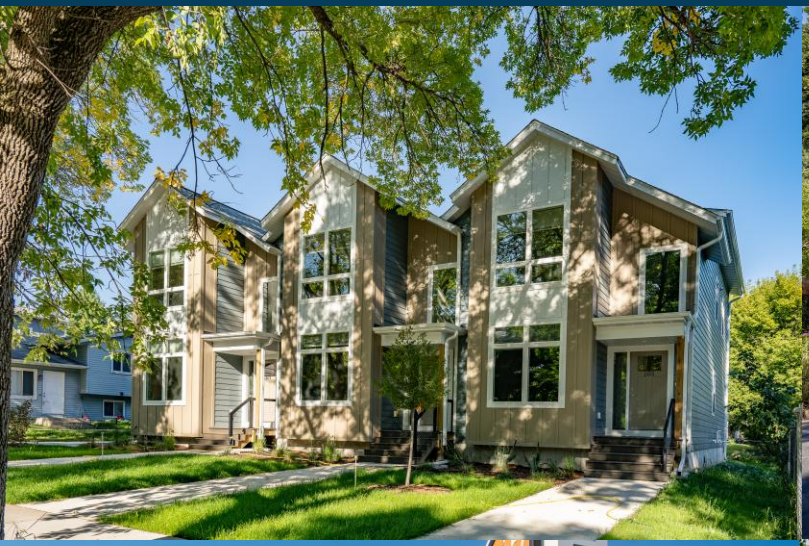
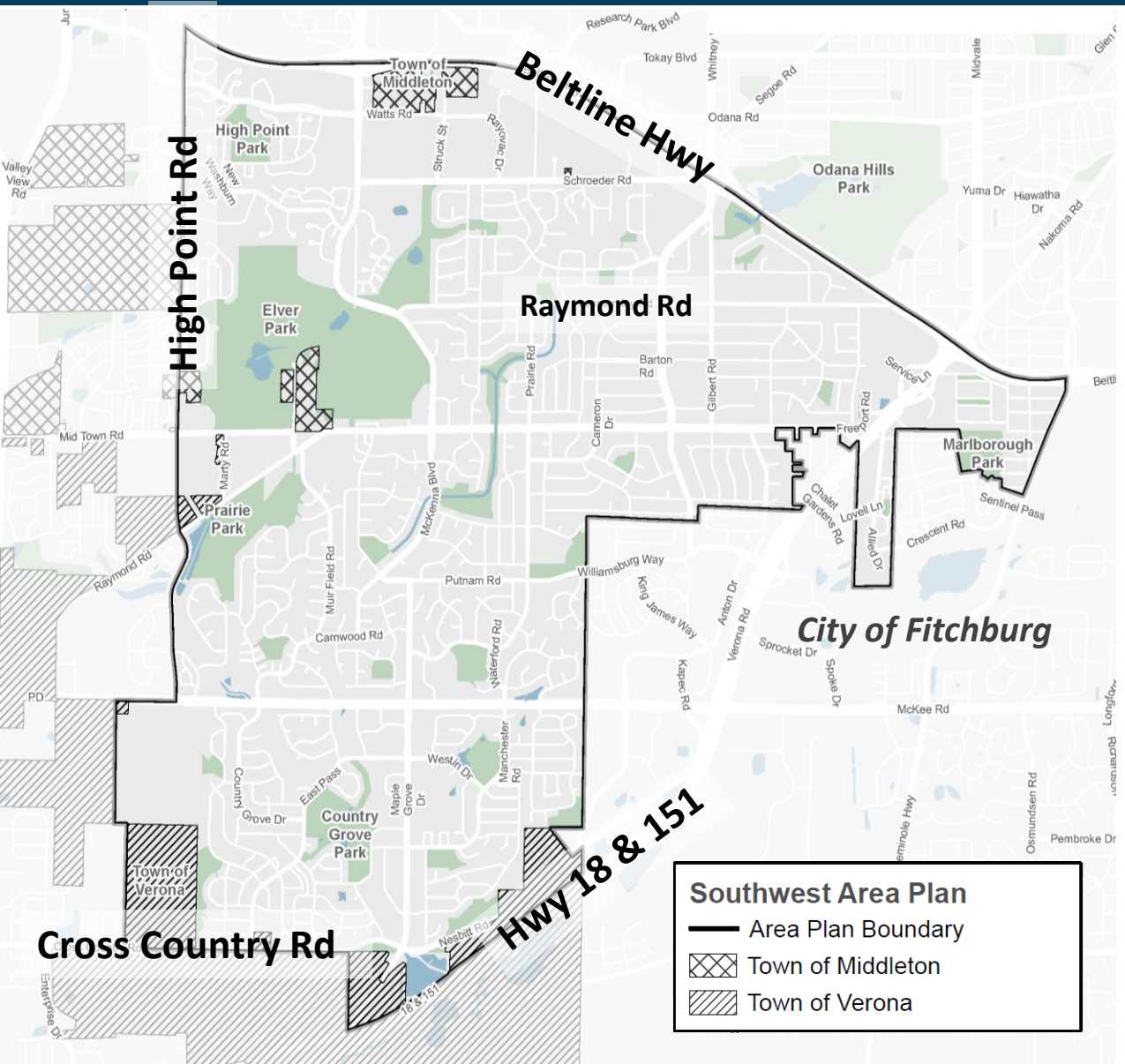
Southwest Area Plan



