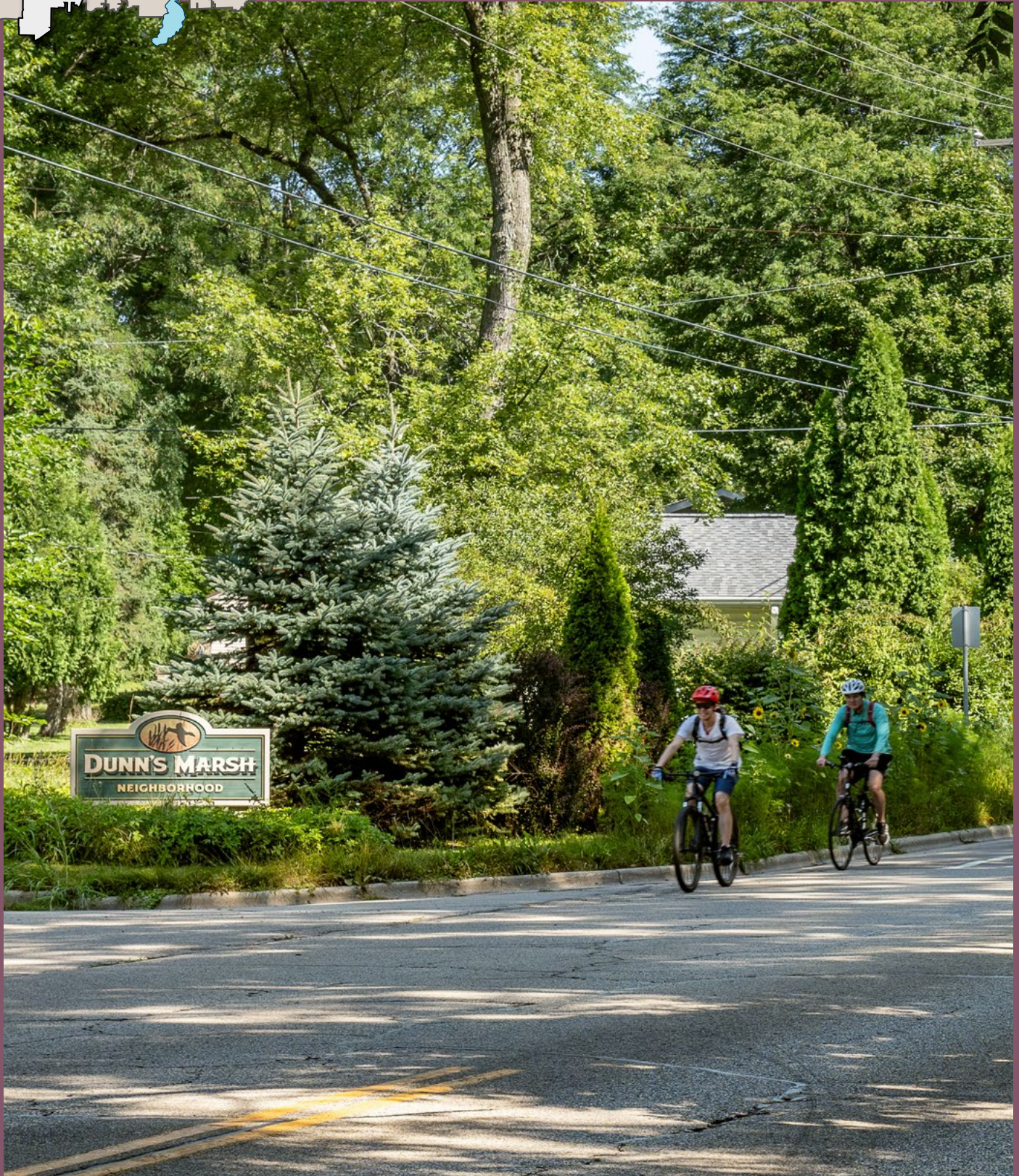


Southwest Area Plan

Final Draft: April 22, 2026



CITY OF **MADISON**

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 Extended Hands Pantry
 JustDane
 nINA Collective
 Mellowood Foundation

Plan Highlights



EO

- ◆ Support local job creation by potential creation of new Tax Incremental Finance Districts (TIDs).

GR

- ◆ Elver Park: prepare master plan, increase access and connections.

T

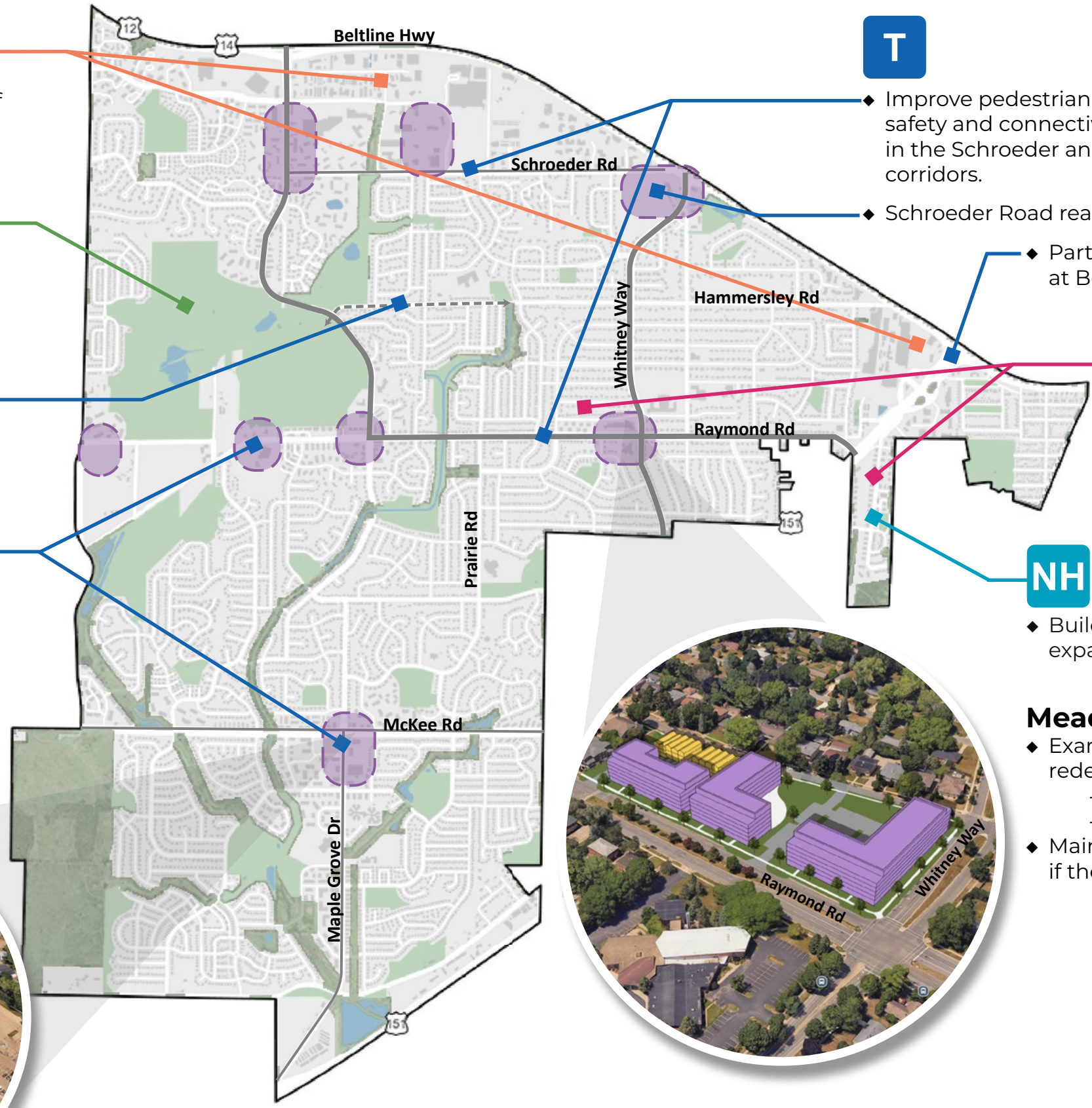
- ◆ Hammersley Road shared-use path extension to Elver Park.

LU

- ◆ Opportunities for mixed-use development at key locations.

McKee Road-Maple Grove Drive

- ◆ Example illustration of mixed-use redevelopment.



T

- ◆ Improve pedestrian and bicyclist safety and connectivity, especially in the Schroeder and Raymond corridors.
- ◆ Schroeder Road realignment if Vitense Golfland redevelops.
- ◆ Partner with WisDOT to make improvements at Beltline interchanges.

HS

- ◆ Evaluate street lighting to improve safety and visibility in areas such as:
 - Allied Dr
 - McKenna Blvd
 - Raymond Rd
 - Russett Rd

NH

- ◆ Build townhomes in the Allied area to expand home ownership opportunities.

Meadowood Shopping Center

- ◆ Example illustration of potential redevelopment:
 - Mixed-use (purple)
 - Townhomes (yellow)
- ◆ Maintain community space at Meadowood if the shopping center redevelops.



1 LU Land Use	2 T Transportation	3 NH Neighborhoods & Housing	4 EO Economy & Opportunity
5 CC Culture & Character	6 GR Green & Resilient	7 EG Effective Government	8 HS Health & Safety

What's in This Plan

Introduction

Introduce key topics and where we are today with current conditions and relevant background.



What We Heard

Key themes from community input.

"These improvements would be so appreciated! Allied Park and that basketball court are true labors of love that exist because of area residents."



Actions and Partnerships

Items focused on City-led actions and actions led by entities other than the City. These partnerships may have City involvement or contributions.



Community Action Strategy Areas

The Southwest Area contains three Community Action Strategy (CAS) areas, encompassing all or part of eight Census Block Groups in the Allied, Meadowood, and Park Edge/Park Ridge neighborhoods. Greater numbers of low- to moderate-income households live in CAS areas, making them eligible for federal Community Development Block Grant funding. Additional public engagement and community capacity-building assistance were directed to these areas during the planning process. The City will direct a portion of available federal Community Development Block Grant funds to these areas for small-scale capital improvements if grant funding is available. Given the capacity-building focus, the Community Action Strategy recommendations are not exclusively physical or policy changes. Some CAS recommendations are outside City control and may rely on community partners for implementation.

Planning Process and Public Engagement

Community Partners who have engagement expertise and trusted relationships with Black, Indigenous and People of Color communities were hired to engage with residents who are traditionally underrepresented in city processes. The Community Partners included Just Dane, Mellowood Foundation, Extended Hands Food Pantry, and Edwin Chavez. They conducted a variety of outreach and engagement activities throughout 2025, including helping staff get the word out by door-to-door canvassing, handing out surveys and gathering feedback at different venues like community meals and meetings, food pantries, and city-led events like Parks Alive and Bike n' Boogie. City staff also hired the nINA Collective, a public engagement specialist, to conduct nine focus groups during the planning process.

Key themes from public engagement are incorporated in each Plan chapter under the 'What We Heard' section. Some of the recurring themes expressed by participants include:

- Addressing speeding and traffic safety;
- A desire to make destinations more walkable to make it easier to get to places like coffee shops, restaurants and small businesses;
- A lack of affordable housing options;
- Improving rental housing maintenance to make sure affordable housing remains safe and high quality;
- A need for accessible and inclusive community gathering places.

These themes led to specific actions in this Plan.

Relationship between the Southwest Area Plan and the Comprehensive Plan

The Comprehensive Plan includes citywide policies and priorities for investment based on feedback received through an extensive community engagement effort. Recommendations are grouped by the Comprehensive Plan's seven elements. The Comprehensive Plan also includes policies that guide future growth in a way that supports citywide policies. The Southwest Area Plan applies policies from the Comprehensive Plan, and other citywide initiatives, into specific recommendations for the Southwest Area based on a closer evaluation of

Public Engagement Process

The Southwest Area Plan relied on diverse engagement methods to hear directly from the community. Over 1,000 residents participated through in-person and virtual meetings, a two-part mailed survey, and a “Madison Madness” bracket activity designed to gather priorities in a fun, accessible way.

To better engage residents often underrepresented in planning, the City partnered with the nINA Collective to lead focus groups and targeted outreach, and collaborated with community partners such as Extended Hands Pantry and JustDane. Focus groups were held in spring, summer and fall 2025, along with pop-up engagements at events across the Southwest Area.



Parks Alive and other community events

Phase 0:
Data Gathering and Review



Public Meetings: In-person open house and virtual meetings 230+ attendees

Survey Part 1: 800+responses, Part 2: 300+ responses; Madison Madness Bracket: 350+ responses; Interactive Mapping: 320+ comments

Partnered with nINA Collective to host 9 focus group meetings

Phase 1:
Issues and Opportunities

NOV - MAY



Business Walk, Neighborhood Walk, Art Workshop, Community Partner engagement, Bike n’Boogie event

Phase 2:
Develop Recommendations

JUN - NOV



Public Meetings: In-person open house and virtual meetings 80+ attendees

Phase 3:
Draft Plan Review

DEC-MAR



Phase 4:
Adoption and Implementation

APRIL +

2024

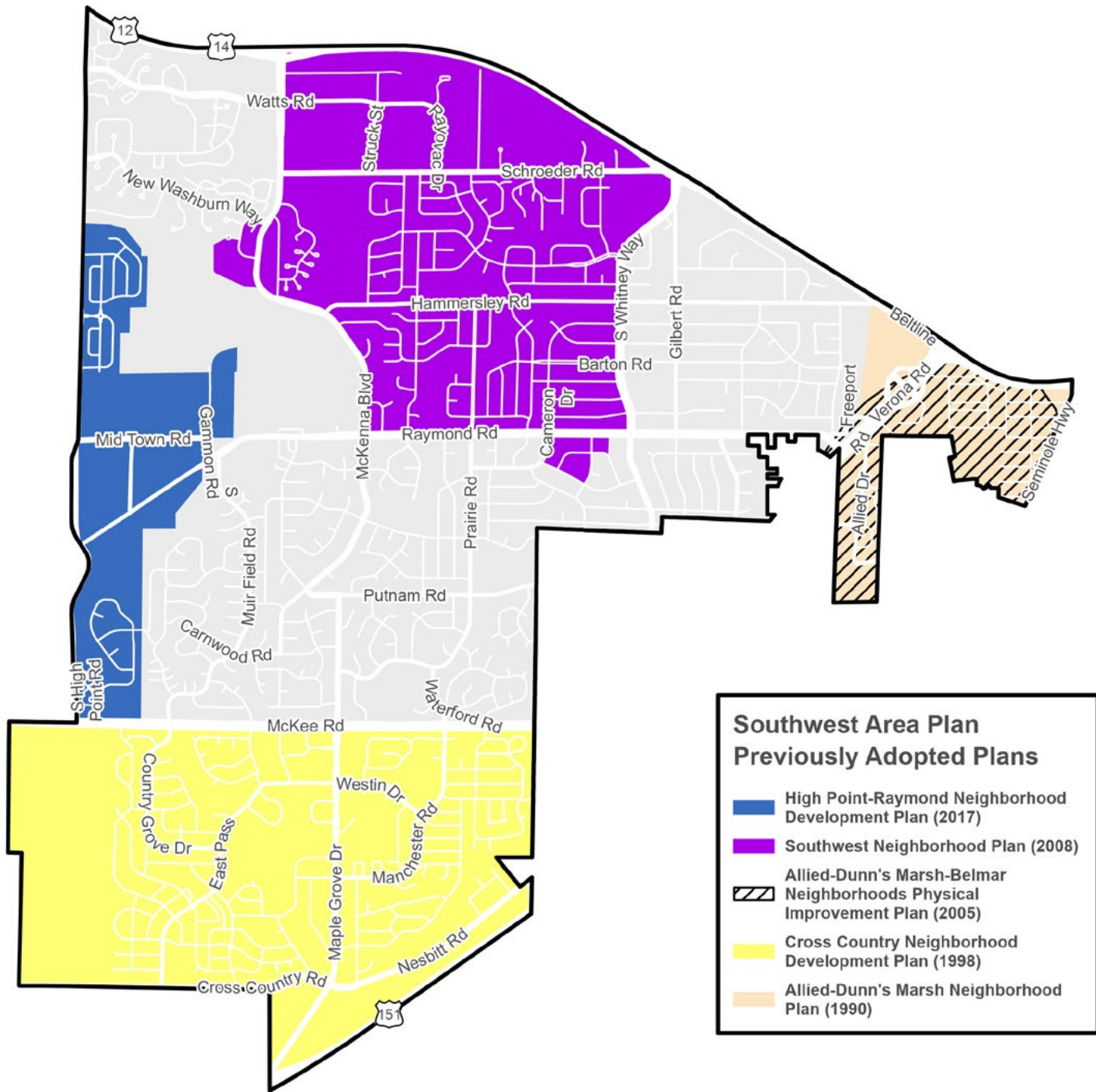
2025

2026

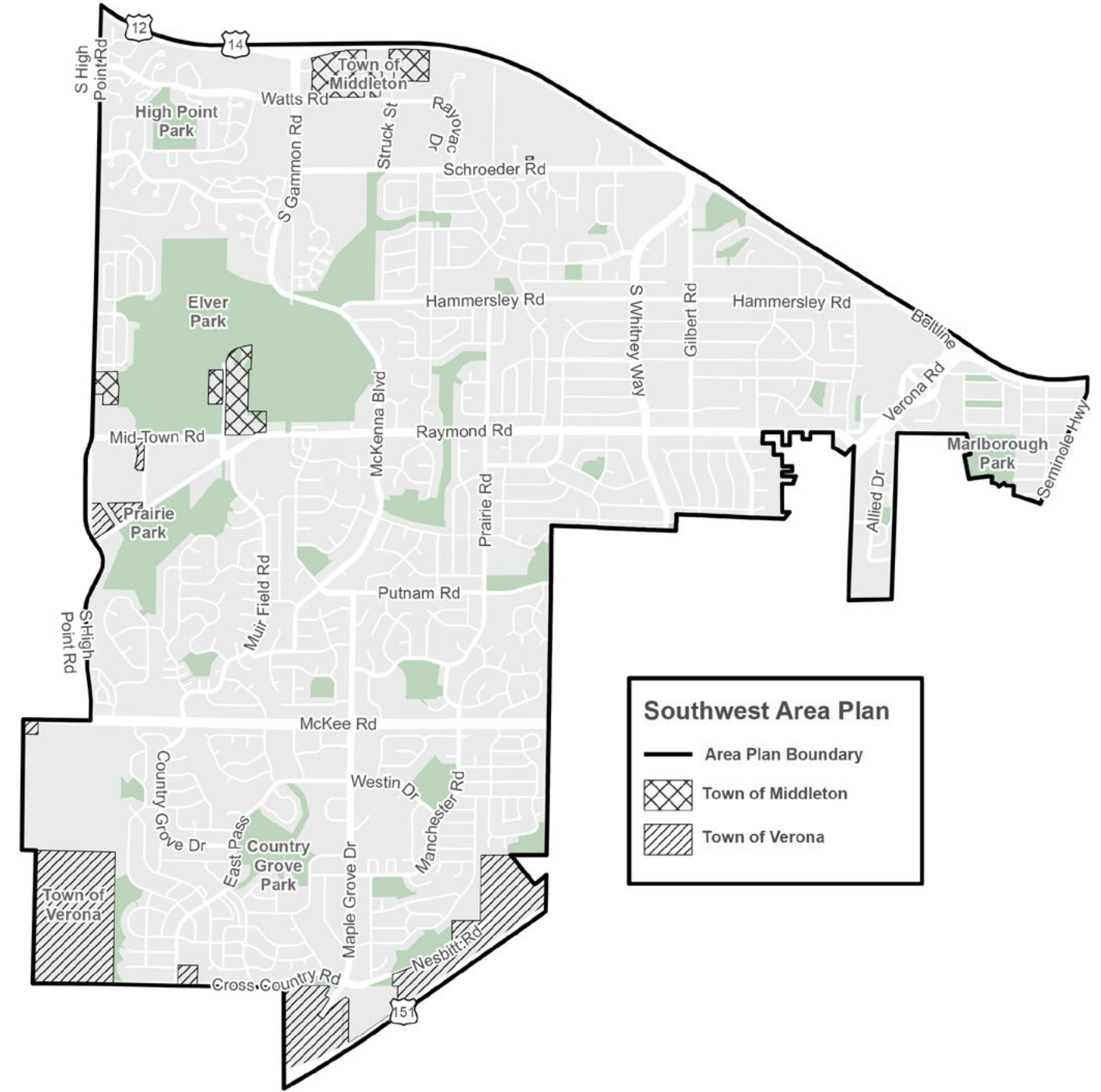
the area and additional community engagement. While Area Plans help guide future growth, they don't automatically create or require development. Instead, these Plans guide the City's review process when development is proposed. Proposals that generally follow plan recommendations are likely to be approved but proposals that don't follow plan recommendations will face greater scrutiny, and approval will be less likely. Plans also provide a guide for future City projects and programs, and future City budgets will determine the timing of those actions.

Previously Adopted Plans


This plan is not the first to be prepared within the area. Since 1990, the Common Council adopted five plans to guide City and neighborhood decision-making in portions of the Southwest Area. Those plans have been important

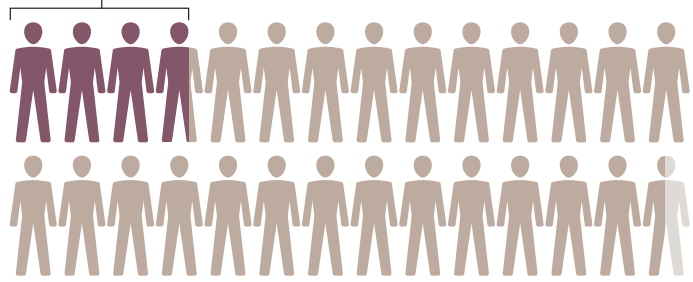


for their neighborhoods over the past 25 years. Part of the Southwest Area Plan process involved reviewing the recommendations from those previously adopted plans for potential inclusion in this Plan. Recommendations that have already been implemented, repeated existing Citywide policies, are inconsistent with current City policy, or were to be implemented by non-City entities were not incorporated in this Plan. These underlying plans were then archived. They no longer guide development review, future City projects, policies, budgets, or work plans. Going forward, the Southwest Area Plan guides these decisions. Archived plans for the Southwest Area are listed on the Previously Adopted Plans map. The portion of the High Point-Raymond Neighborhood Development Plan that covers part of the Far West Area will remain in place until the Far West Area Plan is adopted.

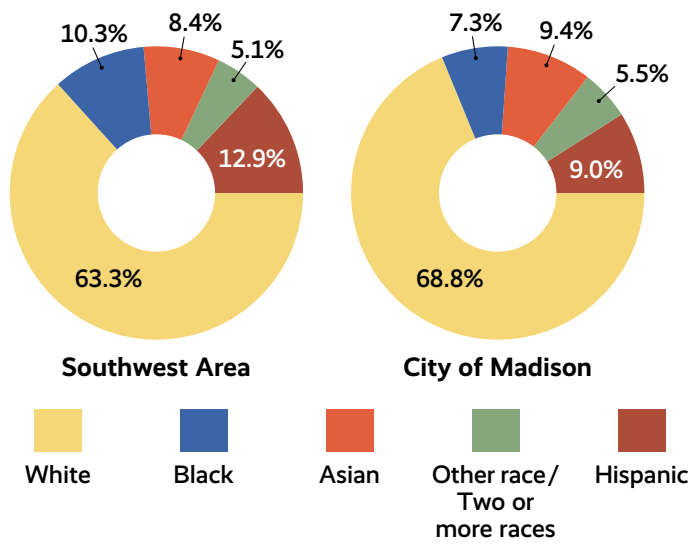


Population

Southwest Area 37,094 City of Madison 274,730  = 10,000 residents



Racial and ethnic composition



Income and Household Economics

	Southwest Area	City of Madison
Poverty rate (families)	4.2%	6.6%
Median income	\$97,196	\$76,983
Homeownership (Tenure)	54.9%	44.5%
Cost-burdened households – owners	19.9%	21.9%
Severely cost-burdened households – owners	5.8%	7.2%
Cost-burdened households – renters	37.6%	46.5%
Severely cost-burdened households – renters	16.1%	25.1%

Sources: Decennial Census 2020 Block Data
American Community Survey
2019–2023 5-Year Estimate

The Southwest Area

The Southwest Area is approximately 5,400 acres (8.4 square miles) and is generally bounded by the Beltline highway to the north, the City of Fitchburg to the east, Highway 18/151 and Cross Country Road to the south, and High Point Road to the west.

According to Census 2020 data about 37,000 residents live in the Southwest Area. It's one of the more diverse areas of the city, with more than 36% of residents identifying themselves as people of color. Of the 36%, 8 percent are Asian, 10% are Black or African American, 13% are Hispanic or Latino and 5 percent are other races or multiracial. The Southwest Area also has a higher percentage of children compared to the city overall, with 7% children below five years and 15% under 18 years.

Of the 37,000 residents, approximately 19,000 are in the workforce. According to 2022 Census data the Area hosted approximately 8,000 jobs. Most of these jobs are in the retail, health care and professional, and scientific and technical services sectors. Exact Sciences is the largest employer in the area, followed by major big box retailers like Woodman's, Home Depot, and Walmart. Employment in the area is heavily concentrated along the Beltline.

The Southwest Area is one of the city's more affordable places to live, with housing costs about 6% lower and rents 3% lower than the citywide average. The Area is largely residential and consists of several neighborhoods such as Greentree, Orchard Ridge, Allied Dunn's Marsh, Prairie Hills, Meadowood and others. There are four public elementary schools: Milele Chikasa Anana, César Chávez, Ray W. Huegel, and Orchard Ridge. Akira Toki Middle School is also in the Southwest Area. There are portions of the Middleton–Cross Plains Area School District and Verona Area School District within the Area as well. Most students living in those districts have significantly longer trips to school than MMSD students.

There are also many parks and recreational facilities such as Elver Park, Meadowood Park, Waltham Park, Manchester Park, Country Grove Park, Hammersley Park, Allied Park, and others. Meadowridge Library,

Theresa Terrace Neighborhood Center, Elver Park Neighborhood Center, Meadowood Neighborhood Center, Park Edge Park Ridge Employment Center, and Boys and Girls Club of Dane County in the Allied neighborhood provide various community services to residents.

Development History and Character

City growth in the Area started in earnest in the 1950s, when a series of annexations totaling over 1,000 acres allowed for the development of the Orchard Ridge and Meadowood neighborhoods, along with parts of Allied–Dunn's Marsh and Greentree neighborhoods. City growth generally proceeded west and south, with the most recent annexations to the City for The 85 at Maple Grove development in 2018 and for the eastern portion of the Mid-point Meadows neighborhood in 2023. Areas under Town of Verona and Town of Middleton jurisdiction are mostly developed.

Gridded streets and fairly large single-family lots are featured in the eastern half of the area, which was developed in the 1950s and 1960s. 1970s- and 1980s-era single-family development generally have approximately quarter-acre lots, with more curvilinear and cul-de-sac streets. Multi-family development is clustered in a few spots within the Area:

- Allied Drive, developed starting in the early 1960s;
- East and west of Gammon Road through the 1970s and 1980s;
- Land along Raymond Road west of McKenna Boulevard in the early 1990s;
- Maple Grove Drive, starting in the late 1990s and early 2000s.

Commercial development lagged residential development in the Southwest Area. The Nakoma Plaza strip mall west of the Verona Road–Beltline interchange, which opened in 1969, was the first major retail development in the Area. It was followed by Woodman's in the 1970s and Walmart and the former Sam's Club in the late 1980s.

Given the age of much of the development in the Area, redevelopment outside of the commercial buildings to the east and west of Verona Road was not common. However, that has started to change when redevelopment of two former commercial properties at the east end of Schroeder Road was completed in the early 2020s. Redevelopment in the Area may become more common as the city continues to grow.



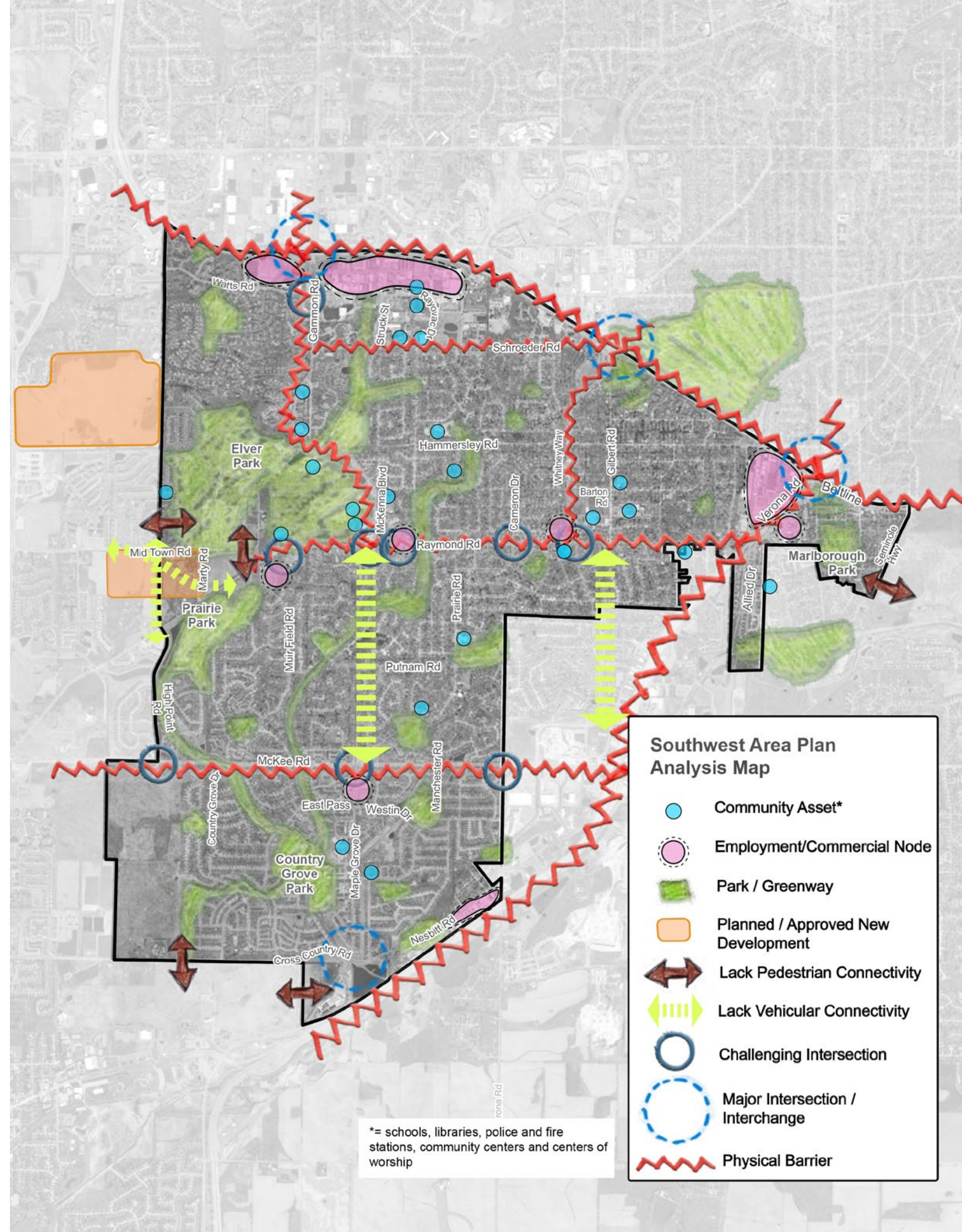
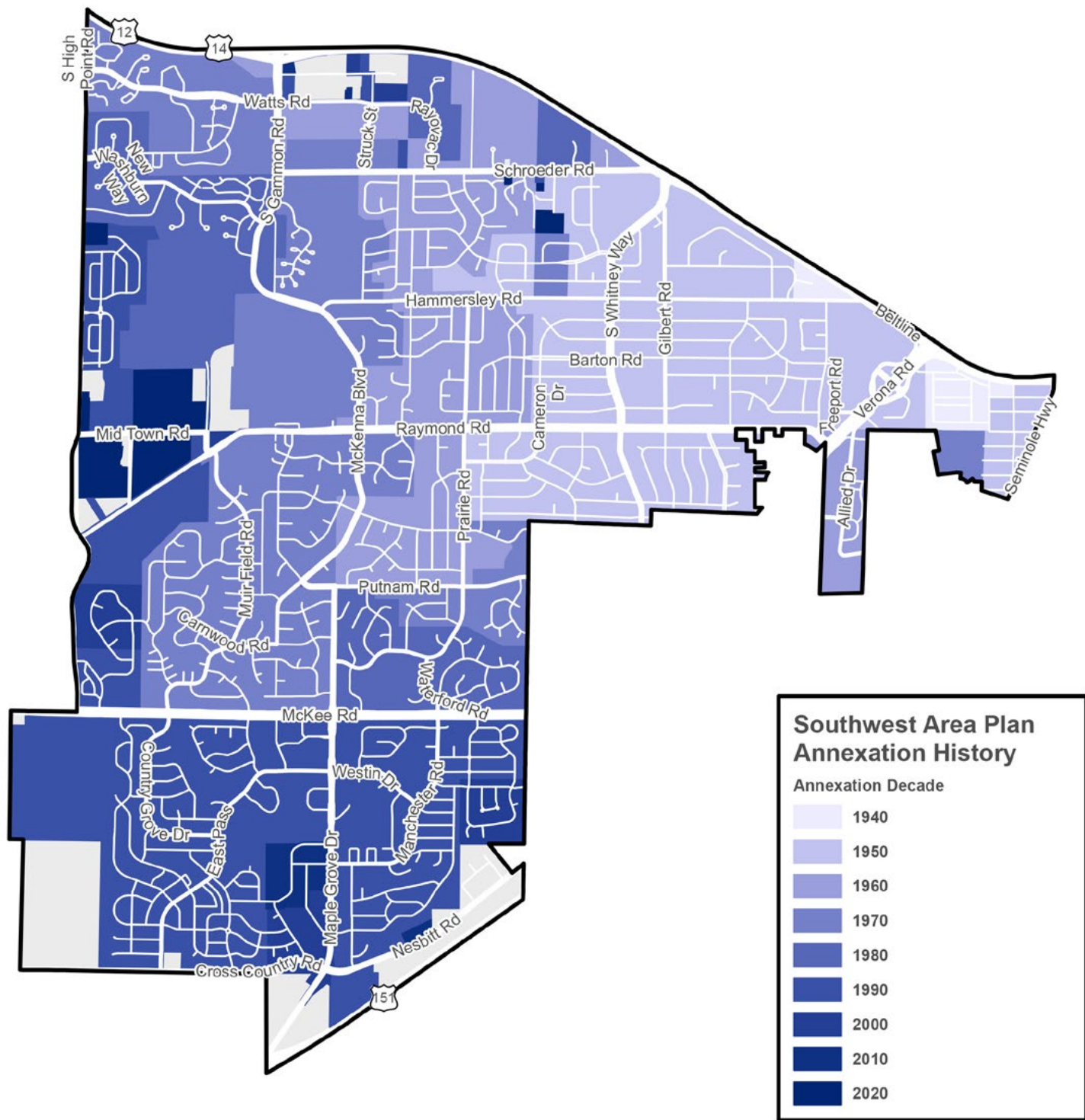
Woodman's is a destination for affordable groceries for the west side of Madison.



Akira Toki Middle is one of five MMSD schools in the Area.



Single-family homes were constructed in the northwest part of the Area starting in the 1950s and 1960s.



Land Use

Comprehensive Plan Goals

This Plan aims to advance the following goal from the Comprehensive Plan:

- Madison will be comprised of compact, interconnected neighborhoods anchored by a network of mixed-use activity centers.

Existing Land Use

The Southwest Area is largely developed, with established residential neighborhoods, significant parks and open space, and a small number of commercial and employment centers. Residential uses make up nearly 50% of all land in the area. Parks and open space accounts for approximately 21% of land, with the City's Elver Park and Dane County's Ice Age Junction Natural Resource Area as the two largest greenspaces. Much of the commercial and employment development in the Area is auto-oriented, particularly along the Beltline.

