Near West Area Plan

Kick-of Public Meeting

November 05, 2026

Presentation will start at 6:15pm









Agenda

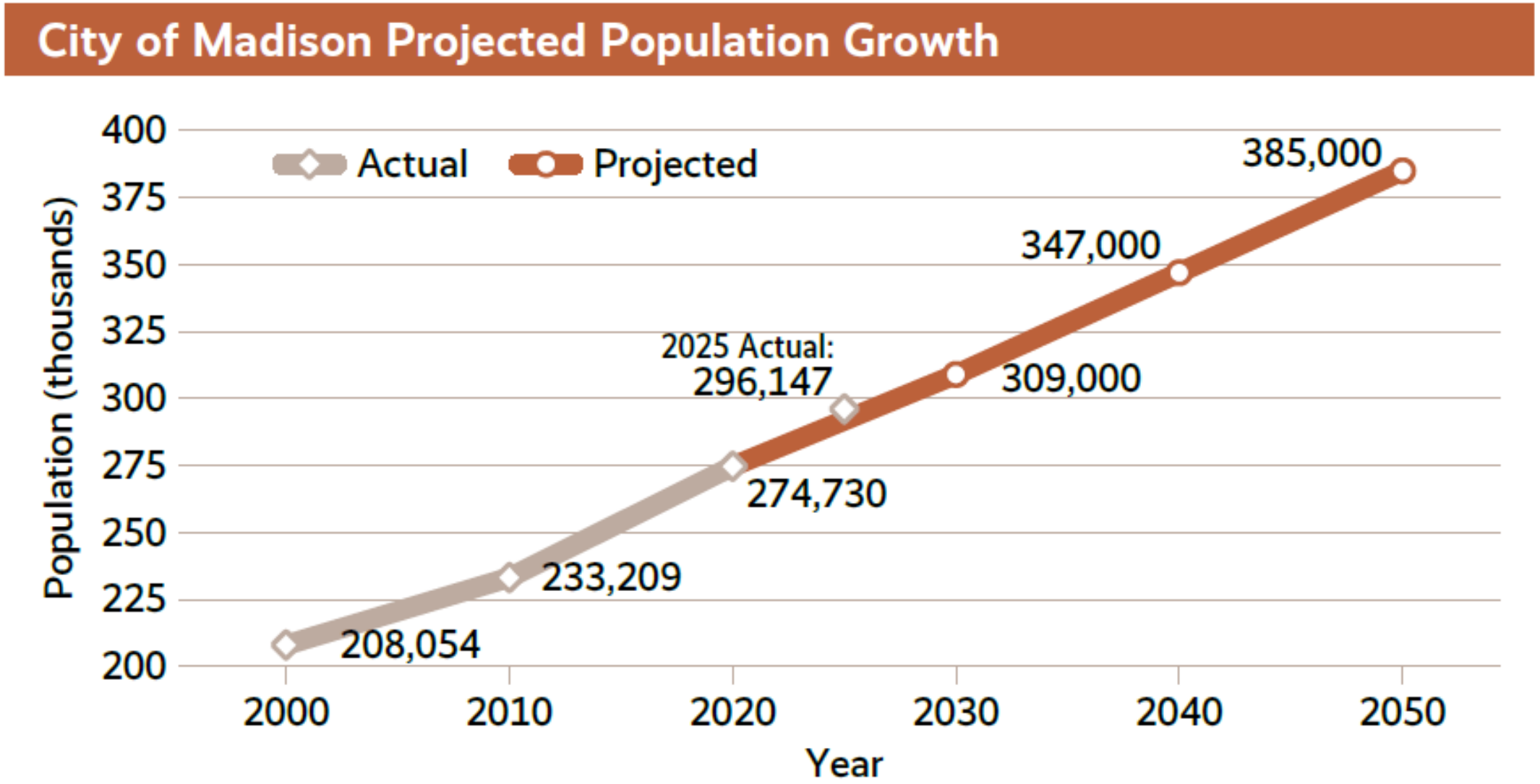
1. What is planning and what is an area plan?
2. Near West Area Plan boundaries, demographics, background
3. Timeline
4. Plan topics and City agencies' involvement in the Area Plan
5. What we've heard so far
6. Your Ideas Map – Online commenting tool
7. Analysis Map
8. Questions and Discussion

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.



City of Madison Growth



Madison is projected to add about 110,000 new residents and 50,000 jobs between 2020 and 2050.

What is an Area Plan?

- The Comprehensive Plan establishes citywide goals, while Area Plans provide recommendations tailored to specific areas
- Full city coverage – 12 areas
- More frequent plan updates
- Enhanced coordination on City initiatives
- Emphasis on feedback from underrepresented groups



