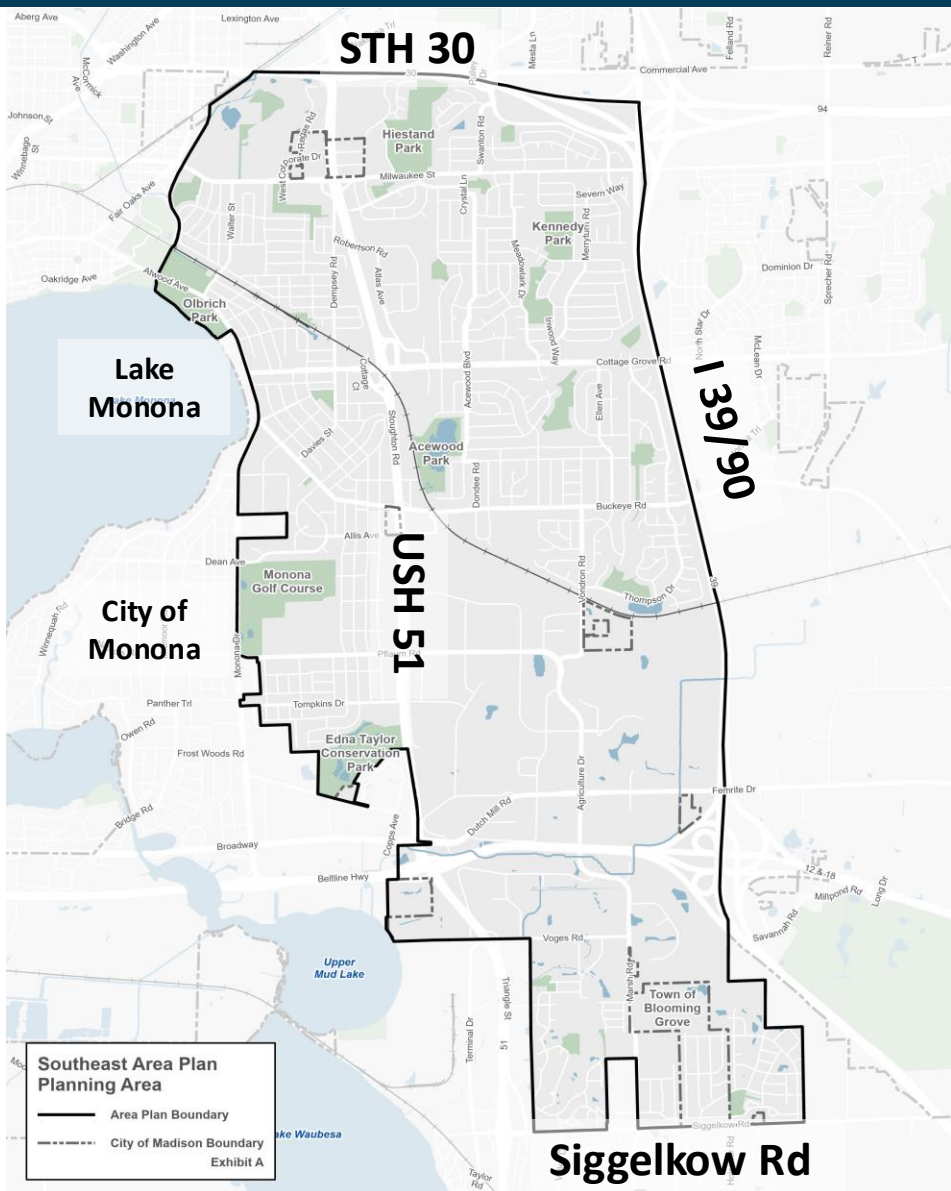


Southeast Area Plan



Urban Design Commission: May 20, 2026

Southeast Area



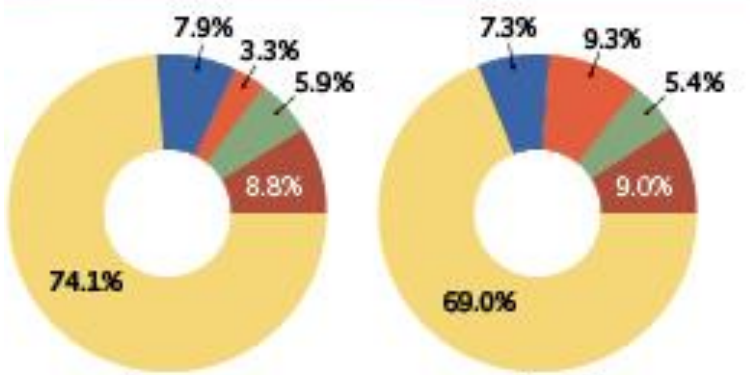
Population

Southeast Area 25,366 **City of Madison** 274,622

1 person icon = 10,000 residents



Racial and ethnic composition



Timeline



Planning Process and Public Engagement



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, Art Workshop
- Neighborhood walk
- Business Walk
- PC and TC check-ins (June, Aug)
- CAS events at Hiestand and Honeysuckle Parks



