

# Southwest Area Plan Virtual Meeting



December 3, 2024

# Meeting Basics



- **This meeting is being recorded.** It is a public record subject to disclosure. By continuing to be in the meeting, you are consenting to being recorded and to this record being released to public record requestors who may see you, your home, and your family members in the recording. You have the option to turn off your camera and participate with audio only.
- Please keep your **camera and mic off** until after the presentation.
- During the Q&A, use “**Raise Hand**” to ask a question.
- Please **turn mic off** after speaking to avoid background noise.
- Can use **Chat** for questions, comments, or if you have technical issues

Display

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**Mute**  
**(Phone: \*6)**

**Chat**

**Raise Hand in**  
**Reactions**  
**(Phone: \*9)**

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Audio Video Participants 2 Chat React Share Host tools More Leave

# Presentation Outline

1. What is an Area Plan?
2. Background information about the Southwest Area Plan
3. Poll questions
4. Summary information from City Departments
  - Community Development
  - Engineering - Public Works
  - Engineering - Stormwater and Sanitary Sewer
  - Traffic Engineering
  - Metro
  - Parks
5. Timeline
6. How you can provide input
7. Discussion and Q&A

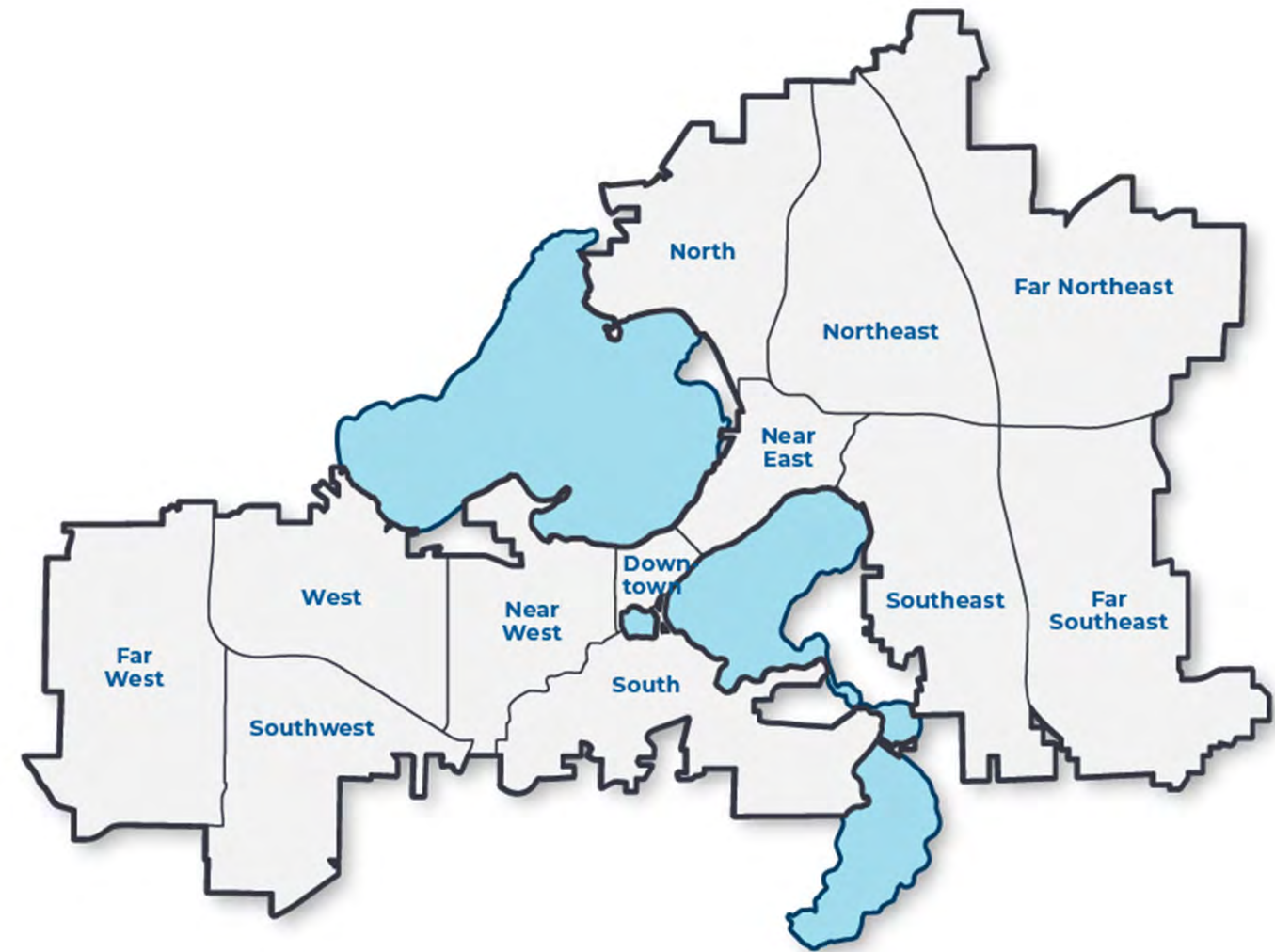
# What is planning and why does it matter?

- 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 is an Area Plan?

- A long-term vision designed to guide changes in the many aspects of our community.
- Recommendations cover the Comprehensive Plan's seven elements:
  - Land Use and Transportation, Neighborhoods and Housing, Economy and Opportunity, Culture and Character, Green and Resilient, Effective Government, Health and Safety
- 12 Area Plans will be developed and updated every 10 years.



