

Southeast Area Open House



Presentation Starts @ 6:15 p.m.



December 4, 2024

Welcome



Mayor Satya Rhodes-Conway

Alders: Derek Field (3), Dina Nina Martinez-Rutherford (15), Jael Currie (16)

Planning Team

Community Development

Engineering – Public Works

Engineering – Stormwater and Sanitary sewer

Metro

Traffic Engineering (WisDOT is also here)

Parks

Police

What is planning and why does it matter?



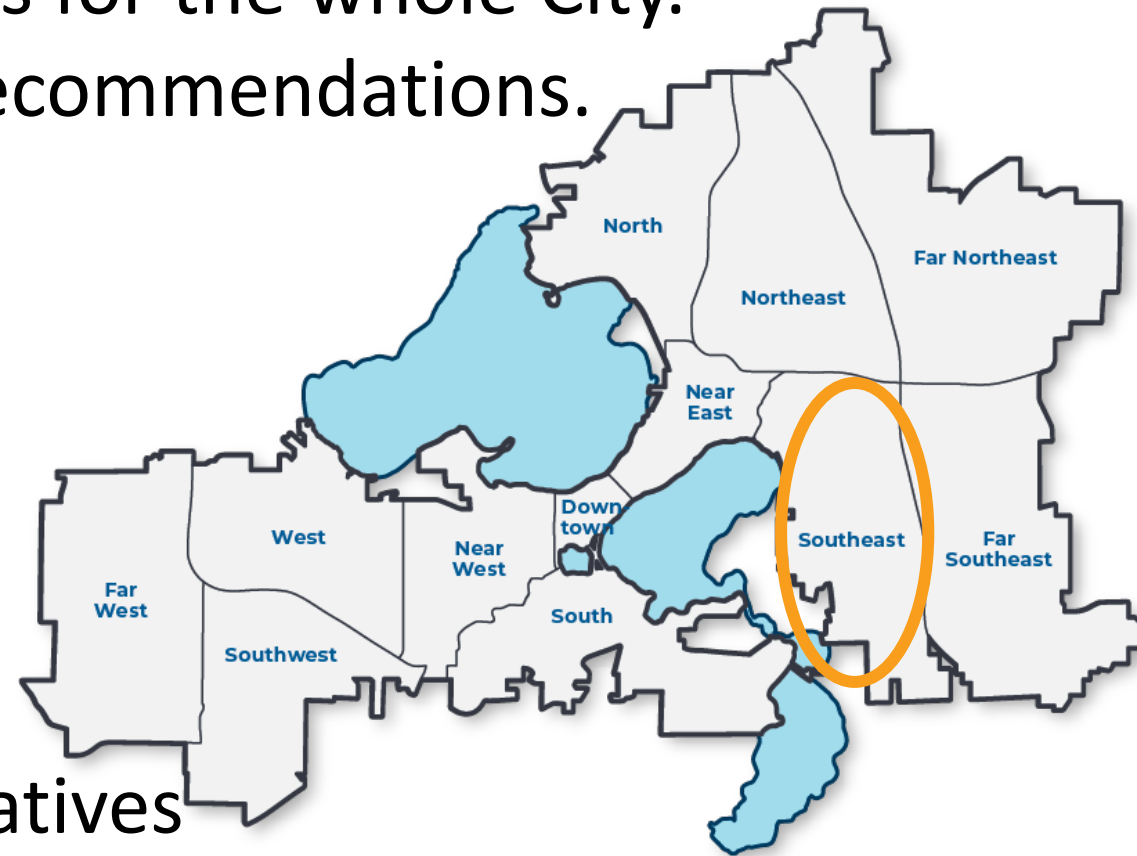
- Planning is the process of **working together** to create recommendations **to guide the future of Madison and its neighborhoods.**
- Plans **set parameters for future development**, and include recommendations for parks, streets, and other infrastructure.
- **Plans consider** many factors, such as projected growth, housing, transportation, the economy, the environment, and cultural resources.
- Planning is an important **tool to prepare for growth and navigate change.**



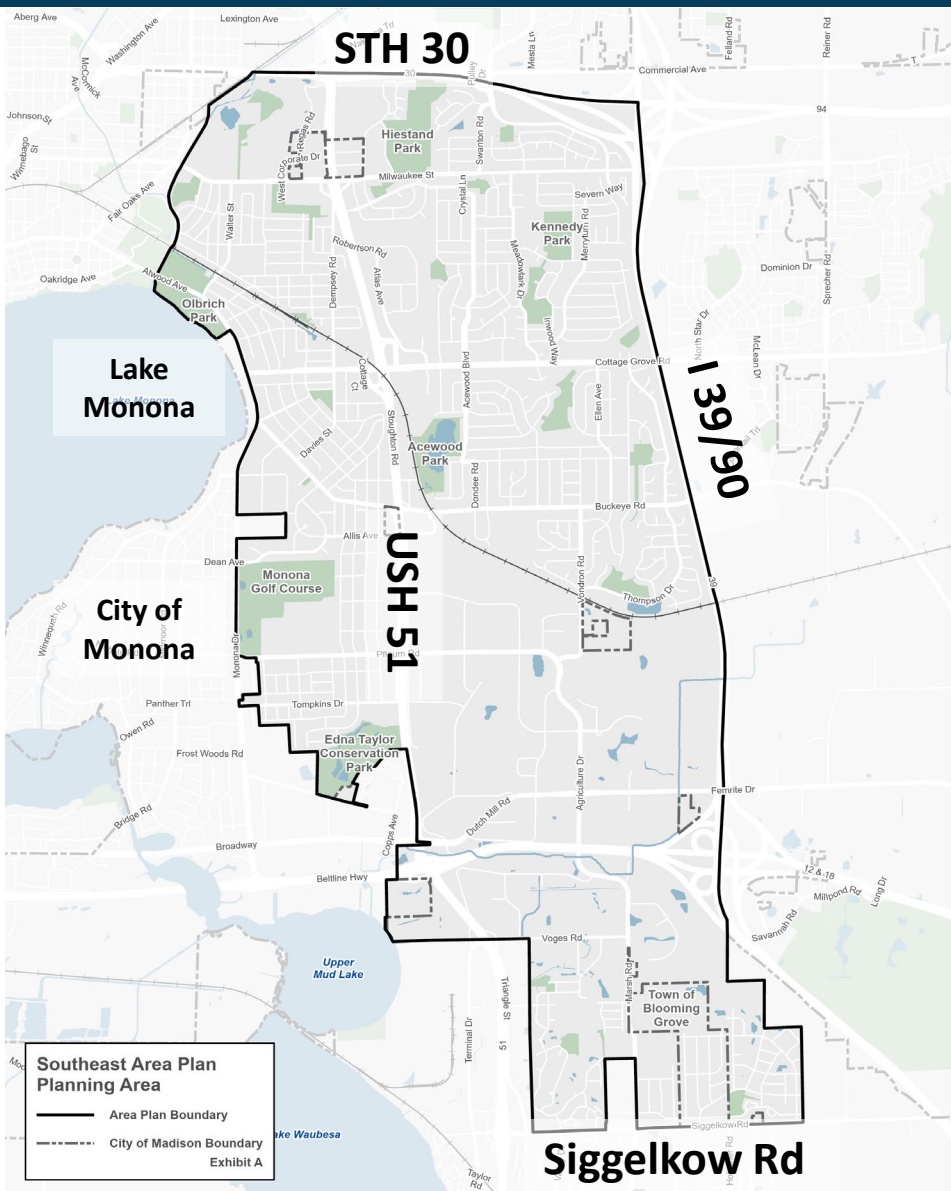
What are Area Plans and what are the benefits?



