

Southwest Area Plan: Underlying Plan Review

There are five existing Sub-Area Plans that fall partially or entirely within the Southwest Area Plan boundaries:

1. High Point-Raymond Neighborhood Development Plan (2017)
2. Southwest Neighborhood Plan (2008)
3. Allied-Dunn's Marsh-Belmar Neighborhoods Physical Improvement Plan (2005)
4. Cross-Country Neighborhood Development Plan (1993)
5. Allied-Dunn's Marsh Neighborhood Plan (1990).

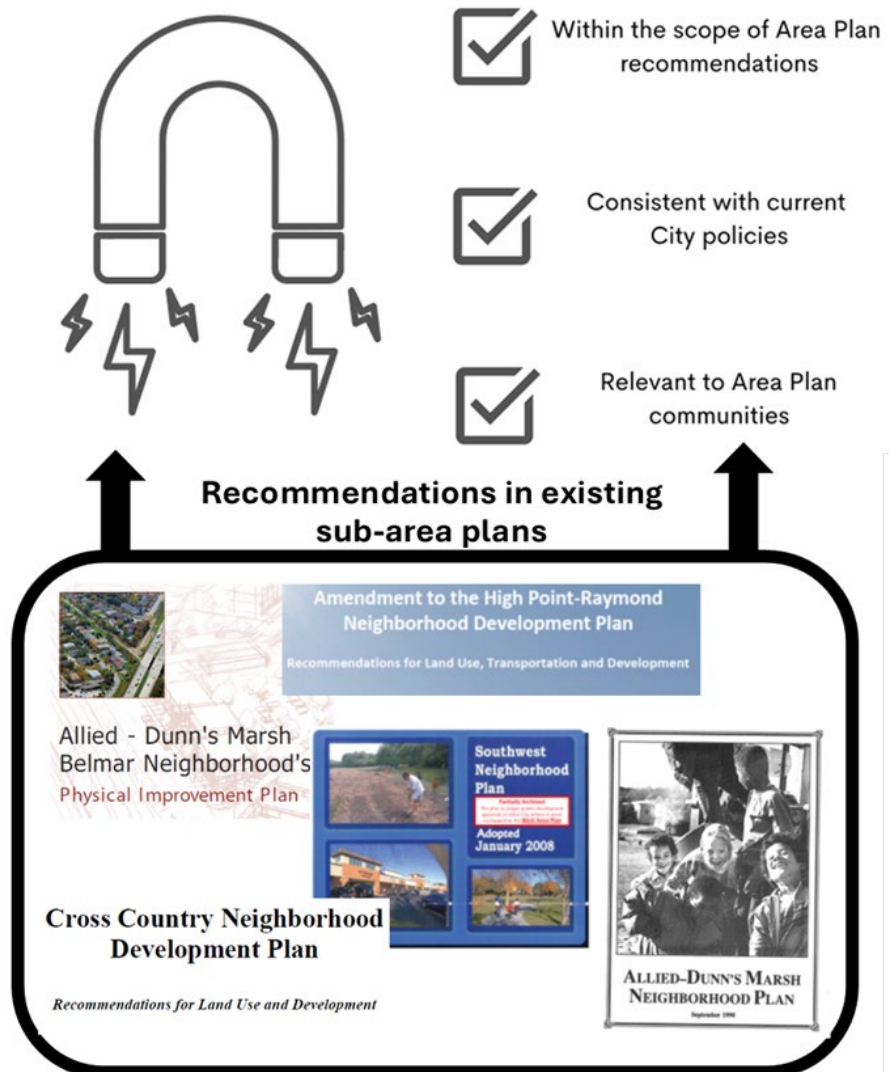
Staff reviewed the recommendations in those underlying plans as part of the Southwest Area Plan process.

Recommendations that are within the scope of Area Plans are considered for incorporation into the Southwest Area Plan. Recommendations that are outside the scope of Area Plans, are not consistent with current City policies and priorities would not be incorporated.

What recommendations fall within the scope of the Southwest Area Plan?

Generally, the City's Area Plans focus on guiding changes to the physical aspects of our community, such as development initiated by the private sector and infrastructure improvements typically carried out by the public sector. This includes topics such as land use, zoning, building height, transportation, parks and open space, public utilities, and stormwater infrastructure that the City has control over or can influence.

For example, a transportation recommendation from the High-Point Raymond Neighborhood Development Plan such as *'Improve north-south connectivity and improve the transportation system in the area by realigning and connecting Mid Town/Raymond and South High Point Roads (as shown on map)'* falls within the scope of the Plan and would be considered for incorporation.



What recommendations do not fall within the scope of the Southwest Area Plan?

Recommendations related to topics where the City has little influence over implementation or that are annual reoccurring events would not be addressed in the Southwest Area Plan. For example, the Southwest Neighborhood Plan has a recommendation to *‘Develop neighborhood-based network and/or distribution relationship that is able to assemble and disseminate community information about neighborhood events, programs for youth and adults, and social and economic issues. Distribution relationship could include: United Way 2-1-1 (formerly known as First Call For Help), City of Madison Youth Services, Madison School Community Recreation, Wisconsin Youth and Family Service Center, Joining Forces for Families, the Meadowridge Branch Library, electronic listservs, websites, individual neighborhood associations and schools.’* Many of the entities listed are not under the City’s purview. This recommendation would either not be included in the Southwest Area Plan or would be revised.

What other recommendations will not be included in the Southwest Area Plan?

1. Recommendations that have already been implemented will not be included in the Southwest Area Plan. For example this recommendation from the High Point-Raymond Neighborhood Development Plan: *‘Following adoption of the Plan as a supplement to the Comprehensive Plan, the City should prepare and submit to the Capital Area Regional Planning Commission an application to amend the Dane County Water Quality Plan to include all lands that are currently not located within the Central Urban Service Area.’*
2. Recommendations that are not a current City Policy or Priority will not be included in the Southwest Area Plan. For example: this recommendation from the Allied-Dunn’s Marsh-Belmar Neighborhoods Physical Improvement Plan: *‘Encourage the Madison and Fitchburg Police Departments to enforce curfew ordinances.’* Curfews are not currently used in the area and likely would not be used in the foreseeable future.
3. Recommendations adequately covered by existing City policies, programs, or ordinances, especially those adopted since underlying plans were created, would also not be included. For example, the Cross Country Neighborhood Development Plan has a recommendation that includes *‘Ensure that streets serve equitably the needs of the pedestrian, bicycle, and automobile.’* The City’s Complete Green Streets Policy, which was adopted in 2023, already provides guidance on this recommendation.

