

Southwest Area Plan Open House



Presentation Starts @ 6:15 p.m.



October 23, 2025

What is planning and why does it matter?



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



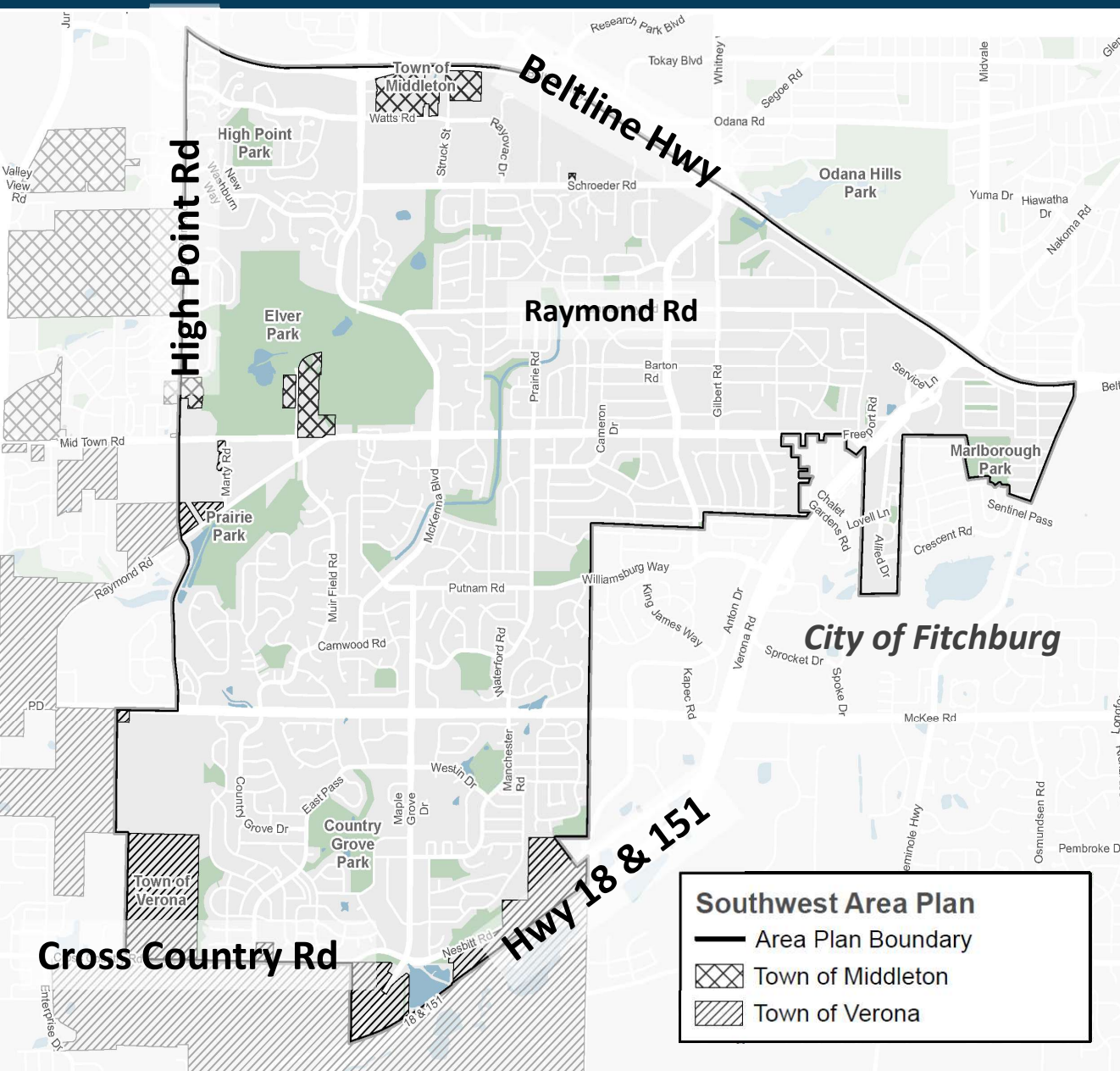
What are Area Plans and what are the benefits?



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



Southwest Area



North boundary: Beltline Hwy

East boundary: City of Fitchburg

South boundary: Verona Rd / Hwy 18
/ Cross Country Rd

West boundary: Ice Age Trail
Junction Area / High Point Rd

2020 Census:

- 16,443 housing units
- 36,837 people
- 25.9% BIPOC and Hispanic/Latinx

Public Engagement Summary

- Public Meetings: In-person Open House and two virtual meetings (~150 attendees)
- November – April: Interactive Commenting Mapping (328 comments)
- Survey Part 1: ~800+ responses part2: ~300+ responses
- Madison Madness Bracket: ~350+ responses
- Other engagement: Meadowood Health Partnership, SMAC, NAs, Schools, School Districts, NRTs and others
- UW PEOPLE Program - Memorial High School students
- Partnered with nINA Collective to host five Focus Group meetings
- Pop-Up outreach – Meadowridge library, community events, food pantries, Bike to Work week
- Community Partner Engagement
- Neighborhood walks
- Business Walk
- PC and TC check-ins (June 2025, Aug 2025)



