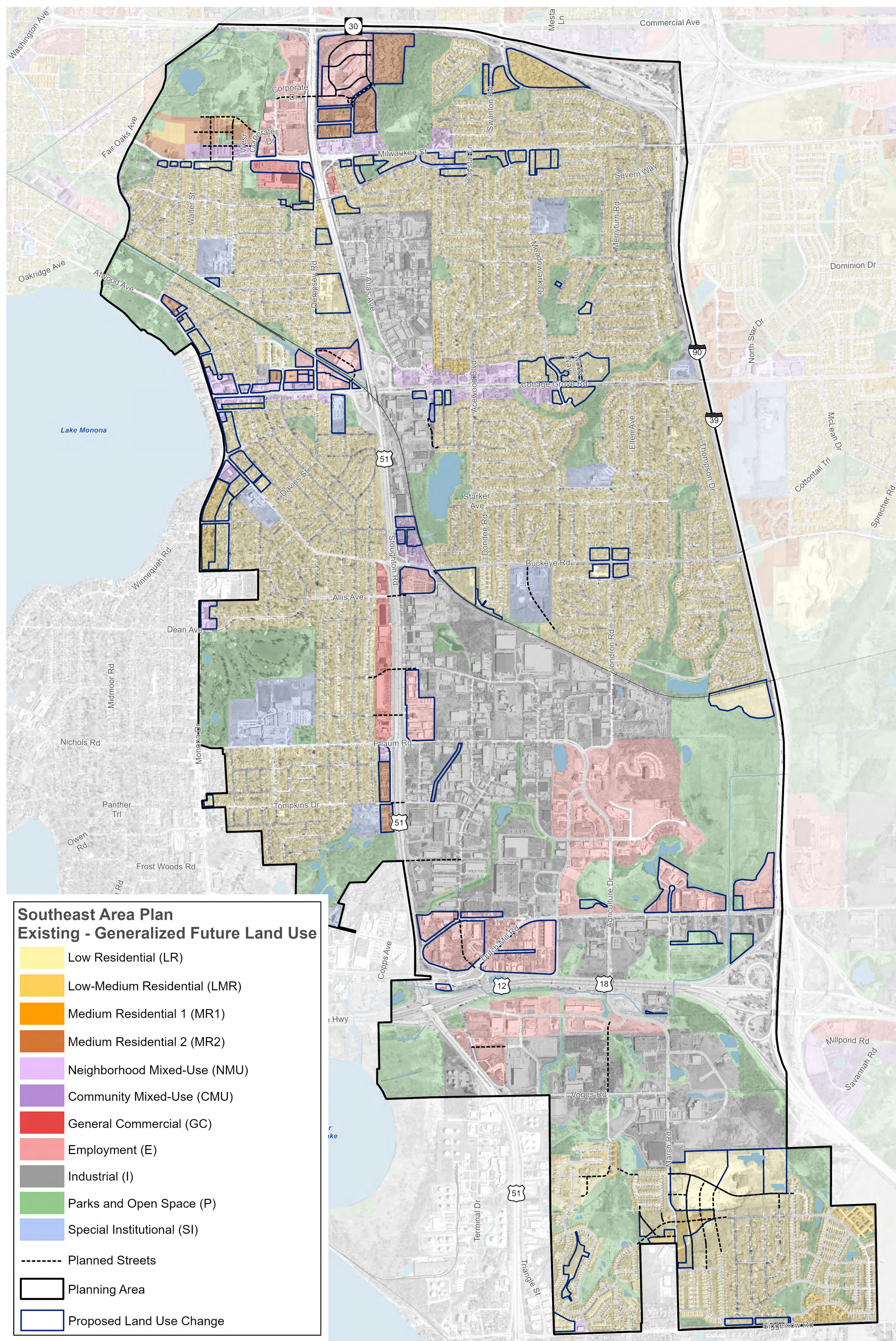
Neighborhood Mixed-Use (NMU)
Residential, retail, restaurant, service, institutional, and civic uses
Typical Heights: 2-4 stories



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Land Use

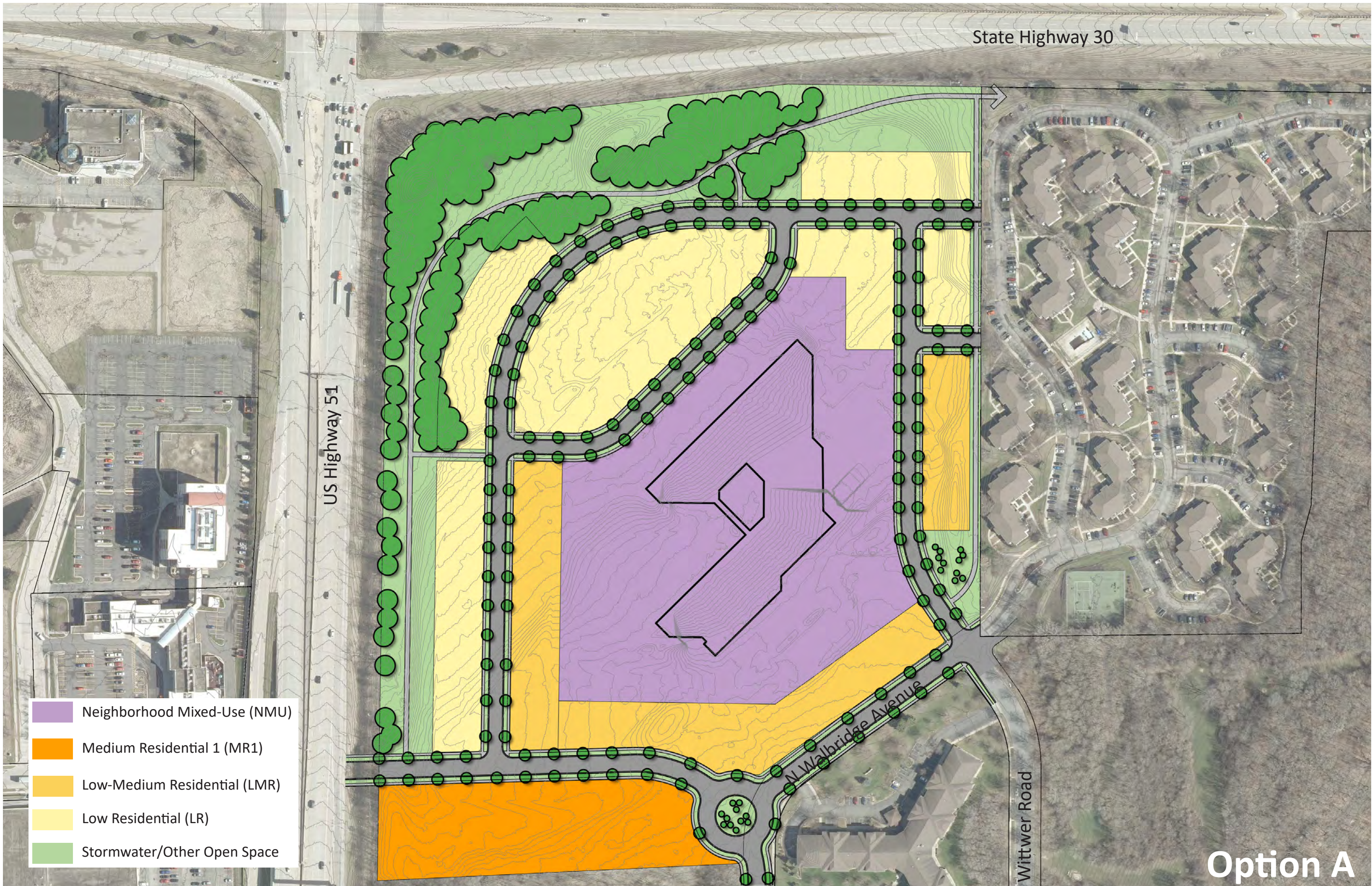




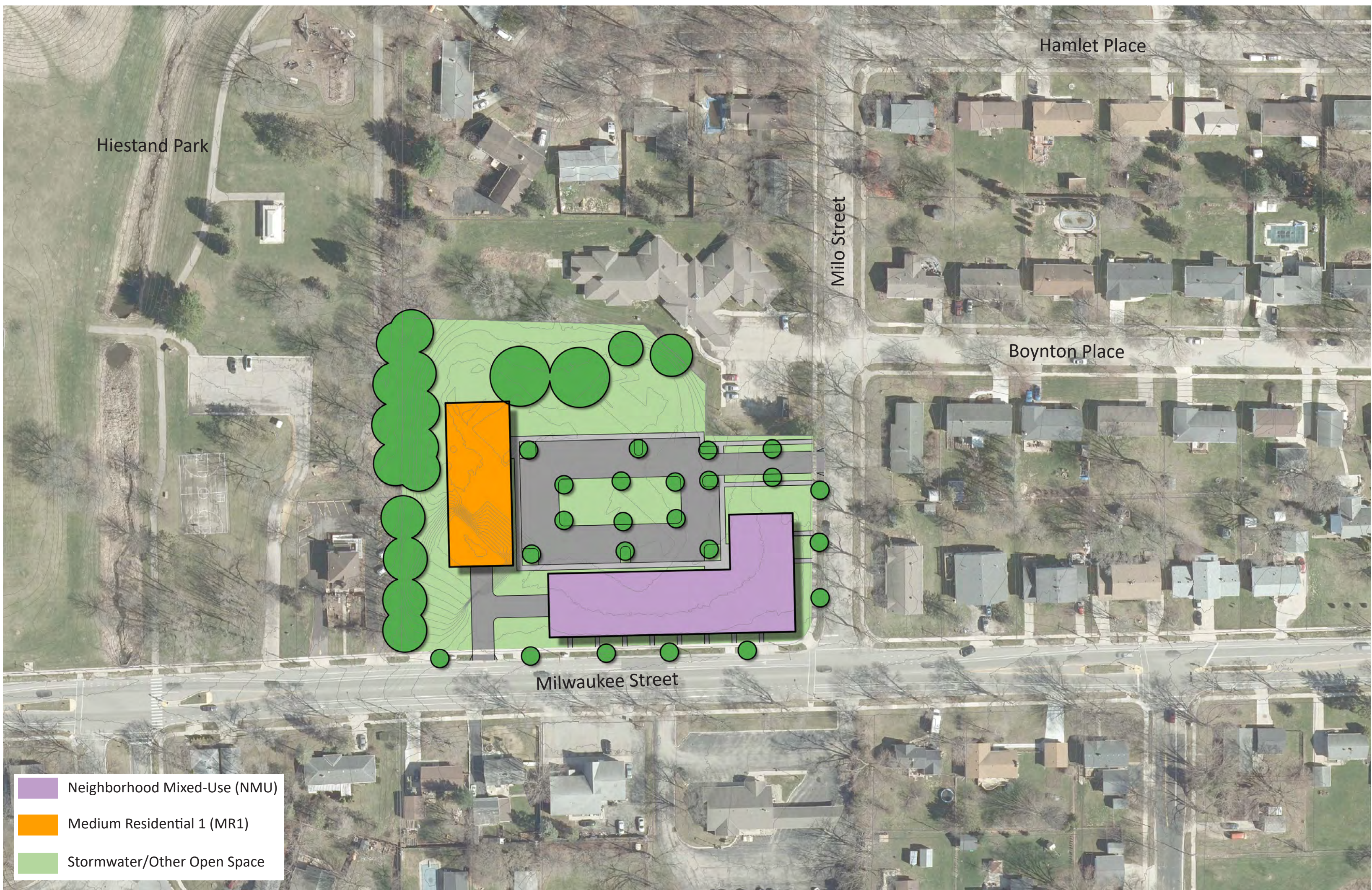
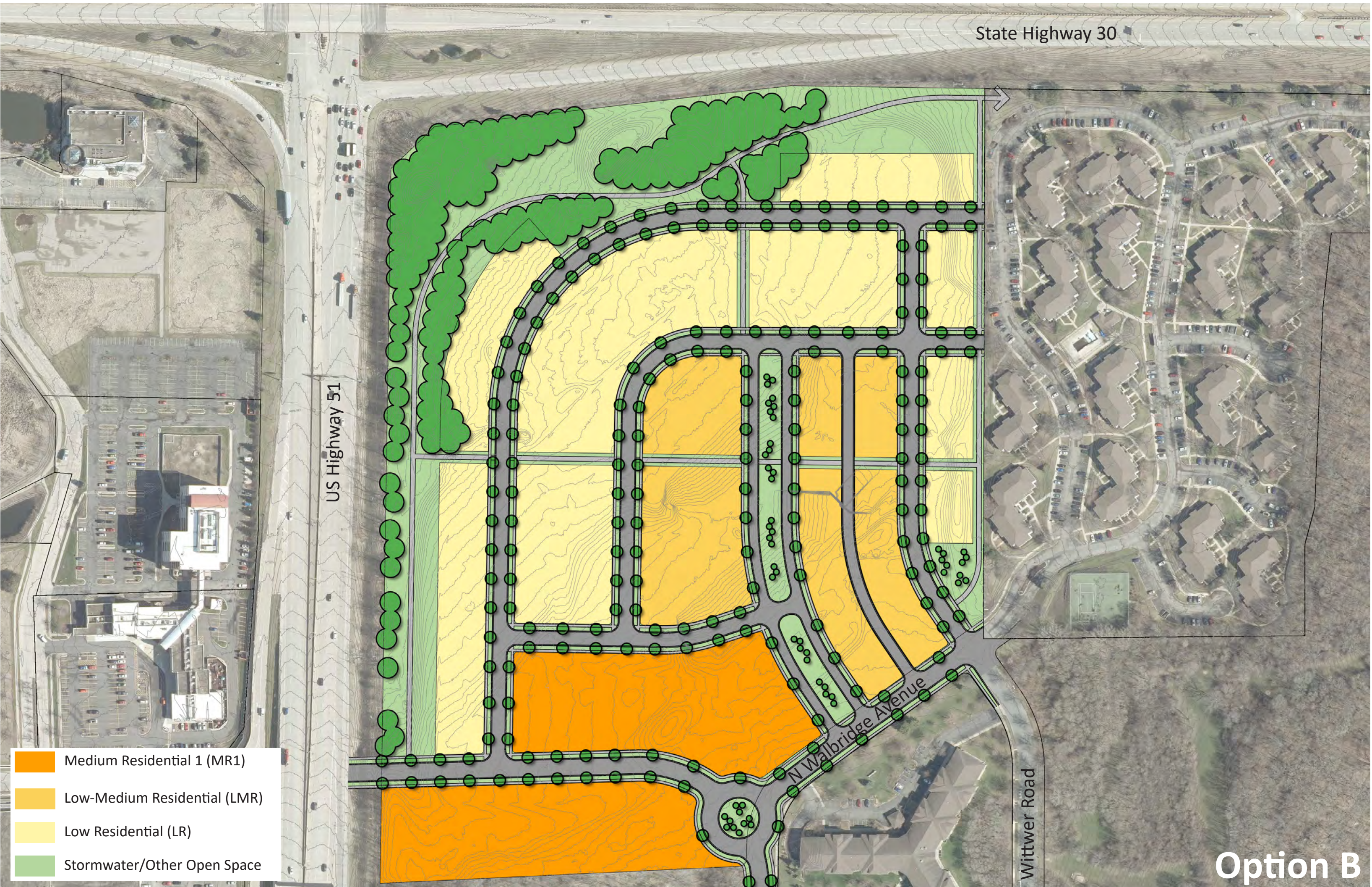
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Land Use - Generalized Future Land Use Changes





