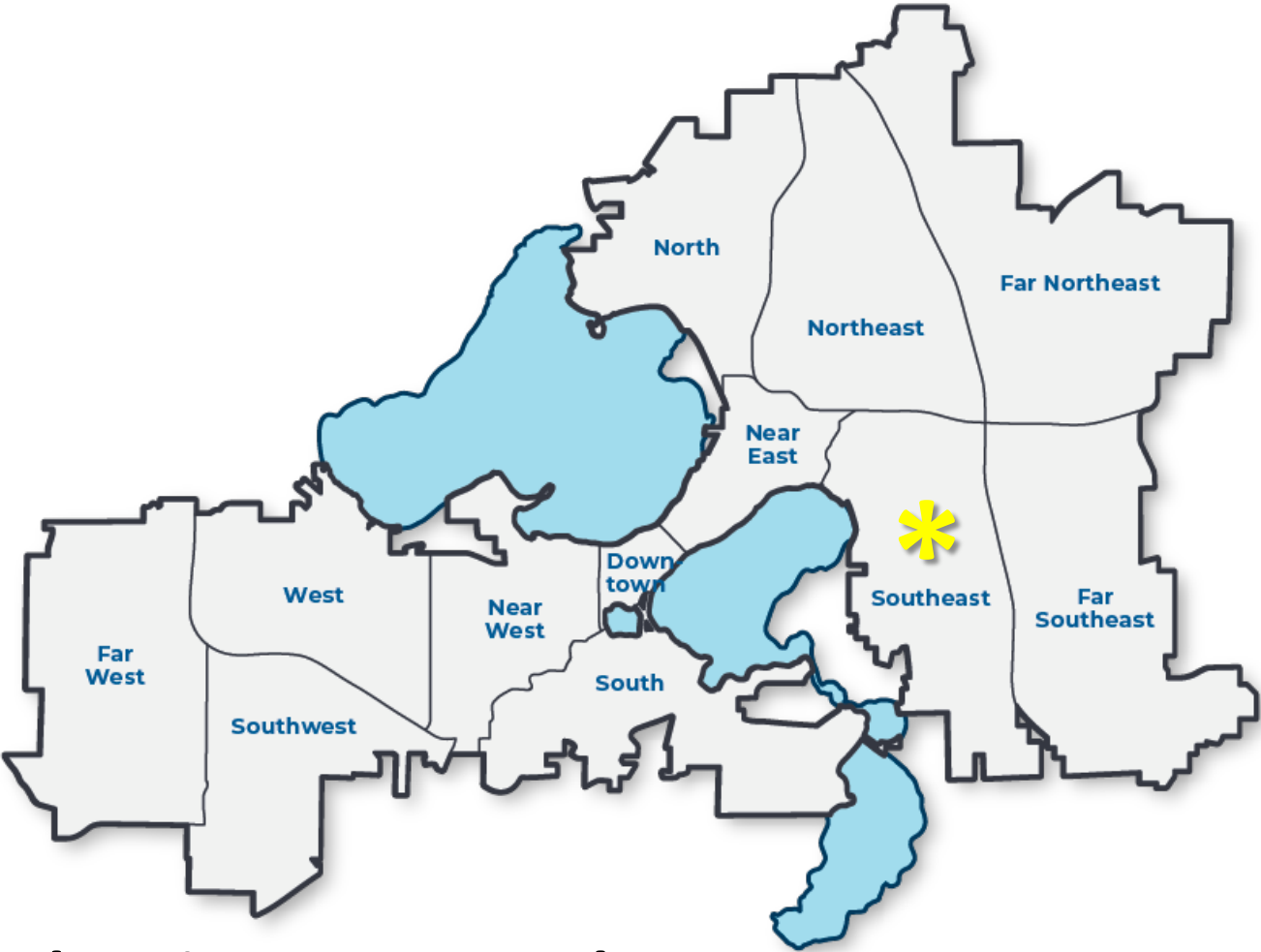


Southeast Area Plan

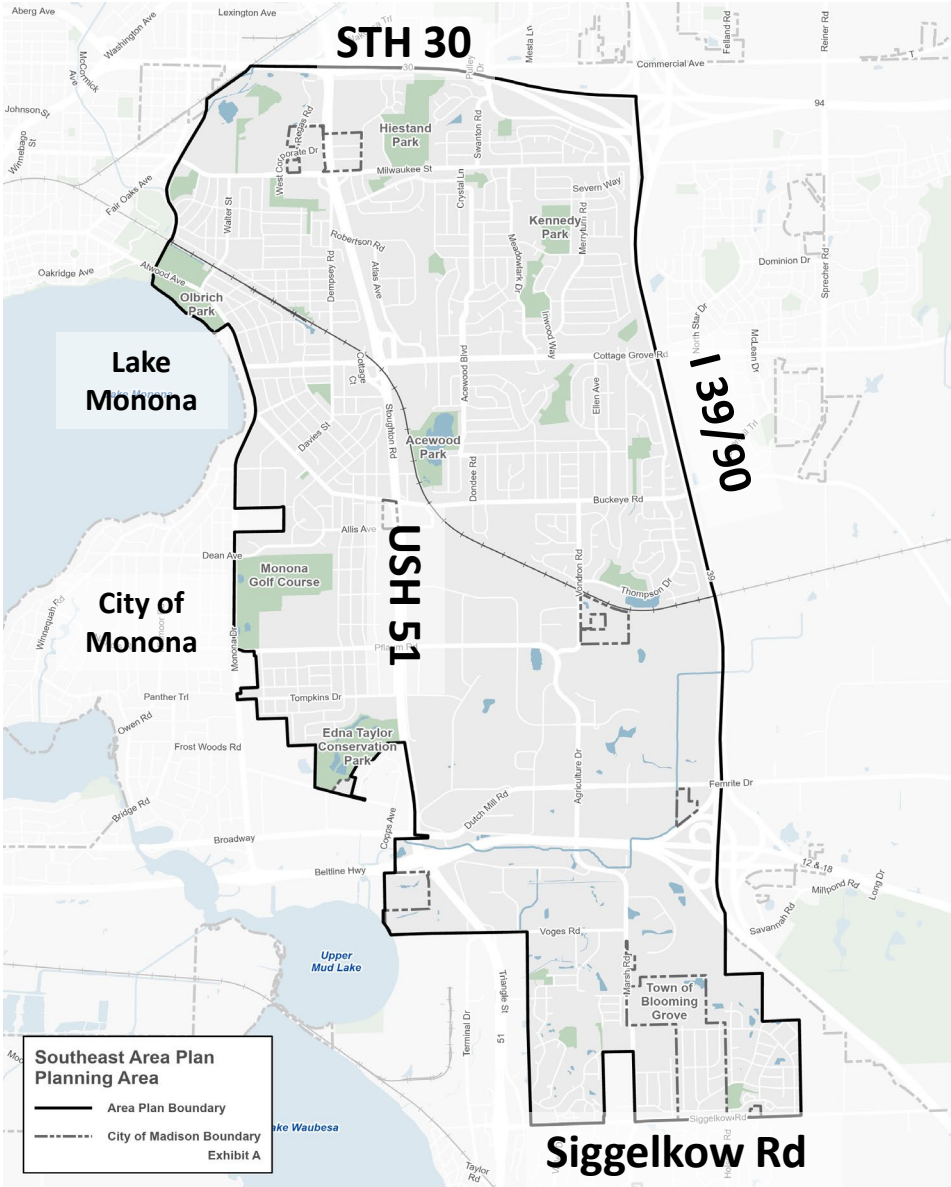


Common Council: June 23, 2026

Background



Planning Framework



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



Southeast Feedback Themes



- 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
- 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

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.

