



# Planning Division

Comprehensive Plan & Annual Comprehensive Plan  
Progress Update

Kirstie Laatsch, Urban Planner

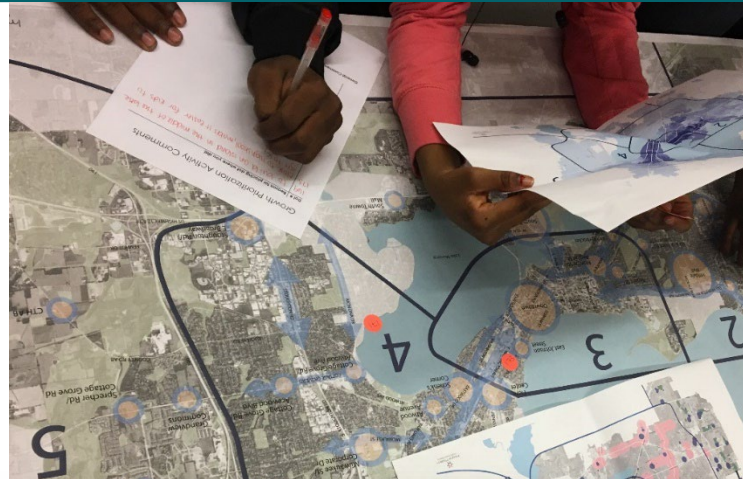
# Imagine Madison Comprehensive Plan

- Adopted in 2018
- Shaped by community feedback
  - Over 15,000 interactions
  - Historically underrepresented groups



# Public Engagement

- Adopted in 2018
- Shaped by community feedback
  - Over 15,000 interactions
  - Historically underrepresented groups

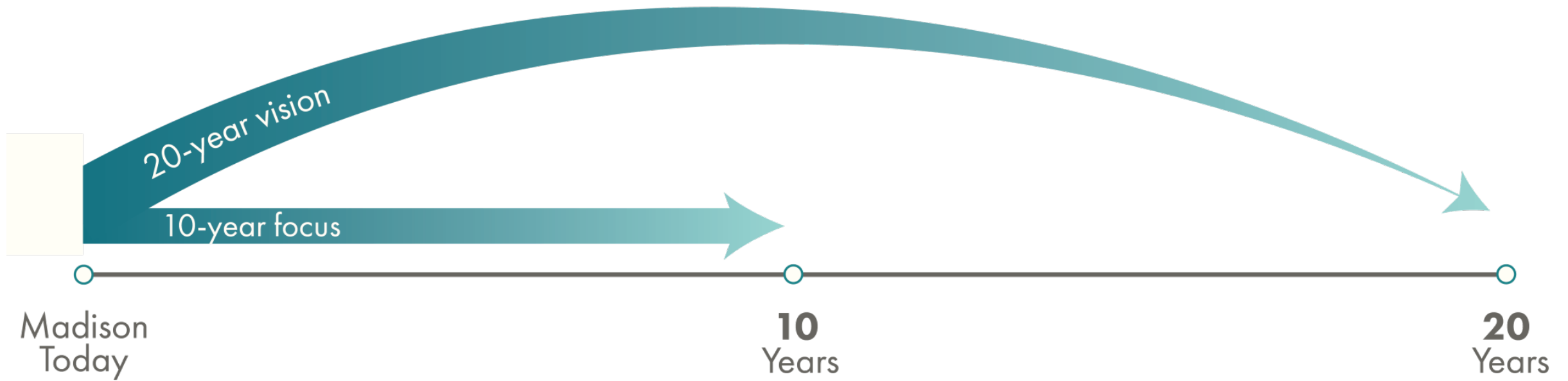


# What is the Comprehensive Plan?

- Organized by 7 Elements of a Great City
- Guides decision-making and investment
  - Work planning, budget requests
- Guides private sector development
  - Generalized Future Land Use Map



# 20-Year Vision, 10-Year Focus



# What is the Comprehensive Plan?

- Guides private sector development
  - Generalized Future Land Use Map
- Guides decision-making and investment
  - Work planning, budget requests



# Guiding Lenses



**Equity**



**Sustainability**



**Health**



**Adaptability**

# Plan Structure

- **7 Elements**  
Major topic areas
- **14 Goals**  
Statements of what we want to achieve over the long-term within each Element
- **59 Strategies**  
General approaches to achieve the Goals
- **209 Actions**  
Several implementation Actions for each Strategy





# Plan Structure

Community input: “We need more affordable housing.”

↳ **Element:** Neighborhoods and Housing

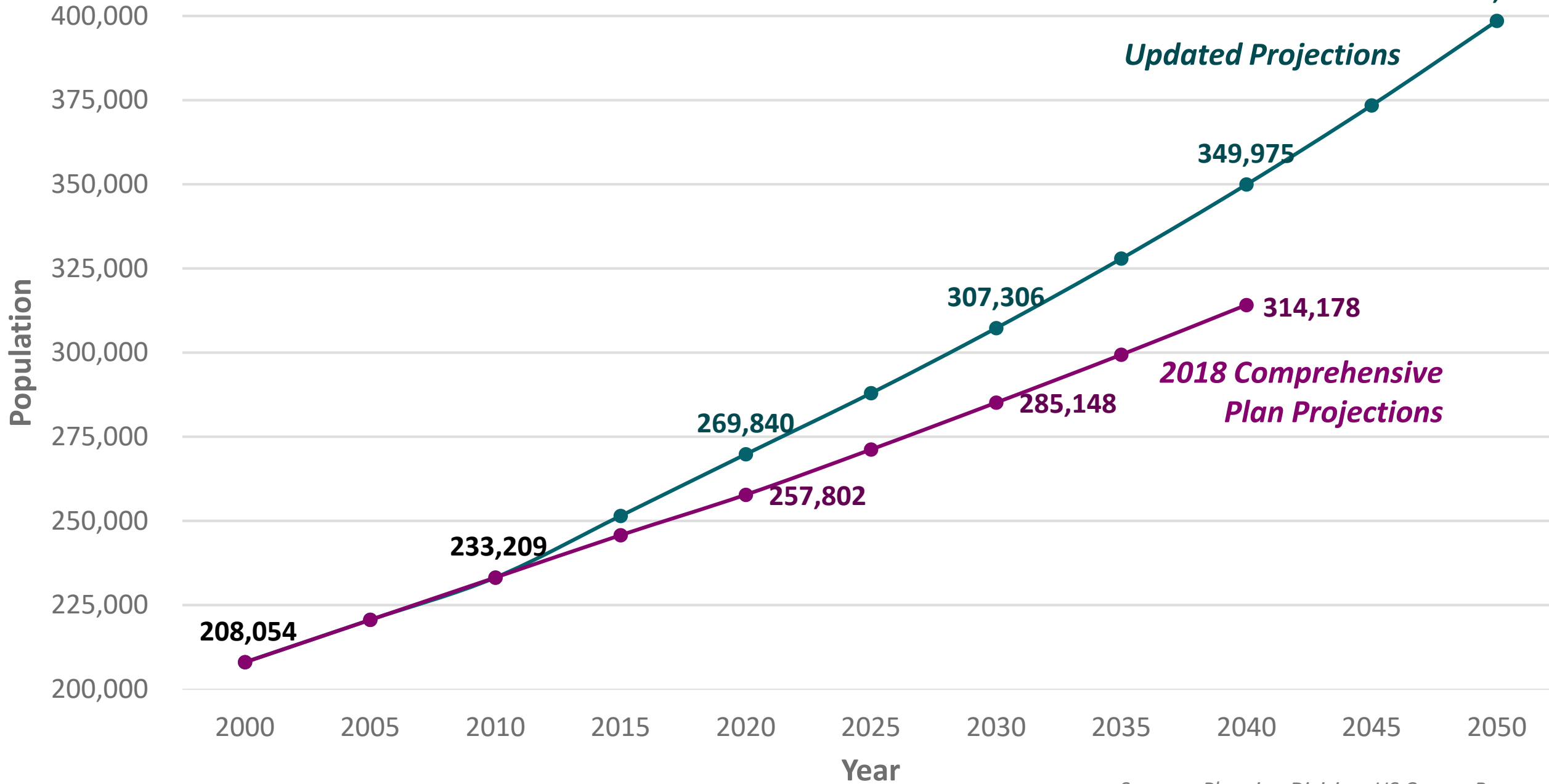
↳ **Goal:** Madison will have a full range of quality and affordable housing opportunities throughout the city.

