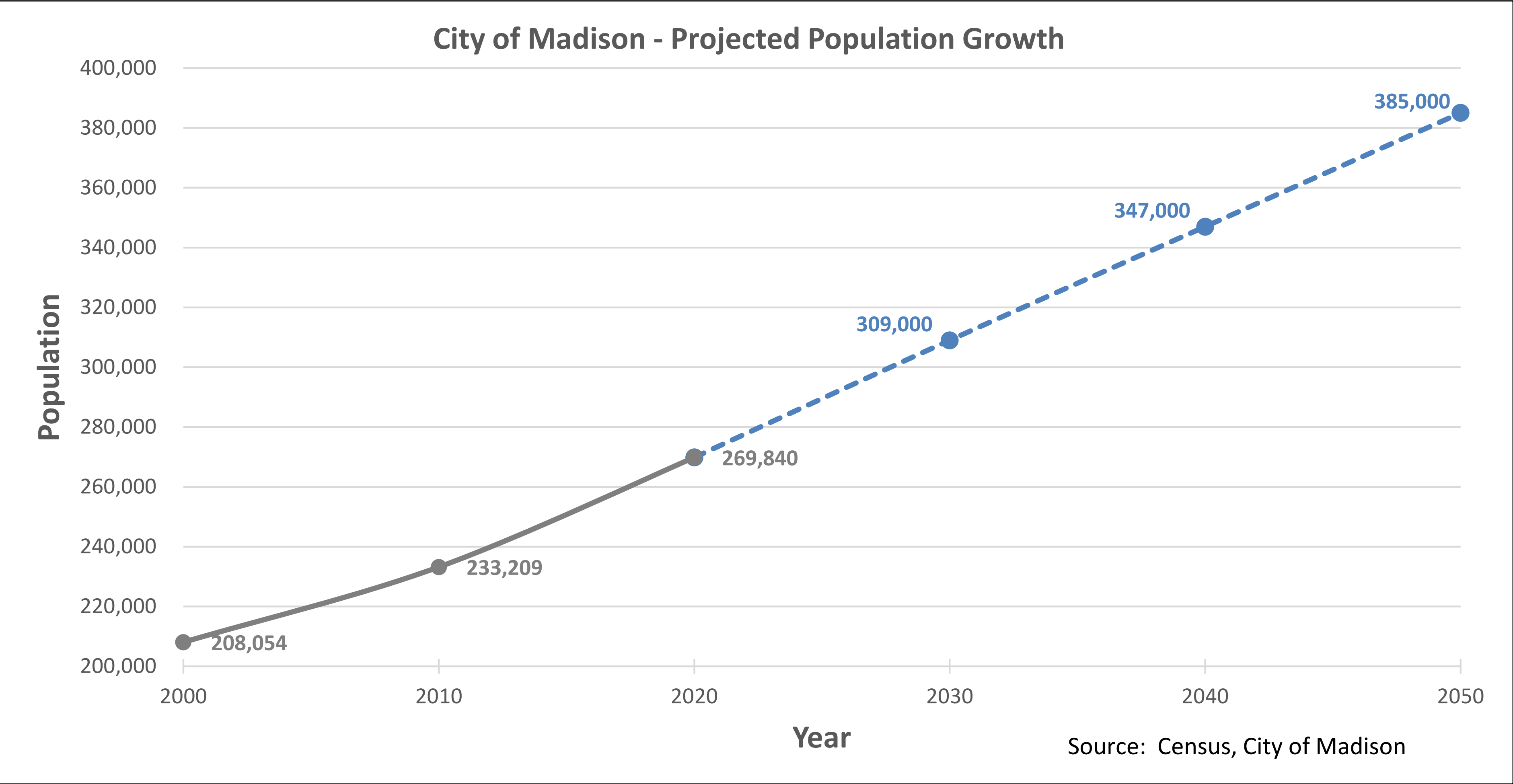


Why Plan?

Anticipating Madison's future needs and planning for the uses of our limited space is critical. Plans consider many factors, such as projected growth, housing, transportation, the economy, the environment, and cultural resources.

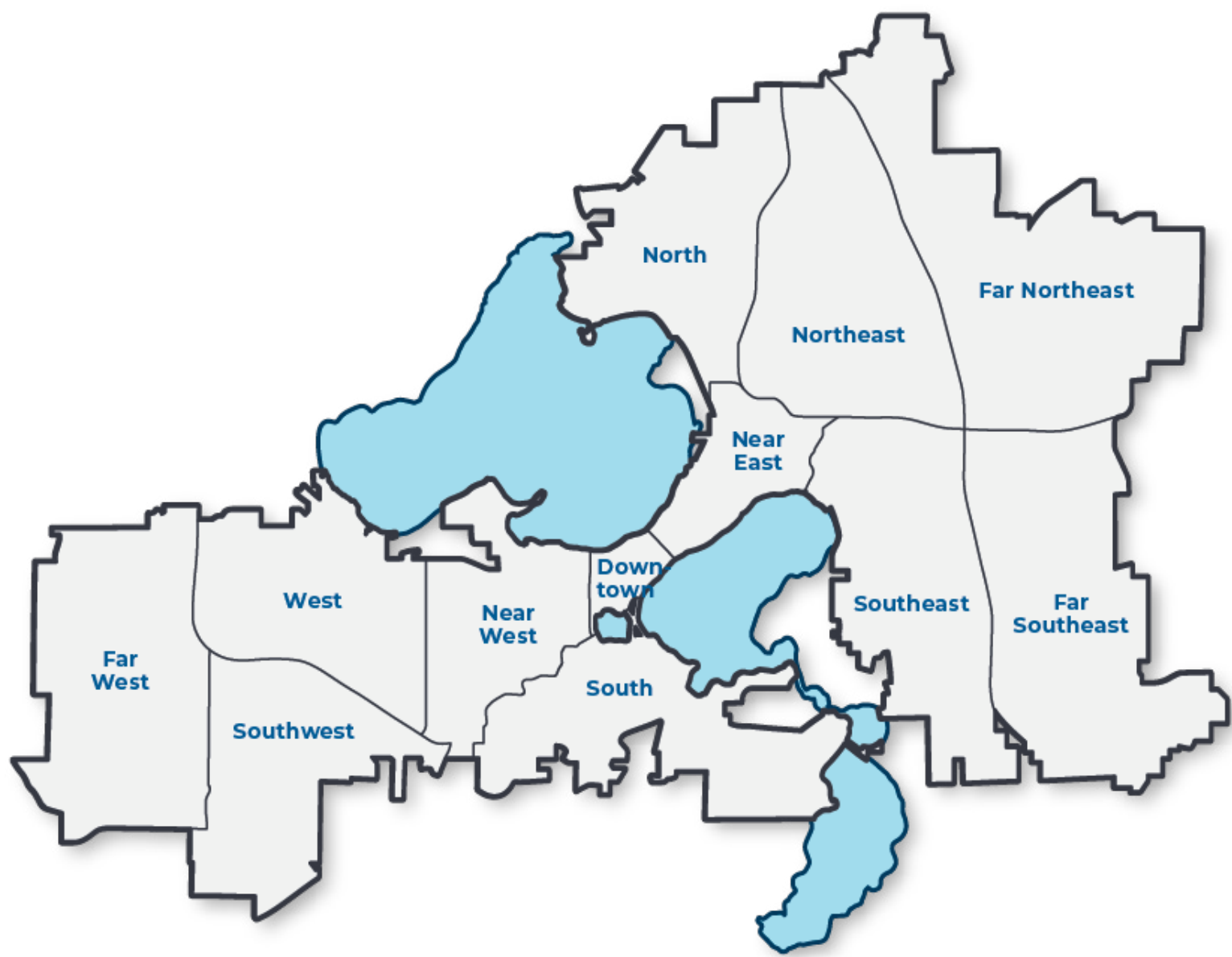


Madison is projected to add 115,000 new residents and 50,000 jobs between 2020 and 2050.

What are Area Plans?

An Area Plan is a long-term vision to guide changes in the physical aspects of our community, such as development initiated by the private sector and infrastructure improvements typically carried out by the public sector. Plan recommendations are guided by adopted City policies and feedback from the community.

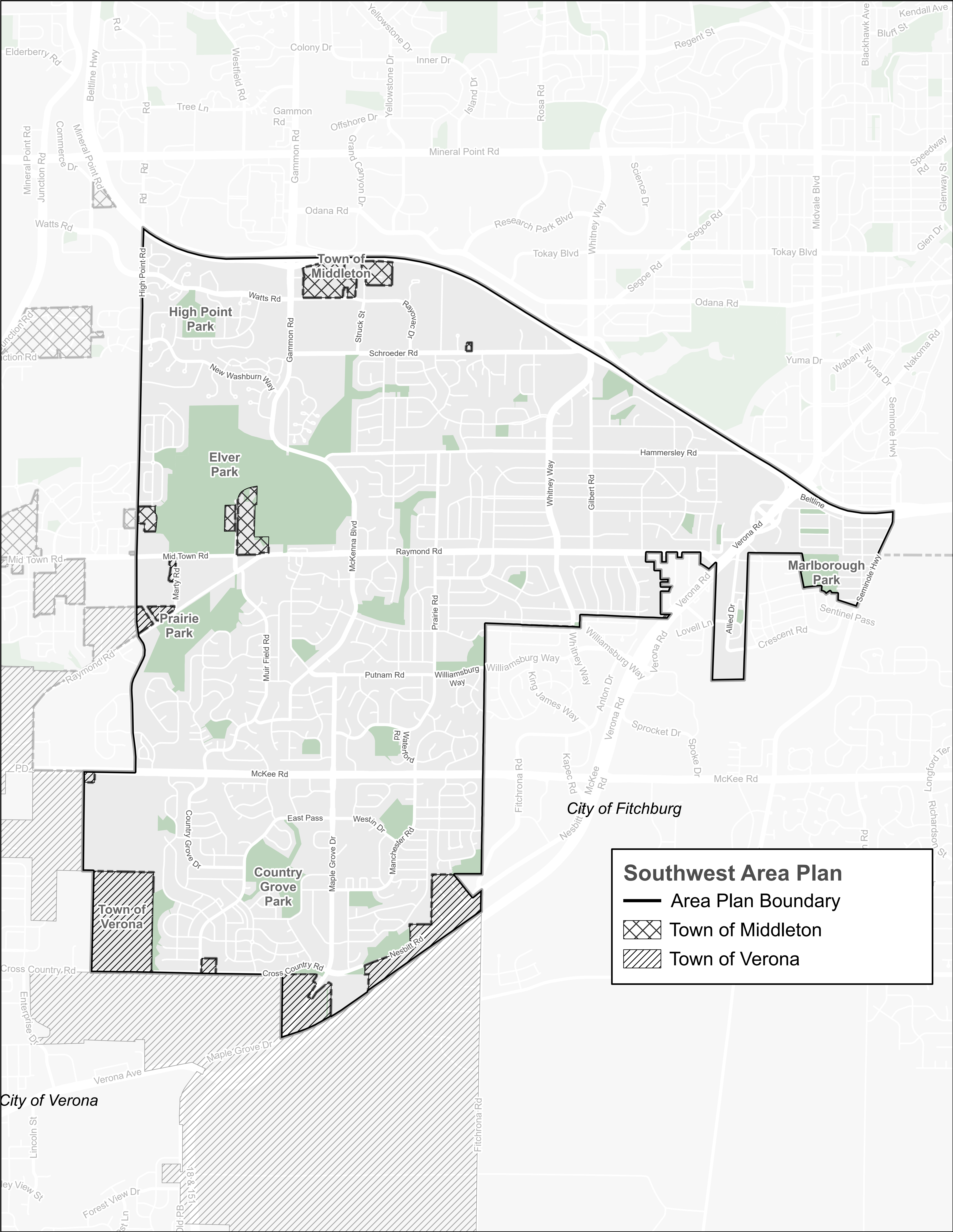
Over the next decade, twelve Area Plans will be created and updated every ten years to address changing issues and needs. The Southwest Area Plan is just beginning. It covers approximately 5,400 acres and 37,000 residents. Everyone who lives, works, and plays in the area or travels through it is encouraged to participate in the planning process.



