

Southwest Area Plan

Southwest Area Plan Team

Kirstie Laatsch

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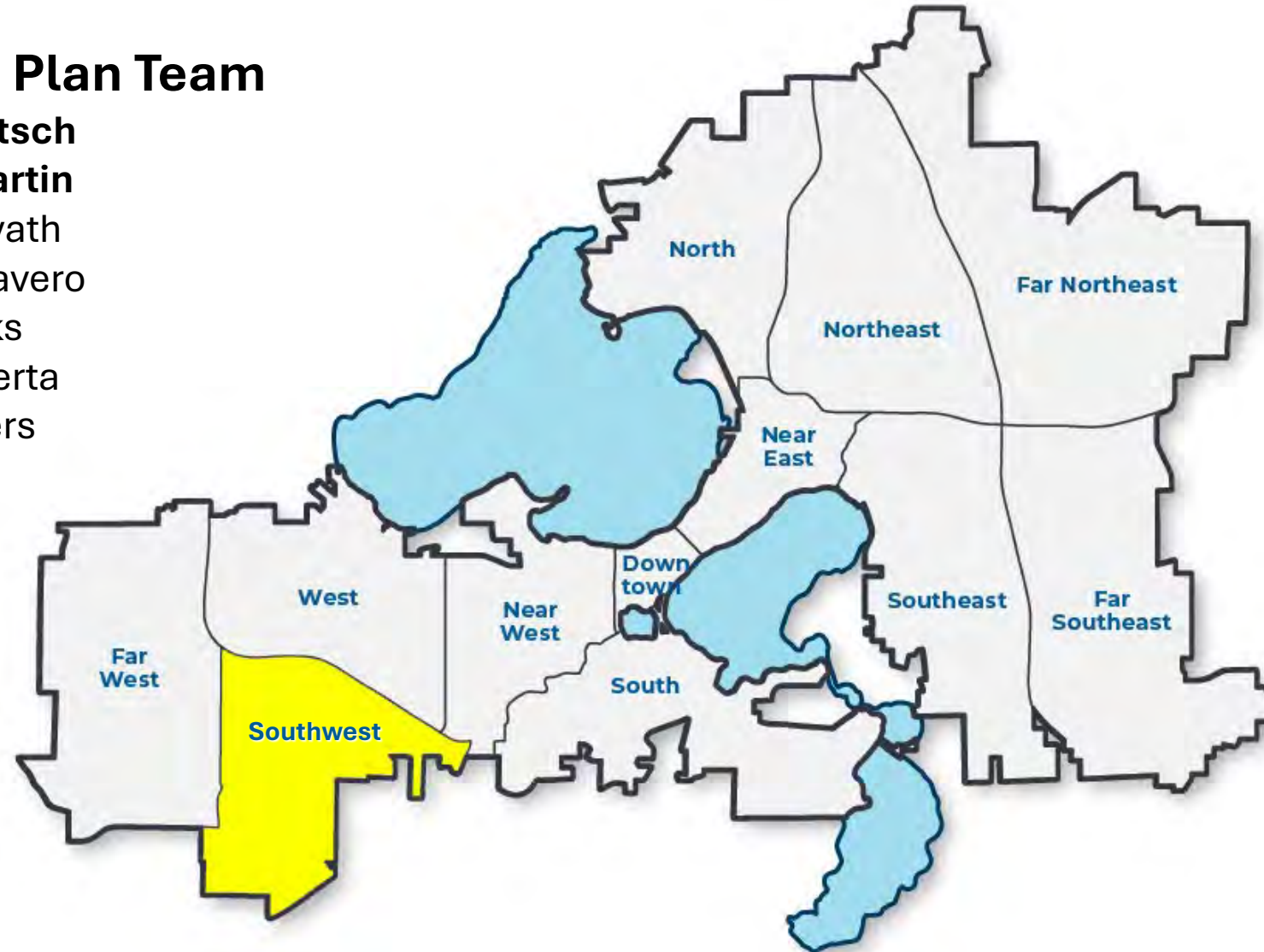
Linda Horvath

