



Planning Division

Planning 101 – Overview of Plans - Spring 2023

Bill Fruhling, Principal Planner

Comprehensive Plan



Comprehensive Plan



LAND USE AND TRANSPORTATION

Compact Land Use | Efficient Transportation



NEIGHBORHOODS AND HOUSING

Complete Neighborhoods | Housing Access



ECONOMY AND OPPORTUNITY

Growing Economy | Equitable Education and Advancement



CULTURE AND CHARACTER

Cultural Vibrancy | Unique Character



GREEN AND RESILIENT

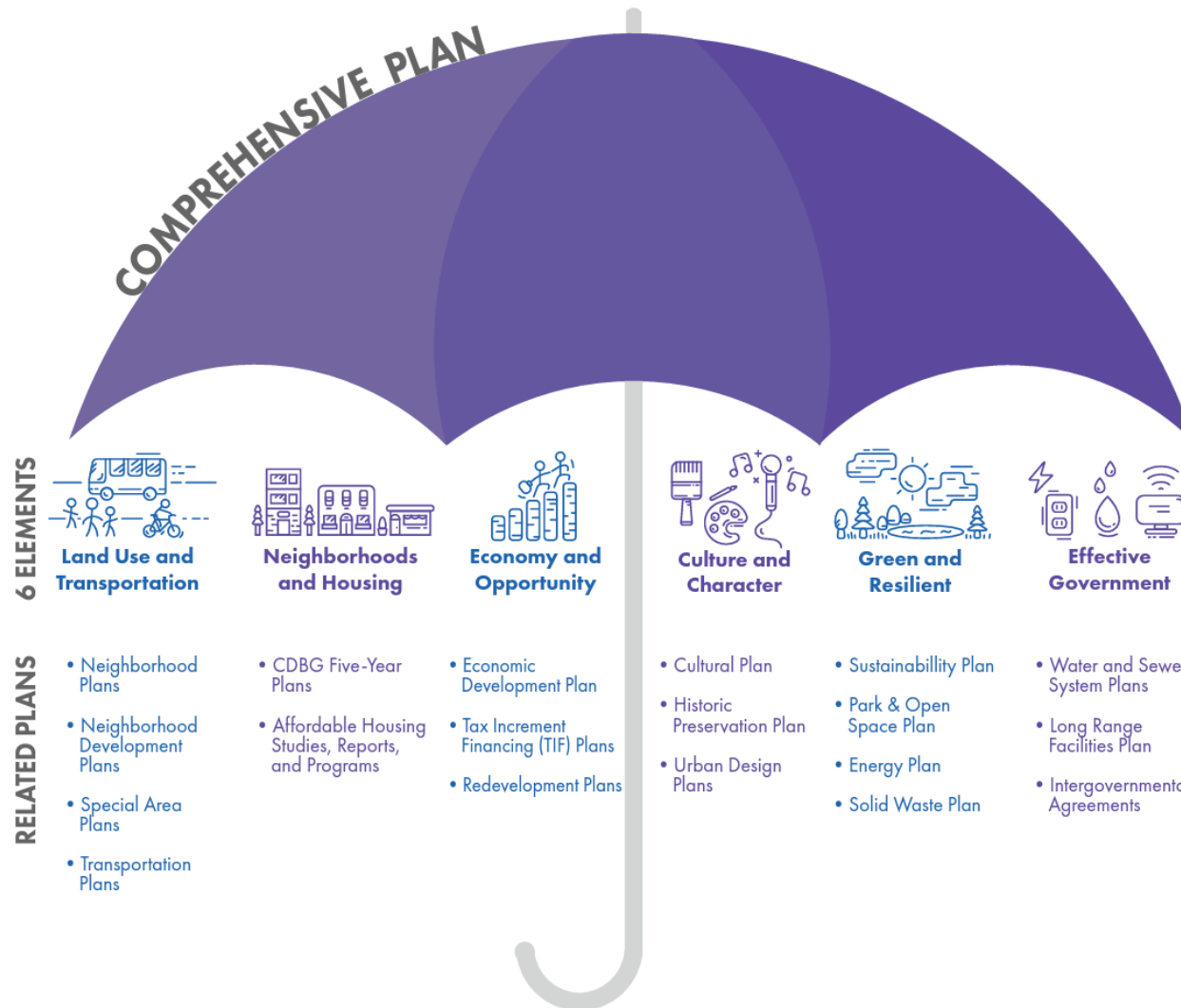
Natural Resources | Parks and Recreation



