



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Agenda - Approved ECONOMIC DEVELOPMENT COMMITTEE

*Consider: Who benefits? Who is burdened?  
Who does not have a voice at the table?  
How can policymakers mitigate unintended consequences?*

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Wednesday, December 17, 2025

5:00 PM

Virtual

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The City of Madison is holding the Economic Development Committee meeting in virtual format.

Written Comments: You can send comments on agenda items to [edc@cityofmadison.com](mailto:edc@cityofmadison.com)

Register for Public Comment:

- Register to speak at the meeting
- Register to answer questions
- Register in support or opposition of an agenda item (without speaking)

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you will need to join the virtual meeting.

Watch the Meeting: If you would like to join the meeting as an observer, please visit <https://www.cityofmadison.com/watchmeetings>.

Listen by Phone: (877) 853-5257 (Toll Free) Webinar ID: 825 9521 1549

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below at least three business days prior to the meeting.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.

Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

For accommodations, contact: [edc@cityofmadison.com](mailto:edc@cityofmadison.com)

**Call to Order/Roll Call**

### Approval of Minutes

11/19/25: <http://madison.legistar.com/Calendar.aspx>

### Public Comment

1. [91187](#) Public Comment - EDC 12/17/25

### Disclosures and Recusals

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

### New Business

2. [88388](#) Planning Division staff update - Southwest Area Plan  
**Attachments:** [Southeast Southwest PC Memo 06-02-25.pdf](#)  
[Southwest Southeast Area Plan Presentation PC 06-02-25 SEAP SWAP 06-25-25TC Memo.pdf](#)  
[Southwest Southeast Area Plan Presentation 06-25-25TC.pdf](#)  
[Southwest Southeast Area Plan Memo 08-25-25PC.pdf](#)  
[Southwest Southeast Area Plan Presentation 08-25-25PC.pdf](#)  
[Southwest TC Memo 12-03-25.pdf](#)  
[Southwest TC Presentation 12-03-25.pdf](#)  
[\[public\] Southwest Area Plan transportation feedback.pdf](#)  
[Southwest CDBG Memo 12-04-25.pdf](#)  
[Southwest Area CDBG Presentation 12-04-25.pdf](#)  
[Southwest BPC Memo 12-10-25.pdf](#)  
[Southwest BPC Presentation 12-10-25.pdf](#)  
[Southwest PC Memo 12-15-25.pdf](#)  
[Southwest PC Presentation 12-15-25.pdf](#)  
[Southwest EDC Memo 12-17-25.pdf](#)  
[SWAP EDC Presentation 12-17-25.pdf](#)  
  
EDC recommendation is not required for this item
3. [88389](#) Planning Division staff update - Southeast Area Plan



**Attachments:** [Southeast Southwest PC Memo 06-02-25.pdf](#)  
[Southwest Southeast Area Plan Presentation 06-02-25PC.pdf](#)  
[SEAP SWAP 06-25-25TC Memo.pdf](#)  
[Southwest Southeast Area Plan Presentation 06-25-25TC.pdf](#)  
[Southwest Southeast Area Plan Memo 08-25-25PC.pdf](#)  
[Southwest Southeast Area Plan Presentation 08-25-25PC.pdf](#)  
[Southeast TC Memo 12-03-25.pdf](#)  
[Southeast TC Presentation 12-03-25.pdf](#)  
[\[public\] Southeast Area Plan transportation recommendations.pdf](#)  
[Southeast BPC Memo 12-10-25.pdf](#)  
[Southeast BPC Presentation 12-10-25.pdf](#)  
[Southeast PC Memo 12-15-25.pdf](#)  
[SEAP PC Presentation 12-15-25.pdf](#)  
[Southeast EDC Memo 2025-12-17.pdf](#)  
[SEAP EDC Presentation 2025-12-17.pdf](#)

EDC recommendation is not required for this item

#### Discussion Items

4. [84376](#) City of Madison Economic Development Plan Update  
EDC recommendation is not required for this item
5. [81529](#) Economic Development Division Financial Assistance Dashboard  
  
**Attachments:** [November 2025 - EDD Financial Assistance Dashboard.pdf](#)  
EDC recommendation is not required for this item
6. [78859](#) Announcements and Future EDC Agenda Items

#### Adjournment



# City of Madison

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www.cityofmadison.com

## Master

**File Number: 91187**

**File ID:** 91187

**File Type:** Discussion Item

**Status:** Items Referred

**Version:** 1

**Reference:**

**Controlling Body:** ECONOMIC  
DEVELOPMENT  
COMMITTEE

**File Created Date :** 12/10/2025

**File Name:** Public Comment - EDC 12/17/25

**Final Action:**

**Title:** Public Comment - EDC 12/17/25

### Notes:

### Sponsors:

**CC Agenda Date:**

**Effective Date:**

### Attachments:

**Enactment Number:**

### Author:

**Hearing Date:**

**Entered by:** nmakinen@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Economic Development Division	12/10/2025	Refer	ECONOMIC DEVELOPMENT COMMITTEE	12/17/2025		
<b>Action Text:</b> This Discussion Item was Refer to the ECONOMIC DEVELOPMENT COMMITTEE due back on 12/17/2025							

## Text of Legislative File 91187

### Title

Public Comment - EDC 12/17/25



# City of Madison

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## Master

**File Number: 88388**

**File ID:** 88388

**File Type:** Discussion Item

**Status:** In Committee

**Version:** 1

**Reference:**

**Controlling Body:** PLAN  
COMMISSION

**File Created Date :** 05/20/2025

**File Name:** Update - Southwest Area Plan Update

**Final Action:**

**Title:** Planning Division staff update - Southwest Area Plan

### Notes:

### Sponsors:

**CC Agenda Date:**

**Effective Date:**

**Attachments:** Southeast\_Southwest\_PC\_Memo\_06-02-25.pdf,  
Southwest\_Southeast Area Plan  
Presentation\_PC\_06-02-25,  
SEAP\_SWAP\_06-25-25TC\_Memo.pdf,  
Southwest\_Southeast Area Plan  
Presentation\_06-25-25TC.pdf, Southwest\_Southeast  
Area Plan Memo\_08-25-25PC.pdf,  
Southwest\_Southeast Area Plan  
Presentation\_08-25-25PC.pdf,  
Southwest\_TC\_Memo\_12-03-25.pdf,  
Southwest\_TC\_Presentation\_12-03-25.pdf, [public]  
Southwest Area Plan transportation feedback.pdf,  
Southwest\_CDBG\_Memo\_12-04-25.pdf, Southwest  
Area CDBG Presentation\_12-04-25.pdf,  
Southwest\_BPC\_Memo\_12-10-25.pdf,  
Southwest\_BPC\_Presentation\_12-10-25.pdf,  
Southwest\_PC\_Memo\_12-15-25.pdf,  
Southwest\_PC\_Presentation\_12-15-25.pdf,  
Southwest\_EDC\_Memo\_12-17-25.pdf,  
SWAP\_EDC\_Presentation\_12-17-25.pdf

**Enactment Number:**

### Author:

**Hearing Date:**

**Entered by:** tparks@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	PLAN COMMISSION	06/02/2025	Discuss and continue				
<b>Action Text:</b> This Discussion Item was Discussed and Continued. No formal action was taken on this item.							
<b>Notes:</b> Member of the Southwest Area Plan and Southeast Area Plan teams from the Planning Division provided an overview of the status and next steps for both plans. Following the presentation and discussion, no action was taken on this item.							

1 PLAN COMMISSION 08/25/2025 Discuss and  
continue

**Action Text:** This Discussion Item was Discussed and Continued. No formal action was taken on this item.

**Notes:** Members of the Southwest Area Plan and Southeast Area Plan teams from the Planning Division asked the Plan Commission for feedback on two topics related to the Generalized Future Land Use (GFLU) maps. Following the presentation and discussion, no action was taken on this item.

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**Text of Legislative File 88388**

Title

Planning Division staff update - Southwest Area Plan



**Department of Planning & Community & Economic Development**

**Planning Division**

Meagan E. Tuttle, Director  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985  
Phone: (608) 266-4635  
planning@cityofmadison.com

**To:** City of Madison Plan Commission

**From:** Southeast and Southwest Area Plan Project Managers (Rebecca Chare, Jeff Greger, Kirstie Laatsch, Urvashi Martin)

**Date:** June 2, 2025

**Subject:** Southeast Area Plan and Southwest Area Plan Update

## Project Background

Planning Division staff began working on the Southeast Area Plan and Southwest Area Plan in September 2024. The [Southeast Area](#) is generally bounded by State Highway 30 to the north, Interstate 90 to the east, Siggelkow Road / Village of McFarland to the south, and the City of Monona to the west. The [Southwest Area](#) is generally bounded by the West Beltline Highway to the north, the City of Fitchburg to the east, Highway 18/151 and Cross Country Road to the south, and S. High Point Road to the west.

Staff has prepared a series of background maps and informational materials that are available for public review at the project websites linked below.

- Southeast: <https://www.cityofmadison.com/southeastplan>
- Southwest: <https://www.cityofmadison.com/southwestplan>

Both Area Plan teams have established and met with an interagency staff team with representatives from Economic Development, Engineering, Metro Transit, Parks, Transportation, and others to discuss each Area. Coordination with the interagency staff teams will continue throughout the process.

## Public Engagement

Three initial public meetings (two virtual and one in-person) were held to kick off each planning process. In addition to the public meetings, staff collected feedback from various other sources such as the Online Commenting Map, Resident Survey, Madison Madness Bracket Exercise, Community Partners, Focus Group meetings, Pop-Up events, UW PEOPLE Program, and Neighborhood Resource Teams, among others.

Items 3 and 4 on the June 2nd agenda will focus on summarizing the planning process and community feedback to-date for the Southeast and Southwest Area Plans.

## Virtual Attachment Links

1. Presentation slides – Legistar [88388](#) or [88389](#)

May 27, 2025

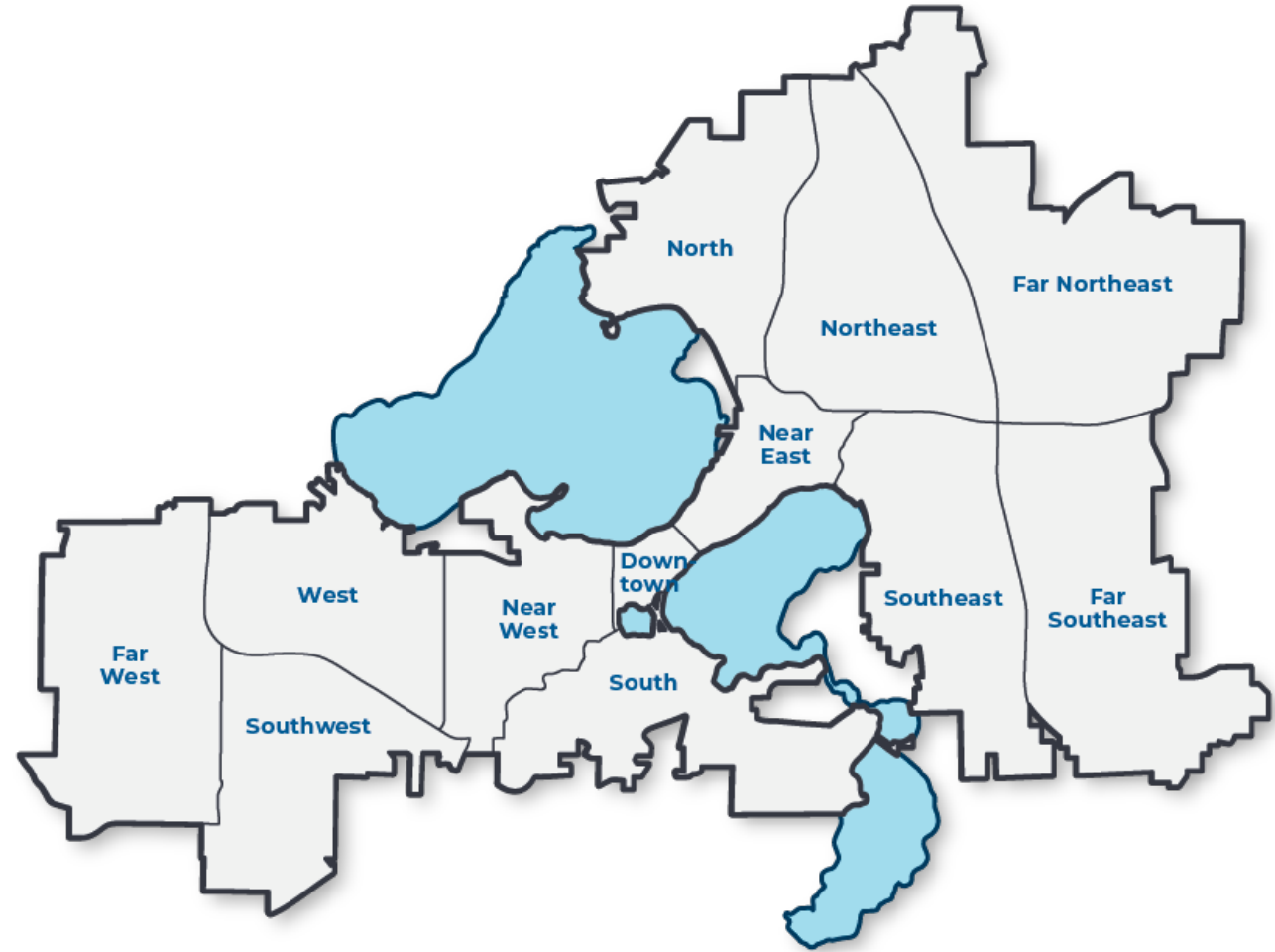
Page 2

2. [Focus Groups Feedback Summary Report](#)
3. [Southwest Area Underlying Plan Review](#)
4. [Southeast Area Underlying Plan Review](#)
5. [Southwest Area Plan Interim Phase 1 Feedback Summary](#)
6. [Southeast Area Plan Interim Phase 1 Feedback Summary](#)
7. [Madison Madness Bracket Results](#)



# What is an Area Plan?

- A long-term vision designed to guide changes in the many aspects of our community.
- Recommendations cover the Comprehensive Plan's seven elements:
  - Land Use and Transportation, Neighborhoods and Housing, Economy and Opportunity, Culture and Character, Green and Resilient, Effective Government, Health and Safety
- 12 Area Plans will be developed and updated every 10 years.





# Southwest Area

**North boundary:** Beltline Hwy

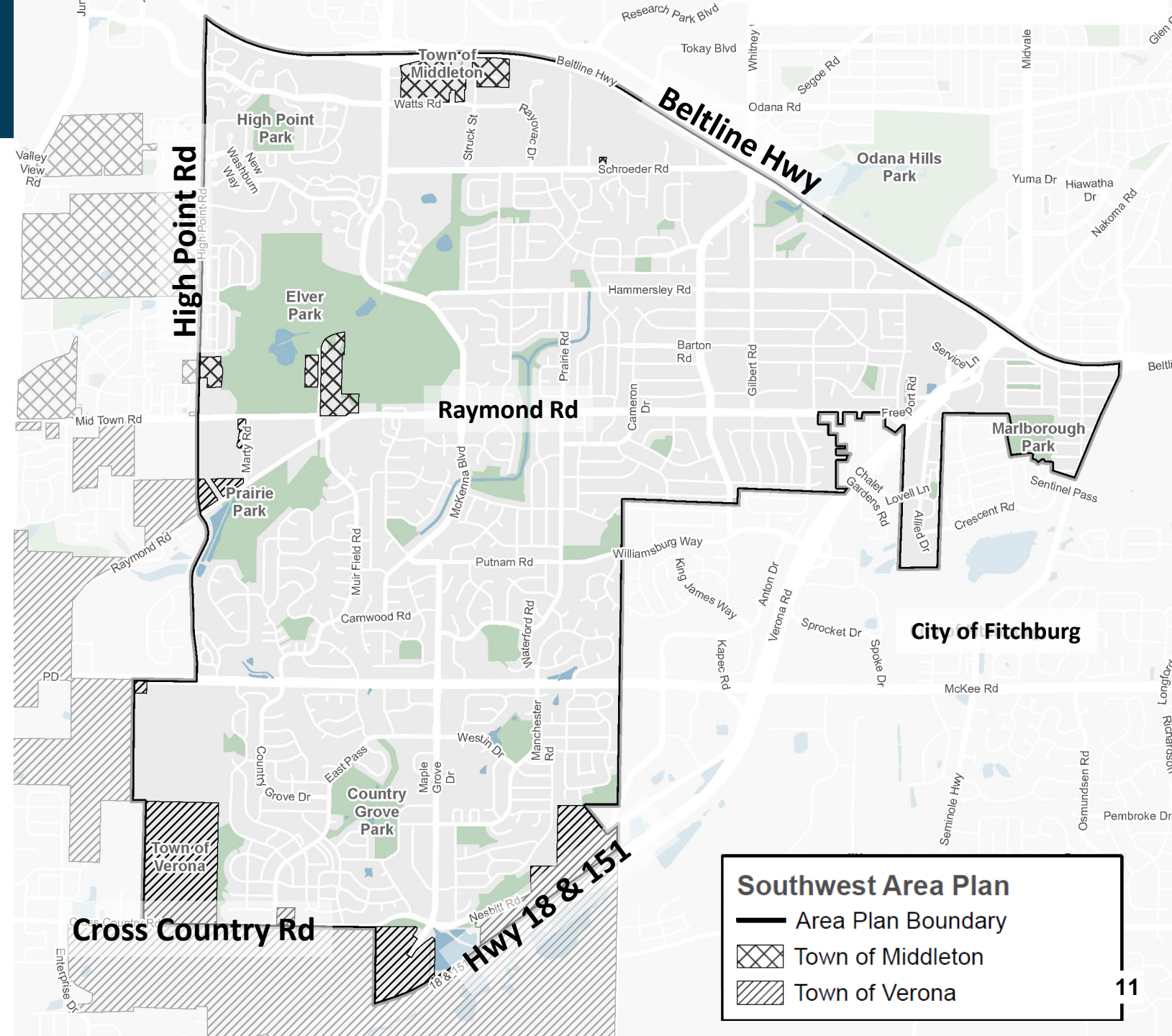
**East boundary:** City of Fitchburg

**South boundary:** Verona Rd,  
Hwy 18/151, Cross Country Rd

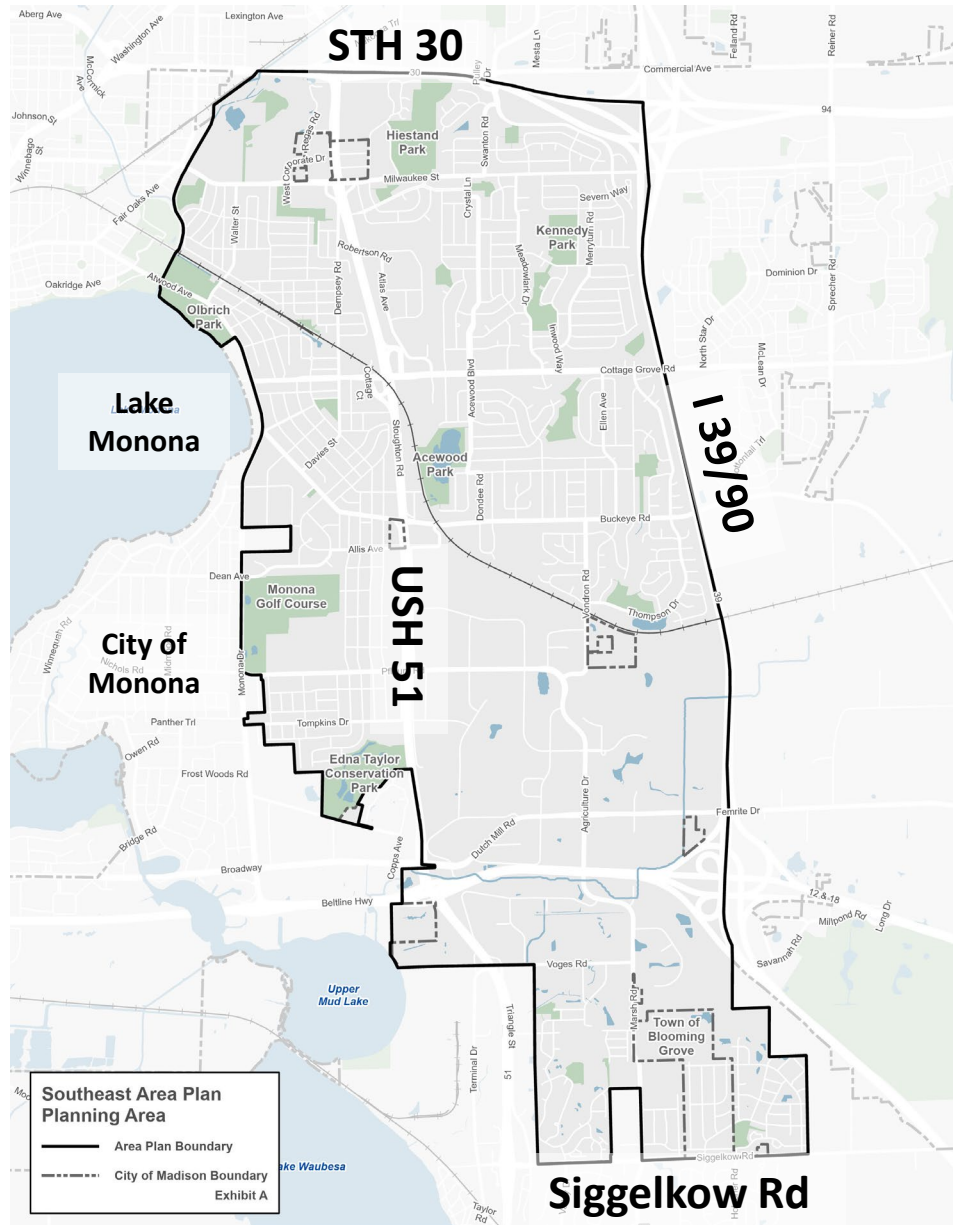
**West boundary:** Ice Age Trail  
Junction Area, High Point Rd

## 2020 Census

- Housing units: 16,443
- Population: 36,837
- 36.8% BIPOC and Hispanic/Latinx



# Southeast Area



**North boundary:** State Highway 30

**South boundary:** Siggelkow Road / Village of McFarland

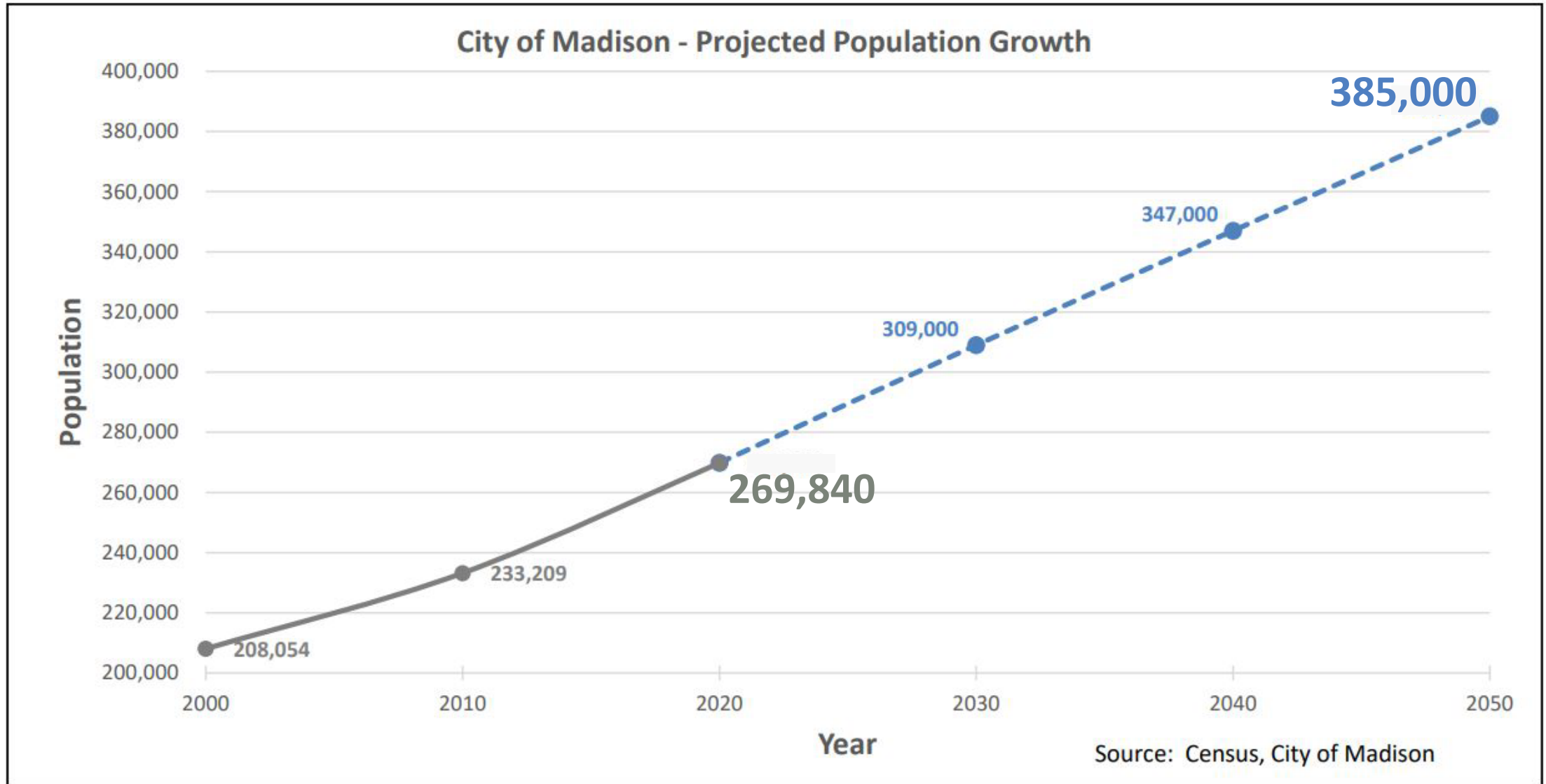
**East boundary:** Interstate 39/90

**West boundary:** City of Monona / Lake Monona

## 2020 Census

- Housing units: 11,100
- Population: 25,366
- 25.9% BIPOC and Hispanic/Latinx

# Background Data – Madison is Growing



**Madison is projected to add 115,000 residents and 50,000 jobs between 2020 and 2050.**

# Plan Topics



## Land Use and Transportation

- Future Land Use Map
- Maximum Building Heights Map
- Zoning map updates
- Streets, sidewalks, and other pedestrian and bike facilities
- Access to transit



## Neighborhoods and Housing

- Housing and affordability
- Complete neighborhoods
- Mix of housing types
- Access to daily needs
- Food access
- Community gardens



## Economy and Opportunity

- Economic Development
- Entrepreneurial opportunity
- Tax Incremental Financing (TIF)
- Land banking
- Business Walk



## Culture and Character

- Historic and cultural resources
- Urban Design Districts
- Public Art
- Placemaking

# Plan Topics



## Green and Resilient

- Parks & open space
- Stormwater management
- Tree canopy
- Urban agriculture/ community gardens



## Effective Government

- City utilities and facilities
- Intergovernmental Agreements



## Health and Safety

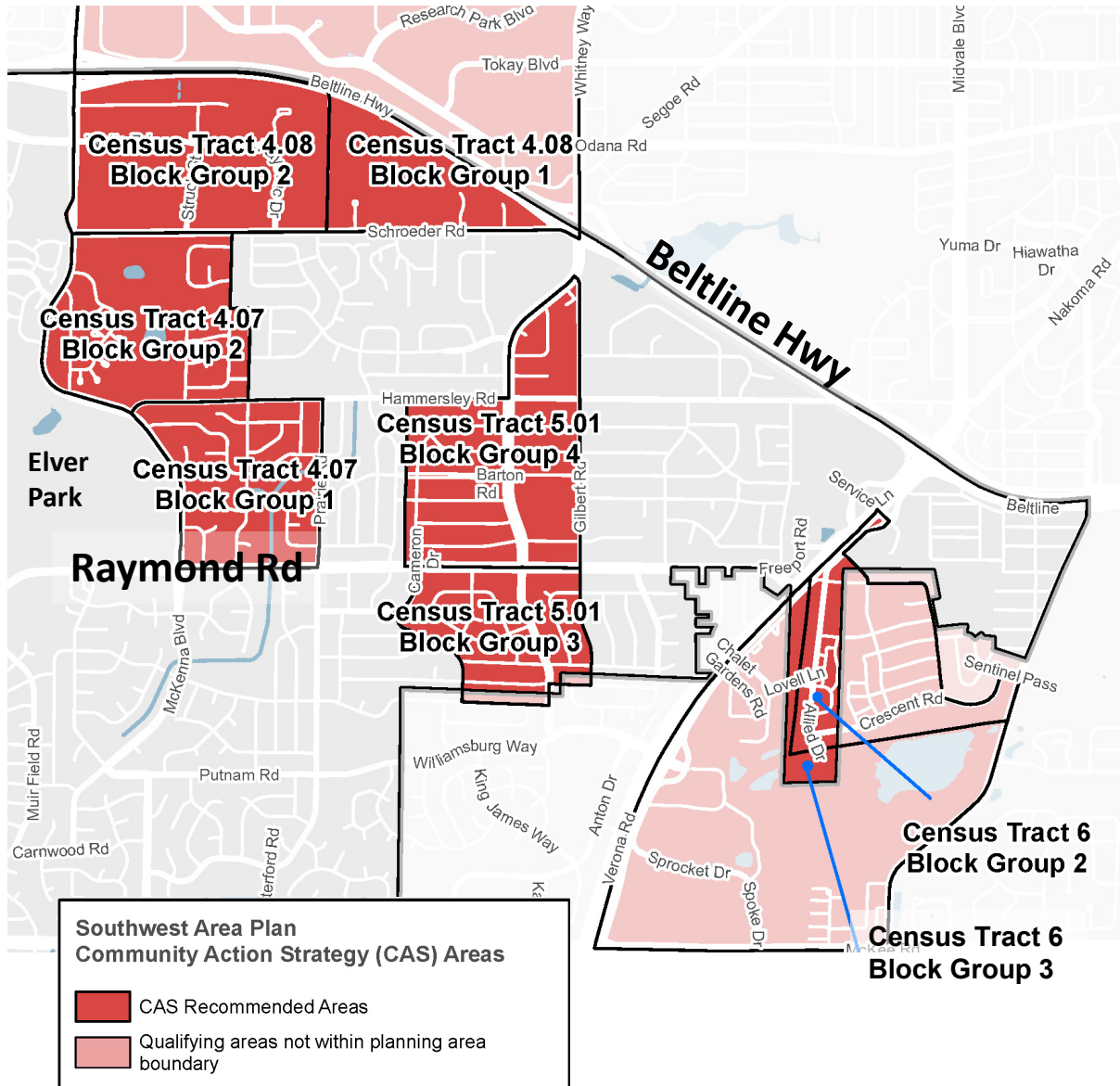
- Neighborhood and community resources
- Safe Routes to Schools
- Pedestrian crossings, protected bike lanes
- Speed limits
- Heat islands

## Community Action Strategy

- Capacity building
- Community and Stakeholder Relationships
- Small scale physical improvements



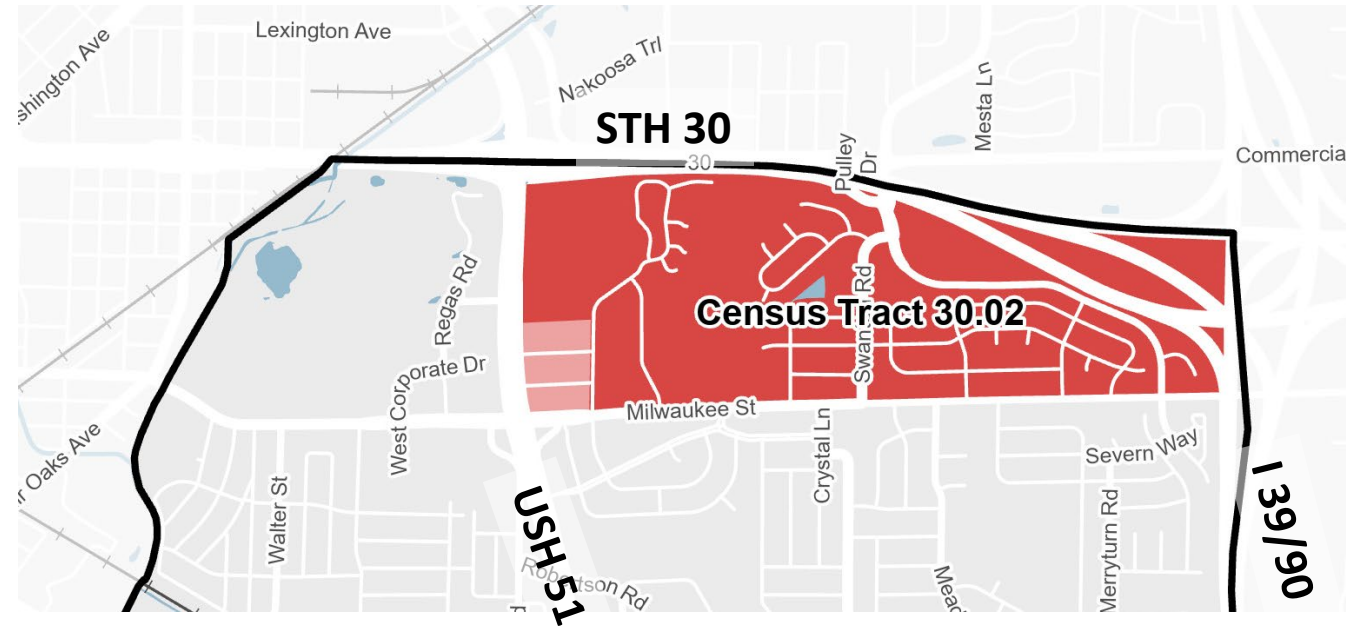
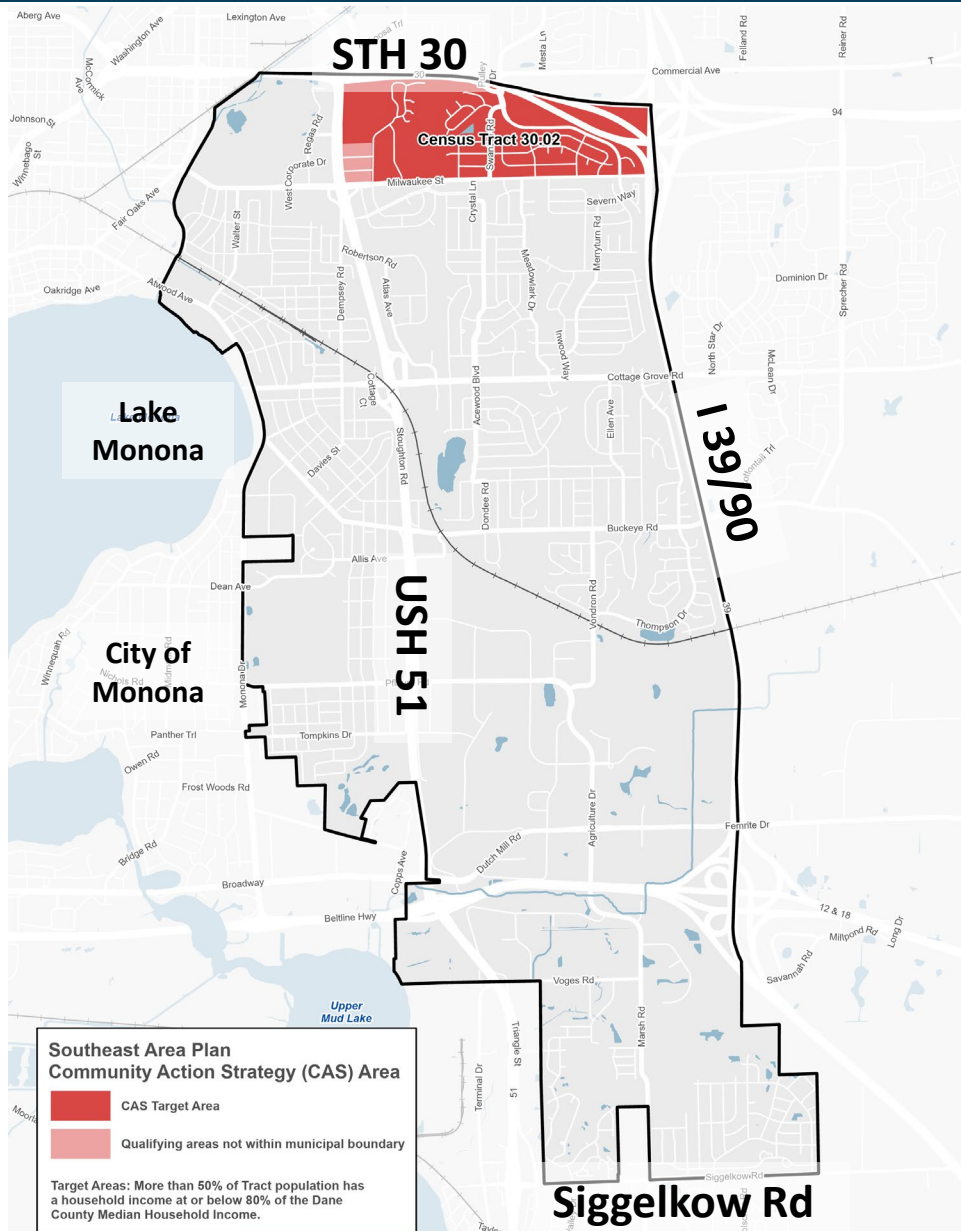
# Southwest Community Action Strategy (CAS)



- City receives federal funding to support community development initiatives primarily benefiting low- to moderate-income residents.
- CDBG eligibility: more than 50% of Block Group population has a household income at or below 80% of the Dane County Median Household Income.
- Selected eligible areas are called Community Action Strategy (CAS) Areas.

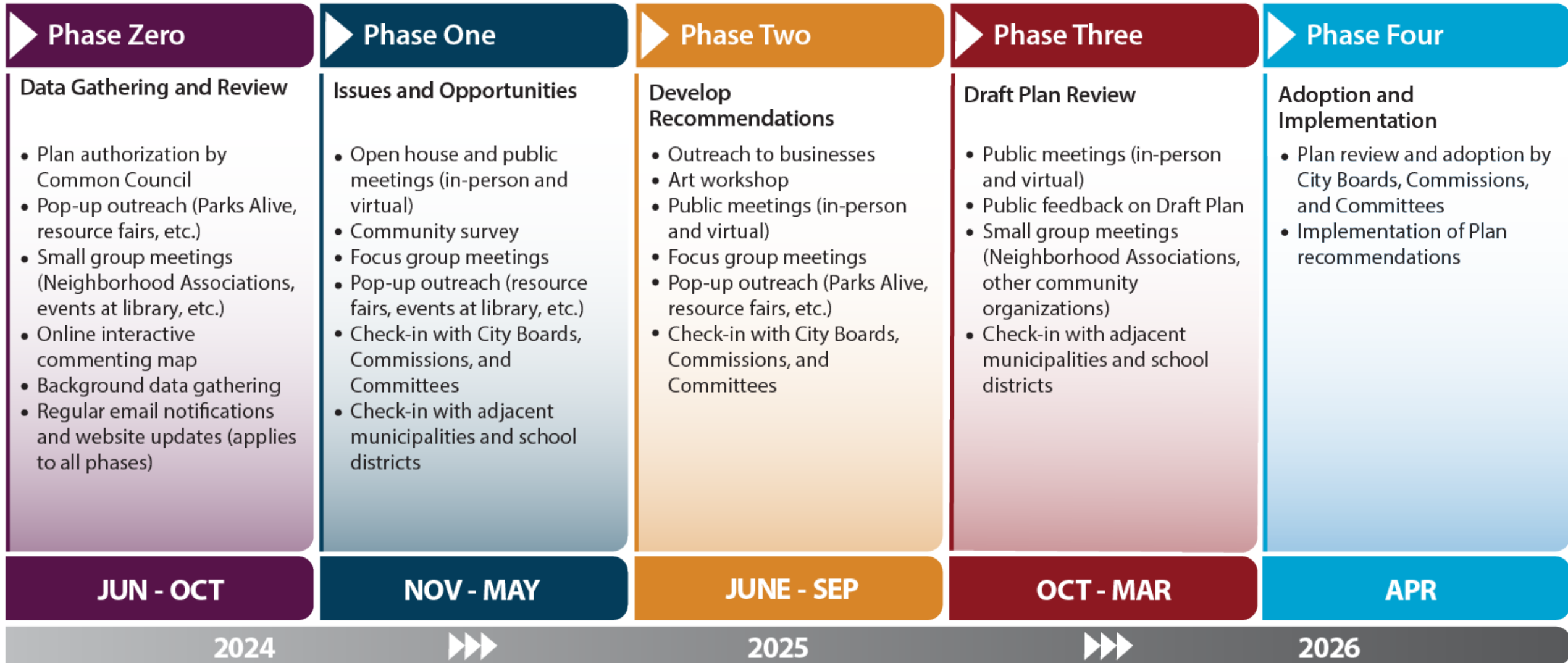
Data Source: Low- and Moderate-Income Summary Data (LMISD) 2016-2020 American Community Survey (ACS), Census 2010 Block Group geographies to comply with HUD requirements.

# Southeast Community Action Strategy (CAS)



- Capacity building
- Community and stakeholder relationships
- Small-scale physical improvements
- \$400,000 for physical improvements for SE & SW Plans

# Public Engagement and Anticipated Timeline





# Public Engagement So Far . . .

- Public Meetings: In-person open house and virtual meetings
- November – March: [Interactive Commenting Mapping](#)
- UW PEOPLE Program: Memorial and La Follette
- Community Partner engagement (Southwest)
- Neighborhood walks
- Other engagement: Neighborhood Resource Teams, neighborhood associations, schools, School Districts, non-profits, adjacent municipalities, and others



# Public Engagement So Far . . .

## New engagement activities

- Survey part 1: ~900+ responses
- Madison Madness Bracket: ~1400+ responses
- Partnered with nINA Collective to host Focus Groups aimed at reaching BIPOC groups
- Pop-up outreach: library, community events, food pantries, Bike to Work Week





# Focus Group Quotes

"There's no jobs here.  
Zero... Transportation has a lot to do  
with it. . . .  
How do you get there if you don't have  
a car?"

(SW)

"To me, as I think about health  
and safety, it's that you don't have to  
worry about those shots in the middle of  
the night and whatever the case may  
be, but being able to walk down your  
sidewalk - if you're lucky enough to have  
a sidewalk - is to be able to walk any  
time of day to that extent and not have  
to worry about looking over your  
shoulder."

(SE)

"So they have this whole  
bus system now, and they  
have no bus shelters. So  
we need shelters and we  
need more convenient  
bus stops."

(SE)

"Affordable housing means  
somebody who's working the  
minimum wage can afford to  
pay their rent."

(SW)

"The highway corridors in  
particular are a real barrier  
to getting to other parts of  
the city unless you can  
drive."

(SE)

"Even with a decent-paying job, I  
had to resort to food pantries and  
seek assistance for basic  
needs due to high rent, which  
underscores the inadequacy of  
what is often labeled as  
'affordable housing.'"

(SE)

# Southwest - Key Feedback Themes

## Land Use and Transportation

- Speeding on Raymond Rd, Schroeder Rd, S Gammon especially near schools
- Dangerous crossings and inadequate bike lanes
- Missing sidewalks
- Need more bus shelters or benches
- Meadowood Shopping Center could be revitalized with mixed-use development, including residential
- Walkable destinations such as coffee shops, restaurants, and small businesses.

## Neighborhoods and Housing

- Lack of affordable housing
- Aging in place is important
- Want walkable neighborhoods with nearby services
- Safe rental housing
- More youth programming and activities
- Like neighborhood centers and community centers
- Want grocery store closer to Meadowood neighborhood

## Economy and Opportunity

- Income not keeping up with housing costs
- More small businesses
- Revitalize business areas along Verona Rd and Meadowood Shopping Center
- Lack of childcare services
- Job trainings and flexible employment options

# Southwest - Key Feedback Themes

## Culture and Character

- Need more public art
- Lack of identity and sense of place
- Accessible and inclusive Community spaces
- Community building events such as Parks Alive

## Green and Resilient

- More recreational opportunities
- Park amenities such as bathrooms, seating etc.
- Encourage native plantings
- Appreciate natural spaces, such as Elver Park
- Address stormwater/flooding issues

## Effective Government

- School capacity and overcrowding
- Delay in snowplowing

## Health and Safety

- Lack of street lighting
- Environmental safety
- Poor indoor air quality
- Improve access to healthcare services through new clinics and mobile health programs

# Southeast - Key Feedback Themes

## Land Use

- More mixed-use and walkable destinations - **Redevelop underutilized parking, and vacant lots at Milwaukee St, Buckeye Rd, and others**
- Redevelop Karmenta and American Family site to include multi-family housing and increase density along Atwood Ave and Milwaukee St
- **Encourage mixed-use developments that integrate housing with essential services and amenities.**

## Transportation

- Hwy 51 is unsafe and hard to cross – convert it to an urban boulevard
- Traffic calming measures to reduce speeding
- **Safety and visibility of crosswalks**
- **Missing sidewalks & ADA curb ramps**
- Better bike and pedestrian safety needed along many roads
- **Bus shelter / benches needed at bus stops**
- There are several intersections that are difficult for all transportation modes along major arterials

## Neighborhoods and Housing

- **Affordable housing needed at all income levels – including more affordable ownership models**
- Like diversity of housing options

## Economy and Opportunity

- Love existing small businesses and affordable activity nodes – **would like more of them**
- **Support job creation through local business incentives and inclusive hiring strategies.**
- Consider more business density on Atlas Ave

# Southeast - Key Feedback Themes

## Culture and Character

- **Lack of “third spaces” and community gathering locations** (Pinney is only winter option)
- **More youth programming and activities**

## Green and Resilient

- Lack of park space in Glendale Neighborhood
- **Would like additional and revitalized park amenities and activities such as bathrooms, shelters, seating, splash pad, dog park etc.**
- Stormwater / flooding issues in Hiestand Neighborhood

## Health and Safety

- Speeding issues and lack of sidewalks make walking challenging
- Gun shots/ drug use in and around Hiestand
- **Support neighborhood patrols**
- **Invest in environmental safety measures like lighting and traffic control.**
- **Implement culturally sensitive and preventive community safety strategies.**

## Effective Government

- **School capacity and overcrowding**
- Work with Monona to connect bike paths and bus routes

# What's Next

## Phase 2 (Summer and Fall 2025)

- Draft initial Plan recommendations
  - Land Use Vision map
  - 2D /3D illustrations to convey recommendations
- Additional Public Engagement
  - Arts Workshop
  - Public Meetings
  - Community Action Strategy (CAS) Area workshop and events
  - Community Partner outreach
- Online commenting tool – draft recommendations and maps
- Check-Ins with City Boards, Commission, Committees – October





# Questions and Discussion





Department of Planning & Community & Economic Development

## Planning Division

Meagan E. Tuttle, Director  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985  
Phone: (608) 266-4635  
[planning@cityofmadison.com](mailto:planning@cityofmadison.com)

**To:** City of Madison Transportation Commission

**From:** Southeast and Southwest Area Plan Project Managers (Rebecca Cnare, Jeff Greger, Urvashi Martin, Ben Zellers)

**Date:** June 25, 2025

**Subject:** Southeast Area Plan and Southwest Area Plan Update

### Project Background

Planning Division staff began working on the Southeast Area Plan and Southwest Area Plan in September 2024. The [Southeast Area](#) is generally bounded by State Highway 30 to the north, Interstate 90 to the east, Siggelkow Road / Village of McFarland to the south, and the City of Monona to the west. The [Southwest Area](#) is generally bounded by the West Beltline Highway to the north, the City of Fitchburg to the east, Highway 18/151 and Cross Country Road to the south, and S. High Point Road to the west.

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Both Area Plan teams have established and met with an interagency staff team with representatives from Economic Development, Engineering, Metro Transit, Parks, Transportation, and others to discuss each Area. Coordination with the interagency staff teams will continue throughout the process.

### Public Engagement

Three initial public meetings (two virtual and one in-person) were held to kick off each planning process. In addition to the public meetings, staff collected feedback from various other sources such as the Online Commenting Map, Resident Survey, Madison Madness Bracket Exercise, Community Partners, Focus Group meetings, Pop-Up events, UW-Madison PEOPLE Program, and Neighborhood Resource Teams, among others.

Planning staff will provide the Transportation Commission with a summary of transportation feedback received to date and discuss what the next steps are in phase 2 of the planning process.

### Attachment Links

1. Presentation slides – Legistar [88388](#) or [88389](#)
2. [Focus Groups Feedback Summary Report](#)
3. [Southwest Area Underlying Plan Review](#)
4. [Southeast Area Underlying Plan Review](#)
5. [Southwest Area Plan Interim Phase 1 Feedback Summary](#)

June 18, 2025

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6. [Southeast Area Plan Interim Phase 1 Feedback Summary](#)

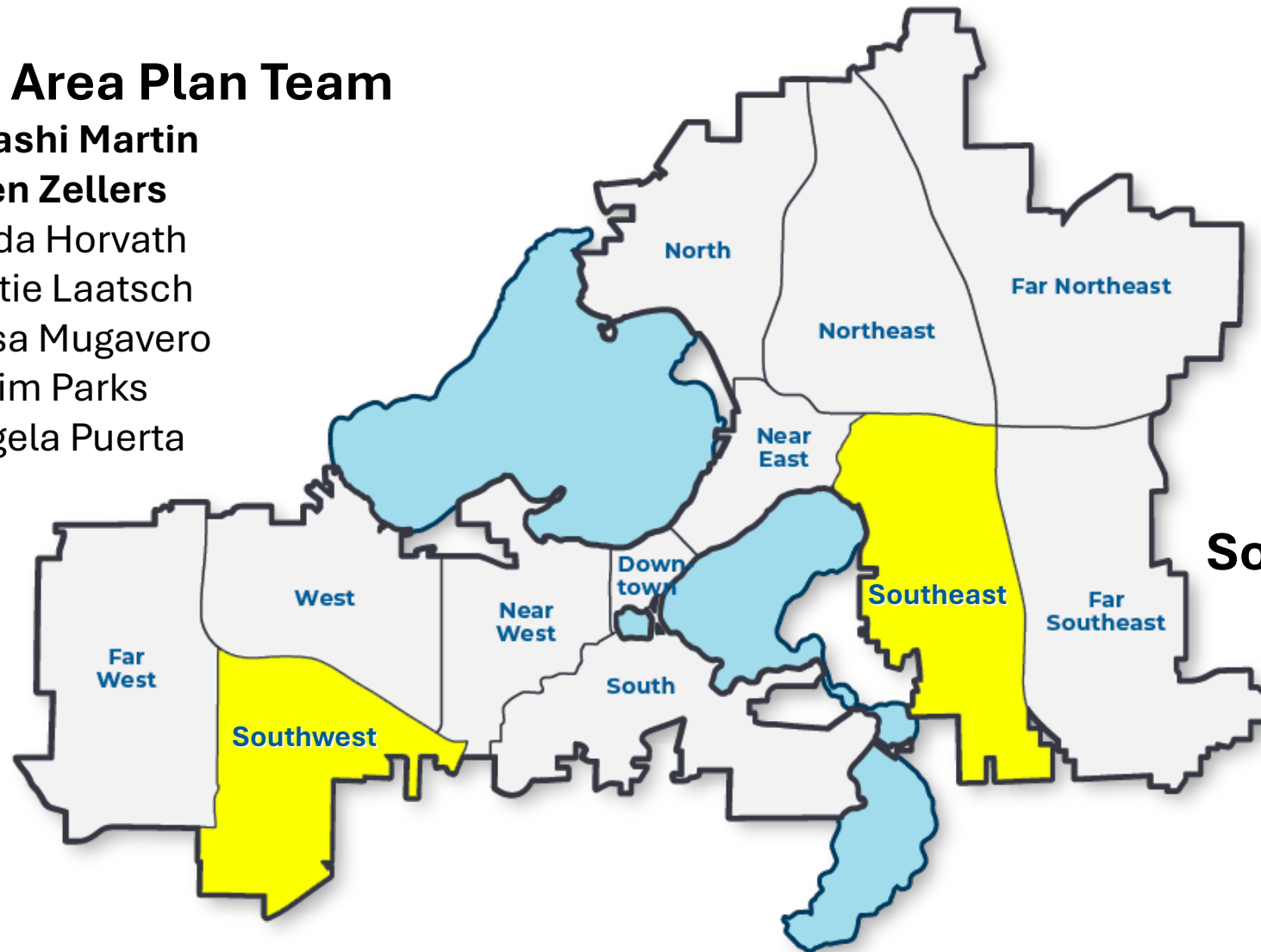
7. [Madison Madness Bracket Results](#)

# Southwest and Southeast Area Plans



## Southwest Area Plan Team

**Urvashi Martin**  
**Ben Zellers**  
Linda Horvath  
Kirstie Laatsch  
Alyssa Mugavero  
Tim Parks  
Angela Puerta

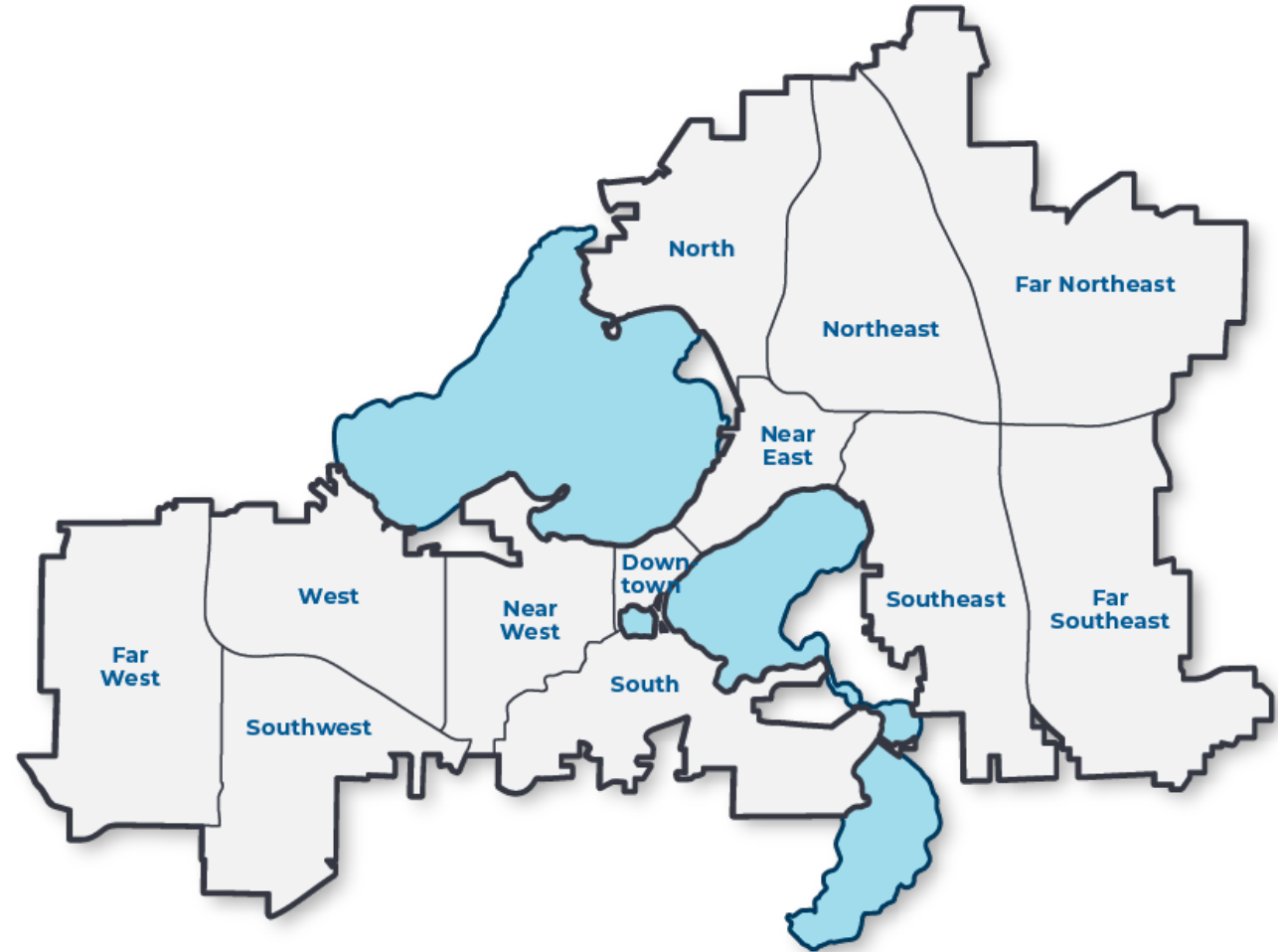


## Southeast Area Plan Team

**Rebecca Cnare**  
**Jeff Greger**  
Breana Collins  
Dan McAuliffe  
Alyssa Mugavero  
Chris Wells

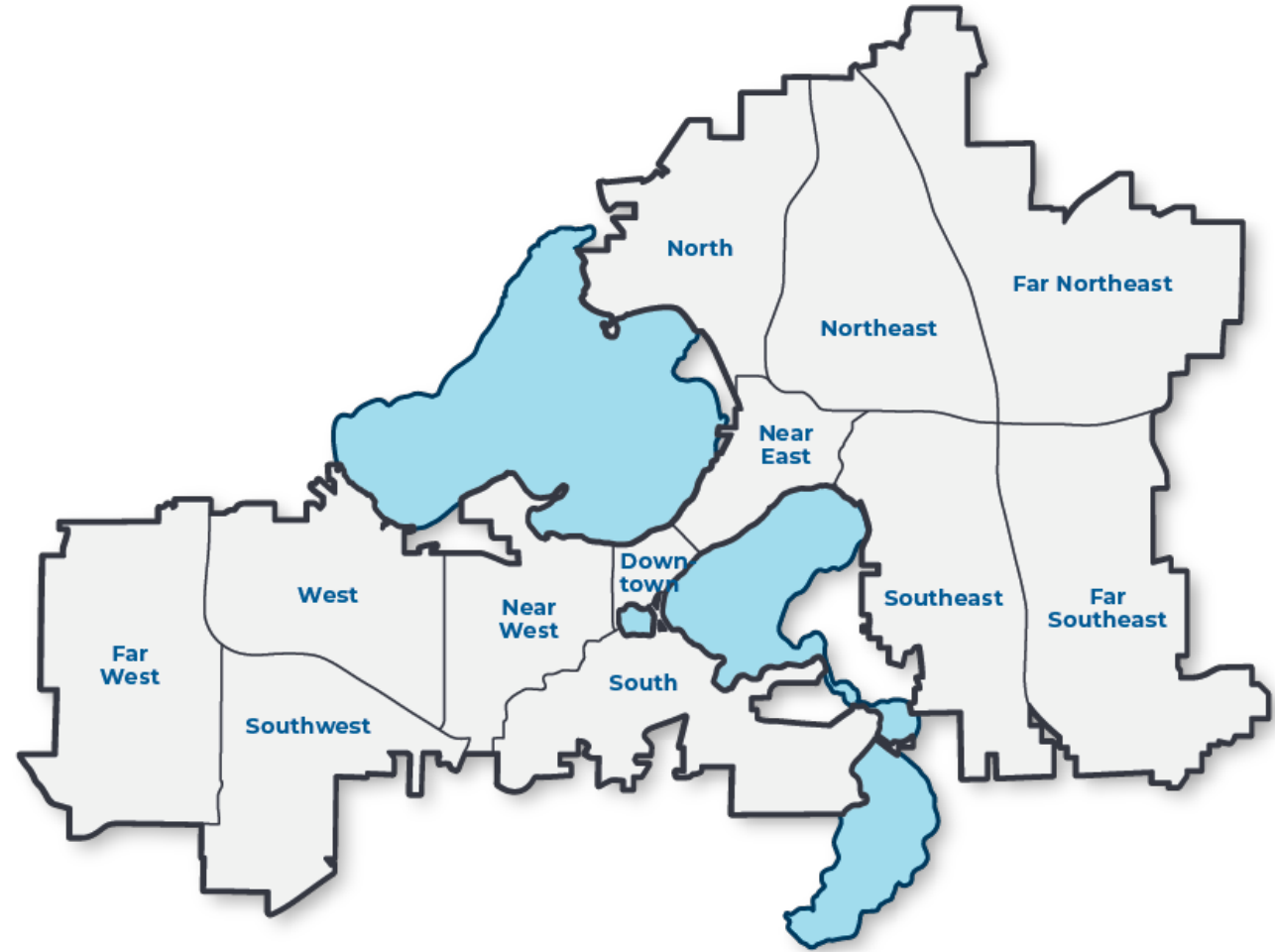
# Agenda

- What is an Area Plan.
- Plan schedule.
- Review public feedback transportation themes.
- Next steps.

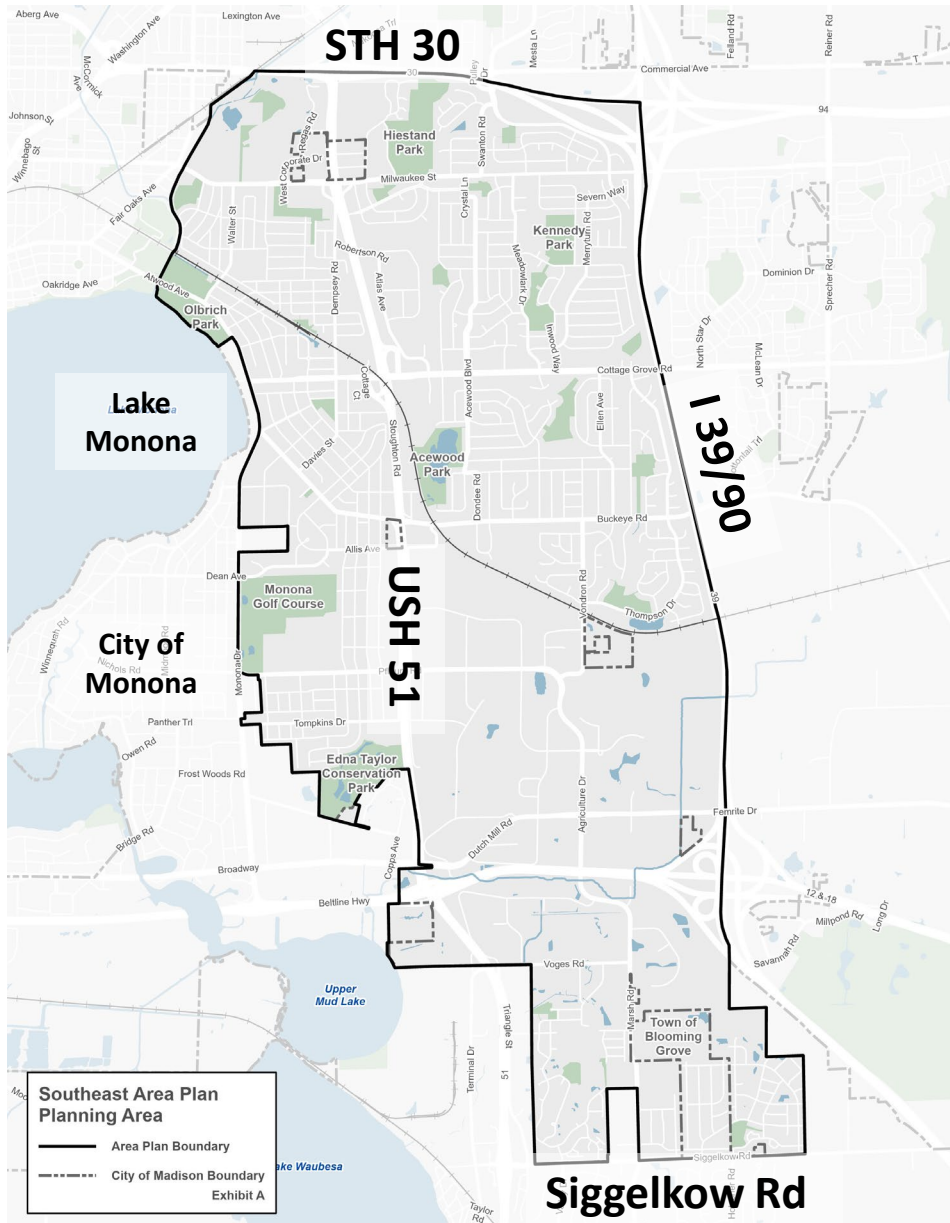


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# Southeast Area



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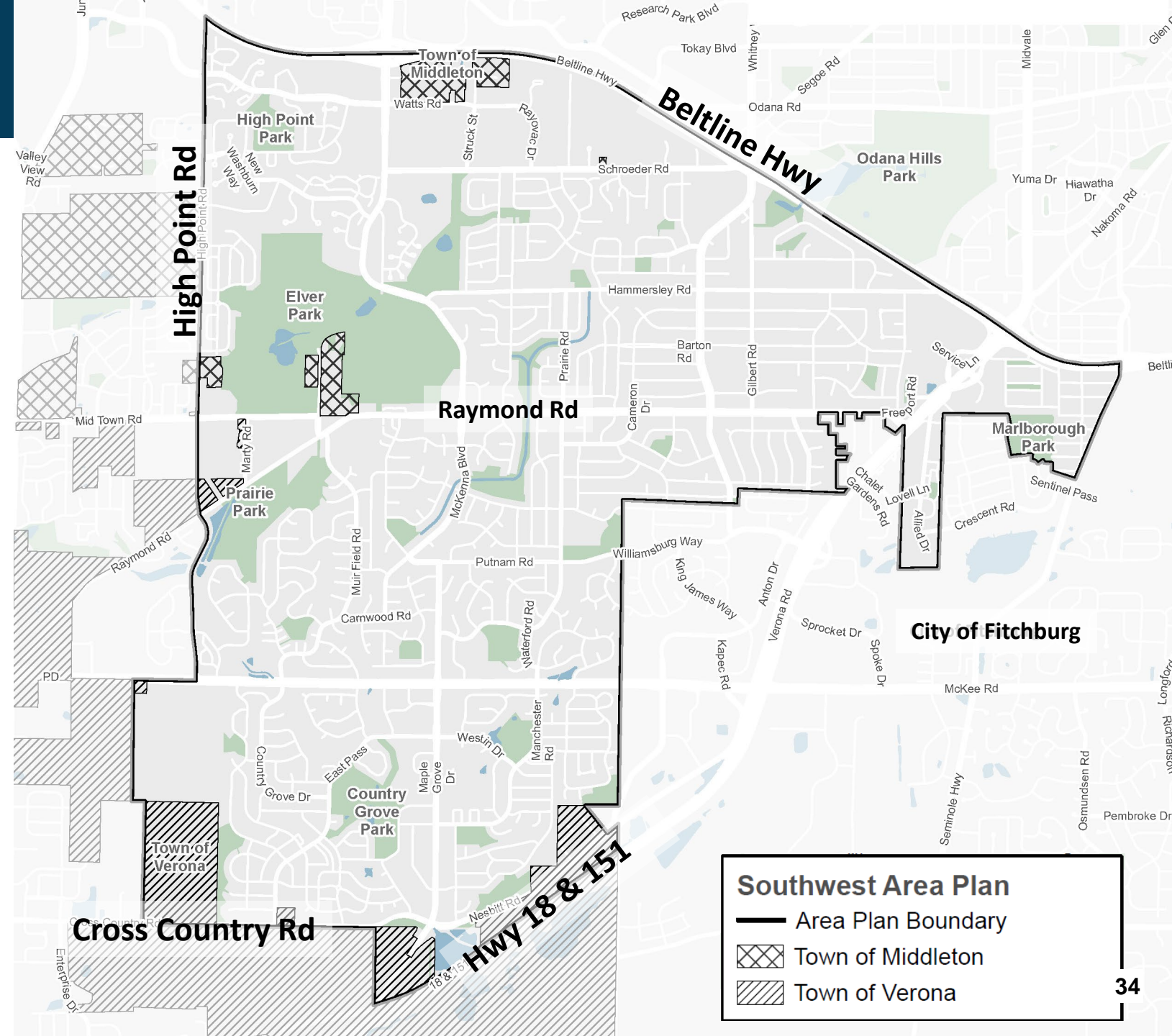
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Junction Area, High Point Rd

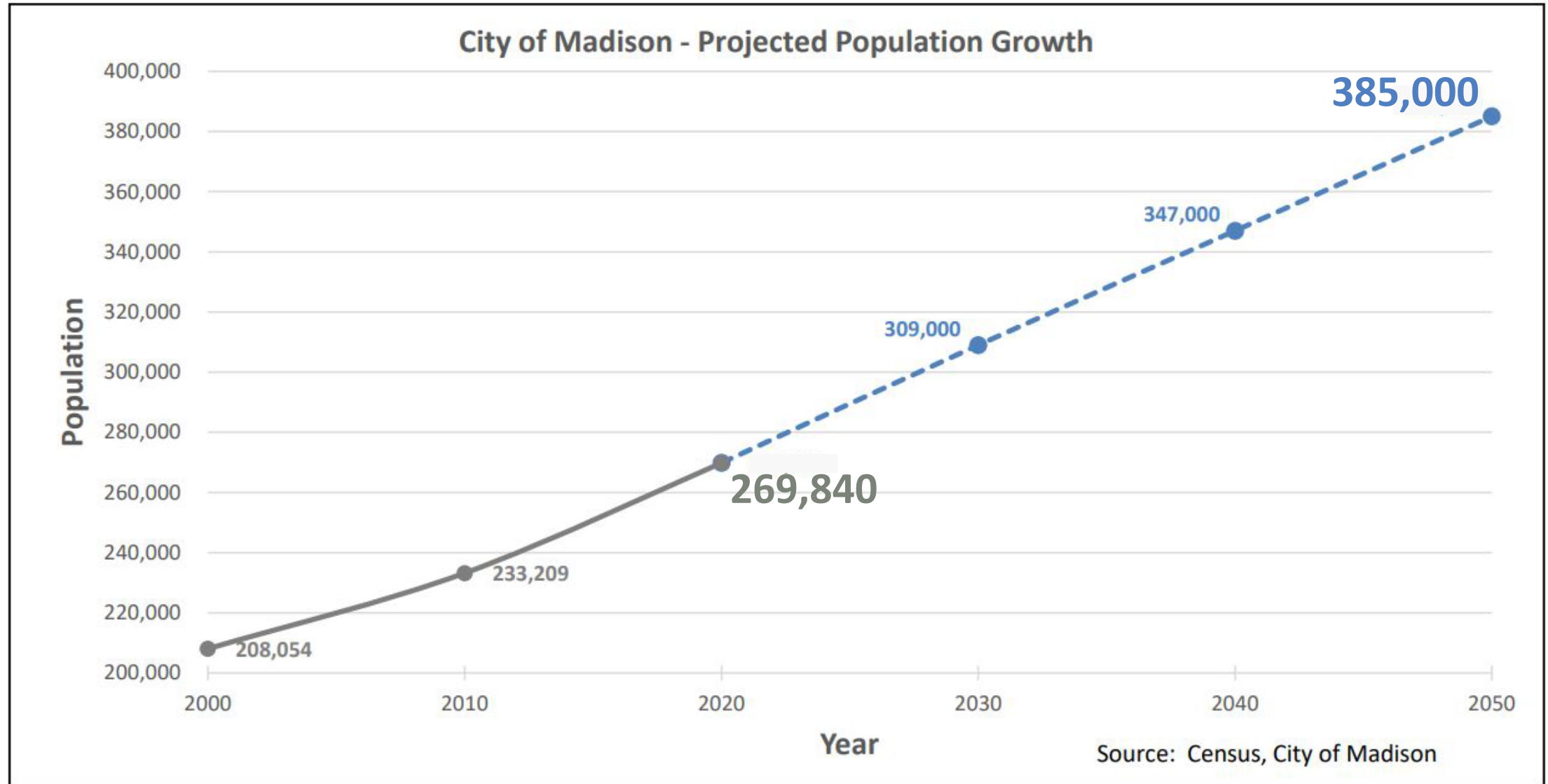
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# Background Data – Madison is Growing



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# Plan Topics



## Land Use and Transportation

- Future Land Use Map
- Maximum Building Heights Map
- Zoning map updates
- Streets, sidewalks, and other pedestrian and bike facilities
- Access to transit



## Neighborhoods and Housing

- Housing and affordability
- Complete neighborhoods
- Mix of housing types
- Access to daily needs
- Food access
- Community gardens



## Economy and Opportunity

- Economic Development
- Entrepreneurial opportunity
- Tax Incremental Financing (TIF)
- Land banking
- Business Walk



## Culture and Character

- Historic and cultural resources
- Urban Design Districts
- Public Art
- Placemaking

# Plan Topics



## Green and Resilient

- Parks & open space
- Stormwater management
- Tree canopy
- Urban agriculture/ community gardens



## Effective Government

- City utilities and facilities
- Intergovernmental Agreements



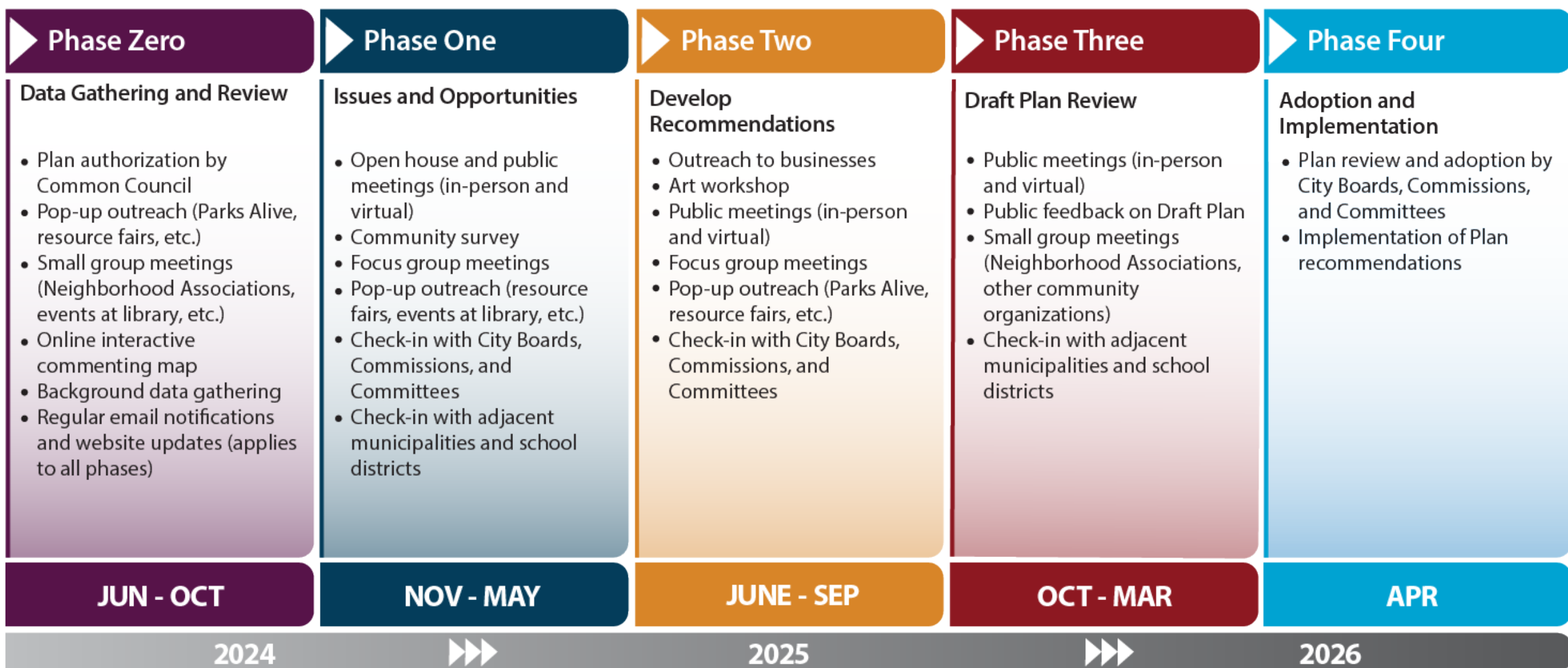
## Health and Safety

- Neighborhood and community resources
- Safe Routes to Schools
- Pedestrian crossings, protected bike lanes
- Speed limits
- Heat islands

## Community Action Strategy

- Capacity building
- Community and Stakeholder Relationships
- Small-scale physical improvements

# Public Engagement and Anticipated Timeline





# Public Engagement So Far . . .

- Public Meetings: In-person open house and virtual meetings
- November – March: [Interactive Commenting Mapping](#)
- UW PEOPLE Program: Memorial and La Follette
- Community Partner engagement (Southwest)
- Neighborhood walks
- Other engagement: Neighborhood Resource Teams, neighborhood associations, schools, School Districts, non-profits, adjacent municipalities, and others



# Public Engagement So Far . . .

## New engagement activities

- Survey part 1: ~900+ responses
- Madison Madness Bracket: ~1400+ responses
- Partnered with nINA Collective to host Focus Groups aimed at reaching BIPOC groups
- Pop-up outreach: library, community events, food pantries, Bike to Work Week





# Focus Group Quotes

"There's no jobs here.  
Zero... Transportation has a lot to do  
with it. . . .  
How do you get there if you don't have  
a car?"

(SW)

"To me, as I think about health  
and safety, it's that you don't have to  
worry about those shots in the middle of  
the night and whatever the case may  
be, but being able to walk down your  
sidewalk - if you're lucky enough to have  
a sidewalk - is to be able to walk any  
time of day to that extent and not have  
to worry about looking over your  
shoulder."

(SE)

"So they have this whole  
bus system now, and they  
have no bus shelters. So  
we need shelters and we  
need more convenient  
bus stops."

(SE)

"Affordable housing means  
somebody who's working the  
minimum wage can afford to  
pay their rent."

(SW)

"The highway corridors in  
particular are a real barrier  
to getting to other parts of  
the city unless you can  
drive."

(SE)

"Even with a decent-paying job, I  
had to resort to food pantries and  
seek assistance for basic  
needs due to high rent, which  
underscores the inadequacy of  
what is often labeled as  
'affordable housing.'"

(SE)

# Southeast - Key Feedback Themes

## Land Use

- More mixed-use and walkable destinations - **Redevelop underutilized parking, and vacant lots at Milwaukee St, Buckeye Rd, and others**
- Redevelop Karmenta and American Family site to include multi-family housing and increase density along Atwood Ave and Milwaukee St
- **Encourage mixed-use developments that integrate housing with essential services and amenities.**

## Transportation

- Hwy 51 is unsafe and hard to cross – convert it to an urban boulevard
- Traffic calming measures to reduce speeding
- **Safety and visibility of crosswalks**
- **Missing sidewalks & ADA curb ramps**
- Better bike and pedestrian safety needed along many roads
- **Bus shelter / benches needed at bus stops**
- There are several intersections that are difficult for all transportation modes along major arterials

## Neighborhoods and Housing

- **Affordable housing needed at all income levels – including more affordable ownership models**
- Like diversity of housing options

## Economy and Opportunity

- Love existing small businesses and affordable activity nodes – **would like more of them**
- **Support job creation through local business incentives and inclusive hiring strategies.**
- Consider more business density on Atlas Ave



# Southeast - Key Feedback Themes

## Culture and Character

- **Lack of “third spaces” and community gathering locations** (Pinney is only winter option)
- **More youth programming and activities**

## Green and Resilient

- Lack of park space in Glendale Neighborhood
- **Would like additional and revitalized park amenities and activities such as bathrooms, shelters, seating, splash pad, dog park etc.**
- Stormwater / flooding issues in Hiestand Neighborhood

## Health and Safety

- Speeding issues and lack of sidewalks make walking challenging
- Gun shots/ drug use in and around Hiestand
- **Support neighborhood patrols**
- **Invest in environmental safety measures like lighting and traffic control.**
- **Implement culturally sensitive and preventive community safety strategies.**

## Effective Government

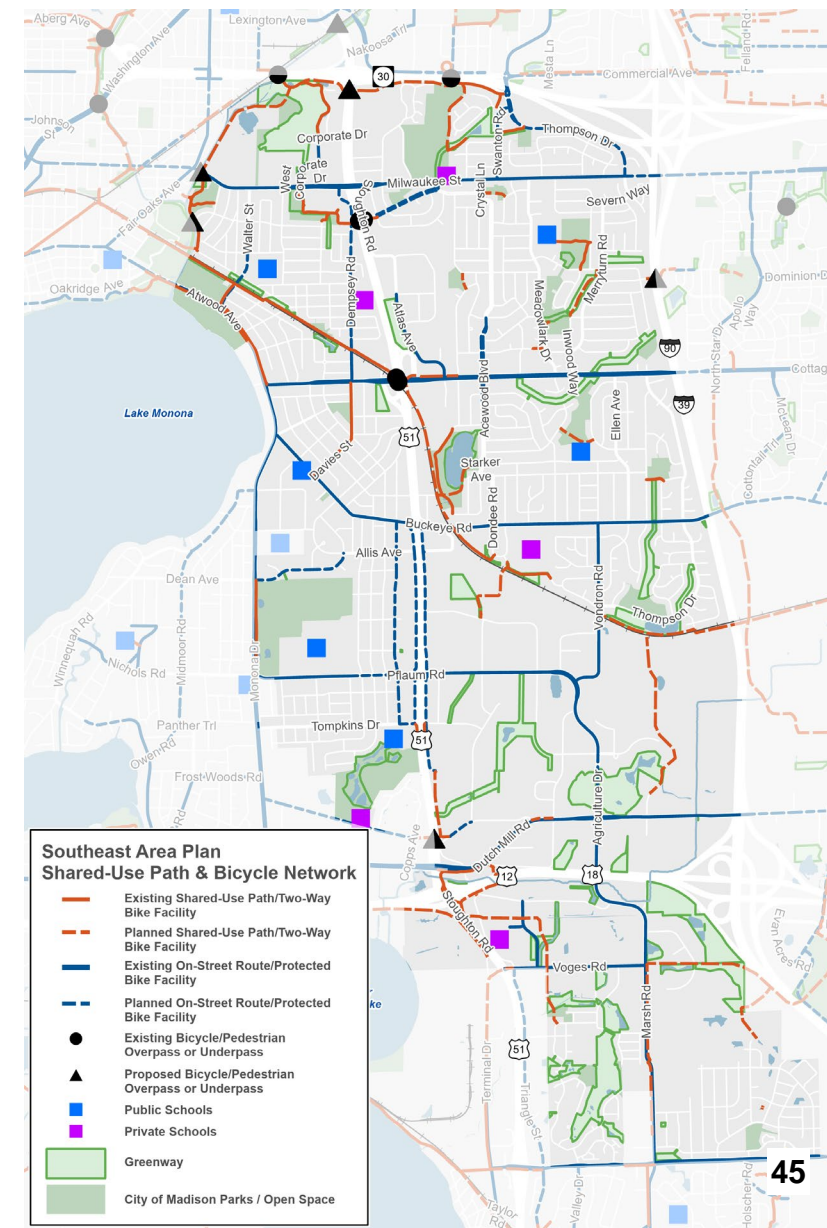
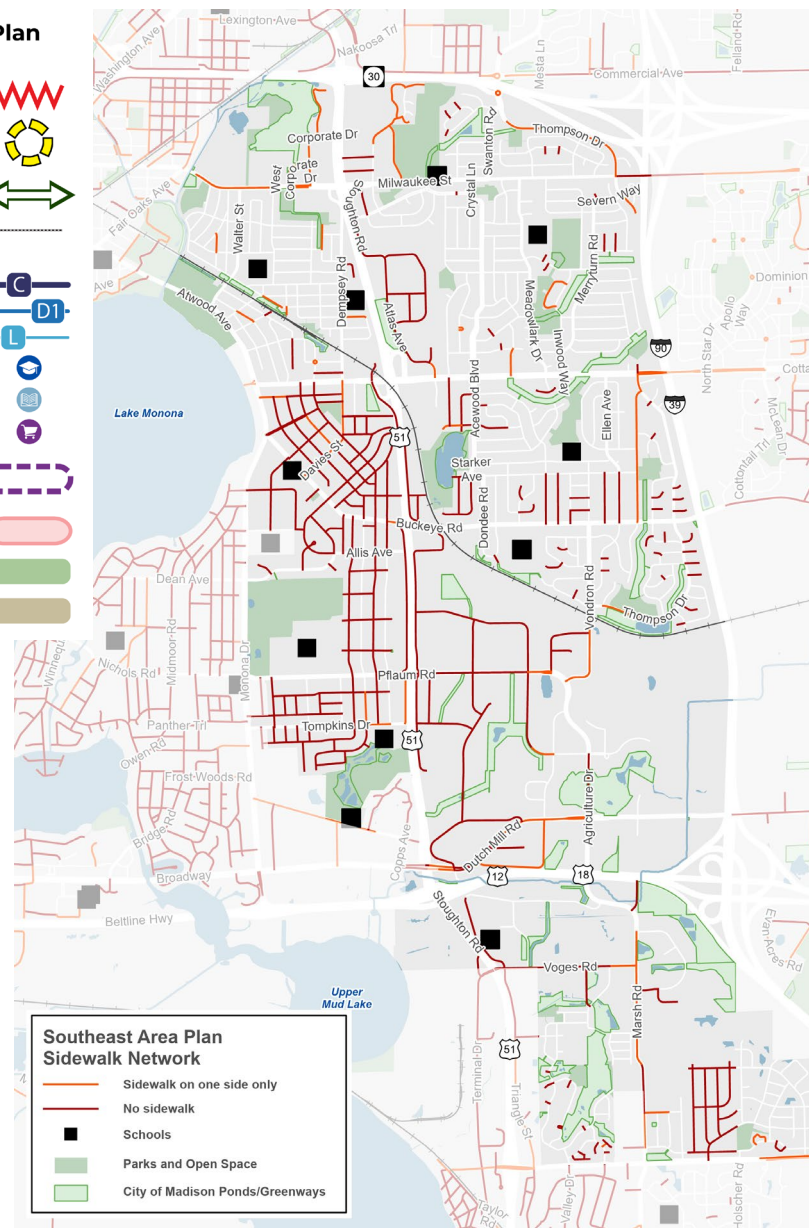
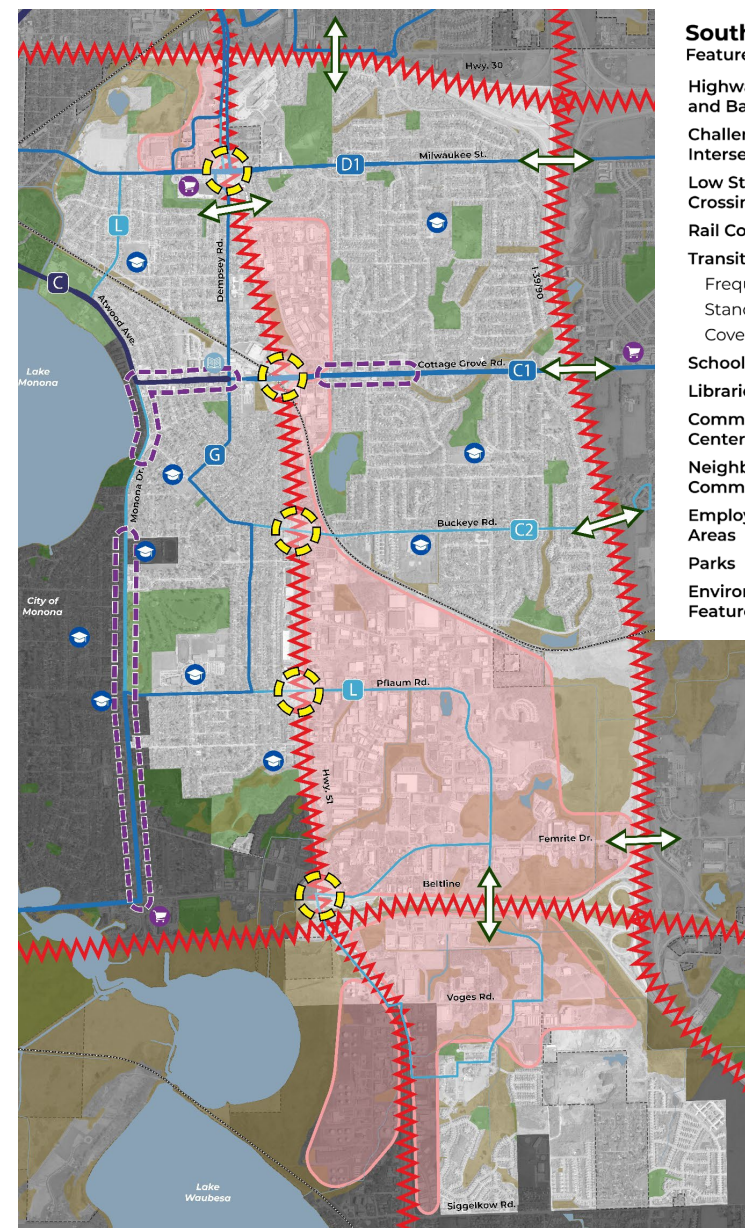
- **School capacity and overcrowding**
- Work with Monona to connect bike paths and bus routes

# Southeast - Transportation Feedback

- Hwy 51 is unsafe and hard to cross – convert it to an urban boulevard
- Traffic calming measures to reduce speeding
- **Safety and visibility of crosswalks**
- **Missing sidewalks & ADA curb ramps**
- Better bike and pedestrian safety needed along many roads
- **Bus shelter / benches needed at bus stops**
- There are several intersections that are difficult for all transportation modes along major arterials



# Southeast - Transportation Feedback



# Southwest - Key Feedback Themes

## Land Use and Transportation

- **Speeding on Raymond Rd, Schroeder Rd, S Gammon especially near schools**
- **Dangerous crossings and inadequate bike lanes**
- Missing sidewalks
- **Need more bus shelters and benches**
- Meadowood Shopping Center could be revitalized with mixed-use development, including residential
- Walkable destinations such as coffee shops, restaurants, and small businesses.