Alyssa Mugavero

Tim Parks

Angela Puerta

Ben Zellers



Southwest Area

North boundary: Beltline Hwy

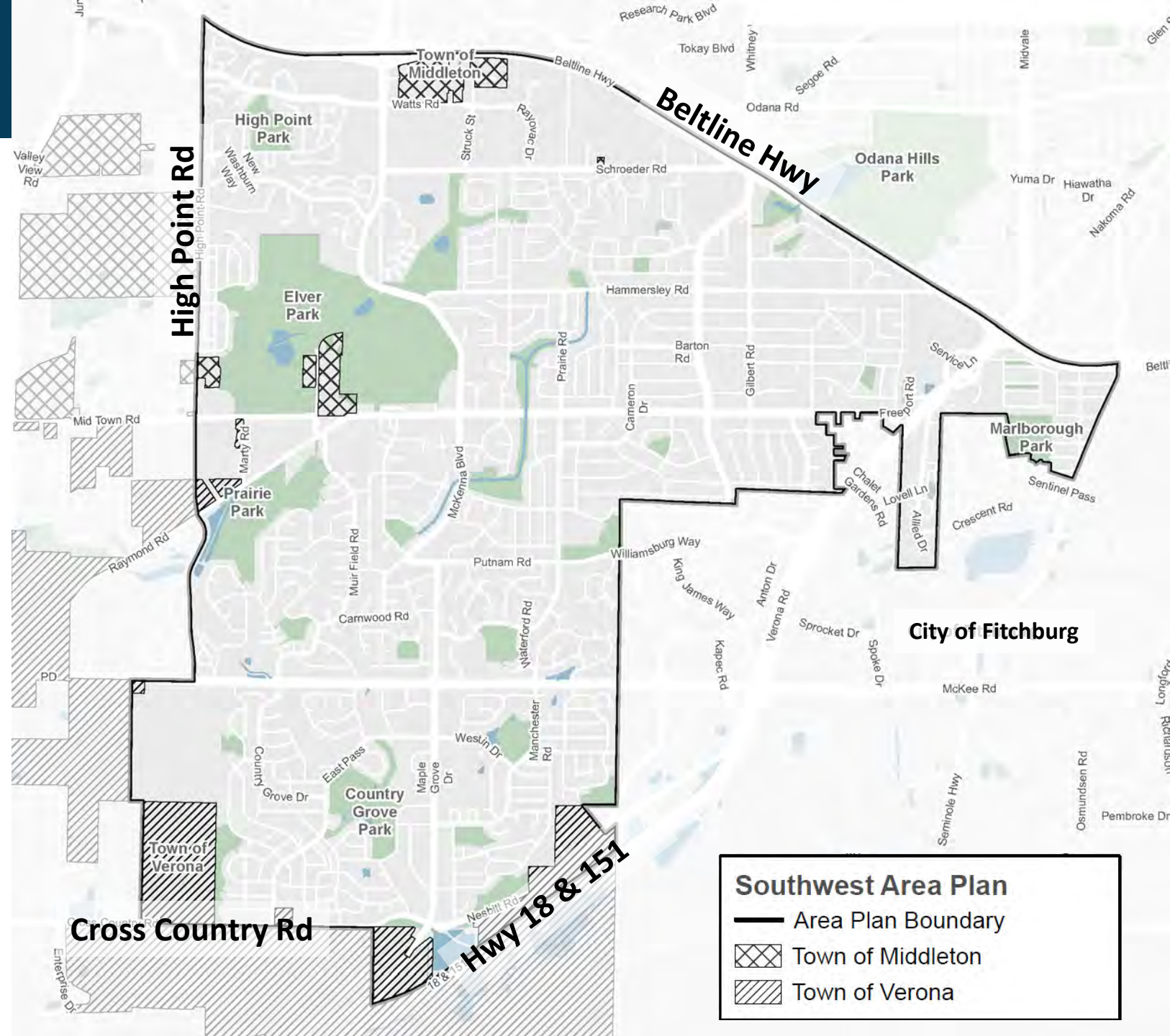
East boundary: City of Fitchburg

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

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

2020 Census:

- 16,443 housing units
- Nearly 37,000 people
- 37% BIPOC and Hispanic/Latinx



Area Plan Benefits

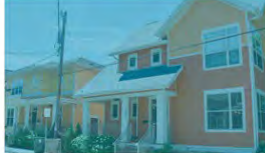
- A clear plan recommendation
 - Discrete geographies
 - Archive plans that do not reflect current policy/priorities
- Full city coverage
- Frequent plan updates
- Consistent plan topics; higher-level recommendations
- Enhanced coordination on City initiatives
- Emphasis on feedback from underrepresented groups

