



SOUTH MADISON PLAN

DRAFT South Madison Plan Review

January 4, 2021

Common Council



Planning Study Area



Plan Focus

Guiding Principles

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

Community Participation

- Mix of in-person and virtual
 - Open House Meetings, Neighborhood Action Teams, Art Walk and Talk & Bike and Talk, Social Practice Artists

Plan Chapters

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



Top Community Issues/Concerns

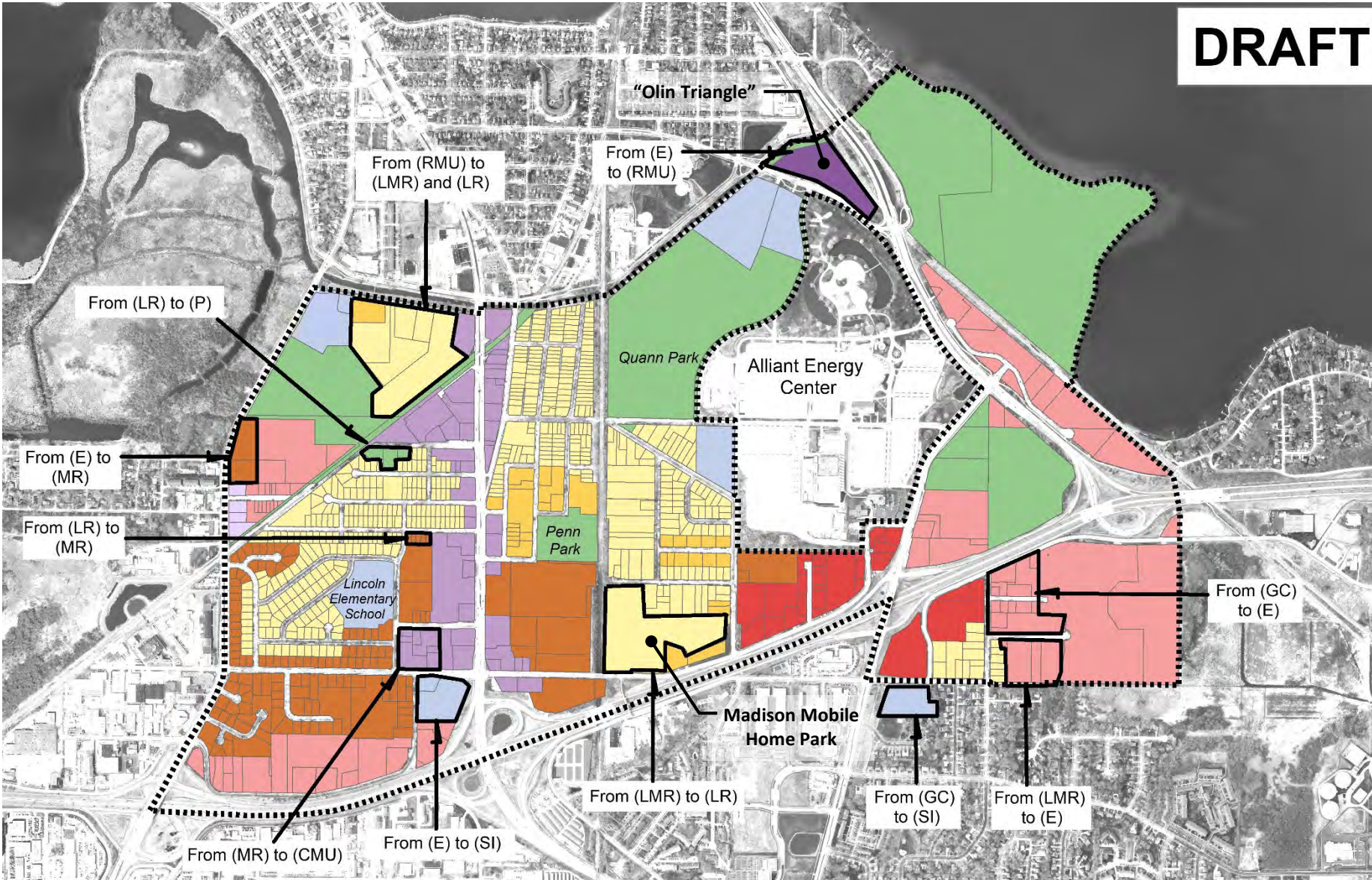
- **Displacement/Gentrification**
 - Preserving single family homes
 - Need for additional opportunities for community wealth building, affordable housing
 - Need opportunities to age in place in South Madison
 - Preserve the mobile home park
 - Preserve affordable spaces for businesses, preserve existing 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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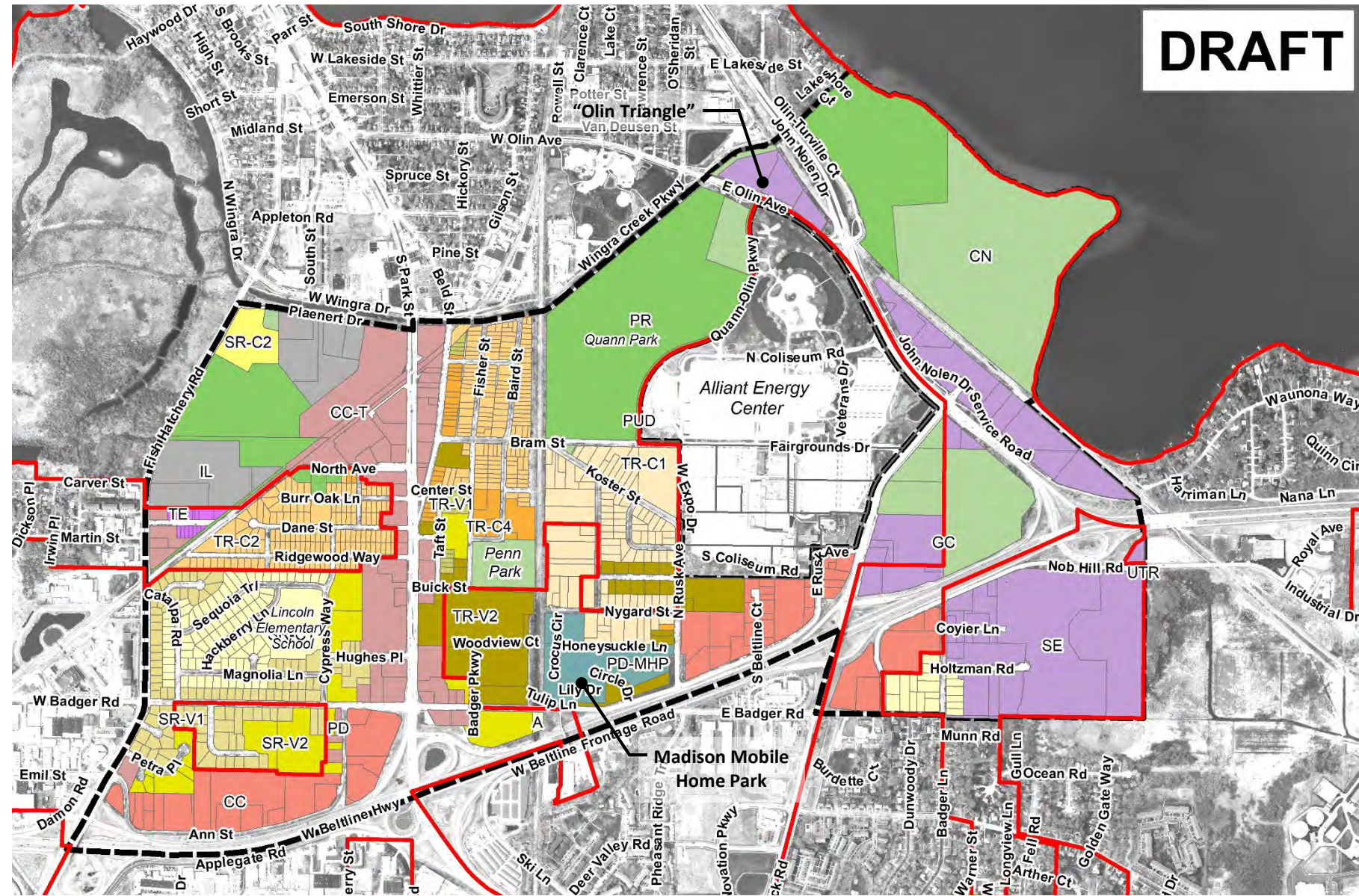
Proposed Future Land Use

