



Department of Planning & Community & Economic Development

Planning Division

Heather Stouder, Director

215 Martin Luther King Jr. Blvd. Ste 017
P.O. Box 2985
Madison, Wisconsin 53701-2985
Phone: (608) 266-4635
Fax (608) 266-6377
www.cityofmadison.com

July 21, 2022

To: Plan Commission

From: Planning Division Staff (Brian Grady and Linda Horvath)

RE: Proposed Planning Framework – Discussion of 12 or 13 Area Plan Geographies

The resolution authorizing the proposed Planning Framework has been reviewed by several City Boards, Commissions and Committees (BCCs). These BCCs have strongly supported the proposed Planning Framework.

The Transportation Policy and Planning Board's (TPPB) review of the Planning Framework included discussion of whether there should be 12 or 13 Area Plan geographies. The TPPB recommended the City's Plan Commission make a recommendation to the Common Council on this topic.

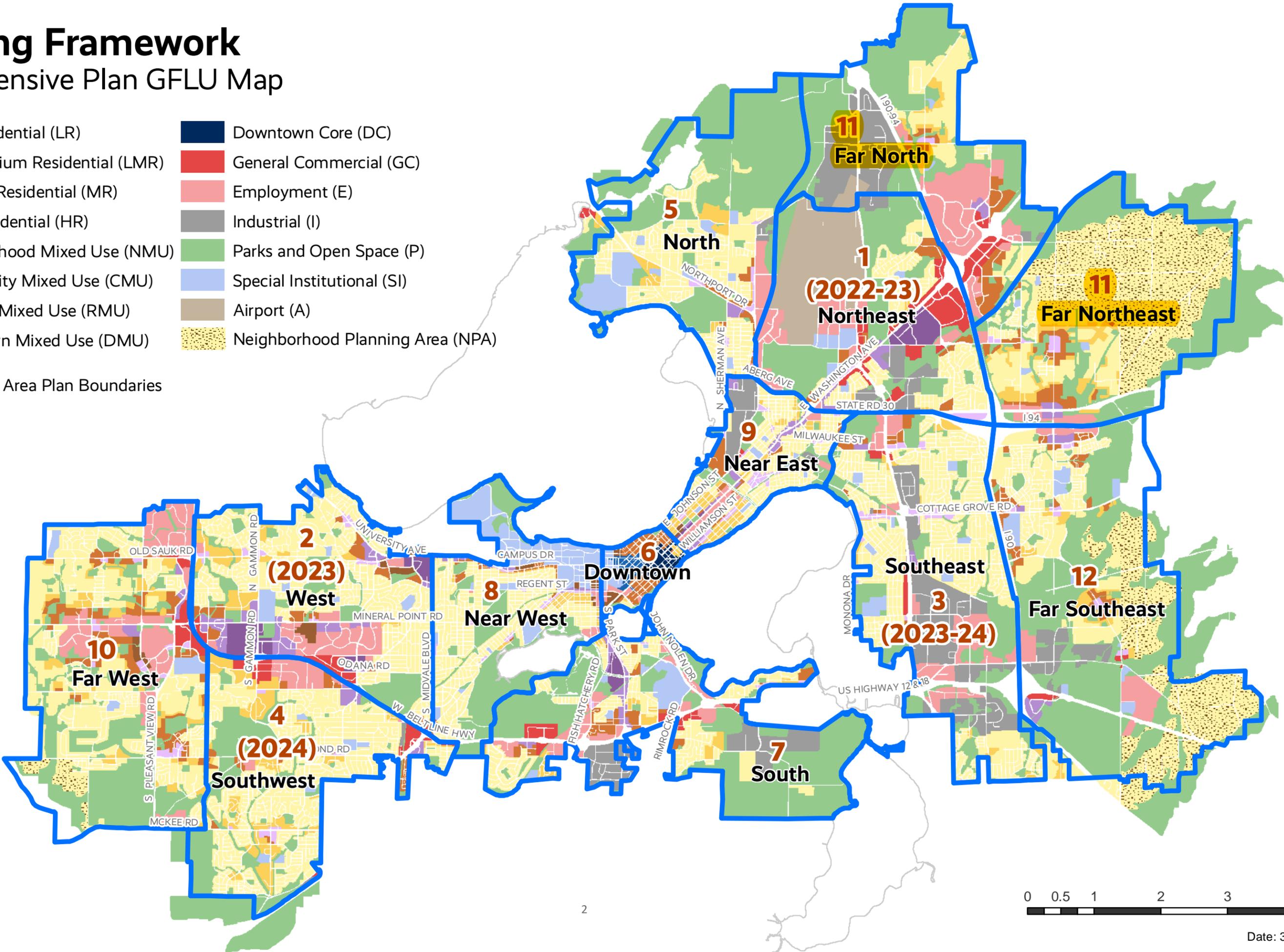
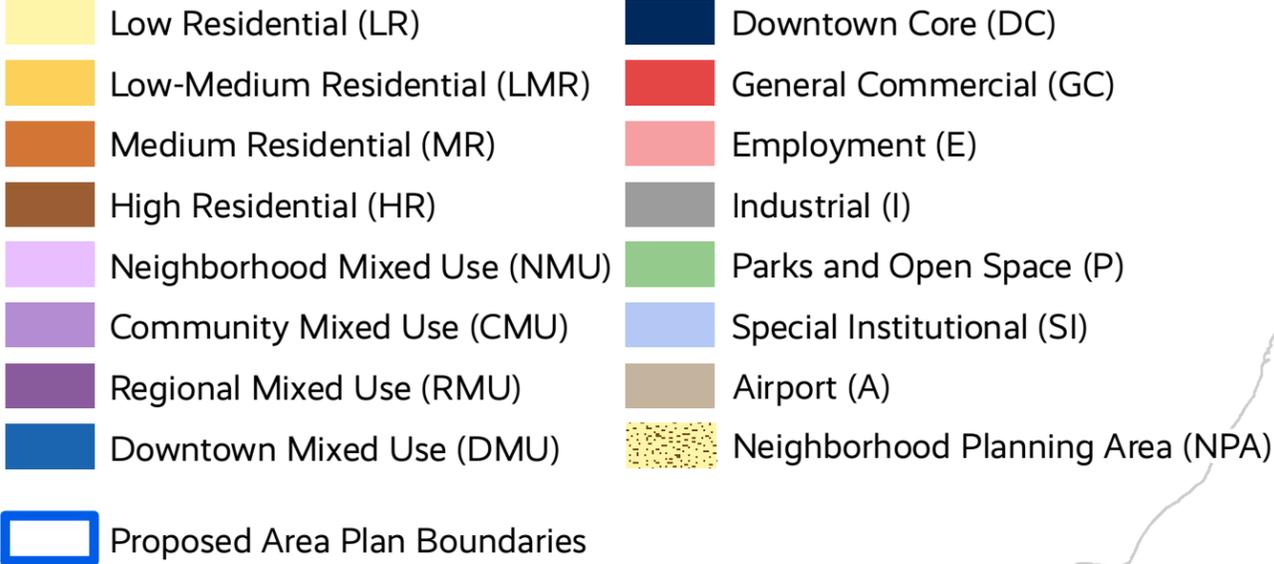
Staff drafted the Planning Framework proposal with 13 geographies, envisioning the Far North and Far Northeast Area Plans being done through one combined planning process but producing two separate Plan documents. Staff had some concern about making maps that could be easily understood by a wide variety of stakeholders if the maps covered a large geographic area. However, these areas have, by far, the fewest residents compared to the other Area Plan geographies and development activity has been relatively slow. **See pages 2-5.**

