

Southwest Area Plan Open House



Presentation Starts @ 6:45 p.m.



November 19, 2024

What is planning and why does it matter?

- Planning is the process of working together to create recommendations to guide the future of Madison and its neighborhoods.
- Plans set parameters for future development, and include recommendations for parks, streets, and other infrastructure.
- Plans consider many factors, such as projected growth, housing, transportation, the economy, the environment, and cultural resources.
- Planning is an important tool to prepare for growth and navigate change.



What are Area Plans and what are the benefits?

- Full city coverage
- Frequent plan updates
- Consistent plan topics; higher-level recommendations
- Enhanced coordination on City initiatives
- Emphasis on feedback from underrepresented groups



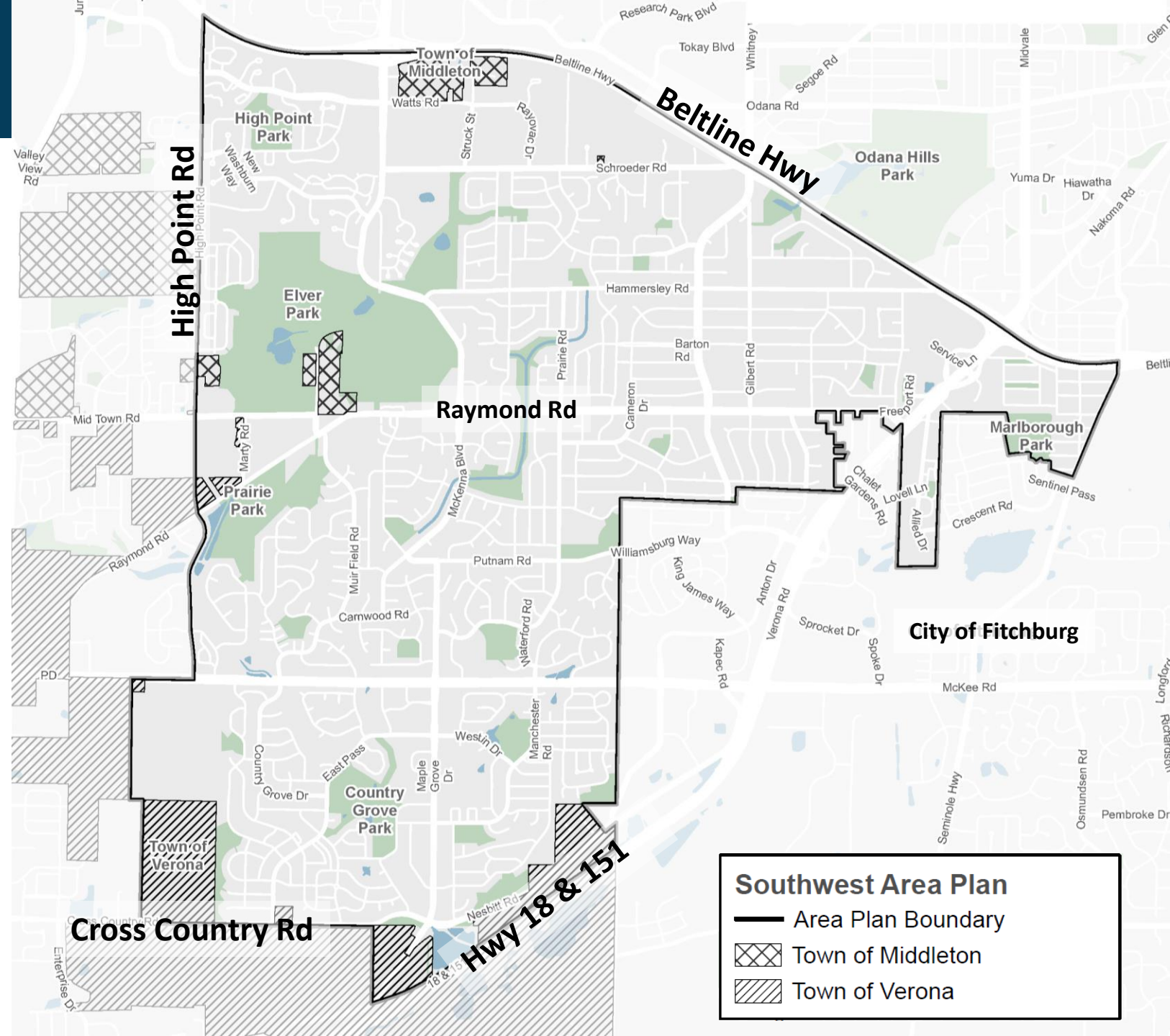
Southwest Area

North boundary: Beltline Hwy

East boundary: City of Fitchburg

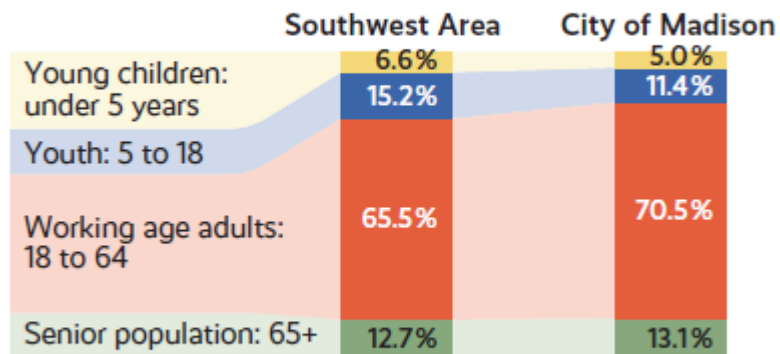
South boundary: Verona Rd /
Hwy 18 / Cross Country Rd

West boundary: Ice Age Trail
Junction Area / High Point Rd



Background

Age



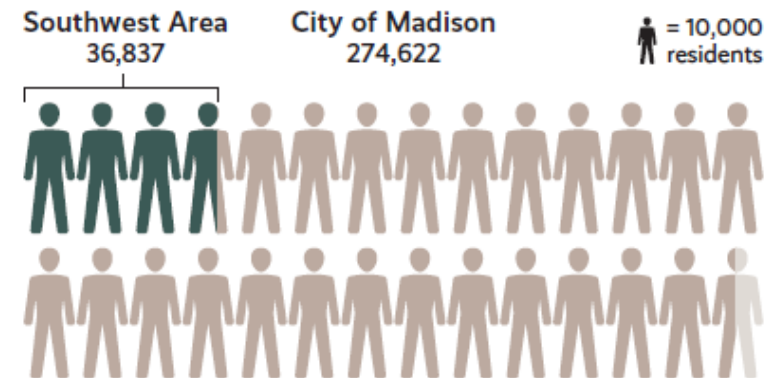
Source: Decennial Census 2020 Block Data