- 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)



Zoning Map

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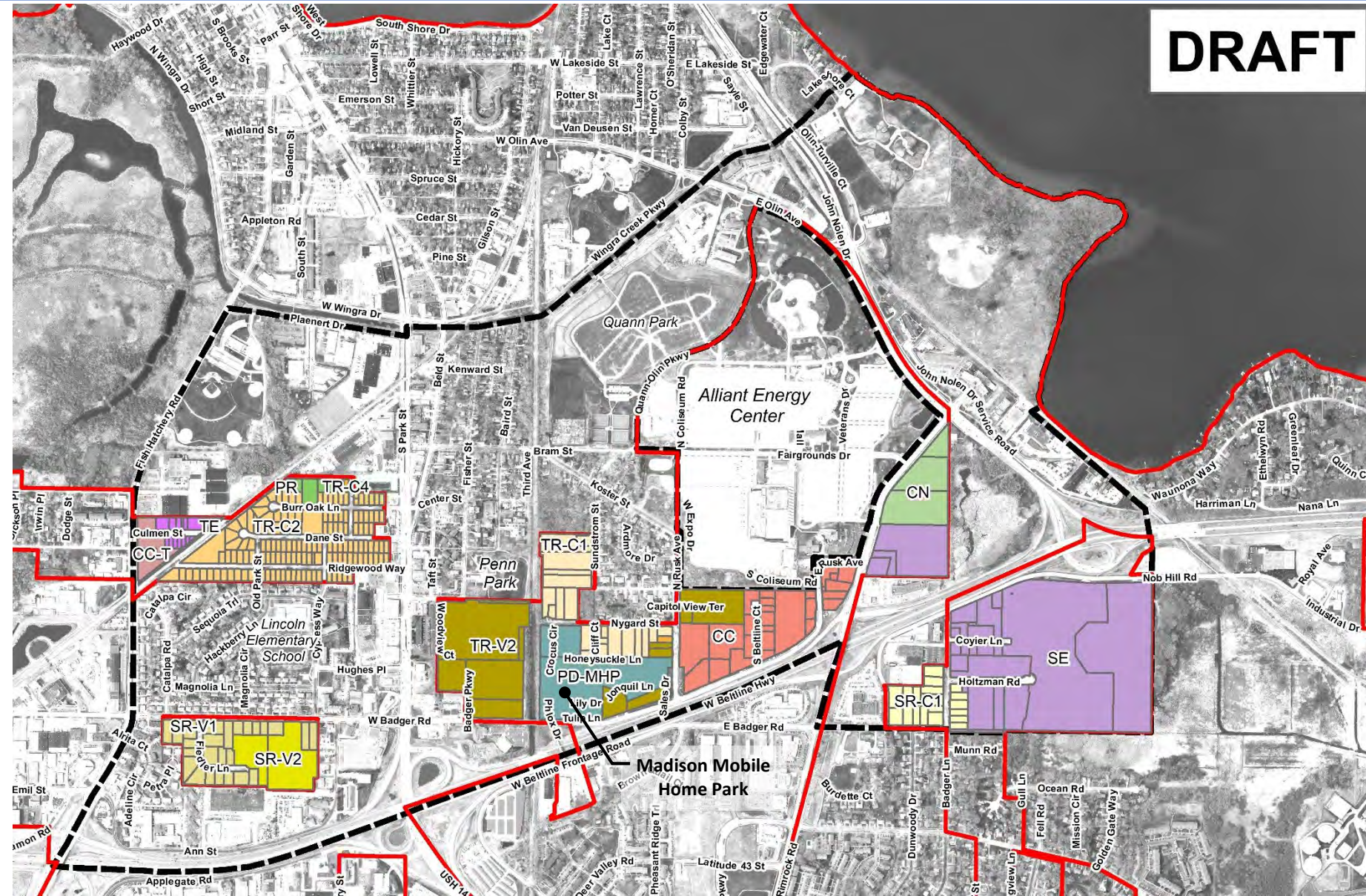































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| IG | TR-V1 |
| IL | TR-V2 |
| NMX | TSS |
| PD | |
| PD-MHP | |
| PR | |
| SE | |
| SEC | |
| SR-C1 | |
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| SR-V1 | |
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| TE | |



