

Appendix 1. Crime Statistics for Southwest Neighborhood and Neighboring Areas

Geographic Coverage of Police Sectors

Madison Police Department compiles crime statistics by geographic sectors that are distinguished from one another by a coded numbering system. Most of the Southwest planning area lies within Police Sectors 113, 114, 115 and 116. Police Sectors for the targeted sub areas:

- Police Sector 115: Park Ridge and Schroeder-Berkshire
- Police Sector 116: Bettys-Theresa-Hammersley and Russett Road
- Police Sector 117: Balsam Road-Leland Drive

The Police Sector map depicts the targeted sub areas overlaid upon the police sector map. In all instances, the Police Sectors contain a greater geographic area than the specific targeted sub area. However, the majority of police calls for service are clustered in the targeted sub areas.

The Southwest planning area also includes a multifamily complex, *The Crossings* (formerly Elver Park Apartments), located to the west of the Park Ridge Neighborhood. *The Crossings* is included within Police Sector 123.

Police Sector 105 covers the primarily residential areas to the east of South Whitney Way and Police Sector 113 covers the commercial area to the north of Schroeder Road.

Police Sector Statistics: Police Calls for Service from 2004-2006

The statistics currently available from the Madison Police Department are *police calls for service* by Police Sectors. Table A1 shows *police calls for service* for Police Sectors on the Southwest side. The data covers serious crime statistics for a larger geographic area than the Southwest planning area. The statistics shown do not reflect arrests or convictions for these offenses – just *police calls for service* that fall into certain reporting categories. All *police calls for service* in these reporting categories are for a three-year time period: 2004, 2005 and 2006.

The MPD is working on making crime statistics more easily and more publicly available.

Crime Statistic Highlights

For the period from 2004-2006, the top three *police calls for service* by police sector and category:

Police Sector 113 and 114 (covering the geographic areas between Mineral Point and Schroeder Roads). The top three police calls for services are, in order:

1. Retail Theft
2. Theft
3. Fraud

Sections 113 and 114 are predominantly commercial areas.

Police Sector 115 (covering the geographic area between Schroeder and Hammersley, which includes Park Ridge and Berkshire-Schroeder sub-areas). The top three police calls for services are, in order:

1. Theft
2. Drug Incidents
3. Residential Burglary

Police Sector 116 (covering the geographic area between Hammersley to Raymond which includes Bettys-Theresa-Hammersley and Russett sub areas). The top three police calls for services are, in order:

1. Theft
2. Residential Burglary
3. Drug Incidents

Police Sector 117 (a larger geographic area covering residential areas south of Raymond area to Putnam/Williamsburg Way including Balsam sub area). The top three police calls for services are, in order:

1. Theft
2. Battery
3. Residential Burglary and Drug Incidents (tied for third).

Police Sector 105 (covering the geographic area directly to the east of the Southwest planning area from West Beltline Highway to Verona Road), The top three police calls for services are, in order:

1. Theft
2. Retail Theft
3. Drug Incidents

Police Sector 123 (covering the geographic area directly to the west of the Southwest

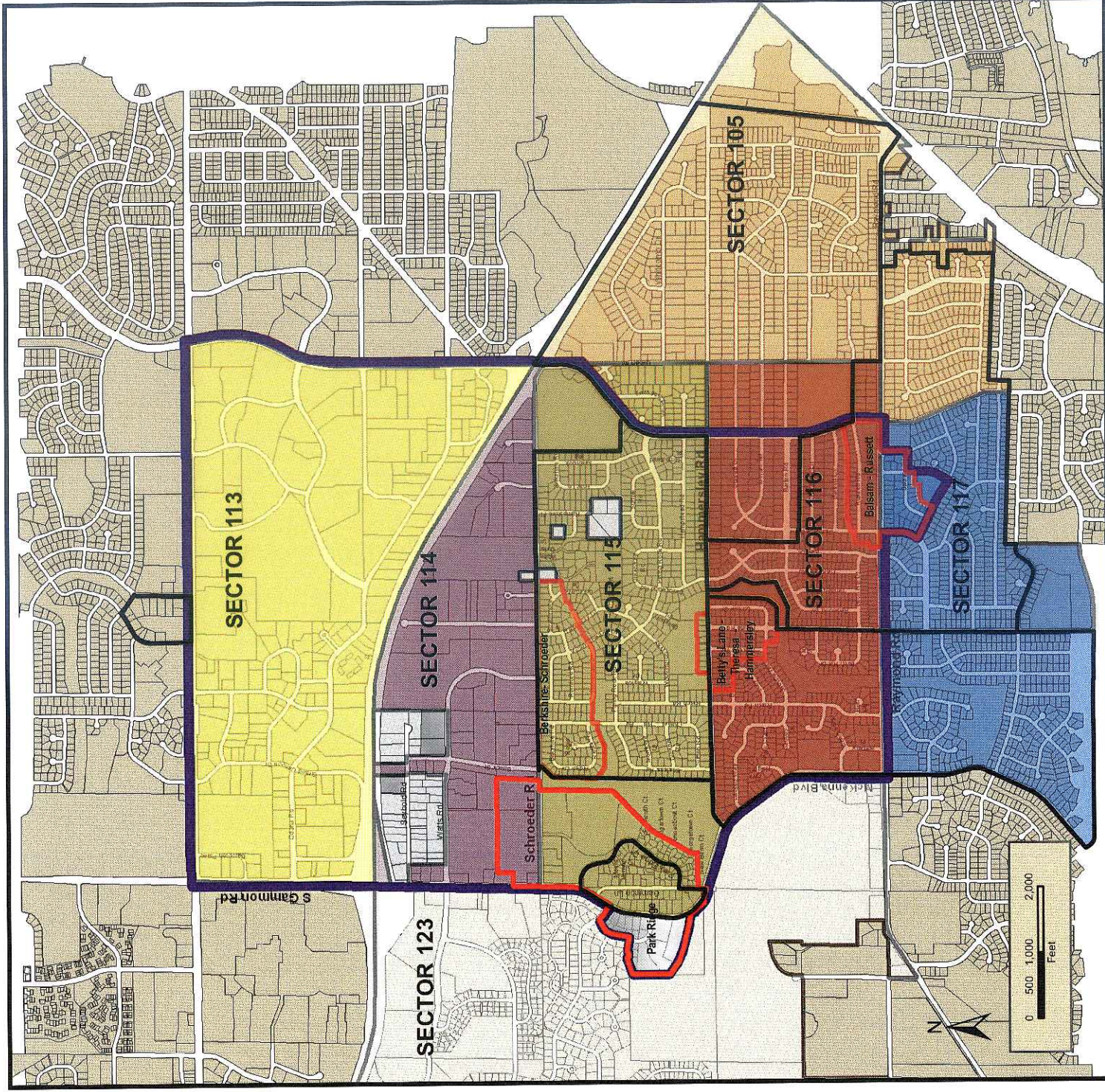
planning area including The Crossing, formerly Elver Park Apartments). The top three police calls for services are, in order:

1. Theft
2. Fraud
3. Retail Theft

Although the *police calls for service* do not reflect arrests or convictions for the incidents, this data provides a window through which one may view the types and relative levels of crime in the Southwest planning area and nearby areas. It is hoped that the data may be used as:

A baseline to evaluate the future success of the crime prevention strategies in the Southwest Neighborhood Plan;

Provide guidance to city officials responsible for public safety for more prudent allocation of resources to promote public safety and crime reduction for the Southwest planning area.



SW Neighborhood Planning Area

- Planning Area
- Non-City Parcels within Planning Area
- Outside of Planning Area

- Sub Areas of Focus
 - Neighborhood Association Boundaries
- Police Sectors
- 105
 - 113
 - 114
 - 115
 - 116
 - 117
 - 123

The Department of Planning and Development, Madison, WI
 Source: City of Madison Planning Unit, September 2006

Table __: Madison Police Call for Service (2004-2006) for Specific Incident Type by Police Sector

INCIDENT TYPE	Sector 105	Sector 113	Sector 114	Sector 115	Sector 116	Sector 117	Sector 123
	Number	Number	Number	Number	Number	Number	Number
Aggravated Battery	9	15	3	17	23	12	27
Arson	3		1	3	3	4	6
Attempted Suicide	1	2	5	9	7	3	10
Battery	42	51	20	57	60	61	98
Bomb Threat	1		2				
Child Abuse	3	6	2	13	11	4	10
Child Neglect	4	7	3	12	7	5	3
Death Inv/Suicide	10	6	5	11	3	5	6
Drug Incident	70	38	21	71	75	37	94
Enticement/Kidnapping	2	2	3	2	3	2	5
Exposure	1	4		3			3
Forgery	8	18	57	4	1	1	17
Fraud	59	152	62	47	43	33	170
Homicide					2		
Miscellaneous Sex Offense	2	1		2	1		
Non-Residential Burglary	12	83	36	5	6	2	10
Person with a Gun		3		4	2	3	4
Prostitution/Soliciting	1			1			2
Residential Burglary	58	7	21	58	105	37	92
Retail Theft	226	302	517	7	8	2	157
Robbery-Armed	10	5	13	4	11	5	11
Robbery-Strong Armed	11	14	5	6	5	5	4
Sexual Assault 1-2-3-4-/Rape	3	7	2	10	6	5	9
Sexual Assault of a Child	4	3		13	8	7	12
Stolen Auto	30	26	18	35	51	20	55
Stolen Other Vehicle/Cycle	1		1	2	3		1
Theft	251	278	180	122	113	79	224
Theft from Auto	74	81	47	78	47	51	138
Weapons Offense	14	9	8	18	22	19	23
Worthless Check	4	8	5	1		1	4
Total	914	1128	1037	615	626	403	1195

Source: Madison Police Department

Appendix 2.

Approaches to Safety Issues Within the Southwest Plan Recommendations

Integral to Crime Prevention

In the development of the neighborhood plan, it was the role of the neighborhood to focus on crime prevention strategies that would reduce the risk of crime happening by intervening in the causes as well redesigning public/private spaces. It was important to identify short- and long-term strategies outside of direct police enforcement. Four components in crime prevention were the basis to determining what would drive the changes in the safety and health of the area:

Approach 1: Community Organization

Offending behavior is seen as the result of a breakdown in the community social order or organizations (family, church, school, etc.). This approach could require stronger social networks between local community groups to share information and work together in achieving goals.

- Strengthening connections between local schools, centers of worship, landlords, and the business community at Meadowood Shopping Center. Specifically, work with MLG, the owners of the shopping center, to coordinate management and business tenants to work together on community projects (Community #8)
- Forming a joint coalition of neighborhood associations and communication

mechanism between neighborhoods. (Community #4)

- Sub-area plans for the Bettys Lane-Theresa Terrace-Hammersley, Russett-Balsam, Park Ridge, and Schroeder-Berkshire areas will increase cohesion within these neighborhoods and throughout the area. (Sub-area)
- Street lighting in the Russett, Raymond, and Schroeder corridors. (Transportation #2)
- Lighting on primary bike paths. (Transportation #13)

Approach 2: Community Empowerment

Community empowerment enables community members to take part in the decision-making processes and manage activities that either directly or indirectly impact upon the social conditions that are believed to sustain crime in residential environments. Programs of empowerment can take many different forms, like sponsoring soccer teams, enabling youth to participate in after school activities, and neighborhood watches. Being physically present in the community, and organizing leadership and social activities in the neighborhood are other examples.

- Developing community gardens in the Hammersley Greenway. (Parks #6)
- Improvements at Hammersley Park, Meadowood Park, and Elver Park to increase activity and visibility. (Safety #6, 9, Parks #6, 8, 9)
- Improved bike and pedestrian connections, and fitness trails through the neighborhood to increase safe access to neighborhood

open spaces, activity, and visibility. Areas include Lucy Lincoln Hiestand Greenway Park and Greentree-Chapel Hill Park. (Transportation #3, 11, 12, Parks #4, 7)

- Increased programming for youth, adults, and seniors through working with existing citywide programs, increasing transportation options, and offering a variety of opportunities through grant-seeking. (Community #1)
- Utilizing Meadowood Shopping Center as a community gathering place.

