North Area Plan

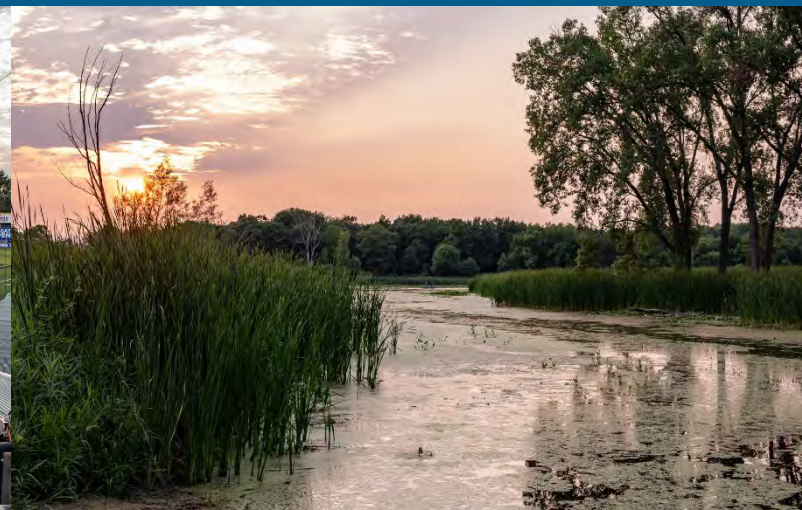
Kick-off Meeting

November 17, 2026









Agenda

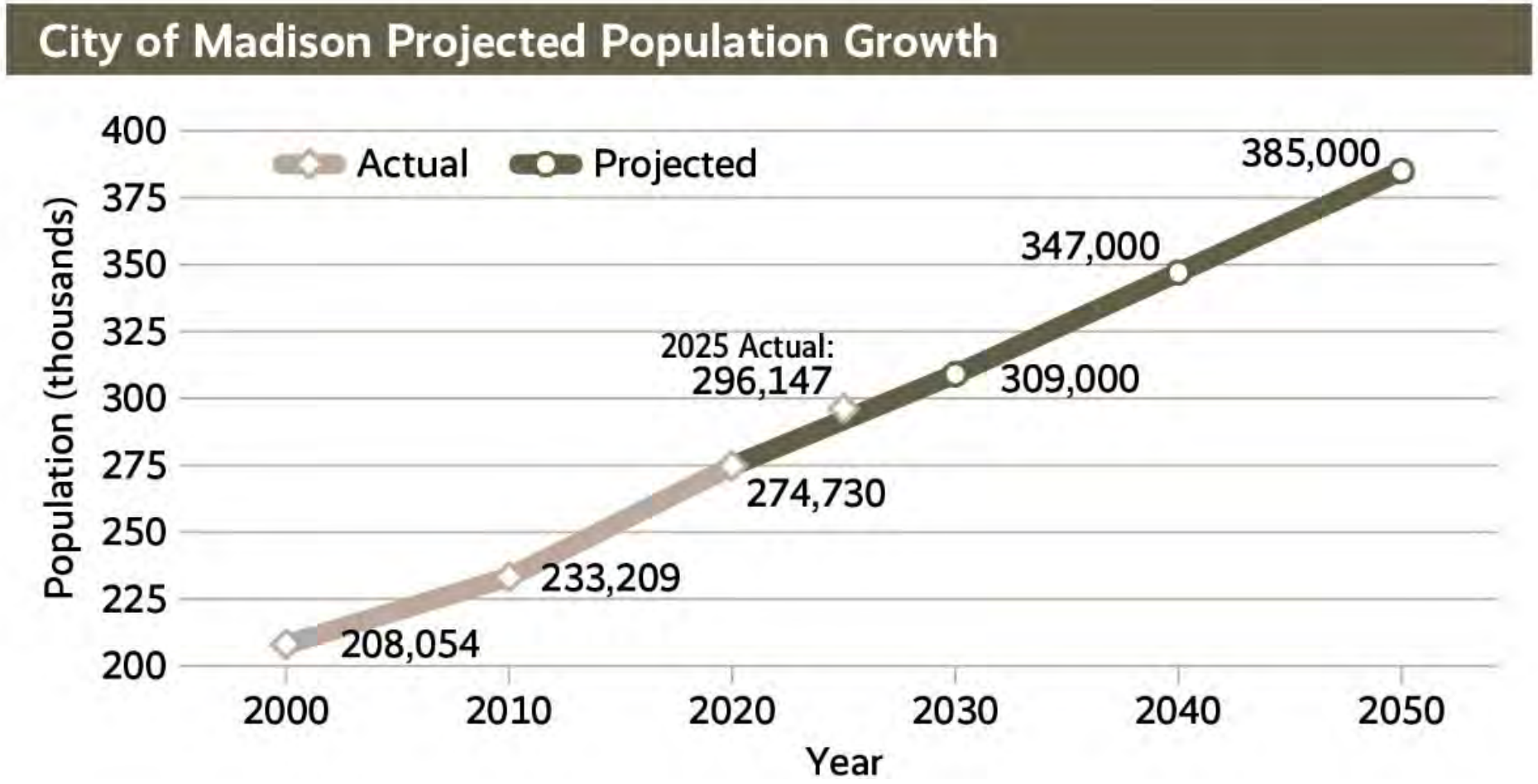
1. What is Planning and what is an Area Plan
2. The North Area Plan boundaries and demographics
3. Timeline
4. Plan topics and what we've heard so far
5. Your Ideas Map – Online commenting tool
6. Questions and Discussions

What is planning and why does it matter?

