

# Southeast Area Plan: Underlying Plan Review

There are six previously [adopted Plans](#) that fall partially or entirely within the *Southeast Area Plan* boundaries:

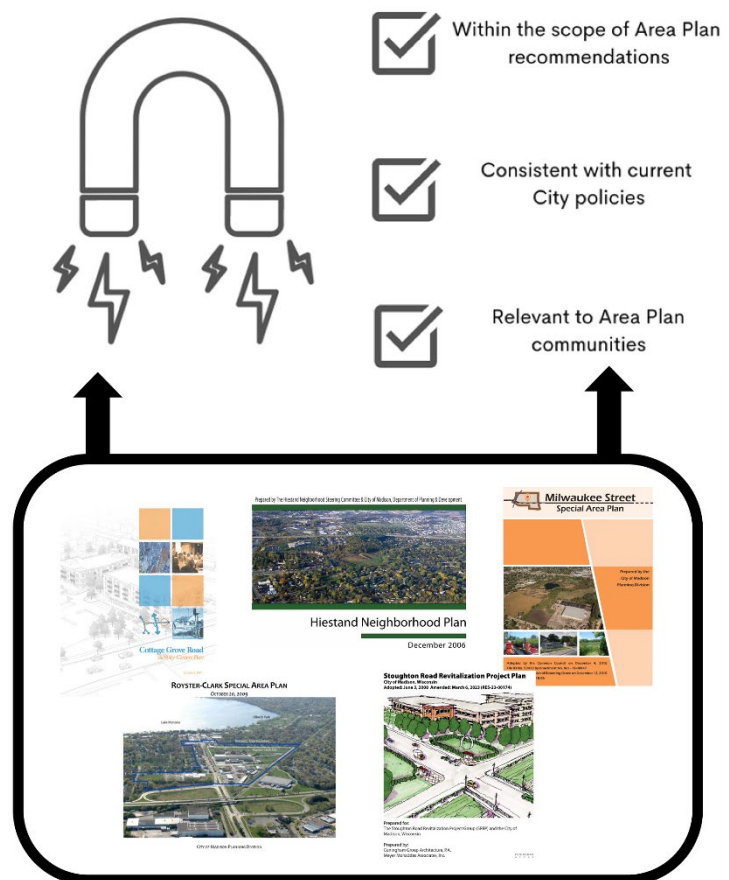
- [Milwaukee Street Special Area Plan](#) (2018)
- [Cottage Grove Road Activity Centers Plan](#) (2017)
- [Royster-Clark Special Area Plan](#) (2009)
- [Stoughton Road Revitalization Project](#) (2008)
- [Hiestand Neighborhood Plan](#) (2006)
- [Marsh Road Neighborhood Development Plan](#) (1999)

Staff reviewed each recommendation in these plans. Recommendations that are within the scope of Area Plans are considered for incorporation into the *Southeast Area Plan*. Recommendations that are outside the scope of Area Plans or are not consistent with current City policies and priorities would not be incorporated but would remain an underlying sub-area plan unless that plan is archived.

## What Underlying Plan Recommendations Might Fall Within the Scope of the *Southeast Area Plan*?

Generally, the City’s Area Plans focus on guiding changes to the physical or location-specific aspects of our community, such as development initiated by the private sector and infrastructure improvements typically carried out by the public sector. This includes topics such as land use, zoning, building height, transportation, parks and open space, public utilities, and stormwater infrastructure. There is an emphasis on topics that City Plans can influence.

For example, a transportation recommendation from the *Cottage Grove Activity Centers Plan*, such as: ‘Create a multi-use path between Busse Street and Johns Street to improve bike/pedestrian connectivity’ falls within the scope of an Area Plan and would be considered for incorporation into the Southeast Area Plan.



### **What Underlying Plan Recommendations Might Not Fall Within the Scope of the Southeast Area Plan?**

Recommendations related to topics where the City has little influence over implementation or that are annual reoccurring events would not be addressed in the Southeast Area Plan. For example, from the *Cottage Grove Road Activity Centers Plan*: ‘Encourage the creation of a new Cottage Grove Road Corridor Business and Property Owners Association and seek guidance from nearby business alliances and communities.’ The plan assigned implementation of this recommendation to the business community. Because area plans focus on recommendations with City involvement, a recommendation such as that would not be carried forward into the Southeast Area Plan. Such community-led recommendations could still be carried out by the businesses regardless of whether they are in an area plan.

