

Purpose of the Meeting

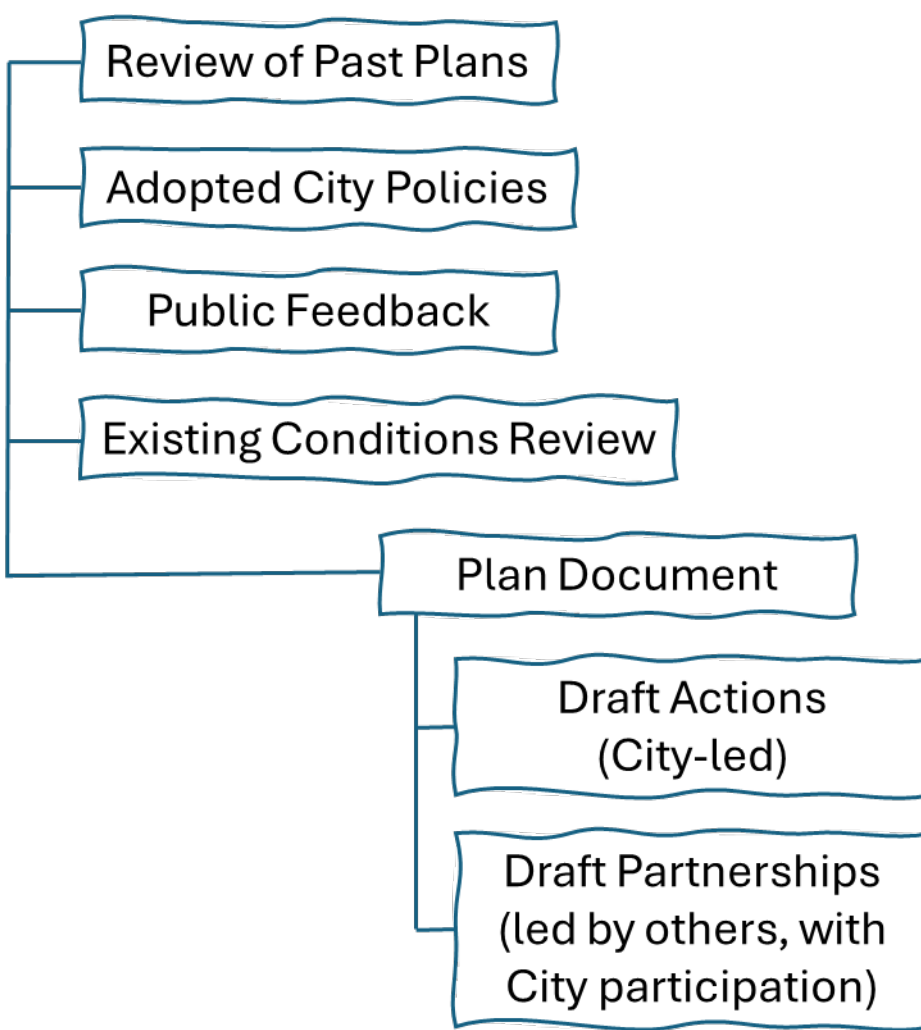
Review initial draft actions with the community. The draft actions are based on community feedback, feedback from City departments, and review of actions from past City plans. When the Southwest Area Plan is adopted, existing plans will be archived to avoid confusion.

Draft Actions

This is a preliminary draft of the actions in each of the nine chapters of the Southwest Area Plan document. More detailed information, including specific programs or projects for implementation, will be provided in upcoming Plan drafts. The community will have the opportunity to review the draft Plan actions, understand the vision for the Plan, and let Planning Division staff know whether the actions are heading in the right direction.

Drafting Actions and Maps

Staff reviewed existing conditions in the area, public comments, adopted plans that cover portions of the Southwest Area, and adopted citywide policies to develop draft actions and partnerships for the Southwest part of the city.



Types of Actions

- Changes to the physical aspects of our community, such as development initiated by the private sector and public sector infrastructure improvements.
- Actions that the City has control over or can influence, such as land use, zoning, building height, transportation, parks and open space, public utilities, and stormwater infrastructure.
- Actions related to topics where the City has little influence over implementation or are already addressed by existing City policies, programs or ordinances will not be addressed in the Plan.
- Sometimes public comments lead to recommended partnerships. Partnerships focus on items led by, or are dependent on, entities other than the City but have some City involvement or contribution. The list of Partnerships is not included in this summary but is available online.

Directions to Provide Community Feedback

There are two ways in which you can provide comments:

1. Place a sticky note directly on the poster board and list the number of the action along with your comment.
2. With your phone or mobile device, scan the QR code below located and or located on the right bottom of the boards. This will take you to a website that has all the draft actions and maps for this meeting and will allow you to add comments.

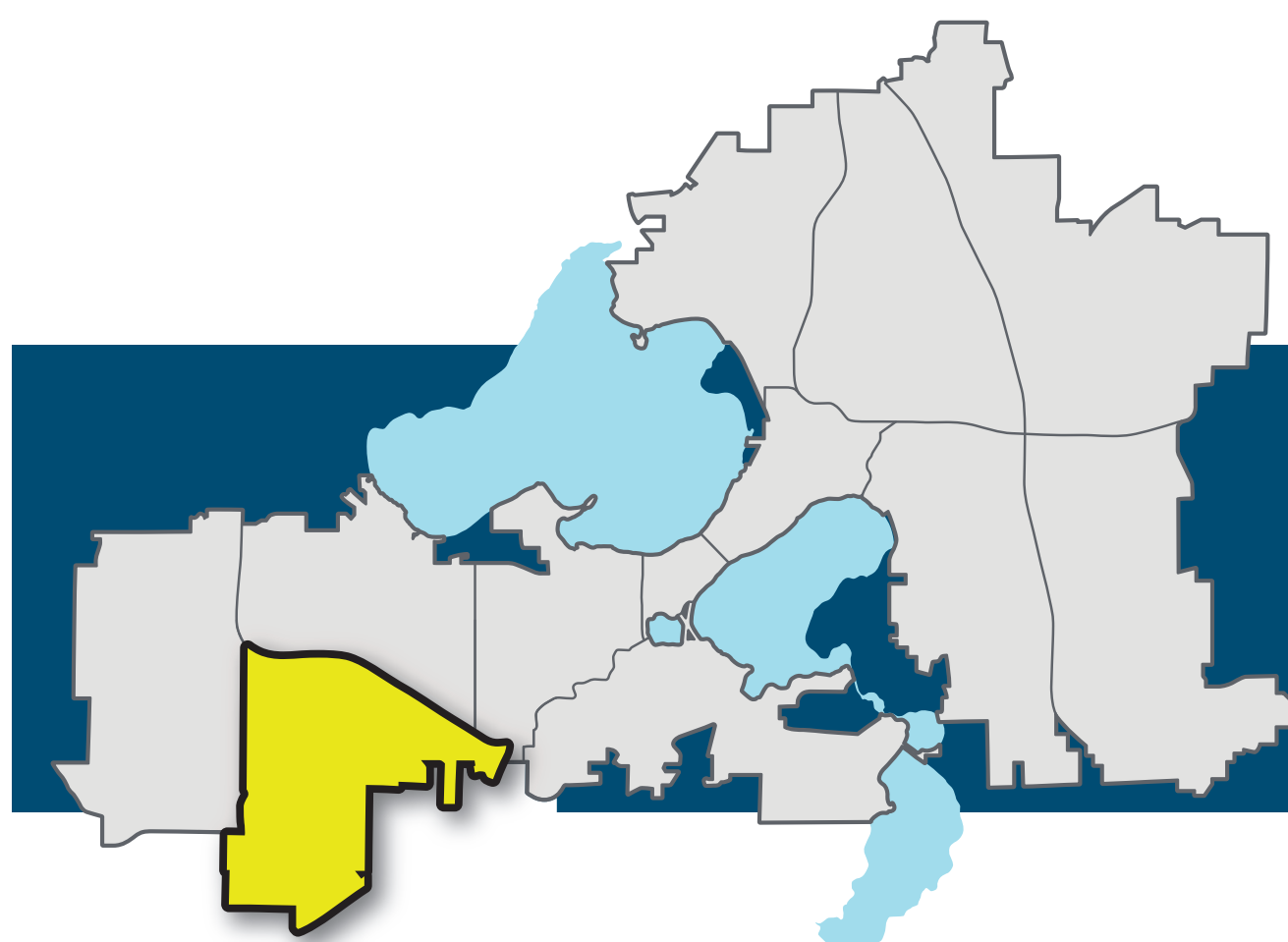
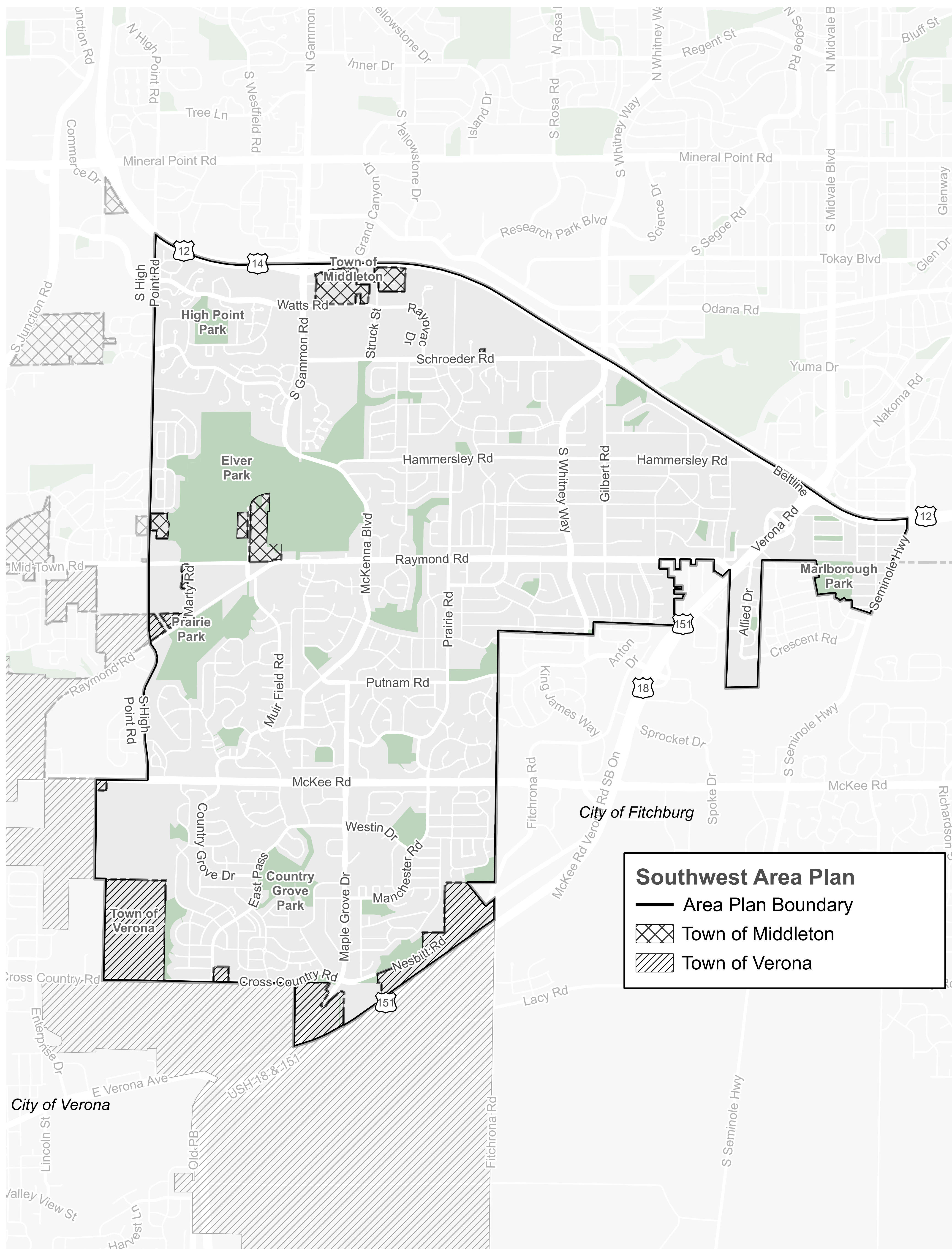


Scan this code and share your feedback



- Pop-up events: November-December 2025
- Check-in meetings with City Boards, Commissions, and Committees: December 2025-January 2026
- Publish Final Draft Plan for public comment: February 2026
- Plan adoption process: March-May 2026

Previous Community Engagement



Southwest Area Plan - Background



Introduction

This chapter outlines a framework for the future development within the Southwest Area. Through public engagement, residents voiced strong interest in creating more walkable mixed-use destinations and expanding housing choices. The proposed land use updates emphasize increased mixed-use intensity at key nodes such as McKee/Maple Grove, Meadowood Shopping Center, Raymond/McKenna, and Schroeder Road. Additional updates aim to align land use designations with existing conditions, ensuring greater consistency and clarity across the area. As noted on the maps, however, the land use recommendations for most of the planning area are not proposed to change.

What We’ve Heard

- Want more mixed-use areas and destinations within walking distance.
- Allow for more housing options.

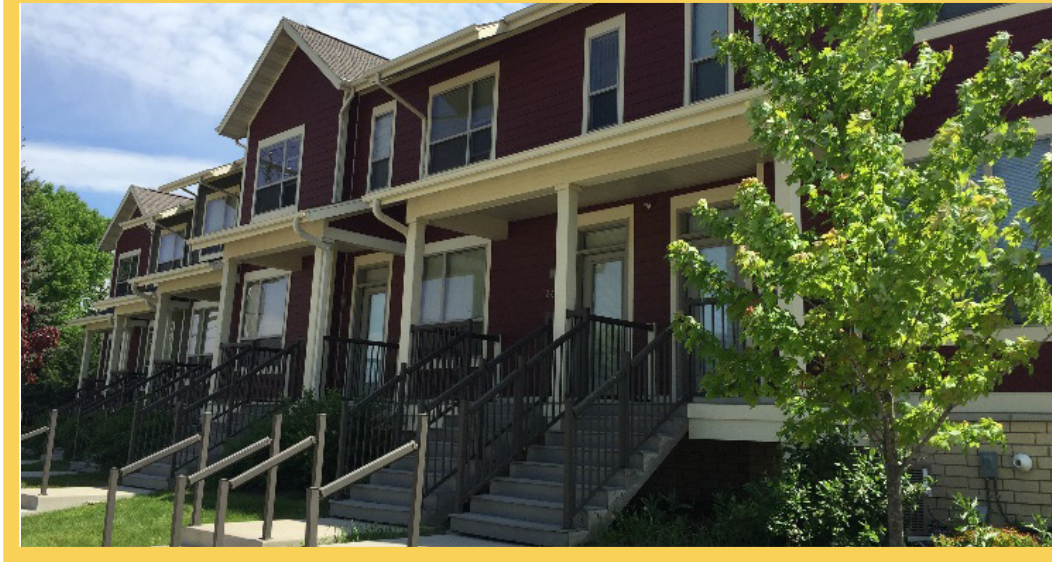
Draft Actions

1. Rezone properties identified in the Proactive Rezoning map to implement the goals of this Plan and encourage development consistent with the actions in this Plan (see Proposed Proactive Zoning Map).
2. Implement maximum building height recommendations shown on the Building Height Map, with a mechanism for allowing bonus stories for developments that achieve specific affordability or sustainability parameters, similar to downtown height bonuses in City ordinances (Madison General Ordinances 28.071(2)(a)2). Amend the zoning code to require ground floor commercial uses in the locations shown as Commercial Core on the GFLU Map.
3. Amend the zoning code to require ground floor commercial uses in the locations shown as Commercial Core on the GFLU Map.
4. Create a new or modify existing zoning districts for General Commercial and Employment land uses that does not allow residential development.
5. Through zoning and/or urban design regulations require pedestrian and transit-friendly redevelopment, especially in mixed-use areas identified on the GFLU map. Concept illustrations on the following pages include these areas:
 - a. Mid Town Rd and Raymond Rd
 - b. Meadowood Shopping Center
 - c. Whitney Way and Schroeder Rd
 - d. Maple Grove Dr and McKee Rd
6. Explore public acquisition of the land bounded by Maple Grove Dr, Cross Country Rd, and Badger Prairie County Park to expand Badger Prairie open space. In lieu of acquisition by the public, portions of the property may be appropriate for development in the MR1 category if annexed to the City of Madison and added to the Central Urban Service Area. Residential development of the property shall occur on City of Madison water and on sanitary sewer and should include dedication of parkland to meet parkland dedication requirements, with the dedicated land to be added to adjacent parkland. A generous buffer should be provided for any residential development from the closed sanitary landfill on the county open space located adjacent to the western boundary. If developed for residential purposes, the city and developer should consider a land swap that would allow development on current city-owned open space and Cross Country Road right of way to allow the development to be closer to the established city neighborhood.

Low Residential (LR)
Single-family homes and two-unit structures.
Typical Heights: 1-2 stories



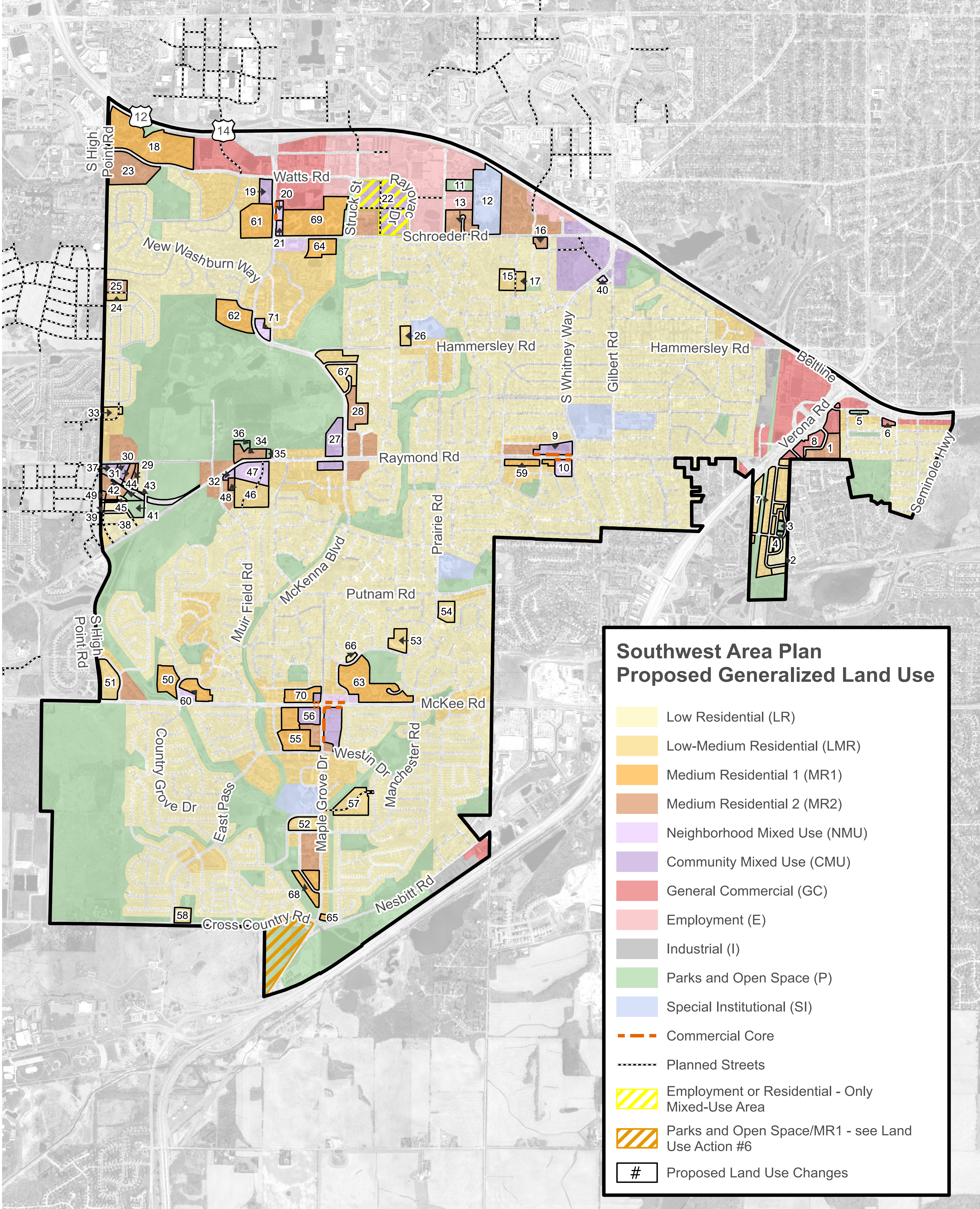
Low-Medium Residential (LMR)
Single-family, duplexes, rowhouses, and small multifamily buildings.
Typical Heights: 1-3 stories



Medium Residential 1 (MR1)
Rowhouses or townhouses, small and large multifamily buildings
Typical Heights: 2-4 stories



Medium Residential 2 (MR2)
Generally larger multifamily buildings or apartment complexes
Typical Heights: 2-5 stories