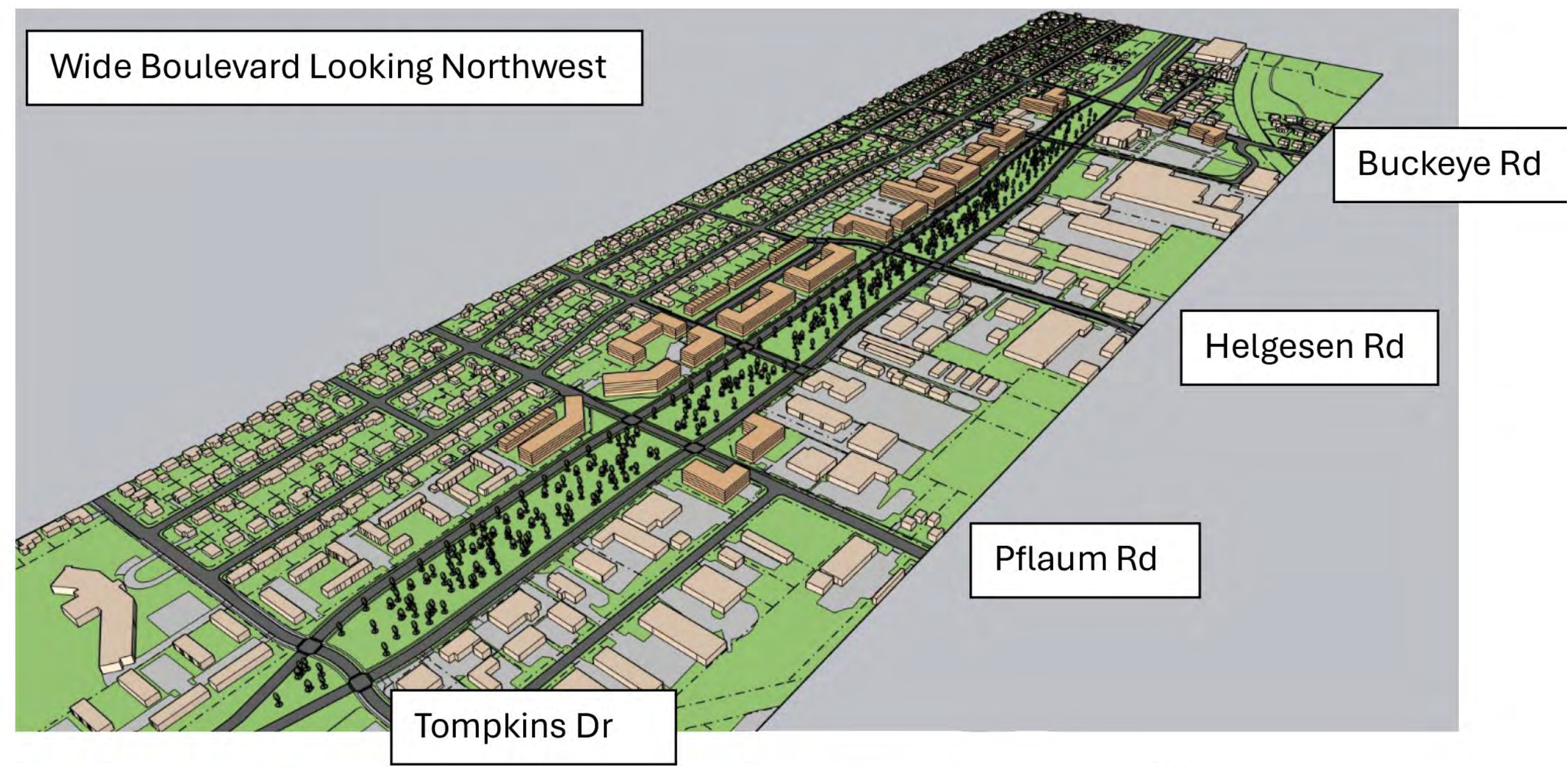
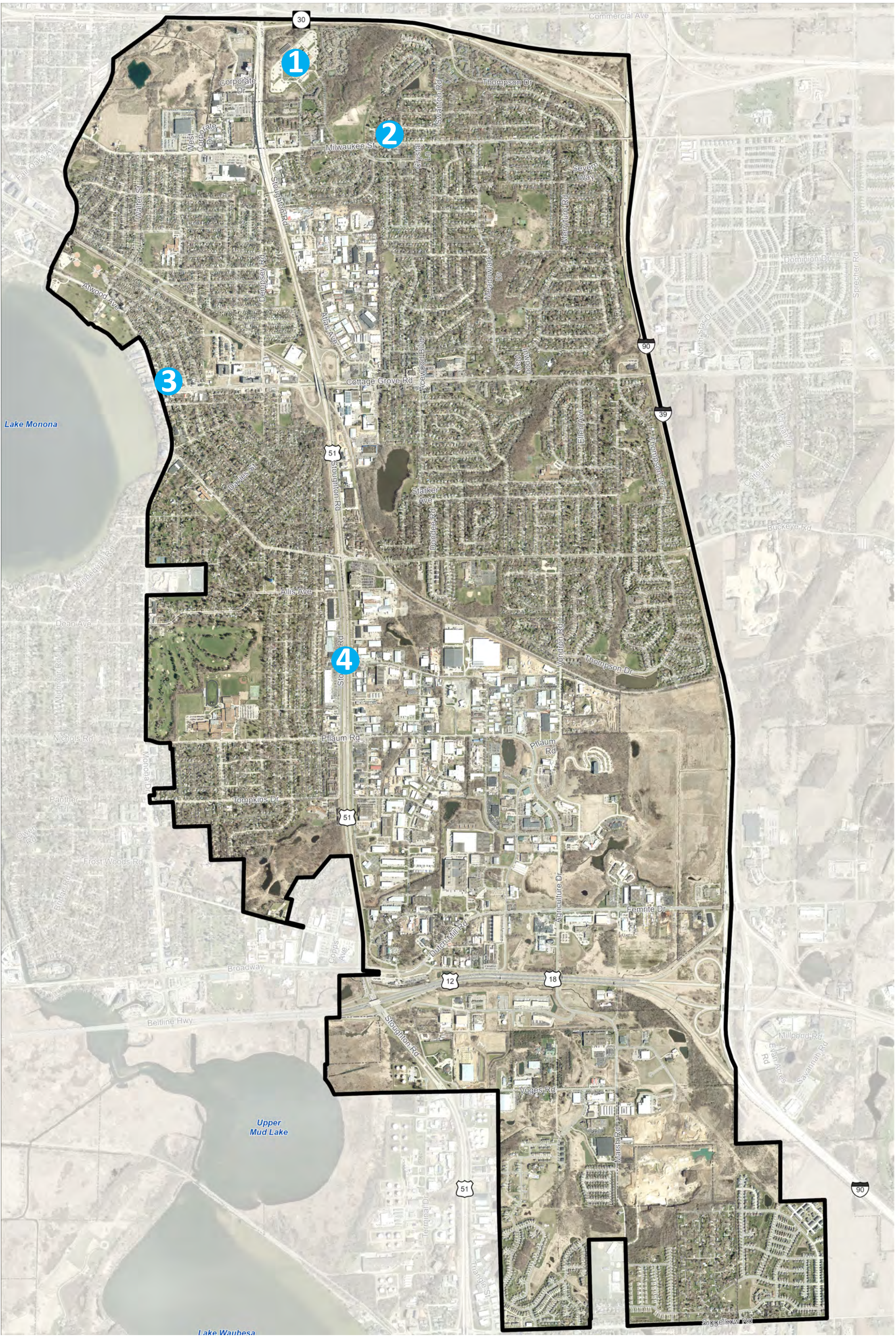
1 Former American Family East Regional Building



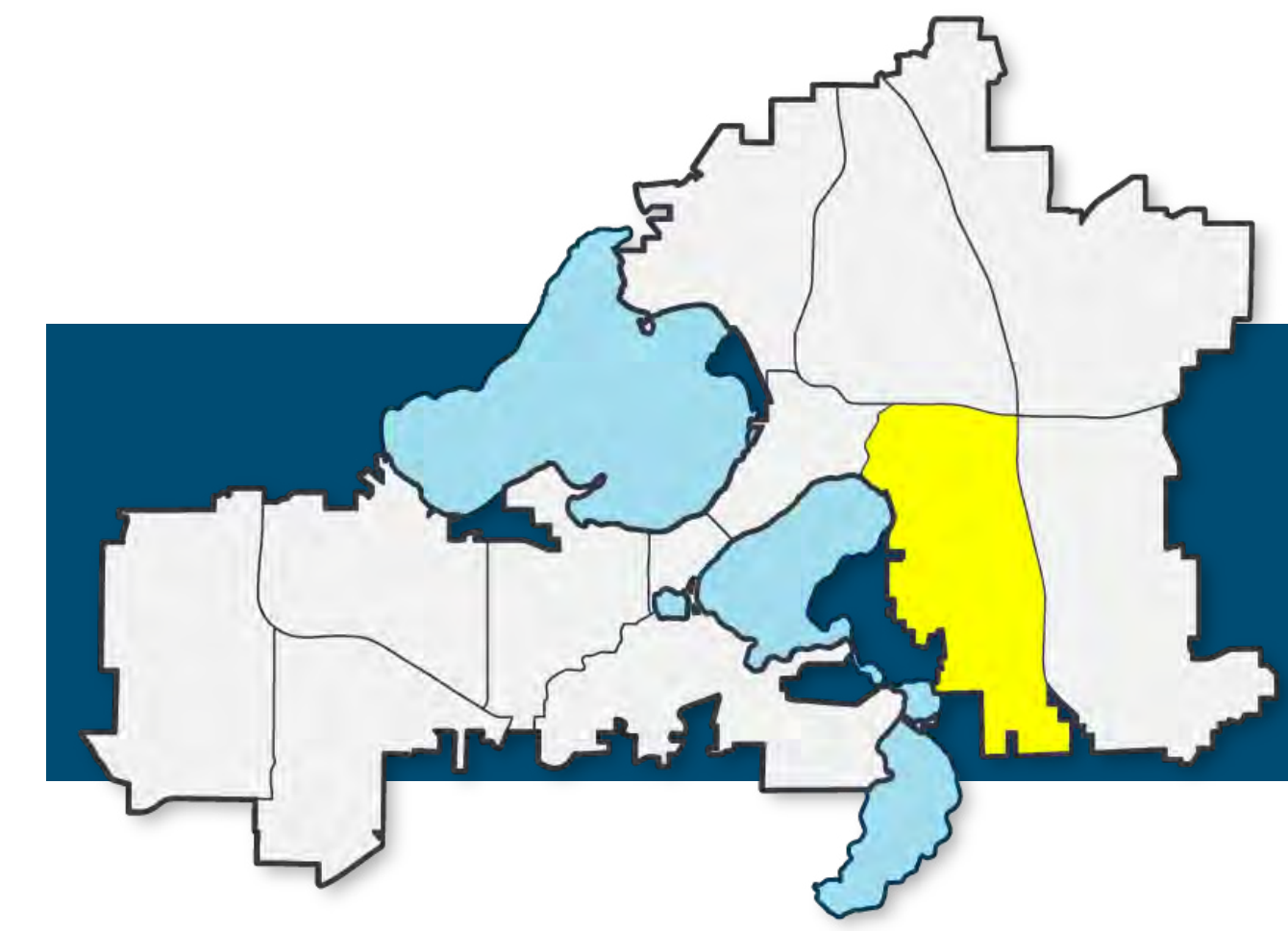
2 Former Karmenta Building



3 Cottage Grove Road at Atwood Avenue

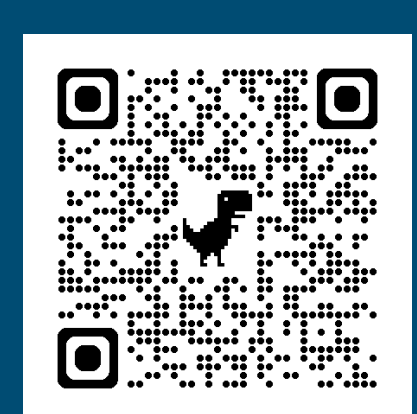


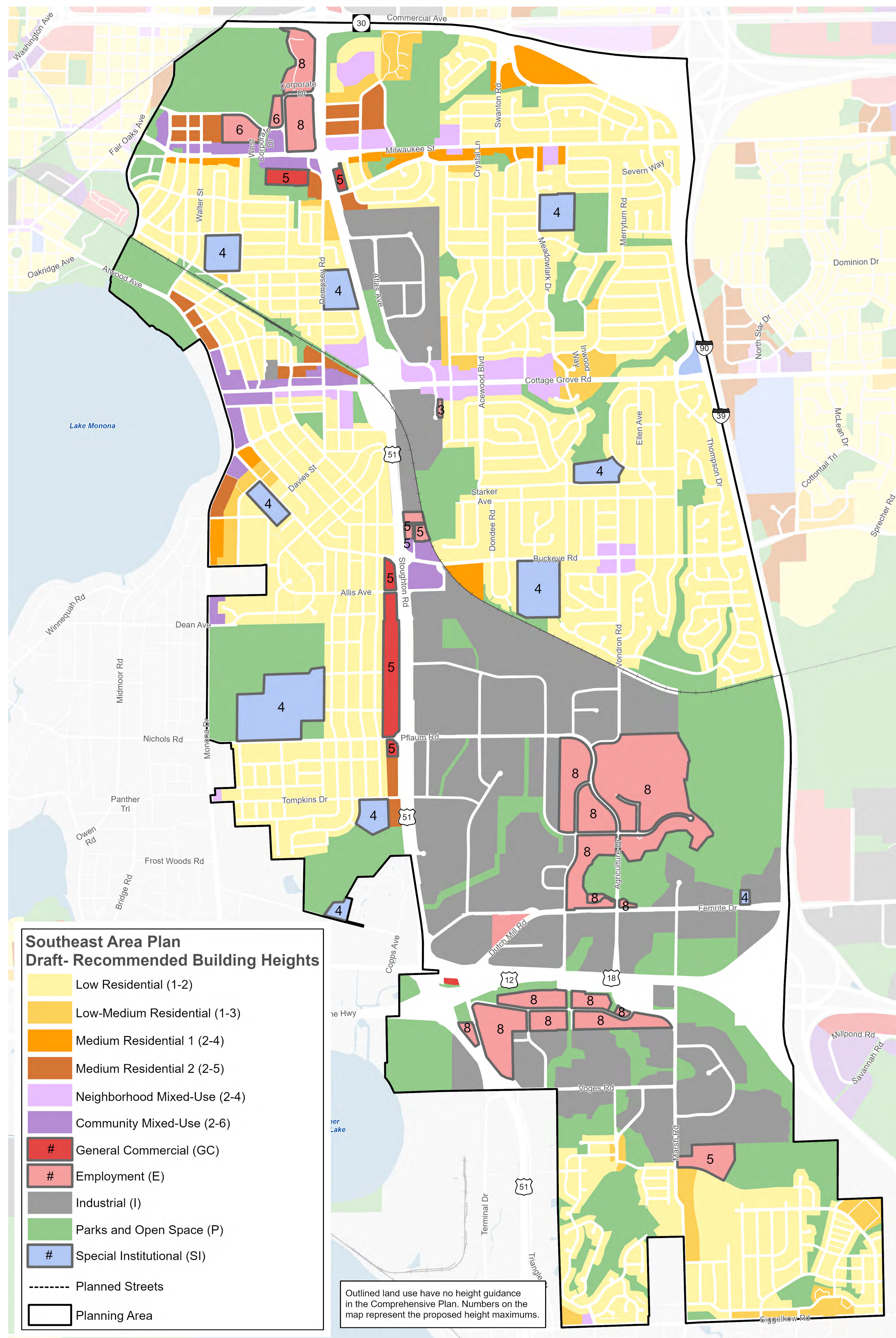
4 S Stoughton Road - Buckeye to Tompkins



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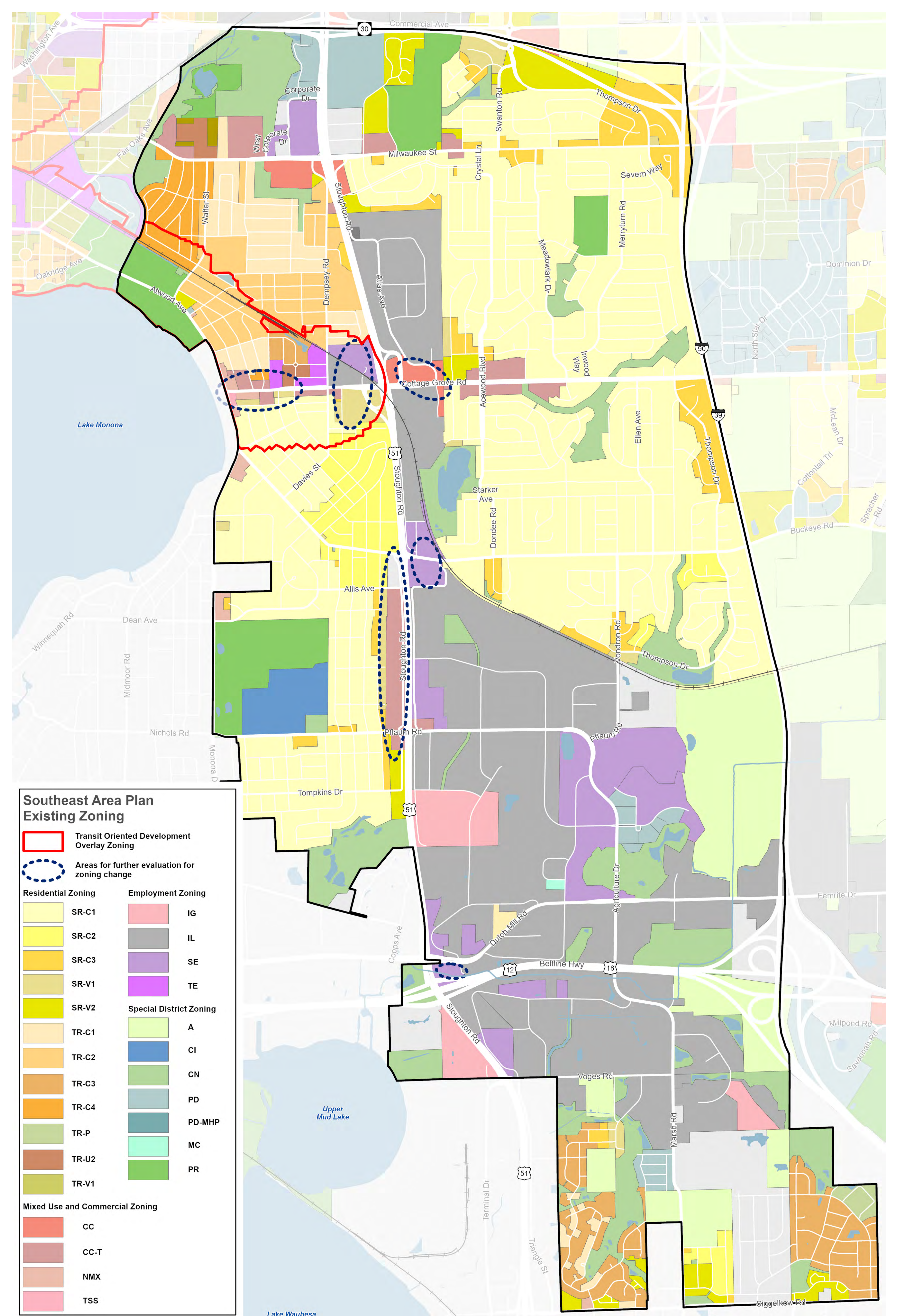
Land Use - Illustrations





Building Heights:

Several recommended land use categories don't have height guidance associated with them, or allow greater height if recommended by an adopted plan. A next step in the Southeast Area Plan process will be to evaluate potential building heights. Proximity to transit service could be a consideration.

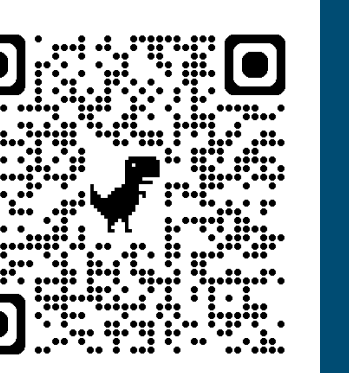


Zoning:

Zoning is the legal framework of land use regulation. It often reflects a properties current use, and not the future use envisioned in planning processes. In conjunction with recent planning processes, the City of Madison has begun to proactively rezone parcels to prevent development that is inconsistent with plan recommendations and to simplify and streamline the review process for proposals consistent with the Comprehensive Plan. This could occur after the adoption of the Southeast Area Plan, but the Plan will likely contain rezoning recommendations. The first step is to identify areas with diverging land use recommendations and zoning that could be proactively rezoned.

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Land Use



- 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

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



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



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				
Number of Stories	1-2'	1-3	2-5	4-12~
General Density Range (DU/acre)	≤15	7-30	20-90	70+

* Permitted 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.

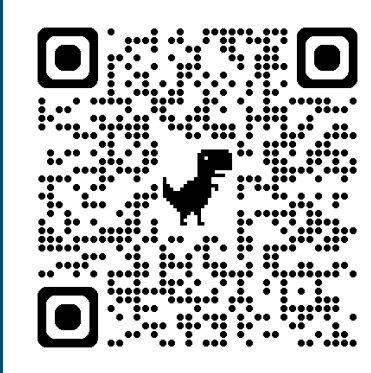
~ Or taller, if specified by an approved sub-area plan or PD zoning.

' Dormers or partial third floors are permitted.

Current chart

DRAFT

Land Use - Residential Category Changes



Introduction

The Plan includes transportation recommendations that would improve safety and connectivity within the city’s pedestrian and bicycle network.