Approach 3: Responding to Environmental Disorder

The physical environment is an outward expression of the social attitudes and behaviors of a community. Poorly maintained and underutilized places create a sense of social and economic disinvestment. This often attracts undesirable behaviors that lead to unsafe environments. Interventions could include physically rehabilitating buildings, decreasing the number of hiding spaces, improving lighting, and increasing community presence in the neighborhood.

- Utilizing Meadowridge Library serving as a clearinghouse for a neighborhood information network. (Community #2)
- Arranging web-based communications involving various community organizations between neighborhoods to report neighborhood issues, patterns and trends. (Community #3)
- Creating landlord training sessions, neighborhood auditing walks and crime

watches, and training in the enforcement of the Boom Box Ordinance. (Sub-area)

- Addressing neighborhood disturbances, such as noise issues at Elver Park (Parks #9)

Approach 4: Regenerating the Community

This approach focuses on the economic well-being of the community on two levels. One is providing the political and funding resources to local groups and institutions that enable the community to tackle important problems. The second is the ability of residents to improve their financial status and stability through access to education and jobs.

- Strengthening education and employment training opportunities with local/regional businesses through Urban League. (Community #7)
- Increasing homeownership and/or earmarking housing rehab funds for the neighborhood. Methods for accomplishing this goal could include education programs, down payment assistance programs, and converting CDA housing from renter to owner-occupancy. (Housing #2, 4)
- Improving bus transportation routes for more direct service to schools and employment centers, especially to downtown. (Transportation #4)
- Developing systematic inspection of code violations for Alderpersons, residents, and Building Inspection. (Housing #3)
- Better coordination of police services, ambulance services, and Department of

Correction services to increase neighborhood safety. Strategies could include adding more police resources, addressing parolee issues, adding a neighborhood ambulance, and improving communication efforts. (Safety #1, 2, 3, 4)

Appendix 3.

Section 8 Voucher Usage in the Southwest Planning Area

Part of the task of assessing the social fabric of the neighborhood, understanding its economic diversity, and developing strategies to improve the situation of the numerous stake holders is to review the Section 8 voucher use in the planning area. Section 8 vouchers are used to provide rental assistance to income qualified individuals, families, disabled and elderly.

The City of Madison Housing Operations compiled data on Section 8 Voucher usage by census tracts for the entire city for years 2005, 2006 and 2007.

The majority of the Southwest Neighborhood Planning area lies within Census Tract 4.04. (See Map). Two small portions of the planning area lie within other census tracts: 1) the western edge of the planning area, the Park Edge sub area lies within Census Tract 4.03 and 2) the southeastern portion of the planning area between Hammersley Road on the north, South Whitney Way on the east, Thrush on the south, and Leland on the west lie within Census Tract 5.01 (includes the Balsam-Russett Road sub area).

Map 2 depicts the location of Section 8 Vouchers citywide. The Southwest Neighborhood Planning area has a heavy clustering of Section 8 Vouchers users within the four multifamily residential sub areas:

Balsam-Russett, Bettys-Theresa-Hammersley, Park Ridge, and Schroeder-Berkshire areas. It appears that comparable family clustering is not observed in other census tracts in the city. This may indicate that the plan area has a disproportionate number of economically disadvantaged families with the attendant social services needs. Census Tract 4.04 has the highest number of Section 8 families for years 2005, 2006 and 2007.

We have abstracted the data to show relevant data relating to census tract 4.04, 4.03 and 5.01 and calculated percentages relative to the totals in the categories for that particular year. This is shown in the table below.

Highlights

For Census Tract 4.04, approximately 1 out of 7 of the persons covered by Madison's Section 8 Voucher Program lives in the Southwest Neighborhood Planning area. This is approximately a little over 14% of the total persons benefiting from Section 8.

From years 2005 to 2007 the percentages increased from 13.6% to 14.4 %. Somewhat similarly, the data shows that about 1 out of every 7 families receiving Section 8 live within our planning area. The percentage of Families increased from 13.0% in 2005 to 14.3% in 2006 and the dropped slightly in 2007 to 14.0%. Slightly more than 1 in 9 households receiving Section 8 vouchers live in our planning area. From 2005 to 2007 we saw an increase from 11.4% to 11.6%. The elderly who comprise less than 1% of the total of persons holding Section 8 vouchers were represented in our planning area. As to the total number of Section 8 vouchers distributed to the

elderly, our planning area accounted for about 10%. In comparison, census tract data for 4.03 and 5.01 showed significantly smaller numbers and percentages. However it is assumed that the actual numbers and percentages in the different categories would be larger as there are contributions from census tracts 4.03 and 5.01 which should be added into the tract 4.04 totals.

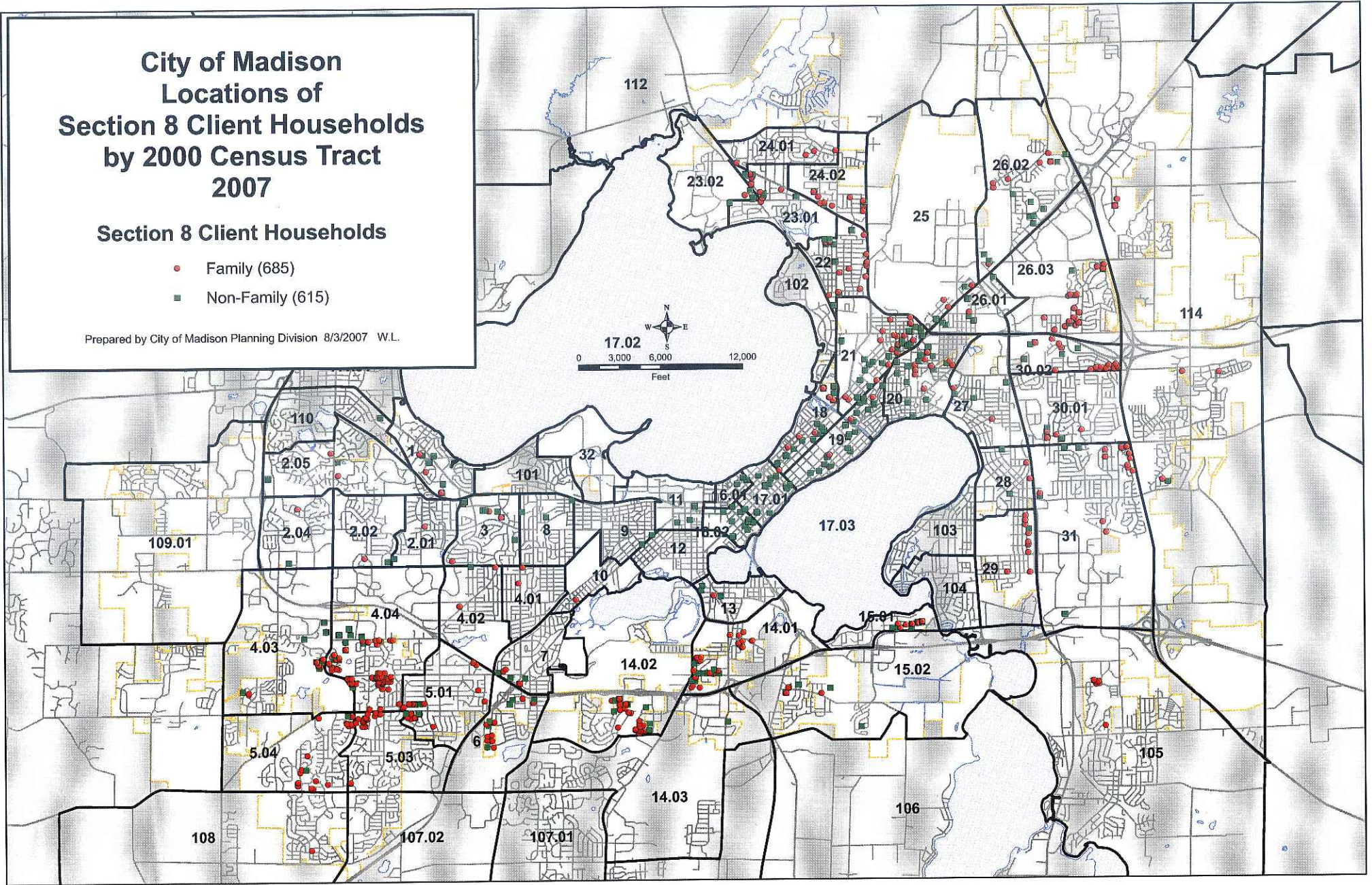
This data may be useful to establish baselines to show in the future that public policy changes by the city have effectively decreased the Section 8 voucher use in the planning area or more evenly spread out the population of persons receiving Section 8 assistance throughout the city. Public policy changes are discussed in the recommendation and implementation Sections of this document.

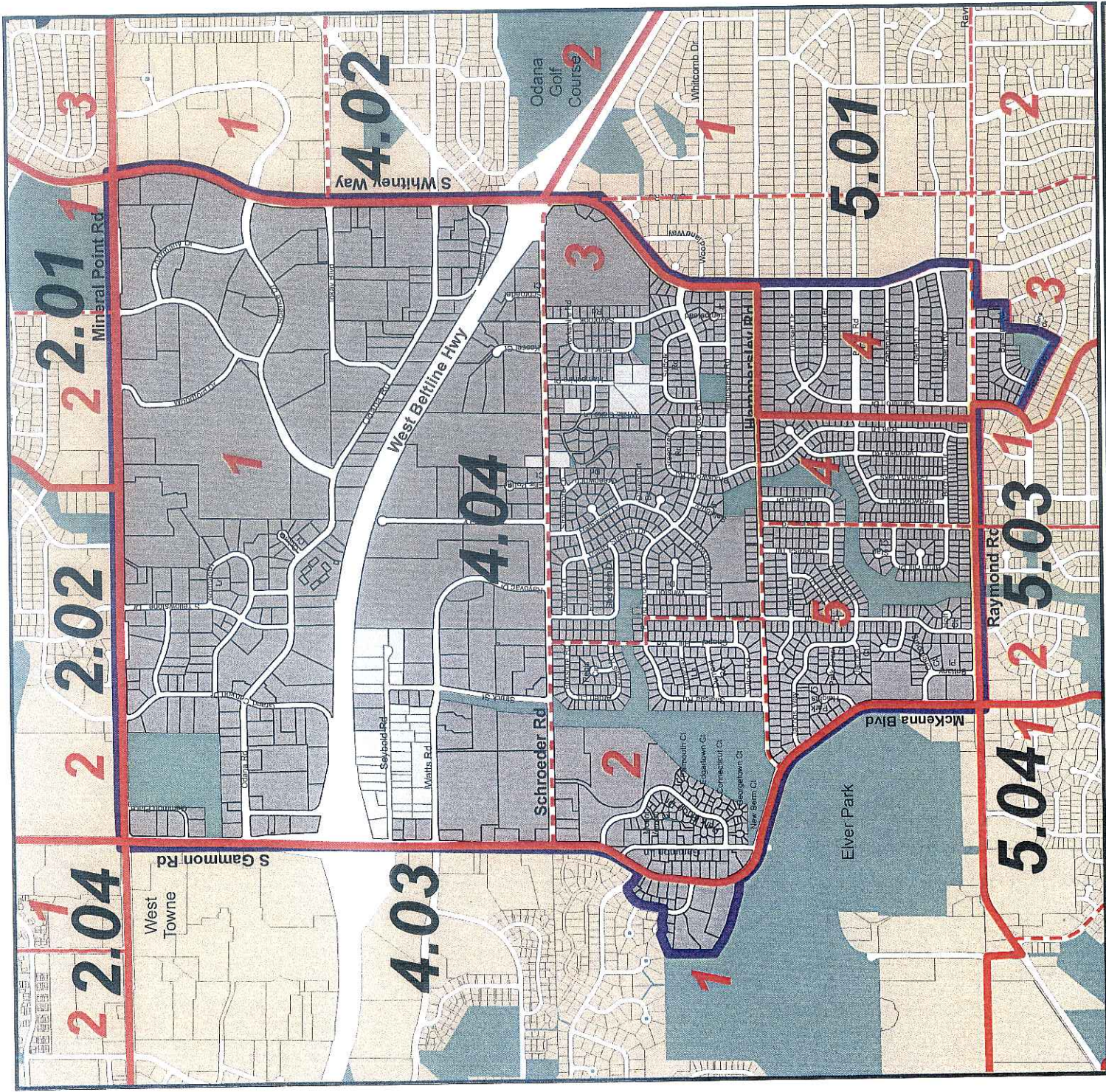
City of Madison Locations of Section 8 Client Households by 2000 Census Tract 2007

Section 8 Client Households

- Family (685)
- Non-Family (615)

Prepared by City of Madison Planning Division 8/3/2007 W.L.





