Southwest Area Plan

Southwest Area Plan Team

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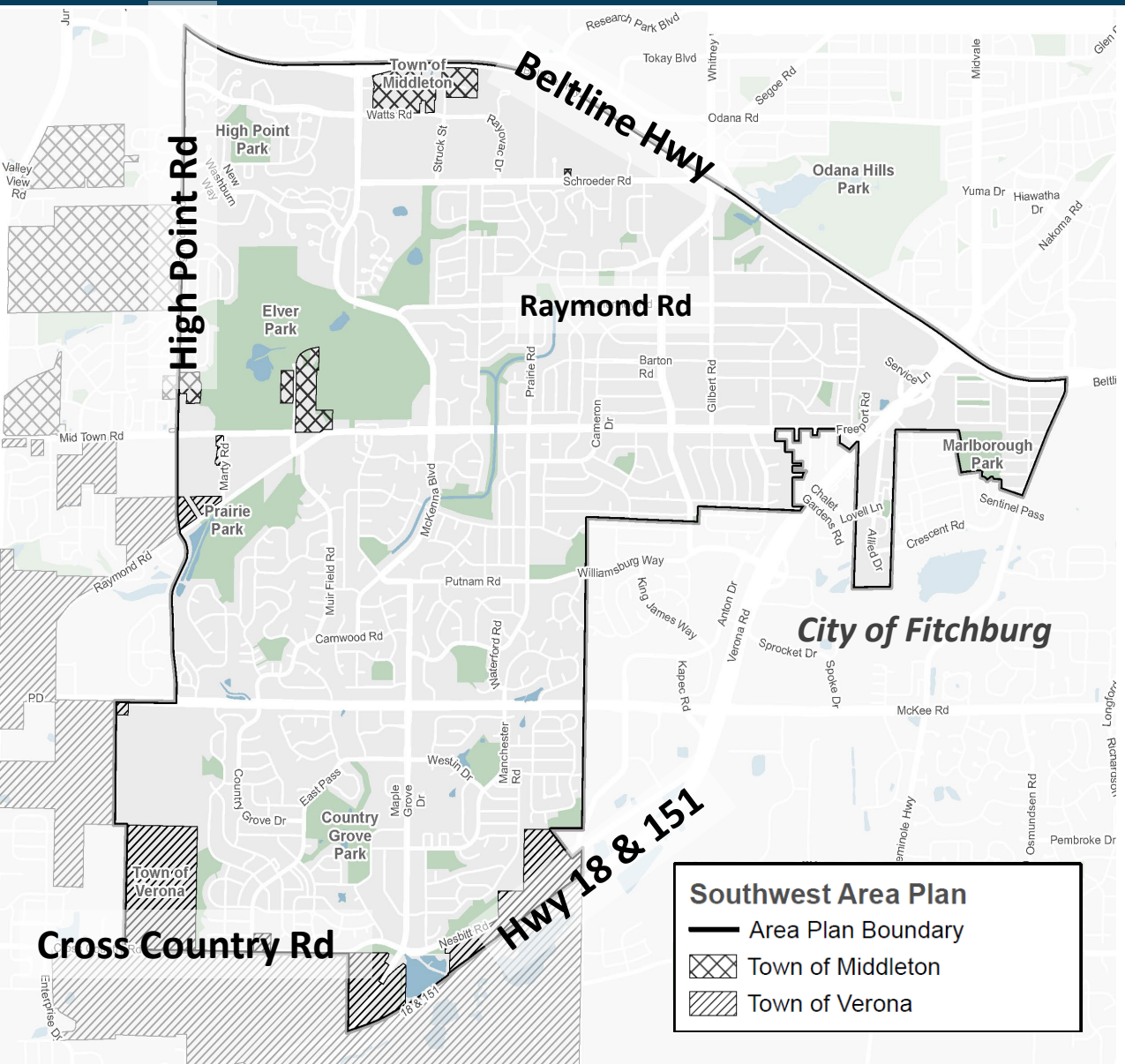
Board of Park Commissioners – May 13, 2026