- Comprehensive Plan has larger goals for the whole City. Area plans provide more detailed recommendations.
- Full city coverage – 12 areas
- More frequent plan updates
- Consistent plan topics; higher level recommendations
- Enhanced coordination on City initiatives
- Emphasis on feedback from underrepresented groups



Southeast Area



North boundary:

State Highway 30

South boundary:

Siggelkow Road / Village of McFarland

East boundary:

Interstate 39/90

West boundary:

City of Monona / Lake Monona

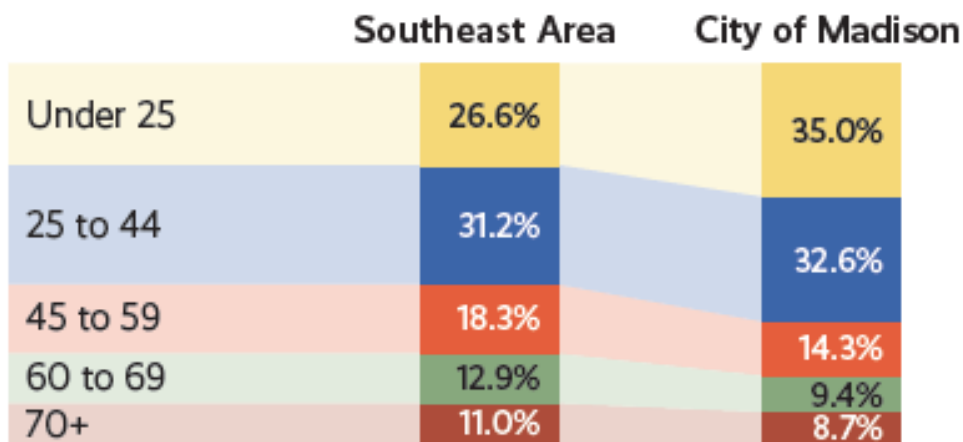
2020 Census:

- 11,100 housing units
- 25,366 people
- 25.9% BIPOC and Hispanic/Latinx

Background - Demographics



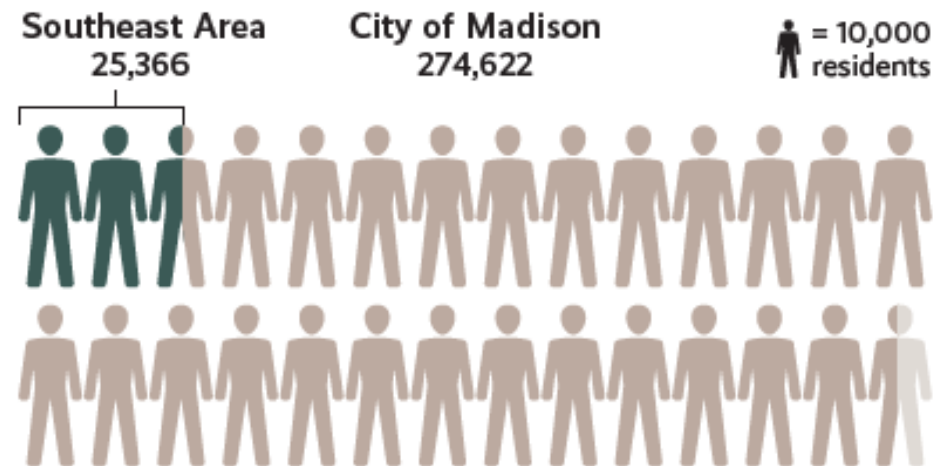
Age



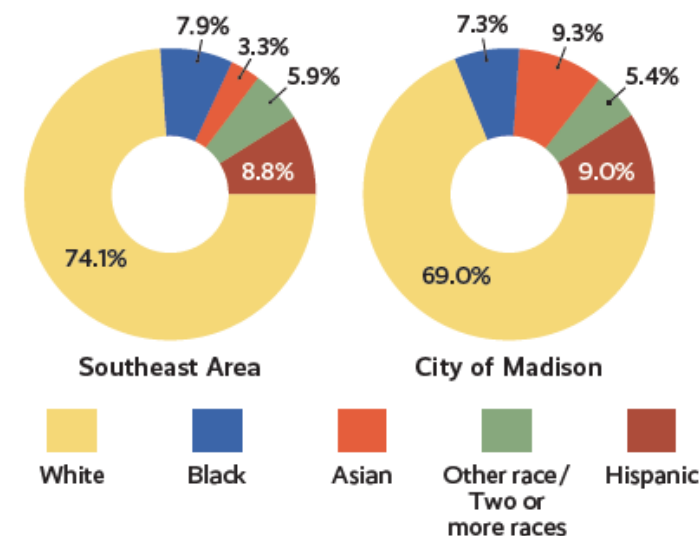
Income and household economics

	Southeast Area	City of Madison
Median income	\$78,578	\$70,466
Poverty rate (families)	5.1%	5.9%
Unemployment	3.1%	2.7%
Homeownership (Tenure)	71.7%	44.5%
Households without motor vehicle	5.3%	11.2%

Population



Racial and ethnic composition



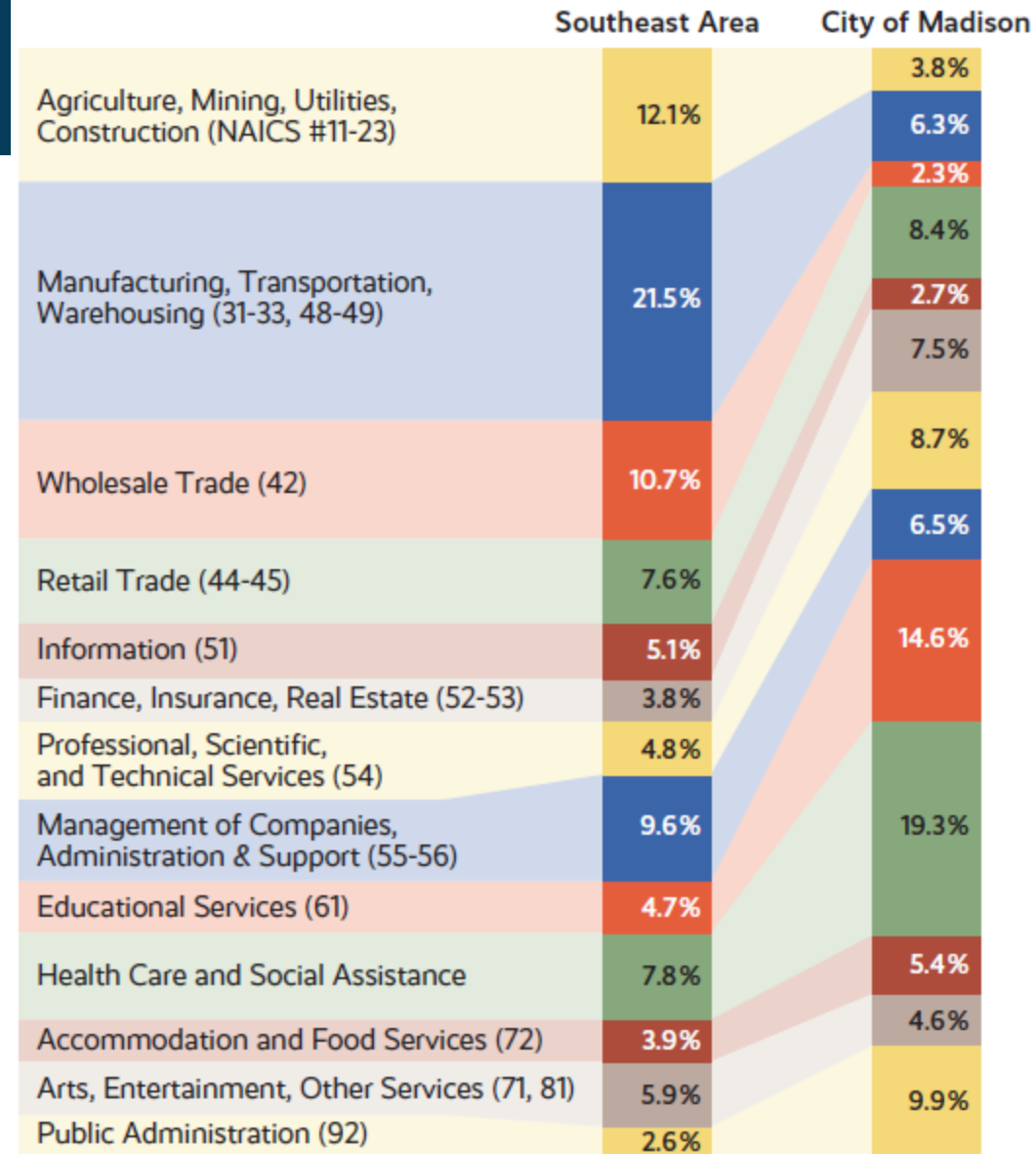
Background – Land Uses



Land use	Acres	% of Southeast Area
Residential	2,222	31.8%
Commercial	642	9.2%
Institutional/Governmental	296	4.2%
Industrial	546	7.8%
Park and Open Space	817	11.7%
Agriculture/Vacant/Under Construction	919	13.2%
Utilities, Transportation	1,549	22.2%
Total	6,990	100.0%

