



SOUTH MADISON PLAN

DRAFT South Madison Plan Review

November 15, 2021

Transportation Policy and Planning Board



Planning Study Area



Top Community Issues/Concerns

- **Displacement/Gentrification**

- Preserving single family homes
- Need for additional opportunities for community wealth building, affordable housing
- Need opportunities to age in place in South Madison
- Preserve the mobile home park
- Preserve affordable spaces for businesses, preserve existing local businesses
- Provide spaces for neighborhood serving retail

- **Community Center**

- Need for neighborhood gathering space
- Youth programming
- Senior programming

- **Affordable, quality childcare**

- **Improve bicycle/pedestrian infrastructure**

- Create east/west bike route
- Create north/south bike route
- Extend Cannonball Path

- **Improve Connectivity**

- Between neighborhoods
- Railroad and major road corridors barriers

- **Parks**

- Improve access
- Need for amenities/equipment
- Programming for youth and seniors

- **Improve lighting for pedestrians**

- **Transit Service**

- More frequent transit service
- Service for 3rd shift workers

Restart & Refocus

Guiding Principles

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

Plan Chapters

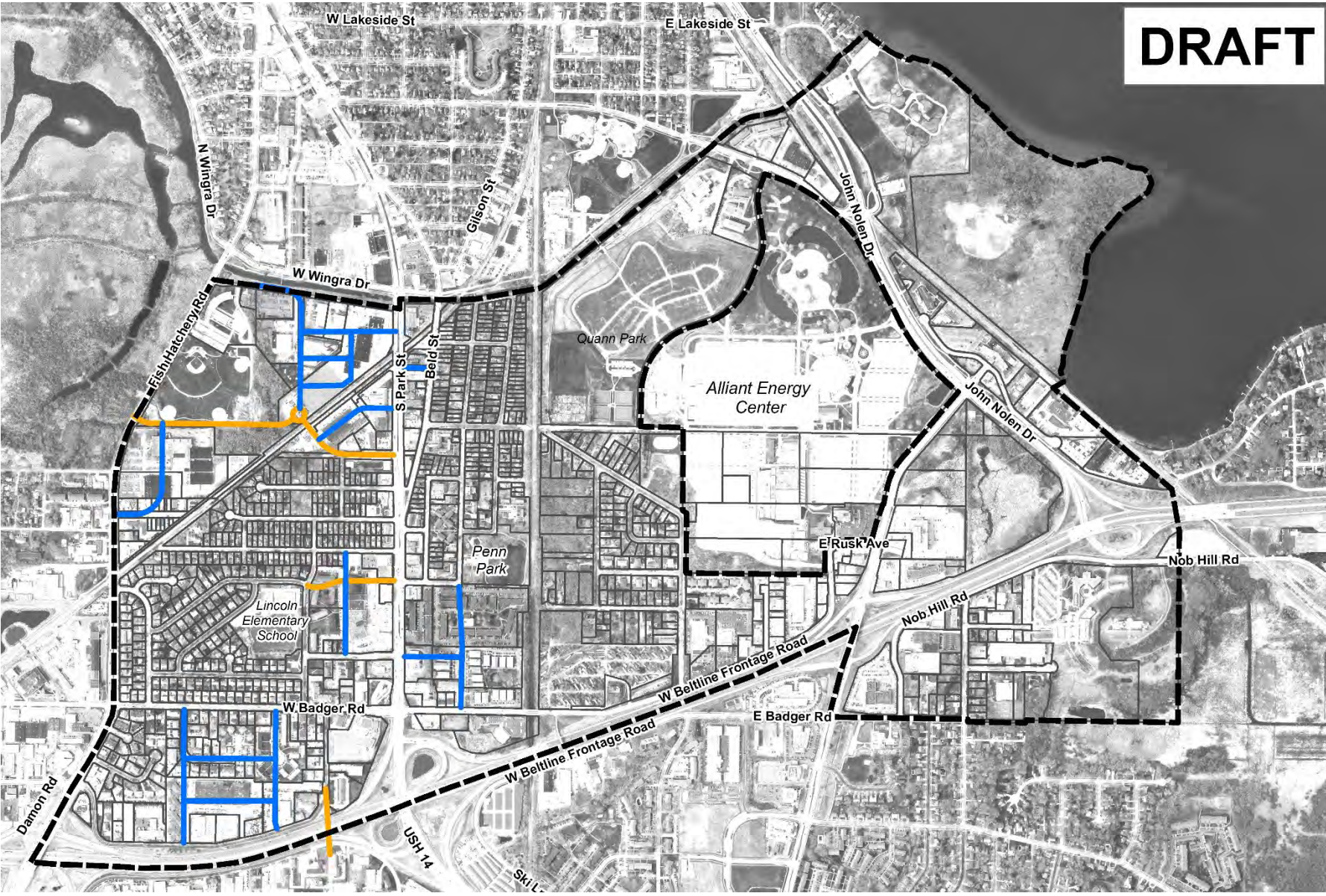
- Economic Development
- Housing
- Land Use, Transportation & Parks
- Equitable Access & Capacity Building
- Park Street Corridor