Citywide Area Plan Boundaries

Phase Zero	Phase One	Phase Two	Phase Three	Phase Four
Data Gathering and Review <ul style="list-style-type: none">Plan authorization by Common CouncilPop-up engagements (Parks Alive, resource fairs, etc)Small group meetings (PTOs, Neighborhood Associations, etc.)Online interactive commenting mapBackground data gatheringRegular email notifications and website updates (applies to all phases)	Issues and Opportunities <ul style="list-style-type: none">Open house and public meetings (in-person and virtual)Community surveyFocus group meetingsSmall group meetings (PTOs, Neighborhood Associations, etc.)Check-in with City Boards, Commissions, and CommitteesCheck-in with adjacent municipalities and school districts	Develop Recommendations <ul style="list-style-type: none">Outreach to businessesArt workshopPublic meetings (in-person and virtual)Focus group meetingsSmall group meetings (PTOs, Neighborhood Associations, etc.)Check-in with City Boards, Commissions, and Committees	Draft Plan Review <ul style="list-style-type: none">Public meetings (in-person and virtual)Focus group meetingsPublic feedback on Draft PlanCheck-in with adjacent municipalities and school districtsSmall group meetings (PTOs, Neighborhood Associations, etc.)	Adoption and Implementation <ul style="list-style-type: none">Plan review and adoption by City Boards, Commissions, and CommitteesImplementation of Plan recommendations
JUN - OCT	NOV - MAR	APR - SEP	OCT - MAR	APR
2024	2025	2026		

Anticipated Timeline

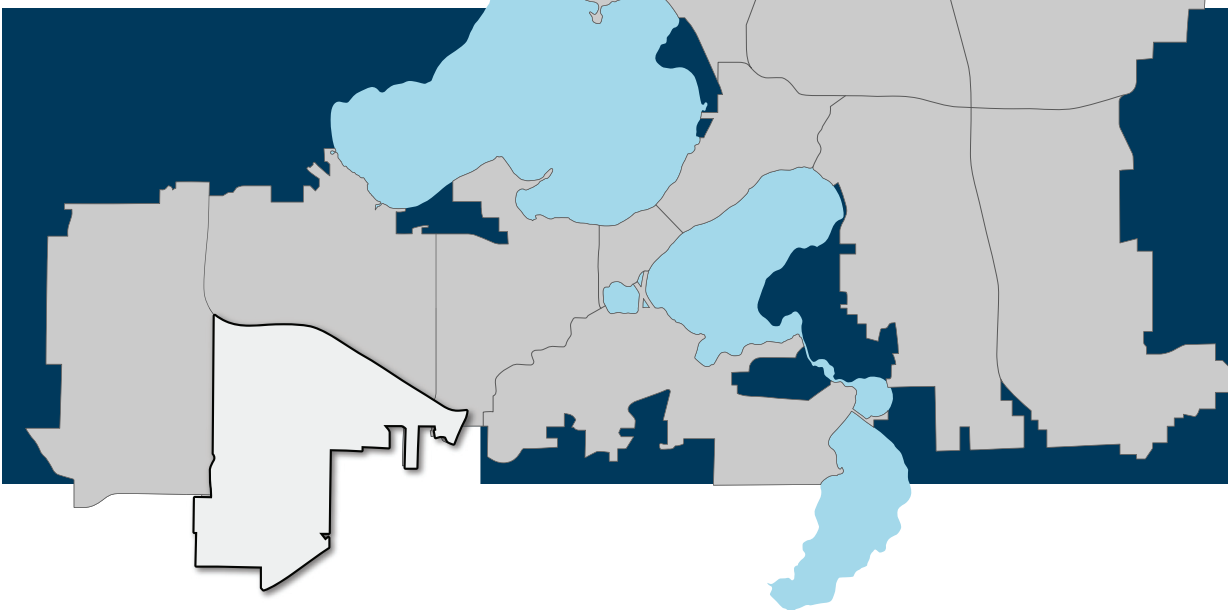


Southwest Area Plan

Area Plan Boundary

Town of Middleton

Town of Verona



Southwest Area Plan: Why Plan, What are Area Plans?



Area Plans

New Planning Framework

In 2022, the Common Council approved a new planning framework that divided the city into 12 areas to make our processes more simple, predictable, and equitable. Twelve area plans will be developed over the next 10 years. The area plans will be updated every 10 years to reflect a changing city and keep area plan recommendations updated and in sync with City initiatives.

This approach has five primary benefits:

- Clear Plan Recommendations
- Full City Coverage
- Frequent Plan Updates
- Consistent Plan Topics, Higher-Level Recommendations
- Enhanced Coordination on City Initiatives

What Topics do Area Plans Cover?

Area Plans focus on guiding changes to the many aspects of our community.

Recommendations are structured around the Comprehensive Plan's seven elements:

- Land Use and Transportation
- Neighborhoods and Housing
- Economy and Opportunity
- Culture and Character
- Green and Resilient
- Effective Government
- Health and Safety



How are Area Plans Used?

- Area Plans focus on guiding changes to the many aspects of our community.
- Guide the types and locations of new development and identify locations for investment in public infrastructure. These include things like:
 - Parks, sewers, and bike paths

Archiving Previously Adopted Plans

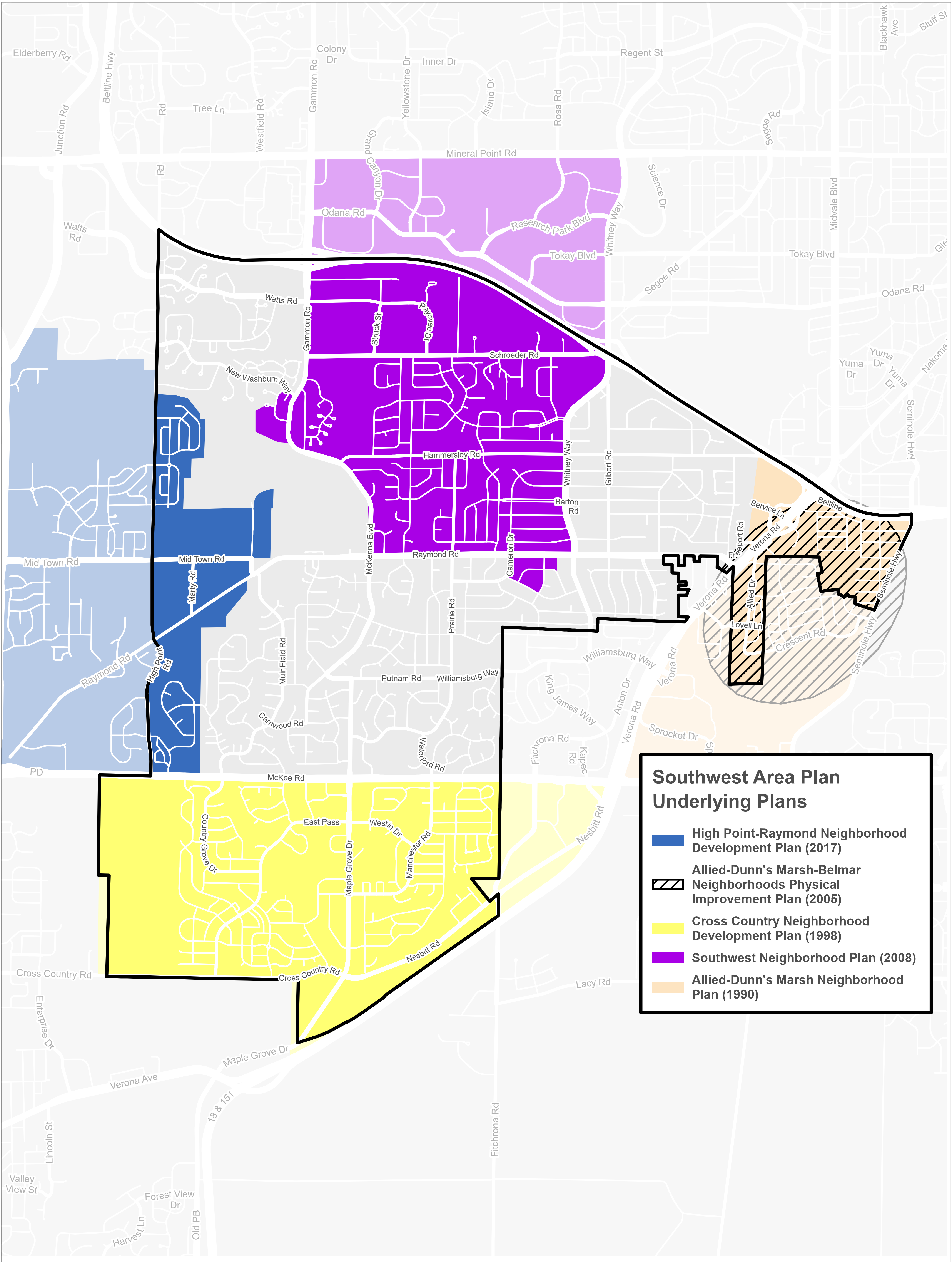
Overlapping plans can create confusion. This process will include reviewing adopted underlying plans and determining which recommendations are relevant and should be incorporated in the new Area Plan.

The Common Council adopted five plans to guide decision-making in portions of the Southwest Area since 1990. See the map to the right. These plans have been important to their neighborhoods for many years:

- High Point Raymond Neighborhood Development Plan (2017)
- Southwest Neighborhood Plan (2008)
- Allied-Dunn's Marsh-Belmar Neighborhoods Physical Improvement Plan (2005)
- Cross Country Neighborhood Development Plan (1998)
- Allied-Dunn's Marsh Neighborhood Plan (1990)

When reviewing the previously adopted plans, the focus is on physical or regulatory changes such as land use, zoning, building height, transportation, parks and open space, public utilities, and stormwater infrastructure. Recommendations that simply repeat existing Citywide policies, have already been implemented, are inconsistent with current City policy, or were to be implemented by non-City entities will not be incorporated in the Southwest Area Plan.

When the Common Council adopts the Southwest Area Plan, the underlying plans will be archived and will no longer guide development review, future City projects, policies, budgets, or work plans. Going forward, the Southwest Area Plan will guide decisions.



