

# Southwest Area Plan



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**Plan Commission Meeting: December 15, 2025**



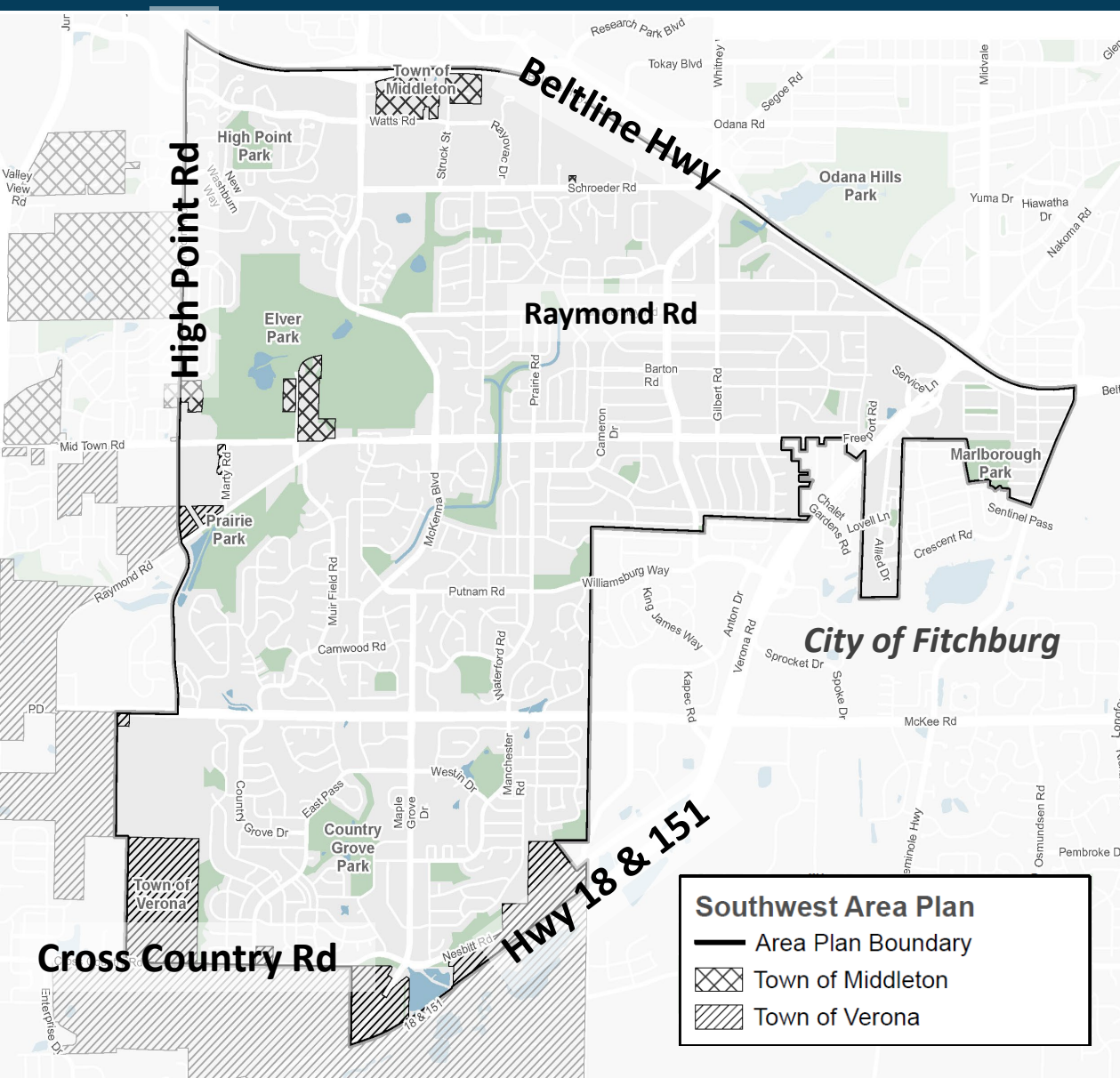
# Agenda



- Background and Public Engagement summary
- Draft Action Highlights
  - Land use
  - Transportation
  - Other highlights
- Summary of Feedback on Draft Actions
- Timeline



