

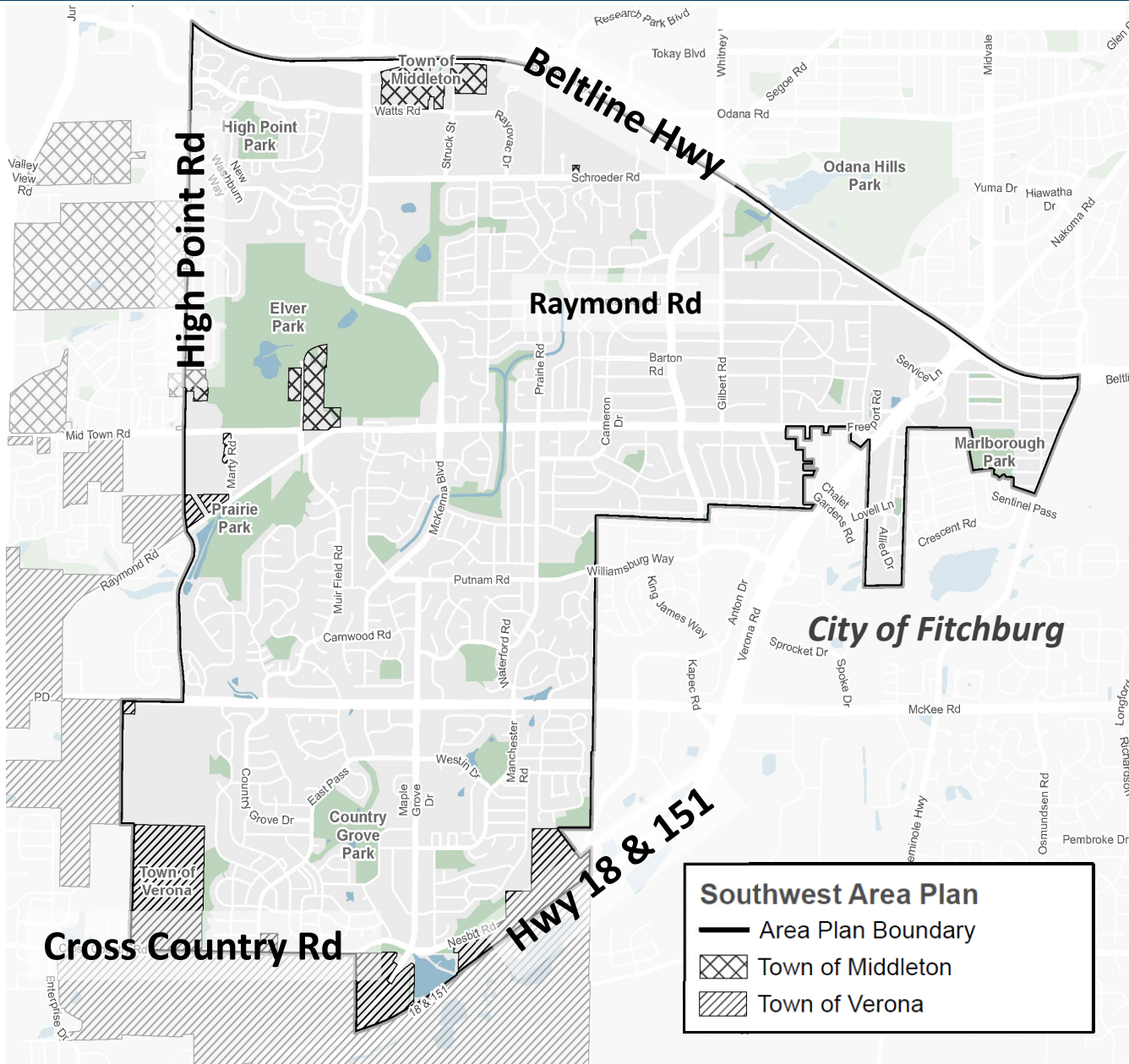
# Southwest Area Plan



**Project Team: Ben Zellers • Urvashi Martin • Tim Parks • Kirstie Laatsch • Linda Horvath • Angela Puerta**

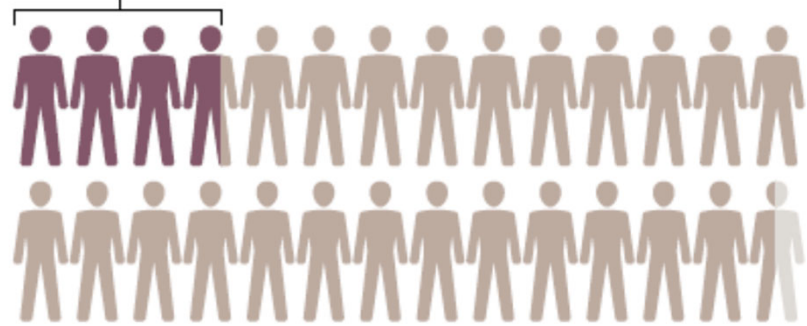
**Transportation Commission: June 3, 2026**

