

Southeast Area Draft Recommendations



Project Team: Jeff Greger • Rebecca Cnare • Breana Collins • Chris Wells • Alyssa Mugavero

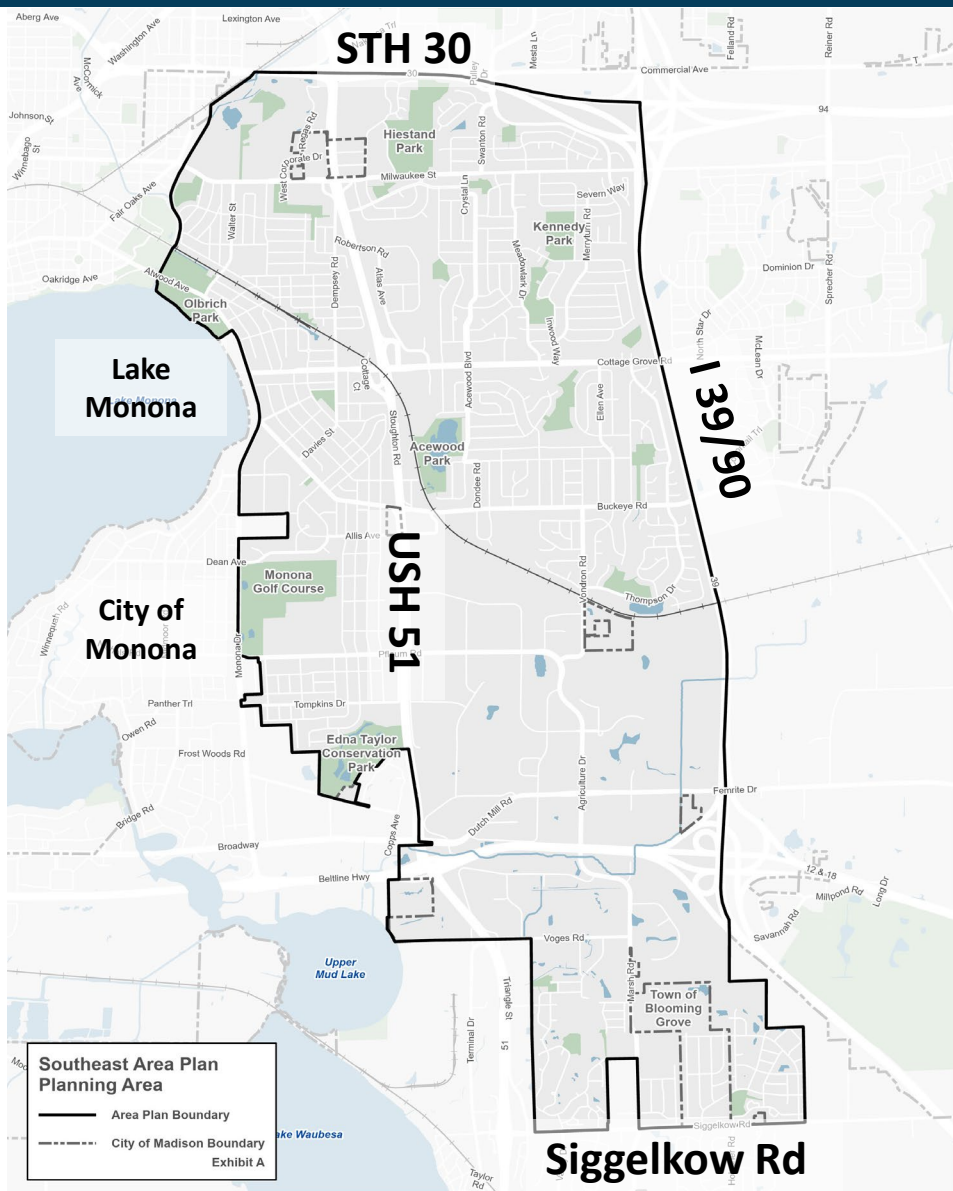
Transportation Commission Meeting: December 3, 2025

Agenda



- Background and Public Engagement summary
- Draft Actions
 - Land use
 - Transportation
 - Street connections / Hwy 51 Study
 - Sidewalks & Pedestrian Safety
 - Path & Bicycle Network
 - Transit
- 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



Notable Topics



- Land use
- Adding density along transit corridors
- Street network
 - USH 51 S Stoughton Road design
 - Impacts on land use recommendations
- Missing sidewalks in residential neighborhoods
- Pedestrian safety:
 - Thompson Rd, Milwaukee/Walbridge, Buckeye, others
- Bicycle Network Improvements
- Transit: N/S route gap, access to La Follette, employment

