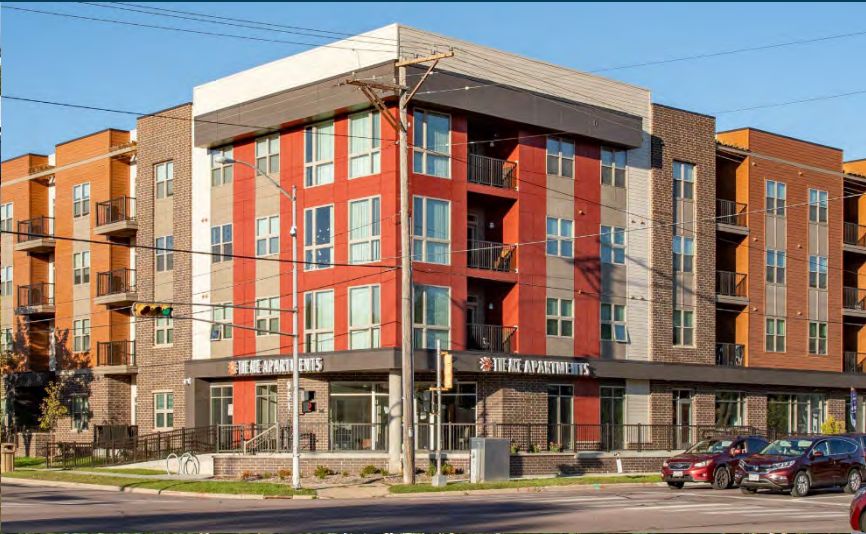
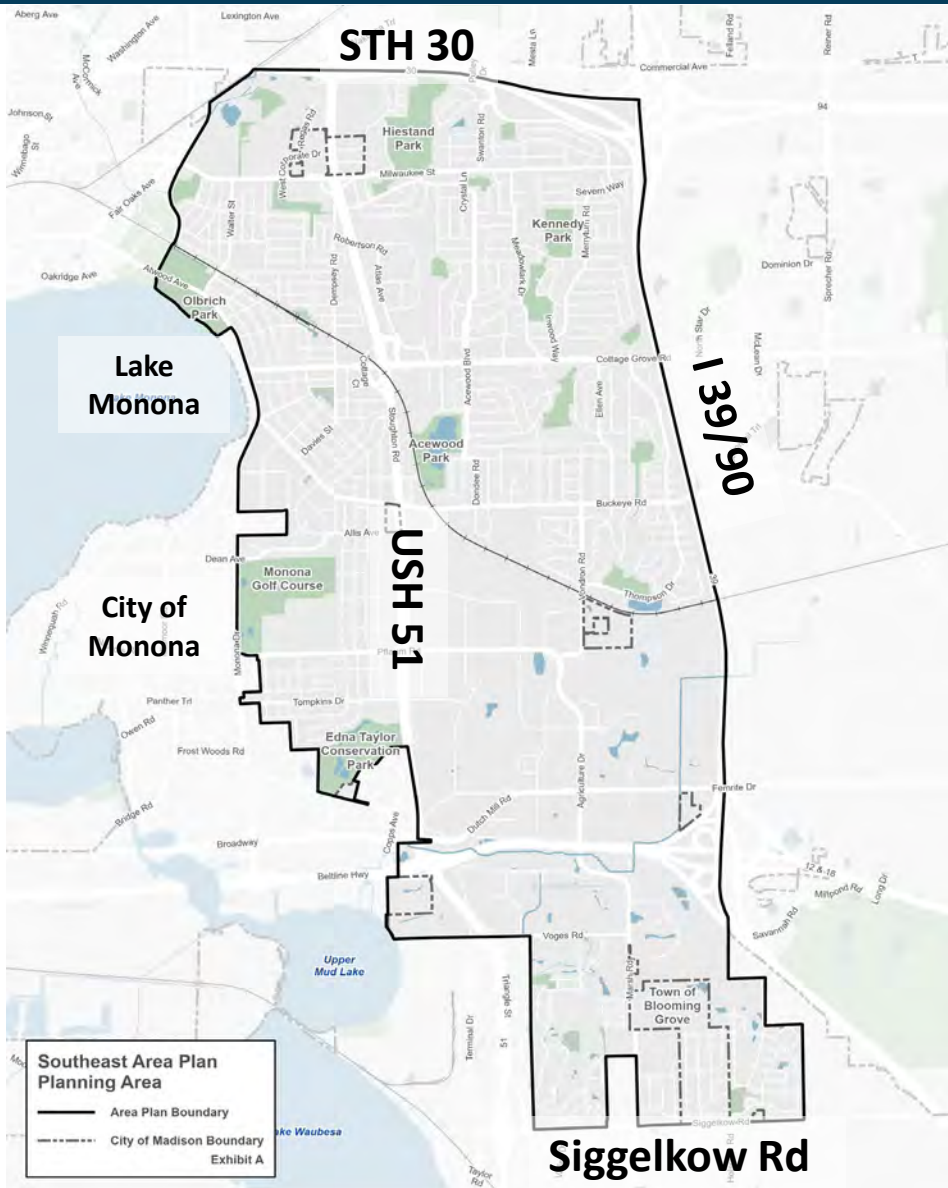


# Southeast Area Plan



Plan Commission: June 15, 2026

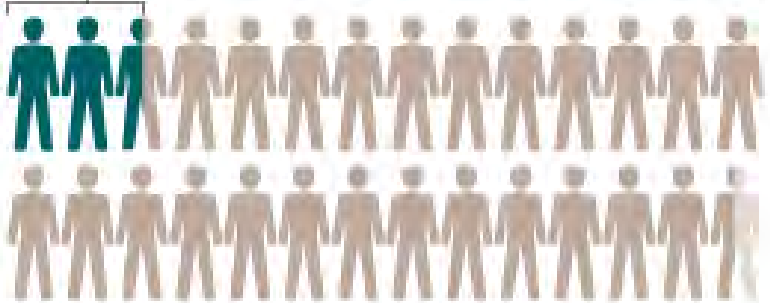
# Southeast Area



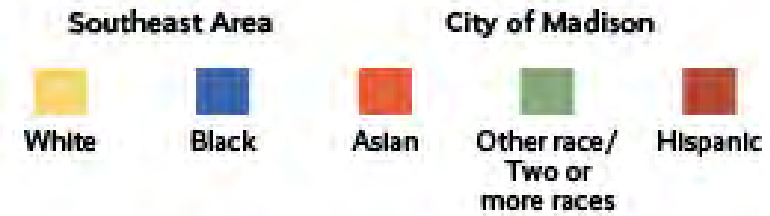
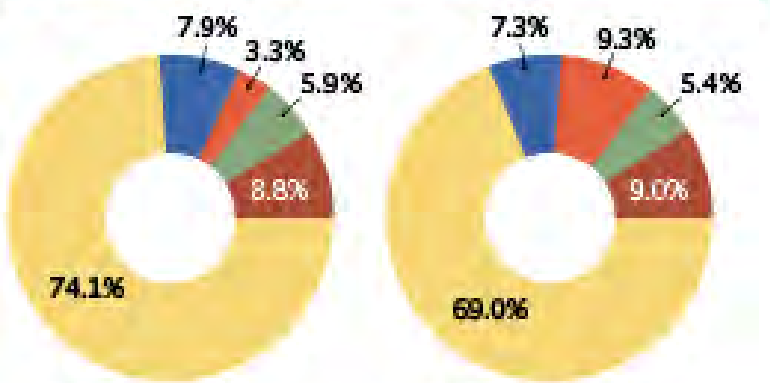
## Population