What will happen to the underlying plans reviewed for the Southwest Area Plan?

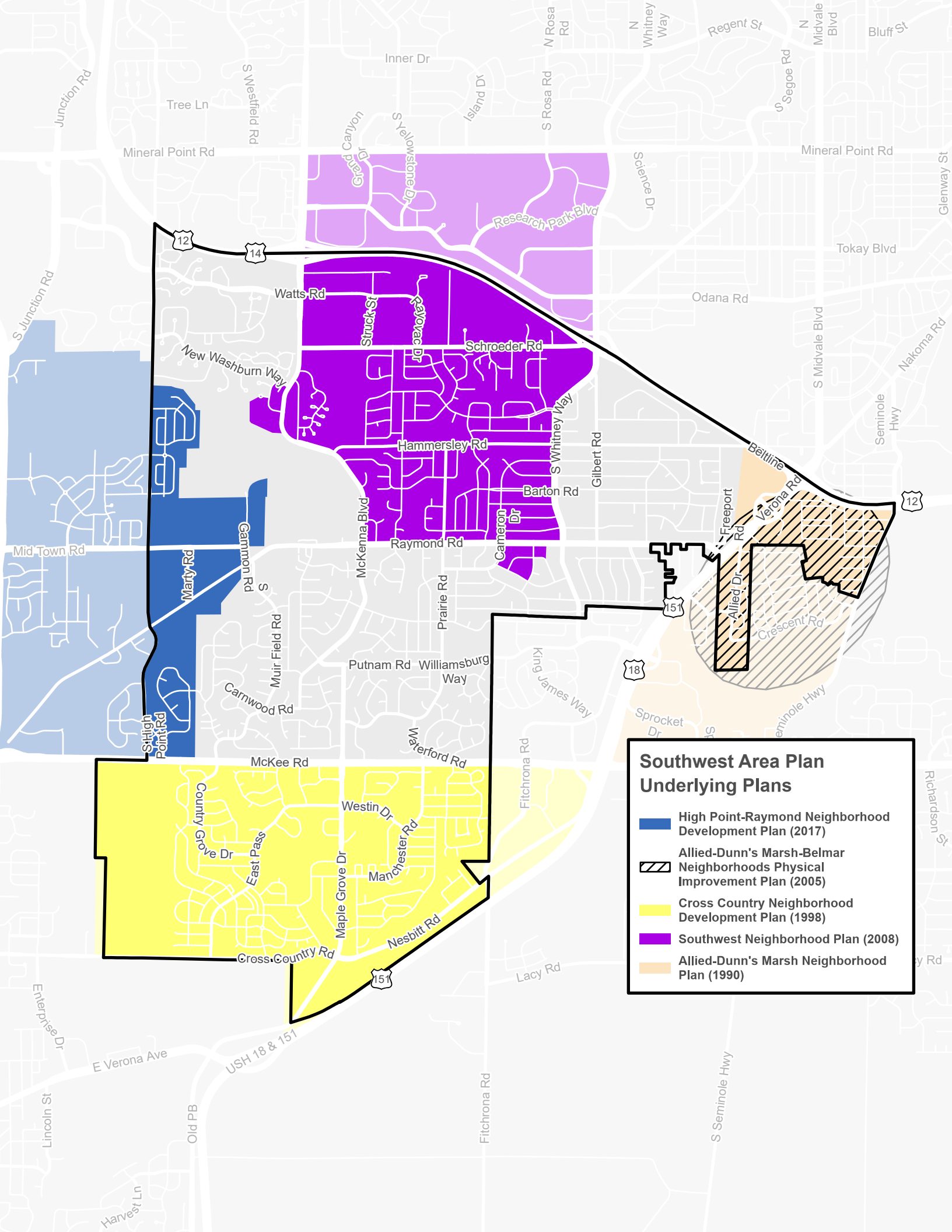
As part of the adoption process of the Southwest Area Plan, the City will consider archiving underlying plans. Archived plans are previously adopted plans that address the same geography as more recently adopted Area Plans. Archived plans are no longer used to guide development proposals and approvals, or other City planning and decision-making processes. They are made available on the Planning Division webpage as historical resources.

Recommendations Categorization in the Spreadsheet

Green – Likely incorporate in Southwest Area Plan (either as mapped or text recommendations)

Yellow – Potentially incorporate in Southwest Area Plan

Red – Unlikely to incorporate in Southwest Area Plan



2017 High Point Raymond Neighborhood Development Plan Recommendation Summary

LAND USE RECOMMENDATIONS	Southwest Area Plan
Take advantage of the highly visible corner of Mid Town and Pleasant View Roads to establish a neighborhood center at this corner.	Outside Southwest Area boundaries
Incorporate secondary mixed-use nodes at the future intersection of realigned Mid Town/Raymond and South High Point Roads and on the west side of South High Point Road at Welton Drive.	Development already approved for this area
Concentrate the highest residential densities close to mixed-use areas, parks, and transit corridors.	Address in GFLU Map
Commercial development within the Neighborhood Mixed-Use District is intended to accommodate neighborhood-oriented businesses providing goods and services to nearby residents; Residential uses are encouraged and anticipated as part of the Neighborhood Mixed-Use District.	Addressed by existing City policy/ordinance
Neighborhood Mixed-Use designs must be pedestrian oriented and integrated in to the neighborhood, rather than dominated by large setbacks and parking areas of exclusively commercial corridors. Sequoia Commons, University Crossing and Grandview Commons are examples of the general character intended for the neighborhood mixed-use district.	Addressed by existing City policy/ordinance
TRANSPORTATION RECOMMENDATIONS	Southwest Area Plan
Improve north-south connectivity and improve the transportation system in the area by realigning and connecting Mid Town/Raymond and South High Point Roads (as shown on map).	Address in transportation maps
It is recommended street designs reflect and be customized to adjacent land uses.	Addressed by existing City policy/ordinance
On-street and off-street multi-use paths are recommended in the neighborhood (see Map 9: Bike and Pedestrian Facilities). At certain intersections where a high volume of users are anticipated and crossings are difficult, grade separated crossings will be constructed.	Consider keeping as part of transportation maps
An off street route is planned to follow the existing greenway owned by the city of Madison that bisects the Theis property. This path would align with the paths in Midtown Commons Park and continue to South High Point Road. The path is planned to continue east through Elver Park to McKenna Boulevard, however the steep hillside combined with cross country ski trails make routing challenging.	Consider keeping as part of transportation maps
An off street path is also recommended along the sections of Raymond Road to be reconstructed starting at Wellness Way.	Consider keeping as part of transportation maps
The segment of Raymond Road between the Ice Age Trail and Wellness Way is recommended to remain and not be vacated in the future.	Address in transportation maps
HOUSING RECOMMENDATIONS	Southwest Area Plan
Meet the needs of households of different sizes, ages, incomes and lifestyles.	Too vague
All housing developed within the neighborhood should be well-integrated into the community as a whole, and be located and designed to enhance neighborhood identity and encourage engagement and participation in neighborhood activities.	Too vague
Have the highest concentration of residents within the closest distances to primary destinations, improving the walkability of the neighborhood.	Address in GFLU Map
Following adoption of the <i>Plan</i> as a supplement to the <i>Comprehensive Plan</i> , the City should prepare and submit to the Capital Area Regional Planning Commission an application to amend the Dane County Water Quality Plan to include all lands that are currently not located within the Central Urban Service Area.	Already Implemented
PARKS & OPEN SPACE RECOMMENDATION	Southwest Area Plan

