

Southwest Area Plan

Southwest Area Plan Team

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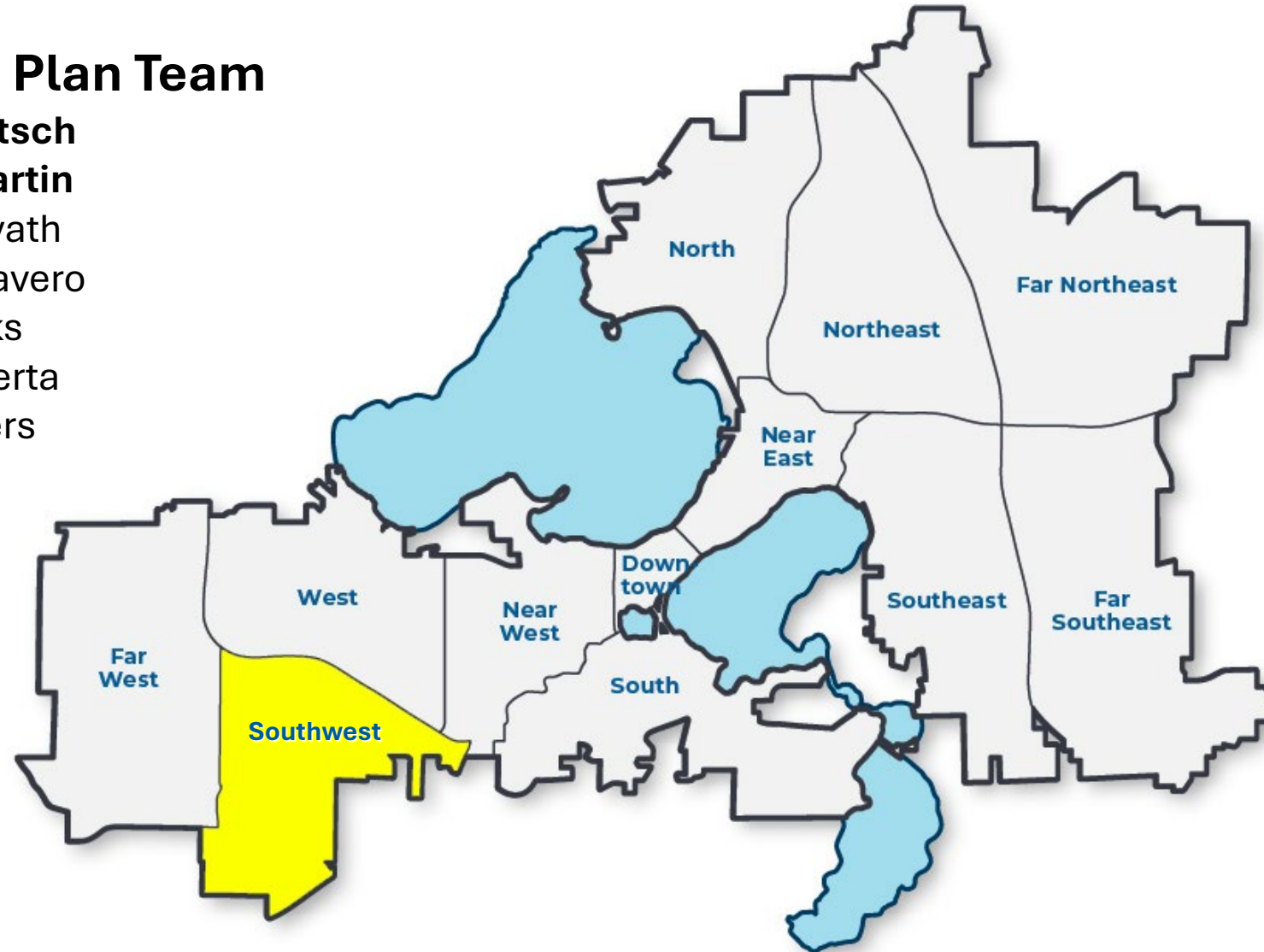
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Southwest Area

