

OUR CITY OF MADISON



Planning Division: Area Plans

Area Plans: Background

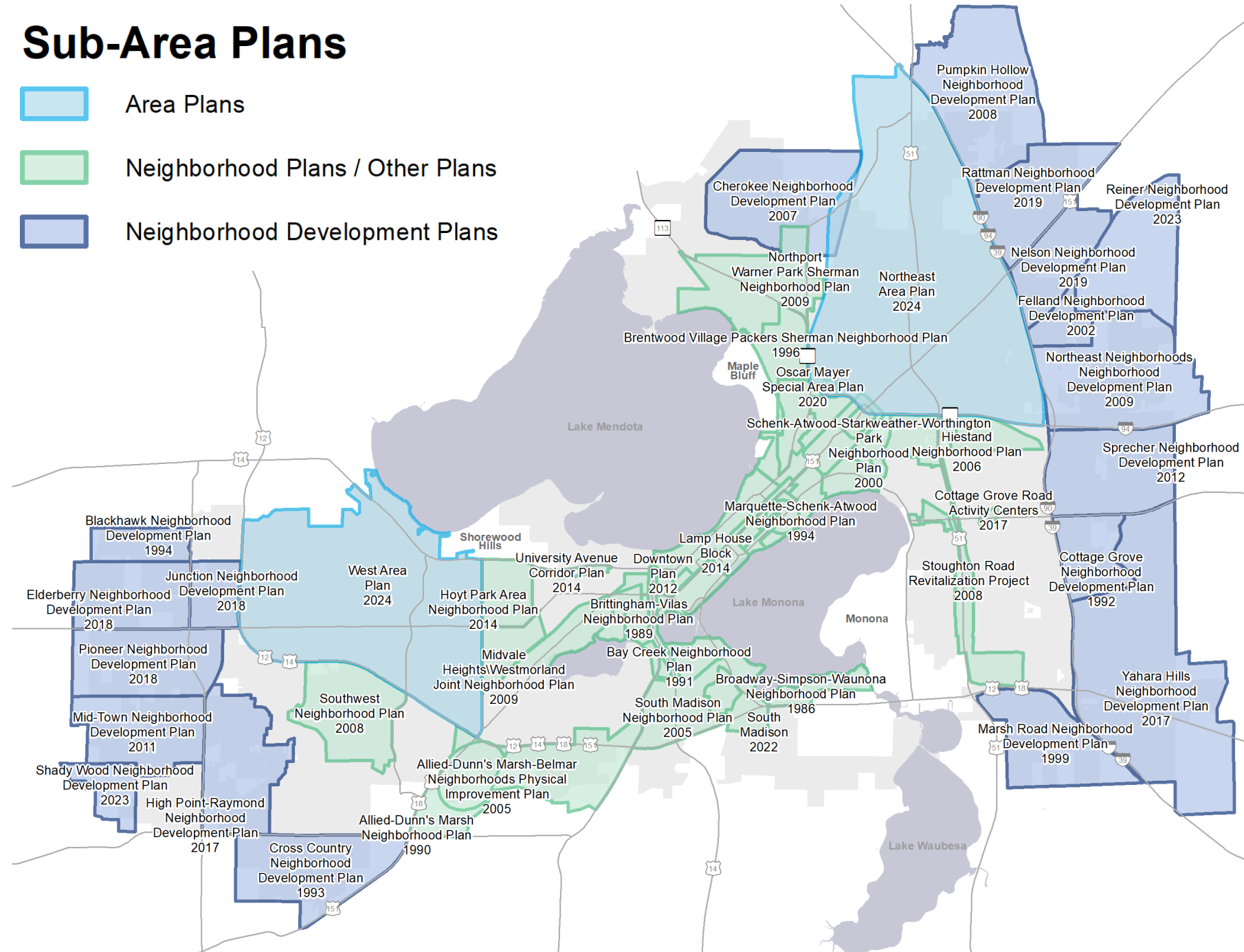
- The Common Council adopted a new approach to planning in 2022 to simplify and standardize the City's planning ([Legistar 71147](#)).
- The Planning Division now has two main approaches to planning:
 - Comprehensive Plan – citywide plan; lower level of detail; broad process and public engagement
 - Area Plan – city split into 12 areas; more detail; focused planning process and public engagement