Plan Topics



LAND USE AND TRANSPORTATION

Compact Land Use | Efficient Transportation



NEIGHBORHOODS AND HOUSING

Complete Neighborhoods | Housing Access



ECONOMY AND OPPORTUNITY

Growing Economy | Equitable Education and Advancement



CULTURE AND CHARACTER

Cultural Vibrancy | Unique Character



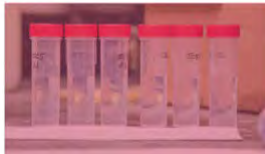
GREEN AND RESILIENT

Natural Resources | Parks and Recreation



EFFECTIVE GOVERNMENT

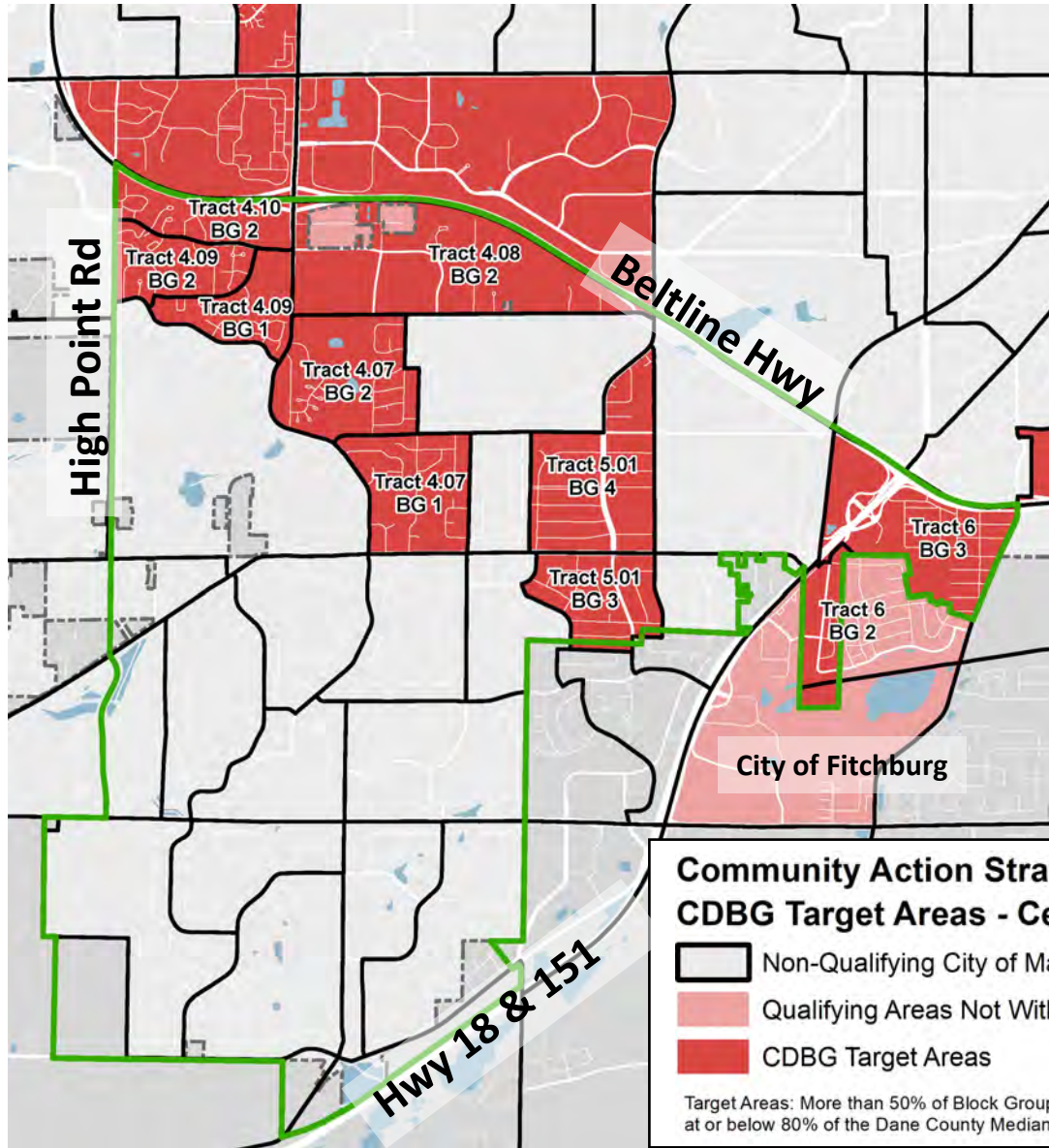
Efficient Services | Community Facilities | Regional Cooperation