## Neighborhoods and Housing

- **Lack of affordable housing**
- Aging in place is important
- Want walkable neighborhoods with nearby services
- **Safe rental housing**
- More youth programming and activities
- Like neighborhood centers and community centers
- Want grocery store closer to Meadowood neighborhood

## Economy and Opportunity

- **Income not keeping up with housing costs**
- More small businesses
- Revitalize business areas along Verona Rd and Meadowood Shopping Center
- Lack of childcare services
- **Job trainings and flexible employment options**



# Southwest - Key Feedback Themes

## Culture and Character

- Need more public art
- Lack of identity and sense of place
- **Accessible and inclusive Community spaces**
- **Community building events such as Parks Alive**

## Green and Resilient

- More recreational opportunities
- Park amenities such as bathrooms, seating etc.
- Encourage native plantings
- **Appreciate natural spaces, such as Elver Park**
- Address stormwater/flooding issues

## Effective Government

- **School capacity and overcrowding**
- Delay in snowplowing

## Health and Safety

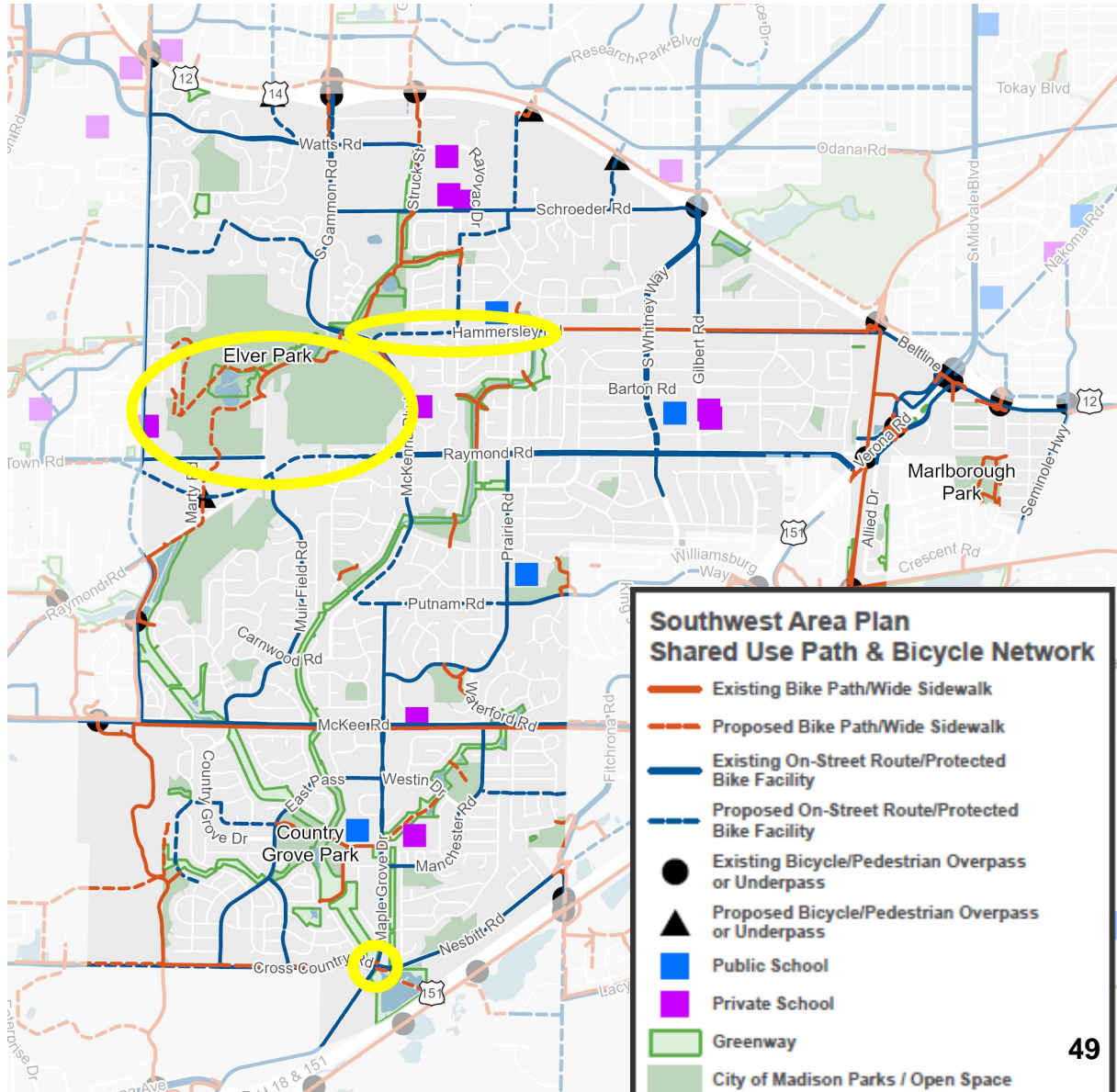
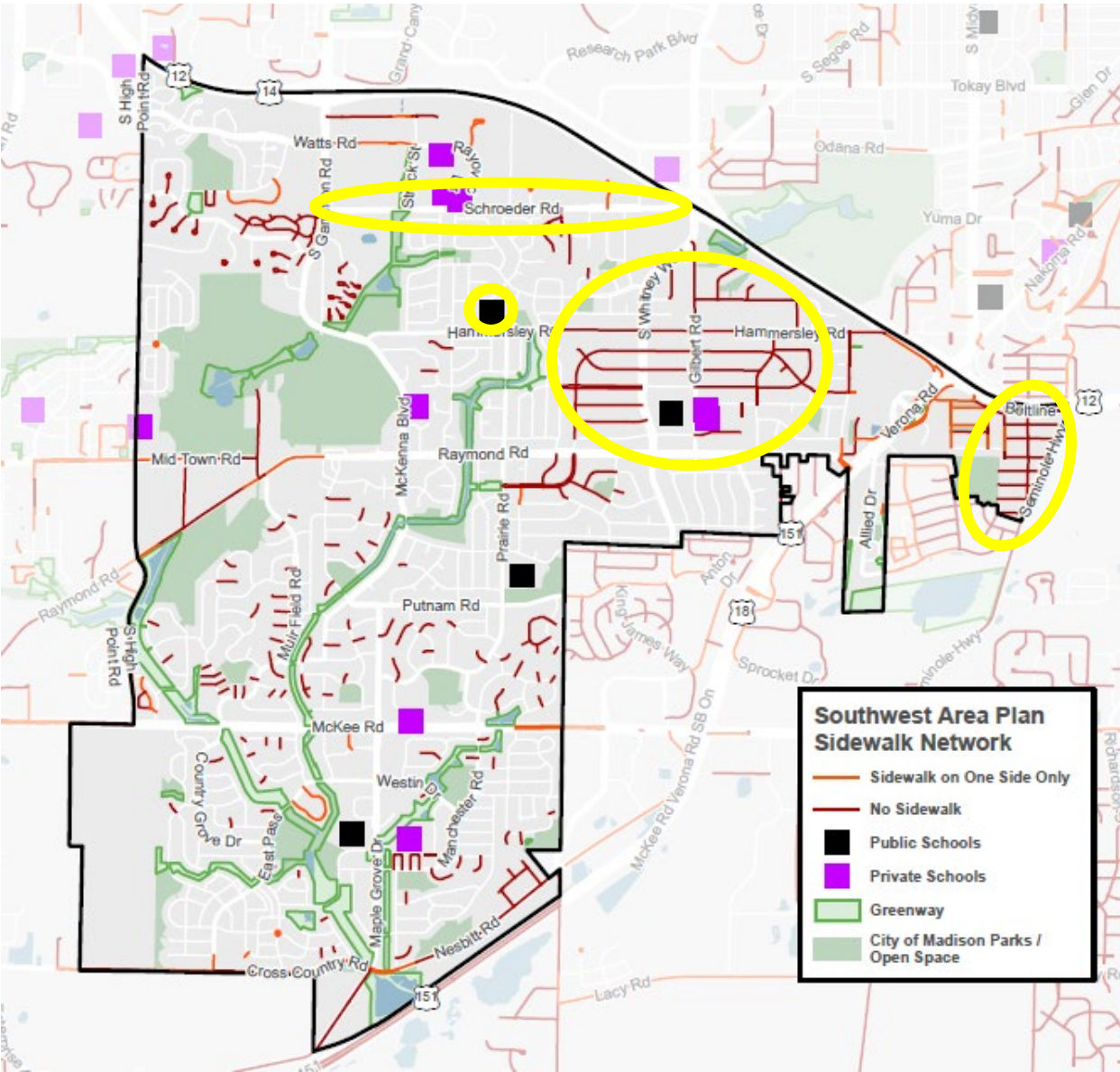
- Lack of street lighting
- **Environmental safety**
- Poor indoor air quality
- **Improve access to healthcare services through new clinics and mobile health programs**

# Southwest - Transportation Feedback

- **Speeding on Raymond Rd, Schroeder Rd, S Gammon Rd especially near schools**
- **Dangerous crossings and inadequate bike lanes**
- Missing sidewalks
- **Need more bus shelters and benches**
- More shared-use path/bike route connectivity
- Traffic calming needed
- Traffic congestion (S. Gammon, Woodington Way, Whiney-Schroeder-Beltline, Verona Road-Beltline)



# Southwest - Transportation Feedback



# What's Next

## Phase 2 (Summer and Fall 2025)

- Draft initial Plan recommendations
  - Land Use Vision map
  - 2D /3D illustrations to convey recommendations
- Additional Public Engagement
  - Arts Workshop
  - Public Meetings
  - Community Action Strategy (CAS) Area workshop and events
  - Community Partner outreach
- Online commenting tool – draft recommendations and maps
- Check-Ins with City Boards, Commission, Committees – October



# Questions and Discussion





Department of Planning & Community & Economic Development

## Planning Division

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August 21, 2025

To: Plan Commission

From: Urvashi Martin, Ben Zellers (SW Area Plan); Rebecca Cnare, Jeff Greger (SE Area Plan)

Re: Area Plan Land Use Mapping

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As City staff develops initial public review drafts of Actions and Generalized Future Land Use (GFLU) maps for the Southwest and Southeast Area Plans, staff seeks feedback from the Plan Commission on two topics related to GFLU maps:

1. A staff proposal to improve clarity regarding what is referred to as the “escalator clause” within the Comprehensive Plan (see the footnotes in the chart later in this memo).
2. How to address where residential may not be appropriate in areas designated as Employment or General Commercial on the Generalized Future Land Use (GFLU) Map.

Background is provided below, with a question for the Plan Commission at the end of the memo.

### **Select Conditions in LR and LMR, often referred to as “The Escalator Clause”**

During the 2018 Comprehensive Plan process, the “Low-Medium Residential” (LMR) future land use category was created for current or planned future “Missing Middle” housing. LMR was mapped from areas that had previously either been Low Residential (LR) or Medium Residential (MR). The then Plan Commission also directed staff to add conditions that would allow some additional development intensity in some situations within the LR and LMR categories. This included a provision where large and courtyard multi-family dwellings could be allowed in LMR “at up to 70DU/ac and four stories, generally along arterial streets,” compared to the up to three stories and 30 units an acre otherwise recommended. When originally conceived, there were a limited number of sites the Plan Commission discussed as locations where flexibility to consider greater intensity could be particularly relevant.

Planning is intended to increase certainty and establish shared expectations. However, the “escalator clause” results in uncertainty, and in some cases mistrust, for all stakeholders. Staff proposed the clause either be removed or not apply to areas with an adopted Area Plan during the 2023 Comprehensive Plan Interim Update. The rationale for the proposed change was that the detailed future land use review that takes place as part of the Area Plan process should determine the appropriate land use category. At the time the Plan Commission opted not to proceed with either of those options, and the clause language was instead modified to increase the number of criteria for utilizing the clause. Whereas the 2018 language allowed higher densities in LMR “generally along arterial streets,” the language in the 2023 update



expanded the criteria to also include “relationships between proposed buildings and their surroundings, natural features, lot and block characteristics, and access to urban services, transit, parks, and amenities” to the factors to be considered. However, these subjective criteria are interpreted differently by stakeholders on different sides of a development proposal.

#### Residential Future Land Use Categories

Residential Building Form	Low Residential (LR)	Low-Medium Residential (LMR)	Medium Residential (MR)	High Residential (HR)
Single-Family Detached Building				
Civic/Institutional Building				
Two-Family, Two-Unit				
Two-Family – Twin				
Three-Unit Building	*			
Single-Family Attached	*			
Small Multifamily Building	*	**		
Large Multifamily Building		**		
Courtyard Multifamily Building		**		
Podium Building				
Number of Stories	1-2'	1-3	2-5	4-12~
General Density Range (DU/acre)	≤15	7-30	20-90	70+

\* Permitted in select conditions at up to 30 DU/ac and three stories, generally along arterial streets or where these types of buildings are already present or planned within an adopted sub-area plan as part of a pattern of mixed residential development.

\*\* Appropriate in select conditions at up to 70 DU/ac and four stories. Factors to be considered include relationships between proposed buildings and their surroundings, natural features, lot and block characteristics, and access to urban services, transit, arterial streets, parks, and amenities.

~ Or taller, if specified by an approved sub-area plan or PD zoning.

' Dormers or partial third floors are permitted.

The select conditions clause made more sense when the Comprehensive Plan GFLU map was updated every 10 years, but now that the map is updated with the adoption of each area plan staff continues to feel that there should be more clarity around this issue as the next set of Area Plans are developed. The City has continued to make substantial changes in policy and ordinances since the 2023 Comprehensive Plan update through the [Housing Forward initiative](#). These changes have made the development process more predictable, made it easier to build housing, and allowed property owners and developers to do more development by right (without needing Plan Commission review and approval). Additionally, the first two area plans included detailed review of areas that could be appropriate for additional or more intensively developed housing and/or mixed use, informing changes to GFLU maps. In light of the continuing Housing Forward progress and the Area Planning process, staff feels it is even more appropriate to eliminate the select conditions in LR and LMR (the asterisks and footnotes in the chart above) for **adopted** area plans. The detailed GFLU analysis done during area plans provide an opportunity to map land use into the appropriate category without relying on footnotes in a chart. This is critical because:

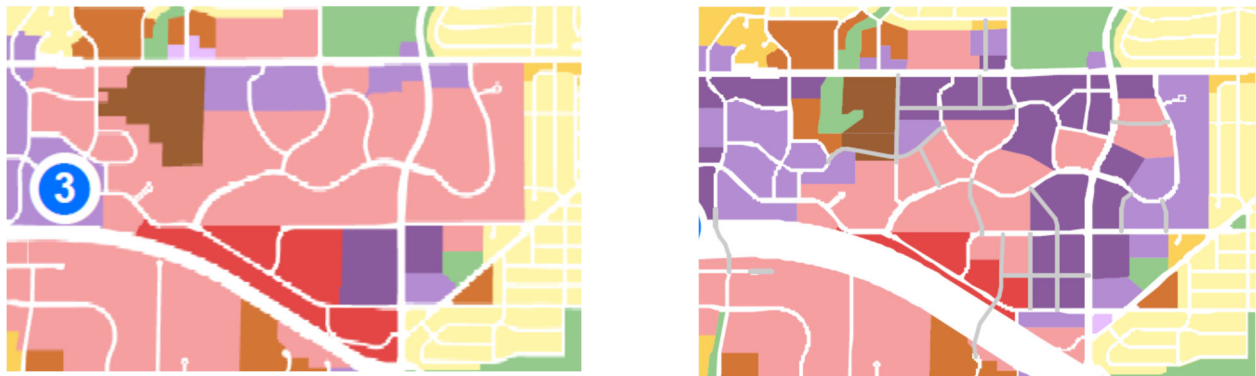
1. It provides more transparency and certainty to landowners, residents, staff, developers, and the Plan Commission;
2. It will reestablish a meaningful “Missing Middle” GFLU category as Missing Middle housing continues to be a focus for the City;
3. It focuses discussion of appropriate land use/development intensity at the planning level, not at the individual development proposal review level.

The Plan Commission will have an opportunity to review draft GFLU maps for the SW and SE Area Plans. If, at that time, the Commission feels there are some areas shown for LR development that are appropriate for LMR development, or areas shown for LMR development that are appropriate for MR development, it can recommend changes to the map.

### **Employment and General Commercial on the GFLU Map**

The 2018 Comprehensive Plan defines the General Commercial (GC) and Employment (E) categories as areas that were largely intended to not include residential development. The primary purpose for these future uses includes retail goods, services, offices, laboratories, and clinics/hospitals. A limited amount of flexibility was allowed for mixed-use development. The flexibility was further restricted in the 2023 Interim Update, which specified that both categories “are not generally recommended for residential uses, especially those that are adjacent to highways due to noise impacts, though such uses may be considered as part of a conditional use under relevant zoning districts when there is adequate access to parks, transit, and a walkable street network.”

In the recent West and Northeast area planning processes, areas identified for GC & E in the GFLU map were closely evaluated and adjustments were made—both to change some of these areas to mixed use districts and, in select cases, to change areas from mixed use to these land use categories. For example, the West Area Plan made changes to GFLU Map in the UW Research Park (URP) area to allow for mixed-use development along Mineral Point, Whitney Way, and Yellowstone Dr. However, portions of URP closer to Odana Road were maintained in GC & E categories due to the lack of access to park space, lower level of transit service, and proximity to the Beltline. Similar assessments were made in the Northeast Area Plan for small parcels, with some areas that were previously proposed for mixed-use changing to recommended GC or E due to their proximity to limited access highways or industrial uses.



*Left: GFLU map prior to the West Area Plan; Right: GFLU map updates in West Area Plan. Note: purple denotes mixed-use, pink is employment, red is general commercial.*

When working with other agencies, the GFLU map is the foundation for future planning around the impacts/demands on other city services—including Engineering, Streets, Parks, Fire, Police, and others. There can be some flexibility regarding the relative intensity of resulting developments within areas planned for residential and mixed use, and regarding the location of these types of developments particularly when they are along the boundaries of future land use areas. Transitioning larger areas of current or former commercial development to complete mixed-use neighborhoods is a central part of the Comprehensive Plan’s future land use vision, and the City has taken many proactive steps to support this.



Doing so is not without challenges; for example, acquiring much-needed park land to support residential growth in the area above.

Large mixed-use developments within areas largely planned for GC & E can cause challenges with service provision, particularly when the transition is not on the horizon for agencies. Conversion of an area from an employment or commercial use to mixed-use or residential development greatly increases sanitary sewer service demand in ways that may be inconsistent with planned growth estimates. In some cases, these areas may be located such that there are not clear ways to acquire or improve parkland to support additional residents, make connections to essential services and mobility options, and may be more difficult to mitigate the impacts of noise and sources of pollution that can lead to negative health outcomes. In some parts of the city, these areas overlap with school district boundaries that were created based on existing and planned non-residential development. These boundaries become ineffective in situations where residential development is introduced. And finally, there is a need to consider the balance of sites preserved for employment and commercial uses to support the city's residents in the long term. Growth inconsistent with the city plans and agencies' capacities can lead to poor outcomes.

Staff is seeking to provide clarity in plan recommendations for GC & E areas, particularly regarding locations where residential uses are not appropriate. Staff will evaluate GC & E areas that could be appropriate for mixed use via area plan processes. With that, staff feels that is also appropriate to specify E and GC areas within adopted area plans are not appropriate for residential or mixed-use development.

### **Zoning**

A unique challenge to implementing future land use recommendations is that the corresponding zoning districts for CG & E areas allow residential uses as a Conditional Use. The Zoning Code does not have an employment or commercial zoning district that prohibits residential development. The only employment/commercial zoning districts that do not allow residential are the IL (Industrial-Limited) and IG (Industrial-General) districts. While having zoning districts that allow for a range of uses is often beneficial, this can make it more difficult to implement plan recommendations when development proposals are inconsistent with the GFLU categories, particularly where residential uses may be incompatible. The Plan Commission's recent approval of a mixed-use project with 93 homes and 324 square feet of commercial space at 4506-4515 Verona Rd illustrates this challenge.

Specifying that GC and E areas in adopted area plans are not appropriate for residential or mixed-use development will require accompanying updates to the zoning code. Under state statute, rezoning land and updating zoning text requires a finding of consistency with the Comprehensive Plan. However, as noted above, the primary districts that would logically implement GC & E recommendations enable residential uses to be considered. Staff has identified that it may be necessary to either tweak the uses allowed in certain zoning districts and/or proactively rezone high priority sites to better implement plan recommendations.

**Question for the Plan Commission:**

Does the Plan Commission support staff's proposed approach for addressing existing uncertainty around LR/LMR/E/GC land uses? Specifically:

1. That select conditions for LR and LMR be eliminated for parts of the city with an **adopted** area plan; and
2. GC and E land uses are not appropriate for residential or mixed-use development for parts of the city with an **adopted** area plan.

Staff will develop a public review draft of Actions and GFLU maps for the Southwest and Southeast areas based on feedback from the Plan Commission. Draft Actions and GFLU maps will be then be released for public review and comment, with Plan Commission review following.



## **Discussion Topics:**

1. Staff proposal to increase transparency and certainty related to the “escalator clause”.
2. How to address proposed residential uses in areas designated as Employment or General Commercial on the Generalized Future Land Use (GFLU) Map, where residential uses may not be appropriate.

**Urvashi Martin**  
**Ben Zellers**  
Linda Horvath  
Kirstie Laatsch  
Alyssa Mugavero  
Tim Parks  
Angela Puerta



58

# “The Escalator Clause” - Background

- 2018 Comprehensive Plan – Low-Medium Residential (LMR) future land use category created for current & future “Missing Middle” housing.
- Clause allows for additional development intensity up to four stories and 70 units/acre vs three stories and 30 units/acre under certain conditions.
- Low Residential (LR) also has an escalator but few development inquiries or proposals

# “The Escalator Clause” - Background

## 2018 Comprehensive Plan

### Residential Future Land Use Categories

Residential Building Form	Low Residential (LR)	Low-Medium Residential (LMR)	Medium Residential (MR)	High Residential (HR)
Single-Family Detached Building				
Civic/Institutional Building				
Two-Family, Two-Unit				
Two-Family – Twin				
Three-Unit Building	*			
Single-Family Attached	*			
Small Multifamily Building	*	**		
Large Multifamily Building		**		
Courtyard Multifamily Building		**		
Podium Building				
Number of Stories	1-2'	1-3	2-5	4-12~
General Density Range (DU/acre)	≤15	7-30	20-90	70+

\* Permitted in select conditions at up to 30 DU/ac and three stories, generally along arterial streets or where these types of buildings are already present or planned within an adopted sub-area plan as part of a pattern of mixed residential development.

\*\* Permitted in select conditions at up to 70 DU/ac and four stories, generally along arterial streets.

~ Or taller, if specified by an approved sub-area plan or PD zoning.

' Dormers or partial third floors are permitted.



# “The Escalator Clause” - Background

- 2023 Comprehensive Plan Interim Update – staff proposed:
  - Removing the clause from the Comp Plan
  - Not applying the escalator to areas with an adopted Area Plan - since the GFLU Map will be reviewed in detail in these area
- Clause remained with additional criteria added.
  - Additional criteria intended to clarify where the escalator applies
  - In hindsight, additional criteria may have made things more uncertain.

# “The Escalator Clause”

## 2023 Comprehensive Plan

### Residential Future Land Use Categories

Residential Building Form	Low Residential (LR)	Low-Medium Residential (LMR)	Medium Residential (MR)	High Residential (HR)
Single-Family Detached Building				
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~ Or taller, if specified by an approved sub-area plan or PD zoning.

' Dormers or partial third floors are permitted.

# “The Escalator Clause” Examples

- Approximately a half dozen development proposals have been reviewed since the provision was created including:



**77 Sirloin Strip**  
Placed on File



**6610 – 6706 Old Sauk Road**  
Project Approved



**709 Northport Drive**  
Project Approved

# “The Escalator Clause” Discussion

- Since the 2023 Comp Plan update substantial changes in policy and ordinances have been made through the Housing Forward initiative.
- Given the changes since the 2023 update proposing to eliminate the “escalator clause” for adopted area plans.
- Area plans will allow for detailed GFLU analysis and land use mapping providing:
  1. Transparency and certainty
  2. Reestablish meaningful “Missing Middle” GFLU category
  3. Focus discussion on appropriate land use/development intensity at the planning level, not individual project review level

# Residential in Employment and General Commercial

- 2018 Comprehensive Plan
  - General Commercial (GC) and Employment (E) districts were defined as areas that were largely intended not to include residential development.
  - A limited amount of flexibility was allowed for residential development.
- 2023 Comprehensive Plan Interim Update
  - This flexibility was restricted.

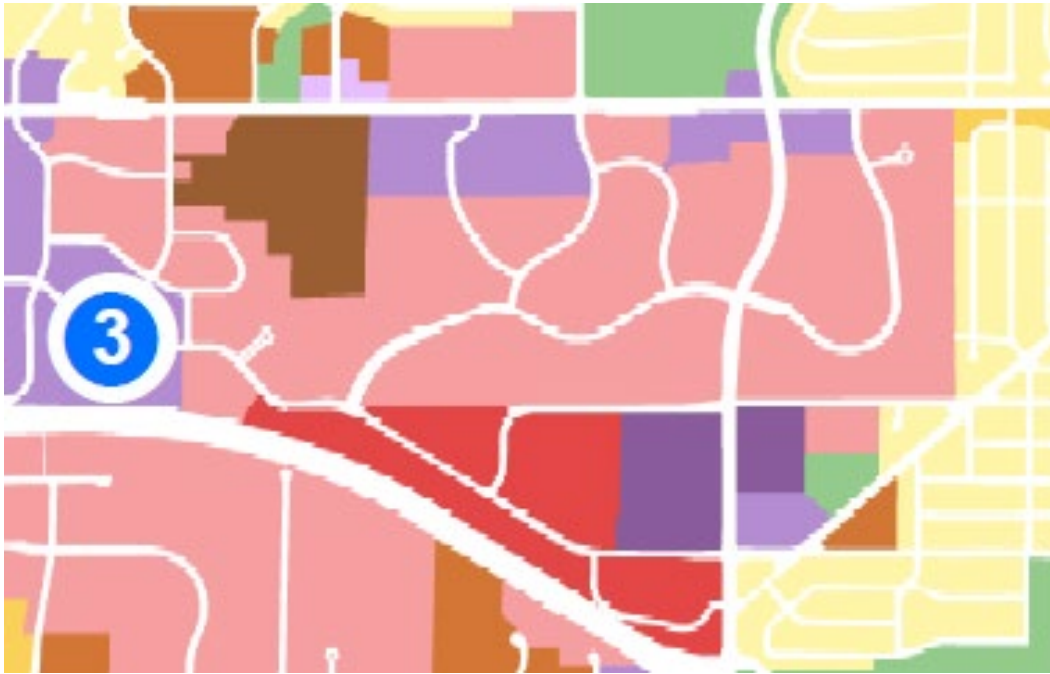
# Residential in Employment and General Commercial

- Provide clarity in plan recommendations for GC & E areas, particularly regarding locations where residential uses are not appropriate.
- Staff will evaluate GC & E areas that could be appropriate for mixed use via area plan processes.
- Staff feels that it is also appropriate to specify E and GC areas within adopted area plans that are not appropriate for proposed residential or mixed-use development.
  - That approach will require accompanying updates to the zoning code.
  - May be necessary to either tweak the uses allowed in certain zoning districts and/or proactively rezone high priority sites to better implement plan recommendations.

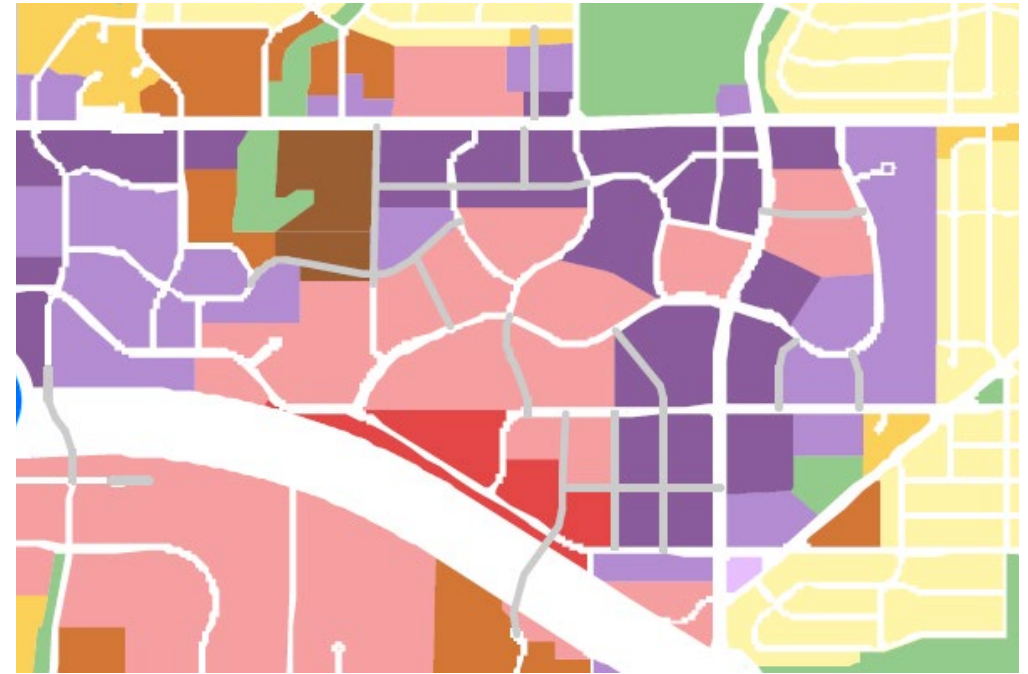


# Residential in Employment and General Commercial

## West Area Plan Example



*GFLU map prior to the West Area Plan*



*GFLU map updates in West Area Plan*

*Note: purple denotes mixed-use, pink is employment, red is general commercial.*





Does the Plan Commission support staff's proposed approaches for addressing existing uncertainty around LR/LMR/E/GC land uses?

# Questions and Discussion





**Department of Planning & Community & Economic Development**

**Planning Division**

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Phone: (608) 266-4635  
planning@cityofmadison.com

**To:** Transportation Commission

**From:** Southwest Area Plan Project Managers (Ben Zellers, Urvashi Martin)

**Date:** December 3, 2025

**Subject:** Southwest Area Plan Update

## Background

Planning Division staff engaged with the public and gathered further feedback, coordinated with other agency staff, and drafted Southwest Area Plan actions and maps since the last Transportation Commission check-in on June 25<sup>th</sup>. Staff is updating the Commission on the additional public feedback and the draft actions and maps prior to compiling a final draft of the Southwest Area Plan for introduction to the Common Council. Please see the project website for background material, public feedback summaries, and material from past meetings.

## Public Engagement

Public participation has included public meetings (virtual and in-person). In addition to the public meetings, staff collected feedback from various other sources such as the Online Commenting Map, Resident Surveys, Madison Madness Bracket Exercise, Community Partners, Focus Group meetings, Neighborhood walks, Business walk, Bike to work week events, Pop-Up events, UW PEOPLE Program engagement with Memorial High School students, Neighborhood Associations and Neighborhood Resource Teams, among others.

This Commission update focuses on community feedback received thus far on draft actions and maps, and reviewing draft actions and maps.

## Highlights of Draft Transportation Actions

1. Pedestrian Network Map: We received a lot of public feedback about missing sidewalks and desire to fill in the sidewalk gaps particularly near schools. The sidewalk map recommends filling in the sidewalk gaps through reconstruction and Safe Streets Madison program and calls out priority projects along major streets and around Toki and Orchard Ridge schools.
2. Planned Street Network Map:
  - a. Schroeder Road realignment: This segment has been officially mapped since the 1960s and would be constructed through Vitense if that property redevelops.
  - b. Hampshire Place Extension: This street extension to connect to Suffolk Road is already officially mapped.
  - c. Meadow Sweet Drive Extension: This street connection to High Point Road is

recommended for official mapping. The planned connection is carried forward from the High Point Raymond Neighborhood Development Plan.

3. Transit: Staff are proposing to study the feasibility of restoring Transit service along Hammersley Road. Contingent on funding consider adding additional buses on Route D to alleviate some of the crowding issues during peak times. Consider adding bus shelters and benches on bus stops with high ridership.
4. Street safety improvements include actions on:
  - a. Schroeder Road: completing a Safe Streets for All review to develop detailed projects to reduce speeding and improve safety on the road.
  - b. Raymond Road: short- and long-term actions for possible road configuration changes.
  - c. Changing the Cross Country-Maple Grove-Nesbitt intersection from a four way stop to a roundabout.
5. Shared-Use Path and Bicycle Network:
  - a. Extend the Hammersley Shared-Use path west to McKenna Blvd.
  - b. Increase pedestrian and shared-use path connectivity to and through Elver Park to improve access from the west and south.
  - c. Add separated bike lanes on Whitney Way.
  - d. Upgrade Seminole Highway bike lanes to All Ages and Abilities (AAA) standard.
6. Partnerships: Since WisDOT controls/manages the Beltline and Verona Road, it has significant influence on the future of the Southwest Area. There are a number of WisDOT partnerships listed in the plan to help establish the City's position to help guide future projects.

#### **Feedback received on Draft Transportation Actions**

Public feedback received so far on the draft actions and maps are the following:

1. There is a lack of North/South bike routes, most are east/west.
2. Hampshire Place, which is an officially mapped street, should not have vehicular access just ped/bike.
3. Need for traffic lights on Schroeder Rd between Whitney Way and Gammon Road.
4. Reopen the Leland-Raymond Road bus stops which were very popular and used.
5. Extend all-day transit service on Raymond/Midtown/High Point Road to serve the additional developments.
6. Consider including McKee Road on the Speed and Safety Analysis map for conducting a Vision Zero speed analysis.
7. Consider adding Watts Road as a priority sidewalk connection on the sidewalk network map.
8. People have expressed support for separated bike lanes on Whitney Way, south of Hammersley.
9. People have expressed support for upgrading the Seminole Highway bike lanes as an All Ages and Abilities facility.

#### **Transportation Commission Discussion**

Staff is seeking feedback from the Transportation Commission on draft actions and maps in the Transportation chapter prior to completing a full final draft:

1. Does the Commission agree with the potential street connections?
2. Does the Commission agree with the proposed pedestrian and bicycle network improvements?
3. Is there anything you think we missed?
4. Do you have additional comments or questions?

November 25, 2025

Page 3

Attachment

- [Draft Actions and maps](#)
- [SWAP Draft Actions and Maps](#)



# Southwest Area Plan



***Project Team: Ben Zellers • Urvashi Martin • Kirstie Laatsch • Linda Horvath • Angela Puerta***

**Transportation Commission Meeting: December 3, 2025**



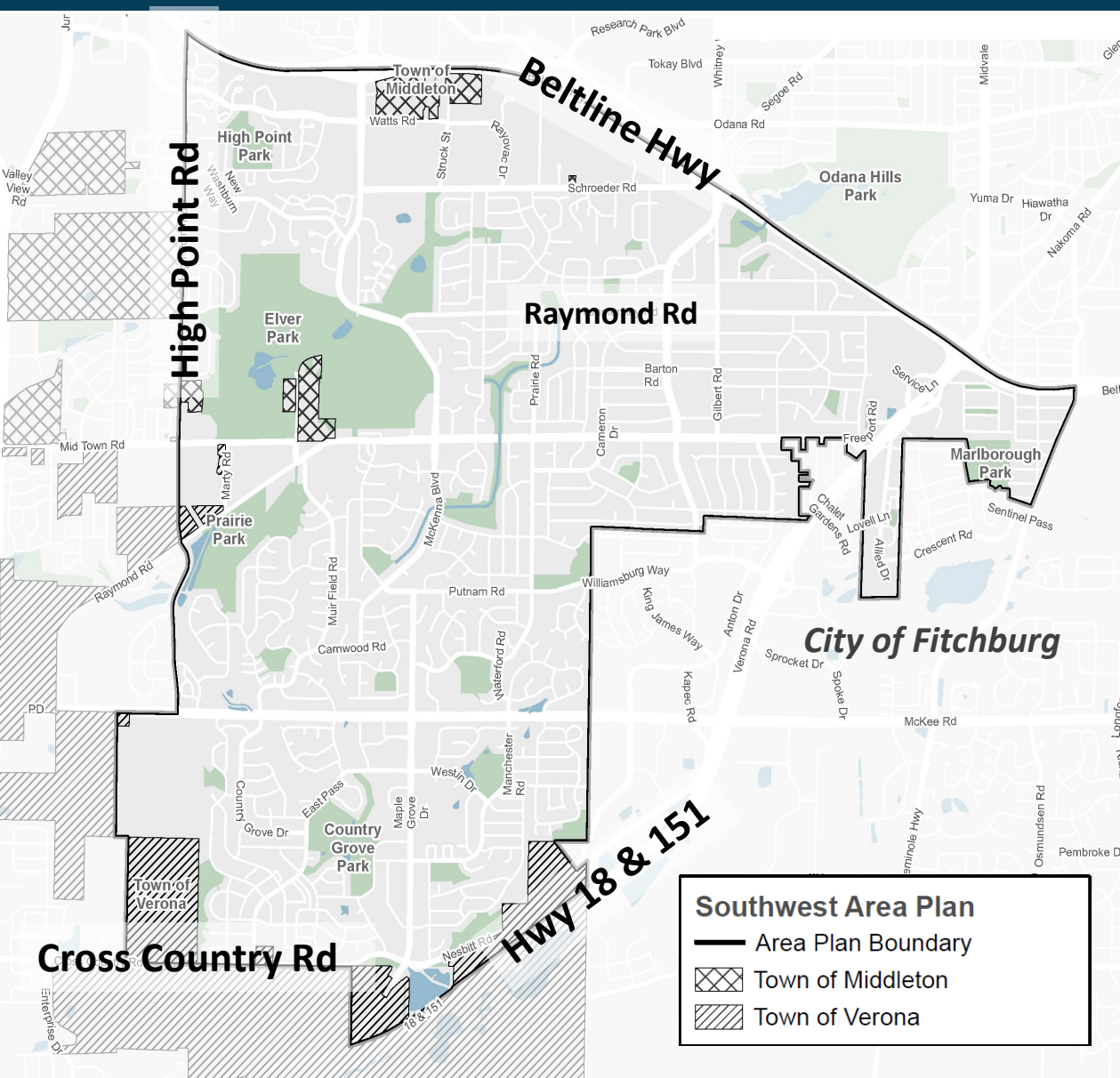
# Agenda



- Background and Public Engagement summary
- Draft Actions
  - Land use
  - Transportation
    - Street connections
    - Sidewalks & Pedestrian Safety
    - Path & Bicycle Network
    - Transit
- Feedback on Draft Actions
- Timeline



# Southwest Area



**North boundary:** Beltline Hwy

**East boundary:** City of Fitchburg

**South boundary:** Verona Rd / Hwy 18  
/ Cross Country Rd

**West boundary:** Ice Age Trail  
Junction Area / High Point Rd

## Southwest Area Plan

— Area Plan Boundary

▨ Town of Middleton

▨ Town of Verona

# Public Engagement Summary

- Public Meetings: In-person Open House and virtual meetings (~232 attendees)
- November – April: Interactive Commenting Mapping (328 comments)
- Survey Part 1: ~800+ responses part2: ~300+ responses
- Madison Madness Bracket: ~350+ responses
- Other engagement: Meadowood Health Partnership, SMAC, NAs, Schools, School Districts, NRTs and others
- UW PEOPLE Program - Memorial High School students
- Partnered with nINA Collective to host nine Focus Group meetings
- Pop-Up outreach – Meadowridge library, community events, food pantries, Bike to Work week
- Community Partner Engagement
- Neighborhood walks
- Business Walk
- PC and TC check-ins (June 2025, Aug 2025)



# Feedback received in Phase 1



## Speeding

Aging in Place

Stormwater Management

Dangerous Intersections

Accessible & Inclusive spaces

Lack of Affordable Housing

Missing Sidewalks

Walkable Mixed-Use Areas

Tree Canopy

School capacity & overcrowding

Connections to Neighborhood  
Destinations

Livable wages

Rental Maintenance Issues

Small businesses like Luna's

More recreational activities

Safe Crosswalks

More youth programming

Public Art

Park Amenities

Street lighting



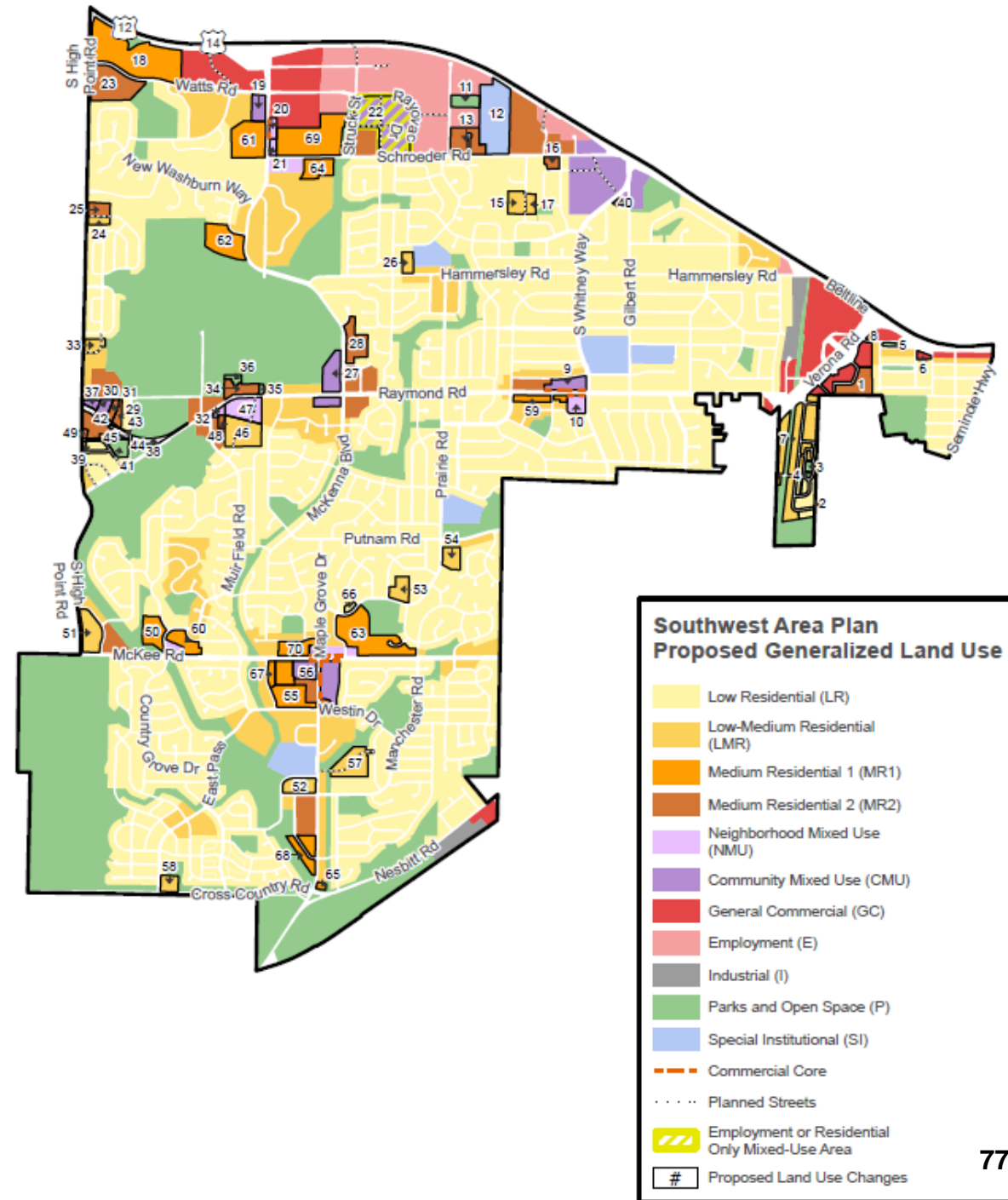
# Land Use – draft Actions

What we heard:

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

## Draft Actions

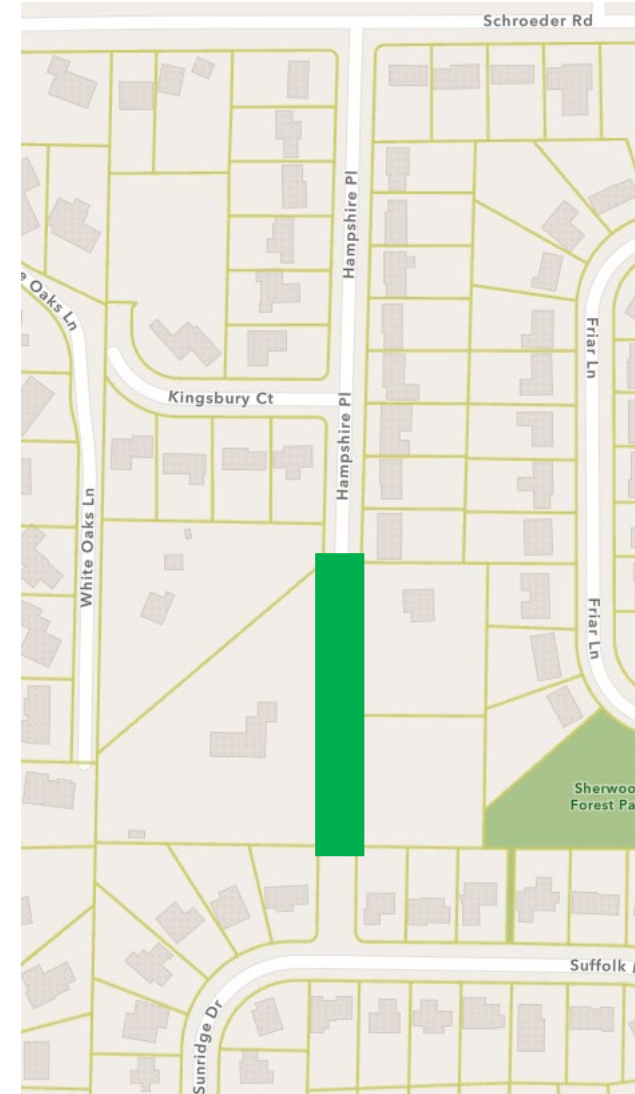
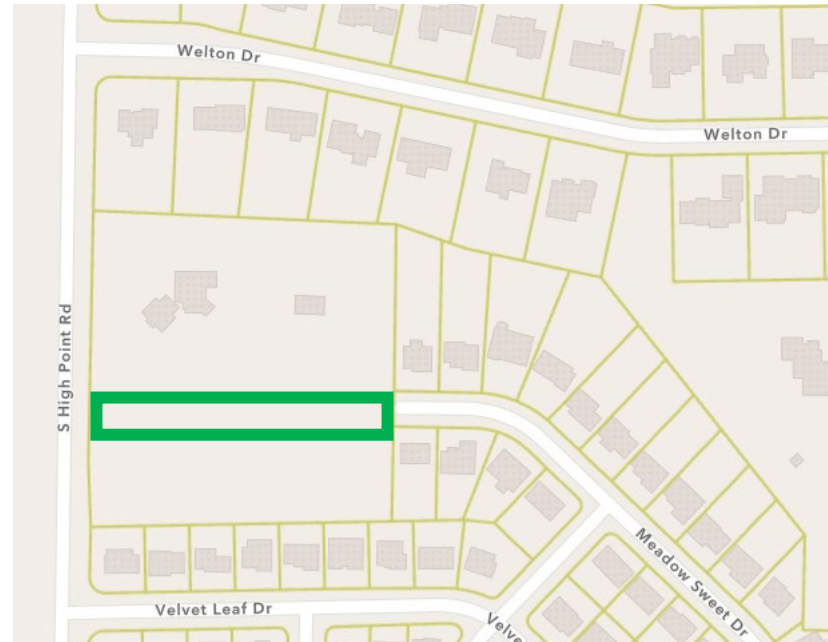
- Increasing allowable development and mixed-use intensity: north of Schroeder Road, Raymond west of McKenna.
- At certain existing single-use strip malls (Meadowood, McKee at Maple Grove).
- Additional development along key corridors
- New mixed-use nodes for neighborhoods
- Support additional housing



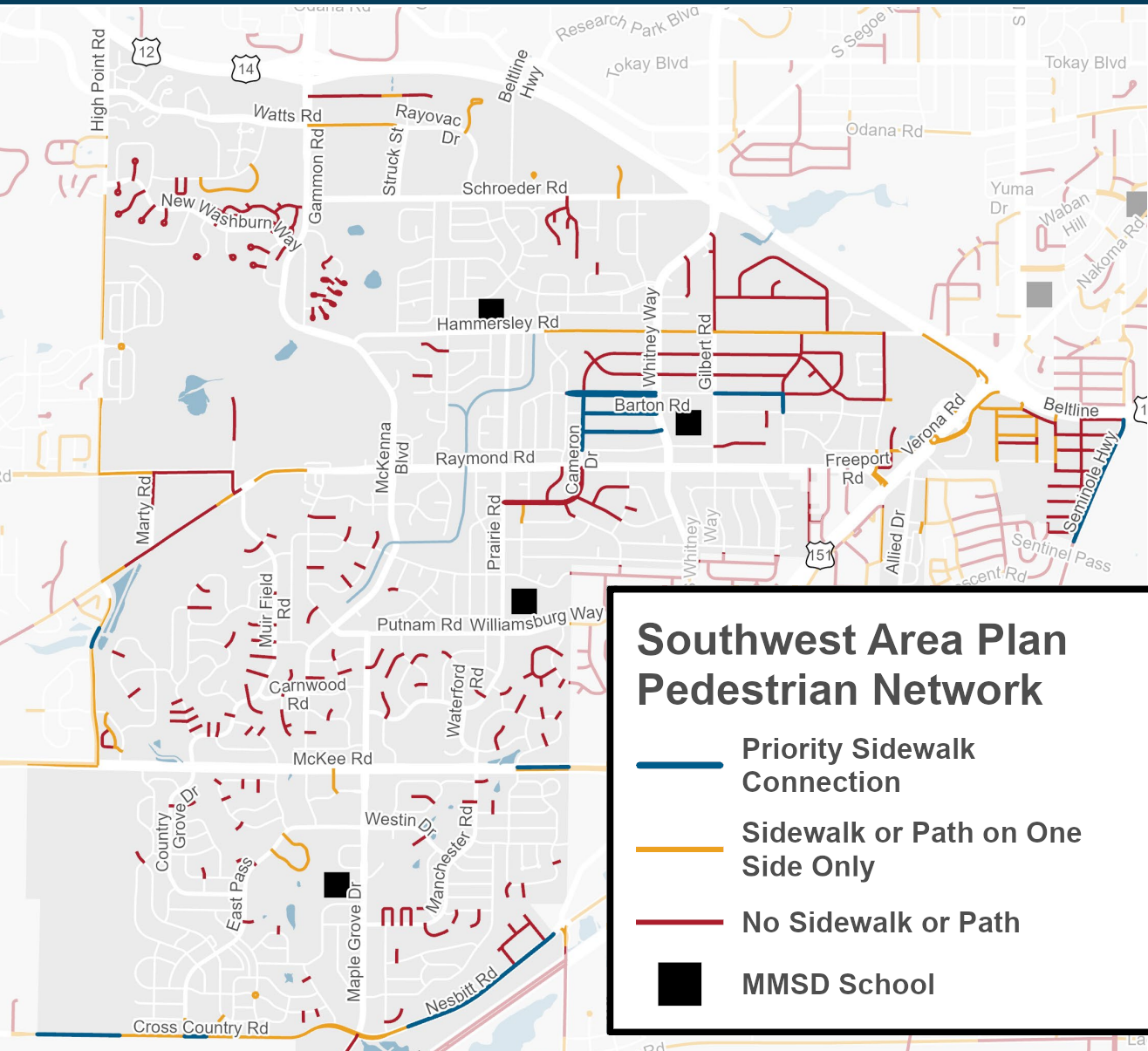
# Draft Action Highlights - Transportation



- Vitense/Schroeder Rd, Hampshire Pl – officially mapped streets
- Street extension of Meadow Sweet Dr.



# Transportation: Sidewalks & Pedestrian Safety



- Close gaps in the sidewalk network shown on Sidewalk Network map
- Prioritize locations for sidewalk improvements near major streets and schools



# Transportation: Path & Bicycle Network

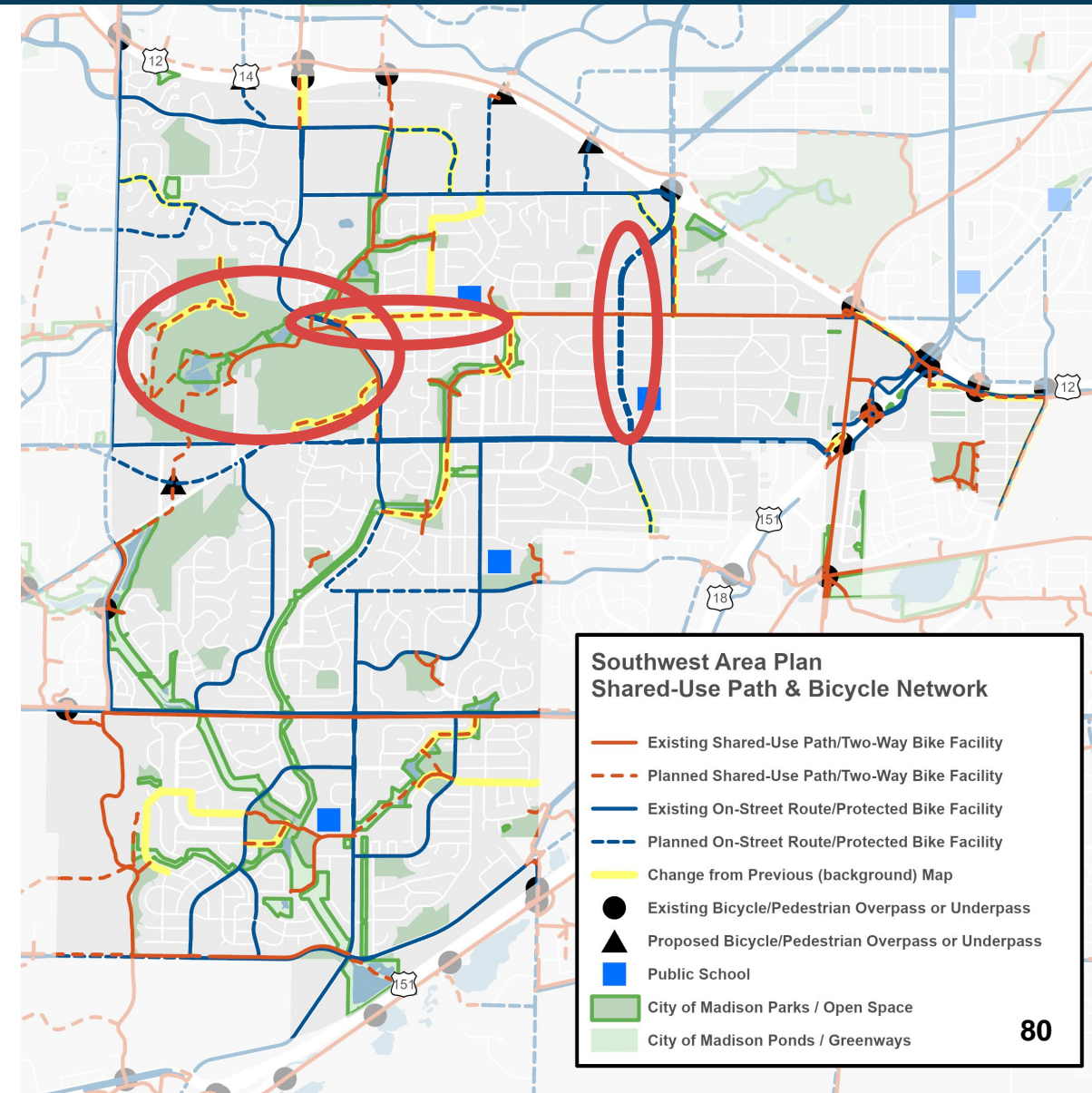
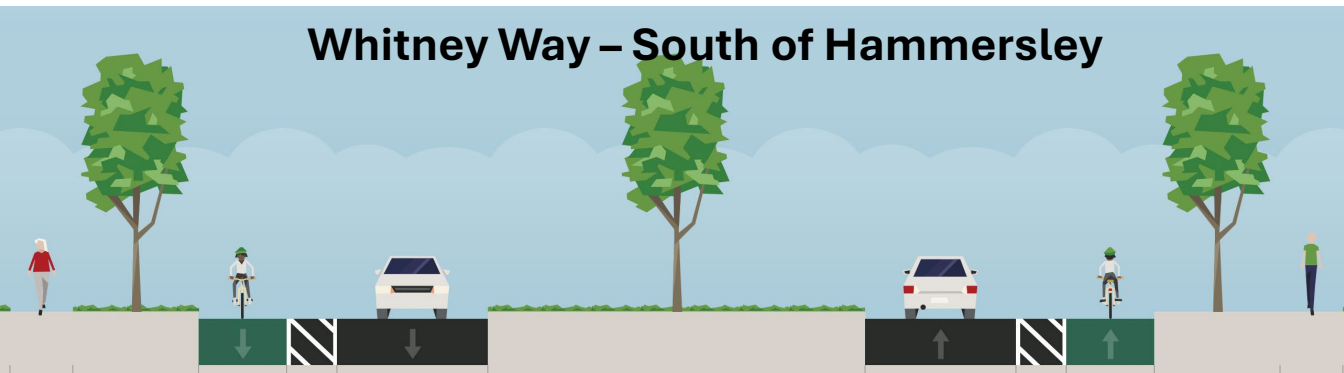


- Extend Hammersley Path west to Elver Park.
- Add more pedestrian/bicycle connections to and through Elver Park.
- Stripe buffered bike lanes on Whitney Way from the Beltline south to Raymond Rd.

Whitney Way – North of Hammersley



Whitney Way – South of Hammersley





# Transportation: Bikes & Streets



*Improve Seminole Hwy. to an all ages and abilities bicycle route.*



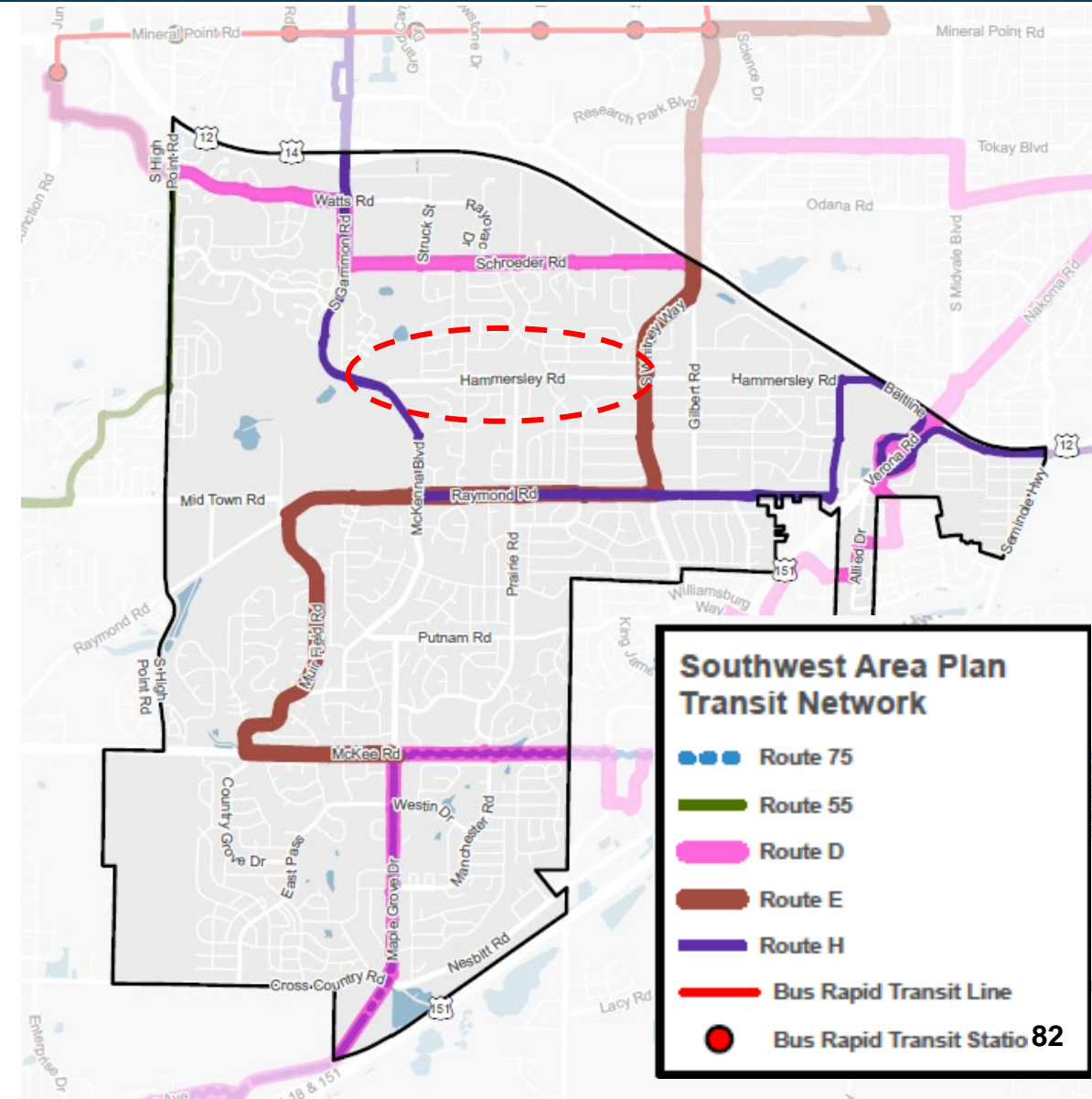
*Install a roundabout at the intersection of Cross Country Rd., Maple Grove Dr., and Nesbitt Rd.*



# Transportation: Transit



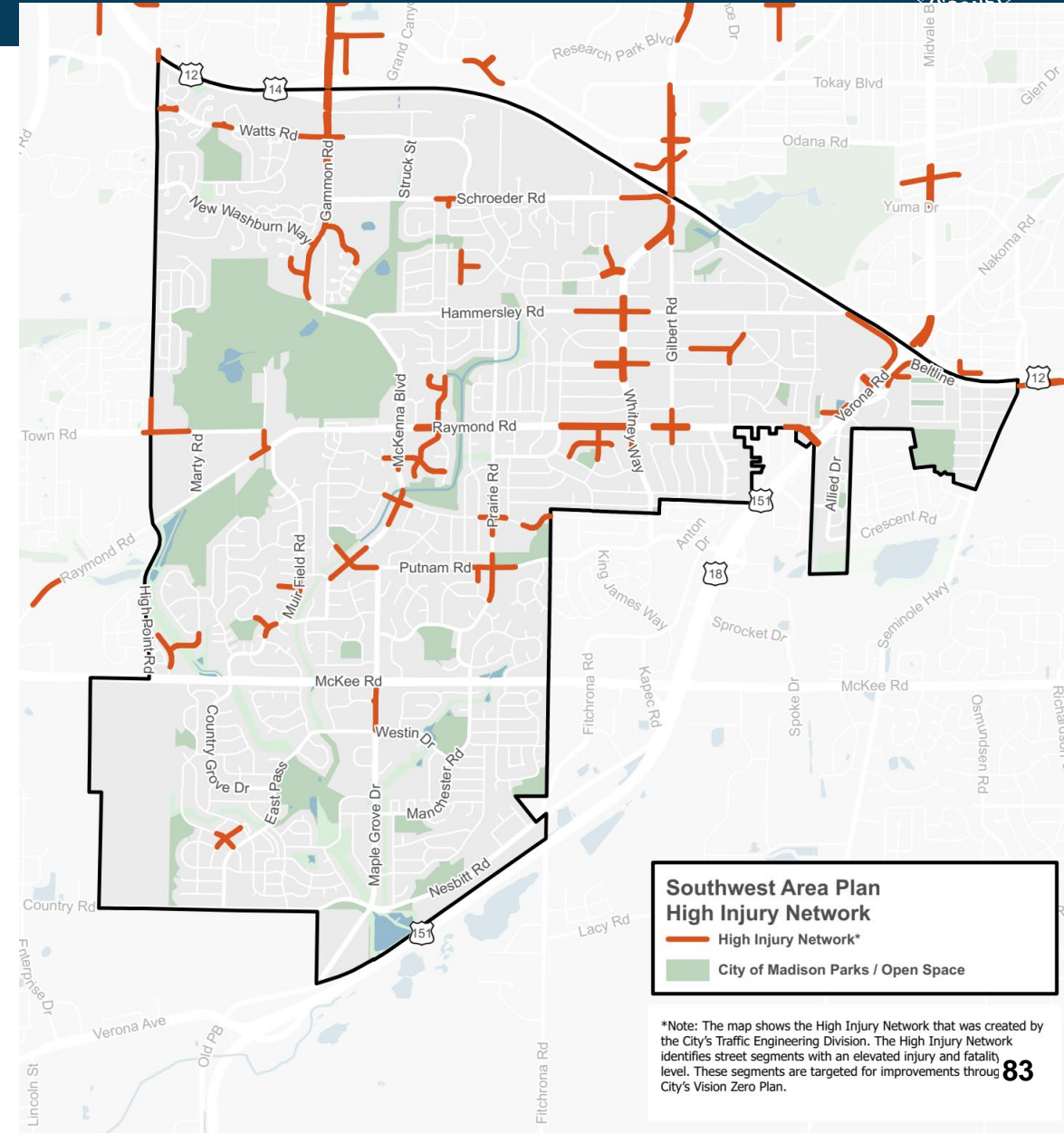
- Study the feasibility of restoring transit service along Hammersley Rd.
- As funding allows, add busses on Route D to address crowding during high-use times.
- Add bus shelters.



# Draft Action Highlights – Transportation



- Raymond Road:
  - Short-term – increase ped/bike safety via bump-outs, RRFBs, etc.
  - Long-term – evaluate whether reduction in # of travel lanes is merited.
- Schroeder Road.
- 12 Vision Zero analyses listed in **H&S chapter**.



# Feedback on draft Actions



- Lack of North/South bike routes
- Hampshire Pl – no vehicular connection just ped/bike
- Traffic lights on Schroeder Rd between Whitney and Gammon
- Bus service on Midtown-Raymond-High Point
- Reopen Leland-Raymond bus stops
- Support for separated bike lanes on Whitney
- Include McKee Rd on Vision Zero Speed Analysis
- Support for the Seminole Hwy bike lanes as AAA facility
- Add Watts Rd on the priority sidewalk connections

# Timeline



## Planning Process & Public Engagement

### Phase Zero

#### Data Gathering & Review

- Plan authorization by Common Council
- Pop-up outreach (Parks Alive, resource fairs, etc.)
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Online interactive commenting map
- Background data gathering
- Regular email notifications and website updates (applies to all phases)

JUN - OCT

2024

### Phase One

#### Issues & Opportunities

- Multiagency Open House
- Community survey (part 1)
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Review by Board, Commissions & Committees
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts

NOV - MAY



### Phase Two

#### Develop Recommendations

- Outreach to businesses
- Art Workshop
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with City Boards, Commissions & Committees

JUN - NOV

2025

### Phase Three

#### Draft Plan Review

- Public feedback on Draft Plan
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts
- Pop-up outreach (resource fairs, events at library, community dinners etc.)

DEC - MAR



### Phase Four

#### Adoption & Implementation

- Plan review and adoption by City Boards, Commissions & Committees
- Implementation of Plan recommendations after Plan adoption

APR - MAY

2026



# Southwest Area Plan Discussion Points



1. Does the Commission agree with the potential street connections?
2. Does the Commission agree with these proposed pedestrian and bicycle network improvements?
3. Is there anything you think we missed?
4. Do you have additional comments or questions?

**From:** [Nicholas Davies](#)  
**To:** [Transportation Commission](#)  
**Cc:** [Southwest Area Plan](#)  
**Subject:** Southwest Area Plan transportation feedback (88388)  
**Date:** Sunday, November 30, 2025 2:13:16 PM

---

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Transportation Commission,

I love a lot of the proposed actions on the Southwest Area Plan. Sidewalk/bike facility on Seminole, extending the well-received Hammersley Path, making Elver Park accessible for neighbors to the west of it, making Schroeder Rd safer, rethinking Raymond Road's ROW width, separated bike lanes on Whitney. A connection from Nesbitt & Maple Grove to the Military Ridge State Trail. All great to see. I like the idea of Meadow Sweet Dr being a path connection.

Something else that's really important to address: WisDOT is pushing for another round of expansion/construction on the Beltline. So where the Southeast Area Plan is doing a good job setting a vision for the Stoughton Rd corridor, the Southwest Area Plan presents an opportunity to set a vision for how this area interfaces with the Beltline--and the rest of Madison on the other side.

- Gammon Rd, and the Watts intersection especially, are destination-rich, with a high walkshed population, but it's bike/ped-hostile.

- Some of the maps show a planned street connection from Struck to Grand Canyon. Maybe this is just a copy-forward. Yes, the existing bike/ped tunnel has drainage issues, but I don't think we should ruin one of the few low-stress Beltline crossings. Cars who want to go from Struck to Grand Canyon already have a way to do that, very quickly and easily.

- Whitney Way is the only available Beltline crossing in its area, and it's a real safety issue. We need to be really clear with WisDOT about the priority of making this an all ages & abilities connection for bikes and pedestrians.

- Adding lanes to the Beltline ("flex" or no), and things like weave lanes (which also mean more lanes), will widen the highway footprint, making crossings longer and louder, and these plans could endanger the bike/ped bridges we rely on today.

- Reconfiguring the interchanges to support free-flowing traffic could further endanger bike/ped travelers through them.

Highway expansions have shown over and over not to reduce congestion, but to actually increase it only two years later. WisDOT uses 30 year population growth projections to justify adding lanes, ignoring the fact that recent population growth *hasn't* translated into proportional vehicle travel. When those lanes become the cause of congestion two years after they open, WisDOT are shooting themselves in the foot, at humongous expense, and the damage to our community is long-lasting. If we want less congestion in this area, we should make it clear that more lanes on the Beltline is not a realistic solution.

Thank you,

Nick Davies  
3717 Richard St



**Department of Planning & Community & Economic Development**

**Planning Division**

Meagan E. Tuttle, Director  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985  
Phone: (608) 266-4635  
planning@cityofmadison.com

**To:** Community Development Block Grant Committee

**From:** Southwest Area Plan Team (Project Managers - Ben Zellers, Urvashi Martin)

**Date:** December 4, 2025

**Subject:** Southwest Area Plan Update

## **Background**

Since meeting with the Community Development Block Grant Committee on September 12, 2024, the Southwest Area Plan team has completed Phase 1, where we gathered issues and opportunities, and is now in Phase 2, where we are drafting plan actions. Staff is updating the Committee on Phase 2 public feedback and the draft actions and community projects before compiling a full final draft of the Southwest Area Plan for introduction to the Common Council. Please see the [project website](#) for background material, public feedback summaries, and material from past meetings.

## **Public Engagement**

Public participation has included public meetings (virtual and in-person). In addition to the public meetings, staff collected feedback from various other sources such as the Online Commenting Map, Resident Surveys, Madison Madness Bracket Exercise, Community Partners, Focus Group meetings, Neighborhood walks, Business walk, Bike to work week events, Pop-Up events, UW PEOPLE Program engagement with Memorial High School students, Neighborhood Associations, and Neighborhood Resource Teams, among others.

We also did more in-depth engagement in Community Action Strategy Areas (CAS). CAS Areas are eligible to receive Community Development Block Grant (CDBG) funding through the Department of Housing and Urban Development. CDBG funds are used to connect with residents and other stakeholders in CAS Areas, learn about their priorities, and implement priority capital projects in the CAS Areas. Feedback gathering in these areas focused on community-led events and activities like food pantries, community meetings and meals, and city-led events like Parks Alive, Bike n' Boogie at Elver Park Neighborhood Center and Holiday Bike n' BOOgie at Meadowood Park.

This Committee update focuses on community feedback, draft actions, and draft community projects for the Southwest Area Plan's three Community Action Strategy Areas (CAS): Allied, Meadowood, and Park Edge/Park Ridge.

## **Highlights of Draft CAS Actions**

1. Allied CAS:
  - a. Work with Allied Dunn's Marsh Neighborhood Association on capacity building.
  - b. Create incubator for service businesses like a hair salon and barbershop.

- c. Increase fresh produce through resources like City's Healthy Food Retail grant and SEED grants.
  - d. Add amenities to Allied Park like lights, grills and artistic sign and lights to basketball court.
2. Meadowood CAS:
  - a. Work with Toki Middle School and MMSD during upcoming rebuild to add shared spaces for the community to use.
  - b. Add edible landscapes to Meadowood Park.
  - c. Review visibility concerns at Hammersley/Prairie Road intersection and add a No Parking area or other measures.
  - d. Incorporate a small shelter structure at Sunridge Park.
3. Park Edge/Park Ridge CAS:
  - a. Create a neighborhood organization that represents and supports the Moraine View Drive and Madison Estates areas.
  - b. Provide information to property owners and tenants on how to request and prepare for building inspections.
  - c. Add a crosswalk and pedestrian signage for path crossing Chapel Hill Road between Regis Road and Piping Rock Road.

## **Feedback received on Draft CAS Actions**

Public feedback received so far has been very supportive of the draft CAS actions and projects.

## **Community Development Block Grant Committee Discussion**

Staff is seeking feedback from the CDBG Committee on draft actions in the CAS Chapter prior to completing a full final draft:

1. Does the Committee have questions or comments on the draft action highlights? Community projects?
2. Does the Committee have any suggestions on partners or funding sources for the community projects?
3. Does the Committee think we missed anything?
4. Do you have additional comments or questions?

## **Attachment**

- [SWAP Draft Actions and Maps](#)



# Southwest Area Plan



**Project Team:** • Urvashi Martin • Ben Zellers • Kirstie Laatsch • Linda Horvath • Angela Puerta • Tim Parks • Alyssa Mugavero

**Community Development Block Grant Committee Meeting: December 4, 2025**



# Agenda

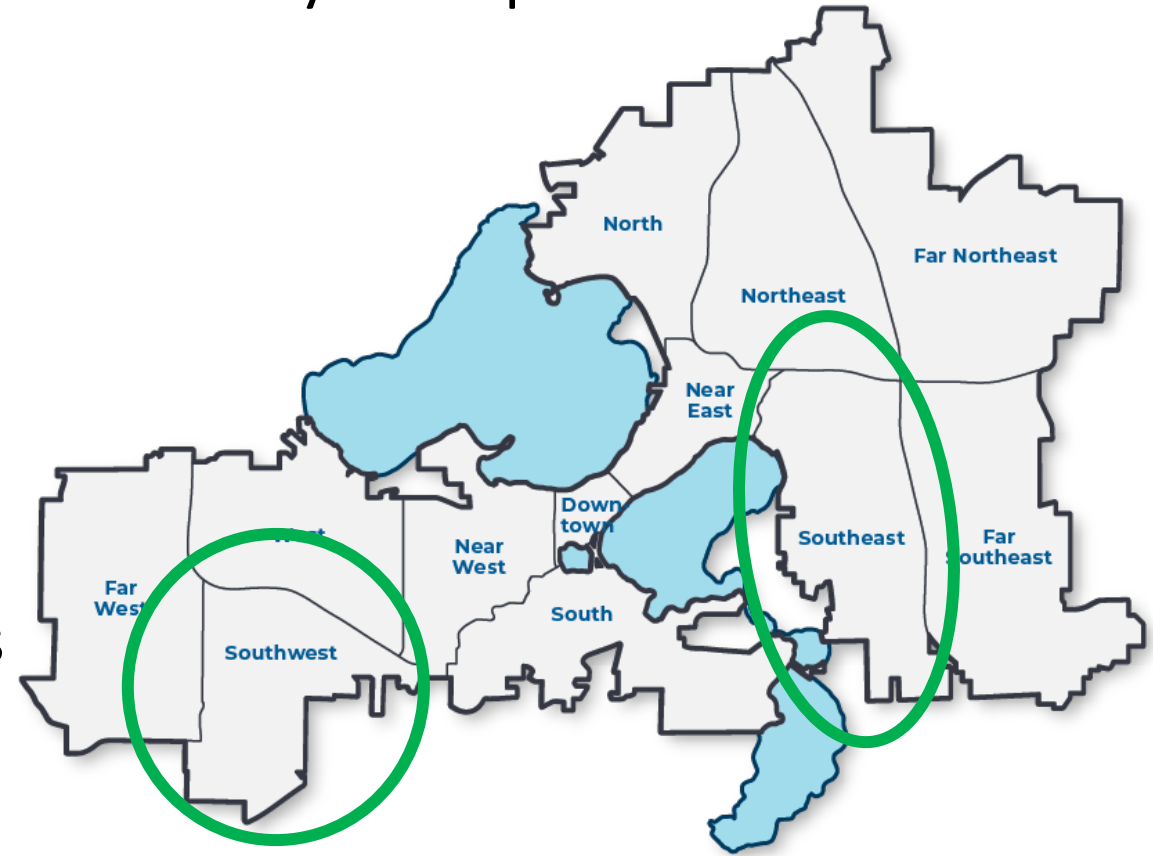


- Area Plans/Planning Framework
- Background and Public Engagement summary
- Draft Actions
  - Allied CAS
  - Meadowood CAS
  - Park Edge/Park Ridge CAS
- Feedback on Draft Actions
- Timeline

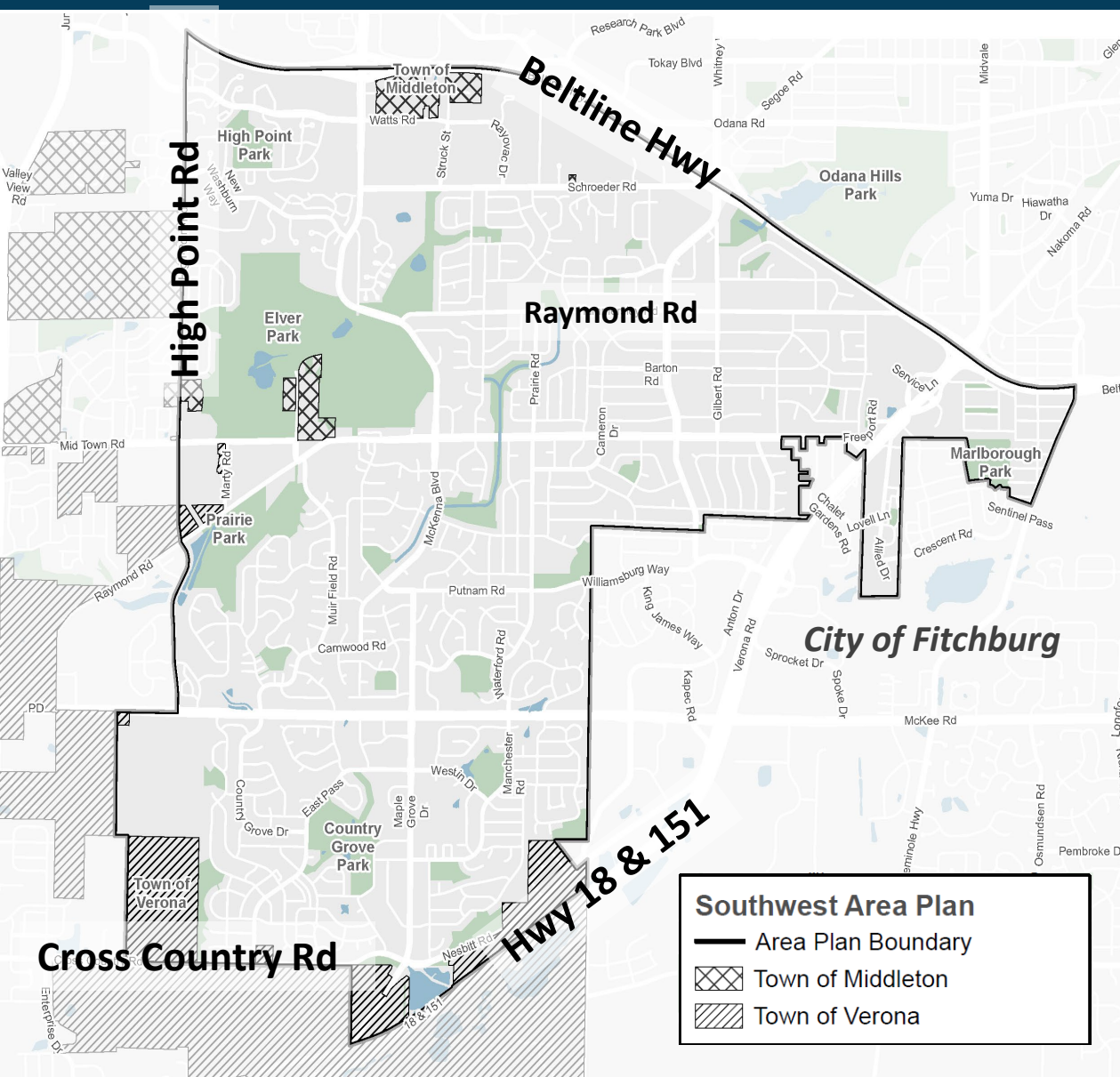
# What are Area Plans and what are the benefits?



- Comprehensive Plan has larger goals for the whole City. Area plans provide more detailed recommendations.
- Full city coverage – 12 areas
- More frequent plan updates
- Consistent plan topics based on Comp Plan; area-specific recommendations
- Enhanced coordination on City initiatives
- Emphasis on feedback from underrepresented groups



# Southwest Area



**North boundary:** Beltline Hwy

**East boundary:** City of Fitchburg

**South boundary:** Verona Rd / Hwy 18  
/ Cross Country Rd

**West boundary:** Ice Age Trail  
Junction Area / High Point Rd

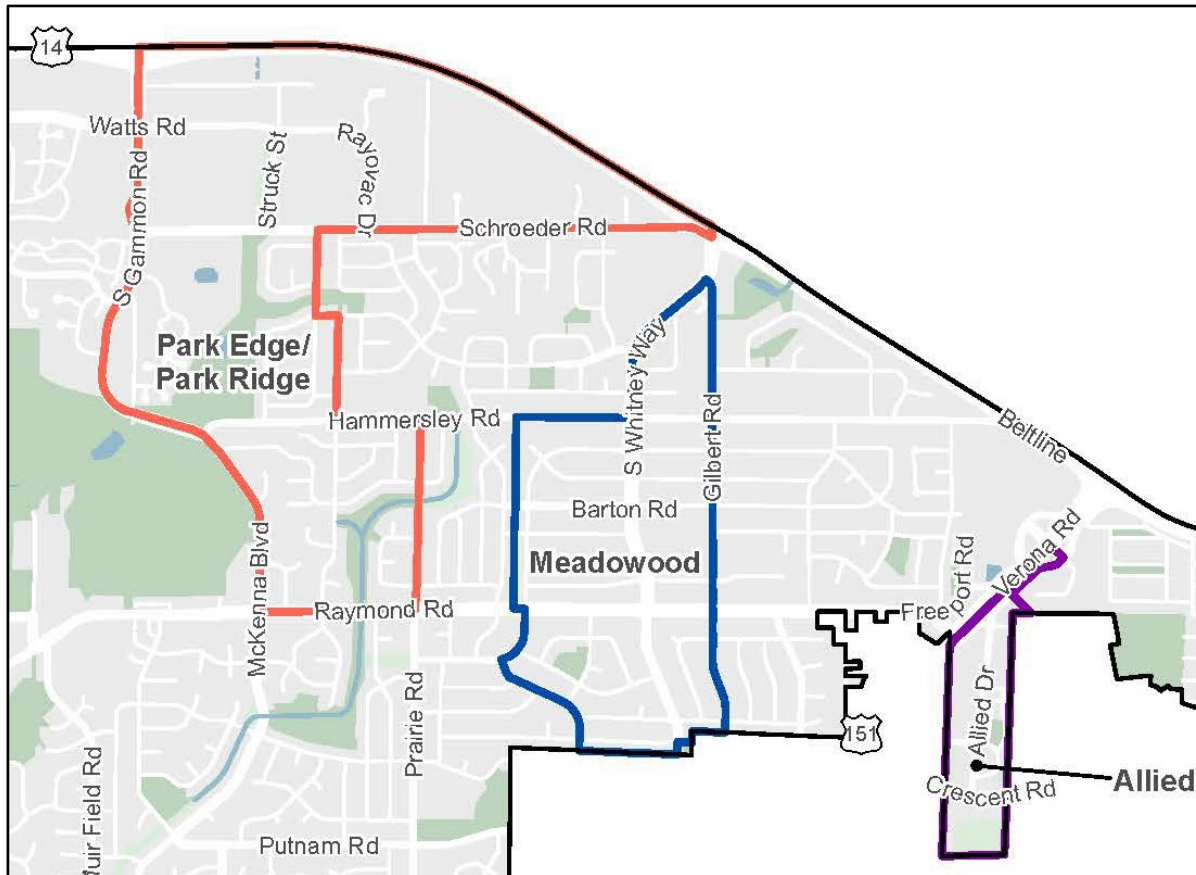
## Southwest Area Plan

— Area Plan Boundary

▨ Town of Middleton

▨ Town of Verona

# Community Action Strategy Areas (CAS)



*Data Source: Low- and Moderate-Income Summary Data (LMISD) 2016-2020 American Community Survey (ACS), Census 2010 Block Group geographies to comply with HUD requirements.*

- City receives federal funding to support community development initiatives primarily benefiting low- to moderate-income residents.
- CDBG eligibility: more than 50% of Block Group population has a household income at or below 80% of the Dane County Median Household Income.
- Selected eligible areas are called Community Action Strategy (CAS) Areas.