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

= 10,000 residents



## Racial and ethnic composition



# Timeline



## Planning Process and Public Engagement



# Public Engagement Summary

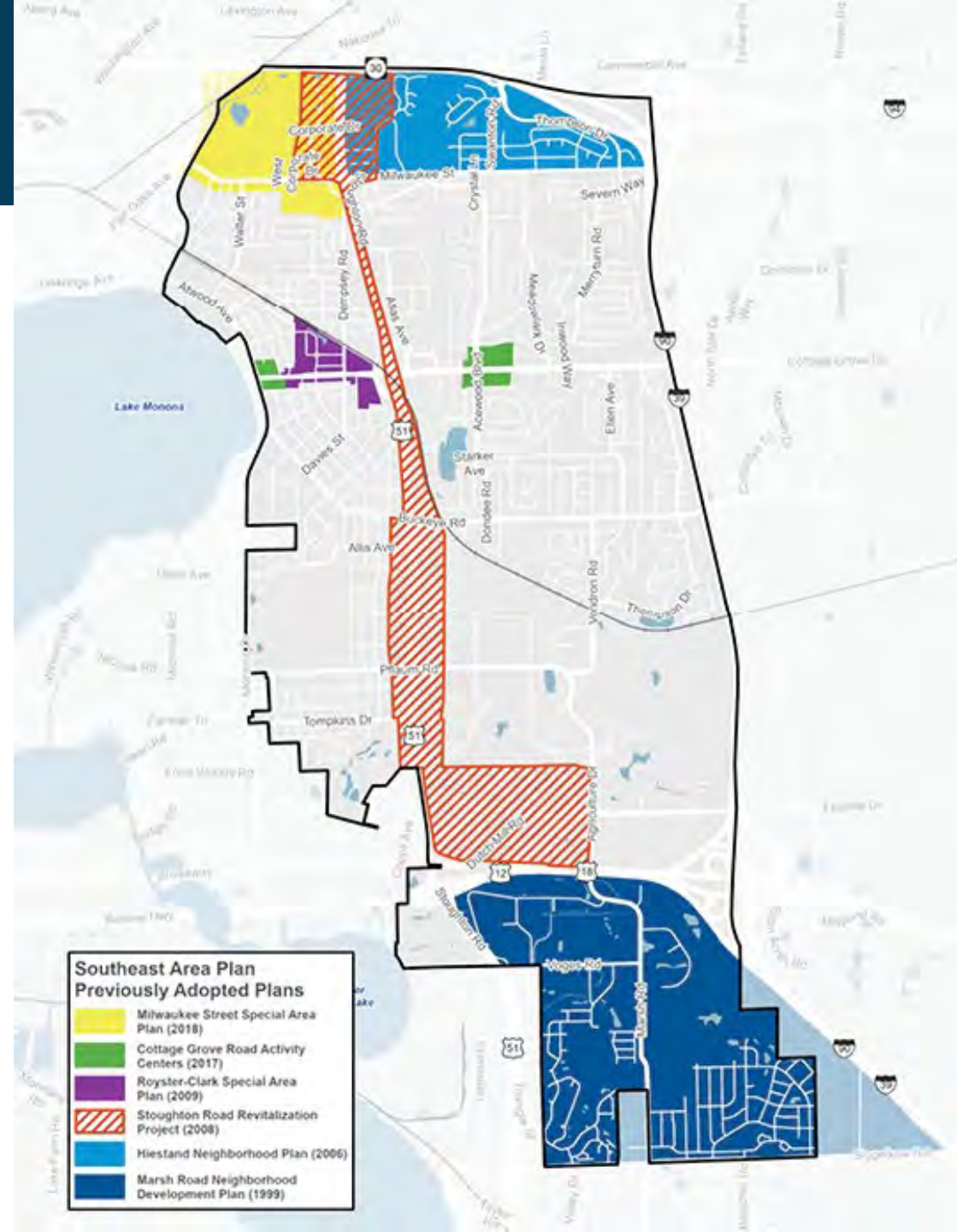


- Public Meetings: In-person Open House and a virtual meeting
- November 2024 – April 2025: Interactive Commenting Mapping
- Survey Part 1 & 2
- Madison Madness Bracket
- Neighborhood Associations, Schools, School Districts, Neighborhood Resource Teams and others
- UW PEOPLE Program - La Follette High 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
- Plan Commission and Transportation Commission check-ins (June 2025, Dec 2025)
- CAS events at Hiestand and Honeysuckle Parks



# Draft Plan Format

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



# Land Use

## Low Residential (LR)

Single-family homes and two-unit structures

Typical Heights: 1-2 stories



## Low-Medium Residential (LMR)

Single-family, duplexes, rowhouses, and small multifamily buildings

Typical Heights: 1-3 stories



## Medium Residential 1 (MR1)

Rowhouses, small & large multifamily buildings

Typical Heights: 2-4 stories



## Medium Residential 2 (MR2)

Rowhouses, small & large multifamily buildings

Typical Heights: 2-5 stories



## Neighborhood Mixed-Use (NMU)

Residential, retail, restaurant, service, institutional, and civic uses

Typical Heights: 2-4 stories



## Community Mixed-Use (CMU)

An intensive mix of residential, commercial and civic uses

Typical heights: 2-6 stories



## General Commercial (GC)

Retail goods and services, business offices

Typical heights: 1-3 stories



## Employment (E)

Office, research, lab, hospitals, clinics, etc.

