

Southwest Area Plan – Phase 1 Community Feedback Summary

Updated: June 17, 2025

This summary includes public input from the first phase of the Southwest Area Plan process through May 2025. It includes feedback provided through in-person and virtual public meetings, Neighborhood Resource Teams, an online commenting map, phone calls, emails, the UW PEOPLE Program, and stakeholder interviews. Staff reviewed all comments and organized them into the most relevant element from the City's [Comprehensive Plan](#). Each category also groups feedback into themes, like “Traffic Safety and Speeding.”

Comments are also categorized into assets, issues, and opportunities:

- Assets include the Southwest Area's current strengths and resources, such as its residents, community organizations, and public infrastructure.
- Issues include current problems to be addressed, such as speeding and the shortage of youth programs.
- Opportunities include a proposed solution, like adding speed bumps to address speeding.

We grouped similar comments together into one row with a tally of how many people commented on that topic in the middle column. The number is approximate, since comments are often phrased differently. A total of 693 public comments were received through the end of May 2025. This summary does not include all comments received, but you can view them in the [raw data report](#).

Comment Sources:

- Commenting Map
- Neighborhood Resource Team
- Public Meetings
- Phone Call or Emailed Feedback
- Stakeholder Interviews (see list of stakeholders/groups interviewed at end of this document)
- UW [PEOPLE Program](#)

Land Use and Transportation		
Traffic Safety/Speeding		
Comments	Tally (#) of Repeated Comments	Sources
Issues		
High traffic congestion during peak hours, especially on S. Gammon Rd., near schools (especially Woodington Way at Anana), at Whitney-Schroeder-Beltline, at Verona Rd.-Beltline	15	Stakeholder Interviews, Public Meetings, Commenting Map
Speeding on streets like Raymond Rd., Whitney Way, Gammon Rd., Schroeder Rd., and McKenna Blvd. is a major concern, especially near schools and residential areas.	10	Public Meetings, Commenting Map, Stakeholder Interviews, UW PEOPLE Program
Drivers often exceed speed limits, making it unsafe for pedestrians and cyclists. Enforcement is lacking.	8	Public Meetings, Commenting Map, Stakeholder Interviews
Opportunities		
Traffic calming measures like speed bumps, roundabouts, stop signs, and narrower roads are needed to reduce speeding.	12	Public Meetings, Commenting Map, Stakeholder Interviews
Dangerous intersections, such as along Schroeder Rd. and McKenna Blvd., need traffic lights or roundabouts.	7	Public Meetings, Commenting Map
Bike and Pedestrian Safety		
Assets		
Praise for the new Hammersley shared-use path.	8	Stakeholder Interviews, Commenting Map, Phone call or emailed feedback
Praise for highway ped-bike under/overpasses.	3	Commenting Map

Praise for the Beltline shared-use path.	2	Commenting Map
Issues		
Bike paths are disconnected, making it difficult to travel safely between neighborhoods, parks, and shops.	14	Public Meetings, Commenting Map
Sidewalks are missing or incomplete in many areas, forcing pedestrians to walk in the street.	13	Public Meetings, Commenting Map
Lack of safe crosswalks, especially near schools Anana Elementary.	11	Public Meetings, Commenting Map, Stakeholder Interviews
Pedestrians are forced to cross busy roads like Raymond Rd., Cross Country Rd., Gammon Rd., and Whitney Way without adequate protection.	9	Public Meetings, Commenting Map
Dangerous bike routes, such as Marty Rd. and McKenna Blvd., need improvements to make them safer for cyclists.	8	Public Meetings, Commenting Map
Bike loops needed (various locations)	8	Commenting Map
Poor lighting on streets like Schroeder Rd. makes it difficult for pedestrians to cross safely at night.	6	Public Meetings
Dangerous intersections near schools, especially Schroeder Rd., make it unsafe for students walking to school.	5	Stakeholder Interviews, Public Meetings
Push-button crossings are unreliable, and pedestrian signals are needed at key intersections.	4	Public Meetings, Commenting Map, Stakeholder Interviews
Lack of safe routes for students, with many crossing busy roads without adequate protection.	3	Stakeholder Interviews, Public Meetings
Lack of bike parking and facilities, especially near commercial areas and transit stops.	3	Public Meetings, Commenting Map
Parents and staff volunteer to escort students to school, but this is unsustainable.	3	Stakeholder Interviews
Opportunities		
Need for more protected bike lanes, especially on Raymond Rd., McKenna Blvd., and Seminole Hwy.	13	Public Meetings, Commenting Map
Requests flashing beacons at key crossings (Hammersley, Schroeder, McKee Rd., Whitney).	6	Public Meetings, Commenting Map, Neighborhood Resource Team
Residents want better ped/bike connectivity through Elver Park.	6	Public Meetings, Commenting Map
Transit		
Issues		
Bus stops lack shelters, making it uncomfortable to wait in extreme weather conditions.	6	UW PEOPLE Program, Stakeholder Interviews, Commenting Map
The D bus route is praised for its efficiency, but other routes need improvement, especially around Allied.	4	Stakeholder Interviews, Commenting Map
Seniors and people with disabilities struggle to access transit due to long walking distances.	3	Stakeholder Interviews, Phone call or emailed feedback
Street Design/Complete Green Streets		
Issues		
Poor road conditions, including potholes and aging pavement, need to be addressed.	9	Public Meetings, Commenting Map
Confusing intersections, such as Piping Rock and Hathaway, need better signage, lane markings, or traffic lights.	6	Public Meetings, Commenting Map
Sidewalks are missing or poorly maintained, especially in residential areas.	4	Public Meetings, Commenting Map
Opportunities		
Roundabouts are suggested for high-traffic intersections like High Point-Mid Town Rd, Maple Grove-Nesbitt-Cross Country, Raymond-Muir Field, Verona frontage road (west side)	8	Public Meetings, Commenting Map
Need more walkable street designs	2	Commenting Map

