

Southwest Area Plan



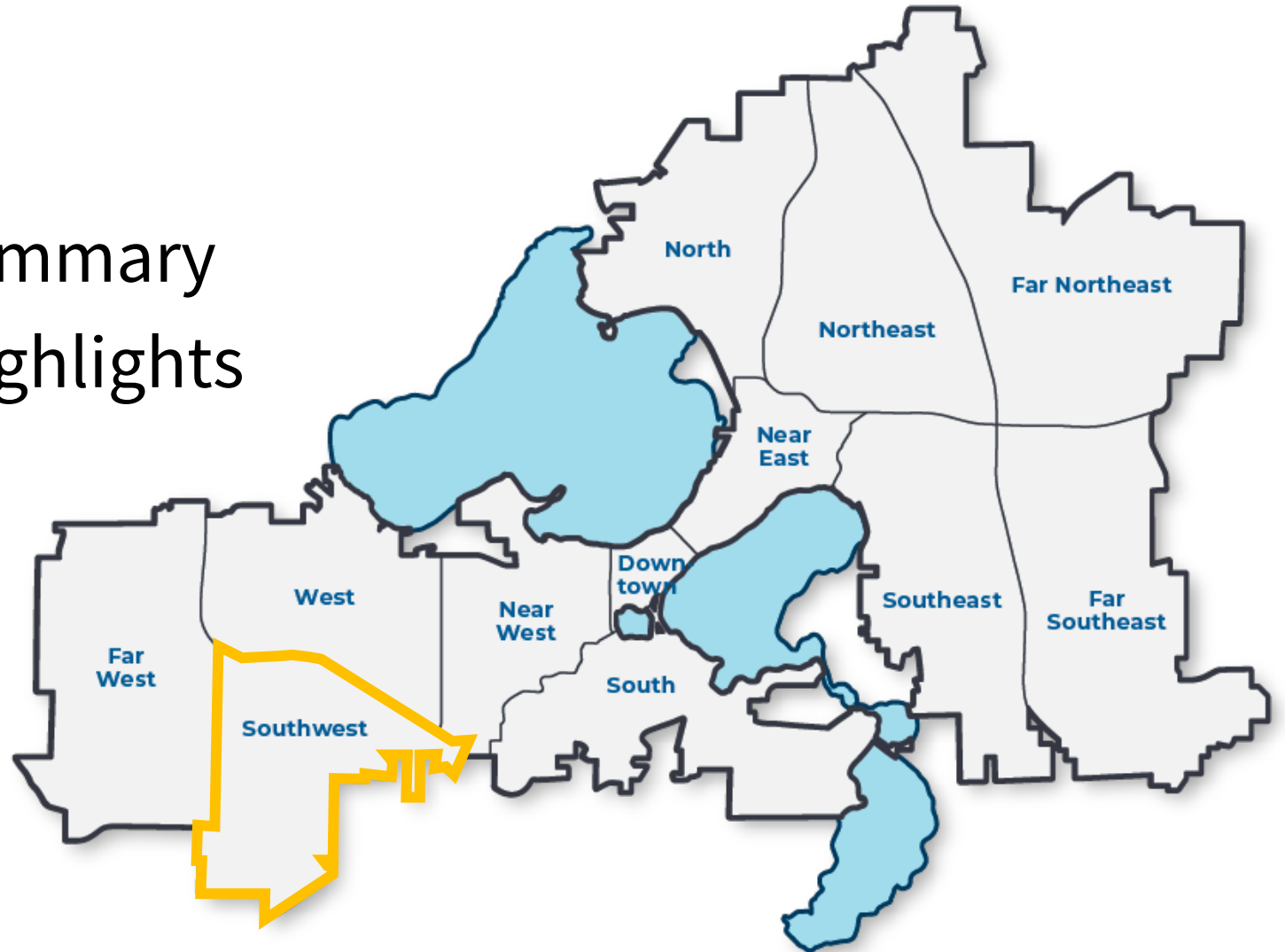
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Community Development Block Grant Committee Meeting: June 4, 2026

