



Department of Planning & Community & Economic Development

Planning Division

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To: Community Development Block Grant Committee

From: Southwest Area Plan Team (Project Managers - Ben Zellers, Urvashi Martin)

Date: December 4, 2025

Subject: Southwest Area Plan Update

Background

Since meeting with the Community Development Block Grant Committee on September 12, 2024, the Southwest Area Plan team has completed Phase 1, where we gathered issues and opportunities, and is now in Phase 2, where we are drafting plan actions. Staff is updating the Committee on Phase 2 public feedback and the draft actions and community projects before compiling a full final draft of the Southwest Area Plan for introduction to the Common Council. Please see the [project website](#) for background material, public feedback summaries, and material from past meetings.

Public Engagement

Public participation has included public meetings (virtual and in-person). In addition to the public meetings, staff collected feedback from various other sources such as the Online Commenting Map, Resident Surveys, Madison Madness Bracket Exercise, Community Partners, Focus Group meetings, Neighborhood walks, Business walk, Bike to work week events, Pop-Up events, UW PEOPLE Program engagement with Memorial High School students, Neighborhood Associations, and Neighborhood Resource Teams, among others.

We also did more in-depth engagement in Community Action Strategy Areas (CAS). CAS Areas are eligible to receive Community Development Block Grant (CDBG) funding through the Department of Housing and Urban Development. CDBG funds are used to connect with residents and other stakeholders in CAS Areas, learn about their priorities, and implement priority capital projects in the CAS Areas. Feedback gathering in these areas focused on community-led events and activities like food pantries, community meetings and meals, and city-led events like Parks Alive, Bike n' Boogie at Elver Park Neighborhood Center and Holiday Bike n' BOOGIE at Meadowood Park.

This Committee update focuses on community feedback, draft actions, and draft community projects for the Southwest Area Plan's three Community Action Strategy Areas (CAS): Allied, Meadowood, and Park Edge/Park Ridge.

Highlights of Draft CAS Actions

1. Allied CAS:
 - a. Work with Allied Dunn's Marsh Neighborhood Association on capacity building.
 - b. Create incubator for service businesses like a hair salon and barbershop.

- c. Increase fresh produce through resources like City's Healthy Food Retail grant and SEED grants.
 - d. Add amenities to Allied Park like lights, grills and artistic sign and lights to basketball court.
2. Meadowood CAS:
 - a. Work with Toki Middle School and MMSD during upcoming rebuild to add shared spaces for the community to use.
 - b. Add edible landscapes to Meadowood Park.
 - c. Review visibility concerns at Hammersley/Prairie Road intersection and add a No Parking area or other measures.
 - d. Incorporate a small shelter structure at Sunridge Park.
3. Park Edge/Park Ridge CAS:
 - a. Create a neighborhood organization that represents and supports the Moraine View Drive and Madison Estates areas.
 - b. Provide information to property owners and tenants on how to request and prepare for building inspections.
 - c. Add a crosswalk and pedestrian signage for path crossing Chapel Hill Road between Regis Road and Piping Rock Road.

Feedback received on Draft CAS Actions

Public feedback received so far has been very supportive of the draft CAS actions and projects.

Community Development Block Grant Committee Discussion

Staff is seeking feedback from the CDBG Committee on draft actions in the CAS Chapter prior to completing a full final draft:

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?

Attachment

- [SWAP Draft Actions and Maps](#)