SW Neighborhood Planning Area



- Planning Area
- Non-City Parcels within Planning Area
- Outside of Planning Area

- ### Census Tracts
- Census Tract Boundaries
 - Census Tract Block Groups

Census Tracts

Table ____: Section 8 Voucher Program by Year by Census Tract

Section 8 Madison, WI Census Tract													
	Year	Persons	Total	Percent	Households	Total	Percent	Family	Total	Percent	Elderly	Total	Percent
4.04	2005	427	3151	13.6%	148	1300	11.4%	103	792	13.0%	21	218	9.6%
	2006	415	2894	14.3%	150	1289	11.6%	101	705	14.3%	25	219	11.4%
	2007	415	2877	14.4%	151	1300	11.6%	96	685	14.0%	21	209	10.0%
4.03	2005	155	3151	4.9%	52	1300	4.0%	45	792	5.7%	2	218	0.9%
	2006	126	2894	4.4%	50	1289	3.9%	35	705	5.0%	1	219	0.5%
	2007	96	2877	3.3%	44	1300	3.4%	27	685	3.9%	1	209	0.5%
5.01	2005	96	3151	3.0%	34	1300	2.6%	26	792	3.3%	3	218	1.4%
	2006	71	2894	2.5%	32	1289	2.5%	19	705	2.7%	4	219	1.8%
	2007	97	2877	3.4%	40	1300	3.1%	27	685	3.9%	5	209	2.4%

Source: City of Madison Housing Operations.

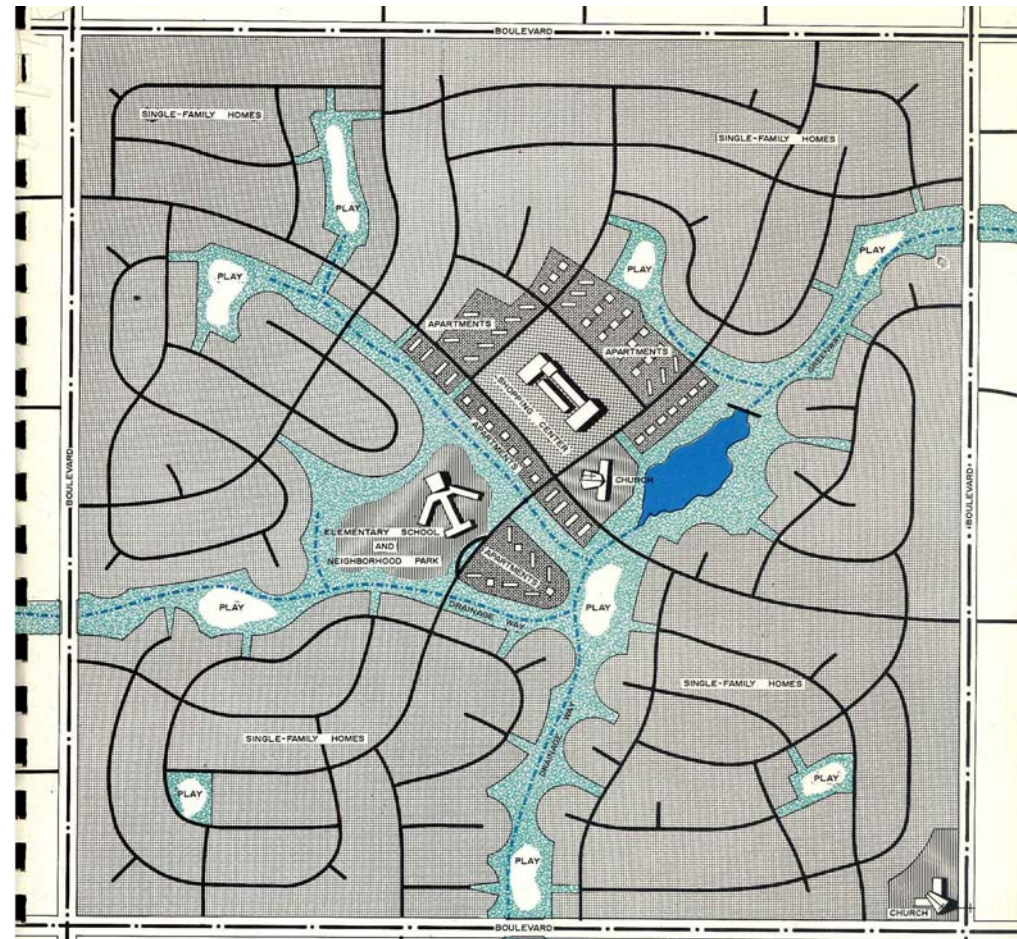
Appendix 4. Neighborhood Description, Profiles & Assets

The 1950s in America, as in Madison, was a period of enormous growth, energy, and variety. Modernist architects and designers of this time period rejected the old styles and structures inherited from earlier architectural periods, such as decorative motifs in designs, preferring to emphasize geometrical forms and horizontal orientation. The ranch style home (and later the split level ranch) emerged as one of the most popular American styles in the 1950s and 60s.

Neighborhood Development Pattern and Character

The Southwest Neighborhoods were developed between the 1950s-1970s. The standard ranch style home and split level ranch are the most predominant architectural styles of single-family homes. At the time they were built, the modest sized homes on larger lots reflected the hard-working, simple life of those that moved to the suburbs. With the graying of the baby boomers, subsequent generations became intrigued with the values, simplicity, and geometric design of the era. Fifty years since its establishment, the neighborhood has a bit of a “retro” appeal that is reminiscent of the advertisements of the times.

The environmental movement also influenced the development of the neighborhood. As Madison was rapidly expanding, many people were concerned about natural resource conservation and its effect on quality of life.



Madison’s Plan for Land Use, 1959, shows a typical layout for a mid-century suburban development. Similarly, a greenway system transverses the Southwest neighborhoods and links many of assets in this area. Although the concept was highly praised at the time, it creates challenges today because of isolated pockets of open space.

The greenway concept, incorporated parkways, boulevards, and drainage ways, was used heavily in this area to preserve the natural

environment, natural storm water management, and recreational enjoyment by the public.

Greentree, Orchard Ridge, Meadowood, Park Ridge and Prairie Hills neighborhoods as well as the four schools, three religious facilities, the Meadowood Shopping Center, and recreational spaces are connected by the greenway system. A pedestrian pathway system transverses most of the greenway system, however, small, isolated open space pockets occur along the meandering system. The isolated nature is compounded by: 1) limited activities within the greenway system that brings individuals frequently to the open space and 2) impeding views from abutting residential properties due to trees or tall shrubs blocking views into the greenway area.

Neighborhood Profiles

The Southwest Neighborhood Planning Area includes six distinct neighborhood areas. (See Map 3). Residential uses primarily lie to the south of Schroeder Road. Out of the 1,640 residential parcels, 61.1 percent (1,270 parcels) are single-family, 9.2 percent (221 parcels) are two-units, 24.7 percent (145 parcels) are 3 units or more. Retirement facilities account for the remaining 5.0 percent (4 parcels) of the housing stock. Appendix A contains thematic maps that depict housing, land use, and parkland characteristics for the planning area.

Neighborhood Associations

Greentree Neighborhood

Greentree is a predominantly single-family residential area. Duplex living is located along Schroeder Road. Falk Elementary School, Animal Crackers Early Childcare Center, and five neighborhood parks and the greenway system are within its boundaries. Madison Ice

Arena, Vitense Golfland, and West Madison Little League Complex are located adjacent to the neighborhood.

Greentree Neighborhood Association Board members meet monthly nine times a year to organize neighborhood events and to plan responses to neighborhood issues. The neighborhood newsletter, *The Stump*, reaches over 350 member households five times a year.

Meadowood Neighborhood

Meadowood is predominantly a single-family residential area with multifamily apartments along Balsam, Leland, Raymond and Russett. The Meadowood Shopping Center, Meadowridge Branch Library, and Good Shepherd Lutheran Church are major assets. Meadowood Park and a greenway system lie along its western border.

The Meadowood Neighborhood Association (MNA) was organized on July 11, 1958. MNA meets monthly. The Board of Directors consists of representatives from 15 sub areas from the single family and multifamily areas. MNA sponsors a variety of events, publishes a newsletter, and manages a website and email listserv.

A major project, *Meadowood on the Move!* is focusing on engaging residents in the single-family and multifamily areas to become more involved in neighborhood issues. Based on surveys, *Meadowood on the Move!* has developed a draft Balsam-Russett vision statement:

“We who live in the Balsam/Russett neighborhood of Meadowood are committed to

creating and maintaining a neighborhood that is safe/free of violence, one that is clean and quiet. We are committed to having a neighborhood where neighbors are friendly and where they respect and are concerned about one another, where children are properly supervised and can play safely. We welcome newcomers to our neighborhood and invite them to become engaged in a variety of activities that work to assure that our vision for the neighborhood is the reality.

Orchard Ridge Community Club

The Orchard Ridge Community Club is located south of the West Beltline Highway, east of Verona Road, and north of Raymond Road. Orchard Ridge is a predominantly residential area with Orchard Ridge Elementary School, St. Maria Goretti Church and Elementary School, and Ridgewood Swimming Pool within its boundaries. Large lots, mature trees, and a wooded conservation area to the north are some of the predominant features in this neighborhood.

The Orchard Ridge Community Club (ORCC) has represented the Orchard Ridge Community since 1952. ORCC holds social events and publishes a newsletter, the *Grapevine*, five times a year. The ORCC eight-member board holds meetings once a month.

Prairie Hills Neighborhood

Prairie Hills is a predominantly single-family residential neighborhood with multifamily apartments flanking McKenna Boulevard. A greenway (with pedestrian path) runs north-south through the neighborhood. Wisconsin Youth & Family Center is located near Prairie

Hills and Madison West Police District Office and Madison Fire Station #7 are located on the west side of McKenna Boulevard.

Prairie Hills Neighborhood Association does not currently have regularly scheduled meetings. However, it has recently launched a newsletter, *Close to Home*, published quarterly online with at least one issue a year delivered to all residents in the neighborhood. In addition, the Prairie Hills Neighborhood Watch Meeting takes place quarterly that involves a collaboration of Madison Police, area landlords, and residents.

Oakwood Village

Oakwood Village West, a senior living and assisted living community, is located at 6201 and 6145 Mineral Point Road. Over ____ units are on-site. Amenities of the community include a 10-acre conservation area with nature trails, Oakwood auditorium, Oakwood Resurrection Chapel, and Resale Shop.

Neighborhood Change: Pockets of Poverty, Growing Safety Concerns

Slowly over the last decade, with most notable changes in the last few years, the physical and socio-economic conditions in three multifamily areas have changed. Balsam-Russett, Bettys-Theresa-Hammersley, Park Ridge and Schroeder-Berkshire subareas are growing areas of poverty, crime, and deterioration of physical conditions. These subareas are small nodes, on average only 2-3 blocks in size.

