March 24, 2022
Plan Commission Work Session

Planning Framework

Purpose

- This proposed planning framework will simplify and standardize sub-area planning in Madison.
- The framework is based on thirteen higher-level “Area Plans” and complementary CDBG (Community Development Block Grant) Plans.
- The Area Plans will cover the entire City, be updated on a recurring schedule, and be considered the guiding plan for future land use and infrastructure investment.
- CDBG Plans will focus on nearer-term improvements and capacity building and partnerships in areas of the City with residents living with lower incomes.

What's New or Changed

- Comprehensive racial equity and social justice analysis – opportunity to increase equity by covering more areas in shorter timeframe
- RESJ (Racial Equity and Social Justice) Community Connections Staff Team review
- Updated background data and maps
- Philadelphia's District Plan example
- 5 Primary Benefits
- Table differentiating Area Plans and CDBG Plans to ensure minimal
- Further emphasis that new Special Area Plans and Neighborhood Plans will be rare
- Slight modifications to proposed Area Plan sequence
- Proposed budget modified to reflect varied demographics of Area Plan geographies

Questions for the PC:

The Mayor and City staff are generally comfortable with the proposed Planning Framework. Staff would like to initiate the first Area Plan in the summer of 2022, with subsequent Area Plans starting every six to nine months.

- Is the Plan Commission comfortable directing staff to initiate the Northeast Area Plan in the summer of 2022? Staff would seek official authorization (via resolution) in approximately June 2022.
- Is there anything the Plan Commission would like staff to refine in advance of initiating the Northeast Area Plan?

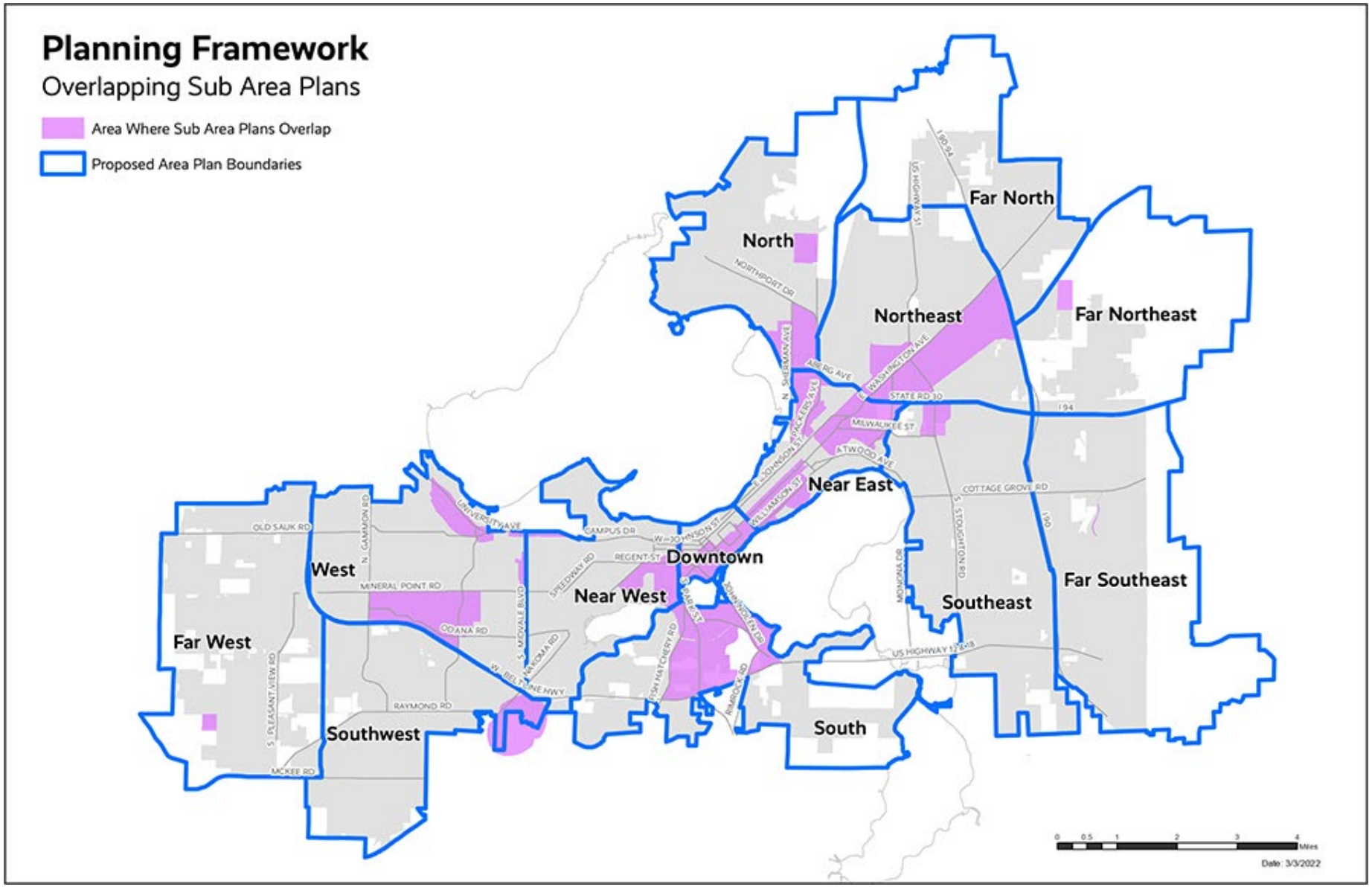
Racial Equity and Social Justice Tool

- Comprehensive racial equity and social justice analysis of the Planning Framework proposal conducted by staff and several racially diverse community members in September 2021
- Public Participation Plan emphasis - minimize the burden of repetitious input requests and address barriers to the planning process for marginalized communities.
- Tracking implementation and establishing indicators like wealth distribution trends and patterns of gentrification to help keep the Planning Framework accountable in addressing negative impacts on people living with lower incomes and communities of color.