Previous Planning Approach: Small Areas

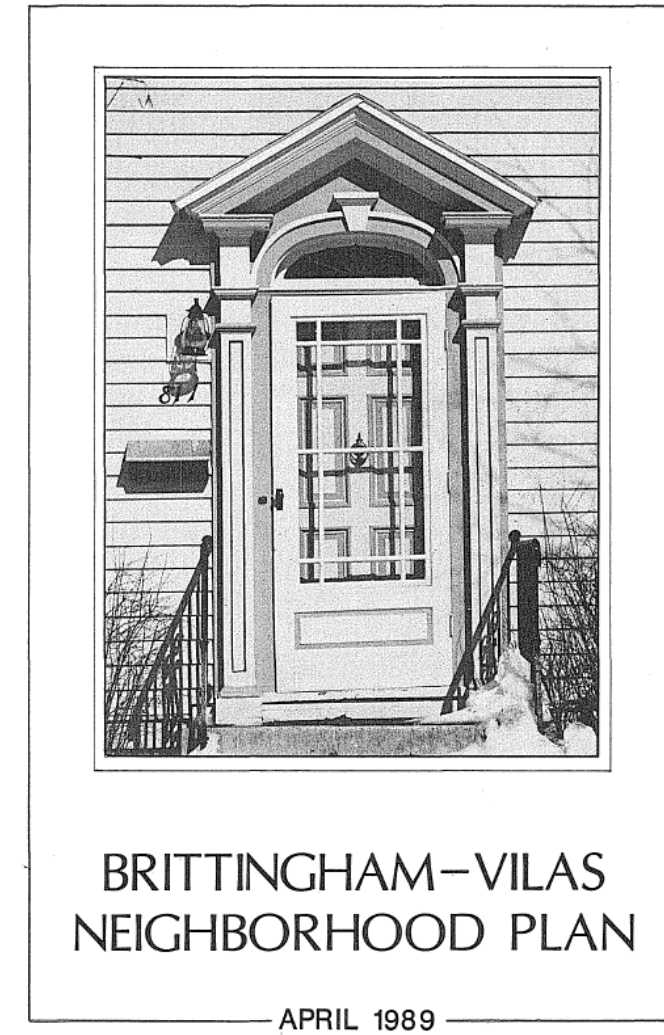
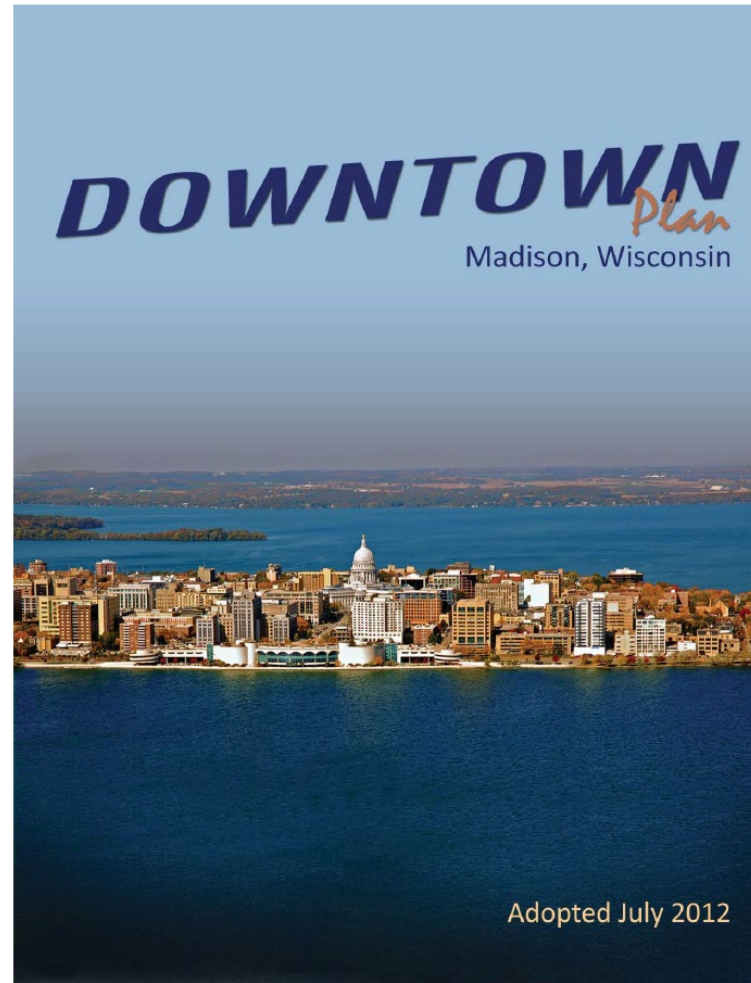
Sub-Area Plans

