

Planning Division

MISSION

The mission of the Planning Division is to maintain and implement the City's urban development and growth management plans and policies.

OBJECTIVES

1. Prepare and maintain the City's Comprehensive Plan and other long-range and mid-range master plan elements, including neighborhood development, neighborhood and special area plans.
2. Implement the City's adopted plans through maintenance of the City's land development regulations and through the review and approval of specific development proposals.

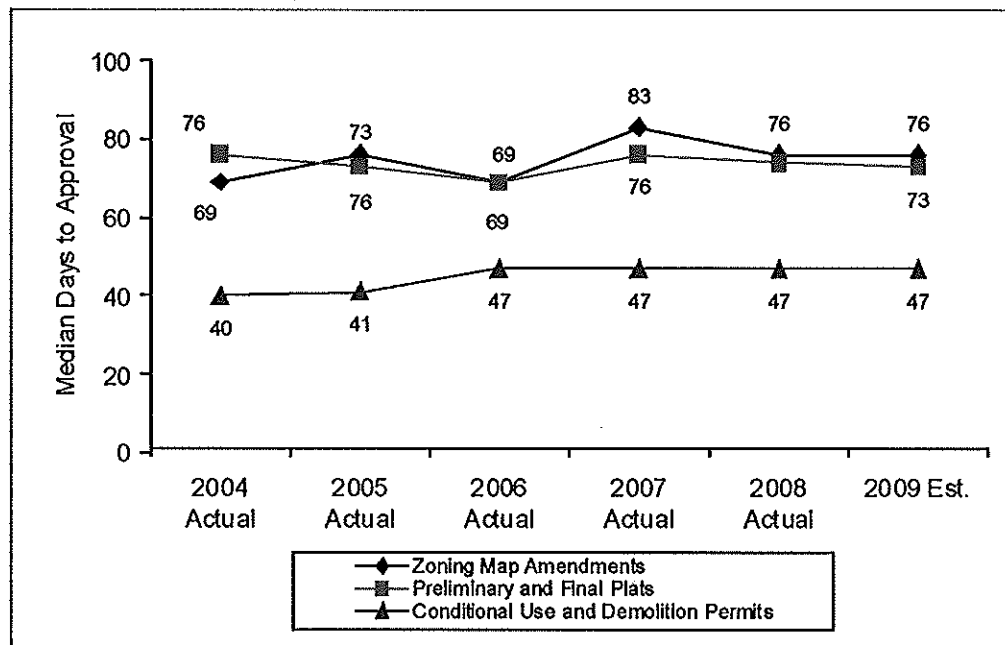
STRATEGIES

- 1a. Develop and maintain the City of Madison Comprehensive Plan.
- 1b. Prepare neighborhood development plans for new growth areas at the edge of the City prior to beginning urban development.
- 1c. Prepare neighborhood plans and special area plans for identified locations within the established portions of the City—particularly areas experiencing problems or where redevelopment is anticipated or recommended.
- 1d. Periodically review the City's adopted plans and update and revise them as necessary for them to remain current expressions of community objectives.
- 2a. Continually review and evaluate the City's development regulations to ensure that they can effectively implement the City's land use planning and urban design objectives with minimum inconvenience to developers and citizens, and propose amendments as required for Plan Commission and Common Council consideration.
- 2b. Process development applications in a timely manner, and communicate City concerns and comments to applicants sufficiently before the time that the application is considered for them to prepare a response that addresses any concerns.

DESCRIPTION OF BENCHMARKS, DATA AND RESULTS

Timely Applications Review

	2004 Actual	2005 Actual	2006 Actual	2007 Actual	2008 Actual	2009 Est.
Zoning Map Amendments	69	76	69	83	76	76
Preliminary and Final Plats	76	73	69	76	74	73
Conditional Use and Demolition Permits	40	41	47	47	47	47



Source: City of Madison Planning Division

This benchmark is the median time between the date that a development application was submitted and the date of final Plan Commission or Common Council action on the application. Development application review schedules seek to balance the need to provide adequate time for comprehensive review by City agencies with the applicants' desire for a quick decision. The median time between application and Plan Commission or Common Council action is a good general measure of the timeliness of development applications processing and review and how efficiently this process is being conducted.

The length of scheduled project review time varies by type of application, and the mix of project types varies from year-to-year. For this reason, data on median review time is displayed separately for three broad categories of application: zoning map amendments, conditional use and demolition permits, and preliminary/final plats.

The scheduled review time for any particular application may also vary by a week or two depending on when the application was submitted and the schedules of the Plan Commission, Common Council and other reviewing bodies. For this reason, there is no target value set for 2010.

Use of the median prevents undue influence on the data by the occasional very complex project that may have an exceptionally long review. However, policy initiatives which affect many projects, such as those related to Inclusionary Zoning or the use of Tax Incremental Financing, may also affect the median for some types of projects. Although many factors not determined by the Planning Division affect the length of time between an application and final Plan Commission or Common Council action, it is generally assumed that stable or decreasing year-to-year median review times indicate a positive trend.

The primary factors that influence application review times are the required public notice and public hearing scheduling requirements, the size and complexity of the proposal, its consistency with adopted City plans and the underlying zoning district regulations (in the case of planned developments), and the willingness of the applicant to work with City staff, neighborhoods and other interested parties to resolve issues. In many cases, the concerns of other agencies, such as Engineering and Traffic Engineering Divisions are the most difficult to resolve, and the Planning Division is only one player in helping to resolve them. It is important to recognize that working cooperatively to resolve issues in a way that most

parties consider satisfactory may take longer than forcing a quick action which might result in rejection of the project or approval of a marginal proposal that could have been improved with greater effort.