

# **Differences Between Generalized Future Land Use (GFLU) Map and Zoning**

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# Land Use Planning

- Where are we going to have housing and jobs in the future?
- Land use planning helps cities work better for people.

What should  
be built here?



The City adopts a range of plans with recommendations to meet the needs of our community and prepare for the future.

AMENDED DECEMBER 5, 2023

# CITY OF MADISON Comprehensive Plan

**Imagine Madison**  
People Powered Planning

## TRIANGLE MONONA BAY NEIGHBORHOOD PLAN

Adopted as a Supplement to the City of Madison Comprehensive Plan by the City of Madison Common Council on July 2, 2019 Enactment No. RES-19-00481, Legislative File ID 55528

## SOUTH MADISON PLAN

Adopted as a Supplement to the City of Madison Comprehensive Plan by the City of Madison Common Council on January 4, 2022 Enactment No. RES-22-00026 Legislative File ID 68084

## OSCAR MAYER SPECIAL AREA PLAN

ADOPTED | JULY 21, 2020  
LEGISTAR ID 59745

PREPARED BY VANDERWALLE & ASSOCIATES AND THE CITY OF MADISON PLANNING DIVISION FOR THE CITY OF MADISON

## Nelson Neighborhood Development Plan

Recommendations for Land Use, Transportation and Development

November 8, 2019

City of Madison, Wisconsin  
Department of Planning and Community and Economic Development  
Planning Division

Enactment Number: RES-19-00751  
Legislative File ID: 56970

## Milwaukee Street Special Area Plan

Prepared by the  
City of Madison  
Planning Division

Adopted by the Common Council on December 4, 2018  
File ID No. 53472 by Enactment No. Res - 18-00847  
Adopted by the Town of Blooming Grove on December 12, 2018  
Resolution No. 2018-06

## Amendment to the High Point-Raymond Neighborhood Development Plan

Recommendations for Land Use, Transportation and Development

Adopted by the Common Council  
August 1, 2017

Enactment Number: RES-17-00663  
Legislative File ID: 47681

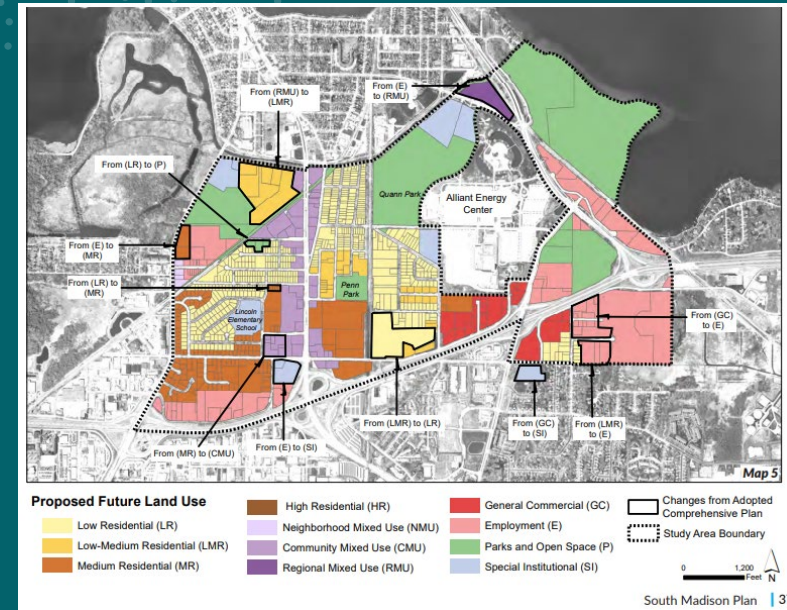
Prepared by:  
City of Madison, Wisconsin  
Department of Planning and Community and Economic Development  
Planning Division

## Shady Wood Neighborhood Development Plan

City of Madison, Wisconsin  
Department of Planning and Community and Economic Development  
Planning Division

