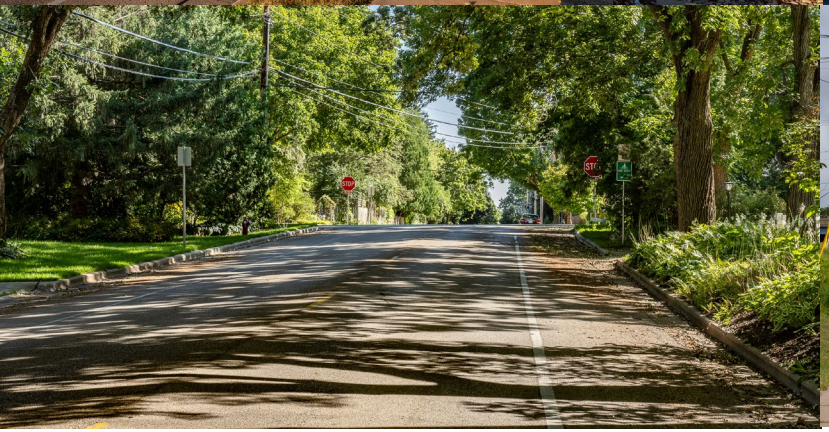
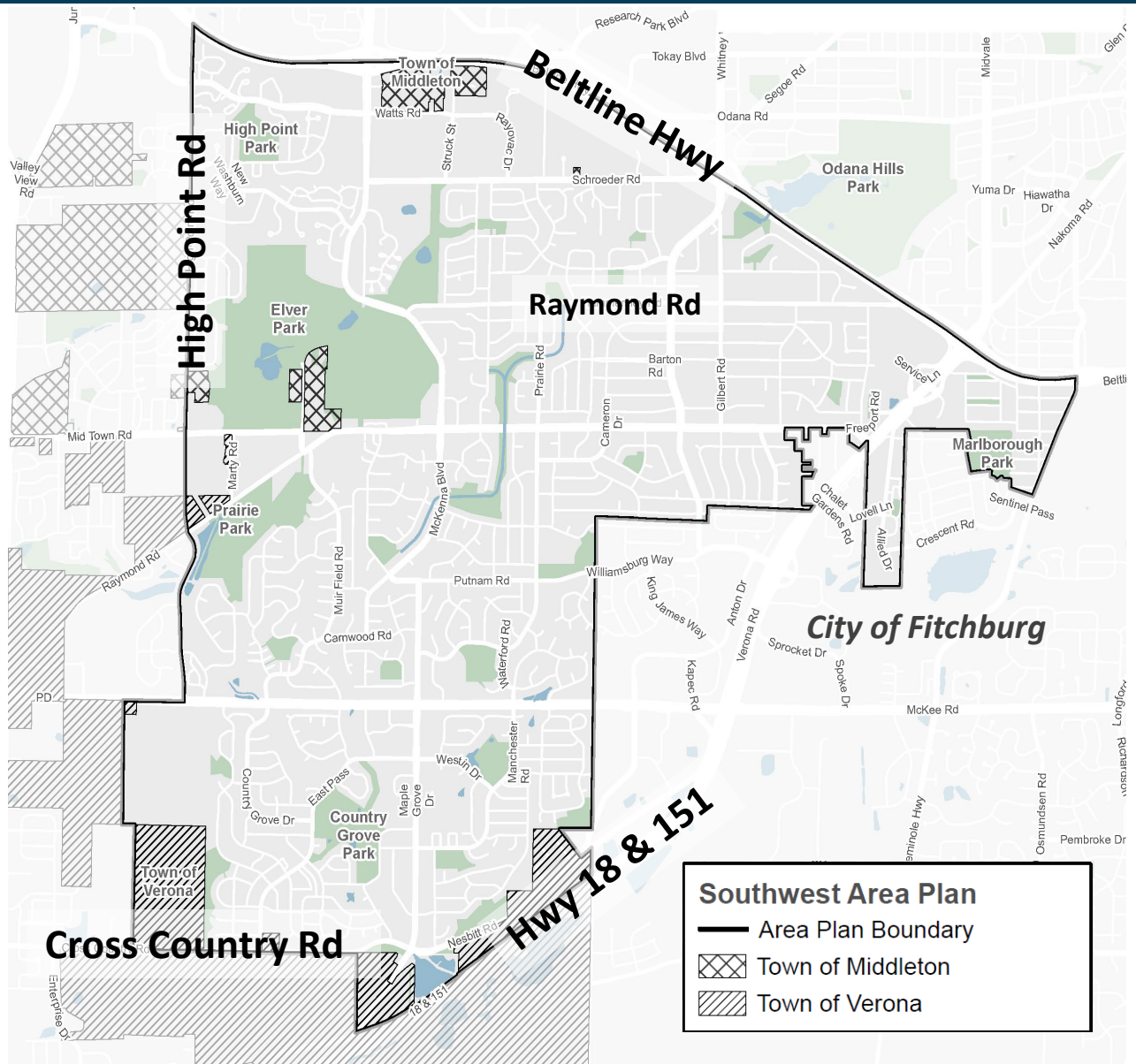
Southwest Area Plan