Future Street Network

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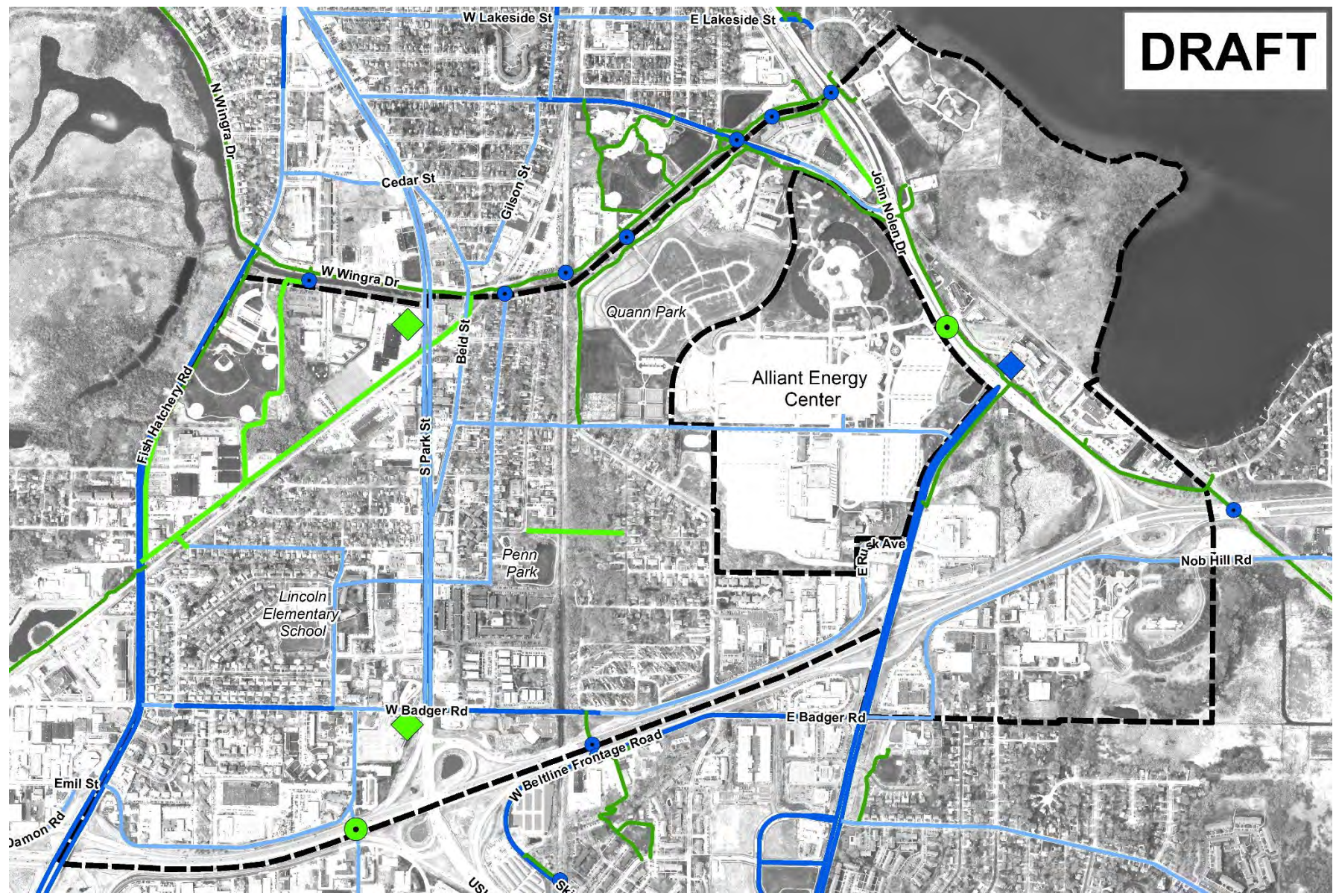
- Priority Street Connections
- Secondary Street Connections



