

Department of Planning & Community & Economic Development

Planning Division

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To: Plan Commission

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

Date: December 15, 2025

Subject: Southwest Area Plan Update

Background

Planning Division staff engaged with the public and gathered further feedback, coordinated with other agency staff, and drafted Southwest Area Plan actions and maps since the previous Plan Commission check-ins on June 2 and August 25. Staff is updating the Commission on public feedback received on draft actions and maps and is seeking Commission feedback on draft actions and maps prior to preparing a final draft of the Southwest Area Plan for introduction at Common Council. Please see the project website for background material, public feedback summaries, and material from past meetings.

Public Engagement

Since the June 2nd PC check-in, staff gathered further feedback from the community at various summer events. Initial feedback and summer feedback was used to draft actions and maps in late summer/early fall. Draft actions and maps were released for public review on October 17, 2025 with a "storymap" walkthrough of highlights. An in-person open house to discuss draft actions and maps with the public was held on October 23, followed by virtual meetings on October 29 (evening) and October 30 (noon). Staff also worked with nINA Collective to hold four focus groups (one general discussion, one Spanish-language discussion, one Chinese-language discussion, and a discussion held in association with Access to Independence). Commenting on draft actions and maps via the online *Konveio* site closed on December 4th. A summary of comments is attached to this memo.

Draft Action Highlights

- 1. Land Use:
 - a. Allow for new mixed-use nodes and allowable development (north of Schroder Road, Raymond Road west of McKenna Blvd.) and other key corridors. Increased allowable mixed-use development at certain existing single-use strip malls (Meadowood Shopping Center, McKee Road at Maple Grove Drive).
 - b. Allow for Medium Residential 1 (MR1) development southwest of the Cross-Country-Nesbitt-Maple Grove intersection if land is not acquired for open space.
- 2. Transportation:
 - a. Planned Street Network Map:
 - Schroeder Road/Vitense Golfland realignment: This segment has been officially mapped since the 1960s and would be constructed through Vitense if that property redevelops.

- ii. Hampshire Place Extension: This street extension to connect to Suffolk Road is already officially mapped.
- iii. Meadow Sweet Drive Extension: This street connection to High Point Road is recommended for official mapping. The planned connection is carried forward from the High Point Raymond Neighborhood Development Plan.
- b. Shared-Use Path and Bicycle Network:
 - i. Extend the Hammersley Road Shared-Use path west to Mckenna Blvd.
 - ii. Increase pedestrian and shared-use path connectivity to and through Elver Park to improve access from the west and south.
 - iii. Add separated bike lanes on Whitney Way.
 - iv. Upgrade Seminole Highway bike lanes to All Ages and Abilities (AAA) standard.
- c. Street safety improvements include actions on:
 - i. Schroeder Road: completing a Safe Streets for All review to develop detailed projects to reduce speeding and improve safety on the road.
 - ii. Raymond Road: short- and long-term actions for possible road configuration changes.
 - iii. Changing the Cross Country-Maple Grove-Nesbitt intersection from a four-way stop to a roundabout.

d. Transit:

- i. Study the feasibility of restoring Transit service along Hammersley Road.
- ii. Contingent on funding, consider adding additional buses on Route D to alleviate some of the crowding issues during peak times.
- iii. Add bus shelters and benches on bus stops with high ridership.
- e. Partnerships: Since WisDOT controls/manages the Beltline and Verona Road, it has significant influence on the future of the Southwest Area. There are a number of WisDOT partnerships listed in the plan to help establish the City's position to help guide future projects.
- 3. Neighborhoods and Housing: Community Development Authority development of owner-occupied housing, such as townhomes, at their Allied Drive property.
- 4. Economy and Opportunity:
 - a. Create new tax increment districts (TIDs) to support development of businesses/ employment and mixed-use redevelopment.
 - b. 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.

5. Green and Resilient:

- a. Prepare a master plan for Elver Park; include additional connections to and through the park.
- b. Implement recommendations included in the City's watershed studies in the Southwest Area to reduce flooding and create a more resilient stormwater management system.
- 6. Effective Government: Pursue an intergovernmental agreement with the Town of Verona and City of Verona to establish future municipal boundaries and identify opportunities for shared infrastructure improvements (partnership).
- Health and Safety: Conduct Vision Zero speed analyses, enforce traffic regulations and explore traffic calming improvements like road diets, speed bumps and other measures along major streets.

The draft actions also include more detailed potential projects within Community Action Strategy (CAS) areas (Census block groups that have 50% or more population with household income levels less than 80% of the Dane County Median). These CAS projects are highly dependent on Federal Community Development Block Grant funding, which is uncertain.

Plan Commission Discussion

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

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

Attachments:

- Southwest Area Plan draft actions and maps
- Draft actions and maps commenting summary (through 11/16/25)

Southwest Area Plan

Actions and Maps: Public Review Draft

October 16, 2025

Table of Contents

(click on the topic below to skip to the draft actions for that topic)

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Notes for review:

- Actions are larger-scale City-led initiatives that are specific to the Southwest Area.
 Staff received some detailed comments on potential smaller-scale projects in the Area

 those are passed along to other agencies for review and potential implementation.
- **Partnerships** focus on items led by entities other than the City but may have some City involvement or contributions.
- The **Community Action Strategy** section at the end focuses on capacity building, community/stakeholder relationships, and small-scale physical improvements that may be funded through the Community Development Block Grant (CDBG) program.

Land Use

Actions

1. Rezone properties identified in the Proactive Rezoning map to implement the goals of this Plan and encourage development consistent with the actions in this Plan:

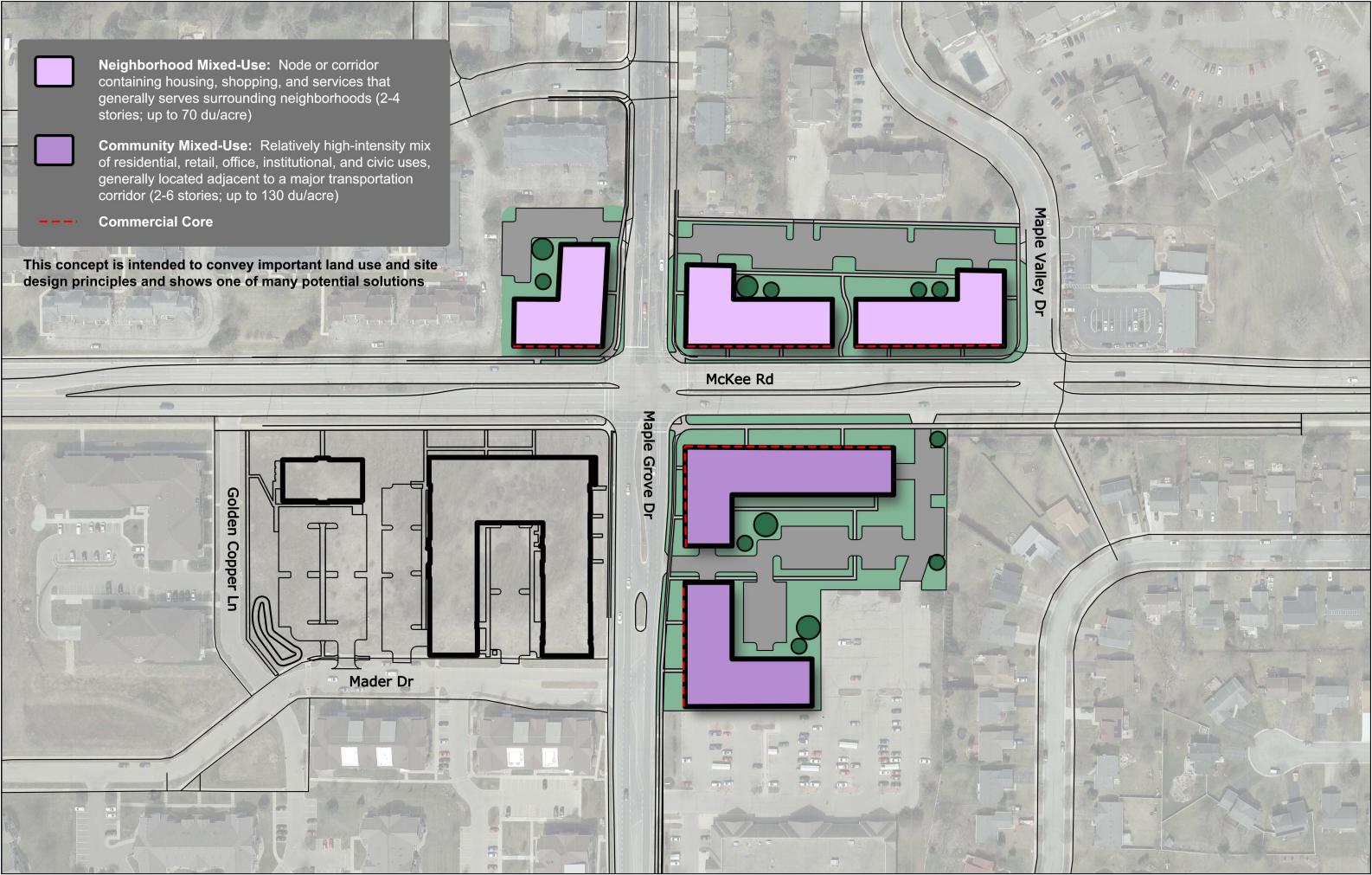
Site	Area	GFLU ¹	Existing Zoning	Recommended Zoning	Notes
1	Gilbert	СМИ	SR-V2	CC-T	Create consistency with proposed GFLU
2	Midtown / Raymond	MR	А	SR-V2	Create consistency with proposed GFLU
3	McKee / Maple Grove	СМИ	PD	СС-Т	Create consistency with proposed GFLU
4	Beltline and Seminole Hwy	GC	CC-T	CC	Create consistency with proposed GFLU

