

Southwest Area Plan



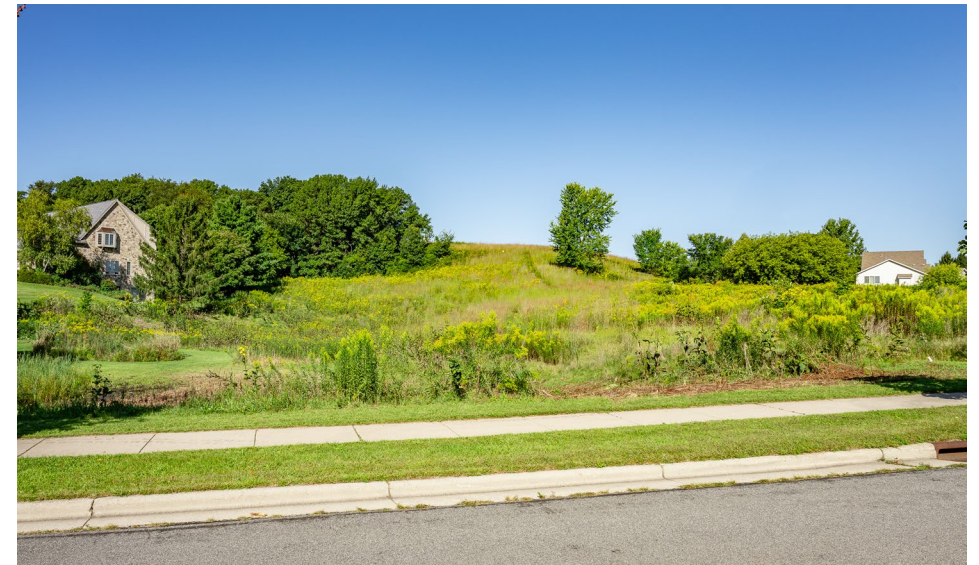
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Economic Development Committee Meeting: December 17, 2025

Agenda



- Background
- Public Engagement summary
- Draft Action Highlights
 - Land use
 - Economy & Opportunity
- Timeline



What is planning and why does it matter?



- Planning is the process of **working together** to create recommendations **to guide the future of Madison and its neighborhoods.**
- Plans **set parameters for future development**, and include recommendations for parks, streets, and other infrastructure.
- **Plans consider** many factors, such as projected growth, housing, transportation, the economy, the environment, and cultural resources.
- Planning is an important **tool to prepare for growth and navigate change.**



