



SOUTH MADISON PLAN

DRAFT South Madison Plan Review

October 27, 2021

Urban Design Commission



Fish Hatchery Rd
Wright M. School

Wingra Creek

John Nolen Dr.

Lincoln E. School

Penn Park

Alliant Energy center

S Park St.

Beltline

Planning Study Area



Restart & Refocus

Guiding Principles

- Anti-Displacement and Gentrification
- Community Wealth Building
- Opportunities to Thrive

Plan Chapters

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



Top Community Issues/Concerns

- **Displacement/Gentrification**

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

- **Community Center**

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

- **Affordable, quality childcare**

- **Improve bicycle/pedestrian infrastructure**

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

- **Improve Connectivity**

- Between neighborhoods
- Railroad and major road corridors barriers

- **Parks**

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

- **Improve lighting for pedestrians**

- **Transit Service**

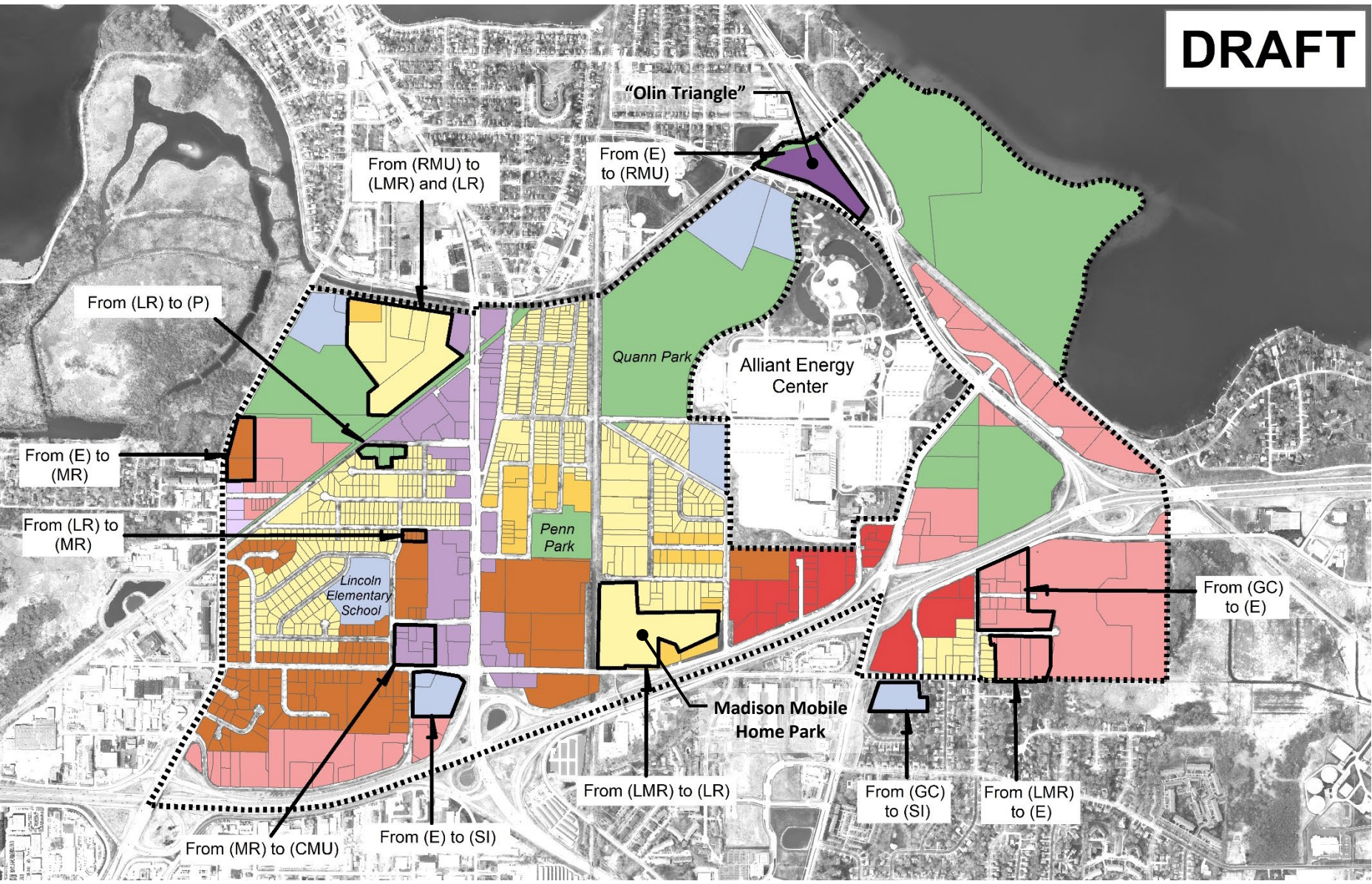
- More frequent transit service
- Service for 3rd shift workers

