



Southwest Neighborhood Plan

Partially Archived

This plan no longer guides development approvals or other City actions in areas overlapped by the **West Area Plan**

Adopted January 2008



Southwest Neighborhood Plan

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Smick, Diane Wensel, Cheri Yearous, and
many other residents that provided input into
the planning process.



*The Southwest Neighborhood Steering
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scheduled meetings.*



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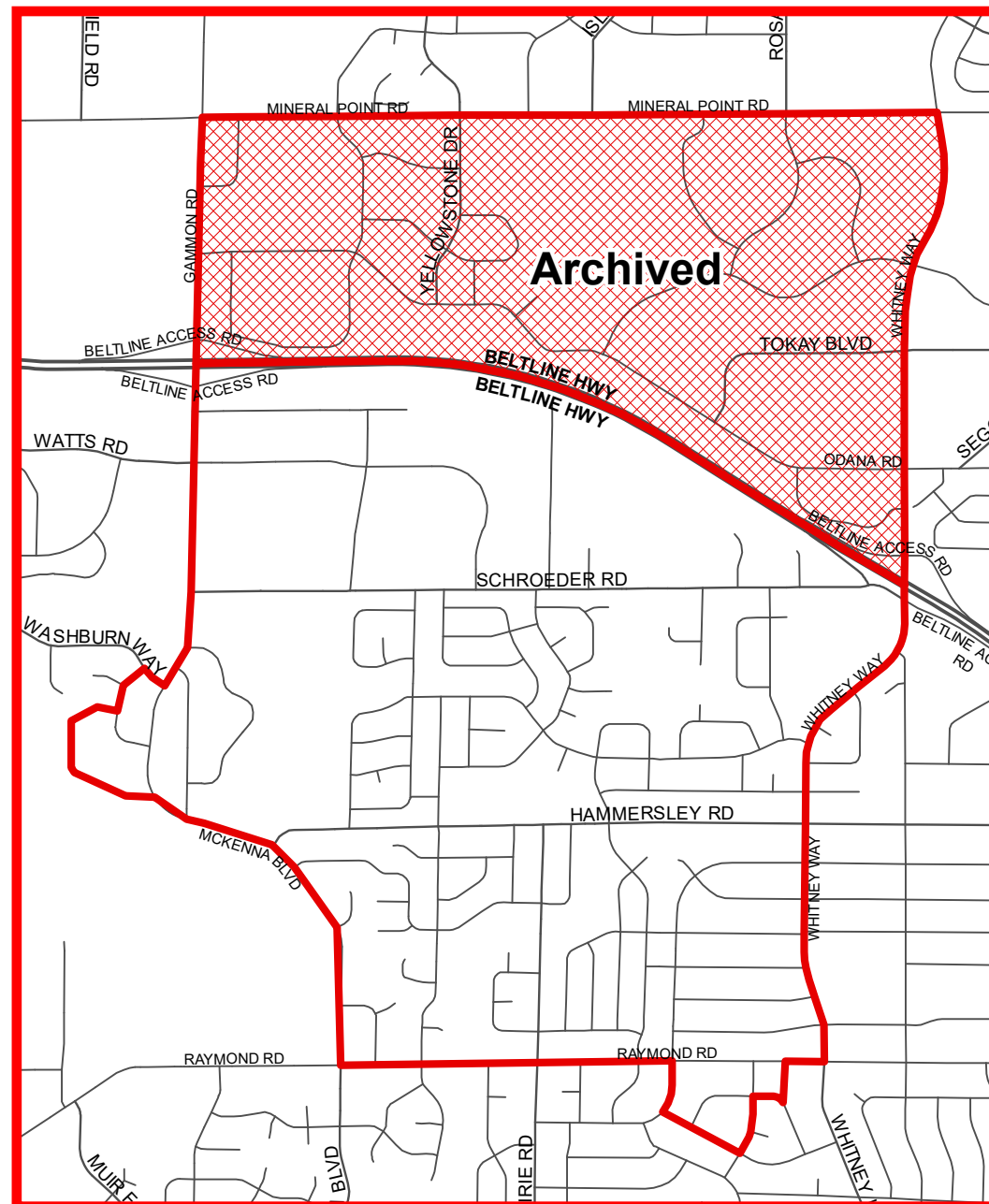
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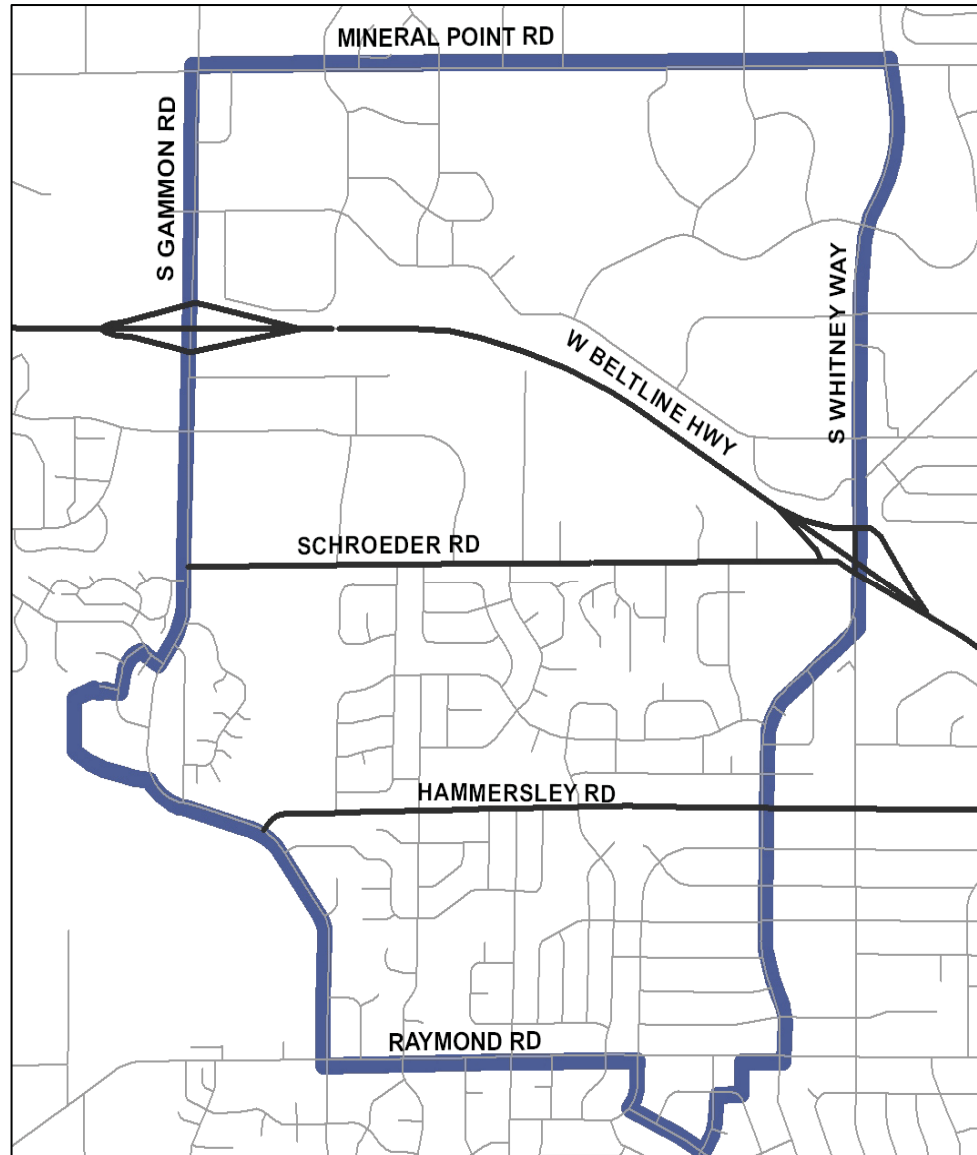
Southwest Neighborhoods: A Place to Grow Up and Grow Old

The Southwest Neighborhood Plan is a comprehensive framework for future improvements in the designated planning area. The *plan* is an advisory document for initiating, directing and managing change. The Southwest Neighborhood Plan is the result of involvement of neighborhood residents, the business community, and locally based organizations during a planning process from November 2006 – October 2007.

The Southwest Neighborhood Planning area is bounded by Mineral Point Road on the north, South Whitney Way on the east, Raymond Road on the south, and McKenna Boulevard and South Gammon Road on the west. Additionally, the planning area includes the Balsam Road area that lies directly south of Raymond Road and Park Ridge area that lies directly east of South Gammon Road and south of Schroeder Road. Planning efforts were primarily focused on the residential areas lying south of Schroeder Road (See Map 1).

Planning Process

To assist the Southwest Neighborhoods with taking a strategic outlook on their area, the Madison Community Development Block Grant Commission designated six neighborhoods in the Southwest region to receive twelve months of planning services and two subsequent years of Community Development Block Grant funding. These six neighborhoods included Greentree,



Map 1: Southwest Neighborhood Planning Area. The West Beltline Highway with interchanges at South Whitney Way and Gammon Road bisect the planning area. Predominantly commercial uses are located to the north of Schroeder Road while mostly residential areas lie to the south of Schroeder Road.

Meadowood, Oakwood Village, Orchard Ridge, Park Ridge, and Prairie Hills. The planning area was selected based on the higher percentage of low- and moderate-income residents residing in the area that was higher than the City as a whole.

On November 7, 2006, the Madison Common Council confirmed the appointment of a neighborhood-based steering committee to guide the planning process. The Southwest Neighborhood Steering Committee started the planning process by:

- Identifying the assets and opportunities of the neighborhood area
- Assessing existing conditions, trends, and potential future influences in the region
- Inventorying and assessing the social fabric of the neighborhoods
- Prioritizing the major issues facing the neighborhood and developing strategies to address them.

The Neighborhood Steering Committee conducted interviews, open houses, meetings and distributed questionnaires to area neighborhood associations, businesses, community organizations, residents, and schools to compile information that would be used to develop plan strategies and recommendations.

Purpose of the Plan

Major goals of the Southwest Neighborhood include ensuring a strong sense of community and identifying and implementing changes that will enhance the

area. This plan offers guidance in these efforts. Its purpose is to:

- Develop a vision and a set of goals and objectives for the residential and business areas, with a focus on the Balsam-Russett, Bettys-Theresa-Hammersley, Park Ridge and Schroeder-Berkshire sub areas
- Formulate strategies and plan recommendations to address key issues in the areas of economic development, housing, land use, parks and open space, and transportation identified by neighborhood residents
- Identify short- and long-term action strategies for governmental officials, City staff, and the Southwest neighborhood organizations to foster, initiate, monitor, and implement high priority recommendations
- Provide a framework for numerous stakeholders and residents on the Southwest side to better understand the area's dynamics and the role they could play in its transformation
- Identify opportunities in timing, funding, and in public-private collaborations to achieve desired outcomes. The Neighborhood Steering Committee conducted neighborhood meetings, worked with stakeholders, and guided plan preparation by reviewing recommendations and prioritizing final Plan recommendations.

Future Funding

Although the neighborhood plan provides direction for proposed improvements it is important for area residents, businesses, and

stakeholders to recognize that the implementation of such improvements is contingent upon available resources. Policymakers are responsible for the allocation of resources for the entire City and thus funding for the Southwest Neighborhood Plan recommendations will be weighed against other worthy projects Citywide. Because of scarce resources, it will be important to understand that city/public funding of proposed improvements is and will be in competition with existing projects, and in many cases, will require special earmarking of funding to undertake projects as well as ongoing maintenance costs. Securing funding from outside sources, leveraging funding with other available funding, or dovetailing proposed new projects with planned projects will help in implementing the desired activities and projects.

Neighborhood-Based Involvement

Of the six neighborhoods within the planning area, Greentree, Meadowood, and Orchard Ridge have existing neighborhood associations with regularly scheduled meetings. Prairie Hills Neighborhood Watch has regular meetings that focus on safety issues. Oakwood Village (senior retirement community) and Park Ridge do not currently have active neighborhood associations.

A strong framework of neighborhood-based groups is important in ensuring the implementation of the plan recommendations. Suggestions to build upon the current structure include:

- Forming a coalition of neighborhood associations (i.e. planning council)

involving the business community, faith-based community, rental property owners, schools and community service providers.

- Strengthening existing and inactive neighborhood associations by engaging/recruiting new members, especially individuals from the multifamily areas.
- Starting resident-stakeholder based subgroups in multifamily buildings/areas of high interest as part of the larger neighborhood associations' organizational structure



Aerial view of the Southwest Neighborhood Planning Area. Foreground shows one of the greenways that runs north-south through the neighborhood. Neighborhood residents want to bring more neighborhood-based activities, such as community gardens, festivals, and planned recreational activities into open space areas. West Towne Mall and other employment centers are located directly north of the neighborhood. Connecting the unemployed and underemployed adults and youth to wage-living jobs is a high priority for this neighborhood.

Chapter 1

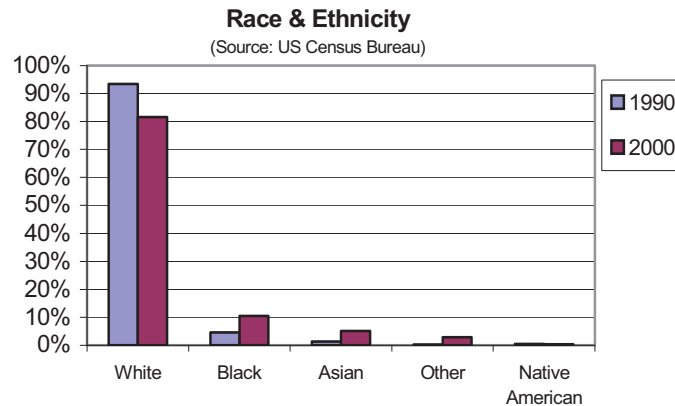
Who We Are

The Southwest Neighborhood Steering Committee examined demographic, physical, and socio-economic conditions of the planning area. Detailed information is located in Appendices 1-6. Below is a summary of the information that provides a snapshot of the existing condition of the neighborhood.

Neighborhood Demographic Changes, 1990-2000

(Source: US Census Bureau)

- An Aging Neighborhood
31.3% increase in persons 55+
- Increasing Poverty Levels
1.4% (1989) to 4.3% (1999)
- Increasingly Diverse Population
849 more minority residents
1,150 fewer White residents



Neighborhood Socioeconomic Characteristics, 2000

(Source: US Census Bureau)

- Institutionalized Population
609 persons
- Residents with a Disability
Southwest: 17.3%, City: 22.0%
*Southwest area north of Schroeder Rd:
38.6%
- Unemployment Rate
Southwest: 3.3%, City: 4.8%
- Household Income
Median Income: Southwest: \$59,260, City:
\$41,941
Public Assistance Income: Southwest:
\$16,867, City: \$2,171

Housing Assistance

4.8% of Southwest residents receive Section 8 Housing assistance, compared to 1.4% citywide. There is a heavy clustering of Section 8 family voucher holders in the four sub areas in the

Southwest planning area, Census Tract 4.08 has the highest percentage of Section 8 recipients (individuals and families) in 2005, 2006, and 2007 compared to all City Census Tracts (See Appendix 3 for more detail).

Public Schools Demographic & Socioeconomic Characteristics Summary

Racial, ethnic, and economic diversity is increasing in the Southwest public schools. Orchard Ridge Elementary School has seen the greatest increases since 2000, while Falk Elementary and Toki Middle Schools experienced increases during the previous decade.

(Source: Madison Metropolitan School District, 1990-2008)

	Total Enrollment	Race/Ethnicity				Income	
		White		Native American, Black, Asian, or Hispanic		Students in Low-Income Families	
		Number	Percent	Number	Percent	Number	Percent
Orchard Ridge Elementary School							
1990-91	651	572	87.9%	79	12.1%	73	11.2%
2000-01	413	330	79.9%	83	20.1%	57	13.8%
2007-08	271	128	47.2%	143	52.8%	112	41.3%
Falk Elementary School							
1990-91	480	422	87.9%	58	12.1%	57	11.9%
2000-01	519	233	44.9%	286	55.1%	222	42.8%
2007-08	299	90	30.1%	209	69.9%	197	65.9%
Toki Middle School							
1990-91	654	582	89.0%	72	11.0%	49	7.5%
2000-01	680	449	66.0%	231	34.0%	192	28.2%
2007-08	595	288	48.4%	307	51.6%	288	48.4%
Total SW Schools							
1990-91	1785	1576	88.3%	209	11.7%	179	10.0%
2000-01	1612	851	52.8%	600	37.2%	471	29.2%
2007-08	1165	506	43.4%	659	56.6%	597	51.2%

Crime Statistics Summary

The Madison Police Department, upon request, provided the Steering Committee with police calls for service statistics for different types of incidents occurring in calendar years 2004, 2005 and 2006. Some of the data, grouped by geographic police sectors, falls outside of or partially in the Southwest planning area. A more detailed explanation of the data is found in Appendix 1.

Overall, the top seven categories of calls for service numbers for the larger Southwest and west side areas for the period of 2004-2006 is as follows: 1) Theft (1247 calls); 2) Retail Theft (1219); 3) Fraud (568); 4) Theft from Auto (516); 5) Drug Incidents (406); 6) Battery (389); and 7) Residential Burglary (378).

Land Use Summary

(Source: City of Madison Planning Division, August 2006)

Existing Land Use Acreage:

- Single Family: 373.1 acres (25.4%)
- Multifamily: 237.3 acres (16.1%)
- Industrial: 26.9 acres (1.8%)
- Commercial: 499.8 acres (34.0%)
- Institutional: 55.6 acres (3.8%)
- Parks/Open Space/Drainage: 130.5 acres (8.9%)
- Vacant /Undeveloped: 148.1 acres (10.1%)

*Total Acreage (City and County Parcels):
1,471.3 acres*

Residential Parcels:

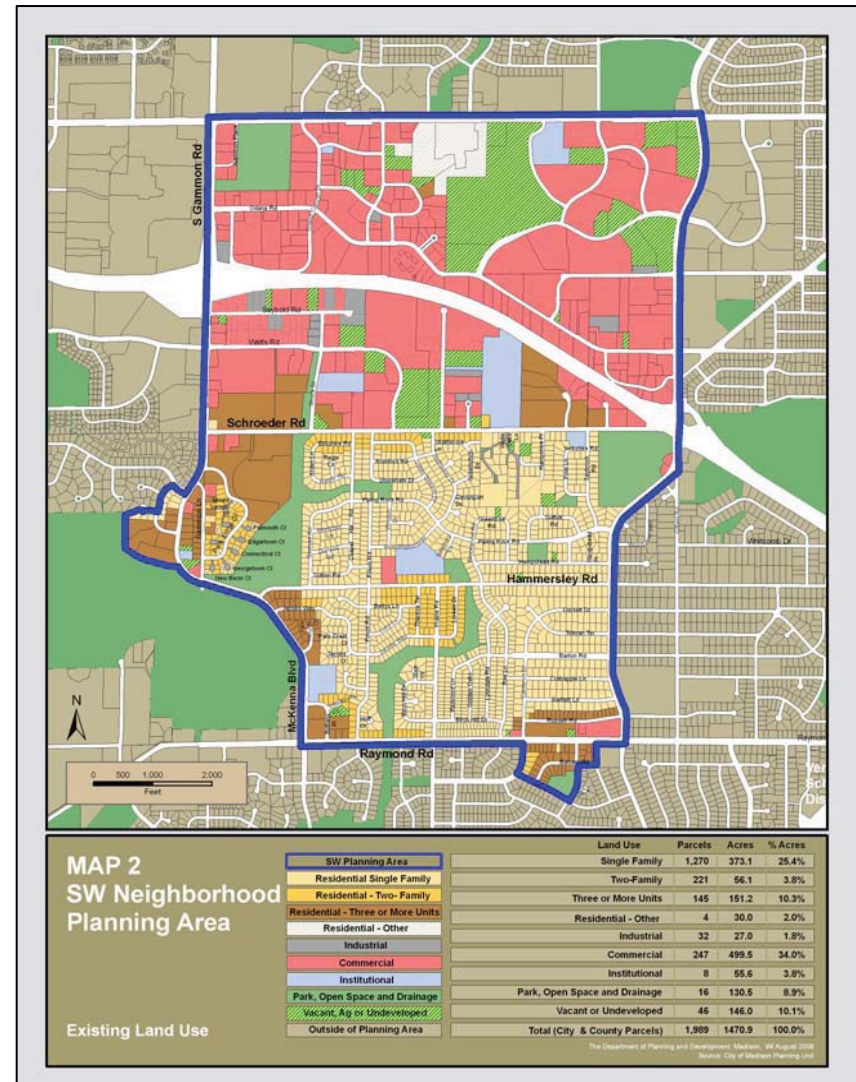
- Single-Family: 1,270 parcels (77.4%)
- Two-Family: 221 parcels (13.5%)
- 3-4 Units: 91 parcels (5.5%)
- 5-7 Units: 9 parcels (0.5%)
- 8 Units: 14 parcels (0.9%)
- 9-16 Units: 4 parcels (0.2%)
- 17-24 Units: 12 parcels (0.7%)
- 25-100 Units: 13 parcels (0.8%)
- 100 + Units: 2 parcels (0.1%)
- Other Residential: 4 parcels (0.2%)

*Total Residential
Parcels: 1,640 parcels*

Tenure of Single Family
Parcels:

- Owner-Occupied: 1,221 parcels (96.1%)
- Renter-Occupied: 45 parcels (3.5%)

*Total Single-Family
Parcels in the City of
Madison: 1,266*



Map 2: Existing Land Use by Parcel and Acreage

Sub Areas: Balsam-Russett, Bettys-Theresa-Hammersley, Park Ridge and Schroeder-Berkshire Areas

Based on concerns regarding neighborhood stability, four sub areas within the Southwest neighborhoods were identified to receive detailed revitalization strategies. The following streets generally define the sub areas: Balsam Road-Russett Road, Bettys Lane-Theresa Terrace-Hammersley Road, Park Ridge, and Schroeder-Berkshire. More detailed snapshots of each sub area are found in Chapter 6.

Neighborhood Assets

The strengths of the Southwest neighborhood are built around its community organizations, schools, businesses, places of worship, and unique features (See Map 3). More details on neighborhood assets are found in Appendix 4.

Greentree Neighborhood

Single-family; duplexes along Schroeder Road; Prairie Restoration; Greentree Neighborhood Association

Meadowood Neighborhood

Single-family; multifamily along Balsam, Leland, Raymond and Russett; Joining Forces for Families on Russett; Meadowood Shopping Center; Meadowood Park; Meadowood Neighborhood Association

Orchard Ridge Neighborhood

Single family; some multifamily on Reetz Road (outside of planning area); Ridgewood Pool; Orchard Ridge Community Club



Map 3: Neighborhood Assets

Prairie Hills Neighborhood

Single family; multifamily flanking McKenna; close to Elver Park; Prairie Hills Neighborhood Association

Park Ridge Neighborhood

Wisconsin Youth Company; Griff's Restaurant; New Start on Gammon Lane (outpatient addiction and adolescent program of Meriter); Elver Park

Oakwood Village

Senior and assisted living community (includes apartment homes, rental apartments, assisted living units, and skilled nursing beds).



Elver Park Shelter is a local gathering place. New improvements, such as a swimming pool would make this a greater neighborhood asset.



Fire Station 7 provides fire and safety protection for the area. A new ambulance would improve response time for emergencies.



Good Shepherd Lutheran Church hosts neighborhood services such as a food pantry.

Chapter 2

What We Have Identified As Issues

The most successful neighborhood plans, in terms of carrying out the strategies within the plan, are contingent upon what is most important to the people that live in the area. The majority of the neighborhood issues in the Southwest Neighborhood Plan relate to improving the health of the neighborhood through crime prevention strategies.

1. Safe Homes, Streets, and Places

Safety is the utmost concern of neighborhood residents. People of all ages, races, incomes, must feel safe in their neighborhood. Police enforcement and crime prevention strategies need to work in tandem to strengthen the conviction of current and future residents that our neighborhood is a place to stay. Visibility of the police force, decrease in illegal activities, and sense of personal safety in ones' home, streets and public and private places must be achieved. Workshops on personal and home security, improved lighting of single-family and multifamily dwellings, streets, and parking lots, and reporting of criminal activity by all residents will help in achieving a safe neighborhood.

2. Retaining A Strong Housing Market

Retaining a strong market for buying into and reinvesting in the housing stock is

important for the long-term health of the area. Preserving the single-family housing areas, updating the existing housing stock (i.e. conservation, mechanicals), and stabilizing deteriorating sub areas (Balsam-Russett, Bettys-Theresa-Hammersley, Park Ridge and Schroeder-Berkshire areas) with crime prevention, property management, and homeownership strategies will help build confidence in the overall housing market. Maintaining the factors that are attractive to new homebuyers, such as quality public schools, is essential.

A neighborhoods appearance is a reflection of the level that neighbors care about where they live. Unkempt buildings, tall grasses and weeds, and junk and debris are evidence of a deteriorating area. The longer the disrepair of a neighborhood persists, the less likely residents will take action to intervene to make changes in the physical and social environment. Improved tenant screening, building maintenance and property cleanup in the Balsam-Russett, Bettys-Theresa-Hammersley, Park Ridge and Schroeder-Berkshire areas is a start to building pride amongst neighbors.



Ranch and split-level ranch style homes are typical housing styles in the neighborhood.

Converting duplexes to owner-occupied condominiums, constructing garages and other features to make housing more marketable, and targeting homeownership and rehabilitation loans to make homeownership a reality for low-moderate income persons are some possible methods to improve the housing stock and provide residents with a vested interest in maintaining the places where they live. Public infrastructure investments, such as upgraded street lighting on Balsam, Russett and other higher crime areas, shrub and tree trimming to improve visibility into Hammersley Park and other open spaces, will complement other safety efforts.

3. Strengthening Neighborhoods and Families: Community and Neighborhood Services and Programs

Community centers, centers of worship, the library branch, public and parochial schools, and other service providers have seen a rise in demand for their services from the growing low-income populations. It is a greater challenge to provide accessible and cost effective services to scattered small areas of poverty that are only 2-4 blocks in size. Providing family and youth programs for lower income families that help them with basic needs, job training and placement, and quality housing will help reduce the high mobility occurring within the neighborhood. Productive, supervised, and accessible activities and programs for youth will help keep them in positive activities.

Residents, businesses, and organizations within the planning area are striving to improve the health of the area. Persons working independently will make some improvements, but bigger strides can be made by working in a coordinated fashion. Strengthening the interactions between the groups with a clear strategy on the roles that the various organizations can play will help focus time, effort, and monies on the priority issues. Establishing joint meetings amongst neighborhood associations (e.g. planning council), setting up an online network to communicate with neighbors (i.e. e-Neighbors), and working diligently with District Alderpersons and Dane County Supervisors to advocate for resources for the southwest side will help build the foundation for policy changes and/or funding resources to be allocated to the neighborhood.



There are many places in the neighborhood for biking and walking.

4. Getting to Jobs, Shopping, and Services

An important function of any neighborhood is the movement of people to places where they want to go. A safe walking and bicycling route to the community centers, schools, and parks is important to help ensure area youth can participate in programs. Ease and frequency of bus service to employment areas, shopping centers, and community programs will make basic services more accessible to populations without access to a vehicle.

5. Bringing People Out: Walking, Gathering, and Enjoying All Places within the Neighborhood

A deterrent to crime is having people to engage in positive activities with a watchful eye toward unacceptable behavior. Community gardens in parks areas, farmers market in the shopping center, youth sports leagues at the local parks, and neighborhood events, programs and workshops at the schools bring watchful eyes that can deter criminal activities and/or be in position to report criminal activities taking place. Opportunities for individuals to interact across different ages, race, income and cultural heritage also break down barriers.

6. Accessing Career Opportunities

High turnover in residents is disruptive to the fabric of the neighborhood. Individuals, families and their children need stability. Securing living-wage jobs

allows individuals to stay and invest their time and energy to make their lives, neighborhoods, and schools a better place. It is essential to work with unemployed and underemployed adults with barriers to employment, such as inconsistent work histories, limited formal education, low-value or obsolete job skill sets, criminal backgrounds and insufficient transportation, in order to stabilize and minimize the rate of turnover in the neighborhood.



The Meadowridge Branch Library has been identified as a desirable place for new programming, such as ESL educational and employment training.

Chapter 3

Our Vision for the Southwest Neighborhood

One of the important steps in the planning process was to develop a vision statement that provides the inspiration of what neighbors will try to achieve in the years ahead:

Vision Statement

Madison's Southwest Neighborhood: A Great Place to Grow Up, A Great Place to Grow Old.

Our neighborhood offers affordable, well-maintained housing including apartments, duplexes, modest houses and large, elegant homes. Parks are never far away: our neighborhood is dotted with small playgrounds for our children, laced with greenways for walking and biking, and adjacent to Elver Park, with its year-round recreational opportunities.

Our area has small, thriving, pedestrian-friendly business centers. These businesses provide jobs, places to gather, services, and shopping right here in the neighborhood. Our schools are strong and our library is busy.

Our streets are clean and traffic is calm. Walking and biking are safe on our streets and in our parks. Convenient public transit connects us with major destinations throughout the city.

Together, we advocate for continued investment from government and property owners. Tenants, property owners, and police have strong partnerships to fight crime. A

variety of recreational programs are available for the young people in our neighborhood.

We have places and occasions for neighbors of all ages and backgrounds to gather, interact, and celebrate our diversity. We treat each other with respect and pitch in to do what needs to be done. We are ethnically and economically diverse, but we are united by pride in our safe, healthy, vibrant neighborhood.



Southwest Neighborhood residents and business community want a healthy, thriving neighborhood. The Meadowood Shopping Center at the intersection of Raymond Road and South Whitney Way is envisioned to become a stronger focal point for the neighborhood.

Chapter 4

Our Goals for the Southwest Neighborhood

Neighborhood and Personal Safety

Through engagement of neighborhood residents, property owners, and police and city service providers, we will work together to ensure a high level of safety in our neighborhoods.

- Provide a high level of fire, emergency medical, police and other public services
- Target police services in Balsam-Russett, Bettys-Theresa-Hammersley, Park Ridge and Schroeder-Berkshire sub areas in coordination with other improvement strategies
- Increase communication and the number of problem-solving sessions between neighborhoods, property-owners, and police in order to react quickly to incidents in public places or private properties

Neighborhood Engagement & Involvement

Through resident involvement and neighborhood communication and activities, we will keep our neighborhoods strong and make them even stronger.

- Promote resident involvement in neighborhood associations and/or neighborhood sponsored activities, events, and programs



A well-attended open house solicited residents' input on important issues facing the neighborhood.

- Aggressively recruit and devise strategies to engage individuals with diverse backgrounds
- Organize residents and resources to improve neighborhood schools with emphasis on educational, employment and recreational opportunities
- Institute a broad-based approach between neighborhoods and other neighborhood-based stakeholders to address improvement strategies

Community Facilities, Services and Programming

Through the provision of strong community services, we will strengthen families and provide ample opportunities for youth, senior citizens, and all neighborhood residents to enjoy a high quality of life.

- Increase programs and services for youth, families, and seniors
- Provide accessible, convenient, and expanded library services

Economic and Employment

Through economic opportunity and workforce development, we will develop connections to living wage jobs in and around our neighborhoods.

- Promote economic opportunity, workforce development, and improve connections to job markets

Transportation

Through improvements to our roads, bicycle routes, and public transportation, we will have access to safe and efficient transportation options throughout our neighborhoods.

- Promote a system of safe pedestrian and bicycle connections linking key activity areas and destinations, such as community centers, open spaces, schools, shopping and services



Several Madison Metro routes serve the Southwest area. Improved north-south routes to get residents to jobs is important to the economic health of the area.

- Facilitate safe and efficient traffic flow
- Provide user-friendly and efficient public transit routes to major employment and shopping destinations

Parks and Open Space

Through park improvements and enhancements, we will ensure our neighborhoods may enjoy natural resources, green space, and recreational opportunities.

- Use visual and physical connections between open spaces, adjacent streets and surrounding places and activities to stimulate positive social interactions
- Promote activities, events, and uses in community and neighborhood parks



Sense of Place

Through encouraging the use of community spaces, we will bring residents together for events that build a stronger community.

- Promote activities, events, and uses in public and private buildings and places that are meaningful and memorable

Housing

Through preserving existing single-family housing and encouraging variety in quality housing stock, we will ensure our neighborhoods are an attractive place to live for a diverse group of residents.

- Preserve existing single-family areas from incompatible uses



The Meadowood Shopping Center could become a place for community activities events such as farmer's markets, sidewalk sales and neighborhood picnics.

- Provide a variety of housing types and high quality, energy efficient housing

Playground equipment, a basketball court, and tennis courts are located in Norman Clayton Park. The tennis courts will be resurfaced in the near future.