↳ **Strategy:** Integrate lower priced housing, including subsidized housing, into complete neighborhoods.

↳ **Action:** Continue allocating money to the City’s Affordable Housing Fund.

↳ **Result:** More affordable housing

# City of Madison Population Growth Projection

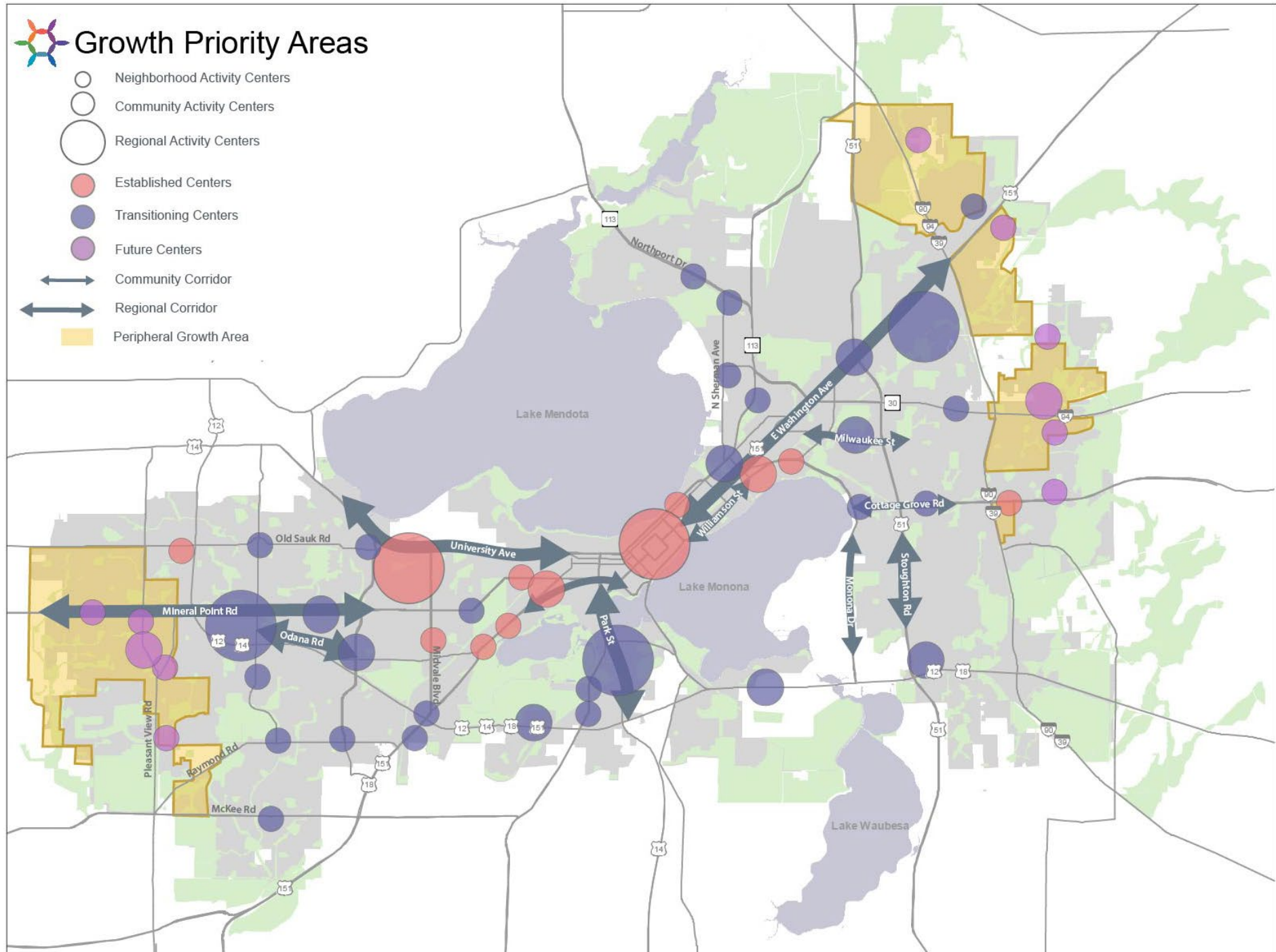


Sources: Planning Division, US Census Bureau







# Growth Priority Areas

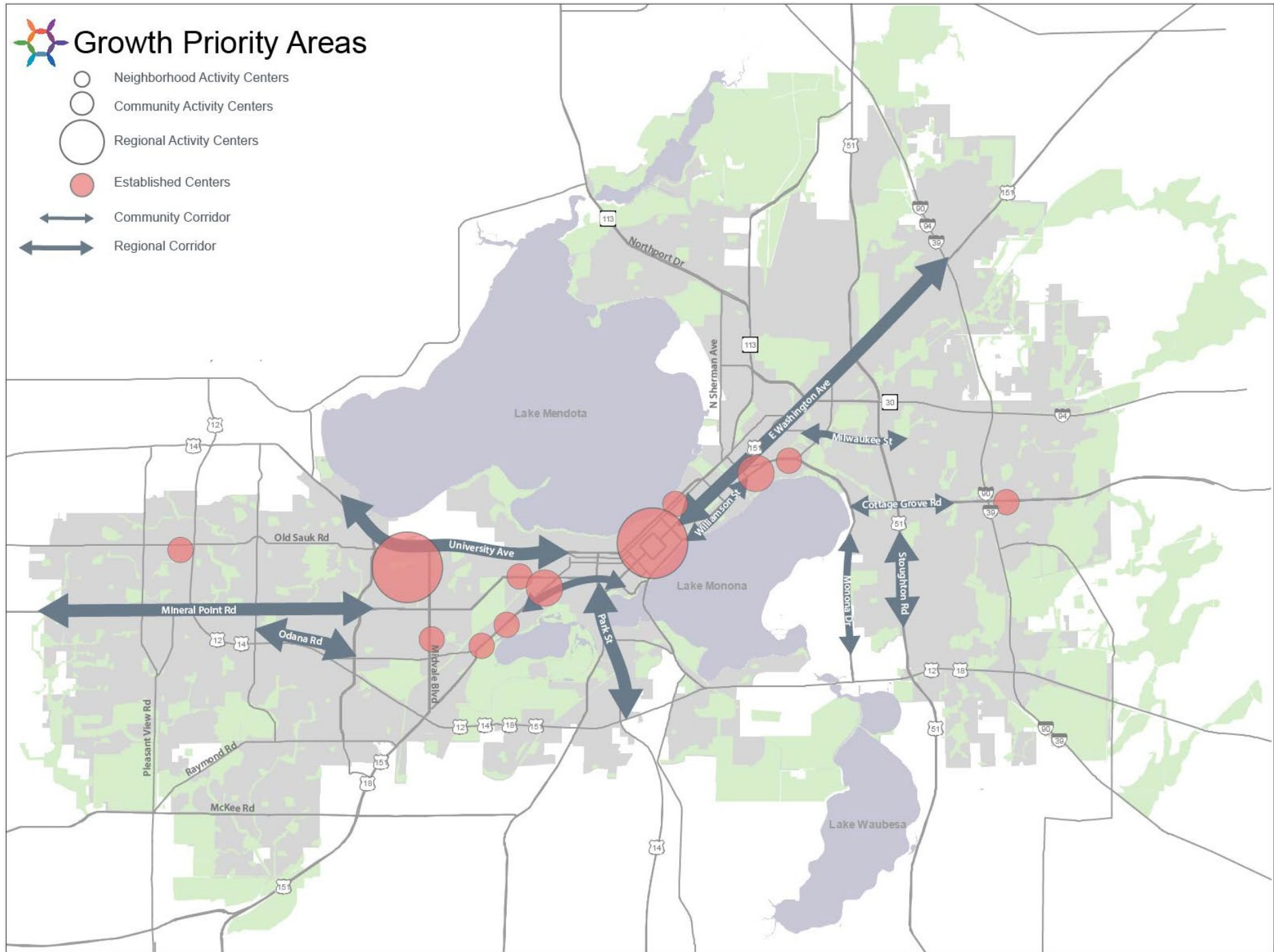
-  Neighborhood Activity Centers
-  Community Activity Centers
-  Regional Activity Centers
-  Established Centers
-  Transitioning Centers
-  Future Centers
-  Community Corridor
-  Regional Corridor
-  Peripheral Growth Area





