

Southwest Area Plan



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


Plan Commission: June 15, 2026

Background

Population

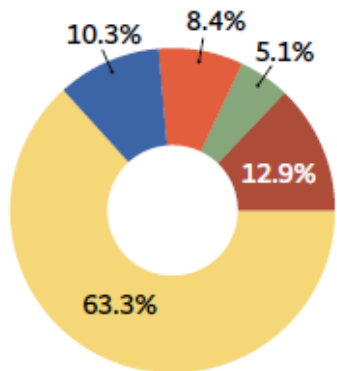
Southwest Area
37,094

City of Madison
274,730

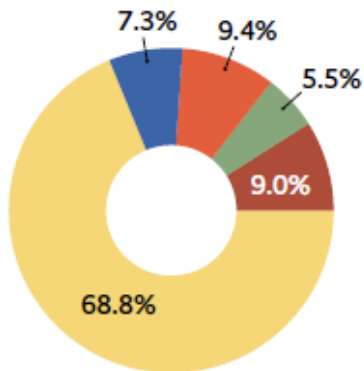
 = 10,000 residents



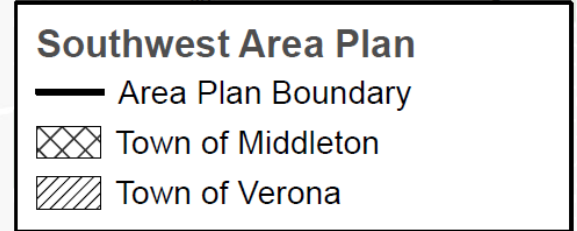
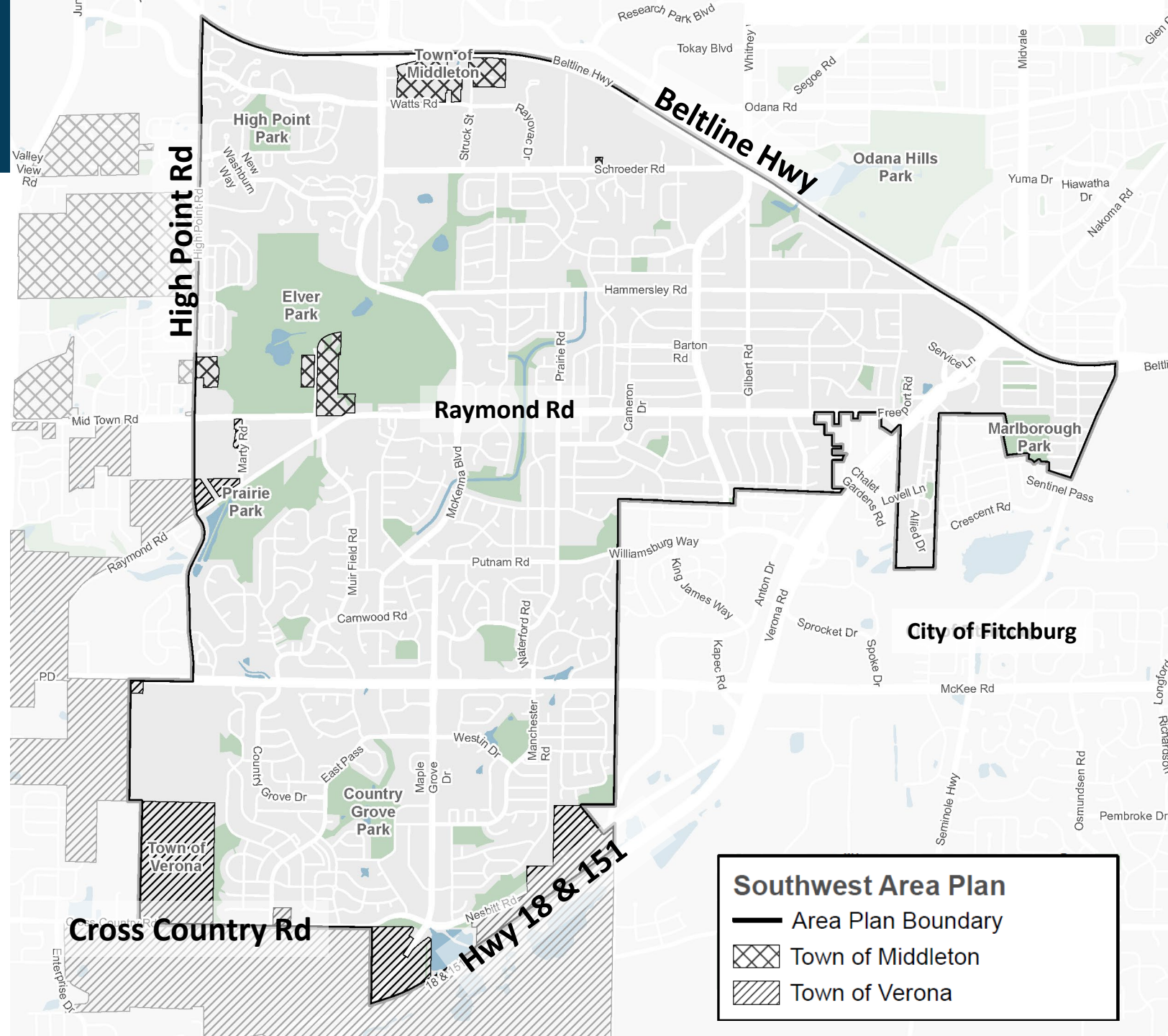
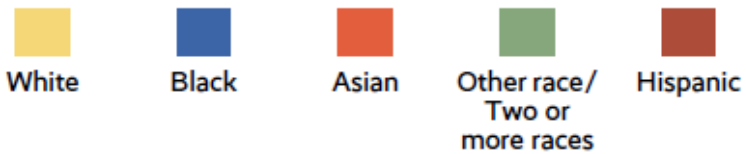
Racial and ethnic composition



