

# OUR CITY OF MADISON



## Planning Division Introduction

Heather Stouder, Director

# Vision and Mission

Inclusive – Innovative – Thriving



CITY OF MADISON

# Our Agency's Vision and Mission

## Vision

- *Our Madison: Inclusive, Innovative, & Thriving*

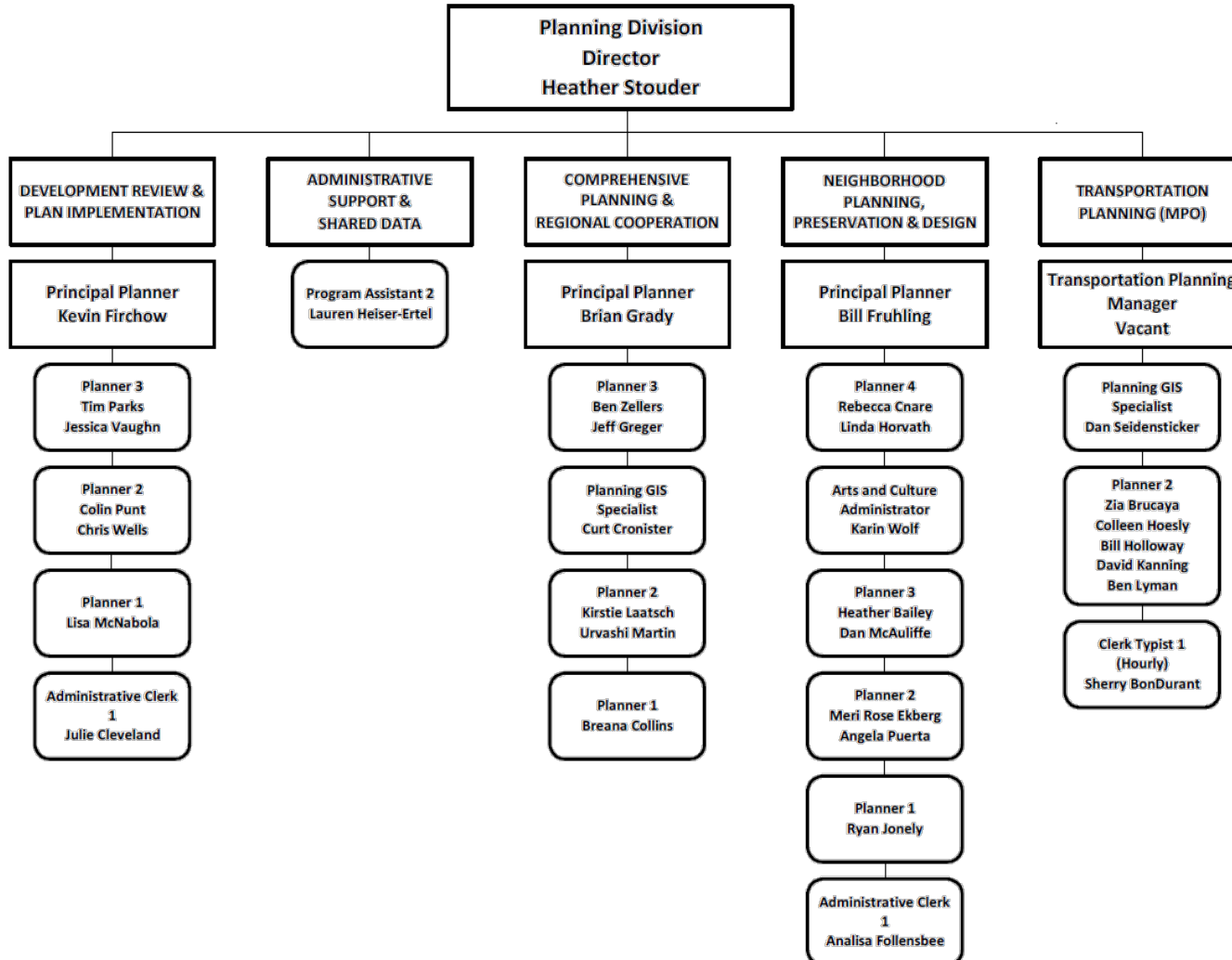
## Mission

- *To provide the highest quality service for the common good of our residents and visitors.*