Neighborhood Mixed-Use (NMU)
Residential, retail, restaurant, service, institutional, and civic uses
Typical Heights: 2-4 stories



Community Mixed-Use (CMU)
An intensive mix of residential, commercial and civic uses.
Typical heights: 2-6 stories



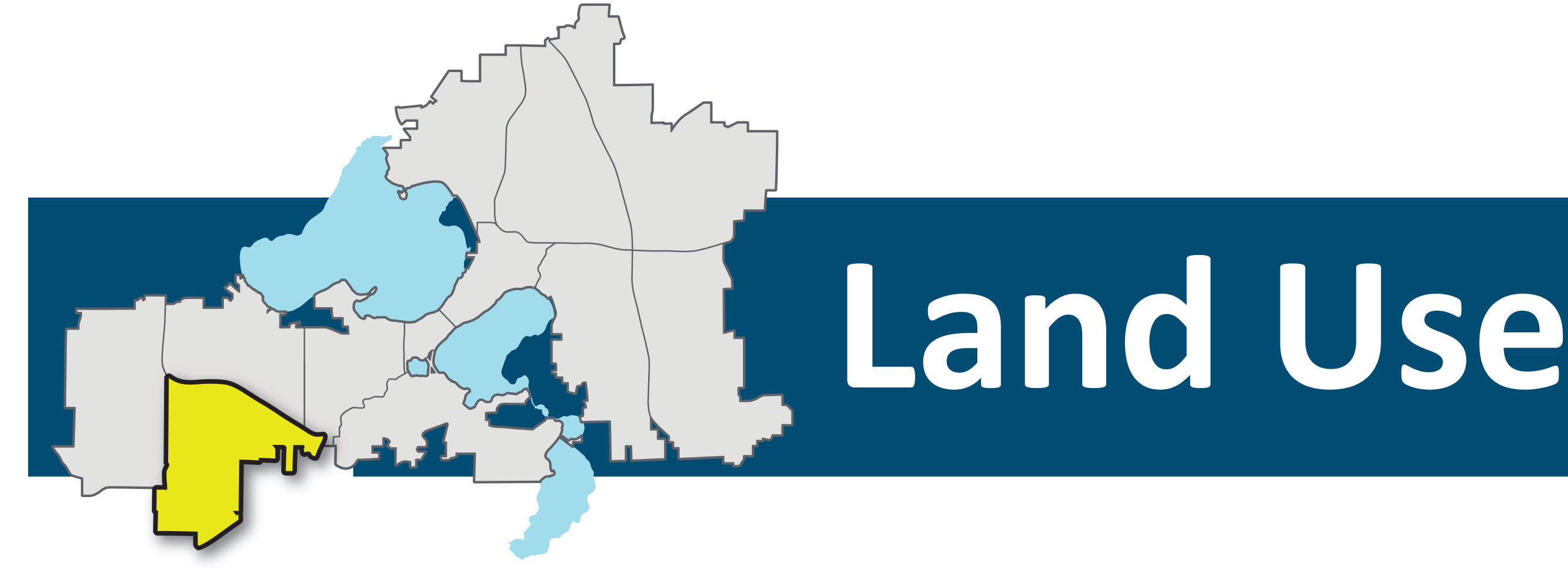
General Commercial (GC)
Retail goods and services, business offices
Typical heights: 1-3 stories

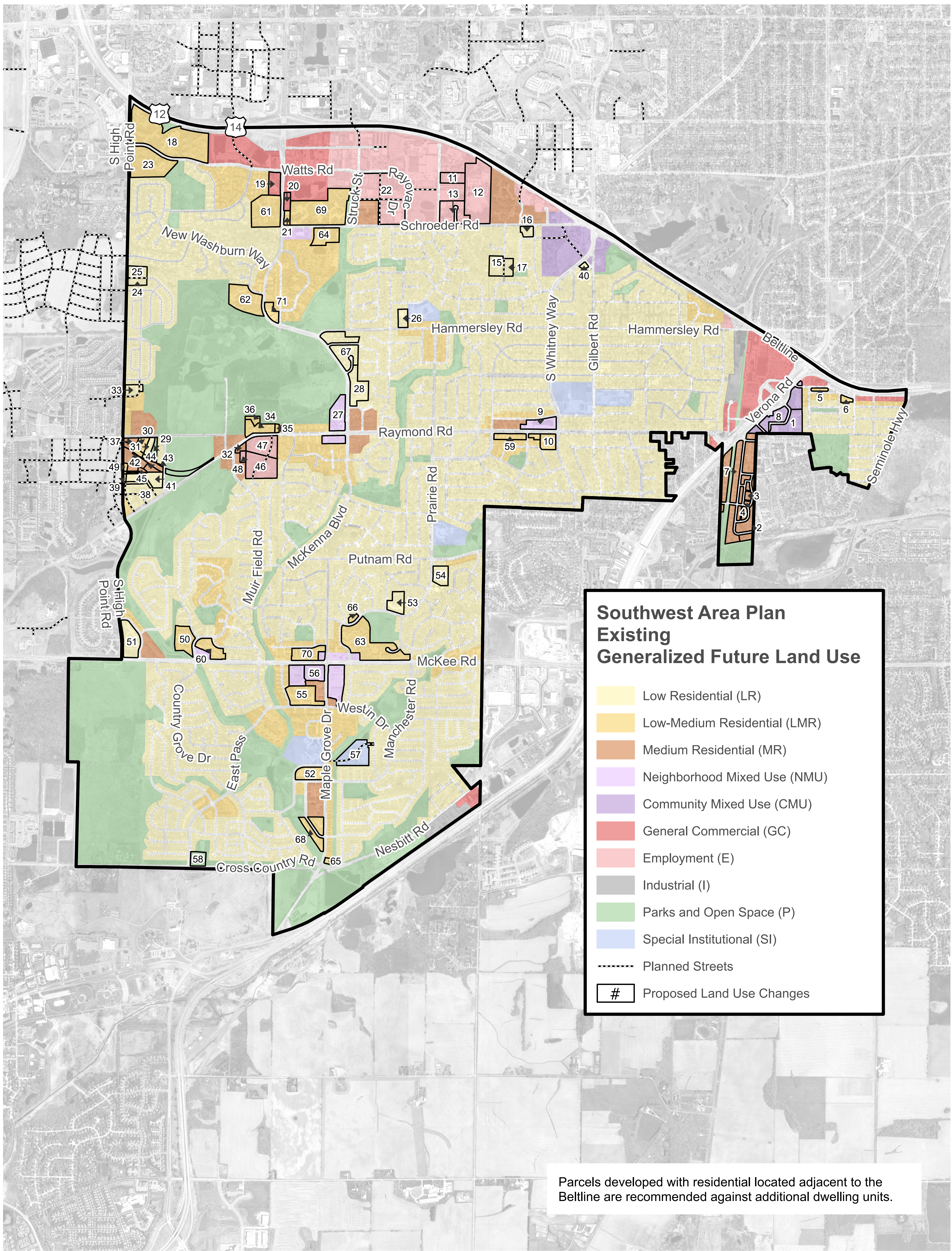


Employment (E)
Office, research, lab, hospitals, clinics, etc.
Typical heights: 1-4 stories

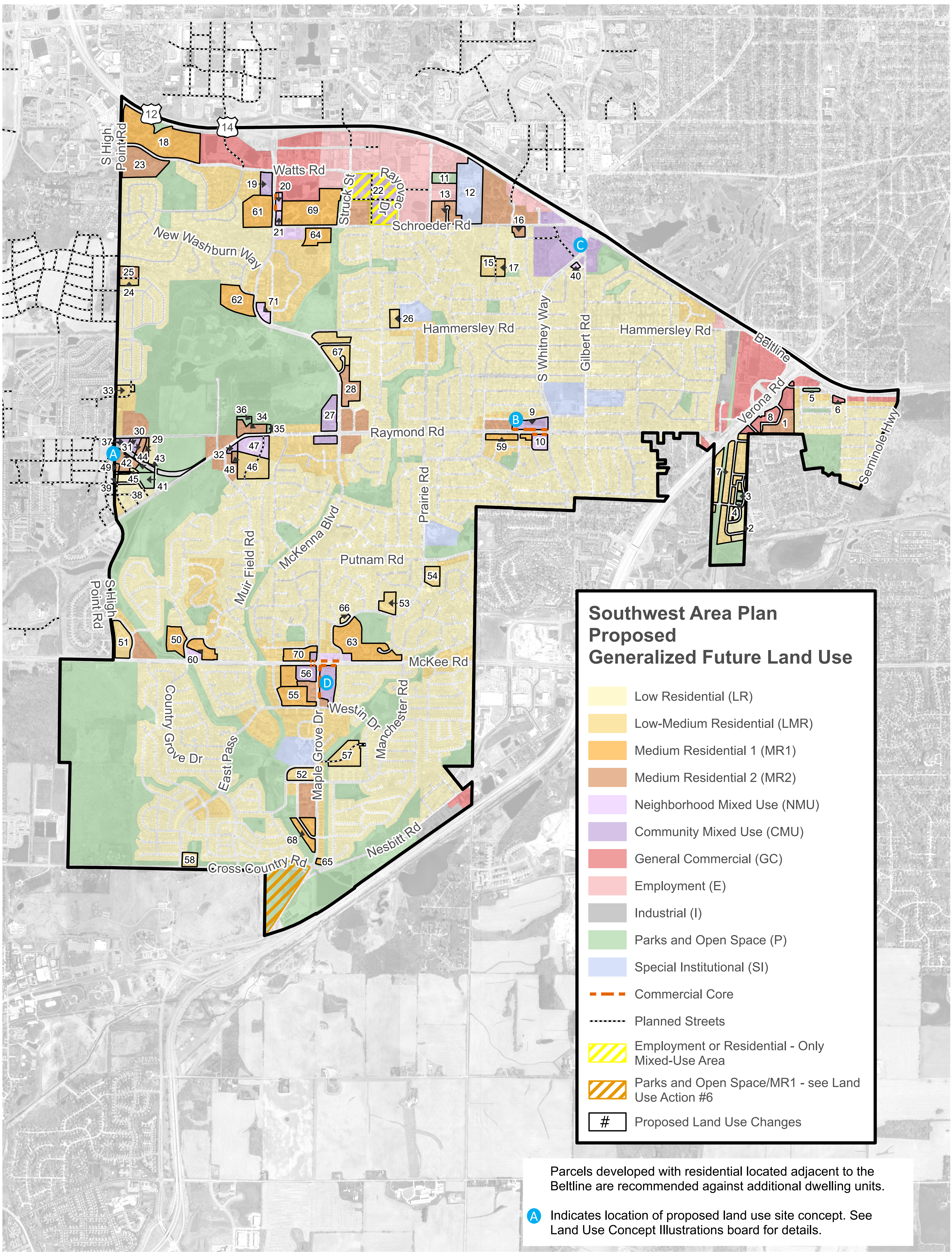


Industrial (I)
Manufacturing, wholesale, storage, distribution and utility uses.
Typical heights: 1-4 stories

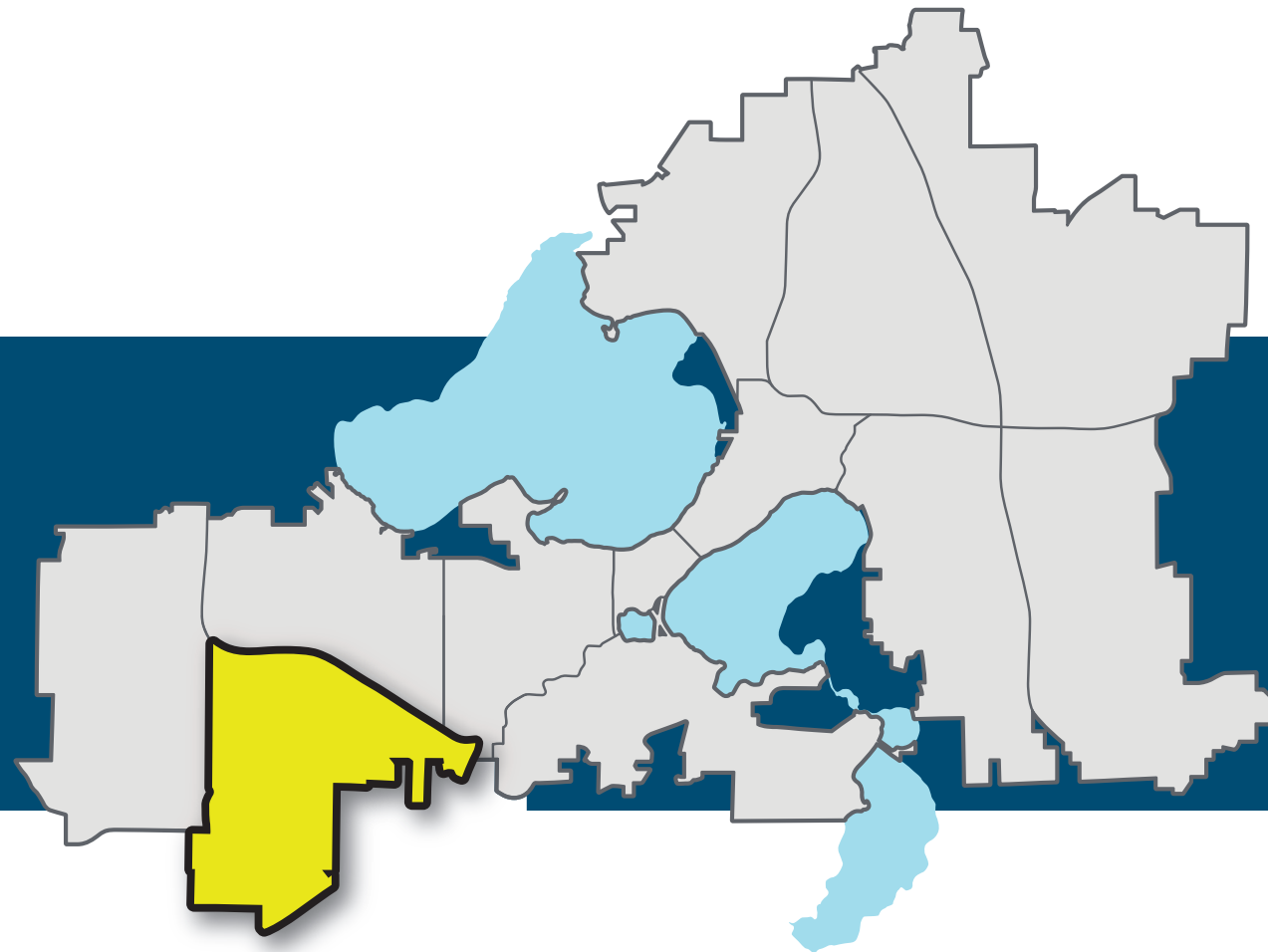




Existing

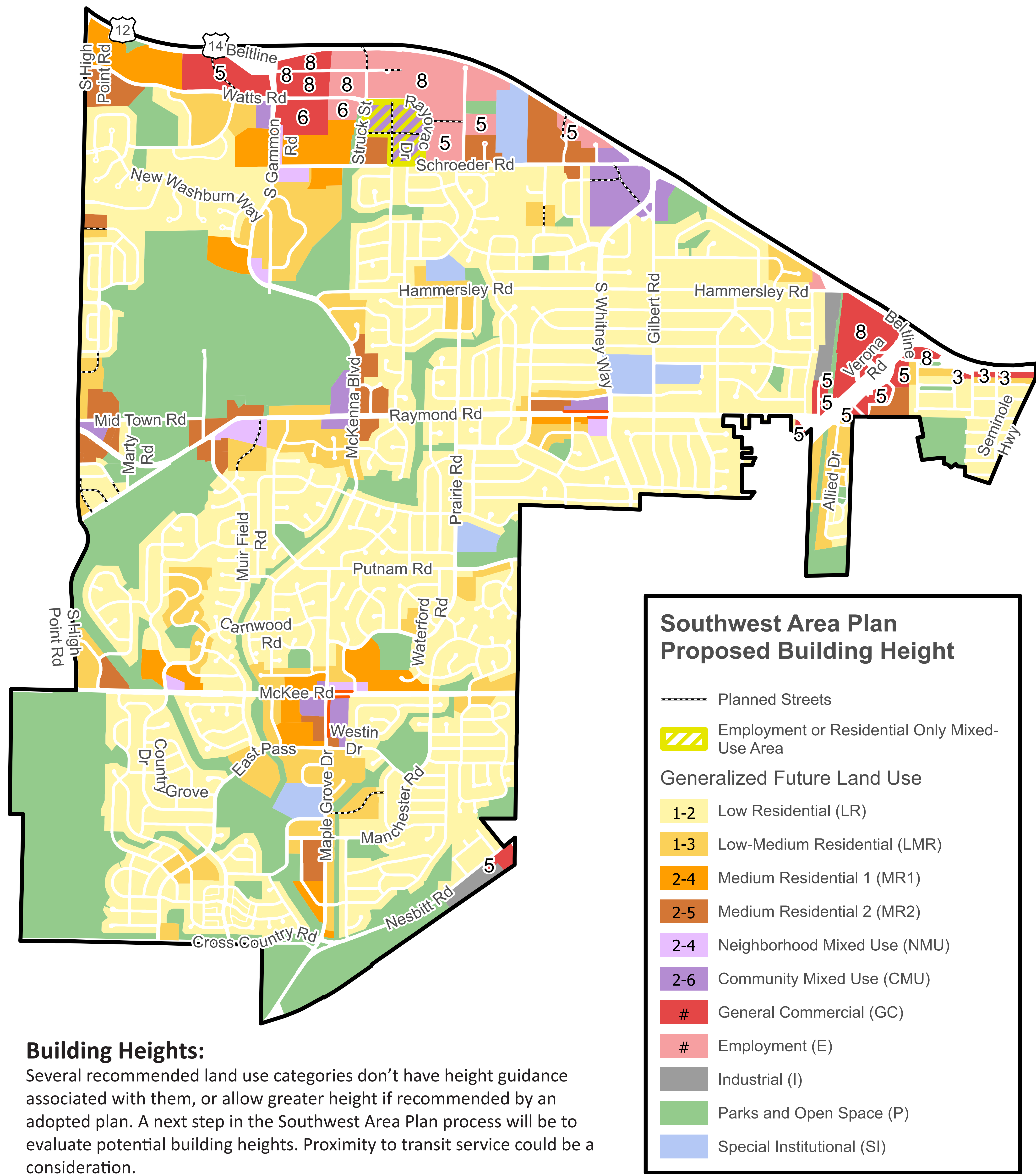


Proposed

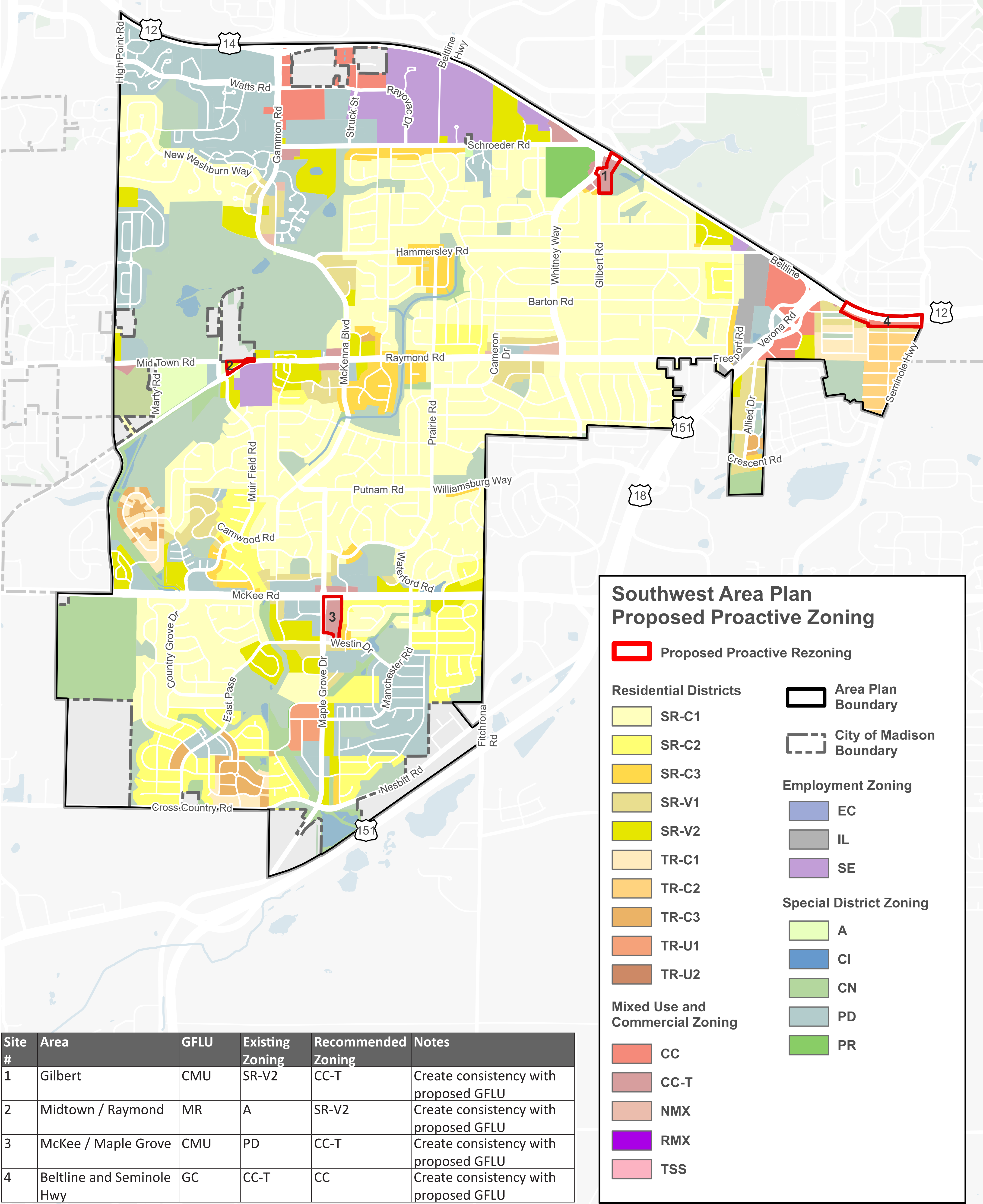


Land Use - Generalized Future Land Use Changes





Building Heights:
Several recommended land use categories don't have height guidance associated with them, or allow greater height if recommended by an adopted plan. A next step in the Southwest Area Plan process will be to evaluate potential building heights. Proximity to transit service could be a consideration.