# Growth Priority Areas

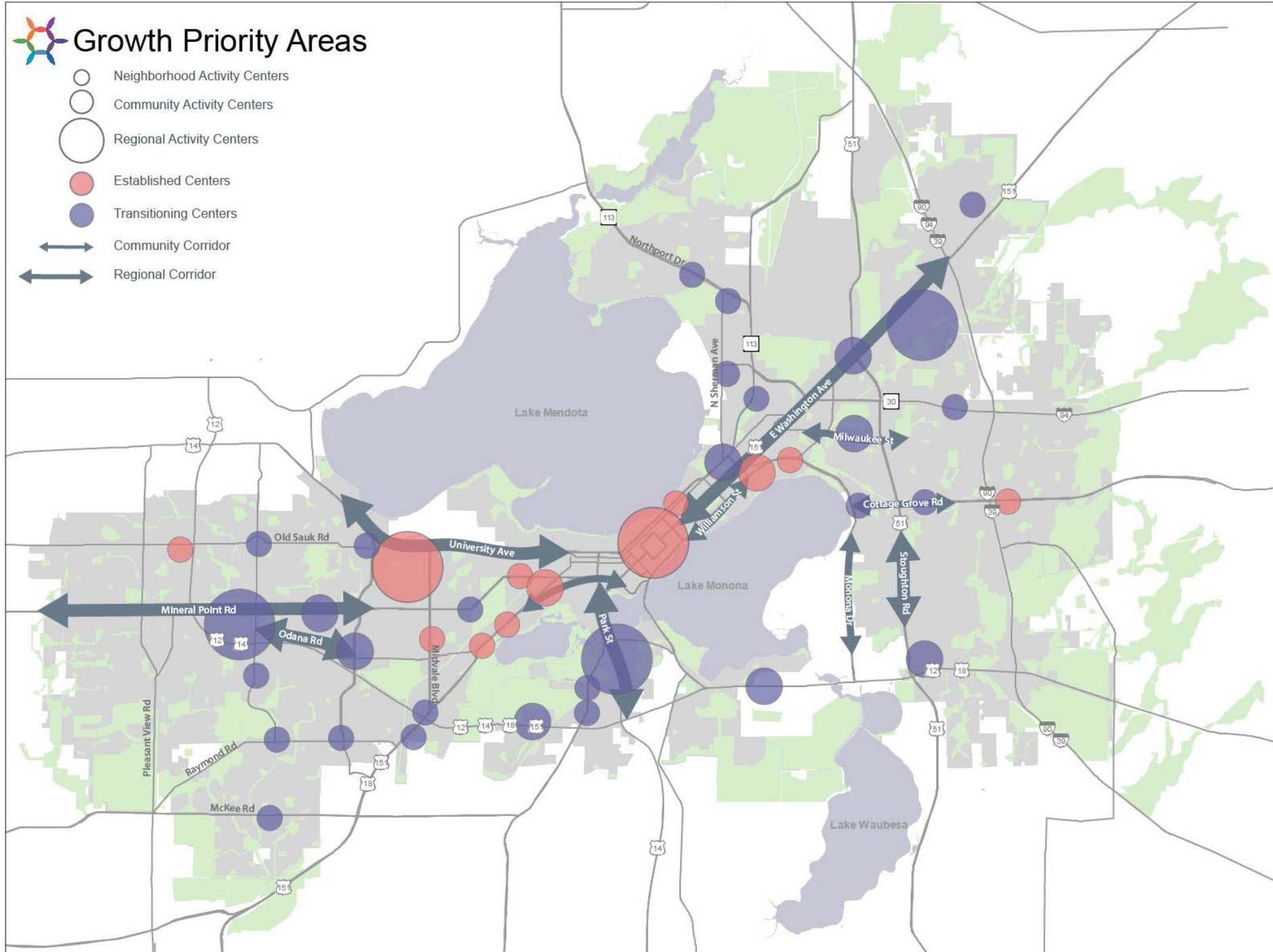
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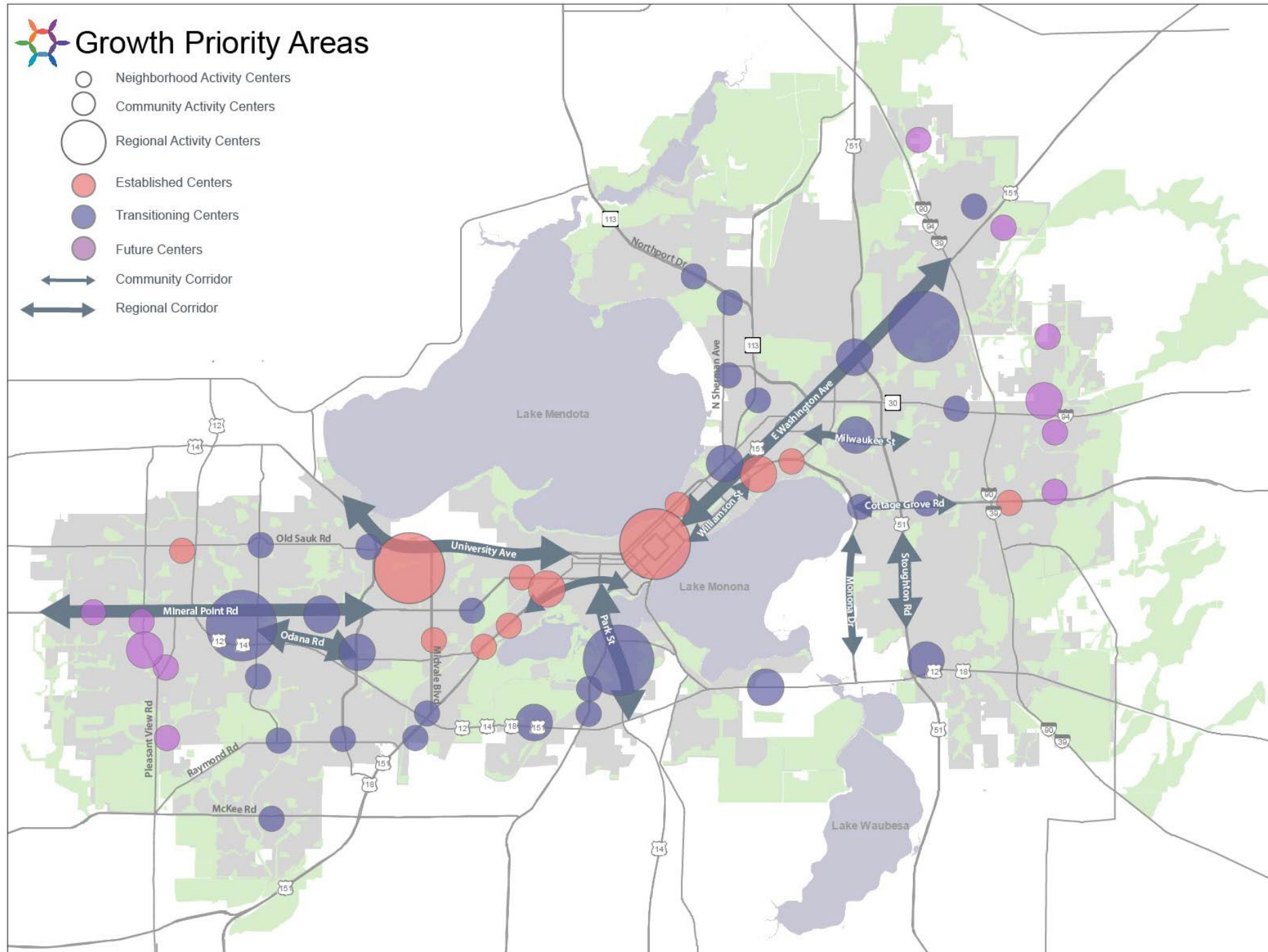
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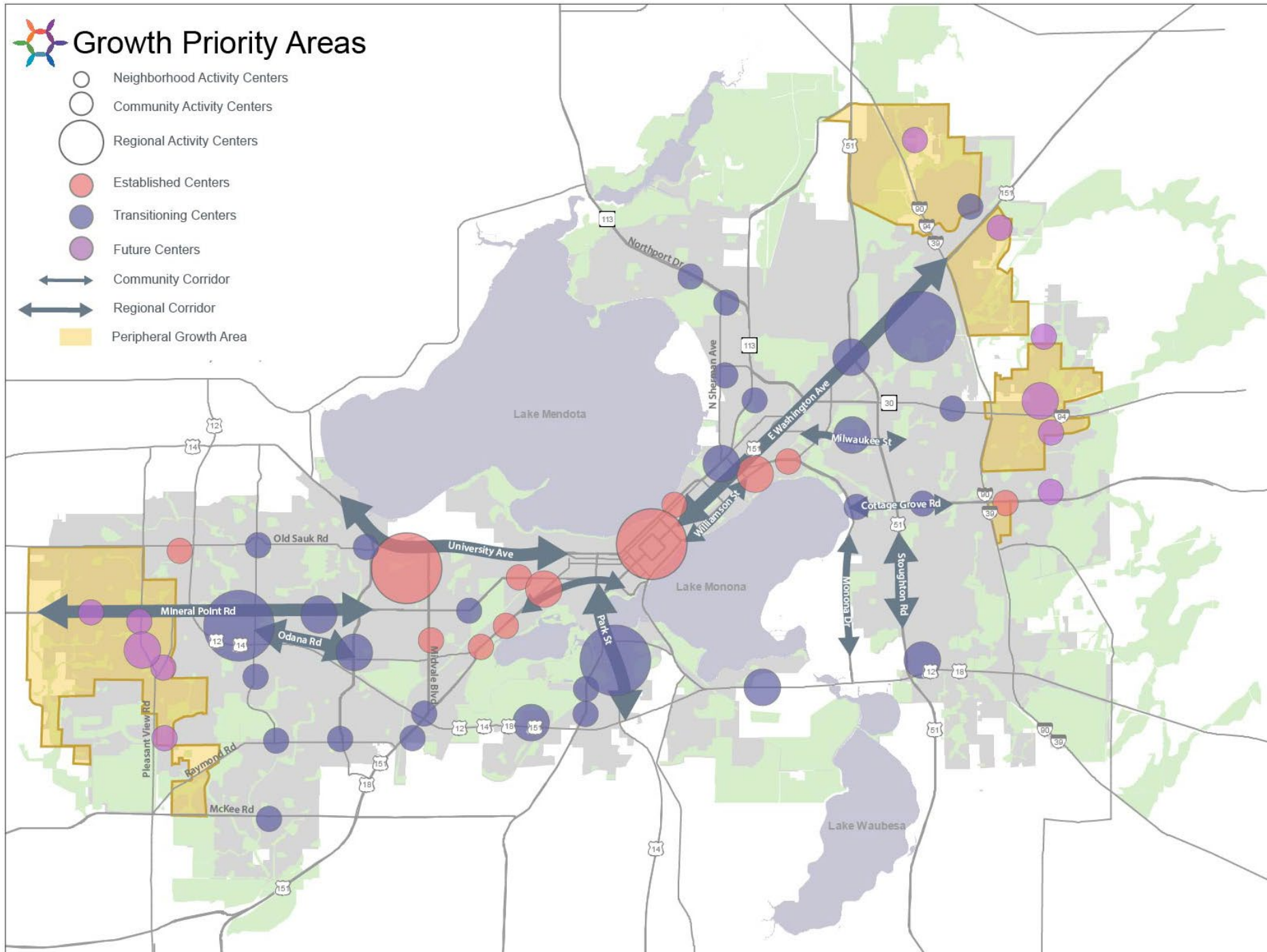
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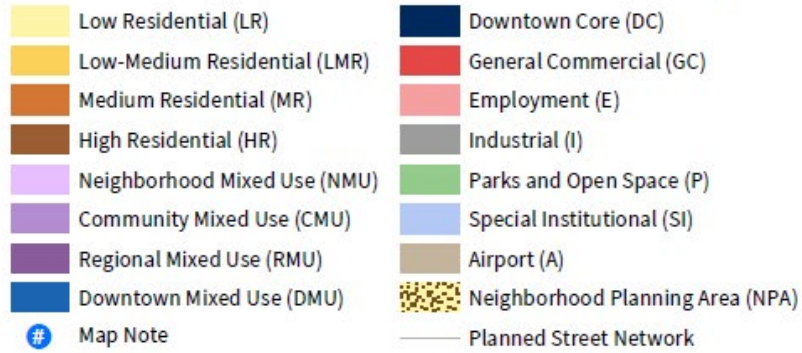


