

# Southeast Area Plan

December 4, 2024 Public Meeting Handouts

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# 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.

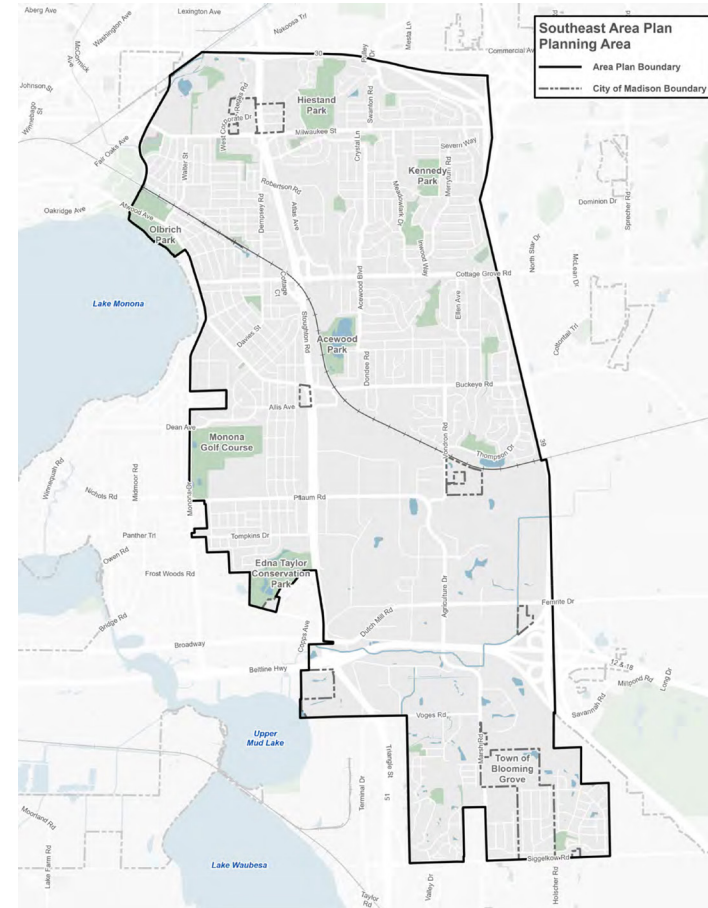
Planning takes a broad look at how the pieces of a community — like buildings, roads, and parks — fit together like pieces of a puzzle. Planning considers many factors, such as projected population growth, housing needs, the economy, the environment, cultural resources, and transportation needs. It is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



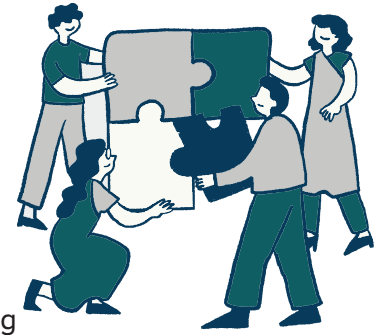
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Visit the project website to learn more:  
[www.cityofmadison.com/southeastplan](http://www.cityofmadison.com/southeastplan)



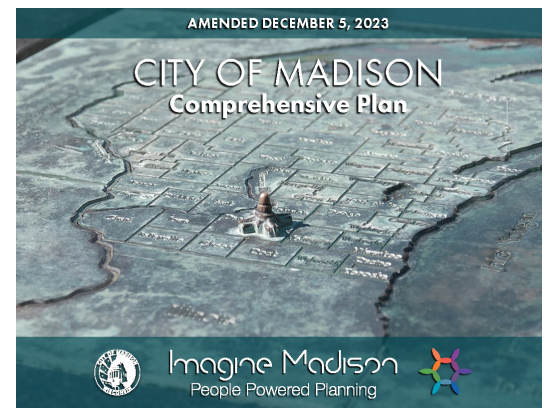
## Q: What is planning and why does it matter?

**A:** Planning is a process focused on the development, design, and future use of land. Plans help assess expected population growth and determine how cities can accommodate future needs such as housing, jobs and transportation. Plans help determine how to best fit these needs to fit together like a puzzle. Planning is one of our most effective tools for limiting sprawl, slowing the loss of farmland, managing growth, slowing the increase in traffic, navigating change, and making tough decisions facing Madison. Without planning, Madison would grow in an undirected and haphazard way with many conflicting and incompatible activities and uses.



