

From: [Grady, Brian](#)
To: [Foster, Grant](#)
Cc: [Stouder, Heather](#)
Bcc: [Horvath, Linda](#); [Jonely, Ryan](#); [Martin, Urvashi](#); [Collins, Breana](#)
Subject: RE: New Planning Framework
Date: Friday, May 27, 2022 2:39:25 PM
Attachments: [PF with 12 geographies.pdf](#)
[PF with 12 geographies - BRT.pdf](#)

Alder Foster-

Based on your feedback, staff sees merit in consolidating the Far North and Far Northeast geographies. Staff was thinking that these two Area Plan documents would be the result of one combined planning process. However, it would be simpler to just combine them. Plus, 12 geographies is luckier than 13 geographies. As a part of this change, we're suggesting the Northeast area expands north to include the largely built out industrial area north of the airport. See **first attachment**.

Geographies

In crafting the areas, we looked at many different factors. Some of the key considerations:

- Tried to have the Area Plan boundaries follow major physical barriers, so plan recommendations are independent of the other side of the Area Plan boundary line. For example, keeping East Wash within an Area Plan allows us to cover both sides of the street in one Area Plan. See **second attachment** which has BRT routes added.
- Considered the number of people and the demographics of each area (page 11 of [this](#)). The Southwest Area, for example, has 37,000 people. That is already a lot of stakeholders.
- Want the geographies a reasonable size so these planning processes feel important/meaningful to residents.
- Want to make effective static maps for the planning process (e.g. a PDF doc on a website, a handout or a 3'x4' plot for a community meeting). Although we're moving towards more online maps, where you can zoom in and turn on other layers, online maps are hard to archive.

Timing

We're assuming we'd start the next Area Plan every 6 months. If the initial cycle of Area Plans stays on track, we'd probably wrap up after 8 years. The key is staying on track.

The first time through the Area Plan cycle, each planning process will probably take a solid year since we'll be reviewing/considering the existing sub-area plans. Subsequent times through the cycle could go quicker, since we'll be updating an existing Area Plan.

If the City would like to shorten update cycles, we could undertake two Area Plans concurrently.

Thanks,

Brian

Brian Grady (he/him)

Principal Planner

City of Madison Planning Division

(608) 261-9980

From: Foster, Grant

Sent: Monday, May 9, 2022 8:52 AM

To: Stouder, Heather ; Grady, Brian

Subject: Re: New Planning Framework

That sounds good. When I look at the proposed areas, it seems like the biggest opportunity for

consolidation is on the north and east sides (the only other one being on the far west/southwest, but I'm less familiar with that area). It almost seems like these could be consolidated from 6 to 3 (one northside down to E. Wash corridor, one northeast, and one southeast either up to CGR or Hwy 30). I know there are a lot of tradeoffs involved and haven't done any detailed review, but would just put that out there for consideration. If we did get down to something like 10 areas we might be able to up the frequency to review all plans every 8 years instead of 10. Seems like a trade off worth evaluating. Thanks again for taking another look.

Grant Foster

District 15 Alder

Madison Common Council

608-285-2519

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From: Stouder, Heather

Sent: Monday, May 9, 2022 8:02

To: Foster, Grant; Grady, Brian

Subject: RE: New Planning Framework

Alder Foster-

Brian and I can discuss during our check-in tomorrow. While there were many scenarios in the range of 10-15 separate geographies, I don't think there has been one to-date that *significantly* reduced the number of discrete subareas.

We may be able to come up with an alternative to demonstrate this, but would need more input from other agencies, the Plan Commission, etc.

My first thought would be to strategically combine some of the areas – perhaps especially on the periphery – but again, Brian and I can put our heads together on this yet this week.

Thanks!

Heather

From: Foster, Grant <district15@cityofmadison.com>

Sent: Monday, May 9, 2022 7:26 AM

To: Stouder, Heather <HStouder@cityofmadison.com>; Grady, Brian <BGrady@cityofmadison.com>

Subject: New Planning Framework

Good morning, Heather & Brian.

I've chatted with a couple other alders about the new planning framework and it seems that I'm not alone in thinking we might be best served by reducing the number of discrete areas with a corresponding increase to the frequency of plan review. Did you come up with another scenario that creates fewer subareas in your work to date? If not, would you consider developing an alternative map for consideration as the plan is reviewed by BCCs? Thanks for considering!