North boundary: Beltline Hwy

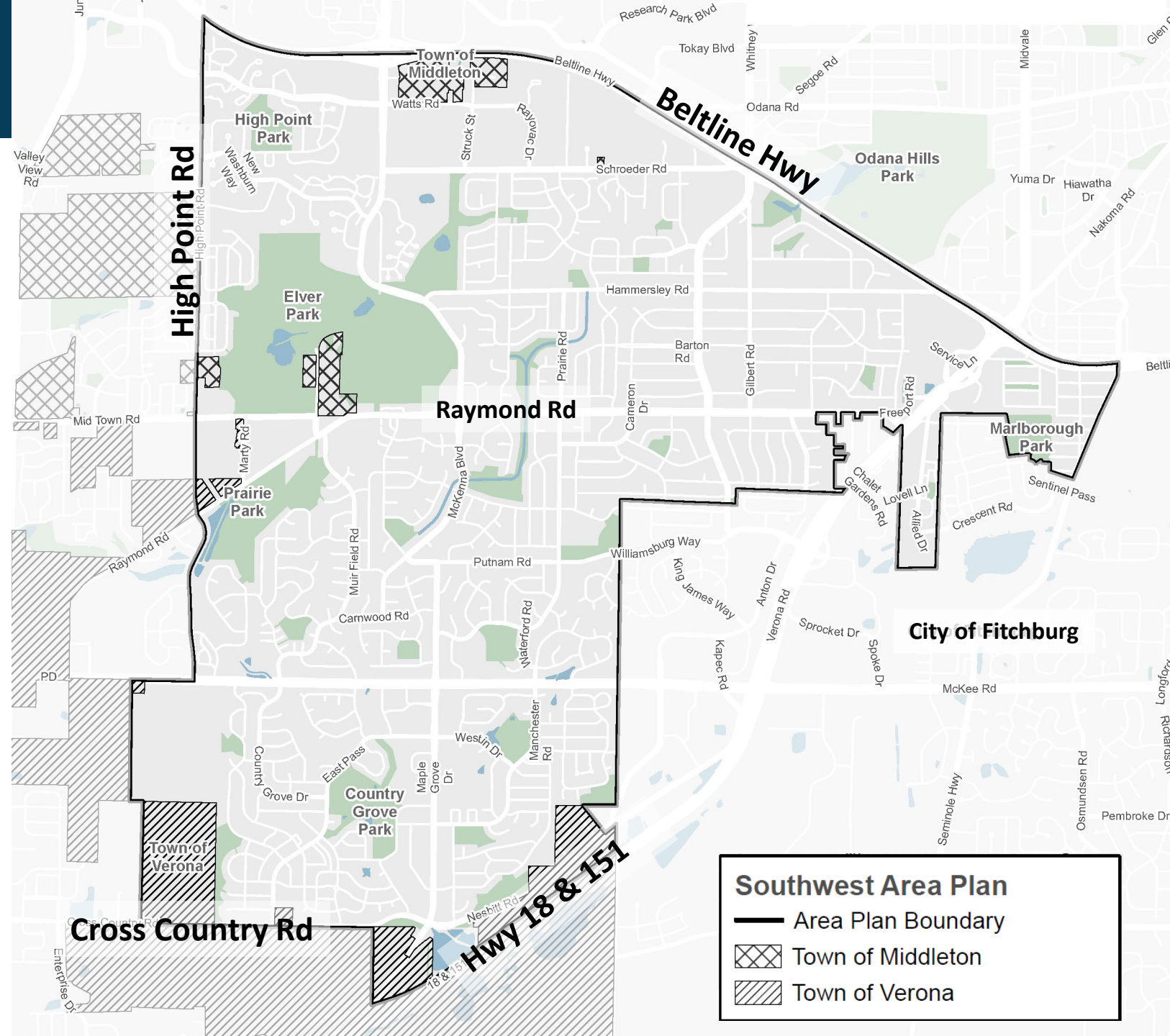
East boundary: City of Fitchburg

South boundary: Verona Rd /
Hwy 18 / Cross Country Rd

West boundary: Ice Age Trail
Junction Area / High Point Rd

2020 Census:

- 16,443 housing units
- Nearly 37,000 people
- 37% BIPOC and Hispanic/Latinx



Area Plan Benefits

- A clear plan recommendation
 - Discrete geographies
 - Archive plans that do not reflect current policy/priorities
- Full city coverage
- Frequent plan updates
- Consistent plan topics; higher-level recommendations
- Enhanced coordination on City initiatives
- Emphasis on feedback from underrepresented groups