## Q: What is the [Comprehensive Plan](#)?

**A:** The City's Comprehensive Plan covers many topics, as required by the State ([section 66.1001](#)). The Plan was shaped by an extensive community engagement effort called Imagine Madison, which included over 15,000 interactions with community members, creating a collective vision for a future Madison. The Plan seeks opportunities to address long-term issues, but focuses on action steps to guide the City's near-term efforts.



## Q: What is the City's New Planning Framework?

**A:** In 2022, the Common Council approved [a shift to a new planning framework](#) with [12 Area Plans](#) to simplify Madison's planning and make it more equitable. Overall, the City's prior approach to planning resulted in a variety of smaller area plans that were important to their neighborhoods. However, there were issues and challenges with this approach including the following:

- 70 adopted plans for different areas of the city.
- Plans that varied greatly in terms of when they were adopted (some date back to the 1980s), the size of the geographic area covered, the topics included and the level of detail.
- Recommendations in many of the adopted plans no longer reflect current City policies and priorities.
- Some areas of the city lacking a plan.
- Some areas of the city with overlapping plans - having different plan recommendations for the same geography can lead to confusion for all stakeholders.

The 12 Area Plans will be established over the next decade. After that, Area Plans will be updated every decade to reflect a changing city and keep Area Plan recommendations in sync with City initiatives.

## Q: What do Area Plans cover?

**A:** Area Plans focus on guiding changes the physical aspects of our community, such as development initiated by the private sector and infrastructure improvements typically carried out by the public sector. Area Plan recommendations are structured around the Comprehensive Plan's seven elements.

**Q: When will Area Plan recommendations be implemented/happen?**

**A:** As with other City plans, the Southeast Area Plan is a long-term plan. The Plan will guide changes that occur incrementally over decades.

**Q: How does an Area Plan relate to the Comprehensive Plan?**

**A:** The Comprehensive Plan covers many topics and covers the entire City. The Area Plans apply the Comprehensive Plan’s recommendations to the specific geography and include a greater level of detail than the citywide Comprehensive Plan.

The portion of the Comprehensive Plan’s Generalized Future Land Use (GFLU) Map that overlaps the Southeast Area will be updated through the Southeast Area Plan process.

**Q: How are Area Plans used?**

**A:** Area 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 paths), and help prioritize what policies, programs, and investments the community wants to pursue with limited resources.



**Q: When did the Southeast Area Plan begin and how will the City engage the public?**

**A:** In October 2024 the City Council passed [a resolution](#) directing City staff to undertake the Southeast Area Plan. The City will begin working with the public in a variety of ways, such as:

- Establishing a project email list, social media posts, library displays, flyers, and yard signs with links to project materials and public meeting announcements.
- Project website with planning process information, background materials, and draft plan materials for review and commenting.

