

OUR CITY OF MADISON



Planning Division Introduction

Meagan Tuttle, Director

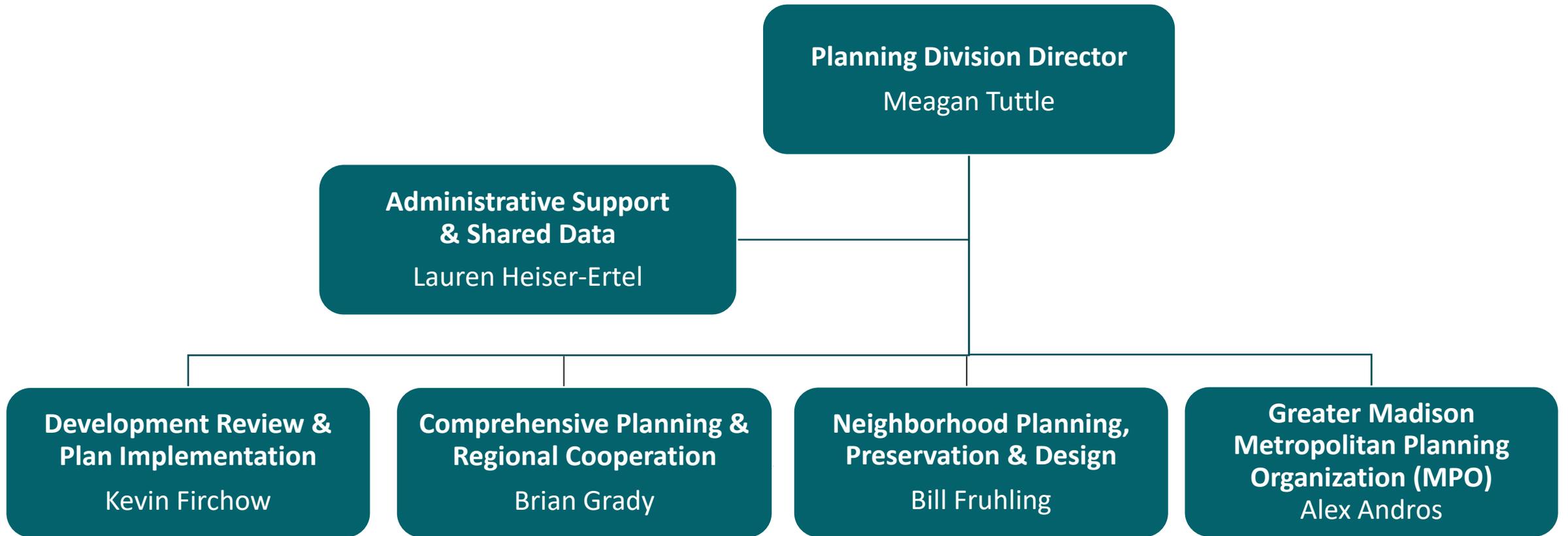
Our Agency's Vision and Mission

Our Madison: Inclusive, Innovative, & Thriving

Planning Division Mission

Develop and recommend urban development policies, improve the quality of downtown and existing neighborhoods, and plan for new neighborhoods and peripheral growth management.

Structure



Structure – DRPI Section



Development Review & Plan Implementation

Kevin Firchow, Principal Planner

- Review & make recommendations on development proposals
- Staff Plan Commission & Urban Design Commission
- Support Alders with questions about development in your district

Planner 4

Tim Parks

Planner 3

Colin Punt
Jessica Vaughan
Chris Wells

Planner 2

Lisa McNabola

Admin Clerk 1

Julie Cleveland

Structure – CPRC Section



Comprehensive Planning & Regional Cooperation

Brian Grady, Principal Planner

- Maintain Imagine Madison Comprehensive Plan, other long-range plans
- Intergovernmental Agreements
- Data & Mapping Services

Planner 3

Jeff Greger
Ben Zellers

Planner 2

Kirstie Laatsch
Urvashi Martin

Planner 1

Breana Collins

GIS Specialist

Curt Cronister
Vacant

Structure – NPPD Section



**Neighborhood Planning,
Preservation & Design**
Bill Fruhling, Principal Planner

- Area Planning
- Public art, historic preservation, and neighborhood grant programs
- Staff Landmarks Commission and Madison Arts Commission

Planner 4

Rebecca Cnare
Linda Horvath

**Arts & Culture
Administrator**

Karin Wolf

Planner 3

Heather Bailey
Dan McAuliffe
Angela Puerta

Planner 2

Meri Rose Ekberg

Admin Clerk

Analisa Follensbee

Structure – MPO



Greater Madison Metropolitan Planning Organization (MPO)

Alex Andros, Transportation
Planning Manager

- Regional policy board with representatives from many communities in greater Madison area, largely federally funded
- Regional and multi-modal transportation planning

Planner 3

Zia Brucaya

Planner 2

Bill Holloway
Ben Lyman
David Kanning
Prasad Packirisamay

GIS Specialist

Dan Seidensticker

Marketing & Communication Specialist

Kayla Haas

Clerk Typist

Sherry BonDurant

Services

The Planning Division is comprised of four Sections covering eight Service Areas:

Admin

Support for the Arts

Plan Creation

Data & Mapping

**Plan Implementation
& Design**

Community Connections

Development Review

**Transportation Planning
(MPO)**

Key Staff



Kevin Firchow



Brian Grady



Bill Fruhling

Common Citywide Collaborations

Staff in Planning most often collaborate with these agencies across TeamCity:

Agency	Topic(s)
Building Inspection	Zoning, Development Review
Community Development	Affordable Housing, Community Development Block Grant (CDBG) Planning
Economic Development	City-initiated development, Tax increment Financing (TIF)
Engineering, Parks, Transportation	Comprehensive & Subarea Planning, Development Review, Public Art
City Attorney's Office	Zoning & Subdivision Ordinances, Intergovernmental Agreements

Boards, Committees, Commissions

Our agency staffs the following Boards, Committees and Commissions:

Board, Committee, Commission	Key Staff
Plan Commission	Meagan Tuttle, Kevin Firchow
Urban Design Commission	Jessica Vaughn
Landmarks Commission	Heather Bailey
Madison Arts Commission	Karin Wolf
Downtown Coordinating Committee*	Dan McAuliffe
Joint Campus Area Committee	Ben Zellers
Greater Madison MPO Policy Board	Alex Andros, Bill Holloway

**Per Leg ID 87044 of March 2025, this Committee will sunset in April 2026.*

Our Agency's Key Links

- **Division Website**

- [Map of Current Development Proposals](#) under review & staff contact
- [Map of Adopted Plans in your district](#), and links to current and past plans

- **Key Report(s):**

- City of Madison Comprehensive Plan (2023) & Progress Update (2025)
- Planning Division Annual Report (2024)

- **Wisconsin State Statutes**

- 62.23 – City Planning & 66.1001 – Comprehensive Planning

- **Madison General Ordinances**

- MGO Ch. 16 (General Planning) & MGO Ch. 28 (Zoning Code)
- Elements of MGO Ch. 33 (Boards, Committees, & Commissions)

Our Agency's Acronyms

Common acronyms used by our agency include:

CU

- Conditional Use

PD

- Planned Development

CSM

- Certified Survey Map

Our Agency's Acronyms

Common acronyms used by our agency include:

DAT

- Development Assistance Team

UDD

- Urban Design District

MPO

- (Greater Madison) Metropolitan Planning Organization

OUR CITY OF MADISON



Let's Connect!

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CITY OF MADISON