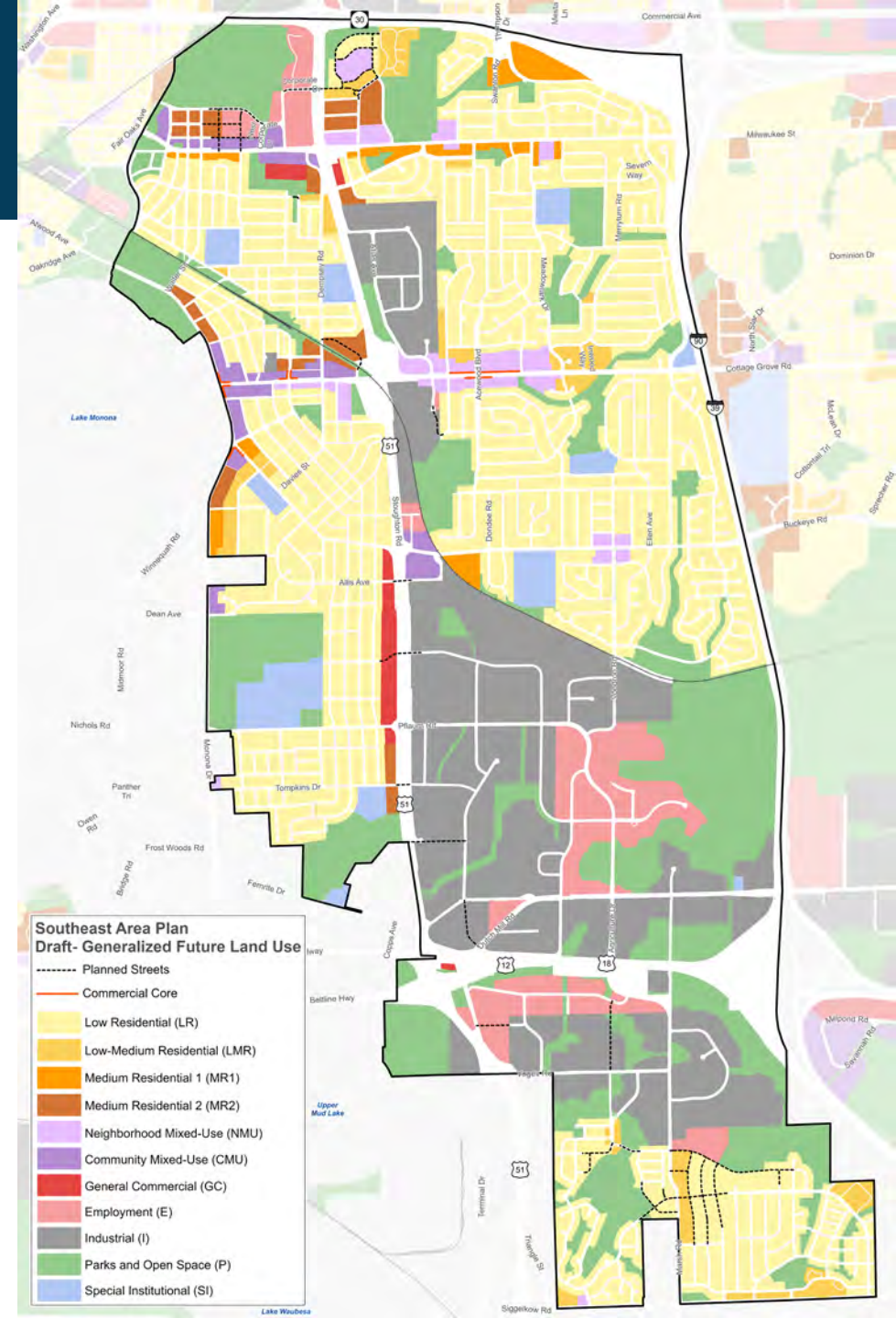
Typical heights: 1-4 stories



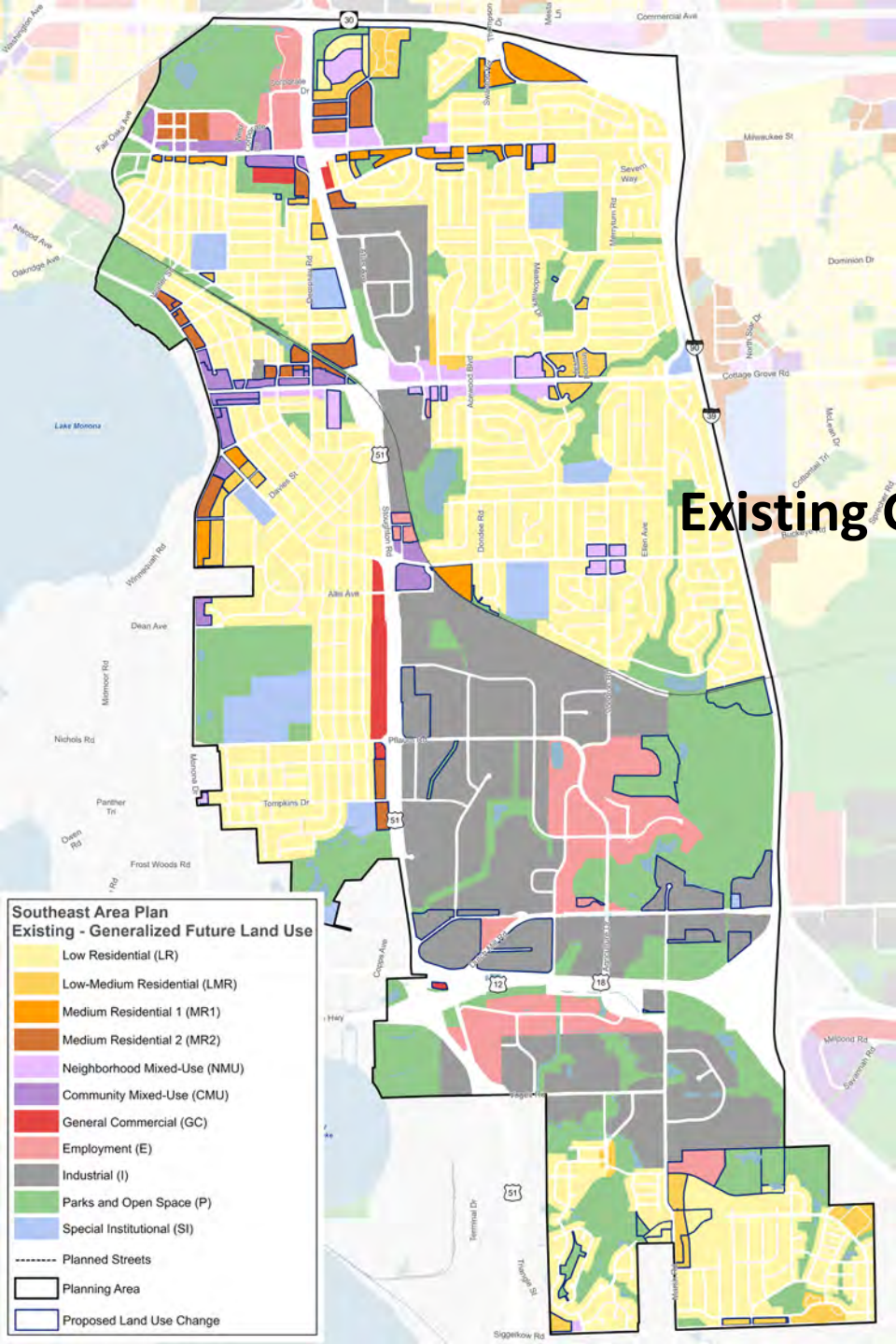
## Industrial (I)