- Planning is the process of **working together** to create recommendations **to guide the future of Madison and its neighborhoods**.
- Plans **set parameters for future development**, and include recommendations for parks, streets, and other infrastructure.
- **Plans consider** many factors, such as projected growth, housing, transportation, the economy, the environment, and cultural resources.
- Planning is an important **tool to prepare for growth and navigate change**.



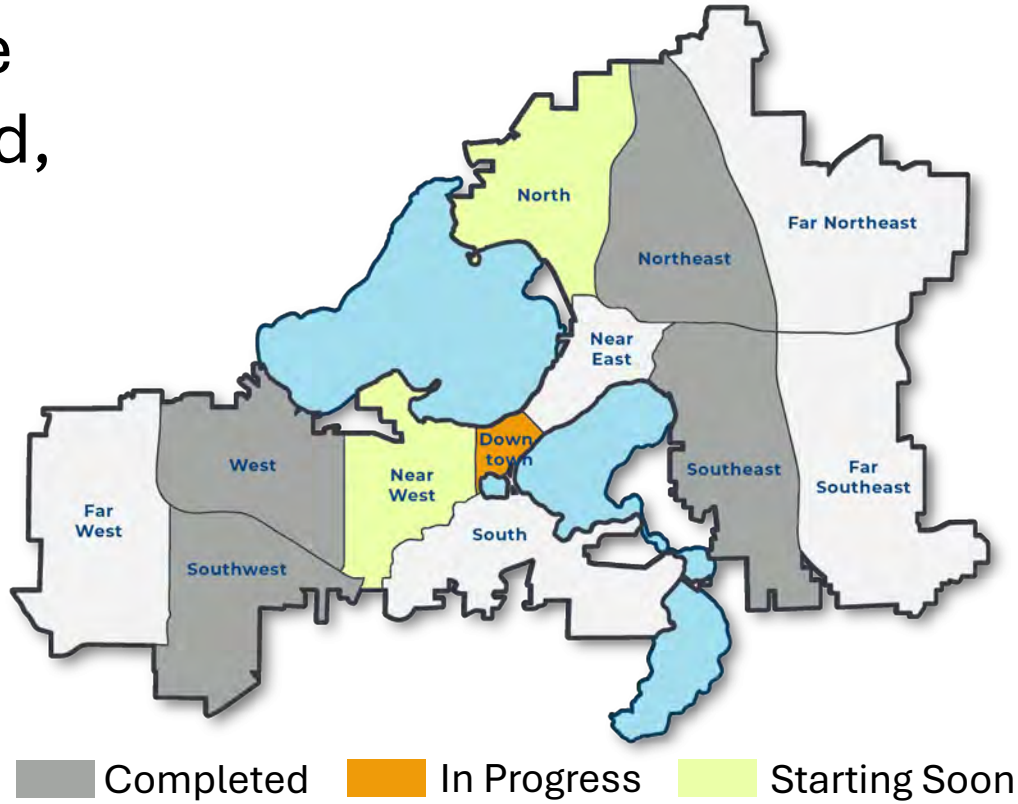
City of Madison Growth



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

What are Area Plans & what are the benefits?

- Comprehensive Plan has larger goals for the whole City. Area Plans provide more detailed, area-specific recommendations.
- Full city coverage – 12 areas; more frequent plan updates
- Consistent plan topics
- Enhanced coordination on City initiatives
- Emphasis on feedback from underrepresented groups