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

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

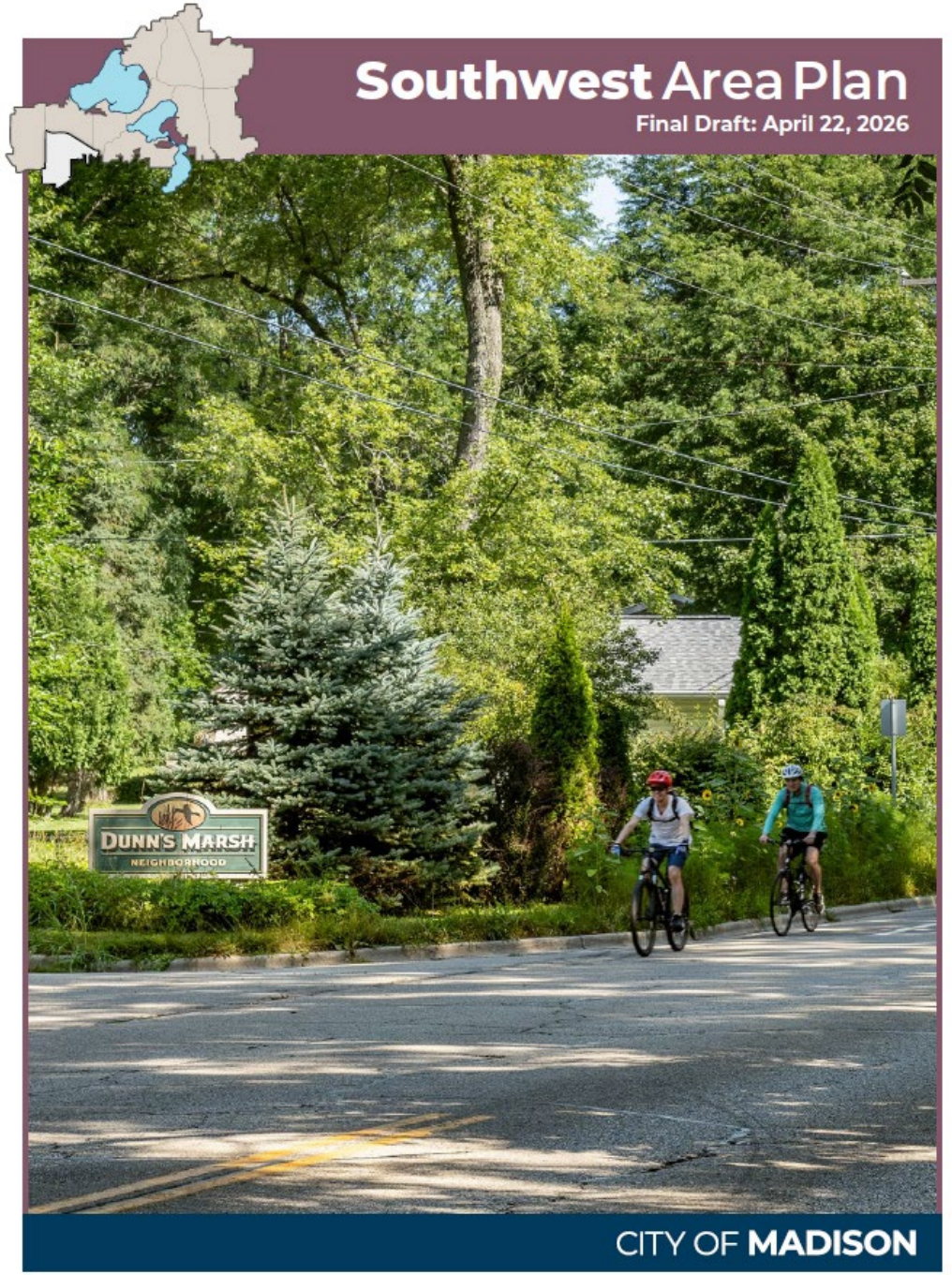
- Appreciation for planned Hammersley Path extension
- Support for separated bike lanes on Whitney
- Include McKee Rd on Vision Zero Speed Analysis
- Support for the Seminole Hwy bike lanes as AAA facility
- Add Watts Rd on the priority sidewalk connections
- Ensure that any new shared-use path connections 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