Land use

	Acres	% of Southwest Area
Residential	2,610	48.3%
Commercial	270	5.0%
Institutional/Governmental	155	2.9%
Industrial	13	0.2%
Park and Open Space	1,064	19.7%
Agriculture/Vacant/Under Construction	143	2.6%
Utilities, Transportation	1,148	21.3%
Total	5,404	100.0%

Source: Capital Area Regional Planning Commission (CARPC) 2020 Land Use

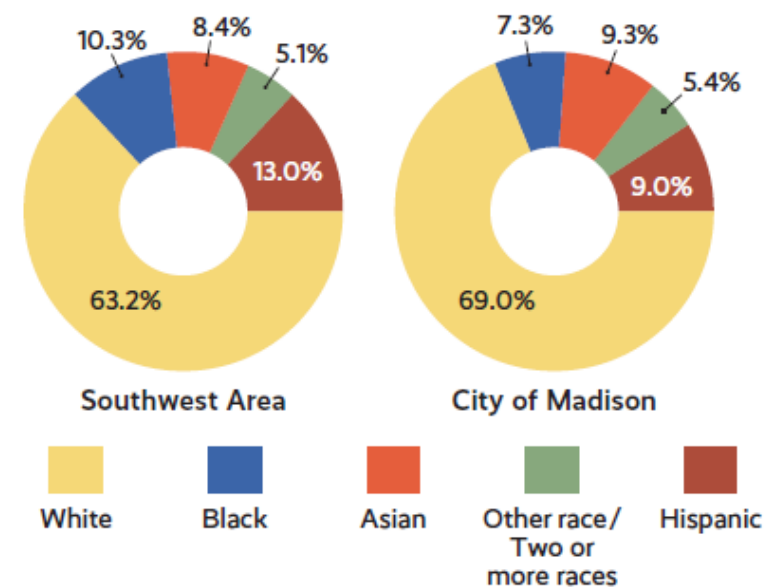
Population



Population change (2010–2020)