Zoning Map – Town of Madison

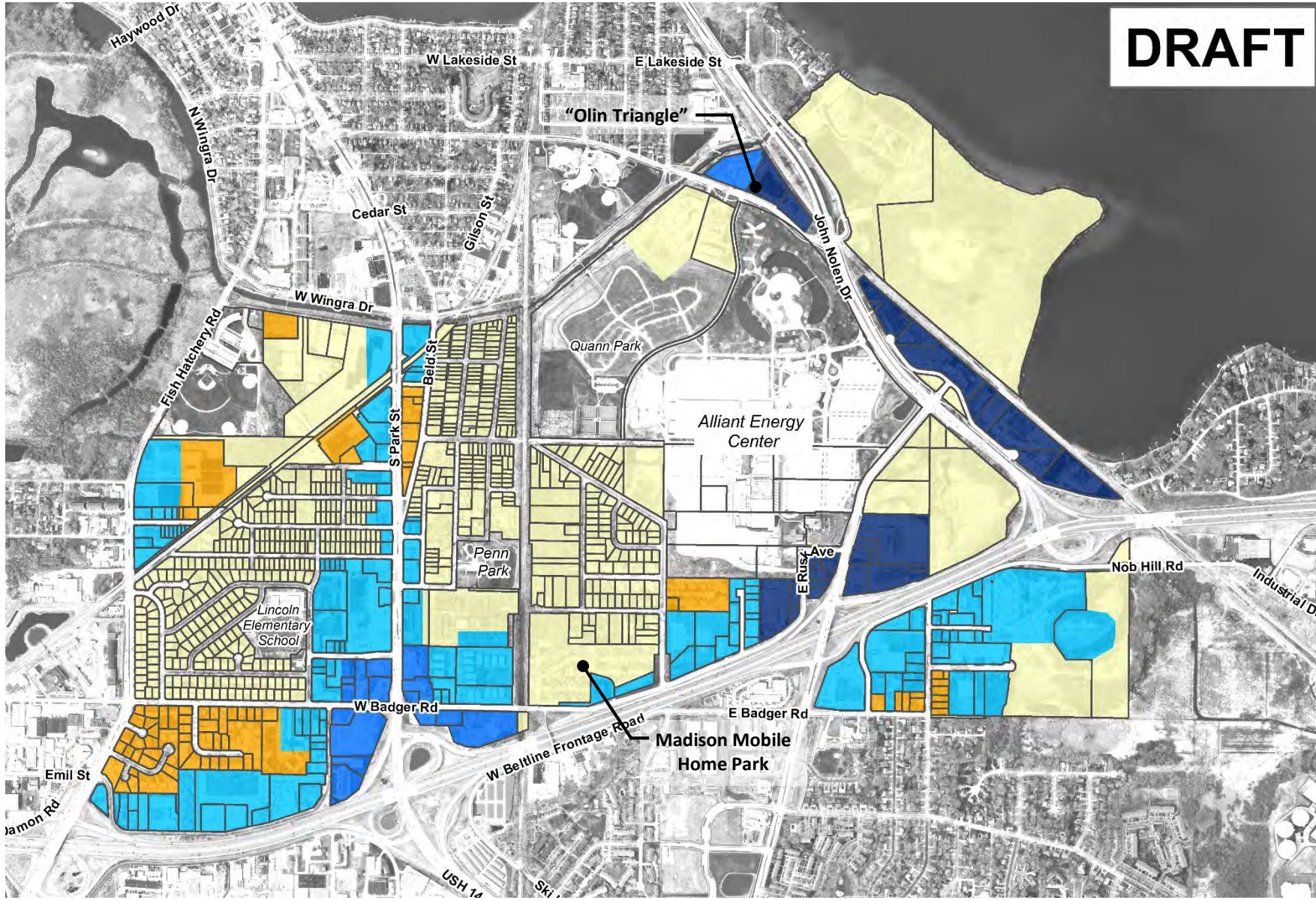
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Maximum Building Height Map



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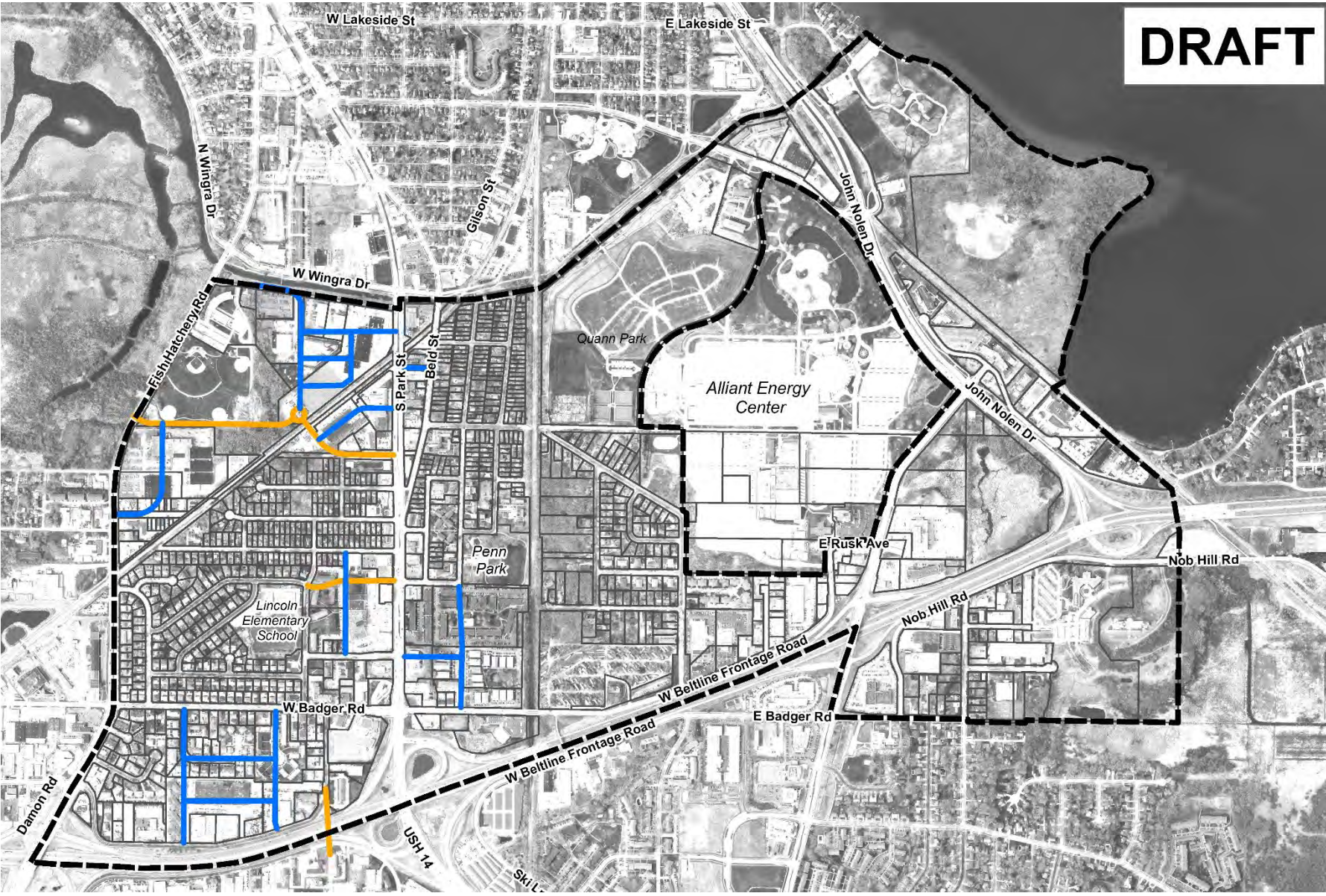
- 2 Stories
- 3 Stories
- 5 Stories
- 8 Stories
- 12 Stories



