

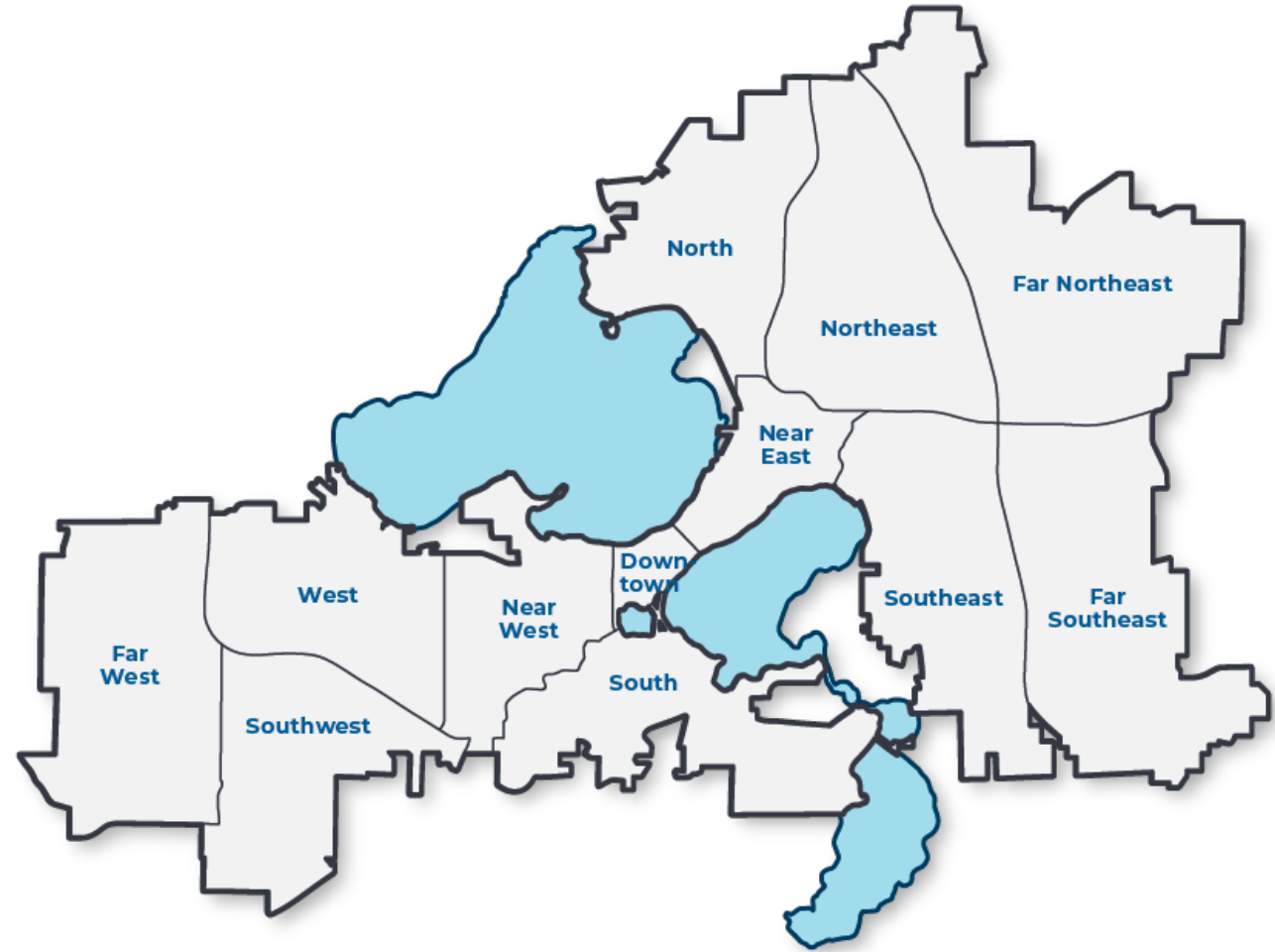
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What is an Area Plan?