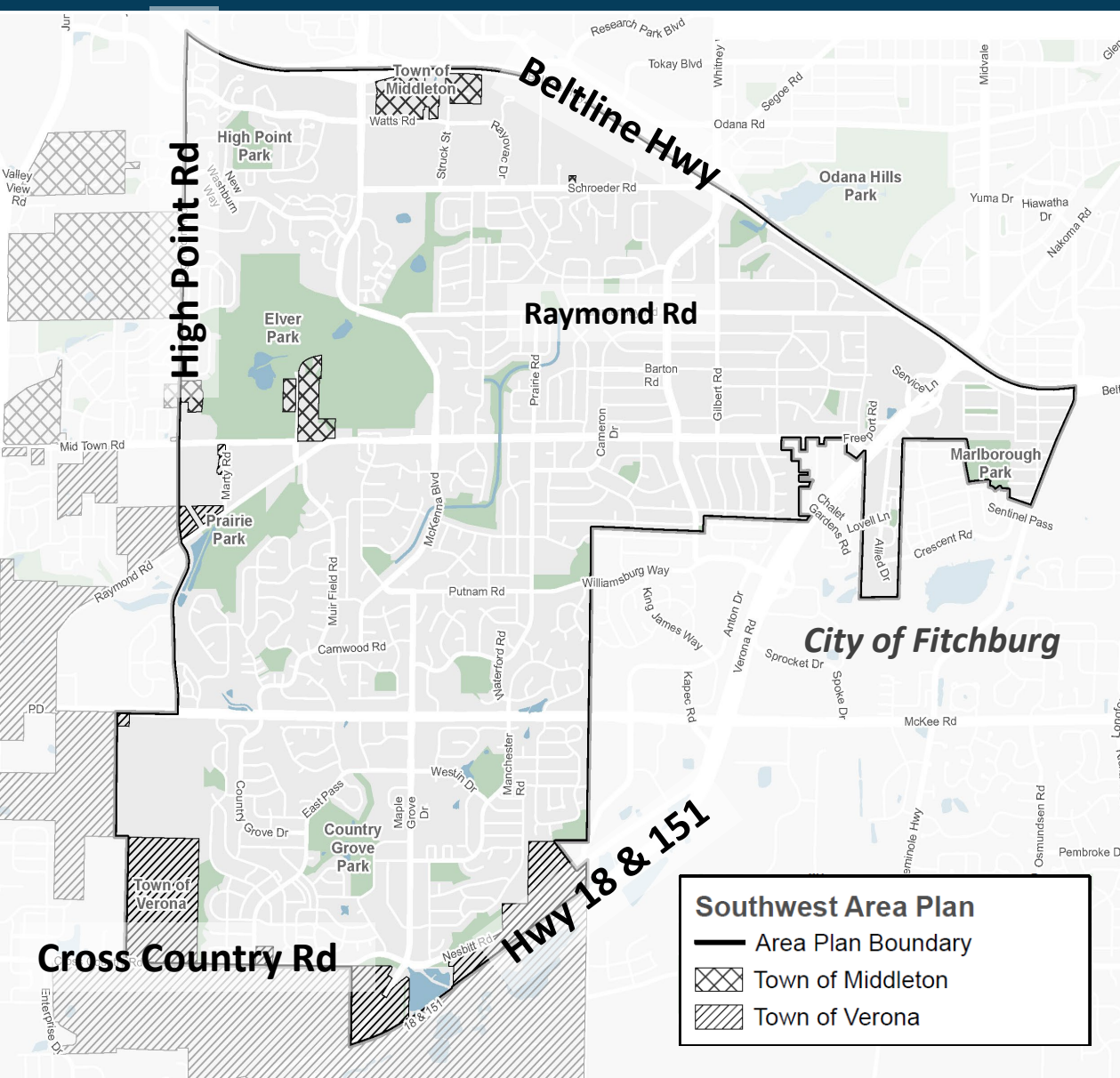
What are Area Plans and what are the benefits?



- Comprehensive Plan has larger goals for the whole City. Area plans provide more detailed recommendations.
- Full city coverage – 12 areas
- More frequent plan updates
- Consistent plan topics based on Comp Plan; area-specific recommendations
- Enhanced coordination on City initiatives
- Emphasis on feedback from underrepresented groups