What We’ve Heard

- Improve pedestrian safety along major thoroughfares and heavily traveled neighborhood streets.
- Increase bike network connectivity.
- Increase safety and connectivity across S Stoughton Road
- Increase Transit routes to LaFollette and to neighborhoods east of S Stoughton Road

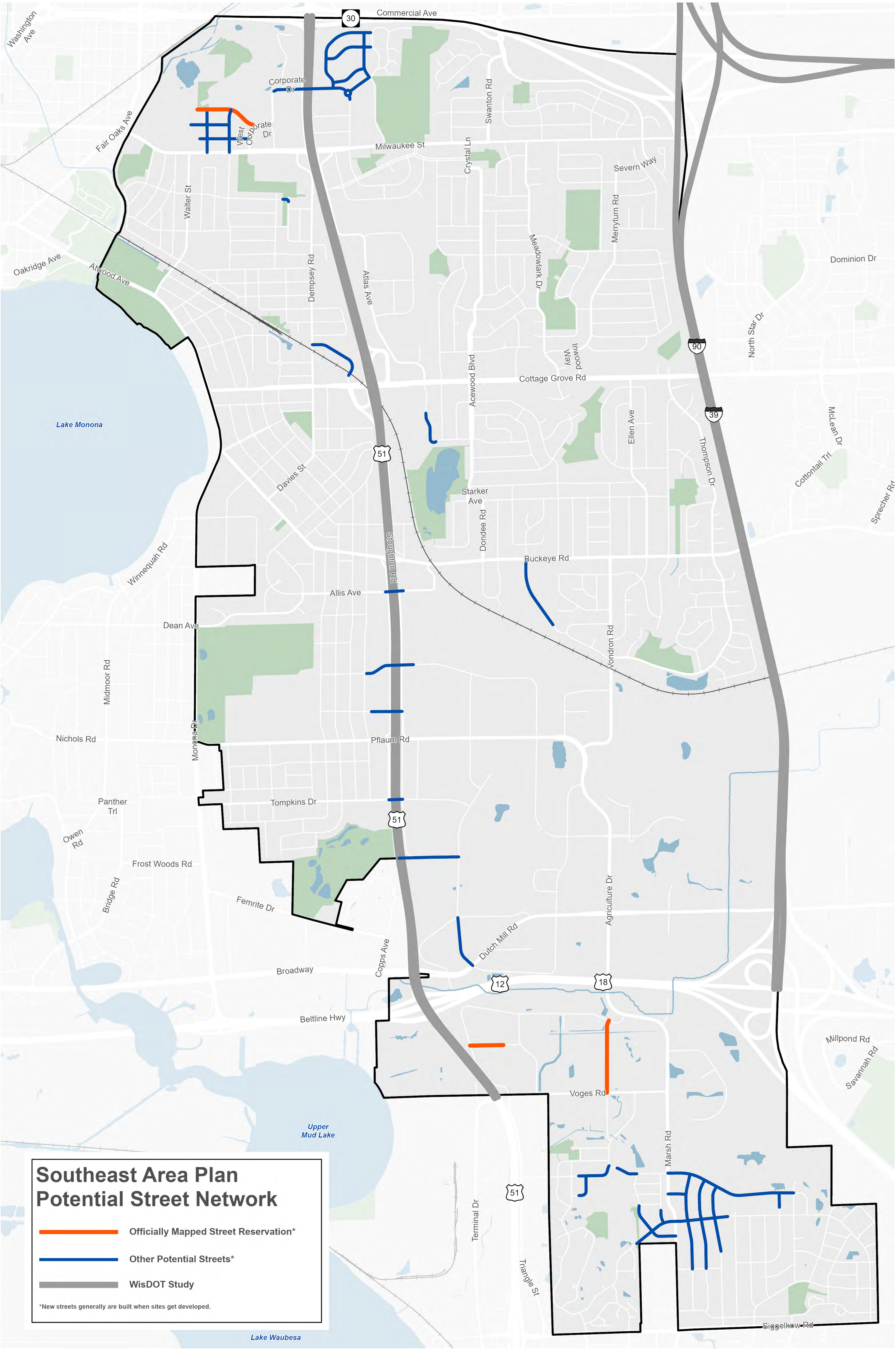
Action Summary

Streets

1. Install **traffic calming measures and traffic lane markings on Milwaukee St, Kurt Dr., Swanton Rd, and N. Thompson Rd** to ensure a safe, accessible pedestrian and bicycle-friendly neighborhood environment.
2. Consider feasibility of left turn lanes into residential neighborhoods at all existing signalized and non-signalized intersections along Cottage Grove Road.
3. Consider installing a new traffic signal at Fair Oaks Avenue and Hwy 30.
4. Explore a **new cross section for Milwaukee Street** that is safer for pedestrians, vehicles and bicycles
 - a. Signalize the intersection of Milwaukee at Wittwer or Milwaukee at Walbridge as part of a frontage road realignment designed with the WisDOT S Stoughton Road redesign Project.
5. Consider speed bumps, small traffic circles, or other design measures to deter vehicles from using local streets to avoid arterials
6. Connect City streets to former Town streets once attached to City of Madison.

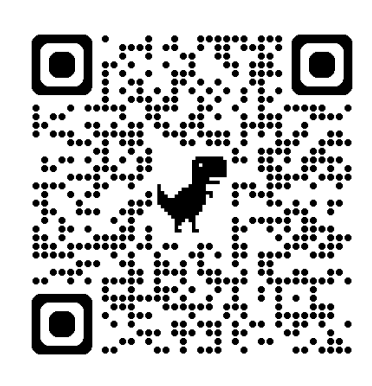
Transit and Parking

1. Consider a North-South Metro Route in the Southeast Neighborhoods that connects to LaFollette High School and employment centers east of Hwy 51 if the Wide Boulevard or other urban cross section Roadway is chosen as the new design for Hwy 51.
2. Work with Metro Transit to assess the need for bus shelters/benches at bus stops without a bus shelter and consider programs such as ‘adopt a bus shelter’ for maintenance.
3. Consider adding back a bus route to connect residential neighborhoods with job centers in near Apartments complexes on Thompson Dr and Swanton Rd neighborhoods
4. Implement coordinated curb management strategies near schools, parks, and community facilities to increase access and safety for all curb users.



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Transportation



S Stoughton Road Actions:

- 1. Work with WisDOT to ensure changes to the Highway 51 corridor aligns with the City’s vision for land use and transportation.
 - a. Support a future design that reflects a Safe Systems approach—integrating speed management, high quality bicycle and pedestrian facilities, and smart access management to advance our shared priority of safety for all users.
 - b. Support a 35-mph speed limit along the length of the corridor.
- 2. At Milwaukee Street and Cottage Grove Road the City will work with WisDOT to consider the following:
 - a. The City prefers the hybrid intersection concepts at both Milwaukee Street and Cottage Grove Road to provide an improved transition between STH 30 (Aberg Avenue) and the wide boulevard segment south of Cottage Grove Road.
 - b. The City would also like to explore how the Capital City Trail connection to a north-south bike/ped route along US 51.
- 3. Between Buckeye Road and Tompkins Drive the City strongly prefers the wide boulevard design and the City will work with the DOT to consider the following:
 - a. This alternative has lower property impacts that support future development.
 - b. Smaller intersections with fewer signal phases that improve crossing conditions for all users.
 - c. Simplified operations that reduce confusing, indirect turns.
 - d. New connectivity to local streets improving overall mobility options.
 - e. Potential for green infrastructure such as stormwater facilities, expanded urban tree canopy, and median landscaping.
 - f. The potential for enhanced bicycle/pedestrian facilities.
 - g. Include sidewalks, streetlights, trees to make more urban and walkable
 - h. Opportunities for smart access management through added local street connections and consolidated driveways.
 - i. Lower overall project cost and lower ongoing maintenance cost
 - j. The wide boulevard provides the opportunity to change land uses on the west side from a primarily car-oriented commercial uses into a higher density mixed use/ residential area that could blend with the existing adjacent neighborhood. This change in land use would provide an opportunity for much need housing, support a more walkable activity center development.
 - k. Additional connections across or to Hwy 51 between Buckeye and Pflaum
- 4. Additionally, within the Wide Boulevard alternative, the City also strongly supports:
 - a. Connections to Allis Avenue.
 - b. Connections at Tompkins Drive.
 - c. Exploring opportunities to surplus land for sale for future development.
- 5. At the Femrite and Broadway intersections, the City will work with the DOT to consider the following:
 - a. New local street connection to Femrite Drive.
 - b. Enhanced bicycle and pedestrian facilities.
 - c. Maintain and potentially improve access to Dutch Mill Park and Ride, an important stop on the state’s intercity bus network without reductions in service.
 - d. A potential pedestrian/bicycle connection across U.S. Highway 12/18.

45 MPH, limited access future land uses



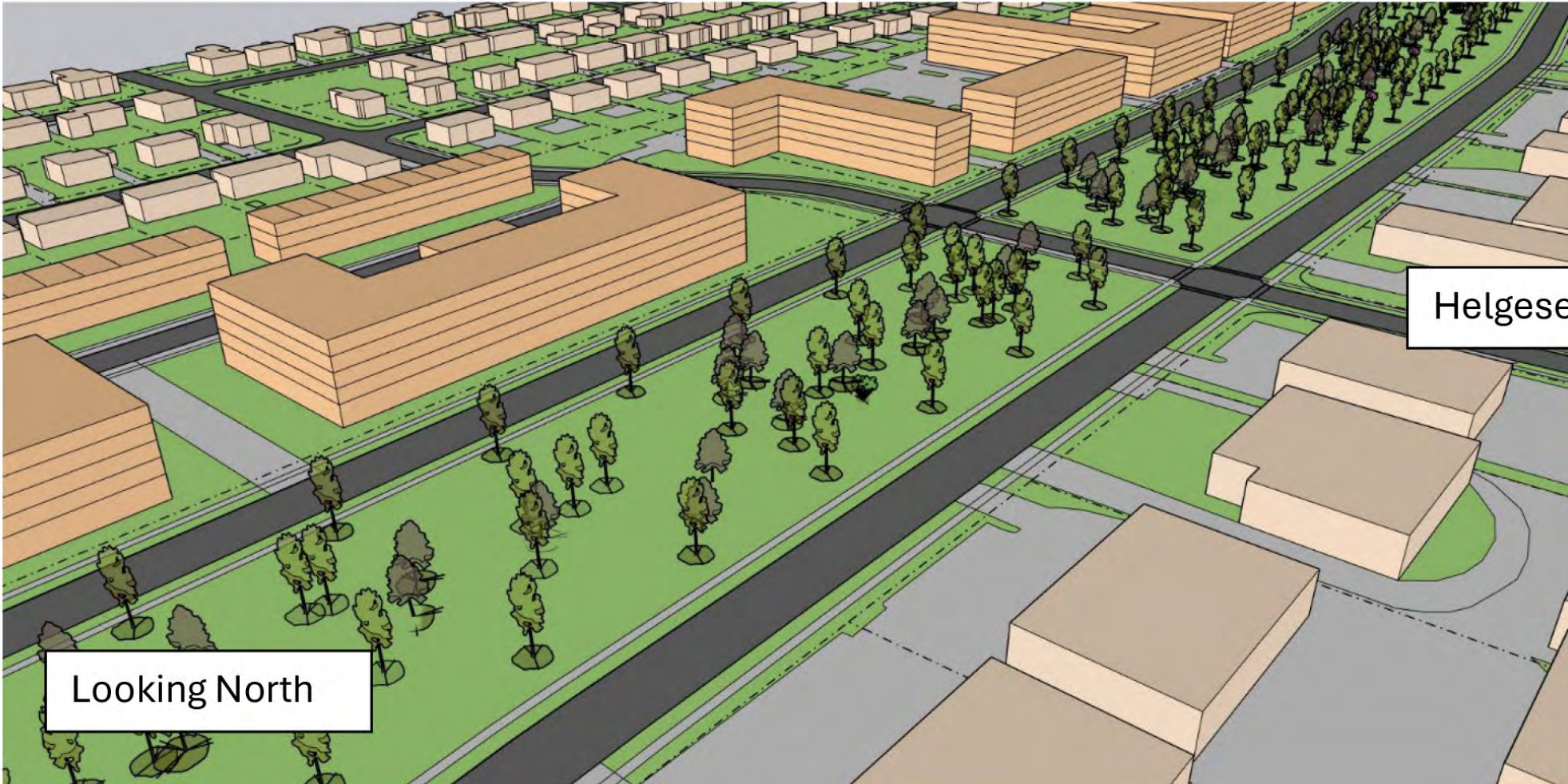
35 MPF urban boulevard future land use



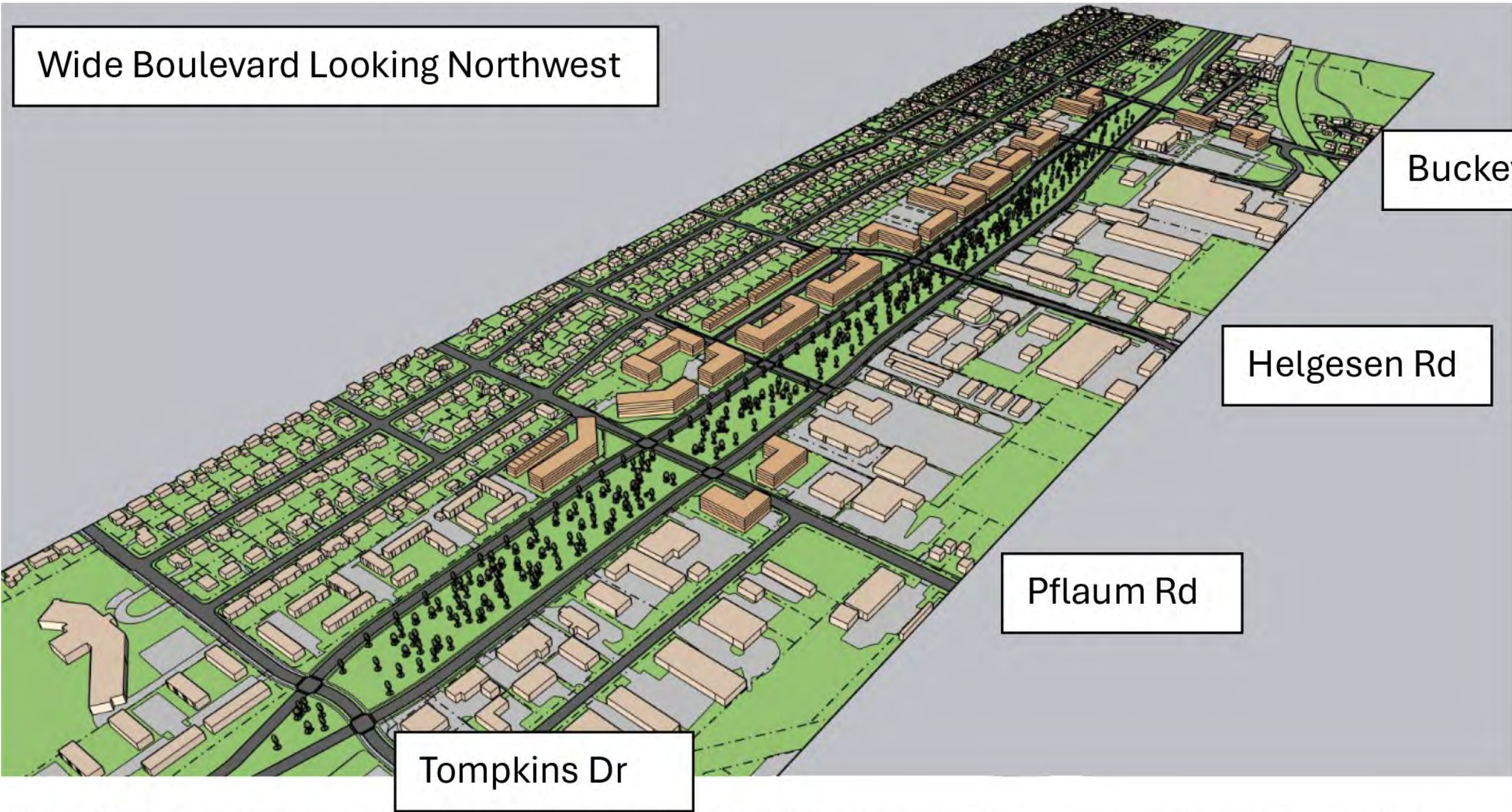
New mixed use development at nodes can give visual signals to drivers to maintain safe speeds.



New development opportunities exist within the underutilized parking areas of SSM Health, and through the revitalization or redevelopment of aging strip retail centers on the right of the image.



Townhouses could help make a good transition between taller buildings on the street and the neighborhood to the west.



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.

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Transportation - Stoughton Road



Complete Green Streets

Complete Green Streets provides a consistent process for planning, designing, building, and operating streets in a way that better reflects our community values and increases safety and equity. The City is committing to designing and operating the entire right of way to prioritize safety, connectivity for people traveling whether they are walking, taking transit, biking, or driving and ensuring the green infrastructure needs of a resilient city. The following street types are intended to consistently and equitably apply Complete Green Streets principles.

Street Types:

Urban Avenue

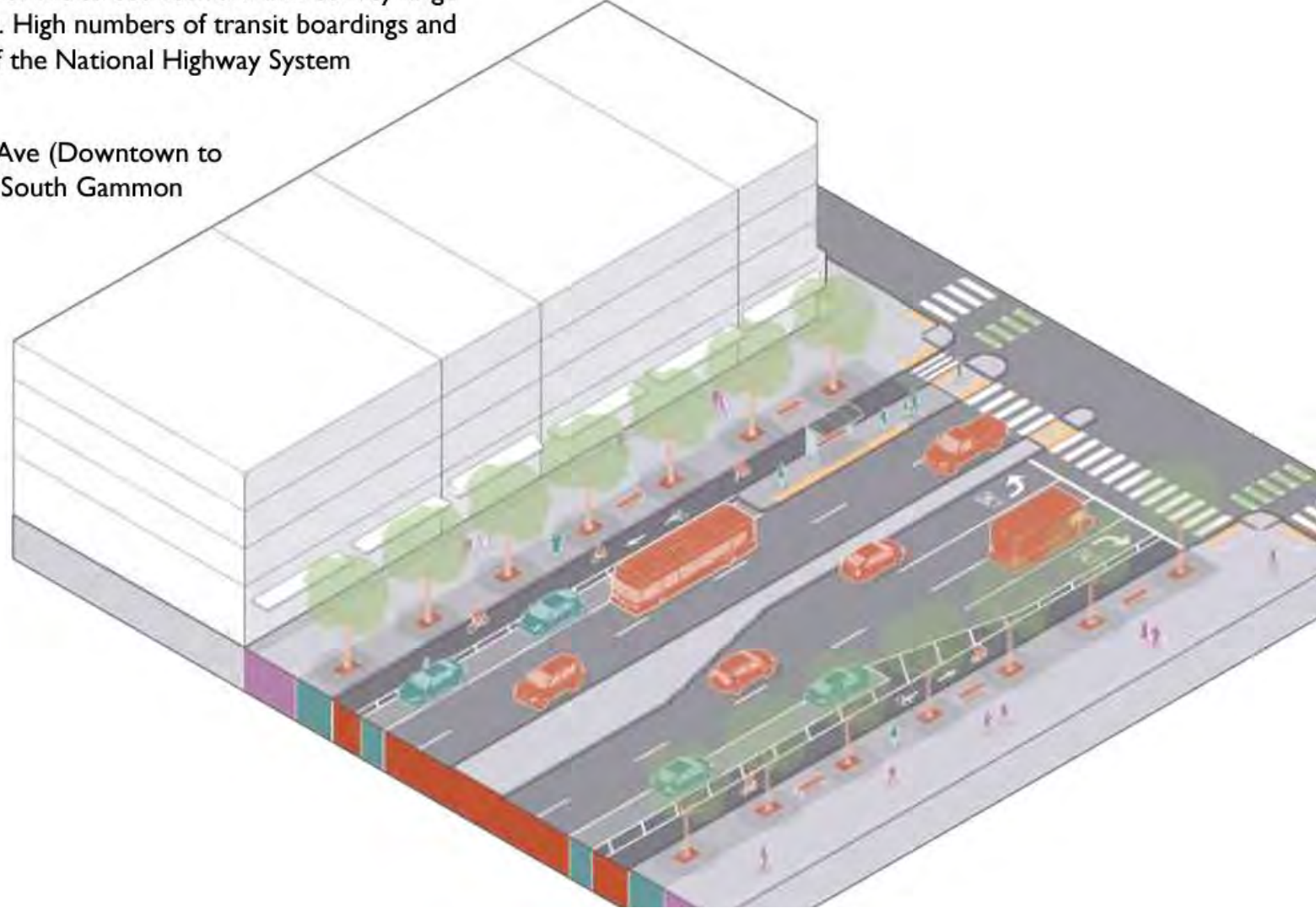
Major streets that serve as backbones of the street network and convey large numbers of people via multiple modes. High numbers of transit boardings and amount of cross traffic. May be part of the National Highway System and/or serve as a Truck Route.