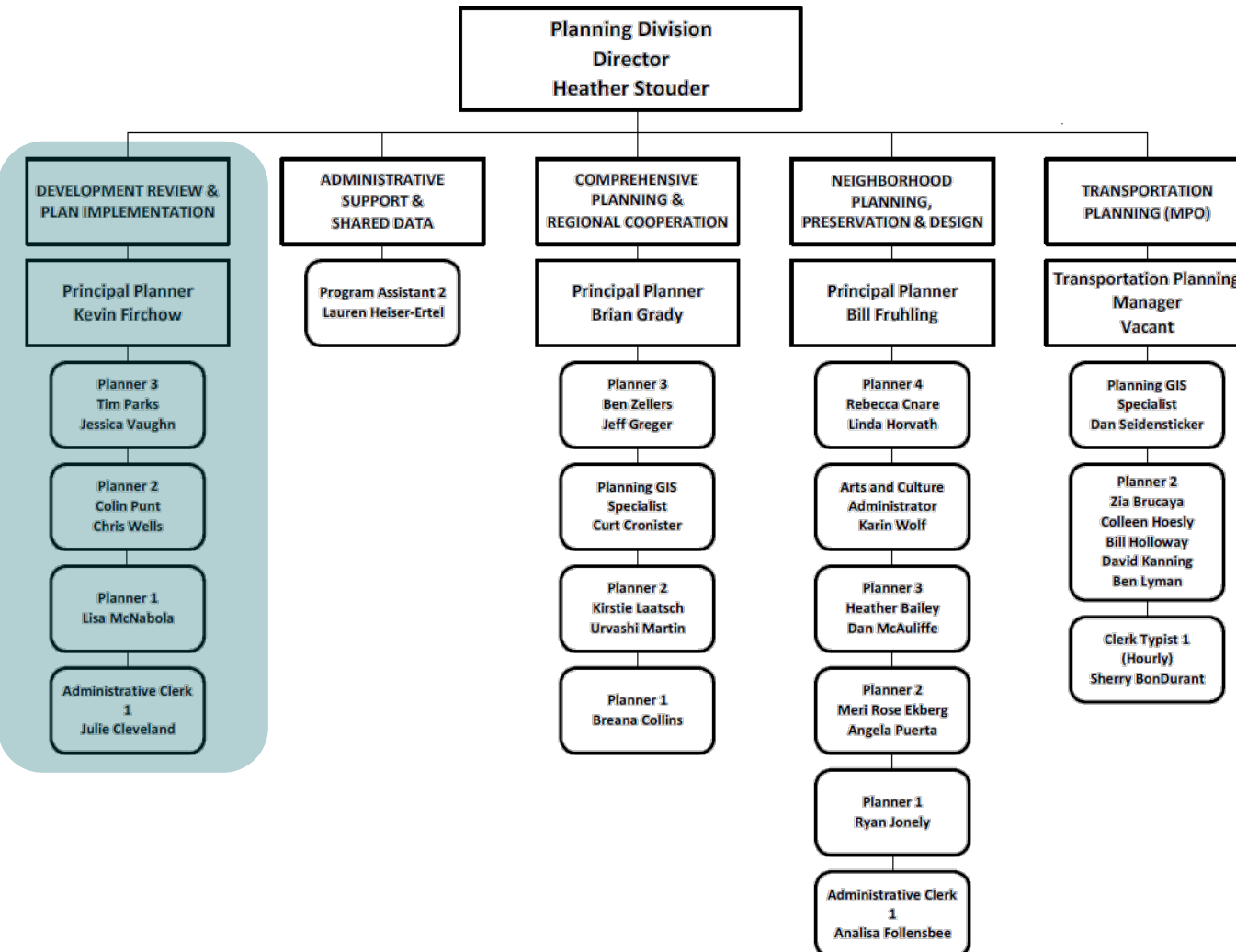
# Structure, Services, and Staff



# Structure