In reviewing the proposed Planning Framework, Alder Foster asked staff if there were any scenarios developed that contained fewer geographies. Staff responded with an alternative that combines the Far North and Far Northeast geographies and shifts the industrial area north of the airport to the Northeast geography. **See page 6.**

Staff recommends the 12 geography alternative. Overall, the Planning Framework is intended to simplify the City's planning efforts. Staff believes it is more straight forward to have 12 geographies and not have two Plan documents result from one planning process.

Planning Framework

Comprehensive Plan GFLU Map



2020 Census Data - Area Plan Geographies

Source: U.S. Census Bureau, 2020 Census Data by Block
 Prepared by: City of Madison Planning Division
 February 4, 2022

Race	Hispanic Origin	People of Color
------	-----------------	-----------------

Area Plan	Total Population	White		Non-White									Hispanic				(Non-White & Hispanic)		Housing Units					
		#	%	Black		American Indian and Alaska Native		Asian		Native Hawaiian and Other Pacific Islander		Some Other Race	Two or More Races	White Hispanic	Non-White Hispanic	Sub Total		Sub Total		Vacant		Occupied		Total
				#	%	#	%	#	%	#	%					#	%	#	%	#	%	#	%	
Far West	19,191	14,175	73.9%	430	2.2%	37	0.2%	3,198	16.7%	14	0.1%	242	1,095	236	632	868	4.5%	5,884	30.7%	317	3.4%	9,020	96.6%	9,337
West	30,114	22,181	73.7%	1,407	4.7%	89	0.3%	3,767	12.5%	16	0.1%	616	2,038	351	1,406	1,757	5.8%	9,690	32.2%	665	4.4%	14,594	95.6%	15,259
Southwest	36,890	24,052	65.2%	3,897	10.6%	222	0.6%	3,127	8.5%	19	0.1%	2,348	3,225	753	4,032	4,785	13.0%	17,623	47.8%	505	3.1%	15,957	96.9%	16,462
Near West	37,131	28,023	75.5%	865	2.3%	132	0.4%	4,862	13.1%	24	0.1%	577	2,648	457	1,331	1,788	4.8%	10,896	29.3%	679	4.6%	13,969	95.4%	14,648
South	19,125	9,773	51.1%	2,978	15.6%	207	1.1%	1,407	7.4%	11	0.1%	2,451	2,298	41	615	656	3.4%	10,008	52.3%	478	5.3%	8,612	94.7%	9,090
Downtown	34,124	24,973	73.2%	1,309	3.8%	133	0.4%	4,668	13.7%	32	0.1%	682	2,327	771	1,461	2,232	6.5%	11,383	33.4%	827	5.2%	15,209	94.8%	16,036
Near East	26,233	21,029	80.2%	1,625	6.2%	148	0.6%	878	3.3%	1	0.0%	620	1,932	449	1,262	1,711	6.5%	6,915	26.4%	604	4.1%	14,075	95.9%	14,679
North	18,597	12,265	66.0%	2,925	15.7%	106	0.6%	1,019	5.5%	10	0.1%	753	1,519	350	1,329	1,679	9.0%	8,011	43.1%	457	5.4%	8,045	94.6%	8,502
Northeast	14,591	8,585	58.8%	2,064	14.1%	110	0.8%	1,092	7.5%	8	0.1%	1,271	1,461	393	1,967	2,360	16.2%	8,366	57.3%	272	4.0%	6,461	96.0%	6,733
Far North	3,614	2,477	68.5%	205	5.7%	14	0.4%	592	16.4%	10	0.3%	114	202	52	181	233	6.4%	1,370	37.9%	160	7.8%	1,893	92.2%	2,053
Far Northeast	510	338	66.3%	34	6.7%	12	2.4%	77	15.1%	0	0.0%	4	45	14	22	36	7.1%	208	40.8%	48	17.1%	233	82.9%	281
Southeast	26,205	19,941	76.1%	2,115	8.1%	141	0.5%	865	3.3%	9	0.0%	1,014	2,120	522	1,788	2,310	8.8%	8,574	32.7%	329	2.9%	11,099	97.1%	11,428
Far Southeast	9,659	7,367	76.3%	843	8.7%	38	0.4%	469	4.9%	7	0.1%	237	698	131	477	608	6.3%	2,900	30.0%	132	2.9%	4,447	97.1%	4,579
Totals	275,984	195,179	70.7%	20,697	7.5%	1,389	0.5%	26,021	9.4%	161	0.1%	10,929	21,608	4,520	16,503	21,023	7.6%	101,828	36.9%	5,473	4.2%	123,614	95.8%	129,087