Chapter 5

How We Will Achieve These Goals

To address the issues within the neighborhood planning area, the Southwest Neighborhood Steering Committee developed a *three tier approach* to address neighborhood issues. The three tier approach includes:

1. A Safety Strategy concept that was used in assessing and evaluating *all* plan recommendations to ensure that the planned actions would directly address safety concerns of residents.
2. Plan recommendations were developed for six issue areas that addressed the greatest concerns by neighborhood residents raised during the public input process.
3. Specific revitalization strategies were developed for Balsam-Russett, Bettys-Theresa-Hammersley, Park Ridge and Schroeder-Berkshire Sub Areas to address the geographic areas of greatest challenge (See Chapter 6 for details).

Five Point Safety Strategy for Southwest Neighborhoods

The Southwest Neighborhood Steering Committee is steadfast in its belief that police enforcement is the first step necessary to stabilize the neighborhood before other initiatives can make a difference. With greater police presence, improved response to self-reported crimes, and ultimately a stronger working relationship with the police, the

following initiatives to stabilize the area will happen. The Southwest Neighborhood Plan identified five key strategies that will work in conjunction with the increased police enforcement for the area. (See Appendix 2 for detail information on specific plan recommendations related to neighborhood safety).

1. Crime Prevention Through Community-Oriented Policing:

There is a growing realization that the best strategies for fighting crime in residential neighborhoods are those where the police work closely with resident organizations. "Community-oriented policing," as this is



Community and neighborhood police officers at the West District Police Station are working with residents, other City agencies and social service providers to help prevent crime and address safety concerns.

known, attempts to prevent crimes rather than investigate them after the fact. Formation of and involvement of residents in the targeted areas will help police efforts.

2. Crime Prevention Through Environmental Design:

Proper design of and effective use of the built environment can lead to a reduction in the incidence and fear of crime, and an improvement in the quality of life.

3. Better Access, Availability, and Connection to Social Services:

Poverty is growing in the Southwest neighborhoods. Youth and families with better access to education, employment, and social services can help decrease the mobility occurring in the neighborhood, especially seen in the public schools. Stabilizing the multifamily areas, with active involvement of families living in the area, will strengthen the overall safety efforts.



Improving transportation connections to the Wisconsin Youth Company will allow more children to enjoy the facility's recreational and educational activities.

4. Strengthening Communication, Coordination, and Linkages between Neighborhoods, Centers of Worship, Rental Property Owners, Schools, and Service Providers:

One of the strong assets of the Southwest neighborhoods is the willingness of a majority of stakeholders to be part of the solution. It is important to set up a mechanism in which all parties that will make a difference can coordinate communication and action strategies.

5. Targeted Efforts in Balsam-Russett, Bettys-Theresa-Hammersley, Park Ridge, & Schroeder-Berkshire Sub Areas:

Focused efforts by a multitude of appropriate city agencies, ranging from enforcement of existing ordinances, training of property-owners, and redirecting monies to target reinvestment will shore up the greatest areas in decline. In addition, the emergence of a neighborhood-based organization among the residents, will help in the efforts of reducing criminal activities. (See Chapter 6 for more details on the specific sub area plans).

Top Priority Southwest Plan Recommendations

As part of the planning process, the Southwest Neighborhood Steering Committee prioritized the top six recommendations of overall importance to residents. The six *priority recommendations* for the Southwest Neighborhood Plan are:

1. Assign additional police services/resources such as, but not limited to, neighborhood officers in the Bettys-Theresa-Hammersley, Balsam-Russett and Park Ridge areas.
2. Explore the feasibility of expanding Meadowridge Library at or near its present location and provide additional programs/services for youth and adult residents, with an added emphasis on programs dealing with education and employment resources. The library should explore offering Bilingual classes in Spanish and Hmong, establishing itself as a clearinghouse for information on programs and services, and plan for adequate meeting/programming space in a new facility.



Expanding Meadowridge Library would provide space for additional programming.

3. Promote a variety of homeownership and rehabilitation programs, loans and services focusing on Bettys-Theresa-Hammersley, Balsam-Russett, Park Ridge, and Schroeder-Berkshire areas.

4. Increase programming for youth, adults and seniors. Such programs include, but not limited to: ESL classes, GED, tutoring, and after-school and summer educational/recreational activities. Take advantage of citywide programs, explore/setup transportation options, and improve funding of activities/programs through better information on grant programs.



With its central location, Falk Elementary School could become an important neighborhood activity center.

5. Develop communication mechanism between Madison Police, property owners and neighborhood associations to address neighborhood-related issues jointly.
6. Explore purchasing a new ambulance and evaluate the placement of the newly acquired ambulance at Fire Station 7.

Specific Planning Recommendations by Issue

The Southwest Neighborhood Steering Committee developed plan recommendations in the following six issue categories:

1. Safe Homes, Streets, and Places

2. Retaining a Strong Housing Market
3. Strengthening Neighborhoods and Families: Community and Neighborhood Services and Programs
4. Getting to Jobs, Shopping and Services
5. Bringing People Out: Walking Gathering and Enjoying all Places within the Neighborhood
6. Accessing Career Opportunities

The following tables depict plan recommendations ranked in priority order by issue area. In addition, implementation steps, cost estimates, and implementation timelines are identified. Chapter 6 describes detailed plan recommendations for Bettys-Theresa-Hammersley, Balsam-Russett, Park Ridge, and Schroeder-Berkshire subareas.



The plan encourages more people to get out into the neighborhood's many public open spaces. Some ways of doing this might include organizing neighborhood walks and picnics, creating community gardens, and increasing recreational programming in public greenspaces.

Safe Homes, Streets, and Places - Plan Recommendations and Action Strategy				
Plan Recommendation	Lead Implementation (Estimated Cost)	City Implementation Action Steps (Estimated Cost)	Neighborhood Action Steps	Time Horizon
Priority 1. Assign additional police services/resources, such as, but not limited to, neighborhood officers, in the Balsam-Russett, Bettys-Theresa-Hammersley, and Park Ridge.	Madison Police Department	<ul style="list-style-type: none"> - Apply for Department of Justice, Weed and Seed Federal Funding for Southwest Neighborhoods. The strategy for the area would focus on law enforcement, community policing, community services, and comprehensive restoration initiatives. 	<ul style="list-style-type: none"> - Continue to work with District Alderpersons to advocate for inclusion in operating budget. - Continue to improve communications with West Police District. - Jointly develop a reporting system that will inform neighbors, police, and West Neighborhood Resource Team of incidences. 	Short-Term (1-3 years)
Priority 2. 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.	Madison Police Department	<ul style="list-style-type: none"> - Work with State Department of Corrections (DOC) to notify and provide opportunity for Madison Police Department to contact probation and parolees - Develop working relationship with DOC, United Way of Dane County, Madison-Area Ministry, or other organizations on successful reintegration programs 	<ul style="list-style-type: none"> - Develop working relationship with DOC representative. - Explore successful neighborhood-based activities programs, and information distribution to support reintegration programs for probation and parolees. - Work with area centers of worship and community centers to develop activities and programs for reentry into neighborhood. 	Short-Term (1-3 years)
Priority 3. 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	Madison Police Department	<ul style="list-style-type: none"> - Work with entities to determine type of information to collect and format of reporting mechanism. - Work with City of Madison Information Services, if appropriate, to develop prototype for Southwest Neighborhoods. 	<ul style="list-style-type: none"> - Establish e-Neighbors online system to improve information sharing between neighborhood associations and other organizations working within the area. - Increase communications with West Neighborhood Resource Team, such as attending meetings and/or sending updates, regarding neighborhood issues. 	Short-Term (1-3 years)
Priority 4. Explore purchasing a new ambulance and evaluate the placement of the newly acquired ambulance at Fire Station No. 7.	Madison Fire Department	<ul style="list-style-type: none"> - Assess the personnel and equipment needs for the Fire Department and determine the priority of personnel and equipment for Station No. 7 	<ul style="list-style-type: none"> - Advocate for purchase of ambulance during budget cycle. - Work with District Alderpersons in securing capital budget funding 	Short-Term (1-3 years)

Safe Homes, Streets, and Places - Plan Recommendations and Action Strategy				
Plan Recommendation	Lead Implementation (Estimated Cost)	City Implementation Action Steps (Estimated Cost)	Neighborhood Action Steps	Time Horizon
<p>Priority 5. Explore installing lighting in public and private places to increase illumination. High priority areas include, but not limited to:</p> <ul style="list-style-type: none"> - 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. 	Traffic Engineering, in conjunction with Forestry Division and Private Property Owners	<ul style="list-style-type: none"> - Assess other potential streets in neighborhood that would meet street lighting upgrades upon request. Inform neighborhoods of the petition process and upgrade costs, if any. <p>Estimated Cost: \$5,000 - \$15,000/lights</p>	<ul style="list-style-type: none"> - Work with Traffic Engineering to determine current level of street lighting, upgrade costs, and create an implementation schedule. If guidelines are met, organize property-owners to sign petition and submit to Traffic Engineering. - In some cases, work with City of Madison Forestry for street tree trimming. - Work with Community Development Block Grant Office to inform single-family and multifamily property owners that monies are available for security improvements for income eligible properties. 	Short-Term (1-3 years)
<p>Priority 6: 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.</p>	Neighborhood Associations	<ul style="list-style-type: none"> - Work with neighborhood associations in determining possible solutions to initiate or expand activities/programs in library (or off-site location) and park and open space areas. 	<ul style="list-style-type: none"> - Establish neighborhood-based committee to identify events to initiate or promote within the neighborhood. - Work with city and non-city entities (Meadowood Shopping Center, Wisconsin Youth and Family Center, Falk-Toki Schools) to start-up and/or assist in activities, projects, and events that would promote positive usage of public and/or private places. - Apply for Neighborhood Planning Grant (Planning Division) and other funding sources 	Short-Term (1-3 years)

Safe Homes, Streets, and Places - Plan Recommendations and Action Strategy				
Plan Recommendation	Lead Implementation (Estimated Cost)	City Implementation Action Steps (Estimated Cost)	Neighborhood Action Steps	Time Horizon
Priority 7: Implement community empowerment activities that engage neighbors and the business community to take positive actions to strengthen the community fabric: <ul style="list-style-type: none"> - 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. 	Neighborhood Associations	<ul style="list-style-type: none"> - As part of the application process for Department of Justice, Weed and Seed Federal Funding, discuss locally based initiatives to be funded through this funding source. - Provide Crime Prevention training and Rental Property Owner Training (Police Department). 	<ul style="list-style-type: none"> - Establish Neighborhood Coalition (i.e. Planning Council) of neighborhood associations and stakeholders to address neighborhood safety issues. - Work with City of Madison Office of Community Services to apply for Weed and Seed Federal Grant. - Apply to the Neighborhood Planning Grant Program (Planning Division) for activities/programs to build capacity within the neighborhood. - Work with Madison Police Department in problem solving solutions. - Work with Grassroots Leadership College to recruit neighborhood individuals to attend intensive workshop series. 	Short-Term (1-3 years)
Priority 8: 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).	Madison Police Department	<ul style="list-style-type: none"> - Develop incident reporting categories to use and distribute to neighborhood associations and other stakeholders. 	<ul style="list-style-type: none"> - Discuss with district alderperson, neighborhood association, and other stakeholders to determine how existing neighborhood association can become involved in addressing/solving issues. 	Short-Term (1-3 years)
Priority 9: Provide removal and/or trimming of overgrown vegetation to improve visibility of public space in priority areas: <ul style="list-style-type: none"> - Hammersley Park - Lucy Lincoln Hiestand Park 	Parks Division	<ul style="list-style-type: none"> - Work with Parks Division to allocate staff resources to remove vegetation. 	<ul style="list-style-type: none"> - Discuss project with District Alderperson and Parks Superintendent. - Discuss project with adjacent property-owners and Falk Elementary School. 	Short-Term (1-3 years)

Retaining a Strong Housing Market - Plan Recommendations and Action Strategy				
Plan Recommendation	Lead Implementation (Estimated Cost)	Implementation Action Steps	Neighborhood Action Steps	Time Horizon
<p>Priority 1: 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:</p> <ul style="list-style-type: none"> - 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. 	<p>Apartment Association of South Central Wisconsin, City of Madison Neighborhood preservation & Inspection, and other housing provider organizations, housing providers, and tenant organizations</p>	<ul style="list-style-type: none"> - Work with Southwest Neighborhoods to determine training workshop content and schedule. - Work with City of Madison (Office of Civil Rights, Neighborhood Preservation & Inspection). 	<ul style="list-style-type: none"> - Disseminate information through fliers, newsletters, listservs, and website regarding housing programs. 	<p>Short-Term (1-3 years)</p>
<p>Priority 2: 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.</p>	<p>Community Development Block Grant Office, Community Development Authority & Housing Operations</p>	<ul style="list-style-type: none"> - Provide information and target funding toward homeownership and rehabilitation programs, loans, and services. - Contact other nonprofit organization (i.e. Fresh Start, Habitat for Humanity, Project Home) to target resources to area. - Work with the City of Madison and Dane County, service providers and financial institutions to explore asset-building strategies (such as individual development accounts) to help make it feasible for lower-income individuals to purchase housing. <p>Estimated Cost: \$70,000 of Community Development Block Grant funding</p>	<ul style="list-style-type: none"> - Disseminate information through fliers, newsletters, listservs, and website regarding housing programs. 	<p>Short-Term (1-3 years)</p>

Retaining a Strong Housing Market - Plan Recommendations and Action Strategy				
Plan Recommendation	Lead Implementation (Estimated Cost)	Implementation Action Steps	Neighborhood Action Steps	Time Horizon
Priority 3: 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.	Neighborhood Preservation & Inspection Unit	- Allocate staff resources to undertake systematic inspection of sub areas.	- Work with Neighborhood Preservation & Inspection Unit to monitor property improvement strategies.	Short-Term (1-3 years)
Priority 4: 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.	Community Development Authority (CDA) and Housing Operations	- Work with HUD and others to determine the feasibility of converting existing holdings from rental to ownership properties.	- Disseminate information through fliers, newsletters, listservs, and website regarding housing programs.	Short-Term (1-3 years)
Priority 5: 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. The goal is to promote increased responsible homeownership.	Neighborhood Associations	- City, County and other housing program staff will be available to discuss programs available to potential buyers and/or owners whom want to rehab dwelling units.	- Southwest Neighborhood Associations will invite real estate agents and financial lenders to meeting to discuss vision of neighborhood.	Short-Term (1-3 years)

Strengthening Neighborhoods and Families: Community and Neighborhood Service and Program - Plan Recommendations and Action Strategy				
Plan Recommendation	Lead Implementation (Estimated Cost)	City Implementation Action Steps	Neighborhood Action Steps	Time Horizon
Priority 1: 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.	Office of Community Services, in conjunction with Southwest Neighborhood Associations, community centers, faith-based community, multifamily rental property owners/managers, MATC or other learning institutions, parochial and public schools, and public library	<ul style="list-style-type: none"> - Distribute City of Madison Community Resources Funding Priorities (Office of Community Services) and CDBG Framework (CDBG Office) for local comment by Southwest Neighborhoods. <p>Estimated Cost: ESL/Adult Literacy: \$10,000 - \$15,000 for approximately 90 participants.</p> <p>GED/Basic Skill Classes: \$20,000-30,000 for approximately 50 participants.</p> <p>After-school and summer programming for youth: \$500-\$2,500 per participant. The number of participants is determined by space/location and ability to do outside/off-site activities.</p>	<ul style="list-style-type: none"> - Establish a neighborhood-based organization to clearly define youth and adult priorities, work with area providers to clearly define resources needed to deliver, and setup ongoing mechanism to comment on City, County and Nonprofit funding priorities. - Coalesce neighborhood-based efforts on providing people power and financial resources to support educational and recreational activities for youth. Involvement in local PTA, WYC, WYFC Advisory Council, and youth programs at schools. 	Short-Term (1-3 years)
Priority 2: Explore the feasibility of expanding Meadowridge Library at or near its present location. Provide services and programs for youth and adult residents, with an added emphasis on programs dealing with education and employment resources. Offer ESL classes in Spanish and Hmong. Use the library as a clearinghouse for programs and services offered for youth and families in the area. A new facility should include adequate meeting space for neighborhood-based groups.	Library Board, in conjunction with neighborhood associations	<ul style="list-style-type: none"> - Work with Library Board to discuss improved ways to meet the demands/needs of the changing demographics. If a new library is constructed within the neighborhood, building design should include a large meeting space(s). - Investigate collaborative efforts to provide programs/services at Meadowridge Branch or off-site locations (i.e. Meadowood Shopping Center, Wisconsin Youth and Family Center, and/or area centers of worship). 	<ul style="list-style-type: none"> - Work with Meadowridge Branch Library staff to explore strategies to expand programs on or off-site. Due to the limited space at the existing location, - Work with Falk Elementary School, Toki Middle School, MLG Management at Meadowood Shopping Center, Wisconsin Youth & Family Center, or other potential neighborhood locations to conduct library programs. - Contact District Alderperson to advocate for inclusion in capital budget process and operating budget. 	Short to Long-Term

Strengthening Neighborhoods and Families: Community and Neighborhood Service and Program - Plan Recommendations and Action Strategy				
Plan Recommendation	Lead Implementation (Estimated Cost)	City Implementation Action Steps	Neighborhood Action Steps	Time Horizon
Priority 3: 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 Associations, in conjunction with business community, community center, faith-based community, Meadowridge Branch Library, public and parochial schools, Southwest rental property owners, Neighborhood Resource Team, and other appropriate organizations.	<ul style="list-style-type: none"> - Develop prototype of resource directory through the West Neighborhood Resource Staff Team. See Allied Services Directory produced by Office of Community Services as a potential model. 	<ul style="list-style-type: none"> - Determine type of information and the efficient means to disseminate to larger Southwest Community for distribution to residents. - Determine mechanism to update Southwest Community Service Inventory annually. - Sponsor regular educational, employment, health, and youth/adult programming fairs. If possible, dovetail with existing neighborhood activities or events. 	Short-Term (1-3 years)
Priority 4: Establish a coalition of neighborhood associations (e.g. neighborhood planning councils) with representation from the business community, community centers, faith-based 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.	Southwest Neighborhood Associations, in conjunction with Office of Community Services	<ul style="list-style-type: none"> - Develop a multifaceted communication strategy for information sharing and exchange that crosses neighborhood boundaries and includes an array of locally-based organizations: neighborhood associations, business community, community centers, faith-based organizations, rental property owners, schools, service providers, and Southwest Neighborhood Resource Team. - Work with Southwest Neighborhoods to discuss organizational model, cost, and funding feasibility. <p>Estimated Cost: \$30,000 - \$60,000</p>	<ul style="list-style-type: none"> - Setup joint quarterly meetings to discuss implementation of plan priorities. - Develop multifaceted communication mechanism (i.e. email lists) to share information on neighborhood activities, issues, and opportunities. - Assess organizational models that would serve the objectives of the coalition. Pursue operating funding from City or other public-private entities to support coalitions work. - Contact District Alderpersons to advocate for inclusion in operating budget. 	Short-Term (1-3 years)

Strengthening Neighborhoods and Families: Community and Neighborhood Service and Program - Plan Recommendations and Action Strategy

Plan Recommendation	Lead Implementation (Estimated Cost)	City Implementation Action Steps	Neighborhood Action Steps	Time Horizon
Priority 5: 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 Associations	<ul style="list-style-type: none"> - Work with the Department of Planning & Community & Economic Development (Planning Division and Office of Community Services) to identify neighborhood-based grant program and/or grant funding opportunities. 	<ul style="list-style-type: none"> - Assess organizational strength and if need be, determine what measures should be taken to build capacity of organization. - Seek City of Madison neighborhood funding or other funding sources to build capacity and knowledge base of organization. - Rethink recruitment strategies to get people involved in the neighborhood association (such as Meadowood on the Move!). - Work with District Alderpersons to set annual priorities 	Short-Term (1-3 years)

Getting to Jobs, Shopping and Services - Plan Recommendations and Action Strategy

Plan Recommendation	Lead Implementation (Estimated Cost)	City Implementation Action Steps (Estimated Cost)	Neighborhood Action Steps	Time Horizon
Priority 1: 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, 2) Schroeder Road at Struck Street, and 3) McKenna at New Washburn Way.	Traffic Engineering	<ul style="list-style-type: none"> - Assess traffic signals at proposed intersection(s) versus other priority location via . Bicycle/Pedestrian/ Motor Vehicle Commission Annual Traffic Signal Priority List. - If approved by Bicycle/Pedestrian/ Motor Vehicle Commission, request additional or special earmark funding through the Capital and Operating Budget Process for new signals. <p>Estimated Cost: \$50,000-\$75,000/per light</p>	<ul style="list-style-type: none"> - Request that Traffic Engineering study the feasibility of strategies such as traffic signal installation at the listed intersections to improve traffic flow. - Continue to work with Traffic Engineering to evaluate best strategies for pedestrian movement at identified intersections. - Request Traffic Engineering to include in Annual Traffic Signal Priority List. 	Long-Term (7 or more years)

Getting to Jobs, Shopping and Services - Plan Recommendations and Action Strategy				
Plan Recommendation	Lead Implementation (Estimated Cost)	City Implementation Action Steps (Estimated Cost)	Neighborhood Action Steps	Time Horizon
Priority 2: Evaluate and pursue recommended actions regarding installing lighting in public and private places to increase illumination. High priority areas include, but not limited to: 1) Install street lighting on the 5700-5800 blocks of Russett Road; 2) 5800 block of Balsam Road; 3) Along Raymond Road between Cameron Drive and Westbrook Lane; and 4) 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 sub areas.	Traffic Engineering, in conjunction with Forestry Division and Private Property Owners	<ul style="list-style-type: none"> - Assess other potential streets in neighborhood that would meet street lighting upgrades upon request. Inform neighborhoods of the petition process and upgrade costs, if any. <p>Estimated Cost: \$5,000 - \$15,000/light</p>	<ul style="list-style-type: none"> - Work with Traffic Engineering to determine current level of street lighting, upgrade costs, and implementation schedule. If guidelines are met, organize property-owners to sign petition and submit to Traffic Engineering. - In some cases, work with City of Madison Forestry for street tree trimming. - Work with Community Development Block Grant Office to inform single-family and multifamily property owners that monies are available for security improvements for income eligible properties. 	Short-Term (1-3 years)
Priority 3: Evaluate and proceed accordingly regarding the potential extension of the Lucy Lincoln Heistand greenway pedestrian/bike path to connect with the bike path at Hammersley Park and to the greenway pedestrian/bike path south of Raymond Road.	Engineering Division	<ul style="list-style-type: none"> - Determine layout and cost of extension of path system. <p>Estimated Cost: \$65-\$85/linear foot</p>	<ul style="list-style-type: none"> - Contact District Alderperson and Engineering and Traffic Engineering to advocate for inclusion in Capital budget process between January –April. 	Short-Term (1-3 years)
Priority 4: 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.	Madison Metro	<ul style="list-style-type: none"> - Determine route structure and service hours for extension/addition of express buses. 	<ul style="list-style-type: none"> - Contact District Alderperson and Transit & Parking Commission to advocate for inclusion in Operating budget process between January-April. 	Short-Term (1-3 years)

Getting to Jobs, Shopping and Services - Plan Recommendations and Action Strategy				
Plan Recommendation	Lead Implementation (Estimated Cost)	City Implementation Action Steps (Estimated Cost)	Neighborhood Action Steps	Time Horizon
Priority 5: 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; 2) Gammon Lane at Gammon Road; 3) Odana Road at Segoe Road; 4) Schroeder Road at Chapel Hill/Frisch Road, 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 and Forward Drive; and 8) Hammersley Road at Hammersley Park and Falk Elementary School, Theresa Terrace and Loreen Drive.	Traffic Engineering	<ul style="list-style-type: none"> - Assess traffic calming proposals with Traffic Engineering's Traffic Management Program guidelines. - Work with property owners and existing neighborhood association to develop preliminary improvement plan. <p>Estimated Cost: \$20,000-\$75,000/per project</p>	<ul style="list-style-type: none"> - Request funding through Arterial Program and Pedestrian Enhancement Programs for signing and marking changes. - Complete petition for traffic calming measures and submit to Traffic Engineering. - Enlist District Alderperson(s) support for traffic calming improvements. 	Short to Long-Term
Priority 6: 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.	WisDOT in conjunction with Traffic Engineering	<ul style="list-style-type: none"> - Pursue funding from WisDOT, Federal Enhancement Grants, or other funding opportunities. - Work with WisDOT on the West Beltline Highway Plan. <p>Estimated Cost: \$3 - \$8 million/per crossing</p>		Long-Term (7 or more years)
Priority 7: 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.	Madison Metro	<ul style="list-style-type: none"> - Identify funding for City Engineering to install a concrete pad for placement of amenity. - Place surplus amenity from current Metro inventory on site. <p>Estimated Cost: Use surplus amenity of budget \$10,000 for new shelter and \$2,000 for new bench.</p>	<ul style="list-style-type: none"> - Contact Metro Transit and District Alderperson to make formal request for installation of an amenity. 	Short-Term (1-3 years)

Getting to Jobs, Shopping and Services - Plan Recommendations and Action Strategy				
Plan Recommendation	Lead Implementation (Estimated Cost)	City Implementation Action Steps (Estimated Cost)	Neighborhood Action Steps	Time Horizon
Priority 8: 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.	Engineering Division	<ul style="list-style-type: none"> - Determine feasibility and cost of sidewalk installation. <p>Estimated Cost: \$50/lineal foot assessable to property-owner</p>	<ul style="list-style-type: none"> - Work with District Alderperson to schedule informational meeting with property-owners to discuss purpose of sidewalks and cost to property-owners. - Conduct petition of property-owners to determine support of sidewalk installation. 	Short to Long-Term dependent upon property-owner support
Priority 9: Explore and act accordingly regarding the potential for adding a park and ride facility at the Metro West Transfer station on adjacent land.	Madison Metro	<ul style="list-style-type: none"> - Request that City Real Estate negotiate with adjacent property ownership to purchase/lease land to construct new parking facility. - Pursue funding from WisDOT, Federal Transit Aids, or City Capital budget. 	<ul style="list-style-type: none"> - Contact District Alderperson and Transit & Parking Commission to advocate for inclusion in Capital budget process between January-April. 	Long-Term (7 or more years)
Priority 10: 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.	Traffic Engineering	<ul style="list-style-type: none"> - Pursue funding from WisDOT, Federal Enhancement Grants, or other funding opportunities. - Work with WisDOT on the West Beltline Highway Plan. - Explore other funding options. <p>Estimated Cost: \$1 million</p>	<ul style="list-style-type: none"> - Contact Wisconsin Department of Transportation to advocate for plan recommendation. 	Long-Term (7 or more years)
Priority 11: 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.	Traffic Engineering	<ul style="list-style-type: none"> - Request that Traffic Engineering conduct a bike path needs and existing bike path condition assessment for future funding. 	<ul style="list-style-type: none"> - Continue to work with District Alderperson(s) and Traffic Engineering to evaluate existing infrastructure and likelihood of future funding to improve/expand facilities. 	Mid-Term (3-5 years)
Priority 12 Consider and act accordingly on installing a sidewalk curb cut and median cut-through at Raymond Road near the Lucy Lincoln Hiestand Park to facilitate pedestrian/bicycle movement along the greenway system.	Traffic Engineering in conjunction with Engineering Division	<ul style="list-style-type: none"> - Request additional or special earmark funding through the Capital & Operating Budget process. <p>Estimated Cost: \$20,000</p>	<ul style="list-style-type: none"> - Request Traffic Engineering and Engineering Divisions to evaluate sidewalk curb cut and median cut-through and incorporate into capital budget. Pursue bidding and construction. 	Mid-Term (3-5 years)

Getting to Jobs, Shopping and Services - Plan Recommendations and Action Strategy				
Plan Recommendation	Lead Implementation (Estimated Cost)	City Implementation Action Steps (Estimated Cost)	Neighborhood Action Steps	Time Horizon
Priority 13: Explore where lighting is needed in key locations along the bike paths and pursue funding and installation.	Traffic Engineering	<ul style="list-style-type: none"> - Request additional or special earmark funding through the Capital & Operating Budget process for signing and marking changes. <p>Estimated Cost: \$2,500 - \$5,000/per light</p>	<ul style="list-style-type: none"> - Neighborhood associations and residents will determine exact locations where additional street lighting is desired. This includes getting approval from residents living in homes that will be in view of the lighting. 	Short-Term (1-3 years)
Priority 14: 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.	City Engineering in conjunction with Traffic Engineering	<ul style="list-style-type: none"> - Request additional or special earmark funding through the Capital & Operating Budget process for signing and marking changes. <p>Estimated Cost: \$20,000 - \$40,000</p>	<ul style="list-style-type: none"> - Work with District Alderperson to advocate implementation of plan recommendation. 	Mid-Term (3-5 years)
Priority 15: 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.	Traffic Engineering	<ul style="list-style-type: none"> - Work with neighborhood to determine priority and precise locations for parking lanes. - Request additional or special earmark funding through the Capital & Operating Budget process for signing and marking changes. <p>Estimated Cost: \$10,000-\$20,000/per project</p>	<ul style="list-style-type: none"> - Contact District Alderperson(s) to advocate for inclusion in capital budget process. - Work with traffic Engineering to develop preliminary improvement plans. - Discuss preliminary plan with adjacent property-owners by sponsoring meetings, distributing information materials, and face-to-face discussions. Possible removal of on-street parking should be fully discussed with adjacent property-owners. 	Short to Long-Term
Priority 16: 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.	Traffic Engineering, in conjunction with Engineering Division	<ul style="list-style-type: none"> - Request additional or special earmark funding through the Capital & Operating Budget process for signing and marking changes. <p>Estimated Cost: \$20,000- \$50,000</p>	<ul style="list-style-type: none"> - Work with District Alderperson to advocate implementation of plan recommendation. 	Long-Term (7 or more years)

Walking, Gathering, and Enjoying All Places - Plan Recommendations and Action Strategy				
Plan Recommendation	Lead Implementation	City Implementation Action Steps (Estimated Cost)	Neighborhood Action Steps	Time Horizon
Priority 1: 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.	Neighborhood Associations, in conjunction with Parks Division	<ul style="list-style-type: none"> - Request Parks Division to determine the feasibility and cost of recreational amenities. - Request Parks Division to reevaluate the siting of the third public swimming pool after the second public pool is built. <p>Estimated Cost: \$8 million for community center, \$7 million for swimming pool, \$700,000 for splash park, \$300,000 for snowmaking equipment</p>	<ul style="list-style-type: none"> - Establish Friends of Elver Park to assist in short- and long-term improvements to the park system. - Establish exploratory project team to set out the process for capital campaign. 	Long-Term (7 or more years)
Priority 2: Explore developing a fenced dog park in the Southwest Planning Area and act accordingly to pursue installation.	Parks Division	<ul style="list-style-type: none"> - Request Parks Division to request budget expenditure from dog park user fees. <p>Estimated Cost: \$30,000</p>	<ul style="list-style-type: none"> - Initiate contact with adjacent neighbors to discuss possibility of dog park. 	Mid-Term (3-5 years)
Priority 3: 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).	Community Action Commission (CAC), in conjunction with Parks Division and Engineering Division	<ul style="list-style-type: none"> - Assess the demand of community garden space with other recreational demands. <p>Estimated Cost: \$3,000 to develop garden plot area; \$300,000 to acquire space if on private property</p>	<ul style="list-style-type: none"> - Submit grant application to Community Action Commission to fund the development of garden plots or locally fund raise for the development of garden plots. - Work with residents and property owners to identify prospective gardeners. 	Short-Term (1-3 years)
Priority 4: Develop a fitness trail and walking routes that utilize the existing parks, greenway, and trail systems.	Parks Division, and Public Health	<ul style="list-style-type: none"> - Request Department of Public Health, in conjunction with Traffic Engineering, to conduct walking audit. 	<ul style="list-style-type: none"> - Setup neighborhood task group to develop walking routes and maps with Public Health. - Apply for People for Parks Funding to match local fundraising efforts. 	Mid-Term (3-5 years)
Priority 5: 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	Business/Neighborhood Associations	<ul style="list-style-type: none"> - Work with neighborhood associations and existing recreation contacts. 	<ul style="list-style-type: none"> - Neighborhood Association contact area businesses to discuss vision, goals, and recommendations of neighborhood plan. - Neighborhood Associations work with area schools and service providers to assist in acquiring, distributing, and transporting youth to area activities. 	Short-Term (1-3 years)

