2

LAND USE

BACKGROUND INFORMATION

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INTRODUCTION

The Land Use chapter of the City of Madison Comprehensive Plan was prepared pursuant to 66.1001 of the Wisconsin Statutes, which requires the Land Use element to include a compilation of objectives, policies, goals, maps and programs to guide the future development of public and private property. Further, the Land Use element shall contain a listing of the amount, type, intensity, and net density of existing uses of land in the local governmental unit. Further the element shall analyze trends in the supply, demand and price of land in the local governmental unit.

The element shall include a series of maps that show current land uses, productive agricultural soils, natural limitations for building site development, floodplains, wetlands, and other environmentally sensitive lands, the boundaries of areas to which services of public utilities and community facilities will be provided in the future, and the general location of future land uses by net density or other classifications.

POPULATION, HOUSING AND LAND NEEDS

The Generalized Future Land Use Plan Maps (Volume II, Map 2-1 and Maps 2-2 a – 2-2 h) provide guidance regarding the recommended locations of various types of development (e.g. residential, commercial, mixed-use). The Plan accommodates at least 20 years of City growth and development. In order to provide flexibility in the urban land market, the Land Use Plan provides an "excess" supply of developable land. This flexibility will help provide an adequate degree of choice for development locations and foster competition among landowners and developers, thereby avoiding unnecessary escalations in the cost of developable land.

Wisconsin's Comprehensive Planning Legislation requires municipalities to provide 20-year projections for various types of land use in five-year increments. Table 1 below provides land use projections for the City of Madison in five-year increments 2000 – 2025. These projections shall include the assumptions of net densities or other spatial assumptions upon which the projections are based.

Table 1: Land Demand Projections for the City of Madison, 2000 - 2025

Land Use	2000–2005 Acres	2006–2010 Acres	2011– 2015 Acres	2016–2020 Acres	2017-2025 Acres	Land Demand 2000-2025
Residential Single-Family	384.76	384.76	384.76	384.76	384.76	1,924 acres
Residential Multi-Family	186.74	186.74	186.74	186.74	186.74	934 acres
Commercial Retail	128.38	128.38	128.38	128.38	128.38	642 acres
Commercial Office/Services	162	162	162	162	162	810 acres
Industrial	108	108	108	108	108	540 acres
Parks & Open Space	91	91	91	91	91	455 acres
Street R.O.W. (26.3% of residential, retail, office/service, industrial, and parks and open space land)	279	279	279	279	279	1,395 acres
Subtotal	1,339.88	1,339.88	1,339.88	1,339.88	1,339.88	6,700 acres
100% Flexibility Margin	1,339.88	1,339.88	1,339.88	1,339.88	1,339.88	6,700 acres
Total Land Demand	2,679.76	2,679.76	2,679.76	2,679.76	2,679.76	13,400 acres

Source: City of Madison Department of Planning and Development, 2004; Wisconsin Department of Administration, 2004; Madison Metropolitan Planning Organization, 2004; Census 2000.

LAND DEMAND AND ASSUMPTIONS

It should be understood that the projections in Table 1 are general estimates. The actual land demand will most likely be different than the projections above. It is highly unlikely that the land demand will be equally allocated in five-year increments as shown above. This is due to a number of factors including the difficulty of preparing accurate population projections for small areas such as a city. Also, changes in the assumptions used to prepare the projections will result in different projections than those listed in Table 1 above. Nevertheless, even with limitations of the projections, they still provide a framework for estimating the amount of land the City will need to accommodate future growth.

Residential Land Demand

Table 2 below shows the assumptions used to determine the land demand for residential development between the years 2000 and 2025.

Table 2: Residential Land Demand & Assumptions

Households City of Madison Census 2000	89,019
Wisconsin Department of Administration Projected Households City of Madison Year 2025	113,565
Numeric Change Madison Households 2000-2025	113,565 - 89,019 = 24,546 new units
New Dwelling Units Needed Based On Percentage Split Single-Family & Multiple-Family Dwelling Units (minus Isthmus units) per City of Madison Building Permit Data 1983 - 2000	
24,546 units x 32.2% single-family (sf) dwellings =	7,903.8 sf units
7,903.8 x vacancy factor (1.015) =	8,022.37 sf units
24,546 x 67.8% multi-family (mf) dwellings (includes duplexes) =	16,642.18 mf units
16,642 x vacancy factor (1.05) =	17,474.29 mf units
17,474.29 mf units – 5,000 Isthmus mf units =	12,474.29 mf units
Actual Net Density of Housing Units Per Platted Lands in City of Madison Peripheral Neighborhood Development Plans	
8,022.37 sf units/4.17 sf dwelling units per acre =	1,923.83 acres
12,474.29 mf units/13.36 mf dwelling units per acre =	933.70 acres

Source: City of Madison Department of Planning and Development, 2005

Retail, Office/Service and Industrial Land Demand

Table 3: City of Madison Projected New Employment 2000-2025

Employment Sector	*Percentage of Total Projected New Employment*	*Projected New Employees 2000-2025*
Commercial Office/Services	65%	32,078
Commercial Retail	17%	8,389
Industrial	18%	8,883
Total	100%	49,350

Source: Madison Area Metropolitan Planning Organization (MPO); 2000 Census Transportation Planning Package; 1999 Claritas Employment Database; City of Madison Department of Planning & Development

The Madison Area Planning Organization (MPO) projects the year 2025 employees in the City of Madison to increase by 49,350 employees as indicated above in Table 3. The projected new employees are broken down into employment sectors as indicated below in Table 4. The projected employment density to serve these employees is also indicated.

Table 4: City of Madison Projected Number of New Employees/Employment Density 2000-2025*

Employment Sector	Projected New Employees	Employment Density
Commercial Retail	8,389 new employees	500 square feet per employee
Commercial Office/Services	32,078 new employees	275 square feet per employee
Industrial	8,883 new employees	530 square feet per employee
Total	49,350 new employees	

* Based on averages extrapolated from the Institute of Transportation Engineers Trip Generation Manual

Source: Madison Area Metropolitan Planning Organization (MPO); 2000 Census Transportation Planning Package; 1999 Claritas Employment Database; City of Madison Department of Planning & Development

Floor Area Ratios**:

Commercial Retail	.15%
Commercial Office/Service	.25%
Industrial	.20%

**Based on city, state and national standards.

Table 5 below shows the assumptions and subsequent calculations used to determine the land demand for employment sectors

Table 5: City of Madison Land Demand by Employment Sector

Employment Sector	Land Demand
Commercial Retail	8,389 employees x 500 sq. ft. per employee/.15 (Commercial Retail F.A.R.)/43,560 = 641.9 acres
Commercial Office/Services	32,078 employees x 275 sq. ft. per employee/.25 (Commercial Office/Services F.A.R.)/43,560 = 810 acres
Industrial	8,883 employees x 530 sq. ft. per employee/.20 (Industrial F.A.R.)/43,560 = 540.4 acres

Source: City of Madison Department of Planning and Development, 2005

Recreational Land Demand

Table 6 below shows the assumptions and calculations used to determine the demand for recreational land. The reader should refer to the Parks and Open Space chapter for more detailed parks and open space needs.

Table 6: City of Madison Recreational Land Demand

Current City Recreational Land Standard	9.6 acres recreational land/1,000 people
Census 2000 Population in Madison	208,054
Wisconsin Department of Administration Projected 2025 City of Madison Population	255,391
Population Change 2000-2025: 255,391 – 208,054 =	47,357
Parks and Open Space Land Demand 2000 – 2025 (47.36 x 9.6 acres) =	455 acres

Source: City of Madison Department of Planning and Development, 2005

Street Rights-of-Way Land Demand

DCRPC CUSA assumption = 26.3% of residential single-family, multi-family, retail, office/service, industrial and parks and open space land demand.

BUILDING PERMITS

Total Residential Building Permits Issued 1994-2003

According to the Dane County Regional Planning Commission's 2003 edition of "Regional Trends", between the years 1994 and 2003, the City of Madison issued building permits for 16,702 new dwelling units, an average of 1,670 units (single-family and multi-family units) per year. The City issued the most building permits in 2003, when permits were issued for 2,680 dwelling units. The City issued the fewest permits in 1996 when 1,001 residential building permits were issued (see Table 7 next page).

Single-Family Residential Building Permits Issued: 1994-2003

According to the Dane County Regional Planning Commission's 2003 edition of *Regional Trends*, between the years 1994 and 2003, the City of Madison issued building permits for 5,695 single-family dwelling units, an average of 569 permits per year. The highest single year total occurred in 2002 when 912 single-family dwelling unit permits were issued. The fewest permits were issued in 1995, when the City issued 356 permits for single-family dwellings.

Two-Family Residential Building Permits Issued: 1994-2003

According to the 2003 edition of *Regional Trends*, between 1994 and 2003, the City issued building permits for 476 two-family dwelling units, an average of 47 units per year. The most permits for two-family dwelling units were approved in 1994, when the City approved 94 units. The City approved the fewest number of two-family dwelling units in 2001, when 26 units were approved.

Multi-Family Residential Building Permits Issued: 1994-2003

According to the 2003 edition of *Regional Trends*, the City of Madison issued building permits for 10,531 multi-family dwelling units between 1994 and 2003, an average of 1,053 units per year. The City issued permits for 1,792 multi-family units in 2003, the largest single year total between 1994 and 2003. The fewest units were issue in 1996 when the City issued permits for 482 multi-family units.