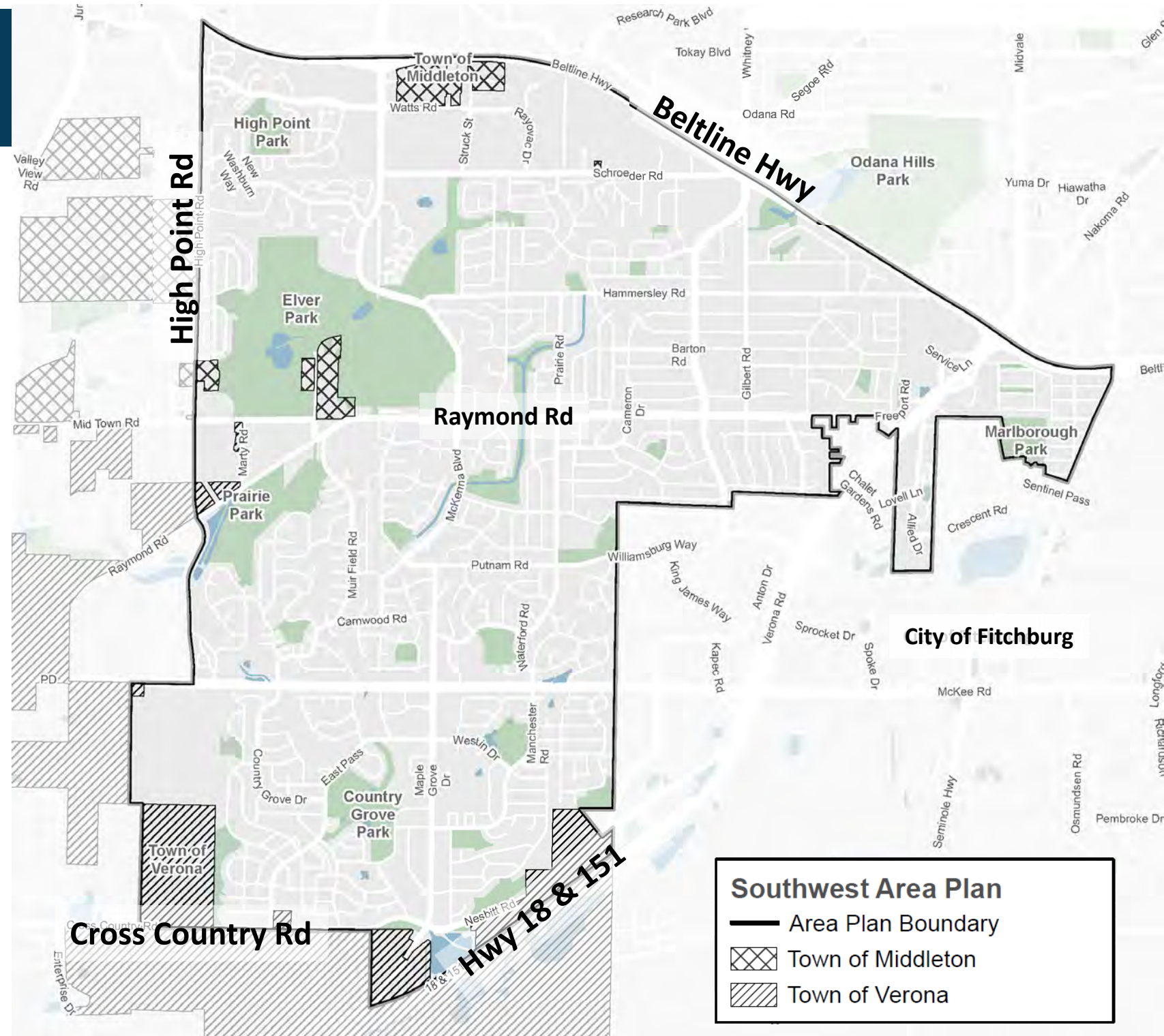
# Southwest Area

**North boundary:** Beltline Hwy

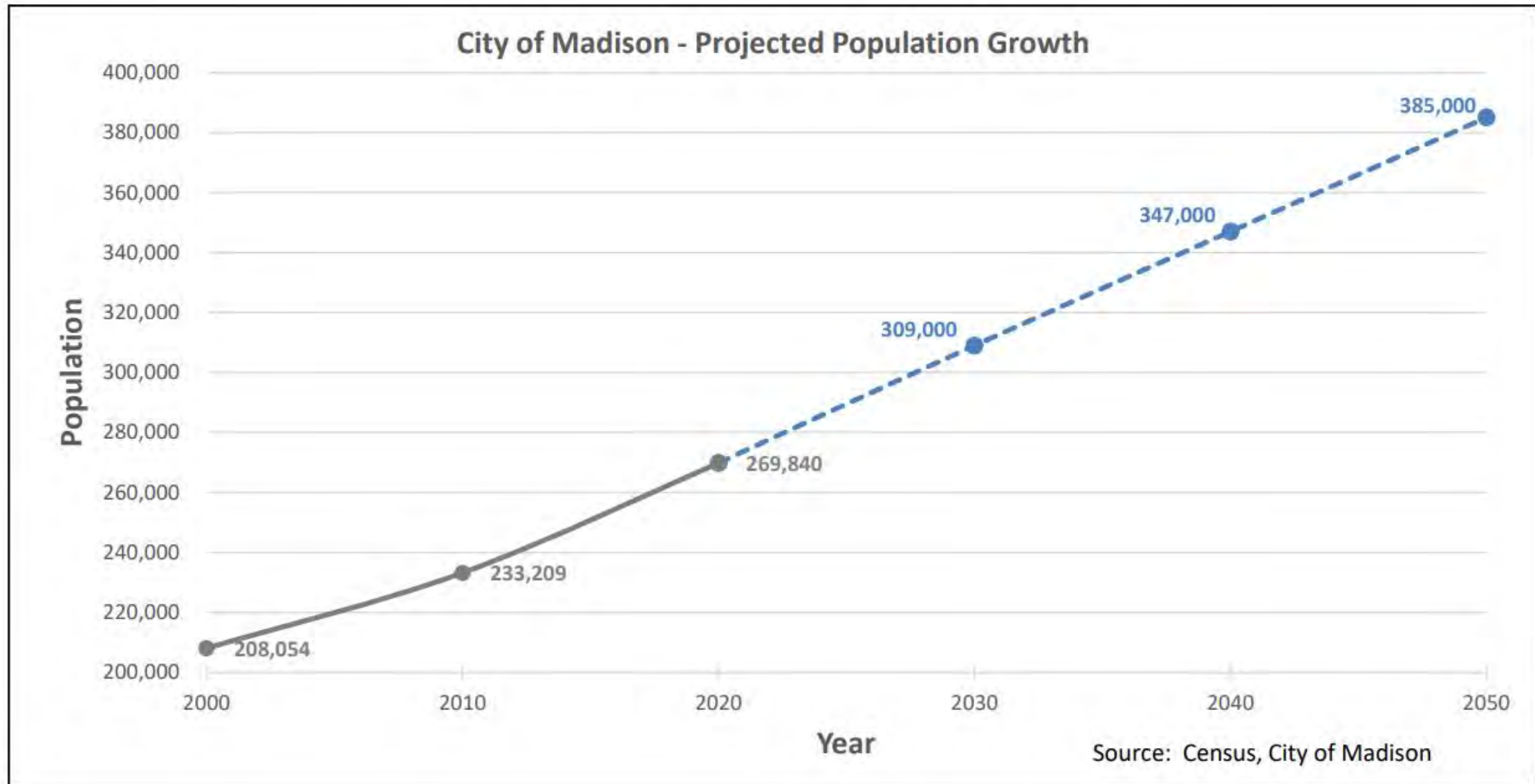
**East boundary:** City of Fitchburg

**South boundary:** Verona Rd,  
Hwy 18, Cross Country Rd

**West boundary:** Ice Age Trail  
Junction Area, High Point Rd

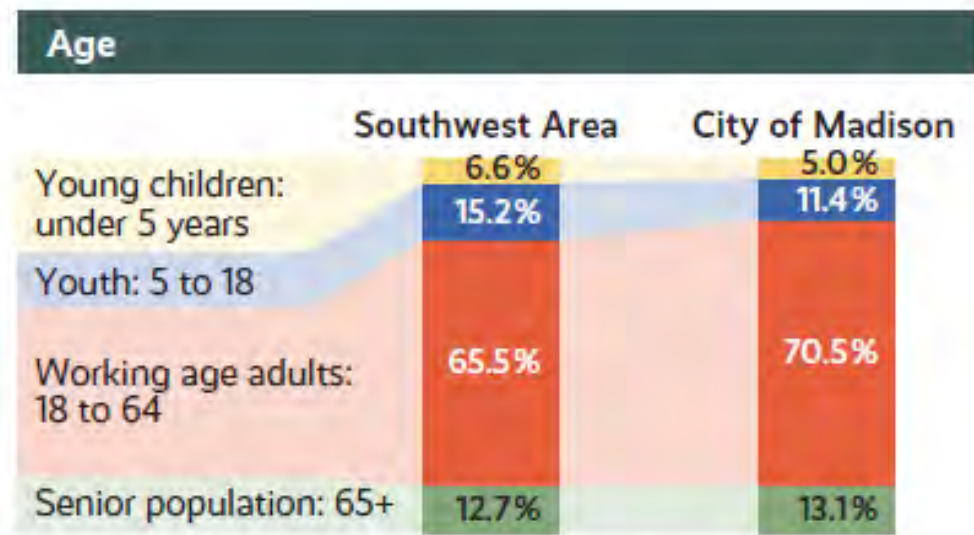
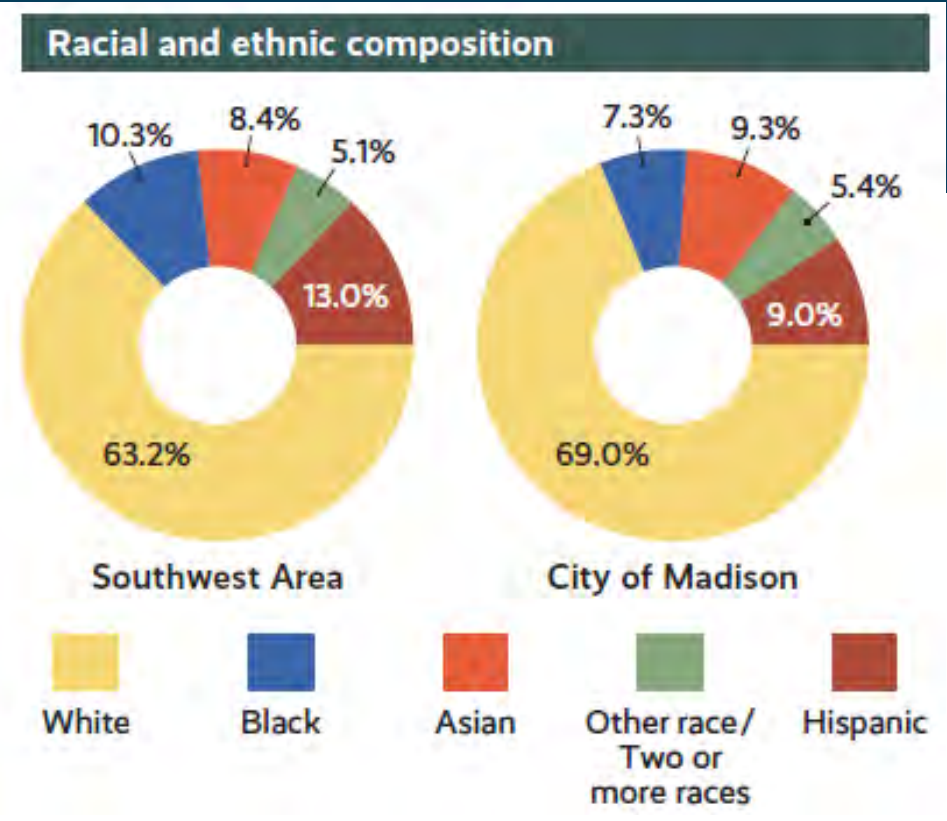
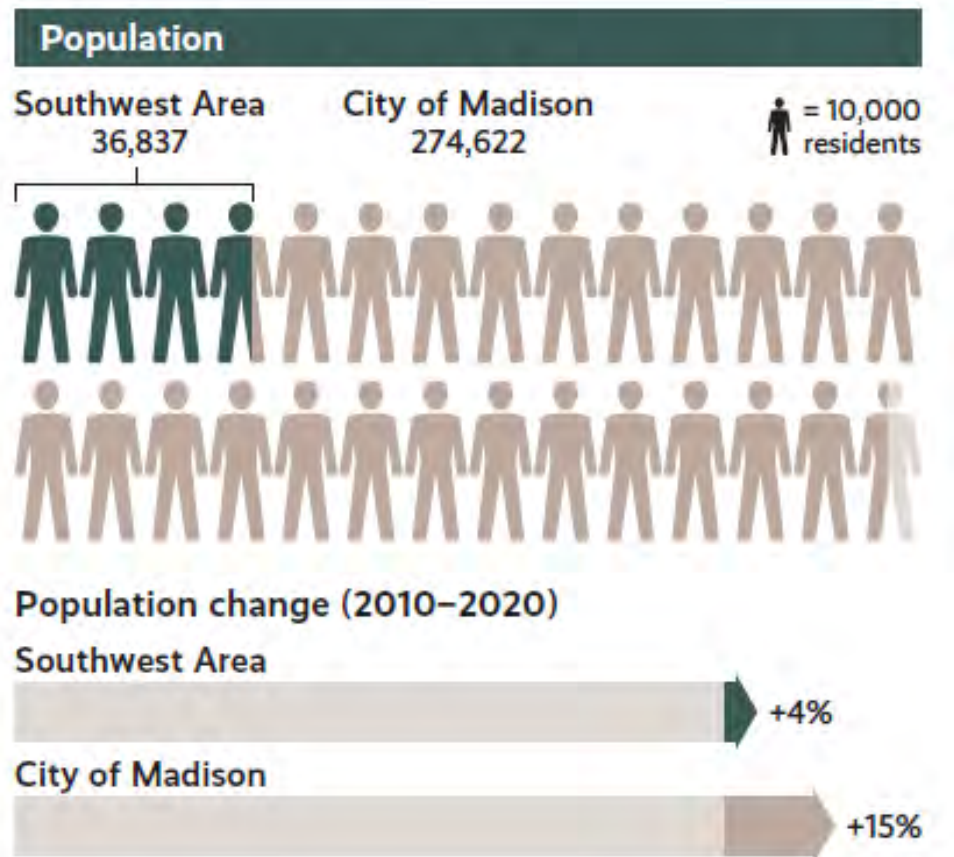


# Background Data



Madison is projected to add 115,000 new residents and 50,000 jobs between 2020 and 2050.

# Background Data



Source: Decennial Census 2020 Block Data