Land Use	Acres	% Of Total
Residential	2,610	49%
Commercial	270	5%
Institutional/Governmental	156	3%
Industrial	27	1%
Park and Open Space	1,118	21%
Agriculture/Vacant/Under Construction	143	3%
Utilities, Transportation	1,048	20%
Total	5,372	100%

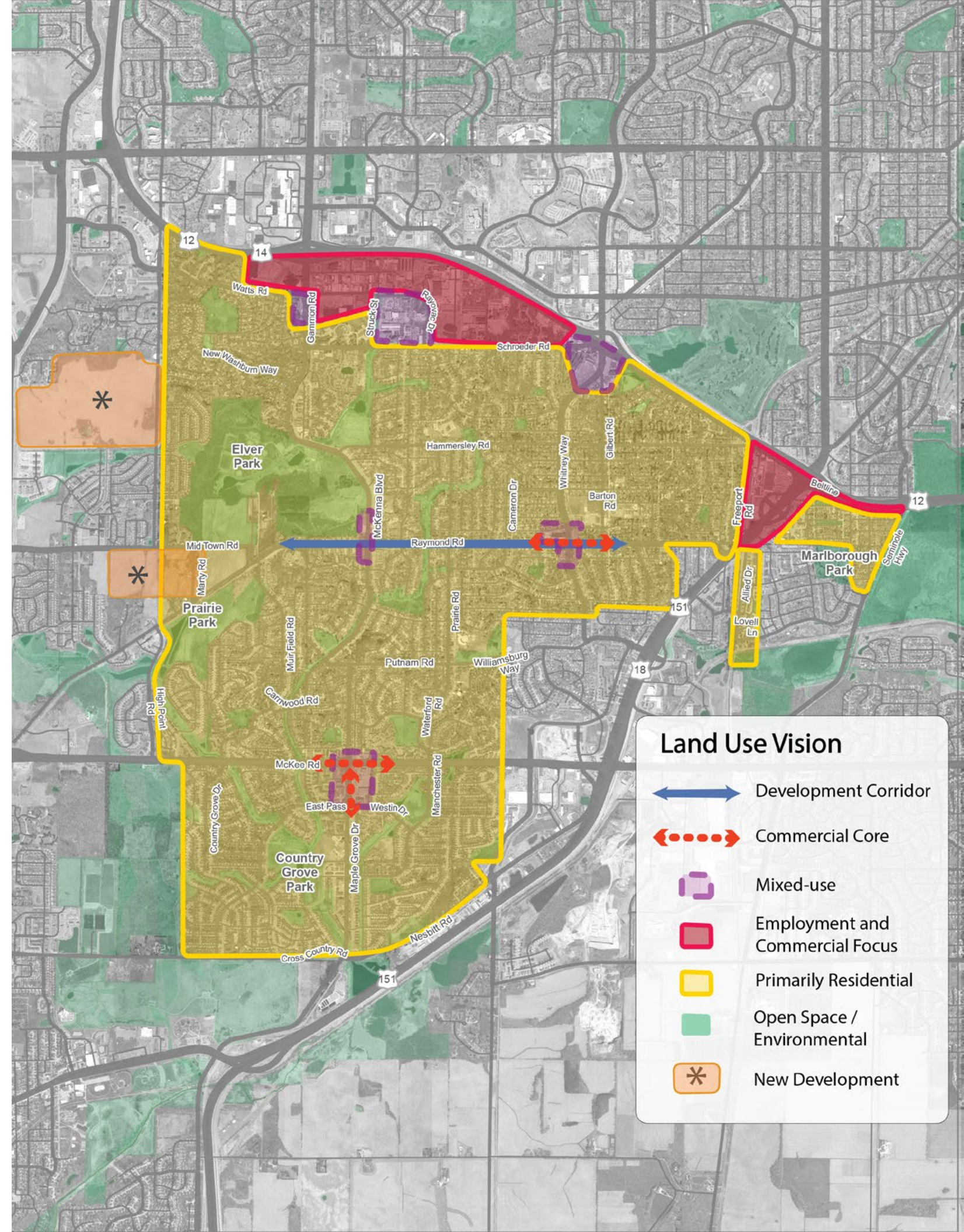
Source: Capital Area Regional Planning Commission (CARPC) 2020 Land Use Inventory

The Southwest Area is largely composed of single- and two-family homes on individual lots, with multifamily buildings that are generally less dense than those in other parts of the city. Portions of the Area have begun to attract denser forms of development since 2020. Some low-density, auto-oriented parcels have been redeveloped with multi-story residential buildings. This trend will likely continue as the city and region grows. This Plan identifies sites where lower-density forms of development could accommodate more intensive development, especially for housing. The Plan recommends that as further redevelopment occurs, additional multifamily development and "Missing Middle" housing are included (see the Neighborhoods and Housing chapter) to enhance affordability and increase options for people across income levels and life stages.

These priorities align with citywide goals to create complete neighborhoods, broaden housing choices, and reduce the gap between where people live, work, and access services. They also respond to regional demographic and economic trends, including population growth, evolving household structures, and rising demand for walkable, mixed-use communities.



Midpoint Meadows subdivision construction started in 2025 along Mid Town Road on the last major piece of undeveloped land in the Area.



Land Use Vision

- Development Corridor
- Commercial Core
- Mixed-use
- Employment and Commercial Focus
- Primarily Residential
- Open Space / Environmental
- New Development



Tailor Place Apartments, at the northeast corner of Schroeder Road and Schroeder Court, was completed in 2020 on the site of a former restaurant.

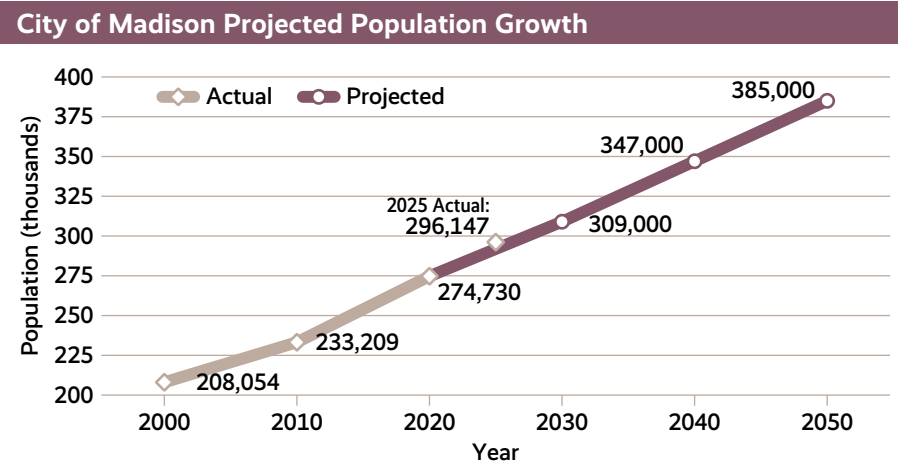
Future Growth

According to the [Comprehensive Plan](#), Madison is projected to add 100,000 new residents and 50,000 jobs between 2020 and 2050. This projection is largely based on past growth. While new residents and jobs will be spread across the entire city, a portion will occur within the Southwest Area. The Comprehensive Plan emphasizes accommodating new residents and jobs through redevelopment of underutilized sites, particularly on transit routes. This kind of redevelopment generally uses existing infrastructure and reduces automobile dependency, given access to transit. With the lack of undeveloped property in the Southwest Area, redevelopment will be the primary way to accommodate growth.

What We Heard

- Support/desire for more mixed-use areas/destinations within walking distance of homes.
- Emphasis on development that avoids displacement.
- Interest in revitalization of Meadowood Shopping Center.
- Desire for affordable housing options, especially for seniors and low-income families.
- Existing commercial areas are limited and most are separated from housing, which requires driving to destinations.

According to the Wisconsin Department of Administration, the city's estimated population on January 1, 2025 was 296,147—an increase of 21,480 (7.8%) over Madison's 2020 Census population¹. If the city continues to add that number of residents every five years its 2050 population will be approximately 15,000 residents higher than estimated in the Comprehensive Plan.

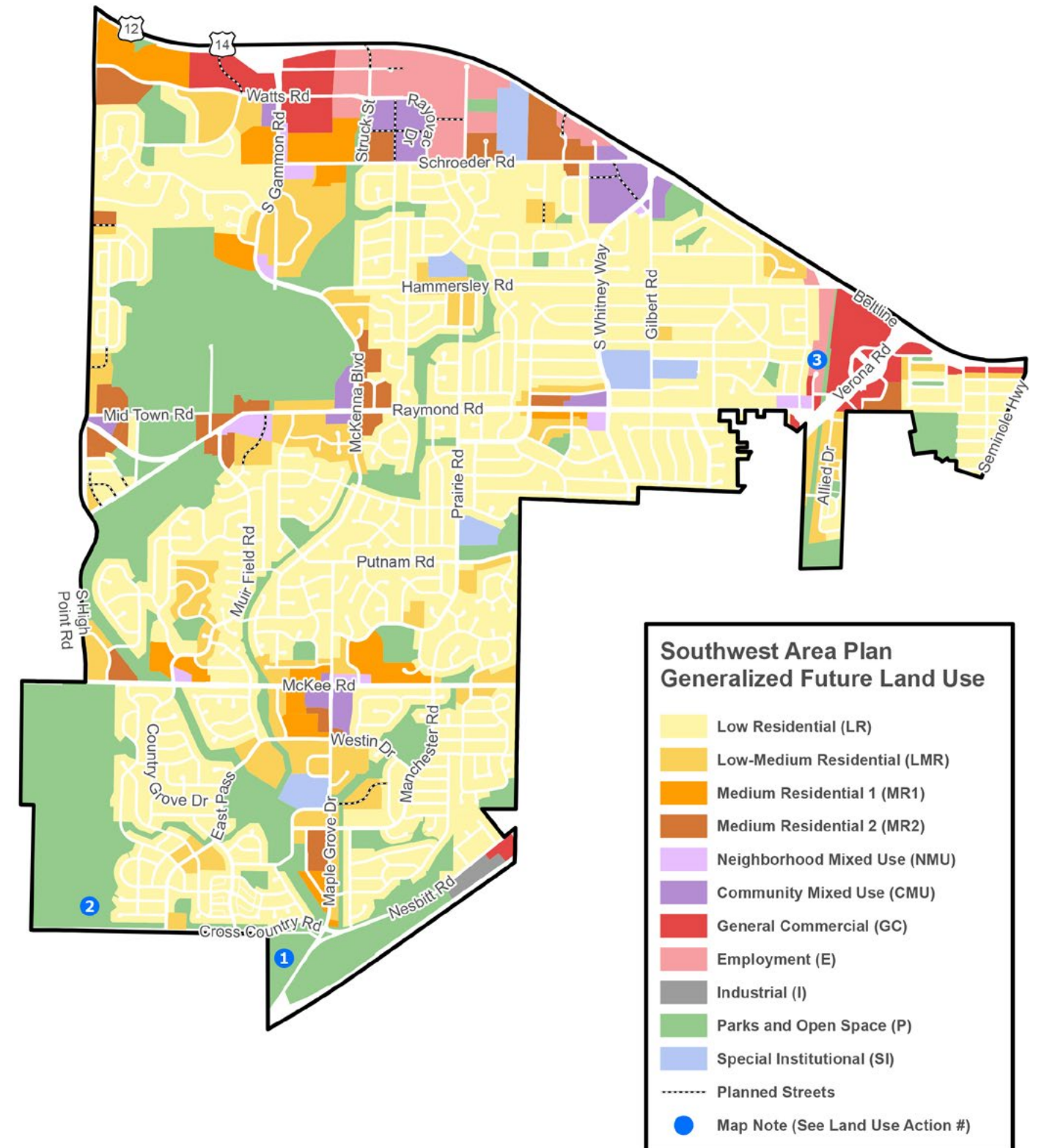


Recommended Future Land Use and Growth Areas

This Plan focuses on opportunities to create new mixed-use areas for neighborhoods, support additional development along key streets, and provide land for additional housing. The following land use concepts illustrate the redevelopment of property into mixed-use areas or the creation of new mixed-use areas. Development of the areas should adhere to the Transit-Oriented Development Principles identified in Appendix B of the Comprehensive Plan, even if the area is not currently served by transit.

As further detailed in the Neighborhoods and Housing chapter, the Madison area's housing shortage increases housing costs for all residents. The GFLU Map in this Plan re-designated some Employment and General Commercial land to allow mixed-use development to increase housing opportunities. This

¹ Note: both the 2020 Census and 2025 population numbers were adjusted for the inclusion of Town of Madison land absorbed by the city in 2022



change was made in areas that are most suitable for residential development, considering factors such as proximity to parks and distance from highway pollution and noise. Remaining General Commercial (GC) or Employment (E) land uses are not appropriate for residential uses. These areas either lack housing-supportive features or are best suited for commercial and employment opportunities.

Town Lands Within the Southwest Area

The Generalized Future Land Use (GFLU) Map includes recommended land uses for some properties in the Town of Middleton and Town of Verona (see the Area boundary map in the Introduction). Redevelopment of these Town parcels should occur in Madison to ensure development can be efficiently served with City utilities and other City services. If development is proposed in

town areas the City will provide advisory recommendations to Dane County on Plan consistency and apply its standards for land divisions within its extraterritorial plat approval jurisdiction.

- Madison and the Town of Middleton have approved a [cooperative plan](#) that specifies Town properties within the Southwest Area can be attached to Madison if requested by a property owner and approved by the Common Council. Any properties still remaining in the Town in 2042 will attach to Madison. City water and sanitary sewer are in close proximity to most of these properties.
- The City of Madison does not have an intergovernmental agreement or cooperative plan with the Town of Verona. However, many of the Town parcels closest to or surrounded by the city can be served by City water and sewer—particularly along Raymond Road and Cross Country Road. Development of those parcels should occur in the city to ensure that their development is consistent with existing city development.



The Extra Space Storage building was recently constructed on a Town of Middleton island at the east end of Seybold Road.

Land use categories

Images below illustrate types of development commonly found in each GFLU Map category. More information on each land use category can be found in the [Comprehensive Plan](#).

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

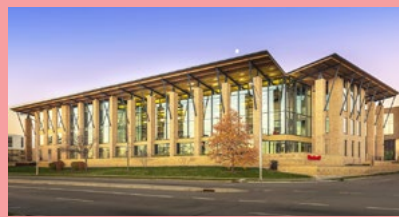
Typical heights: 1–3 stories



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



Implementation and Development Regulation

Maximum Building Heights

The Comprehensive Plan provides height guidance for most land use categories. A select few land use categories do not have recommended height ranges or defer to this Plan to recommend heights. Recommending maximum building heights for these categories is intended to increase predictability and simplify the development review process by communicating recommended height limits in these areas. The maximum building height recommendations consider the intensity of development for each land use category, adjacent land uses, and desired development. The map below illustrates the recommended maximum height in stories. Refer to the Comprehensive Plan for guidance on areas without identified maximum heights on this map.

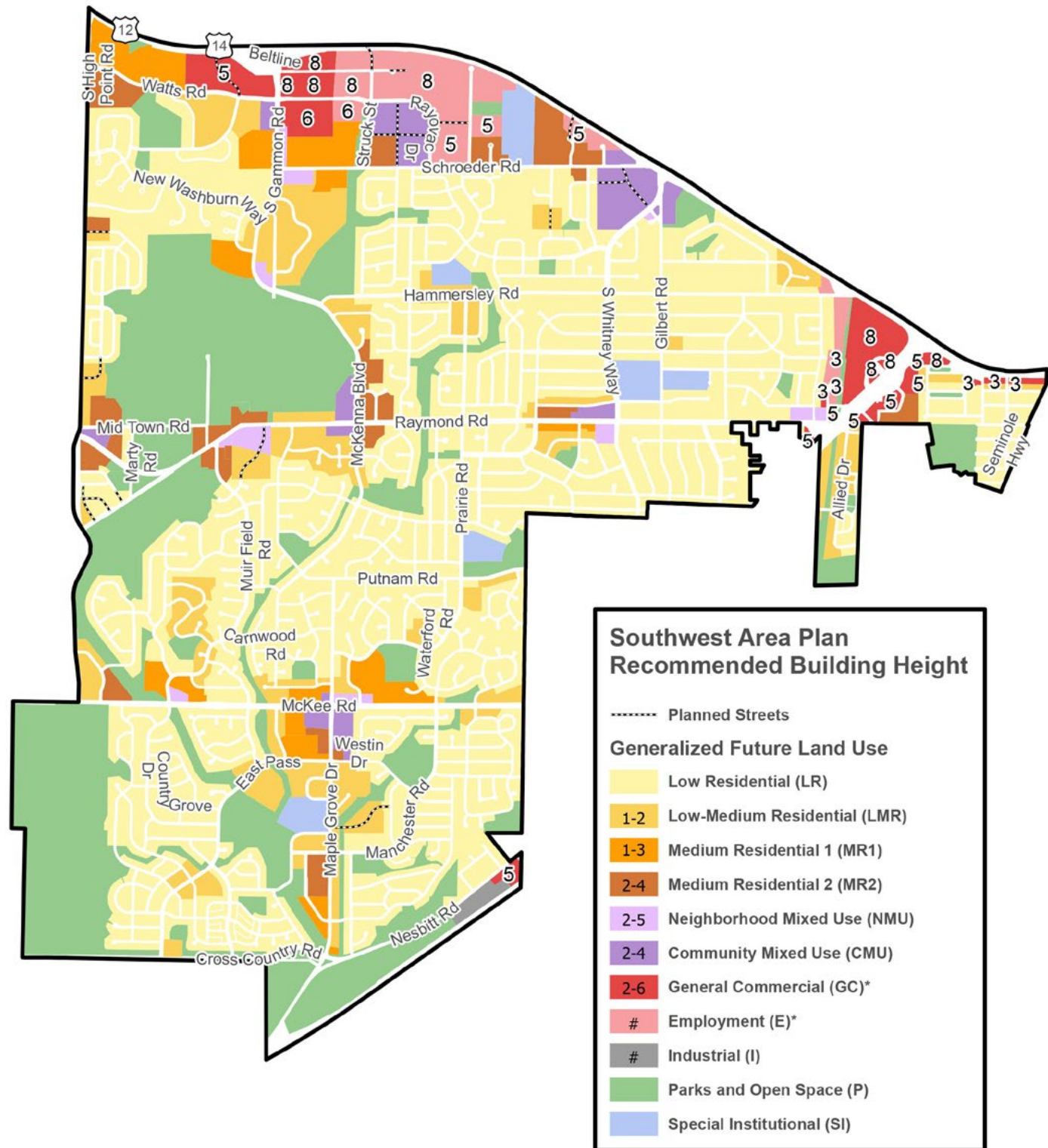
Commercial Core

The GFLU Map identifies several mixed-use areas, largely focused along Raymond Road, McKee Road, and Maple Grove Drive. These areas are planned for a mixture of residential, commercial, and employment uses within the larger area to achieve an active and vibrant place. Commercial Core areas should have a high level of urban design, which is addressed further in the Culture and Character chapter of this Plan.

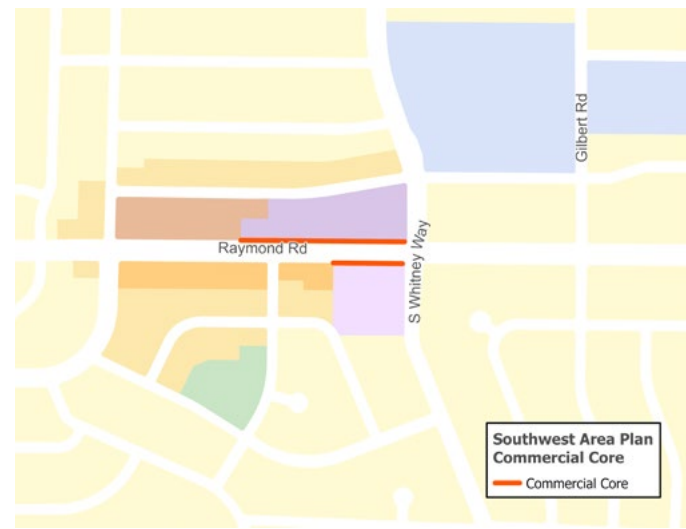
While the Comprehensive Plan does not require each building in mixed-use areas to include a ground-floor commercial component, future buildings along Commercial Core frontages should have ground floor commercial uses (retail, restaurant, service, or office uses). These areas appear capable of supporting commercial spaces and are located at important intersections and along major streets.

Aligning Future Land Use and Zoning

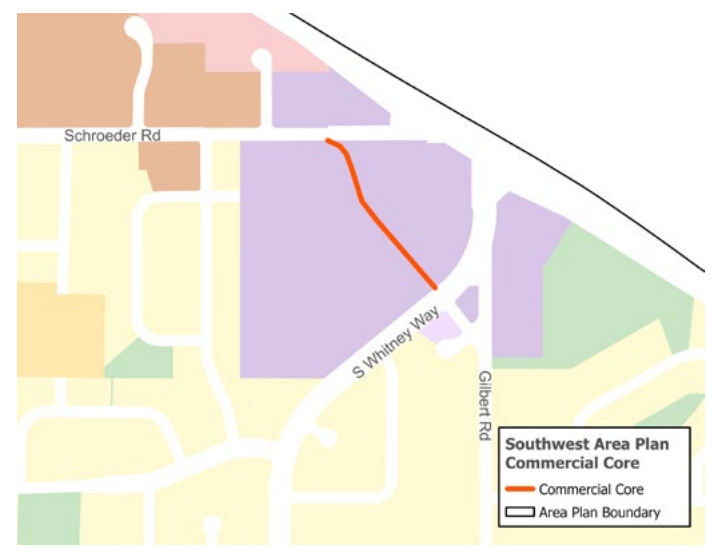
While the GFLU Map establishes a vision and future development guidance, zoning regulates what specific uses are allowed and what can be built. Because of this difference, sometimes zoning and land use recommendations



* See map for maximum building height



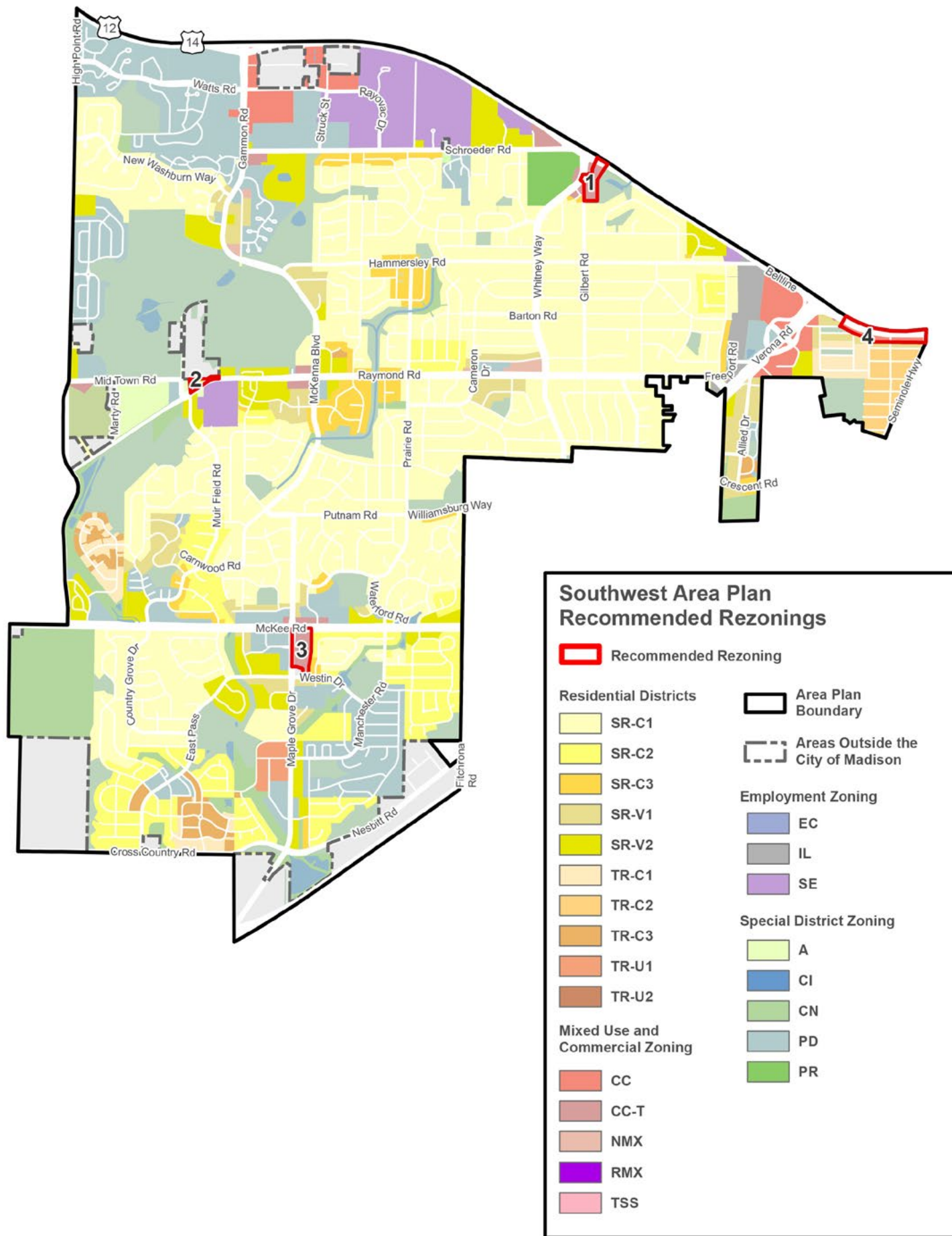
point in different directions. This Plan evaluated land use and zoning to identify potential conflicts. Action #3 identifies several properties for the City to initiate a change of zoning to ensure future redevelopment is consistent with this Plan's GFLU Map. Implementation of these zoning changes is a separate process that occurs after adoption of this Plan and includes further action by the Common Council. Zoning districts that can achieve similarly consistent outcomes may be considered instead of the proposed zoning district highlighted on the Proactive Rezoning map. These zoning updates will help ensure predictability for property owners and developers, reduce reliance on conditional use approvals, and support a stronger relationship between the Comprehensive Plan, Area Plans, and zoning code. Additional City-led rezonings may be proposed that are consistent with the GFLU Map to continue to advance the goals and actions in this Plan.



This Plan envisions retaining Employment- and General Commercial-designated land on the GFLU Map for those types of uses, with no further development of homes in those areas. The City desires maintaining options for additional employers to locate in an area that has far more residents of working age than jobs. Proximity to the Beltline and its interchange with Verona Road make the areas designated for Employment and General Commercial unsuitable for residential development due to lack of connectivity to adjoining residential neighborhoods, lack of access to park space, highway noise, and pollution. At the same time, the highway proximity that contributes towards making these areas unsuitable for residential development is a benefit for businesses seeking proximity to the 100,000+ vehicles that traverse the Beltline every day along portions of the Southwest Area's northern boundary.

Actions

1. Explore public acquisition of the land east of Badger Prairie County Park to expand open space. In lieu of public acquisition, portions of the property may be appropriate for development in the Medium Residential 1 category if annexed to Madison and developed with City water and sanitary sewer.



Development should dedicate parkland adjacent to the County open space. If developed, the City and developer should explore a land swap to allow development on current City-owned open space so it is closer to the existing neighborhood north of Cross Country Road.

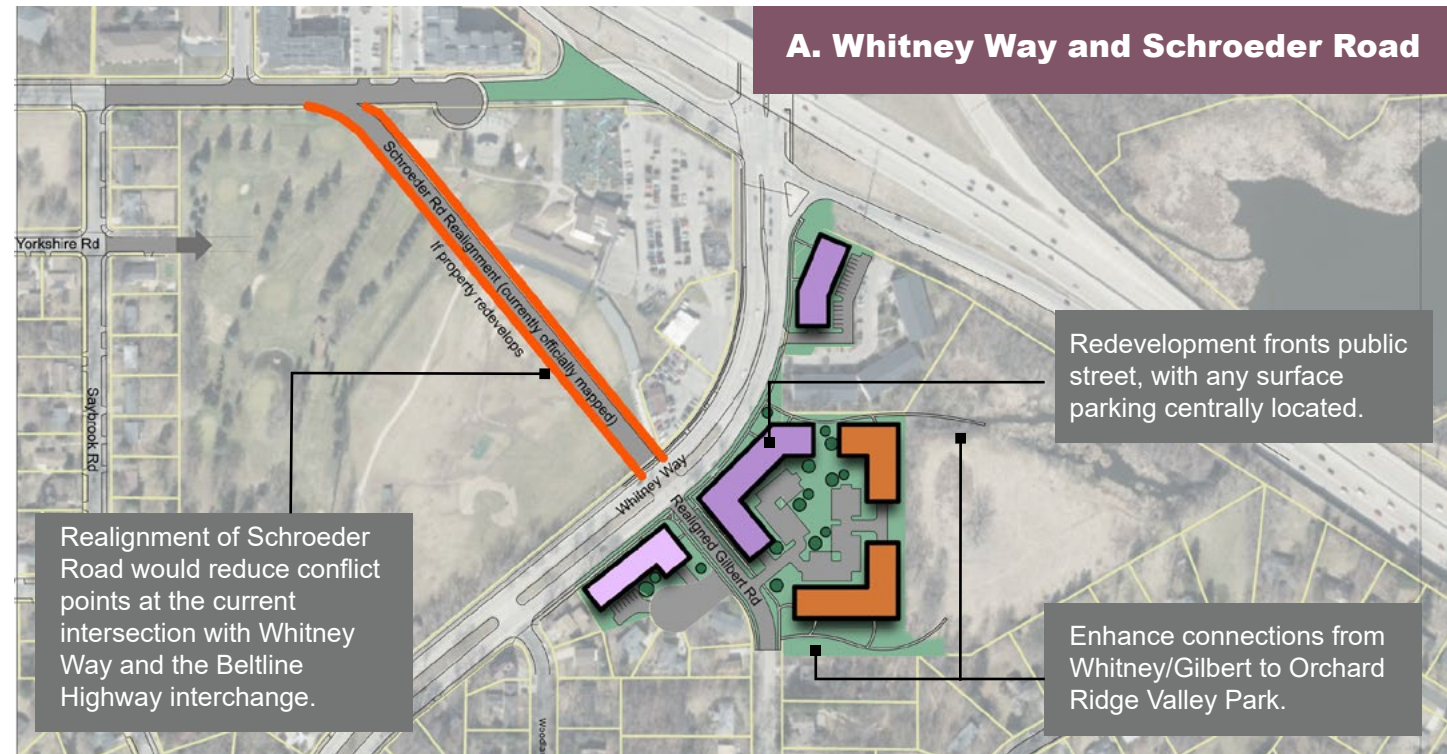
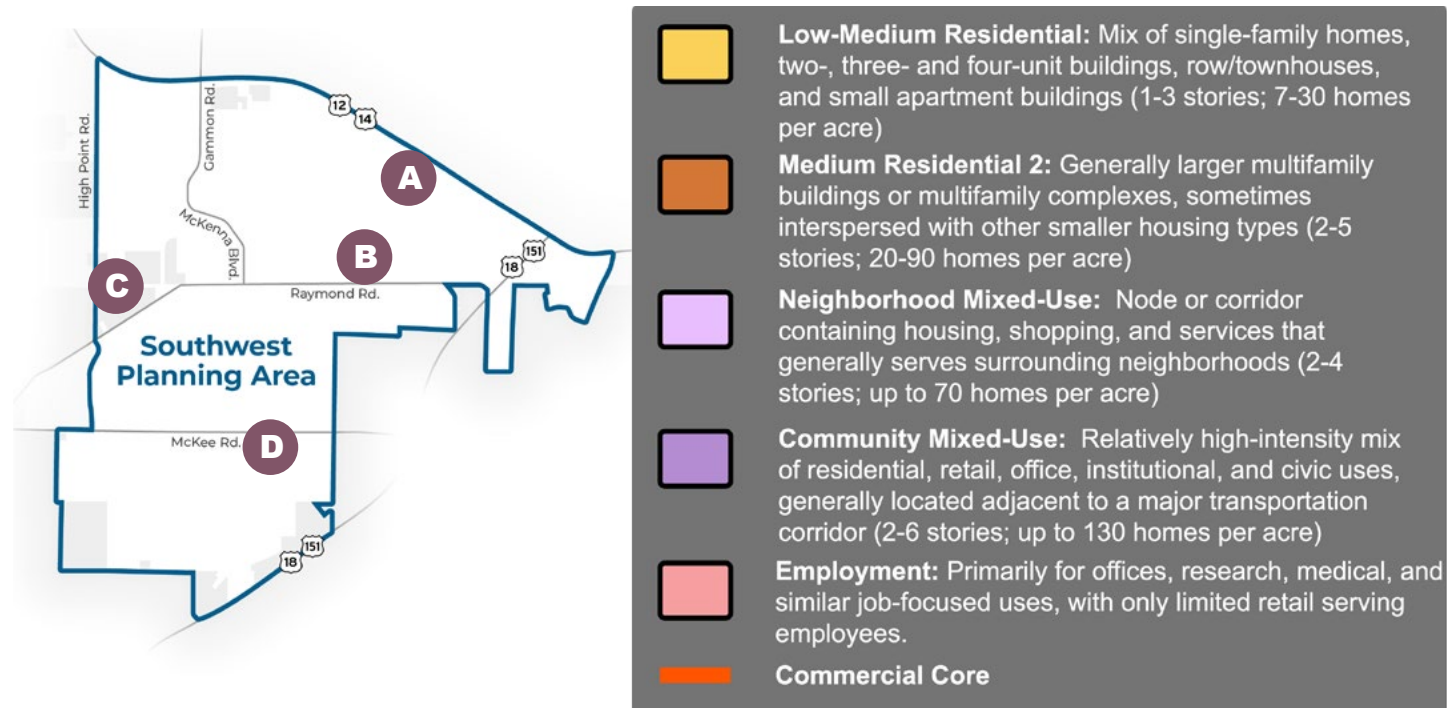
- Privately owned large-lot properties shown as Parks and Open Space in this area may continue their current single-family use for as long as desired.
- The employment area along Freeport Road south of Knox Lane is appropriate for residential development up to Medium Residential 1 intensity only if Freeport 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.
- Rezone properties identified in the Recommended Zoning Changes map to implement the goals of this Plan and encourage development consistent with the land use recommendations in this Plan:

Site	Area	GFLU	Existing Zoning	Recommended Zoning	Notes
1	Gilbert / Whitney / Schroeder	Community Mixed-Use (CMU)	Suburban Residential-Variied 2 (SR-V2)	Commercial Corridor-Transitional (CC-T)	Encourage mixed-use redevelopment with new street configuration
2	Gammon / Raymond	Medium Residential 2 (MR2)	Agriculture (A)	Suburban Residential-Variied 2 (SR-V2)	Encourage medium-density development south of Elver Park
3	McKee / Maple Grove	Community Mixed-Use (CMU)	Planned Development (PD)	Commercial Corridor-Transitional (CC-T)	Transition auto-oriented development to higher density
4	Beltline and Seminole Hwy	General Commercial (GC)	Commercial Corridor-Transitional (CC-T)	Commercial Center (CC)	Combined with zoning code changes, discourage residential along Beltline frontage

- Implement maximum building height recommendations shown on the Building Height Map during discretionary land use approvals by the Plan Commission.
- Amend the zoning code to require ground floor commercial uses in the locations shown as Commercial Core on the GFLU Map.
- Buildings fronting Commercial Core areas along Raymond Road, potential Schroeder Road realignment, and at the intersection of McKee Road at Maple Grove Drive, as shown on the GFLU Map, should be set back the minimum distance required by zoning to create an engaging and walkable street frontage.
- Create new, or modify existing, zoning districts to implement the General Commercial and Employment land uses shown on the GFLU Map without allowing residential development (also see Economy and Opportunity Action #2).