Southwest Area



City of Madison



Timeline



Planning Process and Public Engagement



Public Engagement Summary



- Public Meetings: In-person Open House and virtual meetings (~232 attendees)
- Interactive Commenting Mapping (328 comments)
- Survey: ~1,100 responses
- Madison Madness Bracket: ~350 responses
- Other engagement: Meadowood Health Partnership, Southwest Madison Action Coalition, Neighborhood Associations, Schools, School Districts, Neighborhood Resource Teams and others
- UW PEOPLE Program - Memorial High School students
- Partnered with nINA Collective hosted nine Focus Group meetings
- Pop-Up outreach – Meadowridge library, community events, food pantries, Bike to Work week
- Community Partner Engagement
- Neighborhood walks
- Business Walk
- Community Action Strategy (CAS) Area Events
- Boards, Commission & Committee check-ins (June 2025, Aug 2025, Dec 2025)



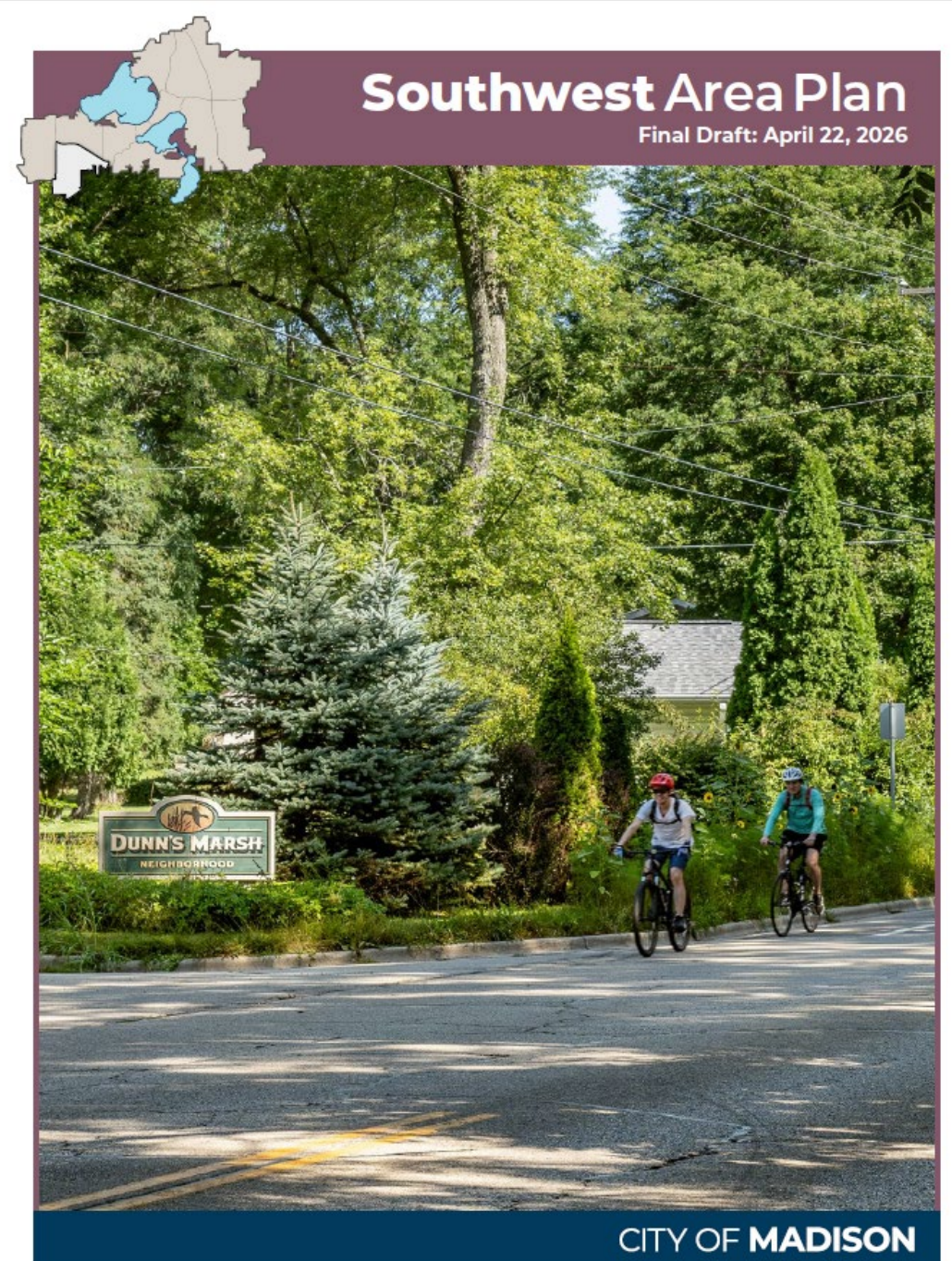
Draft Plan Format

Chapters



Chapter Contents

- What we heard
- Actions – led by the City
- Partnerships



Land Use

Low Residential (LR)
Single-family homes and two-unit structures
Typical Heights: 1-2 stories



Low-Medium Residential (LMR)
Single-family, duplexes, rowhouses, and small multifamily buildings
Typical Heights: 1-3 stories