# Southwest Area

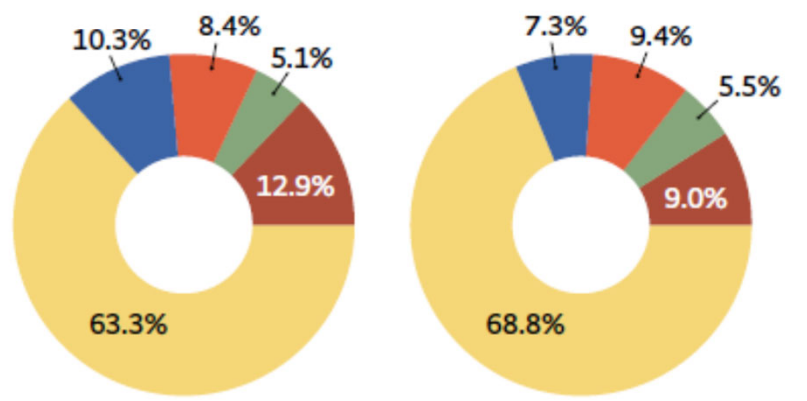


## Population

Southwest Area 37,094      City of Madison 274,730      = 10,000 residents



## Racial and ethnic composition



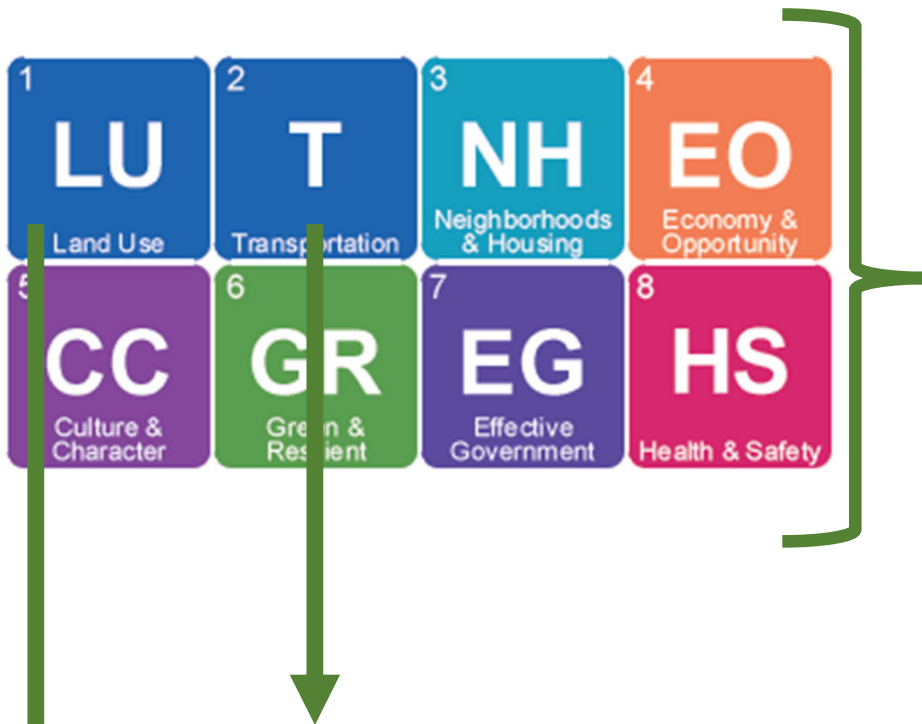
# Public Engagement Summary



- Public Meetings: In-person Open House and virtual meetings (~232 attendees)
- November – April: Interactive Commenting Mapping (328 comments)
- Survey (Parts 1 & 2): ~1,100 responses
- 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
- Community Partner Engagement
- Neighborhood walks
- Business Walk
- TC check-ins (June 2025, December 2025)



# Draft Plan Format



*“Madison will have a safe, efficient, and affordable regional transportation system that offers a variety of choices among transportation modes.”*

*“Madison will be comprised of compact, interconnected neighborhoods anchored by a network of mixed-use activity centers.”*

# Comments on the Draft Plan



- Ensure any Elver Park bike/ped connections don't interfere with cross-country skiing
- Concern about studying to make Woodington Way a one-way street
- Don't adequately address improvements to existing on-street bike lanes
- Support for extending the Hammersley path to Elver Park
- Support for partnership to expand BCycle
- More north-south trails/paths
- Don't connect Hampshire Place

# Land Use

## Low Residential (LR)

Single-family homes and two-unit structures

Typical Heights: 1-2 stories



## Low-Medium Residential (LMR)

Single-family, duplexes, rowhouses, and small multifamily buildings

Typical Heights: 1-3 stories



## Medium Residential 1 (MR1)

Rowhouses, small & large multifamily buildings

Typical Heights: 2-4 stories



## Medium Residential 2 (MR2)

Rowhouses, small & large multifamily buildings

Typical Heights: 2-5 stories



## Neighborhood Mixed-Use (NMU)

Residential, retail, restaurant, service, institutional, and civic uses

Typical Heights: 2-4 stories



## Community Mixed-Use (CMU)

An intensive mix of residential, commercial and civic uses

Typical heights: 2-6 stories



## General Commercial (GC)

Retail goods and services, business offices

Typical heights: 1-3 stories



## Employment (E)

Office, research, lab, hospitals, clinics, etc.

