



SOUTH MADISON PLAN

DRAFT South Madison Plan Review

December 13, 2021

Plan Commission

- **Changes to the Plan since informational presentation (10/4)**
 - Future Street Connection Map
 - Underrepresented Community Survey structures
 - Bicycle/Pedestrian Map
 - Height Map
- **Review Boards, Committees, Commissions Feedback**
 - Level of Stress Bike Facilities – S Park & Badger Rd intersection
 - Concern about the view shed from Olin – Turville Park
 - Thorstad Focus Area recommendation



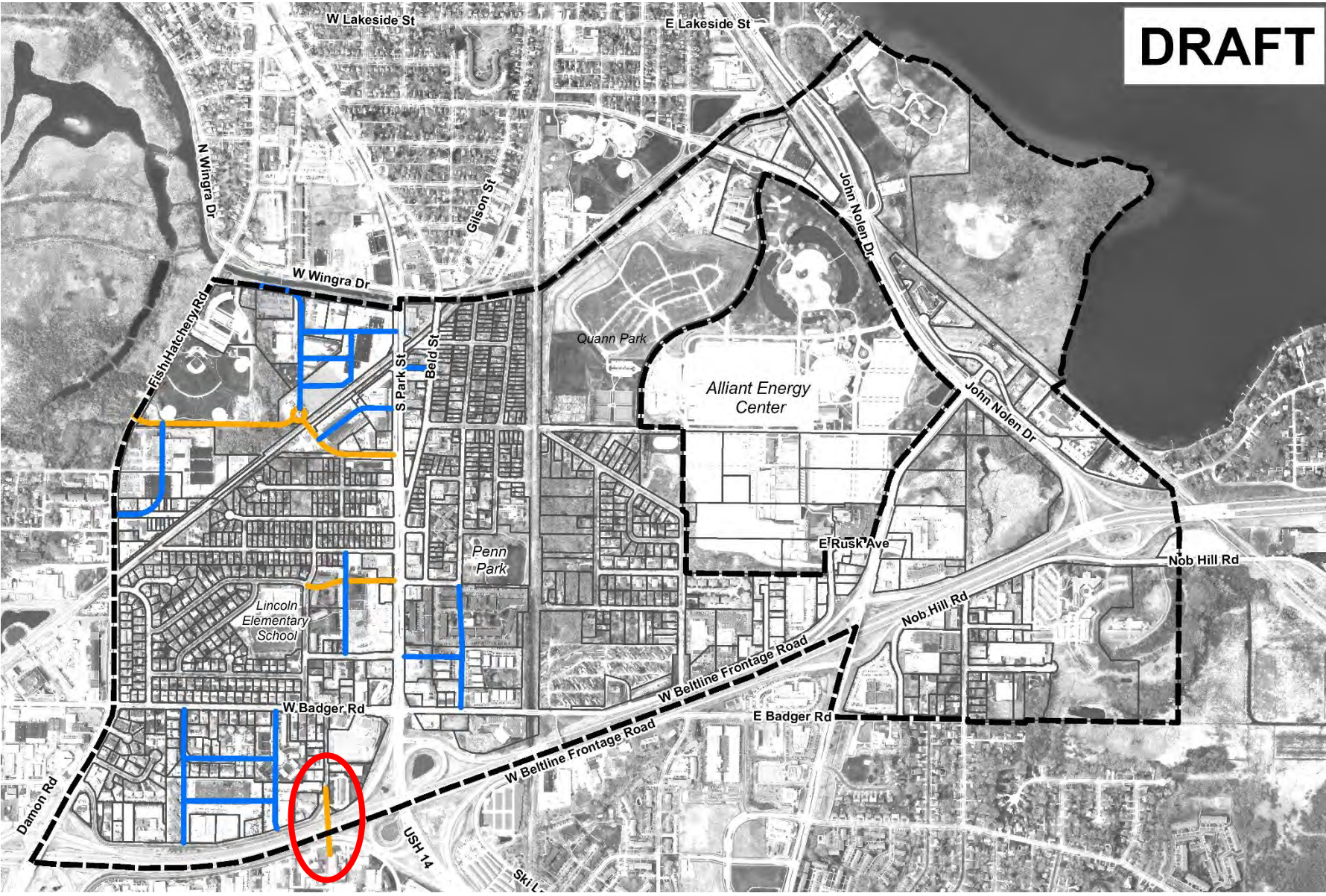
Planning Study Area



Future Street Network

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- Priority Street Connections
- Secondary Street Connections



Text added to the Plan document – Page 18

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.

Properties with Potential Historic Value

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- Associated with African-American History
- Associated with African-American and Women's History
- Associated with Latino/a History
- Study Area Boundary



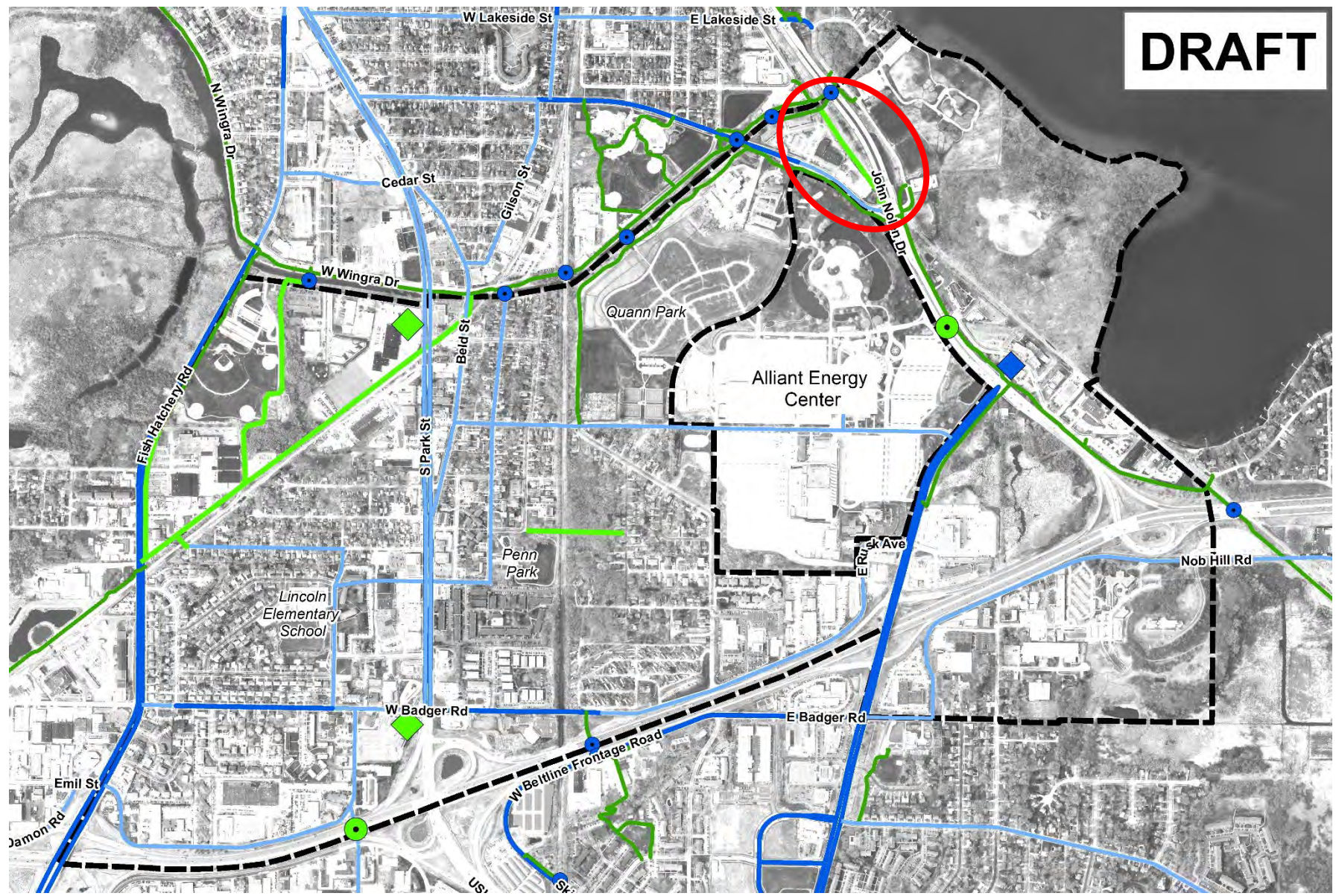
Current Use and Address	
1.	School, 909 Sequoia Trail
2.	Grocery Store, 2102 S. Park St.
3.	House, 912 Dane St.
4.	Community Center, 1862 Beld St.
5.	Community Center Boys and Girls Club, 2001 Taft St.
6.	House, 413 W. Wingra Drive
7.	House, 405 Bram St.
8.	Church, 2019 Fisher St.
9.	School, 2012 Fisher St.
10.	Park, 2101 Fisher St.
11.	Office, 2222 S. Park St.