Board of Parks Commissioners – December 10, 2025

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:

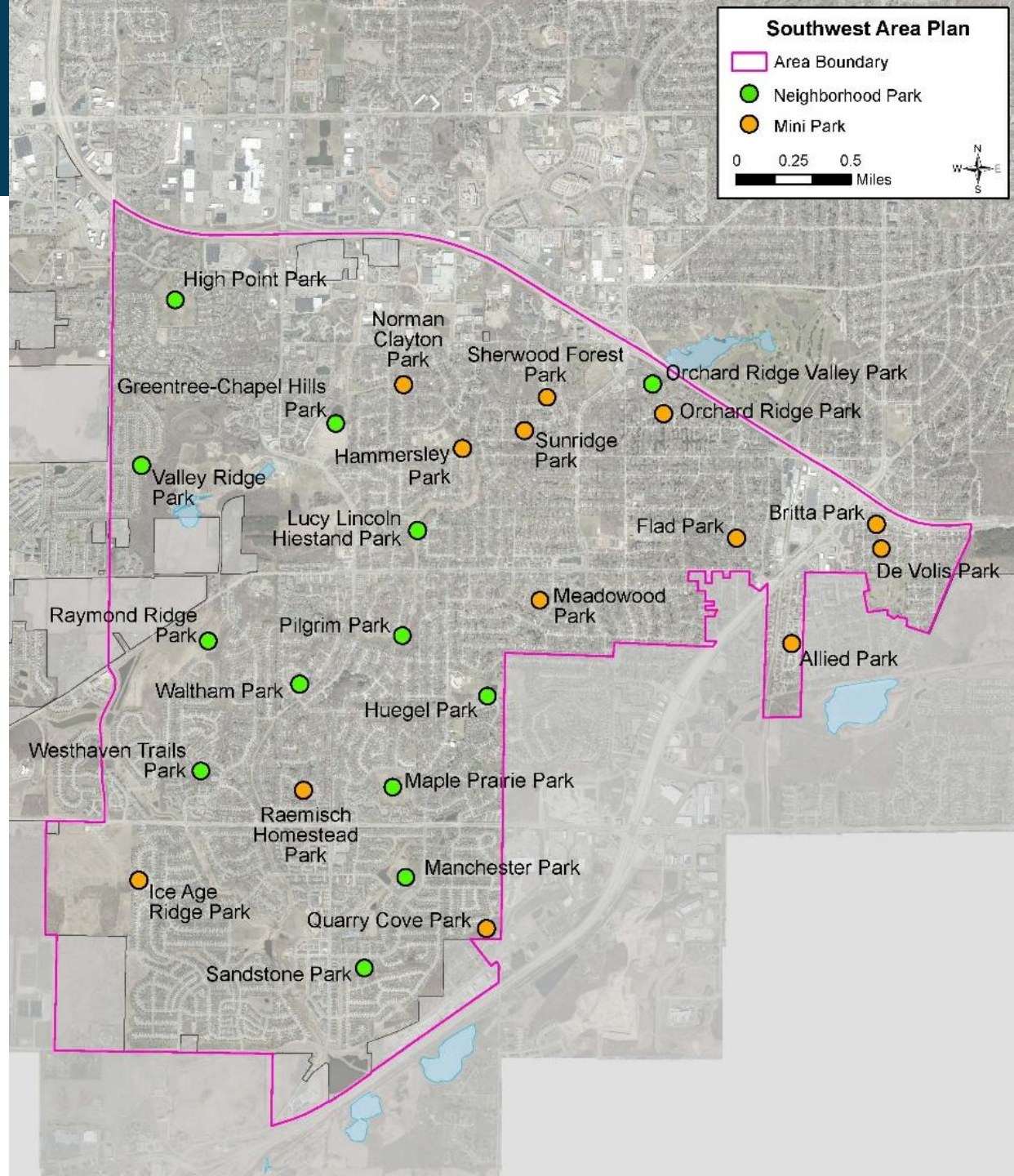
- 16,555 housing units
- 37,094 people
- 36.7% BIPOC and Hispanic/Latinx