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

Feedback received in Phase 1



Speeding

Aging in Place

Stormwater Management

Dangerous Intersections

Accessible & Inclusive spaces

Lack of Affordable Housing

Missing Sidewalks

Walkable Mixed-Use Areas

Tree Canopy

School capacity & overcrowding

Connections to Neighborhood
Destinations

Livable wages

Rental Maintenance Issues

Small businesses like Luna's

More recreational activities

Safe Crosswalks

More youth programming

Public Art

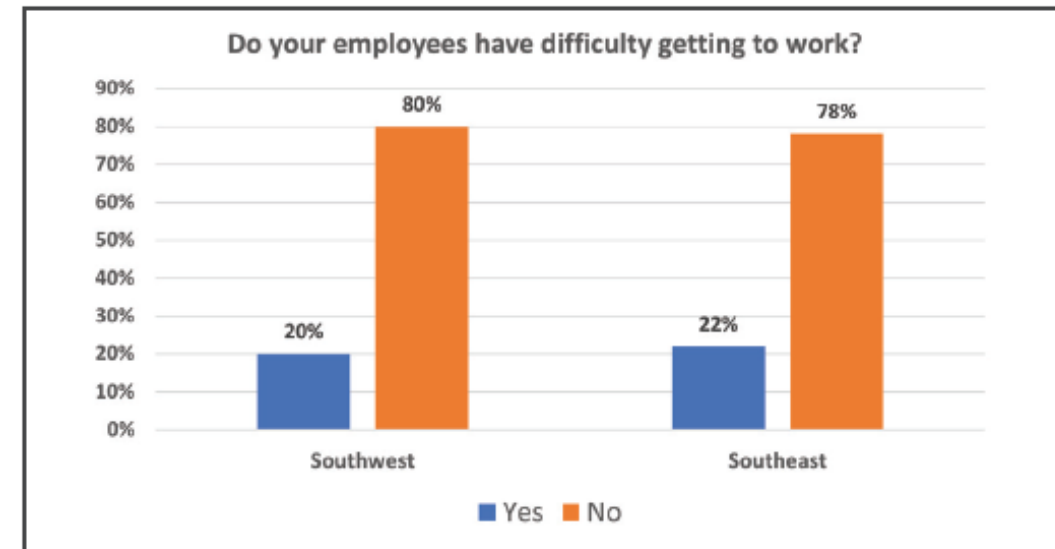
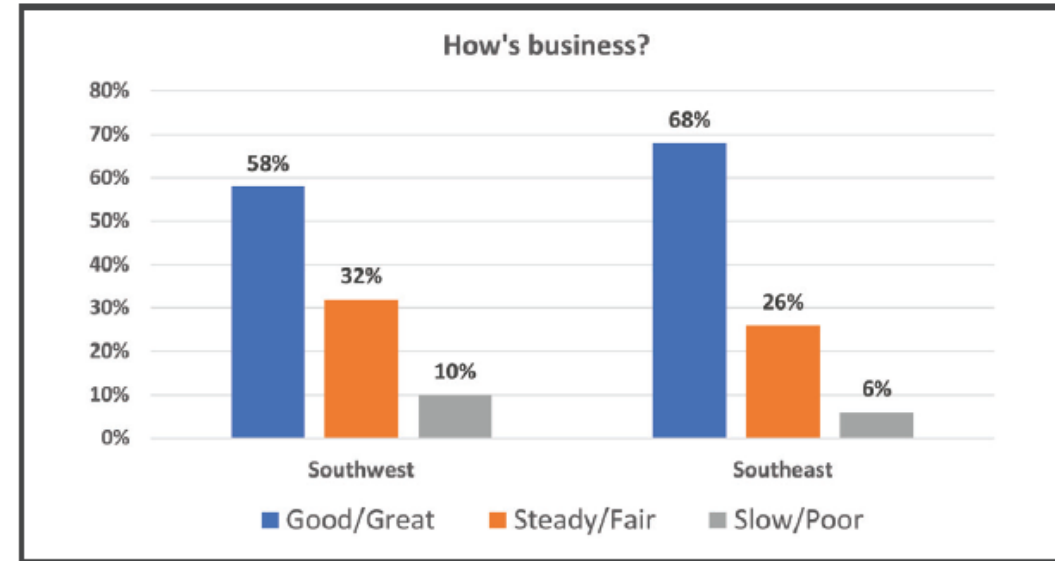
Park Amenities

Street lighting

Economy & Opportunity: Business Walk



- June 3, 2025
- Visited 135 businesses
- Six questions
- Report available on project website



How feedback gets into plan



Feedback that falls under existing City Policy or Programs



Feedback that is outside the Plan Scope and passed along to relevant Partners or City Agency