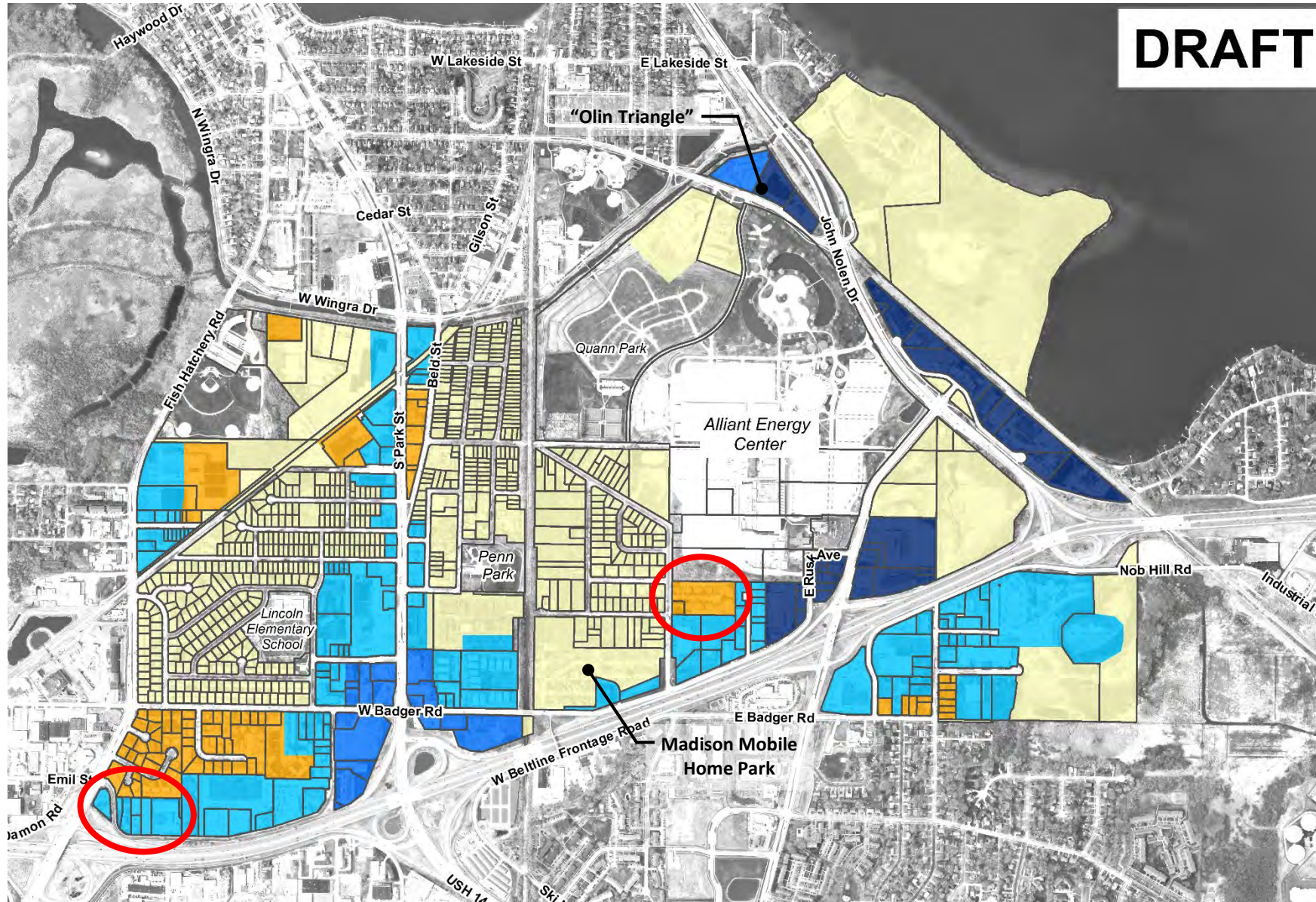
Pedestrian & Bicycle Improvements

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



Maximum Building Height Map



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



Review Boards, Committees, Commissions Feedback

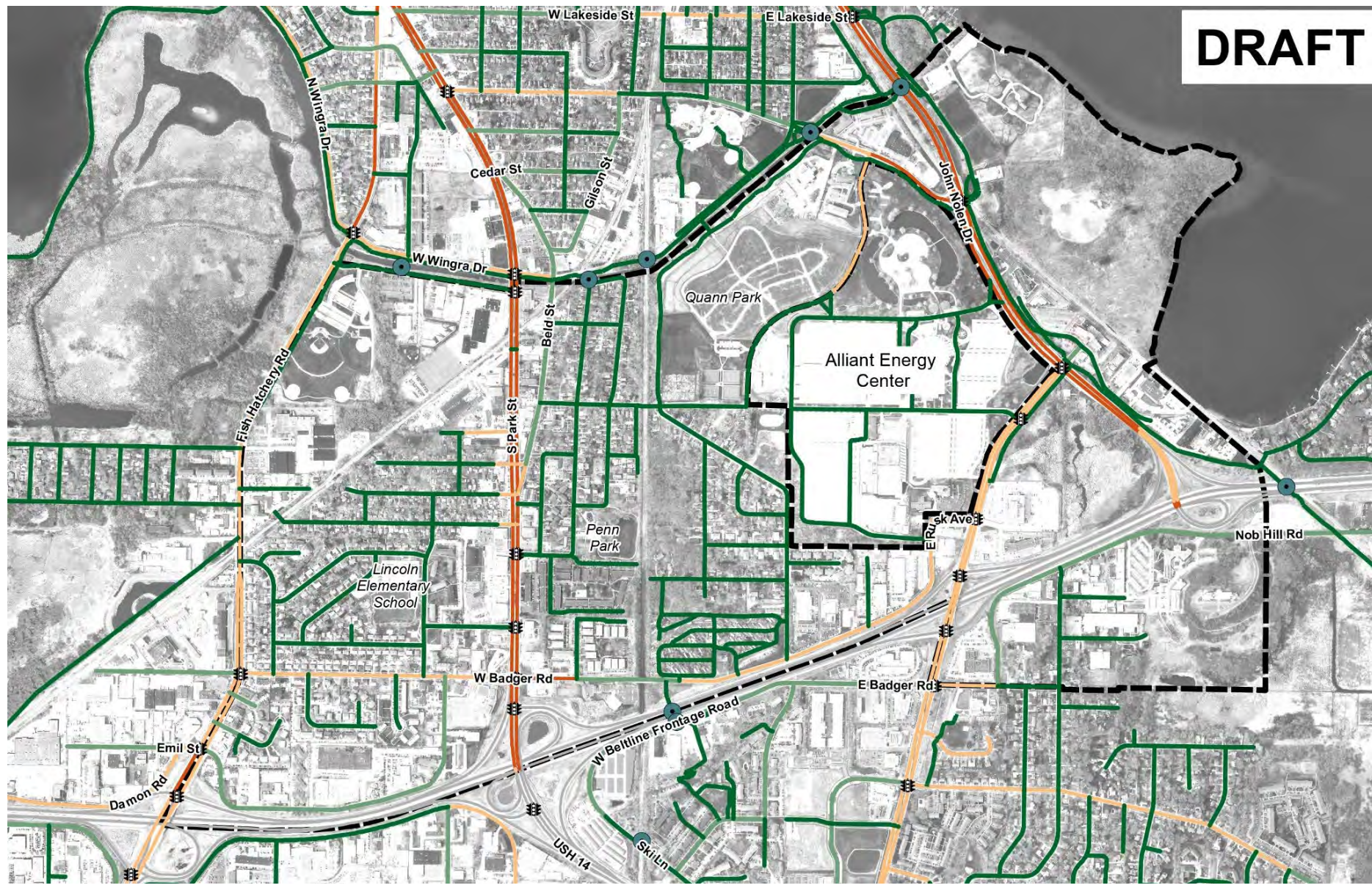
- Level of Stress Bike Facilities – S Park & Badger Rd intersection
- Concern about the view shed from Olin – Turville Park
- Thorstad Focus Area recommendation



Level of Stress – Existing Bicycle Facilities

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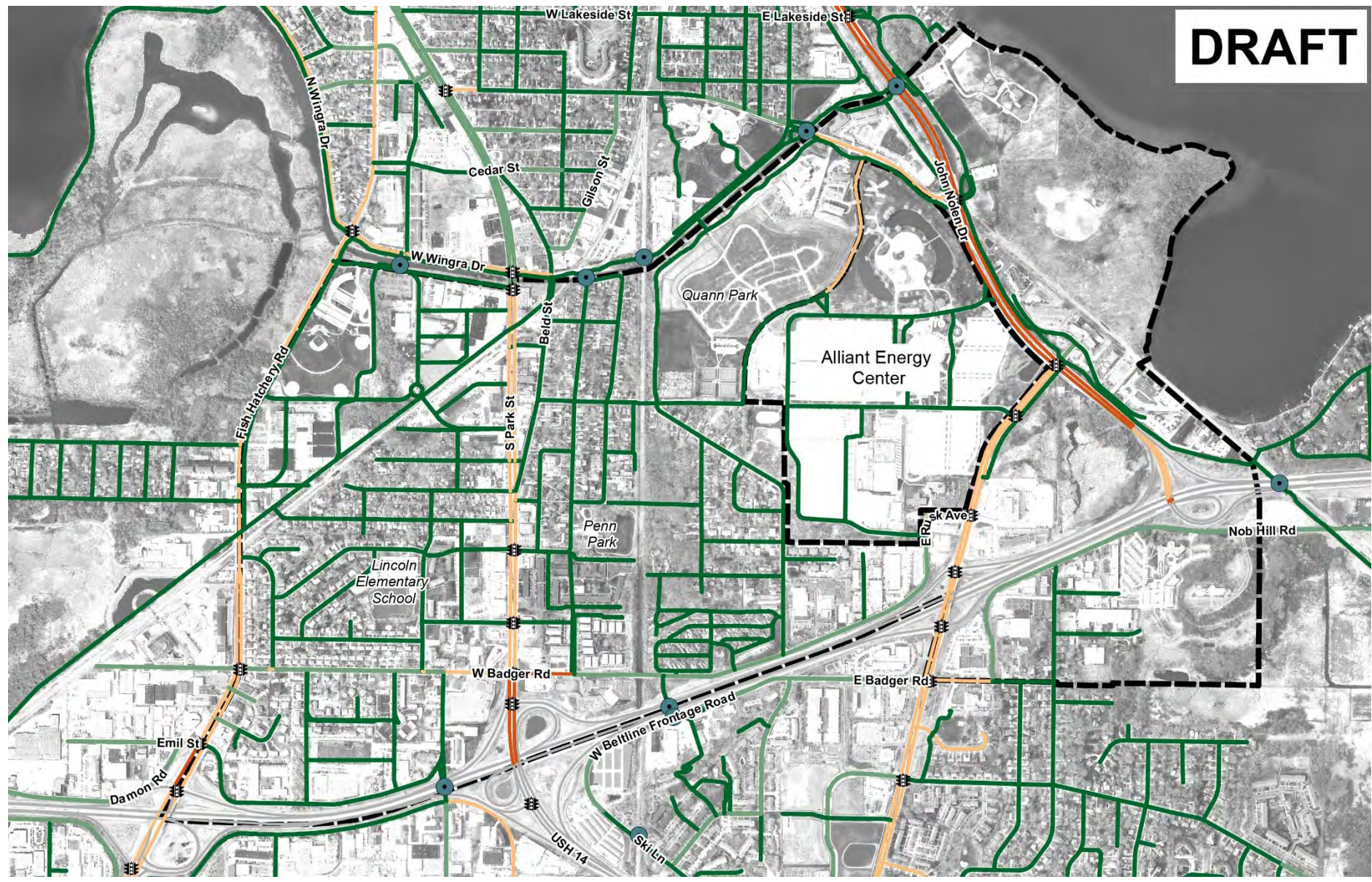
- Traffic Signal
- Ped/Bike Over/Underpass
- LTS 1: Lowest stress
- LTS 2: Low stress
- LTS 3: Moderate stress
- LTS 4: Highest stress
- Bicycles prohibited
- Study Area Boundary



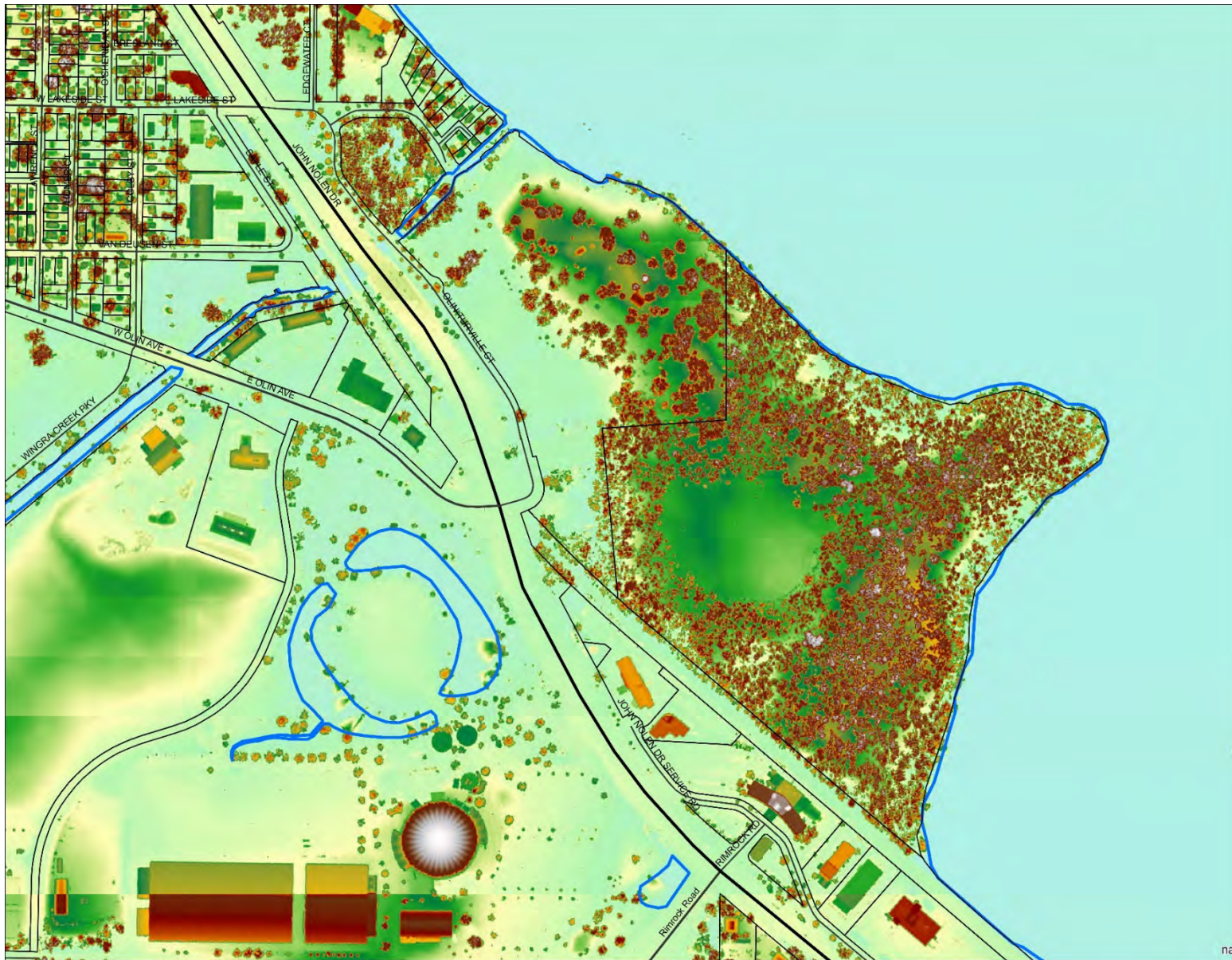
Level of Stress – Future Bicycle Facilities

