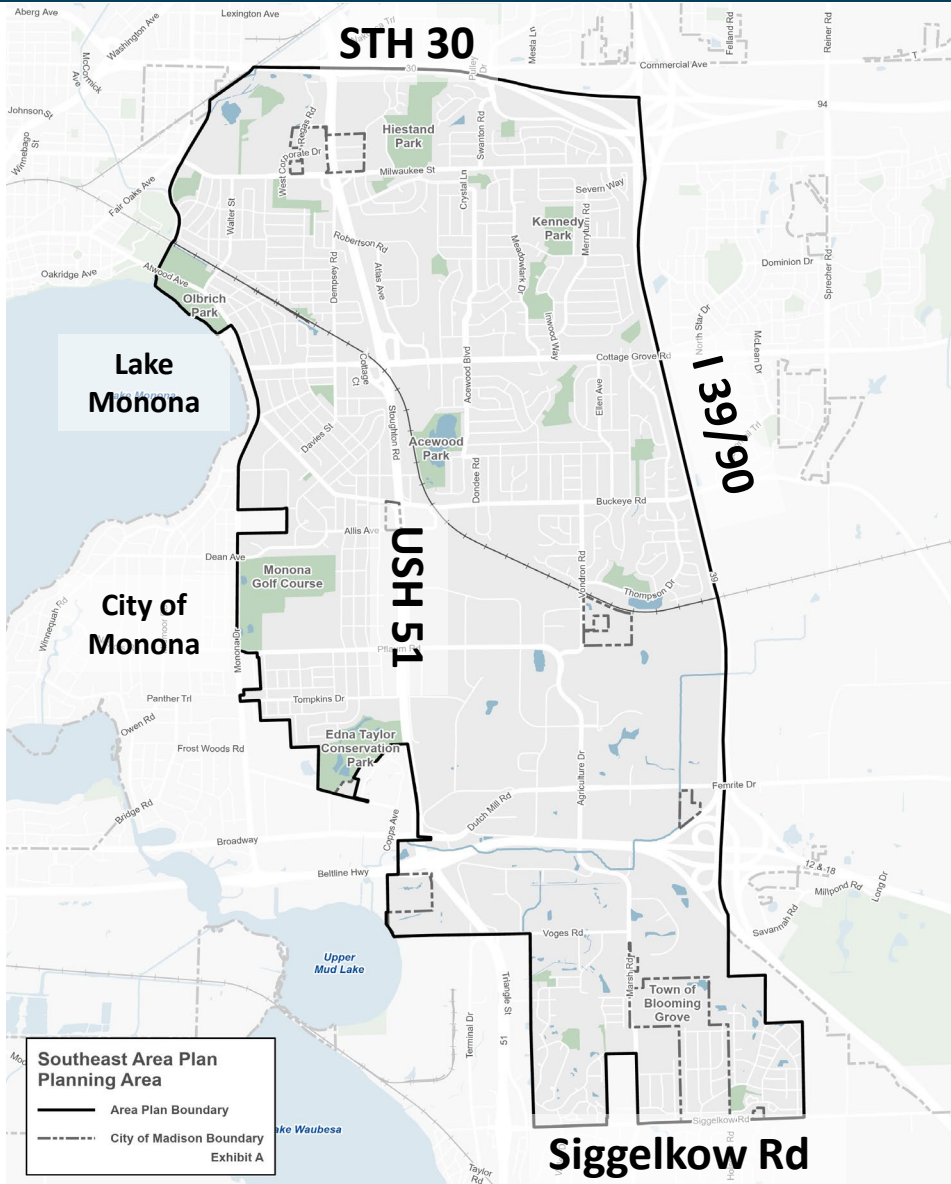


Southeast Area Plan



Community Development Block Grant Committee: June 4, 2026

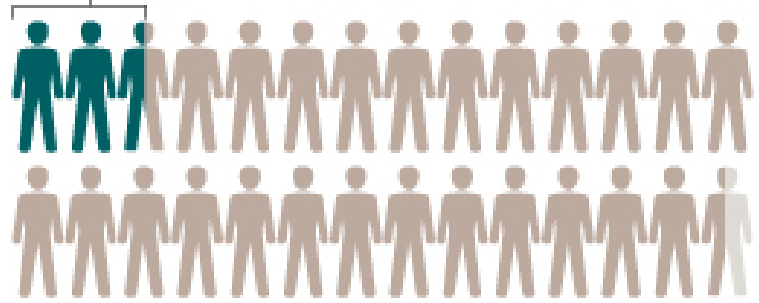
Southeast Area



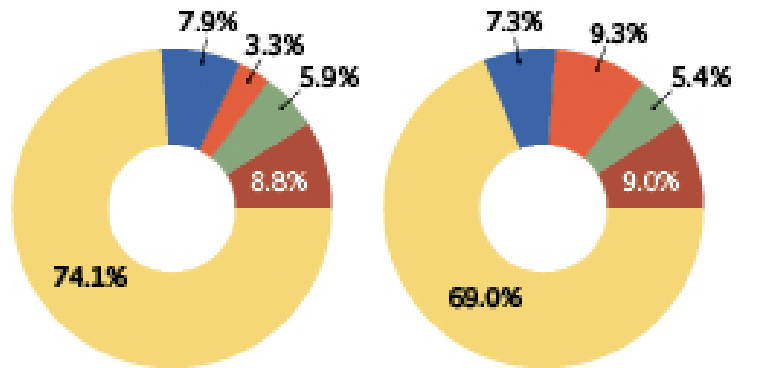
Population

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

= 10,000 residents



Racial and ethnic composition



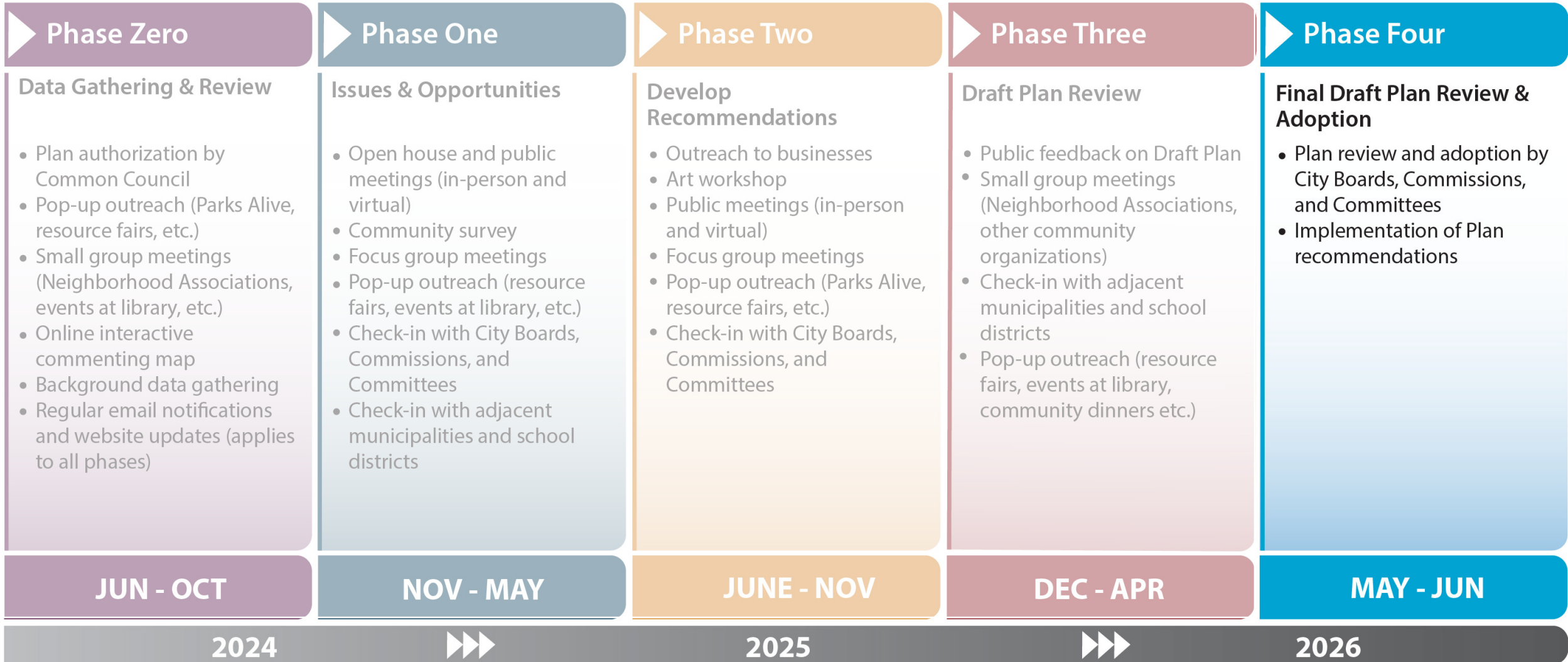
Southeast Area **City of Madison**

■ White
 ■ Black
 ■ Asian
 ■ Other race/Two or more races
 ■ Hispanic

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



Comments on the Draft Plan



- 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
- Want to **reduce isolation** and **improve access** to amenities and places for emergencies
- 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