### **What Underlying Plan Recommendations Might Not be included in the Southeast Area Plan?**

- **Recommendations that have already been implemented.** For example, from the *Royster-Clark Special Area Plan*: ‘Construct linkage to the Cap City Trail along Dempsey Road.’ A multi-use path was built in 2024.
- **Recommendations that are not a current City policy or priority.** For example, from the *Milwaukee Street Special Area Plan*: ‘The plan recommends exploring a mixed-use transit center like Grand River Station in La Crosse, Wisconsin. A facility of this type could provide a far superior experience for transit riders, with better protection from the weather, restrooms and potentially retail and food offerings.’ This recommendation is no longer applicable as the City is currently constructing such a facility as part of the State Street Campus Garage redevelopment project on Lake Street. Metro Transit’s redesigned routes no longer use the transfer station on Milwaukee Street.
- **Recommendations adequately covered by existing City policies, programs, or ordinances,** especially those adopted since underlying plans were created. For example, from the *Cottage Grove Road Activity Centers Plan*: ‘Explore the expansion of the City’s Facade Grant Program to include Cottage Grove Road to help support and invest in improvements to existing buildings.’ A citywide façade grant program was created since the *Activity Center Plan*’s adoption, making the plan recommendation duplicative.

### **What Will Happen to the Underlying Plans Reviewed for the Southeast Area Plan?**

Many areas of the city, including the areas included within the *Southeast Area Plan* boundary, are subject to recommendations from several adopted plans. In some cases, these plans were adopted more than 25 years ago. In many cases, multiple plans overlap in the same geographic area and will sometimes offer differing recommendations for the same area or will make recommendations inconsistent with the *Comprehensive Plan*, current City policy, or current conditions.

As part of the adoption process of the *Southeast Area Plan*, the Plan Commission and Common Council will consider archival of underlying plans. If any underlying plans are not archived, they

may still be used, but in cases in which recommendations differ from the *Comprehensive Plan* or *Southeast Area Plan*, the City will follow the recommendations of the newer adopted plan.

**What about recommendations in these underlying plans that apply to areas outside the *Southeast Area Plan*.**

If there are recommendations in an underlying plan that falls outside of the boundaries of the *Southeast Area Plan* those recommendations will remain in place until they are evaluated as part of future an Area Plan process or are archived.

**Categorization of Recommendations in Underlying Plans:**

The attached table includes a categorization of each recommendation, with a brief indication for that categorization. The categories include:

**Green** – Likely include in Southeast Area Plan

**Yellow** – Maybe include in Southeast Area Plan

**Red** – Unlikely to be included in Southeast Area Plan

Recommendations	Lead	Notes
<b>Milwaukee Street Special Area Plan (MSSAP)</b>		
<b>Housing - MSSAP</b>		
"The Milwaukee Street plan area, as a whole, would be very appropriate place to encourage affordable housing as part of a larger housing mix. The high levels of transit and proximity to a full service grocery store correspond well with criteria the City of Madison uses when awarding Affordable Housing Fund grants."	City	Community Development evaluates entire city for areas to determine what areas are eligible for Affordable Housing Fund grants.
<b>Land Use &amp; Transportation - MSSAP</b>		
Commercial entrances should front on the street with parking placed behind or to the side.	City	Covered by Complete Green Streets Policy
Include streetscape amenities like benches, lighting, bike racks and planters in activity centers.	City	Covered by Complete Green Streets Policy
Require a grid system of new streets in all new redevelopment north of Milwaukee Street.	City	Implemented
Explore a new cross section for Milwaukee Street that is safer for pedestrians, vehicles and bicycles.	City	Review and discuss with Transportation Engineering
Explore rapid flashing beacons and/or continental crosswalks at uncontrolled Milwaukee Street intersections.	City	Review and discuss with Transportation Engineering
Study the benefits of installing a new traffic signal at Fair Oaks Avenue and Hwy 30.	City	Review and discuss with Transportation Engineering
Consider installing a bike box or colored pavement at the signalized intersections along Milwaukee Street.	City	Review and discuss with Transportation Engineering
Improve pedestrian facilities, including completing the system of sidewalks where they are currently missing.	City	
Support future corridor studies for the larger Milwaukee Street corridor.	City	Review and discuss with Transportation Engineering
<b>Neighborhood &amp; Housing - MSSAP</b>		
Encourage building designs that feature active street uses like porches, outdoor dining and displays.	City	Current city policy
Multi-family housing should include individual entrances on ground floor units.	City	Current city policy
New development should be sensitive to the adjacent neighborhoods; density should be located appropriately.	City	Current city policy
Encourage compact, green building and site design that minimizes environmental impacts.	City	Current city policy
Neighborhoods should have a range housing options, including density, design and affordability.	City	Current city policy
Housing types should include a variety of affordable price points and unit sizes to accommodate families.	City	Current city policy
Encourage multi-family housing at key locations to take advantage of transit access and adjacent amenities.	City	Current city policy
<b>Economy &amp; Opportunity - MSSAP</b>		
Retain or relocate Woodman's Grocery Store within the planning area.	Private Development	Outside the scope of this plan, Woodmans has recently remodeled existing store
Create and identify an emerging business district.	City	Outside the scope of this plan
Recruit and/or retain small to medium sized businesses.	City	Outside the scope of this plan, action already done by Economic Development staff

