

# Southeast Area Draft Recommendations



**Project Team: Jeff Greger • Rebecca Cnare • Breana Collins • Chris Wells • Alyssa Mugavero**

**Board of Park Commissioners Meeting: December 10, 2025**

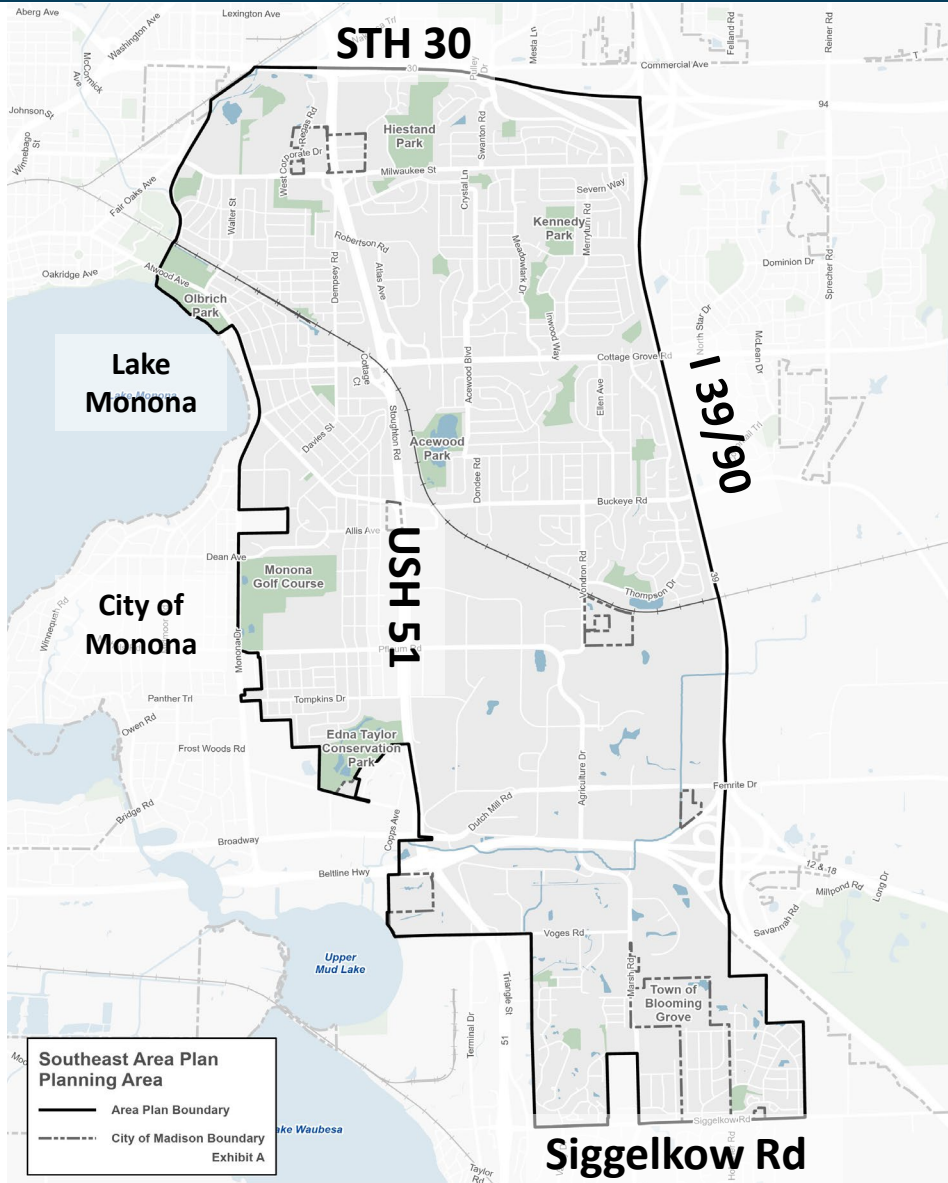


# Agenda



- Background and Public Engagement summary
- Draft Actions
  - Green and Resilient
- 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