Grant Foster

District 15 Alder

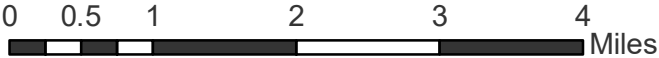
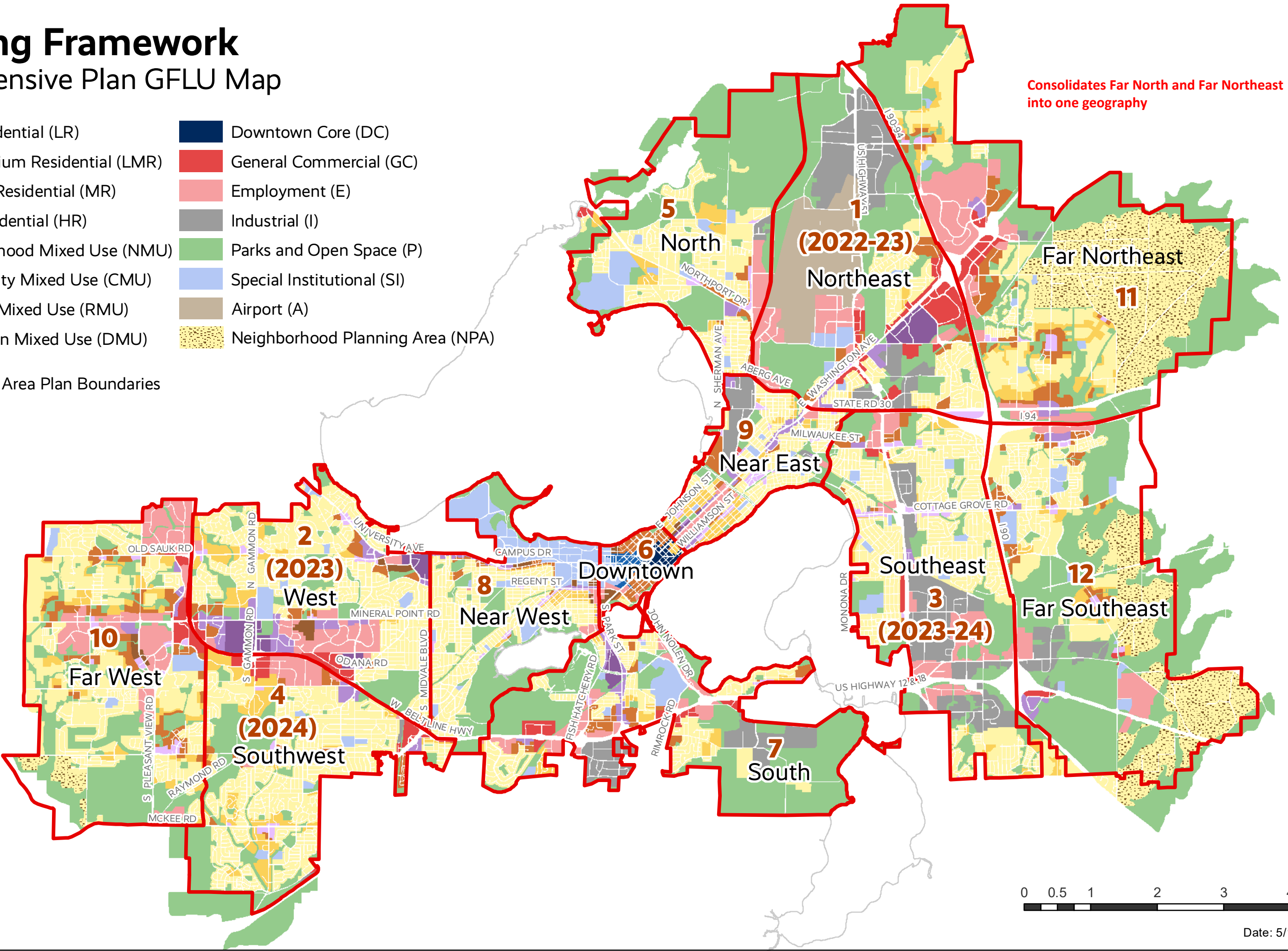
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Planning Framework

Comprehensive Plan GFLU Map

- Low Residential (LR)
- Low-Medium Residential (LMR)
- Medium Residential (MR)
- High Residential (HR)
- Neighborhood Mixed Use (NMU)
- Community Mixed Use (CMU)
- Regional Mixed Use (RMU)
- Downtown Mixed Use (DMU)
- Proposed Area Plan Boundaries

Downtown Core (DC)General Commercial (GC)Employment (E)Industrial (I)Parks and Open Space (P)Special Institutional (SI)Airport (A)Neighborhood Planning Area (NPA)

Planning Framework

Comprehensive Plan GFLU Map