Recommendations	Lead	Notes
Encourage existing businesses to expand and improve their properties.	City	Outside the scope of this plan, action already done by Economic Development staff
Encourage economic development of a larger East Side entrepreneurial opportunity zone.	City	Review and discuss with Economic Development
Locate mixed-use development adjacent to the East Transfer Point.	City	East Transfer Point no longer exists. GFLU Map will be reviewed through the South East Area Plan process.
Encourage neighborhood serving retail, personal services, and restaurants in new development.	Private Development	Outside the scope of this plan
Use Tax Incremental Financing or other resources to support desired development when appropriate.	City	
<b>Green &amp; Resilient - MSSAP</b>		
Consider the expansion of OB Sherry Park through gradual acquisition of properties facing Milwaukee Street.	City	Implemented
Restore and enhance Starkweather Creek with a wider open space corridor and connect to a new City Park.	City	Implemented
Uses for new parkland should include both passive and active recreation opportunities and consider the ideas identified on p. 15 when developing plans for future park and open spaces.	City	Consider and review with Parks
Consider appropriate neighborhood interface with operations at the phosphorus recovery pond operations site.	City	Implemented
Encourage new development to incorporate public open spaces, plazas, and community gardens.	City	Current city policy
Encourage neighborhood associations help activate open spaces through programming and placemaking events.	Neighborhood/City	
Have the City Parks Division engage the community in a parks master planning process for new green spaces in the plan area.	City	Current city policy
Support the City's effort to reduce phosphorous in the waterways at appropriate locations.	City	Current city policy
Enhance the public access and experience for residents and recreationalists along Starkweather Creek.	City	Consider and review with Parks
Encourage the use of rain gardens, bio-swales and other green infrastructure in areas with new development.	City	Current city policy
Promote the location and design of neighborhoods that reduce vehicle miles traveled (VMT).	City	Current city policy
Create developments where jobs and services are accessible by foot or public transit.	City	Current city policy
Promoting an array of green building and green infrastructure practices.	City	Current city policy
Protect and conserve habitat, wetlands, water bodies, through the maintenance of natural areas.	City	Current city policy
Ensure terrace and boulevard widths are sufficient to support large and health canopy tree growth in consultation with the City Forester.	City	Current city policy
Utilize structural soil techniques where typical tree installations, such as tree pits or narrow terraces, would not result in healthy tree growth.	City	Current city policy
<b>Culture &amp; Character - MSSAP</b>		
Consider reflecting the existing rural/agrarian design of the Voit Farm area in new development patterns.	Private Development	Property is under development and has an approved plan

Recommendations	Lead	Notes
Consider the re-imagining of the barn, silos, or farm house into a community gathering space or as part of a mixed-use retail.	Private Development	Property is under development and has an approved plan
Neighborhood associations should apply for grants for public art and placemaking projects.	Neighborhood	Current city policy
To promote local food security and food businesses, encourage opportunities for food carts and community gardens, as well as support the direct sale of fresh food from nearby farms and gardens, through an on-site seasonal farmers market or farm stand.	Neighborhood/City	Not in the scope of this plan
Increase community connectedness and cohesion between people of different ethnic and cultural backgrounds.	Neighborhood/City	Not in the scope of this plan
Transform with public amenities such as landscaping, seating, drinking fountains, bike parking, and public art.	City	Review and consider
<b>Effective Government - MSSAP</b>		
Look for opportunities to use TIF funds, outside grant dollars and affordable Housing funds to create affordable housing opportunities above and adjacent to the Transfer point.	City	The transfer point no longer exists.
<b>Cottage Grove Road Activity Centers Plan (CGRACP)</b>		
<b>Economic Development - CGRACP</b>		
Explore the expansion of the City’s Façade Grant Program to include Cottage Grove Road to help support and invest in improvements to existing buildings.	City	Façade Grant Program is citywide
Encourage the creation of a new Cottage Grove Road Corridor Business and Property Owners Association and seek guidance from nearby business alliances and communities.	Neighborhoods/Community Partners	Not a City led activity
Use “Groove On Cottage Grove Road” as an example to develop a coordinated entity, branding, and marketing plan and create opportunities for outreach to attract new businesses.	Neighborhoods/Community Partners	Not a City led activity
Look for opportunities to identify the business district with gateway signage, public art, and landscaping.	City	Review with Economic Development staff and City Arts Administrator
Encourage local property owners to recruit users into existing vacant spaces that could become co-working space where start-up businesses could innovate, explore, and grow.	Neighborhoods/Community Partners	Not a City led activity
Work with business alliances and the City of Madison Office of Business Resources to recruit and/or retain small to medium sized businesses whose services or products are unique to the local market.	City	
Support a strong business climate that includes commercial, industrial and office spaces and builds relationships that help people find jobs and start new businesses.	Neighborhoods/Community Partners	Not a City led activity
Prioritize and encourage significant multi-story residential and mixed-use development on vacant lots and corner sites that will anchor, stabilize and revitalize both activity centers.	City	
<b>Support existing businesses by adding new residents through new development that includes a variety of housing choices for people in different stages of life and with various income levels.</b>	City	Review with Economic Development staff
<b>Encourage a mix of uses like neighborhood serving retail, personal services, and restaurants that serve the daily needs of residents and attract newcomers to live in the neighborhood.</b>	City	Review with Economic Development staff