Site #	Area	GFLU	Existing Zoning	Recommended Zoning	Notes
1	Gilbert	CMU	SR-V2	CC-T	Create consistency with proposed GFLU
2	Midtown / Raymond	MR	A	SR-V2	Create consistency with proposed GFLU
3	McKee / Maple Grove	CMU	PD	CC-T	Create consistency with proposed GFLU
4	Beltline and Seminole Hwy	GC	CC-T	CC	Create consistency with proposed GFLU

Zoning:
Zoning is the legal framework of land use regulation. It often reflects a properties current use, and not the future use envisioned in planning processes. In conjunction with recent planning processes, the City of Madison has begun to proactively rezone select parcels to prevent development that is inconsistent with plan recommendations and to simplify and streamline the review process for proposals consistent with the Comprehensive Plan. This could occur after the adoption of the Southwest Area Plan, but the Plan will likely contain rezoning recommendations. The first step is to identify areas with diverging land use recommendations and zoning that could be proactively rezoned.

Land Use - Building Height and Zoning



- Proposed Residential Category Changes**
- This board focuses on the topic of how to handle mapping for Low-Medium Residential (LMR) “select conditions” areas, aka “escalator clause” areas. The “select conditions” are shown with two asterisks (“**”) and the associated footnote under the Residential Future Land Use Categories table (see below).
 - Proposing to add a new land use category, Medium Residential 1 (MR1), and revise the Residential Future Land Use Categories table.

Why are these changes being proposed?

- These changes will increase certainty and establish shared expectations.
- The proposed method addresses the existing uncertainty of not knowing *where* the Low-Medium Residential (LMR) select conditions footnote (“**”) applies across the city. By creating this new MR1 land use category that encompasses the building form and building height of the LMR select conditions footnote, staff can map which areas are appropriate, rather than rely solely on the list of relatively subjective factors to consider in the existing footnote in the table.

Existing Residential Future Land Use Categories Table

Residential Building Form	Low Residential (LR)	Low-Medium Residential (LMR)	Medium Residential (MR)	High Residential (HR)
Single-Family Detached Building				
Civic/Institutional Building				
Two-Family, Two-Unit				
Two-Family – Twin				
Three-Unit Building	*			
Single-Family Attached	*			
Small Multifamily Building	*	**		
Large Multifamily Building		**		
Courtyard Multifamily Building		**		
Podium Building				
Number of Stories	1-2’	1-3	2-5	4-12~
General Density Range (DU/acre)	≤15	7-30	20-90	70+

* Permitted in select conditions at up to 30 DU/ac and three stories, generally along arterial streets or where these types of buildings are already present or planned within an adopted sub-area plan as part of a pattern of mixed residential development.

** Appropriate in select conditions at up to 70 DU/ac and four stories. Factors to be considered include relationships between proposed buildings and their surroundings, natural features, lot and block characteristics, and access to urban services, transit, arterial streets, parks, and amenities.

~ Or taller, if specified by an approved sub-area plan or PD zoning.

’ Dormers or partial third floors are permitted.

- Summary of proposed changes**
- Staff propose to add a new land use category, Medium Residential 1 (MR1), and revise the table as follows:
 - **Low Residential (LR)**
 - Include Three-Unit Building and Single-Family Attached building forms as appropriate uses.
 - **Low Medium Residential (LMR)**
 - Include Small Multi-Family Buildings as appropriate uses.
 - **Medium Residential 1 (MR1) - a new category**
 - MR1 includes the same development parameters as the existing LMR “select conditions” parameters in terms of building form, maximum building height (four stories), and recommended density (20-70 dwelling units/acre). As this new category is added to portions of GFLU Map over time, it removes use of the LMR Escalator clause.
 - **Medium Residential**
 - Rename Medium Residential 2 (MR2).
 - Parameters remain the same.

Proposed Residential Future Land Use Categories Table

Residential Building Form	Low Residential (LR)	Low-Medium Residential (LMR)	Medium Residential 1 (MR1)	Medium Residential 2 (MR2)	High Residential (HR)
Single-Family Detached Building					
Civic/Institutional Building					
Two-Family, Two-Unit					
Two-Family – Twin					
Three-Unit Building					
Single-Family Attached					
Small Multi-Family Building	*				
Large Multi-Family Building		✖			
Courtyard Multi-Family Building					
Podium Building					
Number of Stories	1-2’	1-3	2-4	2-5	4-12~
General Density Range (DU/acre)	≤15	7-30	20-70	20-90	70+

* Appropriate in select conditions at up to 30 DU/ac and three stories, generally along arterial streets or where these types of buildings are already present or planned within an adopted sub-area plan as part of a pattern of mixed residential development.

** Appropriate in select conditions at up to 70 DU/ac and four stories. Factors to be considered include relationships between proposed buildings and their surroundings, natural features, lot and block characteristics, and access to urban services, transit, arterial streets, parks, and amenities. Does not apply to the Southeast and Southwest Area Plans.

~ Or taller, if specified by an approved sub-area plan or PD zoning.

’ Dormers or partial third floors are permitted.

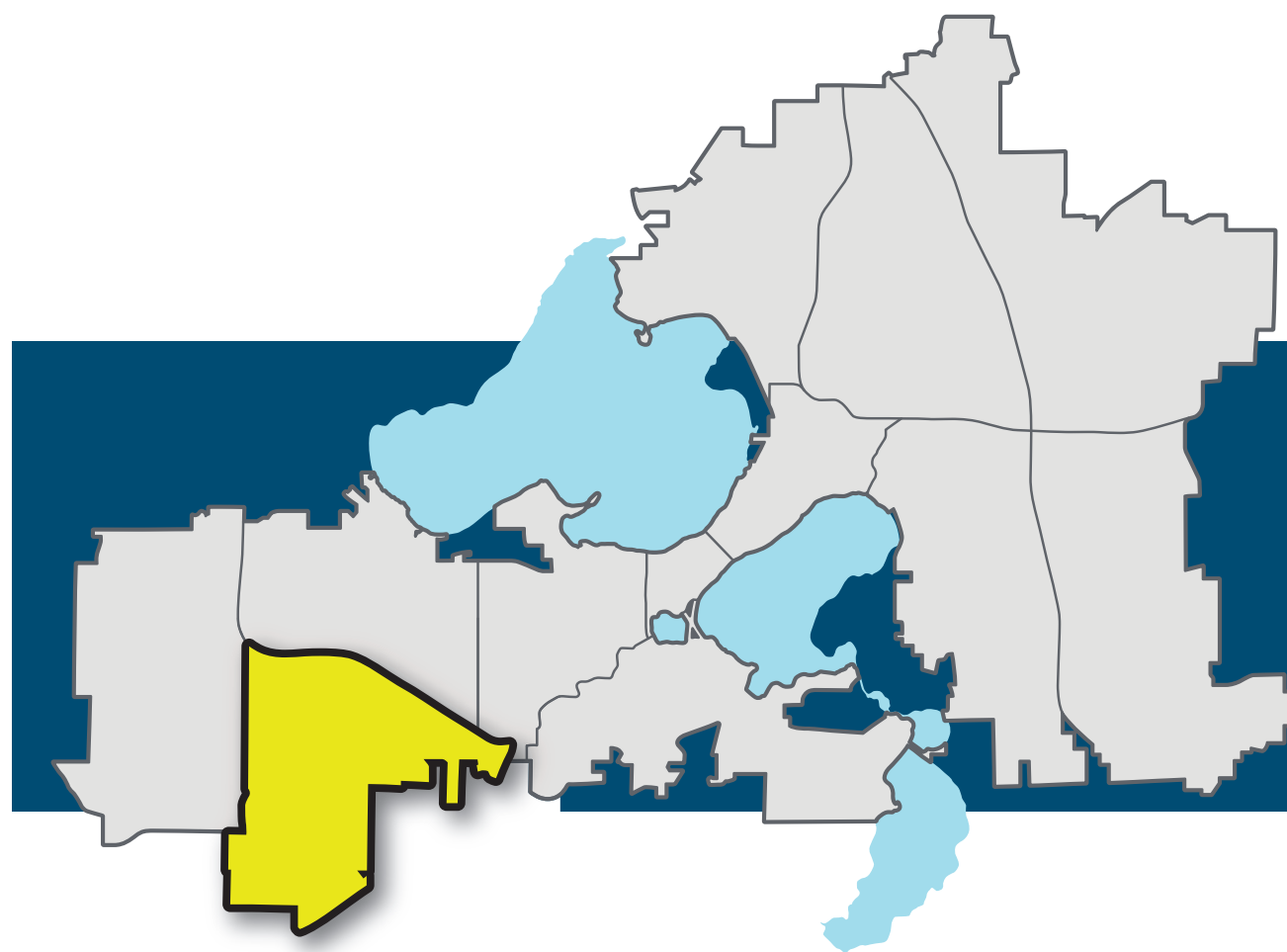
Low-Medium Residential (LMR)
Single-family, duplexes, rowhouses, and small multifamily buildings.
Typical Heights: 1-3 stories



Medium Residential 1 (MR1)
Rowhouses or townhouses, small and large multifamily buildings
Typical Heights: 2-4 stories

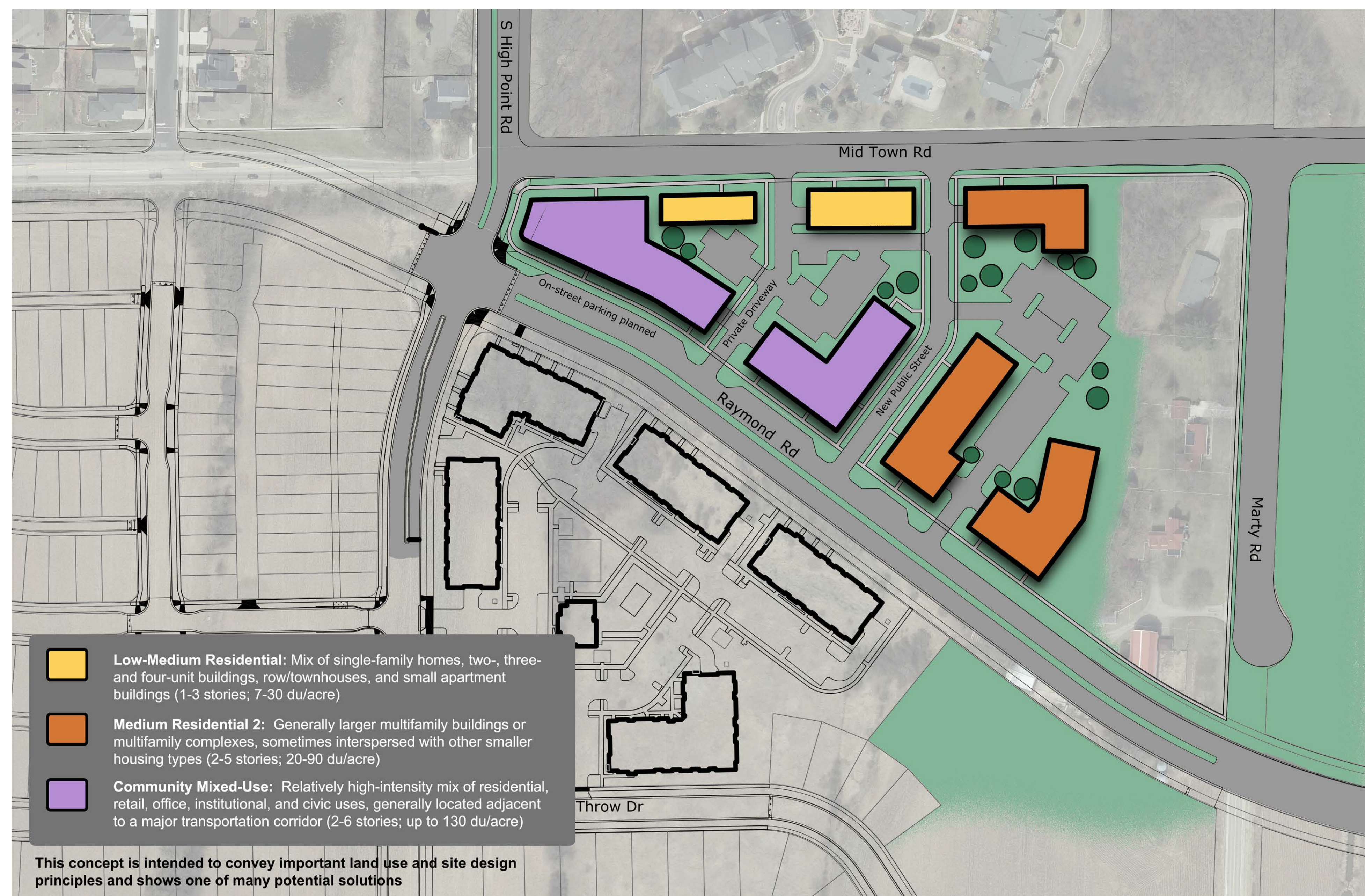


Medium Residential 2 (MR2)
Generally larger multifamily buildings or apartment complexes
Typical Heights: 2-5 stories