Land Use		
Issues		
Excessive parking lots take up too much space and could be redeveloped for housing or community assets.	4	Public Meetings, Commenting Map
Parking congestion near schools and commercial areas is a problem, especially during peak hours.	3	Stakeholder Interviews, Public Interviews
Opportunities		
Desire for more mixed-use redevelopment, including coffee shops, restaurants, and small businesses.	8	Public Meetings, Commenting Map
The Meadowood Shopping Center has many vacancies and could be revitalized with mixed-use development.	5	Stakeholder Interviews, Commenting Map
Increase density allowed in single-family areas/providing housing options.	4	Commenting Map
Residents want more walkable destinations, such as grocery stores and community gathering spaces.	3	Public Meetings, Commenting Map, UW PEOPLE Program
Residents want less parking and more pedestrian-friendly amenities.	3	UW PEOPLE Program, Public Meetings
The new apartment/condo development along McKee is missing opportunities for small businesses.	3	Stakeholder Interviews, Commenting Map
Need to plan for different design/layout in Home Depot area.	2	Commenting Map
Connectivity (Road/Bike/Pedestrian)		
Issues		
Need for better connections between neighborhoods destinations (commercial areas, parks, schools), especially for pedestrians and cyclists.	23	Public Meetings, Commenting Map
Concerns about stormwater management and flooding, especially along Allied Drive.	5	UW PEOPLE Program, Public Meetings
The lack of sidewalks and bike lanes in Allied/Dunns Marsh makes it difficult to access nearby amenities.	4	Public Meetings, Stakeholder Interviews
Expand B-Cycle in SW Area	4	Commenting Map
The Beltline is a major barrier – more access across is needed.	2	Commenting Map

Neighborhoods and Housing		
Housing Affordability		
Comments	Tally (#) of Repeated Comments	Sources
Issues		
Inattentive landlords and maintenance issues, especially in low-income housing complexes.	9	Stakeholder Interviews, Public Meetings
Lack of affordable housing, particularly in Allied/Dunns Marsh and Prairie Hills, is a concern.	8	Stakeholder Interview, Public Meetings
Aging in place is important but rising rents and property taxes are forcing older adults and low-income families to move out.	6	Public Meetings, Phone call or email with resident
Housing (General)		
Issues		
Concerns about adding too much new housing, which may negatively affect the character of the area and increase traffic.	3	Public Meetings
Access to Food and Services		
Assets		
Residents appreciate walkable neighborhoods with nearby services, parks, natural areas and schools.	9	Public Meetings

