

DEPARTMENT OF PLANNING AND COMMUNITY AND ECONOMIC DEVELOPMENT
Planning Division
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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 and other plan elements to guide and manage 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.
- Detailed planning for the layout and design of new neighborhoods on the City's periphery.
- 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 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.
- Working closely with and involving other City agencies, elected officials, residents, property owners, businesses, institutions, and other groups.

Heather Stouder, AICP, Director (608) 266-4635

Ruth Ethington, Program Assistant (608) 267-8727

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 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 prepare plans for neighborhoods, corridors, special areas, and 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

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| Meri Rose Ekberg, Planner | (608) 267-8744 |
| Karin Wolf, Arts Administrator | (608) 261-9134 |
| Lauren Heiser-Ertel, Administrative Clerk | (608) 266-4807 |

Comprehensive Planning and Regional Cooperation

This section is primarily responsible for developing and maintaining the City’s Comprehensive Plan, tracking and communicating demographic and spatial data, and developing detailed land use and transportation plans for future growth areas on the periphery of the City. Staff in this section maintain communication with surrounding municipalities, school districts overlapping City of Madison boundaries, Dane County, the Madison Area Metropolitan Planning Organization, Capital Area Regional Plan Commission, and other entities with which the City shares common interests and opportunities.

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| Brian Grady, Principal Planner | (608) 261-9980 |
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| Patrick Empey, GIS Specialist | (608) 266-4067 |
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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.

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| Kevin Firchow, AICP, Principal Planner | (608) 267-1150 |
| Jessica Vaughn, Urban Design Commission Secretary (Planner) | (608) 267-8740 |
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| Colin Punt, Planner | (608) 243-0455 |
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| 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 (formerly called Madison Area Transportation Planning Board) 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.

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| William Schaefer, Transportation Planning Manager | (608) 266-9115 |
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