Plan Topics



Land Use and Transportation

- Future Land Use Map
- Maximum Building Heights Map
- Zoning map updates
- Streets, sidewalks, and other pedestrian and bike facilities
- Access to transit



Neighborhoods and Housing

- Housing and affordability
- Complete neighborhoods
- Mix of housing types
- Access to daily needs
- Food access
- Community gardens



Economy and Opportunity

- Economic Development
- Entrepreneurial opportunity
- Tax Incremental Financing (TIF)
- Land banking



Culture and Character

- Historic and cultural resources
- Urban Design Districts
- Public Art
- Placemaking

Plan Topics



Green and Resilient

- Parks & open space
- Stormwater management
- Tree canopy
- Urban agriculture/ community gardens



Effective Government

- City utilities and facilities
- Intergovernmental Agreements



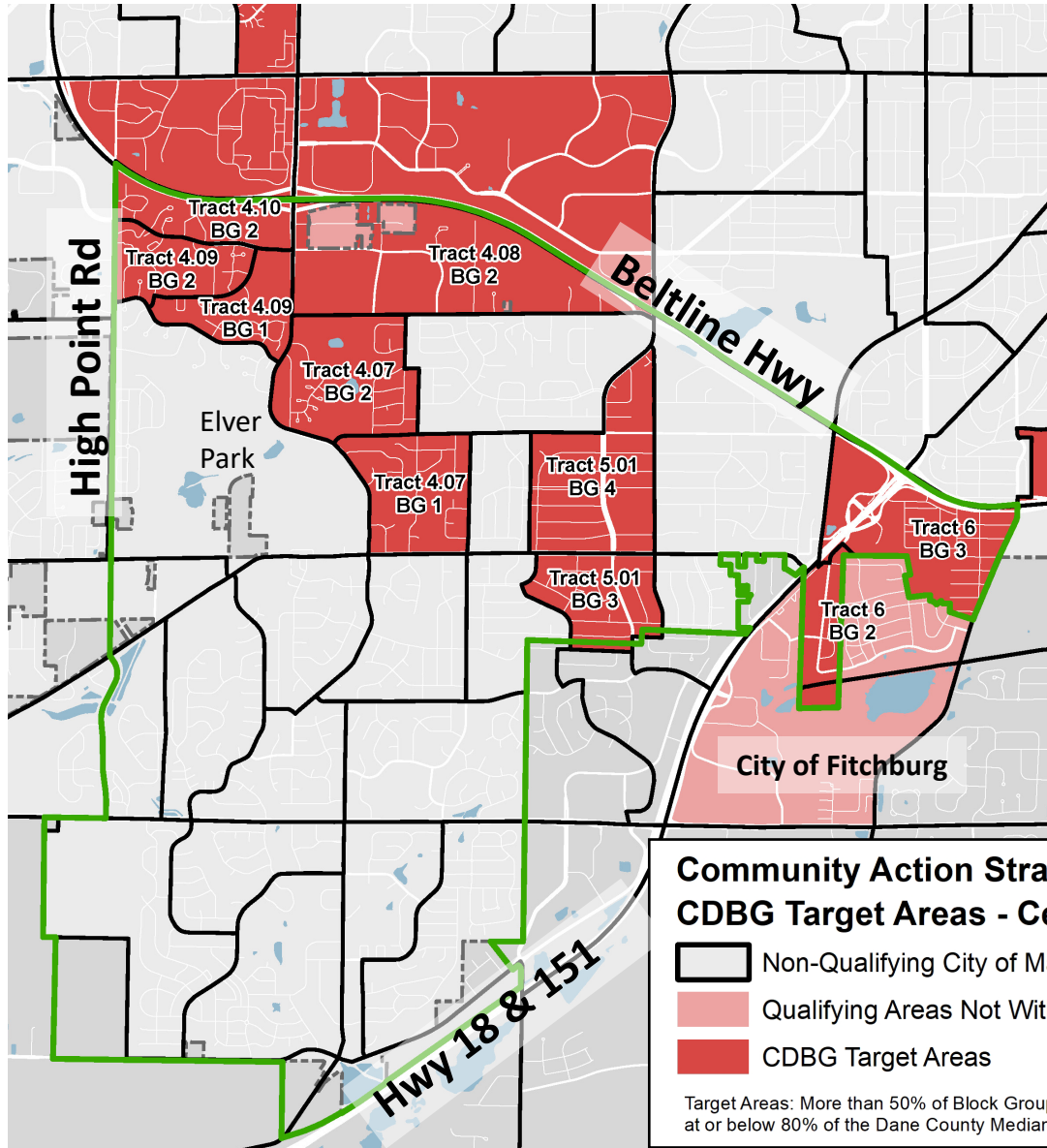
Health and Safety

- Neighborhood and community resources
- Safe Routes to Schools
- Pedestrian crossings, protected bike lanes
- Speed limits
- Heat islands

Community Action Strategy

- Capacity building
- Community and Stakeholder Relationships
- Small scale physical improvements