Balsam-Russett

Flanking Raymond Road to the north and south (at South Whitney Way) is a cluster of four to

six unit multifamily structures with the exception of one larger complex of 90 units. Meadowood Neighborhood Association is attempting to engage multifamily residents to become involved in the neighborhood association and/or form a resident-based organization. Russett and Balsam owners currently communicate frequently by email and have a goal of regular meetings to discuss common concerns, promote good property management practices and brainstorm possible solutions for neighborhood issues.

On June 1, 2007, the Orchard Village Apartments was sold to new owners. Preliminarily, it appears as if the new Orchard Village owners will assist in providing positive neighborhood involvement and leadership.

Bettys-Theresa-Hammersley

Nestled in the northeastern part of Prairie Hills Neighborhood is a three-block area of side-by-side duplexes. At the time the housing stock was constructed, it was envisioned that one side of the duplexes would be owner-occupied. Today, 81 percent of the area is non-owner-occupied.

The Madison Police Department has assigned a neighborhood officer to the area to address issues of safety in the area. The neighborhood watch organization, Prairie Hills, has attendance from residents and property owners. Involvement from residents living in the subarea is extremely low.

Park Ridge

Park Ridge is located north of Elver Park. It is a neighborhood of condominiums, duplexes, and

multifamily housing. Park Ridge is the smallest neighborhood sub area in the Southwest area and it includes the greatest diversity of housing. Open Space areas of Elver Park are located to the south and Greentree Landfill and Greentree Chapel Hill Parks are located to the east.

The Park Ridge Neighborhood Association and Neighborhood Watch were disbanded, partly due to high transiency and past conflicts with some residents and landlords in the area. Crime and quality of life issues continue to plague this neighborhood.

Schroeder-Berkshire

The Schroeder-Berkshire area is considered to be stable; however, this subarea should be monitored to ensure conditions are maintained at current levels.

See Appendixes 1 and 3 for more details on crime and housing trends for the sub areas.

Community Service Organizations Profiles

There are quite a few non-profit groups and community service organizations in the Southwest Neighborhoods area. An extensive Community Services inventory was compiled during the planning process. A description of some major service providers operating in the neighborhood include:

Joining Forces for Families (JFF) is located in the planning area at 5818 Russett Road #2. This office provides housing, employment, food, and clothing assistance to families with children.

The Wisconsin Youth & Family Center is located at 1201 McKenna Boulevard and offers a variety of recreational and educational programs for youth in middle school and high school.

The Animal Crackers Early Childhood Center located at 6402 Hammersley Road offers childcare services, in addition to being active with community safety and service activities.

Residents from this area also utilize programs and facilities outside of the planning area, including the Wexford Neighborhood Center on Flower Lane, and the Dane County Boys and Girls Club on Jenewein Drive.

In addition, a cross-functional team, referred to as the West Neighborhood Resource Staff Team (formerly Southwest Neighborhood Resource Team), meets quarterly to share information about the area and to improve service coordination. One of the eight teams functioning within the City, team membership consisted of a city staff person from City agencies operating in the area, such as Police, Fire, Building Inspection, Public Health, Office of Community Services, and Community Development Block Grant Office. In addition, nonprofit staff from Joining Forces for Families, Probation & Parole, and Wisconsin Youth & Family Center periodically attend the meetings.

Faith-Based Community Profile

Several churches are also active in the Southwest residential area. Three of them can trace their presence to the beginning of these neighborhoods:

The Orchard Ridge United Church of Christ plays an active role in the community including

hosting neighborhood meetings, scout groups, and school groups, working with Interfaith Hospitality Network and Grace Episcopal Homeless Shelter, tutoring students, assisting with anti-eviction programs, and partnering with Good Shepherd Church, Habitat for Humanity, and Joining Forces for Families for housing, food, and utility assistance.

Good Shepherd Lutheran Church has been in the community since the 1950s. The congregation is active in the neighborhood today. It sponsors a community food pantry, supports after school programs, provides meeting space for scout groups, 4-H groups, and the Southwest Neighborhood Resource Team, and supports area voting, blood drives, adult education, and support groups.

The third church, St. Maria Goretti, constructed its parish center at the corner of Gilbert Road and Flad Avenue in 1961. A private school was established on site in 1964 that draws many students from the Orchard Ridge Neighborhood today.

Our Redeemer Lutheran Church and Madison Mennonite Church are newer members of the community. Our Redeemer Lutheran Church is located on McKenna Boulevard across from the Madison West Police District office. The congregation supports after school activities and tutoring.

The Madison Mennonite Church currently rents space from the Orchard Ridge United Church of Christ. The Madison Mennonite Congregation is primarily involved in housing assistance through Dane County United Way, and has been involved in a series of community-initiated meetings between local congregations, the Wisconsin Youth and

Family Center, and Joining Forces for Families to address changes in the area.

Neighborhood Assets

The Southwest area of Madison has many assets.

Parks, Open Space, and Recreational Facilities:

1. Hammersley Park
2. Lucy Lincoln Heistand Park
3. Prairie Hills Community Gardens
4. Meadowood Park
5. Sherwood Park
6. Sunridge Park
7. Greentree Landfill
8. Elver Park
9. Norman Clayton Park
10. Greentree Chapel Hills Park
11. Neighborhood greenway system
12. John Powless Tennis Center
13. George Vitense Golf Land
14. Badger Gymnastics
15. Madison Ice Arena
16. Westside Little League Diamonds
17. Wisconsin Youth & Family Center

In addition, there are several resources adjacent to the neighborhood such as: Odana Golf Course, Orchard Ridge Swimming Pool, Westside Swim Club, YMCA-Lussier Teen Center and many other recreational amenities.

Public/Private Schools:

18. Falk Elementary School
19. Orchard Ridge Elementary School

- 20. Chavez Elementary School
- 21. Our Redeemer Lutheran School

Other public and parochial schools adjacent to the planning area include: Akira Toki Middle School, St. Maria Goretti Elementary School, and James Madison Memorial High School. School-age children living in the neighborhood but within the Middleton-Cross Plains School District attend West Middleton Elementary, Glacier Creek Middle, and Middleton High School.

Centers of Worship:

- 22. Orchard Ridge United Church of Christ
- 23. Good Shepherd Lutheran Church
- 24. Madison Mennonite Church
- 25. Our Redeemer Lutheran Church
- 26. St. Maria Goretti Catholic Church
- 27. First Church of God

Financial Institutions:

- 28. Anchor Bank
- 29. First Federal Savings Bank
- 30. CUNA Credit Union
- 31. Wells Fargo Bank
- 32. Associated Bank
- 33. Park Bank
- 34. Dane County Credit Union
- 35. Great Midwest Bank
- 36. First Business Bank
- 37. US Bank

Social Service Organizations:

- 38. Volunteers in Gear (Forward Drive)

- 39. Lutheran Social Service (Odana Ct)
- 40. Foster Community Corrections

Government Services:

- 41. City of Madison Fire Dept. Station 2
- 42. City of Madison Fire Dept. Station 7
- 43. City of Madison West Police District
- 44. City of Madison Meadowridge Branch Library
- 45. Dane County Joining Forces for Families
- 46. U.S. Post Office West Side Station

Hospitals and Medical Health Clinics:

- 47. Meriter Physical Therapy West
- 48. UW Psychiatric Institute and Clinics
- 49. UW Research Park Health Clinic
- 50. UW Oakwood Clinic
- 51. UW Meadowood Clinic
- 52. UW Gateway Recovery Clinic

Major Shopping Centers:

- 53. Meadowood Shopping Center
- 54. Westgate Mall
- 55. West Towne Mall

Senior Care Facilities

- 56. Oakwood Village Continuing Care
- 57. Strathmore Home
- 58. Alterra Wynwood
- 59. Covenant Oaks

Other

- 60. Elements of Change, Edutainment, LCC
<http://eocedutainment.com>

Appendix 5.
Existing Conditions and Trends

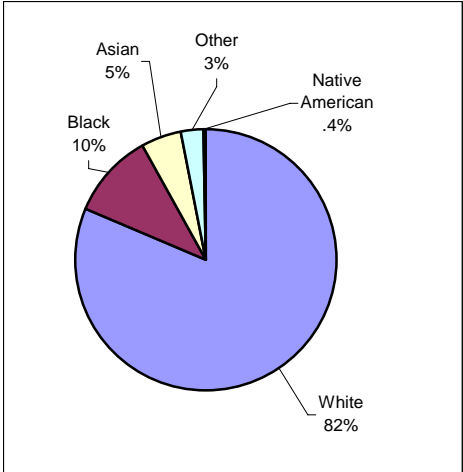
Changing Demographics

The Southwest residential area between Raymond and Schroeder Road was primarily established between 1950 and 1990 with the Park Ridge, Greentree, Prairie Hills, Meadowood, and Orchard Ridge neighborhoods.¹ People settling in this area were drawn to the wide selection of homes with room for growing families, yards for kids to play in, and abundant greenspace. From 1990 to 2000, the population of the area decreased by 4.5 percent, or 301 people, compared to the City’s population as a whole, which increased by 8.8 percent, or 999 people. Also during this time, the minority population increased while the White population decreased. The number of White residents decreased 17.3 percent, or 1,150 residents, while people of all other racial backgrounds as a group increased by 213 percent, or 849 residents. The City as a whole experienced an increase of .57 percent in the White population, or 999 residents, and a much larger increase in minority races of 90.0 percent, or 15,793 residents.

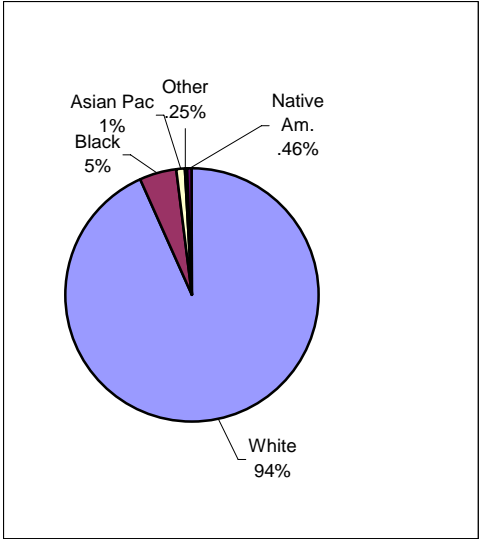
Looking to the schools provides further evidence that the number of minority residents is increasing in the Southwest Neighborhoods residential area. Between 1999 and 2006, the White student population decreased steadily

from 66.1 to 56.0 percent while all minority student populations except for the Asian population steadily increased. The African American student population grew from 25.9 to 42.7 percent; the Hispanic student population increased from 5.9 to 10.2 percent; and the Asian student population decreased from 12.0 to 9.0 percent (Madison Metropolitan School District 2007).

There is a perception that families who settled in the Southwest residential area some 20 to 50 years ago have either moved out or in some cases parents have stayed in their homes after the children moved on. Census data provides some support to this observation indicating that from 1990 to 2000 the number of residents 55 years and older increased 31.3 percent.



SOUTHWEST Residential Area, Race 2000 Census



SOUTHWEST Residential Area, Race 1990 Census

¹ The Oakwood Village senior living apartments are also located in the northern portion of the planning area.

It is also important to determine how many people with disabilities are living in the planning area in order to make better decisions about programs and services for this population. In particular, this group could benefit from improvements to transportation, employment and community services.

In 2000, the planning area included 21.3 percent or 1,165 non-institutionalized people, with some type of disability. This percentage is quite similar to the City as a whole where there were 22.0 percent, or 45,834 people with disabilities. North of Schroeder Road, the percentage of people with disabilities was higher with 37.3 percent, or 642 people. This is partly attributable to the fact that most of the population north of Schroeder Road is comprised of people 55 years and older who are living in Oakwood Village housing.