Racial and ethnic composition



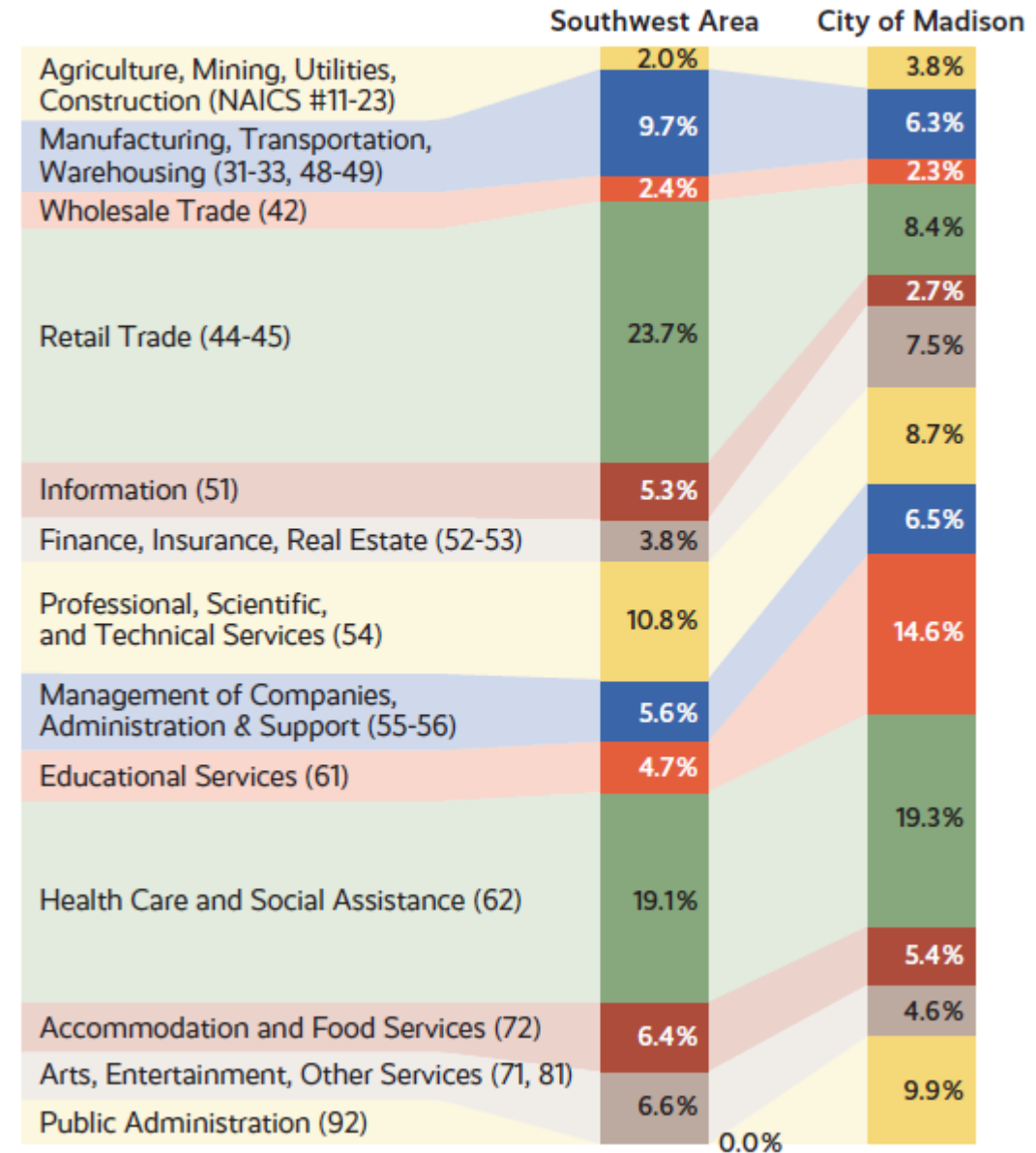
Background

Income and household economics

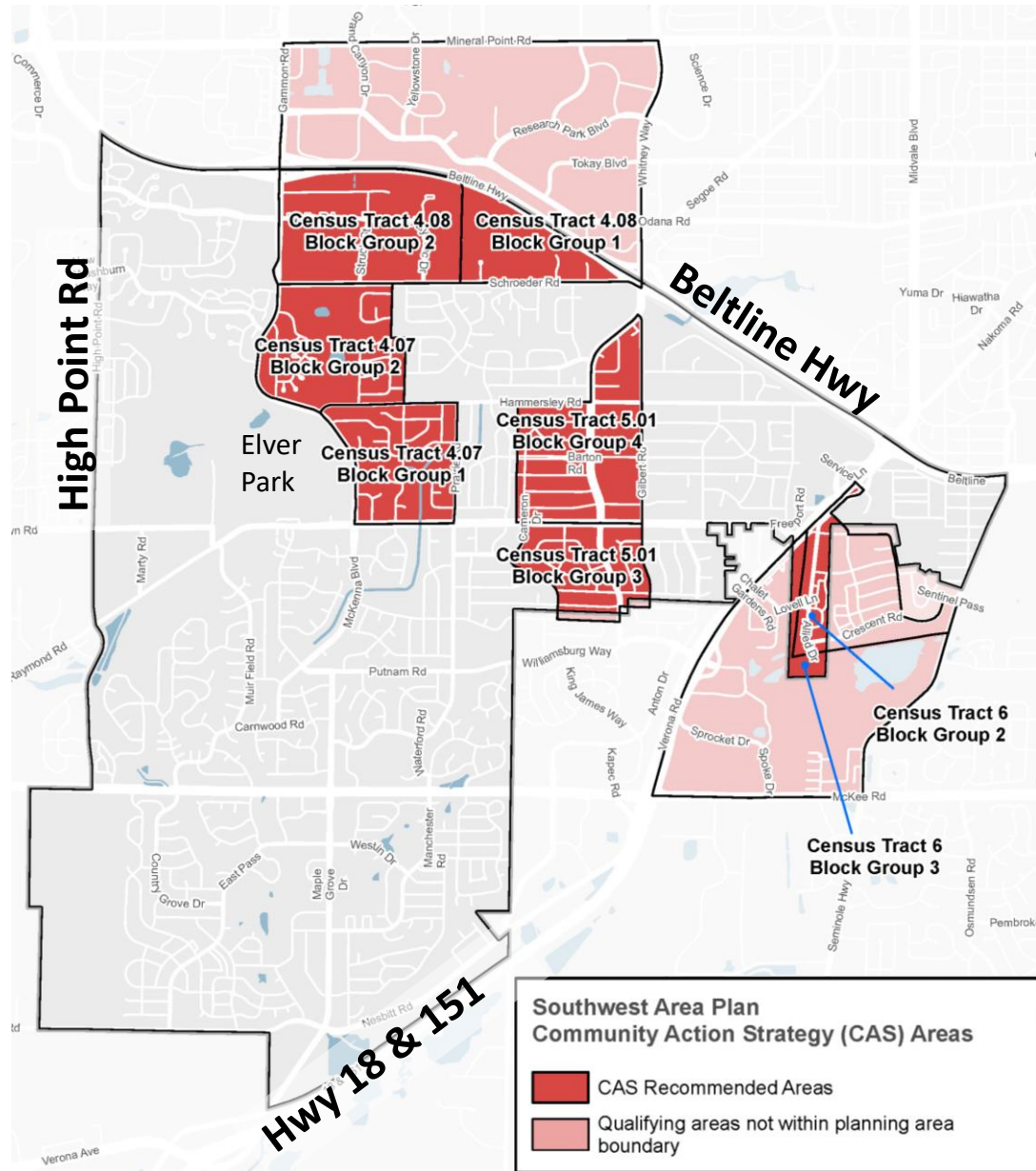
	Southwest Area	City of Madison
Median income	\$82,871	\$70,466
Poverty rate (families)	5.6%	5.9%
Unemployment	3.1%	2.7%
Homeownership (Tenure)	54.9%	44.5%
Households without motor vehicle	4.0%	11.2%



Jobs within area, by major sector



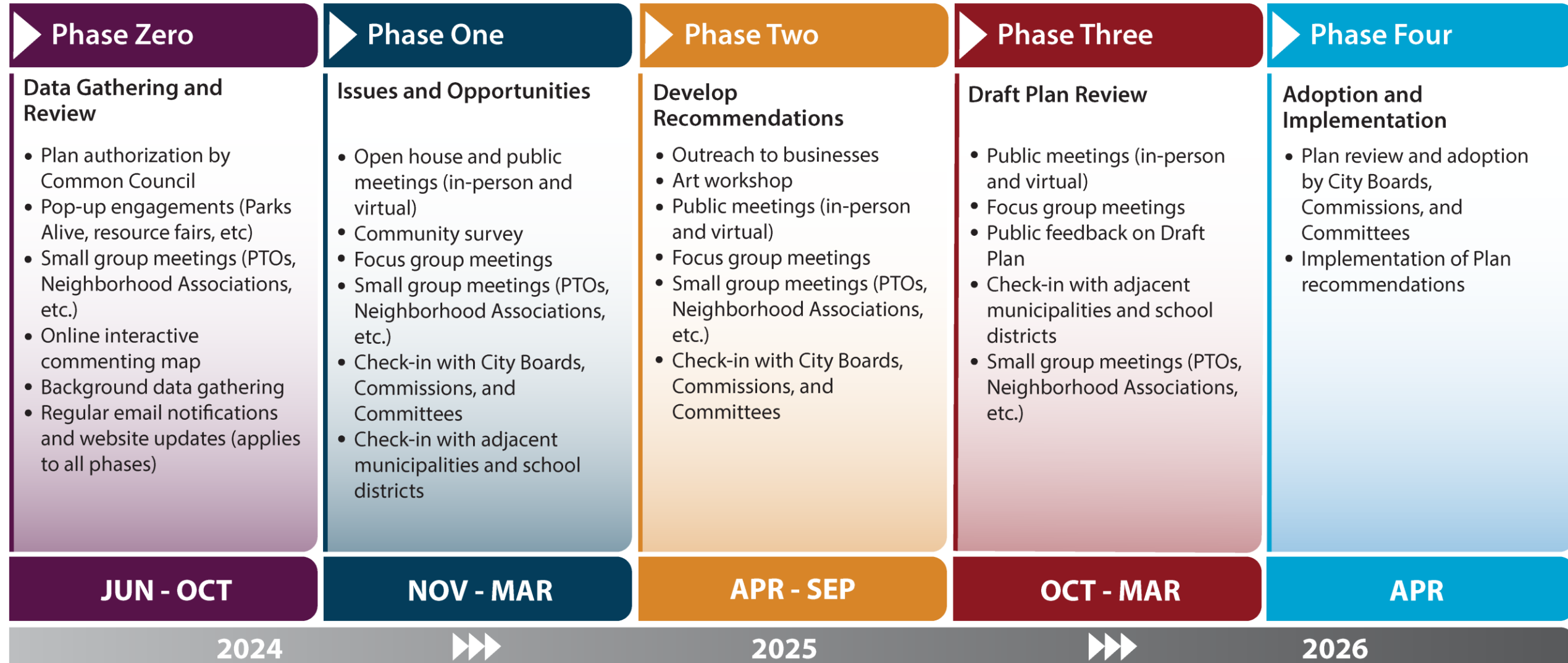
Community Action Strategy (CAS)



- Capacity building
- Community and stakeholder relationships
- Small-scale physical improvements
- City receives federal funding to support community development initiatives primarily benefiting low- to moderate-income residents.
- \$400,000 for physical improvements for SE & SW Plans