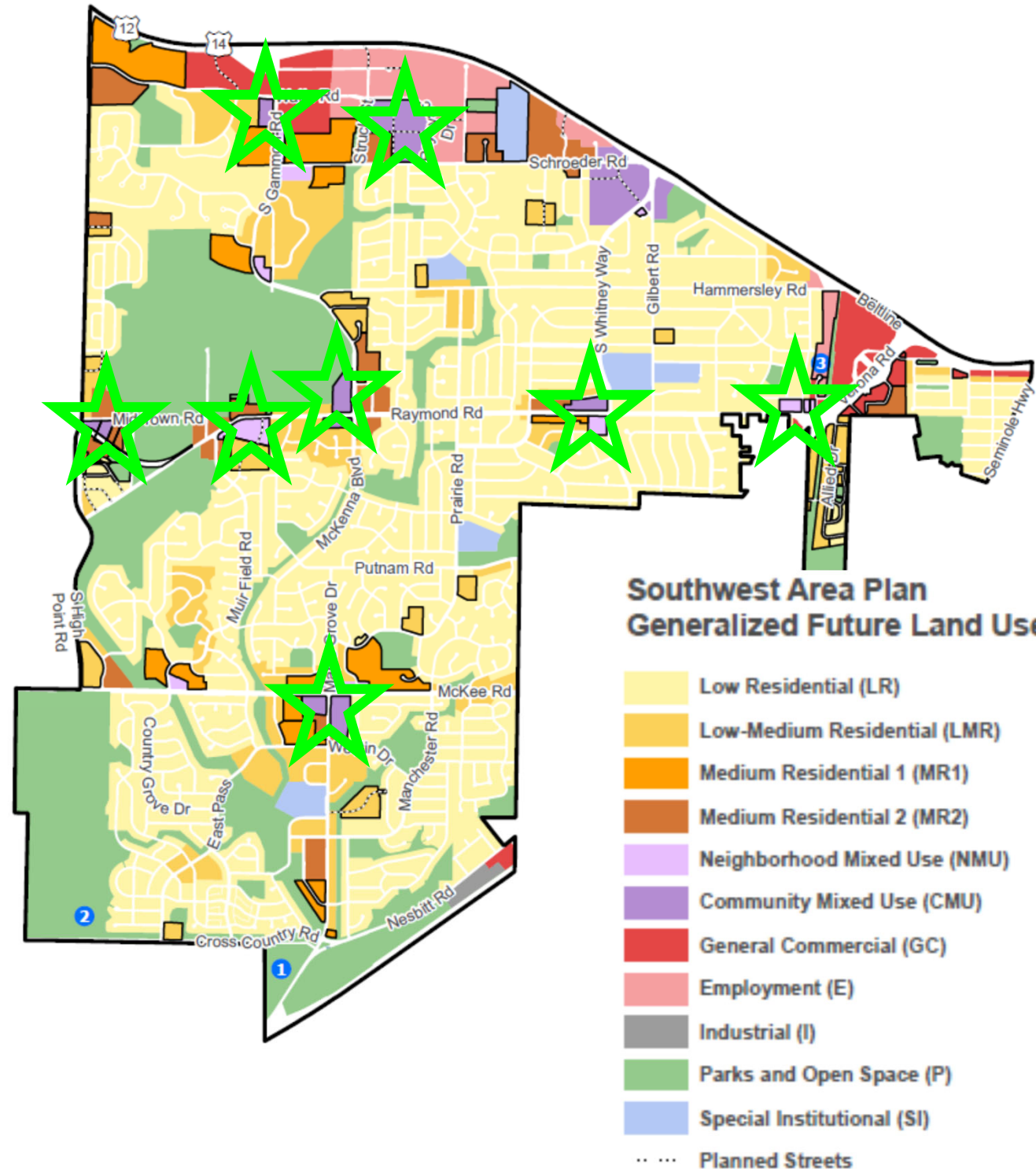
Typical heights: 1-4 stories



## Industrial (I)

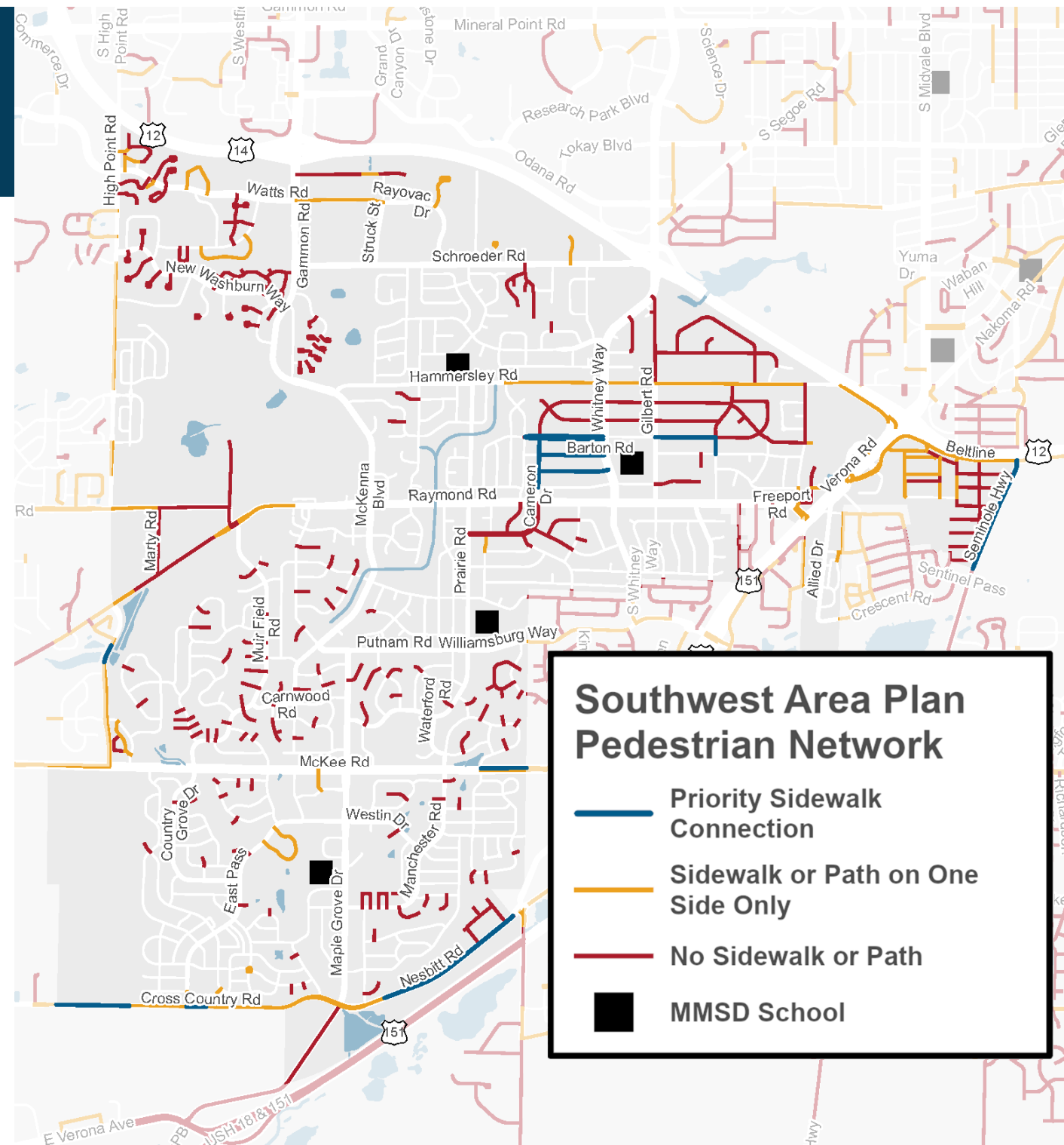
Manufacturing, wholesale, storage, distribution and utility uses

