(update to page 15; July 16, 2018)

Growth Priority Areas

The Growth Priority Areas Map on the following page shows Activity Centers and corridors ~~planned~~ prioritized for mixed-use infill development and redevelopment. It also~~, as well shows as~~ prioritized peripheral growth areas and ~~new~~ Activity Centers that are planned to become the cores of new neighborhoods (see Strategy 5 in the~~this~~ Land Use and Transportation Element for a definition of "Activity Center").

Activity Centers

Activity Centers are broken down into Regional, Community, and Neighborhood Activity Centers, based on the centers' general size, position within the metro area, and current or prospective ability to draw from the surrounding area or region. Regional Activity Centers tend to be larger in size, along major streets and transit routes, and have the capacity to serve as a relatively intense mixed-use center for both the surrounding area and the city as a whole. Community Activity Centers still tend to have access to transit and major streets, but are expected to develop at a lower intensity than regional centers and serve a smaller area. Neighborhood centers tend to draw primarily from ~~the~~ surrounding neighborhoods, generally have less transit access, and are sometimes located along less busy streets or sections of streets.

Activity Centers are also broken into categories based on whether they are already established as a mixed-use center, have existing commercial or employment development that should transition to a mix of uses, or are currently undeveloped but planned for a future Activity Center. Established Activity Centers have tended to attract the majority of redevelopment since the last Comprehensive Plan in 2006, as they have the walkability, transit service, destinations, and other amenities already in place that residents demand. Established Activity Centers will continue to see redevelopment, but unlocking the potential of Activity Centers that are identified for a transition to mixed-use development will be a major key in addressing the strong preference for redevelopment expressed throughout the public interactions that took place as part of the Imagine Madison process (see Strategy 6 in the Land Use and Transportation Element for further discussion). A significant amount of public feedback expressed a desire to initiate or increase redevelopment in existing single-use commercial areas to convert them to more mixed-use areas. That feedback informed the high number of areas that have been identified as Transitioning Activity Centers on the Growth Priority Areas map.

The City should continue to encourage ~~appropriate~~ context-sensitive redevelopment within Activity Centers and mixed-use corridors through implementation of ~~s~~Strategies and ~~a~~Actions within this Plan, but will also need to undertake detailed planning to set the stage for some ~~identified~~ current commercial and employment areas to transition to vibrant mixed-use Activity Centers. Such planning efforts should address the role of the City in facilitating transitions to mixed-use areas, especially with regard to parking.

Some Transitioning and Future Centers may take 20 or more years to become Established Centers. While creating more Established Activity Centers is a major focus of this Plan, there is no specific timetable for building out the various Transitioning and Future Activity Centers. Implementation of some Future Activity Centers will depend upon annexation of land into the city under existing boundary agreements.

Corridors

The Growth Priority Areas Map also shows corridors that have potential for a mix of uses along their length. These corridors are broken down into two categories. Community Corridors tend to be smaller arterial streets that serve the surrounding neighborhood and City. Regional Corridors are larger arterials that serve both the city and the region. The main considerations for designating a Community or Regional Corridor were generally:

- Good existing or planned transit service; and
- A mix of land uses along the length of the corridor, as shown in the Generalized Future Land Use Map.

Some major streets in the city, like Whitney Way and North Sherman Avenue, have planned BRT, but are primarily lined with Low Residential land uses, and are therefore not designated as corridors. Other major streets, such as John Nolen Drive and Packers Avenue, have some transit, but lack a diversity of existing or planned future land uses along the corridors. All corridors, with the exception of Williamson Street and portions of the Monroe/Regent corridor, are (or will be) transitioning from their current auto-oriented development to more

transit-, walk-, and bike-friendly styles of development.

Peripheral Growth Areas

New peripheral growth ~~will still be allowed, but~~ should occur within priority areas, as shown on the map on the following page. The City has an opportunity to capture the high regional demand for walkable living as part of newly developed Traditional Neighborhood Developments (TNDs) on the periphery. The smaller lots, gridded streets, and Activity Centers that are a part of TNDs not only aid in creating a strong sense of place, but also create high-value development and allow for more residents to be served with less infrastructure. When combined with continuing redevelopment, which tends to generate even more property value and occurs in areas where infrastructure and services are already present, the City's growth priorities will help contribute towards long-term financial stability.

