

# Southwest Area Plan



## Southwest Area Plan Team

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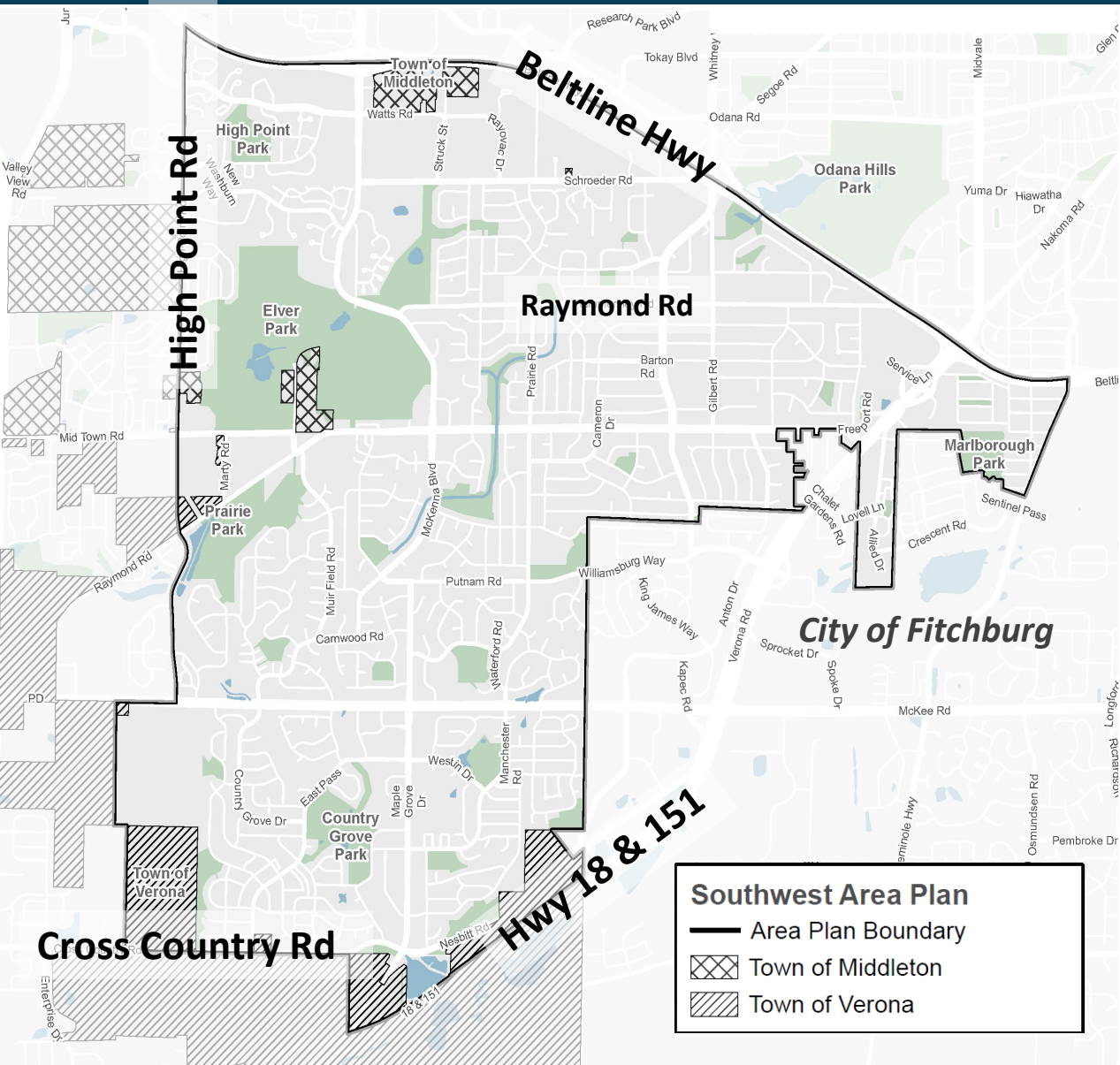
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Board of Park Commissioners – May 13, 2026