Enactment Number: RES-23-00066  
January 17, 2023  
Legislative File ID: 74682

# Plans provide a long-term vision and goals for future development.



GFLU Map from South Madison Plan

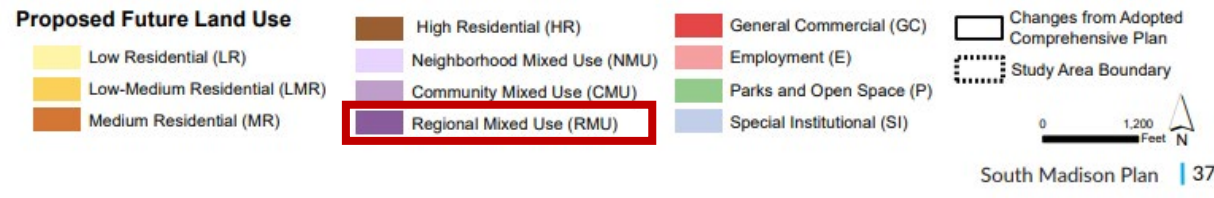
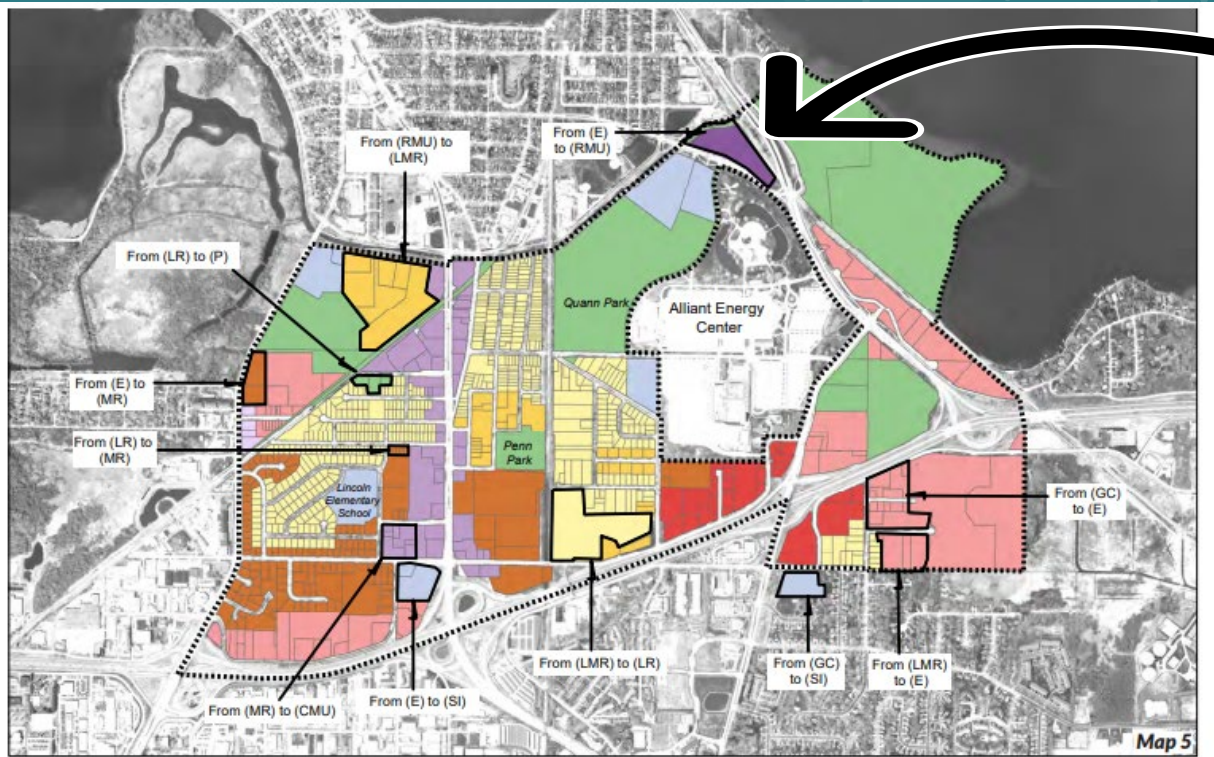
## Overarching goals for Madison

1. Add more housing
2. More transportation options
3. Locate more housing and jobs along transit lines



## Generalized Future Land Use (GFLU) Map

- Shows desired future land use patterns.
- Establishes the physical framework for achieving recommendations in plans.



