

Southeast Area Draft Plan Recommendations



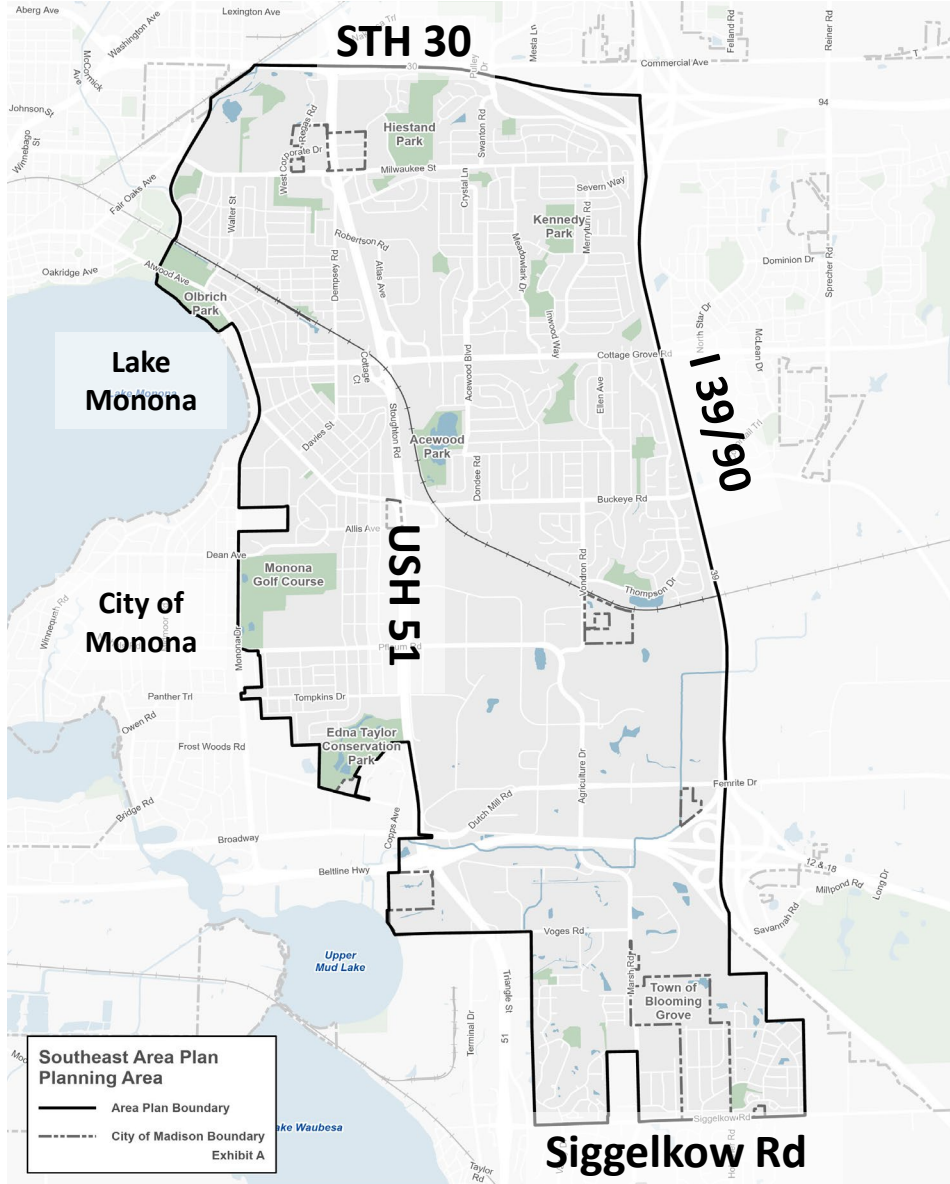
Plan Commission December 15, 2025

Agenda



- Background and Public Engagement summary
- Draft Actions
 - Land use
 - Density along Transit Corridors
 - Illustrations
 - Transportation
 - Street connections / Hwy 51 Study
 - Other Highlights
- Summary of Feedback on Draft Actions
- Timeline

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



How feedback gets into plan



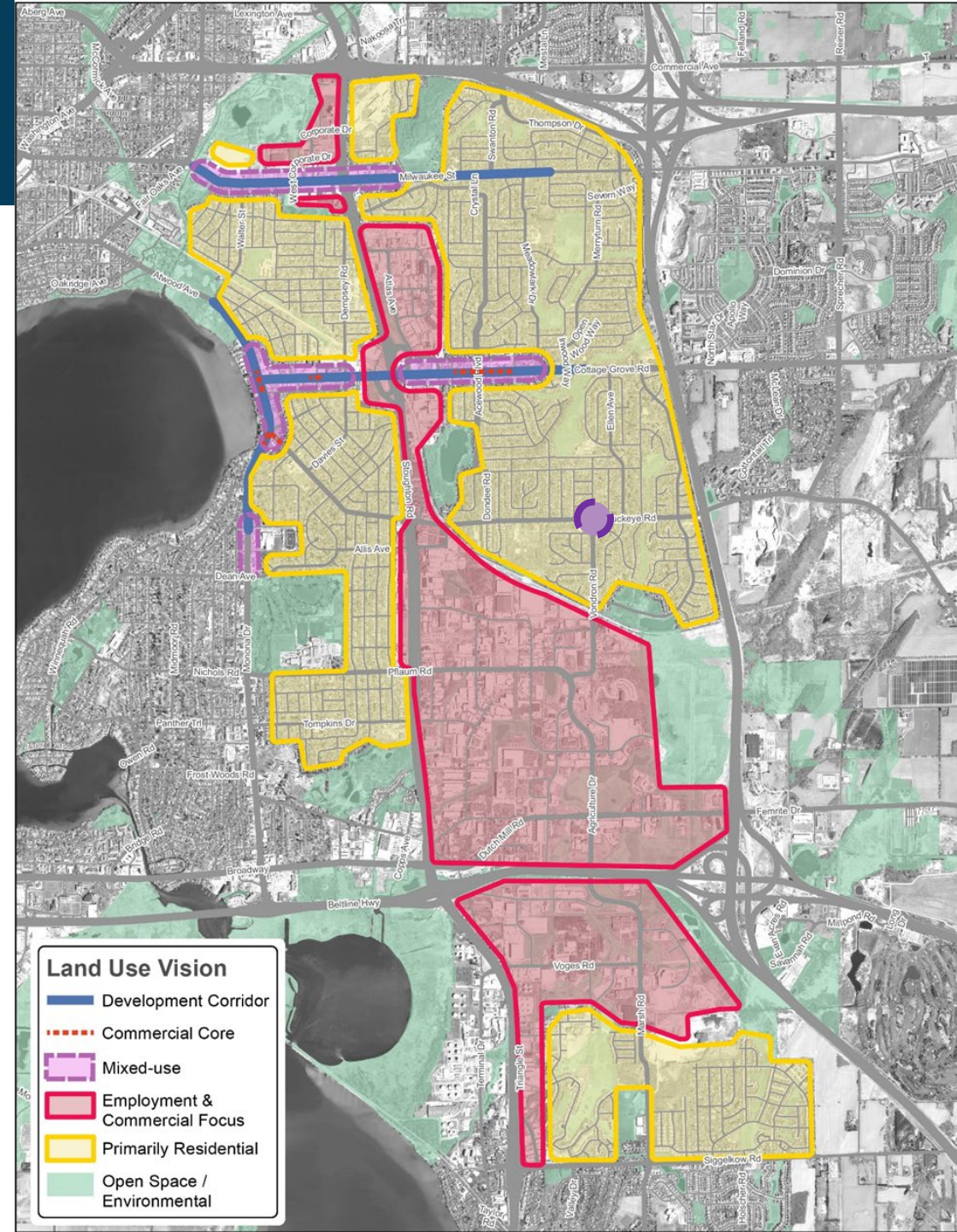
Land Use Highlights

What we heard:

- Support more mixed-use areas/destinations within walking distance
- Allow for more housing options

Draft Actions

- Increasing allowable development and mixed-use intensity along Transit Corridors
- New mixed-use nodes for neighborhoods
- Support additional housing



LU&T – Residential Changes



- Proposing to add a new land use category – MR1
- Will remove asterisks that caused confusion
- This will start with SE and SW Area Plans

Residential Building Form	Low Residential (LR)	Low-Medium Residential (LMR)	Medium Residential 1 (MR1)	Medium Residential 2 (MR2)	High Residential (HR)
Single-Family Detached Building					
Civic/Institutional Building					
Two-Family, Two-Unit					
Two-Family – Twin					
Three-Unit Building					
Single-Family Attached					
Small Multi-Family Building	*				
Large Multi-Family Building		**			
Courtyard Multi-Family Building					
Podium Building					
Number of Stories	1-2'	1-3	2-4	2-5	4-12~
General Density Range (DU/acre)	≤15	7-30	20-70	20-90	70+

* Appropriate in select conditions at up to 30 DU/ac and three stories, generally along arterial streets or where these types of buildings are already present or planned within an adopted sub-area plan as part of a pattern of mixed residential development.

** Appropriate in select conditions at up to 70 DU/ac and four stories. Factors to be considered include relationships between proposed buildings and their surroundings, natural features, lot and block characteristics, and access to urban services, transit, arterial streets, parks, and amenities. Does not apply to the Southeast and Southwest Area Plans.

~ Or taller, if specified by an approved sub-area plan or PD zoning.

' Dormers or partial third floors are permitted.

Proposed chart

Residential Future Land Use Categories

Residential Building Form	Low Residential (LR)	Low-Medium Residential (LMR)	Medium Residential (MR)	High Residential (HR)
Single-Family Detached Building				
Civic/Institutional Building				
Two-Family, Two-Unit				
Two-Family – Twin				
Three-Unit Building	*			
Single-Family Attached	*			
Small Multifamily Building	*	**		
Large Multifamily Building		**		
Courtyard Multifamily Building		**		
Podium Building				
Number of Stories	1-2'	1-3	2-5	4-12~
General Density Range (DU/acre)	≤15	7-30	20-90	70+