# Land Use

## Generalized Future Land Use (GFLU) Map

- Shows desired future land use patterns

## Land Use Categories:

- Broad categories such as residential, mixed-use, commercial, or industrial.

## Example: Neighborhood Mixed-Use (NMU)

- Mix of residential, retail, restaurant, service and civic uses that serve nearby residents
- 2 to 4 stories

For more information, check out this video:

[https://www.youtube.com/watch?v=llj\\_su5fWx8](https://www.youtube.com/watch?v=llj_su5fWx8)

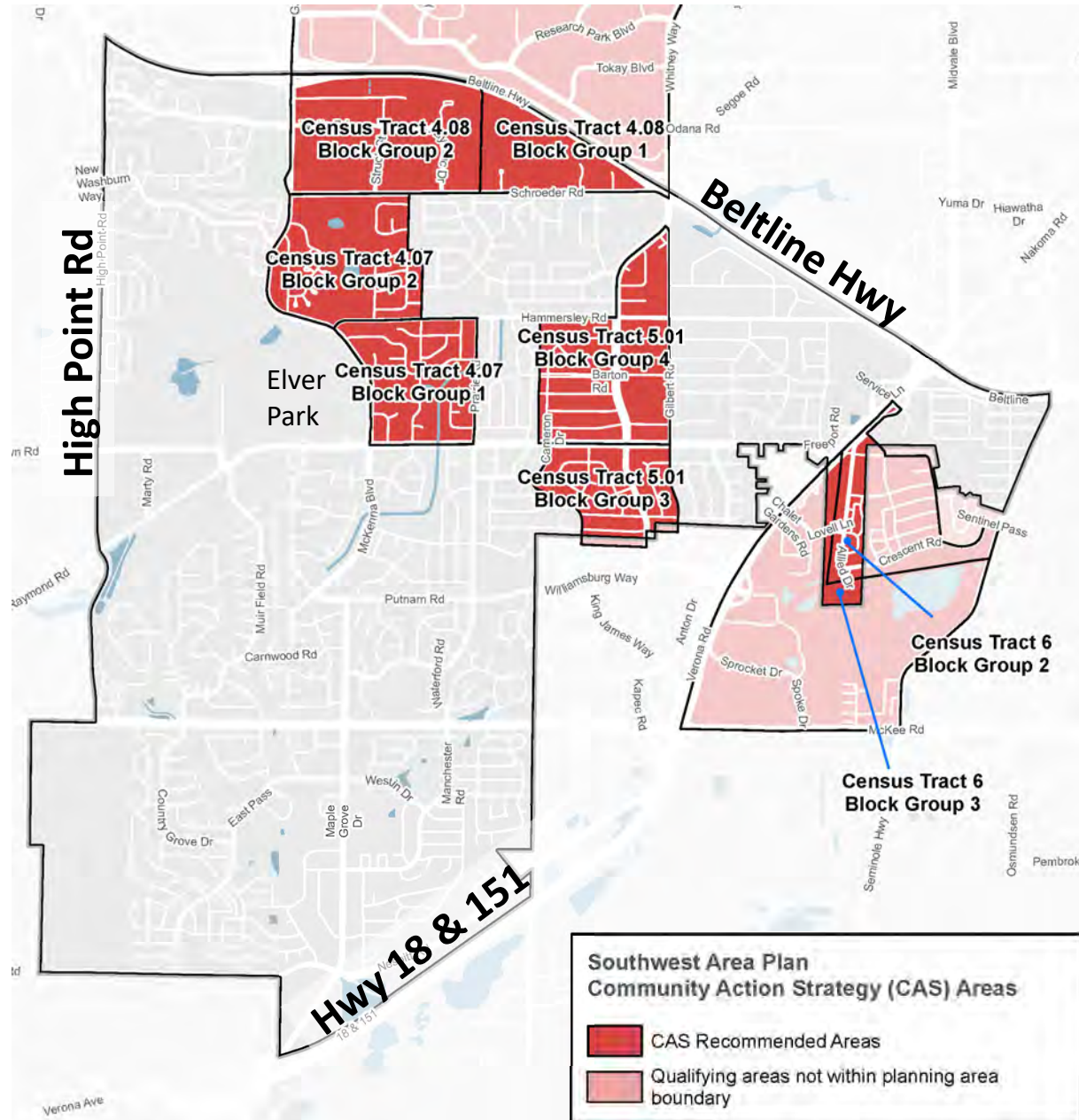


Example of Low-Medium Residential (LMR)