Anticipated Timeline

Planning Process and Public Engagement



City Departments and Divisions

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

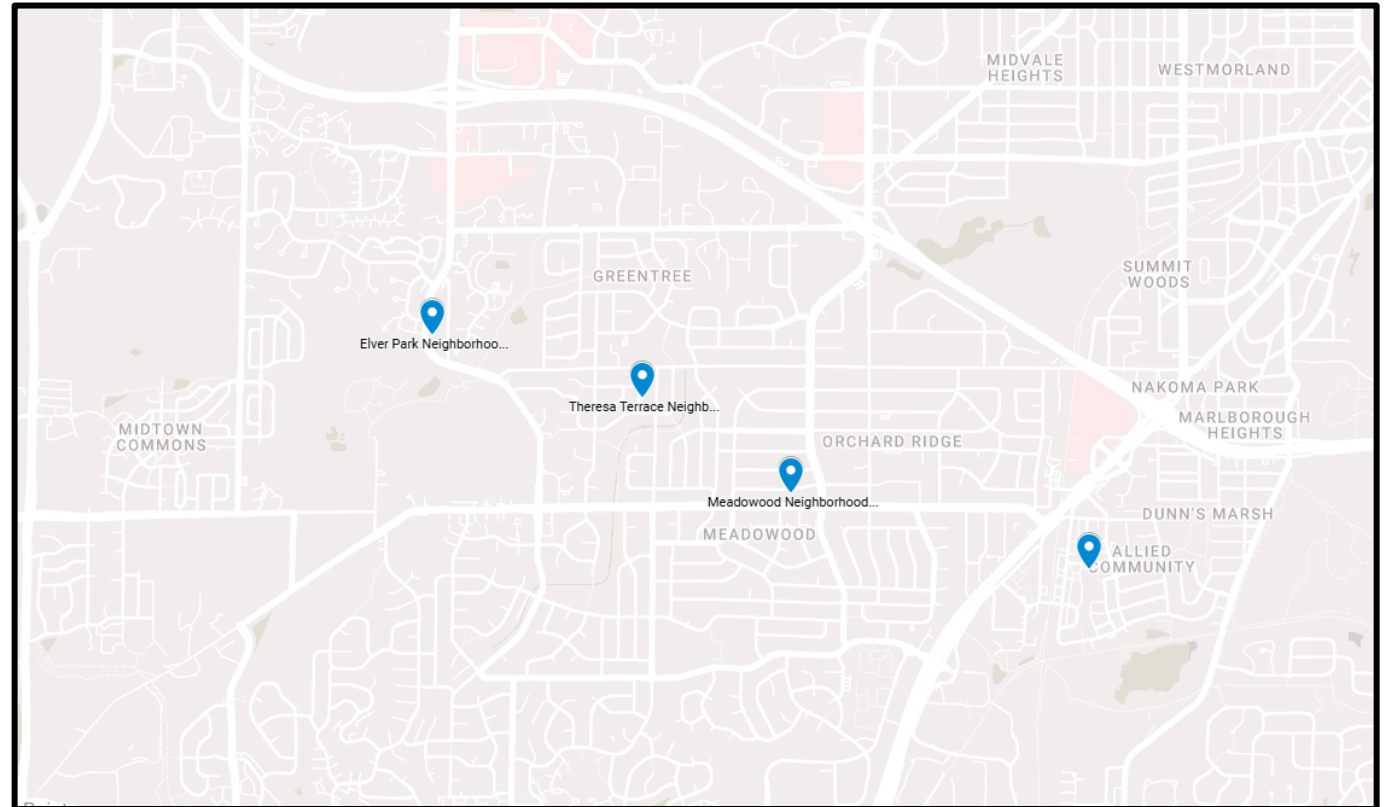
Community Development

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



Community Development

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



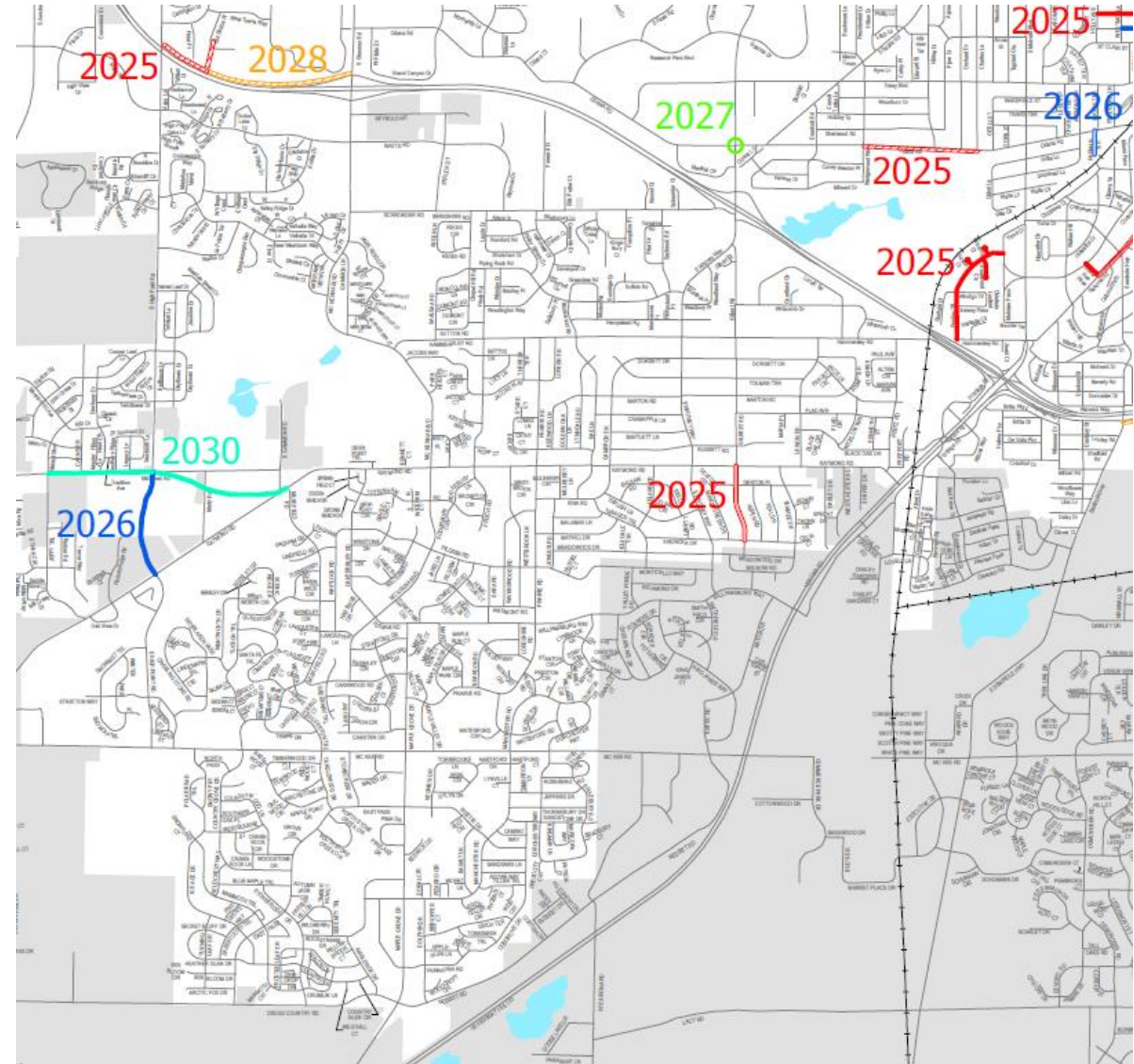
Engineering – Public Works & Private Development

