



SOUTH MADISON PLAN

Adopted as a Supplement to the City of Madison Comprehensive Plan
by the City of Madison Common Council on -----
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Glossary

Affordable housing - Affordable housing is generally defined as housing for which the occupant(s) are paying no more than 30 percent of gross household income for housing costs, including utilities. Households with housing costs exceeding 30% of income are considered housing cost burdened. The City of Madison's direct and development subsidy programs are primarily designed to reduce housing cost burdens for renter households with incomes at or below 60% CMI and for owner-occupied households at or below 80% CMI.

Affordable Housing Fund - City of Madison program to provide loans and grants to for-profit and non-profit housing developers for the construction of new affordable rental housing.

BIPOC - An umbrella term for people of color, which stands for Black, Indigenous, and people of color. The term acknowledges that not all people of color face equal levels of injustice, recognizing that Black and Indigenous people are severely impacted by systemic racial injustices. (Source: Merriam-Webster)

Brownfield - abandoned or underused properties, typically former industrial and commercial sites, where perceived or actual contamination has hindered redevelopment.

Bus Rapid Transit (BRT) - A high-capacity bus system with features that are similar to a light rail system, such as frequent service, dedicated bus lanes, off-board fare collection, fewer stops, and traffic signal priority. (Source: Institute for Transportation and Development Policy)

City Home Rehabilitation Loans - Financial incentives to invest in housing units in need of rehabilitation, resulting in an improved housing stock.

Connect Home Program - Led by a nationwide organization called ConnectHomeUSA that creates a platform for community leaders, local governments, nonprofit organizations, and private industry to join together and produce locally-tailored solutions for narrowing the digital divide. The program is targeted to HUD-assisted housing residents.

Community-benefitting developments - New development that benefits the community, such as a housing project that includes at least a portion of subsidized, affordable housing units.

Community Building and Engagement Program - The aim of the City's Community Building and Engagement (CBE) Program is to help residents develop leadership skills and otherwise support efforts that promise to strengthen relationships among residents build community within Madison neighborhoods and encourage higher levels of participation in civic activities and decision making, particularly among populations that have historically been under-represented in such activities.

Community development corporation (CDC) - non-profit organizations that support and revitalize communities. CDCs often focus on the development of affordable housing but can also be involved in a wide range of community services that meet local needs such as education, job training, healthcare, commercial development, and other social programs. (Source: National Alliance of Community Economic Development Associations)

Community land trust - nonprofit organizations whose primary objective is the creation homes that remain permanently affordable, providing successful homeownership opportunities for generations of lower income families. Under the community land trust (CLT) model, homeowners purchase their house, but not the land (this lowers the purchase price). The land is leased by the homeowner from the land trust. When homeowners sell, 75% of the appreciated value stays with the house, so it's more affordable for the next buyer. The CLT homeowner also gets to keep the equity they invested into the home plus 25% of the increase in value. (Source: Madison Area Community Land Trust and Grounded Solutions Network)

Community wealth building - A system-changing approach to community economic development that works to produce broadly shared economic prosperity, racial equity, and ecological sustainability through the reconfiguration of institutions and local economies on the basis of greater democratic ownership, participation, and control. (Source: community-wealth.org)

Easement - A legal tool that grants one party the right to use property that another party owns and possesses. (Source: Investopedia, Merriam-Webster Dictionary)

Emerging Opportunity Program - A City program that focuses on addressing emerging issues or unanticipated opportunities, particularly those that focus on identified specific geographic areas, or marginalized populations, and support community-defined needs, projects, activities or programs.

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Free Standing vending - The activity of selling or offering for sale of any foodstuffs by placing a cart or equipment on private property; preparing food, beverage or articles for sale; or in any other manner participating in the vending operation or attempting to publicly sell or offer for sale any foodstuffs from private property.

Greenway - Linear corridors of land and water and the natural, cultural, and recreational resources they link together. (Source: Massachusetts Office of Energy and Environmental Affairs)

Land banking - A City program used to acquire land and buildings that could be used for future economic development, affordable housing projects, and other City uses. The goal is to acquire strategic properties for future purposes that might include: assisting displaced businesses, reducing blight, stabilizing housing markets, improving the quality of life of residents and neighborhoods, and preserving land for City purposes.

Limited equity housing cooperative - a homeownership model in which residents purchase a share in a development (rather than an individual unit) and commit to resell their share at a price determined by formula—an arrangement that maintains affordability at purchase and over the long term. (Source: Local Housing Solutions)

Missing middle housing - A range of smaller multi-unit or clustered housing types compatible in scale with single-family homes. (Source: Opticos Design, Inc.)

Neighborhood Grant Program - A City of Madison grant program designed to help neighborhoods build capacity and beautify public places, improving the quality of life within neighborhoods and the city as a whole.

Neighborhood Resource Teams - A citywide effort to coordinate and improve the delivery of city services to Madison's neighborhoods. Neighborhood Resource Teams (NRTs) provide a regular forum for City employees to meet, discuss, and support each other's efforts in delivering excellent City services. NRT membership can include alderpersons, city staff and non-City staff participants.

Opportunity zone - an economic development tool that allows people to invest in distressed areas in the United States. The purpose is to spur economic growth and job creation in low-income communities while providing tax benefits to investors. (Source: US Internal Revenue Service)

Property Tax Assistance for Seniors Program - A City program that pays all or a portion of property taxes for qualified homeowners who are over the age of 65 and own a single-family residence within the City of Madison.

Placemaking - The creation of a build environment that creates community, stimulates interaction, encourages entrepreneurship, fosters innovation and nurtures humanity. (Source: Project for Public Spaces)

Rain gardens - Specially designed gardens that collect and infiltrate stormwater from impervious areas such as roofs, driveways, and heavily compacted lawns.

Redevelopment - Construction of a new building where a building already exists.

SEED Grant Program - a City of Madison program administered by the Food Policy Council that provides grants to improve the local food system and make food more accessible to Madison residents.

Shared equity mortgage - A shared equity mortgage is a financial agreement in which a financial institution acts as both the lender for and an investor in a property. In this arrangement, the homebuyer agrees to sell a percentage — as well as future gains — of their property to the lender in exchange for a smaller mortgage loan. This can be especially important for lower-income buyers who may be struggling to afford homeownership. (Source: Lending Tree)

Social practice artists - Artists who focus on social engagement, inviting collaboration with individuals, communities, and institutions in a dialog about community issues.

Southern Exposure - Local South Madison newspaper

Stormwater - Untreated runoff from rainfall and snowmelt. It flows across impervious surfaces, through fields and over construction sites, crossing municipal boundaries and carrying contaminants to our lakes and streams. (Source: Dane County Office of Lakes & Watersheds)

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Streatory Program – designed by the City’s Economic Development and Planning Division to allow restaurants and taverns expand their outdoor dining onto the public sidewalks, on-street parking areas or privately owned parking lots.

Tax Increment Financing - A governmental finance tool to provide funds to construct public infrastructure, promote development opportunities, and expand the tax base.

Terrace - The space that lies between the sidewalk and the curb.

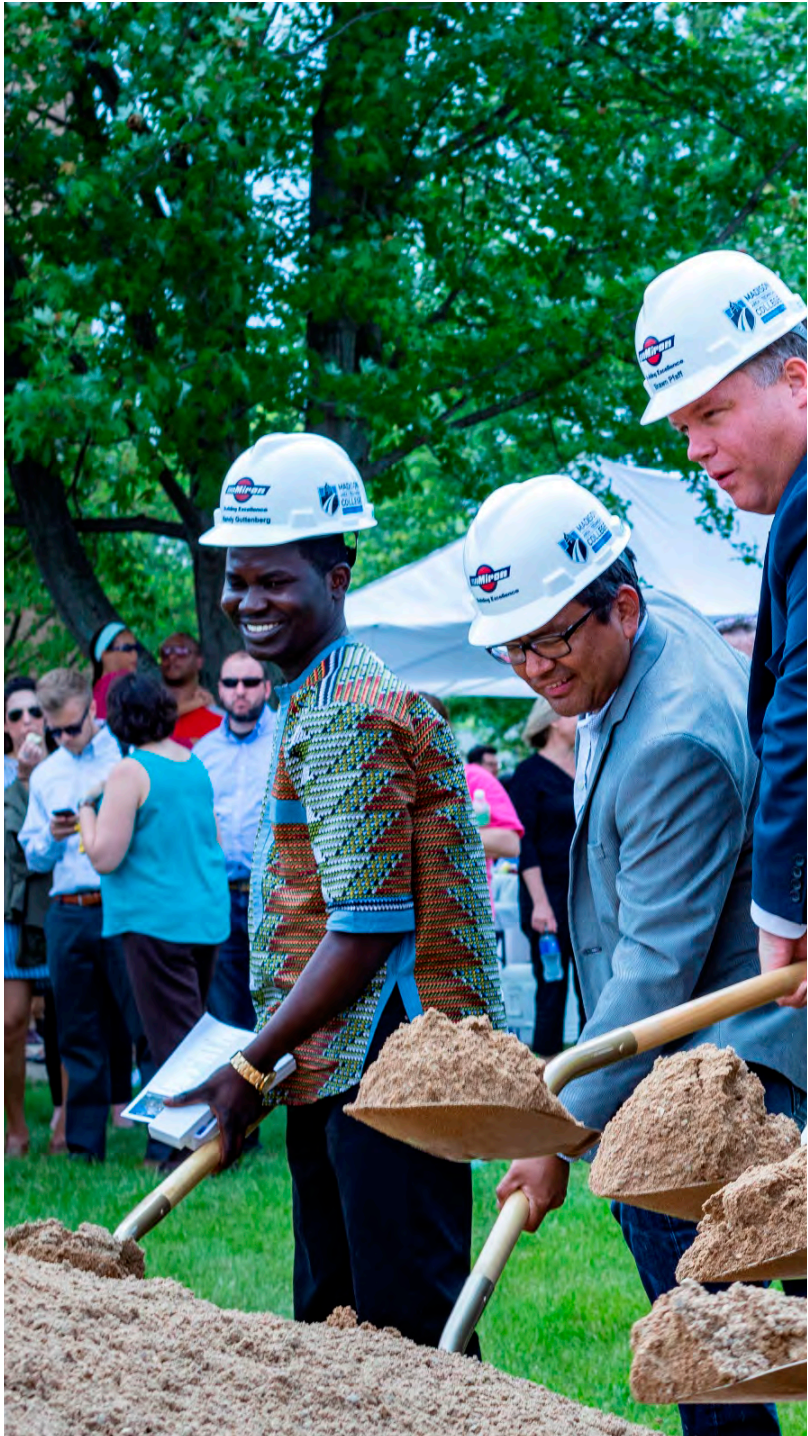
Transit-Oriented Development (TOD) - Compact, walkable, pedestrian-oriented, mixed-use development that is centered around a high-quality transit line or system to encourage transit use and reduce traffic generated by new development.

Workforce housing - Housing that is affordable to households earning between 60 and 120 percent of area median income (AMI). Workforce housing targets middle-income workers who may not always qualify for housing subsidized by the Low-Income Housing Tax Credit (LIHTC) program or the Housing Choice Vouchers program. (Source: Urban Land Institute)

Zoning Code - An ordinance that regulates land use, lot size, building placement, building height, and other aspects of the development of land.

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Executive Summary



Badger Rock Farm Stand!!
*All grown by Badger Rock Middle School students
All sales go to support their Garden Class

Basil.....	\$1 bunch
Beans.....	\$2 bag
Collards.....	\$1 bunch
Cucumbers.....	3 for \$1

Photo Credit: Hedi Rudd

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Executive Summary

The *South Madison Plan* process began in Fall of 2019 when the City of Madison Planning Division began working with residents and other stakeholders to draft recommendations for the future of the South Madison area. Despite pausing outreach due to the COVID-19 pandemic, a robust public participation process resulted in input from many residents during the planning effort. The Guiding Principles for this Plan are based on the major themes heard from the community during the process (see **Figure 1**).

In addition, public input was used to formulate recommendations in the areas of economic development, equitable access and community capacity building, housing, land use, transportation, parks, and the South Park Street corridor. Recommendations are also made for parcels in the Town of Madison that will attach to the City in October 2022, when the Town of

Madison dissolves. The updated *South Madison Plan* provides a framework to welcome Town residents and businesses into the City in an equitable way.

The land use portion of the Plan contains concepts for future redevelopment of three focus areas within South Madison. These concepts help to graphically illustrate the vision for each area. They show options for physically addressing community feedback, such as the need for more owner-occupied townhomes and single family housing.

The following is a summary of major Plan recommendations. Each chapter includes more detailed action steps to implement the recommendations.

Economic Development:

- Create a City-community communication and implementation structure to oversee,

monitor, and leverage investments in South Madison.

- Build the local economy and small businesses to improve community wealth and self-sufficiency.
- Raise awareness, participation, and support that culture and heritage are integral to a strong economy and quality of life.

Equitable Access and Community Capacity Building:

- Support access to local and affordable fresh food.
- Expand and improve community programming for youth.
- Enhance internet communication alternatives.
- Expand City accredited childcare sites in South Madison.

Housing:

- Support community wealth building by increasing homeownership opportunities.
- Increase and retain overall housing affordability.
- Increase housing choice.

Land Use, Transportation, and Parks:

- Improve transit service, especially to peripheral employment and residential locations, with a focus on reducing the travel time for transit-dependent populations.
- Expand and improve pedestrian and bicycle networks to enable safe and convenient active transportation.
- Concentrate the community-benefiting development along transit corridors and within/near Focus Areas.
- Identify areas for new or expanded parks and park improvements.



Figure 1 - Guiding Principles

South Park Street Corridor:

- Cluster businesses in key locations along South Park Street to create retail nodes for the neighborhood.
- Improve pedestrian facilities along South Park Street.
- Provide additional opportunities for off-street public parking.
- Improve safety for pedestrians and vehicles along South Park Street.





Introduction

Photo Credit: Hedi Rudd

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Purpose

The 2005 South Madison Neighborhood Plan is a mid-range plan with a planning horizon of 10-15 years. The update of the Plan focuses on areas south of Wingra Creek, see **Map 1**. However, the plan recommendations in the 2005 South Madison Neighborhood Plan for areas north of Wingra Creek are still relevant and will continue to be implemented. Many of the recommendations in the 2005 Plan have been implemented, such as:

- Down zoning identified properties
- Village on Park acquisition and revitalization
- Penn Park enhancements
- Cypress Way Spray Park
- Additional pedestrian amenities
- Construction of Burr Oaks Senior Housing

The current planning effort assesses what is still relevant from the adopted 2005 Plan and formulates new recommendations in the areas of equitable access and community capacity building, economic development, housing, land use, transportation, parks, South Park Street corridor, and for parcels attaching to the City from the Town of Madison.

The updated plan uses three guiding principles: **anti-displacement and gentrification**, **community wealth building**, and **opportunities to thrive** to evaluate the plan strategies and recommendations, see **Figure 1**. The plan focuses on curbing displacement of residents and local businesses, curbing the forces of gentrification, and preserving the culture of South Madison. The Plan also focuses on building equity, housing, and employment.

The updated *South Madison Plan* lays the



framework to bring the City of Madison and Town of Madison together into one municipality, equitably and smoothly.

Study Area Boundaries

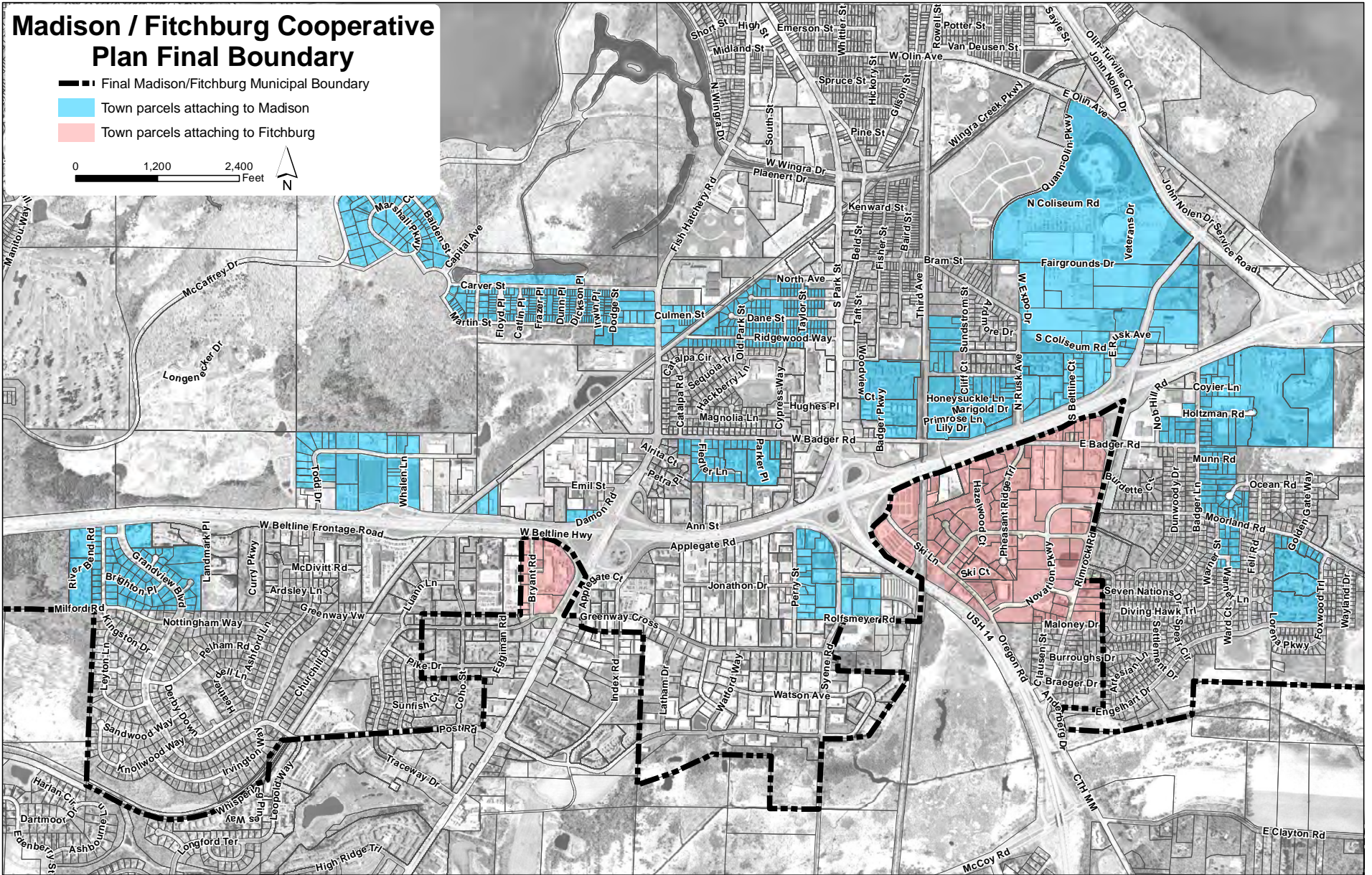
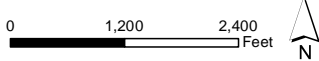
The *South Madison Plan* boundaries are Wingra Creek on the north, Fish Hatchery Road on the west, Lake Monona on the east, and the Beltline on the south, see **Map 1**. The study area includes City of Madison properties and Town of Madison properties. The Alliant Energy Center is excluded from the study area because at the time the resolution was introduced, City policymakers felt it was not an efficient use of limited planning resources to plan for an

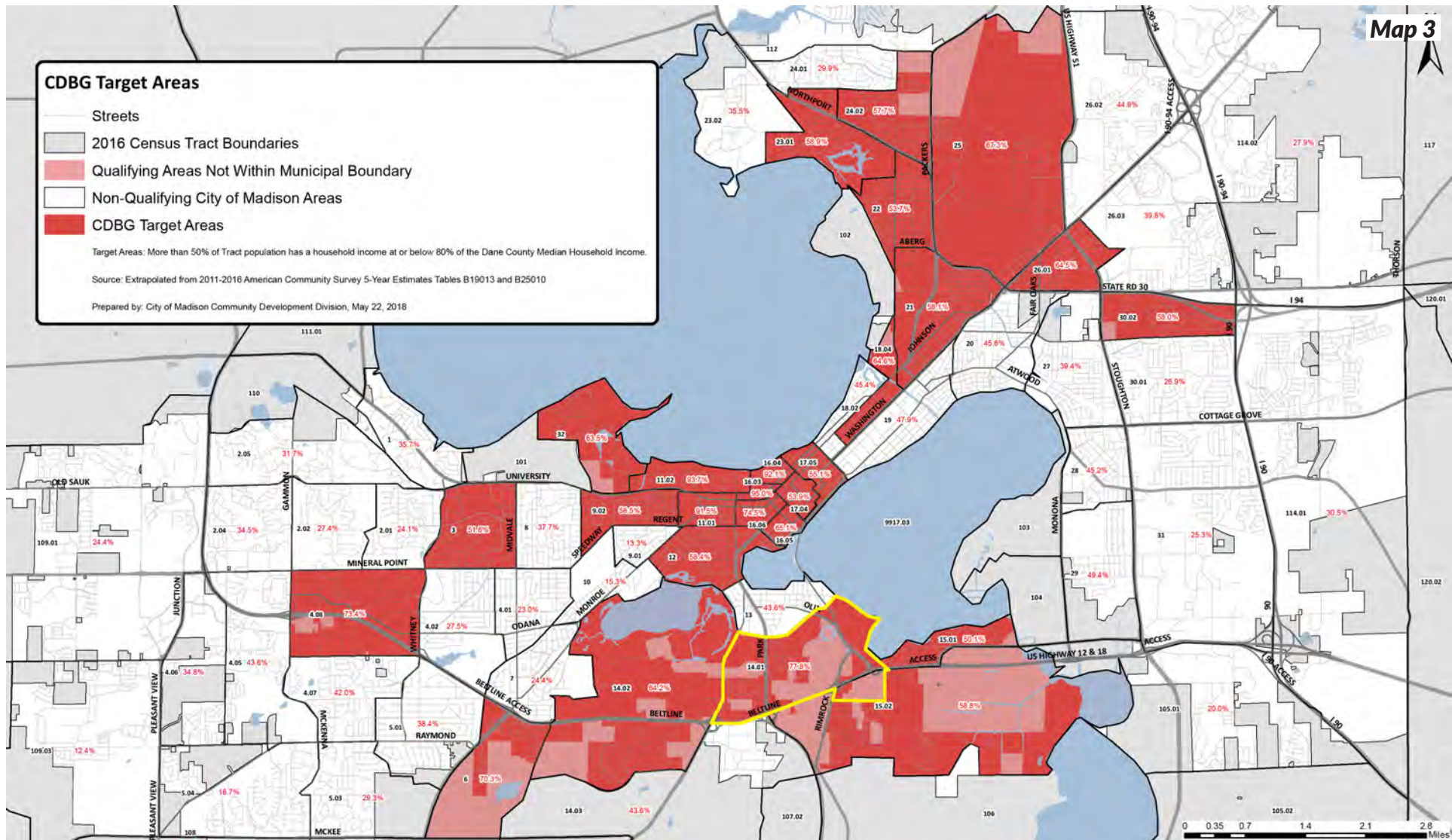
area that recently had gone through a public planning effort led by Dane County.

The City of Madison, City of Fitchburg, Town of Madison Cooperative Plan outlines the terms for the dissolution of the Town of Madison on October 31, 2022. As part of the *Cooperative Plan* the City of Madison will attach the majority of the Town of Madison properties while the City of Fitchburg will attach the remaining properties, see **Map 2**. The City of Madison will welcome approximately 4,846 new residents, equating to about 2,407 new households. 835 parcels will attach to the City of Madison, adding approximately 600 acres.

Madison / Fitchburg Cooperative Plan Final Boundary

- Final Madison/Fitchburg Municipal Boundary
- Town parcels attaching to Madison
- Town parcels attaching to Fitchburg





The Madison Community Development Block Grant (CDBG) Commission designated South Madison as a concentration neighborhood (Census Tract 14.01 and part of Census Tract 15.02, see **Map 3**). This designation allows South Madison to receive one year of planning services and two subsequent years of CDBG funding totaling \$123,000 (for detailed

information about CDBG physical improvement projects, see **Implementation Chapter**). The criteria used to select this neighborhood area were based on the percentage of low- and moderate-income (LMI) population residing in the area (51% or greater of LMI residents), the upcoming attachment of Town of Madison parcels to the City of Madison, the

willingness on the part of residents to develop a neighborhood plan, and the past successes of neighborhood-based organizations in executing neighborhood projects.

Planning Process Summary

The *South Madison Plan* update was developed using a neighborhood-based planning process. The Plan is based on input provided by the community. The City-led planning effort garnered community input by holding community impact listening sessions, convening Neighborhood Action Teams (NATs), hiring neighborhood ambassadors, and working with social practice artists to reach out to community members that don't typically engage in planning efforts. The planning team also solicited input from the South Madison non-profits and business community, see **Figure 2**.

The planning effort took longer than expected due to the COVID-19 Pandemic. All public engagement was paused in March 2020 and did not resume until March of 2021. When planning resumed, public input was mostly limited to virtual meetings due to the ongoing pandemic. Various in-person discussions were held at outdoor locations.

Plan Structure

This Plan provides guidance and recommendations to residents, business and property owners, stakeholders, and City policymakers based on the larger goals and strategies of *Madison's Comprehensive Plan*. Once adopted, Plan recommendations are used by the City and community to initiate actions and guide decisions to achieve the desired future. For example, the City will use this Plan to evaluate development proposals, inform budget decisions, make public improvements, including streets, parks, pedestrian and bicycle improvements, and other programs and policies to improve South Madison. Plan

recommendations were vetted using three guiding principles: Anti-displacement and Gentrification, Community Wealth Building, and Opportunities to Thrive.

Figure 2





Past, Present, and Future

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Past

The South Madison neighborhood became one of the city's first suburbs and home to historic culture and diversity not seen anywhere else in the city. Today, South Madison is home to over 6,037 Madisonians according to Census 2020.

The story of South Madison starts long before 1900. The South Madison area, like areas of and near Madison, occupies the ancestral land of many Native American tribes. Native American tribes, primarily Ho-Chunk Nation, lived on the land until they were forcibly removed.

Systematic racism has roots in the history of Madison and its zoning and housing practices. Congress started a federal urban redevelopment program that gave federal funding to cities to 'improve' impoverished areas in 1949. Consequently, in the 1950s, this urban renewal program began in Madison. Greenbush residents were given money for their homes and their neighborhood was bulldozed and redeveloped for a range of uses. The relocation of the residents in the Greenbush neighborhood increased the population of the South Madison community.