Manufacturing, wholesale, storage, distribution and utility uses

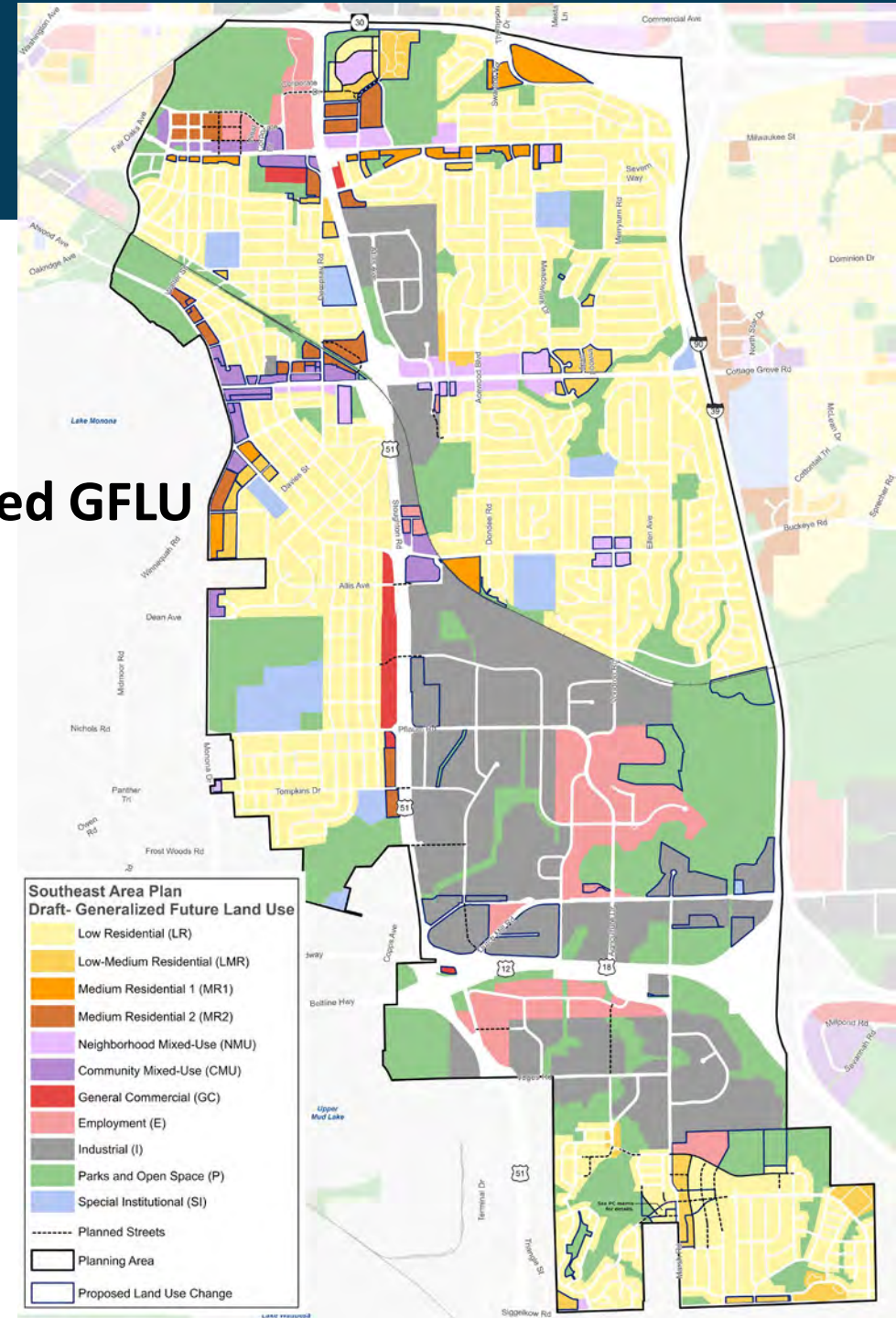
Typical heights: 1-4 stories



# Proposed Land Use Changes



# Proposed GFLU



# USH 51 Design Impacts – Land Use Alternatives



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.

# Former American Family Site



- 41-acre site: vacant office building, parking lots, & pedestrian paths.
- Recommends a mix of housing types on a grid of public streets.
- Two options:
  - Reuse of the existing office building
  - Or demolish the office building.



# Cottage Grove Road at Atwood Avenue



- Sites near the intersection of Cottage Grove Road and Atwood Avenue were identified in the *Cottage Grove Road Activity Centers Plan* as potential development sites.
- The sites are currently occupied by a Walgreens (1.8 acres) and Old National Bank (0.7 acres).
- The Plan recommends the two sites be developed as community mixed-use.