Example of Neighborhood Mixed-Use (NMU)

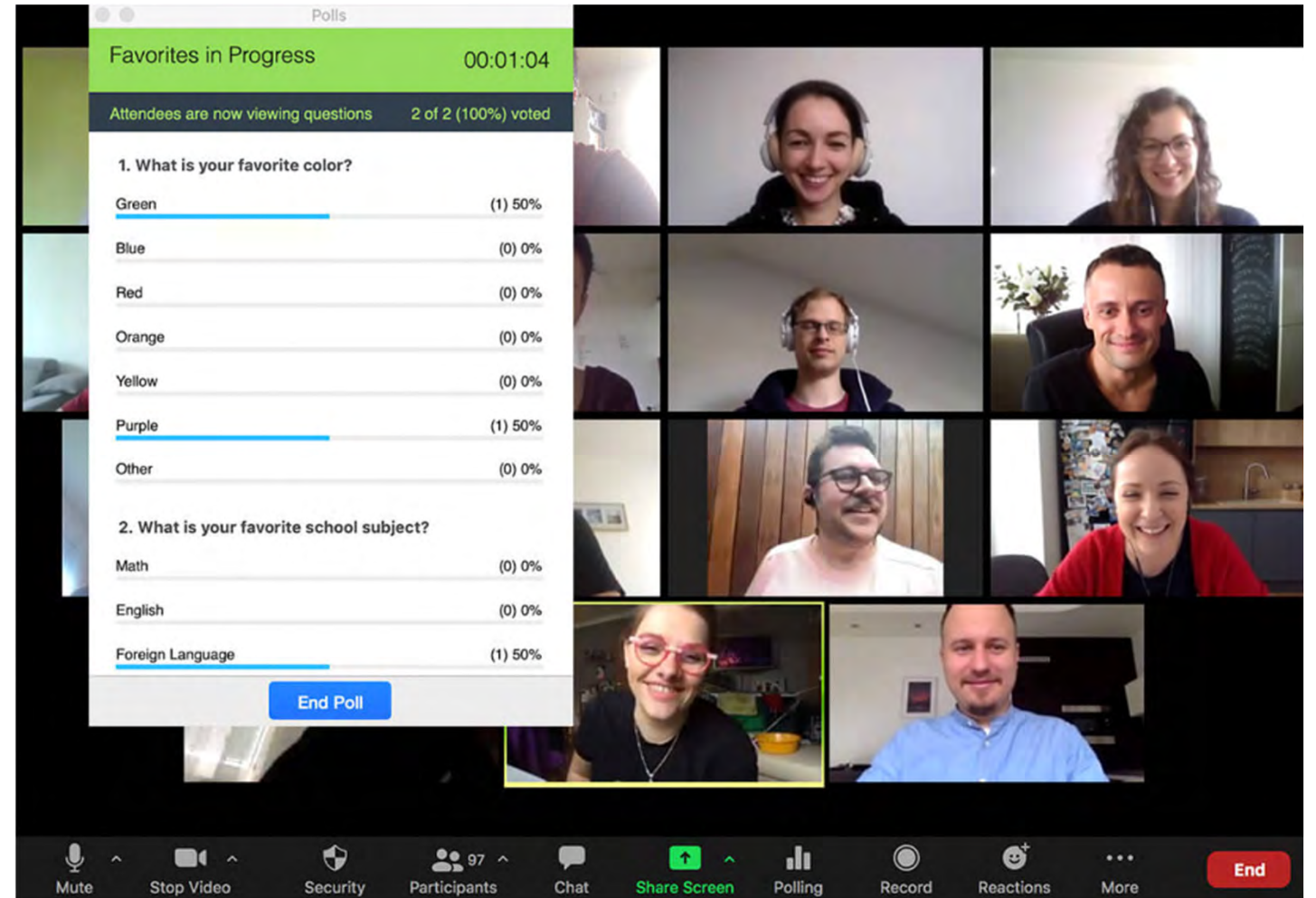
# Community Action Strategy (CAS) Areas



- City receives federal funding to support community development initiatives primarily benefiting low- to moderate-income residents. Used for:
  - Capacity building
  - Community and stakeholder relationships
  - Small-scale physical improvements

# Poll Questions

Poll questions will pop up on your screen with multiple choice answers to select from.



The screenshot displays a Zoom meeting interface. A poll overlay is visible in the center-left, titled "Favorites in Progress" with a timer of 00:01:04. It shows two questions with progress bars and vote counts.

**Question 1: What is your favorite color?**

Color	Count	Percentage
Green	1	50%
Blue	0	0%
Red	0	0%
Orange	0	0%
Yellow	0	0%
Purple	1	50%
Other	0	0%

**Question 2: What is your favorite school subject?**

Subject	Count	Percentage
Math	0	0%
English	0	0%
Foreign Language	1	50%

The poll overlay includes an "End Poll" button at the bottom. The background shows a grid of eight participants in a video conference. The bottom toolbar contains icons for Mute, Stop Video, Security, Participants (97), Chat, Share Screen, Polling, Record, Reactions, More, and an End button.

# City Departments and Divisions

Many City of Madison departments and divisions are involved in the Southwest Area Plan.

City of Madison Department or Division
Planning
Community Development
Engineering – Public Works
Engineering – Stormwater and Sanitary sewer
Traffic Engineering
Metro
Parks

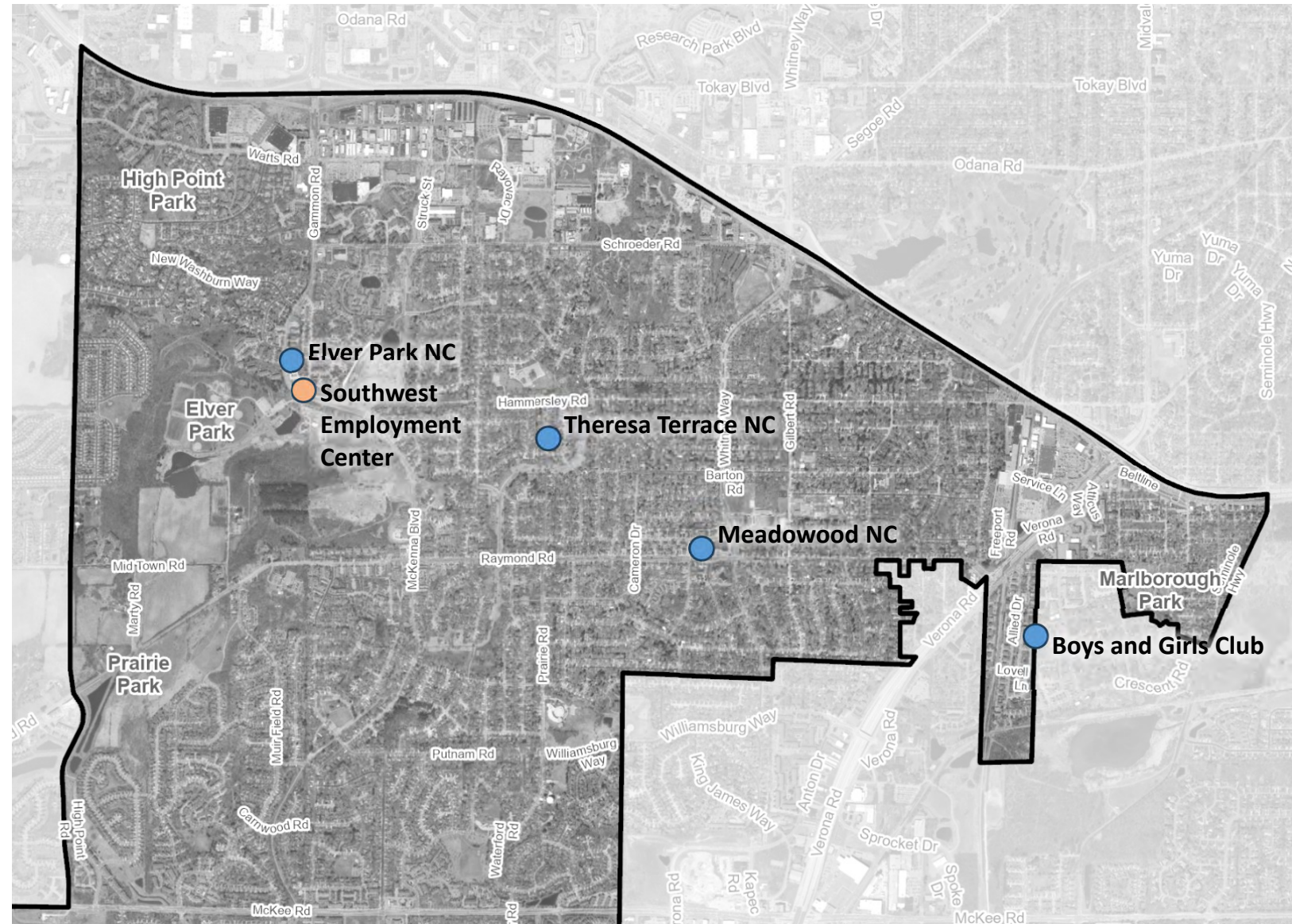
# Community Development

- Community Resources
  - Neighborhood Centers, Business Incubators, Employment Programming, Youth Programming
- Childcare
  - Services and Accreditation
- Older Adult Services
  - Programming and Senior Center
- Homeless Services and Housing Stability
- Affordable Homeownership Services and Financing
- Affordable Rental Services and Financing



