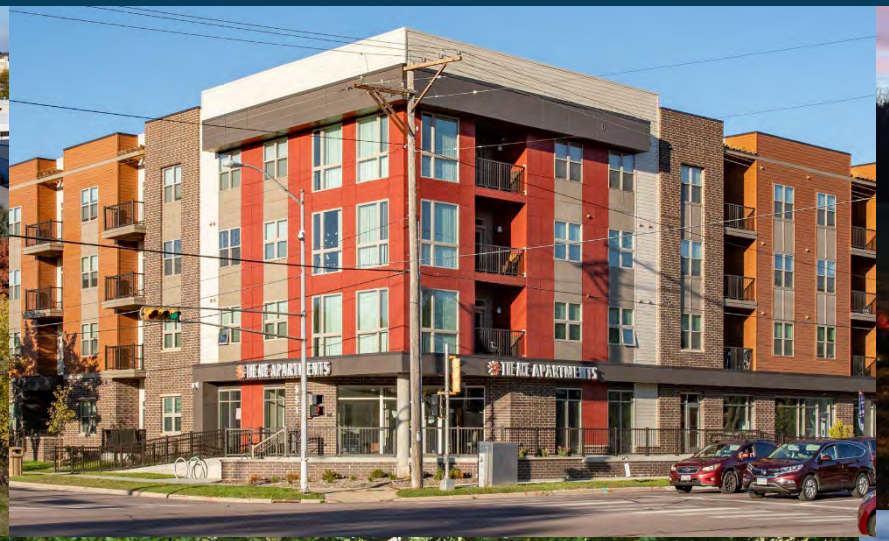
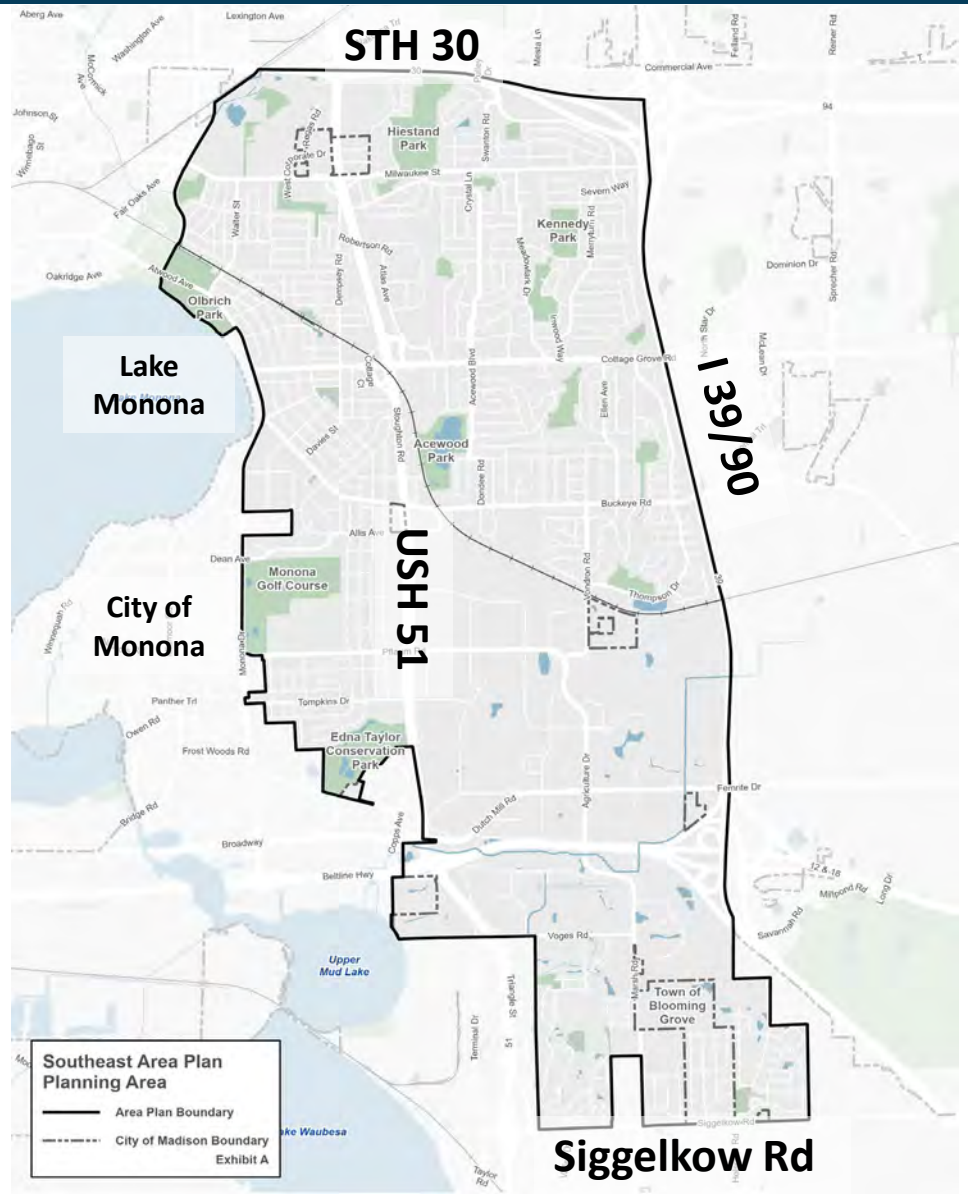
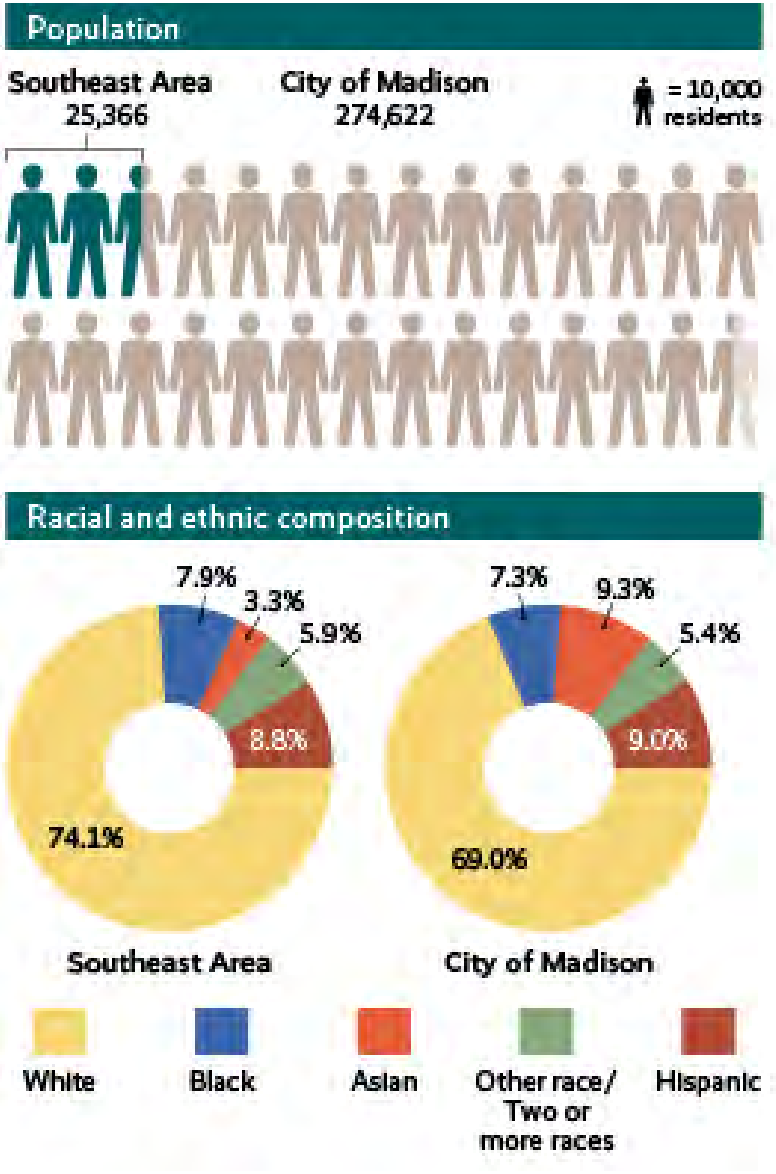
Southeast Area Plan