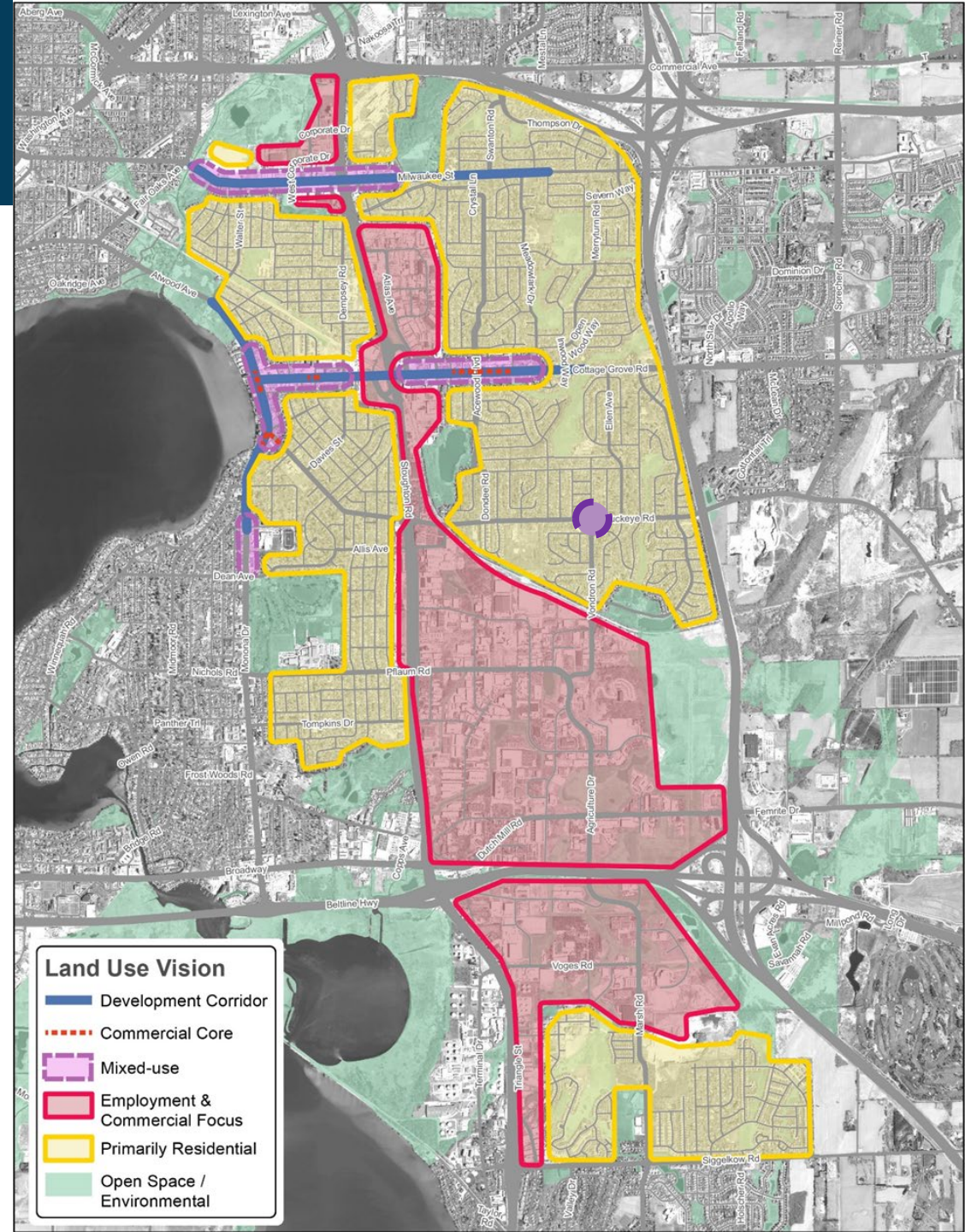
Land Use

What we heard:

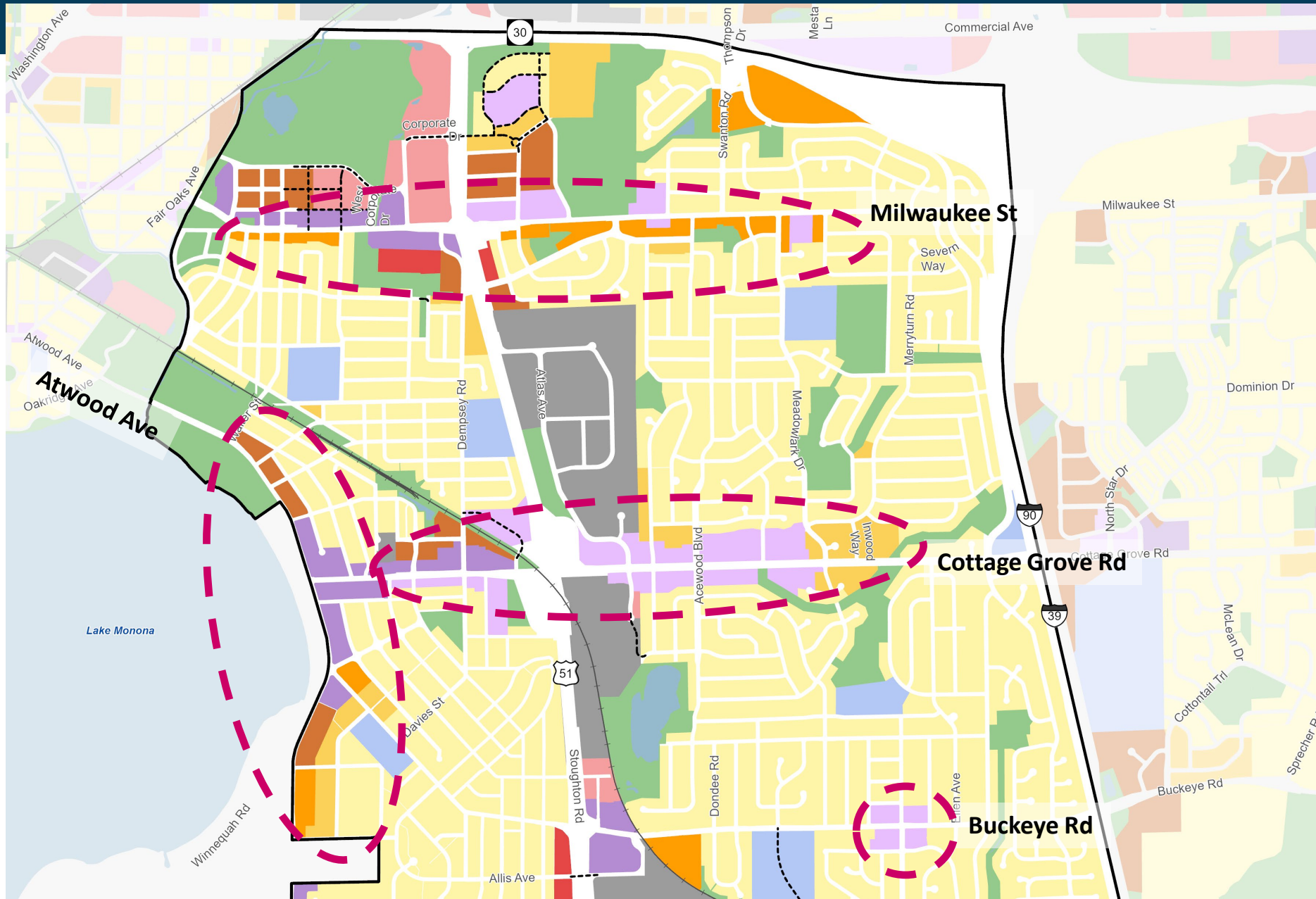
- Support more mixed-use areas/destinations within walking distance
- Allow for more housing options

