



City of Madison  
Planning Division

# 2022 Annual Report



Ribbon cutting for Madison's first  
Rainbow Crossing, September 8, 2022.  
Photo by Ian DeGraff for *Our Lives* magazine.

# Letter from Heather

2022 was a return to our “new normal” here in the Planning Division, connecting with colleagues, elected officials, residents, and other customers in a mix of virtual and in-person settings to support continued growth and change across the City and beyond. In 2022, we’ve welcomed three brand new colleagues: Community and Cultural Resources Planner Meri Rose Ekberg, GIS Specialist Curt Cronsiter, Planner Lisa McNabola, UDC Secretary Jessica Vaughn, and Administrative Clerk Analisa Follensbee to the Planning Division team. Meanwhile, we’ve seen the departure of colleagues moving on to new adventures and endeavors, including Patrick Empey and Ruth Ethington, our long-time Program Assistant who retired from the Planning Division after over 30 years of city service.

Major accomplishments in 2022 include:

- Supporting a smooth transition for over 5,000 new City of Madison residents as the former Town of Madison was absorbed by the cities of Madison and Fitchburg late 2022.
- Authorization by the Common Council to undertake a new Planning Framework, which will allow the city to complete plans for land use and major infrastructure investments to support projected city growth in a more equitable and timely manner.
- Adoption of the South Madison Plan with a focus on ensuring a range of housing choices for existing and new residents, and the Greater East Towne Area Plan, laying the framework for a significant transformation of the area in the coming years.
- Adoption of an improved Historic Preservation Ordinance building on years of staff and committee work.
- Adoption of a Transit-Oriented Development Overlay Ordinance recommended in the Comprehensive Plan and the Mayor’s Housing Forward initiative to make it easier to construct housing and employment uses in areas close to high-capacity transit.
- Thoughtful review of a range of (re)development proposals including over 4,000 new housing units citywide.
- Allocation of nearly \$500,000 granted by the National Endowment for the Arts to support local artists.

None of these items could be accomplished without hard work and dedication of many individuals who volunteer their time and expertise to serve on the boards, committees, and commissions supported by the Planning Division. We thank them for their service, and look forward to what 2023 will bring.



Heather Stouder, AICP  
Director, City of Madison Planning Division

# Public Engagement Summary

With the pandemic seeming to wane and wanting to be forgotten, 2022 was a year of transitioning to a hybrid model of public engagement. Improving access and inclusivity continue to be key aspects to the Planning Division's public engagement model. As the year progressed, most projects took hybrid public engagement approaches, offering both virtual and in-person engagement opportunities. Attendance was strong at both types of events.

The Planning Division continues to adapt and refine our approach to public engagement. We strive to build on the lessons learned during the worst of the pandemic, searching for innovative ways to engage with the communities we serve.

The Town of Madison attachment public engagement came to a successful conclusion at the end of 2022 with the final attachment of the Town occurring at the end of October. Preparations for the next significant planning projects, the Northeast Area Plan and West Area Plan, were well underway in the last quarter of the year.

The Planning Division continued to improve its public engagement tools in 2022, boosted by the addition of a new Department of Planning, Community & Economic Development Public Information Officer Liz Stanislawski. The new PIO position will not only be an asset to the Department, but also the Planning Division as we continue to seek new forms of public engagement while improving traditional engagement that will lead to sustained interest in outcomes and equitable public decisions in the future.



## Meetings

Planning Process meetings: **23**

Development proposal neighborhood meetings: **53**

Board/Committee/Commission meetings: **109**

(PC, UDC, Landmarks, MAC, JCAC, DCC, TFFP, LORC)



## Project Email Lists

Messages: **29**

(Estimated, due to a mid-year change in software used to send email)

Total recipients: **505**



## Online Engagement

Social Media Followers: **2,883**

(Twitter + Instagram + Facebook follows for Planning Division)

Website Visits: **193,475**



## By Mail

Postcards sent: **9,202**



A Feedback Session to help develop the Hawthorne-Truax Neighborhood Plan, August 2022

# Ordinance Updates

## Transit-Oriented Development Overlay Zoning District

Creation of a new Transit-Oriented Development (TOD) Overlay Zoning District was undertaken to achieve a recommendation in the City's 2018 Comprehensive Plan, which calls for the City to "Implement Transit Oriented Development (TOD) overlay zoning along Bus Rapid Transit (BRT) and other existing and planned high-frequency transit service corridors to create development intensity minimums, reduce parking requirements, and support transit use." It is part of a larger grant-funded effort to prepare the city for BRT startup in 2024. Beyond implementing the Comprehensive Plan, TOD aims to sync zoning to the type of development called for in other adopted plans, better match zoning with City investments in transit, increase the mobility of residents without needing to get in a car, reduce household transportation expenses, make more efficient use of land, slow traffic increases, and reduce emissions and driving's negative impact on the environment.

