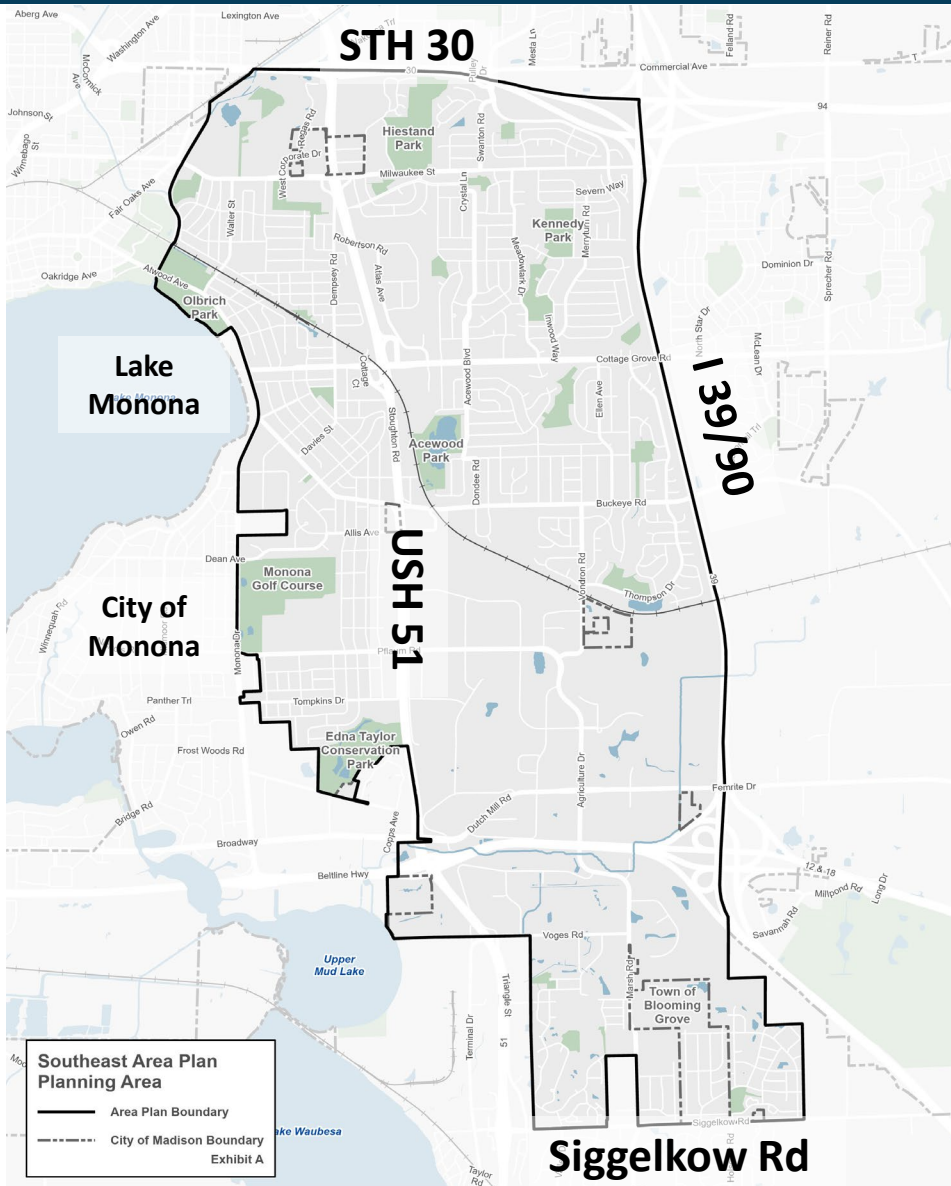


# Southeast Area Plan



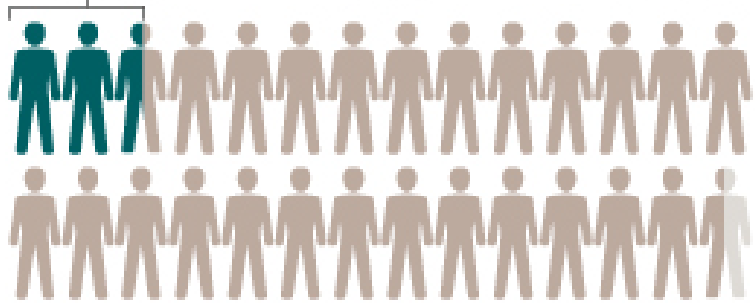
Board of Parks Commissioners: May 13, 2026