# Milwaukee Street at Milo Lane



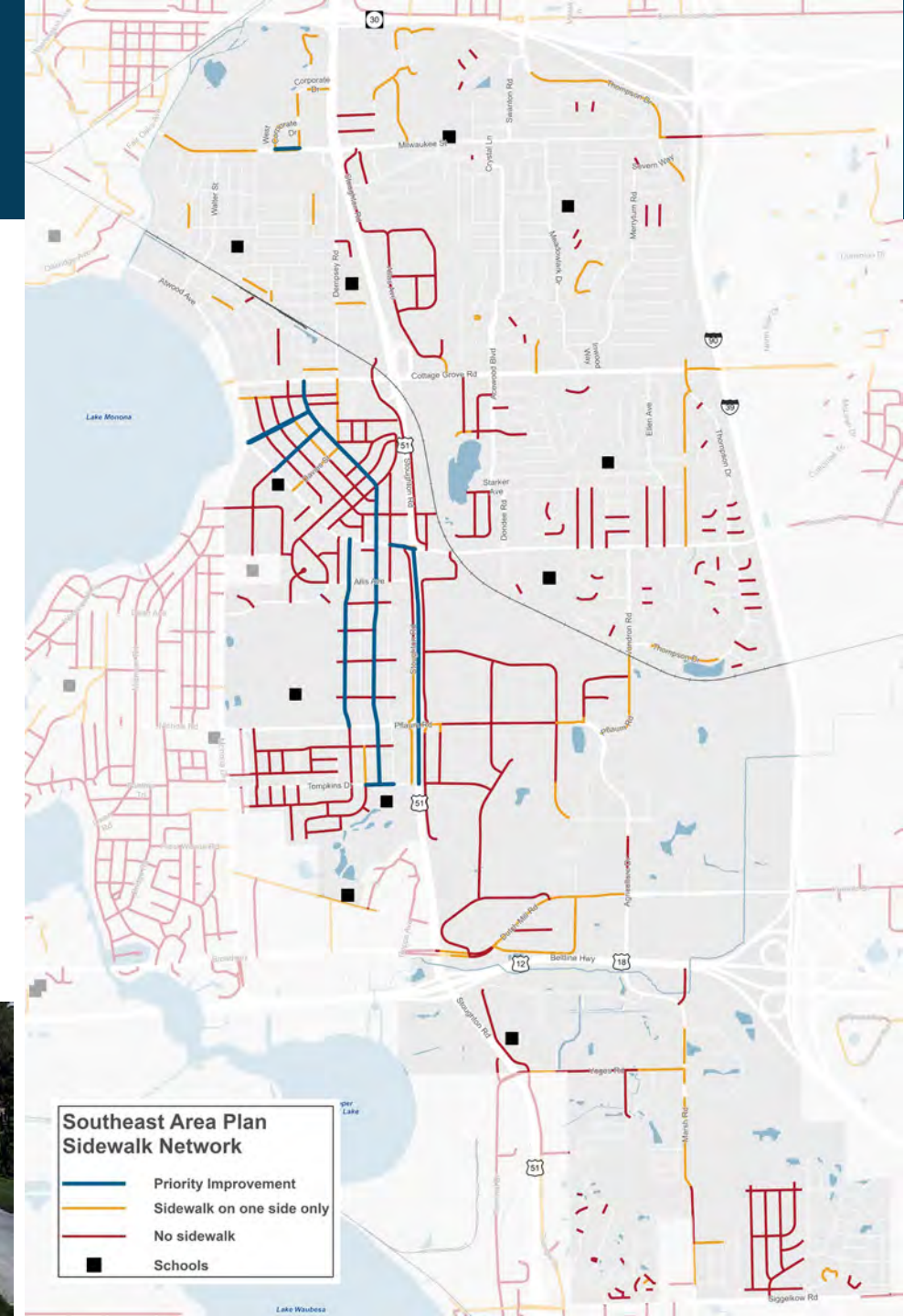
- Site near Hiestand Park on Milwaukee Street.
- The sites are currently occupied by a Family Shelter in a former Nursing Home Facility
- The Plan recommends the sites be developed as Neighborhood mixed-use.



# Transportation

## Actions

- Close gaps in the sidewalk network.
- Improve pedestrian street crossings of major streets.
- Evaluate and improve street lighting for pedestrian safety.
- Make bicycle facility improvements.
- Improve the multi-use path crossings at major streets.

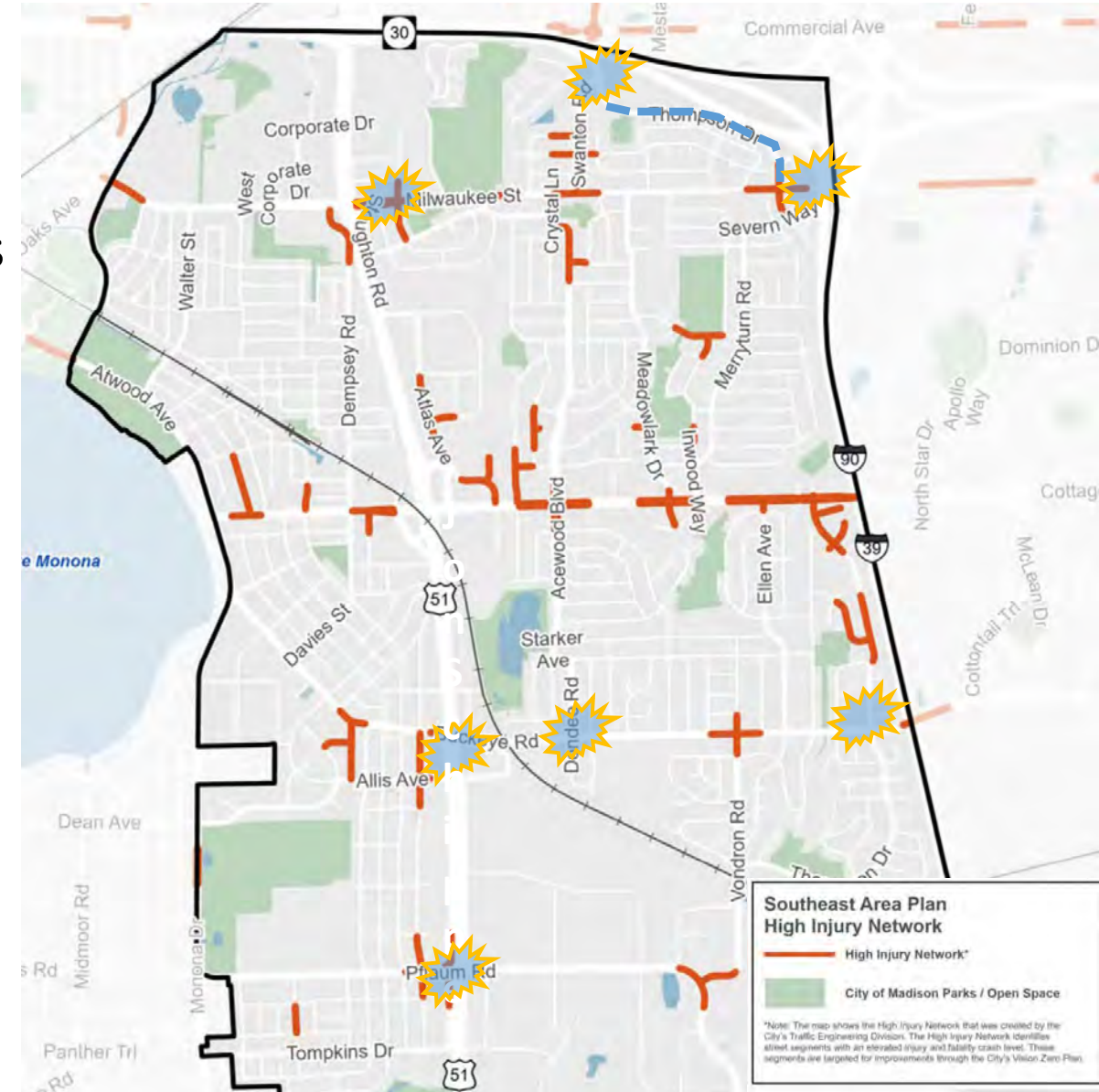


# Transportation: Pedestrian safety



## Actions

- Install traffic calming measures and traffic lane markings to improve safety.
- Study the potential for traffic calming measures in the Secret Places and Lost Creek Neighborhoods.
- Study potential new traffic signal(s).
- Explore a “Community Main Street” Complete Green Street designation for Milwaukee Street west of S Stoughton Road.
- Connect City streets to former Town of Blooming Grove streets after Town is attached to the City in 2027.