- Overall coordination of transportation projects
- Monitor conditions of streets, sidewalks, bridges, paths & schedule repairs and reconstructions
- Street, path, bridge & sidewalk design for public works & private development projects
- Permit any construction in the Right of Way



Engineering – Public Works & Private Development

- High Point Road, Mid Town Road & Raymond Road Realignment
- Various Street and Path Resurfacing & Reconstruction Projects
- Sidewalk Repairs:
 - Alder District 7: 2032
 - Alder District 10: 2033
 - Alder District 20: 2032



Stormwater and Sanitary Sewer Utilities

- **Stormwater Utility**
 - Overall coordination of Flood Mitigation efforts
 - Oversee Water Quality Initiatives
 - Manages the Stormwater Utility rate structure and billings
- **Sanitary Sewer Utility**
 - Manages collection of wastewater with a series of pipes and pumping stations
 - Drainage is directed to the Madison Metropolitan Sewerage District facilities
 - Manages the Sanitary Sewer Utility rate structure and billings



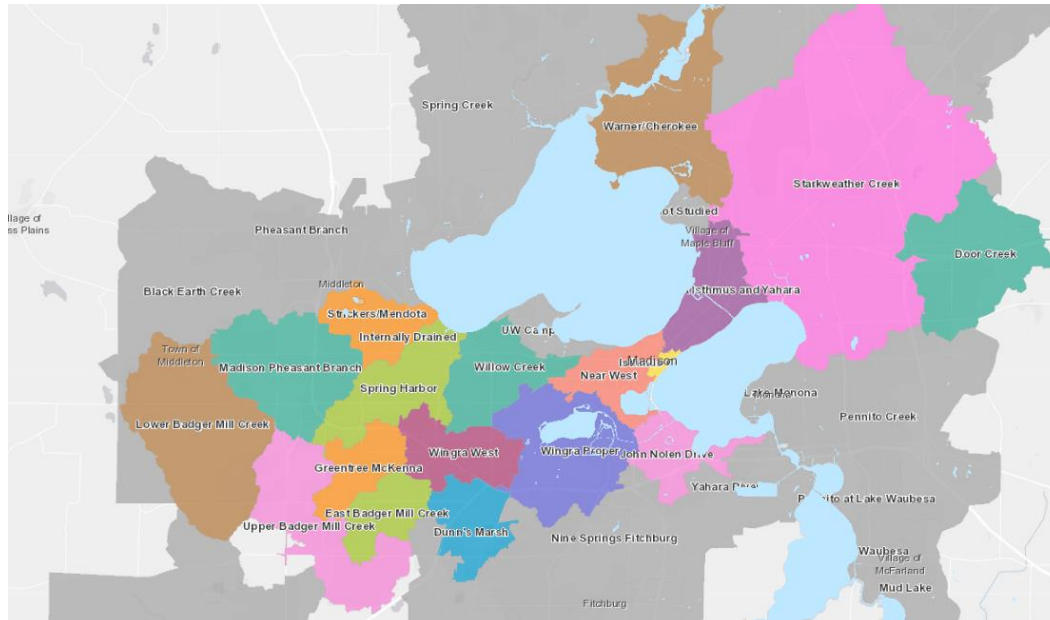
<https://www.azstorm.org/stormwater-101/storm-vs-sanitary-sewer>

Stormwater and Sanitary Sewer Utilities

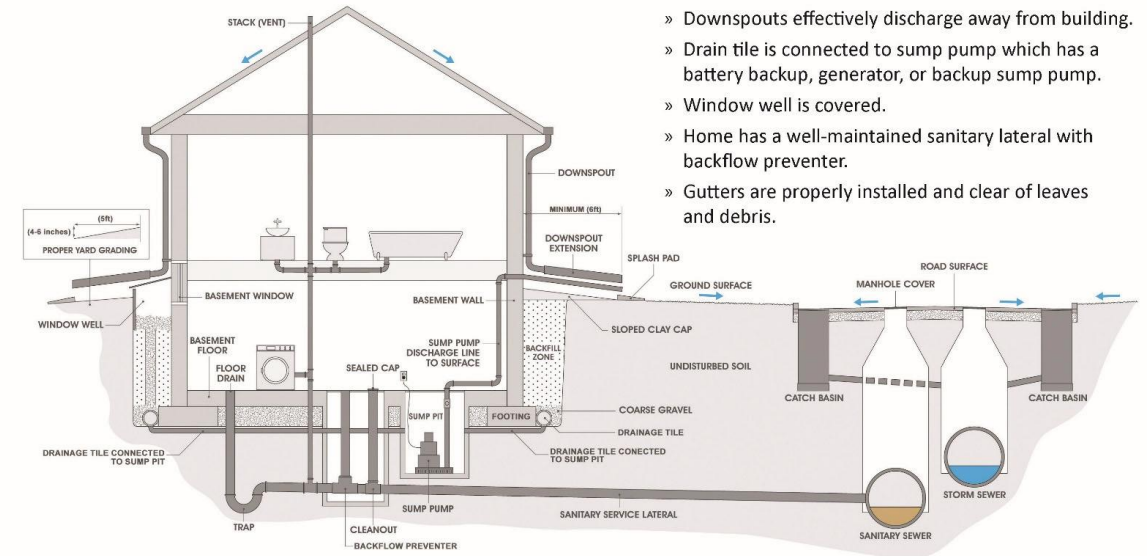
Watershed Studies

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

<https://www.cityofmadison.com/flooding/report/>



Good Flood Prevention



- » Foundation, wall, and sewer are in good condition.
- » Ground sloped away from the building.
- » Downspouts effectively discharge away from building.
- » Drain tile is connected to sump pump which has a battery backup, generator, or backup sump pump.
- » Window well is covered.
- » Home has a well-maintained sanitary lateral with backflow preventer.
- » Gutters are properly installed and clear of leaves and debris.