Recommendations	Lead	Notes
<b>Consider Tax Incremental Financing or other financial resources to support desired development and investment; this should include assessment and accountability of public assistance.</b>	City	Review with Economic Development staff
<b>Transportation - CGRACP</b>		
Conduct a bike/walk audit with businesses and residents to identify areas of improvement for the bike/pedestrian network.	City	
Promote walking and biking among residents of all ages: neighborhood associations and community partners should explore conducting bike education activities, identify and promote safe walk/bike routes to school, and distribute bikes.	Neighborhoods/Community Partners	Not a City led activity
Create a multi-use path between Busse Street and Johns Street to improve bike/pedestrian connectivity.	City	Review with Transportation Engineering
Work with Metro Transit to assess the need for bus shelters at bus stops without a bus shelter and consider programs such as 'adopt a bus shelter' for maintenance.	City	Review with Transportation Engineering
Consider installing a bus shelter on Cottage Grove and Dempsey Roads when the Pinney Library moves to that location.	City	Implemented
Evaluate the potential of providing all day transit service if new development occurs, including budgetary impacts.	City	Implemented
Consider installing wayfinding signs on the bike path to direct visitors to area schools, parks, library, restaurants, and shops.	City	Review with Transportation Engineering
Encourage Bicycle shared bike stations in new developments as the larger shared network system expands eastward.	City	Review with Transportation Engineering
Explore additional pedestrian safety and amenities at Cottage Grove Road and Atwood Avenue.	City	Implemented
Explore the use of rapid flashing beacons (RFBs) and/or continental crosswalks, along with driver education of how RFBs work, at the uncontrolled intersection at Cottage Grove Road and Johns Street to improve the safety and visibility of the crossing.	City	Review with Transportation Engineering
Explore left turn light cycles into residential neighborhoods at all existing signalized intersections along Cottage Grove Road.	City	Review with Transportation Engineering
Consider installing bike lanes on Atwood Avenue and Acewood Boulevard and green bicycle boxes at signalized intersections.	City	Implemented
Consider installing a bike box or colored pavement at the intersection of Cottage Grove/Monona to increase the visibility of bicyclists making left turns from Cottage Grove Road to Monona Drive.	City	Review with Transportation Engineering
Increase the visibility and accessibility of the Capital City Path by putting green pavement and continental crosswalks on the diagonal crossing at Dempsey Road for better safety for library users.	City	Implemented
Consider consolidating existing curb cuts and encourage shared access easements for businesses along Cottage Grove Road to reduce points of conflict between pedestrians and vehicles.	City	Implemented
Encourage new developments to provide adequate parking underneath or behind the buildings to avoid spillover parking in the neighborhoods.	City	Current city policy
<b>Neighborhood Identity and Placemaking - CGRACP</b>		