- 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

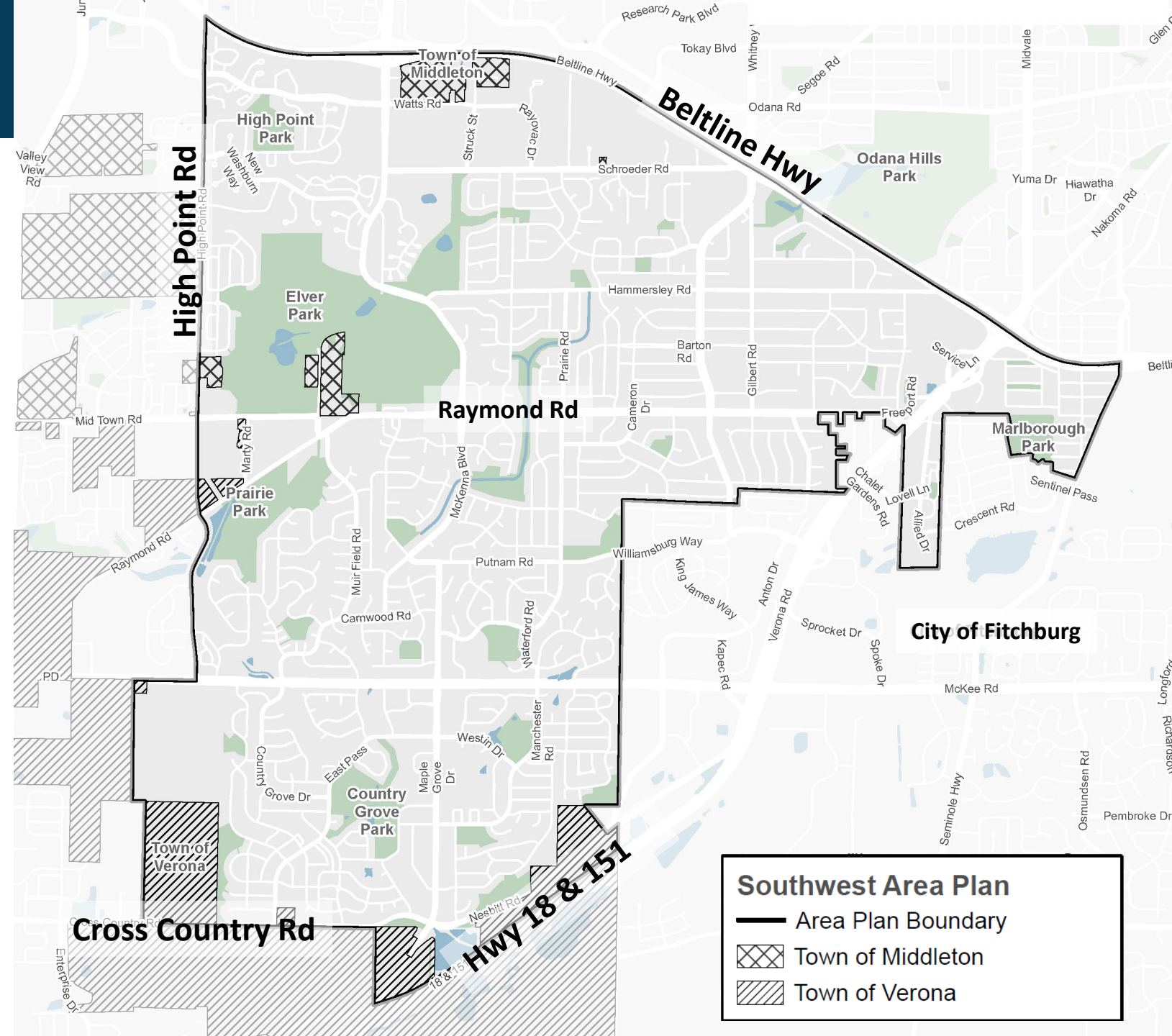
East boundary: City of Fitchburg