Envisioning Change for Key Sites

These concepts are intended to convey important land use and site design principles to show one of many potential solutions



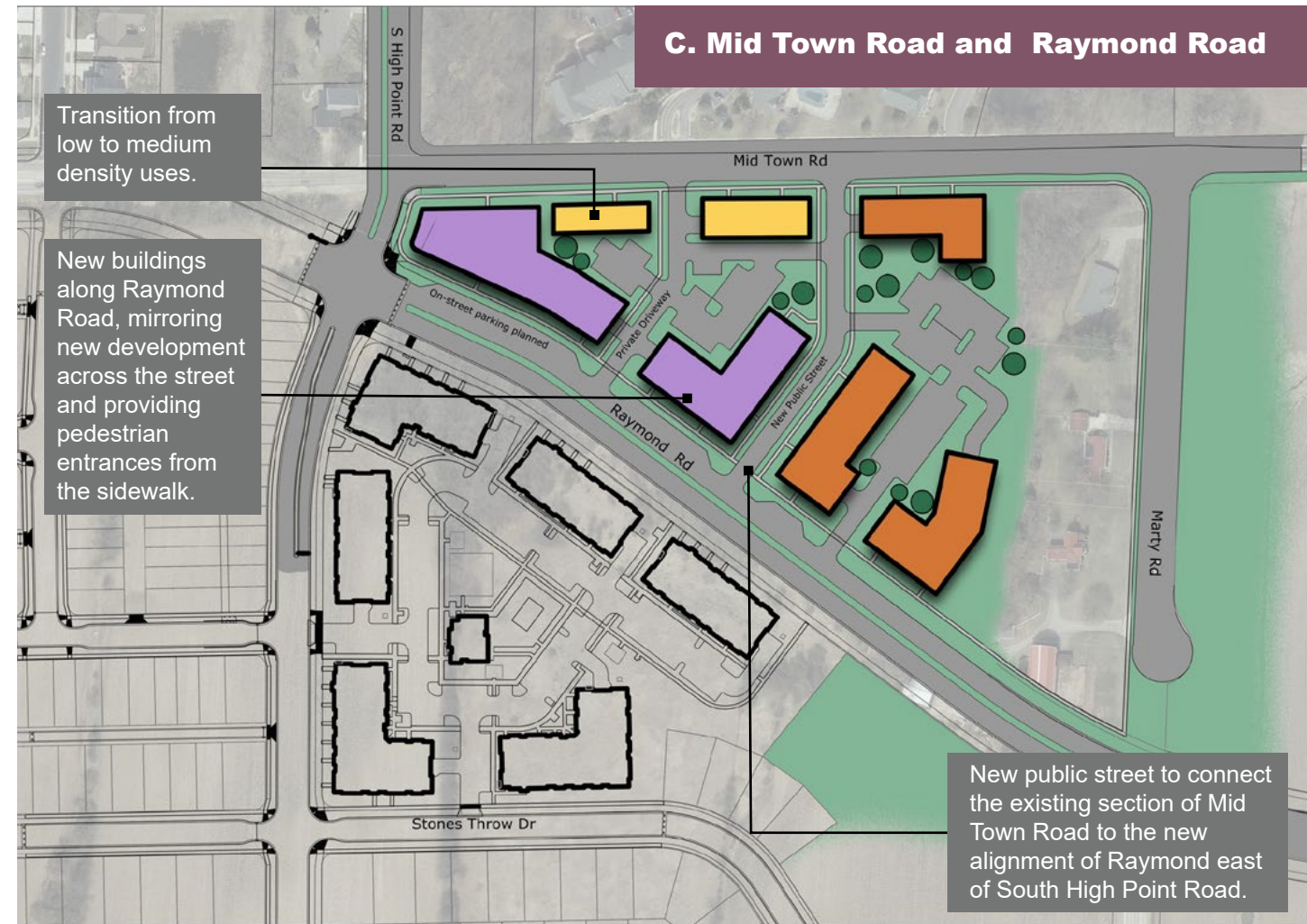
Whitney Way and Schroeder Road: Schroeder Road should be realigned to separate traffic from the Beltline interchange if Vitense Golfland chooses to redevelop. Ground floor commercial uses should front the realigned road, potentially with on-street parking, to create an engaging, pedestrian-friendly street frontage.



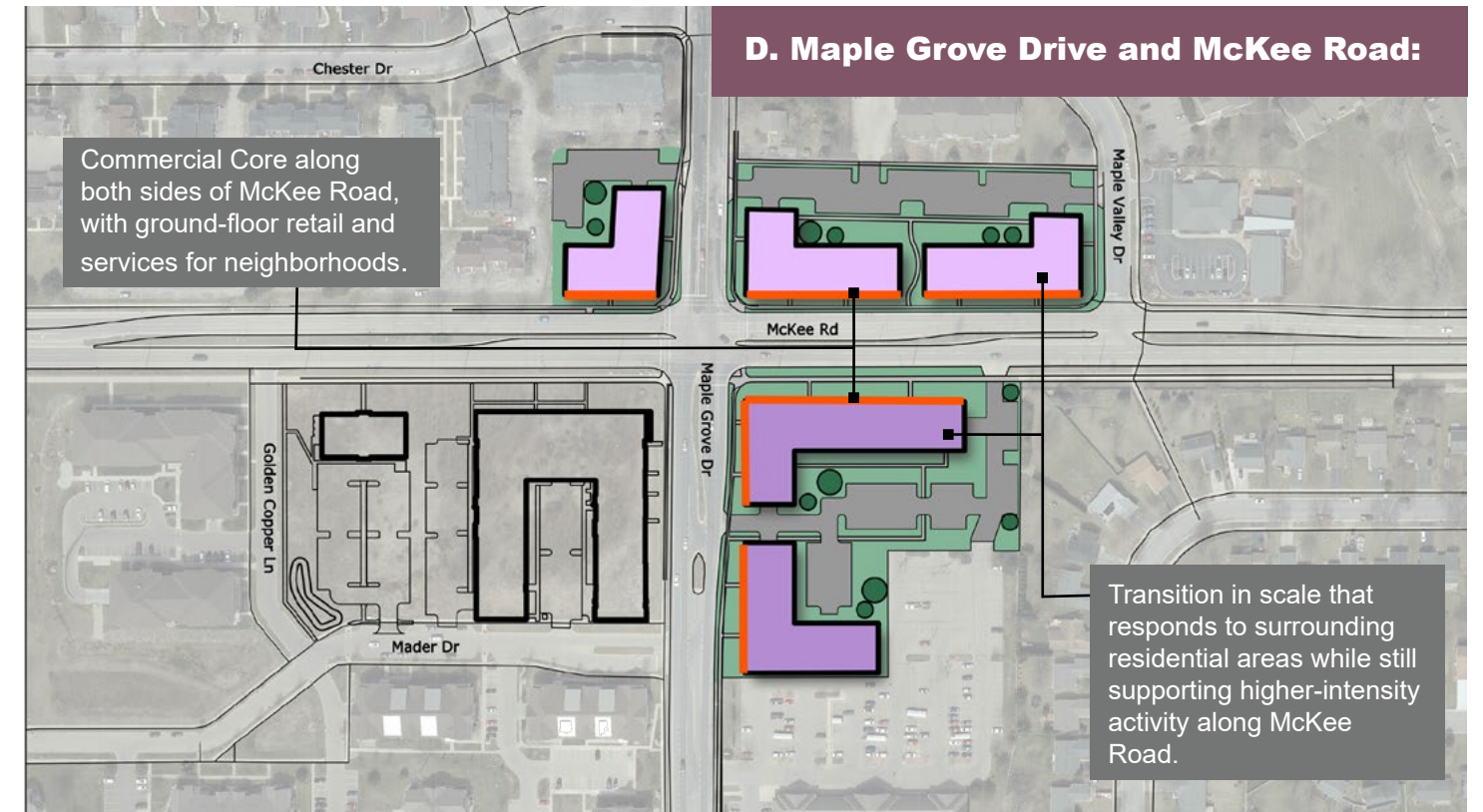
Meadowood Shopping Center: This concept positions buildings close to the street to reduce the auto-oriented feel of the street and to enhance walkability. Redevelopment would also ideally widen the sidewalk along Raymond Road, add pedestrian-scale lighting, pedestrian amenities, and landscaping features to create an inviting atmosphere.

Development intensity is transitioned from townhomes along Russett Road to larger Community Mixed-Use buildings along Raymond Road. The mixed-use buildings frame the new internal street network and create opportunities for ground-floor commercial spaces, forming a concentrated Commercial Core along Raymond Road (see more on Commercial Core on page 19). Community feedback during the planning process emphasized the need for neighborhood-serving commercial and service uses along the Raymond Road frontage as an integral part of any redevelopment of this site.





Mid Town Road and Raymond Road: This concept shows a development pattern that integrates the reconfiguration of Raymond Road and the ongoing implementation of the 'Midpoint Meadows' neighborhood. It breaks up a potentially large block to create a more walkable, neighborhood-scaled street grid. The land uses shown include mixed-use and multifamily residential buildings.



Maple Grove Drive and McKee Road: This concept shows mixed-use redevelopment along McKee Road and Maple Grove Drive to provide a more vibrant activity center. Neighborhood Mixed-Use (NMU) is recommended on the north side of McKee, while Community Mixed-Use (CMU) is recommended on the south side. This would help create a more inviting, pedestrian-oriented frontage along both streets. Internal drive aisles, shared open spaces, and landscaped areas enhance circulation and create logical connections between buildings.



Transportation

Comprehensive Plan Goals

This Plan aims to advance the following goal from the Comprehensive Plan:

- Madison will have a safe, efficient, and affordable regional transportation system that offers a variety of choices among transportation modes.

The Southwest Area is bounded by two major transportation corridors: the Beltline Highway to the north and Highway 18/151 (Verona Road) to the east. McKee Road has the most traffic aside from those highways, followed by portions of McKenna Boulevard/Gammon Road, Whitney Way, Raymond Road, Maple Grove Road, and Schroeder Road. The Area has several bus routes with 30-minute service throughout the day: D1, D2, E, and H. Route 75 provides express service to Downtown and Epic in Verona. Even with multiple transit routes in the Area walking to the nearest stop can take 10–15 minutes from some sections of streets, like Hammersley Road and Williamsburg Way.

The bicycle network was significantly improved with the addition of the Hammersley Road path, which connects to the Southwest Commuter Path just south of a pedestrian and bicycle Beltline overpass. Bike lanes are present on major thoroughfares like Raymond Road, Seminole Highway, Gammon Road/McKenna Boulevard, and Maple Grove Drive, though the facilities are not often suited for All Ages and Abilities. There are also several gaps in the network that limit safe and comfortable bicycle travel. The sidewalk network in the Area is very good, with about 85% of streets having sidewalks on one or both sides. However, a few gaps do exist on major streets and in some neighborhoods.

Street Network



The Hammersley Road shared-use path ends by Brookwood Drive. This Plan shows a future extension to Elver Park.

The most prominent issue with the Area's street network is the lack of north-south connectivity. With the area fully built out, there are no opportunities to increase north-south connectivity, with the notable exception of possible cross-Beltline streets whenever the Wisconsin Department of Transportation (WisDOT) reconstructs the Beltline. That will be a significant benefit to safely accessing employment and services to the north for drivers, pedestrians, bicyclists, and transit riders. However, it won't alleviate the traffic that is sometimes forced to use residential streets like Putnam Road. The reconstruction of Verona Road/USH 151 in 2013–2014 improved regional traffic flow, but was detrimental to east-west connectivity and negatively impacted the commercial area to the east of the project.

Some major streets, such as Schroeder Road, Raymond Road, and McKee Road, present barriers for pedestrians. City- or County-imposed property access restrictions on Schroeder and McKee mean that some properties have backyards along major streets. Local streets tend to be more gridded in the northeast part of the Area. The west and south portions of the Area tend to have more curvilinear formats, with more cul-de-sacs and less interconnectivity.

This Plan recommends new street crossings of the Beltline, consistent with the [West Area Plan](#). Other new streets north of Schroeder are also shown, most notably in the area bounded by Struck Street, Schroeder Road, and Rayovac Drive. Those connections would only be implemented if that area redevelops. The same is true for any extension of Paghman Drive from Muir Field Road to Raymond Road or connection between Maple Grove Drive and Basalt Lane. Other planned streets include a connection of Meadow Sweet Drive to High Point Road and completion of the street network in the developing area southwest of Elver Park. Two connections included in the City's Official Map are also shown: connecting Hampshire Place to Suffolk Road and a realignment of Schroeder Road if the Vitense Golfland (5501 Schroeder Road) property redevelops.

Beltline

[WisDOT has completed a draft Planning and Environment Linkages \(PEL\) report](#), solicited public feedback, and was revising the PEL as this Plan was being reviewed by City boards, committees, and commissions. The draft PEL recommended further study of a wide range of potential projects that could have a negative impact on the Southwest Area if they are implemented, such as:

- Demolition of 77 homes (13 single-family homes and 64 apartment homes) along Loruth Terrace, Whitcomb Drive, and Whitcomb Circle to expand the Beltline and build weave structures;
- Expansion of the Verona Road interchange, with associated property acquisition and building demolition (scenarios are under further study, but impacts on both homes and businesses could be significant, especially if a free-flow movement from the westbound Beltline to southbound Verona Road is sought);
- Expansion of the Gammon Road interchange, possibly with a “diverging diamond” interchange—a type of design which can be difficult for pedestrians and bicyclists to navigate;
- Expanding the Whitney Way interchange;
- Inducing additional traffic by adding capacity on the Beltline through additional general purpose traffic lanes and/or extension of the existing flex lane to the west.

The City Council passed a resolution on January 27, 2026 opposing Beltline and interchange expansion within the city. The resolution recognizes that the Beltline is a significant barrier within the city. It divides neighborhoods and limits safe and convenient connections for people walking, biking, using transit, and driving on local streets. Decades of transportation research demonstrates that adding travel lanes and expanding interchanges induces additional driving, increases vehicle miles traveled, encourages sprawl, increases traffic fatalities, and ultimately fails to provide long-term congestion relief. Expansion of the Beltline within the City of Madison would increase greenhouse gas emissions, funnel more traffic onto neighborhood streets, and exacerbate noise, air



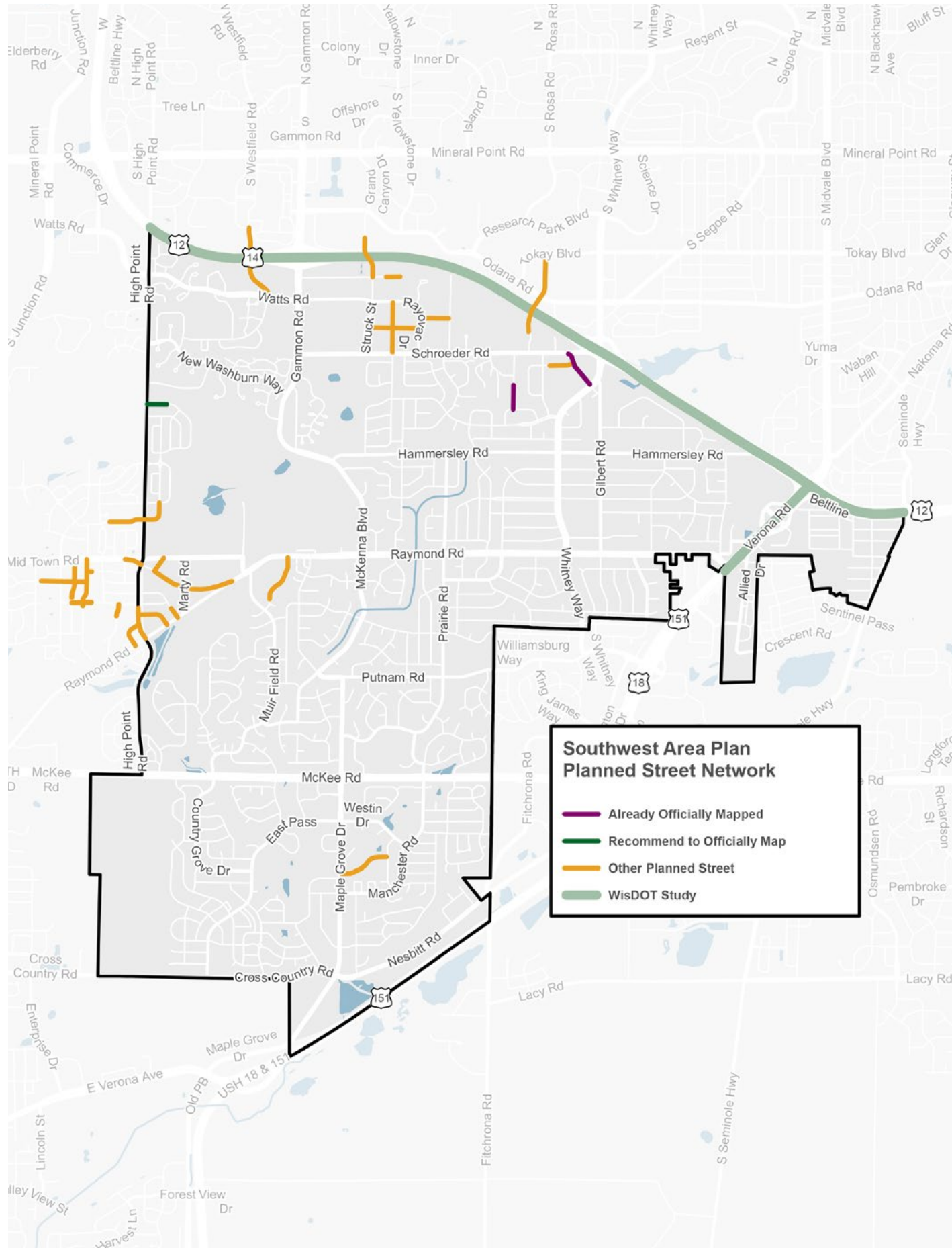
Raymond Road, shown here at the McKenna Boulevard intersection, can feel like a barrier for pedestrians.



The Beltline-Whitney Way interchange.

What We Heard

1. Appreciation for the Hammersley Road shared-use path, with a desire to extend it further west to Elver Park.
2. Traffic calming is needed to address speeding, especially on many major streets like Raymond, Whitney, McKenna, and Schroeder.
3. Disconnected bike paths and missing sidewalks.
4. Lack of safe routes to school for students, dangerous intersections near schools.
5. Need for more protected bike lanes.
6. Need for better connections between neighborhood destinations, especially for bicyclists.
7. Lack of bus shelters.



quality, and negative safety impacts on nearby neighborhoods, including historically underserved communities.

The PEL does include a number of potential projects that would benefit local travel in and around the Southwest Area, including:

- An additional non-interchange street crossing of the Beltline between the Gammon Road and Whitney Way interchanges;
- A pedestrian/bicycle crossing of Whitney Way, just north of the Beltline;
- A shared-use path from the Southwest Path to the West Towne Path at Whitney Way, just north of the Beltline.

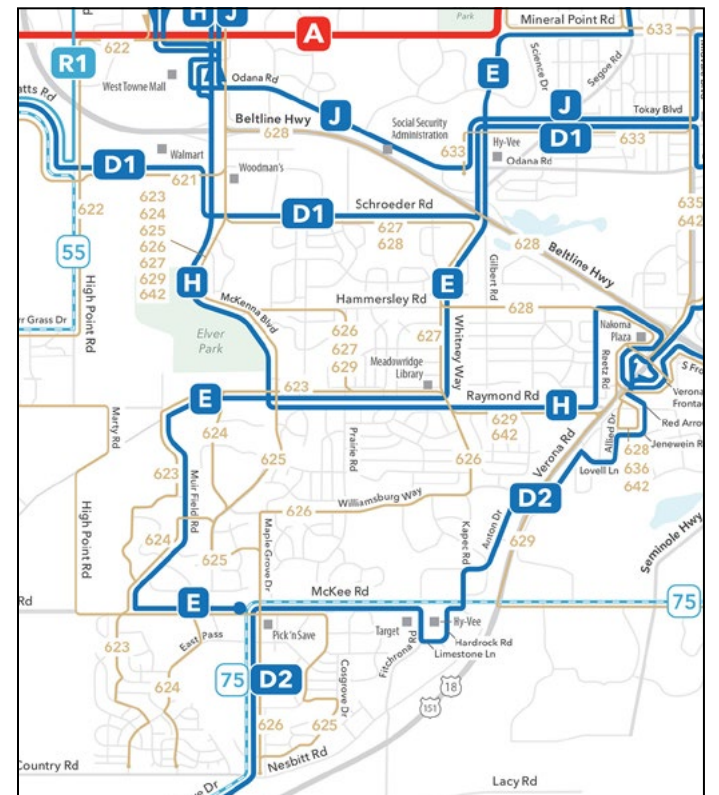
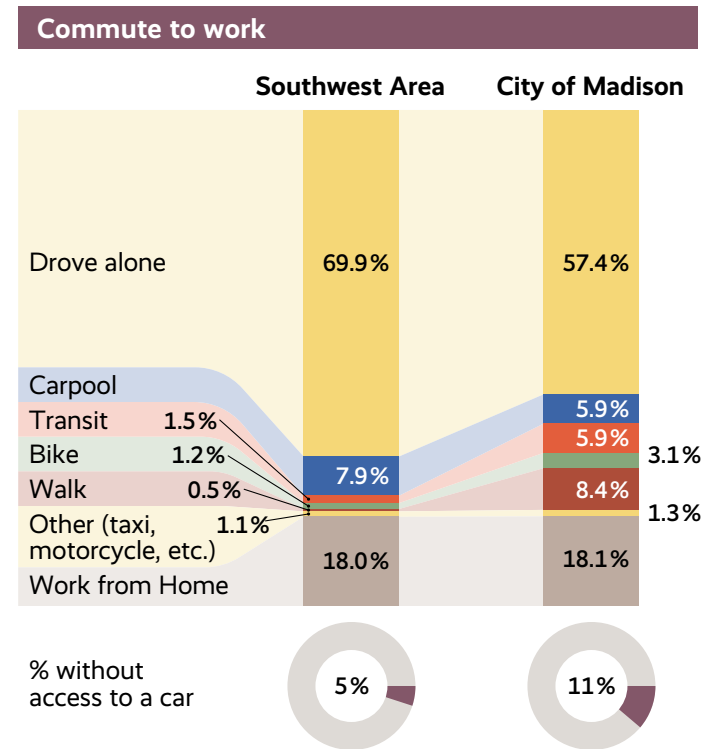
While these components would be beneficial to the Southwest Area and the city, they would not offset the overall detriment that the Beltline project represents if interchange and general purpose lane expansion is undertaken. Additionally, transit priority improvements the study shows at interchanges are anticipated to have little to no benefit to transit service, and the accompanying interchange and highway expansion would make the areas less friendly to pedestrians and bicyclists. The PEL's summary of recommendations does not show many cross-Beltline street and path connections included in City plans, such as those in the West Area Plan that are also integrated into this Plan. Cross-Beltline connections could be implemented without Beltline expansion.

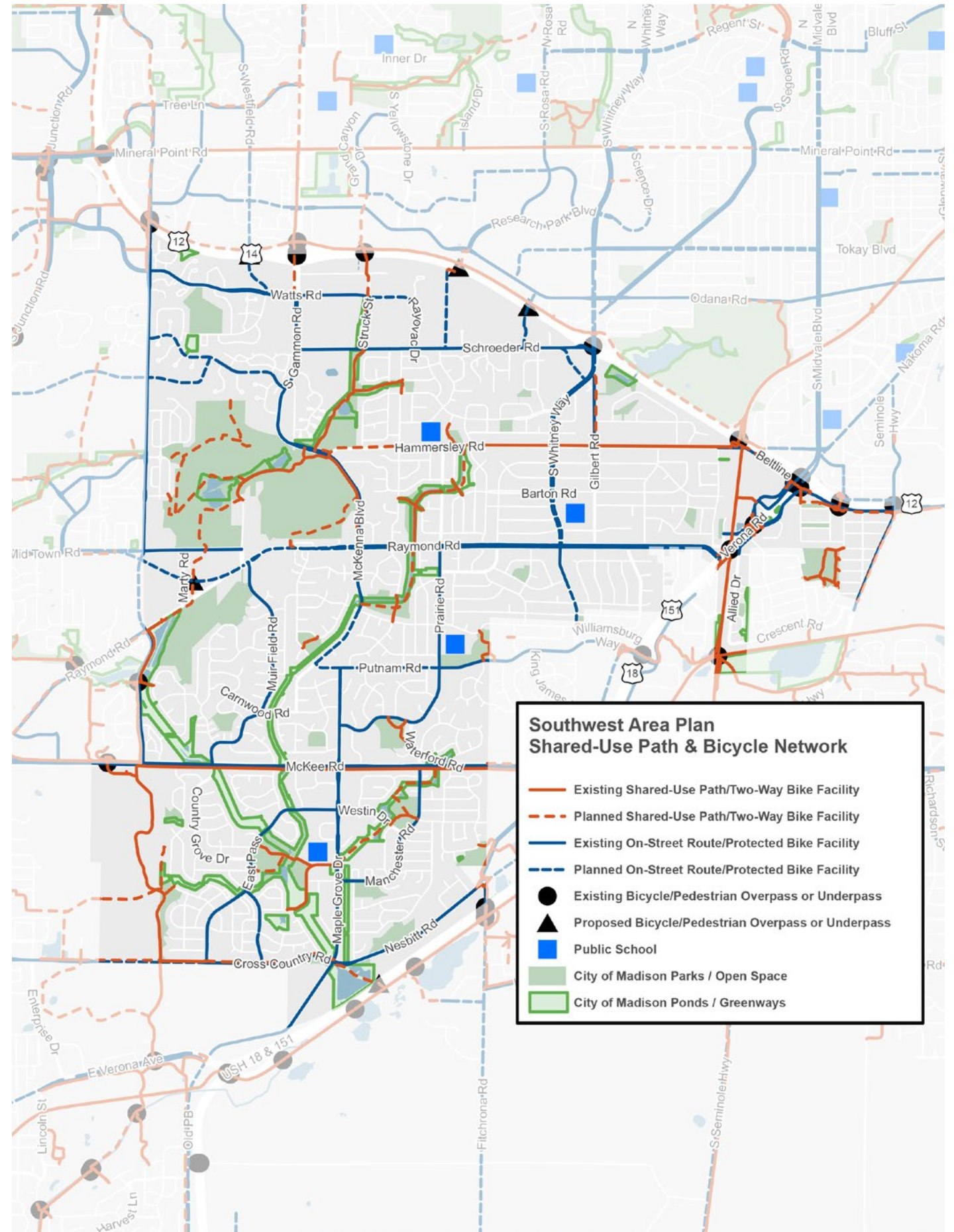
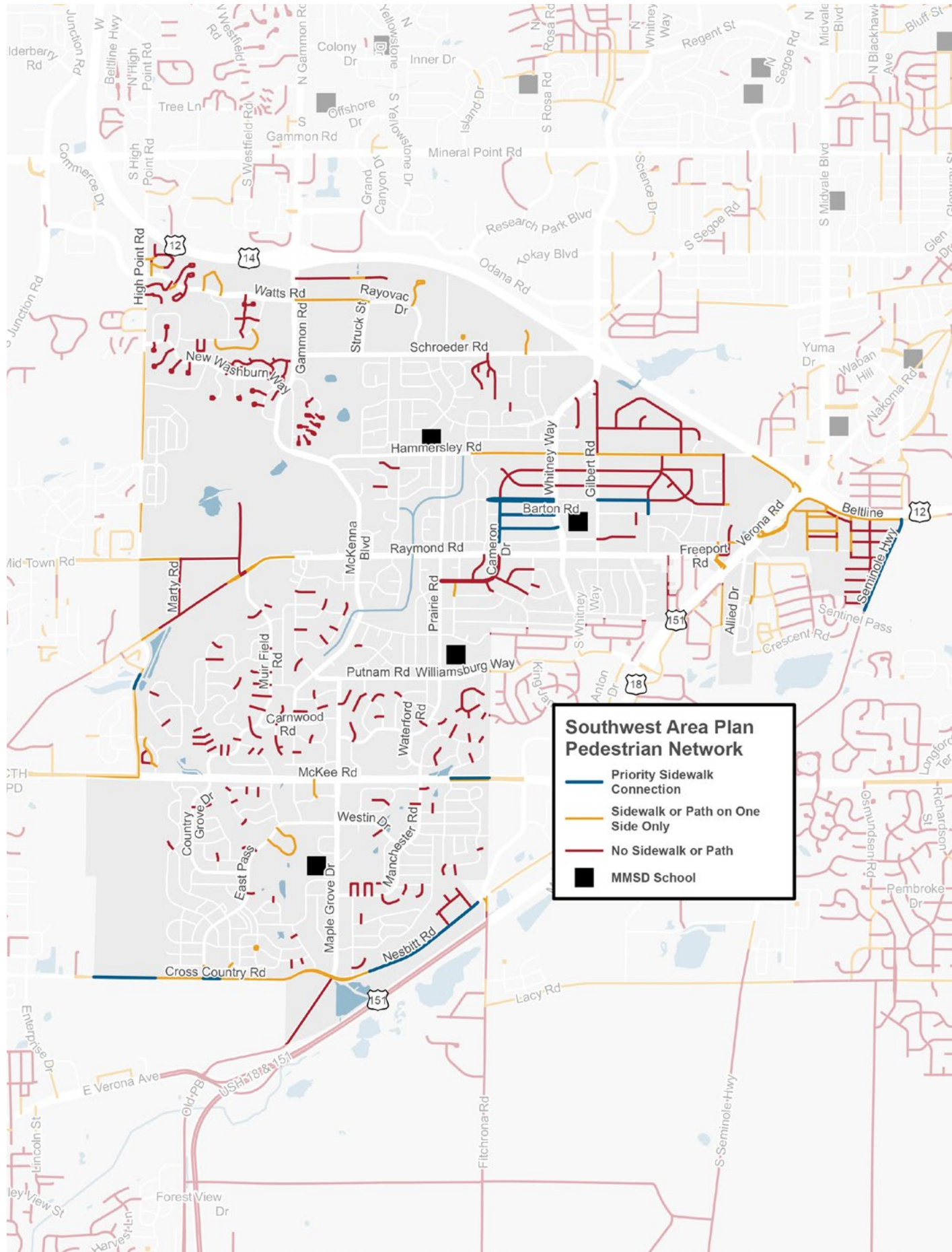
This Plan, through the Partnerships in this chapter, supports improved connectivity across and along the Beltline through adding:

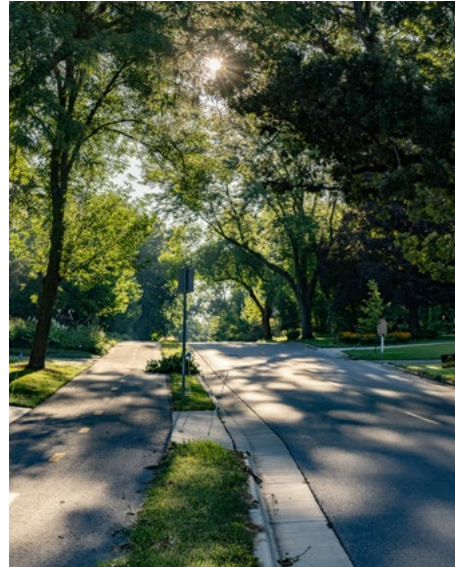
- Local street connections across the Beltline;
- Shared-use path connections across the Beltline;
- Additional pedestrian and bicycle infrastructure to increase safety at existing interchanges.

Transit

The 2023 Metro Transit Network Redesign reconfigured transit routes systemwide (see the [Metro Transit Route Map](#)). The reconfigured system reduced the number of routes and stops and increased bus frequency to improve reliability and efficiency. The Southwest Area has 30-minute service on routes D, E, and H. Peak hour service is available on routes 55 and 75. The Transit Network Redesign has led to mixed feedback from transit riders, with some preferring the new routes and service levels, while others prefer the old routes and stops.







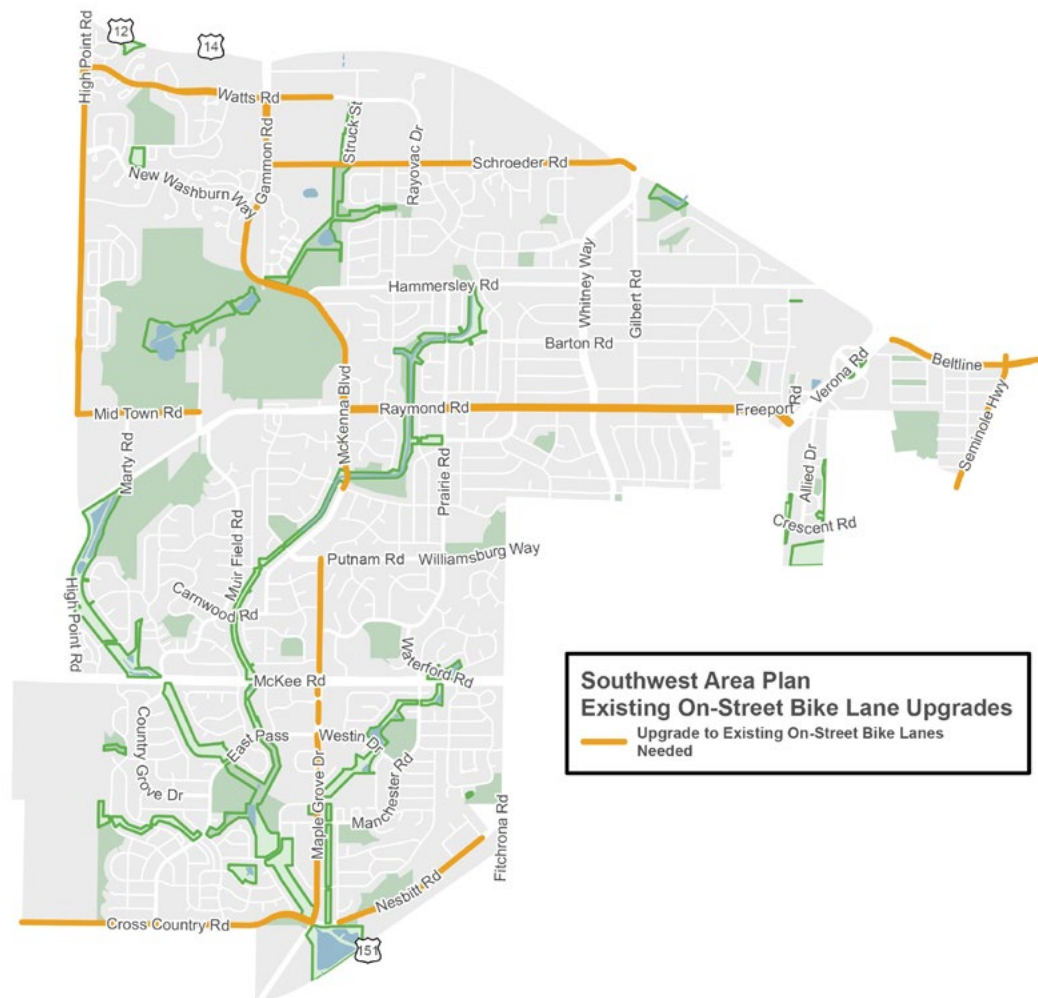
Controversial when initially proposed, the Hammersley Road shared-use path, completed in 2024, garnered a lot of positive feedback in the planning process.

Bike and Pedestrian Network

About 85% of the Southwest Area’s street network includes sidewalks on one or both sides of the street. However, much of Orchard Ridge, Meadowood north of Raymond Road, and the eastern half of Allied Dunn’s Marsh lack sidewalks on both sides of streets. It is City policy to add sidewalks as streets are reconstructed. Over time these areas will become safer, more enjoyable places to walk.

While many major streets include bike lanes or have parallel shared-use paths, some parts of the Area lack connectivity. Major streets that do have bike lanes, like Gammon Road and Raymond Road, can be uncomfortable for bicyclists due to heavy traffic and speeding and need improvements to become suitable for All Ages and Abilities. The Beltline significantly reduces bike and pedestrian options to the north and Verona Road reduces east-west bike and pedestrian options. Both funnel traffic to a limited number of interchanges/intersections, making those areas hostile to pedestrians and bicyclists by increasing traffic.

While there is good connectivity across the north-south greenway that runs through the middle of the Area from Hammersley Park to the Nesbitt–Maple Grove–Cross Country intersection, other greenspace in the Area lacks pedestrian and bicycle connectivity. Elver Park is difficult to access from the west and south, Greentree–Chapel Hills Park has no connections to the west, and Dane County’s Badger Prairie Park only has access via Verona.