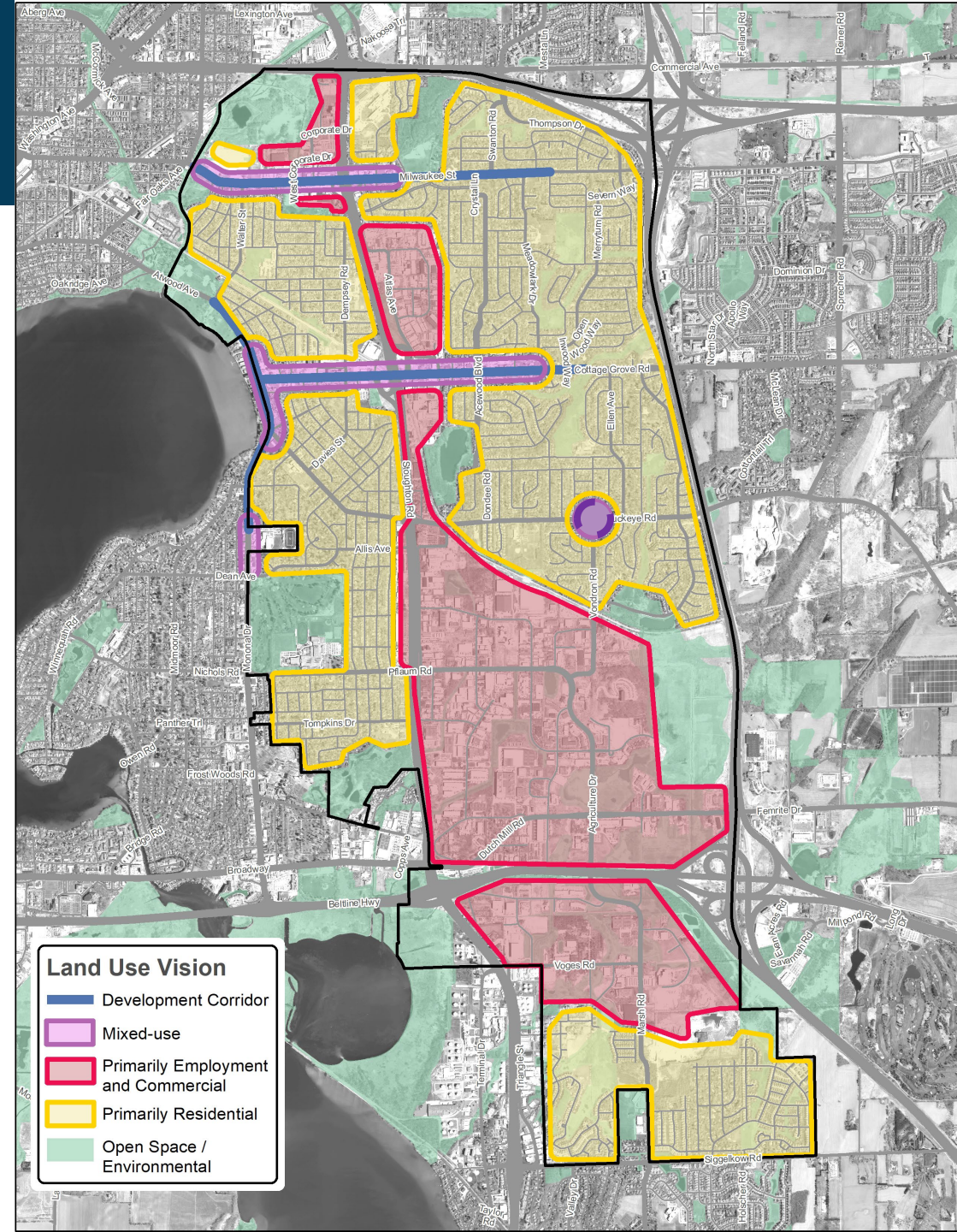
Land Use

What we heard:

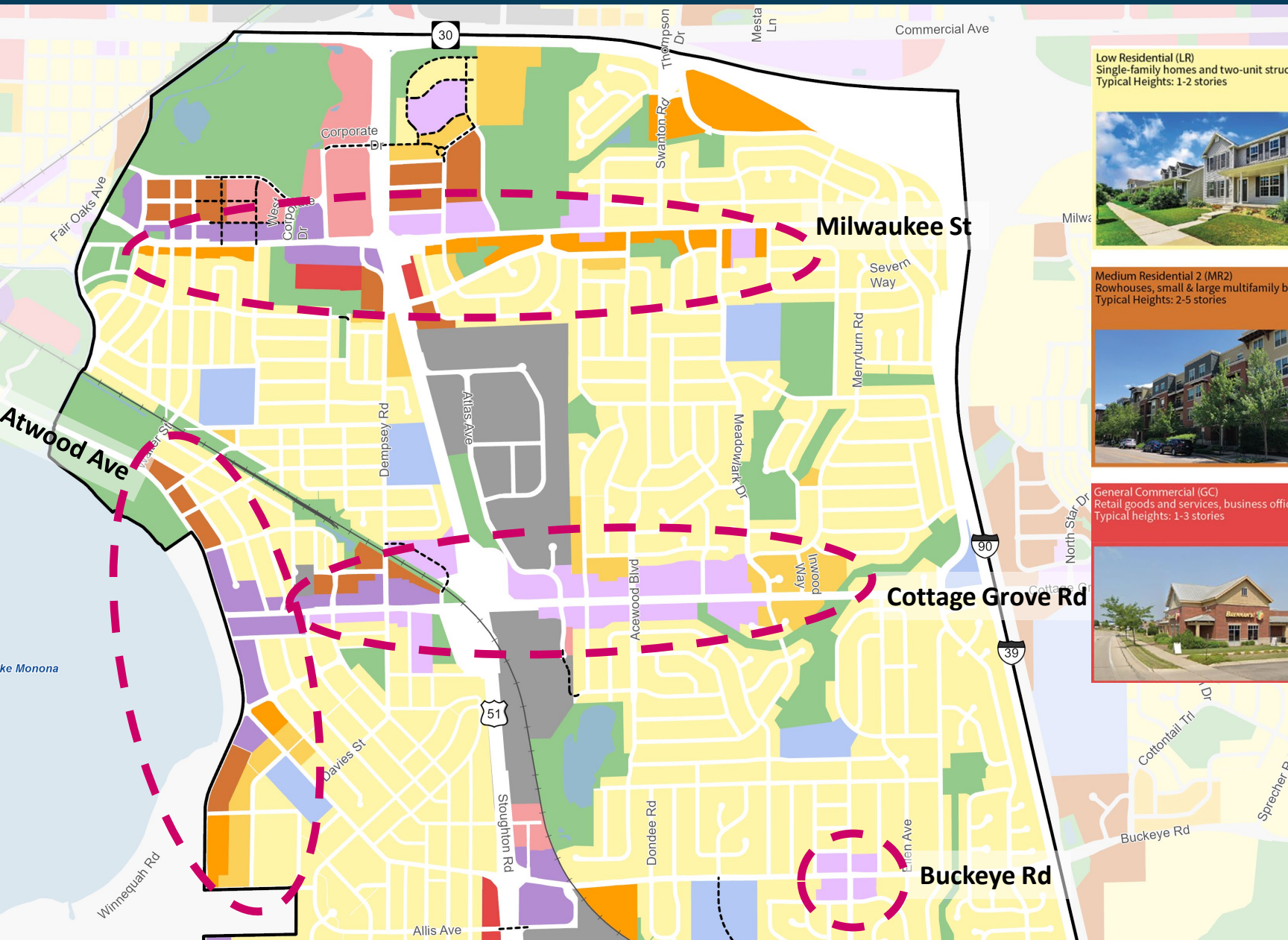
- Support more mixed-use areas/destinations within walking distance
- Allow for more housing options