# Southwest Area



- North boundary:** Beltline Hwy
- East boundary:** City of Fitchburg
- South boundary:** Verona Rd / Hwy 18 / Cross Country Rd
- West boundary:** Ice Age Trail Junction Area / High Point Rd

## 2020 Census:

- 16,555 housing units
- 37,094 people
- 36.7% BIPOC and Hispanic/Latinx

**Southwest Area Plan**

- Area Plan Boundary
- ▨ Town of Middleton
- ▨ Town of Verona

# Public Engagement Summary



- Public Meetings: In-person Open House and virtual meetings
- Interactive Commenting Mapping
- Survey Part 1 & Part 2
- Madison Madness Bracket
- Other engagement: Meadowood Health Partnership, SMAC, NAs, Schools, School Districts, NRTs and others
- UW PEOPLE Program - Memorial High School students
- Partnered with nINA Collective to host Focus Group meetings
- Pop-Up outreach – Meadowridge library, community events, food pantries, Bike to Work week
- Community Partner Engagement
- Neighborhood walks
- Business Walk
- CAS Events
- BCC check-ins (June 2025, Aug 2025, Dec 2025)



# Comments on Draft Plan



- **Appreciation for planned Hammersley Path extension**
- **Support for separated bike lanes on Whitney**
- **Include McKee Rd on Vision Zero Speed Analysis**
- **Support for the Seminole Hwy bike lanes as AAA facility**
- **Add Watts Rd on the priority sidewalk connections**
- **Ensure that any new shared-use path connections in Elver don't disrupt winter cross-country skiing**
- **Mixed feelings on action to study whether converting Woodington Way to a one-way street by Anana would improve safety**
- **No Hampshire-Suffolk connection**

