

# City of Madison Planning Division 2023 Annual Report



La Mariposa Lane, a new street connecting West Washington Avenue and Braxton Place, improves access to Bayview and its new community center.

Revised April 2024



2023 marked the kick-off of the City's new framework for subarea planning, with the West and Northeast Plans well underway. As we move forward, we'll continue to work closely with other agencies, use community input and the expectations for Madison's continued growth to guide long-term land uses and infrastructure improvements across the city. Amidst the passage of the City's Transit Oriented Development Ordinance and an update to the Comprehensive Plan, 2023 was another very strong year for approvals of new housing units, though some groundbreaking are delayed due in part to high interest rates and other factors. Public art contributions in 2023 ranged from the visually prominent *Greeting Arc I & II* on Pinckney Street to enduring sidewalk poetry embedded within street reconstruction projects.

Looking forward, Planning staff will be more and more involved in implementing plans through strategic City-led redevelopment projects focused on affordable housing and other community assets along future Bus Rapid Transit routes. We'll see an unprecedented volume of public art associated with these projects, the Public Market, and other facilities in the near future. Overall, the breadth and volume of work accomplished in 2023 and the work that lies ahead involves a massive team effort, and couldn't be done without the contributions of volunteers serving on committees and commissions to guide policy and decisions.

2023 was my last full year serving as the City's Planning Division Director, which has been a privilege and in many ways a dream job. I'd like to extend a warm thank you to current and past colleagues, Plan Commissioners, and all of those who have worked hard to make Madison a great city for everyone. I am fortunate to remain part of #TeamCity and the Department of Planning, Community, and Economic Development in a new role starting in 2024, and eager to help strengthen relationships and effectiveness of our broader group as we strive for a more sustainable, adaptable, healthy, and equitable Madison.



Heather Stouder, AICP  
Director, City of Madison Planning Division

# Public Engagement Summary



## Meetings

Planning Project Meetings: **36**

Development proposal neighborhood meetings: **34**

Board/Committee/Commission meetings: **101**

(PC, UDC, Landmarks, MAC, JCAC, DCC, TFFP)



## Project Email Lists

Messages: **60**

Recipients: **1,416**



## Online Engagement

Social Media Followers: **3,151**

(Twitter + Instagram + Facebook follows for Planning Division)

Website Visits: **174,796**



## By Mail

Postcards sent: **12,203**

The Planning Division continued to use a mix of in-person and online opportunities for public engagement. Improving access and inclusivity continue to be key aspects to the Planning Division's public engagement, with the Division seeing improvements in both by offering both online and in-person events.

There were several projects in 2023 that involved robust public engagement efforts, including the Comprehensive Plan Interim Update, Northeast Area Plan and West Area Plan. The Northeast Area Plan hosted in-person events at two parks in the area to engage nearby residents. The events included a free meal, books and even face painting!

The Planning Division continued to improve its public engagement tools in 2023. During the Interim Update process the Division utilized a new online tool that offers stakeholders the opportunity to provide comments directly in the draft document. Staff were also able to respond to stakeholders' comments and questions. This same tool was then used for the Northeast and West Area plans and was integral to obtaining feedback from stakeholders and sharing information.



Northeast Area Plan public meeting at Reindahl Park

## Downtown Height and Affordable Housing Incentive

The Zoning Code was amended to add an affordable housing incentive in the Downtown area. With guidance from the Plan Commission, staff from Planning, Zoning, Community Development, and the City Attorney's Office supported the effort. The amendment provides an incentive for both affordable housing developers and market rate developers who would not otherwise include affordable units in their developments by allowing additional stories in return for affordable units. Specifically, the amendment allows a building with a sufficient amount of affordable housing units or with City funding for affordable housing to exceed the maximum number of stories as long as the project does not exceed the maximum allowable height. In areas where taller buildings are allowed, this incentive provides ample opportunity for additional housing units, since typical residential floor-to-floor heights are significantly less than the floor-to-floor heights for offices and other commercial uses the Zoning Code is based on. Developers agreeing to the proposed incentive must use at least fifty percent of the additional space for affordable housing and maintain that affordability for at least 30 years through a voluntary contractual Land Use Restriction Agreement ("LURA") with the City of Madison. In 2023, one development oriented toward UW-Madison students utilized the incentive to provide 165 beds.

## Subdivision Ordinance Update

On August 1, 2023, the Common Council adopted a significant update to the City's Subdivision Regulations, which had not been thoroughly updated since 1960. Updating the Subdivision Regulations was recommended in the 2018 Comprehensive Plan. Among the goals for the updated Subdivision Regulations were to reflect post-pandemic submittal requirements and review processes for subdivision plats and certified survey maps, as well as to update the standards and criteria for reviewing proposed projects to reflect recent practices and emphasize consistency with adopted plans. The updated regulations also include references to the street types in the City's recently adopted *Complete Green Streets Policy and Guide* so that new streets created through the subdivision process reflect those policies. The updated Subdivision Regulations also include best practices of land division and current statutory requirements, include gender-inclusive language, and remove unnecessary terminology.