Table 7: New Housing Units City of Madison – Building Permits Issued

Dwelling unit type	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	Total
Total Dwelling Units	1,469	1,390	1,001	1,051	1,373	1,443	1,778	2,490	2,027	2,680	16,702
Single-family Dwelling Units	364	356	459	359	401	547	633	824	912	840	5,695
Two-family Dwelling Units	94	82	60	34	40	30	34	26	28	48	476
Multi-family Dwelling Units	1,011	952	482	658	932	866	1,111	1,640	1,087	1,792	10,531

Source: Dane County Regional Planning Commission, 2003 Regional Trends (Table 29)

LAND DIVISIONS AND LAND PRICES

Land Divisions Approved In The City Of Madison: 1996 - 2003

The 2003 edition of *Regional Trends* includes the number of parcels created by certified survey maps and subdivision plats in the City of Madison between 1996 and 2003 (see Table 8 below). Data from the *Regional Trends* report indicate that between 1996 and 2003, 6,670 parcels were created in the City of Madison. The data further indicate that 6,259 parcels were created by subdivision plats, while 411 parcels were created by certified survey maps. The most parcels were created in 1998 (1,391), while the fewest parcels were created in 1996 (223). Between 1996 and 2003, the average annual number of parcels created in the City of Madison was 833.

Table 8: Land Divisions in the City of Madison: 1996-2003

Year	Parcels Created by Subdivision	Parcels Created by Certified Survey	Total Parcels Created
1996	185	38	223
1997	525	52	577
1998	1,343	48	1,391
1999	900	61	961
2000	882	50	932
2001	509	48	557
2002	837	69	906
2003	1,078	45	1,123
Total	6,259	411	6,670

Source: Dane County Regional Planning Commission 2003 Regional Trends (Table 27)

Land Prices

During the past five-year period, land values on the periphery of the city suitable for single-family development have risen sharply. In 2004/2005, acreages in the 30 to 80 acre size were selling in the $60,000 to $70,000 per acre range on the west side and $40,000 to $50,000 per acre on the east side of the city. These unit values reflect compounded annualized rates of increase of 9% to 12% per year over the past several years. They are representative of acreages that can readily be developed in accordance with adopted neighborhood plans and are in, or can easily be brought into, the central urban services area.

Acreages that can be developed for higher density uses, such as multi-family or multi-story commercial or office park, have not appreciated as much. These acreages, typically in the 10 to 40 acre range, have been selling in the $80,000 to $120,000 per acre range which amounts to compounded annualized rates of increase of about 3% to 5% per year over the same period.

Acreages for traditional manufacturing use have largely remained flat in the $15,000 to $35,000 per acre range. There has been more activity for manufacturing acreage on the east side in the past five years, but prices have not changed appreciably.

CURRENT LAND USE

Current land use for the City of Madison is shown on Volume I, Map 2-1. Table 9 below shows acreages by land use type for the years 2000 and 2005.

Table 9: Current Land Use, City of Madison, 2000 and 2005

Land Use Type	Land Use Acreage 2000	Land Use Acreage 2005
Residential	11,841	13,140
Commercial	3,691	4,133
Industrial	3,766	4,079
Institutional	2,217	2,334
Parks and Open Space	6,373	8,719
Agricultural & Vacant	8,462	7,568

Source: City of Madison Department of Planning and Development, 2005

PRODUCTIVE AGRICULTURAL SOILS

Volume I, Map 2-2 shows productive agricultural lands in the Madison area. Prime farmland is land that has the best combination of physical and chemical characteristics for producing food, feed, forage, fiber, and oilseed crops and that is also available for these uses (the land could be cropland, pastureland, rangeland, forest land, or other land but not urban or built-up land or water areas).

NATURAL LIMITATIONS FOR BUILDING SITE DEVELOPMENT

Volume I, Map 2-3 shows natural limitations for building site development. Soil limitations are indicated by the ratings slight, moderate and severe. Slight means soil properties generally are favorable for the rated use, with limitations that are minor and easily overcome. Moderate means that some soil properties are unfavorable but they can be overcome or modified by special planning and design. Severe means soil properties are so unfavorable and so difficult to correct or overcome as to require major soil reclamation, special designs, or intensive maintenance.

The features that affect the rating of a soil for dwellings are those that relate to capacity to support load and resist settlement under load, and those that relate to ease of excavation. Soil properties that affect capacity to support load are wetness, susceptibility to flooding, density, plasticity, texture, and shrink-swell potential. Those that affect excavation are wetness, slope, depth to bedrock, and content of stones and rocks.

EXISTING ZONING-LAND SUPPLY

The City of Madison's Zoning Code (Chapter 28 MGO) regulates the use of land in the City. The Zoning Code is one of the City's primary comprehensive plan implementation tools. Madison's zoning code has over 40 different zoning districts/designations. The code is amended from time to time based on changing conditions in the City. The City's zoning districts along with the supply of land in each of the districts (2003) and their respective maximum densities and intensities, where applicable, are listed on the following pages.

SPECIAL DISTRICTS

- *C Conservancy District* (3,990.6 acres): (Maximum density = .10 dwelling units / acre)
- *A Agriculture District* (7,658.3 acres): (Maximum density = .20 dwelling units/acre
- *Planned Community Development District (PCD)* (1,161.2 acres): (no predetermined density or floor area ratio)
- *Planned Community Mobile Home Park District* (143.8 acres): (Maximum density = 6 dwelling units /acre)
- *Planned Unit Development District (PUD)* (2,850 acres): (No predetermined density or floor area ratio except in Downtown Design Zones 1 – 4, where maximum floor area ratios range from 3.0 to 6.0, with no floor area ratio in Downtown Design Zone 1)
- *W Wetland District* (2,003.8 acres): (Maximum density and intensity not applicable given permitted uses)

RESIDENTIAL DISTRICTS

- *R1 Single-Family Residence District* (9,772.7 acres): (Maximum density = 5.4 dwelling units / acre)
- *R2 Single-Family Residence District* (3,875.9 acres): (Maximum density = 7.26 dwelling units / acre with exceptions under certain circumstances)
- *R3-Single-and Two Family Residence District* (1,251 acres): (Maximum density = 10.89 dwelling units /acre)
- *R4 General Residence District* (2,700 acres): (Maximum density = 21.78 dwelling units / acre with exceptions under certain circumstances)
- *R5 General Residence District* (822.4 acres): (Maximum density = varies depending on the type of dwelling units with a maximum density of 62.2 dwelling units / acre (efficiency units)
- *R6 General Residence District* (215.8 acres): (Maximum density = varies depending on the dwelling unit type with a maximum density of (145.2 dwelling units / acre (efficiency units), (Maximum floor area ratio = 2.0)
- *OR Office Residence District* (17.3 acres): (Maximum density = varies depending on the dwelling unit type with a maximum density of (145.2 dwelling units / acre (efficiency units), (Maximum floor area ratio = 2.0)
- *R4L Limited General Residence District* (.2 acres): (Maximum density = 21.78 dwelling units / acre)
- *RS Residence Shoppe District* (Maximum density = 10.89 dwelling units / acre) (Maximum floor area ratio = .625 with no non-residential use within a residential building exceeding 2,500 square feet of floor area)

- *R4A Limited General Residence District* (154.9 acres): (Maximum density = 10.89 dwelling units / acre) (Maximum floor area ratio varies)
- *R1-R Rustic Residence District* (134 acres): (Maximum density = 1.67 dwelling units / acre)
- *R2S Single-Family Residence District* (49.1 acres): (Maximum density = 10.89 dwelling units / acre)
- *R2T Single-Family Residence District* (154.5 acres) (Maximum density = 8.7 dwelling units/acre)
- *R2Y Single Family Residence District* (new district) (Maximum density = 10.89 dwelling units /acre)
- *R2Z Single Family Residence District* (new district) (Maximum density = 12.45 dwelling units /acre)
- *R6H General Residence District* (43.2 acres) (Maximum density = varies depending on the dwelling unit type with a maximum density of (145.2 dwelling units / acre (efficiency units), (Maximum floor area ratio = 2.0)

OFFICE DISTRICTS

- *O-1 Limited Office-Residence District* (.07 acres) (Maximum density varies) (Maximum floor area ratio = determined by minimum lot area and maximum building height)
- *O-2 Business and Professional Office District* (7.1 acres) (Maximum density varies) (Maximum floor area ratio = .70)
- *O-3 Administrative Office District* (291 acres): (maximum floor area ratio = 1.0)
- *O-4 Administrative Office and Research and Development District* (461.9 acres) (maximum floor area ratio = 1.0)

COMMERCIAL DISTRICTS

- *C1 Limited Commercial District* (181.5 acres): (Maximum density varies depending on the type of dwelling unit) (Maximum floor area ratio = determined by lot area, usable open space, building height and other factors)
- *C2 General Commercial District* (1,506.8 acres): (Maximum density varies depending on the type of dwelling unit) (Maximum floor area ratio = 3.0, except in central area, where the maximum may be increased to 5.0 under certain conditions)
- *C3 Highway Commercial District* (1,007.1 acres): (Maximum density varies depending on the type of dwelling unit) (Maximum floor area ratio = 3.0, except in central area, where the maximum may be increased to 5.0 under certain conditions)
- *C4 Central Commercial District* (90.8 acres): (Maximum density and intensity are determined by building height regulations and usable open space requirements)
- *C3L Commercial Service and Distribution District* (1,439.2): (Maximum floor area ratio = 3.0)

MANUFACTURING DISTRICTS

- *RPSM Research Park-Specialized Manufacturing District* (686.2 acres): (Maximum floor area ratio = 1.0)
- *SM Special Manufacturing District* (151.8 acres): (Maximum floor area ratio = 2.0)
- *M1 Limited Manufacturing District* (5,133.3 acres): (Maximum floor area ratio = 2.0)
- *M2 General Manufacturing District* (177.1 acres): (Maximum floor area ratio = 3.0)

FLOODPLAIN DISTRICTS

- *F1 Floodway District*
- *F2 Flood Fringe District*
- *F3 General Floodplain District*
- *F4 Flood Storage District*

HISTORIC DISTRICT SUFFIXES

- *HIST-L Designated Landmark*
- *HIST-MH Mansion Hill Historic District*
- *HIST-TL Third Lake Ridge Historic District*
- *HIST-UH University Heights Historic District*
- *HIST-MB-Marquette Bungalow Historic District*
- *HIST-FS-First Settlement Historic District*

WELLHEAD PROTECTION DISTRICTS

- *WP-28 Wellhead Protection District No.28*

Each zoning district includes regulations for the type of development that is permitted and restricted from being in the district, as well as regulations for such factors as the maximum permitted development density (dwelling units per acre) and/or intensity (floor area ratio), required building setbacks and height, the amount and location of parking, required open space, required landscaping, lighting and other development and operational characteristics.