# Public Engagement Summary

- Public Meetings: In-person Open House and virtual meetings (~232 attendees)
- November – April: Interactive Commenting Mapping (328 comments)
- Community Survey: ~1,100
- Madison Madness Bracket: ~350+ responses
- Other engagement: Meadowood Health Partnership, SMAC, NAs, Schools, School Districts, NRTs and others
- UW PEOPLE Program - Memorial High School students
- Partnered with nINA Collective to host nine Focus Group meetings
- Pop-Up outreach – Meadowridge library, community events, food pantries, Bike to Work week
- Neighborhood walks
- Business Walk
- Plan Commission and Transportation Comm. check-ins (June 2025, Aug 2025)





# CAS Engagement Highlights



- Conversations with residents and community leaders, draft plan feedback
  - Conversations with JustDane clients
  - Allied Wellness Center and Allied Partners Meetings and Events
  - Good Shephard Lutheran Food Pantry and Allied Food Pantry
- Conversations with residents, project priorities
  - Milele Anana Chikasa Elementary Back to School
  - Trunk or Treat - Elver Park Neighborhood Center
  - Bike n' BOOgie at Meadowood Park
  - Holiday Bike n' Boogie at Elver Park Neighborhood Center
  - Allied and Meadowood Community Meals



# Feedback received



More youth programming

Dangerous Intersections

Public Art

Add more community gardens

More affordable homeownership

Increase social cohesion and connections

Negative stereotypes about neighborhood

Address rental maintenance issues

More small businesses like Luna's

Add park amenities

Need community service providers hub

Increase street lighting



# Allied Draft Actions



- Work with Allied Dunn's Marsh Neighborhood Association on capacity building.
- Create incubator for service businesses like a hair salon and barbershop.
- Increase fresh produce through resources like City's Healthy Food Retail grant and SEED grants.
- Add amenities to Allied Park like lights, grills and artistic sign and lights to basketball court.



Allied Park - Parks Alive



# Allied Draft Community Projects



Priority	Project	Potential Locations	Cost Estimate
1	Bike Playground and Skills Park	Greenspace along Southwest Path	\$100,000
2	Community garden	Community Development Authority property at 2401 Dunns Marsh Terrace	\$15,000
3	Conserve Public Art	Various locations	\$50,000
4	Mural	Allied Park basketball court	\$50,000



Allied Mosaic Art



# Meadowood Draft Actions



- Work with Toki Middle School and MMSD during upcoming rebuild to add shared spaces for the community to use.
- Add edible landscapes to Meadowood Park.
- Review visibility concerns at Hammersley/Prairie Road intersection and add a No Parking area or other measures.
- Incorporate a small shelter structure at Sunridge Park.



Akira Toki Middle School



# Meadowood Draft Community Projects



Priority	Project	Potential Location	Cost Estimate
1	Sculpture or other art	Meadowood Shopping Center	\$50,000
2	Mural	Meadowood Park basketball court	\$50,000



Meadowood Park Basketball Court

# Park Edge/Park Ridge Draft Actions



- Create a neighborhood organization that represents and supports the Moraine View Drive and Madison Estates areas.
- Provide information to property owners and tenants on how to request and prepare for building inspections.
- Add a crosswalk and pedestrian signage for path crossing Chapel Hill Road between Regis Road and Piping Rock Road.



Madison Estates Apartments on  
Moraine View Drive



# Park Edge/Park Ridge Draft Community Projects



Priority	Project	Potential Location	Cost Estimate
1	Bike playground and skills park	Lucy Lincoln Hiestand Park, Greentree Chapel Hills Park, or Elver Park	\$100,000
2	Public art – mural, other	Elver Park, Struck Street/W. Beltline Highway underpass	\$100,000
3	Community garden and orchard	Elver Park	\$15,000



Greentree Chapel Hills Park

# Timeline



## Planning Process & Public Engagement

### Phase Zero

#### Data Gathering & Review

- Plan authorization by Common Council
- Pop-up outreach (Parks Alive, resource fairs, etc.)
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Online interactive commenting map
- Background data gathering
- Regular email notifications and website updates (applies to all phases)

JUN - OCT

2024

### Phase One

#### Issues & Opportunities

- Multiagency Open House
- Community survey (part 1)
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Review by Board, Commissions & Committees
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts

NOV - MAY



### Phase Two

#### Develop Recommendations

- Outreach to businesses
- Art Workshop
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with City Boards, Commissions & Committees

JUN - NOV

2025

### Phase Three

#### Draft Plan Review

- Public feedback on Draft Plan
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts
- Pop-up outreach (resource fairs, events at library, community dinners etc.)

DEC - MAR



### Phase Four

#### Adoption & Implementation

- Plan review and adoption by City Boards, Commissions & Committees
- Implementation of Plan recommendations after Plan adoption

APR - MAY

2026



# Southwest Area Plan Discussion Points



1. Does the Committee have questions or comments on the draft action highlights? Community projects?
2. Does the Committee have any suggestions on partners or funding sources for the community projects?
3. Does the Committee think we missed anything?
4. Do you have additional comments or questions?



**Department of Planning & Community & Economic Development**

**Planning Division**

Meagan E. Tuttle, Director  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985  
Phone: (608) 266-4635  
planning@cityofmadison.com

**To:** Board of Parks Commission

**From:** Southwest Area Plan (Angela Puerta, Urvashi Martin)

**Date:** December 10, 2025

**Subject:** Southwest Area Plan Update

## Background

Planning Division staff started working on the Southwest Area Plan in September 2024. Staff have worked with the public, coordinated with other agency staff, and drafted Southwest Area Plan actions and maps. Staff are here to provide an overview of the Southwest Area Plan and share the draft actions and maps. Staff are looking for comments from the Commission on the draft actions and maps prior to compiling a final draft of the Southwest Area Plan for introduction to the Common Council. Please see the project website for background material, public feedback summaries, and material from past meetings.

## Public Engagement

Public participation has included public meetings (virtual and in-person). In addition to the public meetings, staff collected feedback from various other sources such as the Online Commenting Map, Resident Surveys, Madison Madness Bracket Exercise, Community Partners, Focus Group meetings, Neighborhood walks, Business walk, Bike to work week events, Pop-Up events, UW PEOPLE Program engagement with Memorial High School students, Neighborhood Associations and Neighborhood Resource Teams, among others.

This Commission update focuses on community feedback received, and reviewing draft actions and maps.

## Highlights of Draft Parks Actions

1. Prepare a master plan for Elver Park and consider access improvements
2. Complete the Park Development Plans for neighborhood and mini parks. Consider additional amenities such as biking facilities, pickleball, volleyball, and soccer fields
3. Partnership opportunities to create additional community gardens
4. Incorporate recreational amenities in Ice Age Ridge Park, focusing on non-intrusive, nature-based play areas that align with park principles.
5. Extend a path from Cosgrove Dr. southwest through Apple Ridge Park along the general route of the current mown path to connect with the sidewalk along Nesbitt Rd.

**Feedback received on Draft Parks Actions**

1. Better park infrastructure at Britta Park
2. Not paving the Apple Ridge Park path
3. Entrance to the south of the arboretum from Seminole Highway
4. When adding bicycle connections through Elver Park limit any crossings with existing ski trails.
5. Lack of green space or playgrounds for kids living close to Schroeder and Hammersley Road.

**Board of Parks Commission Discussion**

Staff is seeking feedback from the Board of Parks Commission on draft actions and maps in the Green and Resilient chapter prior to completing a full final draft:

1. Does the Commission agree with the draft Actions?
2. Is there anything you think we missed?
3. Do you have additional comments or questions?

**Attachment**

- [Draft Actions and maps](#)
- [SWAP Draft Actions and Maps](#)

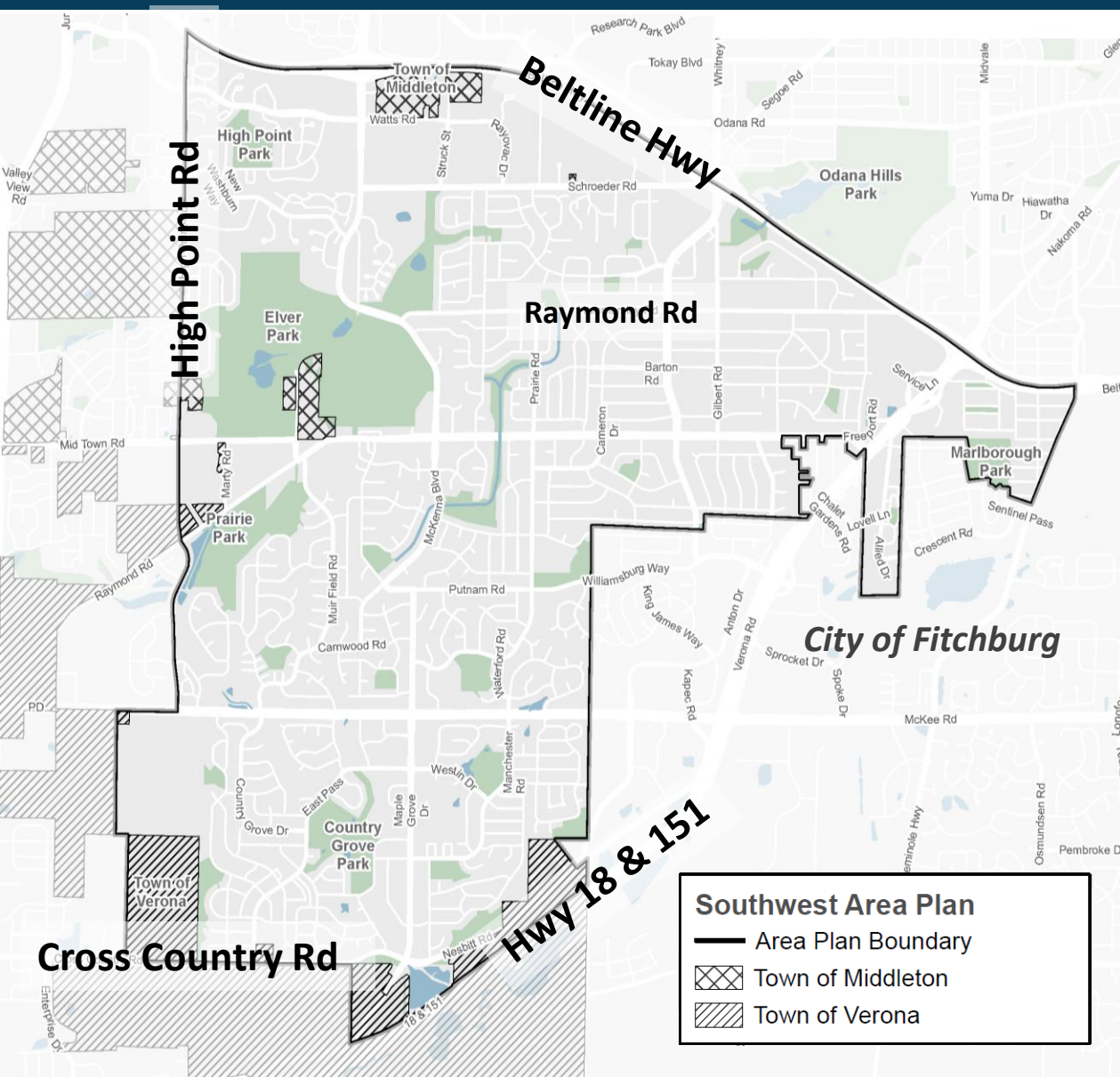


# Southwest Area Plan





# Southwest Area



**North boundary:** Beltline Hwy

**East boundary:** City of Fitchburg

**South boundary:** Verona Rd / Hwy 18  
/ Cross Country Rd

**West boundary:** Ice Age Trail  
Junction Area / High Point Rd

## 2020 Census:

- 16,555 housing units
- 37,094 people
- 36.7% BIPOC and Hispanic/Latinx

# Public Engagement Summary

- Public Meetings: In-person Open House and two virtual meetings (~150 attendees)
- November – April: Interactive Commenting Mapping (328 comments)
- Survey Part 1: ~800+ responses part2: ~300+ responses
- Madison Madness Bracket: ~350+ responses
- Other engagement: Meadowood Health Partnership, SMAC, NAs, Schools, School Districts, NRTs and others
- UW PEOPLE Program - Memorial High School students
- Partnered with nINA Collective to host nine Focus Group meetings
- Pop-Up outreach – Meadowridge library, community events, food pantries, Bike to Work week
- Community Partner Engagement
- Neighborhood walks
- Business Walk
- PC and TC check-ins (June 2025, Aug 2025)

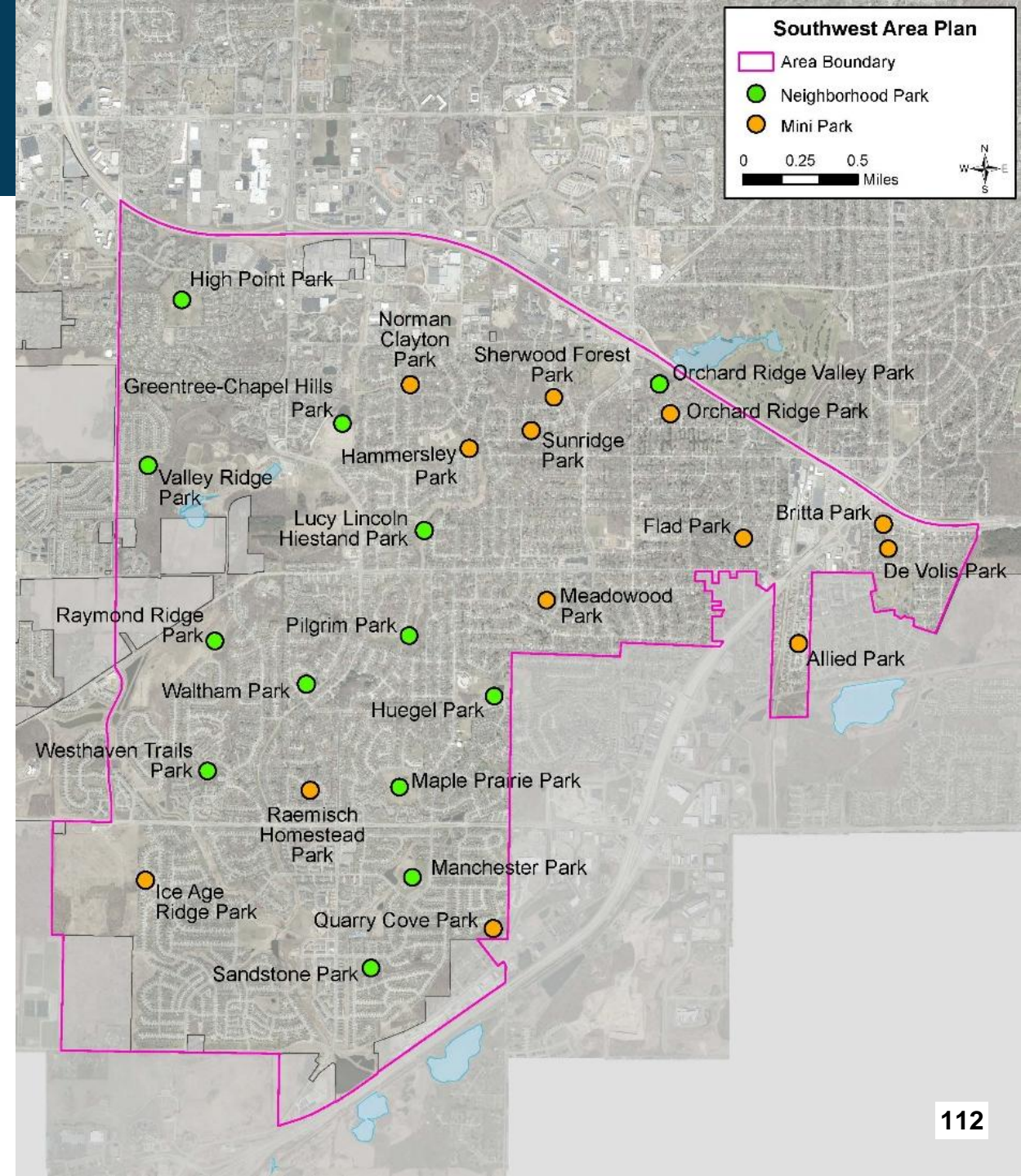




# Green & Resilient: Parks

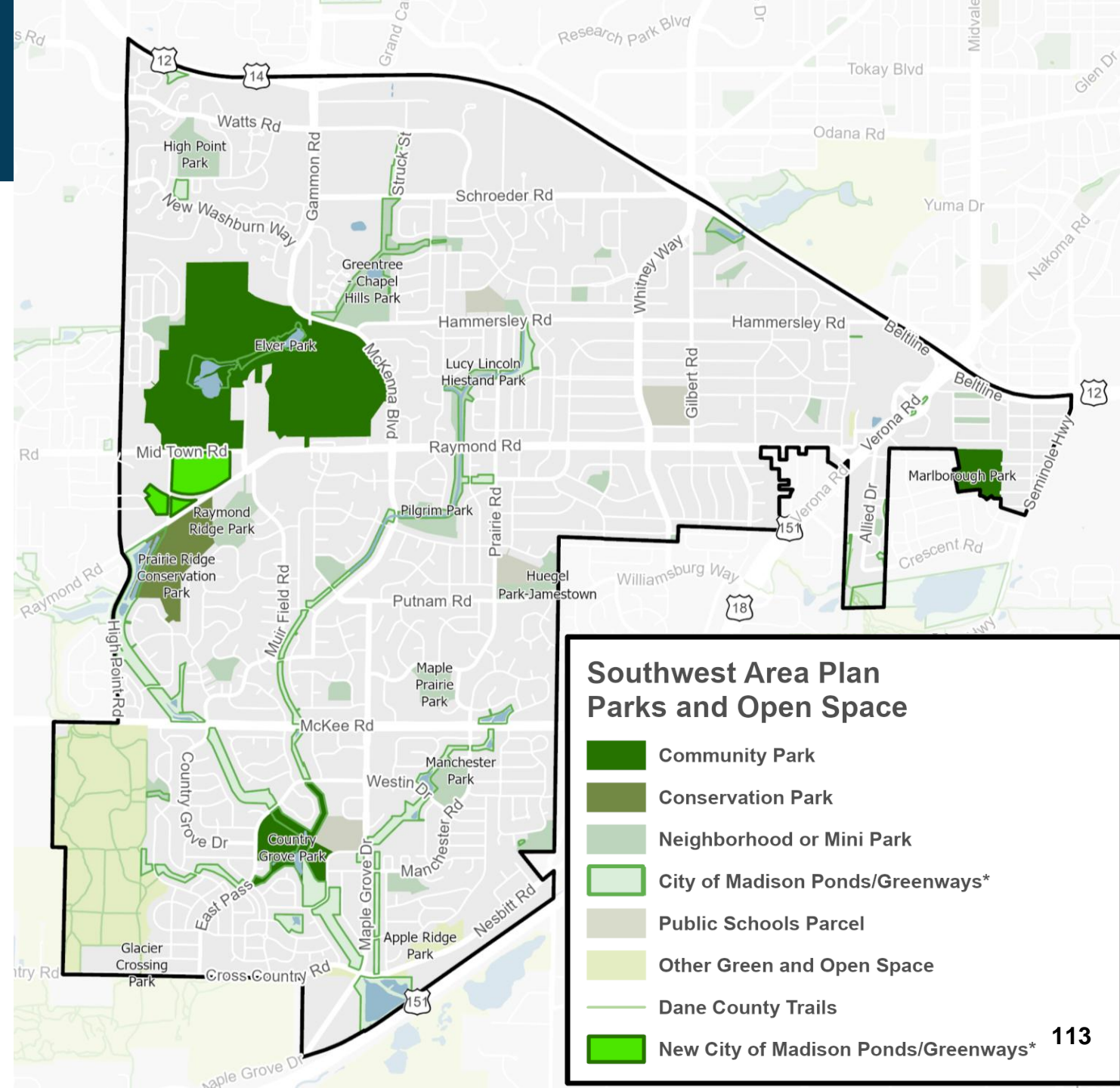
- **What we heard**

- Appreciation for natural spaces and trails.
- Support for expanding Elver Park.
- More recreational amenities (courts, fields) and park amenities (bathrooms, seating) for all ages.
- A desire for new paths and better connectivity.
- Interest in arts and inclusive cultural programming and events at parks.



# Green & Resilient: Parks

- Elver Park:
  - Include a second entrance to Elver Park from the south.
  - Develop comprehensive signage
  - Develop shared-use paths connecting High Point Road and Raymond Road through to Elver Park
- Complete Park Development Plans and incorporate amenities like biking facilities, pickleball, volleyball, soccer, futsal, and other field sports.
- Incorporate recreational amenities in Ice Age Ridge Park, focusing on non-intrusive, nature-based play areas that align with park principles.
- Extend a path from Cosgrove Dr. southwest through Apple Ridge Park along the general route of the current mown path to connect with the sidewalk along Nesbitt Rd.





# Feedback on draft Actions



- Better park infrastructure at Britta Park
- Not paving the Apple Ridge Park path
- Entrance to the south of the arboretum from Seminole Highway
- When adding bicycle connections through Elver Park limit any crossings with existing ski trails.
- Lack of green space or playgrounds for kids living close to Schroeder and Hammersley Road.

# Transportation: Path & Bicycle Network

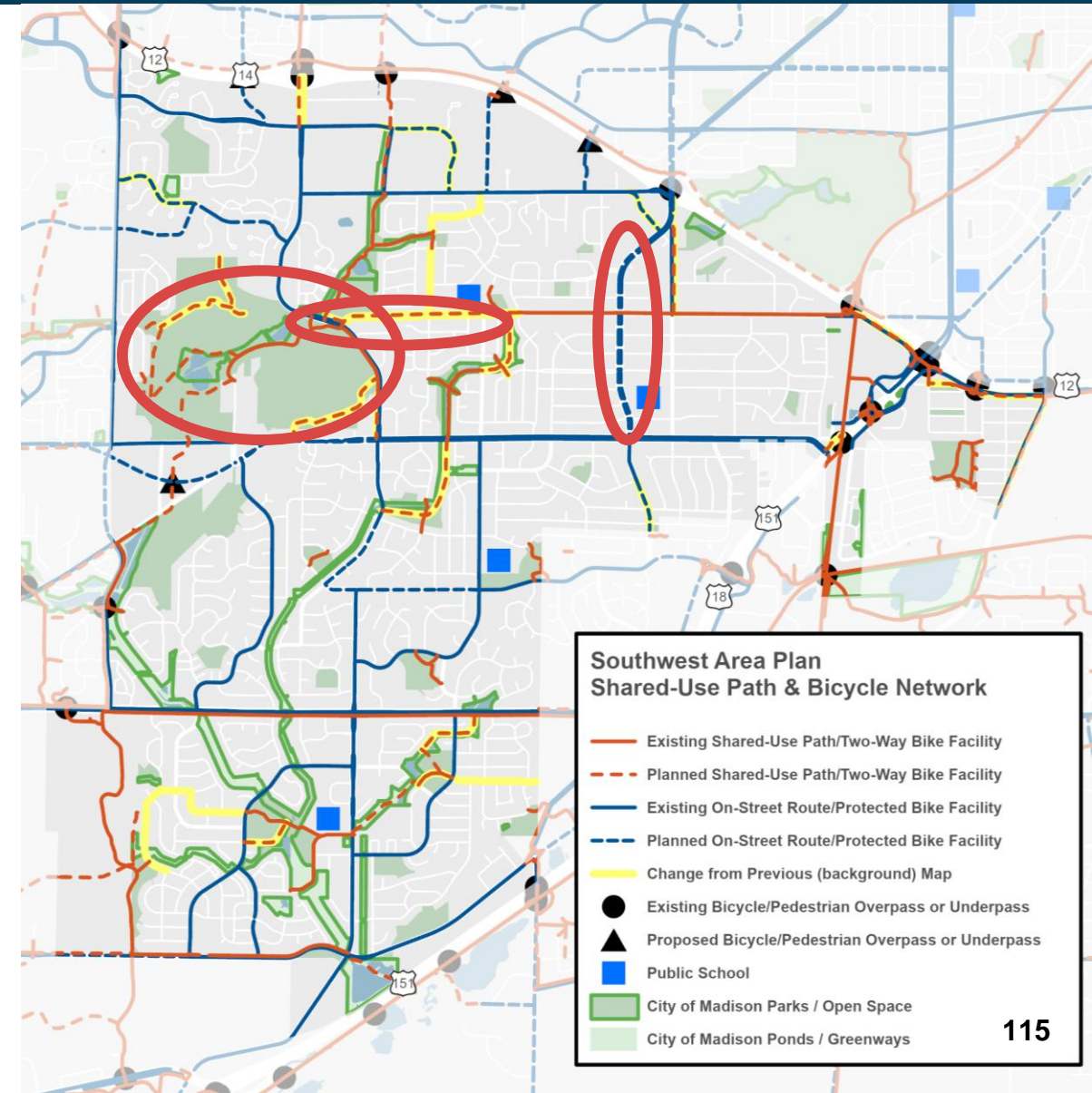


- Extend Hammersley Path west to Elver Park.
- Add more pedestrian/bicycle connections to and through Elver Park.
- Stripe buffered bike lanes on Whitney Way from the Beltline south to Raymond Rd.

Whitney Way – North of Hammersley



Whitney Way – South of Hammersley



# Timeline



## Planning Process & Public Engagement

### Phase Zero

#### Data Gathering & Review

- Plan authorization by Common Council
- Pop-up outreach (Parks Alive, resource fairs, etc)
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Online interactive commenting map
- Background data gathering
- Regular email notifications and website updates (applies to all phases)

JUN - OCT

2024

### Phase One

#### Issues & Opportunities

- Multiagency Open House
- Community survey (part 1)
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Review by Board, Commissions & Committees
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts

NOV - MAY

### Phase Two

#### Develop Recommendations

- Outreach to businesses
- Art Workshop
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with City Boards, Commissions & Committees

JUN - NOV

2025

### Phase Three

#### Draft Plan Review

- Public feedback on Draft Plan
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts
- Pop-up outreach (resource fairs, events at library, community dinners etc.)

DEC - MAR

### Phase Four

#### Adoption & Implementation

- Plan review and adoption by City Boards, Commissions & Committees
- Implementation of Plan recommendations after Plan adoption

APR - MAY

2026

# Southwest Area Plan Discussion Points



1. Does the Commission agree with the proposed draft Actions?
2. Is there anything you think we missed?
3. Do you have additional comments or questions?





Department of Planning & Community & Economic Development

**Planning Division**

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planning@cityofmadison.com

**To:** Plan Commission

**From:** Southwest Area Plan Project Managers (Ben Zellers, Urvashi Martin)

**Date:** December 15, 2025

**Subject:** Southwest Area Plan Update

## Background

Planning Division staff engaged with the public and gathered further feedback, coordinated with other agency staff, and drafted Southwest Area Plan actions and maps since the previous Plan Commission check-ins on June 2 and August 25. Staff is updating the Commission on public feedback received on draft actions and maps and is seeking Commission feedback on draft actions and maps prior to preparing a final draft of the Southwest Area Plan for introduction at Common Council. Please see the project website for background material, public feedback summaries, and material from past meetings.

## Public Engagement

Since the June 2<sup>nd</sup> PC check-in, staff gathered further feedback from the community at various summer events. Initial feedback and summer feedback was used to draft actions and maps in late summer/early fall. Draft actions and maps were released for public review on October 17, 2025 with a "[storymap](#)" walkthrough of highlights. An in-person open house to discuss draft actions and maps with the public was held on October 23, followed by virtual meetings on October 29 (evening) and October 30 (noon). Staff also worked with nINA Collective to hold four focus groups (one general discussion, one Spanish-language discussion, one Chinese-language discussion, and a discussion held in association with Access to Independence). Commenting on draft actions and maps via the online *Konveio* site closed on December 4<sup>th</sup>. A summary of comments is attached to this memo.

## Draft Action Highlights

1. Land Use:
  - a. Allow for new mixed-use nodes and allowable development (north of Schroder Road, Raymond Road west of McKenna Blvd.) and other key corridors. Increased allowable mixed-use development at certain existing single-use strip malls (Meadowood Shopping Center, McKee Road at Maple Grove Drive).
  - b. Allow for Medium Residential 1 (MR1) development southwest of the Cross-Country-Nesbitt-Maple Grove intersection if land is not acquired for open space.
2. Transportation:
  - a. Planned Street Network Map:
    - i. Schroeder Road/Vitense Golfland realignment: This segment has been officially mapped since the 1960s and would be constructed through Vitense if that property redevelops.

- ii. Hampshire Place Extension: This street extension to connect to Suffolk Road is already officially mapped.
    - iii. Meadow Sweet Drive Extension: This street connection to High Point Road is recommended for official mapping. The planned connection is carried forward from the High Point Raymond Neighborhood Development Plan.
  - b. Shared-Use Path and Bicycle Network:
    - i. Extend the Hammersley Road Shared-Use path west to McKenna Blvd.
    - ii. Increase pedestrian and shared-use path connectivity to and through Elver Park to improve access from the west and south.
    - iii. Add separated bike lanes on Whitney Way.
    - iv. Upgrade Seminole Highway bike lanes to All Ages and Abilities (AAA) standard.
  - c. Street safety improvements include actions on:
    - i. Schroeder Road: completing a Safe Streets for All review to develop detailed projects to reduce speeding and improve safety on the road.
    - ii. Raymond Road: short- and long-term actions for possible road configuration changes.
    - iii. Changing the Cross Country-Maple Grove-Nesbitt intersection from a four-way stop to a roundabout.
  - d. Transit:
    - i. Study the feasibility of restoring Transit service along Hammersley Road.
    - ii. Contingent on funding, consider adding additional buses on Route D to alleviate some of the crowding issues during peak times.
    - iii. Add bus shelters and benches on bus stops with high ridership.
  - e. Partnerships: Since WisDOT controls/manages the Beltline and Verona Road, it has significant influence on the future of the Southwest Area. There are a number of WisDOT partnerships listed in the plan to help establish the City's position to help guide future projects.
- 3. Neighborhoods and Housing: Community Development Authority development of owner-occupied housing, such as townhomes, at their Allied Drive property.
- 4. Economy and Opportunity:
  - a. Create new tax increment districts (TIDs) to support development of businesses/employment and mixed-use redevelopment.
  - b. Preserve the Southwest Area's ability to grow employment and businesses by maintaining General Commercial and Employment land uses on the GFLU map for businesses and employers.
- 5. Green and Resilient:
  - a. Prepare a master plan for Elver Park; include additional connections to and through the park.
  - b. Implement recommendations included in the City's watershed studies in the Southwest Area to reduce flooding and create a more resilient stormwater management system.
- 6. Effective Government: Pursue an intergovernmental agreement with the Town of Verona and City of Verona to establish future municipal boundaries and identify opportunities for shared infrastructure improvements (partnership).
- 7. Health and Safety: Conduct Vision Zero speed analyses, enforce traffic regulations and explore traffic calming improvements like road diets, speed bumps and other measures along major streets.

The draft actions also include more detailed potential projects within Community Action Strategy (CAS) areas (Census block groups that have 50% or more population with household income levels less than 80% of the Dane County Median). These CAS projects are highly dependent on Federal Community Development Block Grant funding, which is uncertain.

### **Plan Commission Discussion**

Staff is seeking feedback from the Plan Commission on draft actions and maps prior to completing a full final draft:

1. Is there anything you think we missed?
2. Do you have additional comments or questions?

#### **Attachments:**

- Southwest Area Plan draft actions and maps
- Draft actions and maps commenting summary (through 11/16/25)

# Southwest Area Plan

Actions and Maps: Public Review Draft

October 16, 2025

## Table of Contents

*(click on the topic below to skip to the draft actions for that topic)*

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Notes for review:

- **Actions** are larger-scale City-led initiatives that are specific to the Southwest Area. Staff received some detailed comments on potential smaller-scale projects in the Area – those are passed along to other agencies for review and potential implementation.
- **Partnerships** focus on items led by entities other than the City but may have some City involvement or contributions.
- The **Community Action Strategy** section at the end focuses on capacity building, community/stakeholder relationships, and small-scale physical improvements that may be funded through the Community Development Block Grant (CDBG) program.



# Land Use

## Actions

1. Rezone properties identified in the Proactive Rezoning map to implement the goals of this Plan and encourage development consistent with the actions in this Plan:

Site	Area	GFLU <sup>1</sup>	Existing Zoning	Recommended Zoning	Notes
1	Gilbert	CMU	SR-V2	CC-T	Create consistency with proposed GFLU
2	Midtown / Raymond	MR	A	SR-V2	Create consistency with proposed GFLU
3	McKee / Maple Grove	CMU	PD	CC-T	Create consistency with proposed GFLU
4	Beltline and Seminole Hwy	GC	CC-T	CC	Create consistency with proposed GFLU

2. Implement maximum building height recommendations shown on the Building Height Map, with a mechanism for allowing bonus stories for developments that achieve specific affordability or sustainability parameters, similar to downtown height bonuses in City ordinances (Madison General Ordinances 28.071(2)(a)2).
3. Amend the zoning code to require ground floor commercial uses in the locations shown as Commercial Core on the GFLU<sup>1</sup> Map.
4. Create a new or modify existing zoning districts for General Commercial and Employment land uses that does not allow residential development.
5. Through zoning and/or urban design regulations require pedestrian and transit-friendly redevelopment, especially in mixed-use areas identified on the GFLU<sup>1</sup> map. Concept examples on the following pages include these areas:
  - a. Mid Town Rd and Raymond Rd
  - b. Meadowood Center
  - c. Whitney Way and Schroeder Rd
  - d. Maple Grove Dr and McKee Rd

---

<sup>1</sup> GFLU = Generalized Future Land Use. See the map later in this document. For descriptions of each category (CMU, MR, etc) [please see this FAQ](#).

6. Explore public acquisition of the land bounded by Maple Grove Dr, Cross Country Rd, and Badger Prairie County Park to expand Badger Prairie open space. In lieu of acquisition by the public, portions of the property may be appropriate for development in the MR1 category if annexed to the City of Madison and added to the Central Urban Service Area. Residential development of the property shall occur on City of Madison water and on sanitary sewer and should include dedication of parkland to meet parkland dedication requirements, with the dedicated land to be added to adjacent parkland. A generous buffer should be provided for any residential development from the closed sanitary landfill on the county open space located adjacent to the western boundary. If developed for residential purposes, the city and developer should consider a land swap that would allow development on current city-owned open space and Cross Country Road right of way to allow the development to be closer to the established city neighborhood.

The following site concepts have been drafted to illustrate what property owners **could** propose for selected mixed-use areas within the Plan Area under the GFLU Map's guidance. They are **examples only** – no redevelopment projects have been proposed.





**Neighborhood Mixed-Use:** Node or corridor containing housing, shopping, and services that generally serves surrounding neighborhoods (2-4 stories; up to 70 du/acre)

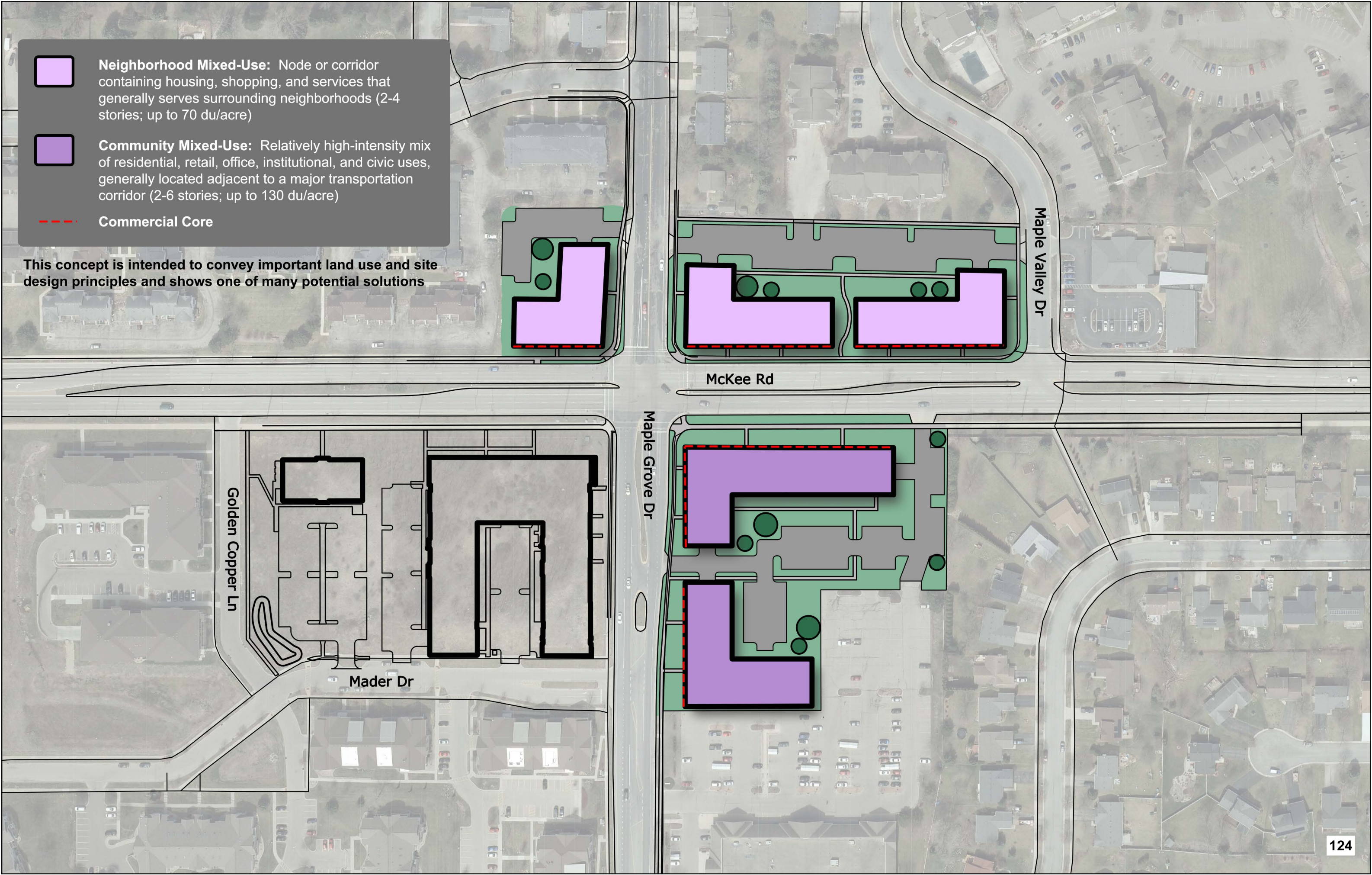


**Community Mixed-Use:** Relatively high-intensity mix of residential, retail, office, institutional, and civic uses, generally located adjacent to a major transportation corridor (2-6 stories; up to 130 du/acre)



**Commercial Core**

This concept is intended to convey important land use and site design principles and shows one of many potential solutions







**Community Mixed-Use:** Relatively high-intensity mix of residential, retail, office, institutional, and civic uses, generally located adjacent to a major transportation corridor (2-6 stories; up to 130 du/acre)



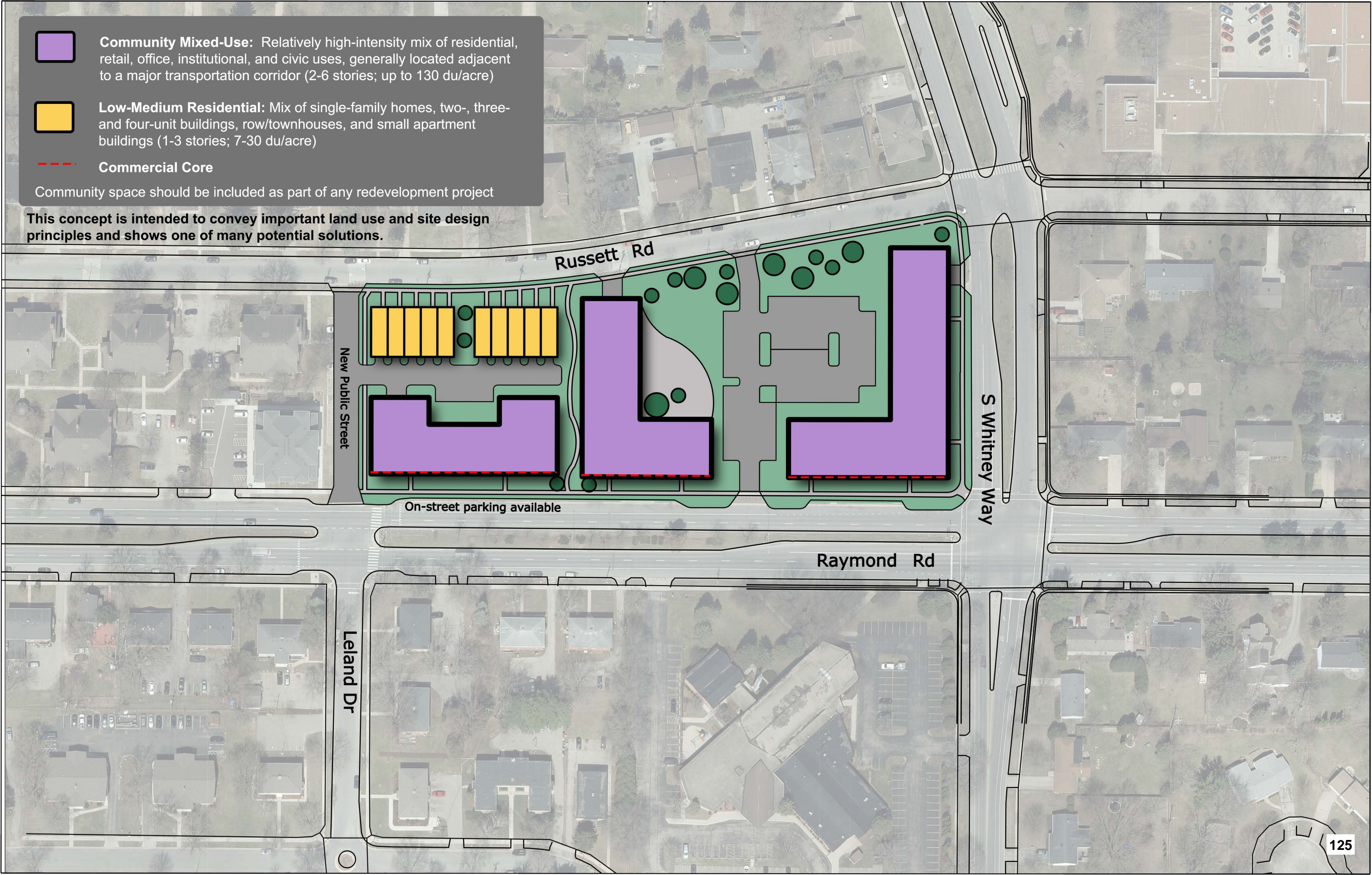
**Low-Medium Residential:** Mix of single-family homes, two-, three- and four-unit buildings, row/townhouses, and small apartment buildings (1-3 stories; 7-30 du/acre)



**Commercial Core**

Community space should be included as part of any redevelopment project

**This concept is intended to convey important land use and site design principles and shows one of many potential solutions.**







S High Point Rd

Mid Town Rd

On-street parking planned

Private Driveway

Raymond Rd

New Public Street

Marty Rd

Throw Dr



**Low-Medium Residential:** Mix of single-family homes, two-, three- and four-unit buildings, row/townhouses, and small apartment buildings (1-3 stories; 7-30 du/acre)



**Medium Residential 2:** Generally larger multifamily buildings or multifamily complexes, sometimes interspersed with other smaller housing types (2-5 stories; 20-90 du/acre)



**Community Mixed-Use:** Relatively high-intensity mix of residential, retail, office, institutional, and civic uses, generally located adjacent to a major transportation corridor (2-6 stories; up to 130 du/acre)

This concept is intended to convey important land use and site design principles and shows one of many potential solutions





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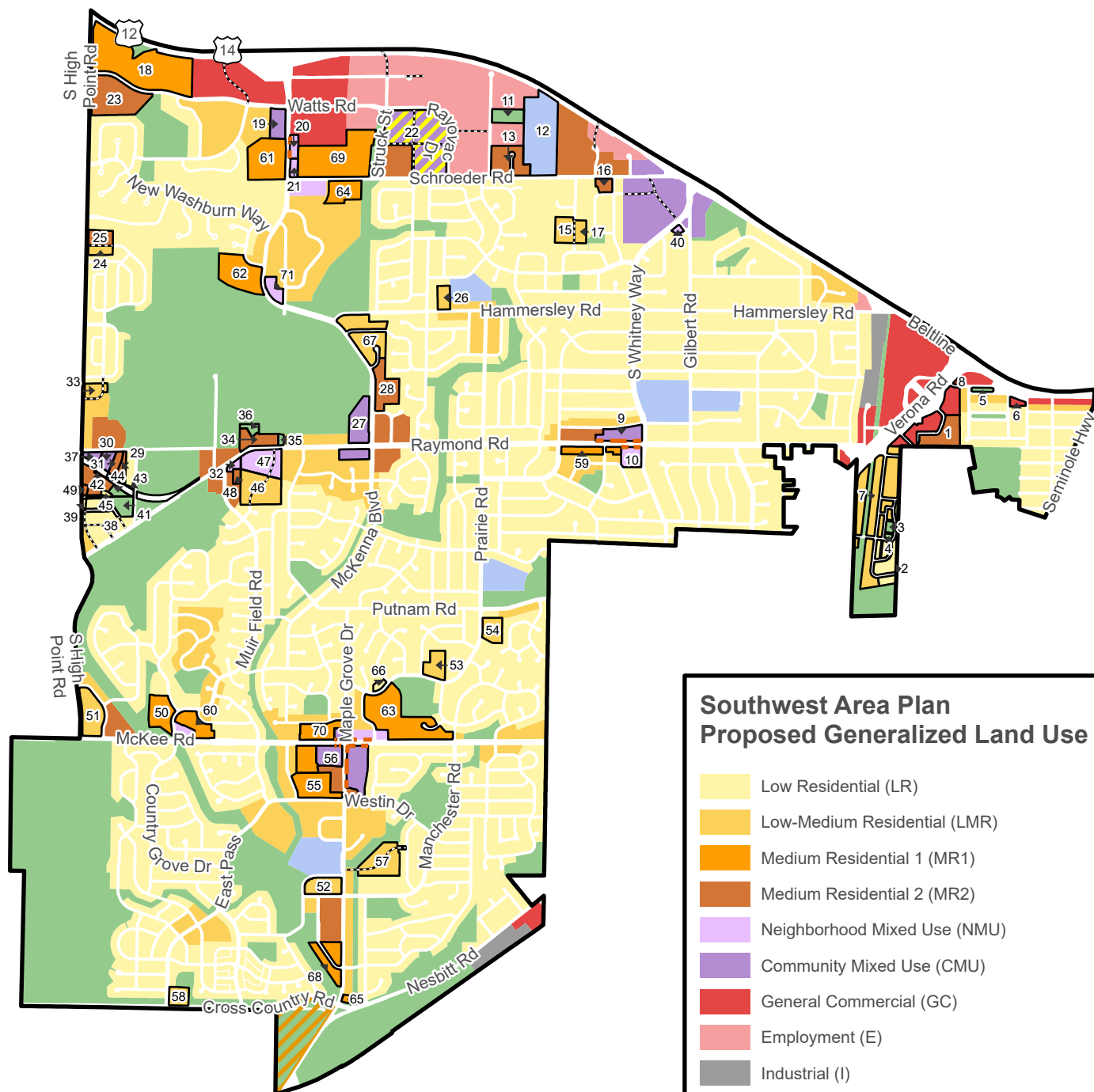
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**This concept is intended to convey important land use and site design principles and shows one of many potential solutions**

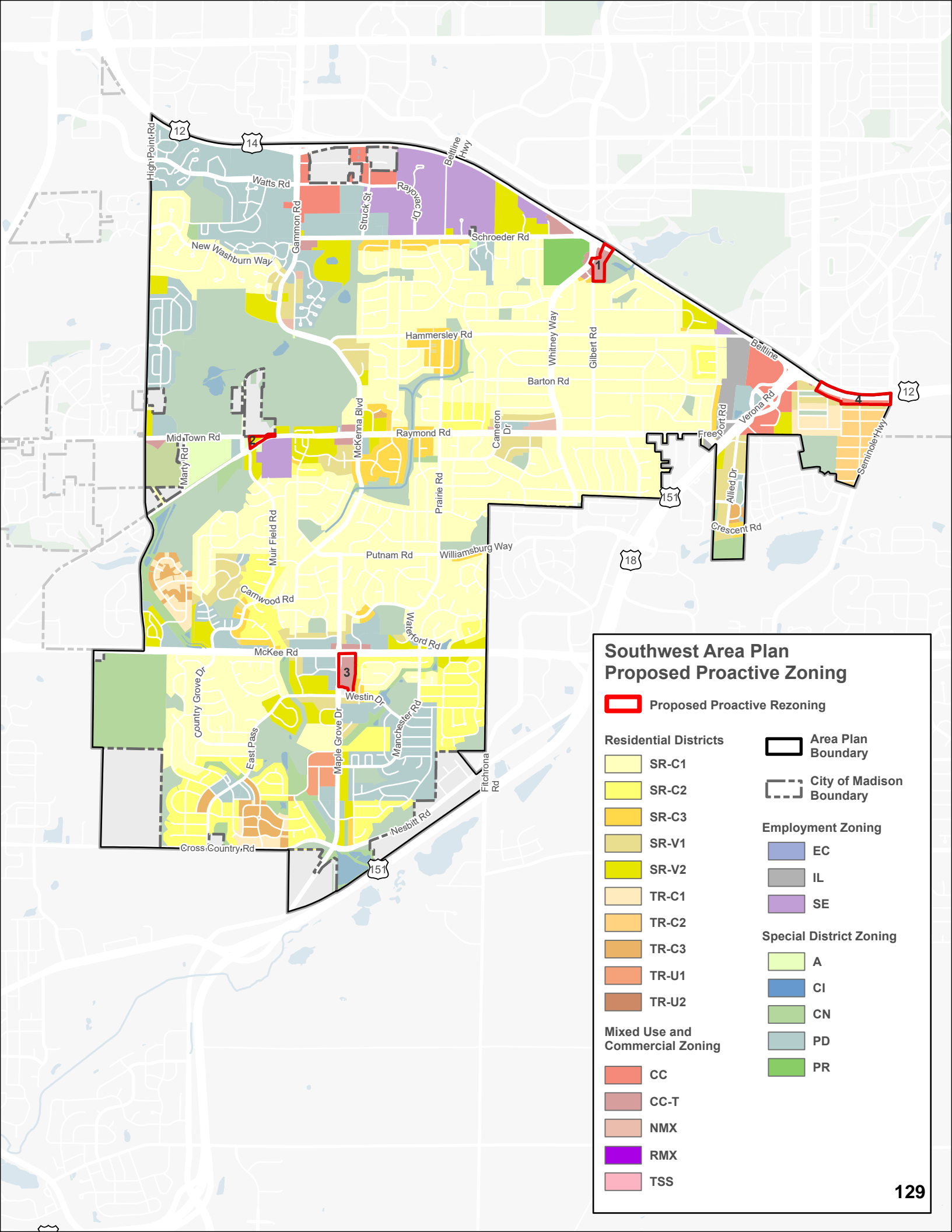




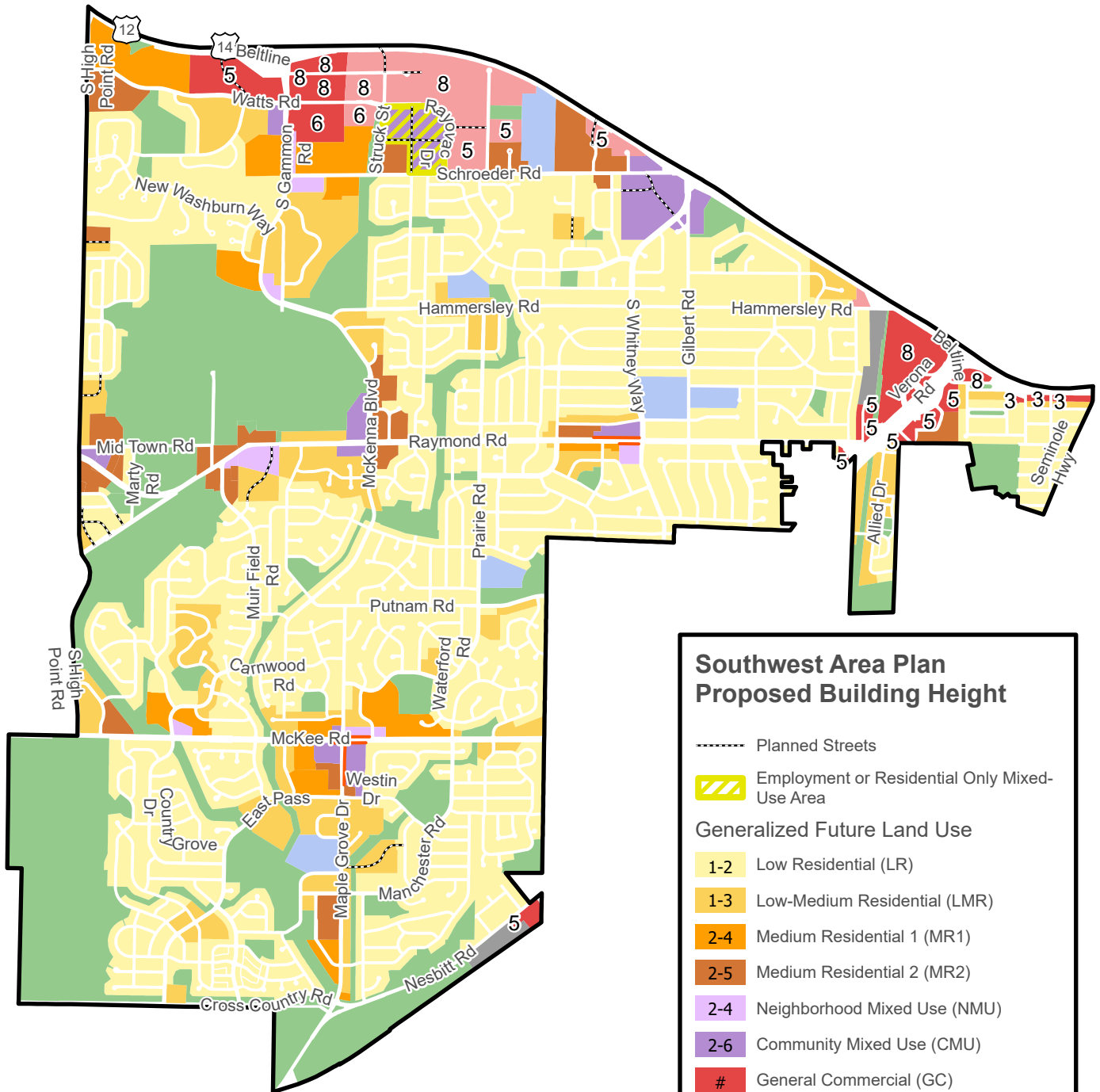
### Southwest Area Plan Proposed Generalized Land Use

- Low Residential (LR)
- Low-Medium Residential (LMR)
- Medium Residential 1 (MR1)
- Medium Residential 2 (MR2)
- Neighborhood Mixed Use (NMU)
- Community Mixed Use (CMU)
- General Commercial (GC)
- Employment (E)
- Industrial (I)
- Parks and Open Space (P)
- Special Institutional (SI)
- Commercial Core
- Planned Streets
- Employment or Residential - Only Mixed-Use Area
- Parks and Open Space/MR1 - see Land Use Action #6
- # Proposed Land Use Changes

The number within the Proposed Land Use Changes boundary is the proposed change to the Generalized Future Land Use. Please review table for detailed information. Parcels developed with residential located adjacent to the Beltline are recommended against additional dwelling units.







## Southwest Area Plan Proposed Building Height

----- Planned Streets

Employment or Residential Only Mixed-Use Area

### Generalized Future Land Use

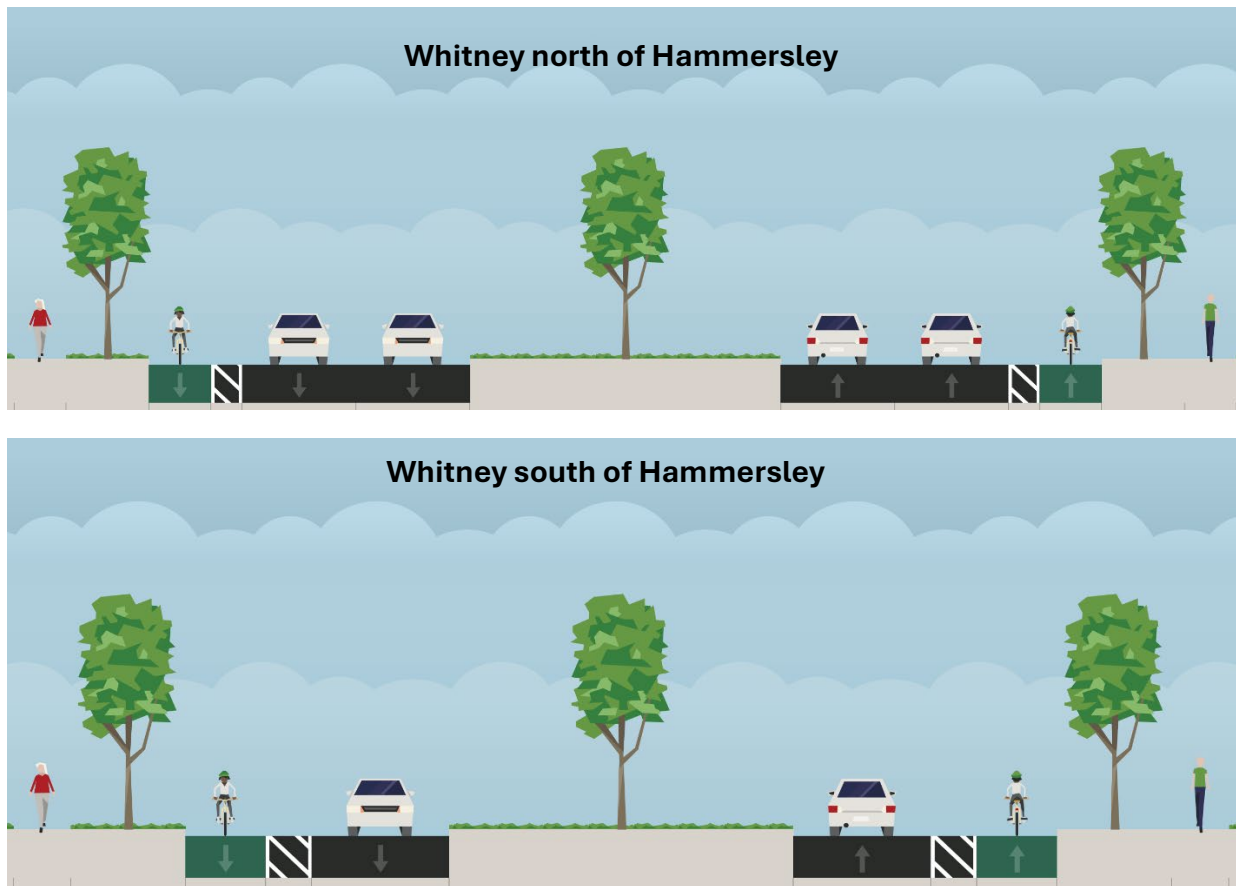
- 1-2 Low Residential (LR)
- 1-3 Low-Medium Residential (LMR)
- 2-4 Medium Residential 1 (MR1)
- 2-5 Medium Residential 2 (MR2)
- 2-4 Neighborhood Mixed Use (NMU)
- 2-6 Community Mixed Use (CMU)
- # General Commercial (GC)
- # Employment (E)
- Industrial (I)
- Parks and Open Space (P)
- Special Institutional (SI)

# Transportation

## Actions

### Pedestrian and Bicycle Network

1. Close gaps in the sidewalk network shown on the Sidewalk Network Map through the Safe Streets Madison Program, as streets are reconstructed, and as priority sidewalk additions along major streets and close to schools can be constructed.
2. Create a shared-use path on Gilbert Rd. between Hammersley Rd. and Whitney Way by removing bicycle lanes to narrow the street.
3. Work with the City of Fitchburg and UW-Madison Arboretum to upgrade Seminole Highway bicycle facilities to All Ages and Abilities (AAA) standards from the Beltline to the Cannonball Path.
4. Add separated bike lanes on Whitney Way:
  - a. North of Hammersley Rd, where the street is wider and the traffic count is higher, the lanes should replace little-used on-street parking.
  - b. South of Hammersley Rd, where the road is narrower and the traffic count is lower, the lanes can replace currently unmarked asphalt where it is unclear whether the space is meant to be a travel lane, parking lane, or bicycle lane (see diagrams below).
5. Increase pedestrian and shared-use path connectivity to and through Elver Park, especially from the south and west, as part of the upcoming Elver Park Master Plan (see the Green and Resilient Chapter for more on Elver Park).
6. Monitor changing traffic patterns on existing streets as a result of the new Midpoint Meadows and Hill Valley subdivisions within and along the south/southwest portion of the planning area and make adjustments to existing streets and intersections to improve pedestrian, bicyclist, and traffic safety as the new neighborhoods are developed.
7. Improve the safety of pedestrian crossings along Manchester Rd. by adding bump outs, continental crosswalks, and Rectangular Rapid Flashing Beacons (RRFBs) in key locations.
8. Extend the existing shared-use path along Hammersley Rd. west to McKenna Blvd.



## Street Connectivity and Traffic Circulation

9. Undertake the grant-funded Safe Streets for All review of Schroeder Rd. to develop a detailed list of safety improvements to reduce speeding and improve safety for drivers, pedestrians, and bicyclists. Improvements may include such things as narrowing the street at select locations, traffic calming, reviewing Rayovac Dr. and Forward Dr. for the potential addition of an all-way stop or traffic signal, and adding flashing beacons at frequently used pedestrian crossings.
10. If Vitense redevelops, realign Schroeder Rd. away from the Beltline-Whitney Way interchange onto the existing officially mapped corridor through the property (see the Planned Street Network map).
11. Reconfigure South High Point Rd. to have one travel lane in each direction, with a center turn lane and separated bike lanes.
12. Raymond Road:
  - a. Short-term: Using Safe Streets Madison and possible grant and/or TIF funding, increase pedestrian and bicyclist safety and decrease speeding by adding bump outs at intersections, RRFBs, and through other incremental measures.

- b. Long-term: Evaluate the road for a possible reduction in the number of travel lanes after the planned Raymond-Mid Town connection is made.
- 13. Improve safety along Woodington Way by:
  - c. Working with MMSD to evaluate improvements to pedestrian access to Hammersley Road to provide an alternative to student pickup and drop off along Woodington Way.
  - d. Working with MMSD to evaluate safe routes to school improvements to improve safety for students walking and biking to school, making pickup and drop off by automobile less necessary.
  - e. Evaluating expansion of current parking restrictions along the street.
  - f. Exploring with residents and staff whether making the street one-way would improve safety.
- 14. Coordinate with MMSD to prioritize on-site bus/car pickup/drop off at Toki and Orchard Ridge as the District implements school reconstruction projects.
- 15. Install a roundabout at the intersection of Cross Country Rd., Maple Grove Dr., and Nesbitt Rd.
- 16. Officially map the extension of Meadow Sweet Dr. from its current dead end to connect with High Point Rd.

## Transit

- 17. As funding allows, install additional bus shelters, including at:
  - a. Raymond Rd. at S Whitney Way (stops 8512 and 8937).
  - b. Allied Dr. at Jenewein Rd. (stops 4446 and 4547).
  - c. Red Arrow Trl. at Verona Rd. (stops 4716 and 4861).
- 18. Study the feasibility of restoring transit service along Hammersley Rd.
- 19. As funding allows, add buses on Route D to address crowding during high-use times.

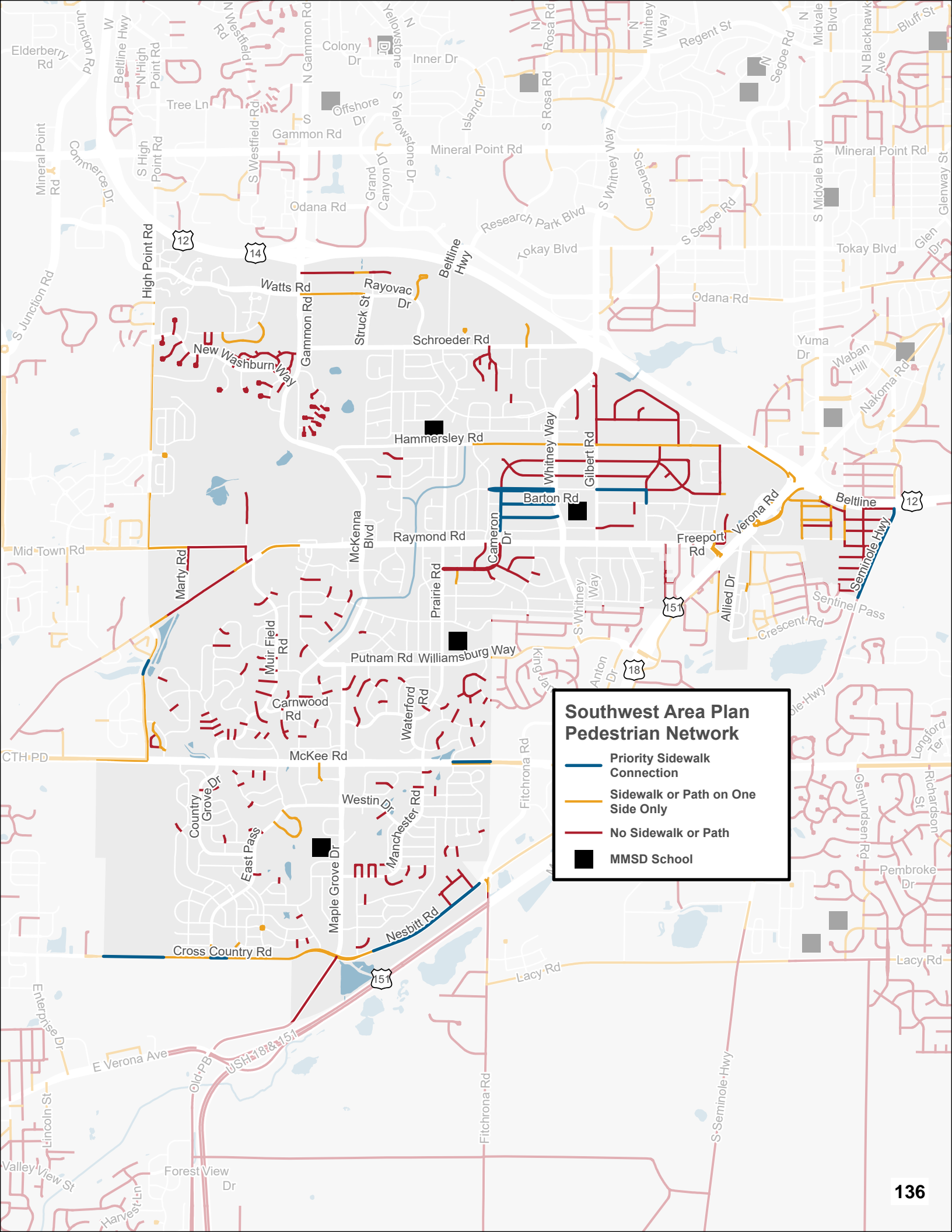
## Partnerships

- A. Work with the Wisconsin DOT to:
  - i. Improve conditions for pedestrians and bicyclists at the Whitney Way interchange.
  - ii. Improve conditions for pedestrians and bicyclists at the Gammon Road interchange.
  - iii. Add a street connection across the Beltline from Kessel Court to Odana Road.
  - iv. Add a street connection across the Beltline from Watts Road at Kottke Drive into West Towne.
  - v. Add a street connection across the Beltline from the Seybold-Struck intersection to Grand Canyon Drive.



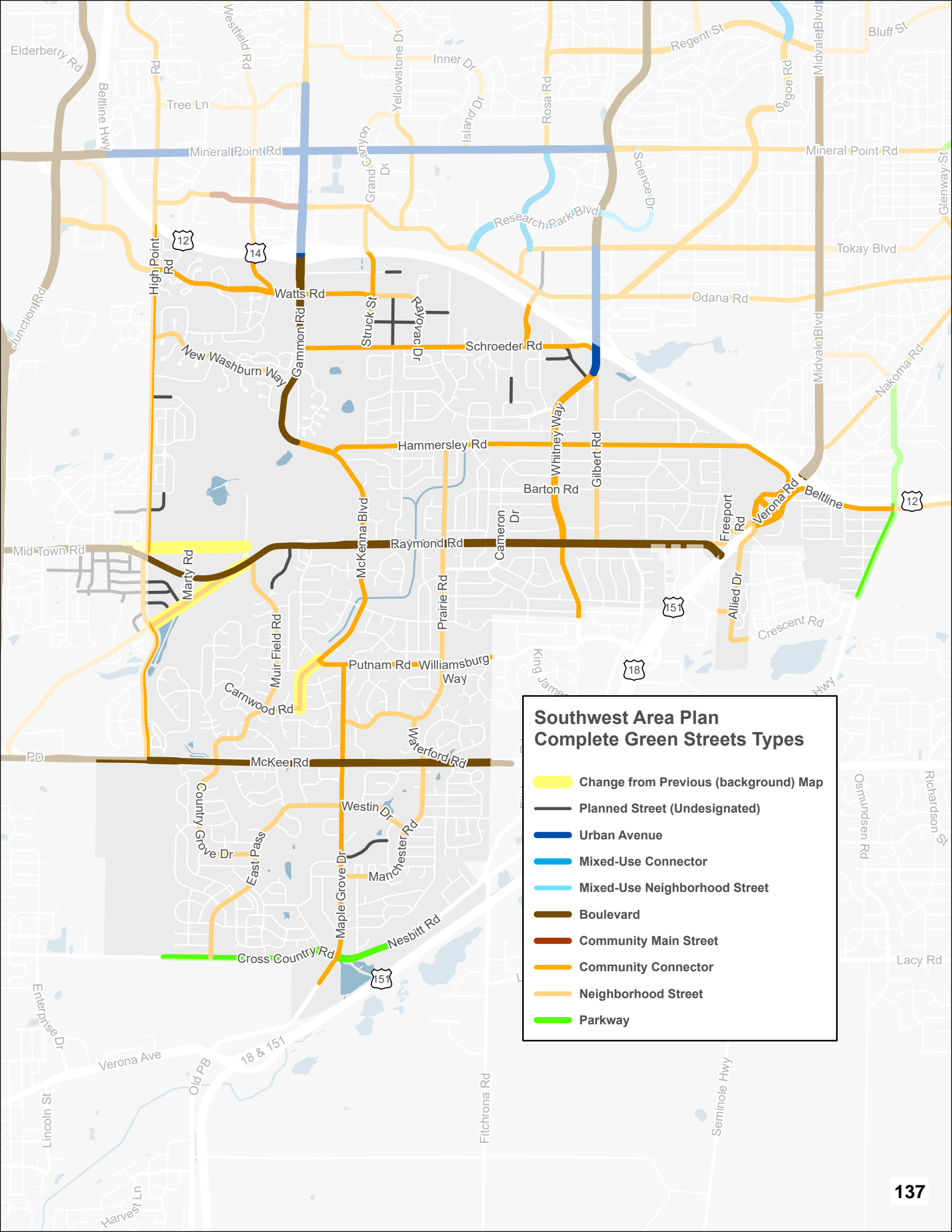
- vi. Add a pedestrian-bicycle overpass or underpass of the Beltline at the end of Forward Drive.
  - vii. Improve bicycle connectivity at the Verona Rd./Beltline interchange by adding bicycle lanes between Danbury St. and Seminole Hwy., adding a shared-use path from the Verona Rd. underpass to the Southwest Path overpass to the west, and adding a shared-use path from the Verona Rd. underpass to the Whenona Dr. overpass to the east.
  - viii. Represent the City's interests in safety and pedestrian/bicycle connectivity as the Beltline Study progresses.
  - ix. Increase pedestrian, bicycle, transit, and car connectivity across Verona Road as part of any future WisDOT projects in the area. Future changes should aim to reduce vehicle speeds and enhance safety for all users by expanding connections to the local street grid, narrowing lanes, and incorporating traffic calming measures.
- B. Work with B-Cycle and private partners or sponsors to expand bike share service to the Southwest Area, focusing on major bike routes, like the confluence of the Southwest Path and Hammersley Path, and major community hubs, like the Meadowood Shopping Center and Elver Park.



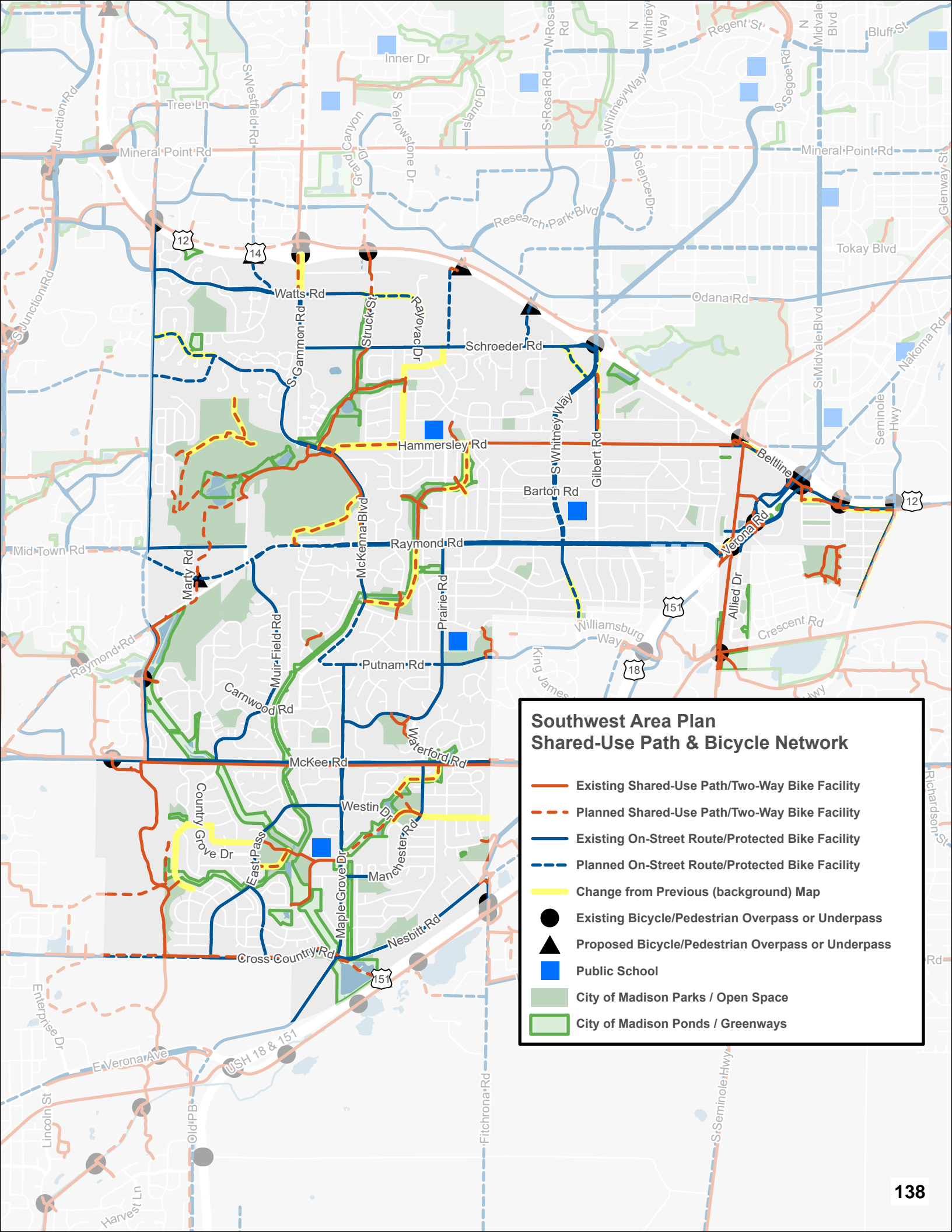


**Southwest Area Plan  
Pedestrian Network**

- Priority Sidewalk Connection
- Sidewalk or Path on One Side Only
- No Sidewalk or Path
- MMSD School







**Southwest Area Plan  
Shared-Use Path & Bicycle Network**

- Existing Shared-Use Path/Two-Way Bike Facility
- Planned Shared-Use Path/Two-Way Bike Facility
- Existing On-Street Route/Protected Bike Facility
- Planned On-Street Route/Protected Bike Facility
- Change from Previous (background) Map
- Existing Bicycle/Pedestrian Overpass or Underpass
- Proposed Bicycle/Pedestrian Overpass or Underpass
- Public School
- City of Madison Parks / Open Space
- City of Madison Ponds / Greenways

# Neighborhoods and Housing

## Actions

1. Work with developers to encourage a wider mix of apartment unit sizes, including smaller units for younger and older households, as well as build and preserve units large enough to support larger families (three or more bedrooms) in proximity to schools.
2. Encourage and incentivize development of “Missing Middle” housing types in Low Residential (LR) and Low-Medium Residential (LMR) areas on the GFLU Map (see Land Use element), especially in areas near schools, parks, shopping, and transit service, through zoning ordinance changes and proactive rezoning.
3. For new housing partially funded by the City (through land banking, AHF, TIF), work with partners to distribute housing at costs affordable to a variety of households throughout the Southwest Area, with a focus on the transit corridors of Raymond Road, Schroeder Road, S. Whitney Way, S. Gammon Road, and McKee Road.
4. Expand homeownership opportunities in Allied-Dunn’s Marsh Neighborhood by developing townhomes or other small to mid-size housing types, particularly on the City-owned property located at 2359 Allied Drive.

## Partnerships

- A. Increase awareness and access to existing community programs and services offered in the Southwest Area, especially for youth and seniors from Black, Indigenous, and People of Color communities.
- B. Encourage expanding programming in community rooms of new housing development, neighborhood centers, and area schools through partnerships with the schools, Madison Metropolitan School District, and Madison School and Community Recreation. Programs could include: English as a second language (ESL) classes, high school equivalency (GED), tutoring, and after-school and summer educational/recreational activities.
- C. Help foster connections and mentorship between neighborhood leaders and people who seek to build connections and create a greater sense of community in their areas.
- D. Work with area recreational facilities in and near the Southwest Area (John Powless Tennis Center, Madison Ice Arena, Odana Golf Course, Ridgewood Swimming Pool, Vitense Golf, Westside Swim Club, YMCA) to increase access to recreational opportunities by securing scholarships for area youth.
- E. Explore increasing the use of Toki and Orchard Ridge schools for youth and adult classes after-school, evenings, and weekends
- F. Expand after school programming at Elver Park Neighborhood Center.
- G. Work with community stakeholders to locate a community center in the Southwest Area when/if:

- Existing community buildings, such as the City-owned 1225 McKenna Blvd. and MMSD schools, are not adequate to meet community needs for programming.
- Community support for a center is demonstrated through organization around fundraising for center construction and operations.

# Economy and Opportunity

## Actions

1. Create new tax increment districts (TIDs) as needed to support development of businesses/ employment and mixed-use redevelopment consistent with the GFLU Map in the Land Use chapter.
  - a. If significant redevelopment is proposed in the southwest and/or southeast corner of Verona Rd./W. Beltline Hwy., create a new tax increment district that extends north and south of the W. Beltline Hwy. to support development of businesses/employment.
  - b. As properties within the Town of Middleton island bounded by Gammon, Watts, Struck, and the Beltline transfer to the City and redevelop, create a new TID to fund non-assessable infrastructure improvements to this commercial/ employment area (contingent on proposal of a revenue-generating project).
2. Preserve the Southwest Area's ability to grow employment and businesses by maintaining General Commercial and Employment land uses on the GFLU map for businesses and employers, specifically the two large business areas along the Beltline.
3. Evaluate the prospects for the City to land bank underutilized and/or vacant commercial properties if business vacancies continue or increase, possibly in conjunction with creation of a new TID that generates revenue to support land banking.
4. Explore options for adding public wi-fi in City of Madison Parks located in our Community Action Strategy Areas (see map on page \_\_\_\_ ) where 50 % or more people live with low to moderate incomes as defined by Census and HUD income data.

## Partnerships

- A. Work with the Urban League (ULGM) to expand job training and other programming in the City-owned, ULGM-managed building at 1225 McKenna Boulevard.
- B. Facilitate a conversation with SW Area nonprofits and service-providing agencies from different levels of government to determine the demand for, and feasibility of, a “hub” building for community service providers in the Allied Drive area to increase access to available services under one roof.
- C. Work with and provide support for non-profit organizations or others interested in starting a service business incubator in the Verona Rd./W. Beltline Hwy. commercial area.



- D. Reach out to Verona Road Business Coalition to explore partnerships that would assist in supporting existing businesses and establishing new businesses in the Verona Rd./W. Beltline Hwy. commercial area south of the highway.
- E. Collaborate with Satellite Family Child Care at Reach Dane on Red Arrow Trail to expand the number of regulated family childcare providers, with the goal of increasing access to high-quality, home-based early childhood education. The City of Madison current contracts with Satellite to provide accreditation, training and support services to family childcare programs in Madison.
- F. Engage the City's Child Care Unit and YoungStar Connect to provide technical assistance and capacity-building support for regulated providers, ensuring they meet eligibility requirements for Get Kids Ready state funding. This funding can be used by childcare providers who serve four year old children who would be eligible for 4K enrollment in MMSD.

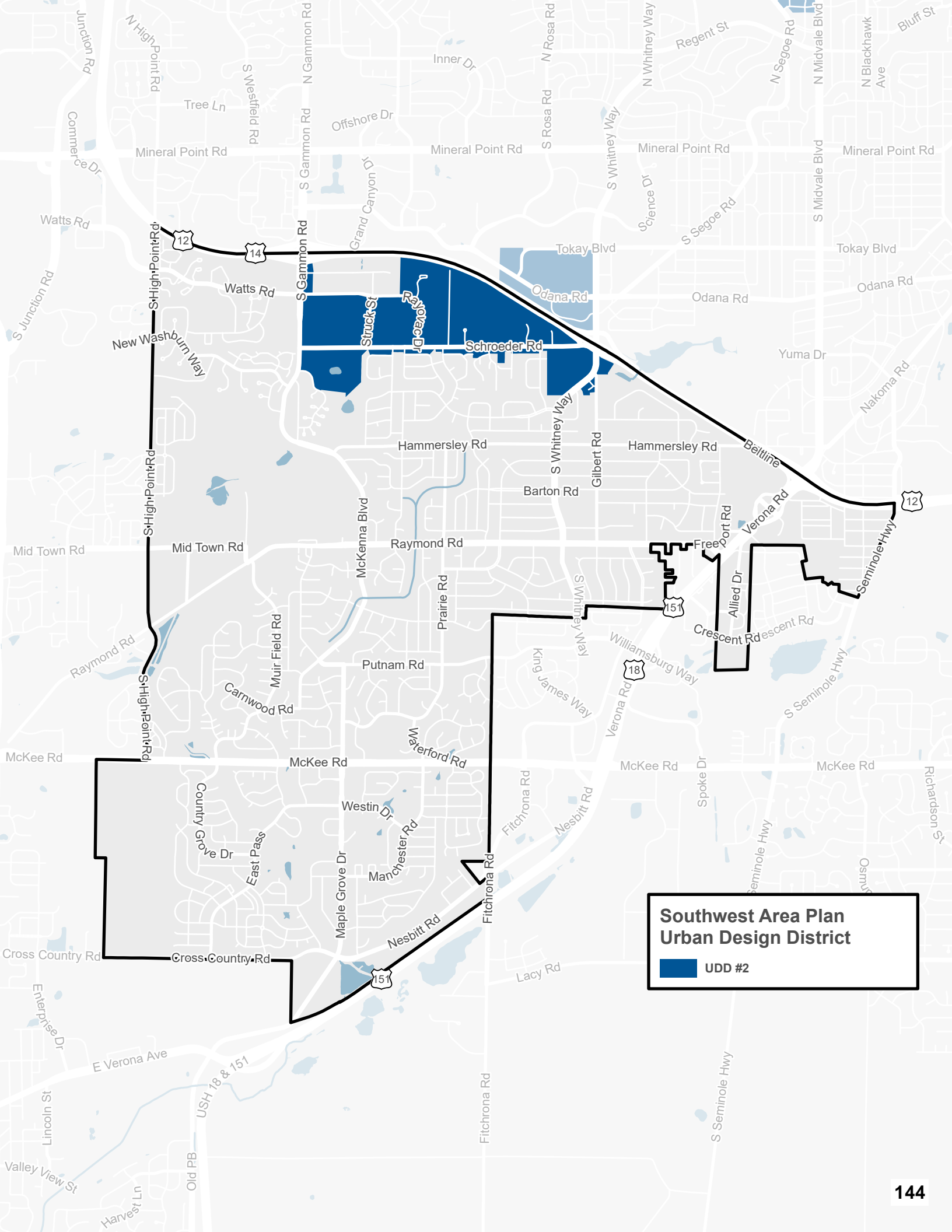
# Culture and Character

## Actions

1. Integrate public art into upcoming public infrastructure projects, including Sidewalk Poetry and Utility Box Art Wraps, along bike paths and gateway corridors. Upcoming public infrastructure projects include High Point Road and Raymond Road.
2. Establish placemaking that builds neighborhood identity and pride through signage, landscaping, public art, and community storytelling projects. Possible locations include the Beltline, underpasses at Verona Road and Struck Street, bus shelters in Allied, Meadowood Neighborhood Center, Theresa Terrace Neighborhood Center, and in parks.
3. Evaluate Urban Design District 2 (UDD 2) as part of the citywide UDD review process and ordinance update. Consideration should be given to the following:
  - a. Evaluating the UDD 2 boundary.
  - b. Updating UDD 2 design-related development requirements and guidelines to better align with current City policies, as well as the Actions included in this plan.
4. Buildings fronting “Commercial Core” areas along Raymond Road and at the intersection of McKee Road at Maple Grove Drive, as shown on the GFLU Map, should be set back the minimum distance required by zoning to create an engaging and walkable street frontage.
5. Inform owners of properties of historic interest identified in this Plan of potential eligibility to have their property listed in the National Register of Historic Places and/or as a Madison Landmark, and the benefits of those designations. [See Table](#)

## Partnerships

- A. Partner with local businesses and organizations such as MSCR and the Southwest Employment Center to support year-round arts and culture programming in public spaces and parks such as Elver, Allied, and Marlborough Parks. Include a focus on youth engagement and community-led events that bring residents together and affirm the area’s diverse cultural strengths.
- B. Work with residents, neighborhood groups, Madison Arts, Fitchburg, and non-profit organizations to activate parks and other community spaces in Allied, Britta Park, Park Edge, Hammersley/Theresa, and Meadowood areas with musical performances, community meals, arts activities and recreation.



**Southwest Area Plan  
Urban Design District**

**UDD #2**

# Green and Resilient

## Actions

### Parks

1. Prepare a master plan for Elver Park:
  - a. Include a second entrance to Elver Park from the south.
  - b. Develop comprehensive signage throughout Elver Park to improve path identification and wayfinding, prioritizing accessible routes.
  - c. Develop shared-use paths connecting High Point Road and Raymond Road through to Elver Park, aligning with existing and planned infrastructure (conceptual locations are shown on the Shared-Use Path & Bicycle Network map in the Transportation chapter).
2. Complete Park Development Plans to enhance recreation opportunities in Southwest Area parks by incorporating amenities like biking facilities, pickleball, volleyball, soccer, futsal, and other field sports. Prioritize improvements at parks that currently lack amenities, like Britta Park.
3. Incorporate recreational amenities in Ice Age Ridge Park, focusing on non-intrusive, nature-based play areas that align with park principles.
4. Extend a path from Cosgrove Dr. southwest through Apple Ridge Park along the general route of the current mown path to connect with the sidewalk along Nesbitt Rd.

### Tree and Canopy Coverage

5. Evaluate stormwater utility parcels, such as Manchester Greenway, for plantings and ecological restoration consistent with the Stormwater Utility Vegetation Management Plan.

