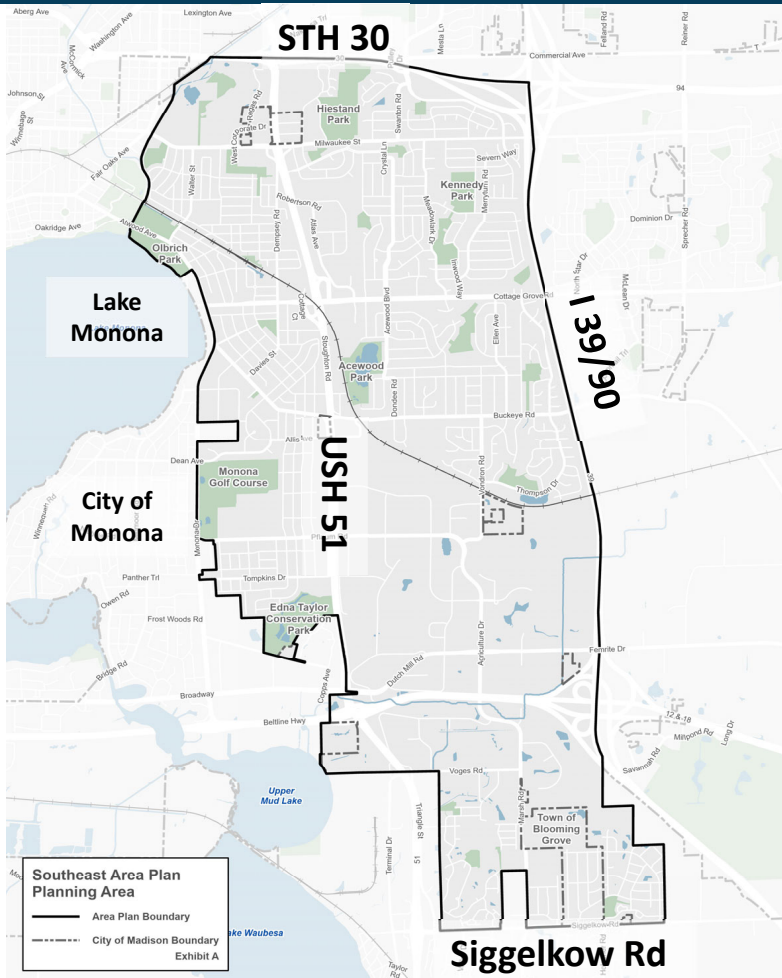


Southeast Area Draft Plan Recommendations



Economic Development Committee Meeting: December 17, 2025

Southeast Area



North boundary:

State Highway 30

South boundary:

Siggelkow Road / Village of McFarland

East boundary:

Interstate 39/90

West boundary:

City of Monona / Lake Monona

2020 Census:

- 11,100 housing units
- 25,366 people
- 25.9% BIPOC and Hispanic/Latinx

Public Engagement Summary



- Public Meetings: In-person Open House and a virtual meeting
- November – April: Interactive Commenting Mapping
- Survey Part 1 & 2
- Madison Madness Bracket
- NAs, Schools, School Districts, NRTs and others
- UW PEOPLE Program - La Follette High School students
- Partnered with nINA Collective to host Focus Group meetings
- Pop-Up outreach – Pinney library, community events, Bike to Work week
- Neighborhood walk
- Business Walk
- PC and TC check-ins (June, Aug)
- CAS events at Hiestand and Honeysuckle Parks