How feedback gets into plan



Feedback that falls under existing City Policy or Programs



Feedback that is outside the Plan Scope and passed along to relevant Partners or City Agency



Feedback that become actions in the Draft Area Plan

Agenda



UM0

- Land use category updates
- Transportation
 - Sidewalks & Pedestrian Safety
 - Path & Bicycle Network
 - Transit
- Parks
- Other notable topics
- Timeline
- Staying engaged

UM0

We don't have a slide on GC/employment? Should we delete this bullet?
Martin, Urvashi, 2025-10-22T15:58:24.850



Land Use – Residential Changes

- Proposing to add a new land use category – MR1
- Will remove asterisks that caused confusion
- This will start with SE and SW Area Plans

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.

Proposed chart

Residential Future Land Use Categories

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				
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Current chart

Land Use: Residential Uses



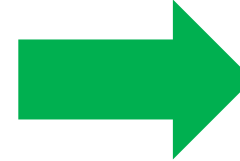
Low Residential (LR)
Single-family homes and two-unit structures.
Typical Heights: 1-2 stories



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



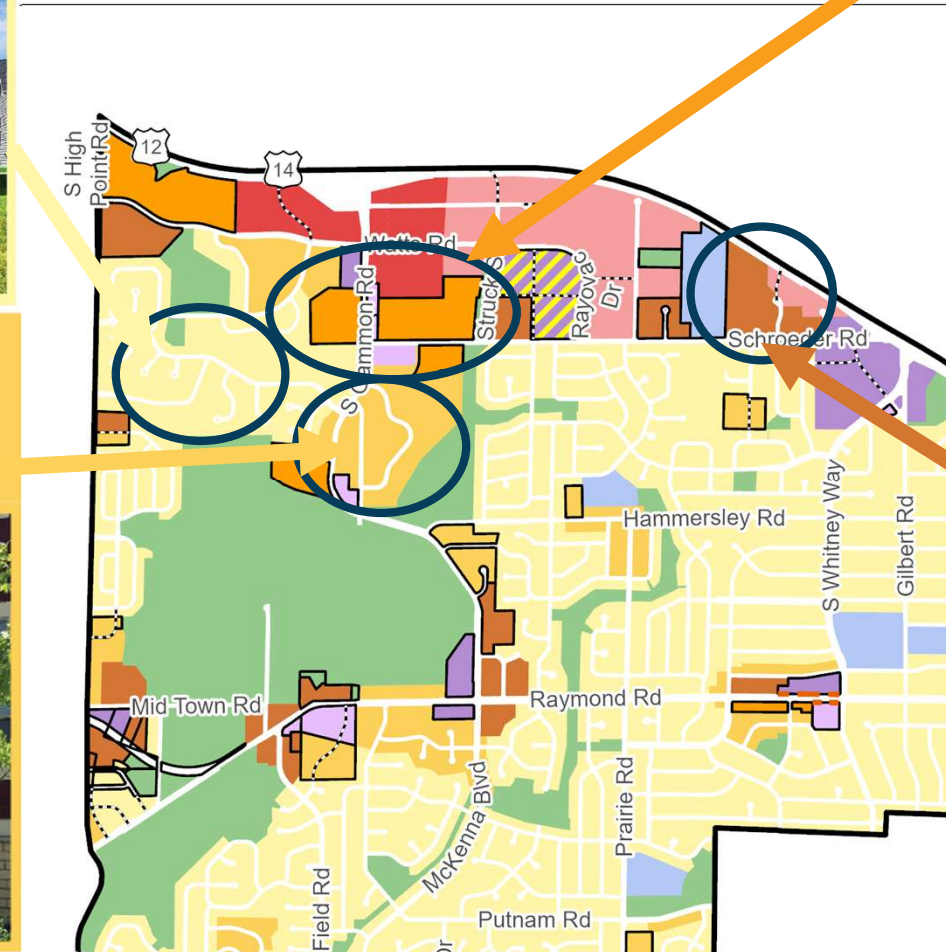
NEW!



