

Southwest Area Plan



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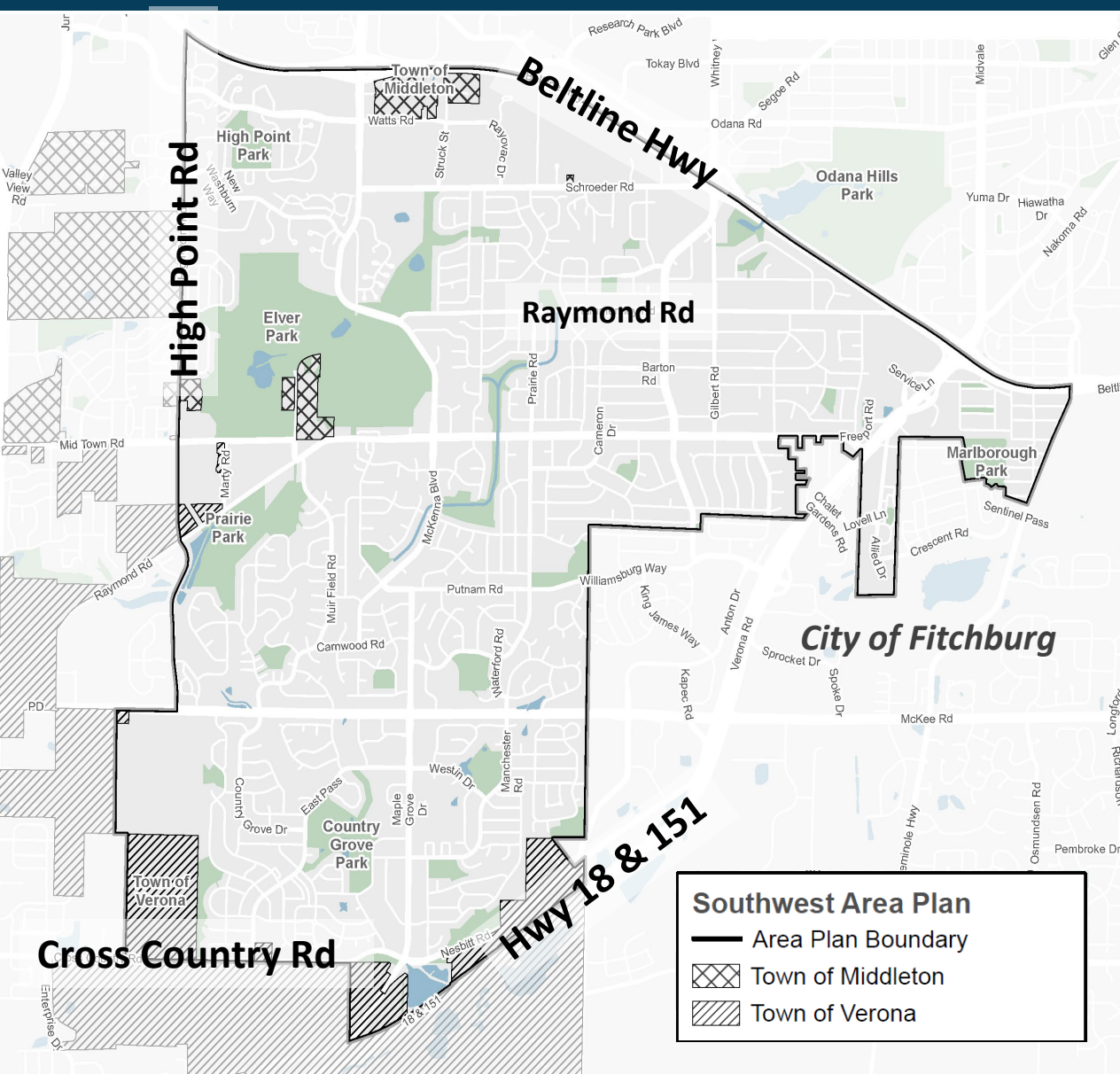
Transportation Commission Meeting: December 3, 2025

Agenda



- Background and Public Engagement summary
- Draft Actions
 - Land use
 - Transportation
 - Street connections
 - Sidewalks & Pedestrian Safety
 - Path & Bicycle Network
 - Transit
- Feedback on Draft Actions
- Timeline