Public Engagement Summary

- Public Meetings: In-person Open House and two virtual meetings (~150 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)

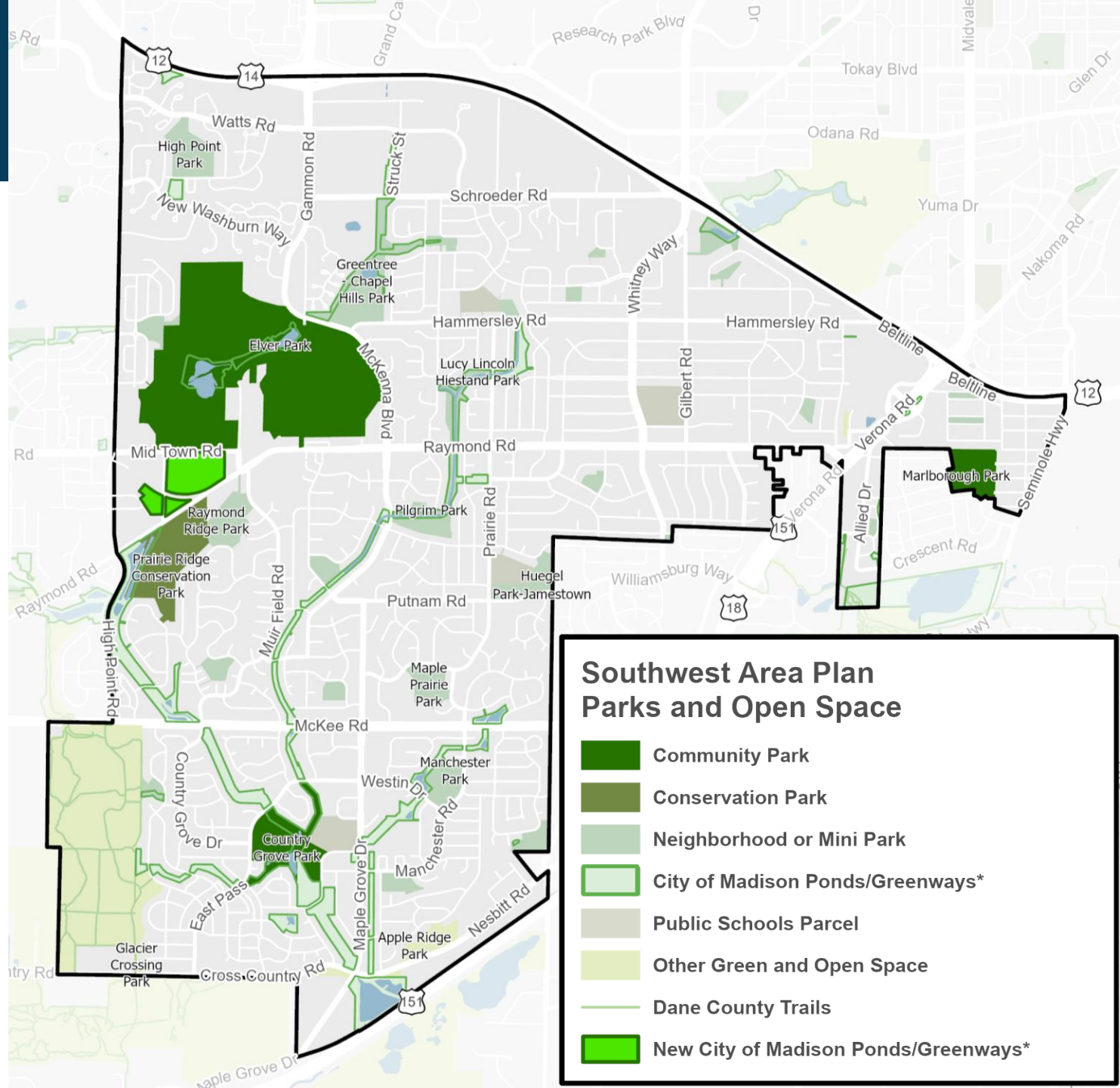
Green & Resilient: Parks

- **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 Park Development Plans and incorporate amenities like biking facilities, pickleball, volleyball, soccer, futsal, and other field sports.
- Incorporate recreational amenities in Ice Age Ridge Park, focusing on non-intrusive, nature-based play areas that align with park principles.
- 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.