It is also important to note that there were 609 people living in institutions in the planning area in 2000 (Dane County Housing and Family Services). This population could also benefit from improvements to transportation, employment and community services.

Existing Land Use

The following discussion provides an overview of existing land use for the Southwest planning area. More detailed existing land use information is provided for 7 sub-areas of the planning area in Chapter 1: Neighborhood History and Sub-Area Profiles (see Map XX). North of Schroeder Road, the planning area is primarily developed with commercial uses including the commercial corridor along Odana Road and the University Research Park along Mineral Point Road and Whitney Way.

South of Schroeder Road, the planning area is primarily developed with residential uses including the well-established neighborhoods of Park Ridge, Greentree, Prairie Hills, Meadowood, and Orchard Ridge. The existing land use classifications for the Southwest neighborhood that are included in the City of Madison Comprehensive Plan (January 2006) are consistent with the Southwest planning process existing land uses (see Map XX Southwest Existing Land Use and Map XX Madison Comprehensive Plan Land Use).

Residential

There are 1,270 single-family parcels in the Southwest planning area covering 373.1 acres. All of these single-family parcels are located south of Schroeder Road in the neighborhoods of Park Ridge, Greentree, Prairie Hills, Meadowood, and Orchard Ridge. There are 220 parcels of two-family homes (56.1 acres), many of which are located along Park Edge Drive near the corner of Schroeder Road and Gammon Road, and along Theresa Terrace, Prairie Road and Loreen Drive. There are 145 parcels of three or more units (151.2 acres), and four parcels of group homes, retirement centers and other types of housing (30.0 acres).

Some of the larger multi-family complexes include the Country Meadows Apartments and Westridge Apartments at Gammon and Schroeder Roads, the Wellington Heights apartments situated between Schroeder Road and the Beltline near the intersection of the Beltline and Whitney Way, and the Oakwood Village located at 6165 Mineral Point Road. There are also multi-family units along McKenna Boulevard across from Elver Park

and south of Hammersley Road, and near the corner of Raymond Road and Whitney Way.

Industrial

Industrial land use comprises 32 parcels and 27.0 acres. This industrial land is primarily grouped along the south side of the Beltline near the intersection of Gammon Road and the Beltline and there are several other parcels of industrial land scattered in the area north of the Beltline.

Commercial

There are 247 parcels of commercial land and 499.5 acres in the planning area, mostly located north of Schroeder Road. The area between Schroeder Road and the Beltline includes a mix of retail, commercial and research, and development type uses with small areas of multi-family development. There are also Town of Middleton parcels in this area. North of the Beltline there is a large retail corridor along Odana Road extending north to Mineral Point Road and the University Research Park is situated in the southwest of corner of the Mineral Point Road and Whitney Way intersection.

Institutional

There are 8 parcels of institutional land, including 55.6 acres. Some of the larger tracts of institutional land use include the U.S. Geological Survey's National Wildlife Center between Schroeder Road and the Beltline located at 6006 Schroeder Road, Falk Elementary School located at 6323 Woodington Way, and The Wisconsin Youth & Family Center located at 1201 McKenna Boulevard.

Park, Open Space and Drainage

There are 16 parcels of park, open space and drainage land in the Southwest planning area covering 130.5 acres. Parks in the planning area include: *Greentree-Chapel Hills Park*: 6 acre neighborhood park located on Schroeder Road; *Hammersley Park*: 3.5 acre neighborhood park located on Meadowbrook Drive; *Lucy Lincoln Hiestand Park*: 5.1 acre neighborhood park on Prairie Road that is part of the greenway drainage system; *Meadowood Park*: 3.1 acre neighborhood park located on Thrush Lane; *Sherwood Forest*: 1.4 acre neighborhood park located on Friar Lane; *Sunridge Park*: 1.9 acre neighborhood park located on Piping Rock Road; *Greentree Landfill*: 17.3 acre open space area on Hammersley Road; *Elver Park*: more than 220 acres located on McKenna Boulevard.

Vacant or Undeveloped

There are 46 parcels of vacant or undeveloped land in the Southwest planning area. This includes 146.0 acres.

Existing Zoning

Existing zoning in the Southwest planning area is shown on Map XX. Zoning designations are consistent with existing land use (Map XX). Currently, there are no proposals to change zoning designations.

Transportation

The Southwest planning area is well-connected to other parts of the City with the established system of arterial streets. Once in the planning area, it is relatively easy to get around by vehicle east-west, but it is difficult to travel

north-south. The West Beltline Highway is a major barrier that divides the planning area. There are no access points for vehicles to travel across the Beltline between Gammon Road and Whitney Way. There is however a bike path underneath the Beltline at Grand Canyon Drive.

There are a number of bus routes that travel to and within the planning area, although people who do not have a car and must use the bus to get around reveal that it is inconvenient to commute by bus to the far east and west sides of the City and to grocery stores in and near the planning area. The planning area includes bike paths and routes along many streets along with off-street bike paths. The City plans to expand this bike system to help improve the convenience and safety of bicycling to and within the area. Walking in the planning area can be dangerous and inconvenient due to a lack of sidewalks and signalized intersections in areas of high pedestrian traffic, and vehicles that frequently exceed the speed limit.

Traffic Circulation

The West Beltline Highway, a principal arterial, and the standard arterials of Mineral Point Road, Whitney Way, Raymond Road, and Gammon Road are major routes that connect the Southwest area to the rest of the City (see Street Functional Class Map XX). A review of the 2004 Citywide Flowmap (See Map XX) indicates that average weekday traffic is highest near the West Beltline interchanges with Gammon Road (48,450) and Whitney Way (47,450). These high traffic counts are reflective of the large numbers of people that are drawn to shopping areas including West Towne Mall, the Odana Road commercial corridor, and Watts and Schroeder

Roads. South of Schroeder Road, traffic counts on Gammon Road decrease from 48,450 to 24,550 and from 47,850 to 29,300 on Whitney Way.

Tokay Boulevard and Hammersley Road are collector streets that bring traffic into the planning area from the east. Schroeder Road is a collector that primarily moves traffic east-west. There are no north-south collector or arterial streets traveling through the planning area between Gammon Road and Whitney Way.

The Streets Division has scheduled complete reconstruction for Gammon Lane in 2007, and re-surfacing of Schroeder Road. Hammersley Road between McKenna Boulevard and Rae Lane is scheduled for re-surfacing in 2008, as is Prairie Road between Hammersley Road and Raymond Road. There are no street projects scheduled at this time for 2009. In 2010, Chapel Hill Road from Schroeder Road to Piping Rock Road is scheduled for re-surfacing, as is Piping Rock Road between Chapel Hill Road and S. Whitney Way, Salisbury Place, Brookwood Road between Hammersley and Piping Rock Road, and Russett Road between S. Whitney Way and its terminus to the east of Gilbert Road.

Bus System

The Madison Metro West Transfer Station is located in the north section of the Southwest planning area, 5602 Transfer Driveway, at Tokay Boulevard. Bus routes to and from downtown and the east side of the City include 2, 3, 6, 12, 28, 56, 57, and 58. Routes 56 and 57 include express routes, which are often used by people commuting to downtown. Bus routes

that people take to travel around the planning area include 50, 51, 56, 57, 58, and 73. According to interviews with bus riders who live in the planning area, it is inconvenient to take the bus to the grocery store and other shopping destinations because routes are not direct. It is also inconvenient for residents to take the bus to workplaces, particularly on the far west and east sides where many of their jobs are located. Bus commute times to these locations can exceed two hours each way.

Pedestrian Circulation

The Southwest planning area includes sidewalks along many streets. Through Southwest Steering Committee meetings and interviews with residents, business owners and landlords, City staff has learned that there are many areas where pedestrian facilities need improvement. Walking in the planning area can also be difficult due to intersections that are not pedestrian friendly, and vehicles that violate speed limits. Those areas that have been identified through meetings and interviews as lacking in sidewalk routes and those areas that have been perceived as unsafe for pedestrians are being addressed through the plan recommendations starting on page ____.

Bicycle Circulation

Bicycle facilities in the Southwest planning area include a number of bike lane and bike path segments along roadways and also bike paths that travel through parks and greenways (see Map XX). The Traffic Engineering Division in coordination with the Madison Metropolitan Planning Organization has developed bicycle facility recommendations that are included in the recently adopted

Regional Transportation Plan (see Map XX). The neighborhood and the Traffic Engineering Division have identified additional bicycle facility needs. These needs in conjunction with those identified by Planning staff and the neighborhood have been incorporated into the plan recommendations starting on page ____.

Housing

Most of the housing south of Schroeder Road is comprised of single-family homes built prior to 1970. Currently 77.5 percent of the housing is single-family, 13.4 percent is two-family, 8.8 percent is three or more units and .24 percent is some other form of housing such as group homes or retirement centers.

There is a perception that housing quality is declining, and selling time is increasing. However, non-profit organizations, landlords, City of Madison inspectors, police, and assessors have noticed considerable investments in the housing stock during recent years. Data from the City's 2006 Assessment Area Report and anecdotal information from area assessors further supports these observations indicating that the median value of housing increased from \$140,620 in 2000 to \$215,400 in 2006, and sales rates for single-family housing are currently comparable to the City as a whole.

Socio-Economics

Based on discussions with service providers and limited available data, it appears that there is a growing need for community services in the Southwest residential area. From 1999 to 2006, school kids receiving free or reduced price lunches increased 53.9 percent. In 2000, the median public assistance income in the

planning area was \$16,867 compared to \$2,171 for the City as a whole. The percentage of household incomes below the poverty level increased from 1.4 percent in 1989 to 4.3 percent in 1999. The highest numbers of household incomes below poverty in 1989 were in Block Group 2 of Census Tract 4.98, which is bounded by Schroeder Road, Chapel Hill Road, Hammersley Road and McKenna Boulevard and includes all of the Park Ridge Neighborhood and a portion of the Greentree Neighborhood. In 1999, the highest numbers of household incomes below poverty were in Block Group 4 of Census Tract 5.01, which is between Hammersley and Raymond Roads and Cameron Drive and includes the Russett Road/Balsam Road area of the Meadowood Neighborhood and part of the Orchard Ridge Neighborhood.

While it does not show a trend, 2005 Dane County Income Maintenance data indicates that 321 families with children in the Southwest neighborhoods received medical assistance, food stamps, or W-2. During 2006, the Joining Forces for Families office located at Russett Road corresponded with approximately 50-75 families per week regarding housing and employment assistance. Approximately 85 percent of these families are single-parent families.

The median income for the Southwest neighborhoods between Schroeder Road and Raymond Road on the whole was higher than for the City in 2000 (\$41,941 for the City and \$59,260 for the Southwest residential area). Looking at particular sections of this residential area, the lowest median income of \$46,875 occurred in Block Group 2, which encompasses all of the Park Ridge Neighborhood and a small portion of the Greentree Neighborhood.

Overall in 2000, households between Schroeder Road and Raymond Road that paid more than 35 percent of their income toward housing was similar to that of the City as a whole (12.5 percent and 13.1 percent respectively). Block Group 2 of Census Tract 4.04 included a larger percentage of households paying more than 35 percent towards their housing (24 percent). In 2005, the average number of Section 8 Vouchers in the City of Madison was 1.37 per 100 households (1.37%). The average number of Section 8 Vouchers in the Southwest neighborhoods was 4.8%. The largest concentrations occurred in Census Tract 4.04, Block Group 5 (at 8.1%) and Census Tract 4.04, Block Group 2 (at 7.0%). Unemployment in 2000 was lower in the Southwest neighborhoods (3.3 percent) compared to the City as a whole (4.8 percent).