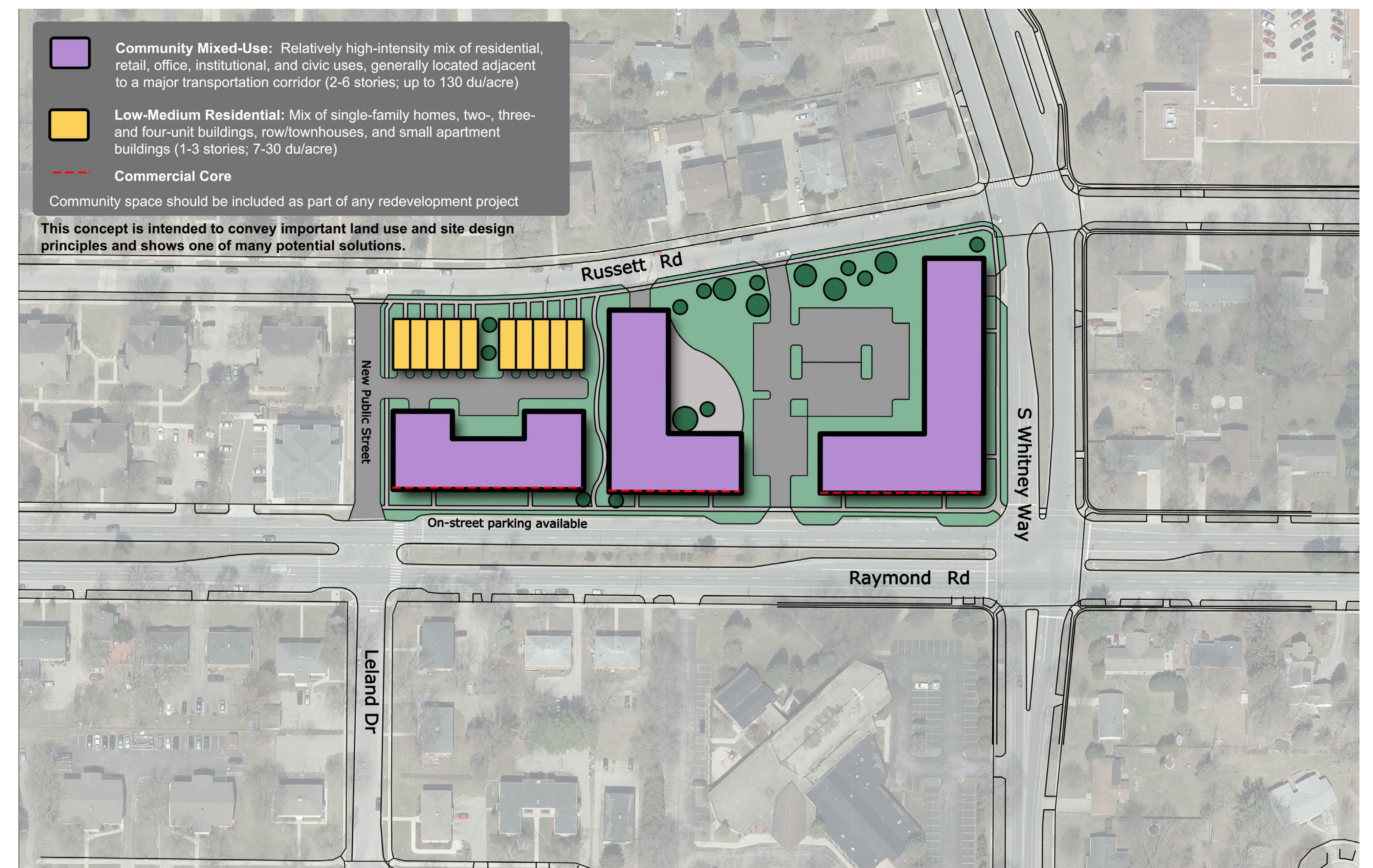


Land Use - Residential Category Changes

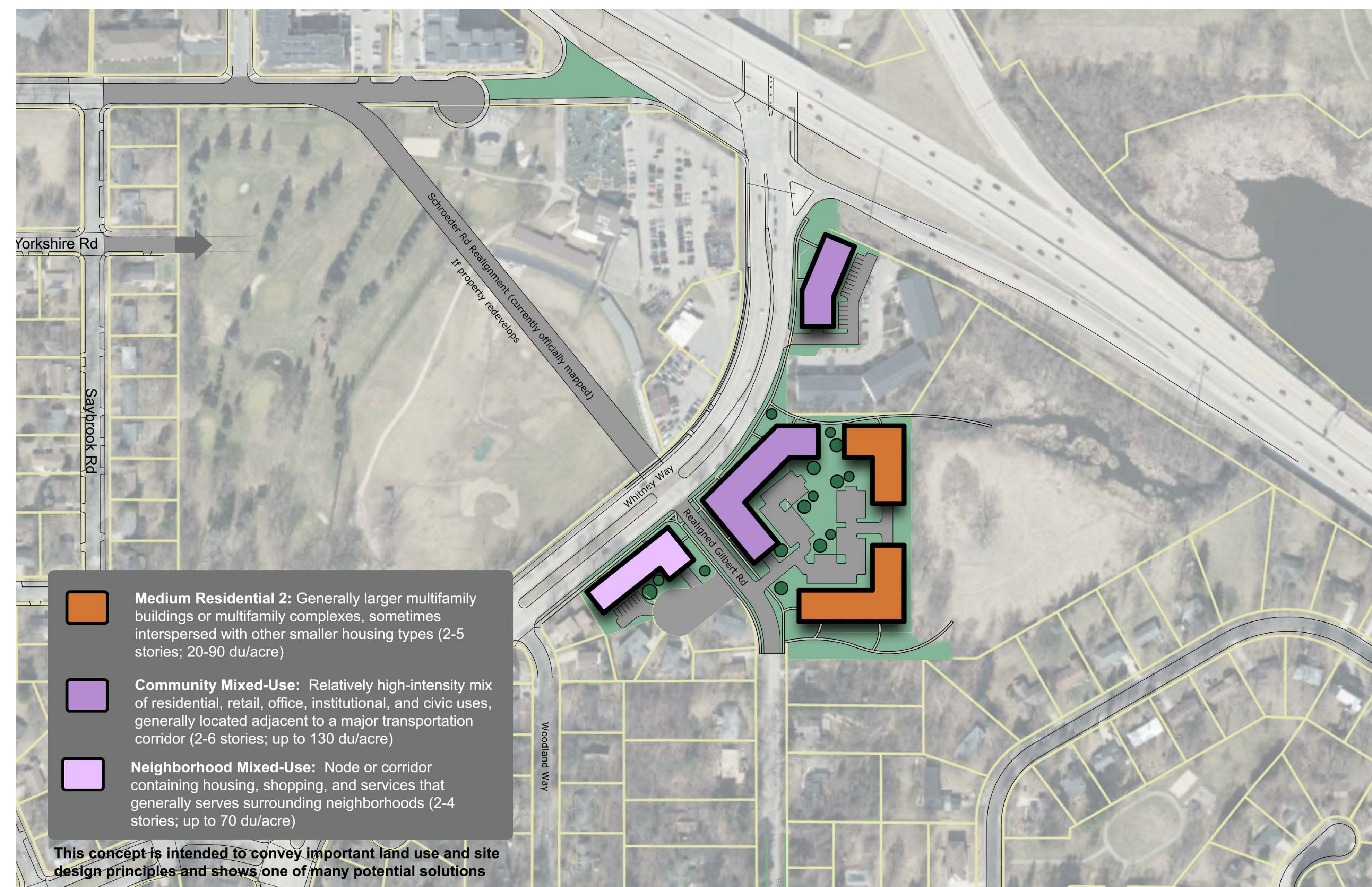




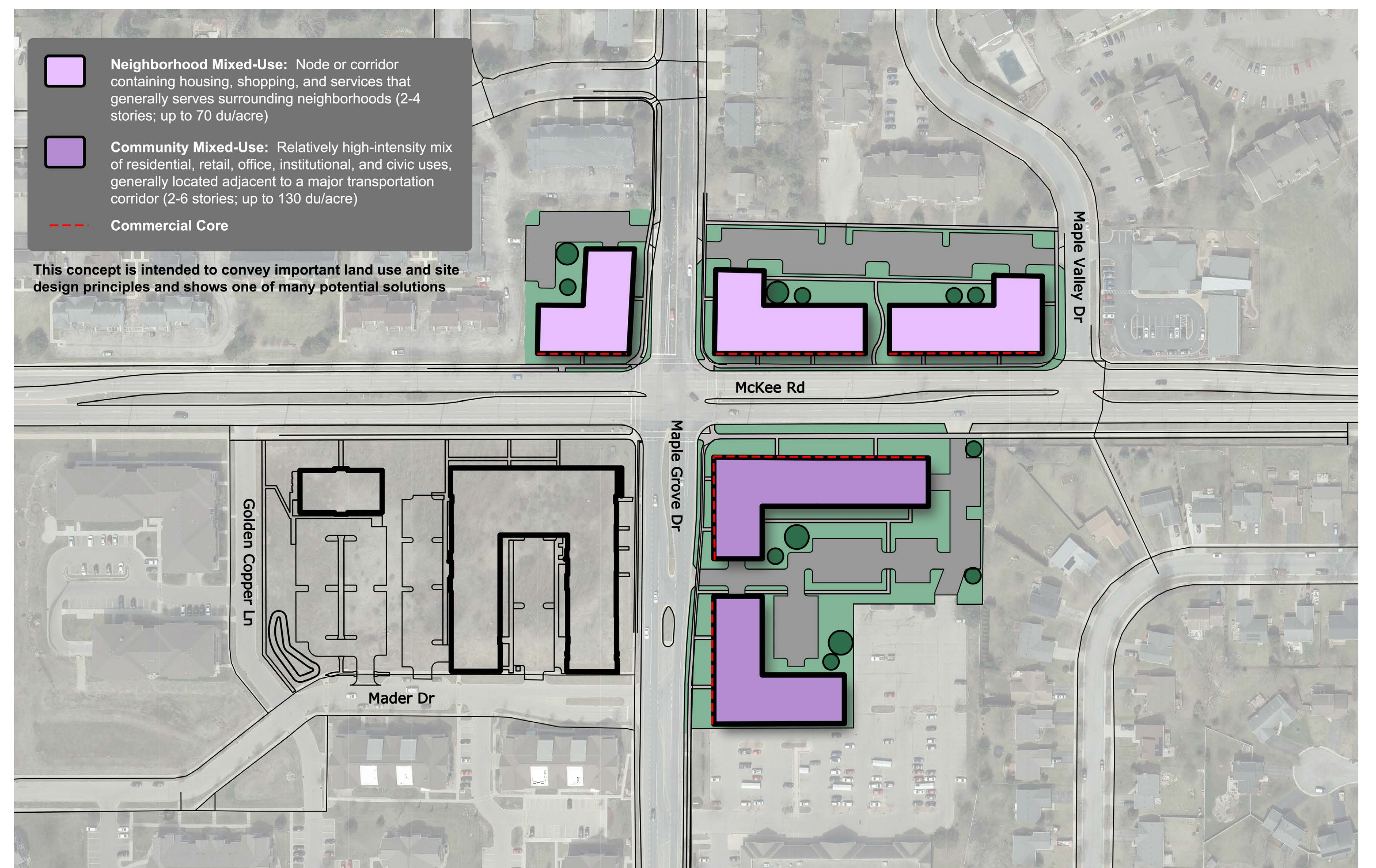
A Mid Town Rd and Raymond Rd



B Meadowood Shopping Center



C Whitney Way and Schroeder Rd



D Maple Grove Dr and McKee Rd

Note: These site concepts have been drafted to illustrate what property owners **could** propose for selected mixed-use areas within the Plan Area under the GFLU Map's guidance. They are **examples only** – no redevelopment projects have been proposed.

Land Use Concept Illustrations



Introduction

Transportation-related issues were commented on the most by the public thus far in the planning process. The Plan includes transportation actions to improve the safety and connectivity of the city’s pedestrian and bicycle network. Actions are also included for transit enhancements and street connectivity and safety.

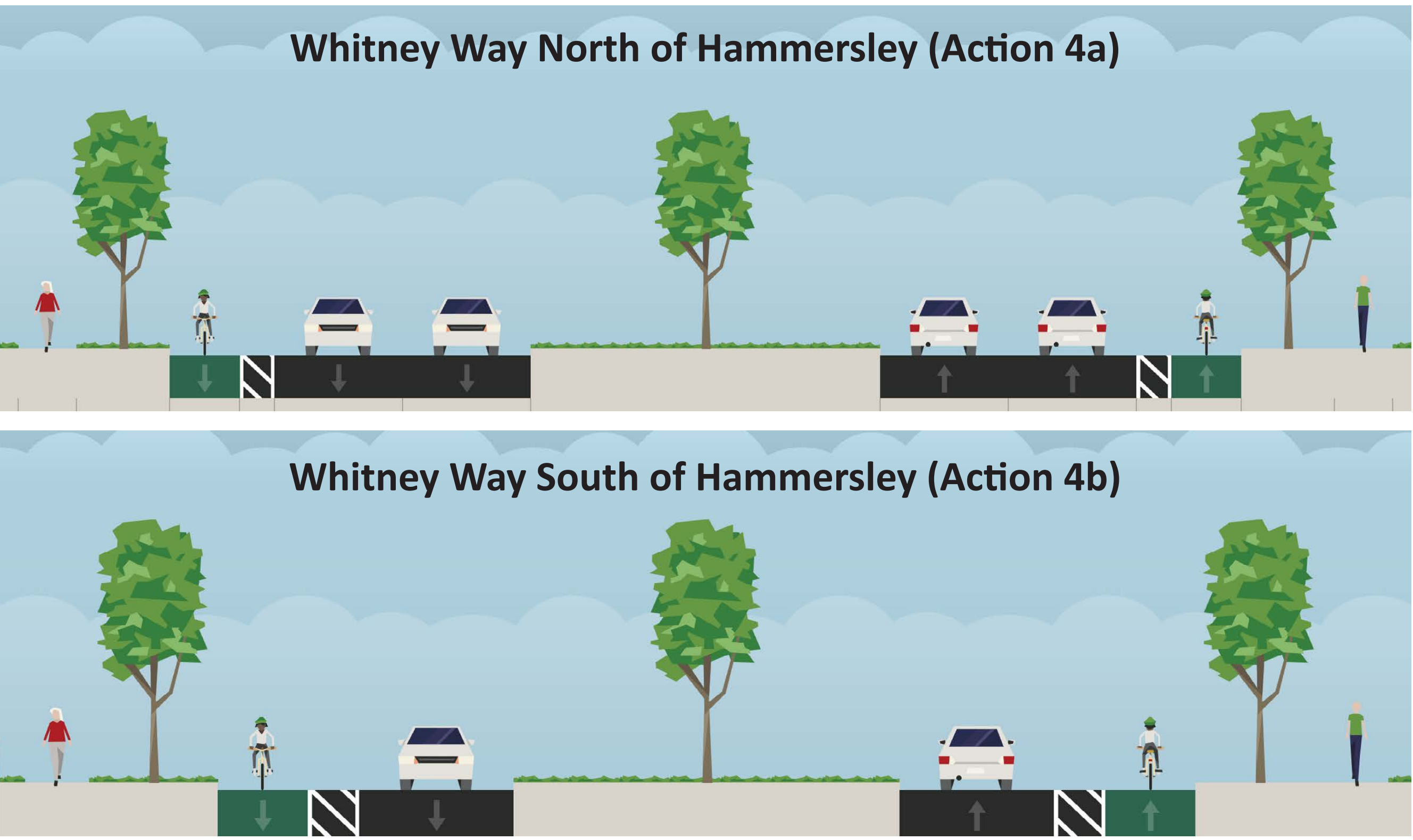
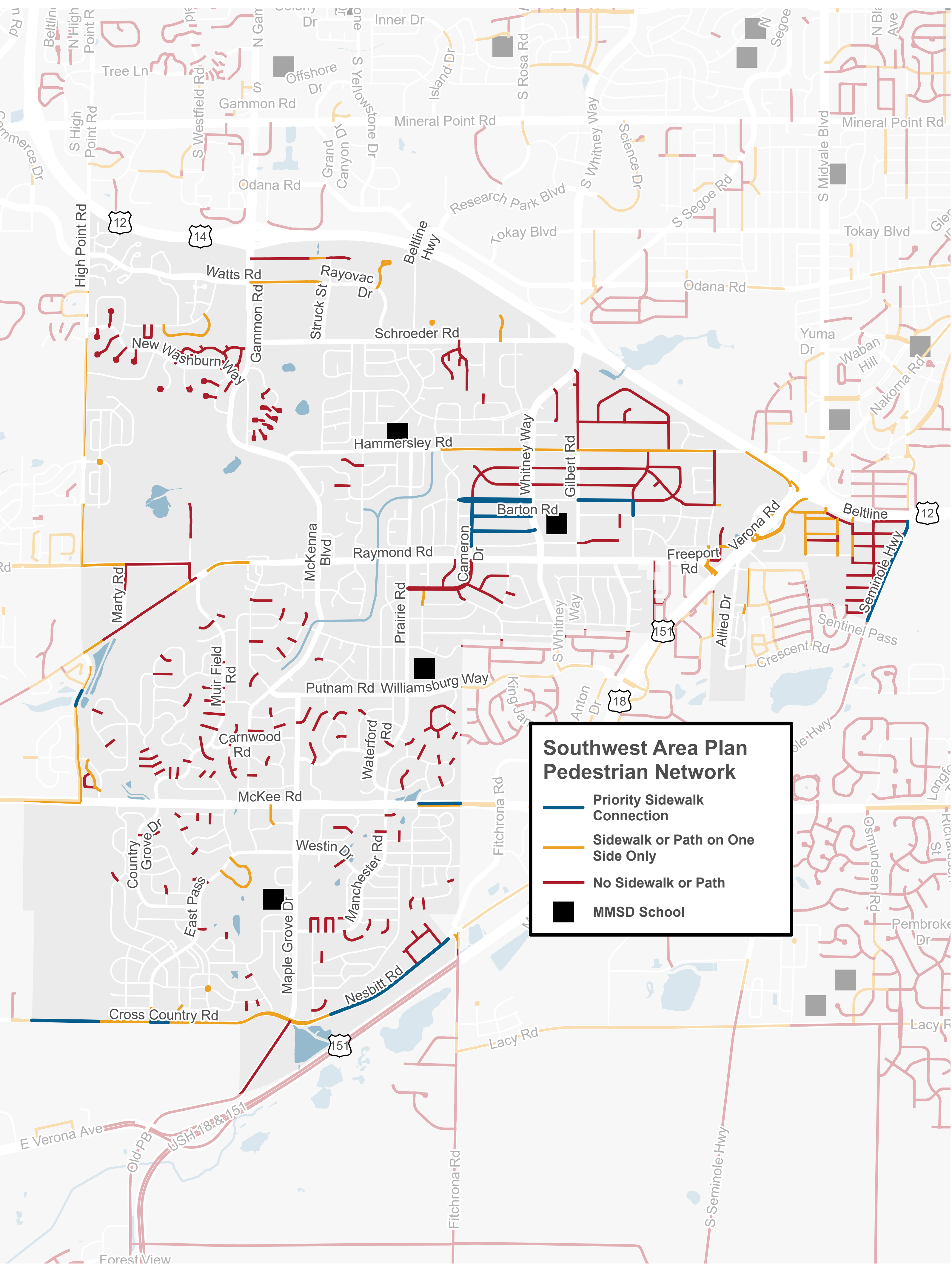
What We’ve Heard

- The area has a disconnected sidewalk, path, and bike route network.
- Speeding concerns in a variety of locations (also see the Health and Safety section).
- Appreciation for the new Hammersley Road shared-use path and a desire to extend it west to Elver Park.
- A need for more safe street crossings of busy roads.
- A desire for more bus shelters.
- Requests for a roundabout at the Maple Grove-Nesbitt-Cross Country intersection.
- Concern about school traffic on Woodington Way by Anana Elementary.

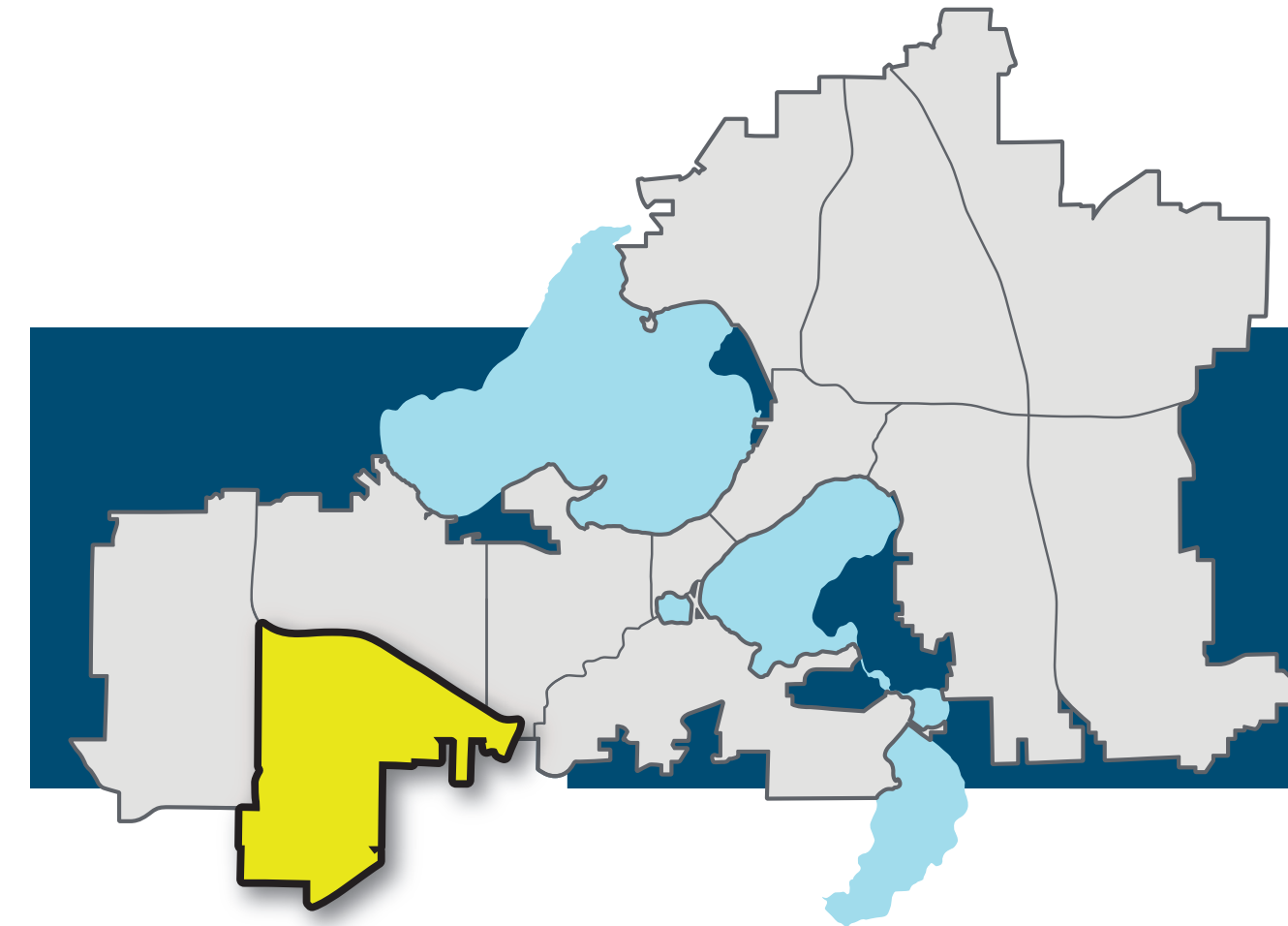
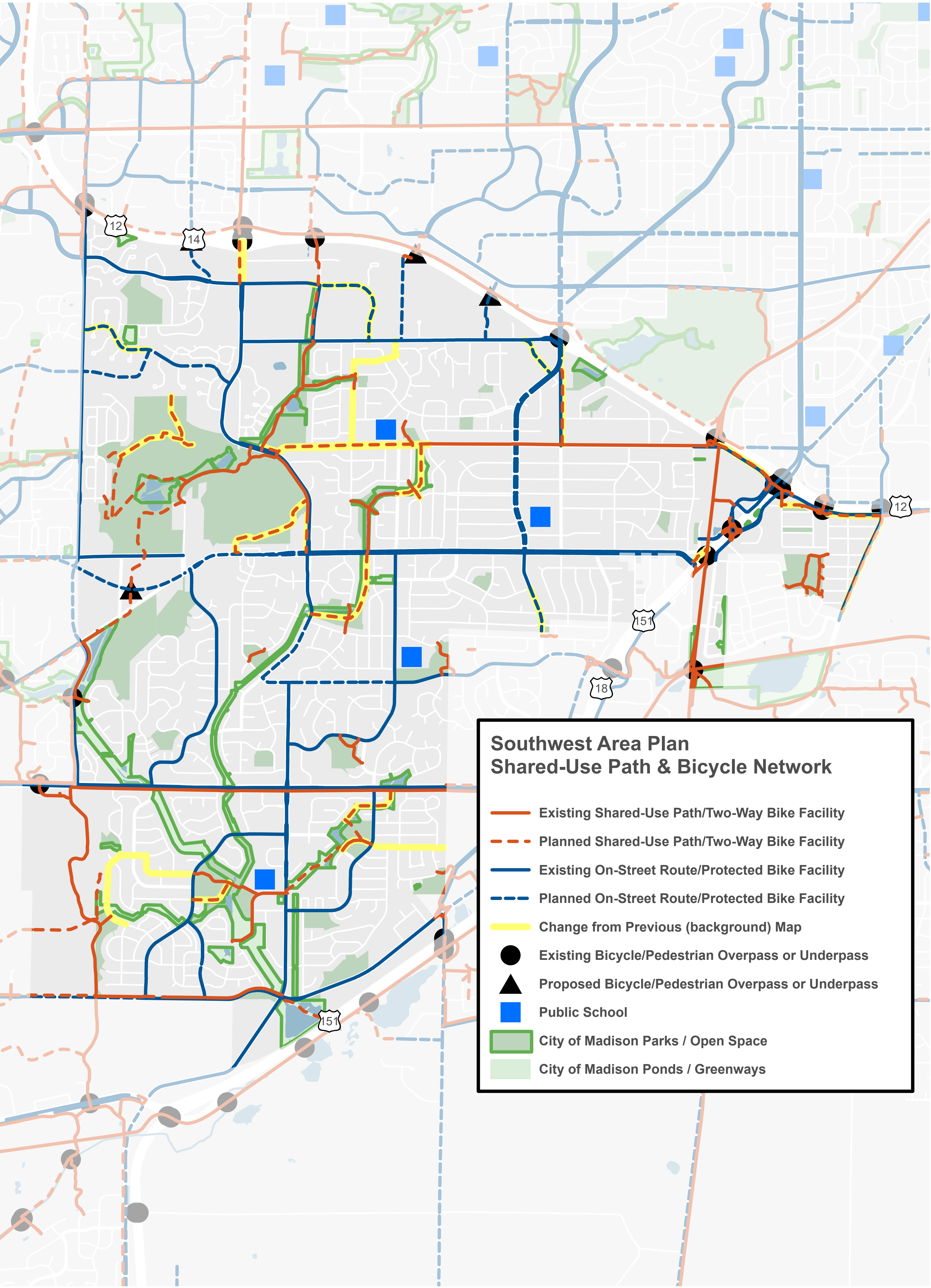
Draft Actions

Pedestrian and Bicycle Network

1. Close gaps in the sidewalk network shown on the Sidewalk Network Map through the Safe Streets Madison Program, as streets are reconstructed, and as priority sidewalk additions along major streets and close to schools can be constructed.
2. Create a shared-use path on Gilbert Rd. between Hammersley Rd. and Whitney Way by removing bicycle lanes to narrow the street.
3. Work with the City of Fitchburg and UW-Madison Arboretum to upgrade Seminole Highway bicycle facilities to All Ages and Abilities (AAA) standards from the Beltline to the Cannonball Path.
4. Add buffered bike lanes on Whitney Way:
 - a. North of Hammersley Rd, where the street is wider and the traffic count is higher, the lanes should replace little-used on-street parking (see diagram below).
 - b. South of Hammersley Rd, where the road is narrower and the traffic count is lower, the lanes can replace currently unmarked asphalt where it is unclear whether the space is meant to be a travel lane, parking lane, or bicycle lane (see diagram below).
5. Increase pedestrian and shared-use path connectivity to and through Elver Park, especially from the south and west, as part of the upcoming Elver Park Master Plan (see the Green and Resilient Chapter for more on Elver Park).
6. Monitor changing traffic patterns on existing streets as a result of the new Midpoint Meadows and Hill Valley subdivisions within and along the south/southwest portion of the planning area and make adjustments to existing streets and intersections to improve pedestrian, bicyclist, and traffic safety as the new neighborhoods are developed.
7. Improve the safety of pedestrian crossings along Manchester Rd. by adding bump outs, continental crosswalks, and Rapid Flashing Beacons in key locations.
8. Extend the existing shared-use path along Hammersley Rd. west to McKenna Blvd.