Medium Residential 1 (MR1)
Rowhouses, small & large multifamily buildings
Typical Heights: 2-4 stories



Medium Residential 2 (MR2)
Rowhouses, small & large multifamily buildings
Typical Heights: 2-5 stories



Neighborhood Mixed-Use (NMU)
Residential, retail, restaurant, service, institutional, and civic uses
Typical Heights: 2-4 stories



Community Mixed-Use (CMU)
An intensive mix of residential, commercial and civic uses
Typical heights: 2-6 stories



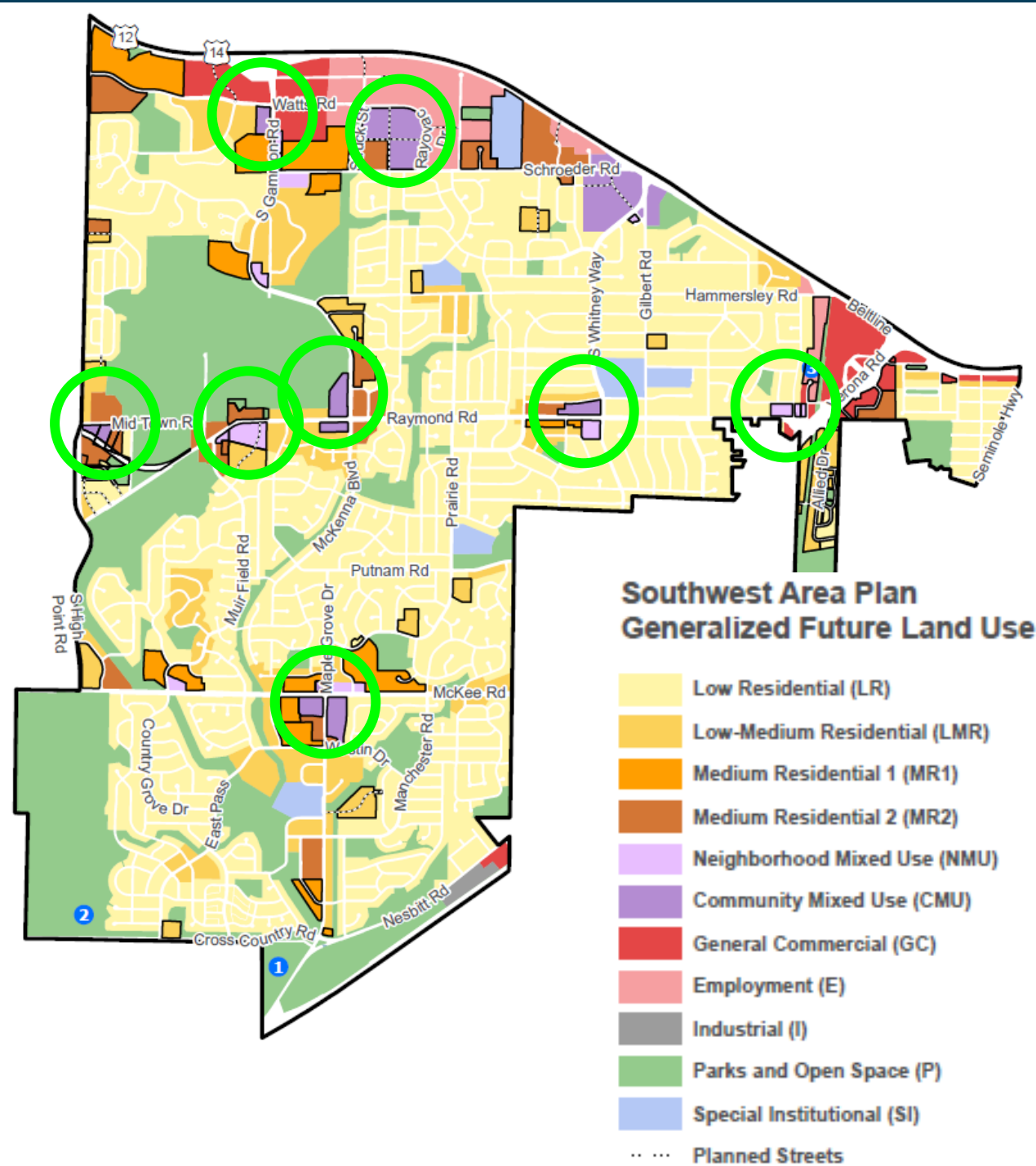
General Commercial (GC)
Retail goods and services, business offices
Typical heights: 1-3 stories