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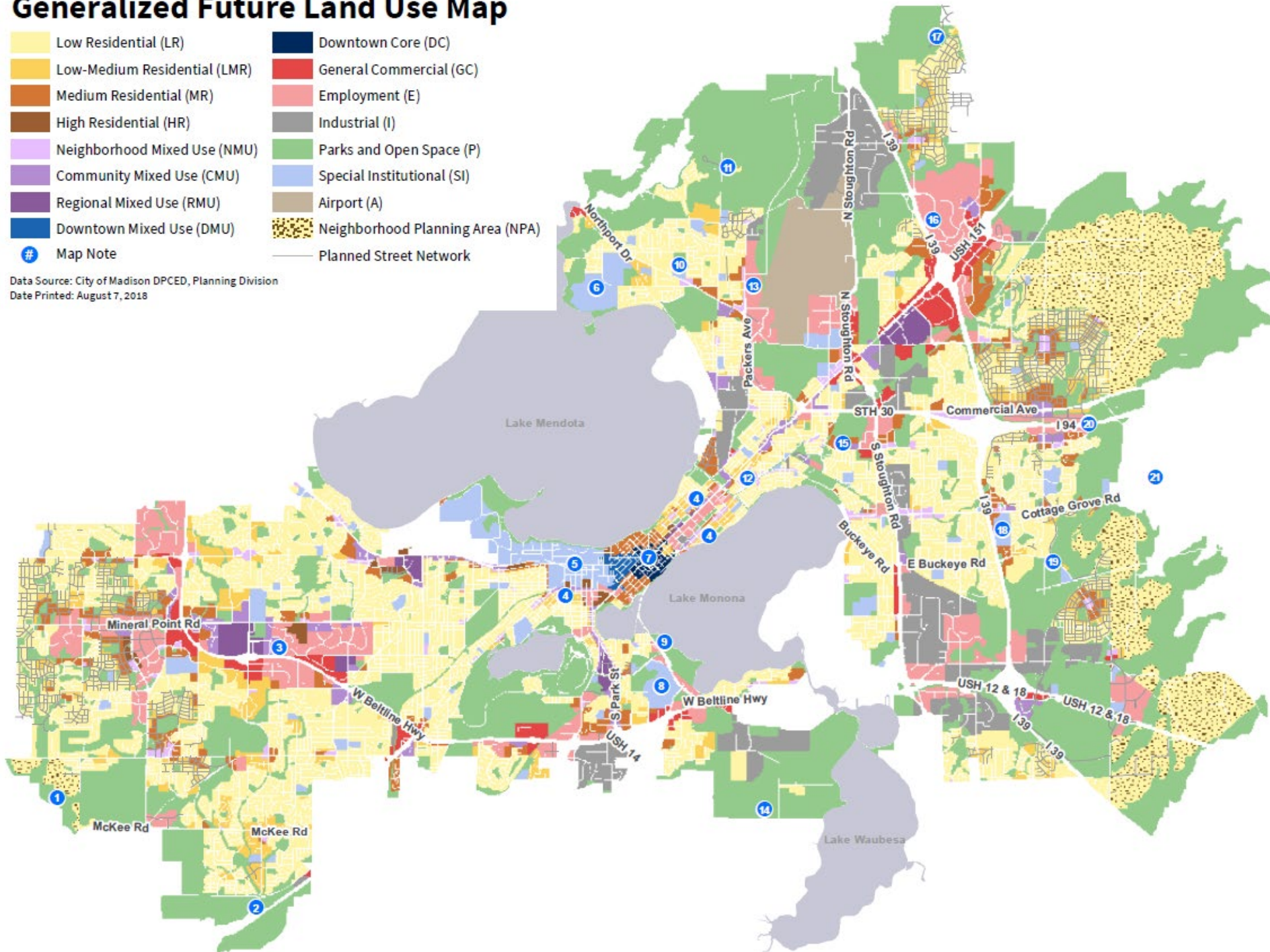
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-  Peripheral Growth Area



