Department of Planning & Community & Economic Development

Planning Division

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To: City of Madison Urban Design Commission
From: Rebecca Cnare, Jeff Greger - Southeast Area Plan Project Managers
Date: May 20, 2026
Subject: Southeast Area Plan – Recommendation of Approval

Background

The Southeast Area Plan is one of the two Area Plans currently going through the adoption process. Planning Division staff began working on the Southeast 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. A series of engagements including public meetings, online commenting map, resident survey, community partners, focus groups, and other engagement efforts took place throughout the planning process.

Plan Highlights Related to Urban Design

Draft actions related to the Urban Design and Urban Design District (UDD) #1 guidelines and requirements and the district boundary are noted in the Culture and Character chapter of the Southeast Area Plan. The UDD #1 boundary within the Southeast Area Plan boundary is located southwest of the area of South Stoughton Road and Tompkins Drive intersection (see the Urban Design Districts map). The area is proposed for industrial in the GFLU map. The action included in this plan recommends evaluating the need and boundary for UDD #1 as part of the UDD Update because the area is not a walkable, pedestrian friendly area and may no longer be consistent with the city's policy goals to emphasize urban design in walkable urban commercial activity centers.

> *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.*

Urban design remains important outside of established districts, especially for existing and planned walkable mixed-use areas, such as the "Commercial Core" areas established in the Land Use chapter. The Plan highlights urban design goals for areas designated as "Commercial Core" areas as noted below:

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.

Request to Urban Design Commission

The Adoption of this Plan is being reviewed and approved through an ordinance as required by the State comprehensive Planning Statute. If UDC recommends revisions to the Final Draft of the Southeast Area Plan being considered, those revisions should be included in any motion made. Plan Commission, as the lead body, will review these revisions and make a final recommendation to the Common Council.

Attachment Links

1. Southeast Area Plan Final Draft
2. Power Point Presentation