Education

Educational attainment was relatively high in 2000 with 60.1 percent of residents in the Southwest residential holding college degrees, compared to 55.1 percent city-wide. However, educational enrollment in 2000 was lower than the City with 30 percent of the Southwest residential population enrolled in school, compared to 36.6 percent for the City. The most notable difference was in college enrollment: 6.7 percent of residents in the Southwest residential area were enrolled in college, compared to 21.5 percent for the City. Residents in the Southwest residential area rely more on cars, trucks or vans for transportation than residents citywide. In 2000, 89.9 percent reported traveling to work by car, truck, compared to 75.3 percent for the City. Also in 2000, 5.4 percent of residents in the area reported traveling by public transportation,

bicycles, walking or other means, compared to 14.2 percent for the City.

In 2000, 98.4 percent of residents in the Southwest residential area owned at least one car, compared to 87.2 percent for the City.

Parks & Open Space

The Southwest planning area contains an array of parks, open space, and greenways. There are six neighborhood parks within the planning area, which are concentrated south of Schroeder Road. Garner Park is immediately north of the planning area, Elver Park is to the west, and Orchard Ridge Valley Park is located to the east. There are also a number of private recreation facilities between Schroeder Road and the Beltline (see Appendix A for a parks and open space listing and descriptions).

Southwest residents feel fortunate to have high quality park and open space areas nearby, though they have indicated that these areas are not well-used. They would like to see an increase in programming especially for youth. In particular, Elver Park could become an even better community asset by expanding programming to year-round and enhancing the facilities. Residents also find that it is dangerous to cross the road to the park. There are traffic lights located at Park Edge Drive, Hammersley Road, and Raymond Road. However, kids are likely to try crossing at other locations including the Wisconsin Youth and Family Center.

For many years it has been part of the Master Plan for Elver Park to expand the park to the south to include the valley fields and hillsides of the Marty farm. The expansion would protect the aesthetics of the continuous

open space down the valley, and provide trail connections to the Military Ridge State Bike Trail to the Ice Age National Scenic Trail. It will also provide for the growing population of Madison development areas to the south and west.

The Marty expansion would provide space for stormwater management, and space for some of the most needed recreation facilities in Southwest Madison. Competitive soccer fields would be built in the valley, where heavy use would not impact nearby neighbors. A complex of 4-8 tennis courts is proposed on the site, and may eventually replace the existing 3 courts to create more open space near the playground and shelters. The lighted ski trails would be extended south along the wooded hillside to Midtown Road, with outruns across the valley to connect to the eastern half of the park.

While all of the adopted plans recognize the need to preserve the valley, it is still part of a working farm. The park expansion is unlikely to occur until the Marty family makes their land available for purchase.

There are some accessibility, visibility and safety issues with Elver Park along with other parks and open space areas such as Hammersley Park, Greentree-Chapel Hill Park and Lucy Lincoln Hiestand Park and greenway area. Clearing overgrown plant material, improving pathways and connections, improving existing facilities and adding new facilities, are all steps to attract more people to the parks leading to more eyes on the parks and therefore less undesirable activities.

The planning area also includes a number of private recreational facilities, which are north of Schroeder Road. These facilities include the John Powless Tennis Center located at 6522 Schroeder Road, the Madison Ice Arena located at 725 Forward Drive, Flying Fish Skate Park (skateboarding) located at 6317 Odana Road, the West Madison Little League baseball complex at 701 Forward Drive, and the Vitense Golfland at 5501 Schroeder Road which includes a small golf course, driving range, miniature golf course and batting cages. Southwest residents have indicated that many families in the area are unable to afford these facilities. They would like to see an expansion of scholarship programs to help make recreation more accessible to a broader segment of residents.

Community Facilities

Fire Protection, Emergency Medical and Police Services

Fire Station 2 (421 Grand Canyon) and Fire Station 7 (1810 McKenna Boulevard) are located in the planning area. At the present time, no ambulance service is available from either location.

The West Police District, located at 1710 McKenna Boulevard, is one of five police districts within the city. The West Police District covers over 28 square miles, or over 1/3 of the total size of the City. It is geographically the largest of the five police districts with approximately 79,000 persons living within the boundaries. The boundaries of the district extend from Franklin Avenue, Glenway, and Seminole Highway west to the city limits.

A Neighborhood Officer is assigned to the Bettys-Theresa-Hamersley area. An assessment is underway to determine if another officer should be assigned in the Balsam-Russett area.

Public Library

As one of the busiest branch libraries, Meadowridge Library (5740 Raymond Road), is opened six full days a week. The branch library is one of the smallest, with a total of _____ square feet. The library is located on the western end of the Meadowood Shopping Center. Over the last several years, the library has been strategically rethinking the use of their space to provide programming for adult and youth users. One of the challenges for the library is to attract low-income, racially diverse school aged youth to their programs. The library is working with other stakeholders to engage Toki Middle Schoolers that sometime use the library in manners disruptive to other patrons during the hours of 3:00 – 5:00 p.m.

Public and Parochial Schools

The Southwest Neighborhood Planning area lies within two school districts: Madison Metropolitan and Middleton-Cross Plains School District (See Map XX).

Within the Madison Metropolitan School District, school age children attend one of five elementary schools: Chavez, Falk Elementary, Muir, Orchard Ridge, or Stephens (See Map XX). Since the majority of the children in the planning area live south of Schroeder Road, Chavez, Falk, and Orchard Ridge Elementary Schools are the primary elementary schools. Falk Elementary is located within the planning area and Orchard Ridge directly to the east.

Students attending Chavez Elementary are bussed 3-miles and students attending West Middleton Elementary are bussed 5-miles to attend school. After-school activities are a challenge for either of these schools because of the travel logistics.

Madison Metropolitan School District students attend Toki Middle (5606 Russett Road) and Memorial High (201 South Gammon Road) Schools and Middleton-Cross Plains students attend Glacier Creek Middle and West Middleton High Schools.

Parochial schools located within and or adjacent to the planning area include Our Redeemer Lutheran (approximately 95 enrolled students) and St. Maria Goretti Catholic Parish Schools (approximately 339 enrolled students). Both schools provide Christian based education for K-8 grades.

Community Centers

Wisconsin Youth and Family Center, 1201 McKenna Boulevard, has been operating for the last two years at the former Eagle School site. Wisconsin Youth and Family Center provides activities and programs or provides facility space to other service providers. Youth and families from the Elver Park area are familiar with the community center. Neighborhood residents living in the Greentree, Meadowood, Orchard Ridge, Prairie Hill areas are less familiar with its operation. Van pick-up and drop-off is limited to an after-school route on Mondays-Thursdays.

Initial discussions have occurred on expanding Wisconsin Youth and Family Center. Wisconsin Youth and Family Center owns its

current site and the lot directly to the south of its current building.

Centers of Worship

Four local centers of worship provide need-based services or resources. Our Redeemer Lutheran Church, St. Maria Goretti Church, Madison Mennonite Church, and Orchard Ridge United Church of Christ assist with housing, school supplies, clothing, furniture, and food.

Non-Profit Service Providers

Service providers in the southwest area are challenged by an increase in youth population, ethnic diversity, and economic need. The logistics of space, staff, timing, and transportation has also been a challenge. Services are not clustered in a single location and are often not communicated widely.

Joining Forces for Families (JFF) provides basic needs assistance to families in the study area. JFF is a voluntary, community-based, supportive service that helps families address their basic human needs. The JFF program encourages cooperation between agencies in caring for families. JFF uses the combined talents and resources of the Dane County Human Services Department, public health, county and local law enforcement agencies, school districts, human services organizations, and residents to support the success of children, youth and families in home, school and the community. The current JFF office is located at 5818 Russett Road #2.

Senior & Special Housing Facilities

The Southwest Neighborhood Planning area has an array of senior and special needs housing. Oakwood Village Continuing Care Facility is the largest facility with 351 units and 137 beds, respectively. Oakwood Village also manages conservation land that is part of their facilities. Other housing facilities include: Strathmore Home, 6216 Strathmore Lane, Alterra Wynwood, 413 S Yellowstone, Covenant Oaks, 6165 Mineral Point, Foster Community Corrections, 5706 Odana Road.

Utilities

American Transmission Company Lines

American Transmission Company (ATC) is proposing a new 345-kilovolt electric transmission line between Middleton and the town of Christiana. ATC is proposing the line to reinforce the aging electric system that serves Dane County and southern Wisconsin and to meet the increasing electrical usage resulting from the tremendous growth in the county. One of the routes would parallel the West Beltline Highway. The proposed transmission line is scheduled to be placed in service by summer 2011.

Intergovernmental Cooperation

The Southwest planning area includes Town of Madison and Town of Middleton parcels. (See Map XX). To help manage relationships between the municipalities, the City of Madison has enacted intergovernmental agreements with both townships.

Town of Middleton

On December 11, 2003, the Wisconsin Department of Administration approved the “Final City of Madison and Town of Middleton Cooperative Plan” (Section 66.0307, Wisconsin Statutes). By 2042, all town land will become part of the City. Property owners can request to become part of the City at any time before 2042. If they desire to be connected to City water and/or sewer, they must agree to have their property attached to the City within five years or by 2042, whichever occurs first. Prior to 2042, township property owners that do not choose to become attached to the City may incur special assessments by the City for public improvements. These assessments will be indexed for inflation with payments to begin when the property owner chooses to be connected to City water and sewer or the property is attached to the City, whichever occurs first.

For Town commercial properties that are attached to the City, the City will make revenue sharing payments to the Town for 5 years on a 50 percent to 10 percent declining amount based upon the Town local property tax share collected by the Town for the year of attachment.

Town of Madison

On October 10, 2003, the Wisconsin Department of Administration approved the “Final City of Madison, City of Fitchburg, and Town of Madison Cooperative Plan.” This agreement also provides a permanent boundary between the City of Madison and the City of Fitchburg with Town of Madison lands being annexed into either municipality depending on

where they fall within the new boundaries. Town of Madison lands in the Southwest planning area will become part of the City of Madison, whether by the request of property owners, or automatically in 2023.

Crime and Safety

See Appendix 1 on Crime Statistics in the Southwest Neighborhood and nearby areas for calls for service statistics in the greater Southwest neighborhood.

It has been reported that persons on probation and parole are currently residing in the multifamily subareas in the Southwest planning area. Often, these persons on probation and parole are not on lease with the landlord, but are long-term guests of the tenants who are on lease. Southwest area landlords need to be vigilant in enforcing a strong guest policy in their leases, such as guests may not stay in a unit for more than 14 days without filling out an application and being considered to be added to the lease.

Department of Corrections data on numbers of persons was not easily available at the time of this plan's publication.

The Neighborhood Steering Committee would like to encourage continued efforts to get accurate data from Department of Corrections and would also like to encourage present and future neighborhood leaders to continue to work with Department of Corrections, Madison Police and area landlords on resolving issues related to parolees and persons on probation living in Southwest neighborhoods.