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

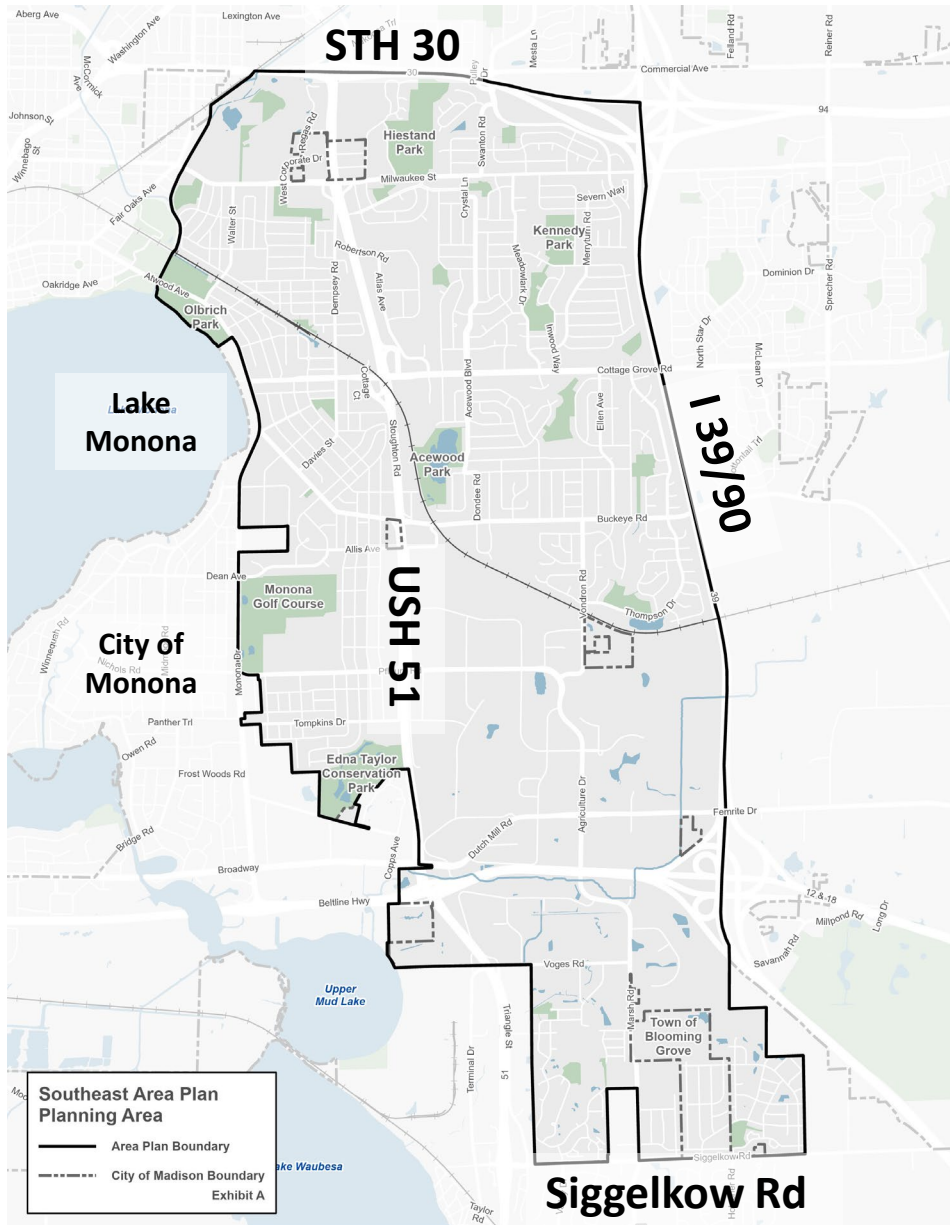
West boundary: Ice Age Trail
Junction Area, High Point Rd