# Southeast Area

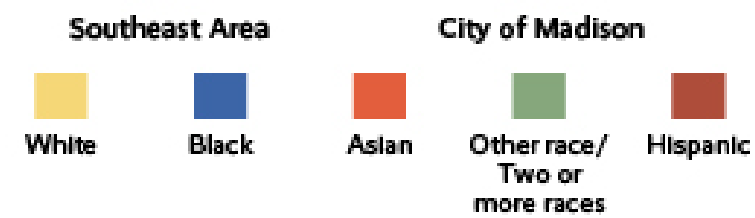
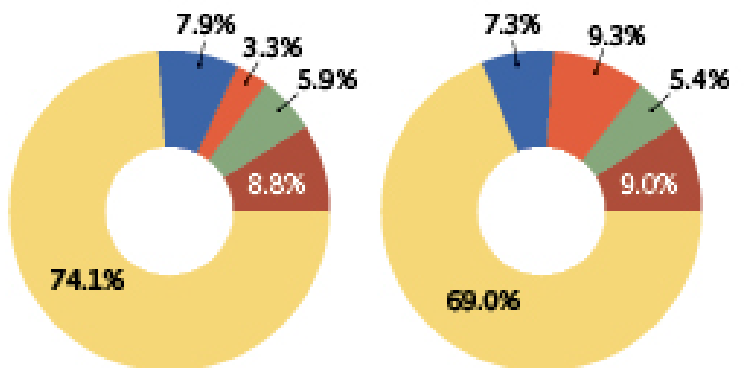