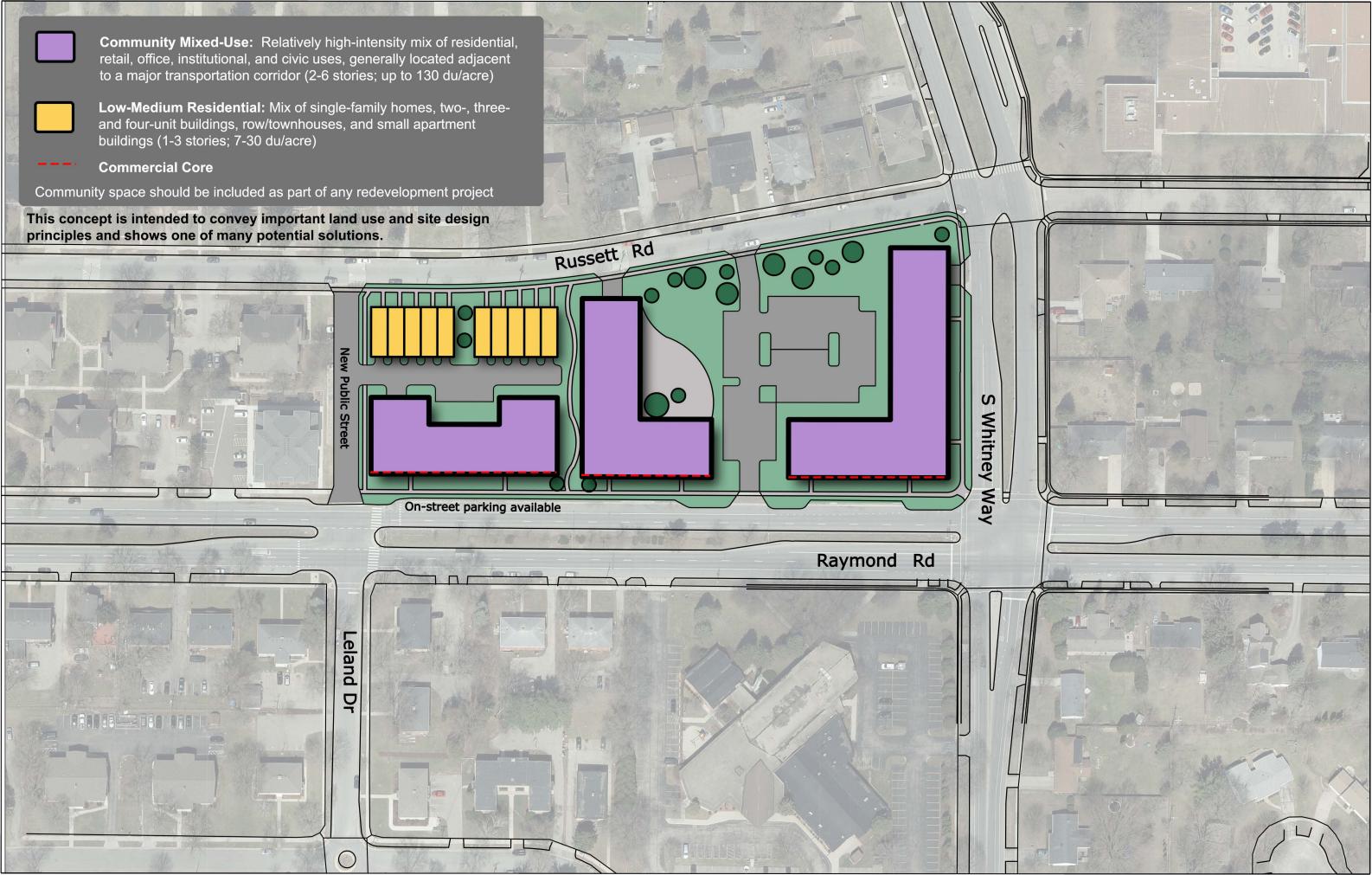
- 2. Implement maximum building height recommendations shown on the Building Height Map, with a mechanism for allowing bonus stories for developments that achieve specific affordability or sustainability parameters, similar to downtown height bonuses in City ordinances (Madison General Ordinances 28.071(2)(a)2).
- 3. Amend the zoning code to require ground floor commercial uses in the locations shown as Commercial Core on the GFLU¹ Map.
- 4. Create a new or modify existing zoning districts for General Commercial and Employment land uses that does not allow residential development.
- 5. Through zoning and/or urban design regulations require pedestrian and transit-friendly redevelopment, especially in mixed-use areas identified on the GFLU¹ map. Concept examples on the following pages include these areas:
 - a. Mid Town Rd and Raymond Rd
 - b. Meadowood Center
 - c. Whitney Way and Schroeder Rd
 - d. Maple Grove Dr and McKee Rd

¹ GFLU = Generalized Future Land Use. See the map later in this document. For descriptions of each category (CMU, MR, etc) <u>please see this FAQ</u>.

6.	Explore public acquisition of the land bounded by Maple Grove Dr, Cross Country
	Rd, and Badger Prairie County Park to expand Badger Prairie open space. In lieu of
	acquisition by the public, portions of the property may be appropriate for
	development in the MR1 category if annexed to the City of Madison and added to the
	Central Urban Service Area. Residential development of the property shall occur on
	City of Madison water and on sanitary sewer and should include dedication of
	parkland to meet parkland dedication requirements, with the dedicated land to be
	added to adjacent parkland. A generous buffer should be provided for any
	residential development from the closed sanitary landfill on the county open space
	located adjacent to the western boundary. If developed for residential purposes, the
	city and developer should consider a land swap that would allow development on
	current city-owned open space and Cross Country Road right of way to allow the
	development to be closer to the established city neighborhood.

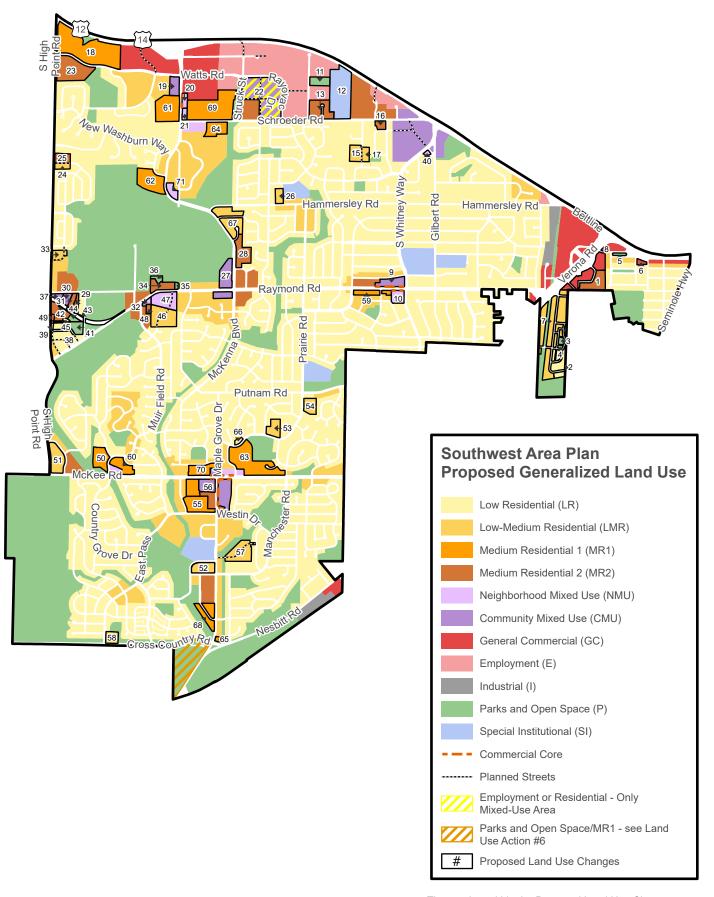
The following site concepts have been drafted to illustrate what property owners **could** propose for selected mixed-use areas within the Plan Area under the GFLU Map's guidance. They are **examples only – no redevelopment projects have been proposed.**