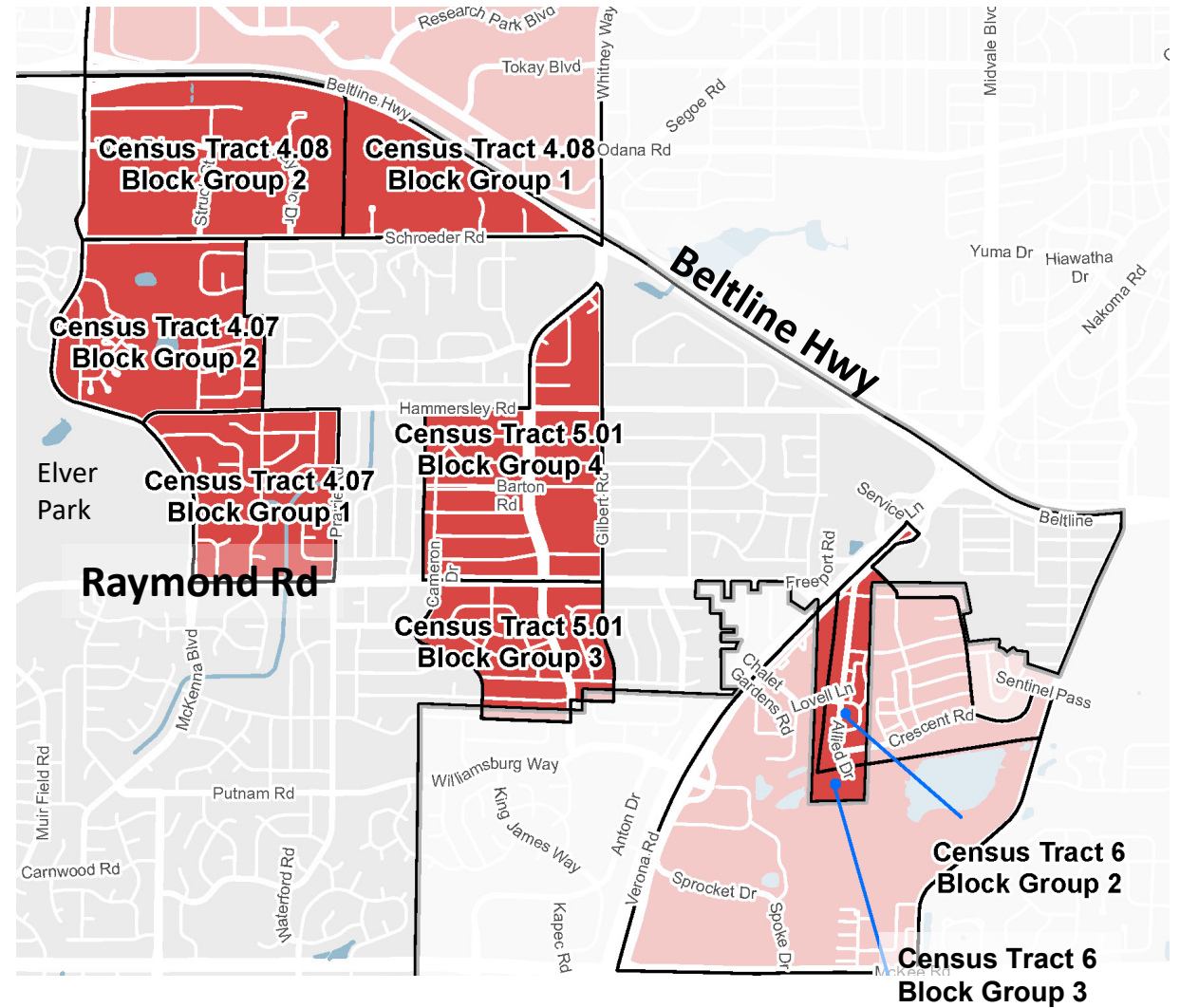