- Area Plans
- Neighborhood Plans / Other Plans
- Neighborhood Development Plans



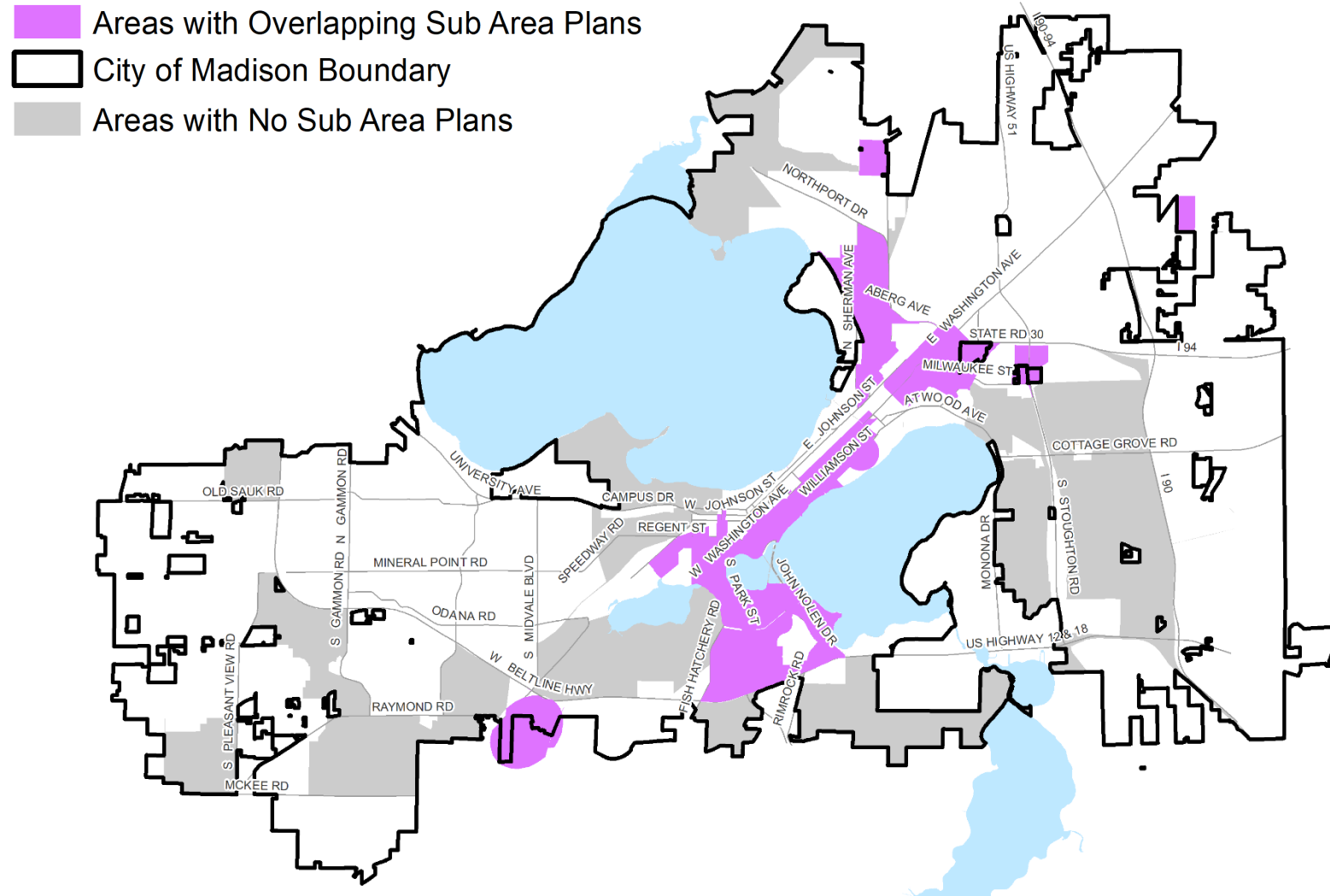
Previous Planning Approach: Variability

- Sub-area plans vary widely in:
 - Adoption date
 - Area covered
 - Topics covered
 - Level of detail

