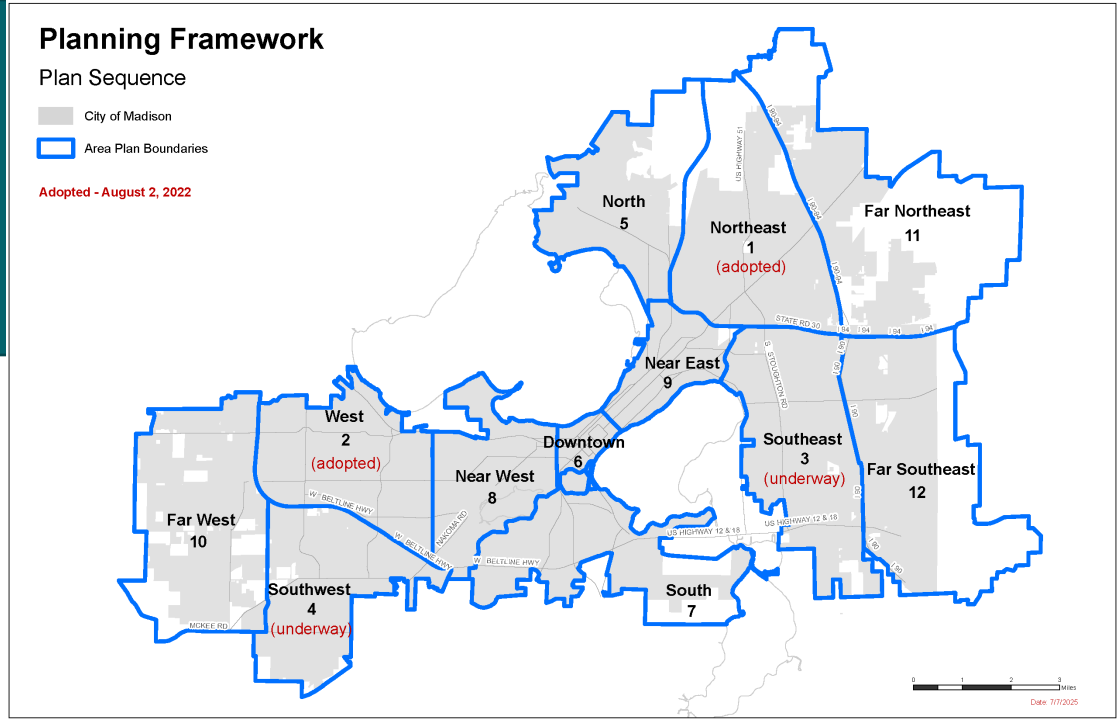
Downtown Area Plan

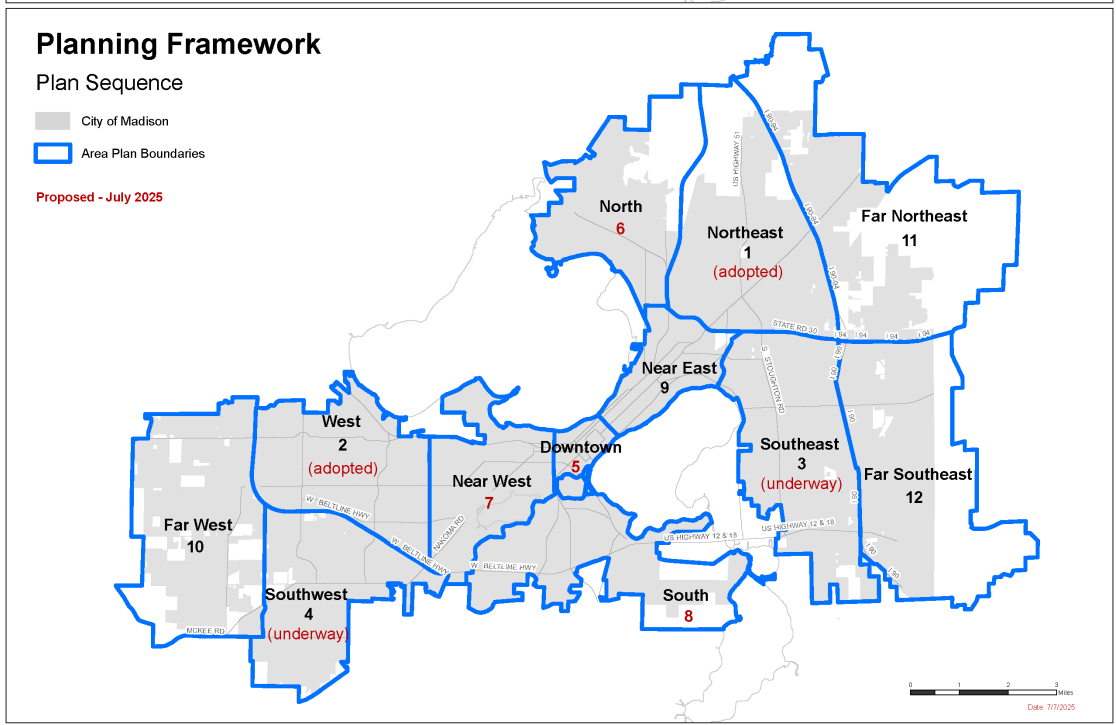
Plan Authorization

August 11, 2025 – Plan Commission

Area Plan – Order Change

- Downtown Madison Inc. Economic Investment Strategy (DMI EIS)
- UW-Madison Campus Framework Plan update