Southwest Area Plan: Background



Southwest Area Demographic Data

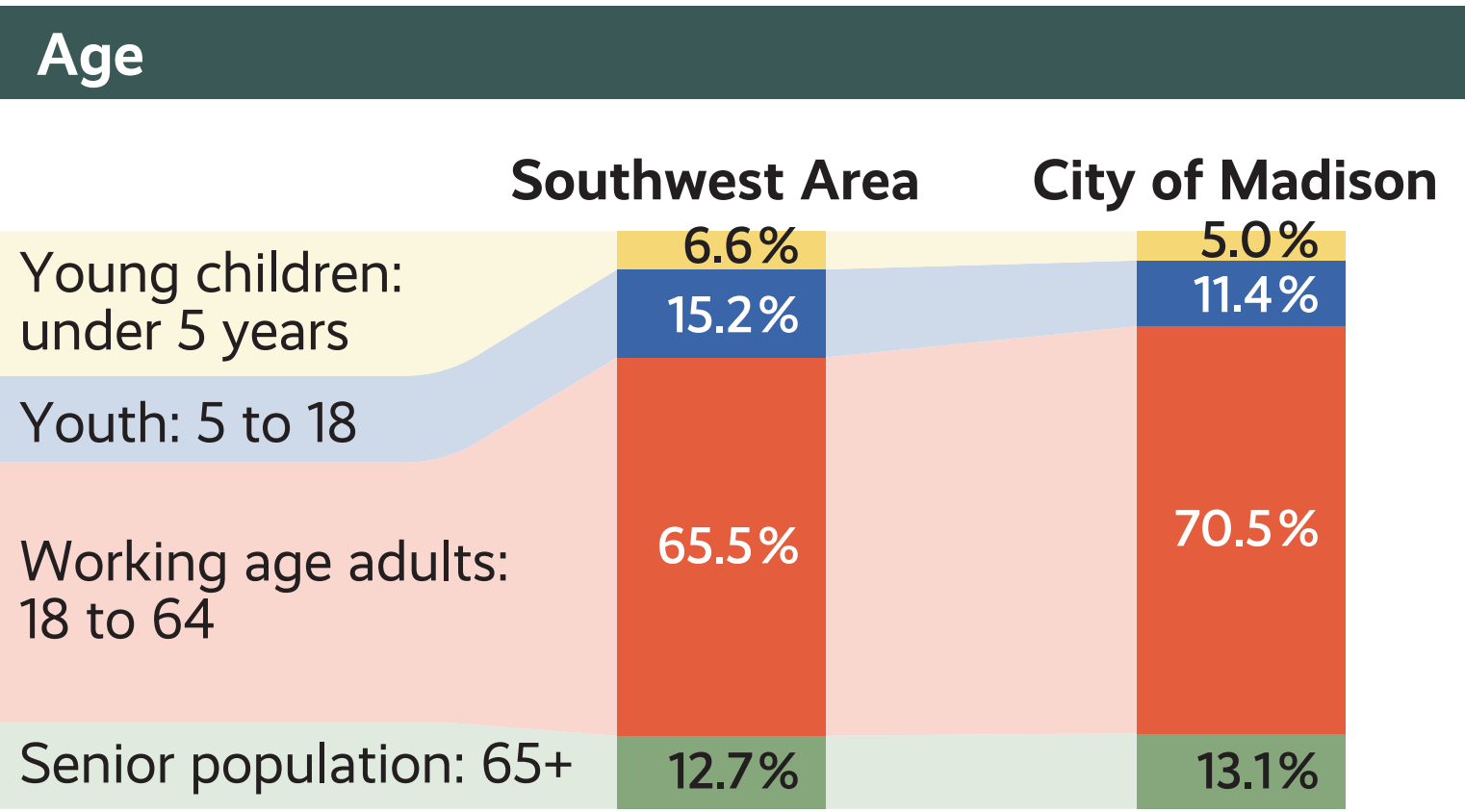
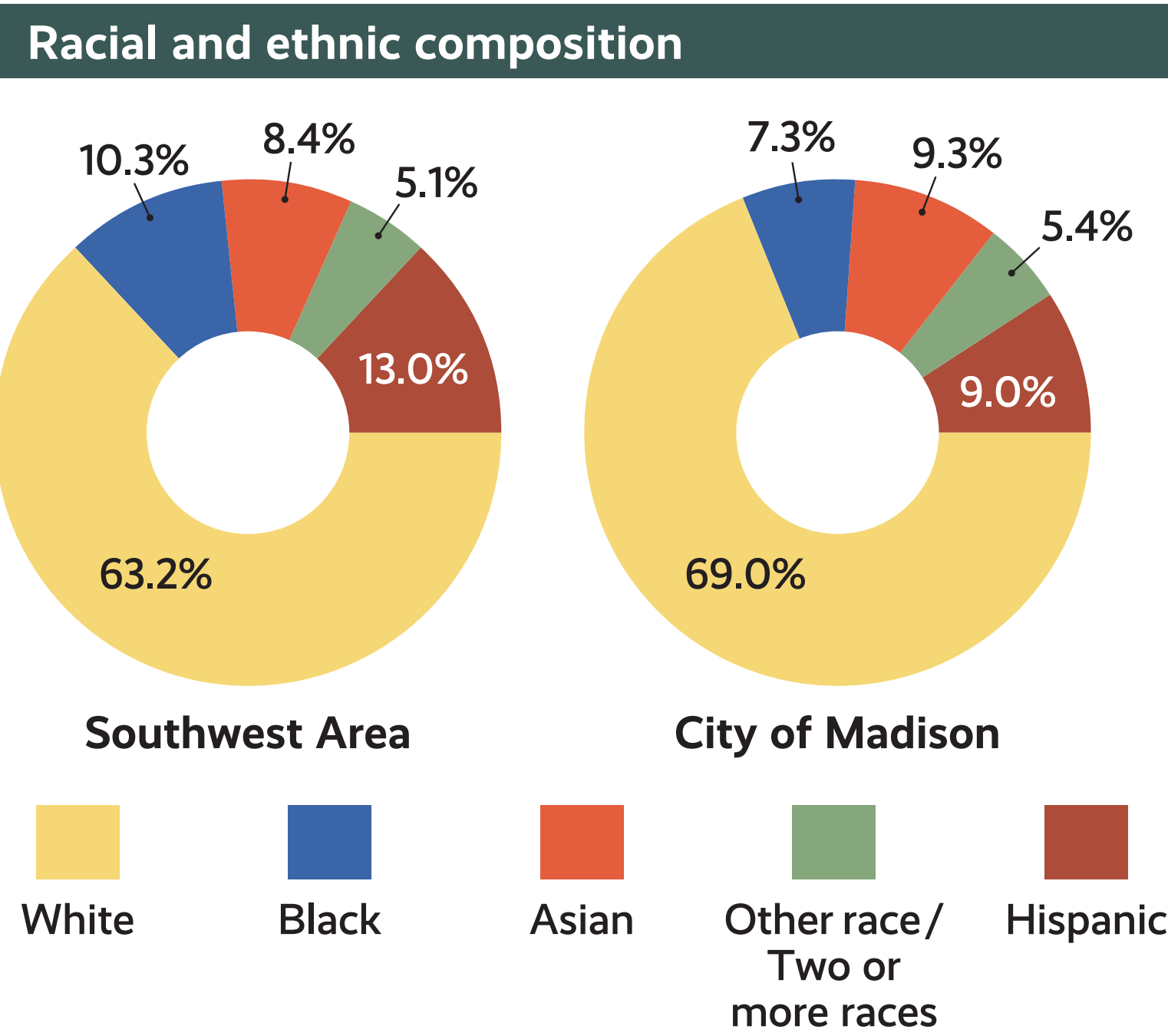
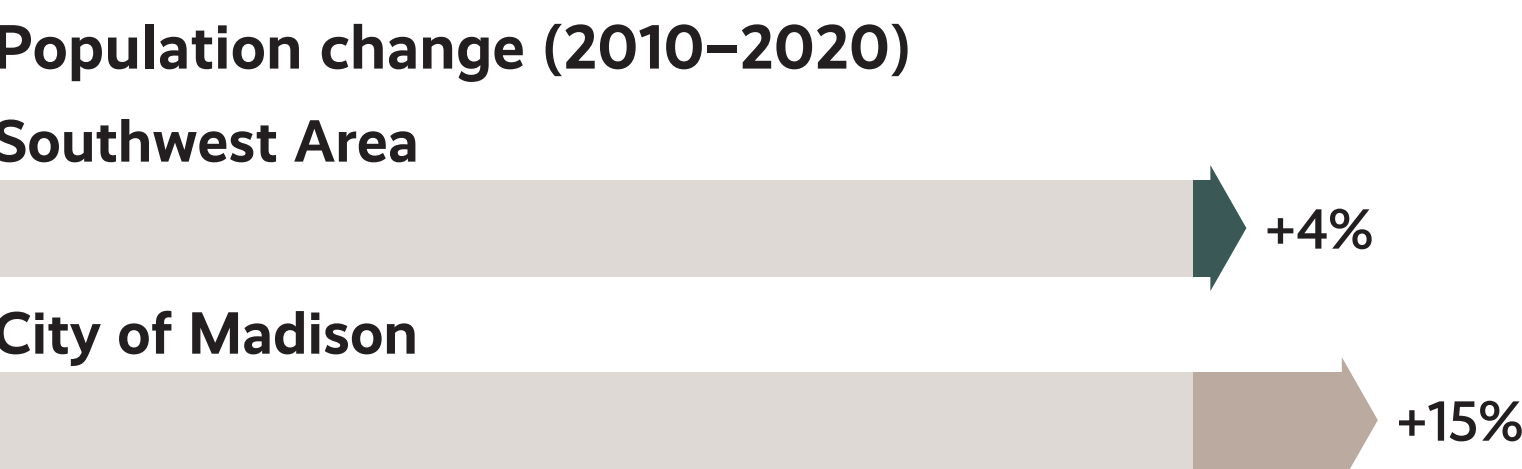
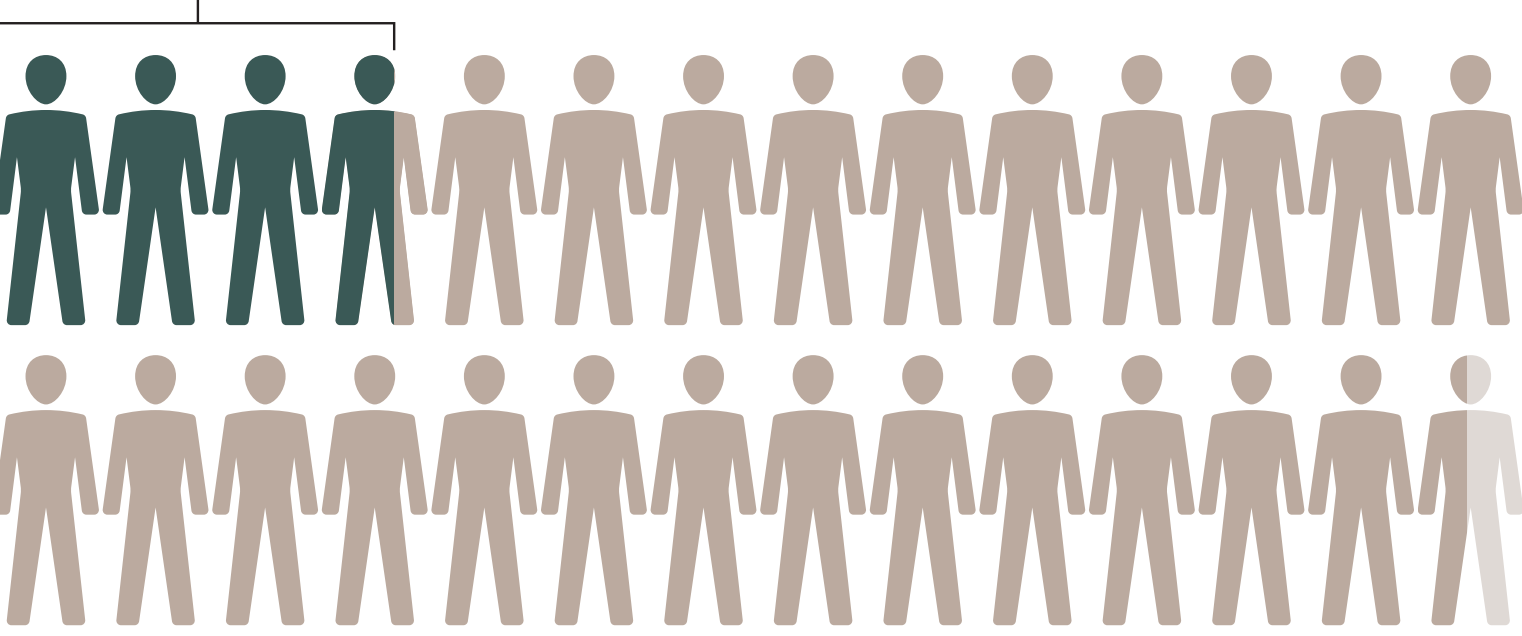
The Southwest Area is approximately 5,400 acres (8.4 square miles). According to the 2020 Census, there are approximately 37,000 residents in the Southwest Area, of which 37 percent are people of color. The Southwest Area has a higher percentage of residents who identify as Black and Hispanic/Latinx compared to Madison as a whole. There is also a higher percentage of young children, under 5 years of age and youth compared to Madison. The Southwest Area includes approximately 16,000 housing units and approximately 7,500 jobs.

Population

Southwest Area
36,837

City of Madison
274,622

1 icon = 10,000 residents



Source: Decennial Census 2020 Block Data

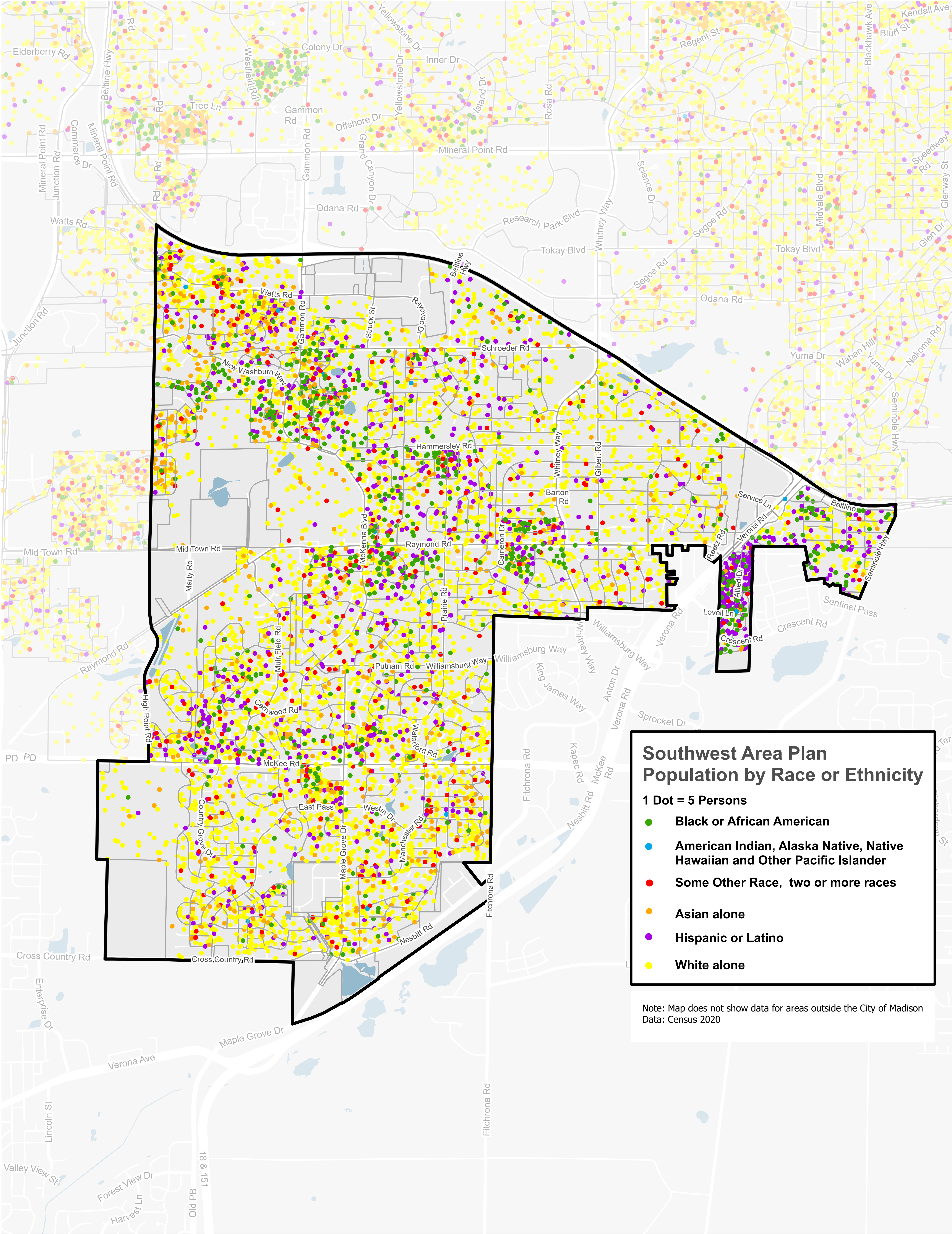
Income and household economics

	Southwest Area	City of Madison
Median income	\$82,871	\$70,466
Poverty rate (families)	5.6%	5.9%
Unemployment	3.1%	2.7%
Homeownership (Tenure)	54.9%	44.5%
Households without motor vehicle	4.0%	11.2%

Jobs within area, by major sector

	Southwest Area	City of Madison
Agriculture, Mining, Utilities, Construction (NAICS #11-23)	2.0%	3.8%
Manufacturing, Transportation, Warehousing (31-33, 48-49)	9.7%	6.3%
Wholesale Trade (42)	2.4%	2.3%
Retail Trade (44-45)	23.7%	8.4%
Information (51)	5.3%	2.7%
Finance, Insurance, Real Estate (52-53)	3.8%	7.5%
Professional, Scientific, and Technical Services (54)	10.8%	8.7%
Management of Companies, Administration & Support (55-56)	5.6%	6.5%
Educational Services (61)	4.7%	14.6%
Health Care and Social Assistance (62)	19.1%	19.3%
Accommodation and Food Services (72)	6.4%	5.4%
Arts, Entertainment, Other Services (71, 81)	6.6%	4.6%
Public Administration (92)	0.0%	9.9%

Sources: Census On the Map 2021 data
Decennial Census 2020 Block Data
ACS 5 year Estimate (2021)



Southwest Area Plan: Background



Land Use and Zoning – What’s the Difference?