The area’s shared-use path infrastructure was significantly boosted with the completion of a Hammersley Road path from the Southwest Path to Brookwood Road. Opportunities exist to further connect existing shared-use paths, though floodplain issues limit prospects for extending shared-use paths in some greenways.

Transportation Initiatives

The **High Injury Network (HIN)** map highlights street segments with elevated levels of serious injuries and fatalities. Areas where people tend to walk, bike and board transit are of particular concern because collisions between motor vehicles and people result in more serious injuries. The HIN includes parts of Schroeder Road, Gammon Road/McKenna Boulevard, and Raymond Road.

The City’s [Vision Zero](#) campaign and [Safe Streets Madison](#) program focus on eliminating traffic deaths and serious injuries on city streets by improving public infrastructure. This Plan’s actions complement these initiatives. Vision Zero’s main goal is eliminating traffic fatalities throughout the city by 2035. This includes redesigning high injury and fatality street segments to slow vehicle speeds and make intersections safer for people walking, biking, and driving. Safe Streets Madison works towards Vision Zero’s goal by funding traffic safety measures such as rectangular rapid flashing beacons (RRFBs), speed humps, mini traffic circles, and pedestrian refuge islands.

The City’s **Pedestrian Plan** provides direction for policy, program, and safety improvements throughout the city.

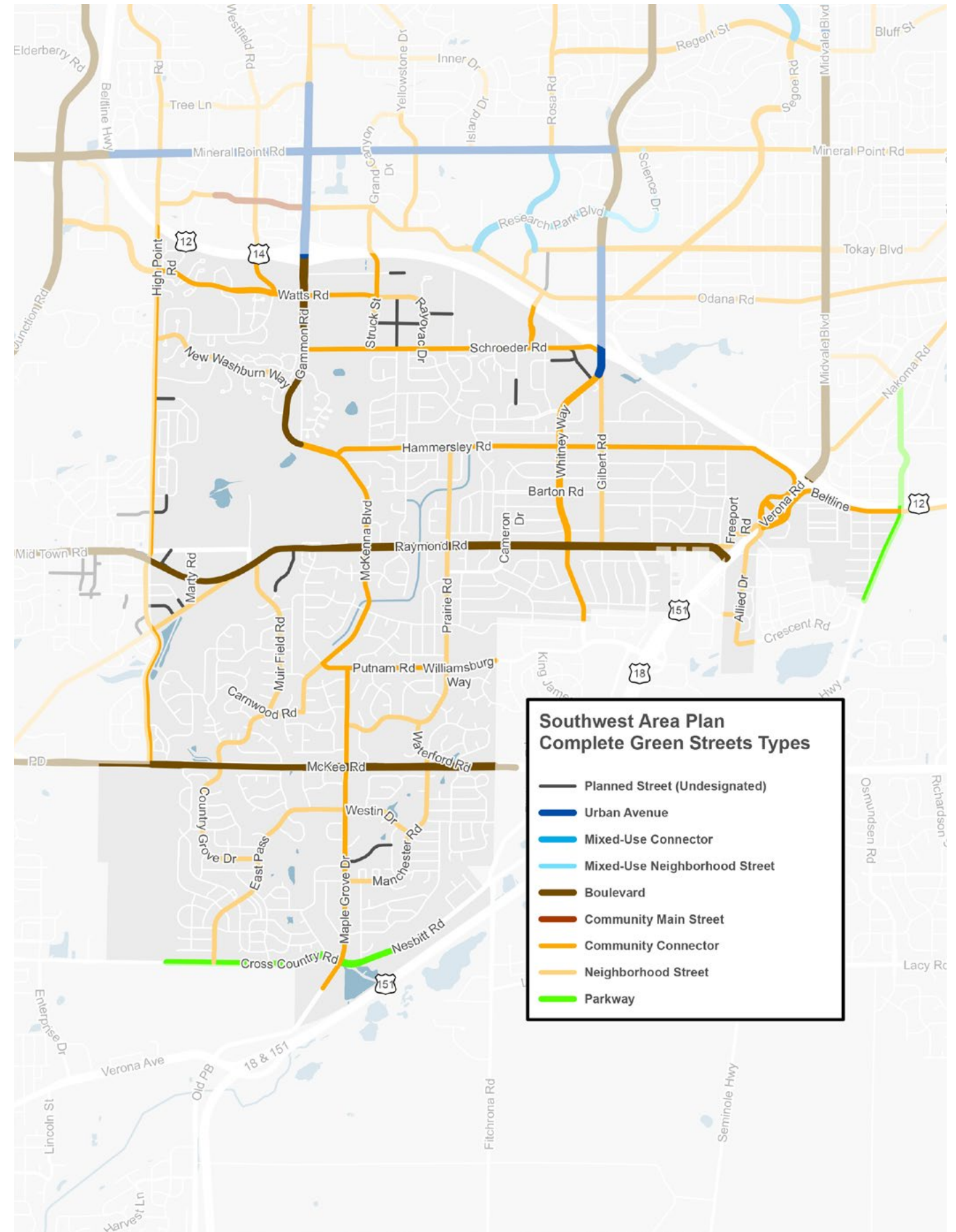
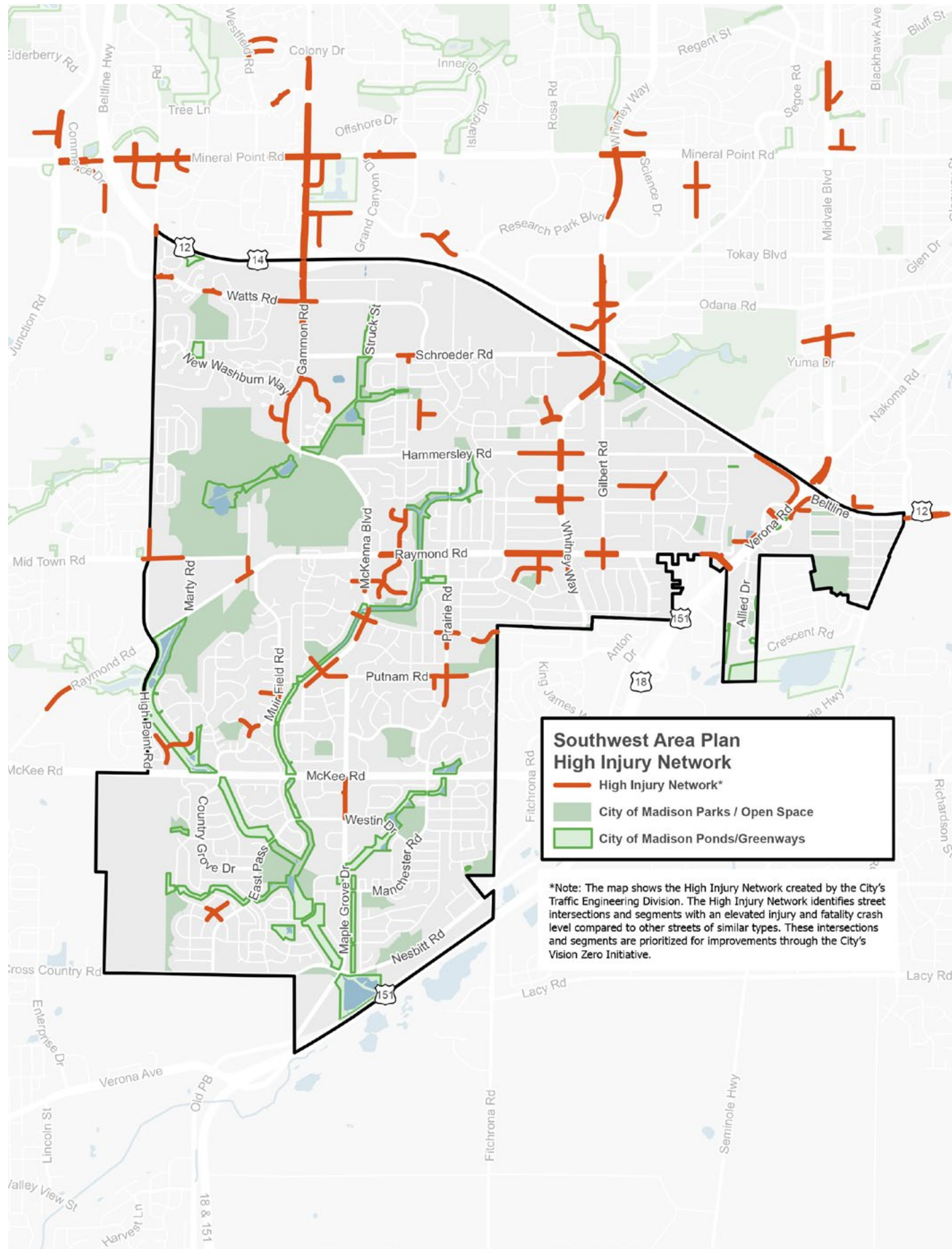
The **All Ages and Abilities (AAA) bicycle network map** identifies streets and paths that are intended to provide a complete network of low-stress bikeways between neighborhoods, key destinations in the city, and to adjacent municipalities. Some streets or paths may need to be built or improved to provide low-stress connections, but the map serves as the long-range plan for a full network.

The City’s [Complete Green Streets Guide](#) provides a consistent process for planning, designing, building, and operating streets in a way that better reflects community values and increases safety and equity. It establishes City policy for the design of streets, prioritizing various street users (pedestrians, transit, bicycles, cars, and parking), and provides context-based starting points for street design. It will help inform future decisions on the construction or reconstruction of streets in the Southwest Area.

The City’s [Sidewalk Program](#) specifies that sidewalks must be installed on all new streets. All existing streets without sidewalks are evaluated for sidewalk construction when a street reconstruction or resurfacing project is designed. Installation of sidewalks separate from a reconstruction or resurfacing project is prioritized near activity centers like parks, schools, transit stops, and businesses where pedestrian volume is high. This Plan notes priority locations for new sidewalks in the Area. A 2022 policy change by the City shifted the cost of



The RRFB at McKenna Boulevard and Morraine View Drive helps pedestrians cross safely. Safe Streets Madison prioritizes improvements like RRFBs on a citywide basis.



sidewalk installation from assessments of adjoining property owners to the City as a whole.

The [Transportation Improvement Program](#) (TIP) plans out major City-led transportation-related projects over a five year horizon. It does not include projects led by WisDOT, which maintains the Beltline and USH 151, or Dane County, which maintains McKee Road (County Highway PD). The two major Southwest Area projects planned between 2026–2031 are the connection of High Point Road between Mid Town and Raymond, starting in 2026, and the realignment of Raymond Road west of Muir Field Road, starting in 2030.

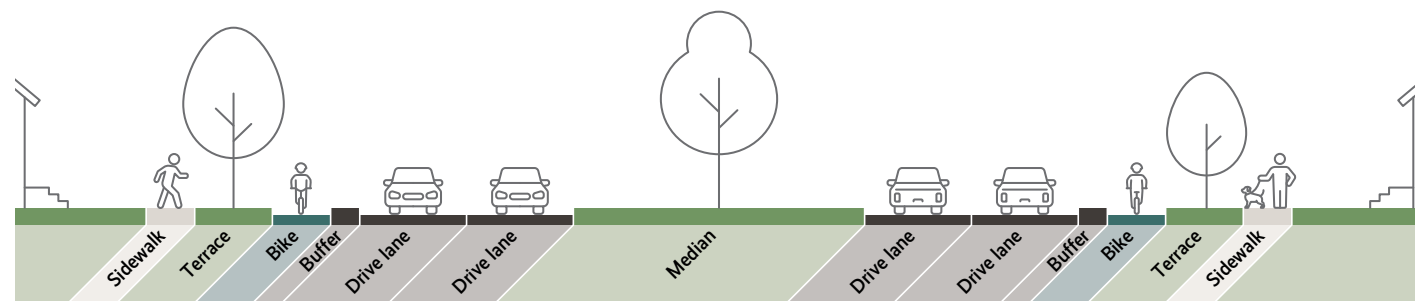


Seminole Highway has substantial bicycle and car traffic, but the current design includes standard bike lanes that do not meet All Ages and Abilities standards.

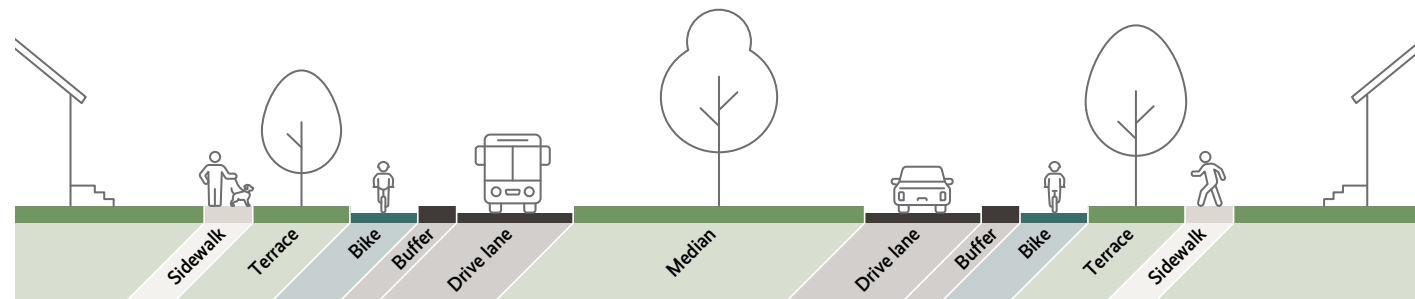
Actions

Pedestrian and Bicycle Network

1. Close gaps in the sidewalk network shown on the Sidewalk Network Map through the Safe Streets Madison Program, as streets are reconstructed, and as priority sidewalk additions along major streets and close to schools can be constructed.
2. Create a shared-use path on Gilbert Road between Hammersley Road and Whitney Way by removing bicycle lanes to narrow the street.
3. Upgrade existing on-street bicycle facilities shown on the Existing on Street Bike Lane Upgrades map to meet All Ages and Abilities (AAA) standards.
4. Add separated bike lanes on Whitney Way (see diagrams below):
 - a. North of Hammersley Road, where the street is wider and the traffic count is higher, the lanes should replace little-used on-street parking.
 - b. South of Hammersley Road, where the road is narrower and the traffic count is lower, the lanes can replace currently unmarked asphalt where it is unclear whether the space is meant to be a travel lane, parking lane, or bicycle lane (see diagrams below).



Whitney Way north of Hammersley Road



Whitney Way south of Hammersley Road

5. Increase pedestrian and shared-use path connectivity to and through Elver Park, especially from the south and west, as part of the upcoming Elver Park Master Plan (see the Green and Resilient Chapter for more on Elver Park).
6. Monitor changing traffic patterns on existing streets as the Midpoint Meadows and Hill Valley neighborhoods are developed. Make adjustments to existing streets and intersections to improve pedestrian, bicyclist, and traffic safety if/as needed.
7. Improve the safety of pedestrian crossings along Manchester Road by adding bump outs, continental crosswalks, and Rectangular Rapid Flashing Beacons (RRFBs) in key locations.
8. Extend the existing shared-use path along Hammersley Road west to Elver Park.



Connectivity to Elver Park from neighborhoods to the west and south is lacking.

Street Connectivity and Traffic Circulation

9. Undertake the grant-funded Safe Streets for All review of Schroeder Road to develop a detailed list of improvements to reduce speeding and improve safety for drivers, pedestrians, and bicyclists. Improvements may include such things as narrowing the street at select locations, traffic calming, reviewing Rayovac Drive and Forward Drive for the potential addition of an all-way stop or traffic signal, and adding flashing beacons at frequently used pedestrian crossings.
10. If Vitense Golf and redevelops, realign Schroeder Road away from the Beltline–Whitney Way interchange onto the officially mapped corridor through the property (see the Planned Street Network map and Land Use Chapter, Concept C).
11. Reconfigure South High Point Road to have one travel lane in each direction, with a center turn lane and separated bike lanes.
12. Raymond Road:
 - a. Short-term: Increase pedestrian and bicyclist safety and decrease speeding by adding bump outs at intersections, RRFBs, and through other incremental measures using Safe Streets Madison and possible grant and/or TIF funding.
 - b. Long-term: Evaluate the road for a possible reduction in the number of travel lanes after the planned Raymond–Mid Town connection is made.
13. Improve safety along Woodington Way by:
 - a. Working with Madison Metropolitan School District (MMSD) to evaluate improvements to pedestrian access to Hammersley Road to provide an alternative to student pickup and drop off along Woodington Way.
 - b. Working with MMSD to evaluate safe routes to school improvements to improve safety for students walking and biking to school, making pickup and drop off by automobile less necessary.
 - c. Evaluating expansion of current parking restrictions along the street.
14. Coordinate with MMSD to integrate on-site bus/car pickup/drop off at Toki and Orchard Ridge schools as the District implements school reconstruction projects.



South High Point Road.



The Maple Grove–Nesbitt–Cross Country intersection is planned for conversion from a four-way stop to a roundabout.

15. Install a roundabout at the intersection of Cross Country Road, Maple Grove Drive, and Nesbitt Road.
16. Officially map the extension of Meadow Sweet Drive from its current dead end to connect with High Point Road.

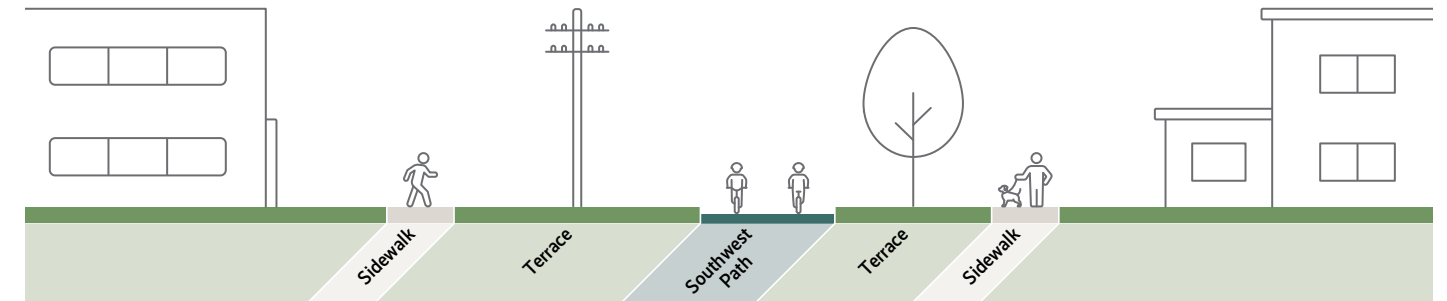
Transit

17. Install additional bus shelters, including at:
 - a. Raymond Road at Whitney Way (stops 8512 and 8937).
 - b. Allied Drive at Jenewein Road (stops 4446 and 4547).
 - c. Red Arrow Trail at Verona Road (stops 4716 and 4861).
18. Study the feasibility of restoring transit service along Hammersley Road.
19. Add buses on Route D to address crowding during high-use times.

Partnerships

- A. Work with the WisDOT to:
 - i. Improve conditions for pedestrians and bicyclists at the Whitney Way interchange.
 - ii. Improve conditions for pedestrians and bicyclists at the Gammon Road interchange.
 - iii. Add a street connection across the Beltline from Kessel Court to Odana Road.
 - iv. Add a street connection across the Beltline from Watts Road at Kottke Drive into West Towne.
 - v. Add a street connection across the Beltline from the Seybold-Struck intersection to Grand Canyon Drive.
 - vi. Add a pedestrian-bicycle overpass or underpass of the Beltline at the end of Forward Drive.
 - vii. Improve bicycle connectivity at the Verona Road/Beltline interchange by adding a shared-use path from the Verona Road underpass to the Southwest Path overpass to the west and adding a shared-use path from the Verona Road underpass to Seminole Highway to the east.
 - viii. Increase pedestrian, bicycle, transit, and car connectivity across Verona Road as part of any future WisDOT projects in the area to reduce the east-west barrier that Verona Road has been for decades. Future changes should aim to reduce vehicle speeds and enhance safety for all users by expanding connections to the local street network, narrowing lanes, and incorporating traffic calming measures. Any further WisDOT construction should extend the local arterial of Midvale Boulevard south to Raymond Road to connect the neighborhoods east and west and support businesses. Work should minimize encroachment of the interchange into adjoining areas. The City supports a solution that fully buries the highway through this corridor to reduce impacts on neighborhoods and allow an at grade urban arterial street. The City does not support any hybrid highway-arterial road configurations, such as diverging diamond designs, for the interchange.
 - ix. Improve street trees and landscaping along Verona Road and Verona/Beltline frontage roads as part of any future WisDOT projects in the area.

- B. Work with B-Cycle and private partners or sponsors to expand bike share service to the Southwest Area, focusing on major bike routes, like the confluence of the Southwest Path and Hammersley Path, and major community hubs, like the Meadowood Shopping Center and Elver Park.



The City should work with WisDOT to enhance the Southwest Path to better integrate it with the surrounding area.

Neighborhoods and Housing

Comprehensive Plan Goals

This Plan intends to advance the following goals from the City's Comprehensive Plan:

- Madison will be a safe and welcoming city of strong and complete neighborhoods that meet the needs of all residents.
- Madison will have a full range of quality and affordable housing opportunities throughout the city.

This Plan seeks to strengthen neighborhoods in the Southwest Area and provide for a range of quality housing to a variety of income levels. Madison's strong job market and high quality of life have led to consistent population growth. However, a limited housing supply leads to limited housing options and high housing costs. With Madison anticipated to add over 100,000 new residents between 2020 and 2050—or about 3,800 new residents per year—housing supply issues may continue despite ongoing efforts to improve housing availability.

The Comprehensive Plan directs a majority of future growth to occur as infill and redevelopment. Madison is gradually losing the ability to expand outwards and extending City services for development at the edge of the city is costly. For these and other reasons, the City's ability to accommodate growth through redevelopment is increasingly important.

The Southwest Area has opportunities for some new housing in close proximity to jobs, shopping, services, and transit. There is also an opportunity to diversify the Area's housing stock, which includes many areas comprised solely or almost entirely of single-family homes. Additionally, parts of the Area include low-density commercial land uses. Some of the redevelopment in the Area will occur on these auto-oriented commercial sites and underutilized parking areas, which does not displace current residents.

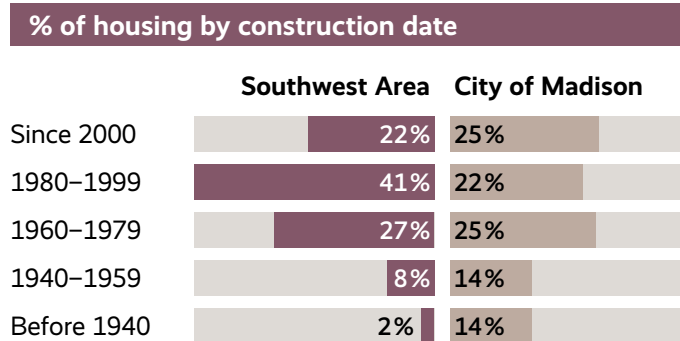
It is important to have housing options to accommodate all stages of life as existing residents age and young residents move to Madison (an increase of approximately 14,000 more 20- to 40-year-olds in the past ten years). A mix of 2-, 3-, and 4-bedroom units for families should be thoughtfully included, especially near schools and at affordable prices.

Affordability

The need for housing affordable to low- and moderate-income households was a common issue identified by participants during the planning process. The Southwest area is relatively affordable compared to many parts of Madison. Of the twelve Area Plan geographies covering the city, seven **have higher average values for single family dwellings and eight have higher median rents than the Southwest area.**¹ The Area's median rent of \$1,317 per month is slightly lower than Madison's median rent of \$1,364.² However, as younger residents and renters report,

¹ Madison Neighborhood Indicators Project 2024

² American Community Survey 2023 5-year estimate



Source: American Community Survey 2018–2022 5-Year Estimate table B25034



The Derby Apartments added new affordable housing on Atticus Way.

there are concerns that this is changing and that the Area is becoming less affordable for residents.

New lower cost or subsidized housing should be in areas that already have a high level of resources and amenities, including transit. This includes areas along Schroeder Road, Raymond Road, South Gammon Road, Maple Grove Road and McKenna Boulevard. It can be more cost-efficient to preserve existing housing stock that is affordable rather than to build new low-cost housing. As prices rise, this housing may be lost altogether if additional housing is not built to meet demand. State statutes and court decisions do not allow the City to enact rent control or require new developments include affordable housing.

Mix of Housing Types

In addition to larger multifamily buildings constructed in activity centers and corridors identified in the Comprehensive Plan's Growth Priority Areas Map, lower-impact residential development can occur in existing lower-density residential areas through the addition of smaller buildings often referred to as the "Missing Middle." These building types are designed to fit within predominantly single-family residential areas. On the recommended GFLU Map, Low-Medium Residential areas are primarily intended to accommodate Missing Middle. Missing Middle housing types can also be added to Medium Residential 1 areas and in Low Residential areas, especially those located near activity centers or along transit corridors.

In addition to the different physical characteristics of housing, such as size of units and number of units in a building, it is also important to include both ownership and rental options. Co-housing, condominiums, housing cooperatives, and community land trusts can provide further housing choices to residents.

Complete Neighborhoods

Awareness and access to existing community programs and services, especially for youth and seniors, is important for neighborhood health. There are many different community organizations and facilities in the Area serving resident needs (see the Community Gathering Places map in the Culture and Character chapter). The area includes three community centers, eight food pantries, an employment center, a library, health and wellness groups, a senior center, and many centers of worship.

Schools are also catalysts for establishing strong neighborhoods, as children's activities, daily social interactions, and community projects create connections. The Southwest Area has a strong network of schools, with five in the Madison Metropolitan School District (see School Attendance Areas Map). A challenge is that the Area is served by three different school districts, which can lessen community connection and cohesion among families and neighbors.



The townhomes on Theresa Terrace were constructed by the Community Development Authority on the site of a dilapidated duplex. It added new Missing Middle housing in the midst of an existing neighborhood.

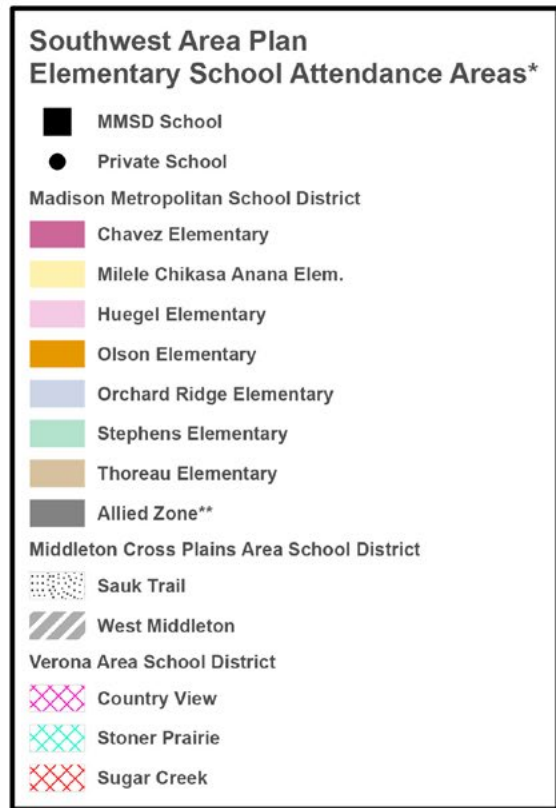
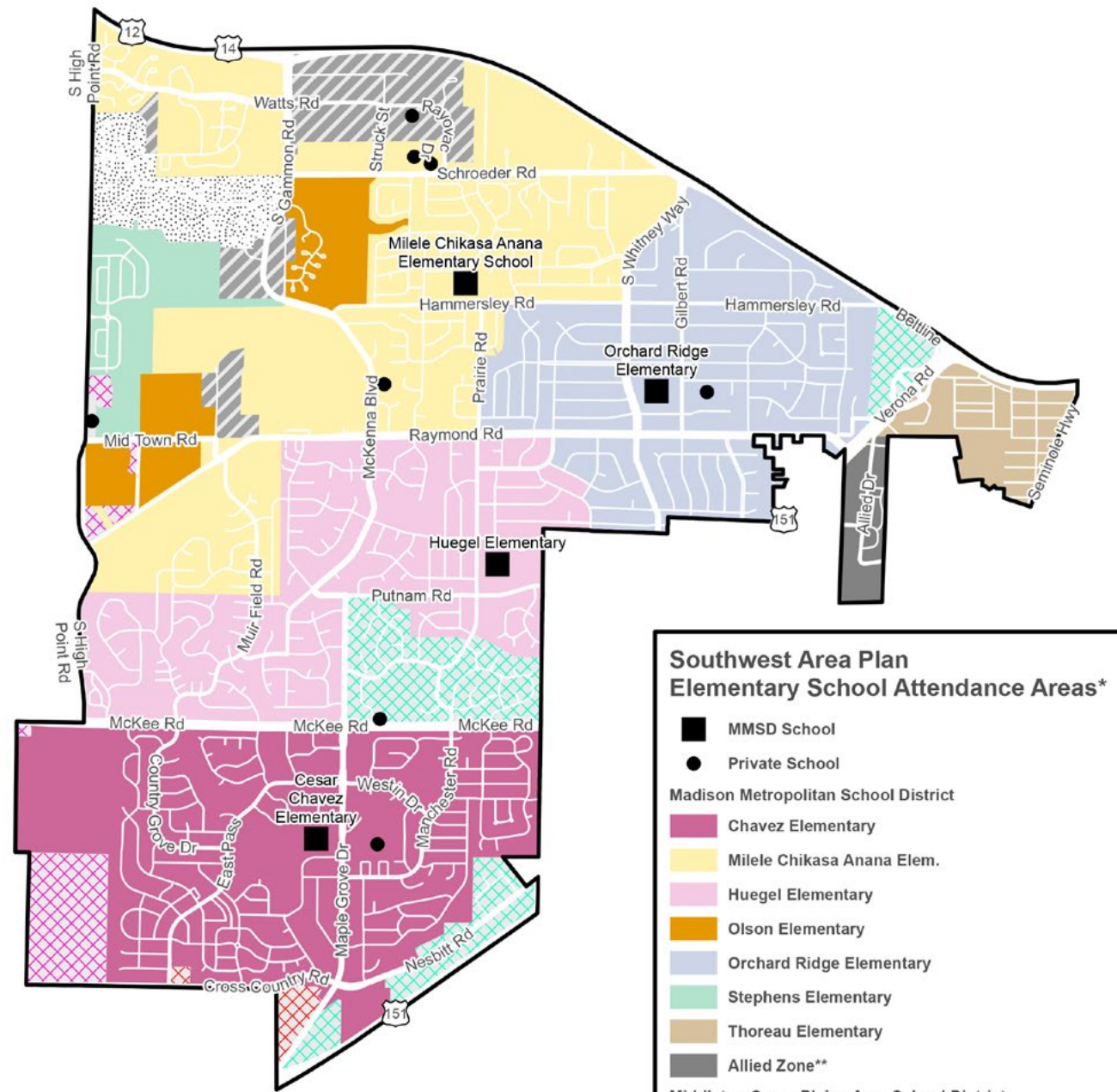
Approximately 75% of Southwest Area Plan survey participants report that the availability of affordable housing is an important factor in their neighborhood choice.

Survey results also showed lower-income respondents and younger adults are more likely to view affordable housing as a high priority, while older and higher-income groups show lower perceived importance.

Key housing-related frustrations amongst focus group participants included rising rent costs and long waitlists for affordable and accessible units.



Akira Toki Middle School is one of five MMSD schools embedded in Southwest Area neighborhoods.



* 2025-2026 School Year
 ** Students living in the Allied Dr area have the option of attending Crestwood or Stephens for elementary school.
 Note: School districts control all school attendance area boundaries and periodically review and adjust them. This map is included for reference. For the current boundaries check with the school district.

Access to healthy food is another important contributor to complete neighborhoods. Two full-service grocery stores are located within the Area, with several more just outside the planning boundary. There are also several smaller convenience stores, multicultural grocers, and a number of food pantries in and around the Area. Additionally, there are community gardens in five Area parks and two centers of worship. Despite these valuable resources, there are still some neighborhoods with gaps in food access and food options that represent the diversity of cultural backgrounds.

Housing Initiatives

One of the City’s most effective ways to increase the supply of affordable owner-occupied homes in the Area is through the [Community Development Authority](#) and its initiatives like construction of the Theresa Terrace townhomes and Mosaic Ridge development with 22 single-family homes in the Allied Neighborhood.

The [Affordable Housing Fund](#) (AHF) and [Tax Increment Financing](#) (TIF) programs are the City’s primary tools for impacting affordable rental housing development by providing financial assistance. The AHF is especially impactful when used in cooperation with the Wisconsin Housing and Economic Development Authority’s Low-Income Housing Tax Credits. CDD also provides financial support to smaller scale, non-tax credit affordable rental developments like housing cooperatives.

Regarding concerns about housing conditions, property maintenance and building upkeep, the [Building Inspection Division](#) provides a wide range of services. Residents can access these services by using the [City’s Report a Problem](#) system. Building Inspection also conducts community outreach to inform residents and partner organizations about available services and how to report property concerns.

Actions

1. 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.
2. Encourage and incentivize development of “Missing Middle” housing types in Low Residential (LR) and Low-Medium Residential (LMR) areas on the GFLU Map, especially in areas near schools, parks, shopping, and transit service, through Zoning Code changes and city-initiated rezoning.
3. For new housing partially funded by the City (through the City’s Land Banking program, Affordable Housing Fund, or Tax Increment Districts), work with partners to distribute housing at costs affordable to a variety of households throughout the Southwest Area, with a focus on the transit corridors of Raymond Road, Schroeder Road, South Whitney Way, South Gammon Road, and McKee Road.
4. Expand homeownership opportunities in the Allied–Dunn’s Marsh Neighborhood by developing townhomes or other small to mid-size housing types, particularly on the City-owned property located at 2359 Allied Drive.
5. Complete the programmed building inspection project in the Allied/Carling Drive area and monitor the general area in proximity to Elver Park to ensure healthy, safe and well-maintained housing.

Missing Middle housing is a range of multi-unit or clustered housing types scaled between single-family detached houses and larger apartment buildings, such as rowhouses, small multifamily buildings, tiny homes, bungalow courts, courtyard apartment buildings, accessory dwelling units, and live-work buildings.

Complete neighborhoods are neighborhoods that include a range of housing types and costs, neighborhood-serving businesses, stores, and services; schools, and places of worship. Neighborhood components are ideally accessible by foot, bicycle, or transit through a network of well-connected streets and blocks, usable public spaces, and a system of connected parks, paths, and greenways.

Affordable housing is housing for which the occupants are paying no more than 30 percent of gross household income for housing costs, including utilities. Households with housing costs exceeding 30% of income are considered housing cost-burdened. The City of Madison’s direct and development subsidy programs are primarily designed to reduce housing cost burdens for renter households with incomes at or below 60% county median income (CMI) and for owner-occupied households at or below 80% CMI.

The City of Madison **Community Development Division’s Housing Development & Financing Program** provides loans to for-profit and non-profit housing developers for the construction and rehabilitation of new income and rent-restricted affordable rental and owner-occupied housing.

What We Heard

1. Lack of affordable housing is a concern.
2. Concern about poor maintenance of rental properties and issues with absentee property owners.
3. Desire for townhouses, condos, and mixed-income housing.
4. Appreciation for aging in place but concern about rising rents and property taxes forcing older adults and low-income families to move out.
5. Appreciation for walkable neighborhoods with nearby services, parks, and schools.
6. Need for more mixed-use redevelopment.
7. Emphasis on community centers and libraries serving as lifelines, not amenities, providing job access, technology, and social services for people with disabilities.
8. Desire to add mental health support and multi-age programming to community spaces.
9. Appreciation for existing resources and services, such as Allied Wellness Center, Meadowood Health Partnership, New Bridge, and Joining Forces for Families.
10. Lack of youth programming and recreational activities.