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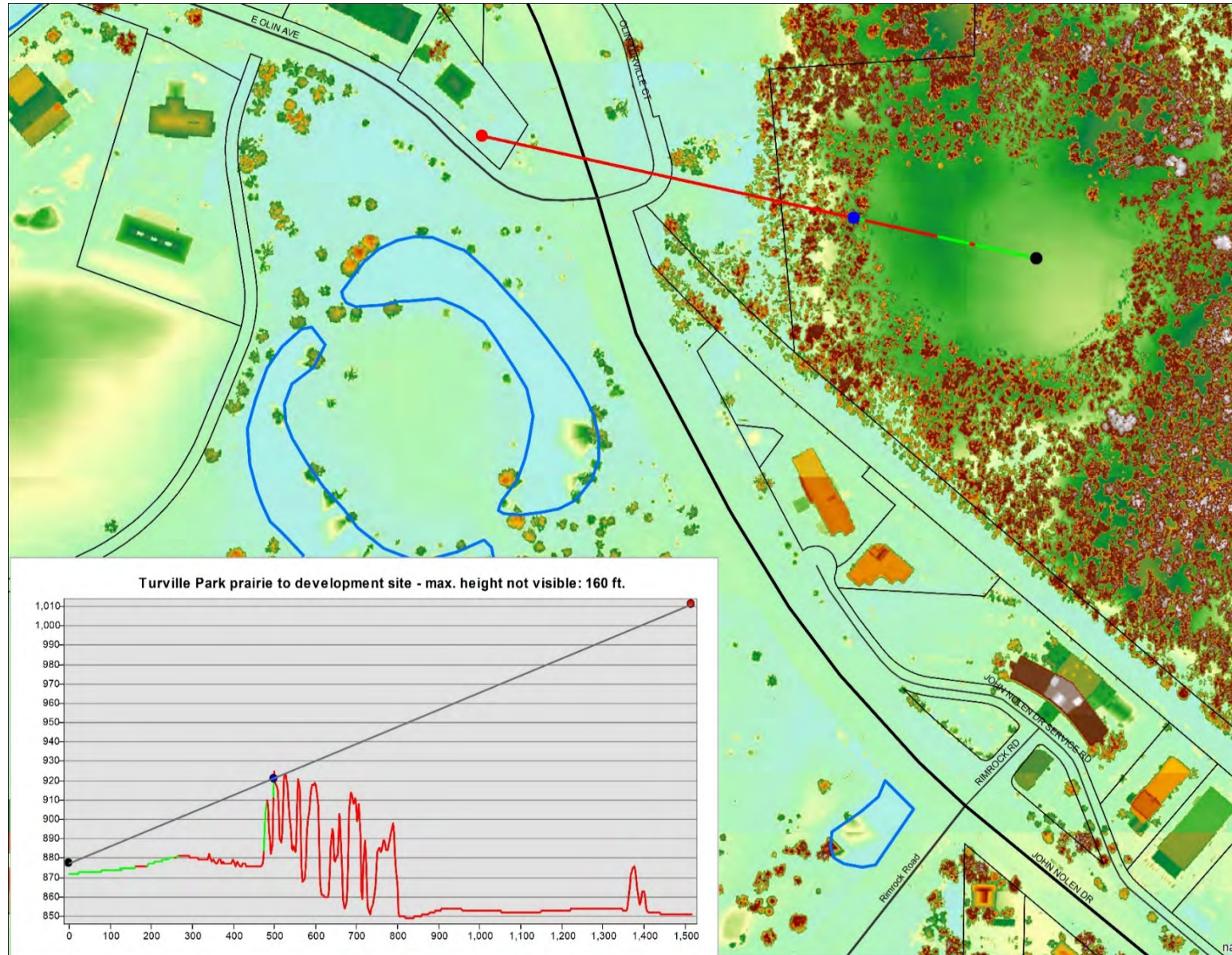
-  Traffic Signal
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-  LTS 3: Moderate stress
-  LTS 4: Highest stress
-  Bicycles prohibited
-  Study Area Boundary