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

Public Engagement Summary

- Public Meetings: In-person Open House and virtual meetings (~232 attendees)
- November – April: Interactive Commenting Mapping (328 comments)
- Survey Part 1: ~800+ responses part2: ~300+ responses
- Madison Madness Bracket: ~350+ responses
- 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 nine Focus Group meetings
- Pop-Up outreach – Meadowridge library, community events, food pantries, Bike to Work week
- Community Partner Engagement
- Neighborhood walks
- Business Walk
- PC and TC check-ins (June 2025, Aug 2025)



Feedback received in Phase 1



Speeding

Aging in Place

Stormwater Management

Dangerous Intersections

Accessible & Inclusive spaces

Lack of Affordable Housing

Missing Sidewalks

Walkable Mixed-Use Areas

Tree Canopy

School capacity & overcrowding

Connections to Neighborhood
Destinations

Livable wages

Rental Maintenance Issues

Small businesses like Luna's

More recreational activities

Safe Crosswalks

More youth programming

Public Art

Park Amenities

Street lighting

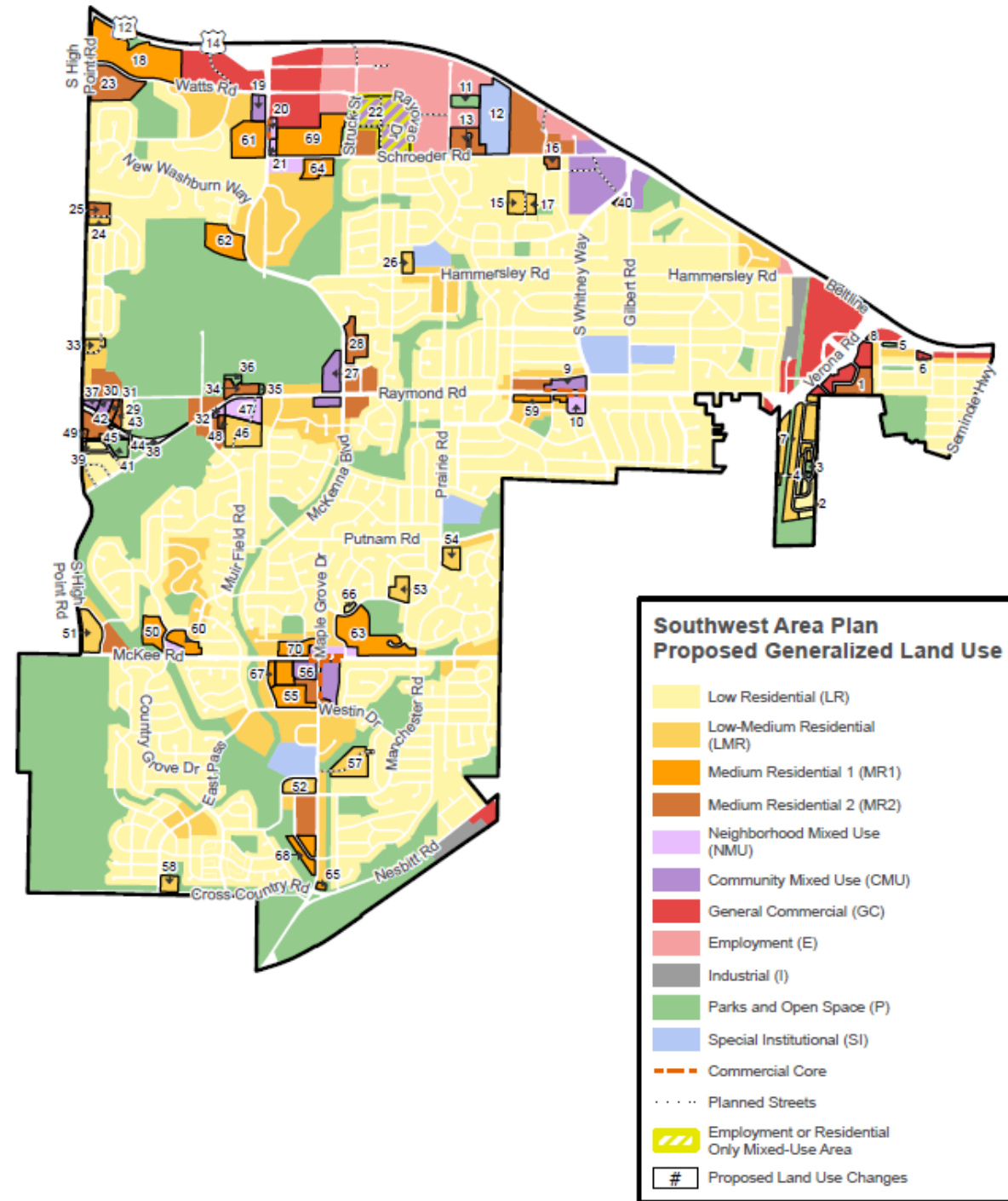
Land Use – draft Actions

What we heard:

- Support more mixed-use areas/destinations within walking distance
- Allow for more housing options

Draft Actions

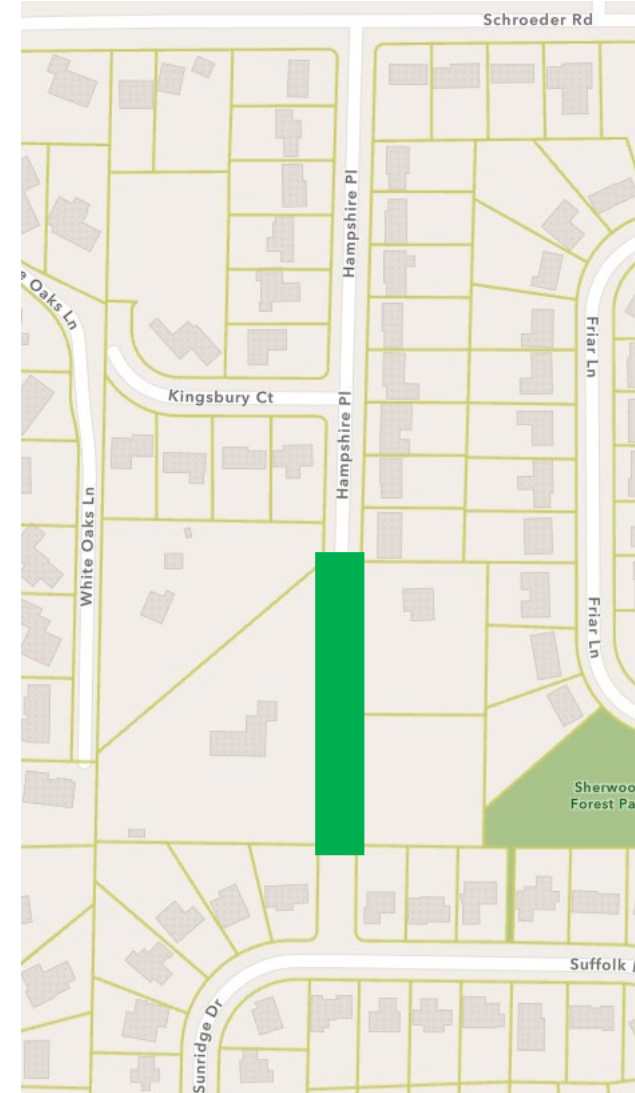
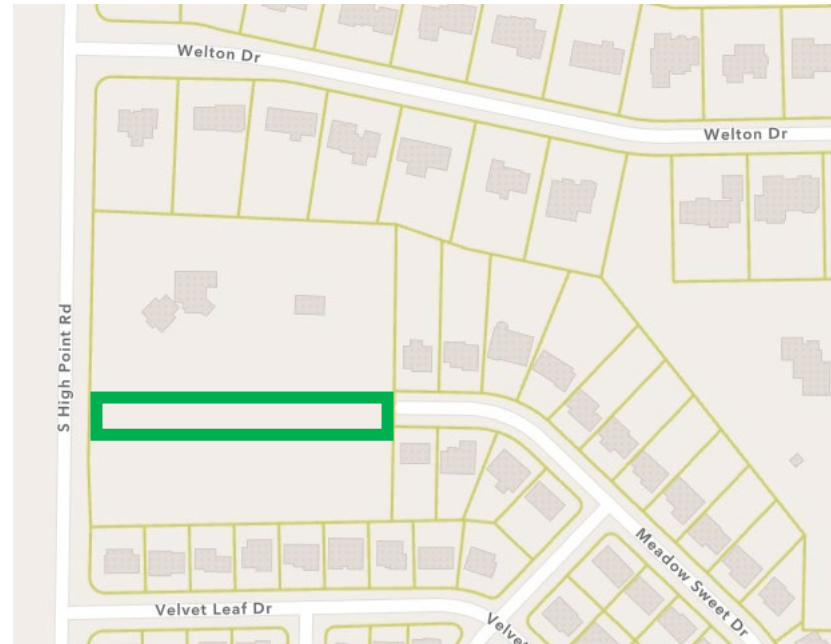
- Increasing allowable development and mixed-use intensity: north of Schroeder Road, Raymond west of McKenna.
- At certain existing single-use strip malls (Meadowood, McKee at Maple Grove).
- Additional development along key corridors
- New mixed-use nodes for neighborhoods
- Support additional housing



