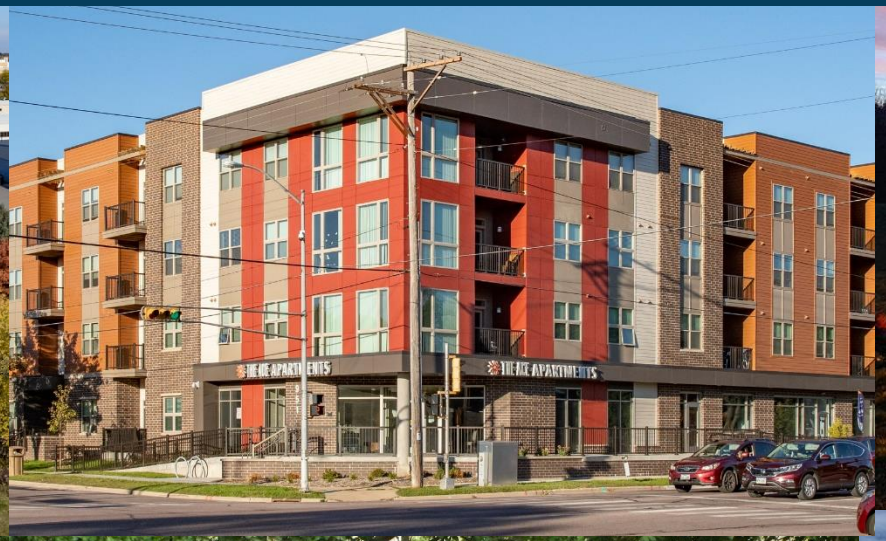
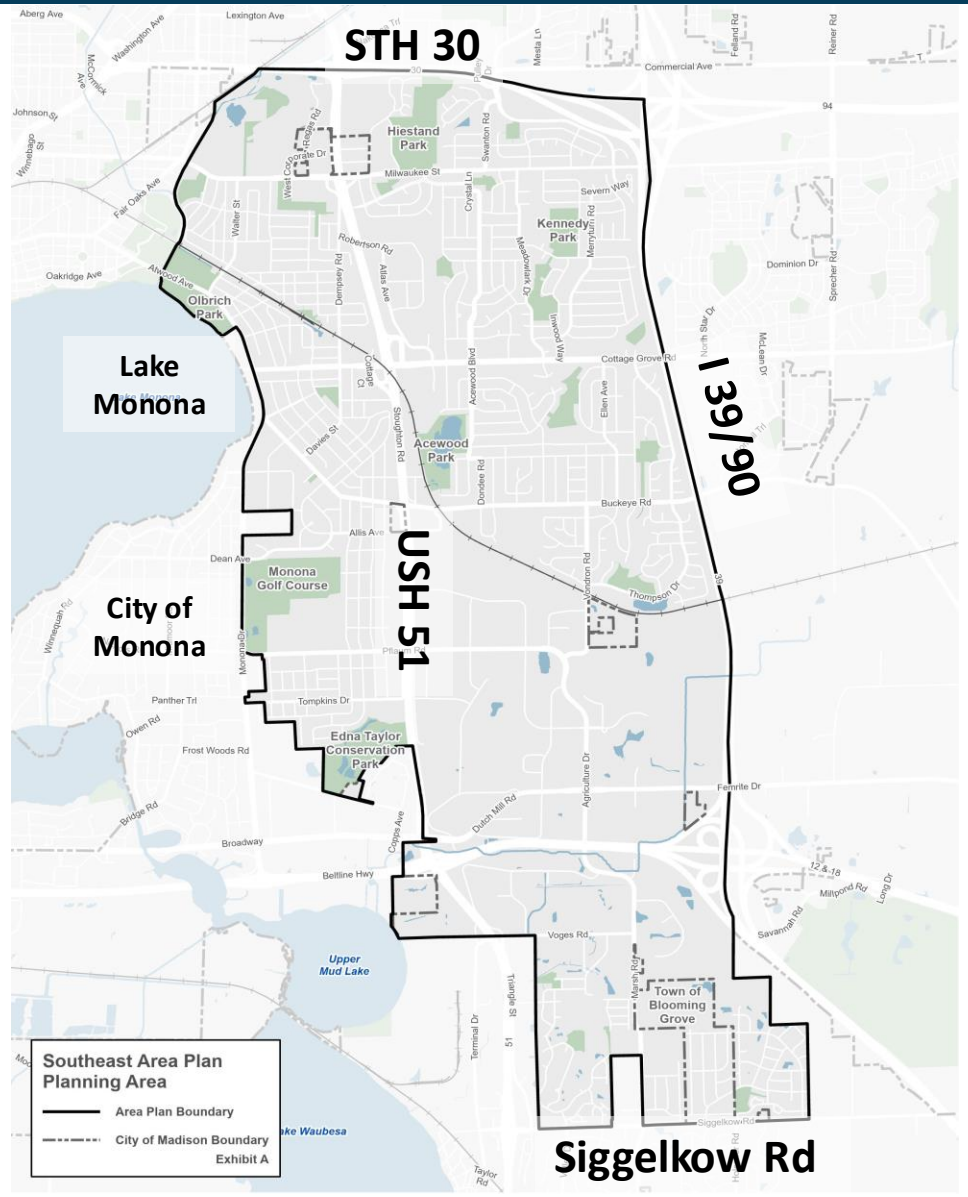