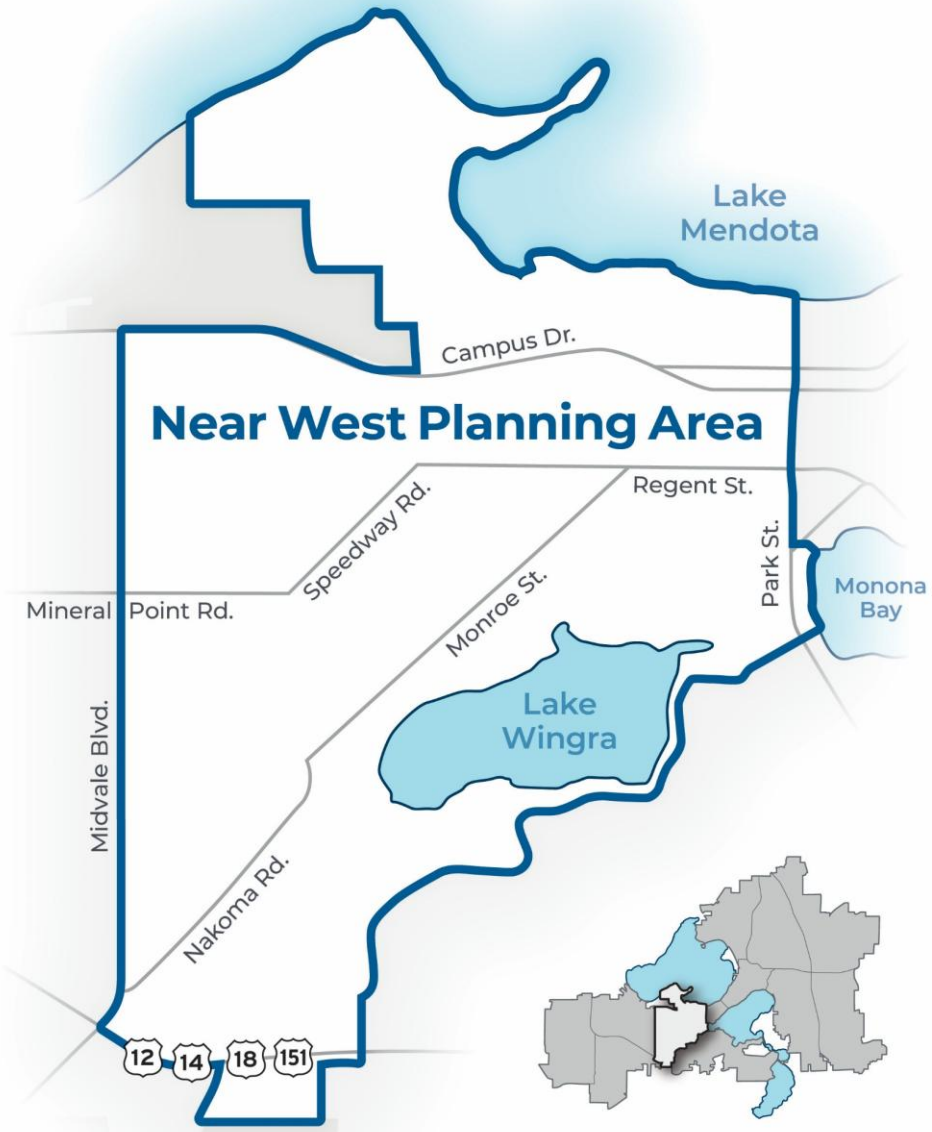
Near West Area

North: Lake Mendota, Village of Shorewood Hills

East: Park St.

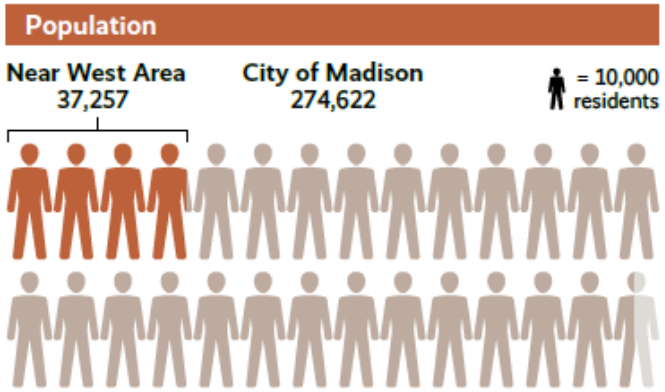
South: Haywood Dr., Arboretum Dr., Beltline

West: Midvale Blvd.