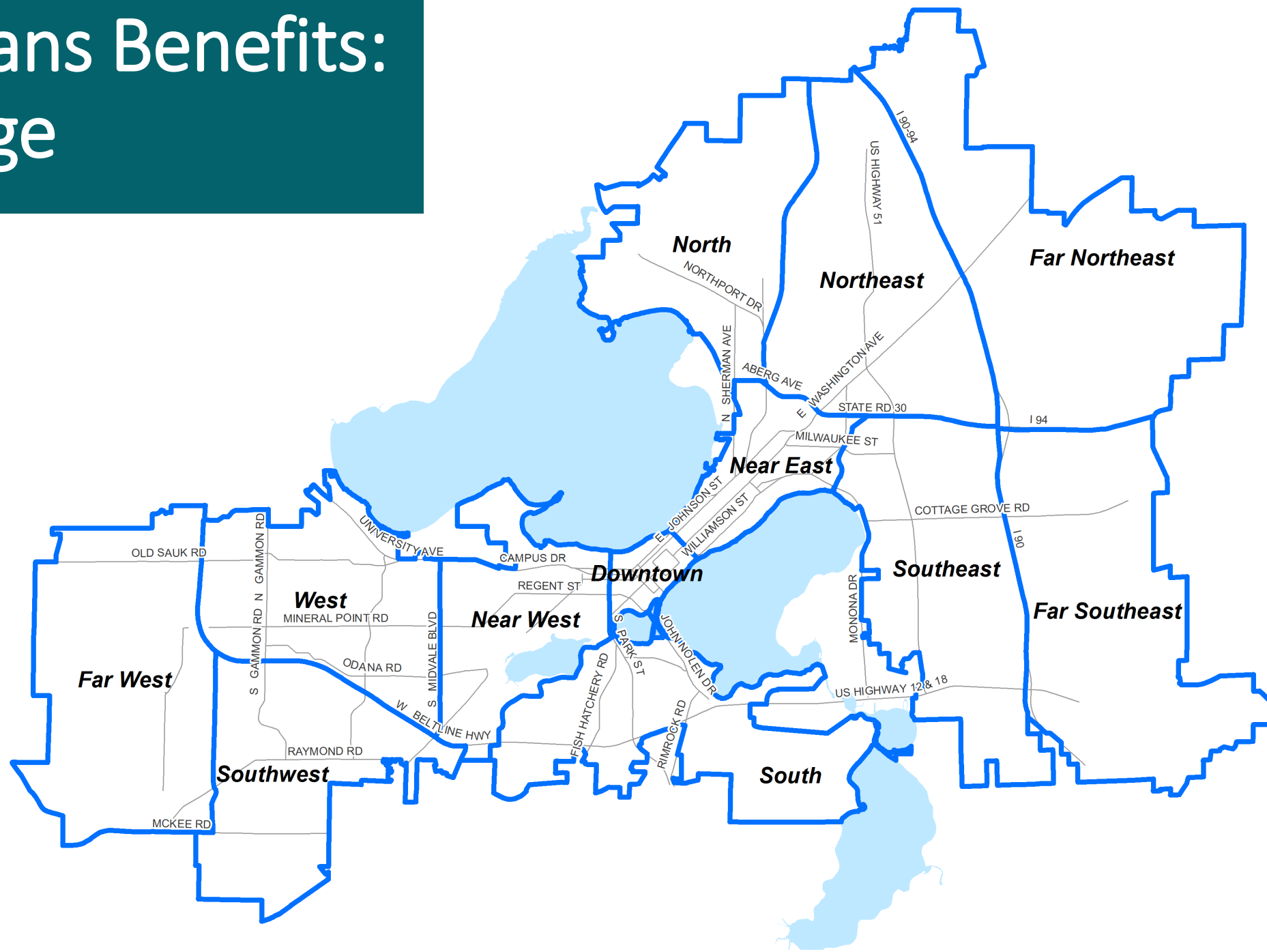


Previous Planning Approach: Overlap, No Coverage, and Policy

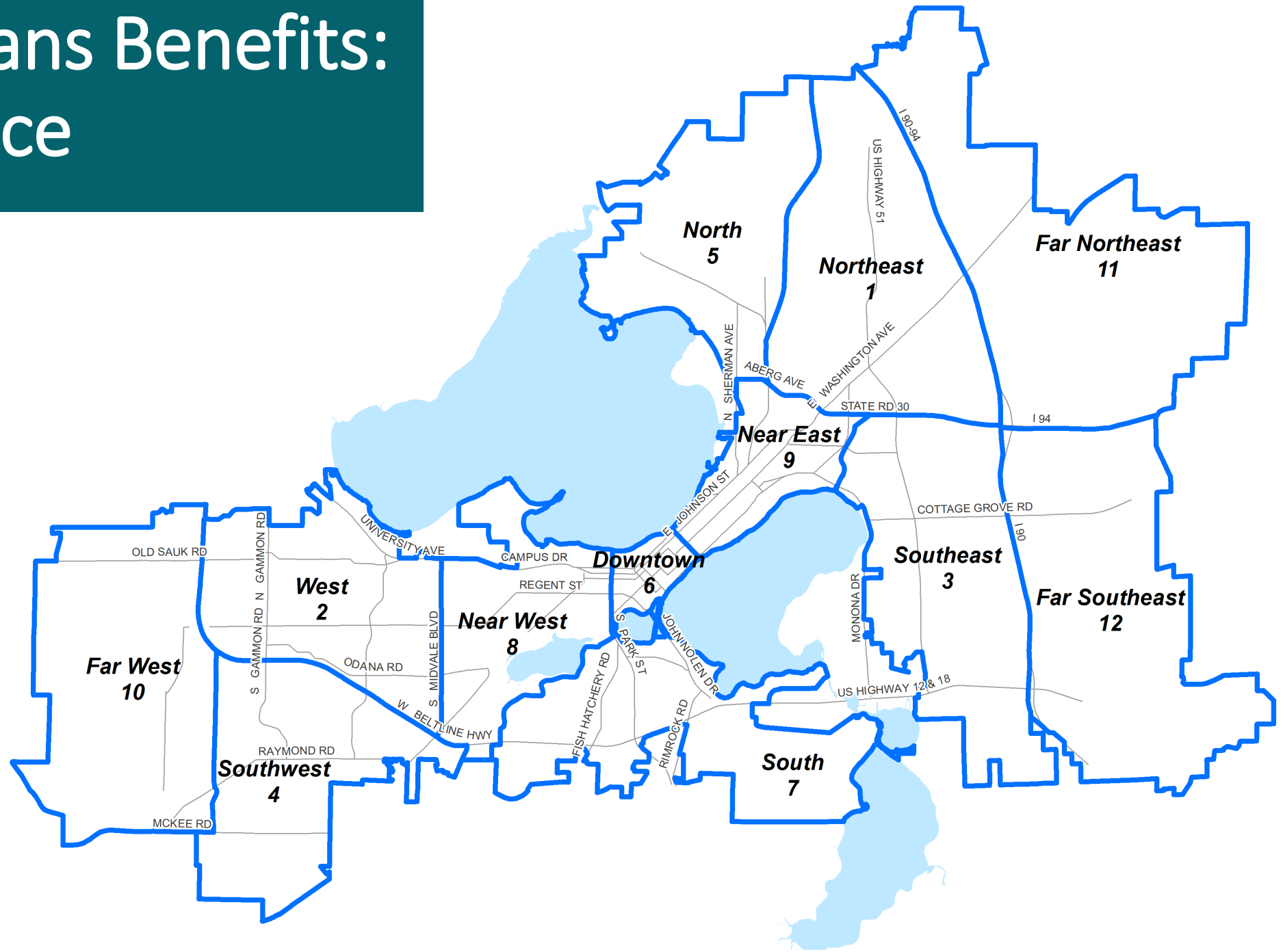
- Overlapping plans
- No sub-area plan coverage
- No policy guidance on:
 - Which areas would undertake a planning process
 - Updating adopted plans
 - Archiving outdated plans