**Planning Process and Public Engagement**

Phase Zero	Phase One	Phase Two	Phase Three	Phase Four
<p><b>Data Gathering &amp; Review</b></p> <ul style="list-style-type: none"> <li>• Plan Authorization</li> <li>• Pop-up engagements (Parks Alive, resource fairs, etc)</li> <li>• Small group meetings (PTOs, Neighborhood Associations, etc.)</li> <li>• Online interactive commenting map</li> <li>• Background data gathering</li> <li>• Regular email notifications and website updates (applies to all phases)</li> </ul>	<p><b>Issues &amp; Opportunities</b></p> <ul style="list-style-type: none"> <li>• Multiagency Open House</li> <li>• Community survey (part 1)</li> <li>• Public Meetings (in-person/virtual)</li> <li>• Focus Group meetings</li> <li>• Review by Board, Commissions &amp; Committees</li> <li>• Small group meetings (PTOs, Neighborhood Associations, etc.)</li> <li>• Check-in with adjacent municipalities &amp; school districts</li> </ul>	<p><b>Develop Recommendations</b></p> <ul style="list-style-type: none"> <li>• Business Walk</li> <li>• Art Workshop</li> <li>• Public Meetings (in-person/virtual)</li> <li>• Boards, Commissions &amp; Committees Check-in</li> <li>• Focus Group meetings</li> <li>• Small group meetings (PTOs, Neighborhood Associations, etc.)</li> </ul>	<p><b>Draft Plan Review</b></p> <ul style="list-style-type: none"> <li>• Public Meetings (in-person/virtual)</li> <li>• Focus Group meetings</li> <li>• Boards, Commissions &amp; Committees Check-in</li> <li>• Public feedback on Draft Plan</li> <li>• Check-in with adjacent municipalities &amp; school districts</li> <li>• Small group meetings (PTOs, Neighborhood Associations, etc.)</li> </ul>	<p><b>Adoption &amp; Implementation</b></p> <ul style="list-style-type: none"> <li>• Boards, Commissions &amp; Committees Plan review &amp; adoption</li> <li>• Implementation of Plan recommendations</li> </ul>
<b>JUN - NOV</b>	<b>DEC - MAR</b>	<b>APR - SEP</b>	<b>OCT - MAR</b>	<b>APR</b>

- The City will hire a Public Engagement Specialist to focus on reaching residents and other stakeholders who are typically underrepresented in City processes.
- The City's Office of Business Resources will conduct surveys and connect with businesses in the planning area.
- Staff will meet with Neighborhood Associations, Parent Teacher Organizations and other Community groups to discuss ideas, concerns, issues and eventually draft plan recommendations.



### **Q: How can I stay up to date on the Southeast Area Plan process?**

**A:** The [project website](#) includes:

- Information on the Southeast Area Plan process, including links to previous meeting recordings, presentation materials, and public review materials.
- A project email list sign-up to receive updates.
- A list of any scheduled upcoming public engagement events and City Board, Committee, and Commission meetings.

Feedback and comments can be provided at meetings or by commenting on the planning materials directly via the project website.

### **Q: What is the schedule for other Area Plan processes?**

**A:** A map of area plan boundaries and a list of estimated upcoming area plan timeframes [is available here](#). Those interested in upcoming area plan processes may sign up now to receive project emails for future projects. Email updates will be sent when a project kicks off.

### **Q: What is a Community Action Strategy (CAS)?**

**A:** The City receives federal funding through the Community Development Block Grant (CDBG) program to support community development initiatives primarily benefiting areas with low- to moderate-income residents. The eligible areas are defined by the U.S. Department of Housing and Urban Development. The Southeast Area Plan will include additional outreach to the Hiestand Neighborhood, an eligible Community Action Strategy (CAS) in the Planning Area.

While the rest of the Southeast Area Plan focuses on guiding land use and policy changes, CAS recommendations focus on topics such as: neighborhood capacity building, strengthening partnerships and relationships between City government and community, and small-scale physical improvements, such as art installations and traffic calming.

The City's Community Development Block Grant (CDBG) Committee funds will implement eligible projects in the CAS area. Potential project ideas will be developed in partnership with residents and stakeholders in the Hiestand Neighborhood CAS area.

# Land Use

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## **Q: What's planned land use, what's zoning, and what's the difference?**

**A:** Future land use maps generally show where different types of residential, commercial, employment, mixed-use, institutional, industrial, and parks and open space are recommended.

Zoning is a more specific [tool](#) that implements the plans if and when a property owner decides to build something new. It is an ordinance that regulates use, building form, and building location in specific detail. When a change in zoning is requested by a property owner it is reviewed for consistency with the City's Comprehensive Plan, including the Generalized Future Land Use Map.

For more on the difference between land use and zoning, please see [this summary](#).

## **Q: Does the City propose development projects?**

**A:** Generally, no, with occasional exceptions, such as when City-owned housing is being developed by the Community Development Authority (CDA) on CDA or City-owned land. Development on private property is proposed by property owners, potential property purchasers, and developers. City staff are often invited to meet with owners, developers, alders, and neighbors to discuss the consistency of a proposed development project with the recommendations in City plans and City regulations (such as the Zoning Ordinance).