Feedback that become actions in the Draft Area Plan

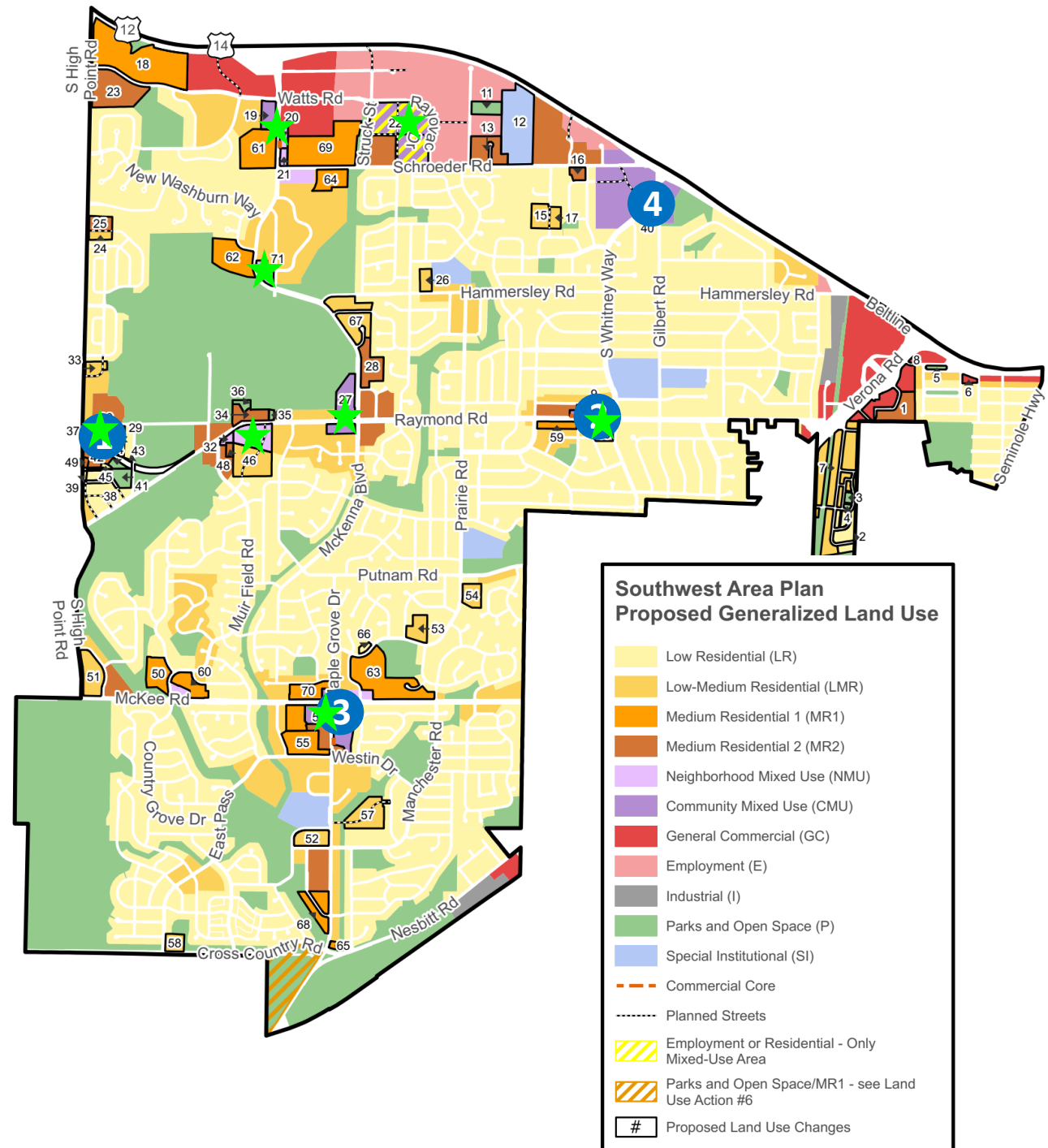
Land Use Highlights

What we heard:

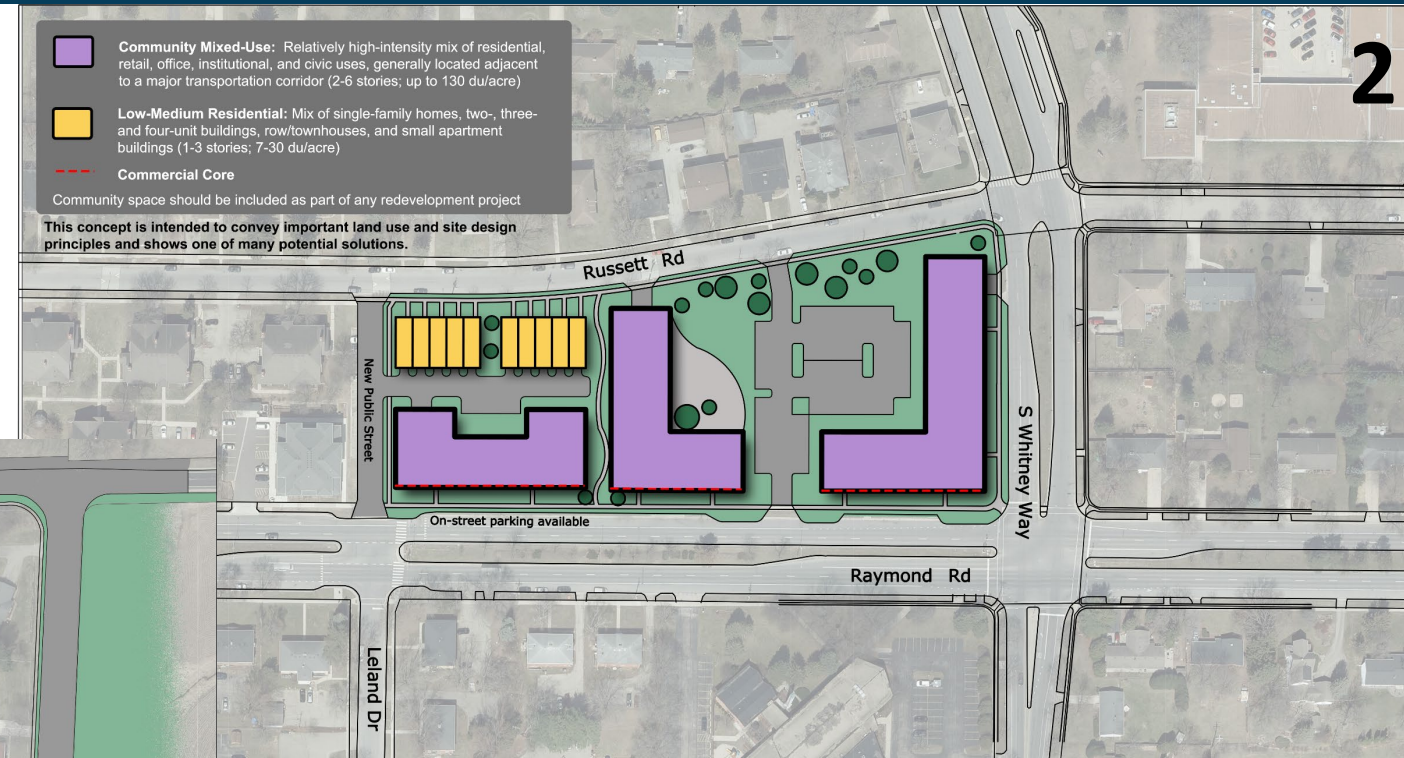
- Support more mixed-use areas/destinations within walking distance
- Allow for more housing options

Draft Map:

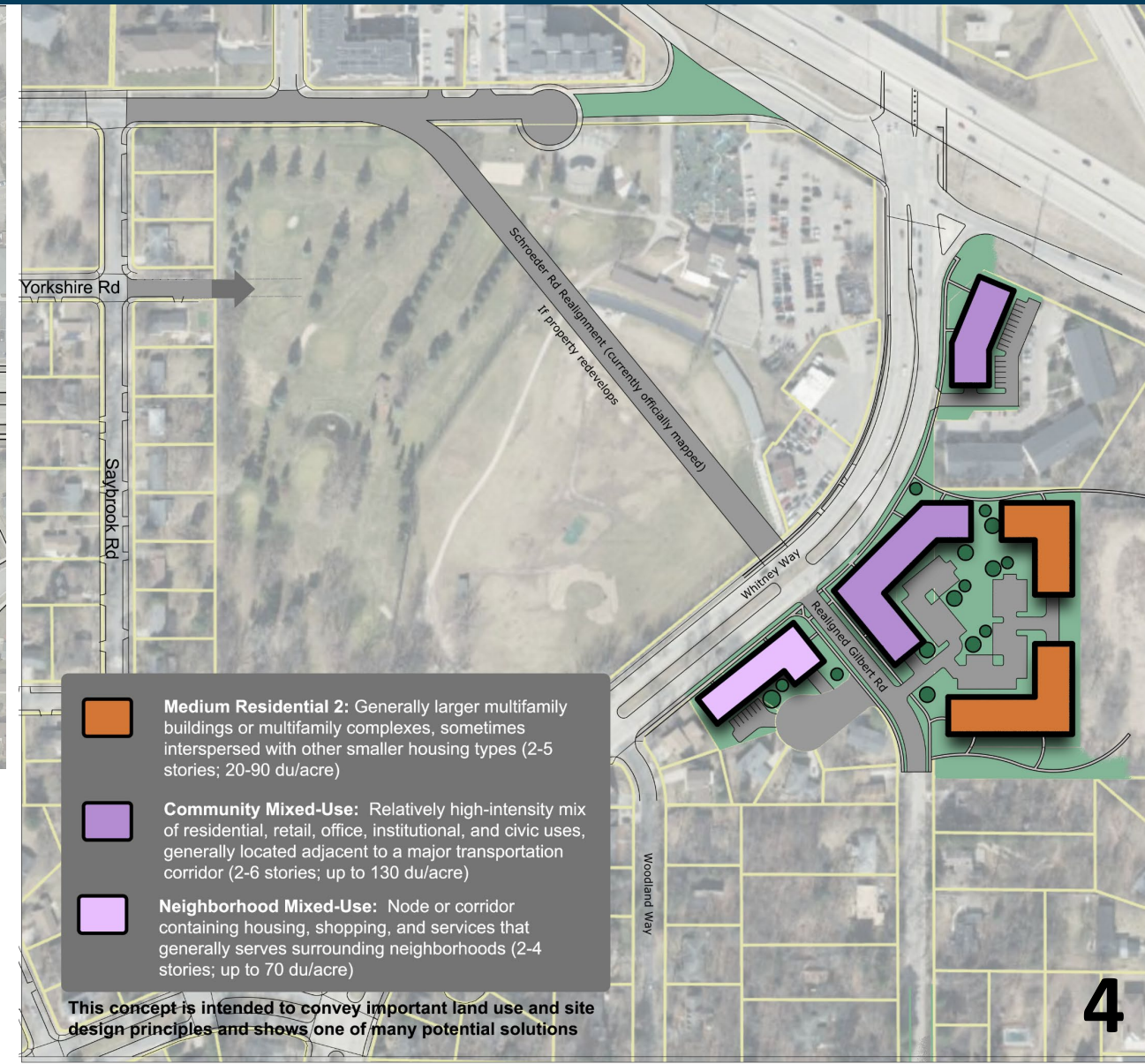
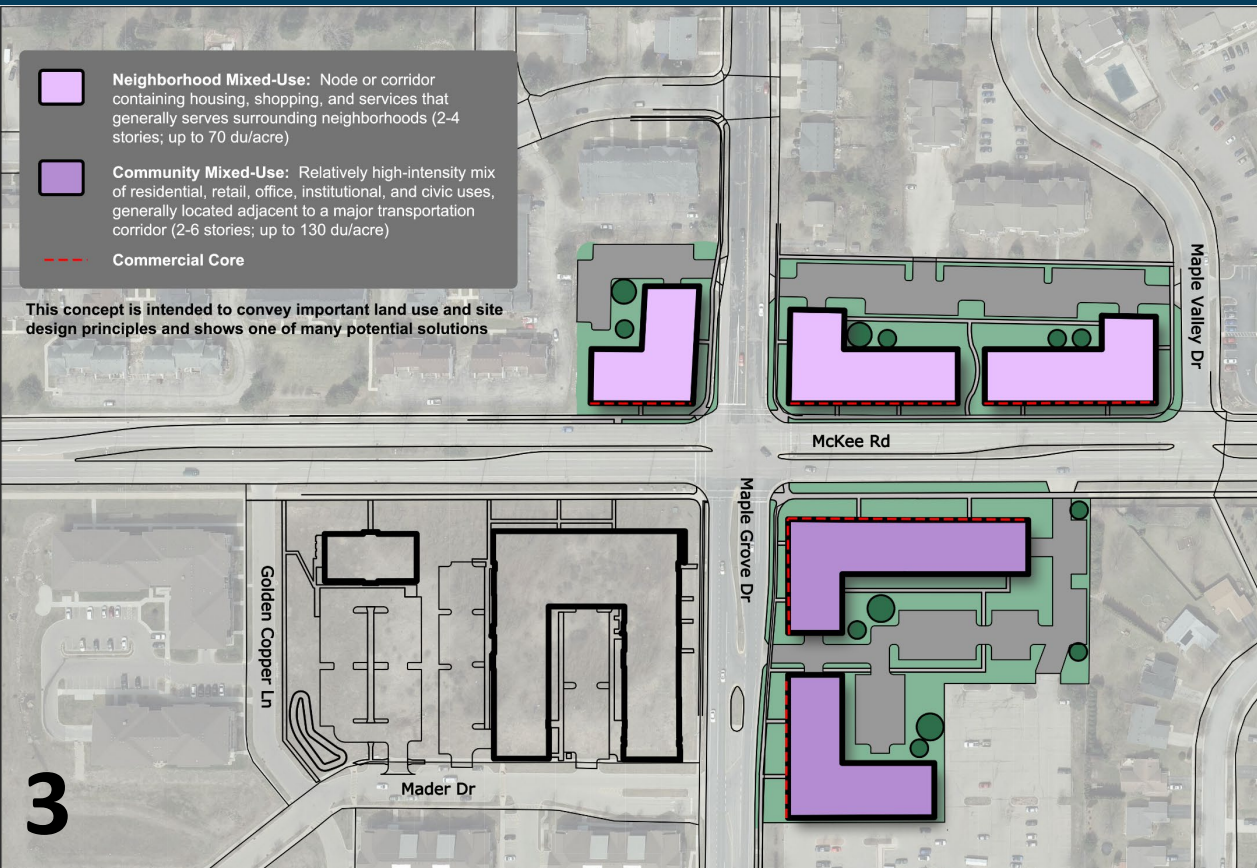
- Additional allowable development along key corridors
- New mixed-use nodes for neighborhoods; boosting allowable mixed-use in previously mapped areas ★
- Support additional housing