The project kicked off in Fall 2021 with a Plan Commission meeting to review the parameters of the project and gather feedback to start developing the TOD. Staff met with the Plan Commission twice more, before holding a series of meetings in May 2022 to discuss the project with the public, answer questions, and gather feedback on the proposed TOD. Further committee discussions followed at Plan



Commission and Urban Design Commission, along with an interdepartmental Racial Equity and Social Justice review of TOD parameters. Planning staff worked with Zoning staff and the City Attorney's Office to draft TOD language, focusing on: residential dwelling unit bonuses, building height bonuses, site standards for buildings, automobile infrastructure, and parking and loading. TOD language and the maps of properties to be included in the district were introduced at the November 22 Common Council meeting. The Transportation Policy and Planning Board and Plan Commission recommended the overlay area include national and local historic districts within a quarter-mile of high-frequency transit. Common Council adopted TOD at their January 17, 2023 meeting.



## Ad Hoc Landmarks Ordinance Review Committee

In 2014, the City began a comprehensive update to the Historic Preservation Ordinance by creating the Ad Hoc Landmarks Ordinance Review Committee (LORC), comprised of 5 alders. The “front end” revisions were adopted in 2015. The second half of the update began in 2017 to address the standards for the 5 local historic districts.



Quisling Terrace Apartments, 1 East Gilman Street  
(Mansion Hill Historic District)

The goal of the historic district update was to ensure that the ordinance complied with current State Statutes, create consistent standards and process across all districts, incorporate current preservation standards and practices, make the ordinance easier to understand, and clarify the approval process.

Over the course of its work on the historic districts, LORC met 35 times and hosted 18 public meetings (15 to start the process and 3 to conclude it). The final three public meetings included: one all-district meeting with breakouts for

### Proposals Before Landmarks

- 44 Certificates of Appropriateness (CoAs)
- 178 Staff-Approved CoAs
- 84 Advisory Demolition Reviews
- 9 Other Project Reviews

individual districts, a contractors & development professionals meeting, and a meeting focusing on new construc-



Ott House, 754 Jenifer Street  
(Third Lake Ridge Historic District)

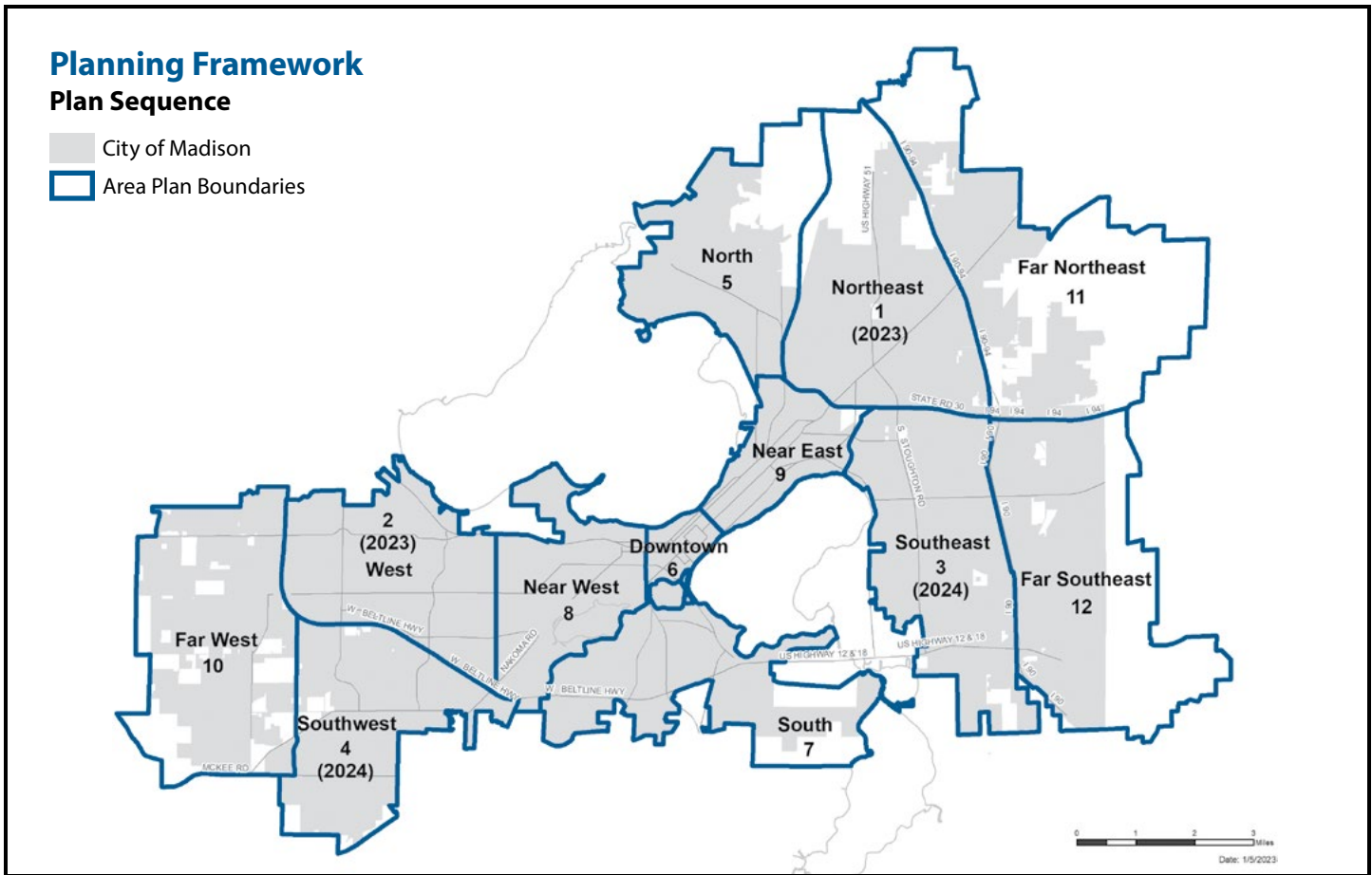
tion. The Committee met one final time in March, then turned the process over to the Landmarks Commission as the lead committee. Additional committee referrals included the Economic Development Committee and Housing Strategy Committee. The Common Council adopted the ordinance in May and it became effective on June 8, 2022.