# 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

## Southwest Area Plan

— Area Plan Boundary

▨ Town of Middleton

▨ Town of Verona



# Public Engagement Summary

- Public Meetings: In-person Open House and virtual meetings (~232 attendees)
- November – April: Interactive Commenting Mapping (328 comments)
- Survey Part 1: ~800+ responses part2: ~300+ responses
- Madison Madness Bracket: ~350+ responses
- 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 nine Focus Group meetings
- Pop-Up outreach – Meadowridge library, community events, food pantries, Bike to Work week
- Community Partner Engagement
- Neighborhood walks
- Business Walk
- PC and TC check-ins (June 2025, Aug 2025)





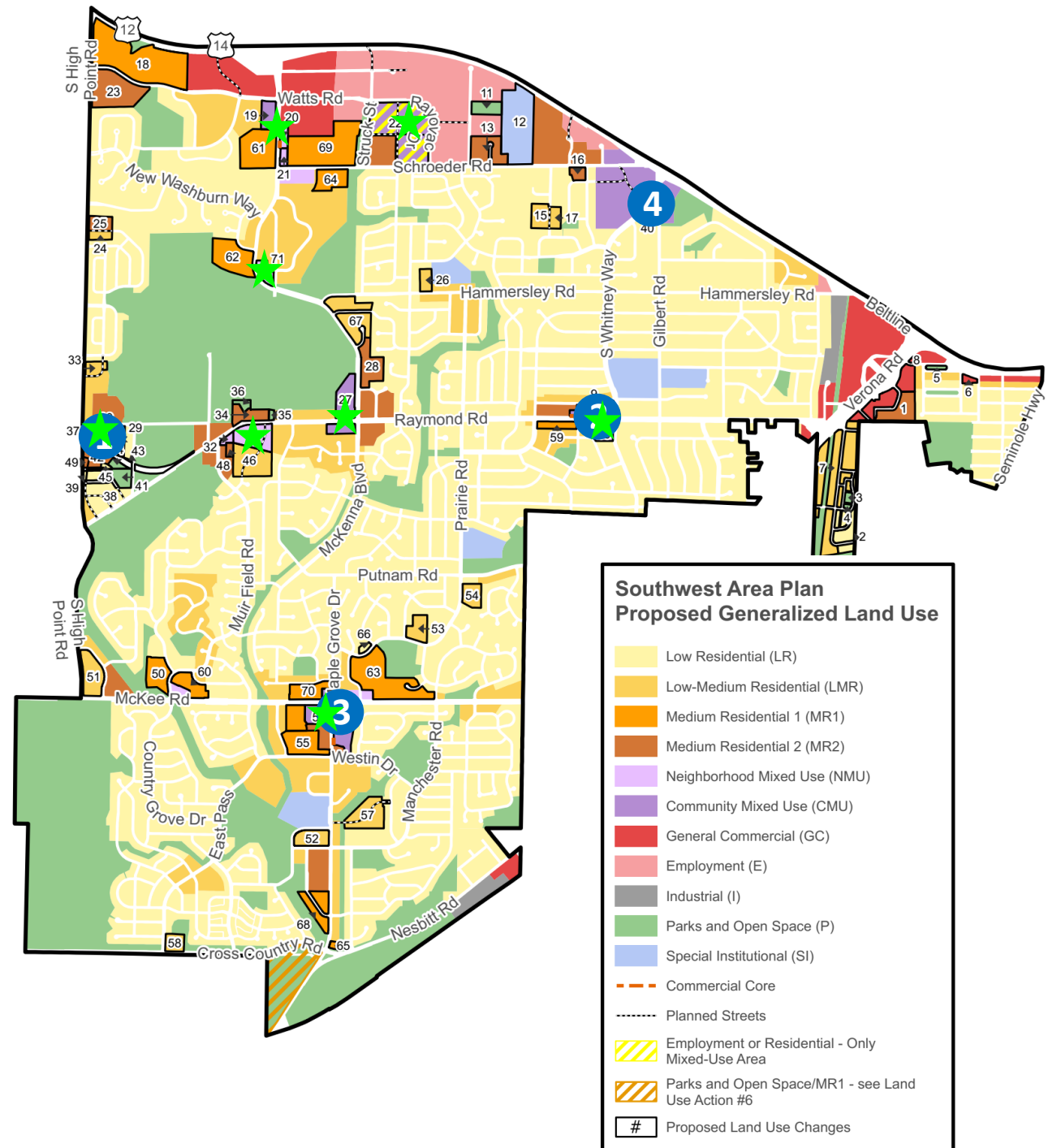
# Land Use Highlights

## What we heard:

- Support more mixed-use areas/destinations within walking distance
- Allow for more housing options