Redlining, or the process of color-coding a Map to determine which neighborhoods should receive financial investments, caused long-term effects like segregation and racial inequality across the US. The government policy systematically denied some areas of South Madison various resident services and led to discriminatory practices like denying loans and investments to improve the housing of residents. Redlining is one of the main causes of inequality and has left a legacy of segregation, economic vulnerability, and disinvestment. Some development in the South Madison area

1937 - Bram's Addition was the first neighborhood platted within the planning area (between Buick St., Wingra Creek and S Park St. and railroad tracks). "Burr Oaks" golf course was located in front of Fair Golf Range at 2211 S Park St.



1950 - S Park St. was reconfigured and Beld St became a collector street. Wingra Creek and other drainage channels were built within the Arboretum. More residential buildings started to populate South-West side (Burr Oaks and Brams Addition)





1970 -Dane County Fairgrounds was removed and replaced by the coliseum, a man made pond (Willow Island), and other Alliant Energy Center buildings. The Beltline Highway was constructed during the 1960s. First portion of Madison Forest Street Tree building was built. South Madison Neighborhood Center (currently Boys and Girls Club) was also built.

led to the creation of brownfields. A brownfield is an abandoned or underused property where redevelopment or expansion is limited by actual or perceived environmental contamination like an old laundromat or gas station. Studies have shown that urban brownfield sites have been historically located in low-income neighborhoods that are disproportionately populated by people of color, and people living near these sites are more prone to various illnesses that can be linked to chemicals used on the sites. Brownfield sites potentially cause exposure to harmful chemicals but also can decrease surrounding property values, which can be seen as an environmental redlining. There are several brownfields within the study area.

2005 Plan

The City of Madison undertook a robust planning process for the *2005 South Madison Neighborhood Plan*. The process was accompanied by other planning efforts on the south side including: *Park Street Revitalization: Opportunities to Reality Report*, *Park Street Urban Design Guidelines* (resulting in the establishment of Urban Design District 7), *Badger-Ann-Park Redevelopment District Plan*, *Penn Park Master Plan*, *Wingra Creek BUILD Grant*, and *Wingra Creek Parkway Master Plan*. The *2005 South Madison Neighborhood Plan* had a planning horizon of 10-15 years.

The Plan's overall goal was to bring on changes to benefit and enhance the community, but not at the expense of long-time residents and

The 2005 South Madison Neighborhood Plan - Highlighted Accomplishments

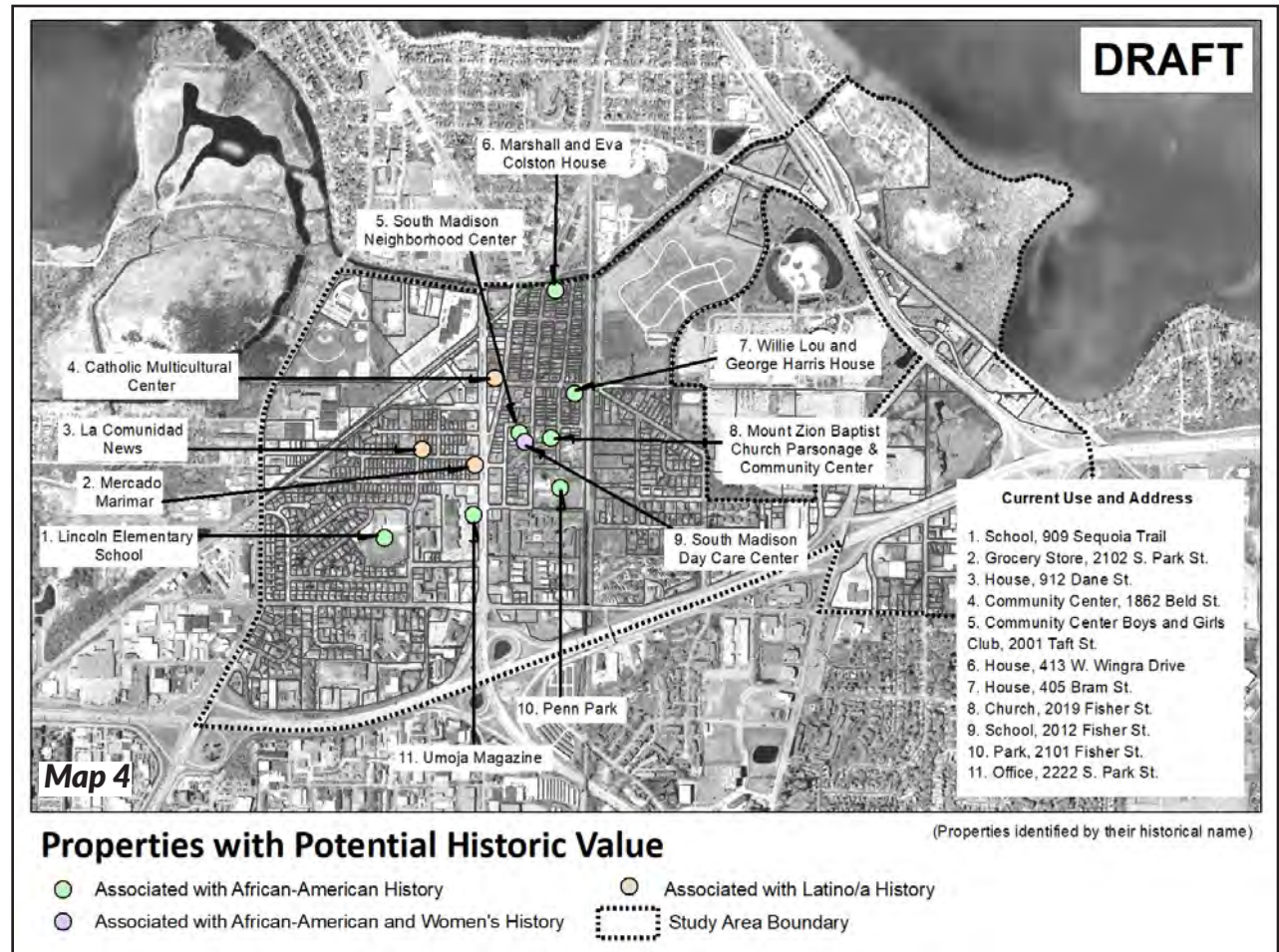
- Sidewalks on Bram Street were installed, and underpass modified to accommodate pedestrians in 2008. Koster Street curb, gutter, sidewalks, and utilities including stormwater management were installed in 2019.
- The City of Madison acquired a lot, demolished a building, and constructed Madison's first splash park on the corner of Cypress Way and Magnolia Ln in 2011. A park shelter, park tables/benches, playground equipment, and landscaping have been installed. Lincoln School has also expanded its outdoor classroom with a shelter and gardens.
- Village on Park: New market tax credits and other City funding used to acquire and redevelop strip mall. TID 38 established in 2008.
- Pedestrian and transit access and safety at the Union Pacific Railroad viaduct at Bram and Koster Streets improved. Sandstone railroad viaduct was retained.

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businesses through identified long and short-term goals. The Plan included recommendations surrounding economic development, housing, land use, parks and open space, and transportation-related issues and strategically position South Madison for the future.

Historic Preservation

The Underrepresented Communities Historic Resource Survey (UCHRS) Report accepted by the Common Council in 2020 as a supplement to the Historic Preservation Plan, recommends the evaluation of 12 potential historically significant sites within the South Madison Plan area (see **Map 4**, which displays 11 of the 12 sites. One site was redacted to maintain privacy). Please refer to the UCHRS report for additional information about these sites. The UCHRS report documented the community's values around historic preservation with the intent to promote and preserve the historic significance of the sites. Redevelopment at these properties should conduct an analysis of historic significance before any physical changes occur to these sites.



Present

The south side is still a beacon of culture and diversity for the city today. Decades of disinvestment, coupled with the economic, racial, and geographic isolation means South Madison has faced challenges. However, the community has always been resilient, focusing on the strong-ties within the community of families, local organizations, and faith-based communities working to create a safe, thriving place for its residents.

When exploring the south side, ethnic restaurants, grocery stores, and other businesses are present all along South Park Street and other locations across South Madison. Centro Hispano, Literacy Network, Catholic Multicultural Center, Urban League, and Freedom Inc. are just few of the many non-profits and businesses located in South Madison to serve the population. There is an extraordinary and celebrated richness of diversity in South Madison that can be seen through its restaurants, grocery stores, ethnic festivals, community events, or even the

longstanding residents with many different backgrounds and life experiences.

Although some landmarks of the past are gone, like the former 1920s dairy at Fish Hatchery Road and South Park Street, today there are new, recognizable features of South Madison. The Village on Park, formally know as The Villager, Park Village, and Park Plaza Shopping Center, is still present today with a smaller retail component; however, has shifted from primarily retail to human services like the Goodman South Madison Library and the Urban

Before and Early 1900s

This area was the site of long-term human habitation by Native Americans.

In 1896 the Dane County Agricultural Society and Dane County bought 250 acres of land south of Wingra Creek near the Lake Monona shore.



Park St. Streetcar Tracks, 1906

Franklin School opens, 1924.

1930s



Dane County Fair Grounds, 1930

From 1928 until 1955 Burr Oaks was a nine-hole public golf course. Residential construction on the former course began soon after it closed and continued into the late 1970s.



Burr Oaks Golf Course, 1933



Oregon Street (S Park St.) 1934

Park Street was a two-lane street that led to Oregon.

1940s

Bram's Addition was annexed in 1948.



Penn Electric Baseball Team, 1949

In 1948 Clifford Penn (1901-1995), owner of the Penn Electric Company, built a baseball field in Bram's Addition for use by his Penn Electric's and other baseball teams. He sold the park to the City of Madison in 1953.

1950s



Mt. Zion Church, 1955

Heifetz Park on Burr Oak Lane in the Town of Madison was purchased about 1957.



S Park St Interchange, 1956



Aerial from the south, 1952

The Arena opened in 1954, the Veterans Memorial Coliseum in 1967, and the Exhibition Hall in 1995.

1960s

A trailer park now called Madison Mobile Homes Park began about 1960 by the Madison Mobile Homes Company, a Madison area house trailer dealership. It sits on top of a large hill overlooking the Beltline Highway.



Park Plaza Shopping Center opened in 1966 - currently known as The Village on Park.

1970s

The Abraham Lincoln Junior High School opened in 1965 to serve the rapidly growing population of Bram's Addition, Burr Oaks, and adjoining areas. It became Lincoln Elementary School in 1979.



Penn Park Shelter, 1972

1990s

Alliant Energy Center expanded its surface parking. Waste Management Madison Recycling building is added along Fish Hatchery Rd. Vehicular entrance to Olin Park gets reconfigured.

2000s

Quann Park trails are built. Community gardens at Bram St. and railroad track are added.

First splash pad in Madison was built on Cypress Spray Park.

The City of Madison purchased The Village on Park and subsequently upgraded the commercial space. Access, South Madison Library, and Urban League filled new commercial space.



Quann Park, Community Garden

2010s

Madison Water Utility building is built.

In 2019, Madison College built a new south campus at 2429 Perry St. and moved from The Village on Park.



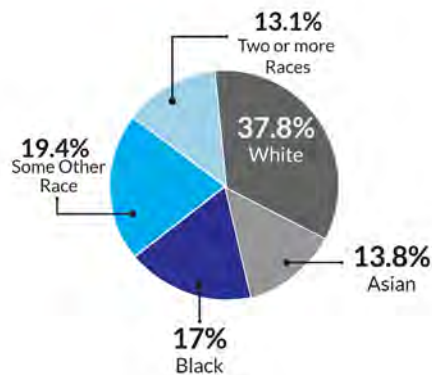
Madison College, 2021

League. Penn Park is home to the Southside Raiders Football Club and Cheerleading Squad. Penn Park, features a large recently upgraded park shelter, large playground, and basketball courts and is a place of gathering and fun for community members and events. The Alliant Energy Center, although not in the planning area, is a multi-building complex that is easily recognizable to those entering the south side. The Arboretum is a site of historic research in ecological restoration and is located north of the Beltline and west of the Burr Oaks neighborhood.

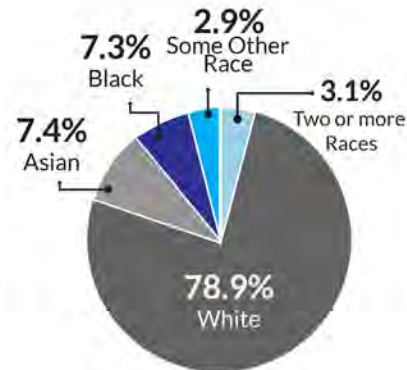
Current Demographic Characteristics

According to census 2020, the total population of the South Madison area slightly grew from 5,941 in 2010 to 6,037 in 2020. This represents an increase of only 1.6%. The South Madison continues to have a great number of non-White residents accounting for 62.2% compared to the City as a whole with only 21.1% of non-White residents.

South Madison 2020



City of Madison 2020



In terms of ethnicity, 32.9% of South Madison residents were self-identified as Latino or Hispanic in Census 2020 vs. 6.8% in the City as a whole.

Income Range and Characteristics

According to the American Community Survey (ACS) 2019, 5-year estimate data, the median household income in South Madison is \$40,524 which is 38% lower than the City as a whole.

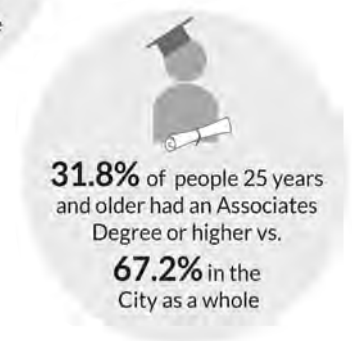
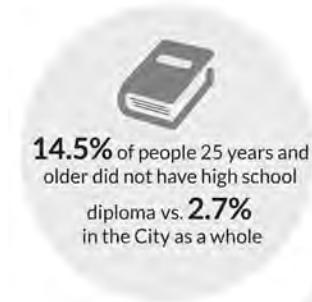


4.3% of South Madison female householders live below the poverty level versus 1.6% in the City as a whole.

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Educational Attainment

According to the ACS 2019, 5-year estimate data, the educational attainment of South Madison residents is substantially lower than the City as a whole.



Age Characteristics

According to the ACS 2019, 5-year estimate data, the South Madison Population is relatively younger than the City as a whole. Only 5.7% of residents are 65 years old or older versus 11.6% in the City.



Future

One of the major goals of the Plan is to keep South Madison a diverse and affordable place to live for its current residents, especially for the Black and Brown community. Another major goal is to increase investments to the area while minimizing the gentrification and displacement of individuals, families, and businesses that is already occurring.

There are challenges to accomplishing this goal. For example, there is an inability to control rent prices to prevent current South Madison residents from being priced out of their current apartments or rental properties because State law preempts such actions. Although this Plan is intended to be community-oriented and serve as a guide for future development, the plan is just an advisory document for City staff and



policymakers.

In terms of community impact, the future of South Madison will look like:

South Park Street As A Cultural Gateway

Throughout this community-led process, it became clear that South Park Street had the potential to be more than a thoroughfare. In particular, South Park Street should symbolize the strong pride and culture of the area – not only a gateway to the neighborhood but also a place for artistic reflection of the history, community, and inclusive economic progress.

Activity Nodes

Create nodes of activity at key locations along with iconic gateways into the South Madison area. Create a center of activity at The Village on Park and in the 1800-1900 blocks of South Park Street. Neighborhood-serving retail like basic services, shops, restaurants, and public gathering places along with an artistic representation of the diversity in the area should occupy the private and public spaces.

Retain Single Family Residential Neighborhoods

Preserve, enhance, and limit demolitions of existing single family residential neighborhoods. With less than 20% of the housing stock as single family homes, retaining this housing option in small, compact enclaves will assist in community and generational wealth building initiatives.

Community Wealth Building In Residential And Commercial Areas

Create opportunities for Black and Brown individuals/families to own their homes and

for Black and Brown business owners to own their buildings. Building equity or transferring equity to the next generation is a way to reinvest in the future. Provide ways to access capital to purchase existing or new structures at affordable levels.

Getting To Employment Centers

Accommodate valuable existing industrial and commercial uses south of the West Beltline Highway and allow for their continuation, expansion, or potential redevelopment over time. Improve ways to get to the employment area south of the Beltline by extending Perry Street over the Beltline.

Making A Clean And Green Place To Live

South Park Street was a place of booming business, which we now realize had some environmental implications. Dry cleaners, gas stations, paint stores, and many others have minor to major contaminations that need to be cleaned up before new development takes place. Abundant tree coverage, green roofs and spaces, rain gardens, and other environmental improvements will make the area more resilient to climatic change in the future.

Connecting Parks, Schools, And Community Spaces

Establish connections to existing parks and open space, schools, and community and cultural centers by accessible, well-marked pedestrian routes for easier, safer ways to get there. Buick St. and North Ave. extension would facilitate that connection.

Transportation

Establish transit routes to places of employment to provide a faster, more convenient, and less

expensive way to reach places of employment. With changes in route structure or BRT (Bus Rapid Transit) implementation, make sure frequent routes, late night service, and a well-lit transfer station are part of the future plans. Most importantly, with any changes to South Park Street to support transit changes, it is important to keep South Park Street as a working “residential street” that pedestrians can safely cross at multiple locations, with pedestrian amenities.

Support The Thriving Community

Move toward creating a neighborhood where residents can reach amenities within a 10-minute walk - more career ladder jobs, employment places, shops with basic goods and services, and strong institutions that provide education, health services, and affordable and robust internet and telecommunications networks. The less one has to leave the neighborhood, the stronger the foundation is for a resilient place to live and work.

South Madison Arts Culture.

As a visual gateway to Madison, South Madison will be rich in public art and art spaces that celebrate the cultural and historical diversity that has characterized the area for generations.





Economic Development

Photo Credit: Hedi Rudd

DRAFT

Goal

South Madison's economy will attract new local businesses, cultivate entrepreneurship, offer a more stable employment and retail market, grow self-sustaining organizations and strive to retain existing economic opportunities for employers within South Madison. The South side will improve its commercial corridors; and attract new investment to build a stronger, more dynamic local economy.

Overview

This chapter aims to assist the growth of South Madison's economy and economic development opportunities by leveraging investments in South Madison and promoting existing local and multi-cultural businesses. Residents and local business owners voiced the need to have pathways to community wealth building and opportunities to grow South Madison's existing economic engine while minimizing the effects of displacement and gentrification.

This chapter builds upon the *Comprehensive Plan* goal to "Grow and diversify an economy that offers opportunity for businesses and residents to prosper."

Strategy 1: Create a City-community communication and implementation structure to oversee, monitor, and leverage investments in South Madison.

1A Use economic development tools such as tax increment financing, opportunity zones, land banking, and brownfield funding to leverage or stimulate priority projects.

1B Work with local partners to determine the role the City can take in supporting a wide range of community-serving programs like the Minority Owned Business Hub Center for Black Excellence and Culture, Mt. Zion Life/Learning Center, and other locally-initiated and supported projects.

1C Add community members to the current South Madison Implementation Team to coordinate, monitor and track plan implementation. Composition should include both City staff and community members.

Strategy 2: Build the local economy and small businesses to improve community wealth and self-sufficiency.

2A Create a new program to assist with acquisition, financing, and the access to capital to grow commercial property ownership for locally-owned, minority-owned businesses. Building equity and long-term stability of locally-owned businesses without the uncertainty of the sale of property or non-renewal of a lease is a strategy to grow and retain the Black and Brown businesses in South

Madison. Explore strategies such as commercial condominiums of first floor retail/office space, connecting City financing with a local network of banks, and crowdfunding to buy shares of a business that is seeking to raise capital.

2B With the declining supply of small spaces and rising rental costs, explore creating a new program geared at retaining affordability of retail space in land banking sites or existing / new developments.

2C Support the development of business plans and make materials and software readily available for the South Madison business community to use to support start up or expansion of their businesses. Offer assistance and materials in multiple languages. Coordinate various key partners in the Madison community in this multi-prong approach.

2D Partner with and support locations for viable neighborhood-serving businesses by consolidating non-commercial uses, such as non-profits, into incubator and/or shared spaces or creating commercial spaces.

Strategy 3: Develop a promotion, branding, and coordinated strategy to capture consumer spending.

3A Promote and assist the creation of a South Madison Neighborhood-based business association to harness purchasing power of large institutions to purchase goods and services locally. Encourage a procurement strategy connecting small businesses and hold procurement training to better equip local businesses and entrepreneurs on how to navigate the purchasing system.

3B Conduct an inventory of restaurants and food-based businesses in the area and create an awareness campaign program to educate, promote, and market existing businesses within South Madison.

3C Work with Black, Hmong, and Latino Chambers, and Greater Madison Chamber of Commerce to devise a strategy to better capture the consumer spending gap.

3D Establish a local business group to coordinate a “Shop Local” initiative to retain more spending power in the south side economy and to identify opportunities for joint marketing initiatives amongst business enterprises.

Strategy 4: Embrace culture and heritage for a strong economy and quality of life.

4A Encourage developments that provide affordable work units and affordable workforce housing to ensure that visual, literary, musicians, and performing artists have the support and means to live, work, and craft an economically prosperous future.



Carts In Parks, Penn Park
Photo Credit: Angela Puerta



Southside Raiders
Photo Credit: Hedi Rudd



Community Festival
Photo Credit: Hedi Rudd



Housing

DRAFT

Goal

South Madison will have a range of high quality housing that is affordable to households of varying financial situations, including an adequate supply of housing that is affordable for low and moderate-income households. Additionally, South Madison will increase the diversity of housing types for a wide range of occupants, including older adults, families, singles, and renters.

Overview

South Madison has some of the most affordable rents in Madison, but it also saw rapidly increasing rents between 2010 to 2017. Because the neighborhood's housing stock consists of approximately 75% rental units, an objective is to build more owner-occupied units where financially feasible. Throughout the planning process, residents voiced the need to combat gentrification and displacement in addition to increasing homeownership.

In the 1930s, racist redlining practices and other discriminatory housing practices caused long-term effects like segregation and racial inequality across Madison and the South Madison area in particular (this is described in more detail in the Past, Present, and Future chapter). The Housing chapter aims to address some of these historical wrongs by focusing on creating opportunities for community wealth building through homeownership for Black and Brown residents and addressing displacement.

This chapter builds upon the *Comprehensive Plan* goal to “have a full range of quality and affordable housing opportunities throughout the city.”

Strategy 1: Support community wealth building by increasing homeownership opportunities.

1A Continue to support non-profit organizations' homeownership programs.

1B Increase mortgage and loan accessibility to households with adverse credit history by funding targeted credit-repair programs for borrowers.

1C Create a targeted homeowner assistance program for those who live in the neighborhood.

1D Encourage partner organizations to work with South Madison single family homeowners to donate or sell their property to a land trust organization to ensure long-term affordability for owner-occupants.

Strategy 2: Increase and retain overall housing affordability.

2A Use the City's toolbox of tax increment financing (TIF), the Affordable Housing Fund, land banking, and appropriate state and federal funds to drive the creation of equitable affordable housing. Opportunities to add affordable housing should be pursued, but a concentration of subsidized housing units in any particular area should be avoided.

2B Utilize the City's housing rehab programs to make sure people can stay in their homes and renovate naturally occurring affordable housing.

2C Create an energy efficiency financial program in partnership with Focus on Energy to increase sustainability and energy efficiency of current housing stock.





2D Create a Preference Policy through partnership with a non-profit for priority placement of current or former South Madison residents in affordable housing units in South Madison.

2E Explore options to maintain and protect the Madison Mobile Home Park’s existing housing stock that is affordable.

2F To prevent displacement of older adults, continue Property Tax Assistance for Seniors program and develop and earmark targeted loan products for older adult owner households with limited equity in South Madison for home modifications that allow residents to age-in-place.

2G Increase City financial support for development that utilizes non-traditional financing structures including shared-equity mortgages, limited-equity housing cooperatives, splitting appreciated value, and Community Land Trusts.

Strategy 3: Increase housing choice.

3A Increase owner-occupied missing middle housing through prioritization in City Requests for Proposals (RFPs) and partnerships with financial institutions to ensure financing is available.

3B Support the development of more housing units for older adults and households with low incomes that are affordable in the area so that they can continue to live in South Madison.

3C Use the City’s land banking program to acquire property and develop more single-family and owner-occupied missing middle housing, following criteria outlined in the land

banking policy.

3D Work with partners to create a home-sharing program, which matches individuals with older adults, allowing them to afford to stay in their homes.

Strategy 4: Continue to partner with and support the network of non-profits and other organizations addressing housing issues.

4A Continue to work with and provide technical support to non-profits to increase the supply of affordable housing and community wealth building.

4B In future Requests for Proposals (RFPs), prioritize support for organizations partnering to further incentivize owner-occupied missing middle housing.

4C Support the establishment a Community Development Corporation to bridge partnerships, address housing affordability, and further support community wealth building.



Equitable Access and Community Capacity Building

DRAFT

Goal

South Madison will have the resources to provide equitable access to a range of supportive services that ensure residents' economic stability, health, and well-being.

Overview

This chapter aims to celebrate the well-known multi-cultural environment of South Madison by expanding current community programs and placemaking activities. Residents voiced the need to build neighborhood's identity and character upon South Madison's cultural richness while improving the general perception of the area.

Throughout the Plan's public engagement process, a great number of residents expressed the need to build a new neighborhood-serving facility that has a wide variety of programming and is accessible to everyone in South Madison. There was a general sentiment that existing community-based organizations within the area do not do enough to include all age groups and/or connect with the entire South Madison community. The City will not have the funds and capacity to construct and operate a neighborhood-serving facility in South Madison for the foreseeable future. Therefore, the City would instead encourage South Madison community-based organizations to work together to provide more inclusive services that prioritize South Madison residents.

This chapter expands upon the *Comprehensive Plan* goal to "Create safe and affirming community spaces that bring people together and provide social outlets for underrepresented groups."

Strategy 1: Continue to work with the Southside Neighborhood Resource Team (NRT), community leaders, centers of worship and other service providers to collaboratively provide more inclusive programming.

1A Establish a central information hub to provide a regular method of communication to connect residents on current issues, programming, services, community activities, and volunteer opportunities – both online and physical materials (e.g. newsletter, Southern Exposure, digital bulletin board).

1B Assign a Public Library staff member to dedicate time leading a Southside Partners group or Community Oversight Committee made of trusted leaders, a City representative, and South Madison organizations to meet on a regular basis and work collaboratively towards healing and rebuilding community post-COVID.

1C Ensure South Madison organizations that are currently funded by the City as Neighborhood Centers provide physical places for area residents to gather and build community, particularly for low- and moderate-income individuals and families. As a condition of continued funding, these organizations will be expected to provide easy access to their facilities and offer programs and services to a variety of age groups and all racial/ethnic groups in South Madison.



Strategy 2: Support access to local and affordable fresh food.

2A Explore the use of vacant sites (both City-owned and privately-owned) to start a pilot Food Cart Pods/Parks program with the intent of having a temporary place to access fresh food and prepared meals while engaging brick and mortar restaurants and mobile food cart vendors from the South Madison area. Ideally, sites should be able to provide access to water, electricity, portable restrooms, seating areas, lighting, signage, parking, and areas for entertainment.