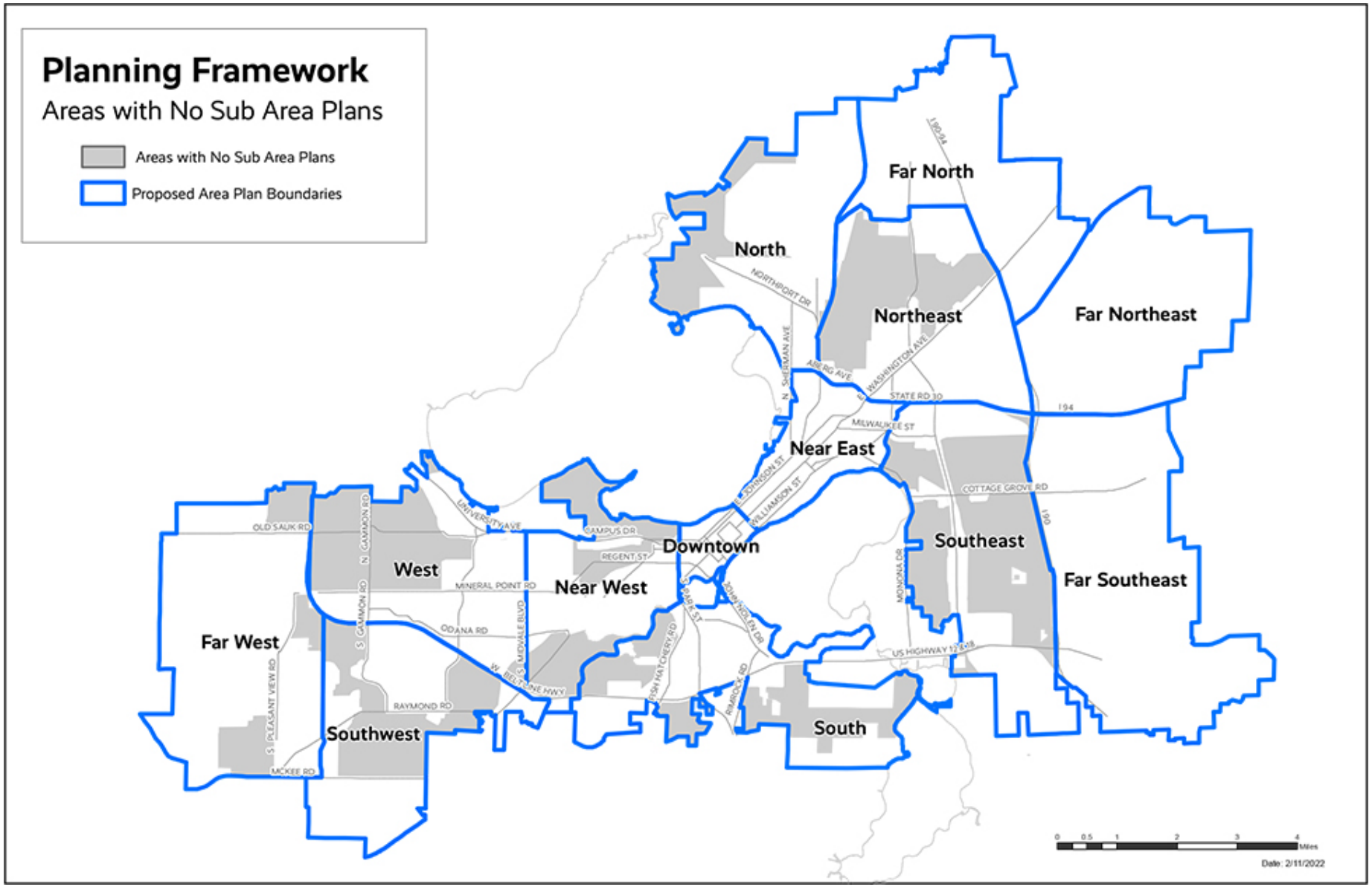
5 Primary Benefits

1. A Clear Plan Recommendation
2. Full City Coverage
3. Frequent Plan Updates
4. Consistent Plan Topics, Higher-Level Recommendations
5. Enhanced Coordination on City Initiatives

