

# Southwest Area Plan – Phase 1 Interim Community Feedback Summary

April 9, 2025

This summary includes public input from the first phase of the Southwest Area Plan process, through March 2025 (note: online map comments are through January 22<sup>nd</sup>; mapping comments received after that date will be reviewed in a future summary). It includes feedback provided through in-person and virtual public meetings, Neighborhood Resource Teams, an online commenting map, phone calls, emails, 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 515 public comments were received through March 5, 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
<b>Issues</b>		
Speeding on 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
High traffic congestion during peak hours, especially on S. Gammon Rd. and near schools.	4	Stakeholder Interviews, Public Meetings
<b>Opportunities</b>		
Traffic calming measures like speed bumps, roundabouts, and narrower roads are needed to reduce speeding.	6	Public Meetings, Commenting Map, Stakeholder Interviews
Dangerous intersections, such as Schroeder Rd. and McKenna Blvd., need traffic lights or roundabouts.	5	Public Meetings, Commenting Map

Bike and Pedestrian Safety		
<b>Issues</b>		
Lack of safe crosswalks, especially near schools like Milele Chikasa Anana Elementary.	8	Public Meetings, Commenting Map, Stakeholder Interviews
Bike paths are disconnected, making it difficult to travel safely between neighborhoods and parks.	8	Public Meetings
Poor lighting on streets like Schroeder Rd. makes it difficult for pedestrians to cross safely at night.	6	Public Meetings
Pedestrians are forced to cross busy roads like Raymond Rd. and Whitney Way without adequate protection.	5	Public Meetings, Commenting Map
Sidewalks are missing or incomplete in many areas, forcing pedestrians to walk in the street.	5	Public Meetings, Commenting Map
Push-button crossings are unreliable, and pedestrian signals are needed at key intersections.	4	Public Meetings, Commenting Map, Stakeholder Interviews
Dangerous bike routes, such as Marty Rd., need improvements to make them safer for cyclists.	4	Public Meetings, Commenting Map
Dangerous intersections near schools, especially Schroeder Rd., make it unsafe for students walking to school.	4	Stakeholder Interviews, Public Meetings
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
<b>Opportunities</b>		
Need for more protected bike lanes, especially on Raymond Rd. and McKenna Blvd.	8	Public Meetings, Commenting Map
Requests flashing beacons at key crossings (e.g., Hammersley, Schroeder, McKee Rd.).	5	Public Meetings, Commenting Map, Neighborhood Resource Team
Residents want better ped/bike connectivity through Elver Park.	5	Public Meetings, Commenting Map
<b>Assets</b>		
Praise for the new Hammersley shared-use path.	4	Stakeholder Interviews, Commenting Map, Phone call or emailed feedback
Transit		
<b>Issues</b>		
Bus stops lack shelters, making it uncomfortable to wait in extreme weather conditions.	5	UW PEOPLE Program, Stakeholder Interviews
Seniors and people with disabilities struggle to access transit due to long walking distances.	3	Stakeholder Interviews, Phone call or emailed feedback
The D bus route is praised for its efficiency, but other routes need improvement, especially around Allied.	3	Stakeholder Interviews, Commenting Map

Street Design/Complete Green Streets		
<b>Issues</b>		
Poor road conditions, including potholes and aging pavement, need to be addressed.	6	Public Meetings, Commenting Map
Confusing intersections, such as Piping Rock and Hathaway, need better signage or traffic lights.	5	Public Meetings, Commenting Map
Sidewalks are missing or poorly maintained, especially in residential areas.	4	Public Meetings, Commenting Map
<b>Opportunities</b>		
Roundabouts are suggested for high-traffic intersections like High Point and Mid Town Rd.	3	Public Meetings, Commenting Map
Land Use		
<b>Issues</b>		
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
<b>Opportunities</b>		
Desire for more mixed-use redevelopment, including coffee shops, restaurants, and small businesses.	5	Public Meetings, Commenting Map
The Meadowood Shopping Center has many vacancies and could be revitalized with mixed-use development.	4	Stakeholder Interviews, 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
Connectivity (Road/Bike/Ped)		
<b>Issues</b>		
Need for better connections between neighborhoods, especially for pedestrians and cyclists.	6	Public Meetings, Commenting Map
Residents want better connectivity to parks, schools, and commercial areas.	5	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

Neighborhoods and Housing		
Housing Affordability		
Comments	Tally (#) of Repeated Comments	Sources
<b>Issues</b>		
Inattentive landlords and maintenance issues, especially in low-income housing complexes.	9	Stakeholder Interviews, Public meeting
Lack of affordable housing, particularly in Allied/Dunns Marsh and Prairie Hills, is a concern.	8	Stakeholder Interview, Public meeting
Aging in place is important but rising rents and property taxes are forcing older adults and low-income families to move out.	6	Public meeting, Phone call or email with resident
Housing (General)		
<b>Issues</b>		
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		
<b>Assets</b>		
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
<b>Issues</b>		
Need for a grocery store closer to the Meadowood neighborhood.	3	Stakeholder Interviews, Neighborhood Resource Team
Community Empowerment and Capacity Building		
<b>Assets</b>		
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
<b>Opportunities</b>		
Some neighborhoods need help building connections and with advocacy like Allied/Dunns Marsh.	5	Neighborhood Resource Teams, Stakeholder Interviews
Housing Quality and Maintenance		
<b>Issues</b>		
Poor maintenance of rental properties, particularly in low-income housing complexes, and issues with absentee landlords.	8	Stakeholder Interviews, Public meeting
Youth/Programming		
<b>Issues</b>		
Lack of youth programming and activities, especially for BIPOC kids.	4	Stakeholder Interviews and Neighborhood Resource Team