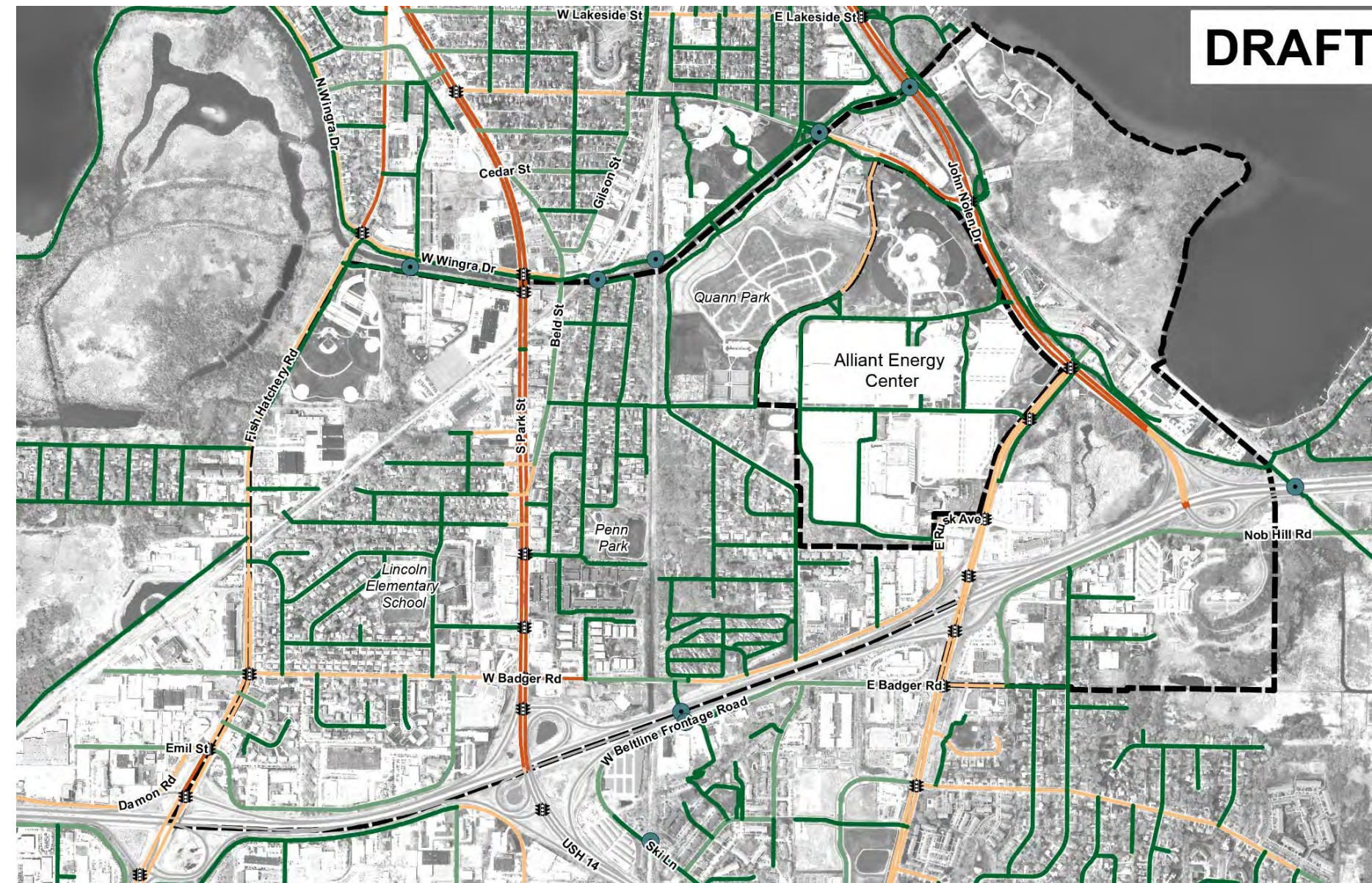
Pedestrian & Bicycle Improvements

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



Level of Stress – Existing Bicycle Facilities

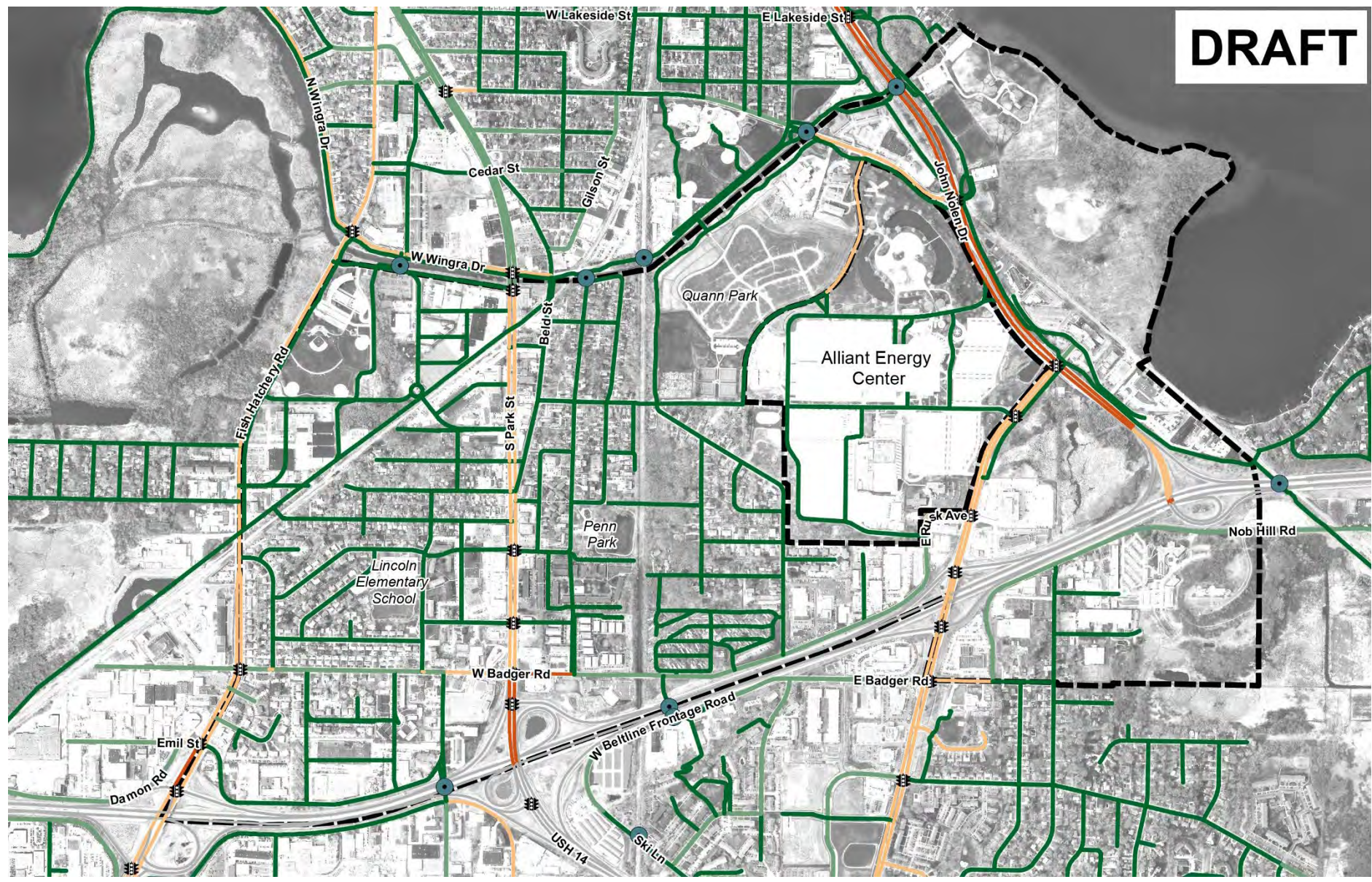


- ⚡ Traffic Signal
- Ped/Bike Over/Underpass
- LTS 1: Lowest stress
- LTS 2: Low stress
- LTS 3: Moderate stress
- LTS 4: Highest stress
- Bicycles prohibited
- ⬜ Study Area Boundary