Like resources and services in our community such as Allied Wellness Center, Meadowood Health Partnership (Sheray Wallace), New Bridge and JFF	4	Neighborhood Resource Teams, Public Meetings
Issues		
Lack of recreational opportunities for youth, daycare options and access to employment and healthy food for the large Hispanic population.	4	Stakeholder Interviews
Need for a grocery store closer to the Meadowood neighborhood.	3	Stakeholder Interviews, Neighborhood Resource Team
Community gardens/orchards needed (Allied, Elver)	2	Commenting Map
Community Empowerment and Capacity Building		
Assets		
Neighborhood associations, like Greentree and Orchard Ridge, are active and help foster a sense of safety and community.	6	Public Meetings
Residents appreciate neighborhood events and activities that bring people together.	3	Public Meetings
Opportunities		
Some neighborhoods need help building connections and with advocacy like Allied/Dunns Marsh.	5	Neighborhood Resource Teams, Stakeholder Interviews
Housing Quality and Maintenance		
Issues		
Poor maintenance of rental properties, particularly in low-income housing complexes, and issues with absentee landlords.	9	Stakeholder Interviews, Public Meetings, Commenting Map
Youth/Programming		
Issues		
Lack of youth programming and activities, especially for BIPOC kids.	6	Stakeholder Interviews, Neighborhood Resource Team, Commenting Map
Parks		
Residents appreciate the natural spaces, parks, and greenery in their neighborhoods.	4	Public Meetings
Neighborhood Centers		
Assets		
Like all the neighborhood and community centers.	4	Public Meetings

Economy and Opportunity		
Employment and Job Opportunities		
Comments	Tally (#) of Repeated Comments	Sources
Issues		
Jobs are not paying enough to afford housing, and there is a need for more employment options for low-skilled workers in neighborhoods.	6	UW PEOPLE Program, Public Meetings and Stakeholder Interviews
People are unaware of job opportunities and there is a need for better job training programs and flexible employment options for parents, such as adjustable work hours.	5	UW PEOPLE Program, Public Meetings and Stakeholder Interviews

Business and Economic Development		
Issues		
Lack of coffee shops and restaurants, especially small, local businesses, and businesses that support the community, like Luna's Groceries.	10	Public Meetings, Stakeholder Interviews, Commenting Map
Opportunities		
Revitalize business areas along Verona Service Rd. and at Meadowood Shopping Center (speculation that Walgreen's will close) - there are many empty storefronts that need to be filled and there should be a greater variety of businesses.	4	Neighborhood Resource Team, Public Meetings, Stakeholder Interview, UW PEOPLE Program
Access to Food and Services		
Assets		
Appreciation for neighborhood businesses (Vitense, Kwik Trip).	2	Commenting Map
Issues		
Lack of youth programming in general, and at parks, especially for BIPOC kids which can lead to behavioral problems	5	Stakeholder Interviews
Lack of childcare services and a need to recruit, train, and support home-based childcare providers.	4	Public Meetings, Stakeholder interviews
Opportunities		
Need for a "Hub" where agencies like JFF, Public Health MDC, and Allied Wellness Center can locate - County-owned parking lot could be repurposed for this hub.	6	Commenting Map

Culture and Character		
Community Gathering Spaces		
Comments	Tally (#) of Repeated Comments	Sources
Issues		
The community room at Revival Ridge is not accessible to all – the \$50 fee is a barrier - and there is a need for a community hub in Allied to increase social cohesion and connections.	3	Neighborhood Resource Team, Stakeholder Interviews
Public Art		
Opportunities		
Maintain existing public art and add more, and add arts programming like theater, dance and music to bring neighbors together.	5	Stakeholder Interviews, Public Meetings, Commenting Map
Identity and Sense of Place		
Issues		
The southern portion of the planning area lacks identity, with most amenities located in Fitchburg or Verona.	3	Stakeholder Interviews, Public Meetings
Community Empowerment and Capacity Building		
Opportunities		
Like community-building events such as Parks Alive and movie nights but want more activities at Elver Park to engage residents and foster connection in a transient community.	5	Stakeholder Interviews, Neighborhood Resource Team