Source: Capital Area Regional Planning Commission (CARPC) 2020 Land Use

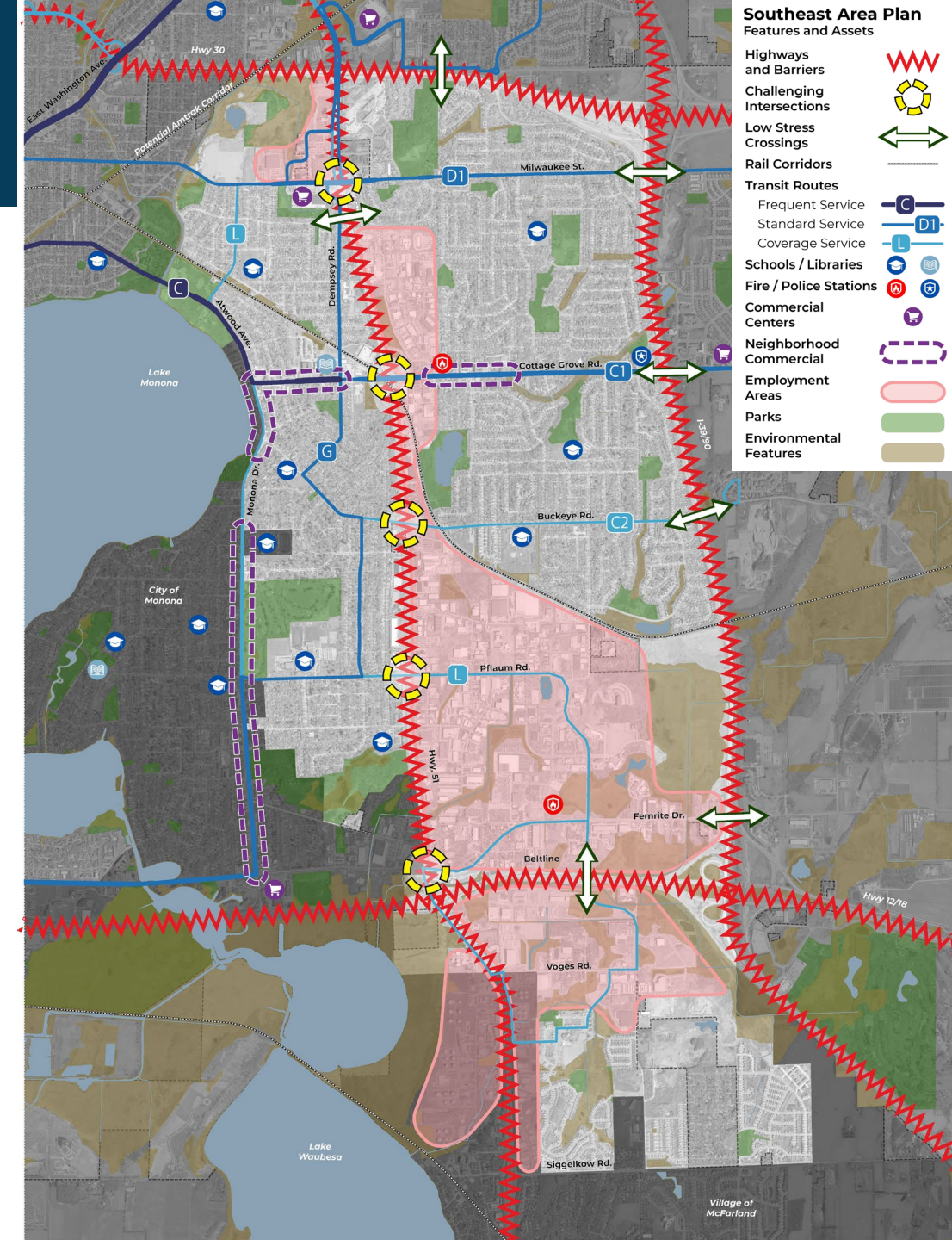
Jobs within area, by major sector



Sources: Census On the Map 2021 data
Decennial Census 2020 Block Data
ACS 5 year Estimate (2021)

Background – Employment

- Over 20% of the Southeast Area is devoted to Employment & Commercial uses
- Roughly 16,600 jobs