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



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



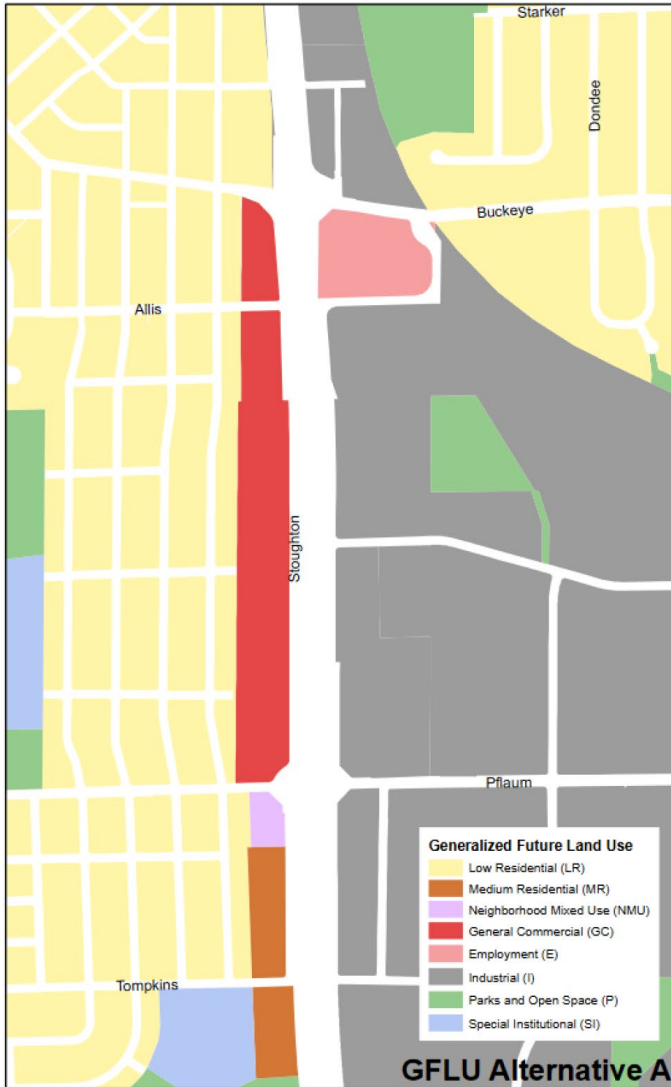
Industrial (I)
Manufacturing, wholesale, storage, distribution and utility uses.
Typical heights: 1-4 stories



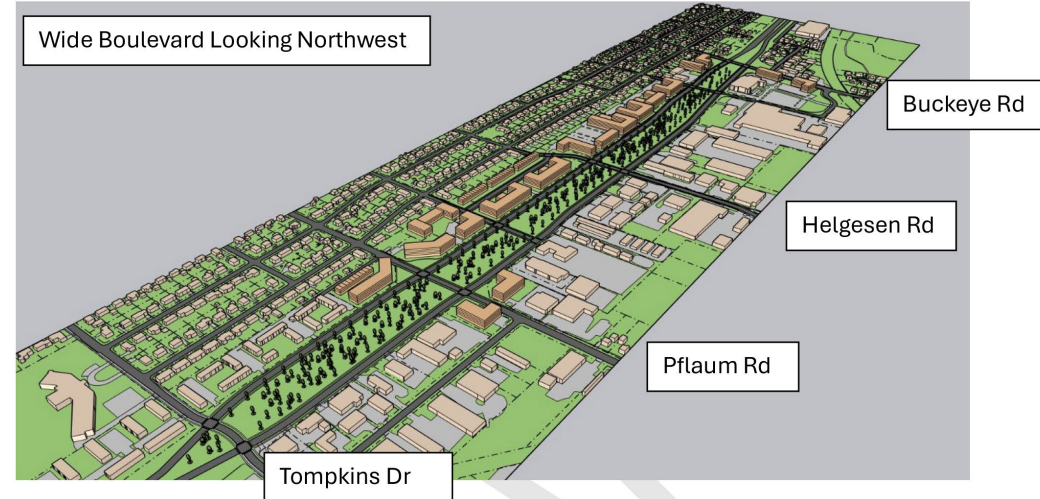
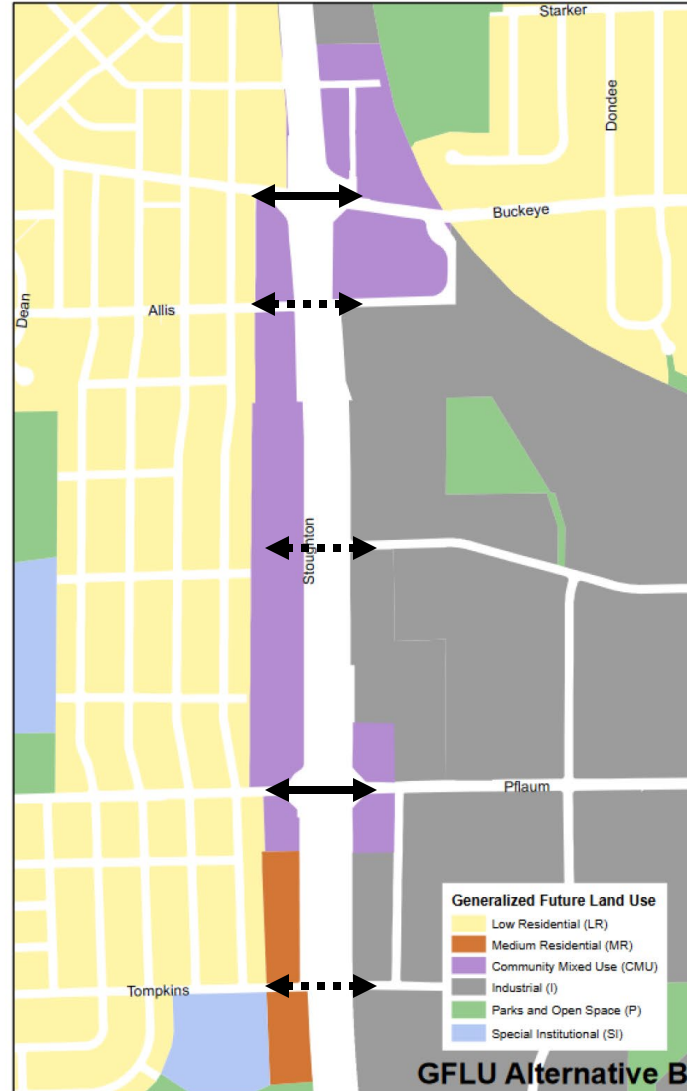
USH 51 Design Impacts



