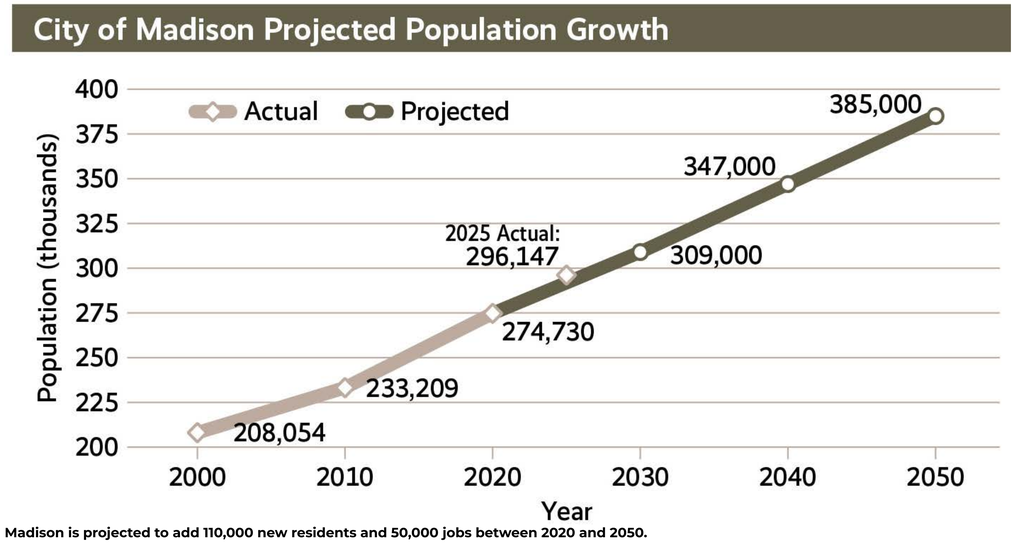
Why Plan?

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.

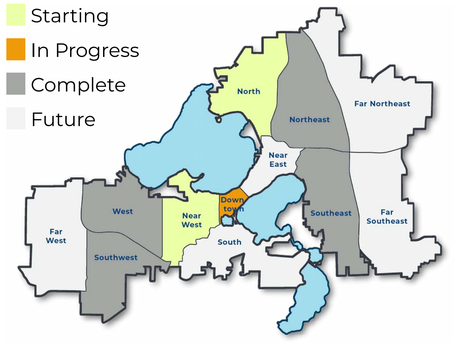


Madison is projected to add 110,000 new residents and 50,000 jobs between 2020 and 2050.

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 Near West Area Plan is just beginning. It contains approximately 52,000 jobs 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

Planning Process and Public Engagement

Phase One

Data Gathering and Getting Started

- Pop-up outreach
- Small community meetings (Neighborhood Associations, events at library, etc.)
- Background data gathering
- Regular email notifications and website updates
- Check-in with adjacent municipalities and school districts

JAN - AUG

Phase Two

Issues and Opportunities

- Plan authorization by Common Council
- Open house and public meetings (in-person and virtual)
- Online interactive commenting map
- Focus group meetings
- Pop-up outreach (commuity events, etc.)
- Outreach to businesses

SEP - NOV

Phase Three

Develop Draft Actions

- Draft Actions and Maps
- Public meetings (in-person and virtual)
- Public feedback on draft actions and maps
- Focus group meetings
- Cultural resources workshop
- Pop-up outreach (events at library, community dinners etc.)
- Check-in with City Boards, Commissions, and Committees
- Check-in with adjacent municipalities and school district

DEC - JUL

Phase Four

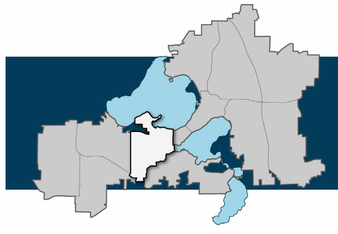
Final Plan Review and Adoption

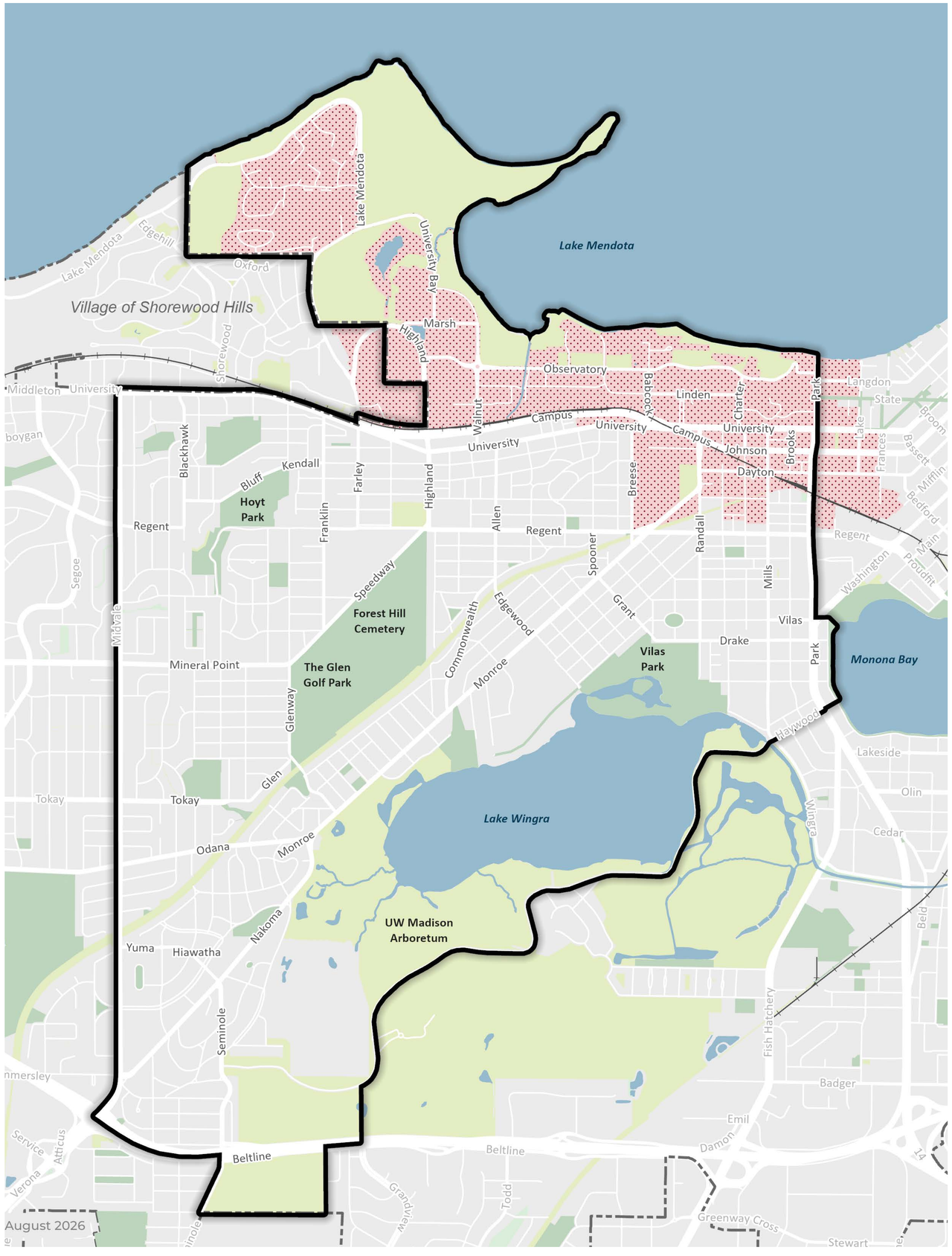
- Plan review and adoption by City Boards, Commissions, and Committees

AUG - JAN

2026 ▶▶▶ 2027 ▶▶▶ 2028

Anticipated Timeline





Near West 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:

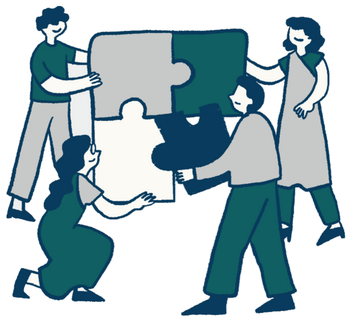
- Clear Plan Recommendations
- Full City Coverage
- Frequent Plan Updates
- Consistent Plan Topics, Higher-Level Recommendations
- Enhanced Coordination on City Initiatives

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?

The Comprehensive Plan and the future Area Plans are used to guide the types and locations of new development, identify locations for investment in public infrastructure (ranging from parks and schools to sewers and paths), and help prioritize what policies, programs, and investments the community wants to pursue with limited resources.

Archiving Previously Adopted Plans

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

The Common Council adopted nine plans to guide decision-making in portions of the Near West Area since 1989. See the map to the right. These plans have been important to their neighborhoods for many years:

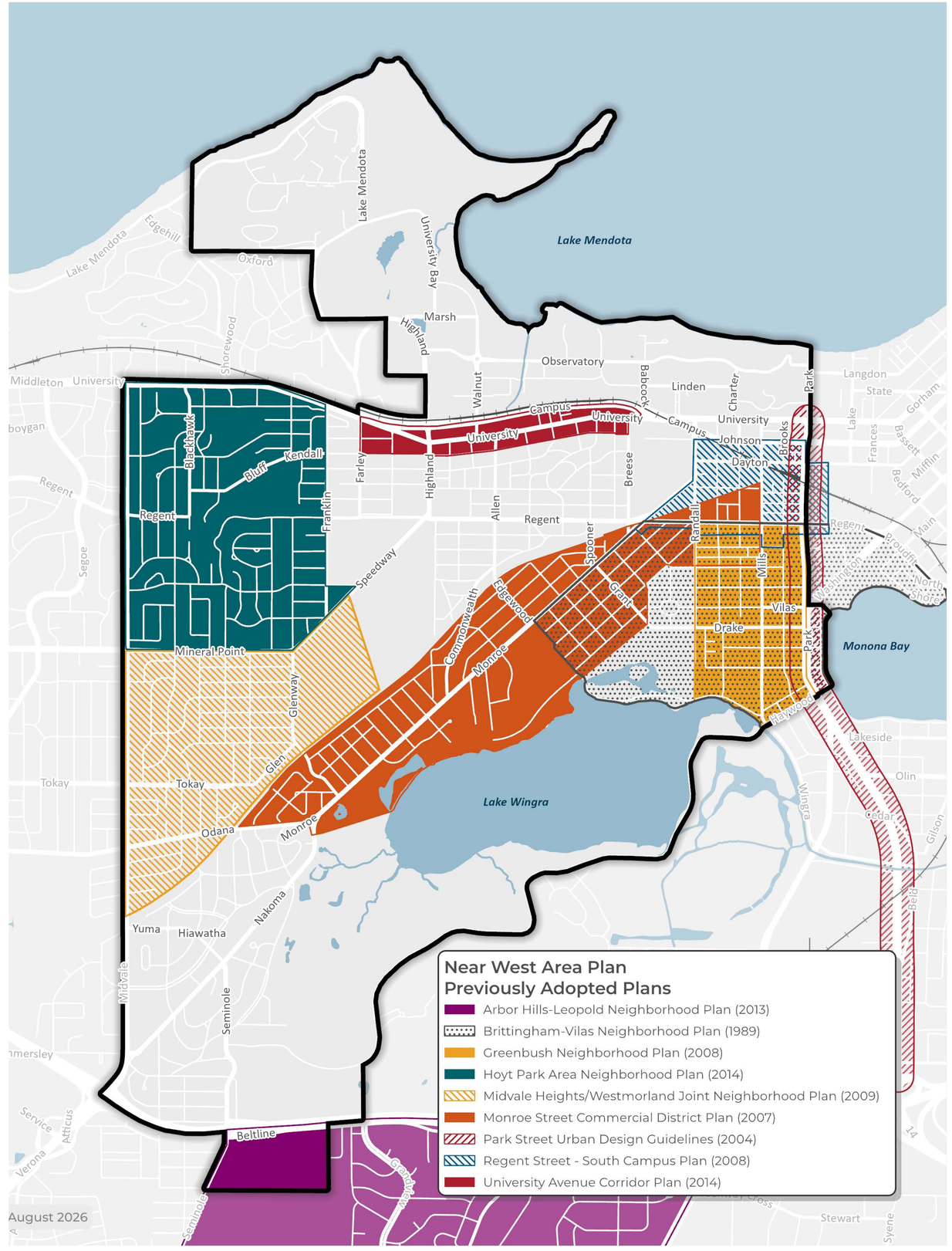
- Triangle Monona Bay Neighborhood Plan (2019)
- University Corridor Plan (2014)
- Hoyt Park Area Joint Neighborhood Plan (2014) *
- Midvale Heights/Westmorland: Joint Neighborhood Plan (2009) *
- Greenbush Neighborhood Plan (2008)
- Regent Street – South Campus (2008)*
- Monroe Street Commercial District Plan (2007)
- Park Street Corridor (2004) *
- Brittingham-Vilas Neighborhood Plan (1989)*

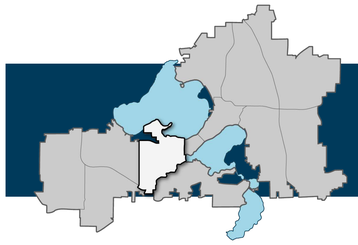
(* denotes plans partially within the Near West boundary)

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 Near West Area Plan.

When the Common Council adopts the Near West 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 Near West Area Plan will guide decisions.

Planning staff have reviewed previously adopted plan actions/ recommendations. The review is summarized on the project webpage:



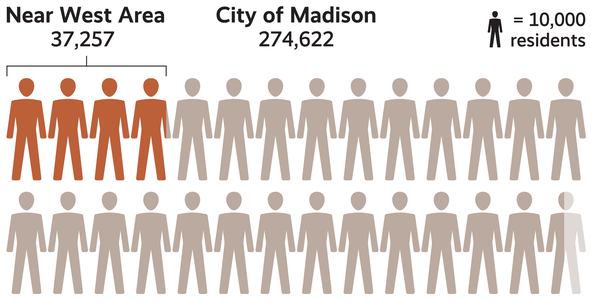


Near West Area Plan: Previously Adopted Plans

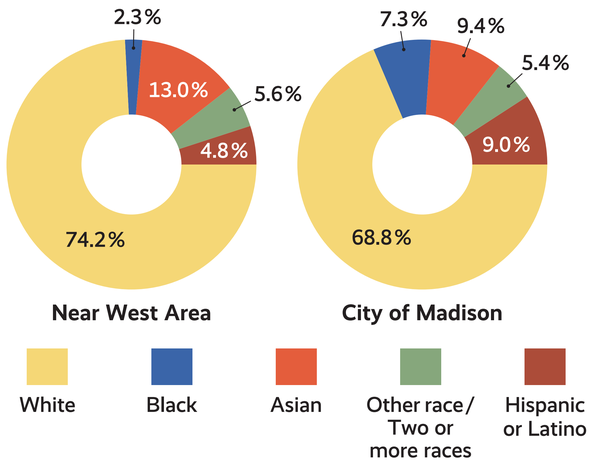
Near West Area Demographic Data

The Near West Area is approximately 4,200 acres (6.5 square miles). According to the 2020 Census, there are approximately 37,000 residents in the Near West Area, of which 26 percent are people of color. The Near West Area includes approximately 14,700 housing units and approximately 52,000 jobs.

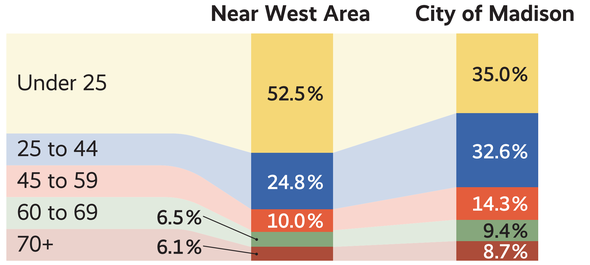
Population



Racial and ethnic composition



Age



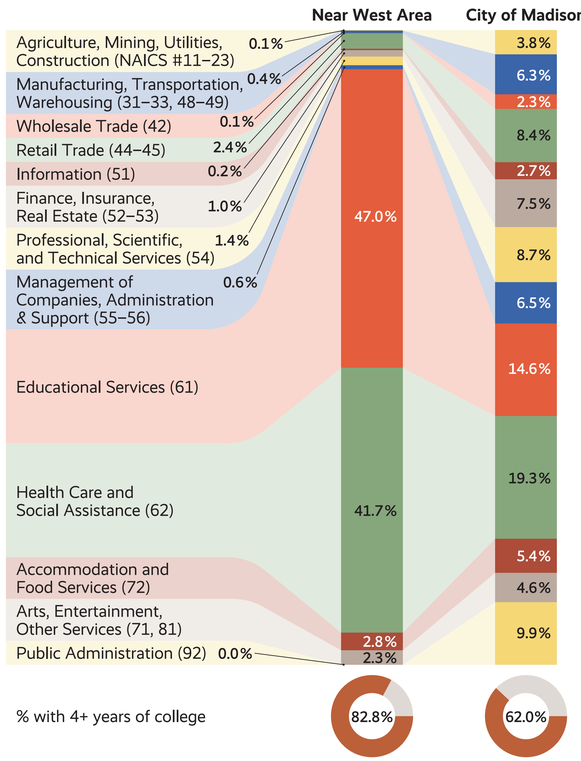
Source: Decennial Census 2020 Block Data

Income and Household Economics

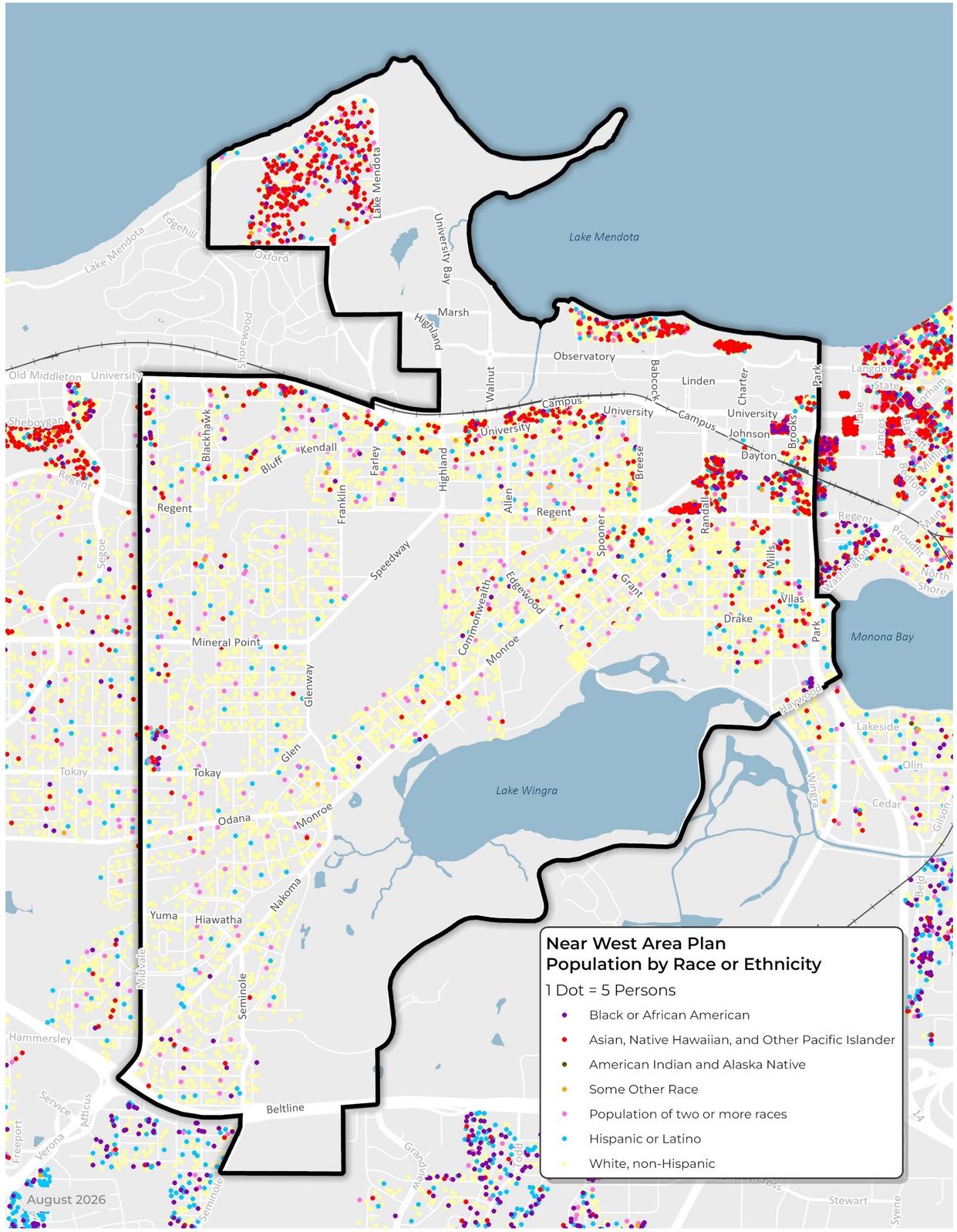
	Near West Area	City of Madison
Median Income	$79,191	$76,983
Poverty rate (families)	4.4%	6.6%
Unemployment	2.3%	2.7%
Homeownership (tenure)	41.3%	44.5%
Households without motor vehicle	16.0%	12.0%

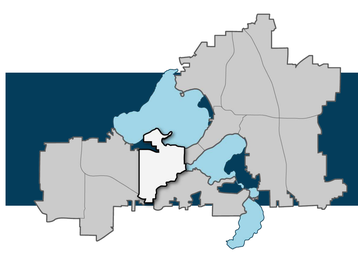
Source: ACS 5 year Estimate (2021)

Jobs within area, by major sector



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





Near West 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.
- 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 the City have a GFLU Map to guide growth and development.
- It sets expectations for how we want to grow as a community over time.
- The GFLU Map includes broad land use 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.
- The GFLU 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.