2B Run a pilot day-to-day food cart vending program to increase opportunities for at least four Black and Brown mobile food vendors to vend in or adjacent to City parks by revisiting current Park Vending Policy and lowering permit fees. Consider Penn Park as a potential first location among other neighborhoods around the city.

2C Increase the awareness of the Streatery Program and Free-standing Vending (FSV).



Work with property owners to secure approvals to expand these programs along the South Park Street corridor.

Strategy 3: Strengthen existing neighborhood associations and community groups to catalyze community-driven programs.

3A The City should follow up with neighborhood groups from the Madison Mobile Home Park and Arboretum residential areas to assist with capacity building via funding opportunities such as Community Building and Engagement, Emerging Opportunity Program, Neighborhood Grant Program, and SEED Grant Program.

Strategy 4: Expand and improve community programming for youth.

4A Organizations that are under current youth programming contracts with the City will continue to be encouraged to collaborate with



other organizations to expand and improve programming for an additional 50 youth with a focus on youth who are not engaged in positive supportive activities.

4B Over a five-year period, expand opportunities to provide 80 additional low-income youth and youth of color in middle school and high school access to programs that complement in-school learning and development during out-of-school time. This should emphasize programming that reflects youth interests and ideas.

4C Over a five-year period, target the City Youth Employment Program to at least 100 more teens and young adults from the South Madison area so there are more activities and employment opportunities. Link youth to local businesses by including businesses in employment training programming. This would include expanding opportunities for all age groups in the 14-24 year old range. These contracts should start in 2023.

4D Support College and Career Readiness programming to target 40 – 50 South Madison



Potential Partnerships to Help Implement Recommendations

City of Madison Agencies

- Goodman South Madison Public Library
- City of Madison Southside Neighborhood Resource Team
- Information Technology
- Madison Parks Division
- Community Development Authority
- Madison Fire Department

Other Government Entities

- Madison School District
- Dane County Public Health

Non-Government

- Mt. Zion Baptist Church
- Joining Forces for Families
- Capitol View and Burr Oaks Neighborhood Associations
- UW Partnership Program - South
- Madison School & Community Recreation
- YWCA
- Nehemiah
- South Metropolitan Business Association
- South Metropolitan Planning Council
- Urban League
- Hmong Institute
- Boys and Girls Club
- Freedom Inc.
- Community Groundworks
- Madison College
- Centro Hispano
- National Alliance on Mental Illness
- Urban Community Arts Network
- Hip-Hop Architecture Camp
- Catholic Multicultural Center

students. This program provides tools for youth to develop abilities to be successful in college and informs them about local educational and career options as they move through high school towards adulthood.

Strategy 5: Enhance internet communication alternatives.

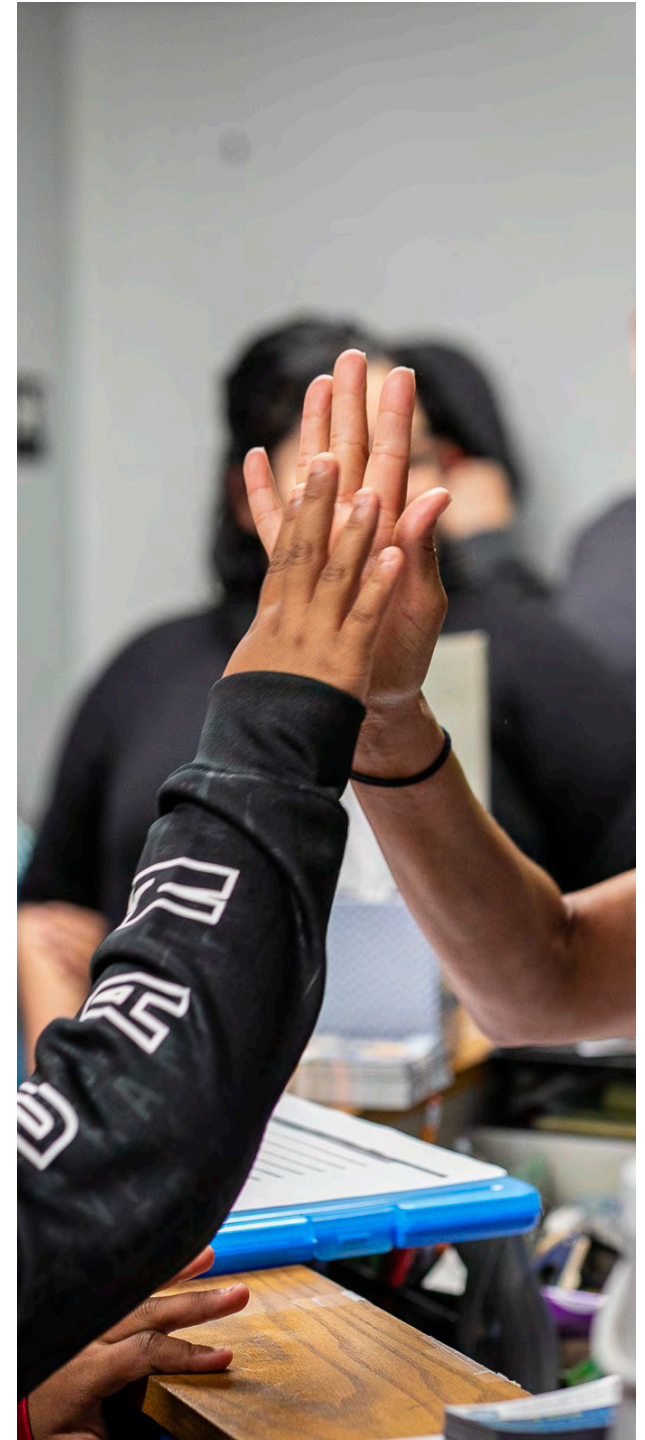
5A As part of the City's Digital Expansion and Inclusion City efforts, Parks Division and Information Technology (IT) Department should collaborate to address the need to provide internet fiber infrastructure to include Wi-Fi access at Penn Park to better serve public activities at the park managed by the City of Madison.

5B Once Heifetz Park becomes part of the City of Madison and it is included in the Parks Master Plan, work with various City agencies including the Traffic Engineering, Parks Division, and the Information Technology Department to budget for expansion of the fiber network to provide Wi-Fi access at Heifetz Park.

5C Prioritize the Connect Home program to Community Development Authority (CDA) properties in South Madison, and if possible, at affordable housing sites. This will provide free digital literacy training, mobile hotspots, digital devices (like laptops and tablets), and free or low-cost internet access.

Strategy 6: Expand City accredited child care sites in South Madison.

6A If the Metro Transit transfer point is rebuilt, explore the possibility of including a child care center as part of a mixed-use transit center.



The City should provide the facility space at low or no cost and/or an operating subsidy to be sustainable over time to serve lower-income families. The City could also incentivize the development of child care facilities located on the first floor of privately-owned redevelopment projects receiving City financial assistance.

6B Identify ways to support childcare enterprises through a cooperative model. Employees on Madison’s north side are using the cooperative model and set aside funding to establish a sustainable childcare business.

Strategy 7: Create an environment that fosters the mental health and physical well-being of residents.

7A Strengthen the “Reduce Drug Harm and Violence” community initiative by Public Health to expand service in the South Madison area related to mental and physical health, domestic violence, and violence prevention and intervention.

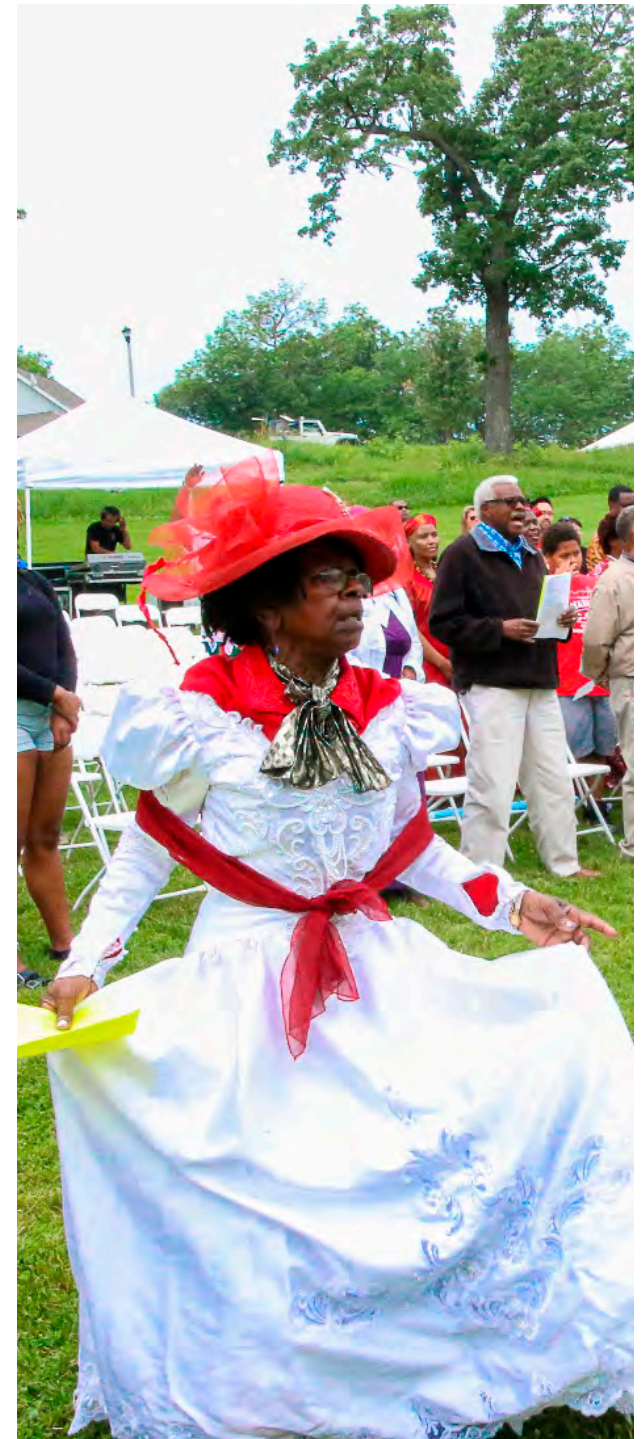
7B Mitigate environmental impacts such as air, water, and noise pollution by prioritizing funding for programs around energy, climate, and resilience and continuing an awareness campaign about climate change in South Madison.

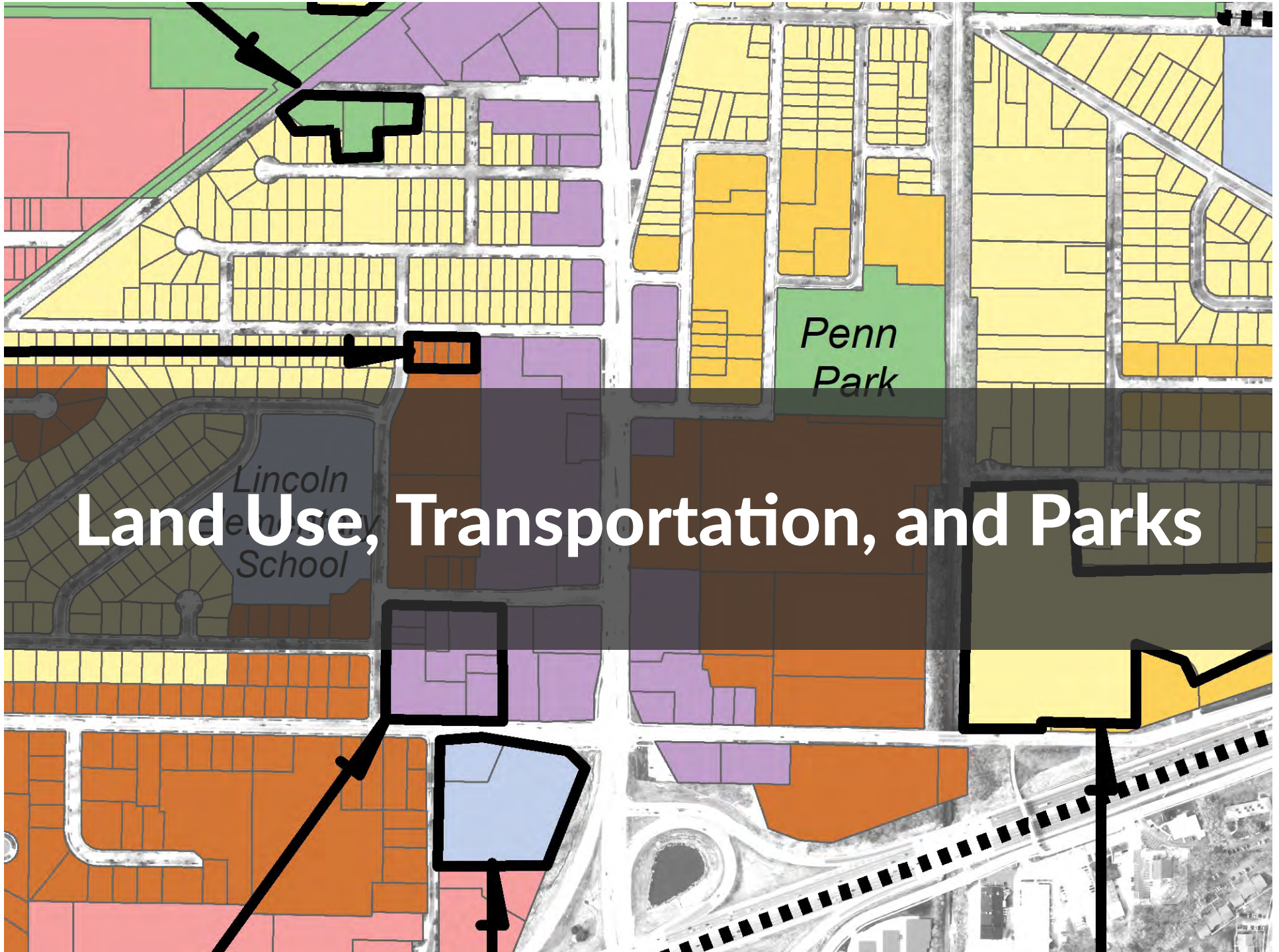
7C Inform residents and business owners about sustainability programs to help install solar, upgrade HVAC, and improve indoor air quality. This includes programs such as MadiSUN, Focus on Energy, Project Home and PACE-WI.

Strategy 8: Work with cultural organizations and other non-profits to support arts education and arts programming in the area.

8A Explore the available location(s) for artist-in-residence programs, for example, a poet-in-residence program at the library, or invest in a small space that can accommodate an artist-in-residence, like the Thurber Artist in Residence Program in the Darbo neighborhood.

8B Support studio for artists, maker spaces, temporary exhibitions, and a robust collection of culturally relevant art for non-profits such as the Center for Black Excellence and Culture, Madison Collage, Mt. Zion, Centro Hispano, UW Odyssey Campus, Public Library, and other local community serving sites.





Land Use, Transportation, and Parks

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Goal

Promote development that will enhance South Madison neighborhoods and preserve single-family and two-family residential areas within neighborhoods, while encouraging multifamily and mixed-use projects along major transportation corridors.

Provide a balanced, efficient, and safe transportation system for:

- pedestrians
- bicycles
- mass transit
- motor vehicles

Support improving existing recreational and open space facilities including the accessibility to parks, park facilities, and community gardens.

Overview

This chapter expands upon the *Comprehensive Plan* goals: “Madison will be comprised of compact, interconnected neighborhoods anchored by a network of mixed-use activity centers” and “Madison will have a safe, efficient, and affordable regional transportation system that offers a variety of choices among transportation modes.”

Land Use

Approximately every ten years the City’s *Comprehensive Plan* is updated to reflect changes within the community. In 2018, the City of Madison adopted an updated *Comprehensive Plan* that provides a general land use guide for policymakers regarding the parameters for change to the City’s physical environment as property owners initiate development. In addition, sub-area plans, such as the *South Madison Neighborhood Plan*, are adopted as part of the *Comprehensive Plan* to provide policymakers with more detailed

information regarding future land use changes.

Community input highlighted the importance of preserving the existing housing stock in residential areas to ensure the retention of single-family, owner-occupancy. Several areas are identified for proposed amendments to the *Comprehensive Plan* Future Land Use Map. (See **Map 5**). The Plan preserves the residential character in the interior of the neighborhoods; promotes residential, mixed-use, or commercial along the major transportation corridors; and retains existing commercial areas. Additional details for specific areas are located in the Zoning and/or Focus Area Concepts sections of this chapter.

Please consult the [2018 Comprehensive Plan](#) for a detailed description of the land use districts for South Madison shown on **Map 5**.

Zoning

The City of Madison Zoning Ordinance is the primary regulatory tool used to implement the Future Land Use Map. The ordinance also includes bulk requirements for buildings such as height and setbacks.

Maps 6 and 6A depict proposed zoning changes within the study area, including proposed zoning classifications for Town of Madison properties attaching to the City of Madison after October 31, 2022. The zoning classifications recommended in the plan best reflect the future land uses recommended for the area as shown on **Map 5**. The Plan does not recommend any zoning changes for City of Madison properties.

Height Map

The Plan includes a height Map that indicates recommended maximum building heights for

properties within the study area. The building heights relate to the proposed land use and zoning classification for properties (see **Map 7**).

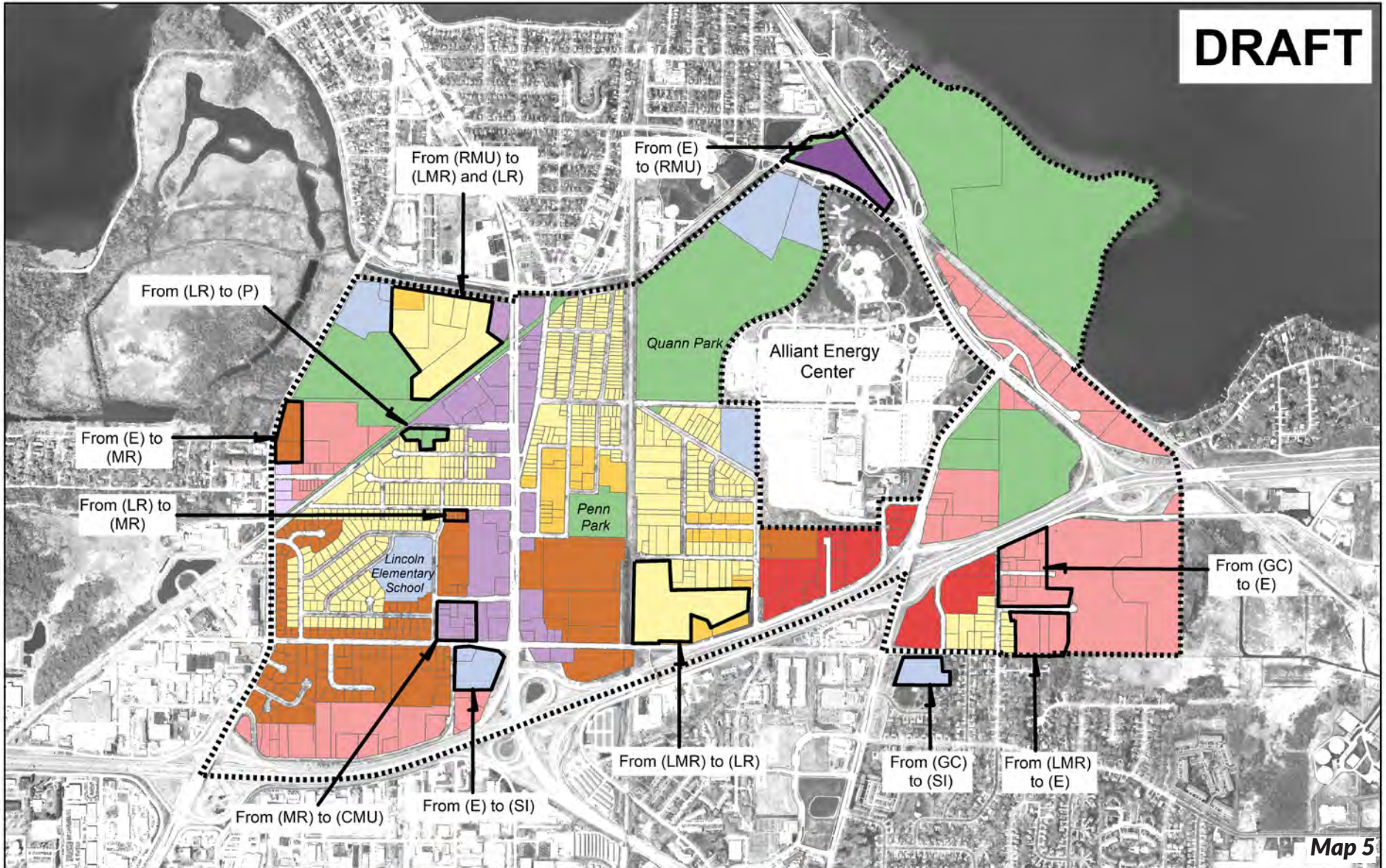
Urban Design District No. 7

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.



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Map 5

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)

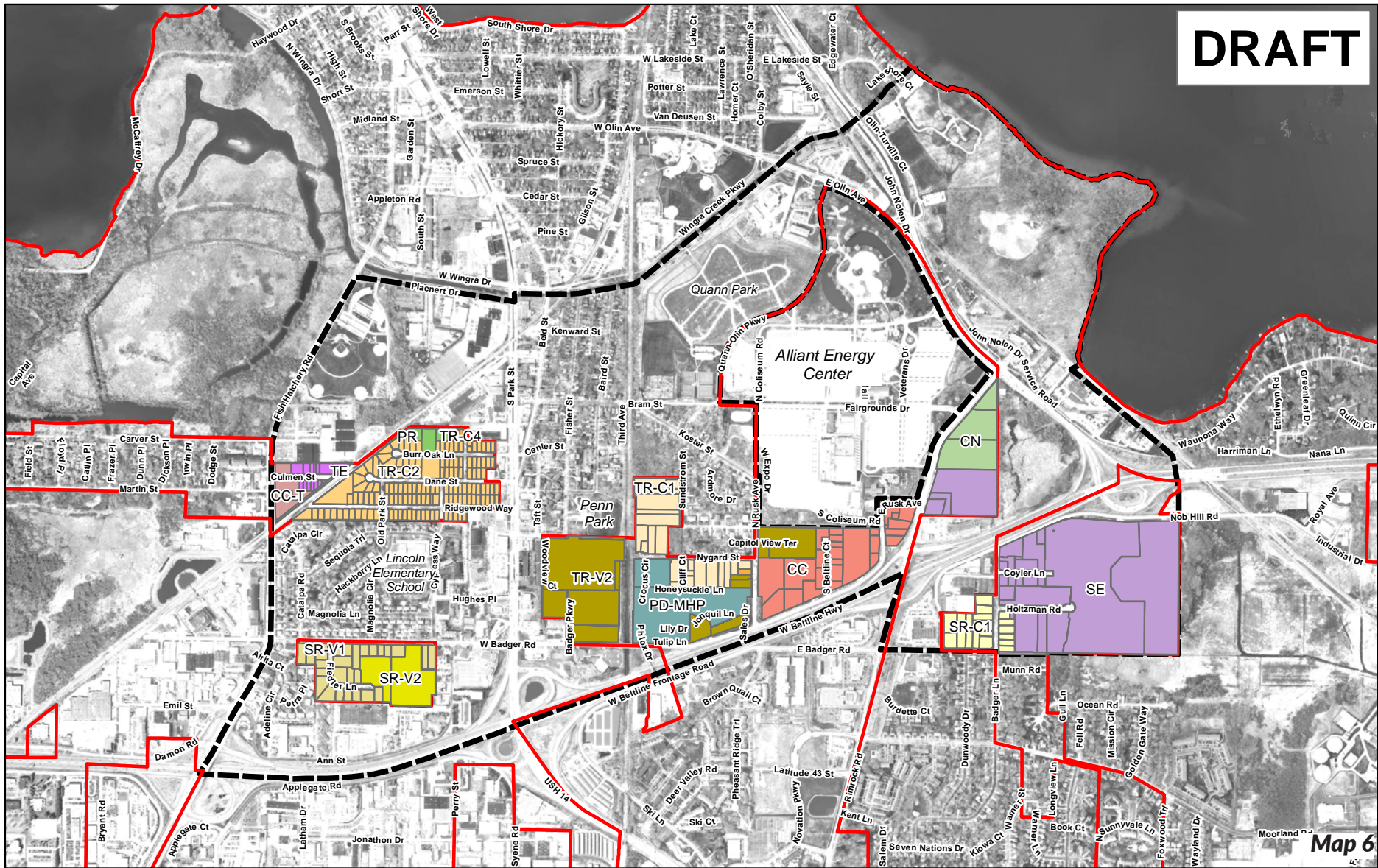
Changes from Adopted Comprehensive Plan

Study Area Boundary



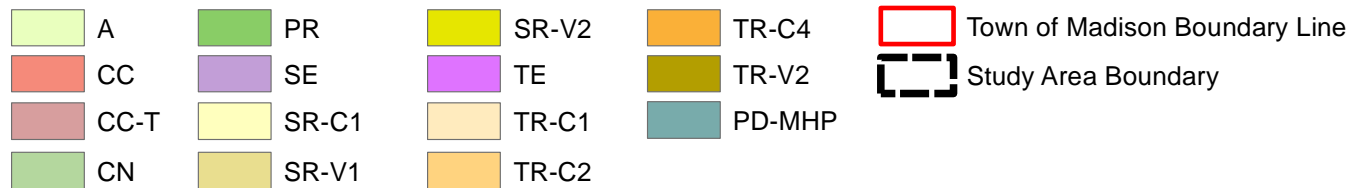
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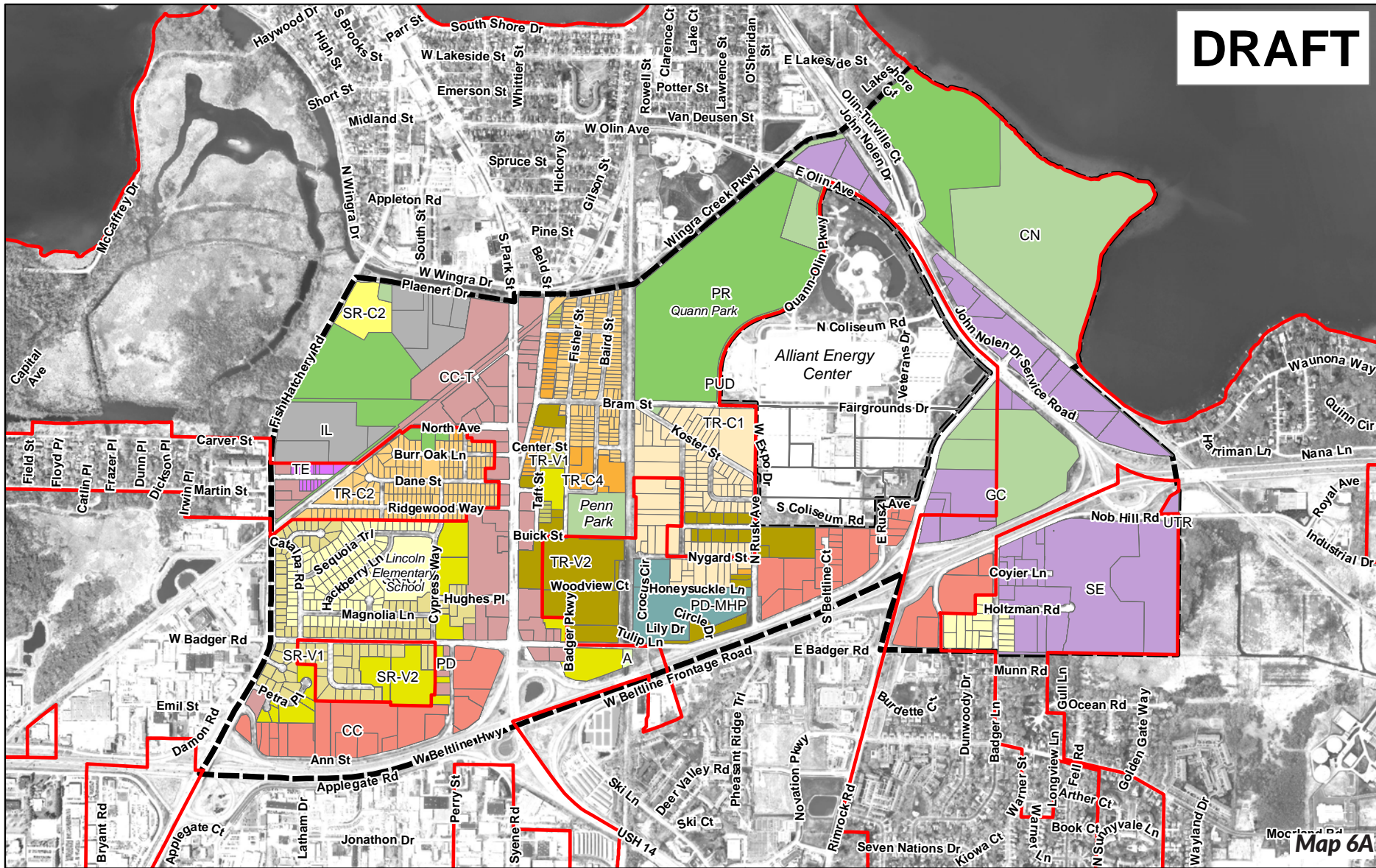
Map 6