Land Use

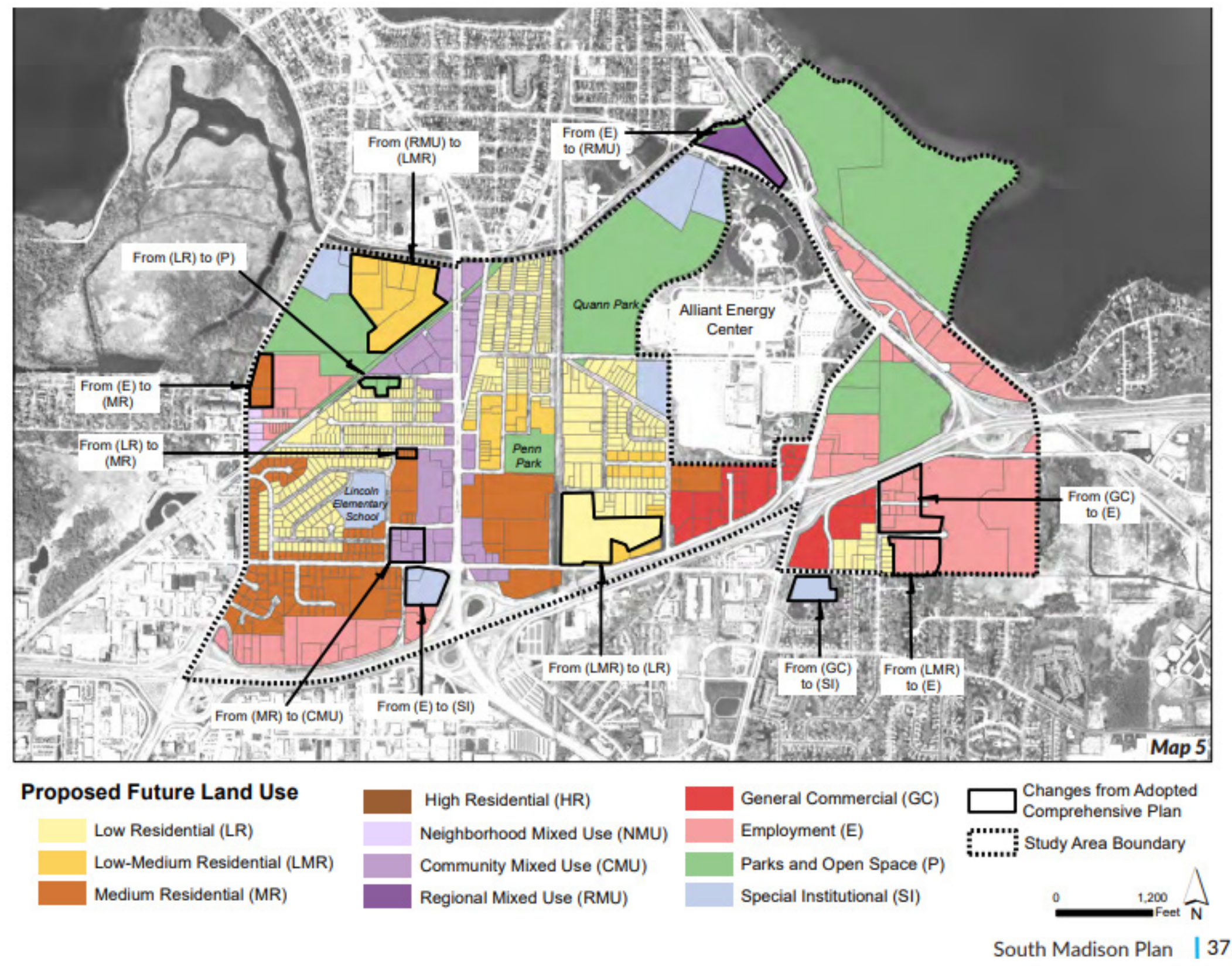
- All land in Madison is assigned a recommended land use to guide sustainable growth and community development.
- Land use planning helps provide a big picture vision for the future, and make cities work better for people.
- The City of Madison works collaboratively to determine the types of land uses desired, considering community input, environmental impact, and infrastructure needs.

Generalized Future Land Use (GFLU) Map

- The Generalized Future Land Use (GFLU) Map is a key part of the City's Comprehensive Plan and Area Plans. State Comprehensive Planning law requires that we have a GFLU Map to guide growth and development.
- It sets expectations for how we want to grow as a community over time.
- Land Use Categories:
 - Broad categories such as residential, mixed-use, commercial, or industrial.
- Example: Neighborhood Mixed-Use (NMU)
 - Mix of residential, retail, restaurant, service and civic uses that serve nearby residents
 - 2 to 4 stories
- The GFLU Map also recommends development intensities, such as how tall buildings should be. This is used to guide future development.
- It does not always reflect current land use. Instead, it shows the desired type of future development across the city. This helps to guide policy over the long term.



Example illustration of land use planning



GFLU Map from South Madison Plan

Land Use Category Examples



Low Residential (LR)



Low-Medium Residential (LMR)



Neighborhood Mixed-Use (NMU)

Zoning

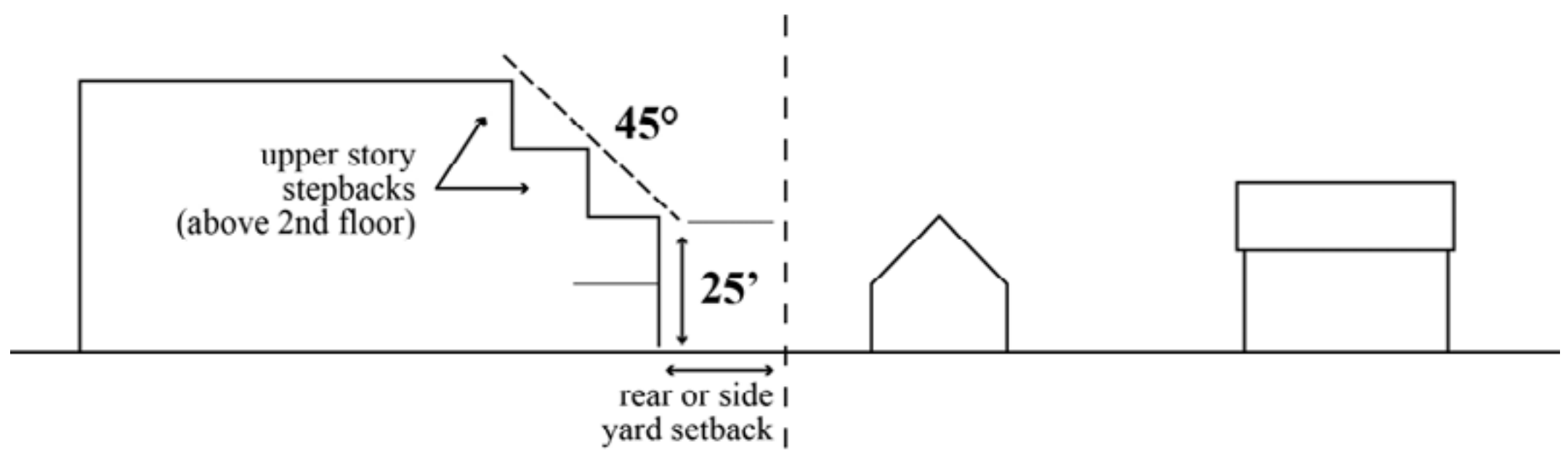
- Zoning is adopted as one of Madison's ordinances.
- Zoning regulates how property may be used and developed.
- It groups the city into different districts (or “zones”). Each zoning district has its own rules for allowed uses and other development requirements.

Zoning Map and Zoning Text

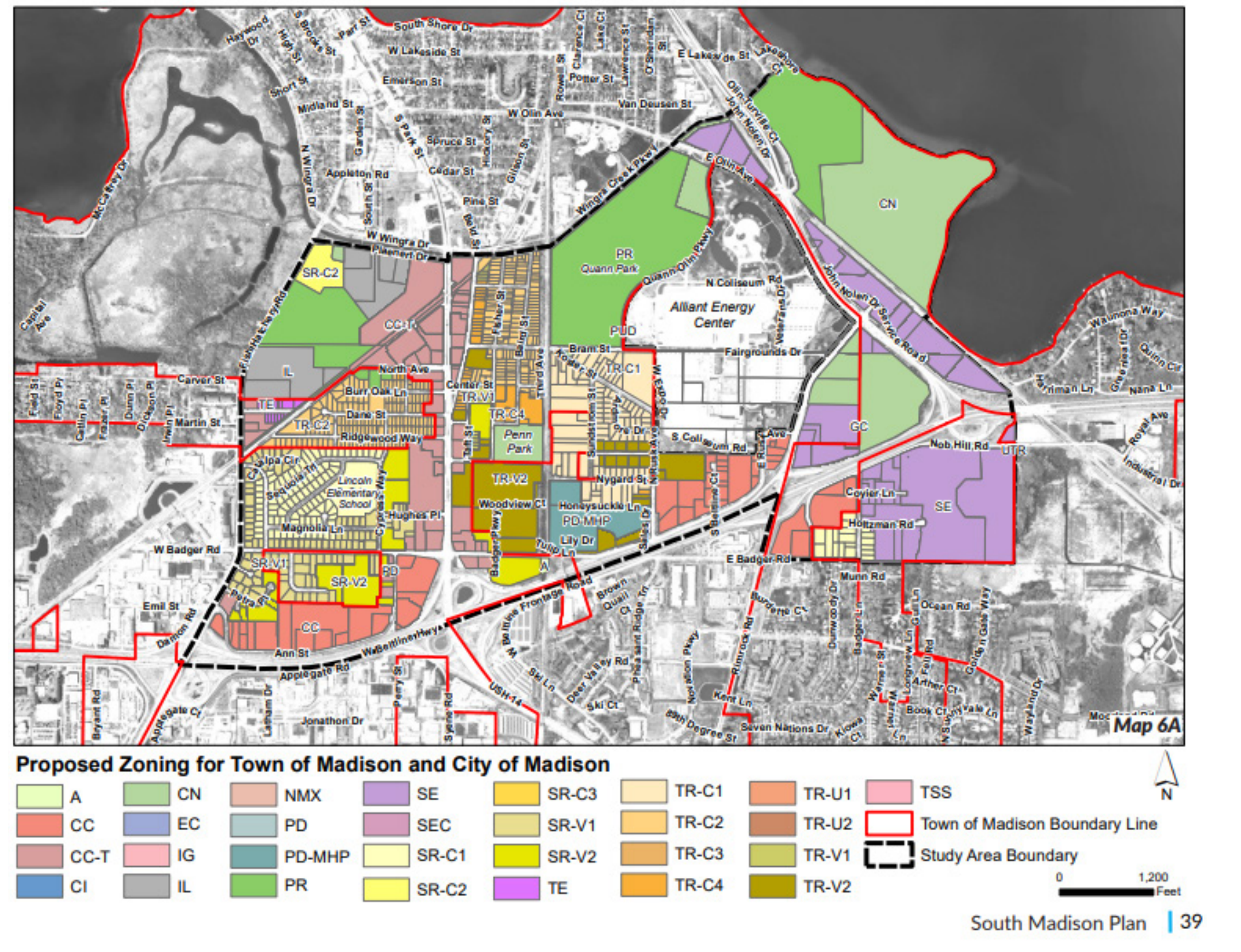
- The Zoning Ordinance includes the Zoning Map and the Zoning Text.
- Zoning Map: Assigns a zoning district to each property.
- Zoning Text: Regulates how a property can be used and developed, including:
 - a. Specific uses
 - b. Physical characteristics of buildings (like height and distance from the street)
 - c. Site design (like parking and landscaping)
- Zoning is one of the primary tools the City uses to regulate development.
- All changes to a property or the use of a property must be consistent with the zoning code's requirements.