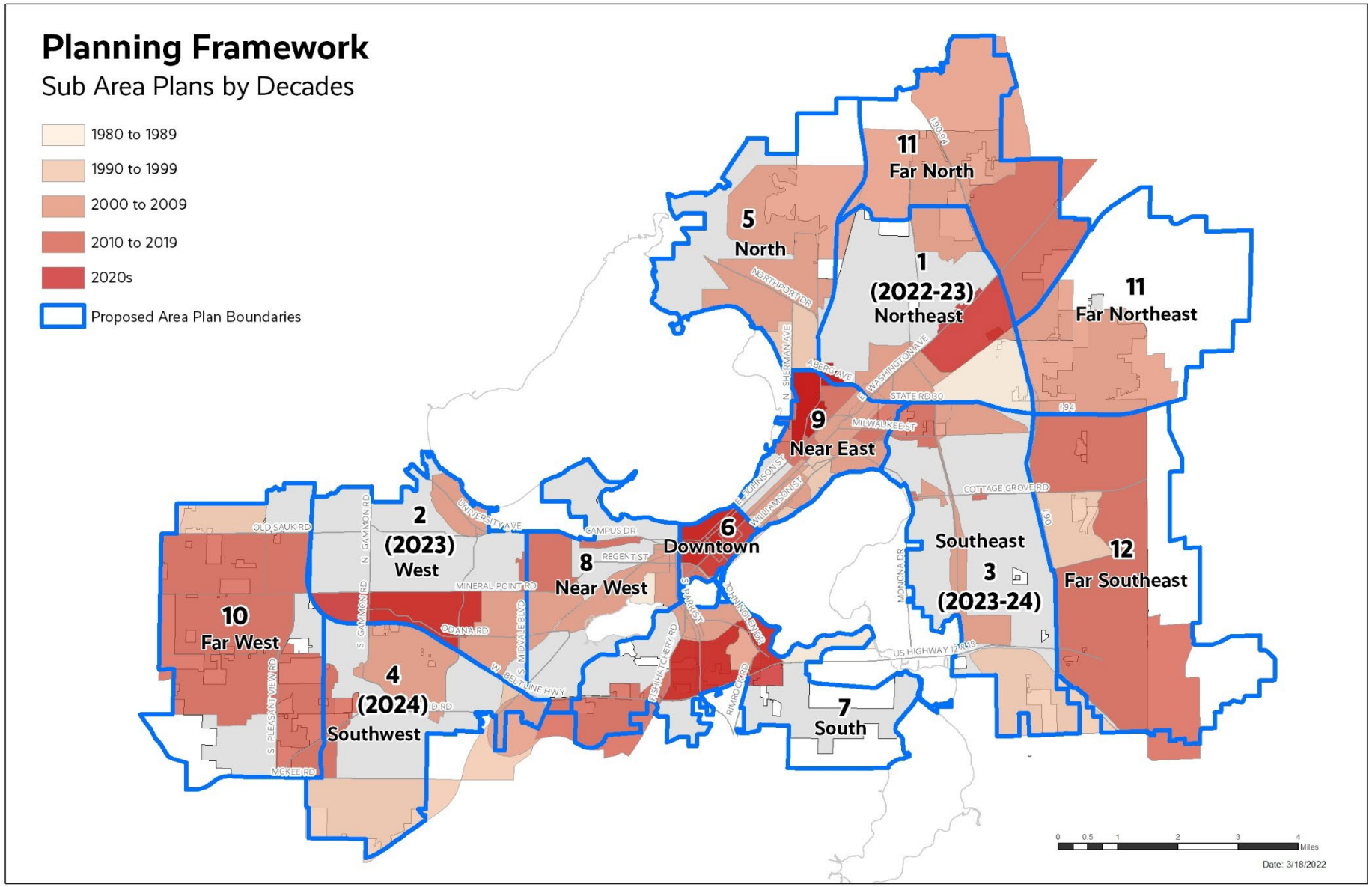
A Clear Plan Recommendation



Full City Coverage



Frequent Plan Update



Consistent Plan Topics, Higher-Level Recommendations

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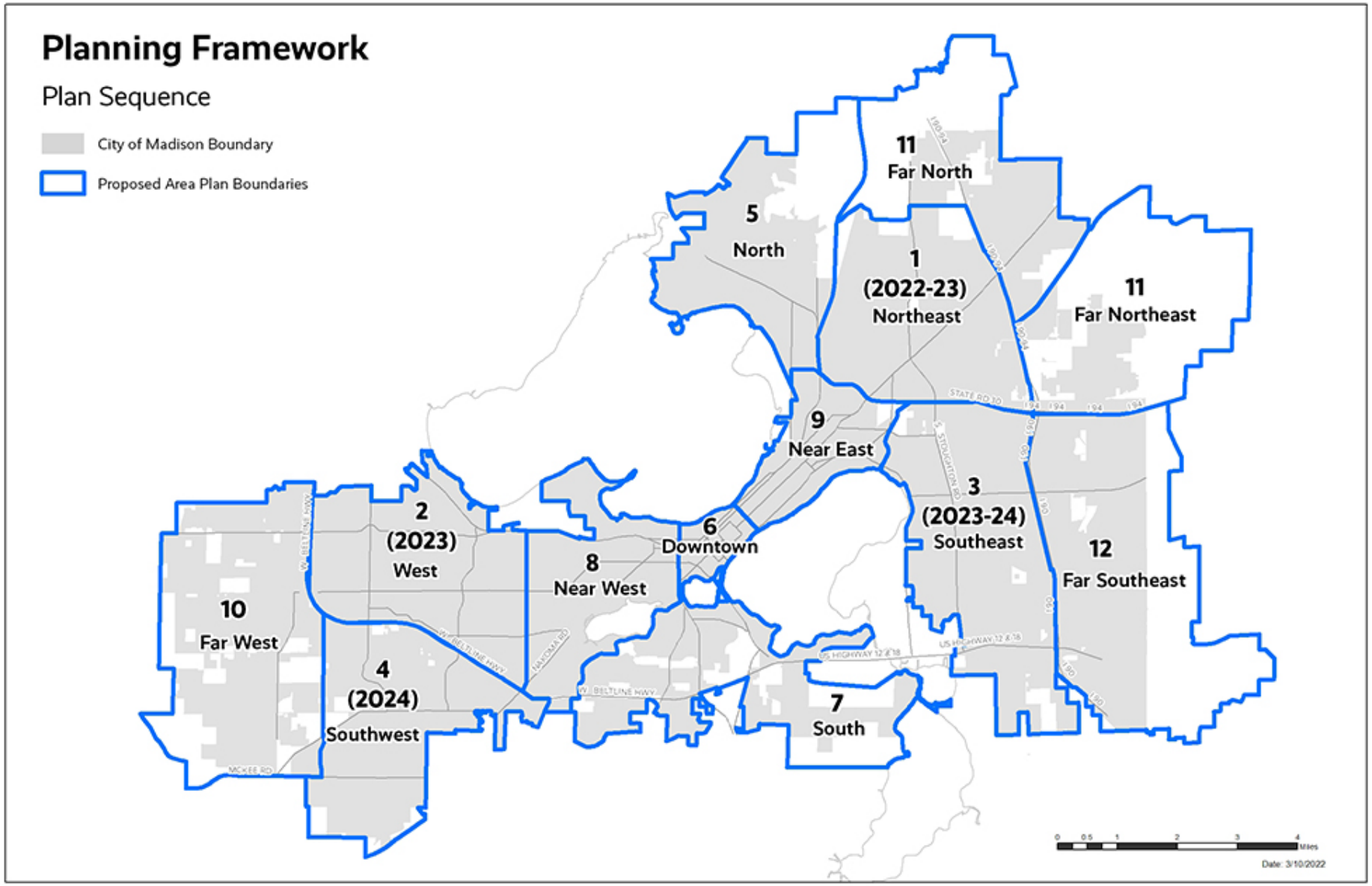
Enhanced Coordination on City Initiatives