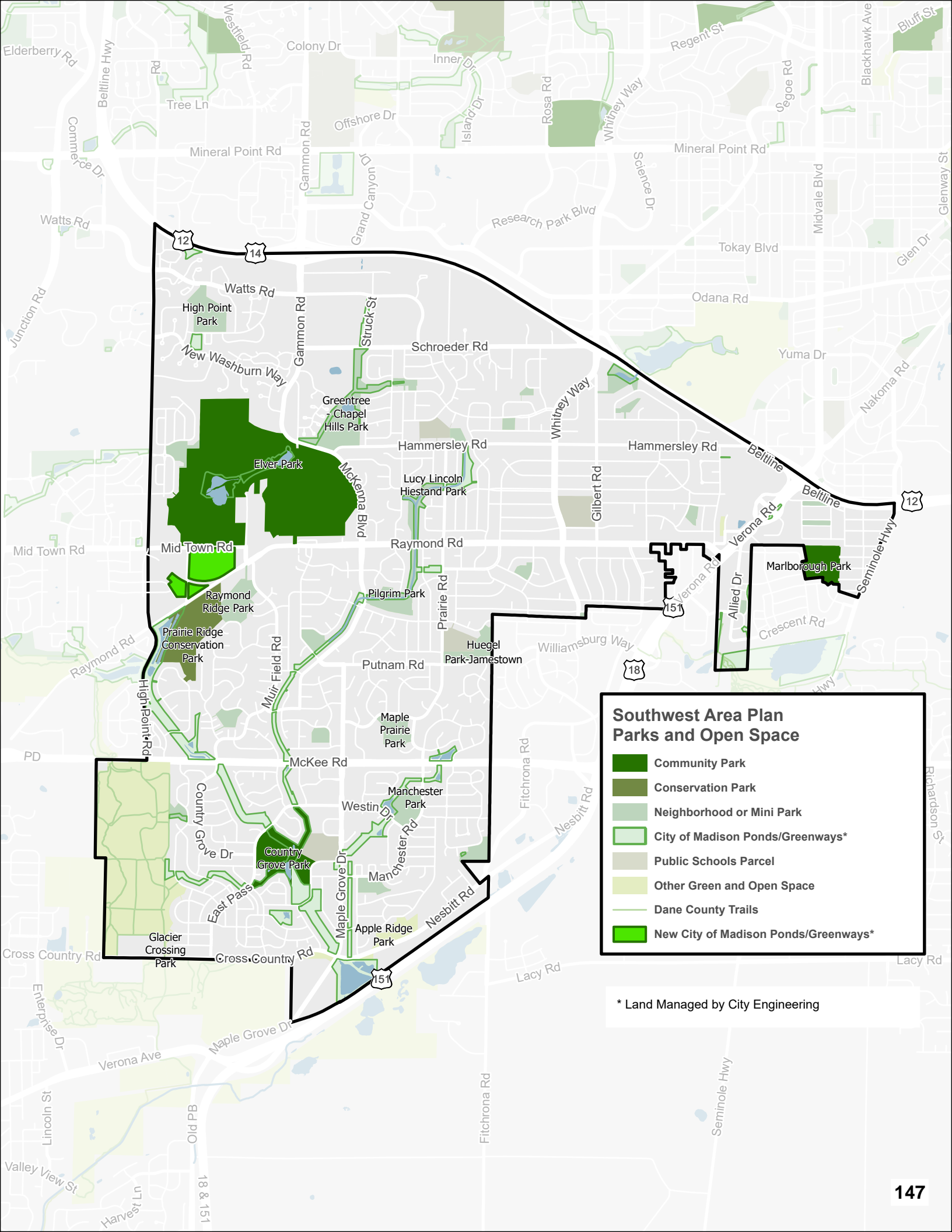
### Stormwater Management and Flood Reduction

6. Evaluate public access to the planned stormwater pond along Marty Road as part of the design process.
7. Implement recommendations included in the City's watershed studies in the Southwest Area to reduce flooding and create a more resilient stormwater management system.



## Partnerships

- A. Collaborate with the City of Fitchburg to:
  - i. Provide a connection between Allied Park and Belmar Hills Park.
  - ii. Construct a Belmark Hills Park restroom that serves both Allied and Belmar Hills parks.
  - iii. Construct a sidewalk along the western side of Marlborough Park to enhance connectivity and safe park access.
- B. Collaborate with Dane County Parks and the City of Verona to incorporate east-west pedestrian access through the Ice Age Trail Junction Natural Resource Area, ideally from the end of Ineichen Dr., along the north side of Reddan Soccer Park, to Ice Age Dr.
- C. Work with Dane County to enhance access to Badger Prairie County Park from the north for pedestrians, bicyclists, and potentially drivers through the addition of a parking lot across from Stonebridge Dr. or E Pass.
- D. Explore partnership opportunities with community groups to create additional community gardens, especially in proximity to concentrations of multifamily housing.



**Southwest Area Plan  
Parks and Open Space**

- Community Park
- Conservation Park
- Neighborhood or Mini Park
- City of Madison Ponds/Greenways\*
- Public Schools Parcel
- Other Green and Open Space
- Dane County Trails
- New City of Madison Ponds/Greenways\*

\* Land Managed by City Engineering

# Effective Government

## Actions

1. Review sanitary sewer capacity needs related to anticipated development and redevelopment and pair capacity upgrades with road construction projects where possible.
  - a. If the Vitense Golfland property (5501 Schroeder Rd) redevelops with higher intensity uses, upgrade sanitary sewers on Schroeder Road at Whitney Way and Whitney Way at Woodland Way to ensure adequate capacity.
  - b. If areas along Schroeder Road redevelop with higher intensity uses, extend sanitary sewer west on Schroeder Road to the Madison Metropolitan Sewerage District Interceptor located near Struck Street.
  - c. Upgrade sanitary sewer infrastructure along Flagstone Drive by Talc Trail to accommodate new housing development to the southwest of the Mid Town Rd-Dewberry Dr intersection.
2. Build a new well facility near Mid Town Rd. and Pleasant View Rd. to connect water service regions and improve supply options for Pressure Zones 8, 9, 10, and 11, which will improve water pressure and redundancy in the western portion of the planning area (Region D). Implement a wellhead protection zoning overlay to prevent contamination of the new well.
3. Rebuild Well 12 to enhance dual pressure zone pumping capabilities, improve service reliability, and maximize available water supply.
4. Explore the feasibility of expanding Meadowridge Library at its present location or at a site further to the west.
  - a. If the library moves, maintain library services in the Meadowood area
  - b. Integrate the planned Meadowridge Library into the City's Long Range Facilities Plan.
5. Attach City-owned properties that are part of Elver Park but in the Town of Middleton into Madison.

## Partnerships

- A. Pursue an Intergovernmental Agreement with the Town of Verona and City of Verona to establish future municipal boundaries and identify opportunities for shared infrastructure improvements.
- B. Increase coordination with Fitchburg related to municipal services in the Allied-Dunns Marsh neighborhood through initiatives like working with rental properties to distribute materials that provide information about which municipality they live in, polling places, and nearby municipal facilities.
- C. Work with Metro Transit and adjoining school districts to distribute free bus passes to students in Verona Area School District and Middleton-Cross Plains schools without requiring students to pick passes up from downtown.

# Health and Safety

## Actions

- A. Conduct Vision Zero speed analyses, increase traffic enforcement and explore traffic calming improvements like road diets, speed bumps and other measures on the following streets:
  - a. Cross Country Rd.
  - b. High Point Rd.
  - c. Ice Age Dr.
  - d. Manchester Rd.
  - e. Maple Grove Rd.
  - f. McKenna Blvd.
  - g. Muir Field Rd.
  - h. Prairie Rd.
  - i. Raymond Rd.
  - j. Schroeder Rd.
  - k. Whitcomb Dr.
  - l. S. Whitney Way
- B. Where not already required by State Statute, encourage any new residential buildings within 200 feet of the Beltline to use materials and insulation that keep interior noise levels below 52 decibels as per state code TRANS 405. Design sites to shield outdoor spaces from noise above 67 decibels. Developments near the Beltline should follow setback and noise regulations outlined in Wisconsin code (TRANS 233, TRANS 405), and Madison General Ordinances Section 16.23.
- C. Evaluate the street lighting along Maple Grove Rd., McKenna Blvd., Allied Dr., Russett Rd. (5700-5800 blocks), Raymond Rd. (Cameron Dr. to Westbrook Ln.), Park Heights Ct. and Schroeder Rd. for proper light levels. This work would include confirming proper light pole locations and spacing while recommending where tree trimming and other measures may be needed to improve safety and visibility, especially for pedestrians and bicyclists.

## Partnerships

### Personal Safety

- A. Improve public safety by encouraging more people to get out and use public and private places through the expansion and establishment of programming, events, and activities at Southwest area neighborhood centers, community centers, shopping centers, Meadowood Library, parks, and other gathering places.
- B. Request that Fitchburg investigate upgrading the street lighting along Jennewein Road.



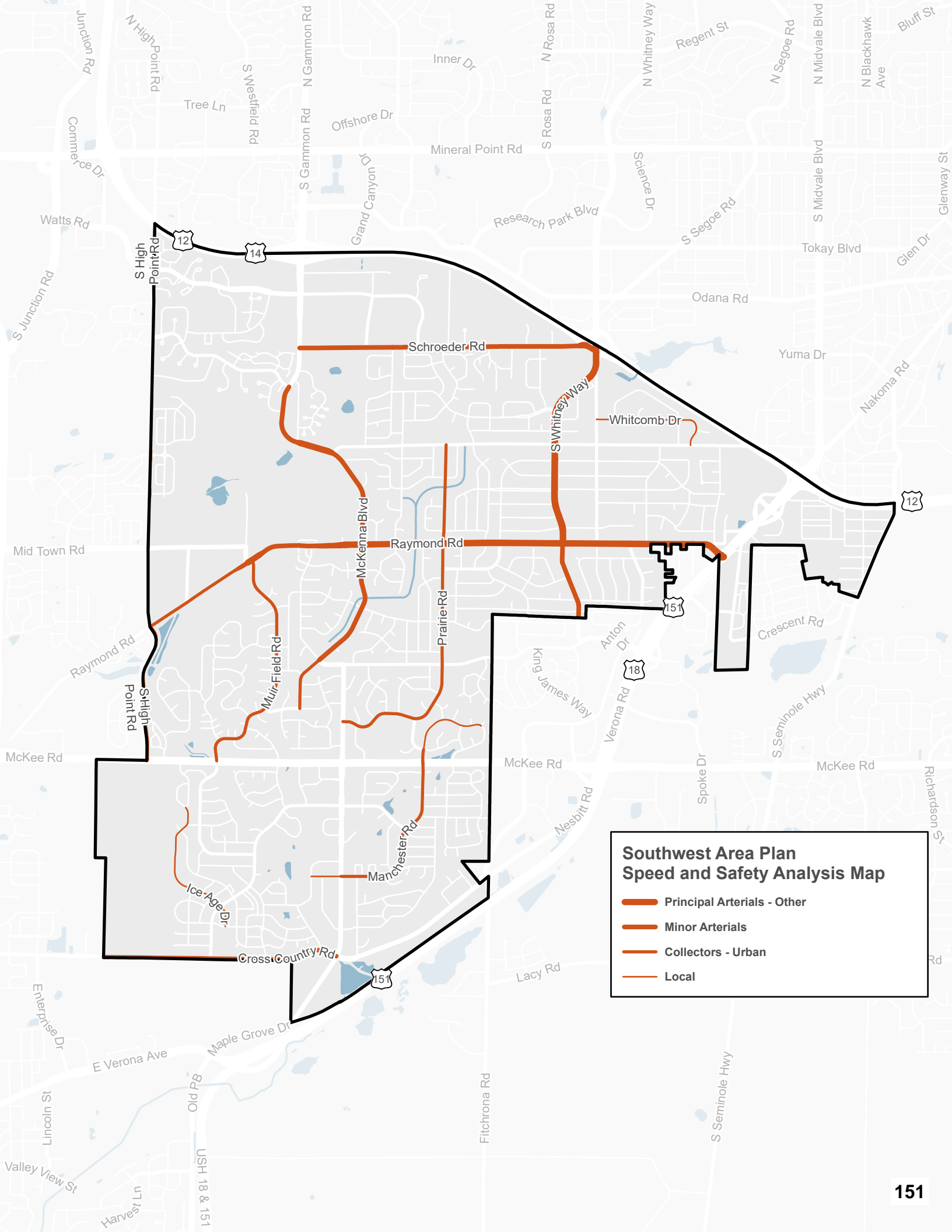
- C. Work with MMSD to:
- i. Determine whether students living north of Schroeder Rd. could qualify for busing to Anana Elementary due to traffic safety concerns along Schroeder through designating Schroeder as an “unusually hazardous” roadway.
  - ii. Evaluate Schroeder Rd. safety improvements as part of the Safe Streets for All project (see Transportation action #8).

## Community Programming

- D. Work with Madison School & Community Recreation (MSCR), neighborhood centers, Meadowood Health Partnership, the Meadowridge Library and area schools to improve access for Southwest Area residents to programs like out of school time sport camps and academic activities, food pantries, and health education and screening programs.
- E. Create partnerships between neighborhood groups, YMCA, MSCR, cities of Fitchburg and Verona and area schools to establish youth recreation programs at area parks and nearby schools for activities like flag football, basketball and soccer.
- F. Work with the National Interscholastic Cycling Association, Capitol Offroad Pathfinders, and other organizations that offer recreational activities outside of school to support participation by students of color from the Southwest Area.

## Health

- G. In partnership with Public Health Madison Dane County, Fitchburg, Meadowood Health Partnership, Allied Wellness Center, and others, host health fairs at neighborhood locations in Allied, Meadowood, Park Edge Park Ridge, Hammersley-Theresa and elsewhere to address individual health, indoor and outdoor environmental health, and community health.



# Community Action Strategy

## Allied

### Capacity Building

1. Work with Allied Dunn's Marsh Neighborhood Association to build capacity through leadership training, tools and tips on expanding community participation, and more.

### Community and Stakeholder Relationships

2. Work with Madison Senior Center, Allied Wellness Center and Allied Dunns Marsh Neighborhood Association to add services for elders such as social events, mental health support, home maintenance assistance, and the like.
3. Explore a public-private partnership to develop a business incubator that would house service businesses like a hair salon and barber shop.
4. Work with area community groups to expand youth programming in the area.
5. Work with Allied Wellness Center and Boys and Girls Club to bring more fresh produce to the area. Share information about government grant programs—such as SEED grants—that support healthy food initiatives and incentivize nutritious options.

### Small Scale Physical Improvements

6. Add a stop sign at the Windflower Way and Danbury Street intersection.
7. In Allied Park add lights and grills, repaint the basketball court, create a sign for the court, and add lights to the court.
8. Explore options for adding a community garden and fruit trees with programming near Allied Drive multi-family housing. Consider such locations as the greenspace along the Southwest Path between Carling Drive and Lovell Lane, on the Community Development Authority property at 2401 Dunns Marsh Terrace, and in Belmar Park.
9. Improve visibility and safety at the intersection of Allied Drive and Thurston Lane by implementing parking restrictions near the stop sign. Add clear signage, pavement markings, or physical barriers to prevent vehicles from parking too close and obstructing drivers' lines of sight.

## Meadowood

### Small Scale Physical Improvements

1. During the upcoming redevelopment of Toki Middle School, work with MMSD, the school, residents and community groups to explore adding amenities for public use out of school hours, such as gathering spaces, outdoor workout equipment and public events and activities.
2. Add edible landscapes to Meadowood Park.
3. Enhance pedestrian infrastructure and streetscape design along the back of Meadowood Shopping Center. Install sidewalks or multi-use paths to improve connectivity and pedestrian safety, especially for residents and visitors accessing the Center from Russett Road.
4. Consider widening sidewalk and adding pedestrian-scale lighting, pedestrian amenities, street trees, and landscaping features to create a more inviting atmosphere at Meadowood Shopping Center along Raymond Rd.
5. Incorporate a small shelter structure at Sunridge Park.

## Park Edge/Park Ridge

### Capacity Building

1. Continue to work with area renters and established neighborhood groups to create a new neighborhood organization that represents and supports Moraine View Drive and Madison Estates areas.

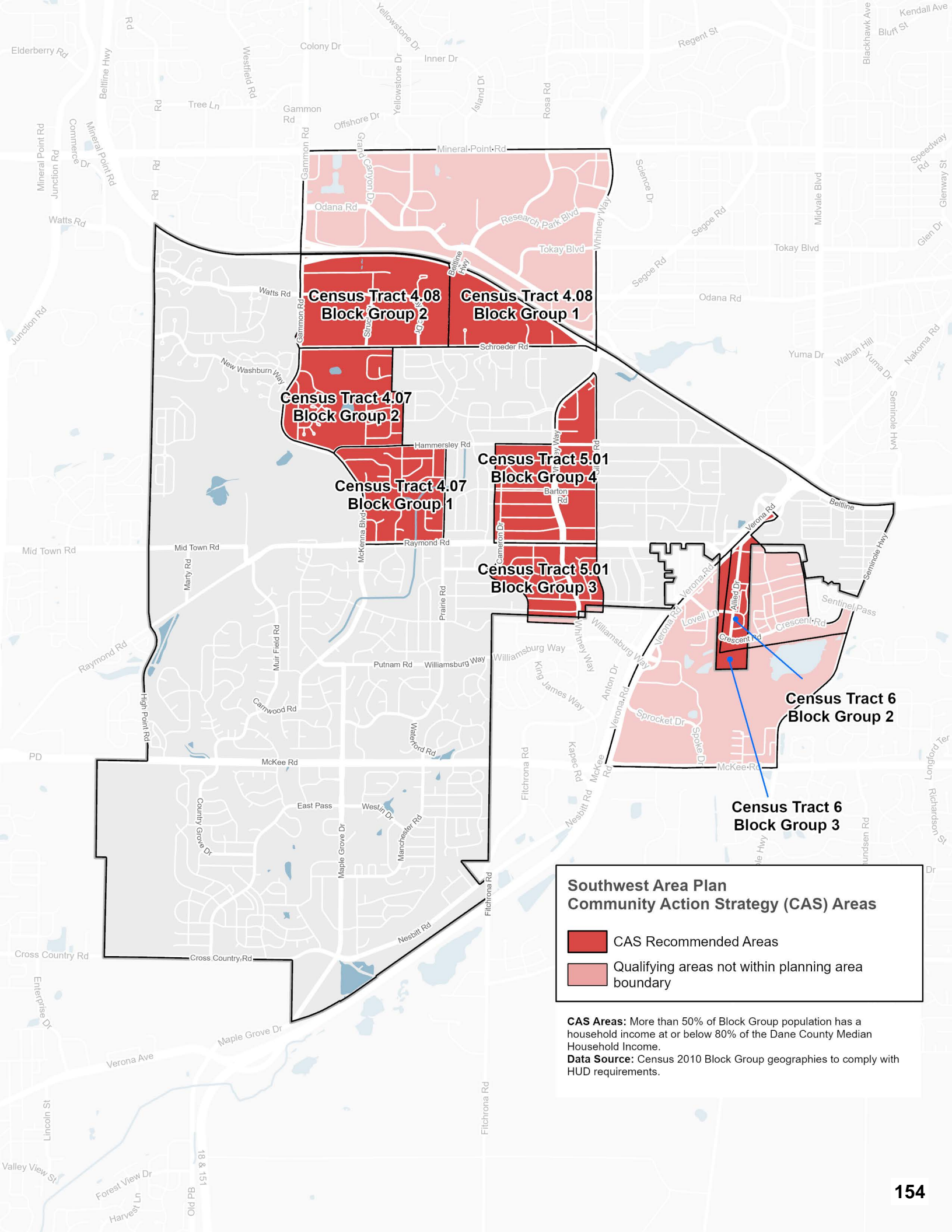
### Small Scale Physical Improvements

2. Add a crosswalk and pedestrian signage for the path across Chapel Hill Road between Regis and Piping Rock Roads.
3. Explore adding a community orchard to Elver Park.
4. Explore adding recreational amenities to Lucy Lincoln Hiestand Park such as bike facilities, a small size soccer field and workout stations.

### Other

5. Provide information to property owners and tenants in areas such as Elver Park (Madison Estates and Porchlight properties on McKenna and Russett) and Schroeder Road (Renew) on how to request and prepare for building inspections, including timelines, procedures, and available City resources to support compliance and maintenance.





**Southwest Area Plan  
Community Action Strategy (CAS) Areas**

- CAS Recommended Areas
- Qualifying areas not within planning area boundary

**CAS Areas:** More than 50% of Block Group population has a household income at or below 80% of the Dane County Median Household Income.  
**Data Source:** Census 2010 Block Group geographies to comply with HUD requirements.

Table xx: Properties of Historic Interest

Name and Address	Area of Significance	Notes
<b>Goose Lake Mound</b> BDA-0587, DA-1160	Archaeology	Site consists of one conical mound.
<b>Richard Shutter House</b> 5202 Barton Rd	Architecture	The Neo-Mansard house was designed by Stroban Construction Company and constructed in 1964 and Richard Shutter was the first owner.
<b>Orchard Ridge Neighborhood</b>	Architecture	This neighborhood was featured in the Parade of Homes with several architect designed houses. It also includes one of the best remaining collections of Marshall Erdman designed kit-houses in the city.
<b>Clack House</b> 1109 Gilbert Rd	Architecture	The Contemporary-style house was designed by Jack Klund in 1951 for the original owner, William E Clack.
<b>Paul Plass House</b> 1118 S Whitney Way	Architecture	The Wrightean house was designed by Taliesan-trained architect Herb DeLevie and constructed in 1967.
<b>DeLevie House</b> 1114 S Whitney Way	Architecture, History	The Wrightean house was designed by Taliesan-trained architect Herb DeLevie and constructed in 1967. Herb DeLevie had recently moved back to Madison when he designed this house and the neighboring house at 1118 S Whitney Way. He went on to create a local architecture firm, DeLevie & Associates.
<b>Vitense Golfland</b> 5501 Schroeder Rd	History	George Vitense opened a driving range on this property in 1957 and in 1958, he added the building with the golf-pro shop and concession, and then a second-story addition constructed in 1960. The addition included an apartment so that George could stay onsite during the busy season. George Vitense was one of the leading golf teachers in Wisconsin at the time and developed this location with a miniature golf course to help develop interest in the sport in an affordable way for families.
<b>White Oaks Neighborhood</b>	Architecture	This neighborhood was a part of the Town of Middleton when it first developed. At least 3 of the early houses were designed by noted architect, William Kaeser.
<b>Eugene and Marilyn Parks Duplex</b> 6608 Berkshire Rd	History	Eugene Parks was the first African-American alder for Madison, served as president for the Madison chapter of the NAACP, and was director of Madison's Affirmative Action Department. In 2016 Madison 365 created the Eugene Parks Disruption Award for people who challenge the system and fight for justice.
<b>Mary Lou Munts House</b> 6102 Hammersley Rd	History	Mary Lou Munts was a prominent politician and women's right advocate who made a career of fighting for social justice. She served 6 two-year terms in the Wisconsin Assembly and was instrumental in passing the Wisconsin Marital Property Reform Act of 1986.
<b>West Madison Mission Evangelical United Brethren Church</b> 6402 Hammersley Rd	Architecture	This Brutalist style place of worship was designed by noted Late Modernist architecture firm of Peters and Martinsons Associates in 1966.
<b>Good Shepherd Lutheran Church</b> 5701 Raymond Rd	Architecture	This Midcentury Modern place of worship was constructed by Stanley Bokelmann, general contractor, in 1958.

# Southwest Area Plan – Interim Phase 2 Community Feedback Summary

From June 1, 2025 through November 16, 2025

This interim feedback summary includes public input from Phase 2 of the Southwest Area Plan process through November 16, 2025. It includes public feedback provided through a variety of sources, which are listed below. Staff reviewed all public comments and organized them into the most relevant element from the City's [Comprehensive Plan](#). We grouped similar comments together into one row with a tally of how many people commented on that topic in the middle column. The tally also includes the level of support (“thumbs up” or thumbs down”) on comments received through the online commenting tool. A total of 171 public comments were received through November 16, 2025. This summary does not include all comments received – a full list of all comments will be made available along with the complete feedback summary at the end of Phase 2 (expected in January 2026).

## Comment Sources:

- Art Workshop
- Community Action Strategy (CAS) event
- Online commenting tool
- Phone call or emailed feedback
- Public meeting
- Other events, such as Neighborhood Association meetings

Land Use and Transportation		
Comments	Tally (#) of Repeated Comments	Sources
Land Use		
At Mid Town Rd near S High Point Road: Would like to see upzoning and allowing for more mixed uses. This would provide more destinations to walk to and less reliance on a car.	6	Online commenting tool
With Meadowood Shopping Center recommended as Community Mixed-Use, concerned that neighborhood-serving uses will be lost if the shopping center is redeveloped. Example of Sequoya Commons, which people think does not have enough parking and is too dense.	5	Neighborhood Association Meeting, Public meeting
With Meadowood Shopping Center recommended as Community Mixed-Use, concerned that neighborhood-serving uses will be lost if the shopping center is redeveloped. Example of Sequoya Commons, which people think does not have enough parking and is too dense.	5	Neighborhood Association Meeting, Public meeting
Want to see more mixed-use areas with things like restaurants and retail (no specific locations were mentioned).	4	CAS event, Email, Public meeting, Online commenting tool
Southwest Area is lacking great places for people to hang out or walk around where there are small businesses. Some examples mentioned: Monroe Street, Willy Street, and along Atwood.	3	Email, Public Meeting
Would like mixed-use destinations in the McKee Rd at Maple Grove Rd area	3	Online commenting tool
For Meadowood Shopping Center: more housing with increased green space sounds great. Better than the current giant parking lot.	2	Online commenting tool
Consider adding the area around Home Depot and U-Haul to Land Use Action 5, which is about require pedestrian and transit-friendly redevelopment, especially in mixed-use areas on the Generalized Future Land Use (GFLU) Map.	2	Online commenting tool

Transportation		
Comments	Tally (#) of Repeated Comments	Sources
I consciously choose never to bike along Whitney Way because of the traffic there. Separated bike lanes would be great.	14	Online commenting tool
I approve of all new infrastructure listed in the draft Actions (under Pedestrian and Bicycle Network) but would like to also see improvement of existing infrastructure. Raymond Road and McKenna Blvd are two very important north-south and east-west roads. However, the bike facilities on these roads are not even comfortable for highly experienced riders.	10	Online commenting tool
I'm thrilled at the prospect of a bike/pedestrian trail that crosses the highway here (just south of Cross Country Rd, Maple Grove Dr, and Nesbitt Rd). It would be transformative for the area.	9	Online commenting tool
Support for extending the shared-use path along Hammersley west to McKenna Blvd (Transportation Action 8). Will also need safety improvement of the McKenna crossing at Hamersley.	9	Online commenting tool
This sidewalk/path connection on the north side of PD between Dorchester Way and the new development in Fitchburg is desperately needed, especially in light of the bus stop on PD at Fitchrona.	6	Online commenting tool
Raymond Rd between High Point and Verona Rd often – support for a reduction in lanes. It would it better to bike.	6	Online commenting tool
This should be a priority [Transportation Partnership A.ix - increasing pedestrian, bicycle, transit, and car connectivity across Verona Rd... aim to enhance safety by expanding connections to local street grid, narrowing lanes, and traffic calming measures]	6	Online commenting tool
Really excited about the possibility of adding an all ages and abilities bike/pedestrian path on Seminole Highway to connect to the Cannonball Path.	5	Online commenting tool
General concern about traffic and safety on Schroeder Rd	5	Online commenting tool, Public meeting
Why is there a need for a new street here (connecting Maple Grove to Basalt Lane)? Seems unnecessary to add another street and 4-way intersection along Maple Grove.	4	Online commenting tool
The D route (when it was still the 75) towards Epic during rush hour has been absolutely packed in the past. I and many others would love additional frequency for those times	4	Online commenting tool
Yes please! [Comment is related to Transportation Action 15, which is about installing a roundabout at the intersection of Cross Country Rd, Maple Grove Dr, and Nesbitt Rd]	4	Online commenting tool, Public meeting
The existing bicycle/pedestrian tunnel near Struck St is important but has many issues. High humidity makes the floor slippery, the lighting is poor and people who are homeless sometimes leave items in the tunnel which are hard to see.	4	Online commenting tool,
Concern about proposed overpass of the Beltline near Struck St. and Grand Canyon Dr. as a future street connection. The existing bicycle/pedestrian tunnel near Struck St provides a safe way to cross the Beltline. Residents do not want it replaced or compromised by a new roadway, especially since cars can already travel between the two streets.	3	Online commenting tool
Raymond Road is quite wide. On-street parking is rarely used, further encouraging higher speeds. I suggest that one parking lane be converted to a bi-directional, protected bike lane	3	Online commenting tool



Concern about speeding and safety at the Schroeder Rd.–Whitney Way intersection at the beltline. Desire for improvements that do not involve removing the exit ramp, eliminating Vitense Golfland, or significantly reconfiguring through-streets. [Note: the beltline exit ramp is NOT proposed to be removed and Vitense will not change unless they decide to do something different with their property.]	3	Online commenting tool
Watts Road should be a priority sidewalk connection.	3	Online commenting tool
This would be spectacular [Transportation Partnership B]. Even as a bike owner, there are times when BCycles would make certain errands and logistics so much simple.	3	Online commenting tool
Concern about safety on Woodington Way by Anana Elementary	3	Email, Online commenting tool
When will High Point Rd and Raymond Rd connections be completed?	3	Public Meeting
I carpool every day from the Southwest area to UW. Please keep traffic efficiency on the list of priorities. With all these proposed traffic calming measures, I worry that the city is becoming increasingly unfriendly toward commuters.	2	Online commenting tool
Concern about proposed beltline crossing near Kessel Court. The proposed roadway goes through our campus building complex where patients and staff routinely walk between our buildings.	2	Online commenting tool
Maintain the bike/ped connection from Mid-Town Rd. through the Marty Rd. area to preserve an important link between Elver Park and Verona.	2	Online commenting tool
Connecting this segment on Bitta Parkway to the other existing paths will be really great.	2	Online commenting tool

## Neighborhoods and Housing

Comments	Tally (#) of Repeated Comments	Sources
Community needs a recreational center and more things for kids to do	3	Public Meeting, CAS event
Support for replacing large parking lots with housing and additional green space is seen as a better use of the land.	2	Public Meeting, Online commenting tool

## Economy and Opportunity

Comments	Tally (#) of Repeated Comments	Sources
Support for public wi-fi idea, but some feel like more year-round bathroom facilities are the more urgent need	5	Online commenting tool
Need a central location “Hub” for different service providers in the [Allied] neighborhood. The Boys and Girls club has really upped their availability to residents lately, but can anyone just walk in and use the printer/copier? How about [locating a hub] at the parking lot at the southern corner of Red Arrow Trail/Verona Frontage Road adjacent to Luna Groceries?	3	Email, Public Meeting

## Culture and Character

Comments	Tally (#) of Repeated Comments	Sources
Want public art in the Meadowood and Allied areas	6	Art Workshop
Want more gatherings and activities for the community, especially in Park Edge/Park Ridge area	4	Art Workshop, CAS event
Free performance, hang out, learning spaces – maybe Marty Farm barn, Hammersley area.	2	Art Workshop

## Green and Resilient

Parks		
Comments	Tally (#) of Repeated Comments	Sources
Paving this path in Apple Ridge Park would make it worse because it is a very steep incline. Accessibility is important, but there is already a paved sidewalk nearby.	5	Online commenting tool
Love the idea to construct a Belmar Hills Park restroom that serves both the Allied and Belmar Hills parks.	5	Online commenting tool
Want more community garden space	5	Email, Public Meeting, Online commenting tool, CAS event
Don't add paved paths through Elver park that cross over existing cross country ski trails. This is the most heavily used ski trail in the city and the trails should be preserved.	4	Online commenting tool
Support for collaborating with the City of Fitchburg and the UW Arboretum to build an entrance to the south arboretum from the Cannonball Trail near Seminole Highway.	3	Online commenting tool
Support for collaborating with the City of Fitchburg and the UW Arboretum to build an entrance to the south arboretum from the Cannonball Trail near Seminole Highway.	3	Online commenting tool

## Health and Safety

Comments	Tally (#) of Repeated Comments	Sources
Speeding and reckless driving plagues this area where Whitney Way/Schroeder Rd meets the beltline, particularly near the Beltline ramps. Improvements should focus on safety for pedestrians and cyclists.	5	Online commenting tool
Speeding is a huge issue on Prairie Rd. Happy to see this being addressed in the actions.	3	Online commenting tool
For sites this close to the Beltline, we really shouldn't be encouraging residential uses at all. These are better suited to be commercial zones due to noise and air pollution. Comment is related to Health and Safety Action B.	2	Online commenting tool

## Community Action Strategy (CAS)

Comments	Tally (#) of Repeated Comments	Sources
Interest in more community gardens closer to Allied Drive housing, such as along Southwest Path where it's sunny.	2	Email, Public Meeting
To improve safety of getting to school, make Woodington by Anana Elementary a one-way street and add a stop sign at Piping Rock and Woodington Way.	2	CAS event, Online commenting tool
Need a grocery store or better access to food in Allied area. Comments mentioned need for free/community meals	2	CAS event



# Southwest Area Plan



**Project Team: Ben Zellers • Urvashi Martin • Kirstie Laatsch • Linda Horvath • Angela Puerta • Tim Parks •**

**Plan Commission Meeting: December 15, 2025**



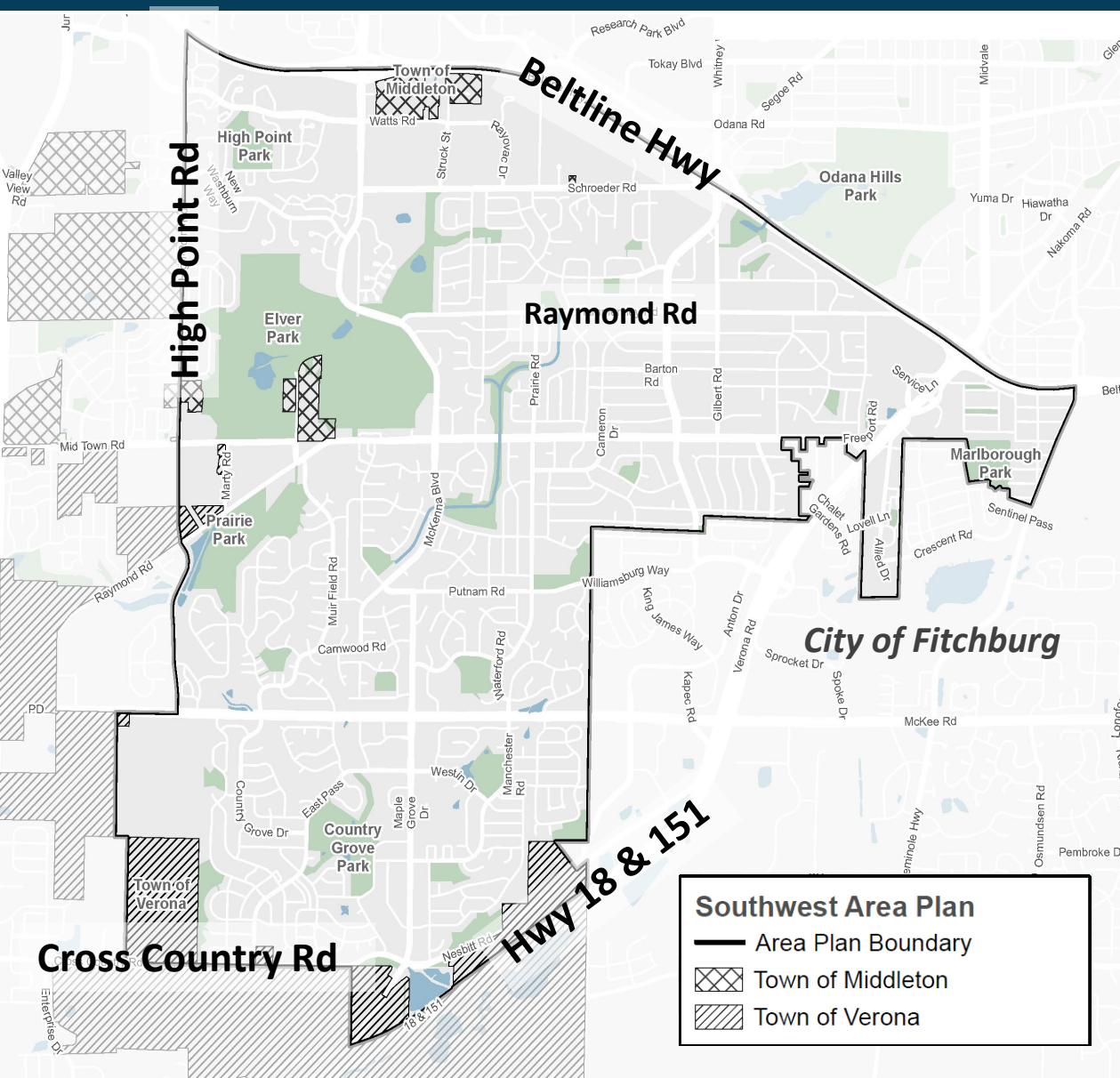
# Agenda



- Background and Public Engagement summary
- Draft Action Highlights
  - Land use
  - Transportation
  - Other highlights
- Summary of Feedback on Draft Actions
- Timeline



# Southwest Area



**North boundary:** Beltline Hwy

**East boundary:** City of Fitchburg

**South boundary:** Verona Rd / Hwy 18  
/ Cross Country Rd

**West boundary:** Ice Age Trail  
Junction Area / High Point Rd

## Southwest Area Plan

— Area Plan Boundary

▨ Town of Middleton

▨ Town of Verona



# Public Engagement Summary

- Public Meetings: In-person Open House and virtual meetings (~232 attendees)
- November – April: Interactive Commenting Mapping (328 comments)
- Survey Part 1: ~800+ responses part2: ~300+ responses
- Madison Madness Bracket: ~350+ responses
- Other engagement: Meadowood Health Partnership, SMAC, NAs, Schools, School Districts, NRTs and others
- UW PEOPLE Program - Memorial High School students
- Partnered with nINA Collective to host nine Focus Group meetings
- Pop-Up outreach – Meadowridge library, community events, food pantries, Bike to Work week
- Community Partner Engagement
- Neighborhood walks
- Business Walk
- PC and TC check-ins (June 2025, Aug 2025)



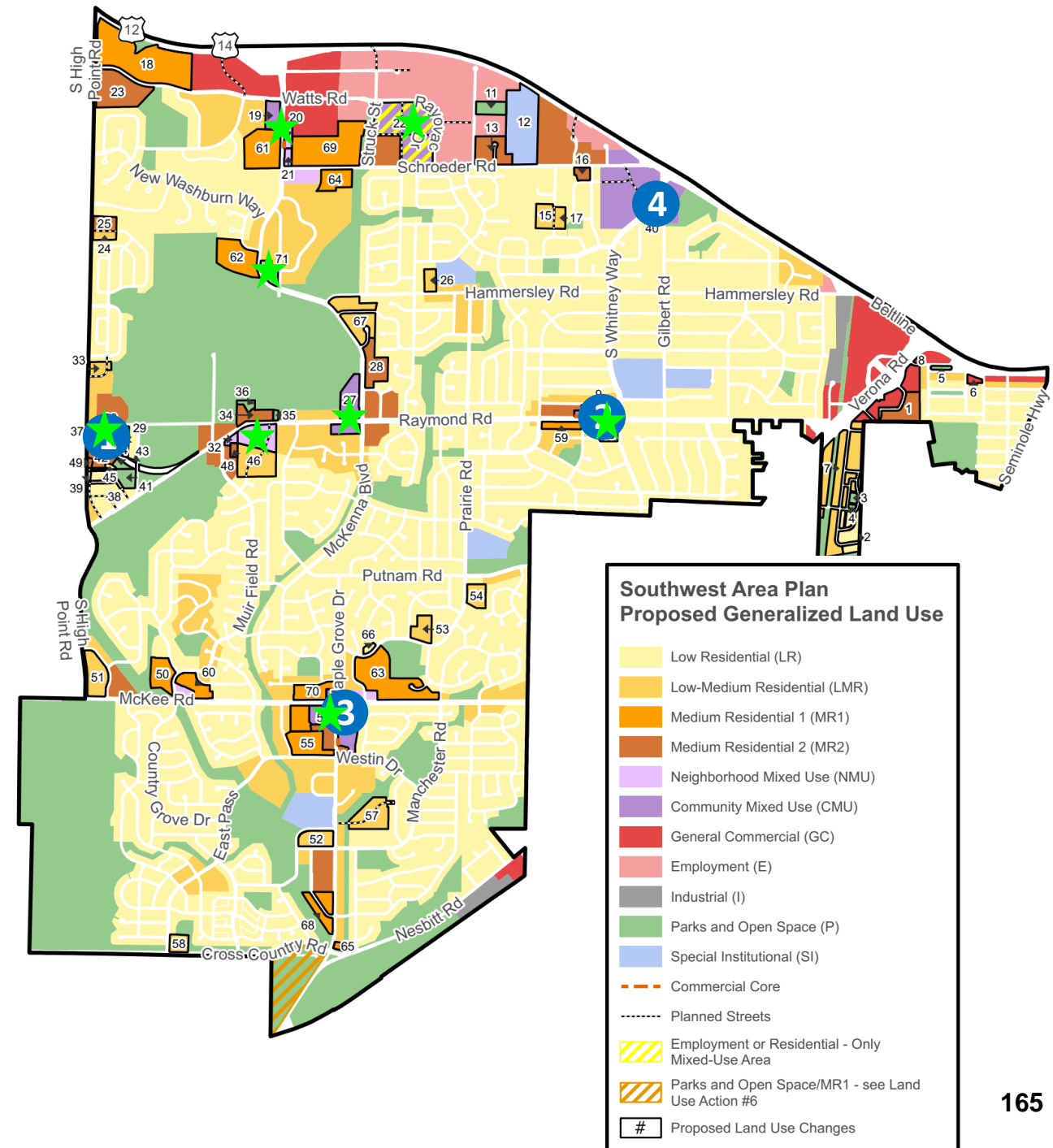
# Land Use Highlights

## What we heard:

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

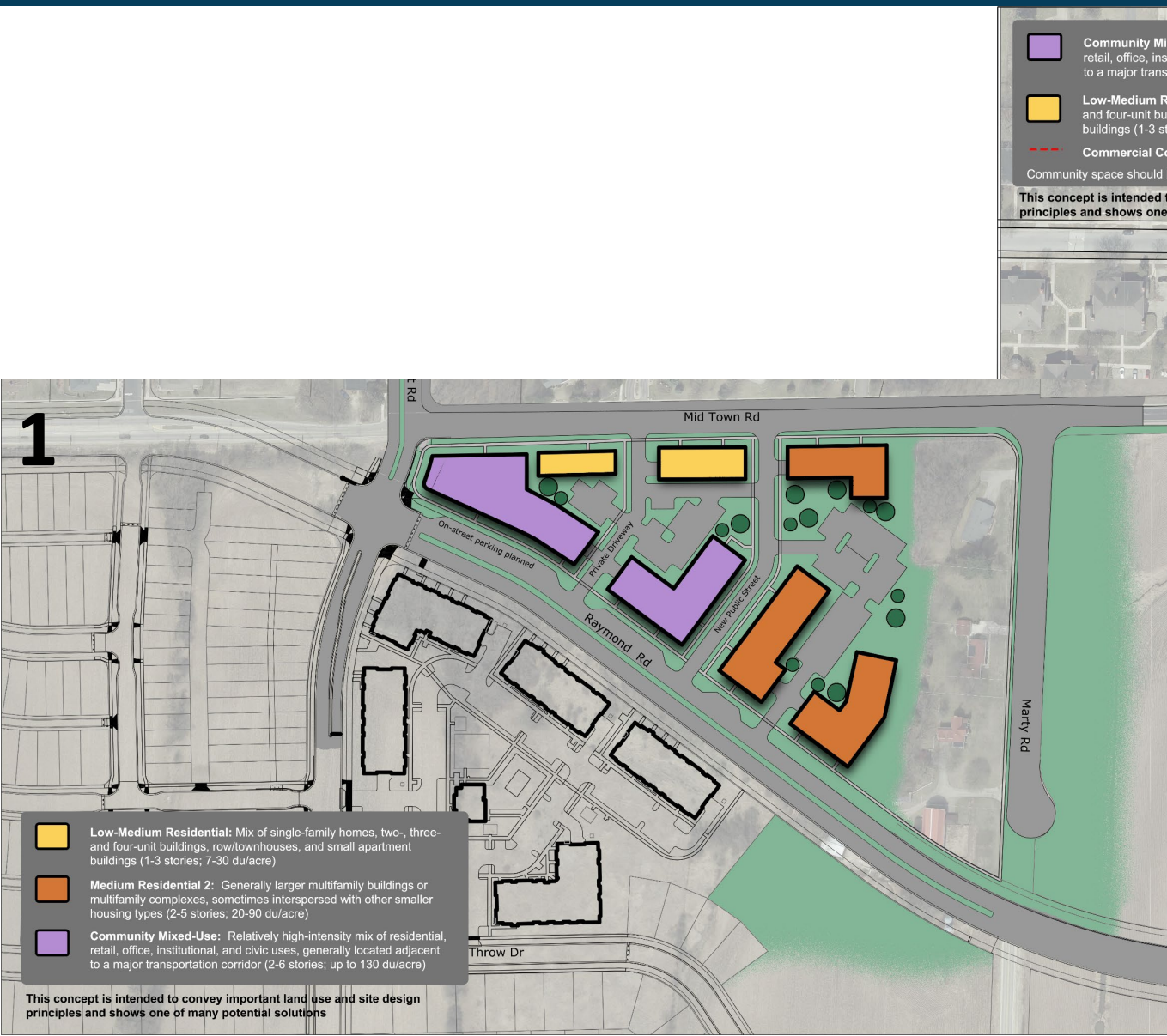
## Draft Map:

- Additional allowable development along key corridors
- New mixed-use nodes for neighborhoods; boosting allowable mixed-use in previously mapped areas ★
- Support additional housing



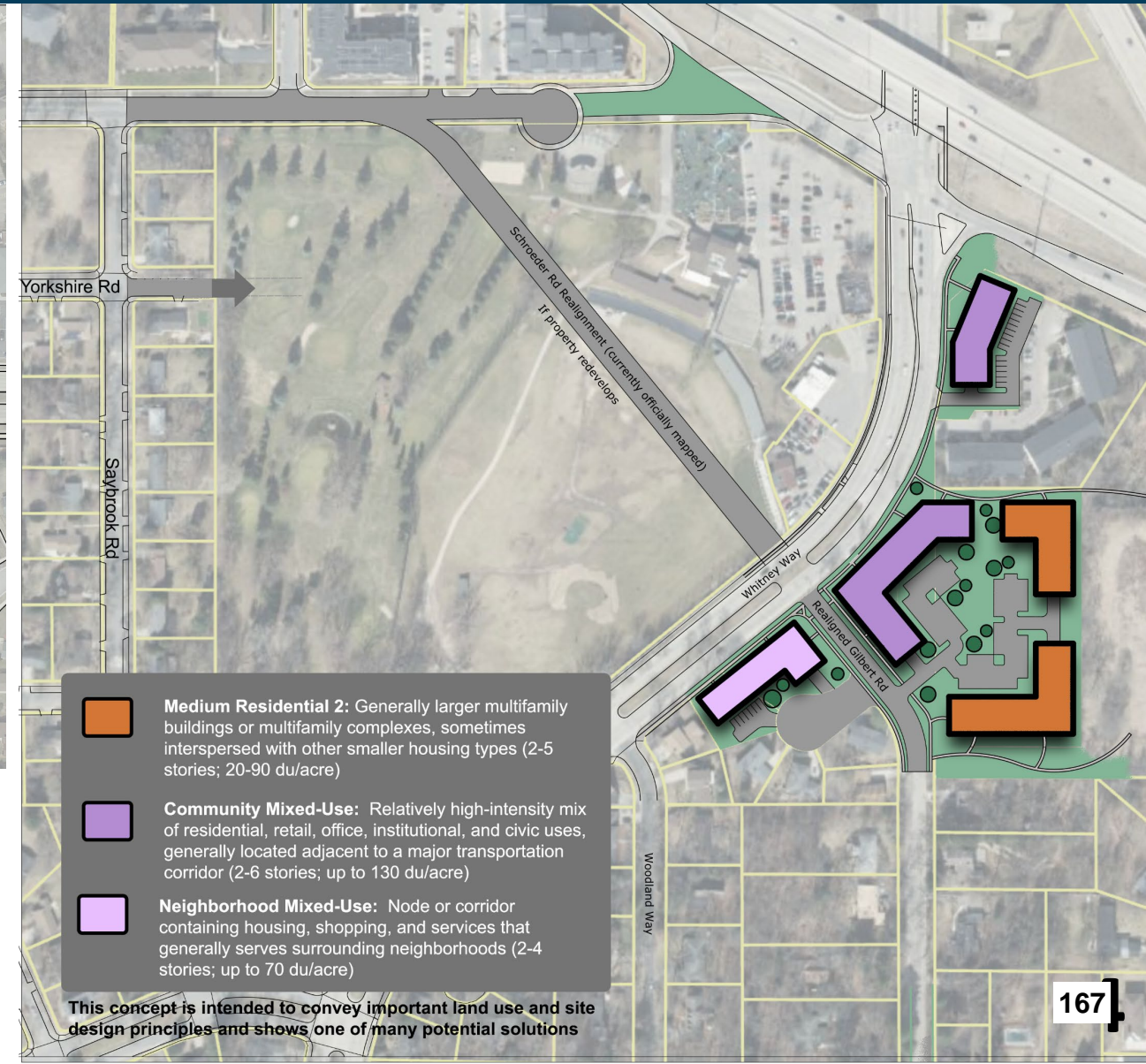
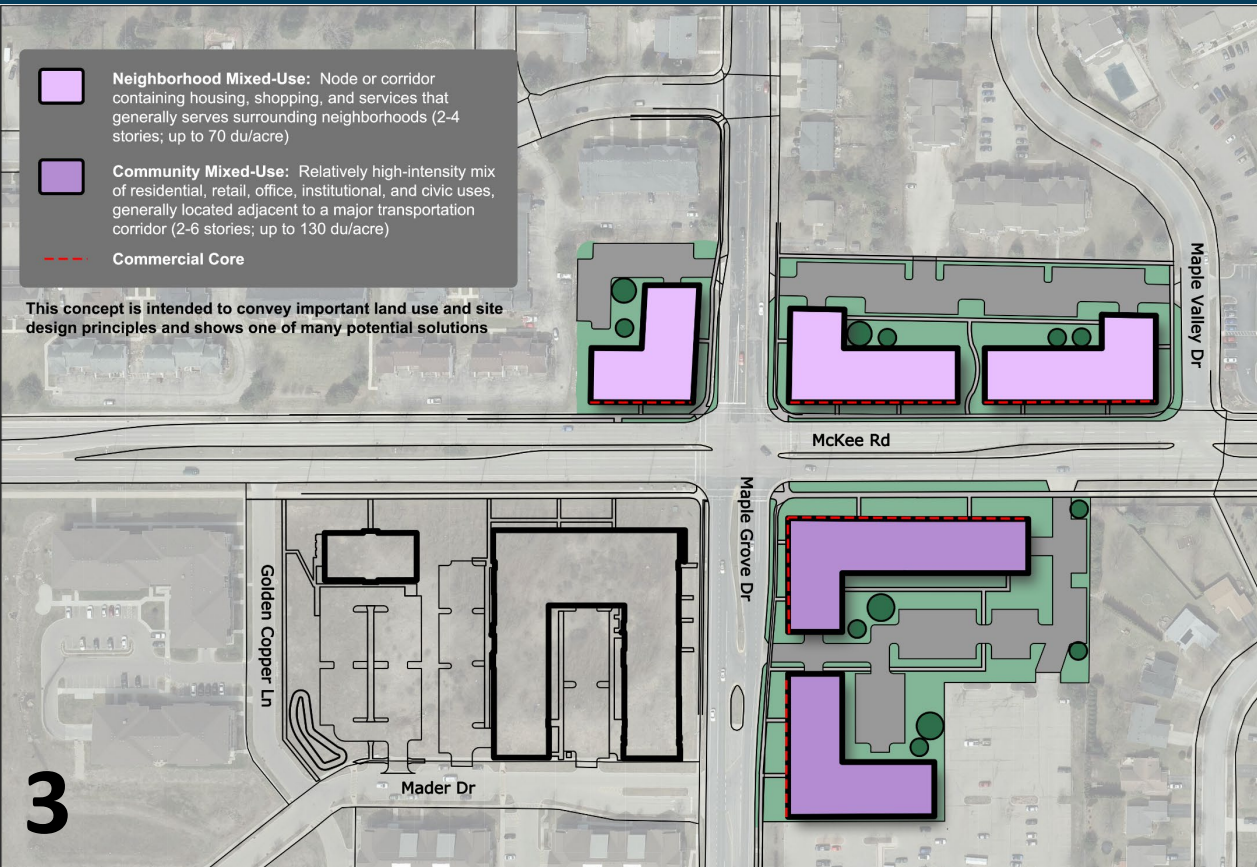


# Land Use Highlights – Illustrations





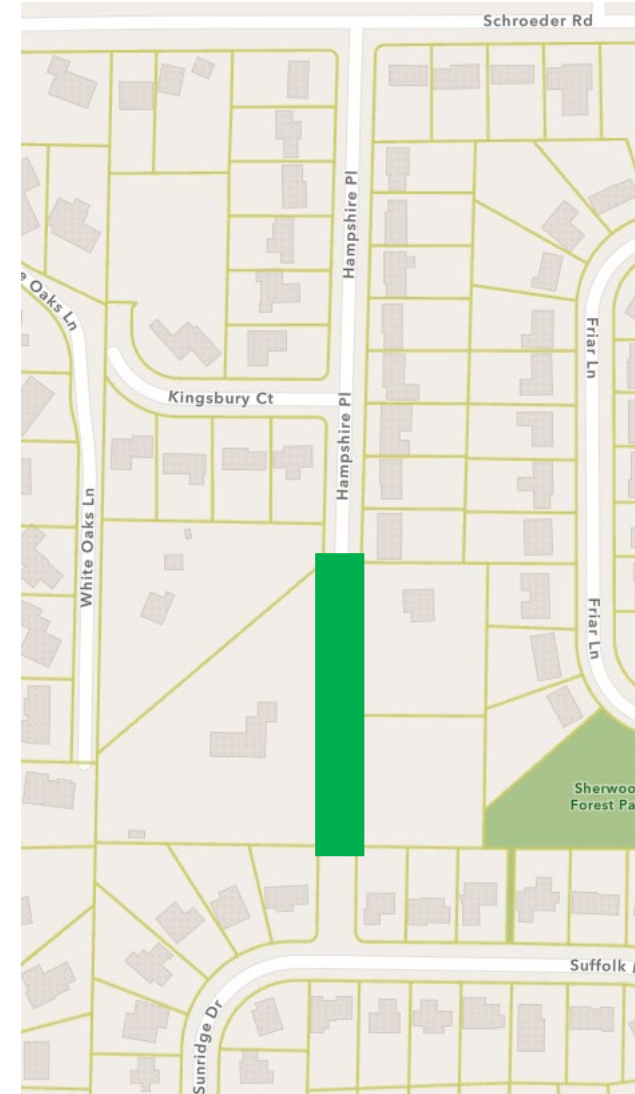
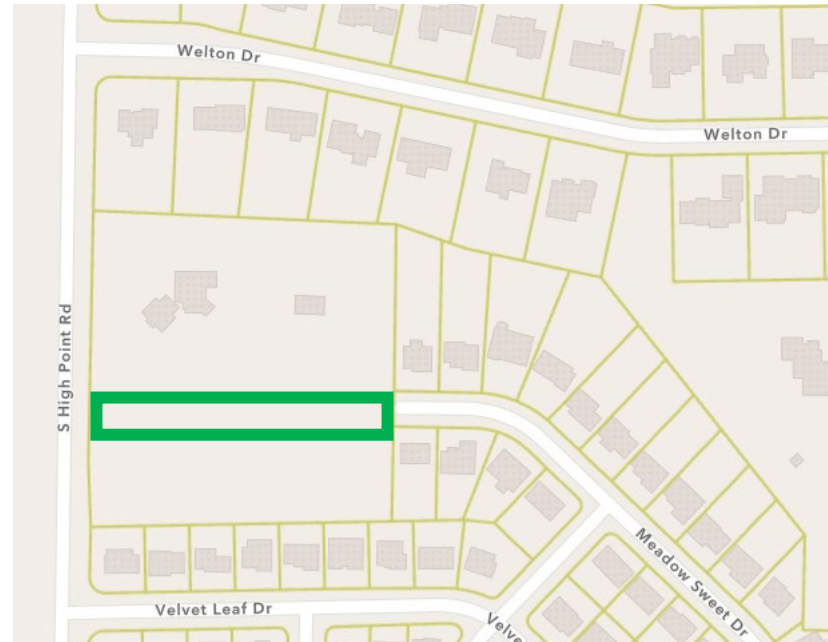
# Land Use Highlights – Illustrations



# Transportation Highlights



- Vitense/Schroeder Rd, Hampshire Pl – officially mapped streets
- Officially map extension of Meadow Sweet Dr.





# Transportation Highlights

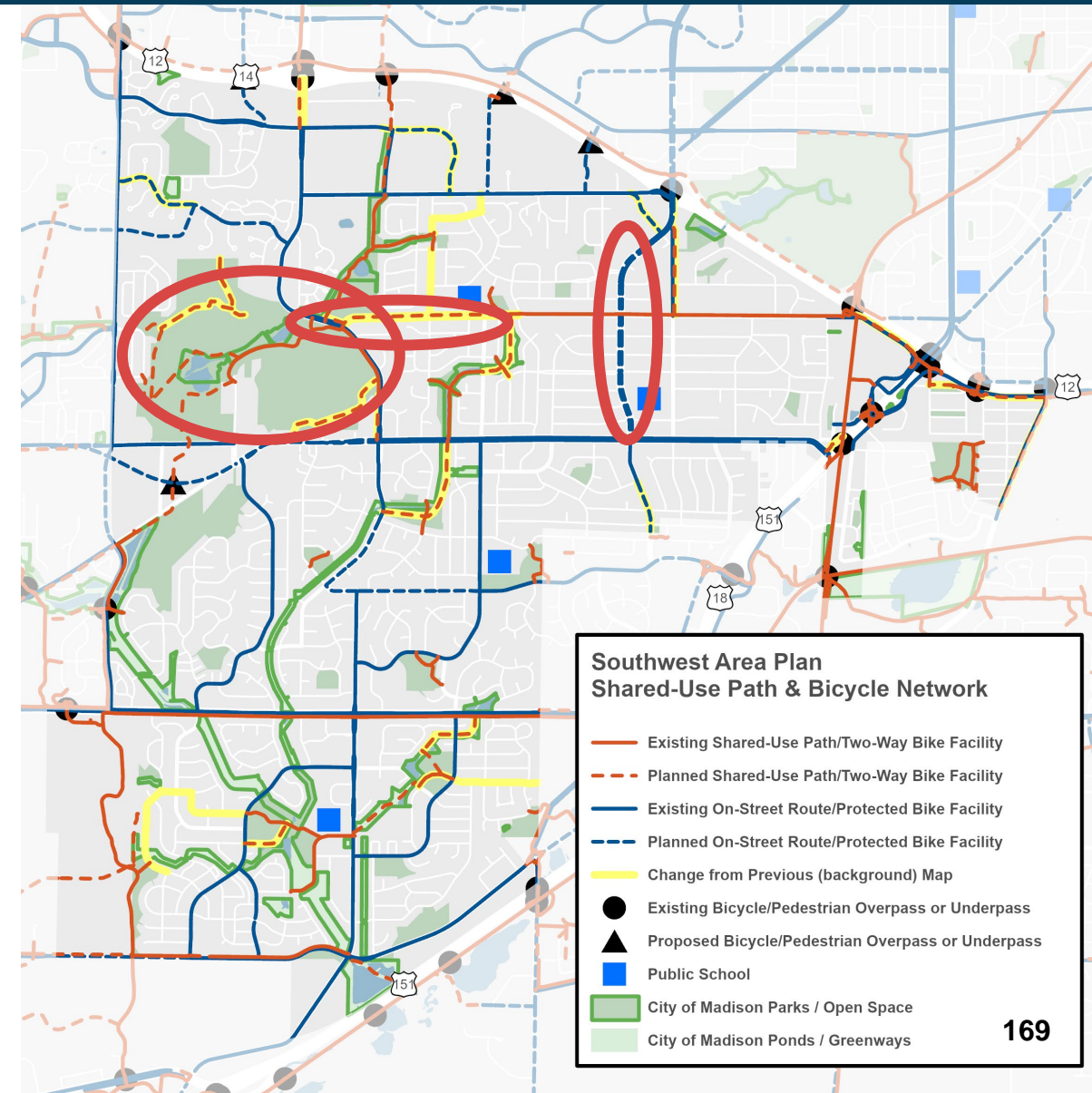
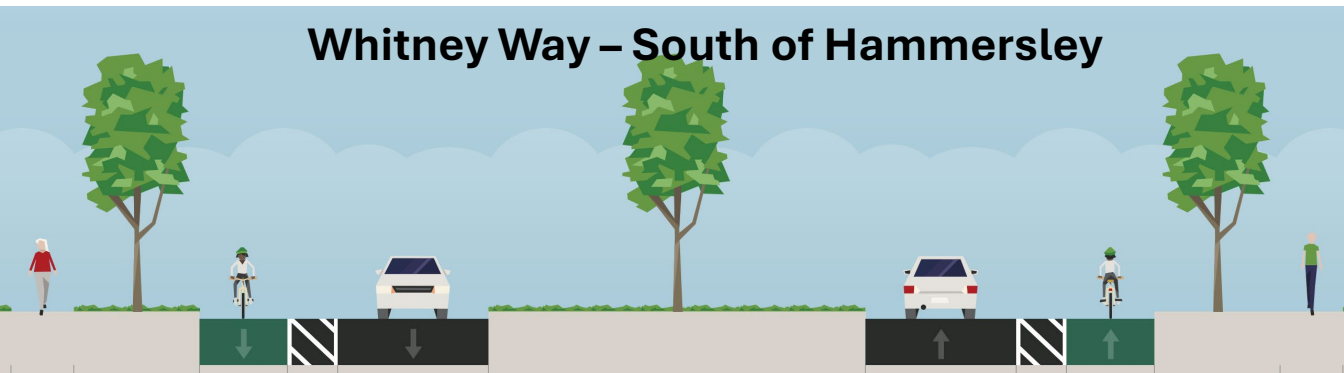


- Extend Hammersley Path west to Elver Park.
- Add more pedestrian/bicycle connections to and through Elver Park.
- Stripe separated bike lanes on Whitney Way from the Beltline south to Raymond Rd.

Whitney Way – North of Hammersley



Whitney Way – South of Hammersley





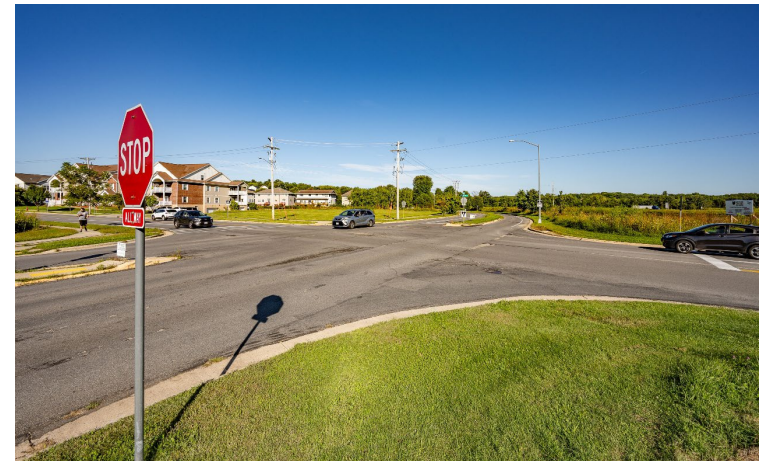
# Transportation Highlights



- Raymond Road:
  - Short-term – increase ped/bike safety via bump-outs, RRFBs, etc.
  - Long-term – evaluate whether reduction in # of travel lanes is merited.
- Schroeder Road: complete a Safe Streets for All review to develop detailed projects to reduce speeding and improve safety.
- 12 Vision Zero analyses listed in H&S chapter.



*Improve Seminole Hwy. to an all ages and abilities bicycle route.*



*Install a roundabout at the intersection of Cross Country Rd., Maple Grove Dr., and Nesbit<sup>170</sup>l.*

# Additional Highlights



- **Neighborhoods and Housing:** Community Development Authority development of owner-occupied housing, such as townhomes, at their Allied Drive property.
- **Economy and Opportunity:**
  - Create new tax increment districts (TIDs) to support development of businesses/employment and mixed-use redevelopment.
  - Preserve the Southwest Area's ability to grow employment and businesses by maintaining General Commercial and Employment land uses on the GFLU map for businesses and employers.
- **Green and Resilient:** Prepare a master plan for Elver Park; include additional connections to and through the park.
- **Effective Government:** Explore the feasibility of expanding Meadowridge Library at its present location or at a site further to the west

# Feedback on draft Actions



- Appreciation for planned Hammersley Path extension
- Support for separated bike lanes on Whitney
- Include McKee Rd on Vision Zero Speed Analysis
- Support for the Seminole Hwy bike lanes as AAA facility
- Add Watts Rd on the priority sidewalk connections
- Ensure that any new shared-use path connections in Elver don't disrupt winter cross-country skiing
- Mixed feelings on action to study whether converting Woodington Way to a one-way street by Anana would improve safety
- No Hampshire-Suffolk connection



# Southwest Area Plan Discussion



1. Is there anything you think we missed?
2. Do you have additional comments or questions?







**Department of Planning & Community & Economic Development**

**Planning Division**

Meagan E. Tuttle, Director  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985  
Phone: (608) 266-4635  
planning@cityofmadison.com

**To:** Economic Development Committee

**From:** Ben Zellers, Linda Horvath

**Date:** December 17, 2025

**Subject:** Southwest Area Plan Update

## **Background**

The Southwest Area Plan is the fourth of 12 area plans that lend more detail to the City's [Comprehensive Plan](#) by providing area-specific actions. Area plans create a long-term vision to guide changes in the physical aspects of our community, such as development initiated by the private sector and infrastructure improvements typically carried out by the public sector. Plan recommendations are guided by adopted City policies and feedback from the community. Plans are used to guide the types and locations of new development, identify locations for investment in public infrastructure, ranging from parks to sewers and bike paths. Plans help prioritize what investments the community wants to pursue with limited resources.

Staff is updating the Committee on draft Southwest Area Plan Economy and Opportunity chapter actions and seeking Committee feedback prior to compiling a final draft of the Southwest Area Plan for introduction at Common Council. Please see the [project website](#) for maps, background material, public feedback summaries, and material from past meetings.

## **Public Engagement**

Staff has undertaken many public outreach and engagement events and activities throughout the planning process. The most prominent outreach relating to economic development was the June 3, 2025 [business walk](#) led by Economic Development Division staff.

Initial feedback and summer feedback was used to draft actions and maps in late summer/early fall. Draft actions and maps were released for public review on October 17<sup>th</sup>, with a "[storymap](#)" walkthrough of highlights. An in-person open house to discuss draft actions and maps with the public was held on October 23<sup>rd</sup>, followed by virtual meetings on October 29 (evening) and October 30 (noon). Staff also worked with nINA Collective to hold four focus groups (one general discussion, one Spanish-language discussion, one Chinese-language discussion, and a discussion held in association with Access to Independence). Commenting on draft actions and maps via the online Konveio commenting site closed on December 4<sup>th</sup>. An interim summary of feedback [is available](#) on the project website. It summarizes comments received from June 1-November 16, 2025 and will be updated with comments received through December 4<sup>th</sup>.

## **Economy and Opportunity Actions**

1. Create new tax increment districts (TIDs) as needed to support development of businesses/ employment and mixed-use redevelopment consistent with the GFLU Map in the Land Use chapter.
  - a. If significant redevelopment is proposed in the southwest and/or southeast corner of Verona Rd./W. Beltline Hwy., create a new tax increment district that extends north and south of the W. Beltline Hwy. to support development of businesses/employment.
  - b. As properties within the Town of Middleton island bounded by Gammon, Watts, Struck, and the Beltline transfer to the City and redevelop, create a new TID to fund non-assessable infrastructure improvements to this commercial/ employment area (contingent on proposal of a revenue-generating project).
2. Preserve the Southwest Area's ability to grow employment and businesses by maintaining General Commercial and Employment land uses on the GFLU map for businesses and employers, specifically the two large business areas along the Beltline.
3. Evaluate the prospects for the City to land bank underutilized and/or vacant commercial properties if business vacancies continue or increase, possibly in conjunction with creation of a new TID that generates revenue to support land banking.
4. Explore options for adding public wi-fi in City of Madison Parks located in our Community Action Strategy Areas where 50 % or more people live with low to moderate incomes as defined by Census and HUD income data.

The actions shown above are City-led. The Economy and Opportunity chapter also includes several partnerships. A full draft of the plan, including partnerships, maps, and actions from other chapters, is linked through the [project website](#).

## **Economic Development Committee Discussion**

Staff is seeking feedback from the Committee on draft actions and maps prior to completing a full final draft:

1. Is there anything you think we missed?
2. Do you have additional comments or questions?



# Southwest Area Plan



**Project Team: Ben Zellers • Urvashi Martin • Kirstie Laatsch • Linda Horvath • Angela Puerta • Tim Parks •**

**Economic Development Committee Meeting: December 17, 2025**



# Agenda



- Background
- Public Engagement summary
- Draft Action Highlights
  - Land use
  - Economy & Opportunity
- Timeline

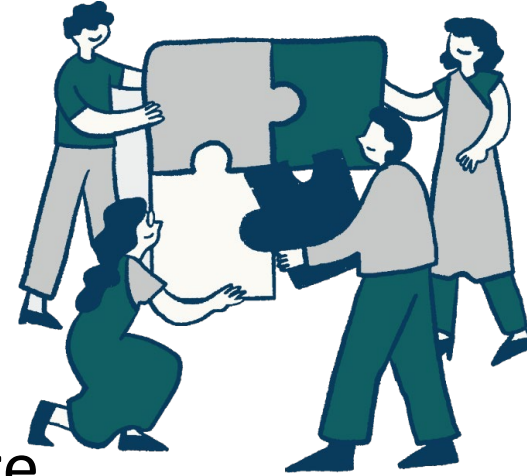




# What is planning and why does it matter?



- Planning is the process of **working together** to create recommendations **to guide the future of Madison and its neighborhoods.**
- Plans **set parameters for future development**, and include recommendations for parks, streets, and other infrastructure.
- **Plans consider** many factors, such as projected growth, housing, transportation, the economy, the environment, and cultural resources.
- Planning is an important **tool to prepare for growth and navigate change.**



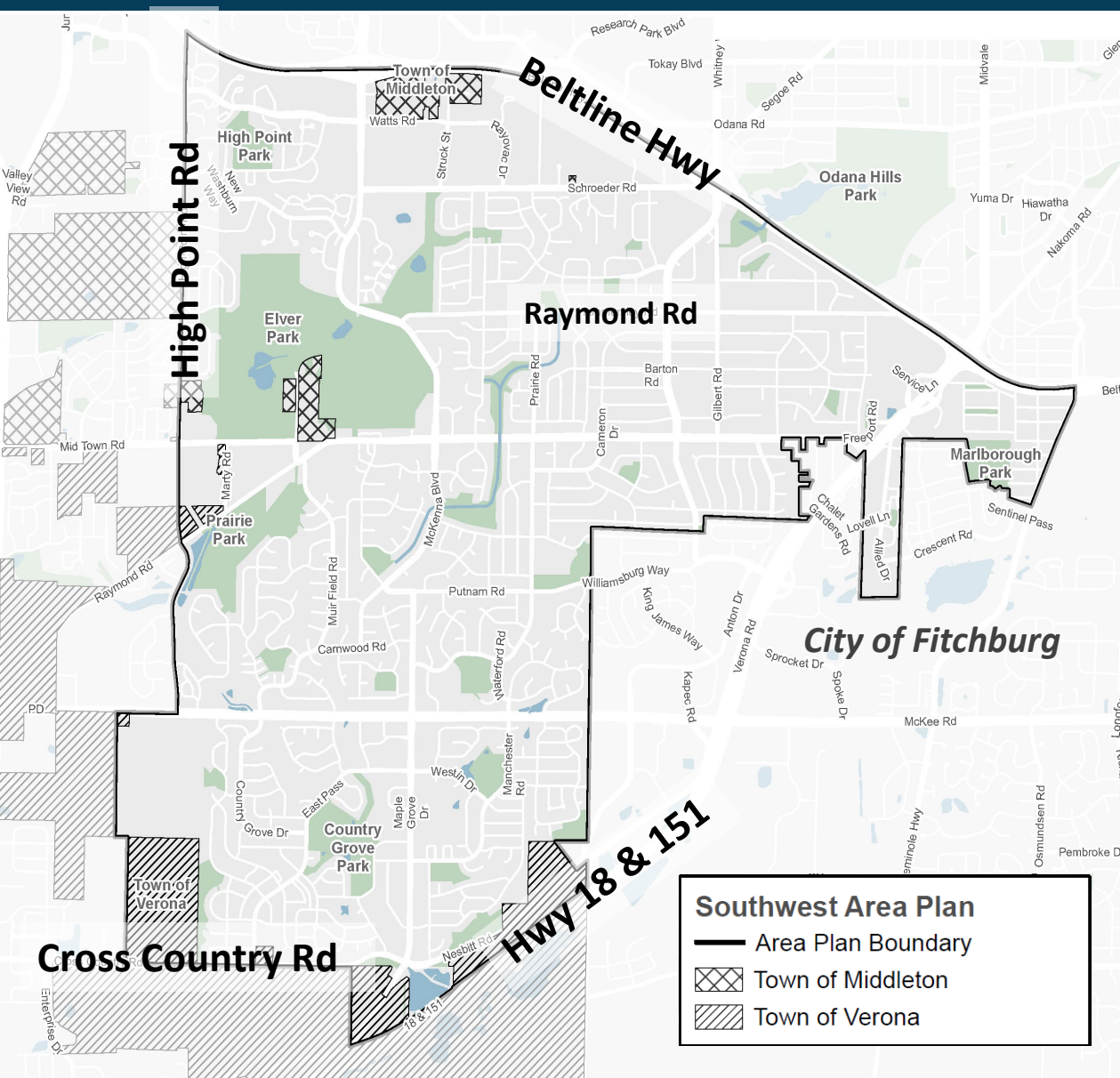
# What are Area Plans and what are the benefits?



- Comprehensive Plan has larger goals for the whole City. Area plans provide more detailed recommendations.
- Full city coverage – 12 areas
- More frequent plan updates
- Consistent plan topics based on Comp Plan; area-specific recommendations
- Enhanced coordination on City initiatives
- Emphasis on feedback from underrepresented groups



# Southwest Area



**North boundary:** Beltline Hwy

**East boundary:** City of Fitchburg

**South boundary:** Verona Rd / Hwy 18  
/ Cross Country Rd

**West boundary:** Ice Age Trail  
Junction Area / High Point Rd

## Southwest Area Plan

— Area Plan Boundary

▨ Town of Middleton

▨ Town of Verona



# Feedback received in Phase 1



## Speeding

Aging in Place

Stormwater Management

Dangerous Intersections

Accessible & Inclusive spaces

Lack of Affordable Housing

Missing Sidewalks

Walkable Mixed-Use Areas

Tree Canopy

School capacity & overcrowding

Connections to Neighborhood  
Destinations

Livable wages

Rental Maintenance Issues

Small businesses like Luna's

More recreational activities

Safe Crosswalks

More youth programming

Public Art

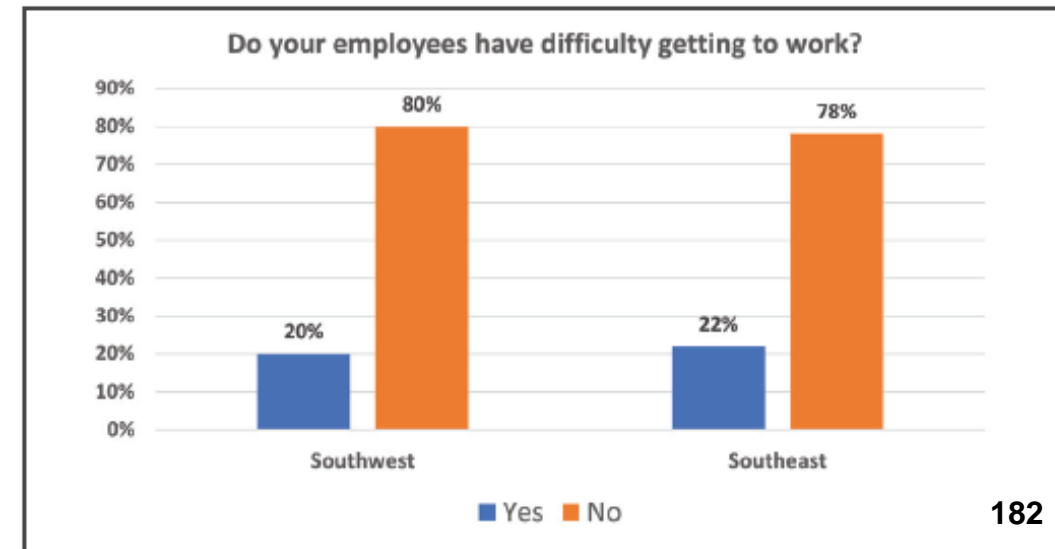
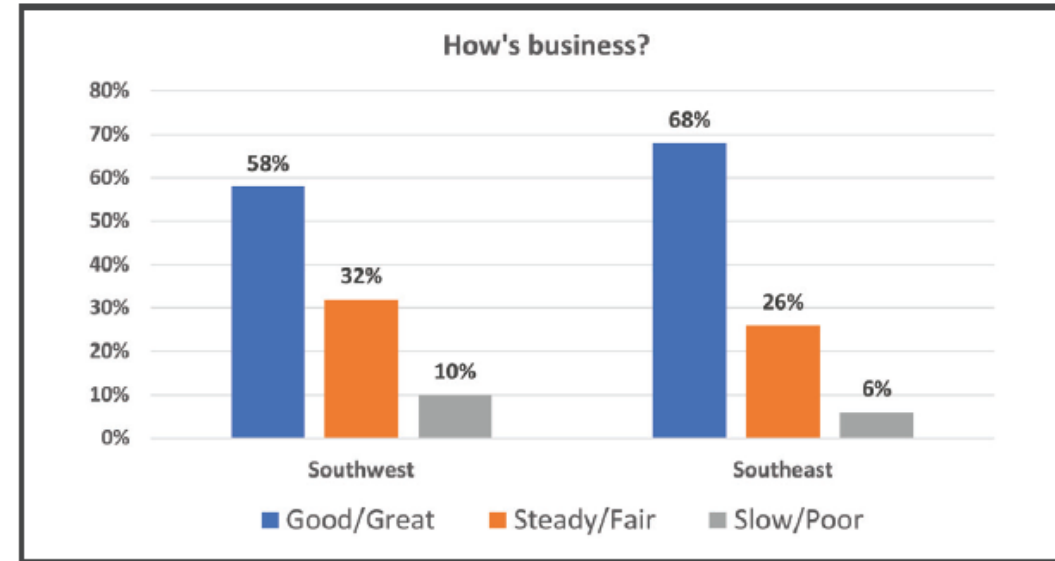
Park Amenities

Street lighting

# Economy & Opportunity: Business Walk



- June 3, 2025
- Visited 135 businesses
- Six questions
- Report available on project website



# How feedback gets into plan





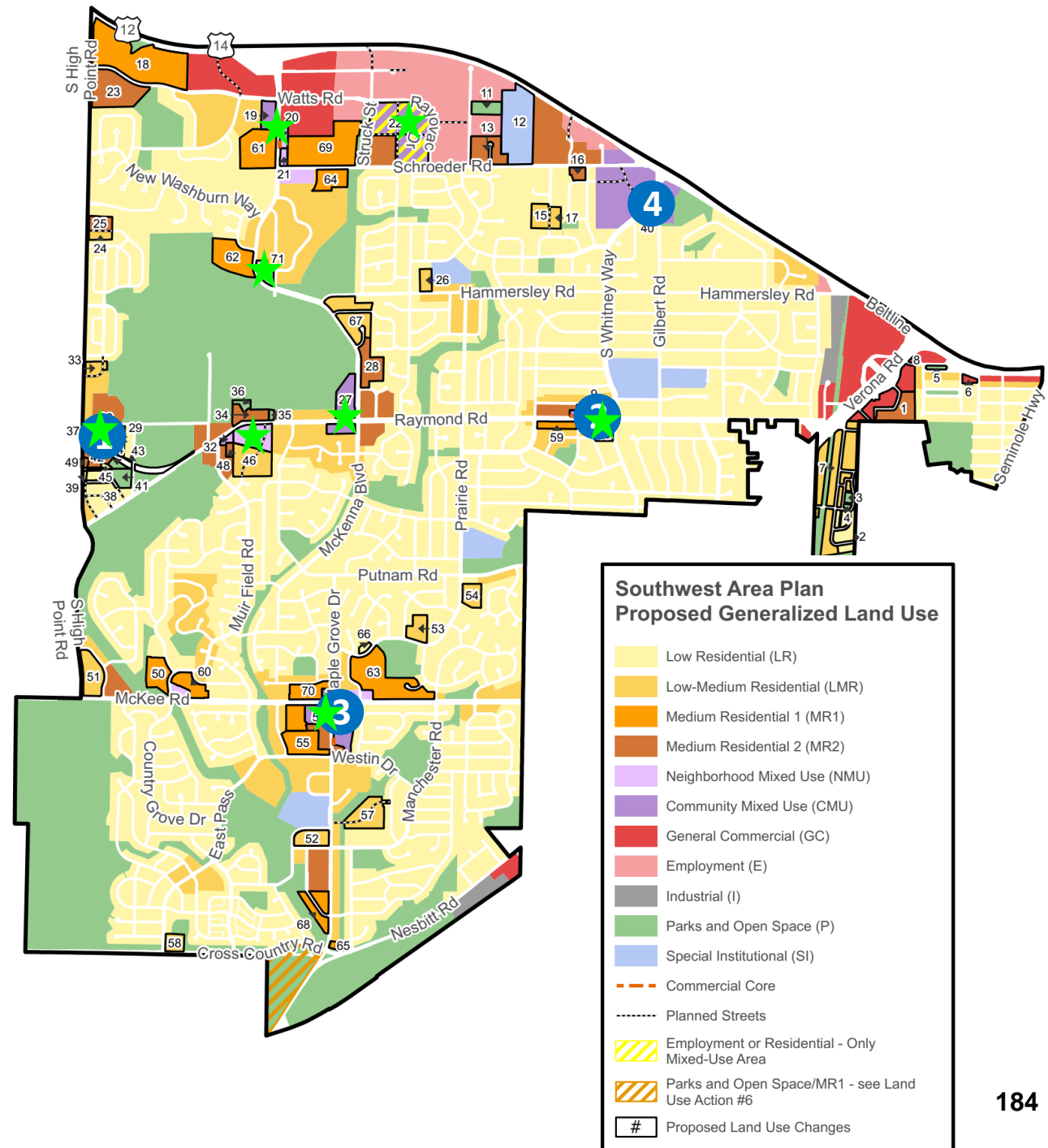
# Land Use Highlights

## What we heard:

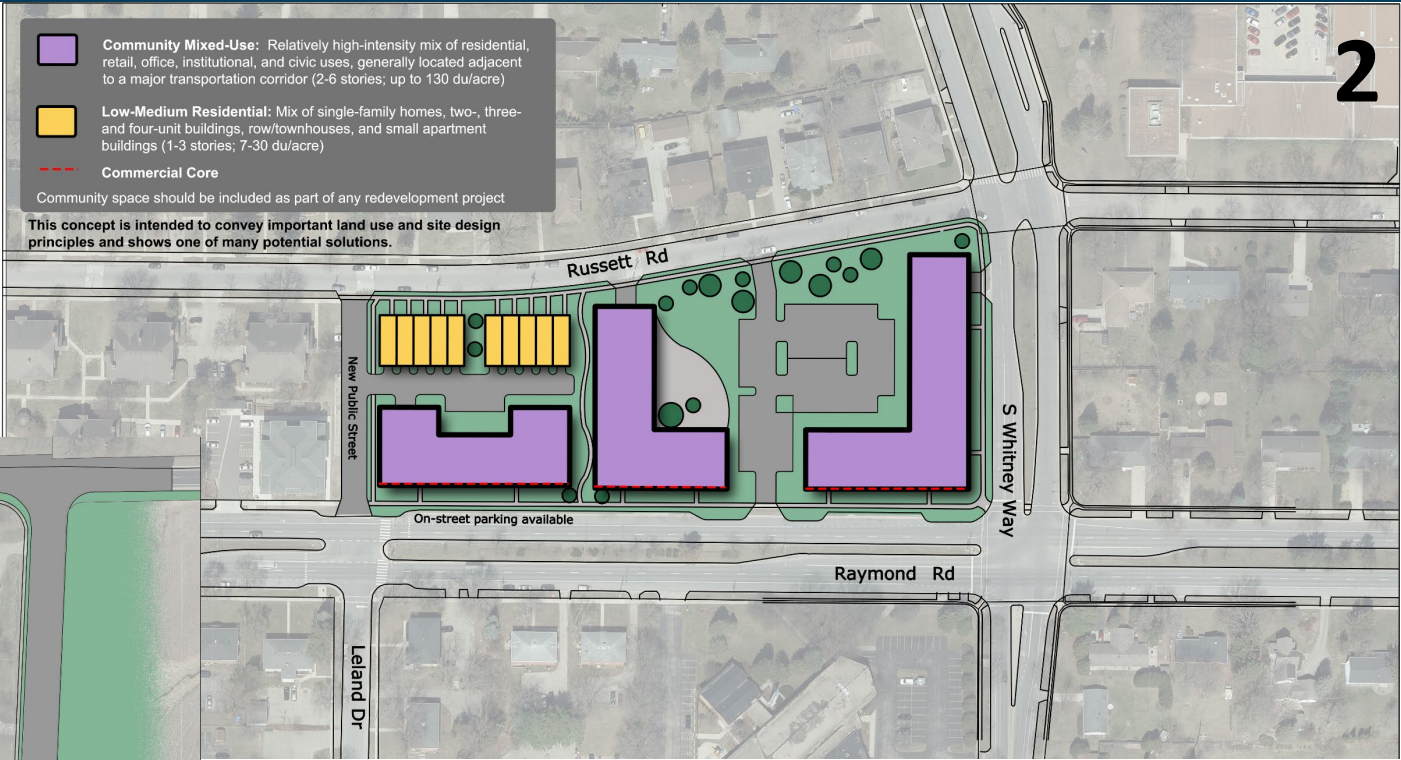
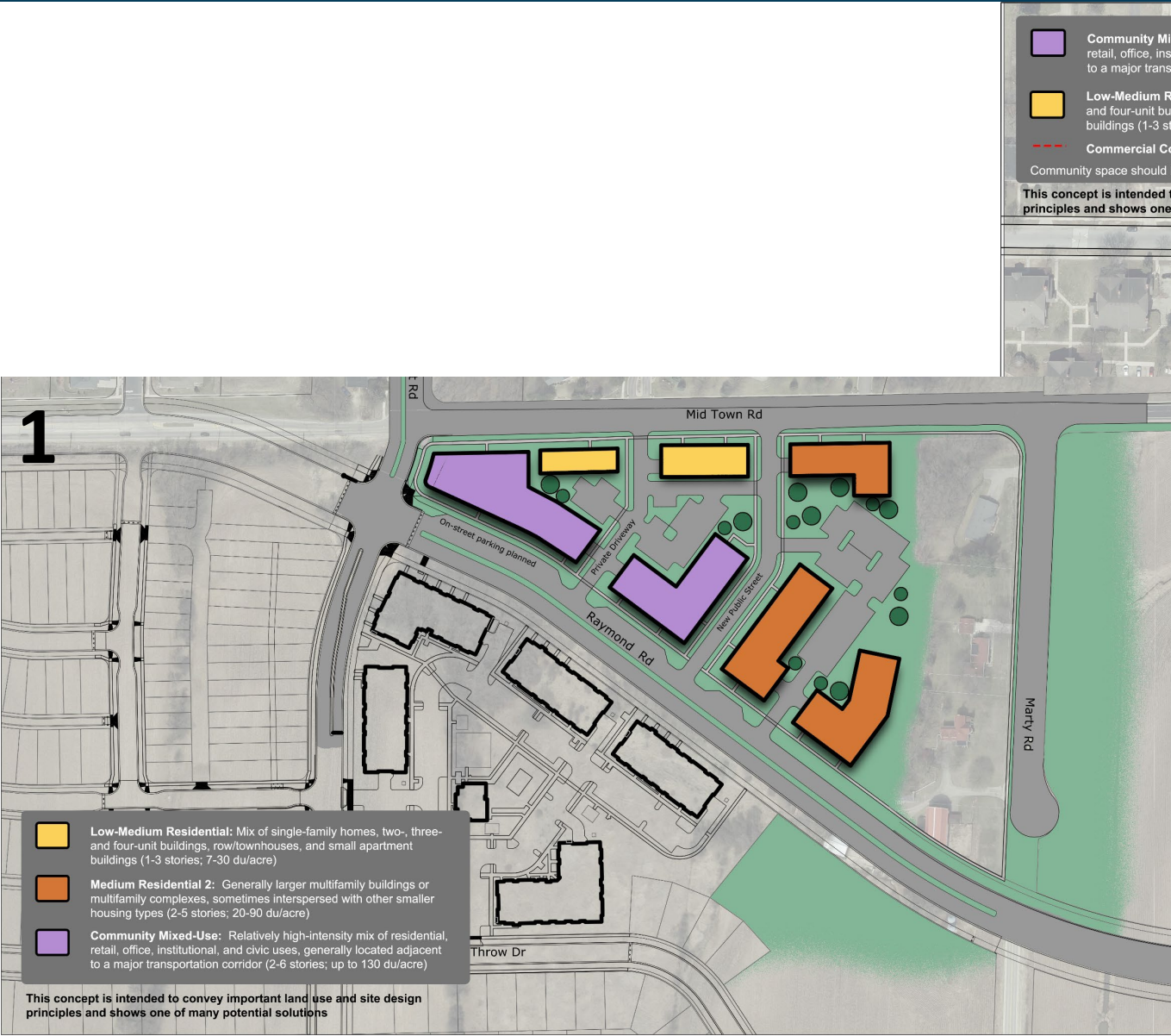
- Support more mixed-use areas/destinations within walking distance
- Allow for more housing options

## Draft Map:

- Additional allowable development along key corridors
- New mixed-use nodes for neighborhoods; boosting allowable mixed-use in previously mapped areas ★
- Support additional housing

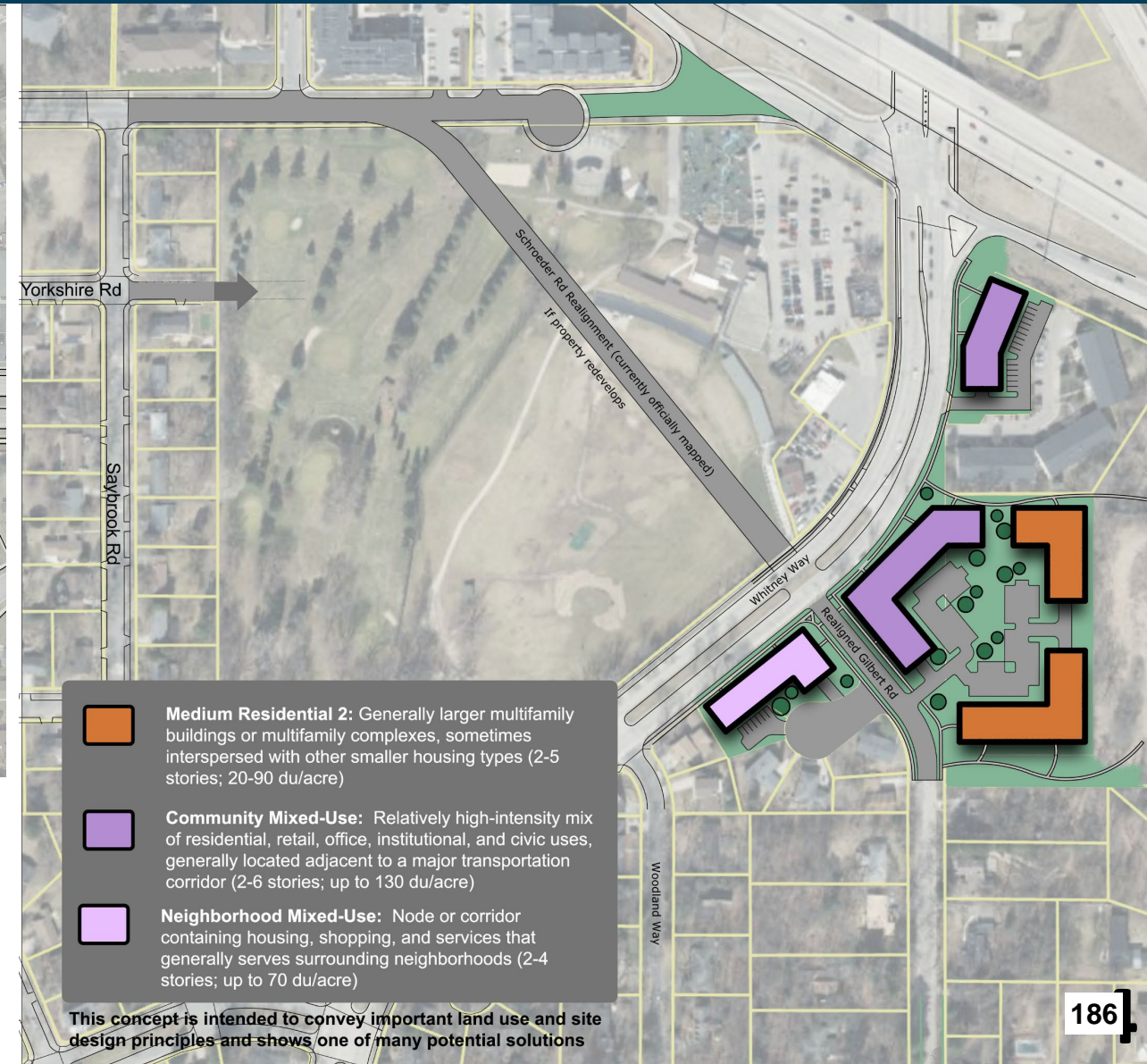
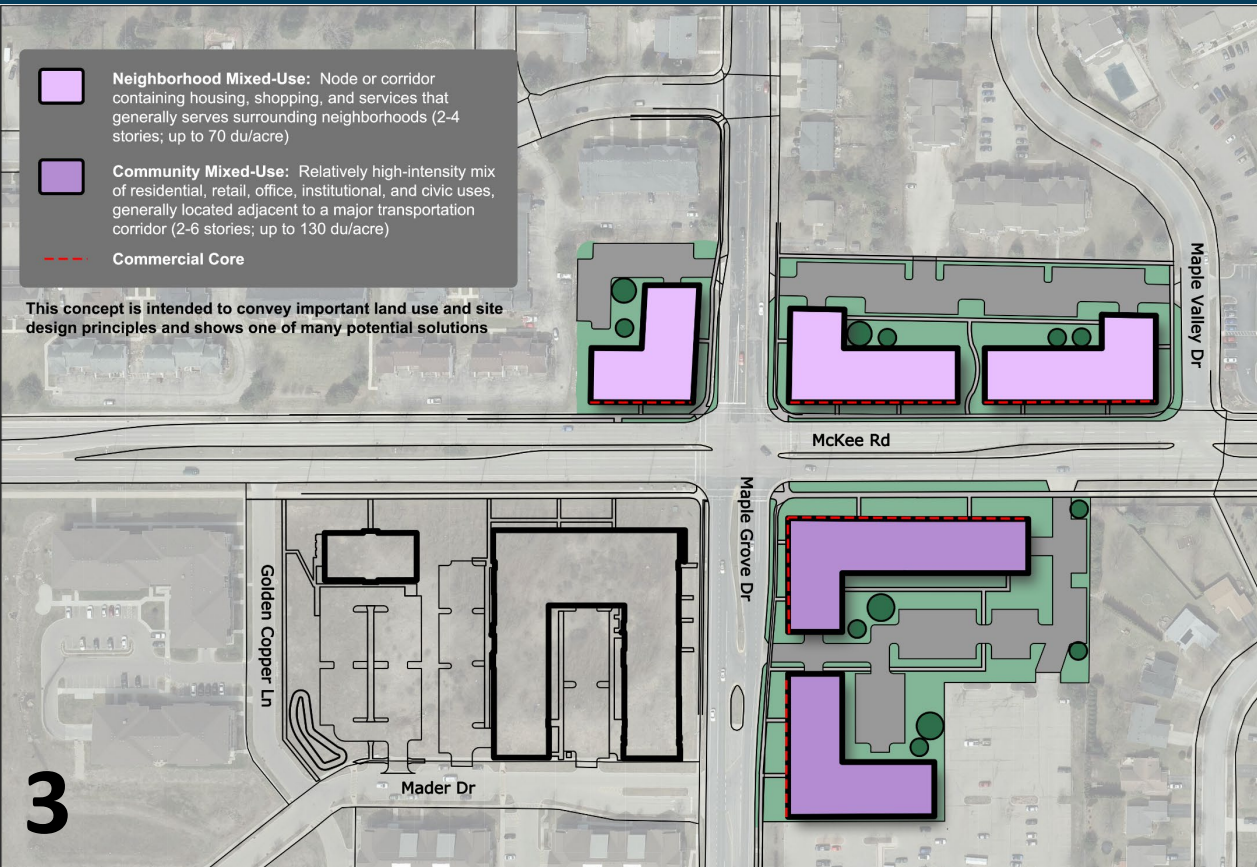


# Land Use Highlights – Concept Focus Areas





# Land Use Highlights – Concept Focus Areas





# Economy & Opportunity



- Create new tax increment districts (TIDs) to support development of businesses/employment and mixed-use redevelopment.
- Preserve the Southwest Area's ability to grow employment and businesses by maintaining General Commercial and Employment land uses on the GFLU map for businesses and employers.
- Evaluate the prospects for the City to land bank underutilized and/or vacant commercial properties if business vacancies continue or increase, possibly in conjunction with creation of a new TID that generates revenue to support land banking.
- Explore options for adding public wi-fi in City of Madison Parks located in Community Action Strategy Areas.
- Partnerships

# Timeline



## Planning Process & Public Engagement

### Phase Zero

#### Data Gathering & Review

- Plan authorization by Common Council
- Pop-up outreach (Parks Alive, resource fairs, etc.)
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Online interactive commenting map
- Background data gathering
- Regular email notifications and website updates (applies to all phases)

JUN - OCT

2024

### Phase One

#### Issues & Opportunities

- Multiagency Open House
- Community survey (part 1)
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Review by Board, Commissions & Committees
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts

NOV - MAY



### Phase Two

#### Develop Recommendations

- Outreach to businesses
- Art Workshop
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with City Boards, Commissions & Committees

JUN - NOV

2025

### Phase Three

#### Draft Plan Review

- Public feedback on Draft Plan
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts
- Pop-up outreach (resource fairs, events at library, community dinners etc.)