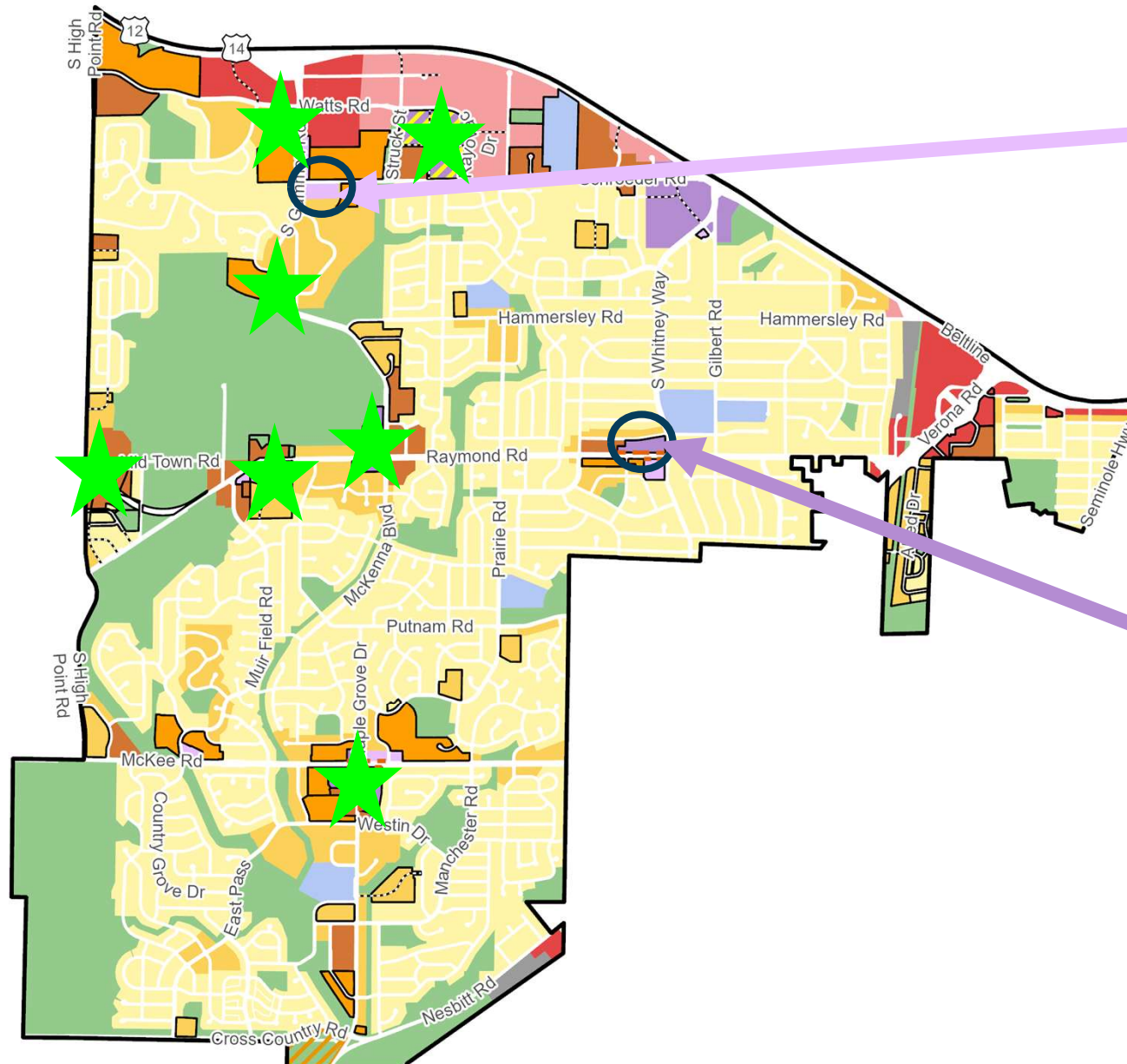
Medium Residential 1 (MR1)
Rowhouses, small & large multifamily buildings
Typical Heights: 2-4 stories



Medium Residential 2 (MR2)
Rowhouses, small & large multifamily buildings
Typical Heights: 2-5 stories