North Area

North: Yahara River, Cherokee Marsh

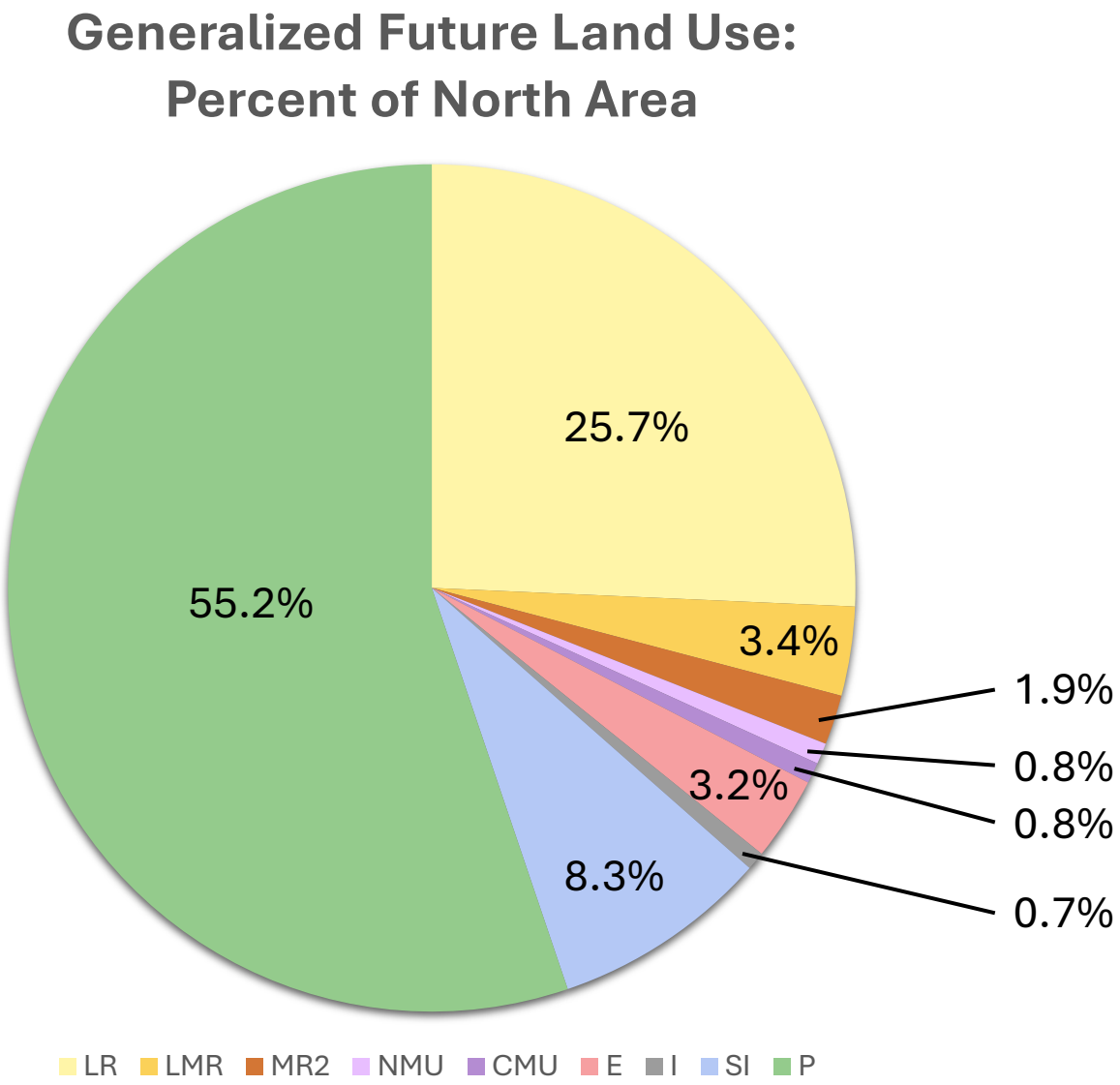
East: Dane County Regional Airport

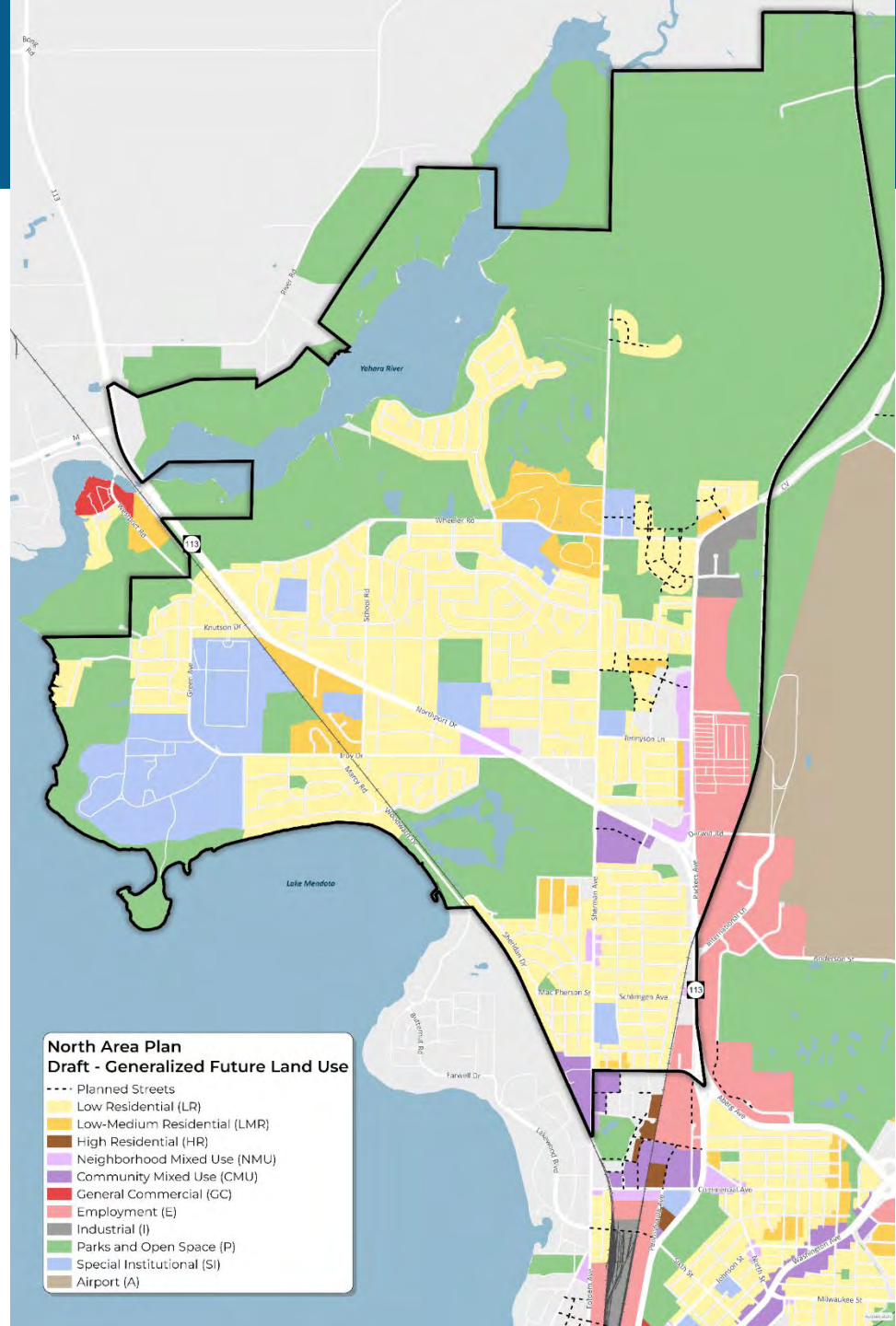
South: Aberg Avenue, Village of Maple Bluff

