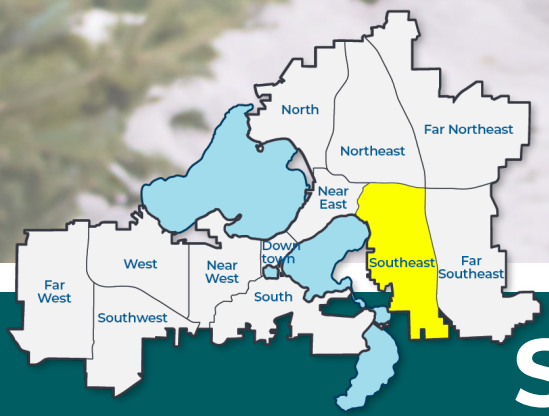
Executive Summary

"The Southeast Area Plan provides a framework for Southeast neighborhoods to lean in on their entrepreneurial roots as a manufacturing and innovation center while providing opportunity for new neighbors living in walkable transit supportive activity centers."



Southeast Area Plan

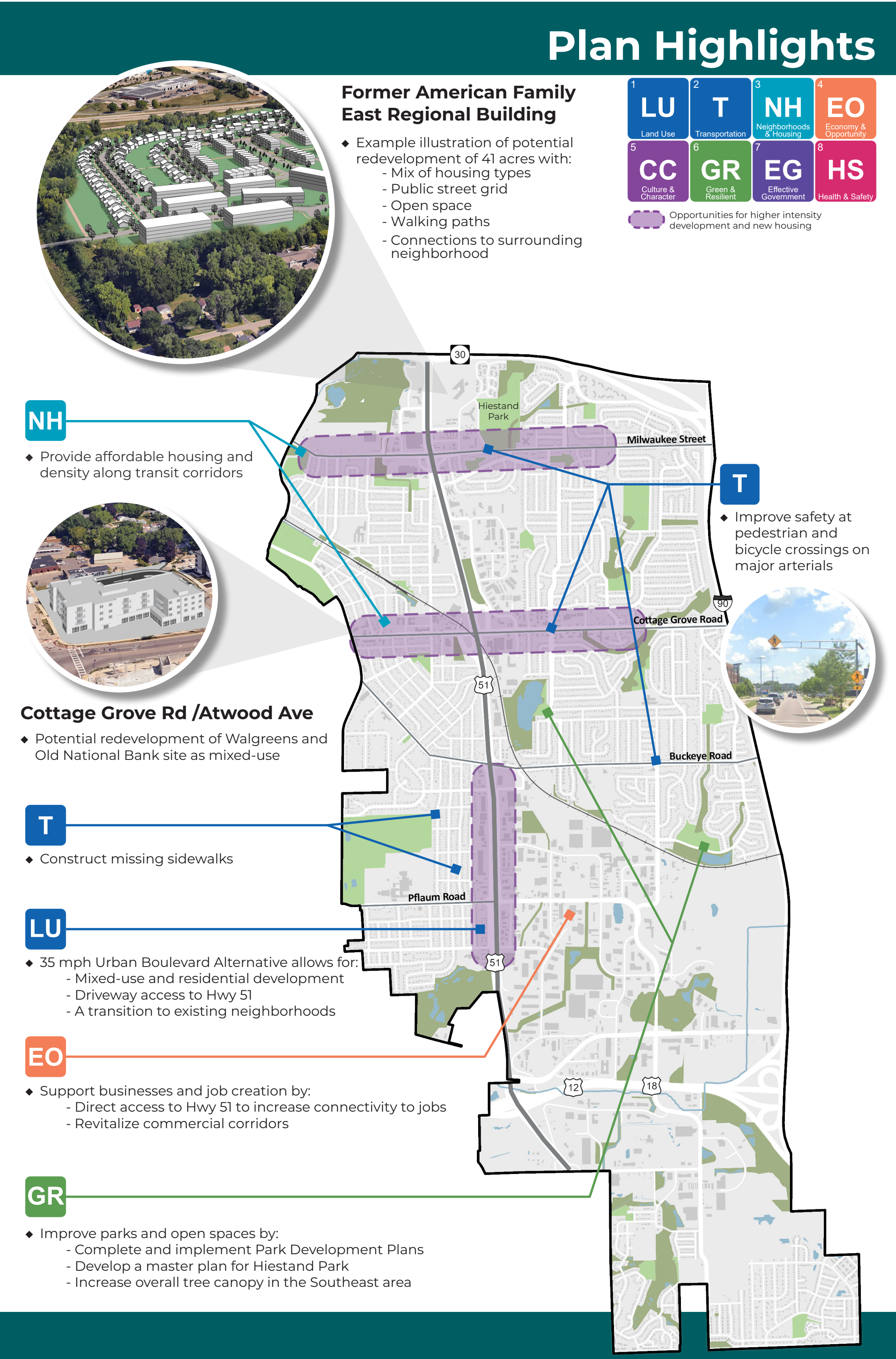
Plan Highlights

Former American Family East Regional Building

- Example illustration of potential redevelopment of 41 acres with:
  - Mix of housing types
  - Public street grid
  - Open space
  - Walking paths
  - Connections to surrounding neighborhood

1 LU Land Use
2 T Transportation
3 NH Neighborhoods & Housing
4 EO Economy & Opportunity
5 CC Culture & Character
6 GR Green & Resilient
7 EG Effective Government
8 HS Health & Safety

Opportunities for higher intensity development and new housing



NH

- Provide affordable housing and density along transit corridors

Cottage Grove Rd /Atwood Ave

- Potential redevelopment of Walgreens and Old National Bank site as mixed-use

T

- Improve safety at pedestrian and bicycle crossings on major arterials

T

- Construct missing sidewalks

LU

- 35 mph Urban Boulevard Alternative allows for:
  - Mixed-use and residential development
  - Driveway access to Hwy 51
  - A transition to existing neighborhoods

EO

- Support businesses and job creation by:
  - Direct access to Hwy 51 to increase connectivity to jobs
  - Revitalize commercial corridors

GR

- Improve parks and open spaces by:
  - Complete and implement Park Development Plans
  - Develop a master plan for Hiestand Park
  - Increase overall tree canopy in the Southeast area

Implementation

How This Plan Is Used

Area plans are used by the City to inform decisions on:

- zoning and redeveloping property;
- the location and types of housing;
- the City's budgeting for infrastructure and services.

This plan takes high-level policies from citywide plans, like the Comprehensive Plan, and provides a greater level of detail about how those policies apply in the Southeast Area.

Many actions in this Plan can be implemented over the next decade, but some actions either have an uncertain timeline or may take longer than a decade to implement. Implementation of actions in this plan are contingent on funds being available through future City budgets or other sources.

The Plan will be implemented through varied methods, such as:

- Private development, guided by the Generalized Future Land Use (GFLU) Map, Recommended Building Height Map, and other maps and actions;
- City infrastructure projects and private-sector infrastructure projects dedicated to the City as part of developing and redeveloping neighborhoods like the former Voit Farm on Milwaukee Street;

Public engagement event

- Current zoning, City-initiated recommended rezonings, and private-sector rezoning requests consistent with the GFLU Map;
- Official mapping of select planned streets;
- City budgeting for actions in this Plan;
- City participation in partnerships with the private sector, nonprofits, and other governmental entities.

It is anticipated that this plan will be updated approximately every 10 years.

The full Southeast Area Plan can be downloaded at:
www.cityofmadison.com/southeastplan

PLAN IMPLEMENTATION

COMPREHENSIVE PLAN | AREA PLAN | ZONING | CAPITAL BUDGET | PARTNERSHIPS