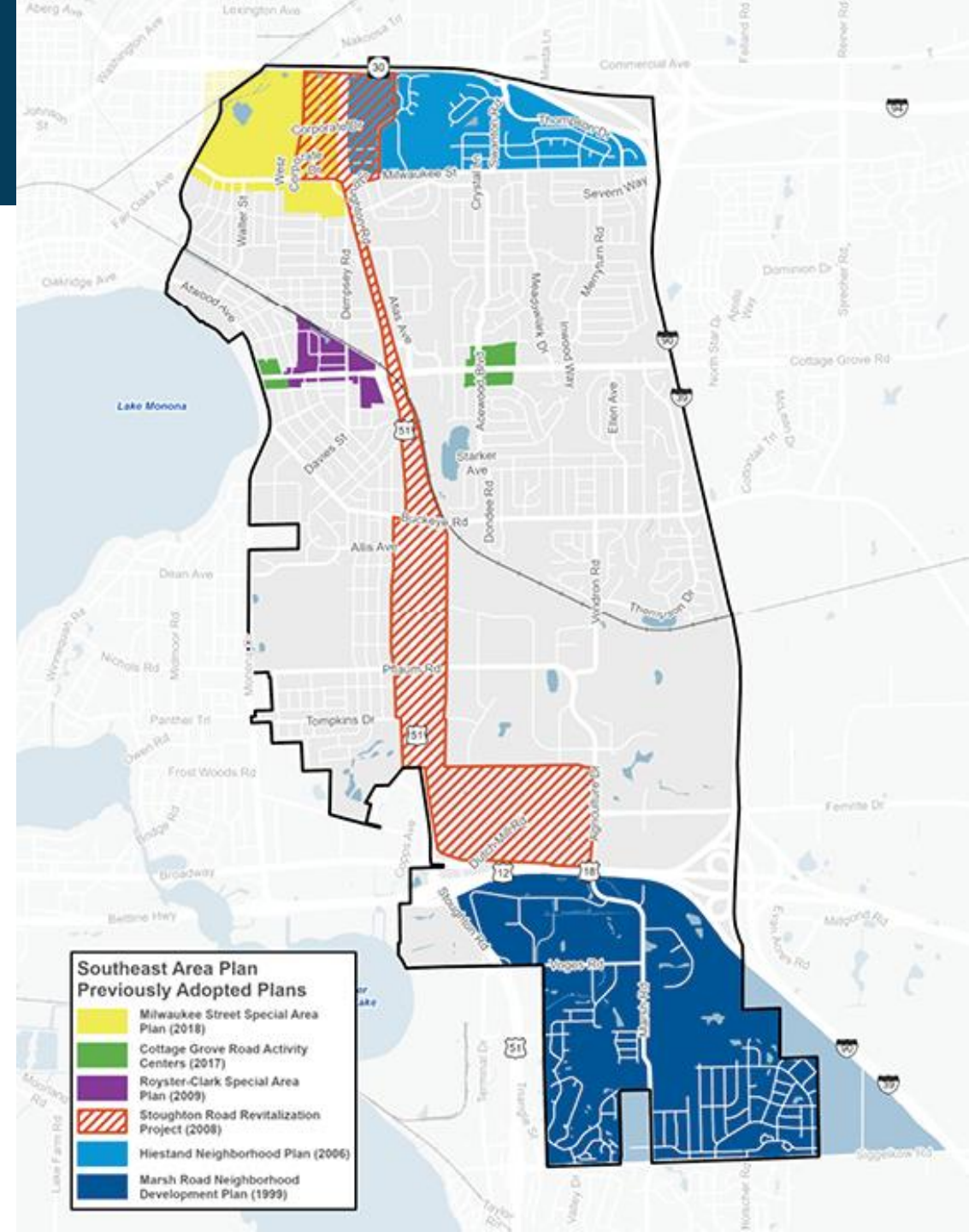
Comments on the Draft Plan



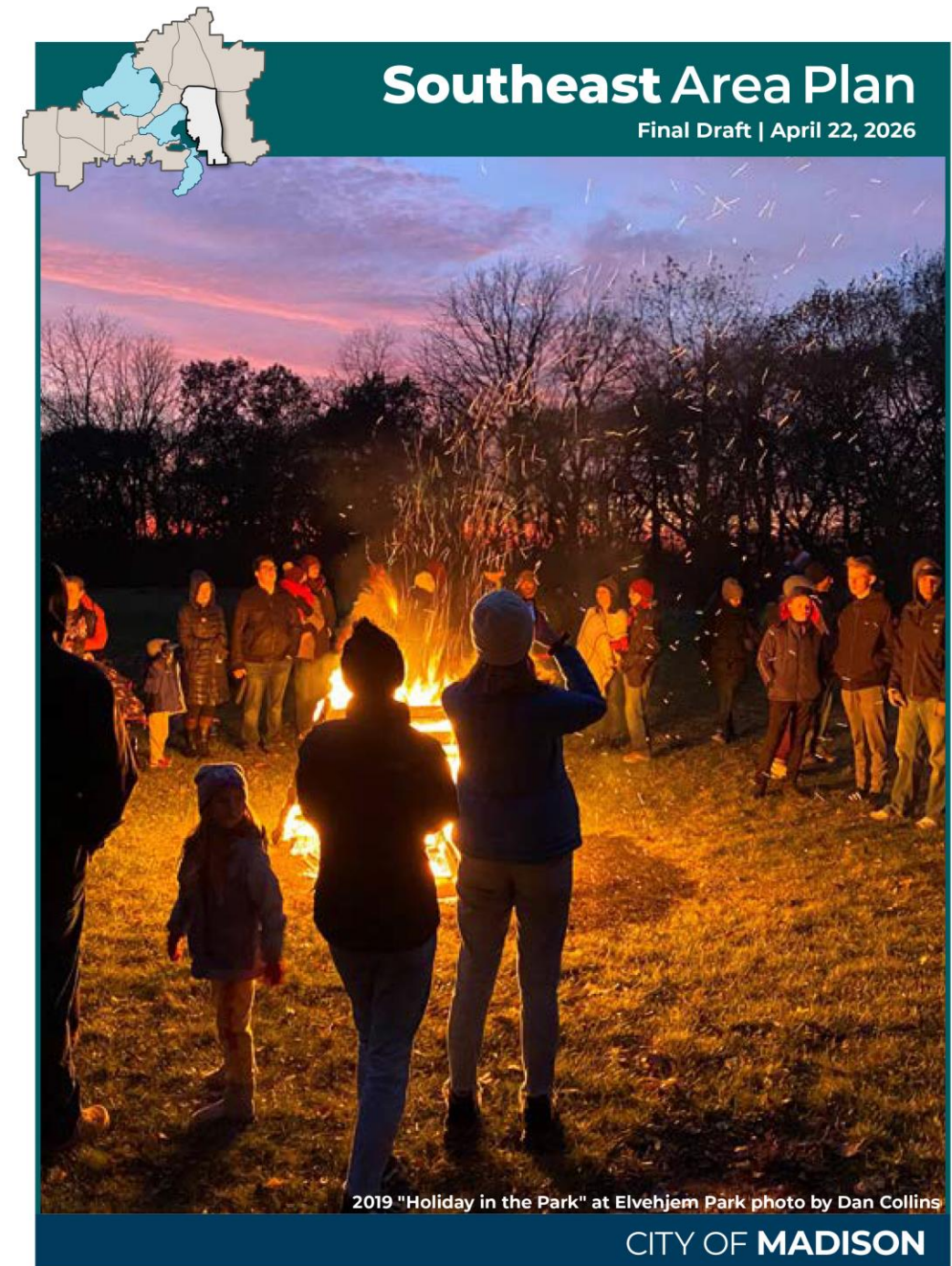
- Support mixed-use zoning and **denser residential options**, especially in areas currently zoned as commercial or along major corridors. Examples: Milwaukee Street, Buckeye Road, Cottage Grove Road
- Concern about **pedestrian and bicycle safety**, especially near schools and major corridors like **Stoughton Road**
- Support **sidewalk** installation where none exist, especially on student walking routes
- Want to **reduce isolation** and **improve access** to amenities and places for emergencies
- Want more youth-focused spaces, programming, and **gathering spaces within residential areas**
- Support revitalizing **Milwaukee Street** with mixed-use destinations, local amenities, dining, entertainment, and small business clusters