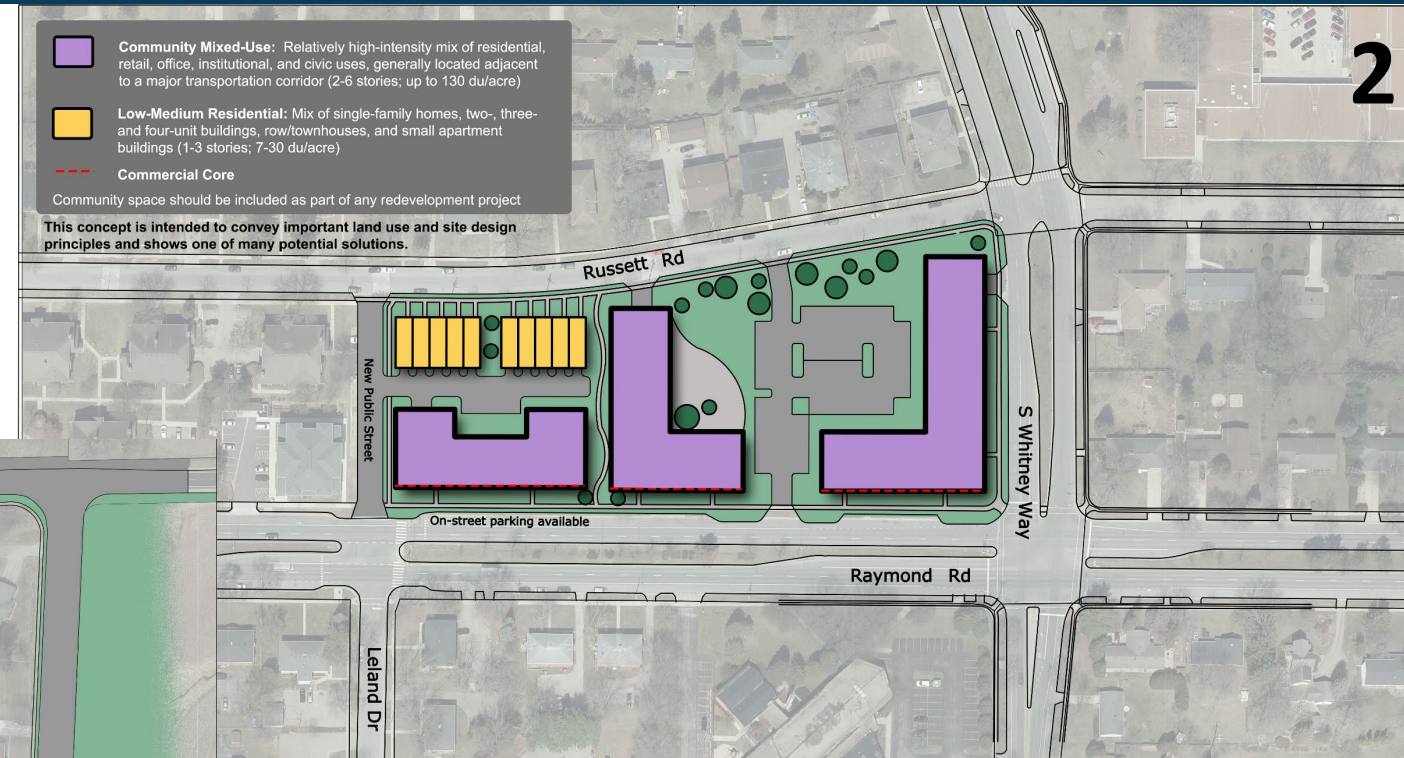
## Draft Map:

- Additional allowable development along key corridors
- New mixed-use nodes for neighborhoods; boosting allowable mixed-use in previously mapped areas ★
- Support additional housing