## **Q: Do City staff approve development proposals?**

**A:** Some developments are allowed as permitted uses under zoning and only require staff review to ensure the project meets City ordinances and regulations. Projects that require rezoning or conditional use approval must go through review by various City Boards, Committees, Commissions, and sometimes the City Council. City staff help facilitate the review of development of those proposals according to the process established in the Zoning code:

1. Property owners or developers typically contact the City with any questions about the zoning requirements for a property, any other development requirements, any plan recommendations that might apply to a property, and any review and approval steps needed to develop a property.
2. If City review and approval is needed, City staff setup pre-application discussions with owners, developers, alders, neighborhood groups, and the public to review project ideas in relation to adopted City plans and policies. If required, the City will direct developers to apply for rezoning, conditional use, demolition, and/or land division review.
3. Multiple City agencies (sometimes as many as fifteen agencies), including Planning, Zoning, City Engineering, Traffic Engineering, Parks, Forestry, and Fire, review development proposals for compliance with City ordinances and consistency with adopted plans and policies.
4. In most cases, developers will need to present a project to some, or all, of the following City Boards, Committees, and Commissions for final review and approval: Landmarks Commission, Urban Design Commission, Plan Commission, Common Council, or others. The public may comment on a proposal during these City Board, Committee, and Commission meetings.

## Q: What is proactive rezoning?

A: Proactive rezoning is when the City, rather than a property owner or developer, proposes to rezone land so that it is consistent with plan recommendations. When the City proposes to proactively rezone areas during a planning process, it informs property owners about the recommendation and whether it could affect them. If proactive rezoning recommendations are approved as part of an adopted plan, the City would proceed with the rezoning process after plan adoption. The rezoning process includes sending notices to all directly affected property owners and those nearby, informing them of the process and City Board, Committee, and Commission review and approval meetings where public comment will be considered. The Common Council makes the final decision on whether or not to approve any rezoning.

## Q: Why does the City look at proactive rezoning?

A: Proactive rezoning can help ensure implementation of future land use recommendations in adopted plans and prevent development inconsistent with planned uses. The City started reviewing proactive rezoning as part of the planning process when an Amazon distribution center was proposed for a vacant warehouse along Milwaukee Street shortly after the [Milwaukee Street Special Area Plan](#) was adopted in 2018. The plan's land use map called for residential and mixed-use development, but because the zoning for the former warehouse remained industrial, the Amazon project had to be approved as a permitted use. Due to that issue, proactive rezoning was pursued after the adoption of the [Oscar Mayer Special Area Plan](#) in 2020 to ensure consistency between planned land use and zoning. Additional proactive rezonings were implemented after the [Odana Area Plan](#) and the [Greater East Towne Area Plan](#) were adopted.

## Q: Why does the future land use map need to change at all?

A: Madison continues to grow and change. Adjustments to how the city grows and changes are made in response to policy adopted by elected officials on behalf of those they represent and in response to residents and the needs of the growing city. While the city does continue to grow out with new subdivisions on the edge of Madison, it is also growing up in the downtown, campus, and along many corridors throughout the city. The City's Comprehensive Plan calls for facilitating compact growth to reduce the development of farmland, with one associated action being to "accommodate a majority of growth through infill and redevelopment." While the Comprehensive Plan covers the entire city, it did not review planned land use at the finer-grained level of detail and engagement that is possible in an Area Plan process. The enhanced level of review can lead to adjustments in planned land use to further the overall goals, strategies, and actions of the Comprehensive Plan. With Madison adding about 3,800 new residents a year, it is important to continue to provide a variety of living options in various parts of the city through new development and redevelopment.