Residential Categories from the Comprehensive Plan GFLU Map

Residential Building Form	Low Residential (LR)	Low-Medium Residential (LMR)	Medium Residential 1 (MR1)	Medium Residential 2 (MR2)	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	2-4	2-5	4-12~
General Density Range (DU/acre)	≤15	7-30	20-70	20-90	70+

** Appropriate 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. This clause does not apply to the Southwest or Southeast Areas.*

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

' Dormers or partial third floors are permitted.

Mixed-Use Categories from the Comprehensive Plan GFLU Map

Mixed-Use Future Land Use Categories

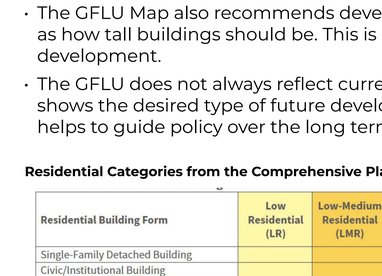
Mixed-Use and Commercial Building Form	Neighborhood Mixed-Use (NMU)	Community Mixed-Use (CMU)	Regional Mixed-Use (RMU)	Downtown Mixed-Use (DMU)	Downtown Core (DC)
Commercial Block Building					
Civic or Institutional Building					
Residential - Commercial Conversion					
Live-Work Building					
Single-Family Attached Building					
Small Multifamily Building					
Courtyard Multifamily Building					
Large Multifamily Building					
Parking / Liner Buildings					
Free-Standing Commercial Building					
Podium Building					
Flex Building					
Number of Stories	2-4	2-6*	2-12**	See Downtown Plan, page 37	
General Residential Density Range	≤70	≤130	--	--	--

Note: Architectural features that create the appearance of an additional floor do not count towards the minimum number of floors.

** One-story anchor retail is allowed as part of a larger, comprehensively planned mixed-use project or as part of a project transitioning from a suburban car-oriented layout to a more urban, pedestrian-oriented layout.*

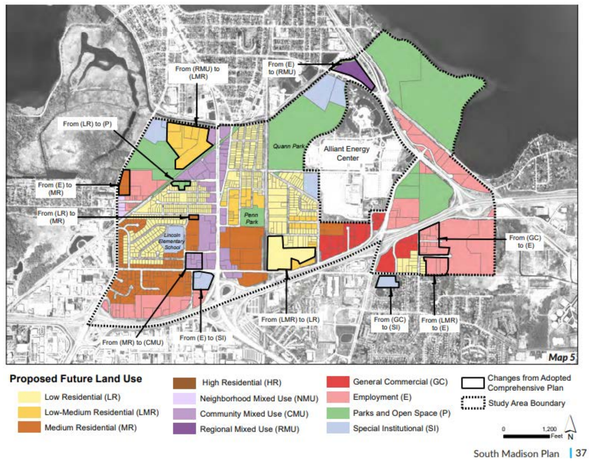
*** Or taller, if specified by an approved sub-area plan or by PD/MXC zoning approval. One-story anchor retail is allowed as part of a larger, comprehensively planned mixed-use project or as part of a project transitioning from a suburban car-oriented layout to a more urban, pedestrian-oriented layout.*

-- indicates that the residential density is governed by the building height limit.



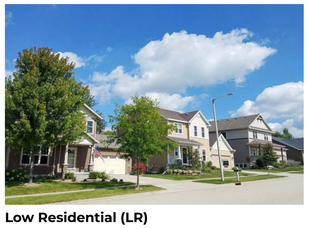


Example illustration of land use planning



GFLU Map from South Madison Plan

Land Use Category Examples



Low Residential (LR)



Neighborhood Mixed-Use (NMU)



Low-Medium Residential (LMR)



Community Mixed-use (CMU)



Medium Residential 2 (MR2)

Zoning

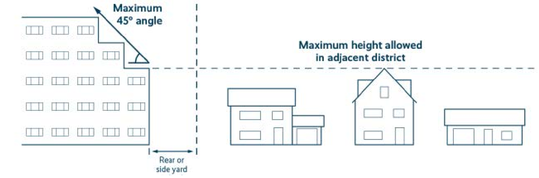
- Zoning is adopted as one of Madison's ordinances.
- Zoning regulates how property may be used and developed.
- It groups the city into different districts (or "zones"). Each zoning district has its own rules for allowed uses and other development requirements.

Zoning Map and Zoning Text

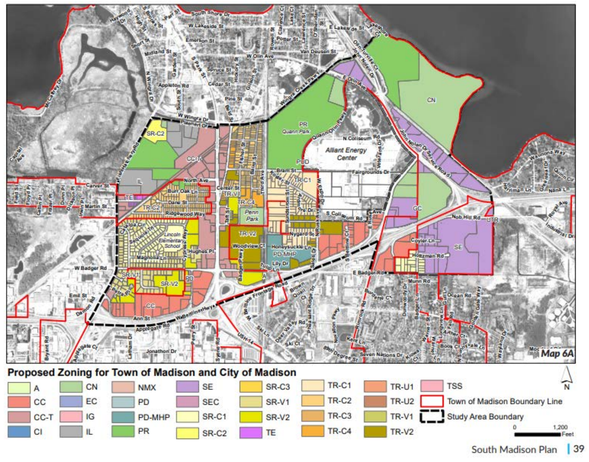
- The Zoning Ordinance includes the Zoning Map and the Zoning Text.
- Zoning Map: Assigns a zoning district to each property.
- Zoning Text: Regulates how a property can be used and developed, including:
  a. Specific uses
  b. Physical characteristics of buildings (like height and distance from the street)
  c. Site design (like parking and landscaping)
- Zoning is a major tool 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 change 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 stepbacks from the Zoning Code