HEALTH AND SAFETY

Safe Community | Equitable Health Outcomes

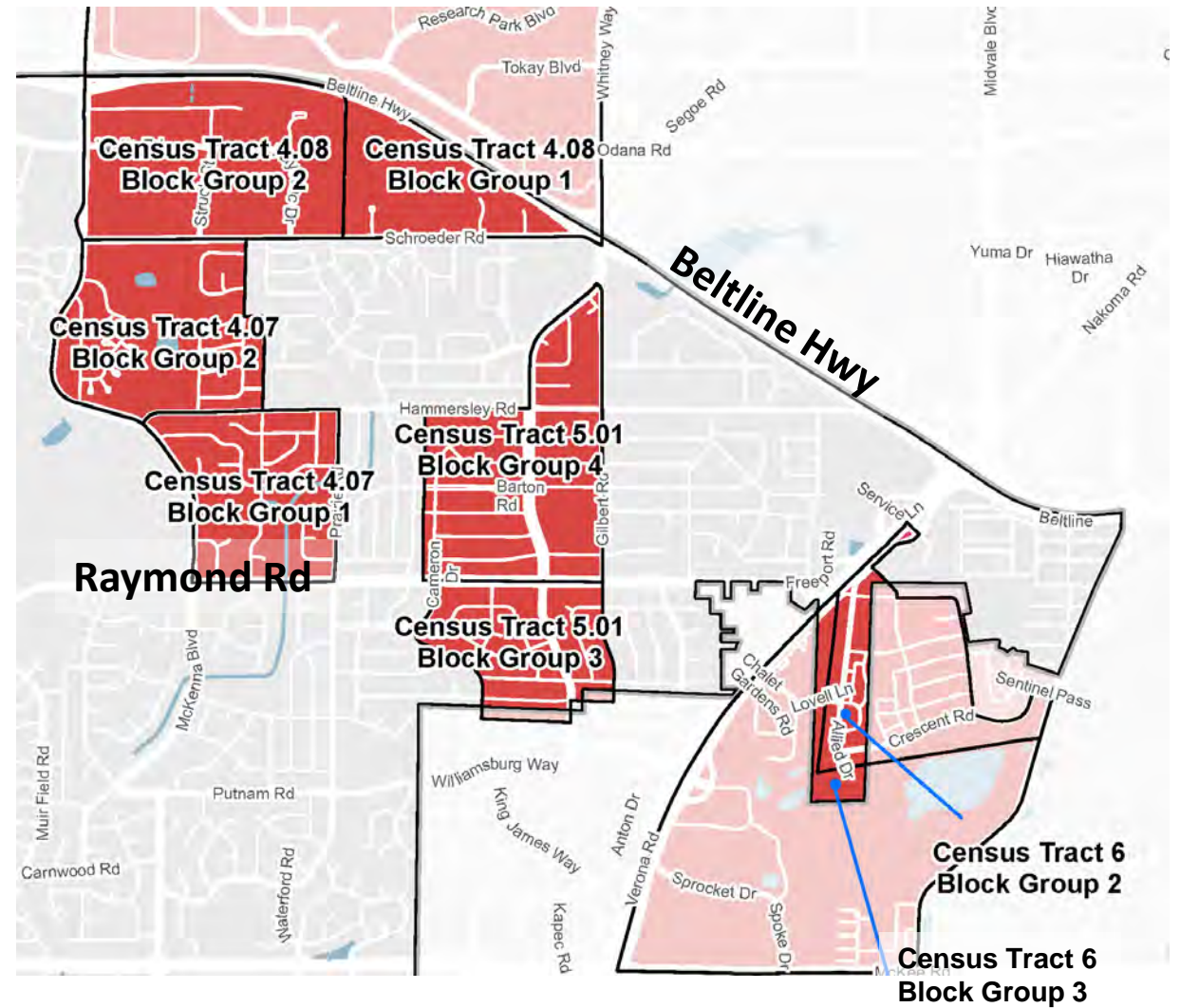