Proposed Zoning for Town of Madison



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Proposed Zoning for Town of Madison and City of Madison

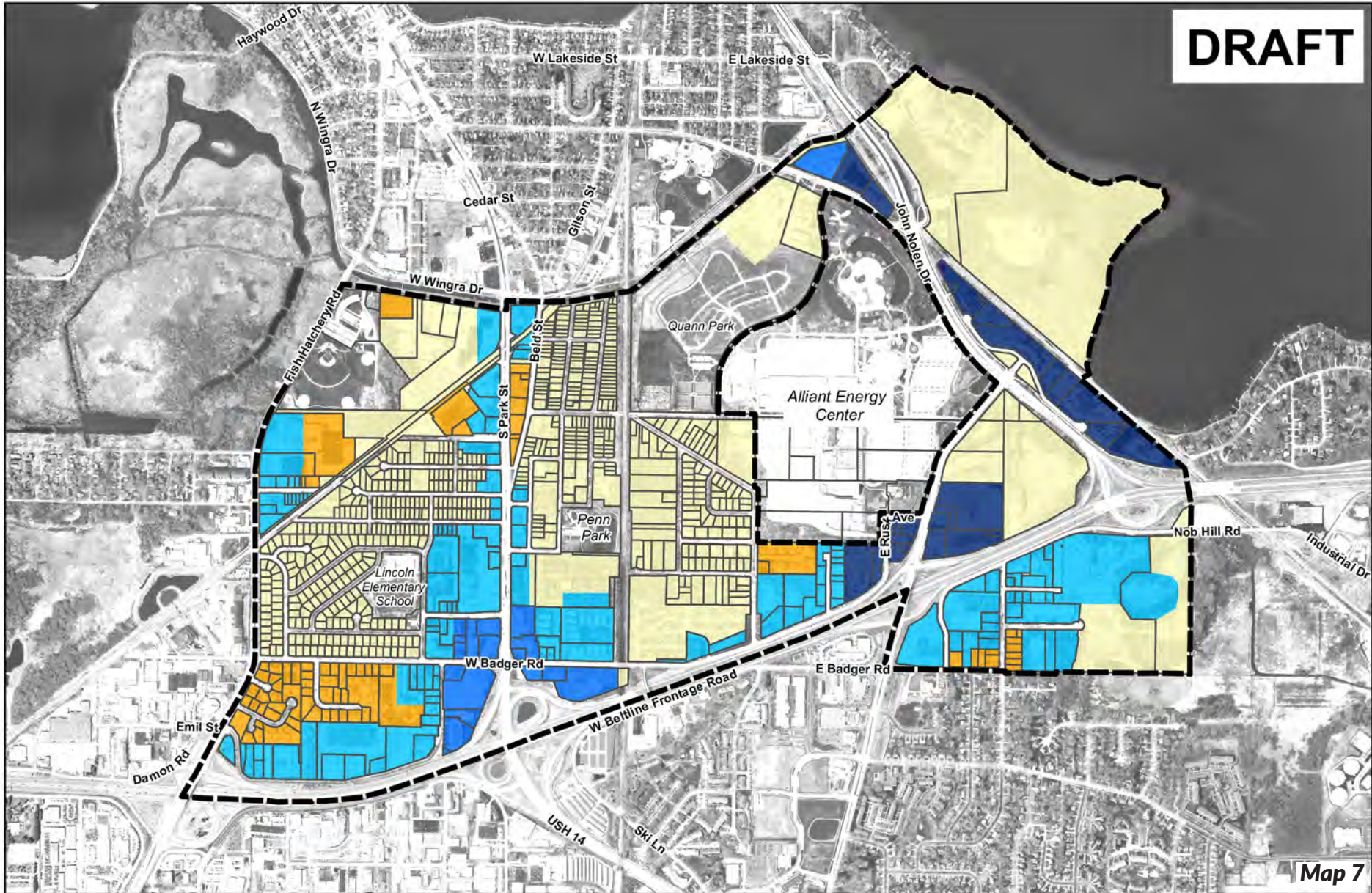
A	CN	NMX	SE	SR-C3	TR-C1	TR-U1	TSS
CC	EC	PD	SEC	SR-V1	TR-C2	TR-U2	Town of Madison Boundary Line
CC-T	IG	PD-MHP	SR-C1	SR-V2	TR-C3	TR-V1	Study Area Boundary
CI	IL	PR	SR-C2	TE	TR-C4	TR-V2	



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Map 6A

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Maximum Building Heights



Focus Area Concepts

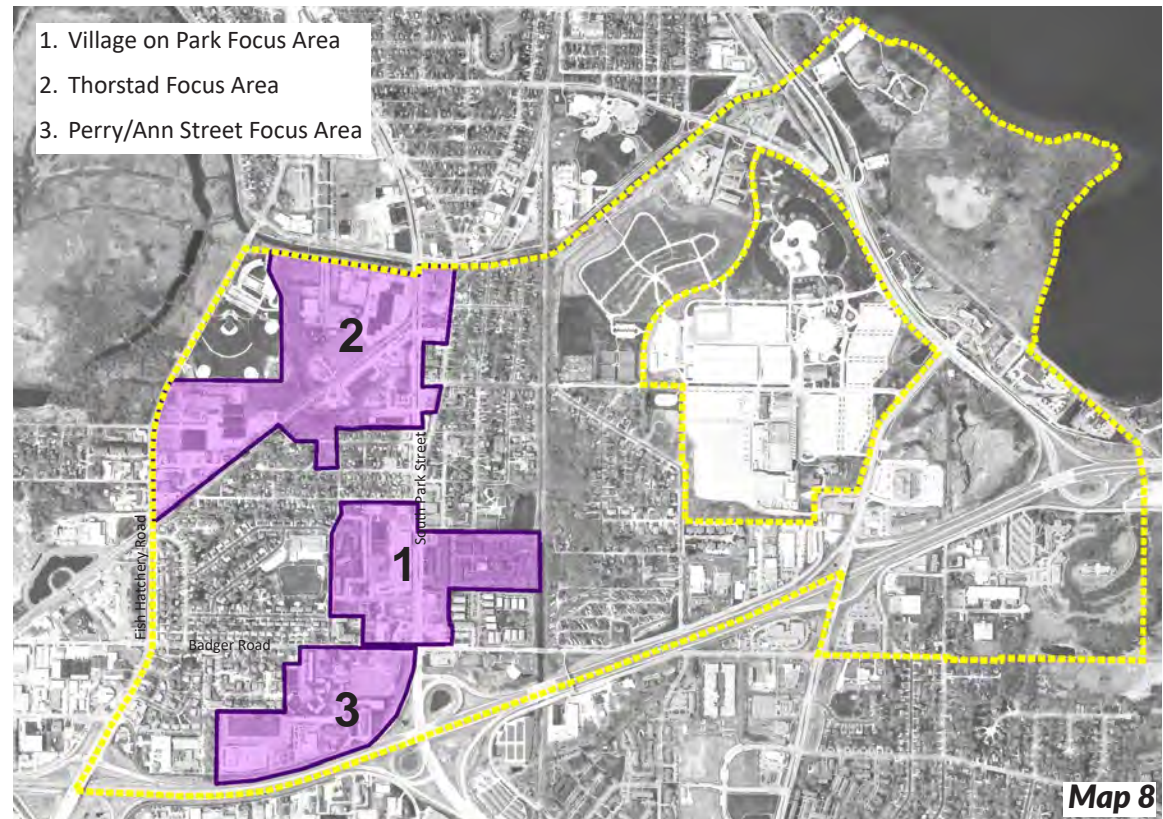
The Plan includes three focus areas in South Madison for potential redevelopment (see **Map 8**). The three focus areas are the Village on Park, Thorstad Area, and Perry and Ann Street Area. The focus area concepts illustrate the vision for the area and are blueprints for future development. The concepts address community feedback during the Plan process and are meant to guide future development if/when it occurs, as well as guide public investment that may occur within the Plan boundaries. The concepts are intended to guide how redevelopment in the focus areas may occur; however, the Plan does not require property owners to change their property use or redevelop.

Village on Park Focus Area

See **Figure 3** for the Village on Park Focus Area Development Concept.

The Village on Park is the town center for the south side, with anticipated phased improvements over the coming years. The “north building” portion of the Village on Park is slated for demolition in early 2022. A surface parking lot is planned to be constructed where the “north building” stood. A four-story mixed-use building is proposed to be constructed starting 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 is planned to 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 multifamily building and the extension of Buick Street



to Cypress Way as a public street to improve the connection between the Bram’s Addition and Burr Oaks neighborhoods and create a direct multi-modal linkage between Lincoln Elementary School and Penn Park. West of the Village on Park, the Plan envisions redevelopment of the existing apartments with medium-density housing up to 5 stories tall, with frontage along Cypress Way and a new north-south street that will extend from Ridgewood Way and Badger Road, which will provide access to the new housing units called for north, west, and south of the town center.

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.

East of South Park Street, the focus area calls for a gateway redevelopment at the Badger Road intersection and an expansion of Penn Park further south. West of the park expansion and Fisher Street extension, the Plan recommends that townhouses be developed to increase opportunities for home ownership within the planning area. Some of the density may shift towards the South Park Street frontage to make implementation of this recommendation more feasible.

The Village on Park

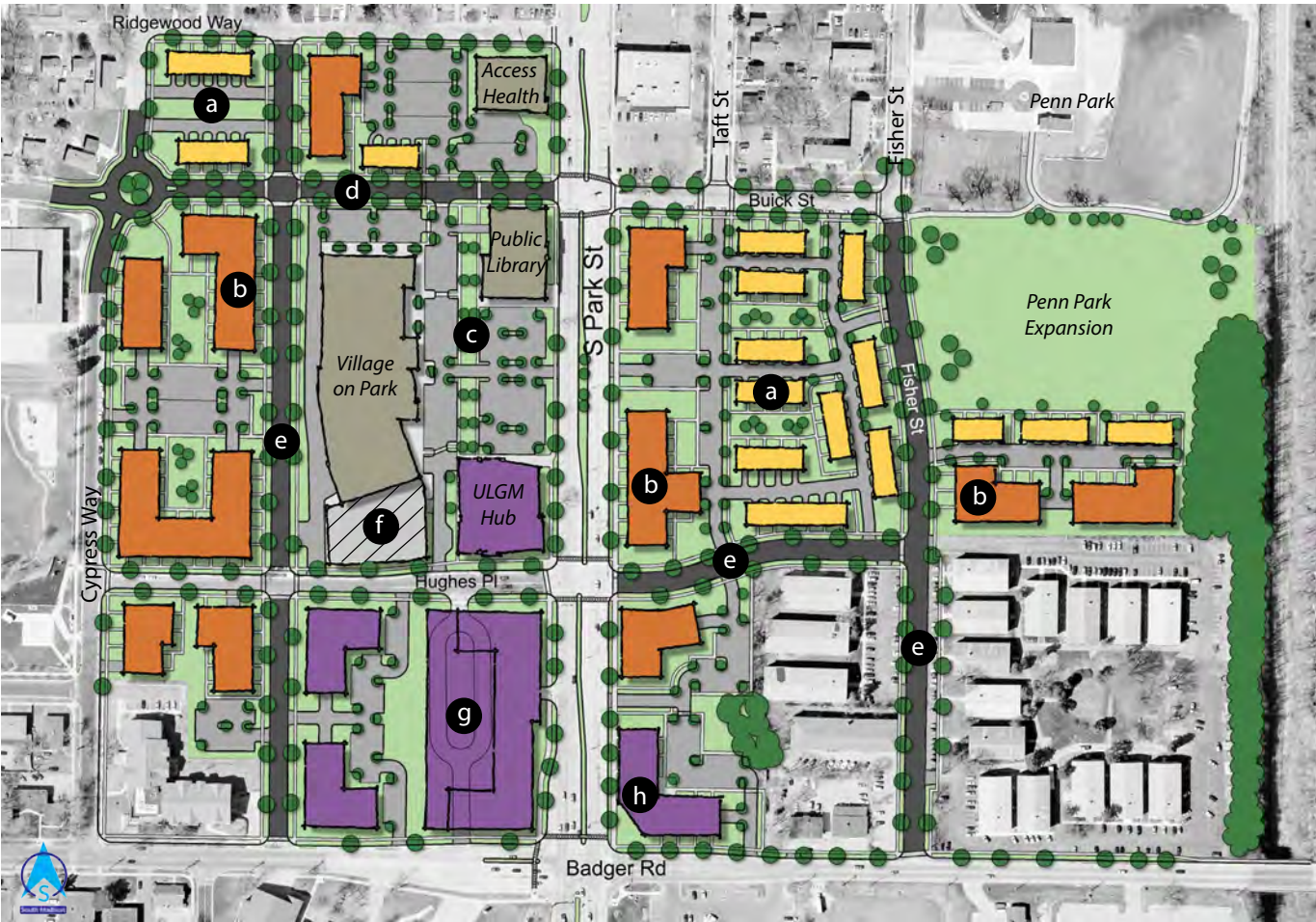
Concept Highlights

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 priority street connection to bring improved connectivity to the focus area.
- e** New secondary street connections to bring improved connectivity to the focus area.
- f** Parking structure.
- g** Mixed-use building including: Metro Transfer Point, structured parking, commercial, and residential.
- h** Gateway mixed-use building, commercial on the first floor, residential above.



Proposed Land Use

Low-Medium Residential	Existing Building
Medium Residential	Parking Structure
Mixed-Use	

The purpose of this concept is not to assign a particular use on a particular lot. Rather, it is meant to explore and illustrate the fundamental planning and design principles that can shape the area into a more attractive, cohesive, functional and economically-vibrant place.

Figure 3

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

Thorstad Focus Area

See **Figure 4** for the Thorstad Focus Area Development Concept.

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, the post office, and a grocery store planned north of Wingra Creek. A portion of the multifamily residential is located in mixed-use buildings with neighborhood-serving retail on the first floor. This focus area was identified as the best potential location to incorporate a large number of single-family detached residences, which the community identified as a critical need during the planning process as a means of better balancing the ratio of multifamily residences and single-family residences in South Madison and to create more opportunities for home ownership.

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

Connectivity improvements proposed in the concept include: a path to the middle school and a new east-west street leading from South Park Street to Fish Hatchery Road that will provide access between the two major corridors and reduce the size of the large block that exists

currently. The Cannonball Bike Path extension and new Wingra Creek amenities will directly connect to the UW Arboretum.

Heifetz Park is a Town of Madison Park that will attach to the City of Madison in 2022 and is split in two parts by Burr Oak Lane. The focus area concept proposes to subdivide the portion of the park south of Burr Oaks Lane into new single-family lots while expanding the northern portion of the park to approximately 3 acres to provide space for new amenities such as additional field space and updated playground equipment.

Perry Street and Ann Street Focus Area

See **Figure 5** for the Perry/Ann Street Focus Area Development Concept.

Growing new employment opportunities with career wage earning jobs is a priority for this focus area. New industrial/flex buildings along Ann Street would offer affordable space for start-ups and to grow businesses. This focus area includes a multi-modal public street across the Beltline to connect the two sections of Perry Street. The proposed extension of Perry Street over the Beltline will allow vehicles, buses, bicyclists, and pedestrians to access the businesses located south of the Beltline. **Figure 5** illustrates one potential alignment for the extension of Perry Street across the Beltline. However, the exact alignment will be determined through a future study and public input process. Two new north-south street connections between Ann Street and Badger Road in the area of Fiedler Lane and Parker Place are recommended to improve neighborhood connectivity and facilitate the

development pattern shown on **Figure 5**. Any future street network south of Badger Road should attempt to align intersections with streets to the north and integrate with existing streets if possible.

Low-medium residential is proposed as a transition between the proposed employment uses along Ann Street and the existing residential units in the neighborhood.

There are a number of community-serving nonprofit organizations located in South Madison, many at the Village on Park. In order for the nonprofits to expand their services to the community it may be necessary for them to relocate within South Madison. It may be appropriate for these providers to relocate in areas designated for mixed-use or medium residential shown on **Map 5**.

See **Figure 6** for a composite of the three focus areas.

Madison Mobile Home Park/ Sundstrom Street Area

Based on community feedback, the *South Madison Plan* does not include a focus area concept for the Madison Mobile Home Park/ Sundstrom Street area located north of Badger Road, west of the Alliant Energy Center campus, and east of the railroad.

However, the Plan recommends that the Madison Mobile Home Park (“MMHP”) remains a mobile home community as an important source of low-cost housing within the area. See the Housing chapter for more recommendations for MMHP.

Thorstad Site

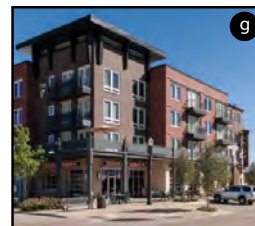
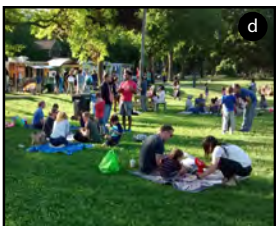
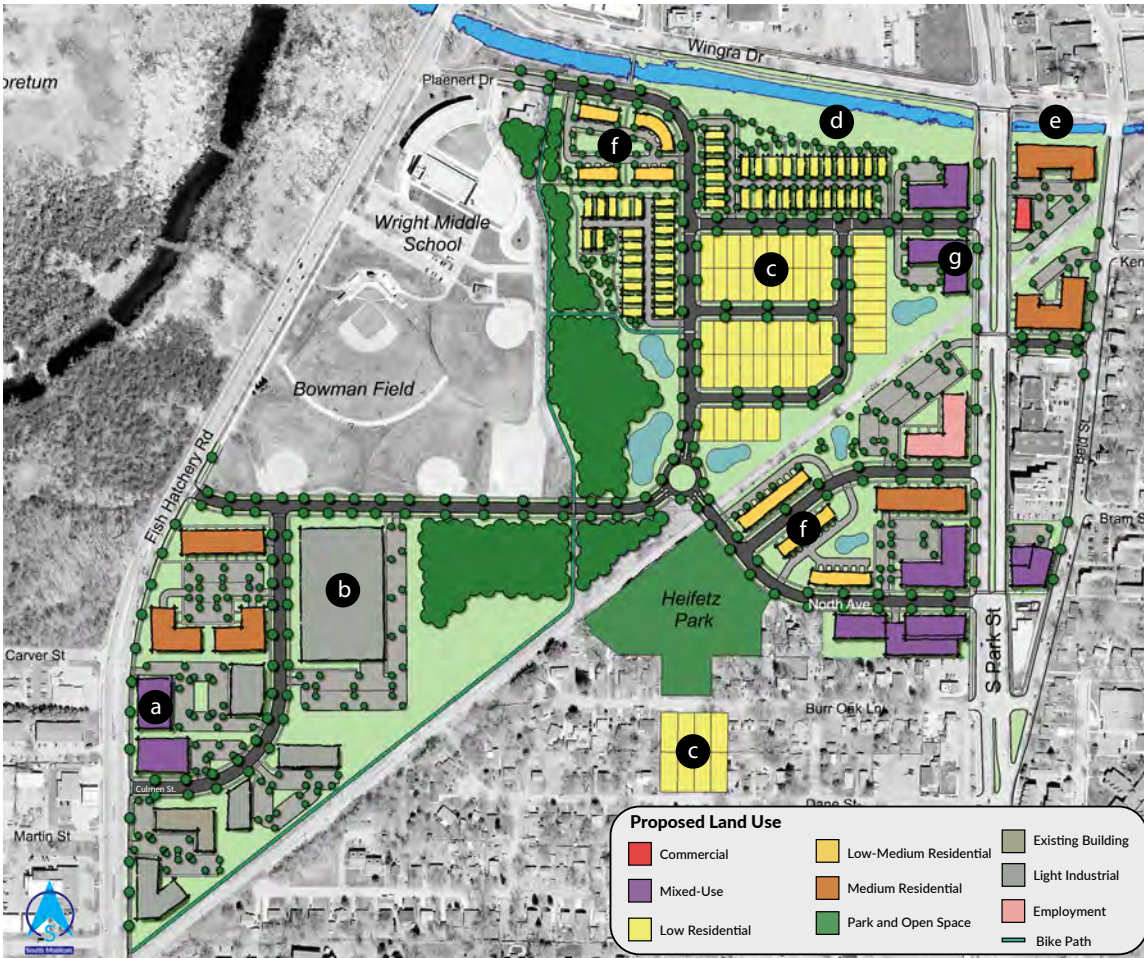
Concept Highlights

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.



The purpose of this concept is not to assign a particular use on a particular lot. Rather, it is meant to explore and illustrate the fundamental planning and design principles that can shape the area into a more attractive, cohesive, functional and economically-vibrant place.

Figure 4

Perry & Ann Streets

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** Medium density residential fronting on new street grid.
- b** A comprehensive street network to facilitate circulation, with pedestrian and bike amenities.
- c** New bridge over Beltline with ped/bike amenities connecting to Perry Street south of the Beltline.
- d** 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.



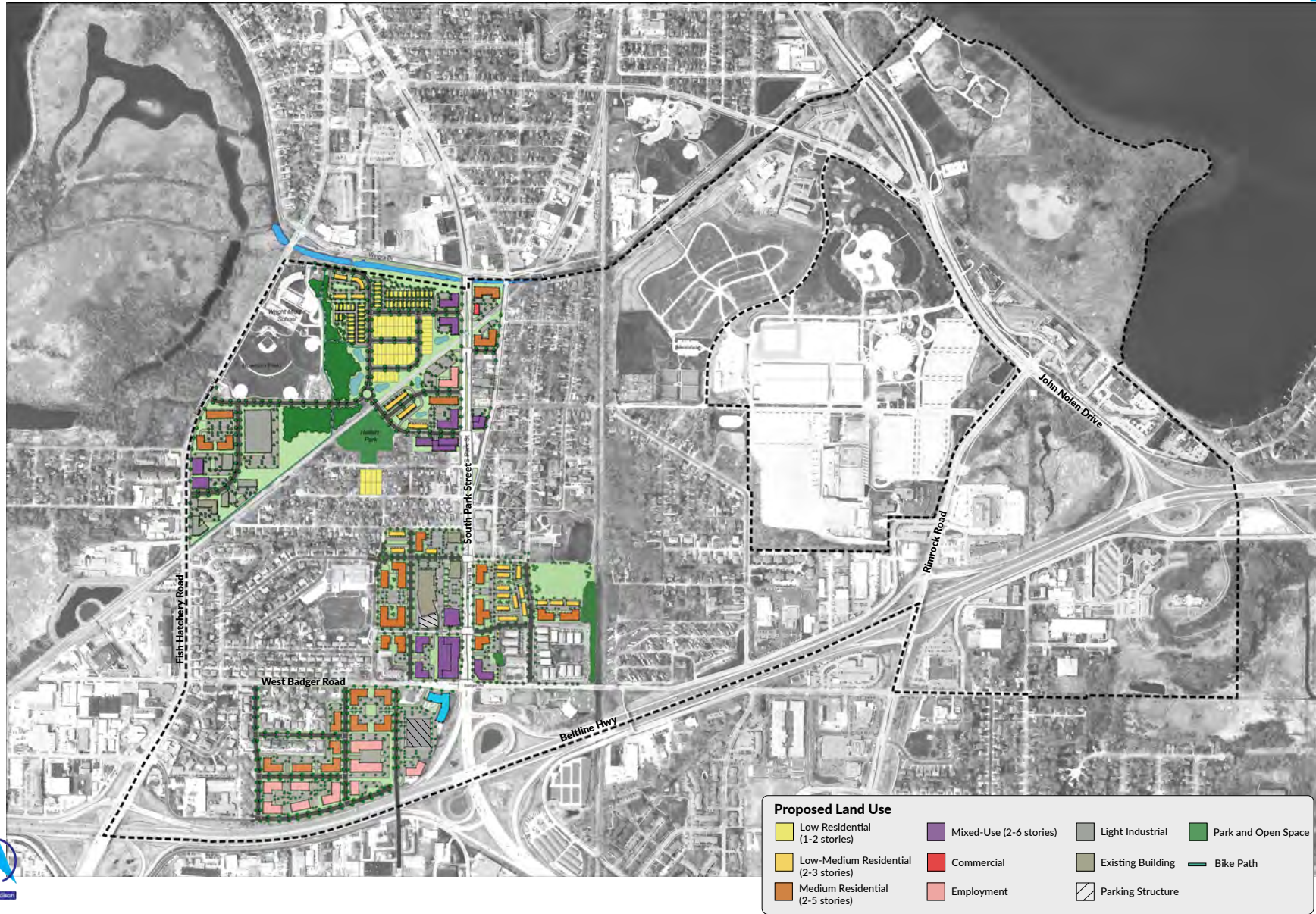
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The purpose of this concept is not to assign a particular use on a particular lot. Rather, it is meant to explore and illustrate the fundamental planning and design principles that can shape the area into a more attractive, cohesive, functional and economically-vibrant place.