School Enrollment (3 years and over)	Population 3 Years +	1698	100.0%	1739	100.0%	1469	100.0%	757	100.0%	1459	100.0%	1083	100.0%	6507	100.0%	201,111	100.0%
	Pre-primary	0	0.0%	47	2.7%	71	4.8%	11	1.5%	71	4.9%	34	3.1%	234	3.6%	5,080	2.5%
	Elementary	59	3.5%	353	20.3%	402	27.4%	135	17.8%	283	19.4%	126	11.6%	1299	20.0%	24,706	12.3%
	Middle School	8	0.5%	65	3.7%	104	7.1%	11	1.5%	8	0.5%	23	2.1%	211	3.2%	8,273	4.1%
	High School	15	0.9%	45	2.6%	52	3.5%	25	3.3%	95	6.5%	0	0.0%	217	3.3%	8,604	4.3%
	College	140	8.2%	123	7.1%	54	3.7%	33	4.4%	133	9.1%	91	8.4%	434	6.7%	43,299	21.5%
	Total Enrollment		13.1%	633	36.4%	683	46.5%	215	28.4%	590	40.4%	274	25.3%	2395	36.8%	89,962	44.7%
Educational Attainment (25 years and older)	Population 25 Yrs +	1508	100.0%	1102	100.0%	928	100.0%	541	100.0%	936	100.0%	821	100.0%	4328	100.0%	126,804	100.0%
	Elementary	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	214	0.2%
	Middle School	113	7.5%	26	2.4%	0	0.0%	0	0.0%	9	1.0%	0	0.0%	35	0.8%	2,350	1.9%
	High School (No Degree)	59	3.9%	52	4.7%	41	4.4%	7	1.3%	16	1.7%	47	5.7%	163	3.8%	5,934	4.7%
	High School Graduate or Equivalent	330	21.9%	195	17.7%	99	10.7%	140	25.9%	173	18.5%	123	15.0%	730	16.9%	22,974	18.1%
	some college	236	15.6%	206	18.7%	145	15.6%	110	20.3%	191	20.4%	110	13.4%	762	17.6%	23,447	18.5%
	Associates Degree	109	7.2%	101	9.2%	46	5.0%	39	7.2%	79	8.4%	43	5.2%	308	7.1%	9,707	7.7%
	Bachelors Degree	429	28.4%	287	26.0%	302	32.5%	212	39.2%	298	31.8%	309	37.6%	1408	32.5%	34,603	27.3%
Graduate or Professional Degree	232	15.4%	235	21.3%	295	31.8%	33	6.1%	170	18.2%	189	23.0%	922	21.3%	26,454	20.9%	
Labor Force Status	Employed	726	98.4%	1188	96.2%	855	100.0%	509	95.7%	1028	95.3%	617	95.5%	3688	96.7%	121,828	95.2%
	Unemployed	12	1.6%	47	3.8%	0	0.0%	23	4.3%	51	4.7%	29	4.5%	127	3.3%	6,104	4.8%
Journey to Work (16 Years & Over)	Total Workers 16 Years or Older	718	100.0%	1166	100.0%	849	100.0%	501	100.0%	1016	100.0%	599	100.0%	4131	100.0%	119,707	100.0%
	Car, Truck or Van	613	85.4%	999	85.7%	773	91.0%	466	93.0%	931	91.6%	545	91.0%	3714	89.9%	90,177	75.3%
	Public Transportation	44	6.1%	56	4.8%	14	1.6%	0	0.0%	51	5.0%	44	7.3%	165	4.0%	8,579	7.2%
	Walk, Bike or Other Means	0	0.0%	11	0.9%	15	1.8%	9	1.8%	13	1.3%	10	1.7%	58	1.4%	17,001	14.2%
	Worked at Home	27	3.8%	25	2.1%	28	3.3%	18	3.6%	21	2.1%	0	0.0%	92	2.2%	3,675	3.1%
INCOME		Dollars	Households/Families	Dollars	Households/Families	Dollars	Households/Families	Dollars	Households/Families	Dollars	Households/Families	Dollars	Households/Families	Dollars	Households/Families	Dollars	Households/Families
Median Income	Households	\$35,246	1076	\$46,875	800	\$70,766	509	\$63,102	285	\$59,914	572	\$55,643	494	\$59,260	2660	\$41,941	893
	Families	\$58,929	248	\$50,938	394	\$71,452	424	\$60,750	223	\$68,125	372	\$57,429	334	\$61,739	1995	\$59,840	428
Income by Household	Wage or Salary Income	\$29,071	655	\$46,916	771	\$70,599	482	\$60,811	259	\$59,198	542	\$63,515	387	\$58,425	2441	\$47,617	75955
	Social Security	\$13,566	537	\$15,965	86	\$12,601	78	\$8,269	36	\$10,040	48	\$11,847	130	\$12,369	378	\$12,426	15788
	Public Assistance	\$1,661	36	\$23,300	8	\$4,000	4	\$0	0	\$0	0	\$0	0	\$16,867	12	\$2,171	1384

Mid- Income Sub	Retirement Income	\$20,702	303	\$22,951	35	\$17,756	71	\$24,946	35	\$31,010	20	\$21,794	154	\$21,948	315	\$22,280	11299
Poverty Status		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
	Married Couple	9	3.6%	0	0.0%	0	0.0%	9	4.0%	0	0.0%	0	0.0%	9	0.3%	881	2.1%
	Married Couple w/Children	0	0.0%	0	0.0%	0	0.0%	9	4.0%	0	0.0%	0	0.0%	9	0.3%	596	1.4%
	Female Householder	0	0.0%	11	2.8%	0	0.0%	0	0.0%	0	0.0%	15	4.5%	26	1.0%	1,230	2.9%
	Female Householder w/Children	0	0.0%	11	2.8%	0	0.0%	0	0.0%	0	0.0%	15	4.5%	26	1.0%	1,099	2.6%
HOUSING		1,156	100.0%	766	100.0%	517	100.0%	292	100.0%	595	100.0%	496	100.0%	2666		92,353	100.0%
Units in Structure	1 unit	9	0.8%	330	43.1%	477	92.3%	268	91.8%	358	60.2%	326	65.7%	1759	66.0%	44,565	48.3%
	2 units	0	0.0%	52	6.8%	33	6.4%	24	8.2%	41	6.9%	0	0.0%	150	5.6%	5,739	6.2%
	3-4 units	44	3.8%	94	12.3%	0	0.0%	0	0.0%	90	15.1%	75	15.1%	259	9.7%	8,041	8.7%
	5-9 units	101	8.7%	165	21.5%	0	0.0%	0	0.0%	50	8.4%	35	7.1%	250	9.4%	8,736	9.5%
	10-9 units	166	14.4%	118	15.4%	0	0.0%	0	0.0%	56	9.4%	60	12.1%	234	8.8%	7,690	8.3%
	20-49	520	45.0%	7	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7	0.3%	9,198	10.0%
	50 or more	316	27.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7,419	8.0%
	mobile home	0	0.0%	0	0.0%	7	1.4%	0	0.0%	0	0.0%	0	0.0%	7	0.3%	936	1.0%
	other	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	29	0.0%
Tenure of Occupied Units	Total Occupied	1085	93.9%	760	99.2%	517	100.0%	292	100.0%	575	96.6%	496	100.0%	2640	99.0%	88,845	96.2%
	Owner-Occupied	19	1.8%	359	47.2%	456	88.2%	220	75.3%	299	52.0%	326	65.7%	1660	62.9%	42,445	47.8%
	Renter-Occupied	1066	98.2%	401	52.8%	61	11.8%	72	24.7%	276	48.0%	170	34.3%	980	37.1%	46,420	52.2%
Vehicles Available to Occupied Units		Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units	Percent
	0 Vehicles	197	18.2%	7	0.9%	0	0.0%	8	2.7%	0	0.0%	0	0.0%	15	0.6%	10,483	11.8%
	1 Vehicle	706	65.1%	413	54.3%	92	17.8%	82	28.1%	158	27.5%	251	50.6%	996	37.7%	37,550	42.3%
	2 + Vehicles	182	16.8%	340	44.7%	425	82.2%	202	69.2%	417	72.5%	245	49.4%	1629	61.7%	40,812	45.9%
Year Structure Built	1939 or earlier	28	2.4%	0	0.0%	10	1.9%	0	0.0%	0	0.0%	9	1.8%	19	0.7%	15,626	16.9%
	1940 to 1949	19	1.6%	0	0.0%	0	0.0%	8	2.7%	11	1.8%	8	1.6%	27	1.0%	6,932	7.5%
	1950 to 1959	15	1.3%	7	0.9%	31	6.0%	15	5.1%	0	0.0%	214	43.1%	267	10.0%	12,558	13.6%
	1960 to 1969	19	1.6%	79	10.3%	342	66.2%	142	48.6%	39	6.6%	145	29.2%	747	28.0%	15,177	16.4%
	1970 to 1979	428	37.0%	295	38.5%	70	13.5%	101	34.6%	266	44.7%	26	5.2%	758	28.4%	16,251	17.6%
	1980 or later	647	56.0%	385	50.3%	64	12.4%	26	8.9%	279	46.9%	94	19.0%	848	31.8%	25,809	27.9%
Bedrooms	Total structures	1156	100.0%	766	100.0%	517	100.0%	292	100.0%	595	100.0%	496	100.0%	2666	100.0%	92,353	100.0%
	No bedroom	180	15.6%	7	0.9%	0	0.0%	0	0.0%	12	2.0%	0	0.0%	19	0.7%	6,236	6.8%
	1 bedroom	513	44.4%	72	9.4%	0	0.0%	16	5.5%	64	10.8%	17	3.4%	169	6.3%	16,800	18.2%
	2 bedroom	393	34.0%	413	53.9%	42	8.1%	10	3.4%	183	30.8%	124	25.0%	772	29.0%	28,632	31.0%
	3 bedroom	61	5.3%	161	21.0%	202	39.1%	236	80.8%	181	30.4%	262	52.8%	1042	39.1%	29,527	32.0%
	4 bedroom	9	0.8%	113	14.8%	239	46.2%	23	7.9%	146	24.5%	93	18.8%	614	23.0%	9,476	10.3%
	5 or more bedrooms	0	0.0%	0	0.0%	34	6.6%	7	2.4%	9	1.5%	0	0.0%	50	1.9%	1,682	1.8%
Housing Costs	Median Value of owner-occupied units	\$0		\$138,800		\$150,900		\$130,100		\$143,300		\$140,000		\$140,620		\$139,300	
	Median Contract Rent of renter-occupied units	\$678		\$638		\$768		\$658		\$711		\$704		\$696		\$602	
Forward	Total Owner Occupied Households	0	100	216	100	427	100	213	100	267	100	326	100	1449	100	37122	100

Households Paying 35% + IT Housing Costs	Owner-Occupied Households Paying 35% +	0	NA	53	24.5%	65	15.2%	9	4.2%	30	11.2%	24	7.4%	181	12.5%	4,848	13.1%
	Total Renter Occupied Households	1057	100.0%	401	100.0%	61	100.0%	72	100.0%	276	100.0%	170	100.0%	980	67.6%	46385	100.0%
	Renter-Occupied Households Paying 35% +	273	25.8%	53	13.2%	18	29.5%	17	23.6%	44	15.9%	15	8.8%	147	10.1%	16,523	35.6%
Place of Residence in 1985 for Persons 5+ years	Residence in Same House	433	27.0%	693	43.1%	900	66.1%	500	70.5%	533	39.2%	664	67.5%	3290	54.7%	77,305	39.2%
	City of Madison	721	45.0%	539	33.5%	237	17.4%	131	18.5%	430	31.7%	214	21.8%	1551	25.8%	48,002	24.4%
	Balance of Dane County	119	7.4%	73	4.5%	43	3.2%	8	1.1%	27	2.0%	45	4.6%	196	3.3%	8,827	4.5%
	Outside of Dane County	270	16.8%	211	13.1%	134	9.8%	20	2.8%	179	13.2%	51	5.2%	595	9.9%	54,210	27.5%
	Abroad	60	3.7%	92	5.7%	47	3.5%	50	7.1%	189	13.9%	9	0.9%	387	6.4%	8,637	4.4%
	Total	1603	100.0%	1608	100.0%	1361	100.0%	709	100.0%	1358	100.0%	983	100.0%	6019	100.0%	196,981	100.0%

*In the 200 Census, responders were allowed for the first time to claim more than one race. This makes comparisons difficult, as there is no way of knowing which category those claiming two or more races in 2000 had claimed in 1990.

Appendix 6. Strengths, Weaknesses, Opportunities, and Threats Analysis

Opportunity Analysis

The southwest region of Madison is a suburban area with a traditionally high regard for natural resources and public open space, and a traditionally strong sense of community pride and ownership. Approximately one-half of the study area is reaching 50 years in age. This is significant because a new generation will begin residing in the area. Notable changes in demographics have already occurred within the previous 10 years. Different lifestyles and perceptions are and will continue to impact housing, recreation, commercial, education, and employment needs. As this area transitions, a unique opportunity exists to reflect on its founding and present characteristics, and to determine the most beneficial characteristics for shaping the future.