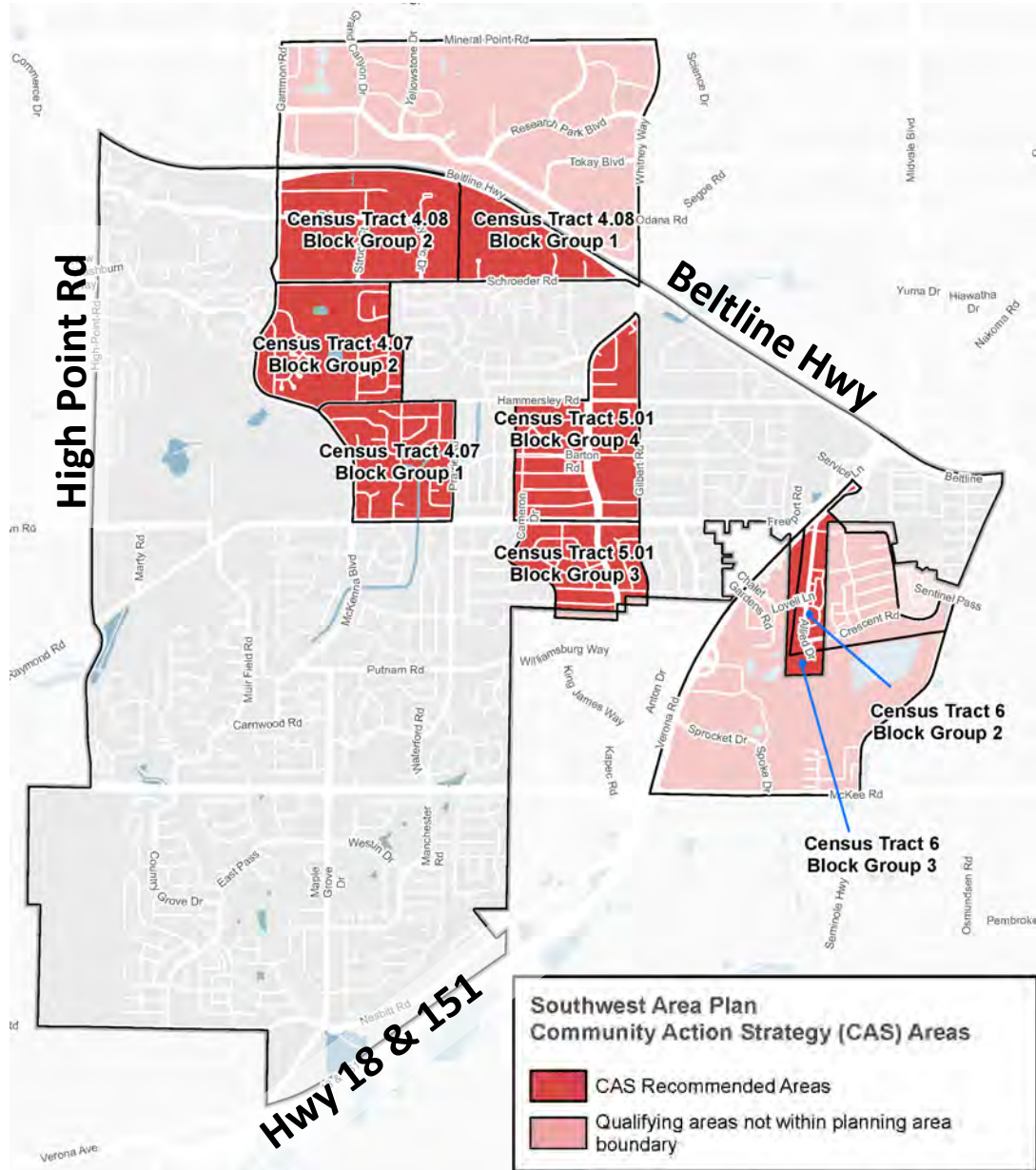
Community Action Strategy (CAS)