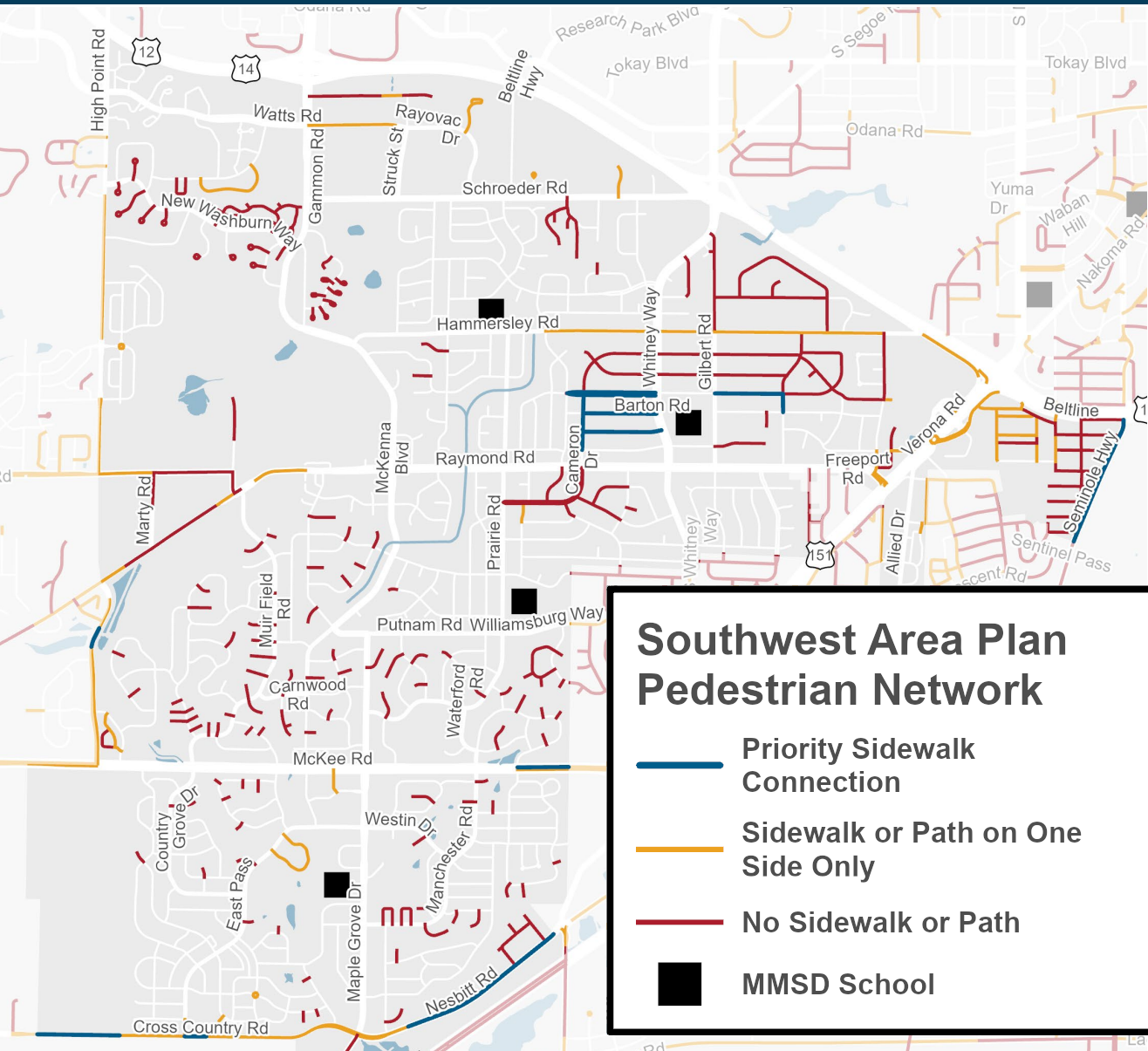
Draft Action Highlights - Transportation