While most of the zoning districts include specific standards that all development must meet, the Planned Unit Development District, Planned Community Development District and Planned Community Mobile Home Park District allow flexibility in the design of development projects. Development standards in these districts are typically the result of negotiations between the developer, Plan Commission and Common Council.

CITY OF MADISON LAND SUBDIVISION REGULATIONS

The City of Madison Land Subdivision Regulations (Chapter 16.23 MGO) regulate and control the subdivision of land within the corporate limits and three-mile extraterritorial plat approval jurisdiction (see Volume I, Map 2-4) of the City of Madison in order to promote the public health, safety and general welfare of the community. Further, the regulations are designed to lessen congestion in the streets and highways; to further the orderly layout and use of land; to ensure proper legal description and proper monumenting of subdivided land; to secure safety from fire, panic and other dangers; to provide adequate light and air, including access to sunlight for solar collectors; to prevent development of noise sensitive land uses (such as homes, schools and recreational areas) adjacent to highway corridors, and to ensure that any such development that does occur is planned to mitigate the adverse effects of noise; to prevent the overcrowding of land and avoid undue concentration of population; to facilitate adequate provision for transportation, water, sewerage, storm drainage, schools, parks, playgrounds and other public requirements; and to facilitate further subdivision of larger parcels into smaller parcels of land.

ANNEXATION BY DECADE

Expansion of the City of Madison's gross land area occurs primarily through the annexation process. Since the original incorporation of the City in 1856, the decade with the largest increase in land area via annexation was 1950 - 1959 (22.4% increase), followed by 1960 - 1969 (21.3%) 1856 - 1949 (16.6%) and 1990 - 1999 (15.2%). Between the years 2000 and 2003, the City increased its gross land area via annexation by 6.7%. Volume I, Map 2-5 shows the location of City annexations from 1856 through 2003.

MAJOR ROADWAY CORRIDORS

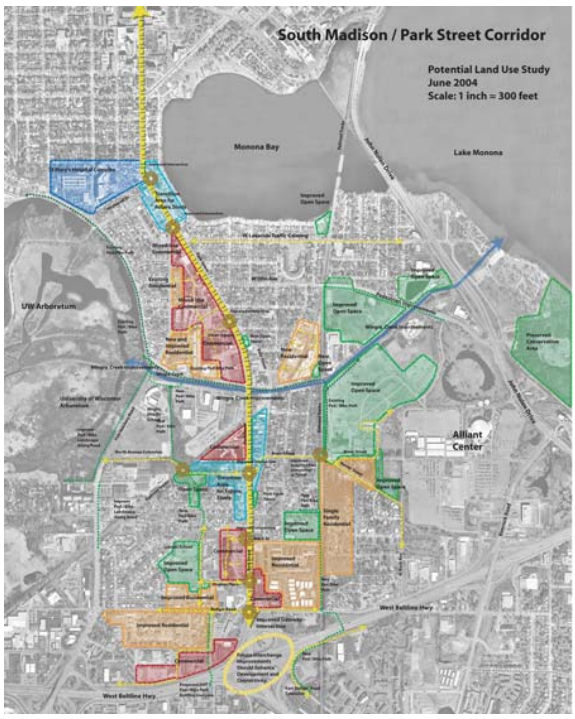
The City of Madison is served with a network of major roadway corridors that provide direct access to major City activity centers and destinations. These major roadways include such streets as East Washington Avenue (USH 151), University Avenue, Park Street, Mineral Point Road, Fish Hatchery Road, Whitney Way, Stoughton Road (USH 51), John Nolen Drive, Verona Road (USH 151), Midvale Boulevard, Northport Drive (STH 113), Packers Avenue, Sherman Avenue, STH 30, IH 90/94/39, USH 12/18/14 and other local and regional arterial streets. As these arterial corridors evolved over time, the land use patterns along them changed, driveway access points proliferated and traffic volumes increased. Together, these changes seriously degraded the safe and efficient flow of traffic along these roadways and continue to discourage pedestrian and bicycle activity. Further, the gradual emergence of strip commercial development patterns along major roadway corridors usually has a very negative effect on the visual quality of the community, especially along important community "gateways".

These problems are very difficult to resolve due to a number of factors including:

- Obsolete lot patterns (too narrow or too shallow) that make redevelopment difficult unless several lots are combined into one larger redevelopment site;
- Numerous owners of potential redevelopment parcels which complicates land assembly for redevelopment projects;
- Contamination of potential redevelopment sites;
- Lack of adequate public rights of way to accommodate necessary transportation, land use and urban design improvements;
- The close proximity of established residential neighborhoods, which often oppose efforts to redevelopment sites with more intensive development.

Over the years, the City has taken various measures to avoid or mitigate problems associated with the evolution of major roadway corridors into auto-dominated commercial strips. These actions include:

- The preparation of detailed corridor land use and transportation plans, official mapping of public rights of way, implementation of driveway access control and spacing measures;
- Establishment of urban design districts to regulate the visual quality of development along important City gateway corridors;
- Targeted public-private redevelopment projects on selected sites along major roadway corridors;
- Strategic capital improvement projects that consolidate access points, improve traffic flow and provide improved facilities for pedestrians, bicyclists and transit users.



An excerpt from the South Madison Neighborhood Plan

The City will continue its efforts to transform major roadway corridors and commercial strips into viable, mixed-use, multi-modal transportation corridors through coordinated transportation-land use planning, official mapping, redevelopment and infill at key locations, and strategic capital improvement projects.

TAX INCREMENT FINANCE AND REDEVELOPMENT DISTRICTS

EXISTING TAX INCREMENT FINANCE DISTRICTS WITH REDEVELOPMENT DISTRICTS

The City of Madison has established a number of tax increment districts (TID) to help fund redevelopment projects throughout the City. Volume I, Map 2-6 shows the boundaries of the City's TIF Districts. Tax increment financing (TIF) is a primary financing tool for implementing redevelopment projects in the City. Wisconsin's TIF Law, 66.1105 of the Wisconsin Statutes, provides detailed requirements for establishing, operating and termination of tax increment districts. Section 66.1333, Wisconsin Statutes (Redevelopment Law) enables municipalities to prepare, adopt and implement redevelopment plans. The purpose of redevelopment plans is to ensure that redevelopment occurs in a timely and orderly fashion that assists in the elimination of blighted conditions within the redevelopment districts. The following City TIF districts include redevelopment components:

- TID #23 (Capitol Square)
- TID #25 (Wilson Street Corridor)
  - Block 89 Redevelopment District
  - 1 East Main Redevelopment District
- TID #27 (West Broadway)
  - West Broadway Redevelopment District
- TID #28 (Bassett Neighborhood)
  - Findorff Yards Redevelopment District
- TID #29 (Allied Dunn's Marsh)
- TID #31 (Atwood and Amoth Court)
  - Schenk-Atwood Redevelopment District
- TID #32 (Upper State Street)
  - Overture Redevelopment District

TID #28: Findorff Yards Redevelopment District

TID #31 Schenk-Atwood Redevelopment District

OTHER REDEVELOPMENT DISTRICTS

- Monroe-Harrison Redevelopment District (Ken Kopps)
- Villager Redevelopment District (in progress)

POTENTIAL OR PLANNED REDEVELOPMENT DISTRICTS

- Badger-Ann-Park Street Redevelopment District
- Park-Regent Redevelopment District
- Union Corners Redevelopment District

BROWNFIELDS

According to the Wisconsin Department of Natural Resources (WISDNR), "brownfields" are abandoned, idle or underused commercial or industrial properties, where the expansion or redevelopment is hindered by real or perceived contamination. Brownfields vary in size, location, age and past use; they can be anything from a five hundred acre automobile assembly plant to a small abandoned corner gas station. In addition to being potential health hazards, brownfield sites are difficult to redevelop due to laws regarding liability for the contamination and site clean up, as well as the costs associated with remediation.

Across the country, there is increasing interest in cleaning up brownfield sites and returning them to productive uses. In Wisconsin, there are an estimated 10,000 brownfields, of which 1,500 are believed to be tax delinquent.

To date, there have been two major legislative initiatives in Wisconsin that deal with brownfield properties. The first set of brownfield initiatives were contained in the 1994 Land Recycling Law. This law took initial steps to clarify the liability of lenders, municipalities and purchasers of property, so long as they meet certain statutory requirements for investigation and cleanup of contaminated properties.

The next set of brownfields initiatives was passed as part of the State of Wisconsin's 1997-1999 biennial budget. These incentives greatly expanded brownfields initiatives in the Land Recycling Law, including the creation of the Wisconsin Brownfields Grant Program that is administered by the Department of Commerce.

The WisDNR's Remediation and Redevelopment program has a wide range of financial and liability tools to assist local governments, businesses, lenders, and other to clean up and redevelop brownfields in Wisconsin.