Plan Commission: June 15, 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

MAY - JUN

2024 ▶▶▶ 2025 ▶▶▶ 2026

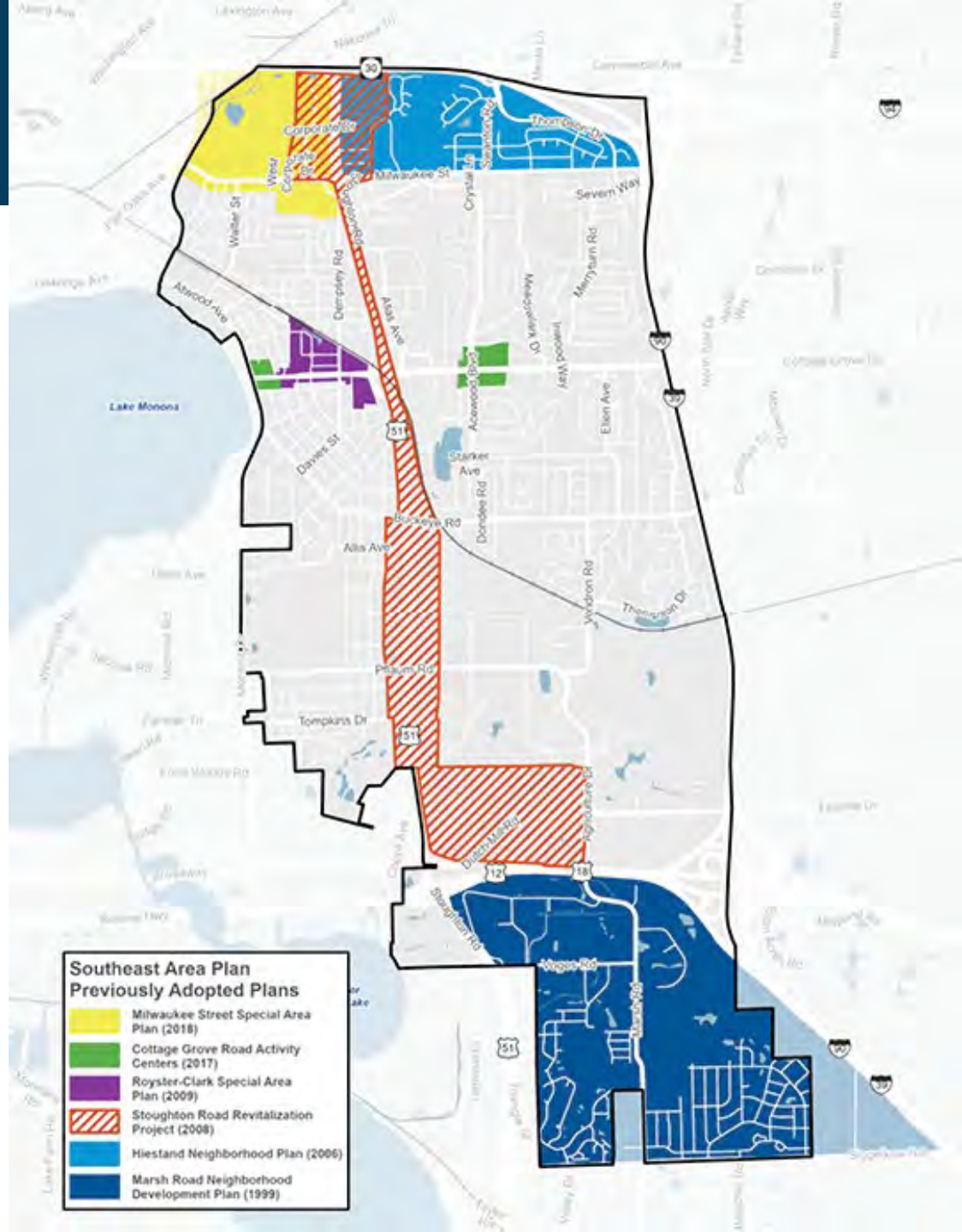
Public Engagement Summary

- Public Meetings: In-person Open House and a virtual meeting
- November 2024 – April 2025: Interactive Commenting Mapping
- Survey Part 1 & 2
- Madison Madness Bracket
- Neighborhood Associations, Schools, School Districts, Neighborhood Resource Teams 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
- Plan Commission and Transportation Commission check-ins (June 2025, Dec 2025)
- CAS events at Hiestand and Honeysuckle Parks

Plan Archiving

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

- Incorporated relevant recommendations into Southeast Area Plan



Land Use

Low Residential (LR)
Single-family homes and two-unit structures
Typical Heights: 1–2 stories

Low-Medium Residential (LMR)
Single-family, duplexes, rowhouses, and small multifamily buildings
Typical Heights: 1–3 stories

Medium Residential 1 (MR1)
Rowhouses, small & large multifamily buildings
Typical Heights: 2–4 stories

Medium Residential 2 (MR2)
Rowhouses, small & large multifamily buildings
Typical Heights: 2–5 stories

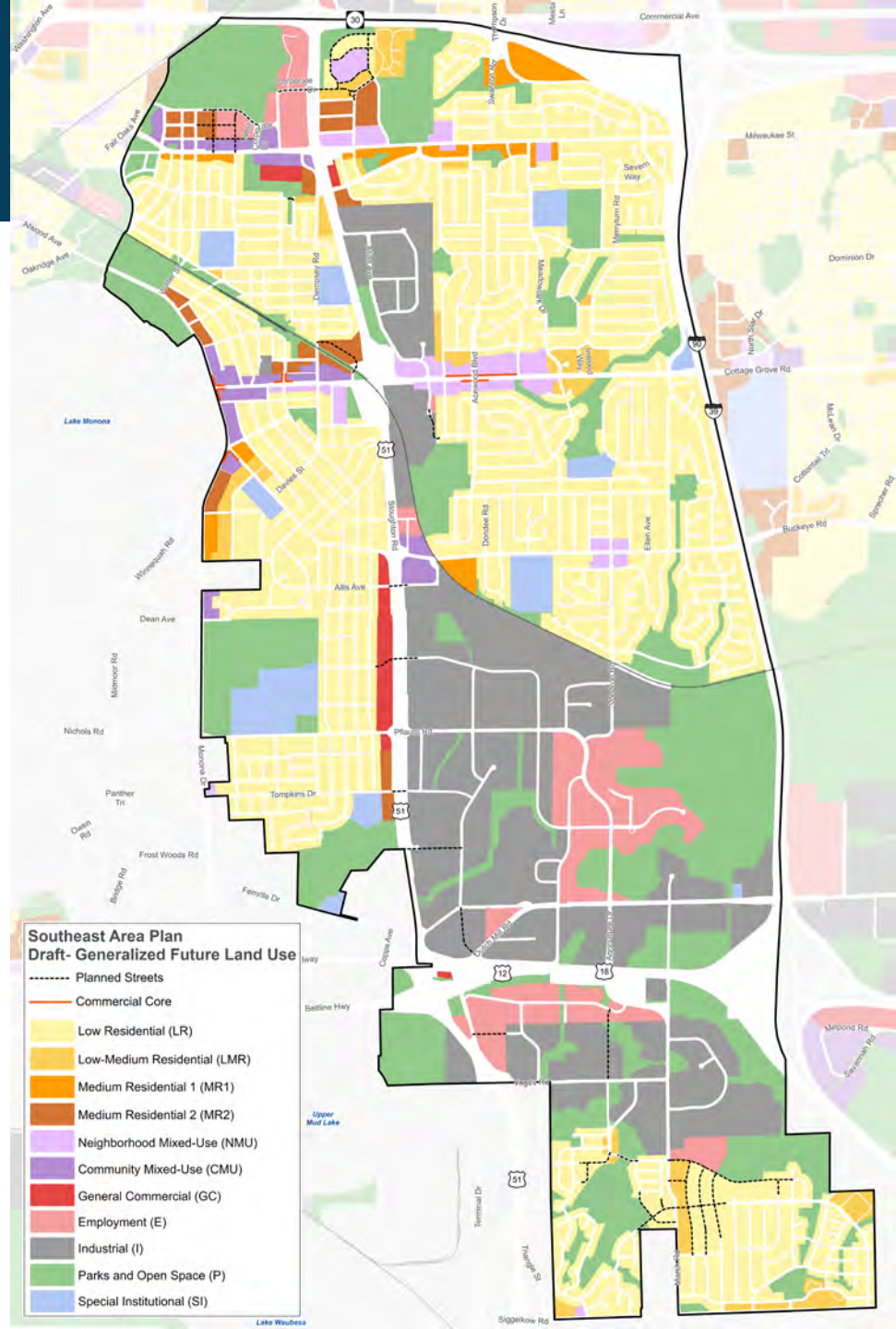
Neighborhood Mixed-Use (NMU)
Residential, retail, restaurant, service, institutional, and civic uses
Typical Heights: 2–4 stories

Community Mixed-Use (CMU)
An intensive mix of residential, commercial and civic uses
Typical heights: 2–6 stories

General Commercial (GC)
Retail goods and services, business offices
Typical heights: 1-3 stories

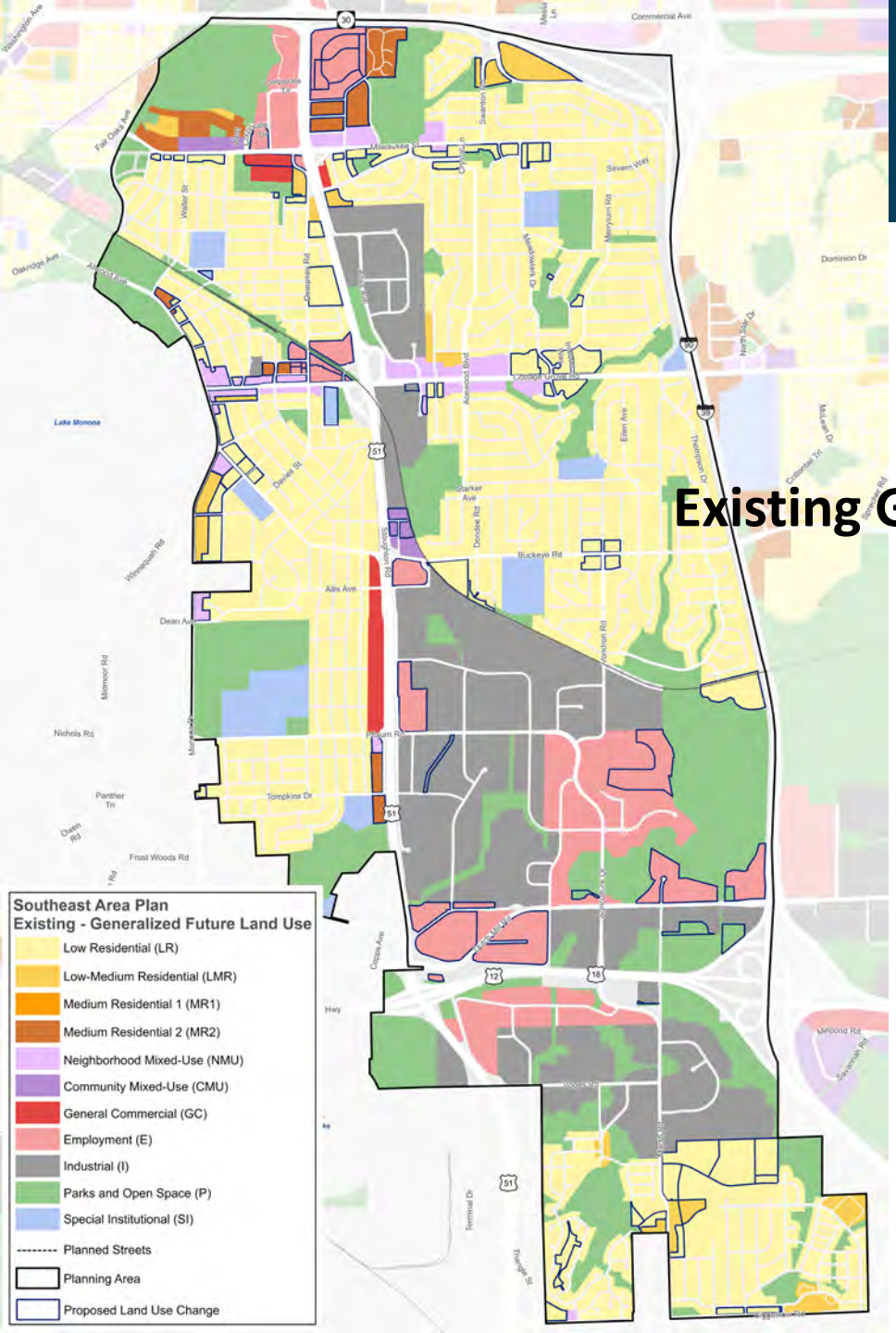
Employment (E)
Office, research, lab, hospitals, clinics, etc.
Typical heights: 1-4 stories

