

Southwest Area Plan



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Community Development Block Grant Committee Meeting: December 4, 2025

Agenda

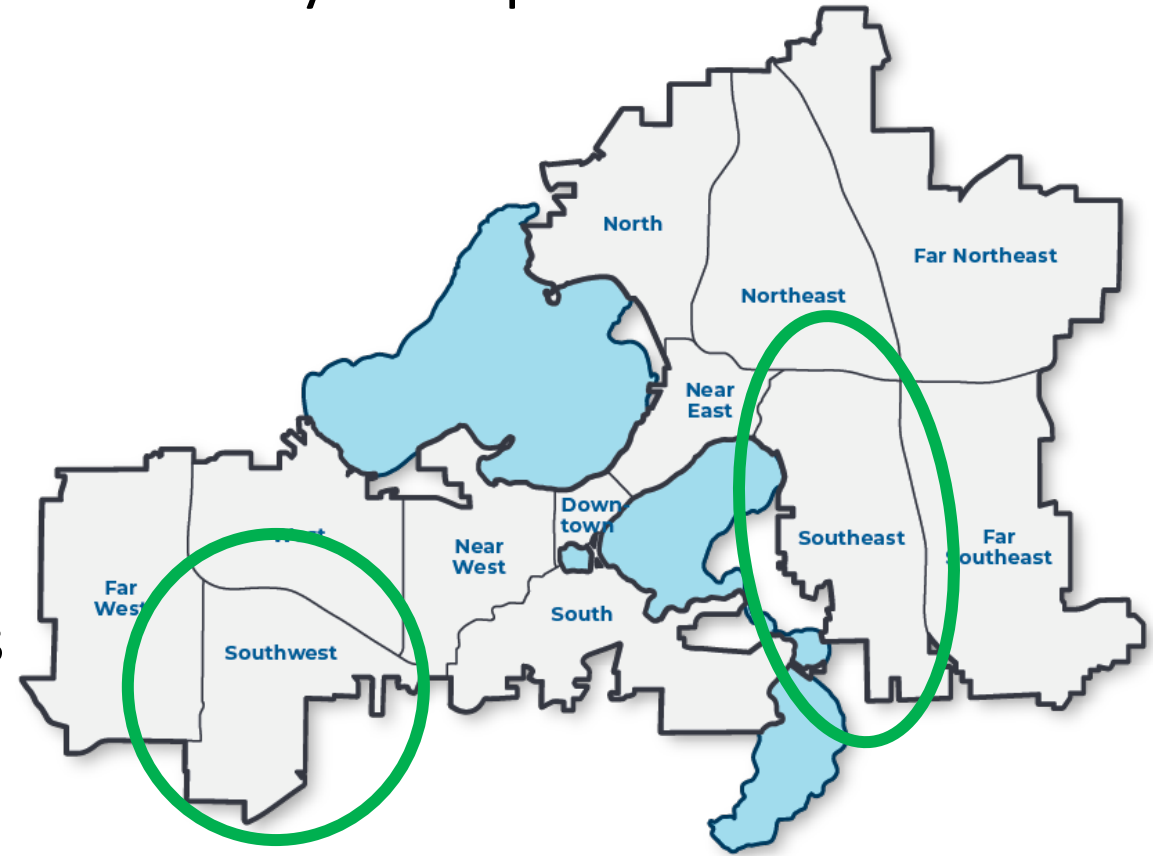


- Area Plans/Planning Framework
- Background and Public Engagement summary
- Draft Actions
 - Allied CAS
 - Meadowood CAS
 - Park Edge/Park Ridge CAS
- Feedback on Draft Actions
- Timeline