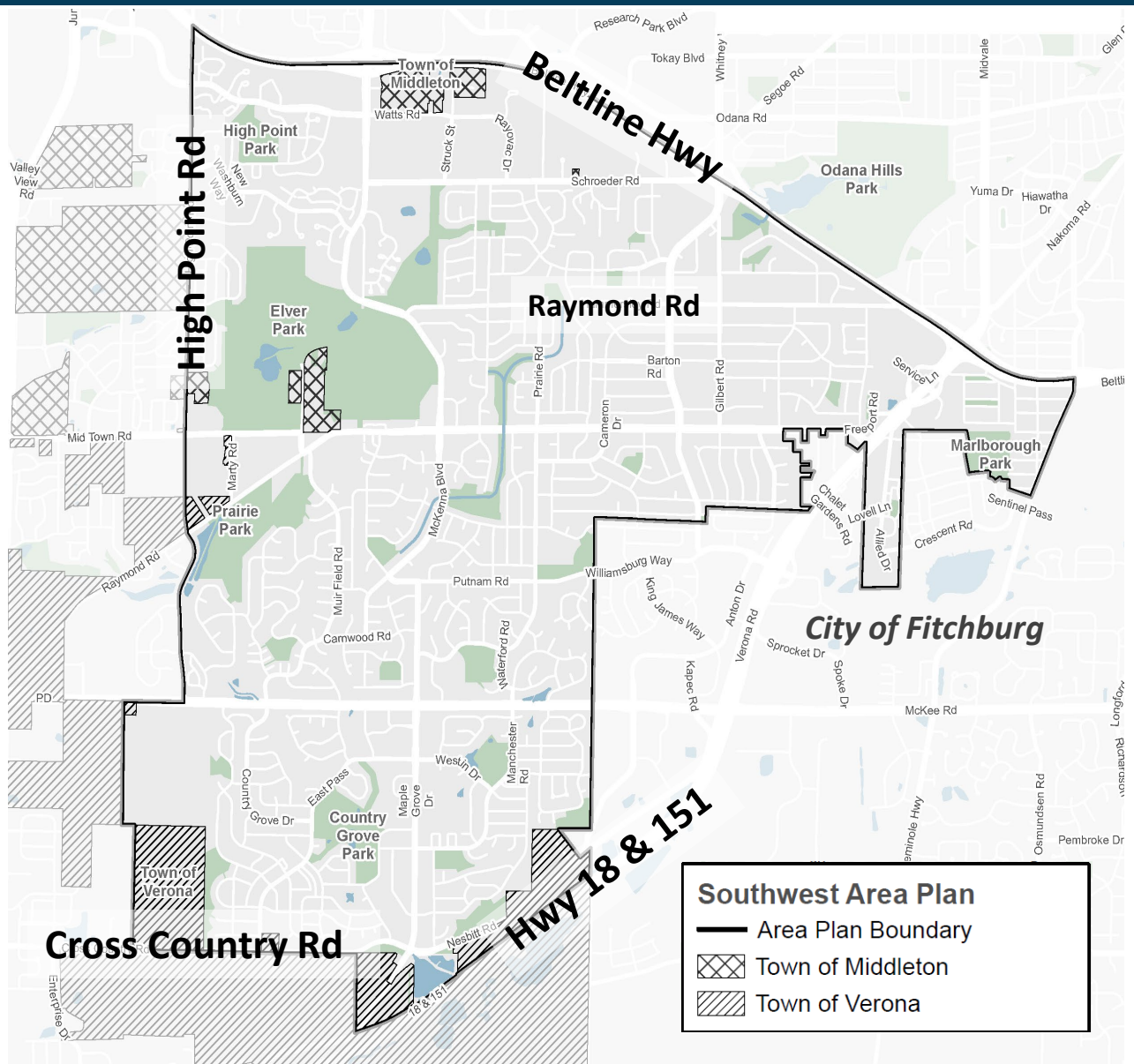
Project Team: Ben Zellers ● Urvashi Martin ● *Tim Parks ● Kirstie Laatsch ● Linda Horvath ● Angela Puerta*

