

WHAT'S THE DIFFERENCE?

Generalized Future  
**Land Use**  
(GFLU) Map

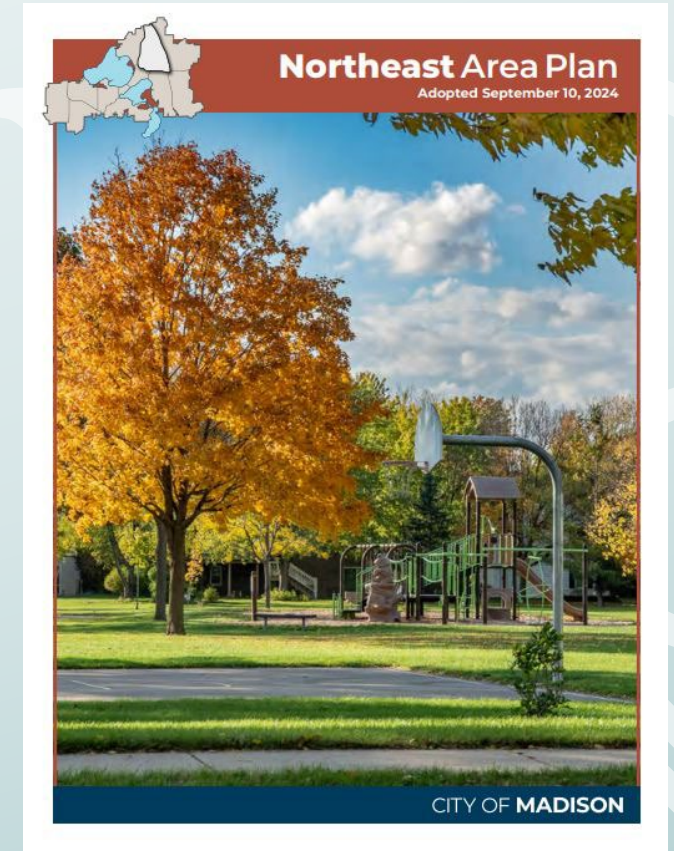
**Zoning**

NOVEMBER 2024

## Land Use Planning

- Where are we going to have housing and jobs in the future, and do we have services to support them?
- Land use planning helps provide a big picture vision for the future, and make cities work better for people.





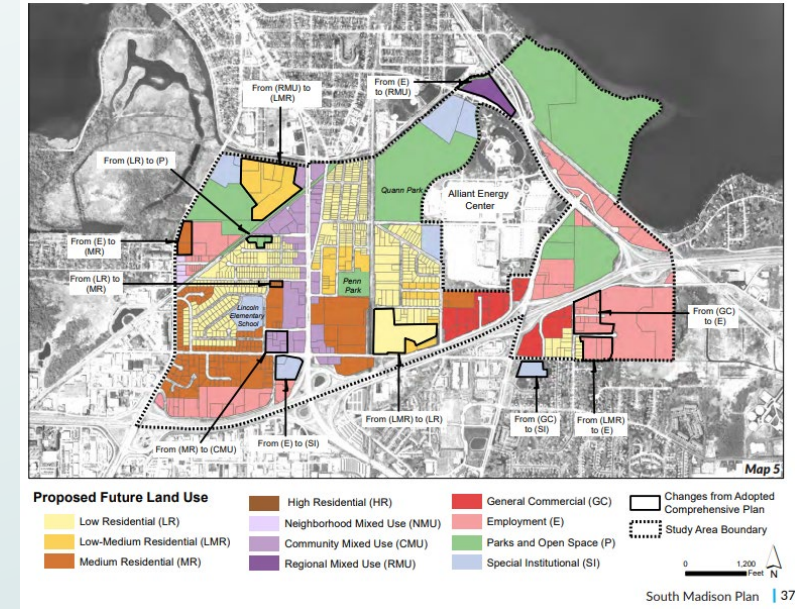


Plans provide a long-term vision and goals for future development.



## Overarching goals for Madison

1. Add more housing
2. More transportation options
3. Locate more housing and jobs along transit lines



GFLU Map from South Madison Plan

## GFLU Map

- Desired future land use patterns
- Physical framework for achieving recommendations in plans

# Land Use Planning

GFLU Map shows desired future land use patterns.