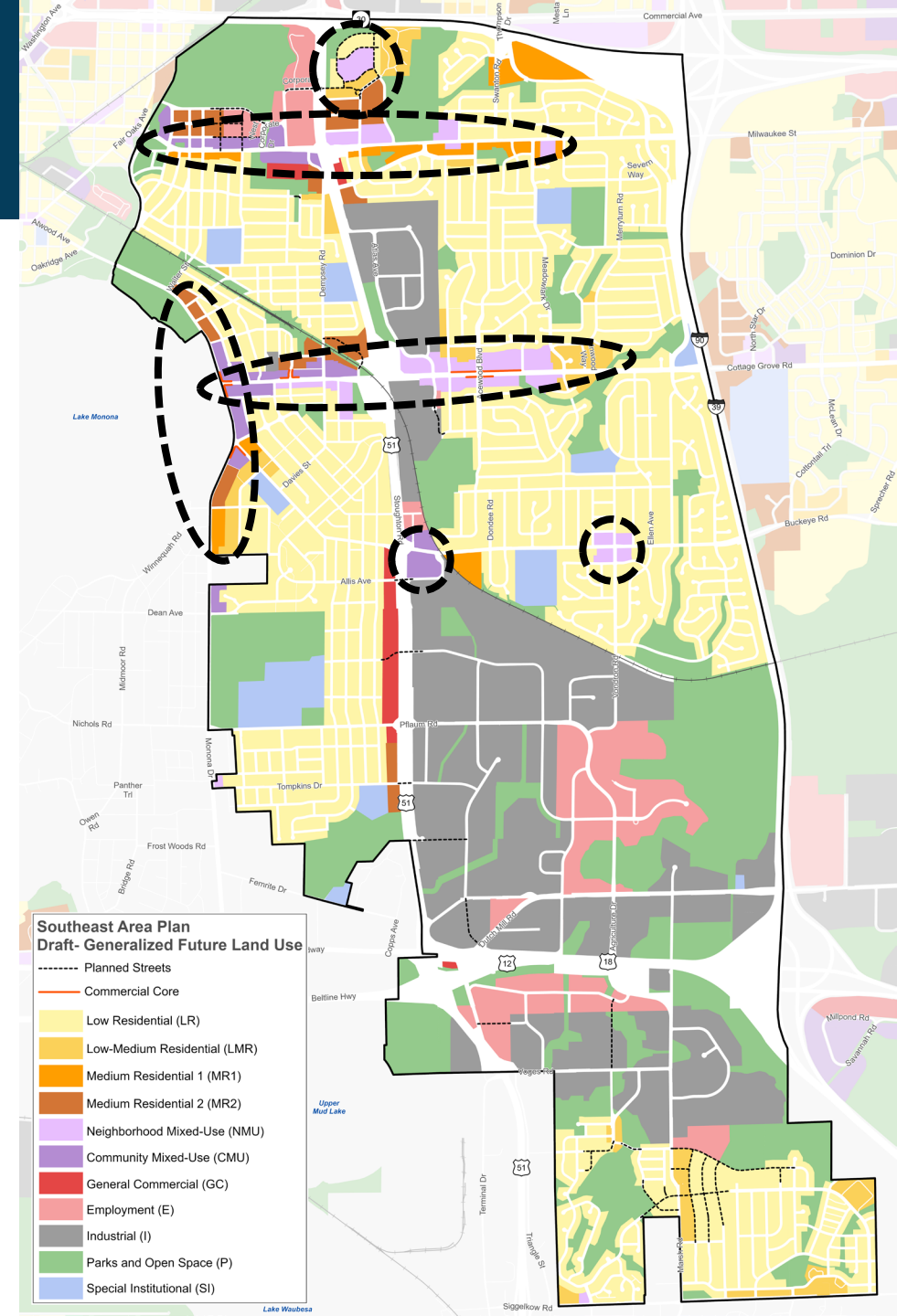
Typical heights: 1-4 stories



Industrial (I)

