

Southeast Area Draft Recommendations



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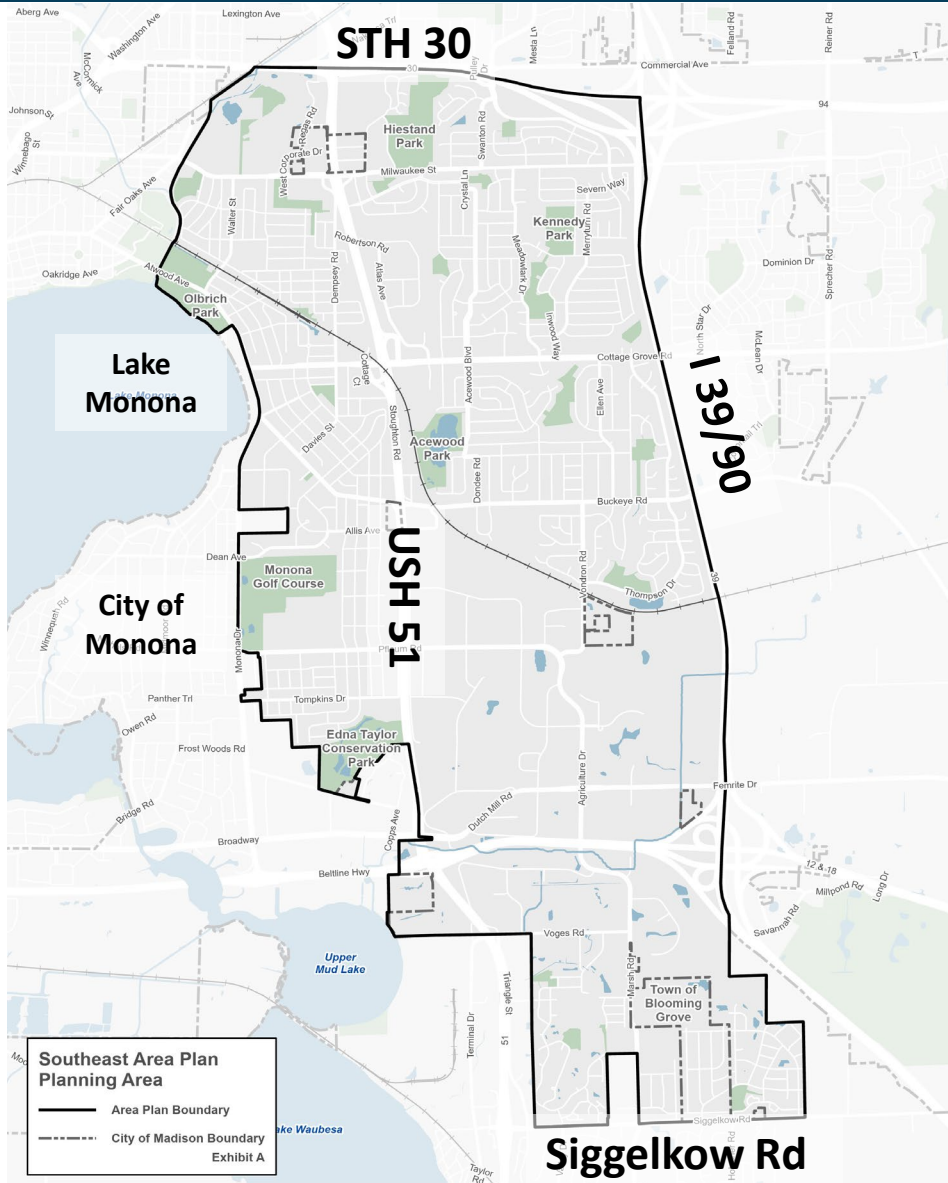
Board of Park Commissioners Meeting: December 10, 2025

Agenda



- Background and Public Engagement summary
- Draft Actions
 - Green and Resilient
- Feedback on Draft Actions
- Timeline