(update to page 124)

Consistency Between Sub-Area Plans and the Comprehensive Plan

The ~~mapped land use recommendations~~Generalized Future Land Use (GFLU) Map in this Plan ~~are~~ is ~~intended to be~~generally consistent with ~~the~~ land use recommendations in City-adopted ~~neighborhood, neighborhood development, and special~~ sub-area plans, considering the differences in scale and specificity between the types of plans. Considerable flexibility is provided within the land use categories mapped in this Plan. Future ~~S~~sub-area plans, unless they specifically recommend edits to this Plan, ~~will~~ should work within Comprehensive Plan land use categories to establish more ~~-~~detailed and precise land use and design recommendations~~. than are mapped more precisely. Thus, f~~

~~or example, given t~~The generalized nature of the GFLU Map means that boundaries between land uses are not meant to be exact. Similarly, ~~he scale of this Plan~~ because future land use is not mapped on a parcel-by-parcel basis, some small inconsistencies between existing development and planned future land uses may be present, such as a small apartment building in the midst of ~~an LR~~a Low Residential area. It is not the intent of this Plan that such areas must always be brought into compliance with the ~~Generalized Future Land Use (~~GFLU~~)~~ Map. Please see additional discussion about the ~~Generalized Future Land Use~~GFLU Map and land use categories starting on page 17 of the Growth Framework chapter.~~, a few small apartment buildings scattered within a Low-Density Residential District are not necessarily inconsistent with the recommended land use, nor would recommending a few locations for this use in a neighborhood plan necessarily require that the Comprehensive Plan recommendation for those locations be amended to maintain consistency between the plans. On the other hand, if a neighborhood plan recommends a four-block area for apartment development within a larger area recommended primarily for single-family and duplex development, then the area recommended for apartments should also be identified as a separate land use category (Medium Residential, for example) in the Comprehensive Plan.~~

Thi~~s e Comprehensive~~ Plan and sub-area plans may ~~also~~ have small differences in the mapped boundaries between areas recommended for different land uses without necessarily making the plans inconsistent~~,~~ or requiring an amendment to either plan. These differences are inherent in plans that differ significantly in scale, particularly when thi~~s e Comprehensive~~ Plan~~'s land use~~ GFLU categories have considerable scope. ~~For example, if a neighborhood plan recommends a block at the edge of a large designated Community Mixed-Use District primarily for residential uses, there is not necessarily an inconsistency with the Comprehensive Plan because residential developments are among the uses included in the Community Mixed-use District definition. But if the neighborhood plan recommended several blocks of mixed-use development within an area designated as Medium Density Residential, this would be considered inconsistent since the neighborhood plan proposes a significant amount of non-residential use where the Comprehensive Plan recommends primarily residential uses.~~

~~Determining whether or not the recommendations in a neighborhood or special area plan are consistent with the Comprehensive Plan is to some extent a judgment call, and the range of uses and densities that would be considered consistent with the Comprehensive Plan will be greater within some land use categories compared to others. For example, the range of recommended uses that could be considered generally consistent with the Comprehensive Plan is much larger within the Community Mixed-Use category than within a Low Residential category.~~

In cases where sub-area plan land uses are determined by the Plan Commission or Common Council to be inconsistent with thi~~s e Comprehensive~~ Plan, either the sub-area plan ~~must~~ should be revised to be consistent, or an amendment ~~of the~~to this ~~Comprehensive~~ Plan ~~must~~ should be adopted to change the land use designation for the area of potential conflict. Because amending this Plan is a substantial undertaking, the City may not immediately amend this Plan to reflect sub-area plans that have been newly adopted (or amended) as a supplement to this Plan. Instead, it may aggregate GFLU amendments and other sub-area plan edits into a single, larger update. The City will still review proposals with respect to their compliance with sub-area plans that have been adopted as a supplement to this Plan even if such an update to this Plan has not yet been adopted.

Commented [BZ1]: Add definition of Sub-Area Plan to glossary. *"Sub-Area Plan: A plan adopted by the City Council that addresses either some or all of the elements within this Comprehensive Plan with more specificity and at a higher level of detail than the more general coverage provided by this Plan. "Sub-area plan" includes Neighborhood Plans, which deal with areas that are already developed; Neighborhood Development Plans, which deal with developing areas on the periphery of the city; Special Area Plans, which deal with unique circumstances, such as large infill sites/areas; and Corridor Plans, which deal with major roadways and the properties surrounding them."*