- Vitense/Schroeder Rd, Hampshire Pl – officially mapped streets
- Street extension of Meadow Sweet Dr.



Transportation: Sidewalks & Pedestrian Safety



- Close gaps in the sidewalk network shown on Sidewalk Network map
- Prioritize locations for sidewalk improvements near major streets and schools

Transportation: Path & Bicycle Network

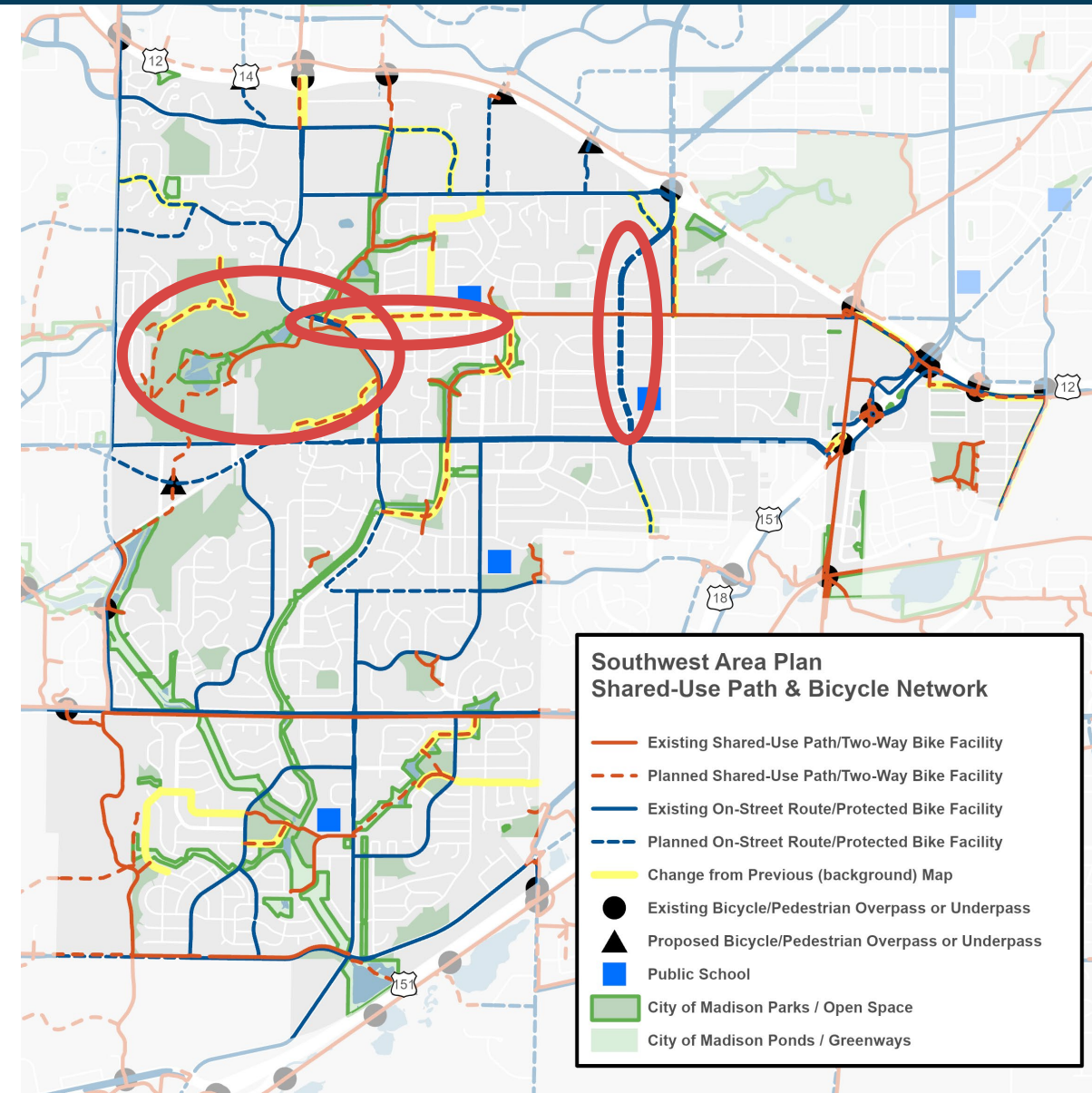
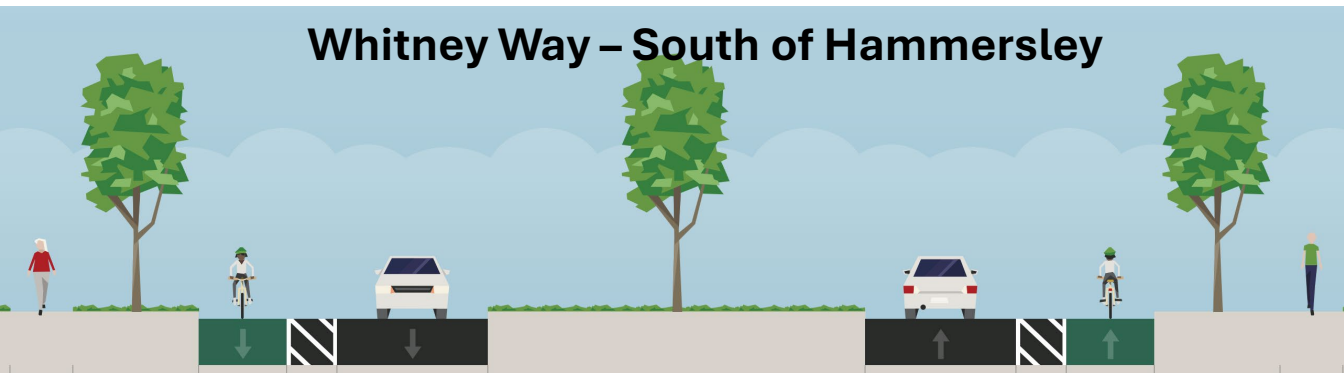