Industrial (I)
Manufacturing, wholesale, storage, distribution and utility uses
Typical heights: 1-4 stories

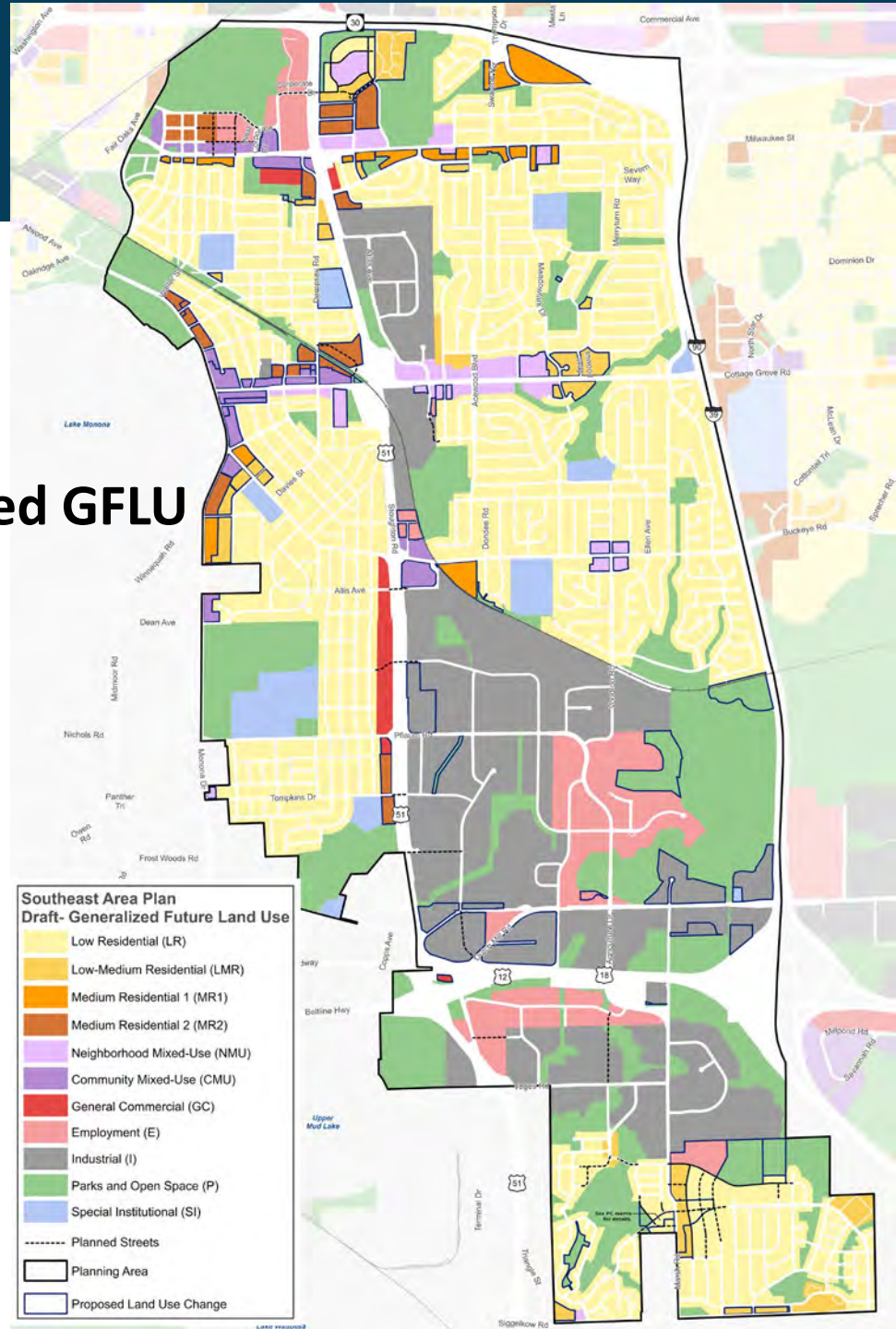


Proposed Land Use Changes

Existing GFLU



Proposed GFLU



Former American Family Site

- 41-acre site: vacant office building, parking lots, & pedestrian paths.
- Recommends a mix of housing types on a grid of public streets.
- Two options:
  - Reuse of the existing office building
  - Or demolish the office building.

Cottage Grove Road at Atwood Avenue

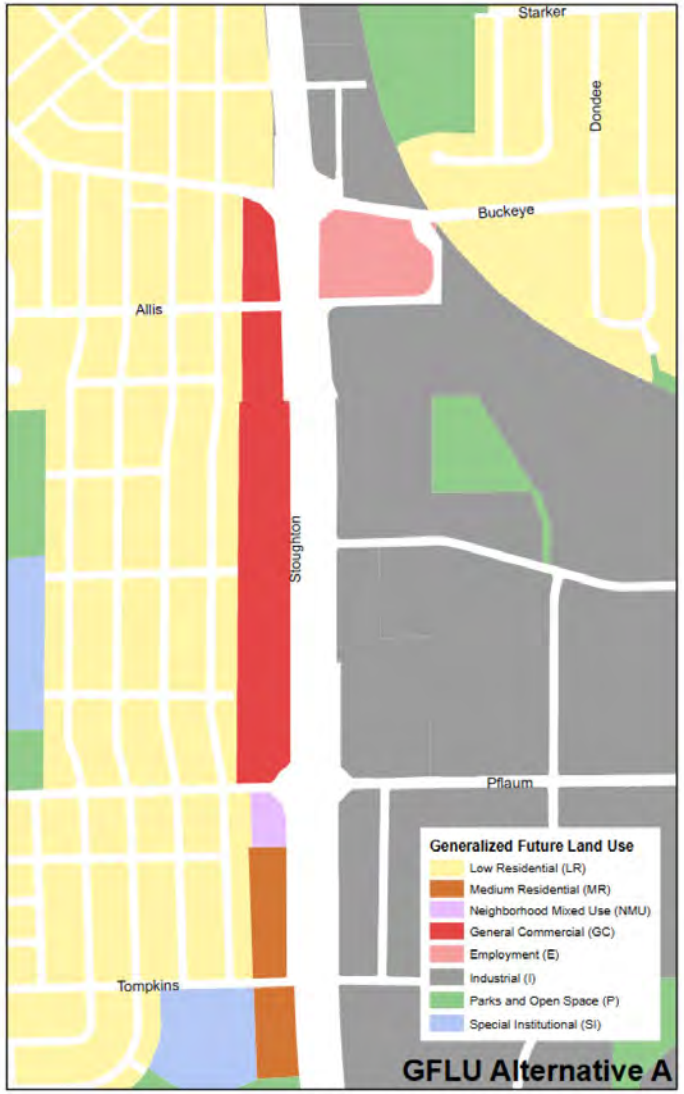
- Sites near the intersection of Cottage Grove Road and Atwood Avenue were identified in the *Cottage Grove Road Activity Centers Plan* as potential development sites.
- The sites are currently occupied by a Walgreens (1.8 acres) and Old National Bank (0.7 acres).
- The Plan recommends the two sites be developed as community mixed-use.

Milwaukee Street at Milo Lane

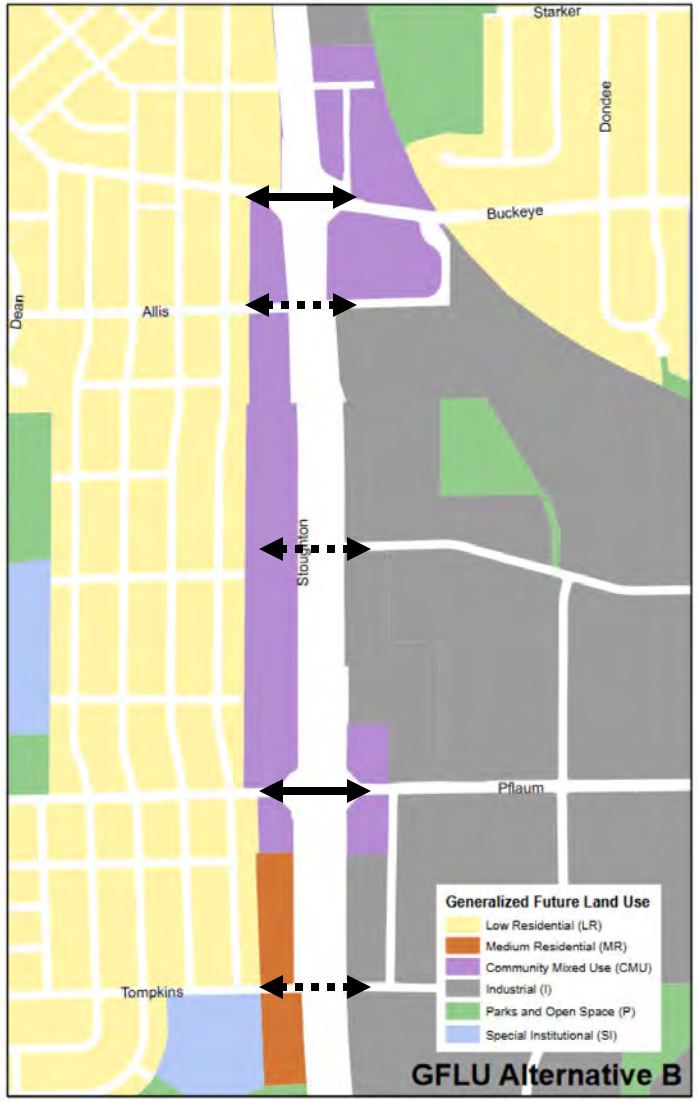
- Site near Hiestand Park on Milwaukee Street.
- The sites are currently occupied by a Family Shelter in a former Nursing Home Facility
- The Plan recommends the site be developed as Neighborhood mixed-use.