Parks		
Residents appreciate the natural spaces, parks, and greenery in their neighborhoods.	4	Public meetings
Neighborhood Centers		
<b>Assets</b>		
Like all the neighborhood and community centers.	4	Public meetings

Economy and Opportunity		
Employment and Job Opportunities		
Comments	Tally (#) of Repeated Comments	Sources
<b>Issues</b>		
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 meeting 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 meeting and Stakeholder Interviews
Business and Economic Development		
<b>Issues</b>		
Lack of coffee shops and restaurants, especially small, local businesses, and businesses that support the community, like Luna's Groceries.	9	Public meeting, Stakeholder Interviews, Online Comment Map
<b>Opportunities</b>		
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 meeting, Stakeholder Interview, UW PEOPLE Program
Access to Food and Services		
<b>Issues</b>		
Lack of childcare services and a need to recruit, train, and support home-based childcare providers.	4	Public meetings, Stakeholder interviews
Lack of youth programming in general, and at parks, especially for BIPOC kids which can lead to behavioral problems	5	Stakeholder Interviews - Jan 2025
<b>Opportunities</b>		
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.	3	Online Comment Map

Culture and Character		
Community Gathering Spaces		
Comments	Tally (#) of Repeated Comments	Sources
<b>Issues</b>		
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		
<b>Opportunities</b>		
Maintain existing public art and add more, and add arts programming like theater, dance and music to bring neighbors together.	5	Stakeholder Interviews, Public Meeting, Online Comment Map
Identity and Sense of Place		
<b>Issues</b>		
The southern portion of the planning area lacks identity, with most amenities located in Fitchburg or Verona.	3	Stakeholder Interviews, Public meeting
Community Empowerment and Capacity Building		
<b>Opportunities</b>		
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
Access to Food and Services		
<b>Issues</b>		
Lack of recreational opportunities for youth, daycare options and access to employment and healthy food for the large Hispanic population.	4	Stakeholder Interviews

Green and Resilient		
Parks		
Comments	Tally (#) of Repeated Comments	Sources
<b>Assets</b>		
Residents appreciate the natural spaces and trails in parks like Elver, High Point, Ice Age, Allied Park and Waltham.	6	Public Meetings, Neighborhood Resource Team, UW PEOPLE Program
The cross-country ski trails and sledding hill at Elver Park are popular and well-loved.	3	Online Commenting Map, Public Meetings
<b>Issues</b>		
Need for more recreational activities in parks, such as volleyball, soccer fields, and pickleball courts.	5	Public Meetings, UW PEOPLE Program
Need for more park amenities like bathrooms, water stations, seating, and shade.	4	Public Meetings, Online Commenting Map

Support for expanding Elver Park, including adding a Marty Farm pond and more entrances.	3	Public Meetings, Online Commenting Map
Residents want more pickleball courts and suggest replacing underused tennis courts with pickleball.	3	Public Meetings, Online Commenting Map
<b>Trees/Greenery</b>		
<b>Assets</b>		
Residents appreciate the mature trees and urban forestry efforts in the area. The forestry Department has done a great job.	3	Public Meetings, Online Commenting Map
<b>Opportunities</b>		
Encourage native planting, reduce mowing, and create pollinator-friendly spaces	3	Public Meetings, Online Commenting Map
Desire to preserve existing green spaces and plant more native prairie plants.	3	Online Commenting Map, Public Meetings
<b>Stormwater/Water Quality</b>		
<b>Issues</b>		
Need to improve stormwater management due to climate change; more robust measures are needed.	4	Public Meetings, Online Commenting Map
<b>Connectivity (Road/Bike/Ped)</b>		
<b>Issues</b>		
Lack of pedestrian access to parks like Badger Prairie Dog Park from the north and Green Tree Chapel Hill	3	Public Meetings, Online Commenting Map
Concerns about the lack of connections between parks	3	Public Meetings, Online Commenting Map
Need for better bike paths, such as a connection from High Point-Raymond through to Elver Park.	3	Public Meetings, Online Commenting Map
<b>Youth Programing</b>		
<b>Issues</b>		
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 Service		
Issues		
Delays or inadequate snow plowing (e.g., low-priority streets, blocked driveways)	3	Public Meetings, Stakeholder Interviews
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.	9	Public Meetings, Online Commenting Map
Need for speed control measures (e.g., speed bumps, blinking pedestrian lights). Unsafe intersections (e.g., Pilgrim/McKenna stop sign).	5	Public Meetings, Online Commenting Map
Unsafe crossings on Raymond Rd., Schroeder Rd., and Manchester Rd. Lack of crossing guards near schools.	4	Public Meetings, Online Commenting Map
Street Lighting		
Lack of streetlights in some neighborhoods, especially on Maple Grove Rd.	3	Public Meetings, Online 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 meeting 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.

