



Department of Planning & Community & Economic Development

Planning Division

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To: Urban Design Commission
From: Jeff Greger, Angela Puerta
Re: South Madison Plan (SMP) Informational Presentation

Project Background

Planning staff began a planning effort to update the *2005 South Madison Plan* in September of 2019. Multiple public input sessions were held in the fall and winter of 2019 to discuss issues and opportunities in South Madison. A market study consultant was hired to prepare a market study for the planning area.

March of 2020 public engagement efforts were paused due to the COVID-19 Pandemic. During the pause, based on public feedback and guidance from the Mayor's Office, the Plan focus was changed from a neighborhood plan to an action plan. The action plan uses three guiding principles to evaluate strategies and recommendations found in the plan document: anti-displacement and gentrification, community wealth building, and opportunities to thrive.

March of 2021 public engagement restarted primarily in a virtual format via Zoom, but as the year has progressed staff has been able to hold limited in-person engagements. Since restarting the planning effort, the *South Madison Market Study* has been completed and reviewed with the South Madison community, strategies and recommendations have been developed and reviewed, and focus area concept plans have been developed and reviewed.

Planning staff is finalizing the draft *South Madison Plan*. Staff met with an interagency staff team on September 20 to review the draft document. A series of public meetings were held on September 29 and 30 (two Zoom meetings, one in-person meeting) to review the document and solicit feedback. Staff has developed a survey to gather more in-depth feedback on the Plan from the community. The three-week public comment period on the draft *South Madison Plan* closed on October 18.

Community Issues and Concerns

Below is a list of the top community issues and concerns that relate to the *South Madison Plan*:

Displacement/Gentrification

- Preserving single family homes
- Need for additional opportunities for community wealth building, affordable housing
- Need opportunities to age in place in South Madison
- Preserve the mobile home park
- Preserve affordable spaces for businesses, preserve existing local businesses

- Provide spaces for neighborhood serving retail

Community Center

- Need for neighborhood gathering space
- Youth programing
- Senior programing

Affordable, quality childcare

Improve bicycle/pedestrian infrastructure

- Create east/west bike route
- Create north/south bike route
- Extend Cannonball Path

Improve Connectivity

- Between neighborhoods
- Railroad and major road corridors barriers

Parks

- Improve access
- Need for amenities/equipment
- Programing for youth and seniors

Improve lighting for pedestrians

Transit Service

- More frequent transit service
- Service for 3rd shift workers

Questions for Urban Design Commission Consideration/Discussion

Staff is seeking feedback on the following topics prior to finalizing a draft for introduction at Common Council:

1. Proposed height map (see page 37 of SMP).
2. Proposal to amend UDD 7 to reflect SMP height map and amend bonus height guideline to not apply south of Wingra Creek (see page 33 of SMP).

Anticipated Schedule

Below is the anticipated schedule for adoption of the South Madison Plan:

Date	Task
11/2/21	Introduction SMP at Common Council for referral
Nov 2021 – Jan 2022	BCC reviews (TPPB, BPC, EDC, CDBG, CDA, HSC, UDC, PC anticipated)
1/04/22	Common Council considers adoption