Partnerships

- A. Encourage expanding programming in community rooms of new housing development, neighborhood centers, and area schools through partnerships with the schools, Madison Metropolitan School District, and Madison School and Community Recreation. Programs could include: English as a second language (ESL) classes, high school equivalency (GED), tutoring, and after-school and summer educational/recreational activities.
- B. Work with Allied Wellness Center, Allied Dunn's Marsh Neighborhood Association, and the City Community Development Division's Community Resources Unit to add services for elders in the Allied Dunn's Marsh Neighborhood such as social events, mental health support, home maintenance assistance, and the like.
- C. Work with area community groups to expand youth recreation, middle and high school trade workshops, and programs that help build community and social-emotional support in the Allied Dunn's Marsh Neighborhood.
- D. Help foster connections and mentorship between neighborhood leaders and people who seek to build connections and create a greater sense of community in their areas.
- E. Work with area recreational facilities in and near the Southwest Area (John Powless Tennis Center, Madison Ice Arena, Odana Golf Course, Ridgewood Swimming Pool, Vitense Golf Club, Westside Swim Club, YMCA) to increase access to recreational opportunities by securing scholarships for area youth.
- F. Explore increasing the use of Toki and Orchard Ridge schools for youth and adult classes after-school, evenings, and weekends.
- G. Expand after school programming at Elver Park Neighborhood Center.
- H. Work with community stakeholders to locate a community center in the Southwest Area when/if:
 - i. Existing community buildings, such as MMSD schools and the City-owned 1233 McKenna Boulevard, are not adequate to meet community needs for programming.
 - ii. Community support for a center is demonstrated through organization around fundraising for center construction and operations.

Community was Key to Starting WPCRC

The Southwest Area includes five community centers, an employment center, and an array of community-based organizations and centers of worship that support residents. Through this Plan and other initiatives, some people have asked that a community center also be built at Elver Park, often citing a facility like Warner Park Community Recreation Center (WPCRC) as a goal.

The story of Northsiders wanting a community center at Warner Park goes back many years. However, things really came together in the late 1980s and 1990s. At that time the Northside was experiencing difficulties like increased poverty, drug use, and violent crime. Committed neighborhood residents took the initiative and began working with the city on the Northport–Warner Park–Sherman Neighborhood Plan. Their goal was to lay out a vision and action steps for what they wanted the Northside to be like in 10 years. A key to the plan was having enough recreation and meeting space to meet residents' needs.

While the plan was underway, a group of residents and community organizations started the Northside Planning Council (NPC). NPC began as an umbrella group for the area's many neighborhood associations and it also published the Northside News to keep residents informed of WPCRC progress and encourage them to make donations.



The community's advocacy campaign built a groundswell of support that led the Common Council to approve \$3.65 million for WPCRC, \$210,000 of which came from the neighborhood plan's Community Development Block Grant funds. In the subsequent four years, the Northside raised an additional \$809,000 for construction.

WPCRC opened in 1999 with a gymnasium, fitness center, game room, craft rooms, meeting rooms, and community rooms for rent. The City completed an expansion of WPCRC in December 2025 with a second multi-purpose gym and the ability to add a pool and other amenities in the future.

Economy and Opportunity

Comprehensive Plan Goals

This Plan aims to advance the following goals from the Comprehensive Plan:

- Madison will have a growing, diversified economy that offers opportunity for businesses and residents to prosper.
- Madison will have equitable education and advancement opportunities that meet the needs of each resident.

The Southwest Area has 13.3% of the city’s population, but only 3.5% of the city’s jobs (Census On The Map 2022). Jobs in the area are heavily concentrated in two main sectors: retail trade (businesses like Home Depot, Woodman’s, and Walmart) and health care (mainly Exact Sciences). Employment is concentrated along the Beltline, especially north of Schroeder Road between Whitney Way and Gammon Road, and west of the Beltline–Verona Road interchange. A regional retail destination (West Towne Mall) and employment center (University Research Park) are just north of the Area. Dane County’s largest private employer, Epic Systems, is about 2.5 miles to the west of the Area, in Verona.

Exact Sciences, a provider of cancer prevention tests, has become the major employer within the Southwest Area—and a major success story for Madison and Dane County—with their facility between Schroeder Road and the Beltline. The property was the headquarters of Rayovac before the company changed its name to Spectrum Brands and constructed a new headquarters in Middleton. While there were inquiries about redeveloping the property into housing after Rayovac moved, the City maintained the employment use for the property. That enabled Exact’s acquisition of the property and its expansion in the Southwest Area. Without Exact Sciences’ growth there would be far fewer jobs in the Area.



Exact Sciences is a major employer in the Southwest Area.



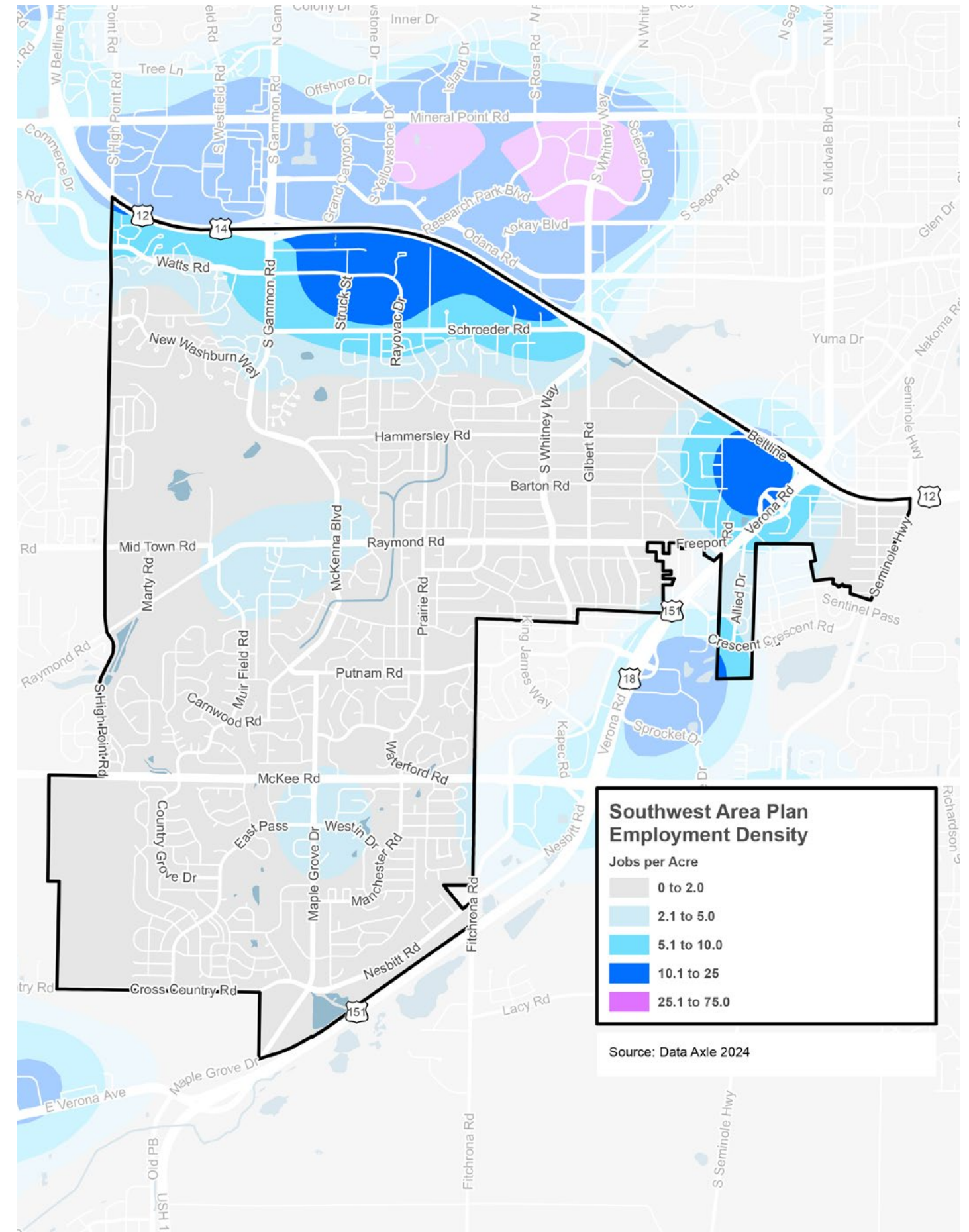
The City provided a grant to help Luna’s Groceries open in 2018 near Allied Drive, creating a place for groceries in a food desert that resulted after Cub Foods closed in 2012.

Madison has consistently invested in the economic development of the Southwest Area. Three prominent examples include:

1. Providing tax increment financing (TIF) assistance for Exact Sciences to repurpose and expand the former Rayovac headquarters, adding hundreds of jobs.
2. Purchasing the property at 1233 McKenna Boulevard and working with the Urban League of Greater Madison to set up the Southwest Employment Center, which offers a computer lab, job application assistance, community meeting space, and job readiness classes.
3. Providing a Healthy Retail Access Program grant of \$157,735 to assist in the opening of Luna’s Groceries in the Allied Drive area. Luna’s has addressed a food desert resulting from Cub Foods’ closure in 2012.

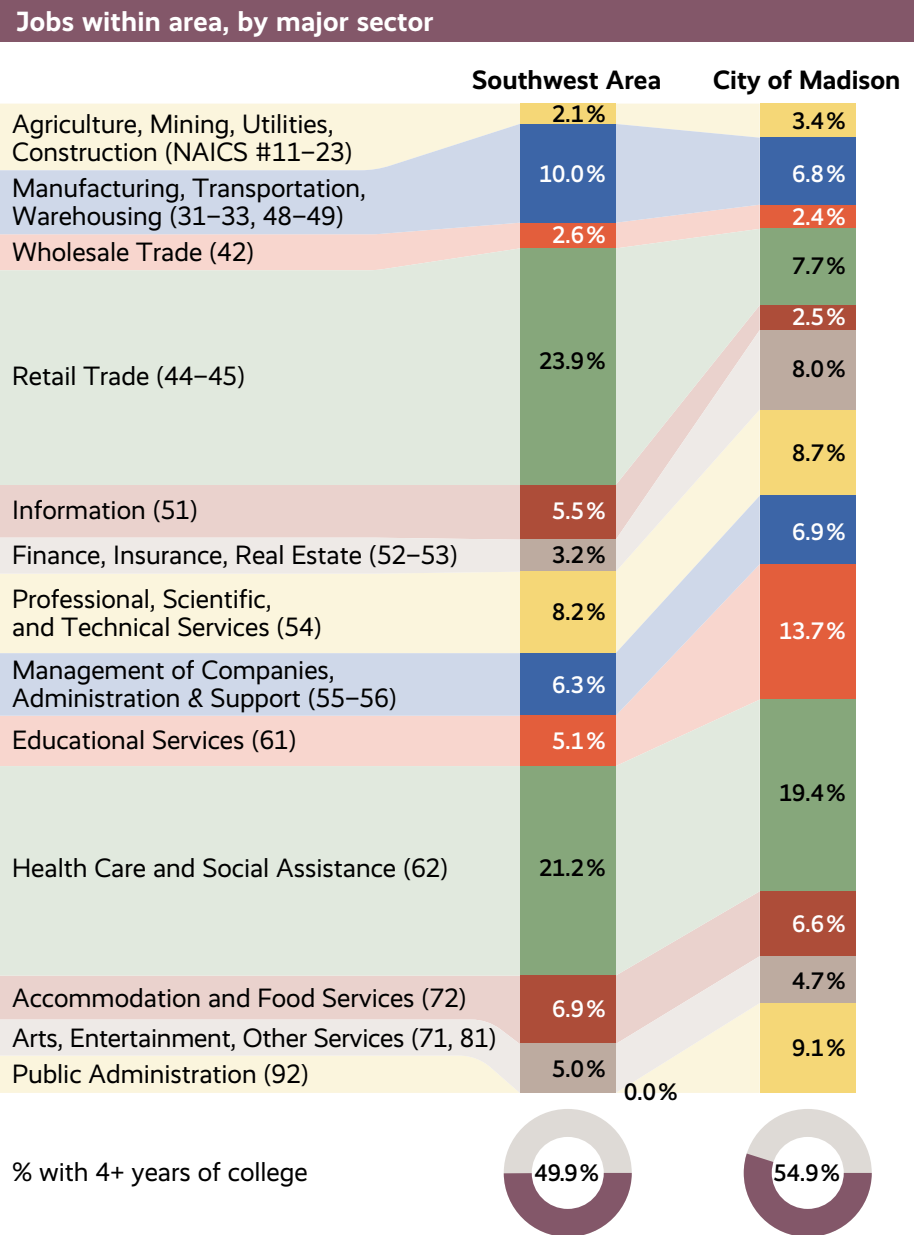
Office Development

Outside of Exact Sciences’ major investment in expanding the former Rayovac headquarters, there has not been any significant activity in the office market over the past 20+ years. Beyond some small office buildings scattered close to the Beltline between Whitney Way and Gammon Road, there is little office space within the Southwest Area.



What We Heard

1. Desire for more living wage jobs within the Area.
2. Desire for more neighborhood-scale mixed-use areas with small businesses and restaurants.
3. Need for more job training programs and employment options for entry-level workers.
4. Desire to expand options for youth employment, summer jobs, and business incubators to foster entrepreneurship.
5. Concern about grocery affordability in food deserts and predatory pricing at local corner stores.



Sources: Census On the Map 2021
ACS 5-year estimate (2023) table S1501

Seybold Road/Watts Road and Town of Middleton Islands

As Madison has expanded west (see the Annexation History map in the Introduction) there are two Town of Middleton “islands” along Seybold and Watts roads that have become surrounded by city development. Property owners in these islands may opt to annex to the City at any time to secure City services. Property remaining in the Town in 2042 will be absorbed into the City under a cooperative plan.

The Town areas lack infrastructure common to development in the city, like sidewalks, terrace trees, stormwater management, and water utility service. The City anticipates upgrading infrastructure in the area when properties join Madison.



Town of Middleton islands along Seybold and Watts Roads are shown above, with City of Madison land shaded white.

With its proximity to and visibility from the Beltline, the City envisions the area continuing to host employment and commercial development. Such uses along the Beltline will provide long-term employment opportunities for not only the Southwest Area, but the entire west side of the city as it continues to see rapid residential growth. Some of the buildings in the area are aging, which will likely lead to increasing interest in redevelopment. The density of development, especially for employment uses, should increase as properties redevelop. The City may opt to create a tax increment district in the area to support non-assessable infrastructure upgrades and/or to fill redevelopment financing gaps consistent with City tax increment finance policy.

Service and Retail Sector

While West Towne Mall attracts much of the retail and restaurant market with its variety of businesses, there are several stores in the Area that draw customers from around the West Side of Madison. Home Depot at the Verona Road–Beltline interchange is a major retail destination. Woodman’s, At Home, and Walmart near Watts and Gammon Road all attract shoppers from adjoining areas. Other retailers and restaurants are also clustered along the Beltline frontage due to visibility and easy access for both the region and the Area. There are a few small retail clusters in the Area, such as the Pick-n-Save and Walgreens at McKee and Maple Grove and Meadowood Center at Whitney and Raymond. While some of these areas are experiencing vacancies, they provide important neighborhood services and should maintain a meaningful commercial component even if redeveloped in the future. Neighborhood support of existing small retail/restaurant locations will both maintain the areas as desirable options for



Southwest Area retailers like Home Depot, Woodman’s, and Walmart attract shoppers from the West Side.



The Tuxedo Apartments at Schroeder Road and Whitney Way replaced a former restaurant.

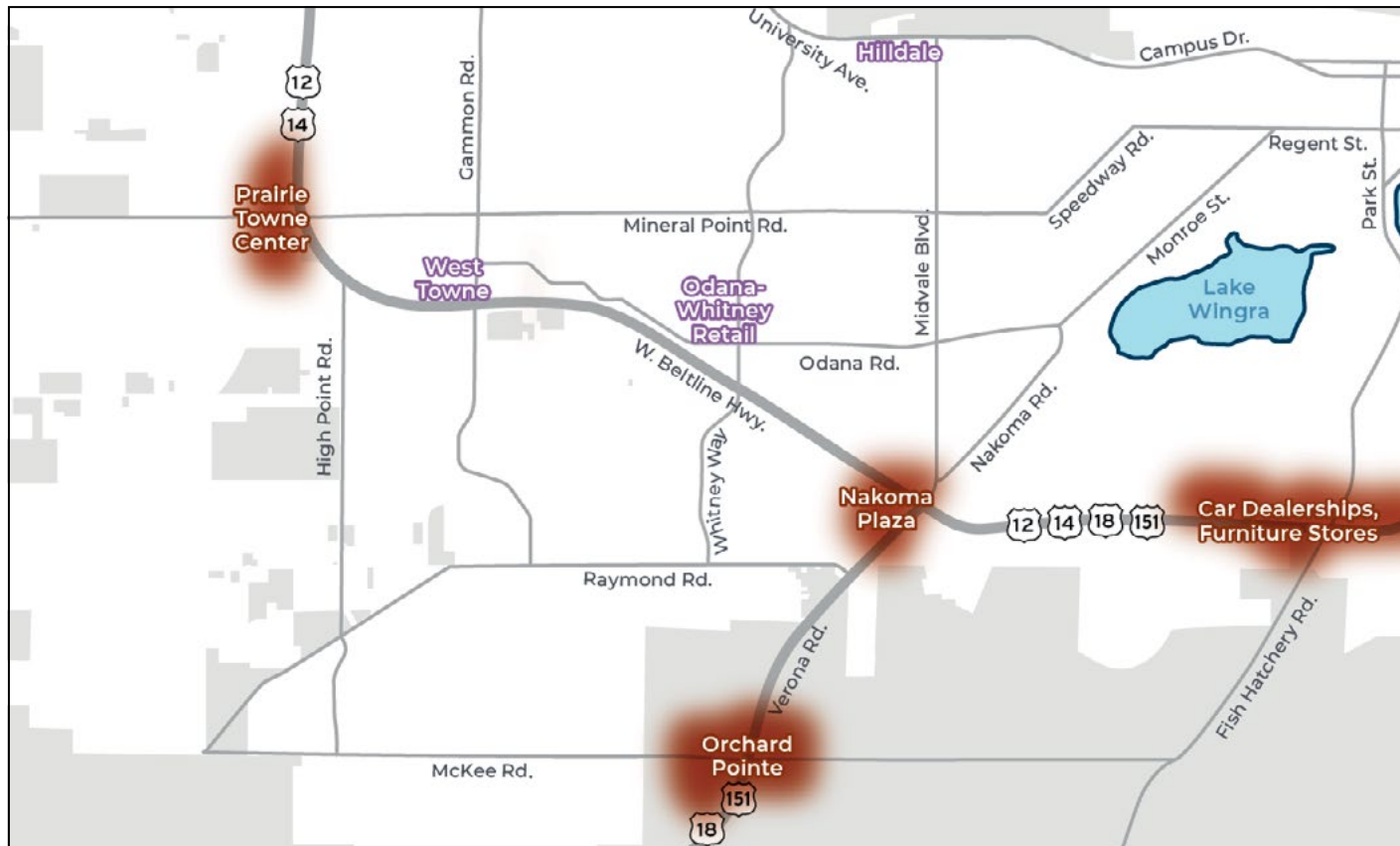
neighbors and show prospective businesses that they can be successful outside of the traditional highway frontage business locations within the Area.

Outside of some limited banking, insurance, and small medical establishments, there are few services located in the Southwest Area—larger clinics and other service hubs tend to be located in surrounding areas. Vitense is a major recreation/entertainment venue for the Area and beyond, and was cited by many residents as an amenity.

An emerging trend for the Area has been redevelopment of low-density restaurant properties into mid-rise apartments, such as The Tuxedo and Tailor Place Apartments at the east end of Schroeder Road.

Verona Road Commercial & Employment

This area provides an important retail destination for the Southwest Area and beyond. It also represents an employment hub in an area that otherwise lacks substantial job opportunities for the surrounding neighborhoods. The same features that make much of the area inappropriate for residential development, such as the proximity to and visibility from two major highways, make it an excellent location for continued retail and employment uses. As Dane County continues to grow to the southwest, the area’s locational advantages for these uses will only increase.



However, while regional auto access to the area is relatively easy, it is a challenge for residents to the east and west of the area to get to the area safely by walking, biking, and transit. Improved access from the east can only be solved

in cooperation with WisDOT, which is considering changes to the Beltline–Verona Road interchange with its Beltline Planning and Environment Linkages (PEL) study. Access from the west would likely only be improved if existing employers were to reconfigure or redevelop their sites. The City should work towards increasing local access to the area from the east and west while maintaining this regionally important retail/employment location to serve adjacent neighborhoods and the growing region.

WisDOT’s decisions on whether or how the Verona Road–Beltline interchange is reconfigured will have a major impact on businesses, residents, redevelopment, and land use to the east and west of Verona Road. See the Transportation chapter for more discussion on the City’s transportation goals for the area.

The City may opt to create a tax increment district in the area to support non-assessable infrastructure upgrades and/or to fill redevelopment financing gaps consistent with City tax increment finance policy.

Light Industrial/Manufacturing

There is very little light industrial/manufacturing within the Area. Much of what does exist is in the Town of Middleton, close to Seybold Road and Watts Road. Properties within that area may transfer to the City whenever they wish. Under a cooperative plan all Middleton Town islands remaining in the Southwest Area will become part of the City in 2042. The only other industrial/manufacturing within the Area is Sub-Zero and Brunzell Lumber, both just west of Home Depot, and County Materials along Verona Road.

Economy and Opportunity Initiatives

The City’s [Office of Business Resources \(OBR\)](#) helps businesses locate, open, and expand within the City by guiding businesses through permitting/approvals, providing guidance on financial and technical assistance programs from the City and other sources, providing demographic/community information to businesses, and more.

The City has a variety of [financial assistance programs](#) including: a building improvement grant, commercial ownership assistance, façade improvement grant, Kiva crowd-sourced loans to start or grow businesses.

The City also maintains a number of [tax increment districts \(TIDs\)](#) that can provide tax increment financing (TIF) assistance to locate or expand businesses in and around TIDs within Madison. Businesses seeking TIF assistance should review the City’s [TIF goals, objectives](#), and process for receiving assistance, as well as the [TIF underwriting policy](#). Each TIF-related project must demonstrate a financial need to be eligible for TIF assistance in compliance with City TIF Policy and State of Wisconsin TIF law. TIDs need development to increase property values to generate revenue for TIF expenditures from the corresponding increase in property taxes collected. TIF expenditures are limited by state law to specific types of capital costs, property purchases, and services. The City supports small businesses through “small cap” TIF loans. A small portion of TID #46 is within the Southwest Area.

The City coordinates with businesses when there are road construction projects impacting business corridors. Part of the coordination includes a partnership

Business Walk

The City, alongside a consultant and many volunteers, conducted a “[Business Walk](#)” in the Southwest Area. The walk visited 135 businesses across in the Area, asking a series of six questions. For the Southwest Area:

- 58% of respondents said that business is good or great, with 32% saying it was steady/fair.
- 48% cited community/customers as the #1 thing they liked about doing business in the area, followed by location at 35%.
- The top three things that could be done to improve business in the area were: better infrastructure/transportation (such as more Metro Transit service), creation of more affordable housing, and more access to capital/programs/education.
- 20% of businesses said that employees have difficulty getting to work.
- 83% said they do not plan to relocate, sell, or exit their business in the next five years.

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.

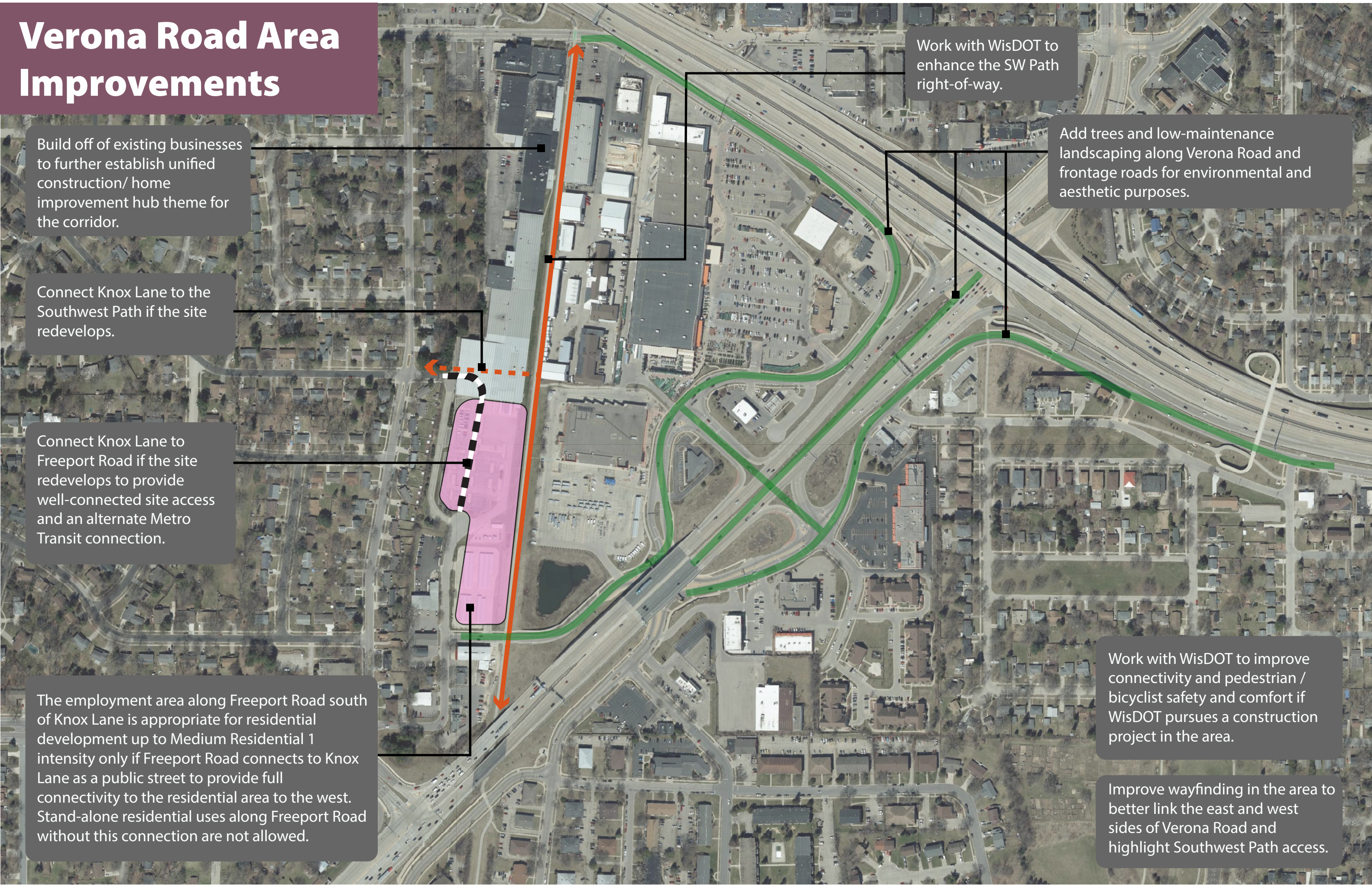
The employment area along Freeport Road south of Knox Lane is appropriate for residential development up to Medium Residential 1 intensity only if Freeport Road connects to Knox Lane as a public street to provide full connectivity to the residential area to the west. Stand-alone residential uses along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

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

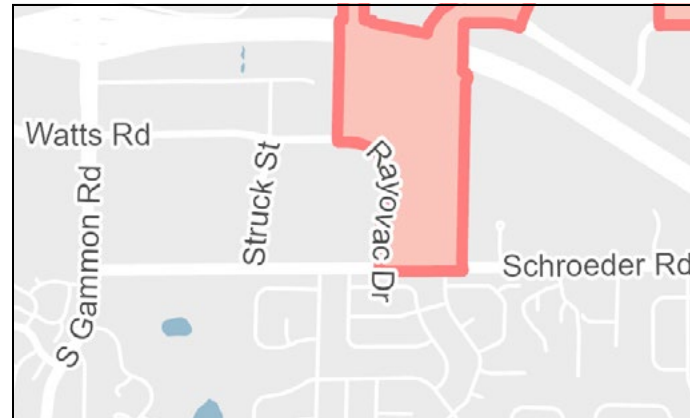
Add trees and low-maintenance landscaping along Verona Road and frontage roads for environmental and aesthetic purposes.

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.



with the Greater Madison Chamber of Commerce on producing a [Road Construction Survival Guide](#), with tips to prepare before construction begins, how to survive during construction, and how to move forward after a project is done.



Actions

1. Consistent with City [policy](#), create new tax increment districts (TIDs) to support development of businesses/employment and mixed-use redevelopment consistent with the GFLU Map.
 - a. 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.
 - b. As Town of Middleton properties in the Seybold/ Watts area transfer to the City for redevelopment, work with TIF staff to discuss amendment(s) to TID boundaries and project plans to assist with non-assessable infrastructure improvements and other necessary investments into former Town areas.
2. 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, specifically the two large business areas along the Beltline (also see Land Use Action #7).
3. Evaluate the prospects for the City to land bank underutilized and/or vacant commercial properties if business vacancies continue or increase.
4. Explore options for adding public wi-fi in parks located in Community Action Strategy Areas in the Southwest Area as a pilot project to provide easily accessible internet service to those who cannot otherwise afford home service for necessities like homework (see the map in the Community Action Strategy chapter).



Partnerships

- A. Work with the employment training service agencies and current operator Urban League (ULGM) to expand job training and other programming in the City-owned, ULGM-managed building at 1233 McKenna Boulevard.
- B. Facilitate a conversation with Southwest Area non-profits and service-providing agencies to determine the demand for, and feasibility of, a “hub” building for community service providers in the Allied Drive area to consolidate available services in one location.
- C. Support non-profit organizations or others interested in starting a service business incubator in the Verona Road/ Beltline commercial area.
- D. Explore partnerships with the Verona Road Business Coalition to support existing businesses and establishing new businesses in the Verona Road/ Beltline commercial area.
- E. Collaborate with Satellite Family Child Care at Reach Dane to expand the number of regulated family child care providers, with the goal of increasing access to high-quality, home-based early childhood education. The City of

Madison currently contracts with Satellite to provide accreditation, training and support services to family child care programs.

- F. Engage the YoungStar Connect to provide technical assistance and capacity-building support for regulated providers, ensuring they meet eligibility requirements for Get Kids Ready state funding. This funding can be used by child care providers who serve four year old children who would be eligible for 4K enrollment in MMSD.

Culture and Character



The Meadowood Neighborhood Center.

Comprehensive Plan Goals

This Plan aims to advance the following goals from the Comprehensive Plan:

- Madison will be a vibrant and creative city that values and builds upon its cultural and historic assets.
- Madison will have a unique character and strong sense of place in its neighborhoods and the city as a whole.

Culture and Character centers on the value of community identity, welcoming public spaces, and preserving historic and special places. Residents in the Southwest Area expressed strong connections to local parks and places like neighborhood centers. However, they also highlighted challenges around equitable access to cultural amenities and gathering spaces. Feedback emphasized the importance of public art and inclusive spaces for cultural expression and connection. Actions in this chapter aim to increase public art, support inclusive placemaking, and create more accessible and welcoming public spaces.

The Area’s cultural assets play an important role in shaping neighborhoods. These include religious institutions, schools, businesses, and other community gathering places. Good Shepherd Lutheran Church, Meadowood Health Partnership, Madison Public Library–Meadowridge, and the Southwest Madison Employment Center are just a few examples of valued places in the Southwest Area. Parks also contribute to the Area’s cultural life by hosting events and traditions that bring residents together. Elver Park, for example, has long been a central gathering place. Once home to community fireworks, it is now host to events such as WestFest and Parks Alive that continue to celebrate the Area’s diversity, pride, and shared spirit. Implementation of Plan recommendations related to public art and placemaking should emphasize the Southwest Area’s cultural diversity and focus on bringing people of all ages and backgrounds together.

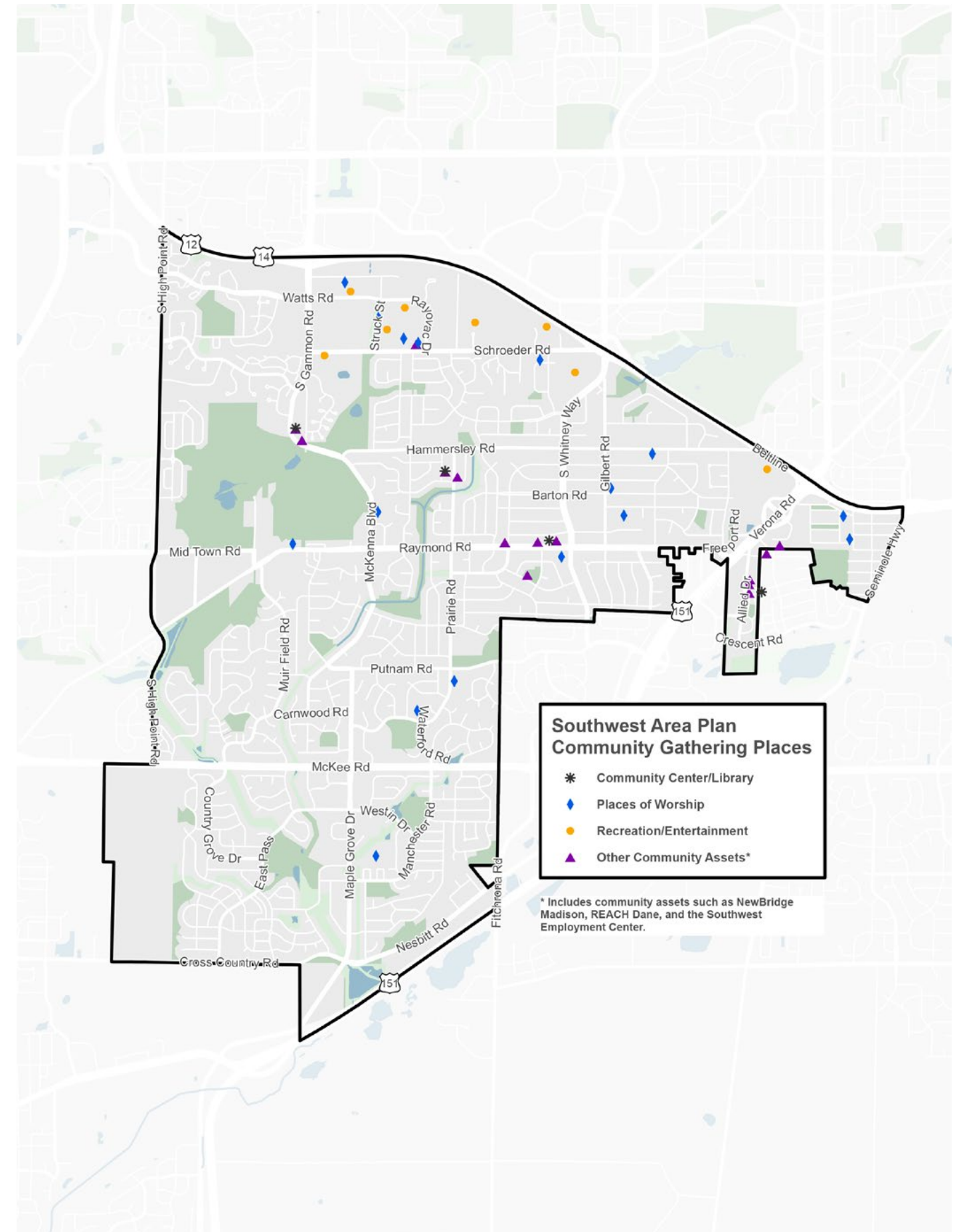
Urban Design

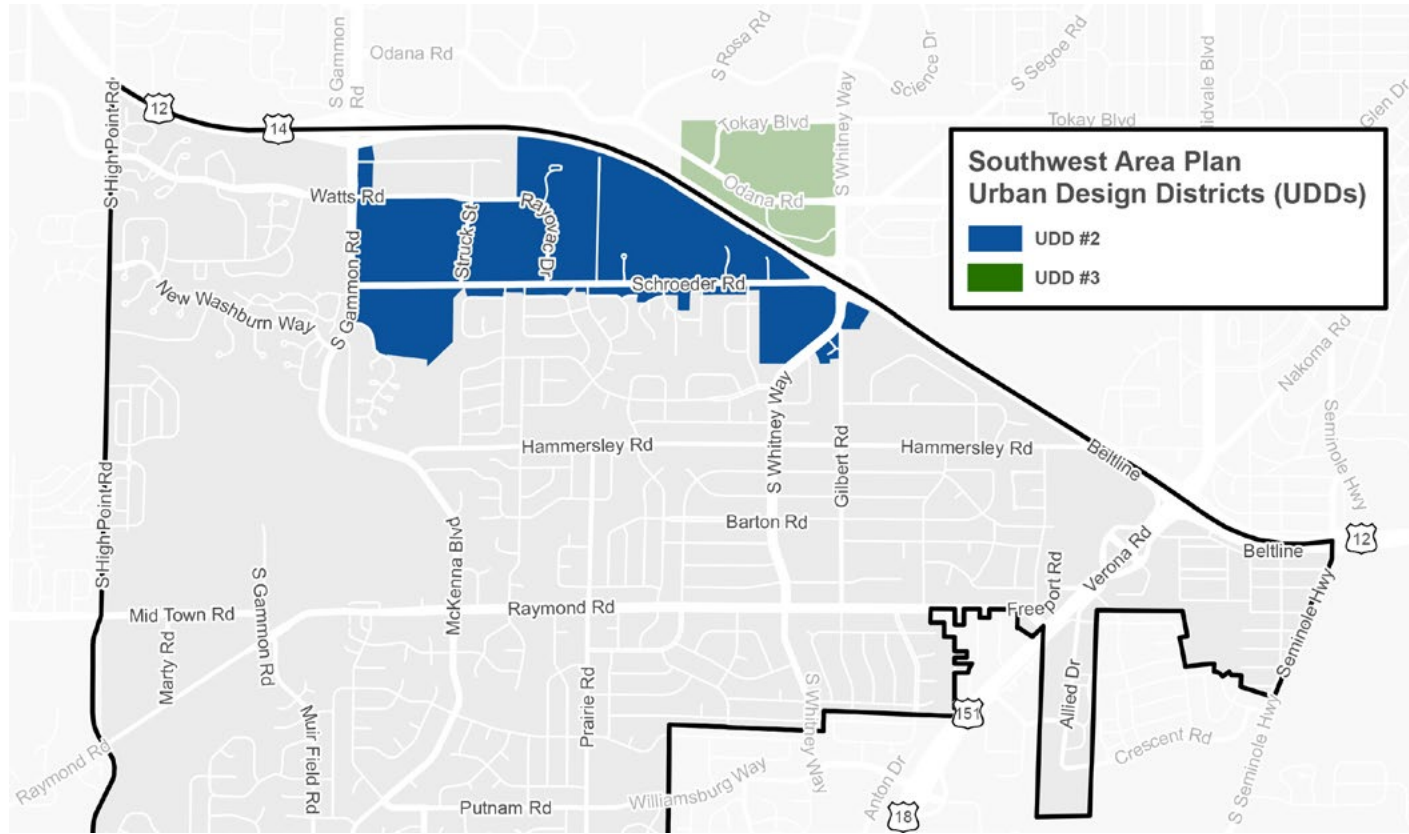
Urban design plays a key role in creating vibrant places. The City’s [Urban Design Code](#) is one tool that helps ensure a high quality, well-designed built environment within certain areas of the city. Urban Design Districts (UDDs) establish requirements and guidelines for new development and additions to existing buildings. The requirements and guidelines generally address building design (height, setbacks, stepbacks), quality and design of exterior materials and architectural detailing, lighting, and signage. They also address the design of private open space, landscaping, and screening. Urban design remains important outside of established districts, especially for existing and planned walkable mixed-use areas, such as the “Commercial Core” areas established in the Land Use chapter.