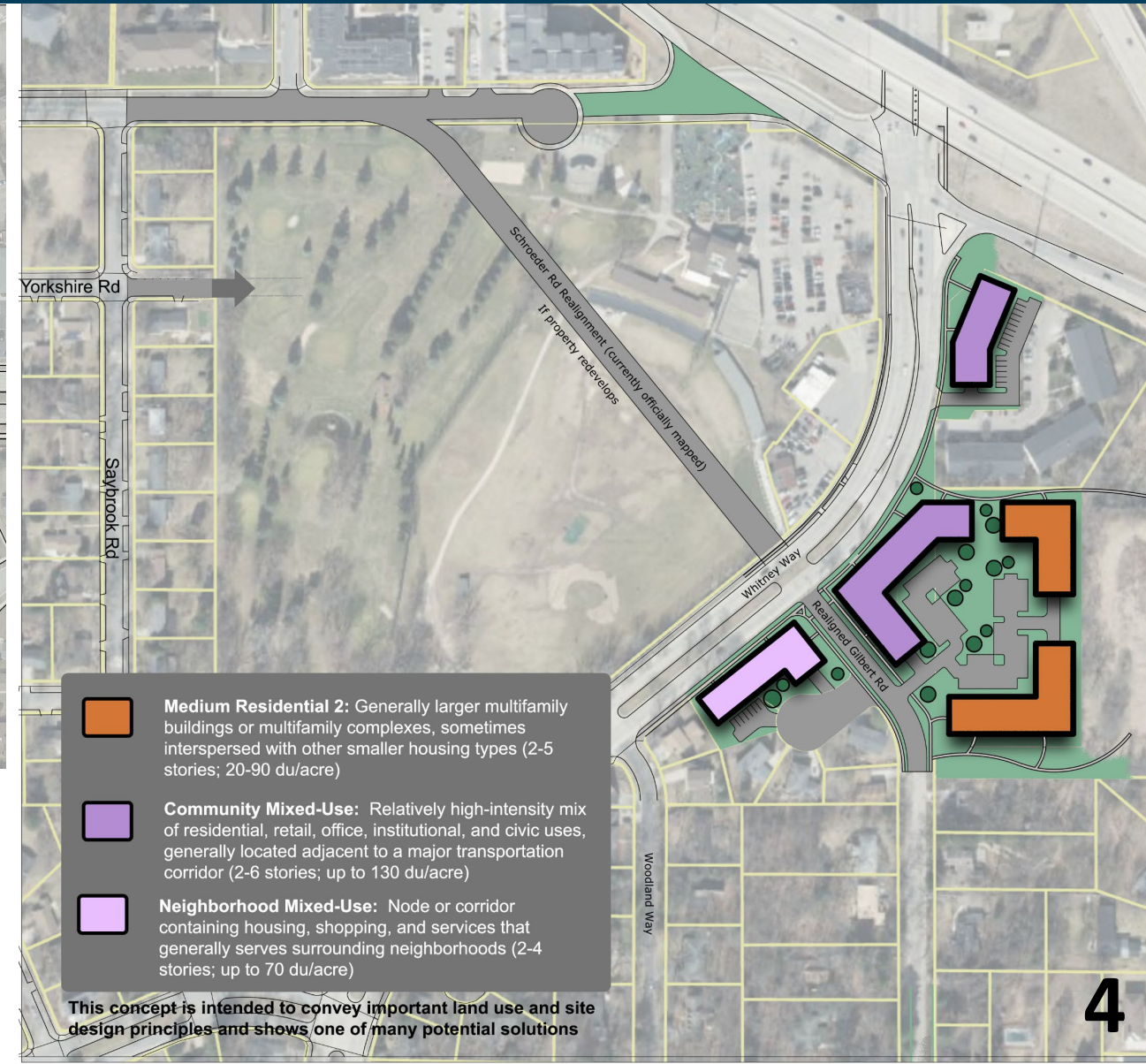