Draft Actions

- Increasing allowable development and mixed-use intensity along Transit Corridors
- New mixed-use nodes for neighborhoods
- Support additional housing



LU&T – Density along transit corridors



Southeast Area Plan Draft- Generalized Future Land Use

- Low Residential (LR)
- Low-Medium Residential (LMR)
- Medium Residential 1 (MR1)
- Medium Residential 2 (MR2)
- Neighborhood Mixed-Use (NMU)
- Community Mixed-Use (CMU)
- General Commercial (GC)
- Employment (E)
- Industrial (I)
- Parks and Open Space (P)
- Special Institutional (SI)
- Planned Streets
- Planning Area

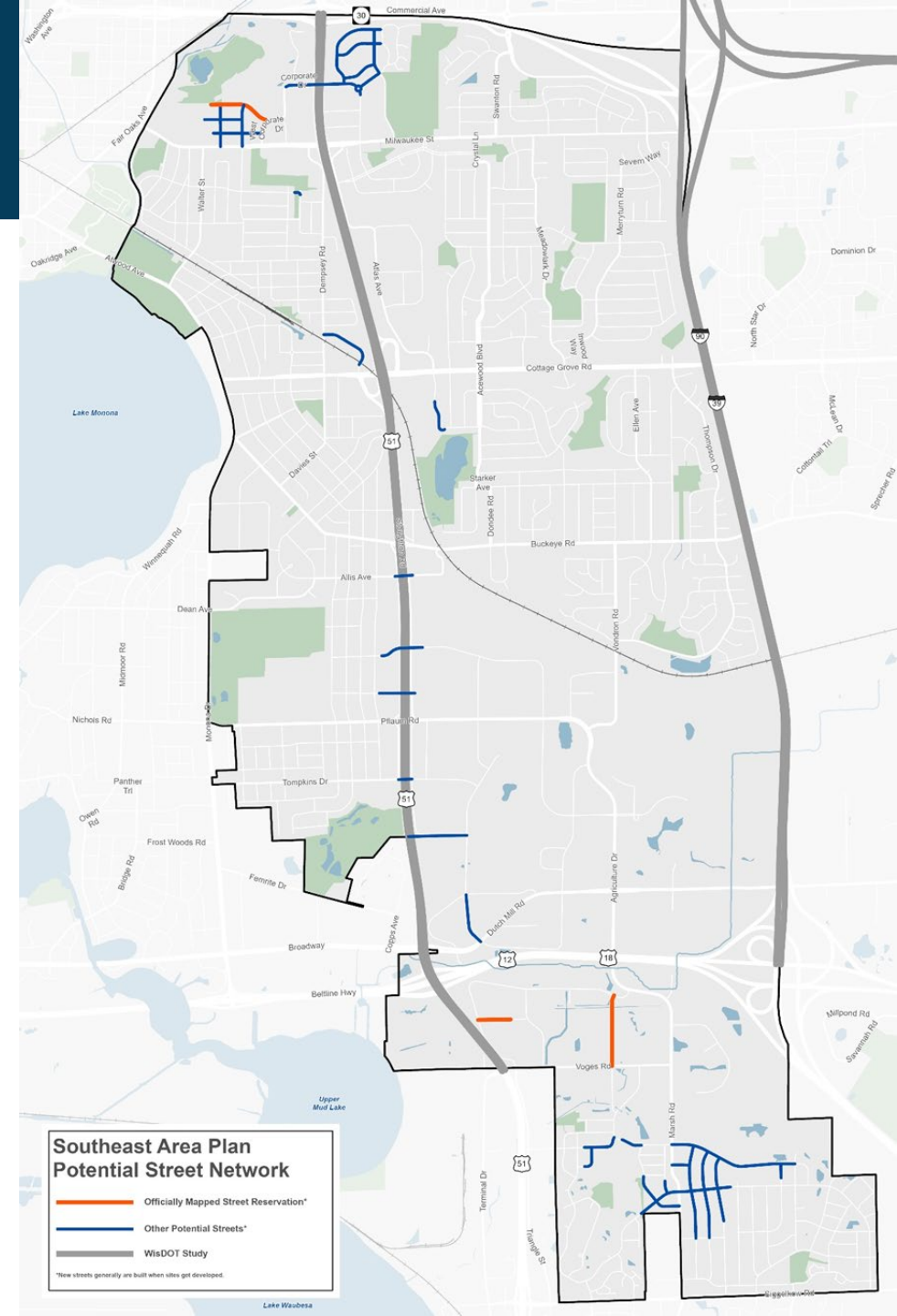
Street Network

What we heard

- Lack of North–South Connections
- Hwy 51 is a barrier - unsafe

Draft Actions:

- Create well–connected streets in newly developing areas
- Provide additional connections across S Stoughton Road as part of the redesign
- Encourage 35 MPH Wide Boulevard Design



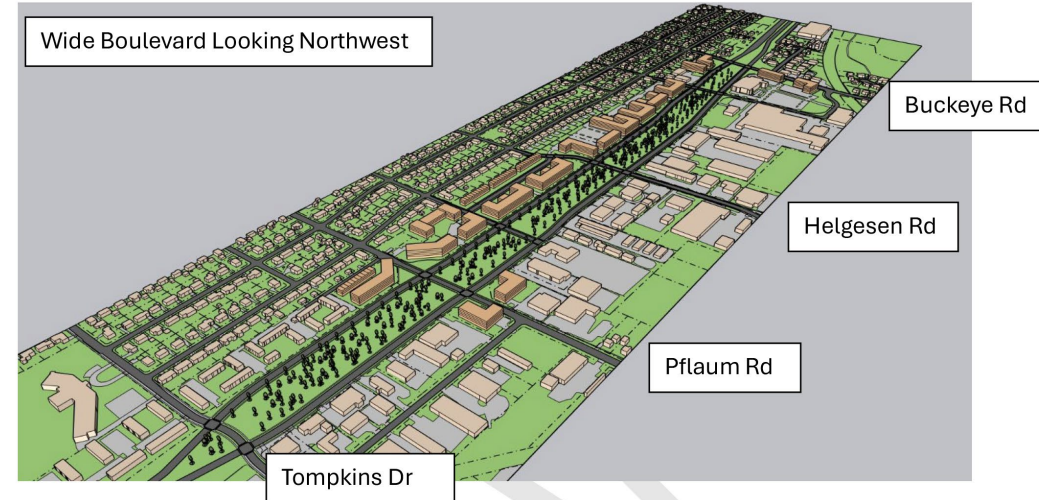
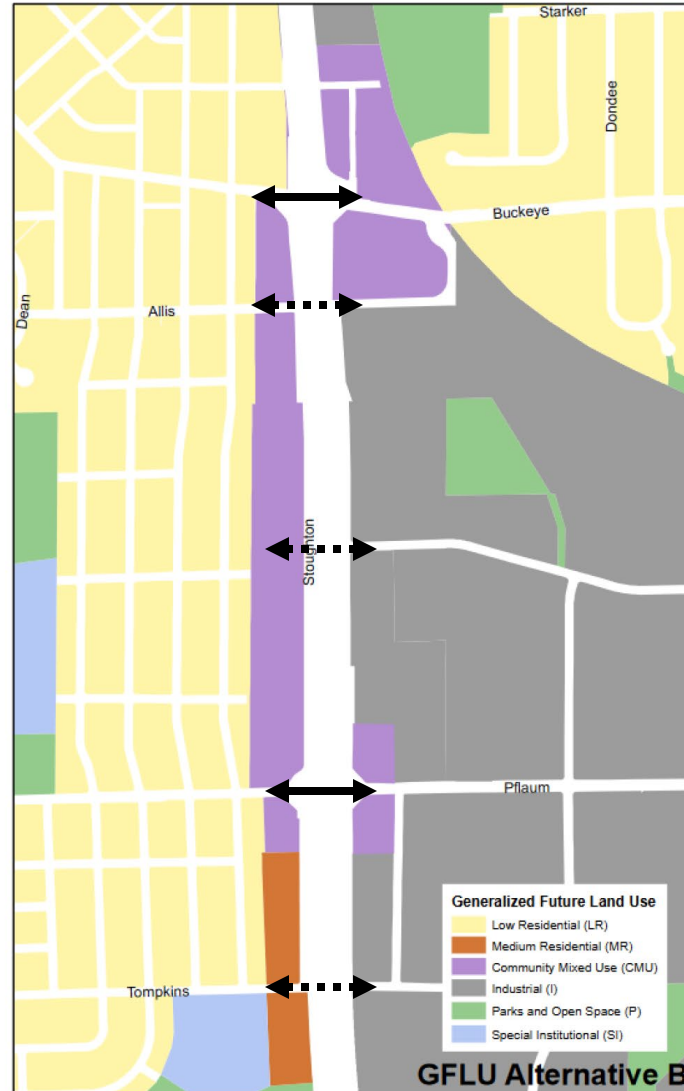
USH 51 Design Impacts



45 MPH, limited access future land uses



35 MPH, urban boulevard future land uses



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.