Typical heights: 1-4 stories



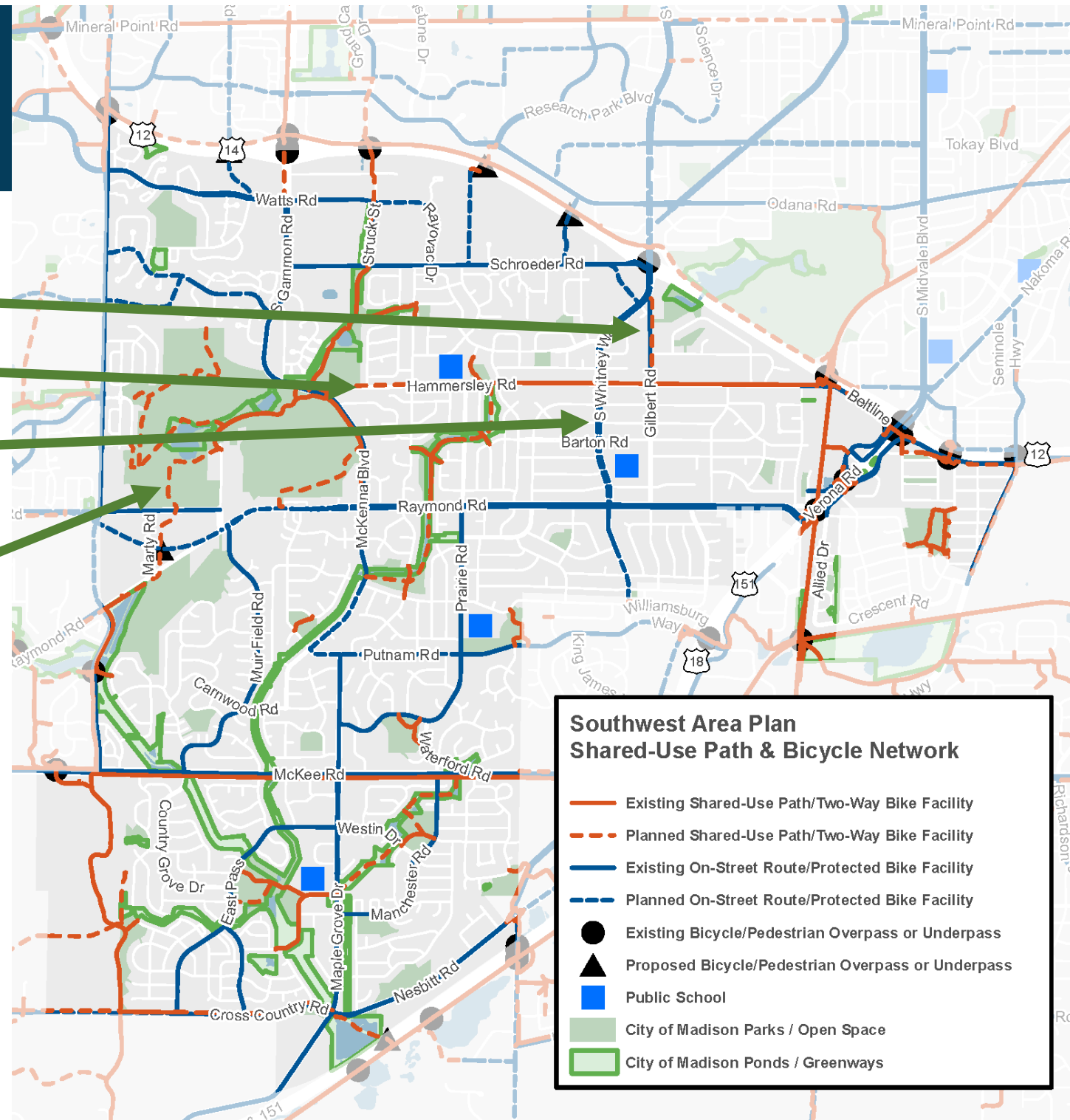
# Transportation: Pedestrian Network

- Close **gaps in the sidewalk network** shown on Pedestrian Network map