Draft Plan Format

- Existing plans to be archived with adoption of South Area Plan
- Incorporated relevant recommendations into Southeast Area Plan



Draft Plan Format



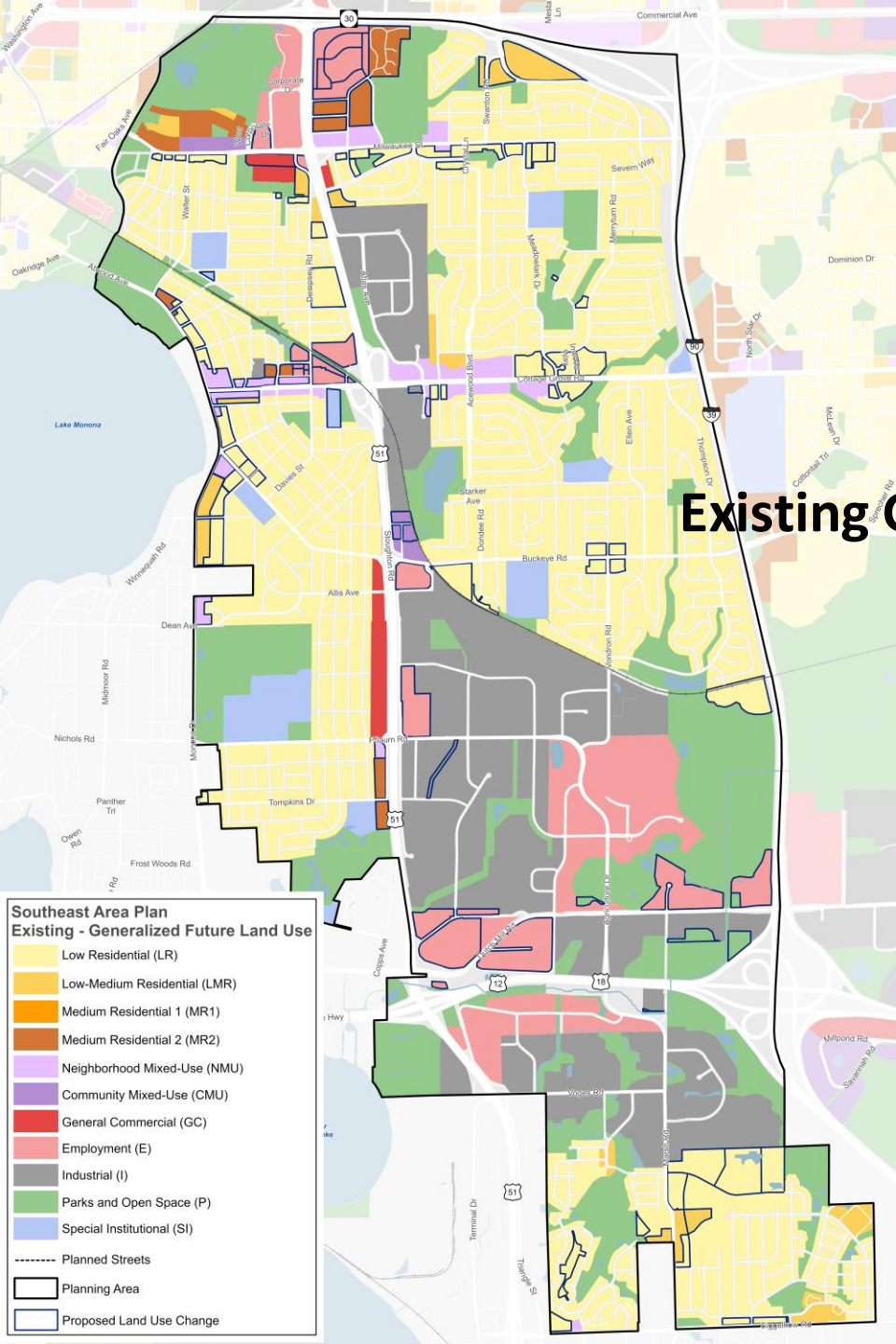