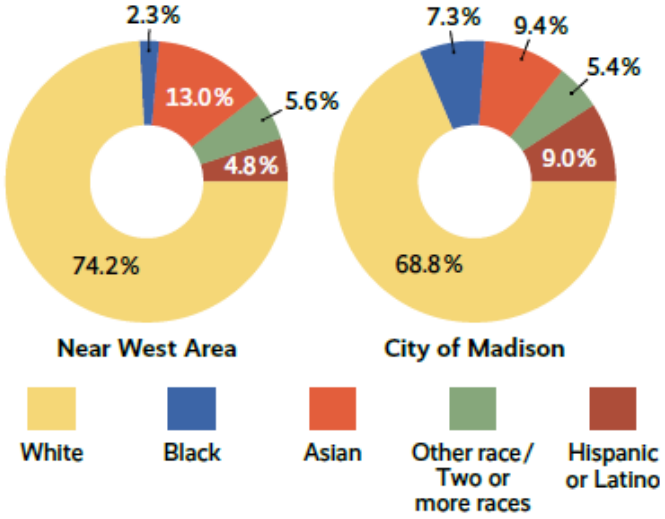


Background Data - Population

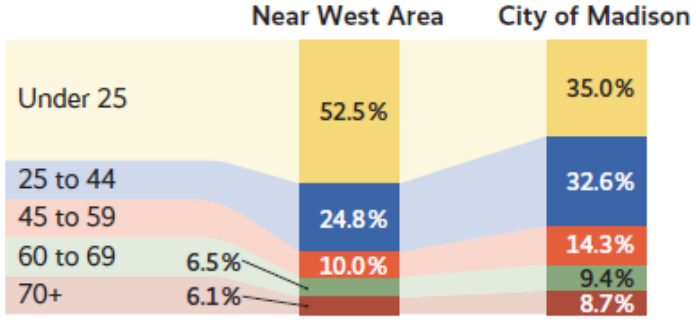
Population



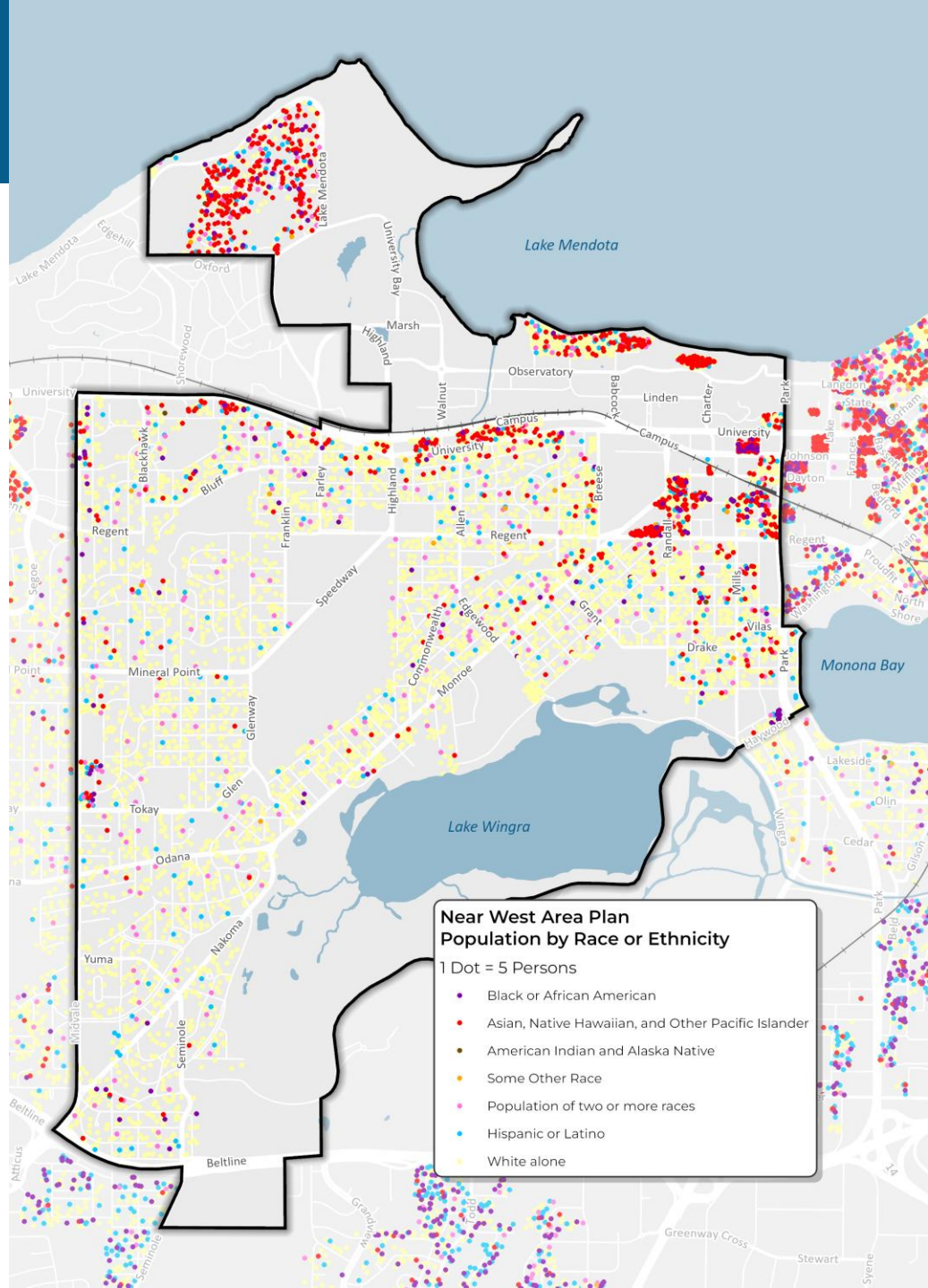
Racial and ethnic composition



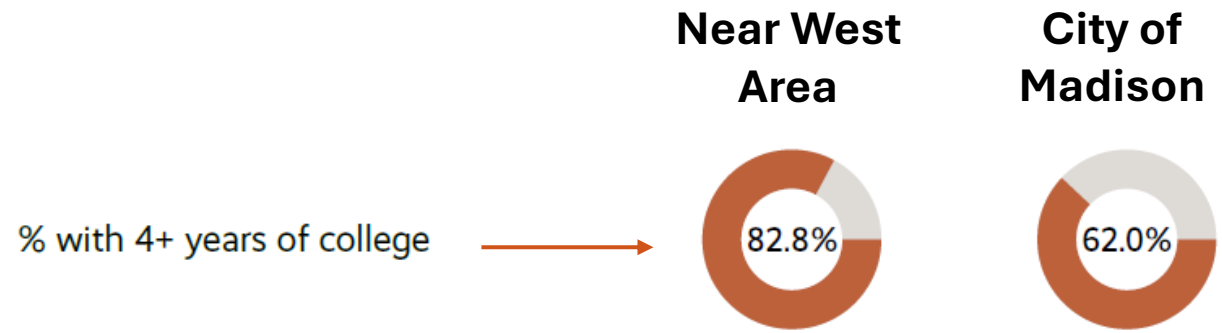