Land Use: Mixed-Use



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



Land Use: Non-Residential Uses



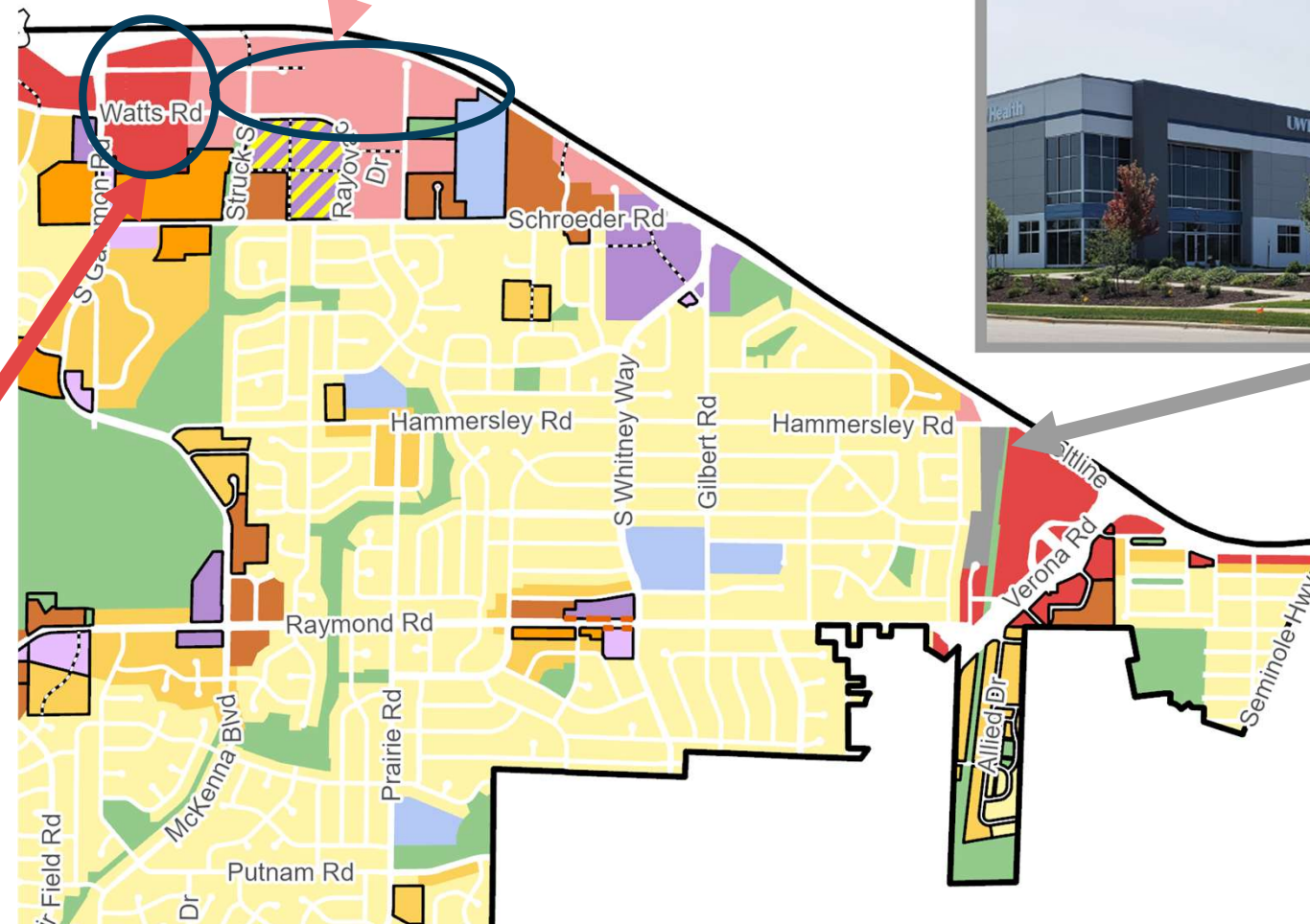
Employment (E)
Office, research, lab, hospitals, clinics, etc.
Typical heights: 1-4 stories



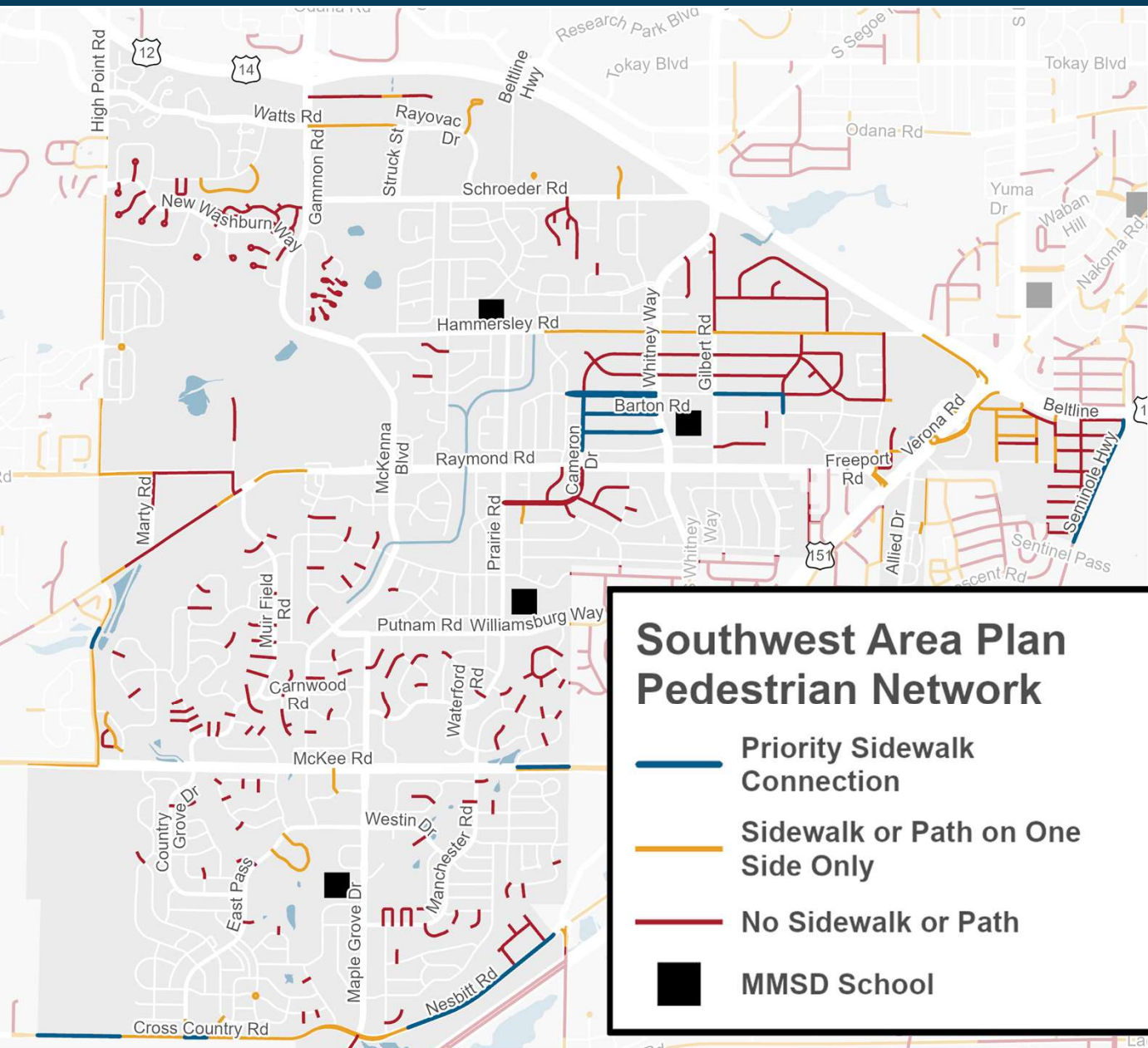
General Commercial (GC)
Retail goods and services, business offices
Typical heights: 1-3 stories