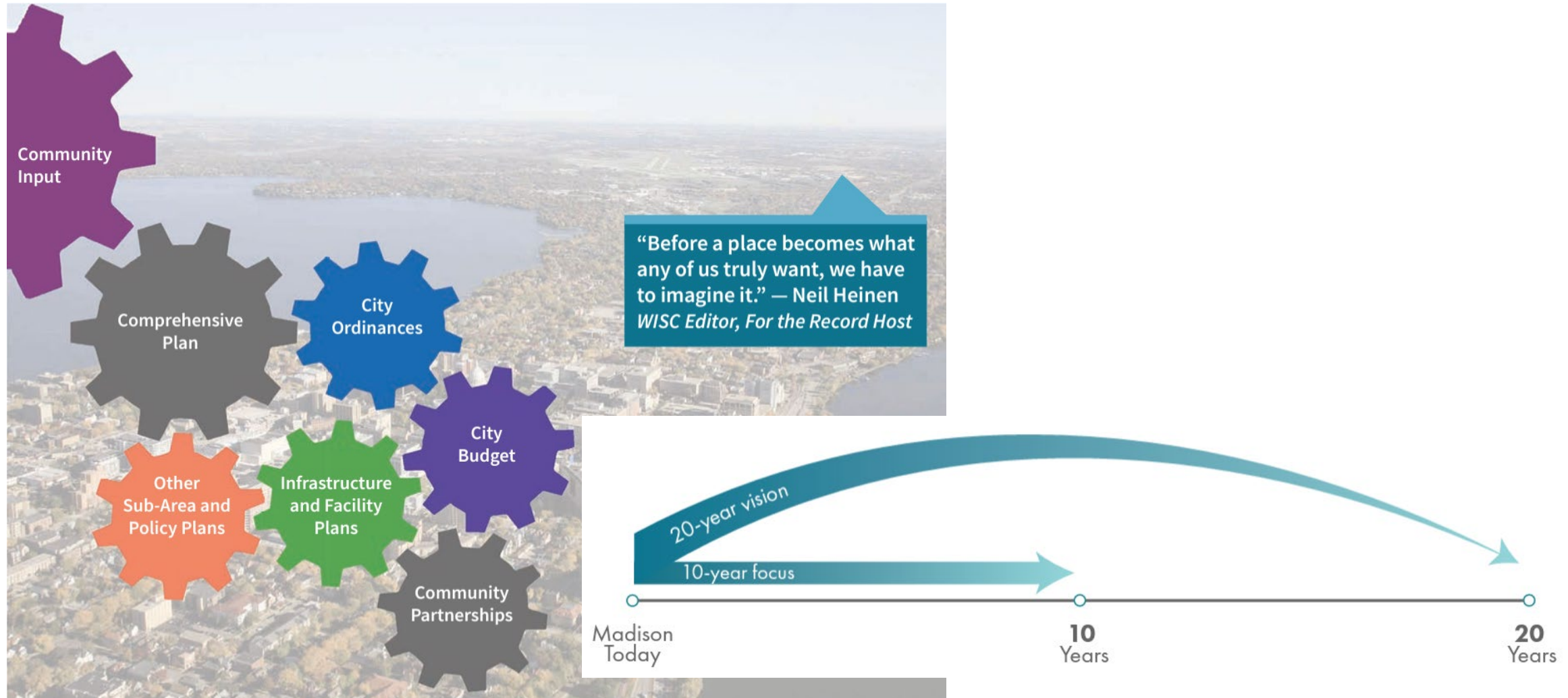
EFFECTIVE GOVERNMENT

Efficient Services | Community Facilities | Regional Cooperation

Comprehensive Plan



Why Plans Matter



Planning Process



Planning Process

Phase 1: Issues, Opportunities and Values

Key Issues and Redevelopment Objectives



Public Input on Issues and objectives



Report back to public what planning staff has heard



Phase 2: Draft Concepts and Recommendations

Evaluate land use, transportation and other changes to address identified neighborhood objectives