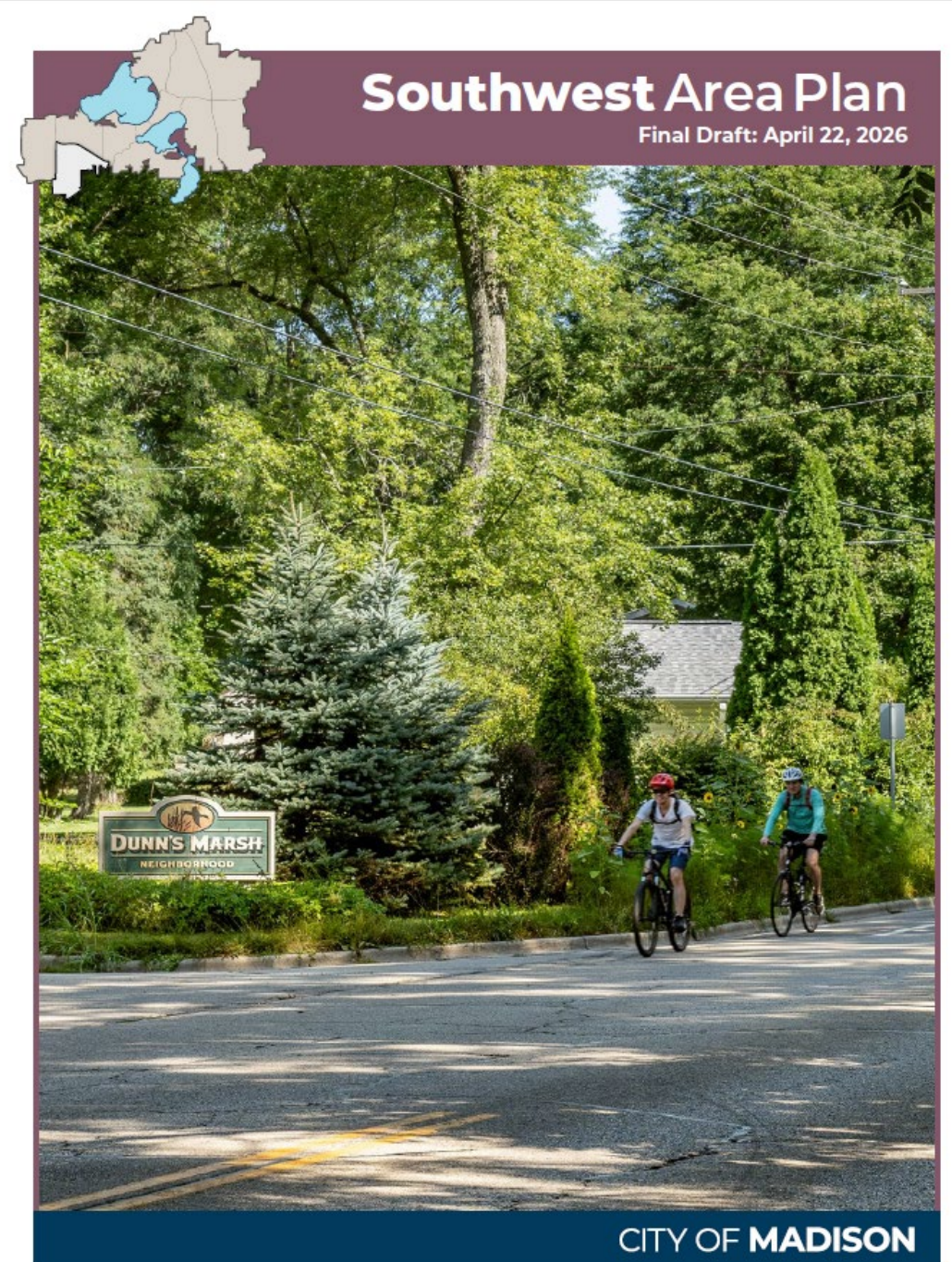
# Draft Plan Format

## Chapters



## Chapter Contents

- What we heard
- Actions – led by the City
- Partnerships



# Land Use

## 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.

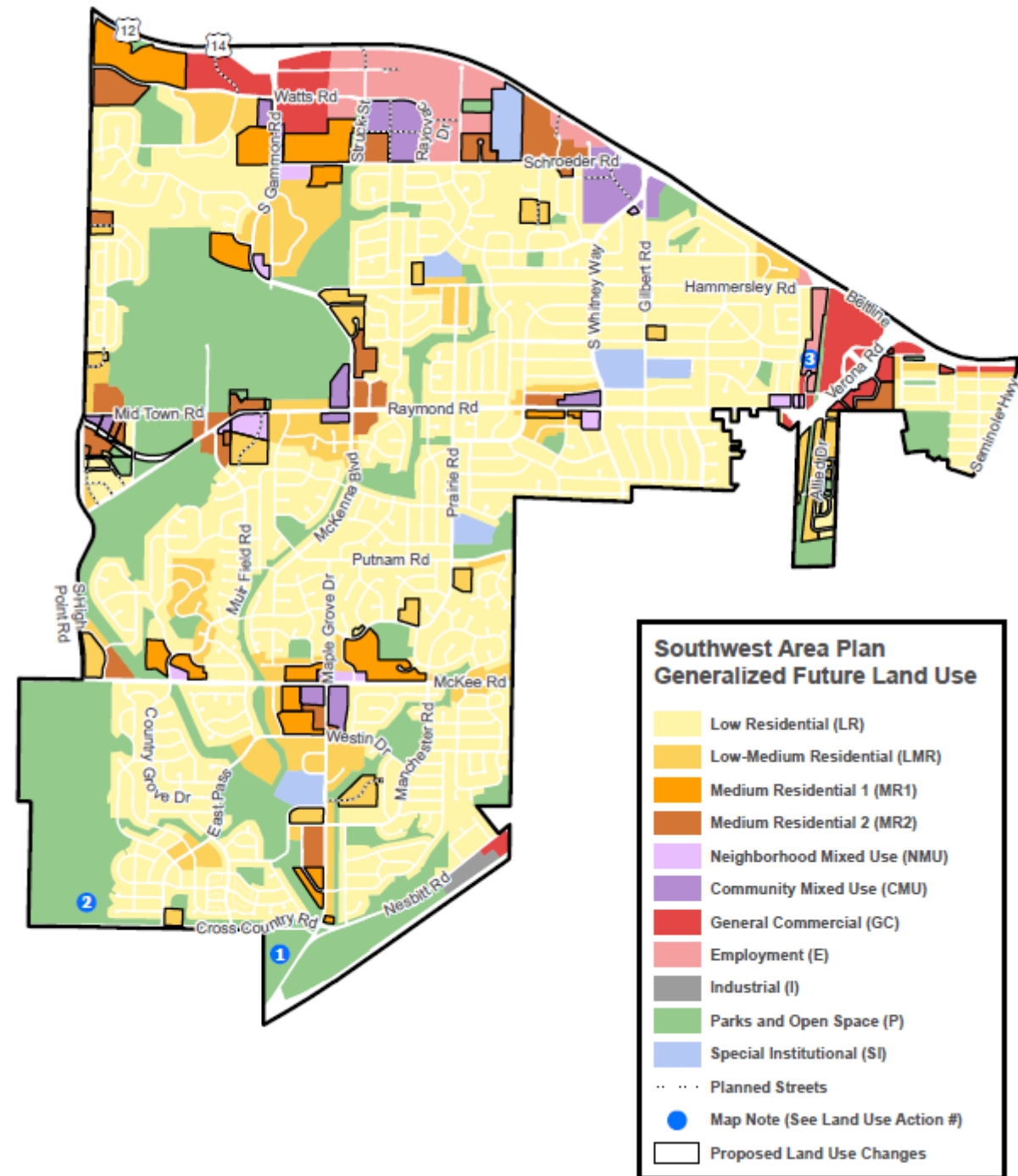
Typical heights: 1-4 stories



## Industrial (I)

Manufacturing, wholesale, storage, distribution and utility uses

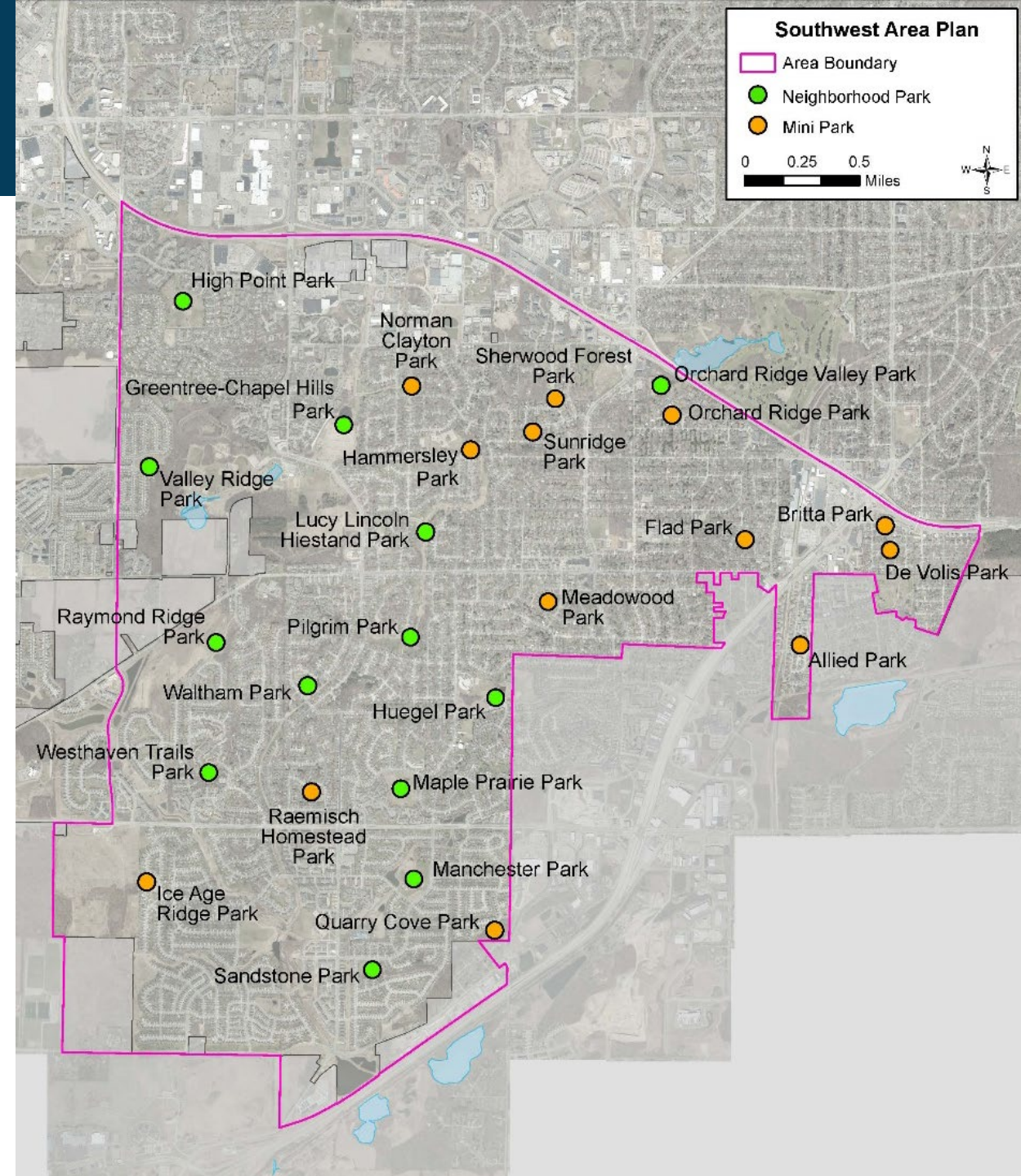
Typical heights: 1-4 stories



# Green & Resilient: Parks

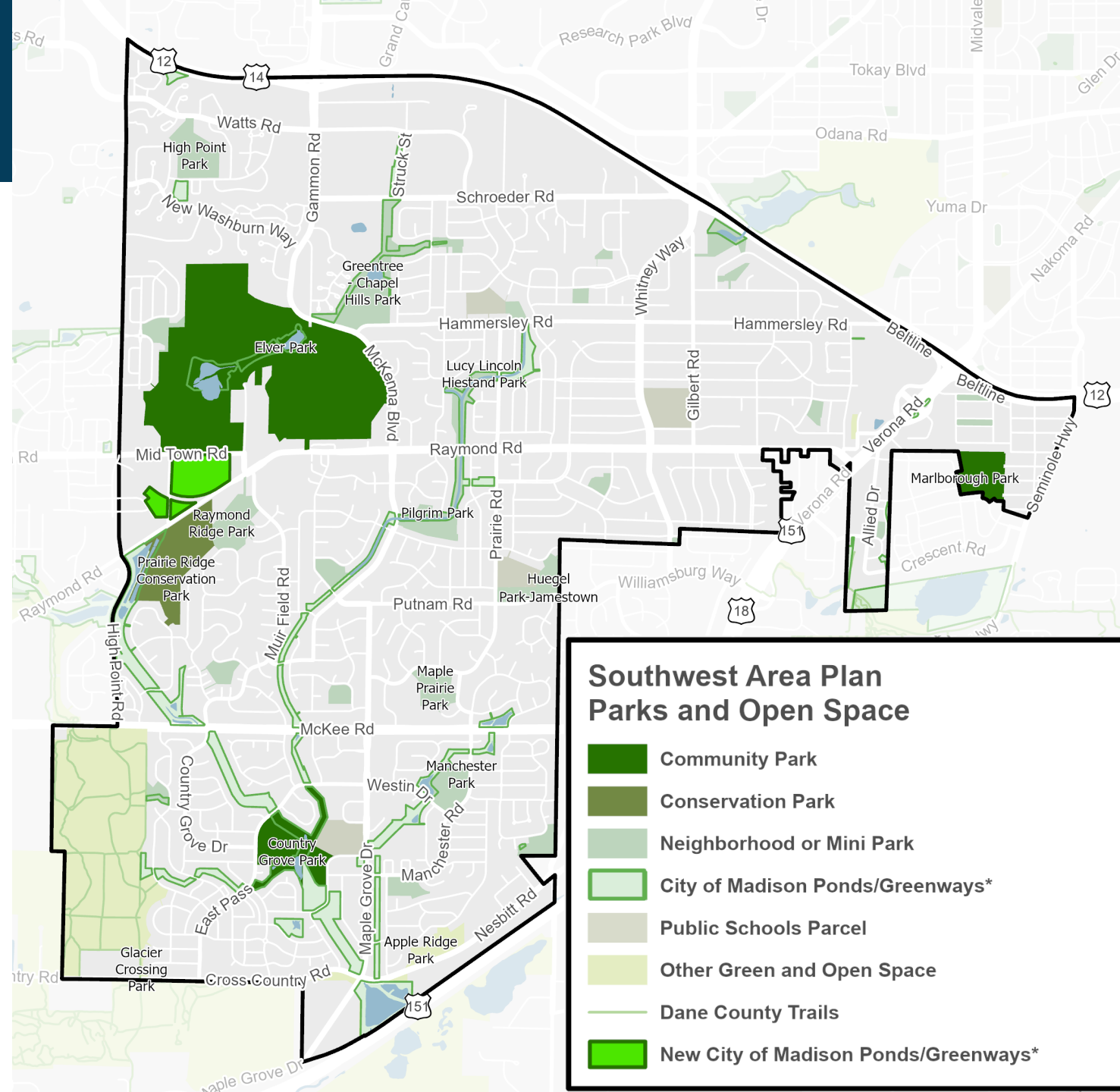