Future Land Use Map

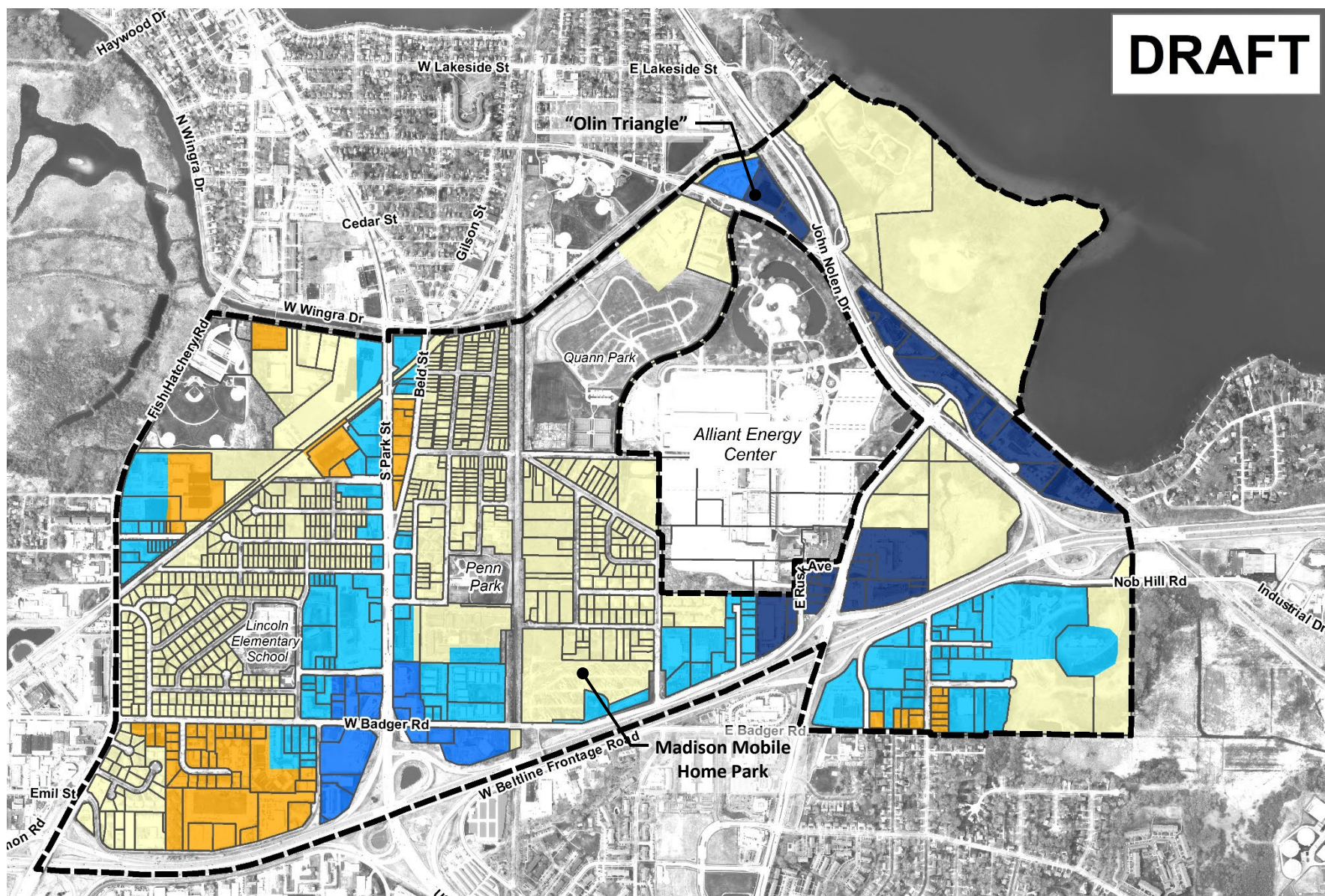
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Proposed Future Land Use