Recommendations	Lead	Notes
Strengthen neighborhood identity and create a greater sense of place by enhancing neighborhood gateways to create a sense of arrival and connect the corridor to adjacent neighborhoods.	City/Neighborhood	Review and evaluate recommendation.
Support the installation of neighborhood signs for Eastmoreland and Lake Edge and enhance existing neighborhood signs at Atwood, Elvehjem, and Rolling Meadows with public art, additional landscaping, and lighting.	Neighborhood/Community Partners	Not in the scope of this plan
Encourage new development to incorporate public open spaces, plazas or other community gathering spaces and public art components.	City	Review and evaluate recommendation.
Encourage neighborhood associations to partner with property owners to create publicly accessible gathering spaces and help activate these spaces through programming and placemaking events.	Neighborhood	Not in the scope of this plan
Transform streets and parking lots into multidimensional attractive placemaking destinations through public amenities such as landscaping, seating, drinking fountains, bike parking, and public art.	City	Review and evaluate recommendation.
Support creative temporary uses at vacant sites and in vacant buildings to energize the environment with uses like galleries, events, seasonal retail, art installations, and storefront murals to generate foot traffic, exposure, and interest.	Neighborhood	Not in the scope of this plan
Encourage installation of permanent and/or temporary art exhibits along the corridor, such as artistic banners, bike racks, sculptural works, benches, murals, mosaics, or utility box wraps.	City	
Encourage neighborhood associations to consider funding public art and placemaking in their neighborhoods, as well as applying for City sponsored art and neighborhood grants.	Neighborhood	Not in the scope of this plan
Consider opportunities for installing public Wi-Fi in community gathering spaces.	City/Neighborhood	Not in the scope of this plan
Create partnerships with local businesses and community resources to schedule events, such as food cart events and farmers markets, or to establish community gardens.	City/Community Partners	Review and evaluate recommendation.
Encourage local community partners such as the library, YMCA, MSCR, and City Parks to consider placemaking and programming opportunities to enhance the sense of place along the corridor, and increase community connectedness and cohesion between people of different ethnic and cultural backgrounds.	City/Community Partners	Review and evaluate recommendation.
Take advantage of Atwood Activity Center's location on the City's Lake Loop, and tie identity and placemaking into events and activities associated with such a major recreational corridor.	Community Partners	Not in the scope of this plan
<b>Land Use - CGRACP</b>		
Encourage existing businesses to enhance and improve their properties and look for ways for growth and expansion where possible.	City	Review and evaluate recommendation.
Encourage outdoor dining patios, seasonal display of merchandise, and commercial activities that create an active, attractive commercial frontage.	City	Review and evaluate recommendation.
Ensure that new development remains compatible with, and sensitive to, the existing form of the neighborhoods, and seeks more dense, compact development at appropriate locations.	City	Review and evaluate recommendation.



Recommendations	Lead	Notes
Incorporate affordable, quality housing into new development that is close to employment centers and respectful of relationship with adjacent residential uses, and consider housing that meets the needs of seniors, and others transitioning and/ or downsizing from ownership to renting.	City	
Look for opportunities to include 2 - 3 story apartments, town-homes, and housing that meet the needs of the “missing middle” between singlefamily homes and apartment buildings.	City	Review and evaluate recommendation.
Promote and support owner occupied housing opportunities within adjacent neighborhoods as they are affordable and offer opportunities for renters to move into home ownership.	City	Review and evaluate recommendation.
Building setbacks on upper stories should be used to transition development to existing neighborhoods where required to maintain solar access to existing neighborhood.	City	Current City Policy, zoning code
Create an attractive public and private realm, in terms of housing, businesses, and open space to make a statement that the neighborhood provides a high quality of life for residents.	Neighborhood	Not in the scope of this plan
Buildings should front on the street with parking placed behind or to the side of buildings.	City	Current City Policy, zoning code
Encourage streetscape amenities like benches, lighting, bike racks, and planters that promote and protect the pedestrian environment.	City	
Design buildings with storefronts, stoops, or patios along the front ground floor facade along the primary abutting street.	City	Review and evaluate recommendation.
Encourage outdoor patios, dining, awnings, and display windows for commercial uses.	City	Review and evaluate recommendation.
Encourage compact, green building, and site design that minimizes resource consumption and environmental impacts; new buildings should look for opportunities to promote renewable energy and sustainable landscaping practices.	City	Review and evaluate recommendation.
Add publicly accessible passive and active open space whenever possible to new development concepts.	City	Review and evaluate recommendation.
Revitalize commercial frontages over time, and where appropriate, incorporate existing and new businesses into multi-story structures with pedestrian/bike and vehicular connections to adjoining residential areas.	City	
<b>Royster-Clark Special Area Plan (RCSAP)</b>		
<b>Land Use &amp; Transportation - RCSAP</b>		
Linkage to Cap City Trail along Dempsey	City	Implemented
Improve Transit service	City	Transit network redesign recently implemented
<b>Green and Resilient - RCSAP</b>		
Boulevard on Cottage Grove Road - trees never planted	City	Review with City Fiorestry
Stormwater areas in development	City	Implemented
Soil remediation	City	Implemented
Exploration of burying overhead wires	City	Review with Engineering Division
<b>Economy and Opportunity - RCSAP</b>		
Include area into Facade grant eligible areas	City	Current city policy
Marketing strategy/ Business Association/ BID	Community Partners	Review with Economic Development