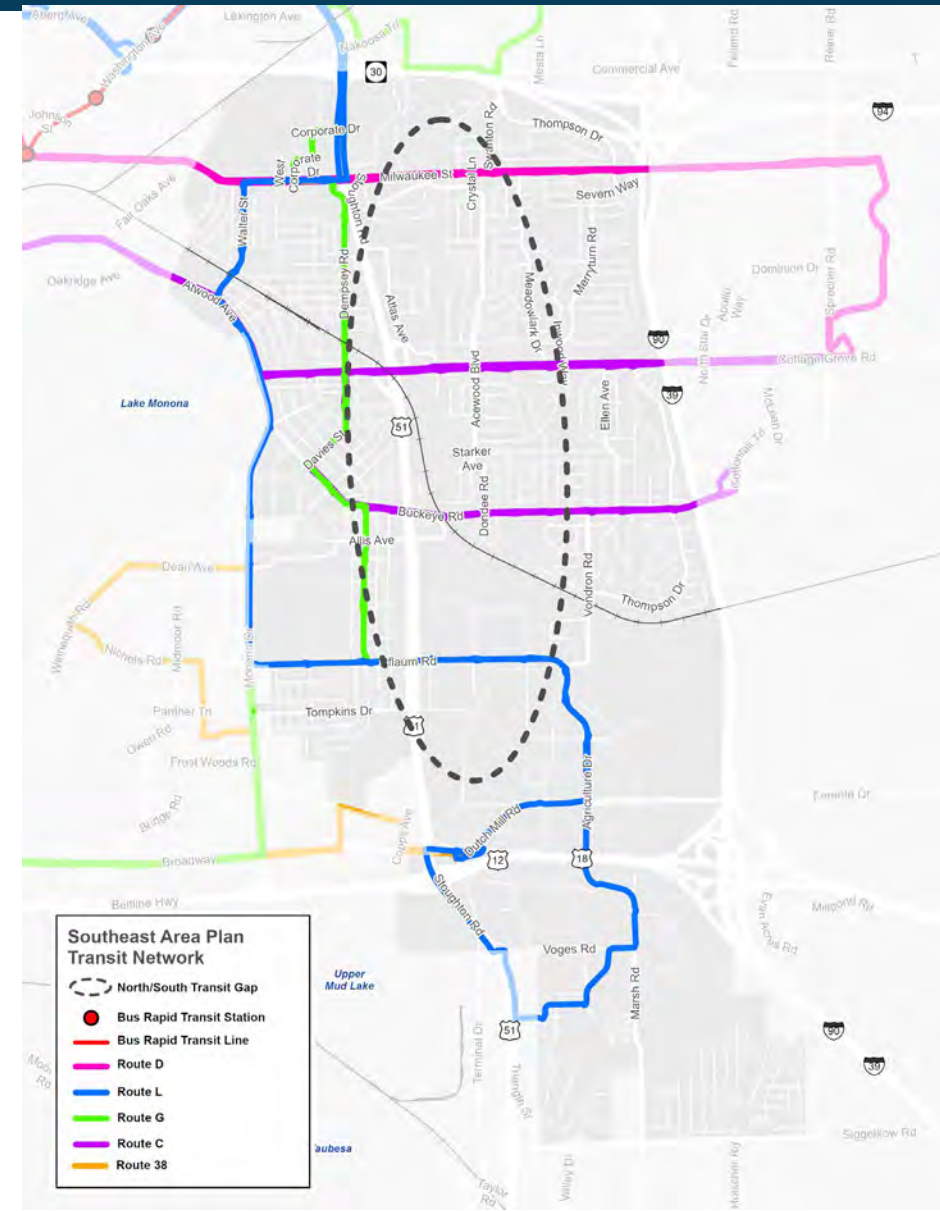


# Transportation



## Actions

- Consider a north-south Metro Transit route connecting LaFollette High School and employment centers.
- Assess the need for bus shelters/benches.
- Connect residential neighborhoods with job centers.
- Increase access and safety for all curb users.