- Low Residential (LR)
- Low-Medium Residential (LMR)
- Medium Residential (MR)
- High Residential (HR)
- Neighborhood Mixed Use (NMU)
- Community Mixed Use (CMU)
- Regional Mixed Use (RMU)
- General Commercial (GC)
- Employment (E)
- Parks and Open Space (P)
- Special Institutional (SI)



Maximum Building Height Map



- 2 Stories
- 3 Stories
- 5 Stories
- 8 Stories
- 12 Stories

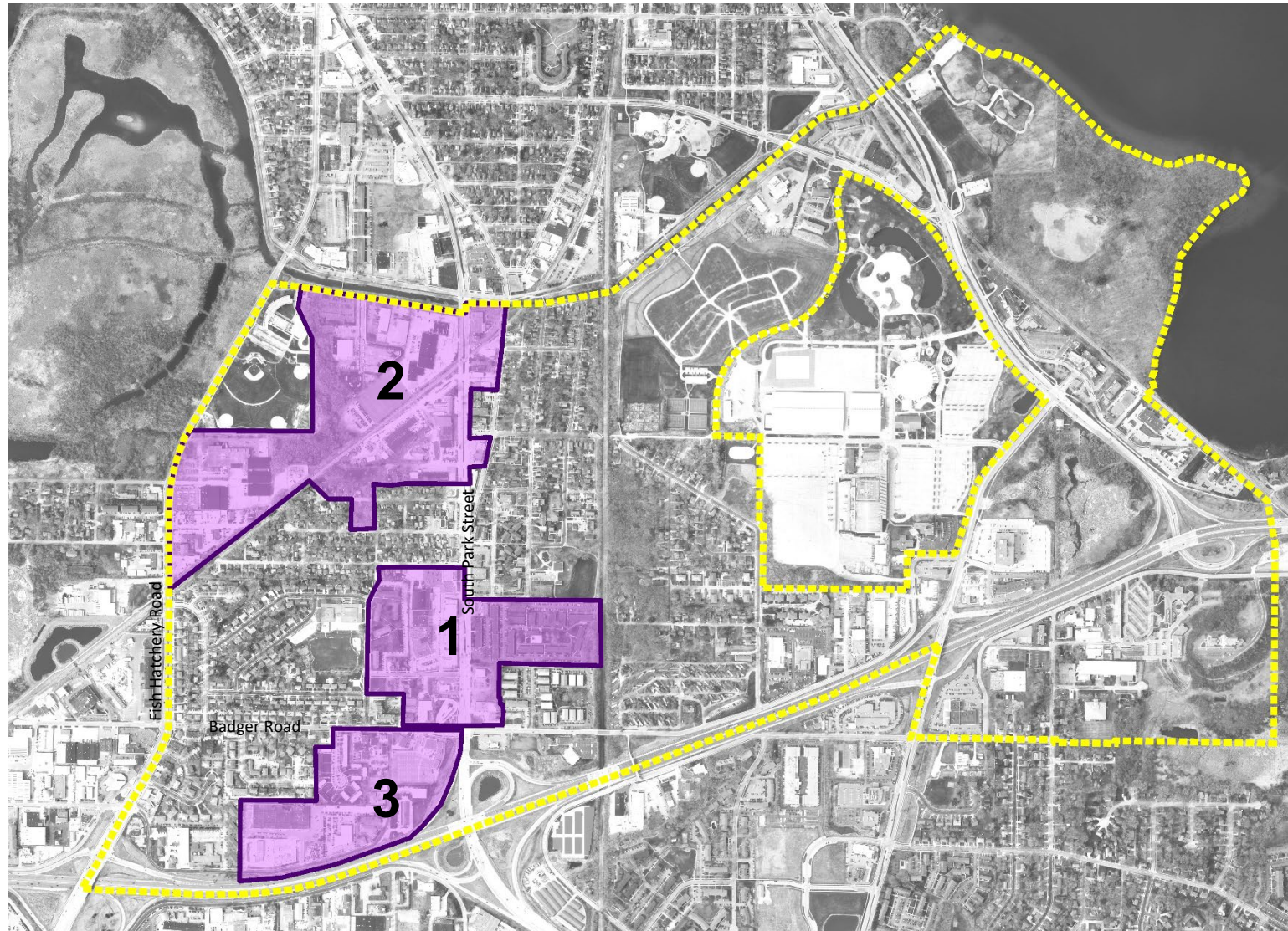


Proposed Changes to Urban Design District 7

In general, the South Madison Plan does not propose significant changes to the requirements and guidelines in Madison General Ordinance Section 33.24(14), which includes all of the properties fronting onto South Park Street from the Beltline to Regent Street within the boundaries of Urban Design District 7 (“UDD7”), including all of the properties along South Park Street south of Wingra Creek within the Plan boundaries.