# Generalized Future Land Use Map



Data Source: City of Madison DPCED, Planning Division  
 Date Printed: August 7, 2018





# Generalized Future Land Use (GFLU) Map

Three major GFLU groups:

**Residential**

Mixed-Use

Commercial/Employment

Low Residential



Low-Medium Residential



Medium Residential



High Residential



# Generalized Future Land Use (GFLU) Map

Three major GFLU groups:

Residential

**Mixed-Use**

Commercial/Employment

Downtown Core



Community Mixed-Use



Regional Mixed-Use



Downtown Mixed-Use



# Generalized Future Land Use (GFLU) Map

Three major GFLU groups:

Residential

Mixed-Use

**Commercial/Employment**

General Commercial



Employment



Industrial



# Generalized Future Land Use (GFLU) Map

## Special Categories

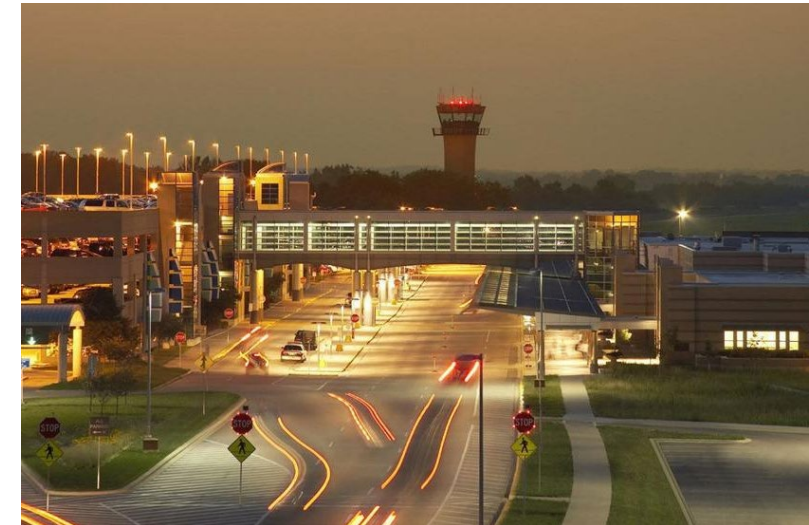
Parks and Open Space



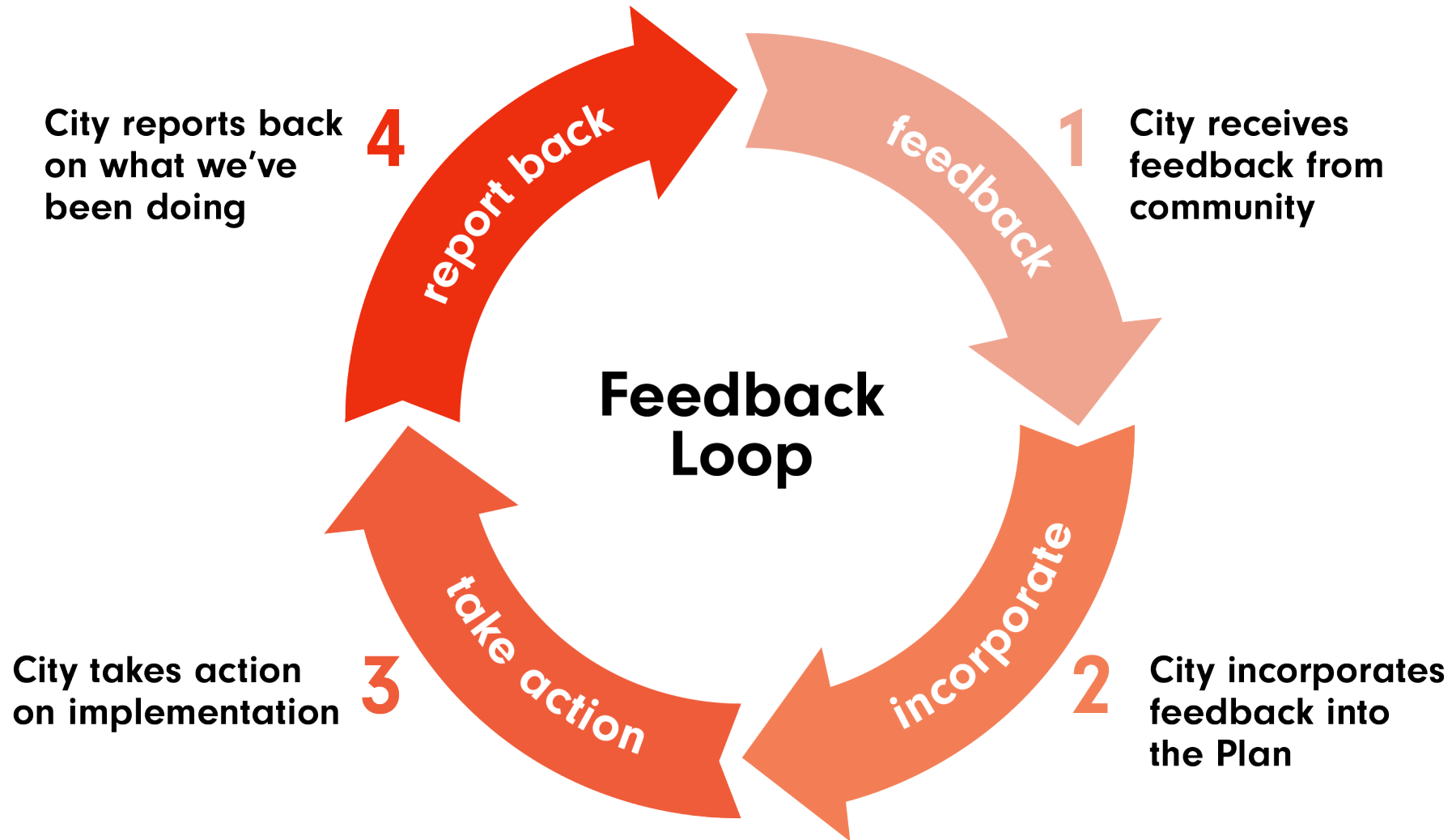
Special Institutional



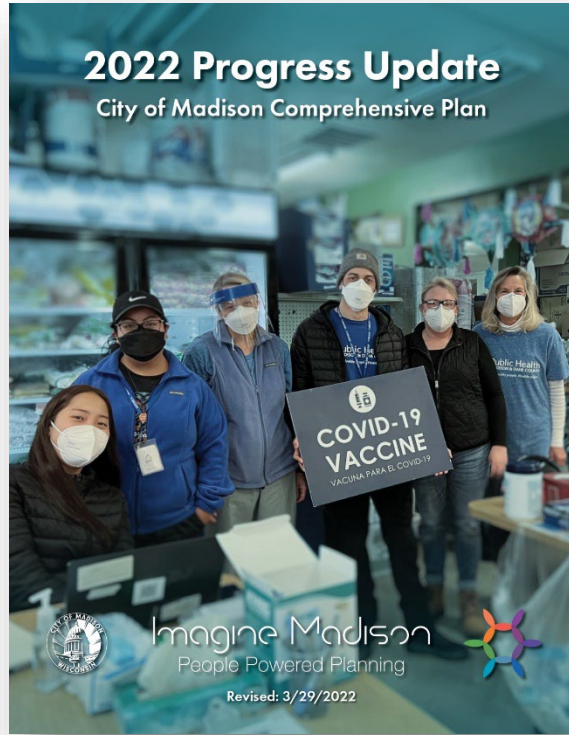
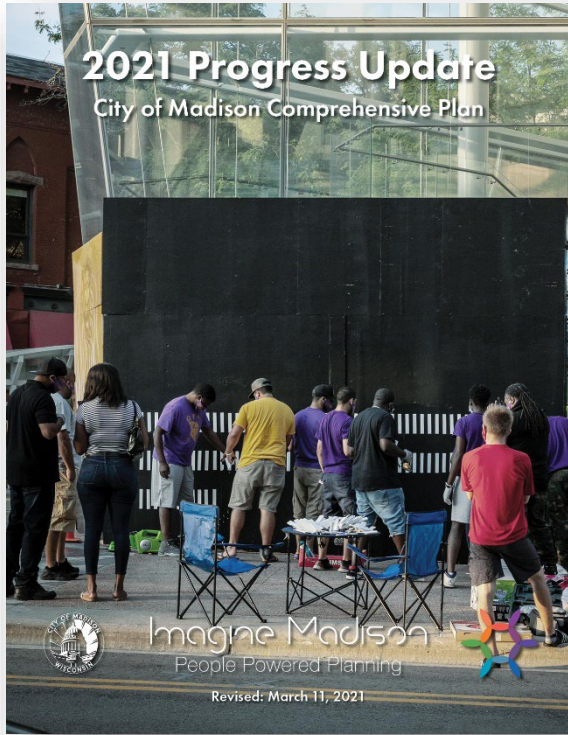
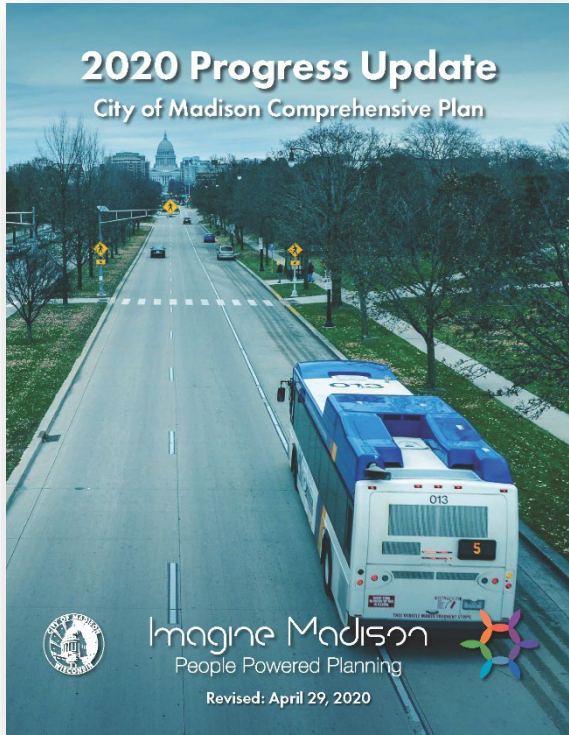
Airport



# Closing the Feedback Loop



# Annual Comp Plan Progress Update



# 2023 Progress Update

City of Madison Comprehensive Plan

**DRAFT**



Imagine Madison  
People Powered Planning



Revised: April 19, 2023



