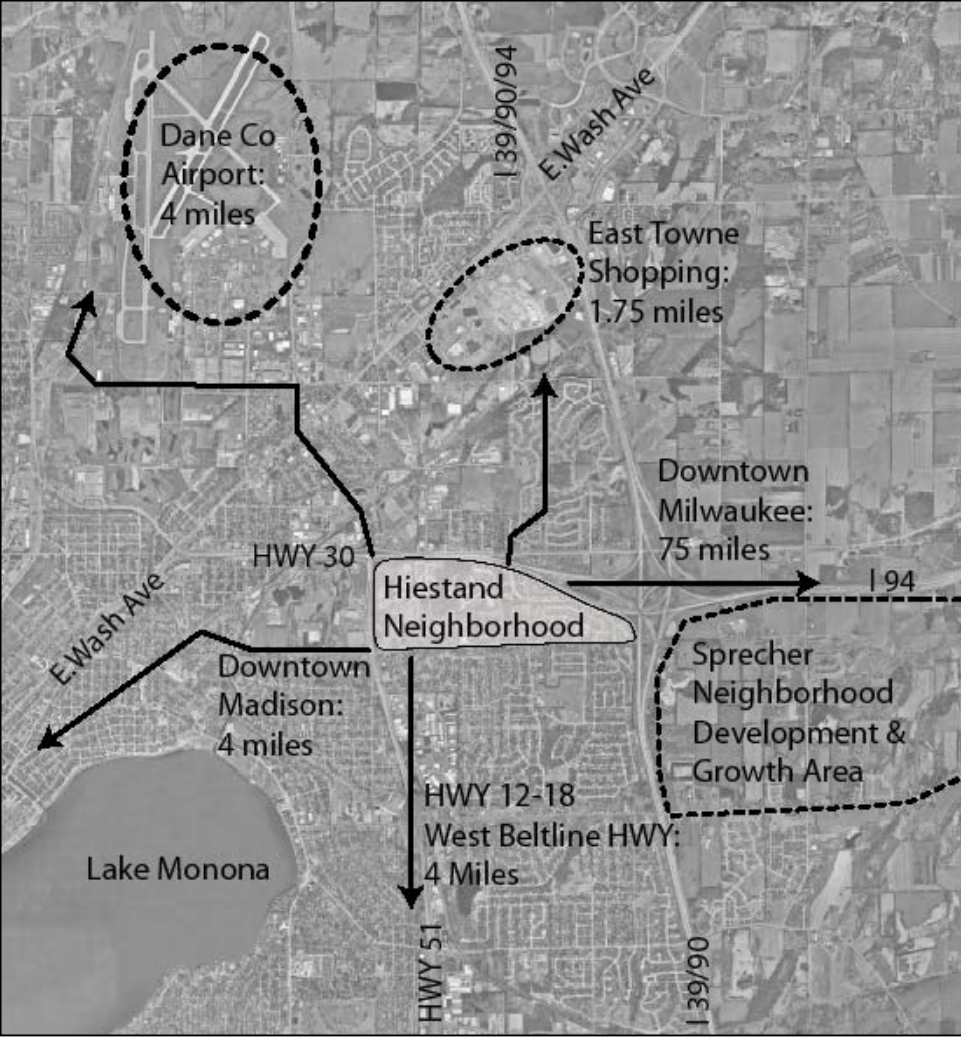


Regional Setting of Hiestand Neighborhood

The Hiestand Neighborhood is located on the far east side of Madison. The neighborhood is surrounded by four major transportation corridors: Highway 30 on the north, Milwaukee Street on the south, Highway 51 (Stoughton Road) on the west, and the I90 System on the east. The neighborhood lies within the City of Madison with an exception of 19-acres that lies within the Town of Blooming Grove.

In the regional context, residential and neighborhood commercial and office commercial development is occurring/planned directly to the east of Hiestand Neighborhood. Sprecher Neighborhood Development Plan (1998) estimates a build-out of 5,609 residential dwelling units. As of March 2004, 879 dwelling units were built with a remaining 4,728 planned. Approximately 74.0 acres of commercial land use is planned in the northeast part of the Sprecher Neighborhood. In addition, two smaller neighborhood commercial areas are planned for community shopping, service center, and neighborhood convenience uses. Increased traffic is expected on Milwaukee Street as this residential neighborhood becomes more built-up.

Map 2 illustrates Hiestand Neighborhood in relation to the region.



Map 2: Regional Setting of Hiestand Neighborhood