



Downtown Area Plan

Plan Authorization

August 11, 2025 – Plan Commission

Area Plan – Order Change

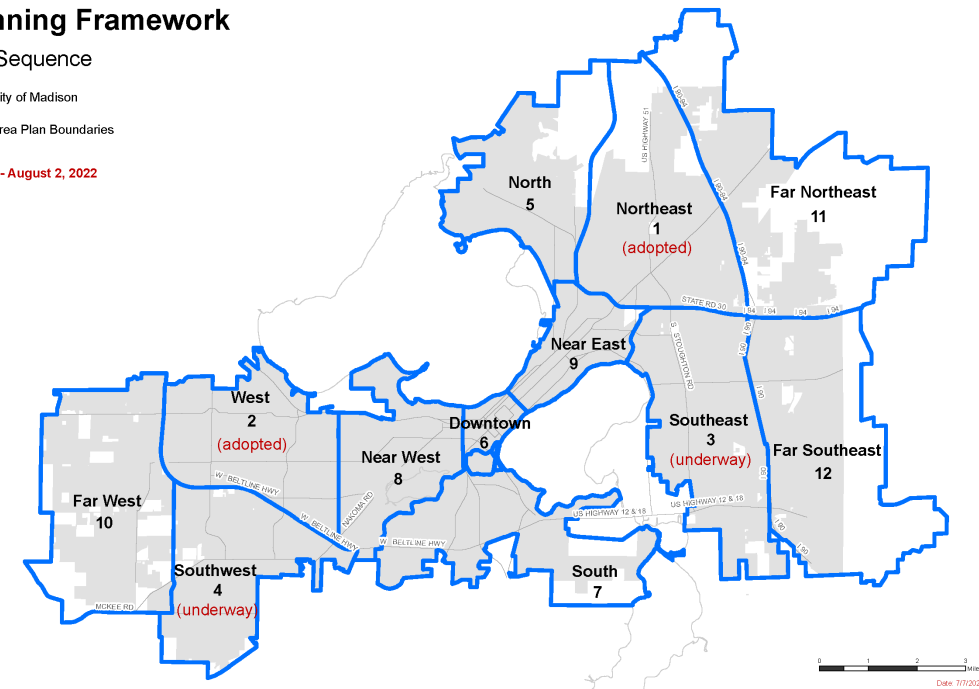
- Downtown Madison Inc. Economic Investment Strategy (DMI EIS)
- UW-Madison Campus Framework Plan update