# Racial Equity and Social Justice Initiative

## Division Equity Team

As part of the City's Racial Equity and Social Justice Initiative (RESJI), the Division has an Equity Team. The priority for 2023 was to identify inequities in policies, processes, and programs, and develop an Equity Action Plan to address them. The Division Equity Team worked with Division staff to identify inequities and prioritize actions to help address them. The Division's Equity Action Plan will be included in the city-wide Equity Action Plan that is submitted to the Mayor and Common Council for approval. Staff will be undertaking these specific actions in the coming years:

- Make the Division website and informational documents more accessible by using plain language that is easily understood by all users and by translating materials to other languages.
- Make the Arts and Neighborhood grant programs more accessible with the aim to diversify the applicants and recipients. The first steps in this process are to update the application materials with plain language that is easily understood by all users and by translating the materials to other languages.

# Adopted Plans

## Comprehensive Plan Interim Update



The City completed a five-year update to the Comprehensive Plan. The 2023 update primarily focused on revisions to the Growth Framework section of the Plan, including the Generalized Future Land Use (GFLU) Map. The majority of the GFLU Map changes were to reflect planned streets and land use recommendations in sub-area plans amended or adopted after the 2018 Comprehensive Plan. Incorporating these changes helps to align recent City land use policy, making it easier for all stakeholders to understand. The public also had an opportunity to submit GFLU Map amendment applications. The Plan Commission and Common Council recommended approving nine of the 81 GFLU Map amendment applications submitted by community members. Several of those GFLU amendments allow additional building height and density around the Regent Street area between Monroe Street and Park Street.



The amended Comprehensive Plan adds a seventh Element, Health and Safety

The amended Plan also includes the new Health and Safety Element. With this addition, the Comprehensive Plan better reflects the work of several City agencies like Traffic Engineering, Public Health, Police, and Fire.

A summary [list of Council-approved revisions is available](#). Please visit the [project website](#) for more information and to view the updated Comprehensive Plan.

## Hawthorne Truax Neighborhood Plan

Adopted in 2023, the Hawthorne Truax Neighborhood Plan has informed proposed development projects along East Washington Avenue. This includes RISE Madison, the 245-unit affordable apartment community being built at the corner of East Washington and Fair Oaks avenues.



RISE Madison under construction at the former Gardner Baking site on East Washington Avenue

Implementation of Community Development Block Grant (CDBG) funded projects requested by area residents during the planning process also began in 2023. This includes City Engineering's installation of additional lights in the pedestrian tunnel under East Washington Avenue at Wright Street. Brighter lighting improves visibility of the tunnel mural created by Hawthorne Elementary School students and discourages vandalism, which had been a frequent occurrence since the mural was unveiled in 2019. Planning for other CDBG projects has also begun, such as improvements to Hawthorne Elementary School open space and youth recreation facilities like a basketball court and bike skills course.



New lighting in the East Washington Avenue pedestrian tunnel at Wright Street

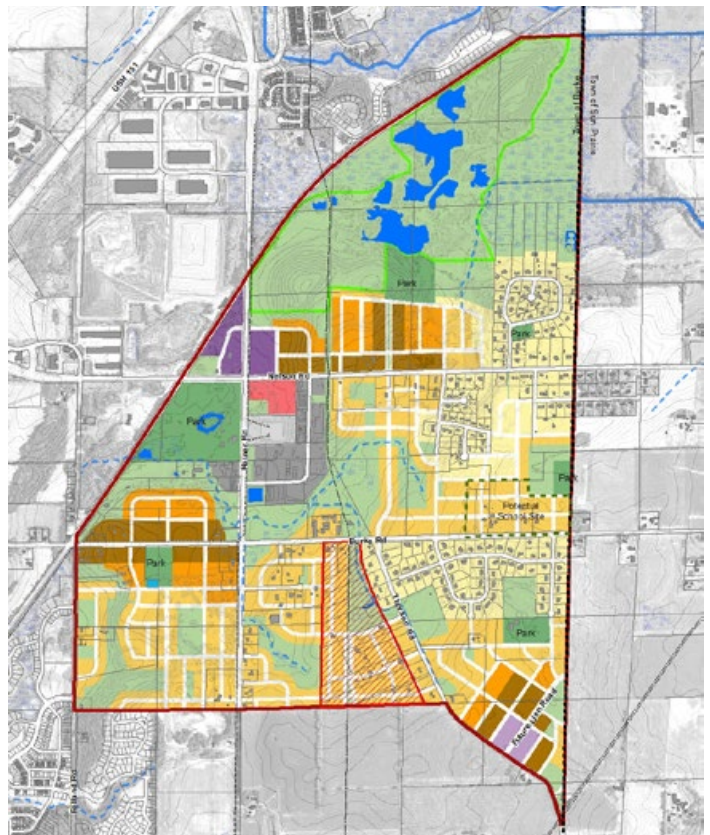
As directed by the City's new Planning Framework, further implementation of the neighborhood plan will take place through the Northeast Area Plan. That process began in 2023, and included taking the neighborhood plan's physical, place-based recommendations and incorporating them into relevant chapters, and creating a Community Action Plan chapter which includes the Hawthorne-Truax capacity building and partnership type recommendations and its CDBG projects.

## Reiner Neighborhood Development Plan

The Reiner Neighborhood Development Plan was adopted on June 20, 2023. The Plan was prepared to guide the future growth and development in a portion of the City's northeast side. The planning area covered approximately 1,500 acres generally bounded by Felland Road and the Wisconsin & Southern railroad to the west and north, the Burke Town line to the east and Thorson Road on the



south. Portions of the planning area are currently in the Town of Burke. These Town areas will be attached to the City of Madison by 2036. Throughout the planning process, Planning staff worked closely with other City of Madison agencies, major property owners, and other stakeholders such as the Sun Prairie Area School District, Town of Burke, and City of Sun Prairie. The Plan includes recommendations for land use, parks and open space, transportation, provision of urban services, development phasing, sustainability, and plan implementation. It will serve as a guide for future development and the vision against which future development proposals will be evaluated.