## • What we heard

- **Appreciation for natural spaces and trails.**
- **Support for expanding Elver Park.**
- **More recreational amenities (courts, fields) and park amenities (bathrooms, seating) for all ages.**
- **A desire for new paths and better connectivity.**
- **Interest in arts and inclusive cultural programming and events at parks.**



# Green & Resilient: Parks

- **Elver Park:**
  - **Include a second entrance to Elver Park from the south.**
  - **Develop comprehensive signage**
  - **Develop shared-use paths connecting High Point Road and Raymond Road through to Elver Park**
- **Complete individual Park Development Plans for the 30 mini and neighborhood parks within the Area to enhance recreation opportunities in Southwest Area Parks.**
- **(Partnerships) Collaborate with the City of Fitchburg to:**
  - **Provide a connection between Allied Park and Belmar Hills Park.**
  - **Construct a Belmar Hills Park restroom that serves both Allied and Belmar Hills parks.**
  - **Construct a sidewalk along the western side of Marlborough Park to enhance connectivity and safe park access.**
- **Partnership opportunities to create additional community gardens**



# Community Action Strategy: Parks



- **ALLIED**

- In Allied Park add lights, add grills, repaint the basketball court, create a sign for the court, and add lights to the court.

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–\$100,000
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**

- 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.
- Incorporate a small shelter structure at Sunridge Park.