Economy & Opportunity: Business Walk



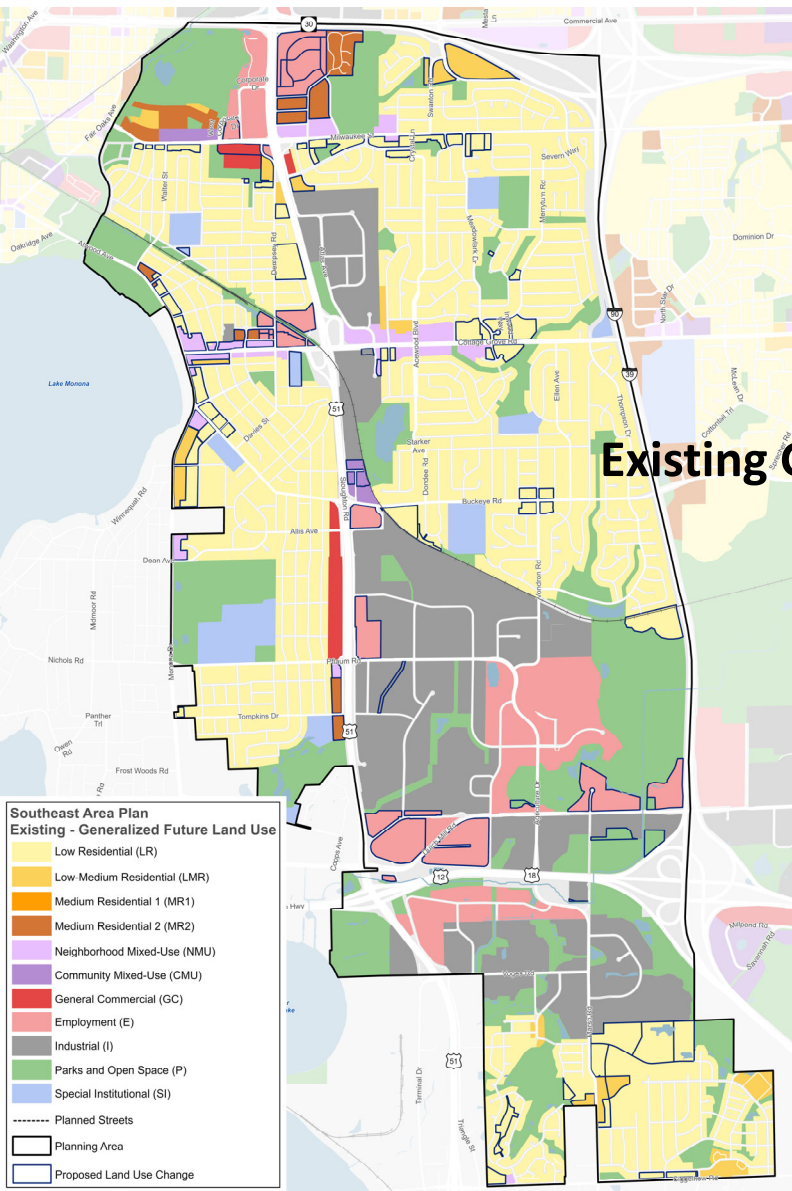
- Held on June 3, 2025
- Visited 247 businesses
- Six questions
- Report available on project website

Business Walk Feedback:

- How is business?
 - 68% of respondents said it is good or great,
 - 26% said it was steady/fair.
- What is the as the #1 thing they liked about doing business in the area:
 - 55% cited location and opportunities for expansion
 - 40% cited community/customers
- The top three things that could be done to improve business in the area were:
 - 1) better infrastructure/ transportation (such as more Metro Transit service),
 - 2) government regulations issues, and
 - 3) public safety concerns.
- 22% of businesses said that employees have difficulty getting to work.
- 83% said they do not plan to relocate, sell, or exit their business in the next five years.