There is one UDD in the Southwest Area. UDD #2 is located along Schroeder Road, generally from South Gammon Road to Gilbert Road (see the Urban Design Districts map). This Plan recommends evaluating the UDD #2 boundary and standards to focus on guiding redevelopment in a smaller area at the intersection of a realigned Schroeder Road and Whitney Way as part of the citywide



WestFest is held annually at Elver Park.





What We Heard

1. Desire for more public art and arts programming, with an emphasis on reflecting the Southwest Area's cultural diversity.
2. Need for community gathering spaces and more culturally responsive programming and services. Examples include a focus on language immersion, gatherings for people of all ages, and community gardens with accessible/raised beds that are close to renters.

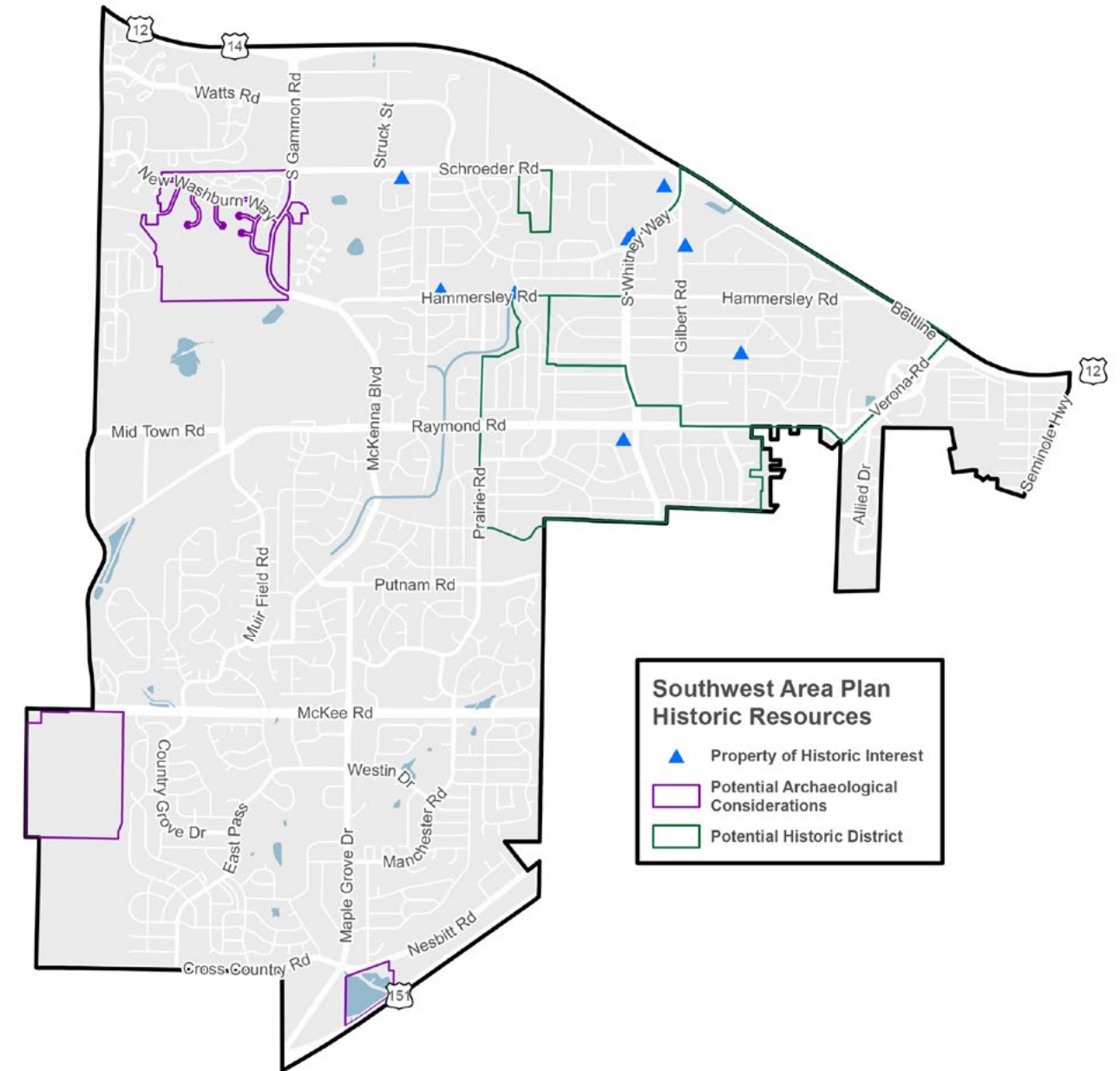
Urban Design Code Update Project. The realigned Schroeder Road is designated as a future Commercial Core area.

Historic Resources

The Southwest Area includes places that reflect the community's history and identity. Recognizing and preserving these historic resources helps maintain a sense of place and connection to the past as the area continues to grow and change. There are no City of Madison landmarks or properties listed in the National Register of Historic Places within the Southwest Area. This Plan lists properties of potential architectural or historic significance and outlines the process if a property owner wishes to pursue designation (see the Historic Resources Map and Historic Resources Review in the Appendix for further details). There are also archaeological sites in the Area, with most relating to early Native American history. These sites are or were mound locations, which are culturally significant human burial sites. These sites may require additional review and consultation with the Ho-Chunk Nation and Office of the State Archaeologist during a development process. The archaeological sites could also be eligible for local or federal historic designation.

Culture and Character Initiatives

- The Madison Arts Commission (MAC) administers a number of programs supporting public art, such as [Art in Public Places](#), [Arts Grants](#), [BLINK temporary art projects](#), and the [Utility Box Program](#). The Southwest Area has benefited from investments in public art, such as the murals that are along the rear façade of the Meadowood Shopping Center.
- [Percent for Art](#): A City ordinance that dedicates 1% of certain public project budgets greater than or equal to \$5 million toward public art investment.



Denouncing Historical Racial Deed Restrictions

Many communities across the U.S., including in Wisconsin, carry the legacy of racially restrictive covenants (“deed restrictions”) that barred people of certain races or ethnicities from owning or occupying property. While such restrictions are legally unenforceable today, their presence in property records remain a barrier to inclusion. There are several properties identified in [Dane County’s Prejudice in Places Project](#) in the Southwest Area. The project mapped the properties that contain these covenants. Property owners can see if their home is impacted and learn how to file a “Discharge and Release of Discriminatory Restriction” form to help work towards an inclusive and equitable future where all residents feel welcome.

Depending on the budget and funding sources, the planned Raymond Road realignment in 2030 may have a Percent for Art component.

- [Madison is Music](#): A City effort to strengthen the live music industry and cultural economy in the Greater Madison area with a focus on equity, tourism and economic impact.
- [Historic Preservation Plan](#): A strategic plan adopted in 2020 by the City to integrate historic preservation into policy, land use, zoning, and inclusive heritage recognition.
- [Local historic districts](#) and [local landmarks](#): Programs under Madison’s historic preservation framework that designate and protect areas and structures of historic and cultural significance. While there are no local districts or landmarks in the Area the Appendix lists potentially eligible properties and areas that could be nominated if there is resident interest.
- [Neighborhood Grant Program](#): A City grant program that funds small community-led projects to beautify public spaces, build leadership capacity, and foster neighborhood gatherings.

Actions

1. Integrate public art into upcoming public infrastructure projects, including Sidewalk Poetry and Utility Box Art Wraps along bike paths and gateway corridors. Upcoming public infrastructure projects include the extension of High Point Road and new segment of Raymond Road.
2. Establish placemaking that builds neighborhood identity and pride through signage, landscaping, public art, and community storytelling projects. Possible locations include underpasses of the Beltline at Verona Road and Struck Street, bus shelters in Allied, Meadowood Neighborhood Center, Theresa Terrace Neighborhood Center, and in parks.
3. As part of the citywide Urban Design Code update, evaluate whether the boundary and standards for UDD #2 should be updated to focus on guiding redevelopment at Schroeder Road and Whitney Way.
4. Inform owners of properties of historic interest identified in this Plan of potential eligibility to have their property listed in the National Register of Historic Places and/or as a Madison Landmark, and the benefits of those designations. See the Properties of Historic Interest table in the Appendix.

Partnerships

- A. Partner with local businesses and organizations such as MSCR and the Southwest Employment Center to support year-round arts and culture programming in public spaces and parks such as Elver, Allied, and Marlborough Parks. Include a focus on youth engagement and community-led events that bring residents together and affirm the area’s diverse cultural strengths.
- B. Work with residents, neighborhood groups, Madison Arts, Fitchburg, and non-profit organizations to activate parks and other community spaces in Allied, Britta Park, Park Edge, Hammersley/Theresa, and Meadowood areas with musical performances, community meals, arts activities, and recreation.

Green and Resilient

Components of a green and resilient city include park spaces, tree canopy, stormwater systems, water quality, and urban agriculture. Broader sustainability topics such as renewable energy and energy-efficient building practices remain important, but are handled at the citywide scale through the Comprehensive Plan and Sustainability Plan. This Plan focuses on the elements that are most relevant to the Southwest Area.

Parks

The Area is home to a robust and diverse system of parks, open spaces, and natural areas that serve residents across the city. With a total of 645 acres in 31 parks, the Southwest Area provides significant access to recreation, nature, playgrounds, sports fields, walking paths, and public gathering spaces. There is approximately 17.5 acres of city parkland per 1,000 residents, which is close to the citywide ratio of 19.8 acres per 1,000 residents. Though not included in the calculations, Dane County’s Ice Age Junction Natural Resource Area and Badger Prairie County Park are adjacent to the Southwest Area and provide further greenspaces to area residents. 91% of households are within a quarter mile of a City park. The biggest gap in coverage is around Toki and Orchard Ridge schools, which have a large MMSD-owned greenspace. Elver Park, the city’s largest community park, is a major regional asset that draws users from across Madison and beyond. Neighborhood and mini parks offer play areas, courts, small fields, and flexible spaces that support daily activity close to home.

While the variety of amenities in the Southwest Area’s parks are valued by residents, continued investments will be needed to keep pace with the growing population and changing recreational preferences. Elver Park offers a splash pad, disc golf course, sports fields, and year-round recreation such as cross-country skiing and sledding, drawing users from across the city. Mini and neighborhood parks in the Area primarily serve nearby residents through a variety of amenities, such as community gardens, basketball courts, and sport fields. Future park improvements, such as new playgrounds, shelters, and trails, are guided by Park Development Plans (for mini and neighborhood parks) and Master Plans (for community parks), which are typically updated every 10 years.

While this Plan contains general actions for Elver Park, more specific improvements will be determined as part of a master plan scheduled to start in 2027.

Comprehensive Plan Goals

This Plan aims to advance the following goals from the Comprehensive Plan:

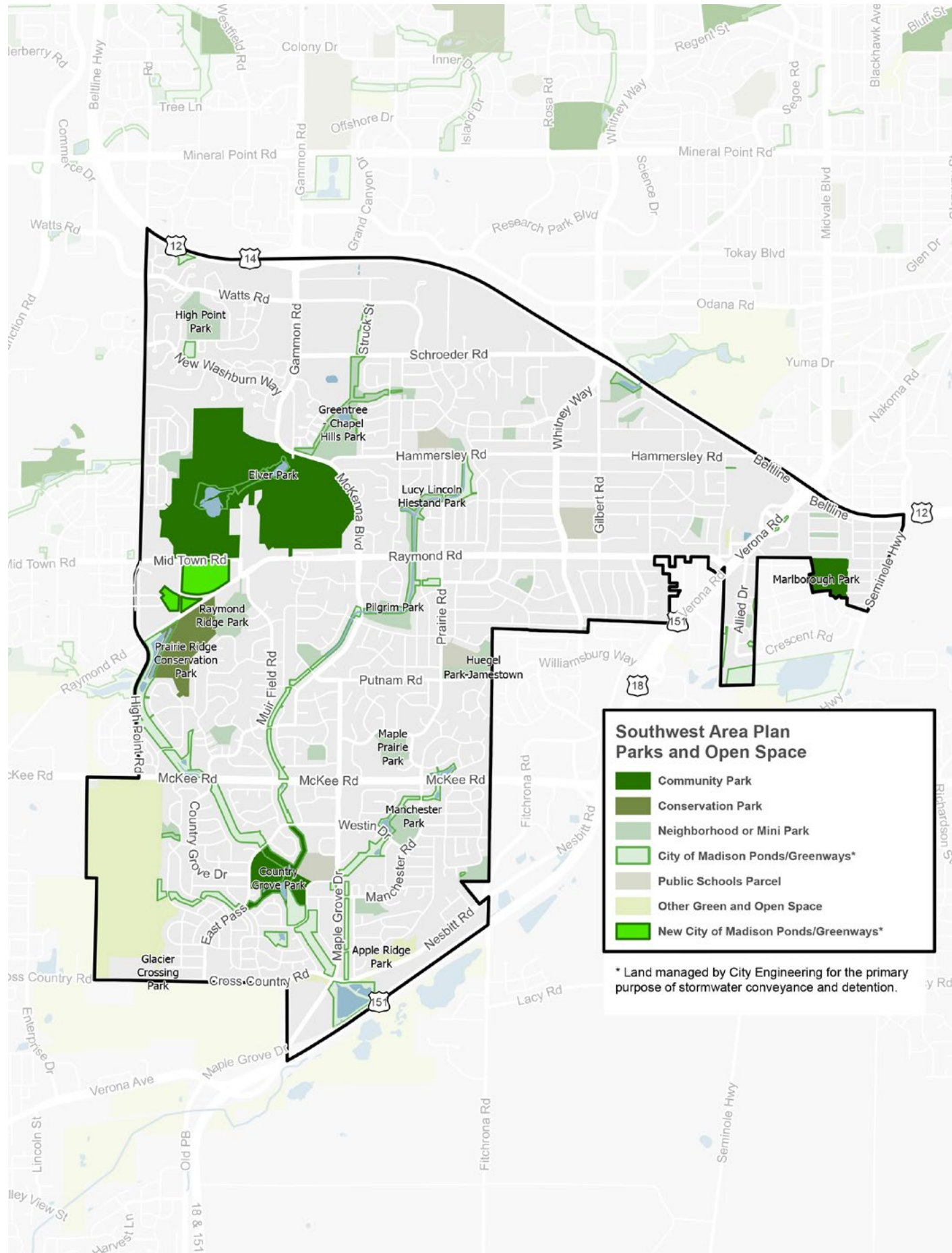
- Madison will be a leader in stewardship of our land, air, and water resources.
- Madison will have a model park and open space system that preserves our significant natural features and offers spaces for recreation and bringing residents together.



The Ice Age Trail Junction Natural Resource Area is a Dane County open space along the western edge of the Southwest Area.



Elver Park is the largest park in the city. 40 more acres were recently added to the park along its southern edge.



Greenways



There are several greenways that run through the Area, like this one close to the Schroeder Road–Struck Street intersection.

The Southwest Area is largely built out, but a new addition to the system of stormwater ponds and greenways is planned. The new stormwater ponds are located along Marty Road and Raymond Road to relieve pressure on drainage systems, manage runoff from planned development areas, and improve water quality. These facilities are paired with new and extended greenways that create continuous open space connections through the area. The new greenways will channel stormwater toward regional ponds while also connecting wildlife habitat and providing opportunities for passive recreation.

Trees and Canopy Coverage

Tree canopy across the Southwest Area is unevenly distributed, with older residential neighborhoods and major parks offering the strongest coverage. Many of the commercial corridors, employment areas, and arterial streets—including segments of Gammon Road, High Point Road, Raymond Road, and the Beltline frontage—have very limited tree canopy. Multifamily housing clusters also tend to have fewer trees, which can reduce shade, cooling, and overall livability for residents. Land south of McKee Road has newer development with recently planted trees and therefore less canopy coverage. These areas contribute to localized heat island effects and uncomfortable walking environments. Trees can also reduce stormwater runoff, save energy by reducing air conditioning costs, and improve air quality.

Stormwater Management and Flood Reduction

The Southwest Area contains all or part of six watershed study boundaries: Upper Badger Mill Creek, East Badger Mill Creek, Dunn’s Marsh, Wingra West, Greentree/McKenna, and Spring Harbor. Each area has different levels of flood

Types of Parks

A **mini park** is a small park (generally < 5 acres) with limited recreational amenities that serves the immediate surrounding area.

A **neighborhood park** is generally 5+ acres and serves as the recreational focus of the neighborhood, with more recreational amenities than a mini park.

A **community park** is usually 20+ acres that is designed to serve/attract residents from beyond the surrounding neighborhood.

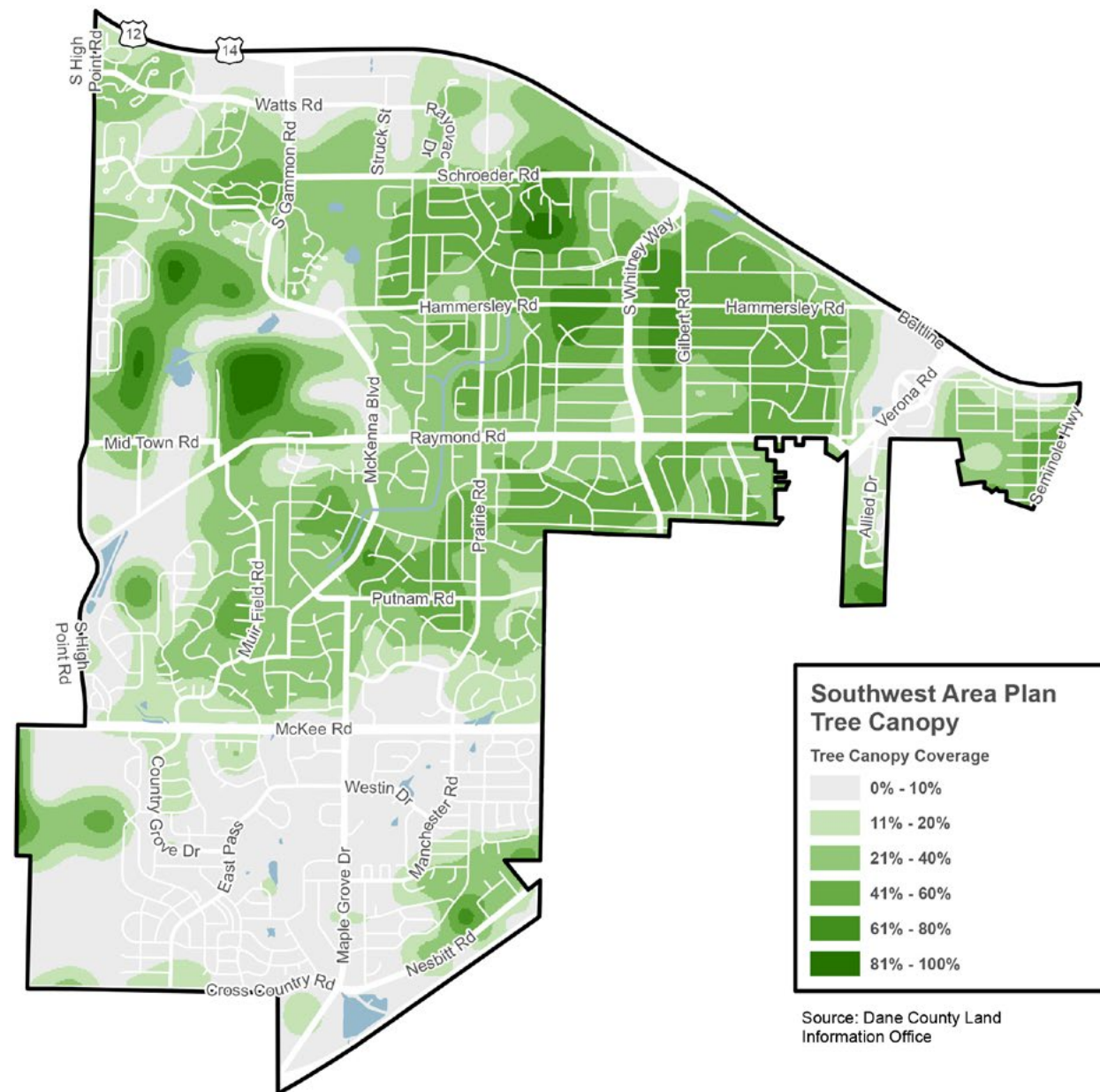
A **conservation park** is primarily managed to preserve Madison’s native landscapes, plants, and animal populations for the careful use and enjoyment of visitors.

Type of Park	# of Parks	Acres in Southwest Area
Mini Parks	14	40
Neighborhood Parks	13	181
Community Parks	3	348
Conservation Parks	1	49
Open Space/ Not Classified	3	28
Total	34	645

Source: Madison Parks Division



Sunridge Park.



risk, with the highest chances concentrated along perennial and intermittent streams, stormwater ponds, and within low-lying greenways. Flooding challenges are present near Dunn's Marsh, adjacent to part of the East Badger Mill Creek greenway, and some low-lying areas adjacent to major roads such as McKee Road and Whitney Way. Surrounding commercial centers, large parking lots, and multifamily housing clusters sometimes border these vulnerable zones and may face periodic flooding or water pooling, especially where impervious surfaces overwhelm aging infrastructure. In contrast, many residential neighborhoods built on higher ground have lower flood risk and benefit from more defined drainage patterns. The Watershed Study Flood Risk map illustrates flood risk for a storm that has a 1% chance of occurring in a given year. It shows anticipated water depth for areas likely to flood during such a storm.

The City updated its stormwater management ordinance in 2020. Combined with watershed studies, the ordinance will help improve surface water quality.

Urban Agriculture

There are several community gardens in the Area, such as the gardens at Meadowood Baptist Church along Prairie Road. Other gardens are maintained through community group partnerships with the City's Parks Division, such as Marlborough Park. The Parks Division contracts with Rooted, a local non-profit, to coordinate requests for additional community garden spaces, but does not manage community gardens. Once Rooted determines there is enough demand for new garden spaces, it works with the Parks Division to identify appropriate locations.

Green and Resilient Initiatives

The City's [2025–2030 Park & Open Space Plan](#) (POSP) outlines how Madison will manage, invest in, and expand its parks and open spaces over the next five years. The POSP provides a framework for updating Park Development Plans and park Master Plans.

The City's [Sustainability Plan](#) provides a framework for advancing resilient, equitable, and environmentally responsible growth. Its high-level goals include supporting compact development, reducing emissions through sustainable transportation, protecting natural resources, and expanding green infrastructure.

Actions

Parks

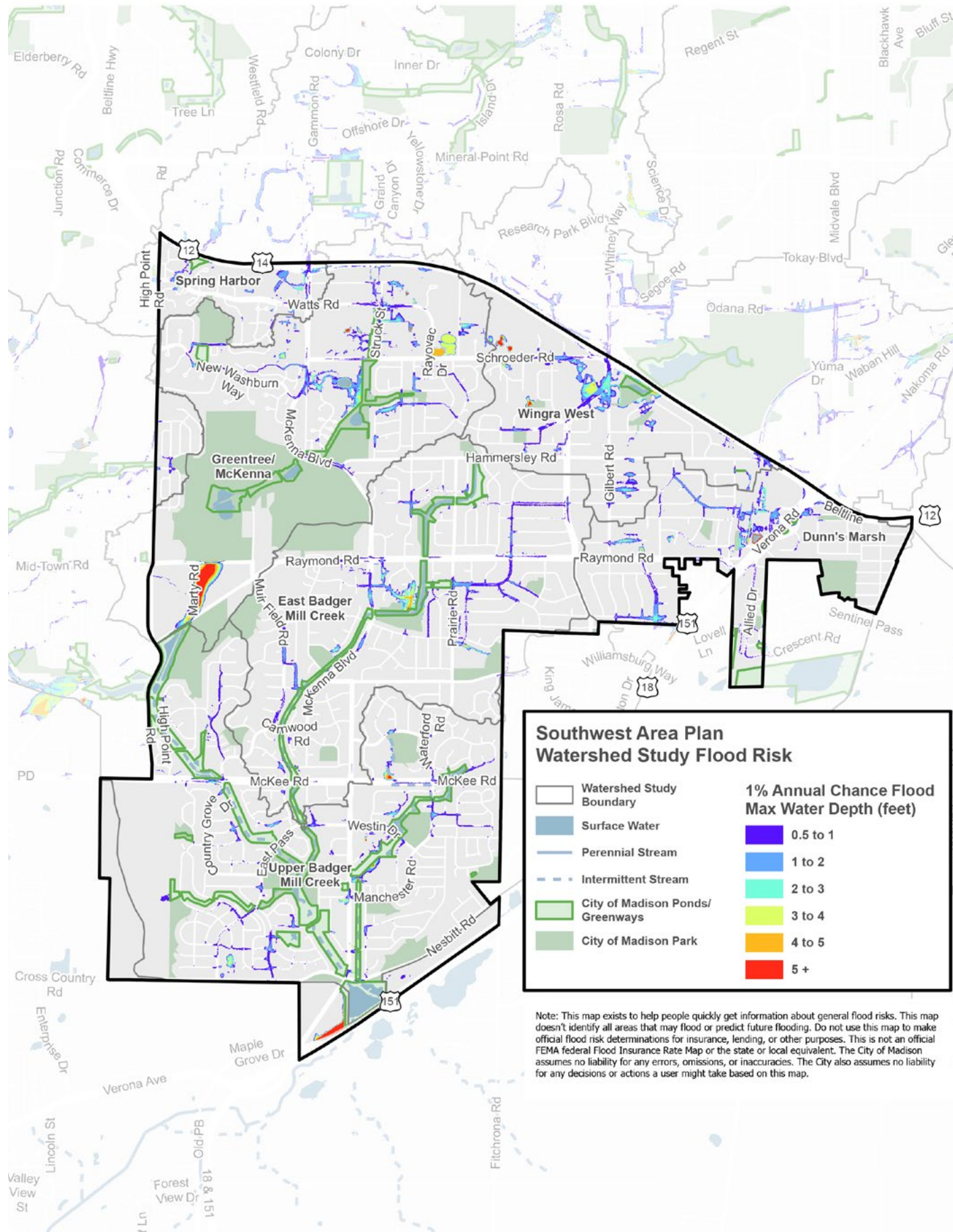
1. Prepare an updated Master Plan for Elver Park that incorporates the recently acquired Park expansion area along Raymond Road:
 - a. Provide a second entrance to Elver Park for better access from Raymond Road and/or Mid Town Road.
 - b. Create a comprehensive park signage system that enhances wayfinding and path identification while prioritizing accessible routes.
 - c. Develop shared-use paths connecting High Point Road and Raymond Road through to Elver Park, aligning with existing and planned infrastructure while minimizing impacts on existing recreational uses (conceptual

What We Heard

- Appreciation for natural spaces and trails.
- Desire for:
 - Expanding Elver Park.
 - More recreational amenities (courts, fields) and park amenities (bathrooms, seating) for all ages.
 - New paths and better pedestrian and bicycle connectivity to and through parks and green spaces.
 - Arts and inclusive cultural programming and events at parks.



Prairie Hill Community Garden.



locations are shown on the Shared-Use Path & Bicycle Network map in the Transportation chapter).

- d. Determine the optimal layout for multi-use athletic fields and other park amenities within the expansion area.
2. Complete individual Park Development Plans for the 30 mini and neighborhood parks within the Area to enhance recreation opportunities in Southwest Area parks.
3. Implement the recommendations of the adopted 2025–2030 Park & Open Space Plan by providing amenities such as biking facilities, pickleball, volleyball, soccer, futsal, and other field sports where appropriate. Specific locations for the future improvements shall be determined by using an area-wide approach to best serve the needs of residents and ensure an equitable distribution of amenities.
4. Develop Country Grove Park per the adopted park master plan. The future improvements include recreational biking facilities, sport courts and improved community gathering spaces.
5. Develop a Master Plan for Marlborough Park that addresses the current and future needs of the surrounding community and park visitors.
6. Provide greater park access by developing [Safe Streets](#) through neighborhoods to nearby parks, aiming for all residents to live within a 10-minute walk of a park.

Trees and Canopy Coverage

7. Evaluate stormwater utility parcels, such as Manchester Greenway, for vegetation and ecological restoration consistent with the Stormwater Utility Vegetation Management Plan.

Stormwater Management and Flood Reduction

8. Evaluate the feasibility of including a public access trail to the planned stormwater pond along Marty Road.
9. Implement recommendations included in the City's watershed studies in the Southwest Area to mitigate flooding and create a more resilient stormwater management system.

Partnerships

- A. Collaborate with the City of Fitchburg to:
 - i. Provide a connection between Allied Park and Belmar Hills Park.
 - ii. Construct a Belmar Hills Park restroom that serves both Allied and Belmar Hills parks.
 - iii. Construct a sidewalk along the western side of Marlborough Park to enhance connectivity and safe park access.
- B. Collaborate with Dane County Parks, the Ice Age Trail Alliance, and the City and Town of Verona to provide east-west pedestrian access through the Ice Age Trail Junction Natural Resource Area, ideally from the end of Ineichen Dr., along the north side of Reddan Soccer Park, to Ice Age Drive.
- C. Work with Dane County to enhance access to Badger Prairie County Park from the north for pedestrians, bicyclists, and potentially drivers through the addition of a parking lot across from Stonebridge Drive or East Pass.
- D. Support community groups, such as Rooted, to create additional community gardens, especially in proximity to concentrations of multifamily housing (see the Urban Agriculture section earlier in this chapter).

Effective Government

Comprehensive Plan Goals

This Plan aims to advance the following goals from the Comprehensive Plan:

- Madison will have efficient and reliable public utilities, facilities, and services that support all residents.
- Madison will collaborate with other governmental and non-governmental entities to improve efficiency and achieve shared goals.

Most of the land in the Southwest Area has been developed. With that has come the full complement of City services, such as police and fire protection, utilities, waste management, snow removal, and libraries. The City will continue to provide a full range of services to neighborhoods, including Town properties attaching to Madison in the future. The City will continue reviewing and improving where its facilities are located. This will help balance service delivery with long-term operating costs and the needs of a changing population. The Southwest Area is beginning to see some redevelopment of low-density commercial areas into higher intensity mixed-use or residential buildings, which often results in changing demands for City services and infrastructure. This can mean a different set of services are needed, like parks, pedestrian improvements, and bicycle improvements.

Maximizing the efficiency of facilities and services can best be achieved through coordination among City agencies and potentially with other municipalities.



Well 20 serves part of the Southwest Area.