45 MPH, limited access future land uses



35 MPH, urban boulevard future land uses



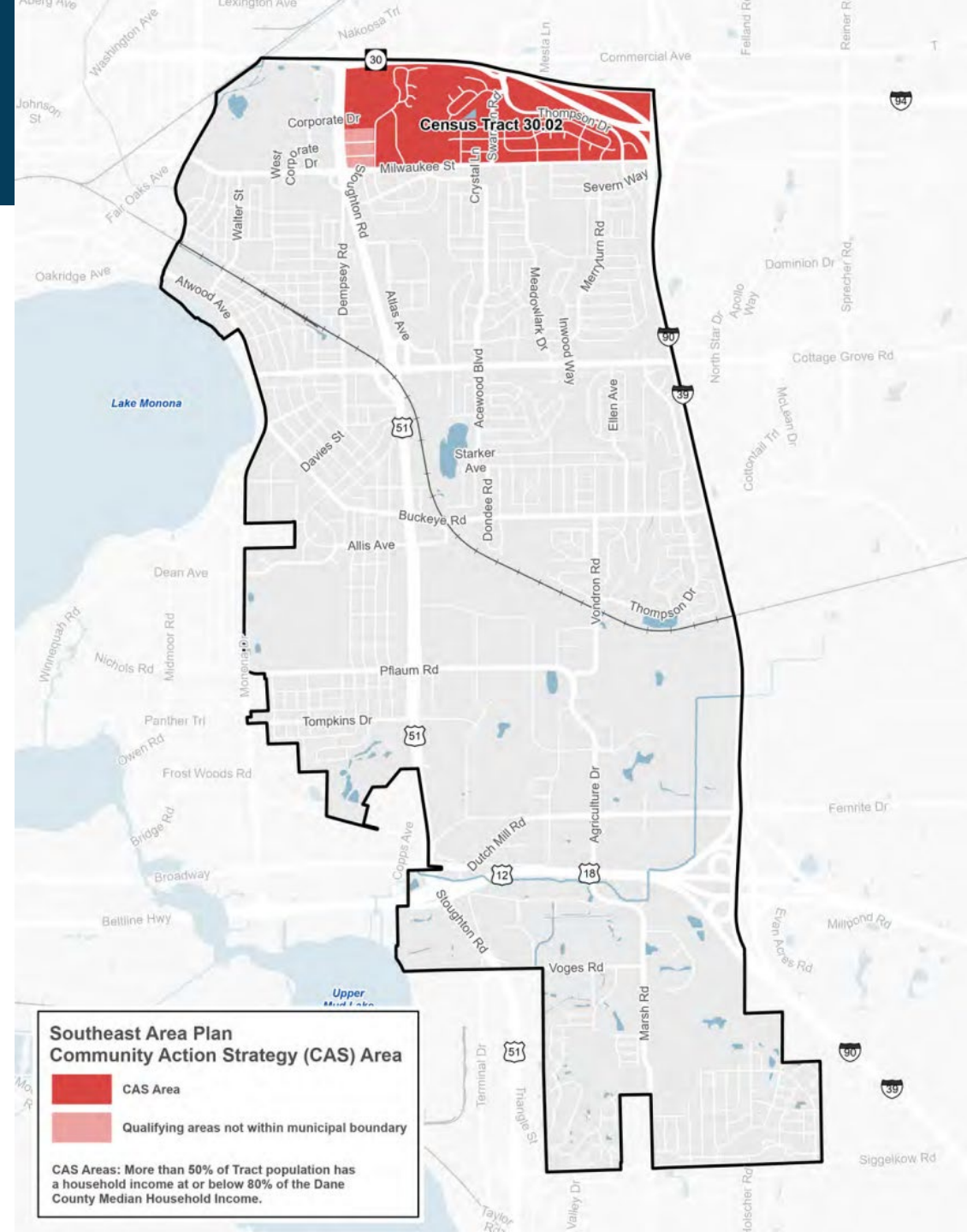
New Street crossings at multiple intervals could be timed with one-way lights to make quicker signals that still move traffic even at slower 35 mph speeds.