Manufacturing, wholesale, storage,
distribution and utility uses

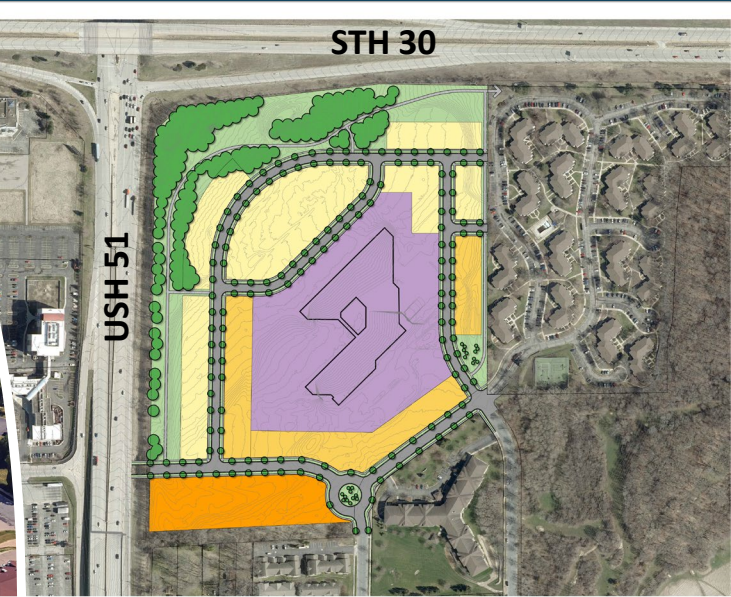
Typical heights: 1-4 stories



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.



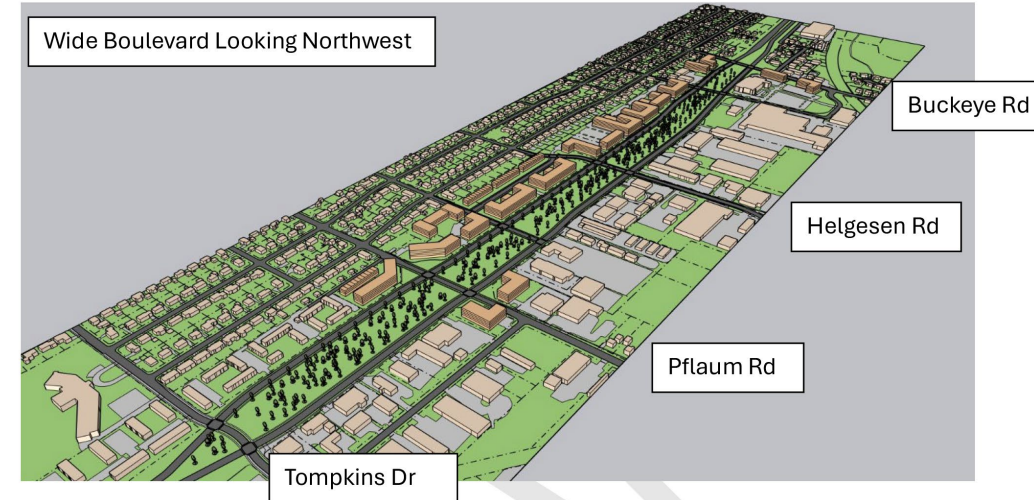
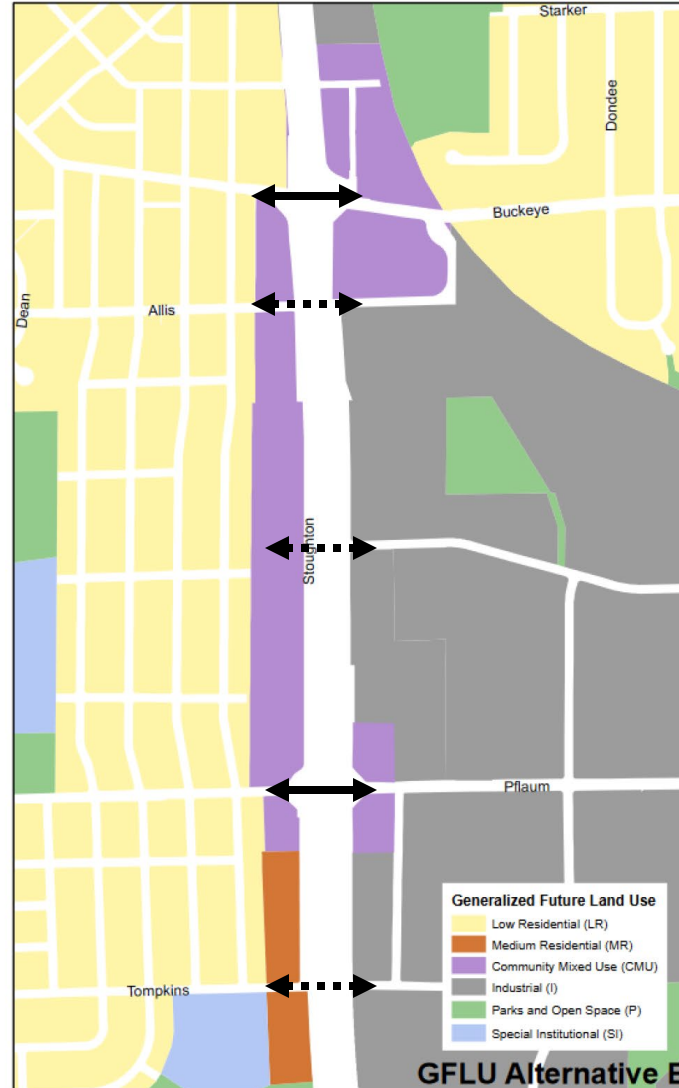
USH 51 Design Impacts – Land Use Alternatives