Example Streets: East Washington Ave (Downtown to Starkweather Creek); University Ave; South Gammon (at West Towne)

Context: Downtown and other corridor-oriented large scale mixed use. High density, consolidated parcels.

Functional Classifications: Arterials

Target Speed: 25 mph



Boulevard

Connecting major streets conveying large numbers of people. Frequently part of the Transit Priority Network. May be part of the National Highway System and/or serve as a Truck Route.

Example Streets: East Washington Ave (east of Starkweather Creek); Mineral Point; Whitney Way; Midvale Blvd; Cottage Grove (east of Stoughton Rd)

Context: Areas with longer blocks and few driveways. Could be edges of neighborhoods, commercial corridors, and new mixed-use.

Functional Classifications: Arterials

Target Speed: 25-30 mph



Parkway

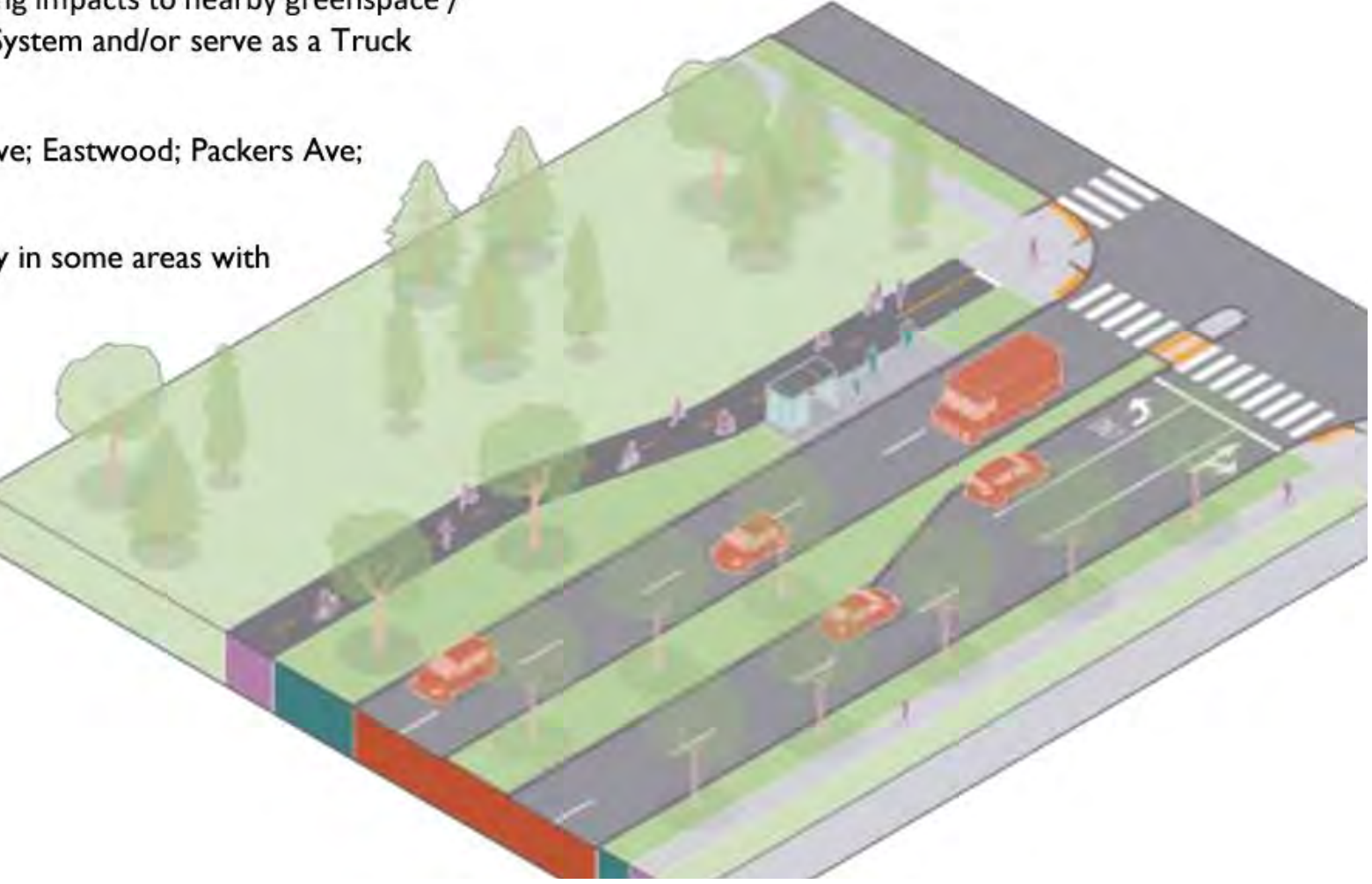
Connecting multi-modal corridors that convey large numbers of people, near open spaces / water with a focus on minimizing impacts to nearby greenspace / water. May be part of the National Highway System and/or serve as a Truck Route.

Example Streets: John Nolen; Campus Drive; Eastwood; Packers Ave; Seminole Hwy

Context: Alongside parks, lakes, etc. Possibly in some areas with significant building setbacks.

Functional Classifications: Arterials; Collectors

Target Speed: 25-35 mph



Mixed-use Connector

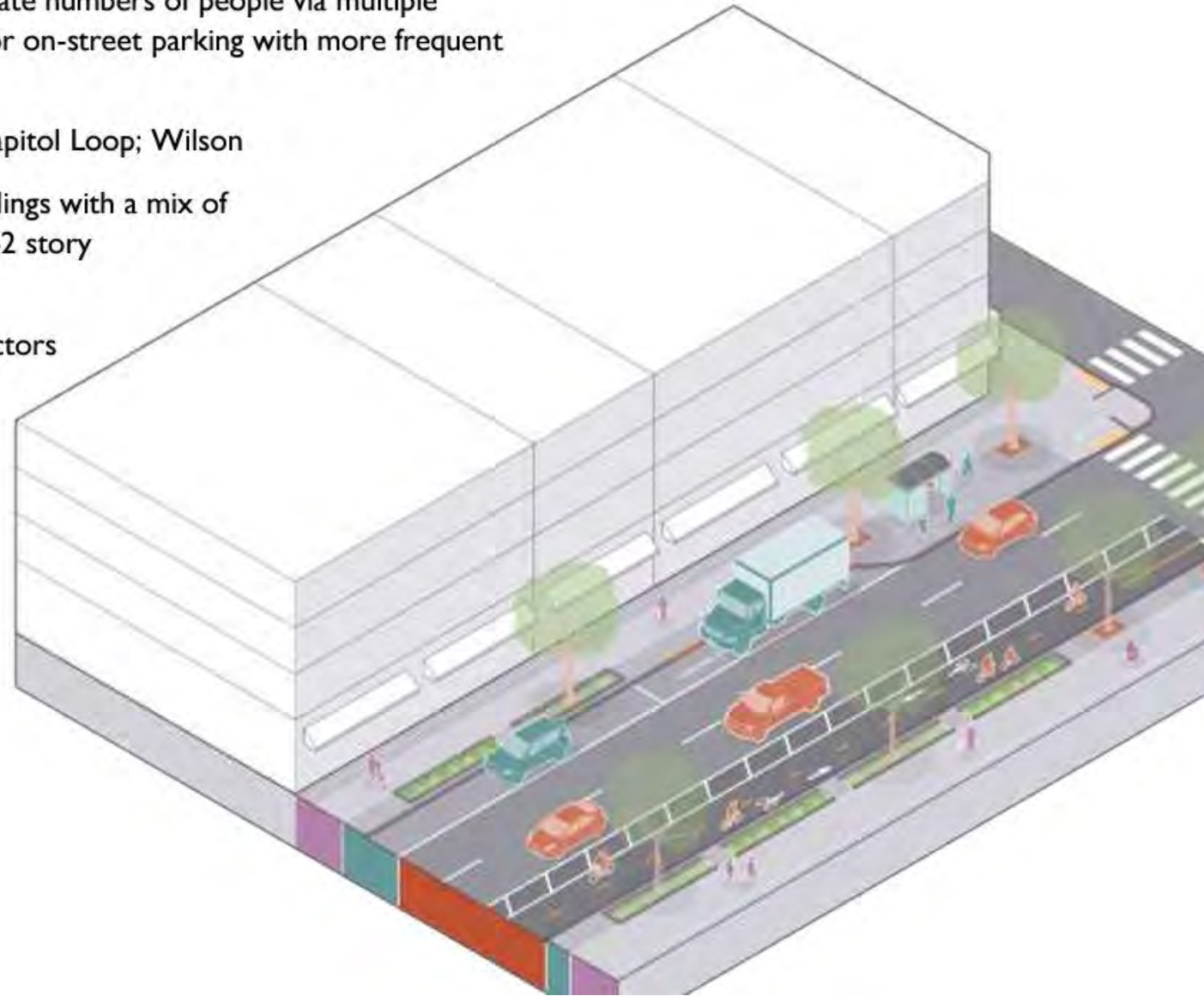
Streets that provide access and convey moderate numbers of people via multiple modes. Often includes transit. High demand for on-street parking with more frequent turnover

Example Streets: Bassett; Broom; Outer Capitol Loop; Wilson

Context: Often surrounded by 3+ story buildings with a mix of residential, office and commercial, alongside 1-2 story buildings/homes.

Functional Classifications: Arterials; Collectors

Target Speed: 25 mph



Community Main Street

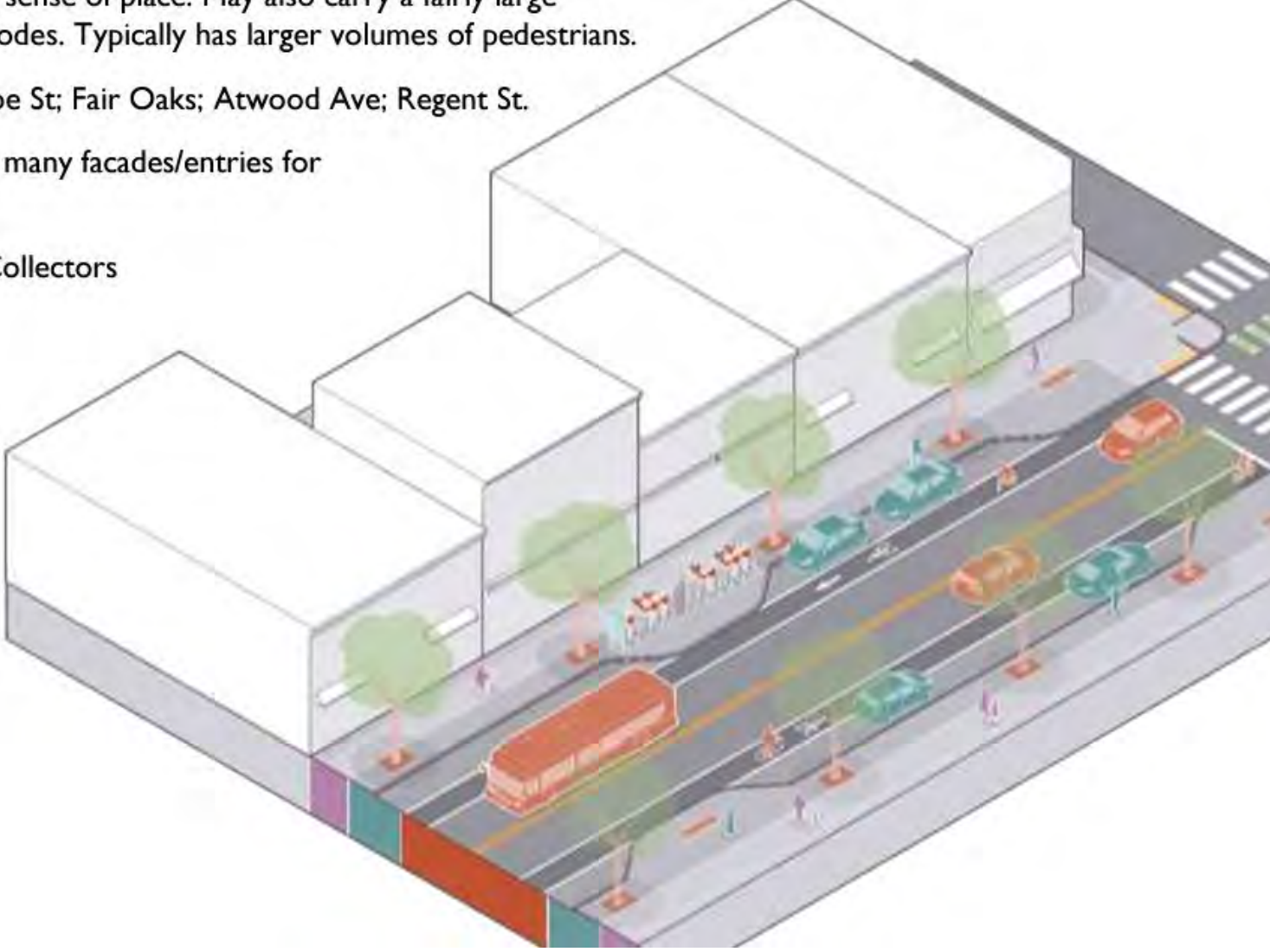
Destination/shopping street with a strong sense of place. May also carry a fairly large number of people by a variety of travel modes. Typically has larger volumes of pedestrians.

Example Streets: Williamson St; Monroe St; Fair Oaks; Atwood Ave; Regent St.

Context: Small/medium scale mixed use, many facades/entries for retail/dining/etc.

Functional Classifications: Arterials; Collectors

Target Speed: 25 mph or less



Community Connector

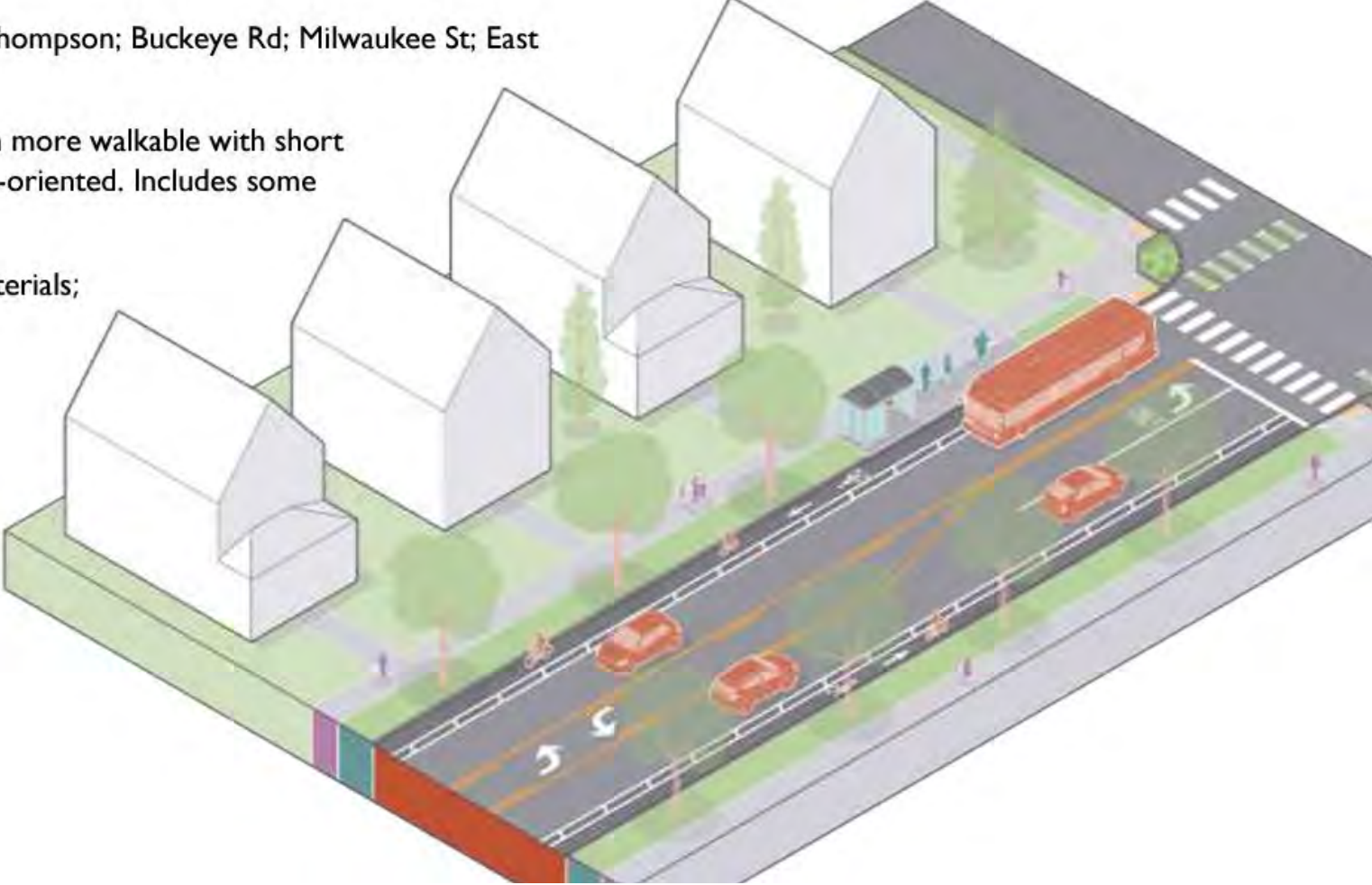
Streets that provide access and convey moderate numbers of people via multiple modes. Often includes transit.