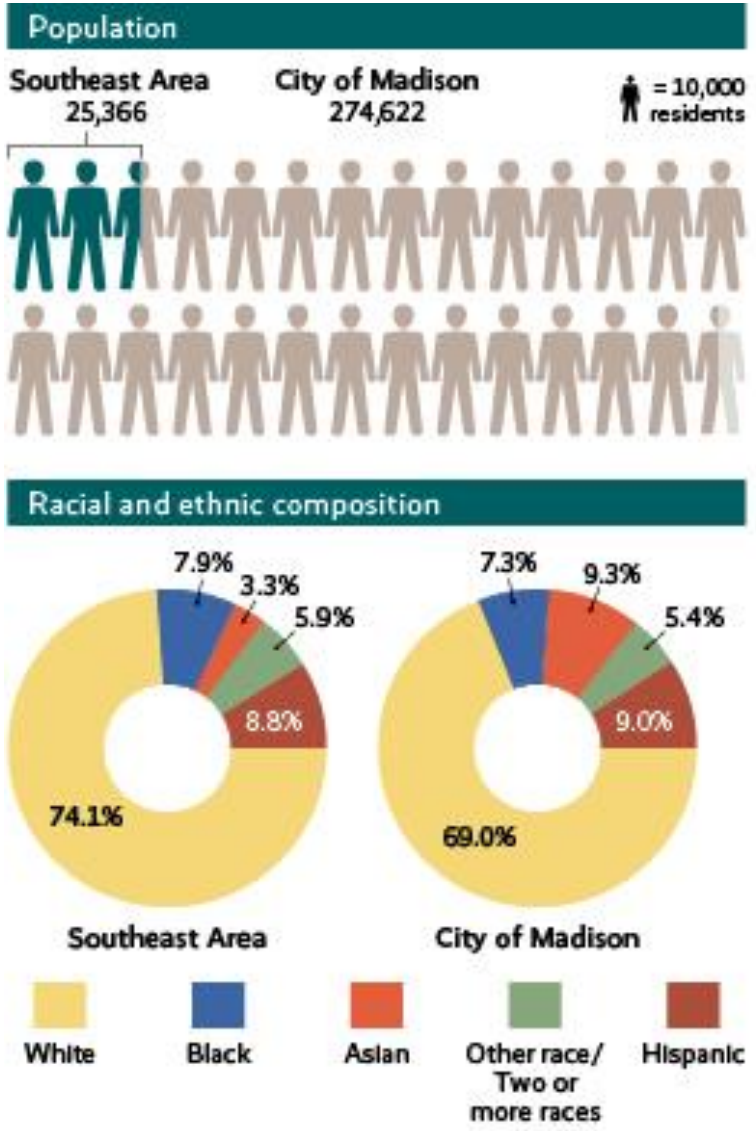
Southeast Area Plan