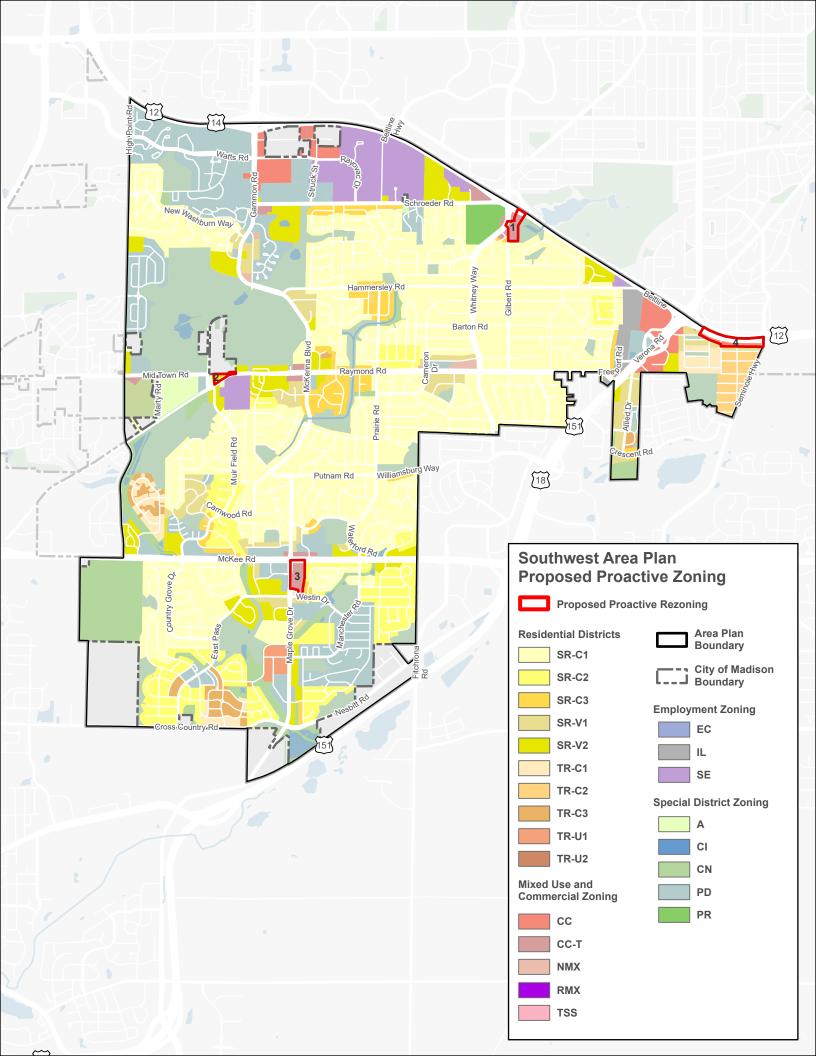


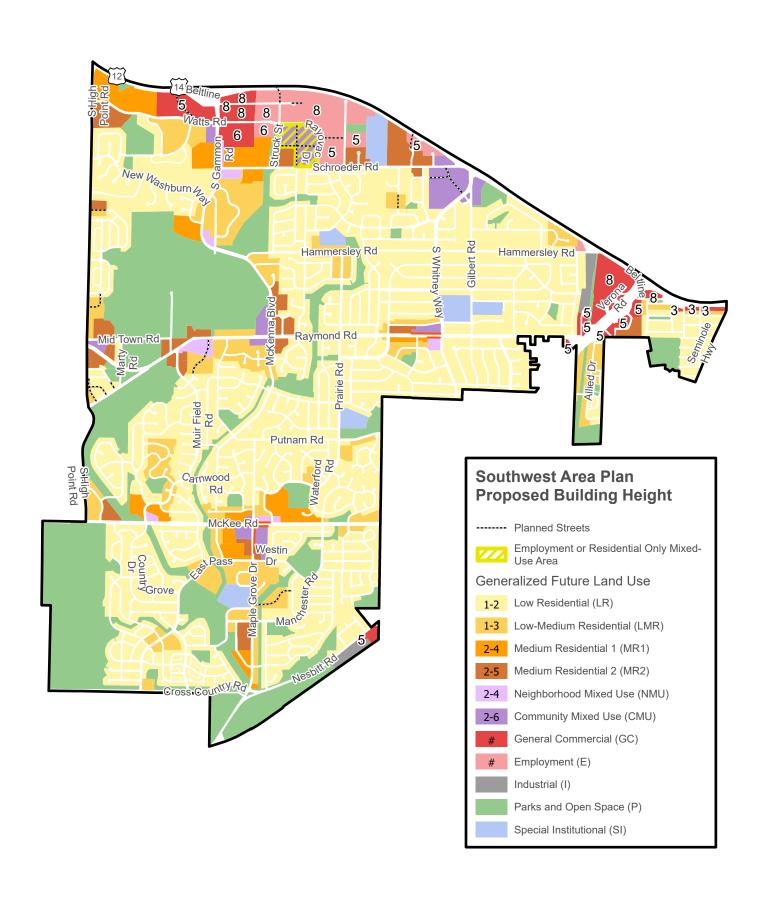






The number within the Proposed Land Use Changes boundary is the proposed change to the Generalized Future Land Use. Please review table for detailed information. Parcels developed with residential located adjacent to the Beltline are recommended against additional dwelling units.



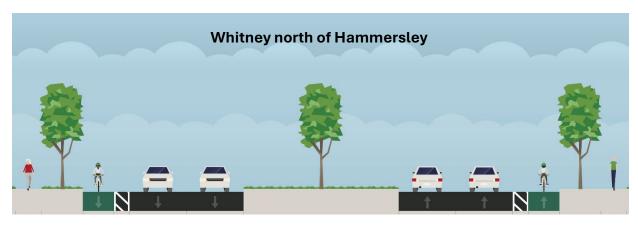


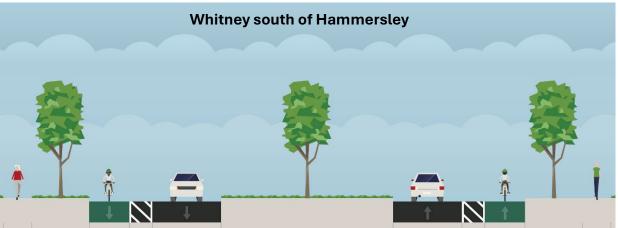
Transportation

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 Rd. between Hammersley Rd. and Whitney Way by removing bicycle lanes to narrow the street.
- 3. Work with the City of Fitchburg and UW-Madison Arboretum to upgrade Seminole Highway bicycle facilities to All Ages and Abilities (AAA) standards from the Beltline to the Cannonball Path.
- 4. Add separated bike lanes on Whitney Way:
 - a. North of Hammersley Rd, where the street is wider and the traffic count is higher, the lanes should replace little-used on-street parking.
 - b. South of Hammersley Rd, 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).
- 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 a result of the new Midpoint Meadows and Hill Valley subdivisions within and along the south/southwest portion of the planning area and make adjustments to existing streets and intersections to improve pedestrian, bicyclist, and traffic safety as the new neighborhoods are developed.
- 7. Improve the safety of pedestrian crossings along Manchester Rd. by adding bump outs, continental crosswalks, and Rectangular Rapid Flashing Beacons (RRFBs) in key locations.
- 8. Extend the existing shared-use path along Hammersley Rd. west to McKenna Blvd.





Street Connectivity and Traffic Circulation

- 9. Undertake the grant-funded Safe Streets for All review of Schroeder Rd. to develop a detailed list of safety 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 Dr. and Forward Dr. for the potential addition of an all-way stop or traffic signal, and adding flashing beacons at frequently used pedestrian crossings.
- 10. If Vitense redevelops, realign Schroeder Rd. away from the Beltline-Whitney Way interchange onto the existing officially mapped corridor through the property (see the Planned Street Network map).
- 11. Reconfigure South High Point Rd. to have one travel lane in each direction, with a center turn lane and separated bike lanes.

12. Raymond Road:

a. Short-term: Using Safe Streets Madison and possible grant and/or TIF funding, increase pedestrian and bicyclist safety and decrease speeding by adding bump outs at intersections, RRFBs, and through other incremental measures.