Future Street Network

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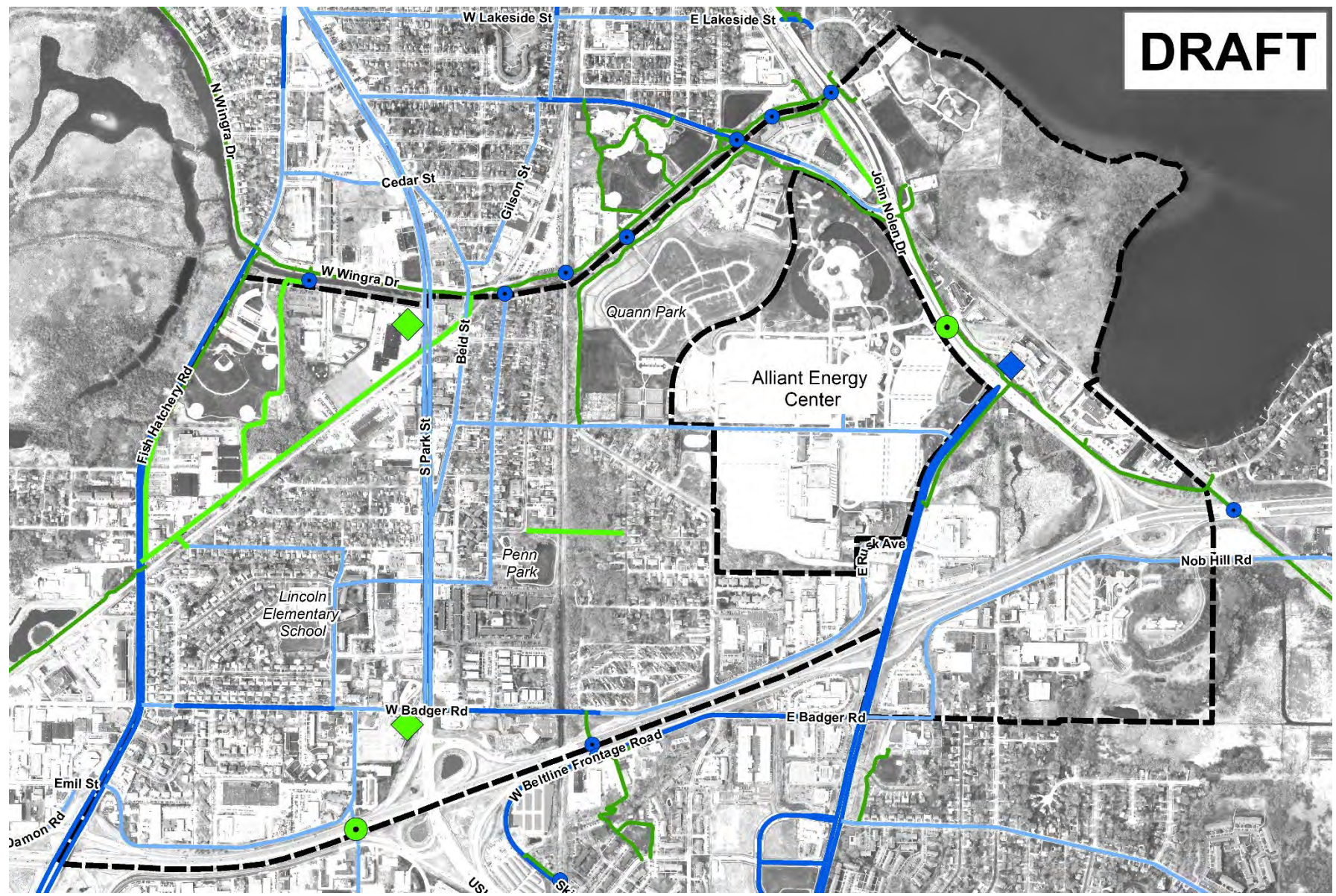
- Priority Street Connections
- Secondary Street Connections



Pedestrian & Bicycle Improvements

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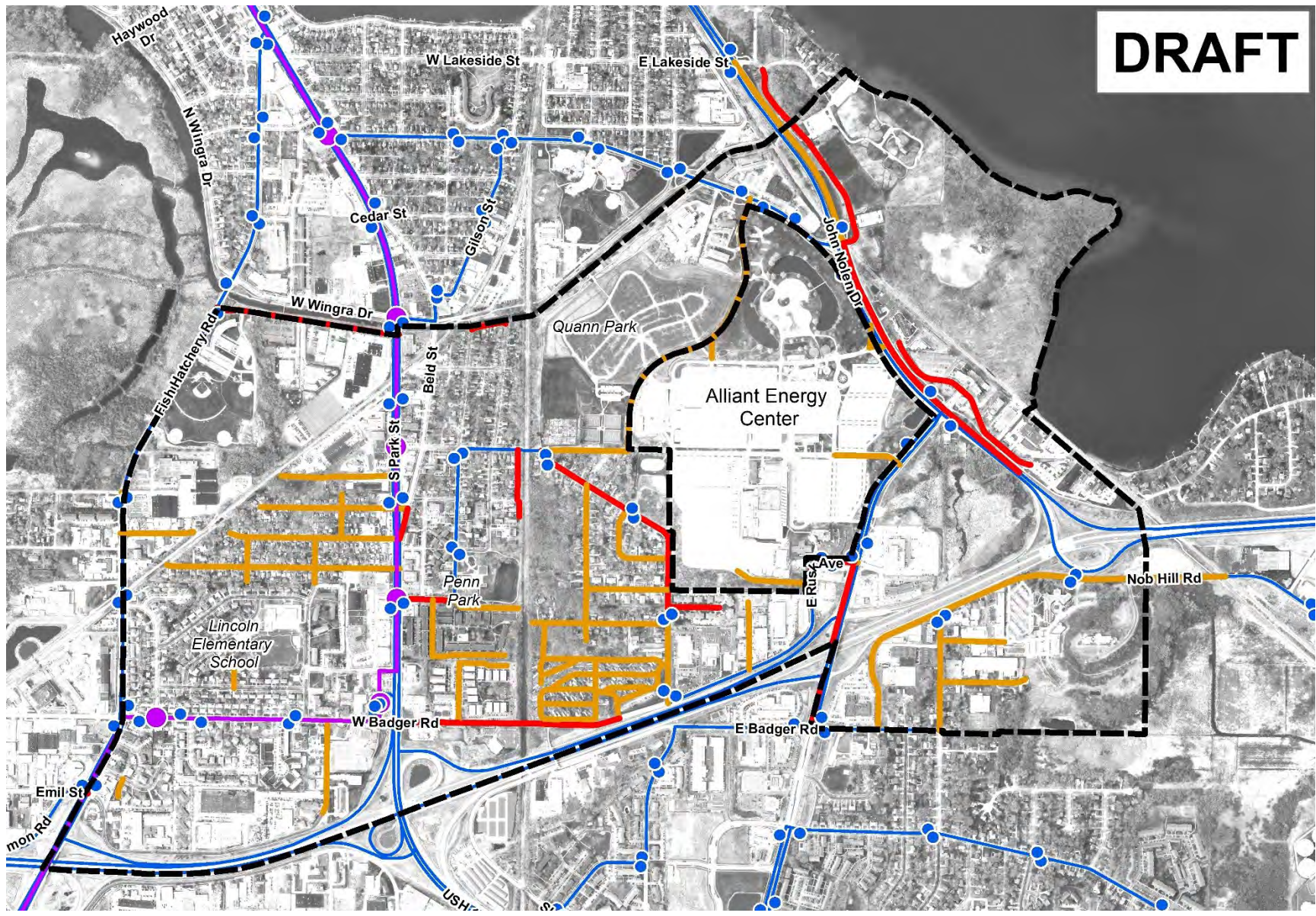
- Existing Off Street Facilities
- Existing On Street Facilities
- Planned Off Street Facilities
- Planned On Street Facilities
- Planned Bike/Ped Bridge
- Existing Bike/Ped Bridge
- Existing Bicycle Station
- Proposed Bicycle Station