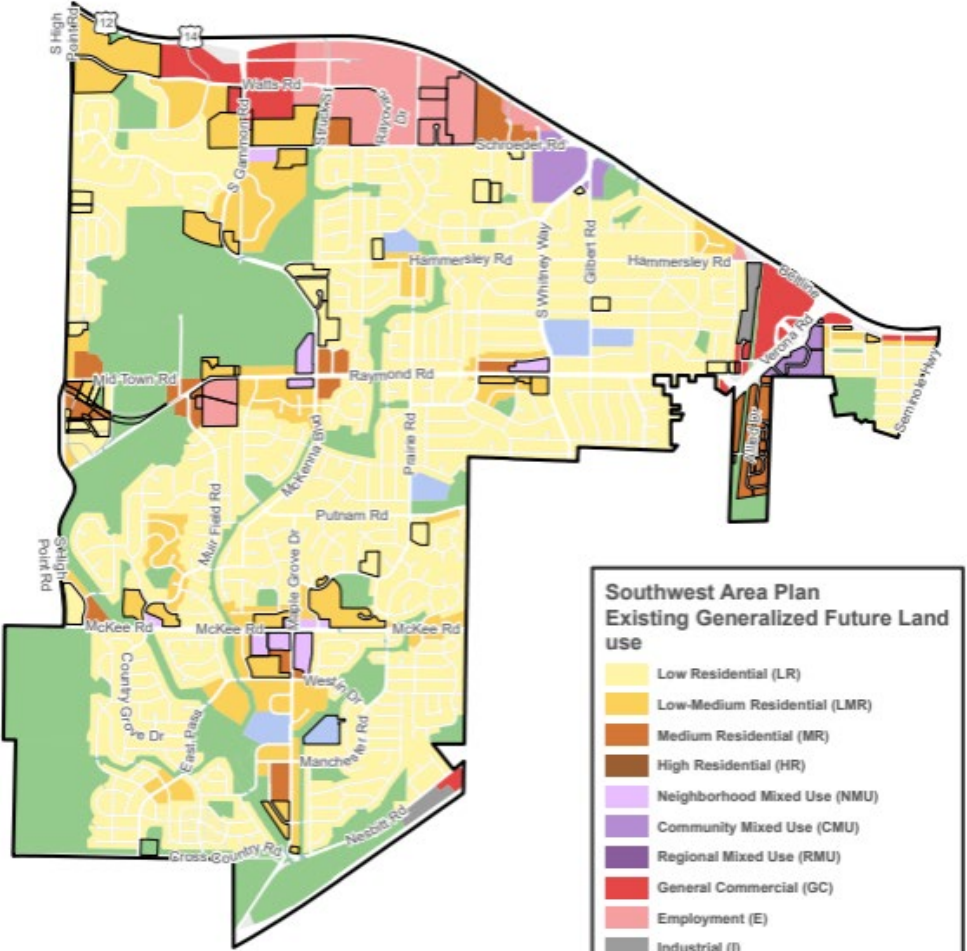
Employment (E)
Office, research, lab, hospitals, clinics, etc.
Typical heights: 1-4 stories



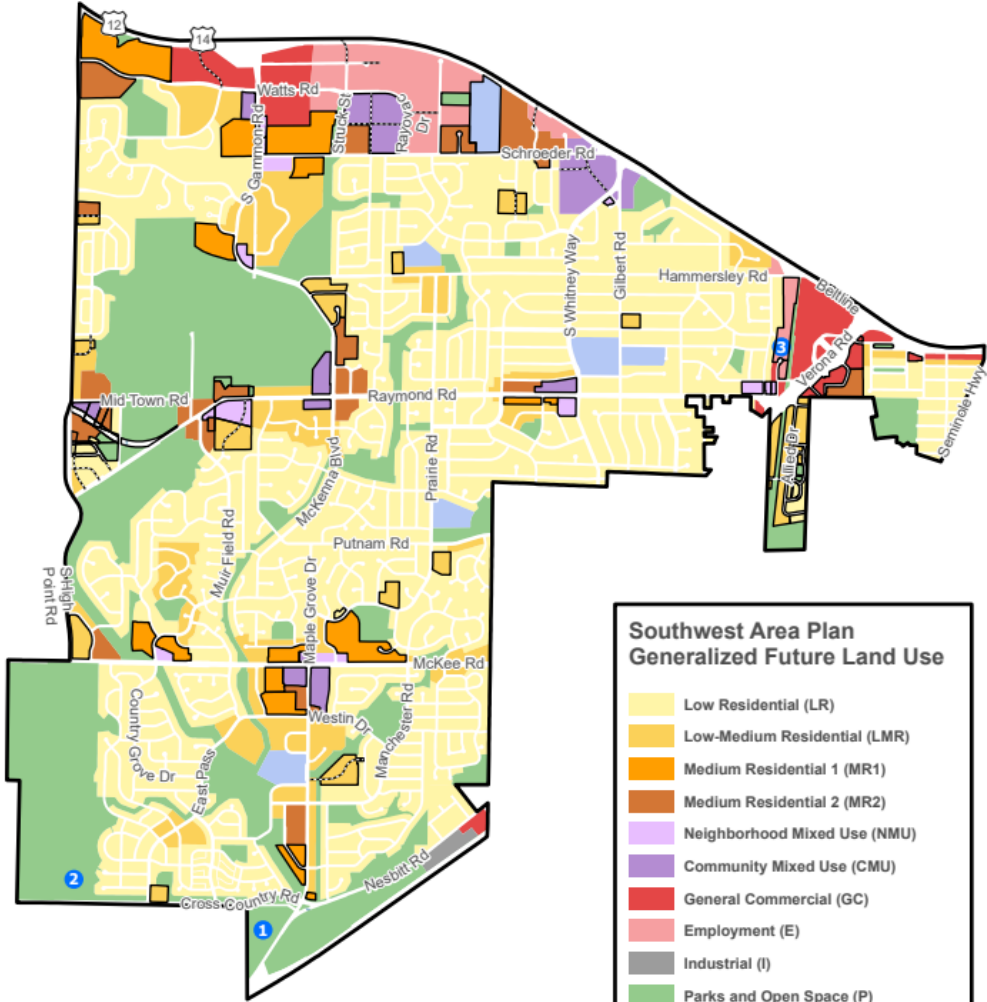
Industrial (I)
Manufacturing, wholesale, storage, distribution and utility uses
Typical heights: 1-4 stories