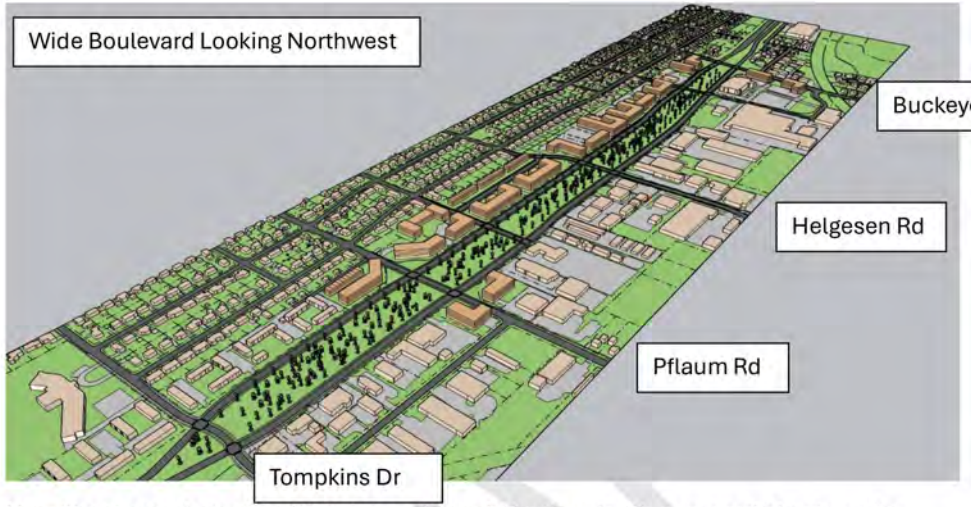
USH 51 Design Impacts – Land Use Alternatives

45 MPH, limited access future land uses



35 MPH, urban boulevard future land uses





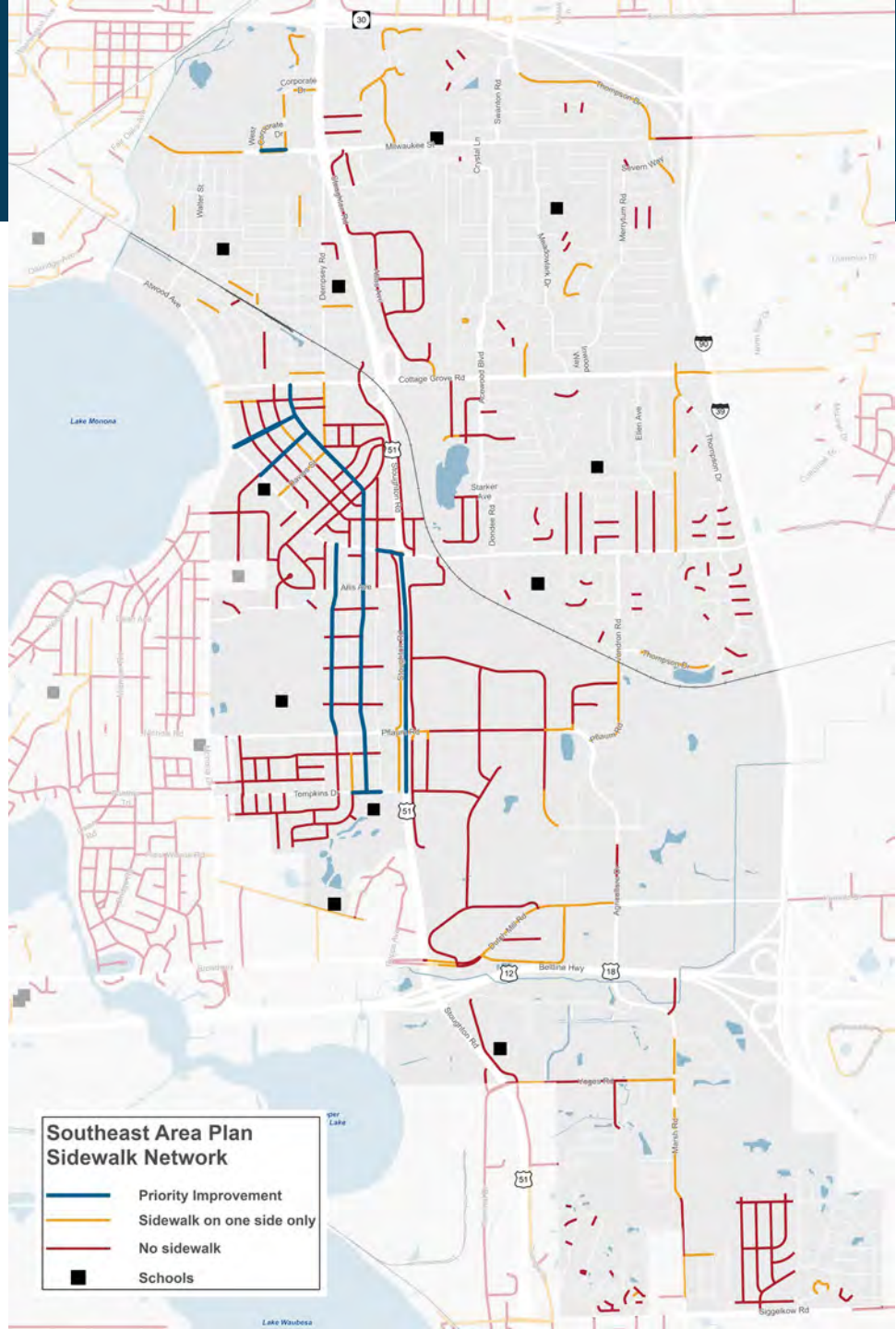
New Street crossings at multiple intervals could be timed with one-way lights to make quicker signals that still move traffic even at slower 35 mph speeds.

New mixed use development at nodes can give visual signals to drivers to maintain safe speeds.

Transportation

Action Summary

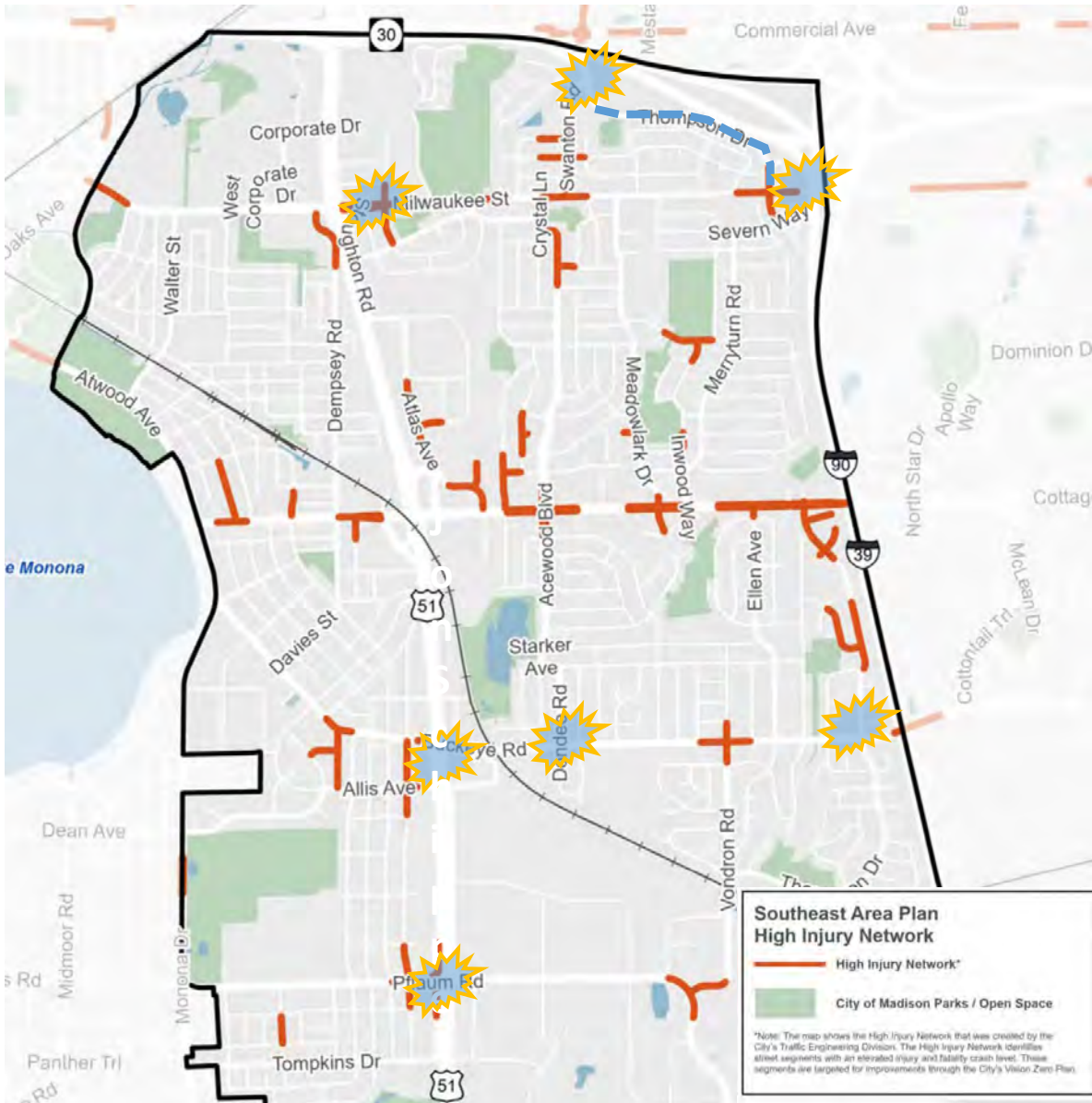
- Close gaps in the sidewalk network.
- Improve pedestrian street crossings of major streets.
- Evaluate and improve street lighting for pedestrian safety.
- Make bicycle facility improvements.
- Improve the multi-use path crossings at major streets.