Recommendations	Lead	Notes
<b>Stoughton Road Revitalization Project (SRRP)</b>		
<b>Land Use &amp; Transportation - SRRP</b>		
Redesign Frontage roads with sidewalks, street lights, trees to make more urban and walkable	City/WisDOT	Depends on WisDOT plans for the corridor
TOD Areas at Amazon (Milwaukee street) on Cottage Grove Road activity centers (already implemented), Buckeye and Pflaum (discuss)	City/WisDOT	Depends on WisDOT plans for the corridor
Add limited residential uses on Atlas Road Area	City	Review and evaluate recommendation
E Corporate Drive and Am Fam Site - employment	City	Review and evaluate recommendation
<b>Multi-use Path over Hwy 30</b>	<b>City</b>	<b>Implemented</b>
Add connection across or to Hwy 51 between Buckeye and Pflaum	City/WisDOT	Depends on WisDOT plans for the corridor
<b>Potential Commuter rail connection at Nakoosa and Buckeye</b>	<b>City</b>	<b>No longer applicable</b>
Bicycle Connections along Spaenum, Helgeson, Frontage Roads	City/WisDOT	Depends on WisDOT plans for the corridor
Large TOD/ CMU Buckeye at 51 NE Corner	City/WisDOT	Depends on WisDOT plans for the corridor
Large redesign/ realignment of Femrite, Park and Ride, E Broadway. Dutch Mill	City/WisDOT	Depends on WisDOT plans for the corridor
<b>Culture and Character - SRRP</b>		
Buildings at major intersections should be gateway features	City	
Expand and amend language for Urban Design District #1	City	
Create wayfinding system or Business Group	City/Community Partners	Review and evaluate recommendation with Economic Development
Find places for gateway Art opportunities	City	Review and evaluate recommendation
<b>Green and Resilient - SRRP</b>		
<b>Parks and Open Space Hob St to Frntage Road</b>	<b>City</b>	<b>No longer applicable</b>
Prioritize wetlands and Open Spaces	City	
<b>Economy and Opportunity - SRRP</b>		
Use TIF #39 for implementation	City	Review and evaluate recommendation
<b>Hiestand Neighborhood Plan (HNP)</b>		
Build communications between neighborhood businesses, neighborhood schools, and multi-family apartment complexes to further involve essential stakeholders within the neighborhood association.	City	Review and evaluate recommendation for CAS
Create opportunities for residents, both homeowners and apartment dwellers, to become involved in the neighborhood association and neighborhood-related projects.	City/Community Partners	Review and evaluate recommendation for CAS
Develop joint neighborhood projects with neighborhood businesses, Kennedy and Schenk Elementary Schools, and Senior Care Facilities.	City/Community Partners	Review and evaluate recommendation for CAS
Continue to maintain the existing low- to-medium housing density in the residentially zoned areas.	City	Review and evaluate recommendation
<b>Identify characteristics that make Hiestand neighborhood a unique neighborhood and promote these characteristics to real estate agents, major employers, and school district employees.</b>	<b>City</b>	<b>Not in the scope of this plan</b>
Strengthen collaboration between neighborhood residents and neighborhood businesses to promote the neighborhood as a location to live and shop.	City	Review and evaluate recommendation
Create opportunities for informal interaction, gathering, and pedestrian movement through the provision of public spaces, accessible pedestrian paths, and activity nodes.	City	
<b>Create a connection to existing bicycle systems to improve the ease of movement within and outside of the neighborhood.</b>	<b>City</b>	<b>Implemented</b>