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

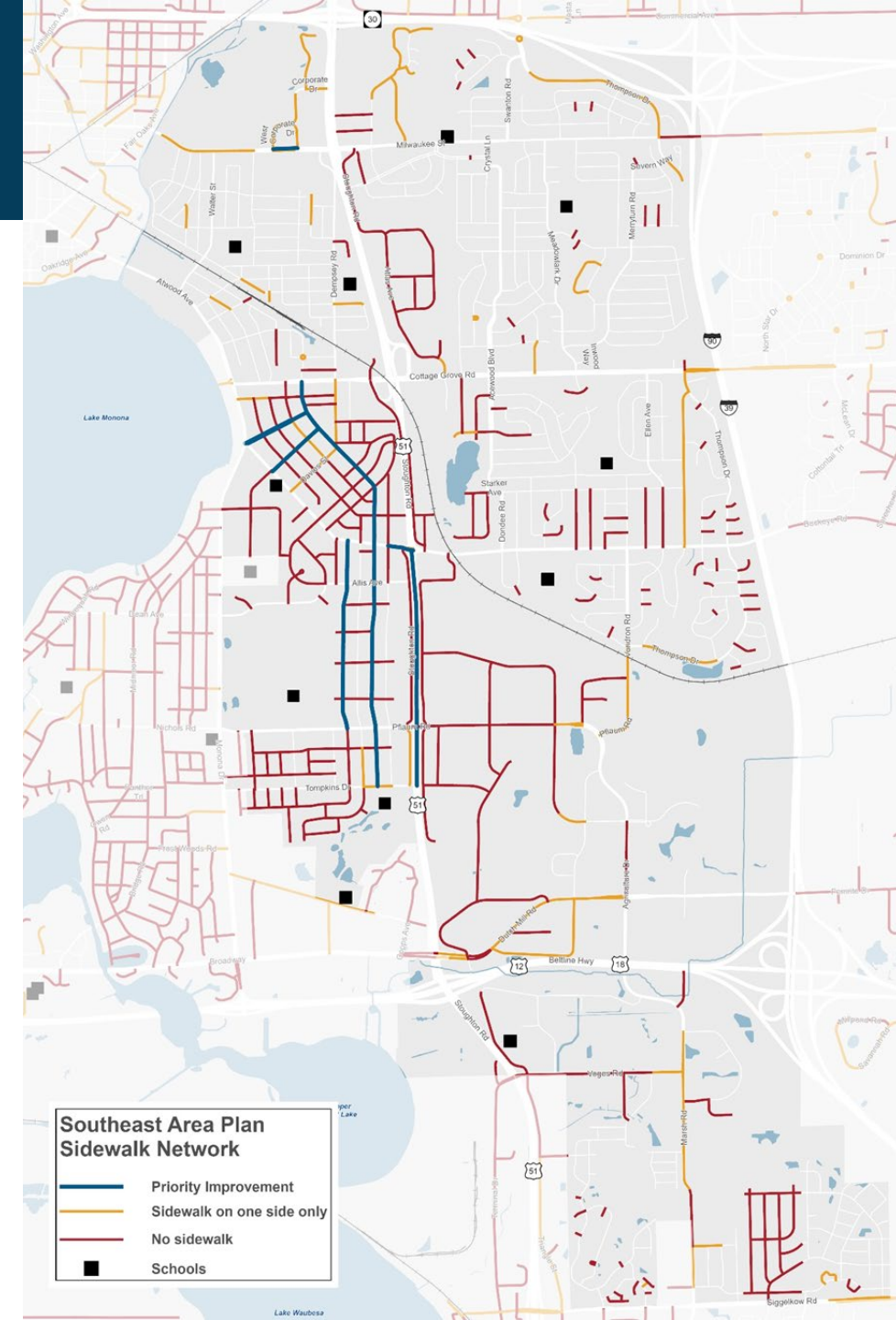
Missing sidewalks

What we heard:

- Sidewalks are too expensive
- Areas without sidewalks are unsafe for Children and pedestrians

Draft Actions:

- Sidewalk policy education
 - ***No longer assessed to individual property owners***
- Work with Traffic Engineering on ways to save trees while adding sidewalks
- Prioritize locations for sidewalk improvements