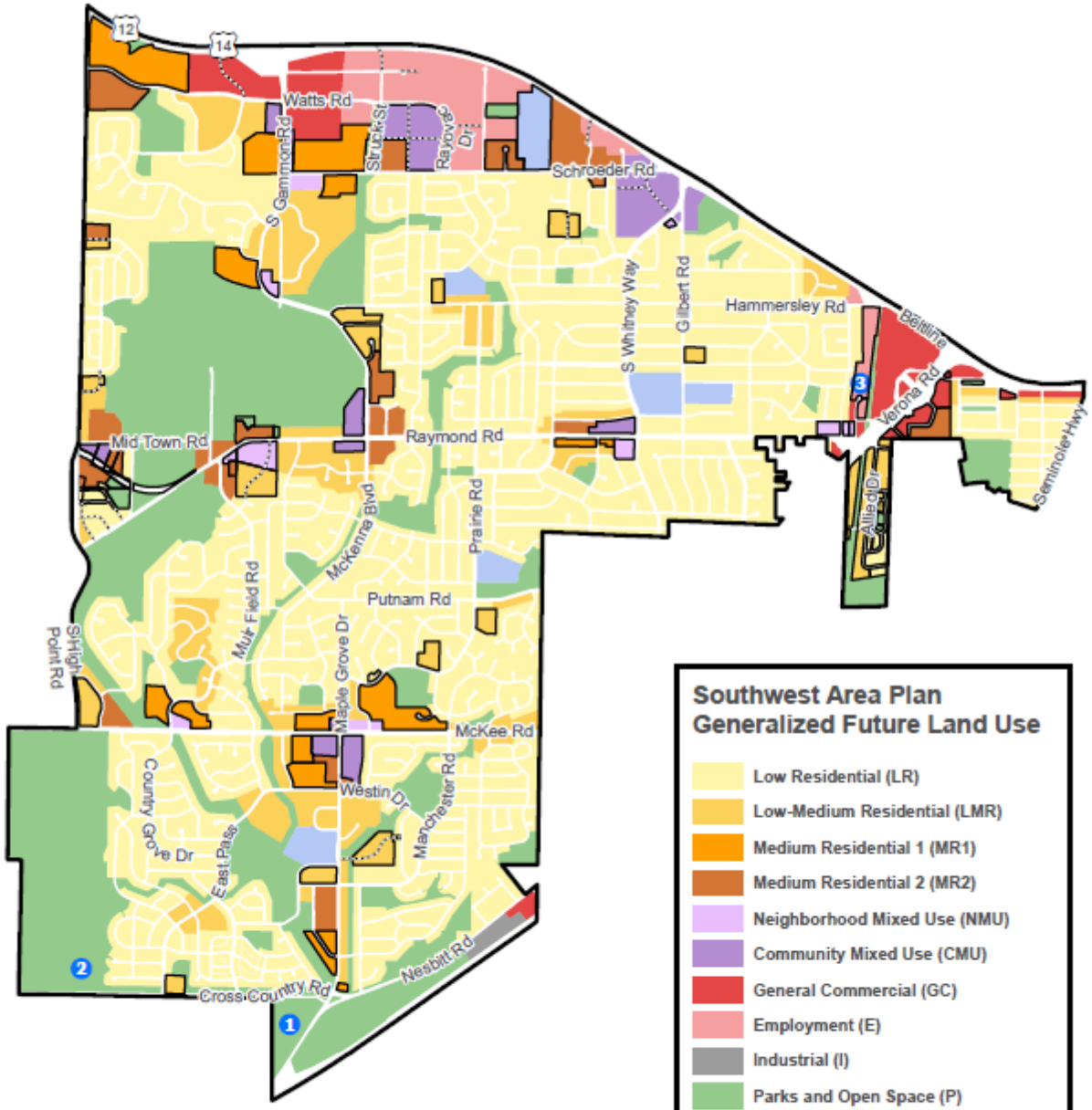
Neighborhood Mixed-Use (NMU)
Residential, retail, restaurant, service, institutional, and civic uses
Typical Heights: 2–4 stories