Walking, Gathering, and Enjoying All Places - Plan Recommendations and Action Strategy				
Plan Recommendation	Lead Implementation	City Implementation Action Steps (Estimated Cost)	Neighborhood Action Steps	Time Horizon
Priority 6: Improve accessibility, visibility and recreational use of Hammersley Park by: removing understory, overgrown shrubs and trees; expanding path systems, and creating a direct relationship of the space with Falk Elementary School. Determine if a splash park would be feasible at location.	Parks Division	<ul style="list-style-type: none"> - Request Parks Division to submit work order for removal/trimming of overgrown trees/shrubs to private contractor. <p>Estimated Cost: \$10,000</p>	<ul style="list-style-type: none"> - Initiate discussion with Falk School, MSCR, or other interested parties to explore other youth-oriented activities on-site (i.e. school gardens, outdoor classroom). 	Short-Term (1-3 years)
Priority 7: 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.	Parks Division	<ul style="list-style-type: none"> - Request Parks Division, in conjunction with Real Estate Unit, to work with property owner to acquire easement. - Request Parks Division to incorporate expenditure into capital budget. <p>Estimated Cost: \$100,000 (\$50/linear ft) for path system, \$50,000 for playground equipment</p>	<ul style="list-style-type: none"> - Greentree and Park Ridge Neighborhoods fund raise for park improvements. - Apply for People for Parks funding to purchase playground equipment for Greentree-Chapel Hill Park. 	Long-Term (7 or more years)
Priority 8: 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.	Parks Division	<ul style="list-style-type: none"> - Request Parks Division to incorporate expenditure of basketball court and play fields into capital budget. <p>Estimated Cost: \$5,000 for soccer field grading and \$7,000 for 1/2 basketball court</p>	<ul style="list-style-type: none"> - Contact District Alderperson to advocate for inclusion in capital budget process between January - June. - Contact MSCR and other youth programs to notify them of soccer field availability. - Fund raise for purchase of equipment and/or support of neighborhood league play or recreational programming. Depending on recreational programming offered, port-a-potty should be located on-site. 	Short-Term (1-3 years)
Priority 9: Work with Parks Division to address the issue of noise occurring at Elver Park from individuals without approved amplification permits.	Parks Division	<ul style="list-style-type: none"> - Parks Division would assign Park Rangers or other appropriate staff to monitor amplification, especially on weekends. <p>Estimated Cost: \$6,000/year for each additional park ranger</p>	<ul style="list-style-type: none"> - Notify Parks Division about the concern about amplification from vehicles and boom boxes. - Continue to work with Parks Division on problem-solving on boom box noise disturbances. 	Short-Term (1-3 years)

Walking, Gathering, and Enjoying All Places - Plan Recommendations and Action Strategy				
Plan Recommendation	Lead Implementation	City Implementation Action Steps (Estimated Cost)	Neighborhood Action Steps	Time Horizon
Priority 10: Improve the existing two tennis courts at Norman Clayton Park.	Parks Division	<ul style="list-style-type: none"> - Request Parks Division to incorporate expenditure into capital budget. <p>Estimated Cost: \$50,000</p>	<ul style="list-style-type: none"> - Greentree Neighborhood fund raise for tennis court and other park improvements. 	Short-Term (1-3 years)

Accessing Career Opportunities - Plan Recommendations and Action Strategy				
Plan Recommendation	Lead Implementation (Estimated Cost)	City Implementation Action Steps (Estimated Cost)	Neighborhood Action Steps	Time Horizon
Priority 1: Secure youth employment and/or employment skill training with local and regional public and private business sectors.	Office of Community Services, Public and Private sectors	<ul style="list-style-type: none"> - Work with the Office of Community Services to identify funding sources and grant opportunities. 	<ul style="list-style-type: none"> - Work with Office of Community Services for funding for youth employment. - Work with Youth Services of Southern Wisconsin or other entities to apply for Allied and Emerging Grant funding for employment services. - Work with public and private sectors to help identify employment opportunities and/or skill building for local youth. 	Short-Term (1-3 years)
Priority 2: 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.	Community Development Block Grant Office, Public and Private Sectors	<ul style="list-style-type: none"> - Assess the education and income levels of residents in the neighborhood - Identify major regional employers with significant unfilled full-time, career lattice entry-level workforce needs - Identify lead agency and support agencies to develop employment plan, provide training and placement, and monitor individuals 	<ul style="list-style-type: none"> - Solicit nonprofit organizations to provide employment training. - Continue to work with Anchor Branch Bank (Raymond Road) to offer financial literacy classes within neighborhood 	Short-Term (1-3 years)

Accessing Career Opportunities - Plan Recommendations and Action Strategy				
Plan Recommendation	Lead Implementation (Estimated Cost)	City Implementation Action Steps (Estimated Cost)	Neighborhood Action Steps	Time Horizon
Priority 3: 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.	MLG Management	<ul style="list-style-type: none"> - Identify creative ways to provide opportunities for youth to increase their knowledge in career opportunities and/or employment skills. 	<ul style="list-style-type: none"> - Work with Meadowood Shopping Center to identify, promote, and assist with events at shopping center. - Provide information about neighborhood contacts and neighborhood projects to management and business tenants. 	Short-Term (1-3 years)

Chapter 6

Sub Areas Revitalization Strategies

Four sub areas were selected to receive detailed revitalization strategies due to their more rapidly declining conditions than the other parts of the neighborhood. Below are detailed revitalization strategies for: Bettys-Theresa-Hammersley, Balsam-Russett, Park Ridge, and Schroeder-Berkshire sub areas. The first three sub areas were selected based upon risk factors that showed the areas were deteriorating in quality of life factors: deterioration of housing stock, increase in police calls for service, and increase in impoverished youth and families without a working service/program delivery system in place. The Schroeder-Berkshire sub area was selected based on early warning signals such as increase in police calls for service.

AREA 1: Balsam-Russett Revitalization Strategy

When a neighborhood is safe, healthy, and provides accessible educational, recreational, and social services through better connection with area resources, over the long term, residents will stay longer and get involved in neighborhood efforts. Rental property owners will become active participants in neighborhood life by providing information, initiating neighborhood-based events, and working proactively with tenants to make a livable environment.



The Balsam-Russett sub area is targeted for such initiatives as stabilizing housing, improving public infrastructure and neighborhood identity, and increasing community safety.

Land Use Snapshot

There are 65 multifamily structures with a total of 364 rental units. Out of the 65 multifamily structures, 17 percent (11) of the structures are currently owner-occupied. The rental housing stock predominantly includes four- unit apartment buildings.

Out of the 65 multifamily structures, property owners living in Madison own 80.0 percent (52 structures), 15.4 percent (10 structures) are owned by individuals that live somewhere in Dane County other than Madison, and individuals living outside of Dane County own 4.6 percent (3 structures).

48 percent (31 multifamily structures) are owned by 13 property-owners that have two or more structures.

From January 2005 to April 2007, four 4-unit buildings and one 2-unit building turned from owner-occupancy to renter occupancy. Also during this time period, three 4-units and one 2-unit building turned from renter occupancy to owner-occupancy.

Russett-Balsam property-owners communicate frequently by email and have regular meetings to discuss common concerns, promote good property management practices and brainstorm possible solutions to neighborhood issues.

Initiative 1: Housing Stabilization

Midland Builders developed the Meadowood Neighborhood in the 1960s (originally “Meadowood Heights”). Housing in the sub-area along the north side of Russett Road was built in the late 1950s and 1960s. Housing south of Raymond Road along Balsam Road

Table 1: Land Use Summary for Balsam-Russett

Balsam-Russett Sub Area	Parcels	Units	Owner-Occupied Parcels
Single-Family	1	1	1 (100%)
Condo	0	0	NA
Two-Units	6	12	4 (66%)
Three Four	50	200	6 (12%)
5-8 Unit	7	49	0 (0%)
90 Unit	1	90	0 (0%)
TOTAL	65 Parcels	352 Units	11 parcels

Source: Department of Planning & Community & Economic Development (2007)

and Leland Drive was built in the 1960s. The Orchard Village Apartments west of the Meadowood Shopping Center and on the south side of Russett Road were built in 1986.

Property Improvement & Maintenance Strategies

- Establish rental property owner compact and/or regular meetings to discuss improvement of the area.
- Work with sub area 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.
- Target/earmark Community Development Authority Rental Rehabilitation Program loan monies to rehabilitate units.
- Conduct systematic inspection of housing and monitoring of repairs at least quarterly to ensure code violations are corrected in a consistent, timely manner. Develop a

tracking system to monitor property code violation for district alderperson, building inspection, and neighborhood associations to use.

- Conduct training sessions for rental property owners, tenants, and buyers, in order to promote quality tenants and good property management practices. As part of the training: 1) 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 2) provide information on existing programs, such as Dane County Housing Authority Home Ownership Counseling, YWCA Second Chance Tenant Education Program, to 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.

Initiative 2: Public Infrastructure Improvement

Public infrastructure improvements (i.e. sidewalk, streets, lighting) that help achieve and/or spur reinvestment within the area are vital to the stabilization of the neighborhood.

Infrastructure Strategies

- Increase opportunities for recreational activities in the sub area by enhancing Meadowood Park. There are many families with children in this area that could benefit from improvements to the park including replacement of the former ice rink with a soccer field. The neighborhood association



Some sidewalks in the neighborhood start and stop and the plan recommends that they be completed.

and other groups could pursue summer/fall recreational youth programming. Recreational programming in the Fall could partly target kids after school.

- Install sidewalks on the entire length of Balsam Road to provide a safe place for youth and adults to walk.
- Improve pedestrian crossing by constructing a bumpout on the southside of Raymond Road at Leland Drive to complete the crossing to the bumpout that will be constructed across Raymond Road at the Meadowood Shopping Center entrance.
- Improve pedestrian and bicycle safety and facilitate safe and efficient traffic flow by

installing a traffic signal at the Raymond Road and South Whitney Way intersection.

Initiative 3: Community Safety

- Support the continuation of the West District Community Policing Task Force to monitor the criminal activity in the sub area.
- Undertake an assessment to determine if the sub-area should be allocated a Neighborhood Police Officer.
- 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.
- 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.
- 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.
- 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.

- Offer training by crime prevention specialists to help residents and property owners to work together to combat safety concerns.
- 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.

Initiative 4: Meadowood Shopping Center Improvements

The construction of a Walgreen's store at the Meadowood Shopping Center is underway. The owners of the mall are planning a number of additional changes including improving pedestrian access; installing new landscaping; installing additional lighting behind the mall; and adding dumpsters behind the mall to help control the trash problem.

- 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.

- 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.
- 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.
- Encourage more social interaction such as outdoor seating at the restaurant.



The new Walgreens, improved pedestrian access, new landscaping and additional lighting behind the mall are some of the recent improvements to the Meadowood Shopping Mall.

Initiative 5: Neighborhood Identity, Image and Marketability

Community pride and ownership will increase with improvements to housing and commercial areas, creating an increased sense of personal safety, more positive social activities in private and public places, and new recreational activities. The Balsam-Russett Road area will become a neighborhood that people seek out as a welcoming place that is safe, attractive, and offers an array of desirable housing choices and enjoyable and convenient shopping experiences.

Identity Strategies

- 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.
- 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.

Civic Engagement Strategies

- 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.

- 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.

Initiative 6: Stronger Connection to Orchard Ridge Elementary and Toki Middle School, Meadowridge Library, and Wisconsin Youth and Family Center

School-Neighborhood Strategies

- 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.
- Explore increasing the use of Toki/Orchard Ridge schools for youth and adult classes after-school, evenings, and weekends.

Library-Neighborhood Strategies

- 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.

- Designate Meadowridge Library as the resource clearinghouse for programs and services offered in the area.

Wisconsin Youth and Family Center-Neighborhood Strategies

- 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.
- Work with area residents, property owners, governmental staff and service providers to distribute information regarding Wisconsin Youth and Family Center to area residents.



Toki Middle School could help meet the need for additional youth and adult after-school, evening and weekend classes.



Map 4: Balsam-Russett Neighborhood Improvements

AREA 2: Bettys Lane-Theresa Terrace-Hammersley Road Revitalization Strategy

With a cleaner, safer, more livable neighborhood through an increase in affordable owner-occupied housing, physical improvement to residential structures, consistent management of rental properties, and improved connection to the neighbors and the community, the neighborhood will be viewed as a neighborhood of *choice*, with new physical improvements (landscaping), walking trails, and activities for youth and adults through the nearby school, which will benefit both the neighborhood and its residents for decades to come.

Land Use Snapshot

Out of the 93 residential structures, 81% (75) of the structures are currently renter-occupied. The rental housing stock is predominately side-by-side duplexes. Five of the duplexes have been converted to condominiums. Out of the ten condominium units, five condominiums are owner-occupied.

Out of the 82 two-units, 70% (57) of the structures are owned by individuals living in Madison, 25% (27) structures from individuals living in Dane County, and individuals living outside of Dane County own 4% (3) structures.

From January 2005 to March 2006, eight structures have turned over from owner-occupied to renter-occupied status. Of the single-family homes surrounding the area, only one is in renter-occupied status.

Initiative 1: Housing

In the 1970s, Midland Builders developed the sub area with the concept that individuals would purchase a side-by-side duplex, live on one side, and rent the other one-half out. The homeowner would build up equity and gain experience in owning their home and managing the adjoining rental property (i.e. screening, maintenance, upkeep). This particular concept did not materialize as anticipated, with the result today of over 81% (74 out of 92 structures) of the multifamily dwelling units are non-owner-occupied. Duplexes on Betty's Lane and Theresa Terrace also lack garages, making it more difficult to rent and/or convert to owner-occupied status.

Housing Ownership & Rehabilitation Strategies

- Invite local real estate agents and financial institutions to view the area, what is planned, and discuss available Federal and City loan programs to assist homebuyers.
- Target/earmark City of Madison and Community Development Authority Homebuyers Assistance Programs and Down Payment Assistance loan monies to purchase and rehabilitate units.
- 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.
- Target/earmark Community Development Authority Homebuyers Assistance Program loan program and

Table 2: Land Use Summary for Bettys-Theresa-Hammersley

Bettys-Theresa-Hammersley Sub-Area	Parcels	Units	Owner-Occupied Parcels
Single-Family	1	1	0 (0%)
Condo	10 (Notation)	10	5 (50%)
Two-Units	82	164	13 (16%)
TOTAL	93 Parcels	175 Units	18 parcels

Source: Department of Planning & Community & Economic Development (2007)

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.

- 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.



Increasing homeownership and rehabilitating housing will help to stabilize the neighborhood.

Property Improvement & Maintenance Strategies

- 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.
- 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.
- Target/earmark Community Development Authority Rental Rehabilitation Program loan monies to rehabilitate units.
- Conduct systematic inspection of housing and monitoring of repairs at least quarterly to ensure code violations are corrected in a consistent, timely manner. Develop a tracking system to monitor property code violation for district alderperson, building inspection, and neighborhood associations to use.
- Conduct training sessions for rental property owners, tenants, and potential homebuyers, in order to promote quality tenants and good property management practices. As part of the training: 1) develop a checklist for local residents to use to assess building code violations and the steps to report suspected code violations to Building Inspection Unit and 2) provide information on existing programs, such as Dane County Housing Authority Home

Ownership Counseling, YWCA Second Chance Tenant Education Program, to 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.

Initiative 2: Public Infrastructure Improvement

Public infrastructure improvements (i.e. sidewalk, streets, lighting) that help achieve and/or spur reinvestment within the area are vital to the stabilization of the neighborhood.

Infrastructure Strategies

- 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.
- 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.

Initiative 3: Community Safety **Community Safety Strategies**

- Support the continuation of the West District Neighborhood Police Officer and Community Policing Task Force to monitor/improve safety in the sub area.

- Establish a property-owner compact and/or institute monthly rental property owner meetings with 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.
- Offer training by crime prevention specialists to help residents and property owners to work together to combat safety concerns.
- Initiate neighborhood-based programs for residents to improve communication, interaction and rapport among neighbors: neighborhood welcome wagon, neighborhood walks, neighborhood get-together, neighborhood directory, and porch light campaign.
- Expand Prairie Hills Neighborhood Watch to include Bettys-Theresa-Hammersley residents.
- Encourage Bettys-Theresa-Hammersley residents to become active in Prairie Hills Neighborhood Association. Ensure Bettys-Theresa-Hammersley residents are receiving the Prairie Hills newsletter.
- 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.

Hammersley Park Concepts Outdoor Learning Center & Community Gardens

Garden plots are located where the ice skating space currently exists at Hammersley Park. A space for gathering or demonstrations is located near the plots where lighting and water access are currently available. Concept 2 incorporates options for hillside seating or a council ring adjacent to the gardens. The garden plots are also arranged around the gathering space to mimic the design of a flower. Display space for classes, workshops, or public art is located at each entrance to the park. Two new entrances are formed connecting Falk Elementary School to the park, and the neighborhood greenway system to the park. These connections would create a more comprehensive network of open space and transportation routes. Primary paths through the park would be paved with concrete; secondary paths could be paved with other materials such as gravel, woodchips, or pine needles. The woodland areas preserve a majority of existing trees, with the exception of some trees removed at both entrances to increase visibility. Most of the understory would also be cleared to increase visibility and introduce more environmentally sound vegetation such as lower-height native shrubs and wildflowers. Informal walking routes were previously formed through the wooded areas. These routes could be expanded and enhanced with paving, seating, and signage identifying native species. The woodland area would function as a learning and recreational space. A large area of lawn would also remain in the center as community open space.

Concept 1



Concept 2



Initiative 4: Neighborhood Identity, Image and Marketability

- Gateway markers, youth gardens, community gardens, pedestrian trails and park improvements will provide recreational and interaction opportunities for youth and adults resulting in a sense of community pride. The Bettys Lane, Hammersley and Theresa Terrace area will become a neighborhood of choice because it is clean, safe, and friendly, with an array of housing choices.

Identity Strategies

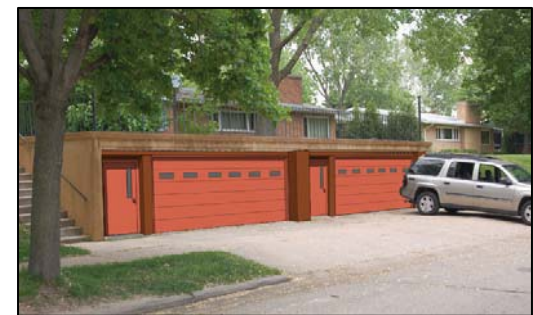
- Formulate a marketing plan that brands the Bettys Lane-Hammersley-Theresa Terrace area as a place for quality affordable homeownership. Build upon the fact the area was designed as a way for individuals to build equity on modest income. Market the facts of established west side neighborhood, proximity 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 .
- 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.

Civic Engagement Strategies

- 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. Follow-up workshops to discuss neighborhood improvement, community services, youth programs, or other priority issues.
- 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.



The above three images show the same home on Theresa Terrace first as it exists without a garage, followed by two different scenarios where a garage has been added.



The top image shows a set of garages along Hammersley Road as they exist, followed by a concept showing garage doors with exposed concrete frame stained using an earth tone color.

Initiative 5: Stronger Connection to Falk Elementary School, Meadowridge Library, and Wisconsin Youth and Family Center School-Library-Neighborhood Strategies

- Explore linkage between school, library, and sub area, especially in the area of use of school to help bridge cultural diversity of students to students, students to neighbors.

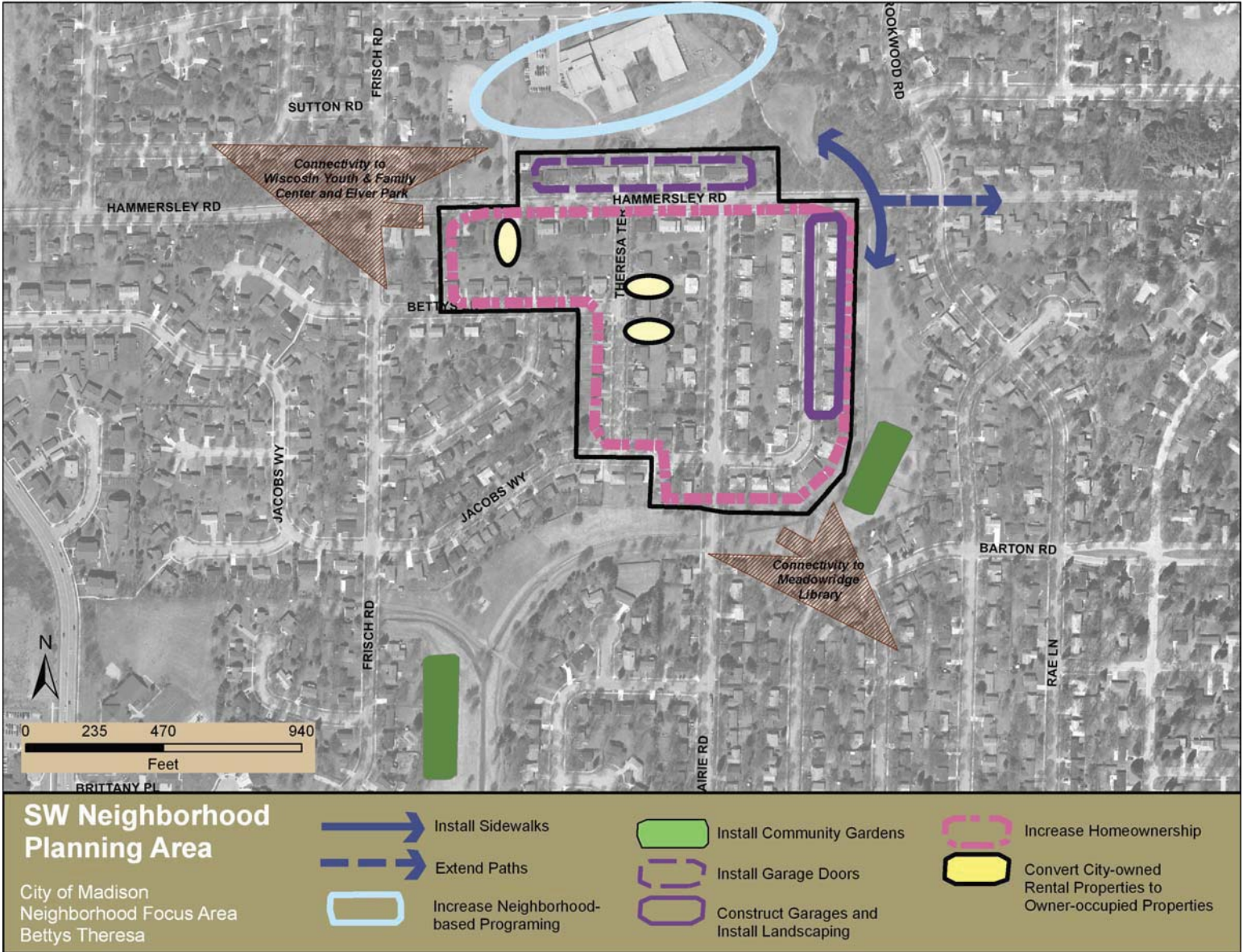
- Explore the use of Falk Elementary and Meadowridge Library for youth and adult classes after-school, evenings, and weekends.
- Explore use of Hammersley Park (adjacent to Falk Elementary School) for a youth garden and outdoor classroom.

**Wisconsin Youth and Family Center-
Neighborhood Strategies**

- 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 in area.
- Work with area residents, rental property owners, governmental staff and service providers to distribute information regarding Wisconsin Youth and Family Center to area residents year round.



Falk Elementary School is one place that the plan targets for increased community classes in the evenings and on weekends. The school's central location in the neighborhood makes it convenient to access for many residents.



Map 5: Betty's-Theresa-Hammersley Neighborhood Improvements

AREA 3: Park Ridge Revitalization Strategy

Land Use Snapshot

Park Ridge neighborhood has a total of 643 residential units, of which 275 are owner-occupied and 368 are renter-occupied.

The Park Ridge neighborhood includes 62 duplexes (124 units) on Park Ridge and Park Edge Drives and its branching cul-de-sacs (Mt. Vernon, Westover, Nantucket, New Berm, Georgetown, Connecticut, Edgartown and Falmouth Courts). Of these 124 units, 50 are owner-occupied, while 74 are renter-occupied.

All owners on Park Ridge and Park Edge Drives and its cul-de-sacs are required to join the Park Ridge Homeowners Association. Because the streets are not dedicated to the city, the Homeowners Association issues assessments to owners for street snow removal, garbage pick-up and other upkeep of the common areas.

At one time, the Park Ridge and Park Edge Drive areas had a very pro-active neighborhood association and neighborhood watch. These programs disbanded when criminal elements in the neighborhood became overly aggressive.

Nearby Gammon Lane has two duplexes (4 units), with one owner-occupied and three renter-occupied. Gammon Lane also has a property zoned as a duplex, but rented out as a single family ranch house.

The remaining housing on McKenna Blvd and Gammon Lane are a mix of 4, 6, 8 and 12 units, with 120 total units. Of these 120 units, 55 are owner-occupied and 65 are renter-occupied.

Several condominium and apartment complexes are part of the Park Ridge

neighborhood, broken down as follows: Lexington Condos, 60 units (57 owner-occupied, 3 rental); Windsor Condos, 80 units (72 owner-occupied, 8 rental); and Park Ridge Condos, 20 units (20 owner-occupied). Glacier Hills Apartments has 82 units (82 rental).

The Crossings at Elver Park (seven buildings) (formerly Elver Park Apartments) has 152 units, and as of October 9, 2007, has sold 41 as condos. However, about half of the 41 condo units (or 20 units) are owner-occupied. The remaining 21 condo units are still renter-occupied. Therefore, the Crossings have 152 total units (20 owner-occupied, 132 rental).

Additional information about the Crossings: As of mid-April 2007, 100 of 152 units have been reportedly contracted for sale. The units are selling for less than \$100,000 (30 percent below market value). Prior to the sale, 65 percent of the units were refurbished.

Approximately 24 two-bedroom units and 128 three-bedroom units with 1,200 square feet are part of the Crossings holdings.

Initiative 1: Housing

Housing Ownership & Rehabilitation Strategies

- Invite local real estate agents and financial institutions to view the area, what is planned, and discuss available Federal and City loan programs to assist homebuyers.
- 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.
- Target/earmark Community Development Authority Homebuyers Assistance

Program and Down Payment Assistance loan monies to purchase and rehabilitate units. Provide materials and conduct homeownership workshops in multiple languages.

Property Improvement & Maintenance Strategies

- Invite sub area rental property owners to a bi-annual meeting 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.
- Work with the property-owners at the Crossings to consolidate condominium building management.
- Target/earmark Community Development Authority Rental Rehabilitation Program loan monies to rehabilitate units.
- Conduct systematic inspection of housing and monitoring of repairs at least quarterly to ensure code violations are corrected in a consistent, timely manner. Develop a tracking system to monitor property code violation for district alderperson, building inspection, and neighborhood associations to use.
- Conduct training sessions for property owners, tenants, and buyers, in order to promote quality tenants and good property management practices. As part of the training: 1) 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 2) provide information on existing programs, such as Dane County

Housing Authority Home Ownership Counseling, YWCA Second Chance Tenant Education Program, to 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.

Initiative 2: Community Safety

- Support the West District Community Policing Task Force to monitor/improve safety in the sub area.
- 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.
- Establish a property-owner compact and/or institute monthly rental property owner meetings with 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.
- 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.

- 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.

Initiative 3: Public Infrastructure Improvement

- Improve pedestrian crossing from Park Ridge Neighborhood to Wisconsin Youth Center on McKenna Boulevard.
- Improve access to Greentree-Chapel Hill Park by installing pathway(s) from Park Ridge to the existing park and open space area.
- Establish community gardens on public or private lands south of Schroeder Road between McKenna Boulevard and Arden Lane.

Initiative 4: Neighborhood Cohesiveness

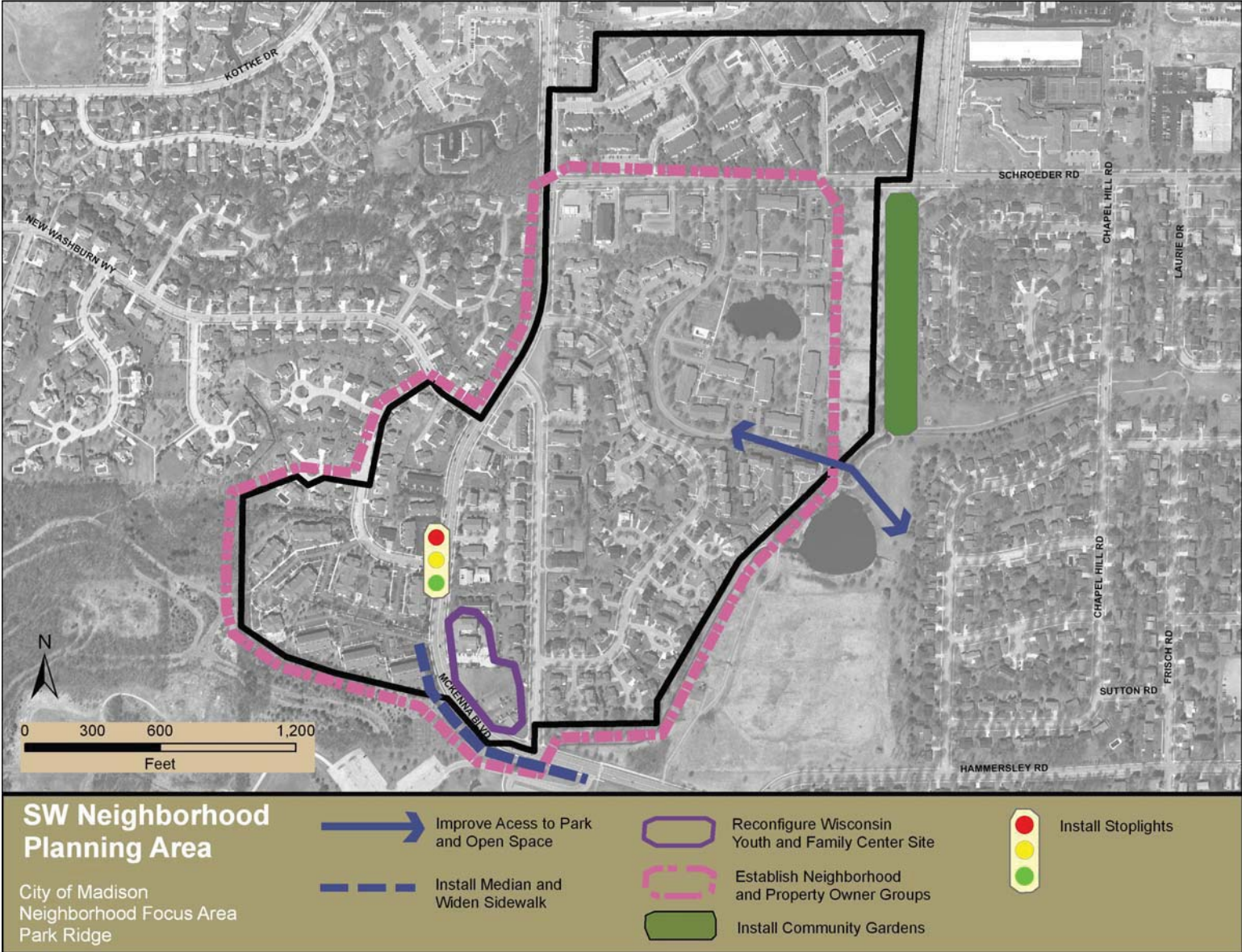
- Reestablish Park Ridge Neighborhood Association and/or Neighborhood Watch Program.
- Identify and analyze the impact of Park Ridge neighborhood children attending non-neighborhood schools.

Initiative 5: Stronger Connection to Wisconsin Youth and Family Center **Wisconsin Youth and Family Center - Neighborhood Strategies**

- 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 in area.
- Work with area residents, rental property owners, governmental staff and service providers to distribute information regarding Wisconsin Youth and Family Center to area residents.



McKenna Boulevard is a barrier for pedestrians and is in need of crossing improvements.



Map 6: Park Ridge Neighborhood Improvements

AREA 4: Schroeder-Berkshire Revitalization Strategy

Snapshot

Total residential parcels: 143

Single-family parcels: 97 (67.8%)

Condo parcels: 1 (0.7%)

Changes in number of condo parcels (2005-2007): NA

Owner-occupied other parcels: 115 (80.3%)

Owners of 2 or more parcels: 3

2007 Median assessed value of single-family parcels: \$225,800.

Initiative 1: Housing

Housing Ownership & Rehabilitation Strategies

- Invite local real estate agents and financial institutions to view the area, what is planned, and discuss available Federal and City loan programs to assist homebuyers.
- Target/earmark Community Development Authority Homebuyers Assistance Program and Down Payment Assistance loan monies to purchase and rehabilitate units.

Property Improvement & Maintenance Strategies

- Invite sub area rental property owners to a bi-annual meeting 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.

- Target/earmark Community Development Authority Program loan monies to rehabilitate units.
- Conduct systematic inspection of housing and monitoring of repairs at least quarterly to ensure code violations are corrected in a consistent, timely manner. Develop a tracking system to monitor property code violation for district alderperson, building inspection, and neighborhood associations to use.

