



Department of Planning & Community & Economic Development

## Planning Division

Bill Fruhling, Interim 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](http://www.cityofmadison.com)

To: Mayor, Common Council and (BCCs)

From: Dan McAuliffe and Angela Puerta, Northeast Area Plan project managers

Re: Adopting the Northeast Area Plan

Date: July 8, 2024

Attached is the Northeast Area Plan draft being considered for approval. Along with the West Area Plan, these are the first plans developed under the City's Planning Framework which established 12 plan geographies covering the entire city. While plan development was led by the Planning Division, its creation was an interagency-effort with collaboration and contributions from many City agencies.

### Public Engagement

There were many opportunities for the public to participate in the planning process. From initial phases that sought to understand the public's thoughts about issues and opportunities, to the most recent phase which focused on review of draft plan recommendations, multiple engagement strategies were used to reach a broad range of participants. These included traditional public meetings (both in-person and virtual), multi-agency open houses, outdoor plan events, neighborhood walking tours, plan pop-ups at community events, an art charrette and interactive digital engagement. The Planning Division also contracted with Community Navigators to help reach and get feedback from under-represented populations to ensure their voices are reflected in this plan. A business survey was also conducted in collaboration with the City's Office of Business Resources. Summaries of feedback received throughout the process are available at the following links ([Feedback through May 2024](#); [Feedback on Public Review Draft](#)).

Public comments and feedback led directly to several Plan recommendations. These include addressing the "fragmented" bike network, new and expanded parks in the Northeast Area, and land use changes to encourage housing development. The planned homeless shelter on Bartillon Drive was often mentioned by participants, and plan recommendations reflects concerns with a lighting audit and the creation of a Neighborhood Resource Team.

In addition to public engagement, the Northeast Area Plan team met with several City Boards, Commissions and Committees (BCCs) which the plan would likely be referred to during the approval process. These mid-process check-ins ensured initial BCC feedback could be considered and incorporated during the planning process instead of the approval process.

## Public Review Draft

The Northeast Area Plan Public Review Draft was published on May 20, 2024 with three public engagement events in the following weeks. Those events, as well as an online engagement platform, allowed the public to give feedback and ask questions about the draft document. The Public Review Draft was preceded by the Recommendation Framework, released in December 2023, which outlined an initial draft of the major recommendations of the Plan.

## Approval Schedule

The anticipated review and approval schedule is as follows. Any public feedback received during this phase will be forwarded to the BCCs reviewing this plan.

July 16 – Common Council introduction

July 17 – Economic Development Committee

July 31 – Transportation Commission

August 1 – Community Development Block Grant Committee

August 5 – Landmarks Commission

August 14 – Urban Design Commission (4:30 pm); Board of Park Commissioners (6:30 pm)

August 26 – Plan Commission (lead)

September 10 – Common Council

The Northeast Area Plan draft is accompanied by both an adopting resolution and an ordinance amending the Comprehensive Plan. The resolution includes archiving previously adopted underlying plans. The Comprehensive Plan amendment (ordinance) is limited to key maps, such as the Generalized Future Land Use and Bicycle Facilities map, among others.

After plan adoption, staff will incorporate any changes made during the approval process. Minor formatting changes, such as moving/resizing graphics or adding supplemental images, may also be made to improve the usability of the document.