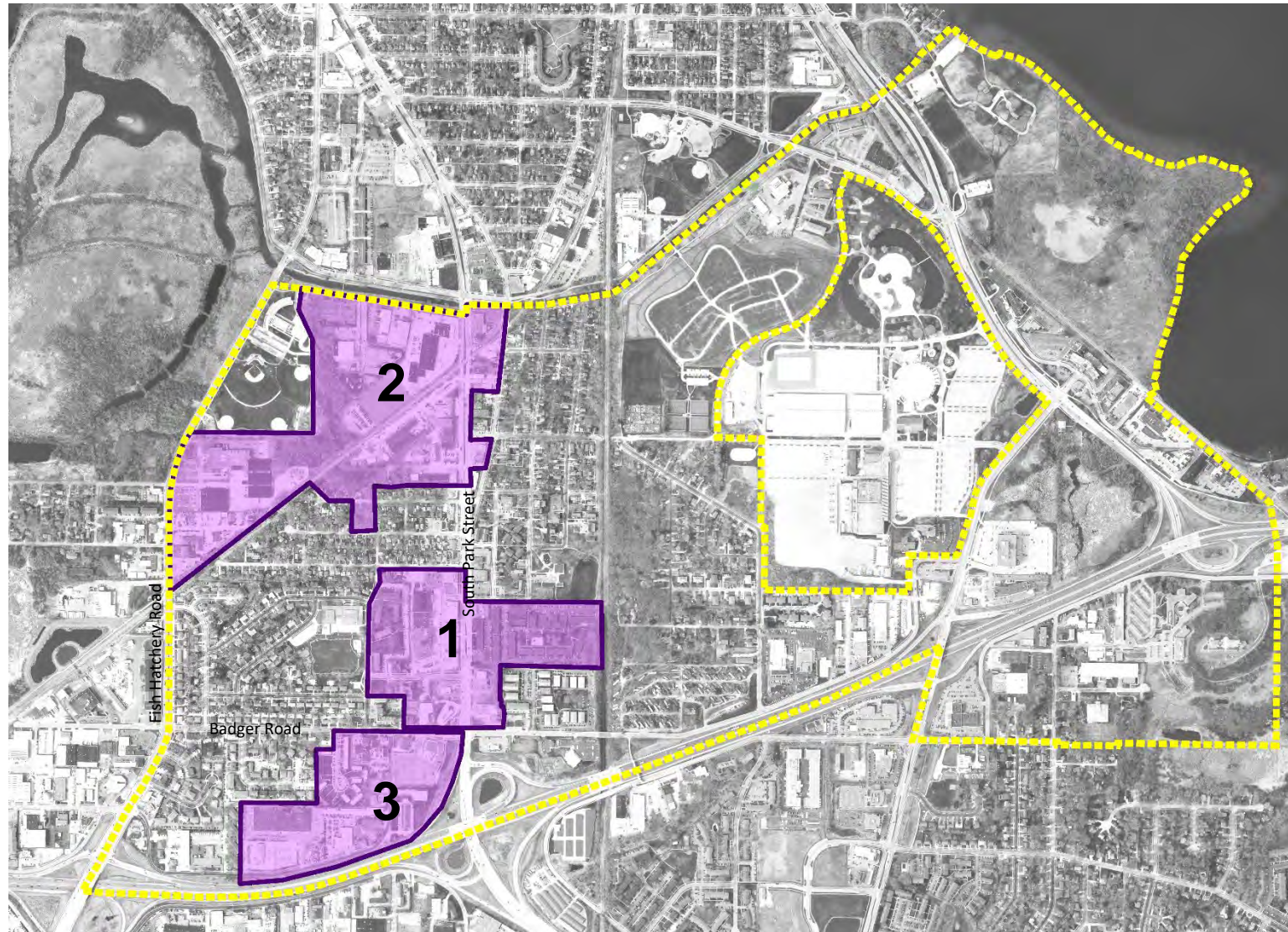
Sidewalk Gaps

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- Gap in Sidewalk Network (both sides)
- Gap in Sidewalk Network (one side)
- Metro Bus Stops
- Metro Bus Routes
- Future BRT Station
- Future BRT Route

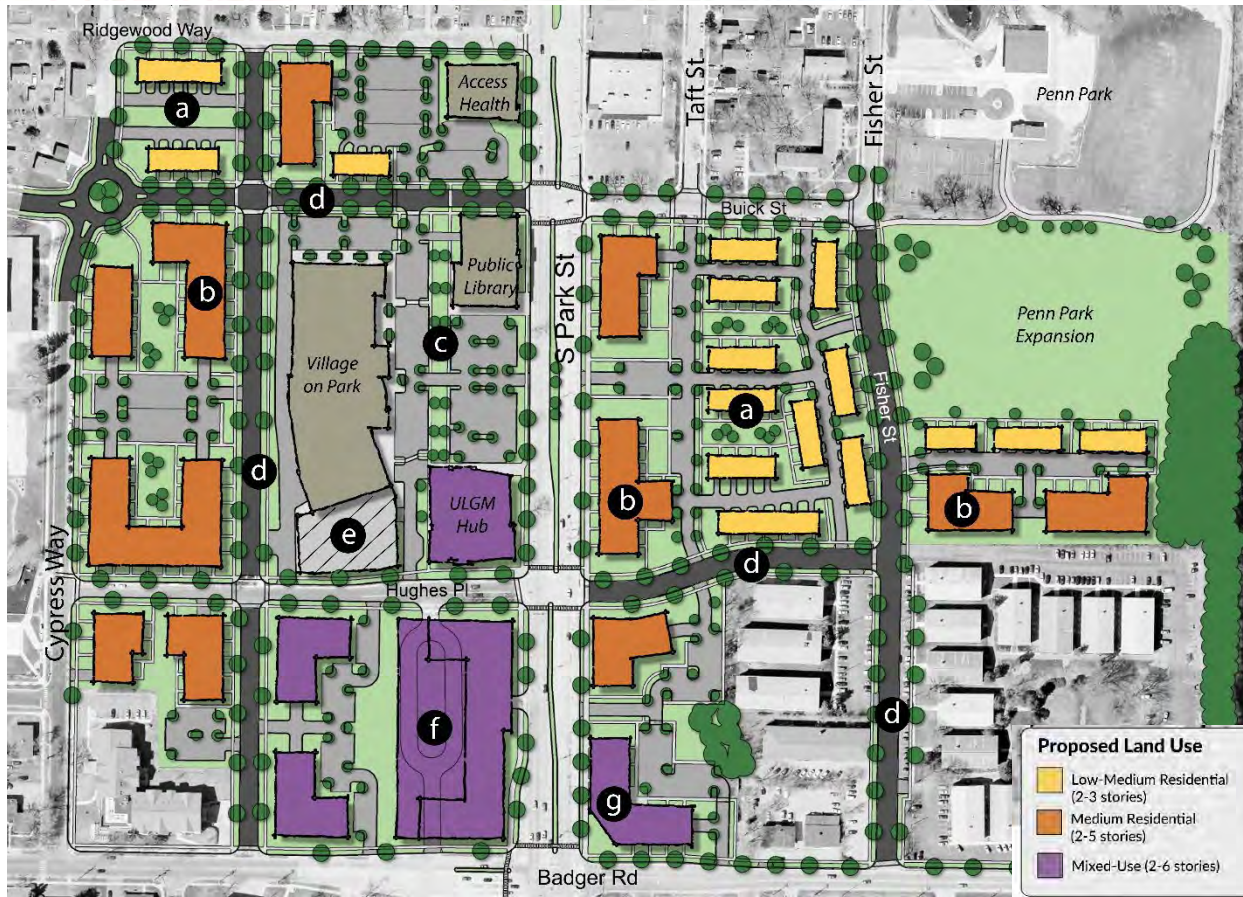
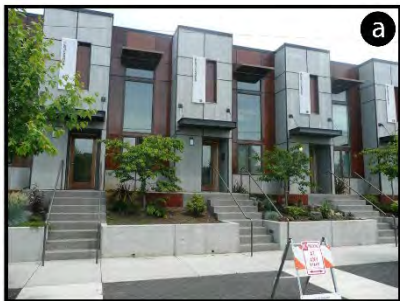


Focus Areas



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

Village on Park Focus Area



Proposed Land Use	
■ Low-Medium Residential (2-3 stories)	■ Existing Building
■ Medium Residential (2-5 stories)	 Parking Structure
■ Mixed-Use (2-6 stories)	

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.