A data base complied by the City of Madison in conjunction with the Wisconsin Department of Natural Resources Bureau for Remediation and Redevelopment Tracking System (BRRTS) data base identifies 643 contaminated sites in the City of Madison. These sites are located throughout the City but are concentrated in three primary locations: the Isthmus/ North Side (Northport Drive/Packers Avenue/Sherman Avenue) and the East Rail Corridor. Contaminated sites fall into the following categories:

- LUST = 576 sites (A leaking underground storage tank that has contaminated soil and/or groundwater with petroleum.)
- ERP = 67 sites (Environmental Repair Sites are sites other than LUSTs that have contaminated soil and/or groundwater.)

The City's contaminated sites database sorts the sites into one of nine geographical locations in the City. These locations with the number of contaminated sites per geographical location are:

1. East Isthmus (21 ERP sites, 126 LUST sites)
2. South Madison, Fish Hatchery, Park Street, Rimrock Road (14 ERP sites, 101 LUST sites)
3. North Side, north from Johnson Street, west of USH 51 (5 ERP sites, 98 LUST sites)
4. Far East down to Cottage Grove (9 ERP sites, 56 LUST sites)
5. Monroe and Regent Streets, east of Midvale Boulevard (5 ERP sites, 37 LUST sites)
6. University Avenue, Campus to Middleton (4 ERP sites, 32 LUST sites)
7. South East (Buckeye South to McFarland, west to Monona) (4 ERP sites, 31 LUST sites)
8. Southwest (Verona Road) Far West (2 ERP sites, 61 LUST sites)
9. West Isthmus, West of Park Street (3 ERP sites, 34 LUST sites)

In a recent grant application to the United States Environmental Protection Agency regarding the City of Madison's Brownfield Revolving Loan Fund, the City identified three target areas for redevelopment. The three target areas are where most of the City's contaminated sites are located and where the City would like to see redevelopment occur. The three areas are:

1. The Isthmus Target Area, especially the East Rail Corridor Area
2. Northside Target Area in the rail/major road corridors of East Johnson Street and Packers/Avenue/Sherman Avenue
3. South Madison Target Area, in the major road corridors of Park Street and Fish Hatchery Road

The City intends to continue its efforts to foster redevelopment of blight, obsolete and contaminated sites in these areas. Implementation of these redevelopment sites will require a partnership between the property owner, neighborhood groups and potentially, various units of government (i.e. federal, state and local).

East Washington Avenue has many sites that require brownfield remediation. It is also one of Madison's most exciting corridors for potential redevelopment.

POTENTIAL LAND USE CONFLICTS

As cities age and areas of the community evolve over time into more or less intensive uses, land use incompatibilities can arise. Often these conflicts occur in older areas of the community where industrial, commercial, major institutional, or high-density residential uses are located in close proximity to lower density residential uses, or where major transportation facilities (e.g. rail corridors, highways, airports) abut or pass through residential neighborhoods. Other conflicts occur when uses such as mineral extraction operations are located in close proximity to less intensive development such as a residential neighborhood.

Many older zoning ordinances do not include adequate "performance standards" that regulate noise, odors, outdoor lighting, traffic generation, hours of operation, parking and other potentially negative impacts. Modern ordinances often include "performance standards" and related requirements that can minimize or even eliminate the negative impacts that intense development can have on less intense, adjacent land uses. Madison's zoning ordinance does include some basic performance standards, as well as buffering, screening, site and building design requirements. However, many older areas of the City are "grandfathered" under old City zoning requirements that did not include performance standards. Land uses in these "grandfathered" areas are allowed to operate without complying with new performance standards until such time as they to a different use or expand in size or intensity.

Land use incompatibilities can also arise as neighborhoods age and the level of property maintenance declines. This problem is relatively common in some of Madison's older neighborhoods, especially in those that abut the University of Wisconsin-Madison campus where student rental housing is located in close proximity to owner-occupied housing units. The City's property maintenance code and modern zoning requirements help to minimize these conflicts. In addition, many of Madison's neighborhood plans provide detailed strategies for minimizing or eliminating land use conflicts.

Further, expansion of major institutional uses including University-related construction and expansions of major medical facilities can have a negative impact on adjacent neighborhoods if performance standards, screening, buffering, site and building design aren't properly implemented. It is recommended that major institutions work closely with the City and adjacent neighborhoods to address issues of land use incompatibility and together, they develop strategies for minimizing or eliminating potential negative impacts resulting form major expansions into neighborhoods.

The City is currently experiencing significant redevelopment and infill development in the central areas of the community. When skillfully designed and constructed, these projects can be positive additions to the neighborhood. However, in situations where the character (i.e.

density, intensity, parking, traffic, noise, etc.) of redevelopment or infill development is out of scale with the character of adjacent lands, such development can have a deleterious effect on the quality of the neighborhood. Strong zoning controls and detailed neighborhood planning can both help to ensure that new development does not have a detrimental impact on existing neighborhoods.

Other areas of the City where potential land use conflicts exist include stretches of older industrial and heavy commercial uses that abut residential areas, such as segments of Atwood Avenue, Winnebago Street, Packers Avenue, Pennsylvania Avenue, Park Street, Milwaukee Street, East Washington Avenue, Stoughton Road, and Commercial Avenue. In addition, the Dane County Regional Airport, major roadways (e.g. IH 90/94/39, South and West Beltline Highways, Verona Road, Mineral Point Road, Odana Road, East Washington Avenue, etc.), and active rail corridors all generate significant levels of noise, traffic congestion, and various forms of pollution that can negatively impact adjacent land uses. In these situations, buffering, landscaping, and other mitigation techniques can help reduce these impacts.

There are several existing mineral extraction operations in the Madison urban area, especially at the urban edge. As development encroaches on these existing operations, significant land use conflicts can result. These include the impact of blasting on nearby structures, heavy truck traffic, noise, dust and degradation of the visual quality of the area. Mitigation of potential negative impacts from mineral extraction facilities can be achieved through construction of berms, substantial landscaping, limited hours of operation that protect nearby residents from many of the negative impacts, and reclamation of inactive extraction sites. Neighborhood development plans should identify these areas of potential or existing land use conflict and provide recommendations for mitigation of negative impacts.

MADISON'S EXISTING MASTER PLAN COMPONENTS

The City of Madison's Master Plan is comprised of various planning documents. These include A Land Use Plan for the City of Madison, Objectives and Policies for the City of Madison, the Peripheral Area Development Plan, and various neighborhood development plans and special area plans. The Comprehensive Plan will weave together these existing plans so that their respective objectives, policies and recommendations are internally consistent. When adopted by the City Plan Commission and Common Council, the Comprehensive Plan will be the basic policy document for all community development decisions within the City's planning area. It is expected that the Comprehensive Plan will be amended from time to time as neighborhood plans and special area plans are prepared and adopted by the City as amendments to the Comprehensive Plan.

A LAND USE PLAN FOR THE CITY OF MADISON

The City of Madison originally approved the current Land Use Plan in 1977. The Land Use Plan is a part of the City of Madison's Master Plan. Prior to adoption of the Land Use Plan in 1977, the City's most recent plan was published in 1959. Since 1977, the Plan Commission and City Council have updated and reaffirmed the Land Use Plan with amendments.

The Land Use Plan consists of two parts, the Plan Report and the Plan Map. The Plan Report is a summary of the background information and major issues that were considered when preparing the plan, together with the plan recommendations and implementation approaches.

The 1988 Land Use Plan Map uses statement of purpose districts to define the geographic areas where particular policies should be applied and certain types of development or redevelopment should be encouraged. The Map also includes explanatory notes that expand upon the recommendation for specific areas. The level of detail of the Map was selected to provide meaningful guidance to land development even in areas where relatively complex mixtures of use may be appropriate. However, the Map is still generalized and does not reflect every subtlety that is relevant to appropriate development of a particular parcel.

Since 1988, the City has adopted a series of detailed neighborhood plans. These plans include land use recommendations that refine and update those made in the Land Use Plan. In general, the adopted neighborhood plans provide more detailed recommendations for specific areas of the City than does the Land Use Plan.

OBJECTIVES AND POLICIES FOR THE CITY OF MADISON

The document titled "Objectives and Policies for the City of Madison" was originally adopted by the City of Madison in 1975 as a part of its Master Plan. The purpose of including a statement of objectives and policies in the City's Master Plan is to provide guidance for community development. Since 1975, the Objectives and Policies have been reaffirmed with amendments at regular intervals.

The Objectives and Policies document includes the following topics:

- Introduction
- Land Use
- Growth and Development
- Residential Neighborhoods
- Housing
- Transportation and Parking
- Environmental Protection
- Parks and Open Space
- Lakeshores
- Historic Preservation
- Urban Design
- Economy and Employment
- Energy Conservation
- Appendix
- Resolution

Each of these topics includes issues that are primarily concerned with the "physical" or land use aspects of the urban environment, and successful planning in any one area requires knowledge and understanding of the objectives and policies in the other areas as well.

Both the public and private sectors achieve implementation of the Objectives and Policies through various actions. Through its plans, policies and regulations, the City establishes the limits and conditions within which the private sector must operate, and can to some extent guide the behavior of individuals, businesses, and organizations as they seek to achieve their own particular objectives. The document is also used by the City as it plans, builds and operates a variety of public facilities and utilities and as it provides a wide range of public services and programs.