Level of Stress – Future Bicycle Facilities

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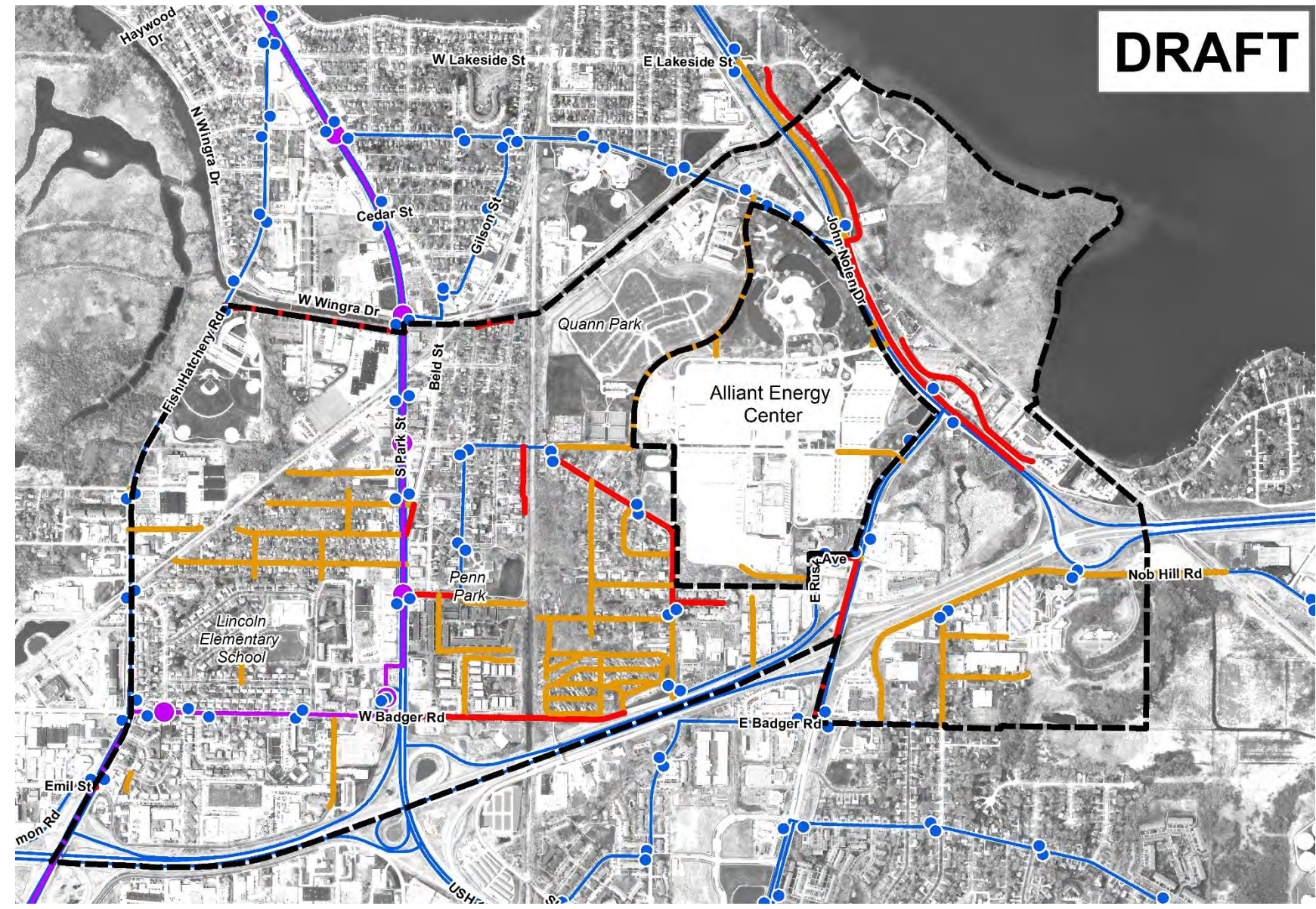