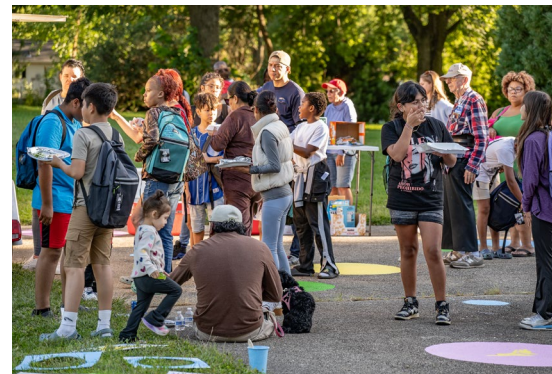


# CAS Events – Hiestand and Honeysuckle Parks



## Community Action Strategy Event

- Painted basketball courts
  - Wildlife theme
- Backpack & school supply giveaway
- Gathered feedback on potential CDBG funded projects for Hiestand Neighborhood

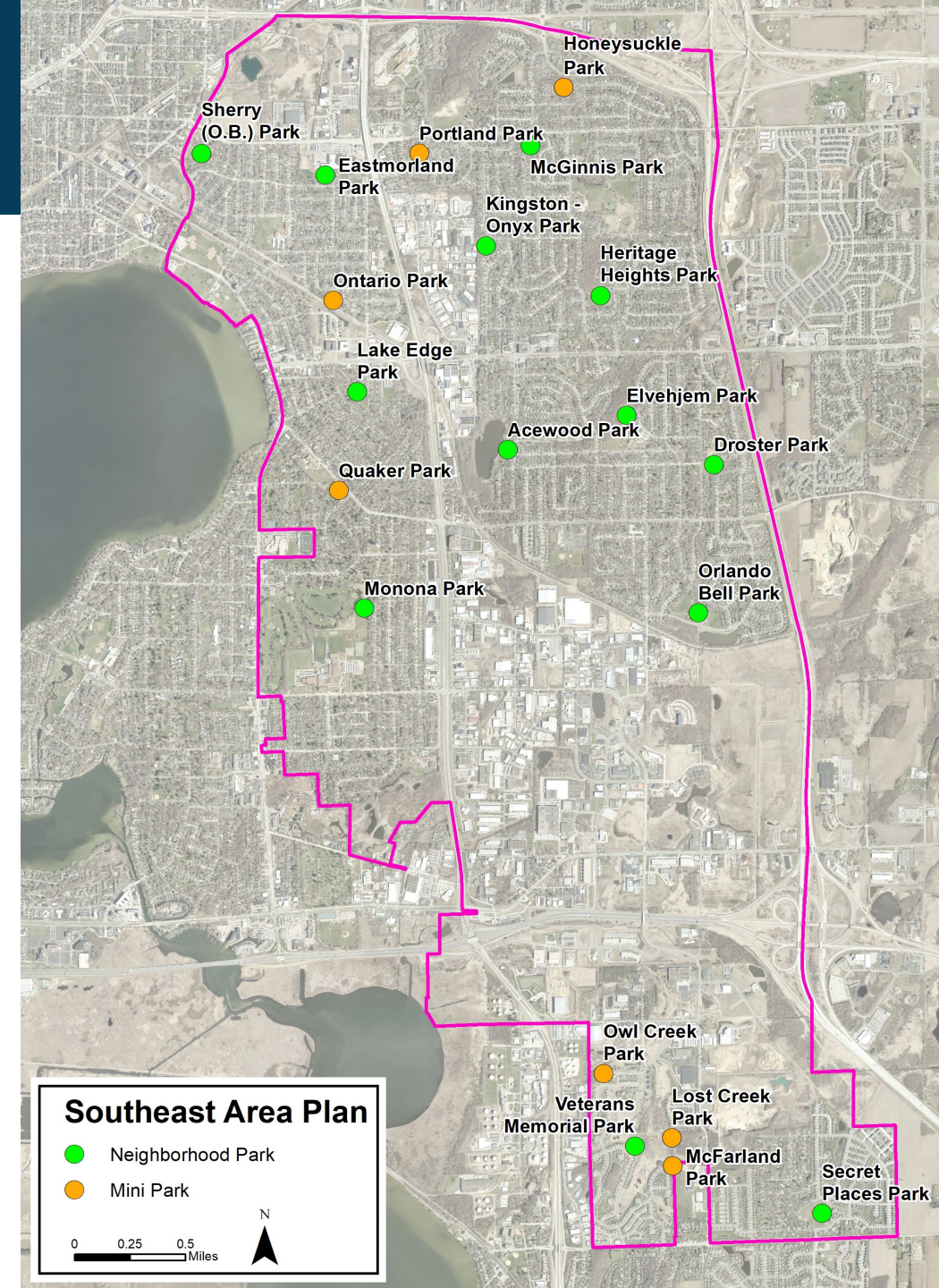