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

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

Functional Classifications: Minor Arterials; Collectors

Target Speed: 25 mph or less



Neighborhood Street

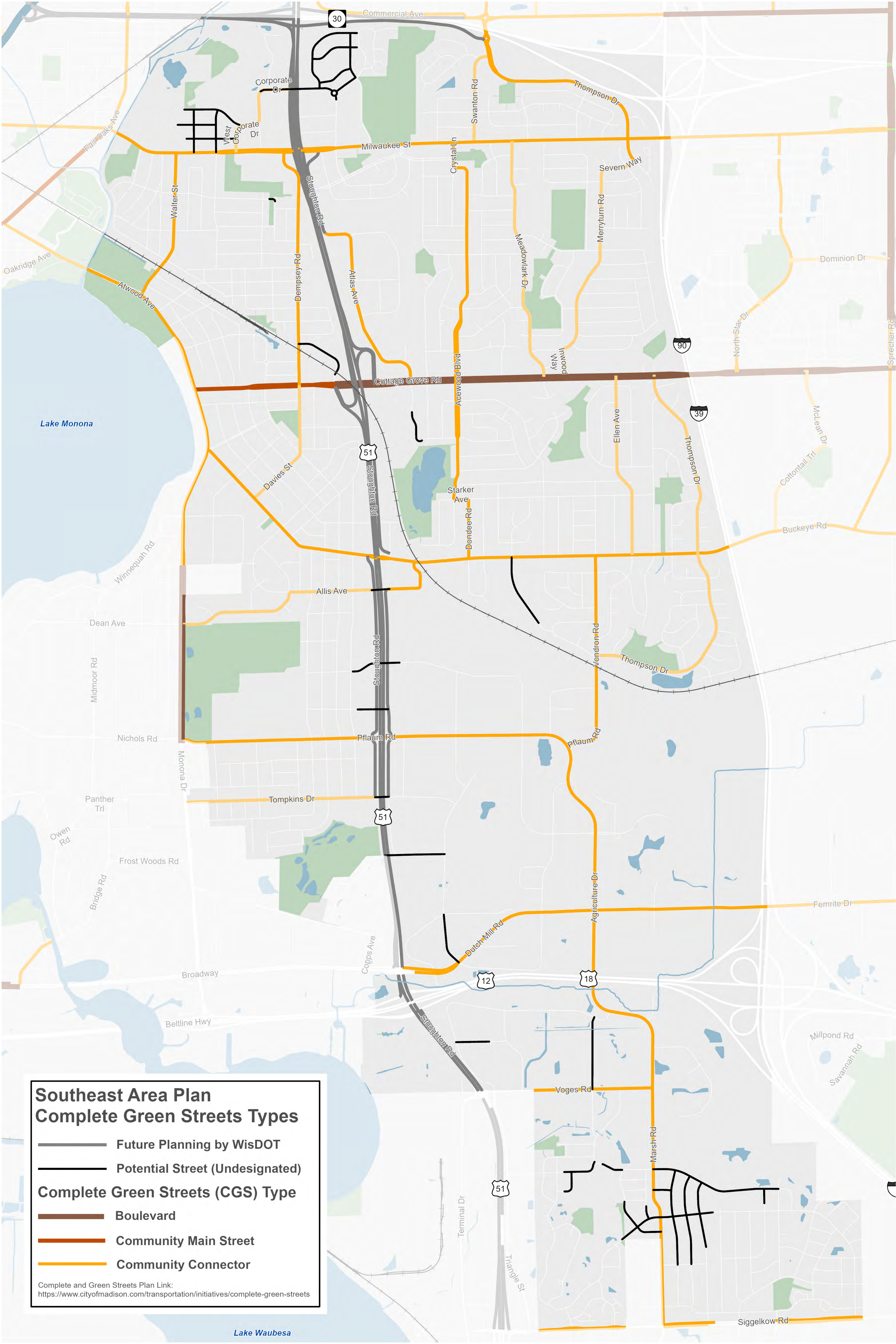
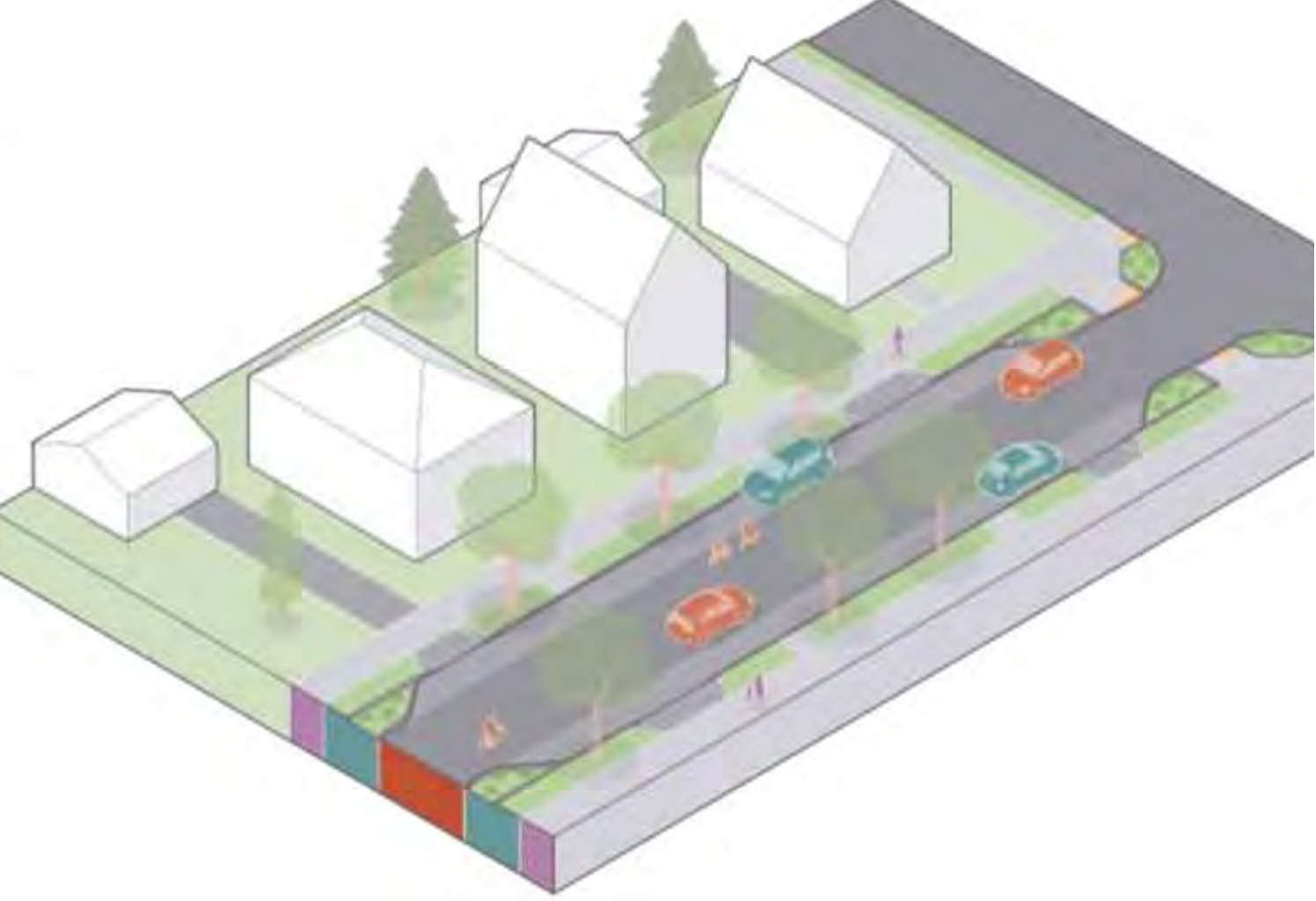
streets. Includes some higher-nsit routes that should be neighborhood quality of life. > pass each other without r streets may encourage speeding quire traffic calming measures. streets (see Section 5.12) are tuations.

ark Edge Dr; Tree Ln; Allied Dr; Shore Dr; Commonwealth Ave; l streets

l neighborhoods, including edges rial areas.

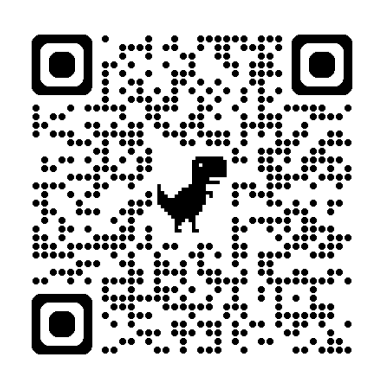
cations: Collectors; Locals

ph or less



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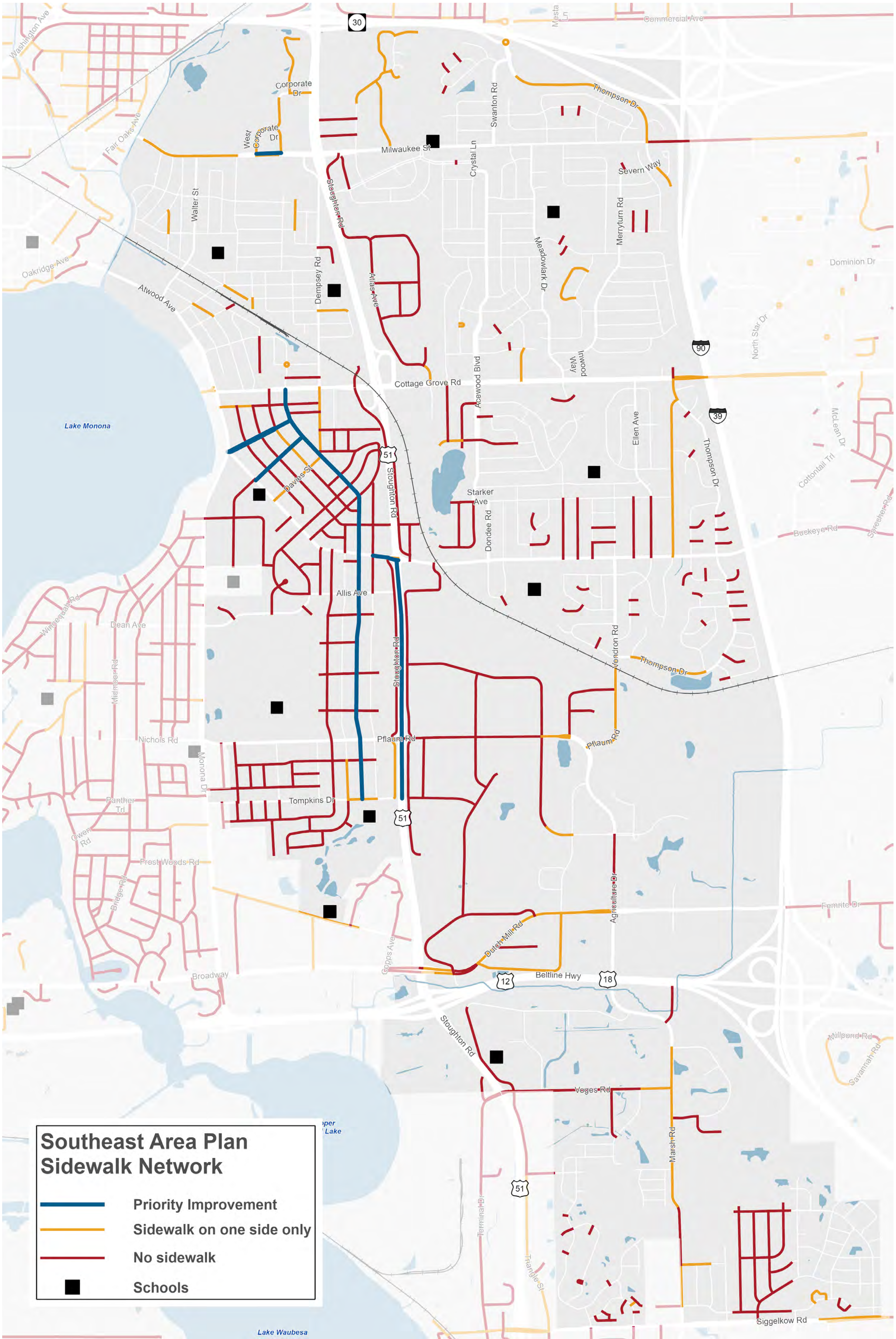
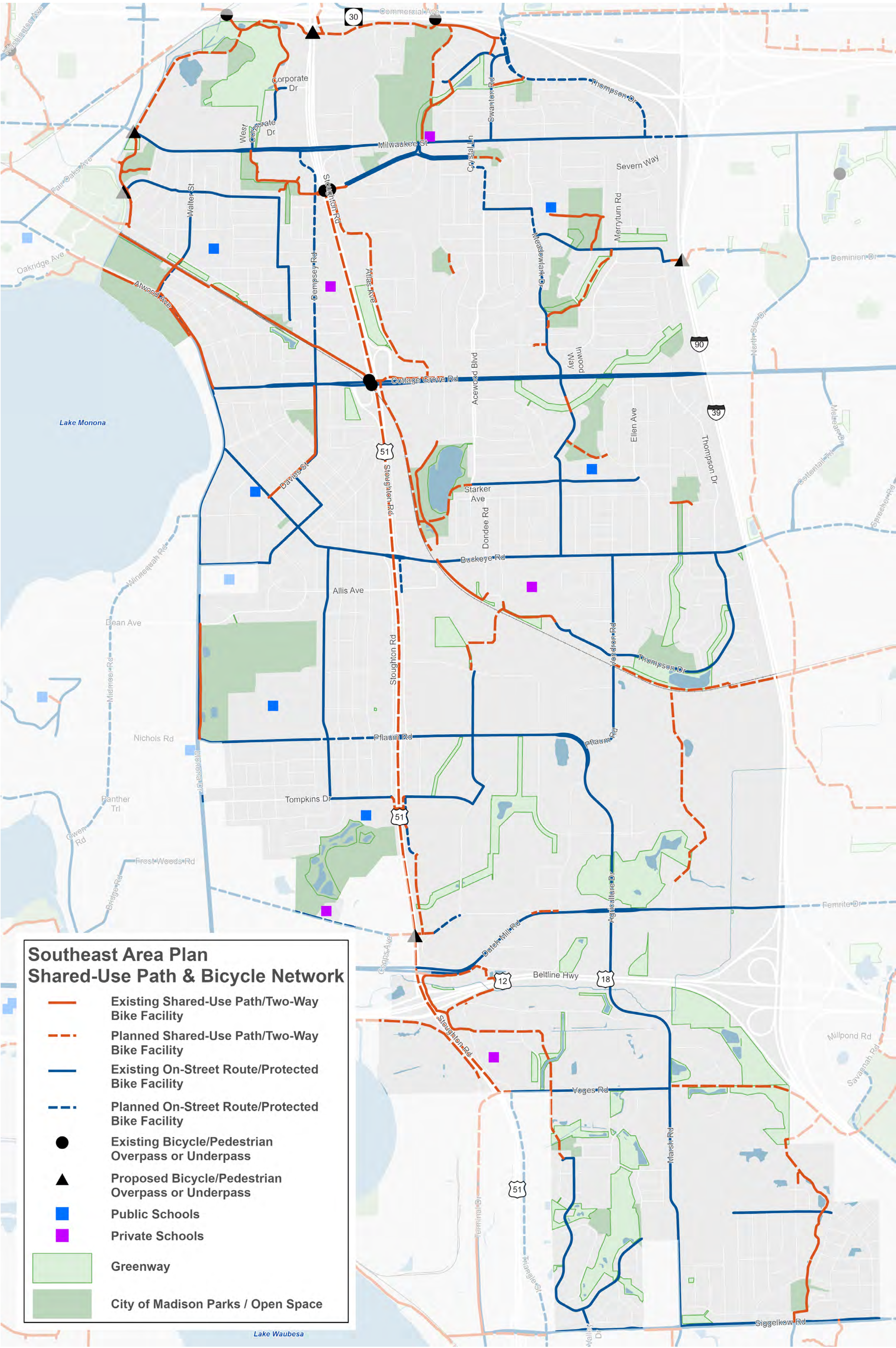
Transportation



Action Summary

Bike and Pedestrian Network

1. Close gaps in the sidewalk network shown on the Sidewalk Network Map.
 - a. Prioritize new sidewalks through the Safe Streets Madison Program, as streets are reconstructed, and along major streets and close to schools and community facilities which may be constructed through state and federal grants.
2. Improve Pedestrian street crossings to ensure safe crossing of local streets, especially at points of high pedestrian use, to provide safe movement of neighborhood residents.
 - a. Where appropriate, install rapid flashing beacons and/or continental crosswalks at non-signalized Milwaukee Street intersections,
 - i. Prioritize Walbridge Street, which is a safe route for Whitehorse Middle School and Swanton Road
 - b. Where appropriate, install rapid flashing beacons and/or continental crosswalks at non-signalized intersections at Cottage Grove Road
 - i. Prioritize Johns Street due to visibility concerns.
 - c. Improve street crossing accessibility when improvements are made.
 - d. Work with WisDOT to install guardrails adjacent to sidewalks under the S Stoughton Road over passes at Cottage Grove Road and Milwaukee Street.
 - e. Evaluate potential signalized intersections on Milwaukee Street at Thomson Dr. and Swanton Rd.
3. Evaluate and improve street lighting for pedestrian safety
 - a. Piccadilly Drive and Trafalger Place have been noted as dark
4. Improve existing bicycle facilities and consider the following projects as City Transportation re-designs and improves bicycle facilities:
 - a. Install a bike box or colored pavement at the signalized intersections along Milwaukee Street.
 - b. Install a bike box or colored pavement at the intersection of Cottage Grove Road and Monona Drive to increase the visibility of bicyclists making left turns from Cottage Grove Road to Monona Drive
 - c. Consider a wayfinding sign project on the Garver Path, Sherry Path, the Capitol City Path, Autumn Ridge Path and other off-street multi-use paths to direct visitors to area schools, parks, libraries, restaurants, and shops.
5. Continue to expand and enhance on-street bike network
 - a. Work with WisDOT, in conjunction with Traffic Engineering, to determine the feasibility of constructing a bicycle lane on the east side of Highway 51 from Milwaukee Street to Nakoosa Trail.
6. Improve the separation and safety of the bike lane Cottage Grove Road.
7. Improve the multi-use path crossings at major streets as identified in the Safe Streets for all Program
 - a. Buckeye Rd and Capitol City multi-use crossing adjacent to the railroad track
 - b. Garver multi-use path crossing at Milwaukee Street
8. Improve and add to existing All Ages and Abilities multi-use path system to increase connectivity to neighborhoods:
 - a. Consider a north-south off-street multi-use path that lies along the western edge of the greenway adjacent to Interstate 39/90 to provide a direct connection through the industrial area, between the residential neighborhoods and the proposed U.S. Highway 12/18 overpass.
 - b. Implement All Ages and Abilities network recommendations in the Southeast Area.
 - i. Consider Spaanem as a Bike Boulevard
 - ii. Study feasibility of a pedestrian/bicycle underpass under Interstate Highway 90 towards the Yahara Hills Golf Course should be evaluated
 - iii. Create a multi-use path between Busse Street and Johns Street.