# Plans in Progress

## Northeast Area Plan

The [Northeast Area Plan](#) (NEAP) covers approximately 7,600 acres including almost 15,000 residents and 21,000 jobs. During the planning process, the NEAP team has conducted four virtual meetings, facilitated six in-person discussions, organized two neighborhood walks, and carried out three informal visits, all with the goal of fostering robust community participation.



Recognizing the importance of direct engagement, the team enlisted the support of three community navigators for one-on-one outreach, particularly focusing on the Community Development Block Grant (CDBG) designated areas of Sandburg and Burke Heights neighborhoods. To ensure inclusivity, the NEAP team has utilized various avenues, including two community surveys, an interactive comment mapping tool, and a Plan recommendation summary via Konveio.



The feedback received from the community highlights key priorities, including a desire for more walkable destinations, concerns about housing affordability, addressing the fragmented bike network, excitement about the Imagination Center, concerns regarding homelessness and its impacts, and the need for safety enhancements

such as improved lighting and neighborhood traffic management. Final approval process is expected to take place in June and July 2024.

## West Area Plan

The West Area covers approximately 8.7 square miles which includes 30,000 residents and 20,000 employees. Along with the Northeast Area Plan, it is one of the first two efforts under the City's new Area Plan Framework. Throughout the year the West Area team hosted seven community meetings, both in-person and virtual, to connect with residents and stakeholders about issues, assets, and opportunities within the area and update the community on plan progress. Additional online opportunities to engage were hosted via a community survey and interactive mapping exercise. Staff also worked with four Community Partners to reach out to residents of the West Area who have not typically participated in City planning processes. The public feedback has provided insights into what people value and what they feel are the most important assets and opportunities. This helped identify themes and develop actions that are relevant to the community, while also being grounded in the realities of what is feasible for the City to implement and what can be implemented by community partners. The draft Plan is currently being reviewed by the public and then expected to go through the approval process in 2024.



## Block 113 – Brayton Lot

In 1857, the Third Ward School opened on Block 113 of the original plat of Madison. This School was later [renamed the Brayton School in 1925](#), after Madison's first teacher Louisa M Brayton. Many uses and buildings came and went on this block, including the original Turner Hall of Madison, a half a dozen houses, and several commercial uses. During the Urban Renewal movement of the 1950-60s, the site was cleared to become the "Brayton Lot" surface parking during construction of the adjacent State of Wisconsin office buildings.



For decades, the parking lot remained underutilized, and the 2001 Brayton Lot Plan, 2012 Downtown Plan, and 2018 Comprehensive Plan all recommended much more intensive uses and redevelopment. The City's construction of the Bus Rapid Transit system allowed the City to use this parcel as a match for additional federal grant funding as a construction staging area. This grant stipulated that any future use must be transit supportive and cannot return to a parking lot.

In 2023, an interagency staff team led by the Planning and Economic Development divisions began to study the possibilities for new transit supportive uses on the site. In late 2023, the Common Council increased the building height limits on the block to facilitate a higher density, affordable, and sustainable development in the future. This work will continue in 2024 as the City will seek development partners to propose and construct new uses on the block.

## State Street Campus Garage

A Request for Proposals was issued in April 2021 for the redevelopment of the State Street Campus Garage Mixed-Use project. The project will replace the State Street Parking Ramp with a project consisting of an intercity bus terminal, public parking structure, ground floor retail, and housing oriented towards UW-Madison students.

The project is a collaboration between multiple city agencies (Planning Division, Economic Development, Transportation, Engineering) and a private developer. The developer chosen for the project was Mortenson Development.

Throughout 2022 and 2023 the City of Madison and the development team negotiated a developer's agreement, secured approvals for the project, and bid the project for construction. In January 2024 demolition of the parking structure started. The first phase of the project will be construction of a new parking structure and intercity bus terminal. The residential portion of the project will commence once the parking structure is completed. The entire project is slated to open fall of 2025.

## South Park & West Badger

The City has purchased almost four acres of land on the block bounded by South Park Street, West Badger Road, Cypress Way, and Hughes Place. The properties include the Metro Transit South Transfer Point, South District Police Station, the Badger Road State Office Building, and former Centro Hispano building. The purpose of the land banking is to assist with the implementation of the South Madison Plan.



The mixed-use redevelopment project will consist of affordable housing, Public Health Madison & Dane County office/ clinic space, construction of a new Fire Station 6, and a future relocation of the South District Police Station to the former Town of Madison Town Hall site. Moving Fire Station 6 frees up the current Fire Station 6 site for Madison College to expand and build a daycare that will be open to South Madison residents.

The Community Development Authority released a Request for Qualifications for a development partner for this project. Once a development partner is selected planning for the first phase of the project will begin. The first phase of the project is tentatively scheduled to break ground in the fourth quarter of 2025. The entire project is projected to be completed in 2029 or 2030 with the relocation of the South District Police Station and construction of a third residential building.