# Green & Resilient: Parks

## What we heard:

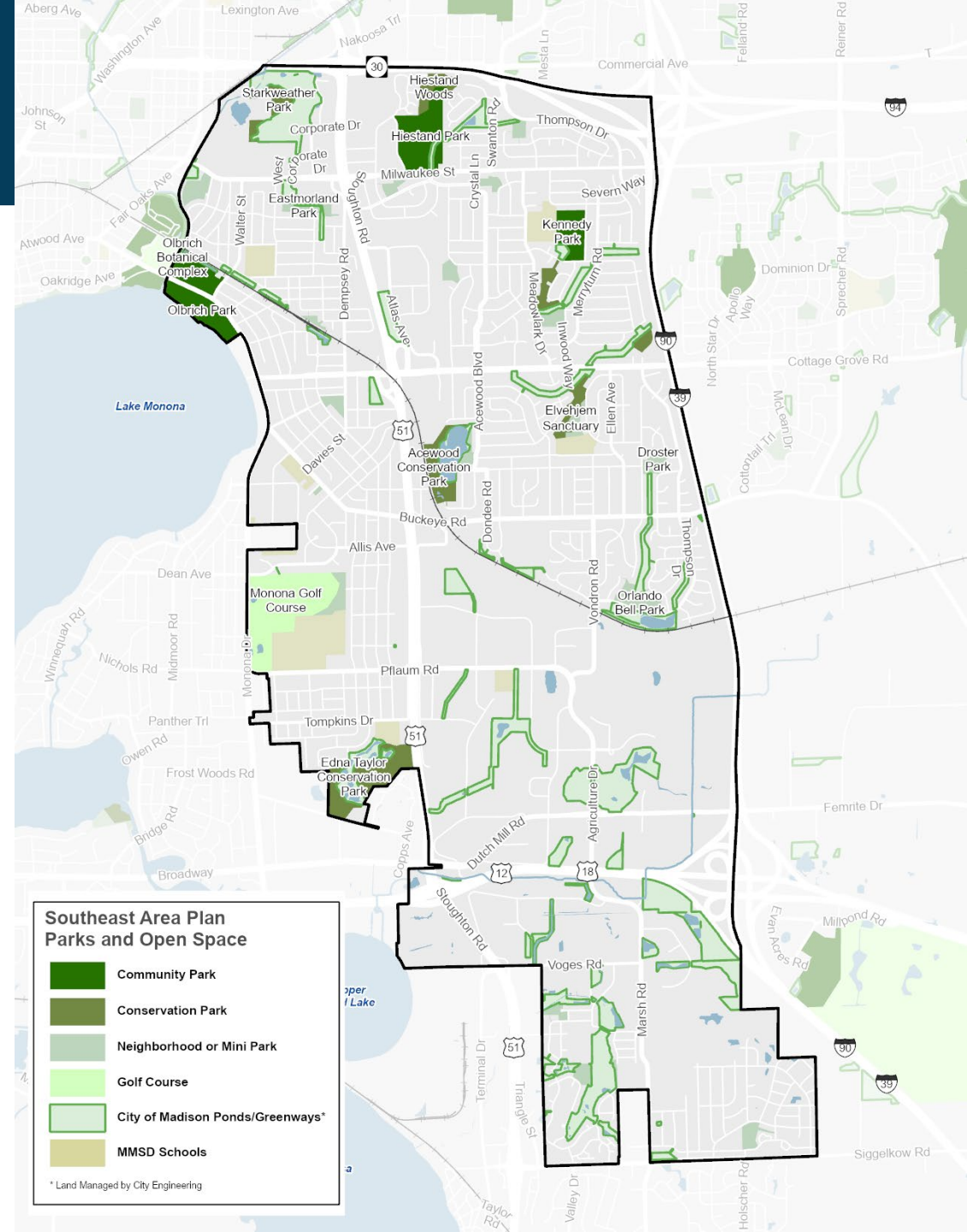
- Add trees along length of Highway 51 and other major streets to provide shade and curb speeding,
- Add and protect greenspace, would like a thoughtful approach to future tree canopy
- Increase park access and improve facilities in existing parks