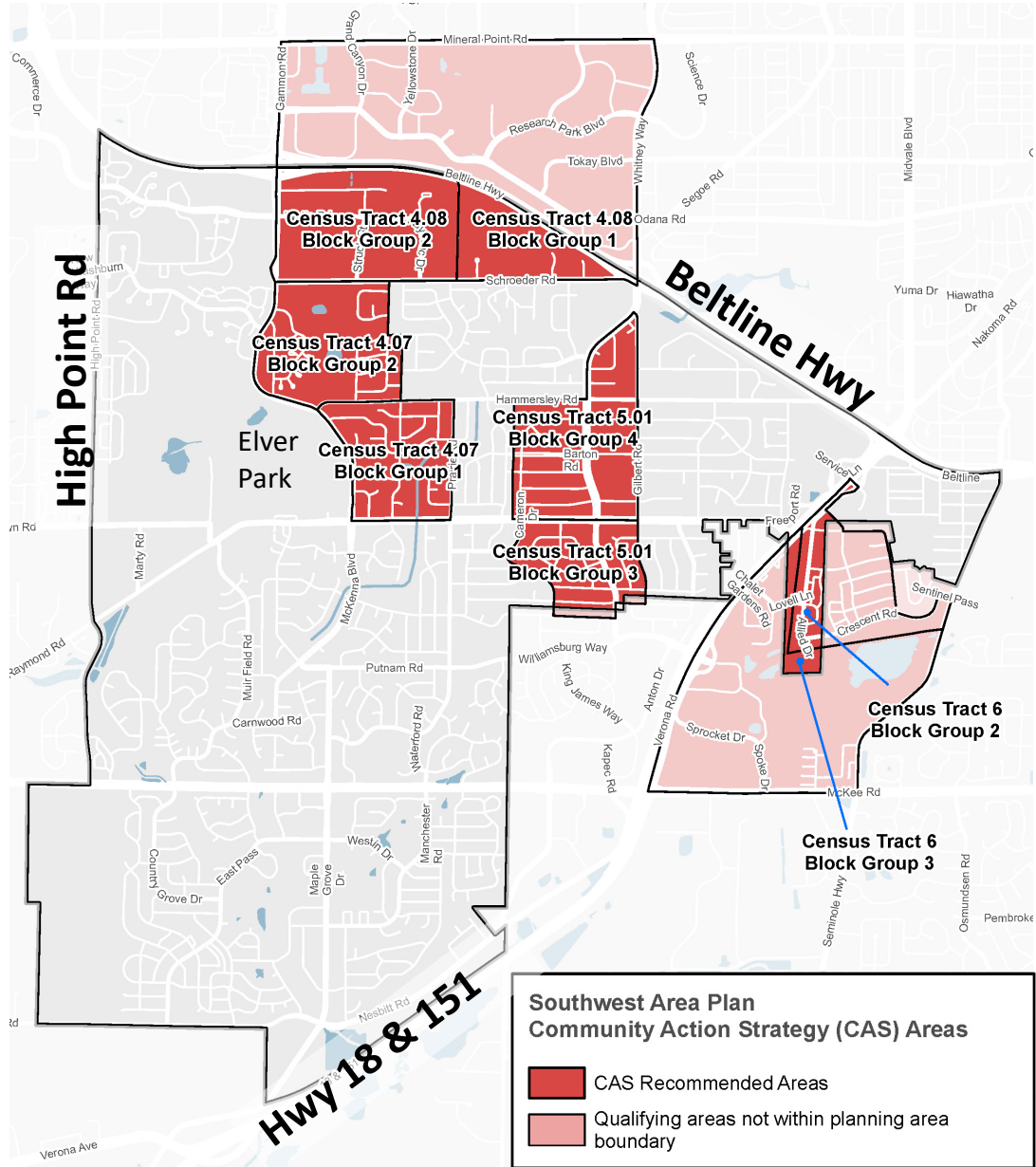
Community Action Strategy (CAS)