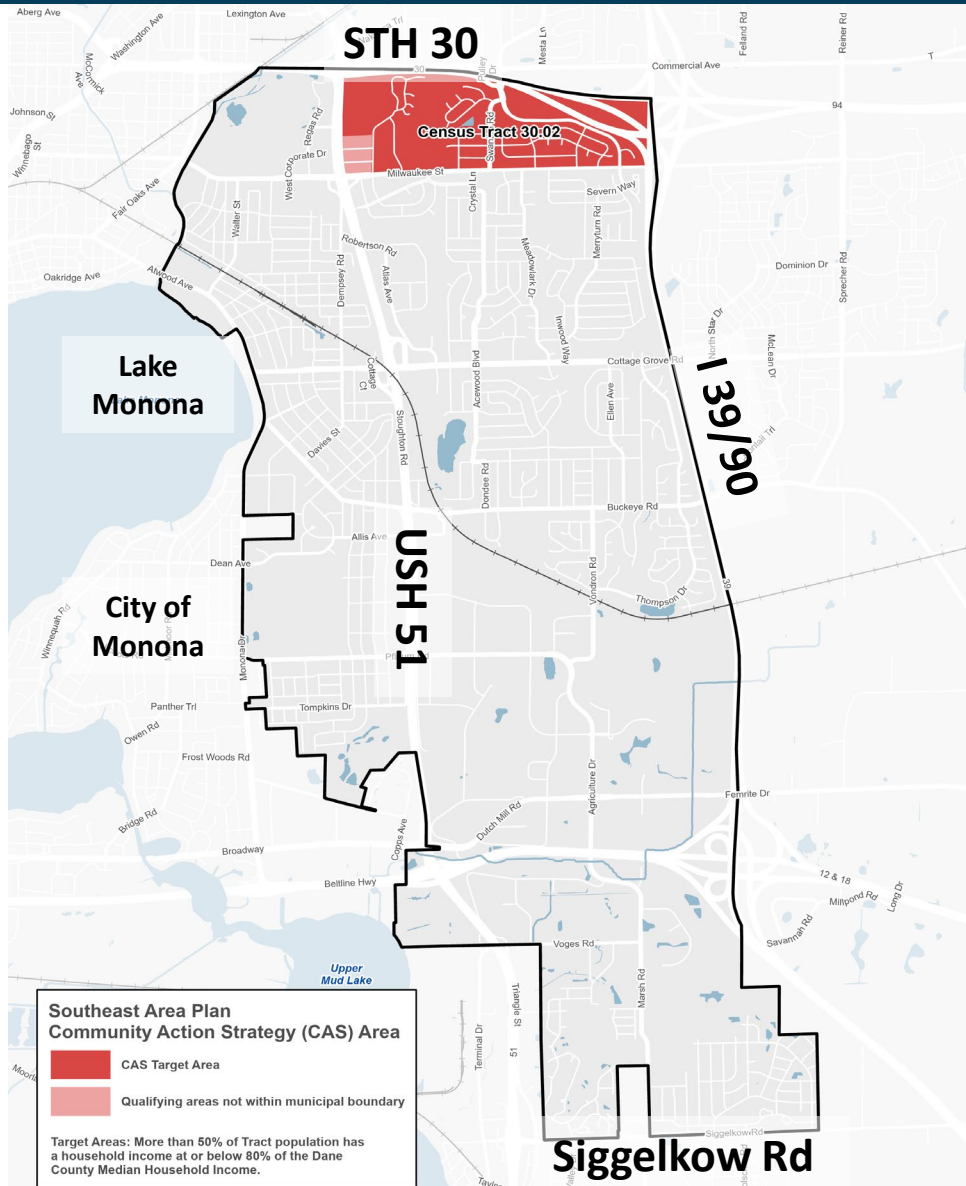


Background – WisDOT Highway 51 Corridor Study



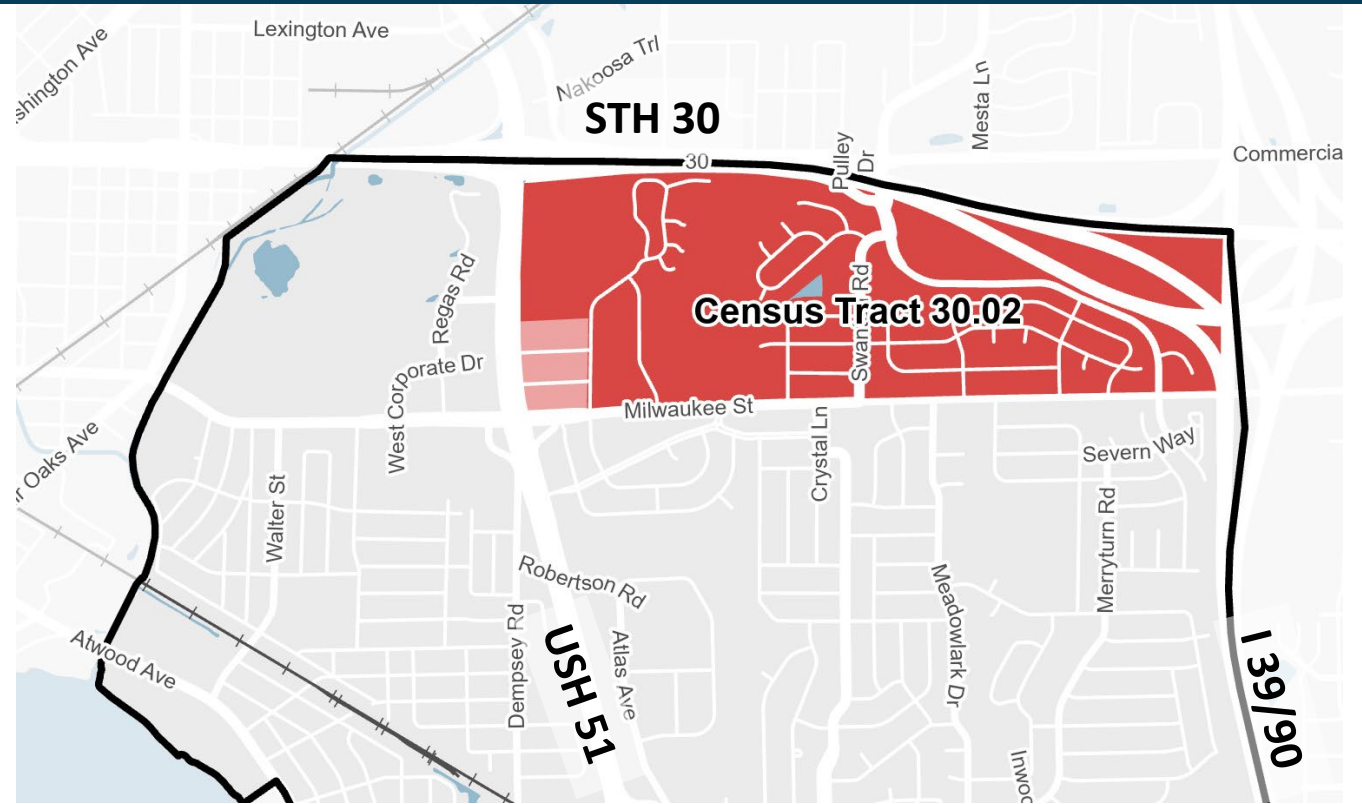
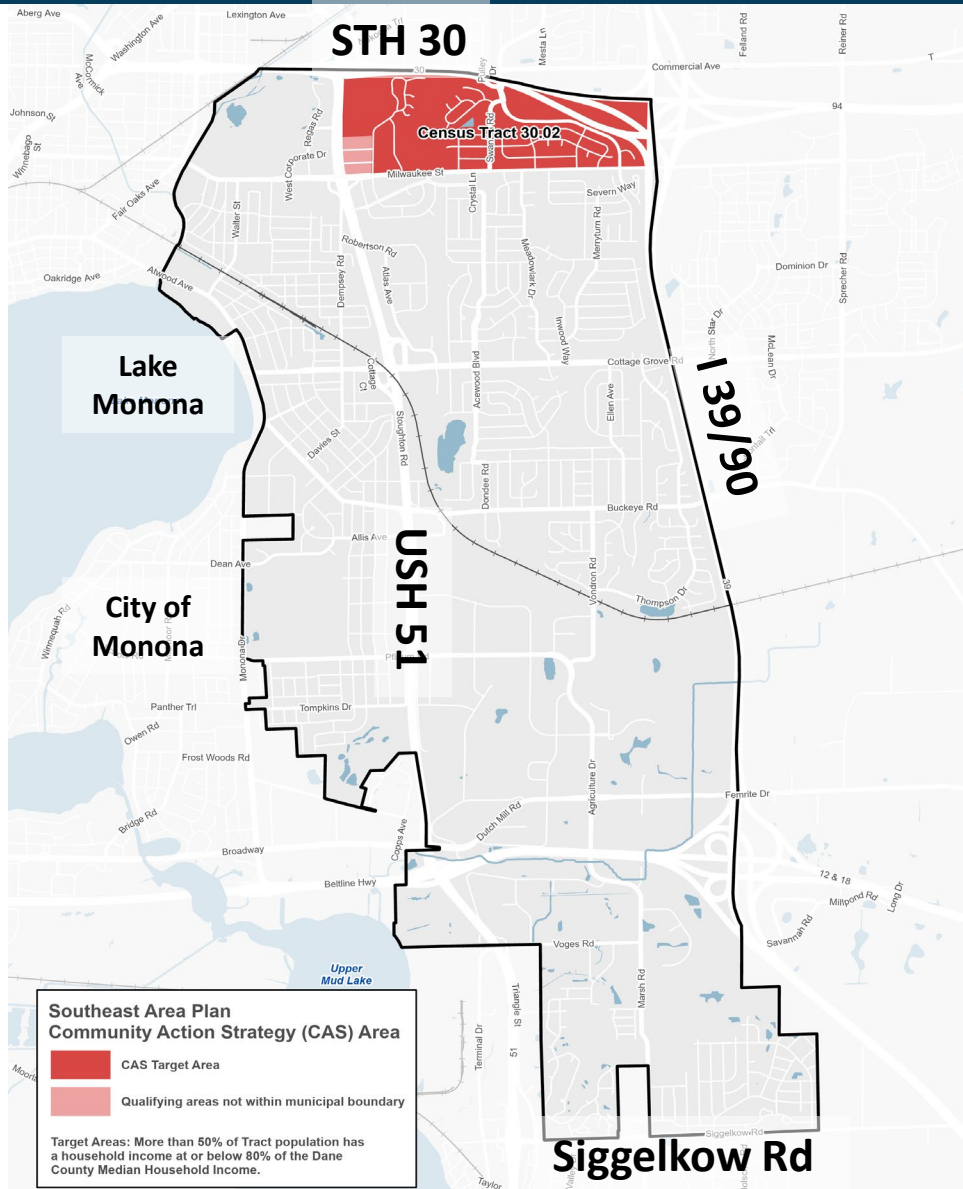
Factor	Considerations
Speed limits	Higher speed limits can lower travel times but may increase safety risks, especially for pedestrians and cyclists
Business access	Business access through frontage roads leads to indirection, but driveways directly onto US 51 could create additional traffic conflicts
Frontage roads	Moving frontage roads away from US 51 could improve safety, but would impact surrounding properties.
New street connections	New street connections can increase connectivity to businesses and neighborhoods but can take more space and slow travel
Intersection types	Hybrid intersections or interchanges can improve travel times and safety but can be costly and take more space

Community Action Strategy (CAS) Area



- City receives federal funding to support community development initiatives primarily benefiting low- to moderate-income residents.
- Eligibility: more than 50% of a census Block Group population has a household income at or below 80% of the Dane County Median Household Income.
 - Capacity building
 - Community and stakeholder relationships
 - Unlocks Federal funds for small scale physical improvements

Community Action Strategy (CAS)



Anticipated Timeline



Planning Process and Public Engagement

Phase Zero

Data Gathering and Review

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

JUN - OCT

2024

Phase One

Issues and Opportunities

- Open house and public meetings (in-person and virtual)
- Community survey
- Focus group meetings
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with City Boards, Commissions, and Committees
- Check-in with adjacent municipalities and school districts

NOV - MAR



Phase Two

Develop Recommendations

- Outreach to businesses
- Art workshop
- Public meetings (in-person and virtual)
- Focus group meetings
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with City Boards, Commissions, and Committees

APR - SEP

2025

Phase Three

Draft Plan Review

- Public meetings (in-person and virtual)
- Focus group meetings
- Public feedback on Draft Plan
- Check-in with adjacent municipalities and school districts
- Small group meetings (PTOs, Neighborhood Associations, etc.)