Urban Design Commission: May 20, 2026

Southeast Area





Timeline

Planning Process and Public Engagement

Phase Zero

Data Gathering & Review

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

JUN - OCT

Phase One

Issues & Opportunities

- Open house and public meetings (in-person and virtual)
- Community survey
- Focus group meetings
- Pop-up outreach (resource fairs, events at library, etc.)
- Check-in with City Boards, Commissions, and Committees
- Check-in with adjacent municipalities and school districts

NOV - MAY

Phase Two

Develop Recommendations

- Outreach to businesses
- Art workshop
- Public meetings (in-person and virtual)
- Focus group meetings
- Pop-up outreach (Parks Alive, resource fairs, etc.)
- Check-in with City Boards, Commissions, and Committees

JUNE - NOV

Phase Three

Draft Plan Review

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

DEC - APR

Phase Four

Final Draft Plan Review & Adoption

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

MAY - JUN

2024 ▶▶▶ 2025 ▶▶▶ 2026

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, Art Workshop
- Neighborhood walk
- Business Walk
- PC and TC check-ins (June, Aug)
- CAS events at Hiestand and Honeysuckle Parks

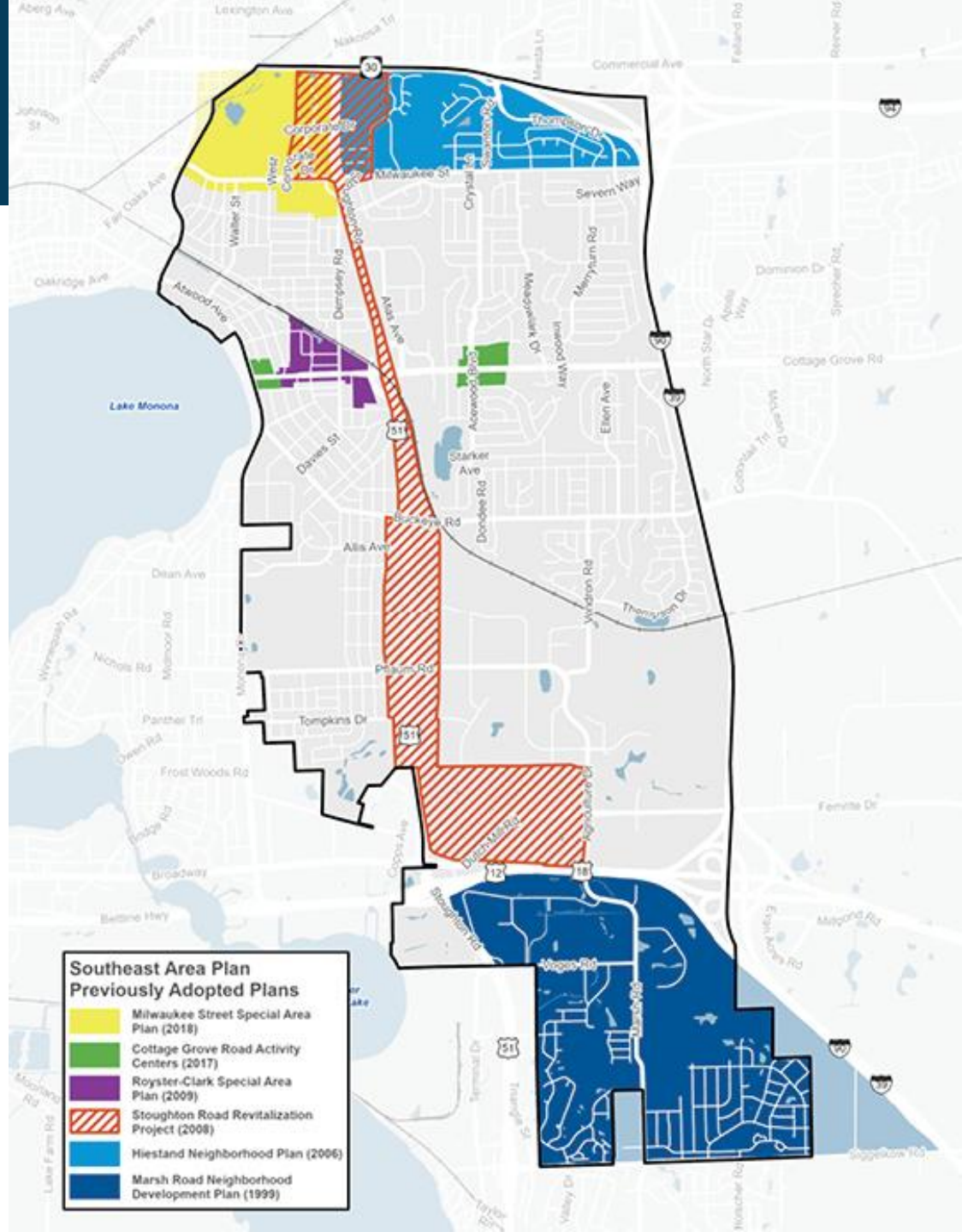
Comments on the Draft Plan

- Support mixed-use zoning and **denser residential options**, especially in areas currently zoned as commercial or along major corridors. Examples: Milwaukee Street, Buckeye Road, Cottage Grove Road
- Concern about **pedestrian and bicycle safety**, especially near schools and major corridors like **Stoughton Road**
- Support **sidewalk** installation where none exist, especially on student walking routes
- Want to **reduce isolation** and **improve access** to amenities and places for emergencies
- Want more youth-focused spaces, programming, and **gathering spaces within residential areas**
- Support revitalizing **Milwaukee Street** with mixed-use destinations, local amenities, dining, entertainment, and small business clusters