DEC - MAR



### Phase Four

#### Adoption & Implementation

- Plan review and adoption by City Boards, Commissions & Committees
- Implementation of Plan recommendations after Plan adoption

APR - MAY

2026



# Southwest Area Plan Discussion Points



1. Is there anything you think we missed?
2. Do you have additional comments or questions?





# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 88389**

**File ID:** 88389

**File Type:** Discussion Item

**Status:** In Committee

**Version:** 1

**Reference:**

**Controlling Body:** PLAN  
COMMISSION

**File Created Date :** 05/20/2025

**File Name:** Update - Southeast Area Plan

**Final Action:**

**Title:** Planning Division staff update - Southeast Area Plan

### Notes:

**CC Agenda Date:**

### Sponsors:

**Effective Date:**

**Attachments:** Southeast\_Southwest\_PC\_Memo\_06-02-25.pdf,  
Southwest\_Southeast Area Plan  
Presentation\_06-02-25PC.pdf,  
SEAP\_SWAP\_06-25-25TC\_Memo.pdf,  
Southwest\_Southeast Area Plan  
Presentation\_06-25-25TC.pdf, Southwest\_Southeast  
Area Plan Memo\_08-25-25PC.pdf,  
Southwest\_Southeast Area Plan  
Presentation\_08-25-25PC.pdf,  
Southeast\_TC\_Memo\_12-03-25.pdf,  
Southeast\_TC\_Presentation\_12-03-25.pdf, [public]  
Southeast Area Plan transportation  
recommendations.pdf,  
Southeast\_BPC\_Memo\_12-10-25.pdf,  
Southeast\_BPC\_Presentation\_12-10-25.pdf,  
Southeast\_PC\_Memo\_12-15-25.pdf,  
SEAP\_PC\_Presentation\_12-15-25.pdf,  
Southeast\_EDC\_Memo\_2025-12-17.pdf, SEAP EDC  
Presentation\_2025-12-17.pdf

**Enactment Number:**

### Author:

**Hearing Date:**

**Entered by:** tparks@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	PLAN COMMISSION	06/02/2025	Discuss and continue				
	<b>Action Text:</b> This Discussion Item was Discussed and Continued. No formal action was taken on this item.						
	<b>Notes:</b> Member of the Southwest Area Plan and Southeast Area Plan teams from the Planning Division provided an overview of the status and next steps for both plans. Following the presentation and discussion, no action was taken on this item.						
1	PLAN COMMISSION	08/25/2025	Discuss and continue				



**Action Text:** This Discussion Item was Discussed and Continued. No formal action was taken on this item.  
**Notes:** Members of the Southwest Area Plan and Southeast Area Plan teams from the Planning Division asked the Plan Commission for feedback on two topics related to the Generalized Future Land Use (GFLU) maps. Following the presentation and discussion, no action was taken on this item.

---

**Text of Legislative File 88389**

Title

Planning Division staff update - Southeast Area Plan



## Department of Planning & Community & Economic Development

### Planning Division

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215 Martin Luther King, Jr. Blvd.  
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planning@cityofmadison.com

**To:** City of Madison Plan Commission

**From:** Southeast and Southwest Area Plan Project Managers (Rebecca Chare, Jeff Greger, Kirstie Laatsch, Urvashi Martin)

**Date:** June 2, 2025

**Subject:** Southeast Area Plan and Southwest Area Plan Update

## Project Background

Planning Division staff began working on the Southeast Area Plan and Southwest Area Plan in September 2024. The [Southeast Area](#) is generally bounded by State Highway 30 to the north, Interstate 90 to the east, Siggelkow Road / Village of McFarland to the south, and the City of Monona to the west. The [Southwest Area](#) is generally bounded by the West Beltline Highway to the north, the City of Fitchburg to the east, Highway 18/151 and Cross Country Road to the south, and S. High Point Road to the west.

Staff has prepared a series of background maps and informational materials that are available for public review at the project websites linked below.

- Southeast: <https://www.cityofmadison.com/southeastplan>
- Southwest: <https://www.cityofmadison.com/southwestplan>

Both Area Plan teams have established and met with an interagency staff team with representatives from Economic Development, Engineering, Metro Transit, Parks, Transportation, and others to discuss each Area. Coordination with the interagency staff teams will continue throughout the process.

## Public Engagement

Three initial public meetings (two virtual and one in-person) were held to kick off each planning process. In addition to the public meetings, staff collected feedback from various other sources such as the Online Commenting Map, Resident Survey, Madison Madness Bracket Exercise, Community Partners, Focus Group meetings, Pop-Up events, UW PEOPLE Program, and Neighborhood Resource Teams, among others.

Items 3 and 4 on the June 2nd agenda will focus on summarizing the planning process and community feedback to-date for the Southeast and Southwest Area Plans.

## Virtual Attachment Links

1. Presentation slides – Legistar [88388](#) or [88389](#)

May 27, 2025

Page 2

2. [Focus Groups Feedback Summary Report](#)
3. [Southwest Area Underlying Plan Review](#)
4. [Southeast Area Underlying Plan Review](#)
5. [Southwest Area Plan Interim Phase 1 Feedback Summary](#)
6. [Southeast Area Plan Interim Phase 1 Feedback Summary](#)
7. [Madison Madness Bracket Results](#)

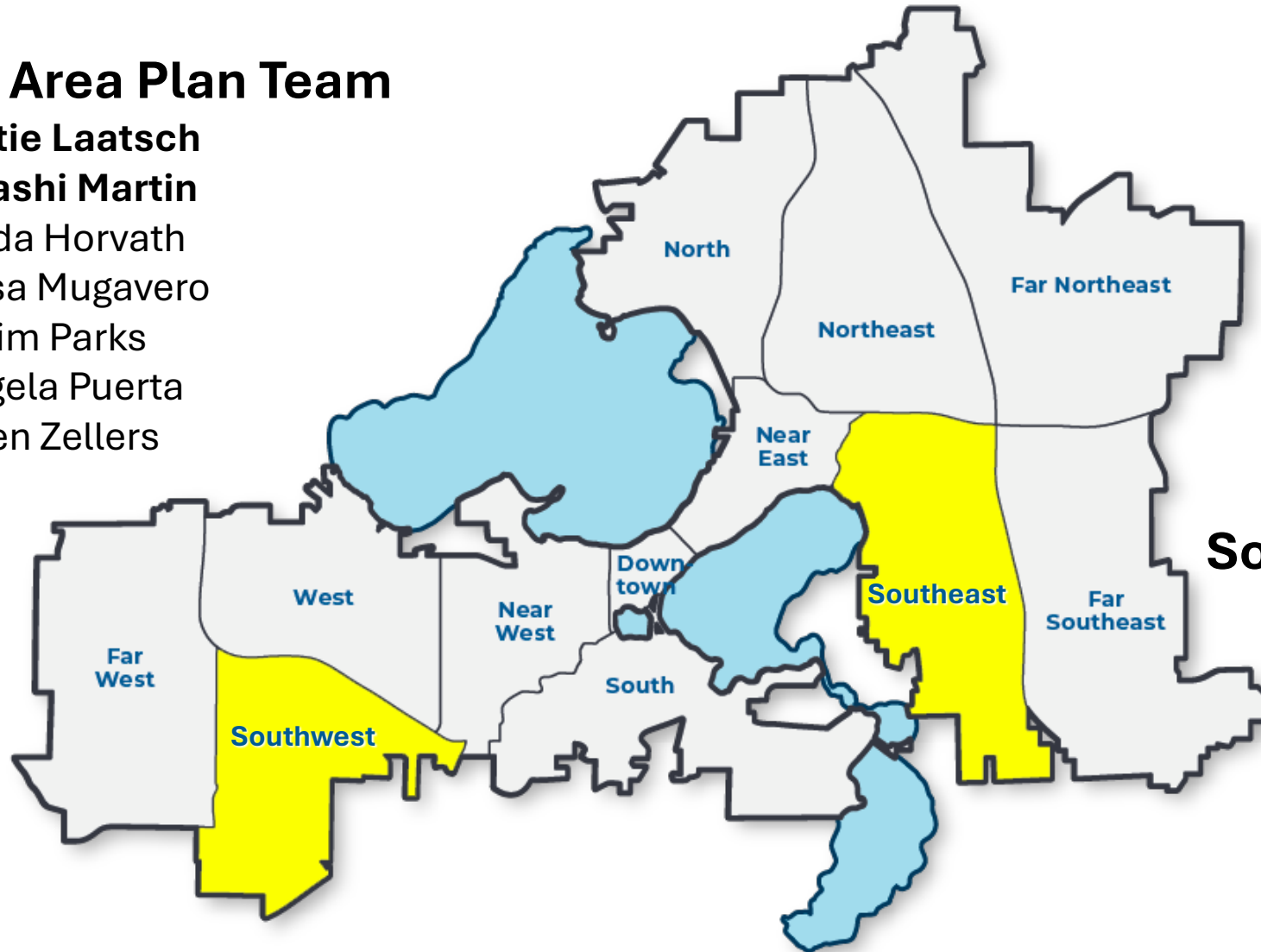


# Southwest and Southeast Area Plans



## Southwest Area Plan Team

Kirstie Laatsch  
Urvashi Martin  
Linda Horvath  
Alyssa Mugavero  
Tim Parks  
Angela Puerta  
Ben Zellers

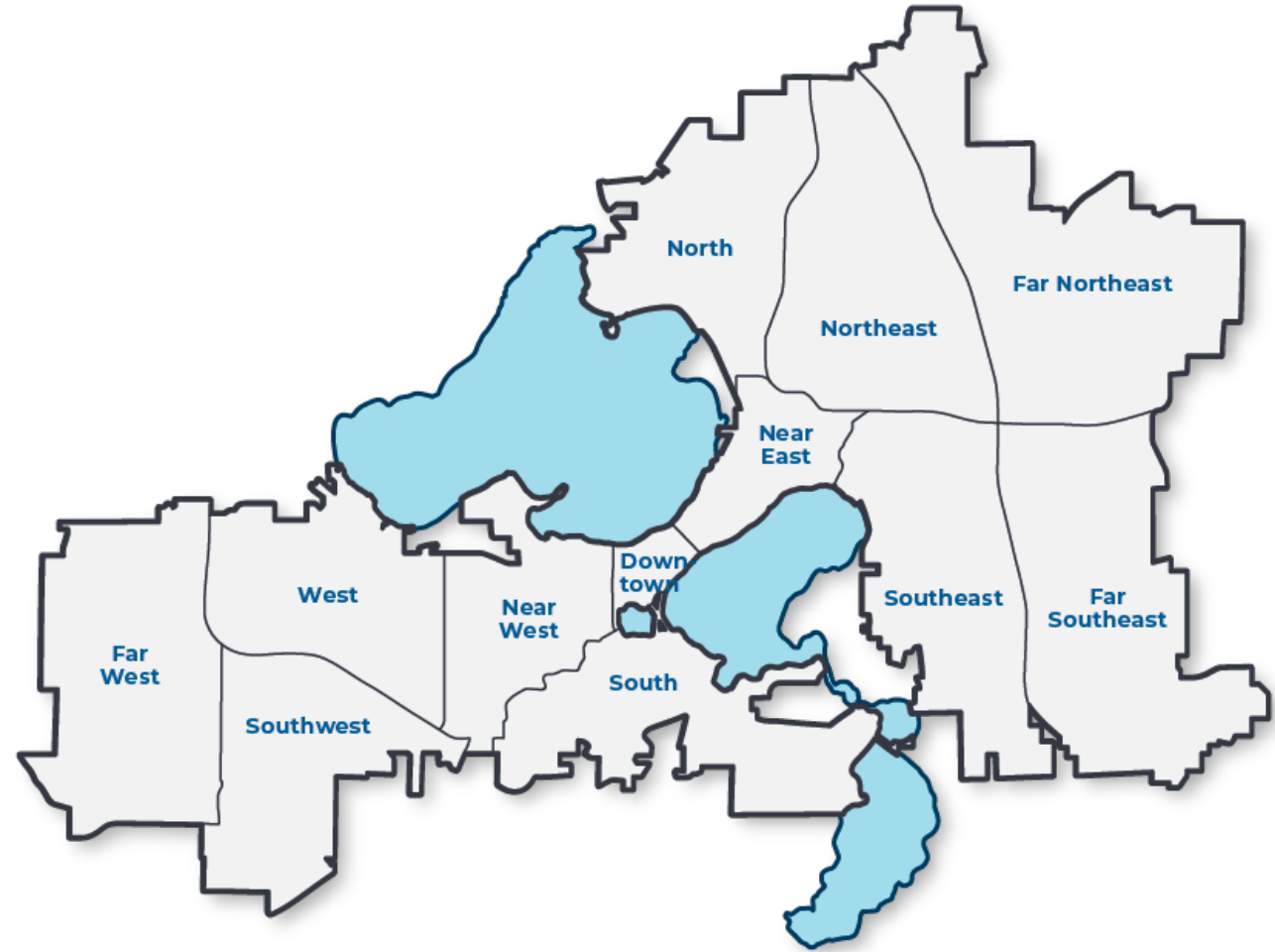


## Southeast Area Plan Team

Rebecca Cnare  
Jeff Greger  
Breana Collins  
Dan McAuliffe  
Alyssa Mugavero  
Chris Wells

# What is an Area Plan?

- A long-term vision designed to guide changes in the many aspects of our community.
- Recommendations cover the Comprehensive Plan's seven elements:
  - Land Use and Transportation, Neighborhoods and Housing, Economy and Opportunity, Culture and Character, Green and Resilient, Effective Government, Health and Safety
- 12 Area Plans will be developed and updated every 10 years.



# Southwest Area

**North boundary:** Beltline Hwy

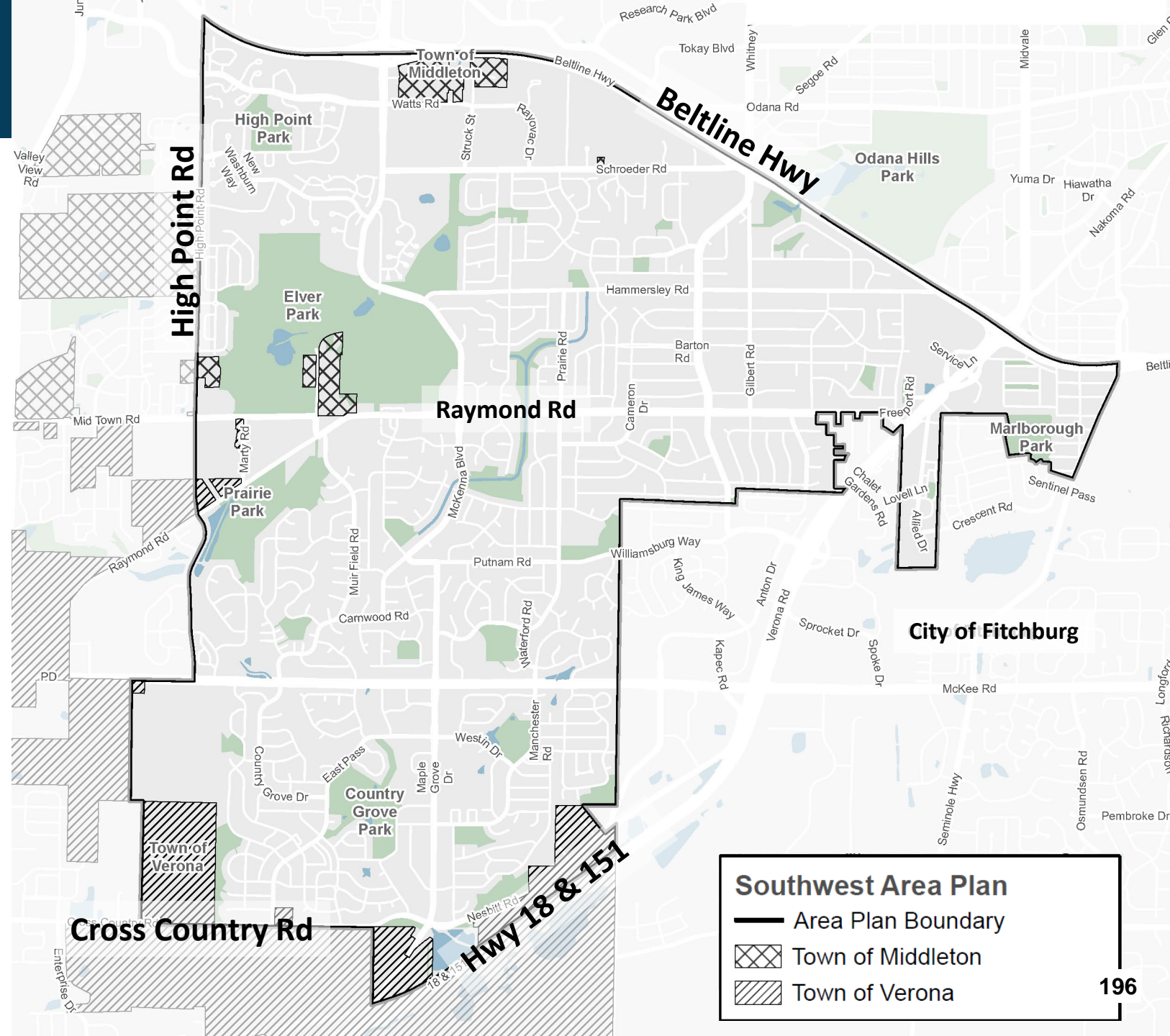
**East boundary:** City of Fitchburg

**South boundary:** Verona Rd,  
Hwy 18/151, Cross Country Rd

**West boundary:** Ice Age Trail  
Junction Area, High Point Rd

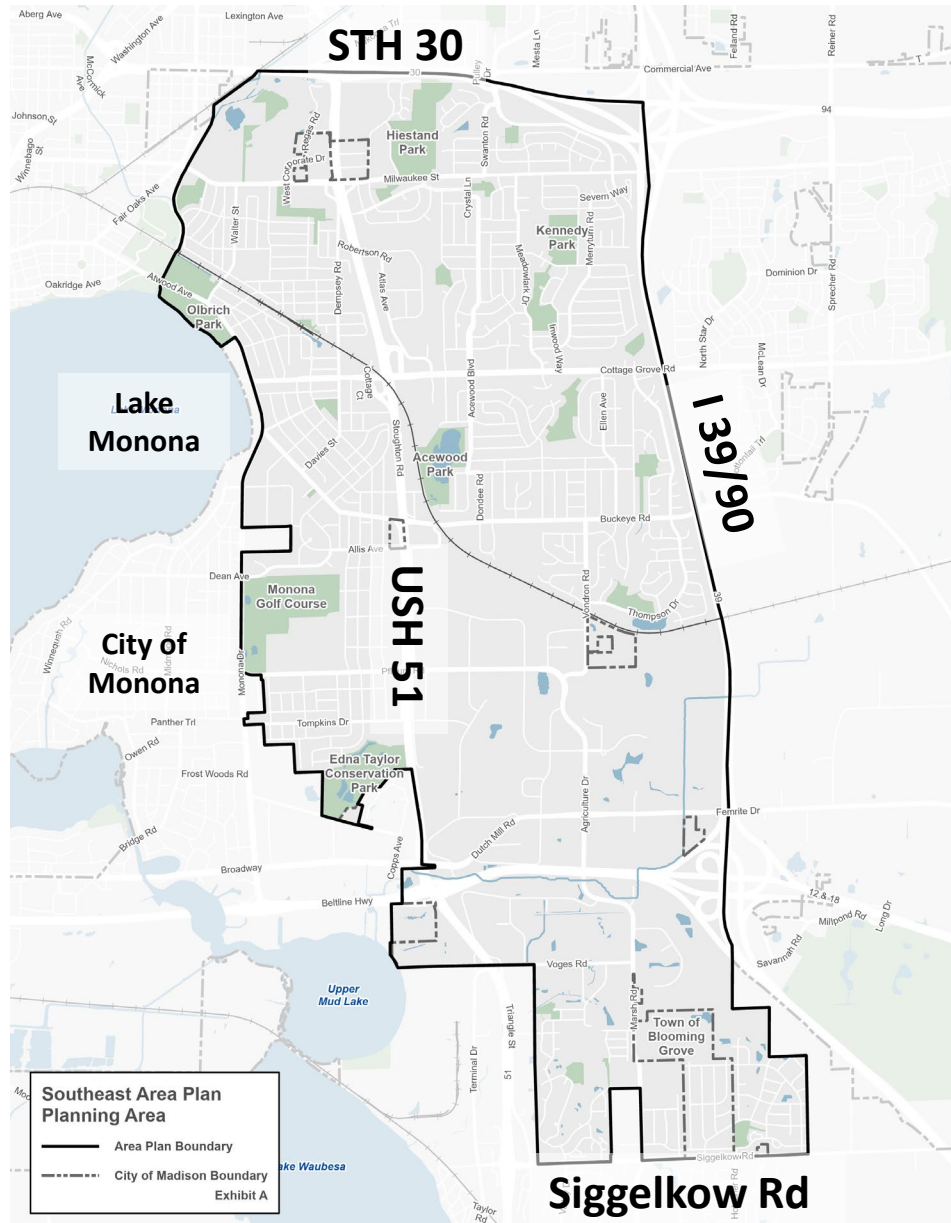
## 2020 Census

- Housing units: 16,443
- Population: 36,837
- 36.8% BIPOC and Hispanic/Latinx





# Southeast Area



**North boundary:** State Highway 30

**South boundary:** Siggelkow Road / Village of McFarland

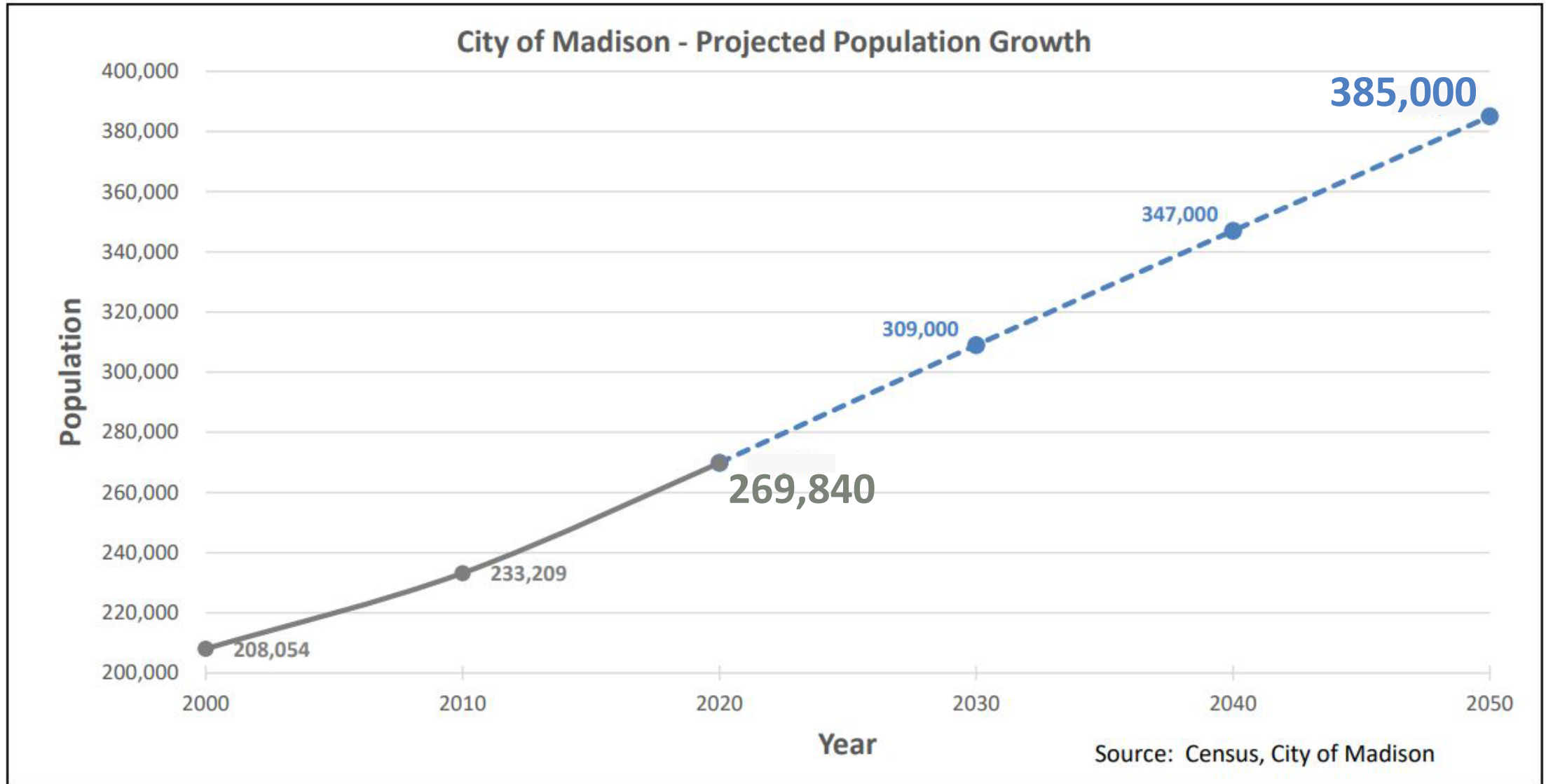
**East boundary:** Interstate 39/90

**West boundary:** City of Monona / Lake Monona

## 2020 Census

- Housing units: 11,100
- Population: 25,366
- 25.9% BIPOC and Hispanic/Latinx

# Background Data – Madison is Growing



**Madison is projected to add 115,000 residents and 50,000 jobs between 2020 and 2050.**

# Plan Topics



## Land Use and Transportation

- Future Land Use Map
- Maximum Building Heights Map
- Zoning map updates
- Streets, sidewalks, and other pedestrian and bike facilities
- Access to transit



## Neighborhoods and Housing

- Housing and affordability
- Complete neighborhoods
- Mix of housing types
- Access to daily needs
- Food access
- Community gardens



## Economy and Opportunity

- Economic Development
- Entrepreneurial opportunity
- Tax Incremental Financing (TIF)
- Land banking
- Business Walk



## Culture and Character

- Historic and cultural resources
- Urban Design Districts
- Public Art
- Placemaking



# Plan Topics



## Green and Resilient

- Parks & open space
- Stormwater management
- Tree canopy
- Urban agriculture/ community gardens



## Effective Government

- City utilities and facilities
- Intergovernmental Agreements



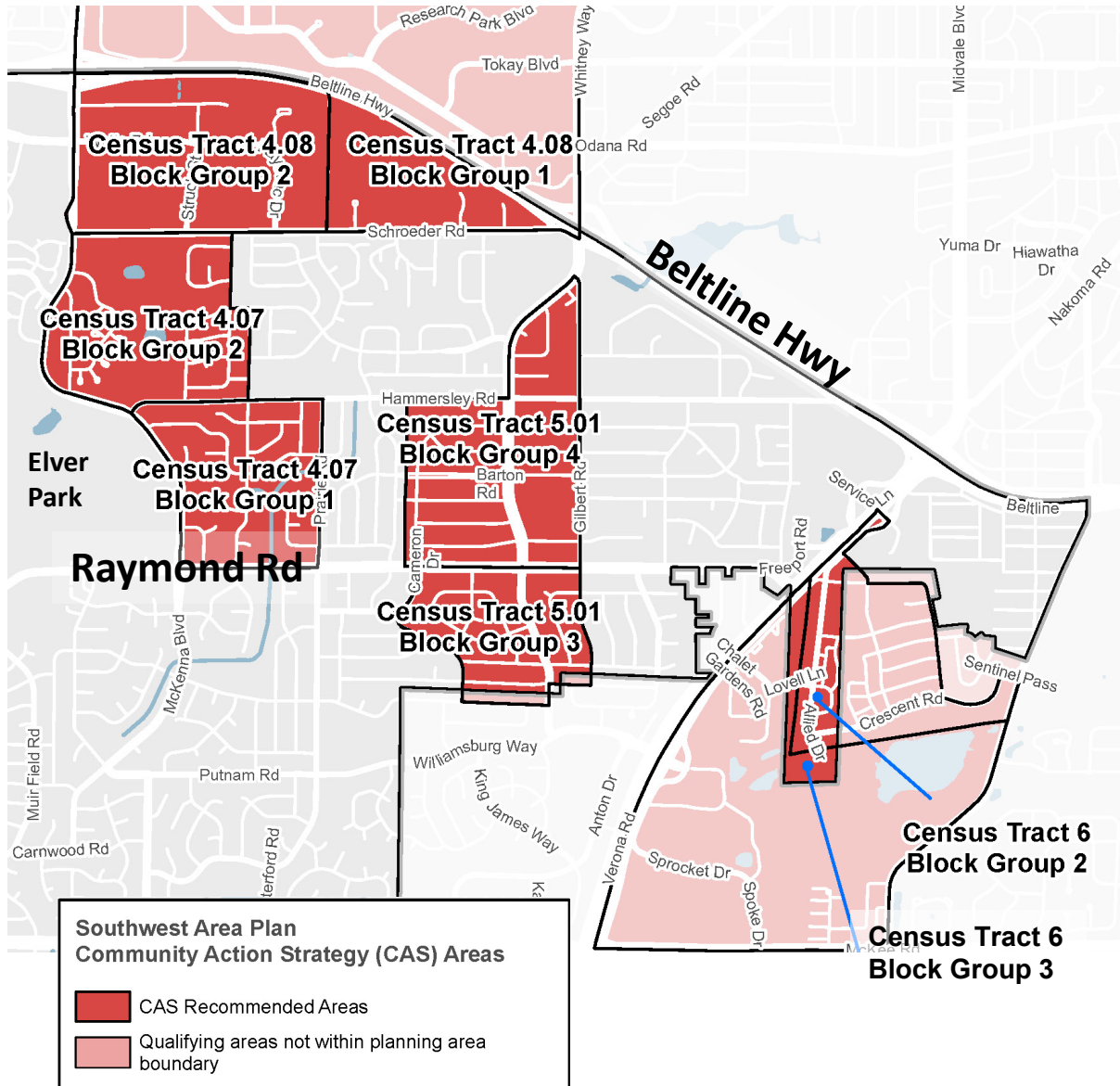
## Health and Safety

- Neighborhood and community resources
- Safe Routes to Schools
- Pedestrian crossings, protected bike lanes
- Speed limits
- Heat islands

## Community Action Strategy

- Capacity building
- Community and Stakeholder Relationships
- Small scale physical improvements

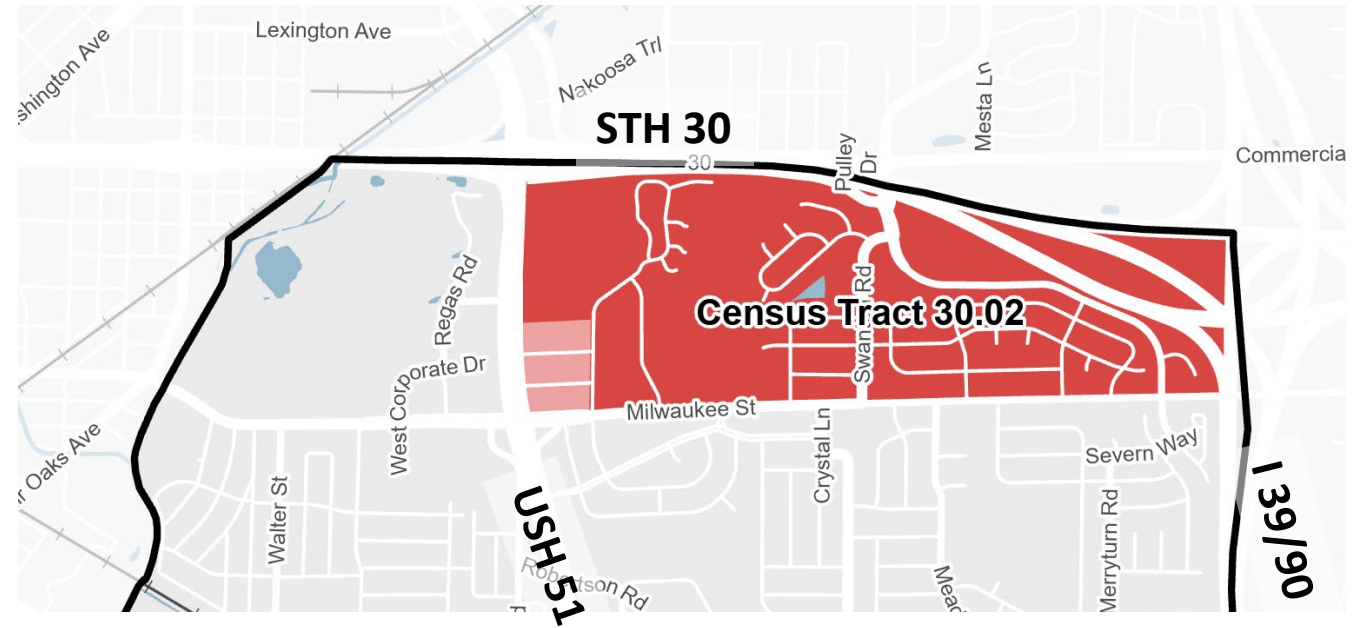
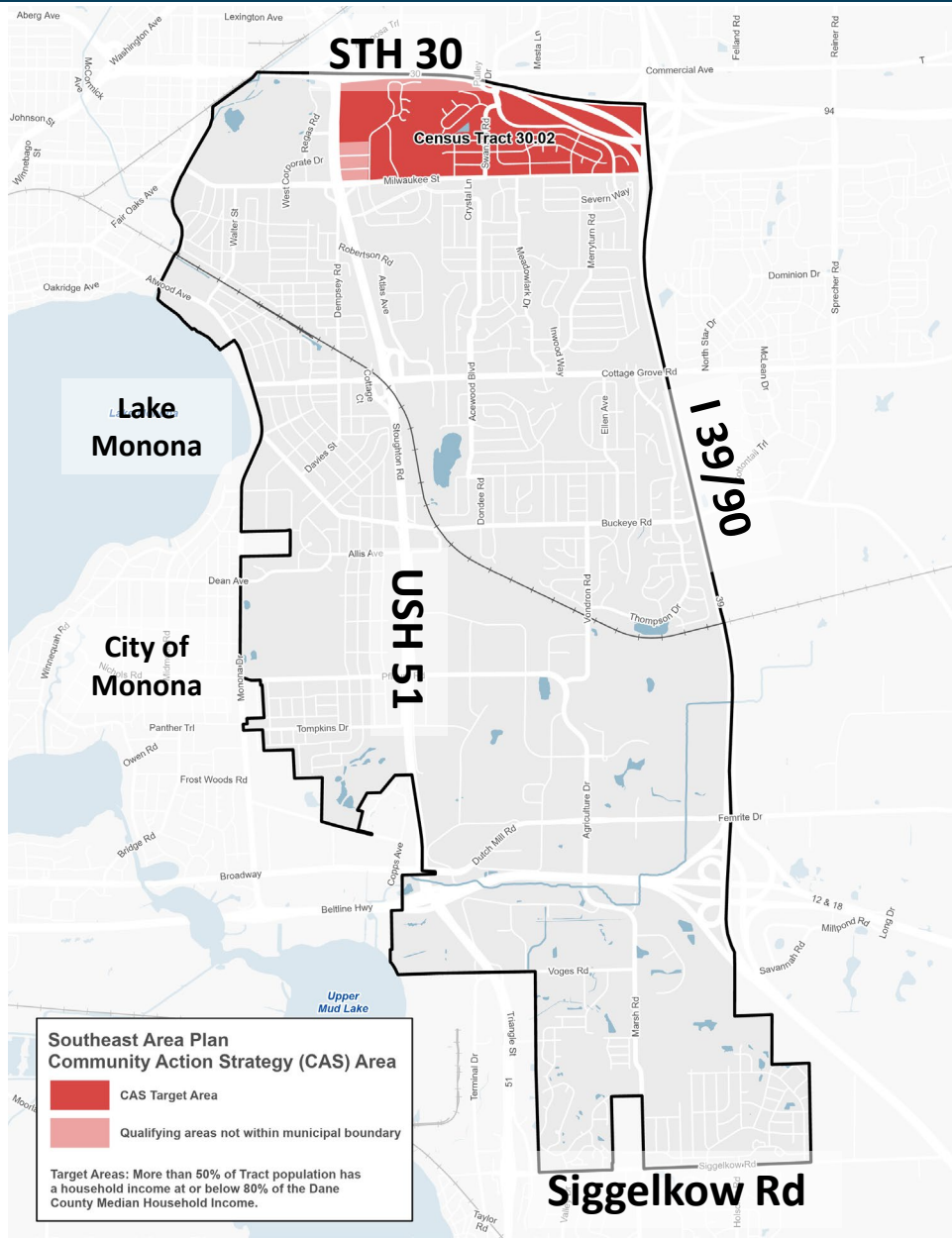
# Southwest Community Action Strategy (CAS)



- City receives federal funding to support community development initiatives primarily benefiting low- to moderate-income residents.
- CDBG eligibility: more than 50% of Block Group population has a household income at or below 80% of the Dane County Median Household Income.
- Selected eligible areas are called Community Action Strategy (CAS) Areas.

Data Source: Low- and Moderate-Income Summary Data (LMISD) 2016-2020 American Community Survey (ACS), Census 2010 Block Group geographies to comply with HUD requirements.

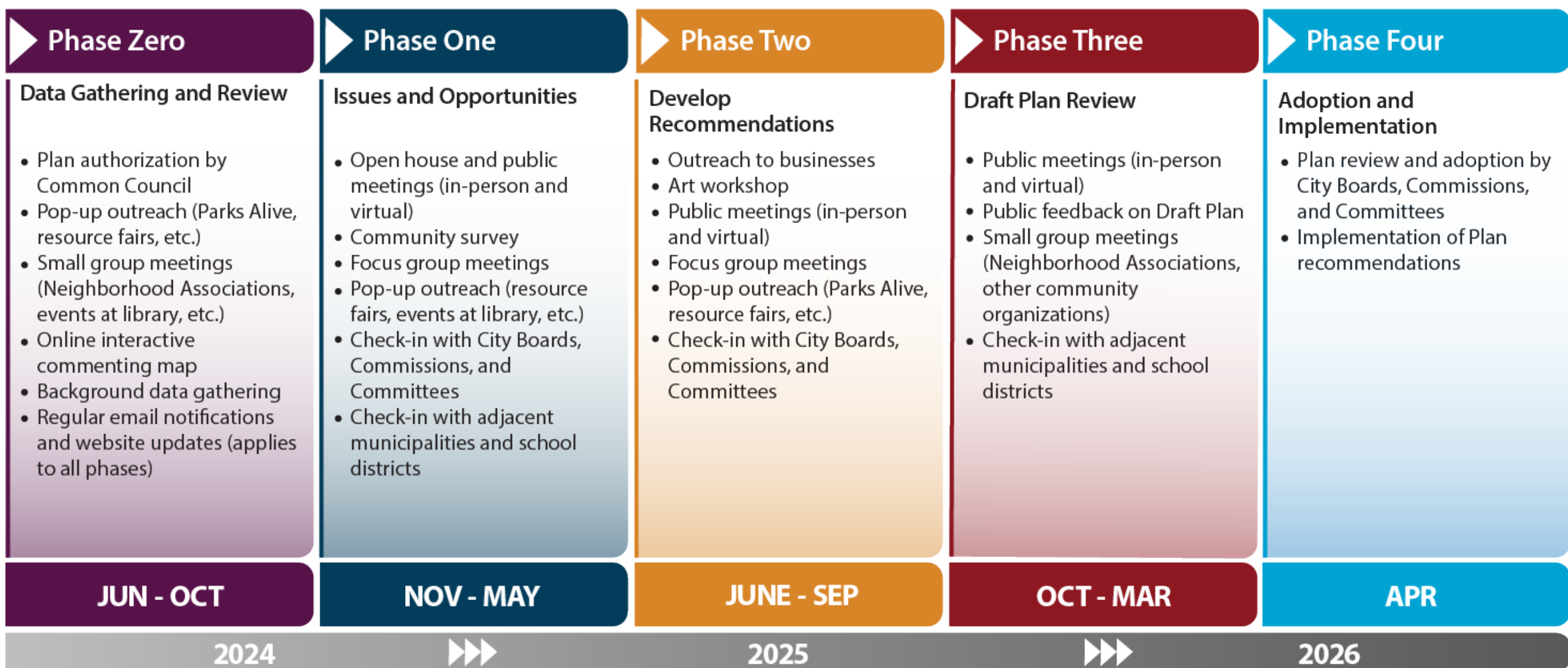
# Southeast Community Action Strategy (CAS)



- Capacity building
- Community and stakeholder relationships
- Small-scale physical improvements
- \$400,000 for physical improvements for SE & SW Plans



# Public Engagement and Anticipated Timeline



# Public Engagement So Far . . .

- Public Meetings: In-person open house and virtual meetings
- November – March: [Interactive Commenting Mapping](#)
- UW PEOPLE Program: Memorial and La Follette
- Community Partner engagement (Southwest)
- Neighborhood walks
- Other engagement: Neighborhood Resource Teams, neighborhood associations, schools, School Districts, non-profits, adjacent municipalities, and others





# Public Engagement So Far . . .

## New engagement activities

- Survey part 1: ~900+ responses
- Madison Madness Bracket: ~1400+ responses
- Partnered with nINA Collective to host Focus Groups aimed at reaching BIPOC groups
- Pop-up outreach: library, community events, food pantries, Bike to Work Week



# Focus Group Quotes

"There's no jobs here.  
Zero... Transportation has a lot to do  
with it. . . .  
How do you get there if you don't have  
a car?"

(SW)

"To me, as I think about health  
and safety, it's that you don't have to  
worry about those shots in the middle of  
the night and whatever the case may  
be, but being able to walk down your  
sidewalk - if you're lucky enough to have  
a sidewalk - is to be able to walk any  
time of day to that extent and not have  
to worry about looking over your  
shoulder."

(SE)

"So they have this whole  
bus system now, and they  
have no bus shelters. So  
we need shelters and we  
need more convenient  
bus stops."

(SE)

"Affordable housing means  
somebody who's working the  
minimum wage can afford to  
pay their rent."

(SW)

"The highway corridors in  
particular are a real barrier  
to getting to other parts of  
the city unless you can  
drive."

(SE)

"Even with a decent-paying job, I  
had to resort to food pantries and  
seek assistance for basic  
needs due to high rent, which  
underscores the inadequacy of  
what is often labeled as  
'affordable housing.'"

(SE)



# Southwest - Key Feedback Themes

## Land Use and Transportation

- Speeding on Raymond Rd, Schroeder Rd, S Gammon especially near schools
- Dangerous crossings and inadequate bike lanes
- Missing sidewalks
- Need more bus shelters or benches
- Meadowood Shopping Center could be revitalized with mixed-use development, including residential
- Walkable destinations such as coffee shops, restaurants, and small businesses.

## Neighborhoods and Housing

- Lack of affordable housing
- Aging in place is important
- Want walkable neighborhoods with nearby services
- Safe rental housing
- More youth programming and activities
- Like neighborhood centers and community centers
- Want grocery store closer to Meadowood neighborhood

## Economy and Opportunity

- Income not keeping up with housing costs
- More small businesses
- Revitalize business areas along Verona Rd and Meadowood Shopping Center
- Lack of childcare services
- Job trainings and flexible employment options

# Southwest - Key Feedback Themes

## Culture and Character

- Need more public art
- Lack of identity and sense of place
- Accessible and inclusive Community spaces
- Community building events such as Parks Alive

## Green and Resilient

- More recreational opportunities
- Park amenities such as bathrooms, seating etc.
- Encourage native plantings
- Appreciate natural spaces, such as Elver Park
- Address stormwater/flooding issues

## Effective Government

- School capacity and overcrowding
- Delay in snowplowing

## Health and Safety

- Lack of street lighting
- Environmental safety
- Poor indoor air quality
- Improve access to healthcare services through new clinics and mobile health programs

# Southeast - Key Feedback Themes

## Land Use

- More mixed-use and walkable destinations - **Redevelop underutilized parking, and vacant lots at Milwaukee St, Buckeye Rd, and others**
- Redevelop Karmenta and American Family site to include multi-family housing and increase density along Atwood Ave and Milwaukee St
- **Encourage mixed-use developments that integrate housing with essential services and amenities.**

## Transportation

- Hwy 51 is unsafe and hard to cross – convert it to an urban boulevard
- Traffic calming measures to reduce speeding
- **Safety and visibility of crosswalks**
- **Missing sidewalks & ADA curb ramps**
- Better bike and pedestrian safety needed along many roads
- **Bus shelter / benches needed at bus stops**
- There are several intersections that are difficult for all transportation modes along major arterials

## Neighborhoods and Housing

- **Affordable housing needed at all income levels – including more affordable ownership models**
- Like diversity of housing options

## Economy and Opportunity

- Love existing small businesses and affordable activity nodes – **would like more of them**
- **Support job creation through local business incentives and inclusive hiring strategies.**
- Consider more business density on Atlas Ave

# Southeast - Key Feedback Themes

## Culture and Character

- **Lack of “third spaces” and community gathering locations** (Pinney is only winter option)
- **More youth programming and activities**

## Green and Resilient

- Lack of park space in Glendale Neighborhood
- **Would like additional and revitalized park amenities and activities such as bathrooms, shelters, seating, splash pad, dog park etc.**
- Stormwater / flooding issues in Hiestand Neighborhood

## Health and Safety

- Speeding issues and lack of sidewalks make walking challenging
- Gun shots/ drug use in and around Hiestand
- **Support neighborhood patrols**
- **Invest in environmental safety measures like lighting and traffic control.**
- **Implement culturally sensitive and preventive community safety strategies.**

## Effective Government

- **School capacity and overcrowding**
- Work with Monona to connect bike paths and bus routes



# What's Next

## Phase 2 (Summer and Fall 2025)

- Draft initial Plan recommendations
  - Land Use Vision map
  - 2D /3D illustrations to convey recommendations
- Additional Public Engagement
  - Arts Workshop
  - Public Meetings
  - Community Action Strategy (CAS) Area workshop and events
  - Community Partner outreach
- Online commenting tool – draft recommendations and maps
- Check-Ins with City Boards, Commission, Committees – October



# Questions and Discussion





Department of Planning & Community & Economic Development

## Planning Division

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Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985  
Phone: (608) 266-4635  
[planning@cityofmadison.com](mailto:planning@cityofmadison.com)

**To:** City of Madison Transportation Commission

**From:** Southeast and Southwest Area Plan Project Managers (Rebecca Cnare, Jeff Greger, Urvashi Martin, Ben Zellers)

**Date:** June 25, 2025

**Subject:** Southeast Area Plan and Southwest Area Plan Update

### Project Background

Planning Division staff began working on the Southeast Area Plan and Southwest Area Plan in September 2024. The [Southeast Area](#) is generally bounded by State Highway 30 to the north, Interstate 90 to the east, Siggelkow Road / Village of McFarland to the south, and the City of Monona to the west. The [Southwest Area](#) is generally bounded by the West Beltline Highway to the north, the City of Fitchburg to the east, Highway 18/151 and Cross Country Road to the south, and S. High Point Road to the west.

Staff has prepared a series of background maps and informational materials that are available for public review at the project websites linked below.

- Southeast: <https://www.cityofmadison.com/southeastplan>
- Southwest: <https://www.cityofmadison.com/southwestplan>

Both Area Plan teams have established and met with an interagency staff team with representatives from Economic Development, Engineering, Metro Transit, Parks, Transportation, and others to discuss each Area. Coordination with the interagency staff teams will continue throughout the process.

### Public Engagement

Three initial public meetings (two virtual and one in-person) were held to kick off each planning process. In addition to the public meetings, staff collected feedback from various other sources such as the Online Commenting Map, Resident Survey, Madison Madness Bracket Exercise, Community Partners, Focus Group meetings, Pop-Up events, UW-Madison PEOPLE Program, and Neighborhood Resource Teams, among others.

Planning staff will provide the Transportation Commission with a summary of transportation feedback received to date and discuss what the next steps are in phase 2 of the planning process.

### Attachment Links

1. Presentation slides – Legistar [88388](#) or [88389](#)
2. [Focus Groups Feedback Summary Report](#)
3. [Southwest Area Underlying Plan Review](#)
4. [Southeast Area Underlying Plan Review](#)
5. [Southwest Area Plan Interim Phase 1 Feedback Summary](#)

June 18, 2025

Page 2

6. [Southeast Area Plan Interim Phase 1 Feedback Summary](#)

7. [Madison Madness Bracket Results](#)

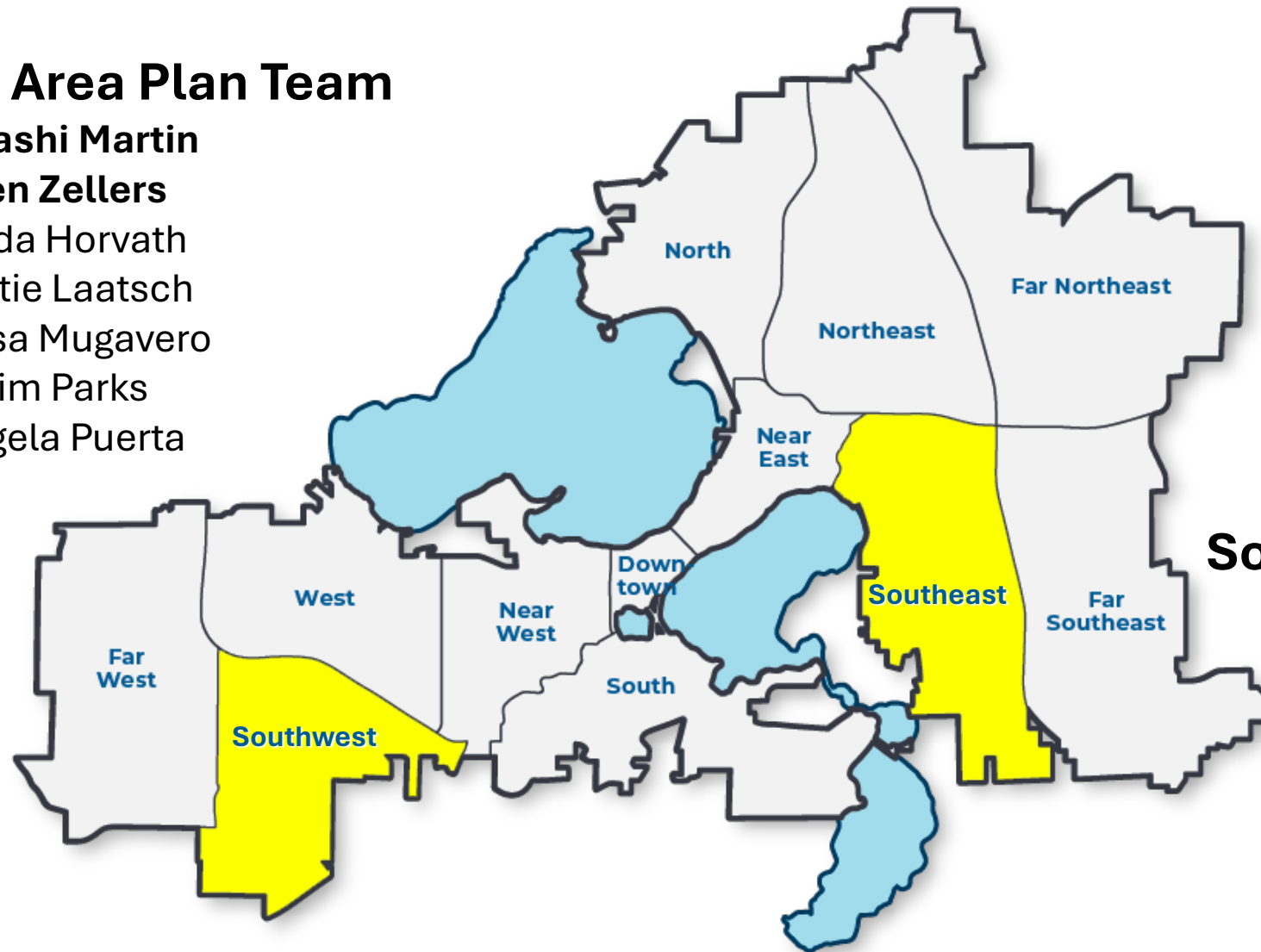


# Southwest and Southeast Area Plans



## Southwest Area Plan Team

**Urvashi Martin**  
**Ben Zellers**  
Linda Horvath  
Kirstie Laatsch  
Alyssa Mugavero  
Tim Parks  
Angela Puerta

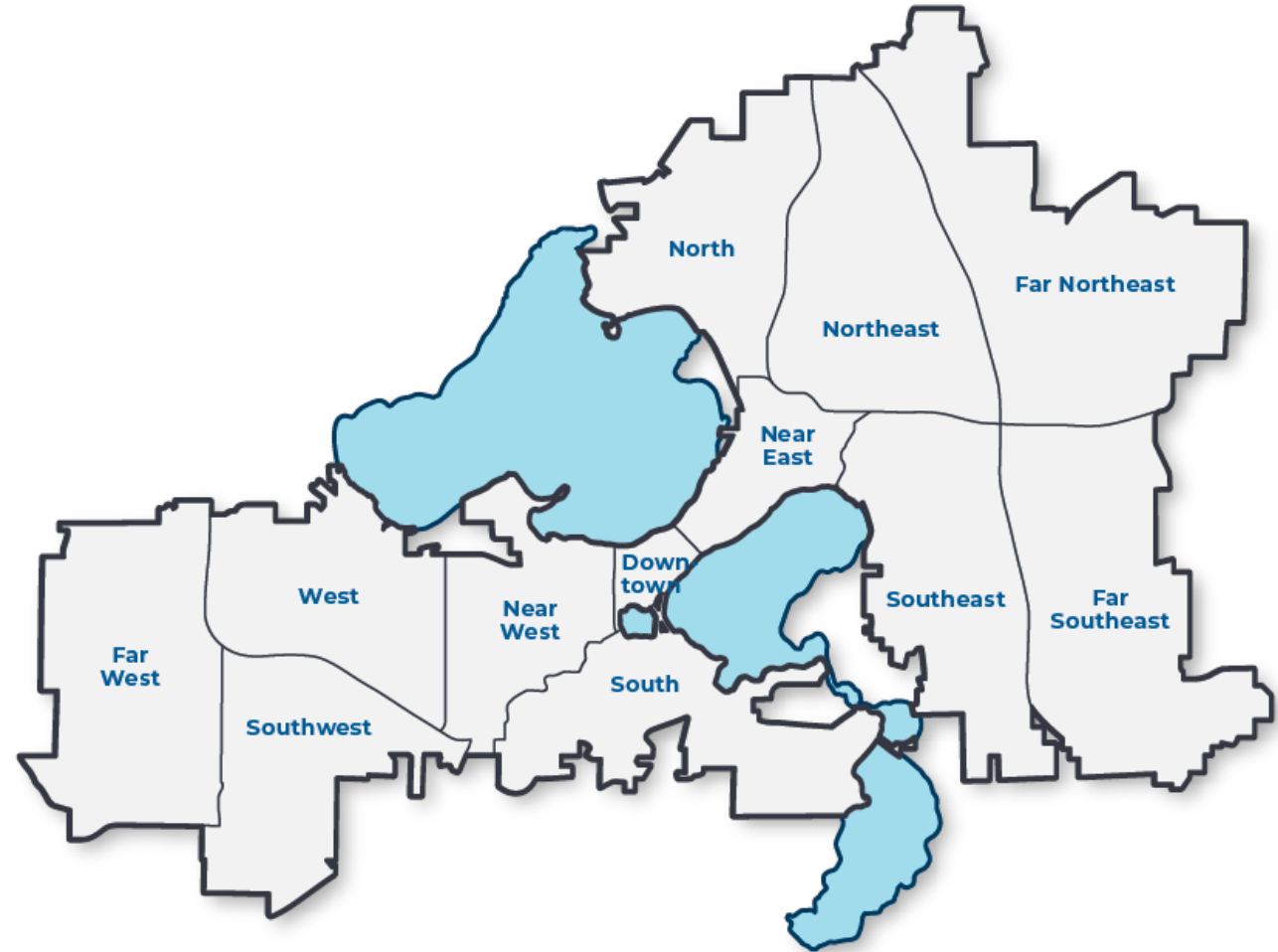


## Southeast Area Plan Team

**Rebecca Cnare**  
**Jeff Greger**  
Breana Collins  
Dan McAuliffe  
Alyssa Mugavero  
Chris Wells

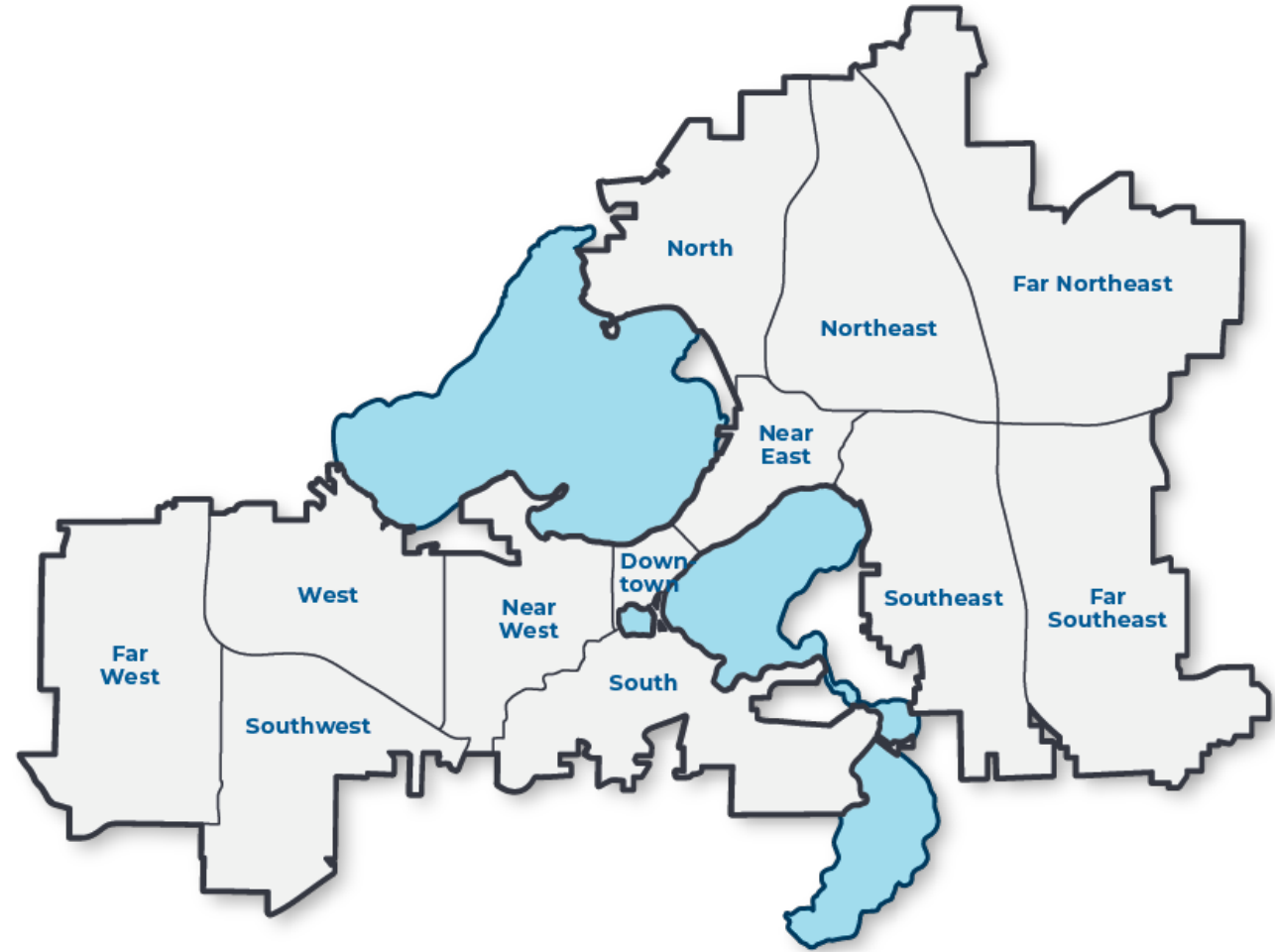
# Agenda

- What is an Area Plan.
- Plan schedule.
- Review public feedback transportation themes.
- Next steps.

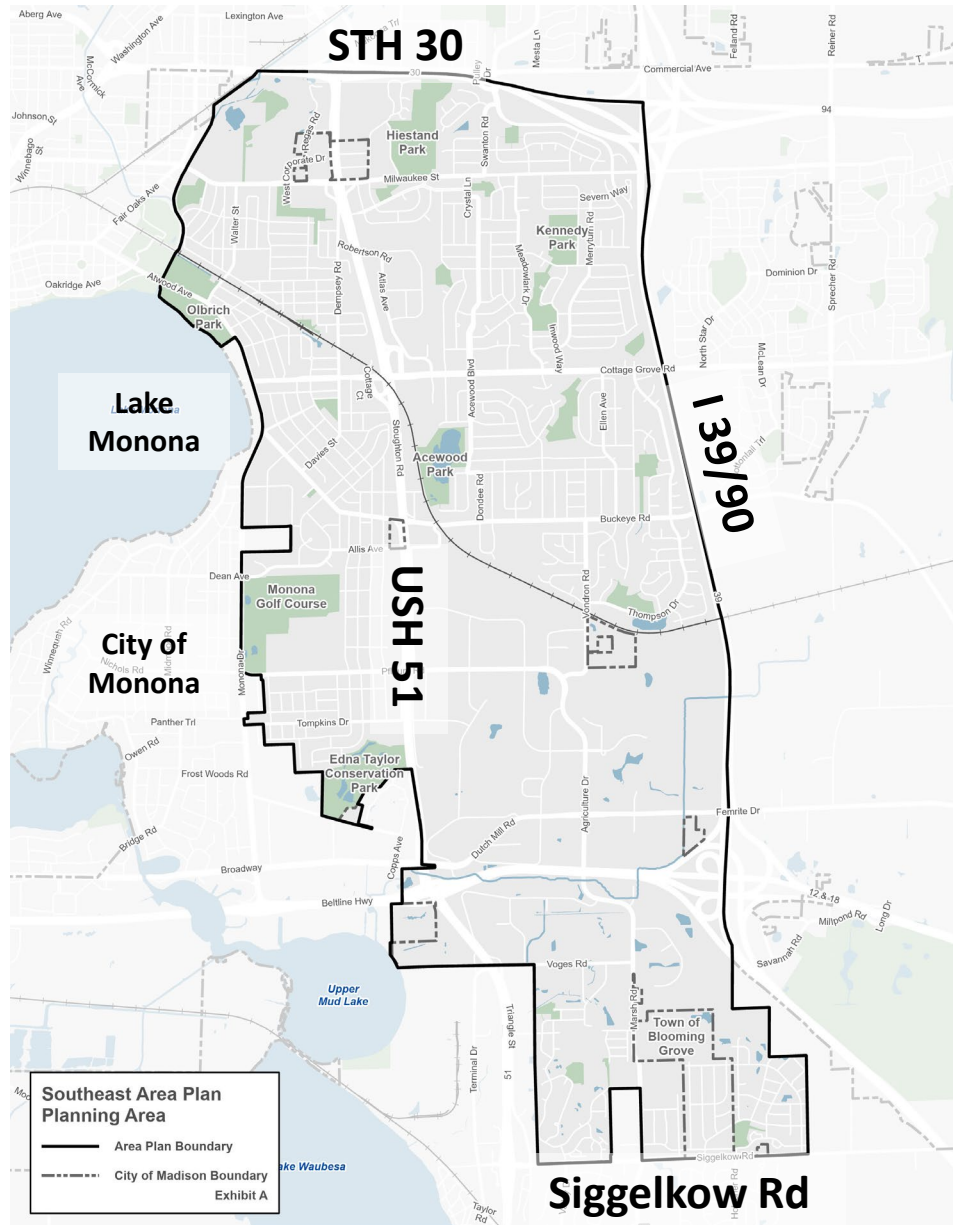


# What is an Area Plan?

- A long-term vision designed to guide changes in the many aspects of our community.
- Recommendations cover the Comprehensive Plan's seven elements:
  - Land Use and Transportation, Neighborhoods and Housing, Economy and Opportunity, Culture and Character, Green and Resilient, Effective Government, Health and Safety
- 12 Area Plans will be developed and updated every 10 years.



# Southeast Area



**North boundary:** State Highway 30

**South boundary:** Siggelkow Road / Village of McFarland

**East boundary:** Interstate 39/90

**West boundary:** City of Monona / Lake Monona

## 2020 Census

- Housing units: 11,100
- Population: 25,366
- 25.9% BIPOC and Hispanic/Latinx



# Southwest Area

**North boundary:** Beltline Hwy

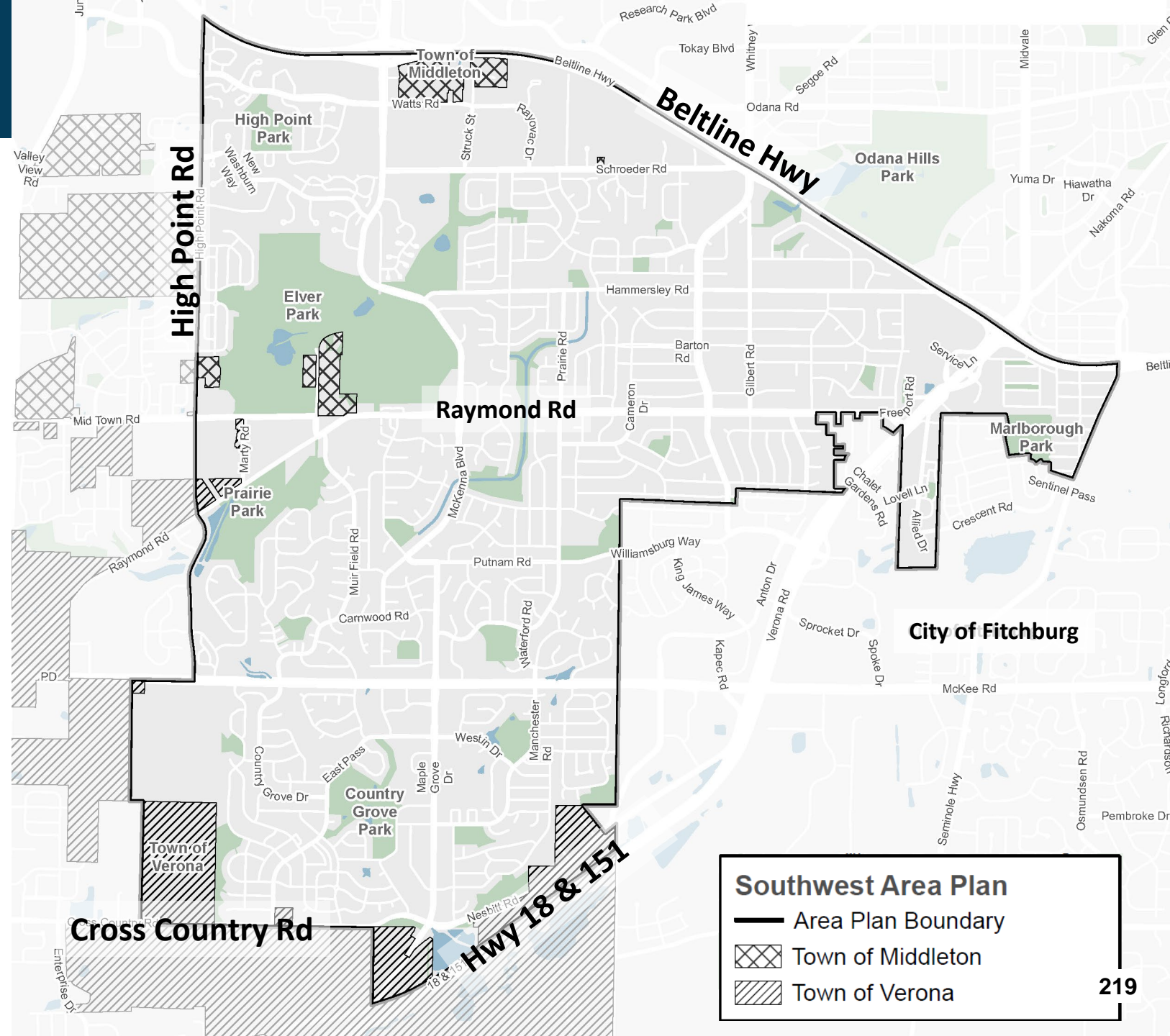
**East boundary:** City of Fitchburg

**South boundary:** Verona Rd,  
Hwy 18/151, Cross Country Rd

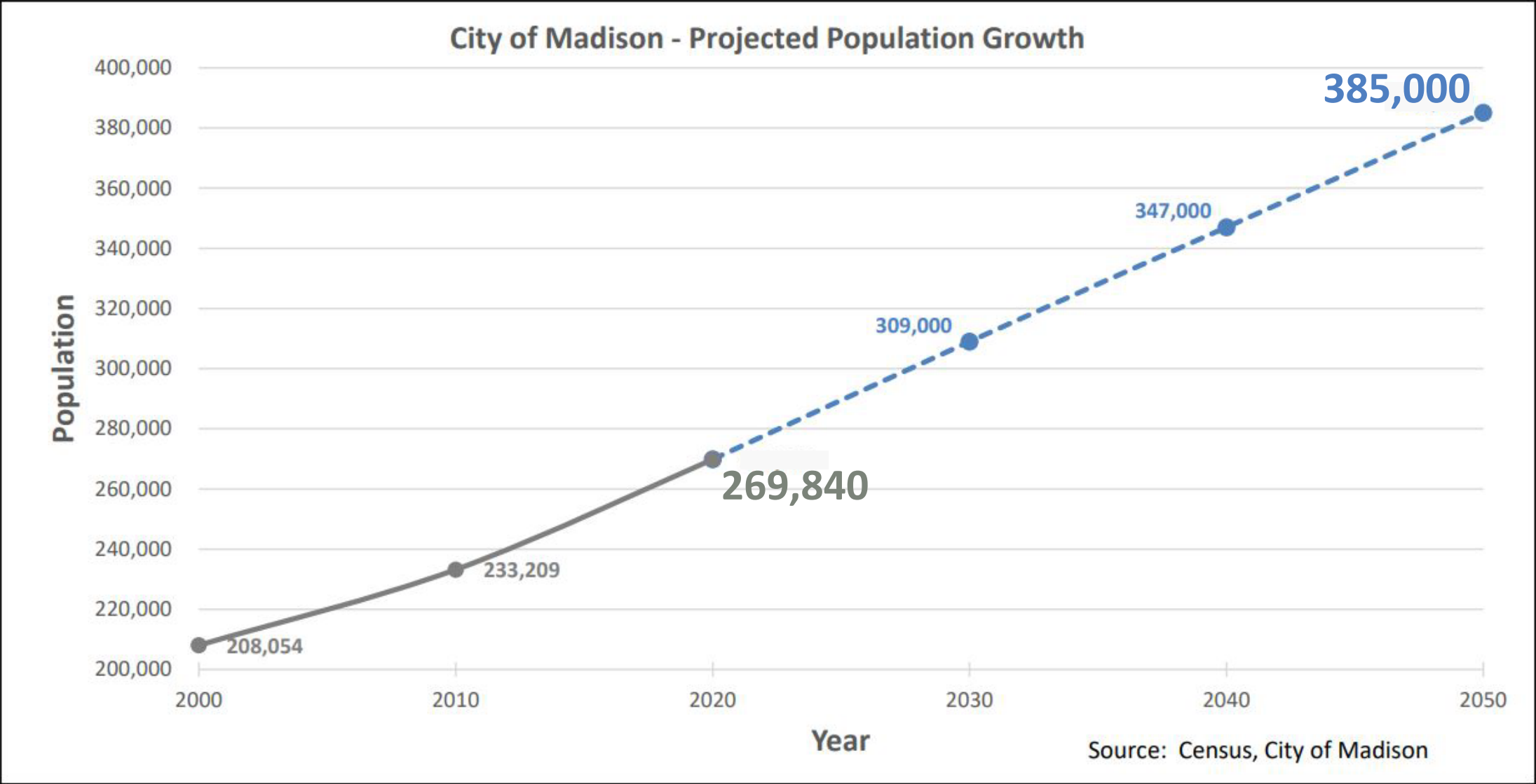
**West boundary:** Ice Age Trail  
Junction Area, High Point Rd

## 2020 Census

- Housing units: 16,443
- Population: 36,837
- 36.8% BIPOC and Hispanic/Latinx



# Background Data – Madison is Growing



**Madison is projected to add 115,000 residents and 50,000 jobs between 2020 and 2050.** 220

# Plan Topics



## Land Use and Transportation

- Future Land Use Map
- Maximum Building Heights Map
- Zoning map updates
- Streets, sidewalks, and other pedestrian and bike facilities
- Access to transit



## Neighborhoods and Housing

- Housing and affordability
- Complete neighborhoods
- Mix of housing types
- Access to daily needs
- Food access
- Community gardens



## Economy and Opportunity

- Economic Development
- Entrepreneurial opportunity
- Tax Incremental Financing (TIF)
- Land banking
- Business Walk



## Culture and Character

- Historic and cultural resources
- Urban Design Districts
- Public Art
- Placemaking

# Plan Topics



## Green and Resilient

- Parks & open space
- Stormwater management
- Tree canopy
- Urban agriculture/ community gardens



## Effective Government

- City utilities and facilities
- Intergovernmental Agreements



## Health and Safety

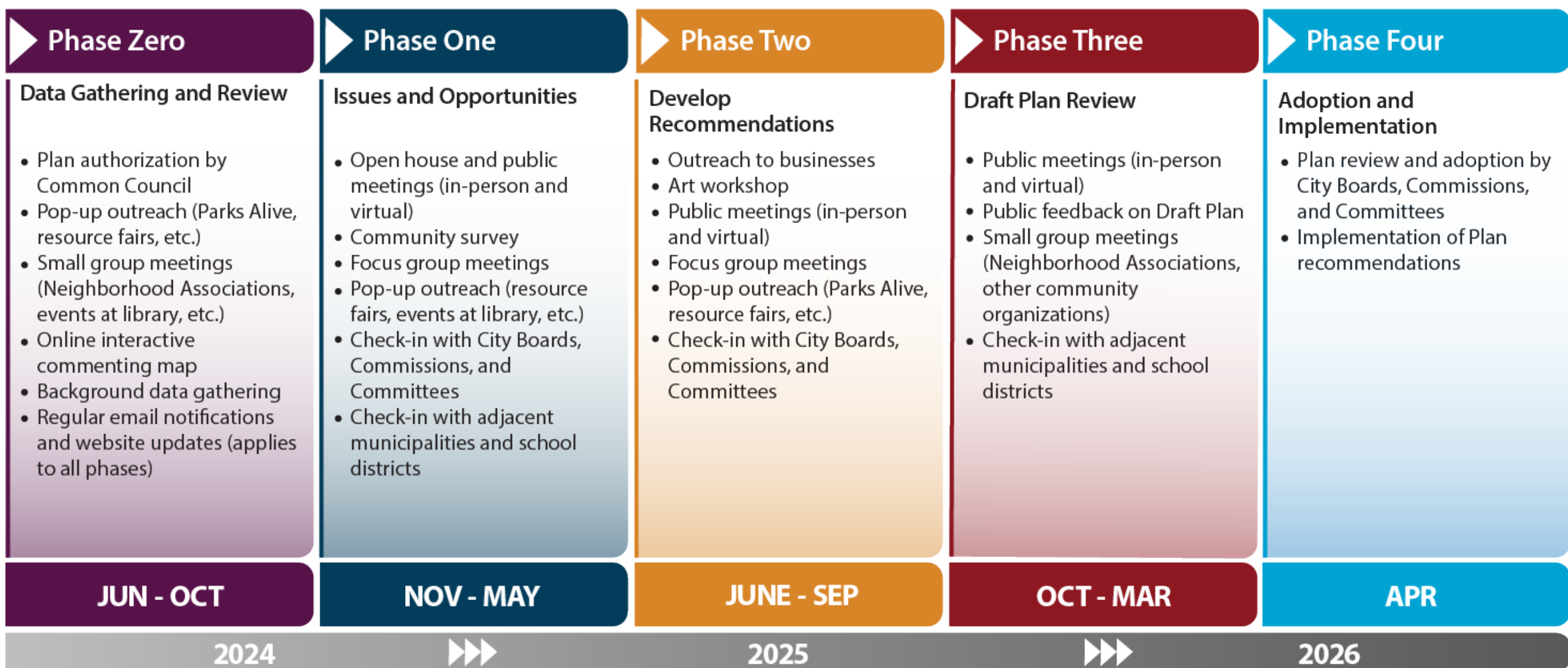
- Neighborhood and community resources
- Safe Routes to Schools
- Pedestrian crossings, protected bike lanes
- Speed limits
- Heat islands

## Community Action Strategy

- Capacity building
- Community and Stakeholder Relationships
- Small-scale physical improvements



# Public Engagement and Anticipated Timeline



# Public Engagement So Far . . .

- Public Meetings: In-person open house and virtual meetings
- November – March: [Interactive Commenting Mapping](#)
- UW PEOPLE Program: Memorial and La Follette
- Community Partner engagement (Southwest)
- Neighborhood walks
- Other engagement: Neighborhood Resource Teams, neighborhood associations, schools, School Districts, non-profits, adjacent municipalities, and others





# Public Engagement So Far . . .

## New engagement activities

- Survey part 1: ~900+ responses
- Madison Madness Bracket: ~1400+ responses
- Partnered with nINA Collective to host Focus Groups aimed at reaching BIPOC groups
- Pop-up outreach: library, community events, food pantries, Bike to Work Week



# Focus Group Quotes

"There's no jobs here.  
Zero... Transportation has a lot to do  
with it. . . .  
How do you get there if you don't have  
a car?"