## Population

**Southeast Area** 25,366      **City of Madison** 274,622      **1 icon = 10,000 residents**



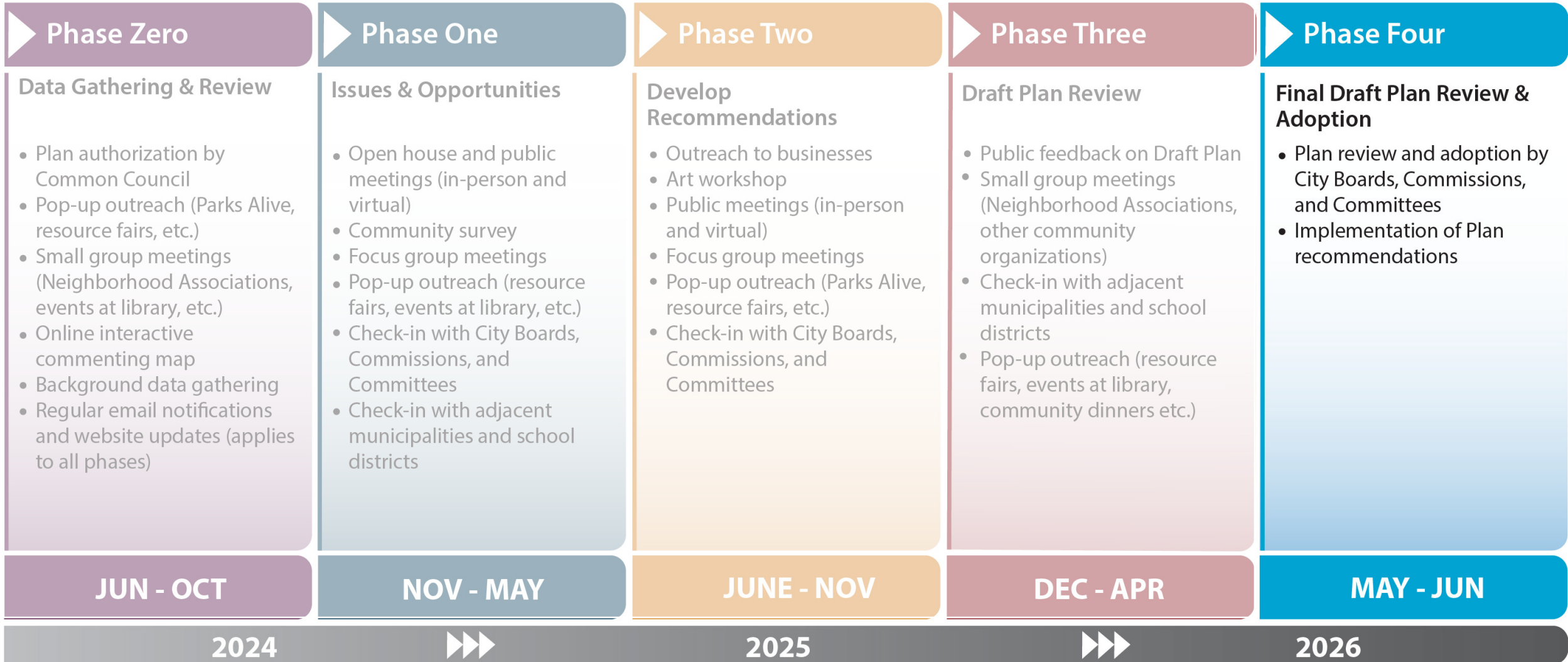
## Racial and ethnic composition



# 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



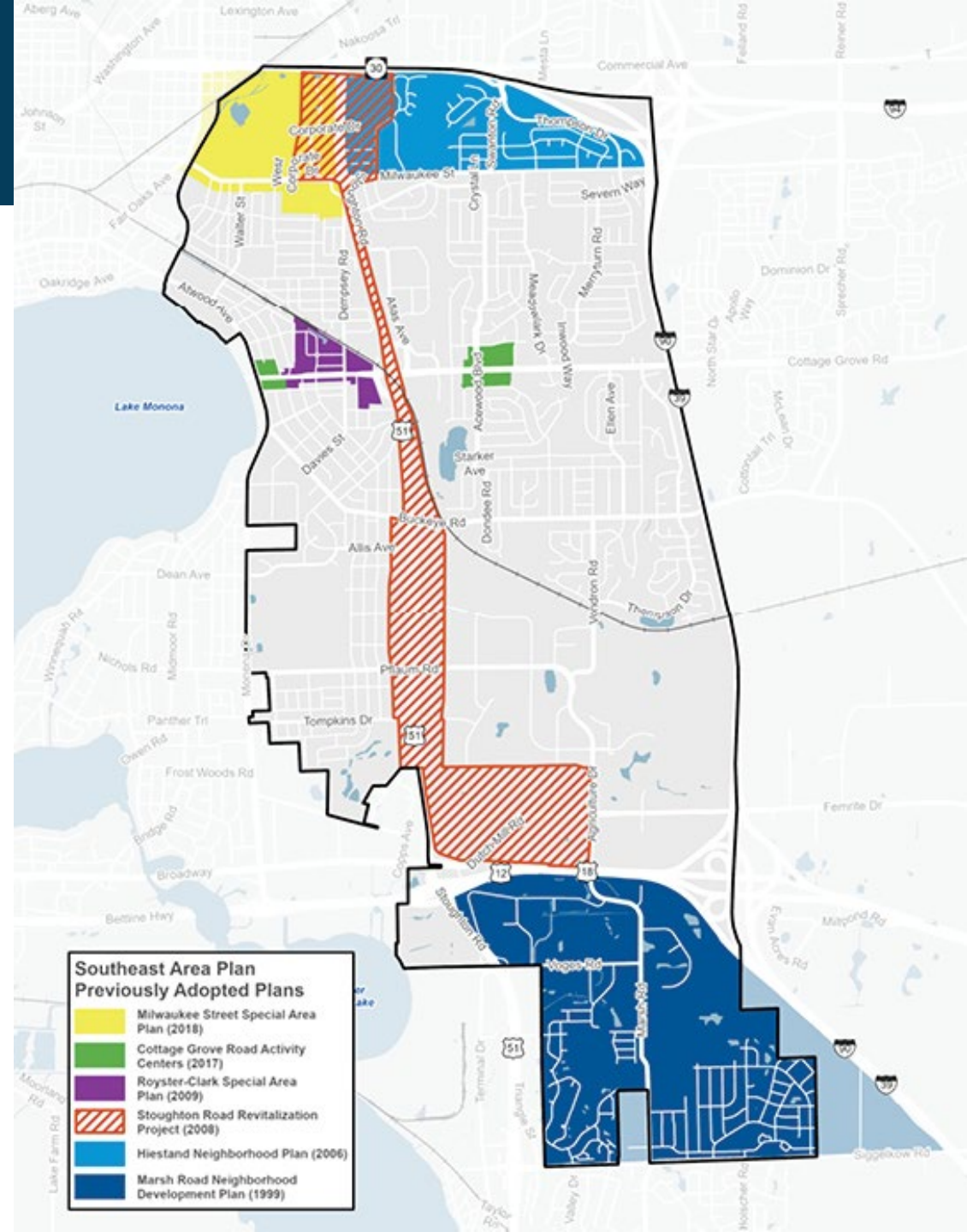
# General Themes in Public Comment



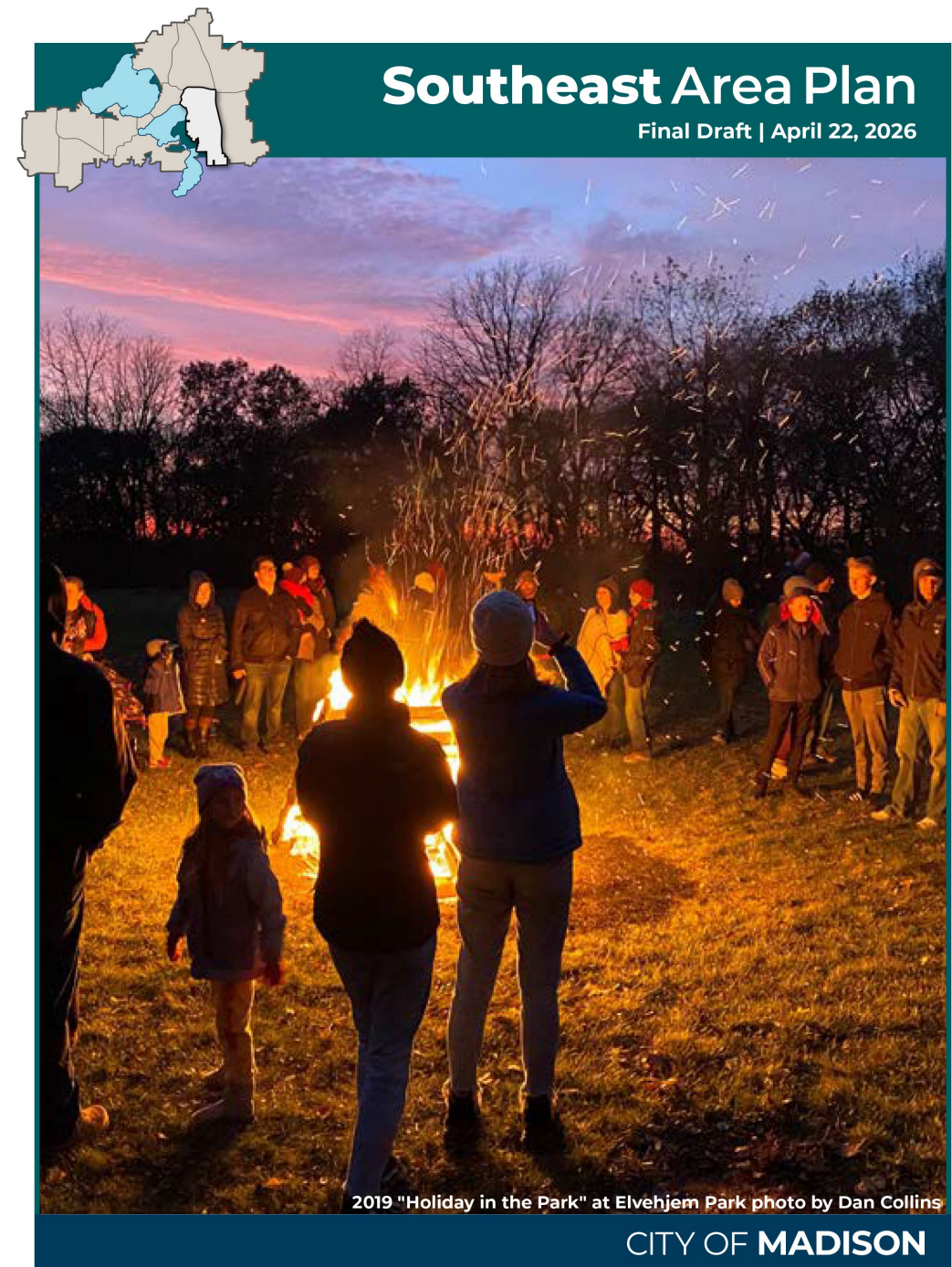
- Support mixed-use zoning and **denser residential options**, especially in areas currently zoned as commercial or along major corridors. Examples: Milwaukee Street, Buckeye Road, Cottage Grove Road
- Concern about **pedestrian and bicycle safety**, especially near schools and major corridors like **Stoughton Road**
- Support **sidewalk** installation where none exist, especially on student walking routes
- Concerns about **housing affordability**
- 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