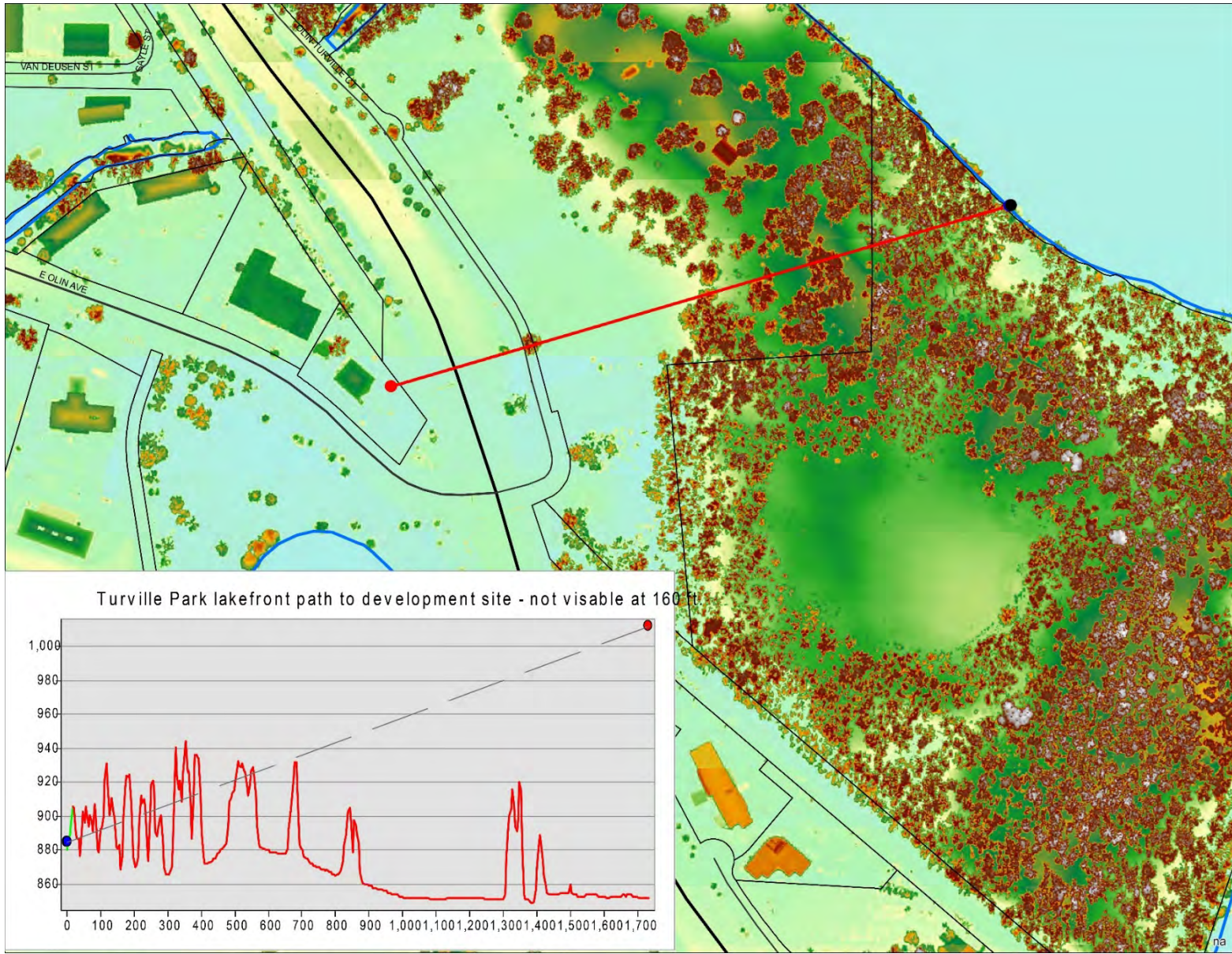
Olin Turville Park Viewshed Analysis



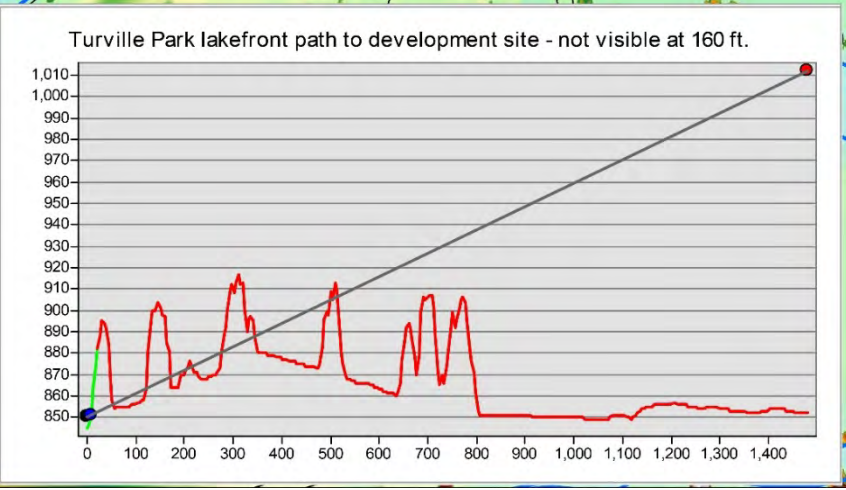
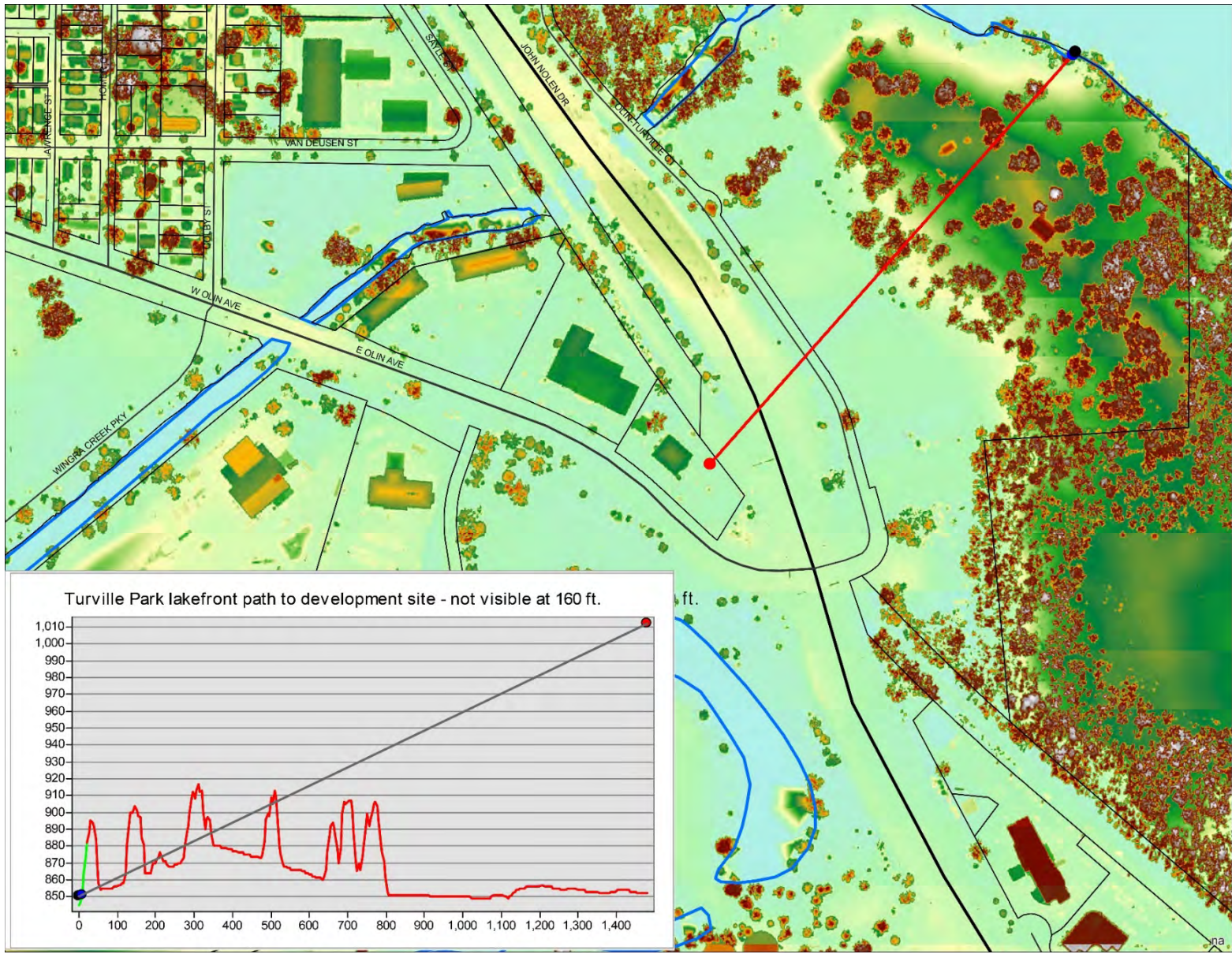
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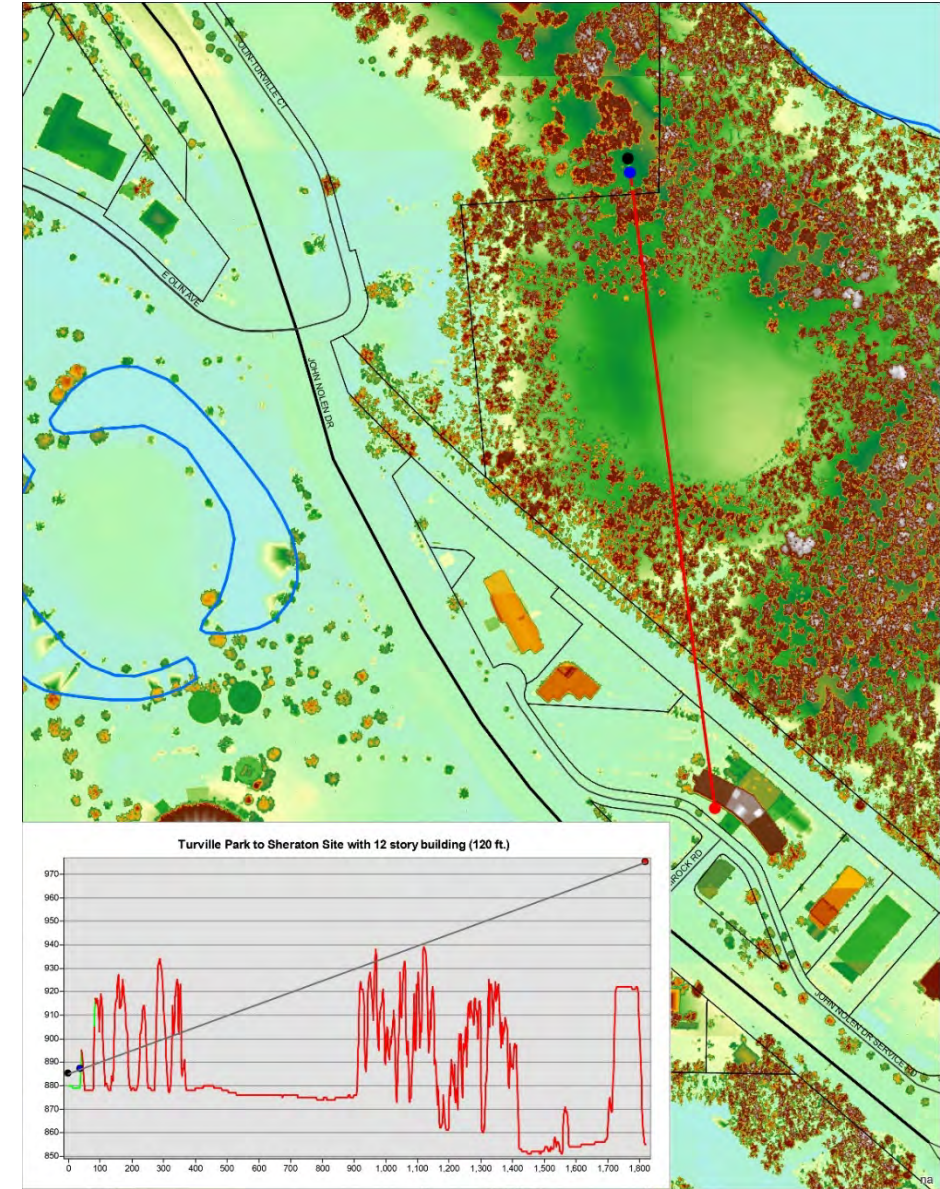
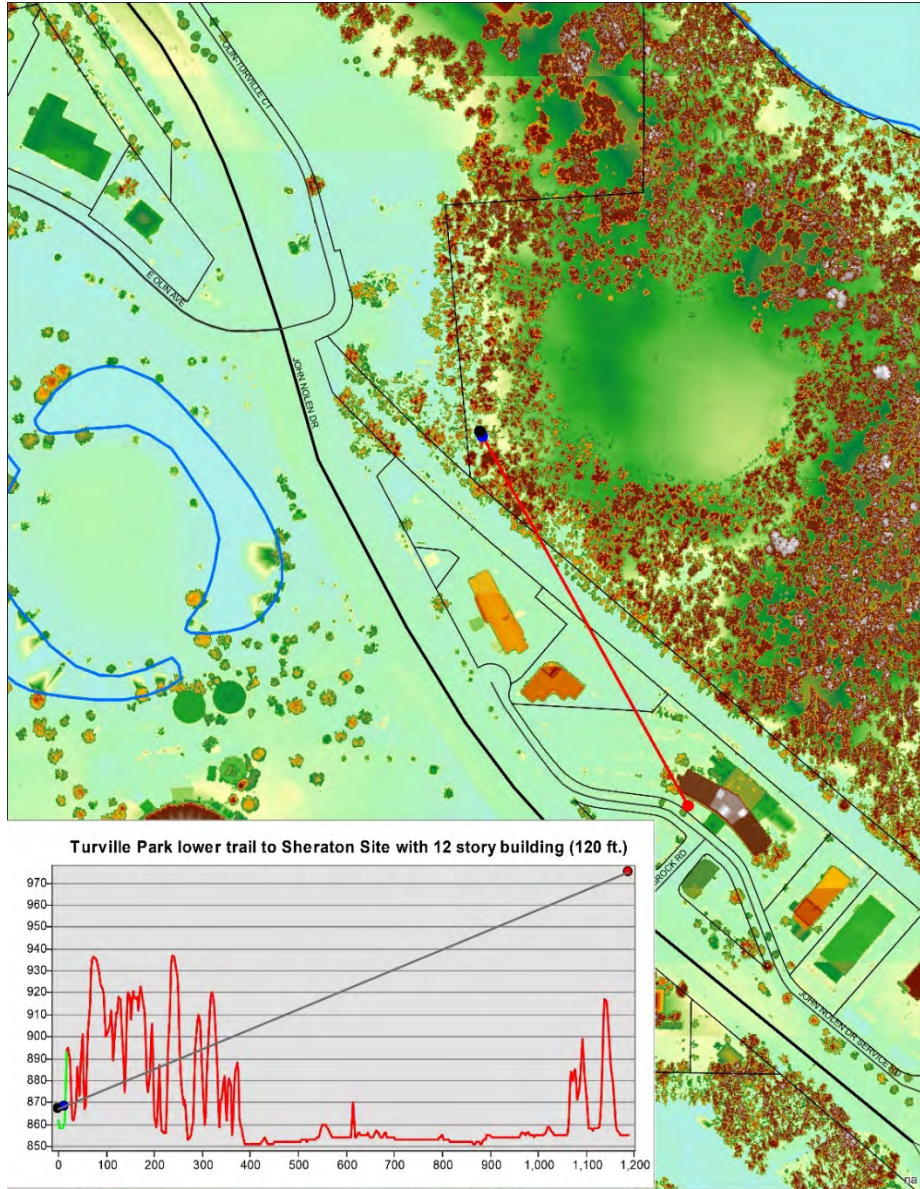
Olin Turville Park Viewshed Analysis



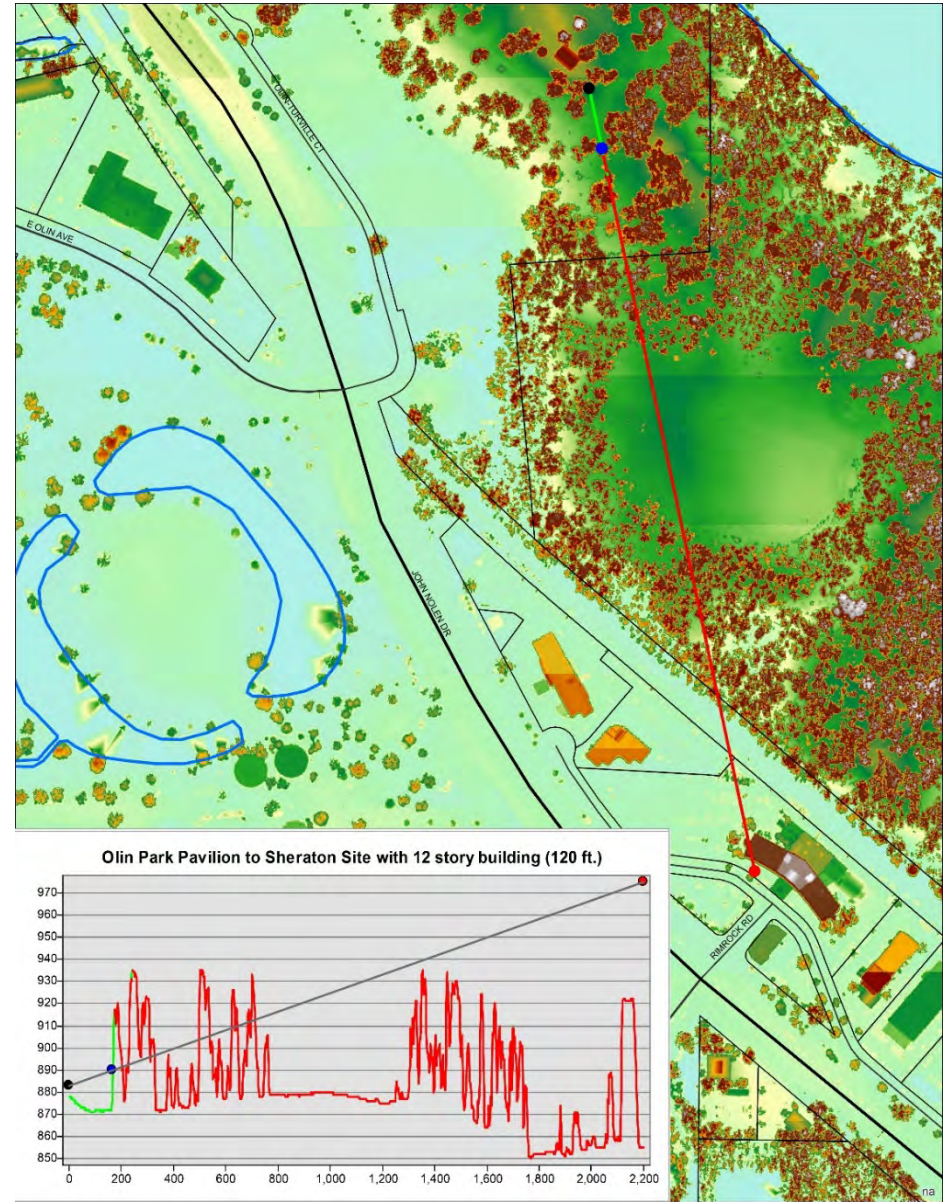
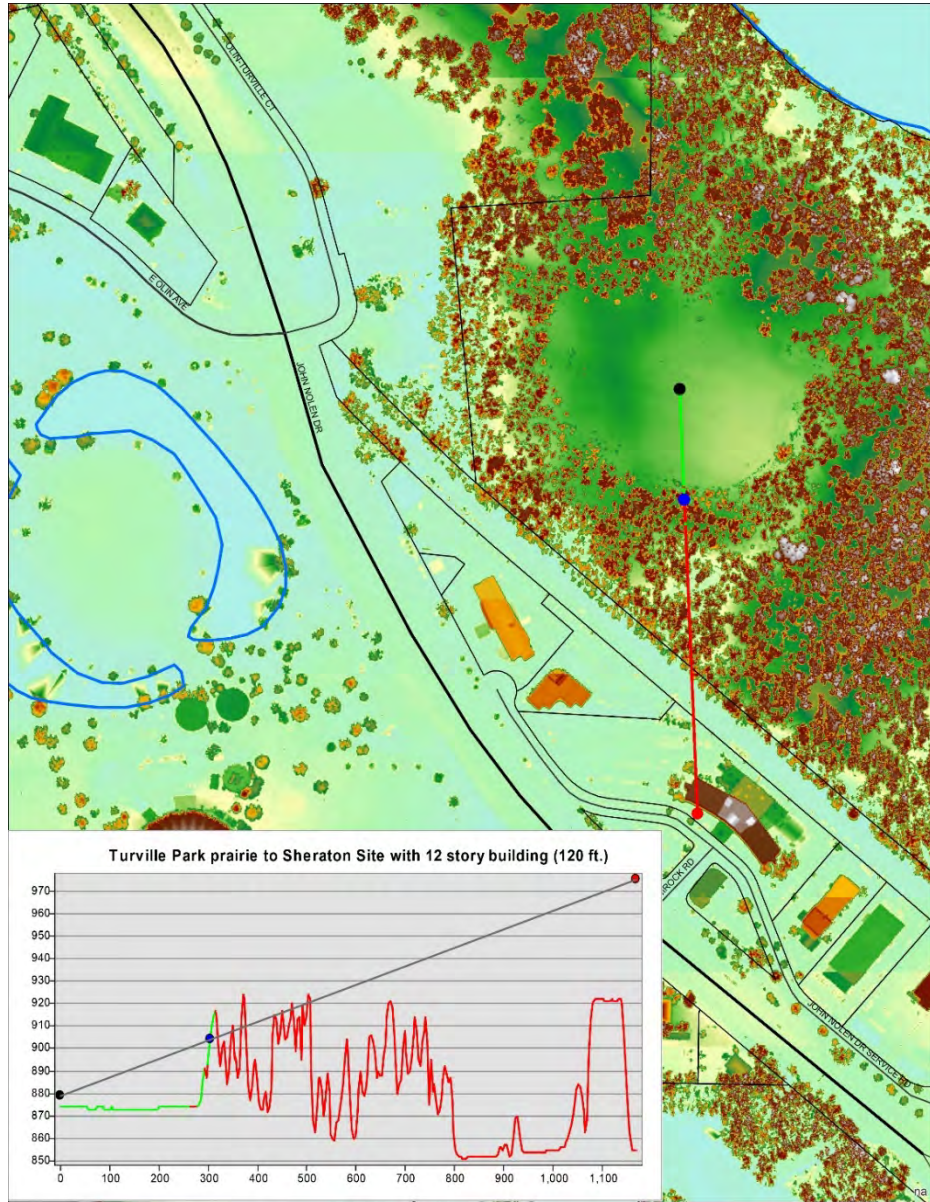
Olin Turville Park Viewshed Analysis