OCT - MAR



Phase Four

Adoption and Implementation

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

APR

2026

City Departments and Divisions



City of Madison Department/Division

Planning

Community Development

Engineering – Public Works

Engineering – Stormwater and Sanitary sewer

Metro

Traffic Engineering (WisDOT is also here)

Parks

Police

Community Development



Community Resources

Neighborhood Centers, Business Incubators, Business Development, Employment Programming, Youth Programming

Childcare

Services & Accreditation

Older Adult Services

Programming & Senior Center

Homeless Services & Housing Stability

Affordable Homeownership Services & Financing

Affordable Rental Services & Financing



Community Development



Affordable Homeownership Opportunities



Neighborhood Center

Bridge Lake Point Waunona



Engineering – Public Works & Private Development



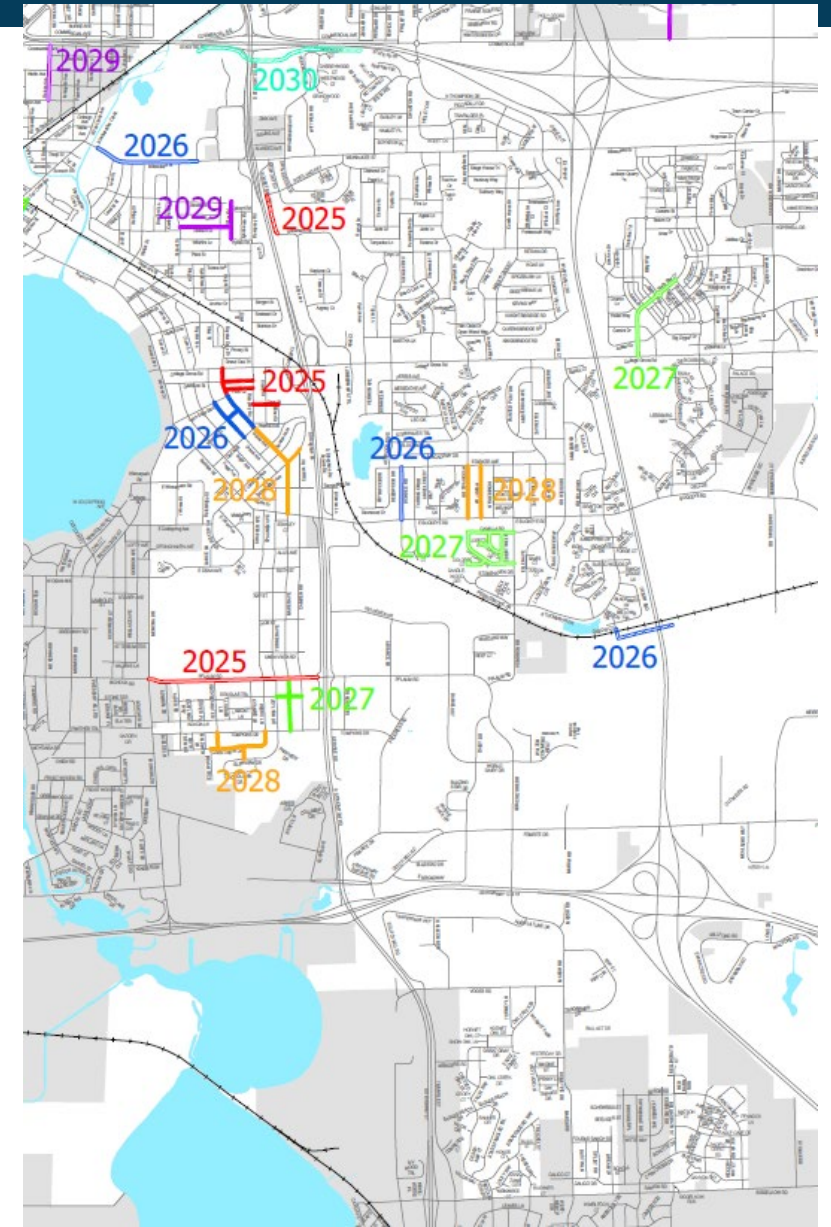
- Overall coordination of transportation projects
- Monitor conditions of streets, sidewalks, bridges, paths & schedule repairs and reconstructions
- Street, path, bridge & sidewalk design for public works & private development projects
- Permit any construction in the Right of Way



Engineering – Public Works & Private Development



- Capital City Path Phase 5 & 6
- Milwaukee Street
- Various Street Resurfacing & Reconstruction Projects
- Sidewalk Repairs
 - Alder District 3: 2027
 - Alder District 15: 2028
 - Alder District 16: 2028



Stormwater and Sanitary Sewer Utilities



- **Stormwater Utility**

- Overall coordination of Flood Mitigation efforts
- Oversee Water Quality Initiatives
- Manages the Stormwater Utility rate structure and billings

- **Sanitary Sewer Utility**

- Manages collection of wastewater with a series of pipes and pumping stations
- Drainage is directed to the Madison Metropolitan Sewerage District facilities
- Manages the Sanitary Sewer Utility rate structure and billings



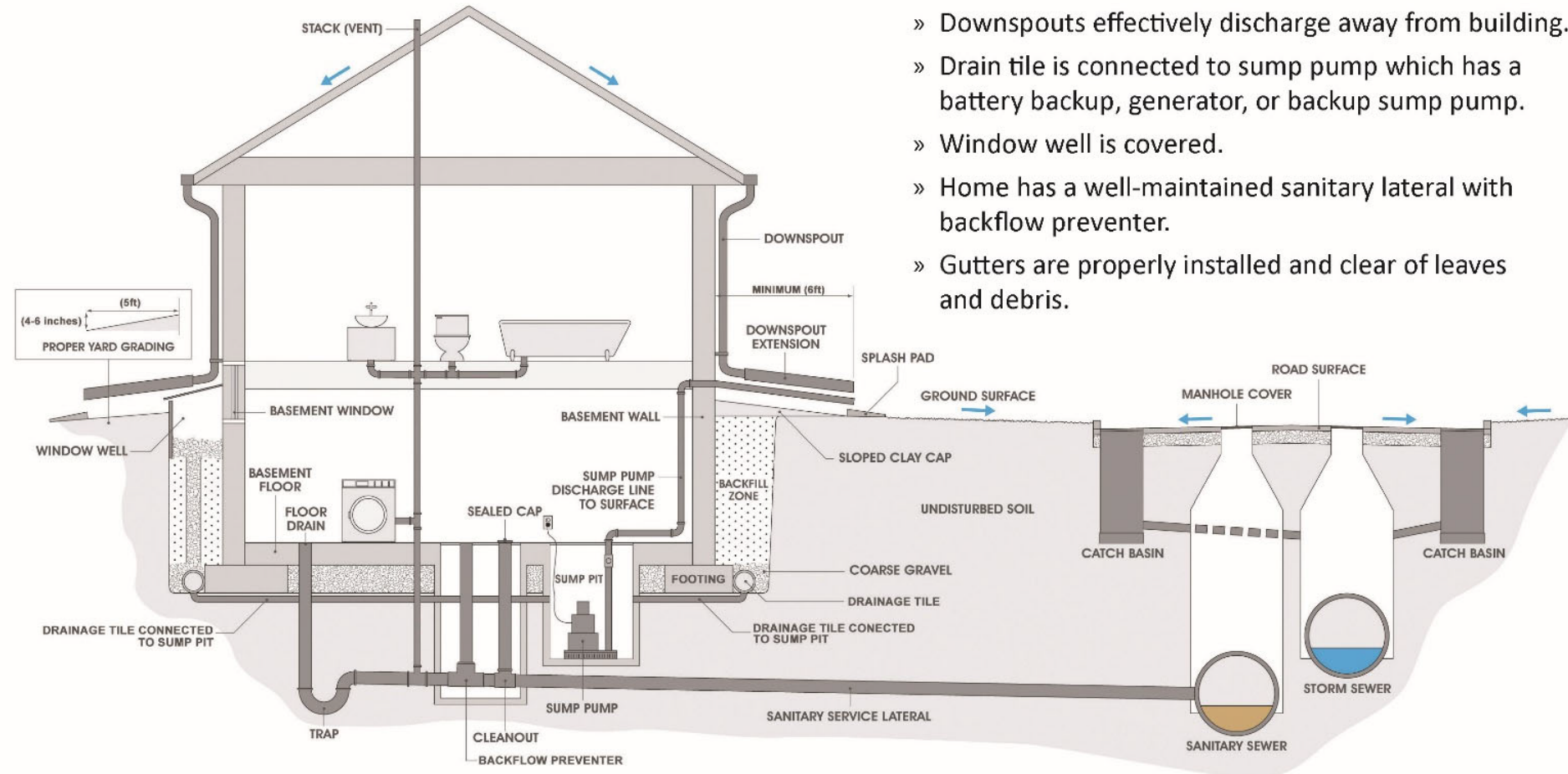
<https://www.azstorm.org/stormwater-101/storm-vs-sanitary-sewer>

Stormwater – Flood prevention



Good Flood Prevention

- » Foundation, wall, and sewer are in good condition.
- » Ground sloped away from the building.
- » Downspouts effectively discharge away from building.
- » Drain tile is connected to sump pump which has a battery backup, generator, or backup sump pump.
- » Window well is covered.
- » Home has a well-maintained sanitary lateral with backflow preventer.
- » Gutters are properly installed and clear of leaves and debris.