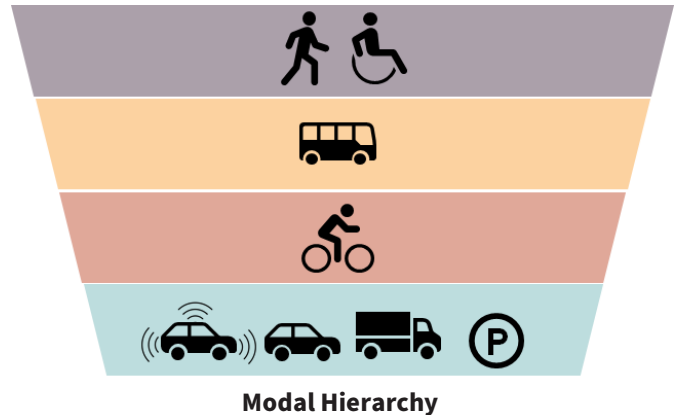


# Transportation

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**Q: Will the Southeast Area Plan process considering the City’s Complete Green Streets Guide and its prioritization of pedestrians, buses, and bicyclists?**

**A:** Yes, the City’s Complete Green Streets Guide, adopted by Common Council in January 2023, will guide plan recommendations. This includes prioritizing pedestrians, bicyclists, and transit riders on most streets, according to the Guide’s transportation priorities (“modal hierarchy”).



**Q: Why do Area Plans sometimes show planned streets? Don’t new street connections conflict with other City efforts like Vision Zero and Safe Streets Madison?**

**A:** New street connections create additional route options to more locations for all users. Gaps in an otherwise connected street network reduces traffic on dead end streets at the expense of other adjoining streets, which must take on more traffic than they otherwise would. On a larger scale, funneling traffic to a limited number of streets and intersections decreases safety for all users, who must contend with intersections that become more daunting to cross. Further, planned streets being designed according to guidelines in the Complete Green Streets Guide can be built to safely and equitably accommodate all users. Existing streets can also be retrofitted to calm traffic.

**Q: When will new sidewalks and/or planned streets be constructed and who pays for the construction?**

**A:** The City has recently updated its Policy for the Assessment of Street Improvements in October 2022 – please review the Policy for assessment details. This policy states that new infill sidewalks installed separate from a street reconstruction project shall be assessed 100%, **but will be eligible for up to 100% grant reimbursement of these costs**. Sidewalk removed and replaced as part of the Sidewalk Replacement Program shall not be assessed. Any new additional sidewalk requested for replacement **by property owner** shall be paid 100%.

**Q: How is the Southeast Area Plan related to the studies the Wisconsin Department of Transportation (WisDOT) is working on for Highway 51 (South Stoughton Road)?**

**A:** The Wisconsin Department of Transportation (WisDOT) is studying Highway 51 (Stoughton Road) from Highway 30 south to Voges Road in McFarland for potential changes intended to improve safety, mobility, and reduce traffic congestion. The most important intersections within the Southeast Area are Milwaukee Street, Cottage Grove Road, Buckeye Road, Pflaum Road, and South Broadway and the 12/18 Beltline Highway. All intersection designs being evaluated are on [WisDOT’s project webpage](#).

# Neighborhoods and Housing

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## **Q: Is there really a housing crisis?**

**A:** It's estimated that there is a national shortage of four to seven million homes, and the average rent nationwide has risen 30% since 2017. Locally, Madison has seen strong population growth, household creation, and in-migration, but the creation of new housing has not kept pace, leading to an imbalance of supply and demand that affects both housing availability and housing affordability. Median gross rent in Madison has increased approximately 40% in the last decade. More than half of renters are rent burdened, meaning they spend more than 30% of their income on housing costs. A healthy rental vacancy rate that creates a balance between rental property owners and renters is typically cited as between 5% and 7%, but the rental vacancy rate in Madison is currently below 4% and has not been above 5% in well over a decade. Similarly, the homeowner vacancy rate is approximately 0.5%, much lower than the "healthy" rate of 2%. Slow owner-occupied housing construction and low available inventory contributes to tight markets that increase sales prices. The average assessed value of a single-family home in Madison has increased by approximately 90% in the past decade and more than 20% of households that own their own residences are cost burdened. See the [2023 Housing Snapshot](#) for more information.

## **Q: Does Madison really need this much housing and change? Can't we slow down?**

**A:** Over 2,000 new housing units are needed every year just to keep up with household growth. However, this would do nothing to address the backlog or any of the indicators of the housing crisis identified above. It would just keep pace from this point forward. Hundreds of additional housing units need to be built every year just to begin to slow housing cost increases. The past two decades have indicated that slow housing production does not slow population growth, household creation, or in-migration. During the 13-year period between 2006 and 2019 (after which housing production began increasing), approximately 19,000 housing units were built in Madison, while the number of households increased over by 24,000. Slow housing growth and consistent population growth places the burden of the tight housing market on the city's lowest income households, who cannot compete with higher earners who could otherwise afford newly constructed housing but end up paying higher rents for established, naturally occurring affordable housing.