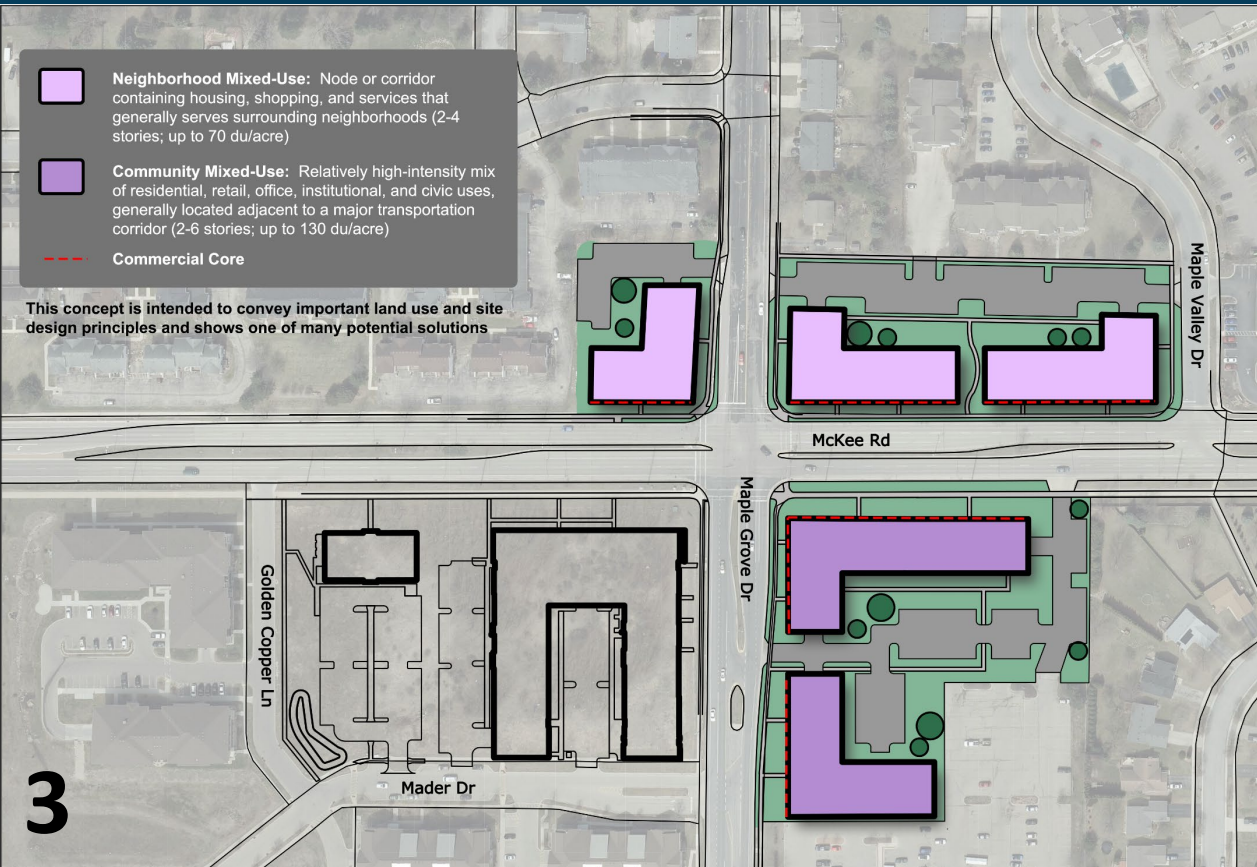