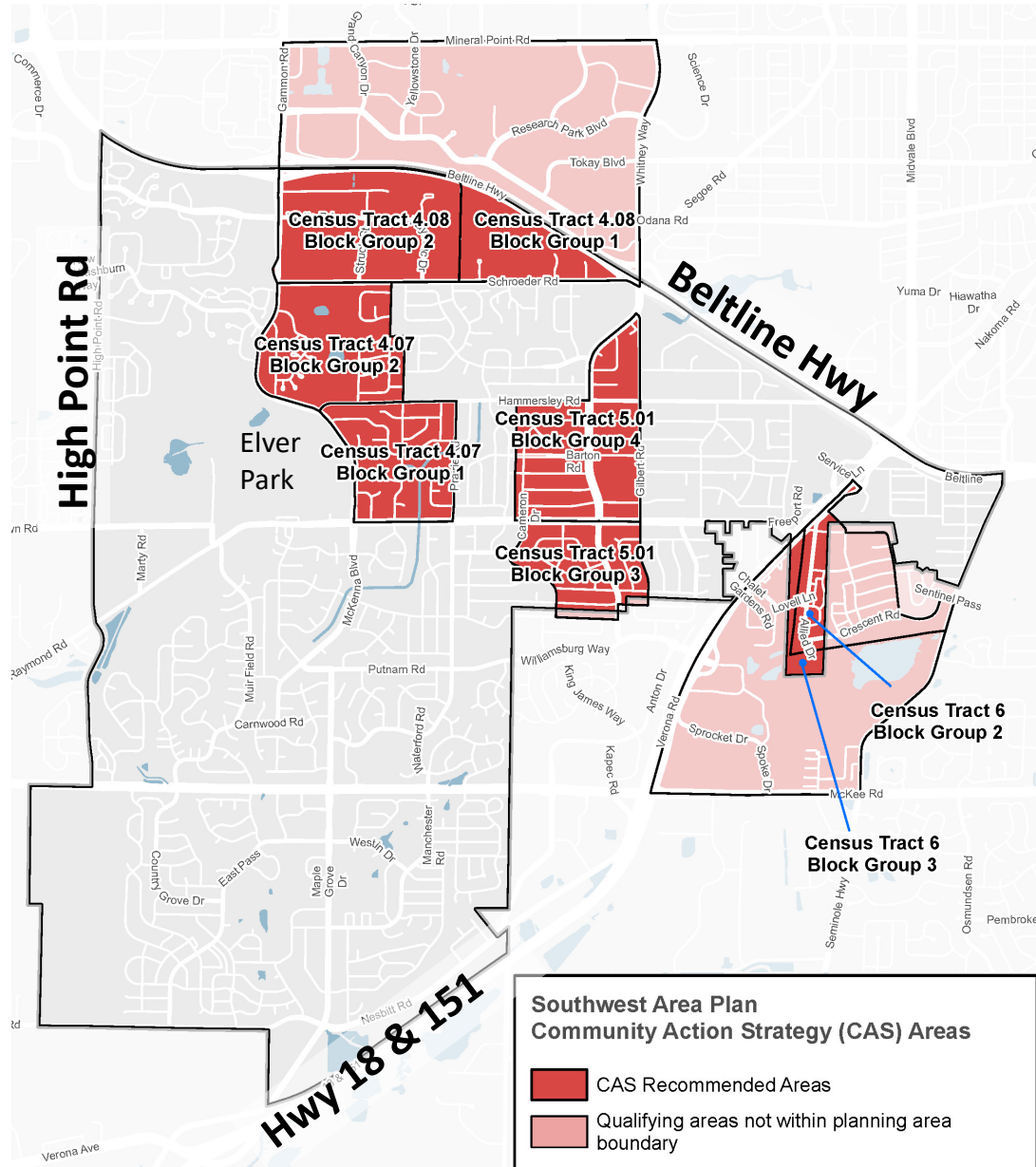
- City receives federal funding to support community development initiatives primarily benefiting low- to moderate-income residents.
- CDBG eligibility: more than 50% of Block Group population has a household income at or below 80% of the Dane County Median Household Income.
- Selected eligible areas are called Community Action Strategy (CAS) Areas.