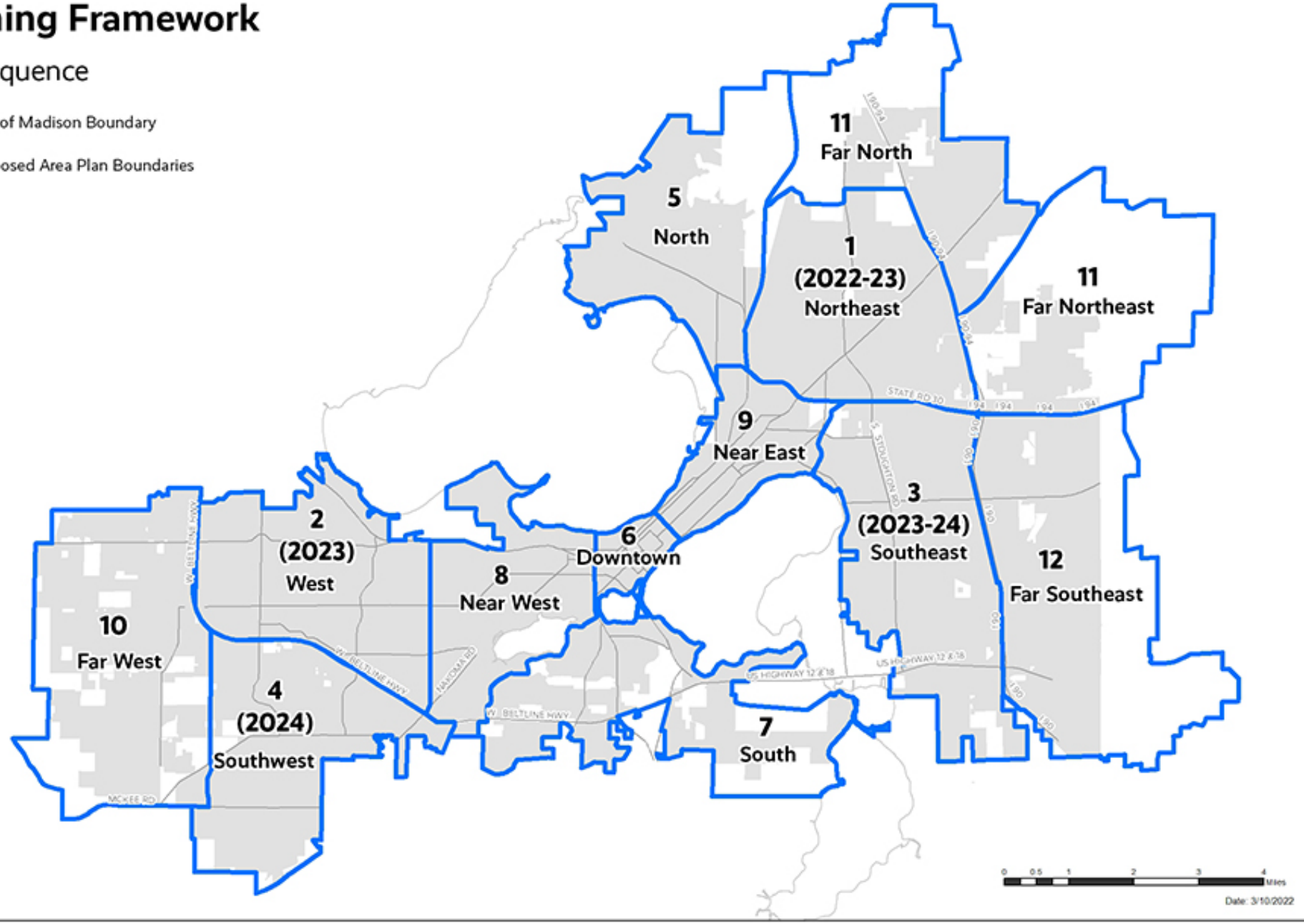


Planning Framework

Plan Sequence

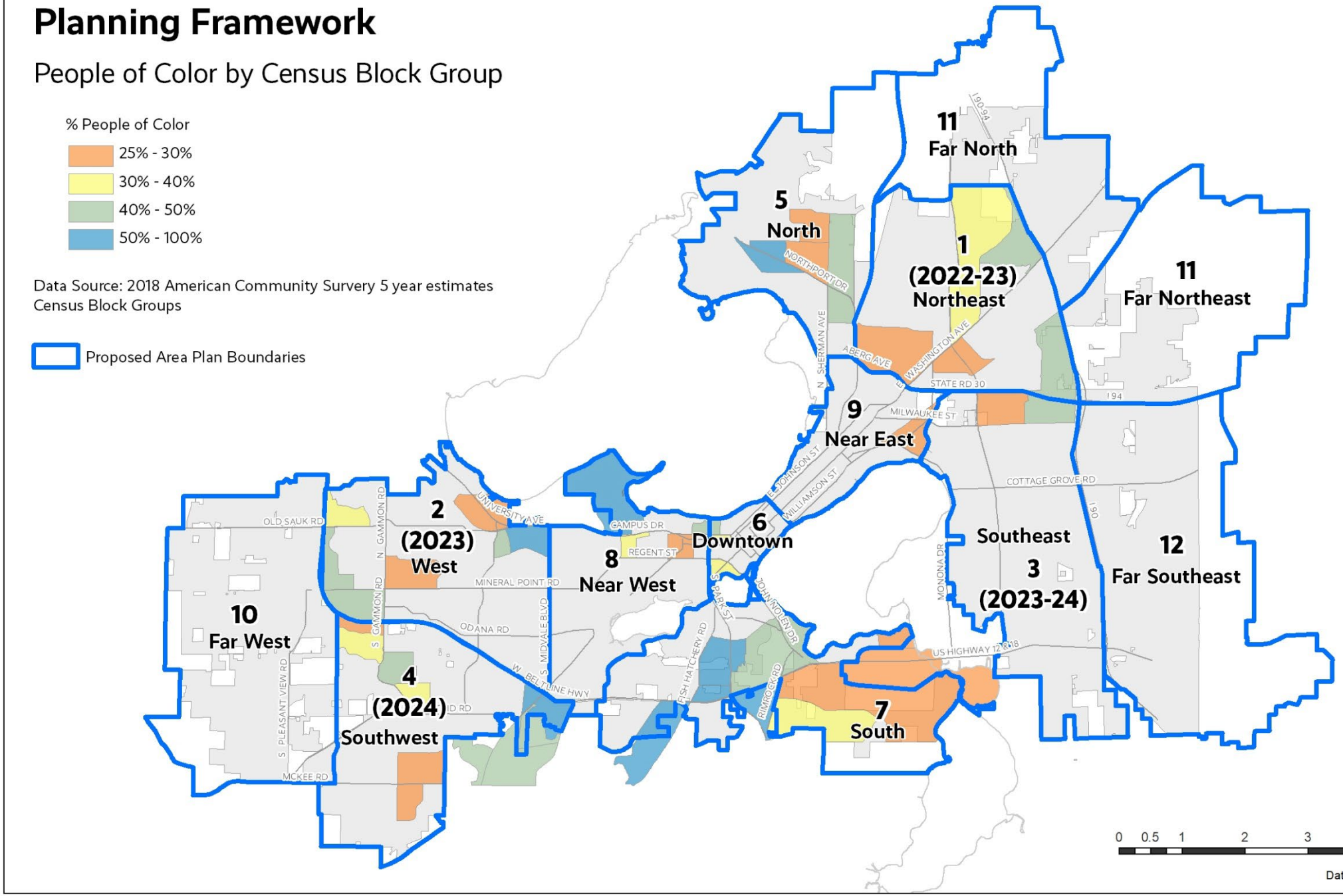
City of Madison Boundary

Proposed Area Plan Boundaries



Planning Framework

People of Color by Census Block Group



2020 Census Data - Area Plan Geographies

Area Plan	Total Population	Race											Hispanic Origin				People of Color		Housing Units				