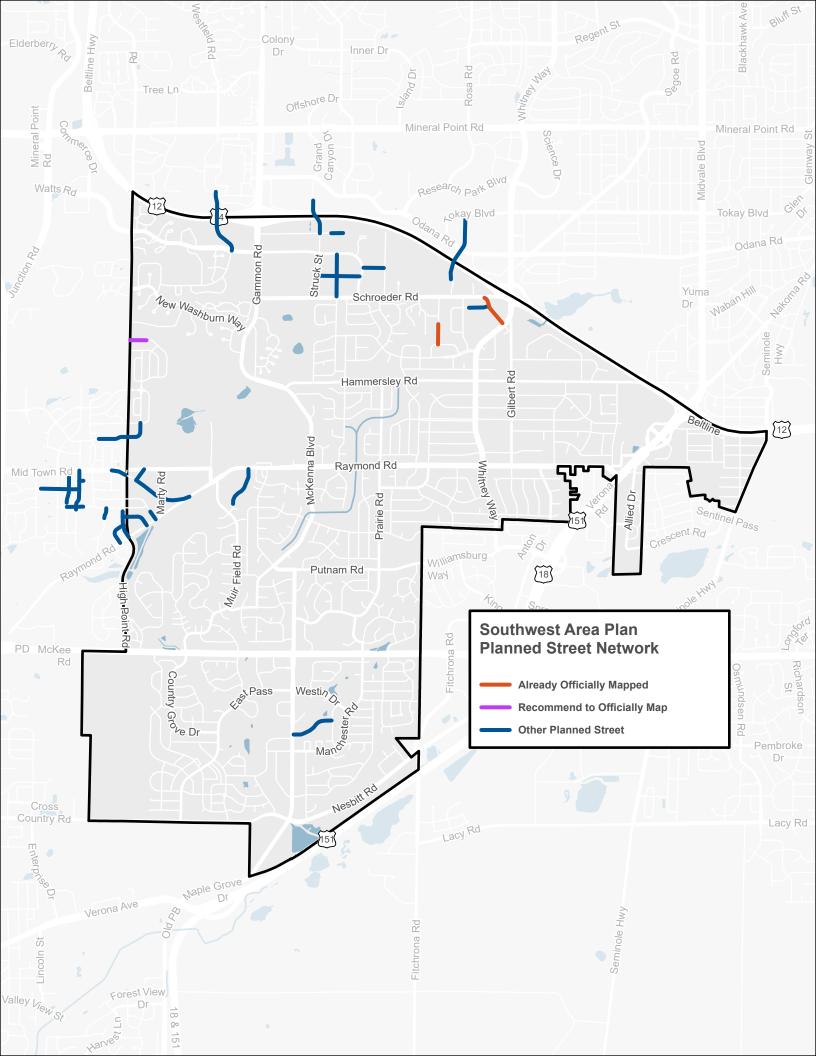
- b. Long-term: Evaluate the road for a possible reduction in the number of travel lanes after the planned Raymond-Mid Town connection is made.
- 13. Improve safety along Woodington Way by:
 - c. Working with MMSD to evaluate improvements to pedestrian access to Hammersley Road to provide an alternative to student pickup and drop off along Woodington Way.
 - d. 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.
 - e. Evaluating expansion of current parking restrictions along the street.
 - f. Exploring with residents and staff whether making the street one-way would improve safety.
- 14. Coordinate with MMSD to prioritize on-site bus/car pickup/drop off at Toki and Orchard Ridge as the District implements school reconstruction projects.
- 15. Install a roundabout at the intersection of Cross Country Rd., Maple Grove Dr., and Nesbitt Rd.
- 16. Officially map the extension of Meadow Sweet Dr. from its current dead end to connect with High Point Rd.

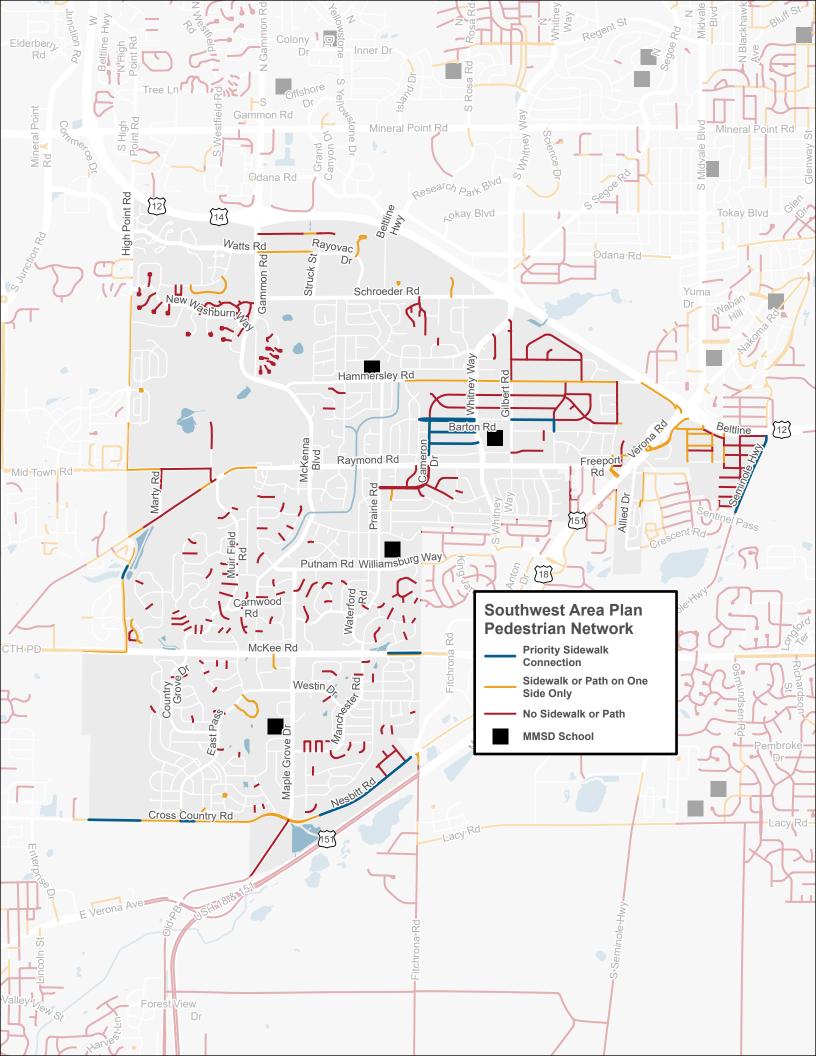
Transit

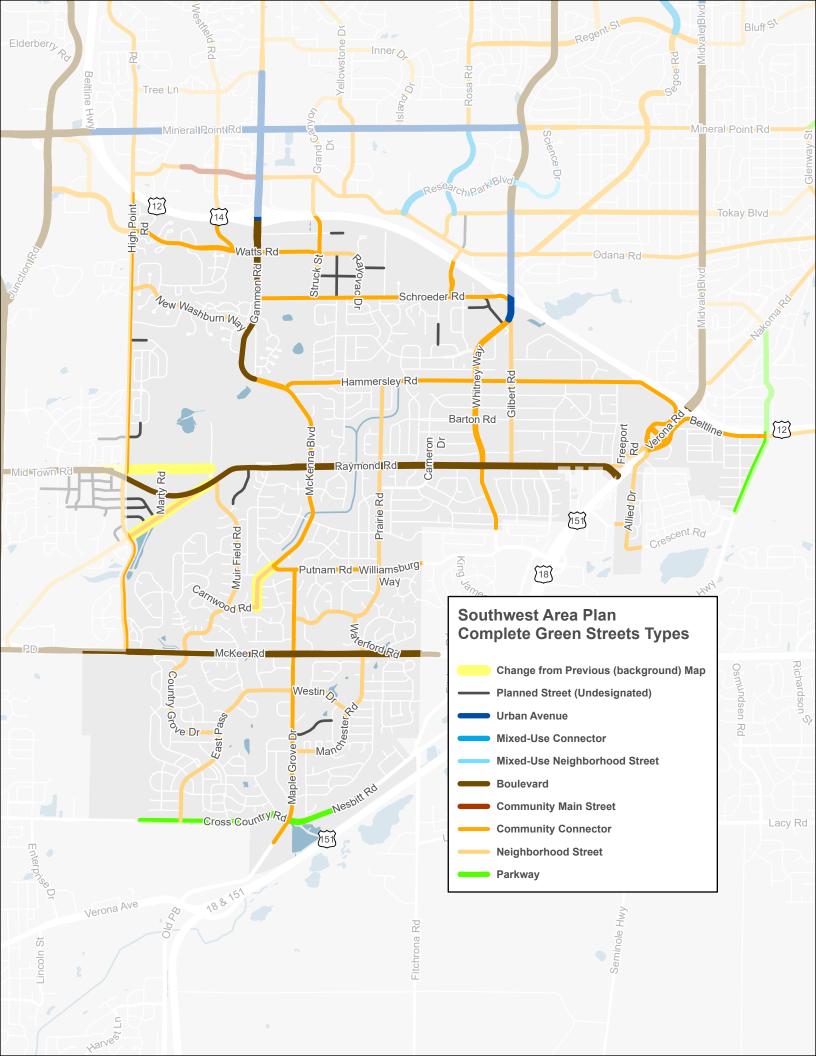
- 17. As funding allows, install additional bus shelters, including at:
 - a. Raymond Rd. at S Whitney Way (stops 8512 and 8937).
 - b. Allied Dr. at Jenewein Rd. (stops 4446 and 4547).
 - c. Red Arrow Trl. at Verona Rd. (stops 4716 and 4861).
- 18. Study the feasibility of restoring transit service along Hammersley Rd.
- 19. As funding allows, add buses on Route D to address crowding during high-use times.