Age



Source: Decennial Census 2020 Block Data



Employment, Income



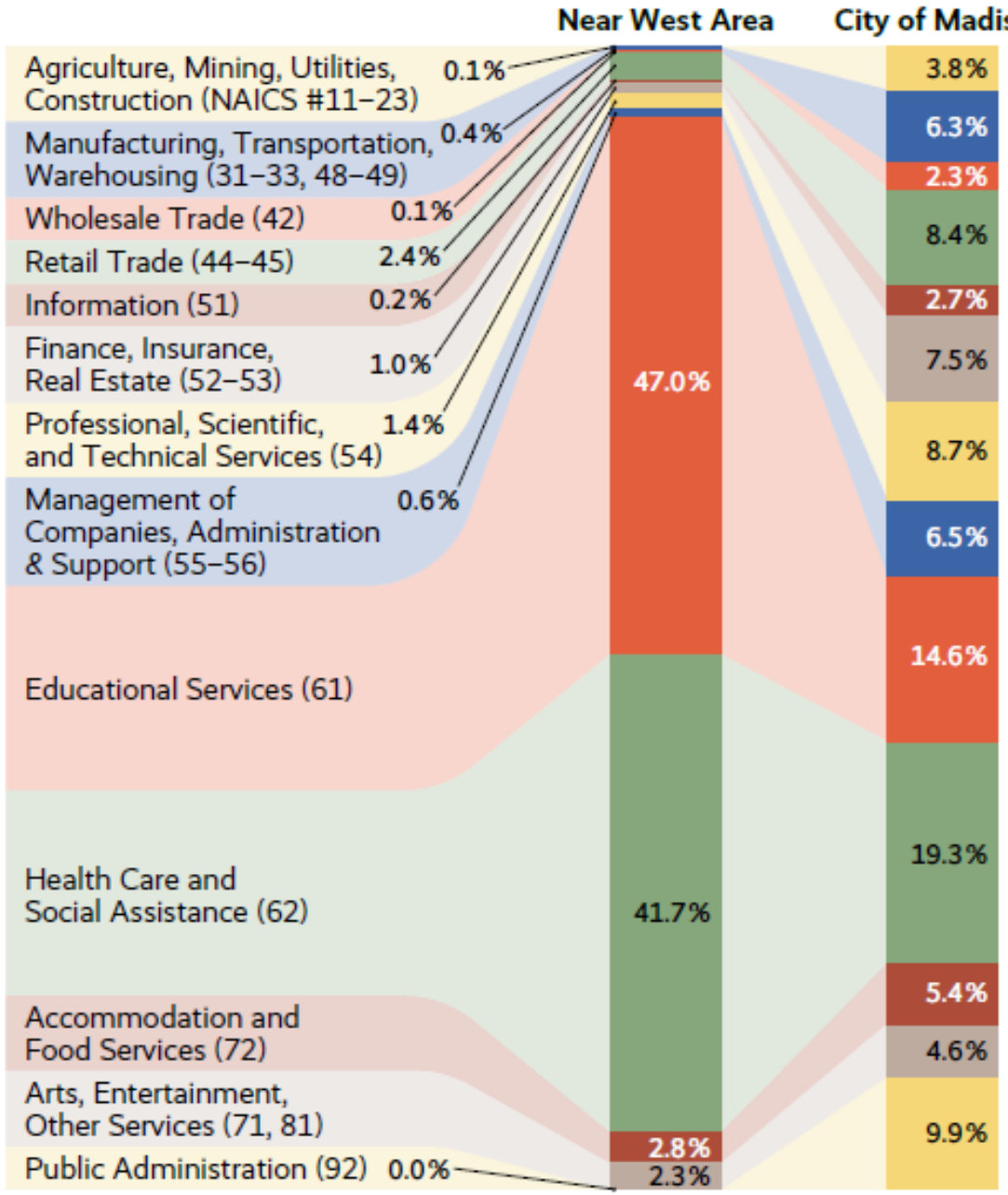
Sources: Census On the Map 2021 data
Decennial Census 2020 Block Data
ACS 5 year Estimate (2021)

Income and Household Economics