Pedestrian safety

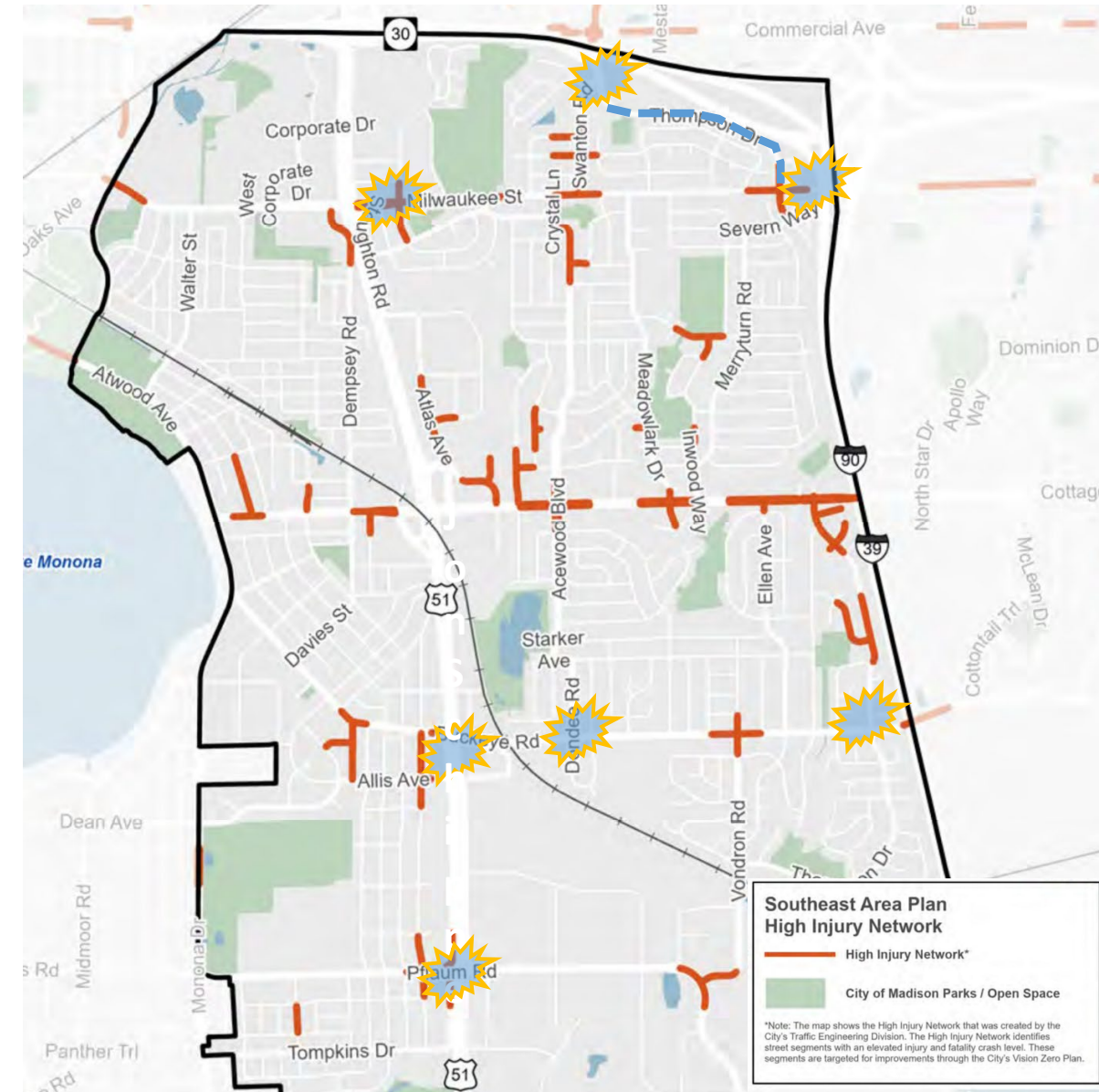


What we heard:

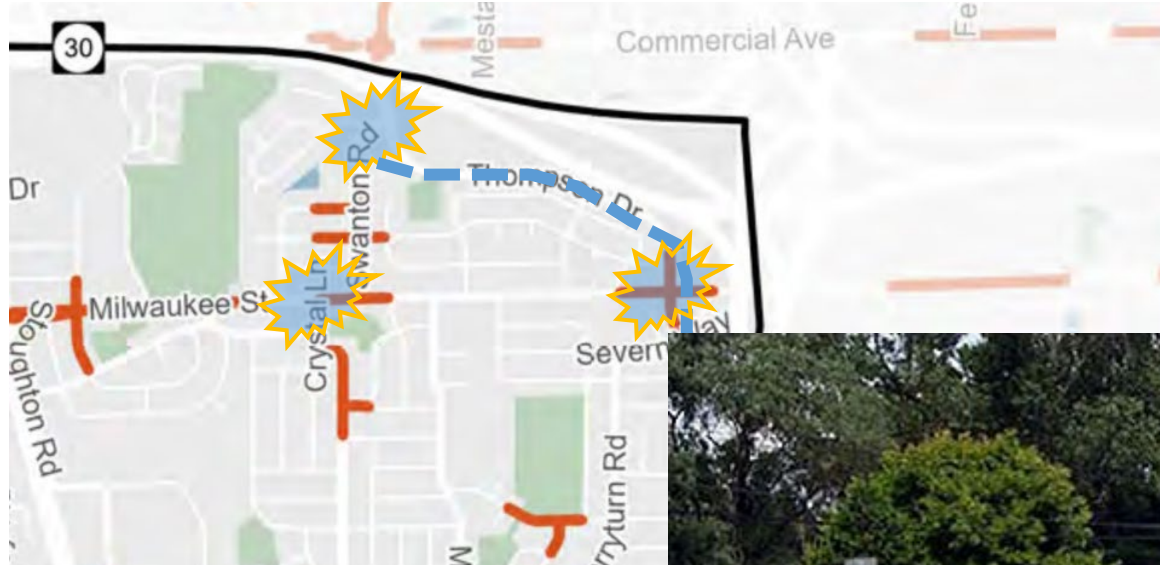
- Many unsignalized crossings are unsafe
- Speeding on Thompson us very unsafe
- Hard to cross Milwaukee Street, Cottage Grove Road, Buckeye Road and Hwy 51.

Actions:

- Intersection Improvement Needed
 - Milwaukee Street Intersections
 - Swanton @ Thompson
 - Buckeye @ 51
 - Pflaum @ 51
 - Buckeye Rd Intersections
 - Other High injury locations