Parks are recommended at strategic locations within the Planning Areas (see Map 7: Parks and Open Spaces).	Consider keeping as part of GFLU Map and parks map
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2008 Southwest Neighborhood Plan Recommendation Summary

TRANSPORTATION RECOMMENDATIONS	Southwest Area Plan
Evaluate and proceed accordingly regarding the potential extension of the Lucy Lincoln Hiestand greenway pedestrian/bike path to connect with the bike path at Hammersley Park and to the greenway pedestrian/bike path south of Raymond Road.	Consider keeping as part of transportation maps
Explore and act accordingly on the installation of traffic calming or other options for improved pedestrian and bicycle movement and safety along Russett Road and Dorsett Drive and at the intersections of: 1) Russett Road and Dorsett Drive (no intersection here); 2) Gammon Lane at Gammon Road (already includes continental crosswalk and ped flashing light); 3) Odana Road at Segoe Road (action included in West Area Plan); 4) Schroeder Road at Chapel Hill/Frisch Road (Schroeder doesn't intersect with Frisch), Saybrook Road, and Schroeder Court; 5) Whitney Way at Piping Rock Road, Hammersley Road, and Schroeder Road; 6) Hammersley Road at Barton Road, Rae Lane, McKenna Boulevard, and Prairie Road; 7) Schroeder Road at Hathaway Road (includes continental crosswalk and ped light) and Schroeder and Forward Drive; and 8) Hammersley Road at Hammersley Park and Falk (Renamed Milele Anana Chikasa) Elementary School, Theresa Terrace and Loreen Drive (continental crosswalks, consider other measures as well).	Consider keeping as part of transportation maps (some elements are covered by Complete Green Streets)
Explore and plan accordingly for the feasibility of installing an underpass or overpass at the Beltline and Kessel Court for pedestrians and bicyclists to improve the linkage to West YMCA and bypass West Beltline interchange.	Included in West Area Plan
Evaluate the need for and plan accordingly for additional bike paths and evaluate the condition of existing facilities for future funding to upgrade the bike path system where needed.	Address in transportation maps
Consider and act accordingly on installing a sidewalk curb cut and median cutthrough at Raymond Road near the Lucy Lincoln Hiestand Park to facilitate pedestrian/bicycle movement along the greenway system.	Consider keeping as part of transportation maps
Explore where lighting is needed in key locations along the bike paths and pursue funding and installation.	Analyze - need to be more specific. Possible Community Action Strategy item.
Evaluate the need for and plan accordingly to mark additional bike lanes at: Grand Canyon Road, Schroeder Road, Struck Street, Frisch Road, Piping Rock Road, Hammersley Road, Baron Road, Watts Road, Whitney Way, and Odana Road.	Outside Southwest Area boundaries; Addressed by existing City policy/ordinance; Already Implemented (depending on the street)

Explore and pursue/implement selected strategies for improving left-turn movements for drivers traveling south on Prairie Road and turning left onto westbound Raymond Road and improve bicycle connections.	Consider keeping as part of transportation chapter (note: turning left from southbound Prairie is eastbound on Raymond, not westbound; there is now a bike box painted at this intersection)
Install sidewalks on the south side of Hammersley Road from South Whitney Way to Brookfield Road. Newly installed sidewalks will provide a safe place for pedestrian youth and adults to walk.	Already Implemented
Work with property-owners to identify and pursue installation of sidewalks at: 1) 5800 block of Balsam Road and 2) south side of Hammersley Road. The neighborhood association will work with property-owners to measure level of support prior to any construction.	Addressed by existing City policy/ordinance; Already Implemented
Improve pedestrian crossing from Park Ridge Neighborhood to Wisconsin Youth Center on McKenna Boulevard.	Consider keeping as part of transportation chapter
Work with Traffic Engineering to improve pedestrian crossing across Schroeder Road at Ellis Potter Court.	Consider keeping as part of transportation chapter
As part of the Meadowood Shopping Mall remodel, the owner is constructing a bumpout at the Raymond Road entrance directly across the street from Leland Drive. To increase pedestrian safety at this crossing, consider and plan accordingly for constructing a facing bump-out on the southside of Raymond Road at Leland Drive to complete the crossing to the bump-out that will be constructed across Raymond Road at the Meadowood Shopping Center.	Already Implemented
Explore strategies to improve traffic flow while enhancing pedestrian/bicycle safety by considering installing traffic signals at the following intersections and consider linking other projects to increase priority: 1) Raymond Road at Whitney Way (stoplight added), 2) Schroeder Road at Struck Street (RRFB added), and 3) McKenna at New Washburn Way (RRFB @ Gammon Ln).	Already Implemented (see notes in parentheses at left)
Explore alternative crossing of the West Beltline at viable locations (Forward Drive/Watts Road, Grand Canyon Drive, Schroeder Court) to improve motor vehicle, transit and bike and pedestrian traffic flow. Work with WisDOT to mitigate adverse community impacts.	Adapt - crossing locations should match adopted West Area Plan, which reviewed WisDOT's Beltline Study.
Explore and act/plan accordingly regarding the possible extension of express bus routes from the Southwest Neighborhood area to downtown and develop a better means of communicating transit options to riders.	Metro route redesign recently completed