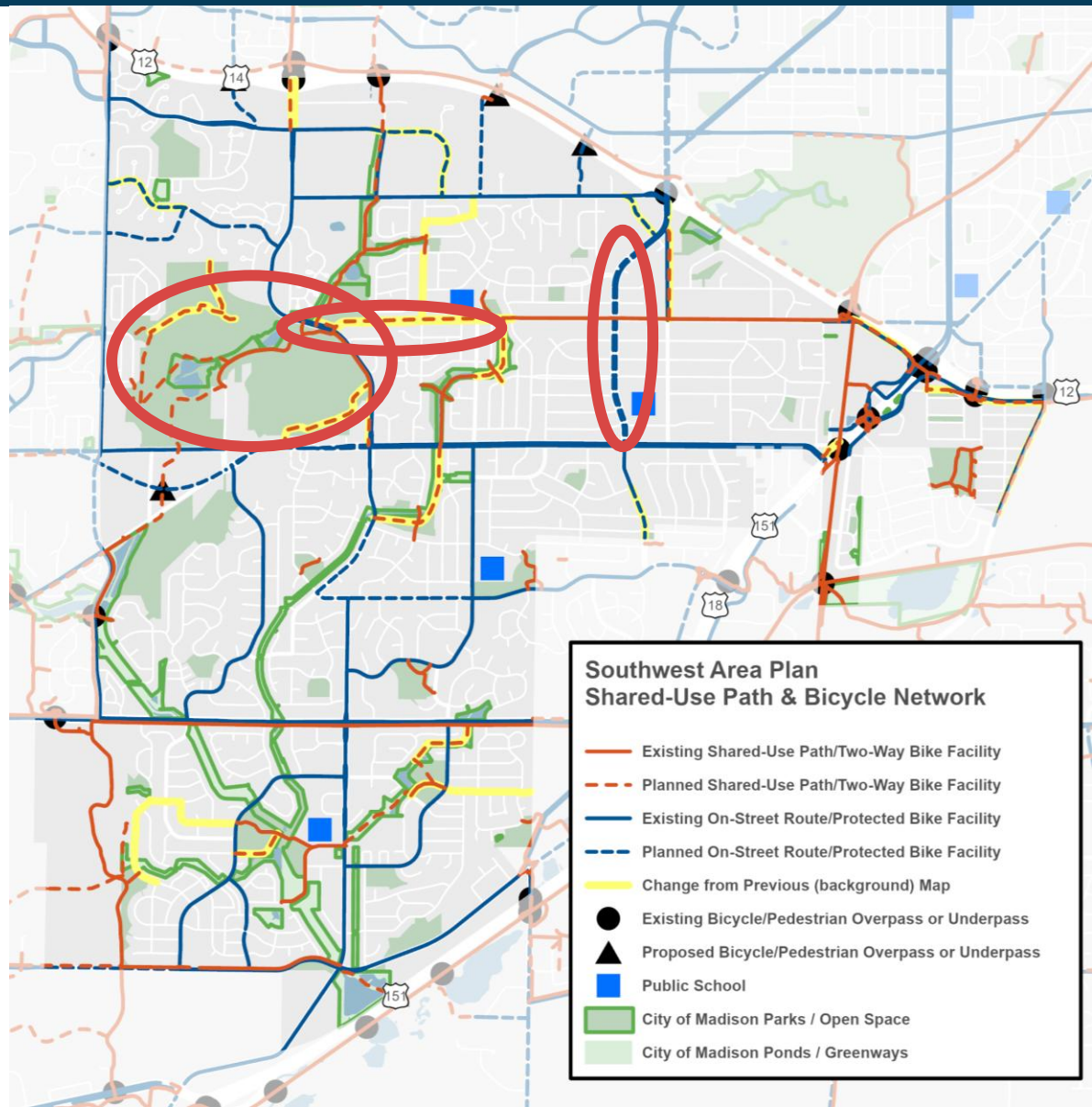


Feedback on draft Actions

- Better park infrastructure at Britta Park
- Not paving the Apple Ridge Park path
- Entrance to the south of the arboretum from Seminole Highway
- When adding bicycle connections through Elver Park limit any crossings with existing ski trails.
- Lack of green space or playgrounds for kids living close to Schroeder and Hammersley Road.

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.



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

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

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

2024 → 2025 → 2026

Southwest Area Plan Discussion Points

1. Does the Commission agree with the proposed draft Actions?
2. Is there anything you think we missed?
3. Do you have additional comments or questions?