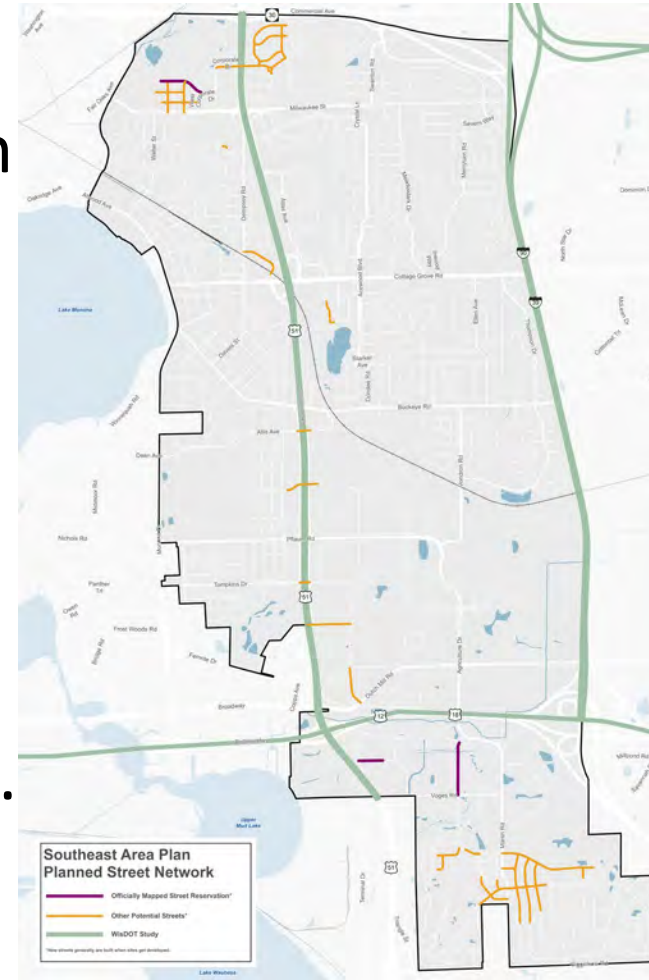


# Transportation Highlights: Street Network/ Bicycles / Multi-use Paths

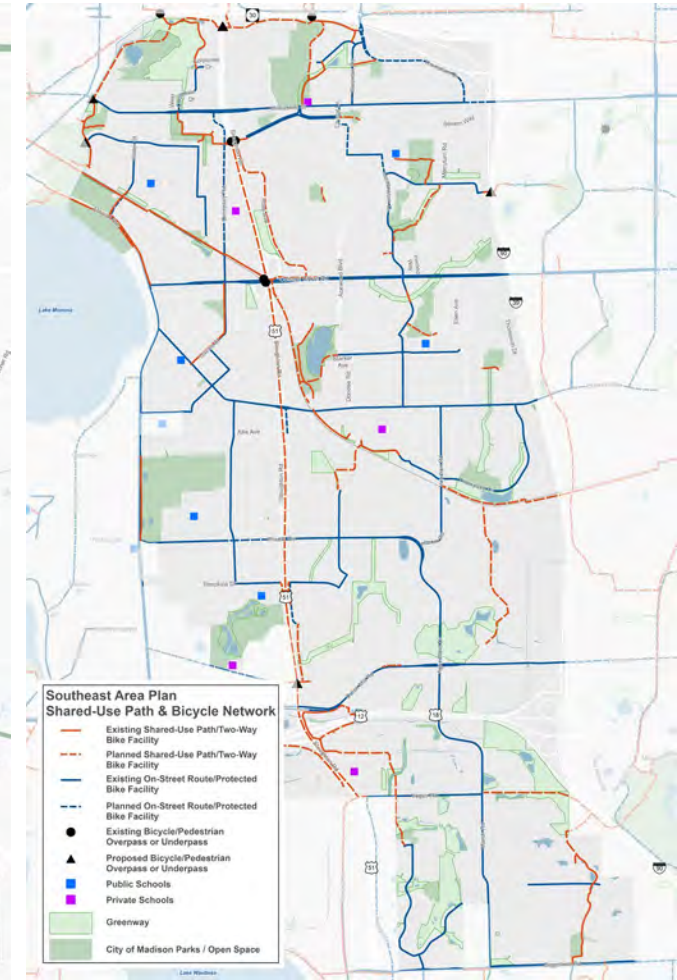


## Actions

- 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.
- Increase Paths to AAA standards.



Street Network



Bike Facilities Network

# Neighborhoods and Housing



## Actions

- **Support affordable housing**
- **Incentivize and promote programs** that support **owner occupied housing** opportunities within neighborhoods
- **Consider zoning changes to allow more home-based businesses and micro commercial uses** in neighborhoods to increase opportunities for resident wealth building, integrate housing with essential services and amenities, and create opportunities for “Third-spaces” to increase community cohesion.
- **Invest in food retail** through funding and technical assistance.

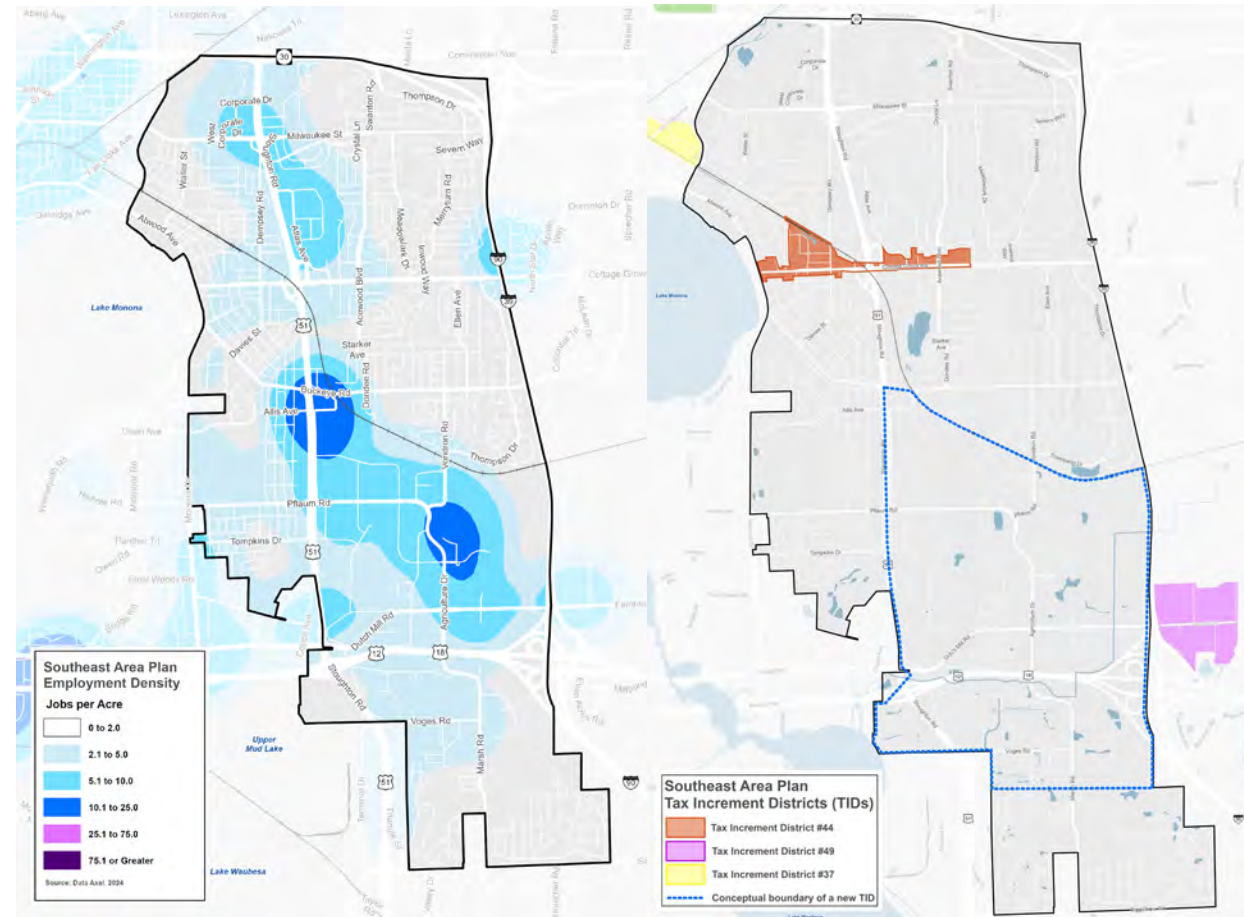


# Economy and Opportunity



## Actions

- Support new TID, support naturally-affordable' business spaces.
- Examine City Owned Sites.
- Explore Other Opportunities for the City to Land-Bank.
- Increase Business support and work to revitalize Transit/Commercial Corridors like Milwaukee Street.