		White		Non-White									Hispanic				(Non-White & Hispanic)						
				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%**	**1389**	**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**

Plan Mockup

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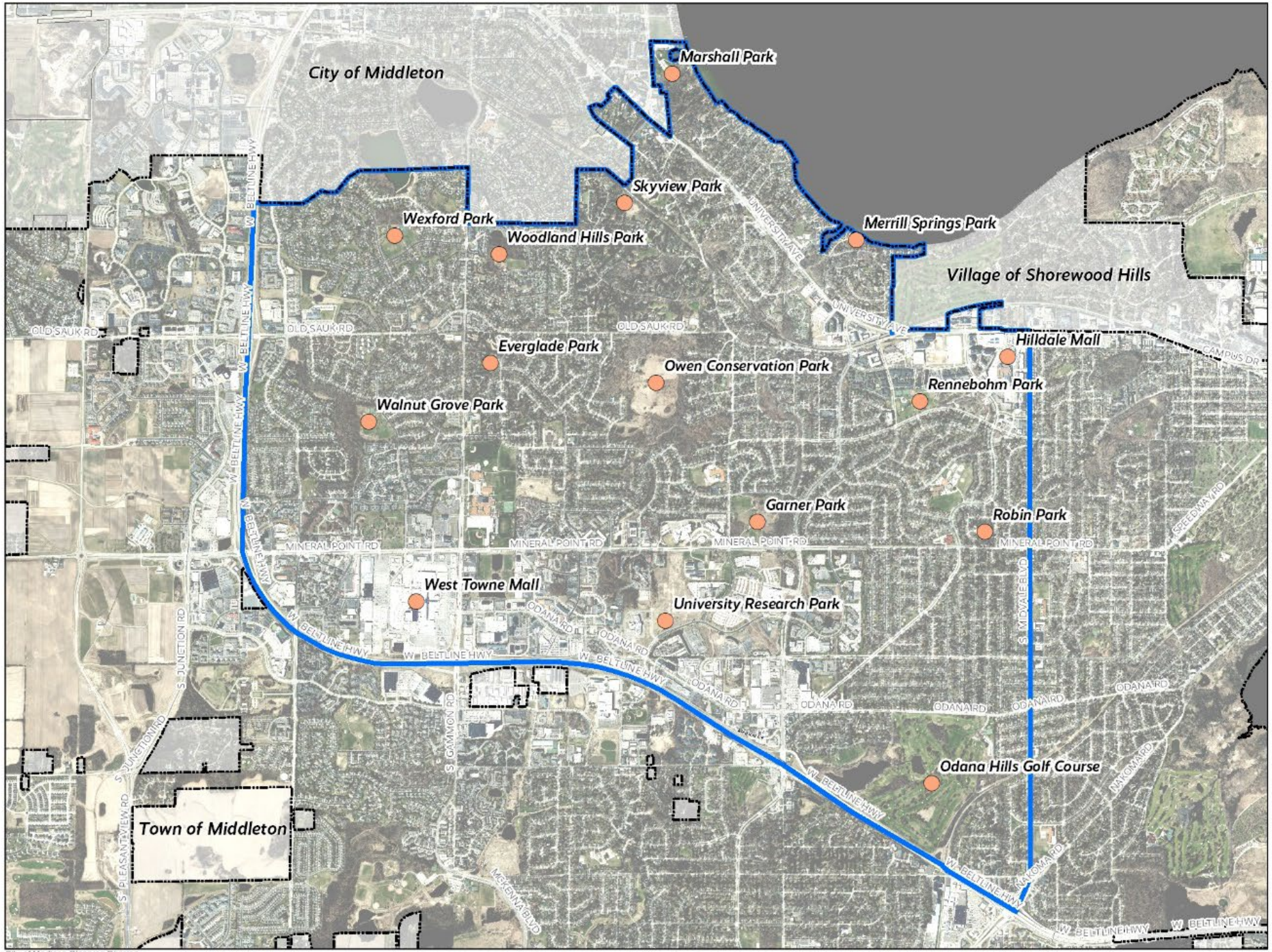