Link to  
GFLU Map



GFLU Map from South Madison Plan

- **Land Use Categories:**  
Broad categories such as residential, mixed-use, commercial, or industrial.
- **Example: Neighborhood Mixed-Use (NMU)**
  - Mix of residential, retail, restaurant, service and civic uses that serve nearby residents
  - 2 to 4 stories

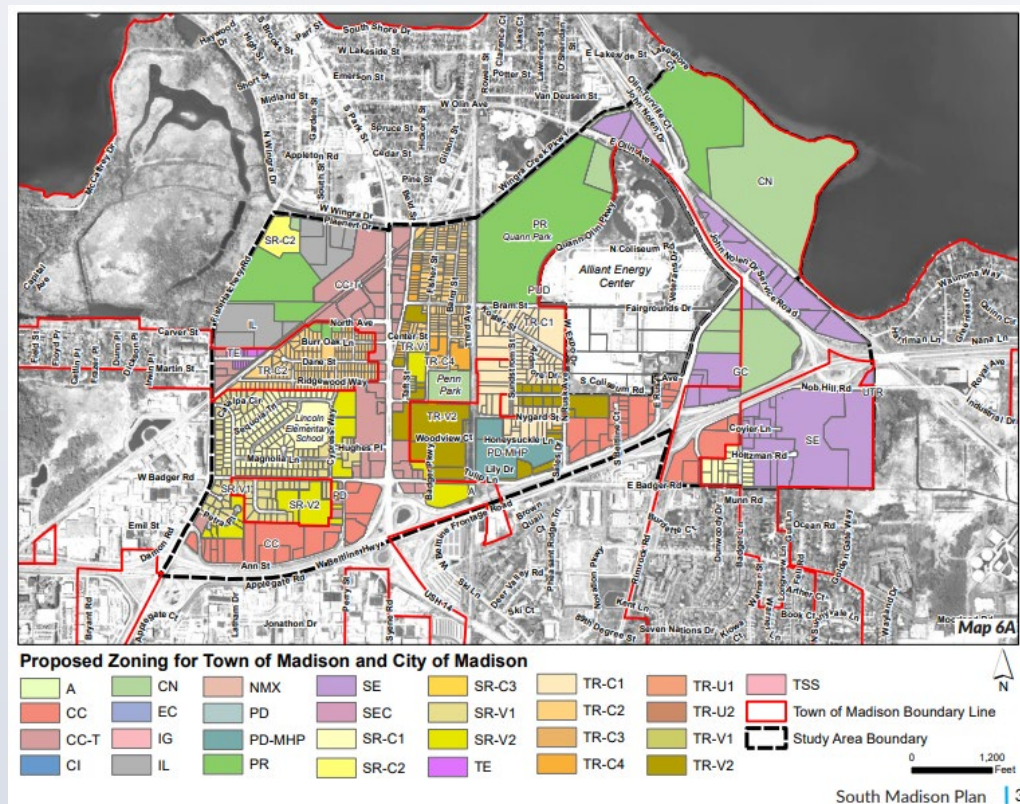


# Zoning

Link to  
Zoning Map



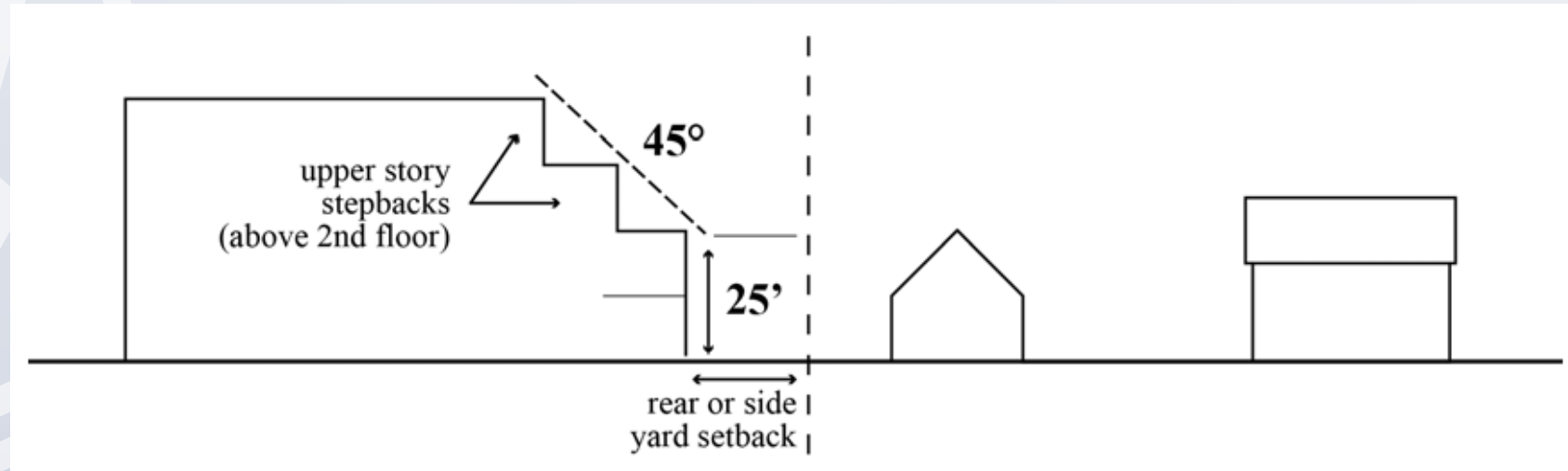
- Zoning indicates how a property can be used and developed.
  - **Zoning Map:** Assigns a zoning district to each property.
  - **Zoning Text:** Regulates how a property can be used and developed (building height and placement).