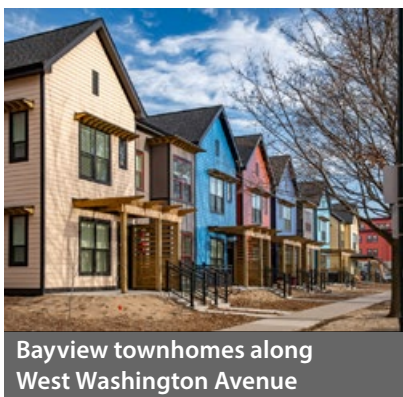
# Plan Implementation

## GETAP Implementation

The [Greater East Towne Area Plan \(GETAP\)](#), adopted by the Common Council in 2022, marked a significant step towards creating a more compact and walkable space in an area traditionally oriented towards cars. In 2023, the City approved [rezoning various properties from commercial zoning district to a mixed-use zoning district](#) in line with the recommendations of the Plan. The new zoning, along with the Transit Oriented Development overlay zoning district, will help facilitate the mixed-use development recommended in the Plan, as well as the recommended intensity of development, which includes maximum building heights between eight and twelve stories.

In addition, [two new street extensions were officially mapped](#) to implement a portion of the planned street network outlined in GETAP: East Springs Dr. and High Crossing Blvd. These two street segments do not extend into existing buildings, allowing property owners to continue normal operations within their existing footprint without the need for a variance-type process to obtain building permits, which is typical for commercial renovations or tenant buildouts.

## Triangle Monona Bay Neighborhood Plan Implementation

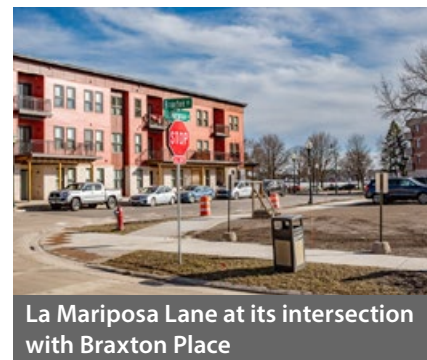


Since its adoption in 2019, the Triangle Monona Bay Neighborhood Plan has been guiding the complete rebuild of the Triangle. Residents living in Community Development Authority (CDA) and Bayview housing have low incomes and

many CDA residents have some form of disability. Residents come from diverse racial and cultural backgrounds including many for whom English is their second language. This diversity necessitated that the neighborhood plan and subsequent redevelopment include in-depth public engagement to better understand peoples' unique needs and their hopes and dreams for a new neighborhood.

The neighborhood plan makes recommendations for land use, development density, layout, and design. Following

this guidance, Bayview completed an iconic 4-story, 48-unit apartment building at the corner of West Washington Avenue and Regent Street in 2023, along with colorful townhomes that front West Washington Avenue. Bayview also completed their new community center, and in 2024 they will finalize redevelopment with 44 more colorful townhouses to serve additional low-income families.



Originally developed on a cul-de-sac with one public access point, the neighborhood plan also directed Bayview Foundation and CDA to work with the City on building a through street that is narrow and pedestrian friendly. La Mariposa Way and a pedestrian/bike path were completed in 2023 providing two more ways for people to get in and out of their neighborhood and for the public to access Bayview's new community center.

## Oscar Mayer Implementation

In late 2022, the Plan Commission approved two affordable housing developments, one oriented toward families and the other toward seniors, on the Hartmeyer property immediately west of the former Oscar Mayer site. These are the first major developments following the adoption of the Oscar Mayer Special Area Plan in 2020. The development achieves several objectives included in the plan:

- Adding 550 units of housing to the area
- Improving connectivity to and through the site with the extension of Huxley St. to Ruskin St. and dedicating right of way for the eventual extension of Coolidge St. across the rail corridor



For work before the Landmarks Commission, as part of its Community Partners speaker series, the commission welcomed Ethan Boote from Rethos, a preservation non-profit based in Minnesota that provides education and loan programs for building rehabilitation in Wisconsin. The Commission also completed an annual training in the Secretary of the Interior's Standards for Rehabilitation. Additionally, the Commission amended its Policy Manual to update language related to virtual meeting formats, gender-inclusive language, and added the Elected & Appointed Official Code of Conduct.

For projects before the Commission, there was a decrease in the number of projects that came in for review. However, there was a significant increase in the number of smaller projects that came in for administrative review, which resulted in the largest number of Certificates of Appropriateness the Preservation Program has ever issued. This was also an unusual year in that the Commission reviewed two landmark nominations. While the Landmarks Commission found that both nominations satisfied the criteria for designation, the Common Council only approved the nomination for the Kathryn Clarenbach Family Residence. Finally, the Commission provided 93 historic value reviews to the Plan Commission for properties proposed for demolition.



2229 Eton Ridge, Kathryn Clarenbach Residence

## Historic Preservation Stats:

- 81,808** City of Madison Parcels
- 2,007** parcel with local historic designation
- 182** designated landmarks
- 5** local historic districts with **1,880** parcels
- 29** Certificates of Appropriateness (COAs)
- 216** Staff approved COAs
- 93** Advisory demolition reviews
- 2** Madison Landmark nomination reviews
- 1** Advisory recommendation to PC and UDC

To work towards implementing the recommendations of the 2020 Preservation Plan, the City hired a consultant to complete the Historic District Illustrated Design Guidelines, which should be available in early 2024. The City also completed a Certified Local Government grant to assess the preservation needs of all known archaeological sites within our jurisdiction. The next steps are collaborations with tribal partners.