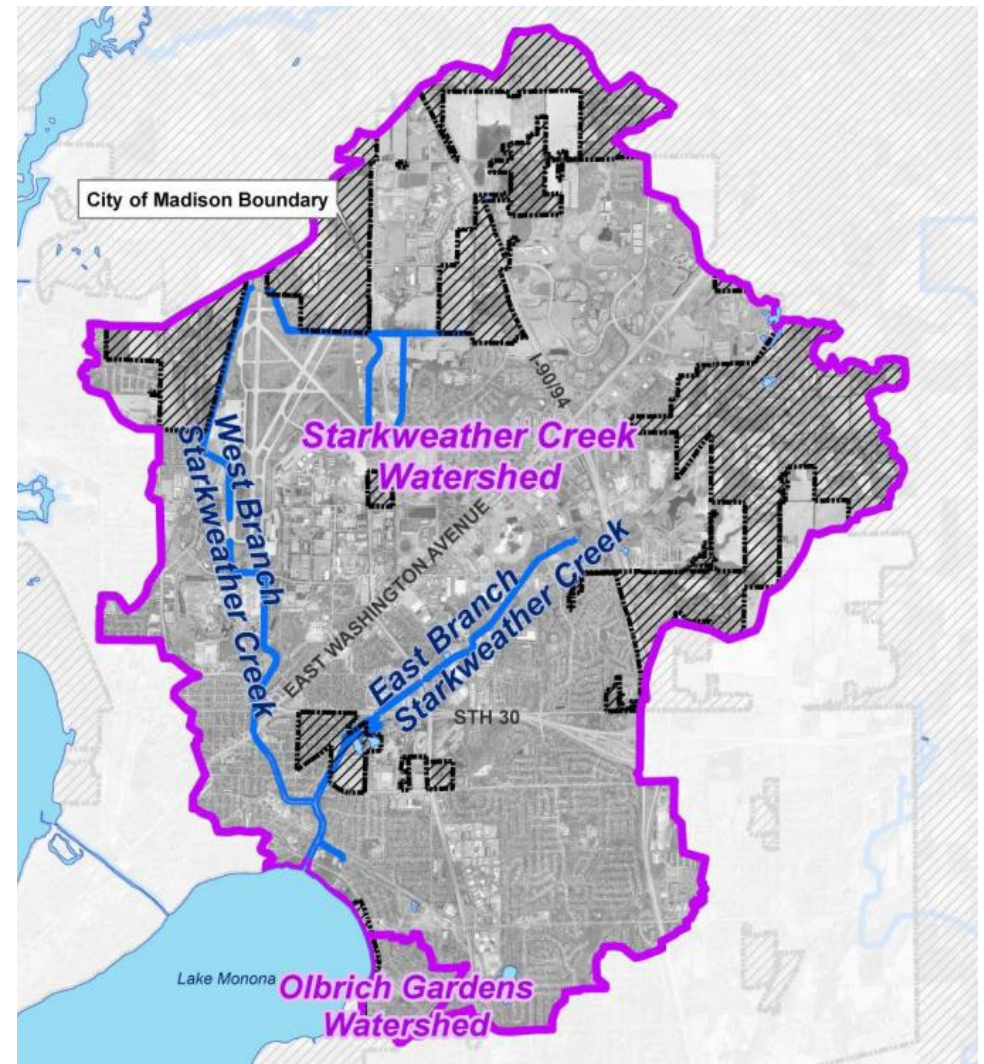
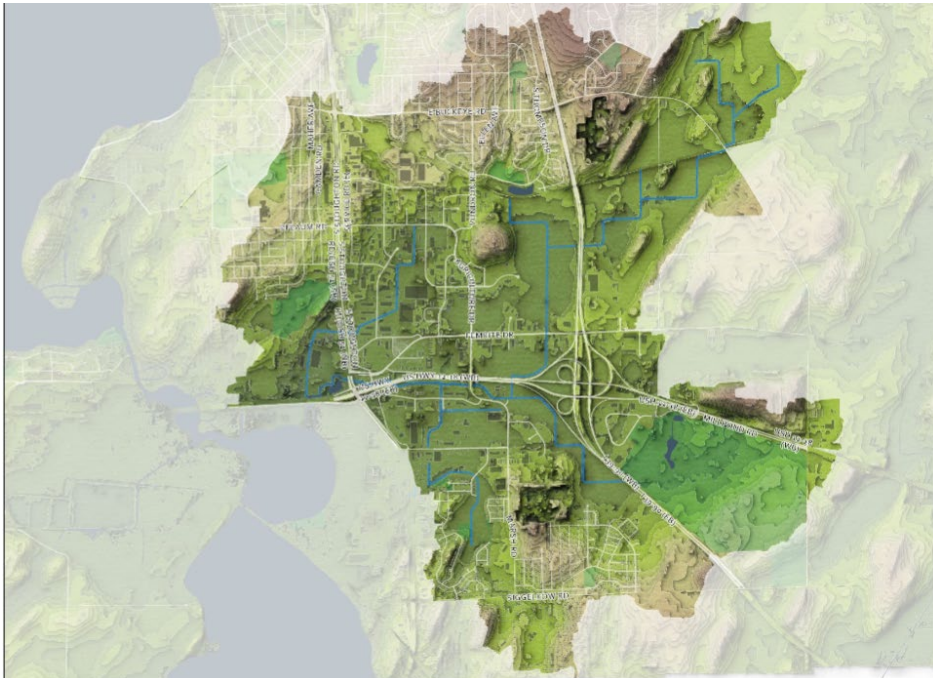
Stormwater and Sanitary Sewer Utilities



Watershed Studies – Starkweather and Penito Creek – **BOTH ON GOING.**

<https://www.cityofmadison.com/engineering/projects/starkweather-creek-watershed-study>

<https://www.cityofmadison.com/engineering/projects/pennito-creek-watershed-study>



Stormwater and Sanitary Sewer Utilities



<https://www.cityofmadison.com/flooding>

[City of Madison](#) / [Flooding](#) / Report Flooding

Report Flooding & Damage

Please use this form to report **Non-Emergency** issues only.

- **Emergencies:** If you or someone else is at risk or needs help, or if the maintenance item is an emergency condition, please call **911**.
- **Stormwater Emergencies:** If clogged grates or blocked waterways are causing an imminent threat to your property, please call (608) 266-4430

Please use this form to report flooding and damage to private property or public lands, including City parks. This form is for reporting flooding in the **City of Madison** only.

We will use this information to prioritize repairs and to plan for upgrades to our City stormwater infrastructure to reduce flooding damage in the future. Thank you for your time.

<https://www.cityofmadison.com/engineering/sanitary-sewer/education/sewer-backups>

1 Call Engineering

Homeowners should call the 24/7 Engineering Operations Line at 608-266-4430 if you suspect a sewer backup. Normal hours are Monday-Friday, 6:30 a.m.-4:30 p.m. Outside of normal hours, the Emergency Water Dispatch will receive the call and alert Engineering to dispatch a crew to clean the sewer. Our crews are available 24 hours a day.

2 Stop Use

Homeowners should stop all water use in the home.