# Community Development

- Southwest Employment Center
  - Job readiness, computer lab, career services, etc.
- Neighborhood Centers (NC)
  - Elver Park NC
  - Theresa Terrace NC
  - Meadowood NC
  - Boys & Girls Club



Employment and Neighborhood Centers in the Southwest Area

# Engineering – Public Works & Private Development

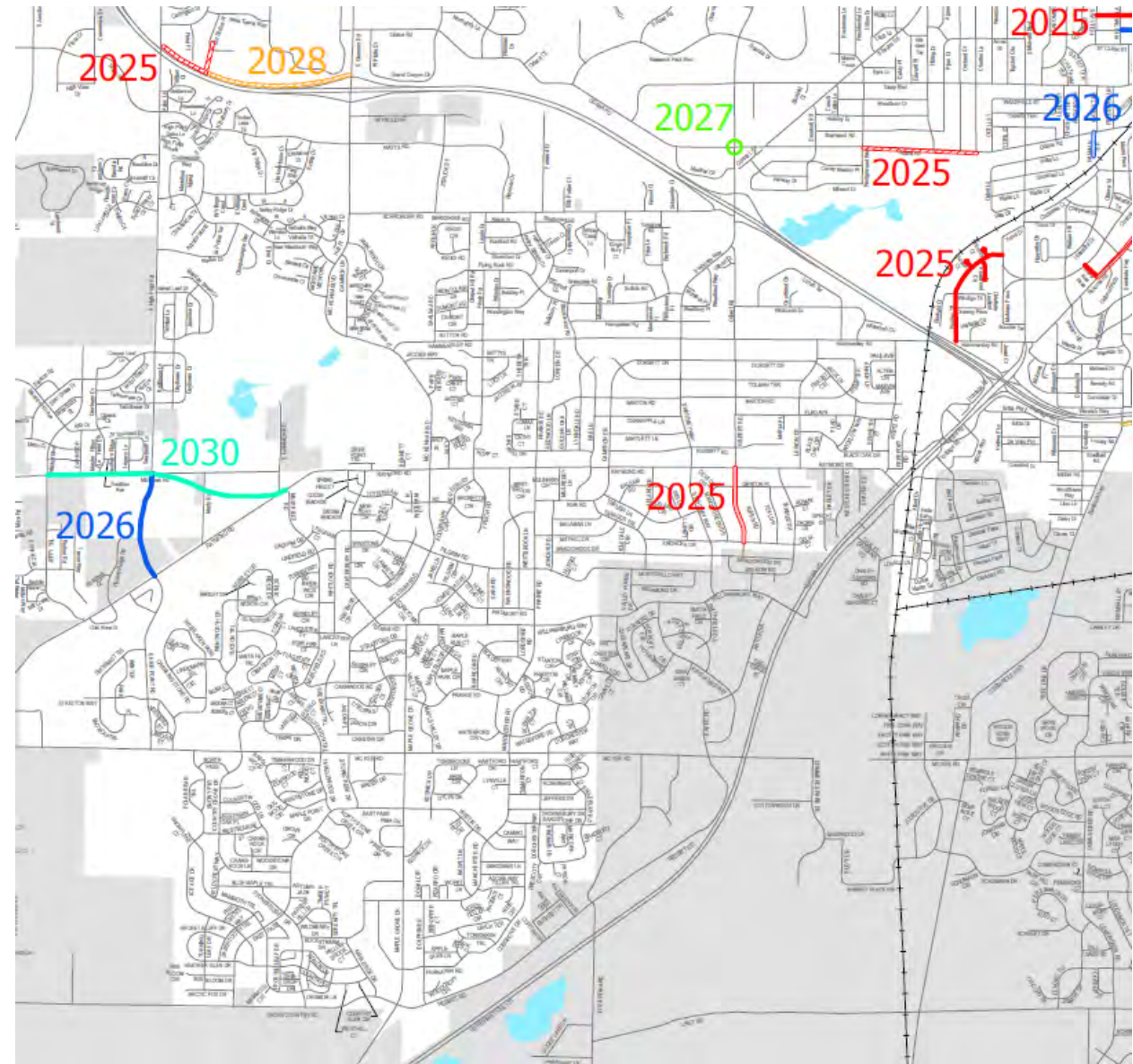
- Overall coordination of transportation projects
- Monitor conditions of streets, sidewalks, bridges, and paths
- Design streets, sidewalks, bridges, and paths
- Permit any construction in the Right-of-Way



# Engineering – Public Works & Private Development

## Upcoming projects in the Southwest Area:

- High Point Road, Mid Town Road, & Raymond Road realignment
- Various street and path resurfacing and reconstruction projects
- Sidewalk Repairs:
  - Alder District 7: 2032
  - Alder District 10: 2033
  - Alder District 20: 2032



# Transportation Improvement Plan (TIP) 2025-2030

# Stormwater and Sanitary Sewer Utilities

- Stormwater Utility
  - Flood Mitigation
  - Water Quality
- Sanitary Sewer Utility
  - Manage wastewater collection with pipes and pumping stations
  - Water treated by Madison Metropolitan Sewerage District



<https://www.azstorm.org/stormwater-101/storm-vs-sanitary-sewer>

# Stormwater and Sanitary Sewer Utilities

## Watershed Studies

- <https://www.cityofmadison.com/flooding/city-initiatives/watershed-studies>
- <https://www.cityofmadison.com/flooding/report/>

**Report Flooding & Damage**

Please use this form to report **Non-Emergency** issues only.

- **Emergencies:** If you or someone else is at risk or needs help, or if the maintenance item is an emergency condition, please call **911**.
- **Stormwater Emergencies:** If clogged grates or blocked waterways are causing an imminent threat to your property, please call (608) 266-4430

Please use this form to report flooding and damage to private property or public lands, including City parks. This form is for reporting flooding in the **City of Madison** only.

We will use this information to prioritize repairs and to plan for upgrades to our City stormwater infrastructure to reduce flooding damage in the future. Thank you for your time.