## LAND USE AND TRANSPORTATION

Compact Land Use | Efficient Transportation

4



## NEIGHBORHOODS AND HOUSING

Complete Neighborhoods | Housing Access

8



## ECONOMY AND OPPORTUNITY

Growing Economy | Equitable Education and Advancement

12



## CULTURE AND CHARACTER

Cultural Vibrancy | Unique Character

16



## GREEN AND RESILIENT

Natural Resources | Parks and Recreation

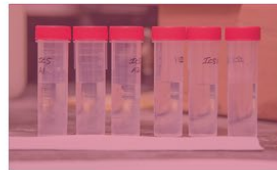
20



## EFFECTIVE GOVERNMENT

Efficient Services | Community Facilities | Regional Cooperation

24



## HEALTH AND SAFETY

Safe Community | Equitable Health Outcomes

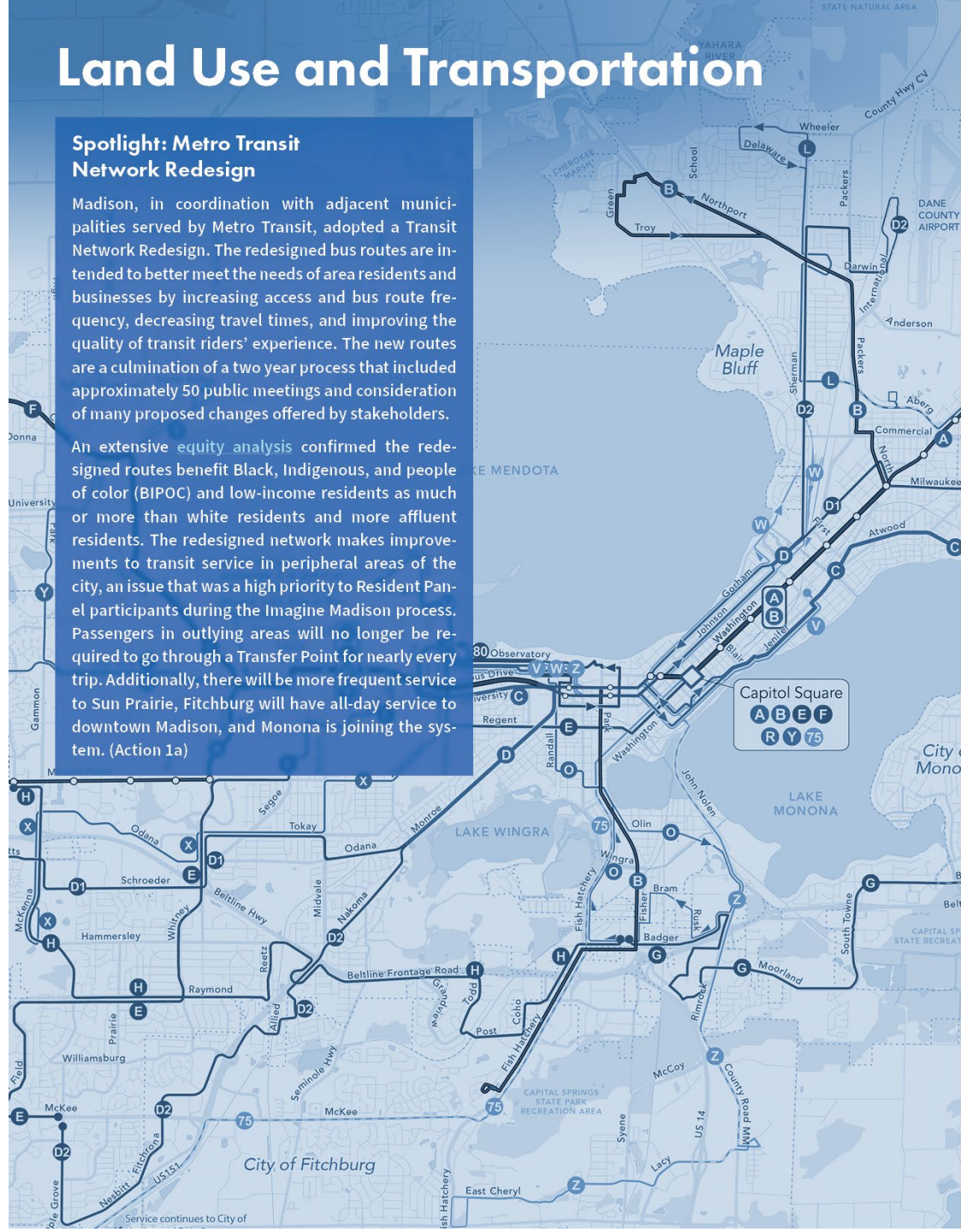
28

# Land Use and Transportation

## Spotlight: Metro Transit Network Redesign

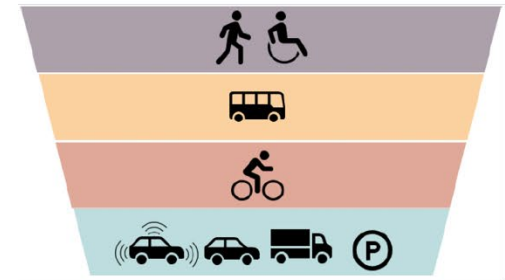
Madison, in coordination with adjacent municipalities served by Metro Transit, adopted a Transit Network Redesign. The redesigned bus routes are intended to better meet the needs of area residents and businesses by increasing access and bus route frequency, decreasing travel times, and improving the quality of transit riders' experience. The new routes are a culmination of a two year process that included approximately 50 public meetings and consideration of many proposed changes offered by stakeholders.