Locational Overview

This large and diverse study area encompasses six neighborhoods and one of the most active commercial areas in the southwest region of Madison. Schroeder Road divides the study area into two smaller areas: a predominantly commercial area to the north and a predominantly residential area to the south. South Gammon Road/McKenna Boulevard, South Whitney Way, Raymond Road, and Mineral Point Road are major arterial streets in the area. Elver Park, the Meadowood Shopping

Center, and Vitense Golf Land are major landmarks in the area.

Major Barriers

- The West Beltline Highway further segments the northern commercial sector; it also isolates the northern half of the commercial sector from the southwest residential neighborhoods. The Beltline is the busiest arterial street in Madison and north-south vehicular traffic must use Gammon Road or Whitney Way to traverse it.
- The interchanges at Gammon Road and Whitney Way are congested, pedestrian unfriendly, and unattractive. The only north-south pedestrian access through the Beltline is a bike path linking Struck Street and Grand Canyon Drive.
- Transportation routes within the commercial and residential areas do not follow the traditional street grid system. Cul-de-sacs and curving streets make travel and orientation difficult in both areas.
- The Schroeder Road commercial area is dominated by parallel north-south streets ending in cul-de-sacs at the West Beltline. There is little to no through traffic, which isolates businesses in this area.
- The auto-driven nature of many businesses in the northern commercial area requires a large amount of surface parking. This creates poor aesthetics and pedestrian accessibility.
- Direct north-south transportation routes do not exist in the residential area. Hammersley Road is the only direct east-

west transportation route. This causes problems for bus routes.

- The largest concentration of multi-family units is located along the stretch of McKenna Boulevard between Schroeder Road and Raymond Road. Another large concentration of multi-family housing is also located to the north and south of Raymond Road between Whitney Way and Cameron Drive. The changing demographics of these areas creates a challenge for community cohesion in building a sense of pride, ownership, and social and emotional investment in the area. The challenge is to create a bridge between the old and new comers of the neighborhood by working together to breakdown perceptions and to work collectively to deal with the difficult issues that are impacting the area.

Major Opportunities

- The northern commercial area has four major landmarks: West Towne Mall, Oakwood Village, CUNA, and Westgate Mall. University Research Park occupies a large amount of land and its presence in the area is still evolving.
- The northern commercial area is the only area with substantial undeveloped land. Larger sites are within University Research Park; smaller sites are adjacent to Ray-o-vac and the State testing lab.
- A subarea of the West Towne area, at Gammon and Watts Roads, creates a loose neighborhood commercial node closer to the study area. Its smaller scale and sidewalk access to multi-family housing is

more pedestrian friendly than the West Towne area; however, this area is still primarily an auto-driven environment.

- A large concentration of businesses to the north serves as a major employment center with the potential of generating major employment opportunities for the southwest residential area.
- A greenway system through the southwest residential area is a major asset providing public open space, character, and connectivity between neighborhoods and community nodes. This resource can be further enhanced by increasing its connectivity and incorporating more pedestrian amenities. The greenway can serve as an alternate mode of transportation through the area.
- Elver Park is another dominant feature and valuable natural resource. It functions as a community park with over 220 acres. Several smaller neighborhood parks are also dispersed in the area.
- The Meadowood Shopping Center at the corner of Whitney Way and Gammon Road is a landmark in the southwest residential area. It creates a strong neighborhood-shopping node. Current businesses offer a variety of locally aimed businesses including food vendors, a dry cleaners, a pharmacy, and a bank. Current vacancies could provide space for additional businesses reflecting the growing diversity in the area.

The study area contains several local schools. Falk Elementary School is located at the heart of the southwestern residential area where Greentree, Prairie Hills, Meadowood, and

Orchard Ridge intersect. This creates a central node in the community that could support student and community activities, and increase connectivity.

Our Redeemer Lutheran School is located on McKenna Boulevard. Saint Maria Goretti and Orchard Ridge Elementary School are also located on the east side of Whitney Way.

Four centers of worship support five congregations in the community: Our Redeemer Lutheran Church; Saint Maria Goretti Church; Good Shepherd Lutheran Church; Madison Mennonite Society; and the Orchard Ridge United Church of Christ. These congregations and their facilities are a valuable resource in the community.

The residential area is close to several regional shopping areas. These include the West Towne Mall area, the Odana Road Corridor, the Westgate Mall area, and the Verona Road corridor. These shopping areas contain major grocery stores as well as other essential commercial shops for neighborhood residents.

As a new generation begins residing in these neighborhoods, stewardship of physical and cultural resources becomes imperative. There are currently many active individuals, neighborhood-based organizations, and business groups that take pride and ownership in these neighborhoods. Landlords, businesses, community organizations, and residents are making considerable investments in the social and physical fabric of the area. As change occurs, present and future needs can be met in partnership with many of these valuable resources.

Appendix 7. Future Land Use Concepts & Strategies

The Southwest neighborhoods planning effort focused on the residential area south of Schroeder Road. The Steering Committee felt it necessary to concentrate on the pressing issues of this area due to the limited time available for the planning process. The portion of the study area north of Schroeder Road is predominantly commercially zoned and developed. For this area, the following discussion includes general land use principles of redevelopment and infill, along with conceptual redevelopment ideas for certain areas.

Land Use Principles of Development, Redevelopment and Infill

Incorporate Traditional Neighborhood Development (TND) and Transit-Oriented Development (TOD) principles into redevelopment of areas such as the Odana Road commercial corridor, the Westgate and Whitney Square shopping centers and new development (e.g. University Research Park land).

TND's are designed with places to live, work and shop all within walking distance. These new traditional neighborhoods are more functional, efficient, enduring and memorable than routine subdivisions. TNDs are compact, mixed-use areas served with a highly interconnected system of pedestrian and bicycle-scaled streets, sidewalks, paths and trails. TNDs should include, at a minimum, a Mixed Residential Area and a Neighborhood

Center Area and they may also include a Mixed Employment District where the predominant building use is workplace and employment. The Neighborhood Center should have the highest density and intensity of development in the TND. It should include engaging public spaces, such as a pedestrian-oriented "main street" square, green or plaza; and public buildings such as a library, church or community center; a transit stop; multi-unit residential buildings at least two-stories in height; and depending on market conditions, neighborhood-scale retail uses. Buildings should be set close to the street with doors and windows facing the street.

Land Use Principles for the Northern Portion of the Southwest Study Area

A. Require that special area plans for new development such as the plan currently underway for land on the westside of the University Research Park follow the mixed-use development and Traditional Neighborhood Development (TND) principles of the Comprehensive Plan*.

B. When areas such as the Odana Road commercial corridor redevelop, incorporate TND principles such as mixed-use with higher density, multiple levels, shared parking with adjacent commercial development to help reduce multiple driveway entrances, buildings closer to the street and pedestrian and bicycle amenities.

C. A large portion of the land on the westside of Madison is in commercial use and retail businesses are continually being added to this side of the City and to neighboring Fitchburg and Middleton. This puts a strain on older commercial developments by increasing the number of places where consumers spend a

finite amount of their disposable dollars. This is one reason to consider reducing existing commercial land use by redeveloping it into infill residential units. These infill areas could become attractive TND additions to adjacent neighborhoods.

D. In the Southwest planning area, there are aging shopping malls and strip centers, some of which are healthier than others. Various studies have been conducted that show underutilized shopping centers or strip malls can be creatively developed into viable, mixed-use neighborhood developments by understanding key criteria such as market conditions, anchor tenants, ownership, site conditions, financing, and community involvement. These infill developments are becoming increasingly important as they help prevent sprawl, utilize existing city infrastructure, and create a new sense of place for westside residents.

Southwest Plan Areas of Interest

The following Southwest plan areas of interest were defined to help organize the land use concepts and ideas that resulted from the planning process (See Map XX). Additional discussions that include stakeholder and public input should occur to further develop these ideas into land use recommendations. These recommendations should be prioritized and included in the plan before it is introduced to the Common Council.

Area 1:

The land use in this area will be influenced by future transportation infrastructure changes. A connection under the Beltline can improve the development of the land into a stronger office/light manufacturing/high tech area near the

Spectrum site. Also, improving Seybold Road in the short term by reconstructing it with curb, gutter and sidewalk could create an incentive to upgrade the appearance of the area's buildings. *Most of the Spectrum site is undeveloped prairie/park land. If this site changes ownership and/or use, it will be important to carefully consider the future of both the building on the site and the undeveloped land. In the Comprehensive Plan, the site is designated as Employment land use.

If Spectrum leaves the site, it is important that it remain designated as Employment land use with Class A office use (s). The site could become an office campus with one building and multiple tenants. The conservancy area could remain providing a great asset for office workers and serving as a buffer between the offices and the residential area to the south of Schroeder Road. With redevelopment of this site, open parcels nearby should be considered for development of related business services and places to eat.

For Spectrum or future site uses, the proposed underpass at Medical Science Drive would provide the most direct connection between Spectrum and the existing and future University Research Park sites. This will create opportunities for clustering of related businesses and services.

*The Seybold Road area needs an alternate connection back to Watts Road near the west end of the site to help eliminate or improve the intersection at Gammon Road and Seybold Road. Presently, the majority of the land is in the Town of Middleton and the City has little jurisdiction in this area. Seybold Road should be reconstructed using urban standards

including curb and gutter with sidewalks. Secondly there is a poor connection to Gammon Road and a connection is needed to Watts Road on this western end to bring vehicles to the signalized intersection at Gammon Road. This road improvement would change the appearance and the hope is that over time, the abutting properties would be redeveloped and upgraded.

* On the USGS National Wildlife Health Center site, we encourage the federal government to consider adding office buildings on this site. Presently, only 4 of the 22 acres are used and this site could accommodate new buildings. Any new site development should include preservation of greenspace along Schroeder Road as a visual amenity and a buffer from the housing on the south side of the road.

Area 2:

The Odana Road commercial area developed around the same time as West Towne Mall in the late 60's (?). The Odana Road area is zoned as a commercial district. With no overall plan for the area, developers were only required to obtain a building permit to start new construction. Each site developed independently with its own parking lot, architectural style or lack of it, and signage. This led to what we have now. A large amount of land area that could be used for structures, greenspace, or pedestrian amenities is now devoted to surface parking lots. The multiple entrances to individual parking lots increase the incidence of traffic backups and accidents leading to a potentially dangerous and unpleasant transportation experience. Most of the buildings are one-story with parking in the front, resulting in the buildings

being a greater distant from each other. The result is a street with little pedestrian appeal. The buildings and the signage also do not relate well to each other. Because of the linear layout, the character of the development remains the same for the entire length of the street. The first principle as redevelopment occurs, is to bring the buildings along this portion of Odana Road closer to the street with parking behind or on the side of the buildings. The land use could be planned to complement land use in Area 5 by including lower level restaurants and upper level retail, especially as West Towne redevelops. The detention pond could become a place for customers and employees to walk, sit, and eat lunch. The area of off Odana Road facing Oakwood Village could become a place to consider expanding housing options through redevelopment, infill or converting offices into residential units.

Area 3:

This area is undergoing a planning process started by CUNA to expand their facilities into the remaining UW Research Park area. The goal is to have a mixed-use development with a housing component along the westerly property line.

Area 4:

Westgate is an aging commercial strip mall that is ideally situated for redevelopment with a small retail footprint and a larger housing component, much like the new Sequoya library development. Similar to Westgate, Sequoya is located next to mid-century neighborhoods that include public greenspace and neighborhood shopping and services.

Area 5: As land becomes more valuable, West Towne could redevelop their vast areas of surface parking into parking ramps. The remaining land area could be transformed into TND and TOD style development, creating a new sense of place and community.