Public Input on concepts and recommendations



Draft plan text



Phase 3: Projects, Draft Review and Adoption

Community prioritizes projects for implementation with federal grant funds



Draft plan is finalized after public review



Plan review and adoption process



Implementation

Housing Strategies	Actions	Lead Agency & Partners	Cost Estimate	Timeframe	
Strategy 3 Increase housing choice.	A	Increase owner-occupied missing middle housing through prioritization in City RFPs and partnerships with financial institutions to ensure financing is available.	CDD, EDD, community partners	\$\$\$\$	1 to 2 years
	B	Support the development of more housing units for older adults that are affordable in the area so that they can continue to live in South Madison.	CDD, EDD, community partners	\$\$\$\$	3 to 5 years
	C	Use the City's land banking program to acquire property and develop more single family and owner-occupied missing middle housing, following criteria outlined in the land banking policy.	EDD, CDD, community partners	\$\$\$\$\$	3 to 5 years
	D	Work with partners to create a home sharing program, which matches individuals with older adults, allowing them to afford to stay in their homes.	community partners	\$\$	1 to 2 years
Strategy 4 Continue to partner with and support the network of non-profits and other organizations addressing housing issues.	A	Continue to work with and provide technical support to non-profits to increase the supply of affordable housing and community wealth building.	CDD, community partners	\$	In progress
	B	In future RFPs, prioritize support for organizations partnering to further incentivize owner-occupied missing middle housing.	CDD, EDD, community partners	\$	1 to 2 years
	C	Support the establishment of a Community Development Corporation to bridge partnerships, address housing affordability, and further support community wealth building.	community partners	\$\$\$	3 to 5 years

Implementation - Budget

Alignment with Strategic Plans and Citywide Priorities

Citywide Element

Culture and Character

Strategy

Integrate public art throughout the city.