# Land Use Highlights – Illustrations





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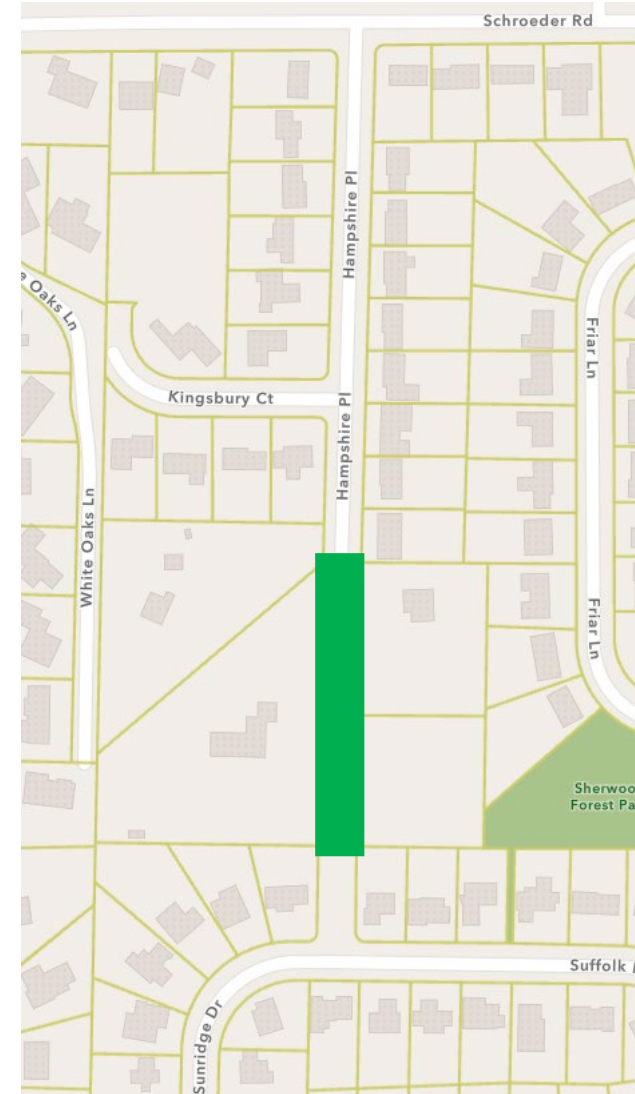
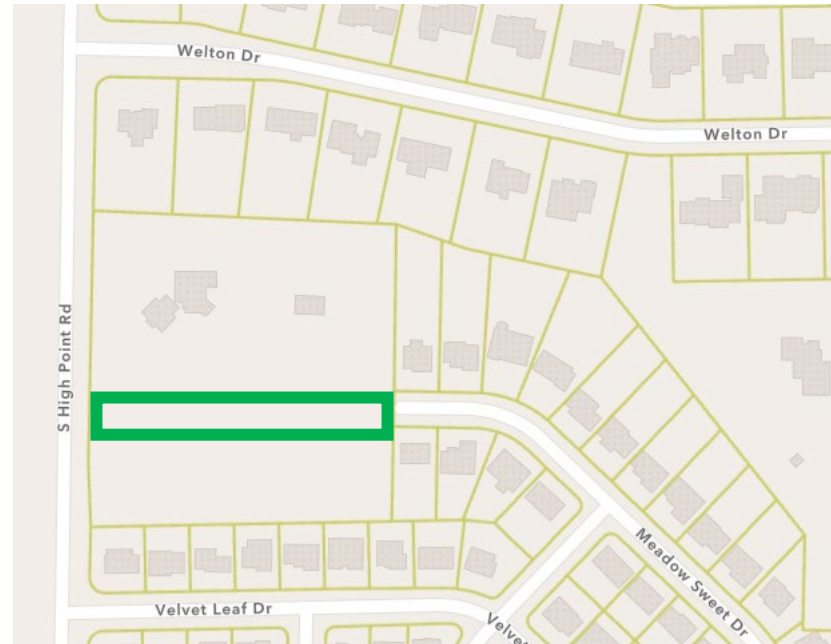




# Transportation Highlights



- Vitense/Schroeder Rd, Hampshire Pl – officially mapped streets
- Officially map extension of Meadow Sweet Dr.