# Past Plans

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



# Draft Plan Format



## Chapters



## Chapter Contents

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

# 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.

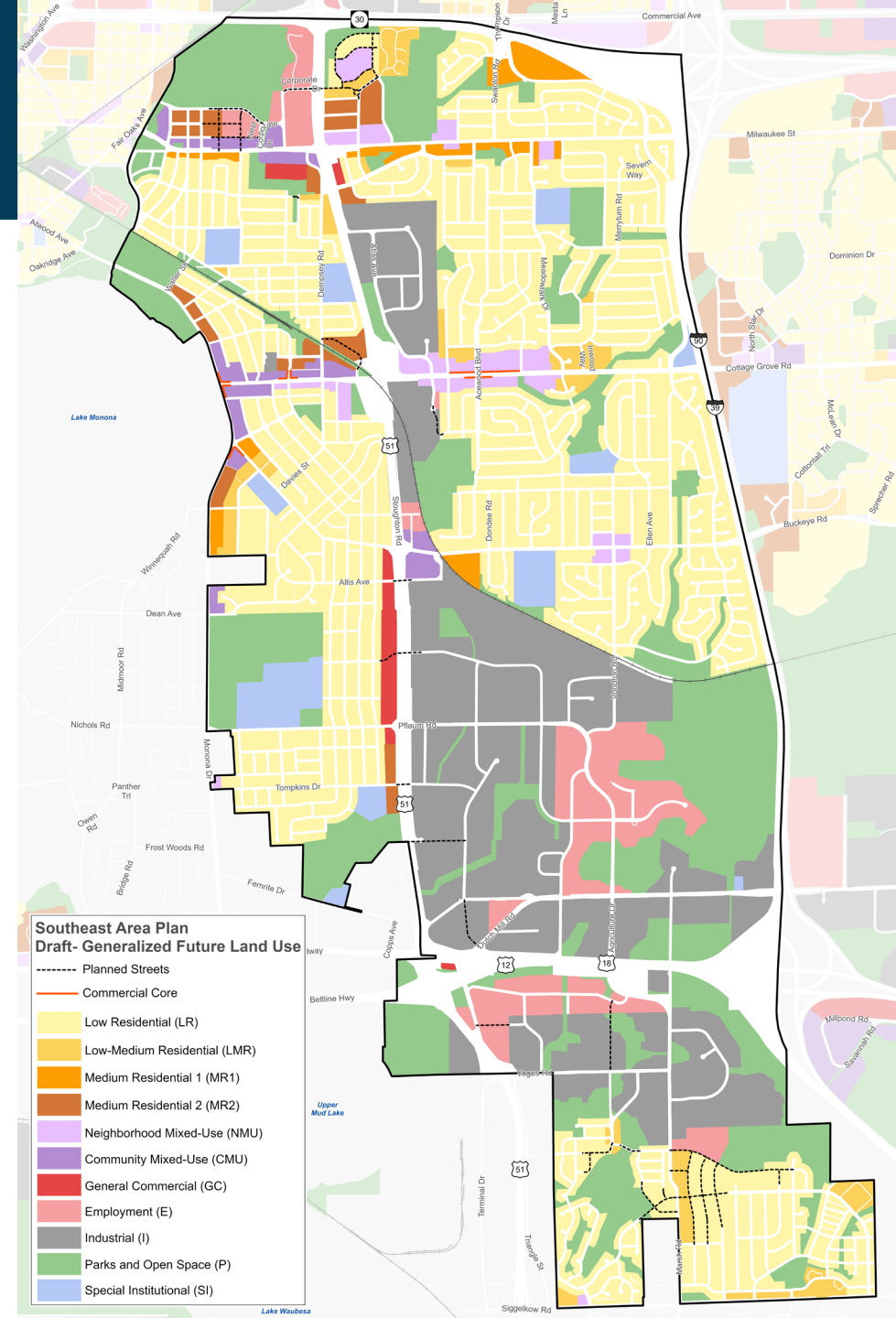
Typical heights: 1-4 stories



## Industrial (I)

Manufacturing, wholesale, storage, distribution and utility uses

Typical heights: 1-4 stories



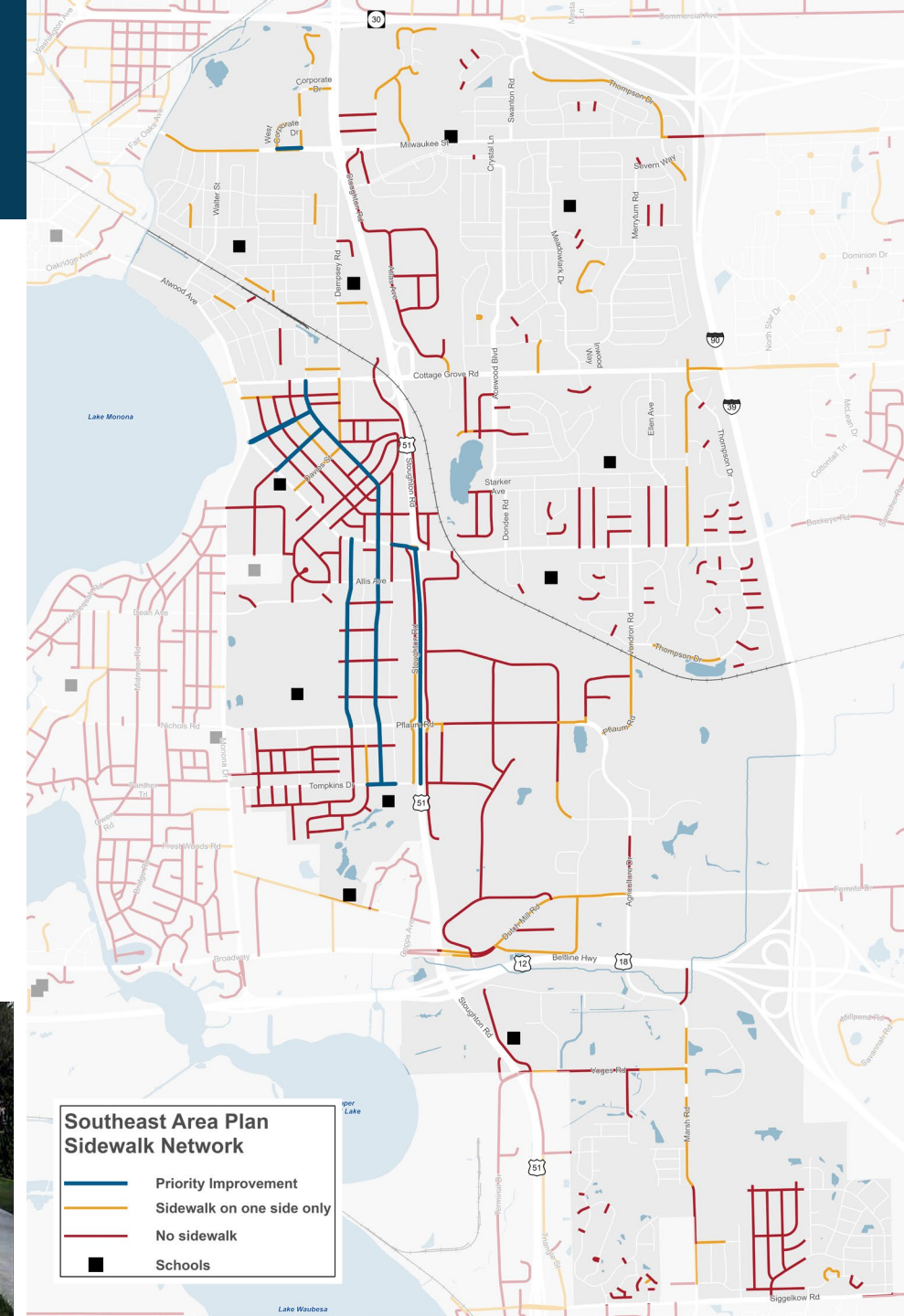
# Transportation

## What we heard:

- Areas without sidewalks are unsafe for Children and pedestrians
- Hard to cross Milwaukee Street, Cottage Grove Road, Buckeye Road and Hwy 51.
- Lack of North-South Connections
- Hwy 51 is a barrier – unsafe

## Draft Actions:

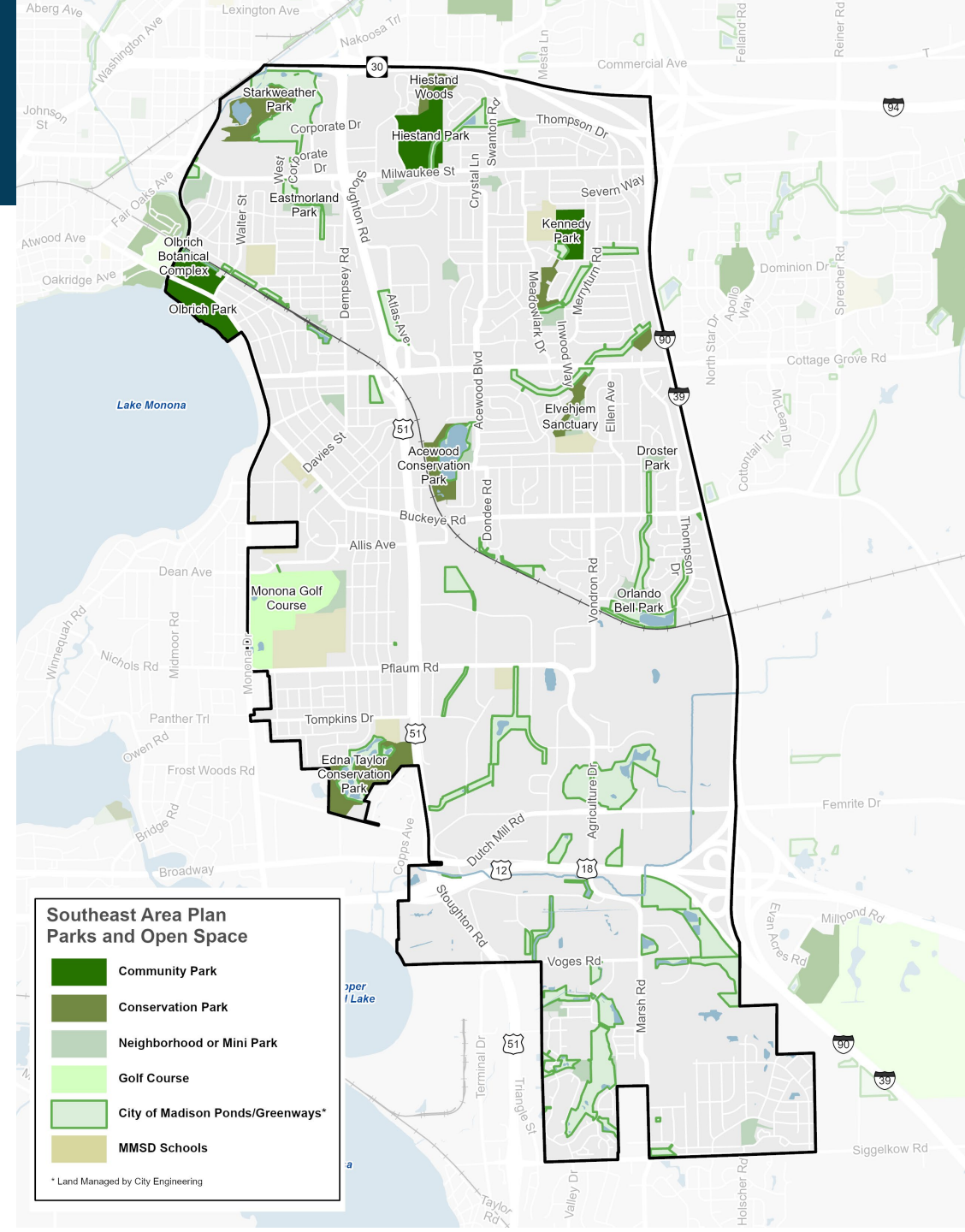
- Prioritize locations for sidewalk improvements
- Intersection and corridor improvements



# Green and Resilient

## Actions

1. Implement the recommendations of the adopted **2025-2030 Park & Open Space Plan**
2. Complete and **implement the Park Development Plans** for the 20 existing mini and neighborhood parks within the planning area.
3. Complete and **implement the Park Development Plan** for the newly expanded **Starkweather Park** to serve new residents of the Starkweather Plat.
4. **Address general park land deficiency** in the area bounded by Monona Drive, Pflaum Road, Highway 51, and Edna Taylor Conservation Park by acquiring properties for park land or exploring partnerships to provide publicly available park amenities.
5. Provide **greater park access** by developing safe routes through neighborhoods to parks.



