

DEPARTMENT OF PLANNING AND COMMUNITY AND ECONOMIC DEVELOPMENT
Planning Division
LL-100, Madison Municipal Building
266-4635

FAX: 267-8739
TTY/Textnet: (866) 704-2316

planning@cityofmadison.com
www.cityofmadison.com/planning

The mission of the Planning Division is to develop and implement long-range and short-range plans, policies and strategies to guide the community's growth and development and to carry out the Department's and City's mission, goals, strategies, and objectives. The Division carries out its mission by:

- Preparing and maintaining the City's Comprehensive Plan and other plan elements to guide and manage the growth and development of the City in coordination with other units of government in the region.
- Conducting City-wide planning initiatives and planning for existing neighborhoods, new neighborhoods, other districts and subareas, such as transportation corridors.
- Preparing long-range policy and physical development planning recommendations as well as near-term development and redevelopment plans for implementation.
- Implementing plans through ongoing review of private development proposals to ensure compliance with the City's plans, policies, and development regulations and through initiating and participating in project and site planning and special development projects.
- Developing and implementing projects and administering ongoing programs which support neighborhood and community organizations and enhance the cultural environment and overall quality of life for Madison residents.
- Providing services to the Madison Area Transportation Planning Board to manage long range transportation planning and programming of the City and metropolitan area.
- Implementing plans and policies by working closely with and involving other City agencies, elected officials, neighborhood leaders and residents, property owners, businesses, institutions and other customer groups.

Bradley J. Murphy, AICP, Director

266-4635

Ruth Ethington, Program Assistant 1

267-8727

Personnel assigned to the Planning Division are normally associated with one of the following sections; however, there is considerable flexibility in staff arrangements, often cutting across sections, and occasionally in the form of team assignments. Descriptions of services are summarized as follows:

NEIGHBORHOOD PLANNING, PRESERVATION AND DESIGN SECTION

This section is responsible for the City's neighborhood planning, historic preservation, urban design and municipal arts functions. Although many of the Section's efforts are community-wide, they typically focus on maintaining and strengthening established neighborhoods and business districts often located in the downtown, Isthmus and central city. This section prepares plans for entire neighborhoods, corridors (such as State Street), special areas (such as a historic district), and specific topics (such as public art). This Section is also responsible for many of the activities involved in implementing the recommendations contained in these plans. This Section leads or provides support for a variety of special projects initiated by the Common Council, Mayor, other departments, and City commissions, committees and boards.

Urban Design

This service is responsible for improving the aesthetics and function of the city. It includes developing detailed plans for special areas, districts, corridors, or specific topics, developing and implementing urban design guidelines, and making recommendations on redevelopment projects. It provides a wide range of site design, landscaping and architectural services. This service also provides staff support to the Urban Design Commission.

Alan Martin, Planner 3	267-8740
------------------------	----------

Archie Nicolette, Planner 3	267-8741
-----------------------------	----------

Rebecca Cnare, Planner 3	266-4957
--------------------------	----------

Neighborhood Planning

The service develops neighborhood plans to ensure that established neighborhoods remain vibrant and healthy and are proactive about addressing issues they face, or may face in the future. This function provides a wide range of services that support a variety of neighborhood organizations, such as neighborhood associations, planning councils, business associations, and others. Activities include: registering neighborhood associations and maintaining the contact database, providing training to neighborhood leaders through neighborhood conferences and roundtables, publishing informational materials, maintaining the City's neighborhoods website, monitoring trends within neighborhoods, and administering the Neighborhood Grants Program.

Jule Stroick, Planner 4	267-8744
-------------------------	----------

Linda Horvath, Planner 2	267-1131
--------------------------	----------

Preservation Planning

This service is responsible for carrying out the City's historic preservation program through the protection of buildings, sites, and districts of special historic and architectural significance. Activities include: preparing and maintaining the City's preservation plans, conducting historical surveys and cataloguing information, and serving as an education resource on this topic. This service researches and makes recommendations on demolitions, new development, and alterations to structures which are designated landmarks or are located in historic districts. This service also provides staff support to the Landmarks Commission.

Vacant, Planner 3	266-6552
-------------------	----------

Arts Program

This service is responsible for the municipal arts and cultural program. Activities include: coordinating the provision of public art throughout the community and in City facilities, coordinating the Arts Grants Program to ensure a rich diversity in types of art available to Madison residents and arts education, and curating several exhibition spaces. This service is responsible for developing and implementing the City's public art and cultural arts plans. This service also provides staff support to the Madison Arts Commission.