Initiative 2: Neighborhood Cohesiveness

- Work with residents to become involved in the Greentree Neighborhood Association.

Initiative 3: Public Infrastructure Improvement

- Work with Traffic Engineering to improve pedestrian crossing across Schroeder Road at Ellis Potter Court.

Summary Targeted Efforts in Balsam-Russett, Bettys- Theresa-Hammersley, Park Ridge and Berkshire-Schroeder Sub areas

Four sub areas within the Southwest neighborhoods were pinpointed to receive detailed revitalization strategies. These sub areas are generally defined by the following streets: Balsam-Russett, Bettys Lane-Theresa Terrace-Hammersley Road, Park Ridge and Schroeder-Berkshire area.

The focus of these efforts is to renew pride, restore confidence, promote reinvestment, and stabilize each sub area. The Neighborhood Revitalization Strategy focuses on outcomes in the market, physical condition, image, and management of healthy neighborhoods. Each outcome and the recommended actions for achieving it are listed below:

Physical Conditions: The physical condition of homes and businesses will suggest that people are proud of their neighborhood. The physical conditions of parks, streets, and other public infrastructure will meet the standards of other healthy neighborhoods

Market: It will make economic sense for people to invest their time, money and energy there. The neighborhood will be competitive with other healthy neighborhoods. It will attract neighbors and developers that will keep it healthy. The neighborhood will offer housing options to be attractive to a variety of people with varying levels of income

Social Fabric: Neighbors will have confidence in the future of the neighborhood. The neighborhood will be a “neighborhood of choice.”

Neighborhood Management: When problems arise, neighbors will confidently address them in a way that protects and furthers the health of the neighborhood. Neighbors will feel comfortable being “neighborly.” Neighbors will look out for each other, getting together to work on problems, and taking action to reinforce positive standards.

		NEIGHBORHOOD SUB-AREAS			
RECOMMENDATIONS: PHYSICAL CONDITION		BALSAM-RUSSETT	BETTYS-THERESA-HAMMERSLEY	PARK RIDGE	BERKSHIRE-SCHROEDER
1	Develop a tracking system for city officials to monitor code violations	x	x	x	x
2	Develop a check list and provide resident training on reporting code violations	x	x	x	x
3	Conduct systematic housing inspections and monitor repairs at least quarterly	x	x	x	x
4	Improve existing street lighting	x	x		
5	Install new street lights	x			
6	Install traffic signals	x			
7	Construct bump-outs	x			
8	Install sidewalks	x	x		
9	Improve pedestrian access to Wisconsin Youth and Family Center		x	x	
10	Improve pedestrian and bicycle circulation	x			x
11	Support existing and establish additional community gardens		x	x	
12	Improve Hammersley Park for youth education and community recreation		x		
13	Upgrade Meadowood Park	x			
14	Approach UW-Madison, American Society of Landscape Architects, or local gardening clubs for assistance with landscaping improvements	x	x		
15	Explore creating neighborhood improvement districts and operating plans	x	x		
16	Explore expanding Meadowridge Library	x			
17	Improve Meadowood Park for youth recreation	x			
18	Target/earmark Community Development Authority Rental Rehabilitation Program loan monies to rehabilitate units		x	x	x
19	Improve access to Greentree-Chapel Hill Park			x	

Southwest Neighborhood Plan

		NEIGHBORHOOD SUB-AREAS			
RECOMMENDATIONS: MARKET		BALSAM-RUSSETT	BETTYS-THERESA-HAMMERSLEY	PARK RIDGE	BERKSHIRE-SCHROEDER
1	Work with local real estate agents to brand and promote the area	x	x		
2	Explore converting Community Development Authority properties to owner-occupied Units		x		
3	Invite local real estate agents to view the area, learn what is planned, and discuss homeownership and rental assistance programs		x	x	x
4	Provide information on homeownership, credit, financial planning, and landlord/tenant relationships to current and potential residents	x	x		x
5	Target/earmark Community Development Authority and City of Madison assistance programs for the subarea	x	x	x	x
6	Explore additional strategies for increasing homeownership among low-income individuals		x		
7	Market rental condominium units through existing condominium association members and area property owners			x	

		SUB-AREAS			
RECOMMENDATIONS: SOCIAL FABRIC		BALSAM-RUSSETT	BETTYS-THERESA-HAMMERSLEY	PARK RIDGE	BERKSHIRE-SCHROEDER
1	Increase youth programing during after school hours	x	x		
2	Explore van pick up services for youth activities	x	x		
3	Encourage positive social activity at Meadowood Shopping Center such as sidewalk sales, farmers markets, or cookouts	x			
4	Work with tenants at Meadowood Shopping Center to improve relationships with youth customers	x			
5	Host community improvement workshops	x	x		
6	Strengthen Neighborhood Participation in assessing, initiating, and monitoring neighborhood improvement activities	x	x	x	x
7	Explore stronger cultural and educational linkages between schools and the subarea that serve both youth and adults after school and during the weekends	x	x		
8	Promote Wisconsin Youth and Family Center as a year round community resource	x	x	x	
9	Explore increased educational use of Meadowridge Library for youth and adult classes	x	x		
10	Designate Meadowridge Library as a clearinghouse for neighborhood information	x			
11	Work with Madison Metropolitan School District and Middleton School District to have Park Ridge Neighborhood school age children attend Madison schools			x	

		SUB-AREAS			
RECOMMENDATIONS: NEIGHBORHOOD MANAGEMENT		BALSAM-RUSSETT	BETTYS-THERESA-HAMMERSLEY	PARK RIDGE	BERKSHIRE-SCHROEDER
1	Host community improvement workshops for residents	x	x		
2	Increase neighborhood participation in assessing, initiating, and monitoring neighborhood improvement activities	x	x	x	x
3	Form partnerships between area landlords	x	x	x	x
4	Work with Dist. Alderpersons, Madison Police Department, and Dist. Attorney to address chronic nuisance properties	x	x	x	
5	Work with property owners at the Crossings to consolidate management			x	
6	Support continuation of the community policing task force	x	x	x	
7	Assess area for allocation of neighborhood police officer	x			
8	Work with Police, Alders, and City Attorney to address properties with excessive calls for service	x	x	x	
9	Establish relationships between property owners, police, and neighborhood-based service organizations	x	x	x	
10	Offer crime prevention training to residents and landlords	x	x	x	
11	Initiate neighborhood communication and interaction programs such as watches, walks, welcome wagons, newsletters, directories, and porchlight campaigns	x	x	x	
12	Conduct training sessions for tenants, landlords and homeowners on building code enforcement, available community services programs, and property ownership/rental rights and responsibilities	x	x	x	x

Chapter 7

Implementation Steps

The Southwest Neighborhood Steering Committee has solicited support for the plan recommendations through a variety of methods, such as a neighborhood inventory, newsletter articles, personal face-to-face interviews, and general public meetings. The major role that the neighborhood will play is during the implementation of the plan recommendations. There are four major steps for plan implementation:

Step 1. Adoption of the Southwest Neighborhood Plan by the Madison Common Council.

The Southwest Neighborhood Plan adopted by the Common Council on January 22, 2008. During the adoption process, nine City Boards and Commissions reviewed the plan recommendations for approval. Attached to this neighborhood plan is a Common Council resolution that designates the lead City agencies and departments to implement the plan recommendations (See Common Council Resolution). Inclusion of neighborhood improvement projects in the capital or operating budgets, work plans, or other sources of funding from state or federal governments are possible ways to implement plan recommendations.

Step 2. Inclusion of Projects in City of Madison Operating and Capital Budgets.

The Southwest Neighborhood Plan and Implementation Strategy work in conjunction

to address and implement the prioritized plan recommendations (See Chapters 5 and 6). The neighborhood plan provides direction for proposed improvements and the implementation strategy provides a framework for action for the top plan recommendations: lead implementation organizations and estimated cost, critical steps for city and neighborhood groups, and general timeline for completion. Plan implementation of neighborhood projects and programs is contingent upon available resources. Policy makers are responsible for the allocation of resources for the entire City and thus funding for the Southwest Neighborhood Plan recommendations will be weighed against other worthy projects citywide. Because of scarce resources, it will be important to understand that city/public funding of proposed improvements is and will be in competition with existing projects, and in many cases, will require special earmarking of funding to undertake projects as well as ongoing maintenance costs. Securing funding from outside sources, leveraging funding with other available funding, or dovetailing proposed new projects with planned projects will help in implementing the desired activities and projects.

The six priority projects for the Southwest Neighborhood Plan include:

1. Assign additional police services/resources such as, but not limited to, neighborhood officers in the Bettys-Theresa-

Hammersley, Balsam-Russett and Park Ridge areas.

2. Explore the feasibility of expanding Meadowridge Library at or near its present location and provide additional programs/services for youth and adult residents, with an added emphasis on programs dealing with education and employment resources. The library should explore offering Bilingual classes in Spanish and Hmong, establishing itself as a clearinghouse for information on programs and services, and plan for adequate meeting/programming space in a new facility.
3. Promote a variety of home ownership and rehabilitation programs, loans and services focusing on Bettys-Theresa- Hammersley, Balsam-Russett, Park Ridge, and Schroeder-Berkshire areas.



The Meadowridge Library is well-used by residents of all ages. Expansion of the library would be widely beneficial.

4. Increase programming for youth, adults and seniors. Such programs include, but not limited to: ESL classes, GED, tutoring, and after-school and summer educational/recreational activities. Take advantage of citywide programs, explore/setup transportation options, and improve funding of activities/programs through better information on grant programs.



Steering Committee discussions, interviews with community stakeholders and public input has revealed a strong need for providing youth with more educational programs to prepare them for the future.

5. Develop communication mechanism between Madison Police, property owners and neighborhood associations to address neighborhood-related issues jointly.
6. Explore purchasing a new ambulance and evaluate the placement of the newly acquired ambulance at Fire Station 7.

Step 3. Allocation of Community Development Block Grant funding to eligible projects.

As part of the planning process, the Southwest Neighborhood will receive approximately \$120,000 in Community Development Block Grant funding over the next two years to implement eligible neighborhood improvement projects. The Southwest Neighborhood Steering Committee will work with various community-based organizations to carry out the neighborhood's top recommendations.

The top recommendations for Community Development Block Grant funding include:

- \$20,000 for capital enhancement to Prairie Hills Garden (located in Lucy Lincoln Hiestand Park) and establishment of up to three new gardens at Hammersley Park, Meadowood Park and Park Ridge Greenway. Specific use will be left to the neighborhoods that apply to the gardens panel and the decisions of the gardens panel and CAC.
- \$70,000 for down payments to eligible homebuyers in the Bettys Lane/Theresa Terrace/Hammersley area with the condition that buyers have homeowner education and that repaid loans are used for future down payments in the Bettys Lane/Theresa Terrace area. If funds are not being committed within the first 9 -months of operations then the target area should be expanded to the Russet/Balsam and Park Edge/Park Ridge areas. The Community Development Authority is exploring ways to sell some Community Development

Authority property to provide additional ownership opportunities in the area.

- \$20,000 for park improvements of Hammersley Park to improve safety including the creation of walking paths and additional lighting.
- \$10,000 low interest loan or grant program for income eligible properties for security improvements for properties that demonstrate a neighborhood benefit.

Any funds remaining after project completion of the gardens or park improvement project are targeted to the down payment program.

Step 4. Monitoring of Plan Recommendations by Alderpersons and Neighborhood Associations.

As part of the adoption process, the Department of Planning and Community & Economic Development Planning Division will submit status reports to the Common Council on plan recommendation implementation. It will be important for the neighborhood to strategically campaign for plan implementation. It is crucial that neighborhood associations develop a strategy for plan implementation. Governmental officials, City departments, and non-profit organizations must be strategically approached for funding during their annual budget cycles.

Planning Process Accomplishments

During the planning process, the Southwest Neighborhood Steering Committee accomplished several activities/projects:

A joint meeting of the current neighborhood associations, Greentree, Meadowood, Orchard Ridge, Prairie Hills, was organized to begin discussing ways to work together. One project that is currently being discussed is *e-Neighbors*: an electronic bulletin board to share information across neighborhood boundaries.

To explore improved communications within the neighborhood, the Southwest Neighborhood Steering Committee initiated a joint meeting with the public and parochial school principals to explore opportunities to work together on activities and projects. Falk Elementary School is planning to host *community wide events* as the result of the meetings.

The Southwest Neighborhood Steering Committee worked with area residents to prepare a grant application for the establishment of the first community garden in the southwest area. A grant was awarded for garden development at Lucy Lincoln Heistand Park. The Prairie Hills Community Garden was opened this spring with over 17 families gardening at the site.

Urban League of Greater Madison was contacted to discuss employment issues in the neighborhood. The Southwest Neighborhood Steering Committee wanted a better connection with large employers (such as CUNA) with the potential labor force along the Raymond Road area. Urban League Greater Madison received \$7,500 from the Allied and Emerging Neighborhood Grant for job training in the neighborhood.

As part of revitalization strategy for the area, the Community Development Authority (CDA) has recently approved staff to explore the development of a new program to allow the conversion/sale of CDA rental housing to affordable homeownership in the Bettys-Theresa-Hammersley Sub Area.



The Southwest Neighborhood Steering Committee helped foster the establishment of the Lucy Lincoln Heistand Park community garden.



Falk Elementary School is planning to host community events as a result of Southwest planning meetings.

Appendix 1.

Crime Statistics for Southwest Neighborhood and Neighboring Areas

Geographic Coverage of Police Sectors

Madison Police Department compiles crime statistics by geographic sectors that are distinguished from one another by a coded numbering system. Most of the Southwest planning area lies within Police Sectors 113, 114, 115 and 116. Police Sectors for the targeted sub areas:

- Police Sector 115: Park Ridge and Schroeder-Berkshire
- Police Sector 116: Bettys-Theresa-Hammersley and Russett Road
- Police Sector 117: Balsam Road-Leland Drive

Map 7 depicts the targeted sub areas overlaid upon the police sector map. In all instances, the Police Sectors contain a greater geographic area than the specific targeted sub area. However, the majority of police calls for service are clustered in the targeted sub areas.

The Southwest planning area also includes a multifamily complex, *The Crossings* (formerly Elver Park Apartments), located to the west of the Park Ridge Neighborhood. *The Crossings* is included within Police Sector 123.

Police Sector 105 covers the primarily residential areas to the east of South Whitney Way and Police Sector 113 covers the commercial area to the north of Schroeder Road.

Police Sector Statistics: Police Calls for Service from 2004-2006

The statistics currently available from the Madison Police Department are *police calls for service* by Police Sectors. Table 3 shows *police calls for service* for Police Sectors on the Southwest side. The data covers serious crime statistics for a larger geographic area than the Southwest planning area. The statistics shown do not reflect arrests or convictions for these offenses – just *police calls for service* that fall into certain reporting categories. All *police calls for service* in these reporting categories are for a three-year time period: 2004, 2005 and 2006.

The MPD is working on making crime statistics more easily and more publicly available.

Crime Statistic Highlights

For the period from 2004-2006, the top three *police calls for service* by police sector and category:

Police Sector 113 and 114 (covering the geographic areas between Mineral Point and Schroeder Roads). The top three police calls for services are, in order:

1. Retail Theft
2. Theft
3. Fraud

Sections 113 and 114 are predominantly commercial areas.

Police Sector 115 (covering the geographic area between Schroeder and Hammersley, which includes Park Ridge and Berkshire-Schroeder sub-areas). The top three police calls for services are, in order:

1. Theft
2. Drug Incidents
3. Residential Burglary

Police Sector 116 (covering the geographic area between Hammersley to Raymond which includes Bettys-Theresa-Hammersley and Russett sub areas). The top three police calls for services are, in order:

1. Theft
2. Residential Burglary
3. Drug Incidents

Police Sector 117 (a larger geographic area covering residential areas south of Raymond area to Putnam/Williamsburg Way including Balsam sub area). The top three police calls for services are, in order:

1. Theft
2. Battery
3. Residential Burglary and Drug Incidents (tied for third).

Police Sector 105 (covering the geographic area directly to the east of the Southwest planning area from West Beltline Highway to Verona Road). The top three police calls for services are, in order:

1. Theft
2. Retail Theft
3. Drug Incidents

Police Sector 123 (covering the geographic area directly to the west of the Southwest

planning area including The Crossing, formerly Elver Park Apartments. The top three police calls for services are, in order:

1. Theft
2. Fraud
3. Retail Theft

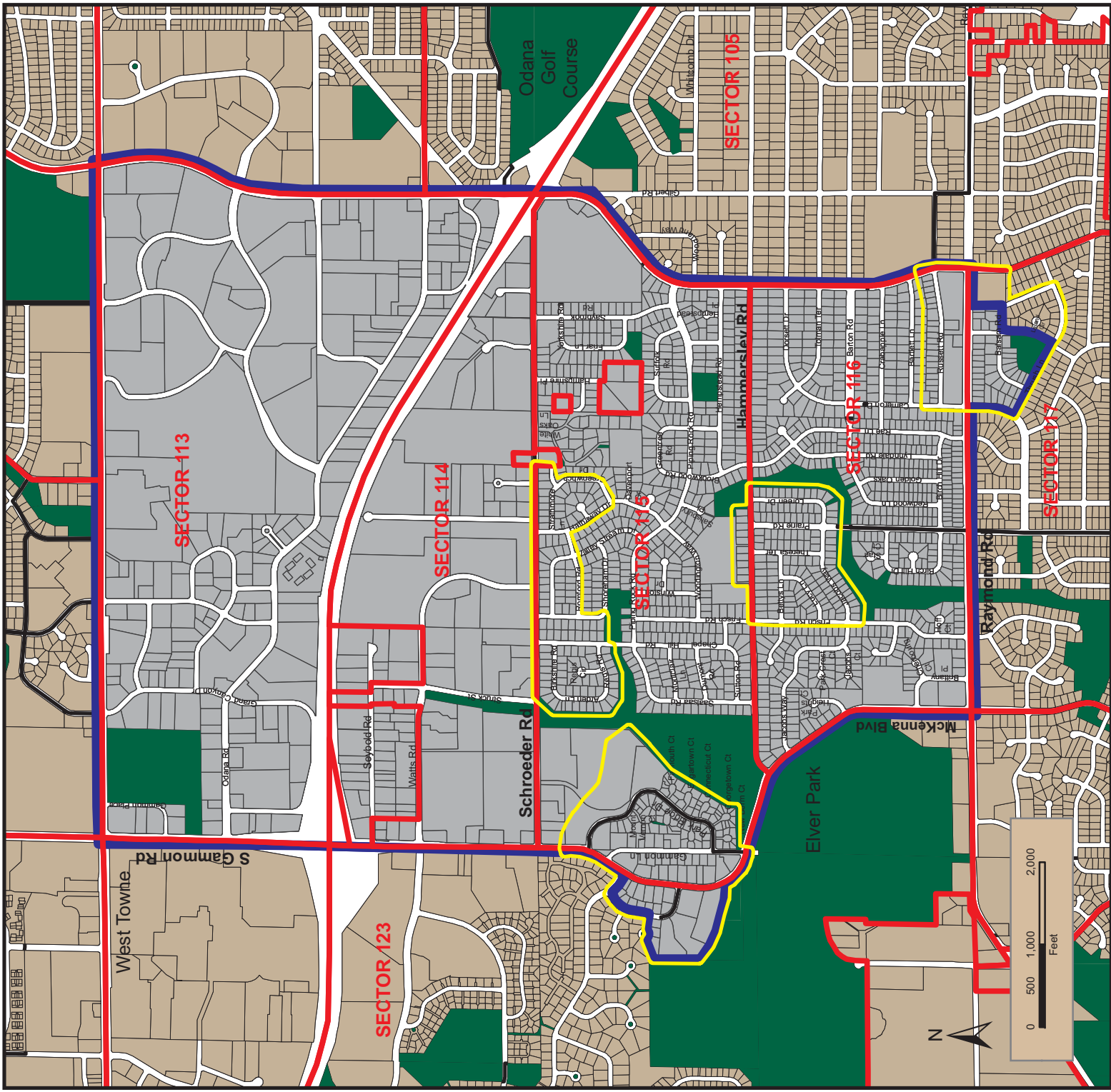
Although the *police calls for service* do not reflect arrests or convictions for the incidents, this data provides a window through which one may view the types and relative levels of crime in the Southwest planning area and nearby areas. It is hoped that the data may be used as:

- A baseline to evaluate the future success of the crime prevention strategies in the Southwest Neighborhood Plan;
- Provide guidance to city officials responsible for public safety for more prudent allocation of resources to promote public safety and crime reduction for the Southwest planning area.

Table 3: Madison Police Calls for Service (2004-2006) for Specific Incident Type by Police Sector

INCIDENT TYPE	Sector 105	Sector 113	Sector 114	Sector 115	Sector 116	Sector 117	Sector 123
Aggravated Battery	9	15	3	17	23	12	27
Arson	3		1	3	3	4	6
Attempted Suicide	1	2	5	9	7	3	10
Battery	42	51	20	57	60	61	98
Bomb Threat	1		2				
Child Abuse	3	6	2	13	11	4	10
Child Neglect	4	7	3	12	7	5	3
Death Inv/Suicide	10	6	5	11	3	5	6
Drug Incident	70	38	21	71	75	37	94
Enticement/Kidnapping	2	2	3	2	3	2	5
Exposure	1	4		3			3
Forgery	8	18	57	4	1	1	17
Fraud	59	152	62	47	73	33	170
Homicide					2		
Miscellaneous Sex Offense	2	1		2	1		
Non-Residential Burglary	12	83	36	5	6	2	10
Person with a Gun		3		4	2	3	4
Prostitution/Soliciting	1			1			2
Residential Burglary	58	7	21	58	105	37	92
Retail Theft	226	302	517	7	8	2	157
Robbery-Armed	10	5	13	4	11	5	11
Robbery-Strong Armed	11	14	5	6	5	5	4
Sexual Assault 1-2-3-4-/Rape	3	7	2	10	6	5	9
Sexual Assault of a Child	4	3		13	8	7	12
Stolen Auto	30	26	18	35	51	20	55
Stolen Other Vehicle/Cycle	1		1	2	3		1
Theft	251	278	180	122	113	79	224
Theft from Auto	74	81	47	78	47	51	138
Weapons Offense	14	9	8	18	22	19	23
Worthless Check	4	8	5	1		1	4
Total	914	1128	1037	615	626	403	1195

Source: Madison Police Department



MAP 7 SW Neighborhood Planning Area



Appendix 2.

Approaches to Safety Issues Within the Southwest Plan Recommendations

Integral to Crime Prevention

In the development of the neighborhood plan, it was the role of the neighborhood to focus on crime prevention strategies that would reduce the risk of crime happening by intervening in the causes as well redesigning public/private spaces. It was important to identify short- and long-term strategies outside of direct police enforcement. Four components in crime prevention were the basis to determining what would drive the changes in the safety and health of the area:

Approach 1: Community Organization

Offensive behavior is seen as the result of a breakdown in the community social order or organizations (family, church, school, etc.). This approach could require stronger social networks between local community groups to share information and work together in achieving goals.

- Strengthening connections between local schools, centers of worship, property owners, and the business community at Meadowood Shopping Center. Specifically, work with MLG, the owners of the shopping center, to coordinate management and business tenants to work together on community projects (Community #8)
- Forming a joint coalition of neighborhood associations and communication

mechanism between neighborhoods. (Community #4)

- Sub-area plans for the Bettys Lane-Theresa Terrace-Hammersley, Russett-Balsam, Park Ridge, and Schroeder-Berkshire areas will increase cohesion within these neighborhoods and throughout the area. (Sub-area)
- Street lighting in the Russett, Raymond, and Schroeder corridors. (Transportation #2)
- Lighting on primary bike paths. (Transportation #13)

Approach 2: Community Empowerment

Community empowerment enables community members to take part in the decision-making processes and manage activities that either directly or indirectly impact upon the social conditions that are believed to sustain crime in residential environments. Programs of empowerment can take many different forms, like sponsoring soccer teams, enabling youth to participate in after school activities, and neighborhood watches. Being physically present in the community and organizing leadership and social activities in the neighborhood are other examples.

- Developing community gardens in the Hammersley Greenway. (Parks #6)
- Improvements at Hammersley Park, Meadowood Park, and Elver Park to increase activity and visibility. (Safety #6, 9, Parks #6, 8, 9)
- Improved bike and pedestrian connections and fitness trails through the neighborhood to increase safe access to neighborhood

open spaces, activity, and visibility. Areas include Lucy Lincoln Hiestand Greenway Park and Greentree-Chapel Hill Park. (Transportation #3, 11, 12, Parks #4, 7)

- Increased programming for youth, adults, and seniors through working with existing citywide programs, increasing transportation options, and offering a variety of opportunities through grant-seeking. (Community #1)
- Utilizing Meadowood Shopping Center as a community gathering place.

Approach 3: Responding to Environmental Disorder

The physical environment is an outward expression of the social attitudes and behaviors of a community. Poorly maintained and underutilized places create a sense of social and economic disinvestment. This often attracts undesirable behaviors that lead to unsafe environments. Interventions could include physically rehabilitating buildings, decreasing the number of hiding spaces, improving lighting, and increasing community presence in the neighborhood.

- Utilizing Meadowridge Library serving as a clearinghouse for a neighborhood information network. (Community #2)
- Arranging web-based communications involving various community organizations between neighborhoods to report neighborhood issues, patterns and trends. (Community #3)
- Creating rental property owner training sessions, neighborhood auditing walks and crime

watches, and training in the enforcement of the Boom Box Ordinance. (Sub-area)

- Addressing neighborhood disturbances, such as noise issues at Elver Park. (Parks #9)

Correction services to increase neighborhood safety. Strategies could include adding more police resources, addressing parolee issues, adding a neighborhood ambulance, and improving communication efforts. (Safety #1, 2, 3, 4)

Approach 4: Regenerating the Community

This approach focuses on the economic well-being of the community on two levels. One is providing the political and funding resources to local groups and institutions that enable the community to tackle important problems. The second is the ability of residents to improve their financial status and stability through access to education and jobs.

- Strengthening education and employment training opportunities with local/regional businesses through Urban League. (Community #7)
- Increasing homeownership and/or earmarking housing rehab funds for the neighborhood. Methods for accomplishing this goal could include education programs, down payment assistance programs, and converting CDA housing from renter to owner-occupancy. (Housing #2, 4)
- Improving bus transportation routes for more direct service to schools and employment centers, especially to downtown. (Transportation #4)
- Developing systematic inspection of code violations for Alderpersons, residents, and Building Inspection. (Housing #3)
- Better coordination of police services, ambulance services, and Department of

Appendix 3.

Section 8 Voucher Usage in the Southwest Planning Area

Part of the task of assessing the social fabric of the neighborhood, understanding its economic diversity, and developing strategies to improve the situation of the numerous stake holders is to review the Section 8 voucher use in the planning area. Section 8 vouchers are used to provide rental assistance to income qualified individuals, families, disabled and elderly.

The City of Madison Housing Operations compiled data on Section 8 Voucher usage by census tracts for the entire city for years 2005, 2006 and 2007.

Map 8 depicts the census tracts within the planning area. The majority of the Southwest Neighborhood Planning area lies within Census Tract 4.04. Two small portions of the planning area lie within other census tracts: 1) the western edge of the planning area, the Park Edge sub area lies within Census Tract 4.03 and 2) the southeastern portion of the planning area between Hammersley Road on the north, South Whitney Way on the east, Thrush on the south, and Leland on the west lie within Census Tract 5.01 (includes the Balsam-Russett Road sub area).

Map 9 depicts the location of Section 8 Vouchers citywide. The Southwest Neighborhood Planning area has a heavy clustering of Section 8 Vouchers users within the four multifamily residential sub areas:

Balsam-Russett, Bettys-Theresa-Hammersley, Park Ridge, and Schroeder-Berkshire areas. It appears that comparable family clustering is not observed in other census tracts in the city. This may indicate that the plan area has a disproportionate number of economically disadvantaged families with the attendant social services needs. Census Tract 4.04 has the highest number of Section 8 families for years 2005, 2006 and 2007.

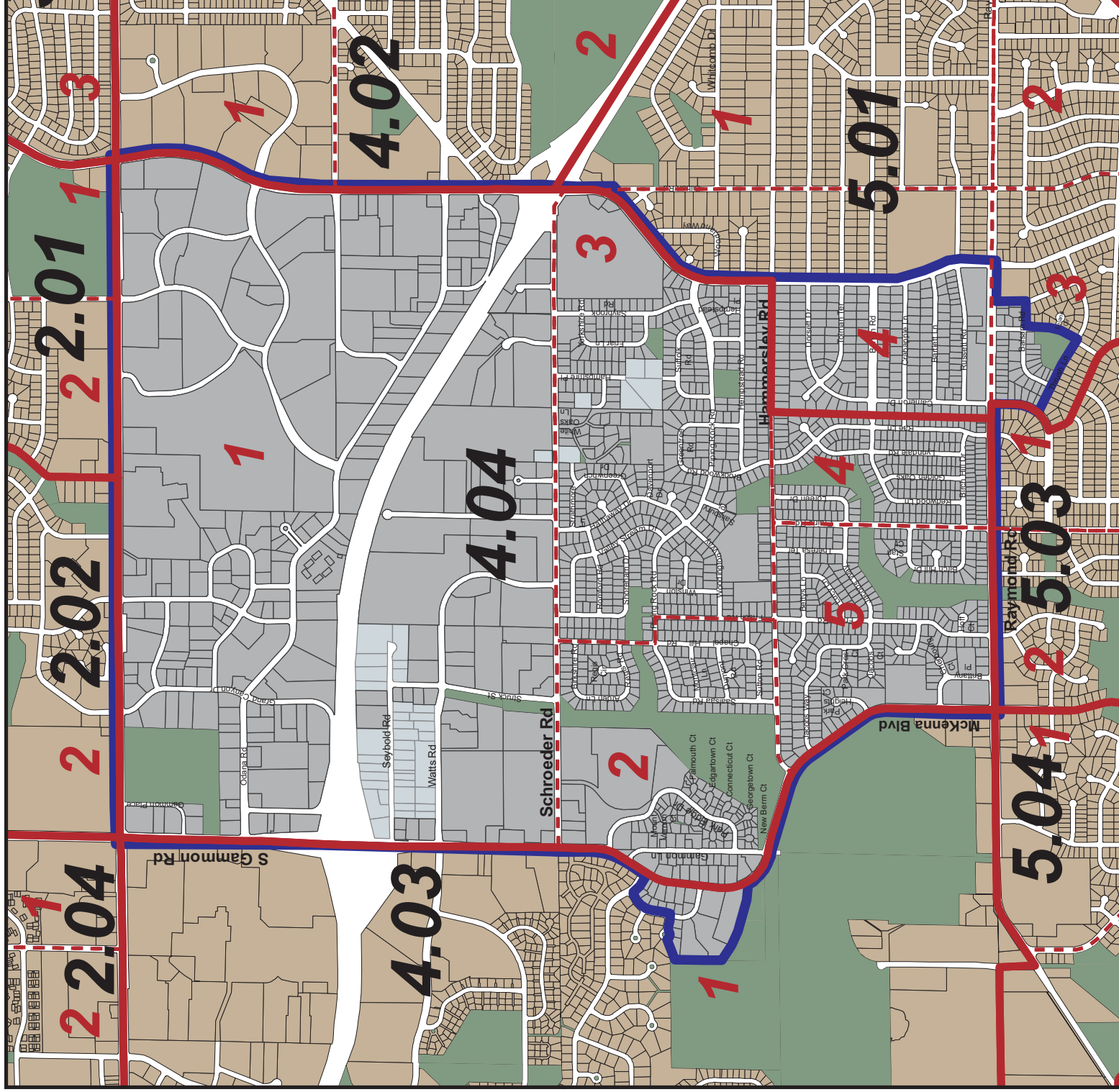
Highlights

Table 4 summarizes data relating to census tracts 4.04, 4.03 and 5.01 and calculated percentages relative to the totals in the categories for that particular year. For Census Tract 4.04, approximately 1 out of 7 of the persons covered by Madison's Section 8 Voucher Program live in the Southwest Neighborhood Planning area. This is approximately a little over 14% of the total persons benefiting from Section 8.

From years 2005 to 2007 the percentages increased from 13.6% to 14.4 %. Somewhat similarly, the data shows that about 1 out of every 7 families receiving Section 8 live within the planning area. The percentage of Families increased from 13.0% in 2005 to 14.3% in 2006 and then dropped slightly in 2007 to 14.0%. Slightly more than 1 in 9 households receiving Section 8 vouchers live in the planning area. From 2005 to 2007 a slight increase of families receiving vouchers occurred in the planning area (from 11.4% to 11.6%). The elderly who comprise less than 1% of the total of persons holding Section 8 vouchers were represented in our planning area. As to the total number of Section 8 vouchers distributed to the elderly, the planning area

accounted for about 10%. In comparison, census tract data for 4.03 and 5.01 showed significantly smaller numbers and percentages. However it is assumed that the actual numbers and percentages in the different categories would be larger as there are contributions from census tracts 4.03 and 5.01 which should be added into the tract 4.04 totals.