Sidewalk policy: City policy is to install sidewalks on both sides of the street as streets are reconstructed, though exceptions can be made for local circumstances. The Southwest Area Plan recommends prioritizing new sidewalk connections along major roads and close to Orchard Ridge/Toki Schools (see blue lines on the map to the left).

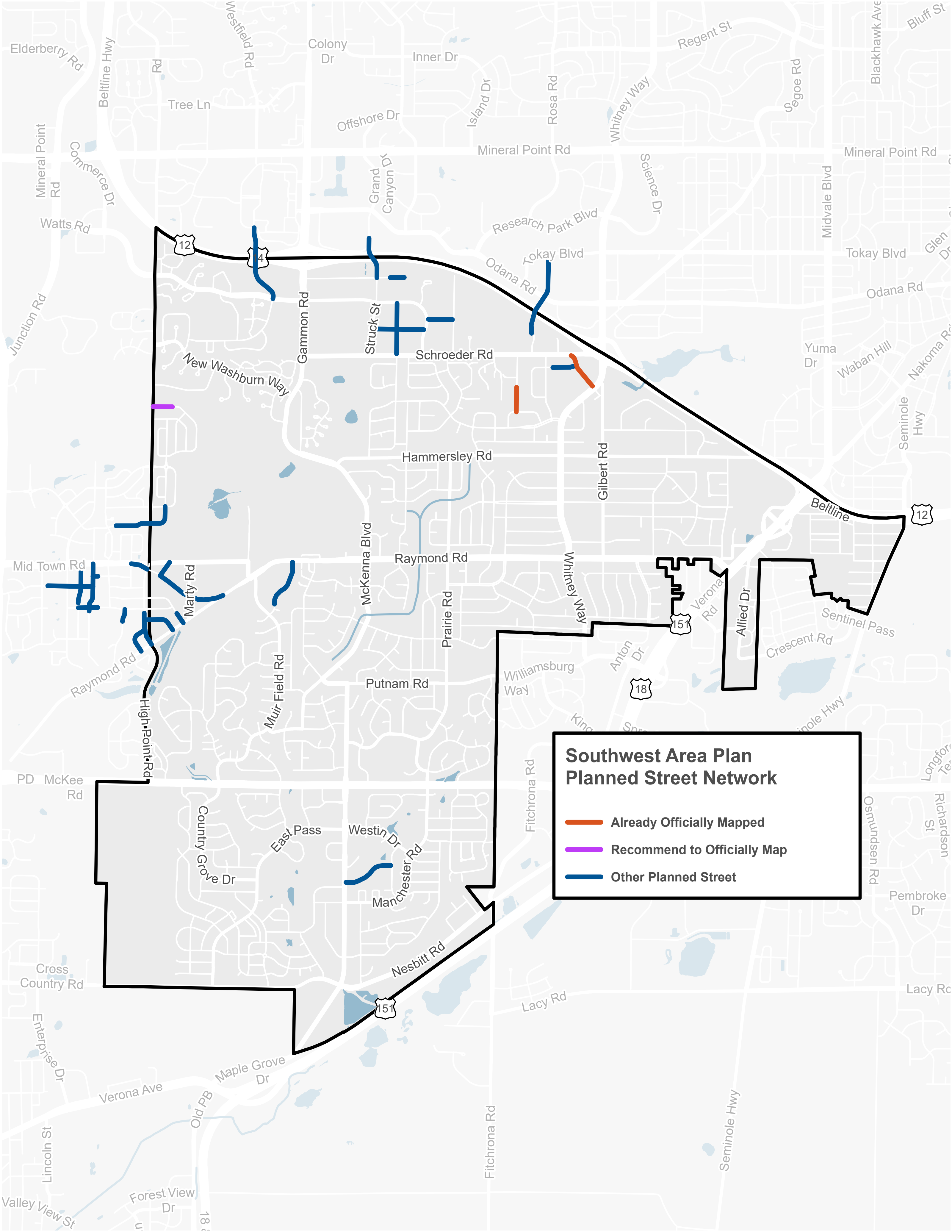


Transportation - Pedestrian and Bicycle Network



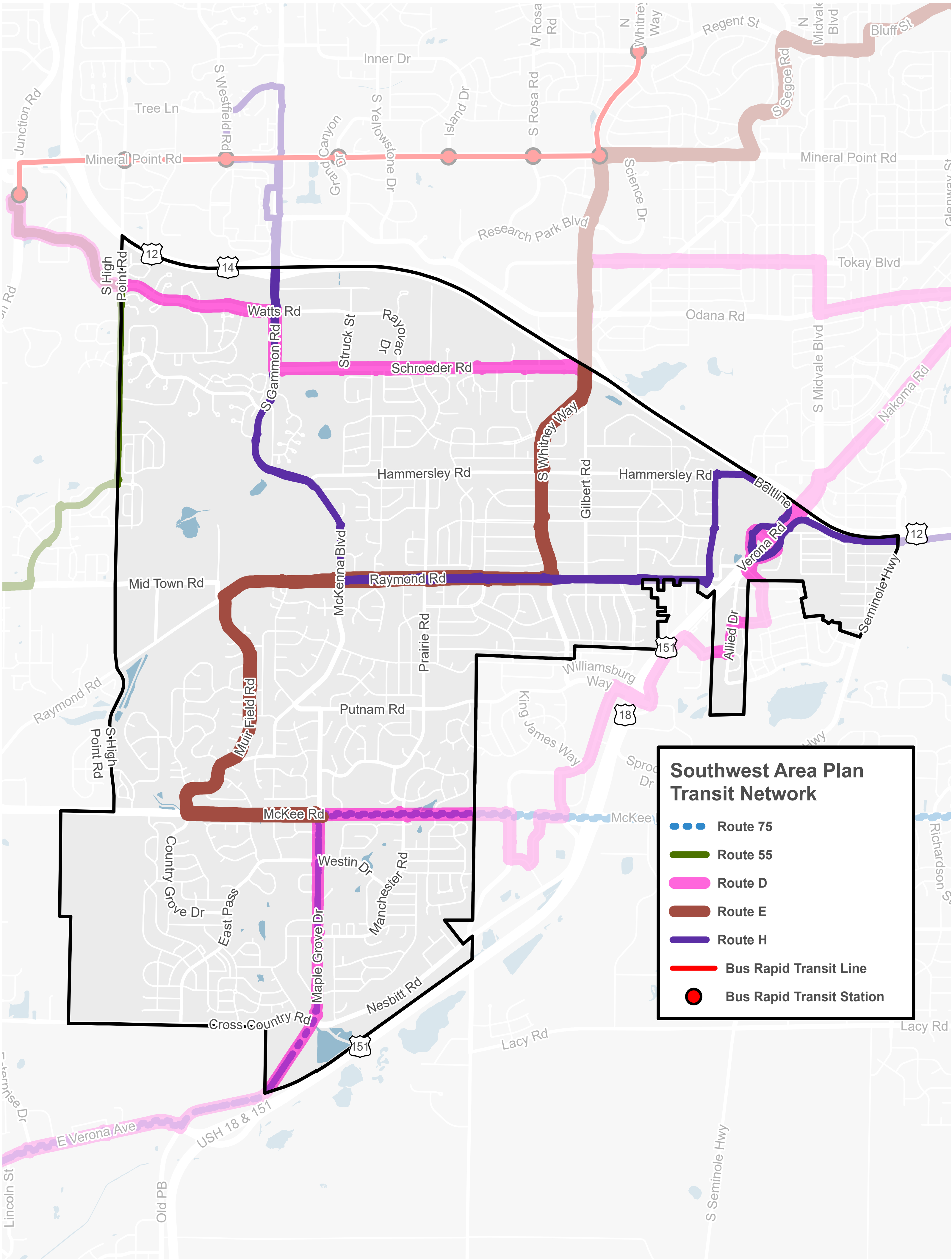
Street Connectivity and Traffic Circulation

- 9. Undertake the grant-funded Safe Streets for All review of Schroeder Rd. to develop a detailed list of safety improvements to reduce speeding and improve safety for drivers, pedestrians, and bicyclists. Improvements may include such things as narrowing the street at select locations, traffic calming, reviewing Rayovac Dr. and Forward Dr. for the potential addition of an all-way stop or traffic signal, and adding flashing beacons at frequently used pedestrian crossings.
- 10. If Vitense redevelops, realign Schroeder Rd. away from the Beltline-Whitney Way interchange onto the existing officially mapped corridor through the property (see the Planned Street Network map).
- 11. Reconfigure South High Point Rd. to have one travel lane in each direction, with a center turn lane and buffered bike lanes.
- 12. Raymond Road:
 - a. Short-term: Using Safe Streets Madison and possible grant and/or TIF funding, increase pedestrian and bicyclist safety and decrease speeding by adding bump outs at intersections, RRFBs, and through other incremental measures.
 - b. Long-term: Evaluate the road for a possible reduction in the number of travel lanes after the planned Raymond-Mid Town connection is made.
- 13. Improve safety along Woodington Way by:
 - a. Working with MMSD to evaluate improvements to pedestrian access to Hammersley Road to provide an alternative to student pickup and drop off along Woodington Way.
 - b. Working with MMSD to evaluate safe routes to school improvements to improve safety for students walking and biking to school, making pickup and drop off by automobile less necessary.
 - c. Evaluating expansion of current parking restrictions along the street.
 - d. Exploring with residents and staff whether making the street one-way would improve safety.
- 14. Coordinate with MMSD to prioritize on-site bus/car pickup/drop off at Toki and Orchard Ridge as the District implements school reconstruction projects.
- 15. Install a roundabout at the intersection of Cross Country Rd., Maple Grove Dr., and Nesbitt Rd.
- 16. Officially map:
 - a. The extension of Hampshire Pl. from its current dead end to connect with Suffolk Rd.
 - b. The extension of Meadow Sweet Dr. from its current dead end to connect with High Point Rd.



Transit

- 17. Install additional bus shelters, including at:
 - a. Raymond Rd. at S Whitney Way (stops 8512 and 8937).
 - b. Allied Dr. at Jeneweine Rd. (stops 4446 and 4547).
 - c. Red Arrow Trl. at Verona Rd. (stops 4716 and 4861).
- 18. Study the feasibility of restoring transit service along Hammersley Rd.
- 19. As funding allows, add busses on Route D to address crowding during high-use times.



Complete Green Streets

Complete Green Streets is a recently adopted city approach that provides a consistent process for planning, designing, building, and operating streets in a way that better reflects our community values and increases safety and equity. The City is committing to designing and operating the entire right of way to prioritize safety, connectivity for people traveling whether they are walking, taking transit, biking, or driving and ensuring the green infrastructure needs of a resilient city. The following street types are intended to consistently and equitably apply Complete Green Streets principles.

Street Types:

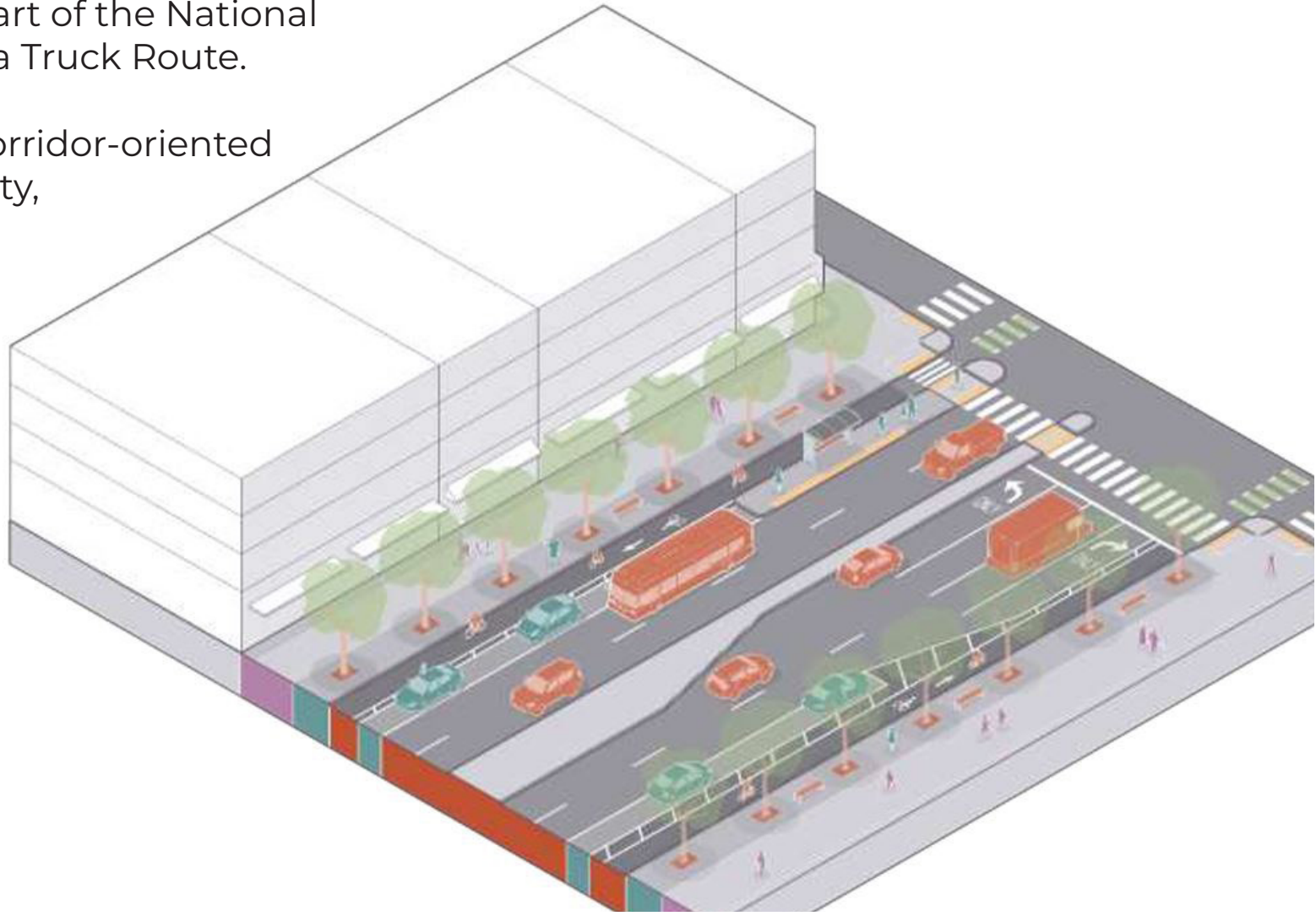
Urban Avenue

Major streets that serve as backbones of the street network and convey large numbers of people via multiple modes. High numbers of transit boardings and amount of cross traffic. May be part of the National Highway System and/or serve as a Truck Route.

Context: Downtown and other corridor-oriented large scale mixed use. High density, consolidated parcels.

Functional Classifications: Arterials

Target Speed: 25 mph



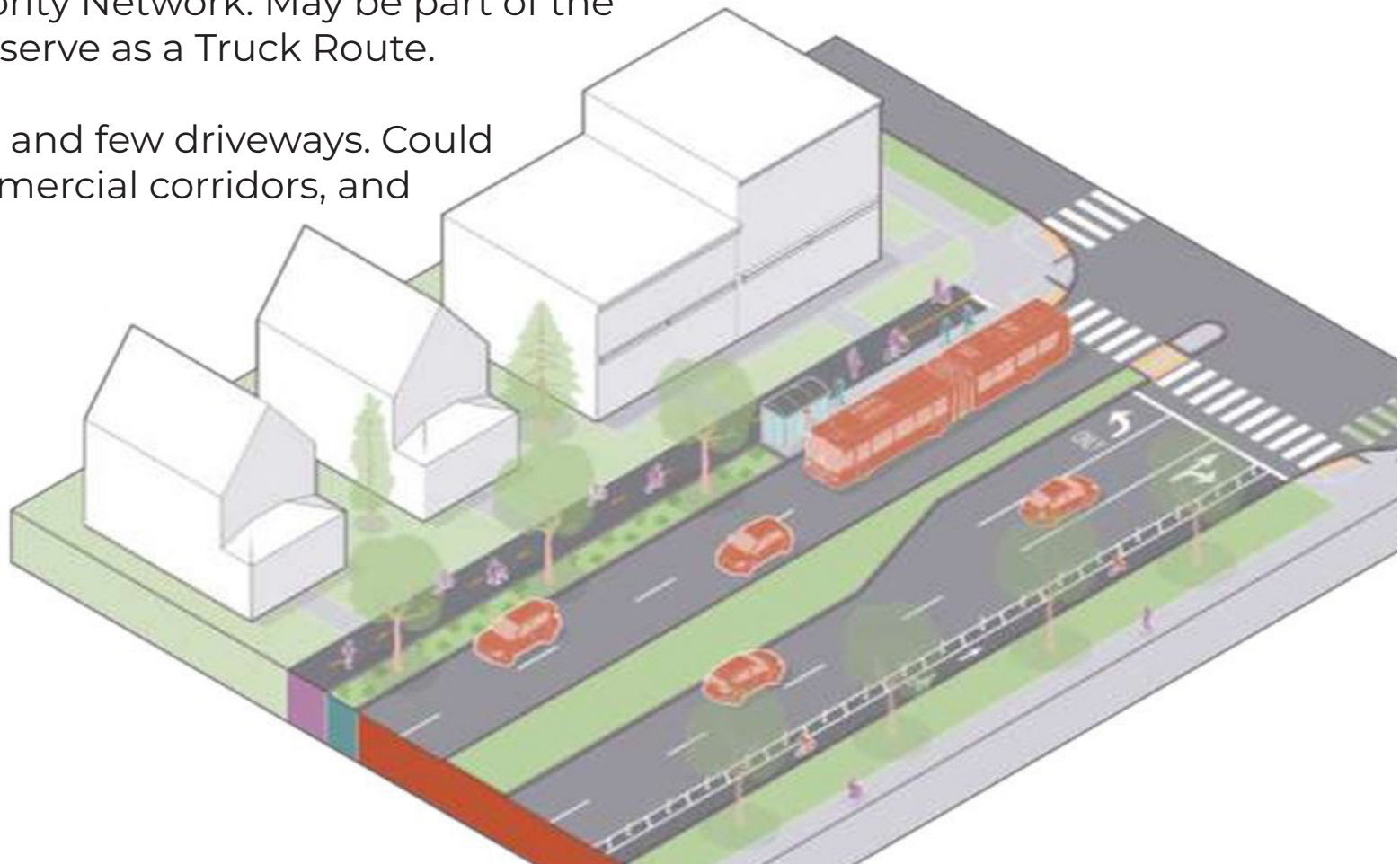
Boulevard

Connecting major streets conveying large numbers of people. Frequently part of the Transit Priority Network. May be part of the National Highway System and/or serve as a Truck Route.

Context: Areas with longer blocks and few driveways. Could be edges of neighborhoods, commercial corridors, and new mixed-use.