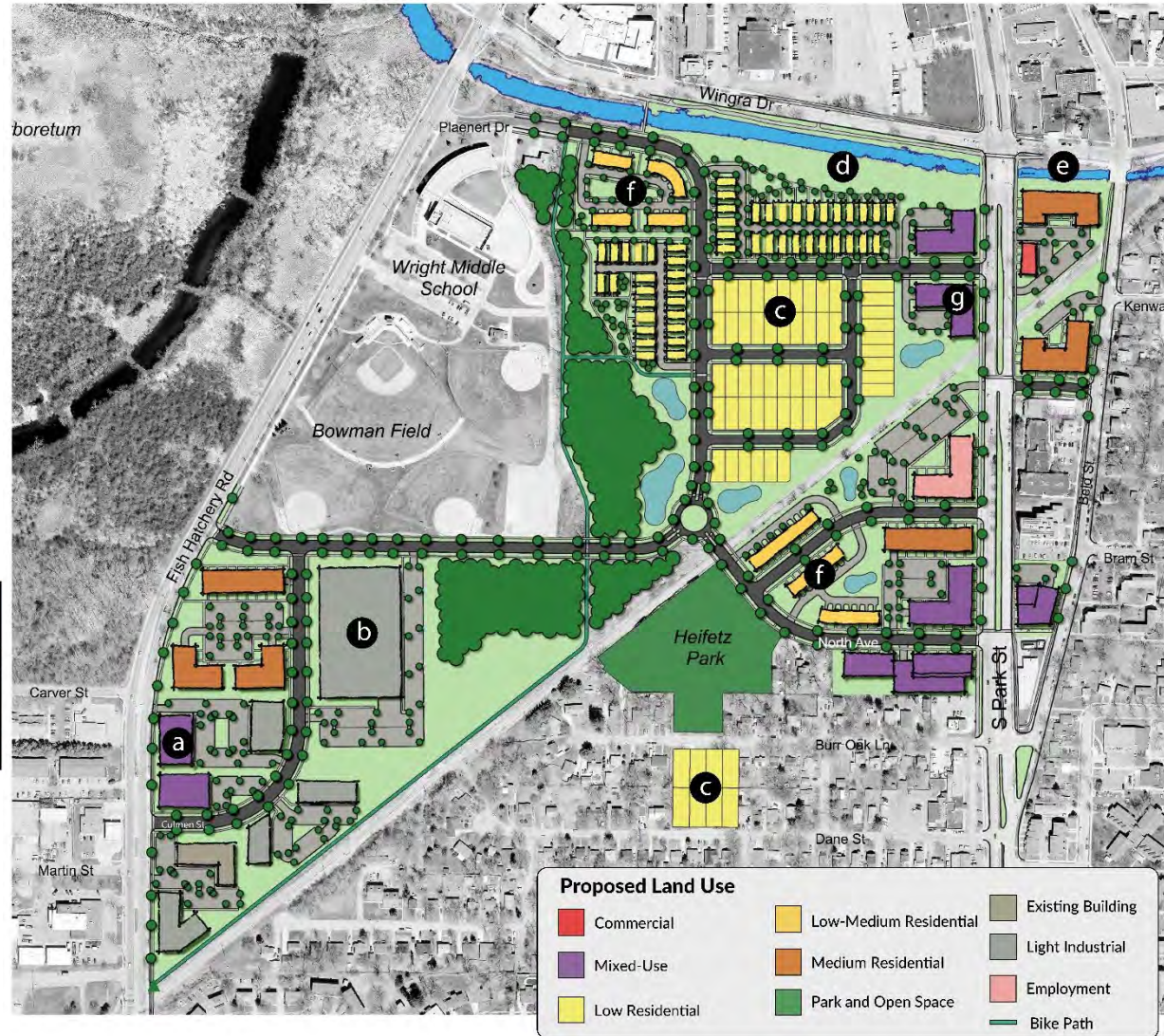
Along with the extension of Buick Street, the concept plan proposes the extension of Fisher Street south to Badger Road, the extension of Hughes Place to the east to Fisher Street extended, and the development of a new north-south street west of the Village on Park. The proposed street extensions/new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



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



Proposed Land Use

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

Concept Highlights

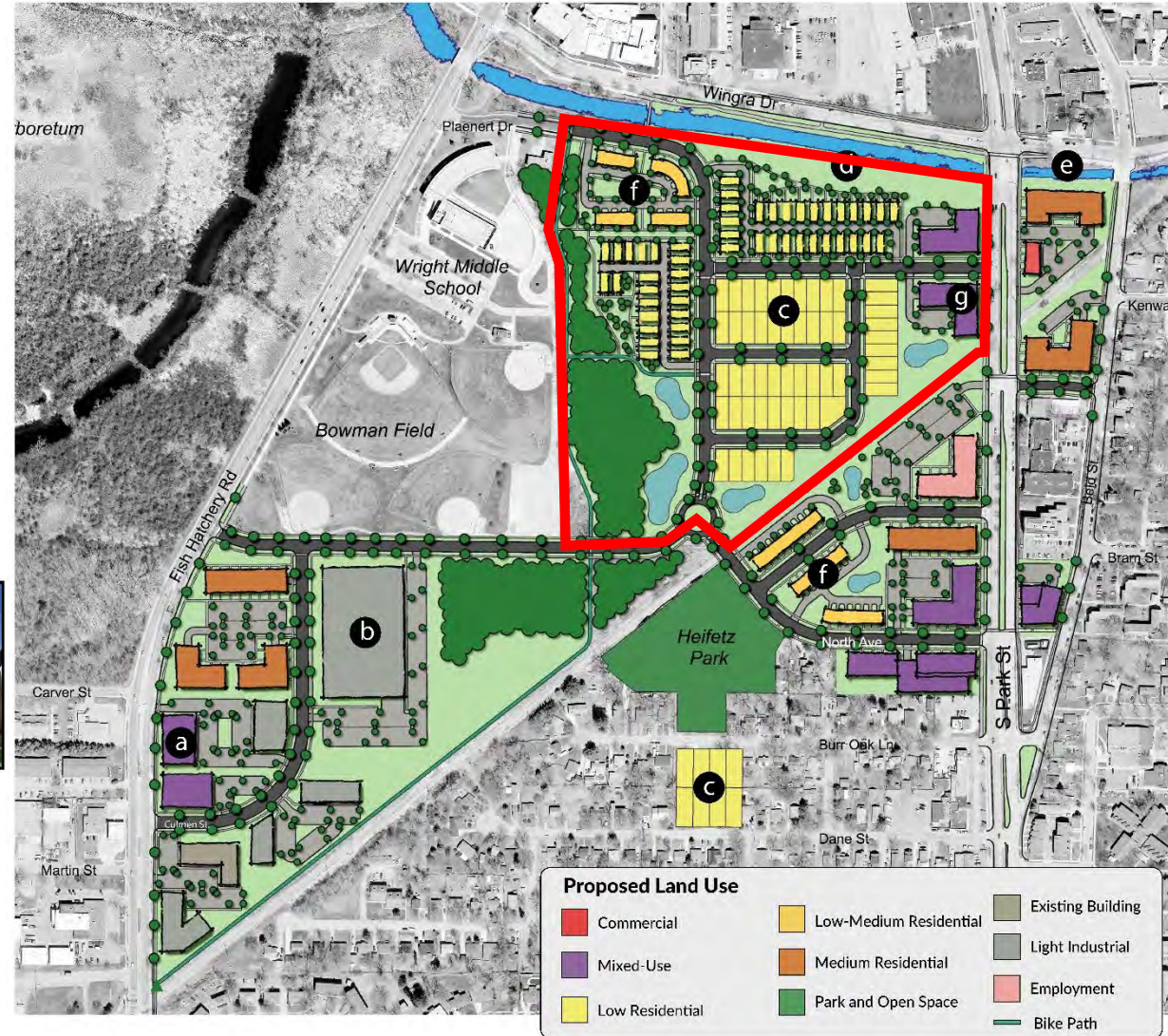
Growing new employment opportunities with career wage earning jobs is a priority. New industrial/flex buildings along Ann Street would offer affordable space to start-up and grow businesses. A new north-south street connection between Ann Street and Fiedler Lane will improve neighborhood connectivity. 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.