Draft Plan Format

- Existing plans to be archived with adoption of South Area Plan

- Incorporated relevant recommendations into Southeast Area Plan

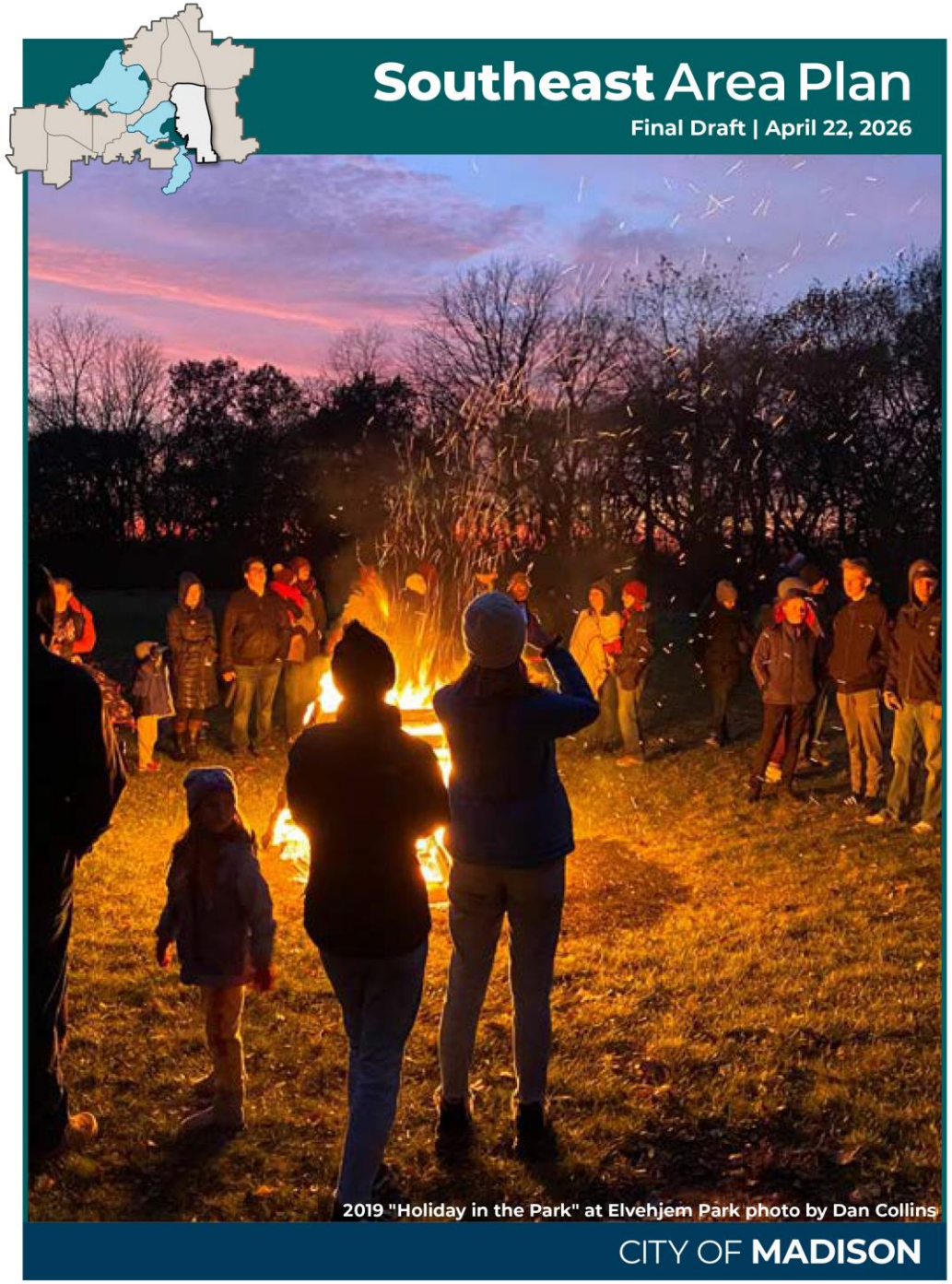


Draft Plan Format

Chapters