How Zoning interacts with the GFLU Map

- State law requires that when land is changed from one zoning district to another, the zoning district must be consistent with GFLU Map.
- Example:
 - A developer requests to change the zoning for a property to the Industrial – General Zoning District, but the property is recommended for Neighborhood Mixed-Use on the GFLU Map. That rezoning would not be approved because an industrial zoning district is not consistent with Neighborhood Mixed-Use.



Example showing setbacks and upper story setbacks from the Zoning Code



Zoning Map from South Madison Plan

Residential Future Land Use Categories

Residential Building Form	Low Residential (LR)	Low-Medium Residential (LMR)	Medium Residential (MR)	High Residential (HR)
Single-Family Detached Building				
Civic/Institutional Building				
Two-Family, Two-Unit				
Two-Family – Twin				
Three-Unit Building	*			
Single-Family Attached	*			
Small Multifamily Building	*	**		
Large Multifamily Building		**		
Courtyard Multifamily Building		**		
Podium Building				
Number of Stories	1-2'	1-3	2-5	4-12~
General Density Range (DU/acre)	≤15	7-30	20-90	70+

* Permitted in select conditions at up to 30 DU/ac and three stories, generally along arterial streets or where these types of buildings are already present or planned within an adopted sub-area plan as part of a pattern of mixed residential development.

** Appropriate in select conditions at up to 70 DU/ac and four stories. Factors to be considered include relationships between proposed buildings and their surroundings, natural features, lot and block characteristics, and access to urban services, transit, arterial streets, parks, and amenities.

~ Or taller, if specified by an approved sub-area plan or PD zoning.

' Dormers or partial third floors are permitted.

Residential Categories from the Comprehensive Plan GFLU Map

What’s the difference between the GFLU Map and Zoning?

GFLU Map

- Community's long-term vision for future development.
- Adopted Plans and the GFLU Map are a guide.
- Tells us what the zoning and development pattern could be in the future.



Link to the online GFLU Map

Zoning

- Specific rules for what can be developed on a site.
- Zoning is the law.
- Establishes what a property can legally be used for today.

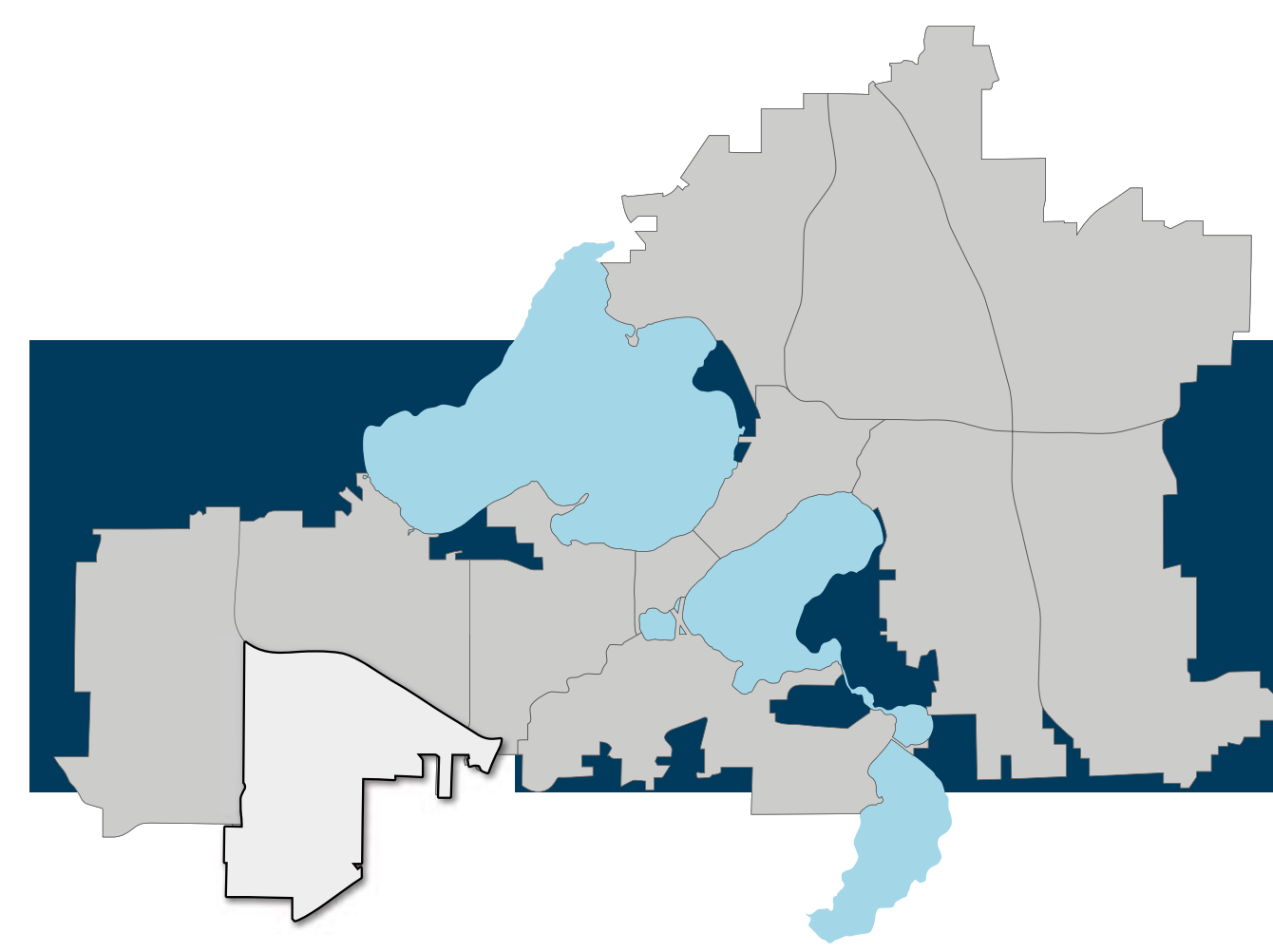
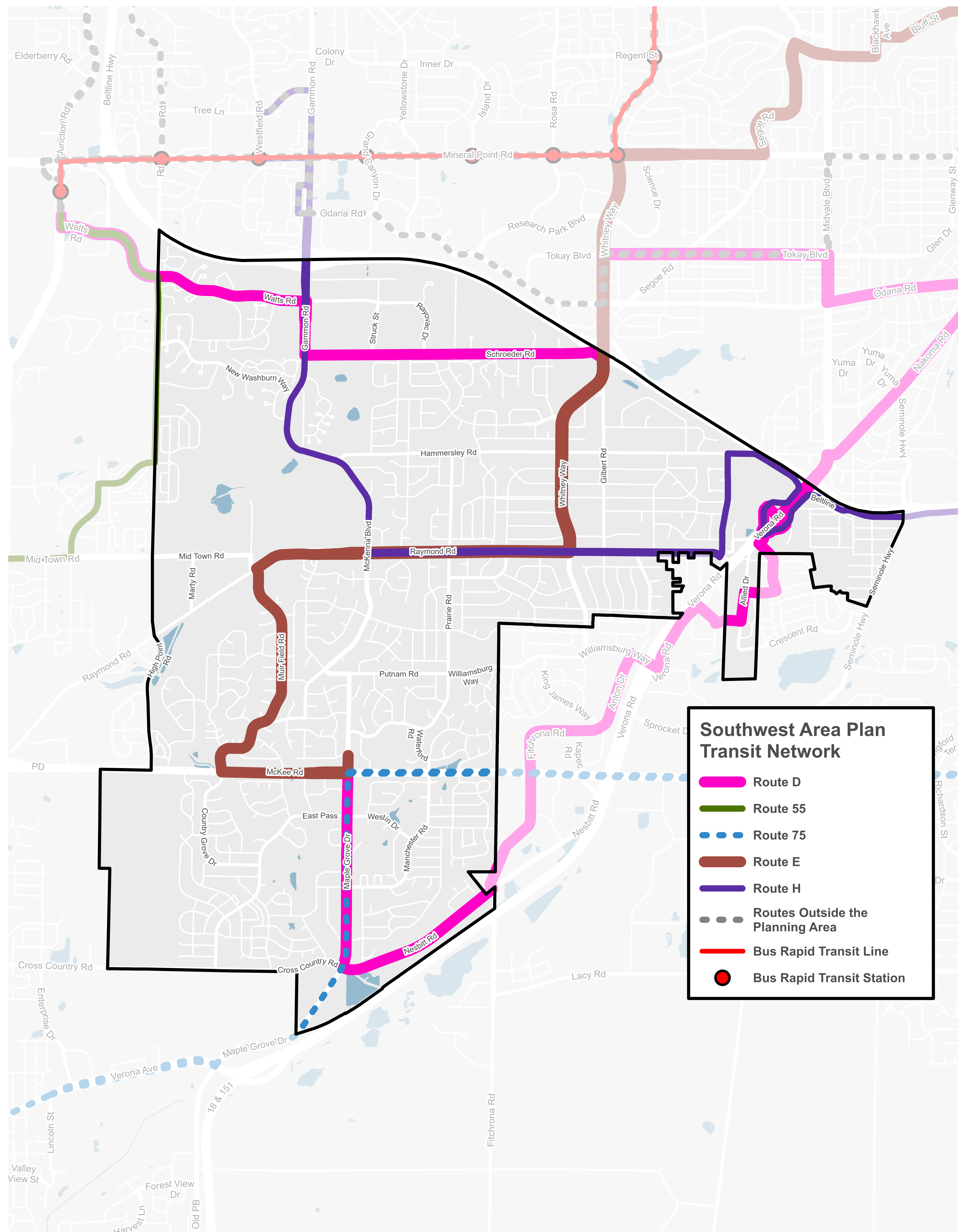
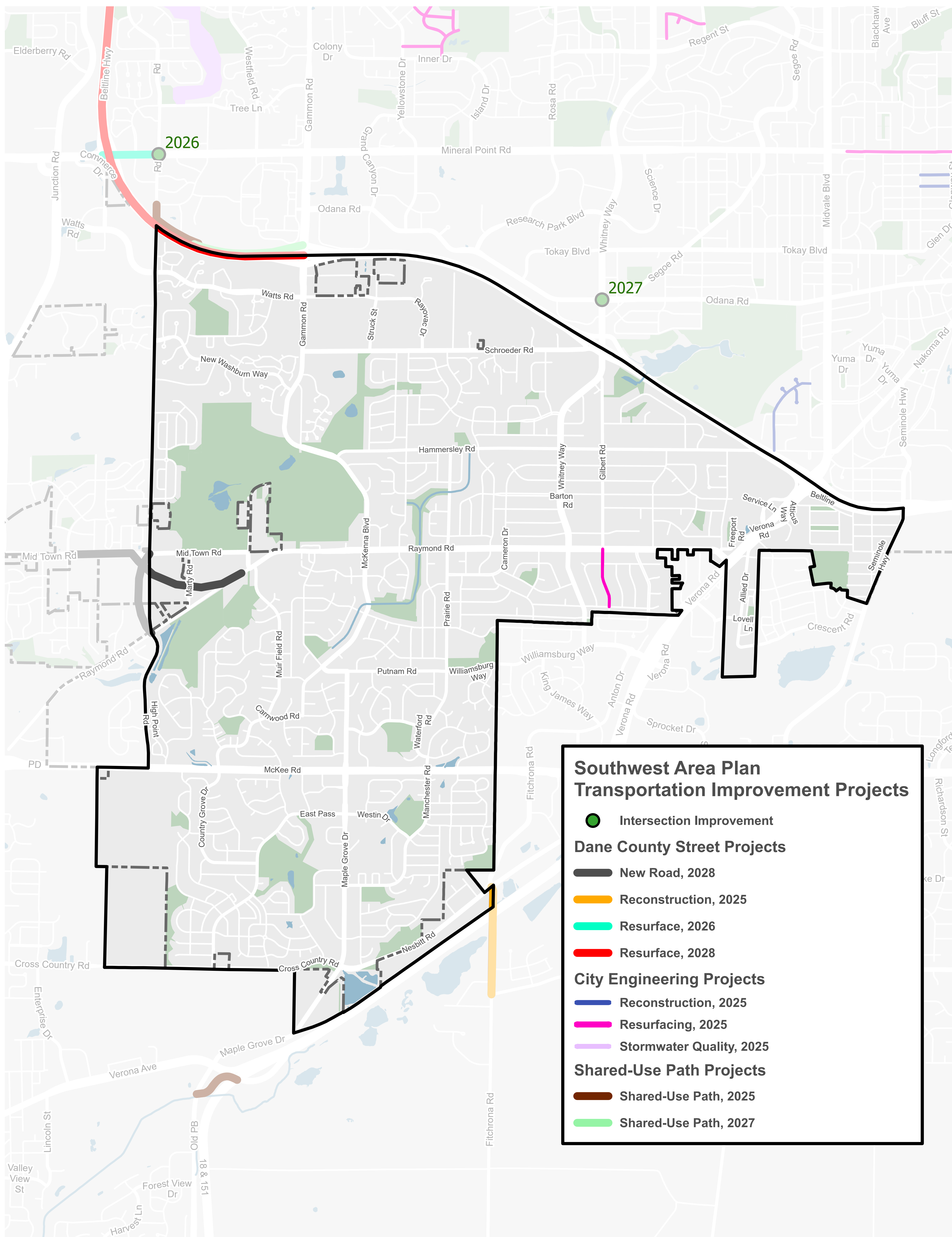


Link to the online Zoning Map

Watch a short video which explains the different between the GLU Map and Zoning.