Figure 5

Figure 6

Focus Area Concepts



Surrounding MMHP, the Future Land Use Map recommends development of new housing in up to five-story buildings along Badger Road west of Rusk Street. New housing in this area should be carefully planned to integrate with the mobile home community that will surround those housing sites. Any redevelopment of the Hookah Lounge site or the site owned by TMJ II LLP should be built into the hill, with the height of any new construction measured from the southeast corners of the properties and not from the top of the hill so that the development will not loom over the adjacent mobile home park.

East of Rusk Street, the Plan recommends General Commercial uses in buildings up to eight stories tall in the South Beltline Court area. Future development in this area should capitalize on its visibility from the Beltline, adjacency to the Alliant Energy Center campus, and access provided by the Rimrock Road-Beltline interchange. New development in this area could include office buildings and hotels; however, new housing is not recommended in this area due to its relative isolation from residential-serving uses such as schools and public parkland for active recreation. However, the South Beltline Court area could become more appropriate for residential uses later during the lifespan of the *South Madison Plan* if the Alliant Energy Center redevelopment proceeds and access and circulation improve, which could reduce the isolation of this area and make it more conducive to residential uses.

Otherwise, the low-density residential character of the area north of MMHP and Nygard Street should largely remain unchanged from its current state, although opportunities for further subdivision of the large single-family residential parcels north of Nygard Street and west of

Sundstrom Street should be pursued to allow additional single-family units to be created. The Plan also encourages that better access to Quann Park be created for the neighborhood south of Bram Street and that opportunities be pursued to improve stormwater management in this area. While not mapped, the Plan also supports the creation of a connection between Fisher Street/Penn Park and Sundstrom Street to improve connectivity between the Bram's Addition and Capitol View neighborhoods across the railroad corridor.

“Olin Triangle” Area

The Proposed Land Use Plan identifies the “Olin Triangle” area located north of the Alliant Energy Center and bounded by E Olin Avenue, John Nolen Drive, and Wingra Creek for Regional Mixed-Use development (see **Map 4**).

The *Comprehensive Plan* currently identifies this area for Employment consistent with the predominant use of the land in the triangle, which includes three two-story office buildings as well as two restaurants.

The proposed Regional Mixed-Use (RMU) recommendation is consistent with a recommendation in the *Destination District Vision and Strategy (DDVS)* accepted by Dane County in 2018 as part of its *Alliant Energy Center Campus Master Plan* efforts, which identifies the area for mixed-use redevelopment in taller buildings to take advantage of views of Lake Monona. Although the *DDVS* has not been formally adopted by the City, the *South Madison Plan* staff team generally agrees with the finding in the strategy document that the properties within the Olin Triangle could be redeveloped with mixed-use development at relatively high densities, which includes mixed-income housing

and office on upper floors and retail on lower floors.

In addition to the RMU recommendation, the proposed height map recommends that new development in the Olin Triangle could be up to 12 stories tall closest to John Nolen Drive before stepping down to a maximum of eight stories closer to Wingra Creek and the Bay Creek neighborhood to its west. Any redevelopment in the Olin Triangle should include high-quality, four-sided design given the considerable visibility of properties within the Triangle, particularly from John Nolen Drive. New construction adjacent to Wingra Creek should activate the creek and adjoining bike trail.

Parks

South Madison has multiple parks and open spaces in the plan study area: Penn Park, Bowman Field, Quann Park, Olin-Turville Park, Cypress Spray Park, Heifetz Park, Fisher Street Park and Newville Park. However, access to these parks and open spaces is challenging due to barriers such as major transportation corridors like South Park Street, John Nolen Drive, and railroad tracks. Park equipment and facilities need improvement, expansion, or replacement. See the strategies and recommendations at the end of the chapter for more detailed recommendations.

Transportation

The Plan addresses various ways to improve connectivity in South Madison for pedestrians, bicyclists, and vehicles; future street connections/extensions, future pedestrian bicycle paths/routes, and filling in sidewalk gaps.

Future Street Network

Map 8 shows the proposed future street network improvements in South Madison. The Plan recommends potential future street connections that are critical to the future connectivity of South Madison. Future streets on **Map 8** are broken into two categories: Priority Street Connections and Secondary Street Connections. Priority streets on **Map 8** represent the most important connections identified to improve connectivity between different areas within and adjacent to South Madison, including connections that reduce large block sizes and create more direct connections to neighborhood institutions like schools and parks. Priority connections may also facilitate future redevelopment called for in the focus areas. Secondary connections on **Map 9** reflect the type of connectivity and development pattern desired if redevelopment in and near the focus areas occurs. The final location and width/cross-section of the street connections in the Plan will be determined in the future at the time of implementation of each individual connection.

Future Pedestrian/Bicycle Network

Map 10 shows the existing and proposed future pedestrian and bicycle network in South Madison. The Plan proposes the extension of the Cannonball Bike Path from where it currently ends at Fish Hatchery Road to the north to intersect with the existing path along Wingra Creek. An off-street pedestrian/bike connection to the Capitol View neighborhood is proposed to head east from Dane Street across the railroad tracks and into the neighborhood. New crossings of railroad tracks require Office

of the Commissioner of Railroads (OCR) approval and is not a given. A new on-street bicycle facility is proposed on Fisher Street from Wingra Creek south to Buick Street. The Plan proposes two Bicycle stations be added to the study area, one at Madison College and the other in the Thorstad Focus Area.

There are a number of areas with gaps in the sidewalk system. See **Map 11** for areas the Plan proposes to eliminate the gaps in the sidewalk system.

Strategy 1: Incorporate proposed land use changes into the Comprehensive Plan as part of the next update.

1A See **Map 5** for proposed land use changes.

Strategy 2: Request zoning Map amendments for the following areas/parcels:

2A See **Maps 6 and 6A** for proposed zoning changes.

Strategy 3: Implement new streets.

3A See **Map 9** for proposed future streets to be implemented. Priority Street Connections are the most critical connections identified in the Plan and should be evaluated for reserving on the City's Official Map pursuant to the process outlined in Madison General Ordinances. At a minimum, Priority Street Connections shall be implemented across private properties as part of any future redevelopment. Secondary Street Connections will primarily be implemented in the future as part of the redevelopment of parcels on and through which secondary connections are shown.

Strategy 4: Improve transit service, especially to peripheral employment and residential locations, with a focus on reducing the travel time for transit-dependent populations.

4A Implement bus rapid transit (BRT) to improve travel times, enhance reliability, and increase ridership.

4B Prioritize improved service for transit-dependent populations when integrating Madison Metro routes and schedules with BRT.

4C Ensure all populations benefit from the City's transportation investments. Use the City's Racial Equity and Social Justice Initiative (RESJI) tools to inform major transportation projects.

4D Explore viability of late night bus service (third shift workers).

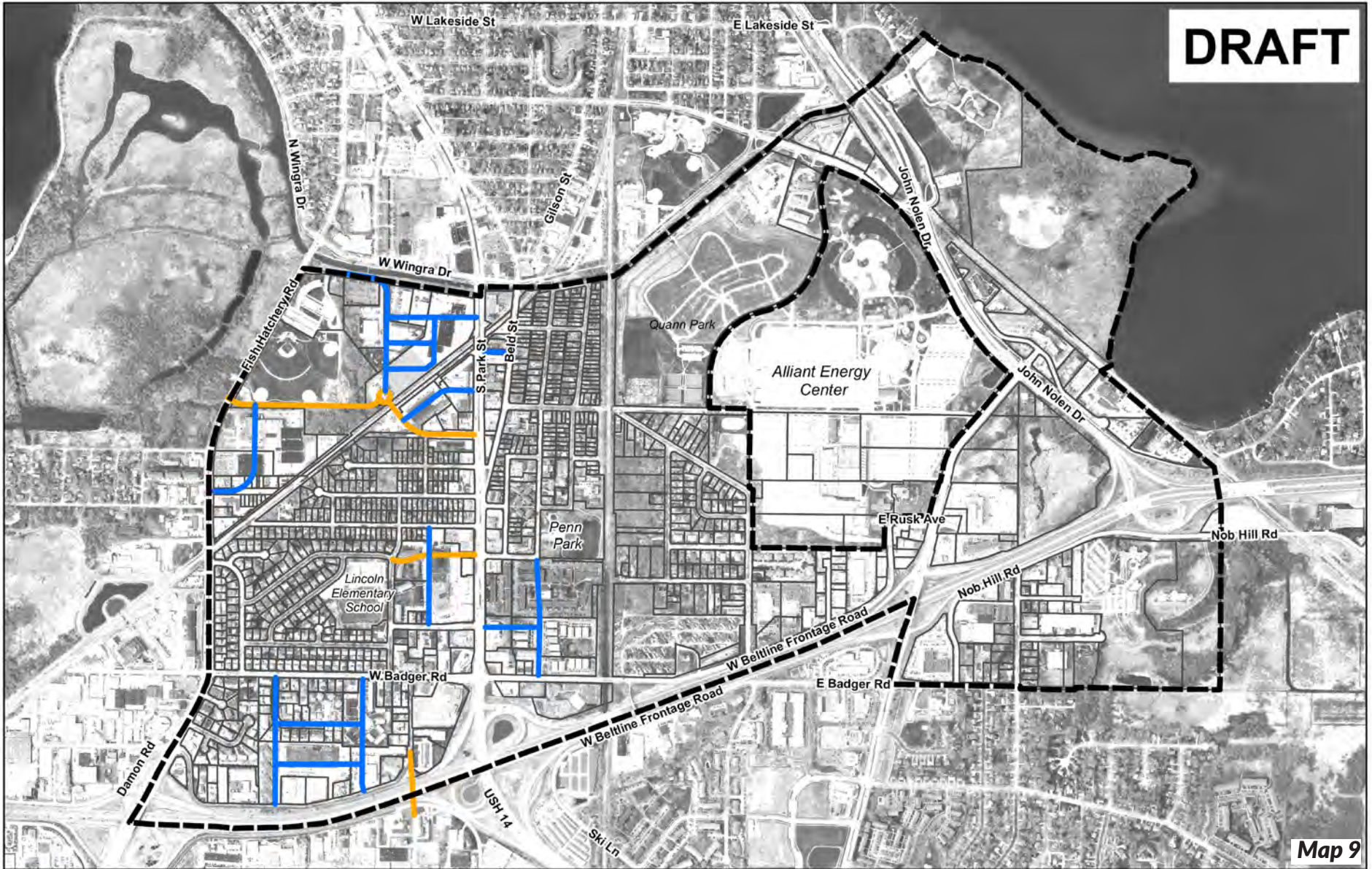
Strategy 5: Expand and improve pedestrian and bicycle networks to enable safe and convenient active transportation.

5A Evaluate and proactively fill gaps in the pedestrian and bicycle network. See **Map 11**.

5B Develop a north-south pedestrian/bicycle route to connect South Madison to neighborhoods north of Wingra Creek. See **Map 10**.

5C Integrate pedestrian and bicycle safety improvements and amenities into new and reconstructed streets. Include lights on new and existing pedestrian/bicycle routes.

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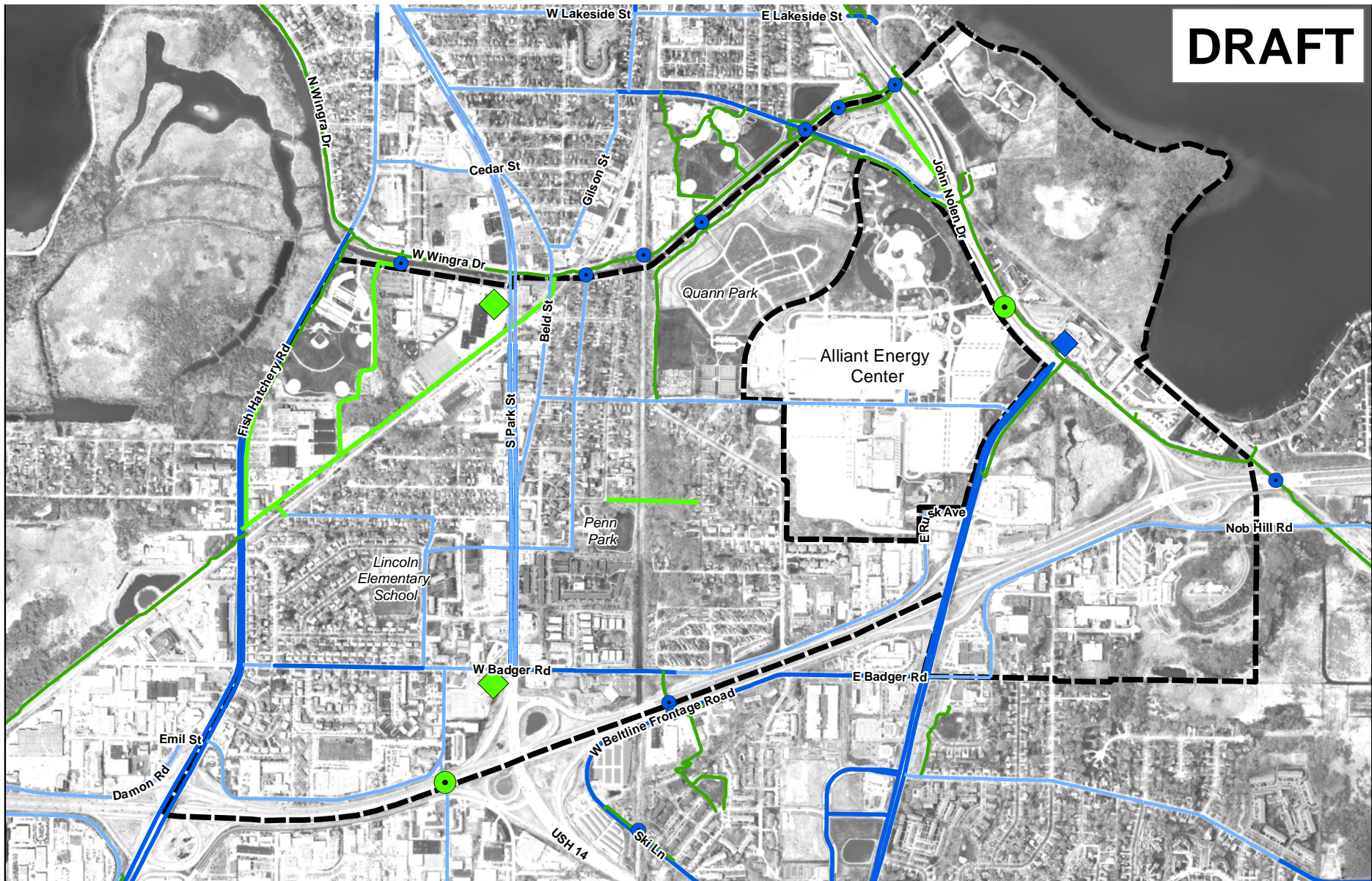
Future Street Network

-  Priority Street Connections
-  Secondary Street Connections
-  Study Area Boundary



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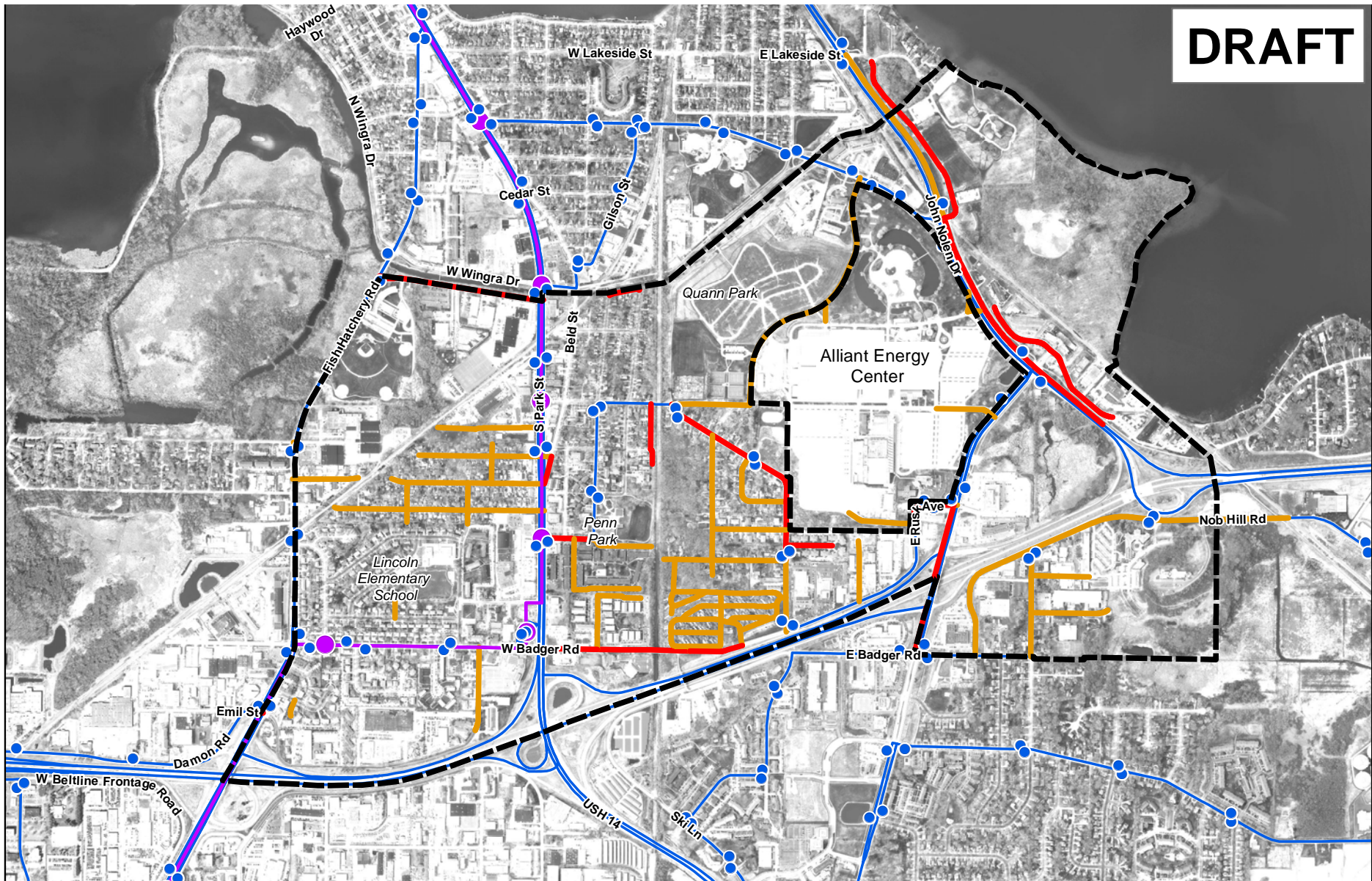
Pedestrian and Bike Improvements

Map 10

- 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
- Study Area Boundary



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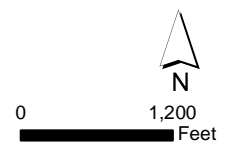


Sidewalk Gaps

- Gap in Sidewalk Network (both sides)
- Gap in Sidewalk Network (one side)
- Study Area Boundary

- Metro Bus Stops
- Metro Bus Routes
- Future BRT Station
- Future BRT Route

Map 11



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5D Convert or seek easement for the north-south rail line (west of Quann Park) for a multi-use path.

5E Convert Fisher Street and Beld Street to bicycle boulevards.

5F Extend the Cannonball Path from Fish Hatchery Road to Wingra Creek along the railroad track and natural area adjacent to Bowman Park and Wright Middle School.

5G Create a pedestrian/bicycle path from Dane Street to Sundstrom Street.

5H Add lighting to pedestrian/bicycle path in Quann Park.

5I Expand the bike share program to the South Madison study area. Locations to consider include:

- Madison College
- Park Street and Plaenert Drive (Thorstad Focus Area)

5J Create multi-modal access opportunities along Bram Street and Sunny Meade Lane to improve west-east connection to and from the neighborhood.

Strategy 6: Concentrate the community-benefiting development along transit corridors and at Focus Areas.

6A Study the creation of a Transit Oriented Development (TOD) overlay zoning along BRT and other existing and planned high-frequency transit service corridors to create development intensity minimums, reduce parking requirements, and support transit use. The TOD overlay should not supersede Plan recommendations, but should assist in

implementing the recommendations (building heights, land use, etc.) to avoid displacement and gentrification.

6B Ensure that redevelopment is well-integrated with adjacent low-density residential areas.

6C Maintain existing small businesses along South Park Street between the Village on Park and Wingra Creek and encourage new locally-owned small businesses to locate in the corridor to serve South Madison.

Strategy 7: Identify areas for new or expanded park facilities and park facility improvements.

7A Provide park facilities for seniors that offer both independent and guided exercise at Penn Park and Heifetz Park (e.g., benches and picnic tables in shaded areas, pickleball court)

7B Provide ADA accessible play equipment to school-age residents with physical disabilities at existing open areas such as Penn Park and Heifetz Park.

7C Develop an interconnected system of parks, greenways, and trails to take advantage of the close proximity to the natural resources within the neighborhood, such as the UW Arboretum and Dane County Parks system to the south of West Beltline Highway.

7D Improve pedestrian access to Quann Park from Bram Street.

7E Install new park amenities at Quann Park. Possible changes include, but not limited to: playground equipment, bathroom facilities, benches, and picnic Tables.

Strategy 8: Maintain and celebrate existing public art while continuing to commission new work that reflects the core values of the residents.

8A Identify possible locations for the creation of outdoor public art, both on private and public land such as the South Transfer point, Penn Park, Cannonball Path, smaller South Madison Parks, and along Wingra Creek.

8B Commission and replace “Tree of Life” by Charles Mertes, the Black Mother and Child sculpture that was located at Newville Park (Beld & Bram).

8C Pay community artists to work with residents to create surface painting/murals/designs throughout the area. For example, work with Hip Hop Architecture Camp to incorporate a youth designed bike lane on Fisher Street.

8D Work with Fire Station 6 to create an exterior placemaking project that invites residents to meet and interact with the staff in a positive way.



South Park Street Corridor



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Goal

The *South Madison Plan* will promote and assist in the redevelopment of sites that will revitalize the South Park Street corridor into a place to live, work, and enjoy cultural experiences.

Overview

The Plan will support the redevelopment of underutilized sites to improve the economic vitality and appearance of South Park Street as a gateway corridor into Madison. The Plan offers ways to enhance the appearance of South Madison's principal gateways, arterials, and commercial business districts by improving the visual quality and functionality. The Plan proposes ways to improve the streetscape and pedestrian environment within existing commercial areas with trees, attractive signage, continuous pedestrian walkways, pedestrian-scale lighting, and other amenities. The Plan suggests ways to integrate public art into public and private spaces.

This chapter expands upon the *Comprehensive Plan* goal: "Madison will have a unique character and strong sense of place in its neighborhoods and the city as a whole."

STRATEGY 1: Cluster businesses in key locations along South Park Street to create retail nodes for the neighborhood.

1A Create two mixed-use nodes along South Park Street. One at Village on Park focusing on community services and one at the corner of South Park Street and Plaenert Drive (Thorstad Focus Area) focused on creating a new neighborhood with community-serving

uses (daycare, school, employment, affordable housing).

STRATEGY 2: Develop a gateway to South Madison at South Park Street and West Badger Road.

2A Develop a visual identity for the South Park Street corridor using elements such as: decorative paving, walls, monuments, banners, lighting, logos, landscaping, and pedestrian amenities. Locate buildings to frame the intersection.

STRATEGY 3: Improve pedestrian facilities along South Park Street.

3A Fill in gaps in sidewalk network. Widen narrow sidewalks.

3B Widen street terraces and add street trees. Plant trees in the median where possible.

3C Improve street lighting, pedestrian-scale lighting, and add distinct landmarks and wayfinding queues that can increase perceptions of safety in the area.

3D Add pedestrian amenities (benches, trash receptacles, bus shelters) in key locations.

3E Reconstruct South Park Street from Olin Avenue to the rail line south of Wingra Creek.

STRATEGY 4: Provide additional opportunities for off-street public parking.

4A Construct municipal parking lots to support the parking needs of businesses along South Park Street corridor.

4B Develop shared parking agreements between new development and existing businesses.

STRATEGY 5: Improve safety for pedestrians and vehicles along South Park Street.

5A Reduce speed limit on South Park Street from 30 mph to 25 mph.

5B Install traffic calming at Badger Road and South Park Street, Buick Street and South Park Street, 1800 – 1900 blocks of South Park Street, and Fish Hatchery Road and Martin Street.

STRATEGY 6: Revise Urban Design District 7 to align with South Madison Plan recommendations for development.

6A Add a height map detailing maximum building heights for development along the South Park Street corridor.





Implementation Matrix

Photo Credit: Hedi Rudd

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The matrix on the following pages outlines the initial implementation action steps that set up a structure for “how to do it.” As described throughout this Plan, significant redevelopment is expected and encouraged throughout the concept focus areas. The City will need to position itself to constructively partner with property owners, developers, nonprofit organizations, and State and Federal agencies to achieve the Plan’s goals. The following are the top recommendations as prioritized by residents who reside within the south Madison planning area.

Economic Development Chapter

1C Add community members to the current South Madison Implementation Team to coordinate, monitor and track plan implementation. Committee composition should include both City and community members.

2A Create a new program to assist with acquisition, financing, and the access to capital to grow commercial property ownership for locally-owned, minority-owned businesses. Building equity and long-term stability of locally-owned businesses without the uncertainty of the sale of property or non-renewal of a lease is a strategy to grow and retain the Black and Brown businesses in South Madison. Explore strategies such as commercial condominiums of first floor retail/office space, connecting City financing with a local network of banks, and crowdfunding to buy shares of a business that is seeking to raise capital.

Housing Chapter

2F To prevent displacement of older adults, continue Property Tax Assistance for Seniors program and develop and earmark targeted loan products for older adult owner households with limited equity in South Madison for home modifications that allow residents to age-in place.

3B Support the development of more housing units for older adults that are affordable in the area so that they can continue to live in South Madison.