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.



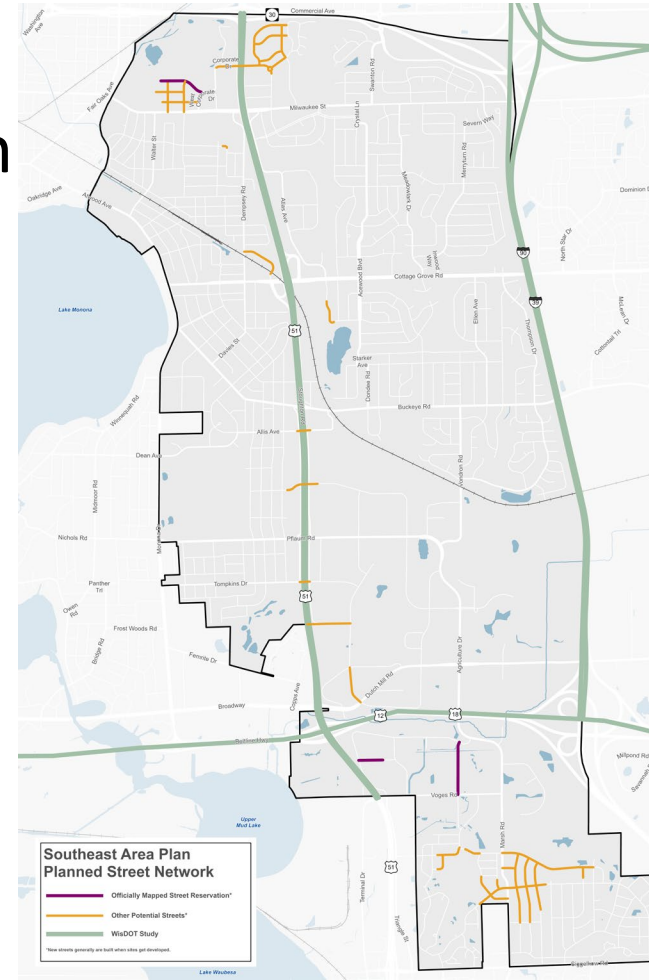
New mixed use development at nodes can give visual signals to drivers to maintain safe speeds.

