



Department of Planning & Community & Economic Development

Planning Division

Heather Stouder, Director

215 Martin Luther King Jr. Blvd. Ste 017

P.O. Box 2985

Madison, Wisconsin 53701-2985

Phone: (608) 266-4635

Fax (608) 266-6377

www.cityofmadison.com

May 13, 2021

To: Community Development Authority

From: Planning Division Staff

RE: **South Madison Plan Activities Update**

South Madison Plan activities prior to March 2020

The South Madison Plan update began September of 2019. From September of 2019 to the start of March 2020 planning staff held the following meetings and listening sessions:

- Three Community Impact listening sessions
- Market Study tour and focus groups
- Property and business owners meeting
- Mobile Home Park Listening Session
- Two meetings with Neighborhood Action Teams

Planning staff also engaged the services of two social practice artists, Borealis, Hedi Rudd, to help the planning team engage South Madison residents who traditionally have not engaged in planning efforts like the South Madison Plan.

South Madison Plan activities March 2020 – March 2021

Because of COVID 19 public outreach efforts were paused in March of 2020. During the pause, the planning team received feedback from the community that a typical neighborhood plan was not what South Madison needed to address the needs of the community. The team strategized ways to take a different approach to move forward. The planning team discussed plan alternatives with the Mayor, Alder and community partners. The outcome of those discussions was to take an action plan approach. Traditionally, during neighborhood plans we look at the long term issues, and while that will still be the case, the focus in this effort case staff will be on actionable recommendations and strategies that can be implemented in the near-term that focus on the following 3 guiding principles:

- Anti-Displacement and Gentrification
- Community Wealth Building
- Opportunities to Thrive (social aspects of succeeding)

The plan will have five chapters

- Economic Development
- Housing
- Equitable Access & Capacity Building
- Land Use, Transportation & Parks
- Park Street Corridor

South Madison Plan activities March 2021 - present

Through consultation with the Mayor's Office, District Alder, and community partners the decision was made to restart the public engagement portion of the planning effort this past March. However, due to the continuing pandemic and PHMDC health orders public engagement is limited to virtual engagement.

The planning team has held the following virtual meetings since restarting the planning effort:

- Market Study presentation (Zoom)
- Social Practice Artists presentations (Facebook Live)
- Mobile Home Park listening session 2 (Zoom)

Draft Strategies and Recommendations Feedback Sessions

- Two City sponsored Zoom meetings
- Facebook Live hosted by the Latino Chamber of Commerce
- Facebook Live hosted by Mt Zion and South Madison Planning Council (SMPC)

Upcoming meetings in May

- Neighborhood Actions Team meeting 3
- Focus Area Concepts public input sessions (2 sessions via Zoom)
- Focus Area Concepts public input session hosted by SMPC and Mt Zion (Facebook Live)