Equitable Access Chapter

1C Ensure South Madison organizations that are currently funded by the City as Neighborhood Centers provide physical places for area residents to gather and build community, particularly for low- and moderate-income individuals and families. As a condition of continued funding, these organizations will be expected to provide easy access to their facilities and offer programs and services to a variety of age groups and all racial/ethnic groups in South Madison.

4B Over a five-year period, target the City Youth Employment Program to at least 100 more teens and young adults from the South Madison area so there are more activities and employment opportunities. Link youth to local businesses by including businesses in employment training programming. This would include expanding opportunities for all age groups in the 14-24 year old range. These contracts should start in 2023.

Land Use, Transportation, and Parks Chapter

6C Maintain existing small businesses along South Park Street between the Village on Park and Wingra Creek and encourage new locally-owned small businesses to locate in the corridor to serve South Madison.

4B Prioritize improved service for transit-dependent populations when integrating Madison Metro routes and schedules with BRT.

South Park Street Corridor Chapter

1A Create two mixed-use nodes along South Park Street. One at Village on Park focusing on community services and one at the corner of South Park Street and Plaenert Drive (Thorstad Focus Area) focused on creating a new neighborhood with community-serving uses (daycare, school, employment, affordable housing).

2A Develop a visual identity for the South Park Street corridor using elements such as: decorative paving, walls, monuments, banners, lighting, logos, landscaping, and pedestrian amenities. Locate buildings to frame the intersection.

Legend

\$ -----> \$\$\$\$

Lower Cost Higher Cost

- CDD** - Community Development Division
- EDD** - Economic Development Division
- Planning** - Planning Division
- City IT** - City Information Technology
- MMSD** - Madison Metropolitan School District
- Parks** - Parks Division
- CDA** - Community Development Authority
- PHMDC** - Public Health Madison Dane County
- TE** - Traffic Engineering
- Metro** - Madison Metro Transit
- MSCR** - Madison School and Community Recreation
- NRT** - Neighborhood Resource Team

Economic Development Strategies	Actions		Lead Agency & Partners	Cost Estimate	Timeframe
STRATEGY 1 Create a City-community communication and implementation structure to oversee, monitor, and leverage investments in South Madison.	A	Use economic development tools such as tax incremental financing, opportunity zones, land banking, and brownfield funding to leverage or stimulate priority projects.	EDD, Planning		
	B	Work with local partners to determine the role the City can take in supporting a wide range of community-serving programs like the Minority Owned Business Hub Center for Black Excellence and Culture, Mt. Zion Life/Learning Center, One City School, and other locally initiated and supported projects.	EDD, CDD		
	C	Add community members to the current South Madison Implementation Team to coordinate, monitor and track plan implementation. Committee composition should include both City and community members.	South Madison Implementation Team, EDD, South Madison Reinvestment and Equity Project		

Economic Development Strategies	Actions		Lead Agency & Partners	Cost Estimate	Timeframe
<p>STRATEGY 2 Build the local economy and small businesses to improve community wealth and self-sufficiency.</p>	A	<p>Create a new program to assist with acquisition, financing, and the access to capital to grow commercial property ownership for locally-owned, minority-owned businesses. Building equity and long-term stability of locally-owned businesses without the uncertainty of the sale of property or non-renewal of a lease is a strategy to grow and retain the Black and Brown businesses in South Madison. Explore strategies such as commercial condominiums of first floor retail/office space, connecting City financing with a local network of banks, and crowdfunding to buy shares of a business that is seeking to raise capital.</p>	<p>EDD, Local non-profits/ businesses or community partners</p>		
	B	<p>With the declining supply of small spaces and rising rental costs, explore creating a new program geared at retaining affordability of retail space in land banking sites or existing / new developments.</p>	<p>EDD, Planning, Zoning</p>		
	C	<p>Support the development of business plans and make materials and software readily available for the South Madison business community to use to support start up or expansion of their businesses. Offer assistance and materials in multiple languages. Coordinate various key partners in the Madison community in this multi-prong approach.</p>	<p>EDD, South Madison businesses, Planning</p>		
	D	<p>Partner with and support locations for viable neighborhood-serving businesses by consolidating non-commercial uses, such as non-profits, into incubator and/or shared spaces or creating commercial spaces.</p>	<p>Non-profits, EDD</p>		

Economic Development Strategies	Actions		Lead Agency & Partners	Cost Estimate	Timeframe
STRATEGY 3 Develop a promotion, branding, and coordinated strategy to capture consumer spending.	A	Promote and assist the creation of a South Madison Neighborhood-based business association to harness purchasing power of large institutions to purchase goods and services locally. Encourage a procurement strategy connecting small businesses and hold procurement training to better equip local businesses and entrepreneurs on how to navigate the purchasing system.	Local businesses, EDD	\$	
	B	Conduct an inventory of restaurants and food-based businesses in the area and create an awareness campaign program to educate, promote, and market existing businesses within South Madison.	EDD	\$	
	C	Work with Black, Hmong, and Latino Chambers, and Greater Madison Chamber of Commerce to devise a strategy to better capture the consumer spending gap.	Black, Hmong, and Latino Chambers, and Greater Madison Chamber of Commerce, EDD		
	D	Establish a local business group to coordinate a “Shop Local” initiative to retain more spending power in the south side economy and to identify opportunities for joint marketing initiatives amongst business enterprises.	South Madison Neighborhood-based Business Association, Metro		
STRATEGY 4 Embrace culture and heritage for a strong economy and quality of life.	A	Encourage developments that provide affordable work units and affordable workforce housing to ensure that visual, literary, musicians, and performing artists have the support and means to live, work, and craft an economically prosperous future.	Zoning, EDD, Planning		

Housing Strategies	Actions		Lead Agency & Partners	Cost Estimate	Timeframe
Strategy 1 Support community wealth building by increasing homeownership opportunities.	A	Continue to support non-profit organizations' homeownership programs.	CDD , community partners	\$\$\$\$\$	In progress
	B	Increase mortgage and loan accessibility to households with adverse credit history by funding targeted credit-repair programs for borrowers.	CDD	\$\$	In progress
	C	Create a targeted homeowner assistance program for those who live in the neighborhood.	CDD , community partners	\$\$\$\$\$	3 to 5 years
	D	Encourage partner organizations to work with South Madison single-family homeowners to donate or sell their property to a land trust organization to ensure long-term affordability for owner-occupants.	community partners	\$	1 to 2 years

Housing Strategies	Actions		Lead Agency & Partners	Cost Estimate	Timeframe
Strategy 2 Increase and retain overall housing affordability.	A	Use the City’s toolbox of TIF, the Affordable Housing Fund, land banking, and appropriate state and federal funds to drive the creation of equitable affordable housing. Opportunities to add affordable housing should be pursued, but a concentration of subsidized housing units in any particular area should be avoided.	EDD, CDD	\$\$\$\$\$	In progress
	B	Utilize the City’s housing rehab programs to make sure people can stay in their homes and renovate naturally occurring affordable housing.	CDD	\$\$\$\$	In progress
	C	Create an energy efficiency financial program in partnership with Focus on Energy to increase sustainability and energy efficiency of current housing stock.	CDD, community partners	\$\$\$	1 to 2 years
	D	Create a Preference Policy through partnership with a non-profit for priority placement of current or former South Madison residents in affordable housing units in South Madison.	community partner, CDD	\$	3 to 5 years
	E	Explore options to maintain and protect the Madison Mobile Home Park’s existing housing stock that is affordable.	Building Inspection, EDD, CDD, community partners	\$\$\$\$	In progress
	F	To prevent displacement of older adults, continue Property Tax Assistance for Seniors program and develop and earmark targeted loan products for older adult owner households with limited equity in South Madison for home modifications that allow residents to age-in place.	CDD	\$\$\$	In progress
	G	Increase City financial support for development that utilizes non-traditional financing structures including shared-equity mortgages, limited-equity housing cooperatives, splitting appreciated value, and Community Land Trusts.	CDD, community partners	\$\$\$\$	In progress

Housing Strategies	Actions		Lead Agency & Partners	Cost Estimate	Timeframe
Strategy 3 Increase housing choice.	A	Increase owner-occupied missing middle housing through prioritization in City RFPs and partnerships with financial institutions to ensure financing is available.	CDD , EDD, community partners	\$\$\$\$	1 to 2 years
	B	Support the development of more housing units for older adults that are affordable in the area so that they can continue to live in South Madison.	CDD , EDD, community partners	\$\$\$\$	3 to 5 years
	C	Use the City’s land banking program to acquire property and develop more single family and owner-occupied missing middle housing, following criteria outlined in the land banking policy.	EDD , CDD, community partners	\$\$\$\$\$	3 to 5 years
	D	Work with partners to create a home sharing program, which matches individuals with older adults, allowing them to afford to stay in their homes.	community partners	\$\$	1 to 2 years
Strategy 4 Continue to partner with and support the network of non-profits and other organizations addressing housing issues.	A	Continue to work with and provide technical support to non-profits to increase the supply of affordable housing and community wealth building.	CDD , community partners	\$	In progress
	B	In future RFPs, prioritize support for organizations partnering to further incentivize owner-occupied missing middle housing.	CDD , EDD, community partners	\$	1 to 2 years
	C	Support the establishment a Community Development Corporation to bridge partnerships, address housing affordability, and further support community wealth building.	community partners	\$\$\$	3 to 5 years

Equitable Access Strategies	Actions		Lead Agency & Partners	Cost Estimate	Timeframe
<p>Strategy 1 Continue to work with the Southside NRT, community leaders, centers of worship and other service providers to collaboratively provide more inclusive programming.</p>	A	Establish a central information hub to provide a regular method of communication to connect residents on current issues, programming, services, community activities, and volunteer opportunities – both online and physical materials (e.g. newsletter, Southern Exposure, digital bulletin board).	NRT, Goodman South Library, Madison School District, City IT	\$	1 to 2 years
	B	Assign a Public Library staff member to dedicate time leading a Southside Partners group or Community Oversight Committee made of trusted leaders, a City representative, and South Madison organizations to meet on a regular basis and work collaboratively towards healing and rebuilding community post-COVID.	Goodman South Library, Planning, South side organizations, Population Health Institution of UW-Madison, MMSD	\$	1 to 2 years
	C	Ensure South Madison organizations that are currently funded by the City as Neighborhood Centers provide physical places for area residents to gather and build community, particularly for low- and moderate-income individuals and families. As a condition of continued funding, these organizations will be expected to provide easy access to their facilities and offer programs and services to a variety of age groups and all racial/ethnic groups in South Madison.	CDD, Community Partners, NRT	\$	1 to 2 years

Equitable Access Strategies	Actions		Lead Agency & Partners	Cost Estimate	Timeframe
<p>Strategy 2 Support access to local and affordable fresh food.</p>	A	Explore the use of vacant sites (both City owned and privately-owned) to start a pilot Food Cart Pods/Parks program with the intent of having a temporary place to access fresh food and prepared meals while engaging brick and mortar restaurants and mobile food cart vendors from the South Madison area. Ideally, sites should be able to provide access to water, electricity, portable restrooms, seating areas, lighting, signage, parking, and areas for entertainment.	EDD, Planning, private organizer, Zoning	\$	3 to 5 years
	B	Run a pilot day-to-day food cart vending program to increase opportunities for at least four Black and Brown mobile food vendors to vend in or adjacent to City parks by revisiting current Park Vending Policy and lowering permit fees. Consider Penn Park as a potential first location among other neighborhoods around the city.	Parks, EDD	\$	In progress
	C	Increase the awareness of the Streatery Program and Free-standing Vending (FSV). Work with property owners to secure approvals to expand these programs along the South Park Street corridor.	EDD, Zoning	\$	1 to 2 years
<p>Strategy 3 Strengthen existing neighborhood associations and community groups to catalyze community-driven programs.</p>	A	The City should follow up with neighborhood groups from the Madison Mobile Home Park and Arboretum residential areas to assist with capacity building via funding opportunities such as Community Building and Engagement, Emerging Opportunity Program, Neighborhood Grant Program, and SEED Grant Program.	CDD, Food Policy Council, Planning, Burr Oaks NA, Capitol View NA	\$\$\$	3 to 5 years

Equitable Access Strategies	Actions		Lead Agency & Partners	Cost Estimate	Timeframe
Strategy 4 Expand and improve community programming for youth.	A	Organizations that are under current youth programming contracts with the City will continue to be encouraged to collaborate with other organizations to expand and improve programming for an additional 50 youth with a focus on youth who are not engaged in positive supportive activities.	CDD , Boys & Girls Club - Taft St, Badger Rock Center, Briaripatch YS, Centro Hispano, Freedom Inc, Omega, as well as other youth-serving organizations that provide focused services in South Madison.	\$\$	3 to 5 years
	B	Over a five-year period, expand opportunities to provide 80 additional low-income youth and youth of color in middle school and high school access to programs that complement in-school learning and development during out-of-school time. This should emphasize programming that reflects youth interests and ideas.	CDD , South Madison organizations	\$\$	3 to 5 years
	C	Over a five-year period, target the City Youth Employment Program to at least 100 more teens and young adults from the South Madison area so there are more activities and employment opportunities. Link youth to local businesses by including businesses in employment training programming. This would include expanding opportunities for all age groups in the 14-24 year old range. These contracts should start in 2023.	CDD , South side locally and independently owned businesses/organizations who are interested (Not yet identified)	\$\$\$	3 to 5 years
	D	Support College and Career Readiness programming to target 40 – 50 South Madison students. This program provides tools for youth to develop abilities to be successful in college and informs them about local educational and career options as they move through high school towards adulthood.	CDD , Madison College, MMSD, local South Madison organizations	\$\$	3 to 5 years

Equitable Access Strategies	Actions		Lead Agency & Partners	Cost Estimate	Timeframe
Strategy 5 Enhance internet communication alternatives.	A	As part of the City's Digital Expansion and Inclusion City efforts, Parks Division and Information Technology (IT) Department should collaborate to address the need to provide internet fiber infrastructure to include Wi-Fi access at Penn Park to better serve public activities at the park managed by the City of Madison.	City IT, Parks	\$\$\$	3 to 5 years
	B	Once Heifetz Park becomes part of the City of Madison and it is included in the Parks Master Plan, work with various City agencies including Traffic Engineering, Parks Division, and IT to budget for expansion of the fiber network to provide Wi-Fi access at Heifetz Park.	Parks, City IT, Engineering, TE		3 to 5 years
	C	Prioritize the Connect Home program to Community Development Authority (CDA) properties in South Madison, and if possible, at affordable housing sites. This will provide free digital literacy training, mobile hotspots, digital devices (like laptops and Tablets), and free or low-cost internet access.	CDA, Madison College, DANEnet, T-Mobile, Epic	\$\$	3 to 5 years
Strategy 6 Expand City accredited child care sites in South Madison.	A	If the Metro Transit transfer point is rebuilt, explore the possibility of including a child care center as part of a mixed-use transit center. The City should provide the facility space at low or no cost and/or an operating subsidy to be sustainable over time to serve lower income families. The City could also incentivize the development of child care facilities located on the first floor of privately-owned redevelopment projects receiving City financial assistance.	EDD, CDD	\$\$	5+ years
	B	Identify ways to support childcare enterprises through a cooperative model. Employees on Madison's north side are using the cooperative model and set aside funding to establish a sustainable childcare business.	CDD, EDD	\$	3 to 5 years

Equitable Access Strategies	Actions		Lead Agency & Partners	Cost Estimate	Timeframe
Strategy 7 Create an environment that fosters the mental health and physical well-being of residents	A	Strengthen the “Reduce Drug Harm and Violence” community initiative by Public Health to expand service in the South Madison area related to mental and physical health, domestic violence, and violence prevention and intervention.	PHMDC , Access Community Health Center, hospitals, Journey Mental Health, National Alliance on Mental Illness, South Madison organizations		1 to 2 years
	B	Mitigate environmental impacts such as air, water, and noise pollution by prioritizing funding for programs around energy, climate, and resilience and continuing an awareness campaign about climate change in South Madison.	Mayor’s Office - Sustainability staff , MadiSUN, Focus on Energy Project Home, PACE-WI	\$\$\$	3 to 5 years
	C	Inform residents and business owners about sustainability programs to help install solar, upgrade HVAC, and improve indoor air quality. This includes programs such as MadiSUN, Focus on Energy, Project Home and PACE-WI.	Mayor’s Office - Sustainability staff . NRT, South Madison organizations	\$\$	1 to 2 years
Strategy 8 Work with cultural organizations and other non-profits to support arts education and arts programming in the area	A	Explore the available location(s) for artist-in-residence programs, for example, a poet-in-residence program at the library, or invest in a small space that can accommodate an artist-in-residence, like the Thurber Artist in Residence Program in the Darbo neighborhood.	Planning, Madison Arts Commission . Madison Public Library	\$	3 to 5 years
	B	Support studio for artists, maker spaces, temporary exhibitions, and a robust collection of culturally relevant art for non-profits such as the Center for Black Excellence and Culture, Madison Collage, Mt. Zion, Centro Hispano, UW Odyssey Campus, Public Library, and other local community serving sites.	Madison Arts Commission . South Madison organizations	\$\$\$	3 to 5 years

Land Use, Transportation, and Parks Strategies	Actions	Lead Agency & Partners	Cost Estimate	Timeframe
Strategy 1 Incorporate proposed land use changes into the Comprehensive Plan as part of the next update.	A See Map 5 for proposed land use changes.	Planning		1 to 2 years
Strategy 2 Request zoning Map amendments for the following areas/parcels:	A See Maps 6 and 6A for proposed zoning changes.	Planning		1 to 2 years
Strategy 3 Implement new streets.	A See Map 9 for proposed future streets to be implemented. Priority Street Connections are the most critical connections identified in the Plan and should be evaluated for reserving on the City's Official Map pursuant to the process outlined in Madison General Ordinances. At a minimum, Priority Street Connections shall be implemented across private properties as part of any future redevelopment. Secondary Street Connections will primarily be implemented in the future as part of the redevelopment of parcels on and through which secondary connections are shown.	Engineering, Planning		Ongoing during the Plan
Strategy 4 Improve transit service, especially to peripheral employment and residential locations, with a focus on reducing the travel time for transit-dependent populations.	A Implement bus rapid transit (BRT) to improve travel times, enhance reliability, and increase ridership.	Metro, TE	\$\$\$\$	5+ years
	B Prioritize improved service for transit-dependent populations when integrating Madison Metro routes and schedules with BRT.	Metro, TE	\$\$\$	1 to 2 years
	C Ensure all populations benefit from the City's transportation investments. Use the City's Racial Equity and Social Justice Initiative (RESJI) tools to inform major transportation projects.	Metro, TE		
	D Explore viability of late night bus service (third shift workers).	Metro, TE	\$\$\$\$	

Land Use, Transportation, and Parks Strategies	Actions		Lead Agency & Partners	Cost Estimate	Timeframe
<p>Strategy 5 Expand and improve pedestrian and bicycle networks to enable safe and convenient active transportation.</p>	A	Evaluate and proactively fill gaps in the pedestrian and bicycle network. See Map 11 .	TE, Planning	\$\$	3 to 5 years
	B	Develop a north-south pedestrian/bicycle route to connect South Madison to neighborhoods north of Wingra Creek. See Map 10 .	TE, Planning	\$\$	3 to 5 years
	C	Integrate pedestrian and bicycle safety improvements and amenities into new and reconstructed streets. Include lights on new and existing pedestrian/bicycle routes.	TE, Engineering	\$\$\$	5+ years
	D	Convert or seek easement for the north-south rail line (west of Quann Park) for a multi-use path.	TE, Engineering	\$\$\$	5+ years
	E	Convert Fisher Street and Beld Street to bicycle boulevards.	TE, Engineering	\$\$	1 to 2 years
	F	Extend the Cannonball Path from Fish Hatchery Road to Wingra Creek along the railroad track and natural area adjacent to Bowman Park and Wright Middle School.	TE, Engineering	\$\$	In progress
	G	Create a pedestrian/bicycle path from Dane Street to Sundstrom Street.	TE, Engineering	\$\$	3 to 5 years
	H	Add lighting to pedestrian/bicycle path in Quann Park.	Parks	\$\$	3 to 5 years
	I	Expand the bike share program to the South Madison study area.	TE, Bicycle	\$\$	3 to 5 years
	J	Create multi-modal access opportunities along Bram Street and Sunny Meade Lane to improve west-east connection to and from the neighborhood.	TE, Planning	\$\$	3 to 5 years

Land Use, Transportation, and Parks Strategies	Actions		Lead Agency & Partners	Cost Estimate	Timeframe
<p>Strategy 6 Concentrate the community-benefiting development along transit corridors and at Focus Areas.</p>	A	Study the creation of a Transit Oriented Development (TOD) overlay zoning along BRT and other existing and planned high-frequency transit service corridors to create development intensity minimums, reduce parking requirements, and support transit use. The TOD overlay should not supersede Plan recommendations, but should assist in implementing the recommendations (building heights, land use, etc.) to avoid displacement and gentrification.	Planning, Metro		2 to 3 years
	B	Ensure that redevelopment is well-integrated with adjacent low-density residential areas.	Planning		In progress
	C	Maintain existing small businesses along South Park Street between the Village on Park and Wingra Creek and encourage new locally-owned small businesses to locate in the corridor to serve South Madison.	EDD, Planning	\$\$	1 to 2 years
<p>Strategy 7 Identify areas for new or expanded park facilities and park facility improvements.</p>	A	Provide park facilities for seniors that offer both independent and guided exercise at Penn Park and Heifetz Park (e.g., benches and picnic tables in shaded areas, pickleball court)	Parks, MSCR	\$\$	3 to 5 years
	B	Provide ADA accessible play equipment to school-age residents with physical disabilities at existing open areas such as Penn Park and Heifetz Park.	Parks	\$\$	3 to 5 years
	C	Develop an interconnected system of parks, greenways, and trails to take advantage of the close proximity to the natural resources within the neighborhood, such as the UW Arboretum and Dane County Parks system to the south of West Beltline Highway.	TE, Parks	\$\$\$	5+ years
	D	Improve pedestrian access to Quann Park from Bram Street.	TE, Parks	\$\$	1 to 2 years
	E	Install new park amenities at Quann Park. Possible changes include, but not limited to: bathroom facilities, benches, and picnic tables.	Parks	\$	2 to 3 years

Land Use, Transportation, and Parks Strategies	Actions		Lead Agency & Partners	Cost Estimate	Timeframe
Strategy 8 Maintain and celebrate existing public art while continuing to commission new work that reflects the core values of the residents.	A	Identify possible locations for the creation of outdoor public art, both on private and public land such as the South Transfer point, Penn Park, Cannonball Path, smaller South Madison Parks, and along Wingra Creek.	Planning (Madison Arts Commission), Parks, Public Library, Water Utility, other City agencies, and non-profit partners		2 to 3 years
	B	Commission and replace “Tree of Life” by Charles Mertes, the Black Mother and Child sculpture that was located at Newville Park (Beld & Bram).	Planning (Madison Arts Commission), Parks	\$\$\$	3 to 5 years
	C	Pay community artists to work with residents to create surface painting/murals/designs throughout the area. For example, work with Hip Hop Architecture Camp to incorporate a youth designed bike lane on Fisher Street.	TE, Planning (Madison Arts Commission)	\$	1 to 2 years
	D	Work with Fire Station 6 to create an exterior placemaking project that invites residents to meet and interact with the staff in a positive way.	Engineering. Planning (Madison Arts Commission)	\$\$	1 to 2 years

South Park Street Corridor Strategies	Actions		Lead Agency & Partners	Cost Estimate	Timeframe
STRATEGY 1 Cluster businesses in key locations along South Park Street to create retail nodes for the neighborhood.	A	Create two mixed-use nodes along South Park Street. One at Village on Park focusing on community services and one at the corner of South Park Street and Plaenert Drive (Thorstad Focus Area) focused on creating a new neighborhood with community-serving uses (daycare, school, employment, affordable housing).	Planning , EDD		5+ years
STRATEGY 2 Develop a gateway to South Madison at South Park Street and West Badger Road.	A	Develop a visual identity for the South Park Street corridor using elements such as: decorative paving, walls, monuments, banners, lighting, logos, landscaping, and pedestrian amenities. Locate buildings to frame the intersection.	Planning , Engineering	\$\$\$	3 to 5 years
STRATEGY 3 Improve pedestrian facilities along South Park Street.	A	Fill in gaps in sidewalk network. Widen narrow sidewalks.	TE , Engineering	\$\$	3 to 5 years
	B	Widen street terraces and add street trees. Plant trees in the median where possible.	Forestry/Public Works	\$\$	3 to 5 years
	C	Improve street lighting, pedestrian-scale lighting, and add distinct landmarks and wayfinding queues that can increase perceptions of safety in the area.	Engineering , Parks	\$\$\$	2 to 3 years
	D	Add pedestrian amenities (benches, trash receptacles, bus shelters) in key locations.	Engineering , Metro	\$\$	2 to 3 years
	E	Reconstruct South Park Street from Olin Avenue to the rail line south of Wingra Creek.	Engineering , TE	\$\$\$\$	5+ years
STRATEGY 4 Provide additional opportunities for off-street public parking.	A	Construct municipal parking lots to support the parking needs of businesses along South Park Street corridor.	Parking Utility , Planning	\$\$\$\$	5+ years
	B	Develop shared parking agreements between new development and existing businesses.	EDD , Planning		1 to 2 years
STRATEGY 5 Improve safety for pedestrians and vehicles along South Park Street.	A	Reduce speed limit on South Park Street from 30 mph to 25 mph.	TE	\$	In progress
	B	Install traffic calming at Badger Road and South Park Street, Buick Street and South Park Street, 1800 – 1900 blocks of South Park Street, and Fish Hatchery Road and Martin Street.	TE , Engineering	\$\$	1 to 2 years

South Park Street Corridor Strategies	Actions		Lead Agency & Partners	Cost Estimate	Timeframe
STRATEGY 6 Revise Urban Design District 7 to align with South Madison Plan recommendations for development.	A	Add a height map detailing maximum building heights for development along the South Park Street corridor.	Planning		In progress

Community Development Block Grant Fund Expenditures

The Community Development Block Grant (CDBG) Committee allocated \$123,000 of CDBG funds for implementation of eligible projects within the South Madison Plan boundary. The following table identifies the priority projects by residents. Detailed implementation projects will be finalized by City staff in coordination with lead implementers.