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

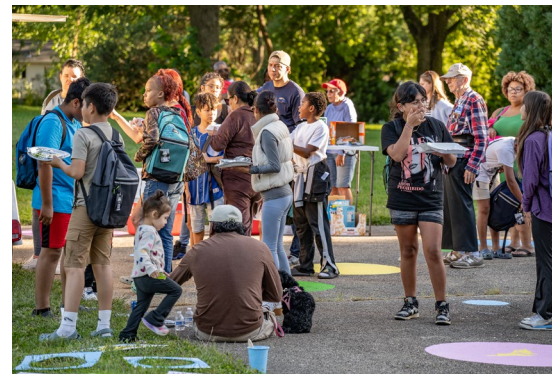


CAS Events – Hiestand and Honeysuckle Parks



Community Action Strategy Event

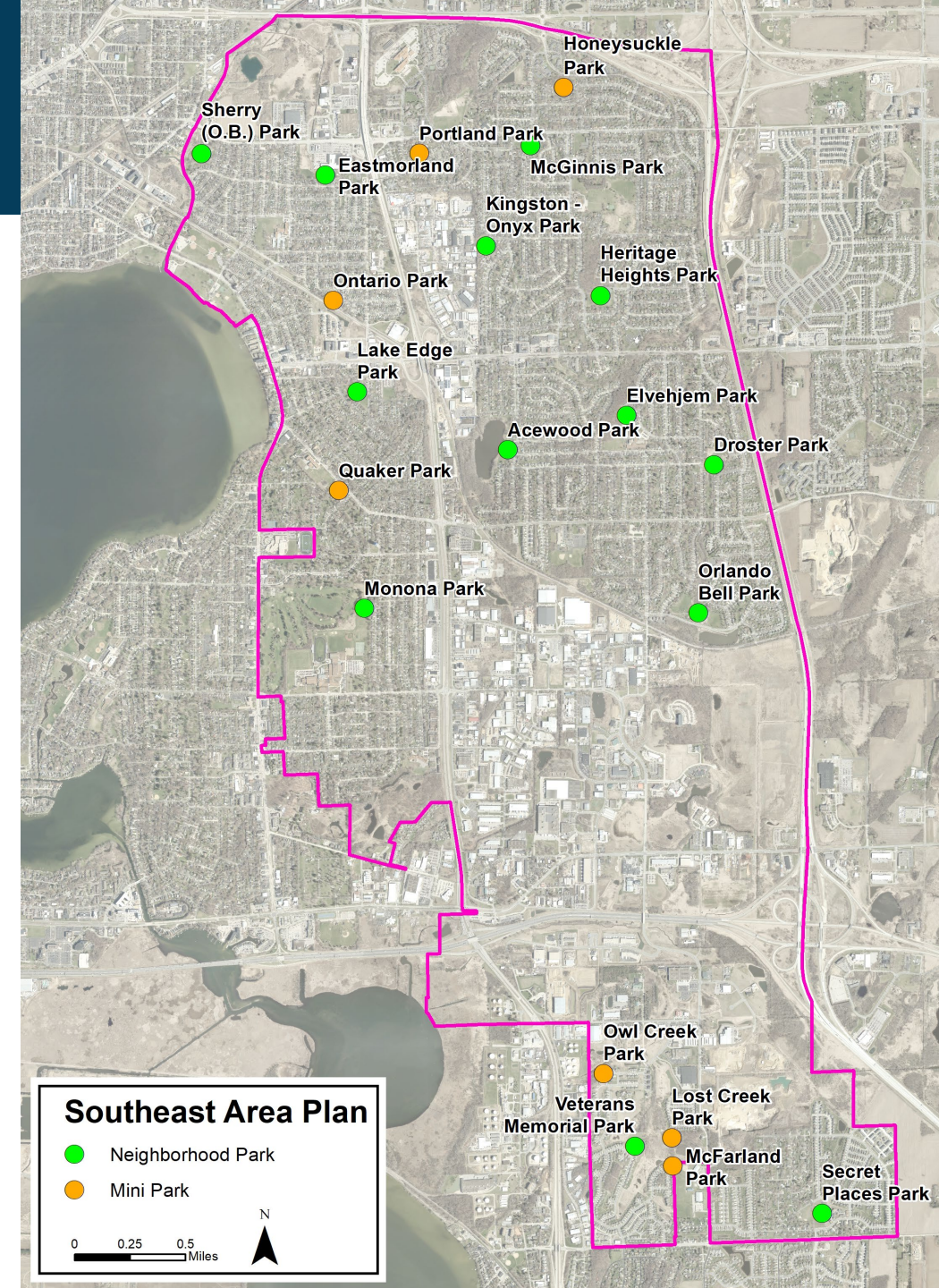
- Painted basketball courts
 - Wildlife theme
- Backpack & school supply giveaway
- Gathered feedback on potential CDBG funded projects for Hiestand Neighborhood