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

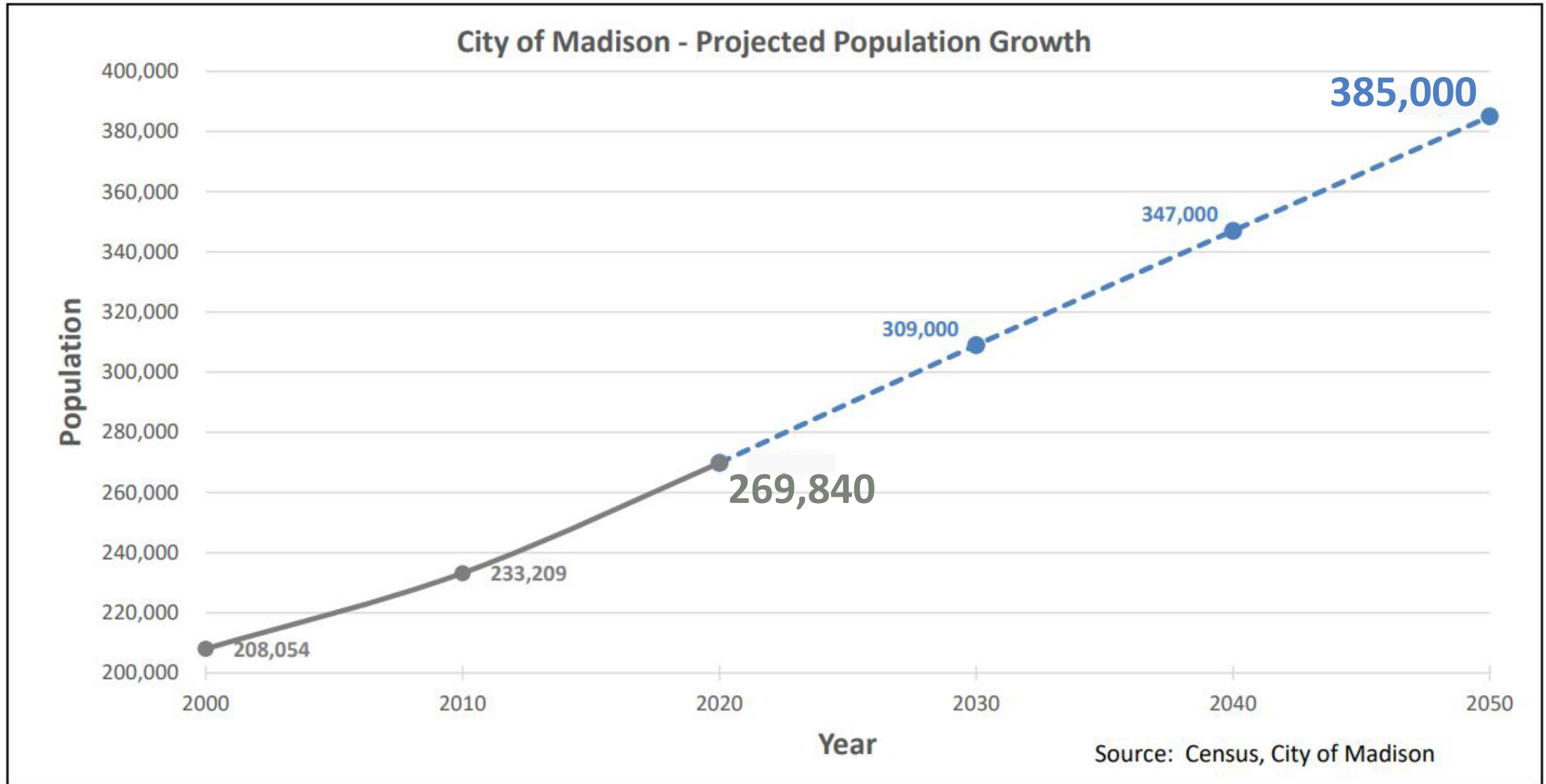
East boundary: Interstate 39/90

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