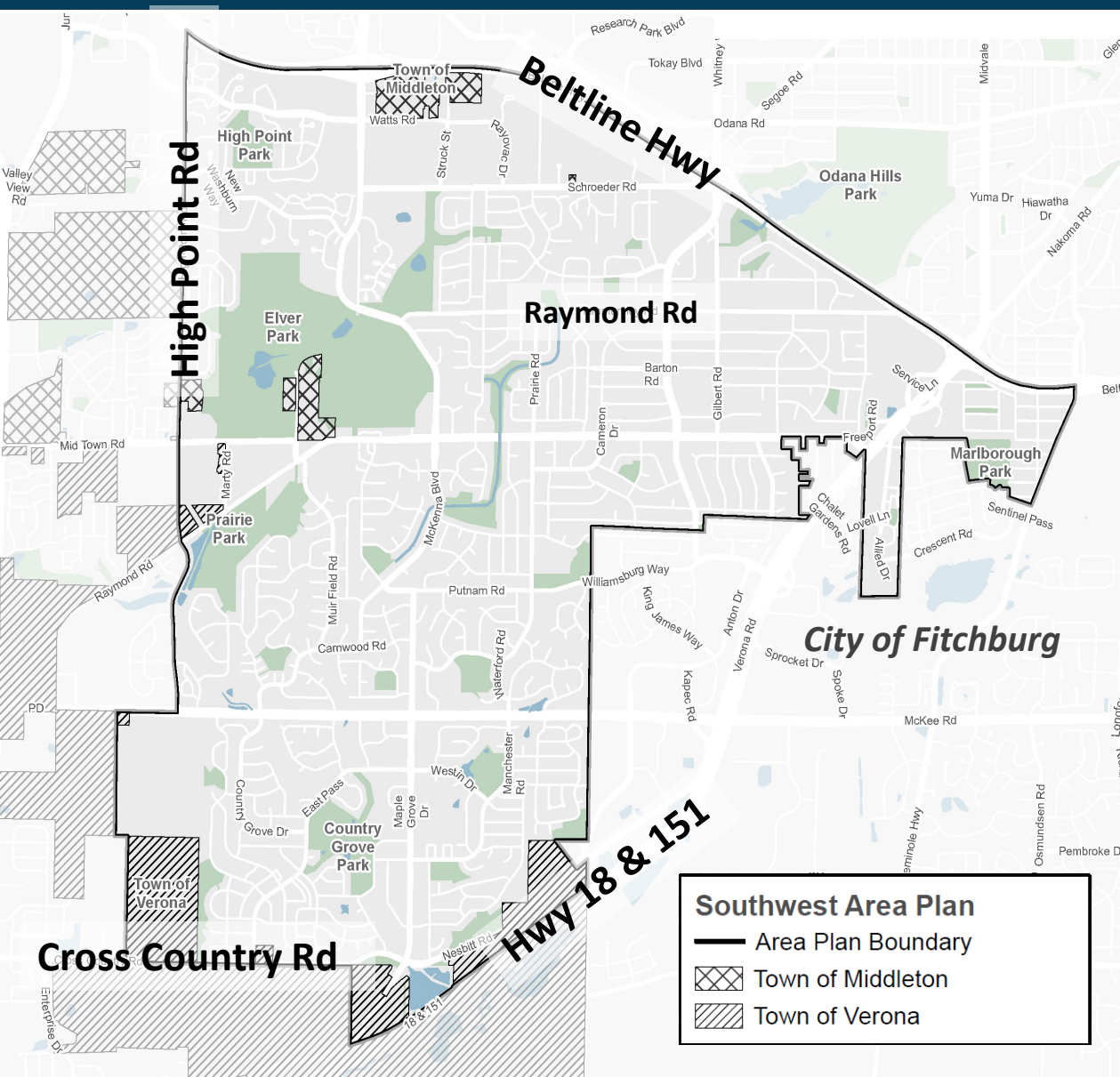
What are Area Plans and what are the benefits?



- Comprehensive Plan has larger goals for the whole City. Area plans provide more detailed recommendations.
- Full city coverage – 12 areas
- More frequent plan updates
- Consistent plan topics based on Comp Plan; area-specific recommendations
- Enhanced coordination on City initiatives
- Emphasis on feedback from underrepresented groups



