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To: City of Madison Landmarks Commission
From: Ben Zellers, Urvashi Martin - Southwest Area Plan Project Managers
Date: June 8, 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 helped with outreach throughout 2025. Approaches such as public meetings, distributing surveys, and gathering feedback at community events were used. The City also worked with a public engagement specialist to hold multiple focus groups that informed the draft Plan.

The Southwest Area Plan Final Draft was introduced at the May 5, 2026 Common Council meeting and referred to the Landmarks Commission as part of the review and approval process.

Plan Highlights Related to Historic Resources

Draft recommendations related to historic resources are included in the Culture and Character chapter of the Plan. Staff collaborated with Preservation Planner Heather Bailey to draft the Historic Resources map (see page 61 of the Southwest Area Plan Final Draft). There are no City of Madison landmarks or properties listed in the National Register of Historic Places within the Southwest Area. There are several properties of historic interest (history and/or architecture) and archaeological potential. There are also three possible historic districts that could benefit from having their story officially documented through the National Register or Madison landmarking process. The Historic Resources Review section in the appendix includes a table with more information. Identification of potential historic resources is specified in the implementation process for the Historic Preservation Plan.

Draft Plan Action Relating to Historic Resources

- *Inform owners of properties of historic interest identified in this Plan of potential eligibility to have their property listed in the National Register of Historic Places and/or as a Madison*

Landmark, and the benefits of those designations. See the Properties of Historic Interest table in the Appendix.

Request for Landmarks Commission

The Southwest Area Plan Final Draft has been referred to the Landmarks Commission for their advisory recommendation on the Plan's discussion of historic resources. 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