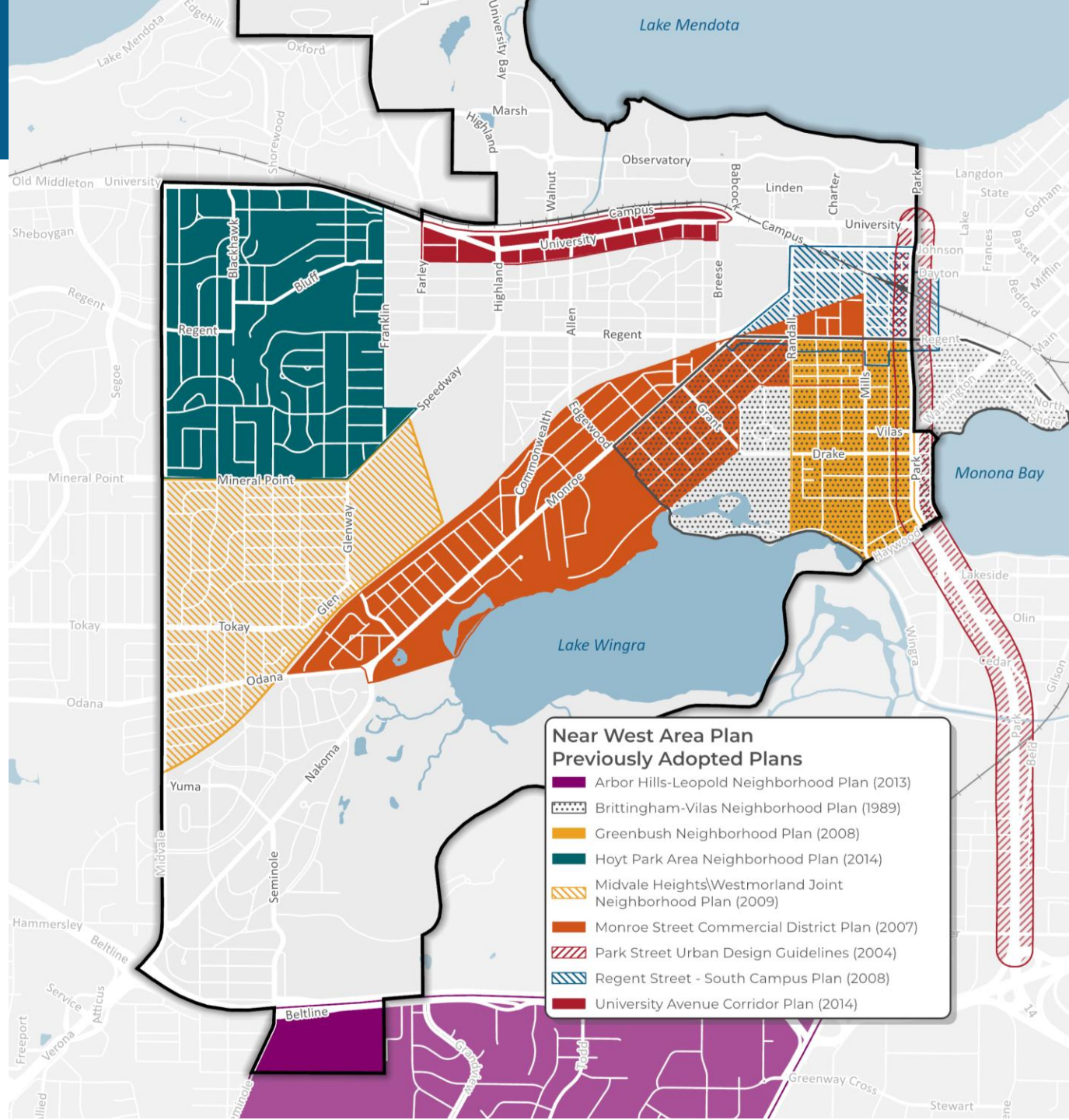
	Near West Area	City of Madison
Median Income	$79,191	$76,983
Poverty rate (families)	4.4%	6.6%
Unemployment	2.3%	2.7%
Homeownership (tenure)	41.3%	44.5%
Households without motor vehicle	16.0%	12.0%

