

# Southeast Area Plan Project Fact Sheet

November 2024

## What is planning and why does it matter?

Planning is the process focused on creating policies to guide the future of Madison and its neighborhoods. Plans set goals for future private development, as well as help design public spaces like parks, streets, and other infrastructure. It is essential to consider Madison's future needs and plan for the smart use of our limited space.

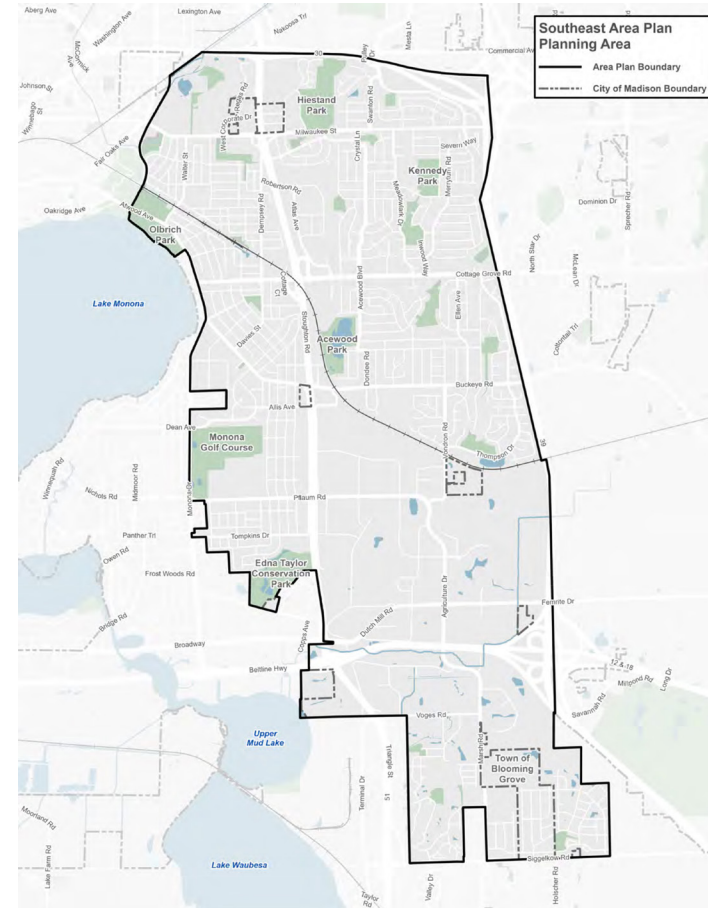
Planning takes a broad look at how the pieces of a community — like buildings, roads, and parks — fit together like pieces of a puzzle. Planning considers many factors, such as projected population growth, housing needs, the economy, the environment, cultural resources, and transportation needs. It is a crucial tool for managing growth, planning for future transportation needs, and navigating change.

## What is an Area Plan?

An Area Plan is a long-term vision designed to guide changes in the physical aspects of our community, including private sector development and public sector infrastructure improvements. In Fall 2024, the City will begin working with residents and stakeholders on the Southeast Area Plan process.

## How are Plans used?

Plans are used to guide the types and locations of new development, identify locations for investment in public infrastructure, ranging from parks and schools to sewers and bike paths. Plans help prioritize what policies, programs, and investments the community wants to pursue with limited resources.



## Madison is expected to keep growing.

Between 2020 to 2050, Madison is projected to add 115,000 new residents and 50,000 jobs between 2020 and 2050. We need your help to proactively plan for our growing and changing community.

## What are some limitations of Area Plans?

- **Control over private property:** While Area Plans provide guidance for land development, they cannot dictate the specifics of what private property owners do with their land as long as it follows City of Madison ordinances.
- **Guaranteeing specific outcomes:** Area Plans can provide a vision for the future of a community, but they cannot guarantee specific outcomes. External and changing factors such as economic conditions, demographic changes, and technological advancements can impact the success of a plan and the implementation timeframe.
- **Addressing all community needs:** Area Plans are typically broad in scope and may not address every concern of a community. Some issues may require additional City, State, or National action beyond what is included in the plan.

## We want to hear from you!

A project like this takes collaboration. You can help shape the Southeast Area's future by getting involved with the planning process. The project website, [www.cityofmadison.com/southeastplan](http://www.cityofmadison.com/southeastplan) is your place for project updates and ways to share your voice.

### Contact Us



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## Planning Process



The planning process allows for community input in all phases. Residents and community members are the experts of their own neighborhoods and can help City staff and policymakers balance the needs of the neighborhoods with the needs of the whole city.



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Visit the project website to learn more:  
[www.cityofmadison.com/southeastplan](http://www.cityofmadison.com/southeastplan)