# Structure



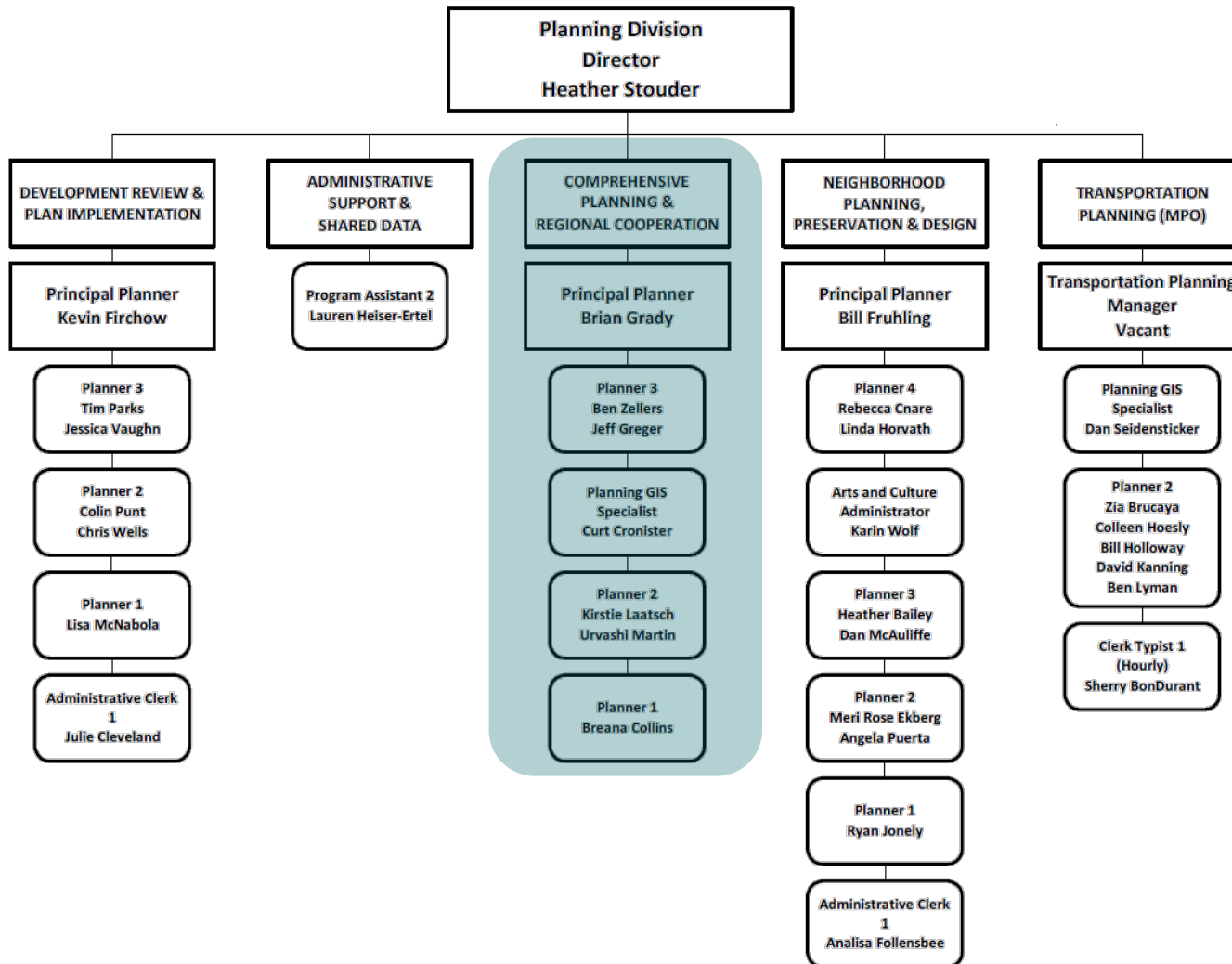
## Development Review & Plan Implementation