West: Lake Mendota



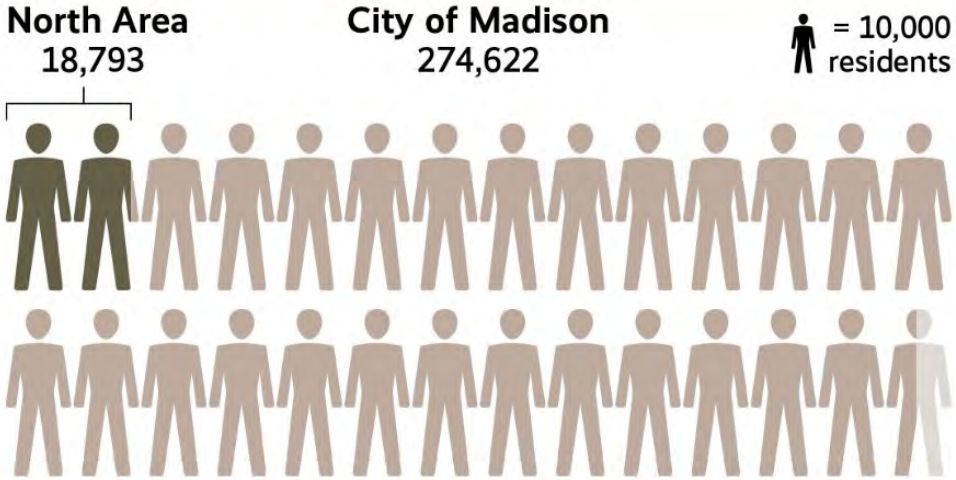
Generalized Future Land Use



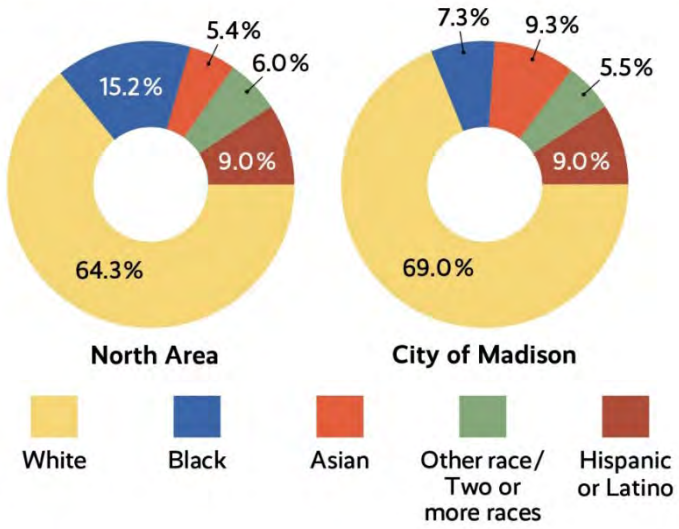


North Area at a Glance - Demographics

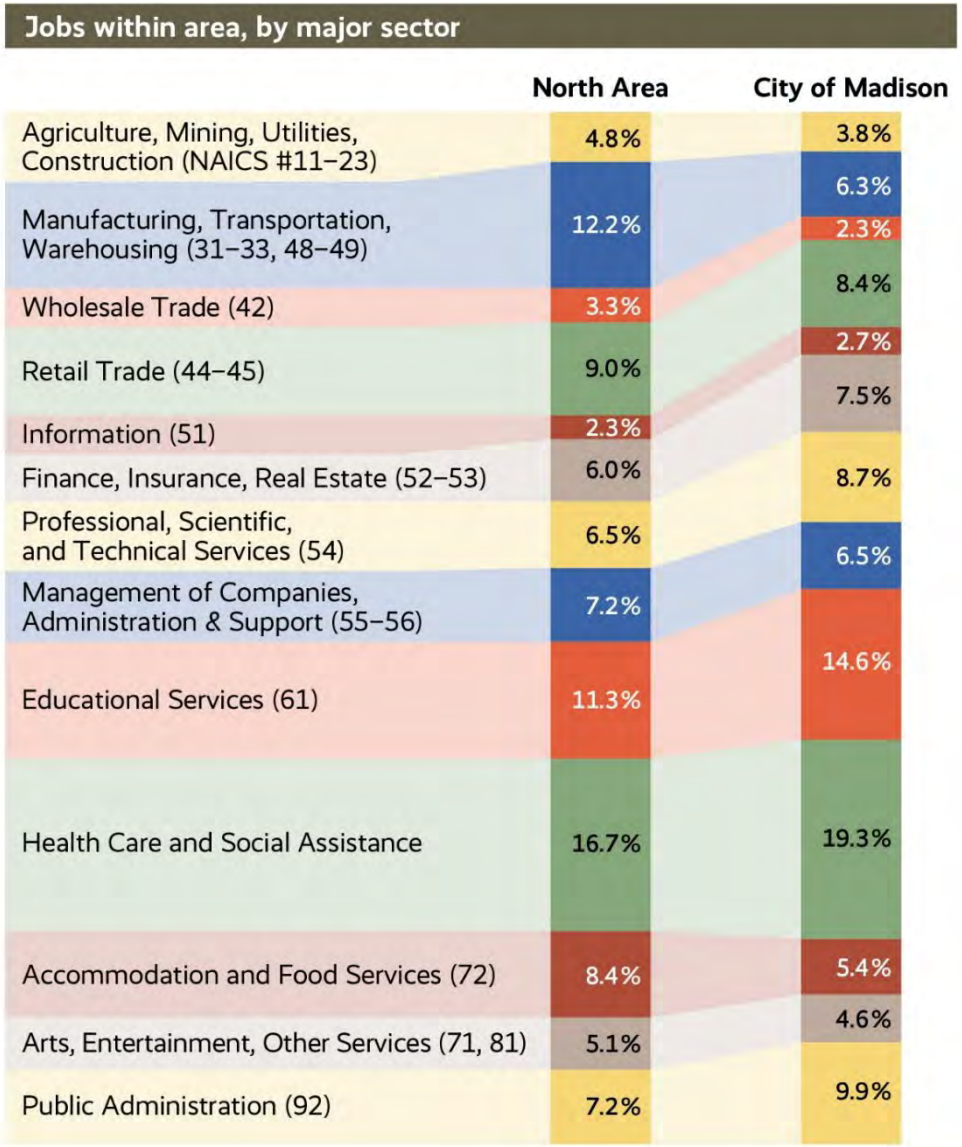
Population



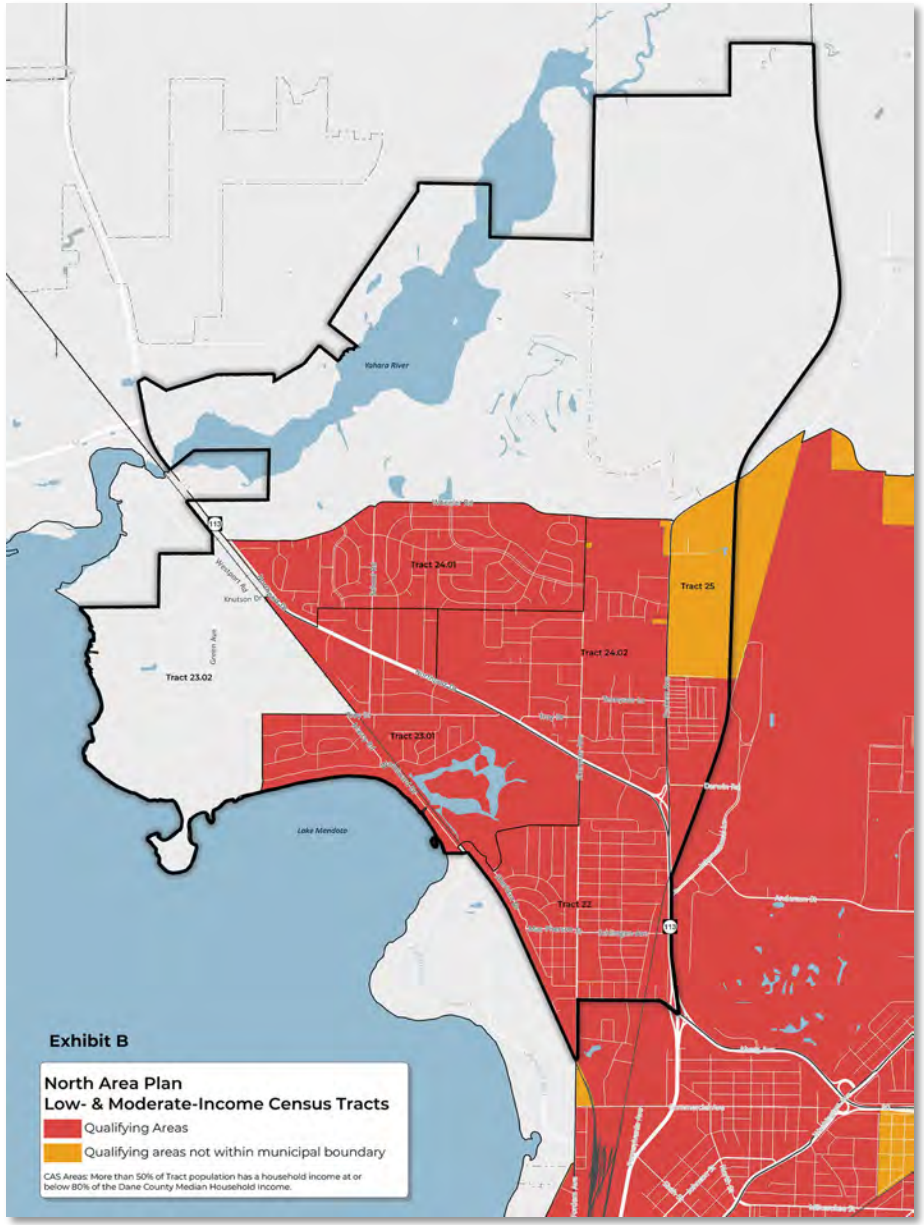