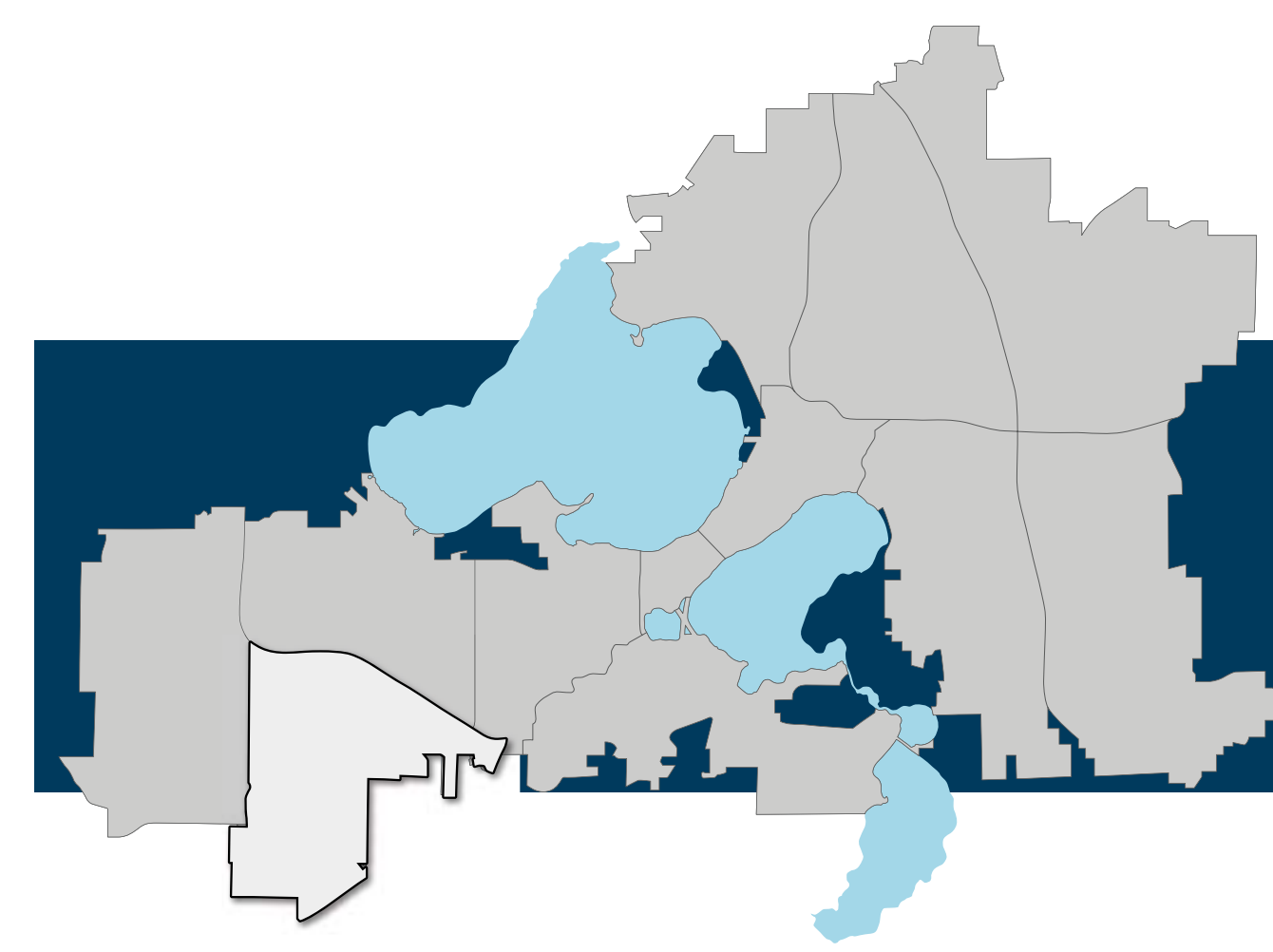
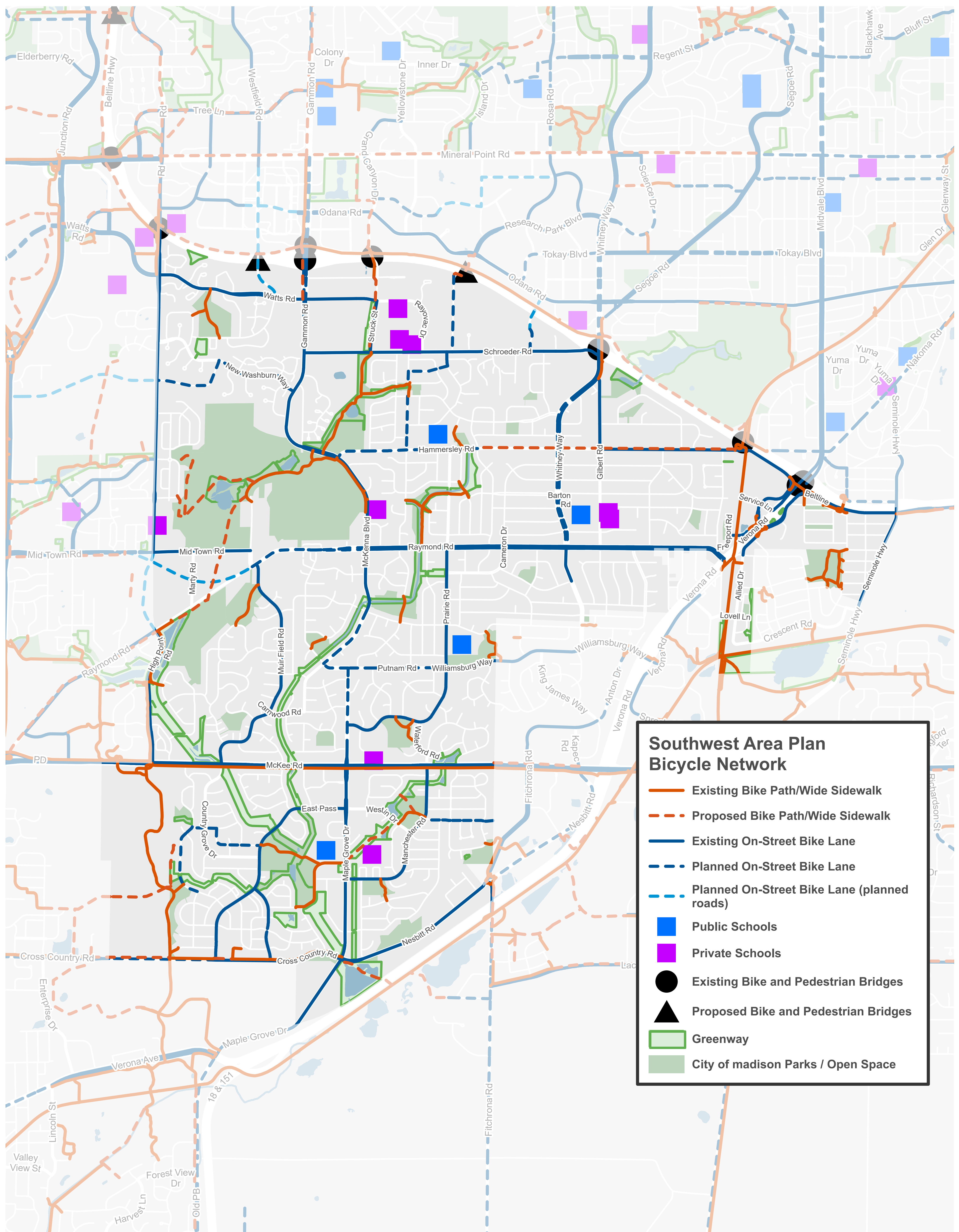
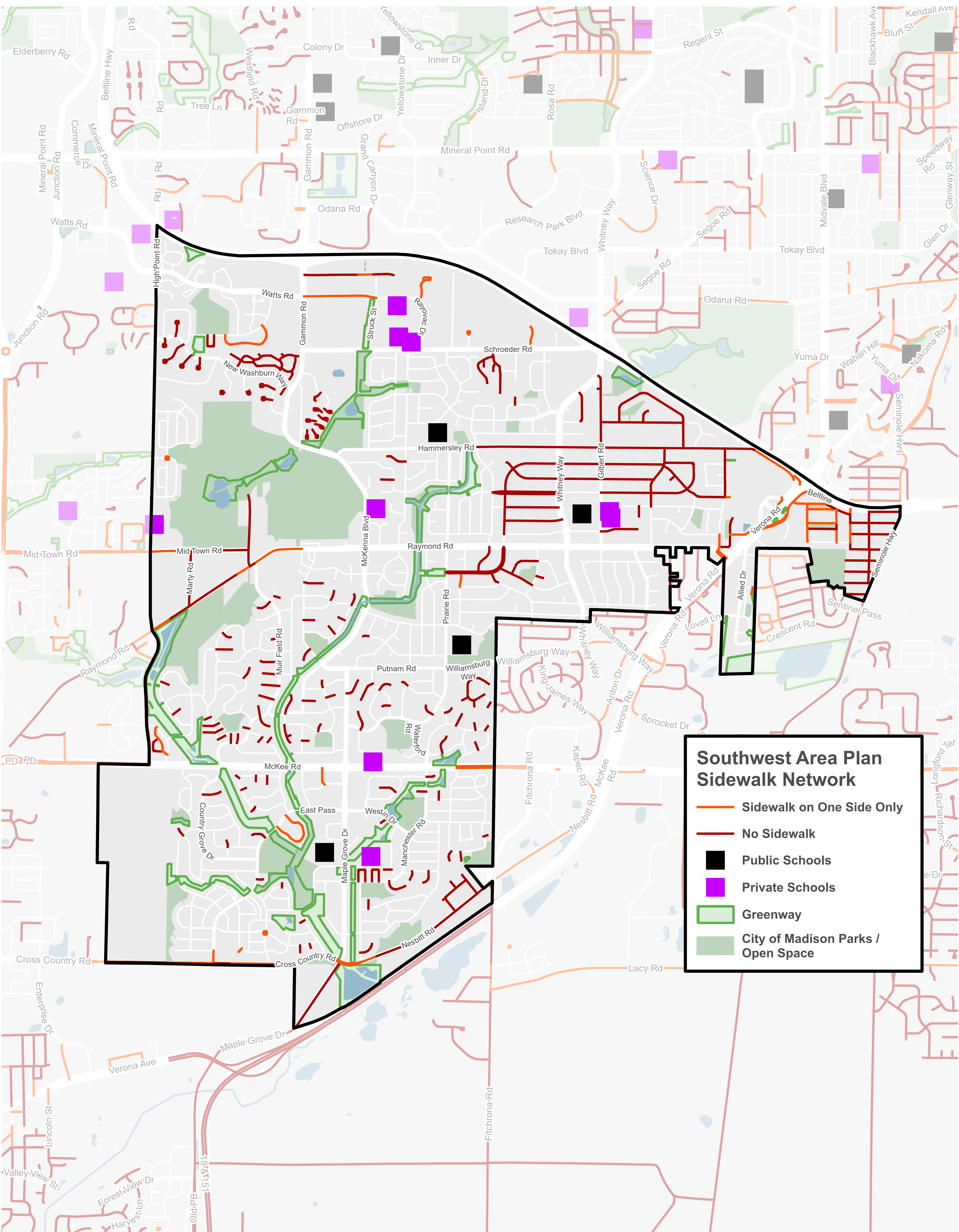
Land Use and Zoning