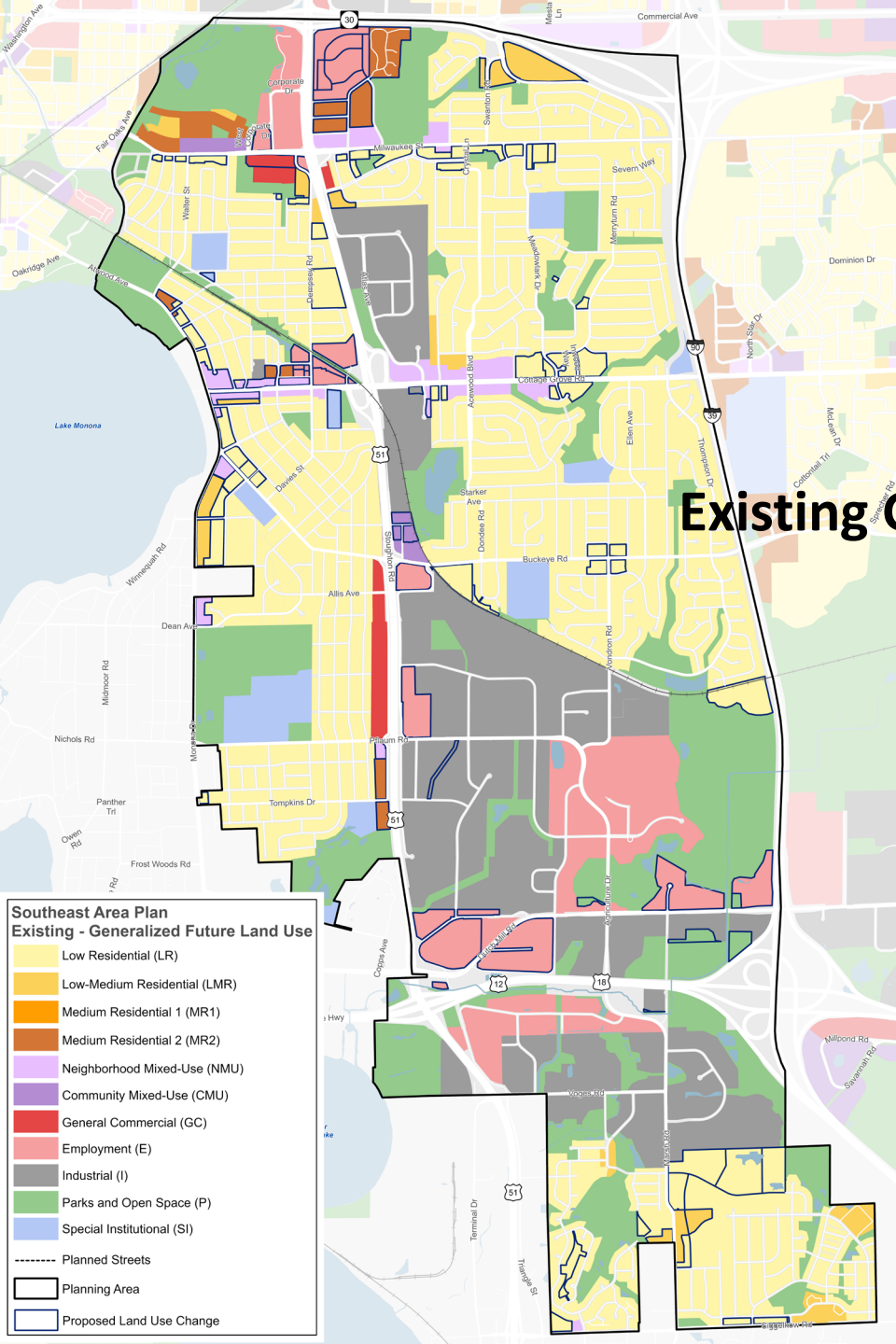
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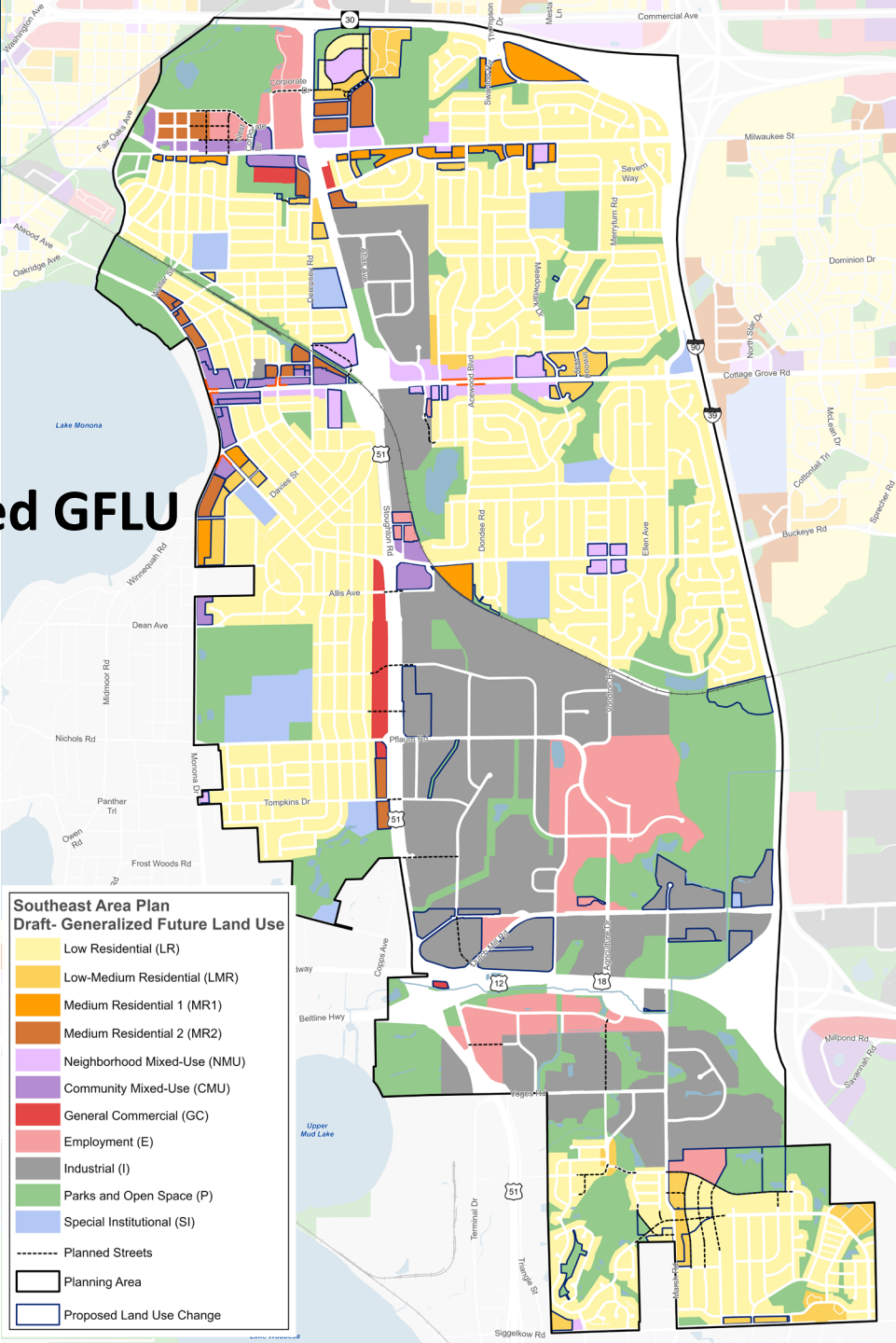
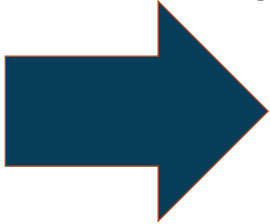
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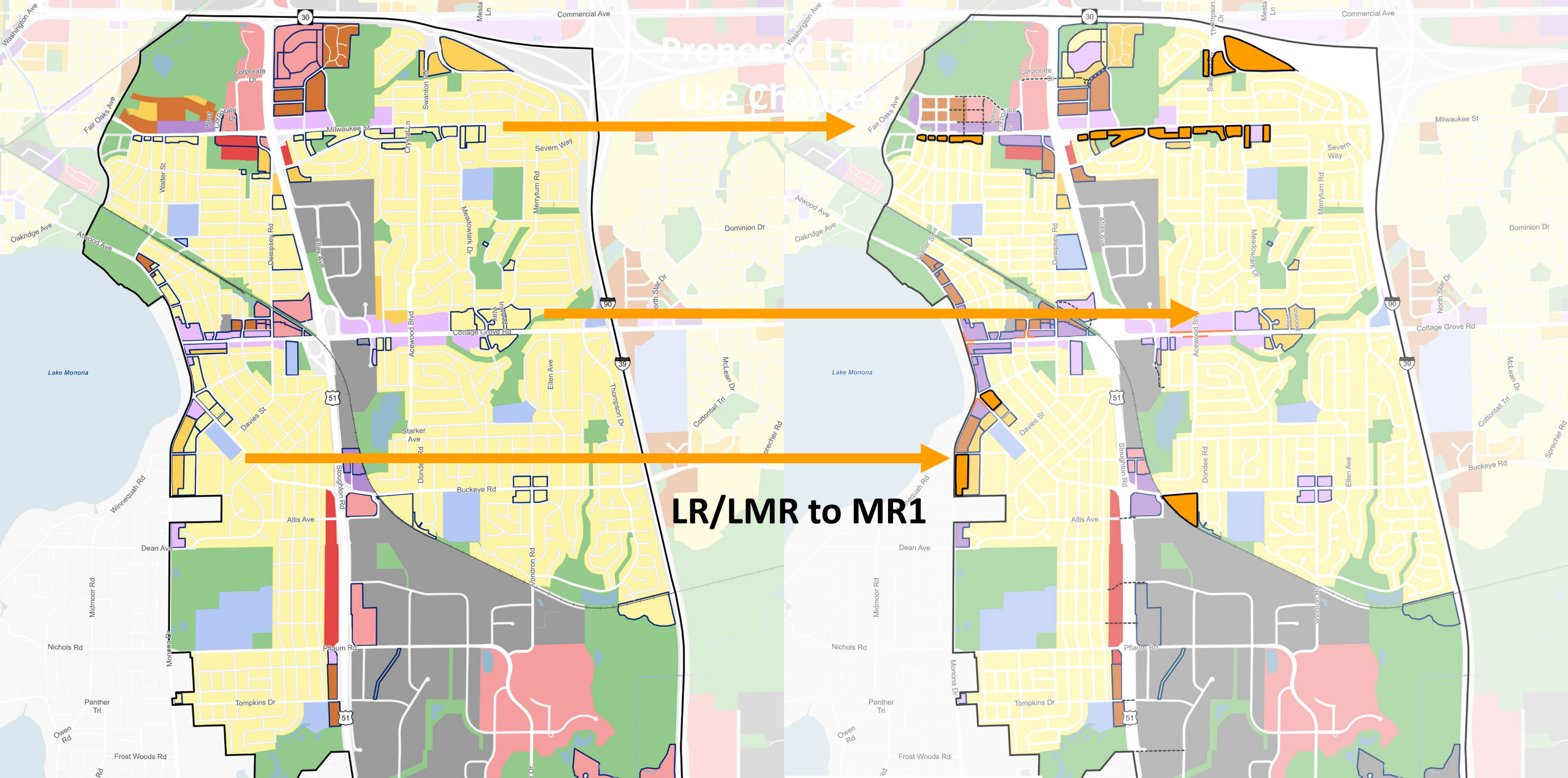
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Current chart