Racial and ethnic composition



Jobs within area, by major sector



Community Action Strategy



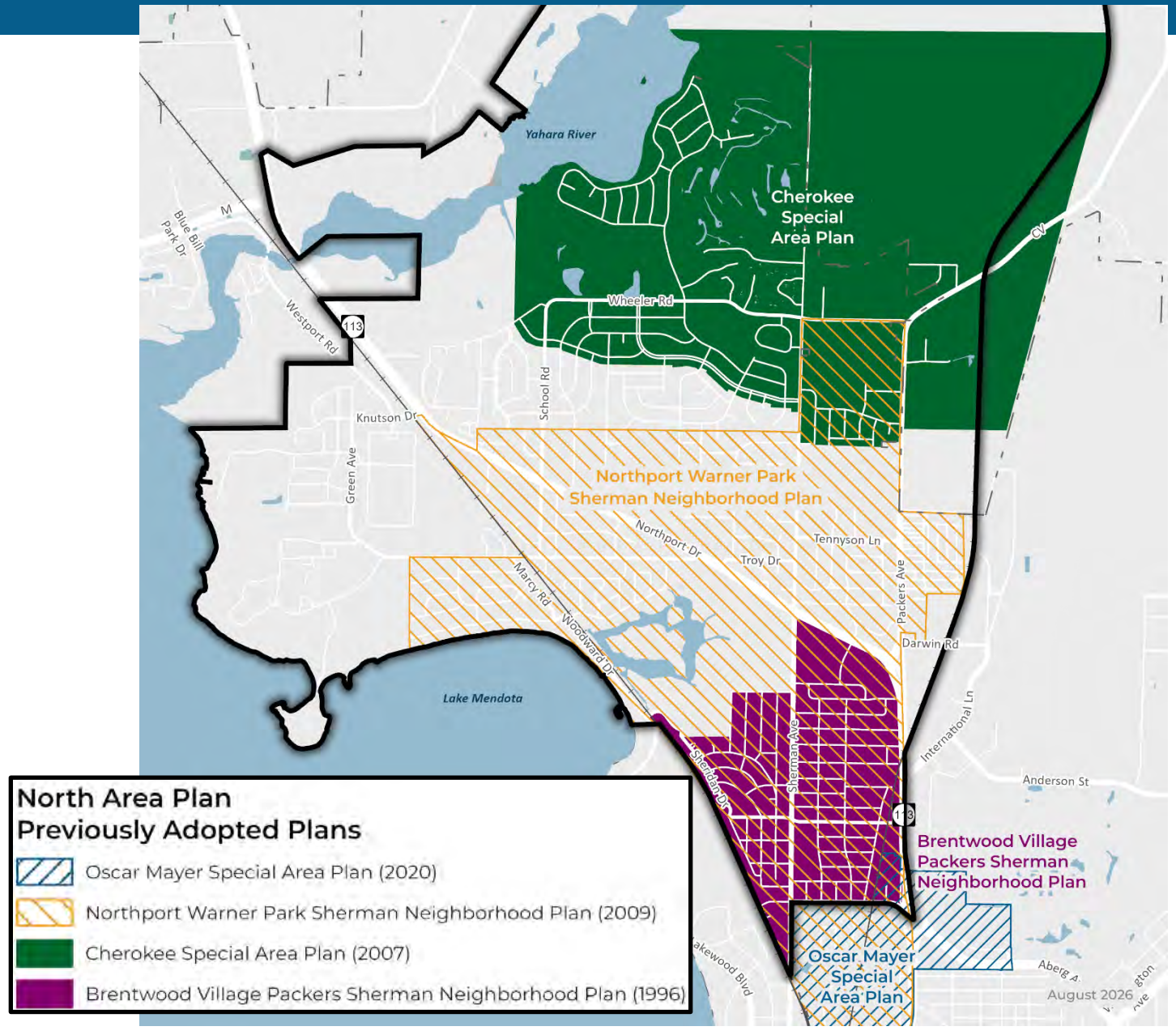
Low-Moderate Income Census Tracts

- **Household Income***: Household incomes are about 5% lower than Madison overall.
- **High Mobility Students*:** ~11% vs ~7% Madison overall.
- **Parent Educational Attainment*:** ~ 12% less than high school diploma vs ~8% Madison overall, ~75% less than a Bachelor's Degree vs ~49% Madison overall.
- **Economically Disadvantaged Students*:** ~75% vs ~50% Madison overall.