THE CITY OF MADISON PERIPHERAL AREA DEVELOPMENT PLAN

The City Plan Commission and Common Council adopted the Peripheral Area Development Plan (PADP) in 1990 as an element of the City's Master Plan. Volume I, Map 2-7 shows the 1990 PADP map. The PADP provides the City of Madison's recommendations for land use and development in the peripheral areas beyond Madison's urban edge. The PADP includes a map that assigns peripheral area lands to one of five district classifications. A set of specific planning policies is also recommended for each of the five districts. The five district classifications are described below:

Urban Expansion "A" and "B" Districts

These districts identify the recommended locations for long-term urban development, where the City of Madison plans to direct its future urban growth. There are two Urban Expansion district classifications: Urban Expansion "A" districts, which are areas recommended for urban development in the short-term (within 1 to 5 years); and Urban Expansion "B" districts where development is expected to occur later (within 6 to 20 years) than in the Urban Expansion "A" districts. By identifying these districts, the City of Madison is indicating that it wants to be able to annex and extend urban services to unincorporated lands within the districts when they are ready for urban development, based on the development staging recommendations of the City's applicable neighborhood development plans.

Selection of the recommended Urban Expansion districts was based on consideration of anticipated development trends, and an evaluation of the relative suitability of alternative locations for urban development. Factors included in this evaluation included: environmental and physical characteristics of the land, the relative ease and efficiency of providing the full range of City urban services and the size, shape and boundaries of the resulting development area.

Development and development staging within the Urban Expansion districts will be guided by detailed neighborhood development plans. The City requires that before development can begin in future City growth areas, detailed neighborhood development plans for those areas shall first be prepared and adopted by the City Plan Commission, Common Council and other City boards and commissions. Further, at the appropriate time, the City will request that portions of the Urban Expansion districts be added to the Central Urban Service Area (CUSA) so that essential urban services, including sanitary sewer and municipal water, can be provided to City growth areas.

Development staging within Urban Expansion districts will be guided by three factors: 1) the recommendation that the Urban Expansion "A" districts be developed before the "B" districts; 2) the Dane County Regional Planning Commission (or its replacement planning agency) Central Urban Service Area requirements; and 3) the development staging recommendations included in the detailed neighborhood development plans that must be adopted by the City before development of an area can begin. The City has a long-standing policy that requires Urban Expansion districts to remain in agriculture and other non-intensive rural land uses until such time as essential urban services can and should be extended to those areas.

The PADP includes objectives for each of the Plan's districts. These objectives are incorporated into the Land Use chapter's goals, objectives and policies. While the objectives in the PADP may be slightly different that those in the Land Use chapter, their basic intent is addressed in the Comprehensive Plan.

Urban Expansion District Objectives

1. Prevent premature development, and maintain the land within the districts in agricultural and other open space uses until the land is needed for planned City expansion and development.

2. Seek to ensure the City of Madison's ability to annex and extend urban services to land within the districts at the time development occurs. Annexation may also occur well in advance of development in order to implement an effective growth management policy or to preserve the City's long-term growth options.

3. Ensure that urban development within the districts is provided with the public improvements and urban services needed to serve business expansion and population growth in a large urban community.

4. Ensure that urban development within the districts is consistent with the City of Madison's goals, objectives and policies for land use and community development.

5. Seek to reduce conflicts between the City of Madison and neighboring jurisdictions concerning annexation and urban development within the districts.

Permanent Open Space Districts

Permanent Open Space Districts are the recommended highest priority locations for open space preservation in the Madison peripheral area. These areas represent target locations for the permanent preservation of relatively large open space corridors. Urban development is not recommended either in the near or long term, even if the urbanized area grows much larger.

Selection of these areas was based on the principle that City and regional preservation efforts should concentrate first on those lands with special characteristics or features that make them particularly desirable or important for permanent protection in open space uses. Some of the factors considered in the evaluation were environmental protection, preservation of unique natural features, the potential for public recreational use, scenic quality, and opportunities to define an urban edge and maintain visual separation between urban communities.

The Plan recommends that detailed open space preservation plans be prepared for the Permanent Open Space Districts. These plans should specify exactly what lands should be preserved and how they should be preserved. A variety of alternative methods of open space preservation are possible, ranging from pure regulation to outright public purchase.

Permanent Open Space District Objectives

Open Space Preservation

1. Seek to ensure that land uses and activities within the districts are consistent with the intent and purpose of open space preservation.
2. Increase public interest and support for the concept of preserving relatively large areas as permanent open space, including the districts recommended in the Peripheral Area Development Plan.
3. Identify additional tools that could be used to preserve and enhance the open space qualities of the districts on a permanent basis.
4. The City should not approve any plans, land divisions, rezonings or development proposals within its municipal limits that are not consistent with the policies for the Permanent Open Space Districts.
5. The City should not support or approve land division applications within Permanent Open Space districts unless they are consistent with the recommendations of a Preservation Plan for the area that has been accepted by the City and the Town having municipal jurisdiction. Until a Preservation Plan has been accepted, the City will not support or approve any more intensive development within the district.

6. Until an acceptable Preservation Plan is prepared, no rezonings, land divisions or other actions should be approved by any jurisdiction if such approval would facilitate more intensive use or development.

7. In general, open space preservation should rely, wherever possible, on planning and regulation, with public acquisition considered primarily when other methods are not adequate or when public access is required. City financial participation will be subject to budget restraints and established City priorities for park and open space acquisition and development.

Transition Reserve Districts

The Transition Reserve District designation generally identifies areas that could not be assigned to any other classifications at this time, but where further planning might result in reevaluation. This classification was applied to areas where a number of different situations exist:

- Areas that appear suitable for eventual urban development, but which are located beyond the designated Urban Expansion districts, and which, based on regional growth projections, should not be needed for urban expansion until well beyond the long-term (20-year) planning period.
- Areas closer to the Madison urban center which are not recommended as Urban Expansion districts because they are relatively less suitable for urban development, but which also are not recommended priority areas for preservation as permanent Open Space. At least some partial urban development in some of these districts may be appropriate at some future time.
- Areas that are not recommended as Urban Expansion districts because the development potential is relatively small compared to the cost and difficulty of providing the full range of Madison's urban services to the area, but which are also adjacent to another municipality, which provides full services.
- Areas characterized by a significant amount of existing development, a lack of urban services, and relative proximity to existing urban centers. Despite not being recommended as Urban Expansion districts, improved urban services and infrastructure will more than likely be required just to serve existing development. These changes represent a form of "urban transition" that might reasonably be expected within the mid- (5 to 10 years) to long-term (20 years and beyond), and might include at least some additional development under some conditions.
- Areas that appear suitable for at least some future urban development, but which cannot be recommended for more intensive uses, either in the near or long term, until uncertainties about environmental or other conditions are resolved.

Transition Reserve District Objectives

1. If the Transition Reserve recommendation for the district is based on unresolved planning issues, seek to resolve these issues and refine the recommendation.
2. Until and unless additional planning studies result in City of Madison agreement to a different land use recommendation, maintain the land within the district in agricultural and open space uses and prevent additional urban development.

Unincorporated Urban Use Districts

The Unincorporated Urban Use Districts recognize two existing, relatively compact development areas, one located in the Town of Westport, and one in the Town of Burke. Both are served by public sanitary sewer, but do not have the full range of urban services available.

The City considers more intensive development without full urban services as usually undesirable anywhere in the urban fringe. However, clustering this development into more compact centers at relatively higher densities is generally preferable to scattering it throughout the rural area. These areas do have sanitary sewer, and they will be easier to provide with additional services than more isolated, spread-out developments.

The City of Madison does not consider urban development outside of municipalities that provide full urban services to be consistent with regional objectives encouraging compact development and a distinction between urban and rural communities. Despite this, concentrated well-defined Town growth centers are generally preferable, to the usual pattern of multiple development locations and isolated rural subdivisions; and they provide a more likely basis for possible agreements on future development.

The City has on occasion supported limited amounts of infill development within Unincorporated Urban Center districts. However, the City remains concerned about the types of development that may occur in these districts, when and how improved urban services will be provided to them, and the potential for future expansion of the development area. Until these issues are resolved, the City will continue to seek to limit additional development in these districts to infill development on existing parcels.

Unincorporated Urban Use District Objectives

Seek to resolve planning issues related to urban development within the districts, including types of development, provision of urban services, and potential expansion.

Agriculture/Rural Use Districts

This classification identifies lands near the edge of the peripheral area where continuation of essentially agricultural uses is recommended well beyond the long-term planning period. Concerns with urban development in rural areas include loss of agricultural land, groundwater contamination, maintaining the distinct identity of rural communities, and preservation of the scenic qualities of the rural countryside. Although considerable development has already occurred in some of these areas, additional development must be minimized if they are not to become little more than low-density suburbs with very low service levels.

Agriculture/Rural Use District Objectives

1. Encourage Dane County and the towns to take stronger roles in preventing more intensive development in the rural unincorporated areas outside the urban cities and villages. This policy would generally apply to areas designated as Agriculture-Rural Use District, Permanent Open Space District, and Transition Reserve District as well as to Urban Expansion districts not yet staged for urban development with full urban services.

The Dane County Farmers' Market showcases local farmers and other agricultural product producers from surrounding communities.

2. The City of Madison should use its extraterritorial jurisdiction regulatory power to help discourage non-agricultural development in the Agriculture/Rural Use districts. The City should continue to follow its current policy of not approving land divisions for non-agricultural use, except in very limited situations involving infill of existing development.

Development Staging Plan

Development staging is the process of strategically planning the location and timing of urban development. Effective development staging helps to ensure that urban growth is compact, orderly and provided with the full range of necessary public improvements and services. Further, development staging helps maintain the distinction between urban and rural communities and protect valuable open spaces in the urbanizing area.

In response to sustained City and regional growth in recent decades, in 1990 the City of Madison adopted the Peripheral Area Development Plan. The Plan includes the City's recommendations for land use and development in the peripheral areas beyond the Madison's urban edge. Since its adoption by the Plan Commission and Common Council in 1990, the Peripheral Area Development Plan has provided those bodies with guidance regarding the timing and location of urban development on the City's urban periphery.