**Flooding Type**

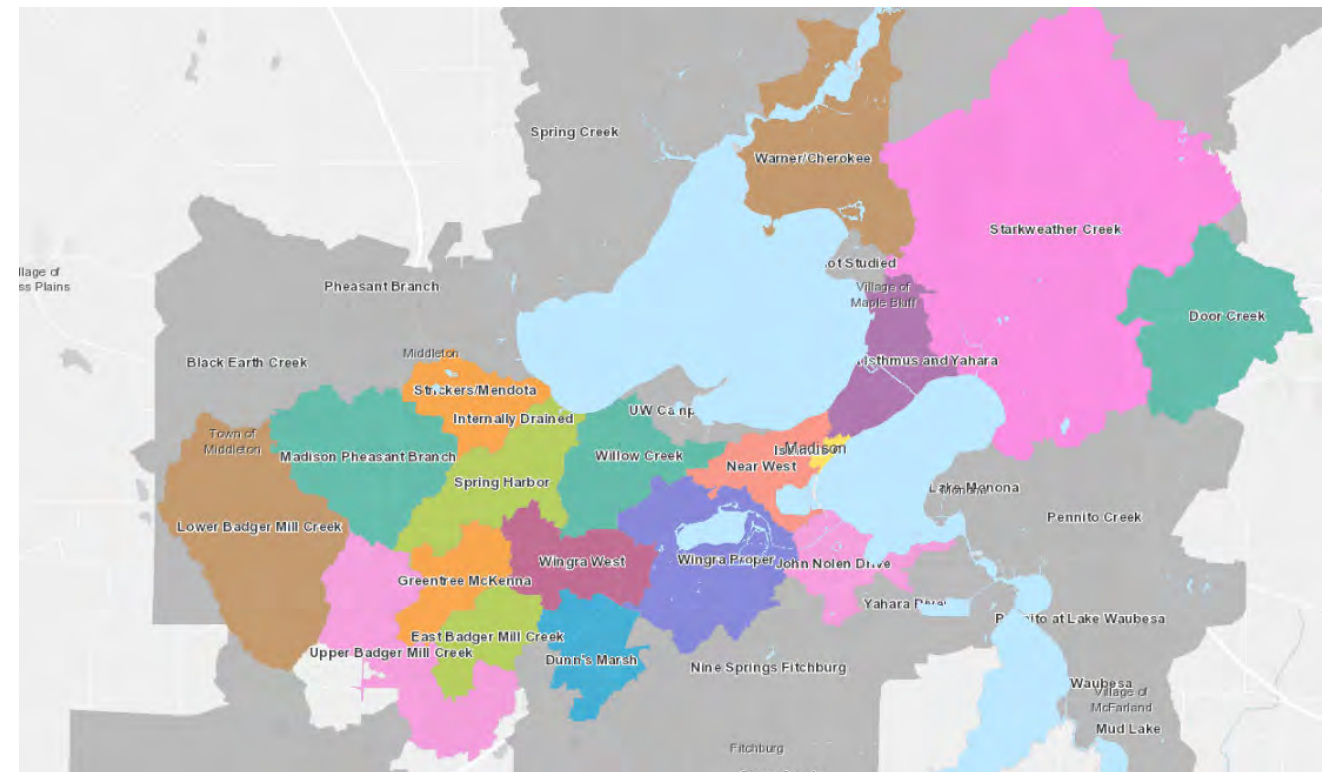
Flooding Type \* *required*

☐ Home or Building (Private Property)

☐ Street Flooding

☐ Park, Bike Path, Pond or Greenway, or Other

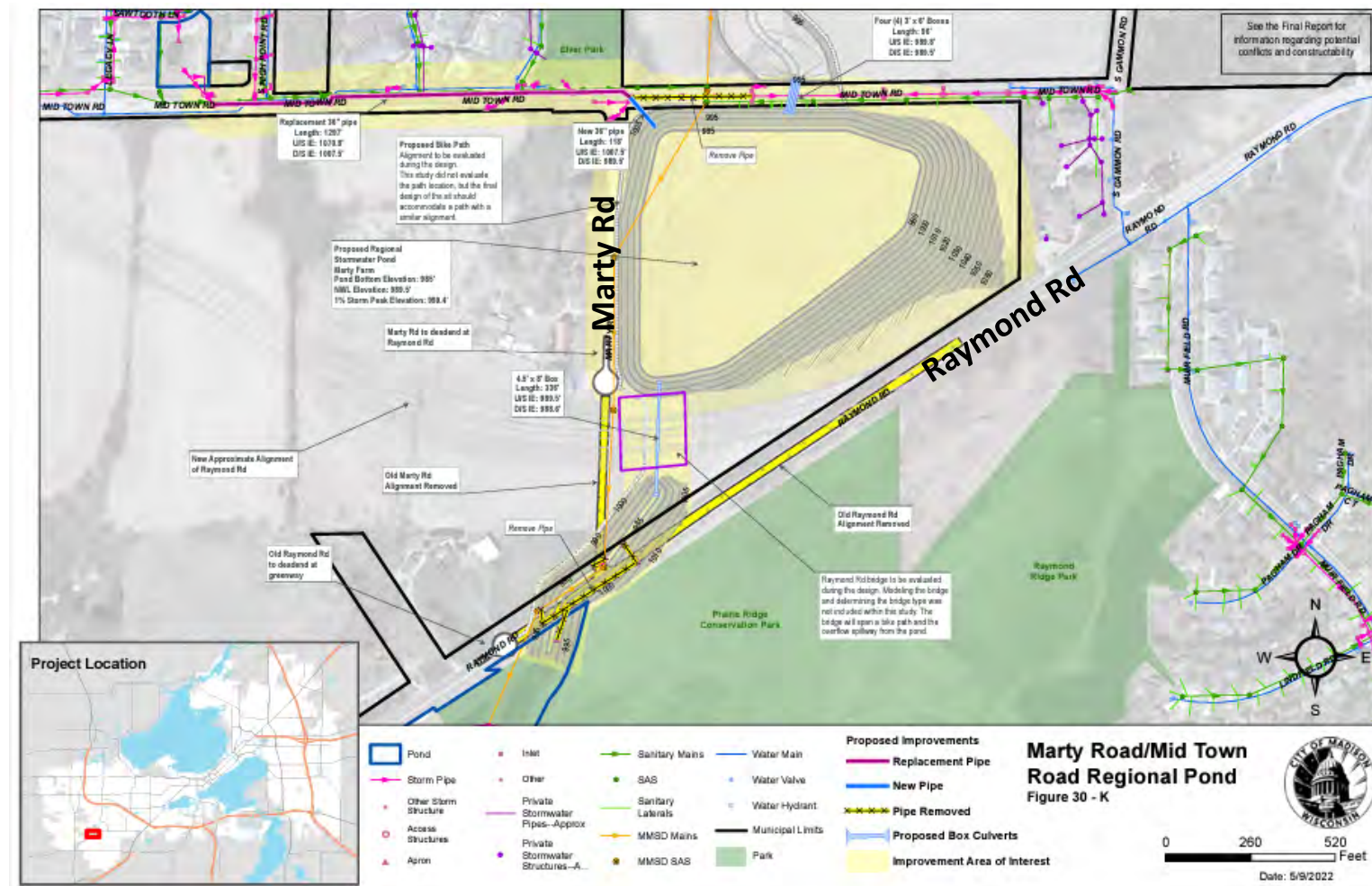
**NEXT**



Map of Watersheds

# Stormwater and Sanitary Sewer Utilities

- Local Flood Mitigation
  - McKenna Blvd – 2025
- Major Flood Mitigation Projects
  - Regional Detention Basin at Marty Road – tentatively 2028



# Traffic Engineering

- **Major Services:**

- Pedestrian Bicycle Safety
- Signing and Pavement Marking
- Traffic Signals and Streetlighting
- Fiber and Radio Communications
- Planning and Data