Source: ACS 5 year Estimate (2021)

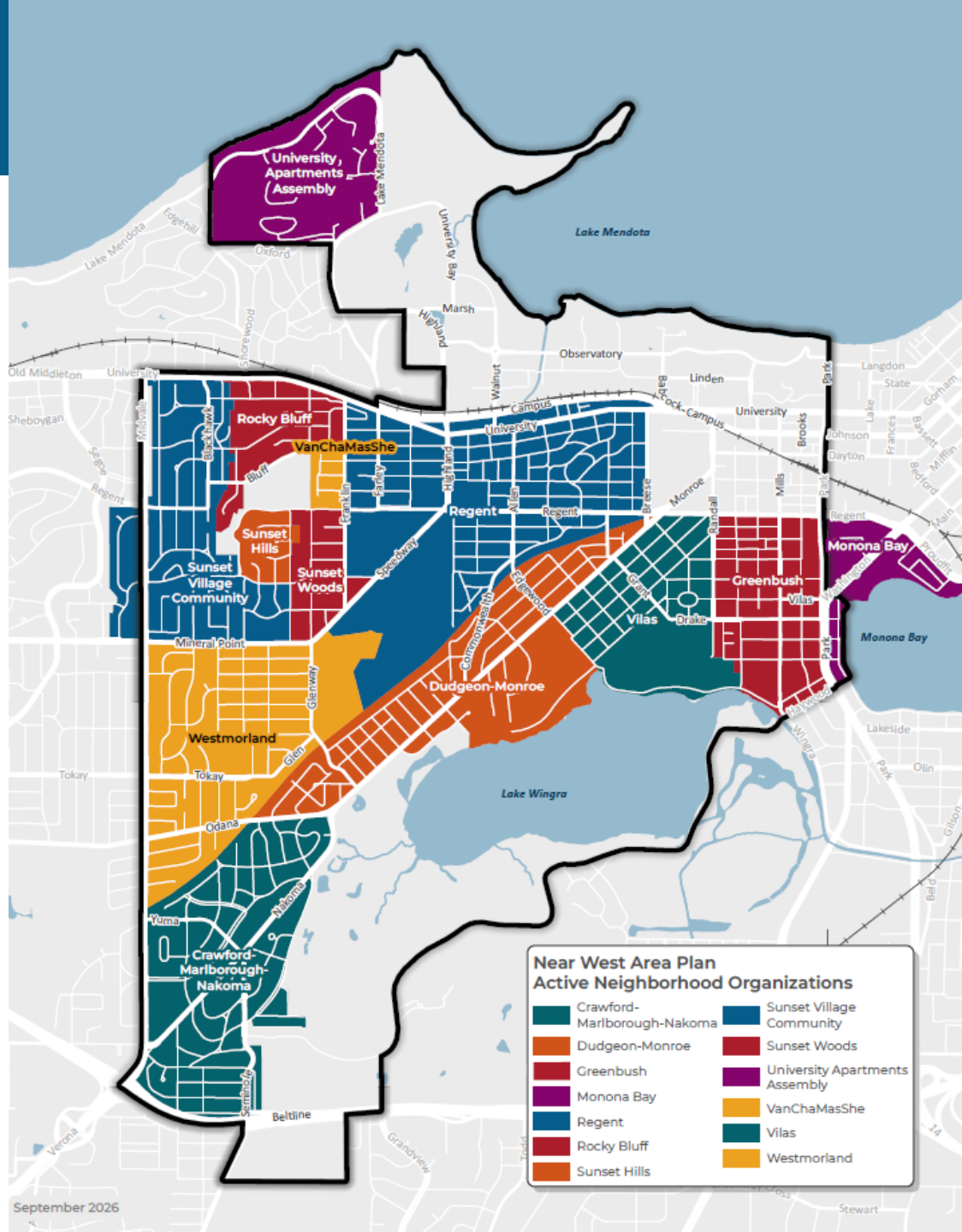
Jobs within area, by major sector



Previously Adopted Plans



Neighborhood Organizations

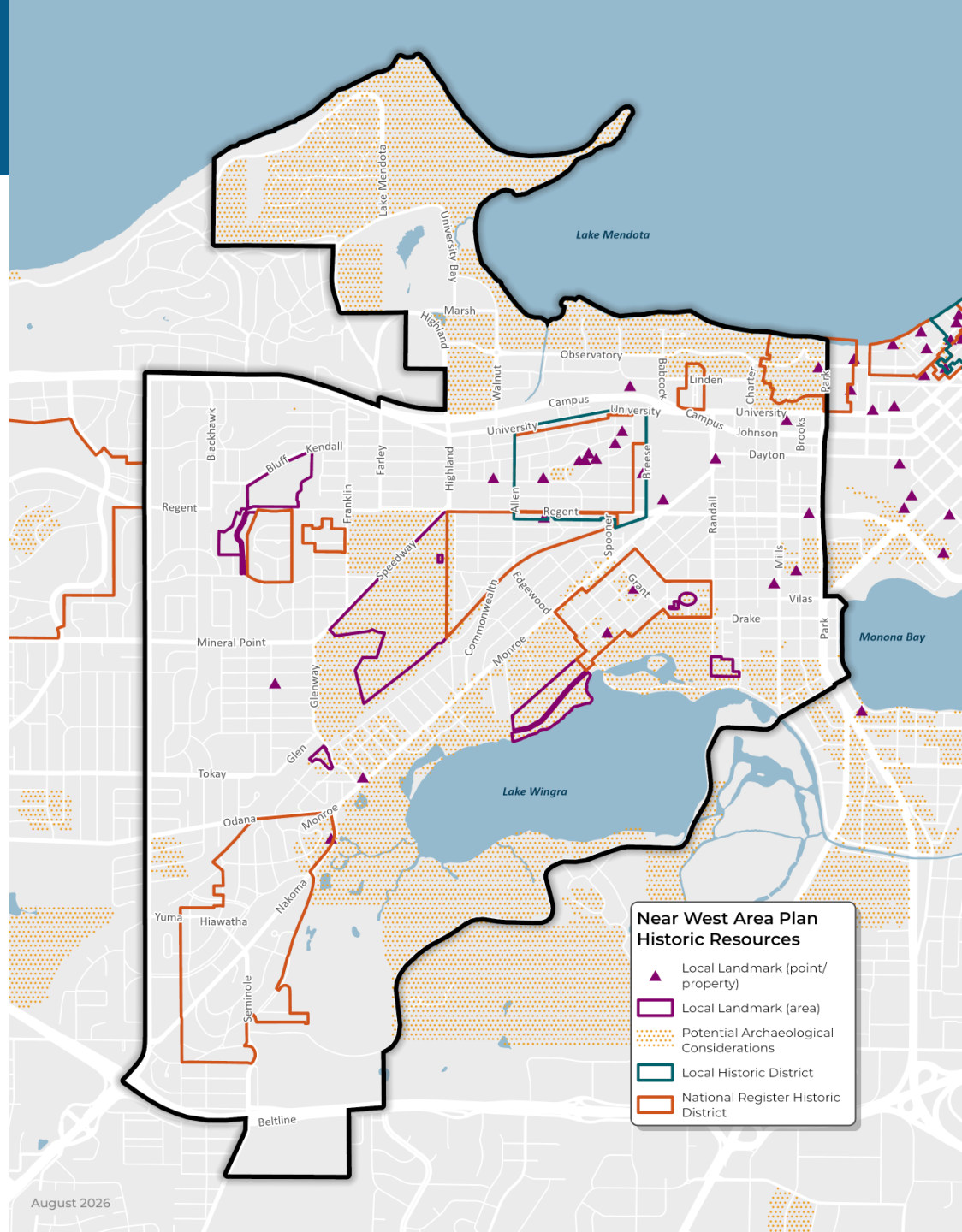


Historic Resources

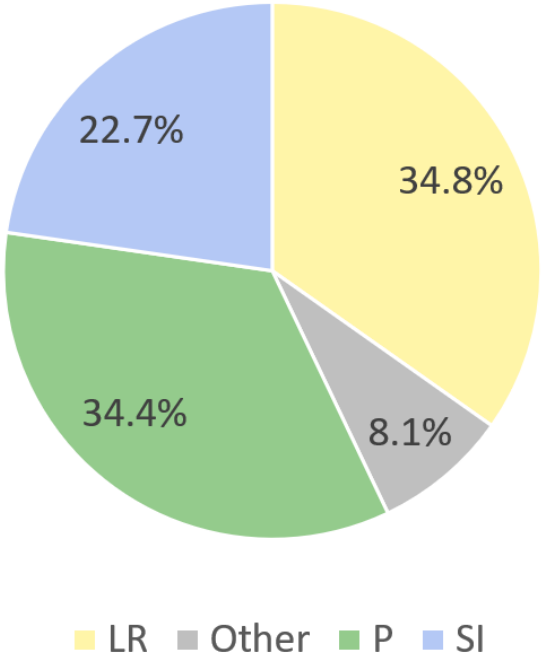








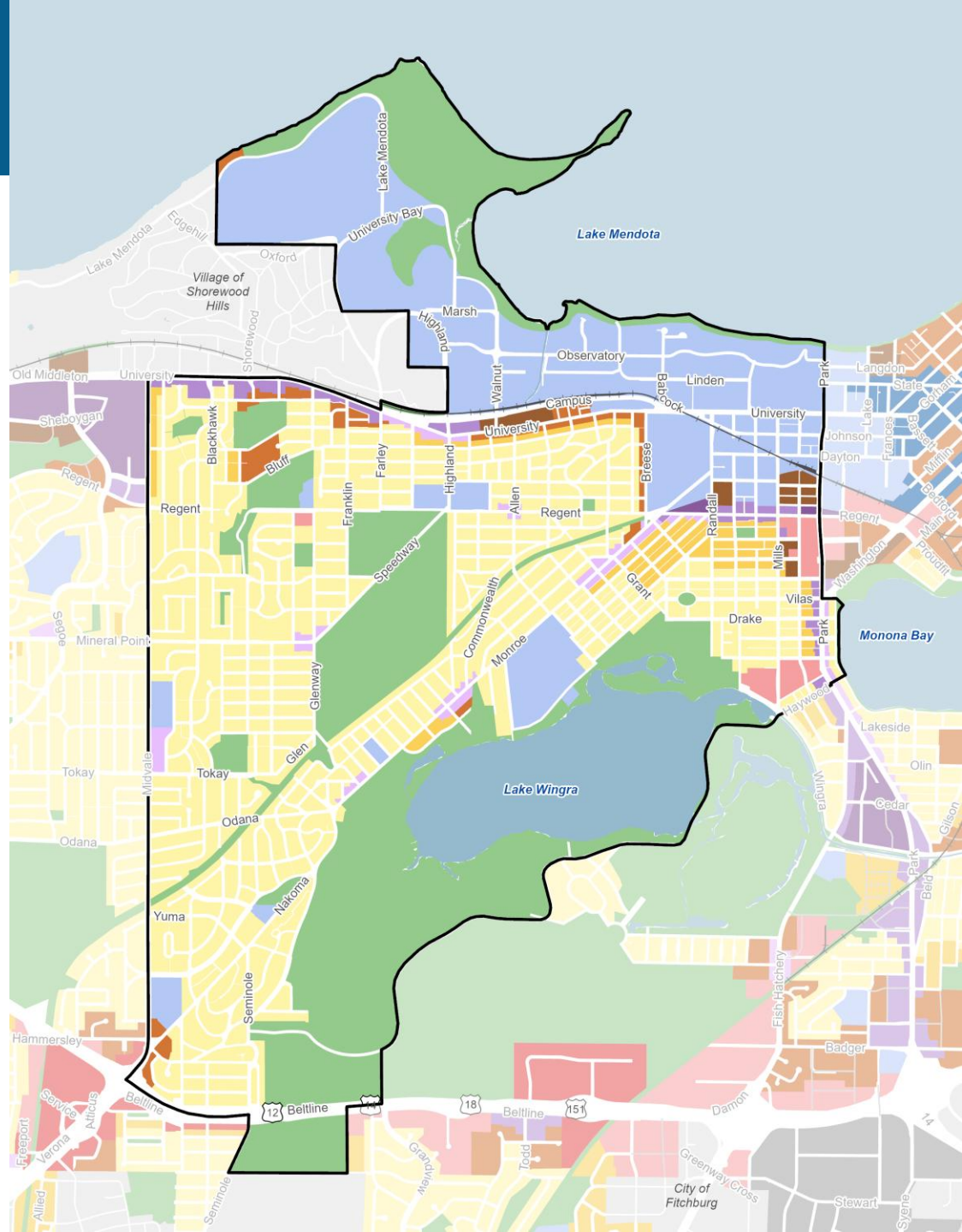
Generalized Future Land Use



LR= Low Residential

P= Parks and Open Space

SI= Special Institutional



Anticipated Area Plan Timeline

Phase One

Data Gathering and Getting Started

- Pop-up outreach
- Small community meetings (Neighborhood Associations, events at library, etc.)
- Background data gathering
- Regular email notifications and website updates
- Check-in with adjacent municipalities and school districts

JAN - AUG

Phase Two

Issues and Opportunities

- Plan authorization by Common Council
- Open house and public meetings (in-person and virtual)
- Online interactive commenting map
- Focus group meetings
- Pop-up outreach (commuity events, etc.)
- Outreach to businesses

SEP - NOV

Phase Three

Develop Draft Actions

- Draft Actions and Maps
- Public meetings (in-person and virtual)
- Public feedback on draft actions and maps
- Focus group meetings
- Cultural resources workshop
- Pop-up outreach (events at library, community dinners etc.)
- Check-in with City Boards, Commissions, and Committees
- Check-in with adjacent municipalities and school district

DEC - JUL

Phase Four

Final Plan Review and Adoption