- **Prioritize** locations for sidewalk improvements near major streets and schools



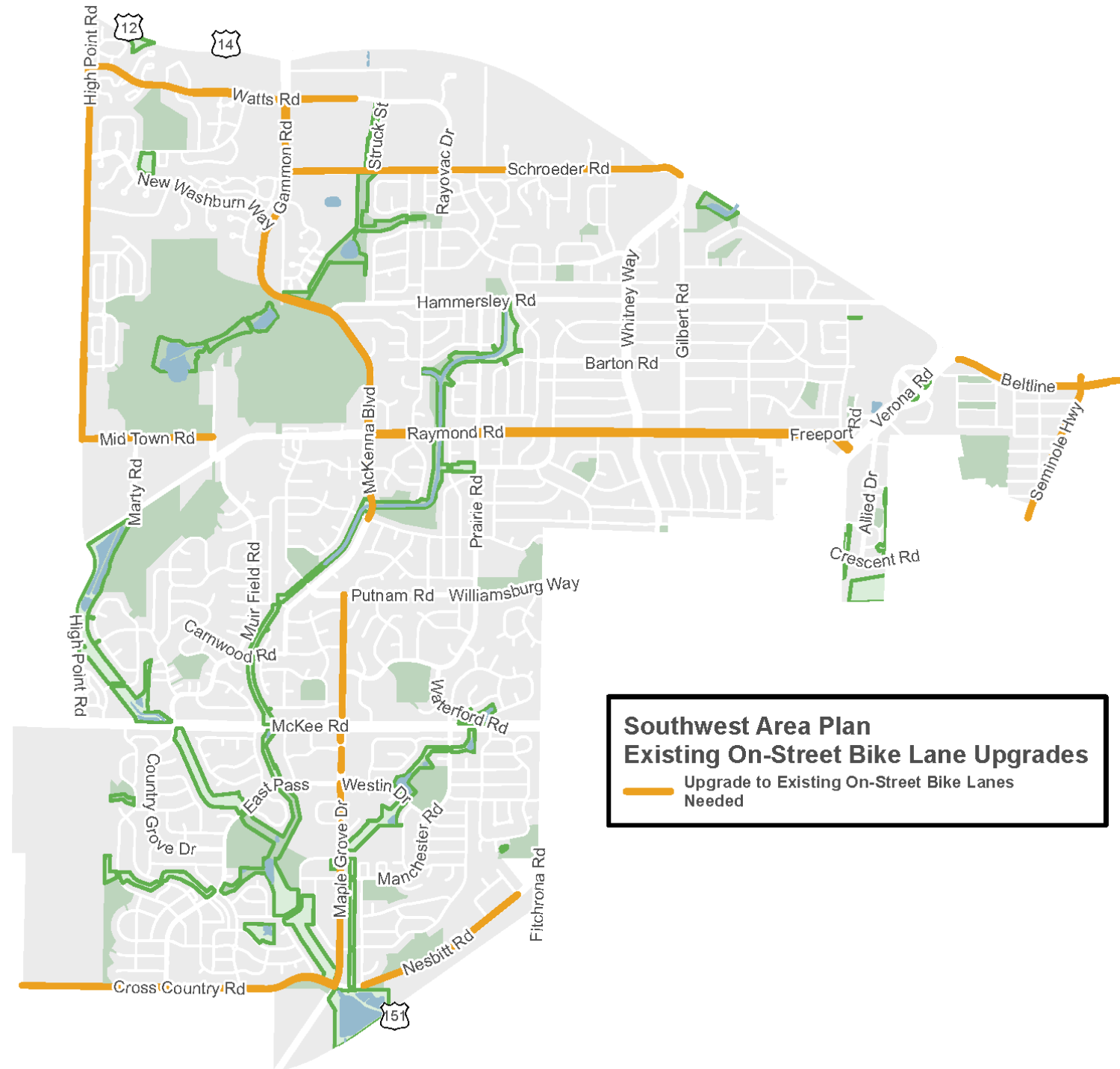
# Transportation: Shared-Use Path and Bicycle Network