Thorstad Focus Area



Concept Highlights

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- g** Mixed-use building with neighborhood-serving retail, residential above.



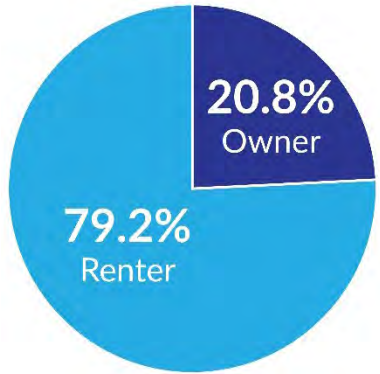
What the South Madison Community said...

- **Displacement** and **gentrification** are occurring in South Madison **today**.
- There **needs to be owner occupied housing**. I can't say this enough. Everywhere I look in Madison, rental housing is being constructed. **Build something people can purchase**.
- The good thing of this project is that the city finally is considering to improve this neighborhood after **decades of neglect, red lining, and frankly, discrimination**.
- **Why all housing has to be rental units?** Again, we are **surrounded by rental** apartment units. Build **affordable housing**. Any neighborhood improvement that we want has been **ignored or changed** from the original proposal.
- Hope the City will take into consideration that S Madison is a neighborhood where we should **focus on ownership** because of the **history/legacy of housing discrimination** against Black and Brown folks and it's historically been a diverse neighborhood. **Don't want** this to be like **E Washington Ave**.

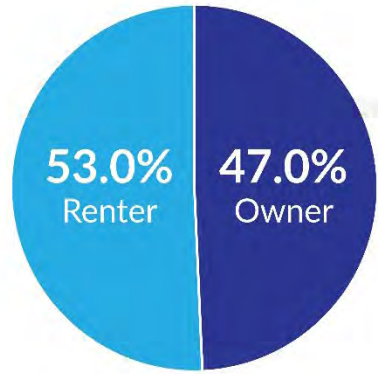


What the data says...

South Madison
2019*



Madison
2019*



*5-year estimate data from ACS (American Community Survey) 2015-2019. There is a margin of error.