This data may be useful to establish baselines to show in the future that public policy changes by the city have effectively decreased the Section 8 voucher use in the planning area or more evenly spread out the population of persons receiving Section 8 assistance throughout the city. Public policy changes are discussed in the recommendation and implementation Sections of this document.



MAP 8 SW Neighborhood Planning Area



Census Tracts

- Census Tract Boundaries
- Census Tract Block Groups

Planning Area

Non-City Parcels within Planning Area

Outside of Planning Area

Census Tracts

Map 9
City of Madison
Locations of
Section 8 Client Households
by 2000 Census Tract
2007

Section 8 Client Households

- Family (685)
- Non-Family (615)

Prepared by City of Madison Planning Division 8/3/2007 W.L.

- Family (685)
- Non-Family (615)

Prepared by City of Madison Planning Division 8/3/2007 W.L.

Table 4: Madison Section 8 Voucher Program by Year by Census Tract

Census Tract	Year	Persons	Total	Percent	Households	Total	Percent	Family	Total	Percent	Elderly	Total	Percent
4.04	2005	427	3151	13.6%	148	1300	11.4%	103	792	13.0%	21	218	9.6%
	2006	415	2894	14.3%	150	1289	11.6%	101	705	14.3%	25	219	11.4%
	2007	415	2877	14.4%	151	1300	11.6%	96	685	14.0%	21	209	10.0%
						s							
4.03	2005	155	3151	4.9%	52	1300	4.0%	45	792	5.7%	2	218	0.09%
	2006	126	2894	4.4%	50	1289	3.9%	35	705	5.0%	1	219	0.5%
	2007	96	2877	3.3%	44	1300	3.4%	27	685	3.9%	1	209	0.5%
5.01	2005	96	3151	3.0%	34	1300	2.6%	26	792	3.3%	3	218	1.4%
	2006	71	2894	2.5%	32	1289	2.5%	19	705	2.7%	4	219	1.8%
	2007	97	2877	3.4%	40	1300	3.1%	27	685	3.9%	5	209	2.4%

Source: City of Madison Housing Operations

Appendix 4.

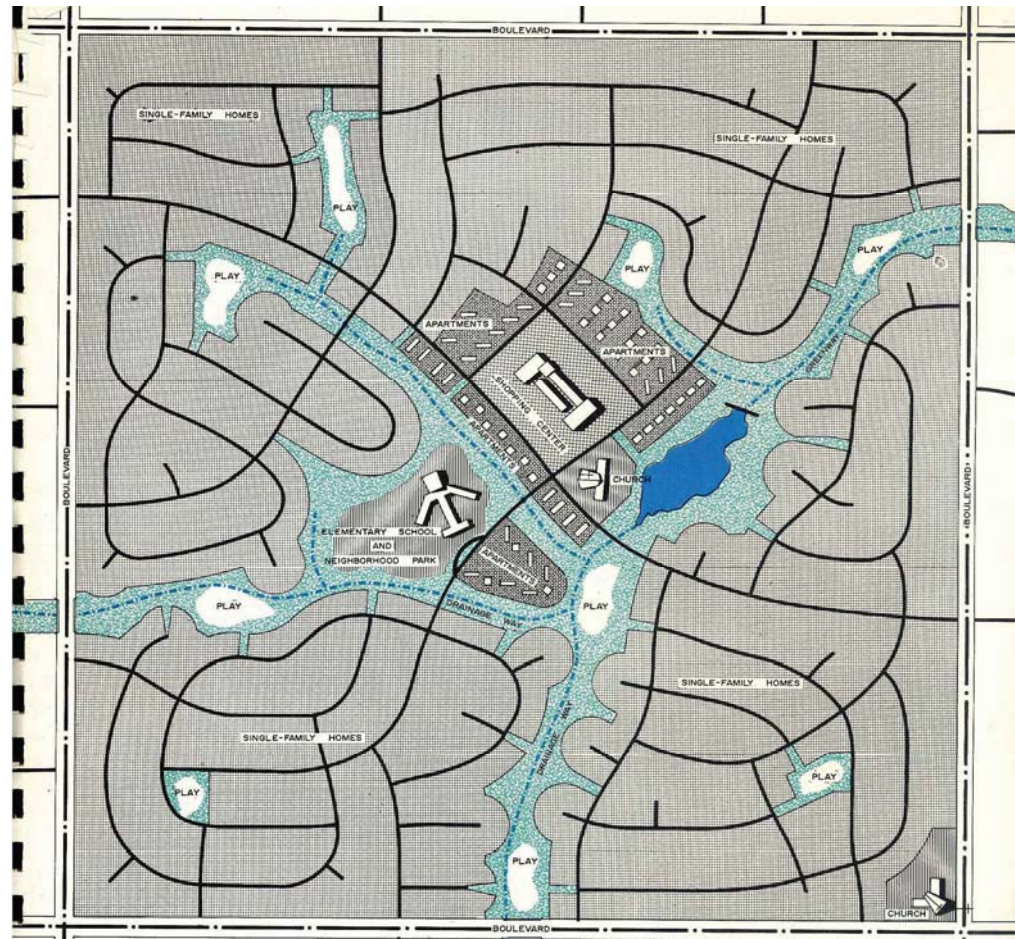
Neighborhood Description, Profiles & Assets

The 1950s in America, as in Madison, was a period of enormous growth, energy, and variety. Modernist architects and designers of this time period rejected the old styles and structures inherited from earlier architectural periods, such as decorative motifs in designs, preferring to emphasize geometrical forms and horizontal orientation. The ranch style home (and later the split level ranch) emerged as one of the most popular American styles in the 1950s and 60s.

Neighborhood Development Pattern and Character

The Southwest Neighborhoods were developed between the 1950s-1970s. The standard ranch style home and split level ranch are the most predominant architectural styles of single-family homes. At the time they were built, the modest sized homes on larger lots reflected the hard-working, simple life of those that moved to the suburbs. With the graying of the baby boomers, subsequent generations became intrigued with the values, simplicity, and geometric design of the era. Fifty years since its establishment, the neighborhood has a bit of a “retro” appeal that is reminiscent of the adverstiements of the times.

The environmental movement also influenced the development of the neighborhood. As Madison was rapidly expanding, many people were concerned about natural resource conservation and its effect on quality of life.



Madison's Plan for Land Use, 1959, shows a typical layout for a mid-century suburban development. Similarly, a greenway system transvereses the Southwest neighborhoods and links many of assets in this area. Although the concept was highly praised at the time, it creates challenges today because of isolated pockets of open space.

The greenway concept, incorporating parkways, boulevards, and drainage ways, was used heavily in this area to preserve the natural

environment, natural storm water management, and recreational enjoyment by the public.

Greentree, Orchard Ridge, Meadowood, Park Ridge and Prairie Hills neighborhoods as well as the four schools, three religious facilities, the Meadowood Shopping Center, and recreational spaces are connected by the greenway system. A pedestrian pathway system transverses most of the greenway system, however, small, isolated open space pockets occur along the meandering system. The isolated nature is compounded by: 1) limited activities within the greenway system that bring individuals frequently to the open space and 2) impeding views from abutting residential properties due to trees or tall shrubs blocking views into the greenway area.

Neighborhood Profiles

The Southwest Neighborhood Planning Area includes six distinct neighborhood areas (See Map 10). Residential uses primarily lie to the south of Schroeder Road. Out of the 1,640 residential parcels, 77.4 percent (1,270 parcels) are single-family, 13.5 percent (221 parcels) are two-units, 8.7 percent (145 parcels) are 3 units or more. Retirement facilities account for the remaining 0.2 percent (4 parcels) of the housing stock. Appendix 5 contains thematic maps that depict housing, land use, and parkland characteristics for the planning area.

Neighborhood Associations

Greentree Neighborhood

Greentree is a predominantly single-family residential area. Duplex living is located along Schroeder Road. Falk Elementary School, Animal Crackers Early Childcare Center, and five neighborhood parks and the greenway system are within its boundaries. Madison Ice Arena, Vitense Golf and, and West Madison

Little League Complex are located adjacent to the neighborhood.

Greentree Neighborhood Association Board members meet monthly nine times a year to organize neighborhood events and to plan responses to neighborhood issues. The neighborhood newsletter, *The Stump*, reaches over 350 member households five times a year.

Meadowood Neighborhood

Meadowood is predominantly a single-family residential area with multifamily apartments along Balsam, Leland, Raymond and Russett. The Meadowood Shopping Center, Meadowridge Branch Library, and Good Shepherd Lutheran Church are major assets. Meadowood Park and a greenway system lie along its western border.

The Meadowood Neighborhood Association (MNA) was organized on July 11, 1958. MNA meets monthly. The Board of Directors consists of representatives from 15 sub areas from the single family and multifamily areas. MNA sponsors a variety of events, publishes a newsletter, and manages a website and email listserv.

A major project, *Meadowood on the Move!* is focusing on engaging residents in the single-family and multifamily areas to become more involved in neighborhood issues. Based on surveys, *Meadowood on the Move!* has developed a draft Balsam-Russett vision statement:

“We who live in the Balsam/Russett neighborhood of Meadowood are committed to creating and maintaining a neighborhood that is

safe/free of violence, one that is clean and quiet. We are committed to having a neighborhood where neighbors are friendly and where they respect and are concerned about one another, where children are properly supervised and can play safely. We welcome newcomers to our neighborhood and invite them to become engaged in a variety of activities that work to assure that our vision for the neighborhood is the reality.

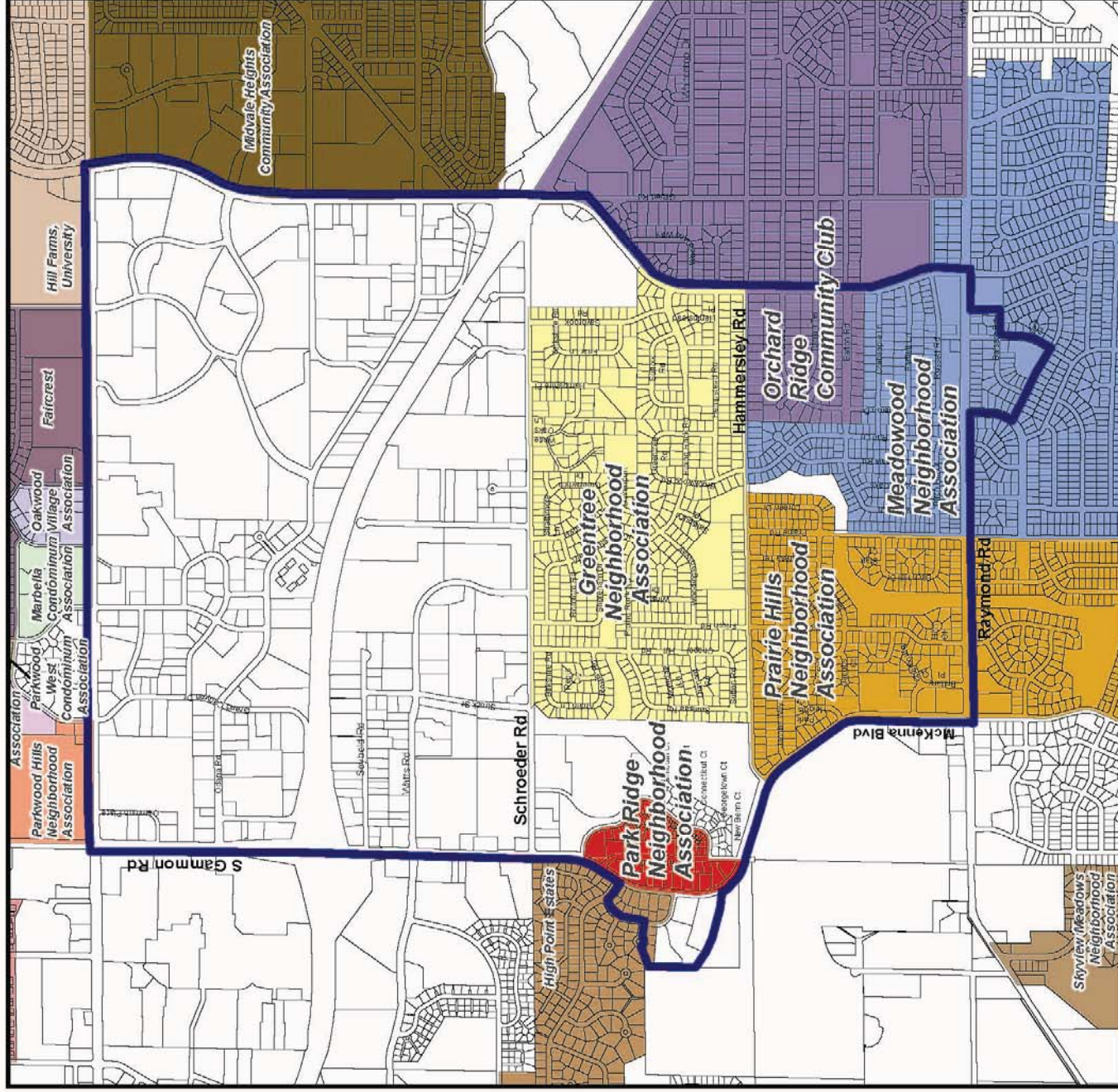
Orchard Ridge Community Club

The Orchard Ridge Community Club is located south of the West Beltline Highway, east of Verona Road, and north of Raymond Road. Orchard Ridge is a predominantly residential area with Orchard Ridge Elementary School, St. Maria Goretti Church and Elementary School, and Ridgewood Swimming Pool within its boundaries. Large lots, mature trees, and a wooded conservation area to the north are some of the predominant features in this neighborhood.

The Orchard Ridge Community Club (ORCC) has represented the Orchard Ridge Community since 1952. ORCC holds social events and publishes a newsletter, the *Grapevine*, five times a year. The ORCC eight-member board holds meetings once a month.

Prairie Hills Neighborhood

Prairie Hills is a predominantly single-family residential neighborhood with multifamily apartments flanking McKenna Boulevard. A greenway (with pedestrian path) runs north-south through the neighborhood. Wisconsin Youth & Family Center is located near Prairie Hills and Madison West Police District Office



and Madison Fire Station #7 are located on the west side of McKenna Boulevard.

Prairie Hills Neighborhood Association does not currently have regularly scheduled meetings. However, it has recently launched a newsletter, *Close to Home*, published quarterly online with at least one issue a year delivered to all residents in the neighborhood. In addition, the Prairie Hills Neighborhood Watch Meeting takes place quarterly that involves a collaboration of Madison Police, area rental property owners, and residents.

Oakwood Village

Oakwood Village West, a senior living and assisted living community, is located at 6201 and 6145 Mineral Point Road. Amenities of the community include a 10-acre conservation area with nature trails, Oakwood auditorium, Oakwood Resurrection Chapel, and Resale Shop.

Neighborhood Change: Pockets of Poverty, Growing Safety Concerns

Slowly over the last decade, with most notable changes in the last few years, the physical and socio-economic conditions in three multifamily areas have changed. Balsam-Russett, Bettys-Theresa-Hammersley, Park Ridge and Schroeder-Berkshire subareas are growing areas of poverty, crime, and deterioration of physical conditions. These subareas are small nodes, on average only 2-3 blocks in size.

Balsam-Russett

Flanking Raymond Road to the north and south (at South Whitney Way) is a cluster of four to

six unit multifamily structures with the exception of one larger complex of 90 units. Meadowood Neighborhood Association is attempting to engage multifamily residents to become involved in the neighborhood association and/or form a resident-based organization. Russett and Balsam owners currently communicate frequently by email and have a goal of regular meetings to discuss common concerns, promote good property management practices and brainstorm possible solutions for neighborhood issues.

On June 1, 2007, the Orchard Village Apartments was sold to new owners. Preliminarily, it appears as if the new Orchard Village owners will assist in providing positive neighborhood involvement and leadership.

Bettys-Theresa-Hammersley

Nestled in the northeastern part of Prairie Hills Neighborhood is a three-block area of side-by-side duplexes. At the time the housing stock was constructed, it was envisioned that one side of the duplexes would be owner-occupied. Today, 81 percent of the area is non-owner-occupied.

The Madison Police Department has assigned a neighborhood officer to the area to address issues of safety in the area. The neighborhood watch organization, Prairie Hills, has attendance from residents and property owners. Involvement from residents living in the subarea is extremely low.

Park Ridge

Park Ridge is located north of Elver Park. It is a neighborhood of condominiums, duplexes, and

multifamily housing. Park Ridge is the smallest neighborhood sub area in the Southwest area and it includes the greatest diversity of housing. Open Space areas of Elver Park are located to the south and Greentree Landfill and Greentree Chapel Hill Parks are located to the east.

The Park Ridge Neighborhood Association and Neighborhood Watch were disbanded, partly due to high transiency and past conflicts with some residents and property owners in the area. Crime and quality of life issues continue to plague this neighborhood.

Schroeder-Berkshire

The Schroeder-Berkshire area is considered to be stable; however, this subarea should be monitored to ensure conditions are maintained at current levels.

See Appendixes 1 and 3 for more details on crime and housing trends for the sub areas.

Community Service Organizations Profiles

There are quite a few non-profit groups and community service organizations in the Southwest Neighborhoods area. An extensive Community Services inventory was compiled during the planning process. A description of some major service providers operating in the neighborhood include:

- Joining Forces for Families (JFF) is located in the planning area at 5818 Russett Road #2. This office provides housing, employment, food, and clothing assistance to families with children.

- The Wisconsin Youth & Family Center is located at 1201 McKenna Boulevard and offers a variety of recreational and educational programs for youth in middle school and high school.
- Animal Crackers Early Childhood Center, located at 6402 Hammersley Road, offers childcare services, in addition to being active with community safety and service activities.
- Residents from this area also utilize programs and facilities outside of the planning area, including the Wexford Neighborhood Center on Flower Lane, and the Dane County Boys and Girls Club on Jenewein Drive.
- In addition, a cross-functional team, referred to as the West Neighborhood Resource Staff Team (formerly Southwest Neighborhood Resource Team), meets quarterly to share information about the area and to improve service coordination. The West Neighborhood Resource Team is one of the eight teams functioning within the City, team membership consists of a staff person from City agencies operating in the area, such as Police, Fire, Building Inspection, Public Health, Office of Community Services, and Community Development Block Grant Office. In addition, nonprofit staff from Joining Forces for Families, Probation & Parole, and Wisconsin Youth & Family Center periodically attend the meetings.

Faith-Based Community Profile

Several churches are also active in the Southwest residential area. Three of them can

trace their presence to the beginning of these neighborhoods:

- The Orchard Ridge United Church of Christ plays an active role in the community including hosting neighborhood meetings, scout groups, and school groups, working with the Interfaith Hospitality Network and Grace Episcopal Homeless Shelter, tutoring students, assisting with anti-eviction programs, and partnering with Good Shepherd Church, Habitat for Humanity, and Joining Forces for Families for housing, food, and utility assistance.
- Good Shepherd Lutheran Church has been in the community since the 1950s. The congregation is active in the neighborhood today. It sponsors a community food pantry, supports after school programs, provides meeting space for scout groups, 4-H groups, and the Southwest Neighborhood Resource Team, and supports area voting, blood drives, adult education, and support groups.
- The third church, St. Maria Goretti, constructed its parish center at the corner of Gilbert Road and Flad Avenue in 1961. A private school was established on site in 1964 that draws many students from the Orchard Ridge Neighborhood today.
- Our Redeemer Lutheran Church and Madison Mennonite Church are newer members of the community. Our Redeemer Lutheran Church is located on McKenna Boulevard across from the Madison West Police District office. The congregation supports after school activities and tutoring.

- The Madison Mennonite Church currently rents space from the Orchard Ridge United Church of Christ. The Madison Mennonite Congregation is primarily involved in housing assistance through Dane County United Way, and has been involved in a series of community-initiated meetings between local congregations, the Wisconsin Youth and Family Center, and Joining Forces for Families to address changes in the area.

Neighborhood Assets

The Southwest area of Madison has many assets.

Parks, Open Space, and Recreational Facilities:

1. Hammersley Park
2. Lucy Lincoln Heistand Park
3. Prairie Hills Community Gardens
4. Meadowood Park
5. Sherwood Park
6. Sunridge Park
7. Greentree Landfill
8. Elver Park
9. Norman Clayton Park
10. Greentree Chapel Hills Park
11. Neighborhood greenway system
12. John Powless Tennis Center
13. George Vitense Golf Land
14. Badger Gymnastics
15. Madison Ice Arena
16. Westside Little League Diamonds
17. Wisconsin Youth & Family Center

In addition, there are several resources adjacent to the neighborhood such as: Odana Golf Course, Orchard Ridge Swimming Pool, Westside Swim Club, YMCA-Lussier Teen Center and many other recreational amenities.

Public/Private Schools:

- 18. Falk Elementary School
- 19. Orchard Ridge Elementary School
- 20. Chavez Elementary School
- 21. Our Redeemer Lutheran School

Other public and parochial schools adjacent to the planning area include: Akira Toki Middle School, St. Maria Goretti Elementary School, and James Madison Memorial High School. School-age children living in the neighborhood but within the Middleton-Cross Plains School District attend West Middleton Elementary, Glacier Creek Middle, and Middleton High School.

Centers of Worship:

- 22. Orchard Ridge United Church of Christ
- 23. Good Shepherd Lutheran Church
- 24. Madison Mennonite Church
- 25. Our Redeemer Lutheran Church
- 26. St. Maria Goretti Catholic Church
- 27. First Church of God

Financial Institutions:

- 28. Anchor Bank
- 29. First Federal Savings Bank
- 30. CUNA Credit Union
- 31. Wells Fargo Bank

- 32. Associated Bank
- 33. Park Bank
- 34. Dane County Credit Union
- 35. Great Midwest Bank
- 36. First Business Bank
- 37. US Bank

Social Service Organizations:

- 38. Volunteers in Gear (Forward Drive)
- 39. Lutheran Social Service (Odana Ct)
- 40. Foster Community Corrections

Government Services:

- 41. City of Madison Fire Dept. Station 2
- 42. City of Madison Fire Dept. Station 7
- 43. City of Madison West Police District
- 44. City of Madison Meadowridge Branch Library
- 45. Dane County Joining Forces for Families
- 46. U.S. Post Office West Side Station

Hospitals and Medical Health Clinics:

- 47. Meriter Physical Therapy West
- 48. UW Psychiatric Institute and Clinics
- 49. UW Research Park Health Clinic
- 50. UW Oakwood Clinic
- 51. UW Meadowood Clinic
- 52. UW Gateway Recovery Clinic

Major Shopping Centers:

- 53. Meadowood Shopping Center
- 54. Westgate Mall

- 55. West Towne Mall

Senior Care Facilities

- 56. Oakwood Village Continuing Care
- 57. Strathmore Home
- 58. Alterra Wynwood
- 59. Covenant Oaks

Other

- 60. Elements of Change, Edutainment, LCC
<http://eocedutainment.com>

Appendix 5.

Existing Conditions and Trends

Changing Demographics

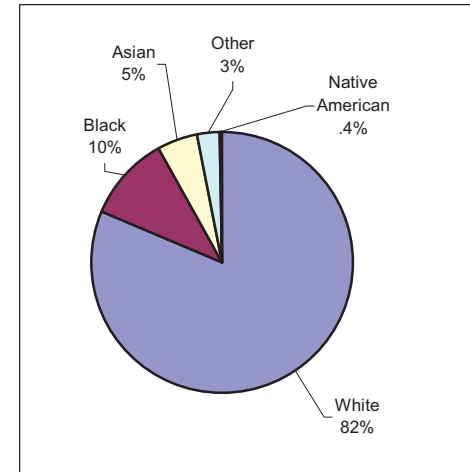
The Southwest residential area between Raymond and Schroeder Road was primarily established between 1950 and 1990 with the Park Ridge, Greentree, Prairie Hills, Meadowood, and Orchard Ridge neighborhoods.¹ People settling in this area were drawn to the wide selection of homes with room for growing families, yards for kids to play in, and abundant greenspace. From 1990 to 2000, the population of the area decreased by 4.5 percent, or 301 people. Also during this time, the minority population increased while the White population decreased. The number of White residents decreased 17.3 percent, or 1,150 residents, while people of all other racial backgrounds as a group increased by 213 percent, or 849 residents.

Looking to the schools provides further evidence that the number of minority residents is increasing in the Southwest Neighborhoods residential area. Between 1999 and 2006, the White student population decreased steadily from 66.1 to 56.0 percent while all minority student populations except for the Asian population steadily increased. The African American student population grew from 25.9 to 42.7 percent; the Hispanic student population increased from 5.9 to 10.2 percent; and the

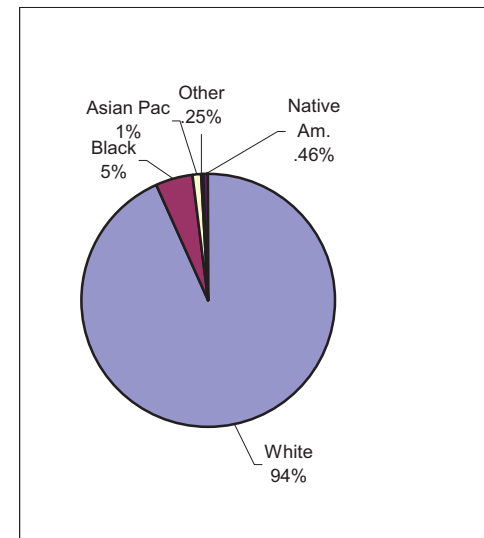
Asian student population decreased from 12.0 to 9.0 percent (Madison Metropolitan School District 2007).

There is a perception that families who settled in the Southwest residential area some 20 to 50 years ago have either moved out or in some cases parents have stayed in their homes after the children moved on. Census data provides some support to this observation indicating that from 1990 to 2000 the number of residents 55 years and older increased 31.3 percent.

Table 5 summaries 2000 census data by census tract and block group.



*SOUTHWEST Residential Area,
Race 2000 Census*



*SOUTHWEST Residential Area,
Race 1990 Census*

¹ The Oakwood Village senior living apartments are also located in the northern portion of the planning area.

It is also important to determine how many people with disabilities are living in the planning area in order to make better decisions about programs and services for this population. In particular, this group could benefit from improvements to transportation, employment and community services.

In 2000, the planning area included 21.3 percent or 1,165 non-institutionalized people, with some type of disability. This percentage is quite similar to the City as a whole where there were 22.0 percent, or 45,834 people with disabilities. North of Schroeder Road, the percentage of people with disabilities was higher with 37.3 percent, or 642 people. This is partly attributable to the fact that most of the population north of Schroeder Road is comprised of people 55 years and older who are living in Oakwood Village housing.

It is also important to note that there were 609 people living in institutions in the planning area in 2000 (Dane County Housing and Family Services). This population could also benefit from improvements to transportation, employment and community services.

Existing Land Use

The following discussion provides an overview of existing land use for the Southwest planning area. North of Schroeder Road, the planning area is primarily developed with commercial uses including the commercial corridor along Odana Road and the University Research Park along Mineral Point Road and Whitney Way. South of Schroeder Road, the planning area is primarily developed with residential uses including the well-established neighborhoods

of Park Ridge, Greentree, Prairie Hills, Meadowood, and Orchard Ridge. The existing land use classifications for the Southwest neighborhood that are included in the City of Madison Comprehensive Plan (January 2006) are consistent with the Southwest planning process existing land uses (see Map 2 Southwest Existing Land Use and Map 11 Madison Comprehensive Plan Land Use).

Residential

There are 1,270 single-family parcels in the Southwest planning area covering 373.1 acres. All of these single-family parcels are located south of Schroeder Road in the neighborhoods of Park Ridge, Greentree, Prairie Hills, Meadowood, and Orchard Ridge. There are 220 parcels of two-family homes (56.1 acres), many of which are located along Park Edge Drive near the corner of Schroeder Road and Gammon Road, and along Theresa Terrace, Prairie Road and Loreen Drive. There are 145 parcels of three or more units (151.2 acres), and four parcels of group homes, retirement centers and other types of housing (30.0 acres).

Some of the larger multi-family complexes include the Country Meadows Apartments and Westridge Apartments at Gammon and Schroeder Roads, the Wellington Heights apartments situated between Schroeder Road and the Beltline near the intersection of the Beltline and Whitney Way, and the Oakwood Village located at 6165 Mineral Point Road. There are also multi-family units along McKenna Boulevard across from Elver Park and south of Hammersley Road, and near the corner of Raymond Road and Whitney Way.

Industrial

Industrial land use comprises 32 parcels and 27.0 acres. This industrial land is primarily grouped along the south side of the Beltline near the intersection of Gammon Road and the Beltline and there are several other parcels of industrial land scattered in the area north of the Beltline.

Commercial

There are 247 parcels of commercial land and 499.5 acres in the planning area, mostly located north of Schroeder Road. The area between Schroeder Road and the Beltline includes a mix of retail, commercial and research, and development type uses with small areas of multi-family development. There are also Town of Middleton parcels in this area. North of the Beltline there is a large retail corridor along Odana Road extending north to Mineral Point Road, and the University Research Park is situated in the southwest of corner of the Mineral Point Road and Whitney Way intersection.

Institutional

There are 8 parcels of institutional land, including 55.6 acres. Some of the larger tracts of institutional land use include the U.S. Geological Survey's National Wildlife Center between Schroeder Road and the Beltline located at 6006 Schroeder Road, Falk Elementary School located at 6323 Woodington Way, and The Wisconsin Youth & Family Center located at 1201 McKenna Boulevard.

Park, Open Space and Drainage

There are 16 parcels of park, open space and drainage land in the Southwest planning area covering 130.5 acres. Parks in the planning area include: *Greentree-Chapel Hills Park*: 6 acre neighborhood park located on Schroeder Road; *Hammersley Park*: 3.5 acre neighborhood park located on Meadowbrook Drive; *Lucy Lincoln Hiestand Park*: 5.1 acre neighborhood park on Prairie Road that is part of the greenway drainage system; *Meadowood Park*: 3.1 acre neighborhood park located on Thrush Lane; *Sherwood Forest*: 1.4 acre neighborhood park located on Friar Lane; *Sunridge Park*: 1.9 acre neighborhood park located on Piping Rock Road; *Greentree Landfill*: 17.3 acre open space area on Hammersley Road; *Elver Park*: more than 220 acres located on McKenna Boulevard.

Vacant or Undeveloped

There are 46 parcels of vacant or undeveloped land in the Southwest planning area. This includes 146.0 acres.

Existing Zoning

Existing zoning in the Southwest planning area is shown on Map 12. Zoning designations are consistent with existing land use (Map 2). Currently, there are no proposals to change zoning designations.

Transportation

The Southwest planning area is well-connected to other parts of the City with the established system of arterial streets. Once in the planning area, it is relatively easy to get around by vehicle east-west, but it is difficult to travel north-south. The West Beltline Highway is a

major barrier that divides the planning area. There are no access points for vehicles to travel across the Beltline between Gammon Road and Whitney Way. There is however a bike path underneath the Beltline at Grand Canyon Drive.

There are a number of bus routes that travel to and within the planning area, although people who do not have a car and must use the bus to get around reveal that it is inconvenient to commute by bus to the far east and west sides of the City and to grocery stores in and near the planning area. The planning area includes bike paths and routes along many streets along with off-street bike paths. The City plans to expand this bike system to help improve the convenience and safety of bicycling to and within the area. Walking in the planning area can be dangerous and inconvenient due to a lack of sidewalks and signalized intersections in areas of high pedestrian traffic, and vehicles that frequently exceed the speed limit.

Traffic Circulation

The West Beltline Highway, a principal arterial, and the standard arterials of Mineral Point Road, Whitney Way, Raymond Road, and Gammon Road are major routes that connect the Southwest area to the rest of the City. A review of the 2004 Citywide Flowmap indicates that average weekday traffic is highest near the West Beltline interchanges with Gammon Road (48,450) and Whitney Way (47,450). These high traffic counts are reflective of the large numbers of people that are drawn to shopping areas including West Towne Mall, the Odana Road commercial corridor, and Watts and Schroeder Roads. South of Schroeder Road, traffic counts on

Gammon Road decrease from 48,450 to 24,550 and from 47,850 to 29,300 on Whitney Way.

Tokay Boulevard and Hammersley Road are collector streets that bring traffic into the planning area from the east. Schroeder Road is a collector that primarily moves traffic east-west. There are no north-south collector or arterial streets traveling through the planning area between Gammon Road and Whitney Way.