Green & Resilient: Parks

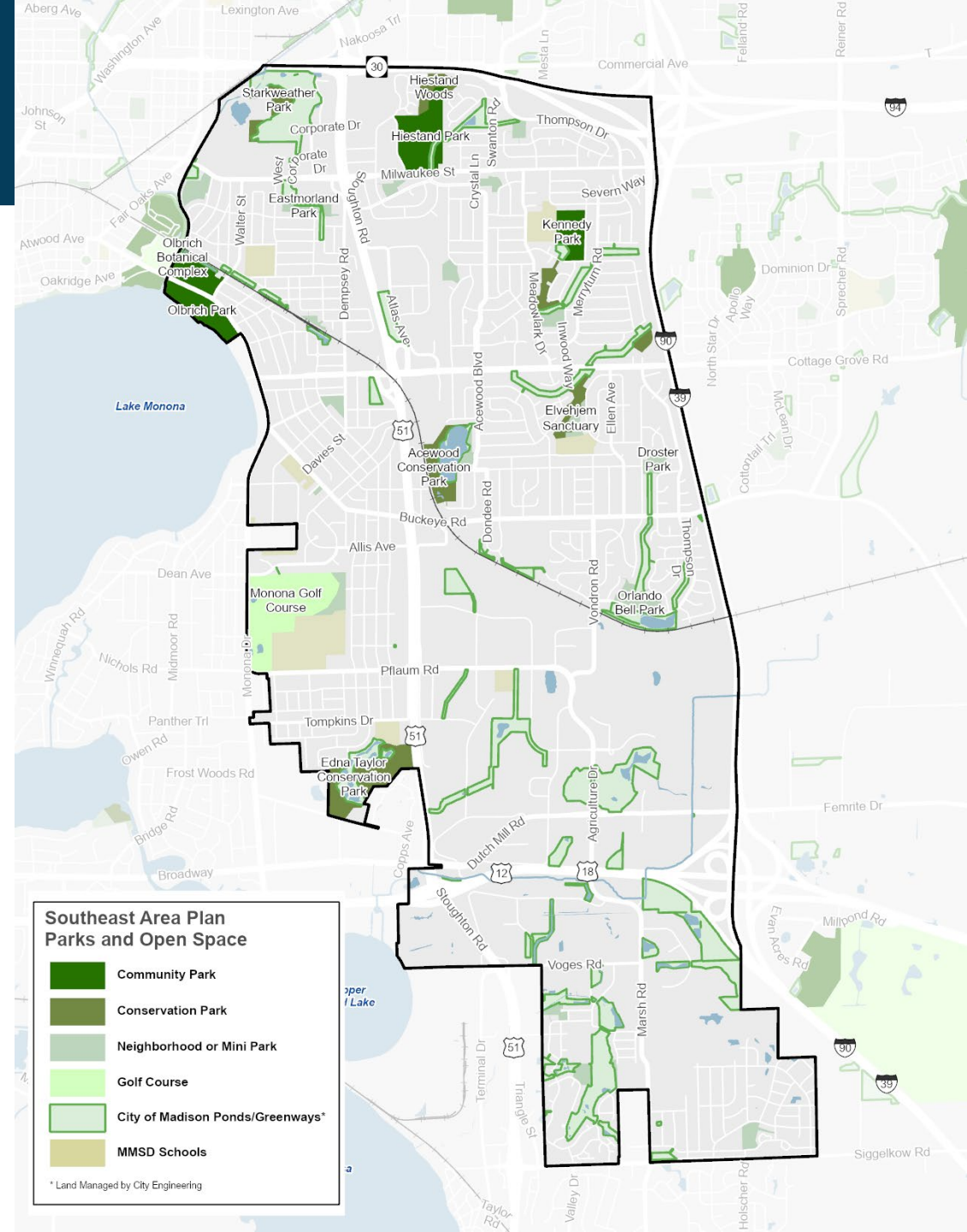
What we heard:

- 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



Green & Resilient: Parks

- Complete Park Development Plans and incorporate amenities like bike facilities, upgraded park equipment, benches, and shelters.
- Develop a master plan for Hiestand Park that includes lighting for athletic fields and courts, a renovated shelter, wayfinding signage.
- 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).
- 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.



Feedback on draft Actions



- Love the idea of an info kiosk, better lighting at Hiestand and Honeysuckle Parks.
- Support the evaluation of options to renovate or replace the clubhouse, with the long-term goal of creating a more community-oriented space.
- More biodiversity of tree plantings.
- I would love to see more fruit trees at parks/urban foraging options.

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

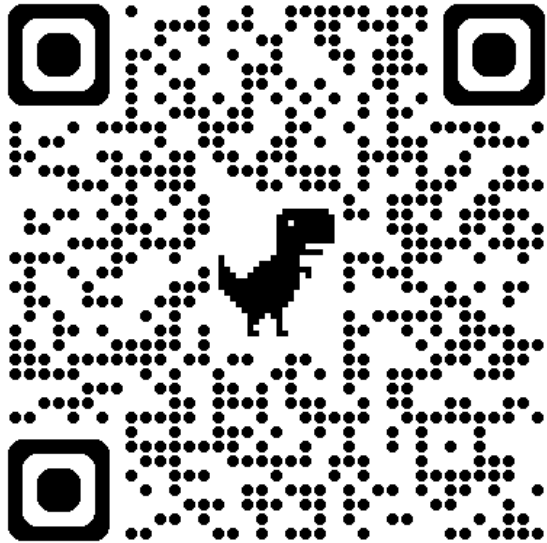
APR - MAY

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 action 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

Southeast Area Plan Discussion Points



- Does the Commission agree with the draft Actions?
- Is there anything you think we missed?
- Do you have additional comments or questions?