Green and Resilient		
Parks		
Comments	Tally (#) of Repeated Comments	Sources
Assets		
Residents appreciate the natural spaces and trails in parks like Elver, High Point, Ice Age, Allied Park and Waltham.	11	Public Meetings, Neighborhood Resource Team, UW PEOPLE Program, Commenting Map
The cross-country ski trails and sledding hill at Elver Park are popular and well-loved.	3	Commenting Map, Public Meetings
Appreciation for park amenities (courts, fields, play structures, etc.)	2	Commenting Map
Issues		
Need for more recreational activities in parks, such as basketball, volleyball, soccer fields, exercise equipment, and pickleball courts.	7	Public Meetings, UW PEOPLE Program, Comment Map
Need for more park amenities like bathrooms, water stations, seating, and shade.	6	Public Meetings, Commenting Map
Residents want more pickleball courts and suggest replacing underused tennis courts with pickleball.	3	Public Meetings, Commenting Map
Need for more connectivity to/through/within parks like Elver, Maple Prairie.	2	Commenting Map
Opportunities		
Support for expanding Elver Park, including adding a Marty Farm pond, adding more entrances, and preserving views.	6	Public Meetings, Commenting Map
Trees/Greenery		
Assets		
Residents appreciate the mature trees and urban forestry efforts in the area. The forestry Department has done a great job.	5	Public Meetings, Commenting Map
Issues		
Loss of greenspace/trees, need for more trees.	3	Commenting Map
Opportunities		
Encourage native planting, reduce mowing, and create pollinator-friendly spaces	3	Public Meetings, Commenting Map
Desire to preserve existing green spaces and plant more native prairie plants.	3	Commenting Map, Public Meetings
Stormwater/Water Quality		
Issues		
Need to improve stormwater management due to climate change; more robust measures are needed; ponds need to be maintained (like at Country Grove Park).	5	Public Meetings, Commenting Map
Connectivity (Road/Bike/Pedestrian)		
Issues		
Concerns about the lack of connections between parks	4	Public Meetings, Commenting Map
Lack of pedestrian access to parks like Badger Prairie Dog Park from the north and Green Tree Chapel Hill	3	Public Meetings, Commenting Map
Need for better bike paths, such as a connection from High Point-Raymond through to Elver Park.	3	Public Meetings, Commenting Map
Youth Programing		
Issues		
Lack of play areas and recreational spaces for kids and teens, especially in Elver Park.	4	Stakeholder Interviews, UW PEOPLE Program

Effective Government		
Comments	Tally (#) of Repeated Comments	Sources
City Services		
Issues		
Delays or inadequate snow plowing (such as low-priority streets, blocked driveways)	3	Public Meetings, Stakeholder Interviews
Opportunities		
Increase intergovernmental cooperation between Madison and Fitchburg (especially to serve area SW of the Beltline @ Verona Rd.)	2	Commenting Map
Schools		
Issues		
Concerns about school capacity and overcrowding due to new development	3	Public Meetings, Stakeholder Interviews

Health and Safety		
Traffic Safety/Speeding		
Comments	Tally (#) of Repeated Comments	Sources
Issues		
Speeding on McKenna Blvd., Schroeder Rd., Whitney Way, Muir Field Rd., Whitcomb Dr, Raymond Rd., Cross Country Rd., Manchester Rd., Ice Age Dr., Piping Rock	14	Public Meetings, Commenting Map
Need for speed control measures (speed bumps, blinking pedestrian lights). Unsafe intersections (e.g., Pilgrim/McKenna stop sign).	5	Public Meetings, Commenting Map
Unsafe crossings on Raymond Rd., Schroeder Rd., and Manchester Rd. Lack of crossing guards near schools.	5	Public Meetings, Commenting Map
Street Lighting		
Lack of streetlights in some neighborhoods, especially on Maple Grove Rd, Park Heights Ct.	4	Public Meetings, Commenting Map

List of stakeholders interviewed:

City of Fitchburg, Common Wealth Development, Dane County Parks, Good Shepherd Lutheran Church, Ice Age Trail Alliance, Joining Forces for Families, Madison Metropolitan School District, Madison Public Library – Meadowridge, Meadowood Health Partnership, Middleton-Cross Plains School District, Milele Chikasa Aana Elementary, Our Redeemer Lutheran School, Public Health Madison Dane County, Southwest Madison Action Coalition, St. Maria Goretti School, Southwest Employment Center, Town of Middleton, Town of Verona, Urban League of Greater Madison

November 19, 2024 In-Person Meeting & December 3, 2024 Virtual Meetings: Attendee Demographics

The three public meetings for the Southwest Area Plan took place in Phase 1. One was in-person on November 19, 2024 and two were virtual meetings on Zoom on December 3, 2024. Public Meetings attendee responses to demographics questions is optional. About one-third of the approximately 150 attendees from the three Southwest Area Plan meetings opted to provide demographic information. That information is summarized below.