Introduction

Madison’s rapid population growth, plentiful jobs, high quality of life rankings, and lagging development of new housing have all contributed to high housing costs. The need for housing that is affordable to low- and moderate-income households was one of the most common issues identified by stakeholders during the planning process. The recommendations aim to increase and distribute housing that is affordable throughout the Southeast area, with a focus on areas close to transit and other amenities. The Plan also includes recommendations related to building a wider mix of housing types and sizes.

What We’ve Heard

- Have more housing that is affordable.
- Have a mix of housing types and sizes, including housing units large enough to support larger families.
- Have complete neighborhoods with easy access to amenities such as parks, schools, and stores.
- Improve the quality of existing rental housing.
- Provide resources to individuals experiencing homelessness in the area.

Housing Occupancy: Percent

Owner-Occupied (2020)¹
Southeast: 71.7%
Madison: 44.5%

Owner-Occupied Houses: Average

Value (2024)²
Southeast: \$355,467
Madison: \$451,395

Median Rent (2023)³

Southeast: \$1,419/month
Madison: \$1,364/month

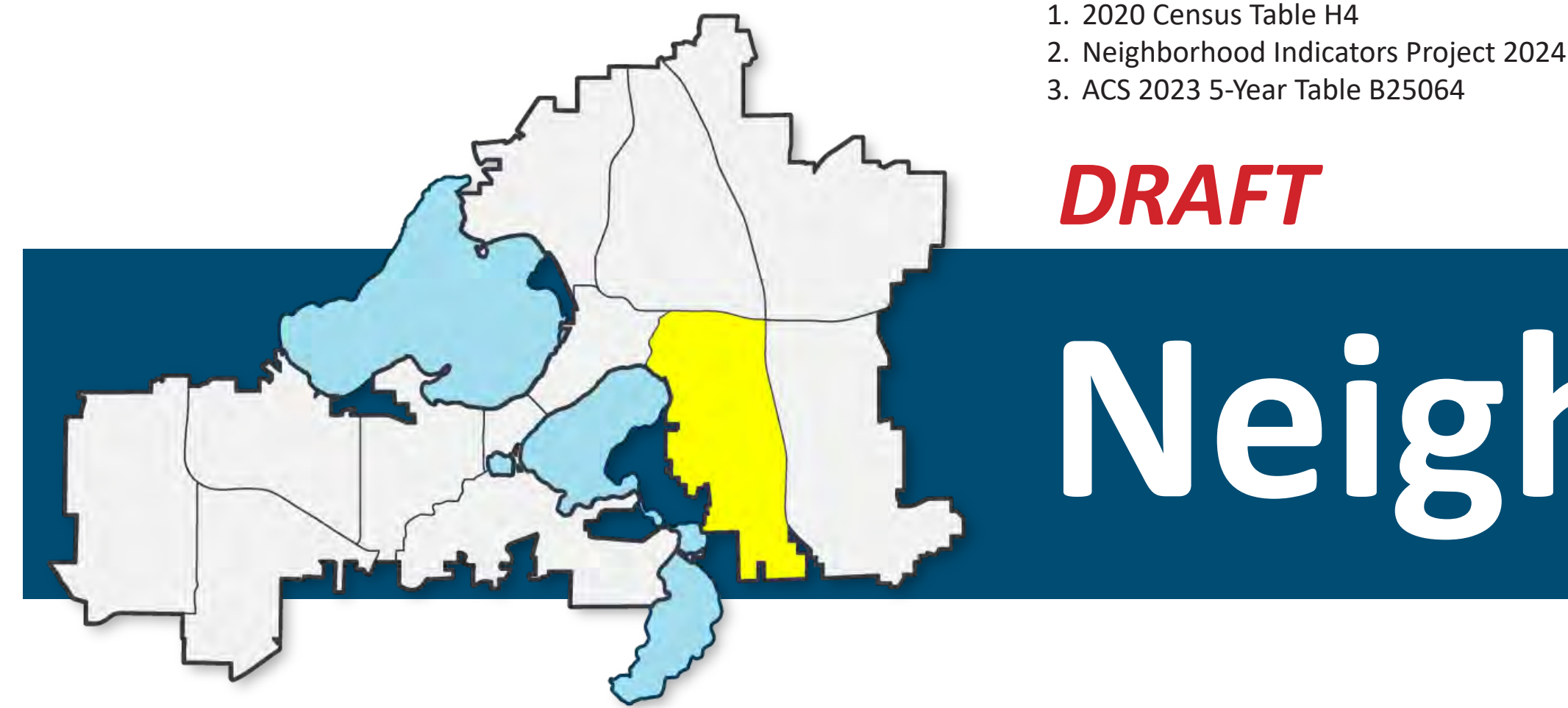
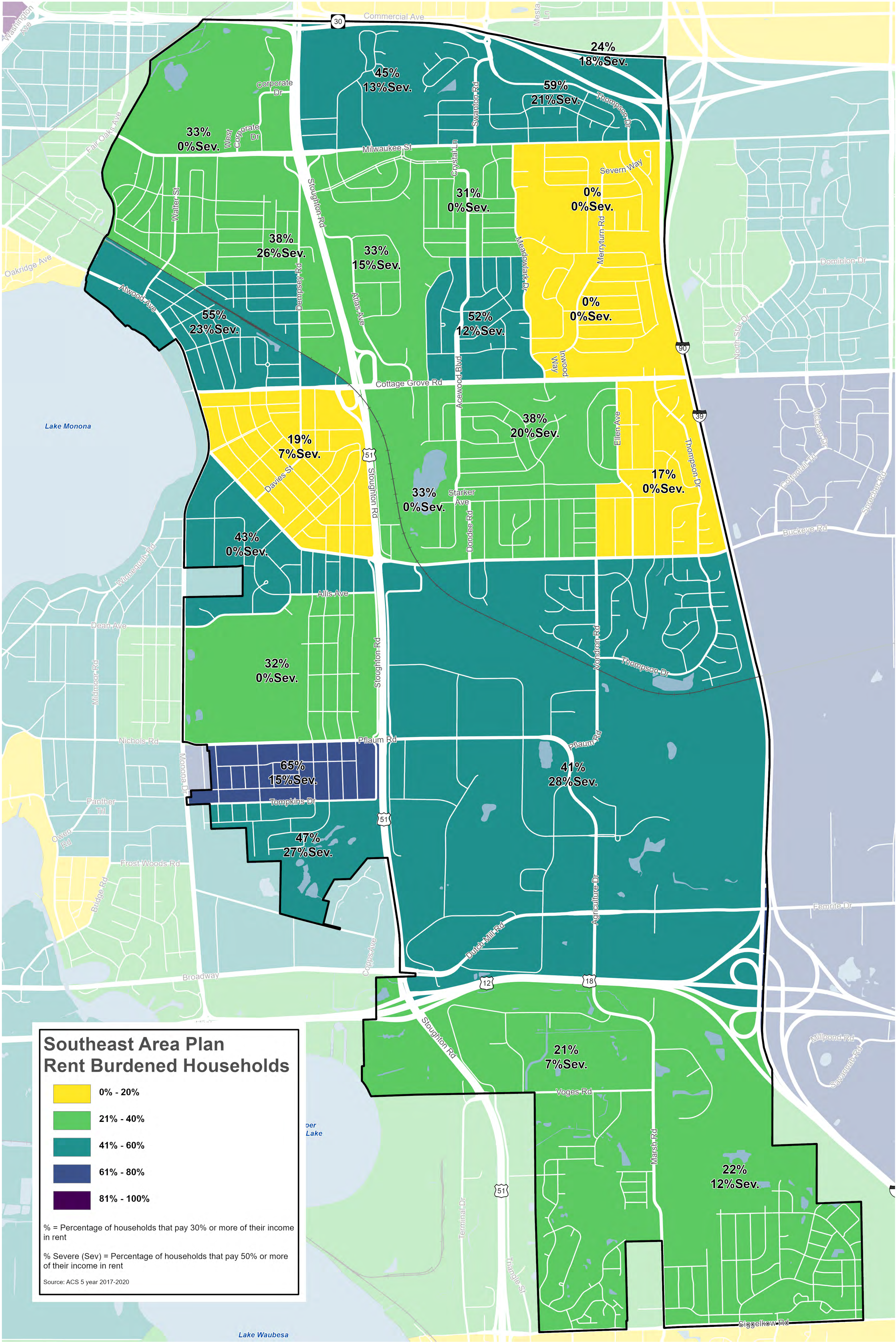
Action Summary

1. Incentivize affordable housing at varied levels of Area Median Income (AMI), particularly on the commercial corridors of Milwaukee Street, Cottage Grove Road, Atwood /Monona Drive through the Affordable Housing Fund, Land Banking initiative, and Tax Increment Financing.
 - a. Create a new Tax Incremental Financing District if WisDOT opts for a wide boulevard or other urban 35-mph roadway to incentivize mixed-use and affordable housing.
 - b. Existing City sites that could be considered for affordable housing development include:
 - i. Karmenta/ Salvation Amry Family Shelter
 - ii. Water Utility site on Spaanem / Allis Ave
 - iii. Metro Transit Former East Transfer Point on Milwaukee Street
 - iv. Re-list / promote remaining City-owned lots in Owl Creek
 - v. Quaker Park if Parks Division is able to partner with the School District for a shared Park agreement at Frank Allis Elementary.
2. Incentivize and promote programs that support owner occupied housing opportunities within neighborhoods, including both single family and missing middle housing types as they are affordable and offer opportunities for renters to move into home ownership.
 - a. Consider a Small Cap TIF program if new Tax Increment Financing District ID is created along S Stoughton Rd.

3. Prioritize Affordable Housing Funds and other incentives for projects that meet one or more of the following criteria:
 - a. Multi-story residential and mixed-use development on vacant lots and corner sites that will anchor, stabilize and revitalize activity centers
 - b. Provide Affordable Senior Housing
 - c. Encourage a mix of uses like neighborhood-serving retail, personal services, and restaurants that serve the daily needs of residents and attract newcomers to live in the neighborhood.
 - d. Support neighborhood-serving destinations and activation on Milwaukee Street, Atwood Ave at Cottage Grove Road, E Buckeye/ Vondron Projects that include 2 - 3 story apartments, town-homes, and housing that meet the needs of the “missing middle” between single-family homes and apartment buildings.
 - e. Support existing businesses by adding new residents through new development that includes a variety of housing choices for people in different stages of life and with various income levels.
 - f. Have a wider mix of rental unit sizes, including those large enough to support larger and multigenerational families (3-4+ bedrooms).
4. Invest in food retail through funding and technical assistance to store operators through the Healthy Retail Access Program and SEED Grants, particularly in the Glendale Neighborhood, which is identified as a Food Access Improvement Areas (see Food Access Improvement Areas map).
 - a. Support access to affordable local food options by exploring options to expand food vending and expansion of farmers market within the planning area.
 - b. Lack of Food access in W of S Stoughton and South of E Buckeye
 - c. Lack of grocery stores E of S Stoughton and W of I90, S of Hwy 30
5. Reduce fees, noticing requirements and other permitting barriers to neighborhood block parties, community yard sales, community activities for kids, and other small group activities and events.
6. Increase and reestablish programmed routine building inspections of existing rental housing to maintain healthy, safe and well-maintained affordable housing.
7. Maintain housing options for people experiencing homelessness.
 - a. Support redevelopment of the Karmenta Family Shelter that maintains a family shelter programming.

Missing Middle Housing

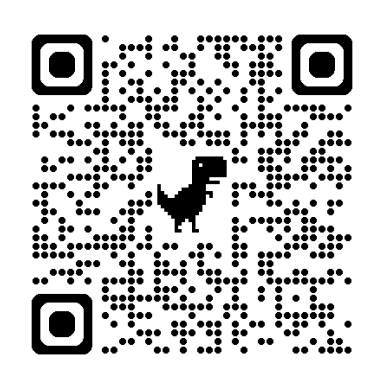
Missing Middle housing is a range of smaller multi-unit or clustered housing types compatible in scale with single-family homes.



1. 2020 Census Table H4
2. Neighborhood Indicators Project 2024
3. ACS 2023 5-Year Table B25064

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Neighborhoods & Housing



Introduction

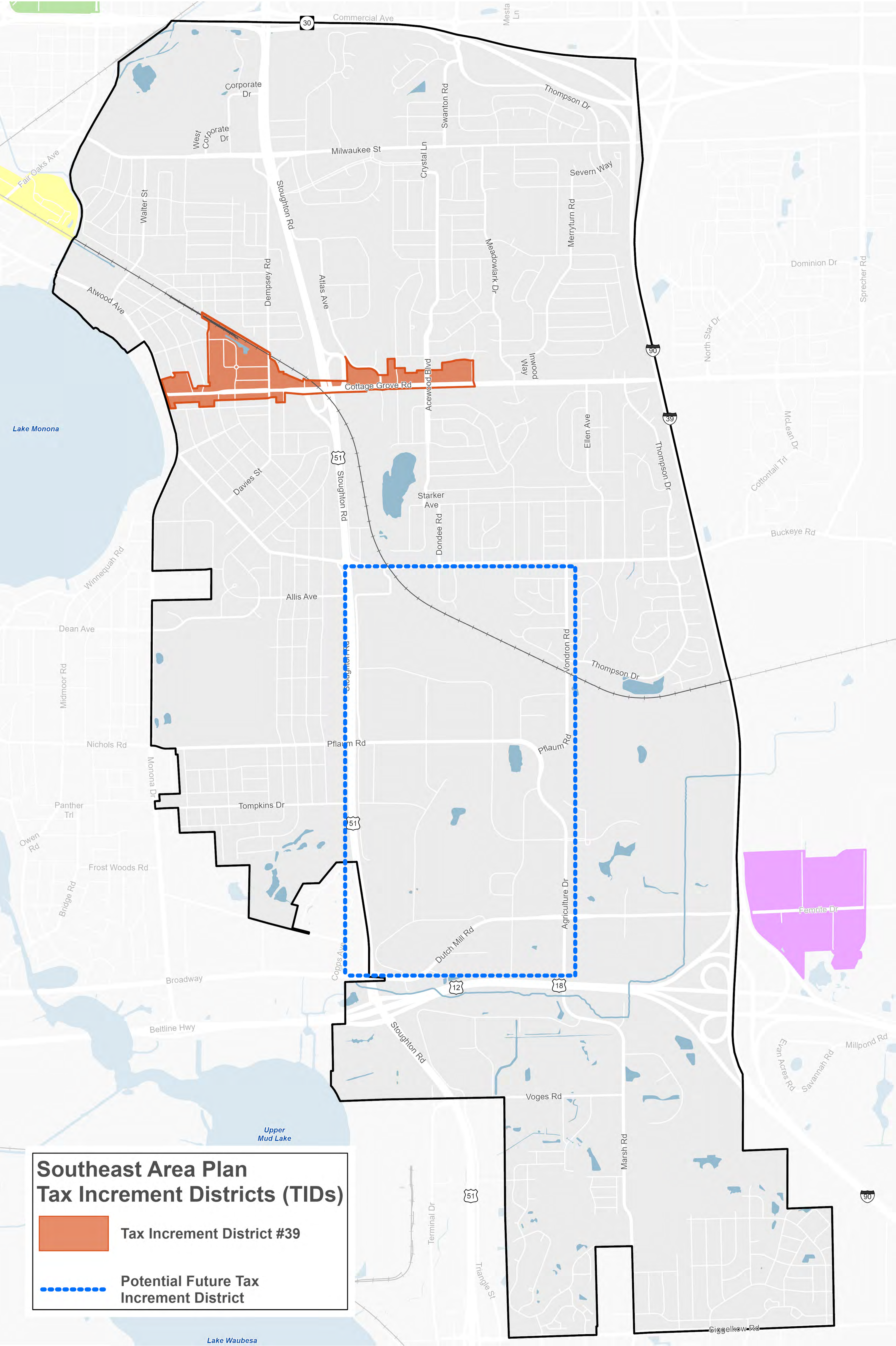
The Southeast Area Plan stands as a pivotal employment hub, generating a substantial workforce of more than 16,600 jobs, as reported by OnTheMap (Census/BLS). Over 20% of the planning area is devoted to employment and commercial uses. It is anticipated that overall employment numbers will increase. Therefore, this chapter focuses on strategies that help improve the business climate of the sector by enhancing the commercial physical space, promoting local business growth and improving accessibility to essential commercial services to the community.

What We’ve Heard

- Need for Local Business Support - The prevalence of empty storefronts on Milwaukee Street signals a lack of local investment. Residents expressed interest in small business development to bring services and vibrancy to their neighborhoods. .
- Promote local business growth emphasizing the significance of fostering local entrepreneurship and community-based economic initiatives.
- ‘Naturally-affordable’ underperforming (existing) business spaces

Action Summary

1. Continue to support employers in the Southeast area
 - a. Explore the creation of a new Tax Incremental Finance District (TID) to **increase business support programs** such as the City’s Small Cap TIF Business Loan Program which has forgivable loan funds available for growing businesses in TID Districts.
 - b. Work with WisDOT to facilitate direct access from US-51/ S Stoughton Road corridor to Robertson Road, Helgesen Dr., Tompkins and others to **increase access and connectivity**.
 - c. **Identify the different existing Commercial and Industrial Business Districts with gateway signage, public art, and landscaping.**
 - i. Business corridors include: Milwaukee Street, Cottage Grove Road, Pflaum Road, Dutch Mill Road
 - ii. Consider identifying /branding and the three main industrial areas including around Atlas Avenue, Helgesen/Dairy Drive area and Tradewinds Parkway.
2. **Revitalize the commercial corridors** (particularly the Milwaukee Street corridor)
 - a. Examine opportunities for more investment in small businesses to reduce large number of empty storefronts along Milwaukee Street
 - i. Small Cap TIF programs for business grants/loans
 - ii. Opportunities for new mixed-use development
3. **Examine how the available City-owned land in the Southeast Madison Business Park could support increase employment** (and possibly industrial uses) in the area
 - a. Identify properties that could accommodate additional development.
 - b. Analyze area zoning and restrictive covenants to see if there is interest in opening the area up to Industrial Limited (IL) uses. Approval of the Design Review Board would be required.
 - c. Consider re-platting or other parcel changes to make city-owned parcels within the existing Business park a better fit for development:
 - d. Analyze developability of City-owned land north and south of the Business Park.
4. **Evaluate the existing restrictive property covenants in Industrial Areas in the Southeast Area** to determine if they are still needed or if covenants hamper potential employment growth and redevelopment of the area.
5. Explore adding employment uses to the City’s existing land banking policy to help reposition underutilized older industrial properties into modern light and heavy industrial space through City assistance.
 - a. Evaluate the prospects for the City to land bank underutilized and vacant properties in the South Stoughton Rd. corridor if business vacancies continue or increase, possibly in conjunction with creation of a new TID.
6. **Review City-owned Fire Department properties along Femrite Drive to determine if they are still needed for Fire Operations** (3202 Dairy Drive, 3218 Dairy Drive, and 3202 Agriculture Drive) or of they could be repositioned for new development.