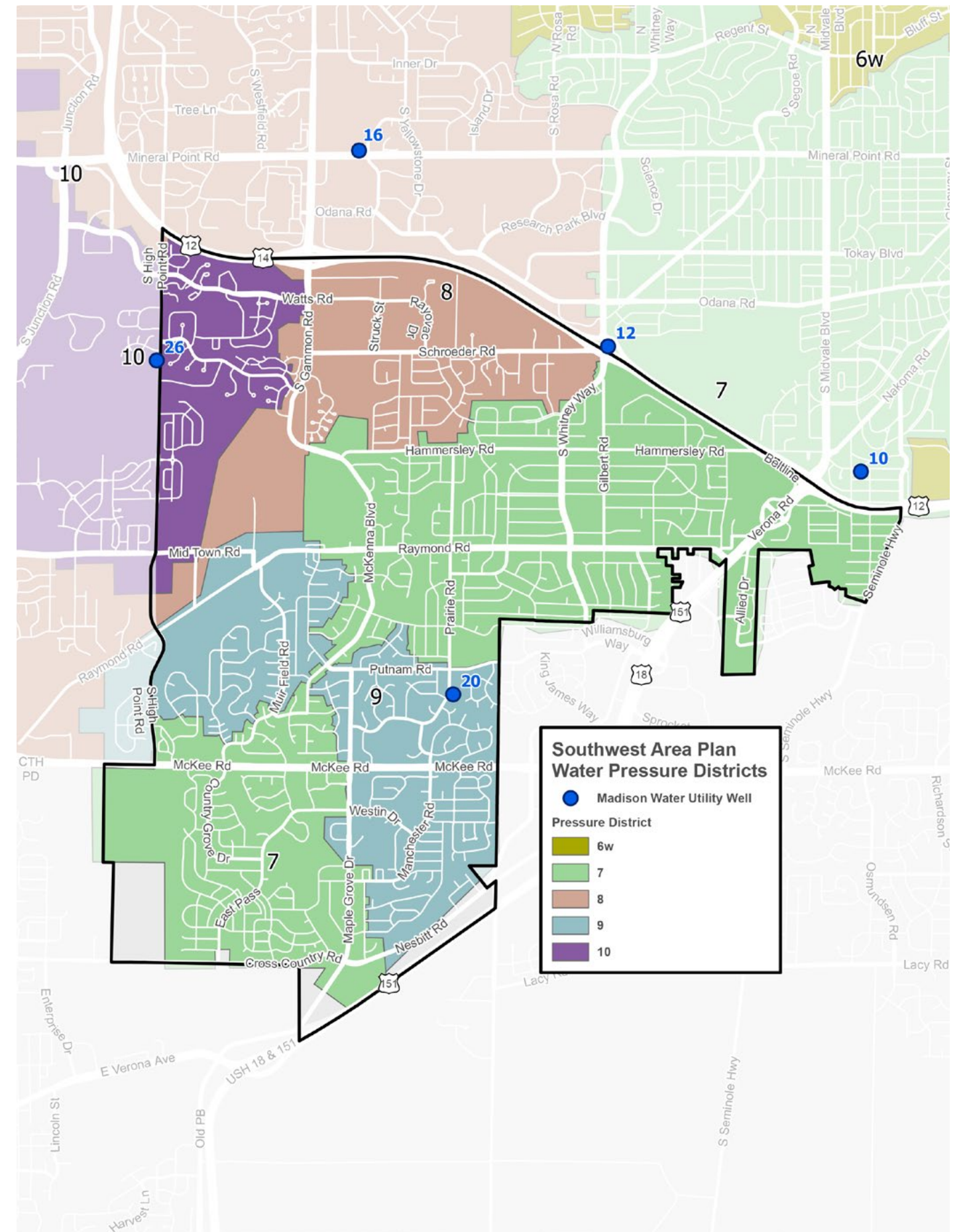
Water

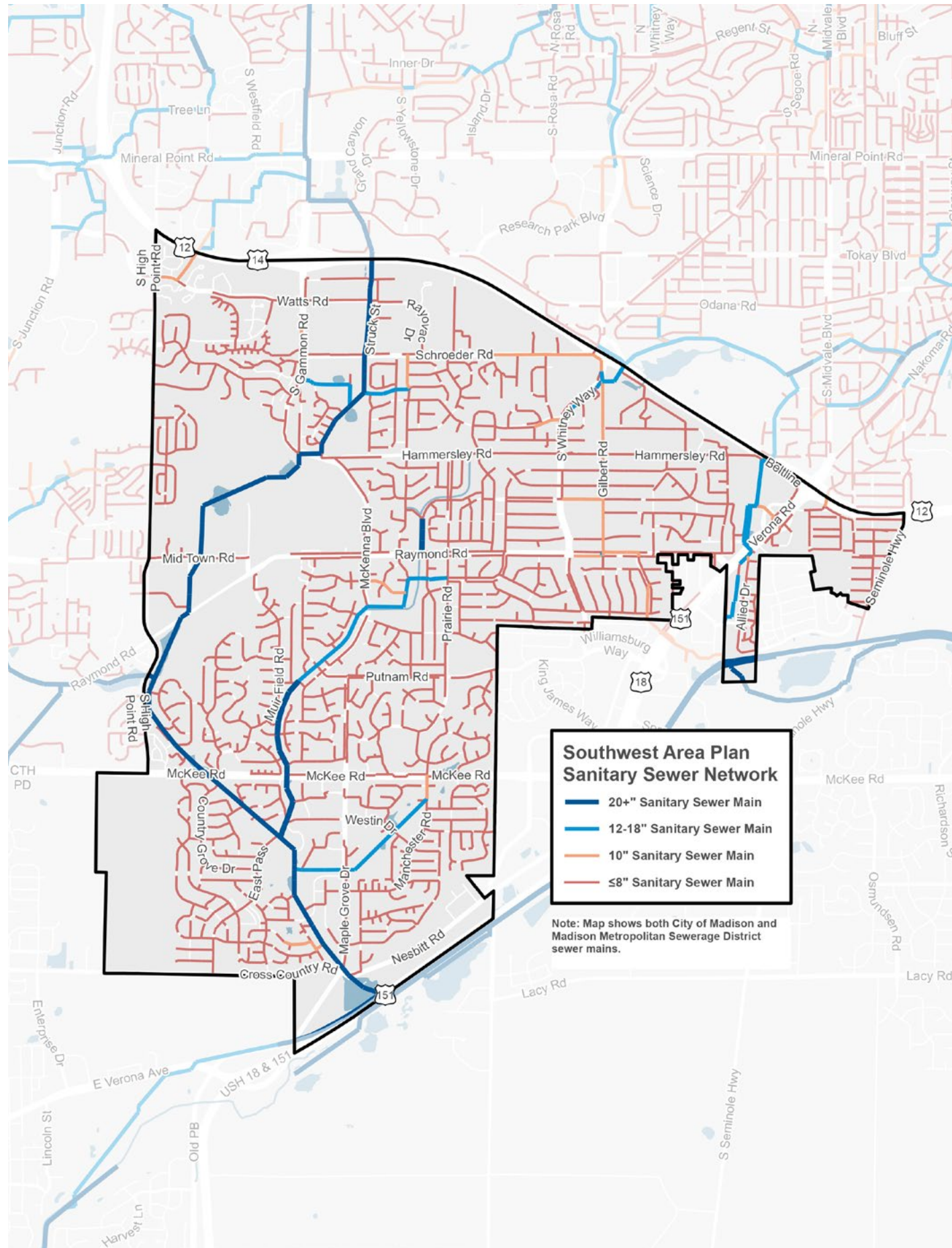
The Madison Water Utility works to ensure safe access to drinking water through wells, reservoirs, pump stations, and a network of underground pipes. The Southwest Area's drinking water comes from Wells 12, 20, and 26. There are no ongoing groundwater quality challenges associated with these wells. The Southwest Area has relatively few sources of groundwater contamination, according to the Wisconsin Department of Natural Resources' Remediation and Redevelopment Database. This is especially true when compared to older parts of the city and areas with more of an industrial history. Key infrastructure improvements, such as building a new well to serve the western part of the Southwest Area, will help connect water service regions and improve water pressure and supply options (see Water Pressure Districts Map).

service regions and improve water pressure and supply options (see Water Pressure Districts Map).

Sanitary Sewer

Residential development typically uses more water than other types of land uses and therefore creates increased flows in sanitary sewer mains. In some cases, this can require upsizing sanitary sewer mains to accommodate redevelopment (see the Sanitary Sewer Network Map). Upsizing of sanitary sewer mains is most likely needed for redeveloping properties served by eight-inch diameter mains, which are generally the City's smallest diameter mains. Whenever possible, these water and sewer upgrades should be coordinated with road construction projects to reduce costs and minimize disruption. Additional adjustments to services will likely be needed in the future as the Southwest Area, and the city, continue to grow.





Meadowridge Library

The Meadowridge Library on Raymond Road was noted in public feedback as an asset to the Southwest Area. The Library would like to expand services within and to the west of the Southwest Area to meet the needs of this growing part of Madison. The location in the Meadowood Shopping Center is one of three libraries in the Madison Public Library system that is in a leased space. Long-term facility leasing tends to be more expensive, and challenges can arise over the course of having to seek multiple lease extensions or renewals. If the Meadowood Shopping Center is redeveloped the Library would explore either relocating further to the west or purchasing a portion of the first floor of a new mixed-use building on the site, as was done for the Sequoya and Pinney branches. See the Meadowood Shopping Center concept graphic in the Land Use chapter. Co-locating with another City department or non-profit organization should be explored. While budget limitations may create challenges, maintaining library services, such as meeting space and youth programming, in the Meadowood area is preferred. Options for the Meadowridge Library will be explored further as part of two upcoming plans: the Library’s West Side Plan and the City’s Long-Range Facilities Plan.



Meadowridge Library is a significant amenity for the surrounding neighborhoods. It is one of three City libraries in leased space.

Neighborhood Resource Teams

Neighborhood Resource Teams (NRTs) play an important role in the City’s efforts to improve and coordinate local government services, promote equity, and improve quality of life. There are four NRT areas within the Southwest Area: Allied Drive, Balsam/Russett, Hammersley/Theresa, and Park Edge/Park Ridge. NRTs are made up of City staff who work together with a range of local service providers and other community-based organizations to understand the needs, issues, and priorities of people living in areas with NRTs. For example, the Allied NRT worked with community leaders in the Allied Drive area who advocated for the need to build Allied Park on vacant lots in the area. A full-sized basketball court is one of many park amenities now cherished by residents. Implementing the *Sina Davis Movies in the Park* series in parks across Madison is another example of NRTs helping to implement quality of life improvements in NRT areas.

Actions

1. Review sanitary sewer capacity needs related to anticipated development and redevelopment and pair capacity upgrades with road construction projects where possible.
 - a. If the Vitense Golfland property redevelops with higher intensity uses, upgrade sanitary sewers on Schroeder Road at Whitney Way and Whitney Way at Woodland Way to ensure adequate capacity.
 - b. If areas along Schroeder Road redevelop with higher intensity uses, extend sanitary sewer west on Schroeder Road to the Madison Metropolitan Sewerage District Interceptor located near Struck Street.
2. Build a new water well facility near Mid Town Road and Pleasant View Road to connect water service regions and improve supply options for Pressure

What We Heard

1. Appreciation for Meadowridge Library as a central community resource and enthusiasm for its potential expansion, but concerns about the possibility of it moving out of the neighborhood.
2. Concerns about school capacity and overcrowding, particularly at Anana Elementary.
3. Frustration from residents in the Allied–Dunn’s Marsh neighborhood with government service delivery due to irregular municipal boundaries in the area.
4. Delay in snowplowing for some parts of the Southwest Area.
5. Desire for direct engagement with alders, visits to the neighborhood to witness safety conditions, and more transparent alder-district communication.

Health and Safety

Comprehensive Plan Goals

This Plan aims to advance the following goals from the Comprehensive Plan:

- Madison will be a place where all residents have equitable health outcomes.
- Madison will be a place where residents and visitors are safe at home and feel welcome in the community.

What We Heard

1. Concern about speeding on many different streets in the area.
2. Concern about Allied Dunn's Marsh area housing discrimination based on race/ethnicity
3. Concern about segregation of lower-income people of color, who can have no other option than to live close to highways with air pollution and in units that have bed bugs, cockroaches, and poor indoor air quality.
4. Additional lighting is needed on certain streets in the Area that are dark.
5. Concern that long waits for buses, dark corridors, and disconnected sidewalks pose disproportionate safety risks for people with disabilities.
6. Some residents asked for increased police presence, especially in school zones, and near transit stops; however, others asked for decreased police presence at parks and open spaces to make their neighborhoods feel more welcoming.

Madison strives to be a place where all residents have equitable health outcomes, residents and visitors feel safe, and all are welcome in the community. To support these goals, the Comprehensive Plan encourages community partnerships, better access to mental and physical health services, healthy and safe living environments, and public health approaches to violence prevention.

Community members have shared concerns about safety. The Southwest Area is relatively safe compared to the city as a whole. According to Neighborhood Indicators Project (NIP) 2024 data, the Area has average or better-than-average safety- and crime-related metrics when compared to the city as a whole. About 14% of the city's population lives in the Area, and approximately 14% of property crime related offenses (which includes thefts, burglary, stolen vehicles) were reported in the Southwest Area. The Area also had 10% of the city's crimes against people and 8% of crimes against society (which includes violations involving things like drugs or gambling).

The Area had 8% of citywide crashes, 9% of emergency medical services calls, and 9% of calls for Fire service. For other health metrics, the Area is comparable to the city, according to 2024 NIP data. About 9% of births were pre-term and 17% received less than adequate prenatal care. In terms of air pollution, the levels of particulate matter fall within healthy limits, and the Area is considered to have good air quality.

Some community members expressed concerns about environmental safety and noted the importance of sanitation improvements. The Area has a higher percentage of property maintenance and zoning violations, making up about 14% of reported citywide violations. These violations are related to exterior housing conditions, graffiti, trash, debris and parking on lawns.

Health and Safety Initiatives

Public Health Madison & Dane County's comprehensive violence prevention plan: "[A Roadmap to Violence Prevention](#)" uses data and evidence-based practice to inform decisions and action, better connect siloed people and systems, leverage real world networks, and address short-term and underlying drivers of violence. Funding was made available to support targeted efforts by organizations to reduce violence.

The Building Inspection Division and the Department of Civil Rights established a working relationship utilizing skills and resources from both the agencies to effectively support tenants against retaliation from their housing provider when seeking remediation for substandard building conditions. This partnership has streamlined protections for tenants who initiate complaints on building code violations, ensuring they [can file complaints](#) while minimizing the potential for retaliation such as evictions, non-renewals, or excessive rent increases. This relationship between offices maintains neutrality of building inspections, while also utilizing the Equal Opportunity Division's investigation and mediation programs to resolve complaints of retaliation.

In 2023 PHMDC released a [Community Health Assessment \(CHA\)](#) that helped determine priorities for the 2022–2024 Community Health Improvement Plan (CHIP). In 2024, Public Health allocated financial resources to community organizations to address the CHIP priorities and health outcomes of concern. These organizations included Allied Wellness Center, Just Dane and others that serve the Southwest Area.

Madison's [Community Alternative Response Emergency Services \(CARES\) program](#), which responds to calls for service that involve non-violent behavioral health emergencies, now serves the entire City. These emergencies would have previously been dispatched to law enforcement and/or EMS instead now help connect people with appropriate mental health resources.

Please see the Transportation chapter of this Plan for various Transportation initiatives that the City is undertaking to improve the safety of streets.

Public Safety—NIP 2024

	Total in Planning Area (estimate)		Total in City of Madison	
Calls for Service (Community Safety and disorder)	1,154	9.6%	12,010	100%
Verified Offenses: Person	298	10.4%	2,879	100%
Verified Offenses: Property	1,186	13.6%	8,735	100%
Verified Offenses: Society	1,184	7.9%	15,051	100%
Crash	206	8.3%	2,482	100%
EMS	2,501	9.5%	26,334	100%
Fire	1,408	8.8%	15,919	100%

Source: Madison Police Department

Education—NIP 2024

	Total in Planning Area (estimate)		Total in City of Madison	
English Language Arts: Less than Proficient	471	57.6%	2,354	51.6%
Parent Education: Less than High School Diploma	273	7.6%	1,487	7.6%
Parent Education: Less than Bachelor's Degree	1,909	53.2%	9,618	49.3%
High Mobility Students	175	6.5%	1,038	7.0%
Economically Disadvantaged Students	2,002	53.6%	10,143	50.2%
Childcare Providers	70	26.4%	265	100%
Childcare Capacity	3,090	24.8%	12,464	100%
Childcare Enrollment	1,411	24.7%	5,705	100%
Limited English Proficiency	530	3.3%	3,352	2.7%

Sources: Madison Metropolitan School District; Community Development Division; ACS table C16002 2019–2023 5-Year ACS

What is the Neighborhood Indicators Project?

The [Neighborhood Indicators Project](#) (NIP) provides geographically detailed data for over 50 variables within seven topic areas. This includes measures such as total population, number of dwelling units, subsidized rental units, and high mobility students. It is supported by City, County, State and Federal data sources. NIP is a valuable tool to provides data that helps identify vulnerable communities that would benefit most from community support and resources. The NIP is a City partnership with UW–Madison's Applied Population Lab.

Community Programming

- C. Work with Madison School & Community Recreation (MSCR), neighborhood centers, Meadowood Health Partnership, the Meadowridge Library, and area schools to improve access for Southwest Area residents to programs like out of school time sport camps and academic activities, food pantries, and health education and screening programs. This can improve public safety as well by encouraging more people to use public and private places.
- D. Create partnerships between neighborhood groups, YMCA, MSCR, cities of Fitchburg and Verona and area schools to establish youth recreation programs at area parks and nearby schools for activities like flag football, basketball and soccer.
- E. Work with the National Interscholastic Cycling Association, Capitol Offroad Pathfinders, and other organizations that offer recreational activities outside of school to support participation by students of color from the Southwest Area.

Health

- F. In partnership with Public Health Madison & Dane County, City of Fitchburg, Meadowood Health Partnership, Allied Wellness Center, and others, host health fairs at neighborhood locations in Allied, Meadowood, Park Edge-Park Ridge, Hammersley-Theresa and elsewhere to address individual health, indoor and outdoor environmental health, and community health.
- G. Increase awareness and engagement about City policies and procedures for addressing food insecurity through food production on publicly owned lands.

Community Action Strategy

Introduction

The City has historically received federal Community Development Block Grant (CDBG) funds to plan for areas where more than half the population is living with low to moderate incomes (defined by Department of Housing and Urban Development and Dane County median income data). For purposes of this Plan, these areas are referred to as Community Action Strategy (CAS) Areas. CDBG funds are used to help the City connect with CAS neighborhoods, learn about their priorities, create a plan and implement small scale projects that will enhance their quality of life.

This Plan includes three CAS Areas: Allied, Meadowood and Park Edge/Park Ridge. While many of the residents live with income challenges, these are vibrant places with diverse populations, an array of community-serving organizations to support peoples' needs, and businesses that reflect the tastes and interests of diverse communities.

While Area Plans focus on guiding physical changes over a large area, CAS actions focus on specific neighborhoods and cover additional topics such as:

- **Capacity Building:** Enhancing the ability of individuals, organizations, and communities to:

- Effectively advocate for their needs;
- Implement relevant projects and activities; and
- Provide information to community members about public services, programs, and projects that could affect them.

- **Community and Stakeholder Relationships:** Building relationships between the City and community that are open, understanding, and cooperative to help ensure a more inclusive and responsive approach to plan implementation. Such relationships are built over time and can be powerful catalysts for carrying out community-based actions for things like business improvement districts, neighborhood-oriented destinations, and community gatherings.

- **Small Scale Physical Improvements:** There are two different types of small-scale physical improvements in this chapter which address issues and needs expressed by the community during CAS engagement. The first list includes improvements that are not typically in other Plan chapters. These actions would be implemented over time through the regular City budget process. Examples are stop signs, Rapid Flashing Beacons, bus shelters, etc. The second type of improvements are CAS projects. These are exclusively capital projects prioritized by the community to be implemented in the near-term



Kids share ideas for their neighborhood during an Allied Parks Alive event on July 22, 2024.



An Allied neighborhood walk was conducted so staff and alders could hear directly from residents.

with the Plan's federal Community Development Block Grant (CDBG) funds. The CAS projects are listed in order of community preference with budget estimates in a table at the end of each CAS area section. These are typically lower cost projects that enhance an area or address a specific neighborhood need. Past examples include park improvements, traffic calming, public art, and community events or programming.

CAS Projects

The planning team and Community Partners gathered feedback from residents and other stakeholders on their priorities for CDBG-funded* CAS projects at food pantries, community meetings and during activities like Bike n' Boogie, Parks Alive, Bike Week and more. Community members were asked to rank the following categories: Community Gardens, Public Art, Streetscape Enhancements, Youth Recreation, Artist Studio/Maker Space, and Public Gathering Places. Feedback from this process, other public engagement, and input from city agencies and property owners helped the planning team establish a list of potential CAS projects. These projects are included in a table at the end of the actions for each CAS Area.

After plan adoption, the Common Council authorizes funding for projects. City agencies will work with the community and other partners to implement projects in the order shown, and in some cases may encounter obstacles that require moving to the next project in the list. The intention is to implement these projects over time through a combination of different funding such as CDBG funds, the City budget and/or other resources.

***Note regarding federal funding:** The City of Madison Planning and Community Development Divisions partner to allocate CDBG funds from the US Department of Housing and Urban Development (HUD). The Community Development Division has earmarked \$125,000 for projects in the Southwest Area Plan. Any reduction, modification, suspension or termination by HUD regarding the City's authority to use CDBG funds can impact availability of funding for CAS projects. In the event federal funding is not available, the city will evaluate other funding options, and in some cases, certain projects may not be implemented.

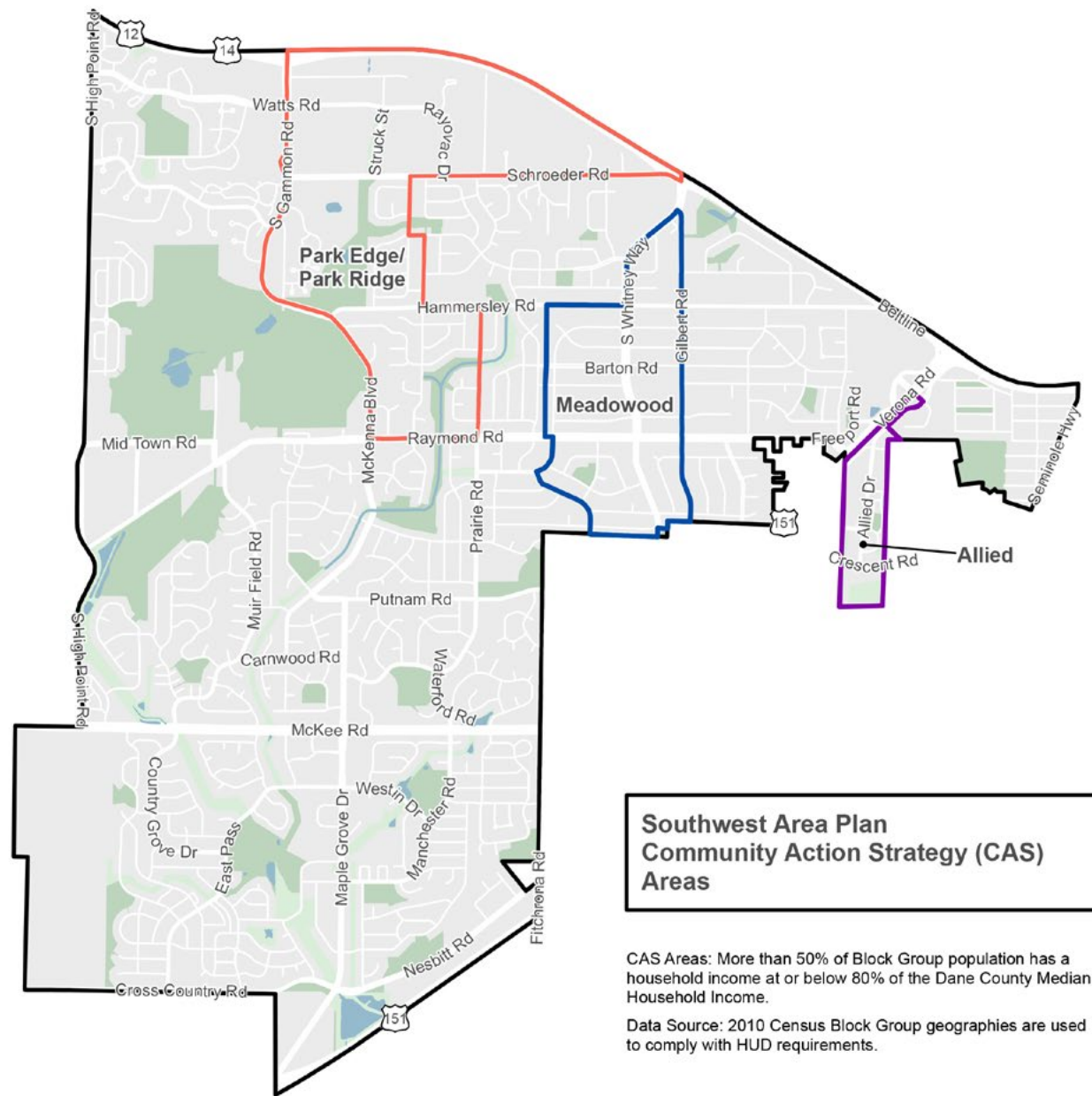
Allied

The Allied CAS Area sits at the heart of the Allied Dunn's Marsh Neighborhood. Allied Park is centrally located and there are community organizations like REACH Dane, Allied Learning Center, Allied Partnership, Allied Neighborhood Resource Team, Allied Wellness Center, Boys and Girls Club, Allied and Prairie Food Pantries, Allied Dunn's Marsh Neighborhood Association and more serving the area (see CAS Map and Neighborhood Assets Map).

The planning team coordinated with Allied's network of community organizations and hosted a variety of different public engagement activities to learn about the neighborhood's assets, issues and opportunities. Highlights of 'What We Heard' are shown in the adjacent box.

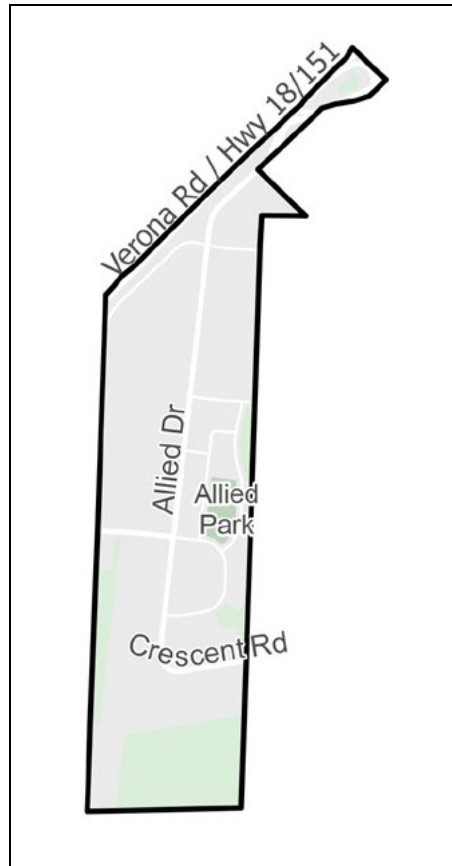


The "We Our Us" sculpture (by Ray Chi, 2019) in Emerson Park was funded in part by CDBG funds from the Emerson East-Eken Park-Yahara Neighborhood Plan. (Photo by the artist.)



What We Heard

- Need for increased social cohesion and connections.
- Concern that busing kids from the Allied area to different schools reduces social cohesion.
- Concern that neighborhood organizations lack capacity to address issues and advocate for themselves.
- Stereotypes about Allied may contribute to people from outside the neighborhood engaging in disruptive activities such as drug-related behavior.



Allied CAS boundary

Overall, people envision a future where neighborhood and community organizations are better able to address their own issues and build social connections, local entrepreneurs have the support they need to start and sustain small businesses, and there are more programs and activities for youth. The neighborhood would also like to increase lighting in Allied Park and along dark street corridors, improve the availability of fresh, local produce, and create community murals in and around Allied Park.

Capacity Building

1. Meet with the Allied Dunn's Marsh Neighborhood Association to provide guidance on organizational development, leadership training, and community participation, and share city resources like the Planning Division's Neighborhood Organization Tips and Tools Guide, Neighborhood Grant Program and other resources.

Community and Stakeholder Relationships

2. Explore a public-private partnership to develop a business incubator that would house service businesses like a hair salon and barber shop.
3. Work with Allied Wellness Center and Boys and Girls Club to bring more fresh produce to the area. Share information about government grant programs—such as the City's SEED grants and Healthy Retail Access grants—that support healthy food initiatives and incentivize nutritious options.

Small Scale Physical Improvements

4. Add a stop sign at the intersection of Windflower Way and Danbury Street.
5. In Allied Park add lights, add grills, repaint the basketball court, create a sign for the court, and add lights to the court.
6. Improve visibility and safety at the intersection of Allied Drive and Carling Drive/Thurston Lane by implementing parking restrictions near the stop sign. Add clear signage, pavement markings, or physical barriers to prevent vehicles from parking too close and obstructing lines of sight.

Potential CAS Projects

The following table includes the community's prioritized list of potential projects for the Allied area.

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

Meadowood

The Meadowood CAS Area covers portions of the Meadowood and Orchard Ridge Neighborhoods and includes Orchard Ridge Elementary School, Toki Middle School, and Meadowood Park. Meadowood Shopping Center, which includes Meadowridge Library, Meadowood Neighborhood Center, Meadowood Health Partnership, and NewBridge Madison, is at the center of the area. Community organizations include: Joining Forces for Families, Mellowood Foundation, and the Balsam-Russett Neighborhood Resource Team. The Meadowood and Orchard Ridge Neighborhood Associations and Good Shepherd Lutheran Church also serve the area (see CAS Map and Neighborhood Assets Map).



Residents help install a fence around the Meadowood Park Community Garden supported by Southwest Neighborhood Plan CDBG funds

The planning team worked with Meadowood's network of community organizations and hosted a variety of different public engagement activities to gather assets, issues and opportunities. Highlights of 'What We Heard' are shown in the adjacent box.

Overall, people envision a future where: the library and community center are still centrally located and include more resources for neighbors, residents of many different cultures can find food options that represent their backgrounds, people can more safely and efficiently walk from their homes to schools and other destinations, more public art, more community gathering and maker spaces, and fresh, local produce is readily available.

Small Scale Physical Improvements

1. During the redevelopment of Toki Middle School, work with MMSD, the school, residents and community groups to explore adding amenities for public use out of school hours, such as gathering spaces, an artist studio/maker space, outdoor workout equipment, edible landscapes and public events and activities.
2. Community groups work with neighbors and the Parks Division to add edible landscapes to Meadowood Park and enter into a maintenance agreement with the city to care for the landscapes.
3. Improve visibility and safety at the intersection of Hammersley and Prairie Roads by implementing parking restrictions near the stop sign. Add clear signage, pavement markings, or physical barriers to prevent vehicles from parking too close and obstructing lines of sight.
4. Incorporate a small shelter structure at Sunridge Park.

Potential CAS Projects

The following table includes the community's prioritized list of potential projects for the Meadowood area.

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

What We Heard

- Limited availability of culturally appropriate food for diverse residents (Afghan and Latino are examples).
- Lack of sidewalks behind Meadowood Shopping Center.



Meadowood CAS boundary

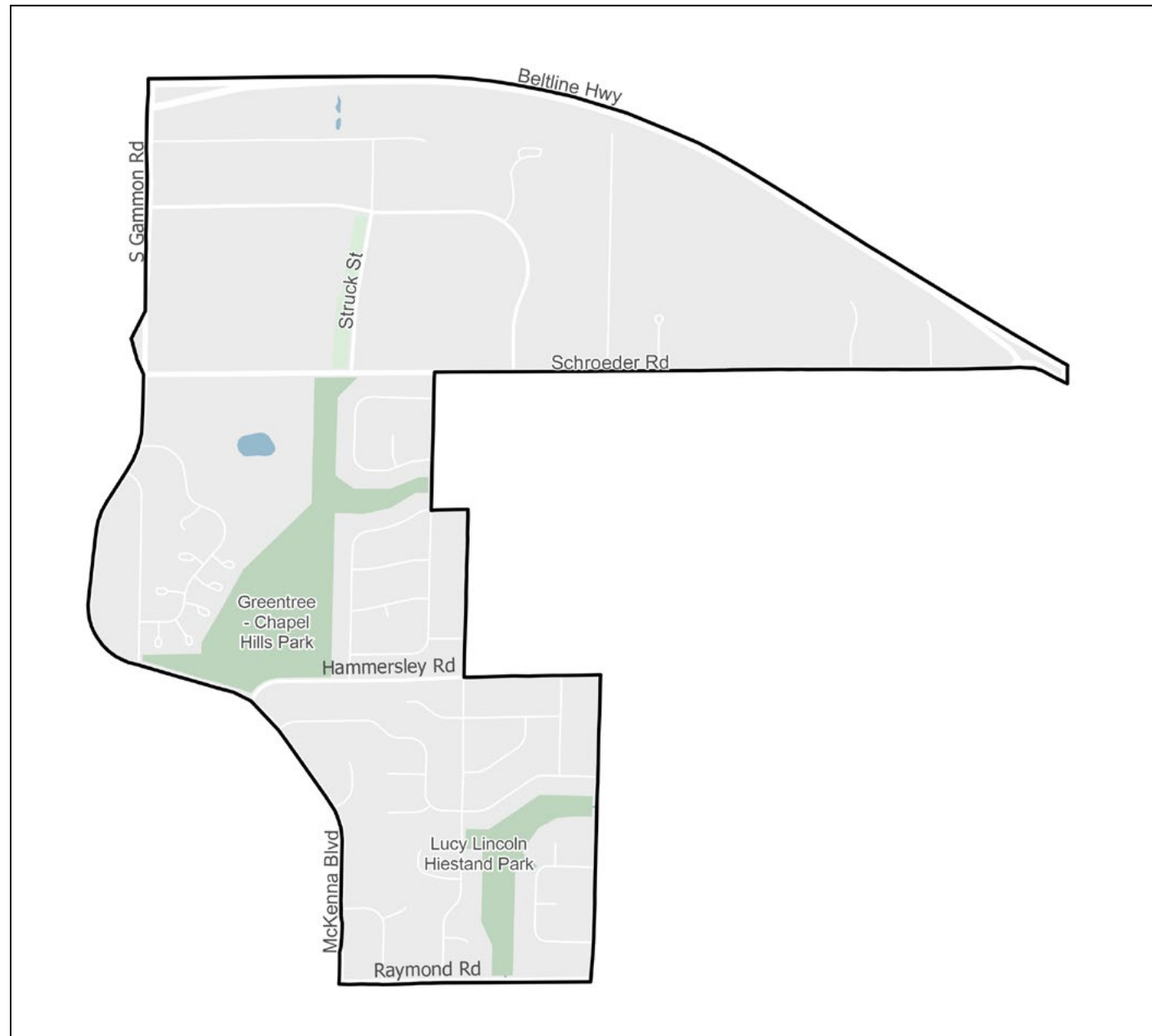
What We Heard

- Lack of programming and activities for youth.
- Elver Park offers activities, but could offer more community building events and activities which help foster connection in a transient area.
- Businesses at Raymond Road/McKenna Boulevard need support/assistance.

Park Edge/Park Ridge

The Park Edge/Park Ridge CAS Area covers portions of Greentree, Prairie Hills and Park Edge Neighborhoods. Some groups and organizations currently serving the area include the Park Edge/Park Ridge Neighborhood Resource Team, Hammersley/Theresa Neighborhood Resource Team, Greentree, Prairie Hills and Park Edge Neighborhood Associations, Theresa Terrace Neighborhood Center, Southwest Madison Employment Center, and Elver Park Neighborhood Center. Greentree Chapel Hills, Elver and Lucy Lincoln Hiestand Parks are also located in the area (see CAS Map and Neighborhood Assets Map).

The planning team coordinated with area community organizations and hosted a variety of different public engagement activities to gather Park Edge/Park Ridge assets, issues and opportunities. Highlights of 'What We Heard' are shown in the adjacent box.



Park East/Park Ridge CAS boundary



First plots being developed for the Aldo Leopold Park Community Garden, funded by CDBG.

Overall, people envision a future where there are more youth programs and activities, parks host more community events, local businesses receive the support they need, neighborhood and community organizations have greater capacity to address issues and build social connections, and people are living in healthy, safe and well-maintained housing. The neighborhood would also like to increase availability of fresh, local produce with community gardens and edible landscapes, and beautify the neighborhood by adding public art.

Capacity Building

1. Meet with area renters and established neighborhood groups to provide guidance and tools that will assist in creating a new neighborhood organization that represents and supports the Morraine View Drive and Madison Estates areas—share city resources like the Neighborhood Organizations' Tips and Tools Guide, the Neighborhood Grant Program and other resources.
2. Provide information to property owners and tenants in areas such as Elver Park (Madison Estates and Porchlight properties on McKenna and Russett) and Schroeder Road (Renew) on how to request and prepare for building inspections, including timelines, procedures, and available City resources to support compliance and maintenance.

Small Scale Physical Improvements

3. Add a crosswalk and pedestrian signage for the path across Chapel Hill Road between Regis Road and Piping Rock Road.

Potential CAS Projects

The following table includes the community's prioritized list of potential projects for the Park Edge/Park Ridge area.

Priority	Project	Potential Locations	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

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Historic Resources Review

Staff completed a windshield survey to assess historic resources in the Southwest Area in August 2025. Several properties with potential architectural significance were observed while driving through the area. Staff conducted additional research using publicly available files.

There are a few archaeological sites throughout the planning area, with most relating to early Native American history. These sites are or were mound locations, which are culturally significant human burial sites. Some of these have been disturbed by subsequent development, but ground-disturbing work may require additional review and consultation with the Ho-Chunk Nation and the Office of the State Archaeologist. Some of these sites were desecrated in the 20th century to construct buildings. There are several sites, however, that still retain historic integrity and could use additional protections. The [Human Burial Site Tax Exemption](#) process for properties with known human burial sites that make the undevelopable portion of a property exempt from taxes. Property owners with possible human burial sites should contact the Wisconsin Office of the State Archaeologist and the Madison Assessor’s Office to determine eligibility.