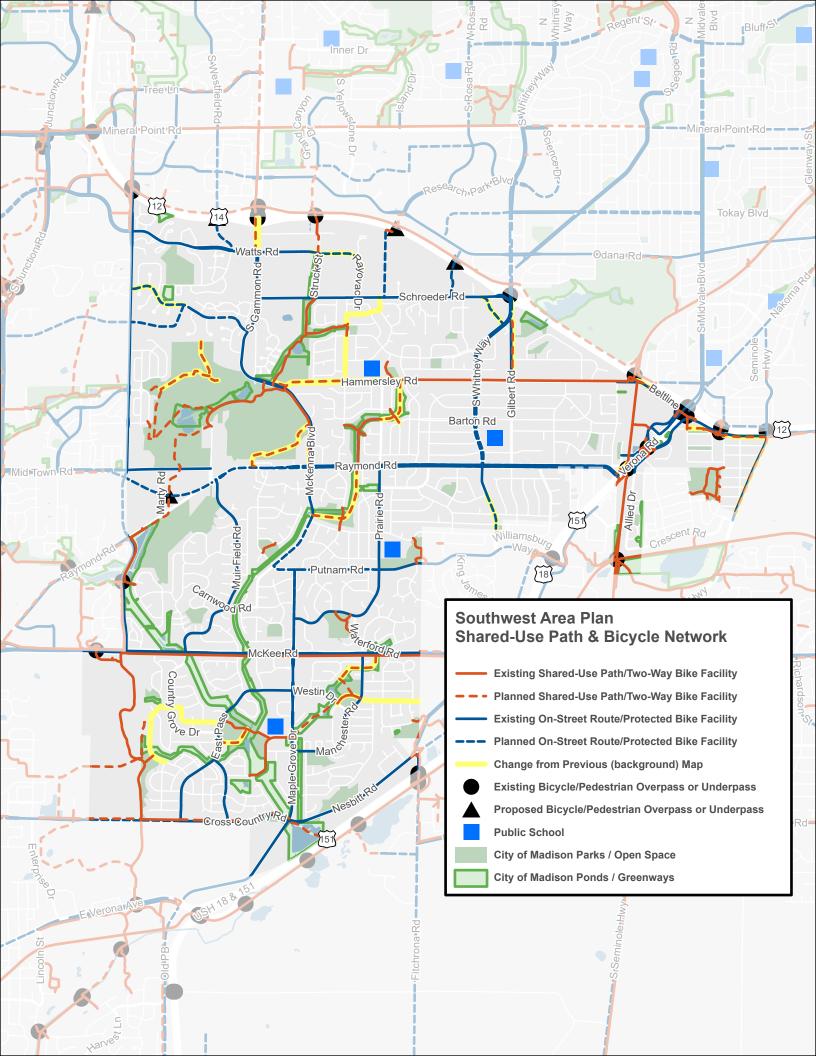
- A. Work with the Wisconsin DOT to:
 - i. Improve conditions for pedestrians and bicyclists at the Whitney Way interchange.
 - ii. Improve conditions for pedestrians and bicyclists at the Gammon Road interchange.
 - Add a street connection across the Beltline from Kessel Court to Odana Road.
 - iv. 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 Rd./Beltline interchange by adding bicycle lanes between Danbury St. and Seminole Hwy., adding a shared-use path from the Verona Rd. underpass to the Southwest Path overpass to the west, and adding a shared-use path from the Verona Rd. underpass to the Whenona Dr. overpass to the east.
- viii. Represent the City's interests in safety and pedestrian/bicycle connectivity as the Beltline Study progresses.
- ix. Increase pedestrian, bicycle, transit, and car connectivity across Verona Road as part of any future WisDOT projects in the area. Future changes should aim to reduce vehicle speeds and enhance safety for all users by expanding connections to the local street grid, narrowing lanes, and incorporating traffic calming measures.
- 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.









Neighborhoods and Housing

Actions

- Work with developers to encourage a wider mix of apartment unit sizes, including smaller units for younger and older households, as well as build and 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 (see Land Use element), especially in areas near schools, parks, shopping, and transit service, through zoning ordinance changes and proactive rezoning.
- 3. For new housing partially funded by the City (through land banking, AHF, TIF), 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, S. Whitney Way, S. Gammon Road, and McKee Road.
- 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.

- A. Increase awareness and access to existing community programs and services offered in the Southwest Area, especially for youth and seniors from Black, Indigenous, and People of Color communities.
- B. 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.
- C. 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.
- D. 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, Westside Swim Club, YMCA) to increase access to recreational opportunities by securing scholarships for area youth.
- E. Explore increasing the use of Toki and Orchard Ridge schools for youth and adult classes after-school, evenings, and weekends
- F. Expand after school programming at Elver Park Neighborhood Center.
- G. Work with community stakeholders to locate a community center in the Southwest Area when/if:

- Existing community buildings, such as the City-owned 1225 McKenna Blvd. and MMSD schools, are not adequate to meet community needs for programming.
- Community support for a center is demonstrated through organization around fundraising for center construction and operations.

Economy and Opportunity

Actions

- Create new tax increment districts (TIDs) as needed to support development of businesses/ employment and mixed-use redevelopment consistent with the GFLU Map in the Land Use chapter.
 - a. If significant redevelopment is proposed in the southwest and/or southeast corner of Verona Rd./W. Beltline Hwy., create a new tax increment district that extends north and south of the W. Beltline Hwy. to support development of businesses/employment.
 - b. As properties within the Town of Middleton island bounded by Gammon, Watts, Struck, and the Beltline transfer to the City and redevelop, create a new TID to fund non-assessable infrastructure improvements to this commercial/ employment area (contingent on proposal of a revenuegenerating project).
- 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.
- 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.
- 4. Explore options for adding public wi-fi in City of Madison Parks located in our Community Action Strategy Areas (see map on page ____) where 50 % or more people live with low to moderate incomes as defined by Census and HUD income data.

- A. Work with the Urban League (ULGM) to expand job training and other programming in the City-owned, ULGM-managed building at 1225 McKenna Boulevard.
- B. Facilitate a conversation with SW Area nonprofits and service-providing agencies from different levels of government to determine the demand for, and feasibility of, a "hub" building for community service providers in the Allied Drive area to increase access to available services under one roof.
- C. Work with and provide support for non-profit organizations or others interested in starting a service business incubator in the Verona Rd./W. Beltline Hwy. commercial area.