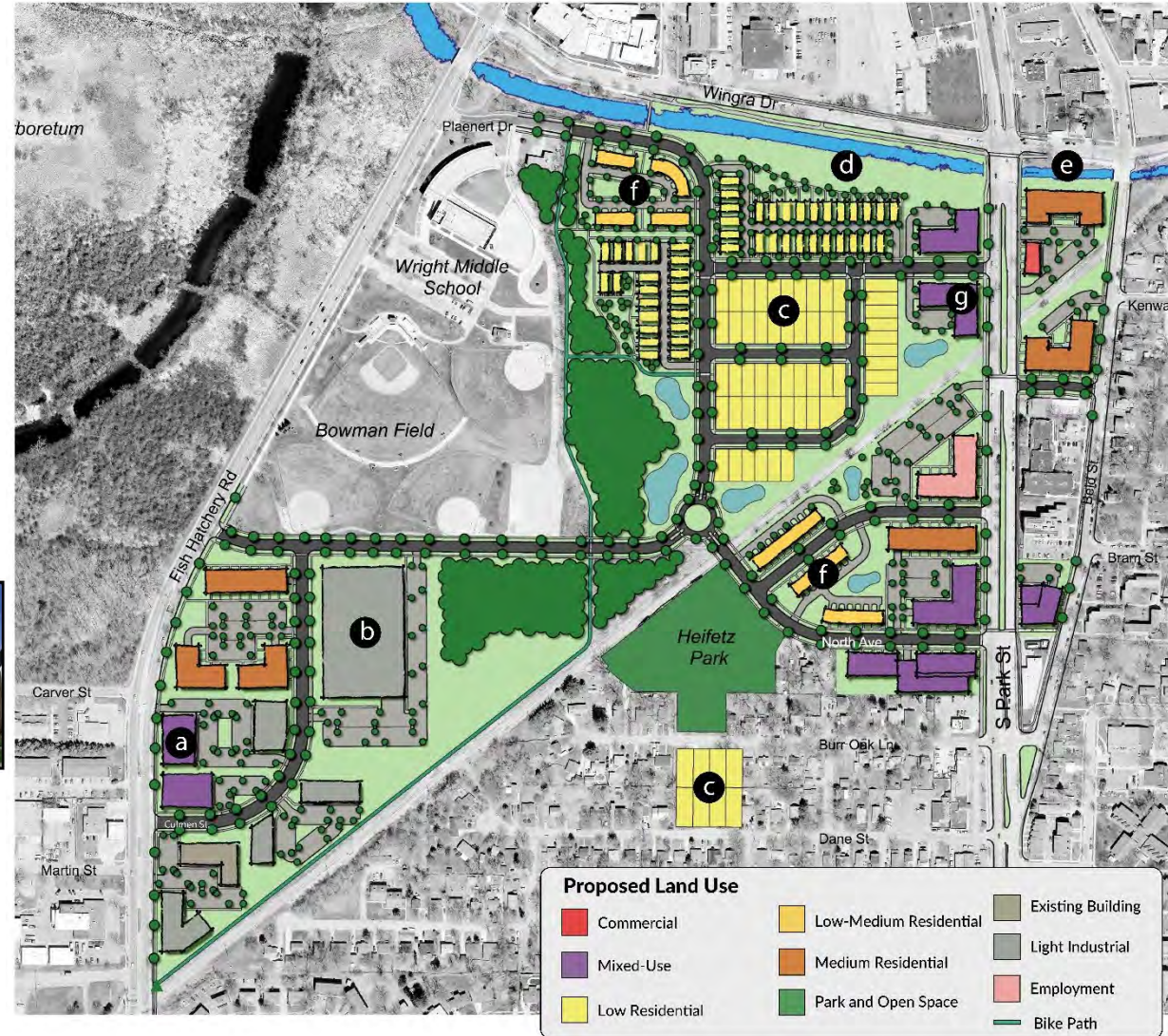
Olin Turville Park Viewshed Analysis



Olin Turville Park Viewshed Analysis



Thorstad Focus Area



Concept Highlights

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

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

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

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



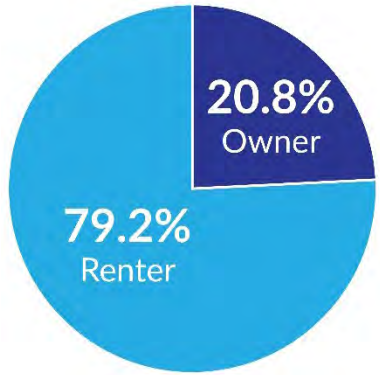
What the South Madison Community said...

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



What the data says...

South Madison
2019*



Madison
2019*



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

South Madison Plan Market Study – Housing Demand

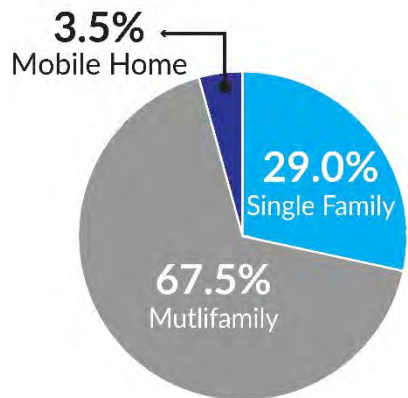
Methodology 1* – Low 924 units, High 1,847 units

Methodology 2** - 2,260 units

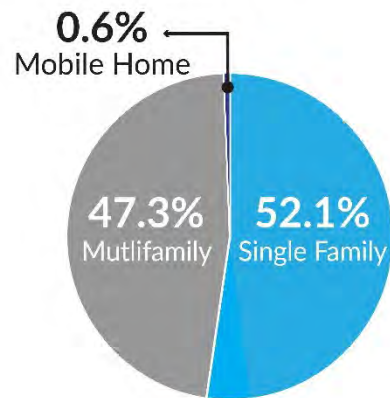
Three focus area concepts – 2,127 units

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

South Madison
2019*



Madison
2019*

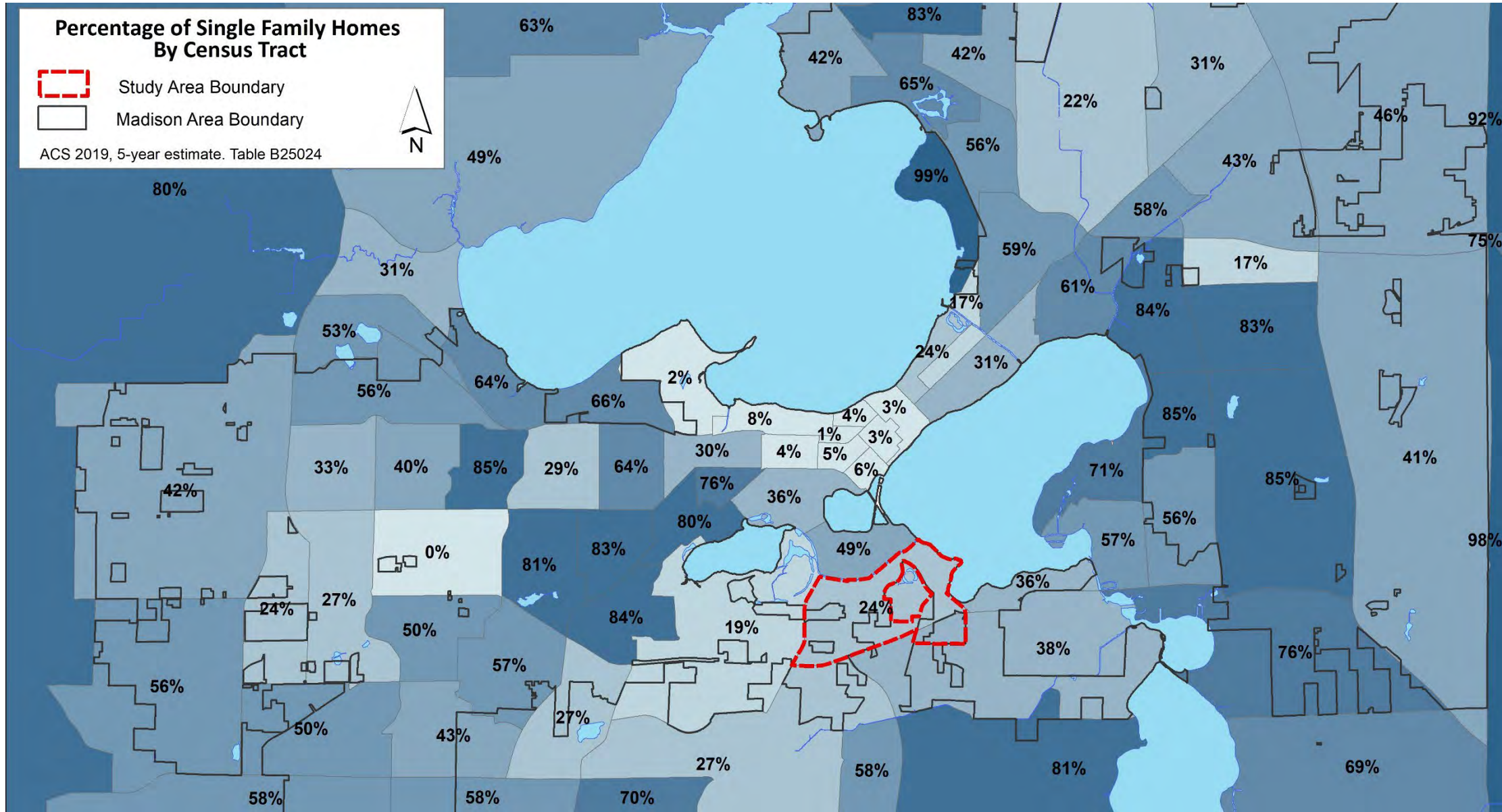


* A low- and high- projected units was determined based on the proportional share of South Madison compared with growth in projected citywide. (page 27 *South Madison Market Study*)