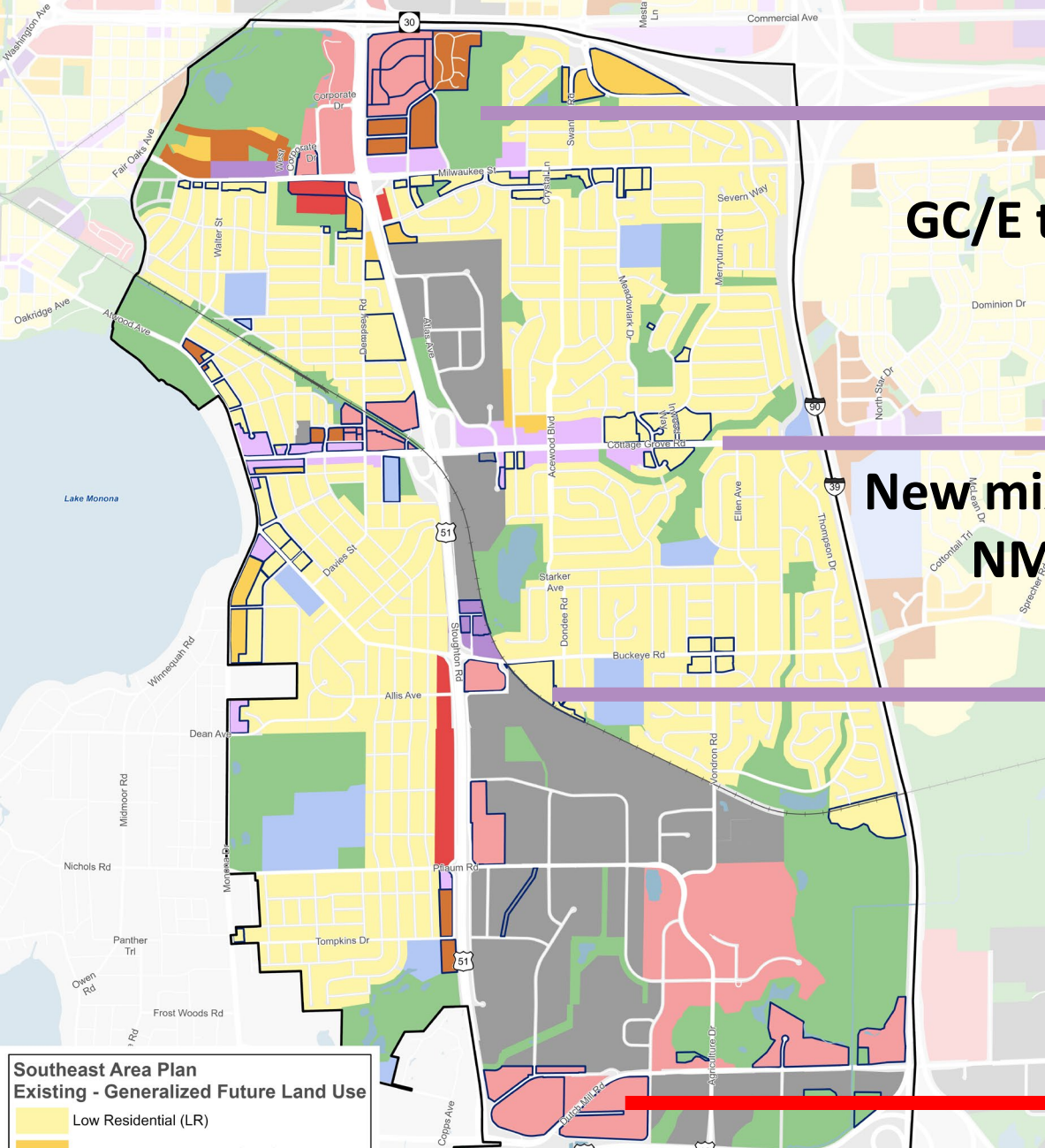
Proposed Land Use Changes





Existing GFLU

Proposed GFLU

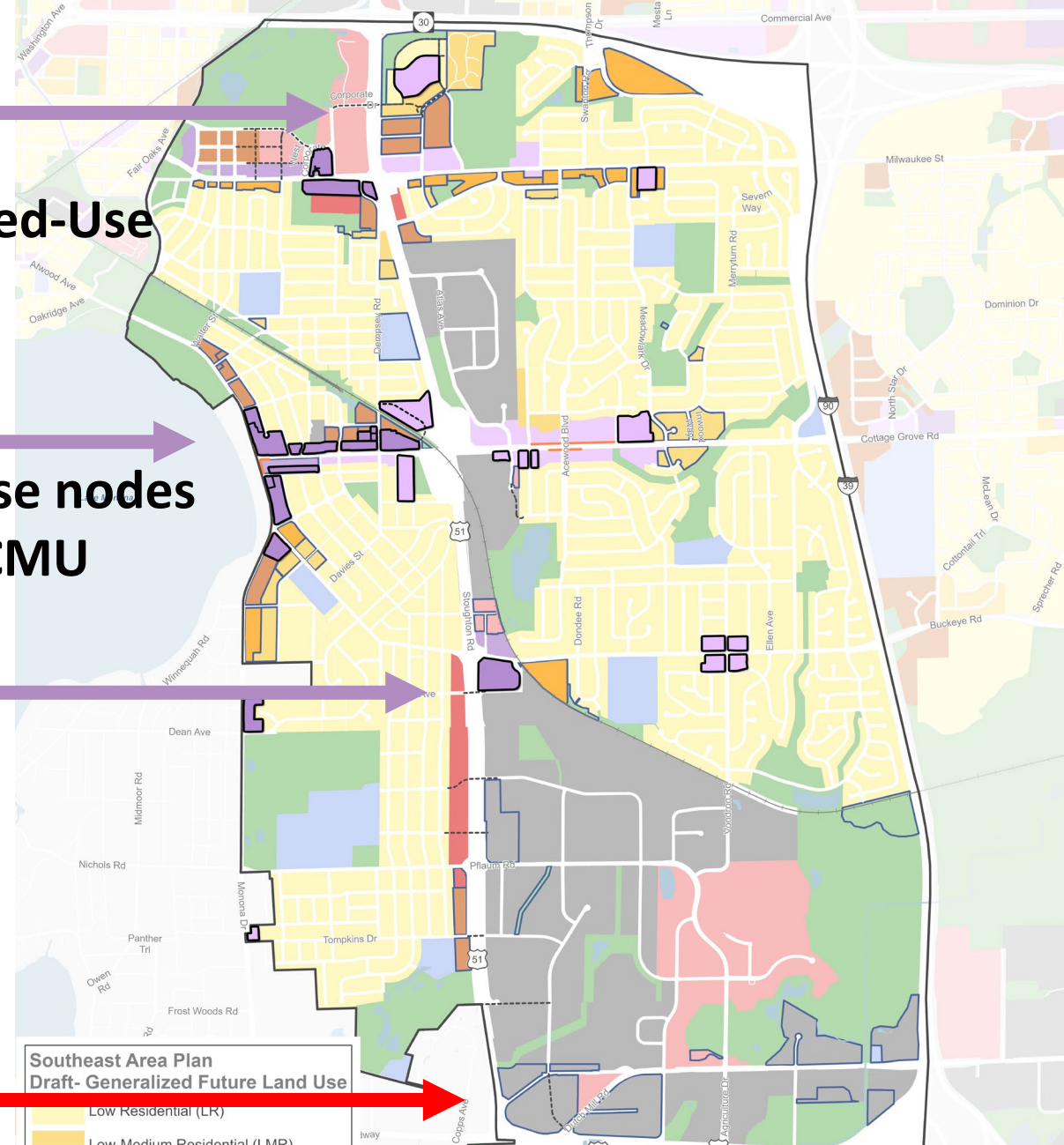


Existing GFLU

GC/E to Mixed-Use

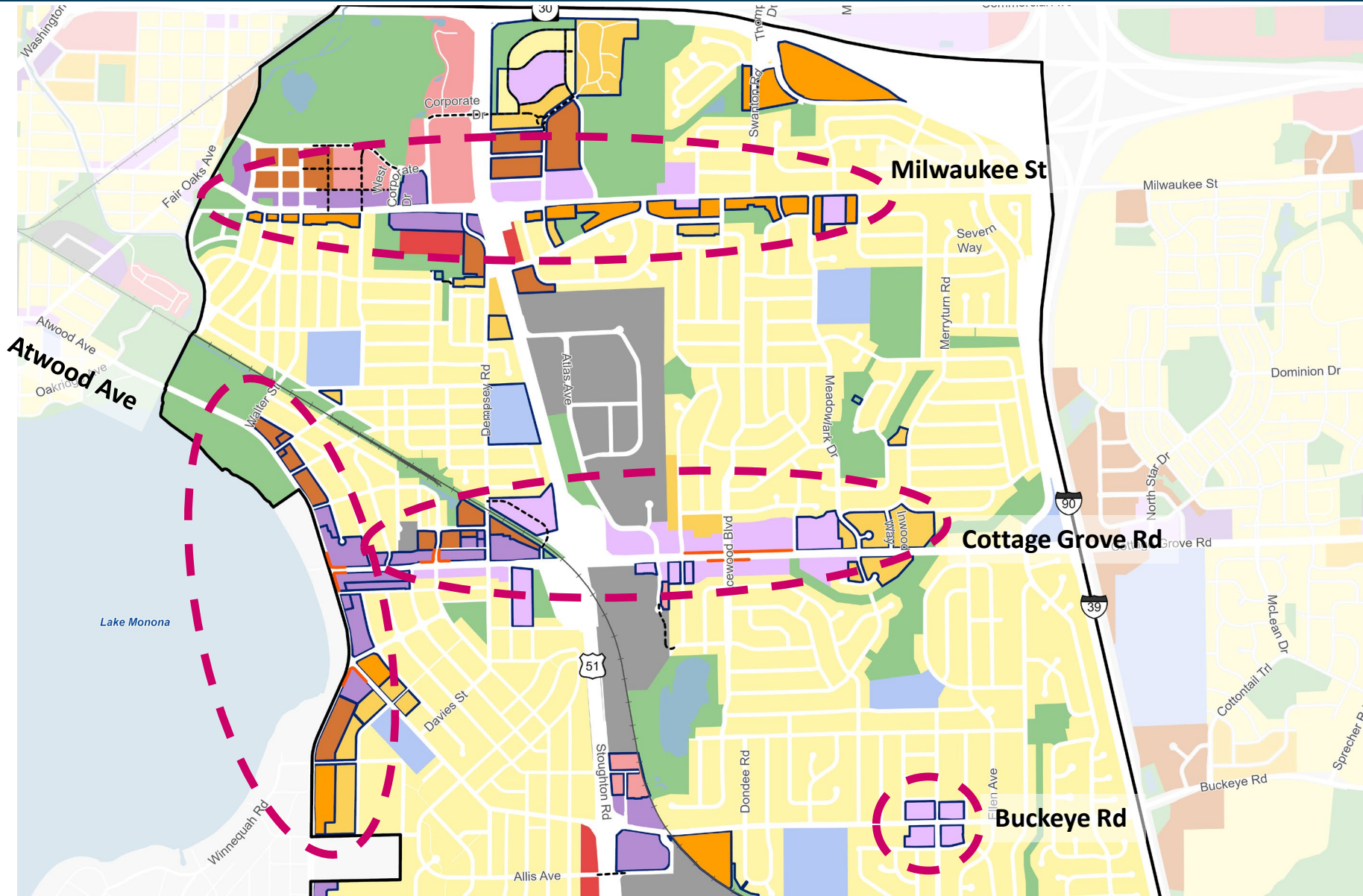
**New mixed-use nodes
NMU to CMU**

E to I



Proposed GFLU

Added Density along Transit Corridors



Southeast Area Plan Draft- Generalized Future Land Use

- Low Residential (LR)
- Low-Medium Residential (LMR)