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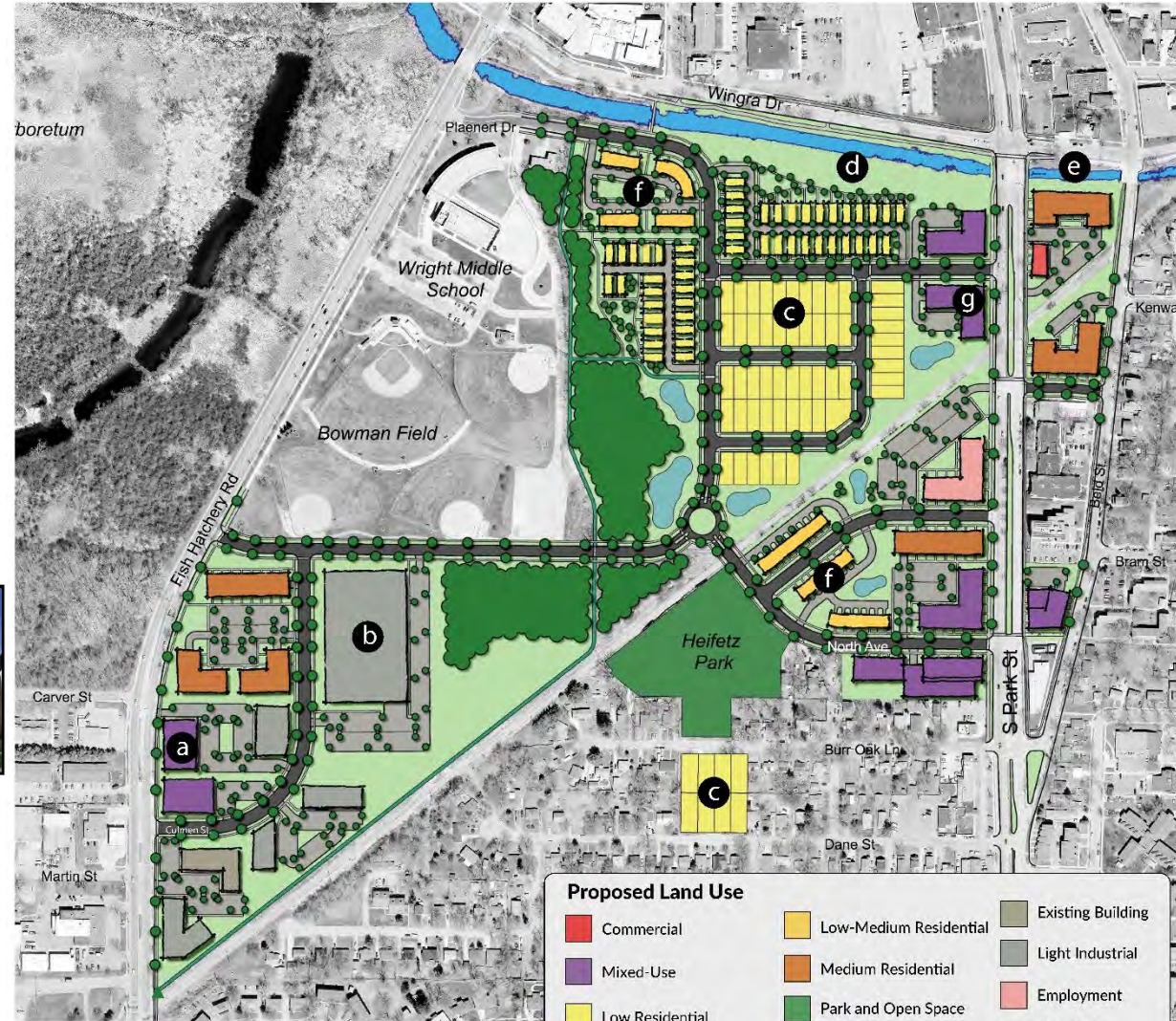
Sidewalk Gaps