Report Flooding & Damage

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

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

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

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

Flooding Type

Flooding Type * required

- ☐ Home or Building (Private Property)
- ☐ Street Flooding
- ☐ Park, Bike Path, Pond or Greenway, or Other

NEXT

Stormwater and Sanitary Sewer Utilities

Greentree/McKenna Watershed Study Report

City of Madison, Dane County, WI

May 18, 2023

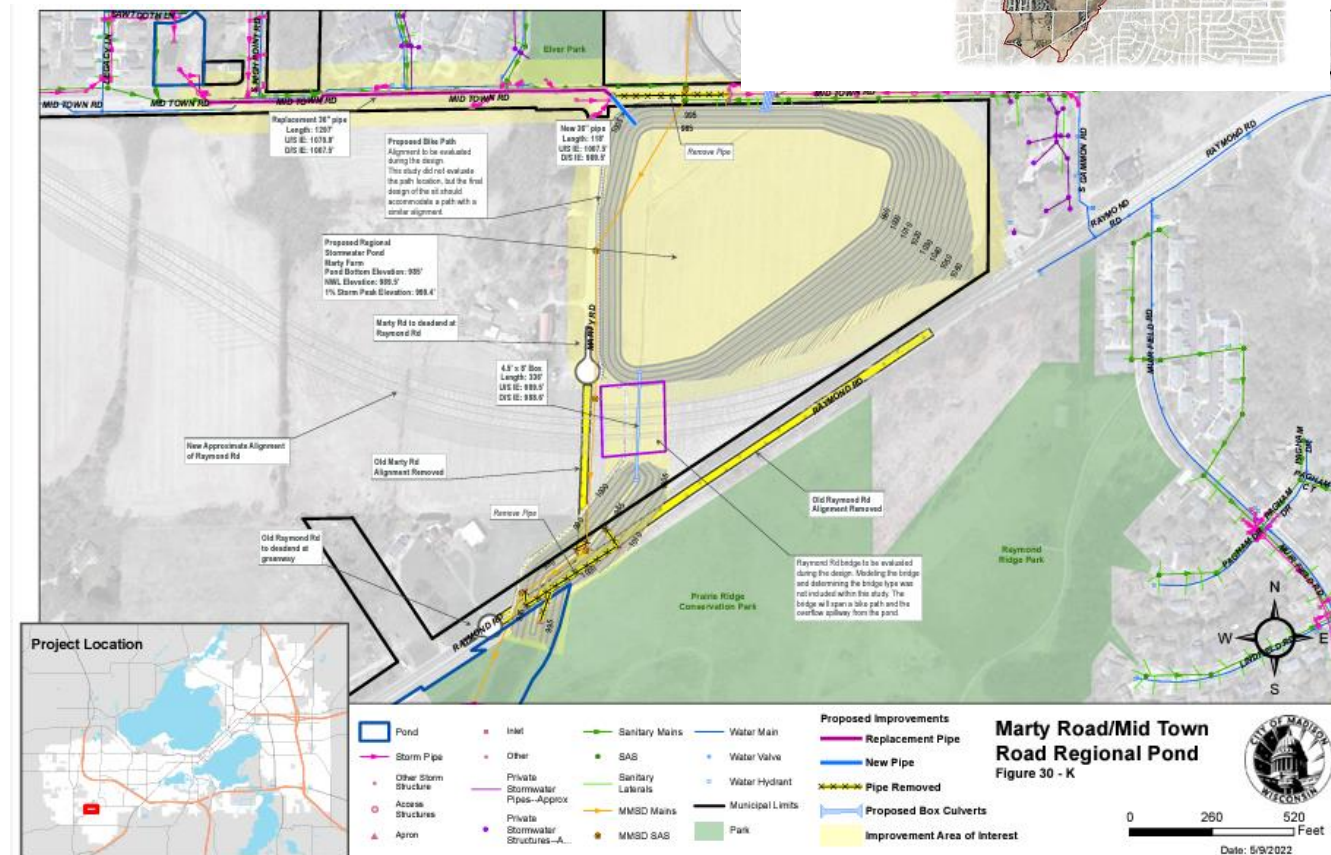
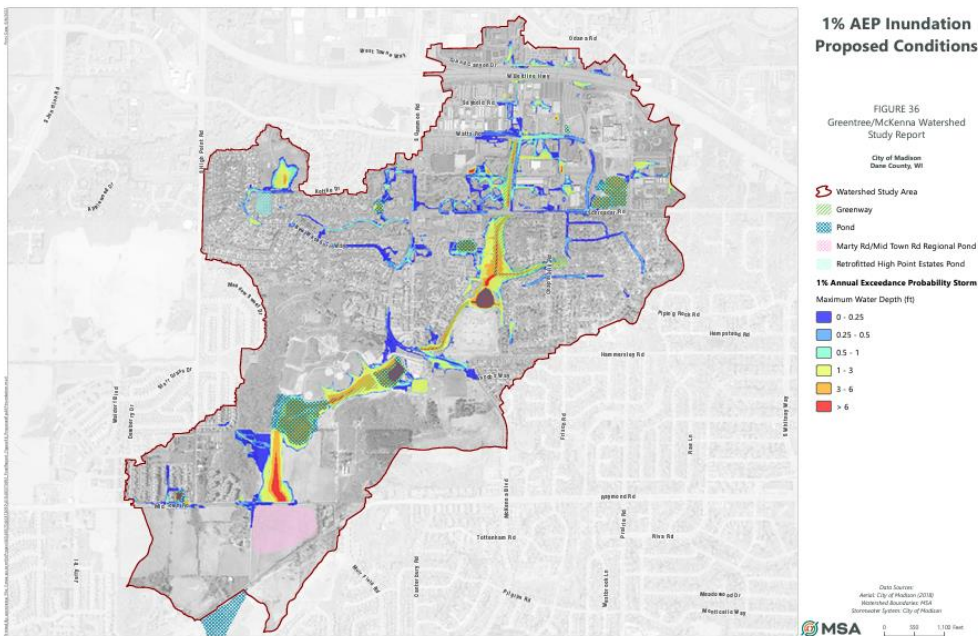