An extensive equity analysis confirmed the redesigned routes benefit Black, Indigenous, and people of color (BIPOC) and low-income residents as much or more than white residents and more affluent residents. The redesigned network makes improvements to transit service in peripheral areas of the city, an issue that was a high priority to Resident Panel participants during the Imagine Madison process. Passengers in outlying areas will no longer be required to go through a Transfer Point for nearly every trip. Additionally, there will be more frequent service to Sun Prairie, Fitchburg will have all-day service to downtown Madison, and Monona is joining the system. (Action 1a)



## Other Highlights

- Madison adopted a [Complete Green Streets Guide](#) to inform decisions about how to accommodate different modes of travel, especially on the city's main thoroughfares. The Guide will provide a more consistent and equitable process for determining space for walking, transit, bicycling, driving, parking, and adjacent green infrastructure such as street trees and terrace rain gardens. (Action 3c)
- Progress continues on a partnership between the City and a prospective developer to reconstruct the State Street Campus parking garage and make better use of the site by adding development above the garage. The project would add a long-sought terminal for intercity buses and an approximately 250-unit housing development. (Action 4a)



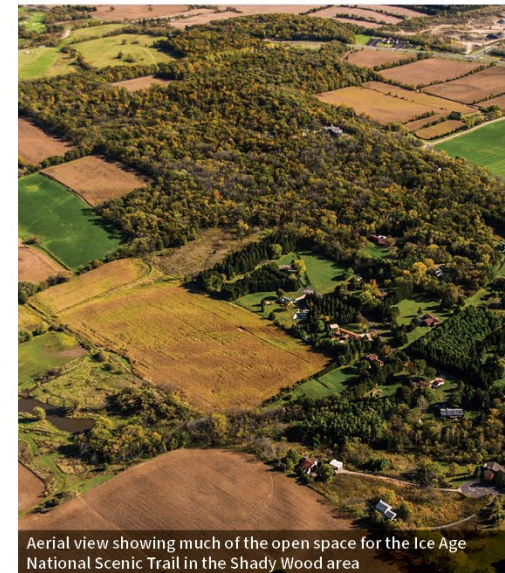
People walking and using mobility aids is at the top of the Complete Green Streets modal hierarchy



Dense development within walking distance of high frequency bus service

- The Capital Area Regional Planning Commission (CARPC) approved the City's request to add an area along Lien and Feland roads and an area along State Highway 12/18 and Femrite Drive to the Central Urban Service Area (CUSA). Before opening an area up for development, the City and CARPC evaluate whether the land is appropriate for development and can be adequately served with utilities and other City services. (Action 6b)
- Madison issued building permits for 2,349 new housing units in 2022. Of these units, 73% were located in the city's infill and redevelopment areas, generally the area within the Beltline and Interstate Highway 39/90/94, while 27% were located in edge development areas. This is the highest percentage of infill and redevelopment housing units in recent years. (Action 6c)

- Parameters were established for a [Transit-Oriented Development \(TOD\) Overlay Zoning District](#) covering areas within a quarter mile of Metro's primary bus lines. The TOD overlay increases the number of housing units that can potentially be added, eliminates requirements for off-street parking, and requires development focused on transit riders and other pedestrians over automobile use. (Action 5a)
- Madison adopted a [transportation demand management \(TDM\) ordinance](#) intended to increase residents and visitors use of sustainable and safer forms of transportation. The program requires new development and redevelopment to take steps such as providing accessible bike maintenance stations, covered bike parking close to store entrances, or employer-provided bus passes. (Action 5c)
- The [Shady Wood Neighborhood Development Plan \(NDP\)](#) was adopted to guide future growth alongside continued efforts to preserve an open space corridor for the Ice Age National Scenic Trail on Madison's far southwest side. Future development adjacent to the open space corridor is recommended for compact housing types such as small single-family lots, townhomes, and small multi-family buildings that efficiently utilize the limited amount of developable land. (Action 6a)



Aerial view showing much of the open space for the Ice Age National Scenic Trail in the Shady Wood area