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

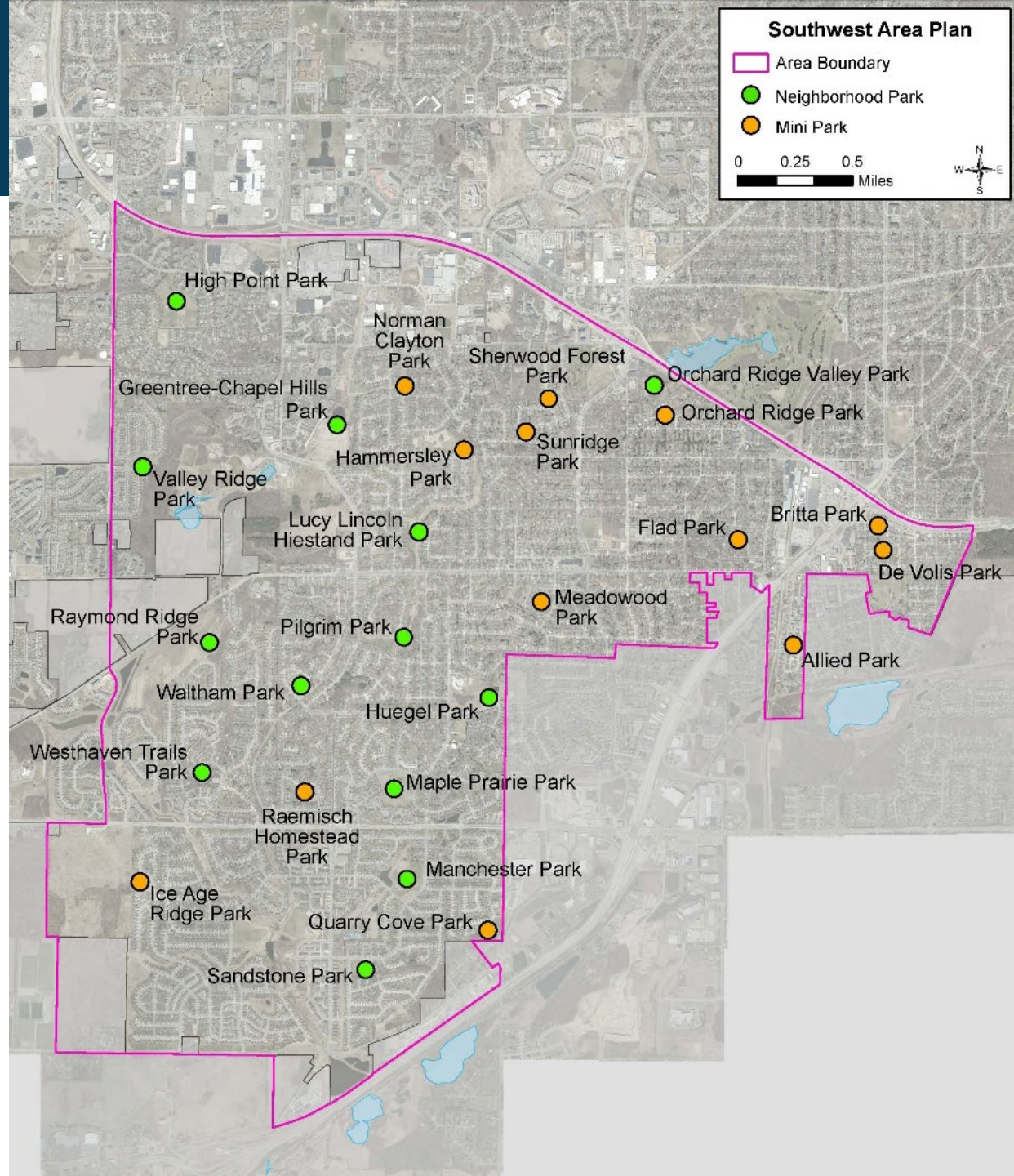
Employment (E)
Office, research, lab, hospitals, clinics, etc.
Typical heights: 1-4 stories

Industrial (I)
Manufacturing, wholesale, storage, distribution and utility uses
Typical heights: 1-4 stories