How feedback gets into plan

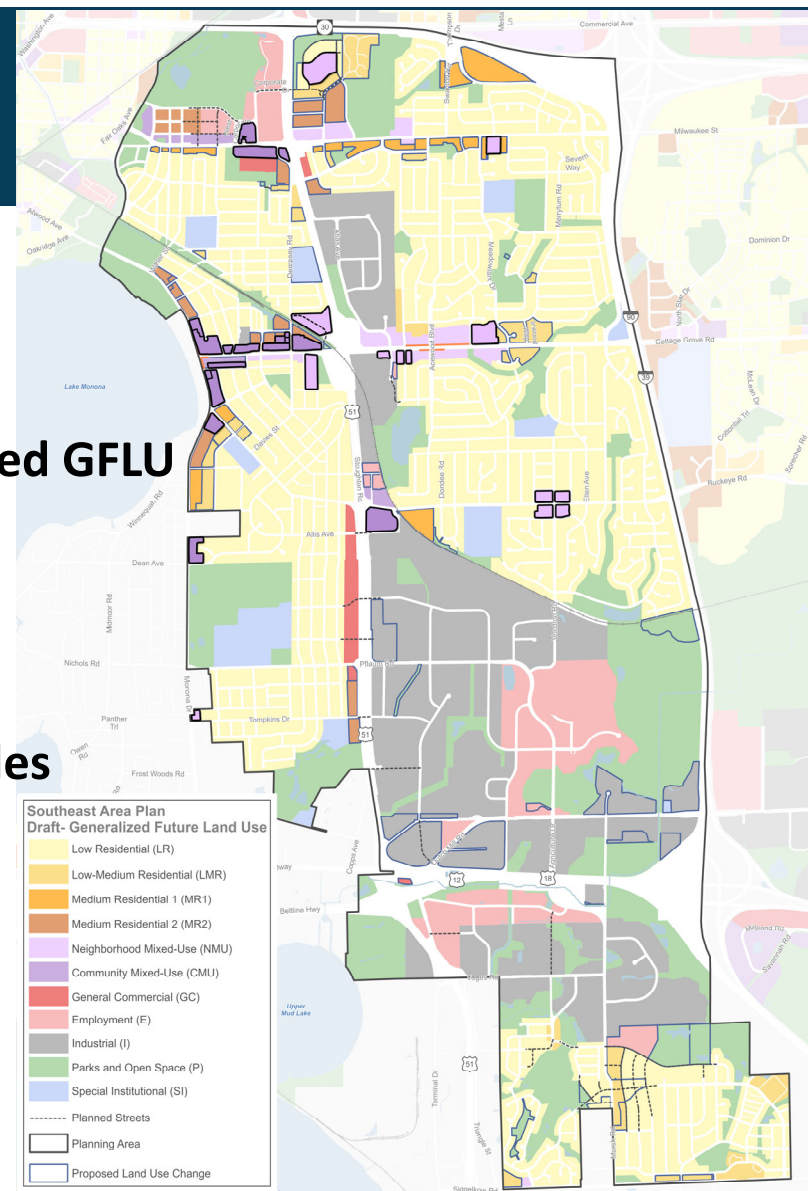




Proposed Land Use Changes

Proposed GFLU

- GC/E to Mixed-Use
- New mixed-use nodes
- NMU to CMU



Economy & Opportunity



What We Heard

- Preserve 'naturally-affordable' underperforming (existing) business spaces
- Over-reliance on jobs in cleaning, warehouse, and food service industries.
- Foster BIPOC businesses
- The prevalence of empty storefronts on Milwaukee Street signals a lack of local investment. Need to make area more walkable, safe, and inviting.
- Bus service – particularly on Milwaukee Street and during weekends – is infrequent and unreliable
- Assess the area south of Atlas Ave. and north of Cottage Grove Road to see if denser commercial/office space is viable with an Economic Feasibility Study
- A community-led hub in the Milwaukee Street corridor could support job access and small business activity for residents