Principal Planner Kevin Firchow



# Structure

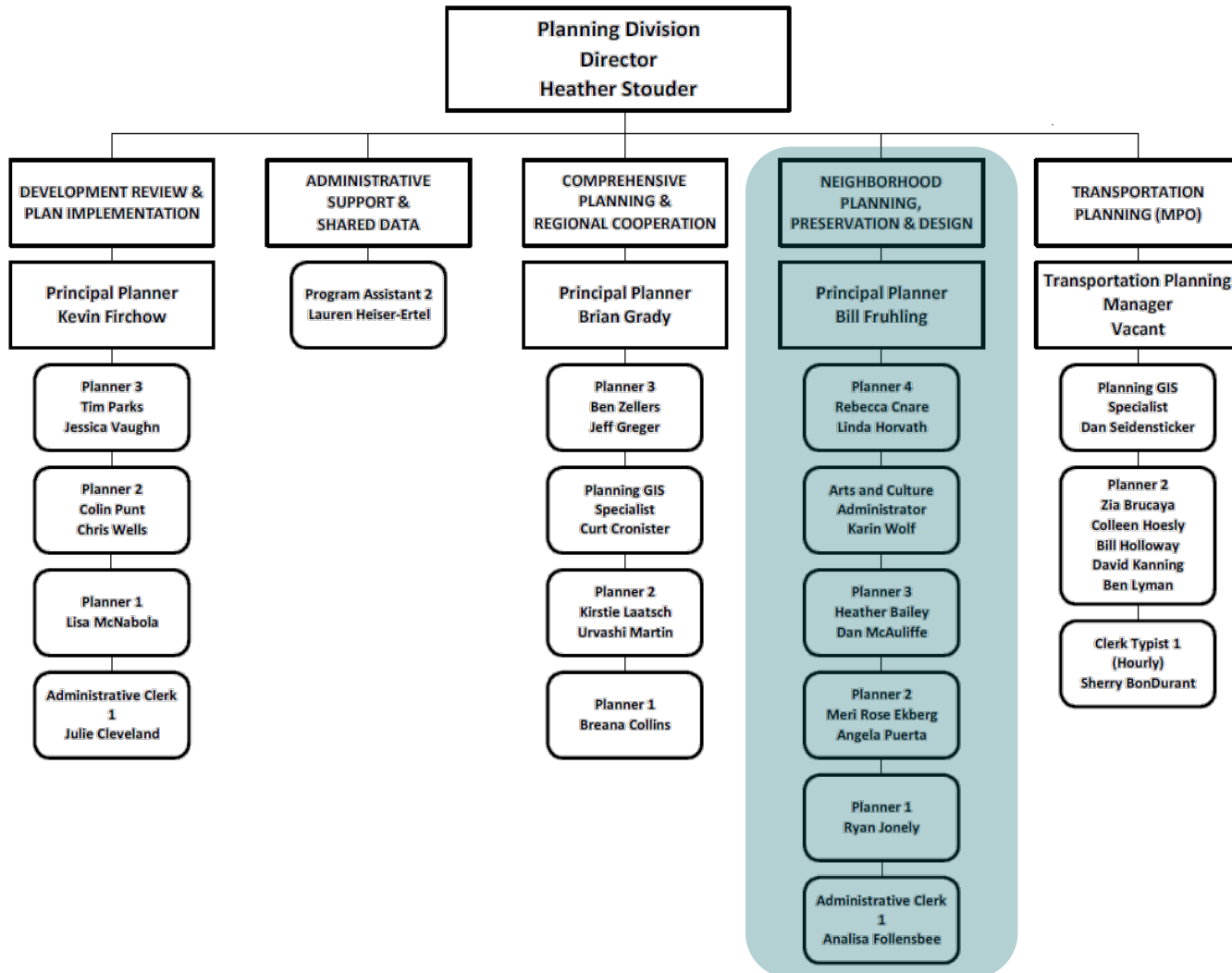


## Comprehensive Planning & Regional Cooperation



Principal Planner Brian Grady

# Structure



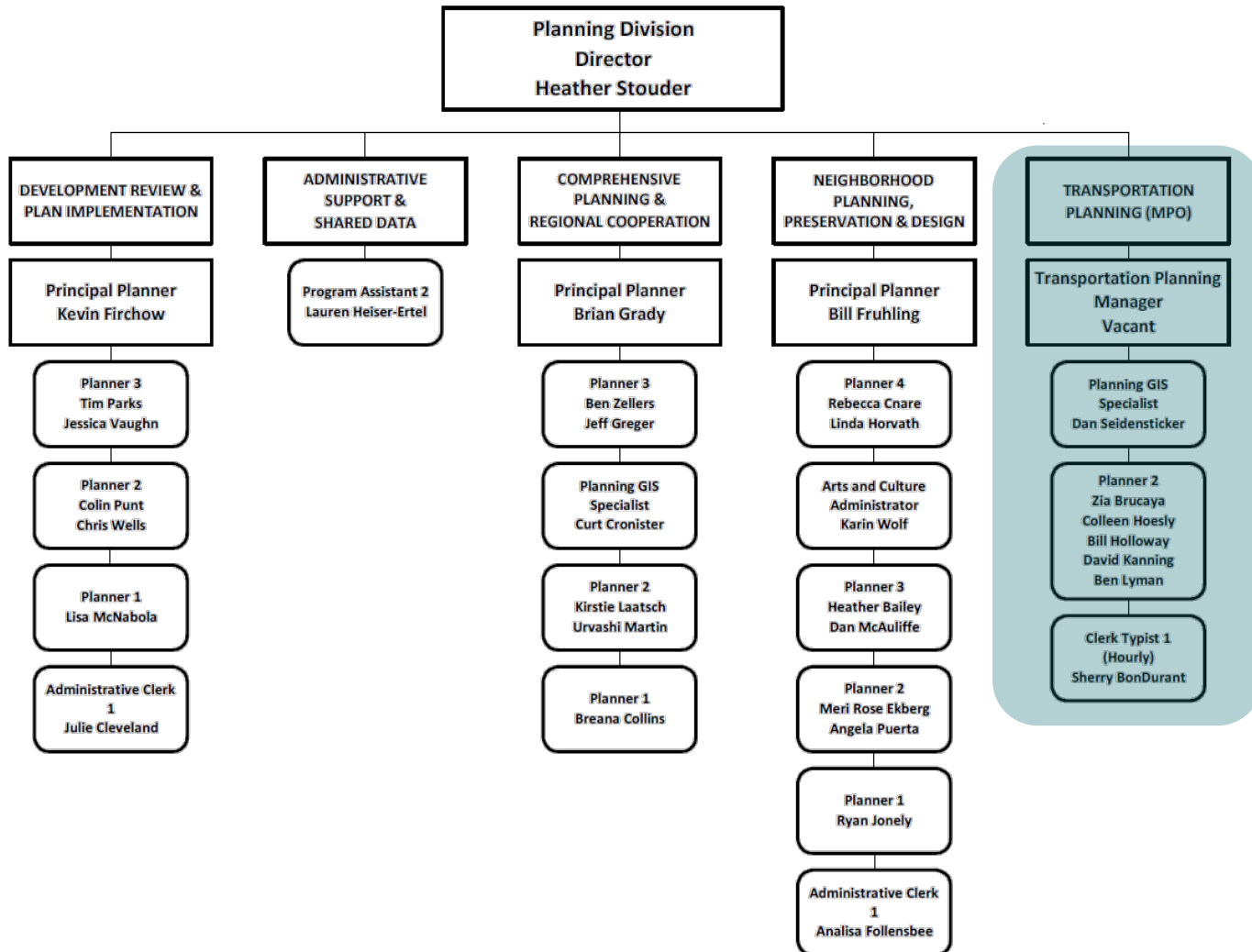
## Neighborhood Planning, Preservation, & Design



Principal Planner Bill Fruhling



# Structure



## Greater Madison Metropolitan Planning Organization (MPO)

*\*New Manager Starting Soon\**

# Services

- *Comprehensive Planning & Development Review*
  - *Long-range land use planning*
  - *Intergovernmental coordination*
  - *Data & mapping*
  - *Review and recommendations on (re)development proposals*
- *Neighborhood Planning, Preservation, & Design*
  - *Historic Preservation*
  - *Public Art*
  - *Community Development Block Grant (CDBG) Planning*
  - *Design support for public projects*
  - *Neighborhood Grants & other support*
- *Metropolitan Planning Organization*
  - *Regional Transportation Planning & Programming*

# Key Staff

*Kevin Firchow*



*Brian Grady*



*Bill Fruhling*



# Common Citywide Collaborations

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# Common Citywide Collaborations

Staff in our agency most often collaborate with these agencies across TeamCity:

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

# Boards, Committees, Commissions

Our agency staffs the following Boards, Committees and Commissions:

| Board, Committee, Commission     | Key Staff                      |
|----------------------------------|--------------------------------|
| Plan Commission                  | Heather Stouder, 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 | Colleen Hoesly                 |



# Agency Resources

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# Our Agency's Key Links

- Agency Website(s): <https://www.cityofmadison.com/dpced/planning/>
- Key Report(s): City of Madison Comprehensive Plan (2018)
- [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)
- [Council Resolutions](#)
  - New Planning Framework (Leg. ID 71147, August 2022)

# Our Agency's Acronyms

Common acronyms used by our agency include:

**DAT**

- Development Assistance Team

**MPO**

- (Greater Madison) Metropolitan Planning Organization

**UDD**

- Urban Design District

# OUR CITY OF MADISON



## Let's Connect!

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