Functional Classifications: Arterials

Target Speed: 25-30 mph



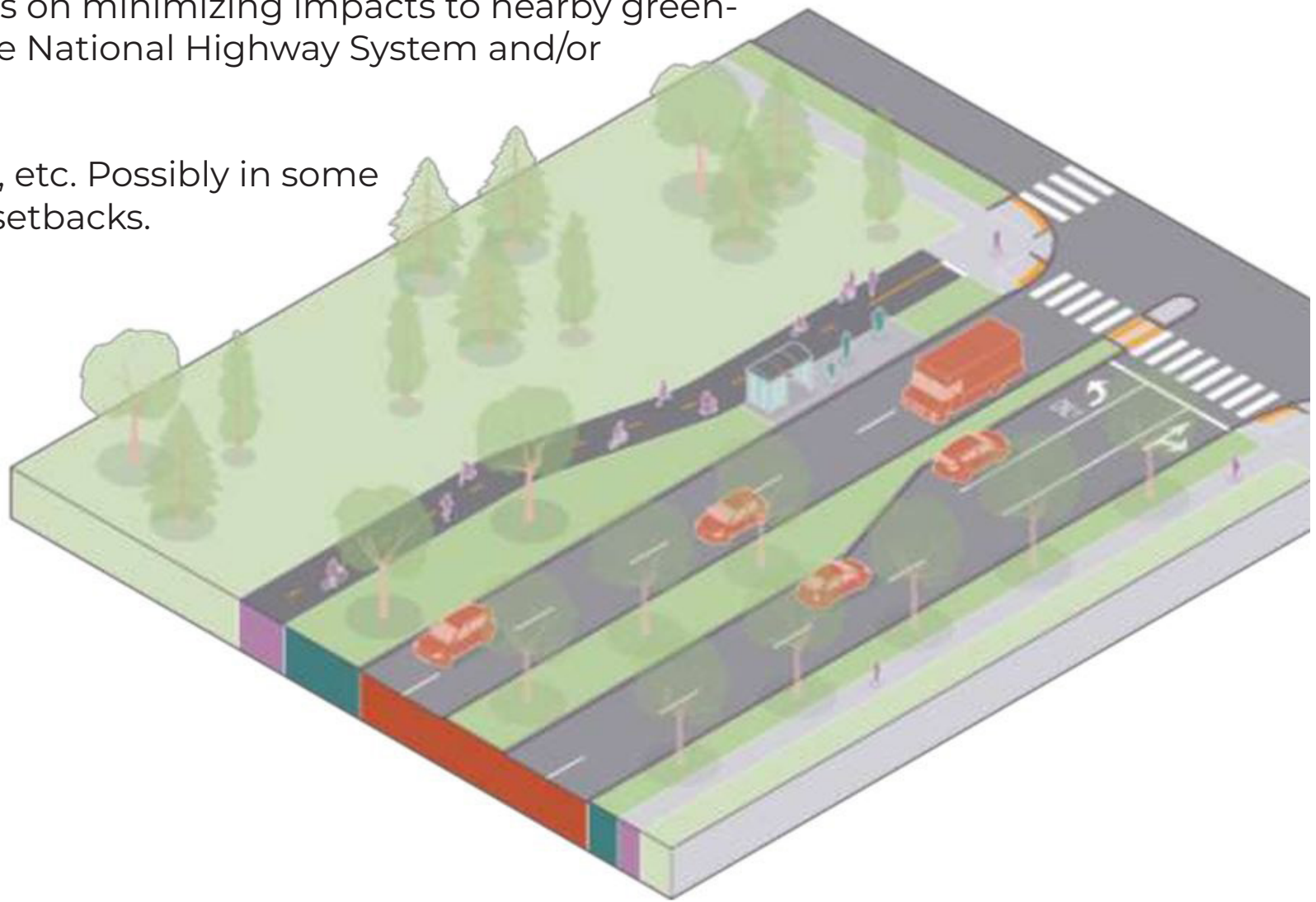
Parkway

Connecting multi-modal corridors that convey large numbers of people, near open spaces / water with a focus on minimizing impacts to nearby green-space / water. May be part of the National Highway System and/or serve as a Truck Route.

Context: Alongside parks, lakes, etc. Possibly in some areas with significant building setbacks.

Functional Classifications: Arterials; Collectors

Target Speed: 25-35 mph



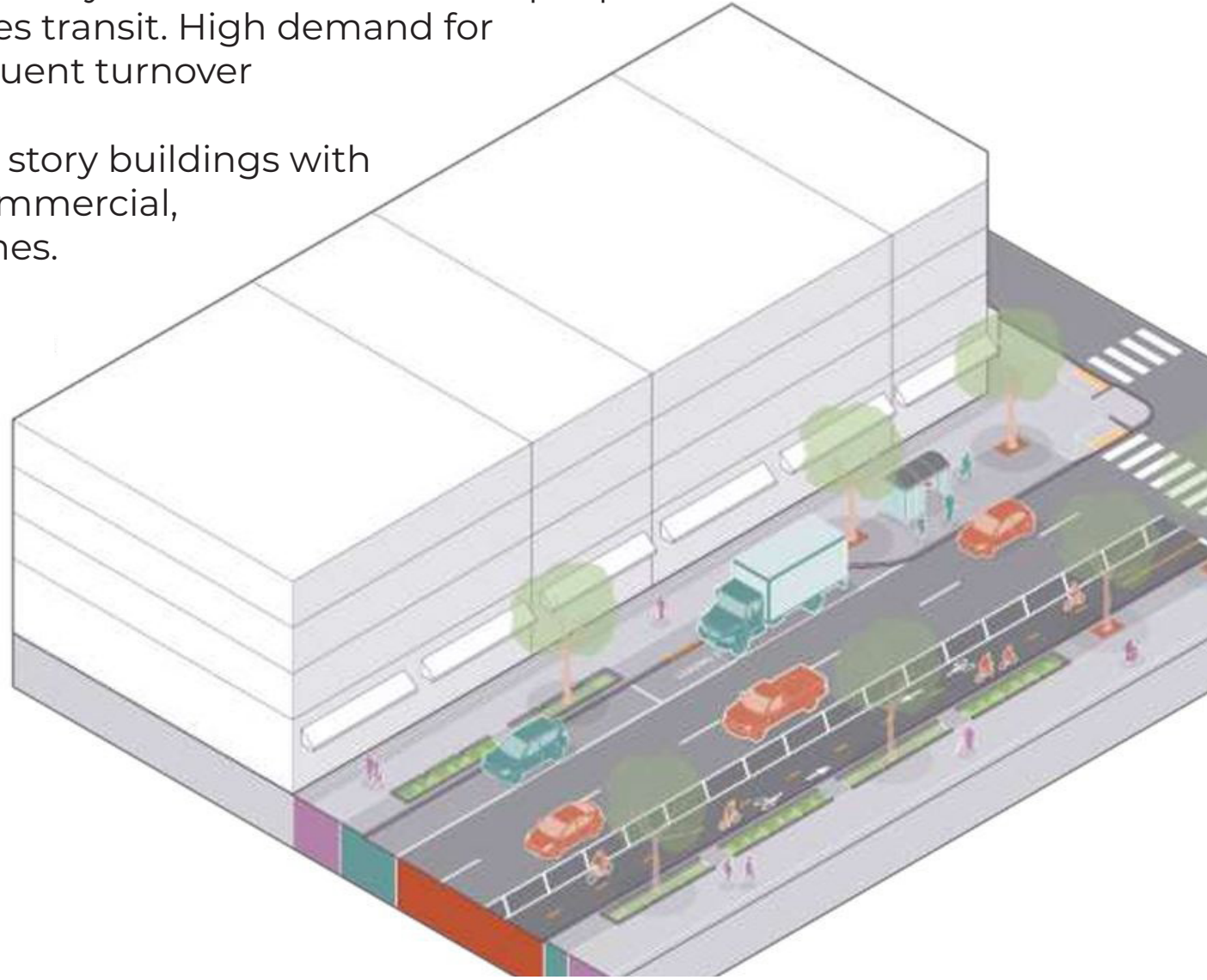
Mixed-Use Connector

Streets that provide access and convey moderate numbers of people via multiple modes. Often includes transit. High demand for on-street parking with more frequent turnover

Context: Often surrounded by 3+ story buildings with a mix of residential, office and commercial, alongside 1-2 story buildings/homes.

Functional Classifications: Arterials; Collectors

Target Speed: 25 mph



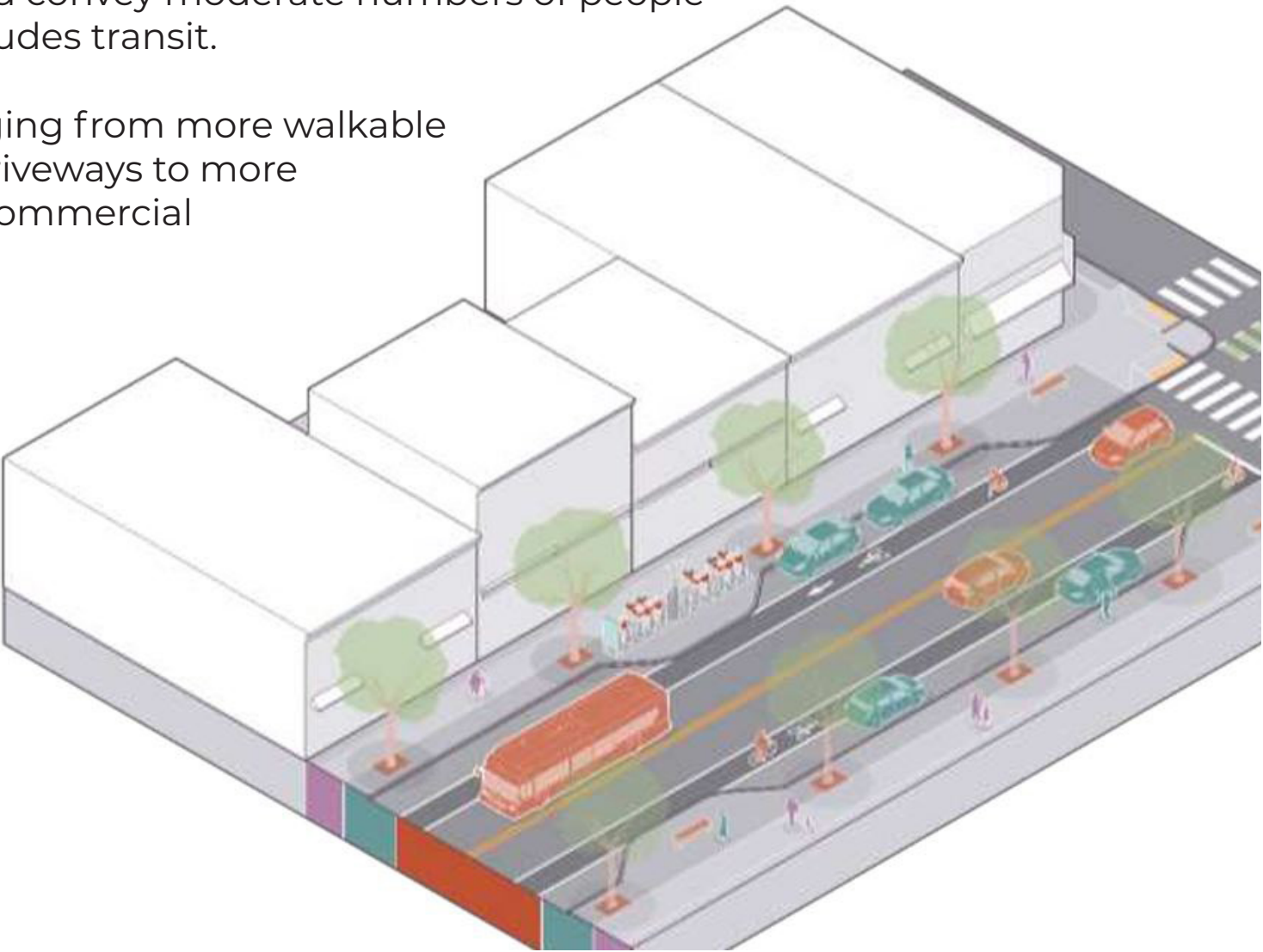
Community Main Street

Streets that provide access and convey moderate numbers of people via multiple modes. Often includes transit.

Context: Neighborhoods, ranging from more walkable with short blocks and many driveways to more car-oriented. Includes some commercial and light industrial.

Functional Classifications: Minor Arterials; Collectors

Target Speed: 25 mph or less



Community Connector

Streets that provide access and convey moderate numbers of people via multiple modes. Often includes transit.

Context: Neighborhoods, ranging from more walkable with short blocks and many driveways to more car-oriented. Includes some commercial and light industrial.

Functional Classifications: Minor Arterials; Collectors

Target Speed: 25 mph or less



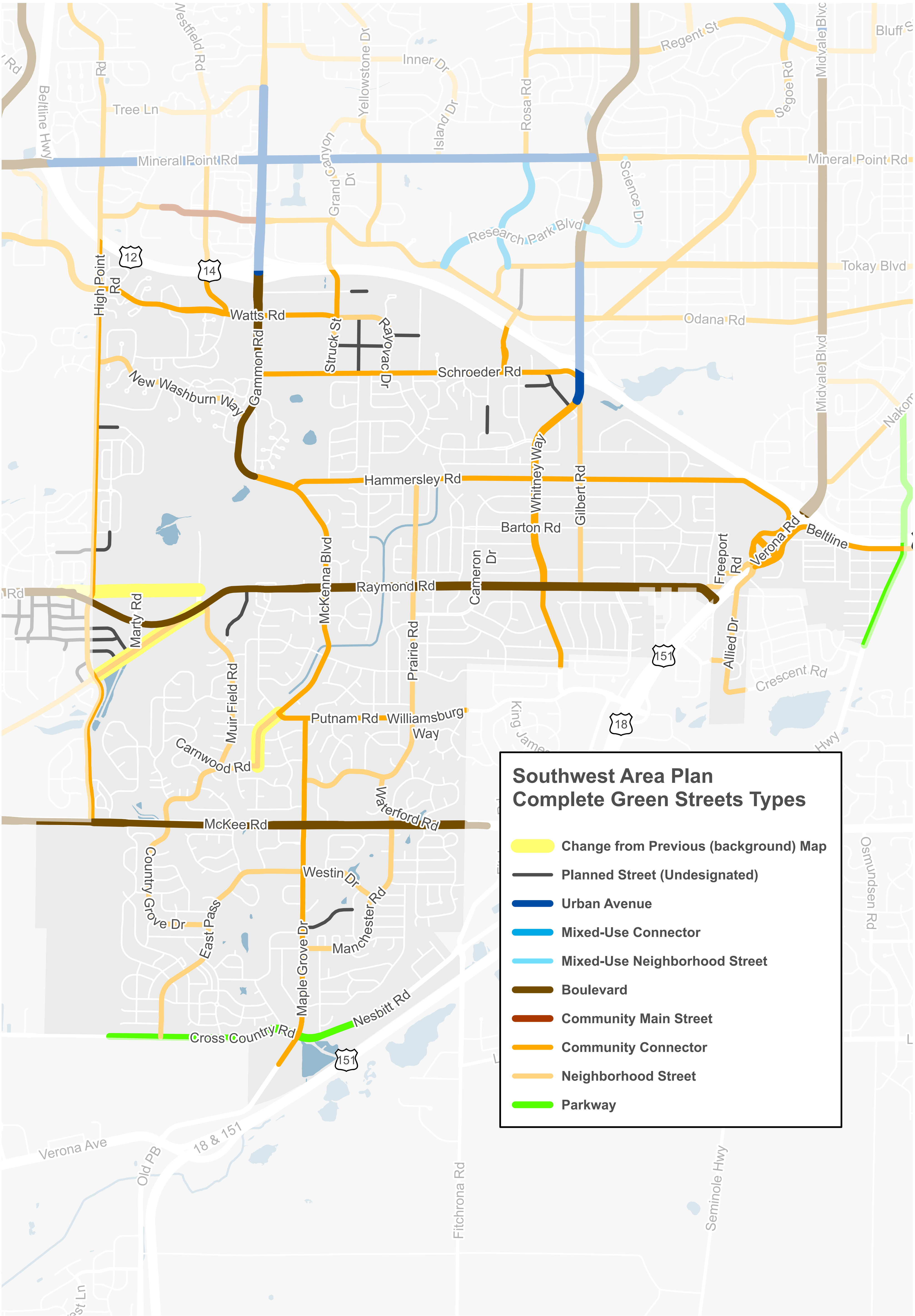
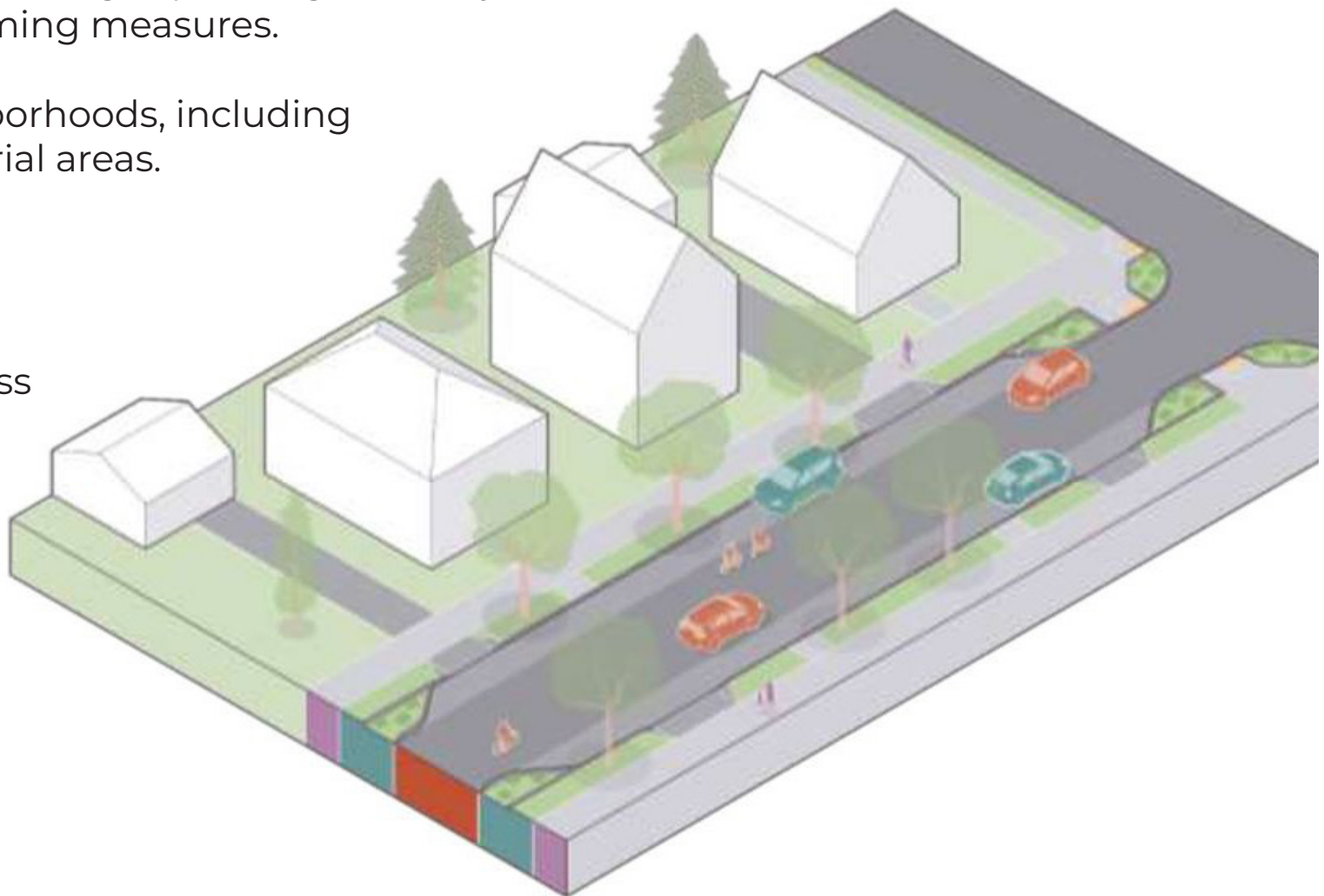
Neighborhood Street

Wider neighborhood streets. Includes some higher traffic streets and transit routes that should be designed to prioritize neighborhood quality of life. Allows two drivers to pass each other without stopping. These wider streets may encourage speeding and may therefore require traffic calming measures.

Context: Residential neighborhoods, including edges of downtown. Industrial areas.

Functional Classifications: Collectors; Locals

Target Speed: 20 mph or less



Neighborhoods and Housing

Introduction

The Southwest Area is made up of well-established residential neighborhoods that people feel are largely walkable, with nearby parks, shopping and schools. People would like to see neighborhoods become even more complete, with the development of mixed-use activity centers at primary intersections, a greater variety of housing types affordable to a wider range of incomes, and more youth and senior programming.

What We’ve Heard

- Lack of affordable housing is a concern.
- Poor maintenance of rental properties and absentee property owners.
- Desire for townhouses, condos, and mixed-income housing.
- Aging in place is important but rising rents and property taxes are forcing older adults and low-income families to move out.
- Appreciation for existing resources and services, such as Allied Wellness Center, Meadowood Health Partnership, New Bridge, and Joining Forces for Families.
- Not enough youth programming and recreational activities.