### Land Use Category Example

#### Regional Mixed-Use (RMU)

- Mix of region-serving retail, office, service, entertainment, civic, institutional, and high-density residential uses
- 2 to 12 stories

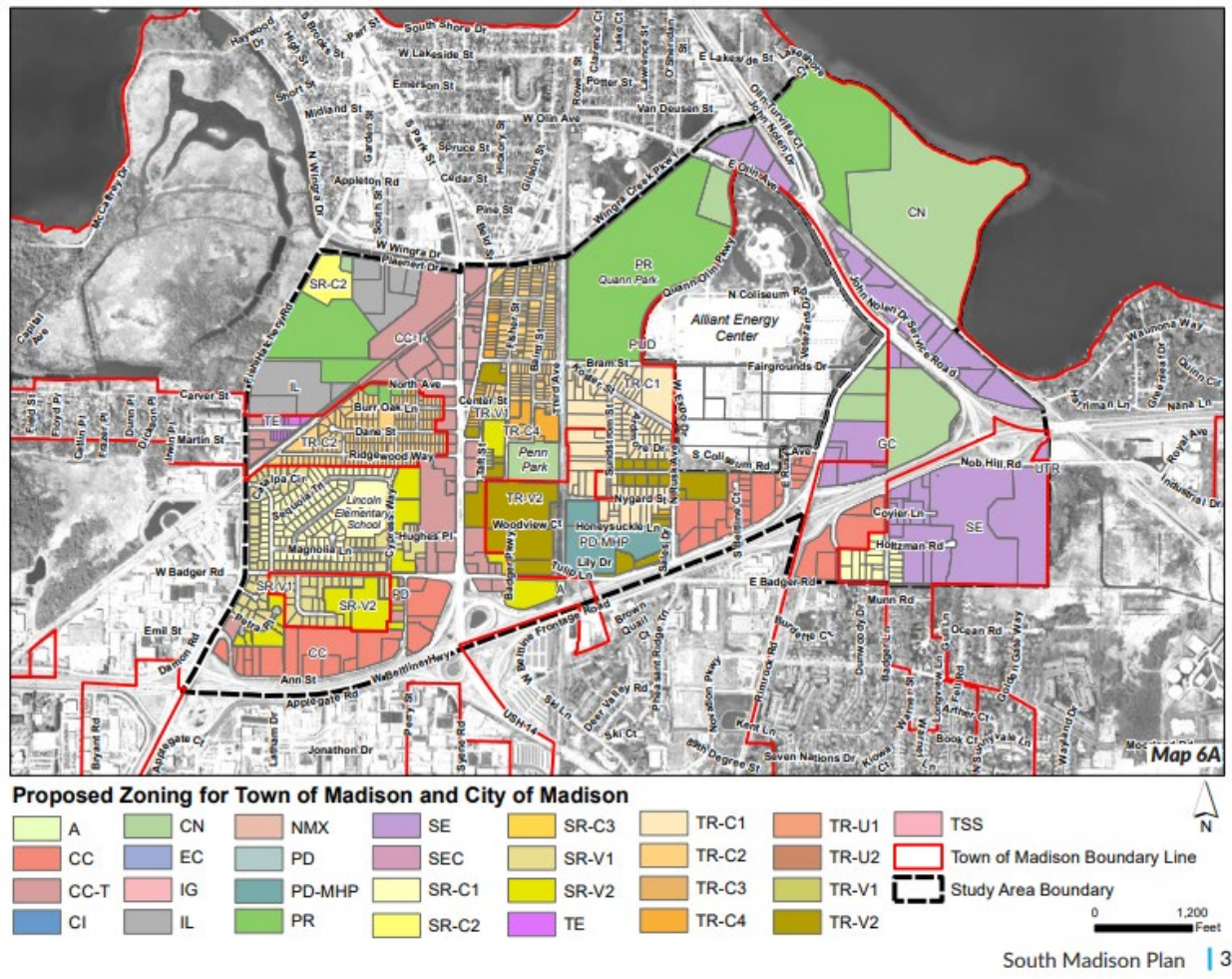


**Land Use Categories:**  
Broad categories such as residential, mixed-use, commercial, or industrial

GFLU Map from South Madison Plan

# Zoning indicates how a property can be used and developed.

**Zoning Map:** Groups the city into different districts (or "zones")



Zoning Map from South Madison Plan

