



Department of Planning & Community & Economic Development

Planning Division

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To: City of Madison Plan Commission

From: Southeast and Southwest Area Plan Project Managers (Rebecca Chare, Jeff Greger, Kirstie Laatsch, Urvashi Martin)

Date: June 2, 2025

Subject: Southeast Area Plan and Southwest Area Plan Update

Project Background

Planning Division staff began working on the Southeast Area Plan and Southwest Area Plan in September 2024. The [Southeast Area](#) is generally bounded by State Highway 30 to the north, Interstate 90 to the east, Siggelkow Road / Village of McFarland to the south, and the City of Monona to the west. The [Southwest Area](#) is generally bounded by the West Beltline Highway to the north, the City of Fitchburg to the east, Highway 18/151 and Cross Country Road to the south, and S. High Point Road to the west.

Staff has prepared a series of background maps and informational materials that are available for public review at the project websites linked below.

- Southeast: <https://www.cityofmadison.com/southeastplan>
- Southwest: <https://www.cityofmadison.com/southwestplan>

Both Area Plan teams have established and met with an interagency staff team with representatives from Economic Development, Engineering, Metro Transit, Parks, Transportation, and others to discuss each Area. Coordination with the interagency staff teams will continue throughout the process.

Public Engagement

Three initial public meetings (two virtual and one in-person) were held to kick off each planning process. In addition to the public meetings, staff collected feedback from various other sources such as the Online Commenting Map, Resident Survey, Madison Madness Bracket Exercise, Community Partners, Focus Group meetings, Pop-Up events, UW PEOPLE Program, and Neighborhood Resource Teams, among others.

Items 3 and 4 on the June 2nd agenda will focus on summarizing the planning process and community feedback to-date for the Southeast and Southwest Area Plans.

Virtual Attachment Links

1. Presentation slides – Legistar [88388](#) or [88389](#)

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2. [Focus Groups Feedback Summary Report](#)
3. [Southwest Area Underlying Plan Review](#)
4. [Southeast Area Underlying Plan Review](#)
5. [Southwest Area Plan Interim Phase 1 Feedback Summary](#)
6. [Southeast Area Plan Interim Phase 1 Feedback Summary](#)
7. [Madison Madness Bracket Results](#)