- Plan review and adoption by City Boards, Commissions, and Committees

AUG - JAN

2026 ▶▶▶ 2027 ▶▶▶ 2028

Plan Topics

Land Use and Transportation



Future land use | building heights | streets, pedestrian and bike facilities | transit

Neighborhoods and Housing



Housing & affordability | housing types | food access

Economy & Opportunity



Economic development| Tax Incremental Financing (TIF) | land banking

Culture & Character



Historic & cultural resources | Urban Design Districts | public art

Plan Topics

Green and Resilient



Parks & open space| stormwater | tree canopy

Effective Government



City utilities & facilities | intergovernmental agreements

Health & Safety



Neighborhood & community resources| safe routes to schools | heat islands

What We've Heard So Far - Things People Love

- Business along Monroe St. and Mineral Point/ Glenway
- Southwest Commuter Path
- Sequoya Library
- All parks specially Westmorland and Wingra Park
- City's commitment to managing stormwater runoff around the lakes

What We've Heard So Far - Things to Improve

- Intersections that feel unsafe to cross
  - Glenway and Mineral Point Rd.
  - S. Midvale Blvd intersections near Midvale Elementary School and Sequoya Library
  - Highland Ave and bike path
  - S. Park St.
- Bike/ped connection from Wingra Park to Edgewood Dr.
- Improve access to Hoyt Park along Bluff St.
- Parking improvement near businesses
- Tennis Courts at Vilas Park

