



Department of Planning & Community & Economic Development

## Planning Division

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**To:** Plan Commission

**From:** Southeast Area Plan Project Managers (Rebecca Cnare, Jeff Greger)

**Date:** December 15, 2025

**Subject:** Southeast Area Plan Update

## Background

Planning Division staff engaged with the public and gathered further feedback, coordinated with other agency staff, and drafted Southeast Area Plan actions and maps since the last Plan Commission check-in on June 2<sup>nd</sup>. Staff is updating the Commission on public feedback received on draft actions and maps and seeking Commission feedback on draft actions and maps prior to compiling a final draft of the Southeast Area Plan for introduction at Common Council. Please see the [project website](#) for background material, public feedback summaries, and material from past meetings.

## Public Engagement

Since the June 2<sup>nd</sup> PC check-in staff gathered further feedback from the community at various summer events. Initial feedback and summer feedback was used to draft actions and maps in late summer/early fall. Draft actions and maps were released for public review on October 17<sup>th</sup>, with a “[storymap](#)” walkthrough of highlights. An in-person open house to discuss draft actions and maps with the public was held on October 21<sup>st</sup>, with virtual meetings on October 21 (noon) and November 4 (evening). Staff also worked with nINA Collective to hold two focus groups (a Spanish-language discussion and a discussion held in association with Access to Independence). Commenting on draft actions and maps via the online Konveio site closed on December 4<sup>th</sup>. A summary of comments is attached to this memo.

## Draft Action Highlights

1. Land Use:
  - a. 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.
  - b. Create an interagency implementation focused staff-team for Hwy 51 if urban cross section wide boulevard alternative is chosen by WisDOT.
2. Transportation:
  - a. Planned Street Network Map:
    - i. Connect City streets to former Town of Blooming Grove streets after property is attached to the City in 2027.
  - b. Shared-Use Path and Bicycle Network:
    - i. Close gaps in the sidewalk network shown on the Sidewalk Network Map.

- c. Transit:
    - i. Consider a North-South Metro Transit route 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.
  - d. Partnerships:
    - i. Work with WisDOT to ensure changes to the Highway 51 corridor align with the City's vision for land use and transportation.
- 3. Neighborhoods and Housing:
  - a. 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, City'd Land Banking Program, and Tax Increment Financing.
  - b. 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.
- 4. Economy and Opportunity:
  - a. Explore the creation of a new Tax Incremental Finance District (TID) in this general area 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. Revitalize the commercial corridors.
- 5. Culture and Character:
  - a. Evaluate Urban Design District #1 (UDD #1) as part of the citywide UDD review process and ordinance update
  - b. Due to the lack of "Third Spaces", the City Parks Division and Madison Public Library should encourage local community partners such as the YMCA, MSCR, and Neighborhood Organizations to consider placemaking and programming opportunities.
- 6. Green and Resilient:
  - a. Develop a Master Plan for Hiestand Park.
  - b. Address the deficiency in park space in Glendale Neighborhood 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).
- 7. Effective Government:
  - a. Review sanitary sewer capacity needs related to anticipated development/redevelopment and pair capacity upgrades with road construction projects where possible.
  - b. Work with the Village of McFarland to develop an intergovernmental agreement regarding municipal boundaries and development along shared boundaries. (partnership)
- 8. Health and Safety:
  - a. Conduct Vision Zero speed analyses, enforce traffic regulations and explore traffic calming improvements like road diets, speed bumps and other measures along major streets.
  - b. Improve the safety of pedestrian crossings along major arterials by adding bump outs, continental crosswalks and Rapid Flashing Beacons.

The draft actions also include more detailed potential projects within Community Action Strategy (CAS) areas (Census block groups that have 50% or more population with household income levels less than 80% of the Dane County Median). These CAS projects are highly dependent on Federal Community Development Block Grant funding, which is uncertain.

### **Plan Commission Discussion**

Staff is seeking feedback from the Plan Commission on draft actions and maps prior to completing a full final draft:

1. Is there anything you think we missed?
2. Do you have additional comments or questions?

Links:

- [SE Area Plan draft actions and maps](#) (public comments are visible)