Southwest Area Plan Land Use Changes



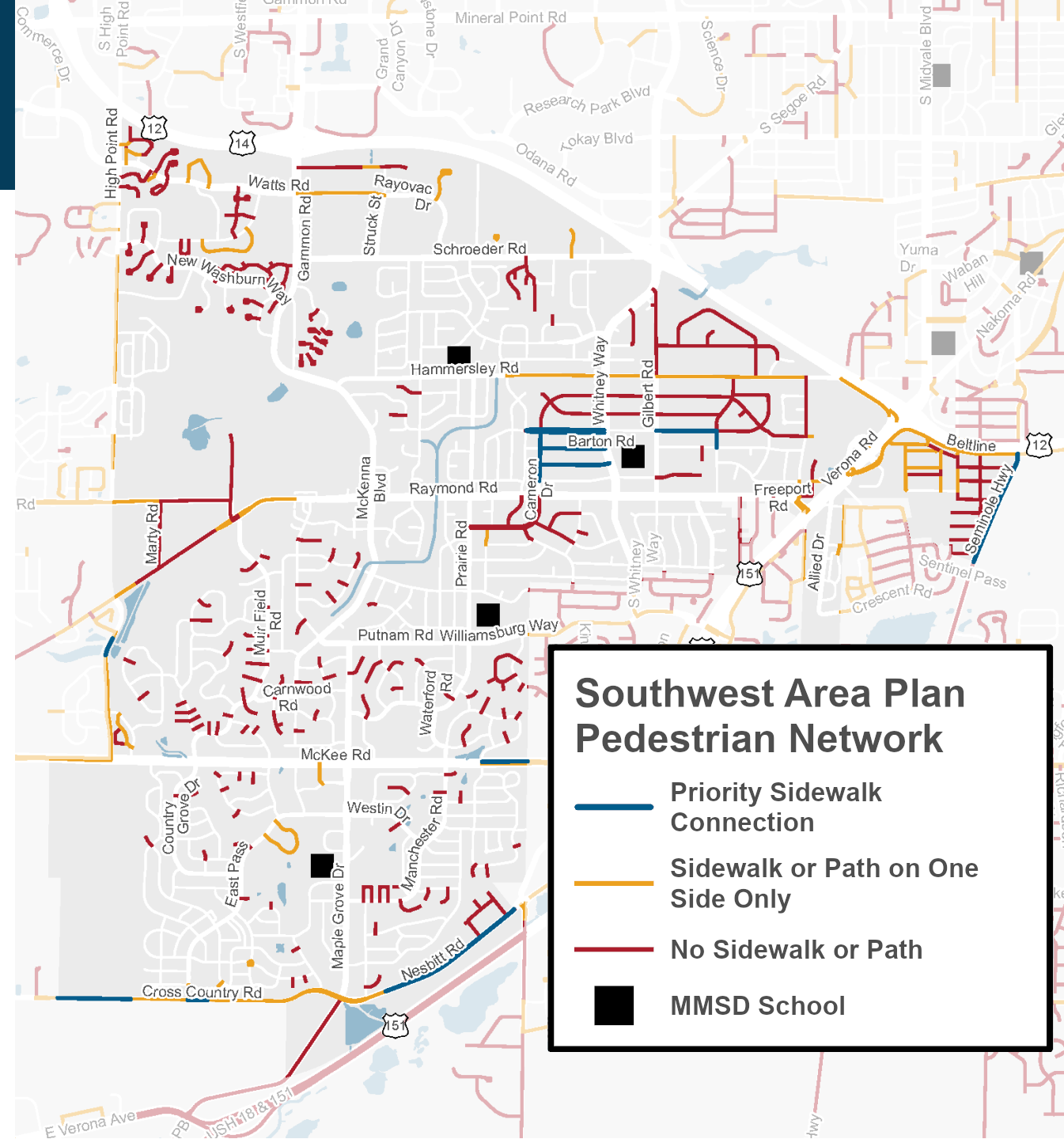
Existing GFLU



Southwest Area Plan GFLU

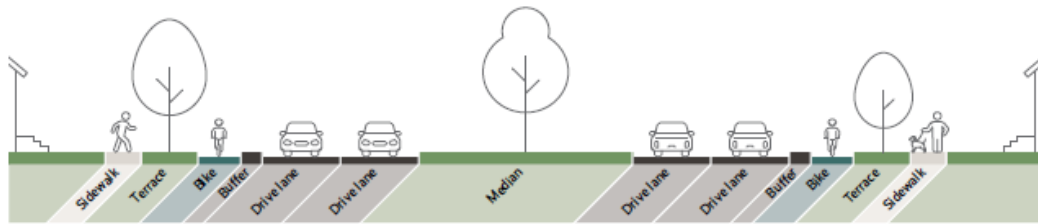
Transportation: Pedestrian Network

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

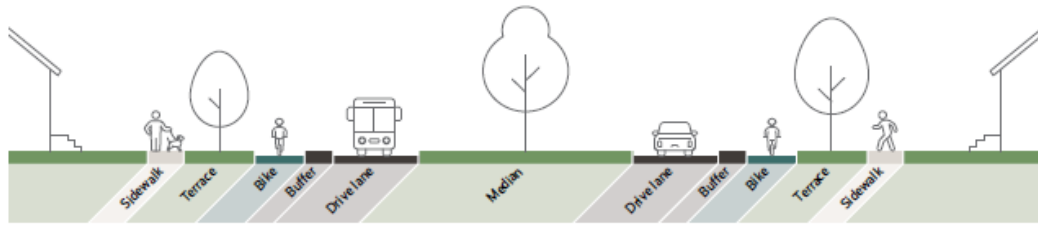