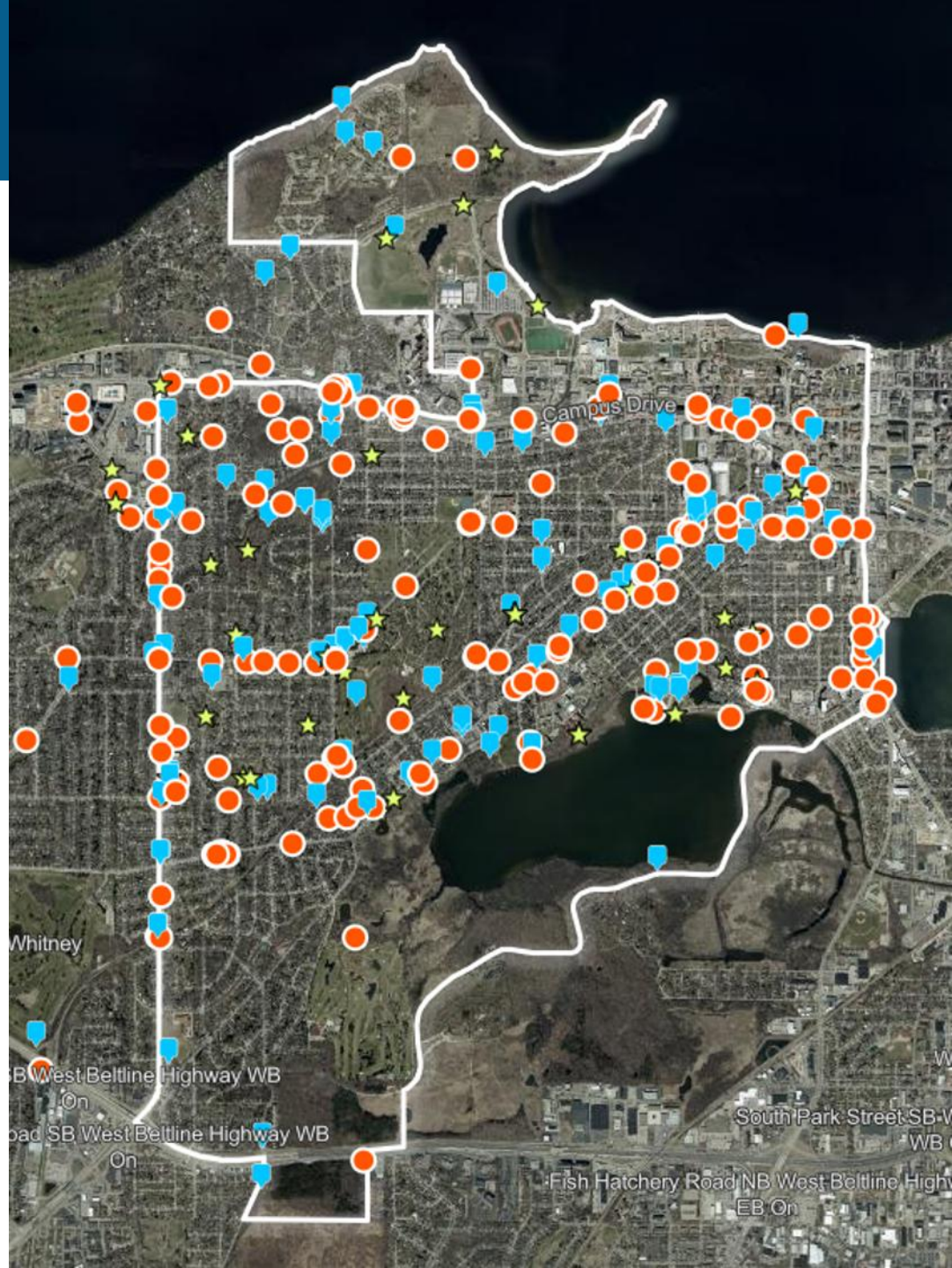
What We've Heard So Far - Ideas

- Reconfigure Mineral Point Rd. to provide safer space for bicyclists and pedestrians
- Add a stop sign at Southwest Commuter Path and Breese Terrace; Glenway
- A dog park for the area
- Need more density along major corridors like Monroe St. and Midvale Blvd.

Your Ideas Map

- Online commenting map:
- Share:
  - What you like about the Area;
  - What needs attention/ challenges in the Area;
  - Your ideas for the Area.

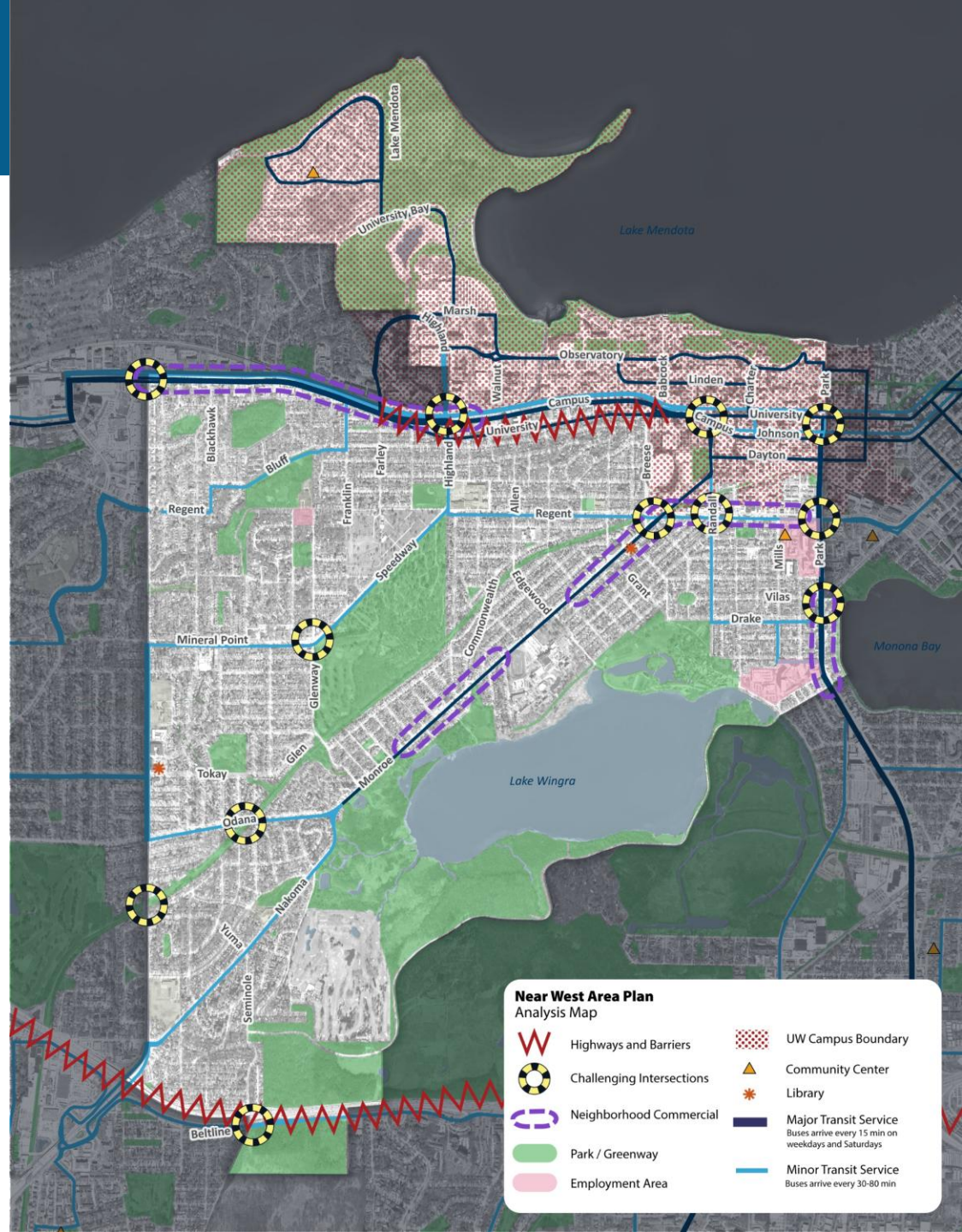
Things I Love Needs Attention My Idea



Analysis Map

- What is the Near West missing?
- What would make the Near West a better place to live, work and play?
- What do you like the most, would like to preserve or enhance in the Near West?

Add a sticky note with your comment or idea



Stay Engaged

- Sign up for email list
- Project resources
- Contact information

www.cityofmadison.com/nearwestplan



Your Ideas Map
A commenting map is available for those unable to attend the kickoff meetings or those who would like to share thoughts in the lead up to the meetings.

View Map Gallery
View the map gallery for background information on the Near West Area.

Previously Adopted Plans Review *PDF*
A summary of the goals, strategies, actions, and recommendations from the nine previously adopted plans that overlap the Near West Area.

Subscribe to the Near West Area Plan Email List

Email * *required*

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Thank you!

Near West Plan Team

Ben Zellers, Angela Puerta, Colin Punt, Breana Collins