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West Area
Map 1: Planning Area

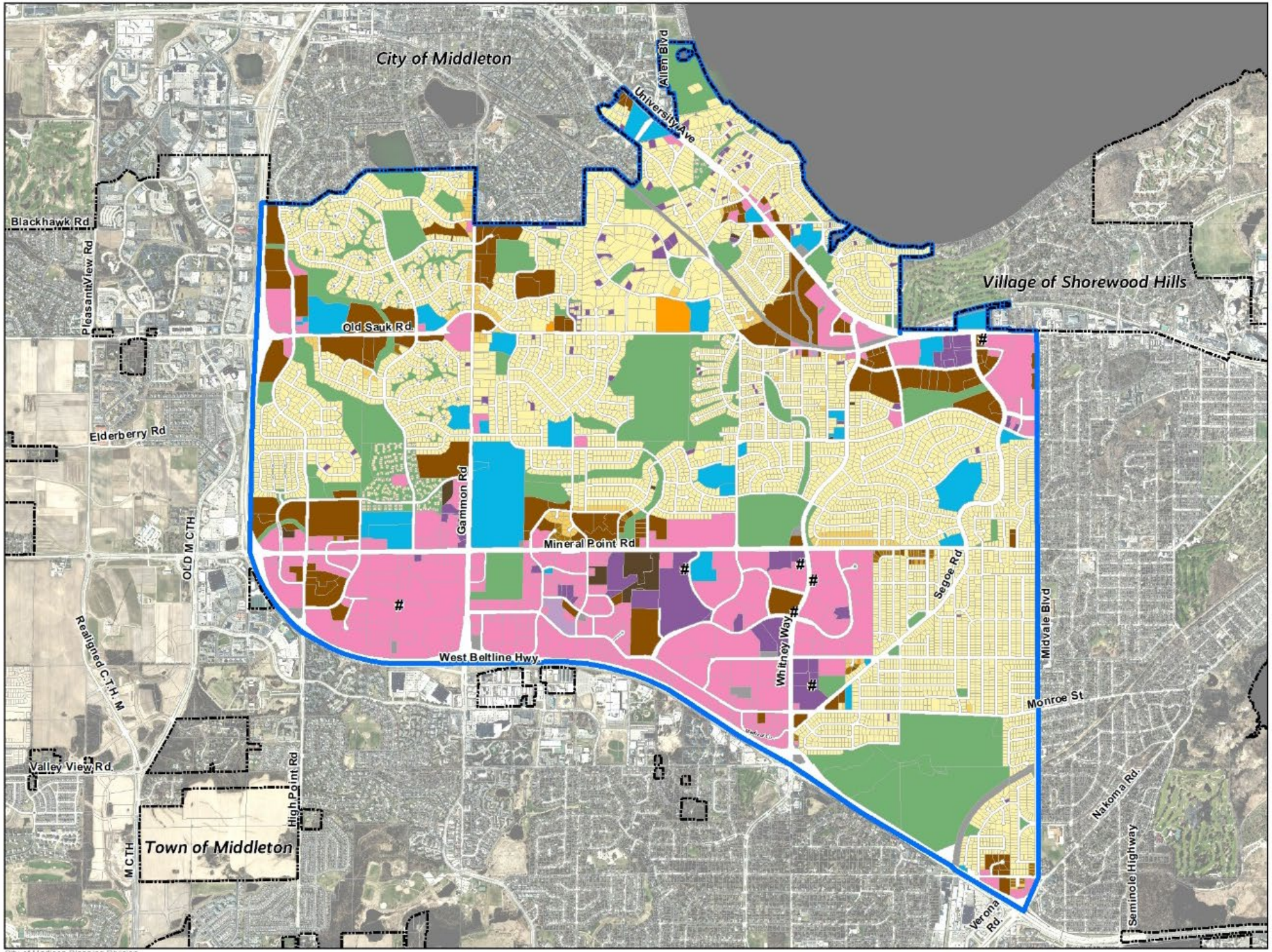
- Reference Points
- City of Madison Boundary
- Area Boundary
- City of Middleton
- Town of Madison
- Town of Middleton
- Village of Shorewood Hills

0 1,200 2,400 Feet

City of Madison Planning Division
Date: 3/23/2022

Source Info: Dane County LIO, Madison Planning Division

Path: M:\Planning Division\Projects - Planning Department\Planning Framework\MXD\Mar_2022\Document Section Maps\Map_1_Planning_Area.mxd



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West Area Plan Map #13 Land Use and Street Plan

- City of Madison Boundary
- District Boundary
- Housing Mix 1 (0-8 du/ac)
- Housing Mix 2 (9-20 du/ac)
- Housing Mix 3 (21-40 du/ac)
- Housing Mix 4 (41-70 du/ac)
- Housing Mix 5 (71-100 du/ac)
- Housing Mix 6 (101+ du/ac)
- Neighborhood Mixed Use
- Community Mixed Use
- Community Retail and Service
- Institutional
- Industrial
- Park and Open Space

\# Building Height Maximum
Refer to table x for building heights allowed

0 1,200 2,400 Feet

City of Madison Planning Division
Date: 3/23/2022

Source Info: Dane County LIO, Madison Planning Division
Path: M:\Planning Division\Projects - Planning Department\Planning Framework\MXD\Mar_2022\Document Section Maps\Map_Y_Land_Use_Street_Map.mxd

Example Area Plan Process and Timeline

OCTOBER - DECEMBER

1.Authorizing Resolution, Project Scope, Schedule, Background Info, and Public Participation Plan

Area Plan process begins.