Transportation: Pedestrian safety

Action Summary

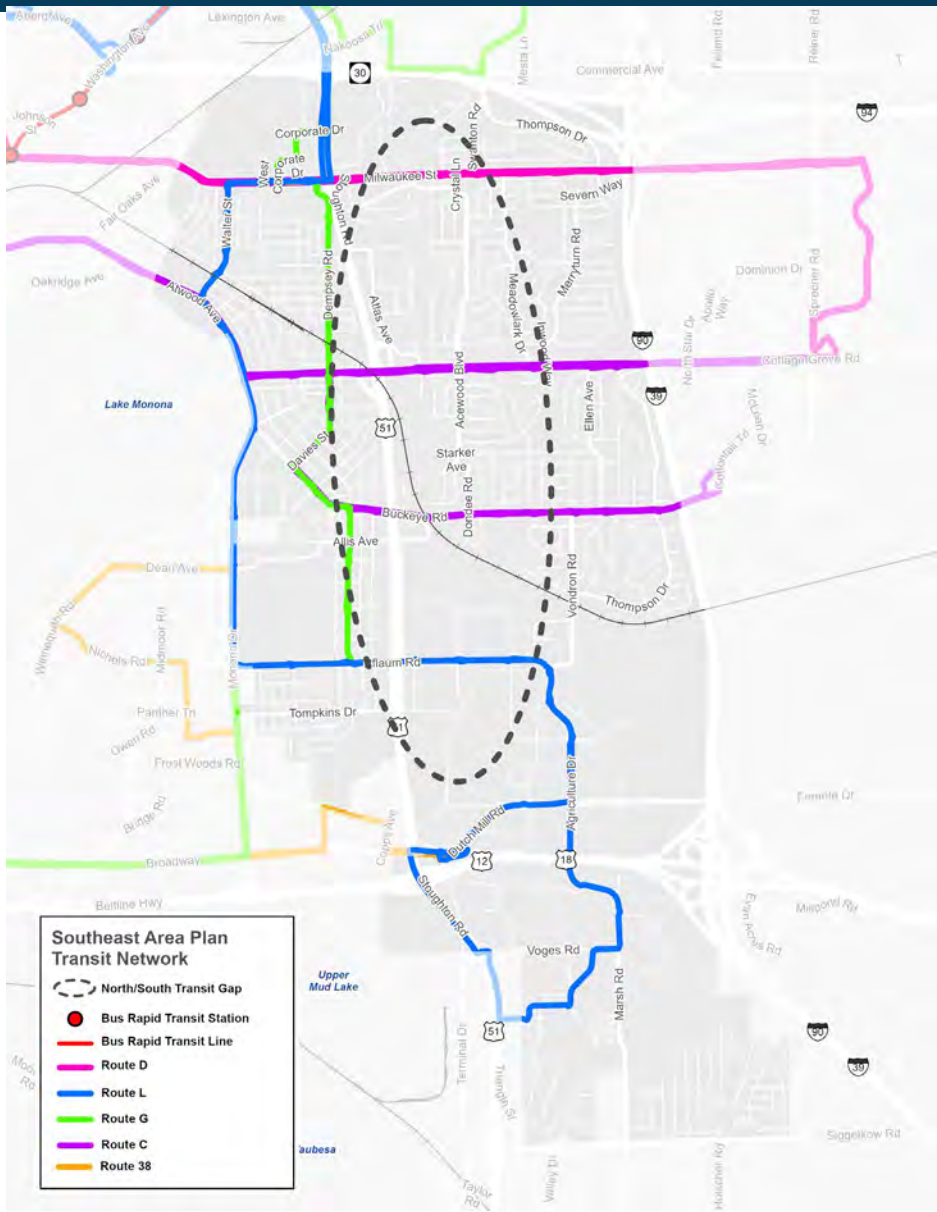
- Install traffic calming measures and traffic lane markings to improve safety.
- Study the potential for traffic calming measures in the Secret Places and Lost Creek Neighborhoods.
- Study potential new traffic signal(s).
- Explore a “Community Main Street” Complete Green Street designation for Milwaukee Street west of S Stoughton Road.
- Connect City streets to former Town of Blooming Grove streets after Town is attached to the City in 2027.



Transportation

Action Summary

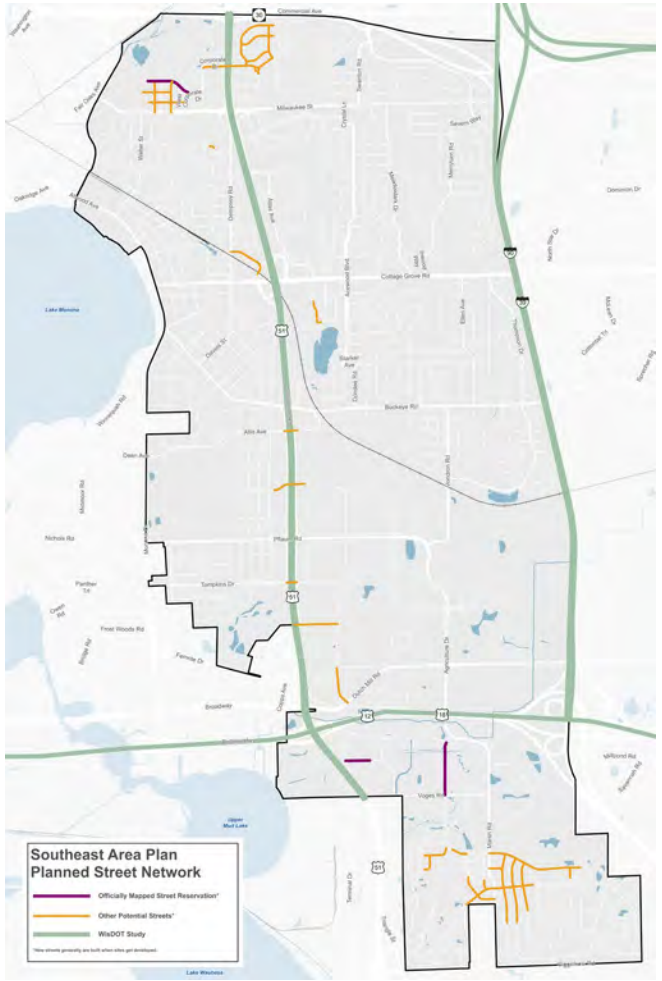
- Consider a north-south Metro Transit route connecting LaFollette High School and employment centers.
- Assess the need for bus shelters/benches.
- Connect residential neighborhoods with job centers.
- Increase access and safety for all curb users.



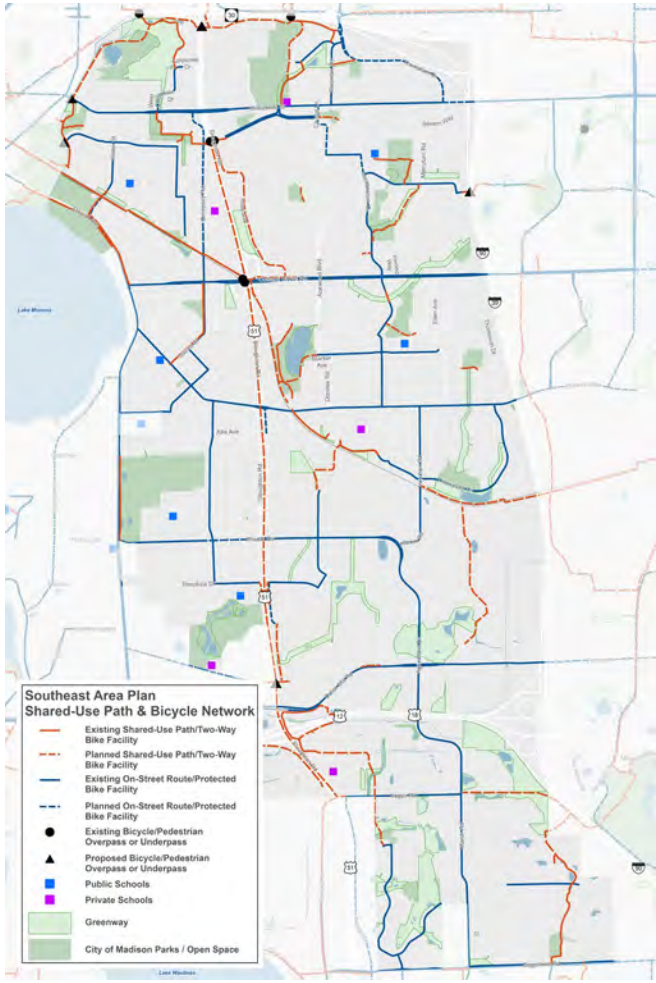
Transportation Highlights:
Street Network/ Bicycles / Multi-use Paths

Action Summary

- Create well–connected streets in newly developing areas.
- Provide additional connections across S Stoughton Road as part of the redesign.
- Encourage 35 MPH Wide Boulevard Design.
- Increase Paths to AAA standards.