Zoning Map from South Madison Plan

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

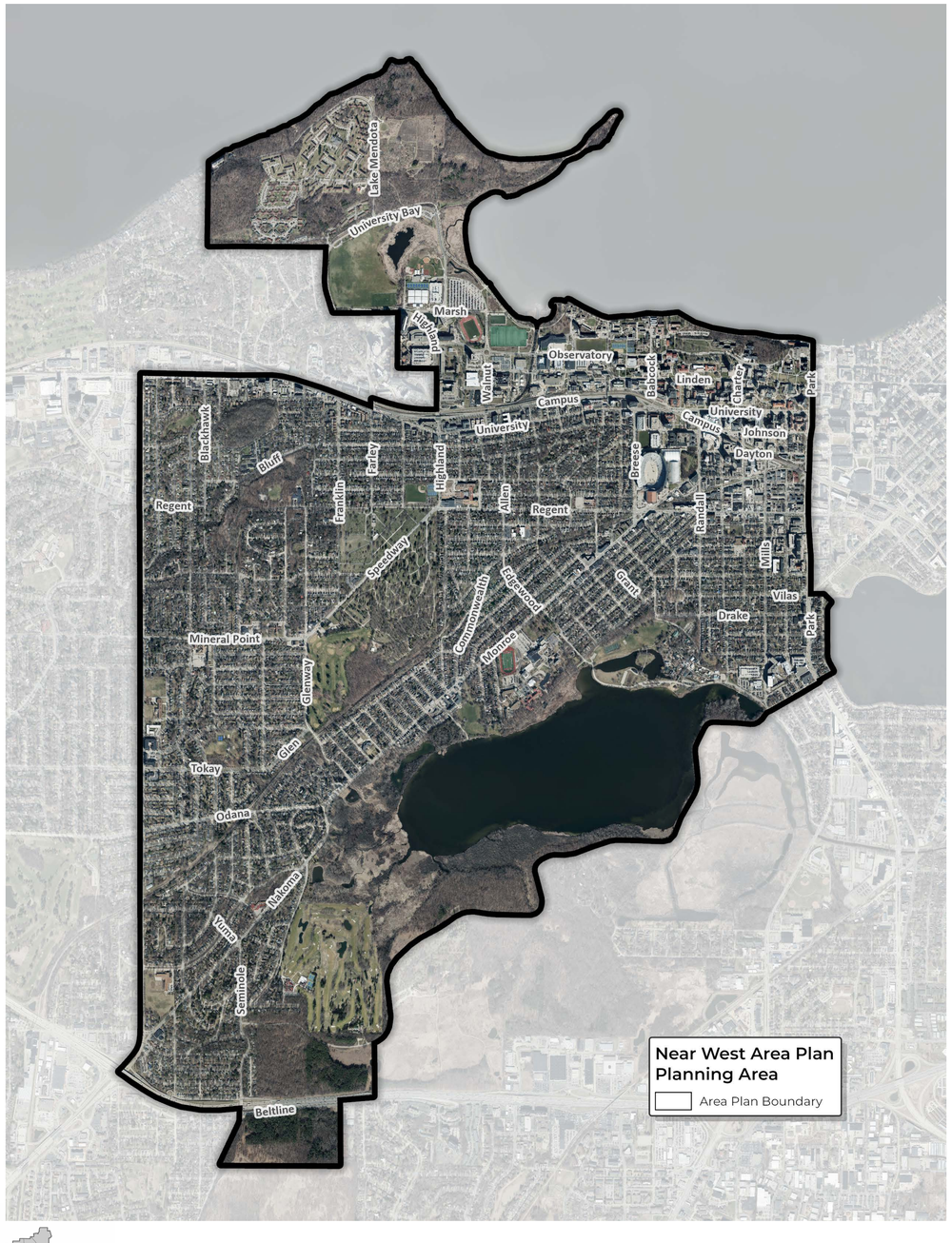
Land Use and Zoning

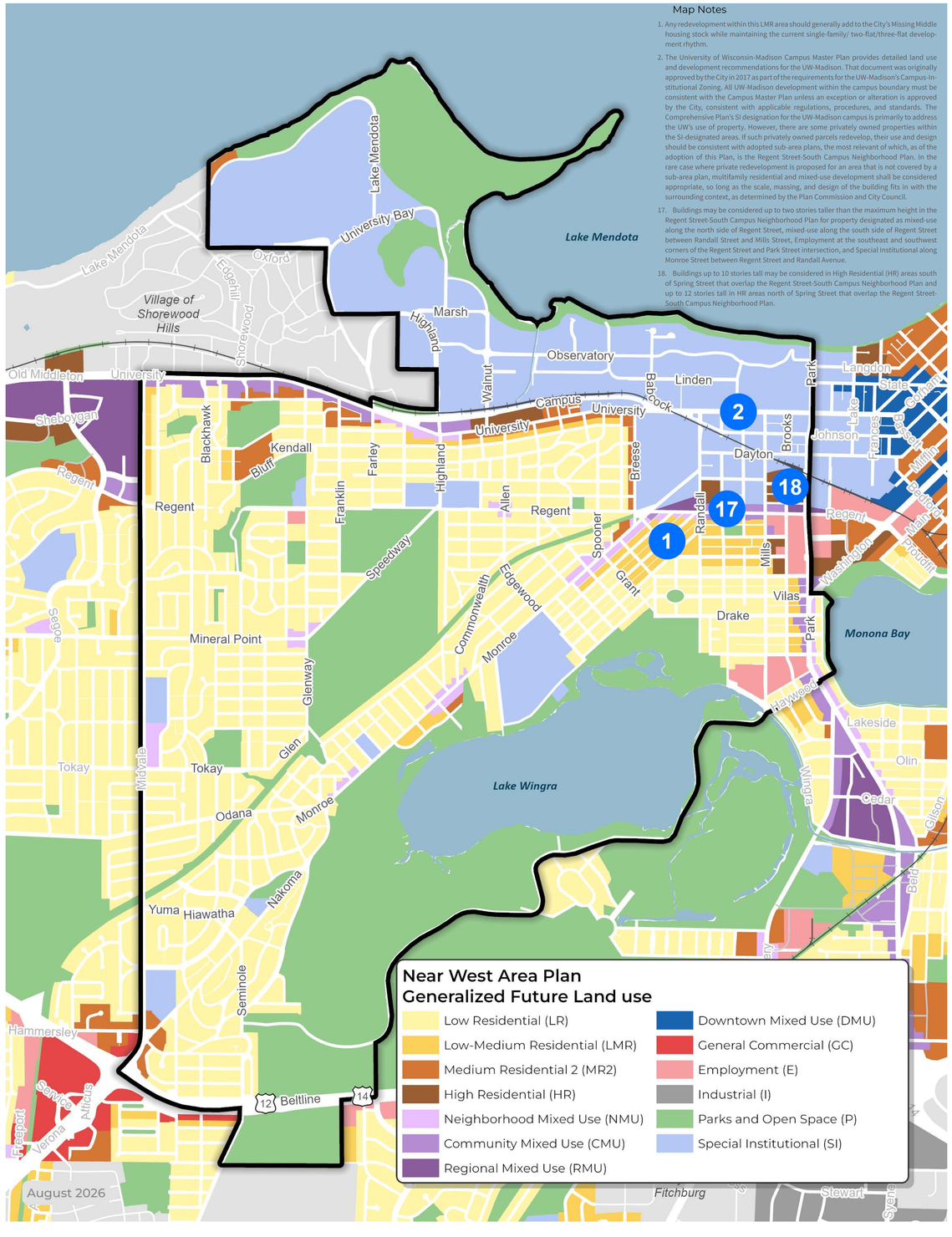
Using the following three categories, place a sticker on the map and write your corresponding comment on the sheet.

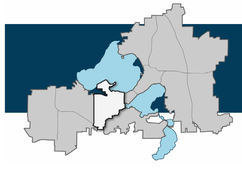
Things I Love

Needs Attention

My Idea







Near West Area Plan

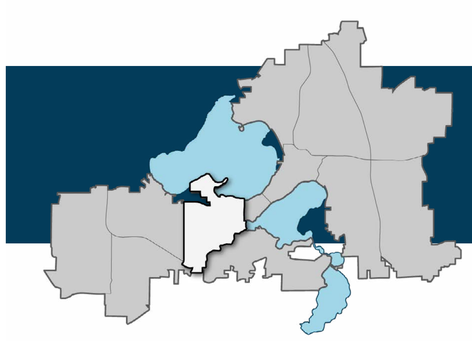


Near West Area Plan: GFLU Map

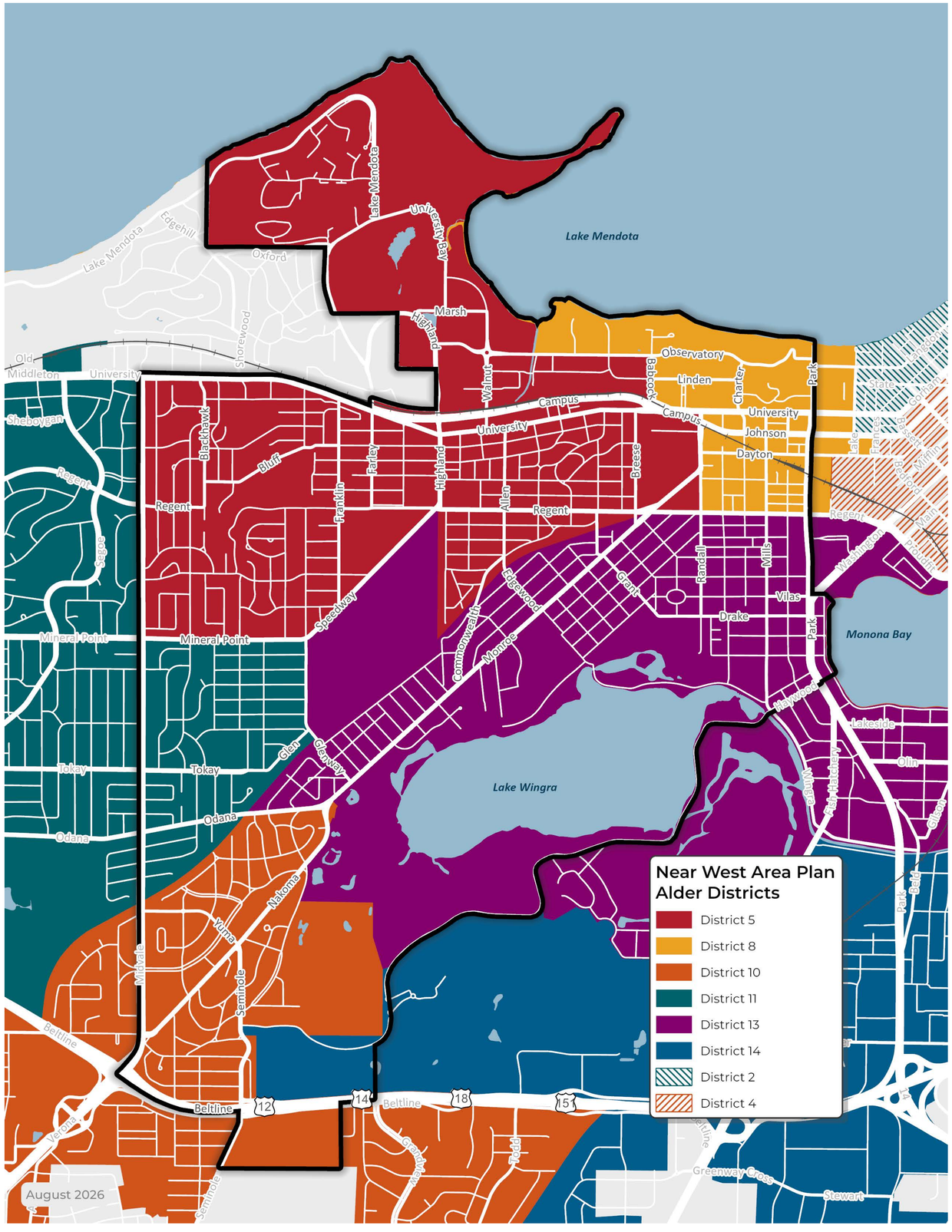
The Near West Area has many assets, but also some barriers and chellenging intersections. What are we missing? Add your throughts with markers and/or sticky notes

