

# Southwest Area Plan – Interim Phase 2 Community Feedback Summary

From June 1, 2025 through November 16, 2025

This interim feedback summary includes public input from Phase 2 of the Southwest Area Plan process through November 16, 2025. It includes public feedback provided through a variety of sources, which are listed below. Staff reviewed all public comments and organized them into the most relevant element from the City's [Comprehensive Plan](#). We grouped similar comments together into one row with a tally of how many people commented on that topic in the middle column. The tally also includes the level of support (“thumbs up” or thumbs down”) on comments received through the online commenting tool. A total of 171 public comments were received through November 16, 2025. This summary does not include all comments received – a full list of all comments will be made available along with the complete feedback summary at the end of Phase 2 (expected in January 2026).

## Comment Sources:

- Art Workshop
- Community Action Strategy (CAS) event
- Online commenting tool
- Phone call or emailed feedback
- Public meeting
- Other events, such as Neighborhood Association meetings

Land Use and Transportation		
Comments	Tally (#) of Repeated Comments	Sources
Land Use		
At Mid Town Rd near S High Point Road: Would like to see upzoning and allowing for more mixed uses. This would provide more destinations to walk to and less reliance on a car.	6	Online commenting tool
With Meadowood Shopping Center recommended as Community Mixed-Use, concerned that neighborhood-serving uses will be lost if the shopping center is redeveloped. Example of Sequoya Commons, which people think does not have enough parking and is too dense.	5	Neighborhood Association Meeting, Public meeting
With Meadowood Shopping Center recommended as Community Mixed-Use, concerned that neighborhood-serving uses will be lost if the shopping center is redeveloped. Example of Sequoya Commons, which people think does not have enough parking and is too dense.	5	Neighborhood Association Meeting, Public meeting
Want to see more mixed-use areas with things like restaurants and retail (no specific locations were mentioned).	4	CAS event, Email, Public meeting, Online commenting tool
Southwest Area is lacking great places for people to hang out or walk around where there are small businesses. Some examples mentioned: Monroe Street, Willy Street, and along Atwood.	3	Email, Public Meeting
Would like mixed-use destinations in the McKee Rd at Maple Grove Rd area	3	Online commenting tool
For Meadowood Shopping Center: more housing with increased green space sounds great. Better than the current giant parking lot.	2	Online commenting tool
Consider adding the area around Home Depot and U-Haul to Land Use Action 5, which is about require pedestrian and transit-friendly redevelopment, especially in mixed-use areas on the Generalized Future Land Use (GFLU) Map.	2	Online commenting tool

Transportation		
Comments	Tally (#) of Repeated Comments	Sources
I consciously choose never to bike along Whitney Way because of the traffic there. Separated bike lanes would be great.	14	Online commenting tool
I approve of all new infrastructure listed in the draft Actions (under Pedestrian and Bicycle Network) but would like to also see improvement of existing infrastructure. Raymond Road and McKenna Blvd are two very important north-south and east-west roads. However, the bike facilities on these roads are not even comfortable for highly experienced riders.	10	Online commenting tool
I'm thrilled at the prospect of a bike/pedestrian trail that crosses the highway here (just south of Cross Country Rd, Maple Grove Dr, and Nesbitt Rd). It would be transformative for the area.	9	Online commenting tool
Support for extending the shared-use path along Hammersley west to McKenna Blvd (Transportation Action 8). Will also need safety improvement of the McKenna crossing at Hamersley.	9	Online commenting tool
This sidewalk/path connection on the north side of PD between Dorchester Way and the new development in Fitchburg is desperately needed, especially in light of the bus stop on PD at Fitchrona.	6	Online commenting tool
Raymond Rd between High Point and Verona Rd often – support for a reduction in lanes. It would it better to bike.	6	Online commenting tool
This should be a priority [Transportation Partnership A.ix - increasing pedestrian, bicycle, transit, and car connectivity across Verona Rd... aim to enhance safety by expanding connections to local street grid, narrowing lanes, and traffic calming measures]	6	Online commenting tool
Really excited about the possibility of adding an all ages and abilities bike/pedestrian path on Seminole Highway to connect to the Cannonball Path.	5	Online commenting tool
General concern about traffic and safety on Schroeder Rd	5	Online commenting tool, Public meeting
Why is there a need for a new street here (connecting Maple Grove to Basalt Lane)? Seems unnecessary to add another street and 4-way intersection along Maple Grove.	4	Online commenting tool
The D route (when it was still the 75) towards Epic during rush hour has been absolutely packed in the past. I and many others would love additional frequency for those times	4	Online commenting tool
Yes please! [Comment is related to Transportation Action 15, which is about installing a roundabout at the intersection of Cross Country Rd, Maple Grove Dr, and Nesbitt Rd]	4	Online commenting tool, Public meeting
The existing bicycle/pedestrian tunnel near Struck St is important but has many issues. High humidity makes the floor slippery, the lighting is poor and people who are homeless sometimes leave items in the tunnel which are hard to see.	4	Online commenting tool,
Concern about proposed overpass of the Beltline near Struck St. and Grand Canyon Dr. as a future street connection. The existing bicycle/pedestrian tunnel near Struck St provides a safe way to cross the Beltline. Residents do not want it replaced or compromised by a new roadway, especially since cars can already travel between the two streets.	3	Online commenting tool
Raymond Road is quite wide. On-street parking is rarely used, further encouraging higher speeds. I suggest that one parking lane be converted to a bi-directional, protected bike lane	3	Online commenting tool