Priority	CDBG Projects - in Order
1	Affordable daycare (funds support renovations/improvements to building)
2	Improve South Park St. streetscape – gateway iconic feature and pedestrian amenities from Badger to Wingra Creek(i.e., wayfinding, trees, ped lighting)
3	Add WiFi hotspots in parks or other public locations
4	Add and/or improve community gardens
5	Facade Improvement Grant - Expand improvements to ADA accessible entrances for Park St Businesses.
6	Improve pedestrian lighting in Penn Park and Quann Park along pedestrian/bike paths
7	Park facility/equipment improvements at former Town of Madison Parks
8	Wingra Creek amenity improvements (path, kayak/canoe launch)
9	Tornado shelter for Madison Mobile Home Park residents
10	Fund the purchase, renovation and reversion of former single-family homes in the sites that have been utilized as rental housing. Small Cap Loan Program.
11	Earmark money for business rehab - City program or nonprofit program
12	Quann Park pedestrian access improvements



Appendices



Photo Credit: Hedi Rudd

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Alliant Energy Center Master Plan

The Alliant Energy Center (AEC) Master Plan is provided as reference only. The AEC Master Plan has not been adopted by the City of

Madison and is located outside the *South Madison Plan* boundary. Dane County's Alliant Energy Center Redevelopment Committee is currently charged with

implementing the AEC Master Plan.



LEGEND

1. FUTURE DEVELOPMENT SITE
2. GREENWAY LINK TO LAKE
3. PEDESTRIAN CROSSING AT JOHN NOLEN
4. RESIDENTIAL MID-RISE
5. MIXED USE
6. URBAN PARK/PLAZA
7. RENOVATED COLISEUM
 - 7-A. PHASE 1 ENTRY EXPANSION
 - 7-B. PHASE 2 LOCKER ROOM AND LOADING DOCK EXPANSION
8. HOTEL
 - 8-A. HEADQUARTERS HOTEL
9. PARKING STRUCTURE
10. CENTRAL FESTIVAL/EVENTS PLAZA
 - 10-A. CONVERTIBLE STREET
11. SKYWAY CONNECTION
12. EXHIBITION HALL
 - 12-A. PHASE 1 MEETING ROOM/EXHIBITION HALL EXPANSION
 - 12-B. PHASE 2 NEW BALLROOM AND RENOVATIONS
 - 12-C. PHASE 3 EXHIBITION HALL EXPANSION
13. EXHIBITION HALL PLAZA & DROP-OFF
14. PROPOSED BELTLINE OFF-RAMP ACCESS
15. EXPANDED STORMWATER AREA AND LANDSCAPE BUFFER AREA
16. RELOCATED OUTDOOR ARENA
17. OUTDOOR STORAGE FACILITIES
18. FUTURE DEVELOPMENT SITE OR PARKING
19. ENHANCED OPEN SPACE
20. IMPROVED STORMWATER MANAGEMENT AREAS
21. RING ROAD IMPROVEMENTS

* AS FUTURE PROPERTIES BECOME AVAILABLE, THE COUNTY SHOULD CONSIDER PURCHASING LAND TO PROVIDE ADDITIONAL BUFFERING, PROGRAMMING AND STORMWATER MANAGEMENT IMPROVEMENTS

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South Madison Plan - Community Feedback

Through input from South Madison's residents, stakeholders, and other community members, the South Madison Planning team has compiled this list of feedback from the South Madison community.

Key:

(<KO) Feedback received prior to Kick Off Meeting on Sept 19, 2019

(NRT) Feedback during Neighborhood Resource Team surveys conducted at key places in the neighborhood in July, August, and September 2019

(S1) Feedback from attendees of Community Impact Session 1 (Sep. 19, 2019)

(OS1) Feedback from the first online survey, which asked the same questions as those from Community Impact Session 1.

(S2) Feedback from attendees of Community Impact Session 2 (Oct. 24, 2019)

(NAT1) Neighborhood Action Team meeting 1 (Nov.14, 2019)

(S3) Feedback from attendees of Community Impact Session 3 (Nov. 21, 2019)

(NAT2) Neighborhood Action Team meeting 2 (Feb. 27, 2020)

(NAT3) Neighborhood Action Team meeting 3 (May 12, 2021)

(NAT4) Neighborhood Action Team meeting 4 (June 16, 2021)

(APW) Art & Placemaking Workshop (Sept. 24, 2019)

(BT) Bike & Talk (Sept., 28, 2019)

(MHP1) Mobile Home Park Discussion 1 (Oct. 18, 2019)

(MHP2) Mobile Home Park Discussion 2 (March 29, 2021)

(Z1) Draft Strategies and Recommendations Zoom (April 12 & April 15, 2021)

(FL1) Facebook Live - Latino Chamber of Commerce (April 19, 2021)

(FL2) Facebook Live – Mt. Zion (April 22, 2021)

(Z2) Draft Focus Area Concepts Zoom (June 3, 2021)

(FL3) Facebook Live- SMPC & Mt. Zion (June 17, 2021)

(FAC1) Complete Draft of Focus Area Concepts Review at Penn Park (Sept. 9, 2021)

(FAC2) Complete Draft of Focus Area Concepts Review Zoom (Sept. 9, 2021)

(Poll1) Poll Summary and Feedback from Zoom (Sept. 9, 2021) (?Correct date)

(Poll2) Survey Monkey Focus Area Concepts (Aug. 3, 2021)

(FS1) Community Meal (Sept. 30, 2021)

(FS2) Feedback Sessions at Library (Oct. 7 & Oct. 12, 2021)

(Poll3) Online Survey (Oct. 18, 2021)

Diversity

- Value the mix of income levels and different ethnic, racial groups (<KO) (NRT) (S1) (OS1)
- Like the multi-cultural aspect (NRT) (S1) (OS1)
- Need for culture focused activities (NAT1)

Location

- Close to downtown (NRT) (S1) (OS1)
- Access to medical services (S1) (OS1) (NAT1)
- There are many amenities (NRT) (S1) (OS1) (FS1)
- Like the proximity to water, trees, parkland (S1) (NAT1)

Transportation

- Like the close bus service (NRT) (S1) (OS1)
- Like the South Transfer Point (S1) (OS1)
- Want more frequent transit (<KO) (NRT) (S1) (OS1) (S2) (Z1)
- Times of busses is an issue (<KO) (S1) (Z1)
- More ADA accessible bus shelters/stops (<KO) (NAT1)
- Need to address transit affordability (S1)
- Need better and faster transit service (NRT) (S1) (OS1) (S2) (NAT1) (S3)
- BRT is an opportunity (S1) (S2)
- Parking in the neighborhood is difficult (OS1) (Z1)
- More bike accessibility (<KO) (NRT) (S1) (OS1) (S2) (FS1)
 - ex. Fisher St (<KO)
 - BCycle stations at library (<KO)
 - Bike safety in existing bike paths, street (<KO) (NRT) (S1)
- Railroad is a barrier (S1)
- Lack of connectivity (S1) (OS1) (Z1)
- Sidewalks are an issue (S1) (OS1) (NAT1)
- Having no sidewalks is fine (S1)
- Improve pedestrian crossings (<KO) (OS1) (S2) (NAT1)
 - Ability to cross Park St safely – Badger, Buick (<KO) (NAT1) (S3)
- Should study and make improvements at the following intersections:
 - Park St at Plaenert Dr; Park St at Wingra Dr. (<KO)
 - Park St & Sequoia Trail – look at connecting Sequoia to Park St. (<KO)
- People use rail road to walk to Park St. from St. Vinny's-Linkage to Arboretum (<KO)
- Need better bike/ped connections across barriers like railroads and Alliant Energy Center (S1) (OS1) (S3)
- Need better bike infrastructure (NRT) (S1) (OS1) (S2)
- Improve S/W network and finish Cannonball Path (S1) (S2) parking ramp at Villager (S2)
- Improve transportation options (S2)
- School bus stops. Parents' cars add congestion on the street (NAT1)
- Cars drive too fast around Boys and Girls Club (NAT1)
- Park and ride (S3)

- Better access by all modes of transit across or through Quann Park + AEC (S3)
 - Better linkages (S3)
- Need all-way stop sign at Cypress and Badger (S3)

Housing

- Maintain affordable housing (<KO) (NRT) (S1) (OS1) (NAT1) (S3) (Z1) (FS1)
- Displacement and gentrification is a major concern (<KO) (NRT) (S1) (OS1) (S3) (Z2)
- Preserve single-family and two-family housing while encouraging multi-family and mixed-use project along major transportation corridors. (S2) (NAT3)
- Diverse types of affordable housing (S1) (NAT1) (S3) (Z1)
- Need cheaper houses to rent (OS1) (NAT1) (S3) (Z1)
- Like that it is affordable (NRT) (S1) (OS1) (NAT1) (S3)
- Like the diverse housing stock (S1) (OS1)
- Like the mix of apartments (OS1)
- Need to renovate apartment buildings (S1) (OS1)
- Mobile Home Park (<KO) (S1) (MPH1) (MPH2)
 - Potential transition issues and need strategies for mobile home park (<KO)
 - Current residents are fearful of losing affordable place to live (<KO) (MPH1) (MPH2)
 - Management issues (MHP1) (MHP2)
 - ICE (MPH1)
 - Parking and Road issues (MPH1) (MPH2)
 - Surround environment concerns (trees, space, hydrants, no shelter) (MHP1) (MPH2)
 - Want Neighborhood Association (MPH1)
- Ownership Opportunities/Challenges(<KO) (NRT) (S1)
 - Make owning homes more available in single family homes, townhouses-row houses, and small apartments (<KO)
 - Maintain existing housing stock (<KO)
 - Maintain affordability or increase affordability (<KO) (NRT) (S1) (OS1) (PolI2)
 - Assist local organization in purchasing housing or building housing for ownership for diverse households (<KO)
 - Transfer city-owned housing to local organization (<KO) (NAT3)
- Rental Housing (<KO) (S3)
 - Property owners/Landlords buying single family and multifamily buildings (<KO) (S1) (S3)
 - Non-renewal of leases/evictions are moving people out, increasing rents (<KO) (S1)
- Affordability (<KO) (NRT) (S1) (S3) (NAT3)
 - Gentrification (<KO) (NRT) (S1) (OS1) (S3) (Z2)
 - Not well maintained (<KO) (OS1)
 - Shortage of Affordable Housing as *affordable housing* is no longer affordable (<KO) (OS1) (S3) (Z2)
 - Designated affordable housing is not affordable (<KO) (S3)

- Stability –people being pushed out to places like Fitchburg (<KO)
- Trend with new Madison College opening – fix up and turnover of apartments in rental properties that are targeted toward students (<KO) (S3)
- Senior housing should have more than one elevator (NAT1)
- More safety for seniors (NAT1) (S3)
 - Not all of residents are seniors at senior housing (NAT1)
 - 62+ but some are young homeless (NAT1)
 - ADA accessible entrances. Not very safe right now. (NAT1)
- Want housing that's affordable for Madison College students to live in the neighborhood (S3)
- Need more apartments with 3 and 4 bedrooms (S3)

Parks and Recreation

- Need more parks in general (OS1) (S3)
- Like the green areas (NRT) (S1) (OS1) (S3)
- Like the mature trees, nature, woodsy areas (S1)
- Like the walkable areas (S1) (OS1)
- Like Quann Dog Park (S1) (S2)
- Improve Burr Oaks Park (<KO) (S3)
- More programming at Penn Park (<KO)
- More uses for all ages at Penn Park (<KO) (NRT) (S1) (NAT1)
- Make it easier to get to Olin Park from S Park Street area (<KO)
- Older adults need more recreational amenities (<KO) (NAT1) (S3)
- Need more trees (OS1)
- Fitness Center (<KO) (NRT) (S1) (NAT1)
- Wi-Fi and power to outlets at Penn Park (<KO)
- More green space along Park St (<KO) (NRT)
- Get rid of AEC events that close Quann dog park and close the road (Expo Way) to the Quann parking lot (S1)
- A nature conservancy to preserve large green space (S1)
- Have a park for kids at Capitol View neighborhood (S1)
- A place for adults to have affordable price or free programs for (CIZ?) workout, fitness yoga or other that will benefit the health of people (S1) (Poll2)
- Preserve and enhance open spaces (NRT) (S1) (OS1) (NAT1)(FL2)
- More park land. More tourists, more events (S1) (S3)
- More outdoor facilities for games. Soccer/volleyball (S1)
- Add community center (NAT1)

Safety

- Lighting (<KO) (OS1) (NAT1) (FS1)
 - More lighting near public centers, schools, and other dimly lit areas and places of travel by foot, bike, etc. (<KO) (OS1) (NAT1) (MPH1)
 - Sequoia Tr (<KO)
 - Along Hughes by police station (NAT1)
- Crime (<KO) (OS1)
 - Police for community not to police community, build community (<KO) (NAT1)
 - Guns/shooting, Drug activity, Disorderly, Security at transfer point after 5pm (<KO) (NAT1)
 - Vandalism (<KO) (NRT) (NAT1)
- Traffic/ Street safety (<KO) (S2) (S3) (NAT3) (FS1)
 - Potholes/quality of roads (<KO) (OS1)
 - Speeding – Badger, Cypress, S Park, Catalpa, (<KO) (OS1) (S2) (S3)
 - Make Park Street easy to cross by kids (S2)
 - Snow removal-worse than other communities (<KO)
 - Install traffic light at Fish Hatchery and Catalpa Rd. (S2)
- Safer transit station (S2)
- More police presence (NRT) (OS1)
- Improve safety and reduce crime (OS1) (NAT1)
- Need more surveillance (NAT1)
- Lots of ice on sidewalks (S3)
- Improve security at public housing (S3)
 - Discussed Senior housing not feeling safe – especially Burr Oaks Senior Apartments (S3)

Community Development

- Make neighborhood for those already living there (<KO) (S1) (OS1)
- Like the focus on community and working together across neighborhoods (S1) (S3)
- Neighbors know and respect each other (S1)
- Like the sense of community (NRT) (OS1) (S3)
- Like our neighbors (S1)
- Unmet civil needs (<KO)
 - Affordable legal option, access to justice (<KO)
 - Access to medical resources (<KO)
 - Advocate for selves and pathways to positive change (<KO)
 - Access to investments to buy property (<KO) (NRT)
- More well-paying job opportunities (<KO) (S2) (S3)
 - Manufacturing or service jobs (<KO) (S2) (S3)
 - Connection between businesses and residents (<KO) (S2) (S3)
 - Accessibility to business sites (<KO) (S1) (S3)

- Businesses that uplift community (<KO) (S1) (S3)
- Activities/services geared towards older youth, teens, and those in early 20s (<KO) (S3) (MPH1)
- Boys & Girls Club is important (S1) (NAT1)
- Use planning process to build community (<KO) (NRT) (S1)
 - Services want to be connected to the neighborhood, Town of Madison, and other services (<KO) (NRT) (S1) (OS1)
- Residents want to maintain and deepen sense of community and knowledge about services within area (<KO)
- Improve perception about the neighborhood. This is not a ghetto (S1)
- A neighborhood of people, not corporations (S1)
- More public assistance in the area (S1) (S3)

Community/Gathering Space

- High use of current space in neighborhood and/or certain times are limited due to the primary use of the space (e.g. The Atrium, Boys and Girls Club) (<KO)
- Use of some space is not ideal – space isn't big enough (banquet) (<KO) (S3)
- Lack of gathering spaces for the community, need central meeting point (<KO) (NRT) (S1) (OS1) (S3) (FL2) (Z1)
 - Villager but there is not an information center (<KO)
 - Place to get events and information about neighborhood (<KO) (NRT) (S1) (OS1)
- More community events (NRT) (S3)
- Like that it's a quiet area (NRT) (S1) (OS1) (NAT1)

Childcare/Education

- Shortage of affordable, quality childcare (<KO) (S1) (S3)
- More opportunities for kids out of school time (MOST) (S1) (S3)
- Madison College is good (NRT) (S1) (OS1) (NAT1)
- Gaps between Boys and Girls club and other childcare/youth facilities (<KO)
- Summer activities or place to do activities or place to be (<KO) (NRT) (S1) (NAT1)
- Current provider is investigating south side location but have not been able to secure (<KO)
- More areas for little kids to play (S1) (S3)
- Like younger child program at Village on Park (NRT)
- Like Lincoln Elementary; Wright and Badger Rock (S1)
- Public Library has great services (S1) (OS1) (S3)
- Have a high school in the area, school density concerns (NAT1) (Z1) (FAC3) (Poll2)
- Apprentice/internship/mentorship for youth (NAT1)

Grocery/Food

- Keep or expand ethnic options and amenities of grocery (<KO) (NRT) (S1) (OS1) (S2)
- Difficult to rely on one "unstable", low quality grocery for people living in area (<KO)
- Potential food desert and lack of access to fresh produce, food and products (<KO) (NRT) (S1) (OS1)

- Expand Farmer's Market (FL2)
- Accessibility to food pantry (<KO) (S3)
- Provide more food options south of Beltline (<KO)
- Need better food access in general (NRT) (S1) (OS1) (Poll2)
- Need healthy restaurants (S1) (NAT1) (S3)
- Affordable full service grocery store (S2) (NAT1) (S3) (NAT3)

Beautification

- More vibrant similar to other areas of Madison-ex. E Washington (<KO) (S1)
- Cleanliness (<KO) (OS1) (S3)
- Dated look (<KO) (OS1)
- Arboretum from Fish Hatchery (<KO) Better street quality (NRT) (OS1)
- Add "welcoming" component to issue statement; beautification, consistent signage or information kiosk, art installations, continuity (S3) (NAT4)

Older Adults

- Transportation (<KO) (NAT1)
 - Driving is hard (<KO)
 - Bus almost inaccessible through walking-too far especially in winter (<KO)
 - Affordability (<KO)
- Social isolation (<KO) (NAT1)
- Poverty services (<KO)
 - Homeless presence (<KO) (S1) (NAT1) (FS1)
- Place to reside (<KO) (S3)
 - More accessible, less steps, wayfinding (<KO) (NAT1) (S3)
 - Long waiting list for housing (<KO)
 - Housing with built in services (<KO) (NAT1) (S3)

Business

- Currently not enough retail and shopping (<KO) (S1) (OS1)
- Increase retail/shopping areas, especially at Village on Park (S2) (FS1)
- Retain local business, especially black/brown-owned businesses (<KO) (NRT) (S1) (OS1) (S2) (Poll2)
- Create new business and cluster businesses, especially businesses that are black/brown-owned (<KO) (NRT) (S1) (OS1) (S2) (MPH1)
- Keep and build on concentration of services (<KO) (S1) (OS1)
- Need no more medical, dental, and non-profits (<KO) (S1) (S2)
- Locate a fitness center in area (<KO) (S1) (NAT1)
- Difficult to access capital for business start-up or expansion (<KO) (NRT)
- Commercial spaces are unaffordable (<KO)

- No co-working spaces (<KO) (S1)
- No parking or limited parking on S Park is a limitation. Also, bicycle lane limitations. (<KO) (S2)
- Solidify strategic business venues and employment with Alliant is needed (<KO) (Z1)
 - Bus Rapid Transit might be a plus for the area but need to know more of the benefits and consequences (<KO)
 - Need to take advantage of opportunities from the master plan and AEC (Z1) (Z2)
- Eliminate or remove commuter parking in The Villager (<KO) (S1) (S2)
- Need for an ATM in the area (S1)
- Economic development is being valued over quality of life (S1)
- A new destination where people come to eat (S1)
- Middle school employment / volunteering opportunities (S2)
- Enhance aesthetics by encouraging businesses to upgrade building facades, install public art, wayfinding signage, street furniture, or other features. (S2)
- Develop makerspace and rental workspace options. (S2)

Employment

- Need jobs that are within walking distance (<KO) (S1) (Poll2)
- Need living wage jobs (<KO) (S1) (OS1)
- Stronger employee-employment relationship with Alliant (<KO)
- Need to connect with Fitchburg surround transportation and job opportunities (Z1)
- Diversify workforce (Z1)

Urban Development

- Redevelop without gentrification (<KO) (S1) (OS1)
- Density Concerns (NAT3)
- Brownfield assessment will provide additional info (<KO)
- There are many sites on S Park, Fish Hatchery, and adjacent to Beltline (<KO)
- Do not create canyon effect on S Park Street. Create height map. (<KO) (FL2) (NAT3)
- Promote commercial, residential and/or mixed-use development along S Park St. (S2)
- Don't replicate E Washington building character on S Park Street (<KO) (S2)
- Development on Park St. that is taller and closer to street (S1)
- Revisit Urban Design Guidelines – might need to be changed to address proximity to sidewalk (create more space between sidewalk and building) and height (<KO)
- Opportunity Zone designation – what is the advantage and how can we use? (<KO)
- How do we build/support a more diverse developer teams and attract diverse investors (<KO) (S2)
- Build more amenities like in the downtown and east side of Madison. Restaurants, gymnasiums, bigger parks, nice streets (S1) (OS1) (Poll2)
- Sound barrier for beltline (S1)
- Convert Park Street in a neighborhood street that serves community and slow down the traffic (S1) (Poll2)
- Redevelopment of Thorstad (S1)
- Redevelopment of All Metal Recycle (S1)

- Increase property values (S1)
- Support the redevelopment of underutilized sites to improve the economic vitality and appearance of S Park St. (S2)
- 813 Plaenert Dr could be more useful than just a parking lot for SSM. (S2)

Sustainability

- Clean brownfield - Contamination on Fish Hatchery (<KO) (S2)
- Brownfield should have a soccer field (S2)
- More attention to sound pollution from the Alliant Center (S1) (Z2)
- Improve flood control / stormwater management (S1)
- Greener South Park Street (S1)
- No pesticides (S3)
- Green corridors (S2) (S3)
- Create rain gardens (S1) (NAT3)

Government

- Build trust with the community. Many in the neighborhood distrust City/corporate planning (S1)
- More community engagement (OS1) (NAT1)

Town of Madison attachment to City

- Uncertainty of what happens with the transition to City of Madison – costs, services, etc. (<KO) (S1) (S3)
- Public infrastructure is substandard – no sidewalks, poor street condition, storm water management, and park conditions and facilities (<KO) (NRT) (S1) (OS1) (S3)
- What will occur to the properties with private wells? (<KO)
- Community center > fitness at former Town of Madison Hall? (S3)
- Need better communication and connectivity with South Madison (Z1)

Focus Area Concepts

- Concerns on senior housing availability (NAT4)
 - Traffic calming features throughout on concepts (FAC3) (Poll2)
 - Concerns on high density and tall buildings (Z2) (FL3) (FAC3) (Poll2)
 - Stormwater concerns (Z2) (Poll2)
 - More owner occupied housing (Z2) (FL3) (Poll2)
 - Concerns of gentrification due to development (Z2) (Poll2)
 - Like want to preserve MMHP(Z2)
 - Concerns on amount of Green Space and addressing and preventing environmental injustice(Z2) (FL3) (FAC2) (Poll2) (FS1)
 - Want Community Center (Z2) (FL3)
 - Sustainability incorporated in new buildings (Z2)
 - Want more commercial area for businesses and neighborhood serving retail (Z2) (Poll2)
-

Through input from South Madison’s residents, stakeholders, and other community members, the South Madison Planning team used community feedback to create Focus Area Concepts and Strategies and Recommendations to address the community feedback. Below is the compiled higher priority Strategies and Recommendations for each Chapter and CDBG projects identified by community feedback received.

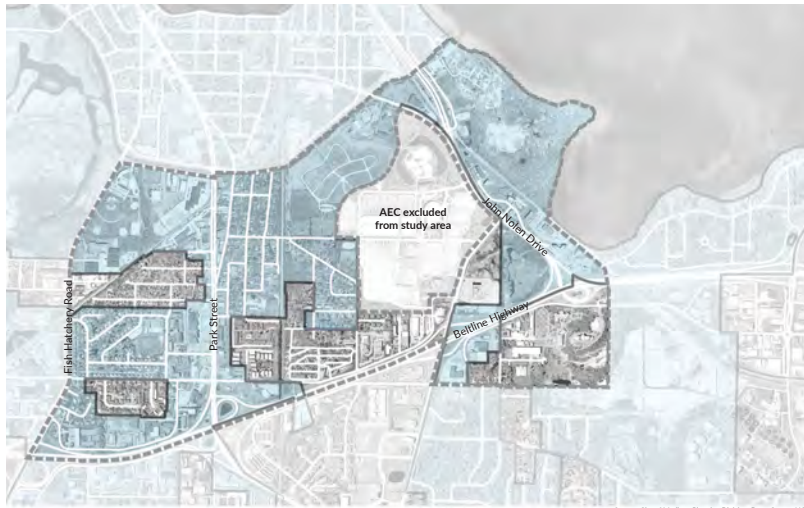
- **Economic Development Chapter**
 - Add community members to the current South Madison Implementation Team to coordinate, monitor and track plan implementation. Committee composition should include both City and community members.
 - Create a new program to assist with acquisition, financing, and the access to capital to grow commercial property ownership for locally-owned, minority-owned businesses. Building equity and long-term stability of locally-owned businesses without the uncertainty of the sale of property or non-renewal of a lease is a strategy to grow and retain the Black and Brown businesses in South Madison. Explore strategies such as commercial condominiums of first floor retail/office space, connecting City financing with a local network of banks, and crowdfunding to buy shares of a business that is seeking to raise capital.
- **Housing Chapter**
 - To prevent displacement of older adults, continue Property Tax Assistance for Seniors program and develop and earmark targeted loan products for older adult owner households with limited equity in South Madison for home modifications that allow residents to age-in place.
 - Support the development of more housing units for older adults that are affordable in the area so that they can continue to live in South Madison.
- **Equitable Access Chapter**
 - Ensure South Madison organizations that are currently funded by the City as Neighborhood Centers provide physical places for area residents to gather and build community, particularly for low- and moderate-income individuals and families. As a condition of continued funding, these organizations will be expected to provide easy access to their facilities and offer programs and services to a variety of age groups and all racial/ethnic groups in South Madison.
 - Over a five-year period, target the City Youth Employment Program to at least 100 more teens and young adults from the South Madison area so there are more activities and employment opportunities. Link youth to local businesses by including businesses in employment training programming. This would include expanding opportunities for all age groups in the 14-24 year old range. These contracts should start in 2023.
- **Land Use, Transportation, and Parks Chapter**
 - Maintain existing small businesses along South Park Street between the Village on Park and Wingra Creek and encourage new locally-owned small businesses to locate in the corridor to serve South Madison.
 - Prioritize improved service for transit-dependent populations when integrating Madison Metro routes and schedules with BRT.
- **South Park Street Corridor Chapter**
 - Create two mixed-use nodes along South Park Street. One at Village on Park focusing on community services and one at the corner of South Park Street and Plaenert Drive (Thorstad Focus Area) focused on creating a new neighborhood with community-serving uses (daycare, school, employment, affordable housing).
 - Develop a visual identity for the South Park Street corridor using elements such as: decorative paving, walls, monuments, banners, lighting, logos, landscaping, and pedestrian amenities. Locate buildings to frame the intersection.