Explore and act accordingly on the possibility of adding ridership amenities to the bus stop at Prairie/Hammersley Road such as a shelter and/or benches.	Too detailed/outside scope of the Area Plan
Explore and act accordingly regarding the potential for adding a park and ride facility at the Metro West Transfer station on adjacent land.	Outside Southwest Area boundaries, West Transfer Point no longer exists
NEIGHBORHOODS AND HOUSING RECOMMENDATIONS	Southwest Area Plan
Promote a variety of homeownership and rehabilitation programs, loans and services that promote neighborhood stability. Focus on Bettys-Theresa-Hammersley, Balsam-Russett, Park Ridge, and Schroeder- Berkshire sub areas. Provide materials and workshops in multiple languages. Programs to promote include: American Dream Downpayment Assistance, Homebuyer's Assistance Loans, Home-Buy, Deferred Payment Loans, Housing Choice Voucher Program and Rental Rehab Loans.	Citywide policy; review to determine whether targeting/earmarking is appropriate and feasible
Target/earmark Community Development Authority Rental Rehabilitation Program loan monies to rehabilitate units.	Citywide policy; review to determine whether targeting/earmarking is appropriate and feasible
Target/earmark Community Development Authority Homebuyers Assistance Program loan program and the owner-occupied rehabilitation loans and/or Rental Rehabilitation loans to assist property owners to rehabilitate dwelling units and construct garages to make structures more marketable.	Citywide policy; review to determine whether targeting/earmarking is appropriate and feasible
Establish a property-owner compact and/or institute monthly rental property owner meetings with the Police Department and other neighborhood-based and service provider organizations to ensure that the communications and strategies for improving safety and well being of the sub area are dealt with in a timely manner.	Discuss feasibility with MPD
Convert the three existing Community Development Authority duplex rental properties to owner-occupied Section 8 Homeownership Program properties. The conversion of the properties could act as a catalyst for creating affordable homeownership opportunities.	Development already approved for this area
Conduct training sessions for property owners, tenants, and potential buyers, in order to promote quality tenants and good property management practices. As part of the training: - Develop a checklist for local residents to use to assess building code violations and the steps to report suspected code violations to the Building Inspection Unit and - Provide information on existing programs, such as Dane County Housing Authority Homeownership Counseling, YWCA Second Chance Tenant Education Program, building and repairing credit, financial planning, finding and maintaining housing, understanding property owner/tenant and fair housing laws, communicating with rental property owners and understanding notices and contracts associated with renting.	Discuss feasibility
Conduct systematic inspection of housing and monitor repairs at least quarterly to ensure code violations are corrected in a consistent, timely manner. Develop a tracking system to monitor property code violations for district alderpersons, building inspection, and neighborhood associations to use. Focus on Bettys-Theresa-Hammersley, Balsam-Russett, Park Ridge, and Schroeder-Berkshire sub areas.	Addressed by existing City policy/ordinance

Explore the development of a new program to allow the conversion/sale of CDA rental housing to affordable homeownership in the Bettys-Theresa Terrace-Hammersley sub area.	Development already approved for this area
Invite local real estate agents, financial institutions, and other appropriate entities to promote the vision of the area and the role that the institutions can play. Continue to brand and promote the assets of the area, and discuss available Federal and City loan programs to assist homebuyers. The goal is to promote increased responsible homeownership.	Discuss feasibility with Community Development Division
For condominium units that are in rental status, work with existing condo associations and/or property owners of non-owner-occupied condo units to market their sale.	Not a City Action/Not City-controlled
Work with the property-owners at the Crossings to consolidate condominium building management.	Not a City Action/Not City-controlled
Invite sub area rental property owners to bi-annual or quarterly meetings to discuss the health of the neighborhood, what is working and not working, and roles the neighborhood, property owners and residents can undertake to improve the area.	Explore with neighborhoods and consider keeping if there are still issues
Work with financial institutions, nonprofits, and City of Madison and Dane County Housing Authority to explore financial literacy classes as well as asset building strategies (such as individual development accounts) to make it feasible for lower-income individuals to purchase housing in this affordable neighborhood	Citywide policy/action
Formulate a marketing plan that brands the Balsam-Russett Road area as a place for quality rental housing. Market the area's assets including that it is an established west side neighborhood, it is close to Falk, Orchard Ridge, and Toki public schools, there is an extensive greenway system nearby, and there is a convenient neighborhood-oriented shopping center. This area could become a place where individuals/families are welcome to rent on a modest income within a natural setting. Build upon the diversity of the neighborhood and the schools.	Neighborhood action/led by neighborhood groups
Formulate a marketing plan that brands the Bettys Lane-Hammersley-Theresa Terrace area as a place for quality affordable homeownership. Build upon the fact the area was designed as a way for individuals to build equity on modest income. Market the facts of established west side neighborhood, proximity to Falk Elementary School, extensive greenway system, and neighborhood-oriented shopping center. This area could become a place where individuals/families are welcome to own/rent on a modest income but within a natural setting. Build upon the diversity of the neighborhood.	Neighborhood action/led by neighborhood groups
As part of the Prairie Hill Neighborhood, create a Bettys-Theresa-Prairie-Loreen subgroup that would assess, initiate, and monitor activities for this area. A formal linkage with faith-based community, service providers, and schools should be developed to better involve neighborhood-based organizations in the stabilization efforts.	Neighborhood action/led by neighborhood groups
Reestablish Park Ridge Neighborhood Association and/or Neighborhood Watch Program.	Neighborhood action/led by neighborhood groups
Approach the UW-School of Landscape Architecture, Wisconsin Society of Landscape Architects, private landscaping businesses, or garden clubs to request assistance in developing a landscaping plan for the area and prototypes for individual units	City does not undertake landscape design for area plans.

