



Department of Planning & Community & Economic Development

Planning Division

Meagan E. Tuttle, Director
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
Phone: (608) 266-4635
planning@cityofmadison.com

To: Transportation Commission

From: Southwest Area Plan Project Managers (Ben Zellers, Urvashi Martin)

Date: December 3, 2025

Subject: Southwest Area Plan Update

Background

Planning Division staff engaged with the public and gathered further feedback, coordinated with other agency staff, and drafted Southwest Area Plan actions and maps since the last Transportation Commission check-in on June 25th. Staff is updating the Commission on the additional public feedback and the draft actions and maps prior to compiling a final draft of the Southwest Area Plan for introduction to the Common Council. Please see the project website for background material, public feedback summaries, and material from past meetings.

Public Engagement

Public participation has included public meetings (virtual and in-person). In addition to the public meetings, staff collected feedback from various other sources such as the Online Commenting Map, Resident Surveys, Madison Madness Bracket Exercise, Community Partners, Focus Group meetings, Neighborhood walks, Business walk, Bike to work week events, Pop-Up events, UW PEOPLE Program engagement with Memorial High School students, Neighborhood Associations and Neighborhood Resource Teams, among others.

This Commission update focuses on community feedback received thus far on draft actions and maps, and reviewing draft actions and maps.

Highlights of Draft Transportation Actions

1. Pedestrian Network Map: We received a lot of public feedback about missing sidewalks and desire to fill in the sidewalk gaps particularly near schools. The sidewalk map recommends filling in the sidewalk gaps through reconstruction and Safe Streets Madison program and calls out priority projects along major streets and around Toki and Orchard Ridge schools.
2. Planned Street Network Map:
 - a. Schroeder Road realignment: This segment has been officially mapped since the 1960s and would be constructed through Vitense if that property redevelops.
 - b. Hampshire Place Extension: This street extension to connect to Suffolk Road is already officially mapped.
 - c. Meadow Sweet Drive Extension: This street connection to High Point Road is

recommended for official mapping. The planned connection is carried forward from the High Point Raymond Neighborhood Development Plan.

3. Transit: Staff are proposing to study the feasibility of restoring Transit service along Hammersley Road. Contingent on funding consider adding additional buses on Route D to alleviate some of the crowding issues during peak times. Consider adding bus shelters and benches on bus stops with high ridership.
4. Street safety improvements include actions on:
 - a. Schroeder Road: completing a Safe Streets for All review to develop detailed projects to reduce speeding and improve safety on the road.
 - b. Raymond Road: short- and long-term actions for possible road configuration changes.
 - c. Changing the Cross Country-Maple Grove-Nesbitt intersection from a four way stop to a roundabout.
5. Shared-Use Path and Bicycle Network:
 - a. Extend the Hammersley Shared-Use path west to McKenna Blvd.
 - b. Increase pedestrian and shared-use path connectivity to and through Elver Park to improve access from the west and south.
 - c. Add separated bike lanes on Whitney Way.
 - d. Upgrade Seminole Highway bike lanes to All Ages and Abilities (AAA) standard.
6. Partnerships: Since WisDOT controls/manages the Beltline and Verona Road, it has significant influence on the future of the Southwest Area. There are a number of WisDOT partnerships listed in the plan to help establish the City's position to help guide future projects.

Feedback received on Draft Transportation Actions

Public feedback received so far on the draft actions and maps are the following:

1. There is a lack of North/South bike routes, most are east/west.
2. Hampshire Place, which is an officially mapped street, should not have vehicular access just ped/bike.
3. Need for traffic lights on Schroeder Rd between Whitney Way and Gammon Road.
4. Reopen the Leland-Raymond Road bus stops which were very popular and used.
5. Extend all-day transit service on Raymond/Midtown/High Point Road to serve the additional developments.
6. Consider including McKee Road on the Speed and Safety Analysis map for conducting a Vision Zero speed analysis.
7. Consider adding Watts Road as a priority sidewalk connection on the sidewalk network map.
8. People have expressed support for separated bike lanes on Whitney Way, south of Hammersley.
9. People have expressed support for upgrading the Seminole Highway bike lanes as an All Ages and Abilities facility.

Transportation Commission Discussion

Staff is seeking feedback from the Transportation Commission on draft actions and maps in the Transportation chapter prior to completing a full final draft:

1. Does the Commission agree with the potential street connections?
2. Does the Commission agree with the proposed pedestrian and bicycle network improvements?
3. Is there anything you think we missed?
4. Do you have additional comments or questions?

November 25, 2025

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Attachment

- [Draft Actions and maps](#)
- [SWAP Draft Actions and Maps](#)