Area Plans Benefits: Coverage

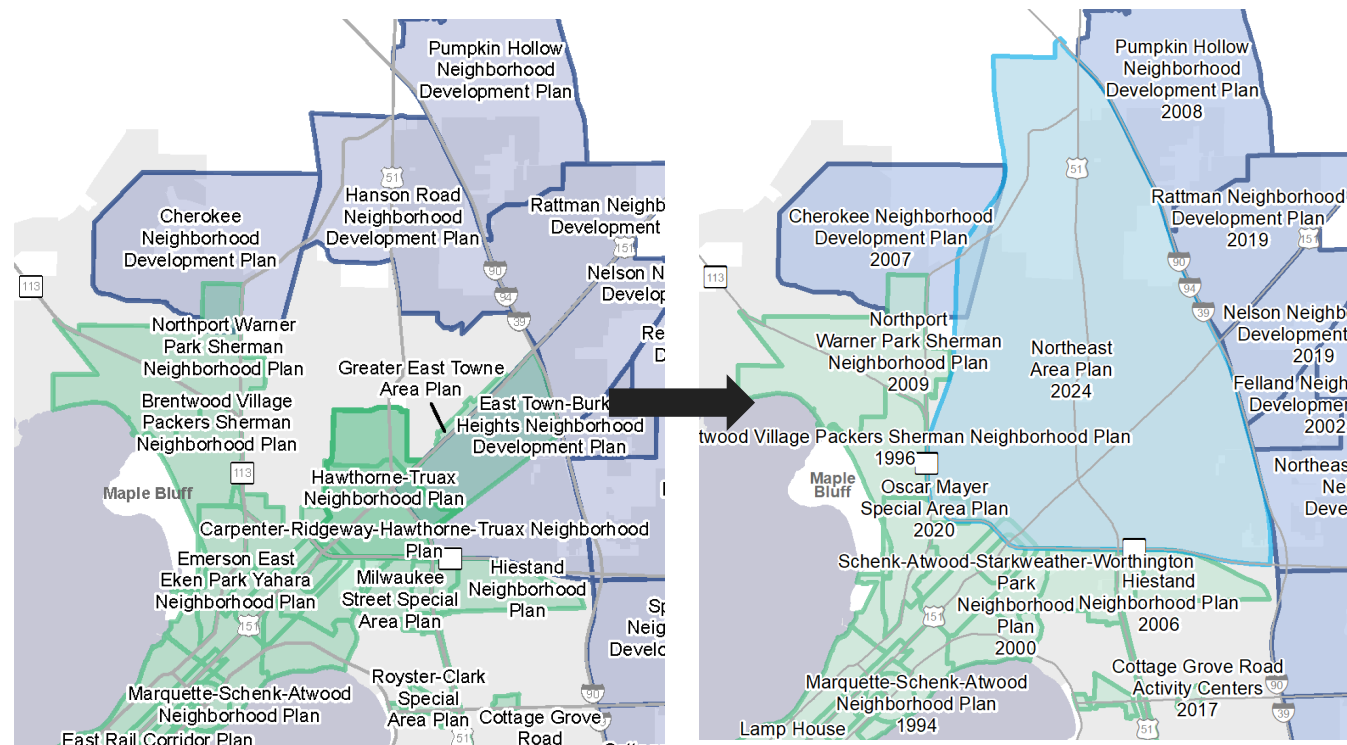
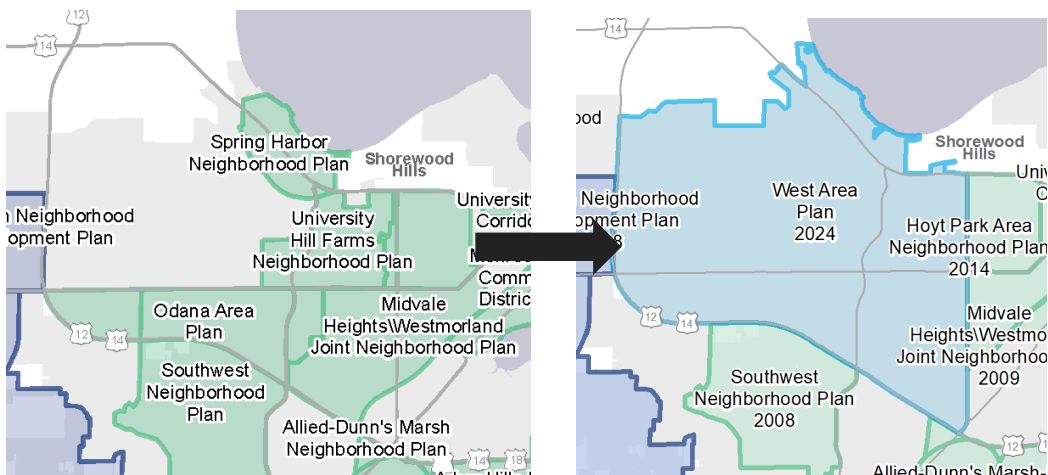