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

Community Action Strategy Hiestand Neighborhood

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



Community Action Strategy - Outreach



Pedestrian safety

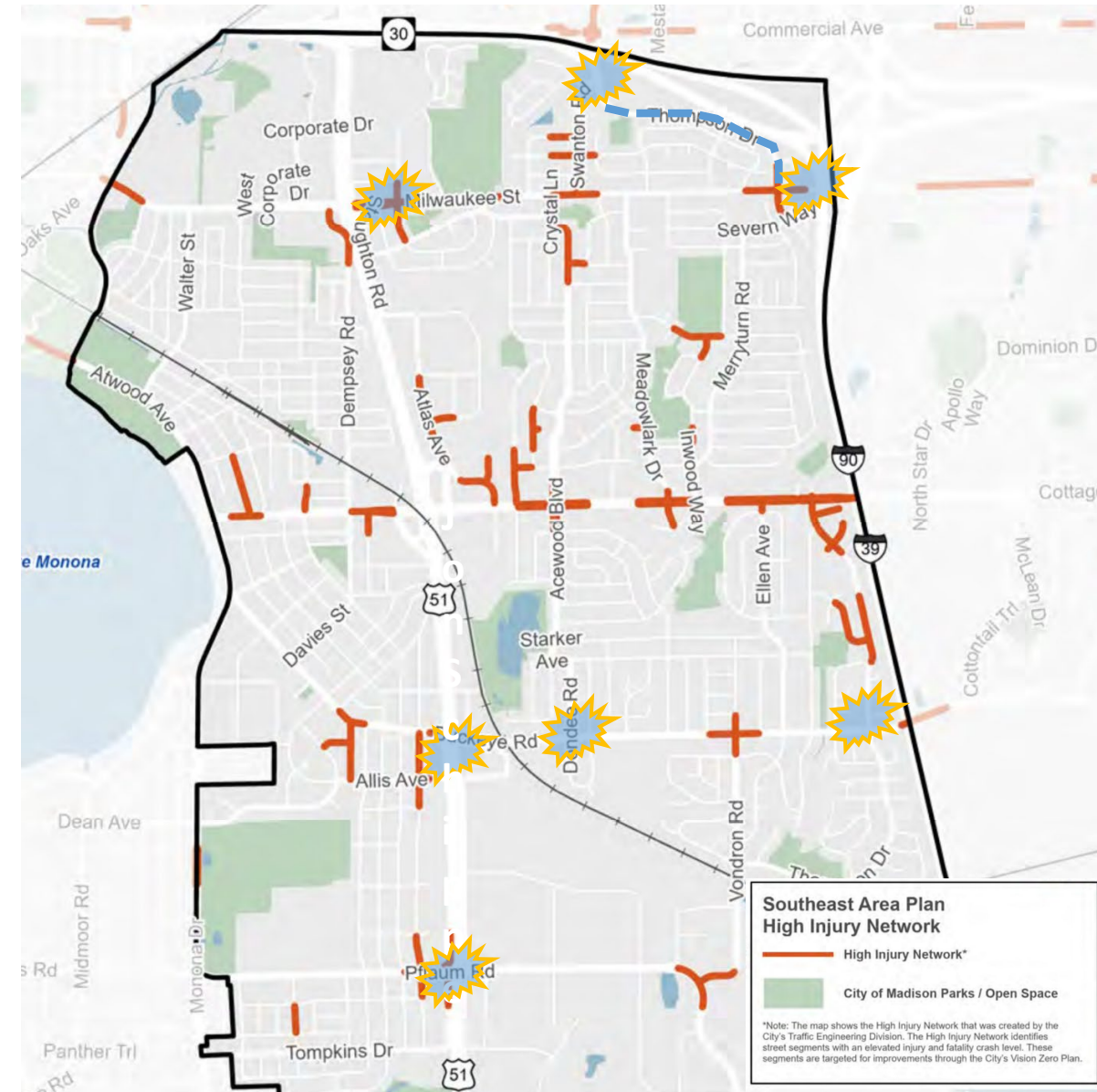


What we heard:

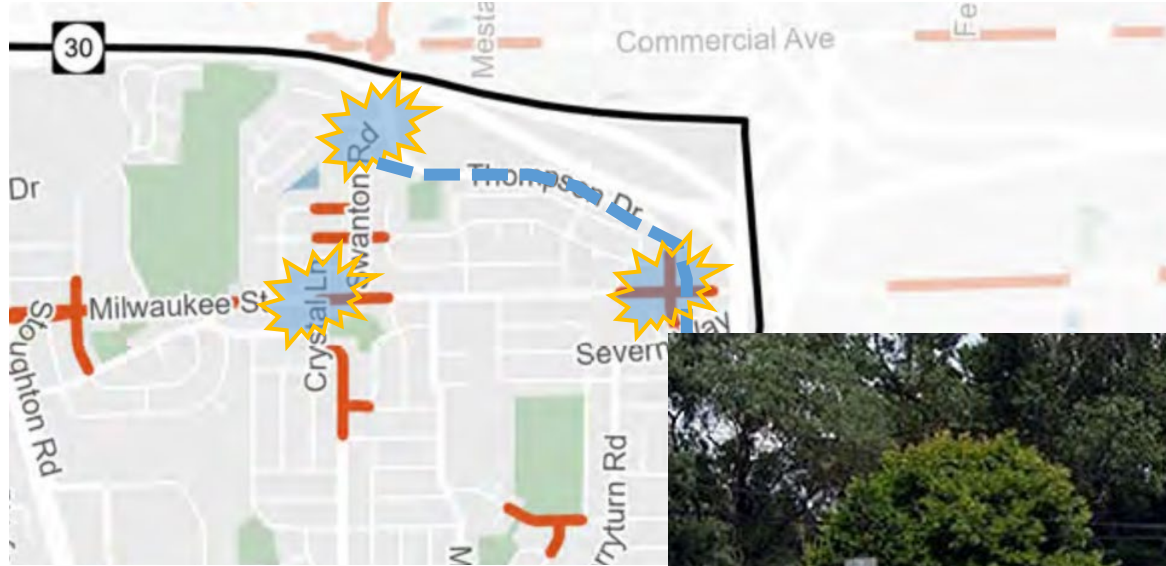
- Many unsignalized crossings are unsafe
- Speeding on Thompson us very unsafe
- Hard to cross Milwaukee Street, Cottage Grove Road, Buckeye Road and Hwy 51.

Actions:

- Intersection Improvement Needed
 - Milwaukee Street Intersections
 - Swanton @ Thompson



Pedestrian safety



- Corridor Improvement Needed
 - Thompson Drive



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 is outside of the scope and budget of a CAS project.

Community Action Strategy Actions

Themes:

- Neighborhood capacity building
- Programming, events and activities in public spaces
- Encourage new gathering and third spaces without barriers to entry in Heistand Neighborhood.



Capacity Building Actions



1. Create opportunities for residents, both homeowners and apartment dwellers, to **become involved** in the neighborhood association and **neighborhood-related projects**.
2. Encourage neighborhood associations to **help activate open spaces** through **programming and placemaking events**.
3. Neighborhood associations should continue to apply for **grants for activity, art and placemaking projects**.



Community and Stakeholder Actions



4. **Strengthen relationship** between Police and neighborhood residents to assist in **addressing crime and safety issues** in the Hiestand Neighborhood
5. Establish a **neighborhood watch program** to discourage concerning activities.
6. **Build communications** between neighborhood businesses, schools, and residents (particularly renters) to improve collaboration and involve essential stakeholders within the neighborhood association.
7. Work with business alliances and the City of Madison Office of Business Resources to **recruit and/or retain small to medium sized businesses**.
8. Develop a **stronger sense of neighborhood cohesion** within the business community, possibly through the creation of a **business association**.
9. Work with community partners such as Madison Public Library, YMCA, MMSD/MSCR, and Madison Parks Division to **develop neighborhood events and programming**.



Community and Stakeholder Actions



10. Create event partnerships with local businesses to **establish food cart nights and farmers markets.**

11. 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.

12. **Encourage new gathering and third spaces** without barriers to entry in Heistand Neighborhood.



Smaller Scale Physical Improvement Recommendations



13. **Improve recreational opportunities** in Honeysuckle Park
14. **Add lighting** to high use areas such as schools and parks.
15. **Develop joint neighborhood projects** with neighborhood businesses, Kennedy and Schenk Elementary Schools, and Senior Care Facilities.
16. **Enhance the streetscape at neighborhood gateways** to improve the sense of place. Encourage installation of neighborhood signs and banners, public art, street furniture (benches, bike racks), and utility box wraps.
17. Explore **landscaping options for the highway swale** on the north side of North Thompson Drive between Milwaukee Street and The Meadows Apartment complex.



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