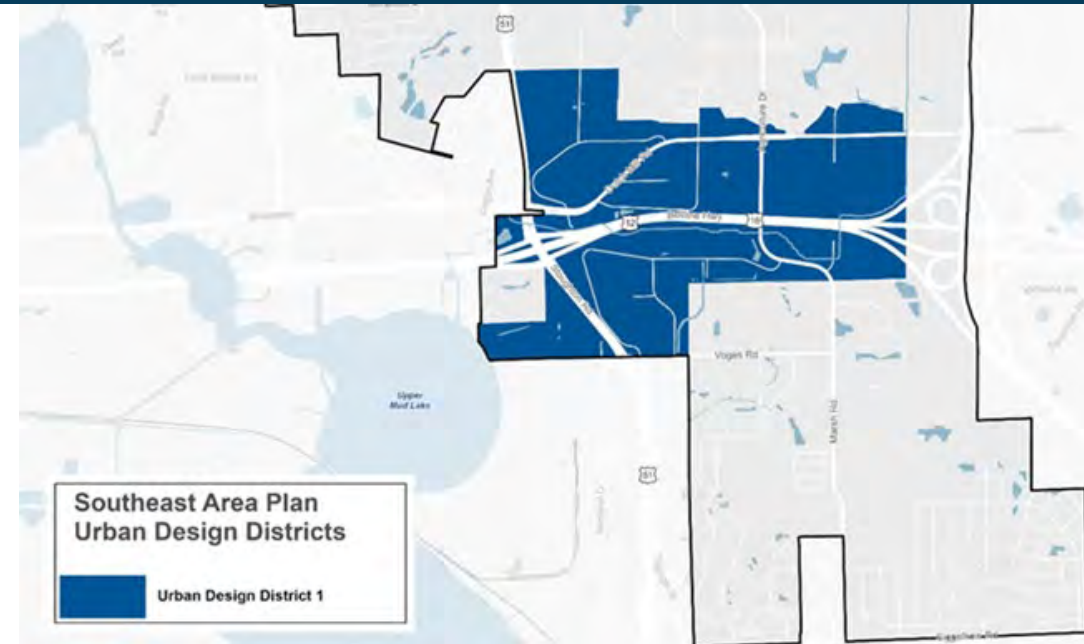


# Culture and Character



## Actions

- Evaluate Urban Design District #1
- Commercial Core Design
- Establish **place-making/public art** that builds neighborhood identity /gateways





# Additional Highlights:

## **Green and Resilient:**

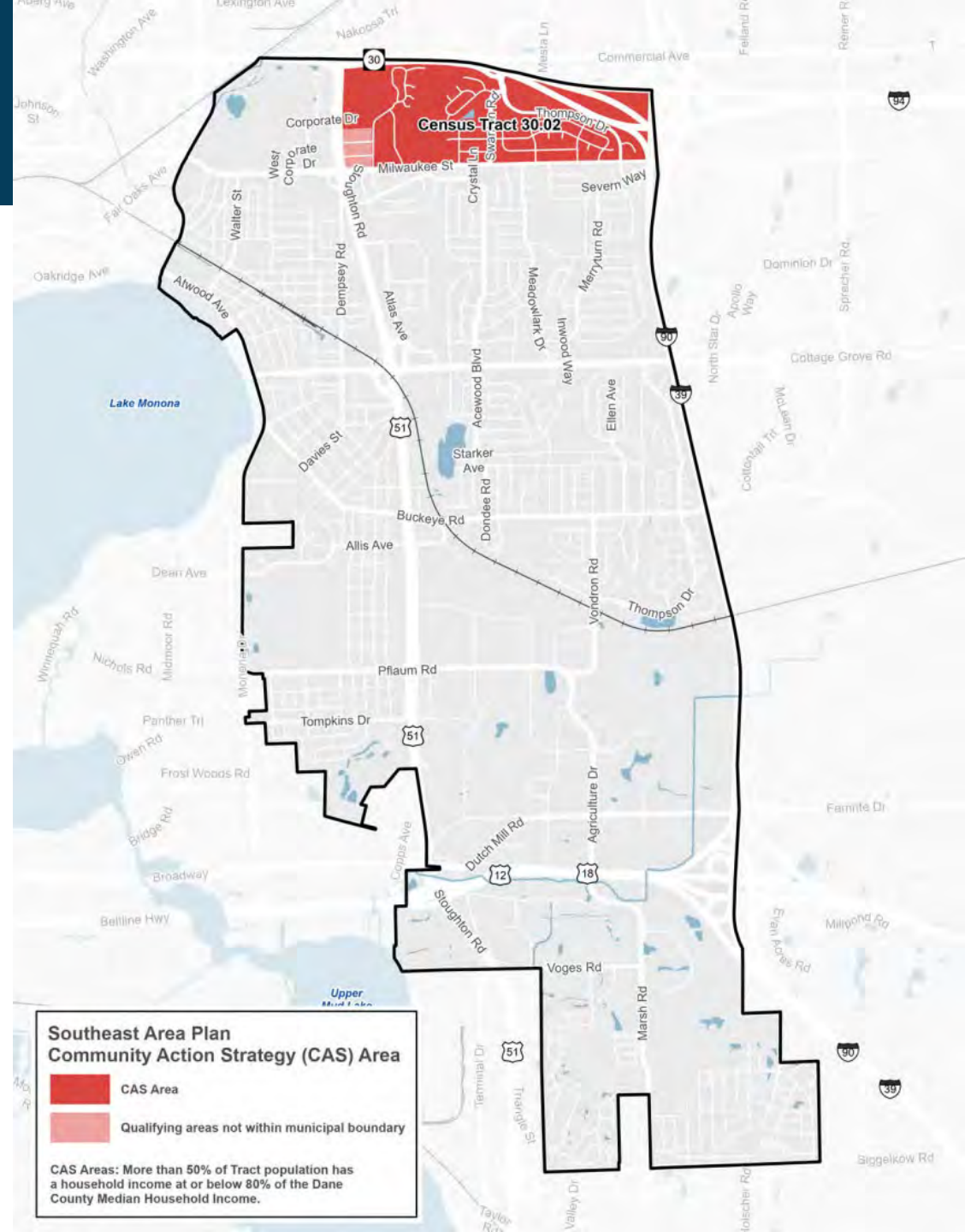
- Increase tree canopy, support Parks Master Planning for Olbrich, others
- Support Parks Development Processes

## **Effective Government:**

- Noise Pollution, Lighting in Neighborhoods, Cooling centers
- Village of McFarland IGA - Public Engagement

# Community Action Strategy Hiestand Neighborhood

- Capacity Building
- Community and Stakeholder Relationships
- Potential for small-scale physical improvements
  - \$100,000-\$200,000 project



# Community Action Strategy

## Hiestand Neighborhood



Rank	Improvement	Location	Capital Costs
1*	Splash Park	Hiestand Park	\$\$\$\$
2	Targeted traffic calming and safety improvements (lighting/cameras, speed management, crossing improvements)	Thompson, Swanton, Milwaukee, Walbridge	\$\$\$
3*	Better restroom facilities	Hiestand Park	\$\$\$\$\$
4	Path linking Honeysuckle and Hiestand Parks	Greenway (Stormwater)	\$\$\$
5	Parking Lot Lighting	Hiestand Park	\$\$
6	Information Kiosk	Hiestand Park	\$

\* Outside of the scope and budget of a CAS project.

# 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

\* Recommended adoption

\*\* Recommended adoption with comments