- **Citywide Initiatives:**

- Vision Zero
- 20 is Plenty

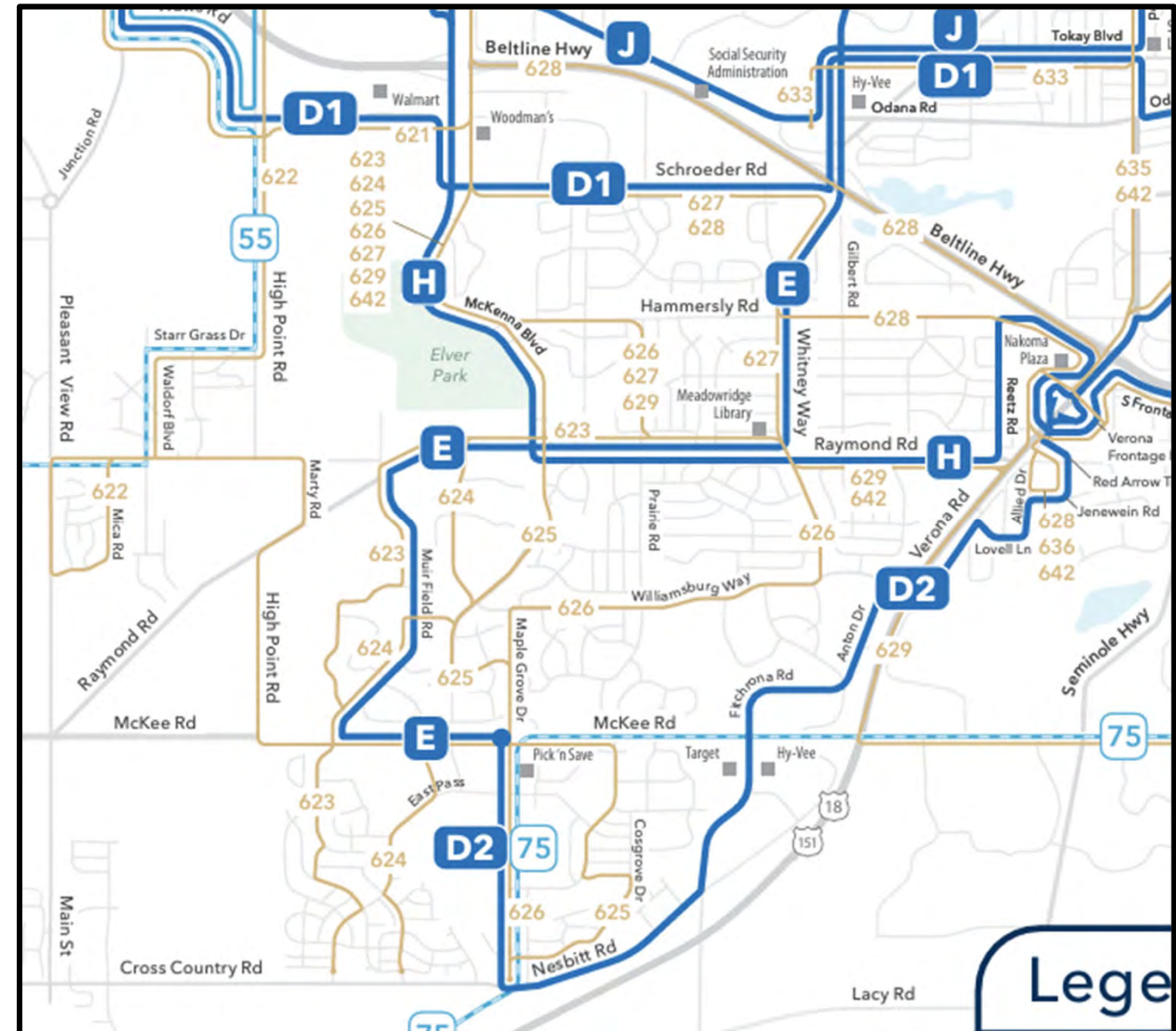
- **Southwest Area:**

- Schroeder Road *Safe Streets for All* Grant



# Metro Transit

- Metro Transit operates fixed route and paratransit service in the City of Madison and partner jurisdictions.
- The Southwest Area is served by the following routes:
  - Route E
  - Routes D1 & D2
  - Route H
  - Route 75
  - Supplemental School Service (Memorial & West High Schools)



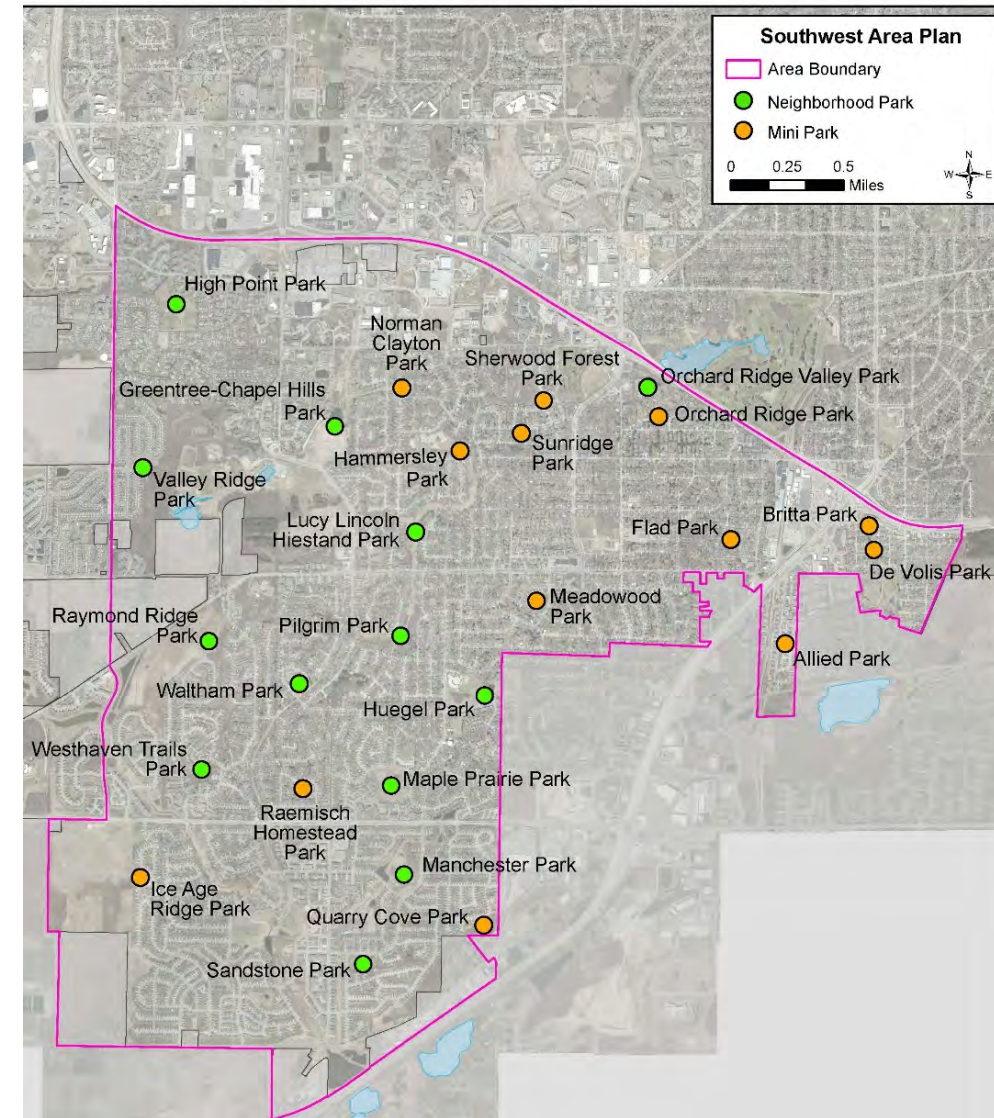
# Madison Parks

- **Madison Parks** is responsible for:
  - The management, maintenance, and development of public parks and green spaces in Madison.
  - Planning and implementing new park projects.
  - Ensuring that green spaces are accessible, inclusive, and meet the recreational needs of the community.