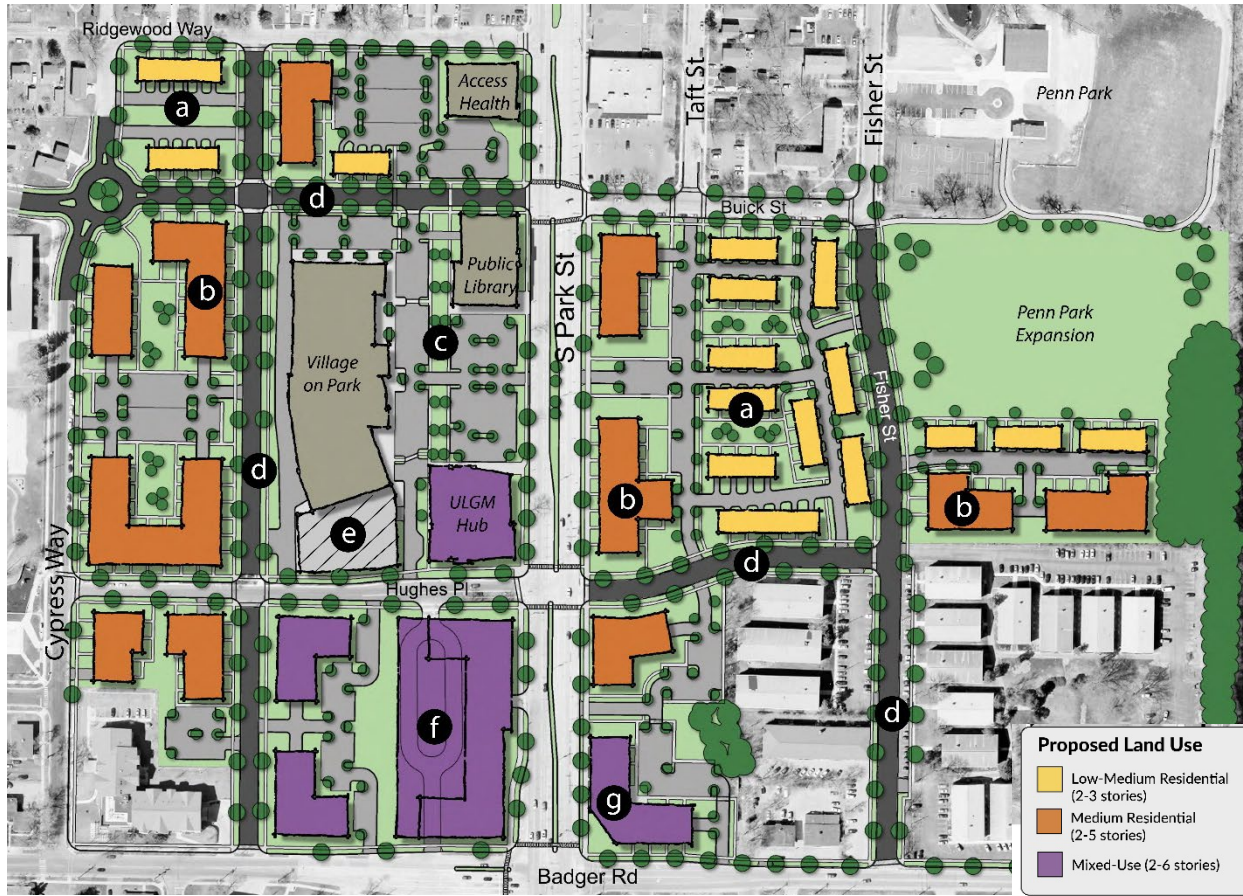
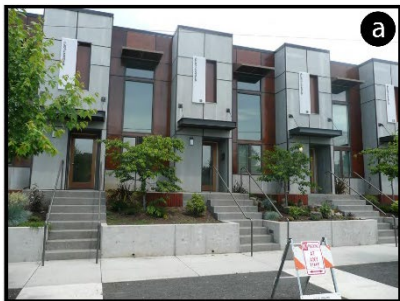
However, the requirements in UDD7 should be adjusted to reflect the heights recommended on Map 7 of the Plan. The bonus height guideline in Section 33.24(14)(d)3.b.i. should also be amended to not apply within the Plan boundary so that the maximum recommended heights in the Plan are followed.