## **Q: Does the zoning already in place allow the housing we need?**

**A:** While this may seem like a straightforward calculation, it's not really possible to determine the answer because so many apartment or condominium developments depend on conditional use review. For example, the Traditional Residential-Varied 2 (TR-V2) zoning district allows up to 12 dwellings without a conditional use review, but up to 60 dwellings if a conditional use permit is granted by the Plan Commission subject to the zoning ordinance's standards for conditional use approval. The type of development that can be allowed also depends on adjoining property use, lot dimensions, and other factors. Outside of zoning ordinance considerations, a landowner must also choose to develop or redevelop, and many landowners that may have the capacity to develop more units under the zoning code do not wish to change their properties.

## **Q: What is missing middle housing?**

**A:** "Missing middle housing" refers to a range of housing types scaled between single-family detached houses and larger apartment buildings. Housing types that are considered as part of the missing middle include duplexes, triplexes, four-units, rowhouses, live-work buildings, accessory dwelling units (ADU), clustered small homes like bungalow courts, and some small apartment buildings. The scale of missing middle

housing is compatible with most existing single-family residential areas. Missing middle housing types can also be accommodated in Medium Residential areas and in Low Residential areas.



**Q: How does the City develop its population projection?**

**A:** The City is projecting Madison will add approximately 115,000 new residents between 2020 and 2050. The projection is based on two components: growth trends established by the 2000-2020 Decennial Census and a modified population projection prepared by the Capital Area Regional Planning Commission. For more details see [this summary](#).

**Q: How does the City coordinate with the school districts?**

**A:** City staff regularly meets with Madison Metropolitan School District (MMSD) staff and their consultants to review estimated housing development and population assumptions to help the school district anticipate and plan for potential enrollment changes. Additionally, a school district representative from MMSD has a designated seat on the City’s Plan Commission, enabling MMSD to be informed about and participate in discussions about all City plans and proposed developments considered by the Plan Commission. City staff also meets with other school districts for areas within Madison that are not a part of MMSD boundaries.

# Economy and Opportunity

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## **Q: What is a TID? What does it mean to be included in the TID boundary?**

**A:** Tax Increment Financing (TIF) is an economic development and governmental finance tool that the City uses to provide funds to construct public infrastructure, promote development opportunities, and expand future tax base. The City seeks to use TIF to enhance the built environment in concert with adopted plans and to strengthen the City’s economic foundation in an equitable manner. TIF assistance in Madison is only used when proposed development would not occur “but for” City assistance. A Tax Incremental District (TID) is a contiguous area identified for development using Tax Incremental Financing. Madison identifies projects in a TID plan to encourage and facilitate the desired development. As property values rise, usually due to development, the City can use the property tax paid on that development to pay for the projects. Owners of property in a TID pay the same rate of taxes that owners outside the TID pay. Being within a TID does not freeze or increase property taxes. It simply allows the City to dedicate money from increased property tax collections due to higher property values towards projects that benefit the TID. Public parkland is sometimes contained within the boundary of a TID to maintain a contiguous boundary with developable properties, but its presence within the boundary does not indicate it is intended for development. Similarly, other properties within a TID may simply be included to maintain a contiguous boundary, even when the TID plan or City plans do not plan for redevelopment of those properties.

# Culture and Character

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## **Q: What is an Urban Design District (UDD)? What impacts do Urban Design Districts have on development and building design?**

**A:** Urban Design Districts ensure development contributes to creating a high quality, well-designed built environment within certain areas of the city. There are currently eight Urban Design Districts that are generally located along the city's major transportation corridors or gateways into the city.