- Gilbert Road
- Extend Hammersley Path
- Separated bike lanes on Whitney Way
- Connections to and through Elver Park



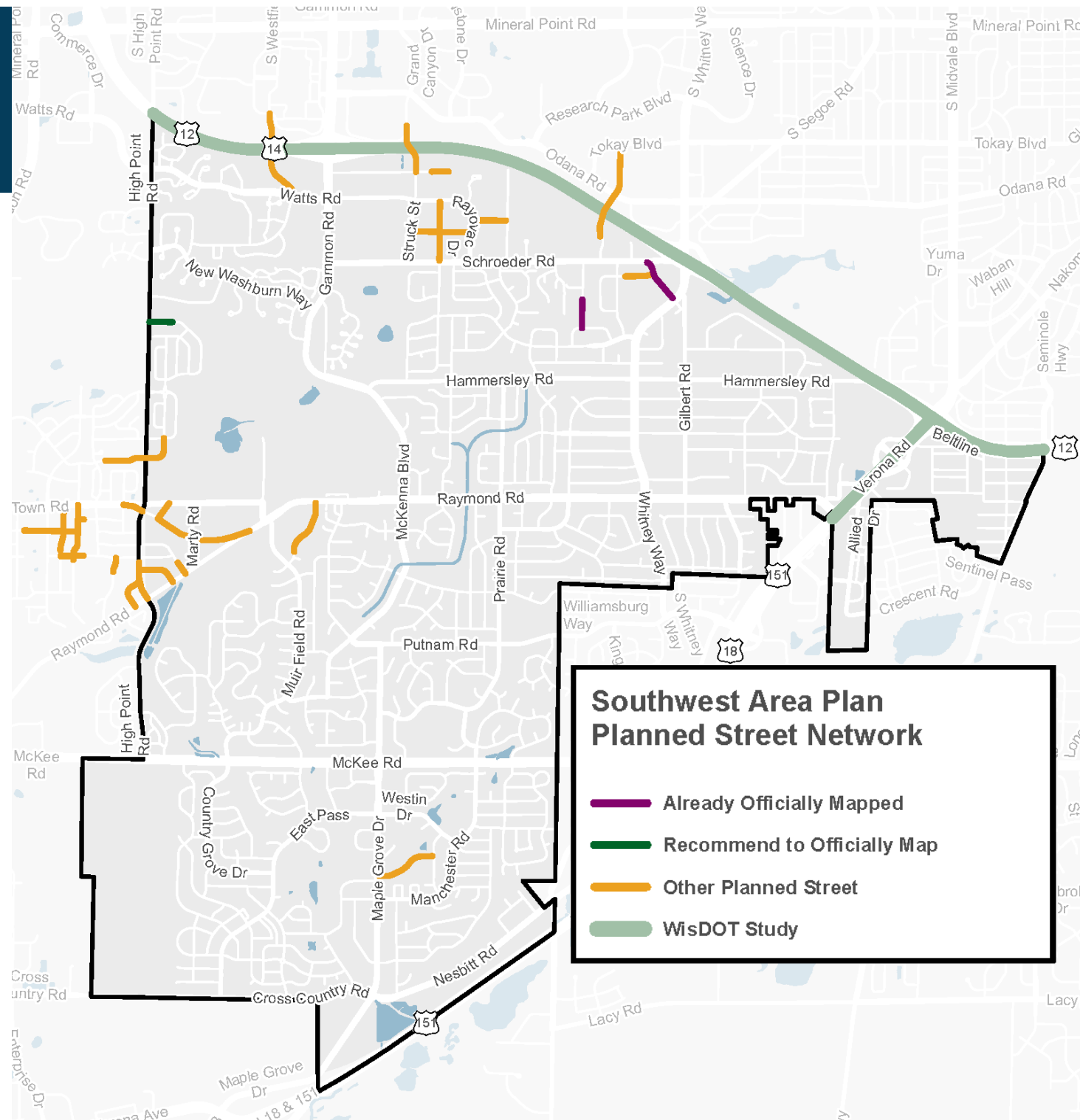
# Transportation: Shared-Use Path and Bicycle Network

- Upgrade existing on-street bicycle facilities shown on the Existing on Street Bike Lane Upgrades map to meet All ages and Abilities (AAA) standards.