Draft Actions

1. Work with developers to encourage a wider mix of apartment unit sizes, including smaller units for younger and older households, as well as build and preserve units large enough to support larger families (three or more bedrooms) in proximity to schools.
2. Encourage and incentivize development of “Missing Middle” housing types in Low Residential (LR) and Low-Medium Residential (LMR) areas on the GFLU Map (see Land Use element), especially in areas near schools, parks, shopping, and transit service, through zoning ordinance changes and proactive rezoning.
3. For new housing partially funded by the City (through land banking, the Affordable Housing Fund, and Tax Increment Financing), work with partners to distribute housing at costs affordable to a variety of households throughout the Southwest Area, with a focus on the transit corridors of Raymond Road, Schroeder Road, S. Whitney Way, S. Gammon Road, and McKee Road.
4. Expand homeownership opportunities in Allied-Dunn’s Marsh Neighborhood by developing townhomes or other small to mid-size housing types, particularly on the City-owned property located at 2359 Allied Drive.

Missing Middle housing is a range of smaller multi-unit or clustered housing types compatible in scale with single-family homes.

Image Credit: Opticos Design



Economy and Opportunity

Introduction

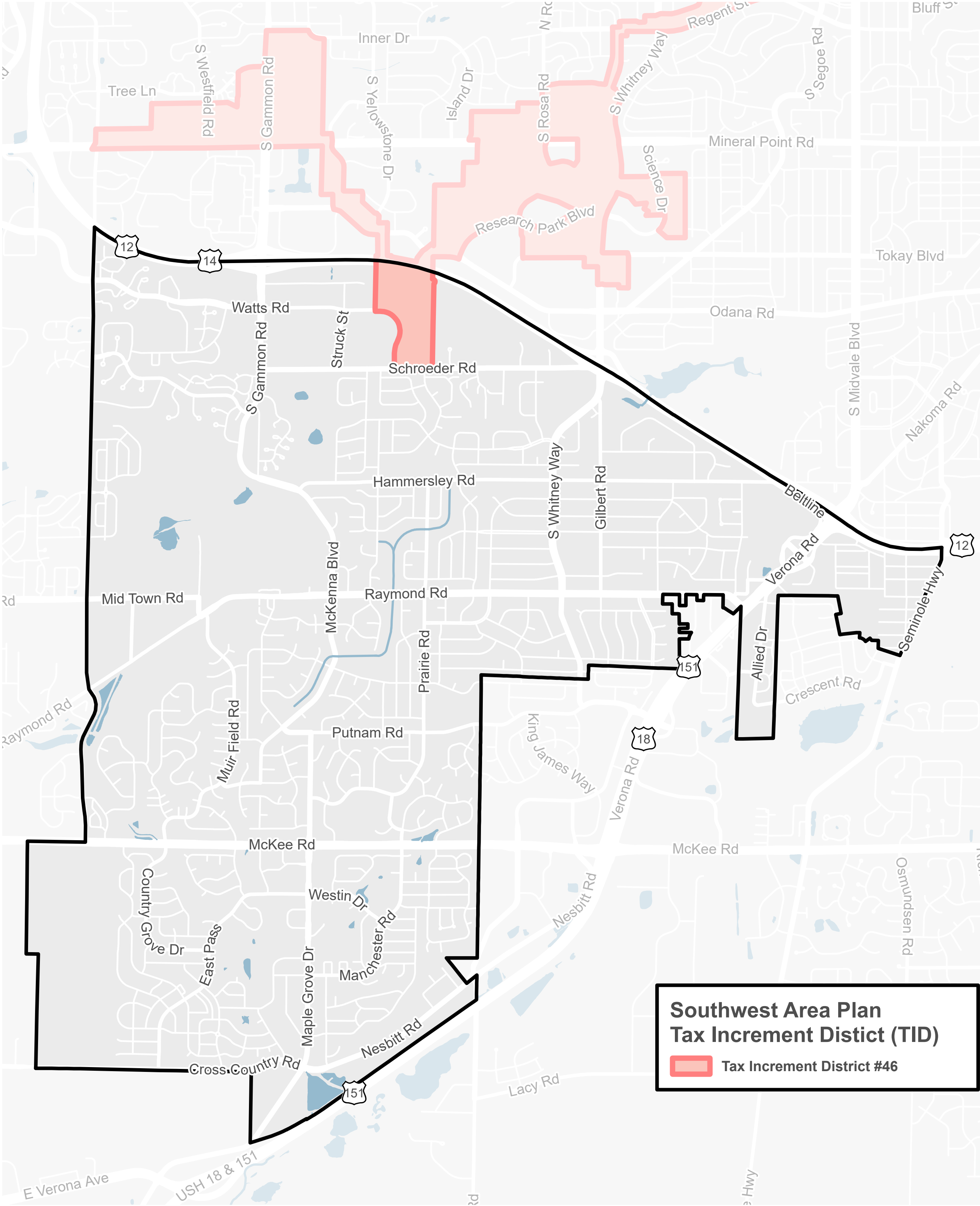
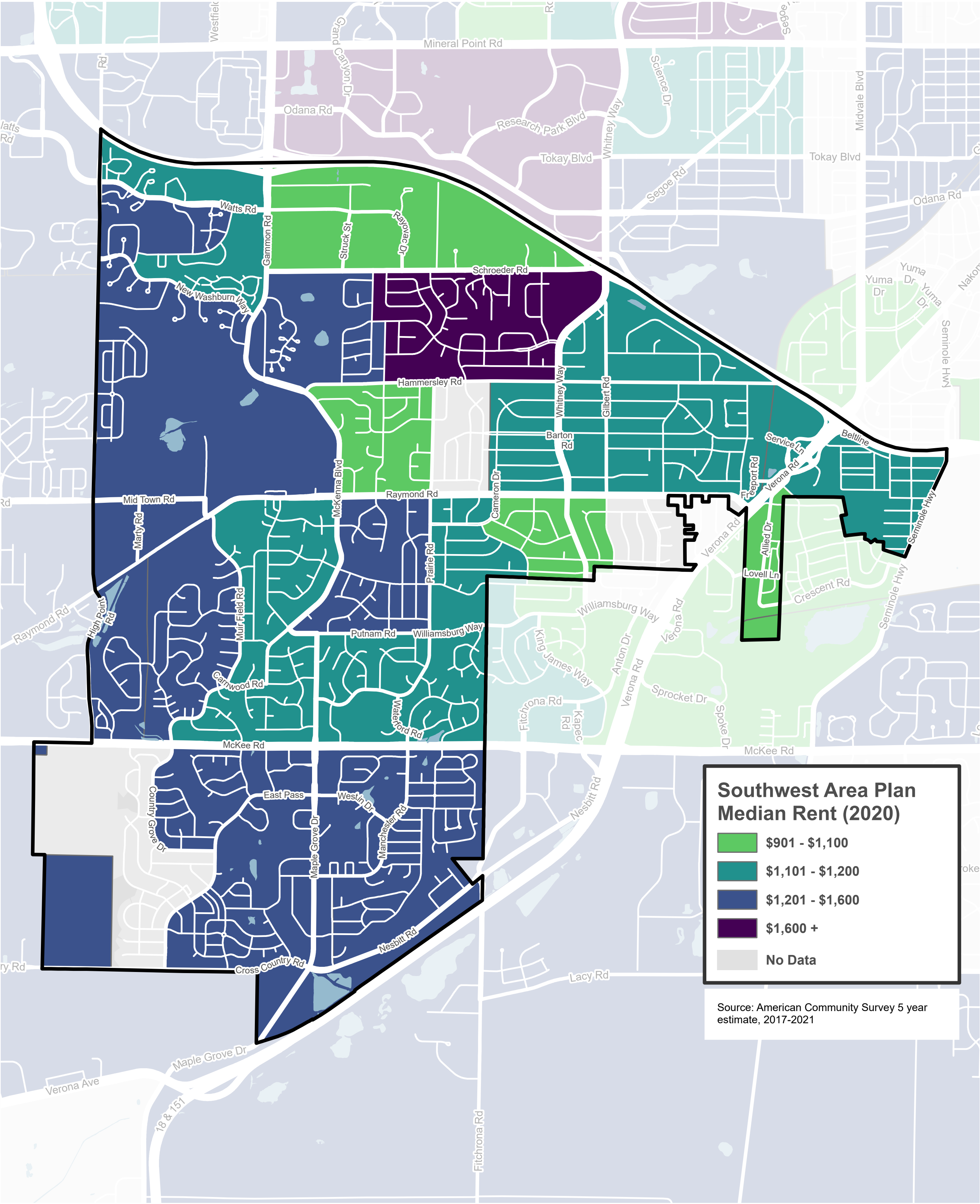
The Southwest Area has 14% of the city’s population, but only 3.5% of the city’s jobs. Jobs in the area are heavily concentrated in two main sectors: retail trade (businesses like Home Depot, Woodman’s, and Wal-Mart) and Health Care (mainly Exact Sciences). Draft actions for the Southwest Area recommend retaining existing employment and commercial areas and making use of tax increment financing to support development of businesses, commercial areas, and mixed-use areas.

What We’ve Heard

- There is a need for more employment opportunities, especially for lower-skilled workers.
- There is a lack of local businesses/coffee shops/restaurants in the area.
- The Verona frontage road and Meadowood Shopping Center are in need of revitalization.
- There is a need for a “hub” for the agencies serving the Allied area can co-locate.

Draft Actions

1. Create new tax increment districts (TIDs) as needed to support development of businesses/ employment and mixed-use redevelopment consistent with the GFLU Map in the Land Use chapter.
 - a. If significant redevelopment is proposed in the southwest and/or southeast corner of Verona Rd./W. Beltline Hwy., create a new tax increment district that extends north and south of the W. Beltline Hwy. to support development of businesses/employment.
 - b. As properties within the Town of Middleton island bounded by Gammon, Watts, Struck, and the Beltline transfer to the City and redevelop, create a new TID to fund non-assessable infrastructure improvements to this commercial/ employment area (contingent on proposal of a revenue-generating project).
2. Preserve the Southwest Area’s ability to grow employment and businesses by maintaining General Commercial and Employment land uses on the GFLU map for businesses and employers, specifically the two large business areas along the Beltline.
3. Evaluate the prospects for the City to land bank underutilized and/or vacant commercial properties if business vacancies continue or increase, possibly in conjunction with creation of a new TID that generates revenue to support land banking.



Culture and Character

Introduction

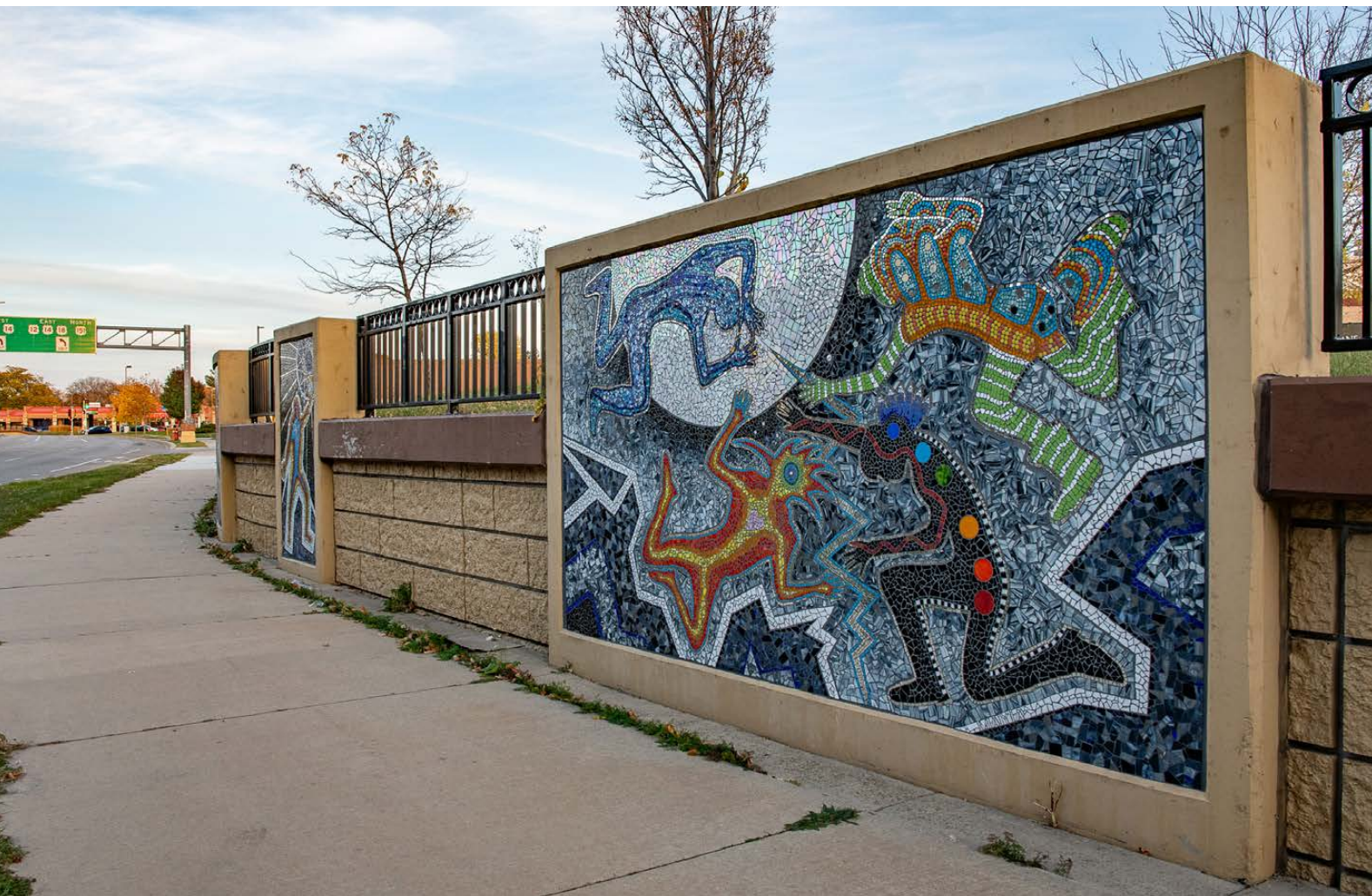
The Culture and Character element of the Southwest Area Plan centers on the value of community identity, public spaces, and social cohesion. Residents expressed strong connections to local parks and places like neighborhood centers, while also highlighting challenges around equitable access to cultural amenities and gathering spaces. Feedback emphasized the importance of public art, neighborhood identity, and inclusive spaces for cultural expression and connection. The draft recommendations aim to increase public art, support inclusive placemaking, and create more accessible and welcoming public spaces.

What We’ve Heard

- Desire for more public art and arts programming, with an emphasis on reflecting the Southwest Area’s cultural diversity.
- Need for community gathering spaces.
- Need for more culturally responsive programming and services.

Draft Actions

1. Integrate public art into upcoming public infrastructure projects, including Sidewalk Poetry and Utility Box Art Wraps, along bike paths and gateway corridors. Upcoming public infrastructure projects include High Point Road and Raymond Road.
2. Establish placemaking that builds neighborhood identity and pride through signage, landscaping, public art, and community storytelling projects. Possible locations include the Beltline, underpasses at Verona Road and Struck Street, bus shelters in Allied, Meadowood Neighborhood Center, Theresa Terrace Neighborhood Center, and in parks.
3. Evaluate Urban Design District 2 (UDD 2) as part of the citywide UDD review process and ordinance update. Consideration should be given to the following:
 - a. Evaluating the UDD 2 boundary.
 - b. Updating UDD 2 design-related development requirements and guidelines to better align with current City policies, as well as the Actions included in this plan.
4. Buildings fronting “Commercial Core” areas along Raymond Road and at the intersection of McKee Road at Maple Grove Drive, as shown on the GFLU Map, should be set back the minimum distance required by zoning to create an engaging and walkable street frontage.
5. Inform owners of properties of historic interest identified in this Plan of potential eligibility to have their property listed in the National Register of Historic Places and/or as a Madison Landmark, and the benefits of those designations.



Public art along Verona Frontage Road

Green and Resilient

Introduction

The Southwest Area has an extensive system of parks and open space, with a total of 650 acres in 31 parks. These parks and green spaces provide residents with excellent opportunities to participate in a wide variety of active and passive recreational activities. This chapter outlines several actions relating to improvements to parks but also improvements to the other elements of being a green and resilient area by enhancing the tree canopy cover and stormwater management.

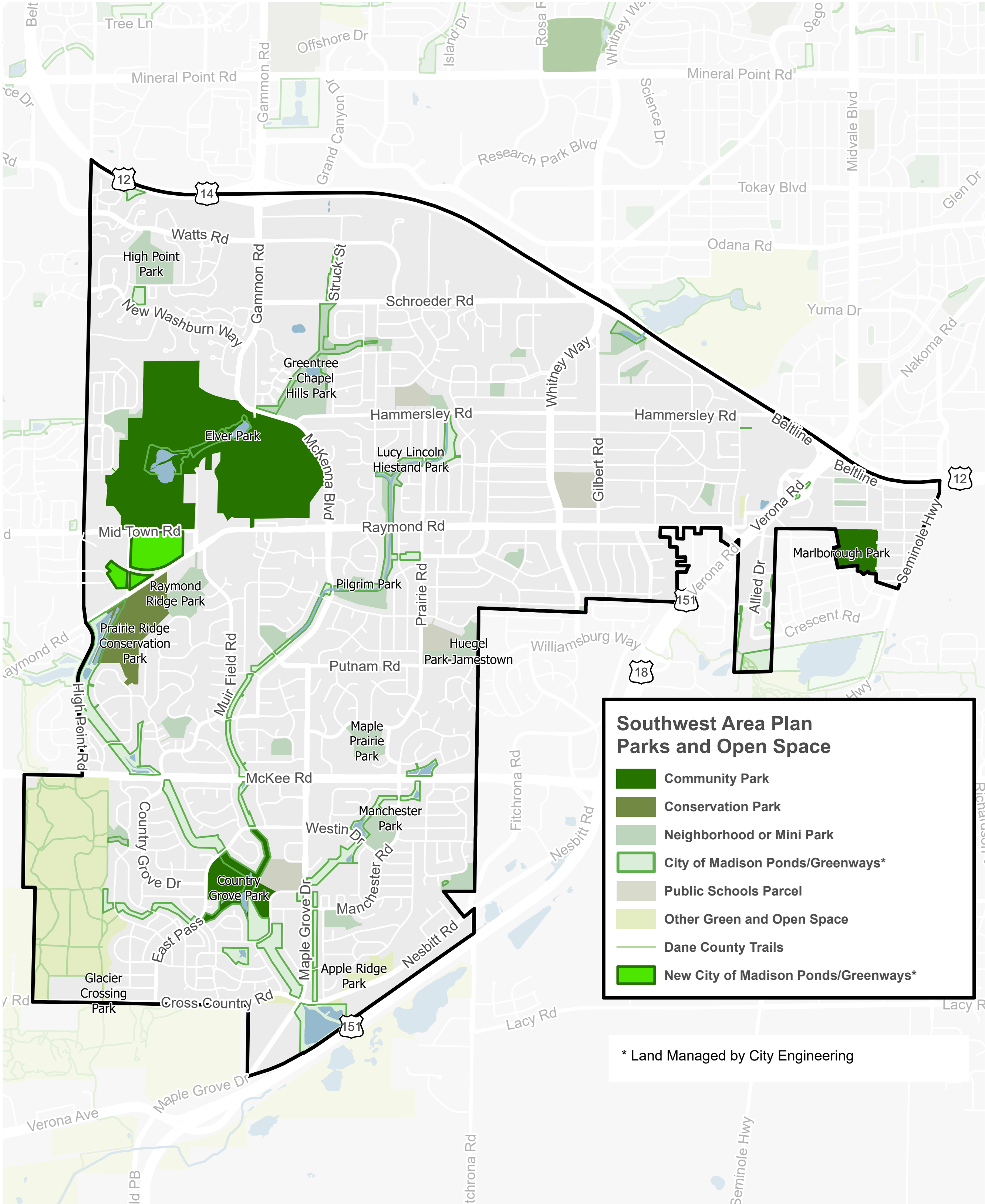
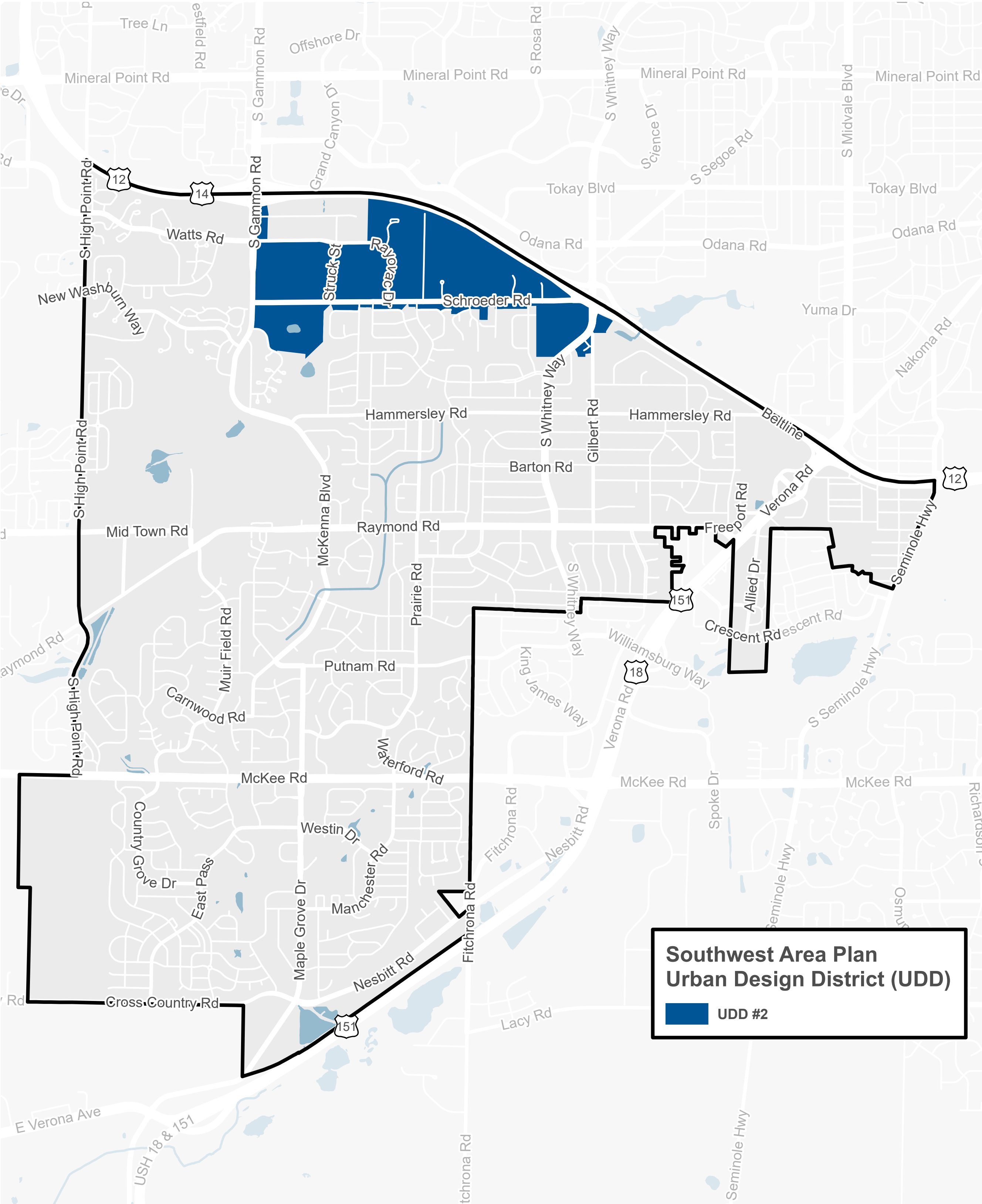
What We’ve Heard

- More recreational space for all ages, including access to ponds and trails
- Desire for new paths and better connectivity
- Interest in arts and cultural programming at parks

Draft Actions

1. Prepare a master plan for Elver Park:
 - a. Include a second entrance to Elver Park from the south.
 - b. Develop comprehensive signage throughout Elver Park to improve path identification and wayfinding, prioritizing accessible routes.