Major Flood Mitigation Projects

- Regional Detention Basin at Marty Road – tentatively 2028

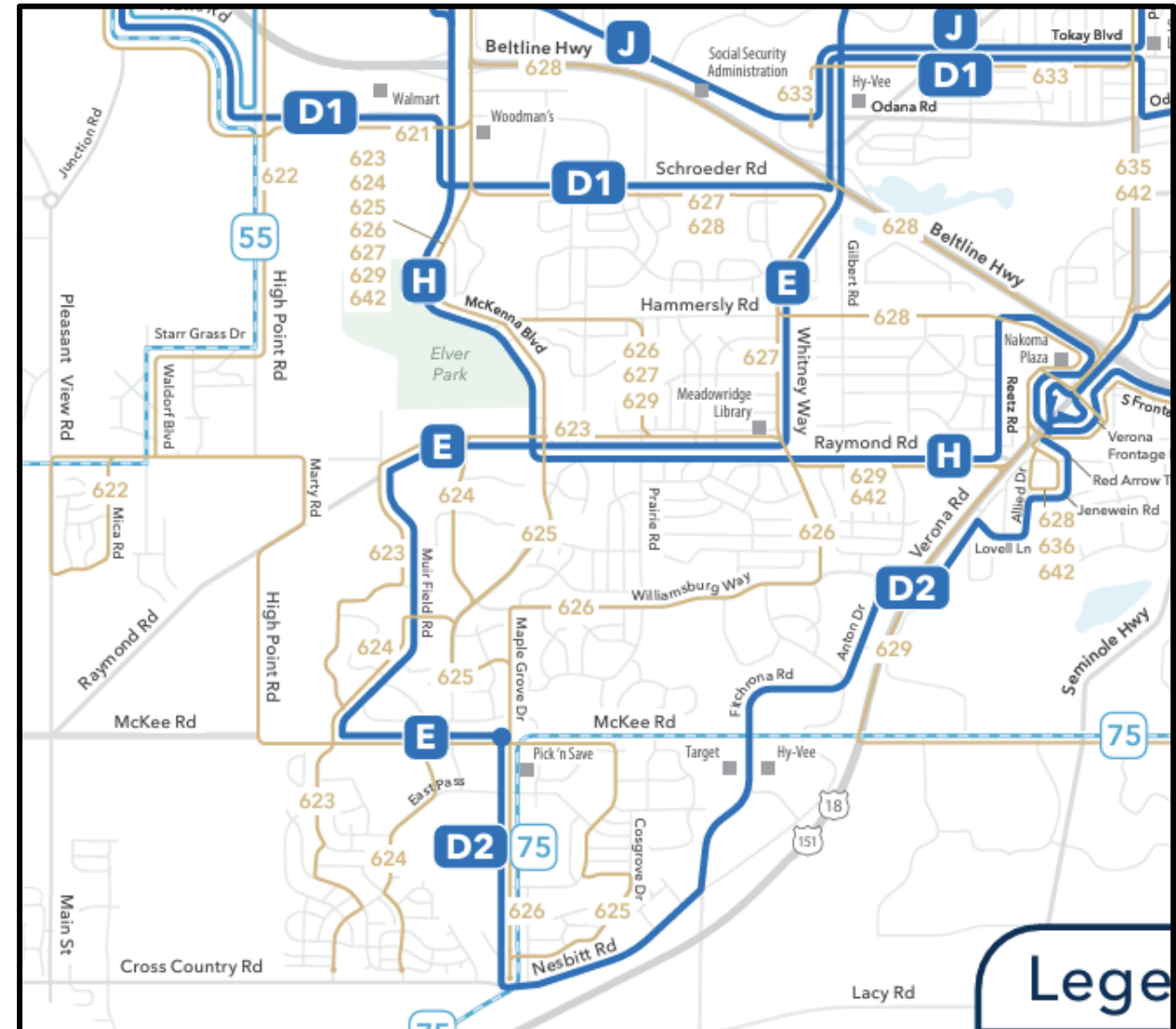
Local Flood Mitigation

- McKenna Blvd - 2025



Metro Transit

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



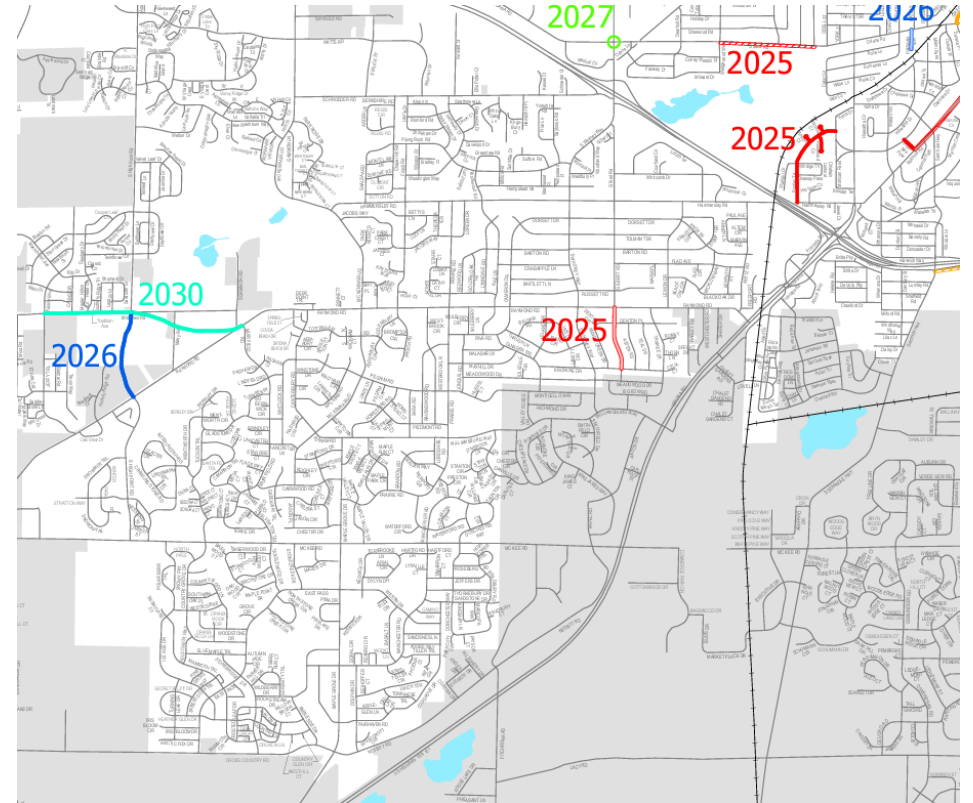
Traffic Engineering

- **Vision:** To provide safe and efficient movement of people and goods in an equitable and sustainable manner
- **Mission:** To provide the highest quality service for the common good of our residents and visitors
- **Major Services:**
 - Pedestrian Bicycle Services
 - Signing and Pavement Marking
 - Traffic Signals and Streetlighting
 - Fiber and Radio Communications
 - Planning and Data Services
- **Initiatives:**
 - Vision Zero
 - Complete Green Streets
 - 20 is Plenty



Traffic Engineering

- Schroeder Road Safe Streets for All Grant
- High Point Road
- Raymond/Mid Town
- Review Traffic Impacts from Developments



Madison Parks

- **Madison Parks** is responsible for the management, maintenance, and development of public parks and green spaces within the city
- The **Planning and Development** section with the Parks Division plans and implements new park projects, ensuring that green spaces are accessible, inclusive, and meet the recreational needs of the community.



Madison Parks

- **Madison Parks** seeks your input on park development for the southwest planning area
- **Purpose:** Gather community feedback to inform future park planning efforts.
- **Regional Perspective:** Your input will help shape development across multiple parks in the region, ensuring needs and priorities are considered for the entire area.



Madison Parks

- **Area Plan Outreach:**

- Focus on over **30 parks** in the planning area.
- Engagement efforts aim to better understand local desires, challenges, and opportunities.