Transportation: Shared-Use Path and Bicycle Network

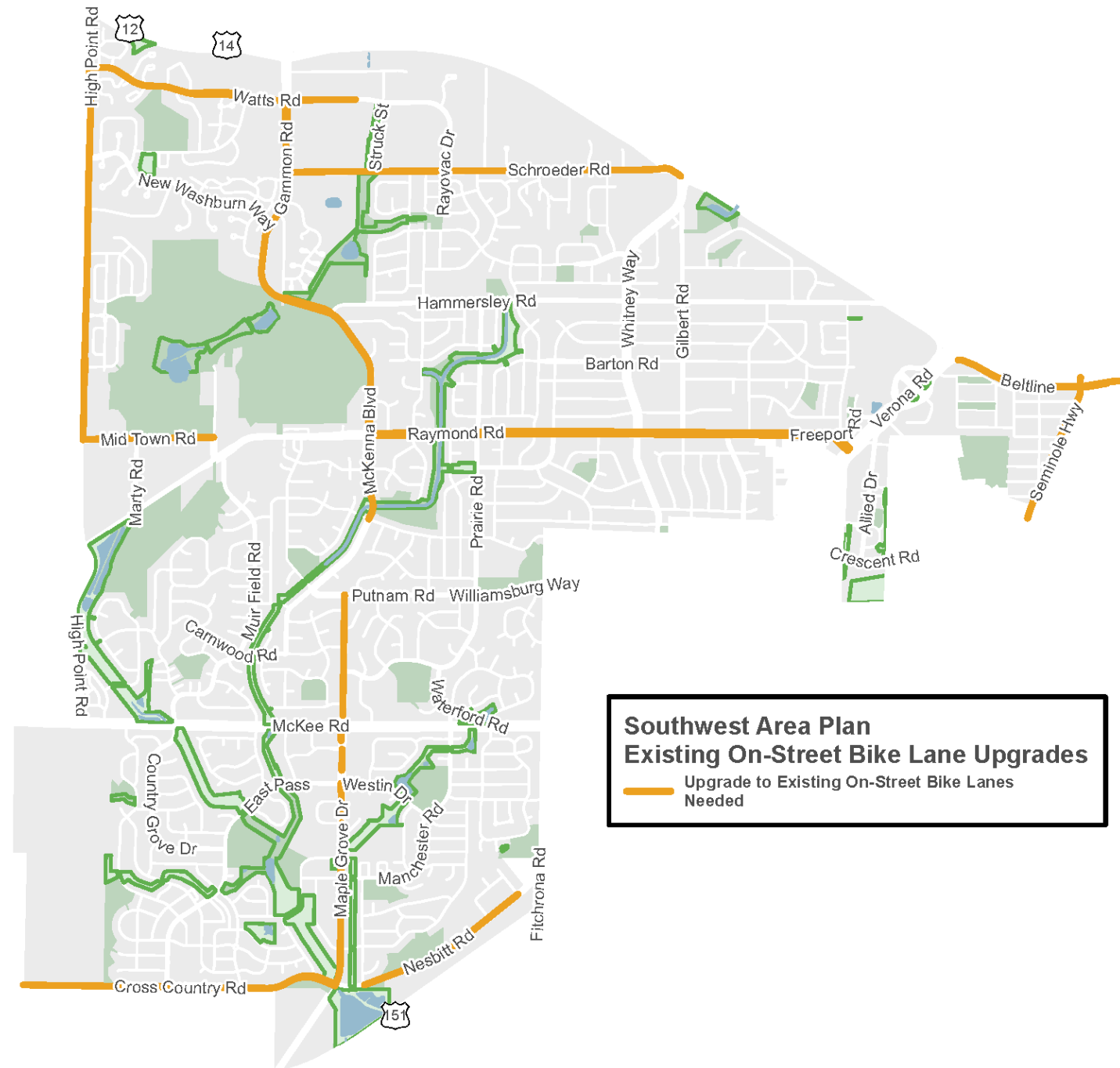
- Existing On-Street Bike Lane Upgrades map to meet All ages and Abilities (AAA) standards.
- Stripe buffered bike lanes on Whitney Way from the Beltline south to Raymond Rd.