JANUARY - MARCH

2.Issues, Opportunities, and Priorities

Your Voice:

- Public House #1
- Focus Group #1
- Key Stakeholder Interviews
- Resident Surveys

APRIL - JUNE

3.Draft Plan Concepts

Your Voice:

- Public House #2
- Focus Group #2
- City Committees review Draft Concepts

JULY - SEPTEMBER

4.Draft Plan and Implementation Recommendations

Your Voice:

- Public House #3
- Focus Group #3
- Comment on Draft Plan

OCTOBER - DECEMBER

5.Final Draft Plan and City Review and Adoption

Your Voice:

- Comment on Final Draft Plan
- City Committees review Final Draft Plan
- Common Council Adopts Plan

GOING FORWARD

6.Plan Implementation

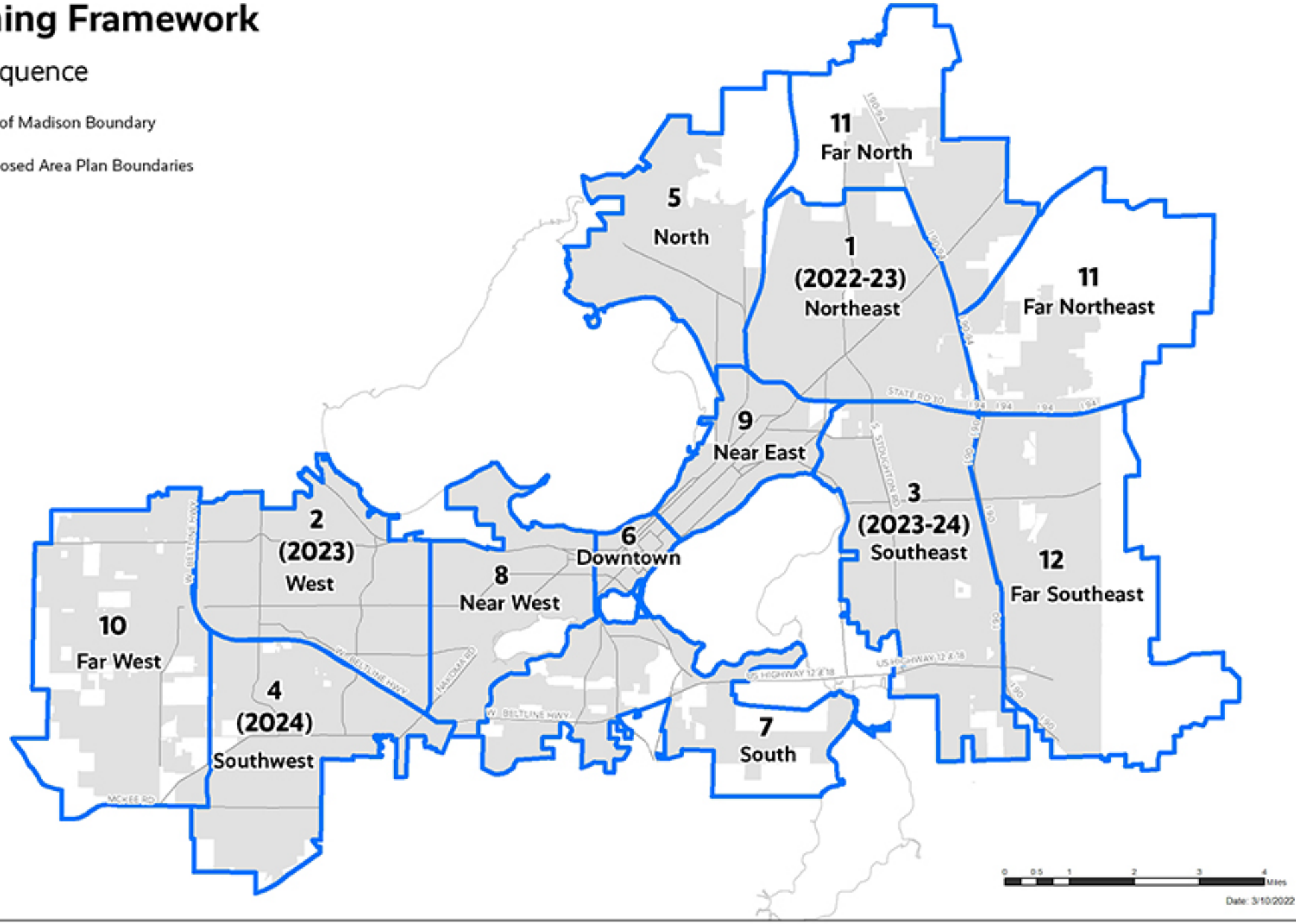
Area Plan implementation and monitoring begins.