Recommendations	Lead	Notes
Ensure safe crossing of local streets, especially at points of high pedestrian use, to provide safe movement of neighborhood residents.	City	
Devise traffic calming measures and traffic lane markings on Milwaukee, Swanton, and N. Thompson to ensure a safe, accessible pedestrian and bicycle-friendly neighborhood environment.	City	Review and evaluate recommendation
Cooperate with police, school officials, and the business community to prevent and discourage crime by increasing public awareness of and prompt attention to problems as they arise.	City	Current City policy
Improve existing park areas, bike paths, and walking paths to provide a wide range of recreational activities for neighborhood residents.	City	
Work with public and private organizations to develop recreational programs within existing parks or school playgrounds for area seniors and youth.	City/Community Partners	
<b>Land Use and Zoning Recommendations - HNP</b>		
Request rezoning of 4802-4806 Milwaukee Street from "Temp A" to "R1" to reflect existing land use on the parcels.	City	Implemented
<b>Transportation Recommendations - HNP</b>		
1. Work with Traffic Engineering to consider improving the Milwaukee Street corridor by:		
i. Improve merging of 4-lane to 2-lane at the 4000 block of Milwaukee Street (by Highway 51)	City	Implemented
ii. Mark the 4000 to 5300 blocks of Milwaukee Street with parking and bicycle lanes. Further study will need to be conducted to determine the precise locations.	City	Implemented
iii. Install pedestrian islands at the intersection of Milwaukee at Meadowlark Drive and Milwaukee at Portland Parkway.	City	Implemented
iv. Signalize the intersection of Milwaukee at Wittwer or Milwaukee at Walbridge.	City	Review and evaluate recommendation
v. Improve the directional markings at the intersection of Milwaukee and Crystal Lane.	City	Implemented
vi. Work with Traffic Engineering to determine strategies to deter cut-thru traffic from Milwaukee Street onto Kurt Drive.	City	Review and evaluate recommendation
2. Work with Traffic Engineering to consider improving the Swanton Road corridor by:		
i. Installation of additional speed limit signs and bicycle route signs.	City	Review and evaluate recommendation
ii. Lane marking for bicycle and parking lanes	City	
iii. Install pedestrian refuge islands at or near: Swanton at Milwaukee, Swanton at Hamlet, Swanton at Easley, or Swanton at crossing with drainage way.	City	Implemented
iv. Increase enforcement of posted speed limit.	City	Not in the scope of this plan
3. Work with WDOT, in conjunction with Traffic Engineering, to install noise barrier along Highway 30 (adjacent to the existing noise barriers on I90).	City	
4. Work with Traffic Engineering to consider improving North Thompson Road by:		
i. Removing parking on the south side to allow for bicycle and parking lane markings. Keep on-street parking by the Meadows Apartments.	City	Review and evaluate recommendation
5. Work with WDOT, in conjunction with Traffic Engineering, to determine the feasibility of constructing a bicycle lane on the east side of Highway 51 from Milwaukee Street to Nakoosa Trail.	City	Review and evaluate recommendation
6. Work with WDOT to install guardrails adjacent to sidewalks under the Highway 51 overpass.	City	Review and evaluate recommendation
7. Study potential for bike path connections to improve pedestrian movement within the neighborhood and to designations across major highways lying to the north and east.	City	Implemented

Recommendations	Lead	Notes
8. Enforce speed limit of 35 mph on Milwaukee Street.	City	Not in the scope of this plan
<b>Economic Development Recommendations - HNP</b>		
1. Support the development of more neighborhood-oriented shopping and service firms.	City	Current City policy
2. Support the development of additional professional office buildings/uses in appropriate locations.	City	Current City policy
3. Encourage upgrading business facades and updating site layouts to improve the visual connection to improve pedestrian accessibility of businesses, aesthetic quality, and develop identifiable character, when possible.	City	Current City policy
4. Develop a stronger sense of neighborhood cohesion within the business community, possibly through the creation of a business association.	City/Community Partners	Review and evaluate recommendation
<b>Parks and Open Space Proposed Recommendations - HNP</b>		
1. Construct a pedestrian/bicycle path adjacent to the drainage way system from Hiestand Park to Honeysuckle Park. The pedestrian/bicycle path would be designed primarily for neighborhood users with solar lighting along stretches of the pathway.	City	Review and evaluate recommendation
2. Construct a picnic shelter in Hiestand Park. The shelter should include cutoff lighting, electrical and water service, screened port-a-potty, and paved parking lot. Relocate existing tennis courts to Kennedy Park.	City	Implemented
3. Construct and/or improve trail system through Hiestand Park and Hiestand Woods to improve accessibility to pedestrians and bicyclists. A two-tier path system is recommended: a low impact path system through the conservation woods and a pedestrian- bicycle path through the southerly portion of the park to connect with existing and proposed bicycle connections.	City	Review and evaluate recommendation
4. Construct pedestrian bridge over existing drainage way to improve access to playfield and other parts of the park. Along the banks of the drainage way, establish rain gardens.	City	Implemented
5. Improve the visibility of Honeysuckle Park by clearing out the underbrush along N. Thompson Drive to make it more visible from roadway and extend an asphalt path into the park area.	City	Implemented
6. Develop a management plan for Hiestand Woods. In addition, remove and manage the under story vegetation on the hillside (north of Milwaukee Street) to improve the visibility of the park area closer to the conservation woods.	City	Review and evaluate recommendation
7. Explore the possibility of installing an overlook platform in Hiestand Park.	City	Review and evaluate recommendation
8. At the basketball court in Hiestand Park, install lighting and timers to allow for longer play.	City	Review and evaluate recommendation
9. Improve and/or upgrade park equipment at Honeysuckle Park.	City	Review and evaluate recommendation
10. Explore the creation of community gardens at Honeysuckle Park or along the right-of-way of North Thompson Drive.	City	Review and evaluate recommendation
11. At the time that the third public swimming pool is scheduled to be constructed, revisit the Hiestand Park as a site and measure the level of neighborhood support for siting a swimming pool in Hiestand Park.	City	No longer applicable
<b>Image Plan Recommendations - HNP</b>		
1. Work with Traffic Engineering to design a three season landscaping plan for the traffic circle at North Thompson Drive.	City	Not in the scope of this plan
2. Install neighborhood signs/banners with landscaping at the entrances and other key locations within the neighborhood.	City	Not in the scope of this plan