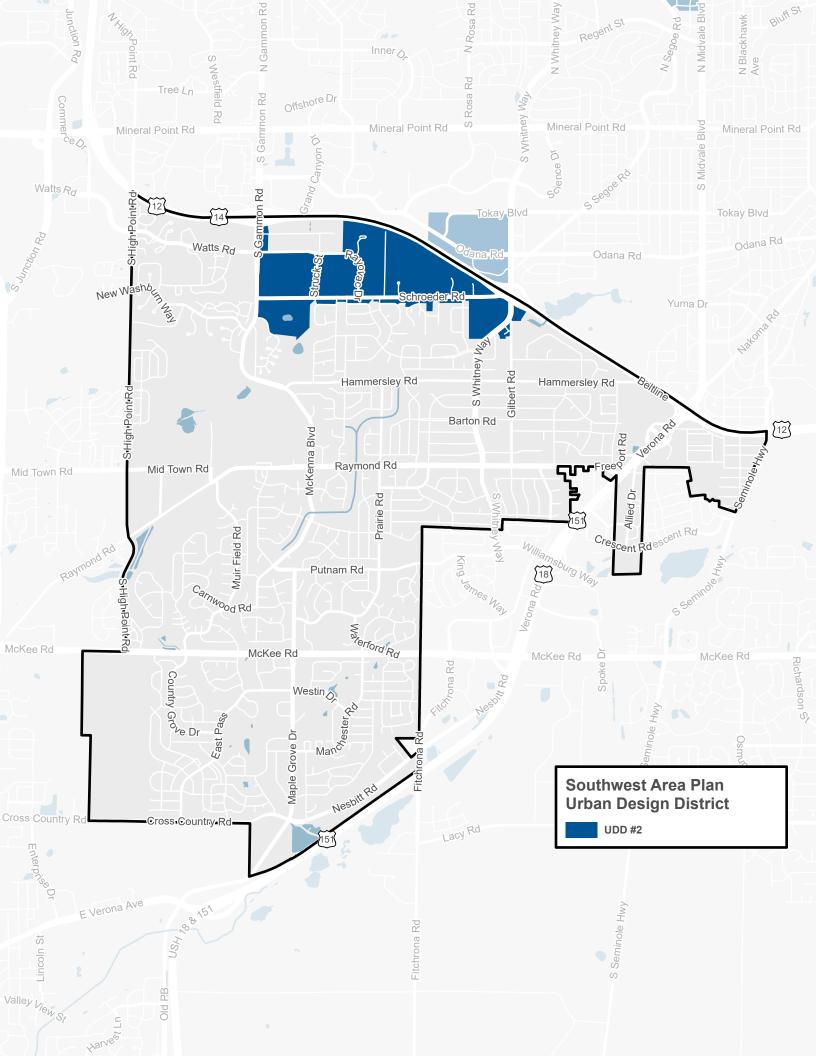
- D. Reach out to Verona Road Business Coalition to explore partnerships that would assist in supporting existing businesses and establishing new businesses in the Verona Rd./W. Beltline Hwy. commercial area south of the highway.
- E. Collaborate with Satellite Family Child Care at Reach Dane on Red Arrow Trail to expand the number of regulated family childcare providers, with the goal of increasing access to high-quality, home-based early childhood education. The City of Madison current contracts with Satellite to provide accreditation, training and support services to family childcare programs in Madison.
- F. Engage the City's Child Care Unit and 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 childcare providers who serve four year old children who would be eligible for 4K enrollment in MMSD.

Culture and Character

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 High Point Road and Raymond Road.
- Establish placemaking that builds neighborhood identity and pride through signage, landscaping, public art, and community storytelling projects. Possible locations include the Beltline, underpasses at Verona Road and Struck Street, bus shelters in Allied, Meadowood Neighborhood Center, Theresa Terrace Neighborhood Center, and in parks.
- 3. Evaluate Urban Design District 2 (UDD 2) as part of the citywide UDD review process and ordinance update. Consideration should be given to the following:
 - a. Evaluating the UDD 2 boundary.
 - b. Updating UDD 2 design-related development requirements and guidelines to better align with current City policies, as well as the Actions included in this plan.
- 4. Buildings fronting "Commercial Core" areas along Raymond Road 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.
- 5. 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 Table

- 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

Actions

Parks

- 1. Prepare a master plan for Elver Park:
 - a. Include a second entrance to Elver Park from the south.
 - b. Develop comprehensive signage throughout Elver Park to improve path identification and wayfinding, 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 (conceptual locations are shown on the Shared-Use Path & Bicycle Network map in the Transportation chapter).
- 2. Complete Park Development Plans to enhance recreation opportunities in Southwest Area parks by incorporating amenities like biking facilities, pickleball, volleyball, soccer, futsal, and other field sports. Prioritize improvements at parks that currently lack amenities, like Britta Park.
- 3. Incorporate recreational amenities in Ice Age Ridge Park, focusing on non-intrusive, nature-based play areas that align with park principles.
- 4. Extend a path from Cosgrove Dr. southwest through Apple Ridge Park along the general route of the current mown path to connect with the sidewalk along Nesbitt Rd.

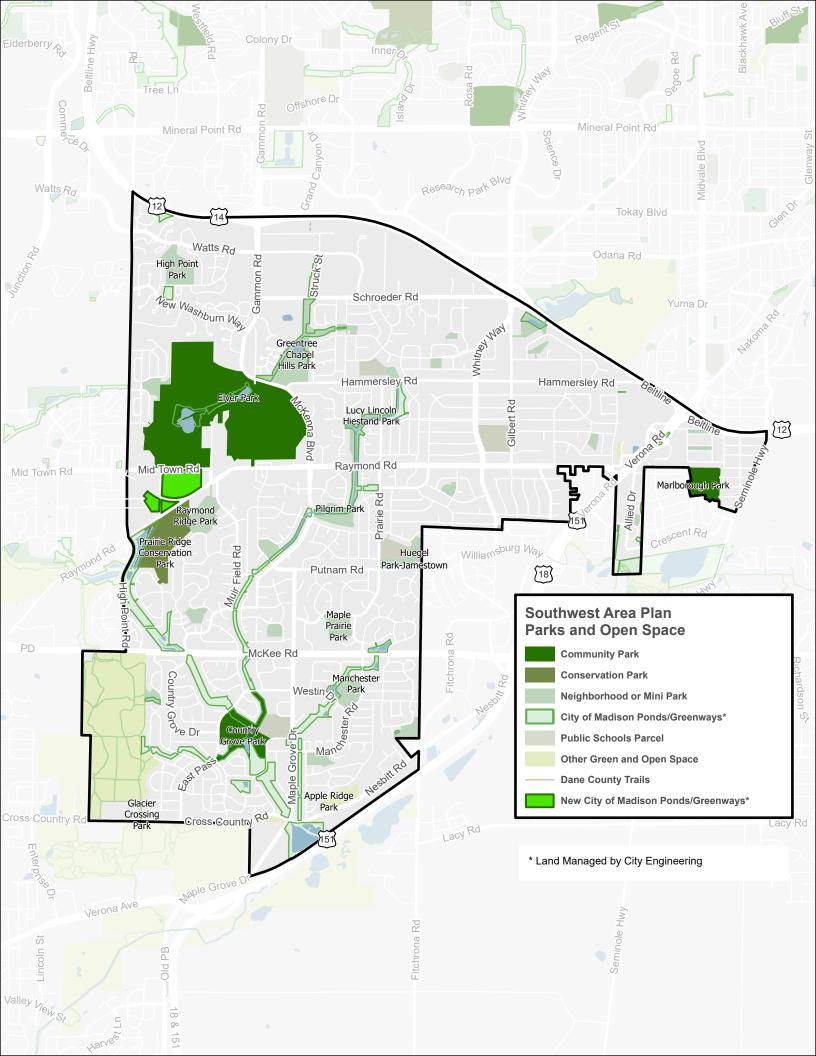
Tree and Canopy Coverage

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

Stormwater Management and Flood Reduction

- 6. Evaluate public access to the planned stormwater pond along Marty Road as part of the design process.
- 7. Implement recommendations included in the City's watershed studies in the Southwest Area to reduce flooding and create a more resilient stormwater management system.

- A. Collaborate with the City of Fitchburg to:
 - i. Provide a connection between Allied Park and Belmar Hills Park.
 - ii. Construct a Belmark 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 and the City of Verona to incorporate eastwest 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 Dr.
- 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 Dr. or E Pass.
- D. Explore partnership opportunities with community groups to create additional community gardens, especially in proximity to concentrations of multifamily housing.



Effective Government

Actions

- 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 (5501 Schroeder Rd) 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.
 - Upgrade sanitary sewer infrastructure along Flagstone Drive by Talc Trail to accommodate new housing development to the southwest of the Mid Town Rd-Dewberry Dr intersection.
- 2. Build a new well facility near Mid Town Rd. and Pleasant View Rd. to connect water service regions and improve supply options for Pressure Zones 8, 9, 10, and 11, which will improve water pressure and redundancy in the western portion of the planning area (Region D). Implement a wellhead protection zoning overlay to prevent contamination of the new well.
- 3. Rebuild Well 12 to enhance dual pressure zone pumping capabilities, improve service reliability, and maximize available water supply.
- 4. Explore the feasibility of expanding Meadowridge Library at its present location or at a site further to the west.
 - a. If the library moves, maintain library services in the Meadowood area
 - b. Integrate the planned Meadowridge Library into the City's Long Range Facilities Plan.
- 5. Attach City-owned properties that are part of Elver Park but in the Town of Middleton into Madison.

- A. Pursue an Intergovernmental Agreement with the Town of Verona and City of Verona to establish future municipal boundaries and identify opportunities for shared infrastructure improvements.
- B. Increase coordination with Fitchburg related to municipal services in the Allied-Dunns Marsh neighborhood through initiatives like working with rental properties to distribute materials that provide information about which municipality they live in, polling places, and nearby municipal facilities.
- C. Work with Metro Transit and adjoining school districts to distribute free bus passes to students in Verona Area School District and Middleton-Cross Plains schools without requiring students to pick passes up from downtown.