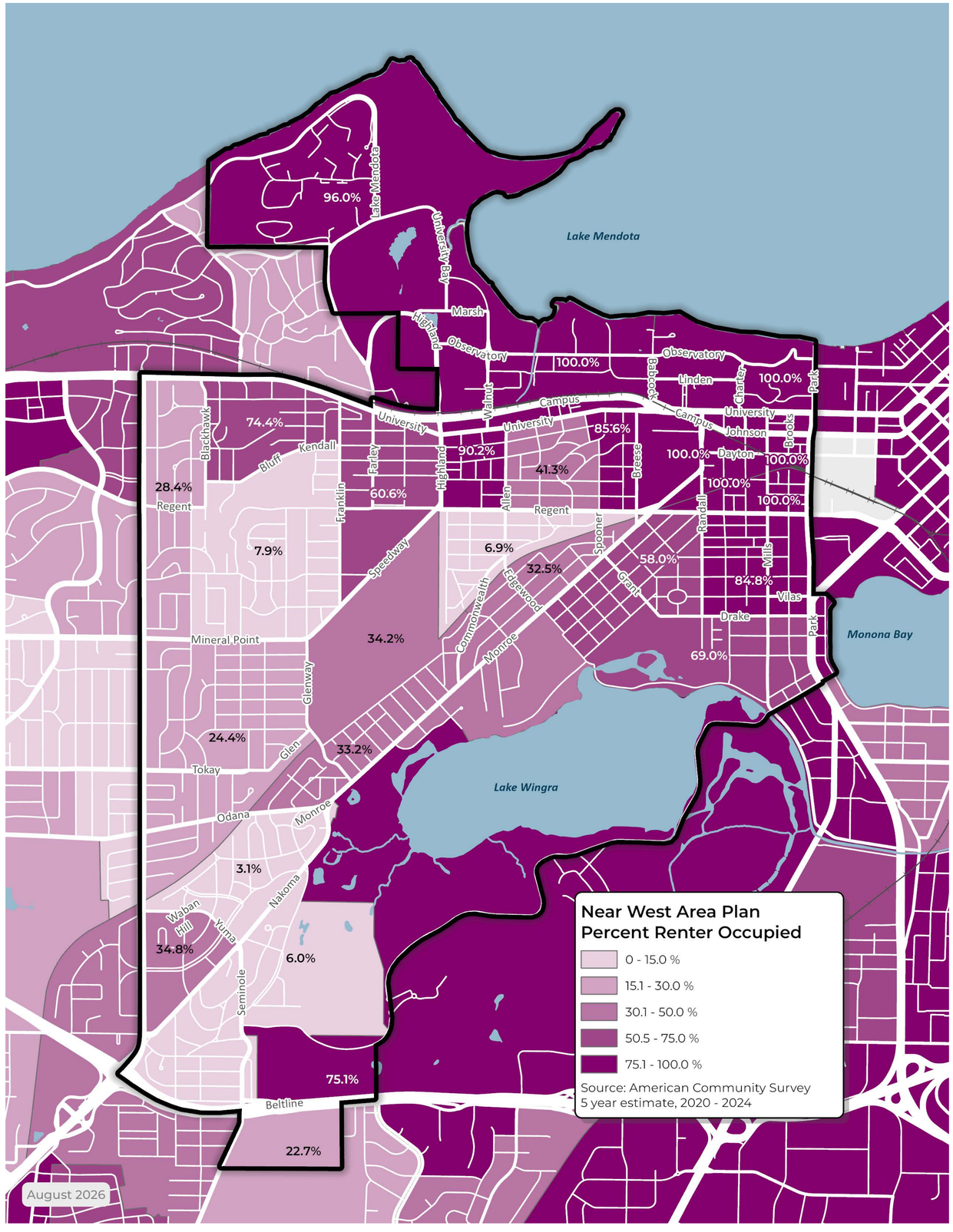
Near West Area Plan
Analysis Map

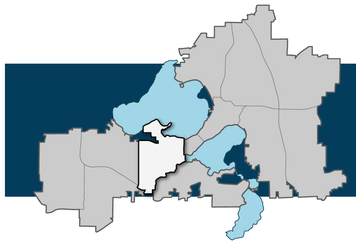
- Highways and Barriers
- Challenging Intersections
- Neighborhood Commercial
- Park / Greenway
- Employment Area
- UW Campus Boundary
- Community Center
- Library
- Major Transit Service
  Buses arrive every 15 min on weekdays and Saturdays
- Minor Transit Service
  Buses arrive every 30-80 min



Near West Area Plan: Analysis Map







Near West Area Plan: Background

\\Fps2\data2\Encommon\STORM\Watershed Studies\GIS_PRO\AreaPlanCoordination\AreaPlanCoordination.aprx

Near West Area Plan

Watershed Studies and Conceptual Solutions

Location
City of Madison

Legend

- Planning Area Plan Boundaries
- Watershed Study Boundary
- Area Outside City of Madison
- Existing Stormwater Pipe
- Ponds and Greenways

1% Annual Chance Storm Max Flood Depths (ft)

- .5-1
- 1-2
- 2-3
- 3-4
- 4-5
- 5+

Proposed Pipes

- New Pipe
- New Box
- Parallel Box
- Parallel Pipe
- Removal Pipe
- Removal Box
- Special Pipe
- Special Box
- Upsize Box
- Upsize Pipe

Proposed Regional Solutions

- Berm
- Channel
- Floodwall
- Other
- Pond

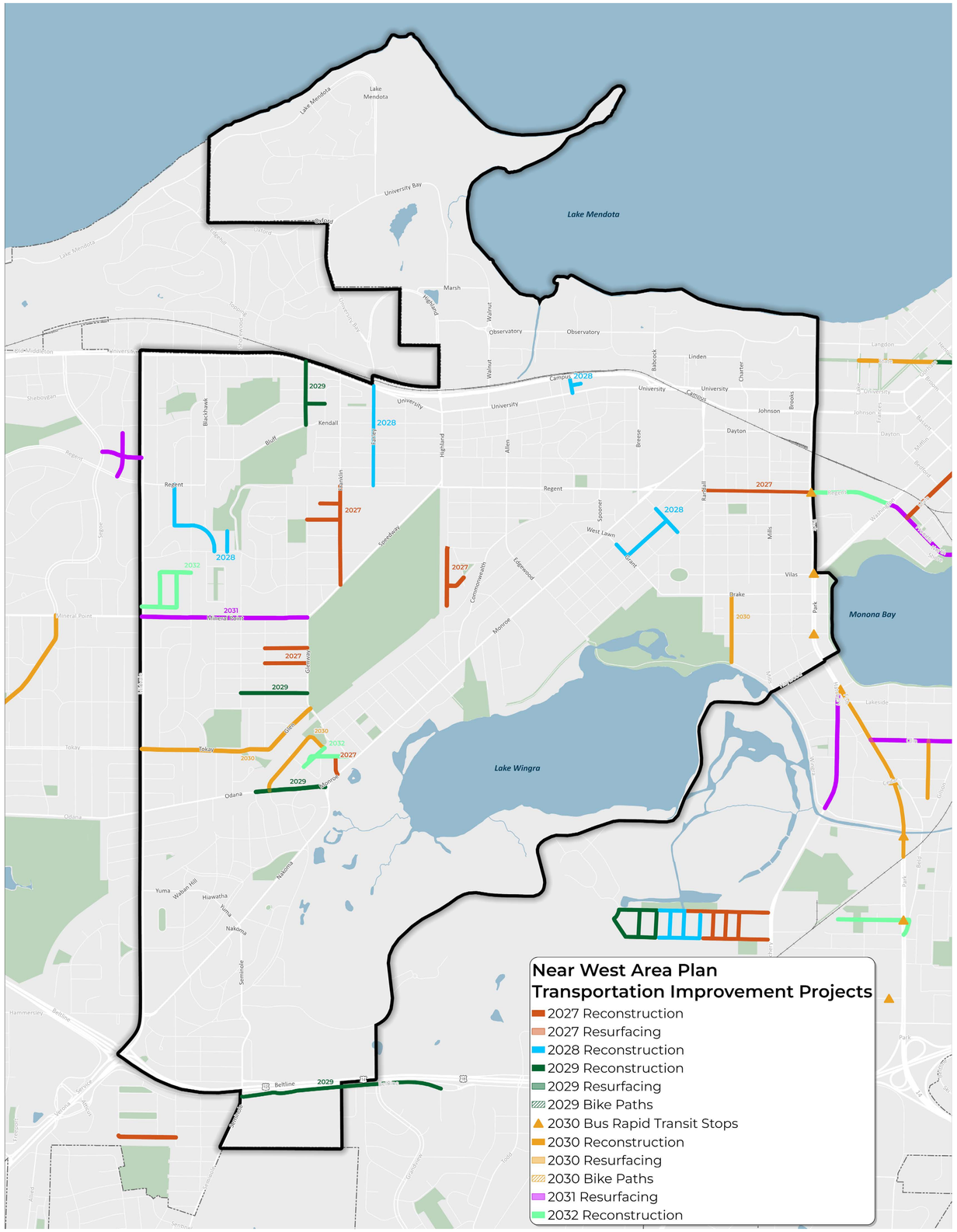
CITY OF MADISON ENGINEERING

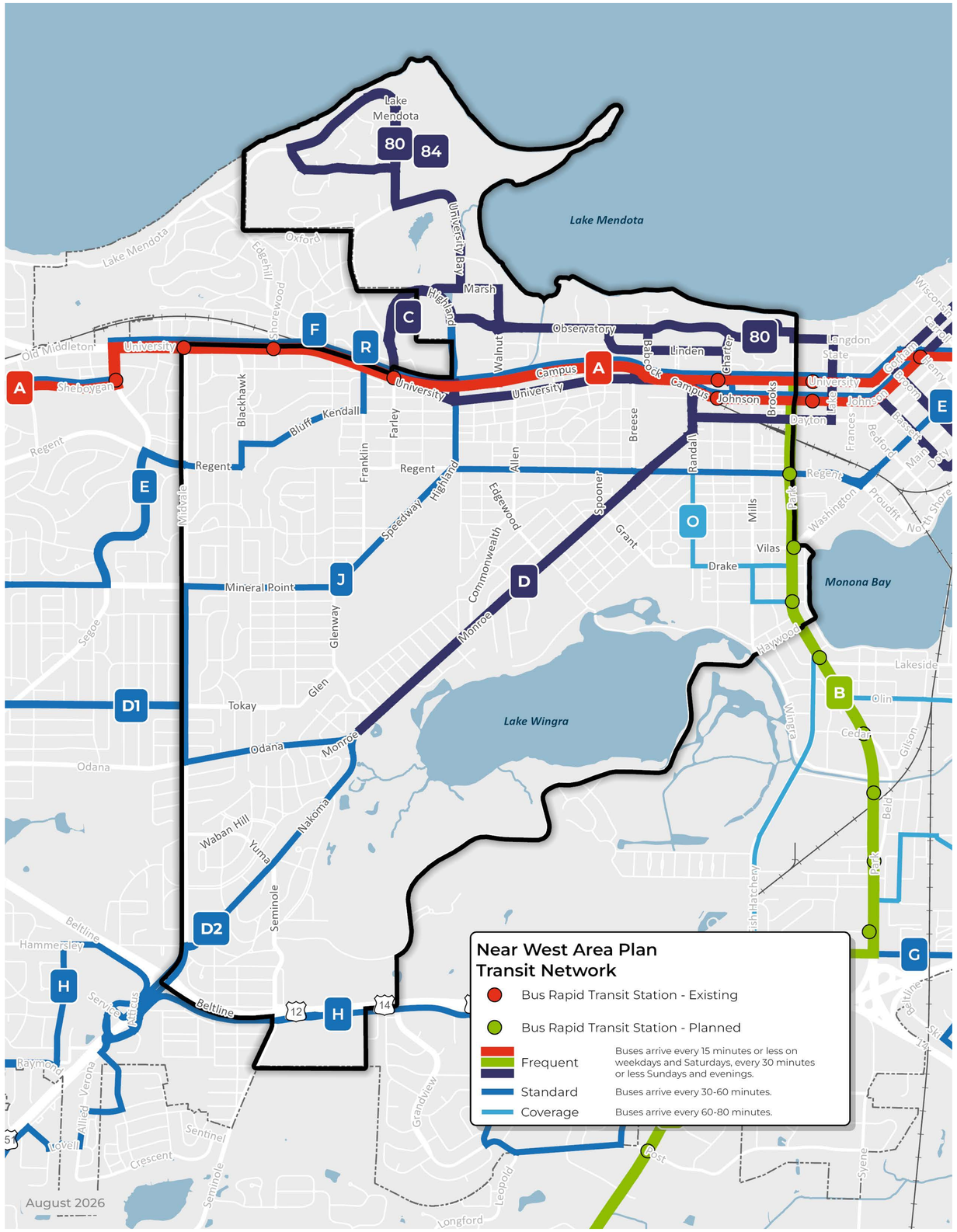
0 1000 2000 Feet

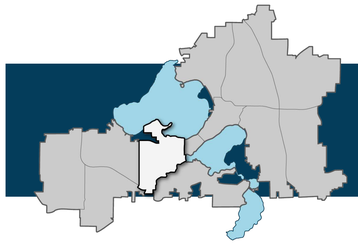
Strickers/Mendota
Spring Harbor
Willow Creek
Wingra West
Near West
East Isthmus and Yahara
Isthmus Central
Wingra Proper
John Nolen Drive
Nine Springs Fitchburg
Madison