Whitney Way north of Hammersley Road

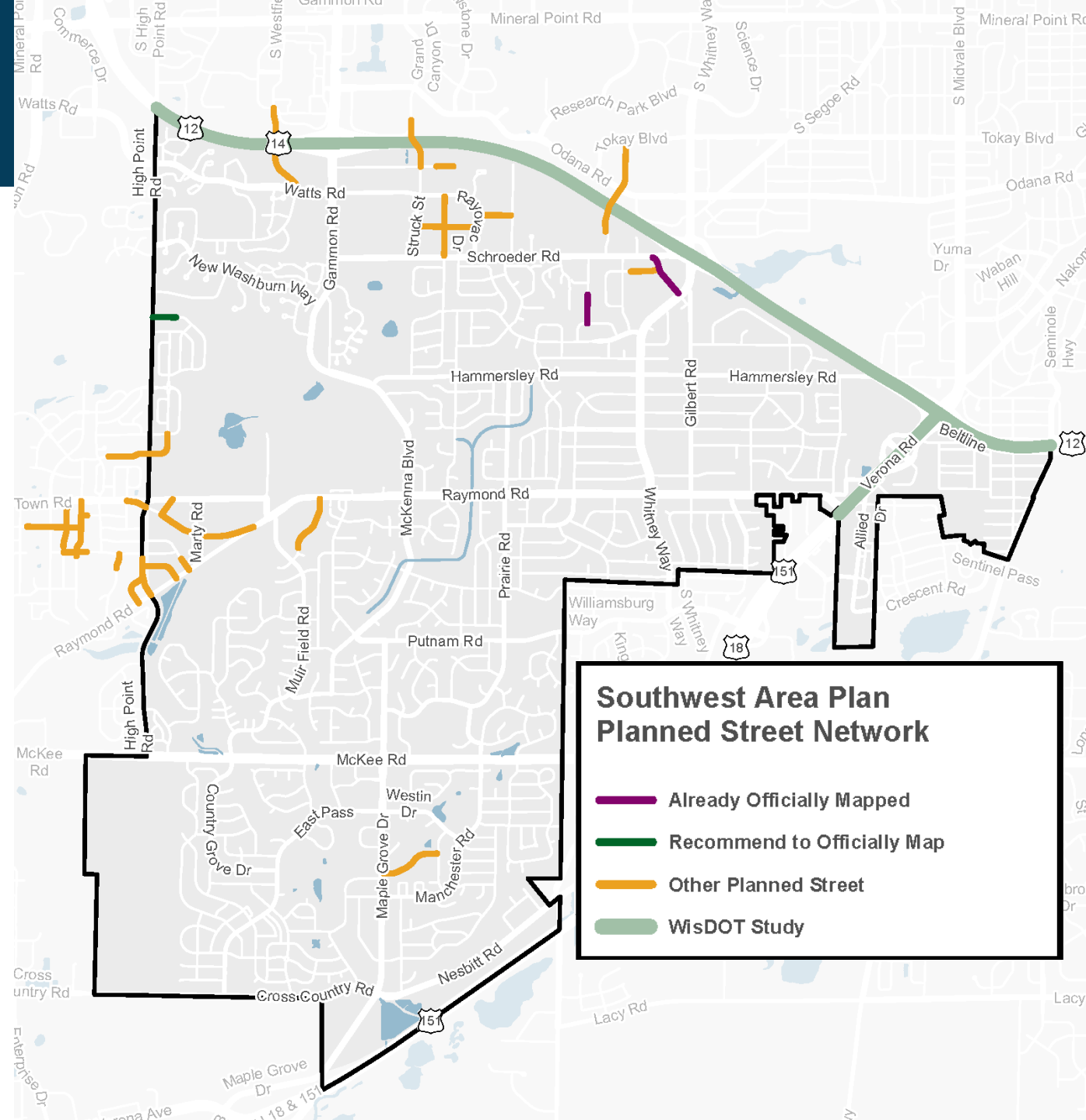


Whitney Way south of Hammersley Road



Transportation: Planned Streets

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



Beltline



- Page 29-30: Narrative on Beltline Planning and Environmental Linkages (PEL) Study
 - Drawbacks, benefits of what is analyzed
 - Summary of [resolution](#) passed by Common Council on 1/27/26
- Page 40: Nine WisDOT partnerships, including:
 - Concerning Verona Road interchange
 - Whitney Way & Gammon Road interchange improvements for pedestrians and bicyclists
 - Cross-Beltline street connections

Neighborhoods and Housing



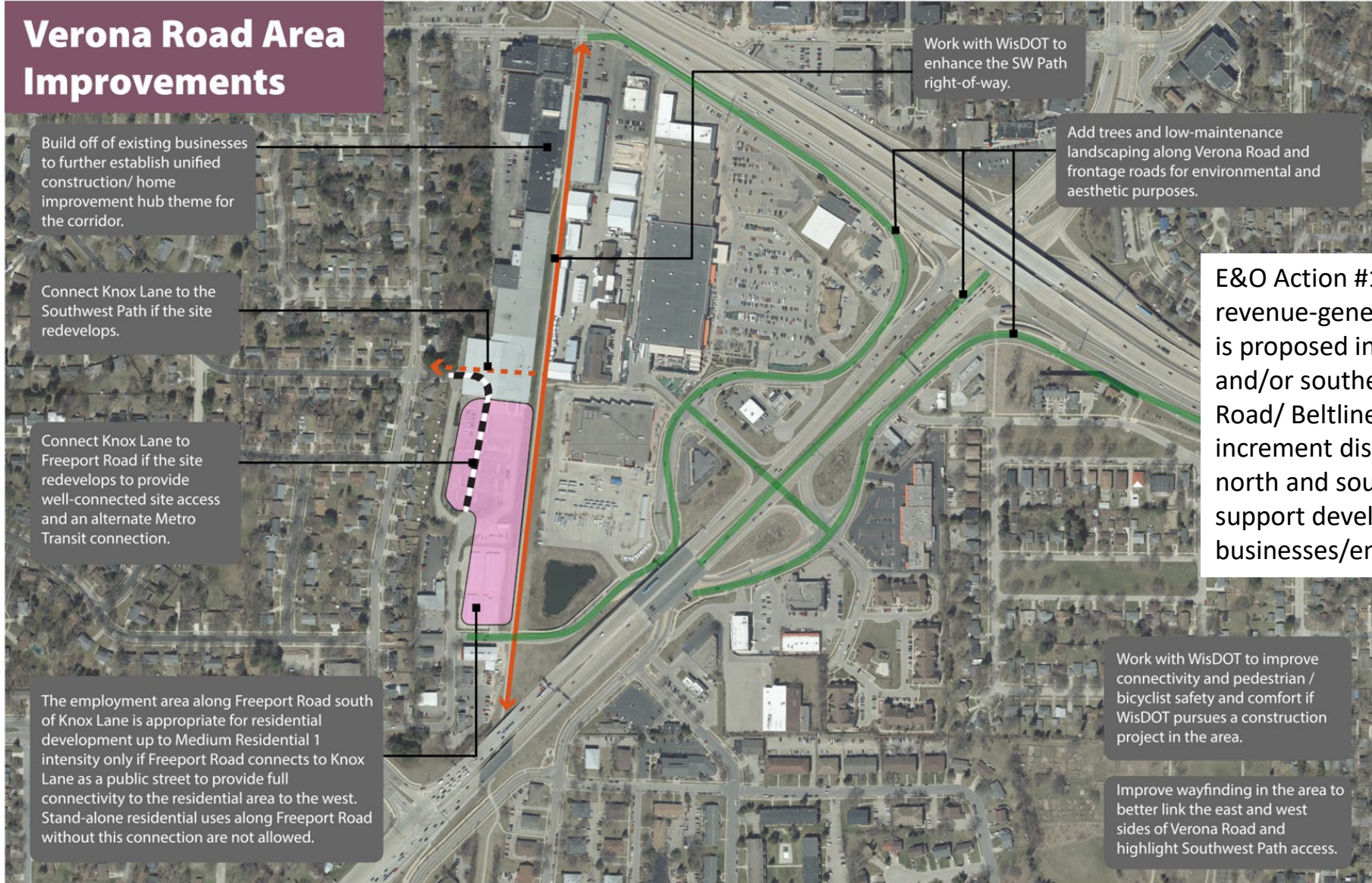
- **Expand homeownership opportunities**
- Complete the **programmed building inspection project** to ensure healthy, safe and well-maintained housing.
- Encourage and incentivize development of “**Missing Middle**” housing types in Low Residential (LR) and Low-Medium Residential (LMR) areas
- Work with developers to encourage **larger apartment units** and to preserve units large enough to support larger families (three or more bedrooms) in proximity to schools.
- Encourage expanding **programming** through partnerships with schools, MMSD, MSCR



