



Department of Planning & Community & Economic Development

## Planning Division

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To: Housing Strategy Committee  
From: Jeff Greger, Angela Puerta, Kirstie Laatsch  
Re: South Madison Plan (SMP)

### Project Background

Planning staff began a planning effort to update the *2005 South Madison Plan* in September of 2019. Multiple public input sessions were held in the fall and winter of 2019 to discuss issues and opportunities in South Madison. A market study consultant was hired to prepare a market study for the planning area.

March of 2020 public engagement efforts were paused due to the COVID-19 Pandemic. During the pause, based on public feedback and guidance from the Mayor's Office, the Plan focus was changed from a neighborhood plan to an action plan. The action plan uses three guiding principles to evaluate strategies and recommendations found in the plan document: anti-displacement and gentrification, community wealth building, and opportunities to thrive.

March of 2021 public engagement restarted primarily in a virtual format via Zoom, but as the year has progressed staff has been able to hold limited in-person engagements. Since restarting the planning effort, the [South Madison Market Study](#) has been completed and reviewed with the South Madison community, strategies and recommendations have been developed and reviewed, and focus area concept plans have been developed and reviewed.

Staff met with an interagency staff team on September 20 to review the draft document. A series of public meetings were held on September 29 and 30 (two Zoom meetings, one in-person meeting) to review the document and solicit feedback. Staff developed a survey to gather more in-depth feedback on the Plan from the community. The three-week public comment period on the draft *South Madison Plan* closed on October 18.

### Community Issues and Concerns

Below is a list of the top community issues and concerns that relate to the [South Madison Plan](#) (see Plan appendix):

#### Displacement/Gentrification

- Preserving single family homes
- Need for additional opportunities for community wealth building, affordable housing

- Need opportunities to age in place in South Madison
- Preserve the mobile home park
- Adding retain and increase local businesses/Black and Brown businesses to community
- Preserve affordable spaces for businesses, preserve existing local businesses
- Provide spaces for neighborhood serving retail

#### **Community Center**

- Need for neighborhood gathering space
- Youth programing
- Senior programing

#### **Affordable, quality childcare**

#### **Improve bicycle/pedestrian infrastructure**

- Create east/west bike route
- Create north/south bike route
- Extend Cannonball Path

#### **Improve Connectivity**

- Between neighborhoods
- Railroad and major road corridors barriers

#### **Parks**

- Improve access
- Need for amenities/equipment
- Programing for youth and seniors

#### **Improve lighting for pedestrians**

#### **Transit Service**

- More frequent transit service
- Service for 3<sup>rd</sup> shift workers

#### **Plan Highlights**

The *South Madison Plan* is an action plan that uses three guiding principles: **anti-displacement and gentrification**, **community wealth building**, and **opportunities to thrive** to evaluate the plan strategies and recommendations. The plan focuses on curbing displacement of residents and local businesses, curbing the forces of gentrification, and preserving the culture of South Madison. The Plan also focuses on building equity, housing, and employment.

The following is a summary of major Plan recommendations.

#### **Economic Development**

- Create a City-community communication and implementation structure to oversee, monitor, and leverage investments in South Madison.
- Build the local economy and small businesses to improve community wealth and self-sufficiency.
- Raise awareness, participation, and support that culture and heritage are integral to a strong economy and quality of life.

### **Equitable Access and Community Capacity Building**

- Support access to local and affordable fresh food.
- Expand and improve community programming for youth.
- Enhance internet communication alternatives.
- Expand City accredited childcare sites in South Madison.

### **Housing**

- Support community wealth building by increasing homeownership opportunities.
- Increase and retain overall housing affordability.
- Increase housing choice.
- Continue to partner with and support the network of non-profits and other organizations addressing housing issues.

### **Land Use, Transportation, and Parks**

- Improve transit service, especially to peripheral employment and residential locations, with a focus on reducing the travel time for transit-dependent populations.
- Expand and improve pedestrian and bicycle networks to enable safe and convenient active transportation.
- Concentrate the community-benefiting development along transit corridors and within/near Focus Areas.
- Identify areas for new or expanded parks

### **South Park Street Corridor**

- Cluster businesses in key locations along South Park Street to create retail nodes for the neighborhood.
- Improve pedestrian facilities along South Park Street.
- Provide additional opportunities for off-street public parking.
- Improve safety for pedestrians and vehicles along South Park Street.

### **Addressing displacement, gentrification, community wealth building**

Residents in South Madison are experiencing displacement and gentrification in their neighborhoods today and there are few opportunities for wealth building.

South Madison has some of the most affordable rents in Madison, but it also saw rapidly increasing rents between 2010 to 2017. Because the neighborhood's housing stock consists of approximately 75% rental units, an objective of this Plan is to build more owner-occupied units where financially feasible.

Throughout the planning process, residents voiced the need to combat gentrification and displacement in addition to increasing homeownership. In the 1930s, racist redlining practices and other discriminatory housing practices caused long-term effects like segregation and racial inequality across Madison and the South Madison area in particular (this is described in more detail in the Past, Present, and Future chapter of the Plan).

This Plan aims to address some of these historical wrongs by focusing on creating opportunities for community wealth building through homeownership for Black, Indigenous, and people of color (BIPOC) and addressing displacement (See Thorstad Focus Area Concept in the Land Use, Transportation, & Parks chapter).