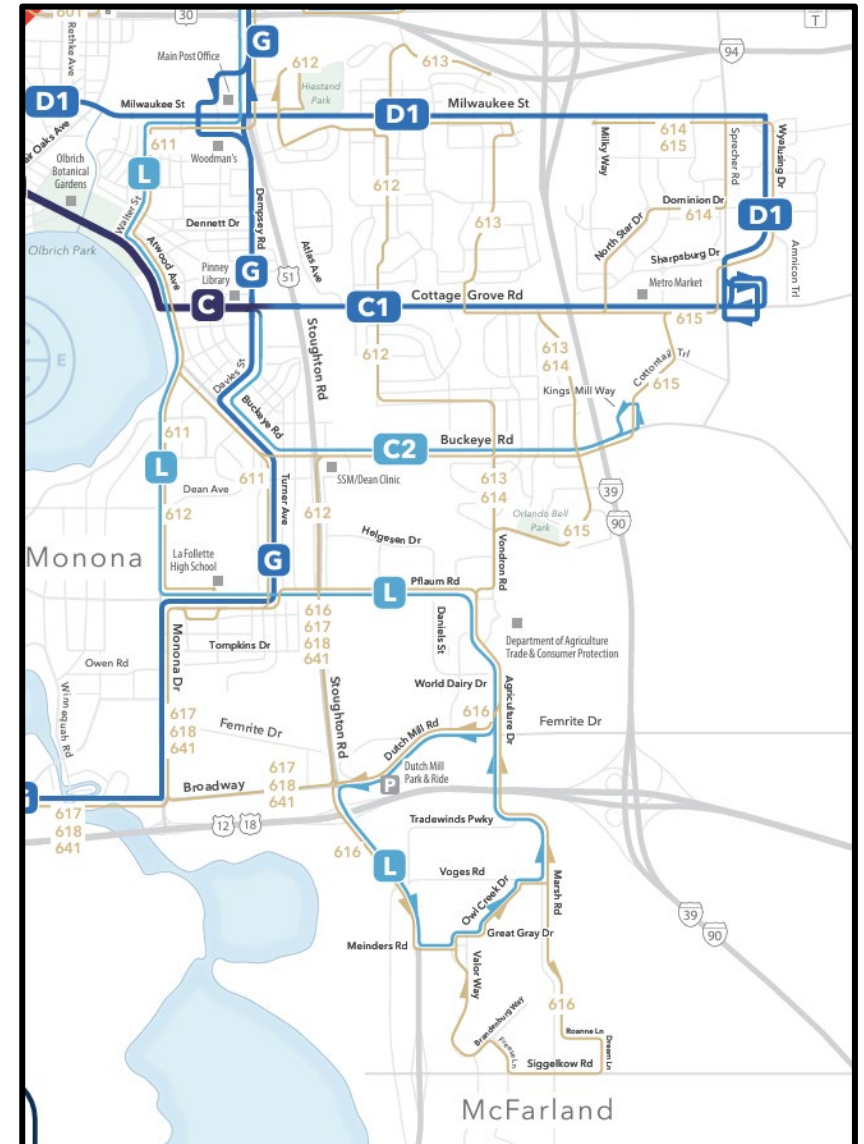
3 Call Your Insurance Company

Call your insurance company if you have homeowners insurance with a policy for backup or service line warranty protection (sewer lateral insurance). Please stay out of the standing water so not to contaminate other parts of their home.

Metro Transit



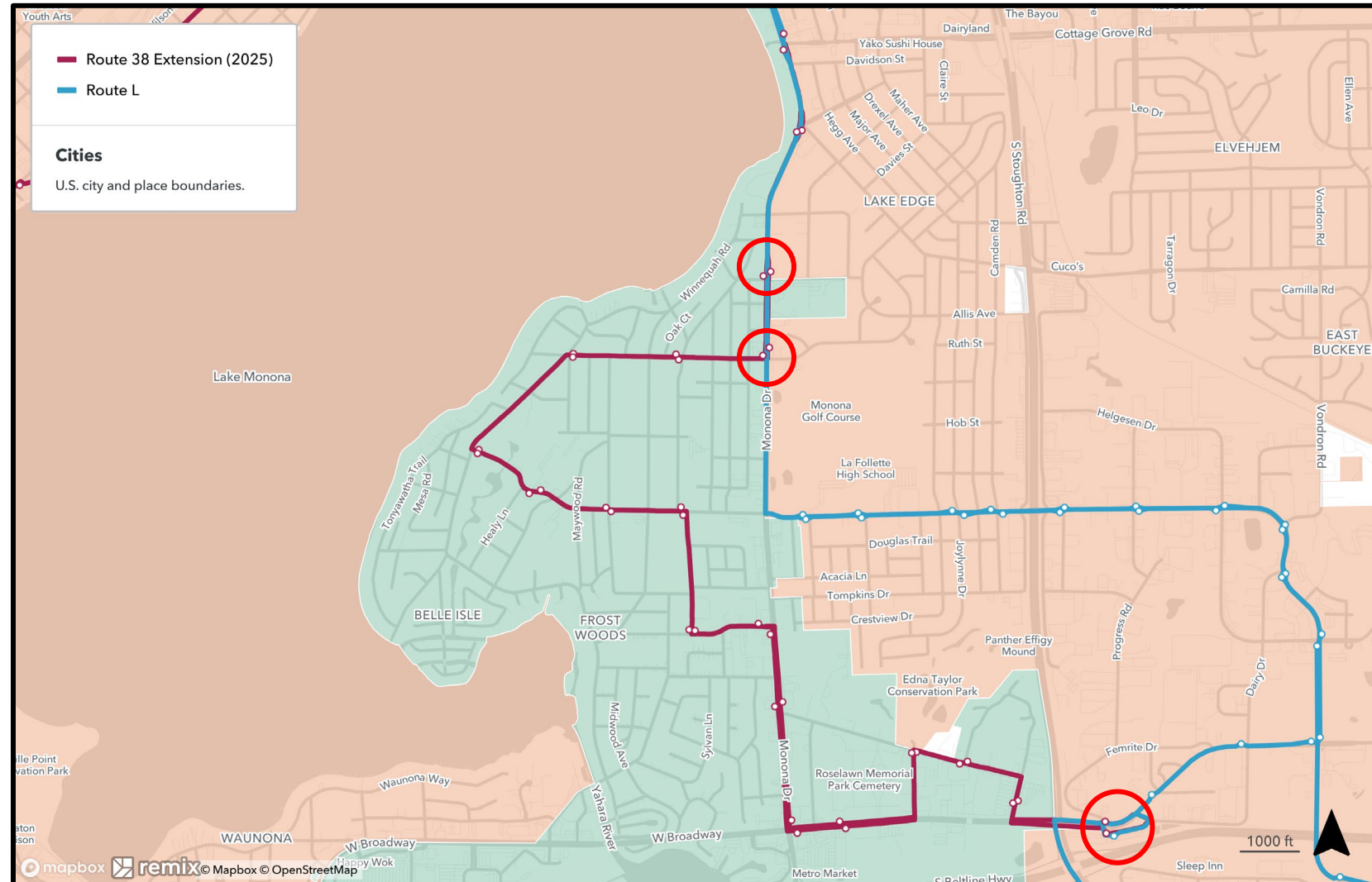
- Metro Transit operates fixed route and paratransit service in the City of Madison and partner jurisdictions.
- The Southeast Planning Area is served by the following routes:
 - C1 & C2
 - D1
 - G
 - L
 - 38 (starting in 2025)
 - Supplemental School Service (La Follette High School)



Route 38 Extension



- City of Monona will become a Metro service partner in 2025
- Route 38 extension serving the City of Monona
- New stops within the City of Madison of Route 38 and Route L



Traffic Engineering



- **Vision:** To provide safe and efficient movement of people and goods in an equitable and sustainable manner
- **Mission:** To provide the highest quality service for the common good of our residents and visitors
- **Major Services:**
 - Pedestrian Bicycle Services
 - Signing and Pavement Marking
 - Traffic Signals and Streetlighting
 - Fiber and Radio Communications
 - Planning and Data Services
- **Initiatives:**
 - Vision Zero
 - Complete Green Streets
 - 20 is Plenty



Madison Parks



- **Madison Parks** is responsible for the management, maintenance, and development of public parks and green spaces within the city
- The **Planning and Development** section with the Parks Division plans and implements new park projects, ensuring that green spaces are accessible, inclusive, and meet the recreational needs of the community.



Madison Parks



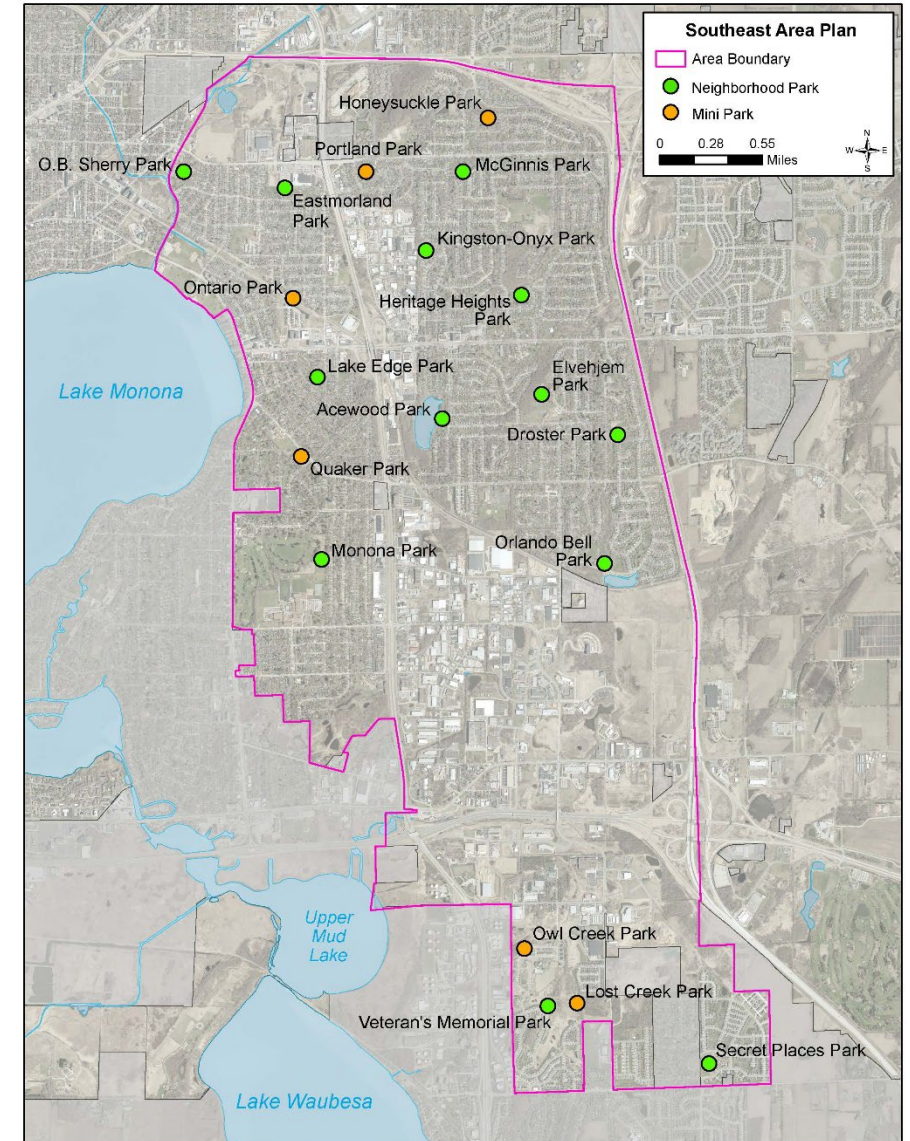
- **Madison Parks** seeks your input on park development for the southeast planning area
- **Purpose:** Gather community feedback to inform future park planning efforts.
- **Regional Perspective:** Your input will help shape development across multiple parks in the region, ensuring needs and priorities are considered for the entire area.