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



Transportation: Sidewalks & Pedestrian Safety



- Sidewalk policy change in 2022: No longer assessed to individual property owners.
- Work with Traffic Engineering on ways to save trees while adding sidewalks
- Prioritize locations for sidewalk improvements
- Schroeder Road

Transportation: Path & Bicycle Network

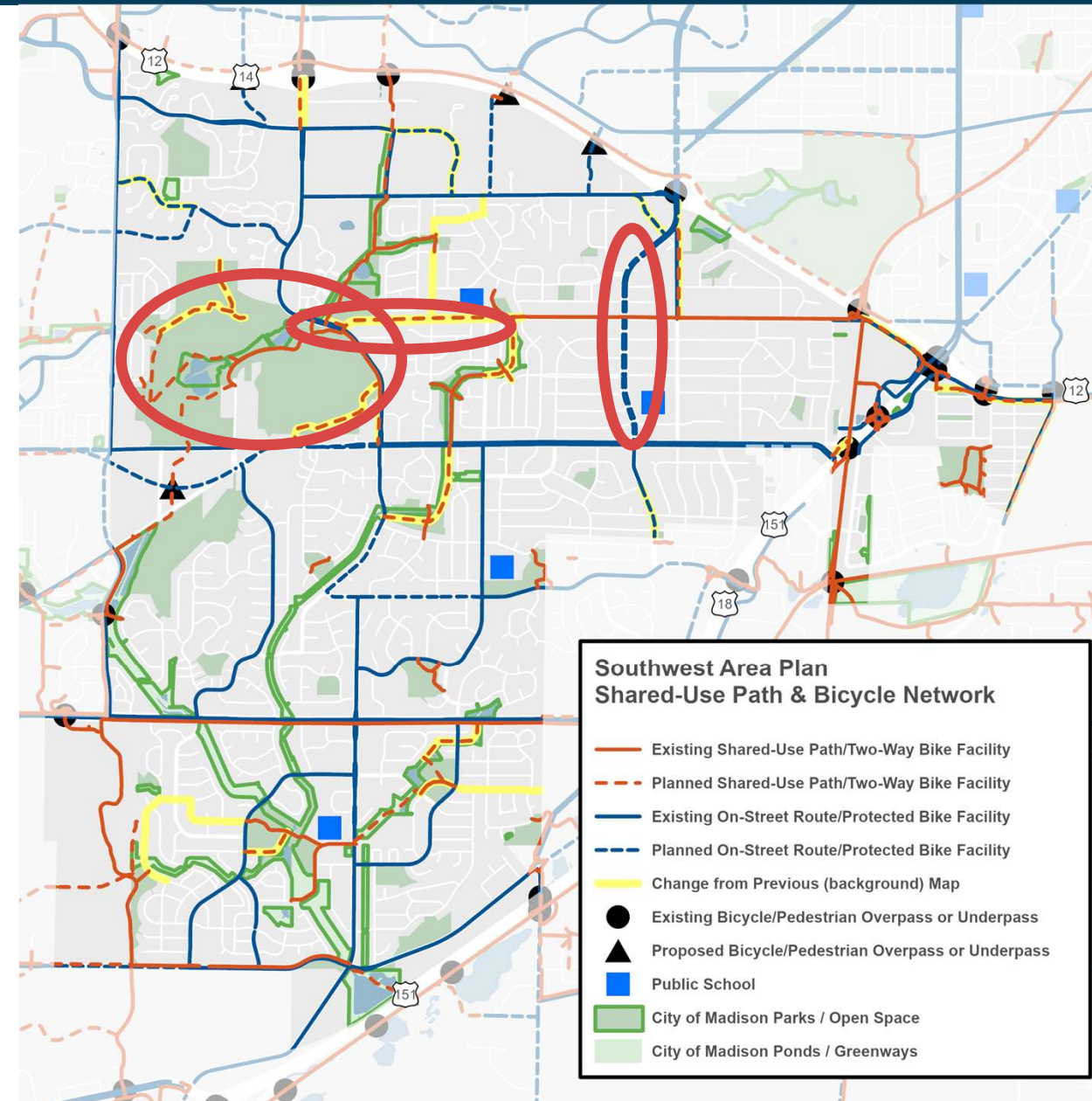


- Extend Hammersley Path west to Elver Park.
- Add more pedestrian/bicycle connections to and through Elver Park.
- Stripe buffered bike lanes on Whitney Way from the Beltline south to Raymond Rd.