Street Network



Bike Facilities Network

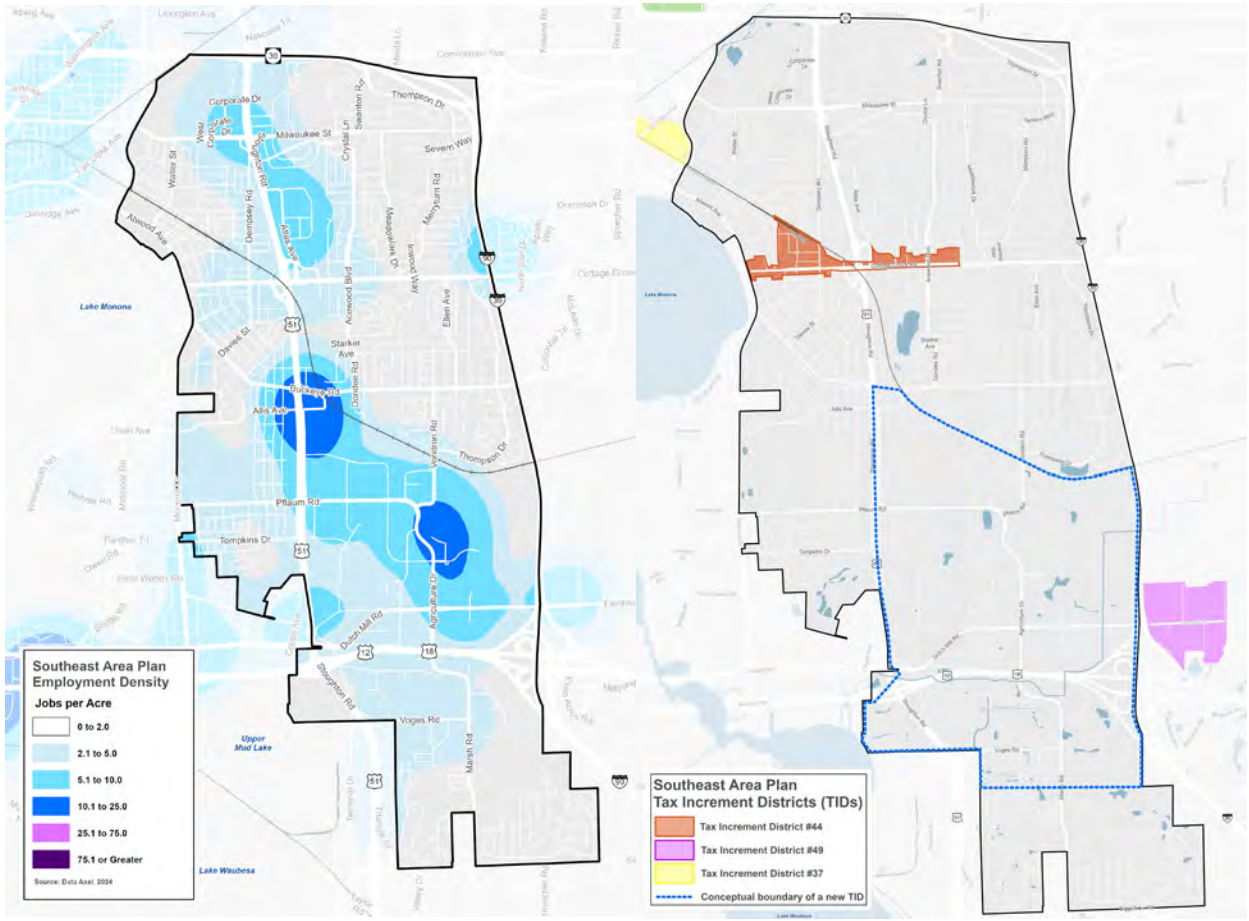
Neighborhoods and Housing

- **Action Summary**
- **Support affordable housing**
- **Incentivize and promote programs** that support **owner occupied housing** opportunities within neighborhoods
- **Consider zoning changes to allow more home-based businesses and micro commercial uses** in neighborhoods to increase opportunities for resident wealth building, integrate housing with essential serves and amenities, and create opportunities for “Third-spaces” to increase community cohesion.
- **Invest in food retail** through funding and technical assistance.

Economy and Opportunity

Action Summary

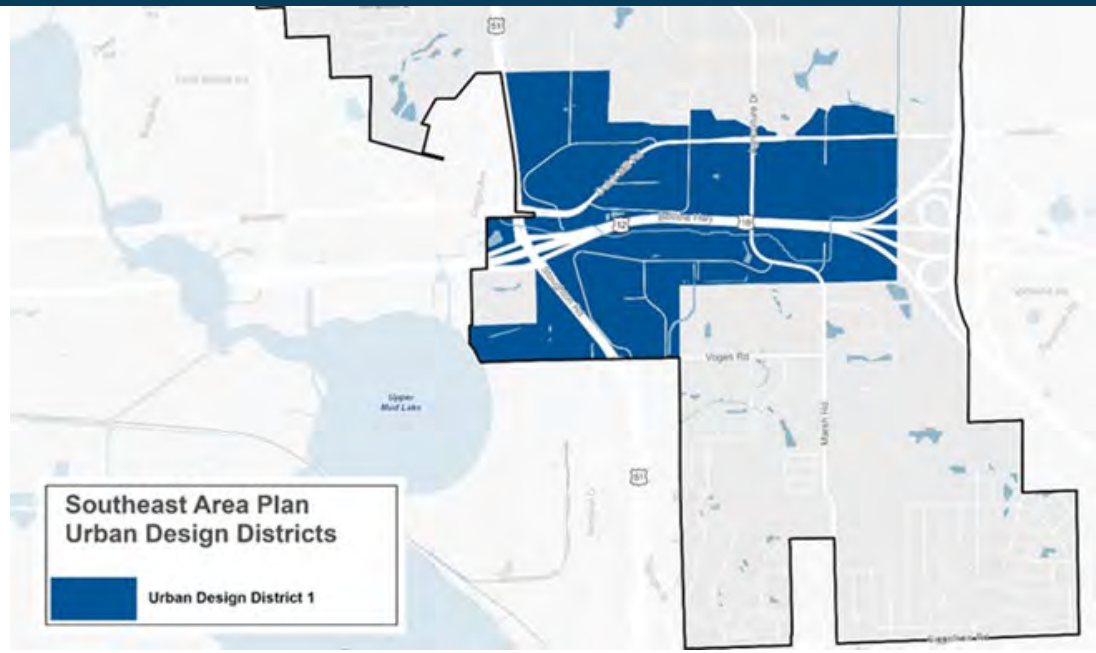
- Support new TID, support naturally-affordable' business spaces.
- Examine City Owned Sites.
- Explore Other Opportunities for the City to Land-Bank.
- Increase Business support and work to revitalize Transit/Commercial Corridors like Milwaukee Street.



Culture and Character

Action Summary

- **Evaluate Urban Design District #1**
- **Commercial Core Design**
- Establish **place-making/public art** that builds neighborhood identity /gateways



Additional Highlights:

Action Summary

Green and Resilient:

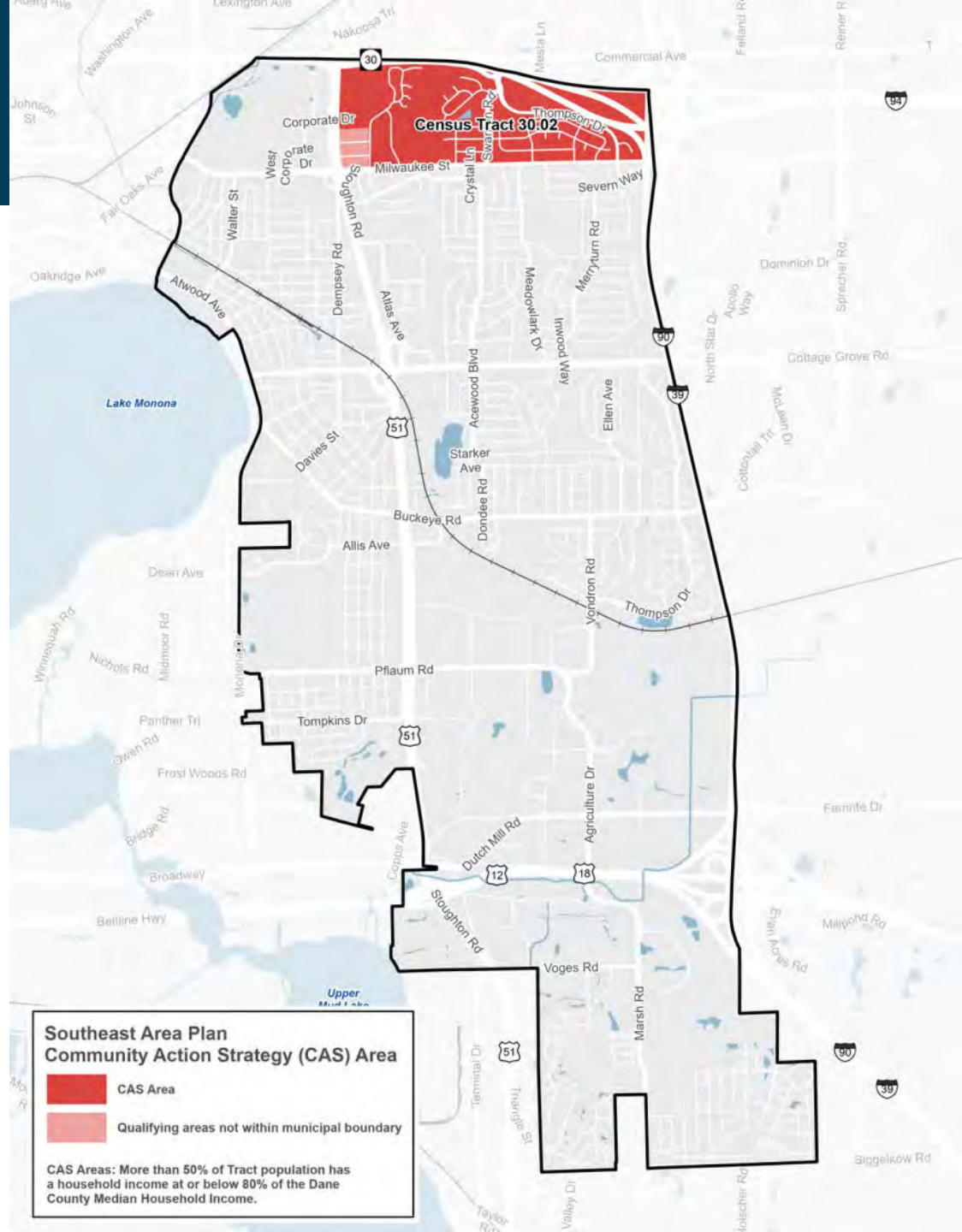
- Increase tree canopy, support Parks Master Planning for Olbrich, others
- Support Parks Development Processes

Effective Government:

- Coordinate on sanitary sewer needs for future developments
- Work with adjacent municipalities on boundary adjustments

Community Action Strategy Hiestand Neighborhood

- Capacity Building
- Community and Stakeholder Relationships
- Potential for small-scale physical improvements
  - $100,000-$200,000 project



Community Action Strategy
Hiestand Neighborhood

Rank	Improvement	Location	Capital Costs
1*	Splash Park	Hiestand Park	$$$$
2	Targeted traffic calming and safety improvements (lighting/cameras, speed management, crossing improvements)	Thompson, Swanton, Milwaukee, Walbridge	$$$
3*	Better restroom facilities	Hiestand Park	$$$$$
4	Path linking Honeysuckle and Hiestand Parks	Greenway (Stormwater)	$$$
5	Parking Lot Lighting	Hiestand Park	$$
6	Information Kiosk	Hiestand Park	$

* Outside of the scope and budget of a CAS project.