Transportation – Streets, Pedestrians, and Bicycles

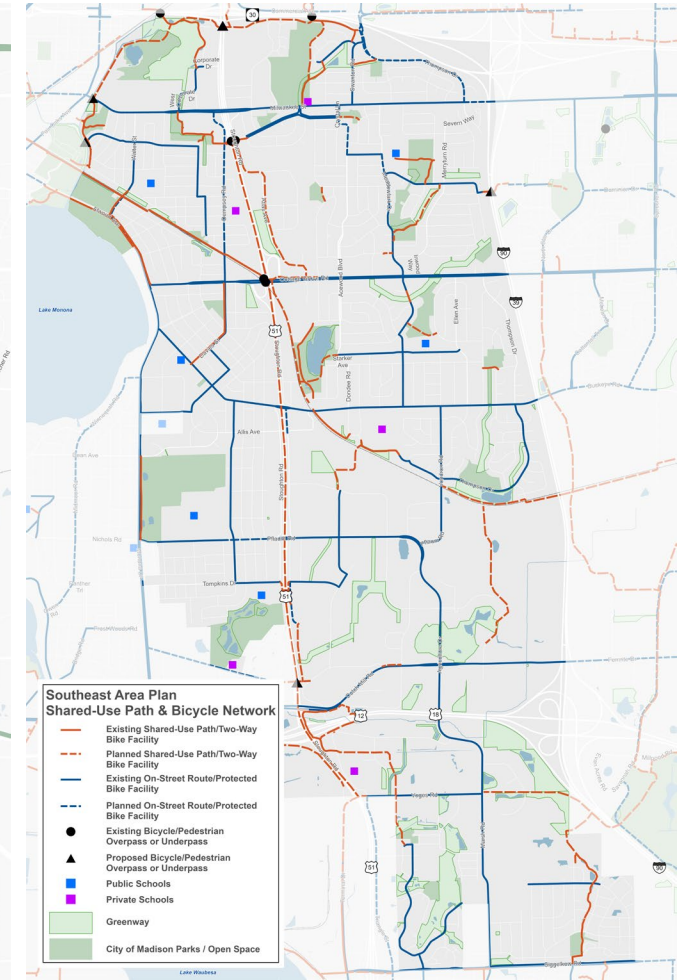


Action Summary

- 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.
- Upgrade bike lanes to AAA standards.
- Make priority sidewalk connections.