At the end of 2022, staff began outreach to local historic district stakeholders to orient them to the new standards.



Curtis Kittleson House, 1102 Spaight Street  
(Third Lake Ridge Historic District)

# Adopted Plans



## Planning Framework

A recommendation in the 2018 Comprehensive Plan to improve clarity regarding the City's older and overlapping sub-area plans led to the City establishing a new Planning Framework. The framework will simplify sub-area planning and make it more equitable.

Over the last four decades the City has adopted 70 sub-area plans. Given this time span, some of the plan recommendations are at odds with current City policies and priorities. Many of the plan geographies overlap each other, resulting in overlapping recommendations that may not be consistent. Conversely, some areas of the city lack a sub-area plan, which can be a disadvantage.

In developing a better system, staff started by gaining insights from a variety of cities regarding how they organize planning efforts. Staff shared these findings with the Plan Commission and developed the framework through a series of Commission work sessions and coordination with City agencies. The Planning Framework was adopted by the Common Council in August 2022.

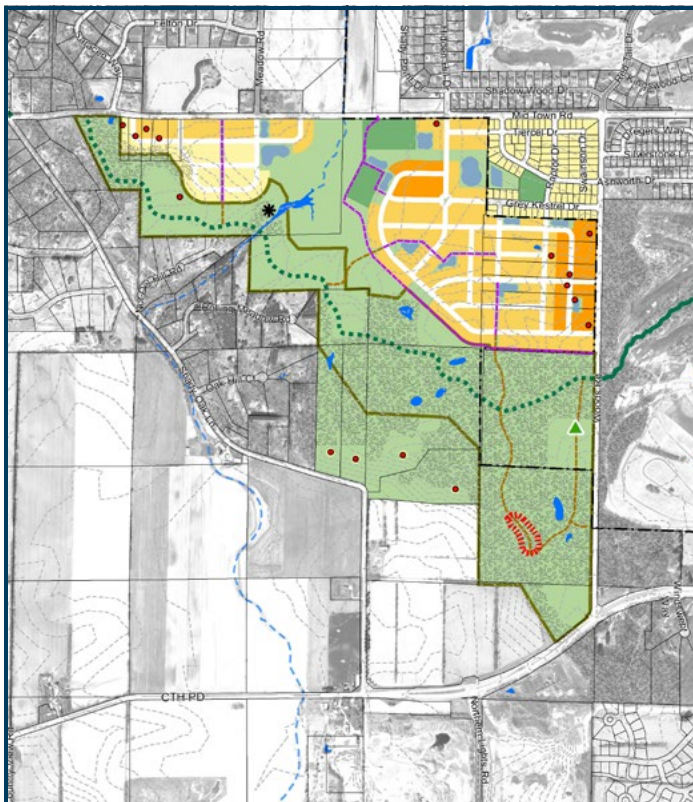
Over the next decade, Area Plans will be developed for the 12 planning framework geographies. Planning for one-twelfth of the city at a time will necessitate a shift to higher level recommendations. The plans will focus on guiding changes to the physical aspects of our community, such as development initiated by the private sector and infrastructure improvements typically carried out by the public sector. Each Area Plan process provides an opportunity to consider older sub-area plans for retirement to reduce the number of overlapping plans. After the 12 Area Plans are established, they will be updated on a rolling basis each decade to reflect our ever-changing city and keep Plan recommendations in synch with other City initiatives.

The Area Plans will dovetail with City planning efforts in areas with a higher proportion of residents living with lower incomes and people of color. These efforts are partially funded with federal Community Development Block Grant (CDBG) funds and focus on capacity building, developing partnerships and near-term improvements.

## Shady Wood Neighborhood Development Plan

The Shady Wood Neighborhood Development Plan was prepared to guide future growth alongside continued efforts to preserve an open space corridor for the Ice Age National Scenic Trail on Madison’s far southwest side. The planning area covers approximately 435 acres south of Mid-Town Road and west of Woods Road and contains many unique natural features such as Richardson’s Cave, several kettle ponds, and the terminal moraine of the most recent glacier that reached the area.