# Transportation: Planned Streets

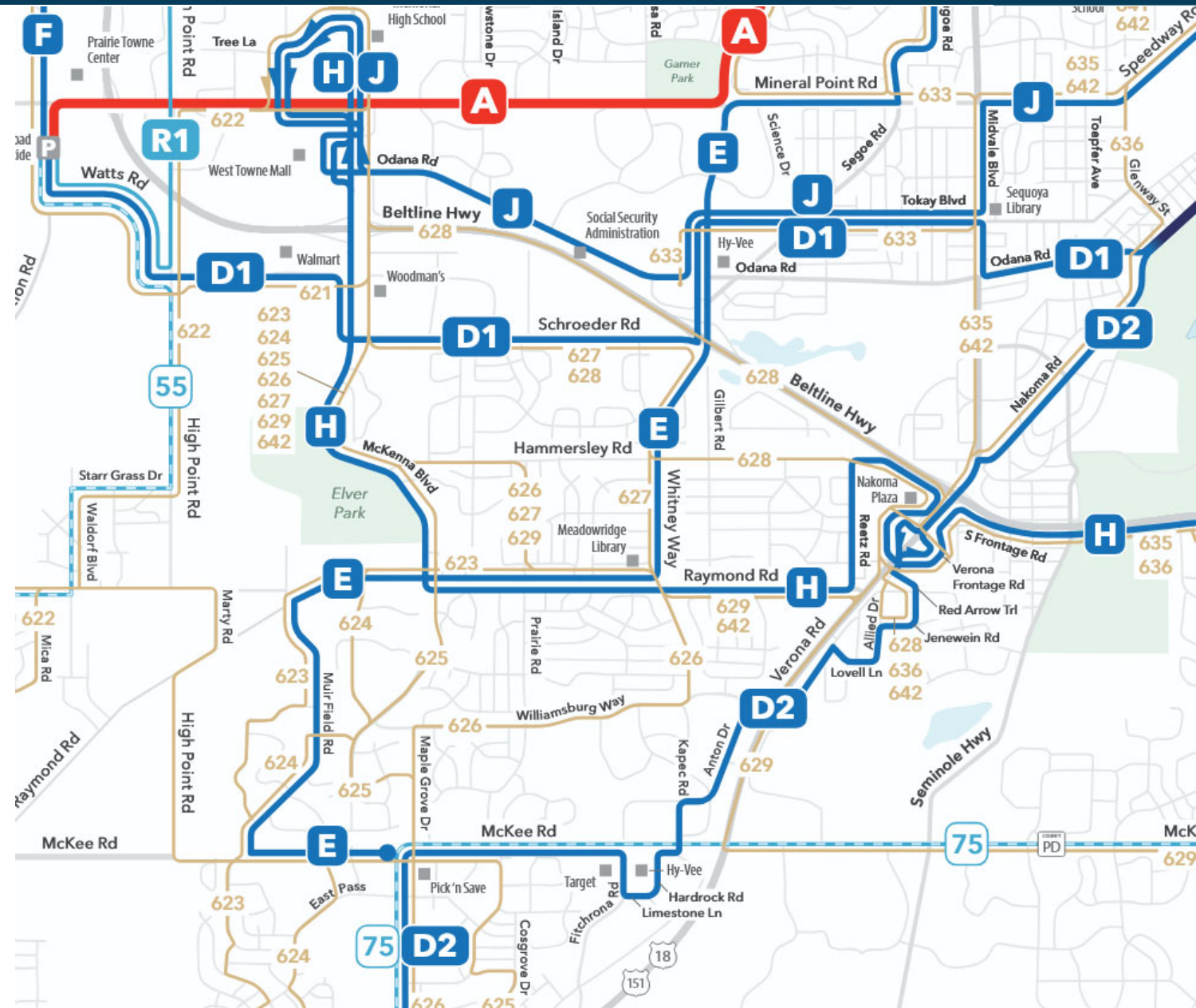
- Represent **officially mapped streets**:
  - Schroeder Road – “Golfland”: 1965
  - Hampshire Place: 1966
- **Recommend officially mapping** remainder of Meadow Sweet Drive.
- **Other planned streets**
- Raymond Road – short-term, long term
- Cross Country-Maple Grove-Nesbitt roundabout