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Economy & Opportunity



Introduction

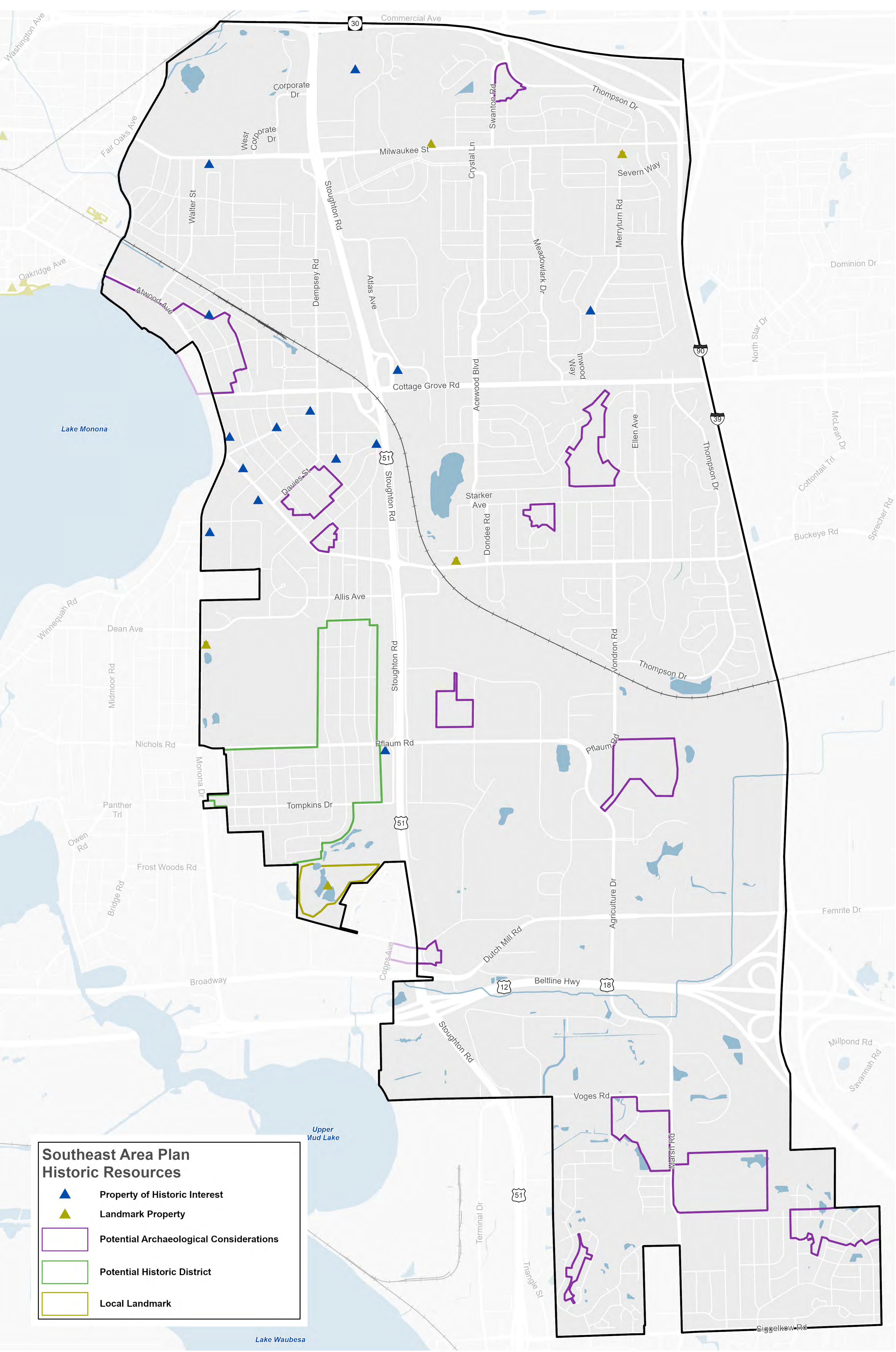
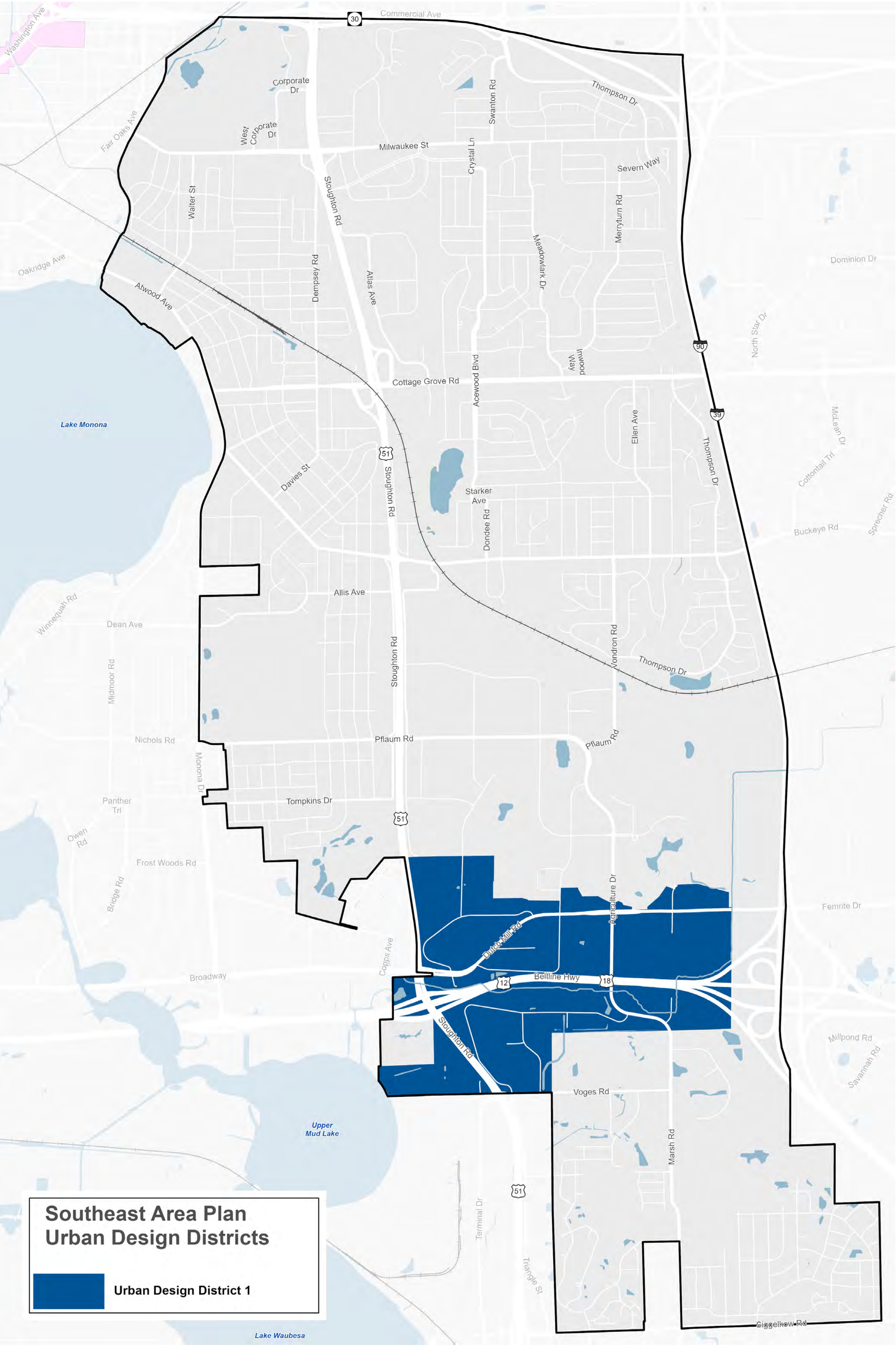
The Southeast area serves as a gateway to the City, with the intersection of Interstates 39/90 and 94 and the intersection of USH 51 (Stoughton Road) and USH 12&18 (Beltline Highway). These intersections present the initial impression of the City, underscoring the importance of recommendations that enhance the area’s distinct character. The proposed recommendations aim to fortify the area’s identity by expanding inclusive placemaking and fostering more accessible, safe, and welcoming community spaces.

What We’ve Heard

- More youth spaces and opportunities
- More neighborhood gathering spaces (Third Spaces) and events
- Need for affordable art spaces and more public art in the area

Action Summary

- 1. Evaluate Urban Design District #1 (UDD #1)** as part of the citywide UDD review process and ordinance update, giving consideration to the following:
 - a. Separate the portion of UDD #1 located along the Beltline from the portion of UDD #1 located along John Nolen Drive.
 - b. Evaluate the eastern portion of UDD #1 boundaries and or design provisions along the South Beltline Highway and adjacent properties after WisDOT’s US 51 (Stoughton Road) South Study has been completed
- 2. Include permanent and/or temporary exhibits and placemaking elements into public infrastructure projects** and along gateway corridors and commercial core areas, including Sidewalk Poetry and Utility Box Art Wraps.
- Buildings fronting Commercial Core areas shown on the GFLU Map should be set back the minimum distance required by zoning to **create an engaging and walkable street frontage.**
- 4. Establish place-making/public art that builds neighborhood identity** through signage, landscaping, public art, and community storytelling projects.
 - a. Possible locations include: locations impacted by the Butter Fire of 1991, Radar Hill in Hiestand Park, pedestrian underpasses and overpasses of Hwy 30 and S Stoughton Road, bus stops, water tower on Spaanem Avenue, along multiuse paths, and in parks.
- 5. Improve the Southeast Area’s primary gateways** at Highway 12/18 and S Stoughton Road and Interstate 30 and S Stoughton Road. Enhancements may include:
 - a. Encourage and facilitate the design of higher-density buildings at these key intersections to enhance appearance and create a sense of enclosure.
 - b. Consider Public Art opportunities as gateway elements.
- 6. Support emerging creative entrepreneurship**
- 7. Inform owners of properties of historic interest identified in this Plan of their potential eligibility for having their property listed in the National Register of Historic Places and/or as a Madison Landmark, and the benefits of those designations.**



Introduction

Natural resources, open spaces and parks are major features in the Southeast area, and were frequently mentioned as what makes the area special. There are 26 parks covering 465 acres in the Southeast area, addressing passive and active recreational needs of the community with a diversity of park types and scales.

Large commercial and employment areas, as well as extensive wetland contribute to a lower overall canopy coverage in the Southeast area. Tree Canopy covers 22% of the Southeast area.

What We’ve Heard

- Add trees along length of Highway 51 and other major streets to provide shade and curb speeding,
- Add and protect greenspace, would like a thoughtful approach to future tree canopy
- Increase park access and improve facilities in existing parks

Action Summary

1. **Complete and implement the Park Development Plans for the neighborhood and mini-parks.**
 - a. As Parks develops its park development plans for the Southeast Area, uses for new parkland should include both passive and active recreation opportunities.
 - b. **Improve existing park areas, bike paths, and walking paths** to provide a wide range of recreational activities for neighborhood residents.
 - c. Improve and/or **upgrade park equipment, access, benches, and shelter at Honeysuckle Park.**
 - d. Add **park amenities to McGinnis Park and other mini-parks that are lacking**

Hiestand Park

2. Develop a Master Plan that includes the following improvements:
 - a. Support development of a **winter disc golf course**
 - b. **Install lighting** with timers on **athletic fields and basketball courts** to extend playable hours.
 - c. **Renovate the park shelter in Hiestand Park to create a community patio design concept** that could include durable outdoor games, swinging benches, and other amenities.
 - d. **Improve signage** to distinguish walking trails from the disc golf course.
 - e. **Add wayfinding signage/ information kiosk.**

Olbrich Park

3. Advance **improvements, including the Biergarten, new beach house, and parking lot/basketball court renovations.**
4. Explore options for **expanding the botanical gardens to the east across Starkweather Creek** or to the west as part of the upcoming master plan.
5. **Address parking pressures at Garver and Olbrich**
6. Evaluate options for dredging or relocating the boat launch.

Starkweather Park

7. **Integrate findings from the 2025 Parks planning process** and account for land deed restrictions on access paths.
 - a. Consider the potential addition of a dog park.
 - b. Enhance public access and experience for park and multi-use path users, and watercraft recreationalists along Starkweather Creek.
 - c. **Add benches along Starkweather Creek.**

Monona Golf Course

8. Evaluate options to renovate or replace the clubhouse, with the long-term goal of creating a more community-oriented space.
9. Consider surplusng Quaker Park on Buckeye Road and explore agreements with the school for shared use facilities.

Glendale Neighborhood:

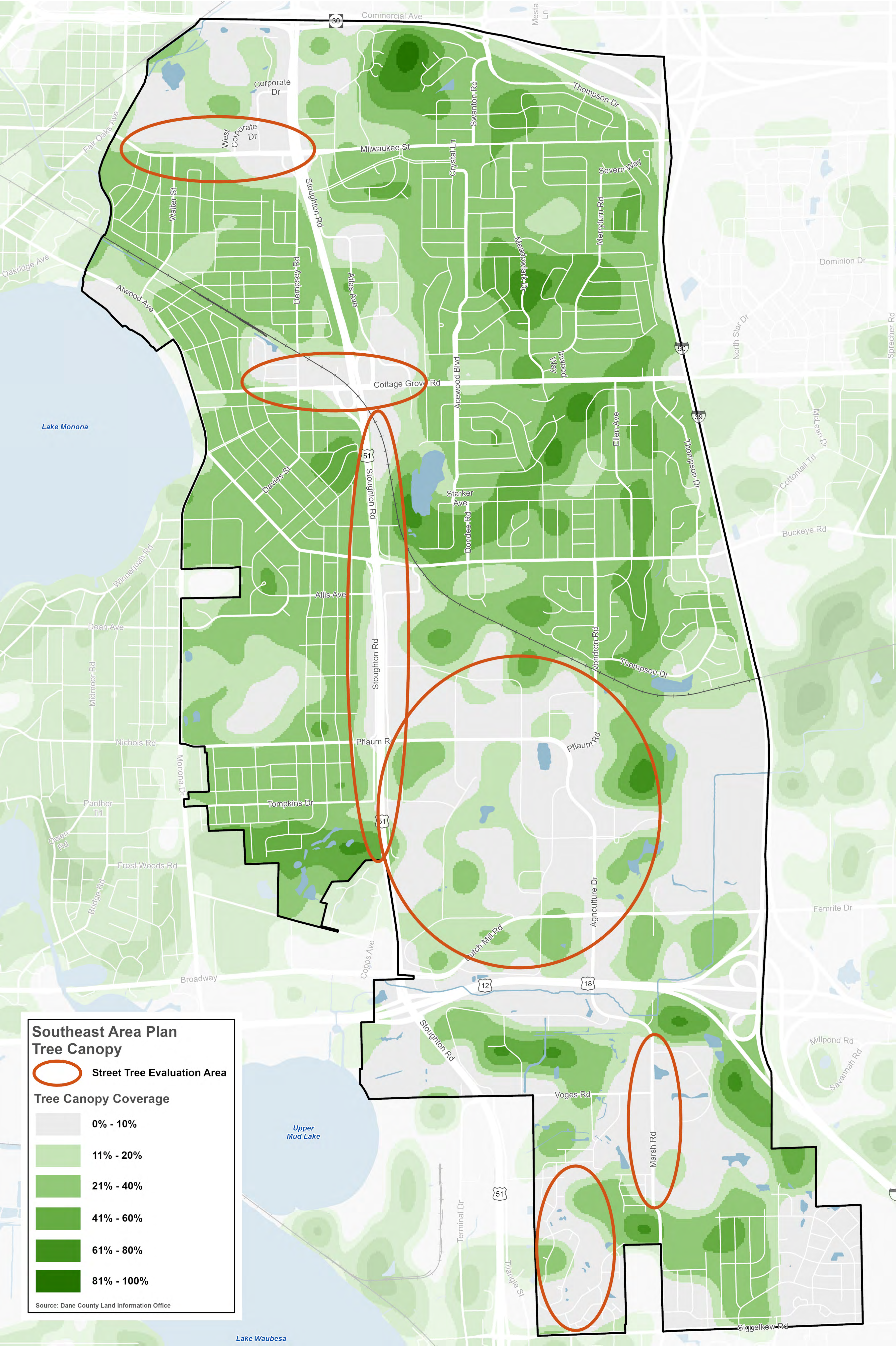
10. Address the deficiency in park space near Virginia Henderson Elementary School by exploring partnerships with MMSD, acquiring properties, or creating a mini-park/play area (at the end of Woodland within Edna Taylor Park).

Trees and Canopy Coverage

11. Evaluate the Cottage Grove Road boulevard and Acewood Boulevard for **potential street tree planting sites** that reduce speeding, with an emphasis on expanding canopy coverage along corridors.
12. **Increase overall tree canopy** in the Southeast Area by prioritizing plantings in areas with limited shade or high pedestrian activity, while also adding and protecting greenspace.
13. **Prioritize the planting and retention of trees and minimize the amount of impervious surfaces along Stoughton Road, Hwy 30, and industrial areas** by utilizing existing tree planting programs like the Leaf Them Alone ordinance.

Stormwater Management and Flood Reduction

14. Consider Herptile relocation program for Acewood Pond when the pond is dredged
15. Implement recommendations of the City’s Starkweather Creek and Pennito Creek Watershed Studies.
16. Include rain gardens on city owned property where possible during street reconstructions.