Agenda




1. Background
2. Planning Process
3. Public Feedback Summary
4. Draft Plan Action Highlights
5. Review & Approval



Background

Population

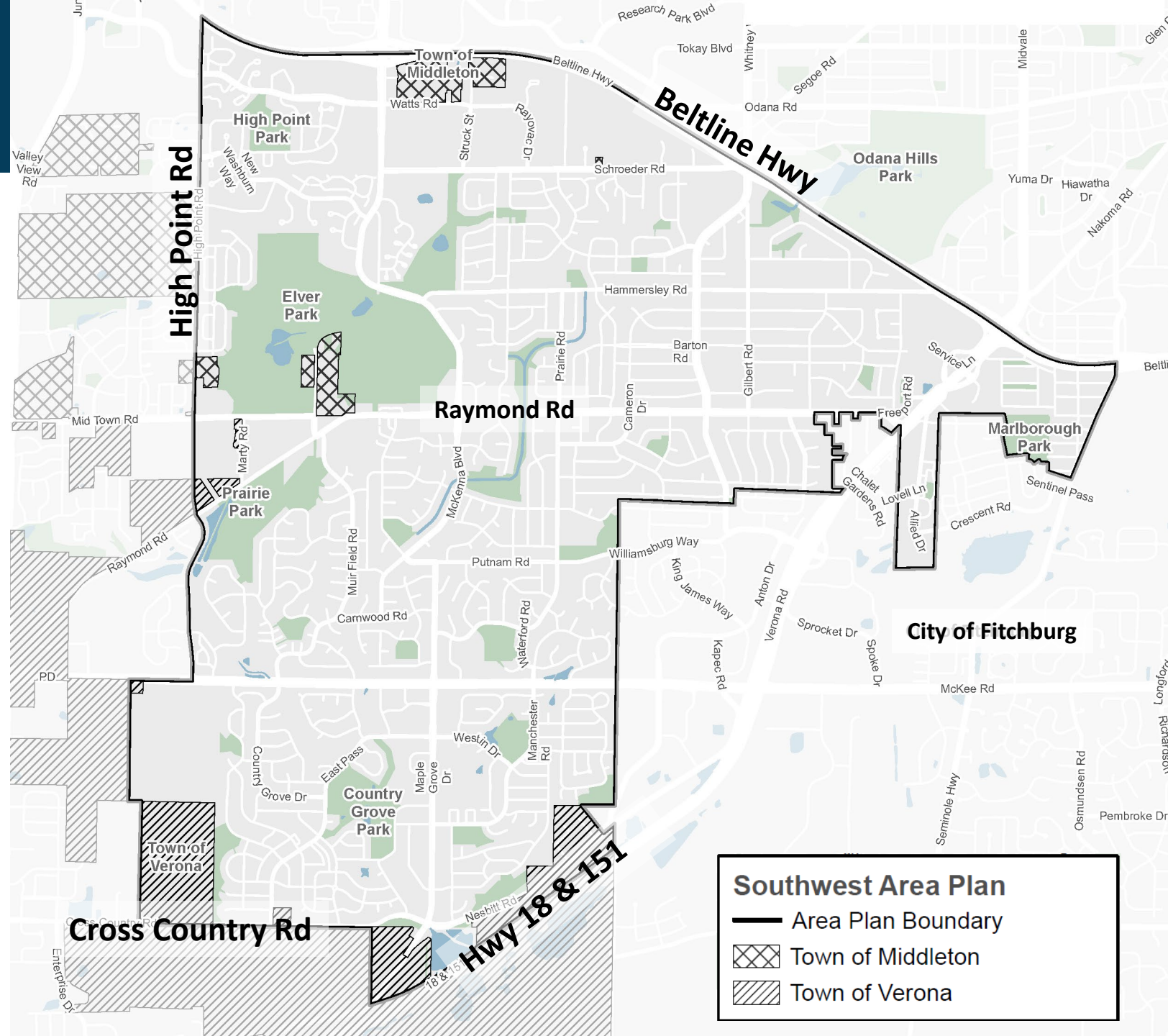
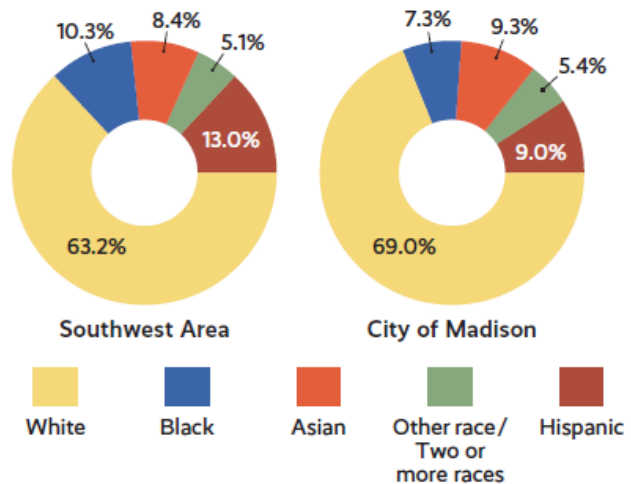
Southwest Area 36,837 City of Madison 274,622  = 10,000 residents



