

DEPARTMENT OF PLANNING AND COMMUNITY AND ECONOMIC DEVELOPMENT
Planning Division
215 Martin Luther King, Jr. Blvd., MMB, Suite 017
(608) 266-4635

planning@cityofmadison.com
www.cityofmadison.com/planning

The Planning Division develops and supports implementation of long-range plans and short-range plans, policies, and strategies to guide the community's growth and development and to support Citywide goals. The Division carries out its mission by:

- Preparing and maintaining the City's Comprehensive Plan, twelve Area Plans and other policies to guide the growth and development of the City in coordination with other units of government in the region.
- Focused planning to balance growth and change with preservation of character and enhanced livability in existing neighborhoods.
- Implementing plans through ongoing review of private development proposals to ensure compliance with the City's plans, policies, and development regulations.
- Implementing plans through initiating and participating in project and site planning, urban design, and special development projects with City involvement.
- Administering ongoing programs to support neighborhood and community organizations and to enhance the cultural environment and quality of life for Madison residents.
- Providing leadership on arts and cultural initiatives in areas including public art, music, historic preservation, and other related efforts.
- Maintaining and communicating geographic data focused on the City's demographics, built environment, development activity, and development policies.
- Working closely with and involving other City agencies, elected officials, residents, property owners, businesses, institutions, and other groups.

Meagan Tuttle, AICP, Director (608) 266-4635

Lauren Heiser-Ertel, Program Assistant (608) 266-4807

Planning Division staff are associated with one of the following sections, although there is considerable overlap and flexibility in assigned work. Team assignments associated with work products frequently involve staff from multiple sections. Staff in all sections collaborate closely with staff from other City agencies and provide support for a variety of special projects initiated by the Common Council, Mayor, other departments, and City commissions, committees, and boards.

NEIGHBORHOOD PLANNING, PRESERVATION AND DESIGN

This section is primarily responsible for the City's neighborhood planning, historic preservation, and municipal arts functions. Although many of the Section's efforts are community-wide, they often focus on maintaining and strengthening existing neighborhoods and business districts as the City continues to grow and change. Staff in the section lead and collaborate on a variety of citywide, area, and corridor plans, as well as plans focused on specific topics. Staff are also often responsible for facilitating the implementation of recommendations in these plans.

Bill Fruhling, AICP, Principal Planner (608) 267-8736

Rebecca Cnare, PLA, Planner	(608) 266-4957
Linda Horvath, AICP, Planner	(608) 267-1131
Dan McAuliffe, Planner	(608) 261-9676
Angela Puerta, AICP, Planner	(608) 267-8649
Heather Bailey, Preservation Planner	(608) 266-6552
Meri Rose Ekberg, Planner	(608) 267-8744
Karin Wolf, Arts & Culture Administrator	(608) 261-9134
Analisa Follensbee, Administrative Clerk	(608) 267-8727

Comprehensive Planning and Regional Cooperation

This section is primarily responsible for developing and maintaining the City's Comprehensive Plan and twelve Area Plans and assisting with implementation of Plan recommendations. This section maintains, analyzes and communicates a wide variety of geographic data for use by City agencies, policymakers, and the public. Additionally, this section coordinates with surrounding municipalities, the many school districts that overlap the City of Madison, and regional entities such as Dane County, the Madison Area Metropolitan Planning Organization, Capital Area Regional Plan Commission, to advance common interests and opportunities.

Brian Grady, Principal Planner	(608) 261-9980
Breana Collins, Planner	(608) 243-0179
Curt Cronister, GIS Specialist	(608) 266-4067
Jeff Greger, Planner	(608) 243-0181
Kirstie Laatsch, AICP, Planner	(608) 243-0470
Ben Zellers, AICP, Planner	(608) 266-4866
Urvashi Martin, AICP, Planner	(608) 267-8735
Ryan Jonely, GIS Specialist	(608) 267-8742

Development Review and Plan Implementation

This section receives, processes, and coordinates the review and approval of a wide range of development proposals, including zoning map and text amendments, conditional use applications, land subdivisions, annexations, as well as site and architectural design review for a wide variety of proposals. Staff in this section coordinate and attend meetings with prospective developers, neighborhood groups, and other

entities, and prepare evaluations with recommendations for each proposal based on City plans, policies, and ordinances. This section provides primary staff support to the Plan Commission and Urban Design Commission as land use and design decisions are made over time.

Kevin Firchow, AICP, Principal Planner	(608) 267-1150
Jessica Vaughn, AICP, Urban Design Commission Secretary (Planner)	(608) 267-8740
Timothy Parks, Planner	(608) 261-9632
Lisa McNabola, AICP, Planner	(608) 243-0554
Colin Punt, AICP, Planner	(608) 243-0455
Chris Wells, Planner	(608) 261-9135
Julie Cleveland, Administrative Clerk	(608) 266-4480

Greater Madison Metropolitan Planning Organization (MPO)

This section provides staff support and professional planning services for the Greater Madison MPO and its Technical Committee and Ad Hoc Advisory Committees. As the designated Metropolitan Planning Organization (MPO), the Greater Madison MPO is responsible for transportation planning and programming within the Madison Metropolitan Planning Area. The MPO prepares an annual work program and budget, funded largely through the Federal Highway Administration, Federal Transit Administration, and Wisconsin Department of Transportation. This section maintains a continuing, cooperative, and comprehensive transportation planning process for the metropolitan planning area. This process results in the development and maintenance of a comprehensive, multi-modal regional transportation plan. Another major responsibility of the MPO is approving use of federal funding for transportation projects. This is done through preparation annually of a five-year Transportation Improvement Program (TIP). The TIP is a coordinated listing of multi-modal projects to be implemented during the next five-year period. The MPO also undertakes many other special transportation planning projects and initiatives and provides ongoing services such as the Transportation Options Program, called RoundTrip, which connects individuals and employers with transportation options to driving alone.

Alexandra Andros, AICP, Transportation Planning Manager	(608) 266-9115
Zia Brucaya, Planner/Rideshare Program Manager	(608) 266-9114
Ben Lyman, AICP, Planner	(608) 243-0182
William Holloway, Planner	(608) 266-4518
David Kanning, AICP, Planner	(608) 266-4335
Dan Seidensticker, GIS Specialist	(608) 266-9119
Sherry BonDurant, Administrative Clerk	(608) 261-9966