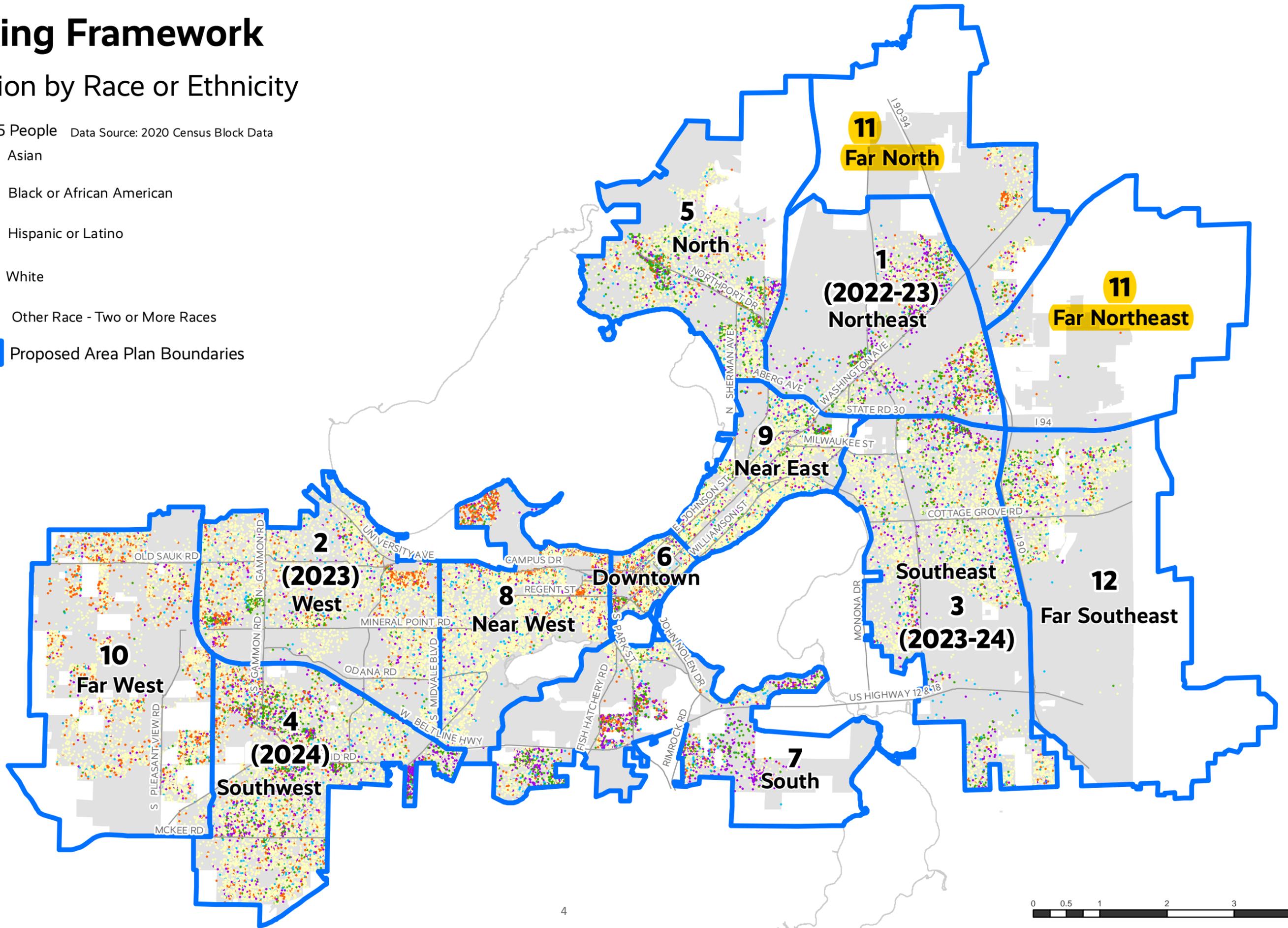
Planning Framework

Population by Race or Ethnicity

1 Dot = 5 People Data Source: 2020 Census Block Data

- Asian
- Black or African American
- Hispanic or Latino
- White
- Other Race - Two or More Races

Proposed Area Plan Boundaries



Planning Framework

Comprehensive Plan GFLU Map

- | | |
|--|--|
|  Low Residential (LR) |  Downtown Core (DC) |
|  Low-Medium Residential (LMR) |  General Commercial (GC) |
|  Medium Residential (MR) |  Employment (E) |
|  High Residential (HR) |  Industrial (I) |
|  Neighborhood Mixed Use (NMU) |  Parks and Open Space (P) |
|  Community Mixed Use (CMU) |  Special Institutional (SI) |
|  Regional Mixed Use (RMU) |  Airport (A) |
|  Downtown Mixed Use (DMU) |  Neighborhood Planning Area (NPA) |
|  Proposed Area Plan Boundaries | |

Consolidates Far North and Far Northeast into one geography