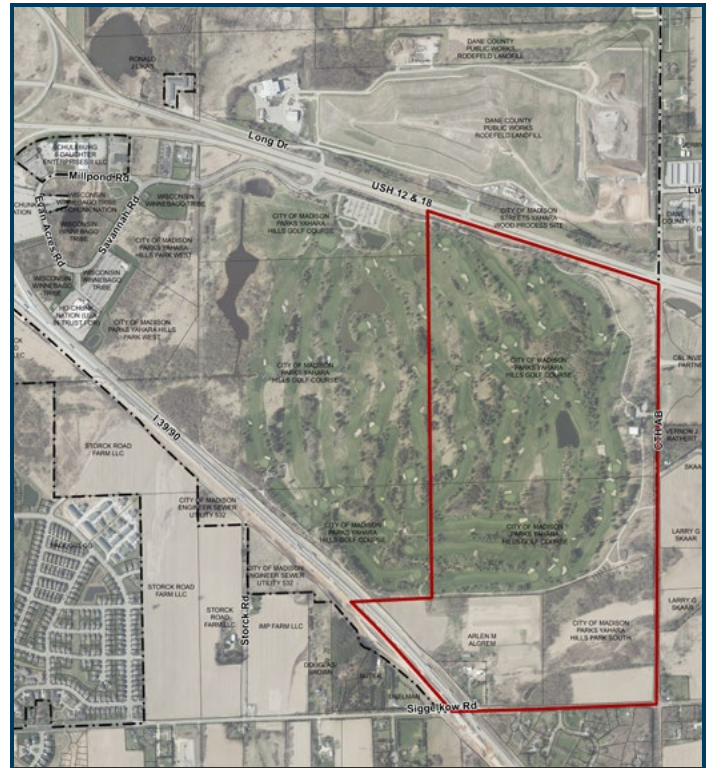
Throughout the process, Planning staff worked closely with major property owners and other stakeholders such as the Ice Age Trail Alliance, Town of Verona, and City of Verona, in addition to the Parks Division and other City agencies.



The Plan includes recommendations for land use, open space preservation, transportation, urban services delivery, development phasing, sustainability, and plan implementation. It envisions a compact neighborhood, featuring a variety of housing types with access to high-quality open space in the adjacent Ice Age Trail corridor. Recommendations to address stormwater management within the planning area are another key component of the Plan.

## Yahara Hills Neighborhood Development Plan Amendment

A portion of the Yahara Hills Neighborhood Development Plan was amended in response to a proposed new Dane County landfill, organics management facility and Sustainable Business Park.



The amendment area covered approximately 318 acres south of USH 12/18 and west of CTH AB, generally the eastern one-half of Yahara Hills Golf Course.

A virtual public meeting was held in March 2022 to solicit feedback on this plan amendment. This plan amendment made changes to the land use and transportation recommendations in the Neighborhood Development Plan based on the proposed project.

## Artists At Work Grant Program



The Artists At Work grant program was designed by the Madison Arts Commission (MAC) to encourage non-profit organizations to generate, reinstate, and create arts industry jobs.

In 2022 MAC offered \$450,000 in grant awards to local arts organizations across the creative sector. Artists at Work subgrants were made possible by an American Rescue Plan grant from the National Endowment for the Arts (NEA) with the purpose of helping the arts and cultural sector recover from the pandemic.

Grants of \$10,000, \$15,000, or \$25,000 were awarded to the following organizations:

- Arts & Literature Laboratory, Inc.
- Bayview Foundation, Inc.
- UW Madison [UW Community Arts Collaboratory Teaching Artist]
- Center for Black Excellence and Culture, Inc.
- Dane Arts Mural Arts, Inc.
- GEEX, Inc.
- IP Ministries, Inc.
- Kanopy Dance Theatre, Inc.
- LunART, Inc.
- Madison Ballet, Inc.
- Madison Children's Museum, Inc.
- Madison Circus Space, Inc.
- Madison College, School of Business and Applied Arts
- Madison Contemporary Dance, Inc.
- Madison Public Library Foundation, Inc.
- Madison Youth Choirs, Inc.
- Make Music Madison, Inc.
- Overture Center Foundation, Inc.
- Preschool of the Arts, Inc.
- Synergy Ventures Foundation, Inc.
- Urban Community Arts Network, Ltd.
- Wisconsin Academy of Sciences Arts & Letters, Inc.

## Youth Poet Laureate

In 2022 the City of Madison, the Madison Arts Commission, and Madison Poet Laureate Angela Trudell Vasquez established a Youth Poet Laureate Program to recognize a youth under the age of twenty for their literary achievements. With this initiative, Madison became a member of the National Youth Poet Laureate program, operated by Urban Word. Inaugural Madison Youth Poet Laureate Madeleine Bohn, age 14, entered the 9th grade at West High School in the Fall of 2022. Over the course of her year of service as the Madison Youth Poet



Laureate, Madeleine will give three public readings, will have the opportunity to publish her poems in the National Youth Poet Laureate annual anthology, and may apply for the National Youth Poet Laureate role in the Fall.