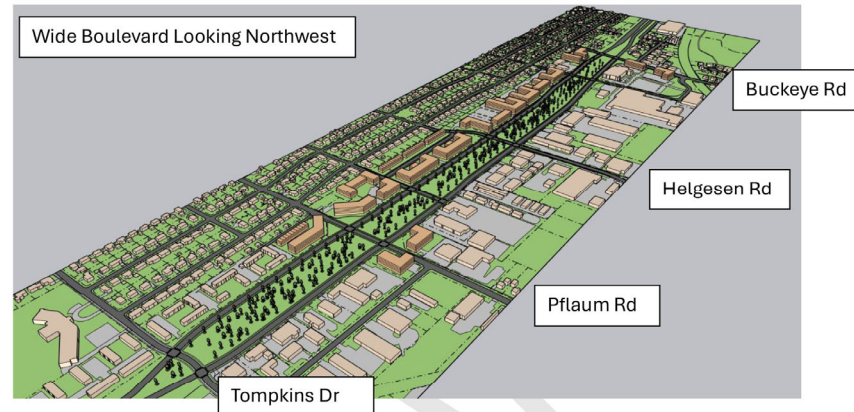
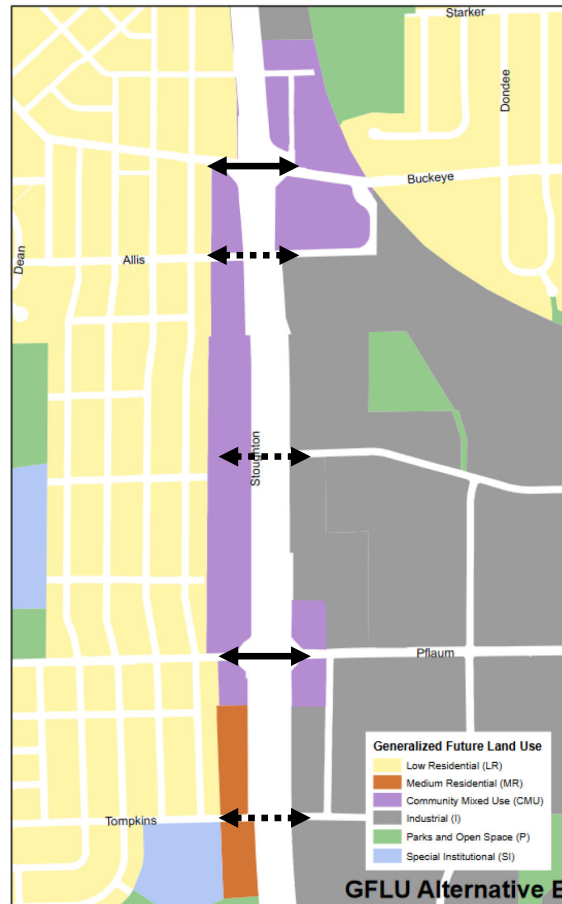
USH 51 Design Impacts – Land Use Alternatives and New Opportunities for Access to Businesses?



45 MPH, limited access future land uses



35 MPH, urban boulevard future land uses



New Street crossings at multiple intervals could be timed with one-way lights to make quicker signals that still move traffic even at slower 35 mph speeds.

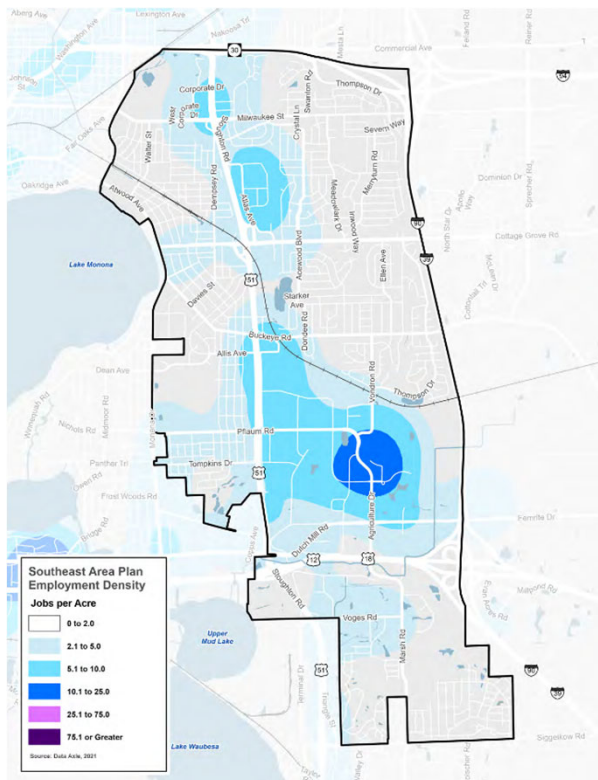


New mixed use development at nodes can give visual signals to drivers to maintain safe speeds.