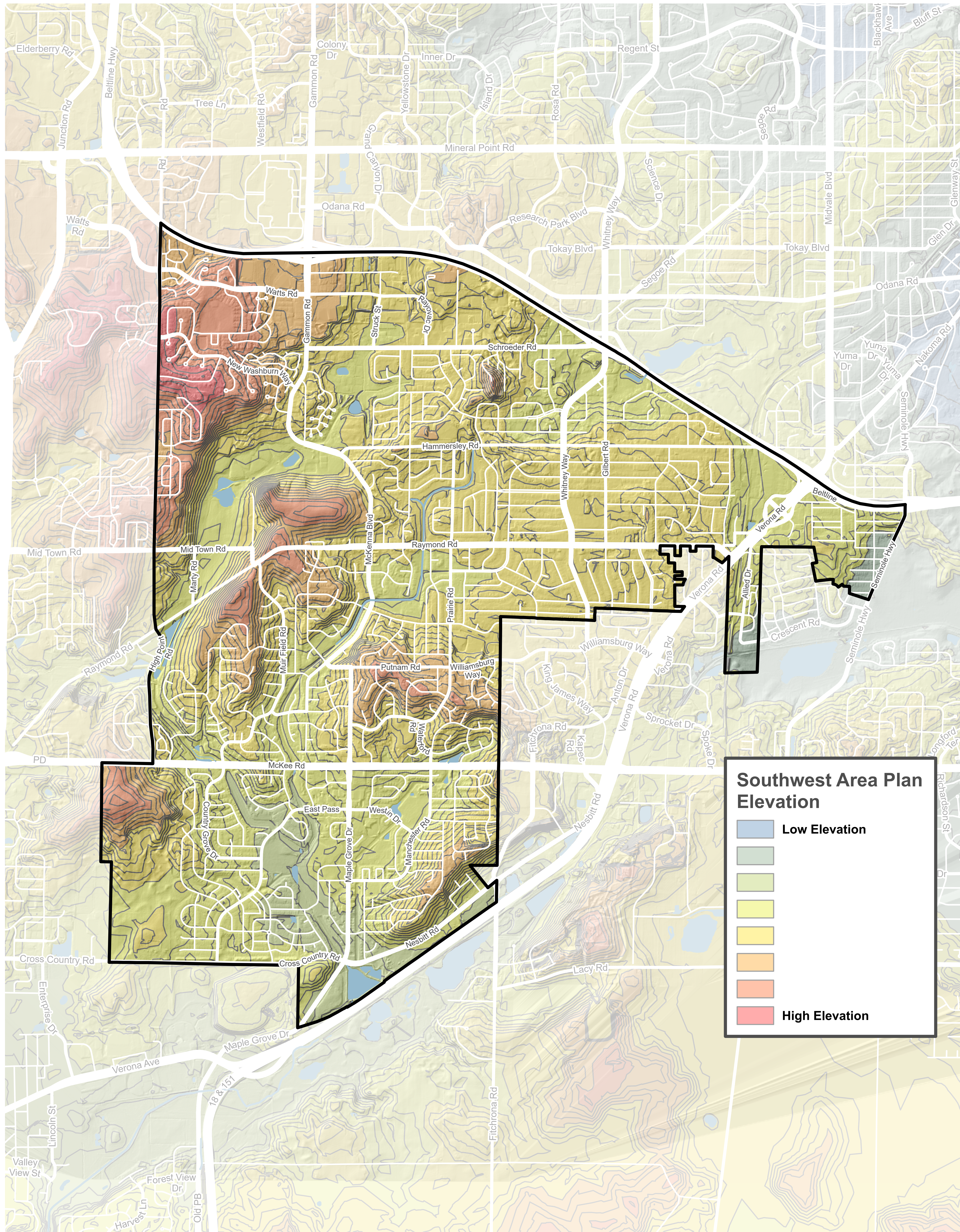
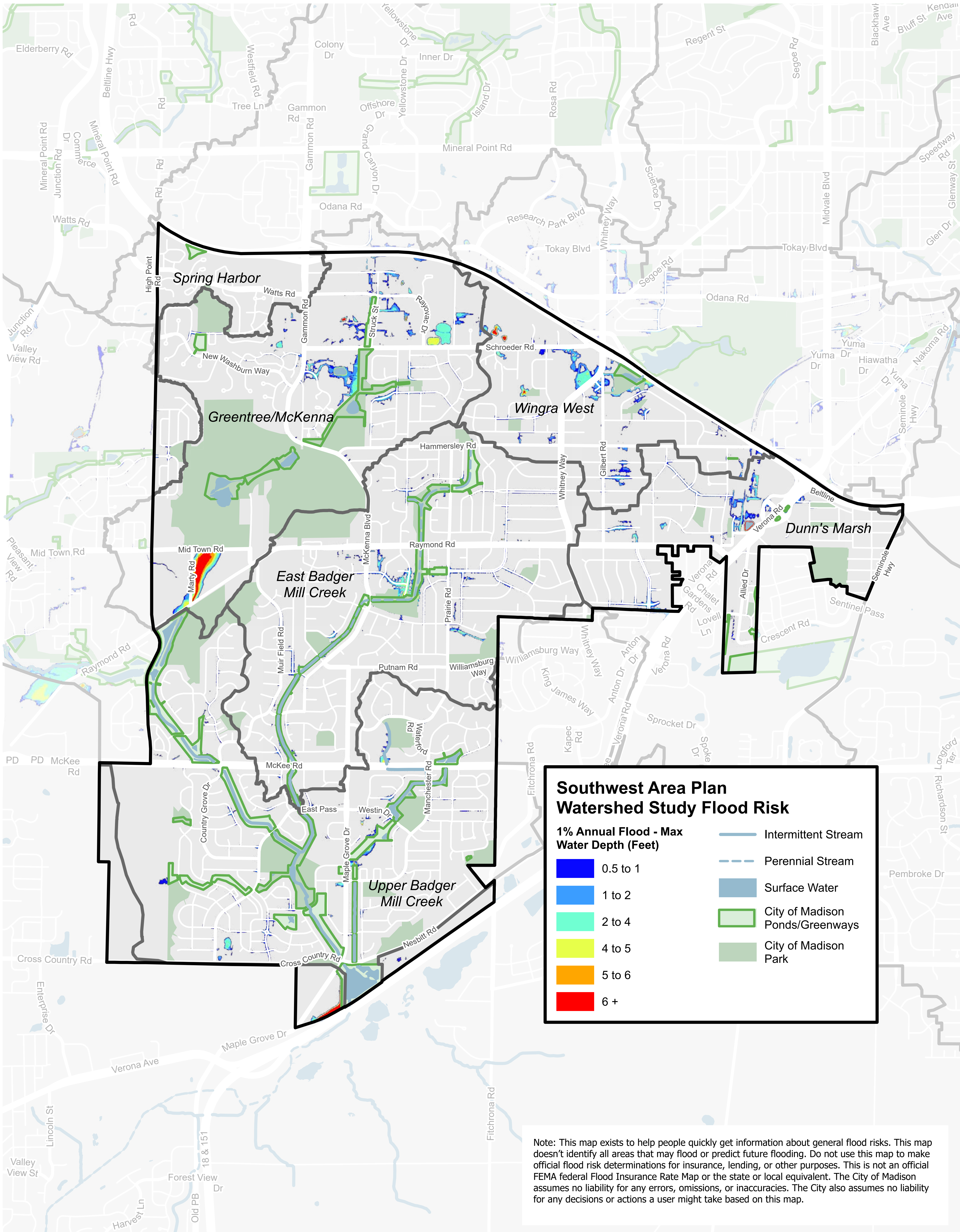
Transportation: Improvements & Transit

