



Imagine Madison - Comprehensive Plan Future Land Use Review & Update Process

The City of Madison is currently updating its Comprehensive Plan through a process called Imagine Madison. Wisconsin law requires that certain land regulations and approvals must be consistent with the Comprehensive Plan. The City of Madison Comprehensive Plan specifies that land use approvals and changes in land use or development intensity be consistent with the Comprehensive Plan and recommendations in adopted neighborhood plans, neighborhood development plans, and other special area plans. In order to ensure that the Comprehensive Plan is an accurate expression of community land use goals, a process for considering changes to the Plan's future land use section and map has been established. This process will help identify situations where the current Plan is no longer consistent with the existing land use and development pattern, recommendations in other applicable adopted plans, or with recent development approvals.

Scope of the Future Land Use Review and Evaluation

The review will consider changes to the [Land Use Chapter](#) of the Comprehensive Plan including:

1. Potential changes to the land use designation recommendations on the Future Land Use Map.
2. Potential text revisions to the definitions and recommendations for the land use districts used on the map. These include:
 - Location and design characteristics
 - Recommended land uses
 - Recommended development intensity/density
 - Recommended housing types
3. Potential revisions, additions, or deletions to the Land Use Plan Map Notes (Appendix 2-1).

Land Use Plan Review Process

February 1-March 31: Stakeholders complete and submit a Future Land Use Amendment Request form. [Online submissions](#) are preferred. Forms for email or printing are [available](#).

March-Early April: Planning Division Staff reviews amendment requests using the evaluation criteria below.

April 25: Initial Draft of Future Land Use Map published for public comment as part of Imagine Madison's Phase 2 community meetings.

Early July: Planning Division Staff develops Final Draft of Future Land Use Map for Plan Commission review.

July: Plan Commission reviews Final Draft of Future Land Use Map for inclusion in subsequent Comprehensive Plan Update phases.

Land Use Plan Review and Evaluation Criteria

1. The proposed change would be more consistent with the Comprehensive Plan's existing goals, objectives, and policies, or would further the draft [goals](#) identified in the Imagine Madison plan update process, as applied in the context of the amendment area.
2. The proposed change would be consistent with the recommendations of an adopted neighborhood plan, neighborhood development plan, or special area plan.
3. The proposed change would better fit with predominant uses and development pattern in the surrounding area.
4. Conditions in the area have changed sufficiently to warrant the proposed amendment (either map or text amendment).

Frequently Asked Questions

What kind of changes are you looking for?

Proposed changes to the Future Land Use Map such as changing land use district boundaries and designations for specific areas or parcels will be reviewed. Proposed changes to the Comprehensive Plan's Land Use Chapter including the descriptions of the land use designations and the types of designations themselves will also be reviewed.

How will downtown be treated? It's all one color/designation.

Downtown is different than the rest of Madison, and often needs to be treated as such from a land use perspective. The [2012 Downtown Plan](#) includes a future land use plan using similar but more downtown-specific land use designations, as well as form-based designations regarding building height and how buildings address the street. Proposed changes to the downtown land use text will be considered.

Do we only get one chance to make comments and propose changes?

You will have an opportunity to propose land use changes in February and March. City Planning Division Staff will then use evaluation criteria to review comments and create an Initial Draft of the Future Land Use Map, which will be presented for a second two-month public comment period starting in late April. A Final Draft of the Future Land Use Map will be presented at a public Plan Commission meeting in July.

How will this impact neighborhood plans?

The City's adopted neighborhood plans, neighborhood development plans, and special area plans are to be consistent with the Comprehensive Plan. Discrepancies between plans will be avoided to the greatest extent possible.

Will change proposals be posted?

Proposed changes received by the Planning Division will be posted on imaginemadisonwi.com.