- Medium Residential 1 (MR1)
- Medium Residential 2 (MR2)
- Neighborhood Mixed-Use (NMU)
- Community Mixed-Use (CMU)
- General Commercial (GC)
- Employment (E)
- Industrial (I)
- Parks and Open Space (P)
- Special Institutional (SI)
- Planned Streets
- Planning Area

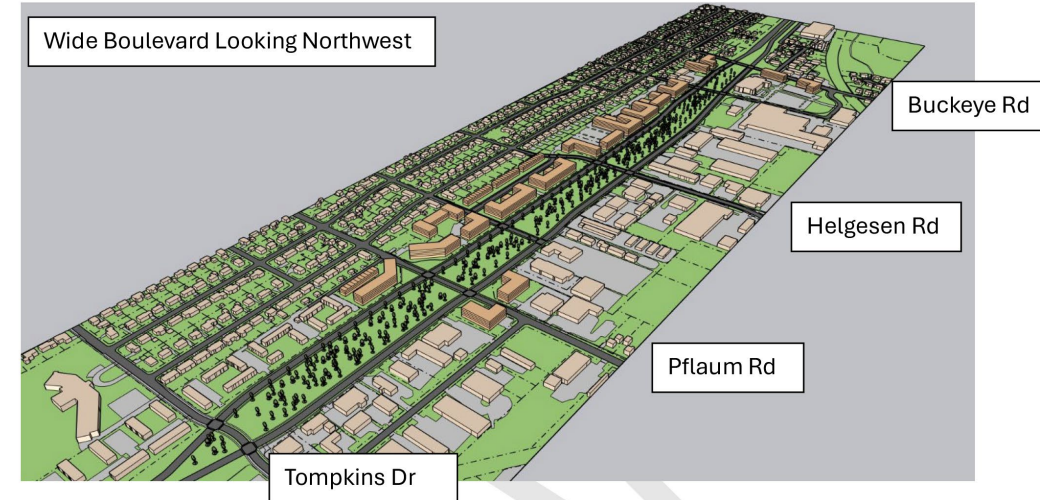
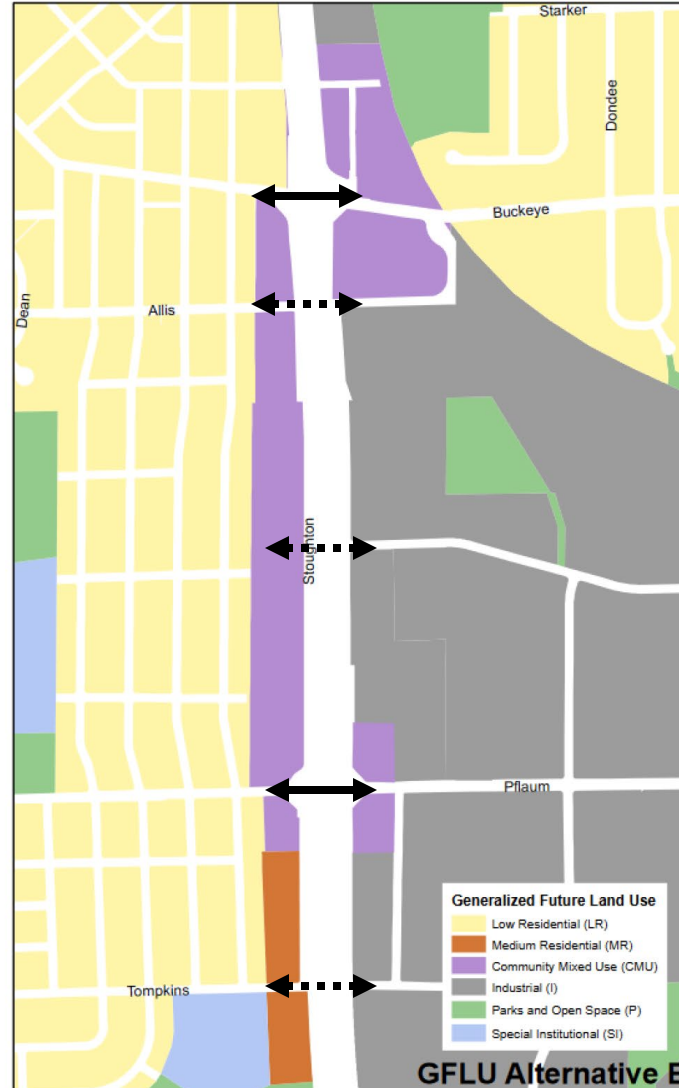
USH 51 Design Impacts – Land Use Alternatives



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.