(SW)

"To me, as I think about health  
and safety, it's that you don't have to  
worry about those shots in the middle of  
the night and whatever the case may  
be, but being able to walk down your  
sidewalk - if you're lucky enough to have  
a sidewalk - is to be able to walk any  
time of day to that extent and not have  
to worry about looking over your  
shoulder."

(SE)

"So they have this whole  
bus system now, and they  
have no bus shelters. So  
we need shelters and we  
need more convenient  
bus stops."

(SE)

"Affordable housing means  
somebody who's working the  
minimum wage can afford to  
pay their rent."

(SW)

"The highway corridors in  
particular are a real barrier  
to getting to other parts of  
the city unless you can  
drive."

(SE)

"Even with a decent-paying job, I  
had to resort to food pantries and  
seek assistance for basic  
needs due to high rent, which  
underscores the inadequacy of  
what is often labeled as  
'affordable housing.'"

(SE)



# Southeast - Key Feedback Themes

## Land Use

- More mixed-use and walkable destinations - **Redevelop underutilized parking, and vacant lots at Milwaukee St, Buckeye Rd, and others**
- Redevelop Karmenta and American Family site to include multi-family housing and increase density along Atwood Ave and Milwaukee St
- **Encourage mixed-use developments that integrate housing with essential services and amenities.**

## Transportation

- Hwy 51 is unsafe and hard to cross – convert it to an urban boulevard
- Traffic calming measures to reduce speeding
- **Safety and visibility of crosswalks**
- **Missing sidewalks & ADA curb ramps**
- Better bike and pedestrian safety needed along many roads
- **Bus shelter / benches needed at bus stops**
- There are several intersections that are difficult for all transportation modes along major arterials

## Neighborhoods and Housing

- **Affordable housing needed at all income levels – including more affordable ownership models**
- Like diversity of housing options

## Economy and Opportunity

- Love existing small businesses and affordable activity nodes – **would like more of them**
- **Support job creation through local business incentives and inclusive hiring strategies.**
- Consider more business density on Atlas Ave

# Southeast - Key Feedback Themes

## Culture and Character

- **Lack of “third spaces” and community gathering locations** (Pinney is only winter option)
- **More youth programming and activities**

## Green and Resilient

- Lack of park space in Glendale Neighborhood
- **Would like additional and revitalized park amenities and activities such as bathrooms, shelters, seating, splash pad, dog park etc.**
- Stormwater / flooding issues in Hiestand Neighborhood

## Health and Safety

- Speeding issues and lack of sidewalks make walking challenging
- Gun shots/ drug use in and around Hiestand
- **Support neighborhood patrols**
- **Invest in environmental safety measures like lighting and traffic control.**
- **Implement culturally sensitive and preventive community safety strategies.**

## Effective Government

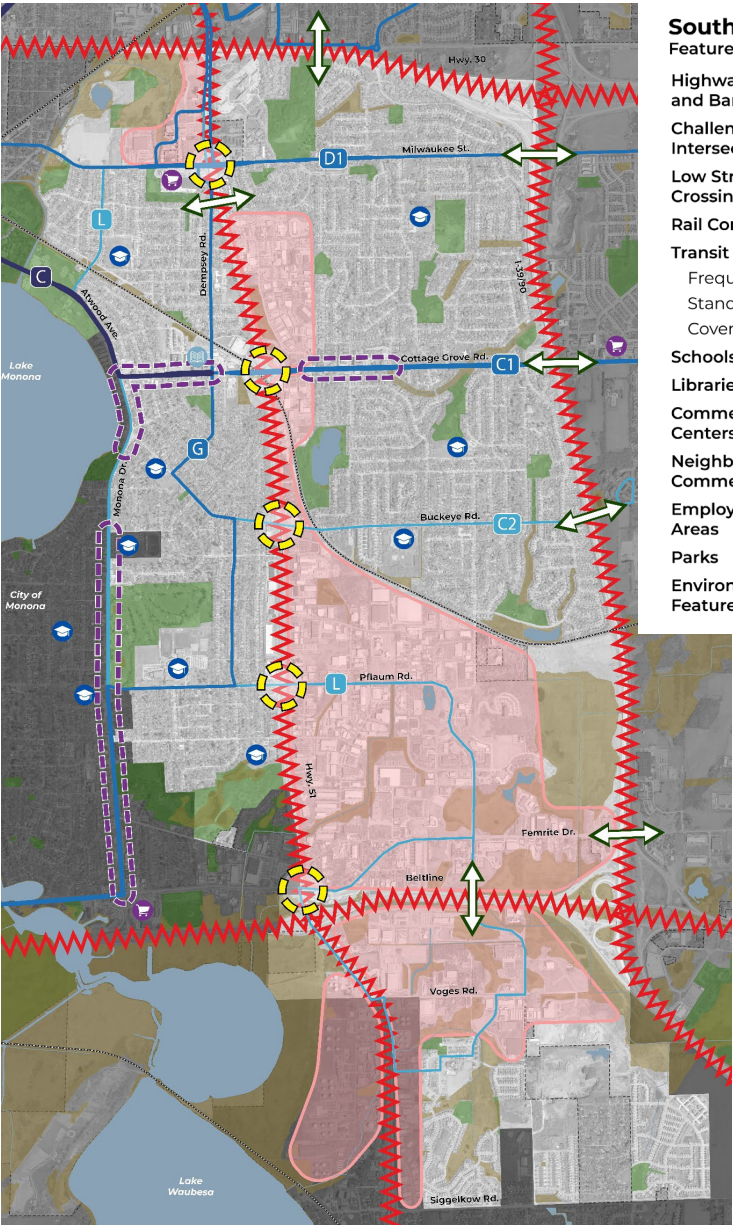
- **School capacity and overcrowding**
- Work with Monona to connect bike paths and bus routes

# Southeast - Transportation Feedback

- Hwy 51 is unsafe and hard to cross – convert it to an urban boulevard
- Traffic calming measures to reduce speeding
- **Safety and visibility of crosswalks**
- **Missing sidewalks & ADA curb ramps**
- Better bike and pedestrian safety needed along many roads
- **Bus shelter / benches needed at bus stops**
- There are several intersections that are difficult for all transportation modes along major arterials



# Southeast - Transportation Feedback



## Southeast Area Plan Features and Assets

### Highways and Barriers

### Challenging Intersections

### Low Stress Crossings

### Rail Corridors

### Transit Routes

### Frequent Service

### Standard Service

### Coverage Service

### Schools

### Libraries

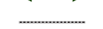
### Commercial Centers

### Neighborhood Commercial

### Employment Areas

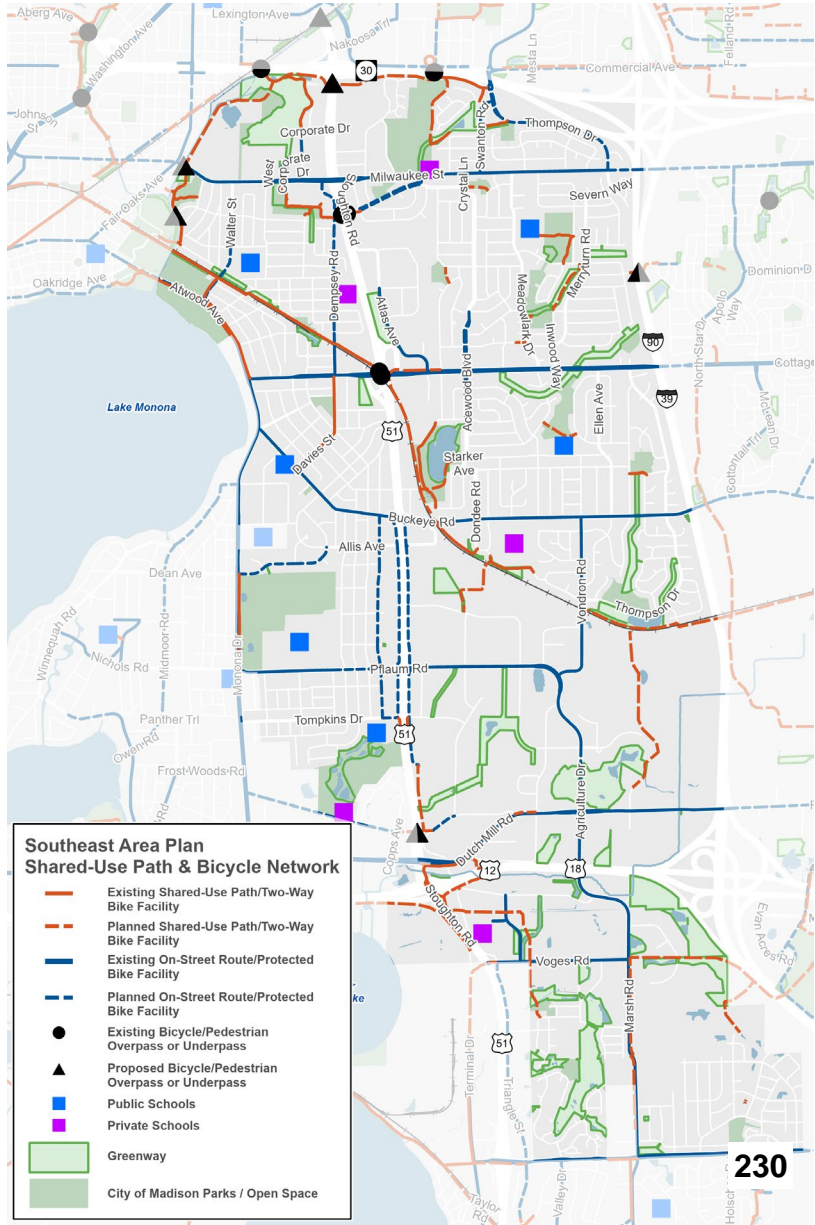
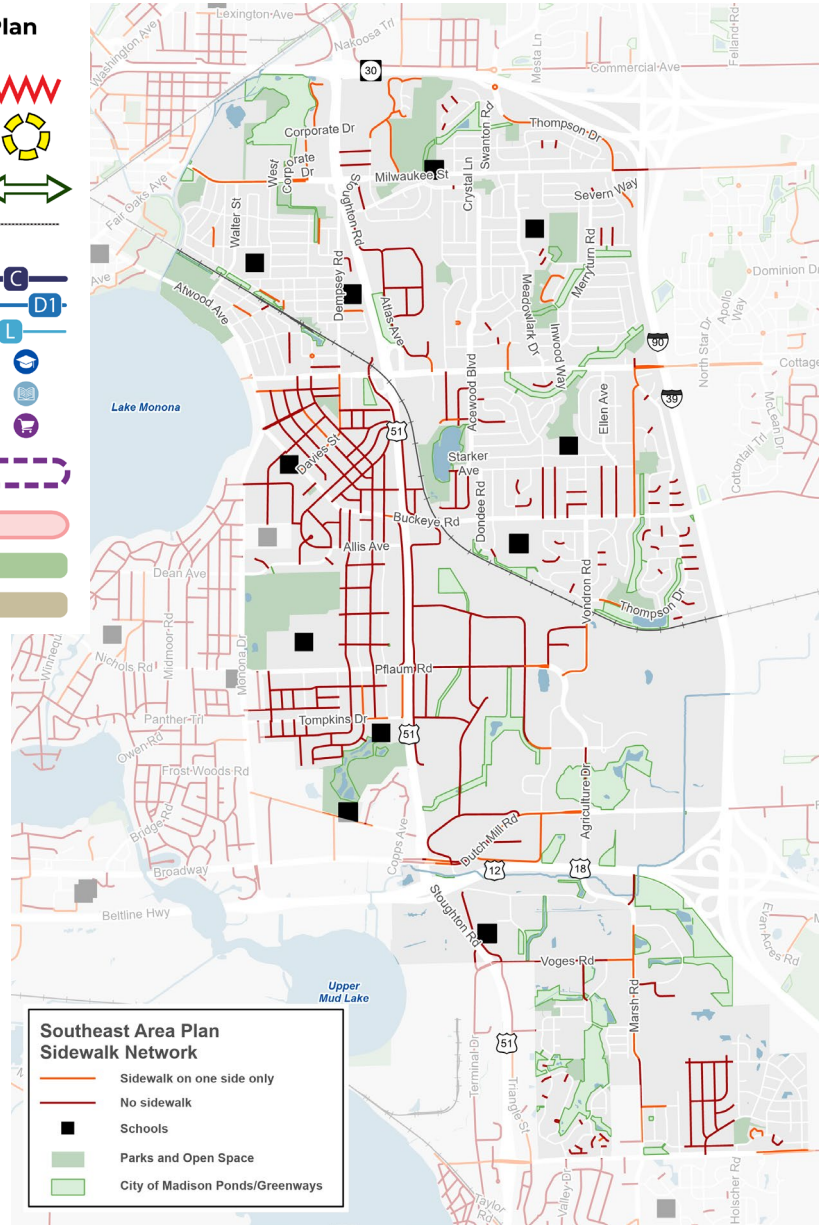
### Parks

### Environmental Features



## Southeast Area Plan Sidewalk Network

- Sidewalk on one side only
- No sidewalk
- Schools
- Parks and Open Space
- City of Madison Ponds/Greenways



## Southeast Area Plan Shared-Use Path & Bicycle Network

- Existing Shared-Use Path/Two-Way Bike Facility
- Planned Shared-Use Path/Two-Way Bike Facility
- Existing On-Street Route/Protected Bike Facility
- Planned On-Street Route/Protected Bike Facility
- Existing Bicycle/Pedestrian Overpass or Underpass
- Proposed Bicycle/Pedestrian Overpass or Underpass
- Public Schools
- Private Schools
- Greenway
- City of Madison Parks / Open Space



# Southwest - Key Feedback Themes

## Land Use and Transportation

- **Speeding on Raymond Rd, Schroeder Rd, S Gammon especially near schools**
- **Dangerous crossings and inadequate bike lanes**
- Missing sidewalks
- **Need more bus shelters and benches**
- Meadowood Shopping Center could be revitalized with mixed-use development, including residential
- Walkable destinations such as coffee shops, restaurants, and small businesses.

## Neighborhoods and Housing

- **Lack of affordable housing**
- Aging in place is important
- Want walkable neighborhoods with nearby services
- **Safe rental housing**
- More youth programming and activities
- Like neighborhood centers and community centers
- Want grocery store closer to Meadowood neighborhood

## Economy and Opportunity

- **Income not keeping up with housing costs**
- More small businesses
- Revitalize business areas along Verona Rd and Meadowood Shopping Center
- Lack of childcare services
- **Job trainings and flexible employment options**

# Southwest - Key Feedback Themes

## Culture and Character

- Need more public art
- Lack of identity and sense of place
- **Accessible and inclusive Community spaces**
- **Community building events such as Parks Alive**

## Green and Resilient

- More recreational opportunities
- Park amenities such as bathrooms, seating etc.
- Encourage native plantings
- **Appreciate natural spaces, such as Elver Park**
- Address stormwater/flooding issues

## Effective Government

- **School capacity and overcrowding**
- Delay in snowplowing

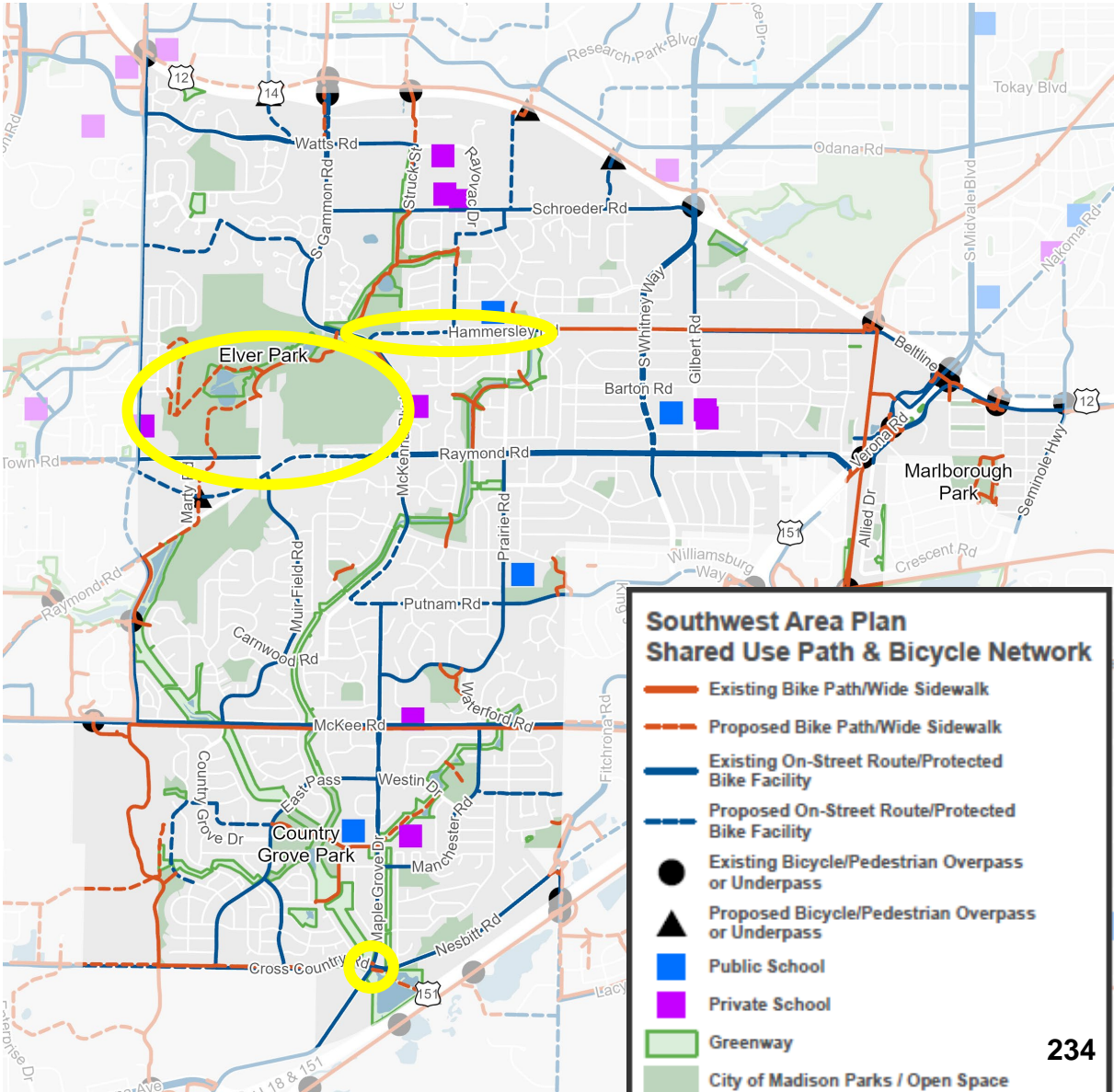
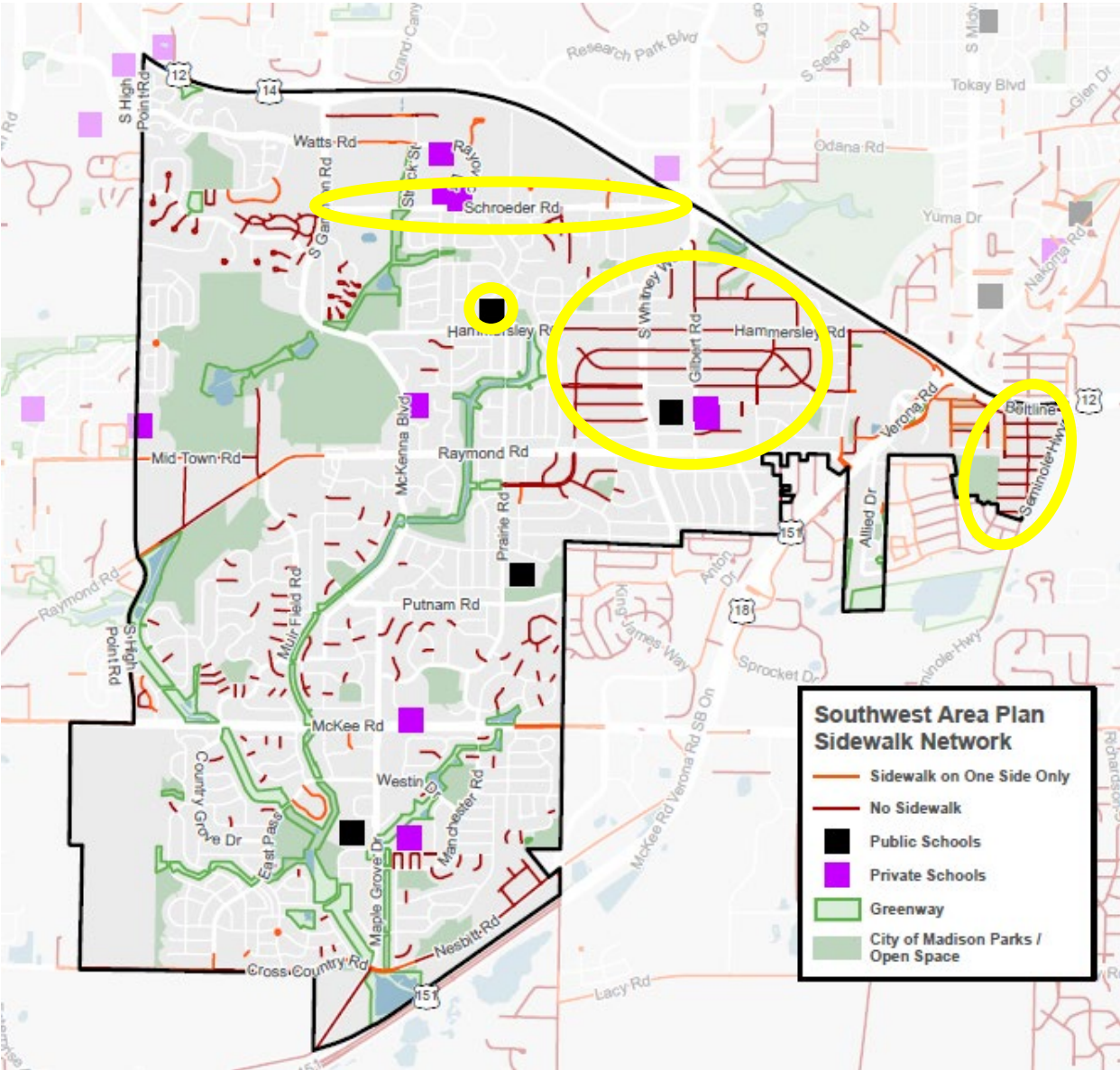
## Health and Safety

- Lack of street lighting
- **Environmental safety**
- Poor indoor air quality
- **Improve access to healthcare services through new clinics and mobile health programs**

# Southwest - Transportation Feedback

- **Speeding on Raymond Rd, Schroeder Rd, S Gammon Rd especially near schools**
- **Dangerous crossings and inadequate bike lanes**
- Missing sidewalks
- **Need more bus shelters and benches**
- More shared-use path/bike route connectivity
- Traffic calming needed
- Traffic congestion (S. Gammon, Woodington Way, Whiney-Schroeder-Beltline, Verona Road-Beltline)

# Southwest - Transportation Feedback





# What's Next

## Phase 2 (Summer and Fall 2025)

- Draft initial Plan recommendations
  - Land Use Vision map
  - 2D /3D illustrations to convey recommendations
- Additional Public Engagement
  - Arts Workshop
  - Public Meetings
  - Community Action Strategy (CAS) Area workshop and events
  - Community Partner outreach
- Online commenting tool – draft recommendations and maps
- Check-Ins with City Boards, Commission, Committees – October



# Questions and Discussion





Department of Planning & Community & Economic Development

## Planning Division

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P.O. Box 2985  
Madison, WI 53701-2985  
Phone: (608) 266-4635  
[planning@cityofmadison.com](mailto:planning@cityofmadison.com)

August 21, 2025

To: Plan Commission

From: Urvashi Martin, Ben Zellers (SW Area Plan); Rebecca Cnare, Jeff Greger (SE Area Plan)

Re: Area Plan Land Use Mapping

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As City staff develops initial public review drafts of Actions and Generalized Future Land Use (GFLU) maps for the Southwest and Southeast Area Plans, staff seeks feedback from the Plan Commission on two topics related to GFLU maps:

1. A staff proposal to improve clarity regarding what is referred to as the “escalator clause” within the Comprehensive Plan (see the footnotes in the chart later in this memo).
2. How to address where residential may not be appropriate in areas designated as Employment or General Commercial on the Generalized Future Land Use (GFLU) Map.

Background is provided below, with a question for the Plan Commission at the end of the memo.

### **Select Conditions in LR and LMR, often referred to as “The Escalator Clause”**

During the 2018 Comprehensive Plan process, the “Low-Medium Residential” (LMR) future land use category was created for current or planned future “Missing Middle” housing. LMR was mapped from areas that had previously either been Low Residential (LR) or Medium Residential (MR). The then Plan Commission also directed staff to add conditions that would allow some additional development intensity in some situations within the LR and LMR categories. This included a provision where large and courtyard multi-family dwellings could be allowed in LMR “at up to 70DU/ac and four stories, generally along arterial streets,” compared to the up to three stories and 30 units an acre otherwise recommended. When originally conceived, there were a limited number of sites the Plan Commission discussed as locations where flexibility to consider greater intensity could be particularly relevant.

Planning is intended to increase certainty and establish shared expectations. However, the “escalator clause” results in uncertainty, and in some cases mistrust, for all stakeholders. Staff proposed the clause either be removed or not apply to areas with an adopted Area Plan during the 2023 Comprehensive Plan Interim Update. The rationale for the proposed change was that the detailed future land use review that takes place as part of the Area Plan process should determine the appropriate land use category. At the time the Plan Commission opted not to proceed with either of those options, and the clause language was instead modified to increase the number of criteria for utilizing the clause. Whereas the 2018 language allowed higher densities in LMR “generally along arterial streets,” the language in the 2023 update

expanded the criteria to also include “relationships between proposed buildings and their surroundings, natural features, lot and block characteristics, and access to urban services, transit, parks, and amenities” to the factors to be considered. However, these subjective criteria are interpreted differently by stakeholders on different sides of a development proposal.

#### Residential Future Land Use Categories

Residential Building Form	Low Residential (LR)	Low-Medium Residential (LMR)	Medium Residential (MR)	High Residential (HR)
Single-Family Detached Building				
Civic/Institutional Building				
Two-Family, Two-Unit				
Two-Family – Twin				
Three-Unit Building	*			
Single-Family Attached	*			
Small Multifamily Building	*	**		
Large Multifamily Building		**		
Courtyard Multifamily Building		**		
Podium Building				
Number of Stories	1-2'	1-3	2-5	4-12~
General Density Range (DU/acre)	≤15	7-30	20-90	70+

\* Permitted in select conditions at up to 30 DU/ac and three stories, generally along arterial streets or where these types of buildings are already present or planned within an adopted sub-area plan as part of a pattern of mixed residential development.

\*\* Appropriate in select conditions at up to 70 DU/ac and four stories. Factors to be considered include relationships between proposed buildings and their surroundings, natural features, lot and block characteristics, and access to urban services, transit, arterial streets, parks, and amenities.

~ Or taller, if specified by an approved sub-area plan or PD zoning.

' Dormers or partial third floors are permitted.

The select conditions clause made more sense when the Comprehensive Plan GFLU map was updated every 10 years, but now that the map is updated with the adoption of each area plan staff continues to feel that there should be more clarity around this issue as the next set of Area Plans are developed. The City has continued to make substantial changes in policy and ordinances since the 2023 Comprehensive Plan update through the [Housing Forward initiative](#). These changes have made the development process more predictable, made it easier to build housing, and allowed property owners and developers to do more development by right (without needing Plan Commission review and approval). Additionally, the first two area plans included detailed review of areas that could be appropriate for additional or more intensively developed housing and/or mixed use, informing changes to GFLU maps. In light of the continuing Housing Forward progress and the Area Planning process, staff feels it is even more appropriate to eliminate the select conditions in LR and LMR (the asterisks and footnotes in the chart above) for **adopted** area plans. The detailed GFLU analysis done during area plans provide an opportunity to map land use into the appropriate category without relying on footnotes in a chart. This is critical because:

1. It provides more transparency and certainty to landowners, residents, staff, developers, and the Plan Commission;
2. It will reestablish a meaningful “Missing Middle” GFLU category as Missing Middle housing continues to be a focus for the City;
3. It focuses discussion of appropriate land use/development intensity at the planning level, not at the individual development proposal review level.

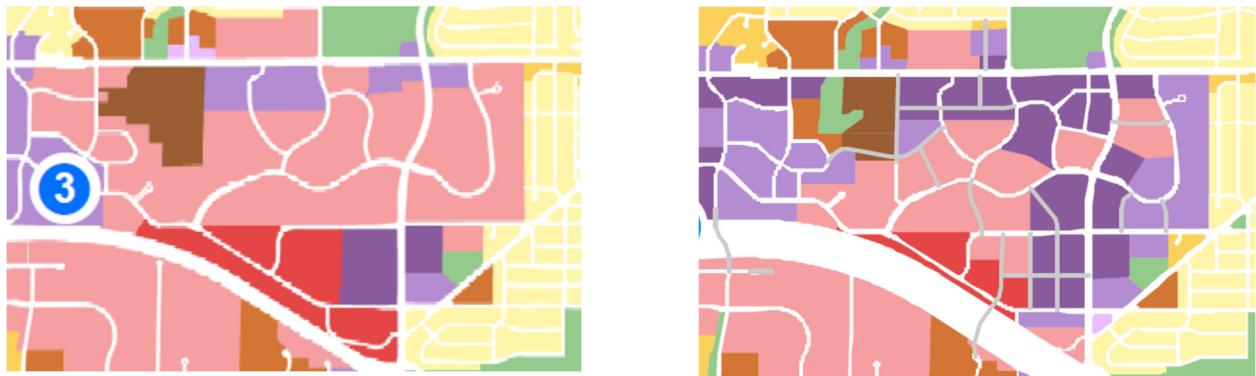


The Plan Commission will have an opportunity to review draft GFLU maps for the SW and SE Area Plans. If, at that time, the Commission feels there are some areas shown for LR development that are appropriate for LMR development, or areas shown for LMR development that are appropriate for MR development, it can recommend changes to the map.

### **Employment and General Commercial on the GFLU Map**

The 2018 Comprehensive Plan defines the General Commercial (GC) and Employment (E) categories as areas that were largely intended to not include residential development. The primary purpose for these future uses includes retail goods, services, offices, laboratories, and clinics/hospitals. A limited amount of flexibility was allowed for mixed-use development. The flexibility was further restricted in the 2023 Interim Update, which specified that both categories “are not generally recommended for residential uses, especially those that are adjacent to highways due to noise impacts, though such uses may be considered as part of a conditional use under relevant zoning districts when there is adequate access to parks, transit, and a walkable street network.”

In the recent West and Northeast area planning processes, areas identified for GC & E in the GFLU map were closely evaluated and adjustments were made—both to change some of these areas to mixed use districts and, in select cases, to change areas from mixed use to these land use categories. For example, the West Area Plan made changes to GFLU Map in the UW Research Park (URP) area to allow for mixed-use development along Mineral Point, Whitney Way, and Yellowstone Dr. However, portions of URP closer to Odana Road were maintained in GC & E categories due to the lack of access to park space, lower level of transit service, and proximity to the Beltline. Similar assessments were made in the Northeast Area Plan for small parcels, with some areas that were previously proposed for mixed-use changing to recommended GC or E due to their proximity to limited access highways or industrial uses.



*Left: GFLU map prior to the West Area Plan; Right: GFLU map updates in West Area Plan. Note: purple denotes mixed-use, pink is employment, red is general commercial.*

When working with other agencies, the GFLU map is the foundation for future planning around the impacts/demands on other city services—including Engineering, Streets, Parks, Fire, Police, and others. There can be some flexibility regarding the relative intensity of resulting developments within areas planned for residential and mixed use, and regarding the location of these types of developments particularly when they are along the boundaries of future land use areas. Transitioning larger areas of current or former commercial development to complete mixed-use neighborhoods is a central part of the Comprehensive Plan’s future land use vision, and the City has taken many proactive steps to support this.

Doing so is not without challenges; for example, acquiring much-needed park land to support residential growth in the area above.

Large mixed-use developments within areas largely planned for GC & E can cause challenges with service provision, particularly when the transition is not on the horizon for agencies. Conversion of an area from an employment or commercial use to mixed-use or residential development greatly increases sanitary sewer service demand in ways that may be inconsistent with planned growth estimates. In some cases, these areas may be located such that there are not clear ways to acquire or improve parkland to support additional residents, make connections to essential services and mobility options, and may be more difficult to mitigate the impacts of noise and sources of pollution that can lead to negative health outcomes. In some parts of the city, these areas overlap with school district boundaries that were created based on existing and planned non-residential development. These boundaries become ineffective in situations where residential development is introduced. And finally, there is a need to consider the balance of sites preserved for employment and commercial uses to support the city's residents in the long term. Growth inconsistent with the city plans and agencies' capacities can lead to poor outcomes.

Staff is seeking to provide clarity in plan recommendations for GC & E areas, particularly regarding locations where residential uses are not appropriate. Staff will evaluate GC & E areas that could be appropriate for mixed use via area plan processes. With that, staff feels that is also appropriate to specify E and GC areas within adopted area plans are not appropriate for residential or mixed-use development.

### **Zoning**

A unique challenge to implementing future land use recommendations is that the corresponding zoning districts for CG & E areas allow residential uses as a Conditional Use. The Zoning Code does not have an employment or commercial zoning district that prohibits residential development. The only employment/commercial zoning districts that do not allow residential are the IL (Industrial-Limited) and IG (Industrial-General) districts. While having zoning districts that allow for a range of uses is often beneficial, this can make it more difficult to implement plan recommendations when development proposals are inconsistent with the GFLU categories, particularly where residential uses may be incompatible. The Plan Commission's recent approval of a mixed-use project with 93 homes and 324 square feet of commercial space at 4506-4515 Verona Rd illustrates this challenge.

Specifying that GC and E areas in adopted area plans are not appropriate for residential or mixed-use development will require accompanying updates to the zoning code. Under state statute, rezoning land and updating zoning text requires a finding of consistency with the Comprehensive Plan. However, as noted above, the primary districts that would logically implement GC & E recommendations enable residential uses to be considered. Staff has identified that it may be necessary to either tweak the uses allowed in certain zoning districts and/or proactively rezone high priority sites to better implement plan recommendations.

**Question for the Plan Commission:**

Does the Plan Commission support staff's proposed approach for addressing existing uncertainty around LR/LMR/E/GC land uses? Specifically:

1. That select conditions for LR and LMR be eliminated for parts of the city with an **adopted** area plan; and
2. GC and E land uses are not appropriate for residential or mixed-use development for parts of the city with an **adopted** area plan.

Staff will develop a public review draft of Actions and GFLU maps for the Southwest and Southeast areas based on feedback from the Plan Commission. Draft Actions and GFLU maps will be then be released for public review and comment, with Plan Commission review following.



## **Discussion Topics:**

1. Staff proposal to increase transparency and certainty related to the “escalator clause”.
2. How to address proposed residential uses in areas designated as Employment or General Commercial on the Generalized Future Land Use (GFLU) Map, where residential uses may not be appropriate.

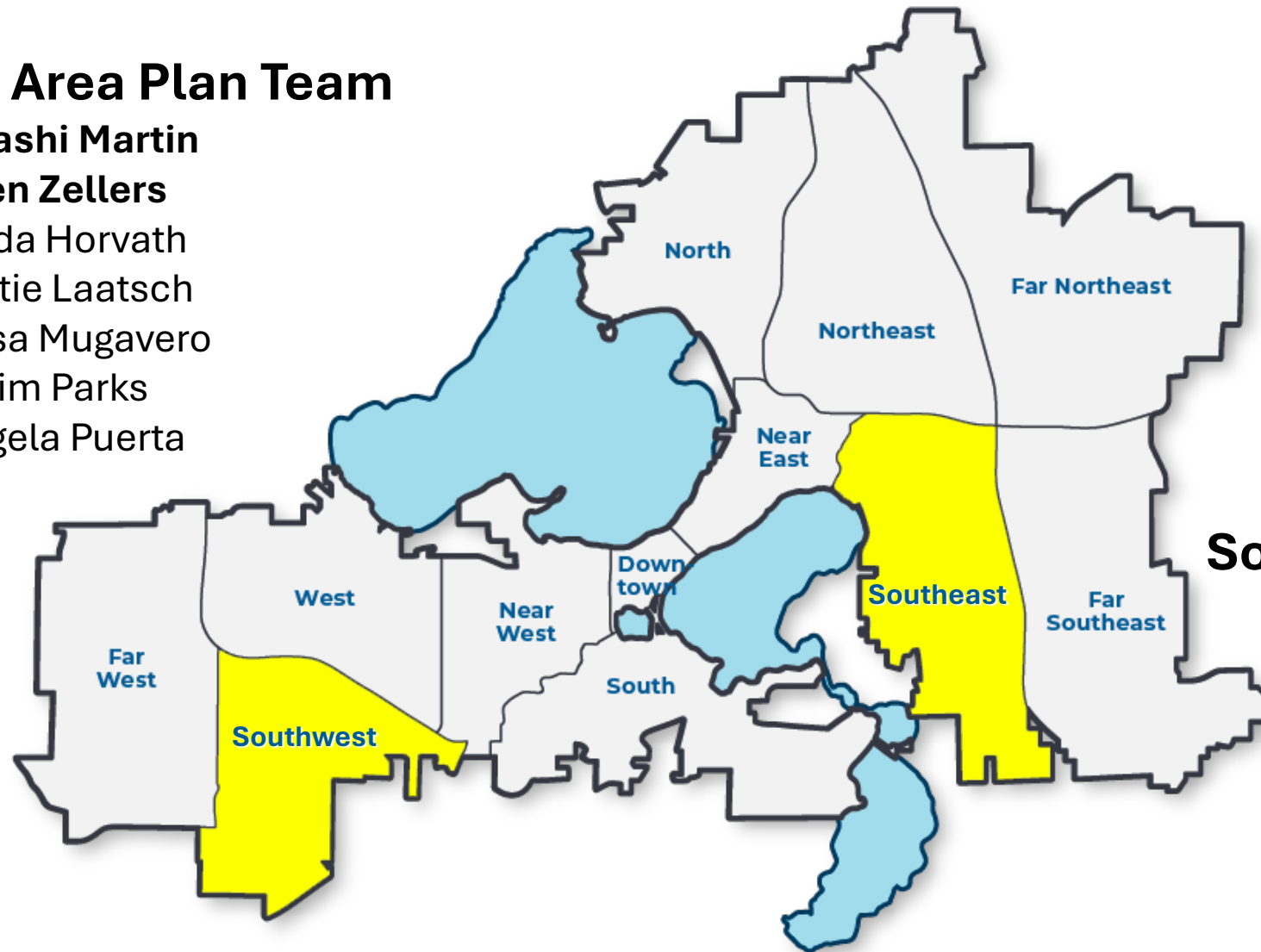


# Southwest and Southeast Area Plans



## Southwest Area Plan Team

**Urvashi Martin**  
**Ben Zellers**  
Linda Horvath  
Kirstie Laatsch  
Alyssa Mugavero  
Tim Parks  
Angela Puerta



## Southeast Area Plan Team

**Rebecca Cnare**  
**Jeff Greger**  
Breana Collins  
Dan McAuliffe  
Alyssa Mugavero  
Chris Wells

# “The Escalator Clause” - Background

- 2018 Comprehensive Plan – Low-Medium Residential (LMR) future land use category created for current & future “Missing Middle” housing.
- Clause allows for additional development intensity up to four stories and 70 units/acre vs three stories and 30 units/acre under certain conditions.
- Low Residential (LR) also has an escalator but few development inquiries or proposals

# “The Escalator Clause” - Background

## 2018 Comprehensive Plan

### Residential Future Land Use Categories

Residential Building Form	Low Residential (LR)	Low-Medium Residential (LMR)	Medium Residential (MR)	High Residential (HR)
Single-Family Detached Building				
Civic/Institutional Building				
Two-Family, Two-Unit				
Two-Family – Twin				
Three-Unit Building	*			
Single-Family Attached	*			
Small Multifamily Building	*	**		
Large Multifamily Building		**		
Courtyard Multifamily Building		**		
Podium Building				
Number of Stories	1-2'	1-3	2-5	4-12~
General Density Range (DU/acre)	≤15	7-30	20-90	70+

\* Permitted in select conditions at up to 30 DU/ac and three stories, generally along arterial streets or where these types of buildings are already present or planned within an adopted sub-area plan as part of a pattern of mixed residential development.

\*\* Permitted in select conditions at up to 70 DU/ac and four stories, generally along arterial streets.

~ Or taller, if specified by an approved sub-area plan or PD zoning.

' Dormers or partial third floors are permitted.

# “The Escalator Clause” - Background

- 2023 Comprehensive Plan Interim Update – staff proposed:
  - Removing the clause from the Comp Plan
  - Not applying the escalator to areas with an adopted Area Plan - since the GFLU Map will be reviewed in detail in these area
- Clause remained with additional criteria added.
  - Additional criteria intended to clarify where the escalator applies
  - In hindsight, additional criteria may have made things more uncertain.



# “The Escalator Clause”

## 2023 Comprehensive Plan

### Residential Future Land Use Categories

Residential Building Form	Low Residential (LR)	Low-Medium Residential (LMR)	Medium Residential (MR)	High Residential (HR)
Single-Family Detached Building				
Civic/Institutional Building				
Two-Family, Two-Unit				
Two-Family – Twin				
Three-Unit Building	*			
Single-Family Attached	*			
Small Multifamily Building	*	**		
Large Multifamily Building		**		
Courtyard Multifamily Building		**		
Podium Building				
Number of Stories	1-2'	1-3	2-5	4-12~
General Density Range (DU/acre)	≤15	7-30	20-90	70+

\* Permitted in select conditions at up to 30 DU/ac and three stories, generally along arterial streets or where these types of buildings are already present or planned within an adopted sub-area plan as part of a pattern of mixed residential development.

\*\* Appropriate in select conditions at up to 70 DU/ac and four stories. Factors to be considered include relationships between proposed buildings and their surroundings, natural features, lot and block characteristics, and access to urban services, transit, arterial streets, parks, and amenities.

~ Or taller, if specified by an approved sub-area plan or PD zoning.

' Dormers or partial third floors are permitted.

# “The Escalator Clause” Examples

- Approximately a half dozen development proposals have been reviewed since the provision was created including:



**77 Sirloin Strip**  
Placed on File



**6610 – 6706 Old Sauk Road**  
Project Approved



**709 Northport Drive**  
Project Approved

# “The Escalator Clause” Discussion

- Since the 2023 Comp Plan update substantial changes in policy and ordinances have been made through the Housing Forward initiative.
- Given the changes since the 2023 update proposing to eliminate the “escalator clause” for adopted area plans.
- Area plans will allow for detailed GFLU analysis and land use mapping providing:
  1. Transparency and certainty
  2. Reestablish meaningful “Missing Middle” GFLU category
  3. Focus discussion on appropriate land use/development intensity at the planning level, not individual project review level

# Residential in Employment and General Commercial

- 2018 Comprehensive Plan
  - General Commercial (GC) and Employment (E) districts were defined as areas that were largely intended not to include residential development.
  - A limited amount of flexibility was allowed for residential development.
- 2023 Comprehensive Plan Interim Update
  - This flexibility was restricted.

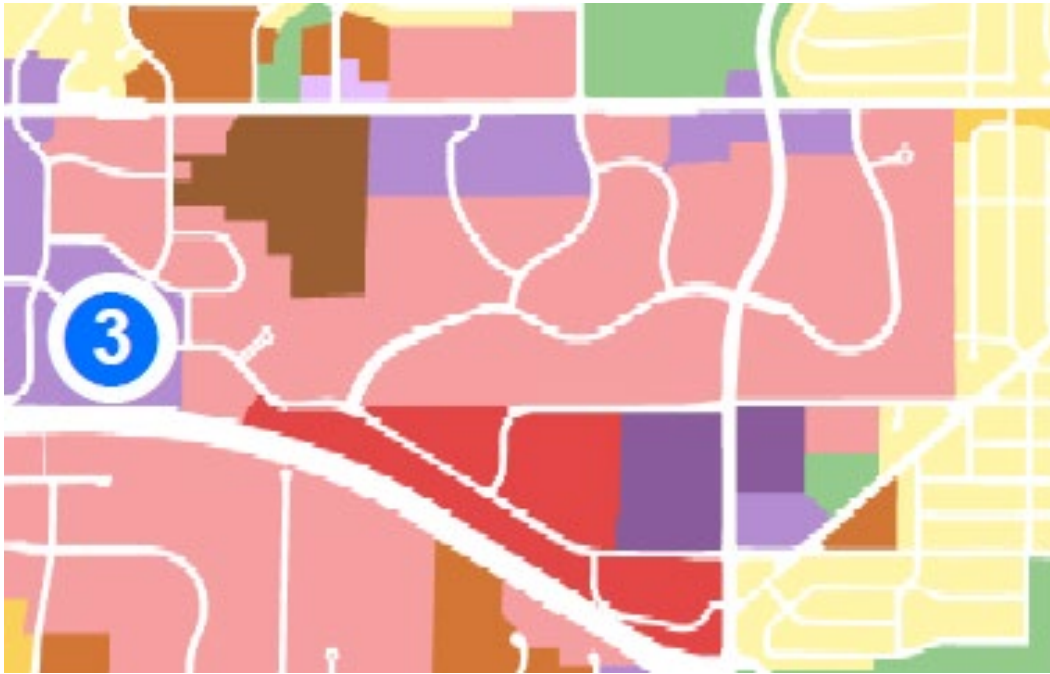


# Residential in Employment and General Commercial

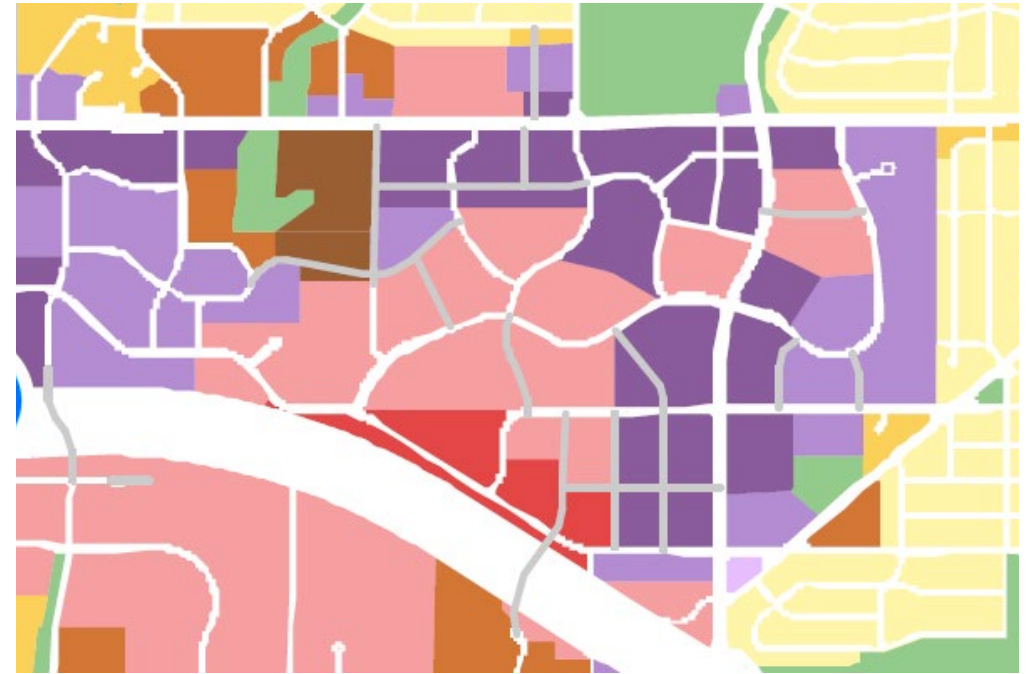
- Provide clarity in plan recommendations for GC & E areas, particularly regarding locations where residential uses are not appropriate.
- Staff will evaluate GC & E areas that could be appropriate for mixed use via area plan processes.
- Staff feels that it is also appropriate to specify E and GC areas within adopted area plans that are not appropriate for proposed residential or mixed-use development.
  - That approach will require accompanying updates to the zoning code.
  - May be necessary to either tweak the uses allowed in certain zoning districts and/or proactively rezone high priority sites to better implement plan recommendations.

# Residential in Employment and General Commercial

## West Area Plan Example



*GFLU map prior to the West Area Plan*



*GFLU map updates in West Area Plan*

*Note: purple denotes mixed-use, pink is employment, red is general commercial.*



Does the Plan Commission support staff's proposed approaches for addressing existing uncertainty around LR/LMR/E/GC land uses?

# Questions and Discussion





**Department of Planning & Community & Economic Development**

**Planning Division**

Meagan E. Tuttle, Director  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985  
Phone: (608) 266-4635  
planning@cityofmadison.com

**To:** Transportation Commission

**From:** Southeast Area Plan Project Managers (Jeff Greger, Rebecca Cnare)

**Date:** December 3, 2025

**Subject:** Southeast Area Plan Update

## **Background**

Planning Division staff engaged with the public and gathered further feedback, coordinated with other agency staff, and drafted Southwest Area Plan actions and maps since the last Transportation Commission check-in on June 25<sup>th</sup>. Staff is updating the Commission on the additional public feedback and the draft actions and maps prior to compiling a final draft of the Southwest Area Plan for introduction to the Common Council. Please see the project website for background material, public feedback summaries, and material from past meetings.

## **Public Engagement**

Public participation has included public meetings (virtual and in-person). In addition to the public meetings, staff collected feedback from various other sources such as the Online Commenting Map, Resident Surveys, Madison Madness Bracket Exercise, Community Partners, Focus Group meetings, Neighborhood walks, Business walk, Bike to work week events, Pop-Up events, UW PEOPLE Program engagement with Memorial High School students, Neighborhood Associations and Neighborhood Resource Teams, among others.

This Commission update focuses on community feedback received thus far on draft actions and maps, and reviewing draft actions and maps.

## **Wisconsin Department of Transportation South Stoughton Road redesign project**

One of the most impactful transportation issues in the Southeast area is the South Stoughton Road Redesign Project. In 2025 and 2026, the Wisconsin Department of Transportation (WisDOT) is studying potential changes and improvements for a redesign of the US 51 / South Stoughton Road Corridor. The Study will evaluate 4.4 miles of Stoughton Road from Voges Road/Terminal Drive in McFarland to south of WIS 30 in Madison. WisDOT's purpose statement of the US 51 South Study is to improve safety and mobility for all modes of travel and improve community connectivity, guided by local plans and goals. The Southeast Area Plan is one of the plans that will guide the future of the corridor. The redesign of the corridor will have significant impacts on safety, mobility, connections and land use. This Plan encourages a design that includes more multi-modal connections, slower speeds, and encourages redevelopment opportunities that make the corridor a central feature to connects neighborhoods and commerce instead of the barrier that it creates on Madison's east side.



### Highlights of Draft Transportation Actions

1. Pedestrian Network Map: Only 66% of the Southeast area street network includes sidewalks on one or both sides. We received a lot of public feedback about missing sidewalks and desire to fill in the sidewalk gaps particularly near schools. The sidewalk map recommends filling in the sidewalk gaps through reconstruction and Safe Streets Madison program and calls out priority projects near community activity centers, parks and schools.
  - a. **It has been essential to educate the public on the new sidewalk assessment policy implemented in 2023.** It is still widely assumed by many residents that they will be directly assessed for new sidewalks and sidewalk repairs.
  - b. Many people were much more enthusiastic about new sidewalks once they learned about the policy and ways that sidewalks could be designed to save larger trees.
2. Planned Street Network Map:
  - a. Potential new streets are shown in primarily undeveloped areas.
  - b. Connect City Streets to former Town of Blooming Grove streets after properties are attached to the City in 2027.
3. Transit: Draft recommendations discuss the lack of a north-south route east of S Stoughton Road, and lack of high frequency transit service to LaFollette High School.
  - a. There was also a desire from residents for bus stops with a higher level of amenities.
4. Street safety improvements include actions on:
  - a. Thompson Road: Speeding between Milwaukee St and Swanton Road is a major concern and this plan is recommending traffic calming measures and traffic lane markings on Milwaukee St, Kurt Dr., Swanton Rd, and N. Thompson Rd to ensure a safe, accessible pedestrian and bicycle-friendly neighborhood environment.
  - b. East West Arterials: Milwaukee, Cottage Grove Road and Buckeye Road all have intersections on the high-injury network and are near community activity centers. Many of the unsignalized intersections should be studied for potential signals, continental crosswalks and /or rapid flashing beacons.
5. Shared-Use Path and Bicycle Network:
  - a. Improve multi-use path crossings as identified in the Safe Streets for All Program.
  - b. Upgrade and add to the multi-use path system to increase north-south connectivity to an All Ages and Abilities (AAA) standard.

### Partnerships:

- A. Encourage Bcycle shared bike stations to complete the network of Bike share in the Southeast Neighborhoods that connect crucial community assets.

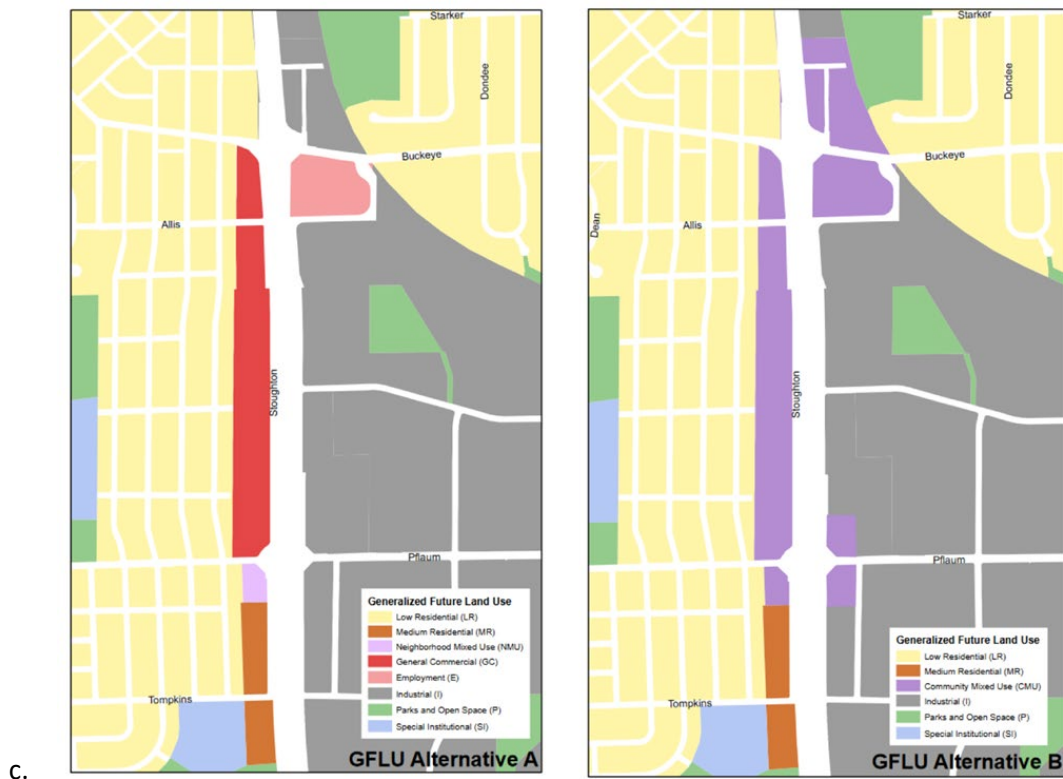
### Wisconsin Department of Transportation South Stoughton Road redesign project

- B. Work with WisDOT, in conjunction with Traffic Engineering, to determine the feasibility of constructing a bicycle lane on the east side of Highway 51 from Milwaukee Street to Nakoosa Trail.
- C. Continue working with Wisconsin Department of Transportation (WisDOT) on the redesign of the Highway 51 / S Stoughton Road Corridor between US Hwy 30 and Voges Road. Work with WisDOT to ensure changes to the Highway 51 corridor align with the City's vision for land use and transportation as discussed in this section.

- a. Supporting a future design that reflects a Safe Systems approach—integrating speed management, high quality bicycle and pedestrian facilities, and smart access management to advance our shared priority of safety for all users.
  - b. Supporting options that utilize a 35-mph speed limit along the length of the corridor
  - c. The City prefers the hybrid intersection concepts at both Milwaukee Street and Cottage Grove Road to provide an improved transition between STH 30 (Aberg Avenue) and the wide boulevard segment south of Cottage Grove Road.
  - d. Between Buckeye Road and Tompkins Drive the City strongly prefers the wide boulevard design.
- a. The City would also like to explore how the Capital City Trail could connect to a north-south bike/ped route along US 51.
  - b. Land Use and Transportation Nexus: The City's Land Use Map may significantly change depending upon the final design of S Stoughton Road. A 35 mph Boulevard could allow for a more intensive mixed-use neighborhood that would support additional housing, transit, and community amenities that are not supported by single-story rural highway fronting development.

45 MPH, limited access future land uses

35 MPF urban boulevard future land use



## Public Feedback Summary

### A. Feedback from Initial Rounds of Public Participation

- Improve pedestrian safety and accessibility along major thoroughfares and heavily traveled neighborhood streets.
- Increase sidewalk and bike network connectivity.
- Increase safety and connectivity across S Stoughton Road.
- Increase Transit routes to LaFollette and to neighborhoods east of S Stoughton Road

## **B. Feedback received on Draft Transportation Actions**

Public feedback received so far on the draft actions and maps are the following:

- There is a lack of North/South bike routes, most are east/west.
- Need for traffic lights, and traffic calming at Milwaukee Street and Thompson Rd.
- Need or sidewalks on streets near Virginia Henderson Elementary and Sennett/LaFollette, especially on Spaanem Rd.
- There continues to be mixed feelings on safety issues for the future of S Stoughton Road, although many people agreed that the 35 MPH Boulevard does promote more desirable land use opportunities.

## **Transportation Commission Discussion**

Staff is seeking feedback from the Transportation Commission on draft actions and maps in the Transportation chapter prior to completing a full final draft:

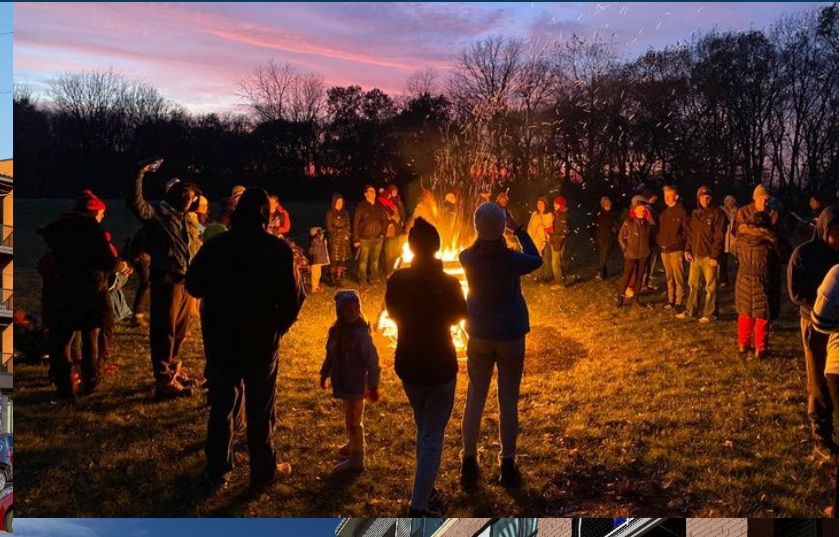
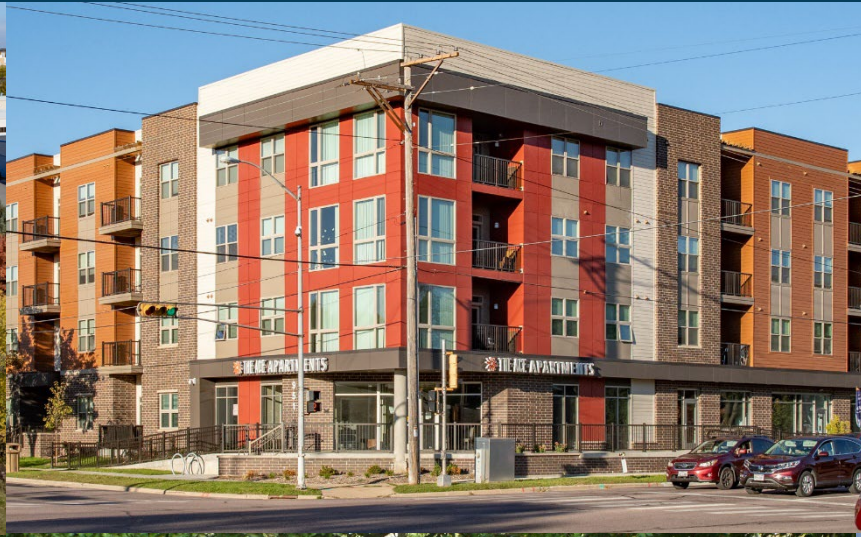
1. Does the Commission agree with the potential street connections?
2. Does the Commission agree with the proposed pedestrian and bicycle network improvements?
3. Does the Commission have any initial feedback on the S Stoughton Road redesign as related to the Planning Process?
4. Is there anything you think we missed?
5. Do you have additional comments or questions?

## **Attachment**

- [Draft Actions and maps Public Commenting Portal](#)
- [SEAP Project Webpage](#)
- [SEAP Draft Actions Meeting Boards](#)



# Southeast Area Draft Recommendations



**Project Team: Jeff Greger • Rebecca Cnare • Breana Collins • Chris Wells • Alyssa Mugavero**

**Transportation Commission Meeting: December 3, 2025**

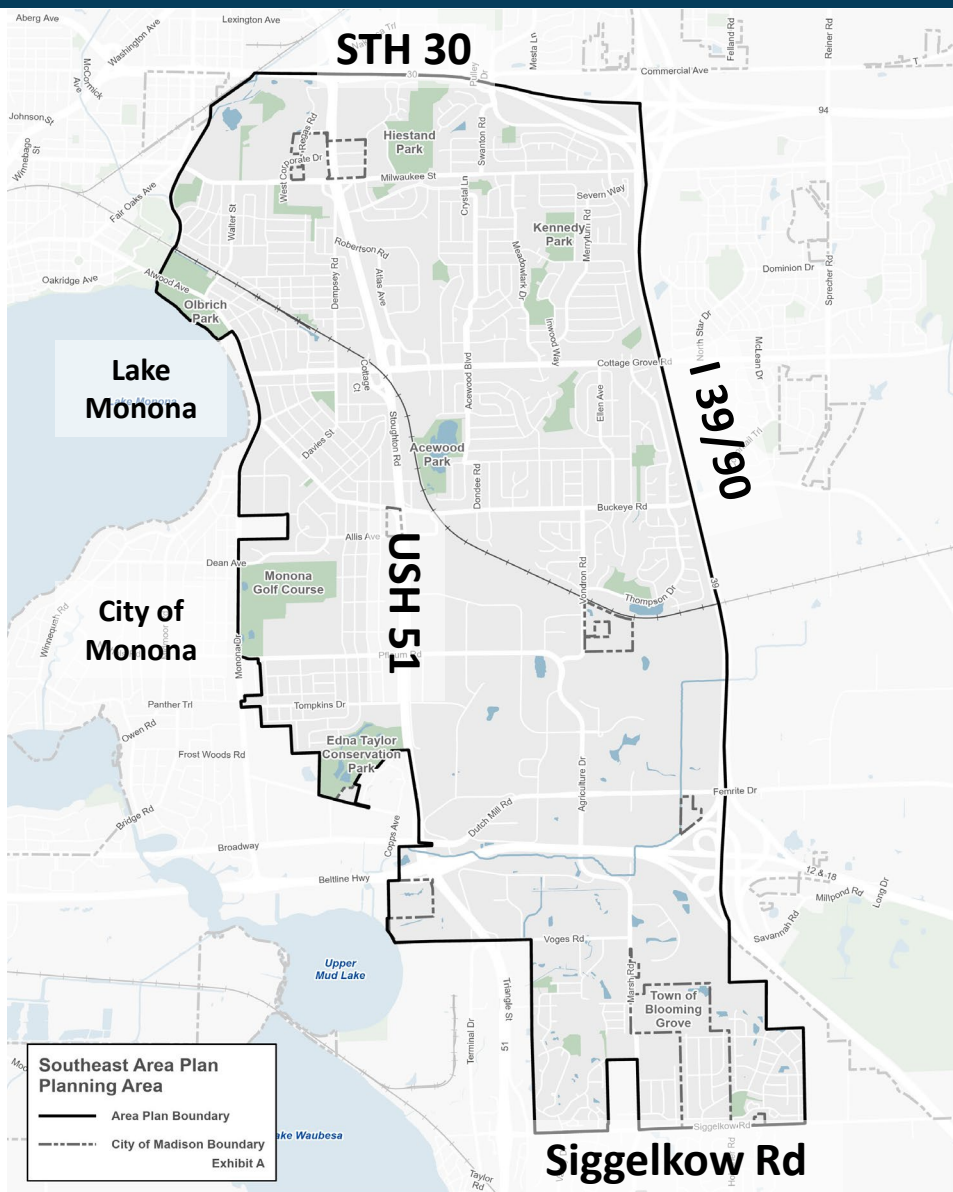


# Agenda



- Background and Public Engagement summary
- Draft Actions
  - Land use
  - Transportation
    - Street connections / Hwy 51 Study
    - Sidewalks & Pedestrian Safety
    - Path & Bicycle Network
    - Transit
- Feedback on Draft Actions
- Timeline

# Southeast Area



**North boundary:**

State Highway 30

**South boundary:**

Siggelkow Road / Village of McFarland

**East boundary:**

Interstate 39/90

**West boundary:**

City of Monona / Lake Monona

**2020 Census:**

- 11,100 housing units
- 25,366 people
- 25.9% BIPOC and Hispanic/Latinx

# 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
- Neighborhood walk
- Business Walk
- PC and TC check-ins (June, Aug)
- CAS events at Hiestand and Honeysuckle Parks



# Notable Topics



- Land use
- Adding density along transit corridors
- Street network
  - USH 51 S Stoughton Road design
  - Impacts on land use recommendations
- Missing sidewalks in residential neighborhoods
- Pedestrian safety:
  - Thompson Rd, Milwaukee/Walbridge, Buckeye, others
- Bicycle Network Improvements
- Transit: N/S route gap, access to La Follette, employment



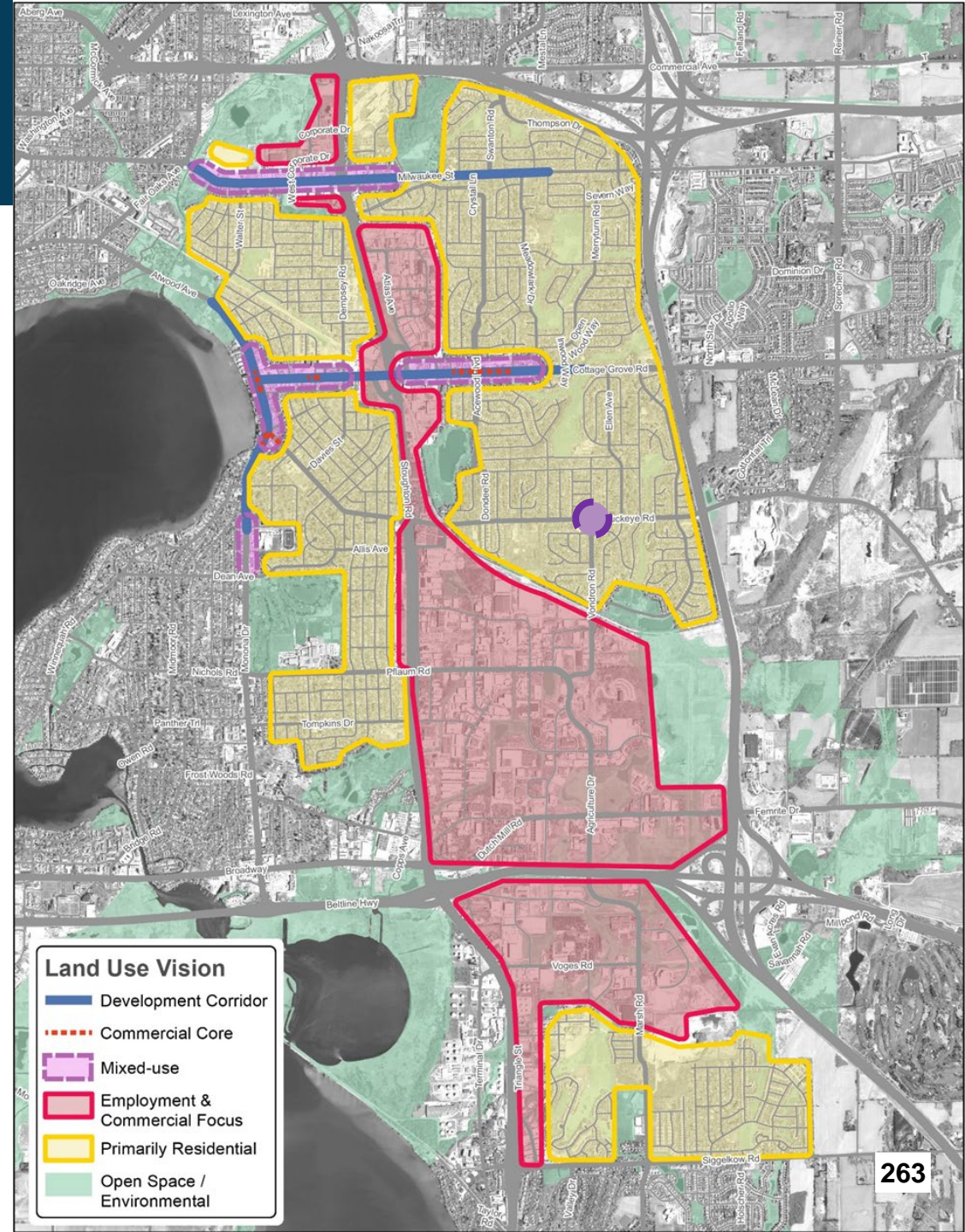
# Land Use

What we heard:

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

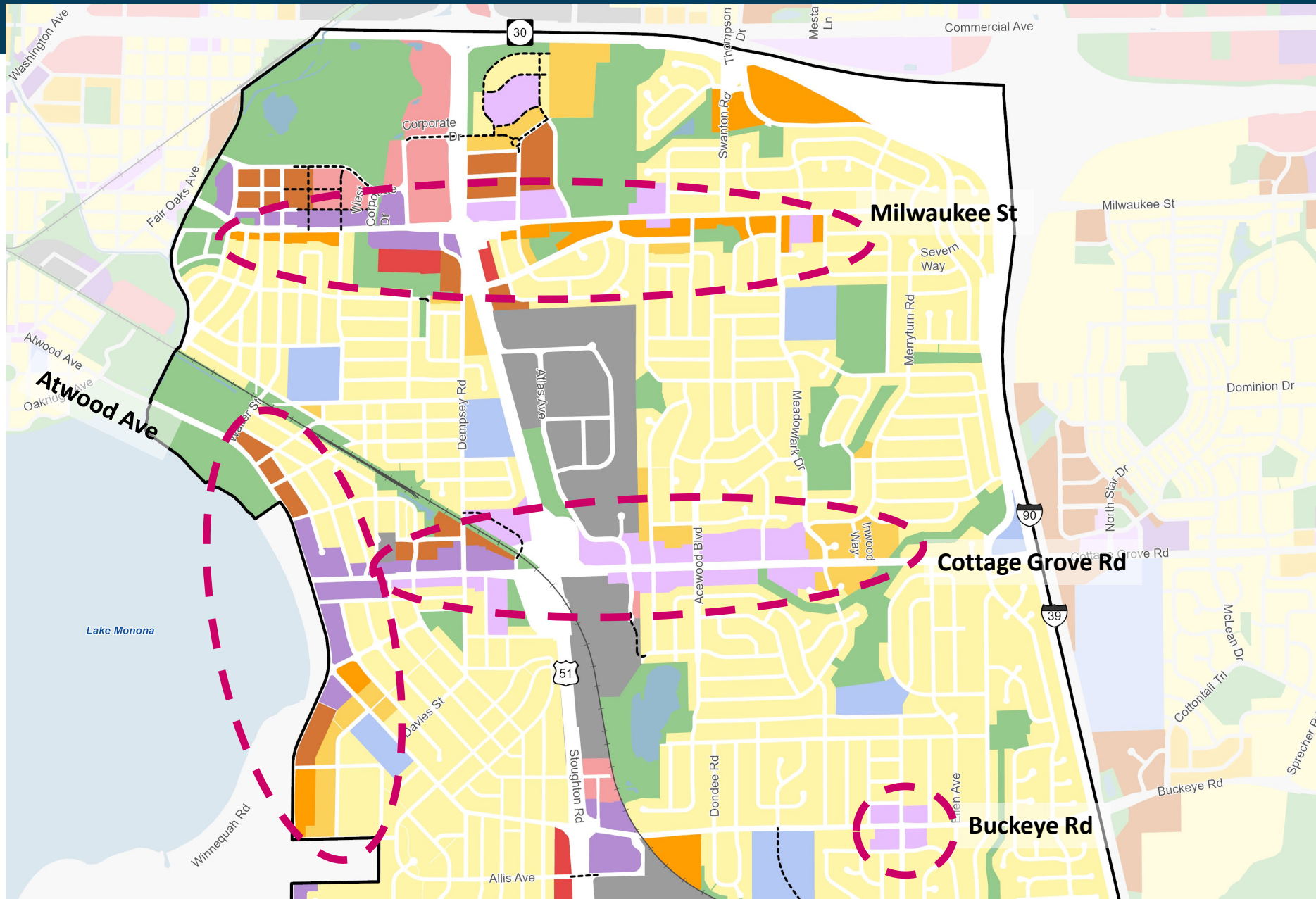
## Draft Actions

- Increasing allowable development and mixed-use intensity along Transit Corridors
- New mixed-use nodes for neighborhoods
- Support additional housing

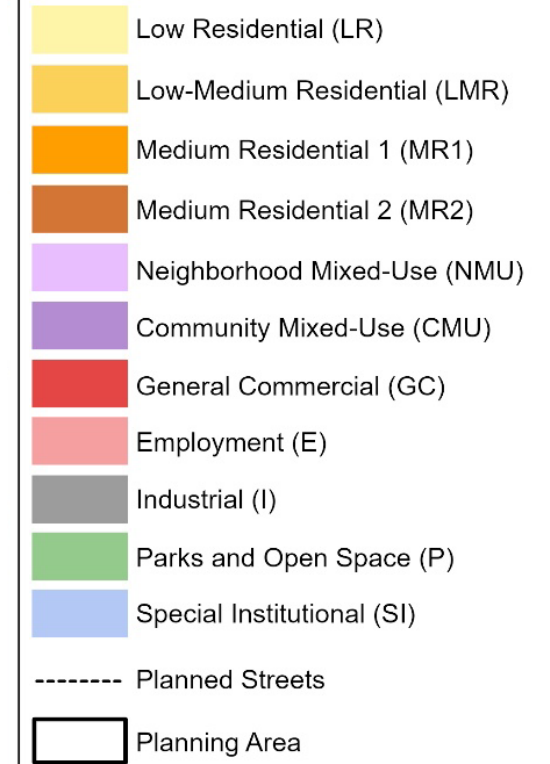




# LU&T – Density along transit corridors



## Southeast Area Plan Draft- Generalized Future Land Use



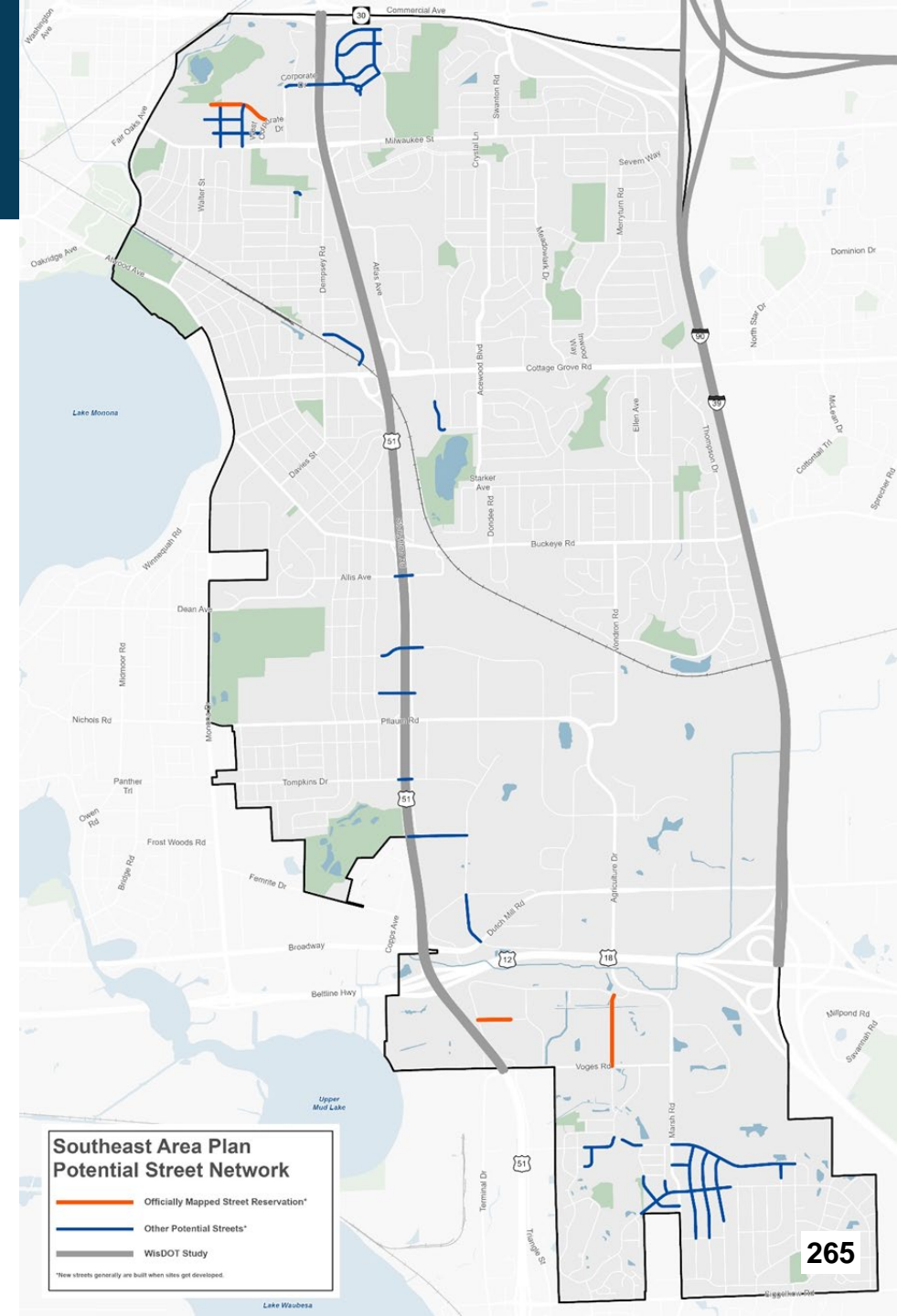
# Street Network

## What we heard

- Lack of North–South Connections
- Hwy 51 is a barrier - unsafe

## Draft Actions:

- 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

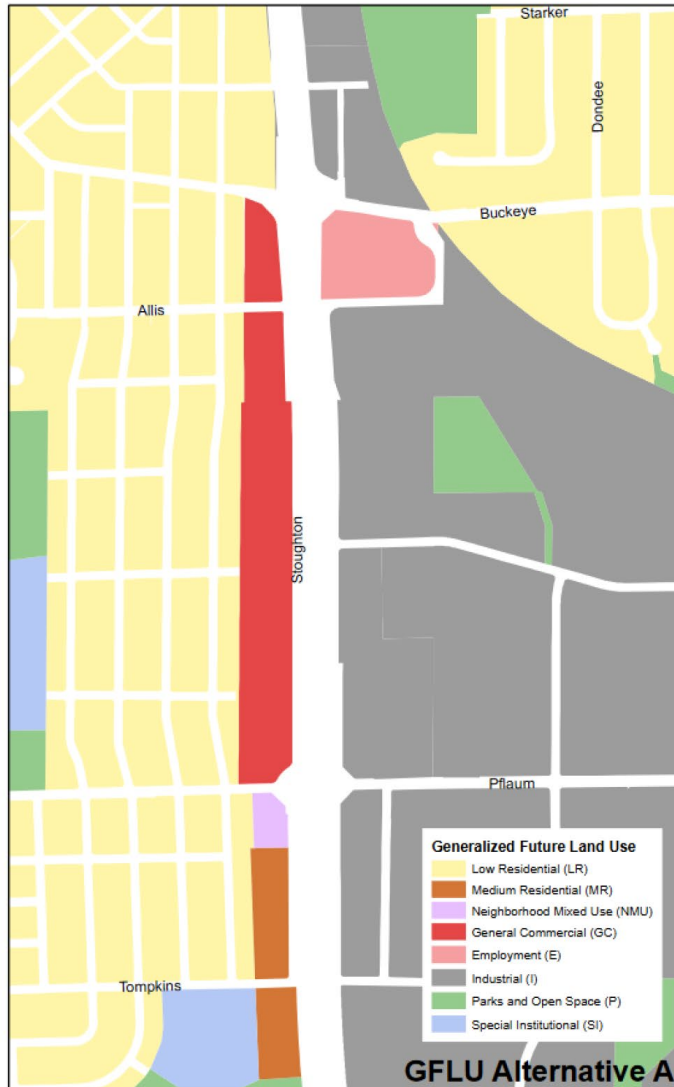




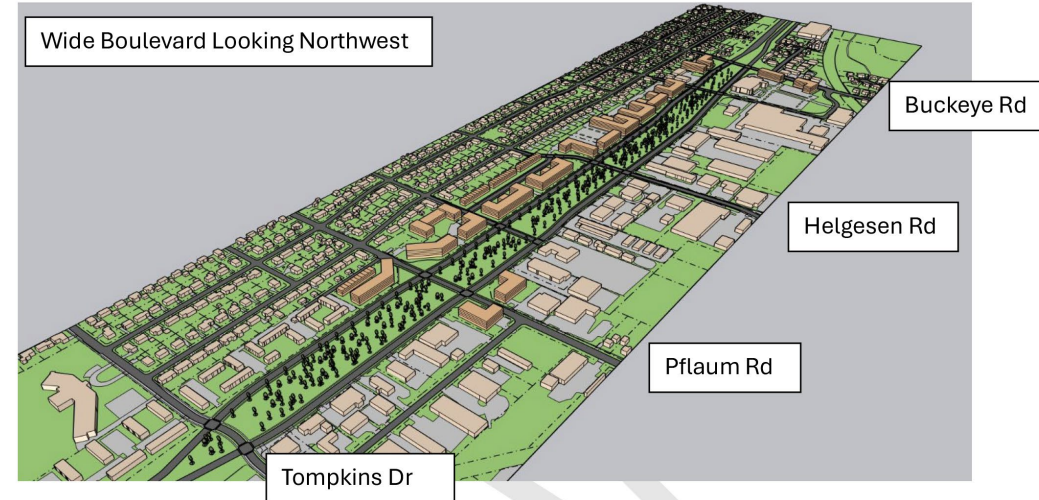
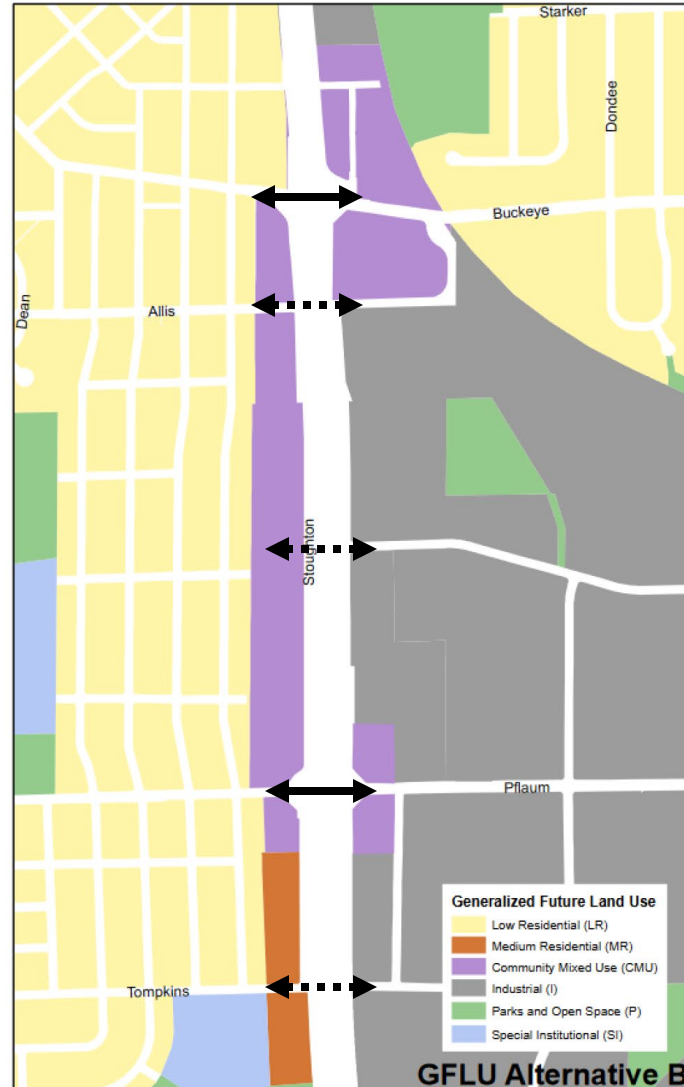
# USH 51 Design Impacts



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.