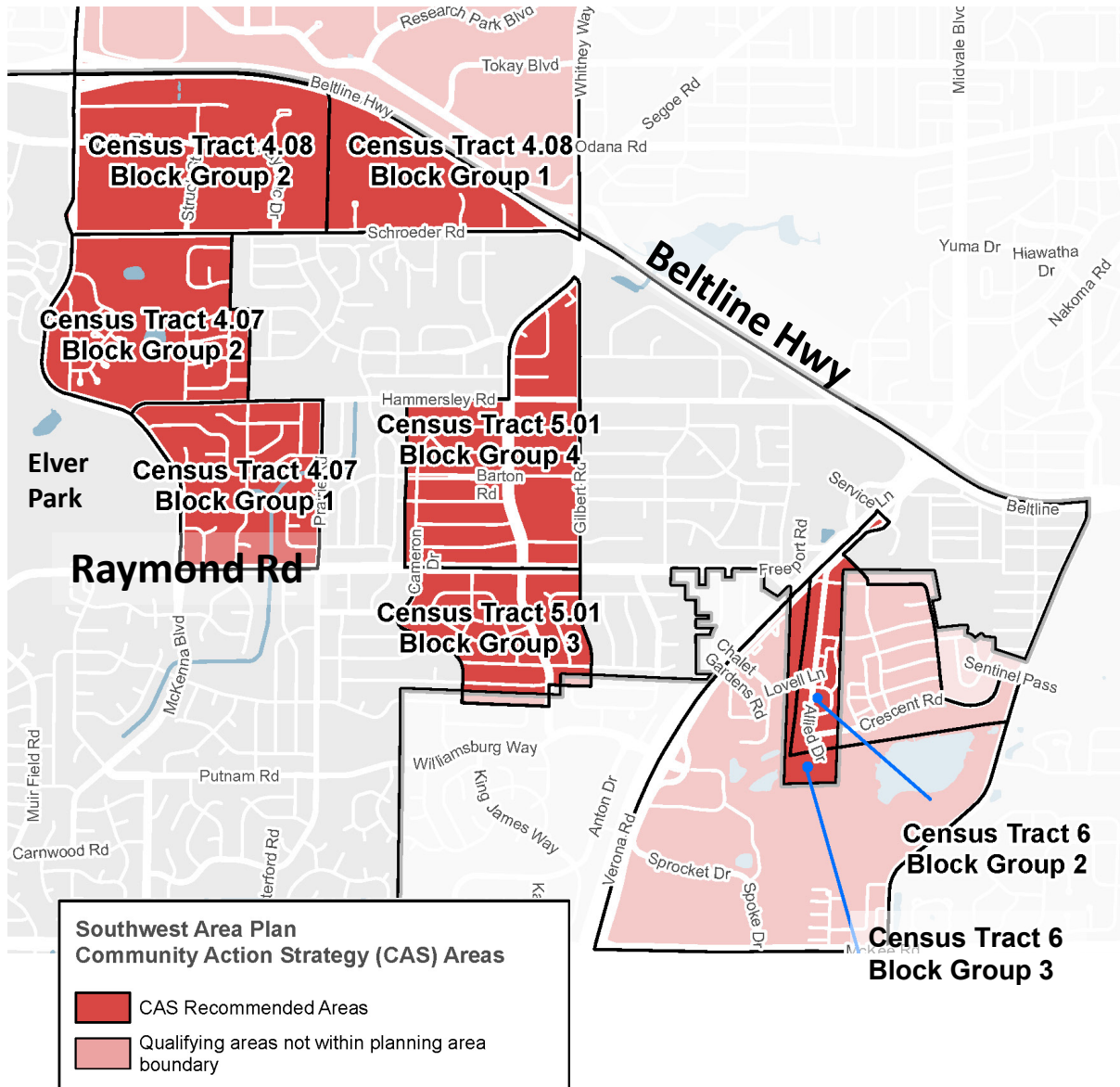
Health and Safety

- 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

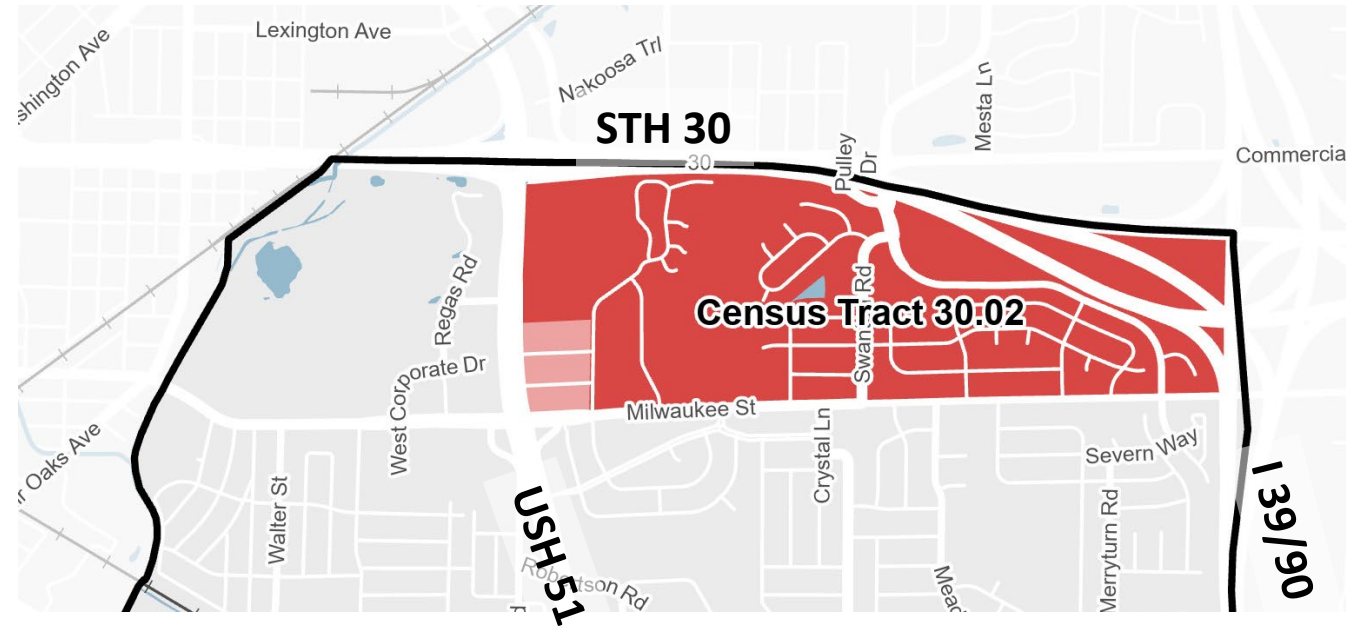