The Streets Division has scheduled complete reconstruction for Gammon Lane in 2007, and re-surfacing of Schroeder Road. Hammersley Road between McKenna Boulevard and Rae Lane is scheduled for re-surfacing in 2008, as is Prairie Road between Hammersley Road and Raymond Road. There are no street projects scheduled at this time for 2009. In 2010, Chapel Hill Road from Schroeder Road to Piping Rock Road is scheduled for re-surfacing, as is Piping Rock Road between Chapel Hill Road and S. Whitney Way, Salisbury Place, Brookwood Road between Hammersley and Piping Rock Road, and Russett Road between South Whitney Way and its terminus to the east of Gilbert Road.

Bus System

The Madison Metro West Transfer Station is located in the north section of the Southwest planning area, 5602 Transfer Driveway, at Tokay Boulevard. Bus routes to and from downtown and the east side of the City include 2, 3, 6, 12, 28, 56, 57, and 58. Routes 56 and 57 include express routes, which are often used by people commuting to downtown. Bus routes that people take to travel around the planning

area include 50, 51, 56, 57, 58, and 73. According to interviews with bus riders who live in the planning area, it is inconvenient to take the bus to the grocery store and other shopping destinations because routes are not direct. It is also inconvenient for residents to take the bus to workplaces, particularly on the far west and east sides where many of their jobs are located. Bus commute times to these locations can exceed two hours each way.

Pedestrian Circulation

The Southwest planning area includes sidewalks along many streets. Through Southwest Steering Committee meetings and interviews with residents and, business and property owners, City staff has learned that there are many areas where pedestrian facilities need improvement. Walking in the planning area can also be difficult due to intersections that are not pedestrian friendly and vehicles that violate speed limits. Those areas that have been identified through meetings and interviews as lacking in sidewalk routes and those areas that have been perceived as unsafe for pedestrians are being addressed through the plan recommendations starting on page 28.

Bicycle Circulation

Bicycle facilities in the Southwest planning area include a number of bike lane and bike path segments along roadways and also bike paths that travel through parks and greenways (see Map 13). The Traffic Engineering Division in coordination with the Madison Metropolitan Planning Organization has developed bicycle facility recommendations that are included in the recently adopted Regional Transportation Plan. The neighborhood and the Traffic

Engineering Division have identified additional bicycle facility needs. These needs in conjunction with those identified by Planning staff and the neighborhood have been incorporated into the plan recommendations starting on page 28.

Housing

Most of the housing south of Schroeder Road is comprised of single-family homes built prior to 1970. (See Map 14.) Currently 61.1 percent of the housing is single-family, 9.2 percent is two-family, 25.0 percent is three or more units and 4.9 percent is some other form of housing such as group homes or retirement centers. (See Map 15.) Out of the total 1,266 single-family homes, 96.5 percent of the structures are owner-occupied. (See Map 16.)

There is a perception that housing quality is declining, and selling time is increasing. However, non-profit organizations, rental property owners, City of Madison inspectors, police, and assessors have noticed considerable investments in the housing stock during recent years. Data from the City's 2006 Assessment Area Report and anecdotal information from area assessors further supports these observations indicating that the median value of housing increased from \$140,620 in 2000 to \$215,400 in 2006, and sales rates for single-family housing are currently comparable to the City as a whole. (See Map 17.)

Socio-Economics

Based on discussions with service providers and limited available data, it appears that there is a growing need for community services in the Southwest residential area. From 1999 to

2006, school kids receiving free or reduced price lunches increased 53.9 percent. In 2000, the median public assistance income in the planning area was \$16,867 compared to \$2,171 for the City as a whole. The percentage of household incomes below the poverty level increased from 1.4 percent in 1989 to 4.3 percent in 1999. The highest numbers of household incomes below poverty in 1989 were in Block Group 2 of Census Tract 4.98, which is bounded by Schroeder Road, Chapel Hill Road, Hammersley Road and McKenna Boulevard and includes all of the Park Ridge Neighborhood and a portion of the Greentree Neighborhood. In 1999, the highest numbers of household incomes below poverty were in Block Group 4 of Census Tract 5.01, which is between Hammersley and Raymond Roads and Cameron Drive and includes the Russett Road/Balsam Road area of the Meadowood Neighborhood and part of the Orchard Ridge Neighborhood.

While it does not show a trend, 2005 Dane County Income Maintenance data indicates that 321 families with children in the Southwest neighborhoods received medical assistance, food stamps, or W-2. During 2006, the Joining Forces for Families office located at Russett Road corresponded with approximately 50-75 families per week regarding housing and employment assistance. Approximately 85 percent of these families are single-parent families.

The median income for the Southwest neighborhoods between Schroeder Road and Raymond Road on the whole was higher than for the City in 2000 (\$41,941 for the City and \$59,260 for the Southwest residential area).

Looking at particular sections of this residential area, the lowest median income of \$46,875 occurred in Block Group 2, which encompasses all of the Park Ridge Neighborhood and a small portion of the Greentree Neighborhood.

Overall in 2000, households between Schroeder Road and Raymond Road that paid more than 35 percent of their income toward housing was similar to that of the City as a whole (12.5 percent and 13.1 percent respectively). Block Group 2 of Census Tract 4.04 included a larger percentage of households paying more than 35 percent towards their housing (24 percent).

In 2005, the average number of Section 8 Vouchers in the City of Madison was 1.37 per 100 households (1.37%). The average number of Section 8 Vouchers in the Southwest neighborhoods was 4.8%. The largest concentrations occurred in Census Tract 4.04, Block Group 5 (at 8.1%) and Census Tract 4.04, Block Group 2 (at 7.0%). Unemployment in 2000 was lower in the Southwest neighborhoods (3.3 percent) compared to the City as a whole (4.8 percent).

Education

Educational attainment was relatively high in 2000 with 60.1 percent of residents in the Southwest residential holding college degrees, compared to 55.1 percent city-wide. However, educational enrollment in 2000 was lower than the City with 30 percent of the Southwest residential population enrolled in school, compared to 36.6 percent for the City. The most notable difference was in college enrollment: 6.7 percent of residents in the

Southwest residential area were enrolled in college, compared to 21.5 percent for the City.

Residents in the Southwest residential area rely more on cars, trucks or vans for transportation than residents citywide. In 2000, 89.9 percent reported traveling to work by car, truck, or van compared to 75.3 percent for the City. Also in 2000, 5.4 percent of residents in the area reported traveling by public transportation, bicycles, walking or other means, compared to 14.2 percent for the City.

In 2000, 98.4 percent of residents in the Southwest residential area owned at least one car, compared to 87.2 percent for the City.

Parks & Open Space

The Southwest planning area contains an array of parks, open space, and greenways. (See Map 18.) There are six neighborhood parks within the planning area, which are concentrated south of Schroeder Road. Garner Park is immediately north of the planning area, Elver Park is to the west, and Orchard Ridge Valley Park is located to the east. There are also a number of private recreation facilities between Schroeder Road and the Beltline (see Appendix A for a parks and open space listing and descriptions).

Southwest residents feel fortunate to have high quality park and open space areas nearby, though they have indicated that these areas are not well-used. They would like to see an increase in programming especially for youth. In particular, Elver Park could become an even better community asset by expanding programming to year-round and enhancing the facilities. Residents also find that it is

dangerous to cross the road to the park. There are traffic lights located at Park Edge Drive, Hammersley Road, and Raymond Road. However, kids are likely to try crossing at other locations including the Wisconsin Youth and Family Center.

For many years it has been part of the Master Plan for Elver Park to expand the park to the south to include the valley fields and hillsides of the Marty farm. The expansion would protect the aesthetics of the continuous open space down the valley, and provide trail connections to the Military Ridge State Bike Trail and to the Ice Age National Scenic Trail. It will also provide for the growing population of Madison development areas to the south and west.

The Marty expansion would provide space for stormwater management, and space for some of the most needed recreation facilities in Southwest Madison. Competitive soccer fields would be built in the valley, where heavy use would not impact nearby neighbors. A complex of 4-8 tennis courts is proposed on the site, and may eventually replace the existing 3 courts to create more open space near the playground and shelters. The lighted ski trails would be extended south along the wooded hillside to Midtown Road, with outruns across the valley to connect to the eastern half of the park.

While all of the adopted plans recognize the need to preserve the valley, it is still part of a working farm. The park expansion is unlikely to occur until the Marty family makes their land available for purchase.

There are some accessibility, visibility and safety issues with Elver Park along with other parks and open space areas such as Hammersley Park, Greentree-Chapel Hill Park and Lucy Lincoln Hiestand Park and greenway area. Clearing overgrown plant material, improving pathways and connections, improving existing facilities and adding new facilities, are all steps to attract more people to the parks leading to more eyes on the parks and therefore less undesirable activities.

The planning area also includes a number of private recreational facilities, which are north of Schroeder Road. These facilities include the John Powless Tennis Center located at 6522 Schroeder Road, the Madison Ice Arena located at 725 Forward Drive, Flying Fish Skate Park (skateboarding) located at 6317 Odana Road, the West Madison Little League baseball complex at 701 Forward Drive, and the Vitense Golfland at 5501 Schroeder Road which includes a small golf course, driving range, miniature golf course and batting cages. Southwest residents have indicated that many families in the area are unable to afford these facilities. They would like to see an expansion of scholarship programs to help make recreation more accessible to a broader segment of residents.

Community Facilities

Fire Protection, Emergency Medical and Police Services

Fire Station 2 (421 Grand Canyon) and Fire Station 7 (1810 McKenna Boulevard) are located in the planning area. At the present time, no ambulance service is available from either location.

The West Police District, located at 1710 McKenna Boulevard, is one of five police districts within the city. The West Police District covers over 28 square miles, or over 1/3 of the total size of the City. It is geographically the largest of the five police districts with approximately 79,000 persons living within the boundaries. The boundaries of the district extend from Franklin Avenue, Glenway, and Seminole Highway west to the city limits.

A Neighborhood Officer is assigned to the Bettys-Theresa-Hammersley area. An assessment is underway to determine if another officer should be assigned in the Balsam-Russett area.

Public Library

As one of the busiest branch libraries, Meadowridge Library (5740 Raymond Road) is open six full days a week. The branch is one of the smallest branch libraries. The library is located on the western end of the Meadowood Shopping Center. Over the last several years, the library has been strategically rethinking the use of their space to provide programming for adult and youth users. One of the challenges for the library is to attract low-income, racially diverse school aged youth to their programs. The library is working with other stakeholders to engage Toki Middle Schoolers that sometime use the library in manners disruptive to other patrons during the hours of 3:00 – 5:00 p.m.

Public and Parochial Schools

The Southwest Neighborhood Planning area lies within two school districts: Madison

Metropolitan and Middleton-Cross Plains School District.

Within the Madison Metropolitan School District, school age children attend one of five elementary schools: Chavez, Falk Elementary, Muir, Orchard Ridge, or Stephens (See Map 19). Since the majority of the children in the planning area live south of Schroeder Road, Chavez, Falk, and Orchard Ridge Elementary Schools are the primary elementary schools. Falk Elementary is located within the planning area and Orchard Ridge directly to the east. Students attending Chavez Elementary are bussed 3-miles and students attending West Middleton Elementary are bussed 5-miles to attend school. After-school activities are a challenge for either of these schools because of the travel logistics.

Madison Metropolitan School District students attend Toki Middle (5606 Russett Road) and Memorial High (201 South Gammon Road) Schools and Middleton-Cross Plains students attend Glacier Creek Middle and West Middleton High Schools.

Parochial schools located within and or adjacent to the planning area include Our Redeemer Lutheran (approximately 95 enrolled students) and St. Maria Goretti Catholic Parish Schools (approximately 339 enrolled students). Both schools provide Christian based education for K-8 grades.

Community Centers

Wisconsin Youth and Family Center, 1201 McKenna Boulevard, has been operating for the last two years at the former Eagle School

site. Wisconsin Youth and Family Center provides activities and programs or provides facility space to other service providers. Youth and families from the Elver Park area are familiar with the community center. Neighborhood residents living in the Greentree, Meadowood, Orchard Ridge, Prairie Hill areas are less familiar with its operation. Van pick-up and drop-off is limited to an after-school route on Mondays-Thursdays.

Initial discussions have occurred on expanding Wisconsin Youth and Family Center. Wisconsin Youth and Family Center owns its current site and the lot directly to the south of its current building.

Centers of Worship

Four local centers of worship provide need-based services or resources. Our Redeemer Lutheran Church, St. Maria Goretti Church, Madison Mennonite Church, and Orchard Ridge United Church of Christ assist with housing, school supplies, clothing, furniture, and food.

Non-Profit Service Providers

Service providers in the southwest area are challenged by an increase in youth population, ethnic diversity, and economic need. The logistics of space, staff, timing, and transportation has also been a challenge. Services are not clustered in a single location and are often not communicated widely.

Joining Forces for Families (JFF) provides basic needs assistance to families in the study area. JFF is a voluntary, community-based, supportive service that helps families address

their basic human needs. The JFF program encourages cooperation between agencies in caring for families. JFF uses the combined talents and resources of the Dane County Human Services Department, public health, county and local law enforcement agencies, school districts, human services organizations, and residents to support the success of children, youth and families in home, school and the community. The current JFF office is located at 5818 Russett Road #2.

Senior & Special Housing Facilities

The Southwest Neighborhood Planning area has an array of senior and special needs housing. Oakwood Village Continuing Care Facility is the largest facility with 351 units and 137 beds, respectively. Oakwood Village also manages conservation land that is part of their facilities. Other housing facilities include: Strathmore Home, 6216 Strathmore Lane; Alterra Wynwood, 413 S Yellowstone; Covenant Oaks, 6165 Mineral Point; and Foster Community Corrections, 5706 Odana Road.

Utilities

American Transmission Company Lines

American Transmission Company (ATC) is proposing a new 345-kilovolt electric transmission line between Middleton and the town of Christiana. ATC is proposing the line to reinforce the aging electric system that serves Dane County and southern Wisconsin and to meet the increasing electrical usage resulting from the tremendous growth in the county. One of the routes would parallel the West Beltline Highway. The proposed

transmission line is scheduled to be placed in service by summer 2011.

Intergovernmental Cooperation

The Southwest planning area includes Town of Madison and Town of Middleton parcels. To help manage relationships between the municipalities, the City of Madison has enacted intergovernmental agreements with both townships.

Town of Middleton

On December 11, 2003, the Wisconsin Department of Administration approved the “Final City of Madison and Town of Middleton Cooperative Plan” (Section 66.0307, Wisconsin Statutes). By 2042, all town land will become part of the City. Property owners can request to become part of the City at any time before 2042. If they desire to be connected to City water and/or sewer, they must agree to have their property attached to the City within five years or by 2042, whichever occurs first. Prior to 2042, township property owners that do not choose to become attached to the City may incur special assessments by the City for public improvements. These assessments will be indexed for inflation with payments to begin when the property owner chooses to be connected to City water and sewer or the property is attached to the City, whichever occurs first.

For Town commercial properties that are attached to the City, the City will make revenue sharing payments to the Town for 5 years on a 50 percent to 10 percent declining amount based upon the Town local property tax share

collected by the Town for the year of attachment.

Town of Madison

On October 10, 2003, the Wisconsin Department of Administration approved the “Final City of Madison, City of Fitchburg, and Town of Madison Cooperative Plan.” This agreement also provides a permanent boundary between the City of Madison and the City of Fitchburg with Town of Madison lands being annexed into either municipality depending on where they fall within the new boundaries. Town of Madison lands in the Southwest planning area will become part of the City of Madison, whether by the request of property owners, or automatically in 2023.

Crime and Safety

See Appendix 1 on Crime Statistics in the Southwest Neighborhood and nearby areas for calls for service statistics in the greater Southwest neighborhood.

It has been reported that persons on probation and parole are currently residing in the multifamily subareas in the Southwest planning area. Often, these persons on probation and parole are not on lease with the property owner, but are long-term guests of the tenants who are on lease. Southwest area rental property owners need to be vigilant in enforcing a strong guest policy in their leases, such as guests may not stay in a unit for more than 14 days without filling out an application and being considered to be added to the lease.

Department of Corrections data on numbers of persons was not easily available at the time of this plan’s publication.

The Neighborhood Steering Committee would like to encourage continued efforts to get accurate data from Department of Corrections and would also like to encourage present and future neighborhood leaders to continue to work with Department of Corrections, Madison Police and area rental property owners on resolving issues related to parolees and persons on probation living in Southwest neighborhoods.

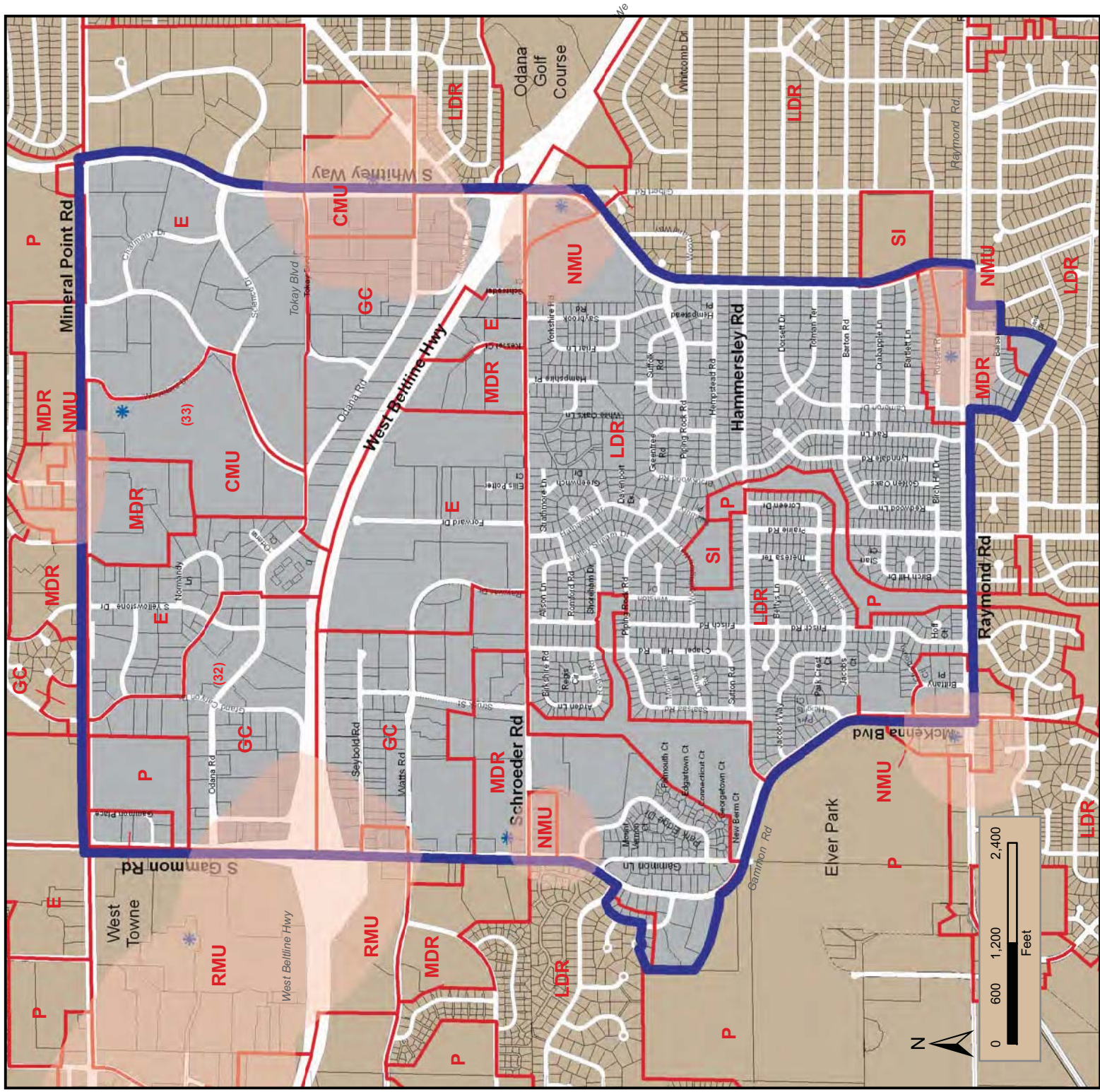
Table 5		2000 Southwest Neighborhood Census Profile															
		Census Tract 4.04, Block Group 1 (Oakwood Village)		Census Tract 4.04, Block Group 2		Census Tract 4.04, Block Group 3		Census Tract 4.04, Block Group 4		Census Tract 4.04, Block Group 5		Census Tract 5.01, Block Group 4		Total in Southern Residential Area		Total in the City of Madison	
POPULATIONS		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Sex	Total Population	1,719	100.0%	1,785	100.0%	1,505	100.0%	788	100.0%	1,542	100.0%	1,122	100.0%	6,742	100.0%	208,054	100.0%
	Total Households	1,076	100.0%	800	100.0%	509	100.0%	285	100.0%	572	100.0%	494	100.0%	2,660	100.0%	89,019	100.0%
	Male	617	35.9%	907	50.8%	755	50.2%	367	46.6%	842	54.6%	586	52.2%	3,457	51.3%	102,248	49.1%
	Female	1,102	64.1%	878	49.2%	750	49.8%	421	53.4%	700	45.4%	536	47.8%	3,285	48.7%	105,806	50.9%
Race and Ethnicity	White	1,587	92.3%	1,217	68.2%	1,330	88.4%	701	89.0%	1,256	81.5%	990	88.2%	5,494	81.5%	174,689	84.0%
	Black	14	0.8%	403	22.6%	10	0.7%	-	0.0%	221	14.3%	71	6.3%	705	10.5%	12,155	5.8%
	Native American	14	0.8%	-	0.0%	-	0.0%	29	3.7%	-	0.0%	-	0.0%	29	0.4%	759	0.4%
	Asian or Pacific Islander	75	4.4%	75	4.2%	148	9.8%	-	0.0%	59	3.8%	52	4.6%	334	5.0%	12,142	5.8%
	Other	17	1.0%	70	3.9%	6	0.4%	39	4.9%	6	0.4%	-	0.0%	121	1.8%	3,474	1.7%
Age	*Two or more Races	12	0.7%	20	1.1%	11	0.7%	19	2.4%	-	0.0%	9	0.8%	59	0.9%	4,835	2.3%
	0 to 4	21	1.2%	77	4.3%	111	7.4%	50	6.3%	130	8.4%	55	4.9%	423	6.3%	10,815	5.2%
	5 to 9	18	1.0%	128	7.2%	107	7.1%	67	8.5%	96	6.2%	66	5.9%	464	6.9%	14,121	6.8%
	10 to 14	-	0.0%	126	7.1%	185	12.3%	43	5.5%	70	4.5%	46	4.1%	470	7.0%	4,180	2.0%
	15 to 20	42	2.4%	186	10.4%	142	9.4%	60	7.6%	186	12.1%	68	6.1%	642	9.5%	8,145	3.9%
	21 to 24	130	7.6%	166	9.3%	32	2.1%	27	3.4%	124	8.0%	66	5.9%	415	6.2%	44,488	21.4%
	25 to 34	269	15.6%	331	18.5%	138	9.2%	145	18.4%	340	22.0%	154	13.7%	1,108	16.4%	37,054	17.8%
	35 to 44	102	5.9%	249	13.9%	314	20.9%	100	12.7%	247	16.0%	160	14.3%	1,070	15.9%	29,925	14.4%
	45 to 54	109	6.3%	264	14.8%	223	14.8%	174	22.1%	229	14.9%	197	17.6%	1,087	16.1%	26,553	12.8%
Disability	55 to 64	93	5.4%	160	9.0%	150	10.0%	78	9.9%	59	3.8%	142	12.7%	589	8.7%	7,941	3.8%
	65+	935	54.4%	98	5.5%	103	6.8%	44	5.6%	61	4.0%	168	15.0%	474	7.0%	24,832	11.9%
	Sesnory	100	5.8%	28	1.6%	49	3.3%	34	4.3%	11	0.7%	17	1.5%	139	2.1%	4,935	2.4%
	Physical	190	11.1%	57	3.2%	53	3.5%	68	8.6%	52	3.4%	93	8.3%	323	4.8%	10,717	5.2%
	Mental	91	5.3%	104	5.8%	40	2.7%	-	0.0%	44	2.9%	43	3.8%	231	3.4%	8,547	4.1%
	Self-care	57	3.3%	15	0.8%	6	0.4%	8	1.0%	9	0.6%	31	2.8%	69	1.0%	3,473	1.7%
	Go-outside-home	138	8.0%	62	3.5%	36	2.4%	18	2.3%	77	5.0%	21	1.9%	214	3.2%	7,984	3.8%
Family Type	Employment	87	5.1%	70	3.9%	30	2.0%	16	2.0%	45	2.9%	28	2.5%	189	2.8%	10,178	4.9%
	Female Householder	7	0.7%	77	9.6%	48	9.4%	31	10.9%	52	9.1%	44	8.9%	252	9.5%	6,596	7.4%
	Female Householder w/own Children Under 18 Yrs.	-	0.0%	55	6.9%	33	6.5%	25	8.8%	24	4.2%	37	7.5%	174	6.5%	4,457	5.0%
	Total Families	248	23.0%	394	49.3%	424	83.3%	223	78.2%	372	65.0%	334	67.6%	1,747	65.7%	42,760	48.0%
	Total Families w/own Children Under 18 Yrs.	31	2.9%	139	17.4%	201	39.5%	79	27.7%	179	31.3%	104	21.1%	702	26.4%	20,682	23.2%
	Persons 65 years + Living Alone	357	33.2%	24	3.0%	22	4.3%	17	6.0%	12	2.1%	68	13.8%	143	5.4%	6,290	7.1%

2000 Southwest Neighborhood Census Profile																	
		Census Tract 4.04, Block Group 1 (Oakwood Village)		Census Tract 4.04, Block Group 2		Census Tract 4.04, Block Group 3		Census Tract 4.04, Block Group 4		Census Tract 4.04, Block Group 5		Census Tract 5.01, Block Group 4		Total in Southern Residential Area		Total in the City of Madison	
EDUCATION AND OCCUPATION		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
School Enrollment (3 Yrs+)	Population 3 Yrs +	1,698	100.0%	1,739	100.0%	1,469	100.0%	757	100.0%	1,459	100.0%	1,083	100.0%	6,507	100.0%	201,111	100.0%
	Pre-primary	-	0.0%	47	2.7%	71	4.8%	11	1.5%	71	4.9%	34	3.1%	234	3.6%	5,080	2.5%
	Elementary	59	3.5%	353	20.3%	402	27.4%	135	17.8%	283	19.4%	126	11.6%	1,299	20.0%	24,706	12.3%
	Middle School	8	0.5%	65	3.7%	104	7.1%	11	1.5%	8	0.5%	23	2.1%	211	3.2%	8,273	4.1%
	High School	15	0.9%	45	2.6%	52	3.5%	25	3.3%	95	6.5%	-	0.0%	217	3.3%	8,604	4.3%
	College	140	8.2%	123	7.1%	54	3.7%	33	4.4%	133	9.1%	91	8.4%	434	6.7%	43,299	21.5%
	Total Enrollment	1,920	13.1%	633	36.4%	683	46.5%	215	28.4%	590	40.4%	274	25.3%	2,395	36.8%	89,962	44.7%
Educational Attainment (25 Yrs+)	Population 25 Yrs +	1,508	100.0%	1,102	100.0%	928	100.0%	541	100.0%	936	100.0%	821	100.0%	4,328	100.0%	126,804	100.0%
	Elementary	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	214	0.2%
	Middle School	113	7.5%	26	2.4%	-	0.0%	-	0.0%	9	1.0%	-	0.0%	35	0.8%	2,350	1.9%
	High School (No Degree)	59	3.9%	52	4.7%	41	4.4%	7	1.3%	16	1.7%	47	5.7%	163	3.8%	5,934	4.7%
	High School Graduate or Equivalent	330	21.9%	195	17.7%	99	10.7%	140	25.9%	173	18.5%	123	15.0%	730	16.9%	22,974	18.1%
	some college	236	15.6%	206	18.7%	145	15.6%	110	20.3%	191	20.4%	110	13.4%	762	17.6%	23,447	18.5%
	Associates Degree	109	7.2%	101	9.2%	46	5.0%	39	7.2%	79	8.4%	43	5.2%	308	7.1%	9,707	7.7%
	Bachelors Degree	429	28.4%	287	26.0%	302	32.5%	212	39.2%	298	31.8%	309	37.6%	1,408	32.5%	34,603	27.3%
	Graduate or Professional Degree	232	15.4%	235	21.3%	295	31.8%	33	6.1%	170	18.2%	189	23.0%	922	21.3%	26,454	20.9%
Labor Force Status (16 Yrs+)	Employed	726	98.4%	1,188	96.2%	855	100.0%	509	95.7%	1,028	95.3%	617	95.5%	3,688	96.7%	121,828	95.2%
	Unemployed	12	1.6%	47	3.8%	-	0.0%	23	4.3%	51	4.7%	29	4.5%	127	3.3%	6,104	4.8%
Journey to Work (16 Yrs+)	Total Workers 16 Years or Older	718	100.0%	1,166	100.0%	849	100.0%	501	100.0%	1,016	100.0%	599	100.0%	4,131	100.0%	119,707	100.0%
	Car, Truck or Van	613	85.4%	999	85.7%	773	91.0%	466	93.0%	931	91.6%	545	91.0%	3,714	89.9%	90,177	75.3%
	Public Transportation	44	6.1%	56	4.8%	14	1.6%	-	0.0%	51	5.0%	44	7.3%	165	4.0%	8,579	7.2%
	Walk, Bike or Other Means	-	0.0%	11	0.9%	15	1.8%	9	1.8%	13	1.3%	10	1.7%	58	1.4%	17,001	14.2%
	Worked at Home	27	3.8%	25	2.1%	28	3.3%	18	3.6%	21	2.1%	-	0.0%	92	2.2%	3,675	3.1%

2000 Southwest Neighborhood Census Profile																	
		Census Tract 4.04, Block Group 1 (Oakwood Village)		Census Tract 4.04, Block Group 2		Census Tract 4.04, Block Group 3		Census Tract 4.04, Block Group 4		Census Tract 4.04, Block Group 5		Census Tract 5.01, Block Group 4		Total in Southern Residential Area		Total in the City of Madison	
INCOME		Dollars	Households/Families	Dollars	Households/Families	Dollars	Households/Families	Dollars	Households/Families	Dollars	Households/Families	Dollars	Households/Families	Dollars	Households/Families	Dollars	Number of Households/Families
Median Income	Households	\$35,246	1076	\$46,875	800	\$70,766	509	\$63,102	285	\$59,914	572	\$55,643	494	\$59,260	2,660	\$41,941	893
	Families	\$58,929	248	\$50,938	394	\$71,452	424	\$60,750	223	\$68,125	372	\$57,429	334	\$61,739	1,995	\$59,840	428
Mean Household Income by Source	Wage or Salary Income	\$29,071	655	\$46,916	771	\$70,599	482	\$60,811	259	\$59,198	542	\$63,515	387	\$58,425	2,441	\$47,617	75,955
	Social Security	\$13,566	537	\$15,965	86	\$12,601	78	\$8,269	36	\$10,040	48	\$11,847	130	\$12,369	378	\$12,426	15,788
	Public Assistance	\$1,661	36	\$23,300	8	\$4,000	4	\$0	0	\$0	0	\$0	0	\$16,867	12	\$2,171	1,384
	Retirement Income	\$20,702	303	\$22,951	35	\$17,756	71	\$24,946	35	\$31,010	20	\$21,794	154	\$21,948	315	\$22,280	11,299
Poverty Status		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
	Married Couple	9	3.6%	0	0.0%	0	0.0%	9	4.0%	0	0.0%	0	0.0%	9	0.3%	881	2.1%
	Married Couple w/Children	0	0.0%	0	0.0%	0	0.0%	9	4.0%	0	0.0%	0	0.0%	9	0.3%	596	1.4%
	Female Householder	0	0.0%	11	2.8%	0	0.0%	0	0.0%	0	0.0%	15	4.5%	26	1.0%	1,230	2.9%
	Female Householder w/Children	0	0.0%	11	2.8%	0	0.0%	0	0.0%	0	0.0%	15	4.5%	26	1.0%	1,099	2.6%
HOUSING (total units)		1,156	100.0%	766	100.0%	517	100.0%	292	100.0%	595	100.0%	496	100.0%	2666		92,353	100.0%
Units in Structure	1 unit	9	0.8%	330	43.1%	477	92.3%	268	91.8%	358	60.2%	326	65.7%	1,759	66.0%	44,565	48.3%
	2 units	-	0.0%	52	6.8%	33	6.4%	24	8.2%	41	6.9%	-	0.0%	150	5.6%	5,739	6.2%
	3-4 units	44	3.8%	94	12.3%	-	0.0%	-	0.0%	90	15.1%	75	15.1%	259	9.7%	8,041	8.7%
	5-9 units	101	8.7%	165	21.5%	-	0.0%	-	0.0%	50	8.4%	35	7.1%	250	9.4%	8,736	9.5%
	10-9 units	166	14.4%	118	15.4%	-	0.0%	-	0.0%	56	9.4%	60	12.1%	234	8.8%	7,690	8.3%
	20-49	520	45.0%	7	0.9%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	7	0.3%	9,198	10.0%
	50 or more	316	27.3%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	7,419	8.0%
	mobil home	-	0.0%	-	0.0%	7	1.4%	-	0.0%	-	0.0%	-	0.0%	7	0.3%	936	1.0%
Tenure of Occupied Units	other	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	29	0.0%
	Total Occupied	1,085	93.9%	760	99.2%	517	100.0%	292	100.0%	575	96.6%	496	100.0%	2,640	99.0%	88,845	96.2%
	Owner-Occupied	19	1.8%	359	47.2%	456	88.2%	220	75.3%	299	52.0%	326	65.7%	1,660	62.9%	42,445	47.8%
Vehicles Available to Occupied Units	Renter-Occupied	1,066	98.2%	401	52.8%	61	11.8%	72	24.7%	276	48.0%	170	34.3%	980	37.1%	46,420	52.2%
	0 Vehicles	197	18.2%	7	0.9%	-	0.0%	8	2.7%	-	0.0%	-	0.0%	15	0.6%	10,483	11.8%
	1 Vehicle	706	65.1%	413	54.3%	92	17.8%	82	28.1%	158	27.5%	251	50.6%	996	37.7%	37,550	42.3%
	2 + Vehicles	182	16.8%	340	44.7%	425	82.2%	202	69.2%	417	72.5%	245	49.4%	1,629	61.7%	40,812	45.9%