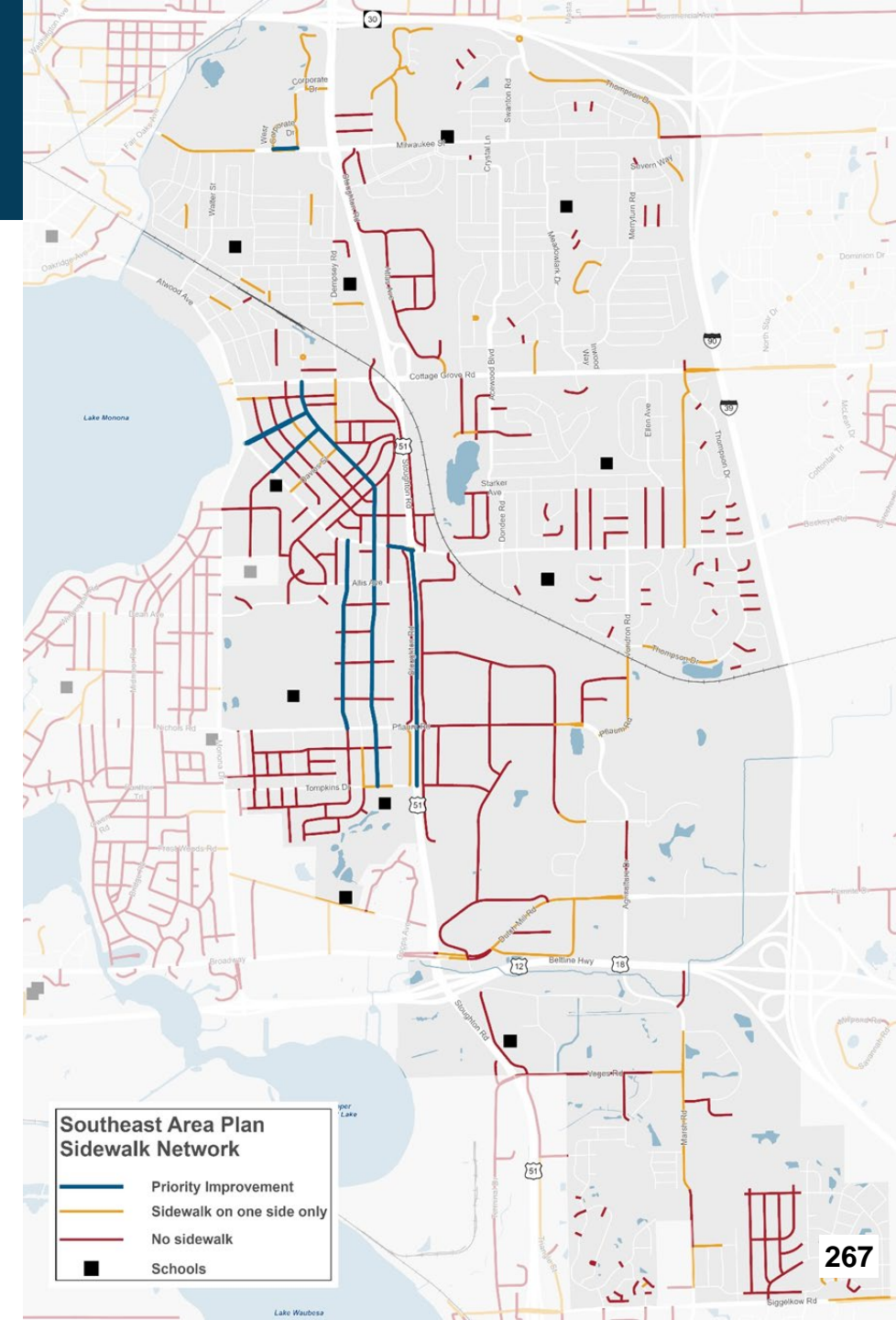
# Missing sidewalks

What we heard:

- Sidewalks are too expensive
- Areas without sidewalks are unsafe for Children and pedestrians

Draft Actions:

- Sidewalk policy education
  - ***No longer assessed to individual property owners***
- Work with Traffic Engineering on ways to save trees while adding sidewalks
- Prioritize locations for sidewalk improvements



# Pedestrian safety



## What we heard:

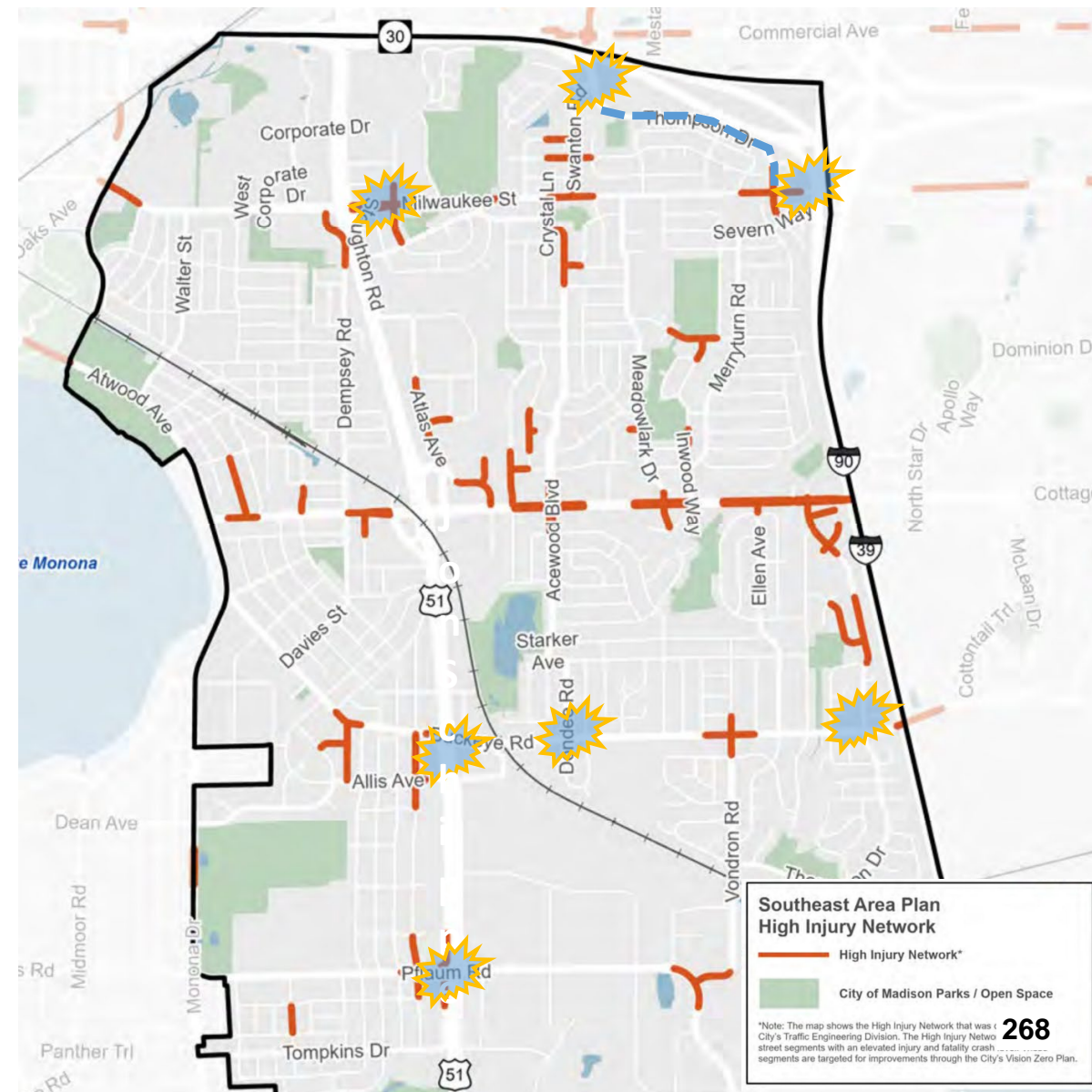
- Many unsignalized crossings are unsafe
- Speeding on Thompson is very unsafe
- Hard to cross Milwaukee Street, Cottage Grove Road, Buckeye Road and Hwy 51.

## Actions:

- Intersection Improvement Needed

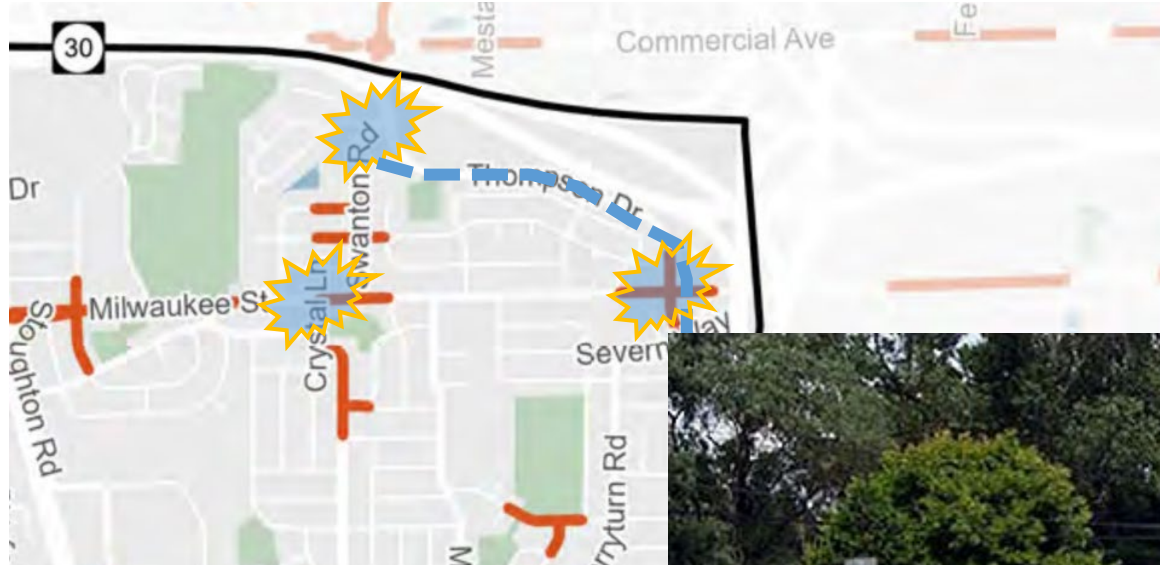


- Milwaukee Street Intersections
- Swanton @ Thompson
- Buckeye @ 51
- Pflaum @ 51
- Buckeye Rd Intersections
- Other High injury locations





# Pedestrian safety



- Corridor Improvement Needed
- Thompson Drive





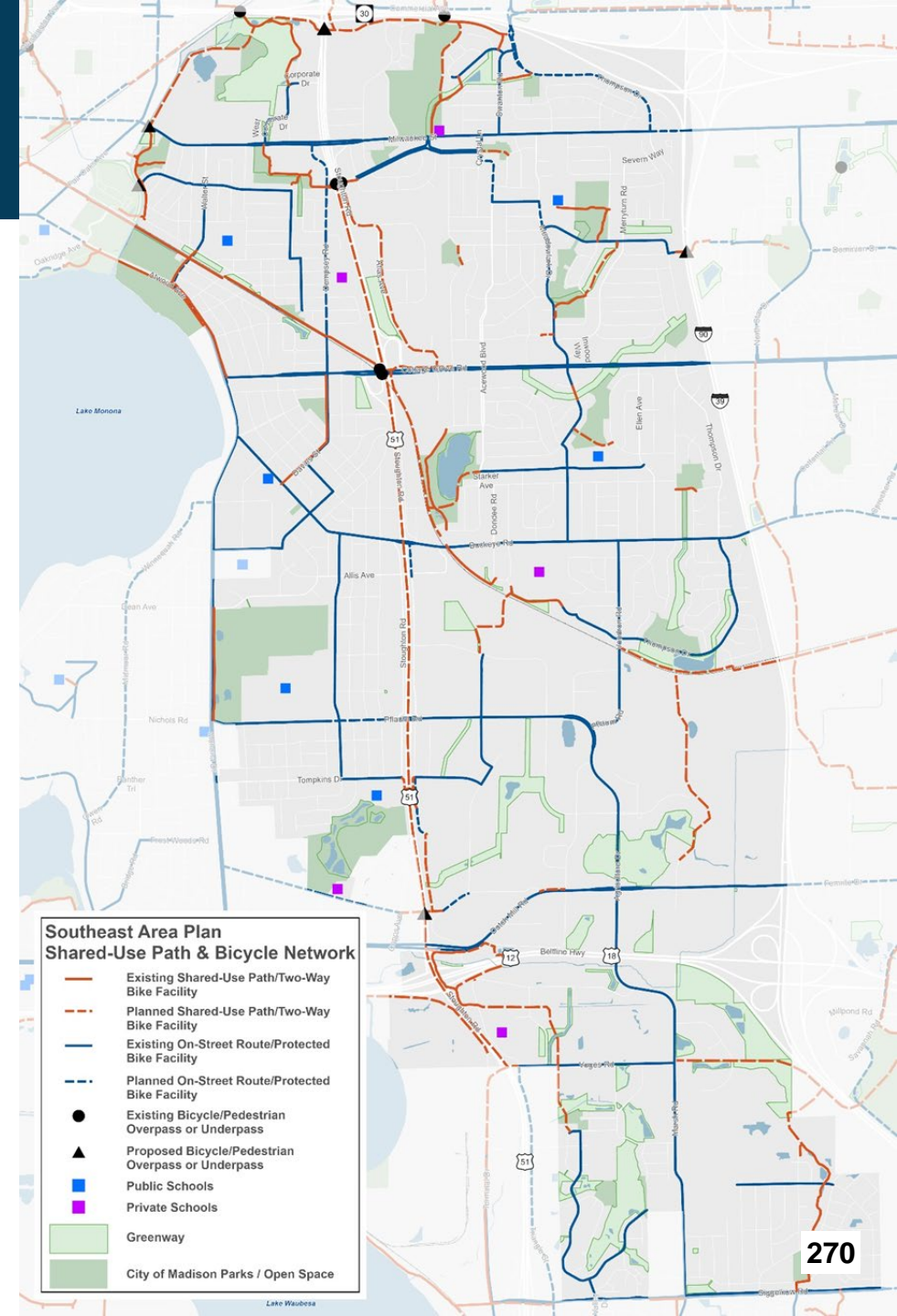
# Shared Use Path & Bicycle Network

What we heard:

- Increase Bicycle Network Connectivity

Actions:

- Upgrade Cottage Grove Road and others to AAA Standards
  - Consider Spaanem as a Bike Boulevard
  - Study underpass under I90 towards Yahara Hills
- Consider N-S path next to greenway adjacent to I 39/90

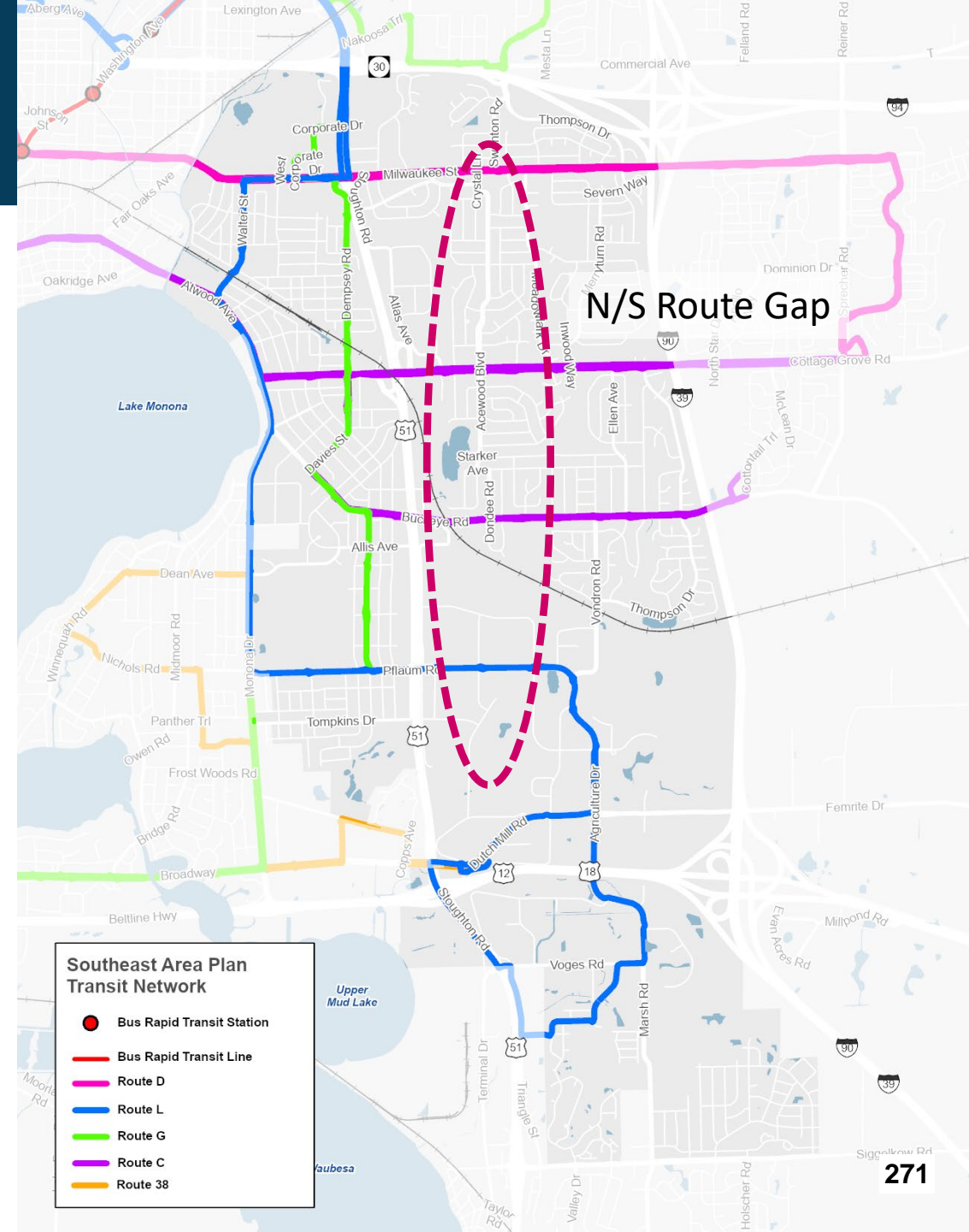




# Transit

## Community Feedback:

- La Follette High School transit service needs improvement.
- Employment areas east of USH 51 corridor need improved transit access.
- Improvements to bus stop amenities



# Feedback on draft Actions



- There is a lack of North/South bike routes, most are east/west.
- Need for traffic lights, and more traffic calming at Milwaukee Street and Thompson Rd and others.
- Need or sidewalks on streets near Virginia Henderson Elementary and Sennett/LaFollette, especially on Spaanem Rd. **(we have already added this)**
- There continues to be mixed feelings on safety issues for the future of S Stoughton Road, although many people agreed that the 35 MPH Boulevard does promote more desirable land use opportunities.

# Timeline



## Planning Process & Public Engagement

### Phase Zero

#### Data Gathering & Review

- Plan authorization by Common Council
- Pop-up outreach (Parks Alive, resource fairs, etc.)
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Online interactive commenting map
- Background data gathering
- Regular email notifications and website updates (applies to all phases)

JUN - OCT

2024

### Phase One

#### Issues & Opportunities

- Multiagency Open House
- Community survey (part 1)
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Review by Board, Commissions & Committees
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts

NOV - MAY



### Phase Two

#### Develop Recommendations

- Outreach to businesses
- Art Workshop
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with City Boards, Commissions & Committees

JUN - NOV

2025

### Phase Three

#### Draft Plan Review

- Public feedback on Draft Plan
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts
- Pop-up outreach (resource fairs, events at library, community dinners etc.)

DEC - MAR



### Phase Four

#### Adoption & Implementation

- Plan review and adoption by City Boards, Commissions & Committees
- Implementation of Plan recommendations after Plan adoption

APR - MAY

2026

# Southeast Area Plan Discussion Points



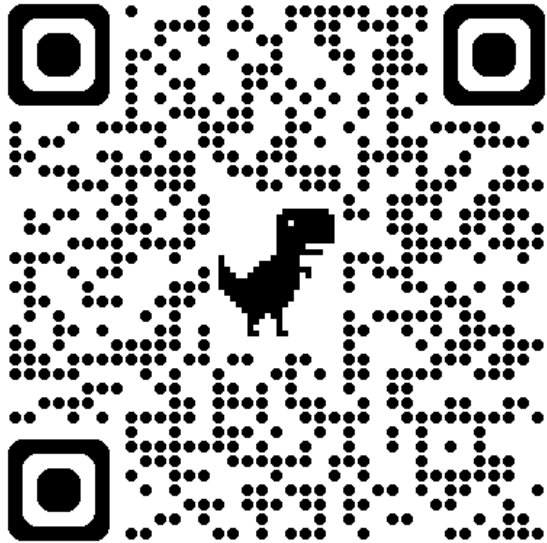
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4. Is there anything you think we missed?
5. Do you have additional comments or questions?



# Staying Engaged



- Sign up for email list
- Project resources
- Contact project staff



## Southeast Area Plan



### Draft Actions and Maps Available for Review and Comment

Draft Southeast Area Plan actions and maps are available for review and comment! For an overview please see our [new storymap](#), which walks through draft action and map highlights. The full set of draft actions, partnerships, and maps, which allow for commenting and feedback, are [available here](#). Those who are interested in providing feedback or learning more about draft actions can also attend one of two virtual meetings or an in-person meeting (see information below).

### Save the date: Southeast Area Plan Public Meetings

Three public meetings have been scheduled to discuss draft actions and maps for the Southeast Area Plan:

October 21, 6:00-7:30 p.m., Olbrich Botanical Gardens  
October 21, 12:00-1:00 p.m., virtual - [registration required](#)  
November 4, 6:00-7:00 p.m., virtual - [registration required](#)

## Plans

Area Plans	Sections ▾
Block 113 (Brayton Lot)	
Downtown Area Plan	
South Park Street and West Badger Road Redevelopment	
Southeast Area Plan	
Southwest Area Plan	

## Subscribe to Email List

Subscribe to the Southeast Area Plan email list:

Email:

## Meetings and Events

### Upcoming

October 21, 6:00-7:30 p.m., Olbrich Botanical Gardens  
[Meeting Boards PDF](#)  
[Action Summary Commenting](#)  
October 21, 12:00-1:00 p.m., virtual - [registration required](#)  
November 4, 6:00-7:00 p.m., virtual - [registration required](#)

### Past

Hiestand CAS Events

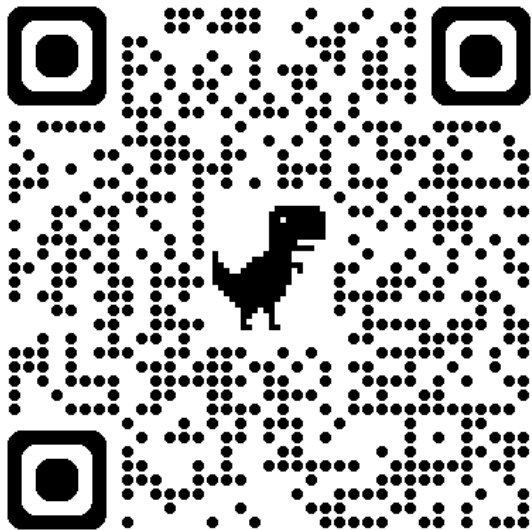
Email: [southeastareaplan@cityofmadison.com](mailto:southeastareaplan@cityofmadison.com)  
Webpage: [www.cityofmadison.com/southeastplan](http://www.cityofmadison.com/southeastplan)

# More information



## Give feedback on draft actions:

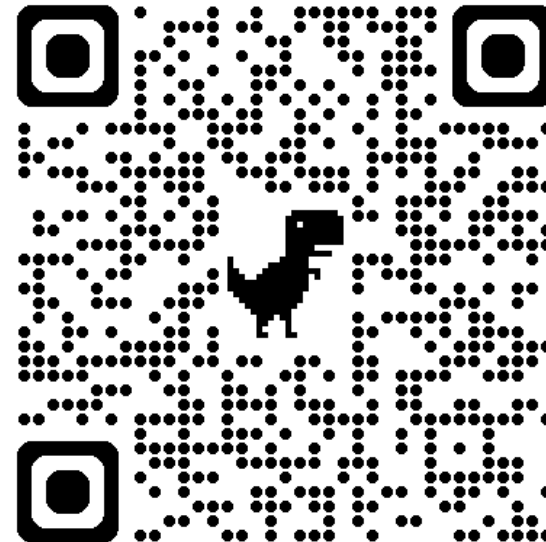
- See full list of draft actions
- Provide comments and feedback



Webpage: <https://plans.cityofmadison.com/southeast-area-draft-actions>

## Southeast Area Plan Website

- Sign up for email list
- Project resources
- Contact project staff



Email: [southeastareaplan@cityofmadison.com](mailto:southeastareaplan@cityofmadison.com)  
Webpage: [www.cityofmadison.com/southeastplan](http://www.cityofmadison.com/southeastplan)

**From:** [Nicholas Davies](#)  
**To:** [Transportation Commission](#)  
**Cc:** [Martinez-Rutherford, Dina Nina](#); [Southeast Area Plan](#)  
**Subject:** RE: Southeast Area Plan transportation recommendations (88389)  
**Date:** Sunday, November 30, 2025 12:58:24 PM

---

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Transportation Commission,

Regarding the proposed transportation actions in the draft Southeast Area plan, a lot of it makes sense to me. Much of it boils down to encouraging WisDOT to do the right thing in their plans for Stoughton Rd, in terms of land use and safe crossings. I think the city has already made this preference clear, but adding it to the Comprehensive Plan is good too.

#### Street network additions (and lack of subtractions)

- The map shows an extension of Dawes through Eastmorland Park to Silver. This would make a bike boulevard more attractive to through traffic. I would support a bike/ped bridge here instead, probably at lower cost.
- A connection from Cottage Ct to Dempsey, through a property currently owned by American Family, would require an additional crossing of the Cap City Trail, and the railroad (good luck with that). A dead-end off of Dempsey could serve the same purpose without those impacts.
- The connection between Lumbermans Trail and Leo Dr would be useful for bikes/peds traveling the Cap City Trail, but it would also allow cut-through traffic from Atlas Ave to Acewood Blvd via what is today a quiet residential street.

On the whole, these proposed street connections feel like "make-work" that is included just to check a box. This area (at least the northern half) is developed already. It's okay to stop adding street connections.

In fact, it suggests a pro-car bias at work, when the plan only includes street additions, and zero street subtractions. Whereas to achieve low-stress, low-traffic neighborhoods, that is what we ought to be doing instead: deciding which streets do not need be accessible from both ends by car, now that the area is built out and we can measure how these streets are being used.

I would encourage the Planning Division to reassess their process for how this part of an area plan gets put together, because this kind of net-pro-traffic stuff seems to be a chronic problem from one area plan to the next.

#### Parking at Olbrich

The draft actions also mention a shortage of parking at Olbrich Park. However, there are already several large parking lots at Olbrich:

- one at the Biergarten
- one at the boat launch
- another at the *other* boat launch
- another on the other side of the baseball diamonds

- another at the gardens
- a smallish lot by the sledding hill
- on all sides of Garver Feed Mill
- a planned lot at Olbrich North
- plenty of street parking nearby as well

The Olbrich area also has direct access to the bike path network, and high frequency transit on the C line. Parking is the last thing we need more of, and last time I heard from Eric Knepp on this, Parks were interested in downsizing the lots as they get repaved or redeveloped. That was in fact part of the argument in favor of adding *yet another lot* at Olbrich North.

This is important because excess parking becomes a destination of its own, one that's especially attractive for criminal activity. For instance, the parking lots at Olbrich have become a gathering place for the street races that endanger our neighborhoods and contribute a stressful amount of noise pollution to many of our city's arterials.

Thank you,

Nick Davies  
3717 Richard St





**Department of Planning & Community & Economic Development**

**Planning Division**

Meagan E. Tuttle, Director  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985  
Phone: (608) 266-4635  
planning@cityofmadison.com

**To:** Board of Parks Commission

**From:** Southeast Area Plan (Jeff Greger)

**Date:** December 10, 2025

**Subject:** Southeast Area Plan Update

## Background

Planning Division staff started working on the Southeast Area Plan in September 2024. Staff have worked with the public, coordinated with other agency staff, and drafted Southeast Area Plan actions and maps. Staff are here to provide an overview of the Southeast Area Plan and share the draft actions and maps. Staff are looking for comments from the Commission on the draft actions and maps prior to compiling a final draft of the Southeast Area Plan for introduction to the Common Council. Please see the [project website](#) for background material, public feedback summaries, and material from past meetings.

## Public Engagement

Public participation has included public meetings (virtual and in-person). In addition to the public meetings, staff collected feedback from various other sources such as an online commenting map, resident surveys, Madison Madness bracket exercise, focus group meetings, a neighborhood walk, a business walk, Bike to Work Week event, pop-up events, UW PEOPLE Program engagement with La Follette High School students, neighborhood associations and Neighborhood Resource Team.

This Commission update focuses on community feedback received, and reviewing draft actions and maps.

## Draft Parks Actions

1. Complete and implement the Park Development Plans for the neighborhood and mini-parks.
  - a. Uses for new parkland should include both passive and active recreation opportunities.
  - b. Improve existing park areas, bike paths, and walking paths to provide a wide range of recreational activities for neighborhood residents.
  - c. Improve and/or upgrade park equipment, access, benches, and shelter at Honeysuckle Park.
  - d. Add park amenities to McGinnis Park and other mini-parks that are lacking
2. ~~Consider surplus of Quaker Park on Buckeye Road and~~ Explore agreements with the Nuestro Mundo Community School for shared use facilities.

**Hiestand Park**

3. Develop a Master Plan that includes the following improvements:
  - a. Support development of a winter disc golf course
  - b. Install lighting with timers on athletic fields and basketball courts to extend playable hours.
  - c. Renovate the park shelter in Hiestand Park to create a community patio design concept that could include durable outdoor games, swinging benches, and other amenities.
  - d. Improve signage to distinguish walking trails from the disc golf course.
  - e. Add wayfinding signage/ information kiosk.

**Olbrich Park**

4. Advance improvements, including the biergarten, new beach house, and parking lot/basketball court renovations.
5. Explore options for expanding the botanical gardens to the east across Starkweather Creek or to the west as part of the upcoming master plan.
6. Address parking pressures at Garver and Olbrich
7. Evaluate options for dredging or relocating the boat launch.

**Starkweather Park**

8. Integrate findings from the 2025 Parks planning process and account for land deed restrictions on access paths.
  - a. Consider the potential addition of a dog park.
  - b. Enhance public access and experience for park and multi-use path users, and watercraft recreationalists along Starkweather Creek.
  - c. Add benches along Starkweather Creek.

**Monona Golf Course**

9. Evaluate options to renovate or replace the clubhouse, with the long-term goal of creating a more community-oriented space.

**Glendale Neighborhood:**

10. Address the deficiency in park space near Virginia Henderson Elementary School by exploring partnerships with MMSD, acquiring properties, or creating a mini-park/play area (at the end of Woodland within Edna Taylor Park).

**Trees and Canopy Coverage**

11. Evaluate the Cottage Grove Road boulevard and Acewood Boulevard for potential street tree planting sites that reduce speeding, with an emphasis on expanding canopy coverage along corridors.
12. Increase overall tree canopy in the Southeast Area by prioritizing plantings in areas with limited shade or high pedestrian activity, while also adding and protecting greenspace.
13. Prioritize the planting and retention of trees and minimize the amount of impervious surfaces along Stoughton Road, Hwy 30, and industrial areas by utilizing existing tree planting programs like the Leaf Them Alone ordinance.

### **Stormwater Management and Flood Reduction**

14. Consider Herptile relocation program for Acewood Pond when the pond is dredged
15. Implement recommendations of the City's Starkweather Creek and Pennito Creek Watershed Studies.
16. Include rain gardens on city owned property where possible during street reconstructions.

### **Partnerships**

1. Work with public and private organizations to develop recreational programs within existing parks or school playgrounds for area seniors and youth.
2. Encourage neighborhood organizations to help activate open spaces through programming and placemaking events.
  - a. Such as labyrinth in McGinnis Park, Food Truck Events, and other neighborhood led initiatives using Neighborhood Grants, Parks Foundation and other funding sources
3. Exploration of burying overhead wires during street reconstructions on Cottage Grove Road, Milwaukee Street to Highway 51
4. Partner with Neighborhood Groups and others to increase rain gardens in the Southeast Neighborhoods.
  - a. Explore the creation of community gardens at Honeysuckle Park or along the right-of-way of North Thompson Drive. (move to partnerships as they are not managed by parks - master leases with Rooted Wisconsin)

### **Feedback received on Draft Parks Actions**

1. Love the idea of an info kiosk, better lighting at Hiestand and Honeysuckle Parks.
2. Support the evaluation of options to renovate or replace the clubhouse, with the long-term goal of creating a more community-oriented space.
3. More biodiversity of tree plantings.
4. I would love to see more fruit trees at parks/urban foraging options.

### **Board of Parks Commission Discussion**

Staff is seeking feedback from the Board of Parks Commission on draft actions and maps in the Green and Resilient chapter prior to completing a full final draft:

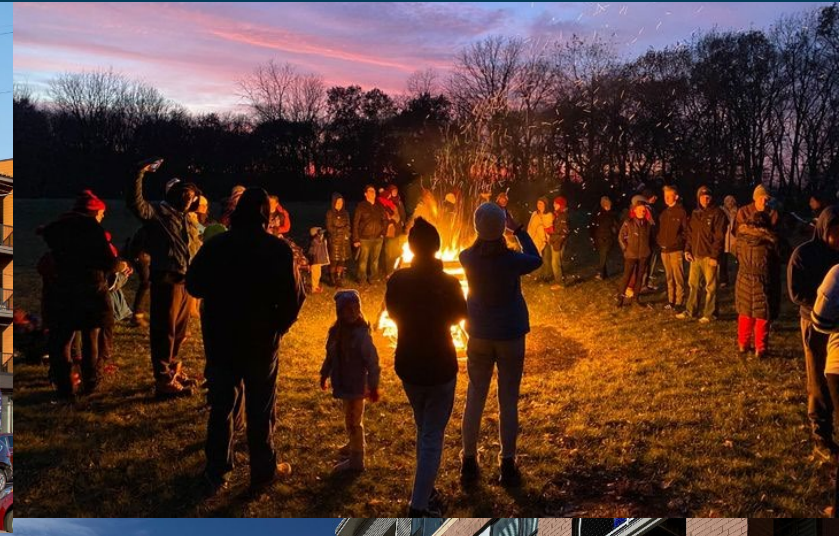
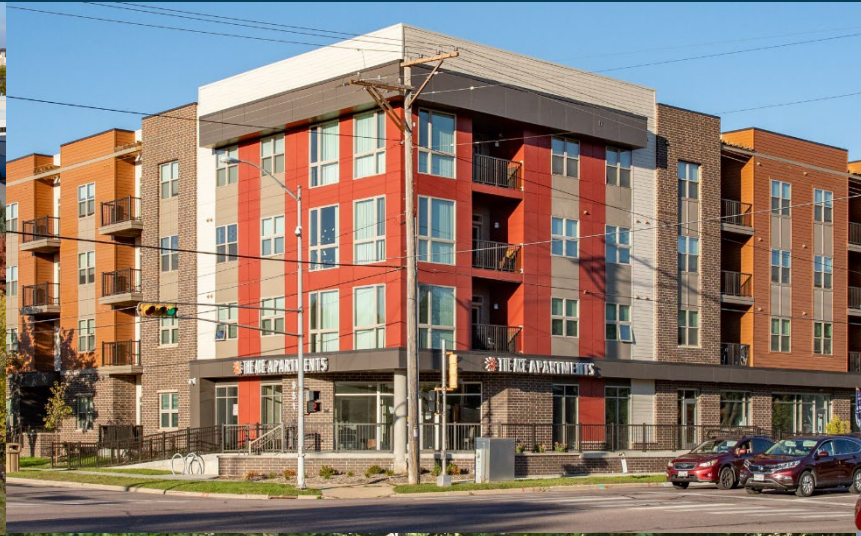
1. Does the Commission agree with the draft Actions?
2. Is there anything you think we missed?
3. Do you have additional comments or questions?

### **Attachment**

- [Draft Actions and maps](#)



# Southeast Area Draft Recommendations



**Project Team:** Jeff Greger • Rebecca Cnare • Breana Collins • Chris Wells • Alyssa Mugavero

**Board of Park Commissioners Meeting: December 10, 2025**

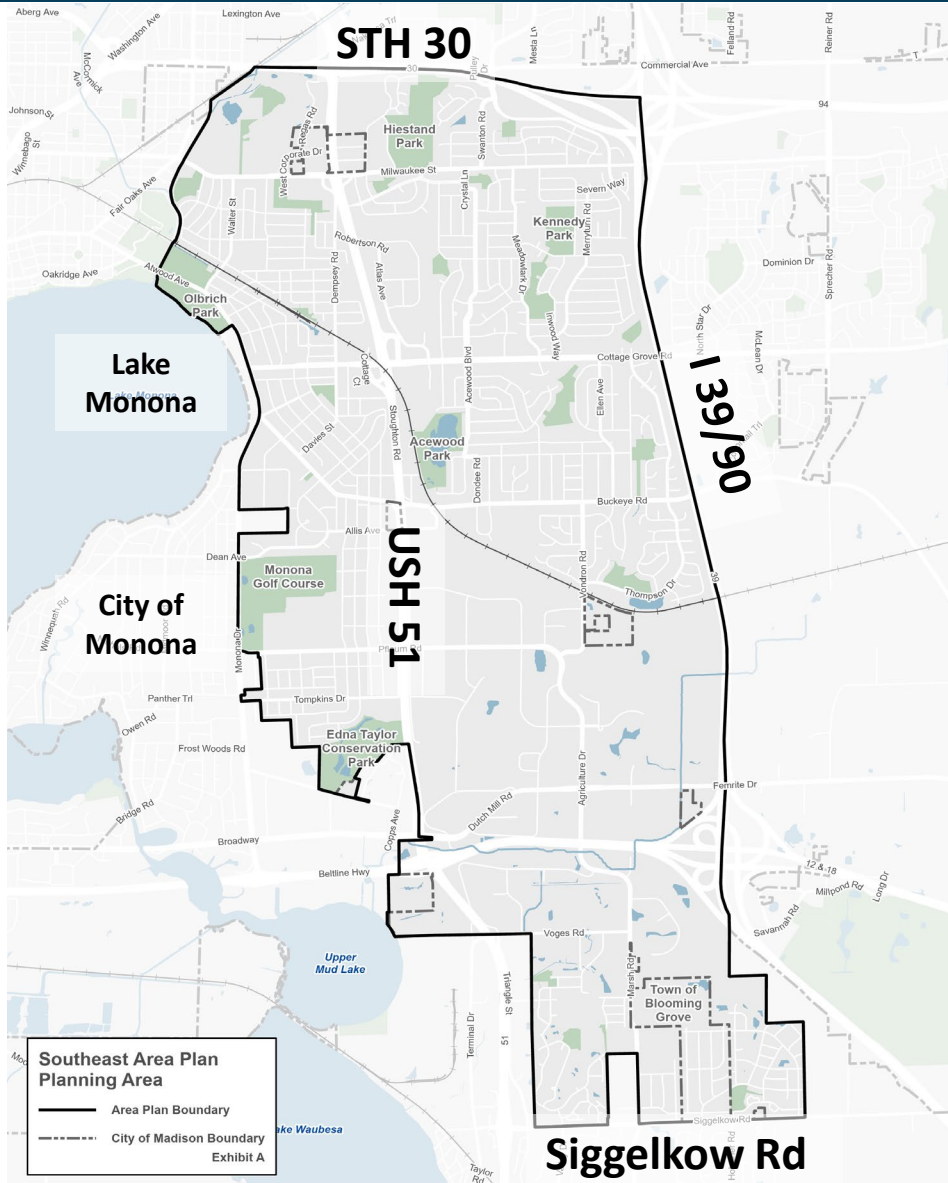


# Agenda



- Background and Public Engagement summary
- Draft Actions
  - Green and Resilient
- Feedback on Draft Actions
- Timeline

# Southeast Area



**North boundary:**

State Highway 30

**South boundary:**

Siggelkow Road / Village of McFarland

**East boundary:**

Interstate 39/90

**West boundary:**

City of Monona / Lake Monona

**2020 Census:**

- 11,100 housing units
- 25,366 people
- 25.9% BIPOC and Hispanic/Latinx

# 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
- Neighborhood walk
- Business Walk
- PC and TC check-ins (June, Aug)
- CAS events at Hiestand and Honeysuckle Parks



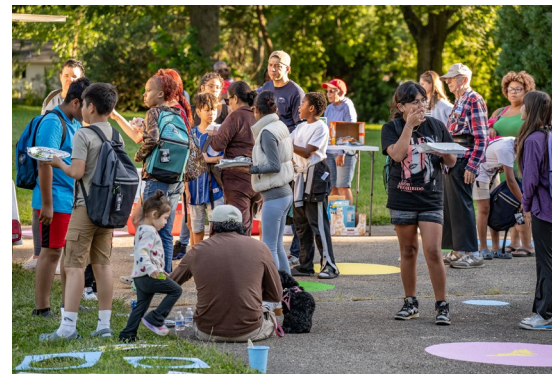


# CAS Events – Hiestand and Honeysuckle Parks



## Community Action Strategy Event

- Painted basketball courts
  - Wildlife theme
- Backpack & school supply giveaway
- Gathered feedback on potential CDBG funded projects for Hiestand Neighborhood

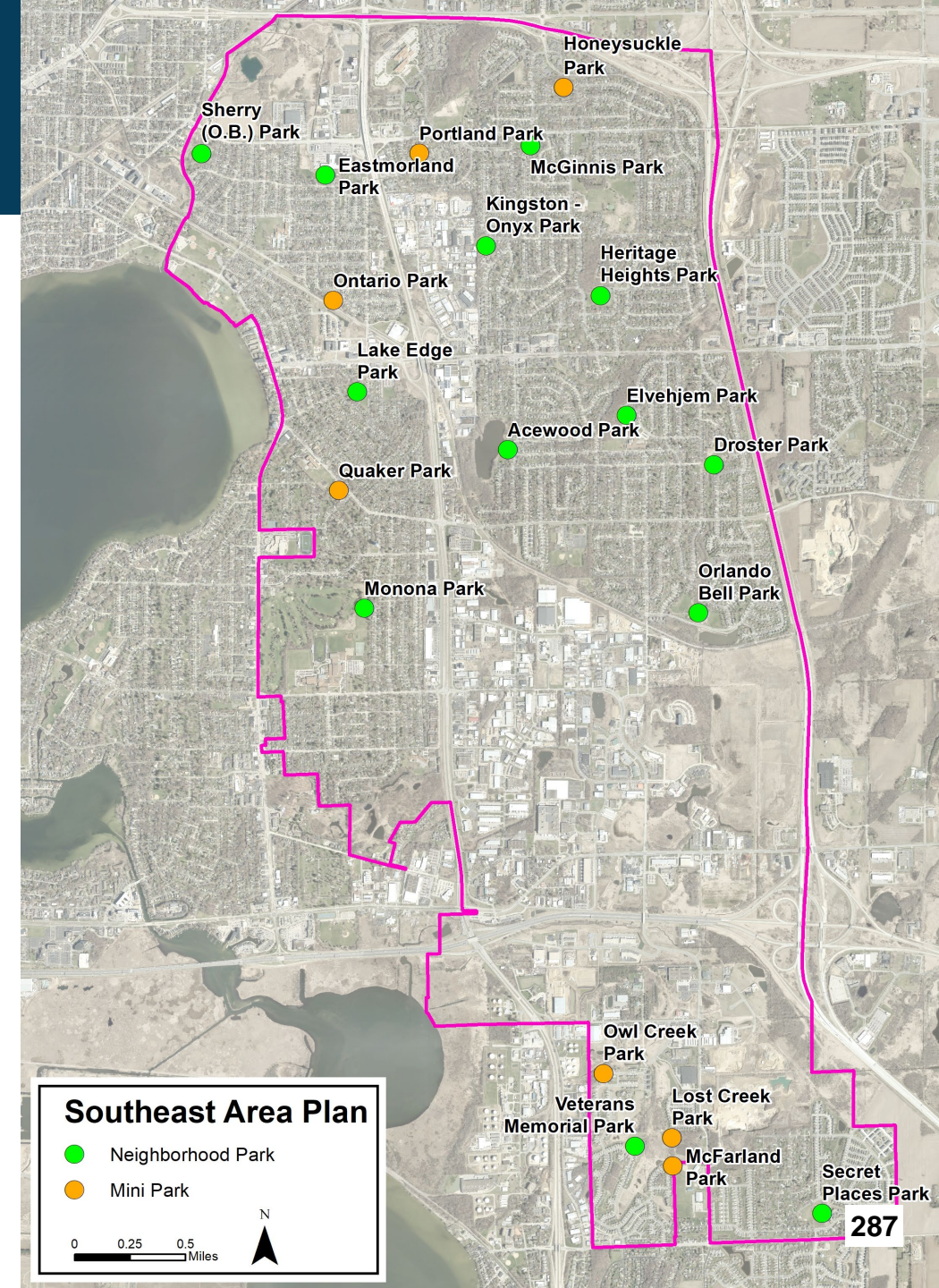




# Green & Resilient: Parks

## What we heard:

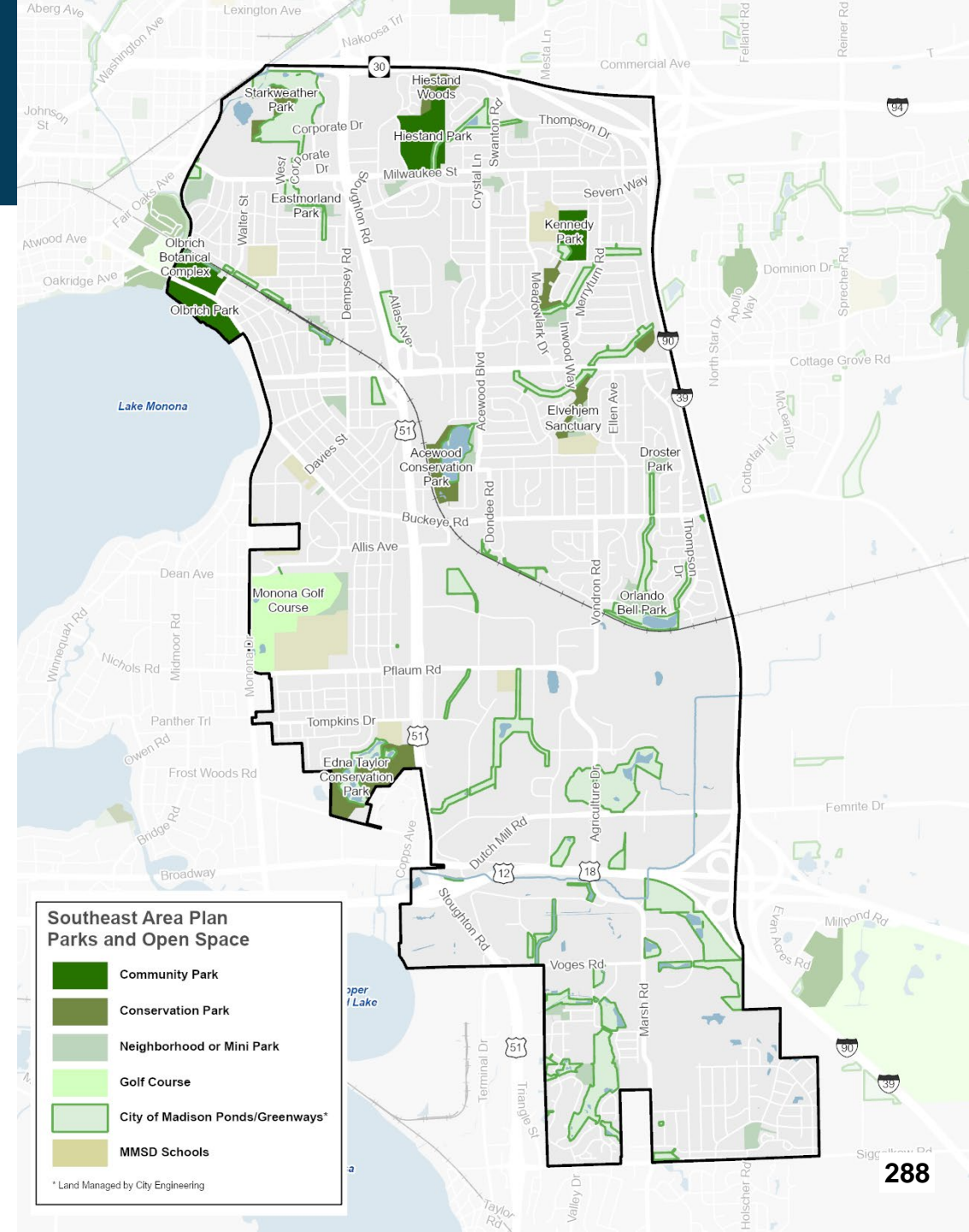
- Add trees along length of Highway 51 and other major streets to provide shade and curb speeding,
- Add and protect greenspace, would like a thoughtful approach to future tree canopy
- Increase park access and improve facilities in existing parks





# Green & Resilient: Parks

- Complete Park Development Plans and incorporate amenities like bike facilities, upgraded park equipment, benches, and shelters.
- Develop a master plan for Hiestand Park that includes lighting for athletic fields and courts, a renovated shelter, wayfinding signage.
- Address the deficiency in park space near Virginia Henderson Elementary School by exploring partnerships with MMSD, acquiring properties, or creating a mini-park/play area (at the end of Woodland within Edna Taylor Park).
- Increase overall tree canopy in the Southeast Area by prioritizing plantings in areas with limited shade or high pedestrian activity, while also adding and protecting greenspace.



# Feedback on draft Actions



- Love the idea of an info kiosk, better lighting at Hiestand and Honeysuckle Parks.
- Support the evaluation of options to renovate or replace the clubhouse, with the long-term goal of creating a more community-oriented space.
- More biodiversity of tree plantings.
- I would love to see more fruit trees at parks/urban foraging options.

# Timeline



## Planning Process & Public Engagement

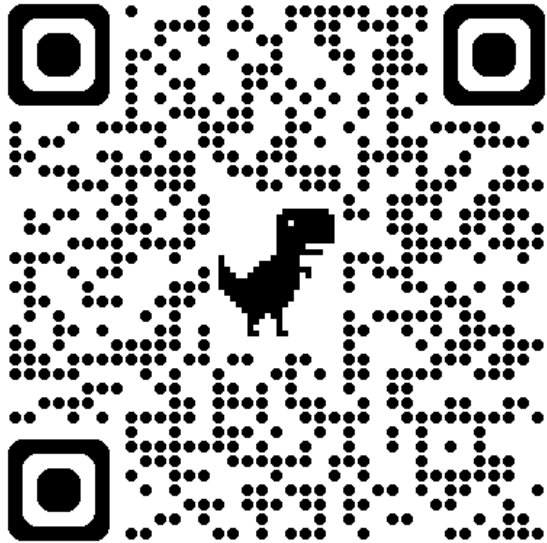




# Staying Engaged



- Sign up for email list
- Project resources
- Contact project staff



## Southeast Area Plan



### Draft Actions and Maps Available for Review and Comment

Draft Southeast Area Plan actions and maps are available for review and comment! For an overview please see our [new storymap](#), which walks through draft action and map highlights. The full set of draft actions, partnerships, and maps, which allow for commenting and feedback, are [available here](#). Those who are interested in providing feedback or learning more about draft actions can also attend one of two virtual meetings or an in-person meeting (see information below).

### Save the date: Southeast Area Plan Public Meetings

Three public meetings have been scheduled to discuss draft actions and maps for the Southeast Area Plan:

October 21, 6:00-7:30 p.m., Olbrich Botanical Gardens  
October 21, 12:00-1:00 p.m., virtual - [registration required](#)  
November 4, 6:00-7:00 p.m., virtual - [registration required](#)

## Plans

Area Plans	Sections ▾
Block 113 (Brayton Lot)	
Downtown Area Plan	
South Park Street and West Badger Road Redevelopment	
Southeast Area Plan	
Southwest Area Plan	

## Subscribe to Email List

Subscribe to the Southeast Area Plan email list:

Email:

## Meetings and Events

### Upcoming

October 21, 6:00-7:30 p.m., Olbrich Botanical Gardens  
[Meeting Boards PDF](#)  
[Action Summary Commenting](#)  
October 21, 12:00-1:00 p.m., virtual - [registration required](#)  
November 4, 6:00-7:00 p.m., virtual - [registration required](#)

### Past

Hiestand CAS Events

Email: [southeastareaplan@cityofmadison.com](mailto:southeastareaplan@cityofmadison.com)  
Webpage: [www.cityofmadison.com/southeastplan](http://www.cityofmadison.com/southeastplan)

# Southeast Area Plan Discussion Points



- Does the Commission agree with the draft Actions?
- Is there anything you think we missed?
- Do you have additional comments or questions?



Department of Planning & Community & Economic Development

**Planning Division**

Meagan E. Tuttle, Director  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985  
Phone: (608) 266-4635  
planning@cityofmadison.com

**To:** Plan Commission

**From:** Southeast Area Plan Project Managers (Rebecca Cnare, Jeff Greger)

**Date:** December 15, 2025

**Subject:** Southeast Area Plan Update

## Background

Planning Division staff engaged with the public and gathered further feedback, coordinated with other agency staff, and drafted Southeast Area Plan actions and maps since the last Plan Commission check-in on June 2<sup>nd</sup>. Staff is updating the Commission on public feedback received on draft actions and maps and seeking Commission feedback on draft actions and maps prior to compiling a final draft of the Southeast Area Plan for introduction at Common Council. Please see the [project website](#) for background material, public feedback summaries, and material from past meetings.

## Public Engagement

Since the June 2<sup>nd</sup> PC check-in staff gathered further feedback from the community at various summer events. Initial feedback and summer feedback was used to draft actions and maps in late summer/early fall. Draft actions and maps were released for public review on October 17<sup>th</sup>, with a “[storymap](#)” walkthrough of highlights. An in-person open house to discuss draft actions and maps with the public was held on October 21<sup>st</sup>, with virtual meetings on October 21 (noon) and November 4 (evening). Staff also worked with nINA Collective to hold two focus groups (a Spanish-language discussion and a discussion held in association with Access to Independence). Commenting on draft actions and maps via the online Konveio site closed on December 4<sup>th</sup>. A summary of comments is attached to this memo.

## Draft Action Highlights

1. Land Use:
  - a. Expand Transit Oriented Development (TOD) overlays at nodes and/or along 51 between Buckeye and Pflaum if WisDOT chooses the urban cross section wide boulevard alternative.
  - b. Create an interagency implementation focused staff-team for Hwy 51 if urban cross section wide boulevard alternative is chosen by WisDOT.
2. Transportation:
  - a. Planned Street Network Map:
    - i. Connect City streets to former Town of Blooming Grove streets after property is attached to the City in 2027.
  - b. Shared-Use Path and Bicycle Network:
    - i. Close gaps in the sidewalk network shown on the Sidewalk Network Map.

- c. Transit:
  - i. Consider a North-South Metro Transit route that connects to LaFollette High School and employment centers east of Hwy 51 if the Wide Boulevard or other urban cross section Roadway is chosen as the new design for Hwy 51.
- d. Partnerships:
  - i. Work with WisDOT to ensure changes to the Highway 51 corridor align with the City's vision for land use and transportation.
- 3. Neighborhoods and Housing:
  - a. Incentivize affordable housing at varied levels of Area Median Income (AMI), particularly on the commercial corridors of Milwaukee Street, Cottage Grove Road, Atwood /Monona Drive through the Affordable Housing Fund, City'd Land Banking Program, and Tax Increment Financing.
  - b. Invest in food retail through funding and technical assistance to store operators through the Healthy Retail Access Program and SEED Grants, particularly in the Glendale Neighborhood, which is identified as a Food Access Improvement Areas.
- 4. Economy and Opportunity:
  - a. Explore the creation of a new Tax Incremental Finance District (TID) in this general area to increase business support programs such as the City's [Small Cap TIF Business Loan Program](#) which has forgivable loan funds available for growing businesses in TID Districts.
  - b. Revitalize the commercial corridors.
- 5. Culture and Character:
  - a. Evaluate Urban Design District #1 (UDD #1) as part of the citywide UDD review process and ordinance update
  - b. Due to the lack of "Third Spaces", the City Parks Division and Madison Public Library should encourage local community partners such as the YMCA, MSCR, and Neighborhood Organizations to consider placemaking and programming opportunities.
- 6. Green and Resilient:
  - a. Develop a Master Plan for Hiestand Park.
  - b. Address the deficiency in park space in Glendale Neighborhood near Virginia Henderson Elementary School by exploring partnerships with MMSD, acquiring properties, or creating a mini-park/play area (at the end of Woodland within Edna Taylor Park).
- 7. Effective Government:
  - a. Review sanitary sewer capacity needs related to anticipated development/redevelopment and pair capacity upgrades with road construction projects where possible.
  - b. Work with the Village of McFarland to develop an intergovernmental agreement regarding municipal boundaries and development along shared boundaries. (partnership)
- 8. Health and Safety:
  - a. Conduct Vision Zero speed analyses, enforce traffic regulations and explore traffic calming improvements like road diets, speed bumps and other measures along major streets.
  - b. Improve the safety of pedestrian crossings along major arterials by adding bump outs, continental crosswalks and Rapid Flashing Beacons.



The draft actions also include more detailed potential projects within Community Action Strategy (CAS) areas (Census block groups that have 50% or more population with household income levels less than 80% of the Dane County Median). These CAS projects are highly dependent on Federal Community Development Block Grant funding, which is uncertain.

### **Plan Commission Discussion**

Staff is seeking feedback from the Plan Commission on draft actions and maps prior to completing a full final draft:

1. Is there anything you think we missed?
2. Do you have additional comments or questions?

Links:

- [SE Area Plan draft actions and maps](#) (public comments are visible)



# Southeast Area Draft Plan Recommendations



Plan Commission December 15, 2025

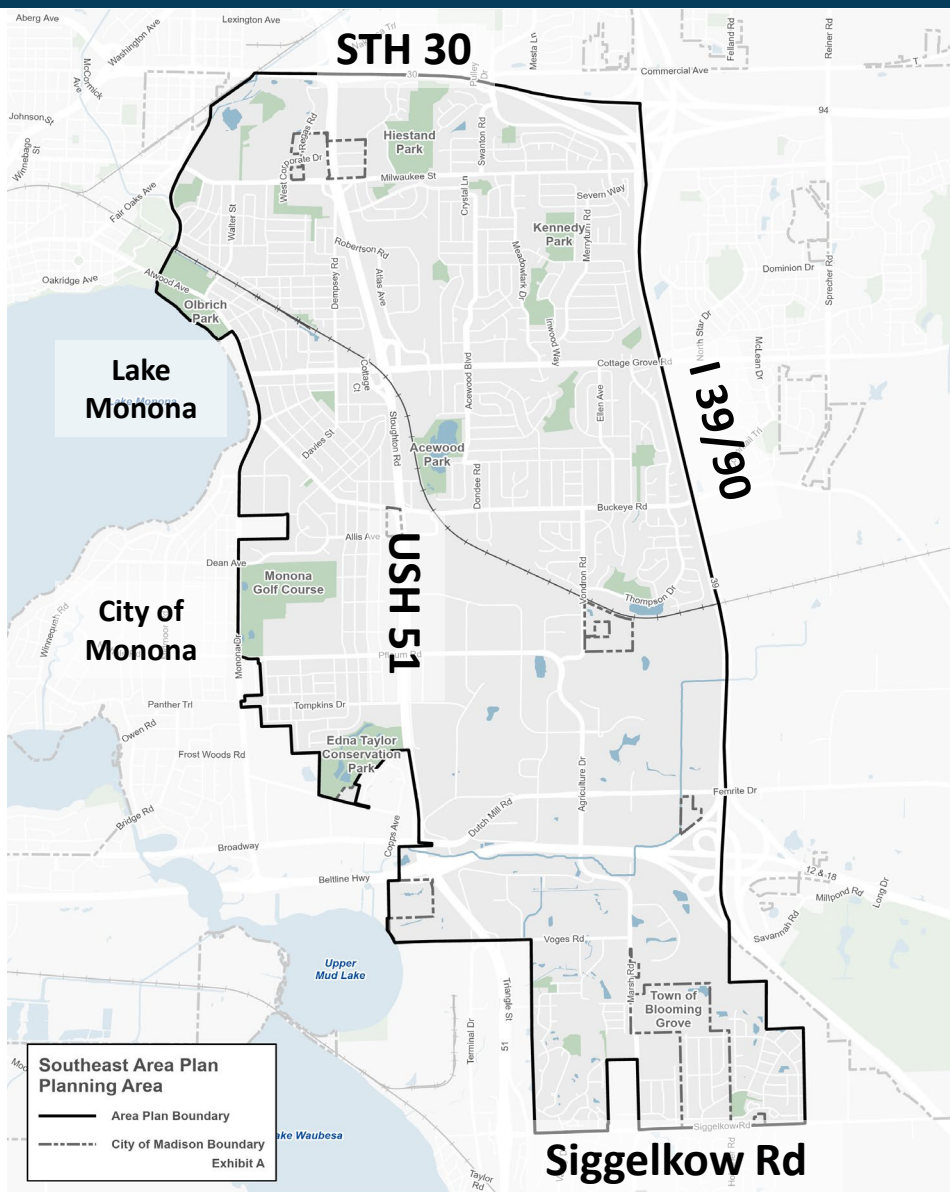


# Agenda



- Background and Public Engagement summary
- Draft Actions
  - Land use
    - Density along Transit Corridors
    - Illustrations
  - Transportation
    - Street connections / Hwy 51 Study
  - Other Highlights
- Summary of Feedback on Draft Actions
- Timeline

# Southeast Area



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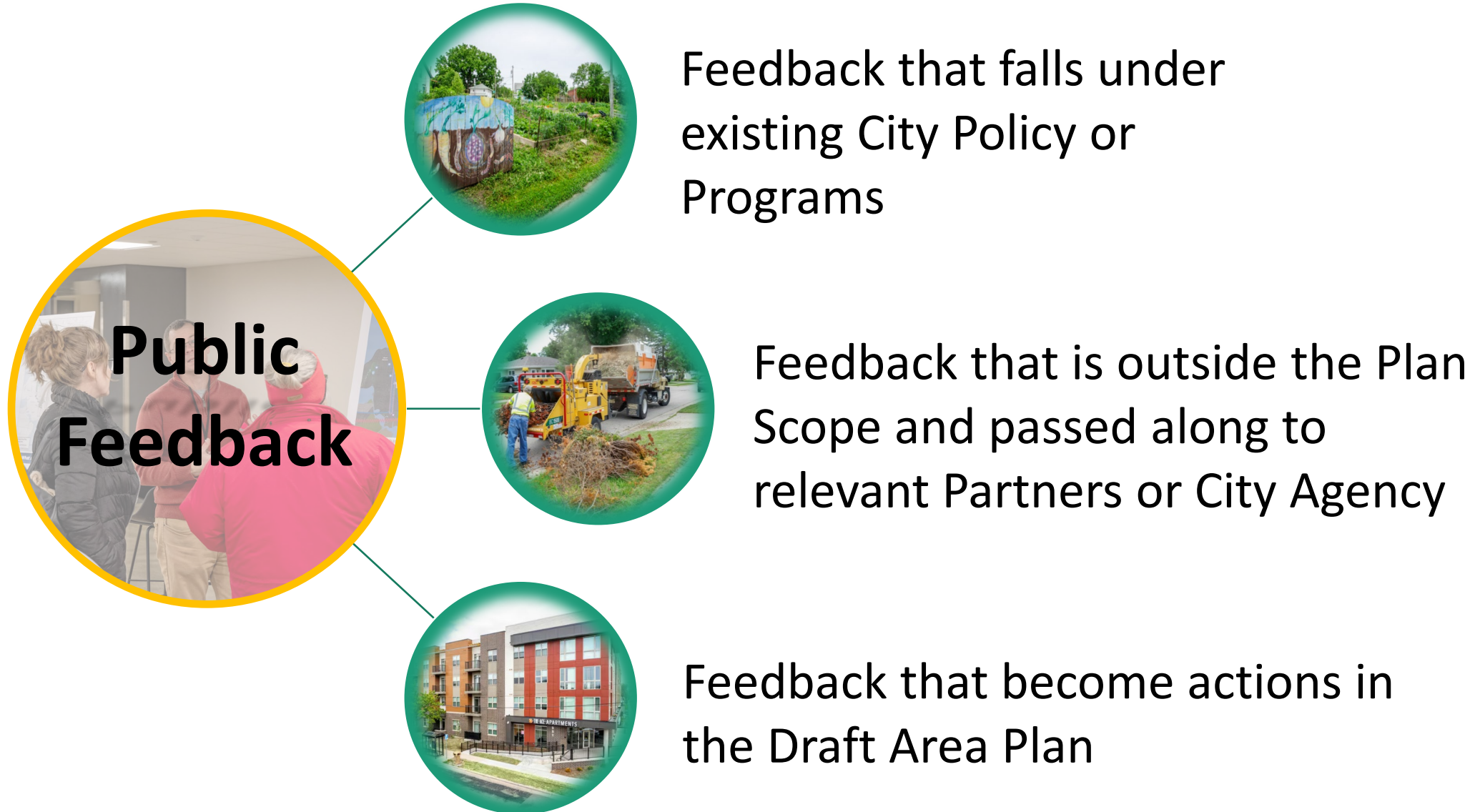
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- CAS events at Hiestand and Honeysuckle Parks



# How feedback gets into plan





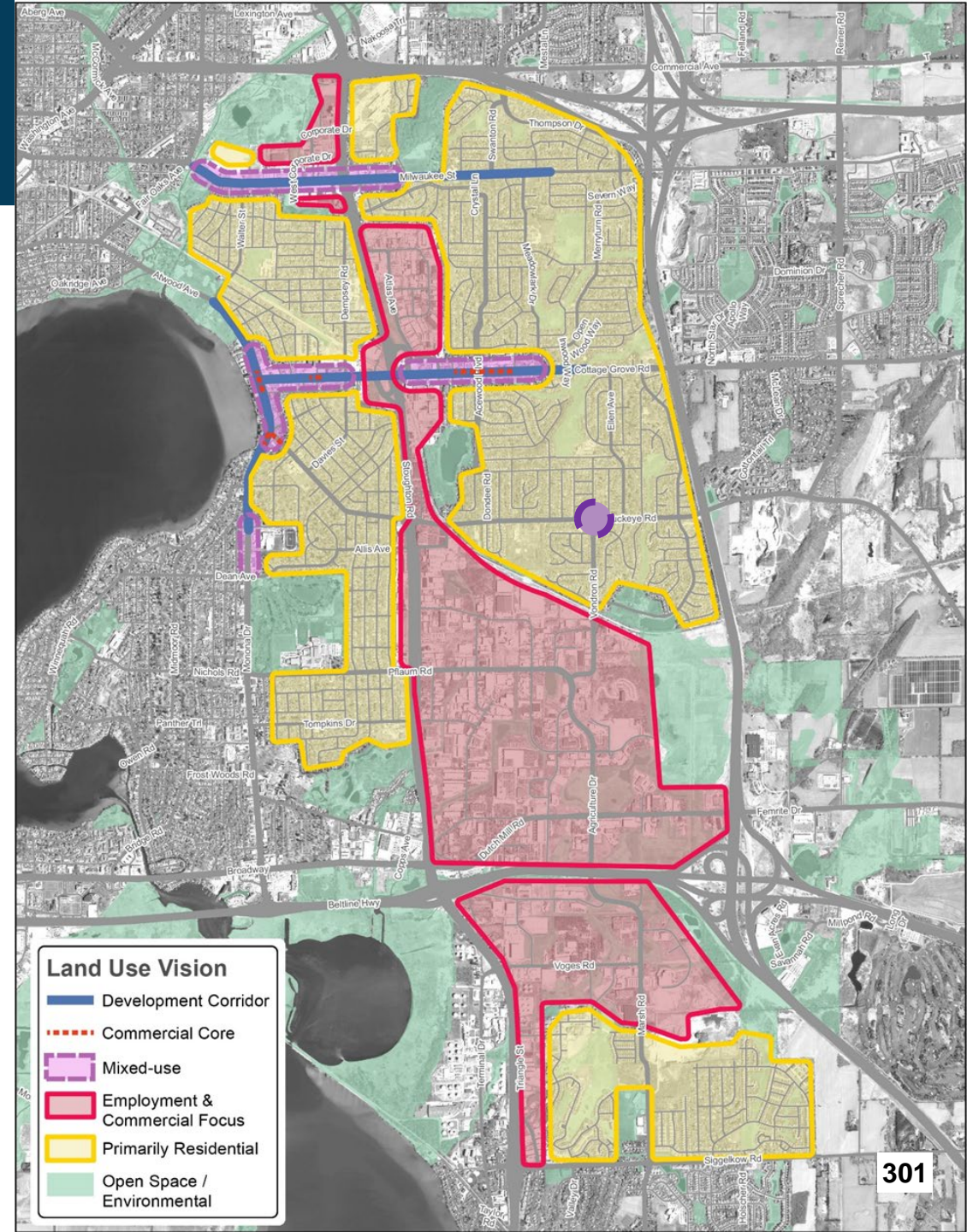
# Land Use Highlights

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 – Residential Changes



- Proposing to add a new land use category – MR1
- Will remove asterisks that caused confusion
- This will start with SE and SW Area Plans

Residential Building Form	Low Residential (LR)	Low-Medium Residential (LMR)	Medium Residential 1 (MR1)	Medium Residential 2 (MR2)	High Residential (HR)
Single-Family Detached Building					
Civic/Institutional Building					
Two-Family, Two-Unit					
Two-Family – Twin					
Three-Unit Building					
Single-Family Attached					
Small Multi-Family Building	*				
Large Multi-Family Building		**			
Courtyard Multi-Family Building					
Podium Building					
Number of Stories	1-2'	1-3	2-4	2-5	4-12~
General Density Range (DU/acre)	≤15	7-30	20-70	20-90	70+

\* Appropriate in select conditions at up to 30 DU/ac and three stories, generally along arterial streets or where these types of buildings are already present or planned within an adopted sub-area plan as part of a pattern of mixed residential development.

\*\* Appropriate in select conditions at up to 70 DU/ac and four stories. Factors to be considered include relationships between proposed buildings and their surroundings, natural features, lot and block characteristics, and access to urban services, transit, arterial streets, parks, and amenities. Does not apply to the Southeast and Southwest Area Plans.

~ Or taller, if specified by an approved sub-area plan or PD zoning.

' Dormers or partial third floors are permitted.

Proposed chart

Residential Future Land Use Categories

Residential Building Form	Low Residential (LR)	Low-Medium Residential (LMR)	Medium Residential (MR)	High Residential (HR)
Single-Family Detached Building				
Civic/Institutional Building				
Two-Family, Two-Unit				
Two-Family – Twin				
Three-Unit Building	*			
Single-Family Attached	*			
Small Multifamily Building	*	**		
Large Multifamily Building		**		
Courtyard Multifamily Building		**		
Podium Building				
Number of Stories	1-2'	1-3	2-5	4-12~
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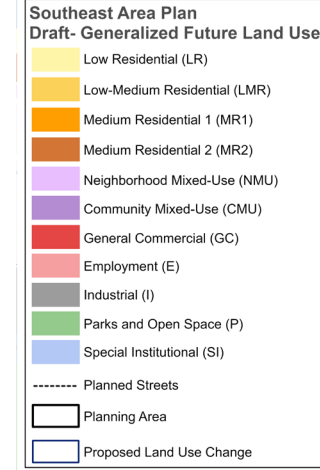
Current chart

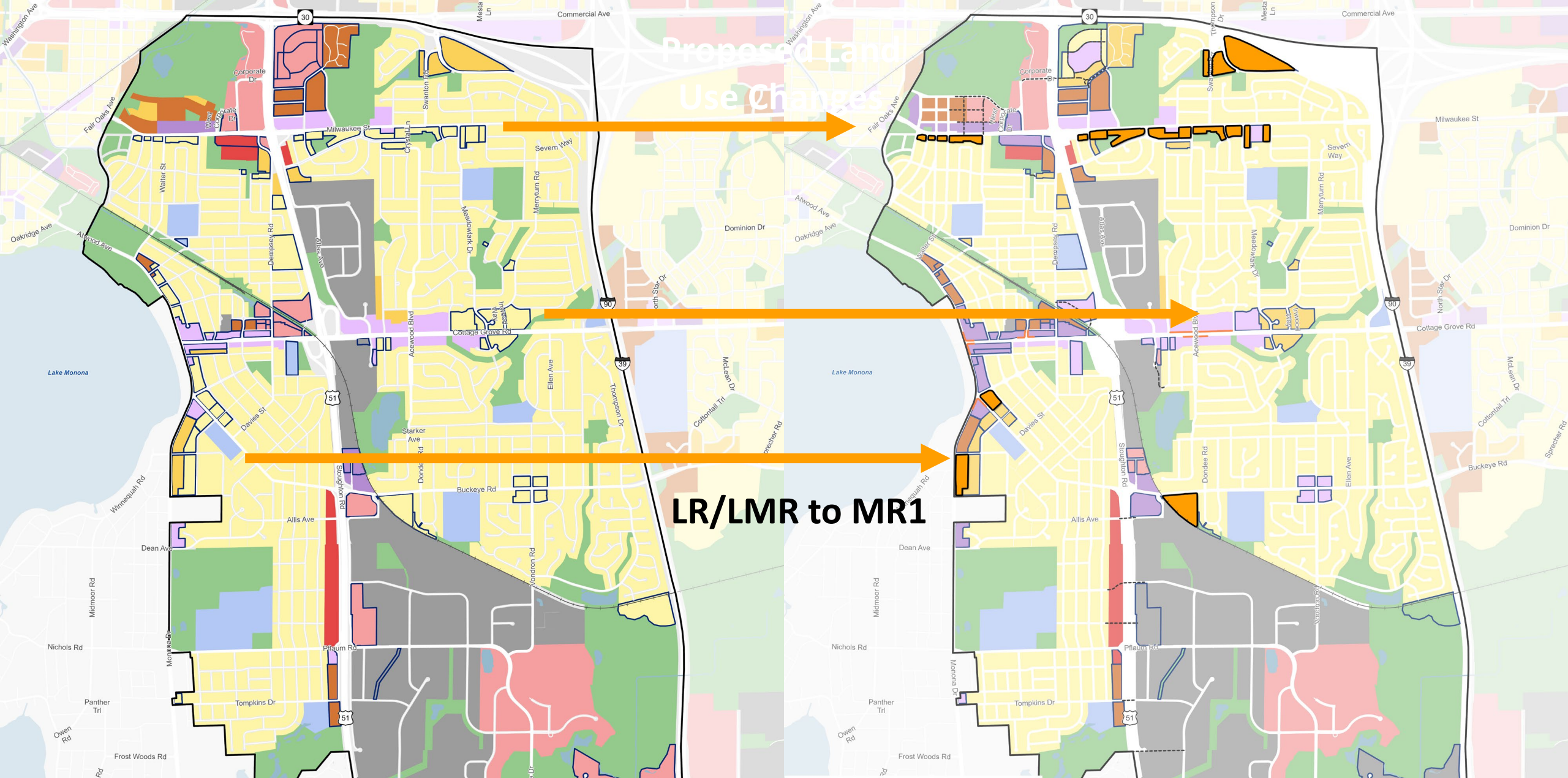


# Proposed Land Use Changes

Existing GFLU

Proposed GFLU

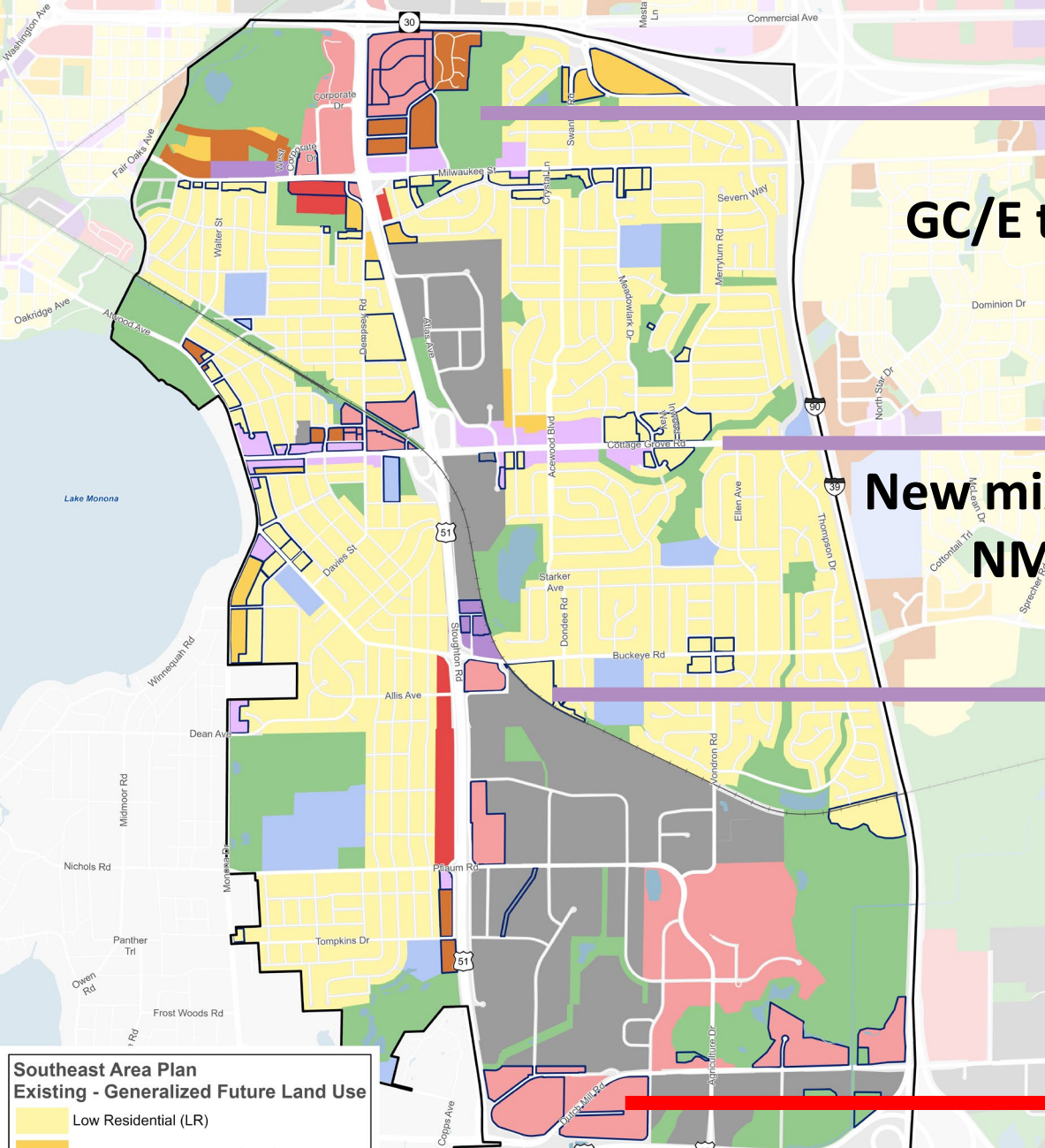




Existing GFLU

Proposed GFLU

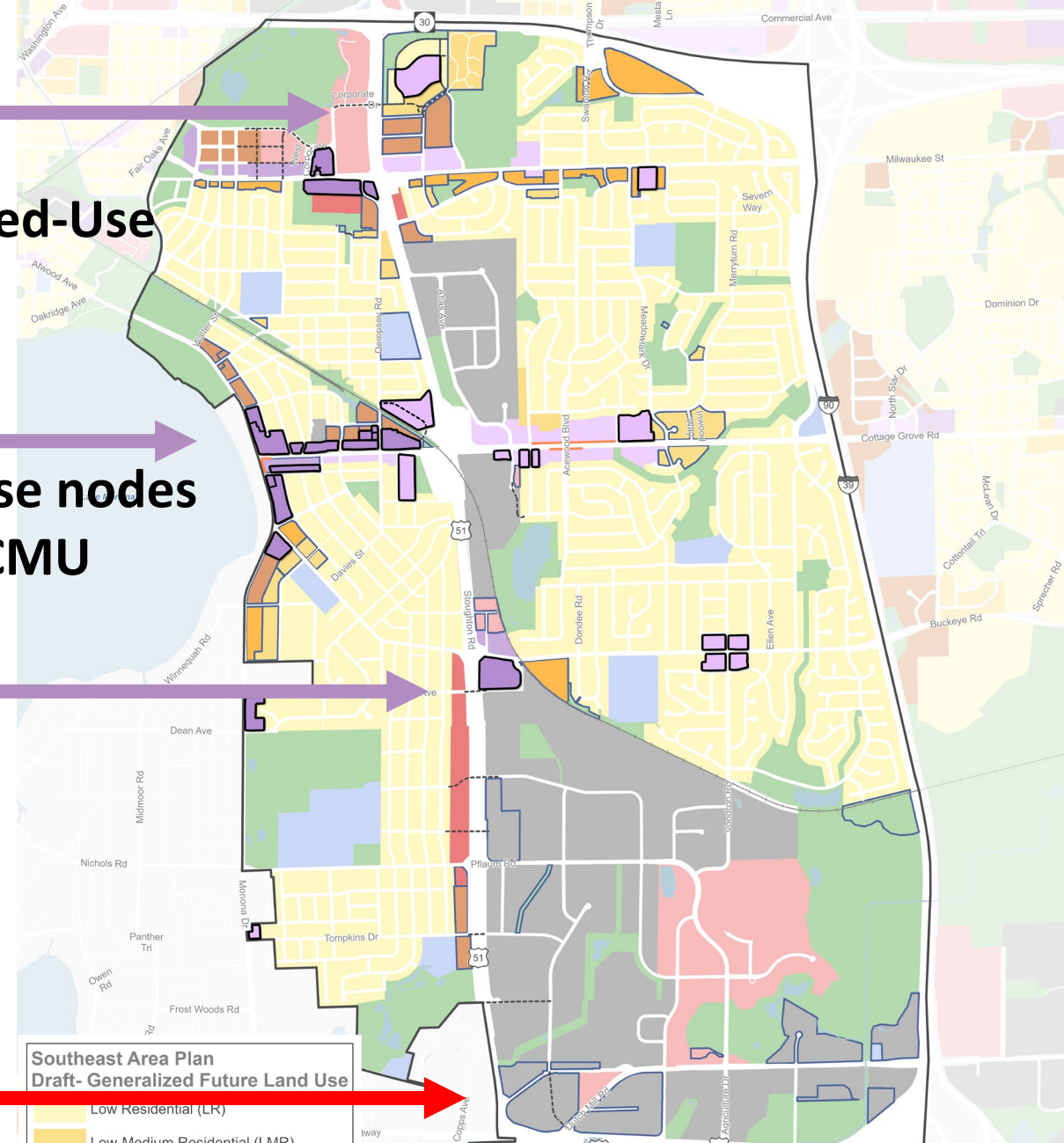




**GC/E to Mixed-Use**

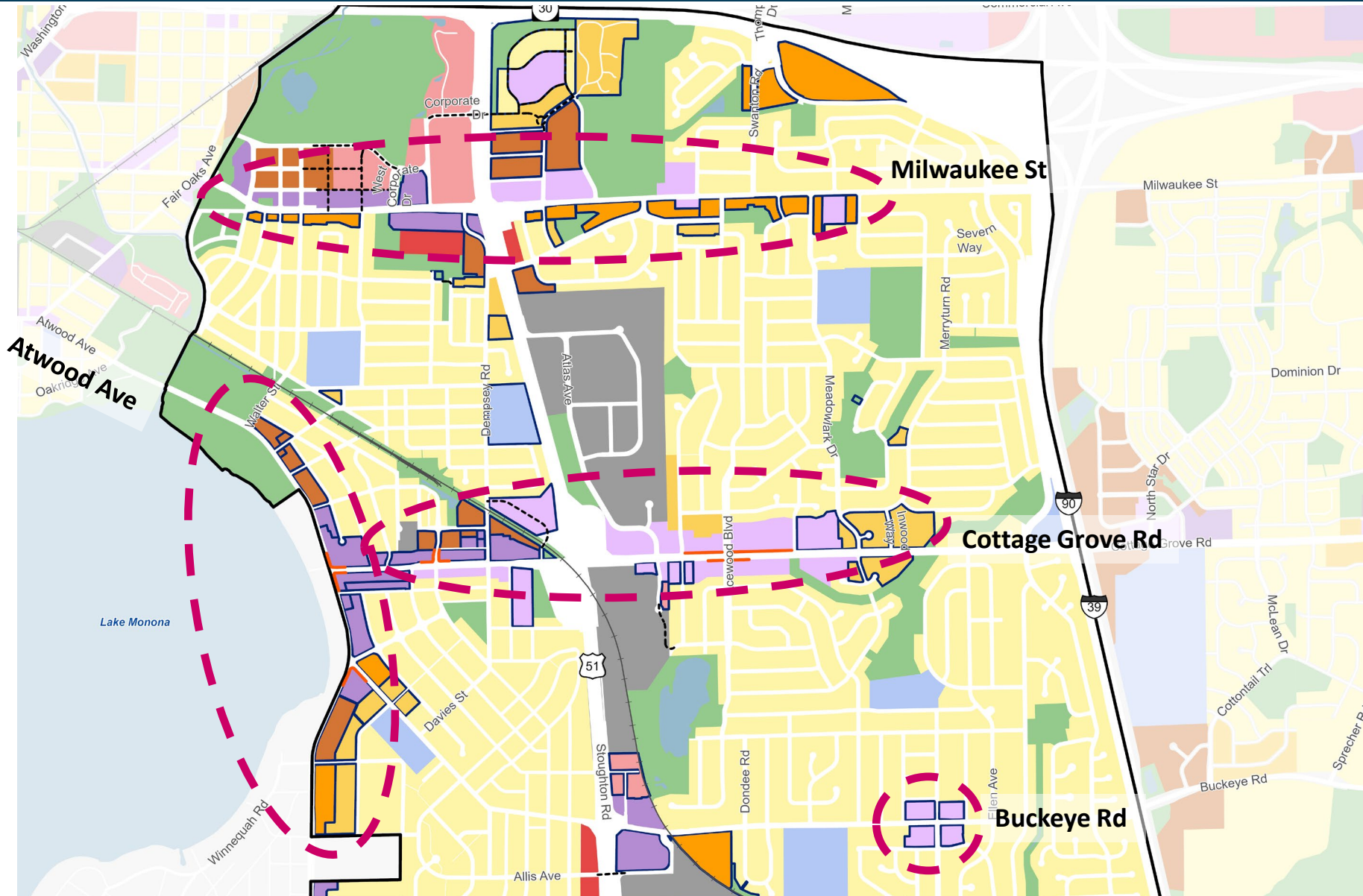
**New mixed-use nodes  
NMU to CMU**

**E to I**





# Added Density along Transit Corridors



## Southeast Area Plan Draft- Generalized Future Land Use

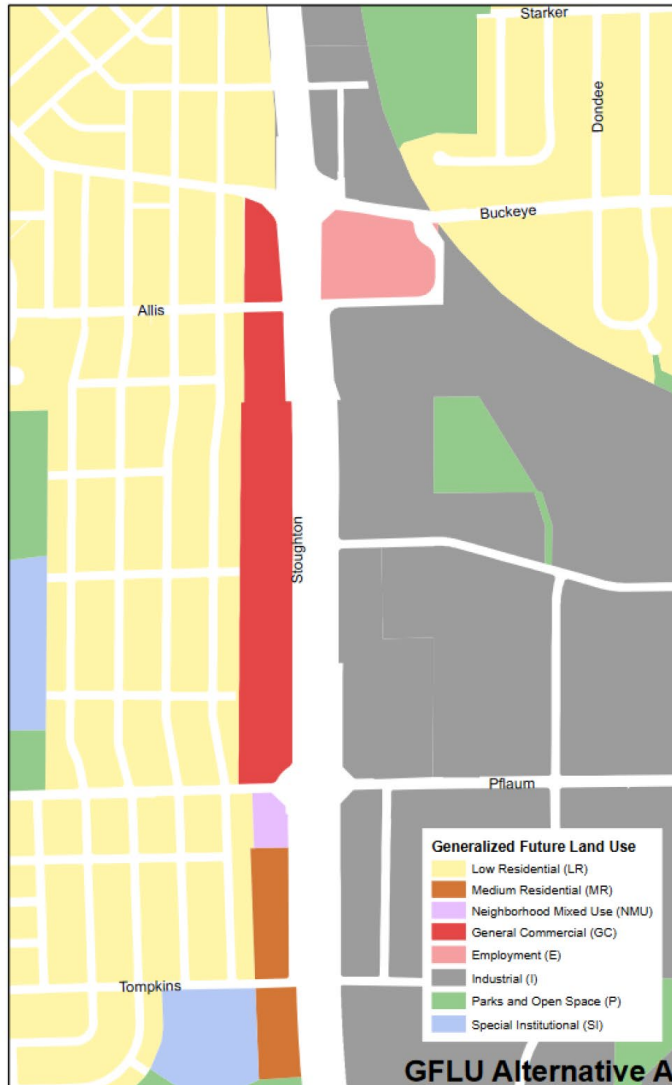
- Low Residential (LR)
- Low-Medium Residential (LMR)
- Medium Residential 1 (MR1)
- Medium Residential 2 (MR2)
- Neighborhood Mixed-Use (NMU)
- Community Mixed-Use (CMU)
- General Commercial (GC)
- Employment (E)
- Industrial (I)
- Parks and Open Space (P)
- Special Institutional (SI)
- Planned Streets
- Planning Area



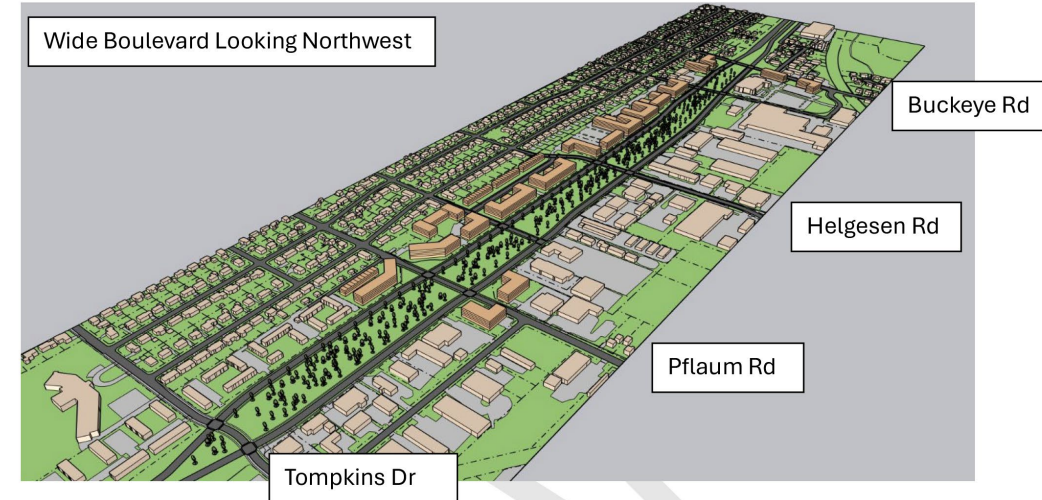
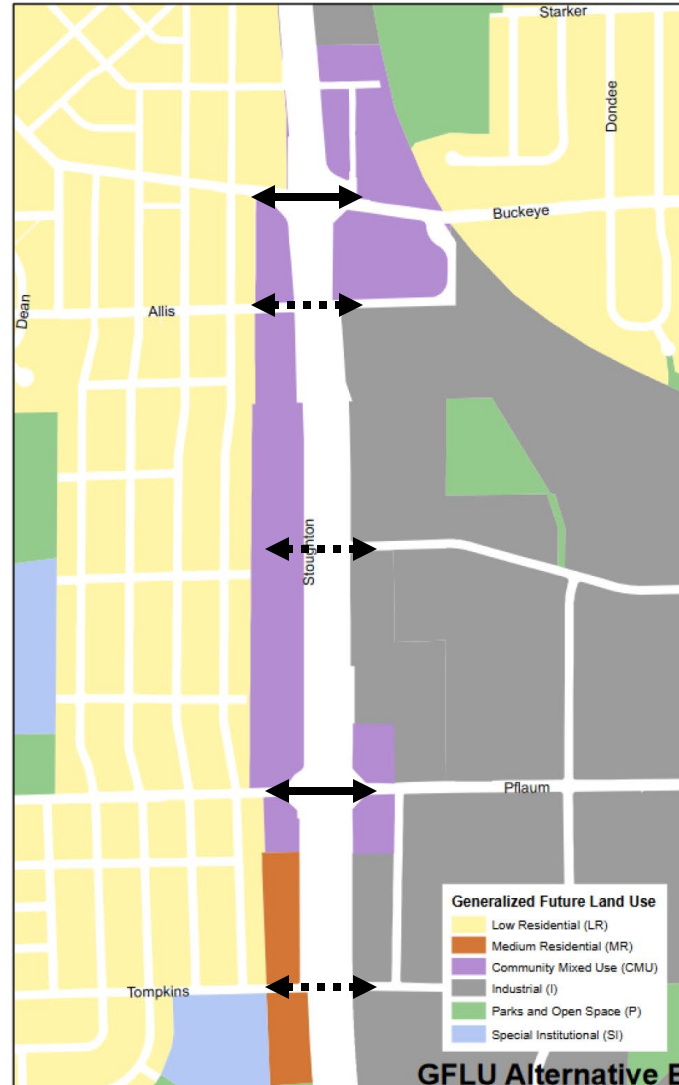
# USH 51 Design Impacts – Land Use Alternatives



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.