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Green & Resilient



Introduction

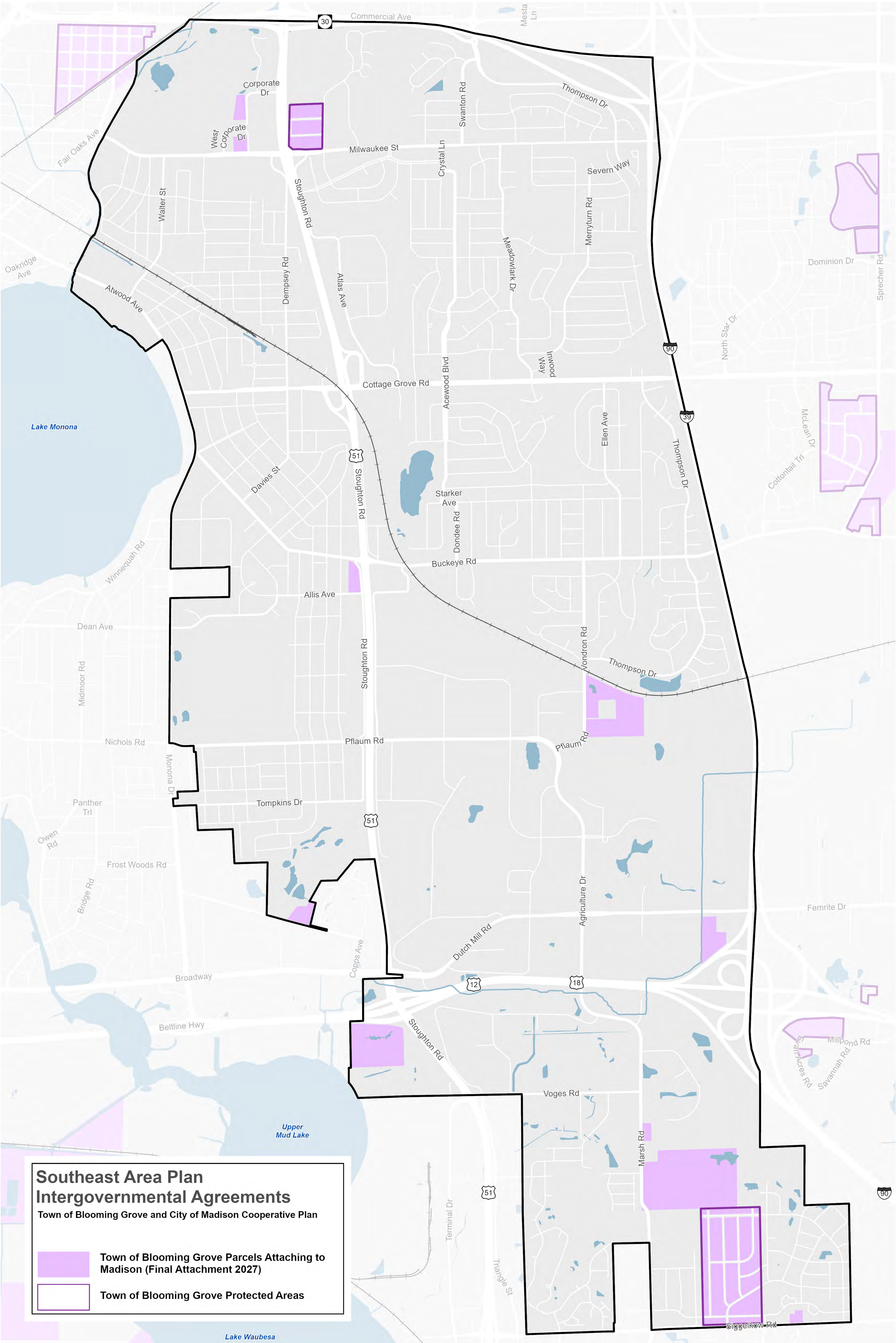
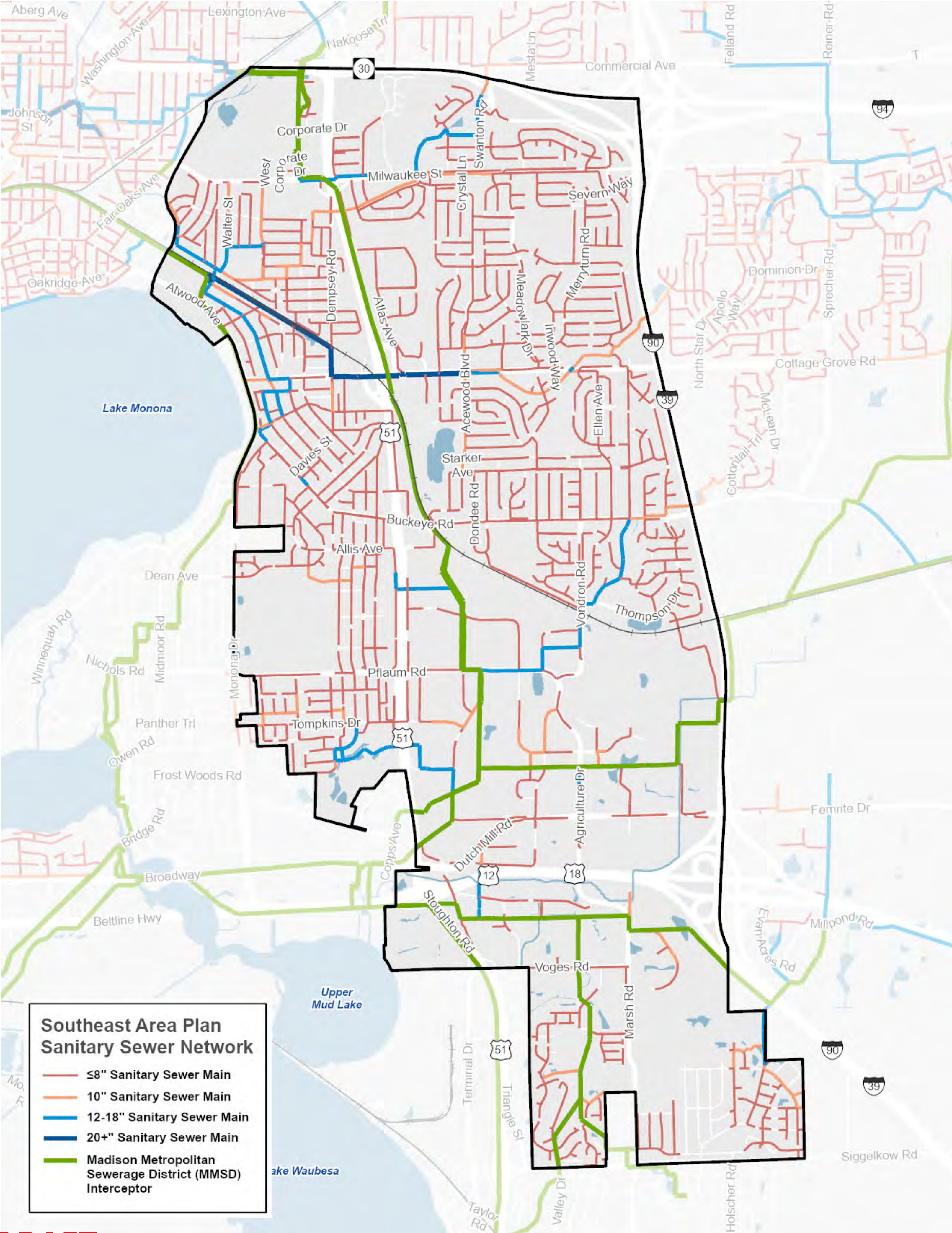
The Southeast area is largely developed. With that has come the full complement of government services, such as police and fire protection, reliable utilities, waste management, snow removal, libraries, and neighborhood centers. The City will continue to provide a full range of services to all neighborhoods, while optimizing where community facilities are located in the Southeast Area and surrounding areas to balance provision of services with the long-term costs to operate facilities and the growing and changing population of the Southeast area.

What We’ve Heard

- Have a smooth transition of municipal services when the final attachment of the Town of Blooming Grove occurs in 2027.
- Work with Monona to connect bike paths and bus routes.

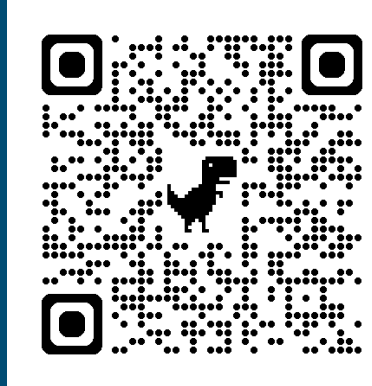
Action Summary

1. Review sanitary sewer capacity needs related to anticipated development/redevelopment and pair capacity upgrades with road construction projects where possible.
2. Amend the Central Urban Service Area to include properties not currently in the Central Urban Service Area (April Hill subdivision, Wingra Quarry property, and QRS property).



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Effective Government



Introduction

These recommendations aim to enhance safety, address housing and homelessness challenges, and mitigate noise and air quality issues in the Southeast area, ultimately improving the quality of life for residents and fostering a more vibrant and sustainable community. To implement these recommendations, it will be essential to engage with the local community, relevant city departments, and other stakeholders to ensure a collaborative and effective approach.

What We’ve Heard

- There is speeding and unsafe driving on some area roads, which makes walking and biking unpleasant.
- Low lighting along some streets and park areas.
- Pockets of gun violence and stolen cars exist in the area.
- Activities for teenagers are lacking.

Action Summary

Speeding and Pedestrian Safety

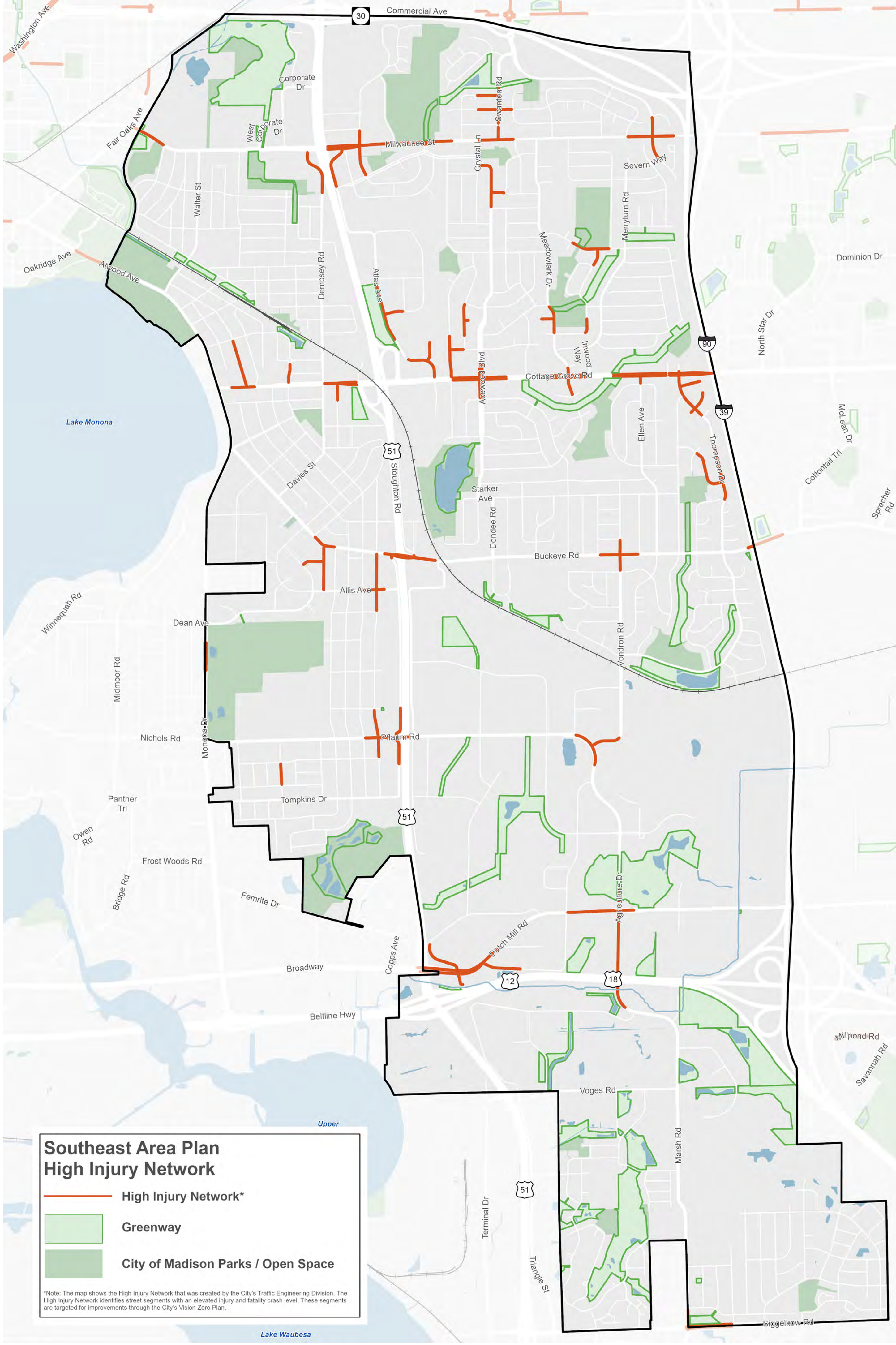
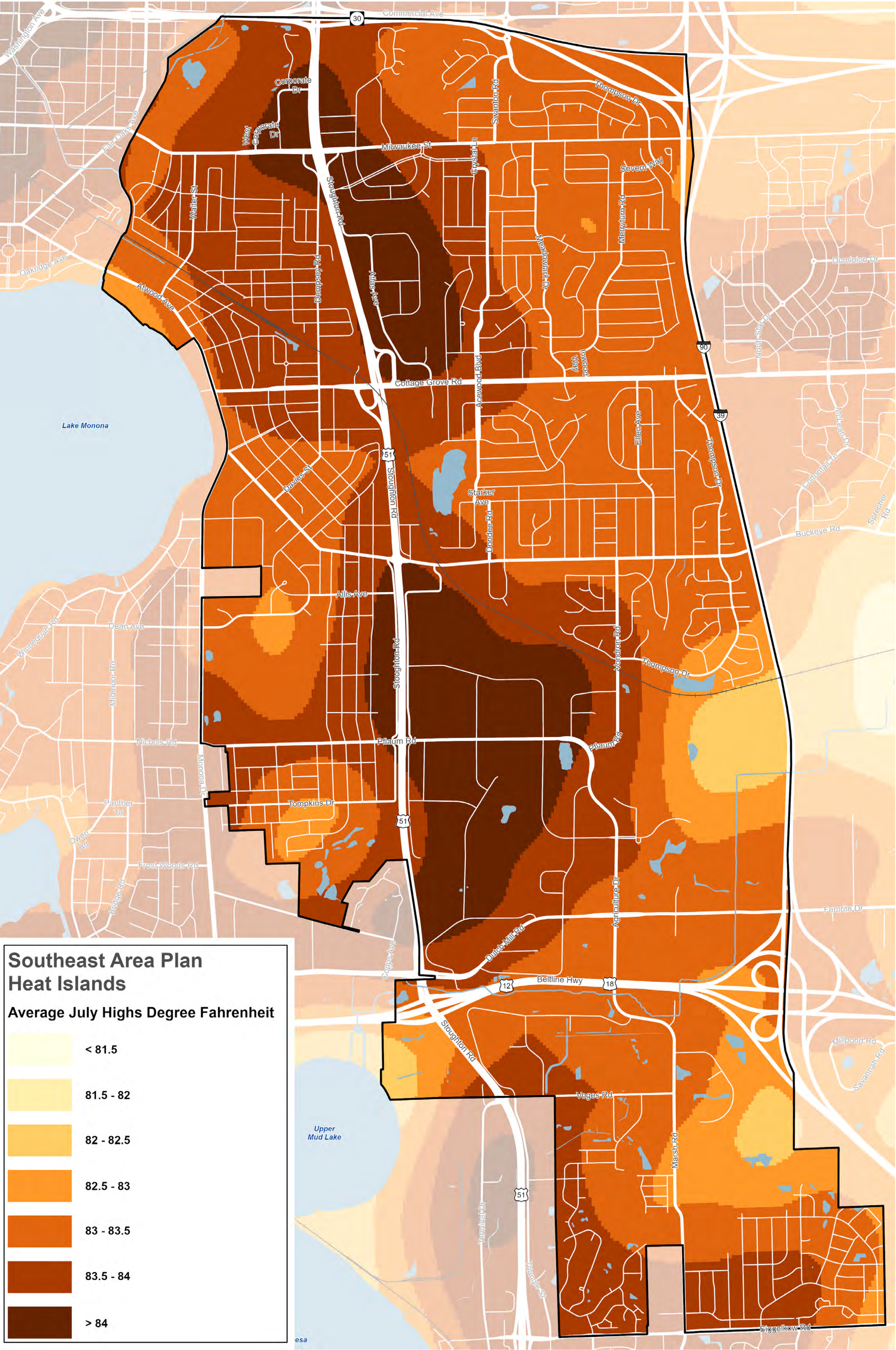
1. **Conduct Vision Zero speed analyses, increase traffic enforcement, and explore further traffic calming improvements** like road diets, speed bumps, and other measures on and other areas where people walk frequently and feel endangered and/or are part of the City’s High Injury Network map).
2. **Improve the safety of pedestrian crossings along major arterials** as discussed in the transportation section by adding bump outs, continental crosswalks and Rapid Flashing Beacons.

Noise Pollution

3. Where not already required by State Statute, encourage any new residential buildings within 200 feet of Stoughton Road and Highway 30 to use materials and insulation that keep interior noise levels below 52 decibels as per state code TRANS 405. Design sites to shield outdoor spaces from noise above 67 decibels. Developments near these highways should follow setback and noise regulations outlined in Wisconsin statutes (TRANS 233, TRANS 405), and Madison General Ordinances Section 16.23.

Environmental Health and Safety

4. Pursue an additional cooling center in the Southeast area.
 - a. Cooling Centers need (Pinney Library, East Madison/Monona Coalition of Aging)
5. **Use existing tree canopy and light data to conduct light inspections** along dark areas of Milwaukee Street, Meadowlark Drive, Pflaum Road, E Buckeye Road and other areas with inadequate light levels, especially near schools and parks, following City policy to add streetlights, trim trees, or pursue other measures.



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Health & Safety



Introduction

The City receives federal funding** to support community development initiatives primarily benefiting low- to moderate-income residents. A portion of this funding is used to connect with residents in these areas to plan for and implement projects and activities that enhance the quality of life in their neighborhoods. These areas are defined by the U.S. Department of Housing and Urban Development and are eligible to receive federal funding to implement recommendations through the Community Development Block Grant (CDBG) program.

While Area Plans focus on guiding physical changes over a large area, CAS recommendations focus on specific neighborhoods and include additional topics such as:

Capacity Building: Enhancing the ability of individuals, organizations, and communities to effectively advocate for their needs and implement relevant projects and activities, and also providing information to community members about public services, programs, and projects that could affect them.

Community and Stakeholder Relationships: Building relationships between the City and community that are open, understanding, and cooperative helps ensure a more inclusive and responsive approach to plan implementation. Such relationships are built over time and can be powerful catalysts for carrying out community-based recommendations for things like business improvement districts, neighborhood-oriented destinations, and community gatherings.

Small Scale Physical Improvements: Modest enhancements to specific sites such as street infrastructure, green spaces, public facilities, art installations, traffic calming, community clean-up initiatives, or other community programming. These improvements aim to enhance local aesthetics, functionality, and community engagement.

Prioritization List

Project Rank	Community Action Project	Potential Location
1*	Splash Park - Parks Division	• Hiestand Park
2	Traffic calming/safety (lighting/cameras, speed management, crossing improvements) - Traffic Engineering	• Thompson • Thompson/Swanton • Milwaukee/Walbridge • Hiestand Park
3	Better restroom facilities - Parks Division	• Hiestand Park
4	Path linking Honeysuckle Park and Hiestand Park - Engineering Division	• Greenway between Hiestand and Honeysuckle Parks
5	Lighting in Hiestand parking lot - Parks Division	• Hiestand Park
6	Information Kiosk	• Hiestand Park

* Splash park is outside of the scope and budget of a CAS project. The recommendation will be forwarded to the Parks Division for consideration.
** Due to changes in the Federal Government it is unkonwn at this time if there will be funding available for Southeast Area Plan CAS projects.