Describe how this project/program advances the Citywide Element

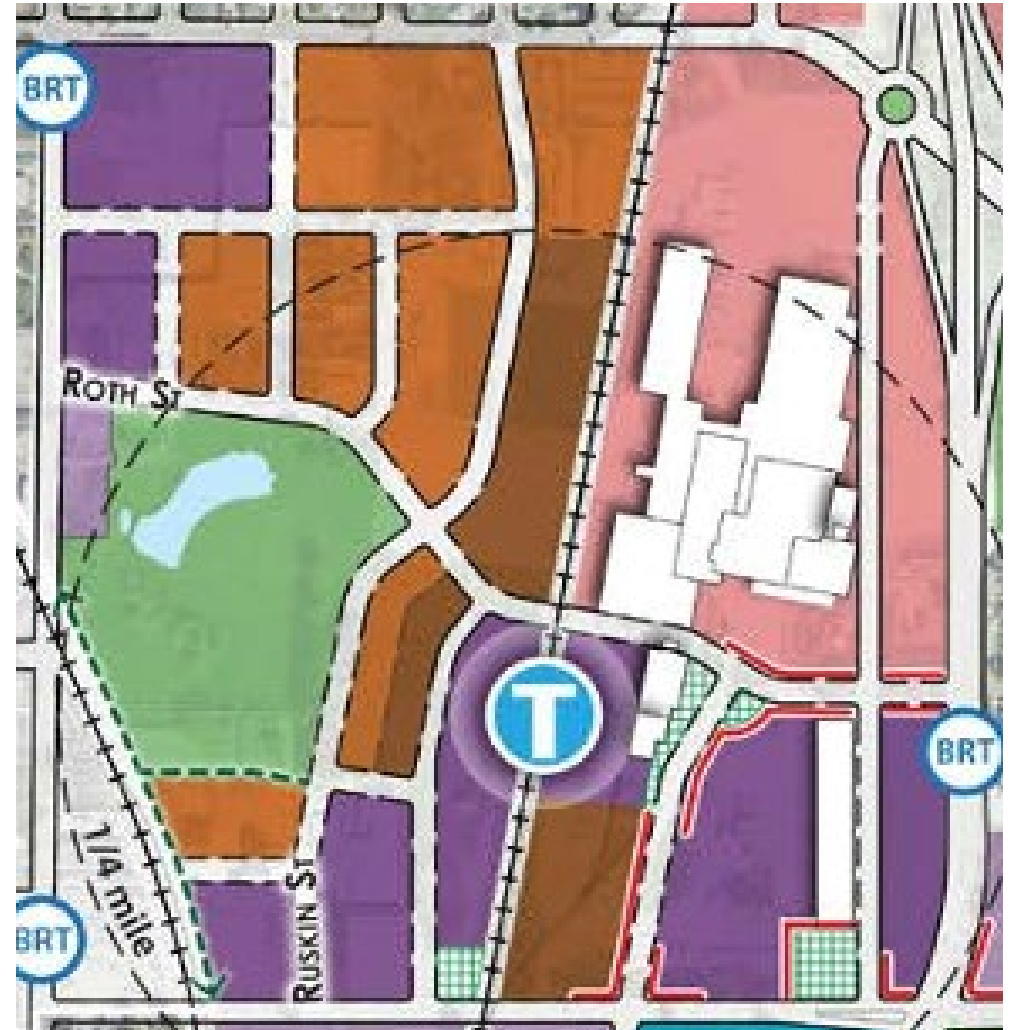
The Municipal Art Fund is the primary funding source for a wide variety of public art installations across the city. Staff work with community members toward equitable distribution of civic art (public art involving resident engagement) throughout the city, while also expanding opportunities for local artists of color.

Does this project/program advance goals in a Citywide agenda or strategic plan other than Imagine Madison (e.g. Climate Forward, Housing Forward, Metro Forward, Vision Zero)?