- c. Develop shared-use paths connecting High Point Road and Raymond Road through to Elver Park, aligning with existing and planned infrastructure (conceptual locations are shown on the Shared-Use Path & Bicycle Network map in the Transportation chapter).
2. Complete Park Development Plans to enhance recreation opportunities in Southwest Area parks by incorporating amenities like biking facilities, pickleball, volleyball, soccer, futsal, and other field sports. Prioritize improvements at parks that currently lack amenities, like Britta Park.
 3. Incorporate recreational amenities in Ice Age Ridge Park, focusing on non-intrusive, nature-based play areas that align with park principles.
 4. Extend a path from Cosgrove Dr. southwest through Apple Ridge Park along the general route of the current mown path to connect with the sidewalk along Nesbitt Rd.
 5. Evaluate stormwater utility parcels, such as Manchester Greenway, for plantings and ecological restoration consistent with the Stormwater Utility Vegetation Management Plan.
 6. Evaluate public access to the planned stormwater pond along Marty Road as part of the design process.
 7. Implement recommendations included in the City’s watershed studies in the Southwest Area to reduce flooding and create a more resilient stormwater management system.



Effective Government

Introduction

The Southwest Area is largely developed. With that has come the full complement of government services, such as police and fire protection, utilities, waste management, snow removal, and libraries. The City will continue to provide a full range of services to all neighborhoods while optimizing where community facilities are located. In addition, the City will review sanitary sewer capacity needs related to anticipated development and redevelopment to meet demands as population continues to grow.

What We’ve Heard

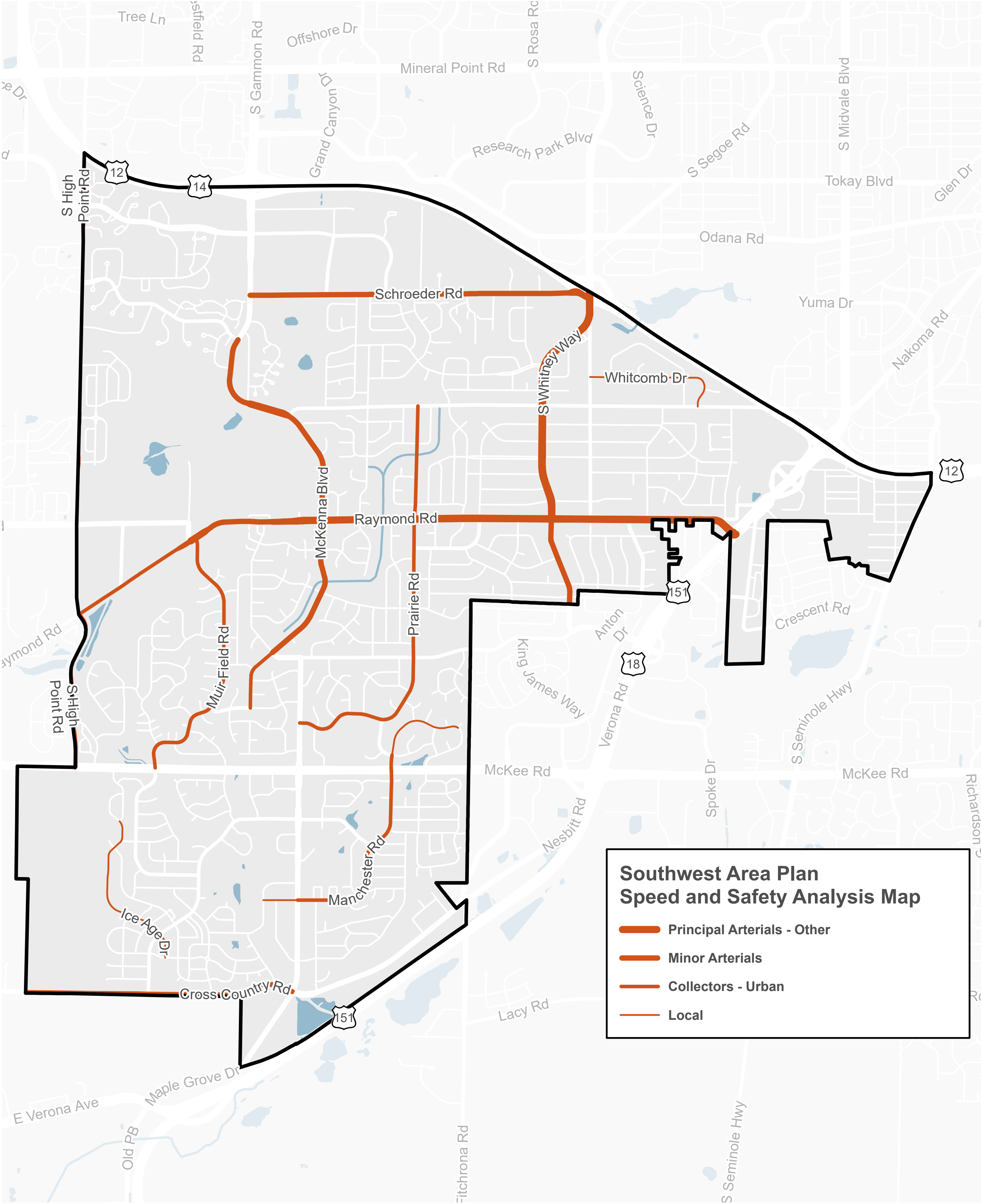
- Concerns about school capacity and overcrowding, particularly at Anana Elementary.
- Residents in the Allied-Dunns Marsh neighborhood are frustrated with government service delivery due to irregular municipal boundaries in the area.
- Some residents noted a delay in snowplowing to parts of the Southwest Area.

Draft Actions

1. Review sanitary sewer capacity needs related to anticipated development and redevelopment and pair capacity upgrades with road construction projects where possible.
 - a. If the Vitense Golf land property (5501 Schroeder Rd) redevelops with higher intensity uses, upgrade sanitary sewers on Schroeder Road at Whitney Way and Whitney Way at Woodland Way to ensure adequate capacity.
 - b. If areas along Schroeder Road redevelop with higher intensity uses, extend sanitary sewer west on Schroeder Road to the Madison Metropolitan Sewerage District Interceptor located near Struck Street.
 - c. Upgrade sanitary sewer infrastructure along Flagstone Drive by Talc Trail to accommodate new housing development to the southwest of the Mid Town Rd-Dewberry Dr intersection.
2. Build a new well facility near Mid Town Rd. and Pleasant View Rd. to connect water service regions and improve supply options for Pressure Zones 8, 9, 10, and 11, which will improve water pressure and redundancy in the western portion of the planning area (Region D). Implement a wellhead protection zoning overlay to prevent contamination of the new well.
3. Rebuild Well 12 to enhance dual pressure zone pumping capabilities, improve service reliability, and maximize available water supply.
4. Explore the feasibility of expanding Meadowridge Library at its present location or at a site further to the west.
 - a. If the library moves, maintain library services in the Meadowood area.
 - b. Integrate the planned Meadowridge Library into the City’s Long Range Facilities Plan.
5. Attach City-owned properties that are part of Elver Park but in the Town of Middleton into Madison.



Madison Water Utility Well 20



Health and Safety

Introduction

The Southwest Area has many characteristics of a vibrant and healthy community. It is one of the more racially and ethnically diverse areas of the city and also has a higher percentage of families with young children. Through community engagement thus far there were several issues that were elevated that impact the health and safety of the residents in this area.

The following actions aim to enhance the health and safety of residents in the Southwest Area by addressing issues such as speeding, lack of street lighting, noise and air quality, and access to healthcare services.

What We’ve Heard

- Speeding is an issue on many different streets in the planning area.
- Concerns about Allied Dunns Marsh area housing discrimination based on race/ethnicity and segregation of lower-income folks of color who tend to live closer to highways with air pollution, maintenance issues, bed bugs, cockroaches, and poor indoor air quality.
- Some streets in the planning area are dark and could use additional lighting.
- Increase police presence near transit stops and at schools and less at parks and open spaces.

Draft Actions

1. Conduct Vision Zero speed analyses, increase traffic enforcement and explore traffic calming improvements like road diets, speed bumps and other measures on the following streets:
 - a. Cross Country Rd.
 - b. High Point Rd.
 - c. Ice Age Dr.
 - d. Manchester Rd.
 - e. Maple Grove Rd.
 - f. McKenna Blvd.
 - g. Muir Field Rd.
 - h. Prairie Rd.
 - i. Raymond Rd.
 - j. Schroeder Rd.
 - k. Whitcomb Dr.
 - l. S. Whitney Way
2. Where not already required by State Statute, encourage any new residential buildings within 200 feet of the Beltline to use materials and insulation that keep interior noise levels below 52 decibels as per state code TRANS 405. Design sites to shield outdoor spaces from noise above 67 decibels. Developments near the Beltline should follow setback and noise regulations outlined in Wisconsin code (TRANS 233, TRANS 405), and Madison General Ordinances Section 16.23.
3. Evaluate the street lighting along Maple Grove Rd., McKenna Blvd., Allied Dr., Russett Rd. (5700-5800 blocks), Raymond Rd. (Cameron Dr. to Westbrook Ln.), Park Heights Ct. and Schroeder Rd. for proper light levels. This work would include confirming proper light pole locations and spacing while recommending where tree trimming and other measures may be needed to improve safety and visibility, especially for pedestrians and bicyclists.



Introduction

Community Action Strategy (CAS) Areas where 50-percent or more people are living with low- to moderate-incomes, as defined by the U.S. Department of Housing and Urban Development. The City receives federal funding to support planning in CAS Areas for things like capacity building, community relationship building, and implementation of smaller physical projects.

The three CAS Areas include portions of the following neighborhoods:

- 1. Allied
- 2. Meadowood
- 3. Park Edge-Park Ridge

The planning team participated in many different engagement activities to get to know residents and other stakeholders and learn what they hoped for in their neighborhoods. In response, the draft Plan includes capacity building for the Allied Dunn’s Marsh Neighborhood Association and increasing programs for elders and youth, and better access to fresh food. For Meadowood, there are actions to expand public use of Toki Middle School greenspace, add edible landscapes to Meadowood Park, and increase pedestrian scale and access behind Meadowood Shopping Center. For Park Edge-Park Ridge, there are actions to add a community orchard to Elver Park, recreational facilities to Lucy Lincoln Hiestand Park, and to provide property owners and tenants information on building inspections.

Allied

What We’ve Heard

- Need for increased social cohesion and connections.
- Kids in Allied getting bussed to different schools reduces social cohesion.
- Neighborhood organizations would like help with building capacity to address issues and advocate for themselves.
- Perceived housing discrimination based on race/ethnicity – many people of color live closer to the highways and in poorly maintained housing.
- Stereotypes about Allied may contribute to people from outside the neighborhood to engage in disruptive activities such as drug-related behavior.

Draft Actions

Capacity Building

- 1. Work with Allied Dunn’s Marsh Neighborhood Association to build capacity through leadership training, tools and tips on expanding community participation, and more.

Community and Stakeholder Relationships

- 2. Work with Madison Senior Center, Allied Wellness Center and Allied Dunns Marsh Neighborhood Association to add services for elders such as social events, mental health support, home maintenance assistance, and the like.
- 3. Explore a public-private partnership to develop a business incubator that would house service businesses like a hair salon and barber shop.
- 4. Work with area community groups to expand youth programming in the area.
- 5. Work with Allied Wellness Center and Boys and Girls Club to bring more fresh produce to the area. Share information about government grant programs—such as SEED grants—that support healthy food initiatives and incentivize nutritious options.

Small Scale Physical Improvements

- 6. Add a stop sign at the Windflower Way and Danbury Street intersection.
- 7. In Allied Park add lights and grills, repaint the basketball court, create a sign for the court, and add lights to the court.
- 8. Explore options for adding a community garden and fruit trees with programming near Allied Drive multi-family housing. Consider such locations as the greenspace along the Southwest Path between Carling Drive and Lovell Lane, on the Community Development Authority property at 2401 Dunns Marsh Terrace, and in Belmar Park.
- 9. Improve visibility and safety at the intersection of Allied Drive and Thurston Lane by implementing parking restrictions near the stop sign. Add clear signage, pavement markings, or physical barriers to prevent vehicles from parking too close and obstructing drivers’ lines of sight.

Meadowood

What We’ve Heard

- Limited availability of culturally appropriate food for diverse residents (Afghan and Latino are examples).
- Lack of sidewalks behind Meadowood Shopping Center.

Draft Actions

Small Scale Physical Improvements

- 1. During the upcoming redevelopment of Toki Middle School, work with MMSD, the school, residents and community groups to explore adding amenities for public use out of school hours, such as gathering spaces, outdoor workout equipment and public events and activities.
- 2. Add edible landscapes to Meadowood Park.
- 3. Enhance pedestrian infrastructure and streetscape design along the back of Meadowood Shopping Center. Install sidewalks or multi-use paths to improve connectivity and pedestrian safety, especially for residents and visitors accessing the Center from Russett Road.
- 4. Consider widening sidewalk and adding pedestrian-scale lighting, pedestrian amenities, street trees, and landscaping features to create a more inviting atmosphere at Meadowood Shopping Center along Raymond Rd.
- 5. Incorporate a small shelter structure at Sunridge Park.

Park Edge-Park Ridge

What We’ve Heard

- Lack of programming and activities for youth.
- Elver Park offers activities but could offer more community building events and activities which help foster connection in a transient area.
- Businesses at Raymond Road/McKenna Boulevard need support/ assistance.

Draft Actions

Capacity Building

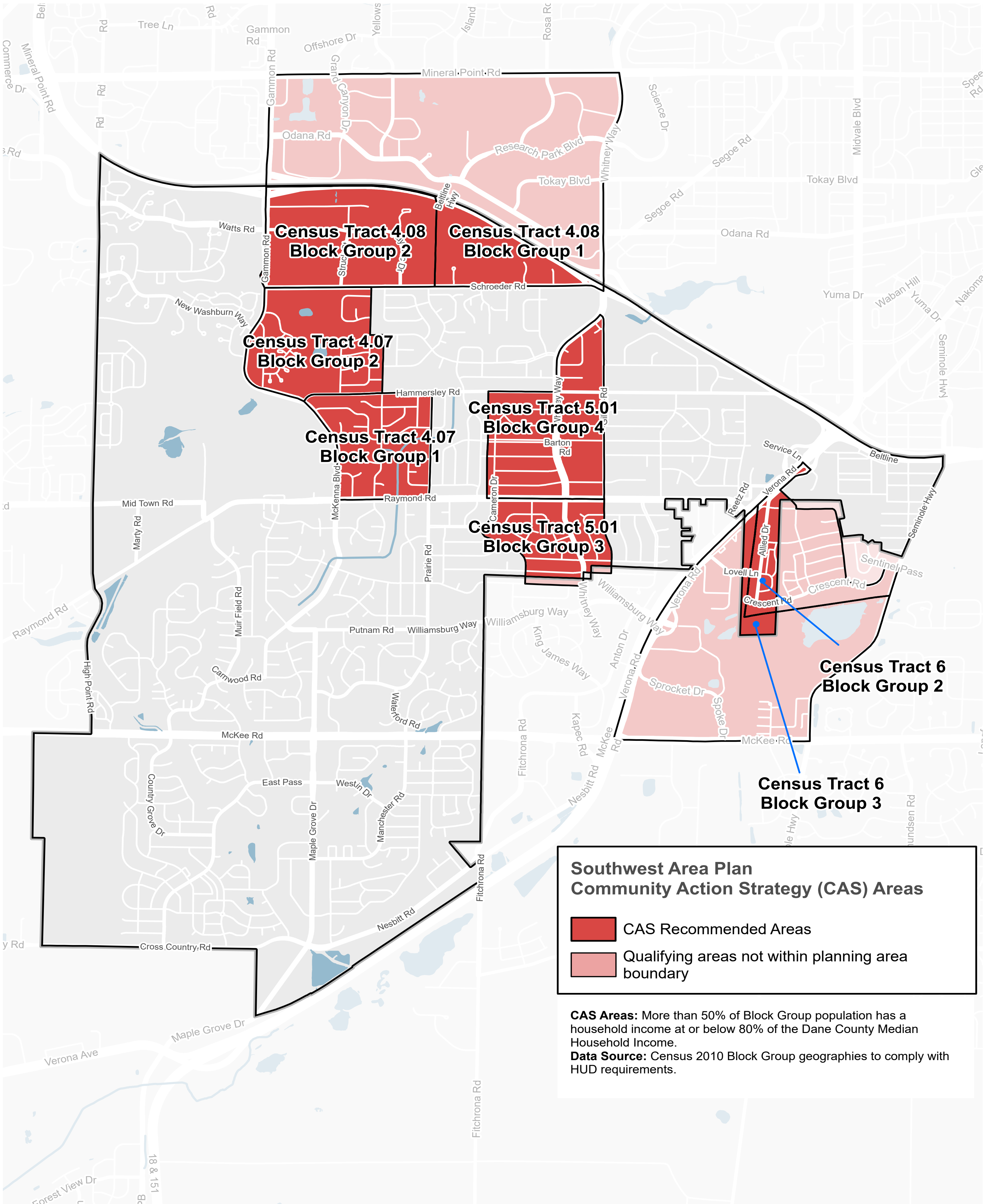
- 1. Continue to work with area renters and established neighborhood groups to create a new neighborhood organization that represents and supports Moraine View Drive and Madison Estates areas.

Small Scale Physical Improvements

- 2. Add a crosswalk and pedestrian signage for the path across Chapel Hill Road between Regis and Piping Rock Roads.
- 3. Explore adding a community orchard to Elver Park.
- 4. Explore adding recreational amenities to Lucy Lincoln Hiestand Park such as bike facilities, a small size soccer field and workout stations.

Other

- 5. Provide information to property owners and tenants in areas such as Elver Park (Madison Estates and Porchlight properties on McKenna and Russett) and Schroeder Road (Renew) on how to request and prepare for building inspections, including timelines, procedures, and available City resources to support compliance and maintenance.



Community Action Strategy (CAS)