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



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

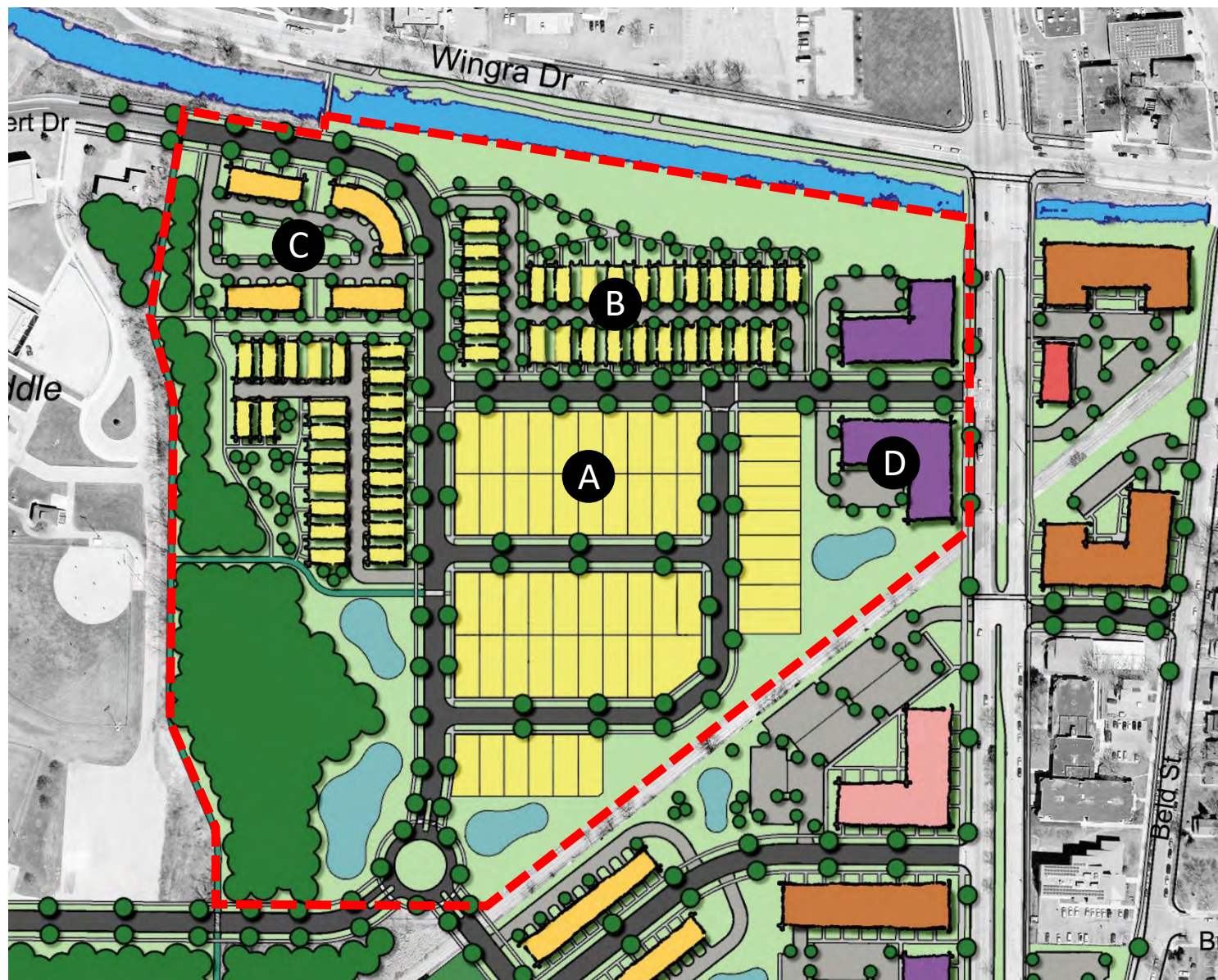


Plan Recommendation

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



Thorstad Focus Area



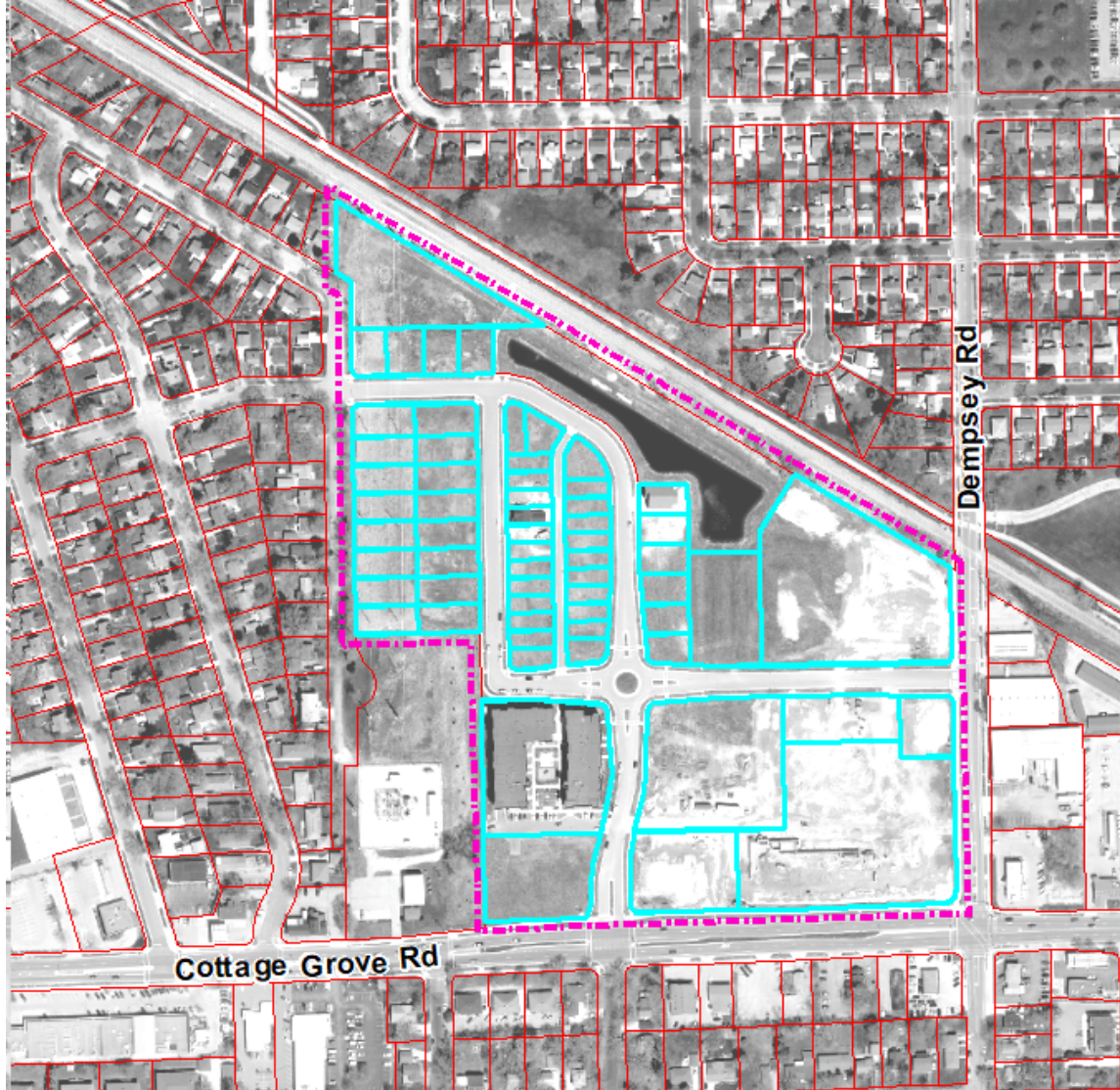
Land Use	Units	Acres	Net Density
Low Residential (A+B)	104	10.89	9.55
(A) Single-Family Lots – 4,000 sqft	54		
(B) Cottage Homes	50		
Low-Medium Residential (C)	16	1.9	8.42
Mixed-Use (D) – 5 stories	120	2.2	54.55
Totals	240	14.99	16.01
Park		1.3	
Stormwater		3.5	
Right-of-way		3.95	
Total Site Acreage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

Proposed Land Use

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



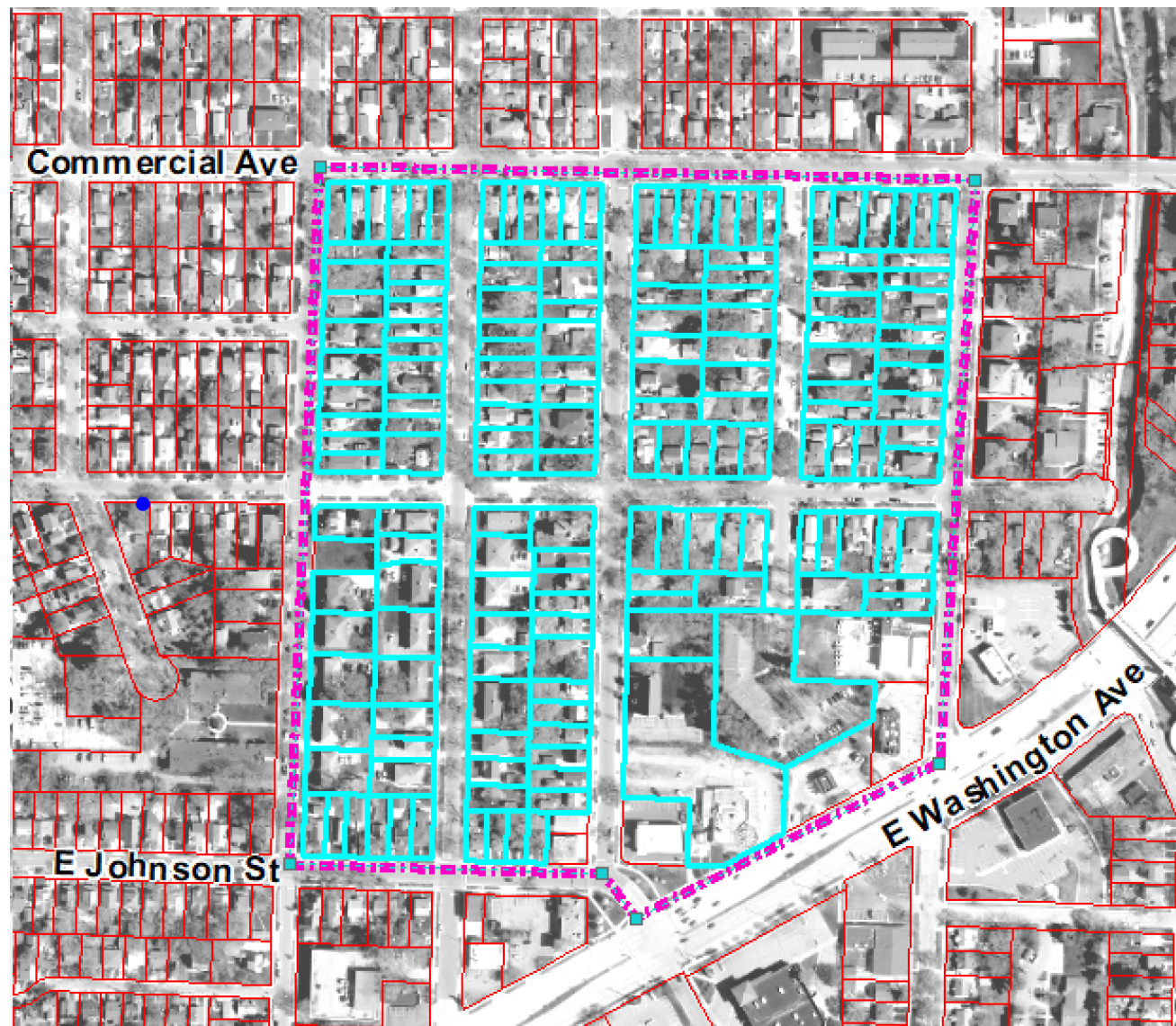
Royster Clark Development



Land Use	Units	Acres	Net Density
Single-Family	51	6.57	7.76
Multi-Family	180	7.5	24.00
Mixed-Use	135	4.93	27.38
Total	366	19.00	19.26