Urban Design Commission: May 20, 2026

Southwest Area



Southwest Area



Population

Southwest Area 36,837

City of Madison 274,622

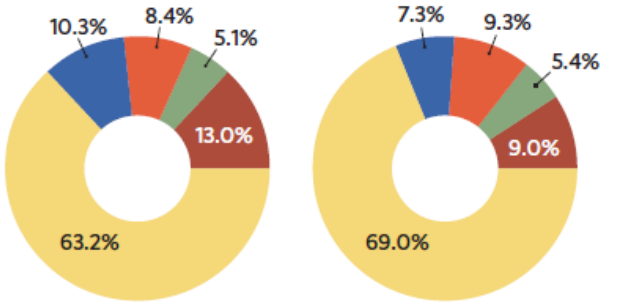
= 10,000 residents

Population change (2010–2020)

Southwest Area +4%

City of Madison +15%

Racial and ethnic composition



Public Engagement Summary

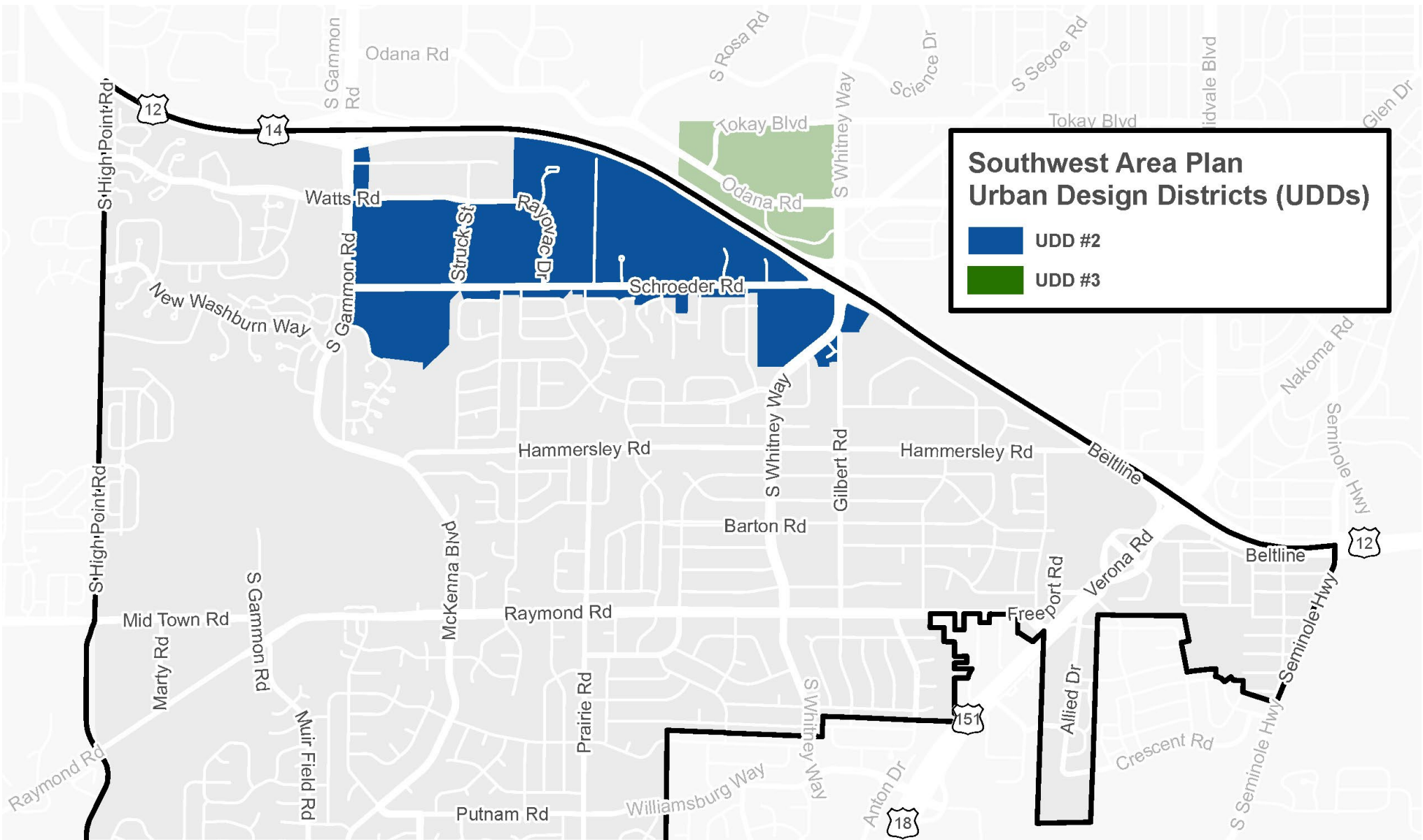
- Public Meetings: In-person Open House and virtual meetings (~232 attendees)
- Interactive Commenting Mapping (328 comments)
- Survey: ~1,100 responses
- Madison Madness Bracket: ~350 responses
- UW PEOPLE Program - Memorial High School students
- Partnered with nINA Collective hosted nine Focus Group meetings