Zoning Map from South Madison Plan

# Zoning

- Zoning indicates how a property can be used and developed.
  1. Specific uses
  2. Physical characteristics of buildings (height, distance from the street)
  3. Site design (parking, landscaping)



## GFLU Map

- Long-term vision for future development
- Plans are a guide



## Zoning

- Specific rules for what can be developed
- Zoning ordinance is law





## GFLU Map

- Long-term vision for future development
  - Broad brush strokes



## Zoning

- Specific rules for what can be developed
  - Detailed sketch



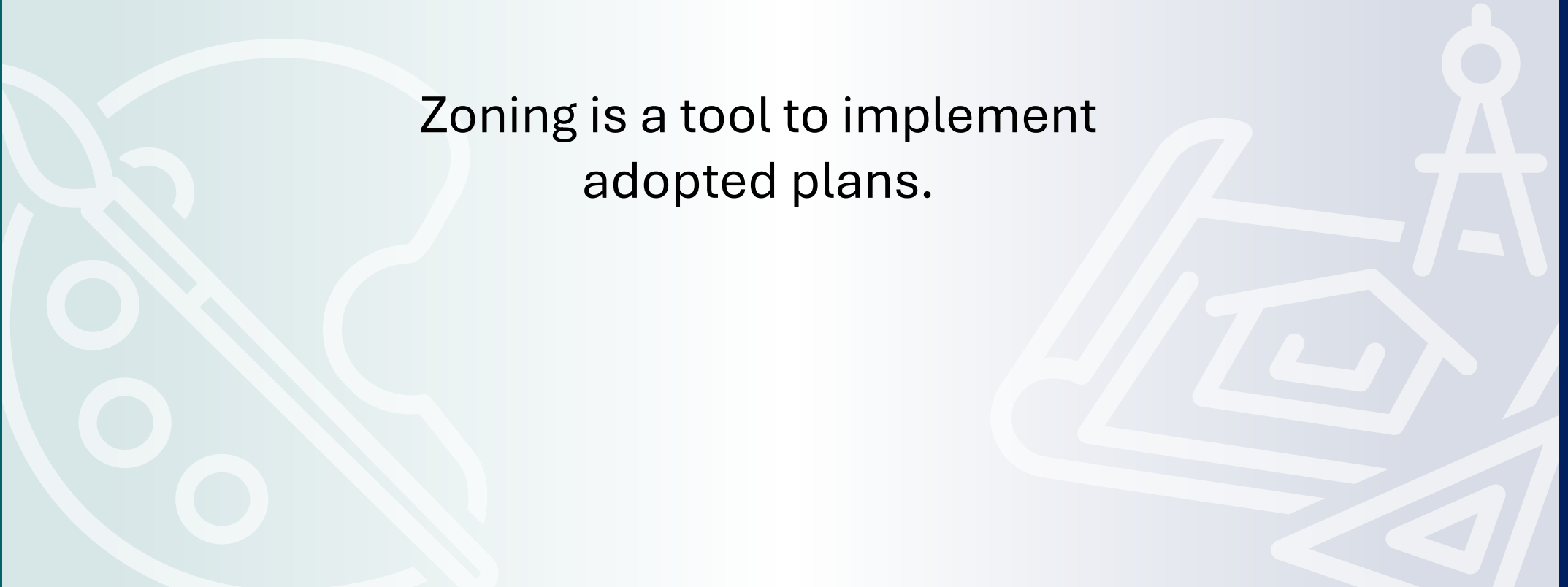
## GFLU Map

- The GFLU Map tells us what the zoning and development pattern could be in the future.

## Zoning

- Zoning tells us how a property can be used and developed today.

Zoning is a tool to implement adopted plans.



# Land use categories and zoning districts are not 1-to-1

Example:

Land Use Category	Possible Zoning Districts
NMU (Neighborhood Mixed-Use)	LMX (Limited Mixed-Use) NMX (Neighborhood Mixed-Use) TSS (Traditional Shopping Street)



Changing the GFLU Map  
does not change the zoning  
for a property.

Changing the GFLU Map  
and zoning district does not  
force a property to develop.



## GFLU Does Not

1. Force a property to develop
2. Require property to be owner- or renter-occupied
3. Set the rent or require affordability

## Zoning Does Not

1. Force a property to develop
2. Require property to be owner- or renter-occupied
3. Set the rent or require affordability
  - Building owners can choose to have affordable rent to get additional building height in the Downtown



City of Madison

## Planning Division

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