Whitney Way – North of Hammersley



Whitney Way – South of Hammersley



Transportation: Bikes & Streets



Improve Seminole Hwy. to an all ages and abilities bicycle route.

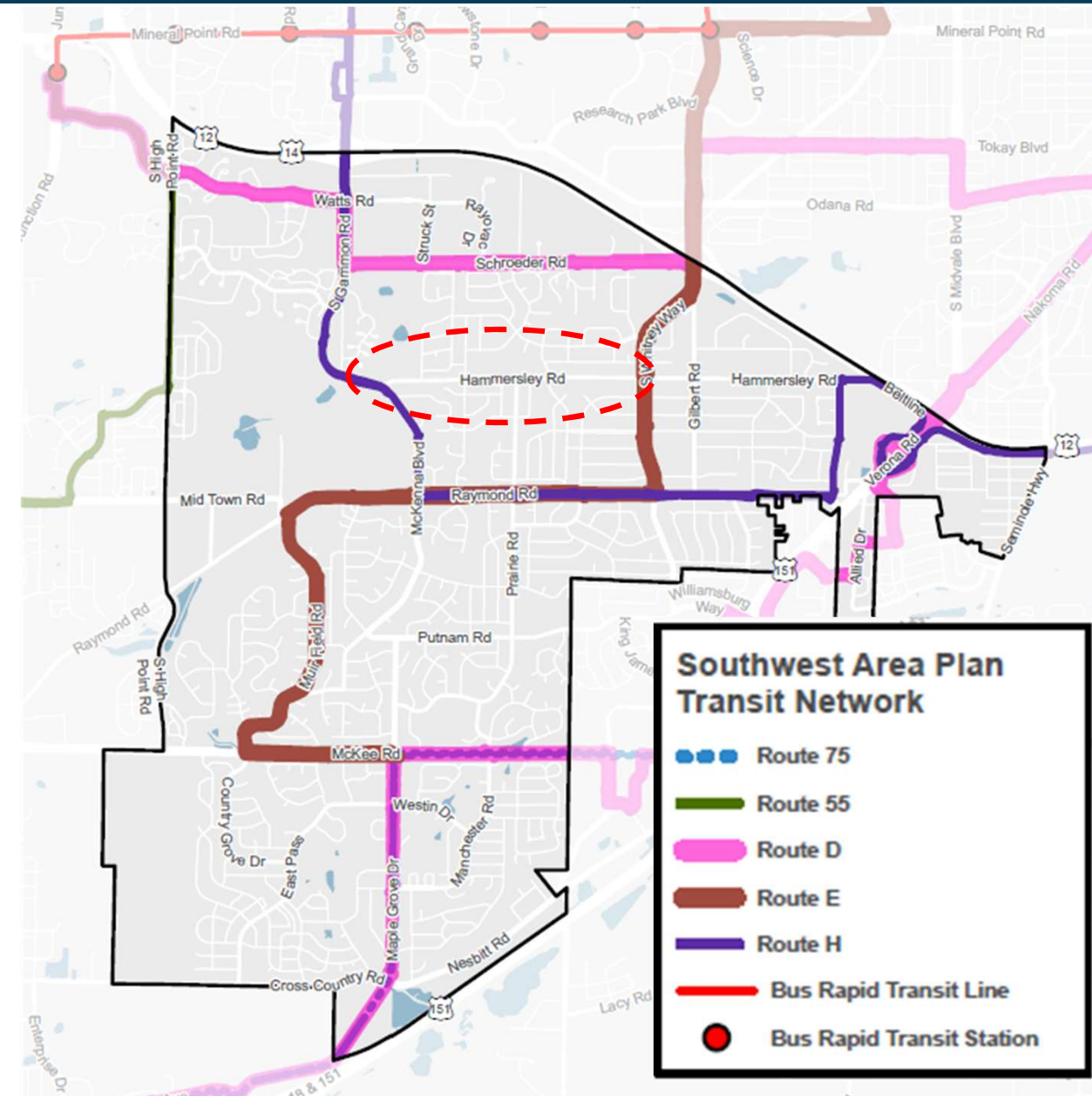


Install a roundabout at the intersection of Cross Country Rd., Maple Grove Dr., and Nesbitt Rd.