Chapters



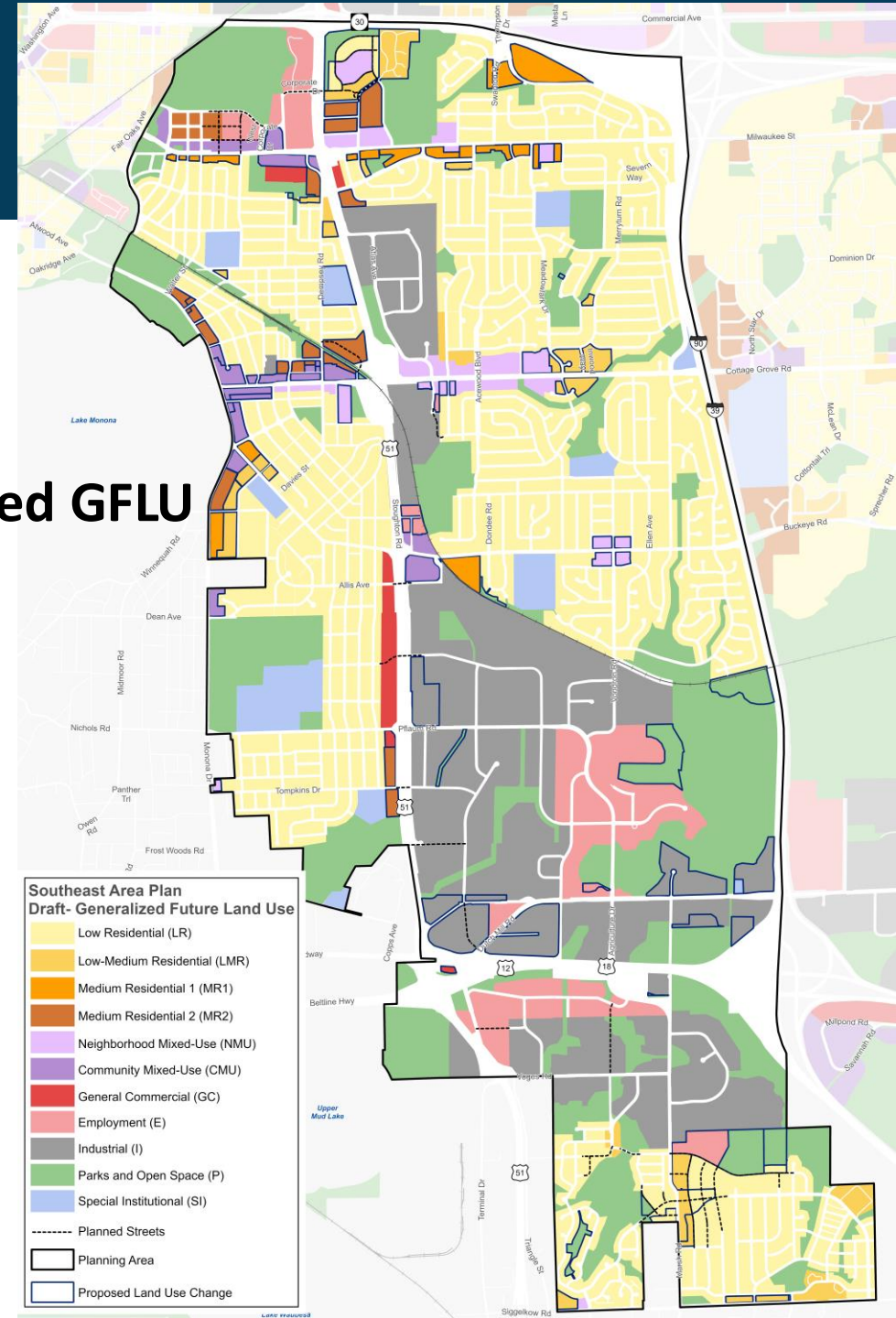
Chapter Contents

- What we heard
- Actions – led by the City
- Partnerships

Proposed Land Use Changes



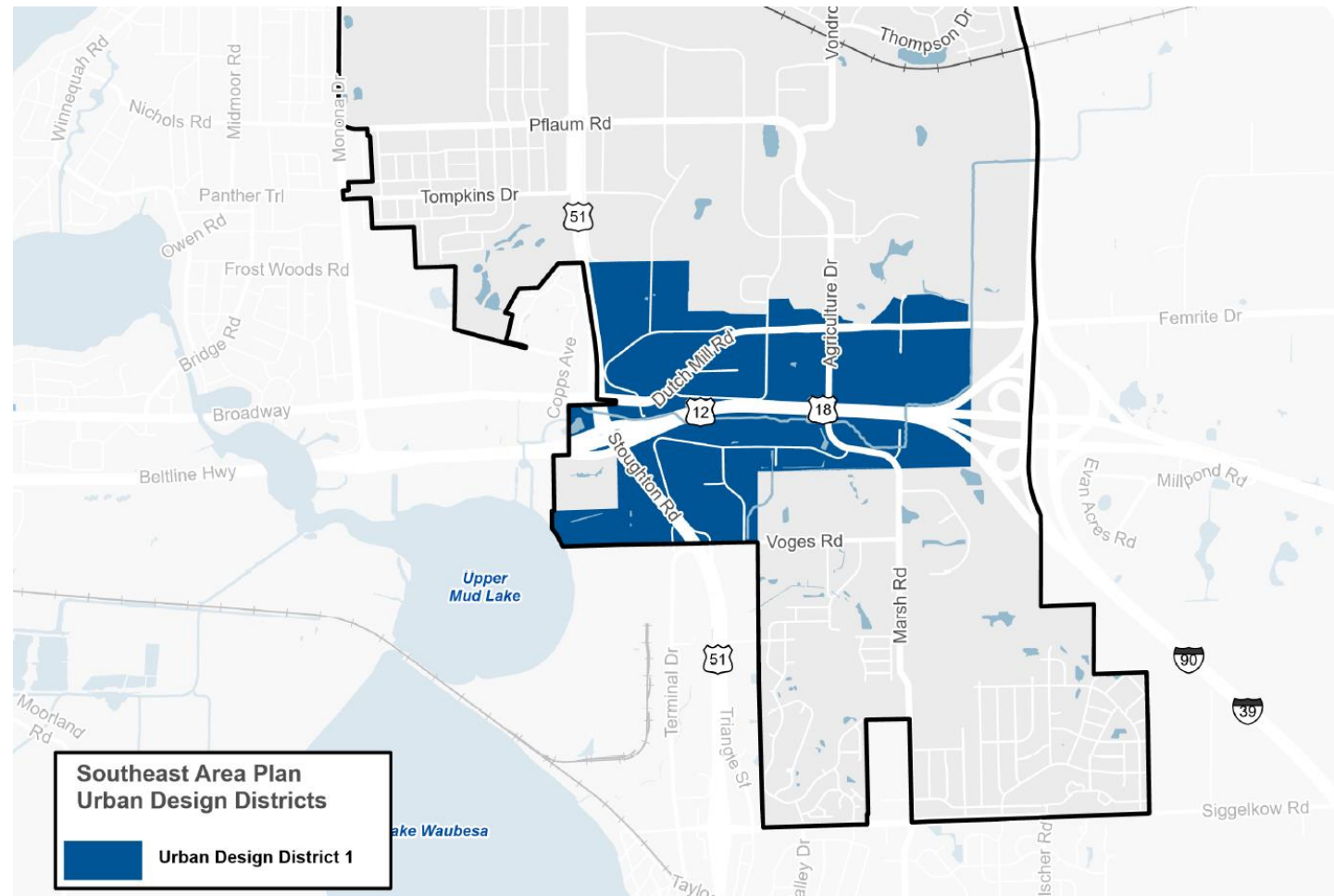
