

Near West Area Plan

Project Fact Sheet

February 2026

What is planning and why does it matter?

Planning is the process that creates policies to guide the future of Madison and its neighborhoods. Plans set parameters for future private development and help design public spaces like parks, streets, and other infrastructure. It is essential to consider Madison's future needs and plan for the smart use of our limited space.

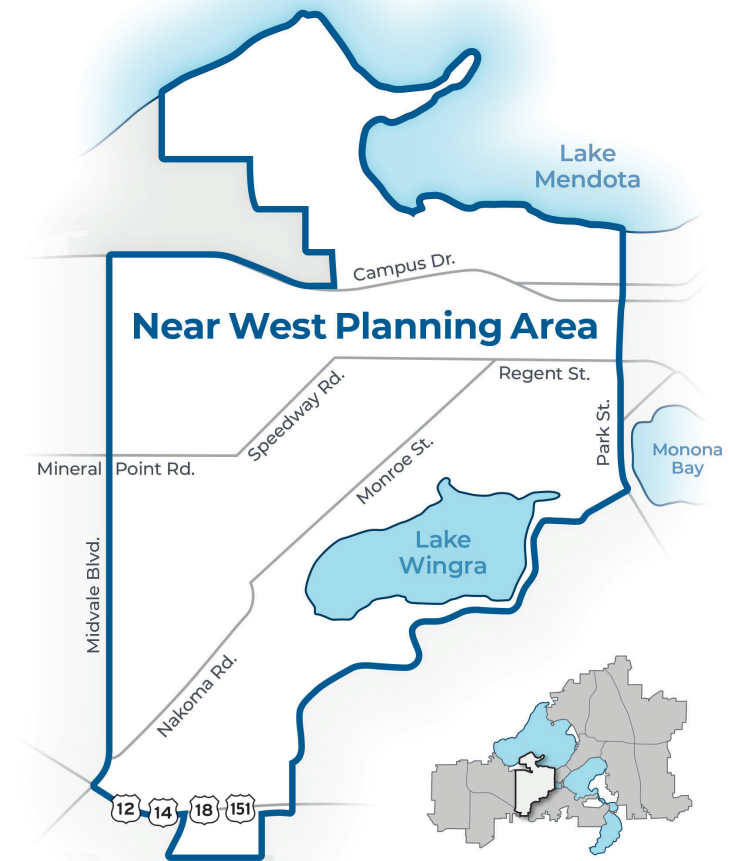
Planning looks at how the pieces of a community — like buildings, roads, and parks — fit together like pieces of a puzzle. Planning takes many factors into consideration. These include things like projected population growth, housing, transportation, the economy, and the environment. Planning is an important tool to prepare for population growth and navigate change.

What is an Area Plan?

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. For an example, check out the West Area Plan or the Northeast Area Plan.

How are Plans used?

Plans are used to guide the types and locations of new development and identify locations for investment in public infrastructure, ranging from parks to sewers to bike paths. Plans help prioritize what investments the community wants to pursue with limited resources. The Near West Area Plan will guide changes that occur incrementally over decades.



Madison is projected to keep growing.

Madison is projected to add 115,000 new residents and 50,000 jobs between 2020 and 2050. We need your help to proactively plan for our growing and changing community.

What are some limitations of Area Plans?

Although Area Plans are important for managing change, they can't influence everything, such as:

- **Control over private property:** While Area Plans provide guidance for land development, they cannot dictate the specifics of what private property owners do with their land as long as it follows City of Madison ordinances.
- **Guaranteeing specific outcomes:** Area Plans can help guide a community's future, but they can't guarantee specific results. Things like changes in the economy or new technologies can affect the success of a plan and how long it takes to put into action.
- **Addressing all community needs:** Area Plans are typically broad in scope and may not address every concern of a community. Some issues may require additional City, State, or National action beyond what is included in the plan.

We want to hear from you!

A project like this takes collaboration. You can help shape the Near West Area's future by getting involved with the planning process. The project website, www.cityofmadison.com/nearwestplan is your place for project updates and ways to share your voice.

Contact Us

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Planning Process



The planning process encourages community input in all phases. Residents and community members know their neighborhoods in a deep, day-to-day way that can help City staff and policymakers balance the needs of the neighborhoods with the needs of the whole city.



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Visit the project website to learn more:
www.cityofmadison.com/nearwestplan