Economy & Opportunity



Employment Density



Employment Sectors

Legend

Service and Retail Sectors

Accommodation and Food Services (72); Arts, Entertainment, Other Services (71, 81); Management of Companies, Admin & Support (55-56); Retail Trade (44-45); Finance, Insurance, Real Estate (52-53); Information (51); Professional, Scientific, Technical Services (54)



Light Industrial/Manufacturing Sectors

Agriculture, Mining, Utilities, Construction (11-23); Transportation, Warehousing (31-33, 48-49); Wholesale Trade (42)



Education Sector

Educational Services (61)

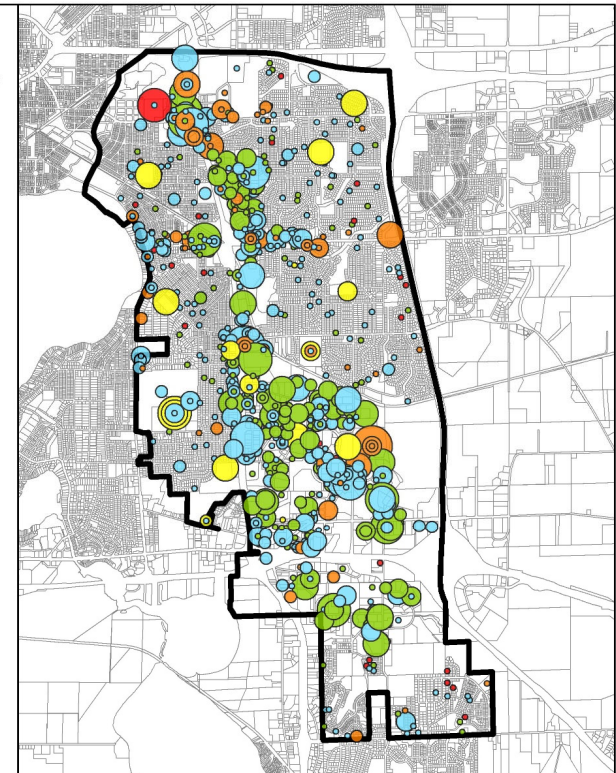


Health Care and Public Admin. Sectors

Health Care and Social Assistance (62); Public Administration (92)