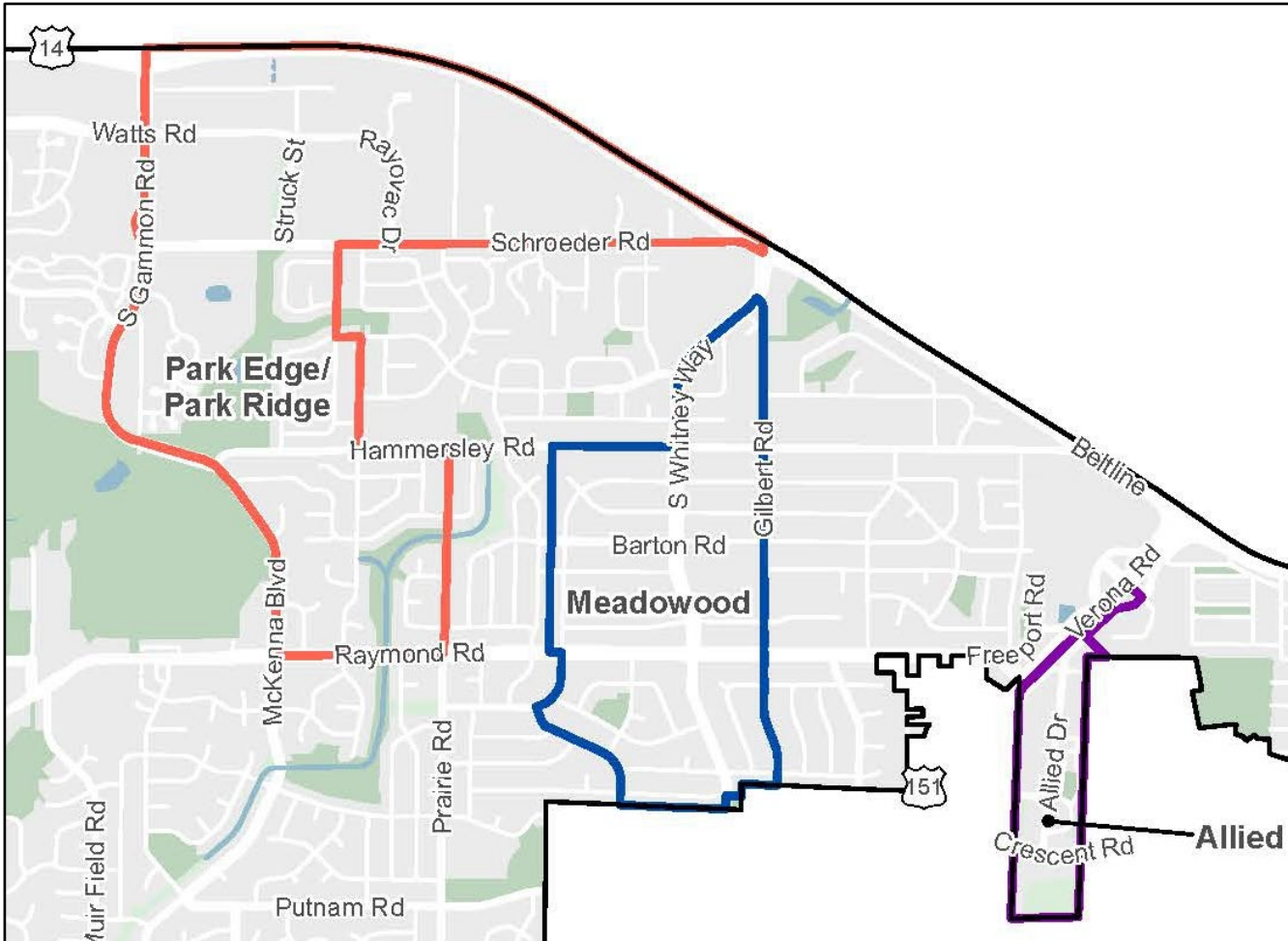
Population change (2010–2020)



Racial and ethnic composition



Community Action Strategy Areas (CAS)



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.