Next Steps

There are currently no Madison landmarks or properties listed in the National Register of Historic Places in the Area. There are several individual properties and a couple of possible historic districts that could benefit from having their story officially documented through the National Register or Madison landmarking process. As it is an honorary process, the National Register does not place additional regulations on private property owners but does provide additional protections for private property when there is a government-funded or permitted project that may impact their properties. The National Register historic designation also opens the possibility for preservation tax credits to help property owners adapt their properties for new and ongoing uses. Madison landmark designation provides property protections to ensure that the City sensitively integrates historic resources as it continues to grow.

Historic Preservation does not prevent development or changes of use, but it does shape how redevelopment happens. It is not a tool for exclusionary zoning. Properties with possible historic value are opportunities for adaptive reuse of places of architectural or historic significance so that these places can be sensitively integrated into the ongoing growth of Madison. Sharing Madison’s unique culture and character through historic preservation, representing the history of Madison’s diversity, and building reuse as an environmental sustainability strategy are priorities in of the [Madison Preservation Plan](#).

Properties of Historic Interest

Name and Address	Area of Significance	Notes
Goose Lake Mound BDA-0587, DA-1160	Archaeology	Site consists of one conical mound.
Richard Shutter House 5202 Barton Rd	Architecture	The Neo-Mansard house was designed by Stroban Construction Company and constructed in 1964 and Richard Shutter was the first owner.
Orchard Ridge Neighborhood	Architecture	This neighborhood was featured in the Parade of Homes with several architect designed houses. It also includes one of the best remaining collections of Marshall Erdman designed kit-houses in the city.
Meadowood Neighborhood	Architecture	This neighborhood was featured in the Parade of Homes with several architect designed houses. It also includes one of the best remaining collections of Marshall Erdman designed kit-houses in the city.
Clack House 1109 Gilbert Rd	Architecture	The Contemporary-style house was designed by Jack Klund in 1951 for the original owner, William E Clack.
Paul Plass House 1118 S Whitney Way	Architecture	The Wrightean house was designed by Taliesan-trained architect Herb DeLevie and constructed in 1967.
DeLevie House 1114 S Whitney Way	Architecture, History	The Wrightean house was designed by Taliesan-trained architect Herb DeLevie and constructed in 1967. Herb DeLevie had recently moved back to Madison when he designed this house and the neighboring house at 1118 S Whitney Way. He went on to create a local architecture firm, DeLevie & Associates.
Vitense Golfland 5501 Schroeder Rd	History	George Vitense opened a driving range on this property in 1957 and in 1958, he added the building with the golf-pro shop and concession, and then a second-story addition constructed in 1960. The addition included an apartment so that George could stay onsite during the busy season. George Vitense was one of the leading golf teachers in Wisconsin at the time and developed this location with a miniature golf course to help develop interest in the sport in an affordable way for families.
White Oaks Neighborhood	Architecture	This neighborhood was a part of the Town of Middleton when it first developed. At least 3 of the early houses were designed by noted architect William Kaeser.
Eugene and Marilyn Parks Duplex 6608 Berkshire Rd	History	Eugene Parks was the first African-American alder for Madison, served as president for the Madison chapter of the NAACP, and was director of Madison's Affirmative Action Department. In 2016 Madison 365 created the Eugene Parks Disruption Award for people who challenge the system and fight for justice.
Mary Lou Munts House 6102 Hammersley Rd	History	Mary Lou Munts was a prominent politician and women's rights advocate who made a career of fighting for social justice. She served 6 two-year terms in the Wisconsin Assembly and was instrumental in passing the Wisconsin Marital Property Reform Act of 1986.
West Madison Mission Evangelical United Brethren Church 6402 Hammersley Rd	Architecture	This Brutalist style place of worship was designed by noted Late Modernist architecture firm of Peters and Martinsons Associates in 1966.
Good Shepherd Lutheran Church 5701 Raymond Rd	Architecture	This Midcentury Modern place of worship was constructed by Stanley Bokelmann, general contractor, in 1958.

Action Table

Land Use Actions	Agencies
1. Explore public acquisition of the land east of Badger Prairie County Park to expand open space. In lieu of public acquisition, portions of the property may be appropriate for development in the Medium Residential 1 category if annexed to Madison and developed with City water and sanitary sewer. Development should dedicate parkland adjacent to the County open space. If developed, the City and developer should explore a land swap to allow development on current City-owned open space so it is closer to the existing neighborhood north of Cross Country Road.	Parks, Planning
2. Privately owned large-lot properties shown as Parks and Open Space in this area may continue their current single-family use for as long as desired.	Planning
3. 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.	Planning
4. Rezone properties identified in the Recommended Zoning Changes map to implement the goals of this Plan and encourage development consistent with the land use recommendations in this Plan.	Planning, Zoning
5. Implement maximum building height recommendations shown on the Building Height Map during discretionary land use approvals by the Plan Commission.	Planning
6. Amend the zoning code to require ground floor commercial uses in the locations shown as Commercial Core on the GFLU Map.	Planning, Zoning
7. Buildings fronting Commercial Core areas along Raymond Road, potential Schroeder Road realignment, and at the intersection of McKee Road at Maple Grove Drive, as shown on the GFLU Map, should be set back the minimum distance required by zoning to create an engaging and walkable street frontage.	Planning, Zoning
8. Create new, or modify existing, zoning districts to implement the General Commercial and Employment land uses shown on the GFLU Map without allowing residential development (also see Economy and Opportunity Action #2).	Planning, Zoning
Transportation Actions	Agencies
1. Close gaps in the sidewalk network shown on the Sidewalk Network Map through the Safe Streets Madison Program, as streets are reconstructed, and as priority sidewalk additions along major streets and close to schools can be constructed.	Engineering, Traffic Engineering
2. Create a shared-use path on Gilbert Road between Hammersley Road and Whitney Way by removing bicycle lanes to narrow the street.	Engineering, Traffic Engineering
3. Upgrade existing on-street bicycle facilities shown on the Existing on Street Bike Lane Upgrades map to meet All Ages and Abilities (AAA) standards.	Engineering, Traffic Engineering
4. Add separated bike lanes on Whitney Way: <ol style="list-style-type: none"> North of Hammersley Road, where the street is wider and the traffic count is higher, the lanes should replace little-used on-street parking. South of Hammersley Road, where the road is narrower and the traffic count is lower, the lanes can replace currently unmarked asphalt where it is unclear whether the space is meant to be a travel lane, parking lane, or bicycle lane (see diagrams below). 	Traffic Engineering

5. Increase pedestrian and shared-use path connectivity to and through Elver Park, especially from the south and west, as part of the upcoming Elver Park Master Plan (see the Green and Resilient Chapter for more on Elver Park).	Parks
6. Monitor changing traffic patterns on existing streets as the Midpoint Meadows and Hill Valley neighborhoods are developed. Make adjustments to existing streets and intersections to improve pedestrian, bicyclist, and traffic safety if/as needed.	Traffic Engineering
7. Improve the safety of pedestrian crossings along Manchester Road by adding bump outs, continental crosswalks, and Rectangular Rapid Flashing Beacons (RRFBs) in key locations.	Engineering, Traffic Engineering
8. Extend the existing shared-use path along Hammersley Road west to Elver Park.	Engineering, Traffic Engineering
9. Undertake the grant-funded Safe Streets for All review of Schroeder Road to develop a detailed list of improvements to reduce speeding and improve safety for drivers, pedestrians, and bicyclists. Improvements may include such things as narrowing the street at select locations, traffic calming, reviewing Rayovac Drive and Forward Drive for the potential addition of an all-way stop or traffic signal, and adding flashing beacons at frequently used pedestrian crossings.	Traffic Engineering
10. If Vitense Golfland redevelops, realign Schroeder Road away from the Beltline–Whitney Way interchange onto the officially mapped corridor through the property (see the Planned Street Network map and Land Use Chapter, Concept C).	Engineering
11. Reconfigure South High Point Road to have one travel lane in each direction, with a center turn lane and separated bike lanes.	Engineering, Traffic Engineering
12. Raymond Road: a. Short-term: Increase pedestrian and bicyclist safety and decrease speeding by adding bump outs at intersections, RRFBs, and through other incremental measures using Safe Streets Madison and possible grant and/or TIF funding. b. Long-term: Evaluate the road for a possible reduction in the number of travel lanes after the planned Raymond–Mid Town connection is made.	Engineering, Traffic Engineering
13. Improve safety along Woodington Way by: a. Working with Madison Metropolitan School District (MMSD) to evaluate improvements to pedestrian access to Hammersley Road to provide an alternative to student pickup and drop off along Woodington Way. b. Working with MMSD to evaluate safe routes to school improvements to improve safety for students walking and biking to school, making pickup and drop off by automobile less necessary. c. Evaluating expansion of current parking restrictions along the street.	Traffic Engineering
14. Coordinate with MMSD to integrate on-site bus/car pickup/drop off at Toki and Orchard Ridge schools as the District implements school reconstruction projects.	Traffic Engineering, Planning
15. Install a roundabout at the intersection of Cross Country Road, Maple Grove Drive, and Nesbitt Road.	Engineering
16. Officially map the extension of Meadow Sweet Drive from its current dead end to connect with High Point Road.	Engineering, Planning
17. Install additional bus shelters, including at: a. Raymond Road at Whitney Way (stops 8512 and 8937). b. Allied Drive at Jenewein Road (stops 4446 and 4547). c. Red Arrow Trail at Verona Road (stops 4716 and 4861).	Metro Transit
18. Study the feasibility of restoring transit service along Hammersley Road.	Metro Transit
19. Add buses on Route D to address crowding during high-use times.	Metro Transit

Neighborhoods and Housing Actions	Agencies
1. Work with developers to encourage larger apartment units and preserve units large enough to support larger families (three or more bedrooms) in proximity to schools.	Planning
2. Encourage and incentivize development of “Missing Middle” housing types in Low Residential (LR) and Low-Medium Residential (LMR) areas on the GFLU Map, especially in areas near schools, parks, shopping, and transit service, through Zoning Code changes and city-initiated rezoning.	Planning, Zoning
3. For new housing partially funded by the City (through the City’s Land Banking program, Affordable Housing Fund, or Tax Increment Districts), work with partners to distribute housing at costs affordable to a variety of households throughout the Southwest Area, with a focus on the transit corridors of Raymond Rd., Schroeder Rd., South Whitney Way, South Gammon Road, and McKee Road.	Community Development, Community Development Authority (CDA)
4. Expand homeownership opportunities in Allied–Dunn’s Marsh Neighborhood by developing townhomes or other small to mid-size housing types, particularly on the City-owned property located at 2359 Allied Drive.	Community Development Authority (CDA)
5. Complete the programmed building inspection project in the Allied/Carling Drive area and monitor the general area in proximity to Elver Park to ensure healthy, safe and well-maintained housing.	Building Inspection
Economy and Opportunity Actions	Agencies
1. Consistent with City policy, create new tax increment districts (TIDs) to support development of businesses/ employment and mixed-use redevelopment consistent with the GFLU Map. a. 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. b. As Town of Middleton properties in the Seybold/Watts area transfer to the City for redevelopment, work with TIF staff to discuss amendment(s) to TID boundaries and project plans to assist with non-assessable infrastructure improvements and other necessary investments into former Town areas.	Economic Development
2. 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, specifically the two large business areas along the Beltline (also see Land Use Action #7).	Planning, Zoning, Economic Development
3. Evaluate the prospects for the City to land bank underutilized and/or vacant commercial properties if business vacancies continue or increase, possibly in conjunction with creation of a new TID that generates revenue to support land banking.	Economic Development
4. Explore options for adding public wi-fi in parks located in Community Action Strategy Areas in the Southwest Area as a pilot project to provide easily accessible internet service to those who cannot otherwise afford home service for necessities like homework (see the map in the Community Action Strategy chapter).	Information Technology, Parks
Culture and Character Actions	Agencies
1. Integrate public art into upcoming public infrastructure projects, including Sidewalk Poetry and Utility Box Art Wraps along bike paths and gateway corridors. Upcoming public infrastructure projects include the extension of High Point Road and new segment of Raymond Road.	Planning, Engineering

2. Establish placemaking that builds neighborhood identity and pride through signage, landscaping, public art, and community storytelling projects. Possible locations include underpasses of the Beltline at Verona Road and Struck Street, bus shelters in Allied, Meadowood Neighborhood Center, Theresa Terrace Neighborhood Center, and in parks.	Planning, Engineering, Parks
3. As part of the citywide Urban Design Code update, evaluate whether the boundary and standards for UDD #2 should be updated to focus on guiding redevelopment at Schroeder Road and Whitney Way.	Planning
4. Inform owners of properties of historic interest identified in this Plan of potential eligibility to have their property listed in the National Register of Historic Places and/or as a Madison Landmark, and the benefits of those designations. See the Properties of Historic Interest table in the Appendix.	Planning
Green and Resilient Actions	Agencies
1. Prepare an updated Master Plan for Elver Park that incorporates the recently acquired Park expansion area along Raymond Road: <ul style="list-style-type: none"> a. Provide a second entrance to Elver Park for better access from Raymond Road and/or Mid Town Road. b. Create a comprehensive park signage system that enhances wayfinding and path identification while prioritizing accessible routes. c. Develop shared-use paths connecting High Point Road and Raymond Road through to Elver Park, aligning with existing and planned infrastructure while minimizing impacts on existing recreational uses (conceptual locations are shown on the Shared-Use Path & Bicycle Network map in the Transportation chapter). d. Determine the optimal layout for multi-use athletic fields and other park amenities within the expansion area. 	Parks
2. Complete individual Park Development Plans for the 30 mini and neighborhood parks within the Area to enhance recreation opportunities in Southwest Area parks.	Parks
3. Implement the recommendations of the adopted 2025–2030 Park & Open Space Plan by providing amenities such as biking facilities, pickleball, volleyball, soccer, futsal, and other field sports where appropriate. Specific locations for the future improvements shall be determined by using an area-wide approach to best serve the needs of residents and ensure an equitable distribution of amenities.	Parks
4. Develop Country Grove Park per the adopted park master plan. The future improvements include recreational biking facilities, sport courts and improved community gathering spaces.	Parks
5. Develop a Master Plan for Marlborough Park that addresses the current and future needs of the surrounding community and park visitors.	Parks
6. Provide greater park access by developing Safe Streets through neighborhoods to nearby parks, aiming for all residents to live within a 10-minute walk of a park.	Parks, Engineering, Traffic Engineering
7. Evaluate stormwater utility parcels, such as Manchester Greenway, for vegetation and ecological restoration consistent with the Stormwater Utility Vegetation Management Plan.	Engineering

8. Evaluate the feasibility of including a public access trail to the planned stormwater pond along Marty Road.	Engineering
9. Implement recommendations included in the City’s watershed studies in the Southwest Area to mitigate flooding and create a more resilient stormwater management system.	Engineering
Effective Government Actions	Agencies
1. Review sanitary sewer capacity needs related to anticipated development and redevelopment and pair capacity upgrades with road construction projects where possible. <ul style="list-style-type: none"> a. If the Vitense Golfland property redevelops with higher intensity uses, upgrade sanitary sewers on Schroeder Road at Whitney Way and Whitney Way at Woodland Way to ensure adequate capacity. b. If areas along Schroeder Road redevelop with higher intensity uses, extend sanitary sewer west on Schroeder Road to the Madison Metropolitan Sewerage District Interceptor located near Struck Street. 	Engineering
2. Build a new water well facility near Mid Town Road and Pleasant View Road to connect water service regions and improve supply options for Pressure Districts 8, 9, 10, and 11, which will improve water pressure and redundancy in the western portion of the Area. See the Water Pressure Districts map.	Water Utility
3. Implement a wellhead protection zoning overlay to prevent contamination of the new well.	Water Utility, Zoning
4. Rebuild Well 12 to enhance dual pressure zone pumping capabilities, improve service reliability, and maximize available water supply.	Water Utility
5. Explore the feasibility of expanding Meadowridge Library at its present location or at a site further to the west. <ul style="list-style-type: none"> 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. 	Library
6. Attach City-owned properties that are part of Elver Park but in the Town of Middleton into Madison.	Planning, Parks
Health and Safety Actions	Agencies
1. Conduct Vision Zero speed analyses, increase traffic enforcement and explore traffic calming improvements like road diets, speed bumps and other measures on the following streets: <ul style="list-style-type: none"> a. Cross Country Road b. High Point Road c. Ice Age Drive d. Manchester Road e. Maple Grove Road f. McKenna Boulevard g. Muir Field Road h. Prairie Road i. Raymond Road j. Schroeder Road k. Whitcomb Drive l. S. Whitney Way 	Traffic Engineering
2. Where not already required by State regulations, the City should encourage any new residential buildings within 200 feet of the Beltline to use materials and insulation to reduce interior noise levels below 52 decibels, consistent with State Code. Sites should be designed to shield outdoor spaces from noise levels above 67 decibels. Developments near the Beltline should follow setback and noise regulations outlined in Wisconsin Admin Code and City Ordinances.	Planning, Zoning

3. Evaluate street lighting along Maple Grove Road, McKenna Boulevard, Allied Drive, Russett Road (5700–5800 blocks), Raymond Road (Cameron Drive to Westbrook Lane), Park Heights Court, and Schroeder Road for proper light levels. This work should include confirming proper light pole locations and spacing while recommending where tree trimming and other measures may be needed to improve safety and visibility, especially for pedestrians and bicyclists.	Traffic Engineering
Allied CAS Actions	Agencies
1. Meet with the Allied Dunn’s Marsh Neighborhood Association to provide guidance on organizational development, leadership training, and community participation, and share city resources like the Planning Division’s Neighborhood Organization Tips and Tools Guide, Neighborhood Grant Program and other resources.	Planning, Community Development
2. Explore a public-private partnership to develop a business incubator that would house service businesses like a hair salon and barber shop.	Economic Development
3. Work with Allied Wellness Center and Boys and Girls Club to bring more fresh produce to the area. Share information about government grant programs—such as the City’s SEED grants and Healthy Retail Access grants—that support healthy food initiatives and incentivize nutritious options.	Community Development, Economic Development
4. Add a stop sign at the intersection of Windflower Way and Danbury Street.	Traffic Engineering
5. In Allied Park add lights, add grills, repaint the basketball court, create a sign for the court, and add lights to the court.	Parks
6. Improve visibility and safety at the intersection of Allied Drive and Carling Drive/ Thurston Lane by implementing parking restrictions near the stop sign. Add clear signage, pavement markings, or physical barriers to prevent vehicles from parking too close and obstructing lines of sight.	Traffic Engineering
Meadowood CAS Actions	Agencies
1. During the redevelopment of Toki Middle School, work with MMSD, the school, residents and community groups to explore adding amenities for public use out of school hours, such as gathering spaces, an artist studio/maker space, outdoor workout equipment, edible landscapes and public events and activities.	Community Development
2. Community groups work with neighbors and the Parks Division to add edible landscapes to Meadowood Park and enter into a maintenance agreement with the city to care for the landscapes.	Parks
3. Improve visibility and safety at the intersection of Hammersley and Prairie Roads by implementing parking restrictions near the stop sign. Add clear signage, pavement markings, or physical barriers to prevent vehicles from parking too close and obstructing lines of sight.	Traffic Engineering
4. Incorporate a small shelter structure at Sunridge Park.	Parks
Park Edge/Park Ridge CAS Actions	Agencies
1. Meet with area renters and established neighborhood groups to provide guidance and tools that will assist in creating a new neighborhood organization that represents and supports the Moraine View Drive and Madison Estates areas—share city resources like the Neighborhood Organizations’ Tips and Tools Guide, the Neighborhood Grant Program and other resources.	Planning
2. Provide information to property owners and tenants in areas such as Elver Park (Madison Estates and Porchlight properties on McKenna and Russett) and Schroeder Road (Renew) on how to request and prepare for building inspections, including timelines, procedures, and available City resources to support compliance and maintenance.	Building Inspection
3. Add a crosswalk and pedestrian signage for the path across Chapel Hill Road between Regis Road and Piping Rock Road.	Traffic Engineering

Glossary

Accessory dwelling unit: A second dwelling unit contained within a single-family dwelling or within a detached building located on the same lot as a single-family dwelling. This definition includes accessory buildings constructed in connection with a private garage or a private garage converted into a dwelling unit.

Activity Center: An intensively developed area that is the visual and/or functional center of a neighborhood(s) or a district. Activity centers are typically comprised of a mix of land uses developed at a higher intensity than the surrounding area including residential, commercial, employment, civic, institutional, and parks and open space uses.

Affordable housing: housing for which the occupant(s) are paying no more than 30 percent of gross household income for housing costs, including utilities. Households with costs exceeding 30% of income are considered housing cost-burdened. The City of Madison’s owner-occupant and rental development subsidy programs are primarily designed to reduce housing cost burdens for renter households with incomes at or below 60% of Dane County’s median income (CMI) and for owner-occupied households at or below 80% CMI.

Affordable Housing Fund: A City of Madison program to provide loans and grants to for-profit and non-profit housing developers for the construction of new affordable rental housing.

All Ages and Abilities (AAA): A bike network that will provide a connected system of safe, comfortable, and low-stress bikeways designed to be usable by everyone, regardless of age, ability, or skill. The AAA Bike Network includes low-traffic neighborhood streets, bicycle boulevards, paths, and separated bicycle facilities on busier streets. The AAA Bike Network will allow people including older children, seniors, and people with disabilities, to bike to daily destinations safely and easily.

Berm: A linear mound generally built to screen views, define areas, or direct stormwater.

Bicycle share (B-Cycle): A kiosk-based bike rental system offering hourly, daily, or subscription-based usage.

Big box retail: A physically large retail store with at least 75,000 square feet of floor area and a regional sales market. They are usually part of a national or regional chain of stores. Some examples include Walmart, Target, Best Buy, and Home Depot. (Source: APA: A Planners Dictionary)

BIPOC: An umbrella term for people of color, which stands for Black, Indigenous, and people of color. The term acknowledges that not all people of color face equal levels of injustice, recognizing that Black and Indigenous people are severely impacted by systemic racial injustices. (Source: Merriam-Webster)

Bump out: An extension of a raised curb into a roadway, typically a parking lane, to create additional terrace or sidewalk space. This can be used to shorten pedestrian crossing distances or create additional space for street trees while encouraging lower vehicular speeds.

Bus Rapid Transit (BRT): is a frequent, faster, and more reliable bus system that uses larger buses to transport more riders. BRT’s features include frequent all-day service and direct routes with fewer stops. It utilizes special traffic signals to help buses get through intersections faster, dedicated bus lanes, and stations with off-board fare payment kiosks.

Capital Area Regional Planning Commission (CARPC): One of nine commissions in Wisconsin established to coordinate planning and development among area municipalities. CARPC develops and promotes regional plans, provides objective information and professional planning services, and focuses local attention on issues of regional importance. CARPC carries out land use planning and areawide water quality management planning for the greater Madison region. State statutes charge it with the duty of preparing and adopting a master plan for the physical development of the region. The Department of Natural Resources contracts with the Commission to maintain a continuing areawide water quality management planning process to manage, protect, and enhance the water resources of the region. (Source: CARPC)

Commercial Core: Street frontages where future development proposals are required to include ground floor commercial spaces.

Community Development Block Grant (CDBG): A federal program which provides annual grants to states and cities for affordable housing, anti-poverty, infrastructure, and planning activities that benefit low- to moderate-income persons.

Community garden: An area of land or space managed and maintained by a group of individuals to grow and harvest food crops and/or non-food, ornamental crops, such as flowers, for personal or group use, consumption or donation.

Community land trust: nonprofit organizations whose primary objective is the creation of homes that remain permanently affordable, providing successful homeownership opportunities for generations of lower income families. Under the community land trust (CLT) model, homeowners purchase their house, but not the land (this lowers the purchase price). The land is leased by the homeowner from the land trust. When homeowners sell, 75% of the appreciated value stays with the house, so it's more affordable for the next buyer. The CLT homeowner also gets to keep the equity they invested into the home plus 25% of the increase in value. (Sources: Madison Area Community Land Trust and Grounded Solutions Network)

Commercial Ownership Assistance program: The City's Commercial Ownership Assistance Program (COA) is focused on helping business owners expand their enterprises by transitioning from renting space to owning commercial property for their business. Priority is given to applicants who are people of color, immigrants, women, the disabled, veterans and any other underrepresented groups.

Complete neighborhood: are neighborhoods that include a range of housing types and costs, neighborhood-serving businesses, stores, services, schools, and places of worship. These elements are ideally accessible by foot, bicycle, or transit through a network of well-connected streets and blocks, usable public spaces, and a system of connected parks, paths, and greenways.

Continental crosswalk: A crosswalk with a more visible type of striping (painting), consisting of thick white stripes parallel to the direction of vehicular travel.

Cost-burdened: a household is cost-burdened when they are paying too much for their home (when total housing costs exceed 30% of their gross monthly income).

Drumlin: A linear or oval-shaped hill created by the streamlined movement of glacial ice sheets across rock debris. (Source: Britannica)

Easement: A legal tool that grants one party the right to use property that another party owns and possesses. (Sources: Investopedia, Merriam-Webster Dictionary)

Exclusionary zoning: A term applied to zoning standards, districts, or policies that seek to prevent people of certain races, ethnicities, or income levels from buying homes or living in specific areas or neighborhoods. This could include extensive use of exclusively single-family districts, large minimum lot or open space sizes, and narrow occupancy (household size) rules. (Source: Planetizen)

Extraterritorial Plat Approval: Madison is considered a "Second Class City" under state law. This class of city may review plats (subdivisions of land) within three miles of the city if the plat is proposed in a town. Within this "extraterritorial" three mile area the town, county, and the adjoining city must review and approve a plat for it to be implemented.

Foreign Trade Zone (FTZ): a specific area within the United States, located in or near a port of entry, where certain types of merchandise can be imported without going through formal customs entry procedures or paying import duties. FTZs were designed to encourage international trade and U.S. employment. (Sources: Dane County Regional Airport and Port of Seattle)

Frontage road: A street adjacent to a freeway, expressway, or arterial street separated therefrom by a dividing strip and providing access to abutting properties. (Source: APA: A Planners Dictionary)

Grade-separated intersection: an intersection where one roadway or lane travels above or below other roadways by separating where they cross each other with an overpass or underpass.

Greenway: Linear corridors of land and water and the natural, cultural, and recreational resources they link together. (Source: Massachusetts Office of Energy and Environmental Affairs)

Healthy Retail Access Program: A program created by Madison's Food Policy Council that provides funds for healthy retail projects that aim to improve access to affordable, healthy, and culturally appropriate food and retail within underserved areas.

Historic district: A significant concentration, linkage, or continuity of sites, buildings, structures, or objects united historically or aesthetically by plan or physical development. A local, state, or the federal government can officially recognize districts. (Source: U.S. National Park Service)

Housing cooperative: A residence that is collectively owned and controlled by its members: the people who live in the housing. The buildings typically have private bedrooms but shared spaces, such as common kitchens and recreation areas. Members often share responsibility for cooking, daily chores, and property maintenance.

Impervious surface: Any hard-surfaced area that does not readily absorb or retain water, including but not limited to building roofs, parking and driveway areas, graveled areas, sidewalks, and paved recreation areas. (Source: APA: A Planners Dictionary)

Income- and rent-restricted housing: a type of housing where a specific number of units in a building are reserved for low-income households. A qualifying household's income level must be at or below a specific level for that household's size, such as 60% of the county median income. A limit is also set on the monthly rent to ensure that housing is more affordable for those households, often due to some form of subsidy. These restrictions are typically enforced through a Land Use Restriction Agreement.

Incubator: An area, commercial space, and/or building designated for the cultivation and enhancement of new or future businesses.

Infill development: Development of vacant or underused lots that are surrounded by developed areas.

Land Banking: A City program used to acquire land and buildings that could be used for future economic development, affordable housing projects, and other City uses. The goal is to acquire strategic properties for future purposes that might include: assisting displaced businesses, reducing blight, stabilizing housing markets, improving the quality of life of residents and neighborhoods, and preserving land for City purposes.

Makerspace: A term used to describe a place where people gather to share resources and knowledge, work on projects, network, and build. This could include artist studios, small-scale fabrication spaces, workshops, commercial kitchens, or similar spaces.

Market-rate housing: Housing that does not have any restrictions on rent or household income.

Missing Middle Housing: A range of housing types scaled between single-family detached houses and larger apartment buildings. Housing types that are considered as part of the missing middle include duplexes, triplexes, four-units, row-houses, live-work buildings, accessory dwelling units (ADUs), clustered small homes like bungalow courts, and some small apartment buildings. The scale of missing middle housing is compatible with most existing single-family residential areas.

Mixed-use: A building or groups of buildings designed to encourage a diversity of compatible land uses, which include a mixture of two or more of the following uses: residential, office, retail, recreational, light industrial, and other miscellaneous uses. (Source: City of Beaverton, OR)

Mobility: The ability, ease, and efficiency with which people and goods can move between locations. Mobility differs from "transportation" in that transportation is the physical act of moving, while mobility is the capability and quality of that movement. Mobility considers all types of movement, including pedestrians, wheelchairs and other mobility aid devices, bicycles, transit and other vehicles.

Neighborhood Development Plan (NDP): A plan prepared for largely undeveloped land on the city's edge. NDPs are adopted as supplements of the Comprehensive Plan and include recommendations for land use, transportation, parks and open space, and utilities.

Neighborhood Plan: A plan prepared for an already-developed area of the city that includes recommendations for land use, urban design, transportation, parks, placemaking, and other improvements/investments/changes to a given area. Neighborhood plans can encompass more than one neighborhood and are generally adopted as supplements to the Comprehensive Plan.

Neighborhood Resource Teams (NRTs): A citywide effort to coordinate and improve the delivery of City services to Madison's neighborhoods. NRTs provide a regular forum for City employees to meet, discuss, and support each other's efforts in delivering excellent City services. NRT membership can include alders, City staff, and non-City staff participants.

Non-assessable Infrastructure: By City ordinance portions of some public works projects are assessed to adjoining property owners (such as a portion of street pavement, a portion of driveway aprons, and any private storm sewer connections), while most costs are borne by the City (such as sidewalks, curb and gutter, storm sewer, etc). Non-assessable infrastructure is the portion of a project that is paid for by the City.

Official Map: A formal public record used to indicate where a government is likely to require right-of-way, easements, or land for future roads, drainageways, utilities, or recreation facilities. Within officially mapped areas, a property owner maintains control and use of their property but building permits cannot be issued. Official Mapping is established in Wisconsin State statute 62.23(6). (Source: UW Extension)

Operating costs: Expenses associated with the maintenance and administration of a business or government on a day-to-day basis, such as salaries. (Source: Investopedia)

Per- and polyfluoroalkyl substances (PFAS): A group of chemicals used to make products that resist heat, oil, stains, grease, and water. They are long lasting chemicals, which break down very slowly over time and exposure to them may be linked to harmful health effects. (Sources: US Environmental Protection Agency and Centers for Disease Control and Prevention)

Placemaking: Creation of an environment that fosters community, stimulates interaction, encourages entrepreneurship, generates innovation, and nurtures humanity. (Source: Project for Public Spaces)

Proactive rezoning: Proactive rezoning is when the City, rather than a property owner or developer, proposes to rezone land so that it is consistent with plan recommendations. When the City proposes to proactively rezone areas during a planning process, it informs property owners about the recommendation and whether it could affect them.

Property Tax Assistance for Seniors Program: A City program that pays all or a portion of property taxes for qualified homeowners who are over the age of 65 and own a single-family residence within the City of Madison.

Rectangular rapid flashing beacons (RRFBs): A flashing signal activated by pedestrians that alerts drivers to yield to crossing pedestrians.

Redevelopment: Construction of a new building where a building already exists.

Rental Rehab Loan Program: City of Madison program which offers financial assistance, including low-interest loans, for Madison property owners to renovate and improve rental housing.

SafeGrowth: A philosophy built on the belief that healthy and functioning small neighborhoods provide the safest way to build cities in the 21st Century. It is based on the premise that crime is best tackled within small neighborhoods by harnessing the creative energy of functioning neighborhood groups, by employing the latest crime prevention methods, and by adopting an annual SafeGrowth® Plan to address crime and fear. (Source: SafeGrowth.org)

SEED Program: A City of Madison program administered by the Madison Food Policy Council that provides grants to improve the local food system and make food more accessible to Madison residents.

Sense of Place: The characteristics of a location that make it readily recognizable as being unique and different from its surroundings and that provides a feeling of belonging to or being identified with that particular place. (Source: Scottsdale, AZ)

Setbacks: A building design where there are fewer stories closer to the lot line (for example, near sidewalks and adjacent properties) than the rest of the building.

Shared-use path: a path or lane shared by pedestrian, bicycle, and other non-motorized users.

Smaller-scale housing: Also referred to as missing middle housing, it is a range of smaller multi-unit or clustered housing types compatible in scale with single-family homes. (Source: Opticos Design, Inc.)

Stepbacks: A building design element that is typically applied to the upper-story of a development to establish compatibility with surrounding development and maintain a pedestrian-oriented scale. A stepback requires that any portion of a building above a certain height is further pushed-in towards the center of the property.

Stormwater: Untreated runoff from rainfall and snowmelt. It flows across impervious surfaces (such as streets), through fields, and over construction sites, crossing municipal boundaries and can carry contaminants to lakes and streams. (Source: Dane County Office of Lakes & Watersheds)

Tabletop crossing or intersection: An intersection where the roadway ramps up to the sidewalk level to create greater visibility for pedestrians, improve usability for individuals who are mobility impaired, and slow vehicles down. Also known as a raised crossing or intersection.

Tax Increment Financing (TIF): A governmental finance tool to provide funds to construct public infrastructure, promote development opportunities, and expand the tax base.

Terrace: The space between the sidewalk and the curb along a street.

Through movement: within an intersection, the through movement refers to vehicles or users going straight and not turning onto the cross street.

Transit-Oriented Development (TOD): Compact, walkable, mixed-use development that is centered on quality public transit. It typically includes a mix of housing, office, retail, neighborhood amenities, and other uses within walking distance of a transit station. TOD reduces the need for driving by creating compact, vibrant, walkable neighborhoods with convenient access to activities and destinations connected by transit.

Tree canopy: The part of a city or area that is shaded by trees; The layer of leaves, branches, and stems of trees that obscure the ground when viewed from above. (Source: Center for Watershed Protection)

Underrepresented groups: Groups of people with a common race, ethnicity, immigration status, age, income level, gender identity, or sexual orientation who have not typically participated in City decision-making processes corresponding with the proportion of the population they comprise. These groups have often experienced discrimination or marginalization based on their identity.

Urban agriculture: The production of food for personal consumption, market sale, donation, or educational purposes within cities and suburbs.

Urban form: the patterns of building height and development intensity as well as the structural elements that define an area physically, such as natural features, transportation corridors, open space, public facilities, and other elements. (Source: City of Los Angeles)

Water quality: The condition of water, including its chemical, physical, and biological characteristics with respect to its expected use, for example, drinking, swimming, or fishing. (Source: Florida Brooks National Marine Sanctuary, Key West, Florida)

Watershed: Watersheds are an area of land that drain to the same location (the outlet).

Wayfinding: Wayfinding refers to information systems that guide people through a physical environment and enhance their understanding and experience of the space. (Source: The Society for Experiential Graphic Design)

Zoning Code: An ordinance that regulates land use, lot size, building placement, building height, and other aspects of the development of land.

Map Data Sources

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Pages 24–27 – Envisioning Change for Key Sites: City of Madison Planning Division

Page 30 – Planned Street Network: City of Madison Planning Division, City of Madison Engineering Division, City of Madison Department of Transportation

Page 32 – Pedestrian Network: Madison Area Metropolitan Planning Organization (MPO), City of Madison Planning Division

Page 33 – Shared-Use Path & Bicycle Network: Madison Area Metropolitan Planning Organization (MPO), City of Madison Department of Transportation, City of Madison Planning Division

Page 34 – Existing On-Street Bike Lane Upgrades: City of Madison Department of Transportation

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Page 37 – Complete Green Streets Types: City of Madison Department of Transportation, City of Madison Planning Division

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Page 60 – Urban Design Districts: City of Madison Planning Division

Page 61 – Historic Resources: Wisconsin Historical Society, City of Madison Planning Division

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