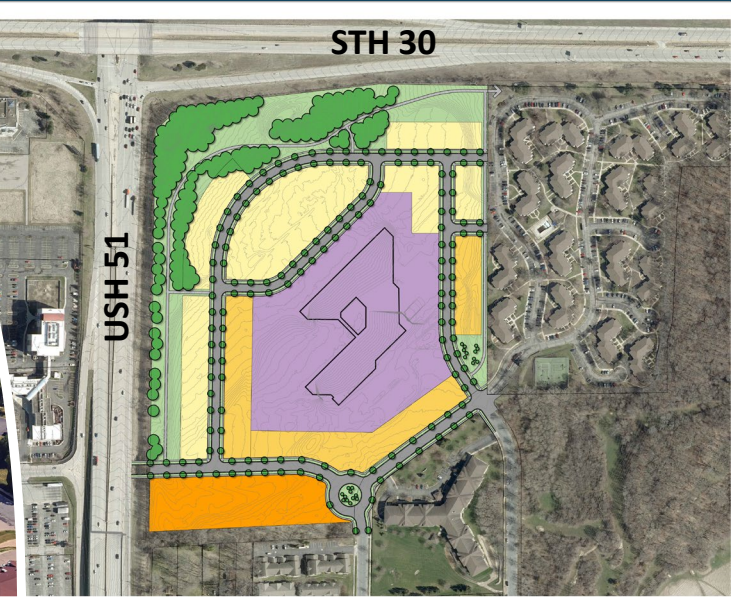


New mixed use development at nodes can give visual signals to drivers to maintain safe speeds.

Former American Family Site



- 41-acre site: vacant office building, parking lots, & pedestrian paths.
- Recommends a mix of housing types on a grid of public streets.
- Two options:
 - Reuse of the existing office building
 - Or demolish the office building.



Cottage Grove Road at Atwood Avenue



- Sites near the intersection of Cottage Grove Road and Atwood Avenue were identified in the *Cottage Grove Road Activity Centers Plan* as potential development sites.
- The sites are currently occupied by a Walgreens (1.8 acres) and Old National Bank (0.7 acres).
- The Plan recommends the two sites be developed as community mixed-use.



Milwaukee Street at Milo Lane



- Site near Hiestand Park on Milwaukee Street.
- The sites are currently occupied by a Family Shelter in a former Nursing Home Facility
- The Plan recommends the sites be developed as Neighborhood mixed-use.



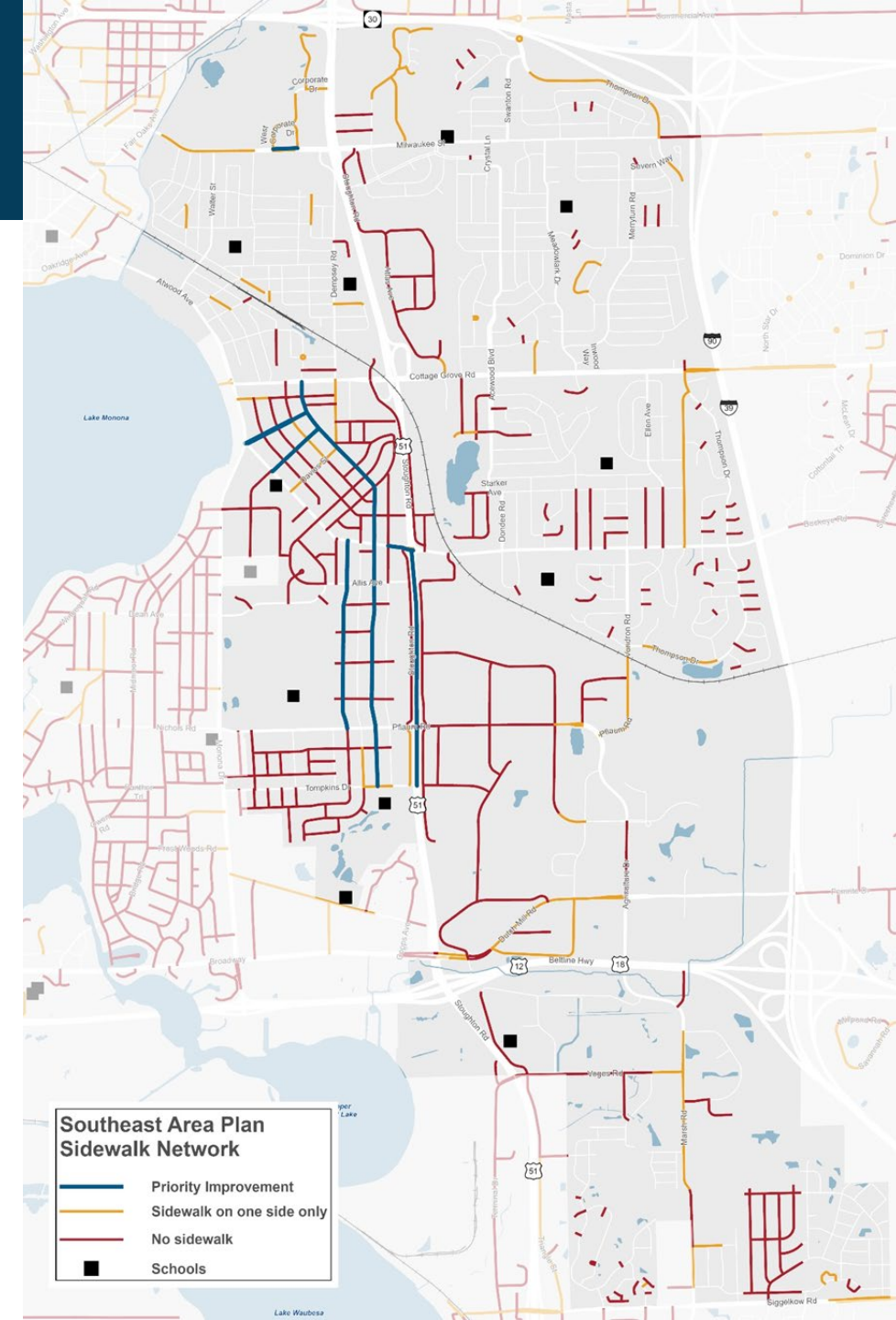
Transportation Highlights: Missing sidewalks

What we heard:

- Sidewalks are too expensive
- Areas without sidewalks are unsafe for Children and pedestrians

Draft Actions:

- Sidewalk policy education
 - ***No longer assessed to individual property owners***
- Work with Traffic Engineering on ways to save trees while adding sidewalks
- Prioritize locations for sidewalk improvements