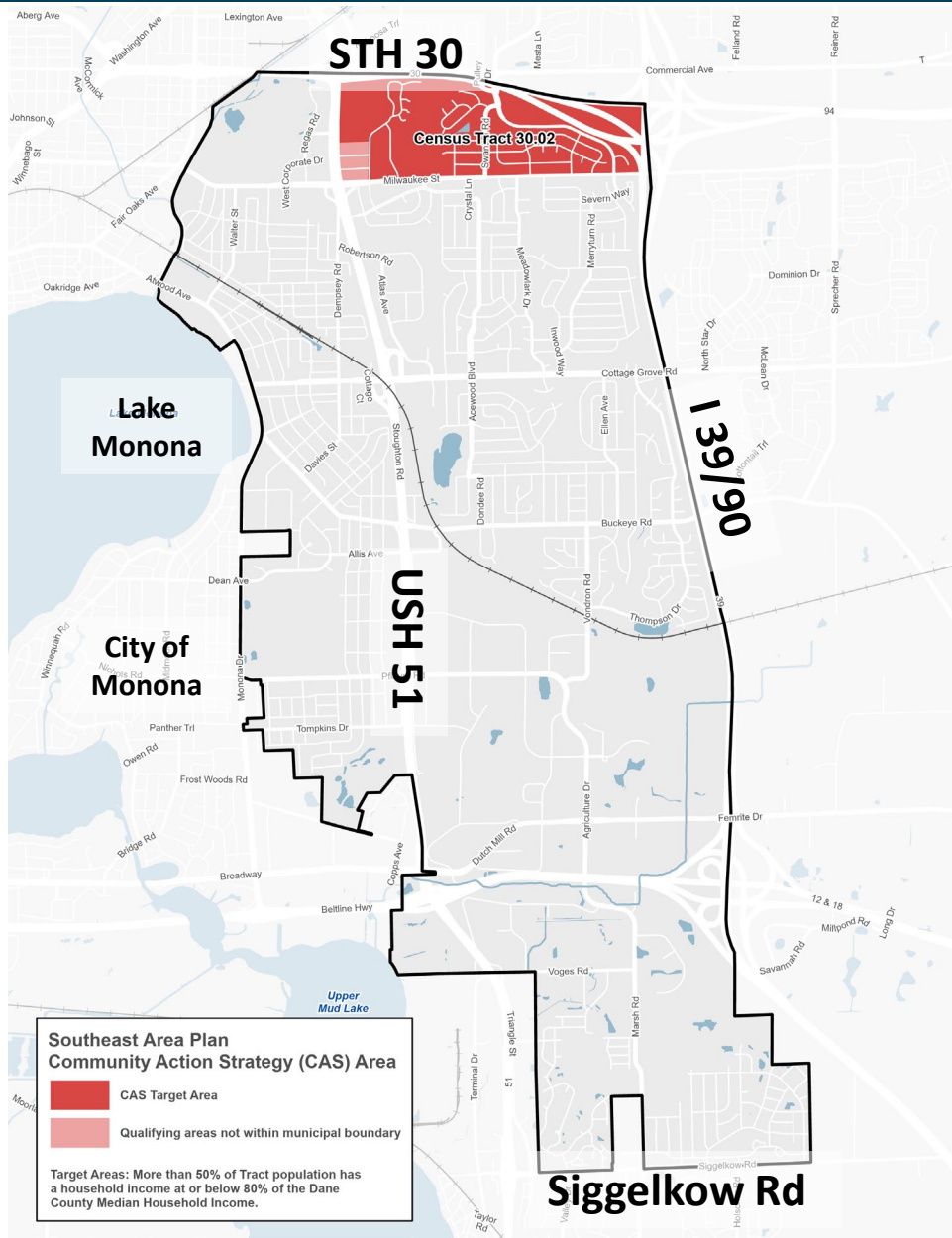
Southwest Community Action Strategy (CAS)



- 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.