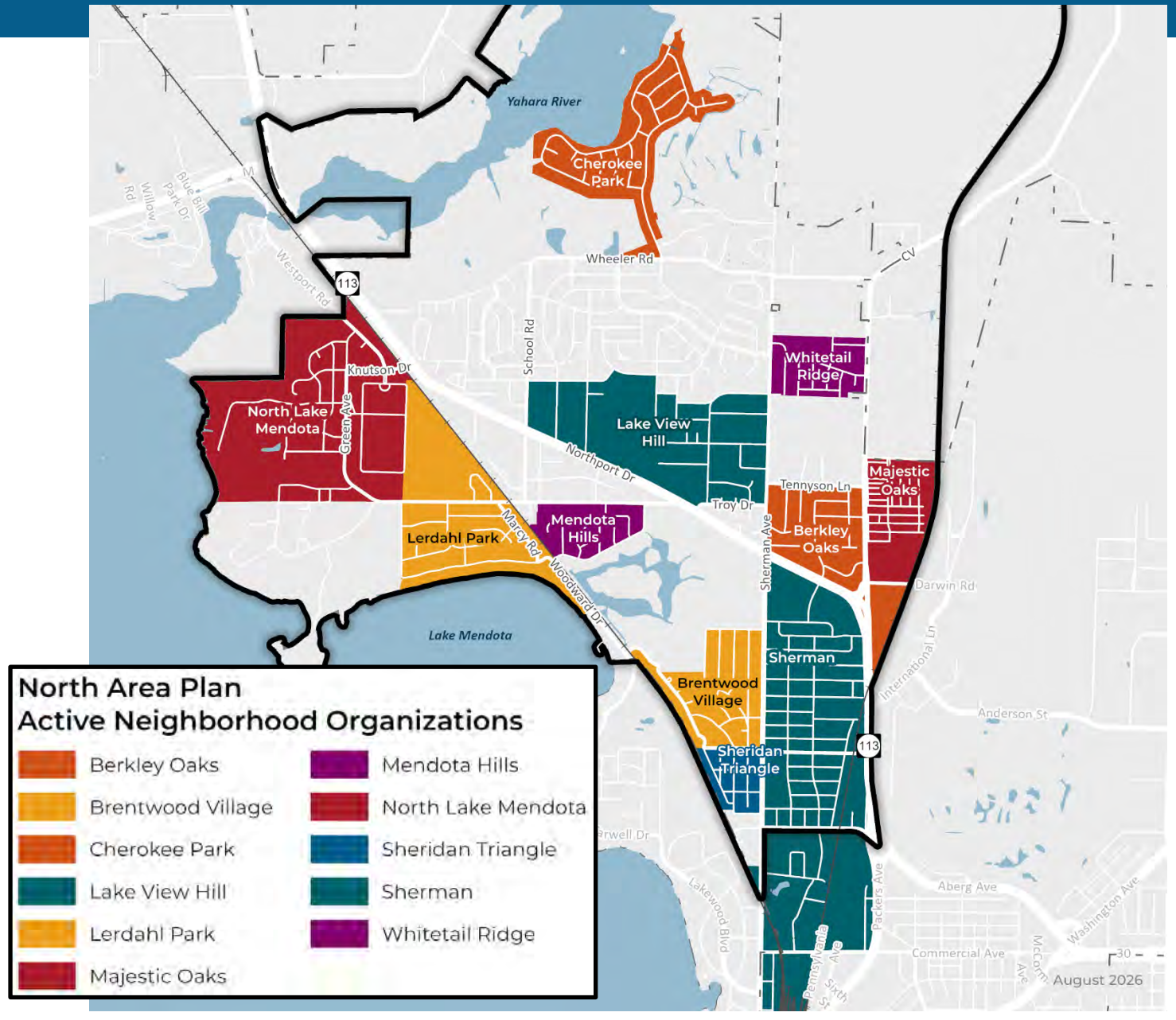
*Data from the 2024 Madison Neighborhood Indicators Project

CAS areas: More than 50% of Tract population has a household income at or below 80% of the Dane County Median Household Income.

Previously Adopted Plans



Neighborhood Organizations



Anticipated Area Plan Timeline

Phase One

Data Gathering and Getting Started

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

JUN - 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
- Art workshop

SEP - NOV

Phase Three

Develop Draft Recommendations

- Draft Recommendations and Maps public meetings (in-person and virtual)
- Public feedback on draft recommendations and maps
- Focus group meetings
- Pop-up outreach (events at library, community dinners etc.)
- Check-in with City Boards, Commissions, and Committees
- Check-in with adjacent municipalities and school districts

DEC - JUL

Phase Four

Final Plan Review and Adoption

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

AUG - JAN

2026 ▶▶▶ 2027 ▶▶▶ 2028

Outreach So Far

- Northside Planning Council - Neighborhood Organization Meeting
- Met with school leadership and staff – Shabazz, Sherman, Lakeview, and Mendota
- Met with neighborhood & learning centers – Vera Court, Kennedy Heights, Northport and Packers
- Sent letters to apartments within North Area inviting residents to upcoming meetings
- Working to hire community partners to expand outreach efforts
- Working to hire an engagement specialist to conduct focus groups

Plan Topics and Themes We've Heard So Far

	Land Use and Transportation	Neighborhoods and Housing
		
Topics	Future land use | building heights | streets, pedestrian and bike facilities | transit	Housing & affordability | housing types | food access
What We've Heard	• Multiple unsafe intersections & corridors • Access to transit is worse after network redesign • Better/more bike facilities, low stress options	• Concern about amount of affordable housing being built • Need for variety of housing types • Food access / security

Plan Topics and Themes We've Heard So Far

	Economy & Opportunity	Culture & Character
		
Topics	Economic development| Tax Incremental Financing (TIF) | land banking	Historic & cultural resources | Urban Design Districts | public art
What We've Heard	• Business is generally good • Desire for more jobs on the northside • Support small, independent businesses	• Need gateway into the North Area

Plan Topics and Themes We've Heard So Far

	Green and Resilient	Effective Government
		
Topics	Parks & open space| stormwater | tree canopy	City utilities & facilities | intergovernmental agreements
What We've Heard	• Reduce parking at Warner Park • Protect, preserve, enhance natural spaces	• Concerned about location of new Fire / Police facility – traffic congestion, near neighborhood