Health and Safety

Actions

- A. 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:
 - a. Cross Country Rd.
 - b. High Point Rd.
 - c. Ice Age Dr.
 - d. Manchester Rd.
 - e. Maple Grove Rd.
 - f. McKenna Blvd.
 - g. Muir Field Rd.
 - h. Prairie Rd.
 - i. Raymond Rd.
 - j. Schroeder Rd.
 - k. Whitcomb Dr.
 - l. S. Whitney Way
- B. Where not already required by State Statute, encourage any new residential buildings within 200 feet of the Beltline to use materials and insulation that keep interior noise levels below 52 decibels as per state code TRANS 405. Design sites to shield outdoor spaces from noise above 67 decibels. Developments near the Beltline should follow setback and noise regulations outlined in Wisconsin code (TRANS 233, TRANS 405), and Madison General Ordinances Section 16.23.
- C. Evaluate the street lighting along Maple Grove Rd., McKenna Blvd., Allied Dr., Russett Rd. (5700-5800 blocks), Raymond Rd. (Cameron Dr. to Westbrook Ln.), Park Heights Ct. and Schroeder Rd. for proper light levels. This work would 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.

Partnerships

Personal Safety

- A. Improve public safety by encouraging more people to get out and use public and private places through the expansion and establishment of programming, events, and activities at Southwest area neighborhood centers, community centers, shopping centers, Meadowood Library, parks, and other gathering places.
- B. Request that Fitchburg investigate upgrading the street lighting along Jennewein Road.

C. Work with MMSD to:

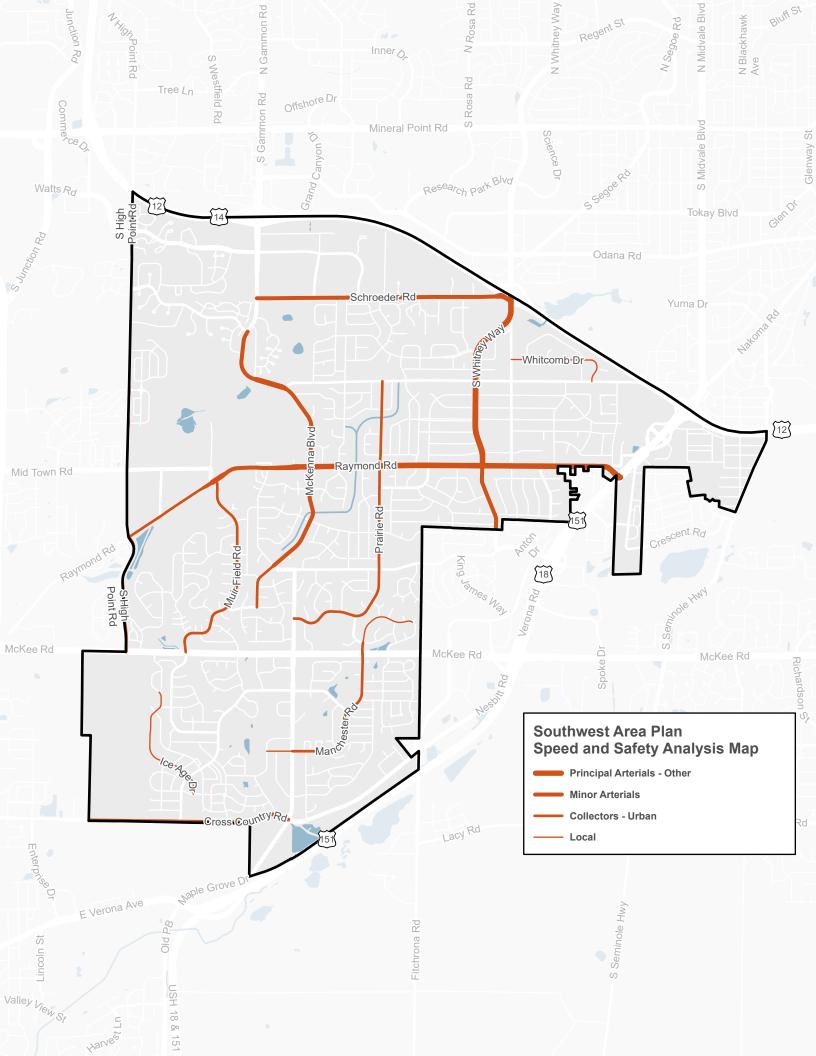
- i. Determine whether students living north of Schroeder Rd. could qualify for busing to Anana Elementary due to traffic safety concerns along Schroeder through designating Schroeder as an "unusually hazardous" roadway.
- ii. Evaluate Schroeder Rd. safety improvements as part of the Safe Streets for All project (see Transportation action #8).

Community Programming

- D. 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.
- E. 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.
- F. 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

G. In partnership with Public Health Madison Dane County, 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.



Community Action Strategy

Allied

Capacity Building

1. Work with Allied Dunn's Marsh Neighborhood Association to build capacity through leadership training, tools and tips on expanding community participation, and more.

Community and Stakeholder Relationships

- 2. Work with Madison Senior Center, Allied Wellness Center and Allied Dunns Marsh Neighborhood Association to add services for elders such as social events, mental health support, home maintenance assistance, and the like.
- 3. Explore a public-private partnership to develop a business incubator that would house service businesses like a hair salon and barber shop.
- 4. Work with area community groups to expand youth programming in the area.
- 5. 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 SEED grants—that support healthy food initiatives and incentivize nutritious options.

Small Scale Physical Improvements

- 6. Add a stop sign at the Windflower Way and Danbury Street intersection.
- 7. In Allied Park add lights and grills, repaint the basketball court, create a sign for the court, and add lights to the court.
- 8. Explore options for adding a community garden and fruit trees with programming near Allied Drive multi-family housing. Consider such locations as the greenspace along the Southwest Path between Carling Drive and Lovell Lane, on the Community Development Authority property at 2401 Dunns Marsh Terrace, and in Belmar Park.
- 9. Improve visibility and safety at the intersection of Allied Drive and 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 drivers' lines of sight.

Meadowood

Small Scale Physical Improvements

- During the upcoming 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, outdoor workout equipment and public events and activities.
- 2. Add edible landscapes to Meadowood Park.
- Enhance pedestrian infrastructure and streetscape design along the back of Meadowood Shopping Center. Install sidewalks or multi-use paths to improve connectivity and pedestrian safety, especially for residents and visitors accessing the Center from Russett Road.
- 4. Consider widening sidewalk and adding pedestrian-scale lighting, pedestrian amenities, street trees, and landscaping features to create a more inviting atmosphere at Meadowood Shopping Center along Raymond Rd.
- 5. Incorporate a small shelter structure at Sunridge Park.

Park Edge/Park Ridge

Capacity Building

 Continue to work with area renters and established neighborhood groups to create a new neighborhood organization that represents and supports Moraine View Drive and Madison Estates areas.

Small Scale Physical Improvements

- 2. Add a crosswalk and pedestrian signage for the path across Chapel Hill Road between Regis and Piping Rock Roads.
- 3. Explore adding a community orchard to Elver Park.
- 4. Explore adding recreational amenities to Lucy Lincoln Hiestand Park such as bike facilities, a small size soccer field and workout stations.

Other

5. 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.

Appendix

Table xx: Properties of Historic Interest

Table xx: Properties of His		No.
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.
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 right 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.

Southwest Area Plan - Interim Phase 2 Community Feedback Summary

From June 1, 2025 through November 16, 2025

This interim feedback summary includes public input from Phase 2 of the Southwest Area Plan process through November 16, 2025. It includes public feedback provided through a variety of sources, which are listed below. Staff reviewed all public comments and organized them into the most relevant element from the City's Comprehensive Plan. We grouped similar comments together into one row with a tally of how many people commented on that topic in the middle column. The tally also includes the level of support ("thumbs up" or thumbs down") on comments received through the online commenting tool. A total of 171 public comments were received through November 16, 2025. This summary does not include all comments received – a full list of all comments will be made available along with the complete feedback summary at the end of Phase 2 (expected in January 2026).