## Percent for Art Program

The Percent for Art ordinance created a mechanism to ensure that art is a component of major capital projects throughout the city. The ordinance requires that any capital project exceeding \$5 million designate 1% of City funds to include art in the project. The first projects subject to this ordinance were initiated in 2022. Madison Metro's East Washington Ave. facility upgrades and the Village on Park parking structure generated a total of approximately \$270,000 to enhance those projects through incorporating art.



## Imprinted in Madison: Artists Making Their Mark



John Hitchcock, *Paa tsa numumaina (Water is Life in Comanche)*, 2018

*Imprinted in Madison: Artists Making Their Mark* features prints by contemporary artists whose paths brought them to or through Madison. To celebrate the importance of printmaking within our local arts ecology and honor some of the printmakers who have made or are making their mark on Madison, the 2022 Municipal Building Exhibition showcase a wide variety of prints and printmaking processes from internationally exhibited artists and locally celebrated printmakers alike, including Chuck Bauer, Tyanna Buie, Barry Carlsen, Rachel Durfee, Anwar Floyd Pruitt, John Hitchcock, Barbara Justice, Amos Paul Kennedy, Sara Meredith, Henry Obeng, Merikay Payne, Yvette Pino, Benjamin Pollock, and Roberto Torres Mata.

## Portraits with a Purpose

*Portraits With a Purpose* celebrated unapologetic portraiture of vibrant transgender and non-binary power and joy. Madison based artist Rae Senarighi, aka Transpainter, is a champion of storytelling through art, as a fine artist, designer, muralist, and cancer survivor working towards accurate and celebratory representation of the Trans community. Although Rae's work typically centers on representations of Trans artists, activists, and leaders, included in the exhibition was a portrait of beloved gay rights activist, community leader, and



Rae Senarighi (Transpainter), *Dick Wagner*, 2022

public servant, Dick Wagner who passed away on December 13, 2021. Rae was commissioned by *Our Lives* magazine to paint his portrait for their cover. Art Collectors Rodney Schreiner, Mark Blank, Chuck Bauer, Chuck Beckwith and a few of their friends funded the Mayor's Purchase Award for that painting, which will be permanently installed outside of the City Council/County Board Chambers. Rae then donated the proceeds from the sale of his work towards the City's first Intersectional Pride Rainbow Crossing.

## Greater Madison Music City (GMMC)

Recent projects include finalizing the Music Tourism Recovery Plan for Covid-19 that will offer strategies and a set of actions to ensure music tourism is part of Madison's growth for years to come. The Tourism Work Group of GMMC conducted a survey of Madison-area residents and asked respondents to consider what events they enjoy most, what draws people to the city, and what draws them to other cities. Concerts on the Square was identified as the number one music-related event that people enjoy. The Farmer's Market, Art Fair on the Square and other arts-related events were noted as favorites not focused on music. The survey results support the idea that arts, music, and culture are highly valued by Madison area residents.



GMMC is funded by an Our Town grant from the National Endowment for Arts, with additional support provided by Better Dash Faster Consulting, Create Wisconsin, Dane Arts, Evjue Foundation, Fried & Associates, SOSONIC, and others. Additional support is provided by the Madison Arts Commission, Madison Public Libraries, and the Urban Community Arts Network.

# Development Review

The development review process guides and improves development proposals from the earliest conceptual stages to the point building permits are issued. The Development Review and Plan Implementation Section had another busy year, reviewing over 200 land use and land division applications and over 70 Urban Design Commission applications.

Approximately 4,300 multi-family dwelling units were approved in 2022. While the overall number of dwelling units approved was down from 2020's record setting pace, multi-family approvals increased significantly from

2021. The following section includes development statistics, and profiles major projects that were reviewed by staff prior to consideration by the Plan Commission and Urban Design Commission.

Development review staff assisted with various Planning Division projects this year, including the Transit-Oriented Development Overlay District. The planning team also began the process to update the Urban Design Commission Ordinance, which includes the city's Urban Design Districts.

## Select Project Profiles



### **222–232 E Olin Avenue**

Twelve-story mixed-use building with approximately 13,500 square feet of commercial space and 192 dwelling units.



### **802–826 Regent Street**

Ten-story mixed-use building with approximately 3,000 square feet of commercial space and 178 dwelling units.



### **3401 E Washington Avenue**

A residential development with a five-story, mixed-use building with approximately 4,350 square feet of commercial space and 77 dwelling units, a five-story building with 110 dwelling units, a three-story building with 46 dwelling units, and twelve townhouses.



**402 W Wilson Street**

Four-story building with 54 dwelling units.



**616 E Mifflin Street and 609 E Dayton Street**

Three-story hotel with 55 rooms, and restaurant. The building incorporates the existing house.



**6706–6714 Odana Road**

A four-story mixed-use building with approximately 4,800 square feet of commercial space and 124 dwelling units.