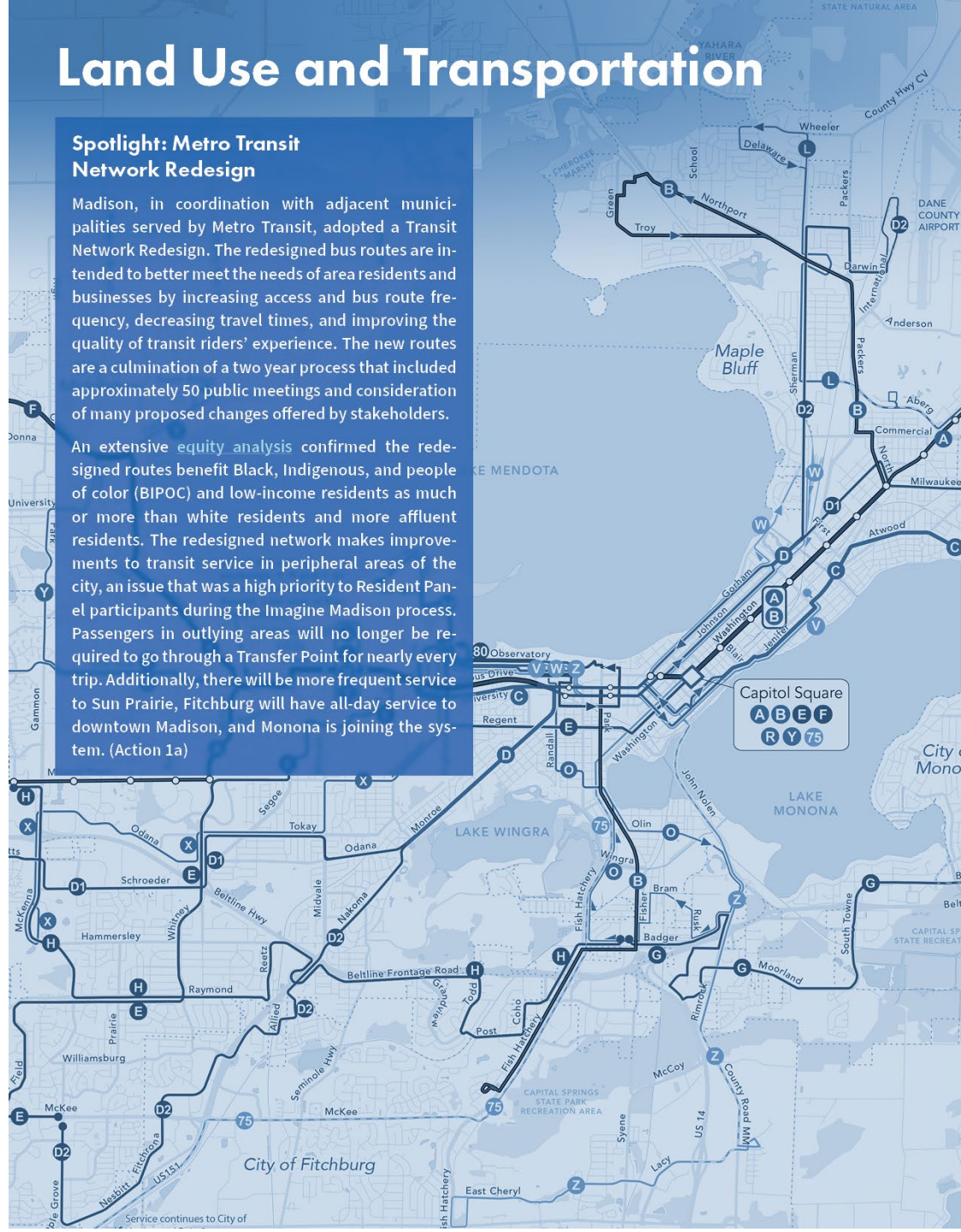


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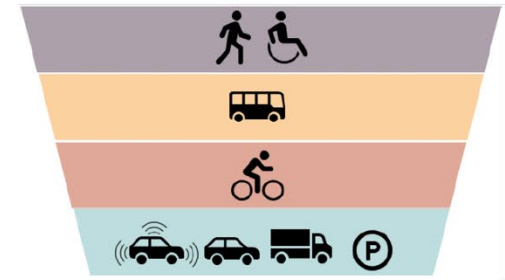
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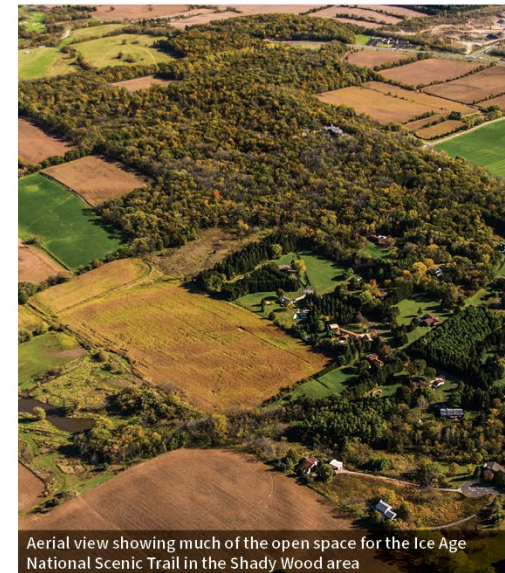
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## Land Use and Transportation

**Goal:** Madison will be comprised of compact, interconnected neighborhoods anchored by a network of mixed-use activity centers.

**Goal:** Madison will have a safe, efficient, and affordable regional transportation system that offers a variety of choices among transportation modes.

### Strategies and Actions

Lead Agencies Status

Strategies and Actions	Lead Agencies	Status
<b>Strategy 1: Improve transit service, especially to peripheral employment and residential locations, with a focus on reducing the travel time for transit dependent populations.</b>		
a. Pursue improvements to transit service in peripheral areas and adjacent municipalities.	Metro	In progress
b. Consider implementing additional Madison Metro routes that more directly connect peripheral areas without traveling through Downtown.	Metro	In progress
c. Prioritize improved service for transit-dependent populations when integrating Madison Metro routes and schedules with BRT.	Metro	In progress
<b>Strategy 2: Implement bus rapid transit (BRT) to improve travel times, enhance reliability, and increase ridership.</b>		
a. Build a new bus storage and maintenance facility to support an expanded bus fleet.	Metro	In progress
b. Prepare detailed plans for BRT corridors to guide redevelopment and improve pedestrian and bicycle linkages.	Planning	In progress
c. Integrate BRT-supportive features into street reconstruction and development projects along BRT corridors wherever feasible.	Engineering, Traffic Engr	Ongoing
d. Explore opportunities to use alternative methods to fund BRT infrastructure	Econ Dev	In progress
<b>Strategy 3: Ensure all populations benefit from the City's transportation investments.</b>		
a. Use the City's Racial Equity and Social Justice Initiative (RESJI) tools to inform major transportation projects.	Engineering	Ongoing
b. Partner with businesses and governmental entities to expand access to various money-saving transit pass programs.	Metro	Ongoing
c. Pursue equitable distribution of amenities and traffic calming measures in street reconstruction projects throughout the city.	Engineering, Traffic Engr, Planning	Ongoing
<b>Strategy 4: Improve access to transit service to nearby cities, such as Milwaukee, Chicago, and Minneapolis.</b>		
a. Support construction of an intercity bus terminal that is well-integrated with Madison Metro and future BRT.	Madison DOT	In progress
b. Work with WisDOT and local railroad operators to maintain the viability of existing rail corridors for future passenger rail operations both within the city and to adjoining metro areas.	Madison DOT	Ongoing
c. Continue to advocate for high speed rail connections to nearby metro areas with state officials.	Mayor's Office	Ongoing
<b>Strategy 5: Concentrate the highest intensity development along transit corridors, downtown, and at Activity Centers.</b>		
a. Implement Transit Oriented Development (TOD) overlay zoning along BRT and other existing and planned high-frequency transit service corridors to create development intensity minimums, reduce parking requirements, and support transit use.	Planning	Complete
b. Ensure that redevelopment is well-integrated into adjacent low density residential areas.	Planning	Ongoing
c. Facilitate the creation of Transportation Management Associations (TMAs) and implementation of Transportation Demand Management (TDM) strategies to serve high-intensity development at Activity Centers and along major transit corridors.	Planning	In progress
d. Prepare plans to transition auto-oriented commercial areas into mixed-use Activity Centers.	Planning	In progress

## Land Use and Transportation

### Strategies and Actions

Lead Agencies

Status

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<b>Strategy 6: Facilitate compact growth to reduce the development of farmland.</b>		
a. Continue to update peripheral neighborhood development plans to increase allowable development intensity and create density minimums.	Planning	In progress
b. Steer peripheral growth towards priority areas, with a focus on land already served by utilities.	Planning	Ongoing
c. Accommodate a majority of growth through infill and redevelopment.	Planning	Ongoing
<b>Strategy 7: Maintain downtown Madison as a major Activity Center for the region while improving access and inclusivity.</b>		
a. Continue to use the City's Affordable Housing Fund to support construction of affordable housing in and near downtown.	Comm Dev	Ongoing
b. Facilitate partnerships with community organizations to host more downtown events that attract a wider variety of demographic groups.	Planning, Econ Dev, Parks	Ongoing
c. Improve transit service to and from downtown outside of standard commuting hours.	Metro	In progress
d. Develop and implement a park-and-ride plan to increase accessibility to downtown and the UW-Madison campus.	Planning, Metro	Not started
<b>Strategy 8: Expand and improve the city's pedestrian and bicycle networks to enable safe and convenient active transportation.</b>		
a. Proactively fill gaps in the pedestrian and bicycle network.	Engineering, Traffic Engr	Ongoing
b. Continue to integrate pedestrian and bicycle safety improvements and amenities into new and reconstructed streets.	Engineering, Traffic Engr	Ongoing
c. Update the subdivision ordinance to ensure that new developments incorporate the City's planned shared-use path network.	Planning	Not started
d. Develop and adopt a citywide pedestrian and bicycle plan that advocates for implementation of modern design principles while also moving towards a financially sustainable maintenance program.	Madison DOT, Planning	Not started
<b>Strategy 9: Implement new technologies to more efficiently use existing transportation infrastructure.</b>		
a. Work with the Madison Area Transportation Planning Board (MATPB) and other entities to implement the Regional Intelligent Transportation Systems (ITS) Plan for the Madison Metropolitan Area.	Traffic Engr	In progress
b. Partner with UW-Madison and other entities to safely test and build transportation infrastructure that supports connected and autonomous vehicles.	Traffic Engr	In progress
c. Use technology to enhance parking management systems.	Traffic Engr, Parking Division	Ongoing
d. Evaluate emerging technologies for use in bridging "first mile/last mile" gaps in the transit system.	Metro, Traffic Engr, Planning	Ongoing

### Lead Agencies abbreviated above

Comm Dev	Community Development	Madison DOT	Madison Department of Transportation
Econ Dev	Economic Development	Traffic Engr	Traffic Engineering

### This Element has 32 actions in total

1 action is complete 13 actions are in progress 3 actions not yet started 15 actions are ongoing





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Progress Update

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