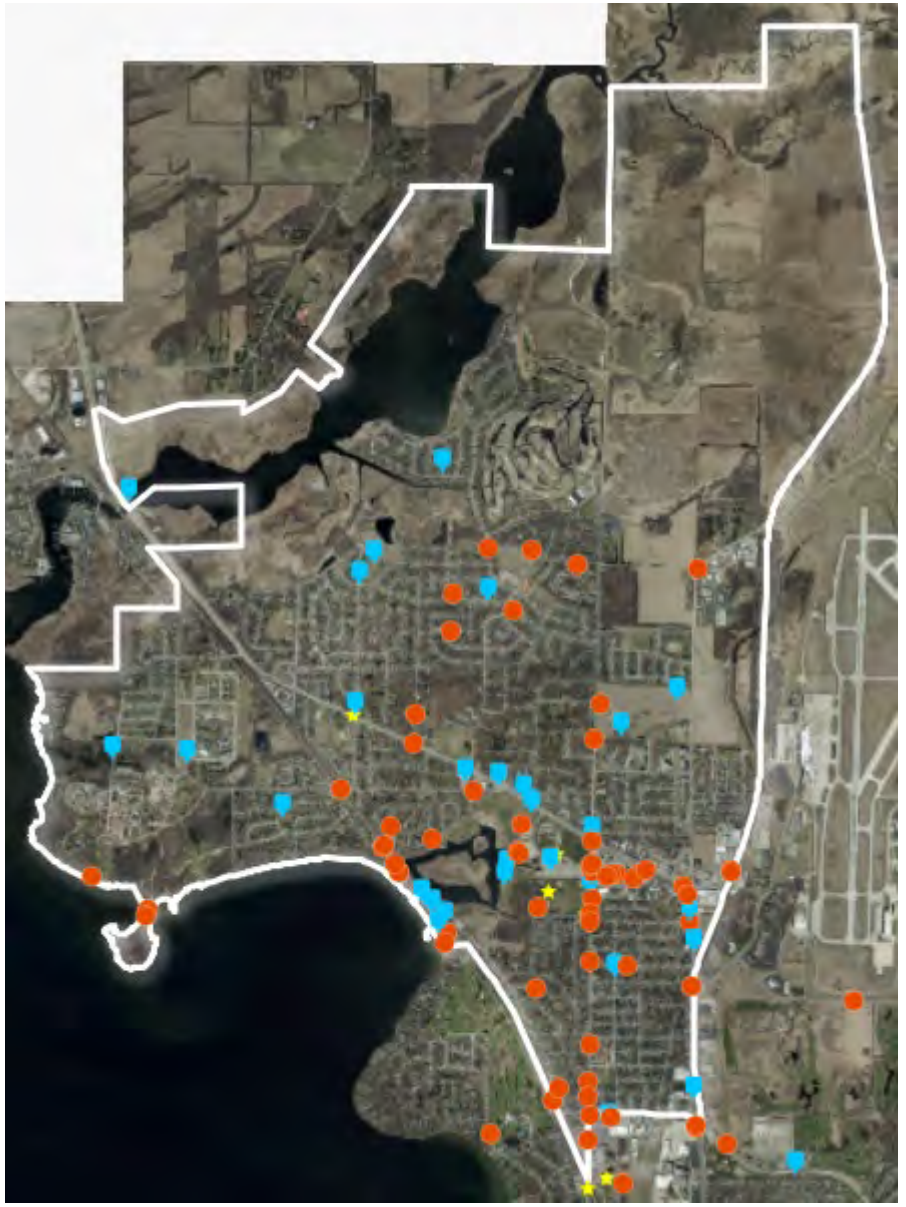
Plan Topics and Themes We've Heard So Far

	Health & Safety	Community Action Strategy
		
Topics	Neighborhood & community resources| safe routes to schools | heat islands	Capacity building | community relationships | small scale physical improvements
What We've Heard	• Improve safety at intersections on walking routes to schools	

Your Ideas Map

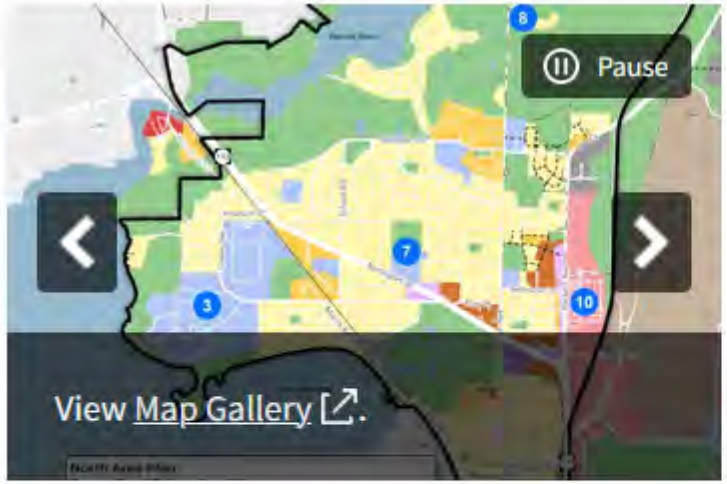
- Share:
  - What you like about the North Area
  - Your ideas
  - Things that need attention

Last day to add comments December 4



Stay Engaged

- Sign up for email list
- Project resources
- Contact information



Your Ideas Map
For those unable to attend the kickoff meetings or those who would like to share thoughts in the lead up to the meetings, a commenting map is available.

View Map Gallery
North Area background information.

Subscribe to the Email list

Email * *required*

Subscribe

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What is next?

- December 2026: Publish feedback summary
- January / February 2027: Conduct first set of focus group meetings
- January – March 2027: Check-ins with adjacent municipalities, schools, NRT
- January – March 2027: Begin drafting initial draft recommendations
- April / May 2027: Public meeting #2 – Review initial draft recommendations

Questions and Discussion

- What do you like about the North Area?
- What challenges do you see or what doesn’t work well in North Area?
- What changes do you suggest to make living in the North Area better?

Thank you!

North Area Plan Team

Jeff Greger, Linda Horvath, Breana Collins and Lisa Ernest