Both the City of Madison and Dane County experienced rapid growth during the past decade. During that time, Madison's population increased by more than 20,000 persons, and as a result, the City's urbanized area expanded into many of its planned "Urban Expansion Areas" and some of its "Transition Reserve" areas. Given this growth and given the fact that the City of Madison expects to continue to capture a significant share of future regional economic and population growth over the next 20 years, it is necessary to bring the recommendations of the Peripheral Area Development Plan up to date.

The Comprehensive Plan identifies peripheral planning areas for the lands at and beyond the City of Madison's municipal jurisdiction. This Map, which is provided in the Land Use Goals, Objectives, Policies and Implementation Recommendations chapter, provides an update current development-staging plan for the City of Madison based on an update of the 1990 Peripheral Area Development Plan. The recommendations presented in this Plan address both the need to plan for the continued orderly expansion of the City's urban area and the concern for preserving open spaces and the distinction between urban and rural communities on the City's urban edge.

MADISON'S NEIGHBORHOOD PLANS AND SPECIAL AREA PLANS

The City of Madison has a strong tradition of neighborhood-based planning. There are more than 120 neighborhood associations in the City. These neighborhood associations are instrumental in working with the City's Department of Planning and Development to prepare neighborhood plans for specific areas of the community. Currently, there are over 25 adopted neighborhood plans in the City, with several more in progress. There are three basic types of neighborhood plans: Volume I, Map 2-8 shows the general locations of existing City neighborhood plans. The locations of special area plans are shown on Volume I, Map 2-9.

NEIGHBORHOOD CONCENTRATION PLANS

These plans are prepared by the residents of built-up areas of the City in cooperation with the Department of Planning and Development and the Community Development Block Grant Office. Neighborhood concentration plans include short-term strategies (3 to 5 years) to address specific challenges, issues and opportunities in Madison's older neighborhoods. These plans serve as a guide for actions and changes that will strengthen Madison's established neighborhoods. Neighborhood concentration plans typically address some or all of the following issues: community services, economic development, housing development, land use, parks and open space, public infrastructure, safety, transportation and zoning issues.

Neighborhood concentration plans also include concept plans for well-defined geographic areas of the City. These plans include goals, objectives and a conceptual development plan for the redevelopment and/or preservation of specific areas of the community.

There are currently 13 City-adopted neighborhood concentration plans. These plans are listed below with the date of adoption in parentheses:

- Fourth District-Old Market Place (1983)
- Broadway-Simpson-Waunona (1986)
- Brittingham-Vilas (1989)
- Allied-Dunn's Marsh (1990)
- Bay Creek (1991)
- Northport-Warner Park (1992)
- Marquette-Schenk Atwood (1994)
- Tenney-Lapham-Old Market Place (1995)
- Brentwood Village-Packers-Sherman (1996)
- Bassett (1997)
- Emerson East-Eken Park (1998)
- Schenk Atwood-Starkweather-Worthington Park (2000)
- Carpenter-Hawthorne-Ridgeway-Sycamore-Truax (2001)

In addition to the plans listed above, neighborhood plans are currently being developed for other areas of the City, including South Madison.

NEIGHBORHOOD INITIATED PLANS

Several Madison neighborhood associations have used private resources to develop neighborhood plans in conjunction with assistance from City agencies, non-profit groups, university departments, and/or private consulting firms. Examples of neighborhood-initiated plans include the Bassett Neighborhood Master Plan and the First Settlement Neighborhood Master Plan. More-limited neighborhood planning activities can address conditions in a smaller area, such as the 2002 Ridgewood Neighborhood East Central Development Plan. All of these plans help to provide a planning framework for the physical redevelopment of the subject neighborhoods. Neighborhood initiated plans often include both short-term and long-term recommendations for physical improvements in the neighborhoods.

SPECIAL AREA PLANS

Many special area plans focused on a special district, corridor or other sub-area of the city or of a neighborhood have been adopted. These plans include:

- Downtown 2000 (1998)
- Downtown Historic Preservation Plan (1998)
- Yahara River Parkway & Environs Master Plan (1998)
- Isthmus 2020 Committee Report (1998)
- State Street Strategic Plan (1999)
- East Washington Avenue Gateway Redevelopment Plan BUILD Phase 1 (2001)
- Marquette Neighborhood Center Master Plan (Williamson Street) BUILD Phase 1 (2001)
- Schenk-Atwood Business District Master Plan (2001)
- East Washington Avenue Gateway Revitalization Plan BUILD Phase 2 (2003)
- East Rail Corridor Plan (2004)
- Williamson Street BUILD Phase 2 - Design Guidelines (2005)
- Allied Drive Physical Improvement Plan (2005)
- Park Street Revitalization (2004-2005)

Various groups for a variety of reasons prepared the special area plans listed above. For example, the Better Urban Infill Development (BUILD) Program was created by Dane County to use viable existing urban models and community-based design processes to generate property redevelopment and reinvigorate community activity. Dane County administers the program to assist local governments in preparing plans to redevelop and promote infill development in specific locations that are rundown and may appear unattractive for reinvestment. Additional and improved residential development is particularly targeted as an urban revitalization strategy to improve local property values and generate customers for improved local commercial and service opportunities.

NEIGHBORHOOD DEVELOPMENT PLANS

Neighborhood development plans are prepared by the Department of Planning and Development in cooperation with other City departments, affected local governmental units, and area residents and landowners with the purpose of guiding the growth and development of largely undeveloped lands at the City's urban edge. The plans are adopted as part of the City's Comprehensive Plan (master plan) and must be completed and adopted before the City of Madison will initiate or support requests for rezoning, land divisions, or project approvals within that area.

Neighborhood development plans are intended to provide a framework for the growth and development of the City's peripheral urban expansion areas where development is expected to occur in the foreseeable future. The City prepares detailed neighborhood development plans for all designated City growth areas prior to initiating requests to add the areas to the Central Urban Service Area, and before granting any development approvals on lands located with the planning areas. Neighborhood development plans provide recommendations for the locations of transportation facilities needed to serve the area, patterns of land use, development densities and intensities, the locations of parks and other public facilities, the locations of environmentally sensitive lands that should be protected from development, strategies for providing urban services to future City development areas, and recommendations for the sequence and timing of development on the City's urban edge.

There are currently 15 City-adopted neighborhood development plans in Madison. Some of these plans have been revised since the dates of their original adoption. These plans are listed below with the year of adoption in parentheses:

- East Towne-Burke Heights (1987)
- Junction (1990)
- Cottage Grove (1992)
- Nelson (1992)
- Rattman (1992)
- Cross Country (1993)
- Blackhawk (1994)
- High Point-Raymond (1997)
- Sprecher (1998)
- Midtown (1999)
- Marsh Road (1999)
- Westside (1999) (Replaced by the Pioneer Neighborhood Plan)
- Hanson Road (2000)
- Elderberry (2002)
- Felland (2002)
- Pioneer (2004)

The neighborhood development plans are intended to provide a framework within which the City, its citizens, area residents and potential developers of an area can discuss specific development proposals. The plans are not intended to represent the only way that development of a particular area could occur. There may be alternative arrangements of land uses and local streets, for example, which would function equally well and also advance the

City's planning objectives. It may sometimes be appropriate to include several alternatives in the plan. Evaluation of alternative development proposals, should, however, consider the key characteristics of the adopted neighborhood development plan regarding such factors as recommended land uses, density and transportation, and require that alternative proposals create urban environments and development patterns consistent with the intent of the plan, even if they differ in detail.

The neighborhood development plans should be seen as creative opportunities to design neighborhoods, which advance the City's comprehensive planning objectives and policies as well as satisfying the needs of developers, businesses and residents.

CENTRAL URBAN SERVICE AREA

In order to avoid the wasteful use of land and to most efficiently provide public services and facilities, the Dane County Regional Planning Commission (DCRPC) introduced the concept of urban service areas in the first Dane County Land Use Plan in 1973. Urban service areas are those areas in and around existing communities that are most suitable for urban development and capable of being provided with a full range of urban services. Volume I, Map 2-10 shows the boundaries of the Central Urban Service Area. Urban services are additional public services normally provided or needed in urban areas. These services may include:

- A public water supply and distribution system;
- A public sanitary sewer system;
- A public transportation system, including an urban street system (with urban standards, curb and gutter, sidewalks, street lighting, etc.); pedestrian and bicycle facilities; public transit and other urban transportation services such as paratransit, trip reduction programs (carpooling, park and ride lots, etc.);
- A publicly managed storm drainage system;
- Higher levels of police and fire protection and emergency medical service than are generally provided in rural areas;
- Solid waste collection service; and,
- Neighborhood public facilities, including neighborhood and community parks schools, etc.

The urban service area boundaries represent the outer limits of planned urban growth over the long-term planning period (generally 20-25 years) and include more than enough land to accommodate anticipated growth. Short-term staging boundaries are sometimes developed to indicate where urban development should occur and services be extended over the near term (up to 10 years), to assist in logical staging of growth and extension of services.

The urbanized parts of the City of Madison are located within the Central Urban Service Area (CUSA). The CUSA is an area including the City of Madison and adjacent communities and all or parts of towns generally built up with contiguous urban development plus urban expansion areas.

According to the Central Urban Service Area Housing Unit and Land Use Analysis table prepared by the Dane County Regional Planning Commission in July 2003, the total population of the CUSA in April 2000 was 268,850. This number is forecast to increase to 330,876 by the year 2030.

The total land area included in the CUSA as of July 2003 was 66,529 acres. The maximum year 2030 CUSA size is 95,259 acres, meaning an additional 28,729 acres may be added to the current CUSA. In April 2000 there were 45,629 acres of developed land in the CUSA.