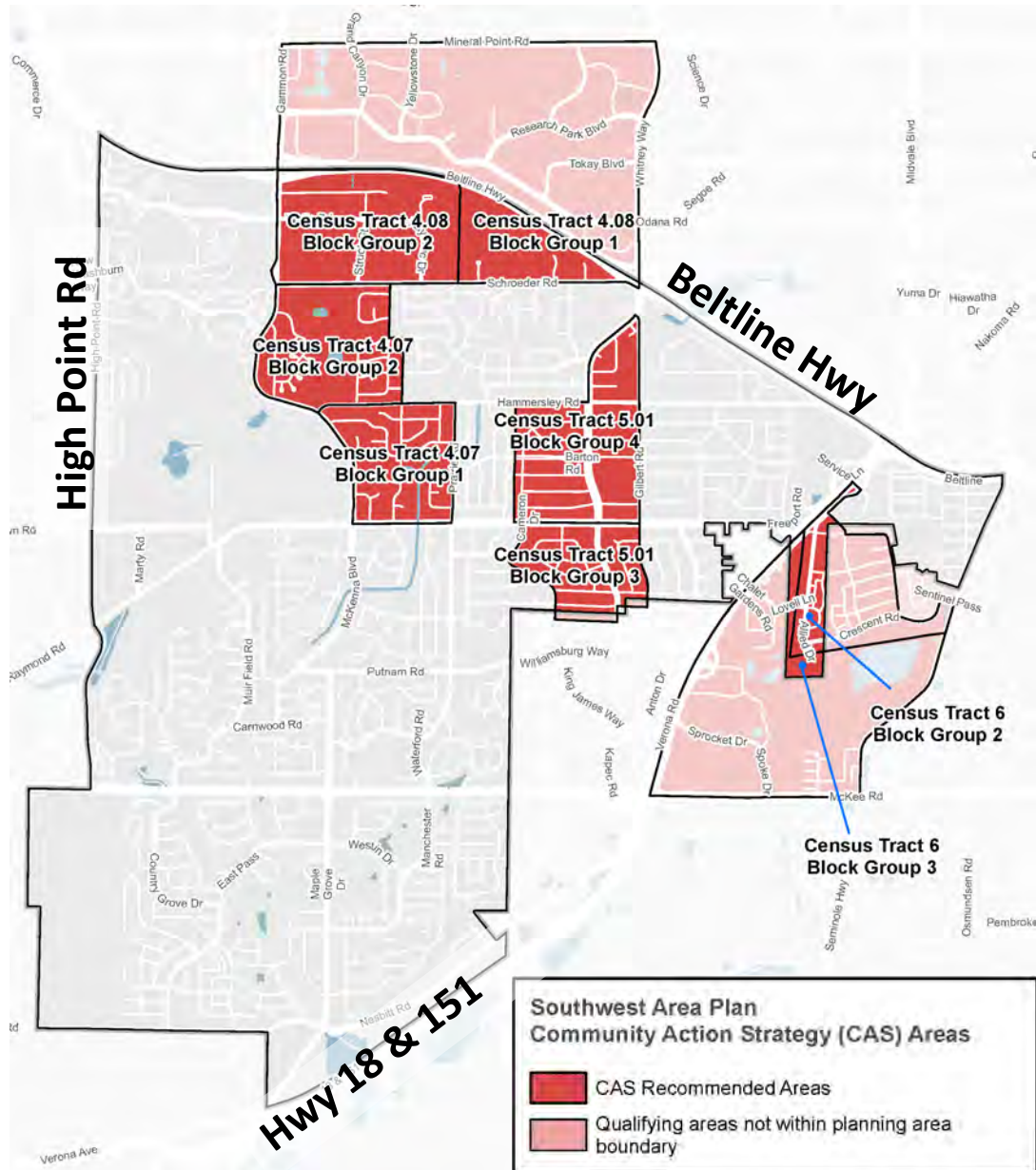
- City receives federal funding to support community development initiatives primarily benefiting low- to moderate-income residents.
- CDBG eligibility: more than 50% of Block Group population has a household income at or below 80% of the Dane County Median Household Income.
- Selected eligible areas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

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

Community Action Strategy (CAS)



Community Action Strategy (CAS)



- Capacity building
- Community and stakeholder relationships
- Small-scale physical improvements
- City receives federal funding to support community development initiatives primarily benefiting low- to moderate-income residents.
- \$400,000 for physical improvements for SE & SW Plans

Public Participation Overview

- Q3 and Q4 2024: Getting Started
 - Background info and data gathering, build list of stakeholders, explain what Area Plan is and its relevance
 - RFP for community partners, engagement specialist(s)
- Q4 2024: Issues and Opportunities
 - Public meeting series 1 – multi-agency open house
 - Focus group series 1
 - Survey – issues/opportunities (representative sample)
 - Engage through neighborhood groups, NRTs, apartment and condo communities, others



Public Participation Overview

- Q1 2025-Q4 2025: Draft Recommendations and Draft Plan Review
 - Public meeting series 2, 3
 - Focus group series 2, 3
 - Survey – part 2
 - UW PEOPLE Program
 - Business outreach
 - Develop draft recommendations
 - Distribute draft plan for review
- Q1 2026: Adoption – Final Public Comments
 - Invite public comment on final draft plan via online commenting tool
 - Board, Commission, Committee review/approval process



Project Contacts

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