Street Network



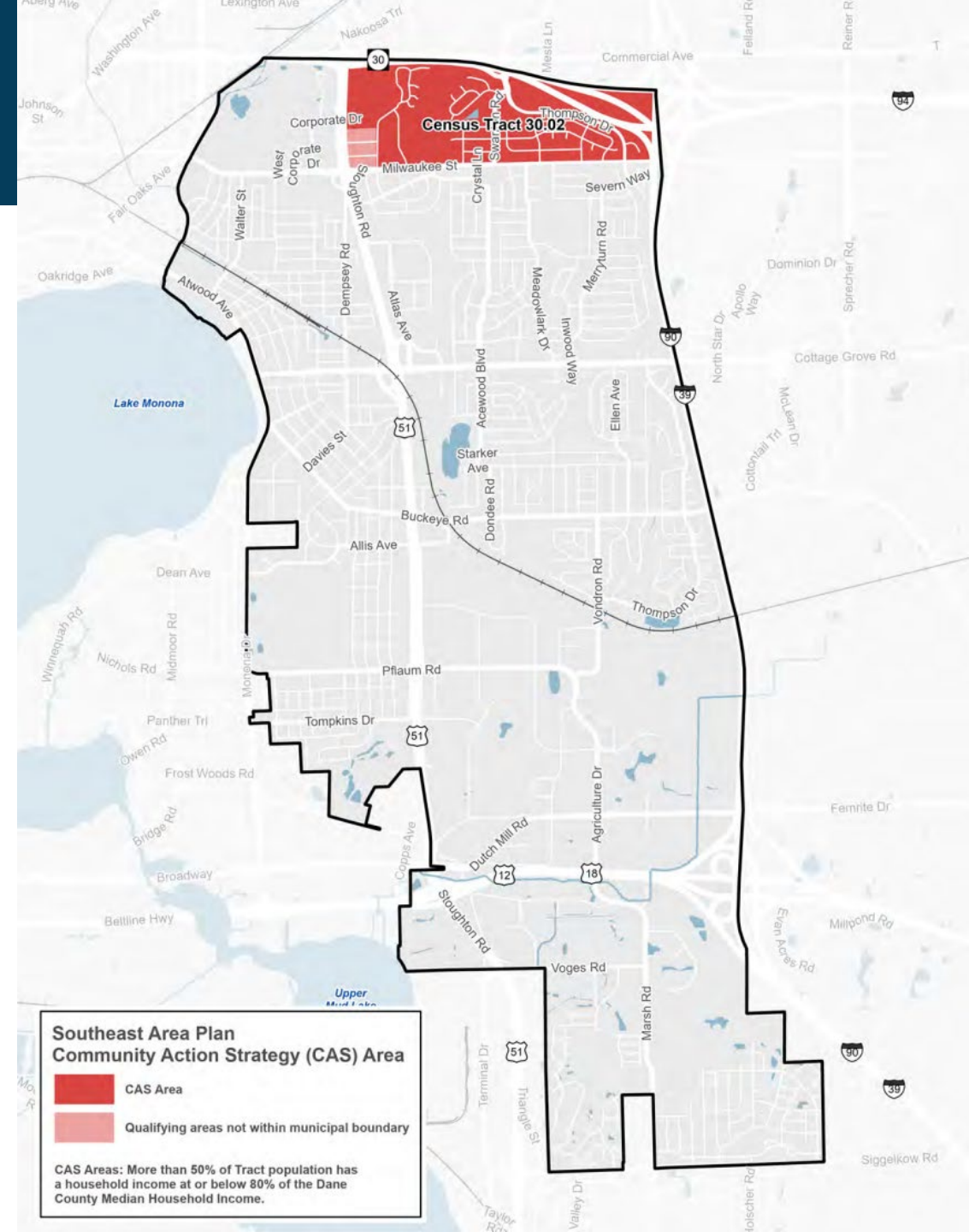
Bike Facilities Network

Community Action Strategy Hiestand Neighborhood

- Capacity Building
- Community and Stakeholder Relationships
- Potential for small-scale physical improvements
 - \$100,000-\$200,000 in federal CDBG funding