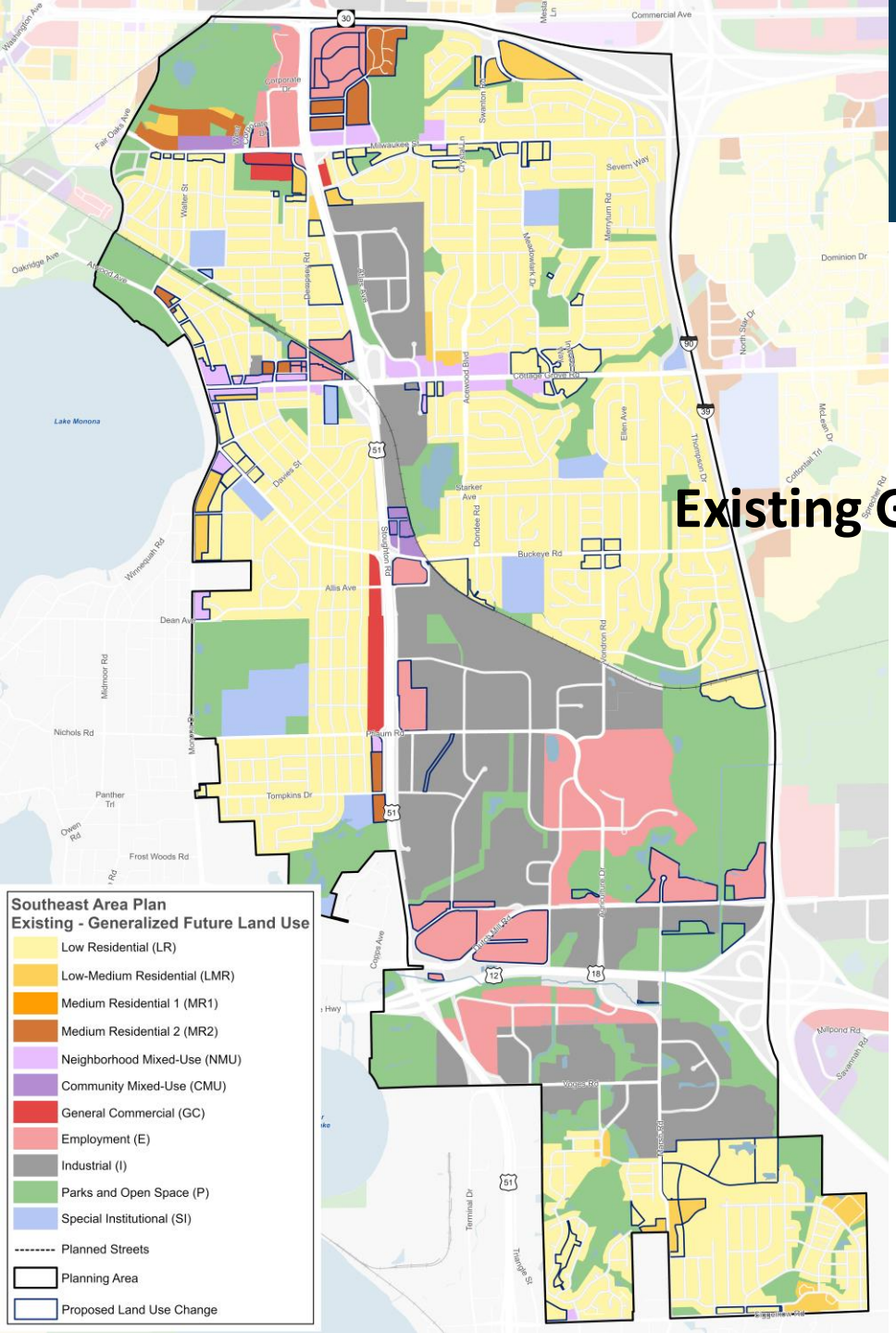
Chapter Contents

- What we heard
- Actions – led by the City
- Partnerships

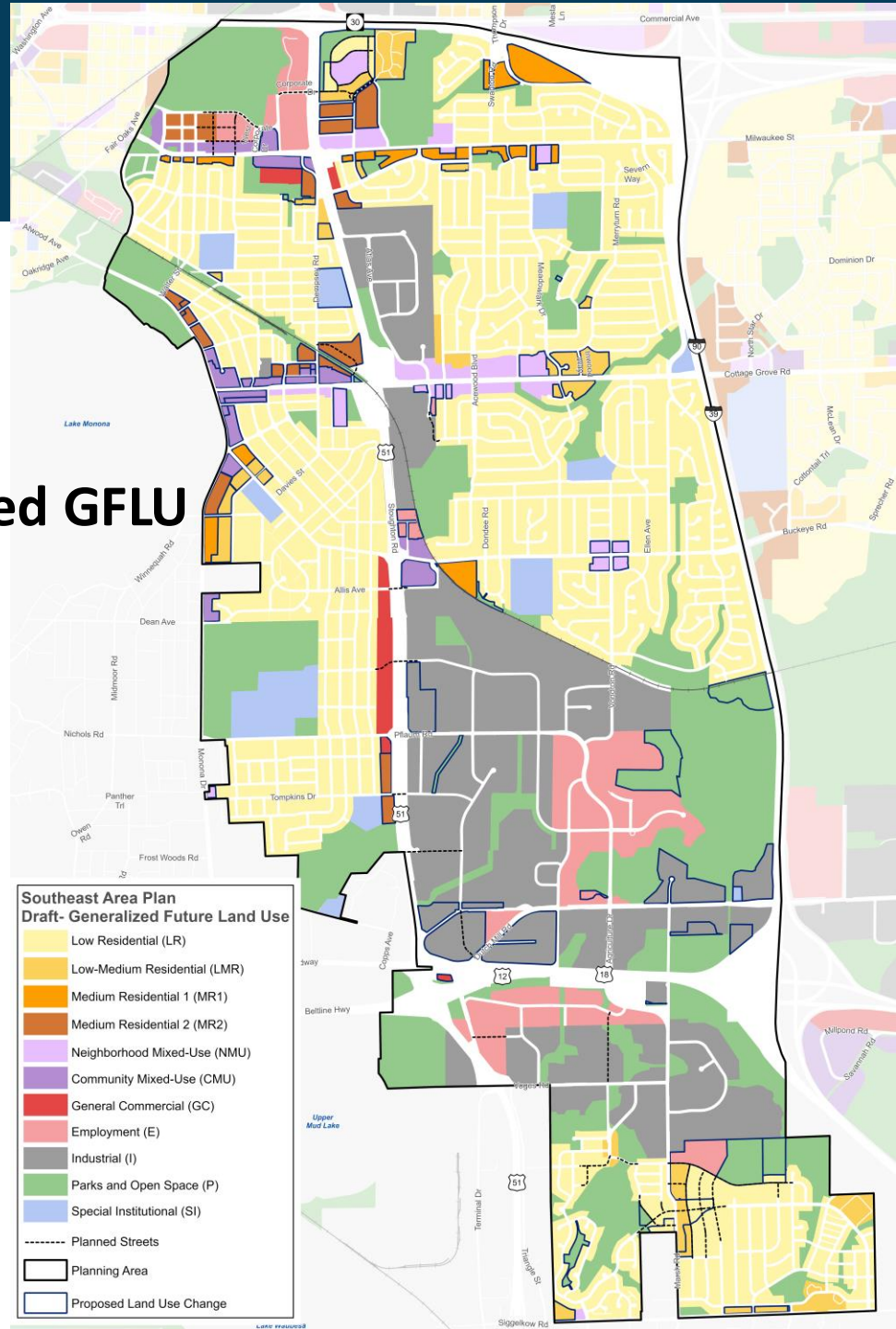


Proposed Land Use Changes

Existing GFLU