Transportation: Pedestrian safety

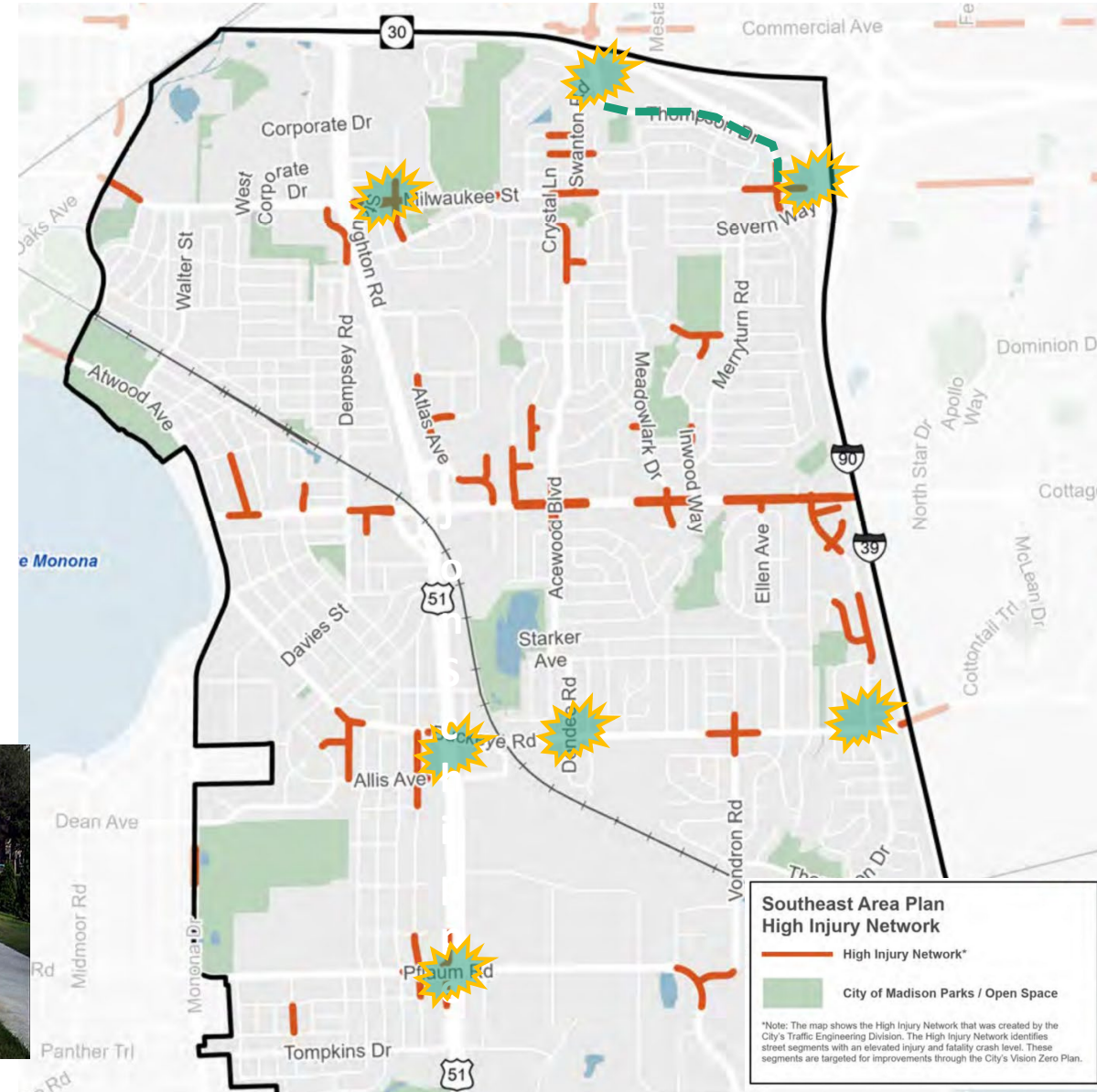


What we heard:

- Many unsignalized crossings are unsafe
- Speeding on Thompson is very unsafe
- Hard to cross Milwaukee Street, Cottage Grove Road, Buckeye Road and Hwy 51.

Actions:

-   Intersection Improvements Needed
-  Corridor Improvement Needed
 - Thompson Drive



Transportation Highlights: Street Network/ Bicycles / Multi-use Paths

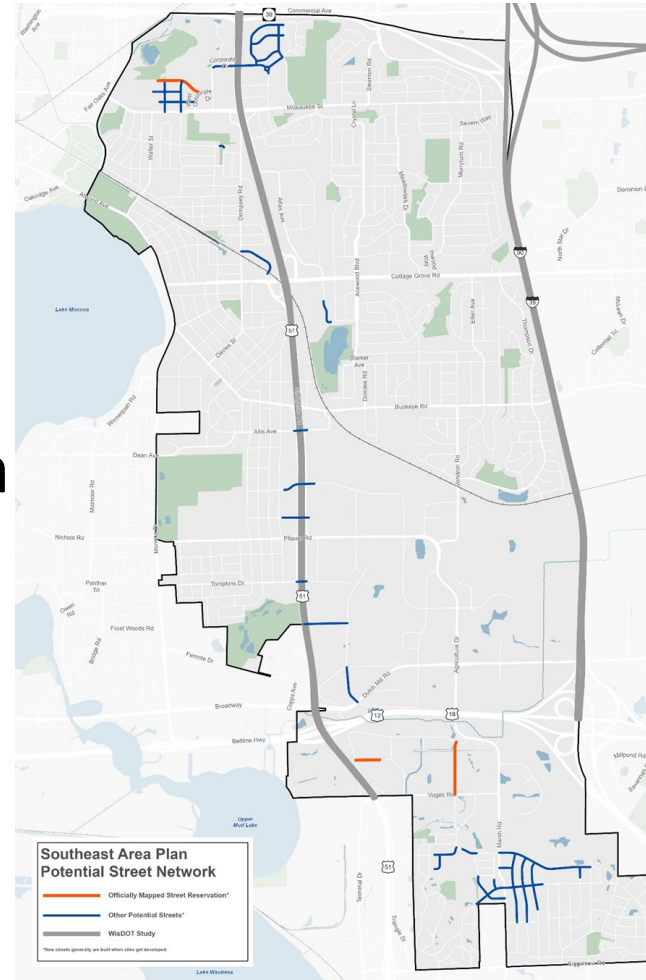


What we heard

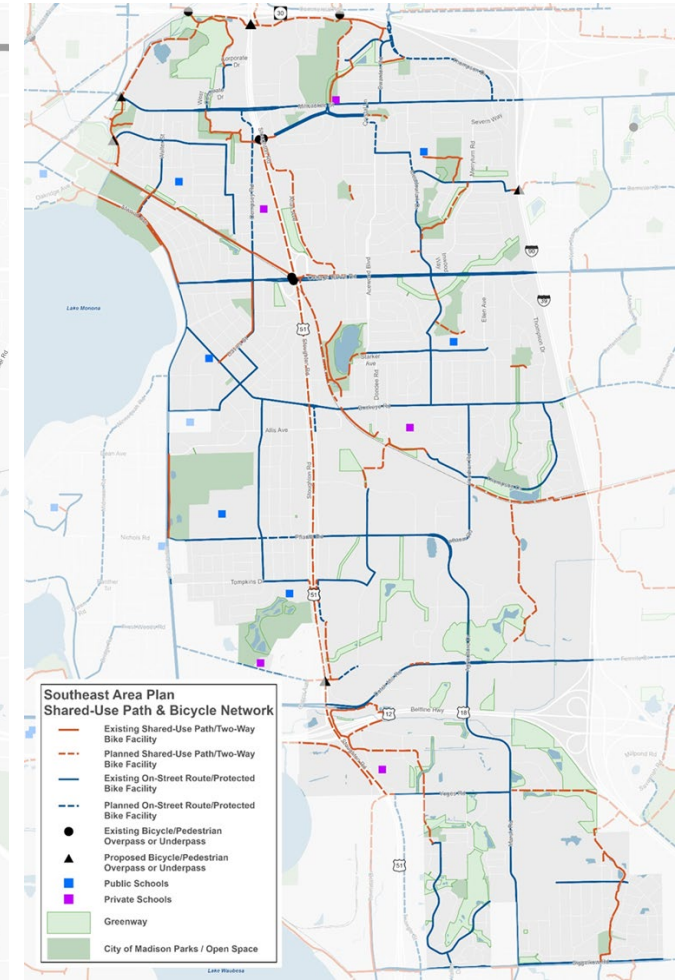
- Lack of North–South Connections
- Hwy 51 is a barrier - unsafe

Draft Actions:

- Create well–connected streets in newly developing areas
- Provide additional connections across S Stoughton Road as part of the redesign
- Encourage 35 MPH Wide Boulevard Design
- Increase Paths to AAA standards