For the work of the Preservation Program, staff assisted with the West and Northeast area plans to complete reconnaissance survey and literature reviews to provide recommendations on possible historic and cultural resources in these areas of the city. In our ongoing partnership with the Community Development Division, staff completed the historic compliance review for 80 Community Development Block Grant-funded projects to assist low-income property owners make needed improvements to their homes. In our partnership with the Economic Development Division, staff continued to serve on the Façade Improvement Grant committee, which provided grant funds to small businesses to rehabilitate their storefronts, several of which qualified as commercial properties within local historic districts.

Finally, staff presented as part of a panel for two webinars for the National Alliance of Preservation Commissions; gave presentations at the Wisconsin Association of Preservation Commissions Annual Conference, APA-Wisconsin Annual Conference, and the Wisconsin Local History & Preservation Conference; was a guest on "I'm Awake" on Native Roots Radio with former alder Arvina Martin; and judged at the Madison regional and state National History Day competitions for middle and high school students.

# Development Review

The development review process guides and improves development proposals from the earliest conceptual stages to the point building permits are issued. The Development Review and Plan Implementation section continued another busy year, reviewing over two hundred land use and land division applications.

Approximately 4,500 multifamily dwelling units were approved in 2023, which is the second year in a row with more than 4,000 approved dwelling units. The following section

includes development statistics, and profiles major projects that were reviewed by staff prior to consideration by the Plan Commission and Urban Design Commission.

Development review staff assisted with various planning department projects this year, including the Northeast and West area plans. Staff have continued to work on updating the Urban Design Commission Ordinance, which includes the city's Urban Design Districts.

## Select Project Profiles



### **1601-1617 Sherman Avenue**

A multi-building residential development with two five-story buildings and three two-story buildings with a total of 310 units.



### **405-407 & 431 West Gorham Street, 408-430 West Johnson Street, and 304-318 North Broom Street**

An eight to fifteen-story residential building with 465 units intended for students.



### **826 Williamson Street and 302 South Paterson Street**

A four to five-story mixed-use building with 4,600 square feet of commercial space and 188 units.



### 310-322 East Washington Avenue

A ten-story mixed-use building with 16,000 square feet of institutional space and 130 units.



### 426 South Yellowstone Drive

A six-story mixed-use building with 750 square feet of commercial space and 147 units.



### 9503 Elderberry Road

A two to four-story, age-restricted residential building with 162 units.

## Development Review Statistics

	2016	2017	2018	2019	2020	2021	2022	2023
<b>Residential Approvals</b>								
Single family lots (net)	303	415	1,329	262	80	26	50	155
Multifamily units (gross)	2,968	1,643	1,010	2,358	4,772	2,827	4,342	4,574
<b>Commercial Retail Approvals</b>								
Commercial/Retail Sq. Ft.	874,631	636,736	490,083	639,575	827,068	676,375	432,970	394,802
Hotel rooms	133	803	698	491	151	262	319	283
<b>Proposals before Plan Commission</b>								
Conditional Uses or CUP Alterations	108	87	98	85	103	88	84	71
Zoning Changes	33	30	24	34	39	26	30	36
Plats and CSMs	19	18	28	19	23	30	40	62
Demolitions	38	43	51	43	58	47	52	39
<b>Proposals before Urban Design Commission</b>								
	67	102	84	90	103	72	72	79
<b>Proposals before Landmarks Commission</b>								
	49	57	62	64	38	46	32	29

**Note:** Some development figures from previous years have been updated.

## Sunghee Min *Greeting Arc I & II*

The Madison Arts Commission commissioned Minnesota-based metal artist Sunghee Min to create *Greeting Arc I & II* for the 200 block of S Pinckney Street. Min's work was featured in Monona Terrace's 2022 *Art on the Rooftop* exhibition. Her work was a favorite of MAC's, so they invited her back to Madison to make two pieces to flank the pedestrian crosswalk on a new median. During



Mayor Satya Rhodes-Conway, Alder Mike Verveer, and artist Sunghee Min speak at the dedication of *Greeting Arc I & II*

her artist talk, Min shared how the sculptures are connected to the site, stating "the reflective interior of the arcs are inspired by sunlight reflecting on water, and the curves represent the land that surrounds the water. The works will be a reminder of this place, shared by the Madison community."

## Utility Box Art Program

Through the Utility Box Art Program, MAC promotes local artists by providing opportunities for exposure in the City.



*Centre of the Swan* by Audifax

In 2016 MAC and the Downtown Coordinating Committee authorized a pilot program to wrap four City owned utility boxes with artwork. Due to the positive public reaction, MAC continued the program. In 2023 the City wrapped 34 utility boxes across the city, and there are now more than 100 wrapped boxes.

## Youth Poet Laureate

In 2022 the City, MAC, and Poet Laureate Angela Trudell Vasquez established the Youth Poet Laureate Program to recognize youth under the age of twenty for their literary achievements. Madison is now a member of the National

Youth Poet Laureate program, operated by Urban Word, and is the first such program in Wisconsin. Over the course of their year of service, the Madison Youth Poet Laureate gives three public readings, submits poems for the Poetry in Sidewalk program, and may apply for the National Youth Poet Laureate role. On June 15, 2023, Maliha Nu'Man was honored as the second Madison Youth Poet Laureate. Maliha is a sophomore at West High School. At aged 14, she self-published her first book, *Photograph*.