- Extend Hammersley Path west to Elver Park.
- Add more pedestrian/bicycle connections to and through Elver Park.
- Stripe buffered bike lanes on Whitney Way from the Beltline south to Raymond Rd.

Whitney Way – North of Hammersley



Whitney Way – South of Hammersley



Transportation: Bikes & Streets



Improve Seminole Hwy. to an all ages and abilities bicycle route.

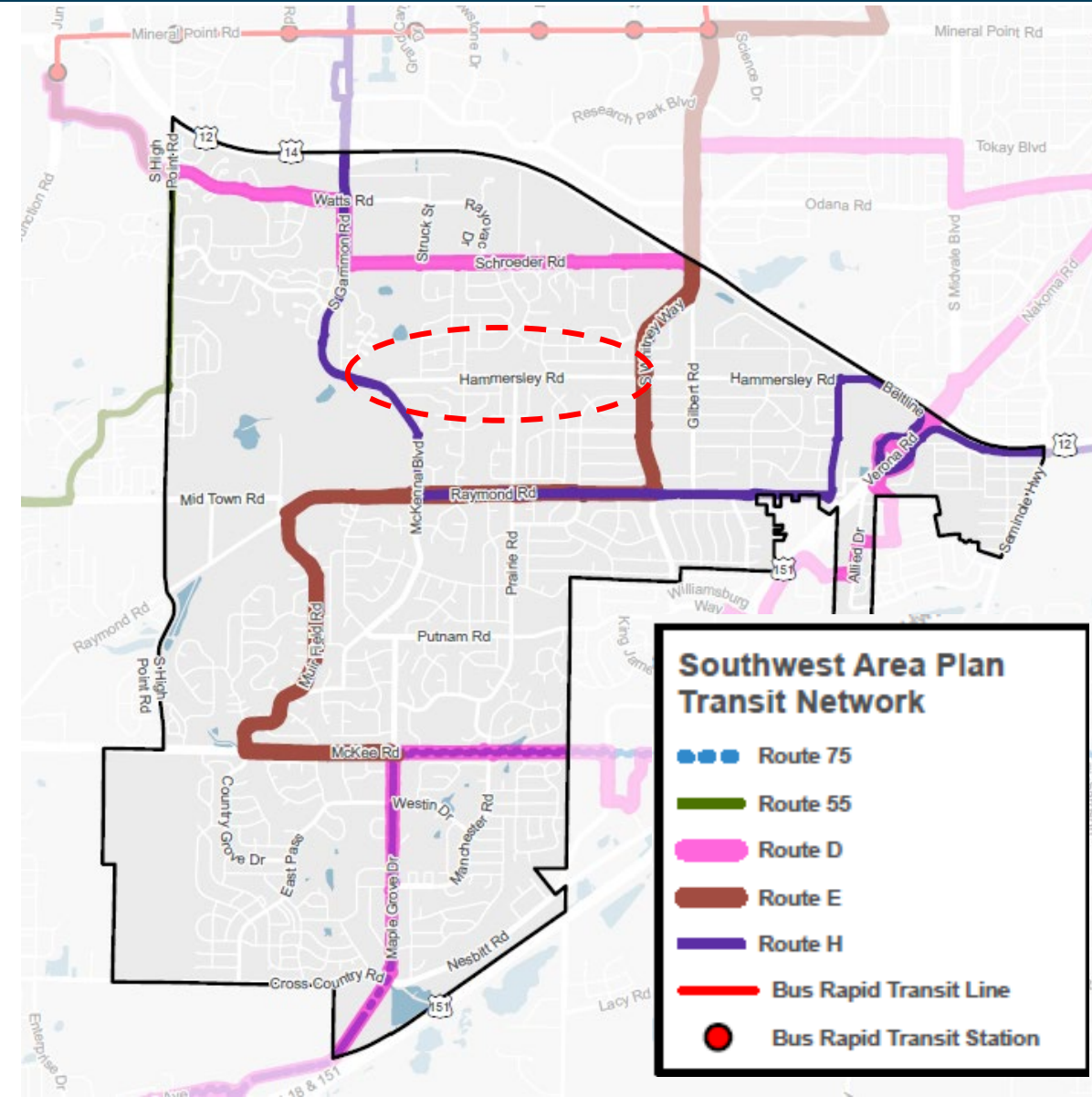


Install a roundabout at the intersection of Cross Country Rd., Maple Grove Dr., and Nesbitt Rd.