Transportation: Transit



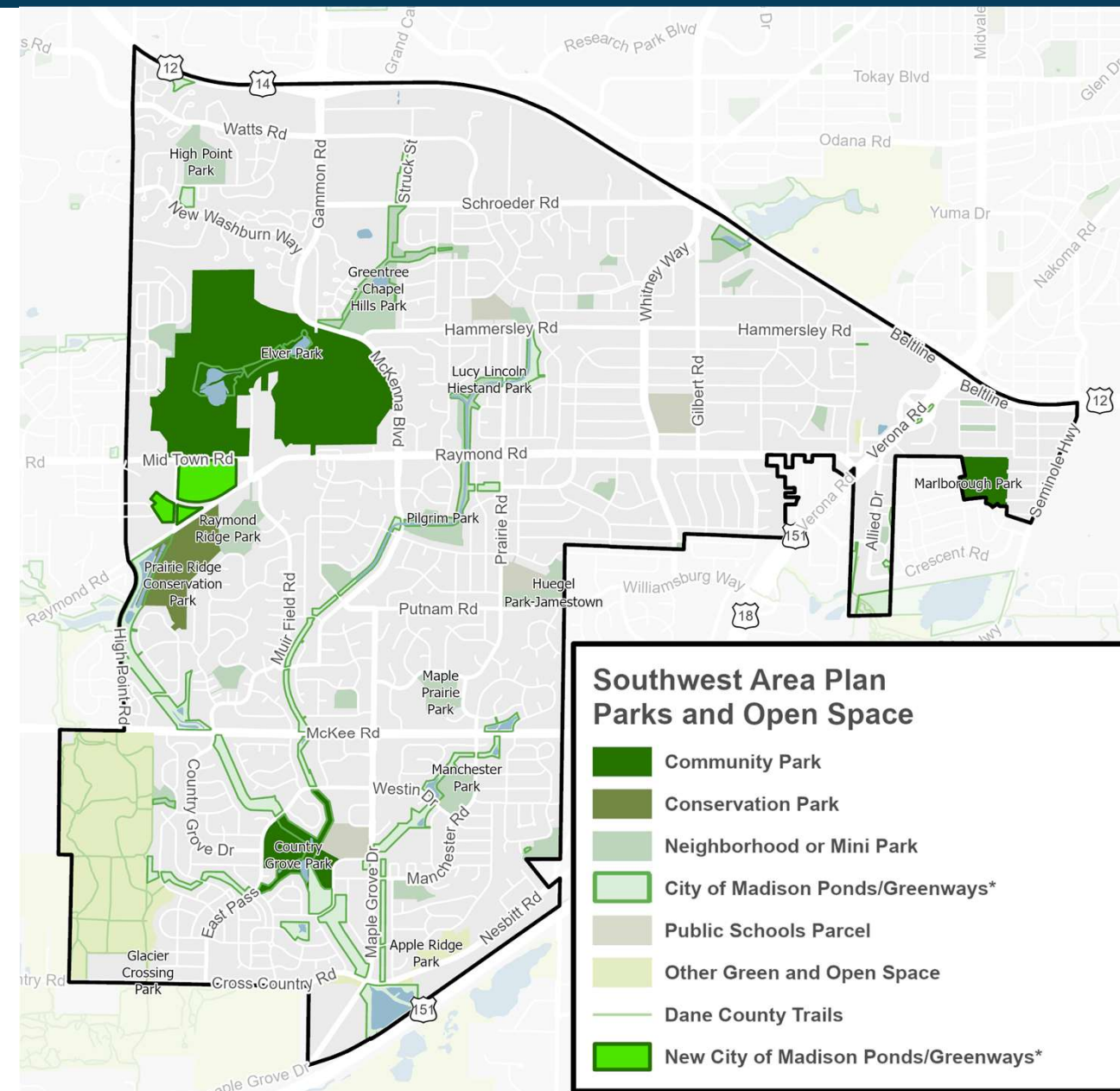
- Study the feasibility of restoring transit service along Hammersley Rd.
- As funding allows, add busses on Route D to address crowding during high-use times.
- Add bus shelters.



Green & Resilient: Parks



- **Elver Park Master Plan (2026):**
 - **Larger Master Plan Initiative** starting for **Elver Park** in **2026**.
 - Planning will incorporate community suggestions to guide long-term development of the park.
- **Southwest Area Plan Outreach:**
 - Focus on over **30 parks** in the planning area.
 - Engagement efforts aim to better understand local desires, challenges, and opportunities.
- **Your involvement:**
 - **All comments and suggestions** are welcomed and encouraged.
 - Your feedback will directly influence both individual park projects and broader regional planning strategies.