Comment Sources:

- Art Workshop
- Community Action Strategy (CAS) event
- Online commenting tool
- Phone call or emailed feedback
- Public meeting
- Other events, such as Neighborhood Association meetings

Land Use and Transportation				
Comments	Tally (#) of Repeated Comments	Sources		
Land Us	е			
At Mid Town Rd near S High Point Road: Would like to see upzoning and allowing for more mixed uses. This would provide more destinations to walk to and less reliance on a car.	6	Online commenting tool		
With Meadowood Shopping Center recommended as Community Mixed-Use, concerned that neighborhood-serving uses will be lost if the shopping center is redeveloped. Example of Sequoya Commons, which people think does not have enough parking and is too dense.	5	Neighborhood Association Meeting, Public meeting		
With Meadowood Shopping Center recommended as Community Mixed-Use, concerned that neighborhood-serving uses will be lost if the shopping center is redeveloped. Example of Sequoya Commons, which people think does not have enough parking and is too dense.	5	Neighborhood Association Meeting, Public meeting		
Want to see more mixed-use areas with things like restaurants and retail (no specific locations were mentioned).	4	CAS event, Email, Public meeting, Online commenting tool		
Southwest Area is lacking great places for people to hang out or walk around where there are small businesses. Some examples mentioned: Monroe Street, Willy Street, and along Atwood.	3	Email, Public Meeting		
Would like mixed-use destinations in the McKee Rd at Maple Grove Rd area	3	Online commenting tool		
For Meadowood Shopping Center: more housing with increased green space sounds great. Better than the current giant parking lot.	2	Online commenting tool		
Consider adding the area around Home Depot and U-Haul to Land Use Action 5, which is about require pedestrian and transit-friendly redevelopment, especially in mixed-use areas on the Generalized Future Land Use (GFLU) Map.	2	Online commenting tool		

Transportation				
Comments	Tally (#) of Repeated Comments	Sources		
I consciously choose never to bike along Whitney Way because of the traffic there. Separated bike lanes would be great.	14	Online commenting tool		
I approve of all new infrastructure listed in the draft Actions (under Pedestrian and Bicycle Network) but would like to also see improvement of existing infrastructure. Raymond Road and McKenna Blvd are two very important north-south and eastwest roads. However, the bike facilities on these roads are not even comfortable for highly experienced riders.	10	Online commenting tool		
I'm thrilled at the prospect of a bike/pedestrian trail that crosses the highway here (just south of Cross Country Rd, Maple Grove Dr, and Nesbitt Rd). It would be transformative for the area.	9	Online commenting tool		
Support for extending the shared-use path along Hammersley west to McKenna Blvd (Transportation Action 8). Will also need safety improvement of the McKenna crossing at Hamersley.	9	Online commenting tool		
This sidewalk/path connection on the north side of PD between Dorchester Way and the new development in Fitchburg is desperately needed, especially in light of the bus stop on PD at Fitchrona.	6	Online commenting tool		
Raymond Rd between High Point and Verona Rd often – support for a reduction in lanes. It would it better to bike.	6	Online commenting tool		
This should be a priority [Transportation Partnership A.ix - increasing pedestrian, bicycle, transit, and car connectivity across Verona Rd aim to enhance safety by expanding connections to local street grid, narrowing lanes, and traffic calming measures]	6	Online commenting tool		
Really excited about the possibility of adding an all ages and abilities bike/pedestrian path on Seminole Highway to connect to the Cannonball Path.	5	Online commenting tool		
General concern about traffic and safety on Schroeder Rd	5	Online commenting tool, Public meeting		
Why is there a need for a new street here (connecting Maple Grove to Basalt Lane)? Seems unnecessary to add another street and 4-way intersection along Maple Grove.	4	Online commenting tool		
The D route (when it was still the 75) towards Epic during rush hour has been absolutely packed in the past. I and many others would love additional frequency for those times	4	Online commenting tool		
Yes please! [Comment is related to Transportation Action 15, which is about installing a roundabout at the intersection of Cross Country Rd, Maple Grove Dr, and Nesbitt Rd]	4	Online commenting tool, Public meeting		
The existing bicycle/pedestrian tunnel near Struck St is important but has many issues. High humidity makes the floor slippery, the lighting is poor and people who are homeless sometimes leave items in the tunnel which are hard to see.	4	Online commenting tool,		
Concern about proposed overpass of the Beltline near Struck St. and Grand Canyon Dr. as a future street connection. The existing bicycle/pedestrian tunnel near Struck St provides a safe way to cross the Beltline. Residents do not want it replaced or compromised by a new roadway, especially since cars can already travel between the two streets.	3	Online commenting tool		
Raymond Road is quite wide. On-street parking is rarely used, further encouraging higher speeds. I suggest that one parking lane be converted to a bi-directional, protected bike lane	3	Online commenting tool		

Concern about speeding and safety at the Schroeder Rd.—Whitney Way intersection at the beltline. Desire for improvements that do not involve removing the exit ramp, eliminating Vitense Golfland, or significantly reconfiguring through-streets. [Note: the beltline exit ramp is NOT proposed to be removed and Vitense will not change unless they decide to do something different with their property.]	3	Online commenting tool
Watts Road should be a priority sidewalk connection.	3	Online commenting tool
This would be spectacular [Transportation Partnership B]. Even as a bike owner, there are times when BCycles would make certain errands and logistics so much simple.	3	Online commenting tool
Concern about safety on Woodington Way by Anana Elementary	3	Email, Online commenting tool
When will High Point Rd and Raymond Rd connections be completed?	3	Public Meeting
I carpool every day from the Southwest area to UW. Please keep traffic efficiency on the list of priorities. With all these proposed traffic calming measures, I worry that the city is becoming increasingly unfriendly toward commuters.	2	Online commenting tool
Concern about proposed beltline crossing near Kessel Court. The proposed roadway gores through our campus building complex where patients and staff routinely walk between our buildings.	2	Online commenting tool
Maintain the bike/ped connection from Mid-Town Rd. through the Marty Rd. area to preserve an important link between Elver Park and Verona.	2	Online commenting tool
Connecting this segment on Bitta Parkway to the other existing paths will be really great.	2	Online commenting tool

Neighborhoods and Housing			
Comments	Tally (#) of Repeated Comments	Sources	
Community needs a recreational center and more things for kids to do	3	Public Meeting, CAS event	
Support for replacing large parking lots with housing and additional green space is seen as a better use of the land.	2	Public Meeting, Online commenting tool	

Economy and Opportunity			
Comments	Tally (#) of Repeated Comments	Sources	
Support for public wi-fi idea, but some feel like more year-round bathroom facilities are the more urgent need	5	Online commenting tool	
Need a central location "Hub" for different service providers in the [Allied] neighborhood. The Boys and Girls club has really upped their availability to residents lately, but can anyone just walk in and use the printer/copier? How about [locating a hub] at the parking lot at the southern corner of Red Arrow Trail/Verona Frontage Road adjacent to Luna Groceries?	3	Email, Public Meeting	

Culture and Character				
Comments	Tally (#) of Repeated Comments	Sources		
Want public art in the Meadowood and Allied areas	6	Art Workshop		
Want more gatherings and activities for the community, especially in Park Edge/Park Ridge area	4	Art Workshop, CAS event		
Free performance, hang out, learning spaces – maybe Marty Farm barn, Hammersley area.	2	Art Workshop		

Green and Resilient				
Parks				
Comments	Tally (#) of Repeated Comments	Sources		
Paving this path in Apple Ridge Park would make it worse because it is a very steep incline. Accessibility is important, but there is already a paved sidewalk nearby.	5	Online commenting tool		
Love the idea to construct a Belmar Hills Park restroom that serves both the Allied and Belmar Hills parks.	5	Online commenting tool		
Want more community garden space	5	Email, Public Meeting, Online commenting tool, CAS event		
Don't add paved paths through Elver park that cross over existing cross country ski trails. This is the most heavily used ski trail in the city and the trails should be preserved.	4	Online commenting tool		
Support for collaborating with the City of Fitchburg and the UW Arboretum to build an entrance to the south arboretum from the Cannonball Trail near Seminole Highway.	3	Online commenting tool		
Support for collaborating with the City of Fitchburg and the UW Arboretum to build an entrance to the south arboretum from the Cannonball Trail near Seminole Highway.	3	Online commenting tool		

Health and Safety			
	Tally (#) of		
Comments	Repeated	Sources	
	Comments		
Speeding and reckless driving plagues this area where Whitney Way/Schroeder Rd meets the beltline, particularly near the Beltline ramps. Improvements should focus on safety for pedestrians and cyclists.	5	Online commenting tool	
Speeding is a huge issue on Prairie Rd. Happy to see this being addressed in the actions.	3	Online commenting tool	
For sites this close to the Beltline, we really shouldn't be encouraging residential uses at all. These are better suited to be commercial zones due to noise and air pollution. Comment is related to Health and Safety Action B.	2	Online commenting tool	

Community Action Strategy (CAS)		
Comments	Tally (#) of Repeated Comments	Sources
Interest in more community gardens closer to Allied Drive housing, such as along Southwest Path where it's sunny.	2	Email, Public Meeting
To improve safety of getting to school, make Woodington by Anana Elementary a one-way street and add a stop sign at Piping Rock and Woodington Way.	2	CAS event, Online commenting tool
Need a grocery store or better access to food in Allied area. Comments mentioned need for free/community meals	2	CAS event