# Transportation Highlights

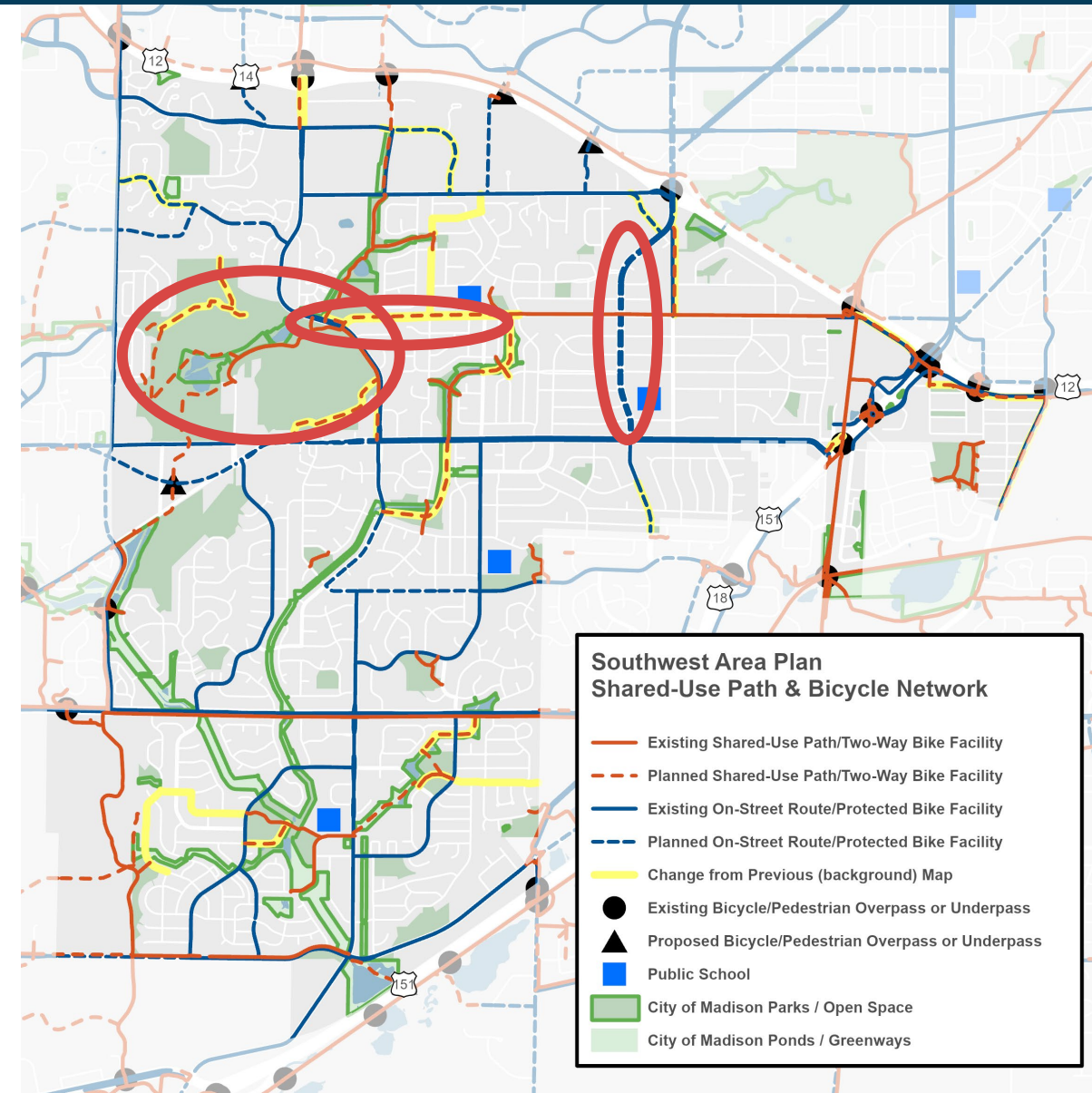
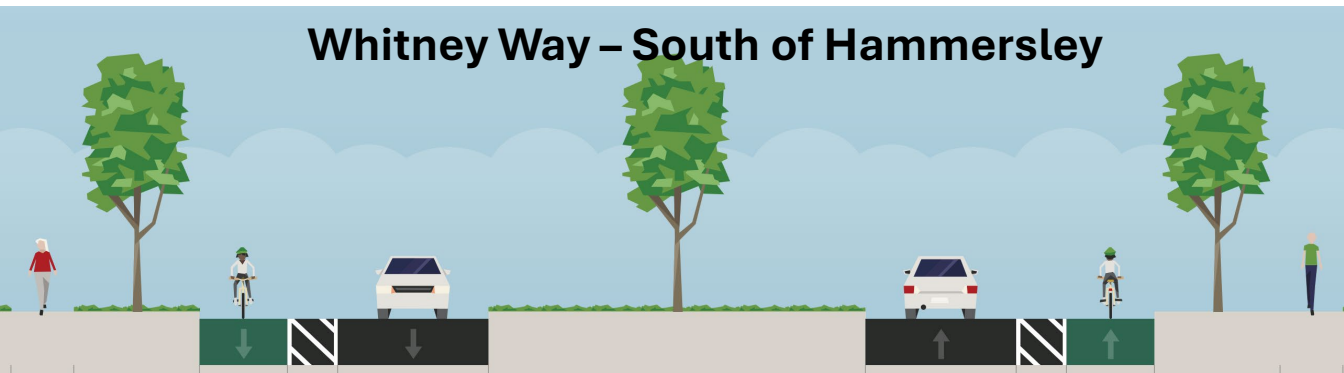