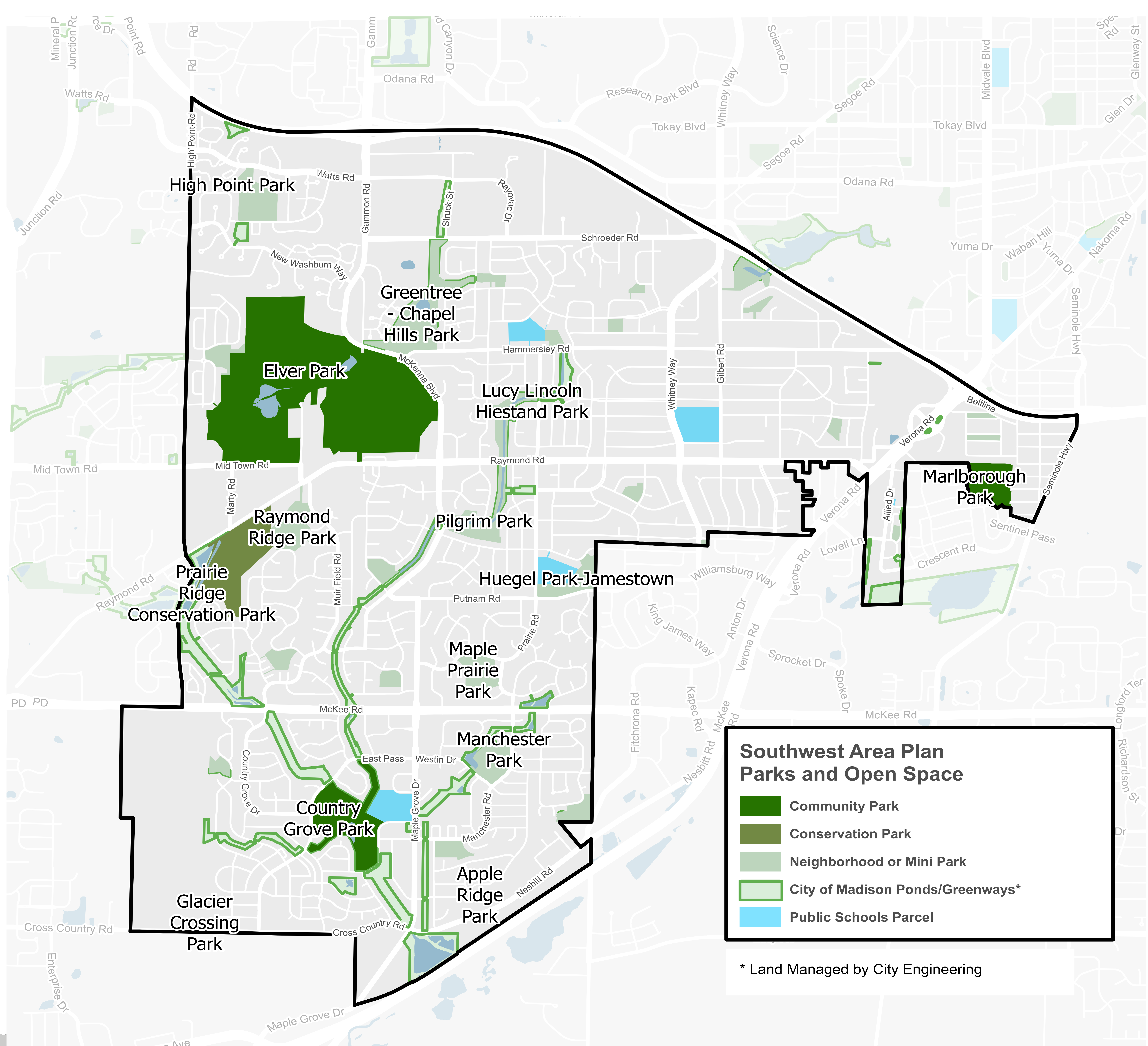




Transportation: Pedestrian & Bicycle Networks



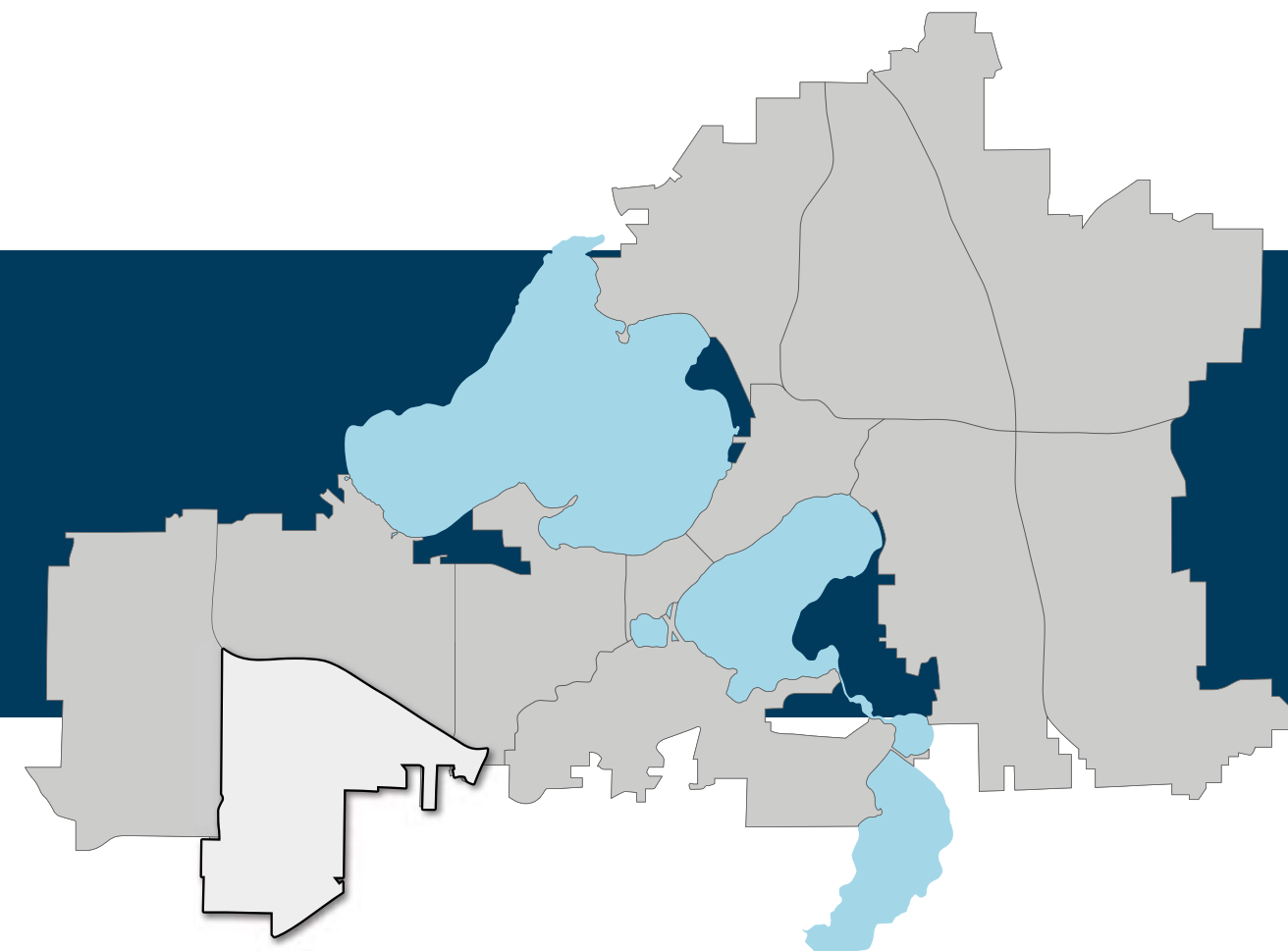
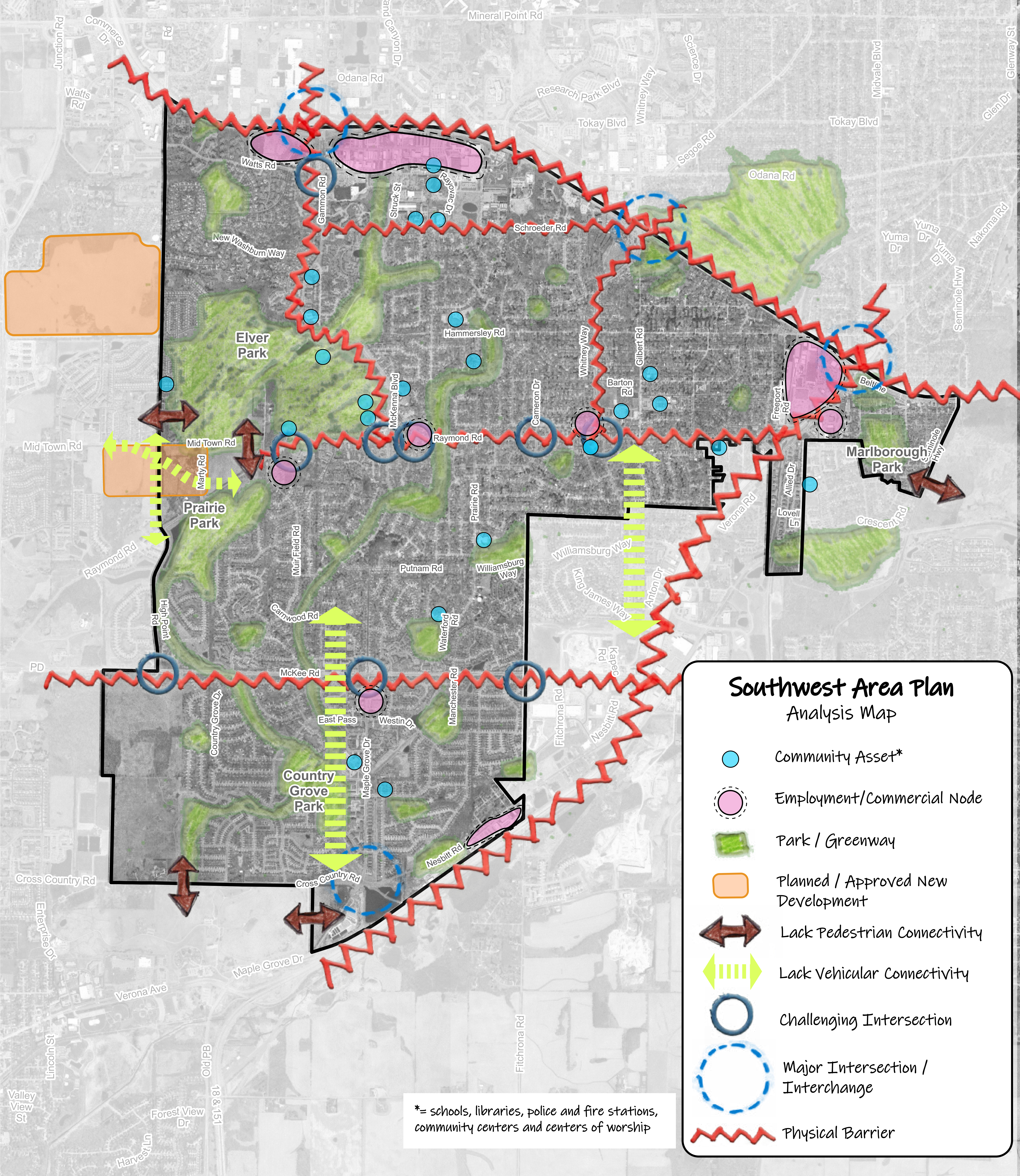




Green & Resilient: Parks



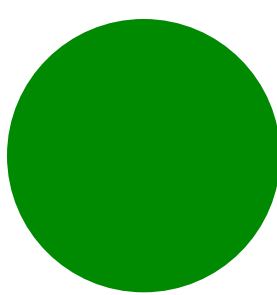
The Southwest Area has many assets, but also some barriers and lack of neighborhood connectivity. What are we missing? Add your thoughts with markers and/or stickynotes



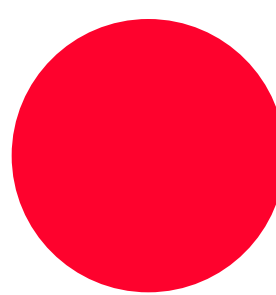
Southwest Area Plan



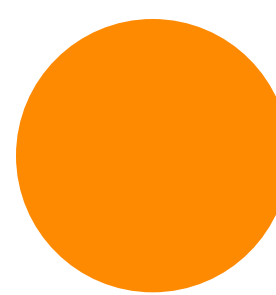
Using the following three categories, place a sticker on the map and write your corresponding comment on the sheet.



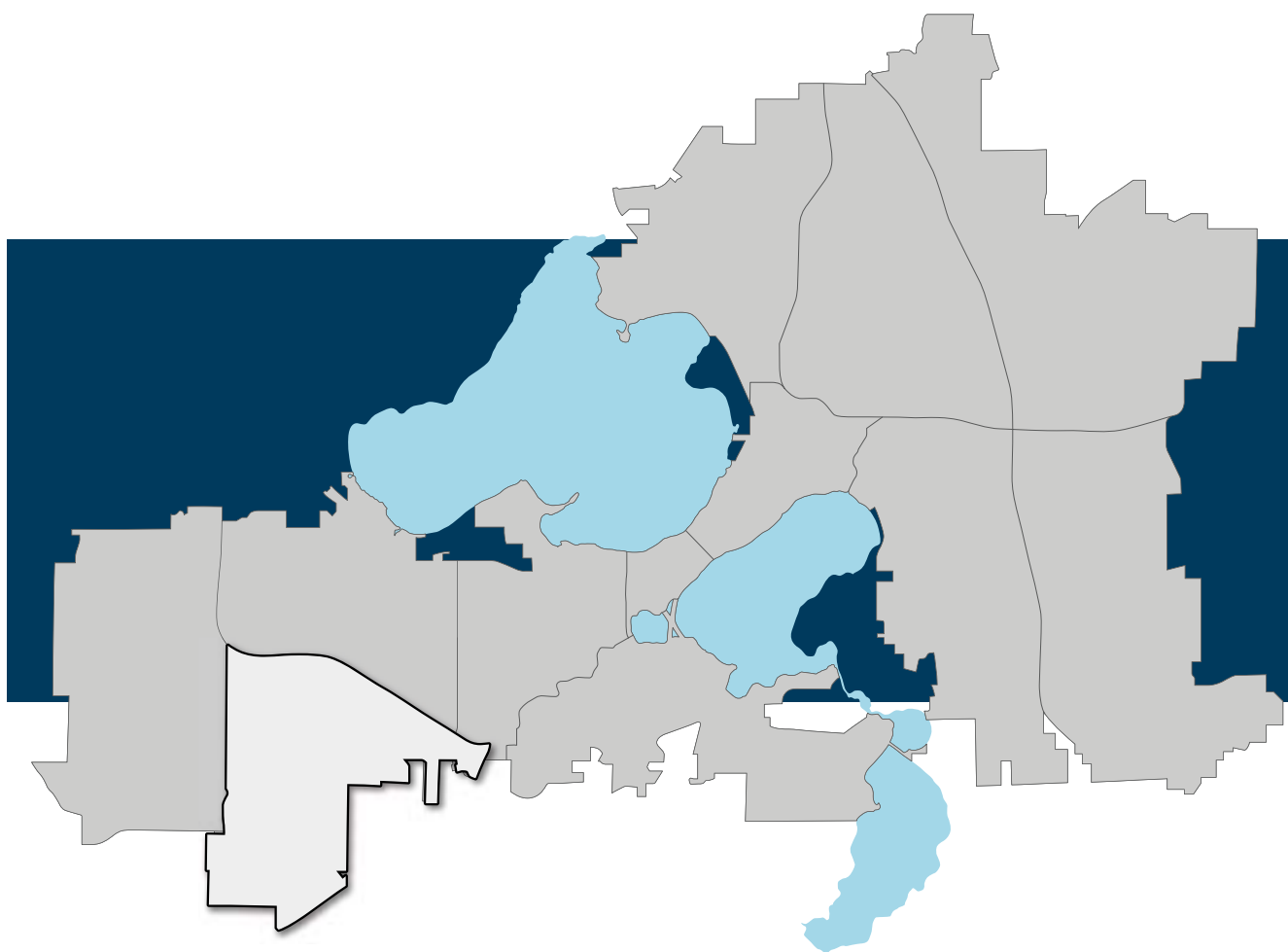
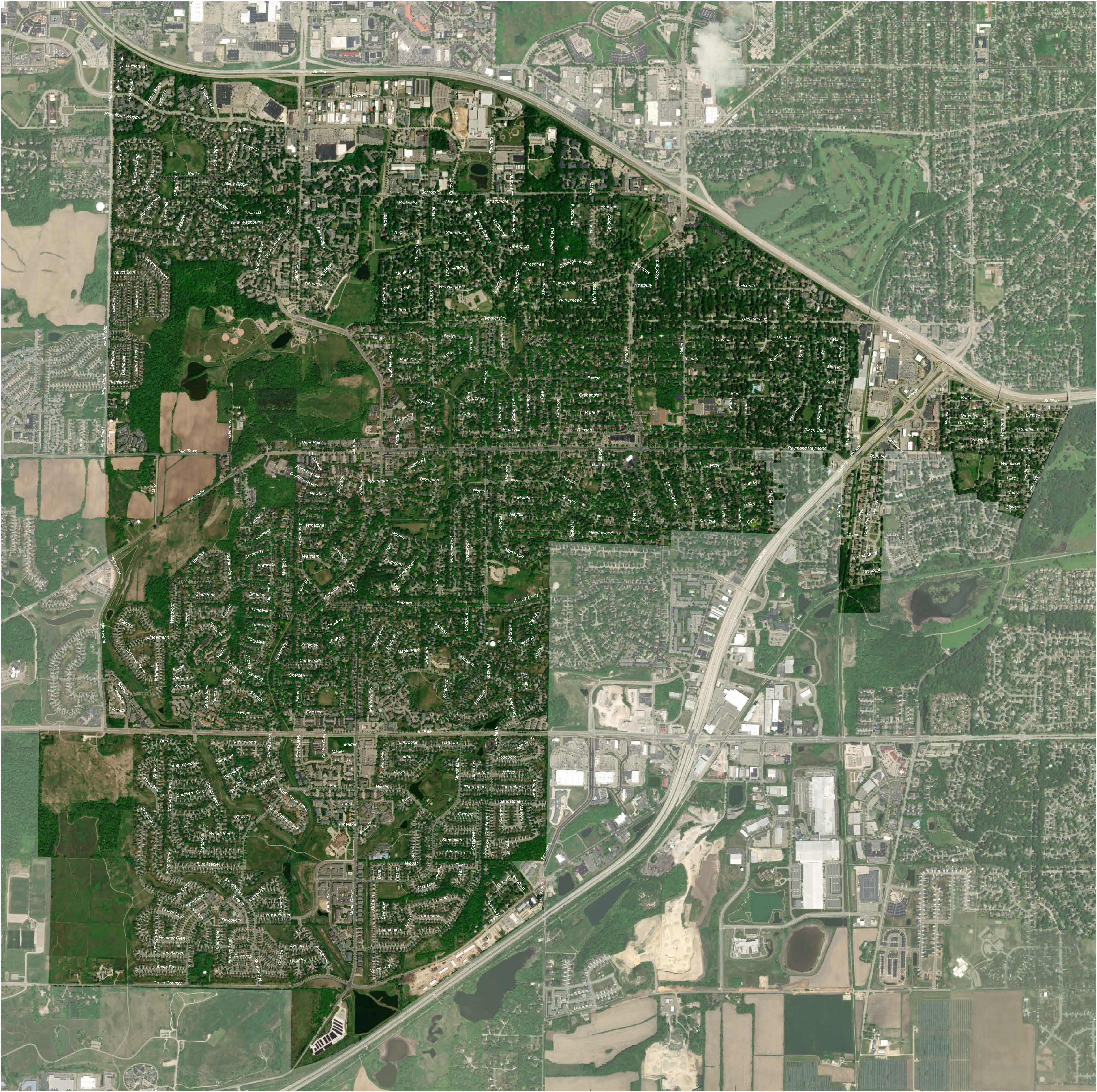
Things I Love



Needs Attention



My Idea



Southwest Area Plan