Proposed GFLU



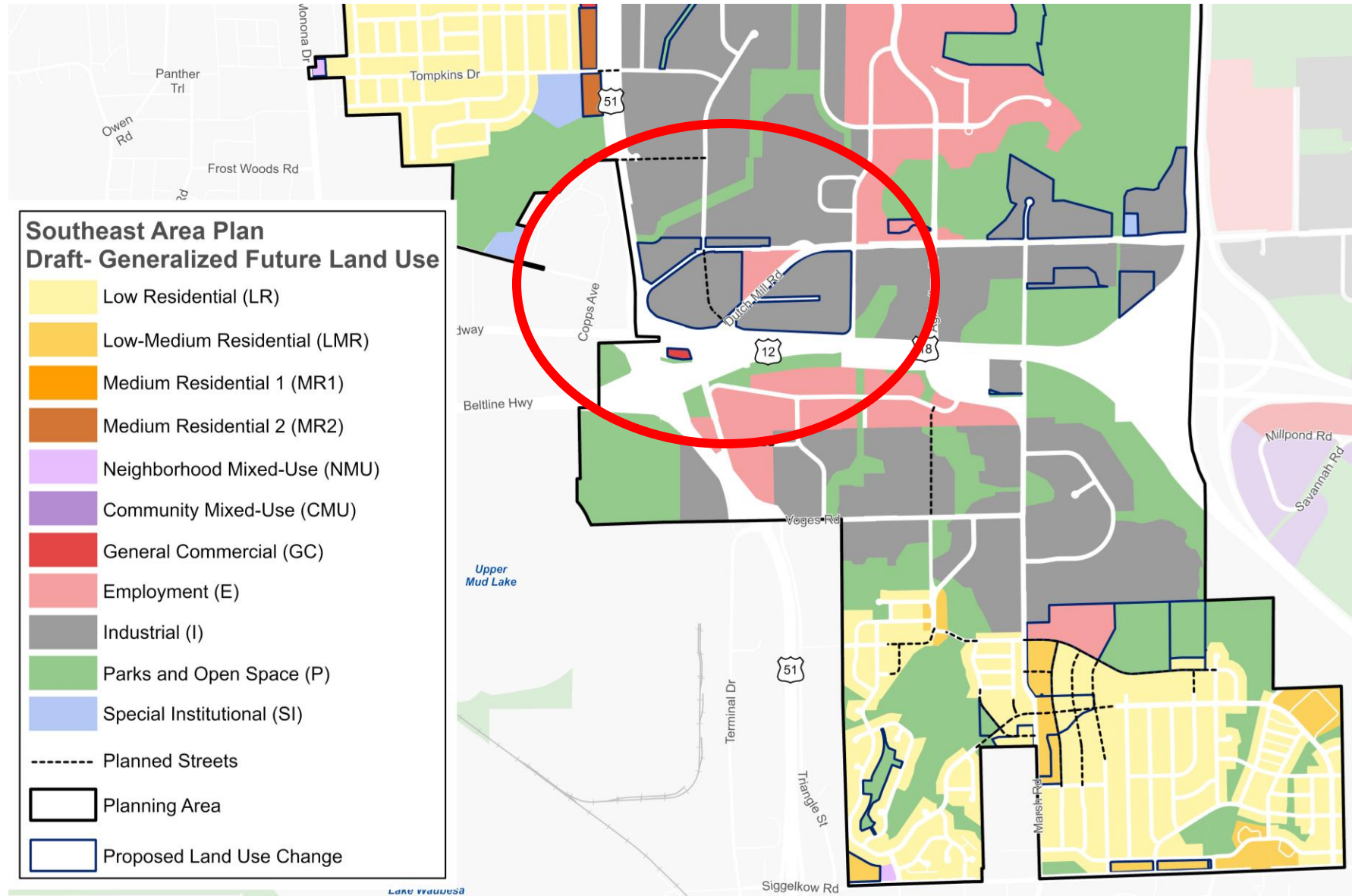
Culture and Character: Urban Design District



- Action 2: *Evaluate the need for Urban Design District (UDD) #1 within the Southeast Area and consider its removal from the existing UDD #1 in its current location as part of the UDD Update.*
 - *Existing conditions may no longer be consistent with city's goals to emphasize urban design in walkable urban center.*