User Name: enjo
Date: 10/30/2026

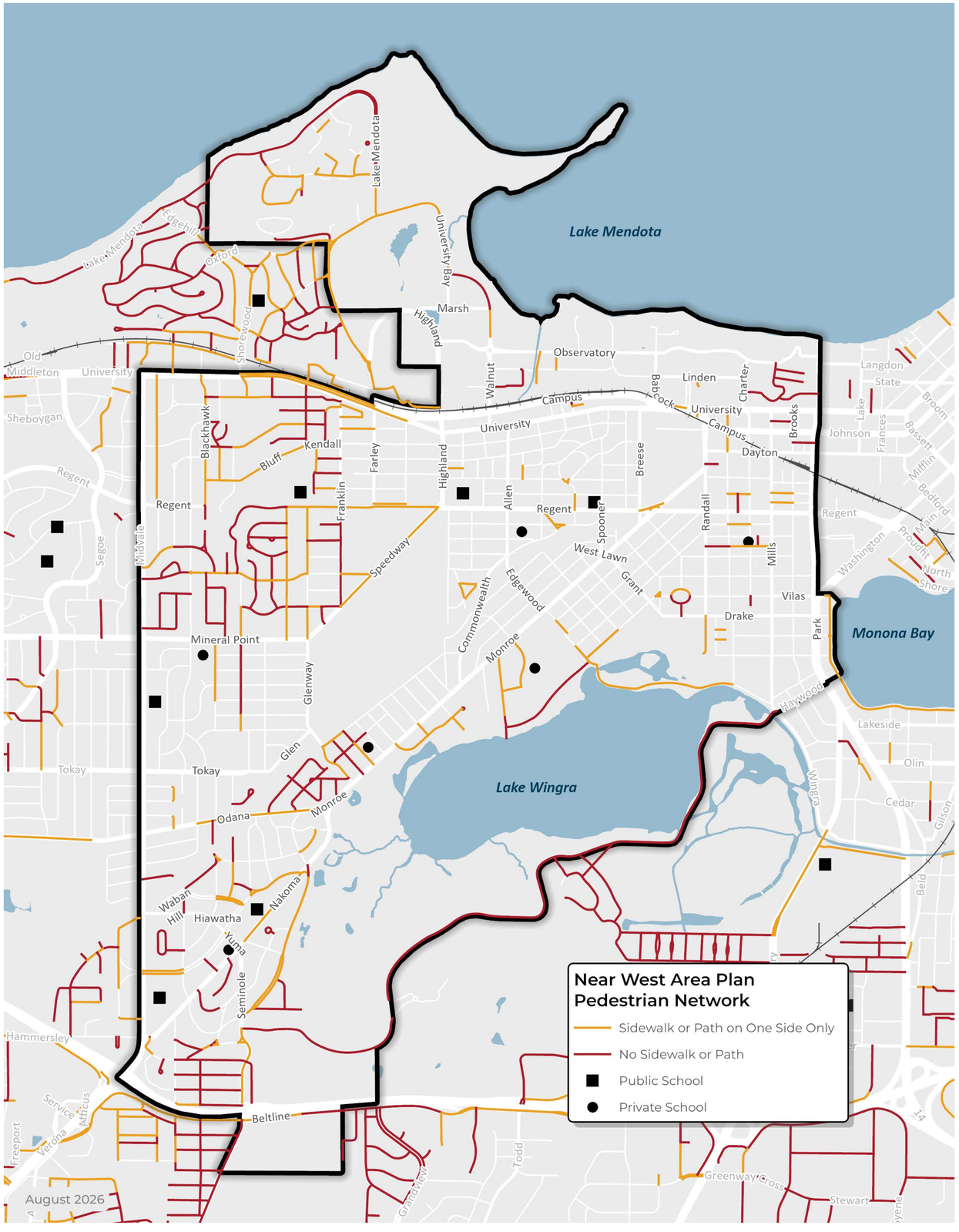
DISCLAIMER: THIS MAP EXISTS TO HELP YOU QUICKLY GET INFORMATION ABOUT GENERAL FLOOD RISKS. THIS MAP DOESN'T IDENTIFY ALL AREAS THAT MAY FLOOD OR PREDICT FUTURE FLOODING. DO NOT USE THIS MAP TO MAKE OFFICIAL FLOOD RISK DETERMINATIONS FOR INSURANCE, LENDING, OR OTHER PURPOSES. THIS IS NOT AN OFFICIAL FEMA FEDERAL FLOOD INSURANCE RATEMAP OR THE STATE OR LOCAL EQUIVALENT. THE CITY OF MADISON ASSUMES NO LIABILITY FOR ANY ERRORS, OMISSIONS, OR INACCURACIES. THE CITY ALSO ASSUMES NO LIABILITY FOR ANY DECISIONS OR ACTIONS A USER MIGHT TAKE BASED ON THIS MAP.