Planning Framework

Plan Sequence

- City of Madison
- Area Plan Boundaries

Adopted - August 2, 2022

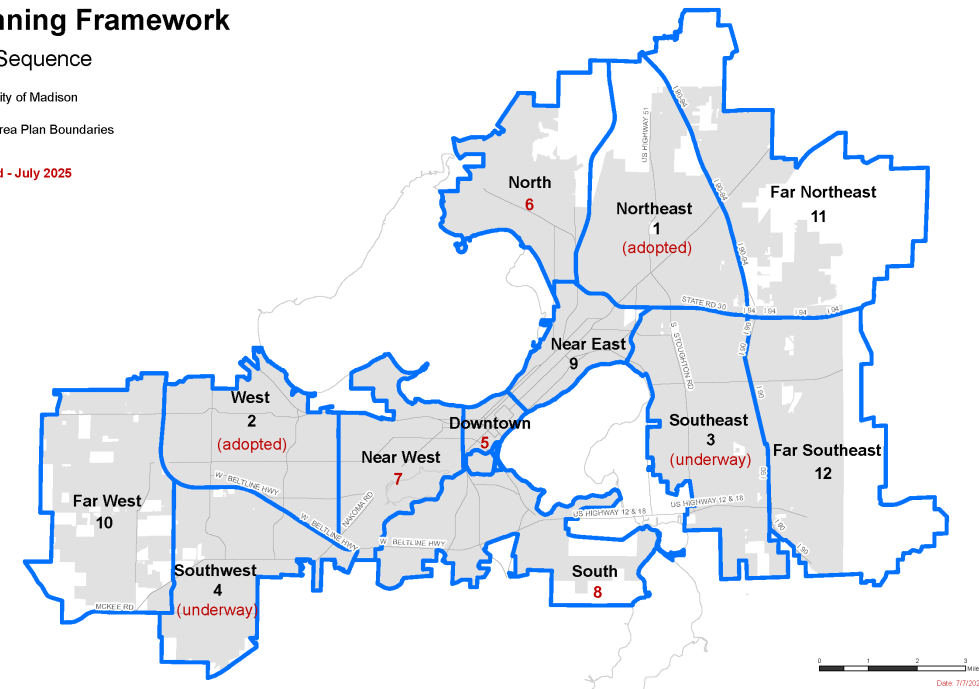


Planning Framework

Plan Sequence

- City of Madison
- Area Plan Boundaries

Proposed - July 2025



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

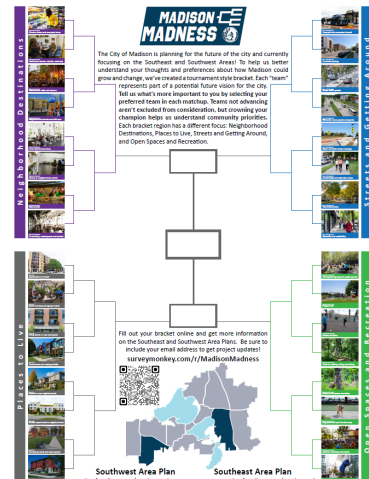
Fall 2025 - Winter 2026

Phase 2: Initial Draft Recommendations

Winter 2026 – Fall 2026

Phase 3: Draft Plan, Plan Review/Approval Process

Winter 2027 - Spring 2027



Madison Madness All Responses 1,561 Responses		Advance to Round of 16	Advance to Quarterfinals	Advance to Semifinals	Advance to Finals	Win Finals
Neighborhood Destinations	Library, arts and culture destinations	80%	42%	30%	19%	5%
	Healthcare (doctor, dentist, wellness)	14%	7%	4%	2%	1%
	Restaurants, cafes and taverns	64%	34%	23%	18%	7%
	Neighborhood schools and child care	32%	17%	11%	8%	8%
	Local retail and services	37%	23%	3%	1%	1%
	Library or neighborhood center	61%	45%	18%	7%	4%
	Nearby jobs	74%	24%	7%	1%	1%
	Co-working, workspaces and studios	32%	3%	1%	0%	0%
	Apartments on transit	65%	35%	11%	6%	1%
	Senior housing and aging in place	32%	17%	8%	4%	2%
Places to Live	Living above or near townhomes	31%	15%	7%	3%	1%
	Transitional and missing middle	61%	41%	24%	13%	8%
	Homes in new neighborhoods	39%	18%	7%	4%	2%
	Smaller apartments in neighborhoods	58%	34%	3%	2%	1%
	Housing by parks and open spaces	42%	17%	11%	5%	1%
	Affordable places to live	48%	30%	24%	10%	10%
	Frequent and convenient transit	71%	53%	28%	20%	8%
	On-street parking	24%	10%	3%	2%	1%
	Minor traffic roads	43%	18%	3%	2%	1%
	Efficiently move people and goods	52%	22%	9%	5%	2%
Streets and Getting Around	Easier and safer street crossings	38%	13%	6%	3%	1%
	Comfortable and safe bike routes	45%	17%	11%	12%	7%
	Tree-lined streets	41%	21%	14%	5%	2%
	Sidewalks and walkability	51%	30%	14%	10%	4%
	Active gathering spaces and public squares	74%	42%	23%	8%	1%
	Playgrounds	20%	8%	3%	3%	1%
	Athletic facilities	15%	5%	3%	1%	1%
	Trails for walking, hiking and biking	78%	42%	23%	10%	5%
	Water and passive recreation	73%	42%	17%	8%	4%
	Dog parks and pet-friendly areas	23%	13%	6%	3%	2%
Open Spaces and Recreation	Outdoor activities and events	78%	38%	14%	8%	1%
	Interesting public art	19%	8%	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