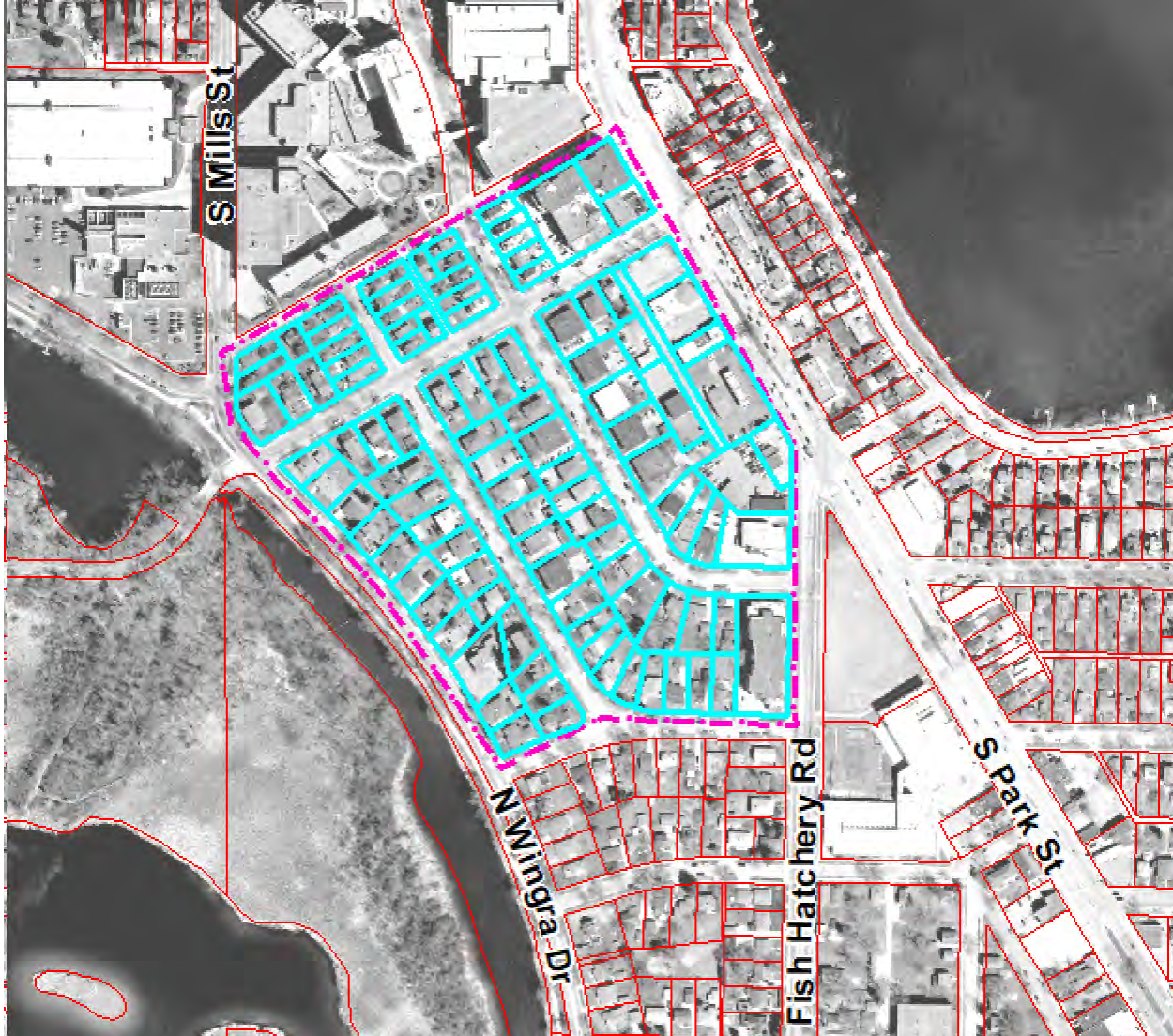


Former Ella's Deli site



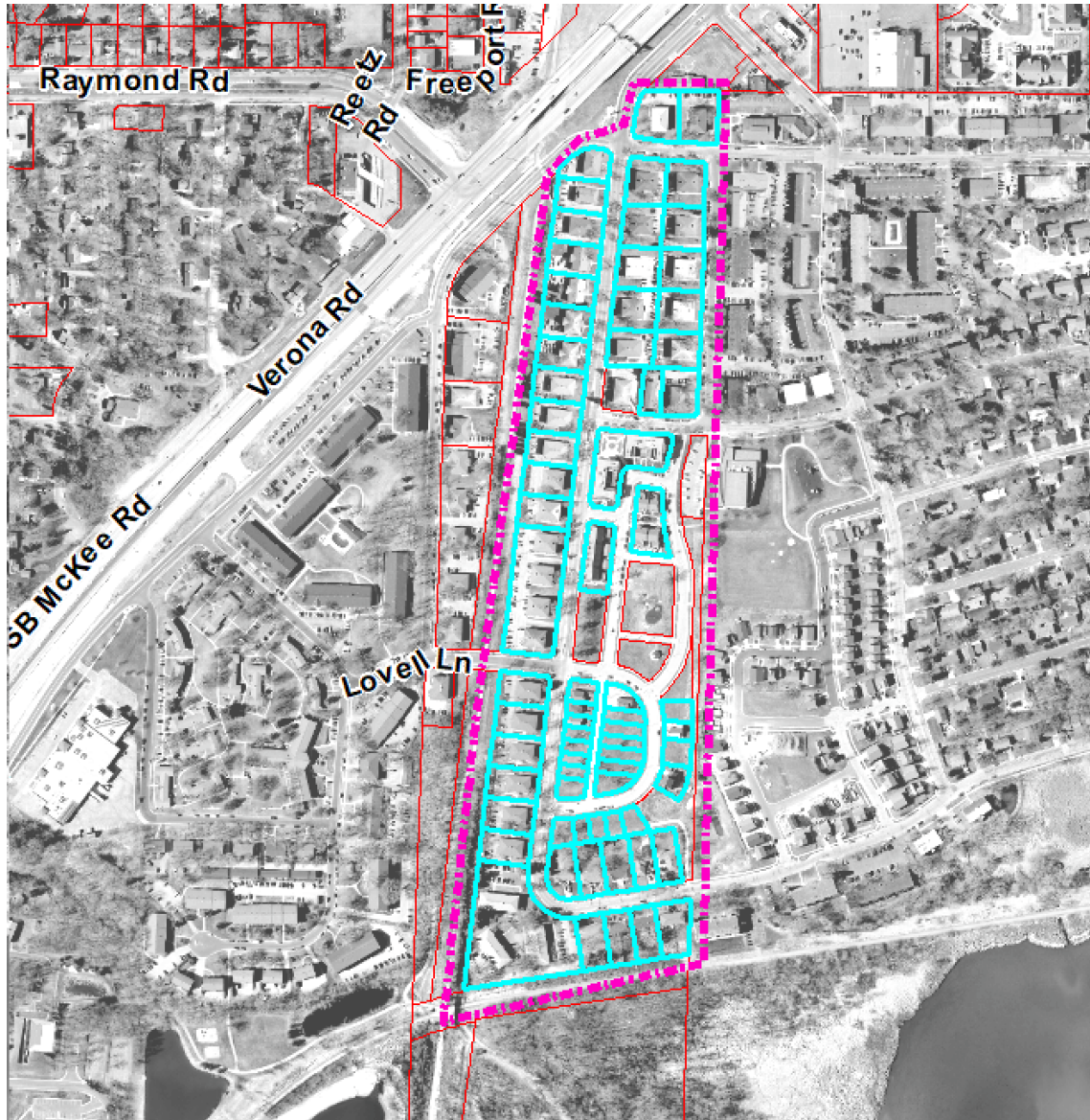
Land Use	Units	Acres	Net Density
Single-Family	125	14.55	8.59
Multi-Family	142	7.26	19.55
Mixed-Use	138	1.73	79.63
Total	405	23.54	17.20

8 Twenty Park Apts / Wingra Point Residences



Land Use	Units	Acres	Net Density
Single-Family	51	7.66	6.66
Multi-Family	342	10.76	31.78
Total	393	18.42	21.33

Allied Dr / Mosaic Ridge



Land Use	Units	Acres	Net Density
Single-Family	24	2.89	8.30
Multi-Family	339	20.54	16.50
Total	363	23.42	15.50



Union Corners



Land Use	Units	Acres	Net Density
Single-Family	0	0	0
Multi-Family	62	3.3	18.75
Mixed-Use	203	5	40.6
Total	265	8.3	31.9

Thorstad Focus Area Alternative



Land Use	Units	Acres	Net Density
Low Residential (A+B)	115	10.35	11.11
(A) Single-Family Lots – 3,000 sqft	65		
(B) Cottage Homes	50		
Low-Medium Residential (C)	44	2.44	18.03
Mixed-Use (D) – 8 stories	240	2.2	109.1
Totals	399	14.99	26.62
Park		1.3	
Stormwater		3.5	
Right-of-way		3.95	
Total Site Acreage		23.74	

Proposed Land Use

Commercial	Low-Medium Residential	Existing Building
Mixed-Use	Medium Residential	Light Industrial
Low Residential	Park and Open Space	Employment
	Bike Path	



How this recommendation could be implemented...

- City would need to team with a developer or non-profit
- Would require a significant City investment (likely through TIF)
 - City could pursue land-banking properties
 - City could construct site infrastructure
 - Developer or non-profit would construct and sell units

Density Summary

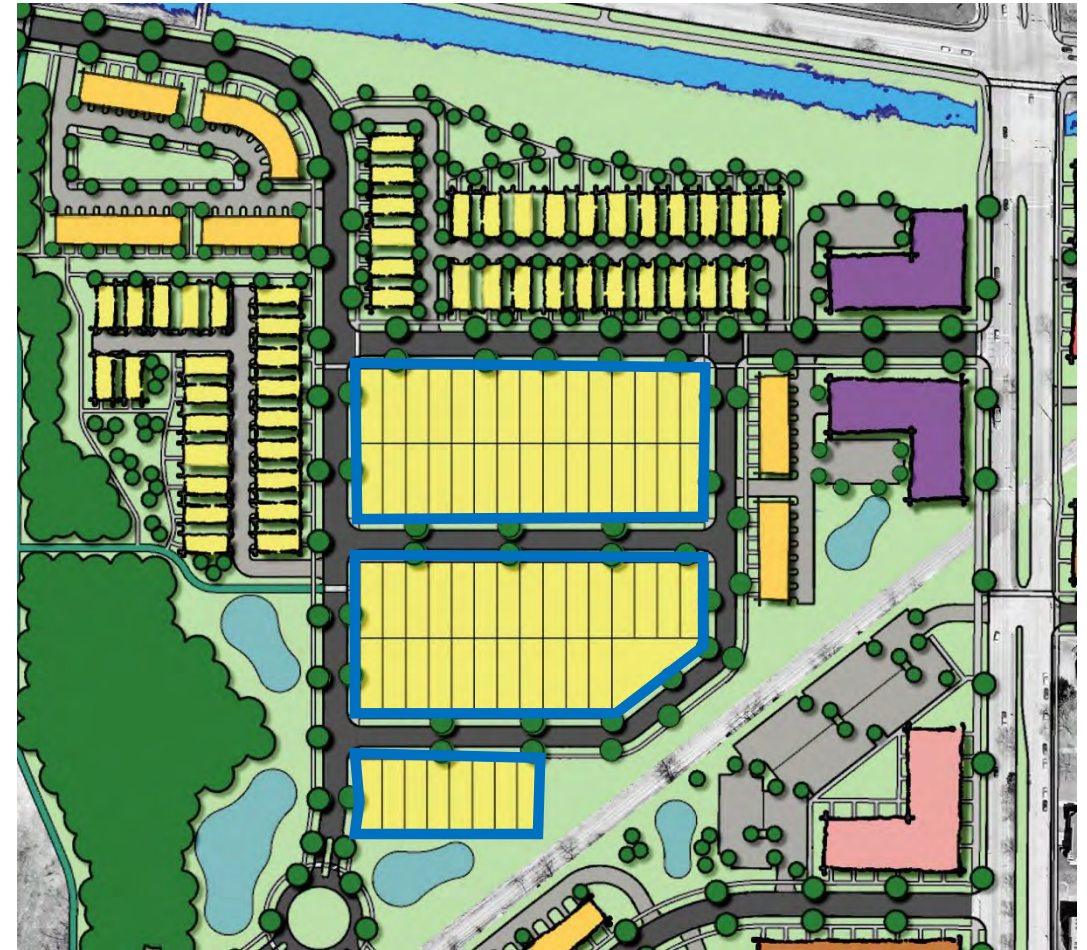
Neighborhood	Units	Acres	Net Density
Thorstad Focus Area	240	14.99	16.01
Thorstad Focus Area Alternative	399	14.99	26.62
Royster Clark	366	19.00	19.26
Ella's Deli/East Washington	405	23.54	17.20
820 Park/ Wingra Point	393	18.42	21.33
Allied Drive/Mosaic Ridge	363	23.42	15.50
Union Corners	265	8.3	31.9