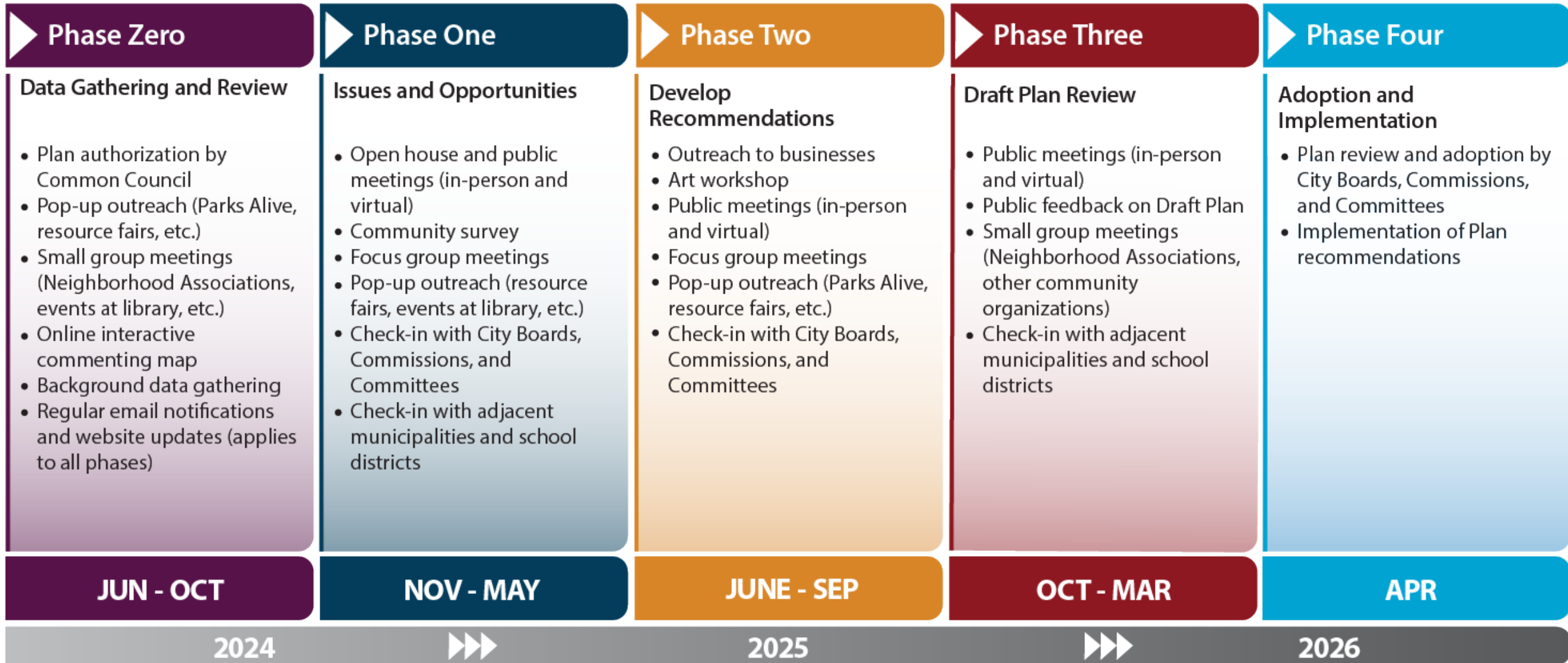
Data Source: Low- and Moderate-Income Summary Data (LMISD) 2016-2020 American Community Survey (ACS), Census 2010 Block Group geographies to comply with HUD requirements.

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

Text in color indicates feedback from underrepresented groups.

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

Text in color indicates feedback from underrepresented groups.

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

Text in color indicates feedback from underrepresented groups.

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

Text in color indicates feedback from underrepresented groups.

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