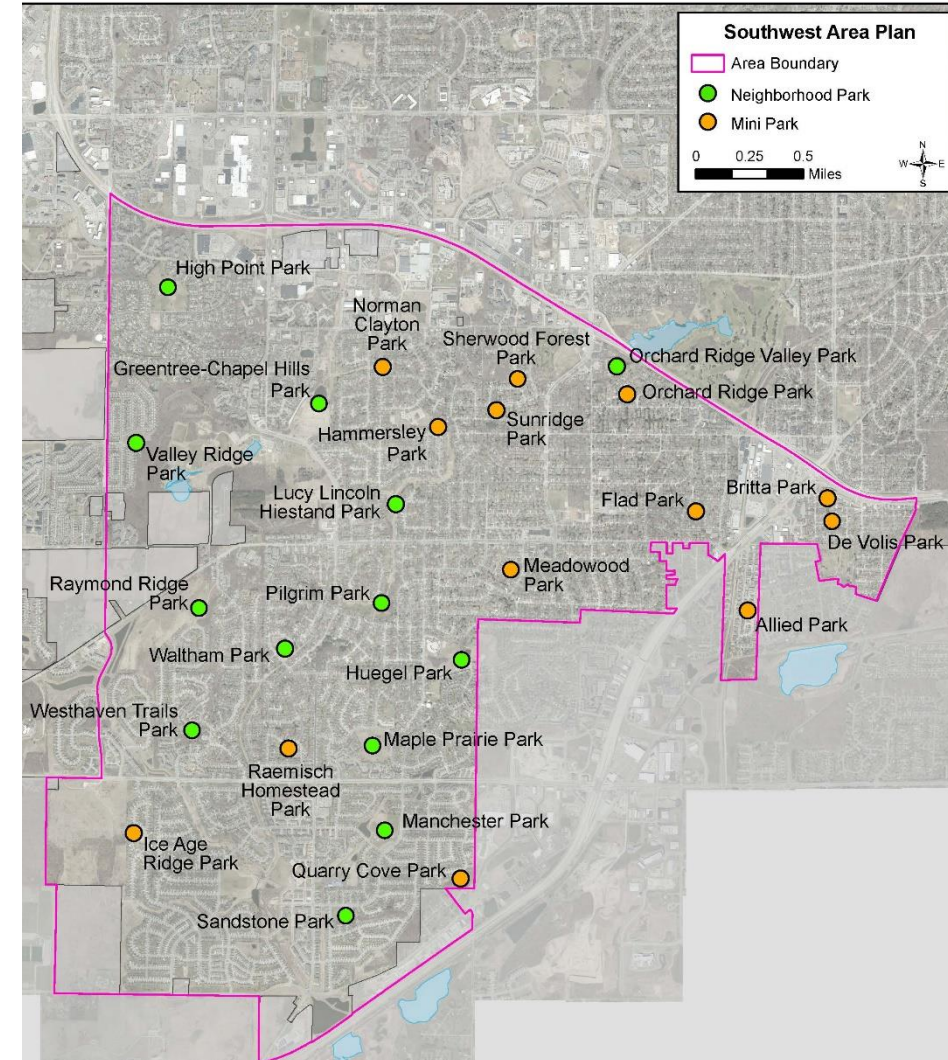
- **Elver Park Master Plan (2026):**

- **Larger Master Plan Initiative** starting for **Elver Park** in **2026**.
- Planning will incorporate community suggestions to guide long-term development of the park.

- **Your involvement:**

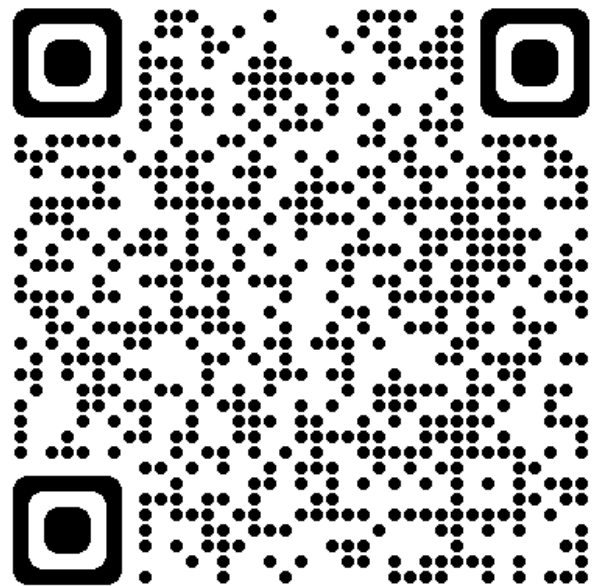
- **All comments and suggestions** are welcomed and encouraged.
- Your feedback will directly influence both individual park projects and broader regional planning strategies.

- **Contact email:** msturm@cityofmadison.com



Staying Engaged

- Sign up for email list
- Project resources
- Contact project staff



www.cityofmadison.com/southwestplan

Southwest Area Plan

Initial Public Meetings Scheduled!

Join Planning, Engineering, Transportation, Parks, and others at an open house on [November 19, 2024 from 6:30-8:00 p.m.](#) [PDF](#) at Akira Toki Middle School, 5606 Russett Road. There will be a brief presentation at the start, but feel free to drop in and stay for a few minutes or the entire time. Learn about the Southwest Area Plan and other upcoming projects in the Southwest Area.

The Southwest Area Plan team is also hosting two virtual meetings for residents to learn about the planning process and provide feedback. Both meetings will have the same format/content, and registration is required:

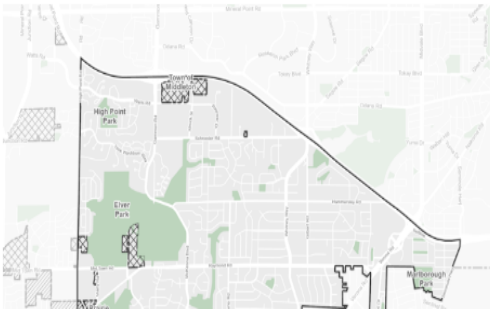
- [December 3, 2024 - 12:00-1:00 p.m.](#) [PDF](#)
- [December 3, 2024 - 6:00-7:00 p.m.](#) [PDF](#)

The Southwest Area Plan Process Begins This Fall

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

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

The City invites residents, community organizations, businesses, and other stakeholders to share feedback about the future of their neighborhoods. Upcoming events will be announced soon! Keep up to date on events and ways to participate by subscribing to the email list.



Plans

Area Plans	Sections ▾
Brayton Lot (Block 113)	
Northeast Area Plan	
South Park Street and West Badger Road Redevelopment	
Southeast Area Plan	
Southwest Area Plan	
West Area Plan	

Subscribe to Email List

Subscribe to the Southwest Area Plan email list:

Email:

Meetings

Upcoming Meetings

- [November 19, 2024, 6:30-8pm Open House](#) [PDF](#)
- [December 3, 2024, 12-1pm Virtual Meeting](#) [PDF](#)
- [December 3, 2024, 6-7pm Virtual Meeting](#) [PDF](#)

Project Resources

Maps

- [Background](#) [PDF](#)
- [Land Use & Transportation](#) [PDF](#)

Open House - Stations

- Welcome
- Background
- Assets, Issues, and Opportunities
- Land Use
- Transportation
- Green and Resilient