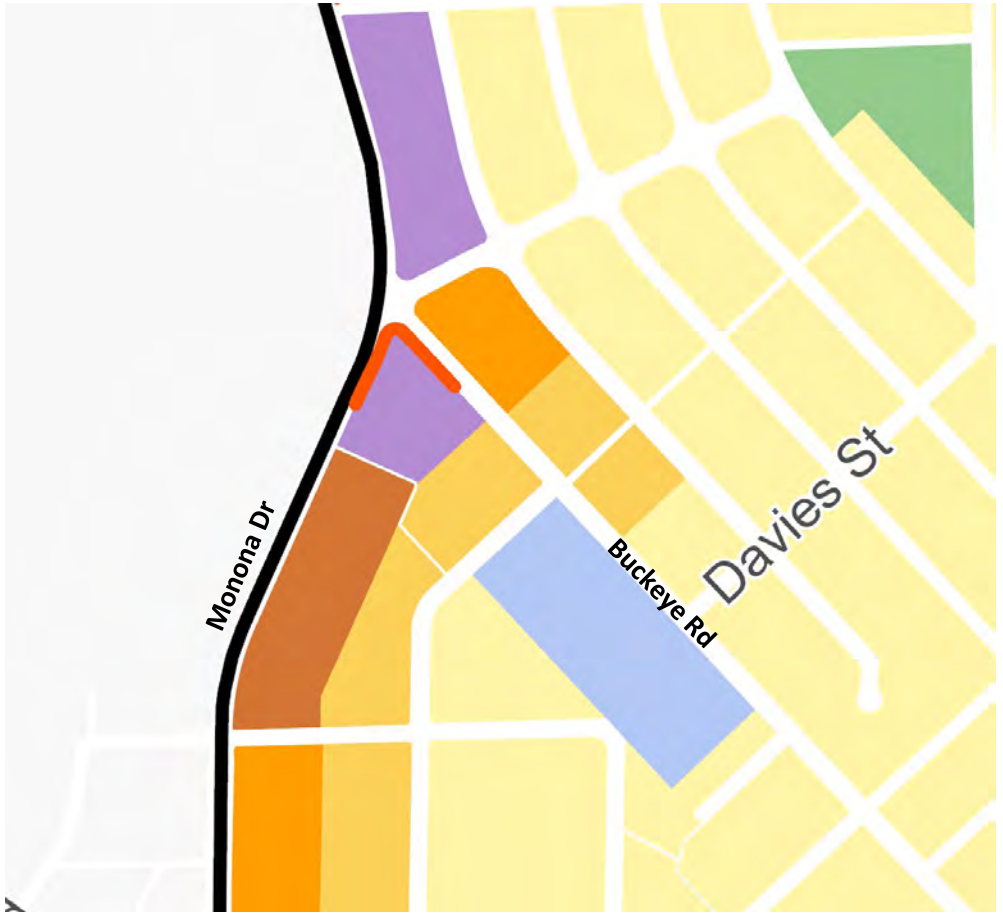
Draft Plan Review – Next Steps

- ✓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

* Recommended adoption ** Recommended adoption with comments

Monona Drive at Buckeye Road

Current Comp Plan Generalized Future Land Use Map



Draft Southeast Area Plan Generalized Future Land Use Map

www.cityofmadison.com/SoutheastAreaPlan

Land Use comments – Areas of LR

Residential Future Land Use Categories

Residential Building Form	Low Residential (LR)	Low-Medium Residential (LMR)	Medium Residential (MR)	High Residential (HR)
Single-Family Detached Building				
Civic/Institutional Building				
Two-Family, Two-Unit				
Two-Family – Twin				
Three-Unit Building	*			
Single-Family Attached	*			
Small Multifamily Building	*	**		
Large Multifamily Building		**		
Courtyard Multifamily Building		**		
Podium Building				
Number of Stories	1-2'	1-3	2-5	4-12~
General Density Range (DU/acre)	≤15	7-30	20-90	70+

** Permitted in select conditions at up to 30 DU/ac and three stories, generally along arterial streets or where these types of buildings are already present or planned within an adopted sub-area plan as part of a pattern of mixed residential development.*

*** Appropriate in select conditions at up to 70 DU/ac and four stories. Factors to be considered include relationships between proposed buildings and their surroundings, natural features, lot and block characteristics, and access to urban services, transit, arterial streets, parks, and amenities.*

~ Or taller, if specified by an approved sub-area plan or PD zoning.

' Dormers or partial third floors are permitted.

Current Comp Plan

Residential Future Land Use Categories

Residential Building Form	Low Residential (LR)	Low-Medium Residential (LMR)	Medium Residential 1 (MR1)	Medium Residential 2 (MR2)	High Residential (HR)
Single-Family Detached Building					
Civic/Institutional Building					
Two-Family, Two-Unit					
Two-Family – Twin					
Three-Unit Building	(asterisk deleted)				
Single-Family Attached	(asterisk deleted)				
Small Multifamily Building	*	(asterisks deleted)			
Large Multifamily Building		**			
Courtyard Multifamily Building		**			
Podium Building					
Number of Stories	1-2'	1-3	2-4	2-5	4-12~
General Density Range (DU/acre)	≤15	7-30	20-70	20-90	70+

** Permitted Appropriate in select conditions at up to 30 DU/ac and three stories, generally along arterial streets or where these types of buildings are already present or planned within an adopted sub-area plan as part of a pattern of mixed residential development.*

*** Appropriate in select conditions at up to 70 DU/ac and four stories. Factors to be considered include relationships between proposed buildings and their surroundings, natural features, lot and block characteristics, and access to urban services, transit, arterial streets, parks, and amenities. This clause does not apply to the Southwest or Southeast Areas.*

~ Or taller, if specified by an approved sub-area plan or PD zoning.

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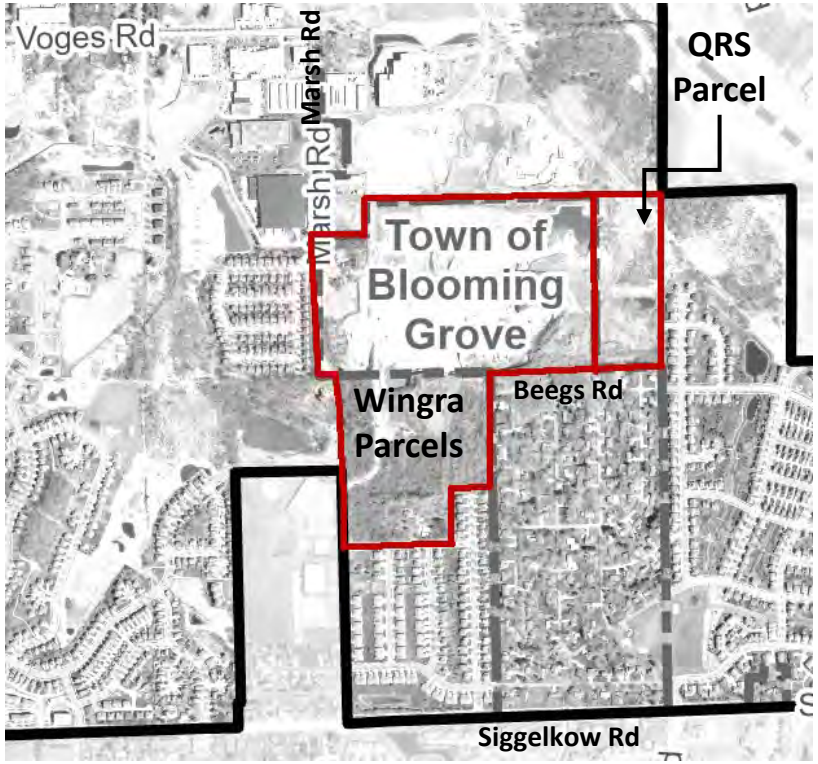
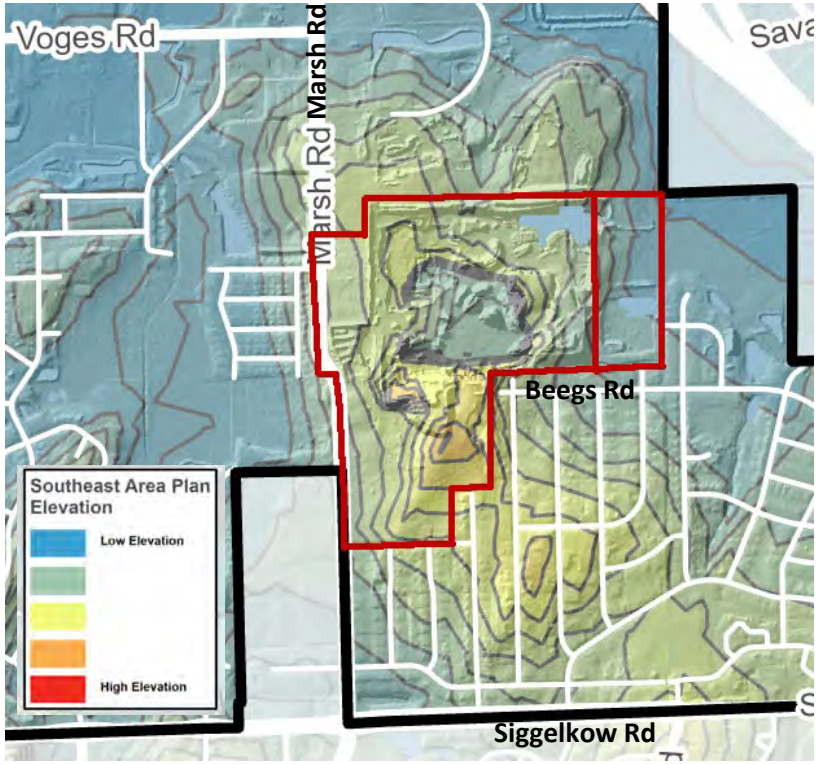
Proposed Changes to Comp Plan