New neighborhoods are designed to use land more efficiently than conventional suburban development.

On October 1, 2004, the Dane County Regional Planning Commission was dissolved. At that time, the DCRPC's staff was temporarily transferred to Dane County. The former DCRPC staff now forms the newly created Community Analysis and Planning Division (CAPD) of the Dane County Planning and Development Department.

The CAPD was created by the Dane County Board to ensure continuity of the urban service area amendment process and water quality planning as work continues on legislation to create a successor agency to the DCRPC. The County Board resolution approving the merger of DCRPC staff with Dane County staff specifies that the DCRPC staff, now acting as the CAPD, shall act in an objective manner in the technical analysis of sewer extensions and urban service area expansions, and continue to apply the criteria and methodology established by the DCRPC. The resolution goes on to say that neither the Dane County Board nor the Dane County Executive will supervise the professional analyses prepared by the CAPD.

The process of application and review of urban service area amendments through the CAPD are essentially the same as those under the DCRPC. However, because there no longer is a regional planning commission, public hearings on amendments will be held by CAPD staff. When the hearing is complete, the application, staff analysis report and notes from the public hearing will be sent to the Wisconsin Department of Natural Resources which has the authority to approve amendments to existing sewer service areas in Dane County.

CENTRAL URBAN SERVICE AREA EXPANSION POLICIES

The recommended Urban Expansion districts identify the areas where Madison will seek to direct its long-term growth. Within Urban Expansion districts, the City will request amendments to expand the Central Urban Service Area based on the following planning policies:

1. Maintain an adequate supply of vacant development land to accommodate projected demand for locations within Madison, while taking active steps to reduce the demand for vacant land by encouraging urban infill, redevelopment, and higher densities.

2. Maintain sufficient alternative urban development locations to provide locational choices and competition among landowners and land developers.

3. Avoid creating an excess of competing development locations that would result in wasteful underutilization of land, inefficient services extension, and loss of ability to guide and stage new development.

4. Maintain a "balanced" City growth pattern, with development locations available on both the east and west sides of the City.

4th Ward Lofts

Mid-Town Neighborhood Development

Grandview Commons

Balanced growth includes higher density downtown, and a mixture of housing types in new neighborhoods.

Environmental Corridors

Madison's abundant natural resources help to make the area a beautiful place to live with a high quality of life. The City's natural resources are primarily included within designated "environmental corridors". Environmental corridors are continuous systems of open space in urban and urbanizing areas, that include environmentally sensitive lands and natural resources requiring protection from disturbance and development, and lands needed for open space and recreation use. They are based mainly on drainage-ways and stream channels, floodplains, wetlands, steep slopes, and other resource features, and are part of a countywide system of continuous open space corridors. Volume I, Map 6-1, identifies the location of environmental corridors in the Central Urban Service Area.

Until its dissolution on October 1, 2004 the Dane County Regional Planning Commission (DCRPC) was the agency that conducted analysis and coordinated efforts to designate and make changes to environmental corridors. The Dane County Board created the Community Analysis Division of the Dane County Planning and Development Department as a successor agency to the DCRPC for an interim period through 2005. One of new division's primary responsibilities is conducting analysis and coordinating efforts for environmental corridor designation and amendments.

Tenney Park Lagoon is part of the Yahara River Parkway.

Once designated and adopted by local units of government, the Community Analysis and Planning Division and the Wisconsin Department of Natural Resources (WISDNR), environmental corridors are used by the County, local governments, and state and federal agencies in making decisions about where development and infrastructure should be located. The corridors are also used as a basis or starting point for open space and recreation planning and acquisition. An important use of environmental corridors is in the Dane County and WISDNR review of sewer extensions and sewer service areas, to direct urban development to areas outside the corridors.

Environmental corridor land in Madison is used for both conservation and recreation.

DOWNTOWN DEVELOPMENT PLAN

The Downtown/Isthmus area is a major activity center of City, regional and statewide importance. The location of the State Capitol, Monona Terrace, Overture Center, State Street Mall, Kohl Center and other major cultural, governmental, commercial, office, educational and residential uses in the Downtown/Isthmus area make it a vibrant hub of community activity.

In recent years the Downtown/Isthmus area has experienced a surge in new construction activity with large office, governmental, institutional, cultural and residential development projects recently completed or now underway. However, the Downtown also suffered significant losses in recent years, as major employers and key retail businesses have left the central area for peripheral locations. The City desires to continue public and private investments that will strengthen the Downtown/Isthmus area's economic, social, governmental, and cultural vitality and viability.

Parade on the Capitol Square

The Downtown 2000 Downtown Master Plan (April 1989) provides a comprehensive strategy for revitalizing Madison's central area. The Downtown 2000 plan presents a general vision for the central area that includes the following goals:

- Maintain Downtown Madison as a center of government, finance, education and culture for the state and region.
- Provide a variety of housing choices to attract a diverse resident population back to the central area.
- Establish Downtown Madison as a state and regional tourist and convention center.
- Improve the image of Downtown Madison as a unique place to live, work, shop, dine and enjoy entertainment.

Memorial Union Terrace

While many of the Downtown 2000 goals and strategies are still relevant, many have been achieved and others are no longer appropriate given changing conditions and market factors. Therefore, a comprehensive update of the document is recommended to refocus the plan on current central area revitalization issues and opportunities.

CITY OF MADISON DOWNTOWN ADVISORY REPORT

In 2004 the City of Madison retained the consultant team of Schreiber/Anderson Associates, Inc. and Howick Associates to prepare a downtown advisory report. The purpose of the City of Madison Downtown Advisory Report is to assist the City in creating Comprehensive Plan recommendations for the revitalization of Madison's downtown. The Report provides a summary of existing downtown plans and studies, input from public meetings held during the spring of 2004 and preliminary goals and recommendations for the City to consider including in the Comprehensive Plan. The study area for the report includes the area bounded by Blair Street on the east; Lake Monona on the south; Proudfit Street Regent Street and North Park Street on the west; and Lake Mendota on the north.

The Downtown Advisory Report focuses on seven issue areas:

- Land Use. A broad category that covers overall land use, such as location and general design of downtown growth and development.
- Housing. Considers housing type, amount, location and character, and needs of downtown residents.
- Transportation. Addresses all modes of transportation, including parking, walking, public transit and biking.
- Economic development. Relates to all activities that affect the downtown economy, such as retail, entertainment, government, University and private sector businesses.
- Civic/cultural. Generally relates to the entertainment, cultural and civic uses downtown, such as festivals, galleries, museums and tourism.
- Open space and recreation. Relates to public and private opens spaces, parks, plazas, and downtown recreation opportunities.
- Urban design. Addresses the look and feel of downtown, including the design of buildings such as architectural features, scale, height, and mass-and design of streetscapes and private properties.

Meriter Terraces retirement housing in the Bassett Street Neighborhood

Art Fair on the Square

Downtown bike race

DOWNTOWN VISION

The consultants identified the following vision statement to provide general direction for the future of the downtown:

Downtown Madison will be a flourishing and visually exciting center for the arts, commerce, government and education. It will be a magnet for a diverse population working, living, and visiting an urban environment characterized by a sensitive blending of carefully preserved older structures, high-quality new construction, architectural gems and engaging public spaces---all working together and integrated with surrounding neighborhoods, parks and the transportation system to create a unique environment for the community, County and region.

Priority Goals

Based on a review of existing plans, and public input provided during the downtown planning process to create this report, the consultants identified following list of proposed general goals.

1. Maintain and enhance downtown Madison as a center of government, education, employment and culture for the state and region.
2. Sustain downtown Madison as a state and regional tourist and convention center.
3. Improve the image of downtown Madison as a dynamic place to live, work, shop, dine and enjoy entertainment and the lakes.
4. Promote and preserve the downtown's unique social and cultural character by (1) enhancing daytime and nighttime activities; (2) encouraging a variety of cultural entertainment options; (3) providing spaces for community entertainment, exhibition and public gathering spaces; and (4) supporting and enhancing the vitality of the arts and entertainment for all people in our community.
5. Create a high-quality physical environment downtown. The design of downtown should be inspiring, creative, and complementary of historic and natural resources.
6. Ensure efficient, safe and convenient access to, from and within the downtown for all modes of transportation, including walking, biking, transit and automobiles.
7. Provide and support a variety of housing choices for a diverse resident population.
8. Partner with the University and State of Wisconsin to coordinate downtown planning.
9. Establish an efficient and predictable development review process to implement the community's vision for downtown.

INTERGOVERNMENTAL PLANNING

Madison is the central city in a larger region of cities, villages and towns. Effective land use planning in the region requires Dane County's municipalities to cooperate and coordinate their planning and implementation efforts. This is especially critical at the urban fringe where much of the region's development is occurring. Over the years, Dane County has seen mixed results in the area of regional planning. Annexation conflicts, duplication of municipal services, and land use conflicts between neighboring jurisdictions are common.

As noted above, the Dane County Regional Planning Commission (DCRPC), traditionally the regional water quality, land use, transportation and environmental planning agency, dissolved in 2004, leaving the Dane County region without a lead regional planning agency. Recently the DCRPC's transportation planning function was transferred to the Madison Metropolitan Planning Organization. However, at this time, it is unknown which agency(s) will pick up the remaining duties and activities of the Dane County Regional Planning Commission.

With the dissolution of the DCRPC in 2004, intergovernmental cooperation between Dane County municipalities will need to occur without the assistance and guidance of a true regional planning agency. The implications of the dissolution of the DCRPC are difficult to anticipate. Nevertheless, the City of Madison will continue to work with neighboring municipalities to enter into mutually beneficial intergovernmental agreements that address areas of mutual concern and importance. More detailed information about intergovernmental issues is provided in the Intergovernmental Cooperation chapters of the Comprehensive Plan.