Pedestrian safety



- Corridor Improvement Needed
- Thompson Drive



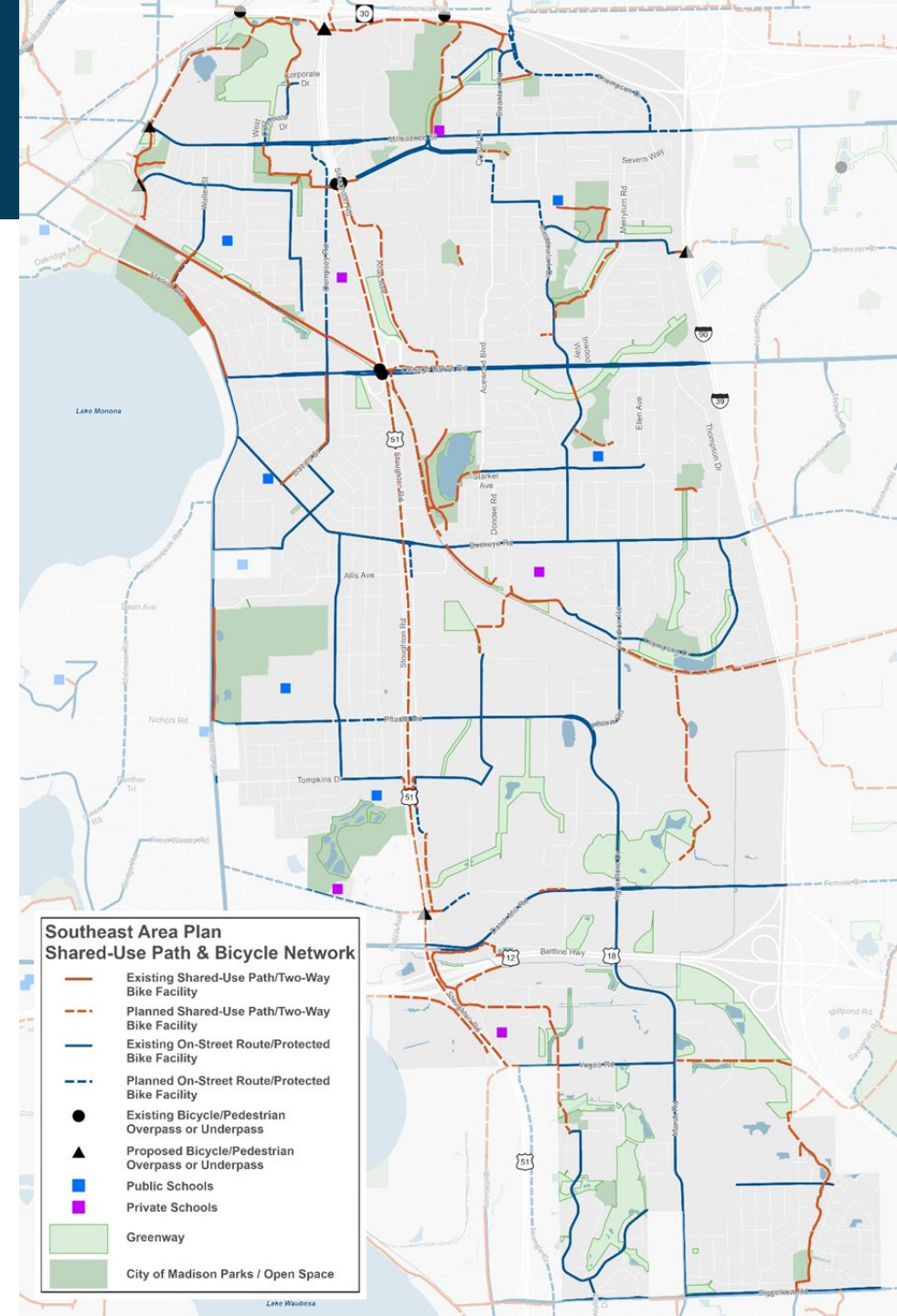
Shared Use Path & Bicycle Network

What we heard:

- Increase Bicycle Network Connectivity

Actions:

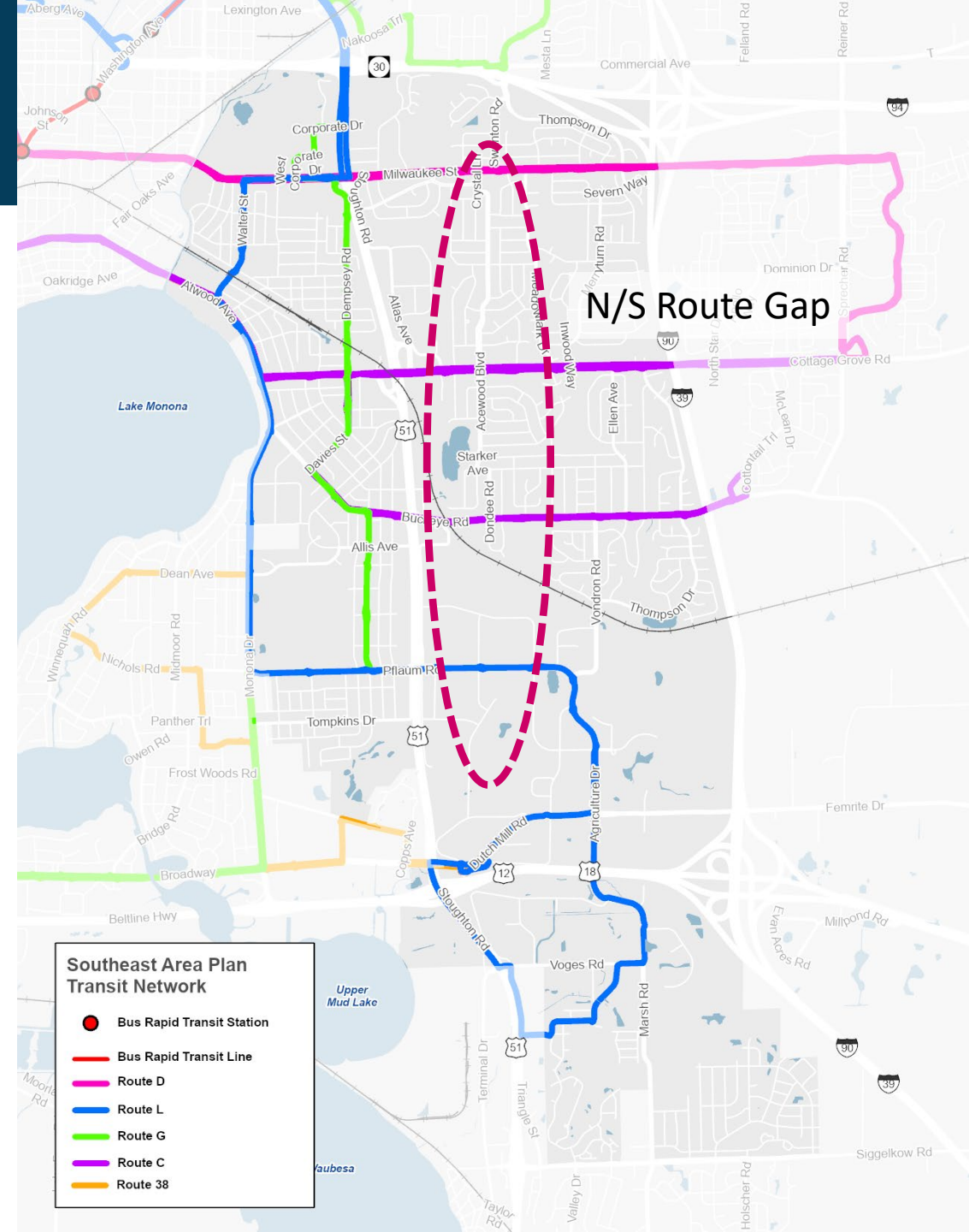
- Upgrade Cottage Grove Road and others to AAA Standards
 - Consider Spaanem as a Bike Boulevard
 - Study underpass under I90 towards Yahara Hills
- Consider N-S path next to greenway adjacent to I 39/90