**Development Review Statistics**

	2016	2017	2018	2019	2020	2021	2022
<b>Residential Approvals</b>							
Single family lots (net)	303	415	1,329	262	80	26	50
Multifamily units (gross)	2,968	1,643	1,010	2,358	4,772	2,827	4,342
<b>Commercial Retail Approvals</b>							
Commercial/Retail Sq. Ft.	874,631	636,736	490,083	639,575	827,068	676,375	432,970
Hotel rooms	133	803	698	491	151	262	319
<b>Proposals before Plan Commission</b>							
Conditional Uses or CUP Alterations	108	87	98	85	103	88	84
Zoning Changes	33	30	24	34	39	26	30
Plats and CSMs	19	18	28	19	23	30	40
Demolitions	38	43	51	43	58	47	52
<b>Proposals before Urban Design Commission</b>							
	67	102	84	90	103	72	72
<b>Proposals before Landmarks Commission</b>							
	55	65	55	52	41	51	44

**Note:** Some development figures from previous years have been updated.

# Historic Resources

The Landmarks Commission continued its all virtual format for this year, meeting 16 times. To align with the pattern of project submittals over the previous 5 years, the Commission agreed to shift its format to meeting once a month for most of the year and twice a month from May to August. This has been a successful shift and the Commission will continue this format for 2023.

Continuing its Community Partners speaker series, the Commission welcomed three speakers over the course of the year. Jennifer Gurske, Program & Technology Manager for the Madison Trust for Historic Preservation, gave a presentation on upcoming programs and events. Claire Bushemi, Tax Credit Reviewer for the Western District at the State Historic Preservation Office, presented on tax credits for historic building rehabilitation and substitute materials. Katie Kaliszewski, Architectural Historian for the Wisconsin

## Historic Preservation Stats:

**81,569** City of Madison Parcels

**2,014** historic parcels (properties in historic districts and landmarks outside of districts)

**182** designated landmarks (53 are located in historic districts and 129 are located outside)

**5** local historic districts = **1,885** parcels in local historic districts

Department of Transportation, spoke about Section 106 federal compliance review.

In other business, the Landmarks Commission began using the long-awaited new Historic District Standards in June for their project reviews. With the completion of the Land-



The Madison Branch of Building Restoration Corporation has been awarded the 2022 Historic Preservation Award from the Madison Trust for Historic Preservation. Our Madison branch won for their work on the 159-year-old Gates of Heaven Synagogue.

marks Ordinance update and completion of the Historic Preservation Plan, staff completed an overhaul of the Preservation Program website, including a training video to assist applicants with the Certificate of Appropriateness process. The Landmarks Commission Policy Manual was updated to feature gender-inclusive language. And finally, the Preservation Program received a Certified Local Government Grant to undertake a citywide archaeological inventory to assess the status of known sites. The City hired SWCA to complete the grant project, which will wrap up in 2023.

For the Preservation Program staff, the biggest change was the addition of Meri Rose Ekberg, Community and Cultural Resources Planner. She assists with administrative approvals and staffing of the Landmarks Commission. The Preservation Planner gave presentations as part of the Madison Trust for Historic Preservation's webinar series, at the Wisconsin Association of Historic Preservation Commission's annual



conference, and at the Wisconsin Local History Conference. Staff also held an internal training for Building Inspectors on the regulatory technicalities of the City's Preservation Program to help foster our ongoing coordination. The Preservation Planner also served as a judge for the Madison regional and State-level National History Day competition for middle and high school students.

On September 22, 2022, City staff and elected officials, Keith Furman, were present for the Wisconsin Historical Society's recovery of a 3,000 year-old dugout canoe. Much like the recovery of the 1,200 year-old canoe the previous year, this discovery speaks to the long and deep history of the Ho-Chunk people in this area. The canoe is the oldest intact watercraft recovered in the Great Lakes region and was found near the locations of two Native American village sites. The State Historic Preservation Office will be continuing archaeological investigations in the area.



The City received two awards for a successful rehabilitation of a City-owned landmark: Gates of Heaven Synagogue. The Madison Trust and the Wisconsin Historical Society both recognized the City's work to preserve the deteriorated Madison sandstone on the building. As part of the stabilization work, the City researched an appropriate consolidant treatment that addresses the challenges of the unique local building material, which easily corrodes. That research is publicly available so that other property owners can preserve the early architectural gems in Madison.

To close out the year the Landmarks Commission Chair and Preservation Planner attended the December 2022 Plan Commission Special Meeting to discuss the Landmarks Commission's role in historic value reviews that the Plan Commission considers as part of its demolition permit reviews. Staff also began outreach and training to local historic district stakeholders regarding the updated Historic Preservation Ordinance by presenting at the Marquette Neighborhood Association Planning & Development Committee meeting in December.



# Plans in Progress

## Hawthorne-Truax Neighborhood Plan

To address the area's issues and build upon opportunities, the Planning Division began creating the Hawthorne-Truax Neighborhood Plan in January 2022. This community-guided plan charts a course of action over the next 10 to



15 years for land use, transportation, parks and open space and other elements of the City's Comprehensive Plan. The neighborhood plan updates the 2001 Carpenter-Hawthorne-

Ridgeway-Sycamore-Truax Neighborhood Plan and explores new opportunities like Bus Rapid Transit (BRT), Wisconsin DOT's upcoming redesign of Stoughton Road (USH 51), and recommendations in the neighboring Greater East Towne Area Plan. The plan focuses on the area following East Washington Avenue and US Highway 51, with State Highway 30, Bridges Golf Course, Dane County Regional Airport and Reindahl Park/Mendota Street as primary defining edges. The area encompasses 934 acres, contains 1,720 dwelling units and is home to 2,906 people. The planning area includes all of the Hawthorne and Truax Neighborhoods and portions of the Carpenter-Ridgeway, Mayfair Park and Greater Sandburg Neighborhoods.