Recommendations	Lead	Notes
3. Work with WDOT to design a landscaping plan for the highway embankment (southeast quadrant) on Milwaukee Street at Hwy 51 (Stoughton Road).	City	Not in the scope of this plan
4. Explore landscaping options for the highway swale on the north side of North Thompson Drive between Milwaukee Street and The Meadows Apartment complex.	City	Not in the scope of this plan
5. Investigate installing neighborhood banners at key locations along Milwaukee Street.	City	Not in the scope of this plan
<b>Marsh Road Neighborhood Development Plan (MRNDP)</b>		
<b>Land Use</b>		
Residential proposed east and northeast of Secret Places Neighborhood	City	This area was annexed by the Village of McFarland, not applicable.
<b>Transportation/Bike/Ped - MRNDP</b>		
Connect City streets to former Town streets once attached to City of Madison	City	
A potential pedestrian/bicycle connection across U.S. Highway 12/18, associated with the U.S. Highway 51 corridor, could be located at the northern end of Dutch Mill Road to bypass the intersection of U.S. Highways 12/18 and 51.	City/WisDOT	Depends on WisDOT plans for the corridor
The most significant trail opportunity lies along the western edge of the greenway adjacent to Interstate 90. This trail would provide a direct connection, through the industrial area, between the residential neighborhoods and the proposed U.S. Highway 12/18 overpass.	City	Review and evaluate recommendation.
The feasibility of a pedestrian/bicycle underpass under Interstate Highway 90 towards the Yahara Hills Golf Course should be evaluated.	City	Review and evaluate recommendation.
<b>Utilities/Urban Service Area Amendment - MRNDP</b>		
Amend Central Urban Service Area to include April Hill subdivision and potentially Wingra Quarry property.	City	Review and evaluate recommendation.
<b>Plan Implementation - MRNDP</b>		
It is recommended that the Marsh Road Neighborhood Development Plan be adopted as an element of the City of Madison Master Plan. It is further recommended that the land use recommendations included in the Neighborhood Development Plan also be incorporated into the adopted City of Madison Land Use Plan, and that the appropriate land use designations be incorporated into the Land Use Plan Map.	City	Implemented
It is recommended that all lands within the Marsh Road Neighborhood be zoned to conform to the land use recommendations of the adopted neighborhood development plan. It is further recommended that lands currently zoned Agriculture District be rezoned to another district only at such time as there is a specific subdivision and/or a specific development proposal sufficiently detailed to ensure that development within the district will be consistent with this neighborhood plan. Planned Unit Development -General Development Plan zoning should incorporate any additional standards that may be required to ensure consistency with neighborhood plan recommendations.	City	Current city policy

Recommendations	Lead	Notes
<p>It is recommended that future subdivisions within the Marsh Road Neighborhood conform to the recommendations of the adopted neighborhood development plan, particularly regarding the location of arterial and collector streets, area parks, neighborhood parks, 32 drainage greenways, stormwater retention and detention facilities, and the creation of building lots that will help facilitate the development of a variety of housing types and densities within the neighborhood. It is further recommended that local streets within proposed subdivisions either generally conform to the pattern of local streets shown in the neighborhood plan, or otherwise reflect the objectives illustrated in the neighborhood development plan regarding street circulation and provision of multiple routes, access to parks, orientation of streets to visual features, and stormwater drainage.</p>	City	Review and evaluate recommendation.
<p>It is recommended that the City of Madison Official Map be revised to identify the proposed alignment and right -of-way widths of the arterial and collector streets and the stormwater drainage greenways and detention and retention areas recommended in the Marsh Road Neighborhood Development Plan.</p>	City	Review and evaluate recommendation.
<p>It is recommended that the responsible City departments include within future capital improvement programs and the capital budget those public improvements and facilities for which public funding is required to implement the Marsh Road Neighborhood Development Plan. It is further recommended that the City continue to work cooperatively with other agencies and units of government to seek their participation in the development planning and the costs of public improvement projects of mutual benefit recommended in the neighborhood development plan.</p>	City	Current city policy
<p>It is recommended that urban development on lands currently outside the City of Madison, and Village of McFarland, occur only following their annexation to the City of Madison. It is also recommended that no subdivision be approved by the City of Madison unless there is assurance that the full range of urban services will be provided at the time of such approval.</p>	City	Current city policy in Cooperative Plan with Town of Blooming Grove
<p>It is recommended that the City of Madison work with appropriate agencies and other units of government to fully implement the Marsh Road Neighborhood Development Plan.</p>	City	Current city policy