Host a community workshop(s) to identify how residents would like to work toward improving their sub area, what is of priority to them, and whom would like to work toward making the changes in the neighborhood. Schedule follow-up workshops to discuss neighborhood improvement, community services, youth programs, or other priority issues.	Too detailed/outside scope of the Area Plan; Neighborhood action/led by neighborhood groups
Develop neighborhood-based network and/or distribution relationship that is able to assemble and disseminate community information about neighborhood events, programs for youth and adults, and social and economic issues. Distribution relationship could include: United Way 2-1-1 (formerly known as First Call For Help), City of Madison Youth Services, Madison School Community Recreation, Wisconsin Youth and Family Service Center, Joining Forces for Families, the Meadowridge Branch Library, electronic listservs, websites, individual neighborhood associations and schools.	Discuss feasibility
Establish a coalition of neighborhood associations (e.g. neighborhood planning councils) with representation from the business community, community centers, faithbased organizations, and other stakeholders to work jointly on neighborhood plan priorities and to initiate other agreed upon activities, services, and programs within the area. As part of the effort, improve communications amongst the stakeholders through electronic system, such as e-Neighbors.	Neighborhood action/led by neighborhood groups
Strengthen neighborhood associations, build leadership capacity, and expand membership base to include individuals from various income, race and ethnicity backgrounds to address an array of issues facing the health and vitality of the Southwest Neighborhoods. Tap into existing programs such as Grassroots Leadership College, Madison Police Citizen Academy, Madison Urban Ministry Prisoner Reentry Simulation, YWCA Racial Justice workshops, and/or Urban Ministry Poverty Simulation.	Neighborhood action/led by neighborhood groups
Work with residents to become involved in the Greentree Neighborhood Association.	Neighborhood action/led by neighborhood groups
As part of the Meadowood Neighborhood, create a Balsam-Russett Road subgroup that would assess, initiate, and monitor activities for this area. A formal linkage with faith-based community, service providers, and schools should be developed to better involve neighborhood-based organizations in the stabilization efforts.	Neighborhood action/led by neighborhood groups
Encourage Bettys-Theresa-Hammersley residents to become active in Prairie Hills Neighborhood Association. Ensure Bettys- Theresa-Hammersley residents are receiving the Prairie Hills newsletter.	Neighborhood action/led by neighborhood groups
Work with area recreational facilities (John Powless Tennis Center, Madison Ice Arena, Odana Golf Course, Ridgewood Swimming Pool, Vitense Golf, Westside Swim Club, YMCA) to secure scholarships for area youth.	Consider keeping
Explore linkage between school and sub area, especially use of the school to help bridge cultural diversity of students-to-students, and students-to-neighbors.	Not a City Action/Not City-controlled
Explore increasing the use of Toki/Orchard Ridge schools for youth and adult classes after-school, evenings, and weekends.	Not a City Action/Not City-controlled
Identify and analyze the impact of Park Ridge neighborhood children attending non-neighborhood schools	Not a City Action/Not City-controlled
Explore the use of Falk Elementary and Meadowridge Library for youth and adult classes after-school, evenings, and weekends.	Not a City Action/Not City-controlled
Work with sub area multifamily housing property owners to explore creating a Neighborhood Improvement District and Operating Plan. The operating plan, specific to the sub area, can cover the development, redevelopment, maintenance, operation, and promotion of a neighborhood improvement district.	Discuss feasibility

Provide development and scheduling of activities and/or events (e.g. Farmers Market at Meadowood Shopping Center, Winter Festival at Elver Park, Community Gardens and Soccer Teams at Meadowood Park, Neighborhood Social Events at Falk Elementary, Off-Site library programs) or develop new uses in parks or other areas (e.g. community gardens) to bring neighbors into private and public places.	Not a City Action/Not City-controlled
Implement community empowerment activities that engage neighbors and the business community to take positive actions to strengthen the community fabric: - Startup Neighborhood Watch , Neighborhood Walk, and Welcome Wagon Programs. - Setup quarterly training sessions to inform/educate individuals on topics of interest and ways in which residents can become involved at the local level. - Setup quarterly meetings with neighborhood associations and the business community, faith-based communities, and schools to discuss strategies to improve neighborhood and respective roles.	Analyze - need to be more specific
Increase programming for youth, adults and seniors within the neighborhood. Such programs include, but are not limited to: ESL classes, GED, tutoring, and after-school and summer educational/recreational activities. Also take advantage of citywide programs and explore methods of transportation. Improve funding through better information on grant programs.	Discuss feasibility with Community Development Division, others
ECONOMIC DEVELOPMENT RECOMMENDATIONS	Southwest Area Plan
Secure youth employment and/or employment skill training with local and regional public and private business sectors.	Consider keeping as part of Economy and Opportunity chapter
Develop Employment and Training Strategy. Develop relationship with major local employers. Provide employment training or other classes that provide skill building to underemployed labor force. As part of the strategy, address reentry of ex-offenders into the job market.	Consider keeping as part of Economy and Opportunity chapter
Work with MLG (owners of Meadowood Shopping Center) to set up a mechanism for management and business tenants to communicate and jointly work on neighborhood projects. Explore ways to work with neighborhood and area schools to educate/prepare youth to become better consumers, financially astute, and potential employees.	Discuss feasibility with Economic Development Division
PARKS AND OPEN SPACE RECOMMENDATIONS	Southwest Area Plan
Provide removal and/or trimming of overgrown vegetation to improve visibility of public space in priority areas: Hammersley Park and Lucy Lincoln Hiestand Park	Address in Park Development Plan and/or Park Master Plan process(es)
Improve Hammersley Park (adjacent to Falk Elementary School) to become a place where residents choose to go by improving the path system, removing overgrown trees and shrubs, and creating a youth garden and outdoor classroom in conjunction with Falk Elementary School.	Completed
Enhance facilities at Elver Park to offer an array of community and recreational opportunities year round. Future uses to explore: community center, swimming pool, splash park, and skiing & snowmaking equipment.	Already Implemented; Address in Park Development Plan and/or Park Master Plan process(es)