Transit

Community Feedback:

- La Follette High School transit service needs improvement.
- Employment areas east of USH 51 corridor need improved transit access.
- Improvements to bus stop amenities



Feedback on draft Actions



- There is a lack of North/South bike routes, most are east/west.
- Need for traffic lights, and more traffic calming at Milwaukee Street and Thompson Rd and others.
- Need or sidewalks on streets near Virginia Henderson Elementary and Sennett/LaFollette, especially on Spaanem Rd. **(we have already added this)**
- There continues to be mixed feelings on safety issues for the future of S Stoughton Road, although many people agreed that the 35 MPH Boulevard does promote more desirable land use opportunities.

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

Southeast Area Plan Discussion Points

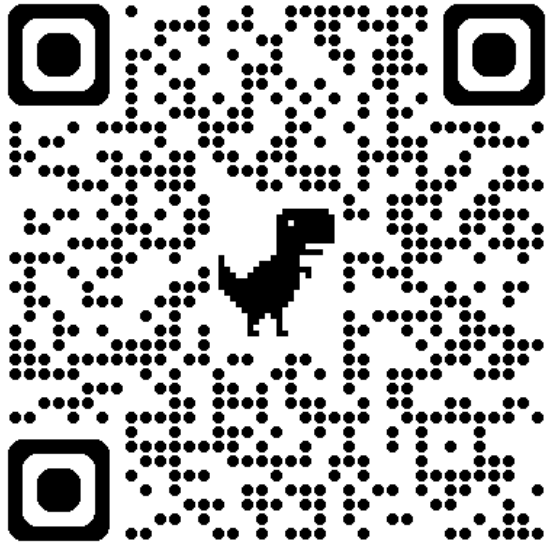


1. Does the Commission agree with the potential street connections?
2. Does the Commission agree with the proposed pedestrian and bicycle network improvements?
3. Does the Commission have any initial feedback on the S Stoughton Road redesign as related to the Planning Process?
4. Is there anything you think we missed?
5. Do you have additional comments or questions?

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

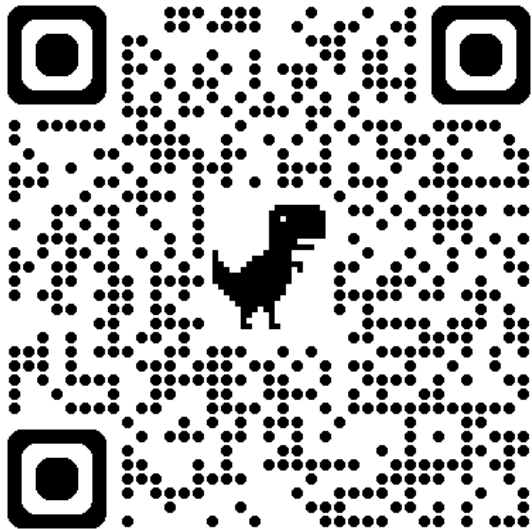
Email: southeastareaplan@cityofmadison.com
Webpage: www.cityofmadison.com/southeastplan

More information



Give feedback on draft actions:

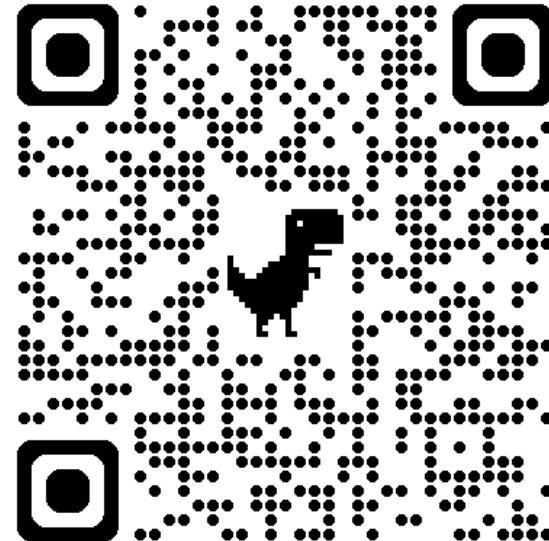
- See full list of draft actions
- Provide comments and feedback



Webpage: <https://plans.cityofmadison.com/southeast-area-draft-actions>

Southeast Area Plan Website

- Sign up for email list
- Project resources
- Contact project staff



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