



Department of Planning & Community & Economic Development

Planning Division

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To: Members of the Plan Commission

From: Planning Division Staff

Subject: Comprehensive Plan Update – Areas of Potential Change

The Planning Division is preparing materials for Phase 2 of the Imagine Madison Comprehensive Plan Update, which will identify strategies to achieve the high-level goals being considered in Phase 1. Land use is a key component of Phase 2. The Comprehensive Plan Update will include a Future Land Use map that will show planned land uses for already developed areas and anticipated growth areas on the edge of the City.

The Future Land Use map displays a future development scenario, but does not clearly display which areas of the city are recommended for a change in land use and/or development intensity. The Areas of Potential Change Map will aid in discussions and interactions with the public by showing where the Future Land Use Map will have the most impact as it guides future development proposals. This will be beneficial as the City updates the Future Land Use Map and considers requests from stakeholders to change the recommended land uses on the Future Land Use Map.

Areas of Potential Change Map

The citywide map of areas of potential change shows the areas of Madison that may change land use type, density, or intensity within the 20-year Comprehensive Planning window. **The map is not an endorsement, prediction, or recommendation** that all areas delineated as “areas of potential change” should be different by 2040. As a planning tool created to identify areas that are more likely to change due to demographic shifts and economic forces, delineating areas of potential change will help the City plan and prepare for change when it comes.

The map illustrates areas where additional development may be appropriate given previous planning efforts and the criteria identified by Planning Division staff (listed below). It is not expected that all, or even most, parcels within the “change” boundaries will change by the end of the Comprehensive Plan Update’s 2040 planning horizon. Not all parcels will necessarily be appropriate for change; in some cases parcels were included as “change” to simplify area boundaries. Further, other areas may still develop or redevelop in the future.

Areas of Potential Change Criteria

This map was developed by inputting the criteria listed below into a mapping tool; the results were then aggregated by City Planning Division staff after review of initial computerized results.

1. Selected [future land uses](#) (Regional Mixed Use, Community Mixed Use, Neighborhood Mixed Use, General Commercial, Regional Commercial, High Density Residential) from the existing 2006 *Comprehensive Plan*.
2. Areas of [potential redevelopment and infill](#) identified in the existing 2006 *Comprehensive Plan*.
3. Undeveloped land planned for development in [Neighborhood Development Plan](#) areas.
4. Land within ¼ mile of existing high-frequency Metro bus service and the conceptual [Bus Rapid Transit](#) service.
5. [Activity Center](#) areas identified in the recent *Madison in Motion* transportation master plan.
6. Parcels where the land is valued higher than the improvements (i.e. buildings less than 80% of land).
7. Aging manufacturing and industrial uses and shopping centers (constructed more than 30 years ago).
8. Parcels with large parking lots and/or underdeveloped outlots.

Isthmus Detail Map

The isthmus detail map is the result of finer-grained review. Unlike the citywide map, the isthmus map selects some small single parcels and portions of parcels that may be developed or redeveloped at a scale appropriate for the character of the isthmus. Many areas of change mirror sites that were shown as having potential for infill development or redevelopment in the 2012 [Downtown Plan](#). Additional parcels eastward to the Yahara River were included in the isthmus analysis, largely to reflect the anticipation of continuing redevelopment in the [Capitol East District](#).

What do the Colors Mean?

Blue-shaded areas represent those identified as areas of change within the current Madison city limits and areas covered by adopted [Neighborhood Development Plans](#). The lighter gray areas are other areas within Madison less likely to change. Areas within blue outlines on the periphery are potential long-term future growth areas that will not be developed within the planning horizon of the updated Comprehensive Plan. Parks, drainageways, environmental corridors, and other green spaces are shown in green. The extent of the nearly-completed *University of Wisconsin* [Campus Master Plan](#) is outlined in red. The isthmus, addressed in a separate map, is outlined in yellow.

Areas Requiring Additional Discussion

In developing the areas of potential change map, a few areas have stood out as needing additional feedback from City policymakers. These areas are listed below:

1. *Mobile Home Parks:* There is one mobile home park along Packers Avenue that is currently in the City, and one along West Badger Road between Park Street and Rimrock Road that will become part of the City when the Town of Madison dissolves. Both of these are in areas that may see market forces lead to proposed changes by 2040. Many residents in the parks own their homes, but not the land – the park owners could conceivably decide to redevelop the land and order residents to move their homes. There aren't many alternative mobile home parks, and those that do exist generally require standards that older mobile homes do not meet. How should these areas be addressed on this map?
2. *"Miffland" Area:* The six-block downtown area bounded by West Dayton, Broom, West Main, and Bedford was called out in the 2012 *Downtown Plan* as recommended for redevelopment, with guidance from a not-yet-developed implementation plan. The Planning Division has included creation of such an implementation plan in the work plan for 2017. Realizing that the *Downtown Plan* calls for redevelopment, but that the detailed plan for the area has yet to be developed, how should this area be addressed on this map?