Explore developing a fenced dog park in the Southwest Planning Area and act accordingly to pursue installation.	Address in Park Development Plan and/or Park Master Plan process(es)
Explore and take appropriate actions to develop community gardens at: 1) North of Raymond Road (Lucy Lincoln Hiestand Park); 2) South of Hammersley Road (between Loreen Dr and Lynndale Road); 3) Hammersley Park (located adjacent to Falk Elementary School); 4) Meadowood Park (located east of Balsam Road); 5) along the south side of Schroeder Road (east of multifamily apartment complex) and 6) Park Ridge Neighborhood).	Not a City Action/Not City-controlled (community gardens are on City land, but operated by others)
Upgrade Meadowood Park (off of Balsam Road) by replacing the former ice rink with a soccer field. Neighborhood Association or other entities should pursue summer/fall recreational youth programming.	Already Implemented; Address in Park Development Plan and/or Park Master Plan process(es)
Develop a fitness trail and walking routes that utilize the existing parks, greenway, and trail systems.	Consider keeping as part of transportation maps
Work with Parks Division to address the issue of noise occurring at Elver Park from individuals without approved amplification permits.	Addressed by existing City policy/ordinance
Improve the existing two tennis courts at Norman Clayton Park.	Already Implemented
Improve Hammersley Park (adjacent to Falk - <i>Milele Anana Chikasa</i> - Elementary School) to become a place where residents choose to go by improving the path system, removing overgrown trees and shrubs, and creating a youth garden and outdoor classroom in conjunction with Falk Elementary School (<i>Milele Chikasa Anana</i>).	Already implemented youth garden, check on more recent offerings and consider improvements
Establish community gardens on public or private lands south of Schroeder Road between McKenna Boulevard and Arden Lane.	Not a City Action/Not City-controlled
Improve access to Greentree-Chapel Hill Park by installing pathway(s) from Park Ridge to the existing park and open space area	Already Implemented
Construct an accessible pedestrian path across the drainage way from Park Ridge Neighborhood to Greentree-Chapel Hill Park. An accessible path would improve access for residents to the parkland and existing bicycle path.	Discuss feasibility with Parks Division
COMMUNITY FACILITIES RECOMMENDATIONS	Southwest Area Plan
Explore feasibility of expanding Meadowridge Library at or near its present location ...	Discuss feasibility with Library
Work with Meadowridge Library, Wisconsin Youth & Family Center, Falk Elementary and Toki Middle School, and other appropriate entities to offer youth programming after school hours. Explore van pick-up youth for youth activities by Wisconsin Youth and Family Center or others year round.	Discuss feasibility with Library

Explore the increased use of Meadowridge Library for youth and adult classes after-school, evenings, and weekends. Work with area residents, property owners, governmental staff and service providers to distribute information.	Already Implemented
Designate Meadowridge Library as the resource clearinghouse for programs and services offered in the area.	Already Implemented
Increase positive social activity at the Meadowood Shopping Center by staging social events such as sidewalk sales, grill- out events, and a farmer's market	Not a City Action/Not City-controlled
Work with Meadowood Shopping Center tenants to develop activities that both welcome the kids to use the library and the stores at the mall and also teach them how to be good customers and patrons.	Discuss feasibility with Library
Encourage more social interaction such as outdoor seating at the restaurant.	Not a City Action/Not City-controlled
Explore gaining a greater understanding of and the experience of the Wisconsin Youth and Family Center for youth and adult programs. Work on ways for this neighborhood to increase its use of Wisconsin Youth and Family Center services. Begin to discuss van service pick-up/drop-off to bring youth to center from Balsam-Russett and Bettys-Theresa- Hammersley area.	Too vague
Work with area residents, property owners, governmental staff and service providers to distribute information regarding Wisconsin Youth and Family Center to area residents.	Discuss feasibility with Center
HEALTH AND SAFETY RECOMMENDATIONS	Southwest Area Plan
Assign additional police services/resources, such as, but not limited to, neighborhood officers, in the Balsam-Russett, Bettys-Theresa-Hammersley, and Park Ridge areas.	Neighborhood officers added
Work with the State Department of Corrections, Madison Police Department, and nonprofit organizations to address issues related to probation and parolees living in Southwest neighborhoods.	Too vague; Citywide policy/action
Explore purchasing a new ambulance and evaluate the placement of the newly acquired ambulance at Fire Station No. 7.	Already Implemented
Support the continuation of the West District Community Policing Task Force to monitor the criminal activity in the sub area.	Police patrols based on PD determination of need & overall policy - area plans will not determine police patrol activity
Undertake an assessment to determine if the sub-area should be allocated a Neighborhood Police Officer.	Police patrols based on PD determination of need & overall policy - area plans will not determine police patrol activity
Offer training by crime prevention specialists to help residents and property owners to work together to combat safety concerns. Set up resident training and informational meetings to discuss Boom Box Ordinance and personal safety classes. Provide materials and workshops in multiple languages.	Discuss feasibility with PD
Address safety using environmental design strategies that include encouraging more neighbors to use private and public places by developing new activities at places such as the Meadowood Shopping Center, Meadowridge Library, Good Shepherd Church, and Meadowood Park. Also distribute and post schedules of activities and events at these and other locations.	Discuss feasibility with Library and Parks

Implement the environmental design strategy of ensuring proper lighting by: 1) installing street lighting on the blocks of 5700-5800 Russett Road; 2) working with property owners to install improved front entrance and parking lot lighting throughout the sub-area; 3) instituting a porchlight campaign to illuminate streets during evening hours.	Discuss feasibility with Traffic Engineering
Develop communication mechanism between Madison Police, property-owners, and neighborhood associations to address neighborhood-related issues jointly. Part of the communication mechanism would deal with improved information flow and coordinated responses by all parties.	Discuss feasibility with PD
Explore with Madison Police Department to develop a standardized reporting form for neighborhoods to use to report incidences occurring within the Southwest Neighborhoods (includes residential, commercial, and public spaces).	Too detailed/outside scope of the Area Plan
Develop neighborhood-based network and/or distribution relationship that is able to assemble and disseminate community information about neighborhood events, programs for youth and adults, and social and economic issues. Distribution relationship could include: United Way 2-1-1 (formerly known as First Call For Help), City of Madison Youth Services, Madison School Community Recreation, Wisconsin Youth and Family Service Center, Joining Forces for Families, the Meadowridge Branch Library, electronic listservs, websites, individual neighborhood associations and schools.	Neighborhood action/led by neighborhood groups
Initiate neighborhood-based programs for residents to improve communication, interaction and rapport among neighbors: neighborhood welcome wagon, neighborhood walks, neighborhood watch program, neighborhood get-together, neighborhood directory, neighborhood newsletter, and porch light campaign.	Neighborhood action/led by neighborhood groups
Expand Prairie Hills Neighborhood Watch to include Bettys-Theresa-Hammersley residents	Neighborhood action/led by neighborhood groups
Work with the City Attorney's office, the Police Department, and the District Alderperson to utilize any additional tools that may become available to address properties that generate excessive calls for service such as the Chronic Nuisance Ordinance and Drug Abatement Ordinance.	Analyze - need to be more specific
Work with the State Department of Corrections, Madison Police Department, and nonprofit organizations to address issues related to probation and parolees living in Southwest neighborhoods.	Too vague
Explore installing lighting in public Theresa Terrace-Hammersley, Balsam-Russett Road, and Park Ridge areas.	Analyze - need to be more specific
Explore installing lighting in public and private places to increase illumination. High priority areas include, but not limited to: - Install street lighting on the 5700-5800 blocks of Russett Road; 5800 block of Balsam Road.; Along Raymond Road between Cameron Drive and Westbrook Lane; and .Segments of Schroeder Road (Struck Street to Forward Drive). - Work with property owners to install improved front entrance lighting and parking lot lighting in the Bettys Lane- Theresa Terrace-Hammersley, Balsam-Russett Road, and Park Ridge areas. - Institute "porch light" campaign throughout neighborhood to illuminate streets during evening hours.	Discuss feasibility with Traffic Engineering, Building Inspection