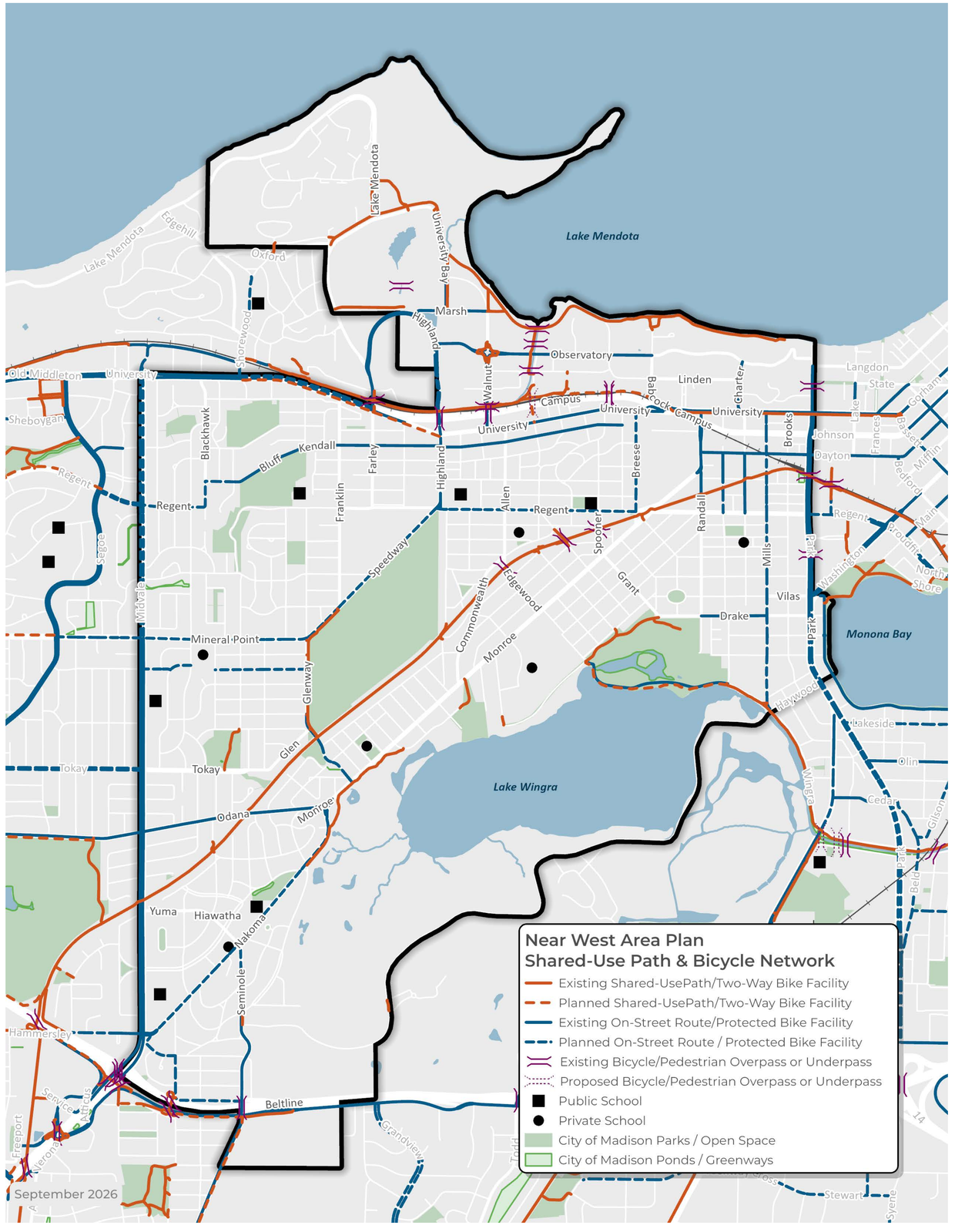


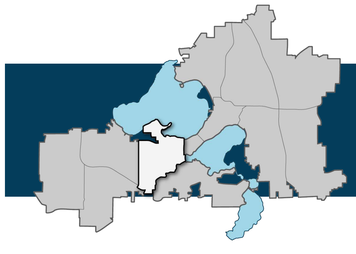




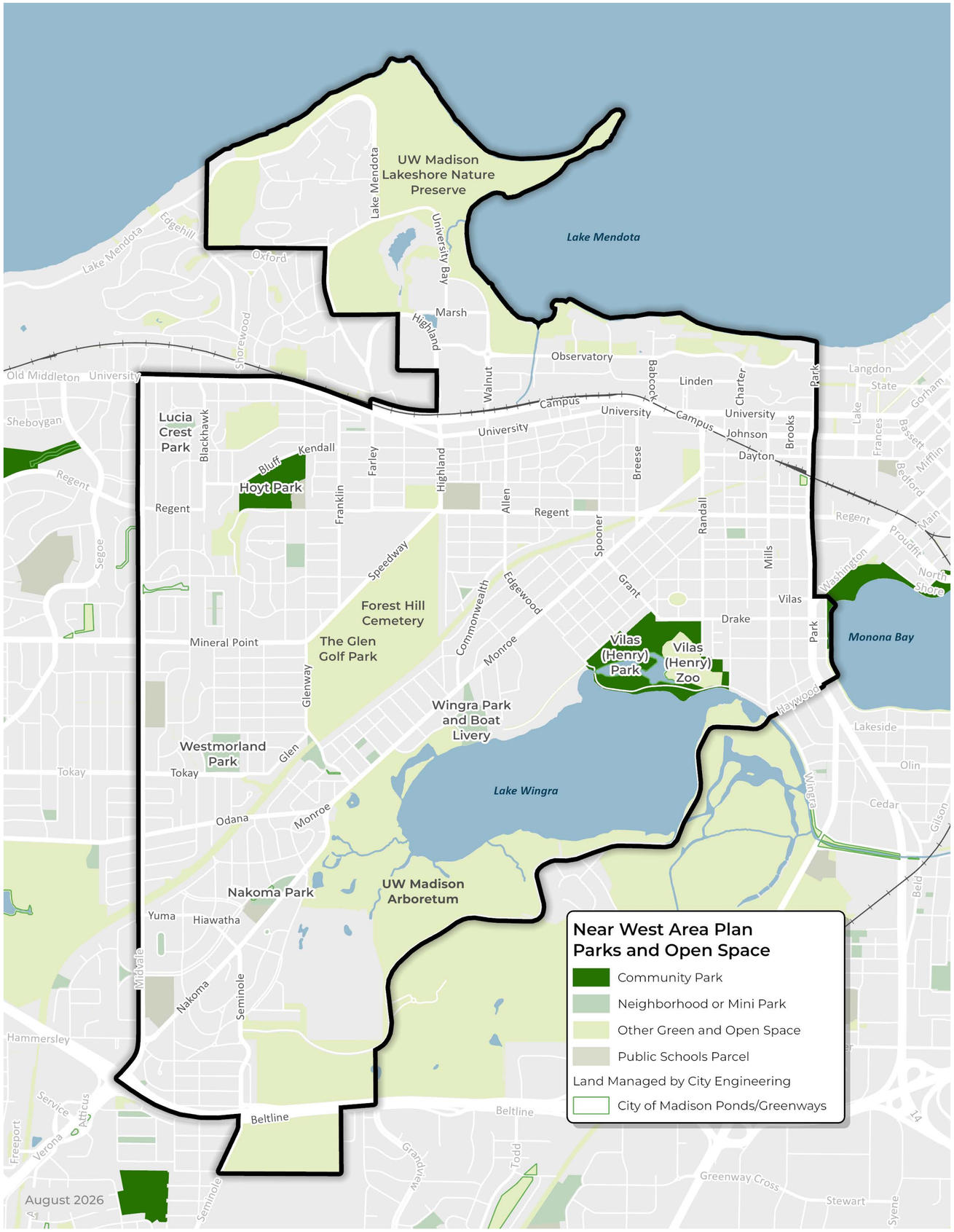
Transportation: Improvements & Transit

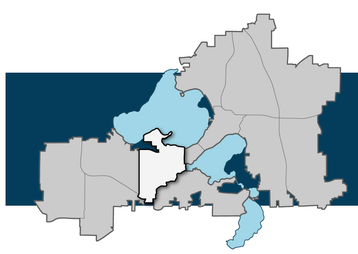




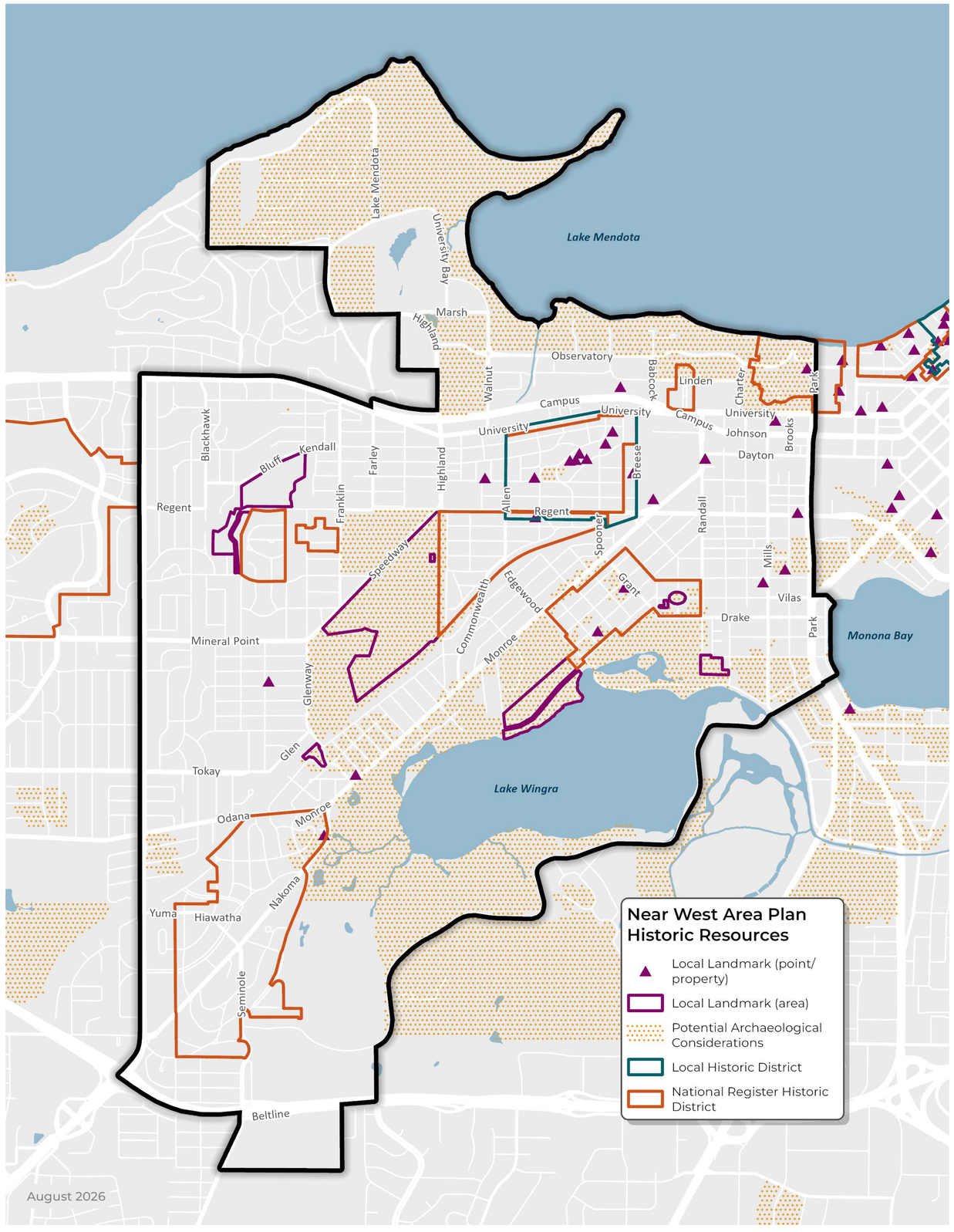


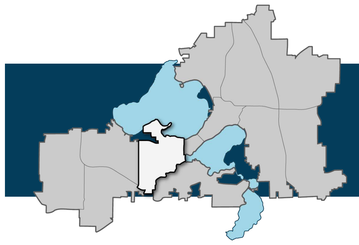
Transportation: Pedestrian & Bicycle Networks