- 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.**

Public Engagement Summary



- Public Meetings: In-person Open House and virtual meetings
- Interactive Commenting Mapping
- Survey Part 1 & Part 2
- Madison Madness Bracket
- Other engagement: Meadowood Health Partnership, SMAC, NAs, Schools, School Districts, NRTs and others
- UW PEOPLE Program - Memorial High School students
- Partnered with nINA Collective to host Focus Group meetings
- Pop-Up outreach – Meadowridge library, community events, food pantries, Bike to Work week
- Community Partner Engagement
- Neighborhood walks
- Business Walk
- CAS Events
- BCC check-ins (June 2025, Aug 2025, Dec 2025)



CAS Engagement Highlights



- Conversations with residents and community leaders - draft plan feedback
 - JustDane client conversations
 - Allied Wellness Center and Allied Partners meetings and events
 - Good Shepherd Lutheran Food Pantry and Allied Food Pantry
- Conversations with residents - project priorities
 - Milele Anana Chikasa Elementary Back to School
 - Trunk or Treat - Elver Park Neighborhood Center
 - Bike n' BOOgie at Meadowood Park and Elver Park Neighborhood Center
 - Allied and Meadowood Community Meals



Comments on Draft Plan



- Appreciation for planned Hammersley Path extension
- Support for play structure, basketball court and other rec facilities at Britta Park or other greenspace north of Crawford Dr
- Support for separated bike lanes on Whitney
- 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 studying conversion of Woodington Way to one-way street by Anana to improve safety

Allied CAS and Related Actions



CAS

- Work with Allied Dunn's Marsh Neighborhood on capacity building.
- Create incubator for service businesses like hair salons and barbershops.
- Increase fresh produce through resources like City's Healthy Food Retail and SEED grants.
- Add amenities to Allied Park like lights, grills and artistic sign and lights to basketball court.

Related

- **Expand homeownership opportunities** w/townhomes or other small to mid-size housing such as on City-owned property at 2359 Allied Dr.
- Complete **programmed building inspection project** in Allied/Carling Drive area



Allied Park - Parks Alive

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.

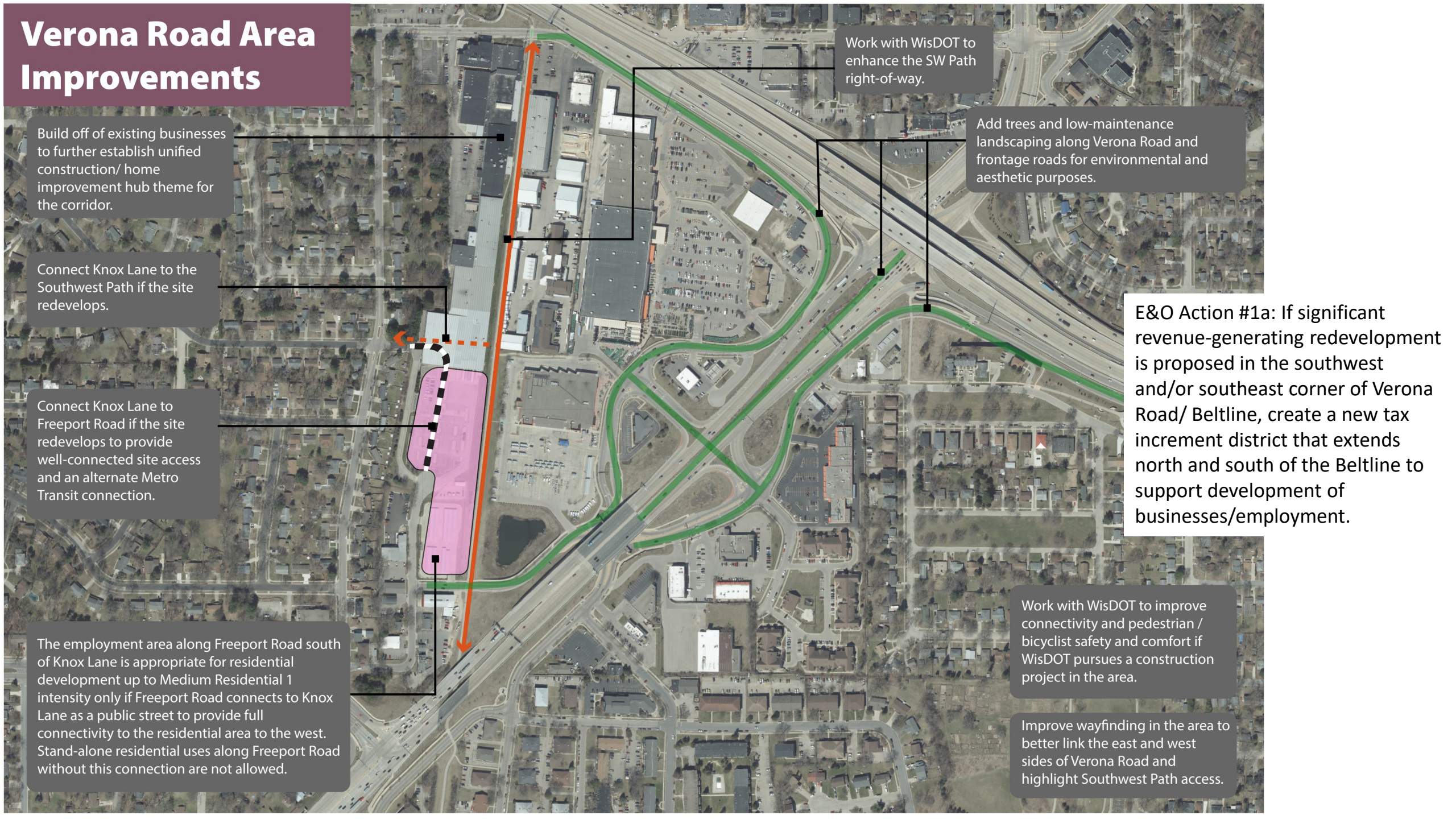
Work with WisDOT to enhance the SW Path right-of-way.

