Department of Planning & Community & Economic Development

Planning Division

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To: City of Madison Transportation Commission
From: Ben Zellers, Urvashi Martin - Southeast Area Plan Project Managers
Date: June 3, 2026
Subject: Southwest Area Plan Final Draft Review and Recommendation

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Background

The Southwest Area Plan was introduced at the May 5, 2026 Common Council meeting and referred to the Transportation Commission as part of the review and approval process. The Plan Commission is the lead referral for the Plan.

The Transportation Commission reviewed public engagement and draft Transportation Actions and Maps at its December 3, 2025 meeting. Some edits and additions have been made since that time, but many of the final draft Southwest Area Plan actions and partnerships are similar to what was discussed last December.

Draft Plan Highlights and Changes

Highlights from the Final Draft of the Southwest Area Plan are shown in the Transportation Commission PowerPoint presentation. The full transportation chapter is available for review as part of the Final Draft Southwest Area Plan document.

Some transportation-related edits have been made after public engagement around the draft plan actions and maps, including:

- Removing mention of studying a one-way conversion of Woodington Way;
- Adding a map of on-street bicycle lanes in need of upgrading to provide all ages and abilities specifications;
- Revisions to partnerships;
- Additional detail regarding the Beltline and Verona Road.

Hampshire Place

The most prominent transportation-related topic from the December public review of draft actions and maps was the Hampshire Place connection shown on the planned street network map on page 30. Though there were many comments in opposition to the connection, staff recommends maintaining the planned connection to provide vehicular access and a utility corridor to serve residential development planned for the large parcels that abut the mapped but unbuilt street, which

has been officially mapped since August 1966. In other words, the Southwest Area Plan simply proposes to maintain the future street connection that has been planned for roughly 60 years. The City's Subdivision Regulations (MGO Section 16.23) require that an officially mapped street, greenway, park, etc. be dedicated to the City when a parcel is subdivided. City of Madison water and sanitary sewer are "stubbed out" at the current northern and southern ends of Hampshire Place to serve future development and as required by City ordinance.

In addition to reflecting the existing Council-adopted official map, staff also refers to Council-adopted policy and ordinances when undertaking planning efforts. The City's Complete Green Streets Guide and Comprehensive Plan encourage interconnected neighborhoods, and the Subdivision Regulations prohibit cul-de-sac streets in subdivision design when it is possible to make a street connection.

Area Plans are about providing guidance to inform future decisions. The current property owners along the mapped connection may continue to use their property as-is for as long as they would like. However, if a current or future owner chooses to subdivide their property, that future development should be consistent with the City's adopted plans, zoning code, and subdivision regulations. Staff feels that the extension of Hampshire Place would be critical to providing the proper framework for new housing opportunities to be developed in the future on the affected parcels.

Request to Transportation Commission

Any revisions to the Final Draft of the Southwest Area Plan recommended by the Transportation Commission should be included in a motion. The Plan Commission, as the lead body, will review all board/ committee/ commission-recommended revisions and make a final recommendation to the Common Council.

Attachments

1. Southwest Area Plan Final Draft
2. Transportation Commission presentation