Comparisons with other single-family areas

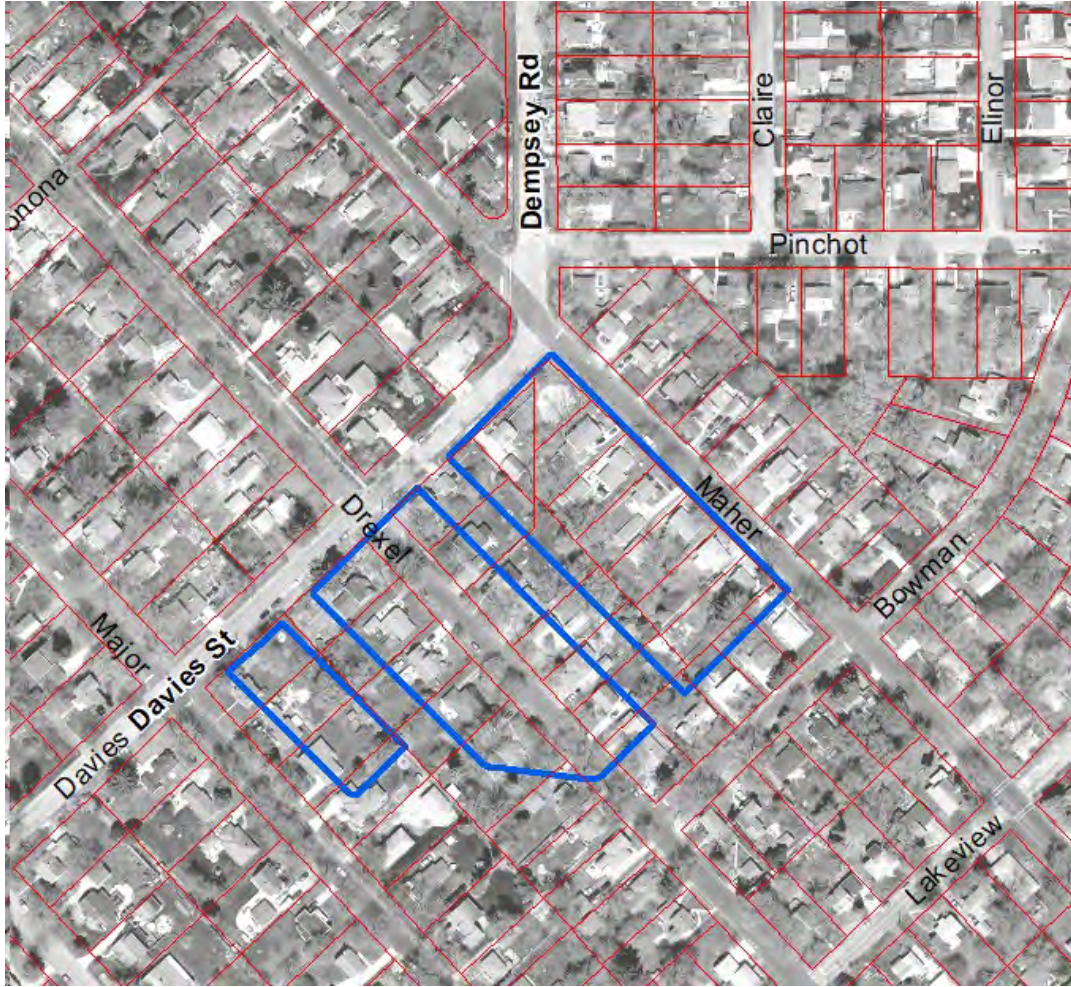


Tenney Lapham
~45 parcels



Thorstad Focus Area Alternative
65 lots

Comparisons with other single-family areas

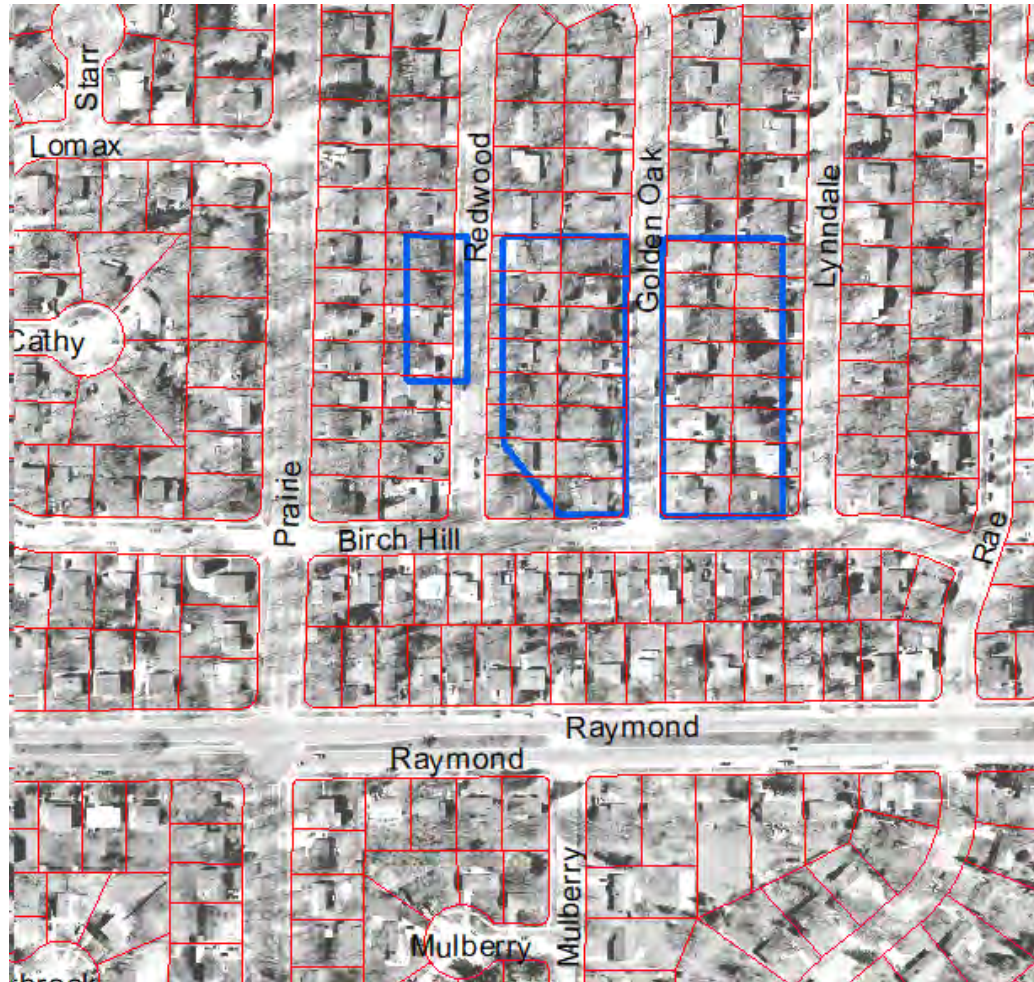


Eastmorland
~18 parcels

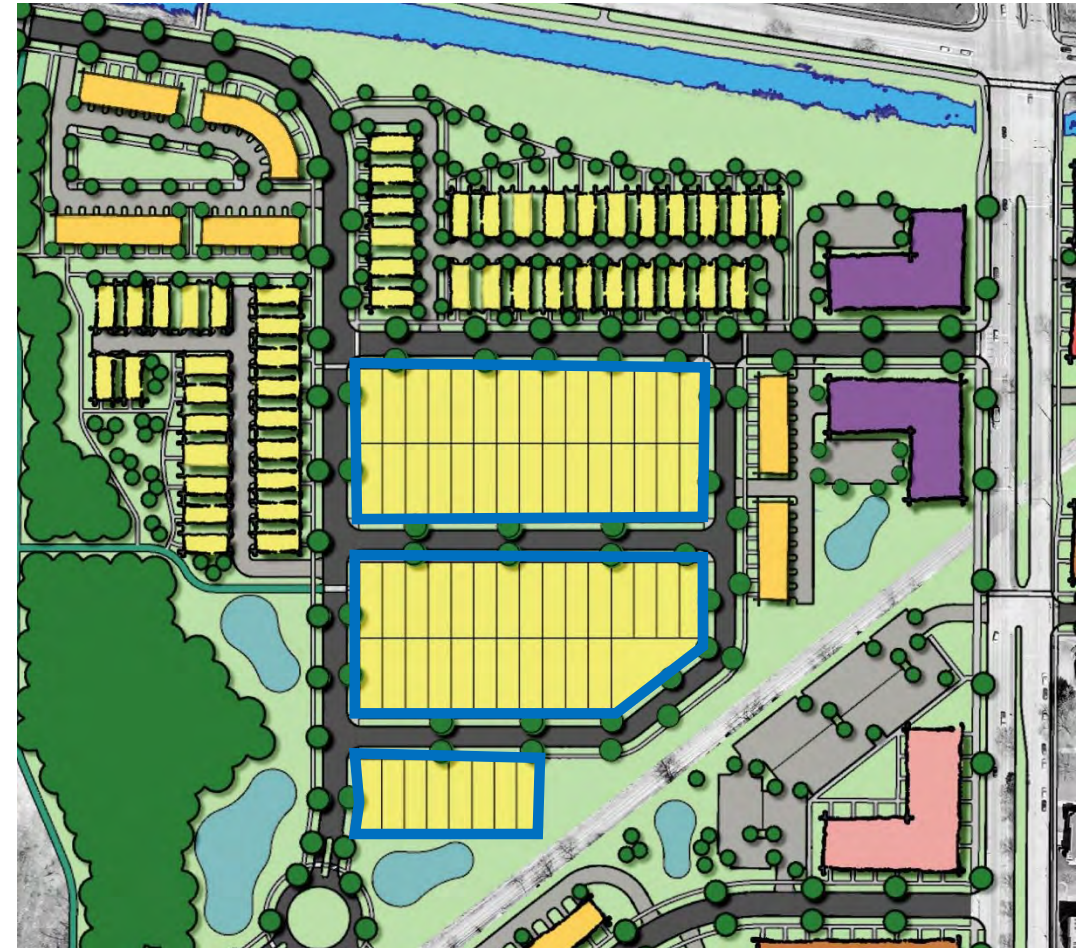


Thorstad Focus Area Alternative
65 lots

Comparisons with other single-family areas



Raymond Rd
~34 parcels



Thorstad Focus Area Alternative
65 lots

Comparisons with other single-family areas



Elderberry
~22 parcels



Thorstad Focus Area Alternative
65 lots