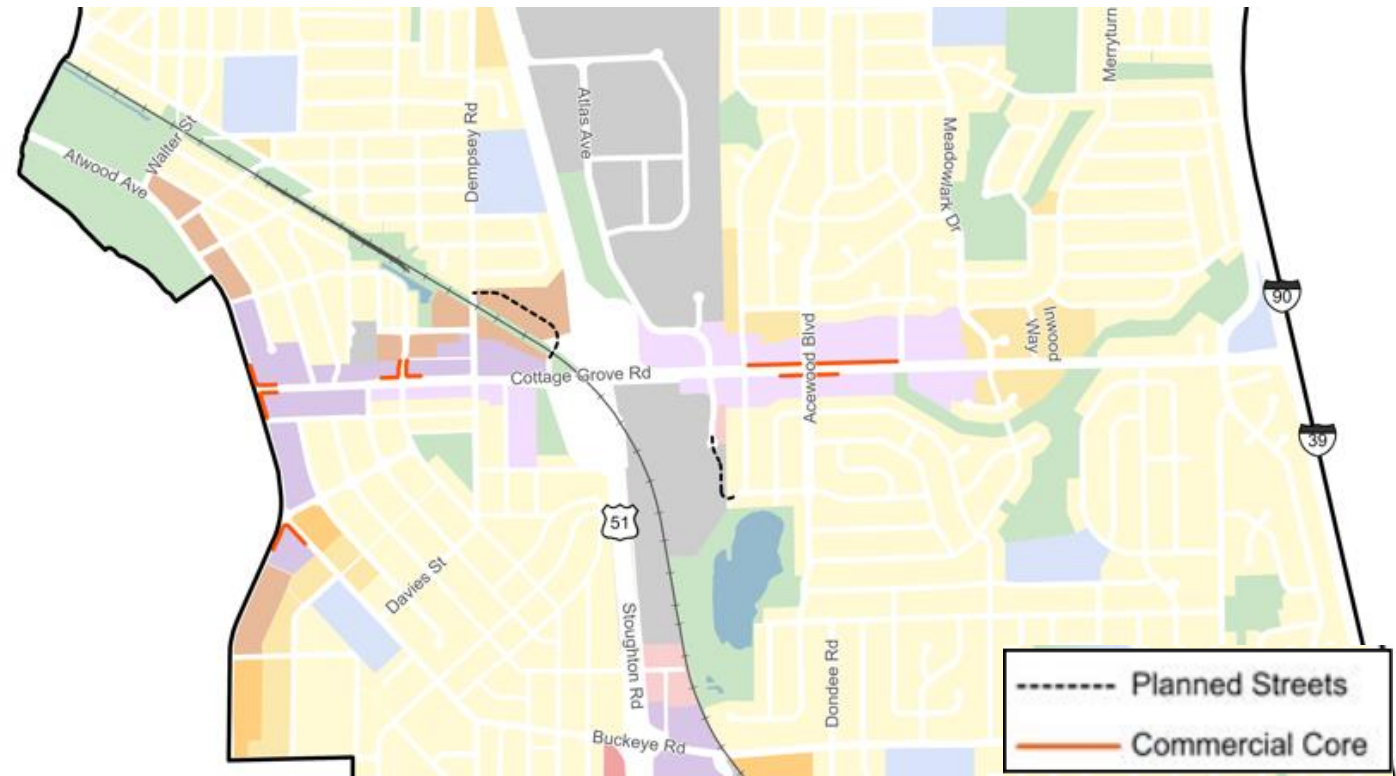
Proposed Future Land Use



Culture and Character: Commercial Core



- Action 4: *Buildings fronting Commercial Core areas shown on the GFLU Map should be set back the minimum distance required by zoning to create engaging and walkable street frontage.*
 - *Activate first floor with retail spaces*



Culture and Character: Commercial Core



Cottage Grove Road at Atwood Avenue



Cottage Grove Road



Monona Drive at Buckeye Road



Cottage Grove Road at Royster Oaks Drive



Draft Plan Review – Next Steps

- ✓ May 5 – Common Council introduction
- ✓ May 13 – Board of Park Commissioners
- ✓ May 20 – Urban Design Commission
- June 3 – Transportation Commission
- June 4 – Community Development Block Grant Committee
- June 8 – Landmarks Commission
- June 15 – Plan Commission
- June 23 – Common Council