## Reiner Neighborhood Development Plan

The Reiner Neighborhood Development Plan is currently in progress to guide the future growth and development for a portion of the City's northeast side. The planning area covers approximately 1,500 acres generally bounded by Felland Road and the Wisconsin & Southern Railroad to the west and north, the Burke Town line to the east and Thorson Road to the south.

The Plan's public engagement began in 2019 with an initial public meeting that was held in November of 2019. Staff also had meetings with property owners and stakeholders such as the Sun Prairie School District, Town of Burke, and City of Sun Prairie. However, in March of 2020 this planning effort was paused for approximately 2 years to allow the Engineering Division to perform the Starkweather Creek Watershed Study which applies to part of this area. The planning process restarted in March of 2022 and an in-person and a virtual public meeting was held in June 6, 2022.

The final draft plan will be introduced to Common Council in early 2023 to go through the boards, committee and commission review process to adopt the plan.

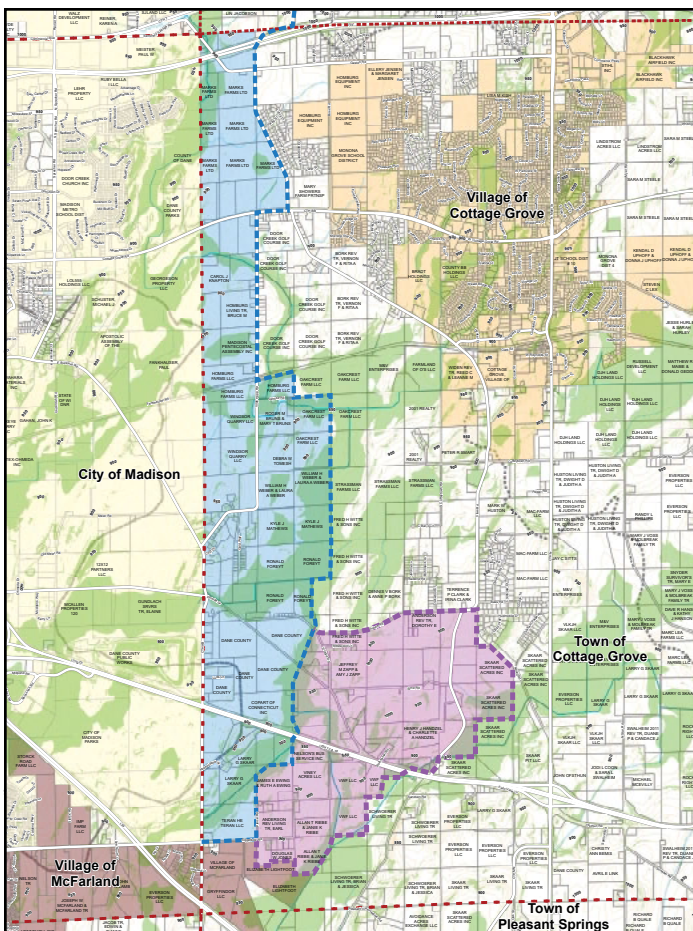


## Town of Cottage Grove IGA

The City of Madison entered into an Intergovernmental Agreement (IGA) with the Town of Cottage Grove in May of 2022. Planning Division staff had been engaged in discussions about a potential IGA with Town of Cottage Grove representatives since 2019.

The agreement provides more predictability for both the City and the Town, as well as residents and property owners in this area, establishing a framework for potential annexation to the City of Madison for development purposes. The City of Madison also agrees to waive extraterritorial jurisdiction (ETJ) review in areas of the Town of Cottage Grove east of the annexation line for the term of the agreement. The agreement also states that the municipalities will work together to preserve open space corridors both east and west of the annexation line and work together to facilitate implementation of the CTH AB / USH 12 & 18 interchange and planned freeway conversion.

The IGA is effective through December 31, 2061 and can be renewed for an additional 10 years if both parties agree.



## Town of Madison Attachment Outreach

In October, 2022, the City welcomed about 5,000 new residents as a portion of the former Town of Madison was attached to the City of Madison. Led by the Planning Division, the City embarked on a comprehensive outreach strategy to welcome the new residents and inform them on topics such as voting locations, public safety, and garbage collection. The multi-faceted approach included bi-lingual Community Navigators to conduct targeted outreach to residents and organizations.