# Green & Resilient: Parks

- Complete Park Development Plans and incorporate amenities like bike facilities, upgraded park equipment, benches, and shelters.
- Develop a master plan for Hiestand Park that includes lighting for athletic fields and courts, a renovated shelter, wayfinding signage.
- Address the deficiency in park space near Virginia Henderson Elementary School by exploring partnerships with MMSD, acquiring properties, or creating a mini-park/play area (at the end of Woodland within Edna Taylor Park).
- Increase overall tree canopy in the Southeast Area by prioritizing plantings in areas with limited shade or high pedestrian activity, while also adding and protecting greenspace.



# Feedback on draft Actions



- Love the idea of an info kiosk, better lighting at Hiestand and Honeysuckle Parks.
- Support the evaluation of options to renovate or replace the clubhouse, with the long-term goal of creating a more community-oriented space.
- More biodiversity of tree plantings.
- I would love to see more fruit trees at parks/urban foraging options.



# 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

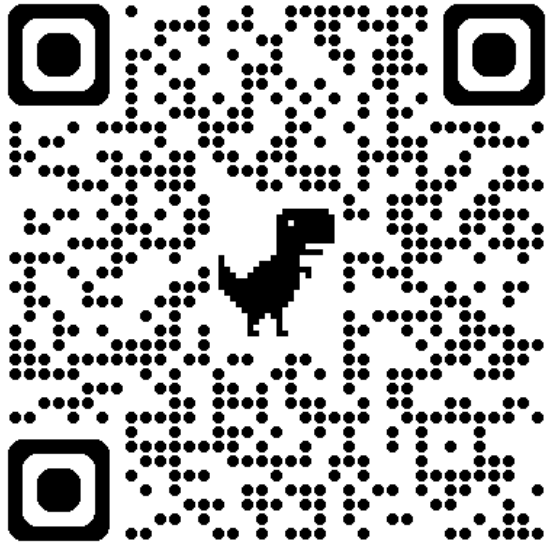
APR - MAY

2026

# Staying Engaged



- Sign up for email list
- Project resources
- Contact project staff



## Southeast Area Plan



### Draft Actions and Maps Available for Review and Comment

Draft Southeast Area Plan actions and maps are available for review and comment! For an overview please see our [new storymap](#), which walks through draft action and map highlights. The full set of draft actions, partnerships, and maps, which allow for commenting and feedback, are [available here](#). Those who are interested in providing feedback or learning more about draft actions can also attend one of two virtual meetings or an in-person meeting (see information below).

### Save the date: Southeast Area Plan Public Meetings

Three public meetings have been scheduled to discuss draft actions and maps for the Southeast Area Plan:

October 21, 6:00-7:30 p.m., Olbrich Botanical Gardens  
October 21, 12:00-1:00 p.m., virtual - [registration required](#)  
November 4, 6:00-7:00 p.m., virtual - [registration required](#)

## Plans

Area Plans	Sections ▼
Block 113 (Brayton Lot)	
Downtown Area Plan	
South Park Street and West Badger Road Redevelopment	
Southeast Area Plan	
Southwest Area Plan	

### Subscribe to Email List

Subscribe to the Southeast Area Plan email list:

Email:

## Meetings and Events

### Upcoming

October 21, 6:00-7:30 p.m., Olbrich Botanical Gardens  
[Meeting Boards PDF](#)  
[Action Summary Commenting](#)  
October 21, 12:00-1:00 p.m., virtual - [registration required](#)  
November 4, 6:00-7:00 p.m., virtual - [registration required](#)

### Past

Hiestand CAS Events

Email: [southeastareaplan@cityofmadison.com](mailto:southeastareaplan@cityofmadison.com)  
Webpage: [www.cityofmadison.com/southeastplan](http://www.cityofmadison.com/southeastplan)



# Southeast Area Plan Discussion Points



- Does the Commission agree with the draft Actions?
- Is there anything you think we missed?
- Do you have additional comments or questions?