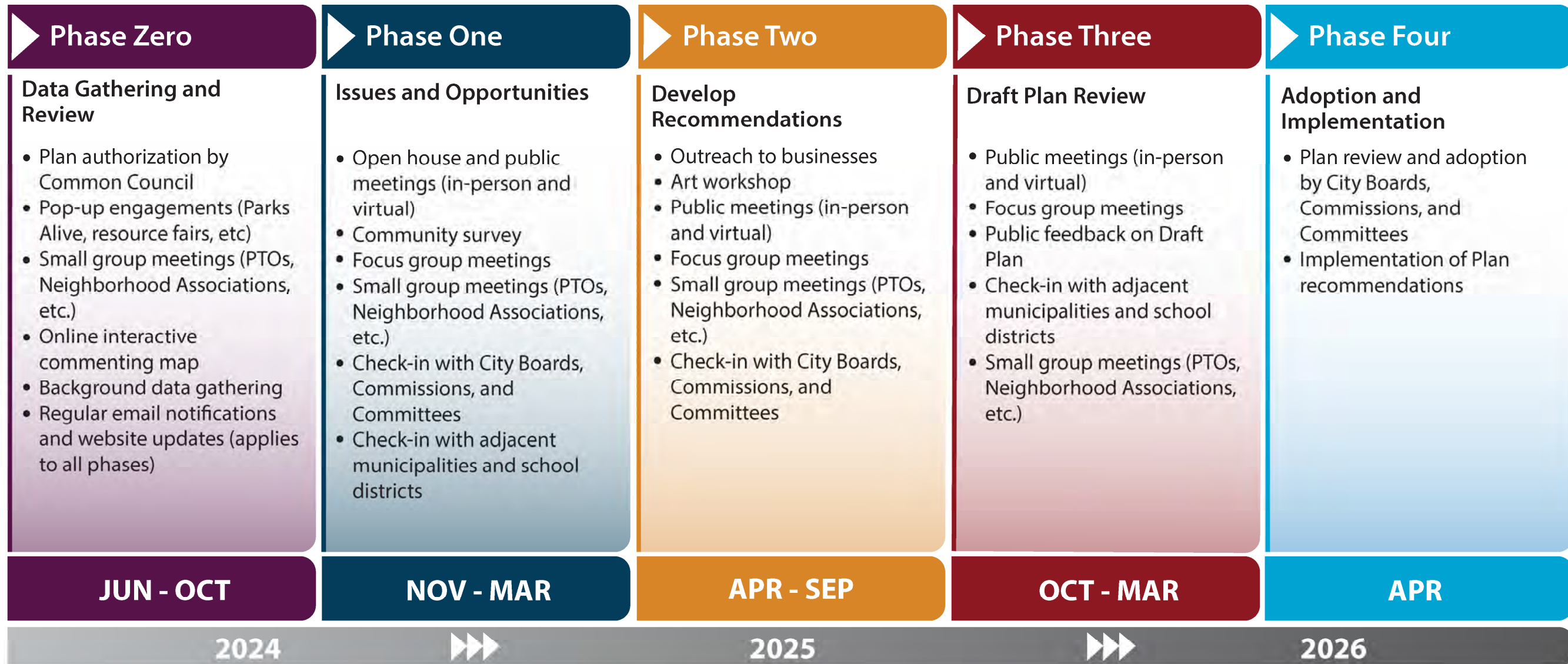


# Madison Parks

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



# Anticipated Area Plan Timeline

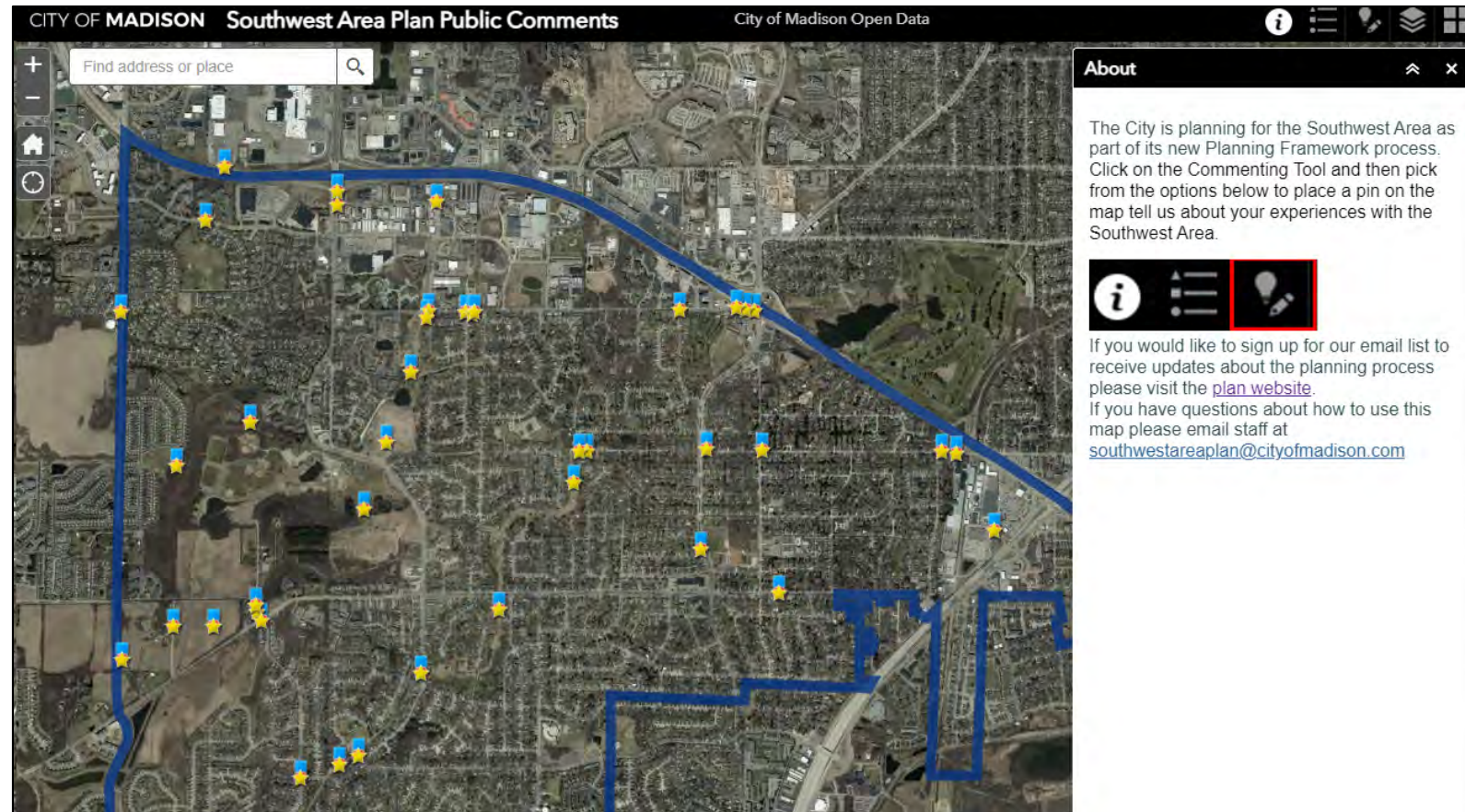


# Southwest Area Plan - Provide Your Input

[www.cityofmadison.com/southwestplan](http://www.cityofmadison.com/southwestplan)

## Online Commenting Map:

Share what you love about the Southwest Area, along with your ideas and feedback on things that need attention on the [Southwest Area Plan interactive commenting map](http://www.cityofmadison.com/southwestplan)



# Staying Engaged

Project website: [www.cityofmadison.com/southwestplan](http://www.cityofmadison.com/southwestplan)

- Sign up for email list
- Project resources
  - Background maps
  - Videos
  - FAQ document
  - Housing Snapshot
  - And more!
- Contact information



### Southwest Area Plan

**Commenting Map**  
Share what you love about the Southwest Area, along with your ideas and feedback on things that need attention on the [Southwest Area Plan interactive commenting map](#)!

**Virtual Public Meetings**  
The Southwest Area Plan team is hosting two virtual meetings (in addition to the November 19th open house) for residents to learn about the planning process and provide feedback. Both meetings will have the same format/content, and registration is required:

- [December 3, 2024 - 12:00-1:00 p.m.](#)
- [December 3, 2024 - 6:00-7:00 p.m.](#)

A virtual meeting recording will be posted for those who may not be able to attend but are interested in learning more about the planning process.

**November 19, 2024 Open House**  
A Southwest Area Plan open house was held at Akira Toki Middle School on November 19th. Meeting materials: [boards PDF](#), [handouts PDF](#), [presentation PDF](#).

**The Southwest Area Plan Process**  
Area Plans guide changes that occur over time to the physical aspects of our community, such as land use, housing, transit, streets, bike paths, and other community facilities. They are steered by overarching City policies and feedback from stakeholders.

The Southwest Area is approximately 5,400 acres (8.4 square miles) and is generally bounded by the West Beltline Highway to the north, the City of Fitchburg to the east, and S. High Point Road to the west. See map below. Additional background maps can be found under the Project Resources section.

The City invites residents, community organizations, businesses, and other stakeholders to share feedback about the

### Plans

Area Plans Sections ▾

Brayton Lot (Block 113)

Northeast Area Plan

South Park Street and West Badger Road Redevelopment

Southeast Area Plan

Southwest Area Plan

West Area Plan

**Subscribe to Email List**

Subscribe to the Southwest Area Plan email list:

Email:

### Meetings

**Upcoming**

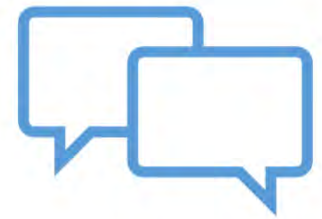
[December 3, 2024, 12-1pm Virtual Meeting](#)

[December 3, 2024, 6-7pm Virtual Meeting](#)

**Past**



# Questions and Discussion





# Discussion

1. What do you like about your neighborhood? What is working well?
2. What challenges do you see or what doesn't work well in your neighborhood?
3. What changes do you suggest to make living in your neighborhood better?
4. What else would you like to share?