Karin Wolf, Arts Administrator

261-9134

COMPREHENSIVE PLANNING AND DEVELOPMENT REVIEW SECTION

This section is primarily responsible for developing the City's long-range land use and development plans and policies; and for implementing these plans and policies by maintaining the City's land development regulations (such as the Zoning Code and land subdivision regulations) and managing the review and evaluation of specific development proposals. The section conducts research and analyses on urban development policy issues; provides data, information and mapping services; and maintains and develops geographic information system planning applications. This section also provides principal staff support to the Madison Plan Commission and the Long-Range Transportation Planning Commission. In carrying out these activities, the section works with individual citizens and project applicants, as well as community, neighborhood and business organizations.

Michael Waidelich, Principal Planner

266-4635

Master Planning

Rick Roll, AICP, Planner 3

267-8732

David Trowbridge, Planner 4

267-1148

David Larson, Planner 2

267-8738

Brian Grady, Planner 1

261-9980

Sheri Milleville, Planning Technician

267-8649

Ryan Jonely, Planning Technician

267-8742

Master Planning

This service is responsible for preparation and maintenance of the Comprehensive Plan and other long-range master plan elements to guide the future growth and development of the City of Madison. These plans include community-wide plans, neighborhood development plans for new neighborhoods at the edges of the city, and special area plans for defined districts, corridors or redevelopment sites within older, established neighborhoods. The service also assists other agencies in the preparation of community facilities plans, such as parks, public libraries, or schools; and participates in a wide range of planning projects and activities that may be led by other sections or divisions of the department. This service participates in intergovernmental planning initiatives including negotiating intergovernmental agreements. This service provides staff support to the Long-Range Transportation Planning Committee and manages several major transportation planning projects.

This service also conducts research on planning issues, maintains planning-related data bases, and provides data, information services and analysis to support planning activities and respond to inquires from other agencies, public officials and citizens. Important information sources include the U.S. Bureau of the Census and City-maintained databases. One of the continuing goals of the service is to make this information easier for the public to access and use, including providing access to information via the Internet.

Development Review

This service receives, processes and coordinates the review and approval of a wide range of land development proposals, including zoning map and text amendments, conditional use applications, land subdivisions and annexations. Development review staff are often the first and primary contact for proposed development and redevelopment projects, and coordinate meetings with prospective developers, neighborhood associations, and others to provide information and assistance in working through the development approval process both before and after a formal application is made. Prior to consideration of a development proposal, a written report is prepared evaluating the proposal in regard to applicable City plans and polices, City ordinances and State Statutes. The development review service also provides primary staff support to the Plan Commission.

Timothy Parks, Planner 2	261-9632
--------------------------	----------

Kevin Firchow, AICP, Planner 1	261-1150
--------------------------------	----------

Heather Stouder, AICP, Planner 1	266-5974
----------------------------------	----------

TRANSPORTATION PLANNING SERVICE

This service provides staff support and professional planning services for the Madison Area Transportation Planning Board, Technical Committee, and Ad Hoc Advisory Committees. The Madison Area Metropolitan Transportation Planning Organization is responsible for transportation planning and programming within the Madison Urbanized Area and the metropolitan planning area (i.e., that area which is likely to become urbanized within a 20-year planning horizon). The Metropolitan Transportation Planning Organization prepares an annual work program and budget, funded largely through the Federal Highway Administration, Federal Transit Administration, and Wisconsin Department of Transportation. The Transportation Planning Service maintains a continuing, cooperative, and comprehensive transportation planning process for the metropolitan planning area. This process results in the development and maintenance of a comprehensive, multi-modal transportation plan. The service prepares, on an annual basis, a five-year Transportation Improvement Program to guide transportation capital improvement projects within the metropolitan planning area. The Madison Area Transportation Planning Board and the Transportation Planning Service undertake many special transportation planning projects and initiatives and provide ongoing services such as the Ride Share Program.

Robert R. McDonald, Transportation Planning Manager	266-4518
---	----------

William Schaefer, Planner 3	266-9115
-----------------------------	----------

Ward Paxton, Planner 2	266-9114
------------------------	----------

Robert Pike, Planner 2	266-4335
Dan Seidensticker, GIS Specialist	266-9119
Jill Replinger, Planning Technician	267-4126
Marie Johnson, Administrative Clerk	261-9966

SHARED DATA SERVICE

Shared Data activities include the maintenance of the City's Geographic and Property Databases, and also include coordinating and communicating requests of City agencies and community organizations for information from the databases. The Geographic Database contains different types of geographic data for all City parcels and is used primarily in conjunction with other systems designed for City agencies. The Property Database also contains certain types of lot and building information for all City parcels. This service also coordinates the use of the department's automated mapping system and coordinates and carries out the development and maintenance of the department's Geographic Information System applications.

William Lanier, GIS Specialist	267-8745
--------------------------------	----------