Department of Planning & Community & Economic Development

Planning Division

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To: City of Madison Urban Design Commission
From: Ben Zellers, Urvashi Martin - Southwest Area Plan Project Managers
Date: May 20, 2026
Subject: Southwest Area Plan Final Draft Review and Recommendation

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Background

The Common Council directed Planning Division staff to begin working on the Southwest Area Plan on October 8, 2024 (RES-24-00614). A broad community engagement effort was carried out with a focus on reaching Black, Indigenous, and People of Color residents who are often underrepresented in City processes. Community partners with deep relationships in these neighborhoods assisted with outreach throughout 2025. They used approaches such as distributing surveys and gathering feedback at community events. The City also worked with a public engagement specialist to hold multiple focus groups that informed the draft Plan.

The Southwest Area Plan was introduced at the May 5th Common Council meeting and referred to Urban Design Commission (UDC) as part of the review and approval process.

Plan Highlights Related to Urban Design

There is one Urban Design District (UDD) in the Southwest Area. UDD #2 is located along Schroeder Road, generally from South Gammon Road to Gilbert Road (see the Urban Design Districts map). Urban design is also important outside of established UDDs. The Plan notes locations designated as "Commercial Core" areas should have a high level of urban design.

Highlights in the Culture and Character Chapter:

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.*

Highlights in the Land Use Chapter:

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.

Request to Urban Design Commission

Any recommended revisions to the Final Draft of the Southwest Area Plan should be included in any motion made. Plan Commission, as the lead body, will review recommended revisions and make a final recommendation to the Common Council.

Attachments

1. Southwest Area Plan Final Draft
2. Urban Design Commission presentation