South Madison Plan Market Study – Housing Demand

Methodology 1* – Low 924 units, High 1,847 units

Methodology 2** - 2,260 units

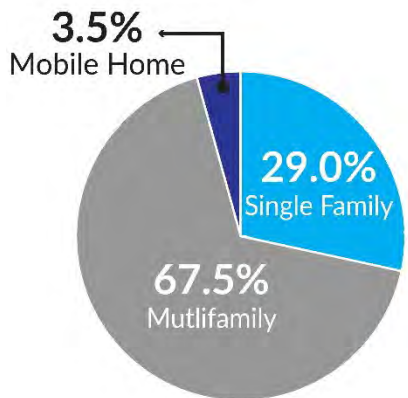
Three focus area concepts – 2,127 units

Other potential residential redevelopment in South Madison – 600 to 800 units

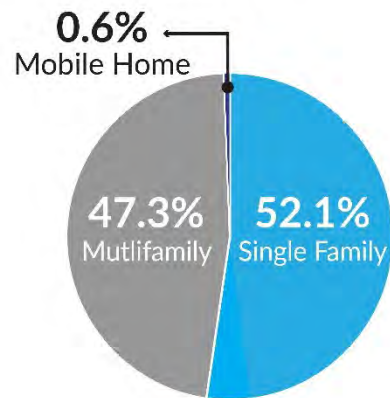
South Madison Study Area – 975 acres

Thorstad site 24 acres or 2.46% of study area or 0.047% of the City of Madison

South Madison
2019*



Madison
2019*

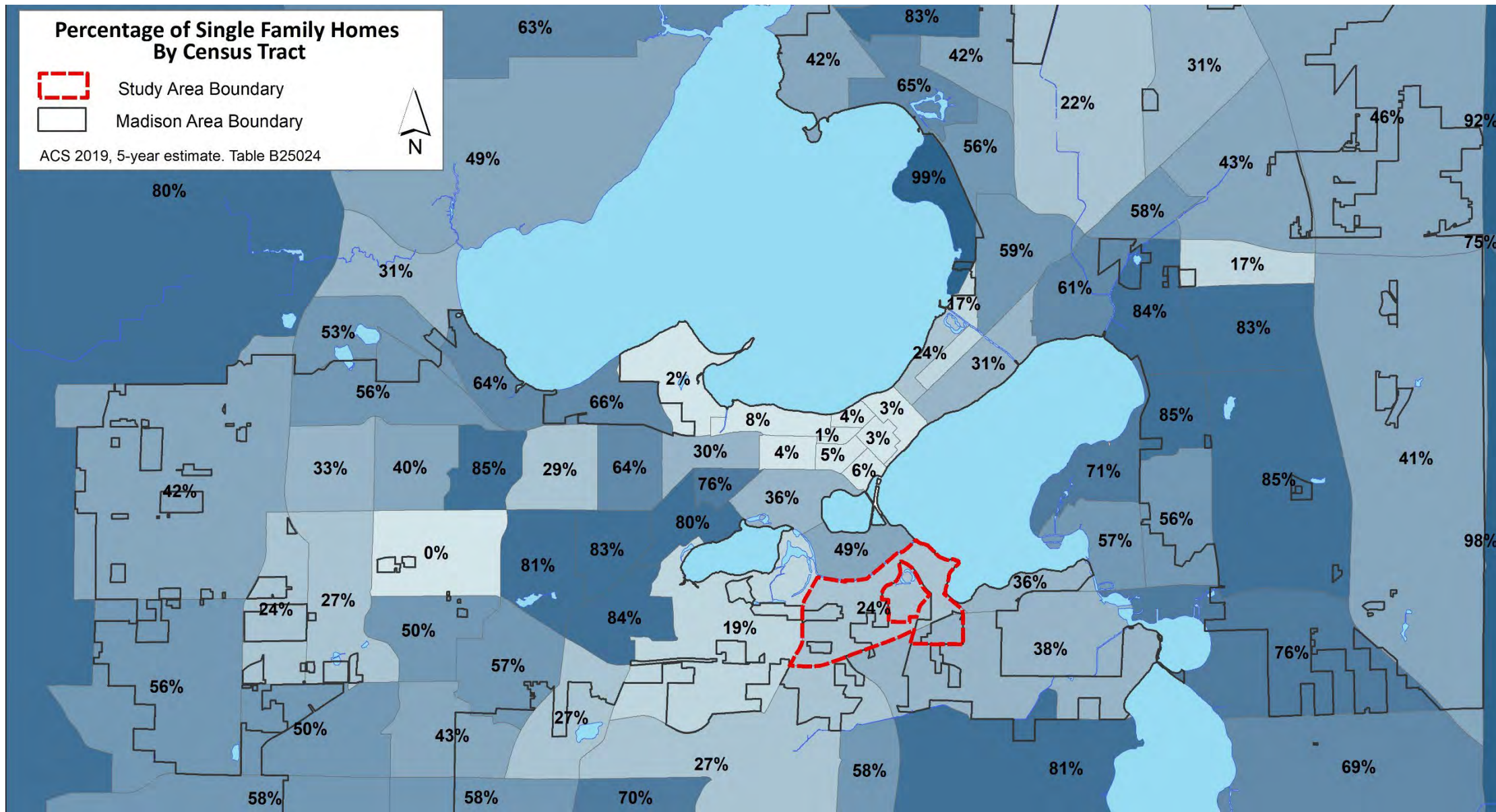


* A low- and high- projected units was determined based on the proportional share of South Madison compared with growth in projected citywide. (page 27 *South Madison Market Study*)

** Compare South Madison to a comparable area that has been experiencing growth – East Washington Street. (page 27 *South Madison Market Study*)



What the data says...Percentage of single-family by census tract

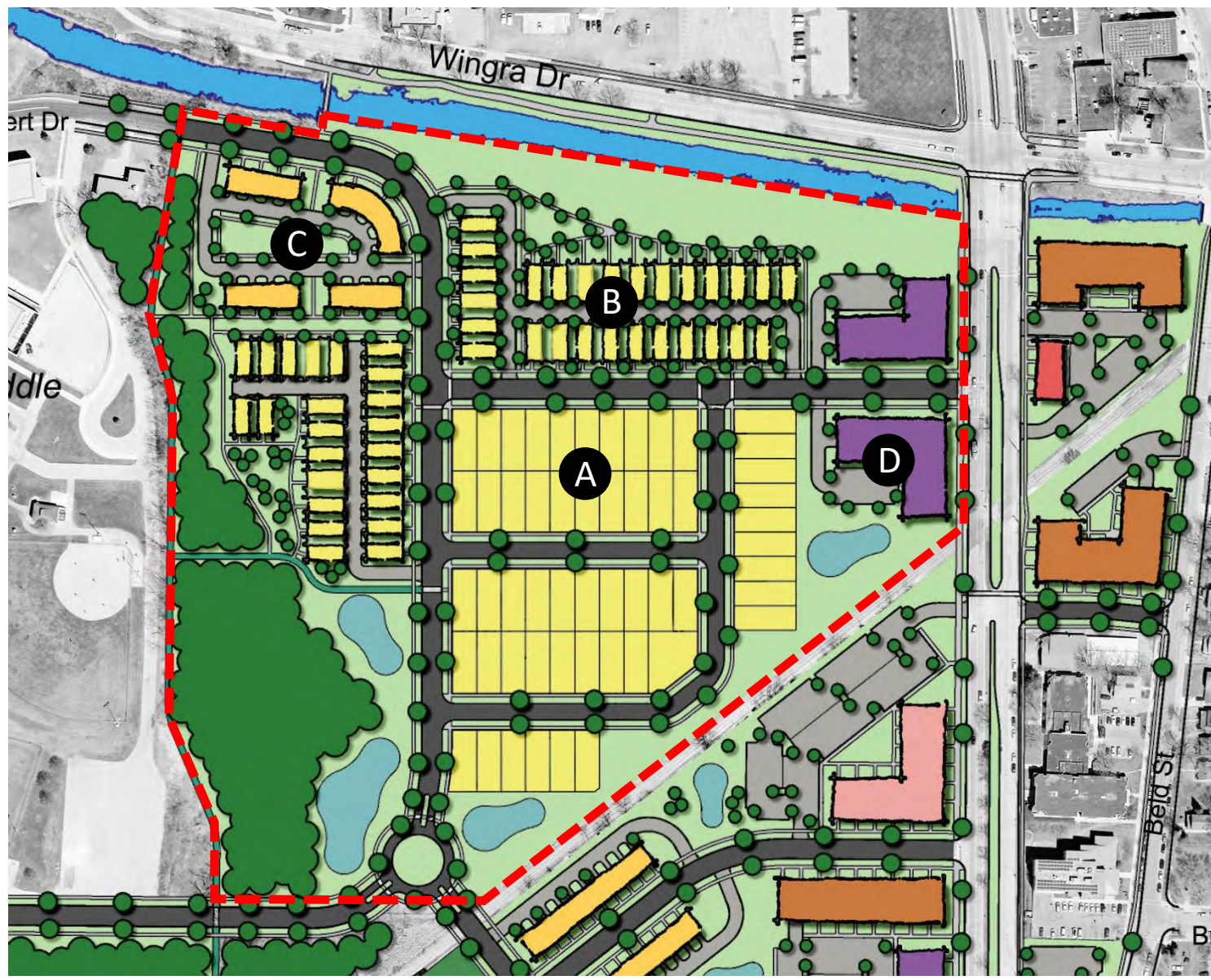


Plan Recommendation

- Initial set of concepts proposed 4,000+ new units of housing and were skewing heavily toward multifamily as the predominant form of housing. (Initial concepts: 3% single-family, 97% multifamily, revised concepts: 11% single-family, 89% multifamily)
- The community directed staff to go back and revise concepts to show more owner-occupied housing
- Staff evaluated a number of locations where additional owner-occupied housing could be developed.
- Determined there would need to be a significant amount of City investment (TIF) required to make happen.
- Thorstad site was chosen for a few reasons:
 - No displacement of residents, minimal displacement of businesses
 - City TIF investment could likely be recouped within a 10 year period
 - Location adjacent to a school and park ideal for developing a neighborhood



Thorstad Focus Area



Land Use	Units	Acres	Net Density
Low Residential (A+B)	104	10.89	9.55
(A) Single-Family Lots – 4,000 sqft	54		
(B) Cottage Homes	50		
Low-Medium Residential (C)	16	1.9	8.42
Mixed-Use (D) – 5 stories	120	2.2	54.55
Totals	240	14.99	16.01
Park		1.3	
Stormwater		3.5	
Right-of-way		3.95	
Total Site Acreage		23.74	

Proposed Land Use

- Commercial (Red)
- Mixed-Use (Purple)
- Low Residential (Yellow)
- Low-Medium Residential (Light Yellow)
- Medium Residential (Orange)
- Park and Open Space (Green)
- Existing Building (Grey)
- Light Industrial (Light Grey)
- Employment (Pink)
- Bike Path (Green line)