Focus Areas



1. Village on Park Focus Area
2. Thorstad Focus Area
3. Perry/Ann Street Focus Area

Village on Park Focus Area



Concept Highlights

The Village on Park is the 'town center' for the south side with anticipated phased improvements over the coming years. The "north building" of the Village on Park is slated for demolition in early 2022. A surface parking lot will be constructed where the "north building" stood. A four-story mixed-use building will be constructed in late 2021 at the corner of South Park Street and Hughes Place. The building will have a mix of retail, restaurant, and office space. To support the parking needs of the mixed-use building and Village on Park, a parking structure will be constructed at the south end of the Village on Park building.

Future phases of development on the Village on Park site include a 50-80 unit affordable housing multifamily building and the extension of Buick Street to Cypress Way to improve the connection between Bram's Addition and Burr Oaks, to Lincoln Elementary School, and to Penn Park.

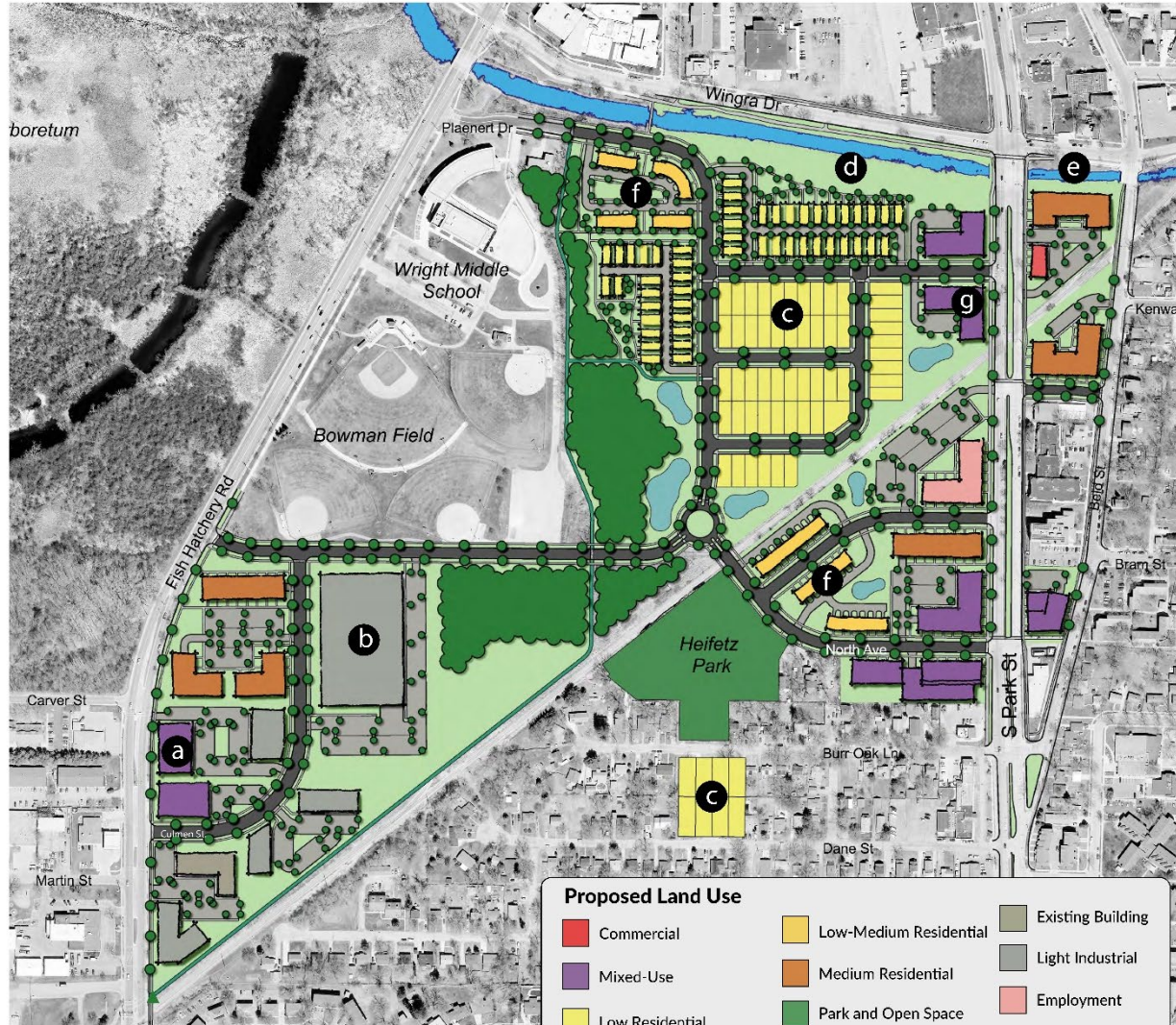
Along with the extension of Buick Street, the concept plan proposes the extension of Fisher Street south to Badger Road, the extension of Hughes Place to the east to Fisher Street extended, and the development of a new north-south street west of the Village on Park. The proposed street extensions/new street are intended to improve pedestrian, bicycle, and vehicular connectivity.