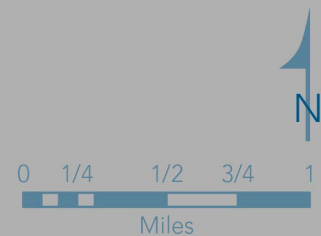


GREATER
DOWNTOWN

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



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**

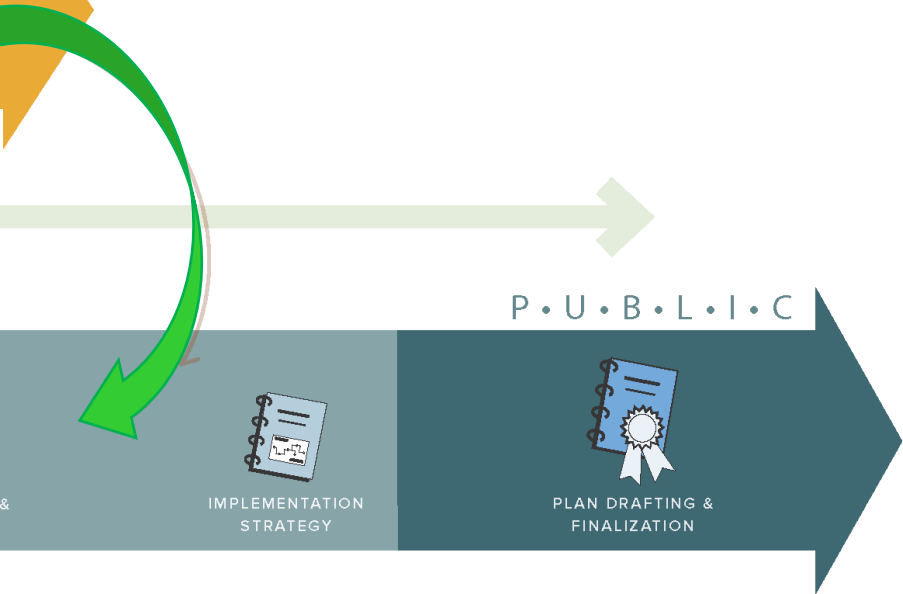
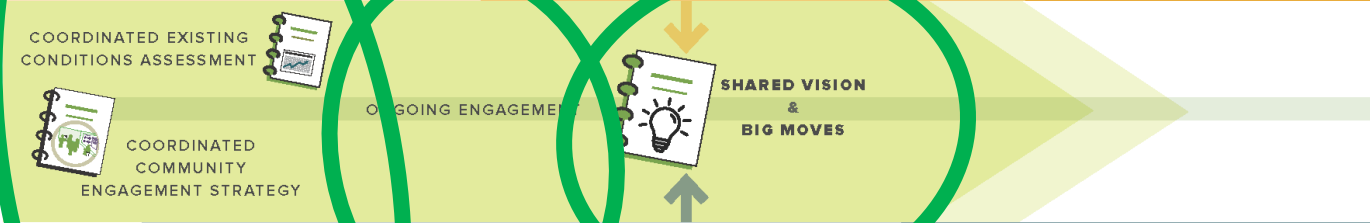
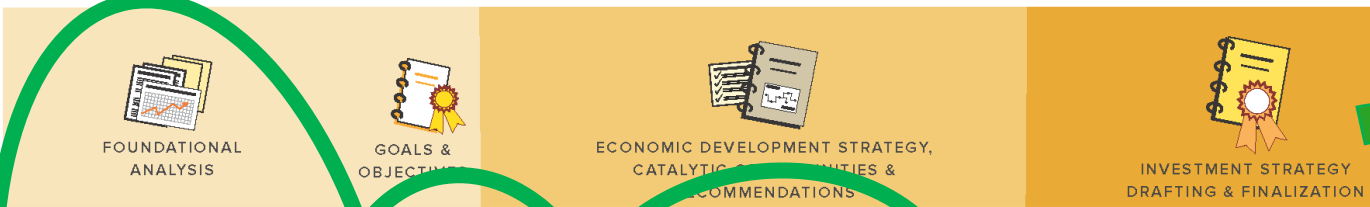
Coordinated Downtown Madison Study & Plan Process



Citywide Economic Development Plan

GREATER DOWNTOWN ECONOMIC INVESTMENT STRATEGY

P • R • I • V • A • T • E



P • U • B • L • I • C

2025

2026

2027

Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4

Thank you!

Project Co-leads:

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