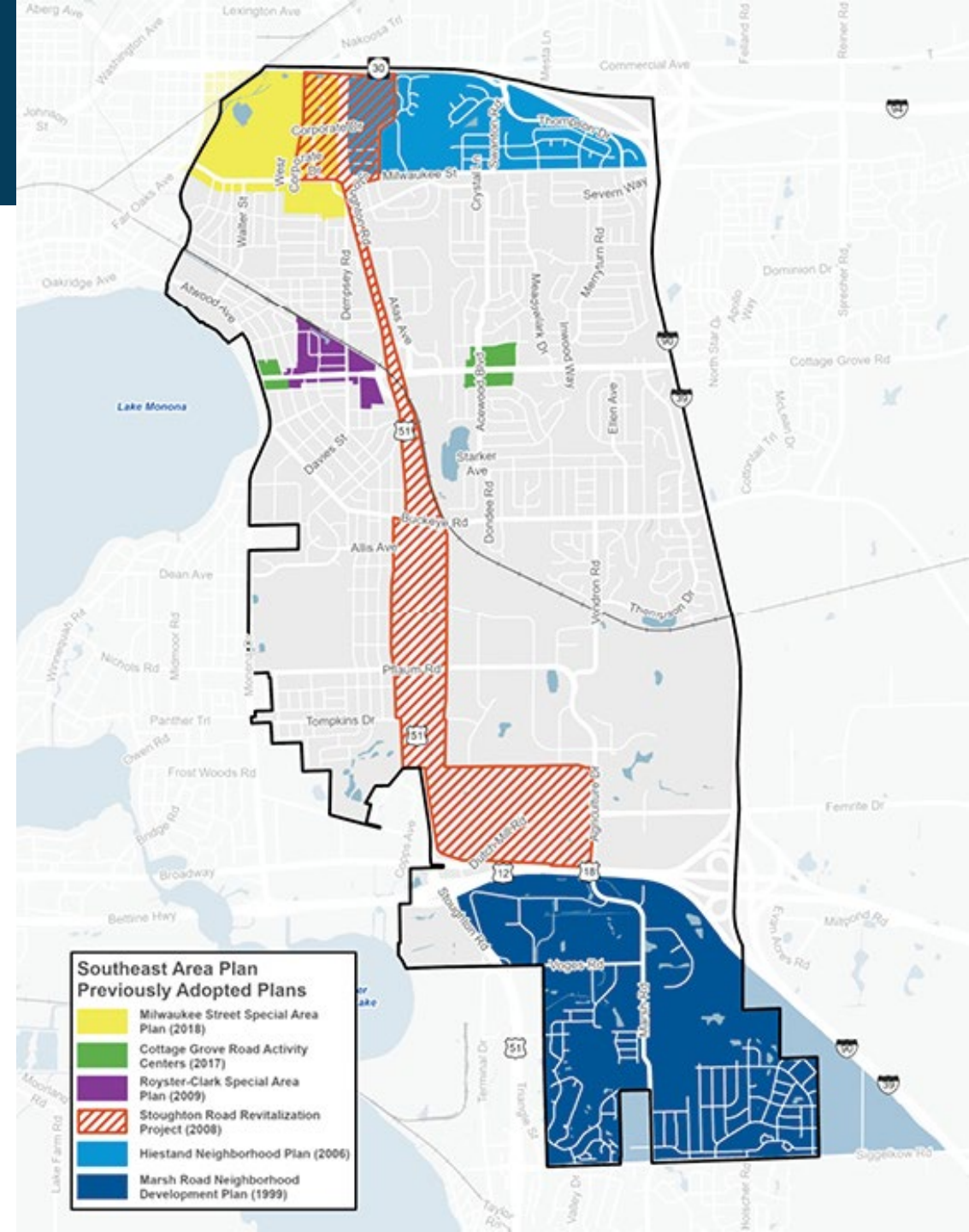
Rank	Improvement	Location	Capital Costs
1*	Splash Park	Hiestand Park	\$\$\$\$
2	Targeted traffic calming and safety improvements (lighting/cameras, speed management, crossing improvements)	Thompson, Swanton, Milwaukee, Walbridge	\$\$\$
3*	Better restroom facilities	Hiestand Park	\$\$\$\$\$
4	Path linking 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.



Archive Underlying Plans

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



Draft Plan BCC Review and Approval



[May 13 Board of Park Commissioners](#) - *Recommended adoption.*

[May 20 Urban Design Commission](#) - *Recommended adoption.*

[June 3 Transportation Commission](#) - *Recommended adoption, replace action 4d with the following: “Support the recommendations of the forthcoming AAA Plan and implementation of those recommendations.” and add plan text about importance of proposed street connections.*

[June 4 Community Development Block Grant Committee](#) - *Recommended adoption.*

[June 8 Landmarks Commission](#) - *Recommended adoption with the addition of the following wording to action 7: “a historic district”.*

[June 15 Plan Commission](#) - *Recommended adoption with the addition of a map note to the Generalized Future Land Use Map for the Wingra Quarry and QRS properties.*