Land Use Highlights – Concept Focus Areas



Land Use Highlights – Concept Focus Areas



Economy & Opportunity



- Create new tax increment districts (TIDs) to support development of businesses/employment and mixed-use redevelopment.
- Preserve the Southwest Area's ability to grow employment and businesses by maintaining General Commercial and Employment land uses on the GFLU map for businesses and employers.
- Evaluate the prospects for the City to land bank underutilized and/or vacant commercial properties if business vacancies continue or increase, possibly in conjunction with creation of a new TID that generates revenue to support land banking.
- Explore options for adding public wi-fi in City of Madison Parks located in Community Action Strategy Areas.
- Partnerships

Timeline



Planning Process & Public Engagement

Phase Zero

Data Gathering & Review

- Plan authorization by Common Council
- Pop-up outreach (Parks Alive, resource fairs, etc.)
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Online interactive commenting map
- Background data gathering
- Regular email notifications and website updates (applies to all phases)

JUN - OCT

2024

Phase One

Issues & Opportunities

- Multiagency Open House
- Community survey (part 1)
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Review by Board, Commissions & Committees
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts

NOV - MAY



Phase Two

Develop Recommendations

- Outreach to businesses
- Art Workshop
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with City Boards, Commissions & Committees

JUN - NOV

2025

Phase Three

Draft Plan Review

- Public feedback on Draft Plan
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts
- Pop-up outreach (resource fairs, events at library, community dinners etc.)

DEC - MAR



Phase Four

Adoption & Implementation

- Plan review and adoption by City Boards, Commissions & Committees
- Implementation of Plan recommendations after Plan adoption

APR - MAY

2026

Southwest Area Plan Discussion Points



1. Is there anything you think we missed?
2. Do you have additional comments or questions?