# Green and Resilient



## Actions Continued

6. **Address the deficiency in park space** in the Glendale Neighborhood near Henderson Elementary School by exploring partnerships with MMSD, acquiring properties, or creating a play area within the northern portion of Edna Taylor Park.
7. Develop an updated **Master Plan for Hiestand Park**.
8. **Implement the Olbrich Park – North Parcel Park Development Plan**.
9. **Implement development in Olbrich Park** identified in the Parks Division's 2026 Capital Improvement Plan. Development includes replacement of the existing beach house (Olbrich Biergarten) and associated amenities such as parking and courts.
10. Complete and implement the recommendations of the **Olbrich Botanical Gardens Comprehensive Plan** in partnership with the Olbrich Botanical Society.
11. Evaluate **improvement options at Monona golf course** to continue to provide a unique and affordable user experience.



# Green and Resilient



## Partnerships

- A. Work with public and private organizations to **develop recreational programs** within existing parks or school playgrounds for area seniors and youth. Encourage neighborhood organizations to **help activate open spaces** through Parks Division approved programming and placemaking events, such as a labyrinth in McGinnis Park, food truck events, and other neighbor-hood led initiatives.
- B. Explore burying overhead wires with utility companies during street reconstructions on segments of Milwaukee Street and Cottage Grove Road to **facilitate larger street trees**.
- C. Partner with neighborhood organizations to **increase rain gardens**.
- D. Encourage the **creation of community gardens** in or near Honeysuckle Park.



# Actions – Other Chapters

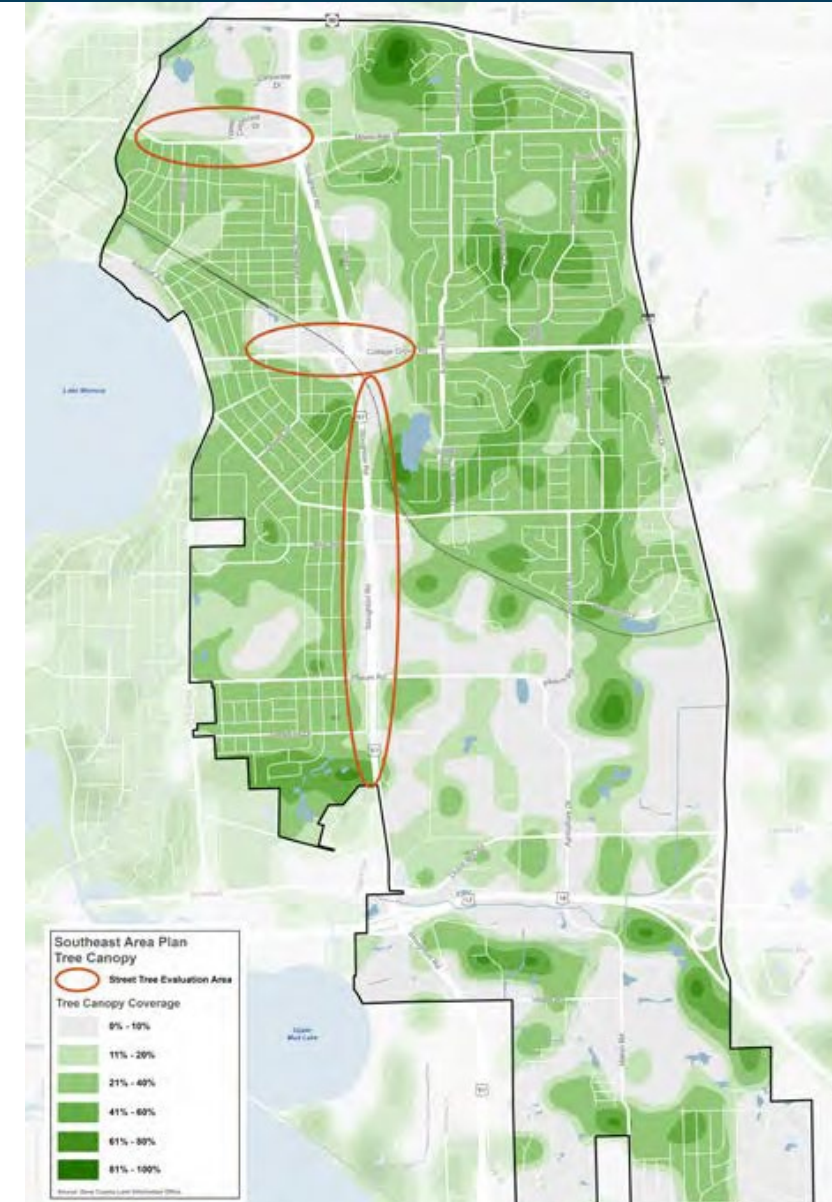


## Health and Safety

- Use existing tree canopy and light data to conduct light inspections along dark areas of Milwaukee Street, Meadowlark Drive, Pflaum Road, East Buckeye Road and other areas with inadequate light levels, especially near schools and parks, following City policy to add streetlights, trim trees, or pursue other measures.