Zoning Districts

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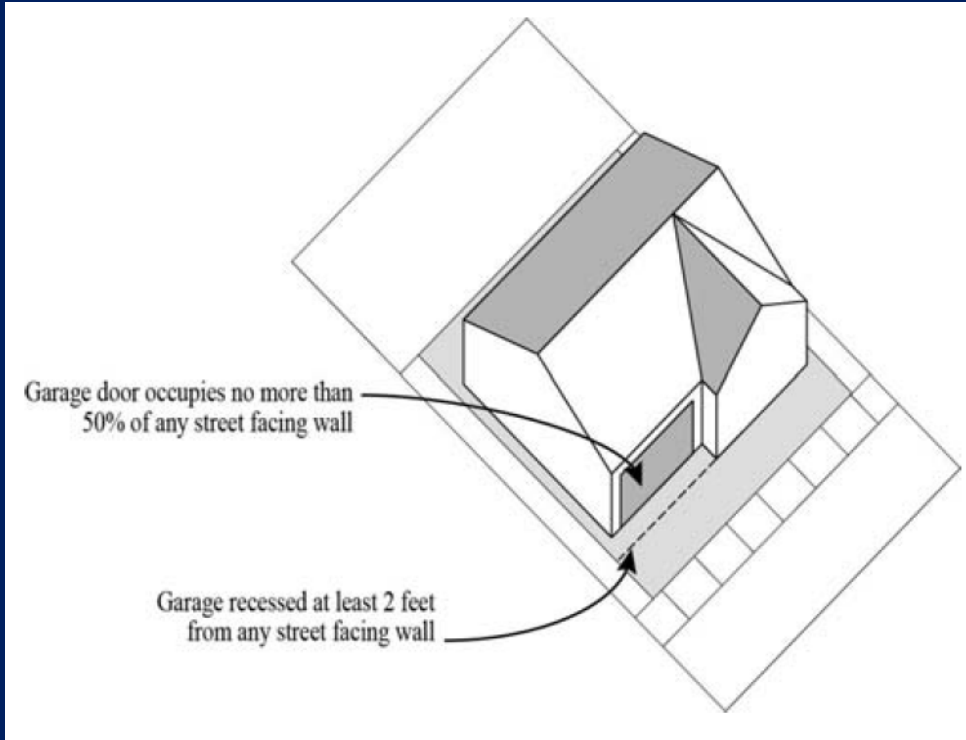
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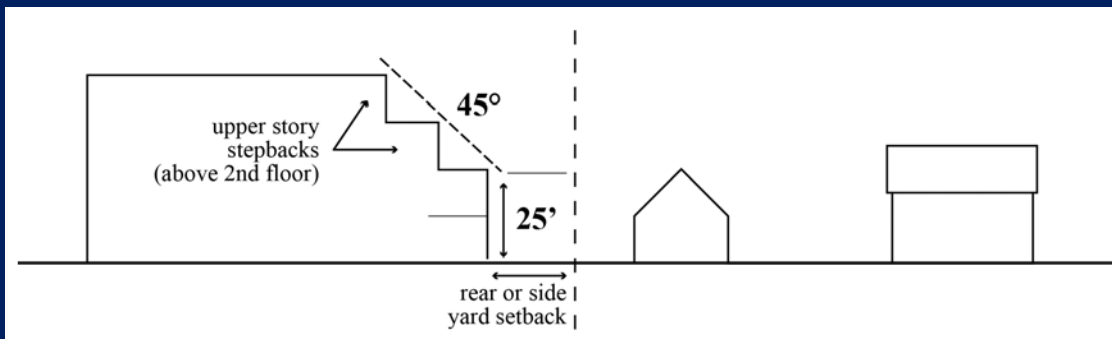
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**Zoning Ordinance:**  
Regulates how a property can be used and developed (building height and placement)

# Zoning indicates how a property can be used and developed.



1. Specific uses
2. Physical characteristics of buildings (height, distance from the street)
3. Site design (parking, landscaping)