Area Plans Benefits: Sequence



Area Plans Benefits: Updates & Actions

- Area Plan updates
- Clear plan actions



Area Plans Benefits: Consistent Topics

Consistent Topics:

1. Land Use
 2. Transportation
 3. Neighborhoods & Housing
 4. Economy & Opportunity
 5. Culture & Character
 6. Green & Resilient
 7. Effective Government
 8. Health & Safety
- Focus on physical changes: infrastructure, amenities, guiding private development
 - Street network/connection
 - Shared-use path network
 - Building heights
 - Urban design districts
 - Historic resources
 - Park access
 - Etc.

Area Plans: Coordination

- Each area plan has an interagency staff team (IST) that includes staff from Engineering, Parks, Transportation, and many other City agencies
- IST meetings allow coordination of efforts and allow for more topics/projects to be covered through one planning process
- Area plan feedback can inform other City efforts
- Area plan process includes meetings with other jurisdictions – depending on the planning area that may include:
 - Wisconsin Department of Transportation
 - Dane County
 - School District(s)
 - Adjoining municipalities

Area Plans: Timeline

Planning Process and Public Engagement

Phase Zero

Data Gathering and Review

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

Phase One

Issues and Opportunities

- Open house and public meetings (in-person and virtual)
- Community survey
- Focus group meetings
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with City Boards, Commissions, and Committees
- Check-in with adjacent municipalities and school districts

Phase Two

Develop Recommendations

- Outreach to businesses
- Art workshop
- Public meetings (in-person and virtual)
- Focus group meetings
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with City Boards, Commissions, and Committees

Phase Three

Draft Plan Review

- Public meetings (in-person and virtual)
- Focus group meetings
- Public feedback on Draft Plan
- Check-in with adjacent municipalities and school districts
- Small group meetings (PTOs, Neighborhood Associations, etc.)

Phase Four

Adoption and Implementation

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

Area Plans

- All 12 areas already have email lists that will be used whenever the plan starts – to sign up for the ones you’re interested in use the QR code at right, click on the area(s) you’d like to follow, and enter your email in the “Subscribe to Email List” bar