This concept also recommends an expansion of the existing Metro Transfer Point in the form of a mixed-use transit center with structured parking, commercial, office, and residential uses above.

- a** Townhomes or rowhomes.
- b** Medium-density residential apartments.
- c** Plaza/outdoor gathering spot.
- d** New street connections to bring improved connectivity to the focus area.
- e** Parking structure.
- f** Mixed-use building including: Metro Transfer Point, structured parking, commercial, and residential.
- g** Gateway mixed-use building, commercial on the first floor, residential above.



Thorstad Focus Area



| Proposed Land Use | | |
|---|--|--|
| ■ Commercial | ■ Low-Medium Residential | ■ Existing Building |
| ■ Mixed-Use | ■ Medium Residential | ■ Light Industrial |
| ■ Low Residential | ■ Park and Open Space | ■ Employment |
| | — Bike Path | |

Concept Highlights

This concept proposes the creation of a new neighborhood with a mix of housing types (owner-occupied single-family detached, owner-occupied single-family attached and multifamily rental) within walking distance of Wright Middle School, Bowman Field, post office, and grocery store. A portion of the multifamily residential is located in mixed-use buildings with neighborhood-serving retail on the first floor.

The creation of a public open space at Wingra Creek is proposed. This large open space will have accessible walking paths and a green plaza for outdoor events.

Connectivity improvements are proposed in the concept: a path to the middle school and a new east-west street leading from South Park Street to Fish Hatchery Road will provide easy access between the two major corridors. The Cannonball bike path extension and new Wingra Creek amenities will directly connect to UW Arboretum.

- a** Mixed-use and multifamily development. Extend Culmen Street north to new east-west street.
- b** Redevelopment of Capital Newspaper site with light industrial.
- c** New residential neighborhood consisting of low, low-medium, and medium-density residential.
- d** Create linear park along Wingra Creek to serve as recreation space.
- e** Preservation of natural areas along Wingra Creek. Add pedestrian amenities including: benches, shade trees, green buffers, etc.
- f** Townhomes or rowhomes.
- g** Mixed-use building with neighborhood-serving retail, residential above.



Perry Street Focus Area



Concept Highlights

Growing new employment opportunities with career wage earning jobs is a priority. New industrial/flex buildings along Ann Street would offer affordable space to start-up and grow businesses. A new north-south street connection between Ann Street and Fiedler Lane will improve neighborhood connectivity. Low-medium residential is proposed as a transition between the proposed employment uses along Ann Street and the existing residential units in the neighborhood. The extension of Perry Street over the Beltline is proposed and will allow vehicles, buses, and pedestrians to access the businesses located south of the Beltline.

- a** Low-medium density residential to buffer neighborhood from employment uses along Ann Street.
- b** Medium density residential fronting on new street grid.
- c** A comprehensive street network to facilitate circulation, with pedestrian and bike amenities.
- d** New bridge over Beltline with ped/bike amenities connecting to Perry Street south of the Beltline.
- e** New employment or institutional development that complements Madison College.

Ann Street would not continue through Perry Street in order to allow space for bridge retention wall.

Proposed Land Use

- Low-Medium Residential (1-3 stories)
- Medium Residential (2-5 stories)
- Employment
- Institutional
- Parking Structure



Questions for UDC Consideration

1. Does the Commission have feedback on the proposed height map?
2. Does the Commission have feedback on the proposed UDD 7 changes?
3. Does the Commission have any additional feedback on the Plan?