2005 Allied-Dunn's Marsh-Belmar Neighborhoods Physical Improvement Plan Recommendation Summary

LAND USE RECOMMENDATIONS	Southwest Area Plan
Red Arrow Street extension	Already Implemented

Summit Street extension	Consider keeping as part of transportation maps (note: Summit Street is now called Atticus Way)
15' tall lights 200' along Summit and Red Arrow	Consider keeping as part of CAS
Gateway feature at Raymond - signage, hardscape, landscaping	Already Implemented
TRANSPORTATION RECOMMENDATIONS	Southwest Area Plan
Add sidewalk - North side of Allied Drive b/w Thurston & Red Arrow	Already Implemented
Add sidewalk - North side of Allied Drive b/w Red Arrow & Summit	Addressed by existing City policy/ordinance
Add sidewalk - East side of Helene b/w Britta Dr & De Volis Prkwy	Addressed by existing City policy/ordinance
Add sidewalk - East side of Helene b/w De Volis Prkwy & Crawford	Addressed by existing City policy/ordinance
Add sidewalk - South side of De Volis Prkwy b/w Helene & Axel	Addressed by existing City policy/ordinance
Add sidewalk - West side of Axel b/w De Volis Prkwy & Crawford	Addressed by existing City policy/ordinance
Add sidewalk - West side of Whenona b/w Crawford & Milford	Addressed by existing City policy/ordinance
Add sidewalk - Both sides of Thurston b/w Red Arrow & Jenewein	Addressed by existing City policy/ordinance
Add sidewalk - East side of Rosenberry b/w Thurston & Jenewein	Addressed by existing City policy/ordinance
Add sidewalk - North side of Jenewein b/w Rosenberry & Red Arrow	Addressed by existing City policy/ordinance
Add sidewalk - All sides of Belmar Park/Future Development Block	Addressed by existing City policy/ordinance

Add sidewalk - South side Crescent b/w existing sidewalk & Red Arrow	Addressed by existing City policy/ordinance
Gateway feature - Summit - signage, hardscape, landscaping	Consider keeping as part of a partnership
Traffic island - intersection of Allied & Red Arrow	Already Implemented
Traffic island - intersection of Allied & Thurston	Too detailed/outside scope of the Area Plan
Traffic island - intersection of Allied & Lovell	Already Implemented
Traffic island - intersection of Allied & Jenewein	Already Implemented
Traffic island - intersection of new frontage (Britta) & Helene	Too detailed/outside scope of the Area Plan
Traffic island - intersection of new frontage (Britta) & Axel	Too detailed/outside scope of the Area Plan
15' tall lights 200' o.c. along Britta Parkway	Consider keeping as part of CAS
Bike path - Trash receptacle at Lovell	Too detailed/outside scope of the Area Plan
Bike path - Trash receptacles at bicycle/pedestrian bridge entrances	Too detailed/outside scope of the Area Plan
Bike path - Trash receptacle at Frontage Road	Too detailed/outside scope of the Area Plan
Bike path - Trash receptacle at Cub Foods	Too detailed/outside scope of the Area Plan
Bike path - Connection at Thurston extended	Area is already mostly developed (Verona Road reconstruction)
PARKS & OPEN SPACE RECOMMENDATIONS	Southwest Area Plan
15' tall lights 200' o.c. in De Volis Park	Consider keeping as part of CAS

Add shelter in Belmar Park	Outside Southwest Area boundaries
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1993 Cross-Country Neighborhood Development Plan Recommendation Summary

LAND USE OBJECTIVES	Southwest Area Plan
Physically arrange land use activities in compact, efficient, and functional districts to provide for energy-efficiency, and safe and convenient movement between residential, shopping, employment, institutional, and recreation areas.	Address in GFLU Map
Create patterns of lands use that will encourage the use of a mass transportation system.	Address in GFLU Map
Maintain economically viable neighborhood commercial districts as a source of local employment, a focus of neighborhood activity, and a centralized convenience shopping and service center for residents of the surrounding area.	Address in GFLU Map
Bring most of the needs of daily living within waling [sic] distance.	Address in GFLU Map
Encourage the location of suitable civic buildings and spaces within the Cross Country Neighborhood.	Need to be more specific
Encourage the design of new developments in the Cross Country Neighborhood which would recognize, complement, and take advantage of the regional open space and recreational facilities in the adjacent proposed Ice Age Trail Junction Area Open Space.	Area is already mostly developed; objective is overly broad
Encourage design of new developments for energy efficiency, including maximizing solar access to buildings	Addressed by existing City policy/ordinance
LAND USE POLICIES	Southwest Area Plan
Design residential neighborhoods to minimize the need for the automobile for access to shopping, school, and recreational facilities.	Address in GFLU Map; area is largely developed
Locate dwellings, shops, and workplaces, all limited in size, in close proximity to each other.	Address in GFLU Map to extent possible; area is already mostly developed
Provide well placed civic buildings as places of purposeful assembly for educational, social, cultural, and religious activities.	Analyze - need to be more specific
Plan commercial areas so that they are relatively compact and are properly located to serve the neighborhood residents.	Address in GFLU Map
HOUSING OBJECTIVES	Southwest Area Plan
Promote a full range of housing types and locations for persons of all income levels and ages.	Address in GFLU Map; Not a City Action/Not City-controlled
Provide housing, which is affordable to all households, including low and moderate-income families.	Analyze - need to be more specific; Not a City Action/Not City-controlled
Create and maintain adequate opportunities for family living (including children of all ages) in residential neighborhoods.	Address in GFLU Map
HOUSING POLICIES	Southwest Area Plan

