

# Executive Summary



***“This Plan creates a framework to guide changes in the Area in the coming years while continuing to value the features that make Southwest Madison special.”***

## Southwest Area Plan

# 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**

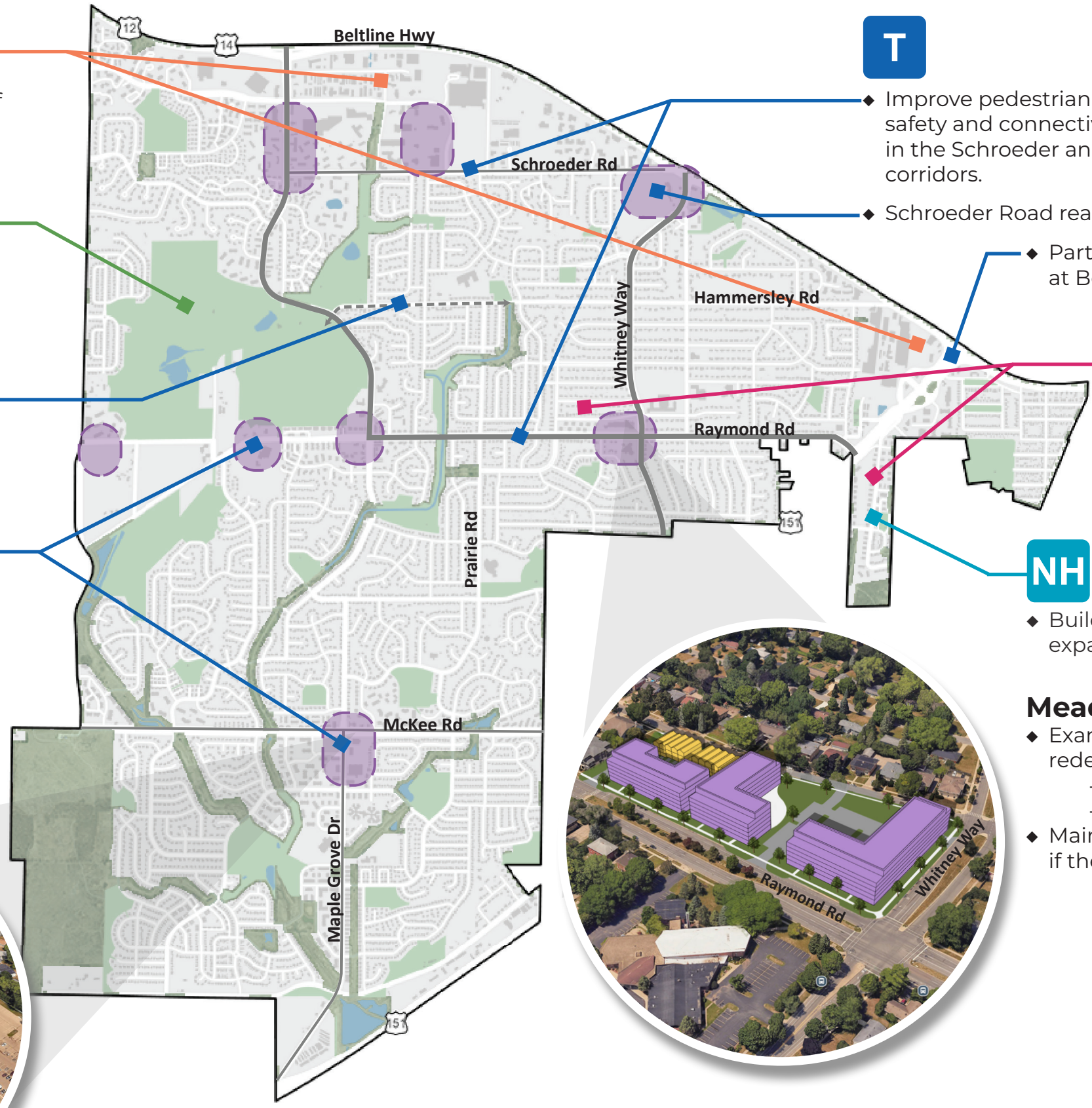
- ◆ Hammersley Road shared-use path extension to Elver Park.

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

◆ Opportunities for higher intensity development and new housing

# Implementation

## How This Plan Is Used

Area plans are used by the City to inform decisions on:

- ◆ zoning and redeveloping property;
- ◆ the location and types of housing;
- ◆ City's budgeting for infrastructure and services.

This plan takes high-level policies from citywide plans, like the Comprehensive Plan, and provides a greater level of detail about how those policies apply in the Southwest Area.

Many actions in this Plan can be implemented over the next decade, but some actions either have an uncertain timeline or may take longer than a decade to implement. Implementation of actions in this plan are dependent on funds being available through future City budgets or other sources.

The Plan will be implemented through varied methods, such as:

- ◆ Private development, guided by the Generalized Future Land Use (GFLU) Map, Recommended Building Height Map, and other maps and actions;
- ◆ City infrastructure projects and private-sector infrastructure projects dedicated to the City as part of developing and redeveloping neighborhoods like Midpoint Meadows;
- ◆ Current zoning, City-initiated recommended rezonings, and private-sector rezoning requests consistent with the GFLU Map;
- ◆ Official mapping of select planned streets;
- ◆ City budgeting for actions in this Plan;
- ◆ City participation in partnerships with the private sector, nonprofits, and other governmental entities.



It is anticipated that this Plan will be updated approximately every 10 years.

The full Southwest Area Plan can be downloaded at:  
[www.cityofmadison.com/southwestplan](http://www.cityofmadison.com/southwestplan)



## PLAN IMPLEMENTATION



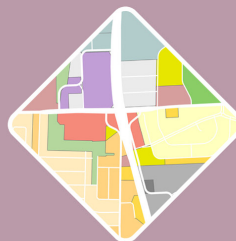
COMPREHENSIVE  
PLAN

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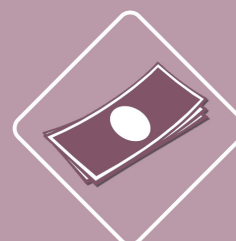
SOUTHWEST  
AREA PLAN

➡➡➡



ZONING

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CAPITAL  
BUDGET

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PARTNERSHIPS