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



Thorstad Focus Area



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

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.



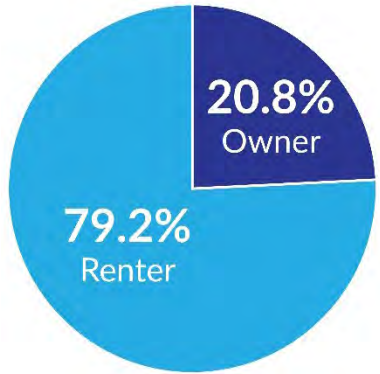
What the South Madison Community said...

- **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**.

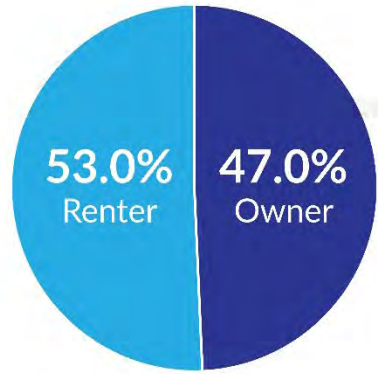


What the data says...

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

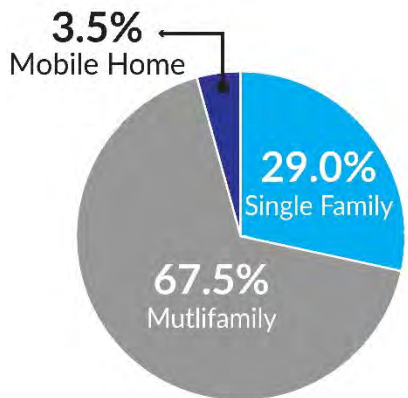
Methodology 1* – Low 924 units, High 1,847 units

Methodology 2** - 2,260 units

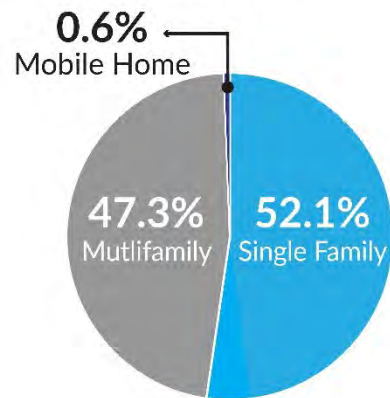
Three focus area concepts – 2,127 units

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*)



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