# Transportation: Transit

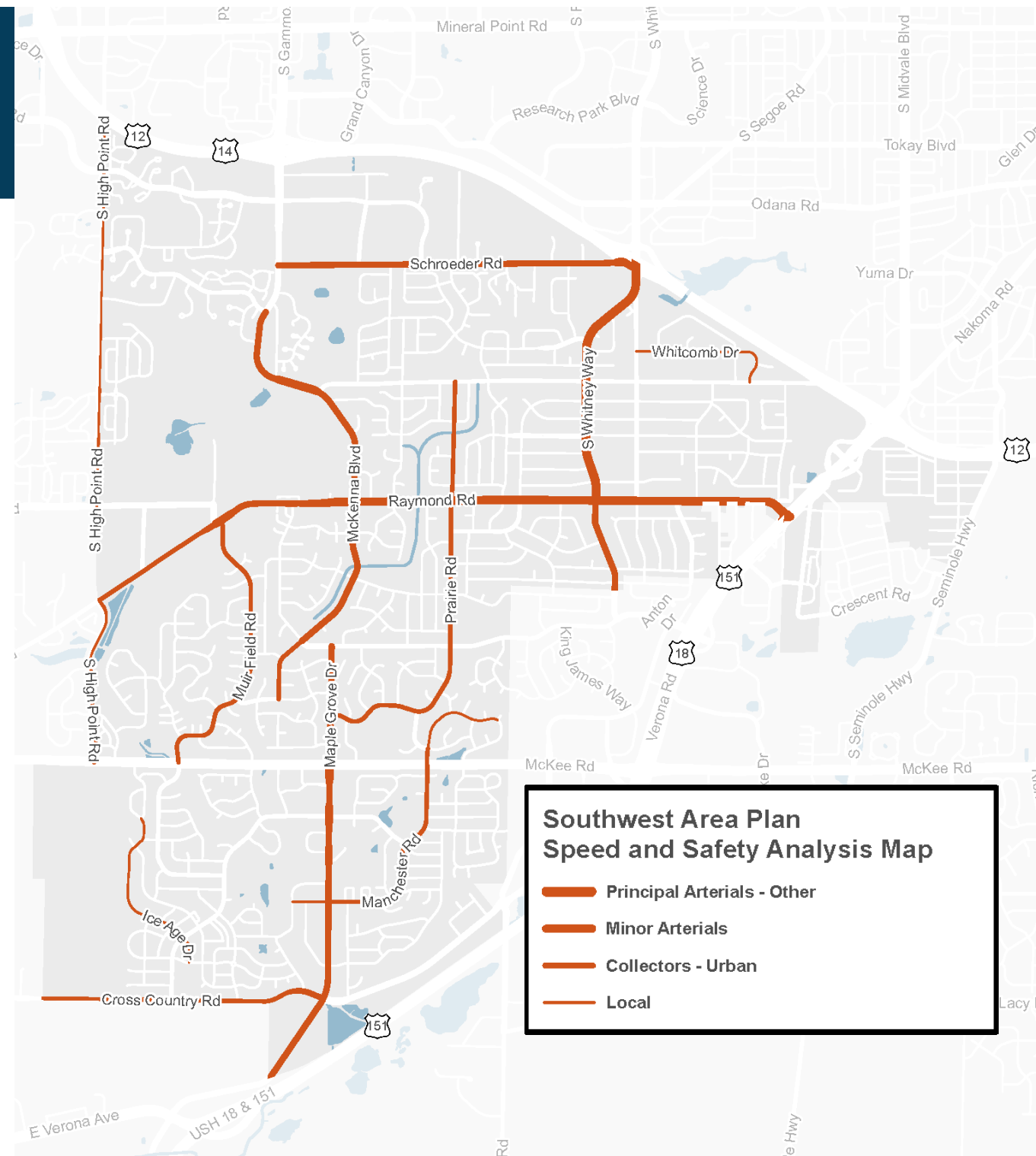


- Install additional shelters
  - Raymond at Whitney
  - Allied at Jenewein
  - Red Arrow at Verona
- Study feasibility of restoring service along Hammersley Rd
- Add buses on Route D to address crowding during high-use times



# Health & Safety:

- Conduct Vision Zero speed analyses and explore traffic calming improvements like road diets, speed bumps, and other measures on mapped streets



# Partnerships



- WisDOT:
  - Improve ped/bike conditions at interchanges
  - Add street connections across the Beltline, as shown in planned streets map (also included in the West Area Plan)
  - Verona Road
    - Increase pedestrian, bicycle, transit, and car connectivity across Verona Road
    - Reduce vehicle speeds and enhance safety
    - Any further WisDOT construction should extend Midvale Blvd to Raymond Rd and fully bury 18/151
- B-Cycle and private partners or sponsors: expand bike share service to the Southwest Area, focusing on major bike routes and major community hubs

# Draft Plan Review – Next Steps



- ✓ May 5 – Common Council (introduction)
- ✓ May 13 – Board of Park Commissioners
- ✓ May 20 – Urban Design Commission
- ✓ June 3 – Transportation Commission
- June 4 – Community Development Block Grant Committee
- June 8 – Landmarks Commission
- June 15 – Plan Commission (lead)
- June 23 – Common Council (consider adoption)