Concern about speeding and safety at the Schroeder Rd.–Whitney Way intersection at the beltline. Desire for improvements that do not involve removing the exit ramp, eliminating Vitense Golfland, or significantly reconfiguring through-streets. [Note: the beltline exit ramp is NOT proposed to be removed and Vitense will not change unless they decide to do something different with their property.]	3	Online commenting tool
Watts Road should be a priority sidewalk connection.	3	Online commenting tool
This would be spectacular [Transportation Partnership B]. Even as a bike owner, there are times when BCycles would make certain errands and logistics so much simple.	3	Online commenting tool
Concern about safety on Woodington Way by Anana Elementary	3	Email, Online commenting tool
When will High Point Rd and Raymond Rd connections be completed?	3	Public Meeting
I carpool every day from the Southwest area to UW. Please keep traffic efficiency on the list of priorities. With all these proposed traffic calming measures, I worry that the city is becoming increasingly unfriendly toward commuters.	2	Online commenting tool
Concern about proposed beltline crossing near Kessel Court. The proposed roadway goes through our campus building complex where patients and staff routinely walk between our buildings.	2	Online commenting tool
Maintain the bike/ped connection from Mid-Town Rd. through the Marty Rd. area to preserve an important link between Elver Park and Verona.	2	Online commenting tool
Connecting this segment on Bitta Parkway to the other existing paths will be really great.	2	Online commenting tool

## Neighborhoods and Housing

Comments	Tally (#) of Repeated Comments	Sources
Community needs a recreational center and more things for kids to do	3	Public Meeting, CAS event
Support for replacing large parking lots with housing and additional green space is seen as a better use of the land.	2	Public Meeting, Online commenting tool

## Economy and Opportunity

Comments	Tally (#) of Repeated Comments	Sources
Support for public wi-fi idea, but some feel like more year-round bathroom facilities are the more urgent need	5	Online commenting tool
Need a central location “Hub” for different service providers in the [Allied] neighborhood. The Boys and Girls club has really upped their availability to residents lately, but can anyone just walk in and use the printer/copier? How about [locating a hub] at the parking lot at the southern corner of Red Arrow Trail/Verona Frontage Road adjacent to Luna Groceries?	3	Email, Public Meeting

## Culture and Character

Comments	Tally (#) of Repeated Comments	Sources
Want public art in the Meadowood and Allied areas	6	Art Workshop
Want more gatherings and activities for the community, especially in Park Edge/Park Ridge area	4	Art Workshop, CAS event
Free performance, hang out, learning spaces – maybe Marty Farm barn, Hammersley area.	2	Art Workshop

## Green and Resilient

Parks		
Comments	Tally (#) of Repeated Comments	Sources
Paving this path in Apple Ridge Park would make it worse because it is a very steep incline. Accessibility is important, but there is already a paved sidewalk nearby.	5	Online commenting tool
Love the idea to construct a Belmar Hills Park restroom that serves both the Allied and Belmar Hills parks.	5	Online commenting tool
Want more community garden space	5	Email, Public Meeting, Online commenting tool, CAS event
Don't add paved paths through Elver park that cross over existing cross country ski trails. This is the most heavily used ski trail in the city and the trails should be preserved.	4	Online commenting tool
Support for collaborating with the City of Fitchburg and the UW Arboretum to build an entrance to the south arboretum from the Cannonball Trail near Seminole Highway.	3	Online commenting tool
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## Health and Safety

Comments	Tally (#) of Repeated Comments	Sources
Speeding and reckless driving plagues this area where Whitney Way/Schroeder Rd meets the beltline, particularly near the Beltline ramps. Improvements should focus on safety for pedestrians and cyclists.	5	Online commenting tool
Speeding is a huge issue on Prairie Rd. Happy to see this being addressed in the actions.	3	Online commenting tool
For sites this close to the Beltline, we really shouldn't be encouraging residential uses at all. These are better suited to be commercial zones due to noise and air pollution. Comment is related to Health and Safety Action B.	2	Online commenting tool

## Community Action Strategy (CAS)

Comments	Tally (#) of Repeated Comments	Sources
Interest in more community gardens closer to Allied Drive housing, such as along Southwest Path where it's sunny.	2	Email, Public Meeting
To improve safety of getting to school, make Woodington by Anana Elementary a one-way street and add a stop sign at Piping Rock and Woodington Way.	2	CAS event, Online commenting tool
Need a grocery store or better access to food in Allied area. Comments mentioned need for free/community meals	2	CAS event