Madison Parks



- **Area Plan Outreach:**
 - Focus on over **20 park mini and neighborhood parks** in the planning area.
 - Engagement efforts aim to better understand local desires, challenges, and opportunities.
- **Olbrich Botanical Gardens Master Plan (2025)**
 - Funded by Olbrich Botanical Society, planning efforts will **begin in early 2025**.
- **Starkweather Park Master Plan (2025-2026)**
 - Anticipating **Larger Master Plan Initiative** starting for **Starkweather Park** (former Voit property) in **2025**.
 - Planning will incorporate community suggestions to guide long-term development of the park.
- **Your involvement:**
 - **All comments and suggestions** are welcomed and encouraged.
 - Your feedback will directly influence both individual park projects and broader regional planning strategies.
- **Contact email: kkane@cityofmadison.com**





Madison Police Department, East District

- 809 S. Thompson Dr. (driveway off Cottage Grove Rd)
- Serving an overnight residential population of 54 thousand, covering 26 square miles
- 30 thousand calls for service in 2023
- 73 Officers, Detectives, and Sergeants



Captain
Ed Marshall



Detective
Lieutenant
Tracie Jokala



Operations
Lieutenant
Kim Alan



The Mission, In Action

The Madison Police Department's vision statement is that we are a national model for exceptional policing through our commitment to **selfless public service, effective community partnerships, and evidence-based policing.**

Selfless Public Service

We take pride in our profession and in the continuous improvement of our craft. East Officers demonstrate initiative in identifying solutions to root causes of crime, criminality, and disorder. Officers are engaged in various aspects of the Department and bring their knowledge, skills, and abilities to the East District. We live and operate in “the extra mile”.

Effective Community Partnerships

MPD recognizes that lasting change is impossible without strong and resilient communities. Officers engage with the community during and after calls, to listen, explain, and demystify. We meet with stakeholders, residents, and property owners. Officers also conduct and participate in outreach events in partnership with the public that we serve. We strive to be intentional and effective in our efforts to engage with our public. “Nothing about us without us”

Evidence Based Policing

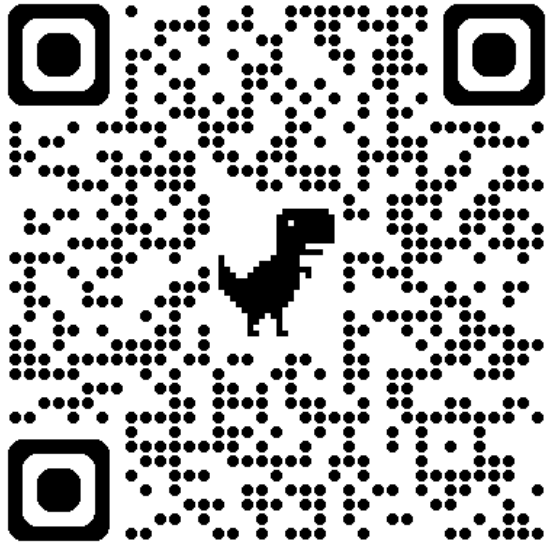
MPD looks to the experiences of other agencies to identify potential solutions to current and emerging trends in Madison. While we use crime data to identify patterns, track trends, and measure success, we do not lose track of the human element in our daily work. We embrace transparency and invite scrutiny.

We, the members of the Madison Police Department, are committed to providing high quality police services that are accessible to all members of the community. We believe in the dignity of all people and respect individual and constitutional rights in fulfilling this mission.

Staying Engaged



- Sign up for email list
- Project resources
- Contact project staff



Southeast Area Plan

Initial Public Meetings Scheduled

Join Planning, Engineering, Transportation, Parks, and others at an open house on [December 4, 2024, from 6:00-7:30 p.m. at LaFollette High School Cafeteria and Commons, 702 Pfingst Road](#) PDF. There will be a brief presentation at the start, but feel free to drop in and stay for a few minutes or the entire time. Learn about the Southeast Area Plan and other upcoming projects in the Southeast Area.

The Southeast Area Plan team is also hosting a virtual meeting for residents to learn about the planning process and provide feedback. Registration is required:

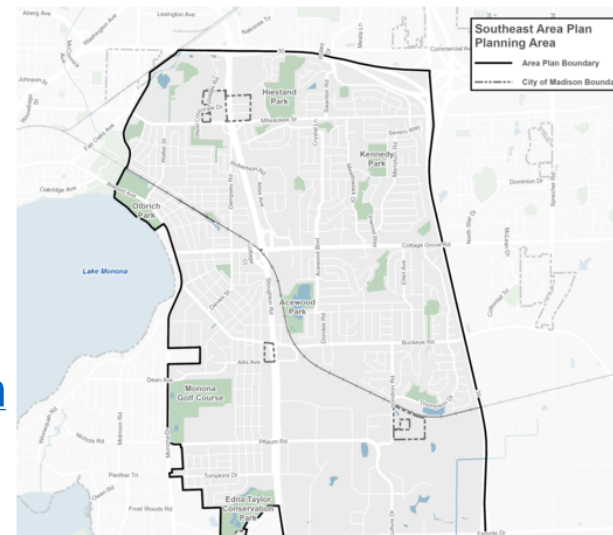
- [December 5, 2024 - 12:00-1:00 p.m.](#)

The Southeast Area Plan Process Begins This Fall

Area Plans guide changes that occur over time to the physical aspects of our community, such as land use, housing, transit, streets, bike paths, and other community facilities. They are steered by overarching City policies and feedback from stakeholders.

The Southeast Area is approximately 7,000 acres (10.9 square miles) and is generally bounded by the State Highway 30 to the north, Interstate 90 to the east, City of Monona to the west, and Siggelkow Road / Village of McFarland to the South. See map below. Additional background maps can be found under the Project Resources section.

The City invites residents, community organizations, businesses, and other stakeholders to share feedback about the future of their neighborhoods. Upcoming events will be announced soon! Keep up to date on events and ways to participate by subscribing to the email list.



Plans

Area Plans

Sections ▾

Brayton Lot (Block 113)

Northeast Area Plan

South Park Street and West Badger Road
Redevelopment

Southeast Area Plan

Southwest Area Plan

West Area Plan

Subscribe to Email List

Subscribe to the Southeast Area Plan email list:

Email:

Project Resources

Maps

- [Background](#) PDF
- [Land Use & Transportation](#) PDF
- [Neighborhood Housing](#) PDF
- [Economy & Opportunity](#) PDF
- [Culture & Character](#) PDF
- [Green & Resilient](#) PDF
- [Effective Government](#) PDF
- [Health & Safety](#) PDF
- [Community Action Strategy](#) PDF

Videos

- [What's the difference between Land Use Planning and Zoning?](#)

Project Contacts

Rebecca Cnare, City of Madison Planning Division
Jeff Greger, City of Madison Planning Division

Email: southeastareaplan@cityofmadison.com

Webpage: www.cityofmadison.com/southeastplan