Street Network



Bike Facilities Network

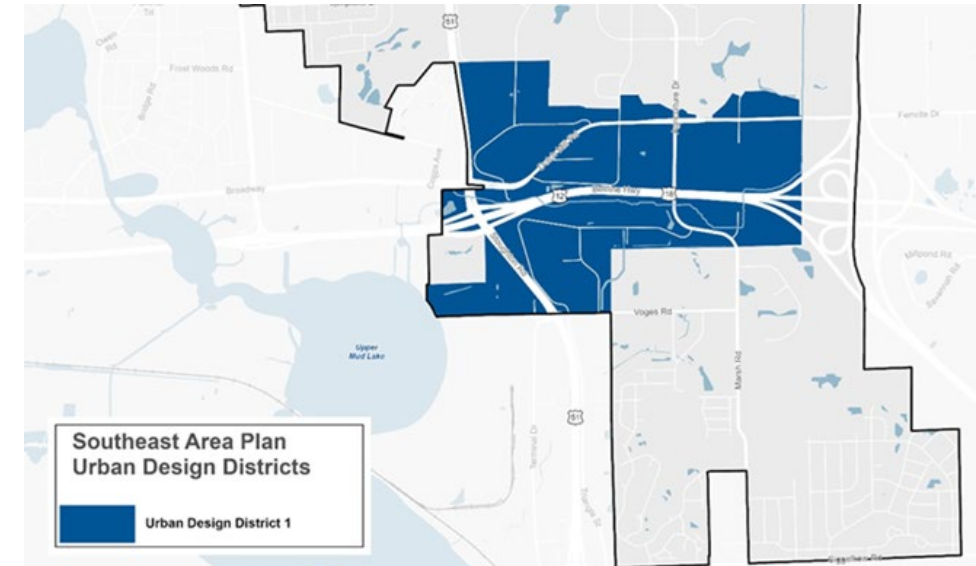
Additional Highlights:

Nighborhoods and Housing:

- Increase the supply of affordable housing, mix of housing types, particularly on the commercial /transit corridors
- Ensure sufficient support for unhoused residents.
- Examine existing City sites that could be considered for affordable housing

Culture and Character

- Evaluate Urban Design District #1
- Commercial Core Design
- Establish place-making/public art that builds neighborhood identity /gateways

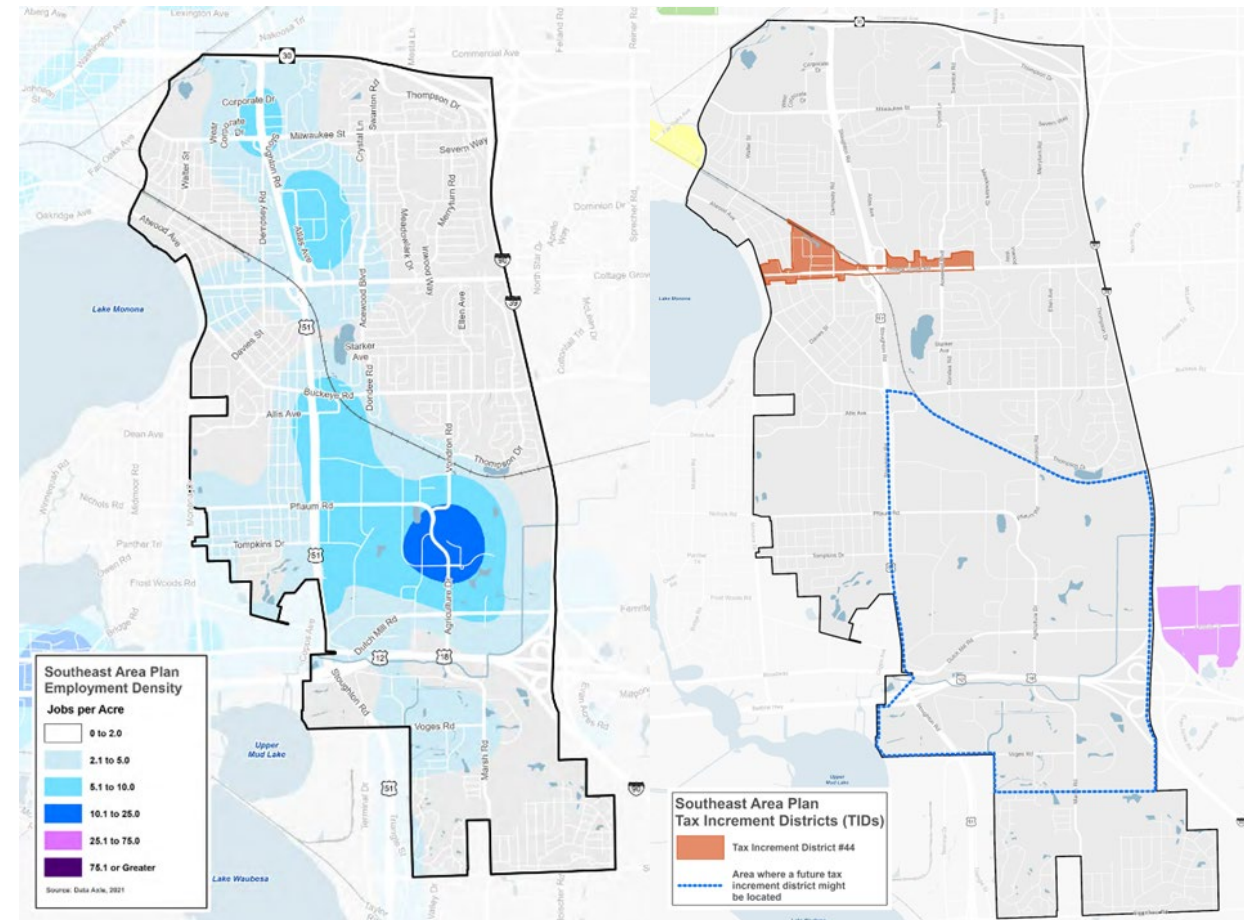


Additional Highlights:



Economy and Opportunity

- Support new TID, support naturally-affordable' business spaces
- Examine City Owned Sites
- Explore Other Opportunities for the City to Land-Bank
- Increase Business support and work to revitalize Transit/Commercial Corridors like Milwaukee Street





Additional Highlights:

Green and Resilient:

- Increase tree canopy, support Parks Master Planning for Olbrich, others
- Support Parks Development Processes

Effective Government:

- Noise Pollution, Lighting in Neighborhoods, Cooling centers
- Village of McFarland IGA - Public Engagement

Feedback on Draft Land Use Actions



- Concern about limiting residential in GC and E even if we increase density elsewhere
- Encouraged by additional mixed-use areas
- Consider an accessory commercial uses for residential areas
- There continues to be mixed feelings on safety issues for the future of S Stoughton Road
 - Many people agree that the 35 MPH Boulevard does promote more desirable land use opportunities.

Timeline



Planning Process & Public Engagement

Phase Zero

Data Gathering & Review

- Plan authorization by Common Council
- Pop-up outreach (Parks Alive, resource fairs, etc)
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Online interactive commenting map
- Background data gathering
- Regular email notifications and website updates (applies to all phases)

JUN - OCT

2024

Phase One

Issues & Opportunities

- Multiagency Open House
- Community survey (part 1)
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Review by Board, Commissions & Committees
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts

NOV - MAY

Phase Two

Develop Recommendations

- Outreach to businesses
- Art Workshop
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with City Boards, Commissions & Committees

JUN - NOV

2025

Phase Three

Draft Plan Review

- Public feedback on Draft Plan
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts
- Pop-up outreach (resource fairs, events at library, community dinners etc.)

DEC - MAR



Phase Four

Adoption & Implementation

- Plan review and adoption by City Boards, Commissions & Committees
- Implementation of Plan recommendations after Plan adoption

APR - MAY

2026

Discussion



Is there anything that you think we missed?

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