| Mixed-Use and Commercial Districts*                |     |     |     |     |      |    |                                  |
|--|-----|-----|-----|-----|------|----|----------------------------------|
|  | LMX | NMU | TSS | MXC | CC-T | CC | Supple-<br>mental<br>Regulations |
| <b><u>Offices</u></b>                              |     |     |     |     |      |    |                                  |
| Artist, photographer studio                        | P   | P   | P   | P   | P    | P  |                                  |
| Insurance office, real estate office, sales office | P   | P   | P   | P   | P    | P  |                                  |
| General office, professional office                | P   | P   | P   | P   | P    | P  |                                  |
| <b><u>Medical Facilities</u></b>                   |     |     |     |     |      |    |                                  |
| Clinic - Health                                    | C   | P   | P   | P   | P    | P  |                                  |
| Hospital   |     |     |     | C   | C    | C  | Y                                |
| Medical laboratory                                 |     |     |     | P   | C    | C  |                                  |
| Physical, occupational or massage therapy          | P   | P   | P   | P   | P    | P  |                                  |
| Veterinary clinic, animal hospital                 | C   | P   | P   | P   | P    | P  | Y                                |
| <b><u>Retail Sales and Services</u></b>            |     |     |     |     |      |    |                                  |
| Animal boarding facility, kennel, animal shelter   |     |     |     |     | C    | C  | Y                                |
| Animal day care                                    |     | C   | C   | C   | C    | P  | Y                                |
| Animal grooming                                    | C   | P   | P   | P   | P    | P  |                                  |

\*See zoning code for full table

# Zoning

## Permitted Use:

- A use allowed without approval from the Plan Commission, also referred to as a "by right" use
- 'P' in table

## Conditional Use:

- A use allowed with approval from the Plan Commission due to potential impacts associated with the use
- 'C' in table



# GFLU Map vs Zoning

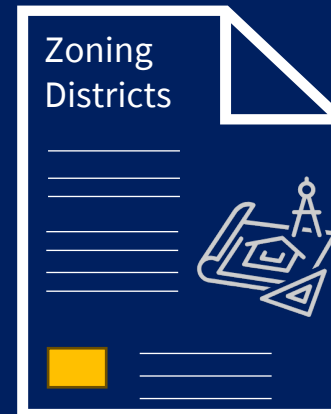
**Long-term vision for future development**

- **Plans are a guide**



**How a property can be used and developed**

- **Zoning ordinance is law**



# GFLU Map

General vision for future development.

- Broad brush strokes



# Zoning

Specific rules for what can be developed.

- Detailed sketch



# GFLU Map

The GFLU Map tells us what the zoning and development pattern could be in the future.



# Zoning

Zoning tells us how a property can be used and developed today.

Zoning is a tool to implement adopted plans.



# Land use categories and zoning districts are not 1-to-1

Example:

| <b>Land Use Category</b>     | <b>Possible Zoning Districts</b>   |
|------------------------------|--|
| NMU (Neighborhood Mixed-Use) | LMX (Limited Mixed-Use)<br>NMX (Neighborhood Mixed-Use)<br>TSS (Traditional Shopping Street) |



Changing the GFLU Map  
does not change the  
zoning for a property.

Changing the GFLU Map  
and zoning district does  
not force a property to  
develop.