Southwest Area



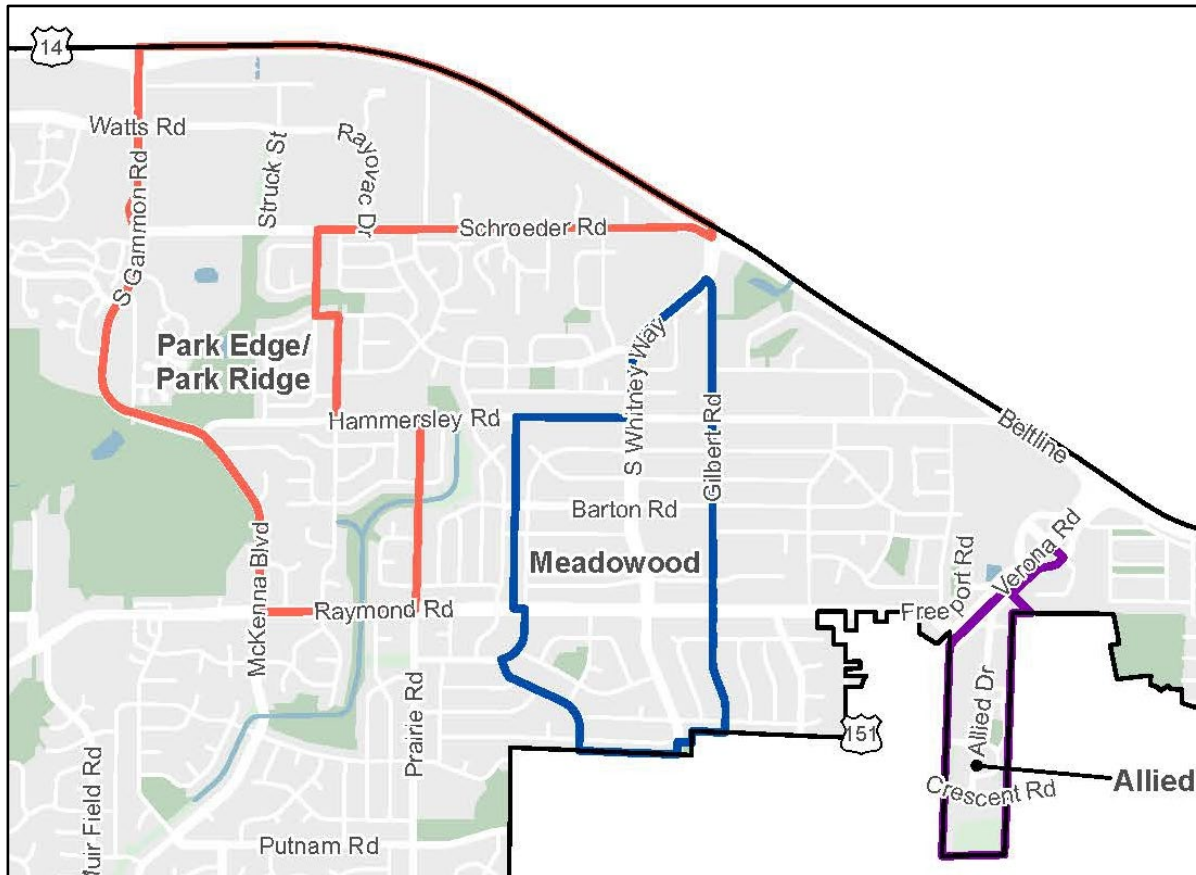
North boundary: Beltline Hwy

East boundary: City of Fitchburg

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

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

Community Action Strategy Areas (CAS)



- City receives federal funding to support community development initiatives primarily benefiting low- to moderate-income residents.
- CDBG eligibility: more than 50% of Block Group population has a household income at or below 80% of the Dane County Median Household Income.
- Selected eligible areas are called Community Action Strategy (CAS) Areas.

Data Source: Low- and Moderate-Income Summary Data (LMISD) 2016-2020 American Community Survey (ACS), Census 2010 Block Group geographies to comply with HUD requirements.

Public Engagement Summary

- Public Meetings: In-person Open House and virtual meetings (~232 attendees)
- November – April: Interactive Commenting Mapping (328 comments)
- Community Survey: ~1,100
- Madison Madness Bracket: ~350+ responses
- Other engagement: Meadowood Health Partnership, SMAC, NAs, Schools, School Districts, NRTs and others
- UW PEOPLE Program - Memorial High School students
- Partnered with nINA Collective to host nine Focus Group meetings
- Pop-Up outreach – Meadowridge library, community events, food pantries, Bike to Work week
- Neighborhood walks
- Business Walk
- Plan Commission and Transportation Comm. check-ins (June 2025, Aug 2025)