## Bus Lines

On November 9, 2023, MAC and Poet Laureate Angie Trudell Vasquez celebrated the 2023 Bus Lines winners. Poems by six poets were selected, including:

- "Land and People" by Rudy Bankston
- "To my children in our garden" by Daniela Chandler
- "Madison Metro" by Harmony, 3rd grader at Lincoln Elementary School
- "Trees in the Wind" by Kael, 3rd grader at Lincoln Elementary School
- "Remember" by Nola Pastor
- "Solid Gold" by Mary Louise Peters



61 poets applied, submitting 130 short poems that celebrated the environment, including composting, gardening, up-cycling and recycling, the importance of mass transit, and more. Selected poems began appearing on Metro Transit buses beginning in late November 2023.

## Percent for Arts Program

The Percent for Art ordinance, passed in 2017, created a mechanism to increase our investment in public art. Through the Percent for Art Program, one percent of City funds committed to any capital project exceeding

\$5,000,000 are designated for public art. The following projects are underway:

- **Metro Transit Maintenance Facility on East Washington Avenue:** MAC recommended a design by Jenie Gao, installation anticipated in the summer 2024.
- **Village on Park Parking Structure:** Michael Ford's design was approved in 2023 and installation may occur in 2024.
- **Madison Public Market:** Several projects were approved by the Madison Public Market Foundation and MAC and are currently in development.
- **Atwood Avenue Reconstruction:** Poetry in Sidewalks by previous Poet Laureate Angeia Trudell Vasquez and 2022–2023 Youth Poet Laureate Madeleine Bohn were installed, and utility box wraps and pavement paintings are anticipated for spring/summer 2024.

## Our Madison: Aging Vibrantly at the Madison Senior Center

In celebration of the Madison Senior Center's 40th Anniversary, we presented the exhibition, *Our Madison: Aging Vibrantly* which included the work of artists Yusuf Bin-Rella, Jerry Butler, Amos Kennedy, Hedi Rudd, Phil Salamone, and Babette Wainwright. All works in the exhibition were either created by prominent senior artists or portrayed Madison seniors living full, healthy lives.

## Garbology: What We Throw Away at Overture Center for the Arts

Forward Theater Company, MAC, and Arts + Literature Laboratory presented an exhibition of recent work inspired by and composed from the things we discard, concurrent with Forward's production of *The Garbologists* by Lindsay Joelle. The exhibition featured works by TetraPAKMAN, Sharon Kilfoy, Sonia Valle, Pat Kroth, Mackenzie Madison, and Emily Popp.

## 2023 Madison Arts Grants

MAC awarded \$107,485 to 68 organizations and individuals for projects through the annual arts grants program. The program provides support for projects that enrich the cultural landscape of the city, supported in part by a grant from the Wisconsin Arts Board with funds from the State of Wisconsin and the National Endowment for the Arts. Grants

are awarded to both individual artists for fellowships, or organizational applicants for project or arts education programs. MAC received 85 applications, totaling \$255,056, or more than twice the available funds. Due to the unprecedented demand, many applicants did not receive their full grant request.

Additionally, MAC administers funds from the Room Tax Commission, and in 2023 supported Dane Dances, Make Music Madison, and other summer concerts. Room Tax funds also support temporary public art downtown, a grant to Isthmus newspaper/website to improve their event calendaring system, work with UCAN and other area music organizations who are coming together to strengthen the music sector through the Greater Madison Music City initiative.



## 2023 BLINK Projects

BLINK is a public art opportunity that invites Madison artists to propose experimental, ad-hoc, temporary work to pop-up throughout the community. MAC commissioned three projects in 2023. A figure and textile backdrop representing our "centre" in the Garver Feed Mill called *Centre* by Audifax. *The Organ Recital* by Wendy Schnieder which was a series of pop-up performances in which the artist wore a six-foot tall uterus costume in ten locations around Madison. The performances aimed to create conversation about reproductive health. An art installation by Cheryl DeWelt, *Metamorphosis*, that depicted the life cycle of Monarch butterflies at the Madison Children's Museum. MAC also approved two additional projects that are being completed in 2024. *Tip Up*, an art installation on a frozen Lake Monona, by Chris Murphy and *(Sub)Community Resonance*, a pop-up public sound art project by Jakob Heinmann.

# Community Connections & Partnerships

## 2023 Neighborhood Grant Program

The 2023 Neighborhood Grant program received a noteworthy 19 applications, with only seven applicants securing awards, totaling \$25,500 in funding. An additional \$4,500 was allocated for the maintenance of past projects. In some cases, projects take longer than a year to implement, so three grants awarded in 2022 saw implementation during the course of 2023. The successful projects showcase the diverse range of community-driven Endeavors, including:

- **Elderberry Pond Beautification Project:** Undertaken by the Elderberry Neighborhood Association, this project focused on enhancing the aesthetic appeal of the Elderberry Pond area at what street(s). The neighborhood actively participated in cutting weeds and conducting a prairie restoration. Notably, the project included the planting of wild iris bulbs along Burnt Sienna Pond, contributing to the overall beautification and ecological restoration of the area.
- **Bayview Mural Project:** This was an effort between an experienced local artist and members of the Bayview community. The project centered around creating a vibrant mural on the Regent Street side of a recently completed apartment building at the corner of Regent St./W. Washington Ave. The mural was designed to reflect the unique character of the Bayview community. To bring the vision to life, segments of parachute cloth were painted by both the artist and community residents, culminating in the installation of the mural on the building.