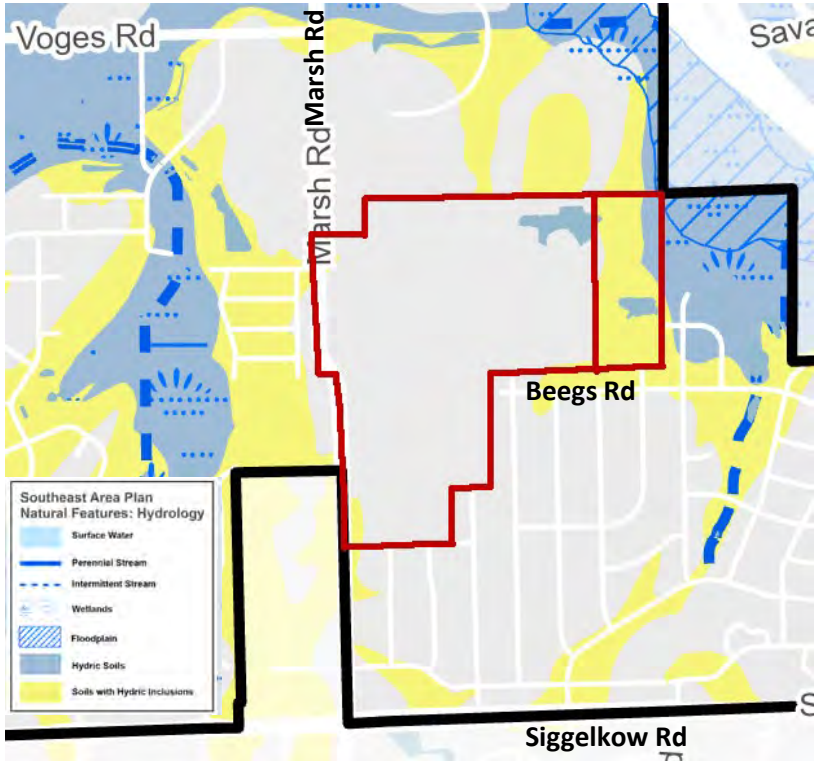
Wingra Quarry & 4450 Red Barn Run



Aerial Photo



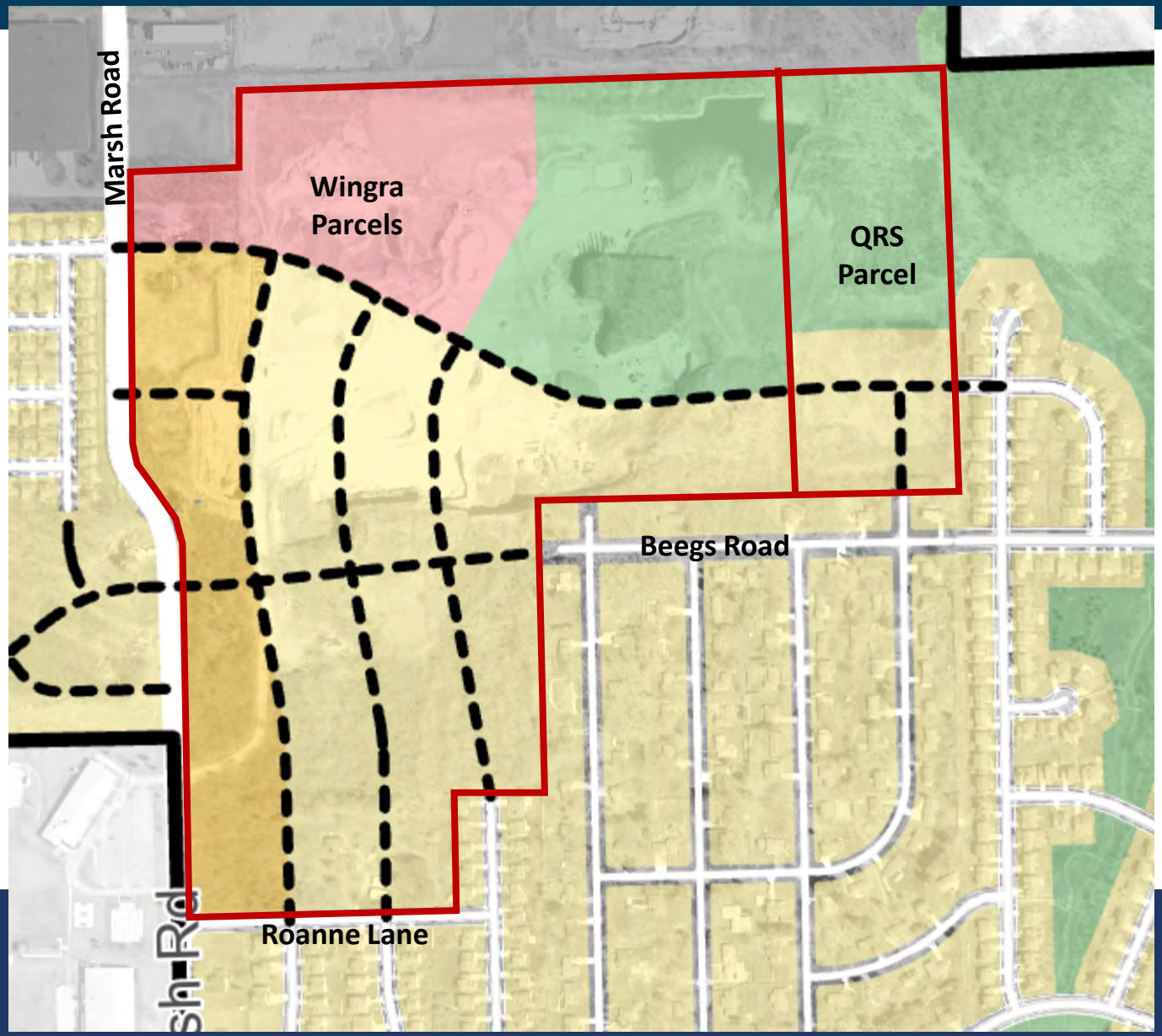
Elevation



Natural Features

Wingra Quarry & 4450 Red Barn Run

Wingra Quarry & 4450 Red Barn Run



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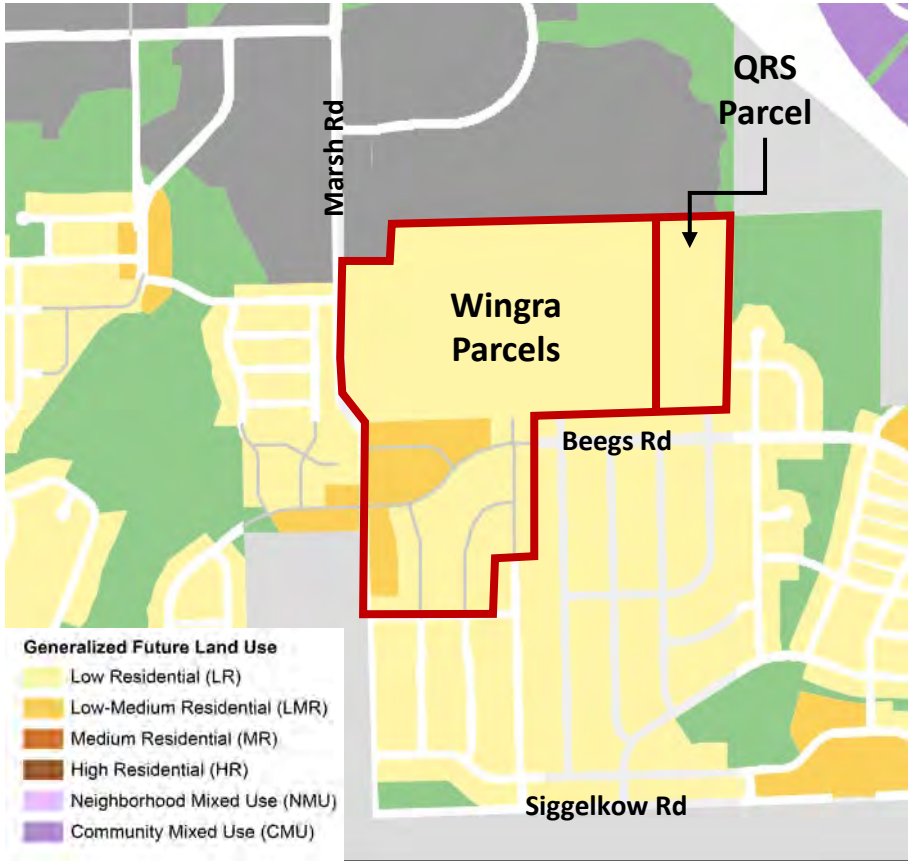
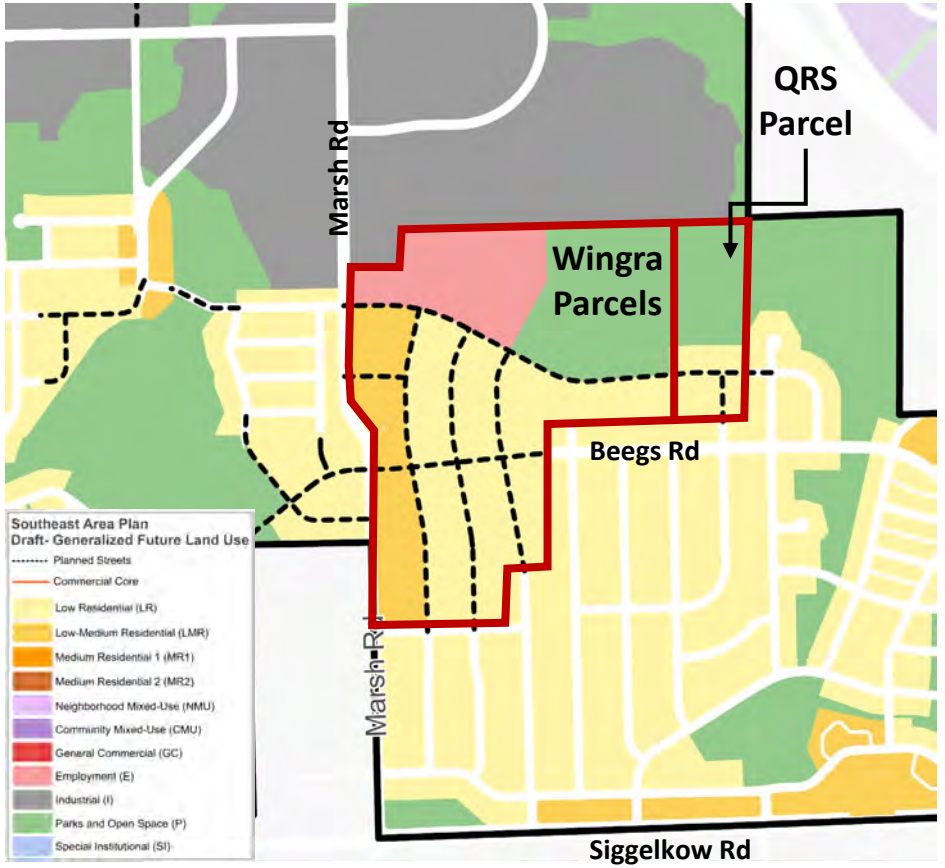


Current Comp Plan Generalized Future Land Use Map



Draft Southeast Area Plan Generalized Future Land Use Map

Suggested Map Note:

"This area is designated Parks and Open Space due to the presence of cultural resources and a potential stormwater management area serving future development. Future detailed planning for development may demonstrate portions of this area are suitable for additional streets to support additional Low Residential development."