Ensure that all community policies guaranteeing equal housing opportunities are fully implemented.	Addressed by existing City policy/ordinance
Locate assisted housing in suitable locations throughout the City of Madison rather than concentrating it in only a few places.	Citywide policy
Locate multiple-unit housing in the basis of the site's potential for providing a safe, attractive, and convenient living environment for apartment dwellers, including good access to public transportation, public recreational facilities, and private facilities and services.	Address in GFLU Map
TRANSPORTATION OBJECTIVES	Southwest Area Plan
Create a flexible transportation system which provides several alternative modes of travel to most destinations within the immediate neighborhood and City and which minimizes conflicts among different forms of transportation, such as pedestrians, bicycles, automobiles, transit, and service vehicles.	Address in transportation maps
Coordinate the transportation system with land use and integrate it with the functional, social, and visual patterns of the City.	Address in GFLU Map; Address in transportation maps
Minimize the need to use private automobiles and encourage the use of public transportation and alternative forms of private transportation, such as walking, taxis, and bicycles, particularly for commuter travel.	Address in GFLU Map; Address in transportation maps
Ensure that through automobile traffic traveling adjacent to residential neighborhoods use adjacent arterial streets rather than local or collector streets.	Analyze - need to be more specific
Discourage through automobile traffic from traveling through the interior of residential neighborhoods.	Analyze - need to be more specific
TRANSPORTATION POLICIES	Southwest Area Plan
Ensure that the design of residential neighborhoods, especially in newly developed area, allows for convenient circulation by pedestrians and mass transit vehicles, and provides adequate arterial highway corridors for future traffic requirements.	Area is already mostly developed; Address in GFLU Map; Address in transportation maps
Ensure that streets serve equitably the needs of the pedestrian, bicycle, and automobile.	Addressed by existing City policy/ordinance
PARKS AND OPEN SPACE OBJECTIVES	Southwest Area Plan
Provide adequate and accessible park, recreation, and open space facilities for the enjoyment and use of all segments of the City's population.	Address in GFLU Map; Address in Park Development Plan and/or Park Master Plan process(es)
Take advantage of the City's natural and cultural resources, recognizing that such assets are for the most part finite and irreplaceable.	Too vague
Support and ensure the establishment of the proposed Ice Age Trail Junction Area Open Space to provide recreational facilities, to protect and preserve resource features, and to enhance community identity by separating the Madison and Verona communities.	Already Implemented
PARKS AND OPEN SPACE POLICIES	Southwest Area Plan

Scale the type of park, recreation, and open space facilities to the needs of the population (both present and future) in the service area.	Address in Park Development Plan and/or Park Master Plan process(es)
Provide well-defined squares and parks and other civic places as places for informal social, civic, pedestrian activity, and recreation.	Address in GFLU Map; Address in Park Development Plan and/or Park Master Plan process(es)
Place more emphasis than presently exists on developing passive recreation areas in parks where appropriate.	Address in Park Development Plan and/or Park Master Plan process(es)
Use natural open space as a framework for enhancing other land uses, linking all parks and open spaces to the maximum extent possible.	Too vague; Address in transportation maps; Address in GFLU Map
Preserve from development stream valleys, marshes, prairies, woodlands, and scenic and historic areas by including these areas in the park and open space system when possible.	Analyze - need to be more specific
Maximize the use of a greenway system to provide open space and to link recreation areas as well as to carry stormwater and to allow for infiltration and groundwater recharge.	Address in GFLU Map

1990 Allied-Dunn's Marsh Neighborhood Plan Recommendation Summary

TRANSPORTATION RECOMMENDATIONS	Southwest Area Plan
Request that the Madison Metropolitan Transit System maintain a bus shelter off of Verona Road at Red Arrow Road intersection	Too detailed/outside scope of the Area Plan
Request that the City of Madison Engineering Division install handicap ramps on Allied and Lovell Lane and Allied and Jennewein Road.	Already Implemented
NEIGHBORHOODS AND HOUSING RECOMMENDATION	Southwest Area Plan
Encourage the systematic inspection of rental properties in the neighborhood to ensure compliance with City minimum housing and property maintenance codes.	Addressed by existing City policy/ordinance
PARKS AND OPEN SPACE RECOMMENDATIONS	Southwest Area Plan
Encourage the City of Madison Parks Division to work with the City of Fitchburg Parks Department on the design of a plan incorporating Belmar and Allied Terrace Parks	Already Implemented
Encourage the acquisition and development of Belmar Park by the City of Fitchburg	Already Implemented
Encourage Madison Metropolitan Recreation Program to administer youth recreation programs year-round	Already Implemented
COMMUNITY FACILITIES RECOMMENDATION	Southwest Area Plan

The steering committee's foremost recommendation is to construct or rehabilitate space for a community center in the Allied Terrace area for the primary purpose of offering programs and services that meet the social, educational and economic needs of the residents of the Allied-Dunn's Marsh area.	Already Implemented
HEALTH AND SAFETY RECOMMENDATIONS	Southwest Area Plan
Continue to station a Neighborhood Foot Patrol Office in the Allied Drive area and, most importantly, continue to have an officer available through the community center.	Already Implemented (with neighborhood officer)
Encourage the Madison and Fitchburg Police Departments to enforce curfew ordinances.	Curfews are not currently being used in these areas and likely would not be
Request that the City of Madison Building Inspection Unit monitor parking lot lighting in private parking lots and building entrance-ways.	Addressed by existing City policy/ordinance
Request that the City of Madison Streets and Engineering Division improve street lighting along Allied Drive.	Already Implemented
Request that the City of Fitchburg investigate upgrading the street lighting along Jennewein Road.	Discuss feasibility with City of Fitchburg