- **Tenney Lapham Welcome Garden Revitalization:** Spearheaded by the Tenney Lapham Neighborhood Association, this project involved the revitalization of the Welcome Garden located at East Gorham and East Johnson St. Recognized as a highly visible entry point to the Tenney-Lapham neighborhood, community members came together to replant the garden. The initiative included the strategic planting of long-lived shrubs, perennials, and bulbs, creating an inviting and aesthetically pleasing entrance for residents and visitors alike.



These projects not only highlight the creativity and dedication of local communities but also contribute to the overall improvement and vibrancy of the respective neighborhoods. The City's support through the Neighborhood Grant program continues to foster community engagement and implementation of impactful initiatives throughout Madison.

## State Street Experiment

In June 2023, Metro Transit began operation of an entirely new route structure to improve transportation outcomes and compliment the new Bus Rapid Transit routes. This change shifted transit off the lower blocks of State Street, and many in the community began discussing the future of the street and envision a more pedestrian-oriented space. The Downtown Coordinating Committee facilitated discussion with several City agencies, representatives from the downtown business community and neighborhoods to better understand what could occur in the space. In August 2023, the Common Council approved a resolution directing staff to prepare for a Pedestrian Mall experiment in 2024, staff began working on a concept to enhance the space while balancing the needs of businesses and other users on the street. The concept was presented at a meeting in December 2023. The concept used street furniture, placemak-

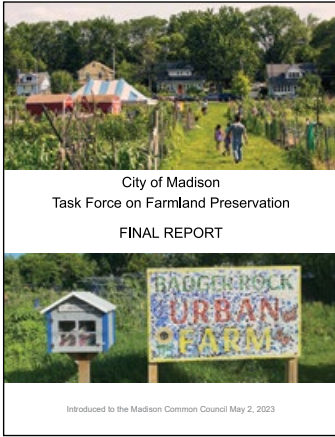


ing elements and street painting to attract people to the area while still allowing emergency access and deliveries to buildings along the street. The State Street Pedestrian Mall Experiment is expected to open in May 2024, just in time for UW-Madison’s graduation weekend, and be kicked off by a community street painting event.

### Task Force on Farmland Preservation

The Task Force on Farmland Preservation was formed September 6, 2022. The purpose of the task force was to create guidelines for land use decisions when farmland and open space within City limits are proposed for rezoning and development.

The task force was comprised of seven voting members and two alternate members. The voting members consisted of a City alder, Plan Commission member, member from the Sustainable Madison Committee, member from the Madison Food Policy Council, and three resident members with land use, real estate, and farmland preservation backgrounds. The task force was staffed by members of the Planning Division.



The task force held a total of 14 meetings throughout the first half of 2023. The task force completed their work June

2023 and submitted their report to the Common Council. The [report](#) was reviewed by the Madison Food Policy Council, Sustainable Madison Committee, Plan Commission, and the Common Council. The Common Council accepted the report on June 6, 2023.

### Transportation

#### Interstate 39-90-94 Study Coordination

Planning Division staff, along with City Transportation Department and Engineering Division staff, have been coordinating with the Wisconsin Department of Transportation (WisDOT) on its Interstate 39-90-94 Study to make sure City interests are accounted for as WisDOT looks to potentially expand the Interstate from the Beltline to Wisconsin Dells. In addition to the 2023 public meetings hosted by WisDOT, Planning Division staff coordinated with WisDOT to host two public meetings in the City of Madison (at American Family headquarters and at the Steamfitters Local 601 building). Staff worked with WisDOT to have postcards mailed to residents, businesses, and landowners to publicize the meetings. Staff also worked to generate a first draft of potential “impact areas” of two potential new Interstate interchanges at Hoepker Road and at Milwaukee Street and I-94. Impact areas were used to analyze growth projections close to the prospective interchanges. The WisDOT study is continuing in 2024.

#### Highway 51 Study

Throughout 2023, the City of worked with the WisDOT to study the future of Hwy 51 throughout the city. That highway is a major transportation corridor but often moves vehicles in a way that doesn’t support high quality urban growth and neighborhoods along its path, and results in challenging crossings for pedestrians and cyclists. The study is evaluating several intersection redesigns as well as corridor changes that could address the existing shortcomings while improving safety. The City of Madison also cohosted an open house with WisDOT, enabling residents to more easily engage in that process as well as a City planning process underway in that area.