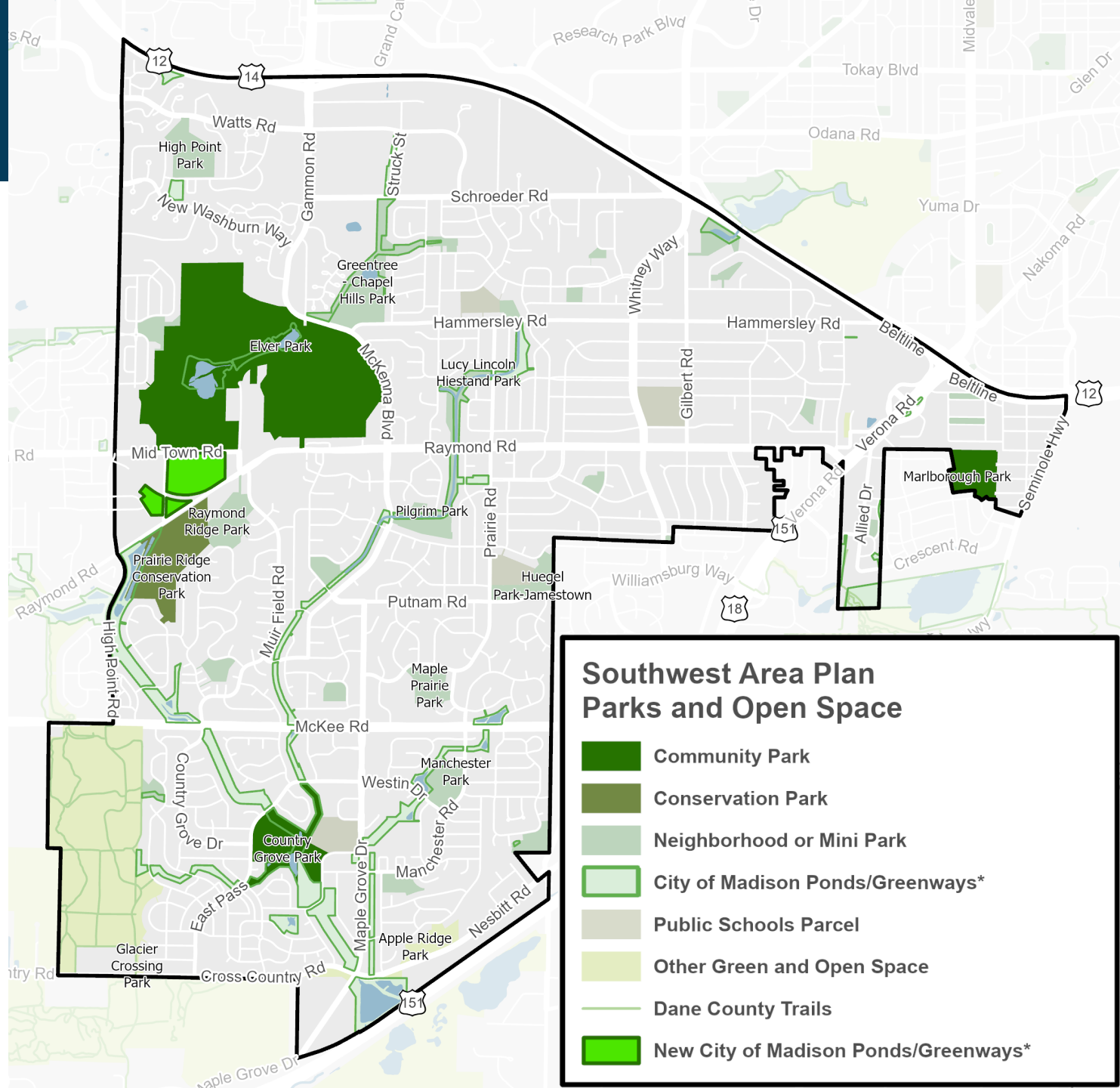
Green & Resilient: Parks

- **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

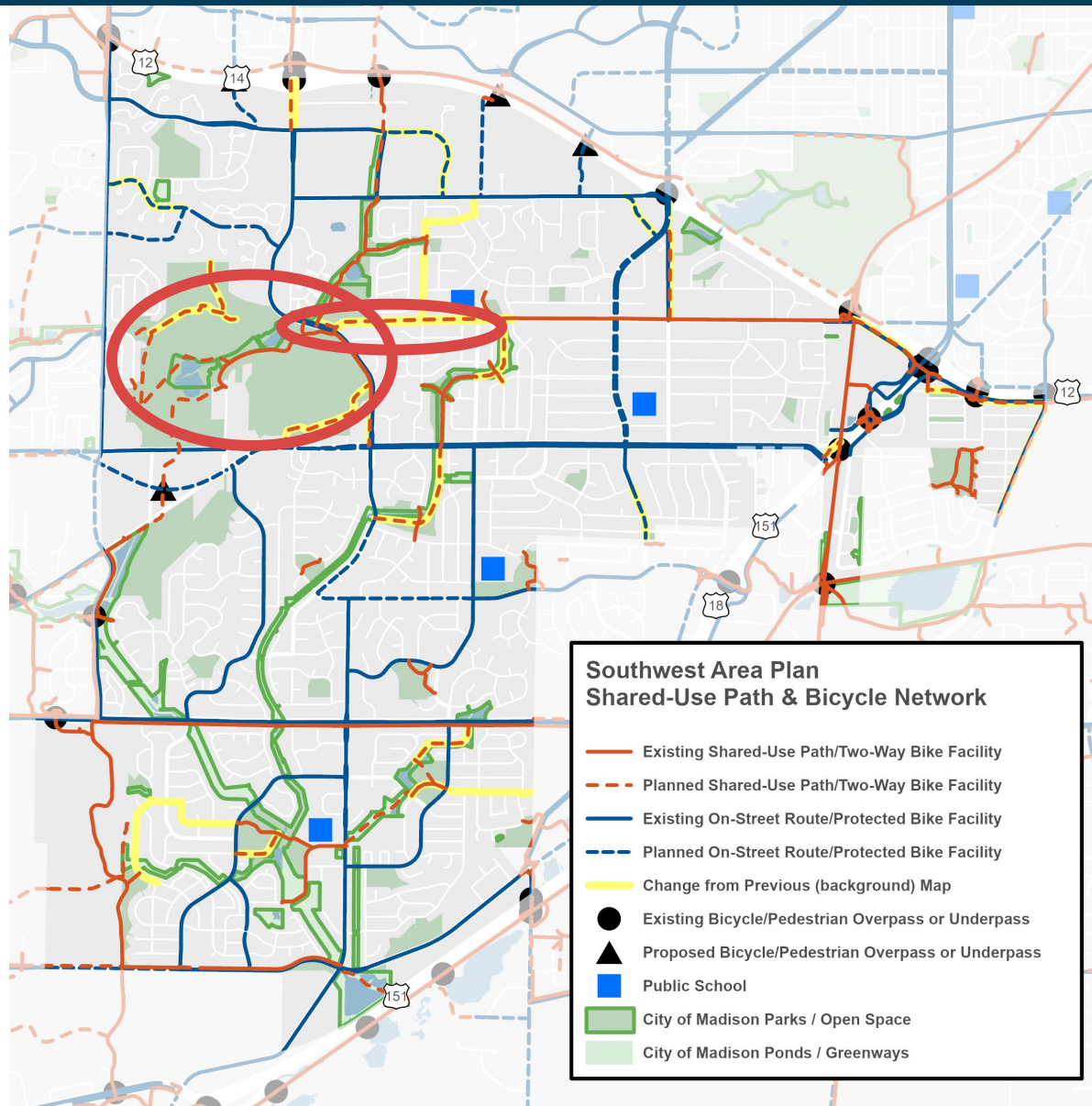
Priority	Project	Potential Locations	Cost Estimate
1	Bike playground and skills park	Lucy Lincoln Hiestand Park, Greentree Chapel Hills Park, or Elver Park	$100,000
2	Public art—mural, other	Elver Park, Struck Street/W. Beltline Highway underpass	$100,000
3	Community garden, orchard, edible landscape	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?