- Pop-up outreach – Meadowridge library, community events, food pantries, Bike to Work week
- Community Partner engagement
- Neighborhood walks
- Business Walk
- Other engagement: Meadowood Health Partnership, Southwest Madison Action Coalition, Neighborhood Associations, Schools, School Districts, Neighborhood Resource Teams, and others

Draft Plan Format

"Madison will have a unique character and strong sense of place in its neighborhoods and the city as a whole."

"Madison will be comprised of compact, interconnected neighborhoods anchored by a network of mixed-use activity centers."

Culture and Character: Urban Design Districts



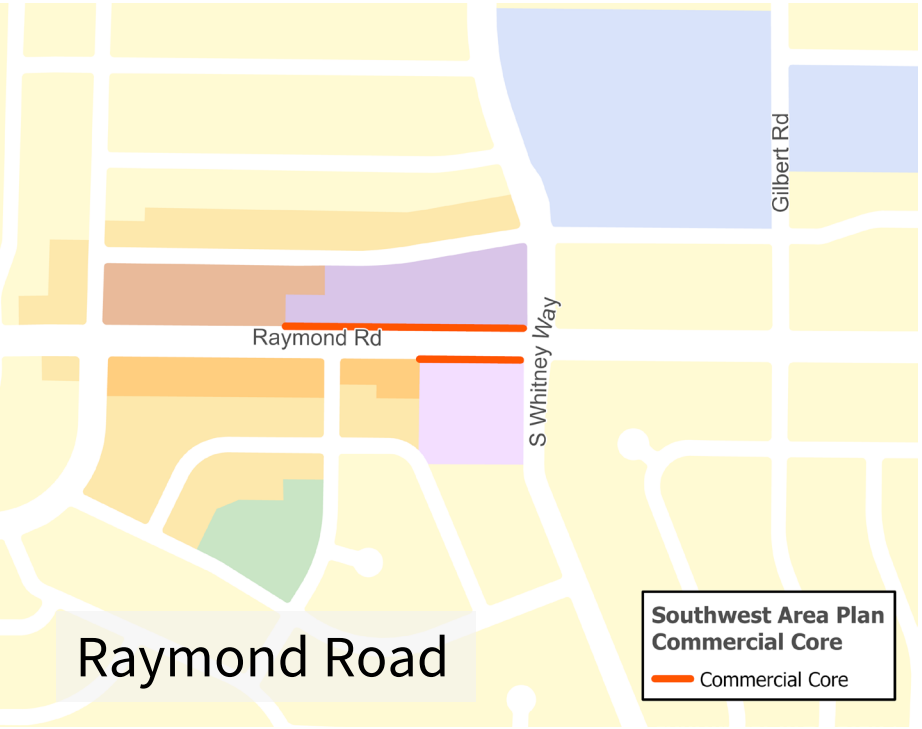
Culture and Character: Urban Design Districts