LAND USE PLAN IMPLEMENTATION PROGRAMS & TOOLS

The recommendations and policies of the Land Use Plan can be implemented in various ways. There are numerous implementation programs and tools. The most commonly utilized implementation programs and tools include the following:

- The City of Madison Zoning Code (Chapter 28 MGO)**.** The City of Madison's Zoning Code is one of the most important tools for implementing the Land Use Plan. The Zoning Code establishes definitions, standards and procedures for administrative and legislative bodies to regulate the use of land within the City of Madison's corporate limits. The Zoning Code establishes rules and definitions, general provisions, zoning districts and map(s), requirements for parking and loading facilities and administration and enforcement provisions. All buildings and all uses of land, all structural alterations or relocation of existing buildings, and all enlargements of or additions to existing uses are subject to all regulations of the Zoning Code which are applicable to the zoning districts in which such buildings or uses or land are located. It is expected that the Zoning Code will be amended to implement policies and recommendations of the Land Use Plan.

- The City of Madison Land Subdivision Regulations (Chapter 16.23 MGO). The purpose of these regulations is to regulate and control the subdivision of land within the corporate limits and the three-mile extraterritorial plat approval jurisdiction of the City of Madison in order to promote the public health, safety and general welfare of the community. Further, the regulations are designed to lessen congestion in the streets and highways; to further the orderly layout and use of land; to ensure proper legal description and proper monumenting of subdivided land; to secure safety from fire, panic and other dangers; to provide adequate light and air, including access to sunlight for solar collectors; to prevent development of noise sensitive land uses (such as homes, schools and recreational areas) adjacent to highway corridors ad to ensure that any such development that does occur is planned to mitigate the adverse effects of noise; to prevent the overcrowding of land and avoid undue concentration of population; to facilitate adequate provision for transportation, water, sewerage, storm drainage, schools, parks, playgrounds and other public requirements; and to facilitate the further re-subdivision of larger parcels into smaller parcels of land.
- The City of Madison Official Map (Chapter 16.24 MGO). The official map is intended to conserve and promote the public health, safety, convenience, economy, orderliness and general welfare of the community; to further the orderly layout in the use of land; to stabilize the location of real property boundary lines; to ensure proper legal description and proper monumenting of land; to facilitate adequate provision for transportation, parks, playgrounds and storm water drainage; and to facilitate the further subdivision of larger tracts into smaller parcels of land. The official map enables the City to prevent development form occurring in areas designated for other uses, such as streets and parks.
- The City of Madison Peripheral Area Development Plan. The Peripheral Area Development Plan (PADP) provides development location and staging recommendations for growth on Madison's urban edge. The PADP Map assigns peripheral area lands to one of six district classifications. A set of specific planning policies is also recommended for each of the five districts: Urban Expansion "A" districts, Urban Expansion "B" districts, Transition Reserve Districts, Permanent Open Space Districts, Unincorporated Urban Use Districts, and Agriculture/Rural Use districts. The Comprehensive Plan includes objectives, policies and recommendations that are based on the PADP.
- Annexation. Annexation is the process by which unincorporated town land becomes part of the City of Madison. Annexation enables the City to provide the full range of necessary public improvements and urban services to the property. Annexation also improves the City's ability to use its plans and regulations to ensure that land uses on neighboring properties are compatible and coordinated with an overall development concept. With limited exceptions, City subdivision regulations do not allow non-agricultural development on lands that do not have the full range of urban services available.

- Central Urban Service Area. Wisconsin state statutes and administrative rules require that the provision of sanitary sewer facilities and service be consistent with state-approved water quality management plans. As part of the preparation of the area-wide water quality plan for Dane County, the Dane County Community Analysis and Planning Division (DCCAPD) delineates sewer service areas for all areas in the County intended to receive sanitary sewer service. The sewer service areas correspond to the urban and limited service areas in adopted plans and are used by the DCCAPD and the Wisconsin Department of Natural Resources to review all sewerage facilities and sanitary sewer extensions in the County for consistency with plans, ensuring that urban sewered development occurs in planned urban service areas while protecting urban environmental corridors. Those areas within the City of Madison that are served with sanitary sewers are located within the Central Urban Service Area. Madison Metropolitan Sewerage District (MMSD) provides wastewater collection services in Madison's portion of the Central Urban Service Area.

- The City of Madison Neighborhood Planning Grants. The City of Madison offers neighborhood planning grants that provide financial assistance to neighborhood and business organizations in the preparation of neighborhood-initiated mid-range (3-5 year) plans or physical development plans for neighborhood business districts. The City provides a one-to-one match to neighborhood and business associations to support their local planning efforts. These plans address the challenges facing Madison's older, built-up neighborhoods.

Neighborhood Planning Grants help neighborhoods to discuss goals and prepare recommendations to improve and enhance their neighborhood.

- The City of Madison Neighborhood Concentration Plans. These plans are prepared by the residents of built-up areas of the City in cooperation with the Department of Planning and Development and the Community Development Block Grant Office. Neighborhood concentration plans include short-term strategies (3 to 5 years) to address specific challenges, issues and opportunities---primarily in Madison's older neighborhoods. These plans serve as a guide for actions and changes that will strengthen Madison's established neighborhoods. Neighborhood concentration plans typically address some or all of the following issues: community services, economic development, housing development, land use, parks and open space, public infrastructure, safety, transportation and zoning issues. Neighborhood concentration plans also include concept plans for well-defined geographic areas of the City. These plans include goals, objectives and a conceptual development plan for the redevelopment and/or preservation of specific areas of the community.

- The City of Madison Neighborhood Initiated Plans. Several Madison neighborhood associations have used private resources to develop neighborhood plans in conjunction with assistance from City agencies, non-profit groups, university departments, and/or private consulting firms. Examples of neighborhood-initiated plans include the Bassett Neighborhood Master Plan and the First Settlement Neighborhood Master Plan. These plans provide a comprehensive planning framework for the physical redevelopment of the subject neighborhoods. Neighborhood initiated plans often include both short-term and long-term recommendations for physical improvements in the neighborhoods.

- The City of Madison Neighborhood Development Plans. Neighborhood development plans are prepared by the Department of Planning and Development in cooperation with other City departments, affected local governmental units, area residents and landowners with the purpose of guiding the growth and development of largely undeveloped lands at the City's urban edge. These plans are intended to provide a framework for the growth and development of the City's peripheral urban expansion areas where development is expected to occur in the foreseeable future. The City prepares detailed neighborhood development plans for all designated City growth areas prior to initiating requests to add the areas to the Central Urban Service Area, and before granting any development approvals on lands located with the planning areas.

- Historic Districts and Landmarks.
  The City's historic and cultural heritage is important to the special identity of the Madison community. The City wants to protect and enhance buildings and neighborhoods that have significant historic value. The City's Landmarks Commission designates historic landmarks (a building, structure, place, or work of art, etc.). The Common Council designates historic districts (areas that are judged as having particular historic or architectural significance). When changes are proposed for properties that carry these designations, the Landmarks Commission must review and approve the change.

King Street Scene in 1905

- Urban Design Districts. 33.02 of the City of Madison's Code of Ordinances establishes the Madison Urban Design Commission (UDC). The purpose and intent of the UDC states: "It is hereby a matter of public policy that the design, appearance, beauty and aesthetics of all public and private buildings, structures, landscaping and open areas are a matter of public concern and as such must be controlled so as to promote the general welfare of the community. The purpose of this is:

  (a) To assure the highest quality of design for all public and private projects in the City.

  (b) To protect and improve the general appearance of all buildings, structures, landscaping and open areas in the City; to encourage the protection of economic values and proper use of properties.

  (c) To encourage and promote a high quality in the design of new buildings, developments, remodeling and additions so as to maintain and improve the established standards of property values within the City.

  (d) To foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future."

Bassett Street Planned Unit Development

Franklin Street redevelopment

The Madison Urban Design Commission, advisory to the Plan Commission, includes nine (9) voting members. The role of the Urban Design Commission is to provide advice and make recommendations to the Plan Commission and Common Council.

The City of Madison has six Urban Design Districts. Each of the six Districts and the booklet titled "Urban Design Guidelines for Downtown Madison" include a series of design review requirements and guidelines. Development in these districts shall meet the requirements and conform as much as possible to the guidelines.

- Construction Permit Processes. These permit processes include building permits, demolition permits, land disturbing activity permits, street encroachment permits, street occupancy permits, and street vacation. These permits help implement the Land Use Plan by insuring high quality and orderly development.

- Signs and Street Graphics. Street graphics and signs are regulated in Madison to be sure they are safe, attractive and effective. Each zoning district has its own standards for the number, size, height, location, type, illumination, and other aspects of street graphics. Street graphics are evaluated on the following criteria: compatibility with their surroundings; appropriateness to the type of activity; expression of the identity of the proprietor; legibility; design and position for traffic safety; use as an accessory to land improvements.

State Street has some of the most unusual and creative signs in the city.

- Tax Incremental Financing. This program helps cities and villages attract industrial and commercial growth in underdeveloped and blighted areas. A city or village can designate a specific area within its boundaries as a Tax Incremental Financing (TIF) district and develop a plan to improve its property values. Taxes generated by the increased property values pay for land acquisition or needed public works.

- Better Urban Infill Development (BUILD) Grant. The Dane County Better Urban Infill Development Program (BUILD) assists local governments to prepare plans to redevelop and promote infill development within parts of their communities that may become obsolete, rundown, or environmentally contaminated. Planning consultants assist communities in preparing infill development design and implementation plans.