**Property owner wants to do something different with their land or building**



**Is the use permitted under the current zoning?**



**Property owner applies for a building permit**

**Pre-application discussions with City staff, alders, neighbors**



**Property owner files development applications: Rezone, Conditional Use, and/or Demolition Permit**



**Review by City staff**

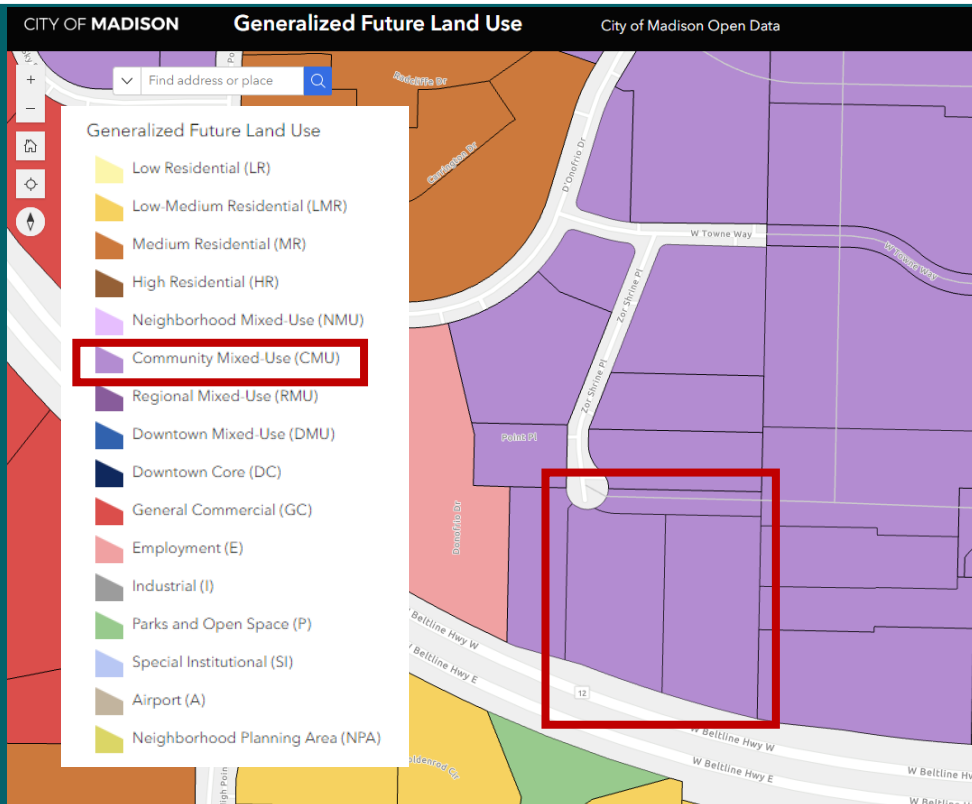


**Review by City Committees and Commissions**

# GFLU Map

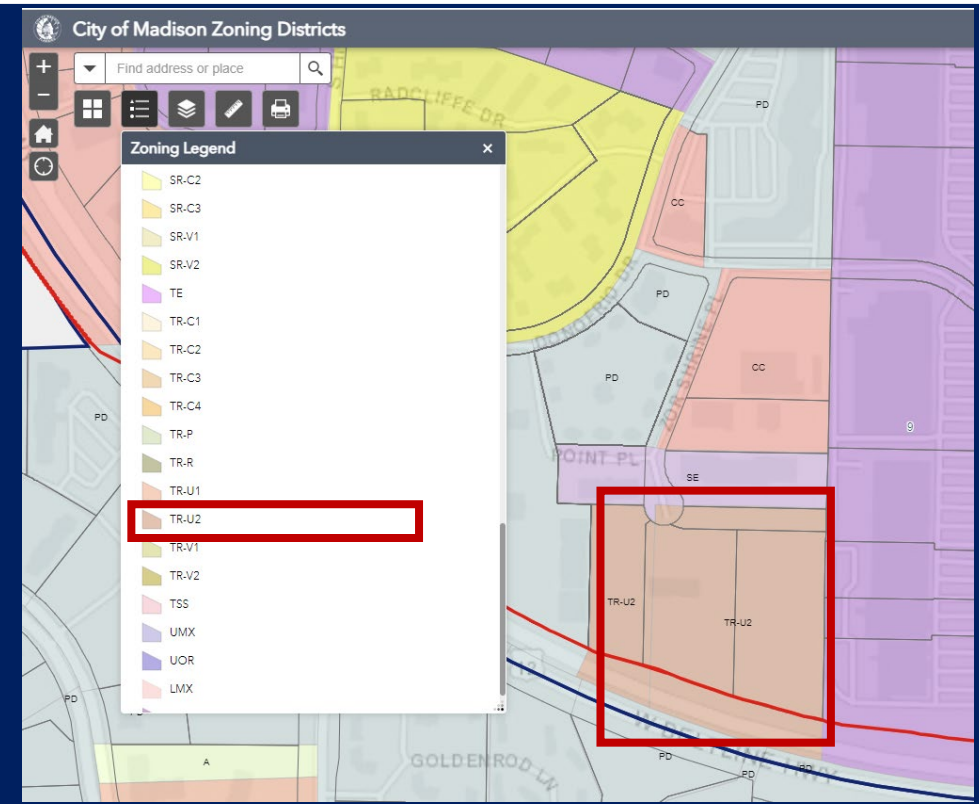
Example: 575 Zor Shrine Place

CMU (Community Mixed-Use) 2-6 Stories



# Zoning

SE (Suburban Employment)  
to TR-U2 (Traditional Residential - Urban 2)





# City of Madison Planning Division



[www.cityofmadison.com/planning/](http://www.cityofmadison.com/planning/)



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