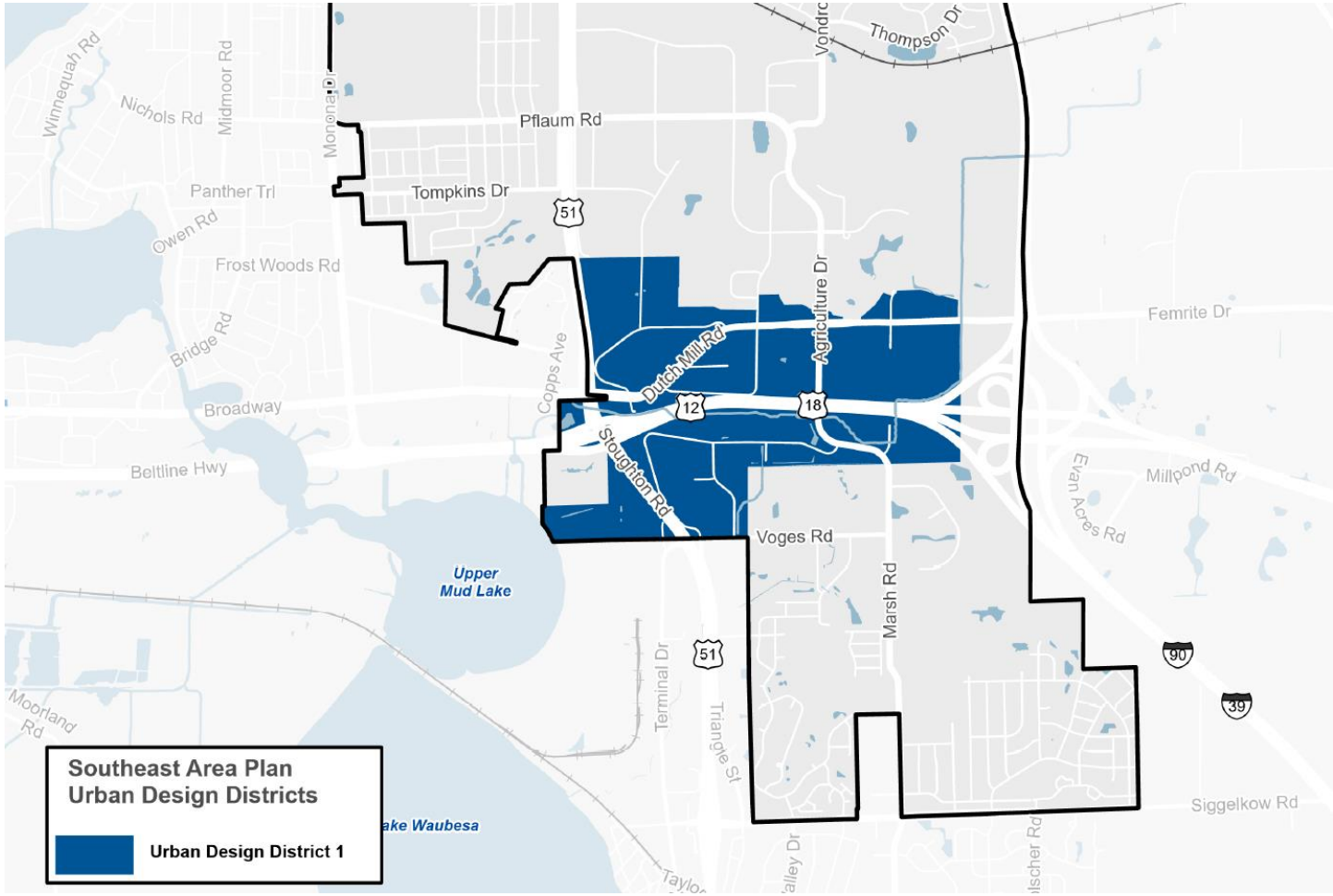


Proposed GFLU

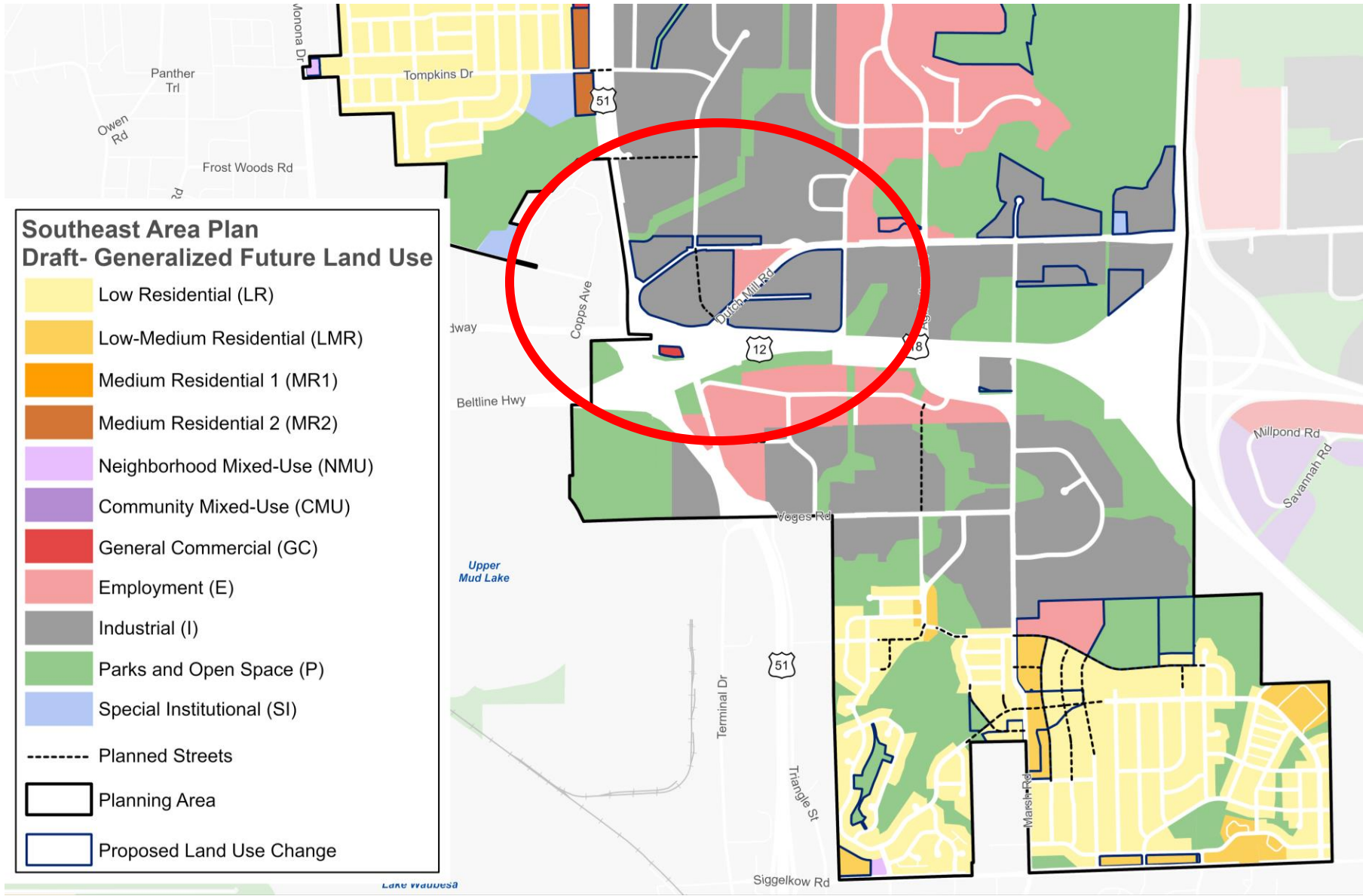


Culture and Character: Urban Design District

- Action 2: *Evaluate the need for Urban Design District (UDD) #1 within the Southeast Area and consider its removal from the existing UDD #1 in its current location as part of the UDD Update.*
  - *Existing conditions may no longer be consistent with city's goals to emphasize urban design in walkable urban center.*