Top Five CDBG Projects

- Add WiFi hotspots in parks or other public locations
 - Facade Improvement Grant - Expand improvements to ADA accessible entrances for Park St Businesses.
 - Improve South Park St. streetscape – gateway iconic feature and pedestrian amenities from Badger to Wingra Creek(i.e., wayfinding, trees, ped lighting)
 - Facade Improvement Grant - Expand improvements to ADA accessible entrances for Park St Businesses.
 - Park facility/equipment improvements at former Town of Madison Parks
-

Background Maps and Data

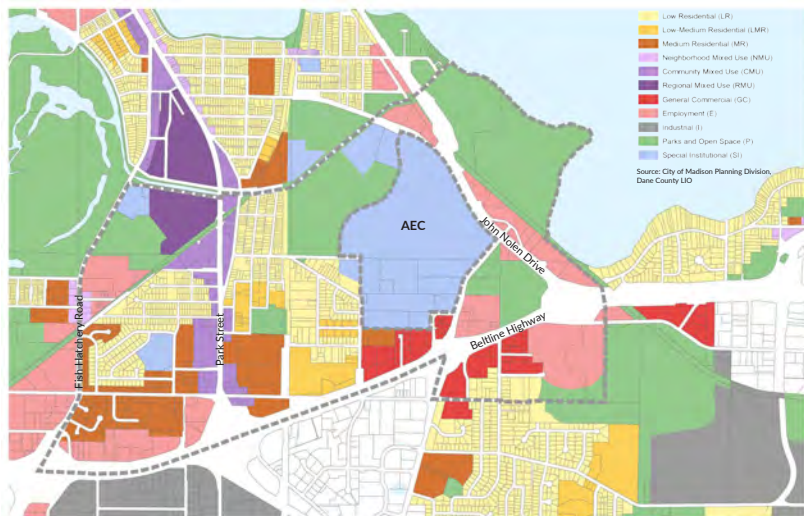
The following information illustrates the data that City staff gathered during the Existing Conditions Assessment process during the beginning of the planning process in 2019



Study Area



Brownfield Sites



Generalized Future Land Use - Comprehensive Plan



Existing Land Use

DRAFT

Community Characteristics

Educational Attainment



26.3% of people 25 years and older had an Associates Degree or higher in 2017* vs. 65.5% for the City as a whole



27% of people 25 years and older did not have high school diploma in 2017* vs. 4.6% for the City as a whole

* 5-year estimate data from the ACS (American Community Survey) 2013-2017. There is a margin of error.

What we've heard:

- Diversity is a strength & Southsiders want to make sure it continues.
- Few households belong to middle and upper income class.
- There are many teens and young children in the neighborhood.

What we've seen:

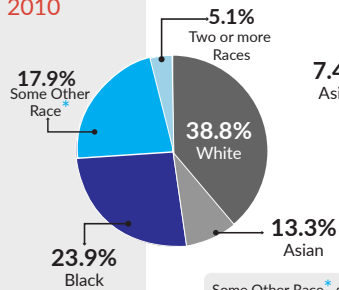
6,000 residents live in the planning area. Approximately 2,600 are residents of the Town of Madison. The remainder are residents of the City of Madison. The area is more racially and ethnically diverse than the city as a whole.

What do you think?

- What opportunities do the community characteristics provide South Madison?
- What else should we know?

South Madison 2010

Demographics

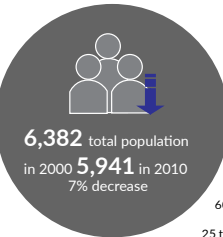
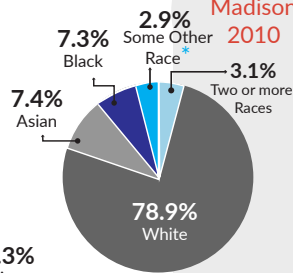


Some Other Race* Census data does not provide specific information.

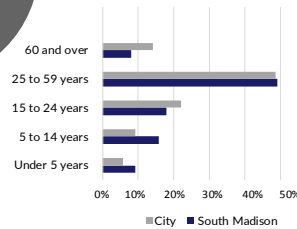
Not shown in pie chart: Native American and Alaska Native, and Hawaiian and other Pacific Islander make up 1% or less.

Ethnicity 34.3% of South Madison residents were self-identified as Latino or Hispanic in 2017* vs. 6.8% of the City

City of Madison 2010



2,345 Total households in the neighborhood vs. 102,516 citywide

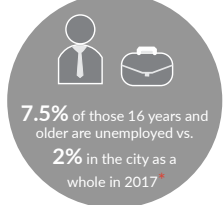


37% of 1-person households vs. 36% citywide

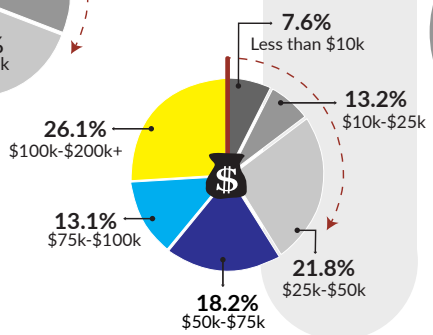
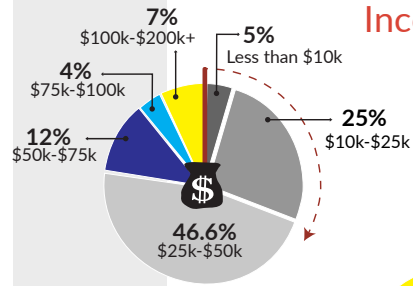
12.6% of female householders, no husband present with minor children vs. 5.7% of total households citywide

33% of total households are families with minor children vs. 22% citywide

Income Characteristics



Income Range



Neighborhood Health

What we've heard:

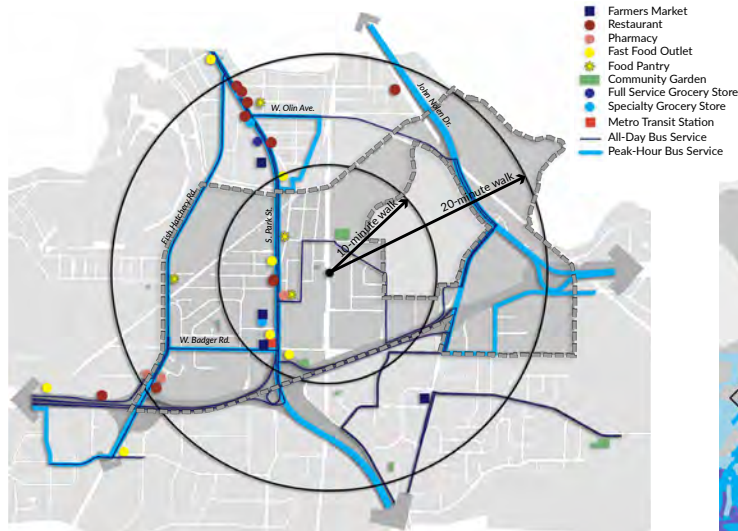
- Residents would like to see more healthy food options within 1-mile distance.
- South Madison is very accessible by public transportation.

What we've seen:

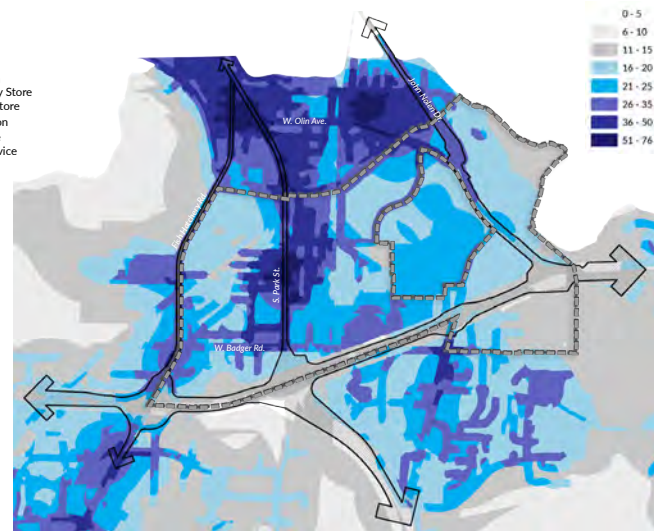
- South Park Street is the most active area within South Madison.
- Most areas within the Town of Madison lack sidewalks.
- Over 33% of kids (2-17 years old) who were enrolled in the UW Health care system between 2007 and 2012 were diagnosed as overweight or obese.

What do you think?

- What could make South Madison healthier?
- What else should we know?

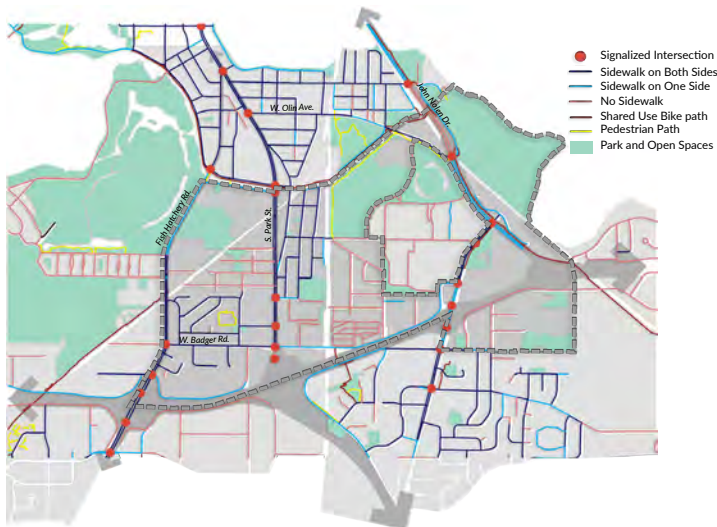


Food Access

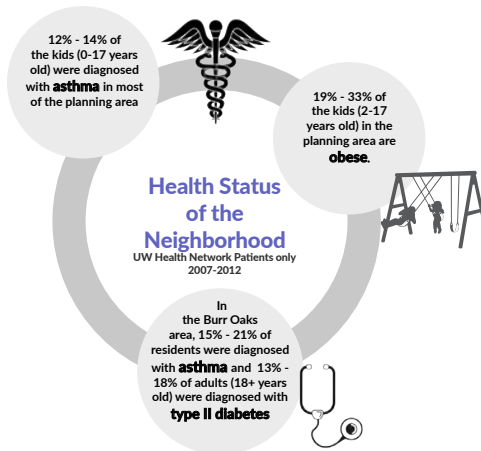


Active Living Index

The darker the color the more conducive to active living the area is. It measures the current accessibility of walking, biking and transit infrastructure to specific destinations.

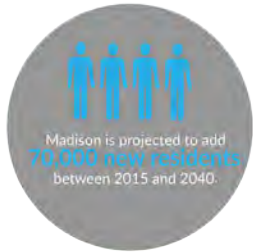


Pedestrian Amenities



Data Source: Flood, T., Hanrahan, L., Tandias, A. (2014). PHINEX (Public Health Information Exchange) crude rates of Asthma, Diabetes, & Childhood Obesity. This data is preliminary and the representativeness is under study.

Housing



Madison's Housing Needs

South Madison 2010

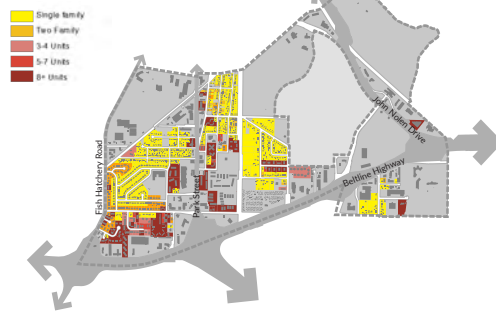


Madison 2010



Ownership and Rental Rate

Housing Type

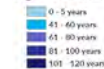


Housing Units by Type

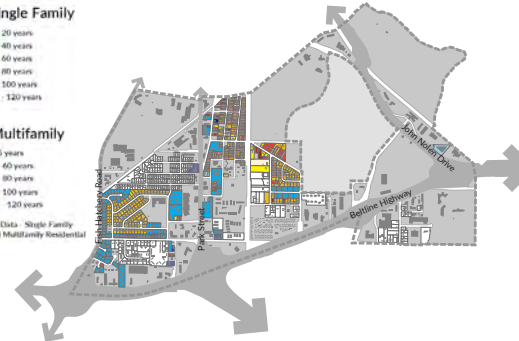
Age - Single Family



Age - Multifamily

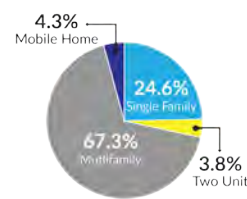


No Data - Single Family and Multifamily Residential



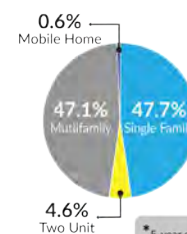
Age of Housing Stock

South Madison 2017*



Housing Type

Madison 2017*



*5-year estimate data from the ACS (American Community Survey) 2013-2017. There is a margin of error.

What we've heard:

- The area is the only affordable place in Madison for many people.
- There is development pressure in the area and residents are concerned about being priced out and displaced.
- Housing that's affordable is becoming deteriorated in condition.
- Older adults want housing that helps them live independently.

What we've seen:

Overall, Madison is facing a housing shortage. Both long-term averages and recent trends lead to estimates that the city will add approximately 70,000 new residents between 2015 and 2040. To keep up with this growth, Madison will need to build approximately 40,000 housing units. The current housing market is putting pressure on many neighborhoods in Madison, including South Madison.

The South Madison area has a much higher rate of rental housing than Madison overall. Similarly, most of the housing stock in South Madison is multifamily (67.3%) compared to Madison (47.1%).

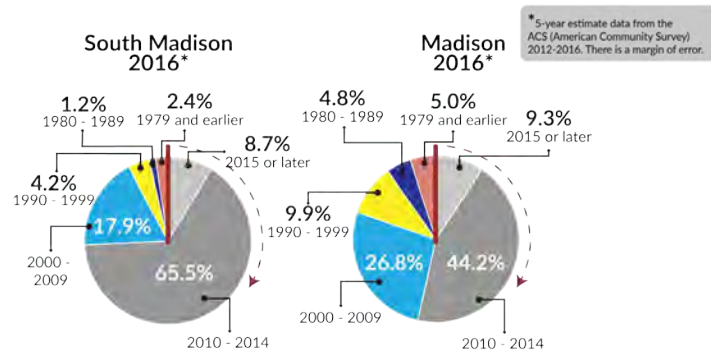
Housing

What we've seen:

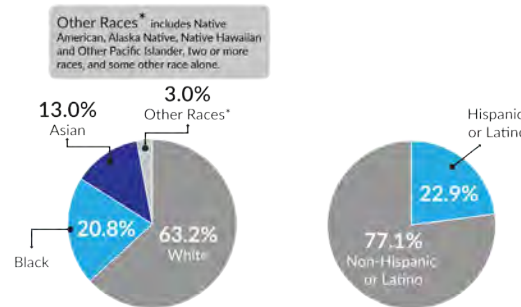
In South Madison, a large proportion residents (65.5%) moved into their home or apartment between 2010 and 2014 at the time the data was gathered in 2016. South Madison has fewer long-term residents who have stayed in the same home for more than 20 years compared to Madison overall.

In South Madison, approximately 23% of homeowners self-identify as Hispanic or Latino compared to Madison's overall population breakdown which shows the city is about 7% Hispanic or Latino. Approximately 63% of homeowners in South Madison identify as white, whereas white residents make up only 38.8% of South Madison's population by race. Of the single family homes in the area, two-thirds are owner-occupied and the rest are rented.

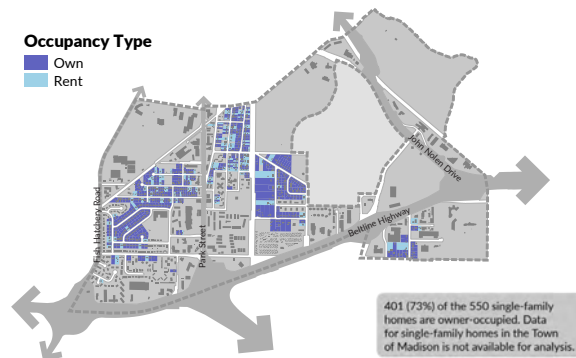
The number of evictions in South Madison was high between 2000 to 2016, a trend which has likely continued. Many residents, especially residents of color, have reported they face discrimination related to housing.



Length of Housing Occupancy



Homeownership by Race/Ethnicity



Occupancy of Single Family Homes



Number of Bedrooms



Number of College Students in South Madison



Evictions



Housing

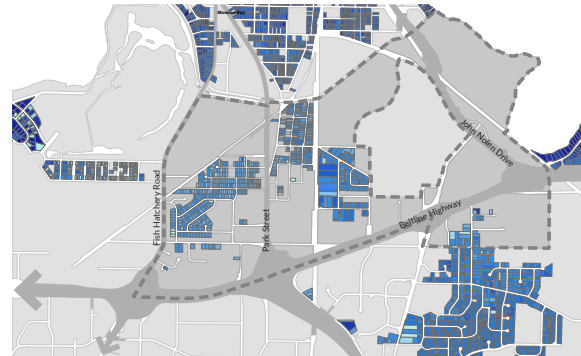
What we've seen:

South Madison has the most affordable rents in the city, but also saw rapidly increasing rents between 2010 -2017. The neighborhood has not experienced a demographic shift (increase in household income, education levels, or increase in white population rate). These factors may indicate that the neighborhood is beginning to see gentrification or conditions leading towards displacement.

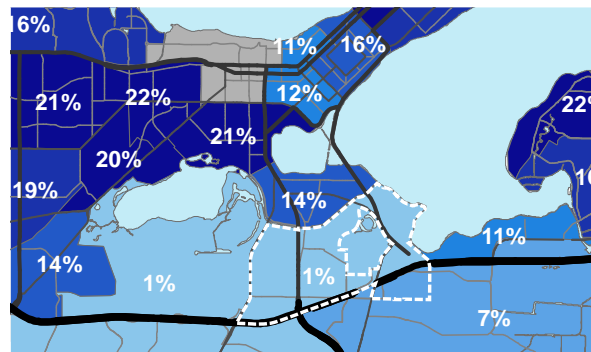
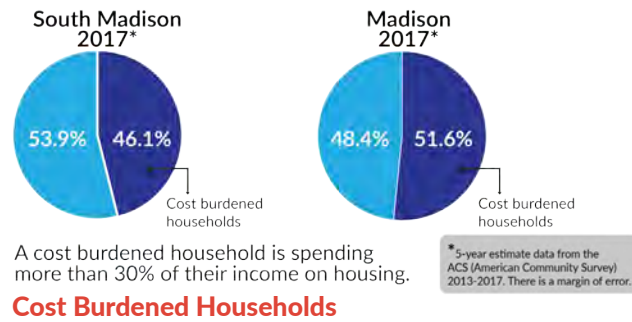
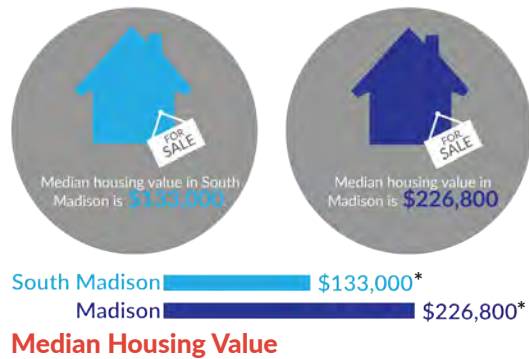
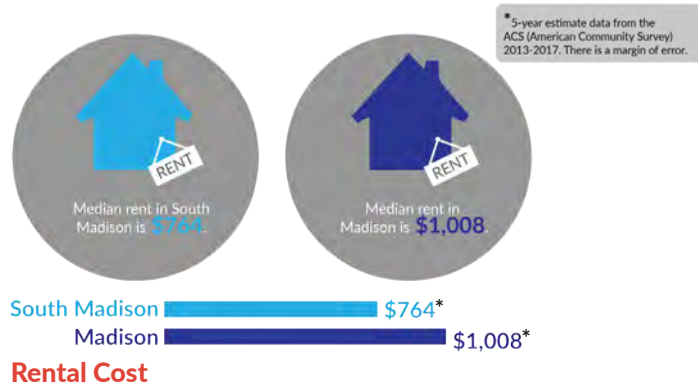
South Madison also has the most affordable options for homeownership in the city. The property values in South Madison have not increased much in recent years, only going up by 1% compared to Madison's median increase of 10.7%. This has kept prices affordable but is building less equity for South Madison homeowners.

What do you think?

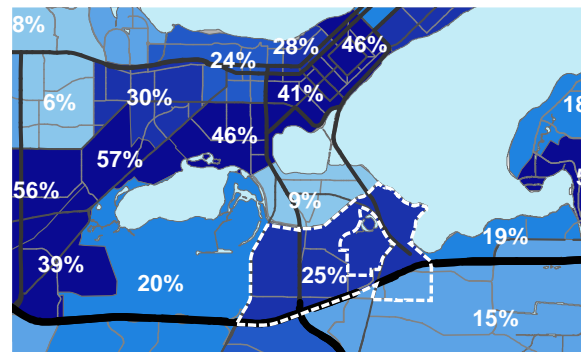
- What are the missed opportunities related to housing?
- Do residents still want owner-occupied single family housing?
- Are there options for older adults to remain in the area as they age?
- What else do we need to know?



Property Values - Single Family Residential



Median Home Value Change (2010 - 2017)



Median Rent Change (2010 - 2017)

Businesses and Employment

What we've heard:

- Gentrification and displacement of residents and businesses will happen as areas redevelop.
- There need to be well paying jobs for South Madison residents.

What we've seen:

The majority of properties in the study area are locally owned. Businesses in the study are evenly split between owning and renting their place of business.

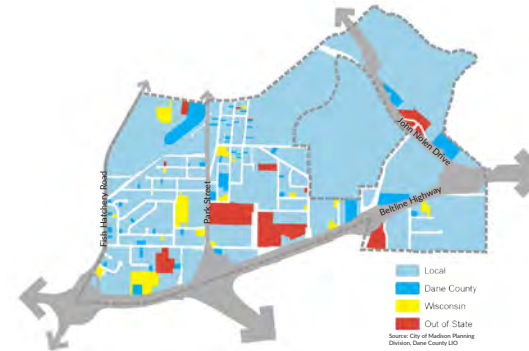
There are just under 200 businesses in the study area and just over 4,500 jobs. 15% of study area businesses are in wholesale and retail trade, 13% are in health care and social assistance, and 7% are in accomodations and food service.

What do you think?

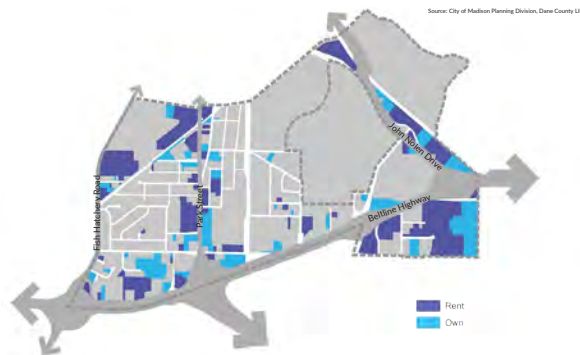
- How often do you visit local businesses?
- What kinds of businesses would you like to see in South Madison?
- What else should we know?



Assessed Value



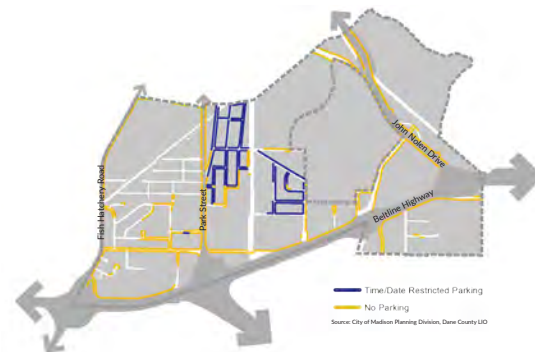
Ownership - Local / Non-local



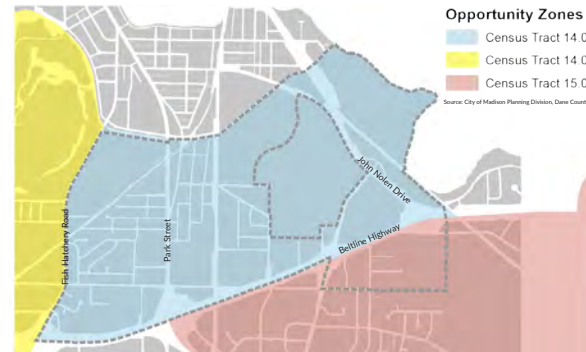
Commercial Properties - Own / Rent



Existing Businesses



Parking Restrictions



Opportunity Zones

Transportation

What we've heard:

- Many South Madison residents rely on public transportation and need housing and jobs accessible via transit.
- There is a lack of transportation options for older adults.

What we've seen:

The study area is served by six all day Metro Transit routes (4, 5, 13, 16, 18, 40) and six peak hour routes (11, 12, 44, 47, 48, 75). The south transfer point is located at Badger Road and Park Street.

On average, 24,750 Average Weekday Traffic (AWT) on Park Street. In 2017 W Badger Road and S Park Street was the top crash location.

Most people who live in the study area are employed outside the study area, generally downtown, or in East Washington and Beltline corridors.

Nearly 60% of South Madison residents drive alone to work and almost a third of residents either carpool (15.3%) or take public transportation (16.5% to work. Fewer residents bicycled (1.9%) or walked (5.2%) to work compared to Madison (4.8%, 9.6%).

What do you think?

- How do you commute to work?
- Does the current transit system meet your needs?
- What else should we know?



Existing Transit Routes



Average Weekday Transit Boardings

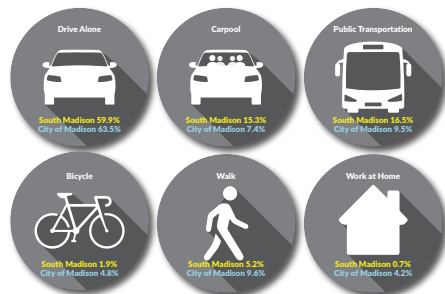


Jobs (2010) within 45 Mins by Walking & Transit

<10 minutes - 13.7%
 10-20 minutes - 30.5%
 21-30 minutes - 34.3%
 31+ minutes - 21.5%

Commuting Time to Work

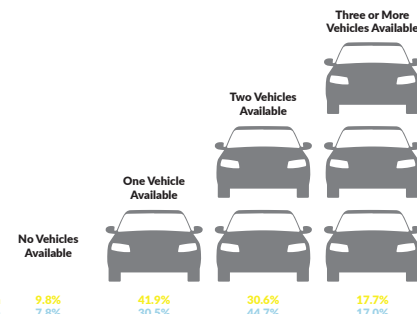
Workers 16 years of age or older
 ACS 2017, 5 year, table B08303



Means of Transportation to Work
 ACS 2017, 5 year, table B0802

Means of Transportation to Work

Other: South Madison 0.5% City of Madison 1.1%



South Madison 9.8%
 City of Madison 7.8%
 Means of Transportation to Work
 ACS 2017, 5 year, table B0802

Household Vehicles Available