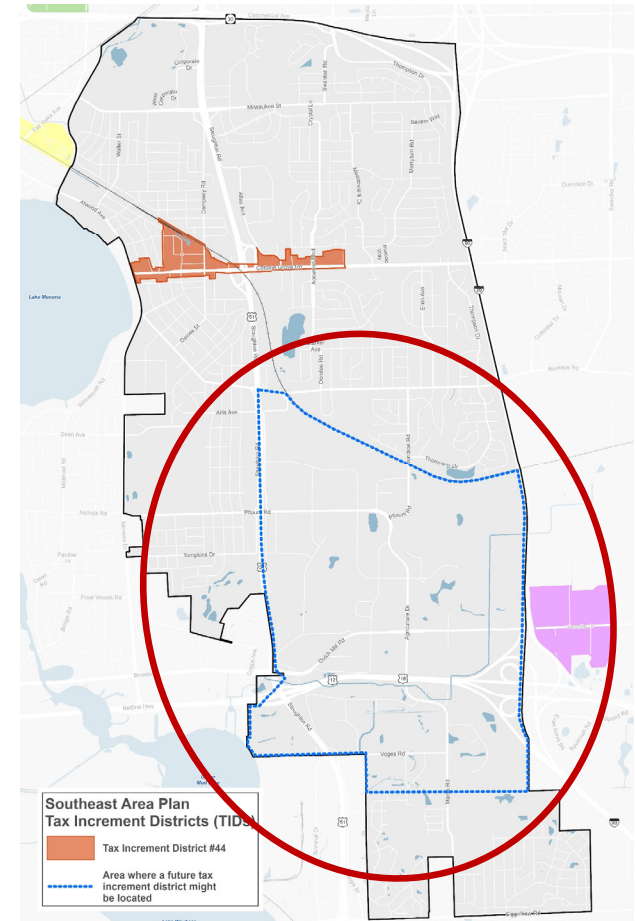
Unclassified Establishments



Economy & Opportunity – Draft Actions



- Explore the creation of a new Tax Incremental Finance District (TID) to increase access to business support programs such as the City's [Small Cap TIF Business Loan Program](#).



Economy & Opportunity – Draft Actions



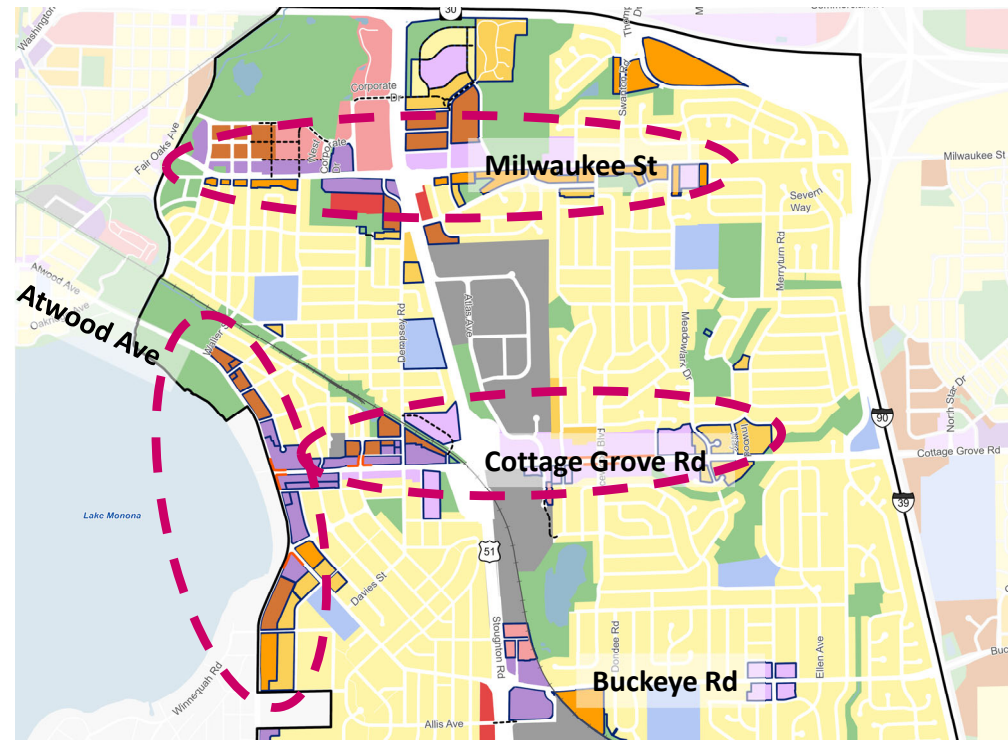
- Examine City Owned Sites
 - Southeast Business Park
 - Fire Dept. Owned properties on Ag/Dairy Drive
- Explore Other Opportunities for the City to Land-Bank



Economy & Opportunity – Draft Actions



- Revitalize the commercial corridors (particularly the Milwaukee Street corridor)
 - Examine opportunities for more investment in small businesses to reduce large number of empty storefronts along Milwaukee Street
 - Small Cap TIF programs for business grants/loans
 - Façade Grants
 - Opportunities for new mixed-use development



Timeline



Planning Process & Public Engagement



Discussion



Is there anything that you think we missed?

Do you have any additional comments, questions, or concerns?