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

# Community Action Strategy: Parks



## PARK EDGE PARK/RIDGE

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

# Feedback on draft Actions

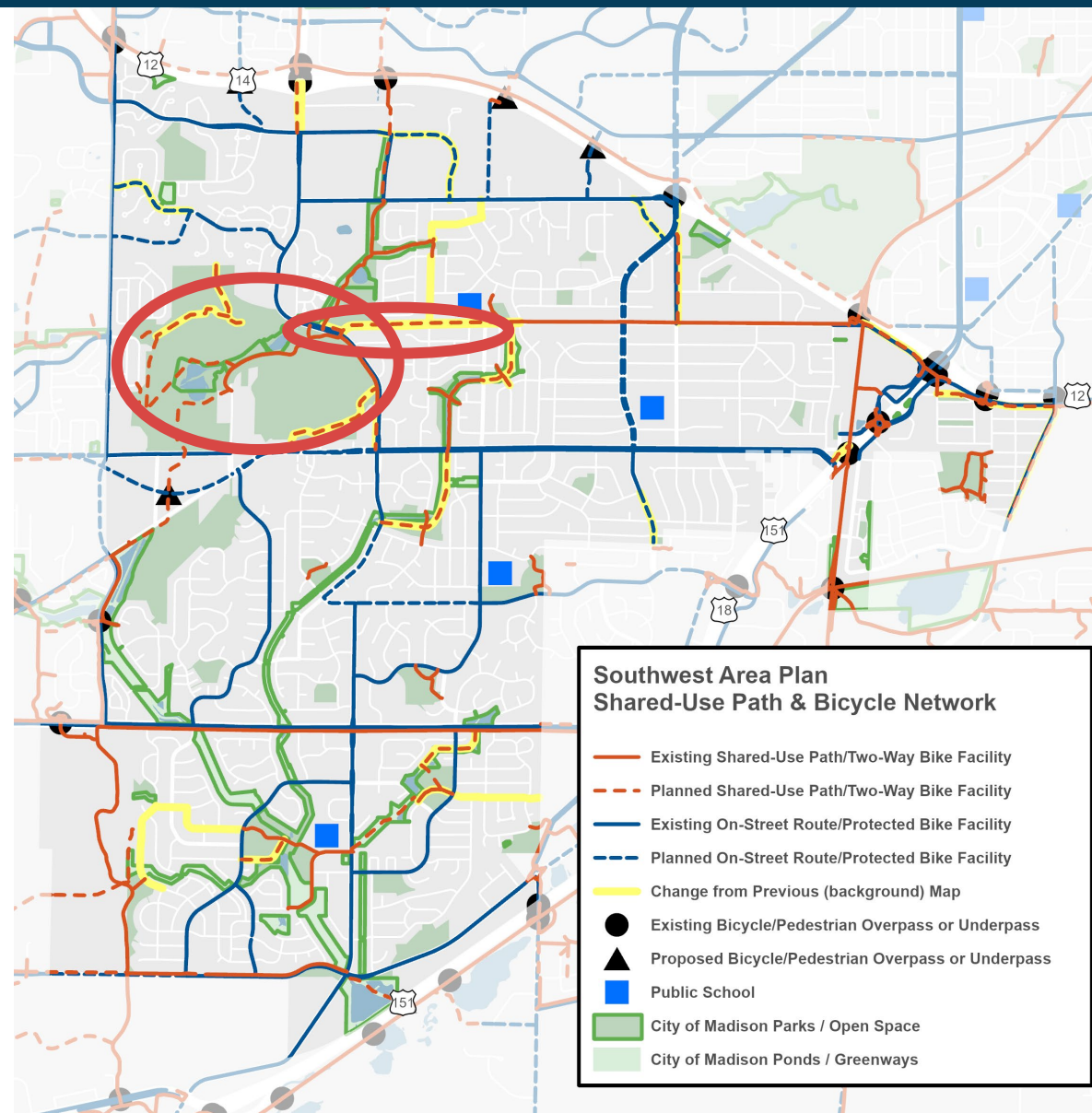


- **Better park infrastructure for kids and young adults to play**
  - **Sport fields, updated playgrounds, and programs that provide positive activities for young adults.**
- **When adding bicycle connections through Elver Park limit any crossings with existing ski trails.**
- **Better collaboration among municipalities to improve connection between parks (Fitchburg and Verona)**
- **Community gardens create an additional safety net for neighbors who might need fresh produce**

# Transportation: Path & Bicycle Network



- Extend Hammersley Path west to Elver Park.
- Add more pedestrian/bicycle connections to and through Elver Park.



# Next Steps



- **May 20 – Urban Design Commission**
- **June 3 – Transportation Commission**
- **June 4 – Community Development Block Grant Committee**
- **June 8 – Landmarks Commission**
- **June 15 – Plan Commission (lead)**
- **June 23 – Common Council**



# Questions and Discussion

**Recommend for approval to the Plan Commission?**

