



Department of Planning & Community & Economic Development

Planning Division

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To: Economic Development Committee
From: Angela Puerta, Jeff Greger, Breana Collins
Re: South Madison Plan (SMP)

Project Background

Planning staff began a planning effort to update the *2005 South Madison Plan* in September of 2019. Multiple public input sessions were held in the fall and winter of 2019 to discuss issues and opportunities in South Madison. A market study consultant was hired to prepare a market study for the planning area.

March of 2020 public engagement efforts were paused due to the COVID-19 Pandemic. During the pause, based on public feedback and guidance from the Mayor's Office, the Plan focus was changed from a neighborhood plan to an action plan. The action plan uses three guiding principles to evaluate strategies and recommendations found in the plan document: anti-displacement and gentrification, community wealth building, and opportunities to thrive.

March of 2021 public engagement restarted primarily in a virtual format via Zoom, but as the year has progressed staff has been able to hold limited in-person engagements. Since restarting the planning effort, the [South Madison Market Study](#) has been completed and reviewed with the South Madison community, strategies and recommendations have been developed and reviewed, and focus area concept plans have been developed and reviewed.

Staff met with an interagency staff team on September 20 to review the draft document. A series of public meetings were held on September 29 and 30 (two Zoom meetings, one in-person meeting) to review the document and solicit feedback. Staff developed a survey to gather more in-depth feedback on the Plan from the community. The three-week public comment period on the draft *South Madison Plan* closed on October 18.

Community Issues and Concerns

Below is a list of the top community issues and concerns that relate to the *South Madison Plan* (see Plan appendix):

Displacement/Gentrification

- Preserving single family homes
- Need for additional opportunities for community wealth building, affordable housing
- Need opportunities to age in place in South Madison

- Preserve the mobile home park
- Adding retain and increase local businesses/Black and Brown businesses to community
- Preserve affordable spaces for businesses, preserve existing local businesses
- Provide spaces for neighborhood serving retail

Community Center

- Need for neighborhood gathering space
- Youth programing
- Senior programing

Affordable, quality childcare

Improve bicycle/pedestrian infrastructure

- Create east/west bike route
- Create north/south bike route
- Extend Cannonball Path

Improve Connectivity

- Between neighborhoods
- Railroad and major road corridors barriers

Parks

- Improve access
- Need for amenities/equipment
- Programing for youth and seniors

Improve lighting for pedestrians

Transit Service

- More frequent transit service
- Service for 3rd shift workers

Plan Highlights

The [South Madison Plan](#) is an action plan that uses three guiding principles: **anti-displacement and gentrification, community wealth building, and opportunities to thrive** to evaluate the plan strategies and recommendations. The plan focuses on curbing displacement of residents and local businesses, curbing the forces of gentrification, and preserving the culture of South Madison. The Plan also focuses on building equity, housing, and employment.

The following is a summary of major Plan recommendations.

Economic Development

- Create a City-community communication and implementation structure to oversee, monitor, and leverage investments in South Madison.
- Build the local economy and small businesses to improve community wealth and self-sufficiency.
- Raise awareness, participation, and support that culture and heritage are integral to a strong economy and quality of life.

Equitable Access and Community Capacity Building

- Support access to local and affordable fresh food.
- Expand and improve community programming for youth.
- Enhance internet communication alternatives.
- Expand City accredited childcare sites in South Madison.

Housing

- Support community wealth building by increasing homeownership opportunities.
- Increase and retain overall housing affordability.
- Increase housing choice.

Land Use, Transportation, and Parks

- Improve transit service, especially to peripheral employment and residential locations, with a focus on reducing the travel time for transit-dependent populations.
- Expand and improve pedestrian and bicycle networks to enable safe and convenient active transportation.
- Concentrate the community-benefiting development along transit corridors and within/near Focus Areas.
- Identify areas for new or expanded parks

South Park Street Corridor

- Cluster businesses in key locations along South Park Street to create retail nodes for the neighborhood.
- Improve pedestrian facilities along South Park Street.
- Provide additional opportunities for off-street public parking.
- Improve safety for pedestrians and vehicles along South Park Street.

Addressing displacement, gentrification, community wealth building

Residents in South Madison are experiencing displacement and gentrification in their neighborhoods today and there are few opportunities for wealth building.

South Madison has some of the most affordable rents in Madison, but it also saw rapidly increasing rents between 2010 to 2017. Because the neighborhood's housing stock consists of approximately 75% rental units, an objective of this Plan is to build more owner-occupied units where financially feasible.

Throughout the planning process, residents voiced the need to combat gentrification and displacement in addition to increasing homeownership. In the 1930s, racist redlining practices and other discriminatory housing practices caused long-term effects like segregation and racial inequality across Madison and the South Madison area in particular (this is described in more detail in the Past, Present, and Future chapter).

This Plan aims to address some of these historical wrongs by focusing on creating opportunities for community wealth building through homeownership for Black and Brown residents and addressing displacement (See Thorstad Focus Area Concept in the Land Use, Transportation, & Parks chapter).

Plan Action Items in Progress

During summer 2021, the City received a \$50,000 grant from the National Association of City Transportation Officials (NACTO) to help pay for a food cart vending pilot program at Penn Park called "The LCC Plaza Community Market". Led by the primary partner Latino Chamber of Commerce, the main goal was to help local Black and Brown vendors succeed and overcome barriers with food vending. A total

of 11 events were held at the park from July 2021 through Sept 2021 and the City hopes to continue with the program in the upcoming years.

This pilot program initiated the implementation of the following action items:

Economic Development chapter

3C Work with Black, Hmong, and Latino Chambers, and Greater Madison Chamber of Commerce to devise a strategy to better capture the consumer spending gap.

3D Establish a local business group to coordinate a “Shop Local” initiative to retain more spending power in the south side economy and to identify opportunities for joint marketing initiatives amongst business enterprises.

Equitable Access and Community Capacity Building Chapter

2B Run a pilot day-to-day food cart vending program to increase opportunities for at least four Black and Brown mobile food vendors to vend in or adjacent to City parks by revisiting current Park Vending Policy and lowering permit fees. Consider Penn Park as a potential first location among other neighborhoods around the city.