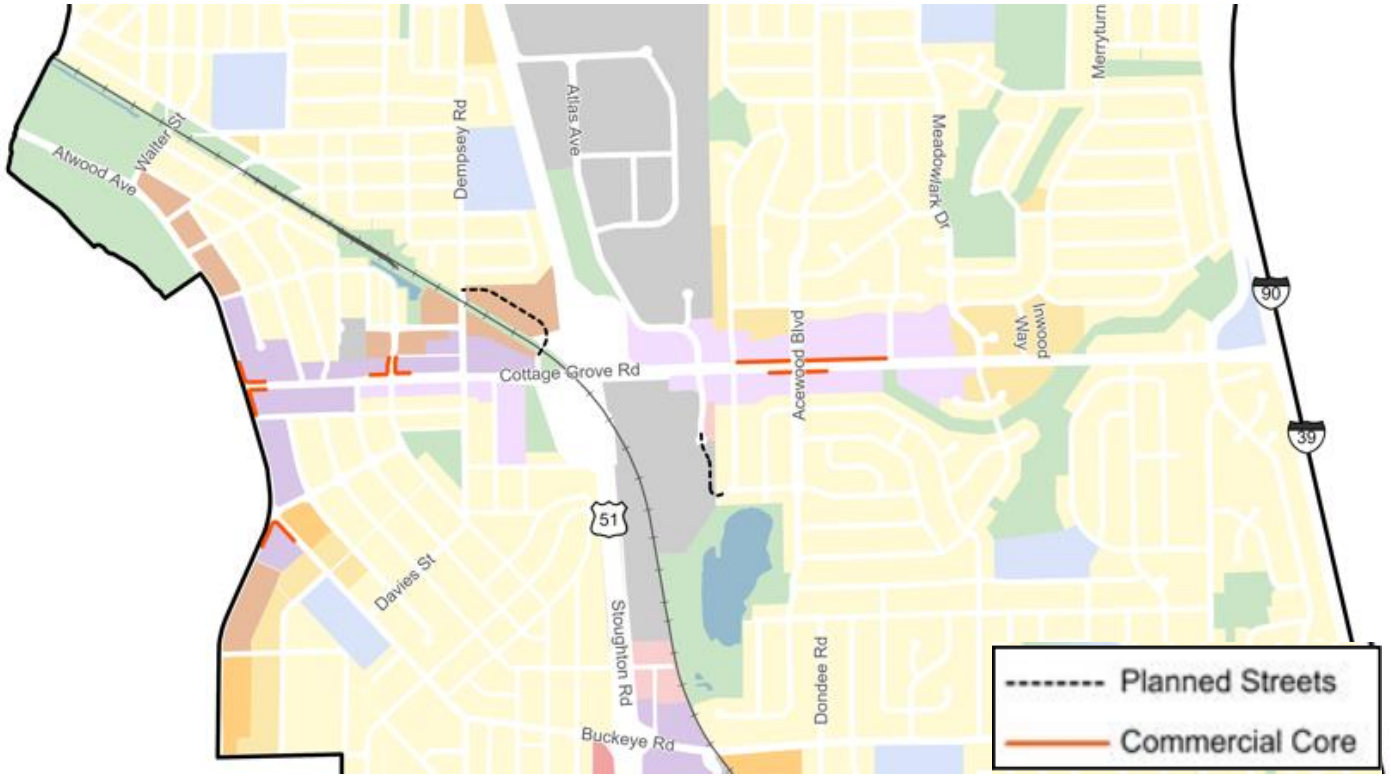


Proposed Future Land Use



Culture and Character: Commercial Core

- Action 4: *Buildings fronting Commercial Core areas shown on the GFLU Map should be set back the minimum distance required by zoning to create engaging and walkable street frontage.*
    - *Activate first floor with retail spaces*



Culture and Character: Commercial Core

Cottage Grove Road at Atwood Avenue

Cottage Grove Road

Monona Drive at Buckeye Road

Cottage Grove Road at Royster Oaks Drive

Draft Plan Review – Next Steps

- ✓May 5 –Common Council introduction
- ✓May 13 – Board of Park Commissioners
- ✓May 20 – Urban Design Commission
- ❑June 3 – Transportation Commission
- ❑June 4– Community Development Block Grant Committee
- ❑June 8 – Landmarks Commission
- ❑June 15 – Plan Commission
- ❑June 23 – Common Council