Data Source: Low- and Moderate-Income Summary Data (LMISD) 2016-2020 American Community Survey (ACS), Census 2010 Block Group geographies to comply with HUD requirements.

Community Action Strategy (CAS)

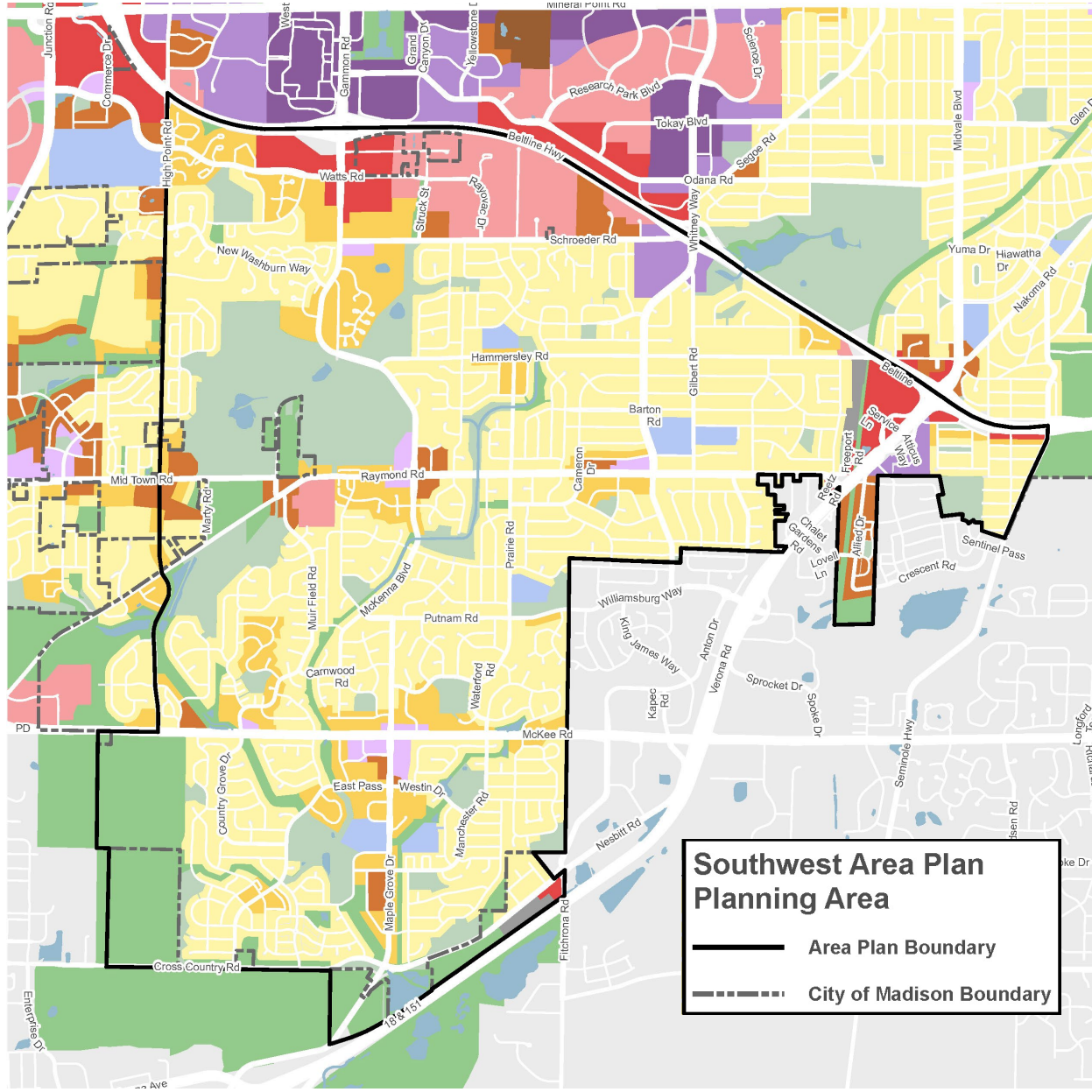


Community Action Strategy (CAS)

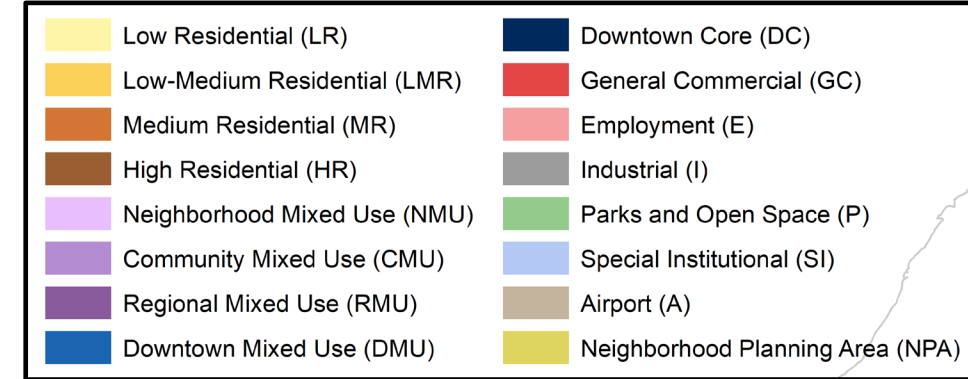


- Capacity building
- Community and stakeholder relationships
- Small-scale physical improvements
- City receives federal funding to support community development initiatives primarily benefiting low- to moderate-income residents.
- \$400,000 for physical improvements for SE & SW Plans

Comprehensive Plan Generalized Future Land Use Map



Generalized Future Land Use Map



Public Participation Overview

- Q3 and Q4 2024: Getting Started
 - Background info and data gathering, build list of stakeholders, explain what Area Plan is and its relevance
 - RFP for community partners, engagement specialist(s)
- Q4 2024: Issues and Opportunities
 - Public meeting series 1 – multi-agency open house
 - Focus group series 1
 - Survey – issues/opportunities (representative sample)
 - Engage through neighborhood groups, NRTs, apartment and condo communities, others



Public Participation Overview

- Q1 2025-Q4 2025: Draft Recommendations and Draft Plan Review
 - Public meeting series 2, 3
 - Focus group series 2, 3
 - Survey – part 2
 - UW PEOPLE Program
 - Business outreach
 - Develop draft recommendations
 - Distribute draft plan for review
- Q1 2026: Adoption – Final Public Comments
 - Invite public comment on final draft plan via online commenting tool
 - Board, Commission, Committee review/approval process



Lessons Learned from West & NE Area Plans

- Importance of educating what plans are and are not early and throughout process
 - Land use vs zoning
 - Plan vs implementation
- Setting expectations of what the City can and can't do
 - Public infrastructure vs private development
- Repeat back what we've heard from the public
 - Categorize feedback by source
- Better internal coordination with City agencies
 - Allow for more time for agencies to review recommendations
- Open house with multiple City agencies well received and attended
- Continue to experiment with public engagement methods

Project Contacts

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