Planning Framework

Plan Sequence

City of Madison Boundary

Proposed Area Plan Boundaries



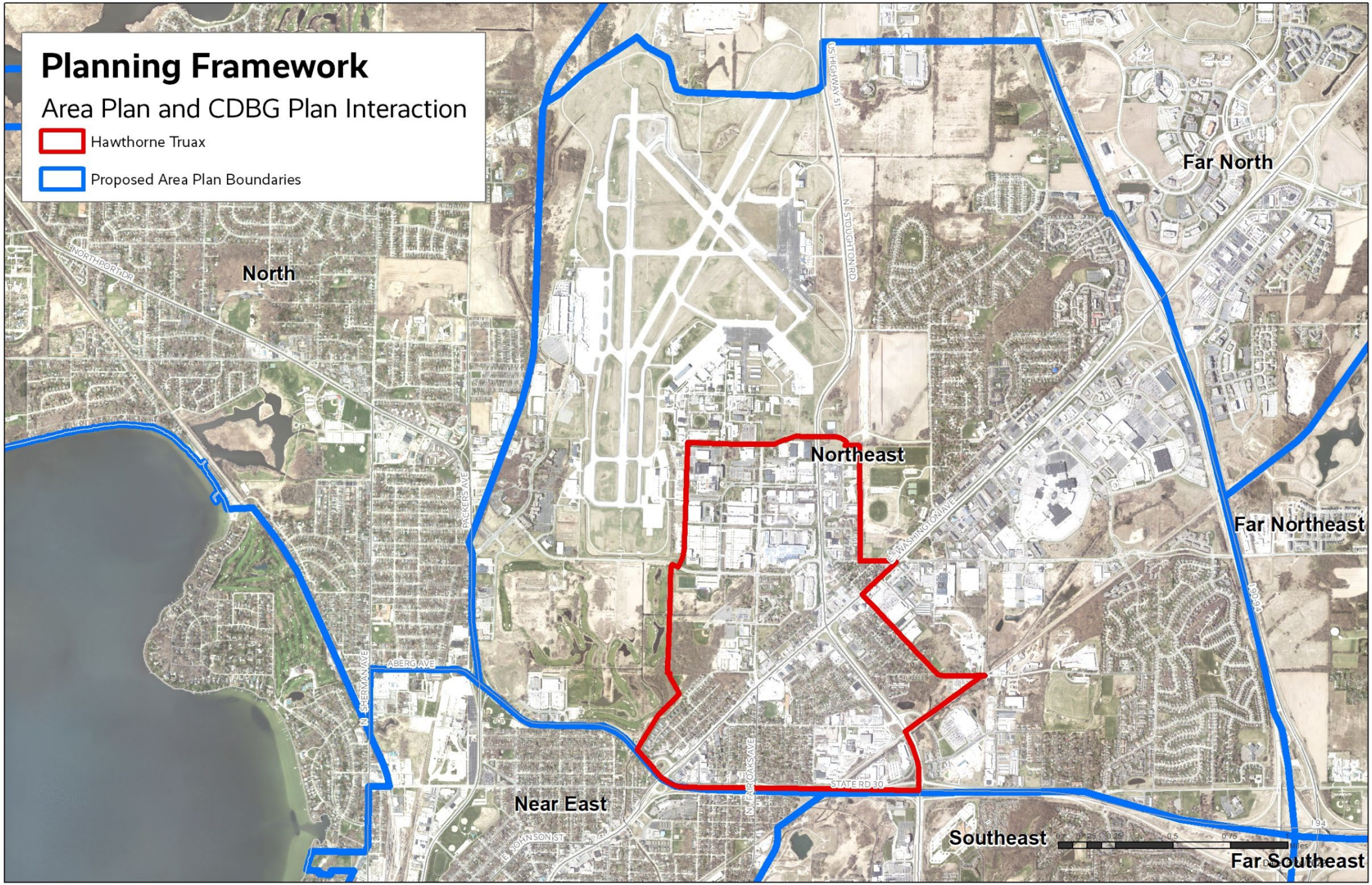
Differentiating CDBG and Area Plans

	Area Plans	CDBG Plans
Coverage	Entire City and planned City expansion areas	Census tracts and block groups where more than 50% of residents have low and moderate incomes and there are concentrations of people color
# of Residents in Plan Area	5,000 - 35,000	Generally <10,000
Plan Preparation	12 months	14 months
Plan Update Schedule	Every 10 years	Based on issues of change and demographic changes
Plan Horizon	20 years or more	Up to 15 years
Public Participation	Broad, with emphasis on underrepresented stakeholders	Emphasis on underrepresented stakeholders
Plan Specificity	General	More specific
Plan Implementation	Primarily private sector implementation of mapped recommendations, public implementation of infrastructure (such as roads, utilities)	Community partnerships, public-private partnerships and public implementation
System to Track Plan Implementation	✓	✓
RESJI Analysis	✓	✓
Guiding Lenses (e.g. equity, sustainability, health, adaptability)	✓	✓
Land Use	Detailed future land use and basic focus areas	Basic focus areas where public-private partnerships are likely
Transportation		

	Area Plans	CDBG Plans
Bus routes	✓	
Bus stop locations & design		✓
Bike lanes and paths	✓	
Pedestrian safety	Sidewalks, overpasses	Crosswalks, bump outs, pedestrian islands, rapid flashing beacons, street lights
Housing	✓	✓
Community programs, services, and personal safety		✓
Community relationships and capacity building		✓
Parks, Recreational Programming	Identify new park locations, type and size	Details of park facilities and programming
Stormwater Management	✓	
Economic Development	Identify business and employment districts	Community wealth building, local businesses, job skills, commercial property ownership and business development for people of color
Culture & Character		
Design Guidelines	Maximum building heights	Culturally sensitive design in public realm
Historic & Cultural Resources	Scan for historic and cultural sites of significance	
Placemaking		✓
Facilities and Utilities	✓	

Interface with Existing/Future Sub-Area Plans

- Considering Recommendations in Existing Sub-Area Plans
- Existing Sub-Area Plan Potential Retirement
- Criteria for undertaking a Future Sub-Area Plan (that is not an Area Plan or CDBG Plan)
- Provide recommendations for an unforeseen and/or urgent need that is not addressed in an Area Plan and would not be addressed until the next Area Plan update. Example: Oscar Mayer.
- Address an equity concern or different need in the community in detail and in a timely manner.
- Leverage a funding opportunity (e.g. federal/state, philanthropic) that may be time sensitive or would require greater detail. Example: BRT station area planning grant.


Planning Framework
Area Plan and CDBG Plan Interaction
Hawthorne Truax
Proposed Area Plan Boundaries
North
Northeast
Far North
Far Northeast
Near East
Southeast
Far Southeast
US HIGHWAY 51
N STOUGHTON RD
NORTHPORT DR
PACKERS AVE
ABERG AVE
N SHERMAN AVE
N FAIR OAKS AVE
E JOHNSON ST
STATE RD 30
WASHINGTON AVE
I 90 94
I 94

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