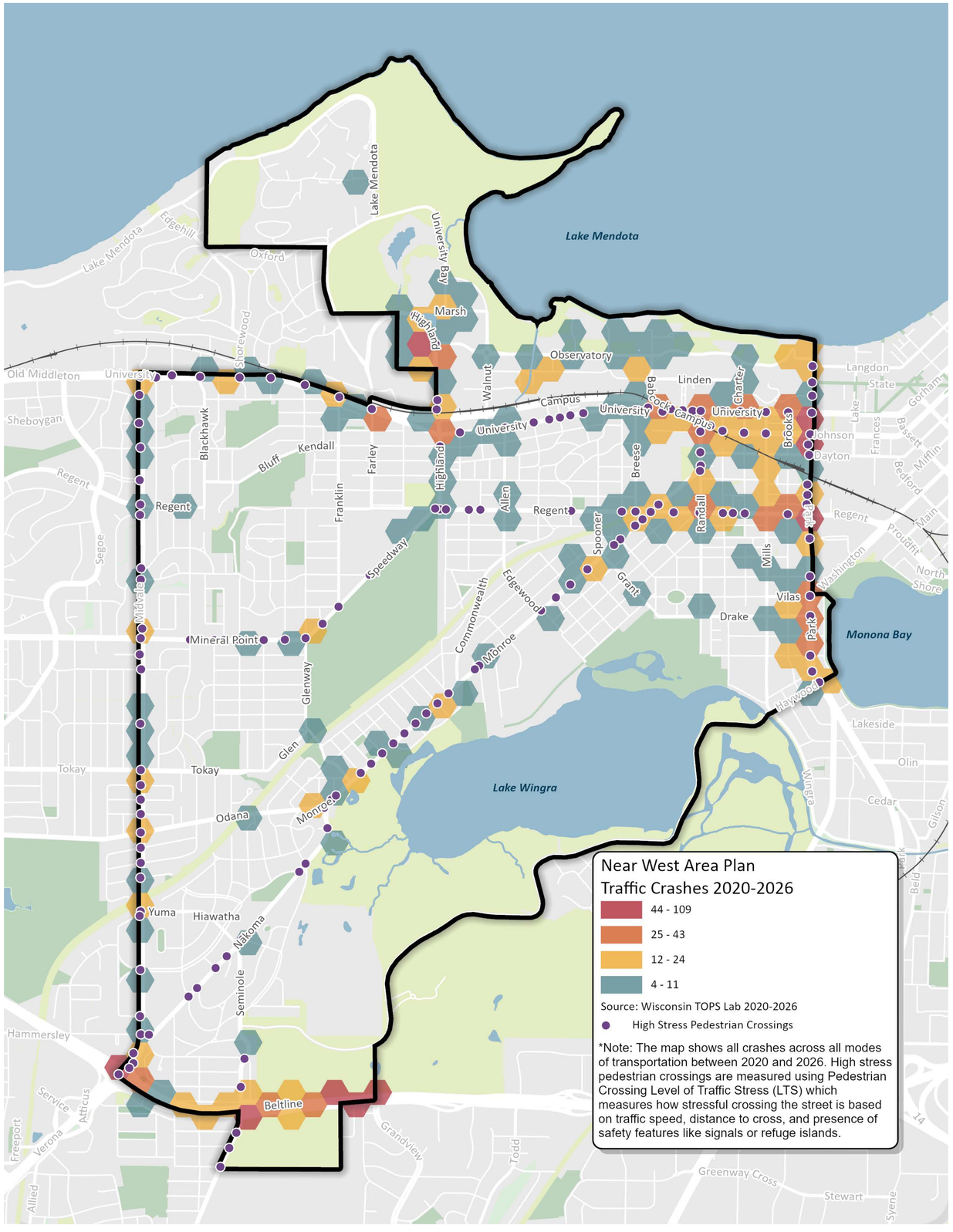


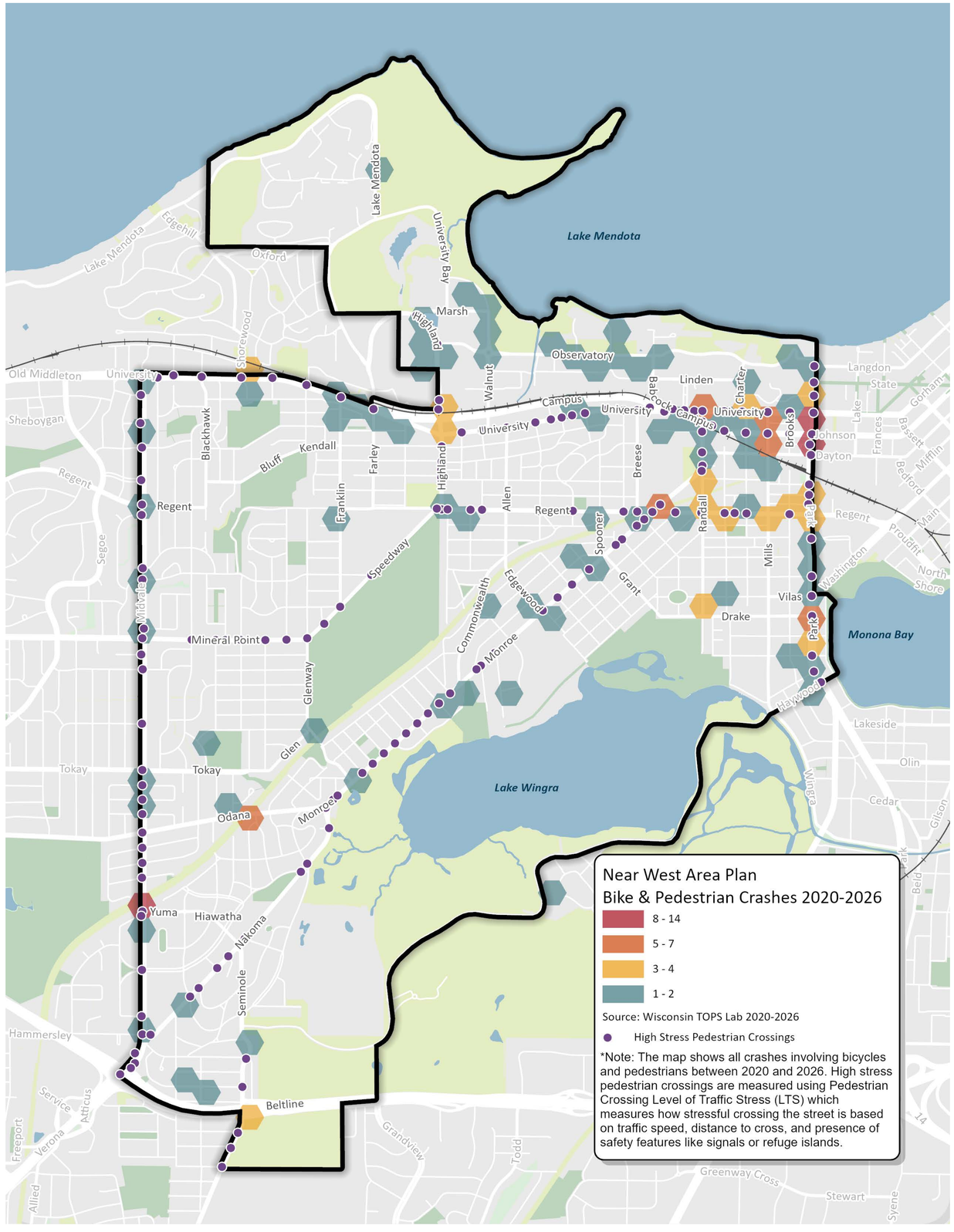
Green & Resilient: Parks

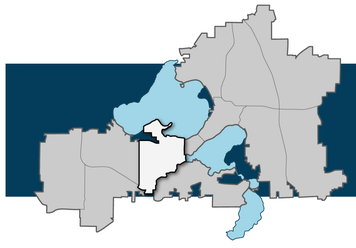




Culture & Character: Historic Resources







Transportation: Crashes

Don’t Curb Your Enthusiasm! Curb Management Is Coming...

Our curbs do a lot.

From parking and deliveries to bus stops, bike parking, and outdoor dining, many uses compete for limited curb space. Curb management helps balance those needs and make our streets safer and more accessible.

What’s being planned?

Madison’s Curb Management Action Plan will build on the City’s framework to recommend improvements to how curb space is used, designed, and managed—with input from the community.

Six Focus Areas:

- **Complete Green Streets:** Make curb space part of planning safe, accessible streets for everyone.
- **Development Support & Curb Guidance:** Plan for curbside needs as buildings are added or redeveloped.
- **Events & Construction:** Maintain access and manage temporary changes to curb use.
- **Experiments & Spot Treatments:** Test new uses and targeted improvements in neighborhoods and business districts.
- **Payment & Compliance Tools:** Make parking payment and following curbside rules easier.
- **Policy Updates:** Update regulations to meet changing transportation and neighborhood needs.

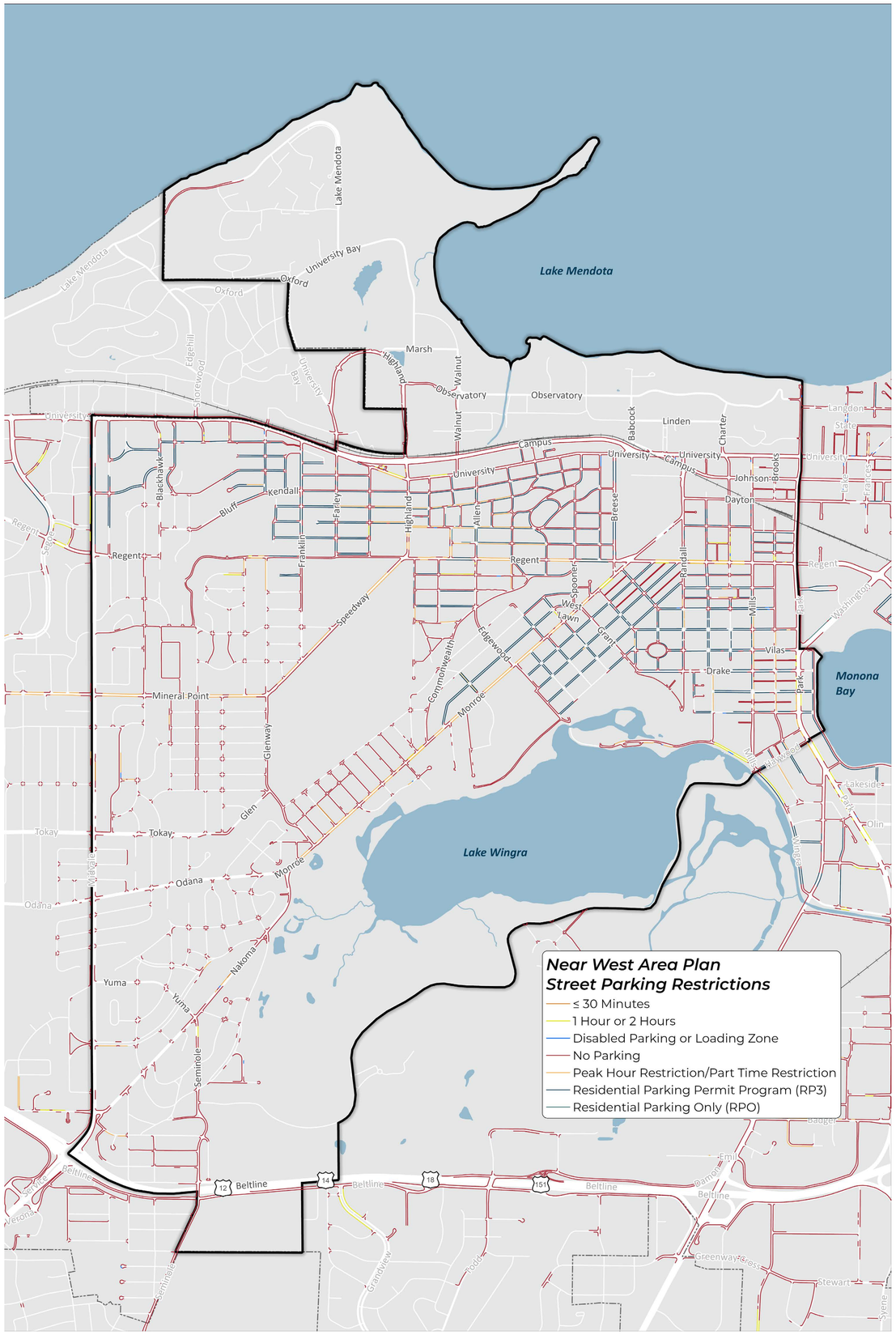
How does this connect to the Area Plan?

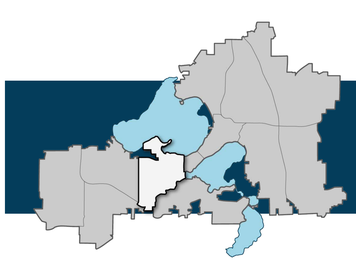
Area planning helps identify neighborhood needs and opportunities. With both plans underway at the same time, community feedback will inform both efforts, and relevant curb management recommendations will be reflected in the Area Plan where possible.











Transportation: Parking & Curb Management