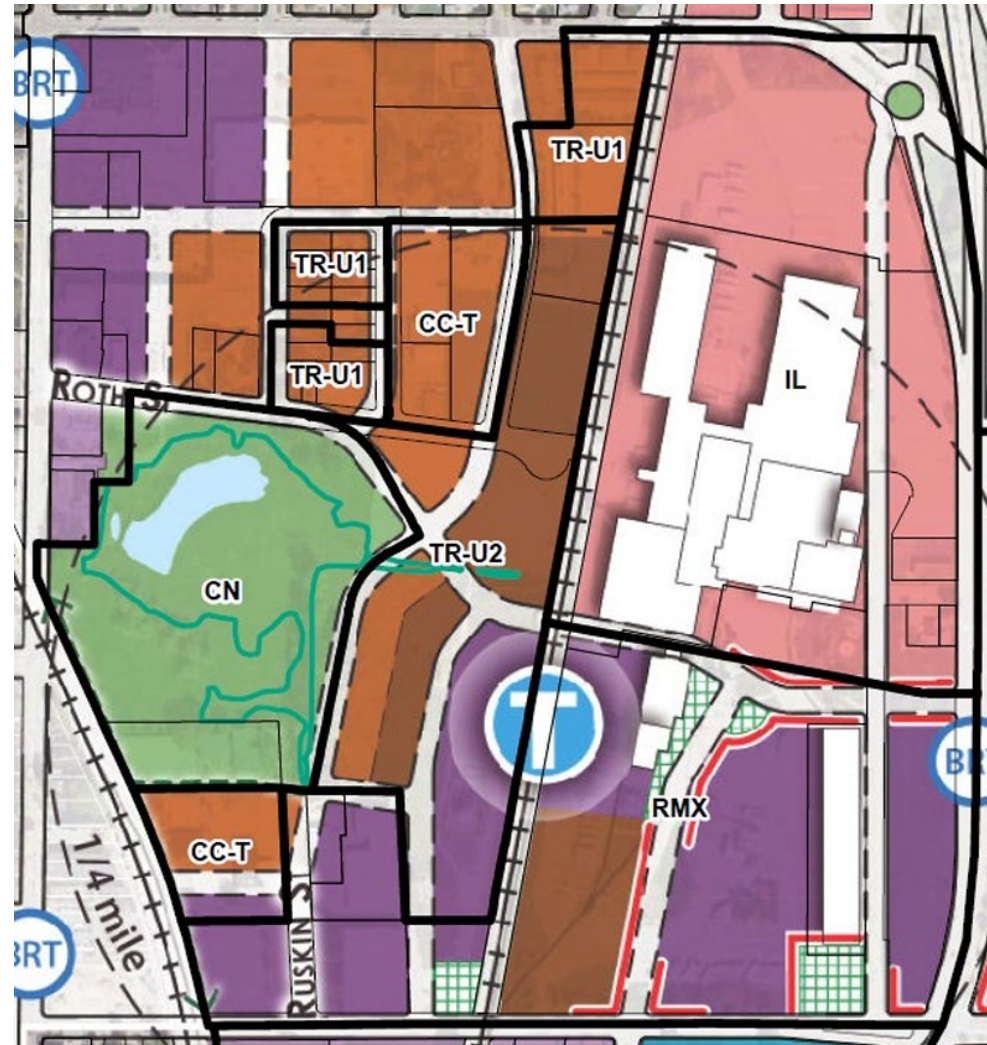
No

If yes, specify which plan(s) the project/program would advance and describe how the project/program will help the City meet its strategic goals.

Implementation – Case Study



Implementation - Zoning



Implementation – Other Actions



2023 Neighborhood Grant Program



SOUTHWEST MADISON ACTION COALITION IN PARTNERSHIP WITH UW EXTENSION DANE COUNTY PRESENTS:

Love Your Neighborhood: Reinvigorating Southwest Madison

A 6 part leadership series aimed at reenergizing Southwest Madison neighborhoods. We will be focusing on issues such as community organizing, community engagement and connection, housing, and community wellness. Pre-registration required.

First session:
July 9, 2022, 11:30-1:30pm

2022 Southwest Madison Action Coalition - Reinvigorating Southwest Madison



2021 Junction Ridge Park Patio



2020 Ujamaa Business Association Capacity Building

What the Program is

The Neighborhood Grant Program of the City of Madison Planning Division helps neighborhoods beautify gateways, create public gathering places, or build organizational capacity and leadership skills. The grant program provides funding but neighbors' ideas, determination and pride are behind the most successful projects. In 2023, the City expects to award \$25,000 in grants.

Who We Fund

- Small groups of 5 or more residents or newly forming organizations tied to a neighborhood area
- Neighborhood associations and planning councils
- Non-profits and centers of worship that serve a defined, geographic area
- Business associations and organizations engaged in community building and/or civic engagement activities

What We Fund

Community Enhancement or Neighborhood Leadership and Capacity Building Projects that:

- Engage new and diverse communities
- Create and build community
- Increase community and neighborhood impact on public decisions and community life
- Are ready to begin within 1-3 months from award date
- Are free and open to the public

4. Consistency with City Policies and Adopted Plans 0-15 PTS

High Score

- The project implements, or is a step in implementing, one or more recommendations of an adopted neighborhood plan.
- The project is clearly consistent with City policies.

Mid-Range Score

- The project is consistent with an adopted neighborhood plan, but may not specifically be listed as a recommendation.
- The project area is not covered by an adopted neighborhood plan, but is consistent with other city plans, or City policies.

- The project is generally consistent with City policies.

Low Score

- The project is not part of an adopted plan and is not consistent with City plans and policies.



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