# Neighborhood Indicators Project



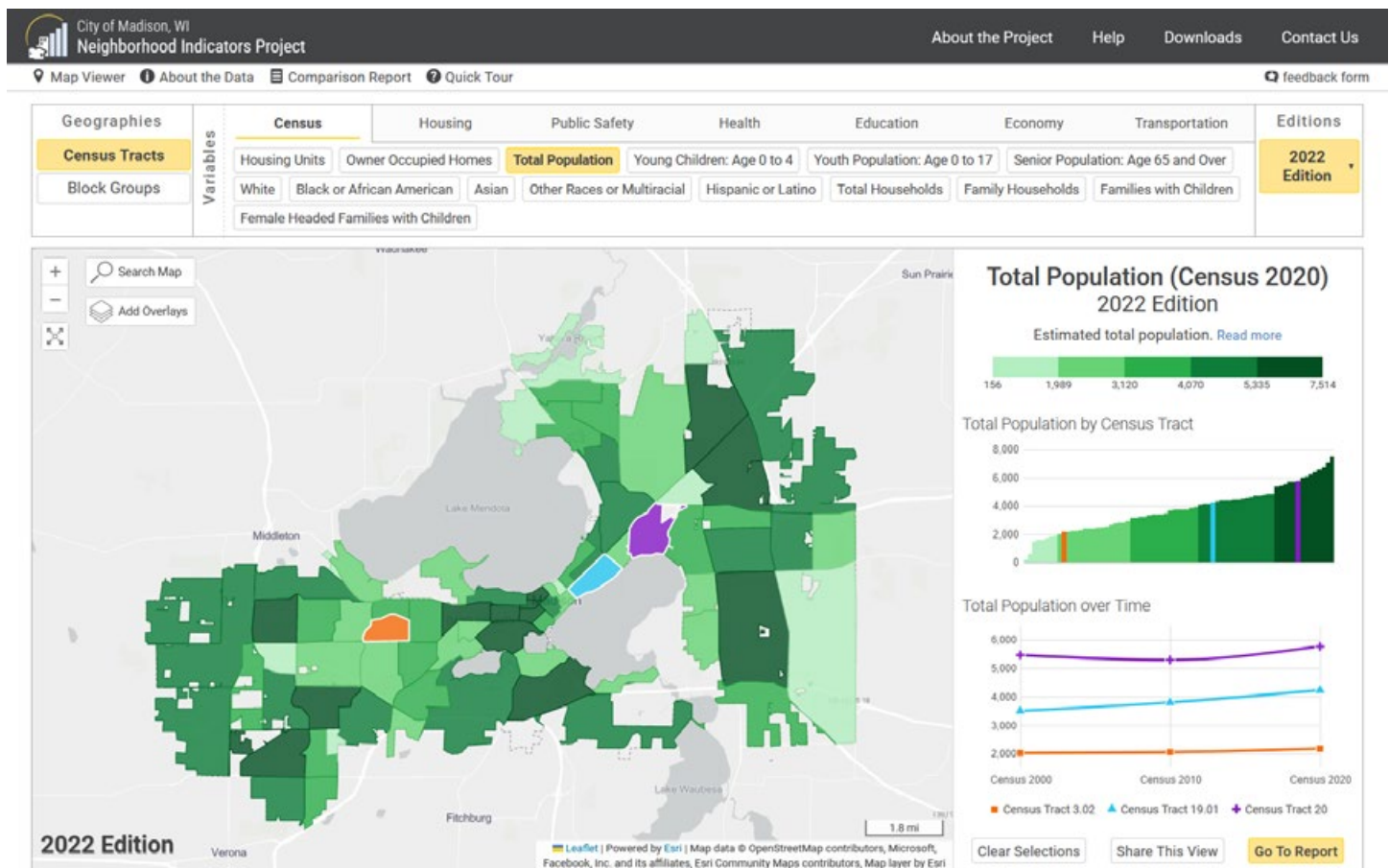
The Neighborhood Indicators Project (NIP) provides geographically detailed data for over 50 variables within seven topic areas. This includes measures such as total population, number of dwelling units, subsidized rental units, and high mobility students. It is supported by city, county, state and federal data sources.

The 2022 NIP data was released in 2023. The 2022 Edition included a significant improvement. Data is now provided at two commonly used Census geographies – Tracts and Block Groups. Using Tracts and Blocks Groups makes it easier to

compare results for areas across Madison, since these geographies generally contain a similar number of residential units. Additionally, the NIP's local data can be considered within the context of other data reported at the Tract and Block Group geography.

NIP has been a valuable tool for a wide range of entities, such as community-based organizations, non-profits, the business community, and governmental officials and staff. This data can help identify vulnerable communities that would benefit most from community support and resources.

The NIP is a partnership with the University of Wisconsin-Madison's Applied Population Lab.





## **City of Madison Planning Division Staff**

**Heather Stouder, Director**

Lauren Heiser-Ertel, Program Assistant

### **Comprehensive Planning & Regional Cooperation**

**Brian Grady, Principal Planner**

Breana Collins  
Curt Cronister  
Jeff Greger  
Ryan Jonely  
Kirstie Laatsch  
Urvashi Martin  
Ben Zellers

### **Neighborhood Planning, Preservation & Design**

**Bill Fruhling, Principal Planner**

Heather Bailey  
Rebecca Cnare  
Meri Rose Ekberg  
Analisa Follensbee  
Linda Horvath  
Dan McAuliffe  
Angela Puerta  
Shealynn Wegner  
Karin Wolf

### **Development Review & Plan Implementation**

**Kevin Firchow, Principal Planner**

Julie Cleveland  
Lisa McNabola  
Tim Parks  
Colin Punt  
Jessica Vaughn  
Chris Wells

## **We thank members of the boards, commissions and committees staffed by the Planning Division:**

Plan Commission  
Urban Design Commission  
Landmarks Commission  
Madison Arts Commission  
Downtown Coordinating Committee  
Joint Campus Area Committee  
Task Force on Farmland Preservation