2000 Southwest Neighborhood Census Profile																	
		Census Tract 4.04, Block Group 1 (Oakwood Village)		Census Tract 4.04, Block Group 2		Census Tract 4.04, Block Group 3		Census Tract 4.04, Block Group 4		Census Tract 4.04, Block Group 5		Census Tract 5.01, Block Group 4		Total in Southern Residential Area		Total in the City of Madison	
HOUSING Continued (total units)		1,156	100.0%	766	100.0%	517	100.0%	292	100.0%	595	100.0%	496	100.0%	2666		92,353	100.0%
Year Structure Built	1939 or earlier	28	2.4%	-	0.0%	10	1.9%	-	0.0%	-	0.0%	9	1.8%	19	0.7%	15,626	16.9%
	1940 to 1949	19	1.6%	-	0.0%	-	0.0%	8	2.7%	11	1.8%	8	1.6%	27	1.0%	6,932	7.5%
	1950 to 1959	15	1.3%	7	0.9%	31	6.0%	15	5.1%	-	0.0%	214	43.1%	267	10.0%	12,558	13.6%
	1960 to 1969	19	1.6%	79	10.3%	342	66.2%	142	48.6%	39	6.6%	145	29.2%	747	28.0%	15,177	16.4%
	1970 to 1979	428	37.0%	295	38.5%	70	13.5%	101	34.6%	266	44.7%	26	5.2%	758	28.4%	16,251	17.6%
	1980 or later	647	56.0%	385	50.3%	64	12.4%	26	8.9%	279	46.9%	94	19.0%	848	31.8%	25,809	27.9%
Bedrooms	Total structures	1,156	100.0%	766	100.0%	517	100.0%	292	100.0%	595	100.0%	496	100.0%	2,666	100.0%	92,353	100.0%
	No bedroom	180	15.6%	7	0.9%	-	0.0%	-	0.0%	12	2.0%	-	0.0%	19	0.7%	6,236	6.8%
	1 bedroom	513	44.4%	72	9.4%	-	0.0%	16	5.5%	64	10.8%	17	3.4%	169	6.3%	16,800	18.2%
	2 bedroom	393	34.0%	413	53.9%	42	8.1%	10	3.4%	183	30.8%	124	25.0%	772	29.0%	28,632	31.0%
	3 bedroom	61	5.3%	161	21.0%	202	39.1%	236	80.8%	181	30.4%	262	52.8%	1,042	39.1%	29,527	32.0%
	4 bedroom	9	0.8%	113	14.8%	239	46.2%	23	7.9%	146	24.5%	93	18.8%	614	23.0%	9,476	10.3%
	5+ bedrooms	-	0.0%	-	0.0%	34	6.6%	7	2.4%	9	1.5%	-	0.0%	50	1.9%	1,682	1.8%
Housing Costs	Median Value of owner-occupied units	\$0	-	\$138,800	-	\$150,900	-	\$130,100	-	\$143,300	-	\$140,000	-	\$140,620	-	\$139,300	-
	Median Contract Rent of renter-occupied units	\$678	-	\$638	-	\$768	-	\$658	-	\$711	-	\$704	-	\$696	-	\$602	-
Households Paying 35% + Toward Housing Costs	Total Owner Occupied Households	-	NA	216	100	427	100	213	100	267	100	326	100	1,449	100	37122	100
	Owner-Occupied Households Paying 35% +	-	NA	53	24.5%	65	15.2%	9	4.2%	30	11.2%	24	7.4%	181	12.5%	4,848	13.1%
	Total Renter Occupied Households	1,057	100.0%	401	100.0%	61	100.0%	72	100.0%	276	100.0%	170	100.0%	980	67.6%	46385	100.0%
	Renter-Occupied Households Paying 35% +	273	25.8%	53	13.2%	18	29.5%	17	23.6%	44	15.9%	15	8.8%	147	10.1%	16,523	35.6%
Place of Residence in 1985 for Persons 5+ years	Residence in Same House	433	27.0%	693	43.1%	900	66.1%	500	70.5%	533	39.2%	664	67.5%	3,290	54.7%	77,305	39.2%
	City of Madison	721	45.0%	539	33.5%	237	17.4%	131	18.5%	430	31.7%	214	21.8%	1,551	25.8%	48,002	24.4%
	Balance of Dane County	119	7.4%	73	4.5%	43	3.2%	8	1.1%	27	2.0%	45	4.6%	196	3.3%	8,827	4.5%
	Outside of Dane County	270	16.8%	211	13.1%	134	9.8%	20	2.8%	179	13.2%	51	5.2%	595	9.9%	54,210	27.5%
	Abroad	60	3.7%	92	5.7%	47	3.5%	50	7.1%	189	13.9%	9	0.9%	387	6.4%	8,637	4.4%
	Total	1,603	100.0%	1,608	100.0%	1,361	100.0%	709	100.0%	1,358	100.0%	983	100.0%	6,019	100.0%	196,981	100.0%

*In the 200 Census, responders were allowed for the first time to claim more than one race. This makes comparisons difficult, as there is no way of knowing which category those claiming two or more races in 2000 had claimed in 1990.



MAP 11-SW Neighborhood Planning Area

Planning Area

Possible Infill or Redevelopment Areas
Comprehensive Plan

Proposed Land Use
(Comprehensive Plan)

Comprehensive Plan
Recommended Land Use

RESIDENTIAL DISTRICTS
LDR Low Density (0 - 15 units/acre)
MDR Medium Density (16 - 40 units/acre)
HDR High Density (41 - 60 units/acre)

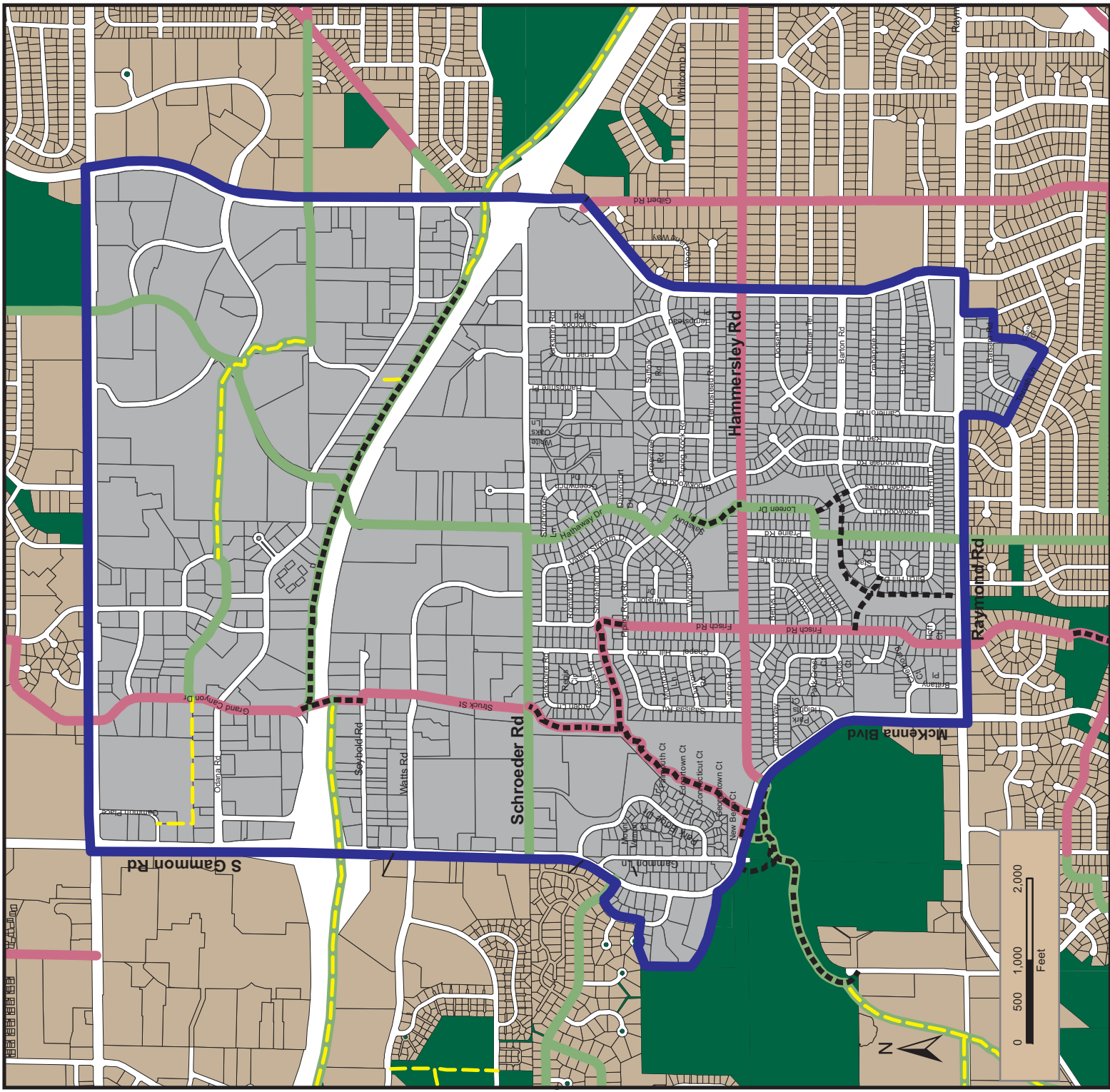
MIXED USE DISTRICTS
NMU Neighborhood Mixed-Use
CMU Community Mixed-Use
RMU Regional Mixed-Use

COMMERCIAL/EMPLOYMENT DISTRICTS
GC General Commercial
RC Regional Commercial
E Employment
I Industrial
NPA Neighborhood Planning Area
(TND Encouraged)

OPEN SPACE - AGRICULTURE DISTRICTS
P Park and Open Space
A Agriculture/Rural Uses

SPECIAL DISTRICTS
SI Special Institutional
AP Airport
C Campus

SPECIAL OVERLAY DESIGNATIONS
TOD Transit-Oriented Development
(Conceptual Locations)
TND Traditional Neighborhood Development
(Conceptual locations, TND may be applied to NPA and residential districts as specified in neighborhood and special area plans.)
(O) Land Use Note Reference Number



MAP 13 SW Neighborhood Planning Area

Planning Area

Parcels in Planning Area

Parcels Outside Planning Area

Bike Path

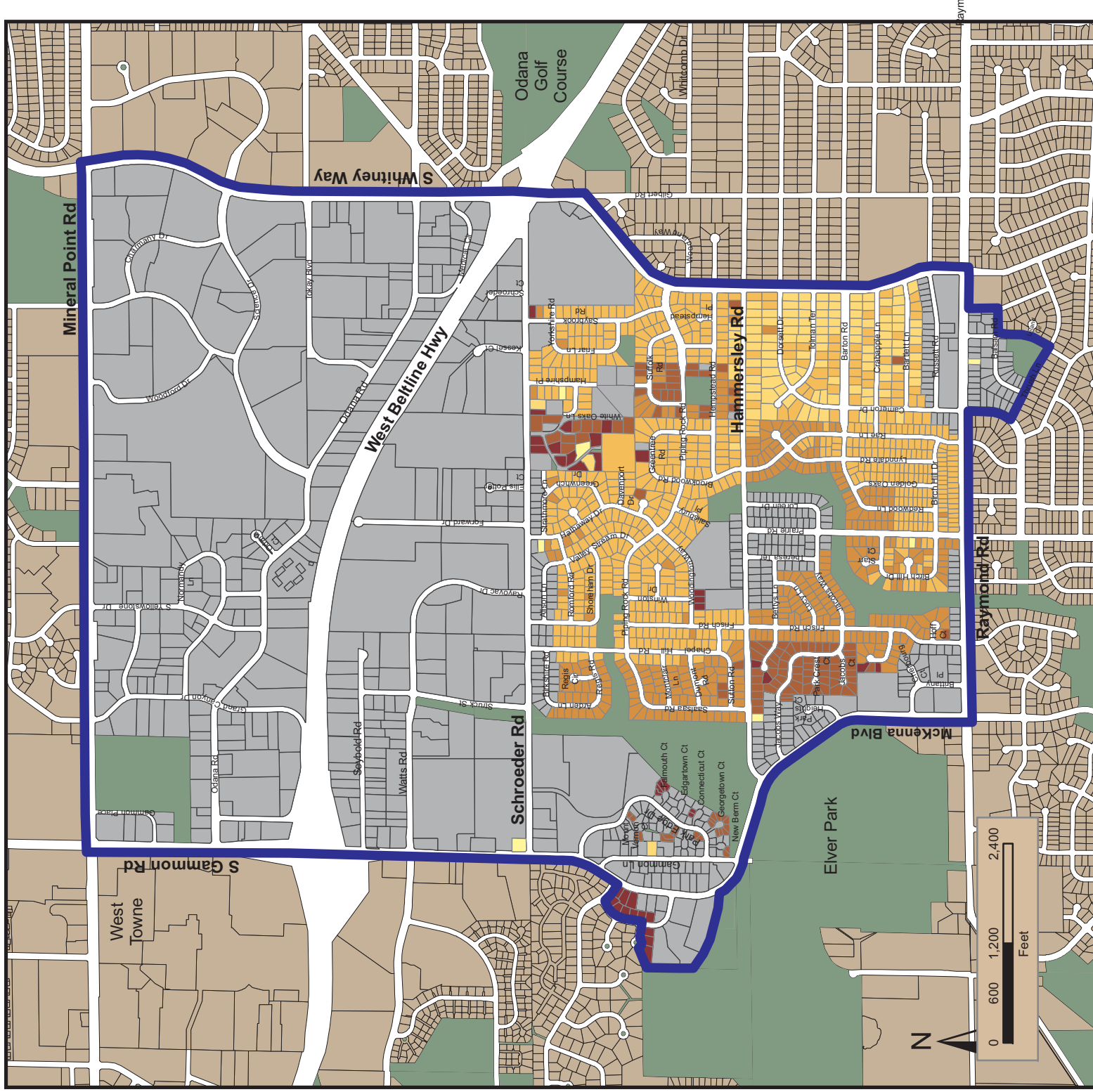
- Existing
- Proposed

Special streets for bicyclists, on which motorized vehicles are prohibited. They are shared with pedestrians, skaters, and other non-motorized users.

Bike Route

- Existing
- Proposed

Major routes through the City that most bicyclists will feel comfortable using.



MAP 14 SW Neighborhood Planning Area

Age of Single-Family
Structures

Age of Single-Family Structures

Compiled by the City of Madison

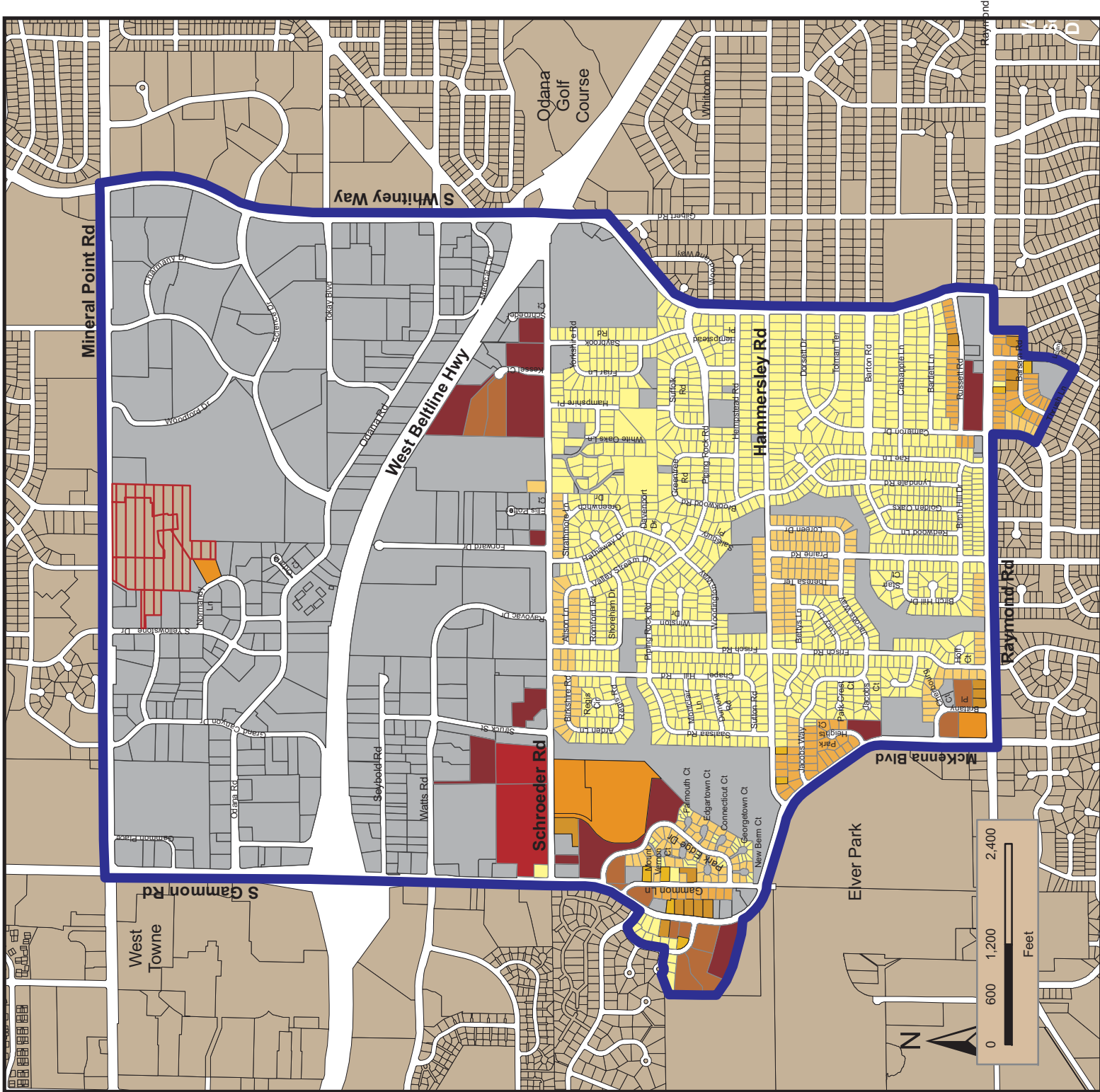
Before 1950
1950 - 1959
1960 - 1969
1970 - 1979
1980 - 1989
1990 - Present
Planning Area (non-residential)
Outside of Planning Area

Single-Family Unit Age Information

Total: 1,266

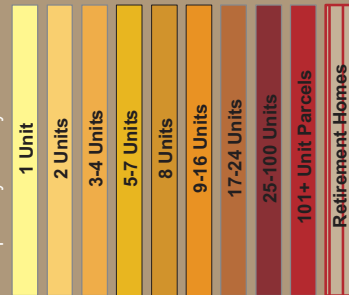
	number	percent
Constructed Before 1950	7	0.6
Constructed 1950-1959	112	8.8
Constructed 1960-1969	642	50.7
Constructed 1970-1979	345	27.3
Constructed 1980-1989	122	9.6
Constructed 1990 and After	38	3.0
Total	1,266	100.0

The Department of Planning and Development
BOWEN, Jody
10/15/2010
M:\GIS\BPL\Map14.mxd



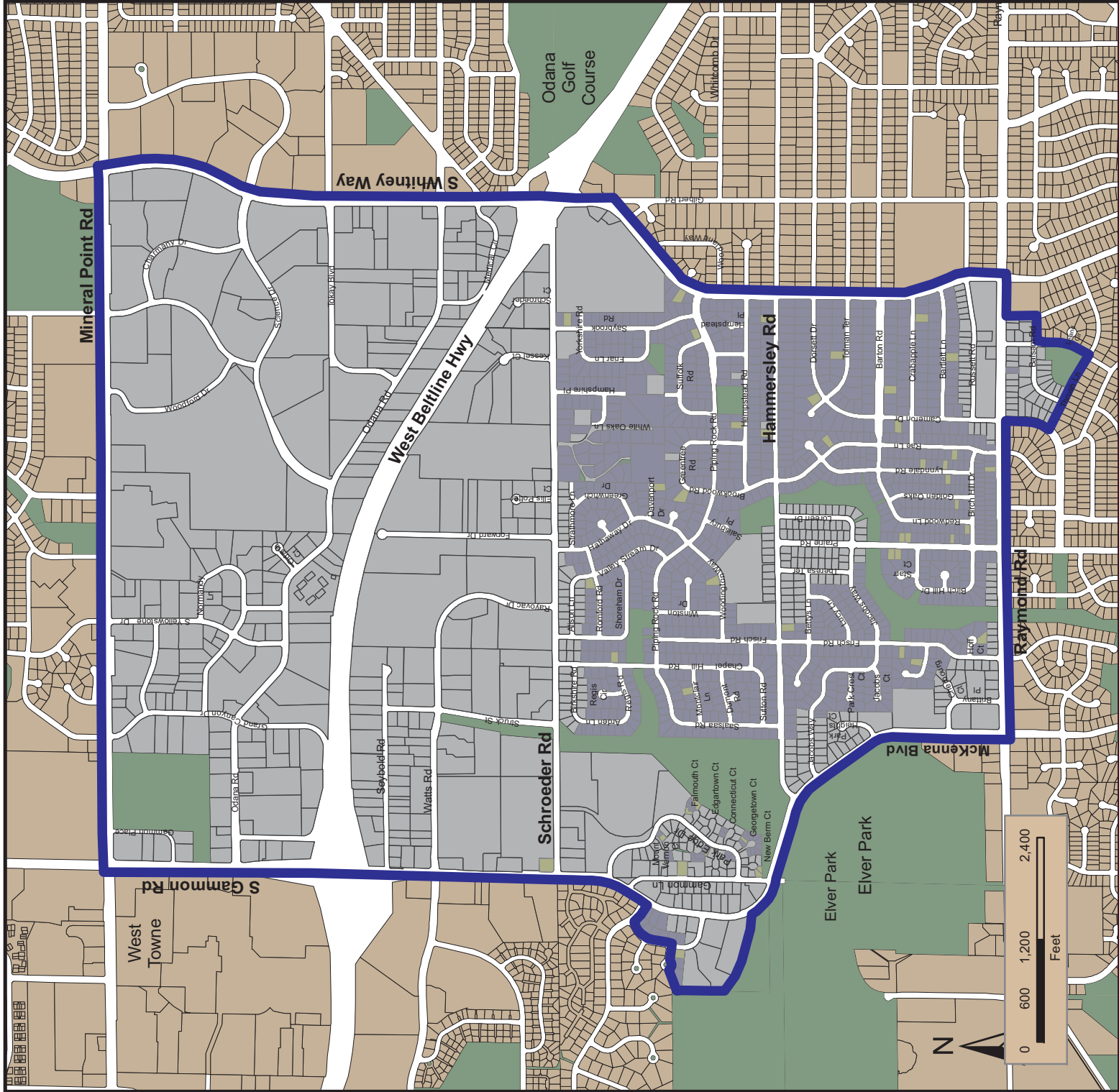
MAP 15 SW Neighborhood Planning Area

Residential Structures
 Compiled by the City of Madison



Land Use	Parcels	Acres	%
1 Unit	1,270	373.1	61.1%
2 Units	221	56.1	9.2%
3-4 Units	91	26.1	4.3%
5-7 Units	9	3.2	0.5%
8 Units	14	7.8	1.3%
9-16 Units	4	25.8	4.2%
17-24 Units	12	21.5	3.5%
25-100 Units	13	45.9	7.5%
101+ Units	2	20.9	3.4%
Other Residential	4	30.0	4.9%
Total Residential	1,640	610.4	100.0%

Type of Residential
 Structure



MAP 16 SW Neighborhood Planning Area

Single-Family Structures

Compiled by the City of Madison

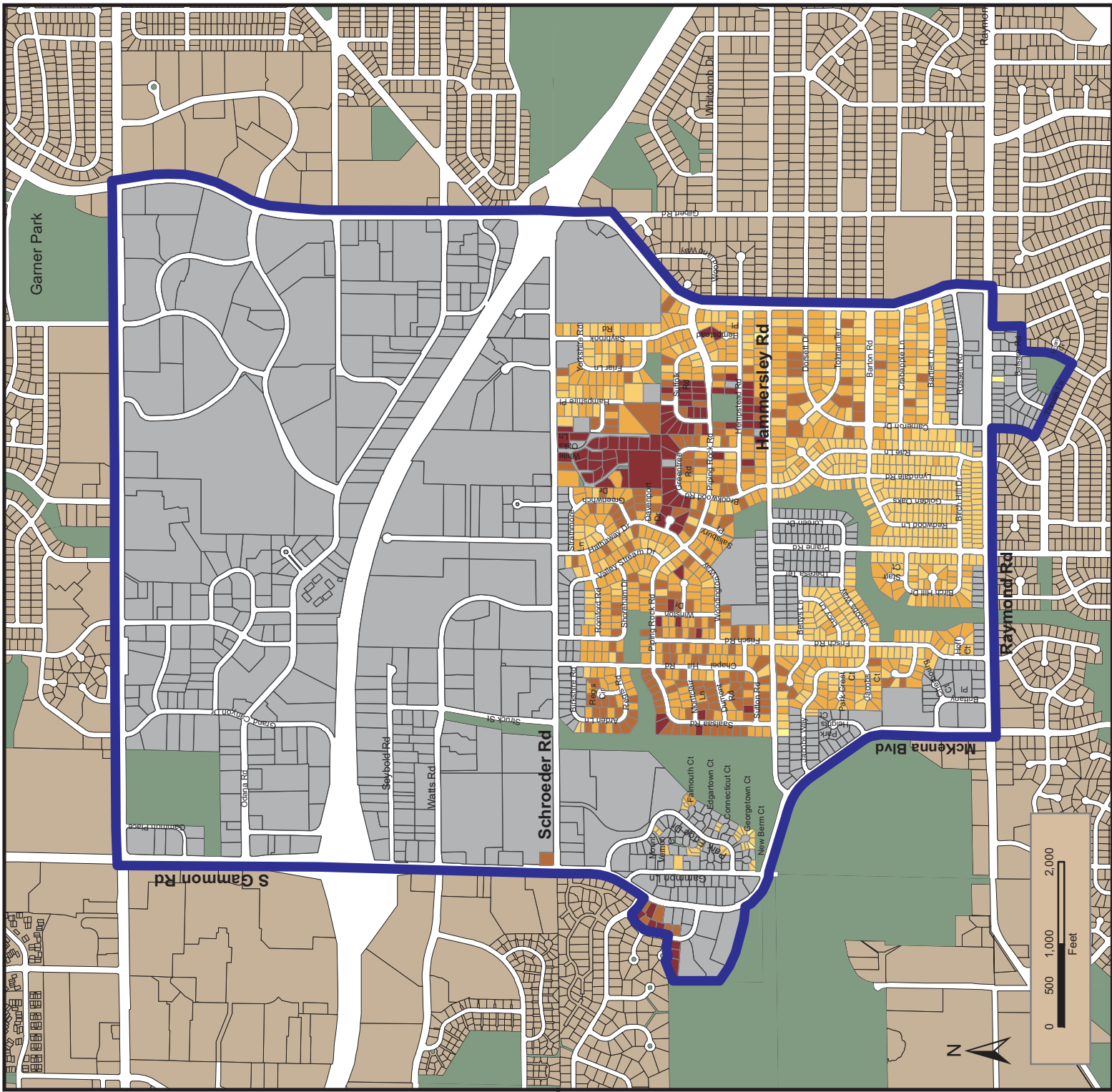


Owner-Occupancy Single-Family Residential Structures

Total Residential Parcels:
Total Single Family Parcels:

Owner Occupied (City of Madison)	1221	96.1%
Owner Occupied (Non-City Parcels)	4	0.3%
Total Owner Occupied Parcels	1225	96.5%
Renter Occupied (City of Madison)	45	3.5%
Renter Occupied - Non City Parcels	0	0.0%
Total Renter Occupied Parcels	45	3.5%
Total Parcels	1,266	100.0%

Tenure of Single-Family
Structures



MAP 17 SW Neighborhood Planning Area

Assessed Value of
Single-Family Structures

2005 Assessed Value of Single-Family Structures

Compiled by the City of Madison

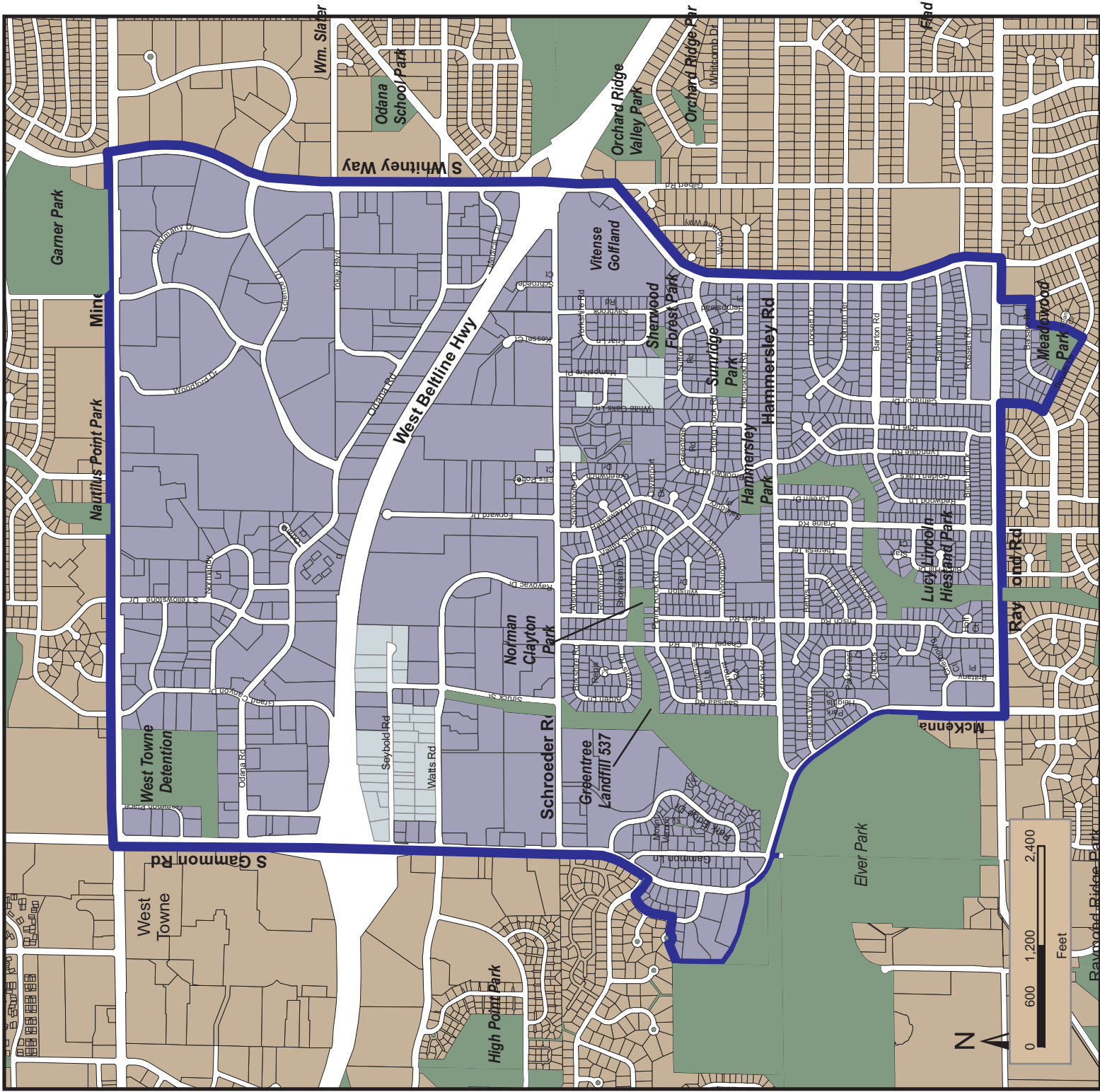
Under \$150,000
\$150,000 - \$199,999
\$200,000 - \$249,999
\$250,000 - \$299,999
\$300,000 and Over
Other Parcels