Economy and Opportunity



Verona Road Area Improvements



Build off of existing businesses to further establish unified construction/ home improvement hub theme for the corridor.

Connect Knox Lane to the Southwest Path if the site redevelops.

Connect Knox Lane to Freeport Road if the site redevelops to provide well-connected site access and an alternate Metro Transit connection.

The employment area along Freeport Road south of Knox Lane is appropriate for residential development up to Medium Residential 1 intensity only if Freeport Road connects to Knox Lane as a public street to provide full connectivity to the residential area to the west. Stand-alone residential uses along Freeport Road without this connection are not allowed.

Work with WisDOT to enhance the SW Path right-of-way.

Add trees and low-maintenance landscaping along Verona Road and frontage roads for environmental and aesthetic purposes.

E&O Action #1a: If significant revenue-generating redevelopment is proposed in the southwest and/or southeast corner of Verona Road/ Beltline, create a new tax increment district that extends north and south of the Beltline to support development of businesses/employment.

Work with WisDOT to improve connectivity and pedestrian / bicyclist safety and comfort if WisDOT pursues a construction project in the area.

Improve wayfinding in the area to better link the east and west sides of Verona Road and highlight Southwest Path access.

Additional Highlights



Green and Resilient:

- Complete Parks Development Plans for mini and neighborhood parks.
- Prepare an updated Master Plan for Elver Park:
 - Include a second entrance to Elver Park from the south.
 - Develop comprehensive signage
 - Develop shared-use paths connecting High Point Road and Raymond Road through to Elver Park

Effective Government:

- Explore the feasibility of expanding Meadowridge Library at its present location or at a site further to the west.
 - a. If the library moves, maintain library services in the Meadowood area.
 - b. Integrate Meadowridge Library opportunities into the City's Long-Range Facilities Plan.
- Pursue an Intergovernmental Agreement with the Town of Verona to establish future municipal boundaries and identify opportunities for shared infrastructure improvements.

Additional Highlights



Health & Safety:

- Conduct Vision Zero speed analyses
- Evaluate street lighting

Community Action Strategy:

- Potential CAS Projects
 - Allied (repaint basketball court, community garden, street painting)
 - Meadowood (sculpture or other art, mural)
 - Park Edge/Park Ridge (bike playground or skills park, public art, community garden or edible landscape)

Comments on Draft Plan



- Appreciation for planned Hammersley Rd Path extension
- Support for separated bike lanes on Whitney Way
- Include McKee Rd on Vision Zero Speed Analysis
- Support for the Seminole Hwy bike lanes as AAA facility
- Add Watts Rd on the priority sidewalk connections
- Ensure that any new shared-use path connections in Elver don't disrupt winter cross-country skiing
- Mixed feelings on action to study whether converting Woodington Way to a one-way street by Anana Elementary School would improve safety
- No Hampshire Pl-Suffolk Rd connection



Edits in Response to Public Comments

- Removed the recommendation to study making Woodington Way a one-way street
- Included a CAS project to improve park amenities at either Britta Park or De Volis Park
- Included a partnership with Dane County for McKee Rd (CTH PD) to improve safety
- Additional detail on the Beltline study and WisDOT partnerships
- Added a Verona Road area map and narrative on potential improvements
- Added map to show recommended improvements to All Ages and Abilities bike lane standards for existing bike lanes



Draft Plan Review – Next Steps

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