Official City-wide and City Planning Social Media posts: **50+**

Targeted Outreach (Geofencing): **30k unique devices on a quarterly basis. 250K impressions**

Community Navigators: **4**

Public Information Meetings: **3 in-person; 3 virtual**

City email alerts: **~6 – 1 for each Public Information Meeting (PIM)**

Email subscribers: **171**

Town of Madison Hotline: **40 voicemails**

Posters/Flyers: **10k+**

Press Releases/Media Relations

Video: **YouTube, Facebook**

Mailers, Postcards, Letters: **4 sets of mailings to all Town residents**

Text Message Alerts: **~18 – 3 for each PIM**

Calls to most **apartment managers**

**Proactive outreach** to most businesses, neighborhood, & community based organizations (including schools)

Area libraries, community centers, schools, and other **public spaces Town residents may frequent**

Podcast: **1**

# Community Connections & Partnerships

## 2022 Neighborhood Grant Program

The annual Planning Division Neighborhood Grant Program helps neighborhoods beautify gateways, create public gathering places, or build organizational capacity and leadership skills. The program provides funding, but neighbors' ideas, determination and pride are behind the most successful projects. In 2022, the City awarded 7 grants totaling \$16,386. The Campus Area Neighborhood used their grant to setup a digital account to reach more people by hosting association meetings virtually, Junction Ridge Neighborhood hosted a multi-cultural gathering with their grant at the Junction Ridge Oasis which they created with a grant in 2021, and the Tenney-Lapham Neighborhood re-imagined their welcome gateway with a new garden to adorn their newly installed welcome sign at E. Johnson Street and Gorham Street. Rooted. Inc. is expanding their summer meals and community gatherings to include more residents from nearby Troy neighborhood and they are creating a welcome gateway to Troy Farms, Southwest Madison Action Coalition is strengthening the capacity of neighborhood leaders through a workshop series, Marquette Neighborhood is creating a digital tour of public art in their area, and Elderberry Neighborhood is creating a landscape plan to beautify and increase native biodiversity of the greenway that runs through their area.



**Southwest Madison Action Coalition**  
SOUTHWEST MADISON ACTION COALITION EN ASOCIACION  
CON U/W EXTENSION DANE COUNTY PRESENTA.

**Ama tu vecindario:  
Revitalizando el suroeste  
de Madison**

Una serie de liderazgo de 6 partes destinada a revitalizar los barrios del suroeste de Madison. Nos centraremos en temas como la organización comunitaria, el compromiso y la conexión con la comunidad, la vivienda y el bienestar de la comunidad. Se requiere inscripción previa.

**Primera sesión:  
9 de julio del 2022, 11:30-1:30pm  
Iglesia Good Shepherd  
5701 Raymond Road, Madison, WI  
53711  
Se servirá almuerzo.**

Regístrate en [www.southwestmadison.org](http://www.southwestmadison.org)

Good Shepherd  
Lutheran Center



## South Madison Plan

The South Madison Plan was adopted in January 2022. Plan implementation has been ongoing since adoption. Implementation thus far has taken the form of development, land banking, and TIF planning.

### Development

- The Black Business Hub is a four story mixed-use building at the corner of South Park Street and Hughes Place being built by the Urban League of Greater Madison. The first floor will consist of a restaurant and space for businesses owned by people of color. The upper floors will be leased office space. The Hub will open summer of 2023.
- Village on Park parking structure is being constructed by the Community Development Authority to support parking needs at the Village on Park including the new Black Owned Business Hub.
- The Village on Park north building was removed and replaced with a parking lot to support the parking needs at the Village on Park. Work was substantially completed in the fall of 2022.
- Centro Hispano proposed a new two-story building at the corner of Cypress Way and Hughes Plan to replace their Badger Road building.

### Land Banking

The City is working to land bank almost 11 acres of property in South Madison for future development in line with the South Madison Plan. The various sites are along South Park Street, Badger Road, and Fish Hatchery Road.

### New TIF District

City staff spent 2022 planning for a new TIF district in South Madison.



Black Business Hub (JLA Architects rendering)



Proposed Centro Hispano building (EUA rendering)





## City of Madison Planning Division Staff

**Heather Stouder, Director**

Lauren Heiser-Ertel, Program Assistant

### Comprehensive Planning & Regional Cooperation

**Brian Grady, Principal Planner**

Breana Collins  
Curt Cronister  
Jeff Greger  
Kirstie Laatsch  
Urvashi Martin  
Ben Zellers

### Neighborhood Planning, Preservation & Design

**Bill Fruhling, Principal Planner**

Heather Bailey  
Rebecca Cnare  
Meri Rose Ekberg  
Analisa Follensbee  
Linda Horvath  
Ryan Jonely  
Dan McAuliffe  
Angela Puerta  
Karin Wolf

### Development Review & Plan Implementation

**Kevin Firchow, Principal Planner**

Julie Cleveland  
Lisa McNabola  
Tim Parks  
Colin Punt  
Jessica Vaughn  
Chris Wells

## We thank members of the boards, commissions and committees staffed by the Planning Division:

Plan Commission  
Urban Design Commission  
Landmarks Commission  
Madison Arts Commission  
Downtown Coordinating Committee  
Joint Campus Area Committee  
Ad Hoc Landmarks Ordinance Review Committee  
Task Force on Farmland Preservation