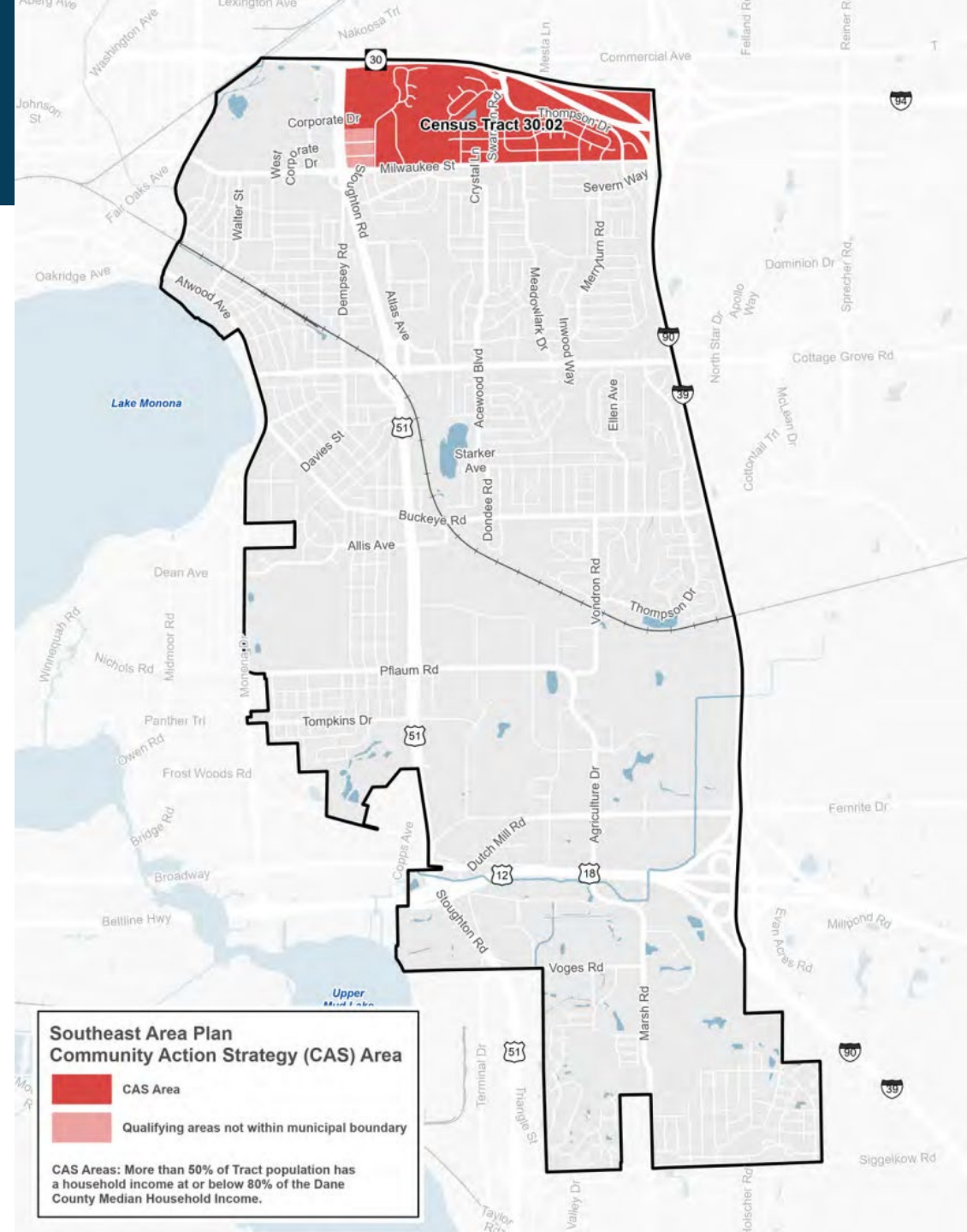
## CAS Actions

- Encourage neighborhood associations to help activate open spaces through programming and placemaking events.
- Work with community partners such as Madison Public Library, YMCA, MMSD/MSCR, and Madison Parks Division to develop neighborhood events and programming
- Work with residents, neighborhood groups, Madison Arts and non-profit organizations to activate Hiestand parks and other greenspaces for people of all ages with musical performances, community meals, arts activities and recreation.
- Improve recreational opportunities in Honeysuckle Park



# Community Action Strategy Hiestand Neighborhood

- Capacity Building
- Community and Stakeholder Relationships
- 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	\$

\* Splash Park and Bathrooms are is outside the scope/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