Downtown Area Plan

- 700 acres
- 34,100 residents
- 16,100 housing units
- 60,500 Jobs
- $42,000 median income
- 41% have no vehicle

Source: Neighborhood Indicators Project, Census

Comprehensive Plan Strategies

- LUT 5: **Concentrate the highest intensity development** along transit corridors, **downtown**, and at Activity Centers.
- LUT 7: **Maintain downtown Madison as a major activity center** for the region while improving access and inclusivity.
- EO 6: **Support small businesses and cultivate entrepreneurship**, especially businesses owned by underrepresented groups.
- EO 7: Support efforts for businesses and consumers to produce and buy local food, products, and services. **(Street vending)**

Comprehensive Plan Strategies

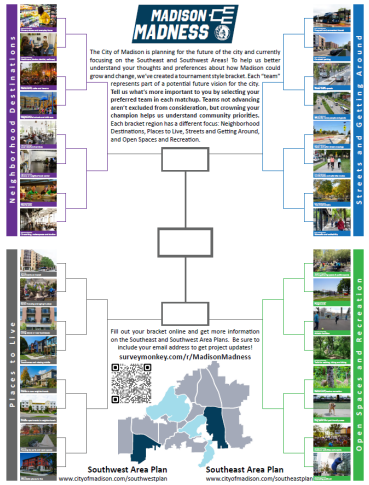
- CC 1: Create vibrant and inviting places through creative architecture and urban design. **(Placemaking and public spaces)**
- CC 2: **Preserve historic and special places** that tell the story of Madison and reflect racially and ethnically diverse cultures and histories.
- CC 5: **Preserve defining views of the lakes, downtown skyline, and Capitol** from publicly accessible locations.
- GR 7: **Improve public access to the lakes.**

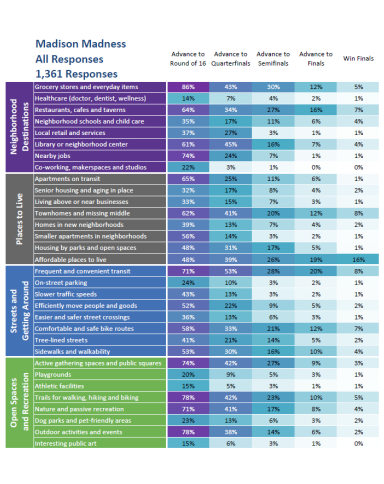
Downtown Area Plan – major topics anticipated

- Land use, height, zoning, guidance for key redevelopment sites
- Transportation - Curb management, Amtrak?
- Assessment of neighborhoods
- Economic changes: WFH/daytime population, retail/service, etc.
- Historic + cultural resources
- Placemaking and public space: Mifflin Plaza, State Street, parks and Madison Lakeway
- Public safety

Downtown Area Plan – public participation

Phase 1: Issues, Opportunities, and Goals	Phase 2: Initial Draft Recommendations	Phase 3: Draft Plan, Plan Review/Approval Process
Fall 2025 - Winter 2026	Winter 2026 – Fall 2026	Winter 2027 - Spring 2027





Madison Madness
All Responses
1,361 Responses

		Advance to Round of 16	Advance to Quarterfinals	Advance to Semifinals	Advance to Finals	Win Finals
Neighborhood Destinations	Grocery stores and everyday items	86%	43%	30%	12%	5%
	Healthcare (doctor, dentist, wellness)	14%	7%	4%	2%	1%
	Restaurants, cafes and taverns	64%	34%	27%	16%	7%
	Neighborhood schools and child care	35%	17%	11%	6%	4%
	Local retail and services	37%	27%	3%	1%	1%
	Library or neighborhood center	61%	45%	16%	7%	4%
	Nearby jobs	74%	24%	7%	1%	1%
	Co-working, makerspaces and studios	22%	3%	1%	0%	0%
Places to Live	Apartments on transit	65%	25%	11%	6%	1%
	Senior housing and aging in place	32%	17%	8%	4%	2%
	Living above or near businesses	33%	15%	7%	3%	1%
	Townhomes and missing middle	62%	41%	20%	12%	8%
	Homes in new neighborhoods	39%	13%	7%	4%	2%
	Smaller apartments in neighborhoods	56%	14%	3%	2%	1%
	Housing by parks and open spaces	48%	31%	17%	5%	1%
	Affordable places to live	48%	39%	26%	19%	16%
Streets and Getting Around	Frequent and convenient transit	71%	53%	28%	20%	8%
	On-street parking	14%	10%	3%	2%	1%
	Slower traffic speeds	43%	13%	3%	2%	1%
	Efficiently move people and goods	52%	22%	9%	5%	2%
	Easier and safer street crossings	36%	13%	6%	3%	1%
	Comfortable and safe bike routes	58%	33%	21%	12%	7%
	Tree-lined streets	41%	21%	14%	5%	2%
	Sidewalks and walkability	53%	30%	16%	10%	4%
Open Spaces and Recreation	Active gathering spaces and public squares	74%	42%	27%	9%	3%
	Playgrounds	20%	9%	5%	3%	1%
	Athletic facilities	15%	5%	3%	1%	1%
	Trails for walking, hiking and biking	78%	42%	23%	10%	5%
	Nature and passive recreation	71%	41%	17%	8%	4%
	Dog parks and pet-friendly areas	23%	13%	6%	3%	2%
	Outdoor activities and events	78%	38%	14%	6%	2%
	Interesting public art	15%	6%	3%	1%	0%