Details on how industrial parks and business parks are shown on the map are discussed below:

1. *Industrial Parks:* Industrial development along major corridors (such as the Beltline and Stoughton Road) is generally included within the area of change designation. Staff feels these areas are most likely to be redeveloped with more dense/intense uses over the next 20 years, especially if the improvements to connectivity called for in the Madison in Motion Transportation Master Plan are implemented. Industrial areas that do not front major corridors are not included in areas of change. Not being designated as an area of change would not prevent landowners/businesses from investing in their properties, but staff feels that the core industrial areas are unlikely to see large-scale changes over the next 20 years. Note that in this case, as with other land uses, designating an area of change does not necessarily mean that the general **use** will change, but rather that properties may be redeveloped to serve new businesses.
2. *Business Parks:* Office parks, such as Old Sauk Trails and University Research Park, have been designated as areas of change. Some early buildings in these parks were developed more than 25 years ago at fairly low density. Additionally, large areas of surface parking are common. As recommended by previous planning efforts, the City would like to encourage appropriate redevelopment and densification of these parks to make more efficient use of infrastructure, boost transit and bike use, and otherwise take advantage of the parks' excellent locations within the metro area. Additionally, more and more businesses are beginning to look for mixed-use, amenity-rich locations that do not require employees to own a car to commute or go to lunch. While much of the development present in these parks may remain over the next 20 years, staff felt it would be appropriate to show business parks as areas of change given the aforementioned factors.



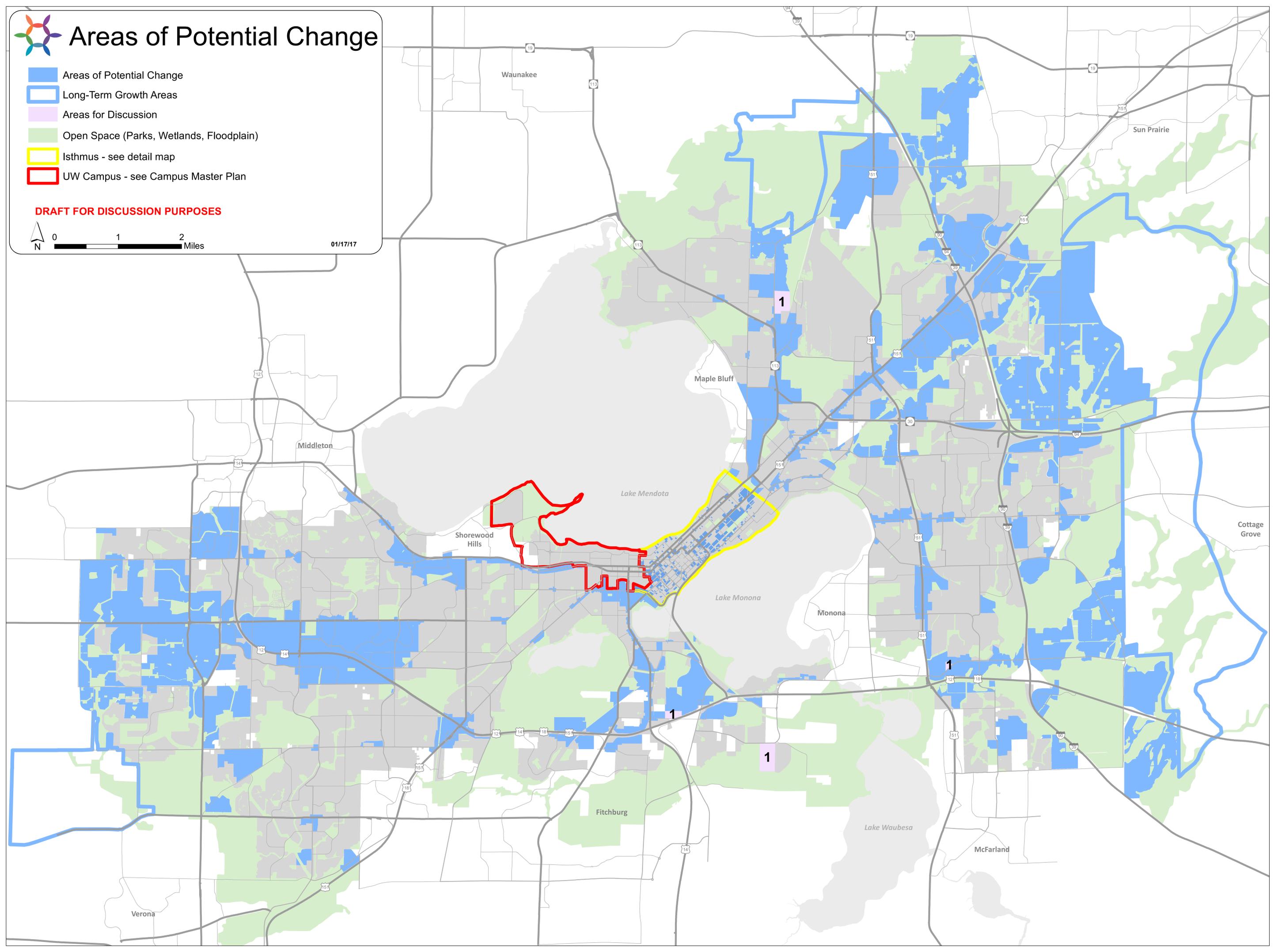
Areas of Potential Change

- Areas of Potential Change
- Long-Term Growth Areas
- Areas for Discussion
- Open Space (Parks, Wetlands, Floodplain)
- Isthmus - see detail map
- UW Campus - see Campus Master Plan

DRAFT FOR DISCUSSION PURPOSES



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Areas of Potential Change (Isthmus Detail)

- Areas of Change
- Area for Discussion
- Open Space
- Isthmus Boundary
- UW Campus Boundary
- Local Landmark

**DRAFT - FOR
DISCUSSION
PURPOSES**



0 1,000 2,000 3,000 4,000 Feet

January 17, 2017