Single-Family Unit Assessment Information

Compiled by the City of Madison

number	percent
Under \$150,000	6 0.5%
\$150,000 - \$199,999	532 41.9%
\$200,000 - \$249,999	467 36.8%
\$250,000 - \$299,999	179 14.1%
\$300,000 and Over	86 6.8%
SINGLE-FAMILY PARCELS	1,270 100.0%

Single-Family Parcels in City: 1,266
Single-Family Parcels outside City: 4
The Department of Planning and Development: Madison, WI September 2006
Source: City of Madison Assessor



MAP 18 SW Neighborhood Planning Area

Park and Open Space

Compiled by the City of Madison

Planning Area

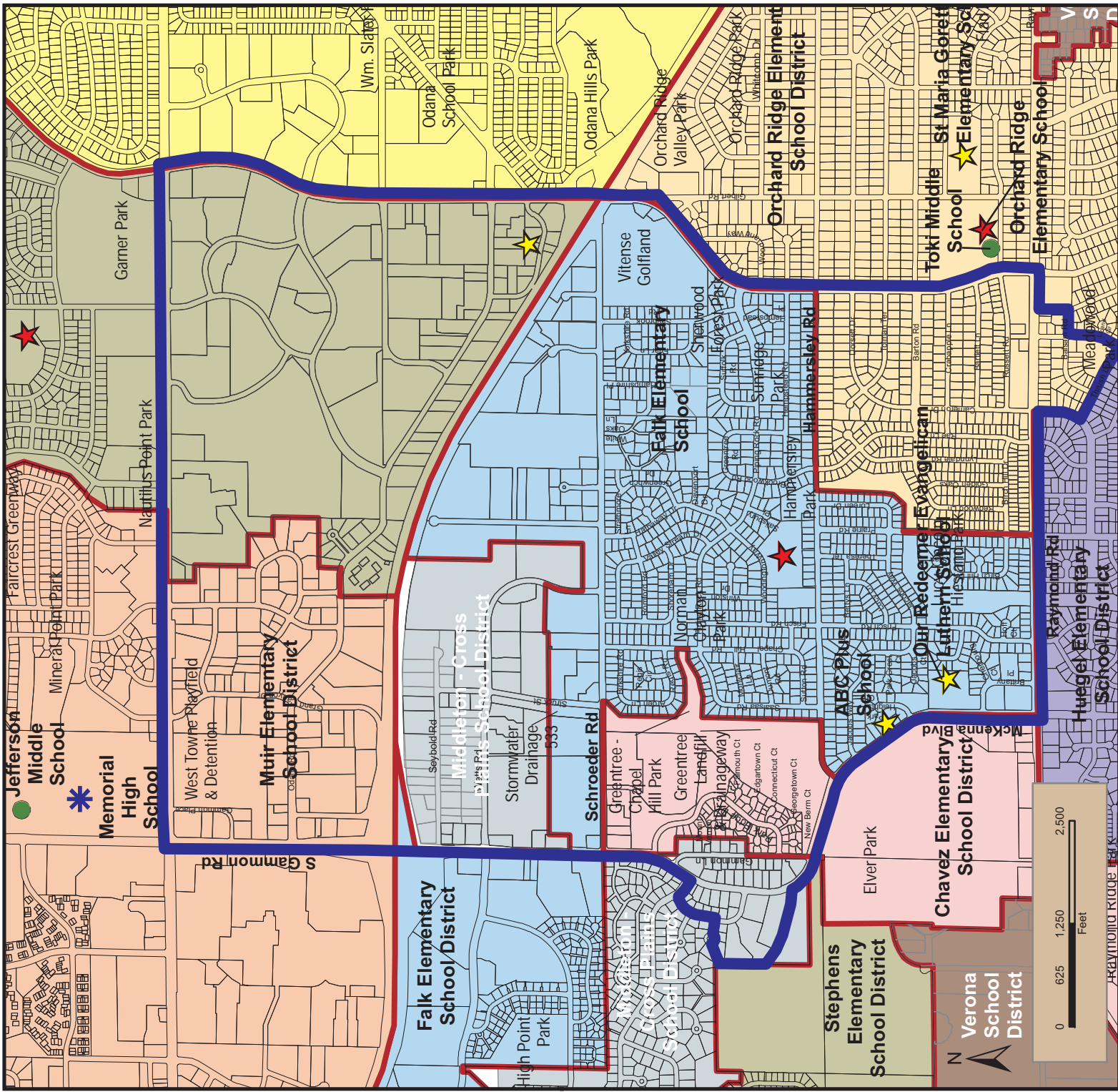
Park, Open Space and Drainage

City Parcels in Planning Area

Non-City Parcels in Planning Area

Parcels outside of the Planning Area

Park Name	Acres
Hammersley Park	3.1
Lucy Lincoln Hiestand Park	12.4
Meadowood Park	3.1
Norman Clayton Park	3.4
Sherwood Forest Park	1.4
Sunridge Park	2.4
George Vitense Golf	29.3
Drainage	75.1
Total	130.2



MAP 19

SW Neighborhood Planning Area

Schools

Elementary School Attendance Areas in the City of Madison

Elementary School Districts

Chavez
Falk
Huegel
Muir
Orchard Ridge
Stephens
Van Hise

★	Elementary School
●	Middle School
✱	High School
✴	Private School
★	Other School Districts
★	Middleton - Cross Plains
★	Verona School District

Compiled by the City of Madison

School Name	Attendance
Chavez	
Falk	
Huegel	
Muir	
Orchard Ridge	
Stephens	
Van Hise (Edge)	
Total	

Appendix 6.

Strengths, Weaknesses, Opportunities, and Threats Analysis

Opportunity Analysis

The southwest region of Madison is a suburban area with a traditionally high regard for natural resources and public open space, and a traditionally strong sense of community pride and ownership. Approximately one-half of the study area is reaching 50 years in age. This is significant because a new generation will begin residing in the area. Notable changes in demographics have already occurred within the previous 10 years. Different lifestyles and perceptions are and will continue to impact housing, recreation, commercial, education, and employment needs. As this area transitions, a unique opportunity exists to reflect on its founding and present characteristics, and to determine the most beneficial characteristics for shaping the future. (See Map 20.)

Locational Overview

This large and diverse study area encompasses six neighborhoods and one of the most active commercial areas in the southwest region of Madison. Schroeder Road divides the study area into two smaller areas: a predominantly commercial area to the north and a predominantly residential area to the south. South Gammon Road/McKenna Boulevard, South Whitney Way, Raymond Road, and Mineral Point Road are major arterial streets in the area. Elver Park, the Meadowood Shopping

Center, and Vitense Golf Land are major landmarks in the area.

Major Barriers

- The West Beltline Highway further segments the northern commercial sector; it also isolates the northern half of the commercial sector from the southwest residential neighborhoods. The Beltline is the busiest arterial street in Madison and north-south vehicular traffic must use Gammon Road or Whitney Way to traverse it.
- The interchanges at Gammon Road and Whitney Way are congested, pedestrian unfriendly, and unattractive. The only north-south pedestrian access through the Beltline is a bike path linking Struck Street and Grand Canyon Drive.
- Transportation routes within the commercial and residential areas do not follow the traditional street grid system. Cul-de-sacs and curving streets make travel and orientation difficult in both areas.
- The Schroeder Road commercial area is dominated by parallel north-south streets ending in cul-de-sacs at the West Beltline. There is little to no through traffic, which isolates businesses in this area.
- The auto-driven nature of many businesses in the northern commercial area requires a large amount of surface parking. This creates poor aesthetics and pedestrian accessibility.
- Direct north-south transportation routes do not exist in the residential area. Hammersley Road is the only direct east-

west transportation route. This causes problems for bus routes.

- The largest concentration of multi-family units is located along the stretch of McKenna Boulevard between Schroeder Road and Raymond Road. Another large concentration of multi-family housing is also located to the north and south of Raymond Road between Whitney Way and Cameron Drive. The changing demographics of these areas creates a challenge for community cohesion in building a sense of pride, ownership, and social and emotional investment in the area. The challenge is to create a bridge between the old and new comers of the neighborhood by working together to breakdown perceptions and to work collectively to deal with the difficult issues that are impacting the area.

Major Opportunities

- The northern commercial area has four major landmarks: West Towne Mall, Oakwood Village, CUNA, and Westgate Mall. University Research Park occupies a large amount of land and its presence in the area is still evolving.
- The northern commercial area is the only area with substantial undeveloped land. Larger sites are within University Research Park; smaller sites are adjacent to Ray-o-Vac and the State testing lab.
- A subarea of the West Towne area, at Gammon and Watts Roads, creates a loose neighborhood commercial node closer to the study area. Its smaller scale and sidewalk access to multi-family housing is

more pedestrian friendly than the West Towne area; however, this area is still primarily an auto-driven environment.

- A large concentration of businesses to the north serves as a major employment center with the potential of generating major employment opportunities for the southwest residential area.
- A greenway system through the southwest residential area is a major asset providing public open space, character, and connectivity between neighborhoods and community nodes. This resource can be further enhanced by increasing its connectivity and incorporating more pedestrian amenities. The greenway can serve as an alternate mode of transportation through the area.
- Elver Park is another dominant feature and valuable natural resource. It functions as a community park with over 220 acres. Several smaller neighborhood parks are also dispersed in the area.
- The Meadowood Shopping Center at the corner of Whitney Way and Gammon Road is a landmark in the southwest residential area. It creates a strong neighborhood-shopping node. Current businesses offer a variety of locally aimed businesses including food vendors, a dry cleaners, a pharmacy, and a bank. Current vacancies could provide space for additional businesses reflecting the growing diversity in the area.

The study area contains several local schools. Falk Elementary School is located at the heart of the southwestern residential area where Greentree, Prairie Hills, Meadowood, and

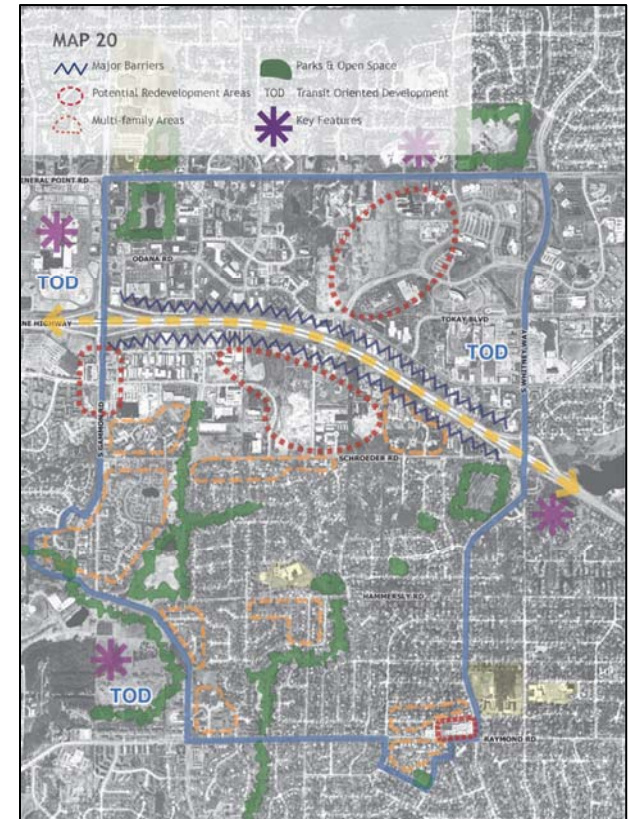
Orchard Ridge intersect. This creates a central node in the community that could support student and community activities, and increase connectivity.

Our Redeemer Lutheran School is located on McKenna Boulevard. Saint Maria Goretti and Orchard Ridge Elementary School are also located on the east side of Whitney Way.

Four centers of worship support five congregations in the community: Our Redeemer Lutheran Church; Saint Maria Goretti Church; Good Shepherd Lutheran Church; Madison Mennonite Society; and the Orchard Ridge United Church of Christ. These congregations and their facilities are a valuable resource in the community.

The residential area is close to several regional shopping areas. These include the West Towne Mall area, the Odana Road Corridor, the Westgate Mall area, and the Verona Road corridor. These shopping areas contain major grocery stores as well as other essential commercial shops for neighborhood residents.

As a new generation begins residing in these neighborhoods, stewardship of physical and cultural resources becomes imperative. There are currently many active individuals, neighborhood-based organizations, and business groups that take pride and ownership in these neighborhoods. Property owners, businesses, community organizations, and residents are making considerable investments in the social and physical fabric of the area. As change occurs, present and future needs can be met in partnership with many of these valuable resources.



Map 20: Opportunity Analysis

Appendix 7.

Future Land Use Concepts & Strategies

The Southwest neighborhoods' planning effort focused on the residential area south of Schroeder Road. The Steering Committee felt it necessary to concentrate on the pressing issues of this area due to the limited time available for the planning process. The portion of the study area north of Schroeder Road is predominantly commercially zoned and developed. For this area, the following discussion includes general land use principles of redevelopment and infill, along with conceptual redevelopment ideas for certain areas.

Land Use Principles of Development, Redevelopment and Infill

Incorporate Traditional Neighborhood Development (TND) and Transit-Oriented Development (TOD) principles into redevelopment of areas such as the Odana Road commercial corridor, the Westgate and Whitney Square shopping centers and new development (e.g. University Research Park land).

TND's are designed with places to live, work and shop all within walking distance. These new traditional neighborhoods are more functional, efficient, enduring and memorable than routine subdivisions. TNDs are compact, mixed-use areas served with a highly interconnected system of pedestrian and bicycle-scaled streets, sidewalks, paths and trails. TNDs should include, at a minimum, a Mixed Residential Area and a Neighborhood

Center Area, and they may also include a Mixed Employment District where the predominant building use is workplace and employment. The Neighborhood Center should have the highest density and intensity of development in the TND. It should include engaging public spaces, such as a pedestrian-oriented "main street" square, green or plaza; and public buildings such as a library, church or community center; a transit stop; multi-unit residential buildings at least two-stories in height; and depending on market conditions, neighborhood-scale retail uses. Buildings should be set close to the street with doors and windows facing the street.

Land Use Principles for the Northern Portion of the Southwest Study Area

- Require that special area plans for new development such as the plan currently underway for land on the westside of the University Research Park follow the mixed-use development and Traditional Neighborhood Development (TND) principles of the Comprehensive Plan.
- When areas such as the Odana Road commercial corridor redevelop, incorporate TND principles such as mixed-use with higher density, multiple levels, shared parking with adjacent commercial development to help reduce multiple driveway entrances, buildings closer to the street and pedestrian and bicycle amenities.
- A large portion of the land on the westside of Madison is in commercial use and retail businesses are continually being added to this side of the City and to neighboring Fitchburg and Middleton. This puts a strain on older commercial developments by

increasing the number of places where consumers spend a finite amount of their disposable dollars. This is one reason to consider reducing existing commercial land use by redeveloping it into infill residential units. These infill areas could become attractive TND additions to adjacent neighborhoods.

- In the Southwest planning area, there are aging shopping malls and strip centers, some of which are healthier than others. Various studies have been conducted that show underutilized shopping centers or strip malls can be creatively developed into viable, mixed-use neighborhood developments by understanding key criteria such as market conditions, anchor tenants, ownership, site conditions, financing, and community involvement. These infill developments are becoming increasingly important as they help prevent sprawl, utilize existing city infrastructure, and create a new sense of place for westside residents.

Southwest Plan Areas of Interest

The following Southwest plan areas of interest were defined to help organize the land use concepts and ideas that resulted from the planning process (See Map 21). Additional discussions that include stakeholder and public input should occur to further develop these ideas into land use recommendations. These recommendations should be prioritized and included in the plan before it is introduced to the Common Council.

Area 1:

The land use in this area will be influenced by future transportation infrastructure changes. A connection under the Beltline can improve the development of the land into a stronger office/light manufacturing/high tech area near the Spectrum site. Also, improving Seybold Road in the short term by reconstructing it with curb, gutter and sidewalk could create an incentive to upgrade the appearance of the area's buildings.

Most of the Spectrum site is undeveloped prairie/park land. If this site changes ownership and/or use, it will be important to carefully consider the future of both the building on the site and the undeveloped land. In the Comprehensive Plan, the site is designated as Employment land use.

If Spectrum leaves the site, it is important that it remain designated as Employment land use with Class A office use (s). The site could become an office campus with one building and multiple tenants. The conservancy area could remain providing a great asset for office workers and serving as a buffer between the offices and the residential area to the south of Schroeder Road. With redevelopment of this site, open parcels nearby should be considered for development of related business services and places to eat.

For Spectrum or future site uses, the proposed underpass at Medical Science Drive would provide the most direct connection between Spectrum and the existing and future University Research Park sites. This will create opportunities for clustering of related businesses and services.

The Seybold Road area needs an alternate connection back to Watts Road near the west end of the site to help eliminate or improve the intersection at Gammon Road and Seybold Road. Presently, the majority of the land is in the Town of Middleton and the City has little jurisdiction in this area. Seybold Road should be reconstructed using urban standards including curb and gutter with sidewalks. Secondly there is a poor connection to Gammon Road and a connection is needed to Watts Road on this western end to bring vehicles to the signalized intersection at Gammon Road. This road improvement would change the appearance and the hope is that over time, the abutting properties would be redeveloped and upgraded.

On the USGS National Wildlife Health Center site, we encourage the federal government to consider adding office buildings on this site. Presently, only 4 of the 22 acres are used and this site could accommodate new buildings. Any new site development should include preservation of greenspace along Schroeder Road as a visual amenity and a buffer from the housing on the south side of the road.

Area 2:

The Odana Road commercial area developed around the same time as West Towne Mall in the late 60's. The Odana Road area is zoned as a commercial district. With no overall plan for the area, developers were only required to obtain a building permit to start new construction. Each site developed independently with its own parking lot, architectural style or lack of it, and signage. This resulted in the arrangement of developments that currently exists. A large

amount of land area that could be used for structures, greenspace, or pedestrian amenities is now devoted to surface parking lots. The multiple entrances to individual parking lots increase the incidence of traffic backups and accidents leading to a potentially dangerous and unpleasant transportation experience. Most of the buildings are one-story with parking in the front, resulting in the buildings being a greater distant from each other. The result is a street with little pedestrian appeal. The buildings and the signage also do not relate well to each other. Because of the linear layout, the character of the development remains the same for the entire length of the street. The first principle as redevelopment occurs, is to bring the buildings along this portion of Odana Road closer to the street with parking behind or on the side of the buildings. The land use could be planned to complement land use in Area 5 by including lower level restaurants and upper level retail, especially as West Towne redevelops. The detention pond could become a place for customers and employees to walk, sit, and eat lunch. The area of off Odana Road facing Oakwood Village could become a place to consider expanding housing options through redevelopment, infill or converting offices into residential units.

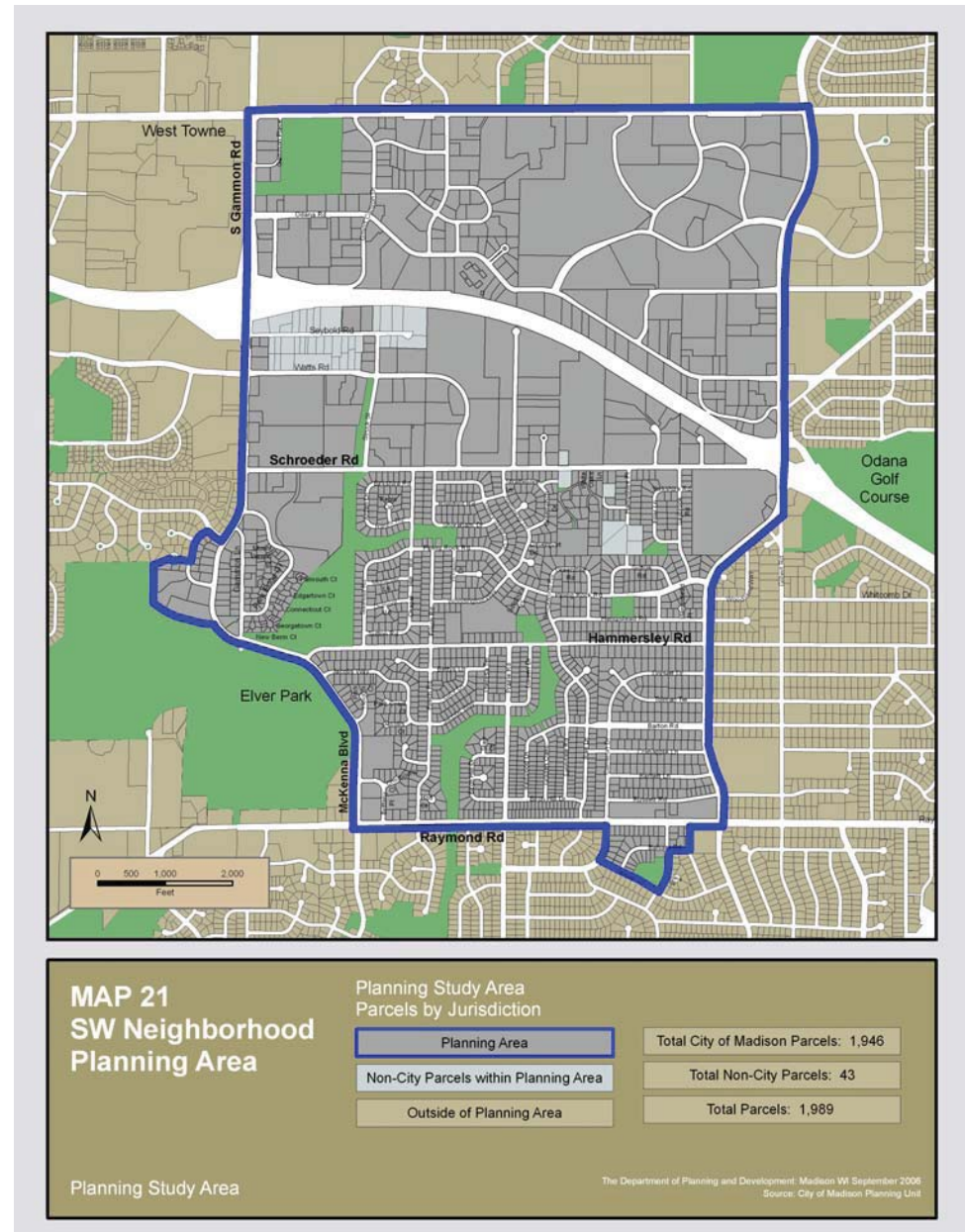
Area 3:

This area is undergoing a planning process started by CUNA to expand their facilities into the remaining UW Research Park area. The goal is to have a mixed-use development with a housing component along the westerly property line.

Area 4:

Westgate is an aging commercial strip mall that is ideally situated for redevelopment with a small retail footprint and a larger housing component, much like the new Sequoya library development. Similar to Westgate, Sequoya is located next to mid-century neighborhoods that include public greenspace and neighborhood shopping and services.

Area 5: As land becomes more valuable, West Towne could redevelop their vast areas of surface parking into parking ramps. The remaining land area could be transformed into TND and TOD style development, creating a new sense of place and community.



Appendix 8.

Resolution

Adopting the Southwest Neighborhood Plan and recommendations contained therein as a supplement to the City's adopted Comprehensive Plan. Ald. Districts 1, 19, & 20.

Fiscal Note: There is no fiscal impact associated with the adoption of the plan. However, implementing specific recommendations within the plan will have fiscal impacts in the future and will require Common Council approval at that time.

WHEREAS the City of Madison's Comprehensive Plan adopted January 17, 2006 (Substitute Ordinance No. 02207) recommends the adoption of neighborhood plans for established residential neighborhoods within the City; and

WHEREAS the Community Development Block Grant (CDBG) Commission has designed the Southwest area (selected of portions of census tract 4.04 and 5.01) as a CDBG Concentration Neighborhood for the purposes of providing planning assistance and CDBG funding for eligible neighborhood improvement projects;

WHEREAS the Southwest Neighborhood Steering Committee (SWNSC) guided the preparation of the plan with input from the Greentree, Meadowood, Prairie Hills, and Orchard Ridge Neighborhood Associations as well as neighborhood residents, business

community and other interested stakeholders; and

WHEREAS the SWNSC prioritized the top six overall plan recommendations, summarized in priority order: 1) Assign additional police services/resources to the Bettys-Theresa-Hammersley, Balsam-Russett and Park Ridge areas; 2) Expand Meadowridge Library at or near its present location and provide additional programs/services for youth and adult residents, with an added emphasis on programs dealing with education and employment resources; 3) Promote a variety of home ownership and rehabilitation programs, loans and services focusing on Bettys-Theresa-Hammersley, Balsam-Russett, Park Ridge, and Schroeder-Berkshire areas; 4) Increase programming for youth, adults and seniors, such as ESL classes, GED, tutoring, and after-school and summer educational/recreational activities; 5) Develop communication mechanism between Madison Police, property owners and neighborhood associations to address neighborhood-related issues jointly; and 6) Purchase ambulance for Fire Station No. 7.

WHEREAS the Plan recommendations have been reviewed by City Department/Agencies and approved by the appropriate City boards and commissions; and

WHEREAS this is a mid-range plan where City Departments/Agencies are expected to work with neighborhood associations, property owners, and other pertinent stakeholders to assist in the implementation of Plan recommendations over a ten-year time frame.

NOW THEREFORE BE IT RESOLVED that the Common Council does hereby adopt the Southwest Neighborhood Plan as a supplement to the City's Comprehensive Plan.

BE IT FURTHER RESOLVED that the changes to the Comprehensive Plan's Generalized Future Land Use Plan Map recommended in the Southwest Neighborhood Plan be considered for adoption during the next annual Comprehensive Plan evaluation and amendment process.

BE IT FURTHER RESOLVED that the following specific recommendations have been organized according to the agency responsible to take the lead for implementation with plan recommendation listed in priority order by implementation agency.

BE IT FURTHER RESOLVED that prior to the commencement of the annual budget process, the Department of Planning & Community & Economic Development will prepare a status report on the implementation of the neighborhood plan recommendations and forward said status report to City agencies for consideration in establishing future agency work plans and budget submittals.

BE IT FURTHER RESOLVED that for those plan recommendations with capital budget implications, the Department of Planning & Community & Economic Development will forward this information to the Capital Improvement Review Committee (CIRC) for their consideration as part of annual capital budget review process.

BE IT FINALLY RESOLVED that the appropriate City agencies be requested to consider assigning priority in future work plans to proceed with the implementation of the highest priority projects and activities in the Plan.

Neighborhood Preservation & Inspection

1. 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: 1) Develop a checklist for local residents to use to assess building code violations and the steps to report suspected code violations to the Neighborhood Preservation & Inspection Unit and 2) Provide information on existing programs, such as Dane County Housing Authority Home Ownership Counseling, YWCA Second Chance Tenant Education Program, to building and repairing credit, financial planning, finding and maintaining housing, understanding rental property owner/tenant and fair housing laws, communicating with property owners and understanding notices and contracts associated with renting.

2. 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 of Bettys-Theresa-Hammersley, Balsam-Russett, Park Ridge and Schroeder-Berkshire sub areas.

3. Encourage single-family, multifamily property-owners, and commercial property-owners to install lighting and other security improvements.

Community Development Block Grant

1. Develop Employment and Training Strategy for Southwest neighborhoods. As part of the strategy, develop relationships with major local employers and 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

2. Promote a variety of home ownership 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.

Community Services

1. 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.

2. Secure youth employment and/or employment skill training with local and regional public and private business sectors.

3. Develop neighborhood-based network and/or a distribution relationship to assemble and disseminate community information about neighborhood events, programs for youth and adults, and social and economic issues. A distribution relationship could include: United Way 211, 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.

4. Establish a coalition of neighborhood associations (i.e. neighborhood planning council) with representation from the business community, community centers, faith-based 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.

Community Development Authority

1. 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.

Engineering Division

1. Evaluate and proceed according regarding the potential extension of Lucy-Lincoln-Heistand greenway pedestrian/bicycle path to connect with the bicycle path at Hammersley Park and to the greenway pedestrian/bicycle path south of Raymond Road.
2. 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.
- 3 Consider and plan accordingly on installing a sidewalk curb cut and median cut-through at Raymond Road near the Lucy Lincoln Heistand Park to facilitate pedestrian/bicycle movement along the greenway system.
4. Consider and plan accordingly for constructing a facing bump-out on the south side 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.

Fire Department

1. Explore purchasing a new ambulance and evaluate the placement of the newly acquired ambulance at Fire Station No. 7.

Library Board

1. Explore the feasibility of expanding Meadowridge Library at or near its present location. Provide services and programs for youth and adult residents, with an added emphasis on programs dealing with education and employment resources. Offer bilingual classes in Spanish and Hmong. Use the library as a clearinghouse for programs and services offered for youth and families in the area. A new facility should include adequate meeting space for neighborhood-based groups.

Parks Division

1. 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.
2. Explore developing a fenced dog park in the Southwest Planning Area and act accordingly to pursue installation.
3. Explore and take appropriate actions to develop community gardens at: 1) North of Raymond Road (Lucy Lincoln Heistand Park); 2) South of Hammersley Road (between Loreen Drive 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.

4. Develop a fitness trail and walking routes that utilizes the existing parks, greenway and trail systems

5. Improve accessibility, visibility and recreational use of Hammersley Park by: removing underbrush, overgrown shrubs and trees, installing lighting, expanding path systems, and creating a direct relationship of the space with Falk Elementary School. Determine if a splash park would be feasible at this location.

6. Explore constructing an accessible pedestrian path across the drainage way from Park Ridge Neighborhood to Greentree-Chapel Hill Park. An accessible path would improve access to residents to the parkland and existing bicycle path.

7. Upgrade Meadowood Park (east of Balsam Road) by replacing the former ice rink with a soccer field and/or community garden.

8. Work with Parks Division to address the issue of noise occurring at Elver Park from individuals without approved amplification permits.

9. Improve the existing tennis courts at Norman Clayton Park.

Police Department

1. Assign additional police services/resources, such as, but not limited to, neighborhood officers, in the Balsam-Russett, Bettys-Theresa-Hammersley, and Park Ridge sub areas.

2. 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.

3. 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. Work with Madison Police Department to develop and implement a standardized reporting form for neighborhoods to use to report incidences occurring within the Southwest Neighborhoods (includes residential, commercial, and public spaces).

Traffic Engineering

1. 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, 2) Schroeder Road at Struck Street, and 3) McKenna at New Washburn Way.

2. Evaluate and pursue recommended actions regarding installing lighting in public and private places to increase illumination. High priority areas include, but not limited to: 1) Install street lighting on the 5700-5800 blocks of Russett Road; 2) 5800 block of Balsam Road; 3) Along Raymond Road between Cameron Drive and Westbrook Lane; and 4) 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-Theresa-Hammersley, Balsam-Russett, and Park Ridge sub areas.

3. 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; 2) Gammon Lane at Gammon Road; 3) Odana Road at Segoe Road; 4) Schroeder Road at Frisch Street, 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 and Forward Drive; and 8) Hammersley Road at Hammersley Park and Falk Elementary School, Theresa Terrace and Loreen Drive.

4. Work with Wisconsin Department of Transportation, in conjunction with Traffic Engineering, to explore alternative crossings of the West Beltline at viable locations (Forward Drive/Watts Road, Grand Canyon Drive and/or Schroeder Court) to improve motor vehicle, transit and bike and pedestrian traffic flow. Work with WisDOT to mitigate adverse community impacts.

5. Work with Wisconsin Department of Transportation, in conjunction with Traffic Engineering, to explore and plan accordingly for the feasibility of installing an underpass or overpass at the West Beltline Highway and Kessel Court for pedestrian and bicyclists to improve the linkage to West YMCA and West Beltline interchange.

6. 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. Explore where lighting is needed in key locations along the bike paths and pursue funding and installation.

7. Evaluate the need for and plan accordingly to mark additional bike lanes at: Grand Canyon Road, Schroeder Road, Struck Street, Frisch Street, Piping Rock Road, Hammersley Road, Baron Road, Watts Road, Whitney Way, and Odana Road.

8. 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.

Madison Metro

1. 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

2. Explore and act accordingly on the possibility of adding rider ship amenities to the bus stop at Prairie/Hammersley Road such as a shelter and/or benches.

3. Explore and act accordingly regarding the potential for adding a park and ride facility at the Metro West Transfer station on adjacent land.