CAS Engagement Highlights



- Conversations with residents and community leaders, draft plan feedback
 - Conversations with JustDane clients
 - Allied Wellness Center and Allied Partners Meetings and Events
 - Good Shephard Lutheran Food Pantry and Allied Food Pantry
- Conversations with residents, project priorities
 - Milele Anana Chikasa Elementary Back to School
 - Trunk or Treat - Elver Park Neighborhood Center
 - Bike n' BOOgie at Meadowood Park
 - Holiday Bike n' Boogie at Elver Park Neighborhood Center
 - Allied and Meadowood Community Meals



Feedback received



More youth programming

Dangerous Intersections

Public Art

Add more community gardens

More affordable homeownership

Increase social cohesion and connections

Negative stereotypes about neighborhood

Address rental maintenance issues

More small businesses like Luna's

Add park amenities

Need community service providers hub

Increase street lighting

Allied Draft Actions



- Work with Allied Dunn's Marsh Neighborhood Association on capacity building.
- Create incubator for service businesses like a hair salon and barbershop.
- Increase fresh produce through resources like City's Healthy Food Retail grant and SEED grants.
- Add amenities to Allied Park like lights, grills and artistic sign and lights to basketball court.



Allied Park - Parks Alive

Allied Draft Community Projects



Priority	Project	Potential Locations	Cost Estimate
1	Bike Playground and Skills Park	Greenspace along Southwest Path	\$100,000
2	Community garden	Community Development Authority property at 2401 Dunns Marsh Terrace	\$15,000
3	Conserve Public Art	Various locations	\$50,000
4	Mural	Allied Park basketball court	\$50,000



Allied Mosaic Art

Meadowood Draft Actions



- Work with Toki Middle School and MMSD during upcoming rebuild to add shared spaces for the community to use.
- Add edible landscapes to Meadowood Park.
- Review visibility concerns at Hammersley/Prairie Road intersection and add a No Parking area or other measures.
- Incorporate a small shelter structure at Sunridge Park.



Akira Toki Middle School

Meadowood Draft Community Projects



Priority	Project	Potential Location	Cost Estimate
1	Sculpture or other art	Meadowood Shopping Center	\$50,000
2	Mural	Meadowood Park basketball court	\$50,000



Meadowood Park Basketball Court

Park Edge/Park Ridge Draft Actions



- Create a neighborhood organization that represents and supports the Moraine View Drive and Madison Estates areas.
- Provide information to property owners and tenants on how to request and prepare for building inspections.
- Add a crosswalk and pedestrian signage for path crossing Chapel Hill Road between Regis Road and Piping Rock Road.



Madison Estates Apartments on
Moraine View Drive

Park Edge/Park Ridge Draft Community Projects



Priority	Project	Potential Location	Cost Estimate
1	Bike playground and skills park	Lucy Lincoln Hiestand Park, Greentree Chapel Hills Park, or Elver Park	\$100,000
2	Public art – mural, other	Elver Park, Struck Street/W. Beltline Highway underpass	\$100,000
3	Community garden and orchard	Elver Park	\$15,000



Greentree Chapel Hills Park

Timeline



Planning Process & Public Engagement

Phase Zero

Data Gathering & Review

- Plan authorization by Common Council
- Pop-up outreach (Parks Alive, resource fairs, etc.)
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Online interactive commenting map
- Background data gathering
- Regular email notifications and website updates (applies to all phases)

JUN - OCT

2024

Phase One

Issues & Opportunities

- Multiagency Open House
- Community survey (part 1)
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Review by Board, Commissions & Committees
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts

NOV - MAY

Phase Two

Develop Recommendations

- Outreach to businesses
- Art Workshop
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with City Boards, Commissions & Committees

JUN - NOV

2025

Phase Three

Draft Plan Review

- Public feedback on Draft Plan
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts
- Pop-up outreach (resource fairs, events at library, community dinners etc.)

DEC - MAR

Phase Four

Adoption & Implementation

- Plan review and adoption by City Boards, Commissions & Committees
- Implementation of Plan recommendations after Plan adoption

APR - MAY

2026

Southwest Area Plan Discussion Points



1. Does the Committee have questions or comments on the draft action highlights? Community projects?
2. Does the Committee have any suggestions on partners or funding sources for the community projects?
3. Does the Committee think we missed anything?
4. Do you have additional comments or questions?