# 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.





# Cottage Grove Road at Atwood Avenue



- Sites near the intersection of Cottage Grove Road and Atwood Avenue were identified in the *Cottage Grove Road Activity Centers Plan* as potential development sites.
- The sites are currently occupied by a Walgreens (1.8 acres) and Old National Bank (0.7 acres).
- The Plan recommends the two sites be developed as community mixed-use.



# Milwaukee Street at Milo Lane



- Site near Hiestand Park on Milwaukee Street.
- The sites are currently occupied by a Family Shelter in a former Nursing Home Facility
- The Plan recommends the sites be developed as Neighborhood mixed-use.





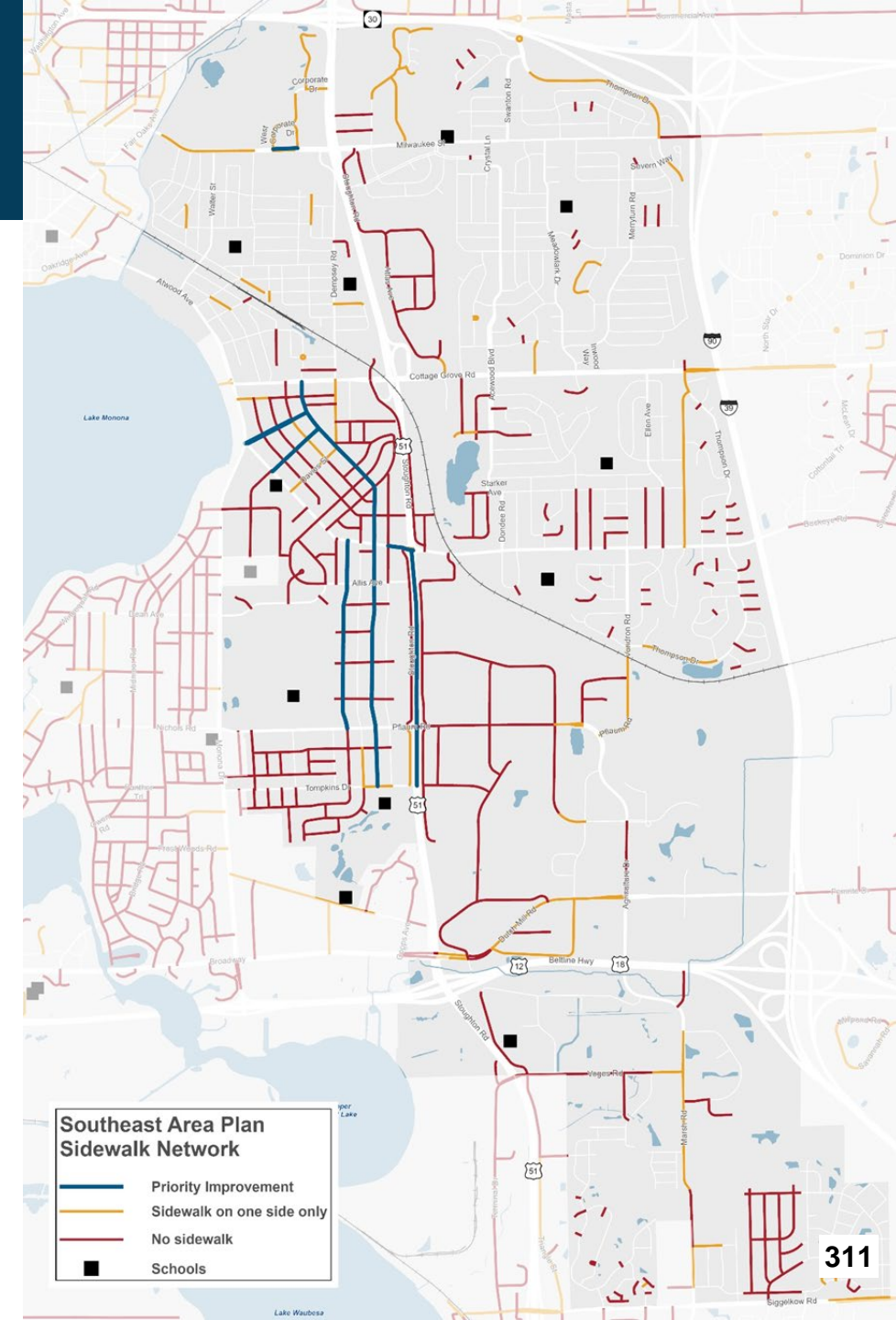
# Transportation Highlights: Missing sidewalks

What we heard:

- Sidewalks are too expensive
- Areas without sidewalks are unsafe for Children and pedestrians

Draft Actions:

- Sidewalk policy education
  - ***No longer assessed to individual property owners***
- Work with Traffic Engineering on ways to save trees while adding sidewalks
- Prioritize locations for sidewalk improvements






# Transportation: Pedestrian safety

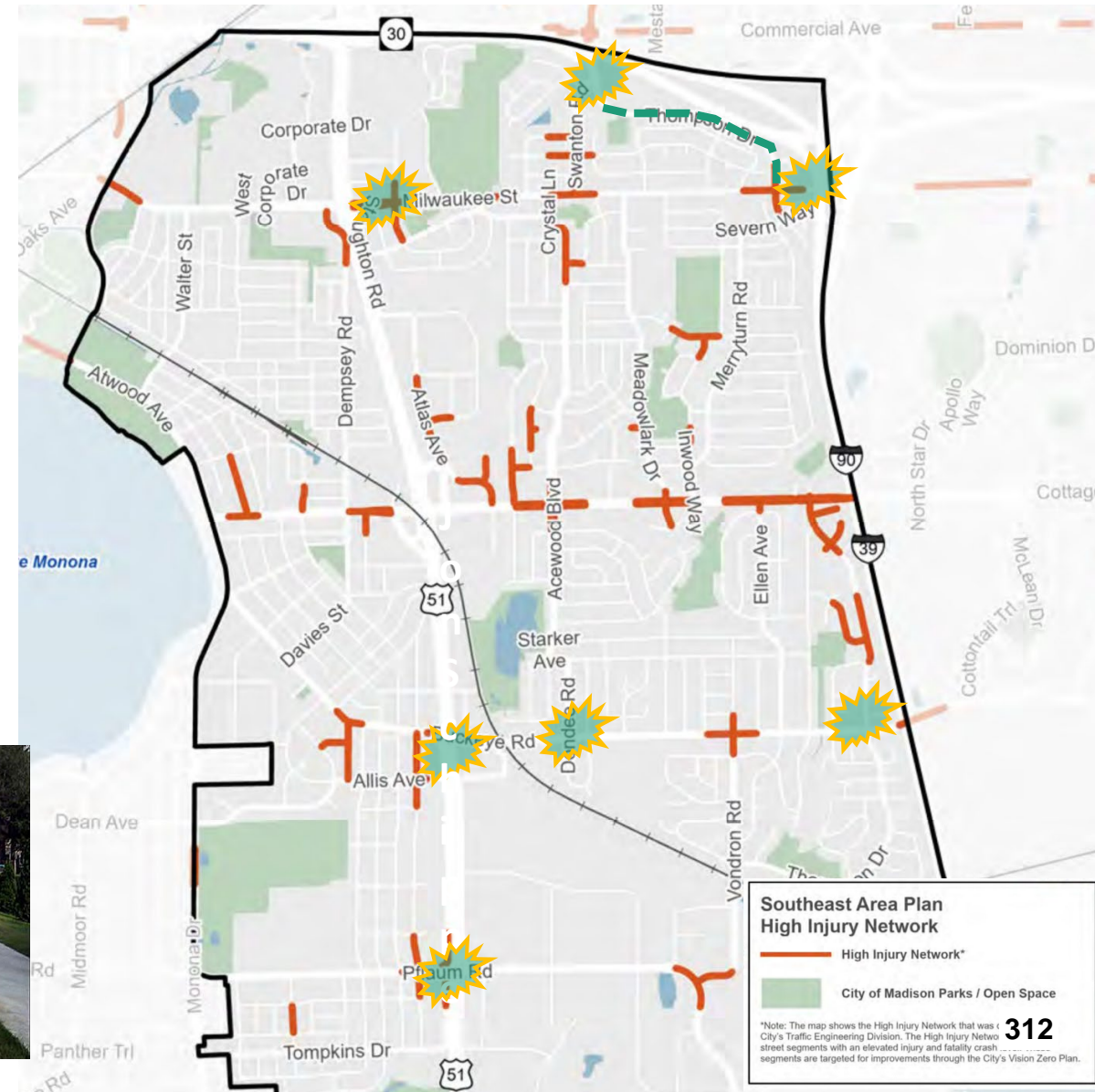


What we heard:

- 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 Improvements Needed
-  Corridor Improvement Needed
  - Thompson Drive





# Transportation Highlights: Street Network/ Bicycles / Multi-use Paths

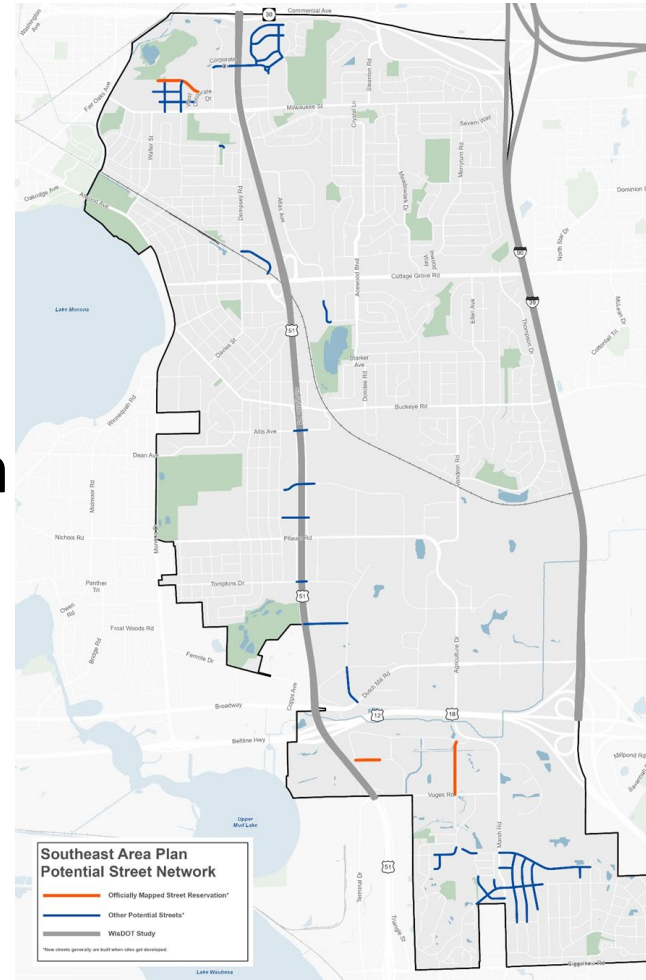


## What we heard

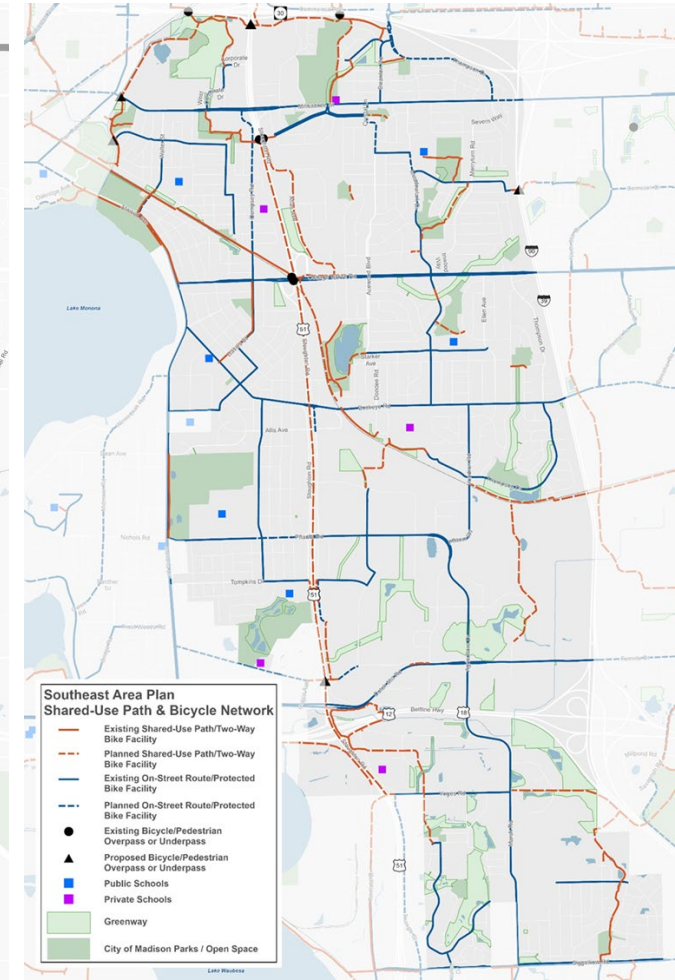
- Lack of North–South Connections
- Hwy 51 is a barrier - unsafe

## Draft Actions:

- 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
- Increase Paths to AAA standards



Street Network



Bike Facilities Network



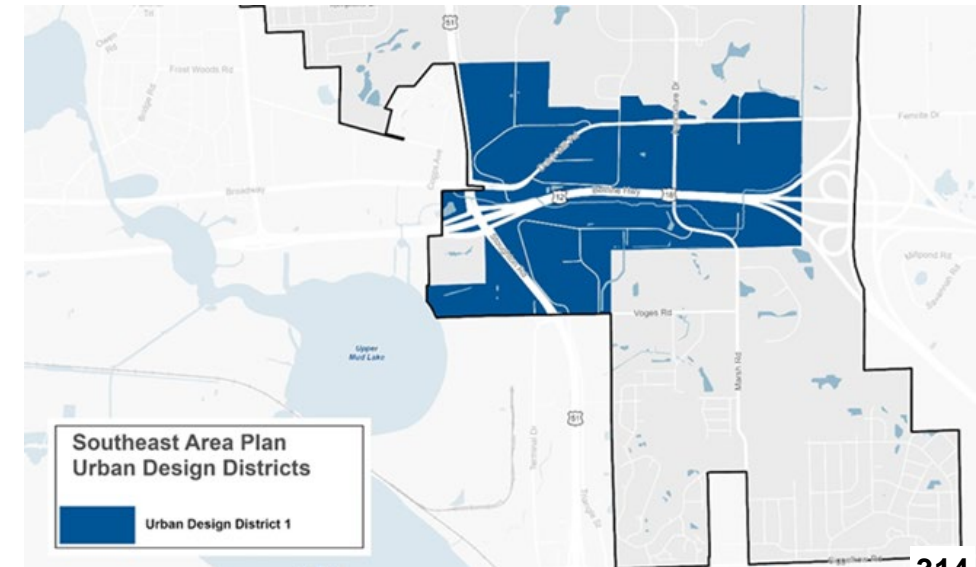
# Additional Highlights:

## Nighborhoods and Housing:

- Increase the supply of affordable housing, mix of housing types, particularly on the commercial /transit corridors
- Ensure sufficient support for unhoused residents.
- Examine existing City sites that could be considered for affordable housing

## Culture and Character

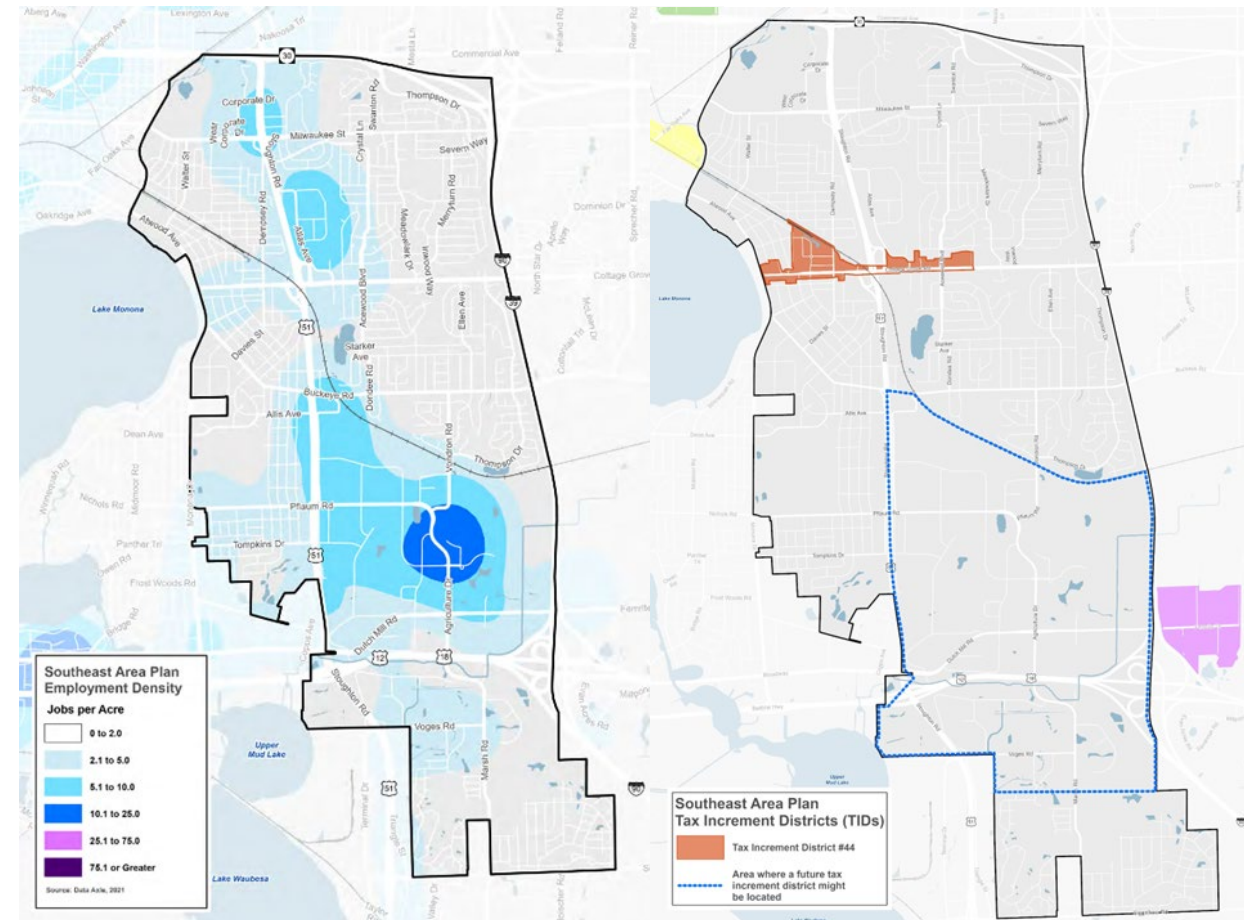
- Evaluate Urban Design District #1
- Commercial Core Design
- Establish place-making/public art that builds neighborhood identity /gateways



# Additional Highlights:

## Economy and Opportunity

- Support new TID, support naturally-affordable' business spaces
- Examine City Owned Sites
- Explore Other Opportunities for the City to Land-Bank
- Increase Business support and work to revitalize Transit/Commercial Corridors like Milwaukee Street





# Additional Highlights:

## **Green and Resilient:**

- Increase tree canopy, support Parks Master Planning for Olbrich, others
- Support Parks Development Processes

## **Effective Government:**

- Noise Pollution, Lighting in Neighborhoods, Cooling centers
- Village of McFarland IGA - Public Engagement





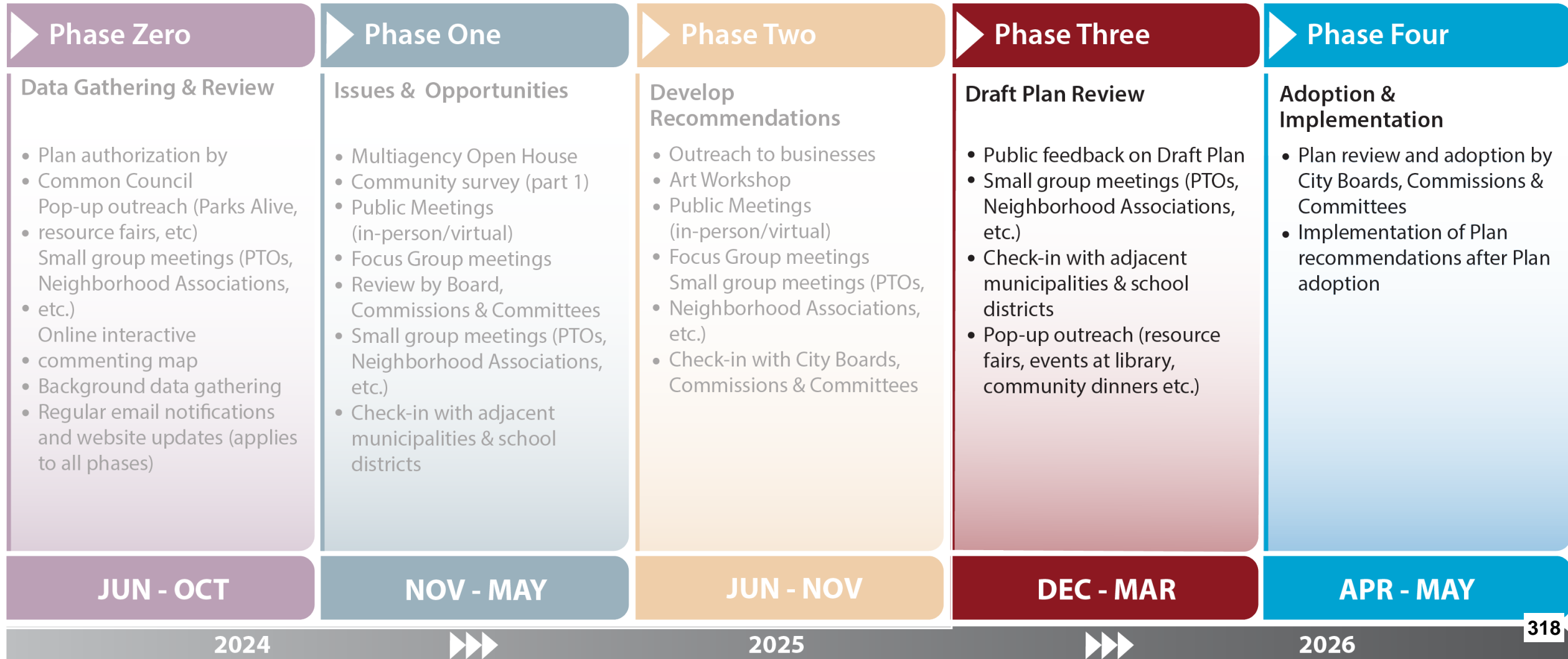
# Feedback on Draft Land Use Actions

- Concern about limiting residential in GC and E even if we increase density elsewhere
- Encouraged by additional mixed-use areas
- Consider an accessory commercial uses for residential areas
- There continues to be mixed feelings on safety issues for the future of S Stoughton Road
  - Many people agree that the 35 MPH Boulevard does promote more desirable land use opportunities.

# Timeline



## Planning Process & Public Engagement



**Is there anything that you think we missed?**

**Do you have any additional comments, questions, or concerns?**





**Department of Planning & Community & Economic Development**

**Planning Division**

Meagan E. Tuttle, Director  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985  
Phone: (608) 266-4635  
planning@cityofmadison.com

**To:** Economic Development Committee

**From:** Chris Wells

**Date:** December 17, 2025

**Subject:** Southeast Area Plan Update

## Background

The Southeast Area Plan is the third of 12 area plans that lend more detail to the City's [Comprehensive Plan](#) by providing area-specific actions. Area plans create a long-term vision to guide changes in the physical aspects of our community, such as development initiated by the private sector and infrastructure improvements typically carried out by the public sector. Plan recommendations are guided by adopted City policies and feedback from the community. Plans are used to guide the types and locations of new development, identify locations for investment in public infrastructure, ranging from parks to sewers and bike paths. Plans help prioritize what investments the community wants to pursue with limited resources.

Staff is updating the Committee on the draft Southeast Area Plan Economy and Opportunity chapter actions and seeking Committee feedback prior to compiling a final draft of the Southeast Area Plan for introduction at Common Council. Please see the [project website](#) for maps, background material, public feedback summaries, and material from past meetings.

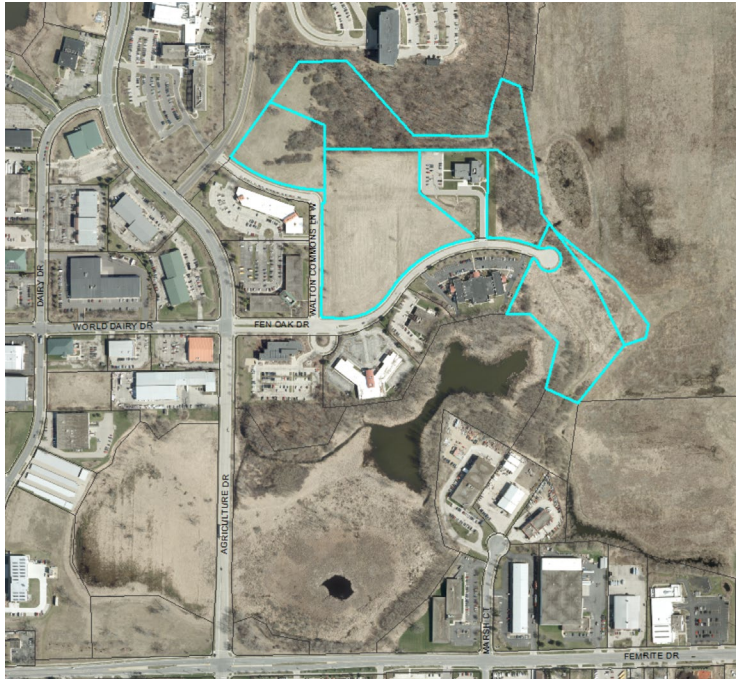
## Public Engagement

Staff has undertaken many public outreach and engagement events and activities throughout the planning process. The most prominent outreach relating to economic development was the June 3, 2025 [business walk](#) led by Economic Development Division staff.

Initial feedback and summer feedback was used to draft actions and maps in late summer/early fall. Draft actions and maps were released for public review on October 17<sup>th</sup>, with a "[storymap](#)" walkthrough of highlights. An in-person open house to discuss draft actions and maps with the public was held on October 21<sup>st</sup>, with virtual meetings on October 21 (noon) and November 4 (evening). Staff also worked with nINA Collective to hold two focus groups (a Spanish-language discussion and a discussion held in association with Access to Independence). Commenting on draft actions and maps via the online Konveio site closed on December 4<sup>th</sup>. Here is a [link](#) to that Konveio site

## Economy and Opportunity Actions

1. As there is significant vacant land in the southeast quadrant of the planning area, explore the creation of a new Tax Incremental Finance District (TID) in this general area to increase business support programs such as the City's [Small Cap TIF Business Loan Program](#) which has forgivable loan funds available for growing businesses in TID Districts.
2. Revitalize the commercial corridors (particularly the Milwaukee Street corridor)
  - Examine opportunities for more investment in small businesses to reduce large number of empty storefronts along Milwaukee Street
    - i. Small Cap TIF programs for business grants/loans
    - ii. Façade Grants
    - iii. Opportunities for new mixed-use development
3. Examine how the available City-owned land in the Southeast Madison Business Park could support increase employment (and possibly industrial uses) in the area



- Identify properties that could accommodate additional development.
  - Analyze area zoning and restrictive covenants to see if there is interest in opening the area up to Industrial Limited (IL) uses.
  - Consider re-platting or other parcel changes to make city-owned parcels within the existing Business park a better fit for development:
  - Analyze developability of City-owned land north and south of the Business Park.
4. Evaluate the existing restrictive property covenants in Industrial Areas in the Southeast Area to determine if they are still needed or if covenants hamper potential employment growth and redevelopment of the area.

5. Explore Opportunities for the City to Land-Bank
  - a. Explore adding employment uses to the City's existing land banking policy to help reposition underutilized older industrial properties into modern light and heavy industrial space through City assistance.
  - b. Evaluate the prospects for the City to land bank underutilized and vacant properties in the South Stoughton Rd. corridor if business vacancies continue or increase, possibly in conjunction with creation of a new TID.
6. As part of the City's Facilities Plan, which is currently under development, review City-owned Fire Department properties along Femrite Drive to determine if they are still needed for Fire Operations (3202 Dairy Drive, 3218 Dairy Drive, and 3202 Agriculture Drive) or if they could be repositioned for new development.

The actions shown above are City-led. The Economy and Opportunity chapter also includes several partnerships. A full draft of the plan, including partnerships, maps, and actions from other chapters, is linked through the [project website](#).

## **Economic Development Committee Discussion**

Staff is seeking feedback from the Committee on draft actions and maps prior to completing a full final draft:

1. Is there anything you think we missed?
2. Do you have additional comments or questions?



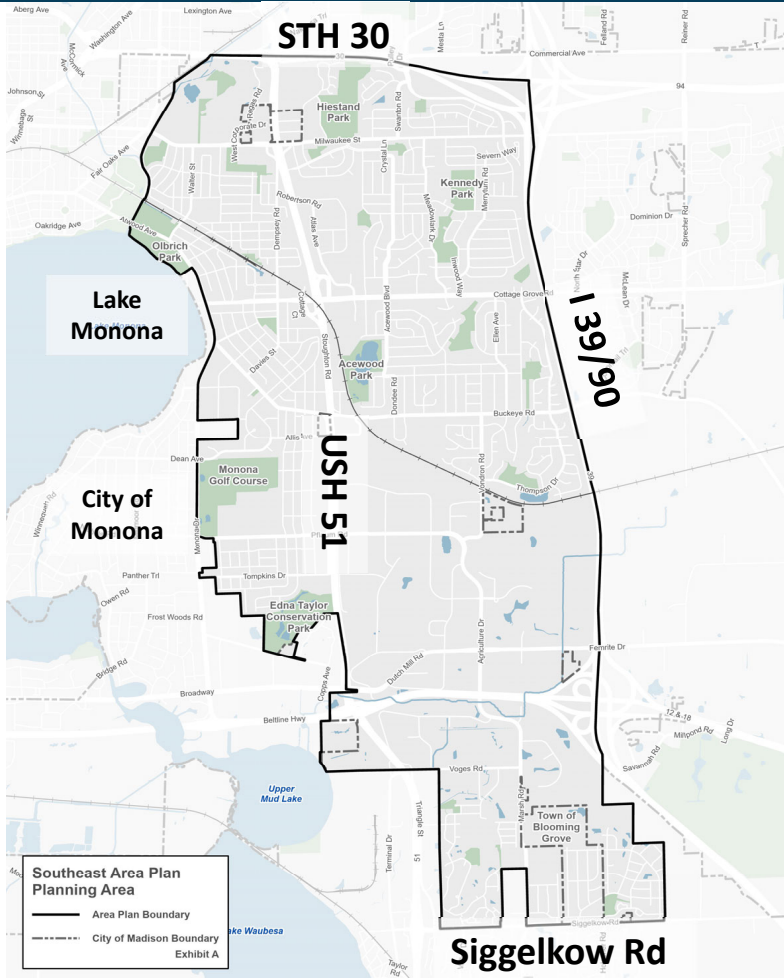
# Southeast Area Draft Plan Recommendations



**Economic Development Committee Meeting: December 17, 2025**



# Southeast Area



**North boundary:**

State Highway 30

**South boundary:**

Siggelkow Road / Village of McFarland

**East boundary:**

Interstate 39/90

**West boundary:**

City of Monona / Lake Monona

**2020 Census:**

- 11,100 housing units
- 25,366 people
- 25.9% BIPOC and Hispanic/Latinx

# 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
- Neighborhood walk
- Business Walk
- PC and TC check-ins (June, Aug)
- CAS events at Hiestand and Honeysuckle Parks



# Economy & Opportunity: Business Walk



- Held on June 3, 2025
- Visited 247 businesses
- Six questions
- Report available on project website

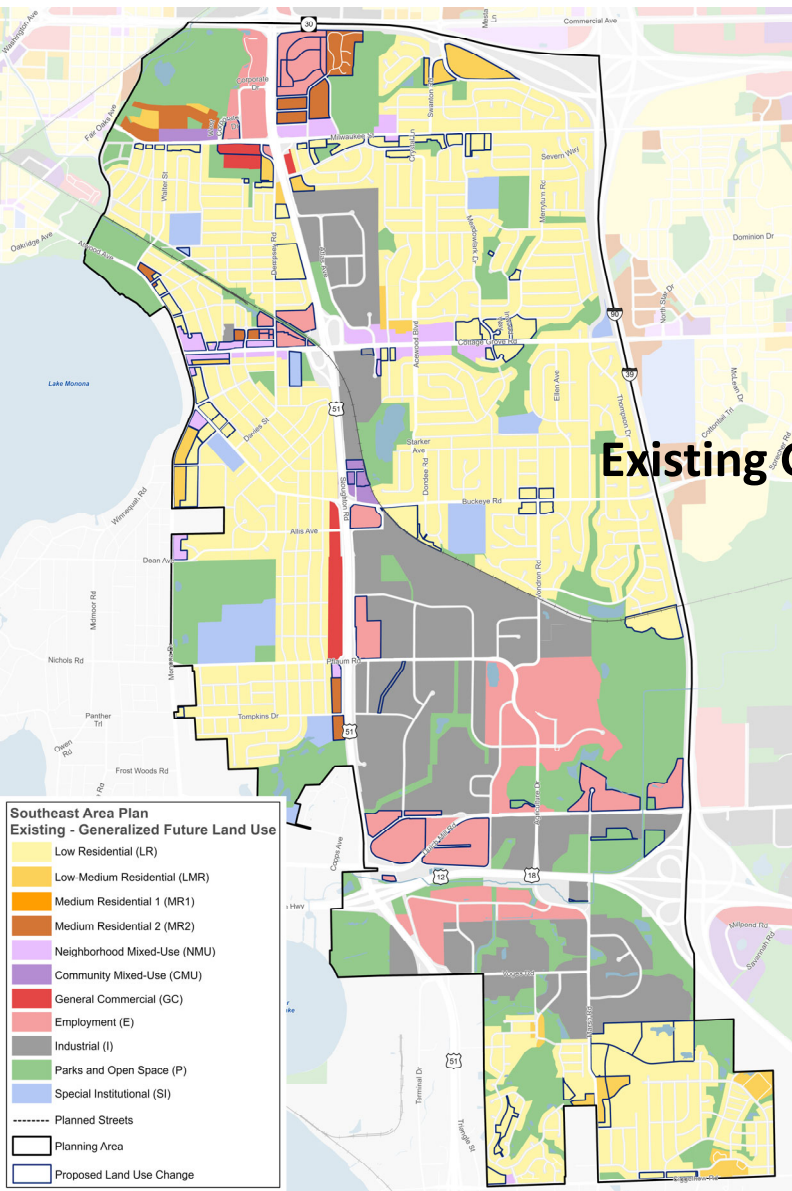
## **Business Walk Feedback:**

- How is business?
  - 68% of respondents said it is good or great,
  - 26% said it was steady/fair.
- What is the as the #1 thing they liked about doing business in the area:
  - 55% cited location and opportunities for expansion
  - 40% cited community/customers
- The top three things that could be done to improve business in the area were:
  - 1) better infrastructure/ transportation (such as more Metro Transit service),
  - 2) government regulations issues, and
  - 3) public safety concerns.
- 22% of businesses said that employees have difficulty getting to work.
- 83% said they do not plan to relocate, sell, or exit their business in the next five years.



# How feedback gets into plan



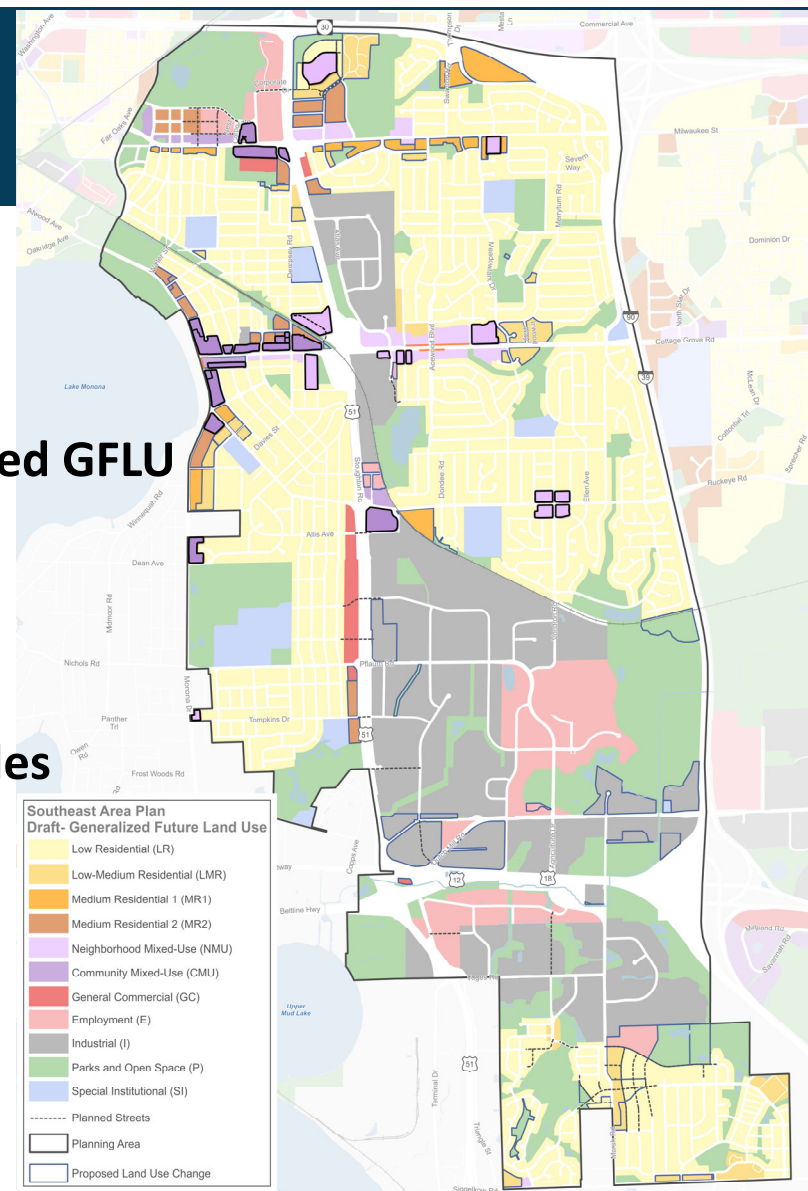
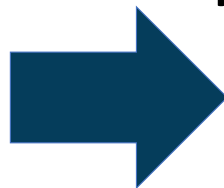


**Existing GFLU**

## Proposed Land Use Changes

**Proposed GFLU**

- GC/E to Mixed-Use
- New mixed-use nodes
- NMU to CMU



# Economy & Opportunity



## What We Heard

- Preserve 'naturally-affordable' underperforming (existing) business spaces
- Over-reliance on jobs in cleaning, warehouse, and food service industries.
- Foster BIPOC businesses
- The prevalence of empty storefronts on Milwaukee Street signals a lack of local investment. Need to make area more walkable, safe, and inviting.
- Bus service – particularly on Milwaukee Street and during weekends – is infrequent and unreliable
- Assess the area south of Atlas Ave. and north of Cottage Grove Road to see if denser commercial/office space is viable with an Economic Feasibility Study
- A community-led hub in the Milwaukee Street corridor could support job access and small business activity for residents



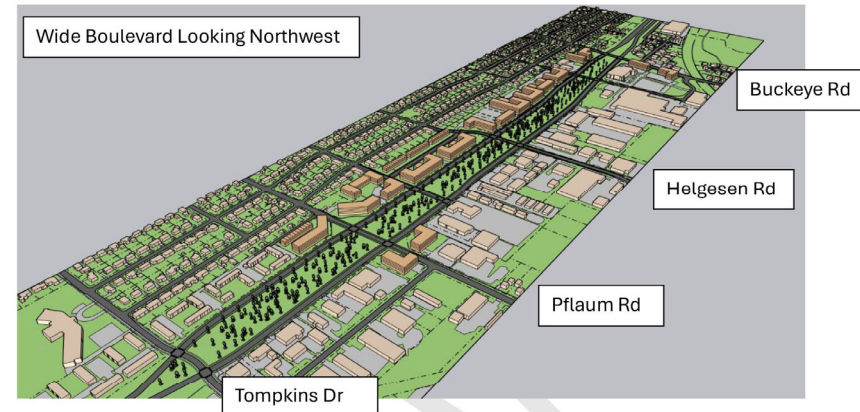
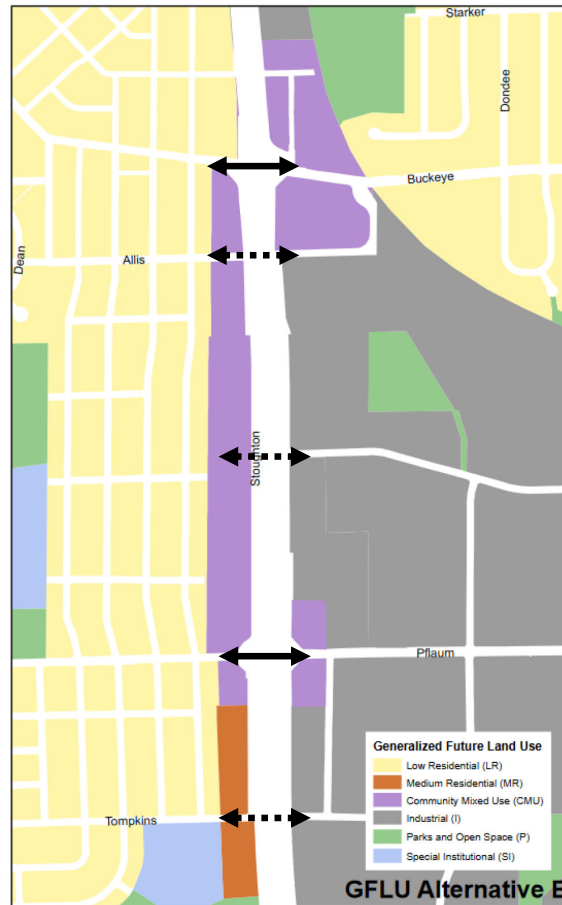
# USH 51 Design Impacts – Land Use Alternatives and New Opportunities for Access to Businesses?



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.

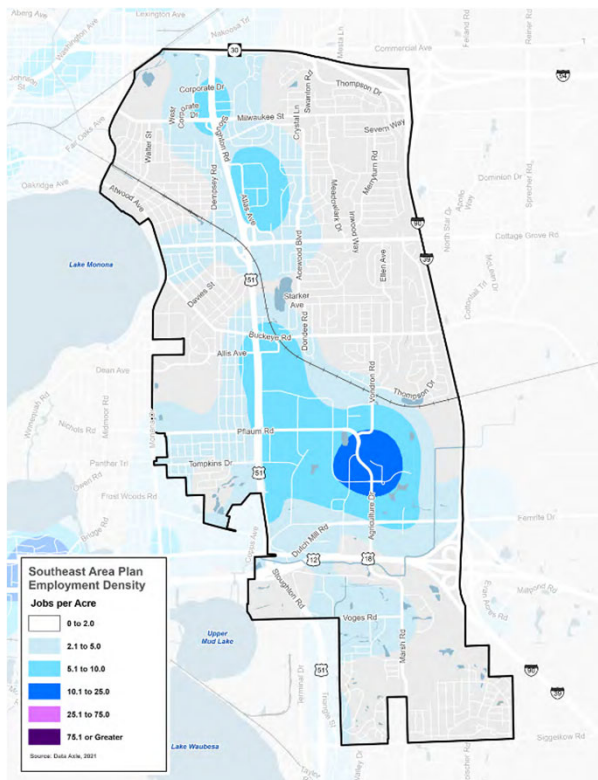


New mixed use development at nodes can give visual signals to drivers to maintain safe speeds.

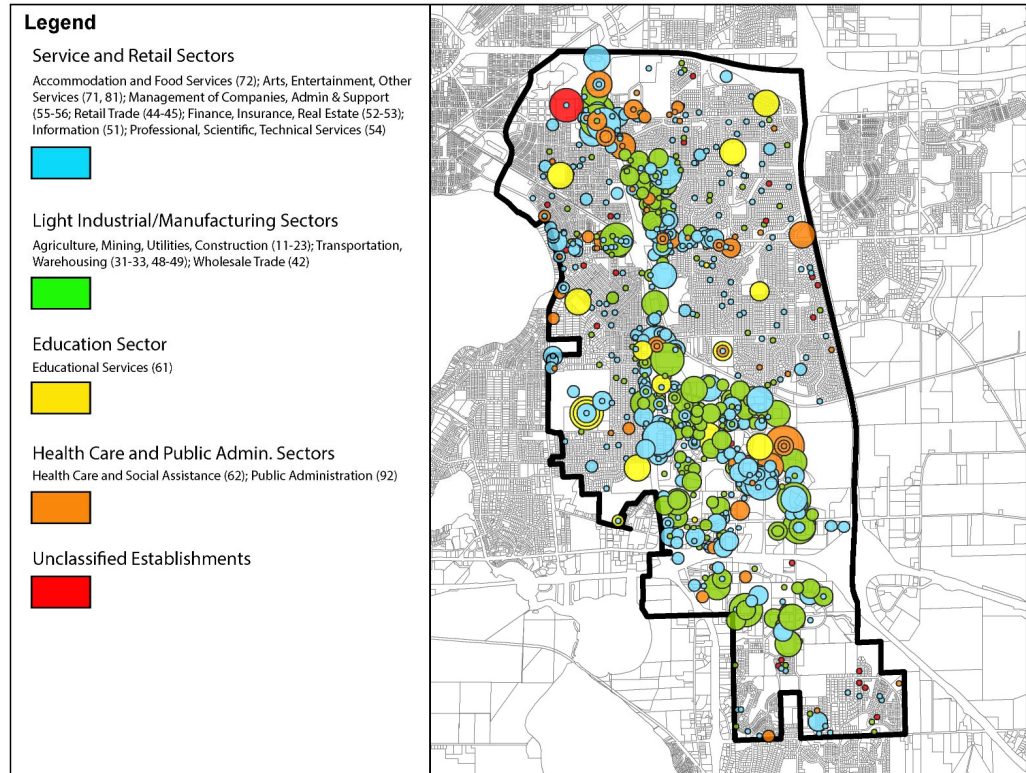
# Economy & Opportunity



## Employment Density



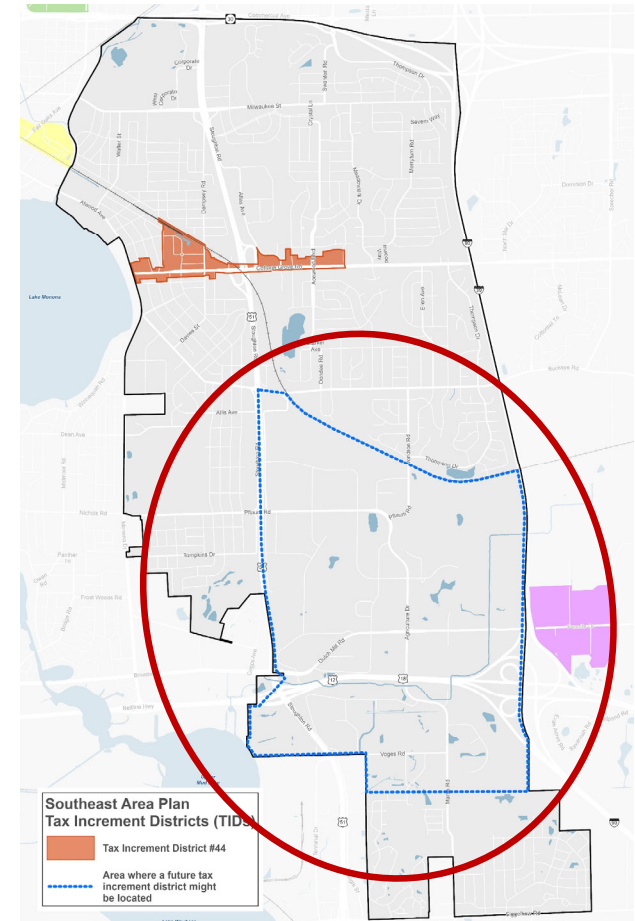
## Employment Sectors



# Economy & Opportunity – Draft Actions



- Explore the creation of a new Tax Incremental Finance District (TID) to increase access to business support programs such as the City's [Small Cap TIF Business Loan Program](#).

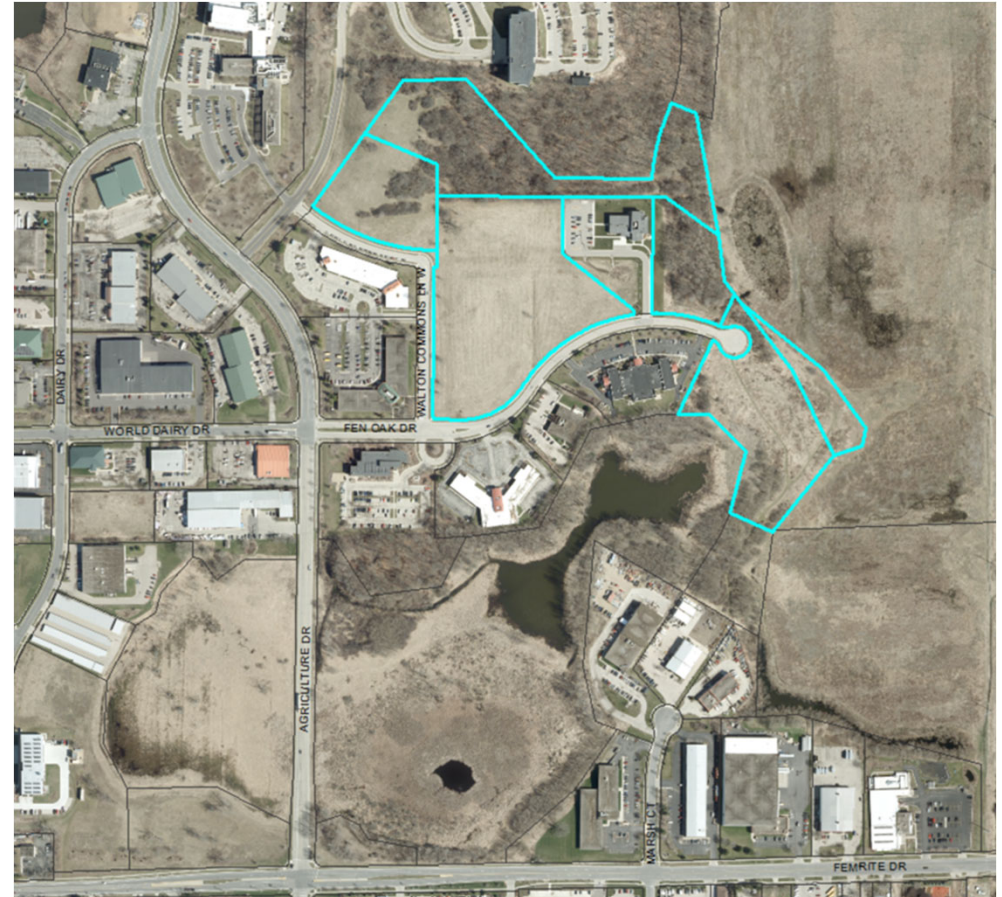




# Economy & Opportunity – Draft Actions



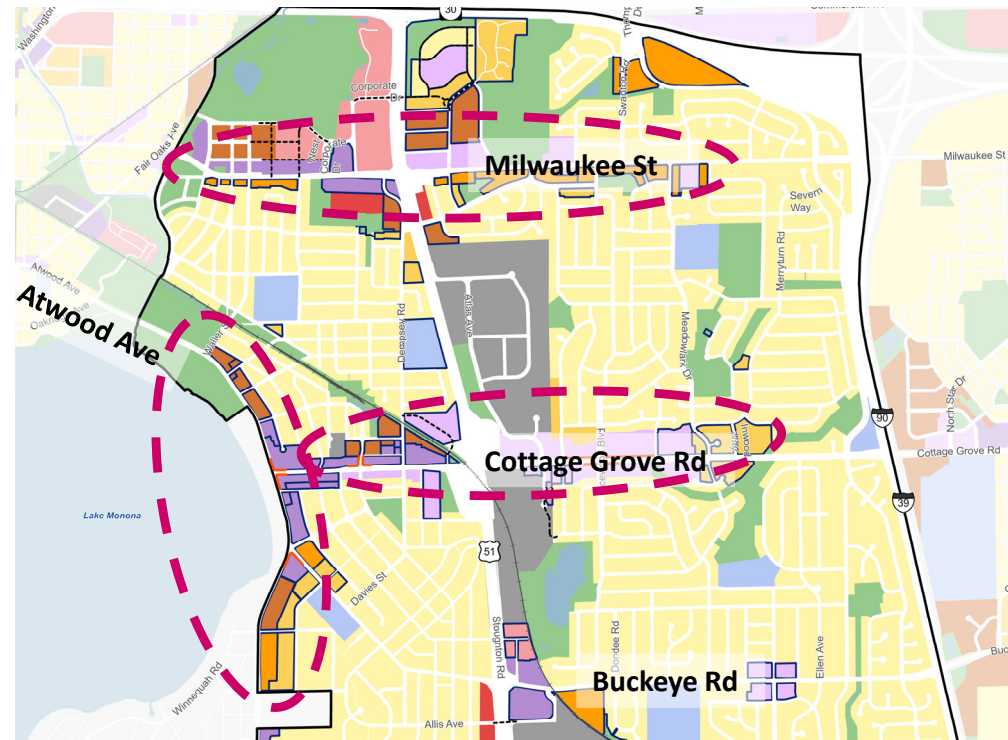
- Examine City Owned Sites
  - Southeast Business Park
  - Fire Dept. Owned properties on Ag/Dairy Drive
- Explore Other Opportunities for the City to Land-Bank



# Economy & Opportunity – Draft Actions



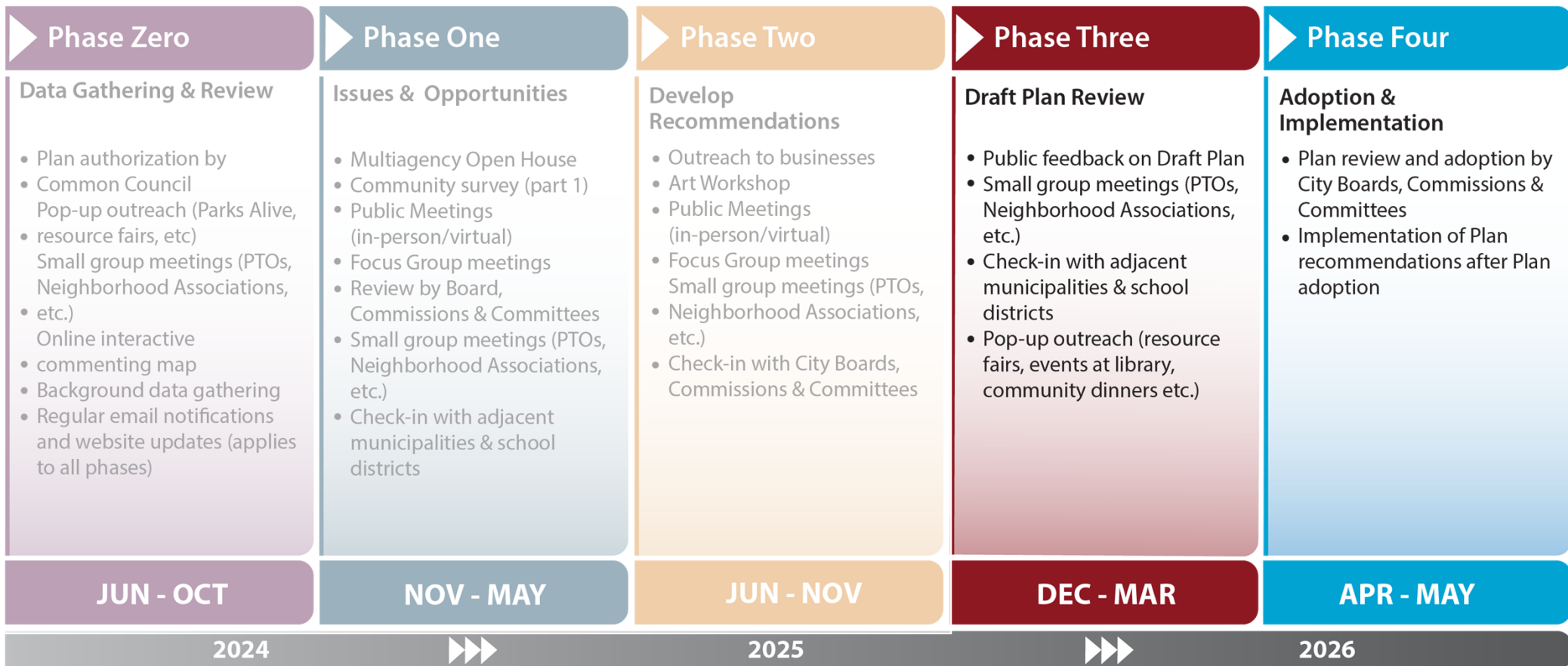
- Revitalize the commercial corridors (particularly the Milwaukee Street corridor)
  - Examine opportunities for more investment in small businesses to reduce large number of empty storefronts along Milwaukee Street
    - Small Cap TIF programs for business grants/loans
    - Façade Grants
    - Opportunities for new mixed-use development



# Timeline



## Planning Process & Public Engagement





# Discussion



Is there anything that you think we missed?

Do you have any additional comments, questions, or concerns?



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 84376**

**File ID:** 84376

**File Type:** Discussion Item

**Status:** In Committee

**Version:** 1

**Reference:**

**Controlling Body:** ECONOMIC  
DEVELOPMENT  
COMMITTEE

**File Created Date :** 07/09/2024

**File Name:** City of Madison Economic Development Plan Update

**Final Action:**

**Title:** City of Madison Economic Development Plan Update

### Notes:

**Sponsors:**

**CC Agenda Date:**

**Effective Date:**

**Attachments:**

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** nmakinen@cityofmadison.com

**Published Date:**

### History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Economic Development Division	07/09/2024	Refer	ECONOMIC DEVELOPMENT COMMITTEE	07/17/2024		
	<b>Action Text:</b> This Discussion Item was Refer to the ECONOMIC DEVELOPMENT COMMITTEE due back on 7/17/2024						
1	ECONOMIC DEVELOPMENT COMMITTEE	07/17/2024	Discuss and continue				
	<b>Action Text:</b> Mikolajewski gave an update on the new Economic Development Plan followed by questions from members.						
1	ECONOMIC DEVELOPMENT COMMITTEE	08/21/2024	Discuss and continue				
	<b>Action Text:</b> Mikolajewski presented an overview of plan, followed by questions from members.						
1	ECONOMIC DEVELOPMENT COMMITTEE	09/11/2024	Discuss and continue				
	<b>Action Text:</b> Reistad gave a presentation on the status of the plan update followed by questions and comments from members.						
1	ECONOMIC DEVELOPMENT COMMITTEE	11/20/2024	Discuss and continue				
	<b>Action Text:</b> Reistad gave a presentation followed by questions from members.						

1	ECONOMIC DEVELOPMENT COMMITTEE	08/20/2025	Discuss and continue
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**Action Text:** Mikolajewski provided an update on status of plan.

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**Text of Legislative File 84376**

**Title**

City of Madison Economic Development Plan Update





# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 81529**

**File ID:** 81529

**File Type:** Discussion Item

**Status:** In Committee

**Version:** 1

**Reference:**

**Controlling Body:** ECONOMIC  
DEVELOPMENT  
COMMITTEE

**File Created Date :** 01/10/2024

**File Name:** Economic Development Division Financial  
Assistance Dashboard

**Final Action:**

**Title:** Economic Development Division Financial Assistance Dashboard

**Notes:**

**CC Agenda Date:**

**Sponsors:**

**Effective Date:**

**Attachments:** November 2025 - EDD Financial Assistance  
Dashboard.pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** nmakinen@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Economic Development Division	01/10/2024	Refer	ECONOMIC DEVELOPMENT COMMITTEE	01/17/2024		
	<b>Action Text:</b> This Discussion Item was Refer to the ECONOMIC DEVELOPMENT COMMITTEE due back on 1/17/2024						
	<b>Notes:</b> EDC recommendation is not required for this item						
1	ECONOMIC DEVELOPMENT COMMITTEE	01/17/2024	Discuss and continue				
	<b>Action Text:</b> Mikolajewski gave overview of new EDD Financial Assistance Dashboard followed by questions from committee members.						
1	ECONOMIC DEVELOPMENT COMMITTEE	02/21/2024	Discuss and continue				
	<b>Action Text:</b> Rohlich presented the dashboard followed by suggestions and questions from members.						
1	ECONOMIC DEVELOPMENT COMMITTEE	03/20/2024	Discuss and continue				
	<b>Action Text:</b> Rohlich gave presentation on the current status of the Financial Assistance Dashboard followed by questions from members.						

- |   |   |            |                         |
|---|---|------------|-------------------------|
| 1 | ECONOMIC<br>DEVELOPMENT<br>COMMITTEE  | 04/17/2024 | Discuss and<br>continue |
|   | <b>Action Text:</b> Rohlich gave an update on the current state of the Financial Assistance Dashboard followed by questions from members. |            |                         |
| 1 | ECONOMIC<br>DEVELOPMENT<br>COMMITTEE  | 05/15/2024 | Discuss and<br>continue |
|   | <b>Action Text:</b> This item was skipped until next meeting.   |            |                         |
| 1 | ECONOMIC<br>DEVELOPMENT<br>COMMITTEE  | 07/17/2024 | Discuss and<br>continue |
|   | <b>Action Text:</b> This item was skipped until next meeting.   |            |                         |
| 1 | ECONOMIC<br>DEVELOPMENT<br>COMMITTEE  | 08/21/2024 | Discuss and<br>continue |
|   | <b>Action Text:</b> Rohlich presented an overview, followed by questions from members.  |            |                         |
| 1 | ECONOMIC<br>DEVELOPMENT<br>COMMITTEE  | 09/11/2024 | Discuss and<br>continue |
|   | <b>Action Text:</b> Rohlich gave a presentation on the August funding followed by questions from members.                                 |            |                         |
| 1 | ECONOMIC<br>DEVELOPMENT<br>COMMITTEE  | 11/20/2024 | Discuss and<br>continue |
|   | <b>Action Text:</b> Rolich gave an update on the October funding followed by questions from members.                                      |            |                         |
| 1 | ECONOMIC<br>DEVELOPMENT<br>COMMITTEE  | 08/20/2025 | Discuss and<br>continue |
|   | <b>Action Text:</b> Rohlich presented update. Discussion and questions from committee.  |            |                         |
- 

## **Text of Legislative File 81529**

### **Title**

Economic Development Division Financial Assistance Dashboard

## 2025 ECONOMIC DEVELOPMENT DIVISION FINANCIAL ASSISTANCE DASHBOARD

Dates 1/1-11/30/2025

### BUILDING IMPROVEMENT GRANT PROGRAM

Grant funding for businesses located within specific TIDs to improve interior and exteriors. Up to \$50,000 per business.

Total Funding: See TID Budgets

<i>Date</i>	<i>Business</i>	<i>Address</i>	<i>Alder District</i>	<i>TIF District</i>	<i>Funding Amt</i>	<i>Projected Investment</i>
11/26/25	House of Healing	207 Cottage Grove Road	15	44	\$ 7,365.00	\$ 7,365.00
11/14/25	The Lotus House dba Rethreads	410 State Street	2	50	\$ 8,990.00	\$ 8,990.00
10/27/25	Klein's Floral & Greenhouses	3758 East Washington Ave	12	52	\$ 50,000.00	\$ 2,589,00.00
10/27/25	Acme Art LLC dba Sunshine Daydream	619 State Street	2	50	\$ 26,000.00	\$ 26,000.00
09/24/25	LeLeLee LLC	811 E Johnson St	6	53	\$ 27,681.00	\$ 38,108.00
09/17/25	Gently Automotive LLC dba Apex Auto	3074 E Washington Ave	12	52	\$ 50,000.00	\$ 140,000.00
09/10/25	Higher Ideal	214 State Street	4	50	\$ 8,400.00	\$ 8,400.00
08/21/25	Patterson and Richardson Properties LLC	584 Grand Canyon Drive	19	46	\$ 50,000.00	\$ 70,275.00
07/29/25	Cider Farm Brands LLC	1537 Gilson Street	13	51	\$ 50,000.00	\$ 94,181.00
07/29/25	Higher Ideal	214 State Street	4	50	\$ 4,175.00	\$ 8,675.00
07/15/25	Bear Spots LLC	1026 N Sherman Ave	12	54	\$ 50,000.00	\$ 53,864.00



07/02/25	Wisconsin Martail Arts and Fitness	1352 S Park Street (The Hub)	14	51	\$ 50,000.00	\$ 176,250.00
06/18/25	Safari Bilingual Learning Center	7618 Westward Way	9	46	\$ 50,000.00	\$ 50,000.00
05/20/25	Banzo LLC	2105 Sherman Ave	12	54	\$ 36,038.00	\$ 36,038.00
05/09/25	CocoVaa LLC	10 Odana Court	19	46	\$ 50,000.00	\$ 50,000.00
05/05/25	Pricked LLC	521 A State Street	2	50	\$ 50,000.00	\$ 69,195.00
04/30/25	ZaZa Snacks LLC	515 University Ave	2	50	\$ 12,650.00	\$ 12,650.00
04/16/25	The Baked Lab	2044 Atwood Ave	6	53	\$ 50,000.00	\$ 205,300.00
04/16/25	Bomazza LLC dba Silk Road	1920 S Park Street	14	51	\$ 35,050.00	\$ 39,193.00
04/03/25	Investors LLC (The Saddlery Retail Spaces)	325 E Wilson Street	4	53	\$ 50,000.00	\$ 330,000.00
02/26/25	Firm Foundation Hair and Beauty	305 S Livingston Street	6	53	\$ 29,225.00	\$ 29,225.00
02/26/25	Custom Mac N Cheese	438 N Frances Street	2	50	\$ 50,000.00	\$ 50,000.00
02/26/25	Hair By Bootz LLC	1121 Ruskin Street	12	54	\$ 50,000.00	\$ 54,228.00
02/19/25	Mojo Method, LLC dba CrossFit Mojo	600 Williamson Street	6	53	\$ 50,000.00	\$ 73,370.00
02/10/25	Isaiah Schroeder Knifeworks	1516 & 1520 Gilson Street	13	51	\$ 50,000.00	\$ 55,210.00
02/10/25	Wisco Cocktail Ice dba Wisco Ice co	1529 Gilson Street	13	51	\$ 50,000.00	\$ 102,365.00

01/09/25	Luna's Market	2328 S Park Street	14	51	\$ 50,000.00	\$ 78,000.00
01/09/25	Vernee Nycole House of Beauty LLC	1702 S Park Street	14	51	\$ 40,724.00	\$ 49,724.00
01/09/25	ZaZa Snacks LLC	515 University Ave	2	50	\$ 14,100.00	\$ 14,100.00

## HEALTHY RETAIL ACCESS PROGRAM

The Healthy Retail Access Program funds businesses investing in improvements that will increase access to affordable, healthy food. Funds can be used for any new services, equipment, building improvements, or programs that can increase a retail business's capacity to provide healthy food. Grant amounts vary depending on total project size. Typically fund at <30% of total project costs.

Total Funding: \$250,000

<i>Date</i>	<i>Business</i>	<i>Address</i>	<i>Alder District</i>	<i>TIF District</i>	<i>Funding Amt</i>	<i>Projected Investment</i>
1/1/2025	Paleo Mama Bakery	961 S Park Street	13	N/A	\$ 50,000.00	N/A

## KIVA MADISON PROGRAM

Kiva is a crowdfunding platform that provides 0% interest loans to small business owners and startups. Kiva borrowers can crowdfund from the community and receive loans up to \$15,000 at 0% interest with zero fees.

Total Funding: SBER Budget N/A

<i>Date</i>	<i>Business</i>	<i>Address</i>	<i>Alder District</i>	<i>TIF District</i>	<i>Funding Amt</i>	<i>Projected Investment</i>
11/01/25	POONI, LLC	2352 S Park Street	14	N/A	\$ 15,000.00	N/A
11/01/25	Tucker Trustworthy Transports LLC	3129 Webb Ave	15	N/A	\$ 12,000.00	N/A
11/01/25	Queenbee Southern Cuisine, LLC	Home	6	N/A	\$ 4,000.00	N/A
10/01/25	Kingdon Kids Empowerment	1356 Macarthur Road	3	N/A	\$ 8,000.00	N/A
07/17/25	D'Pelos Pet Groomer	529 S Park Street	13	N/A	\$ 11,000.00	N/A
06/10/25	Sabor Criollo Venezolano	Home	7	N/A	\$ 15,000.00	N/A
06/02/25	CrepUW LLC	Home	14	N/A	\$ 7,500.00	N/A



05/02/25	Rigs N Beez	Home	3	N/A	\$ 2,500.00	N/A
03/01/25	Infinity Glow Solutions LLC	Home	4	N/A	\$ 8,500.00	N/A
03/01/25	So Simple Shop	148 E Wilson	4	N/A	\$ 10,000.00	N/A
03/01/25	Vice Grounds LLC, dba Twisted Grounds	6067 Gemini Drive	3	N/A	\$ 13,000.00	N/A
02/01/25	Pies Happy Salon and Spa LLC	Home	10	N/A	\$ 10,500.00	N/A
02/01/25	InfinityGlow Solutions	Home	4	N/A	\$ 8,500.00	N/A
01/01/25	Cleanve Pro	Home	14	N/A	\$ 10,500.00	N/A
12/01/24	Wild Wind Organix	Home	16	N/A	\$ 2,000.00	N/A
12/01/24	Little Genius Bilingual	3131 E Washington Ave	12	N/A	\$ 5,000.00	N/A
12/01/24	Devine Grilling	1219 N Sherman Ave	12	N/A	\$ 9,500.00	N/A

## **FAÇADE GRANT PROGRAM\***

Madison's Façade Grant Program provides matching grants to small business owners and tenants to assist them in restoring or beautifying their facades or storefronts. Grants up to 50% of the total project cost, with a maximum amount of \$20,000 per street facing façade. Mini Grants up to \$10,000 have no match requirement.

Total Funding: See TID Budgets

\*Starting 12/1/24 these numbers will be one month delayed

<i>Date</i>	<i>Business</i>	<i>Address</i>	<i>Alder District</i>	<i>TIF District</i>	<i>Funding Amt</i>	<i>Projected Investment</i>
10/01/25	Creative Grocery Concepts Inc dba Jenifer Street	2038 Jenifer St	6	N/A	\$ 40,000.00	\$ 40,000.00
04/28/25	Alchemy Café	1980 Atwood Ave	2	N/A	\$ 10,000.00	\$ 18,000.00
02/01/25	668 State LLC	668 State Street	2	50	\$ 20,000.00	\$ 72,600.00

### **COMMERCIAL OWNERSHIP ASSISTANCE (COA) PROGRAM**

The Commercial Ownership Assistance Program provides financing for established business owners from communities that have historically faced barriers to accessing capital to purchase commercial property for their business. Forgivable loans of up to \$250,000.

Total Funding: See TID Budgets

<i>Date</i>	<i>Business</i>	<i>Address</i>	<i>Alder District</i>	<i>TIF District</i>	<i>Funding Amt</i>	<i>Projected Investment</i>
01/28/25	Silk Road	1920 S Park Street	14	51	\$ 117,500.00	\$ 470,000.00

### **SMALL CAP TIF PROGRAM**

The Small Cap TIF Loan Program provides forgivable loan funds to small businesses in selected Tax Incremental Districts (TID) within the City of Madison. The Madison Development Corporation (MDC) is the administrator of the program. Funds up to \$250,000 are available to qualifying businesses for the purpose of purchasing real estate,

Total Funding: See TID Budgets

<i>Date</i>	<i>Business</i>	<i>Address</i>	<i>Alder District</i>	<i>TIF District</i>	<i>Funding Amt</i>	<i>Projected Investment</i>
10/07/25	Stella's Madison Bakery	3113 Syene Rd	14	51	\$250,000	\$1,194,000.00

### **TAX INCREMENT FINANCE (TIF) PROGRAM**

Tax Incremental Financing (TIF) provides funds to finance public infrastructure and support development projects that create jobs and expand the tax base. Loans paid back through new tax revenue generated by the project.

Total Funding: N/A

<i>Date</i>	<i>Project</i>	<i>Address</i>	<i>Alder District</i>	<i>TIF District</i>	<i>Funding Amt</i>	<i>Projected Investment</i>
06/03/25	Bear Development	501 East Washington Ave	6	53	\$ 1,666,000.00	\$ 82,216,000.00

### **ACRE Pre-Development Grant Program**

The ACRE Pre-Development Grant provides funding to graduates of the Associates in Commercial Real Estate (ACRE) Program to help cover the costs of early stage expenditures for commercial real estate development projects.

Total Funding: \$300,000

<i>Date</i>	<i>Project</i>	<i>Address</i>	<i>Alder District</i>	<i>TIF District</i>	<i>Funding Amt</i>	<i>Projected Investment</i>

### **Worker Cooperative Business Loan Fund**

The City of Madison seeded the start of a worker cooperative project that provided both business assistance to new and established worker cooperatives and established a revolving loan fund with Shared Capital Cooperative (SCC). SCC reports quarterly on loans made through this loan fund.

Total Funding: \$300,000

<i>Date</i>	<i>Project</i>	<i>Address</i>	<i>Alder District</i>	<i>TIF District</i>	<i>Funding Amt</i>	<i>Projected Investment</i>
09/09/25	Common Good Bookkeeping Cooperative	1202 Williamson Street	6	N/A	\$ 45,000.00	N/A



## TID 44 Royster Clark

Funding in 2025 is for small business development programs, including the Building Improvement Grant Program, Facade Grant Program, Commercial Ownership Assistance Program, Small Cap TIF Program, and similar economic development initiatives within the boundary of TID 44 and within one-half mile of the boundary of TID44.

Business	Date	Program	STATUS	BUDGET	ACTUAL
Small Business Programs				\$ 475,000.00	\$ 475,000.00
House of Healing		BIG	Approved	\$ (7,365.00)	
<b>SUBTOTAL</b>				<b>\$ 467,635.00</b>	<b>\$ 475,000.00</b>

## TID 46 Research Park

Funding in 2025 is for small business development programs, including the Building Improvement Grant Program, Facade Grant Program, Commercial Ownership Assistance Program, Small Cap TIF Program, and similar economic development initiatives within the boundary of TID 46 and within one-half mile of the boundary of TID 46.

Business	Date	Program	STATUS	BUDGET	ACTUAL
Small Business Programs Budget				\$ 750,000.00	\$ 750,000.00
Projects in discussion				\$ (600,000.00)	\$ -
Patterson & Richardson Properties LLC	Aug-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
Safari Bilingual Learning Center	Jun-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
CocoVaa LLC	May-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
<b>SUBTOTAL</b>				<b>\$ -</b>	<b>\$ 600,000.00</b>

## TID 50 - State Street

The goal of this program is to support a diverse and thriving State Street neighborhood where all Madisonians and visitors feel welcome. Funding in 2025 is for Building Improvement Grants, Facade Grants, Madison Pop Up Shop Program, Business Ready Program, Commercial Ownership Assistance Program.

Business	Date	Program	STATUS	BUDGET	ACTUAL
Small Business Programs Budget			TBD	\$ 158,000.00	\$ 158,000.00
2024 Funding Roll-over			TBD	\$ 284,000.00	\$ 284,000.00
Projects in discussion				\$ (100,000.00)	\$ -
The Lotus House dba Rethreads	Nov-25	BIG	Approved	\$ (8,990.00)	
Acme Art LLC dba Sunshine Daydream	Oct-25	BIG	Approved	\$ (26,000.00)	\$ (26,000.00)
Higher Ideal	Jul-25	BIG	Approved	\$ (12,575.00)	\$ (12,575.00)
Pricked LLC	May-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
ZaZa Snacks LLC	Apr-25	BIG	Approved	\$ (12,650.00)	\$ (12,650.00)
Custom Mac N Cheese	Feb-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
668 State Street	Feb-25	Façade	Approved	\$ (20,000.00)	\$ (20,000.00)
ZaZa Snacks LLC	Jan-25	BIG	Approved	\$ (14,100.00)	\$ (14,100.00)
<b>SUBTOTAL</b>				<b>\$ 147,685.00</b>	<b>\$ 256,675.00</b>

## TID 51 South Madison

Small business financial assistance programs, The goal of this program is to guide investment in South Madison that supports this existing diverse community. Funding in 2025 will be used for costs associated with small business development programs (Building Improvement Grant Program, Facade Grant Program, Madison Pop-Up Shop Program, Commercial Ownership Assistance Program, Small Cap TIF Program).

Business	Date	Program	STATUS	BUDGET	ACTUAL
Small Business Programs Budget				\$ 698,000.00	\$ 698,000.00
Resolution Amendment 5/2025				\$ 555,000.00	
2024 Funding Roll-over				\$ -	\$ -
Projects in Discussion				\$ (187,500.00)	
Stella's Madison Bakery	Oct-25	Small Cap TIF	Approved	\$ (250,000.00)	\$ (250,000.00)
Cider Farm Brands LLC	Jul-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
WI Martial Arts -HUB	Jul-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
Pequenos Trávisos	2024 (Payout in 2025)	Small Cap TIF	Approved	\$ (143,750.00)	\$ -
Tailer Nicole Wine & Cupcakes LLC	2024 (Payout in 2025)	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
Isaiah Schroeder Knifeworks	Feb-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
Wisco Cocktail Ice dba Wisco Ice co	Feb-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
Luna's Market	Jan-25	BIG	Approved	\$ (50,000.00)	\$ -
Vernee Nycole House of Beauty LLC	Jan-25	BIG	Approved	\$ (40,724.00)	\$ (40,724.00)
Silk Road	Jan-25	BIG	Approved	\$ (35,050.00)	\$ (35,050.00)
Silk Road	Jan-25	COA	Approved	\$ (117,500.00)	\$ (117,500.00)
<b>SUBTOTAL</b>				<b>\$ 178,476.00</b>	<b>\$ 4,726.00</b>



## TID 52 E Wash & Stoughton Road

Funding in 2025 will be used for small business development programs, including the Building Improvement Grant Program, Facade Grant Program, Commercial Ownership Assistance Program, Small Cap TIF Program, and similar economic development initiatives within the boundary of TID 52 and within a one-half mile radius of the boundary of TID 52.

Business	Date	Program	STATUS	BUDGET	ACTUAL
Small Business Programs Budget				\$ 275,000.00	\$ 275,000.00
Projects in discussion				\$ (150,000.00)	
Klein's Floral & Greenhouses	25-Oct	BIG	Approved	\$ (50,000.00)	
Gently Automotive LLC dba Apex Auto	Sep-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
<b>SUBTOTAL</b>				<b>\$ 25,000.00</b>	<b>\$ 225,000.00</b>

## TID 53 Wilson Street

Funding in 2025 is for small business financial assistance programs, including the Building Improvement Grant Program, Facade Grant Program, Commercial Ownership Assistance Program, and similar economic development initiatives within the boundary of TID 53 and within a one-half mile radius of the boundary of TID 53

Business	Date	Program	STATUS	BUDGET	ACTUAL
Small Business Programs Budget				\$ 220,000.00	\$ 220,000.00
2024 Funding Roll-over				\$ 286,850.00	\$ 286,850.00
Projects in discussion				\$ (50,000.00)	
The Saddlery Retail Spaces	Apr-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
Mojo Method	Feb-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
Firm Foundation Hair and Beauty	Feb-25	BIG	Approved	\$ (50,000.00)	\$ (49,225.00)
<b>SUBTOTAL</b>				<b>\$ 306,850.00</b>	<b>\$ 357,625.00</b>

## TID 54 Pennsylvania Ave

Funding in 2025 is for small business development programs, including the Building Improvement Grant Program, Facade Grant Program, Commercial Ownership Assistance Program, Small Cap TIF Program, and similar economic development initiatives within the boundary of TID 54 and within one-half mile of the boundary of TID 54.

Business	Date	Program	STATUS	BUDGET	ACTUAL
Small Business Programs Budget				\$ 700,000.00	\$ 700,000.00
2024 Funding Roll-over				\$ 239,772.00	\$ 239,772.00
Projects in discussion				\$ (730,000.00)	\$ -
Bear Spots LLC	Jul-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
The Baked Lab LLC	Jun-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
Banzo LLC	May-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
Hair By Bootz	Feb-25	BIG	Approved	\$ (50,000.00)	\$ (37,500.00)
<b>SUBTOTAL</b>				<b>\$ 9,772.00</b>	<b>\$ 752,272.00</b>



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 78859**

**File ID:** 78859

**File Type:** Discussion Item

**Status:** Items Referred

**Version:** 1

**Reference:**

**Controlling Body:** ECONOMIC  
DEVELOPMENT  
COMMITTEE

**File Created Date :** 07/13/2023

**File Name:** Future EDC Agenda Items

**Final Action:**

**Title:** Announcements and Future EDC Agenda Items

**Notes:**

**CC Agenda Date:**

**Sponsors:**

**Effective Date:**

**Attachments:**

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** cklawiter@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Economic Development Division	07/13/2023	Refer	ECONOMIC DEVELOPMENT COMMITTEE	07/19/2023		
	<b>Action Text:</b> This Discussion Item was Refer to the ECONOMIC DEVELOPMENT COMMITTEE due back on 7/19/2023						
1	ECONOMIC DEVELOPMENT COMMITTEE	07/19/2023	Discuss and continue				
	<b>Action Text:</b> Possible future agenda item: update of Covid recovery funds.						
1	ECONOMIC DEVELOPMENT COMMITTEE	08/16/2023	Discuss and continue				
	<b>Action Text:</b> Future items discussed, meeting in person as well as impact of OBR/EDD Programs.						
1	ECONOMIC DEVELOPMENT COMMITTEE	09/20/2023	Discuss and continue				
	<b>Action Text:</b> Next meeting in person. Location TBA						
1	ECONOMIC DEVELOPMENT COMMITTEE	12/13/2023	Discuss and continue				
	<b>Action Text:</b> Dave Schmiedicke to give a budget overview. Mikolajewski to give 2024 workplan update.						
1	ECONOMIC DEVELOPMENT COMMITTEE	01/17/2024	Discuss and continue				



**Action Text:** Possible future items include discussing the best ways to update the EDD Financial Assistance Dashboard with demographic information and MDC attending one of the EDC meetings.

1 ECONOMIC 02/21/2024 Discuss and  
DEVELOPMENT continue  
COMMITTEE

**Action Text:** In person meeting with the mayor in May.

1 ECONOMIC 03/20/2024 Discuss and  
DEVELOPMENT continue  
COMMITTEE

**Action Text:** In person meeting with the mayor in May.

1 ECONOMIC 04/17/2024 Discuss and  
DEVELOPMENT continue  
COMMITTEE

**Action Text:** Afra Smith's last Economic Development Committee meeting. May 15, 2024 meeting will be held with the Mayor, in person, at the Plumbers Union Local 75.

1 ECONOMIC 07/17/2024 Discuss and  
DEVELOPMENT continue  
COMMITTEE

**Action Text:** Heather Stouder to come and give an update on the effort to streamline the process for developments in the City.

1 ECONOMIC 08/21/2024 Discuss and  
DEVELOPMENT continue  
COMMITTEE

**Action Text:** None

1 ECONOMIC 09/11/2024 Discuss and  
DEVELOPMENT continue  
COMMITTEE

**Action Text:** Discussion of the eligibility requirements of grants.

In person meeting in October and discussion of future meetings on zoom or in person.

1 ECONOMIC 08/20/2025 Discuss and  
DEVELOPMENT continue  
COMMITTEE

**Action Text:** Next meeting on September 17.

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## **Text of Legislative File 78859**

Title

Announcements and Future EDC Agenda Items