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.



Allied Community Projects



Priority	Project	Potential Locations	Cost Estimate
1*	Basketball court, play structure or other rec facility	Greenspace north of Crawford Dr such as Britta or De Volis Park	\$50,000-\$125,000
2	Community garden	Community Development Authority 2401 Dunns Marsh Terrace	\$15,000
3	Mural	Allied basketball court	\$30-\$50,000
4	Decorative street painting	Percy Julian Way/Dunns Marsh Terrace	\$10,000-\$25,000



Allied Mosaic Art

*Since the 12/4/25 CDBG Committee meeting, the neighborhood requested that this project be included in place of the previous Bike Playground and Skills Park.

Meadowood CAS and Related Actions



CAS

- Work with Toki Middle School and MMSD during upcoming rebuild to add shared spaces for the community to use.
- Add edible landscapes to Meadowood Park.
- Review visibility concerns at Hammersley/Prairie Road intersection and add a No Parking area or other measures.
- Incorporate a small shelter structure at Sunridge Park.

Related

- Explore expanding Meadowridge Library at its present location or a site further to the west.
 - a. If the library moves, maintain library services in the Meadowood area.
 - b. Integrate library opportunities into the City's Long-Range Facilities Plan.



Akira Toki Middle School

Meadowood Community Projects



Priority	Project	Potential Location	Cost Estimate
1	Sculpture or other art	Meadowood Neighborhood Center	\$50,000
2	Mural	Meadowood Park basketball court	\$50,000



Meadowood Park Basketball Court

Park Edge/Park Ridge CAS and Related Actions



CAS

- Create a neighborhood organization that represents and supports the Moraine View Drive and Madison Estates areas.
- Provide information to property owners and tenants on how to request and prepare for building inspections.
- Add a crosswalk and pedestrian signage for path crossing Chapel Hill Road between Regis Road and Piping Rock Road.

Related

- Monitor Elver Park area to ensure healthy, safe and well-maintained housing.



Madison Estates Apartments on
Moraine View Drive

Park Edge/Park Ridge Community Projects



Priority	Project	Potential Location	Cost Estimate
1	Bike playground and skills park	Lucy Lincoln Hiestand Park, Greentree Chapel Hills Park, or Elver Park	\$100,000
2	Public art – mural, other	Elver Park, Struck Street/W. Beltline Highway underpass	\$100,000
3	Community garden, orchard, edible landscape	Elver Park	\$15,000



Greentree Chapel Hills Park

Final Draft Plan Review – Next Steps



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