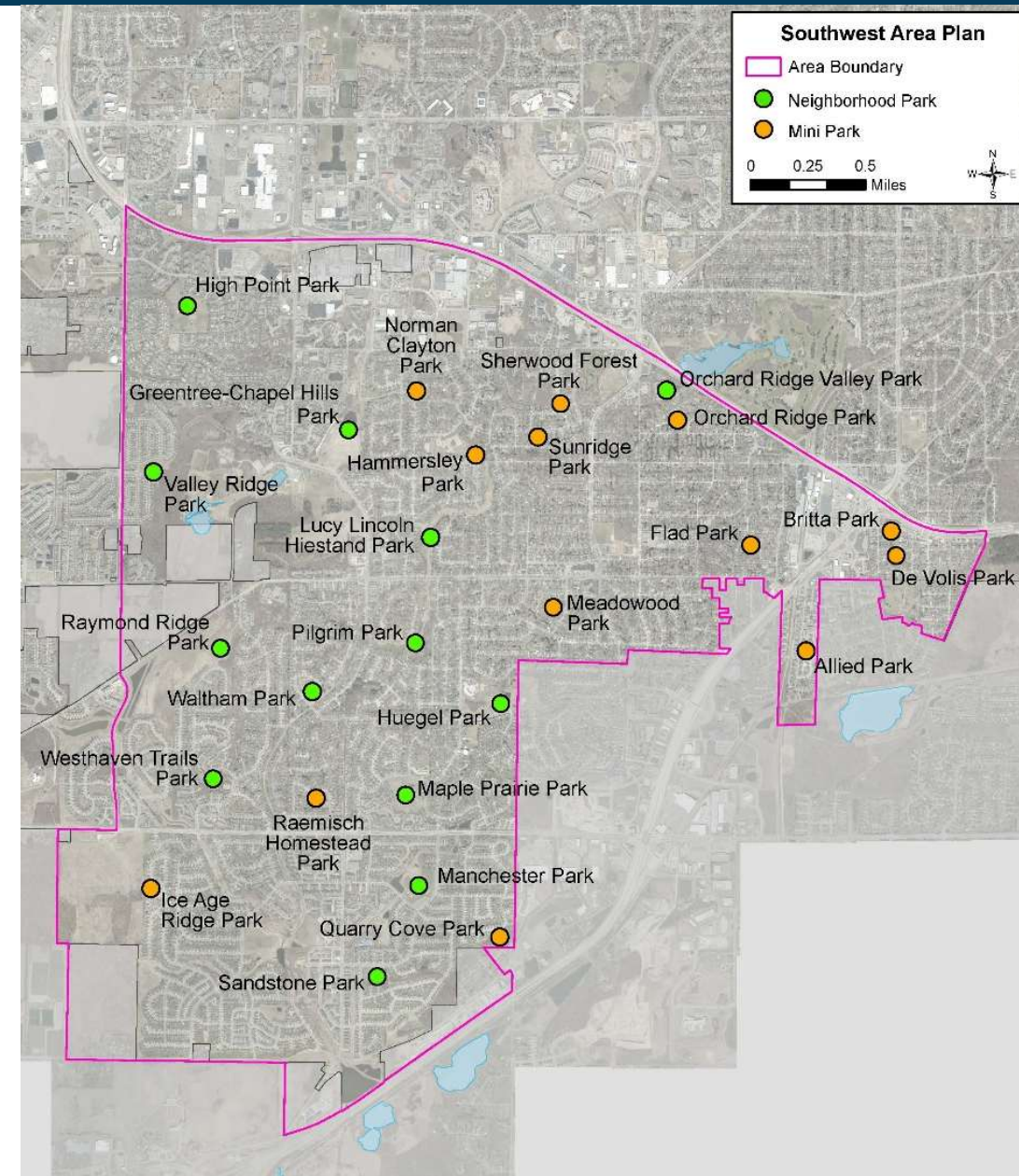


Green & Resilient: Parks



- **Park Development Plans:**
 - In addition to the Southwest Area Plan park recommendations.
 - Special focus on preparing development plans for neighborhood and mini parks within planning area.
- **Your involvement:**
 - Participate in future Parks-led workshops and public meetings.
 - Review proposed Park Development Plans for neighborhood and mini parks.
 - Attend and participate in the Board Park Commissioners review of the proposed Park Development Plans

Contact email: msturm@cityofmadison.com



Other Notable Topics/Actions



- Effective Gov't: 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 Facilities Plan.
- Economy & Opportunity: E&O: 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.



Timeline



Planning Process & Public Engagement

Phase Zero

Data Gathering & Review

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

JUN - OCT

2024

Phase One

Issues & Opportunities

- Multiagency Open House
- Community survey (part 1)
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Review by Board, Commissions & Committees
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts

NOV - MAY



Phase Two

Develop Recommendations

- Outreach to businesses
- Art Workshop
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with City Boards, Commissions & Committees

JUN - NOV

2025

Phase Three

Draft Plan Review

- Public feedback on Draft Plan
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts
- Pop-up outreach (resource fairs, events at library, community dinners etc.)

DEC - MAR



Phase Four

Adoption & Implementation

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

APR - MAY

2026

Staying Engaged



Give feedback on draft actions:

- See full list of draft actions
- Provide comments and feedback



Webpage:

<https://plans.cityofmadison.com/southwest-area-draft-actions>

Southwest Area Plan Website

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



Email: southwestareaplan@cityofmadison.com

Webpage: www.cityofmadison.com/southwestplan