- Action 3: *As part of the citywide Urban Design Code update, evaluate whether the boundary and standards for UDD #2 should be updated to focus on guiding redevelopment at Schroeder Road and Whitney Way.*

Land Use: Commercial Core

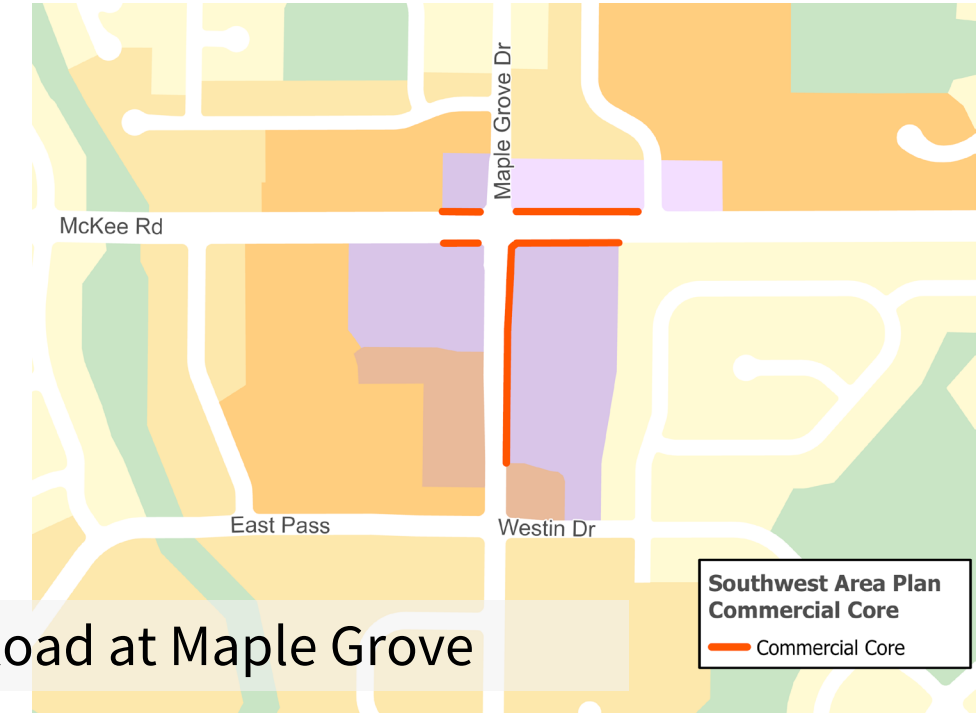
- Action 7: *Buildings fronting Commercial Core areas along Raymond Road, potential Schroeder Road realignment, and at the intersection of McKee Road at Maple Grove Drive, as shown on the GFLU Map, should be set back the minimum distance required by zoning to create an engaging and walkable street frontage.*

Land Use: Commercial Core



Raymond Road

Schroeder Road realignment



McKee Road at Maple Grove Drive

Draft Plan Review – Next Steps

- ✓May 5 –Common Council (introduction)
- ✓May 13 – Board of Park Commissioners
- ✓**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 (consider adoption)