- Extend Hammersley Path west to Elver Park.
- Add more pedestrian/bicycle connections to and through Elver Park.
- Stripe separated bike lanes on Whitney Way from the Beltline south to Raymond Rd.

**Whitney Way – North of Hammersley**



**Whitney Way – South of Hammersley**



**Southwest Area Plan  
Shared-Use Path & Bicycle Network**

- Existing Shared-Use Path/Two-Way Bike Facility
- - - Planned Shared-Use Path/Two-Way Bike Facility
- Existing On-Street Route/Protected Bike Facility
- - - Planned On-Street Route/Protected Bike Facility
- Change from Previous (background) Map
- Existing Bicycle/Pedestrian Overpass or Underpass
- ▲ Proposed Bicycle/Pedestrian Overpass or Underpass
- Public School
- City of Madison Parks / Open Space
- City of Madison Ponds / Greenways



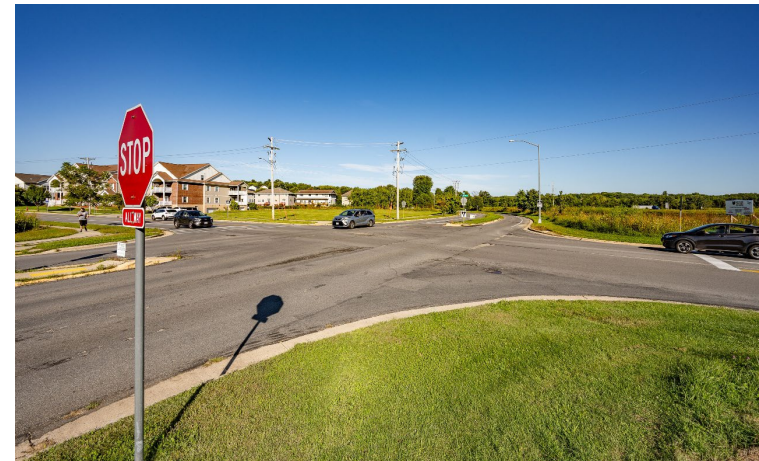
# Transportation Highlights



- Raymond Road:
  - Short-term – increase ped/bike safety via bump-outs, RRFBs, etc.
  - Long-term – evaluate whether reduction in # of travel lanes is merited.
- Schroeder Road: complete a Safe Streets for All review to develop detailed projects to reduce speeding and improve safety.
- 12 Vision Zero analyses listed in H&S chapter.



*Improve Seminole Hwy. to an all ages and abilities bicycle route.*



*Install a roundabout at the intersection of Cross Country Rd., Maple Grove Dr., and Nesbitt Rd.*



# Additional Highlights



- **Neighborhoods and Housing:** Community Development Authority development of owner-occupied housing, such as townhomes, at their Allied Drive property.
- **Economy and Opportunity:**
  - Create new tax increment districts (TIDs) to support development of businesses/employment and mixed-use redevelopment.
  - Preserve the Southwest Area's ability to grow employment and businesses by maintaining General Commercial and Employment land uses on the GFLU map for businesses and employers.
- **Green and Resilient:** Prepare a master plan for Elver Park; include additional connections to and through the park.
- **Effective Government:** Explore the feasibility of expanding Meadowridge Library at its present location or at a site further to the west



# Feedback on draft Actions



- Appreciation for planned Hammersley Path extension
- 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 action to study whether converting Woodington Way to a one-way street by Anana would improve safety
- No Hampshire-Suffolk connection



# Southwest Area Plan Discussion



1. Is there anything you think we missed?
2. Do you have additional comments or questions?