Coordination with Other Efforts

- Coordination with DMI & EDD on Greater Madison Economic Investment Strategy (EIS)
  - Shared public engagement events
  - Coordinated timeline
  - Shared analysis
- UW-Madison Framework Plan Coordination

- No Community Action Strategy Area
  - Student areas
  - Recent investment

DMI EIS

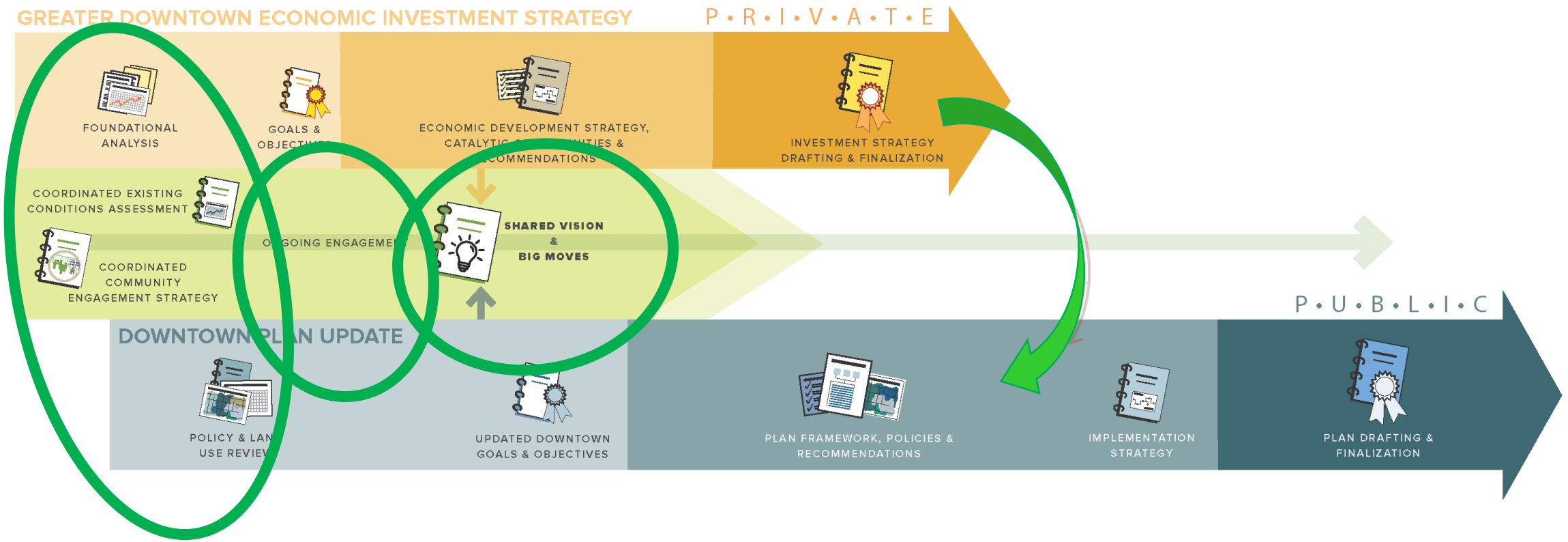
DOWNTOWN MADISON INC
GREATER DOWNTOWN
PLAN AREA CONTEXT
LEGEND
Greater Downtown Area
Business Improvement District
Central Downtown/ Downtown Plan Area
Capital East District
Near East Plan Area
Near West Plan Area
South Plan Area
N
0 1/4 1/2 3/4 1
Miles

DMI EIS Scope

- **Existing Condition Analysis**
  - Amenities Gap Analysis
  - Economic and Market Analysis
  - Granular street level assessment
- **Strategy Framework**
  - Economic Drivers
  - “Big Moves”
  - Economic Development Strategy
- **Recommendations**
  - Commercial and Employment
  - Neighborhood and Housing
  - Infrastructure and Amenities
  - Equity, Inclusion, and Belonging
  - Catalytic Opportunities
- **Action Plan**

Coordinated Downtown Madison Study & Plan Process

Citywide Economic Development Plan



2025			2026				2027		
Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4

Thank you!

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