Transportation: Transit



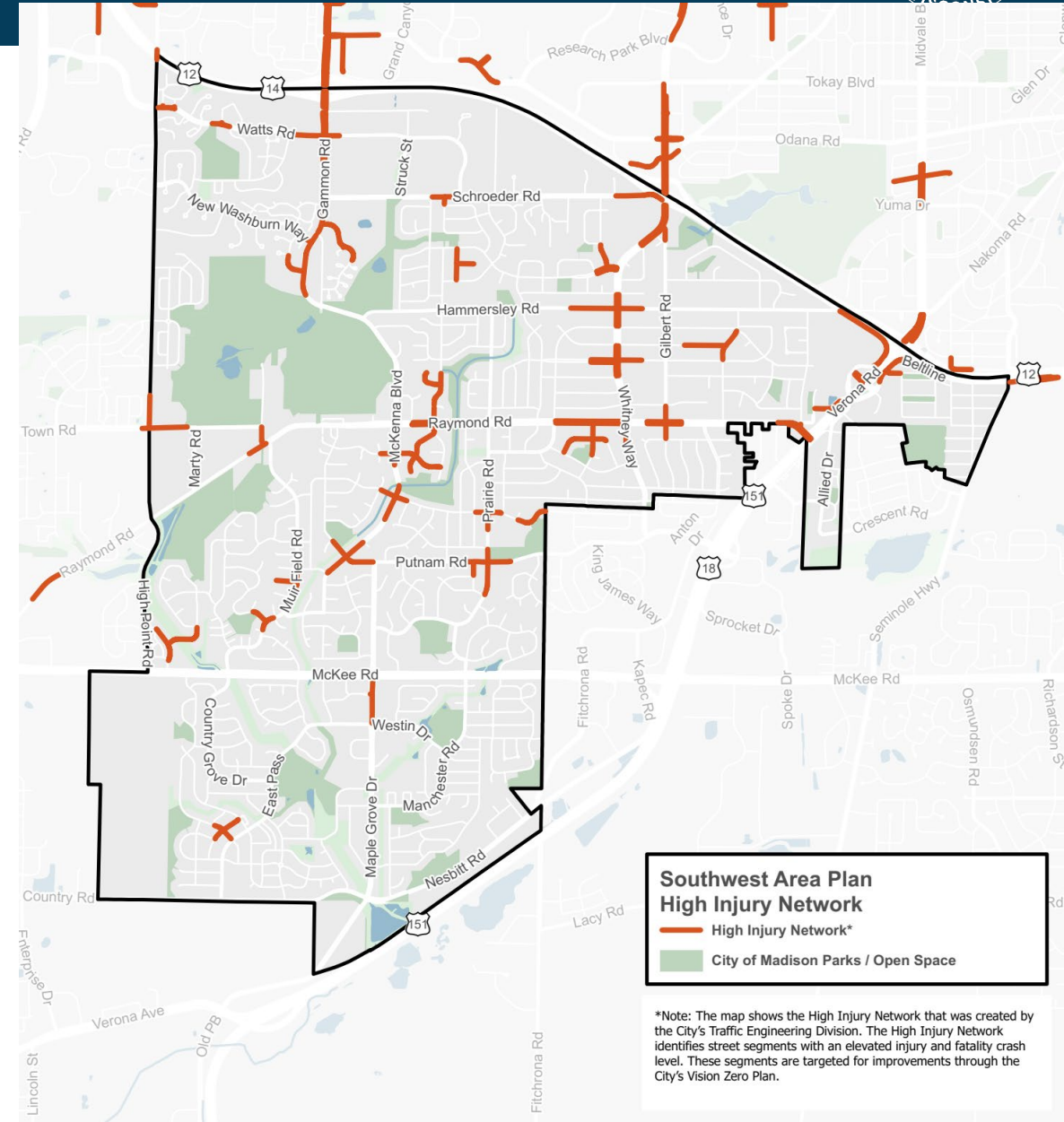
- Study the feasibility of restoring transit service along Hammersley Rd.
- As funding allows, add busses on Route D to address crowding during high-use times.
- Add bus shelters.



Draft Action Highlights – Transportation



- Raymond Road:
 - Short-term – increase ped/bike safety via bump-outs, RRFBs, etc.
 - Long-term – evaluate whether reduction in # of travel lanes is merited.
- Schroeder Road.
- 12 Vision Zero analyses listed in **H&S chapter**.



**Southwest Area Plan
High Injury Network**

— High Injury Network*

City of Madison Parks / Open Space

*Note: The map shows the High Injury Network that was created by the City's Traffic Engineering Division. The High Injury Network identifies street segments with an elevated injury and fatality crash level. These segments are targeted for improvements through the City's Vision Zero Plan.

Feedback on draft Actions



- Lack of North/South bike routes
- Hampshire Pl – no vehicular connection just ped/bike
- Traffic lights on Schroeder Rd between Whitney and Gammon
- Bus service on Midtown-Raymond-High Point
- Reopen Leland-Raymond bus stops
- 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

Timeline



Planning Process & Public Engagement

Phase Zero

Data Gathering & Review

- Plan authorization by Common Council
- Pop-up outreach (Parks Alive, resource fairs, etc.)
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Online interactive commenting map
- Background data gathering
- Regular email notifications and website updates (applies to all phases)

JUN - OCT

2024

Phase One

Issues & Opportunities

- Multiagency Open House
- Community survey (part 1)
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Review by Board, Commissions & Committees
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts

NOV - MAY

Phase Two

Develop Recommendations

- Outreach to businesses
- Art Workshop
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with City Boards, Commissions & Committees

JUN - NOV

2025

Phase Three

Draft Plan Review

- Public feedback on Draft Plan
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts
- Pop-up outreach (resource fairs, events at library, community dinners etc.)

DEC - MAR

Phase Four

Adoption & Implementation

- Plan review and adoption by City Boards, Commissions & Committees
- Implementation of Plan recommendations after Plan adoption

APR - MAY

2026

Southwest Area Plan Discussion Points



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