The Southeast area Plan includes Urban Design District #1. [Map Link](#) Each Urban Design District is unique and establishes requirements and guidelines for new development, buildings, remodeling, or additions to existing buildings, some being more prescriptive than others. While the guidelines and requirements are different in each district, generally they address building design (building height, setbacks, and stepbacks), design and quality of exterior materials and architectural detailing, lighting, signage, the design of private open space, landscaping, and screening.

# Green and Resilient

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**Q: Can the City require that new housing and other development include solar panels and heat pumps?**

**A:** The Wisconsin State Building Code prevents the City from requiring that new development include solar panels and heat pumps.

**Q: What is the City doing to preserve trees? How does the Planning Division coordinate with other agencies like the Streets Division and its Urban Forestry Section?**

**A:** The City highly values its urban tree canopy and works to maintain and enhance it in multiple ways across various City agencies. The City's [2020 Urban Forestry Task Force Report](#) lays out goals and recommendations to achieve a diverse, resilient, and thriving urban canopy. The Report recommends tree preservation and planting guidelines primarily in circumstances where the City has control, such as with private development subject to City review, along streets, on the grounds of public facilities, and in parks and greenways. The Report helps inform the work of City agencies like the Streets Division's Urban Forestry Section, which is responsible for tree planting, pruning, and maintenance along City streets. It also informs City Engineering's tree management in stormwater facilities.

The Planning Division uses the Urban Forestry Task Force Report and other adopted plans and policies and coordinates with City agencies like Engineering and Urban Forestry to make recommendations through its Area Plans to enhance the tree canopy along streets and on other public land, and in some cases through coordination with private property owners to create publicly accessible wooded areas that link to public greenspaces.

**For more on the Southeast Area Plan, including upcoming meetings, commenting/feedback opportunities, and project manager contact information, please [visit the project website](#).**

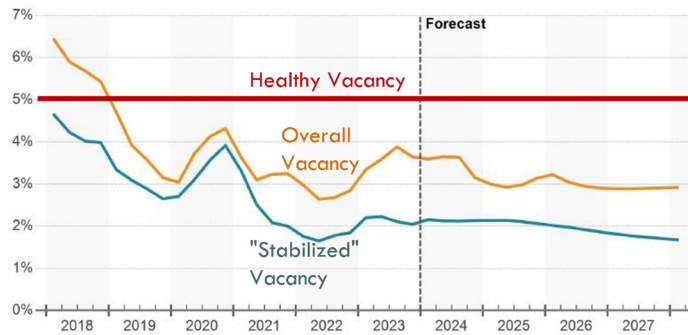
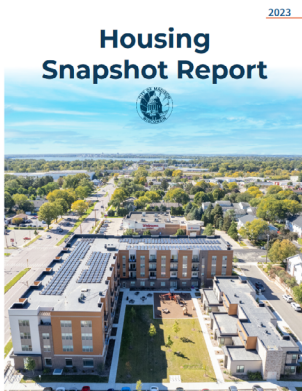
# City of Madison Housing Snapshot

November 2024

## Q: Is there really a housing crisis?

**A:** It's estimated that there is a national shortage of four to seven million homes, and the average rent nationwide has risen 30% since 2017. Locally, Madison has seen strong population growth, household creation, and in-migration, but the creation of new housing has not kept pace, leading to an imbalance of supply and demand that affects both housing availability and housing affordability. Median gross rent in Madison has increased approximately 40% in the last decade. More than half of renters are rent burdened, meaning they spend more than 30% of their income on housing costs.

A healthy rental vacancy rate that creates a balance between rental property owners and renters is typically cited as between 5% and 7%, but the rental vacancy rate in Madison is currently below 4% and has not been above 5% in well over a decade. Similarly, the homeowner vacancy rate is approximately 0.5%, much lower than the "healthy" rate of 2%. Slow owner-occupied housing construction and low available inventory contributes to tight markets that increase sales prices. The average assessed value of a single-family home in Madison has increased by approximately 90% in the past decade and more than 20% of households that own their own residences are cost burdened. See [https://www.cityofmadison.com/dpced/community-development/documents/2023\\_Housing\\_Snapshot\\_Report\\_Final.pdf](https://www.cityofmadison.com/dpced/community-development/documents/2023_Housing_Snapshot_Report_Final.pdf) for more information.

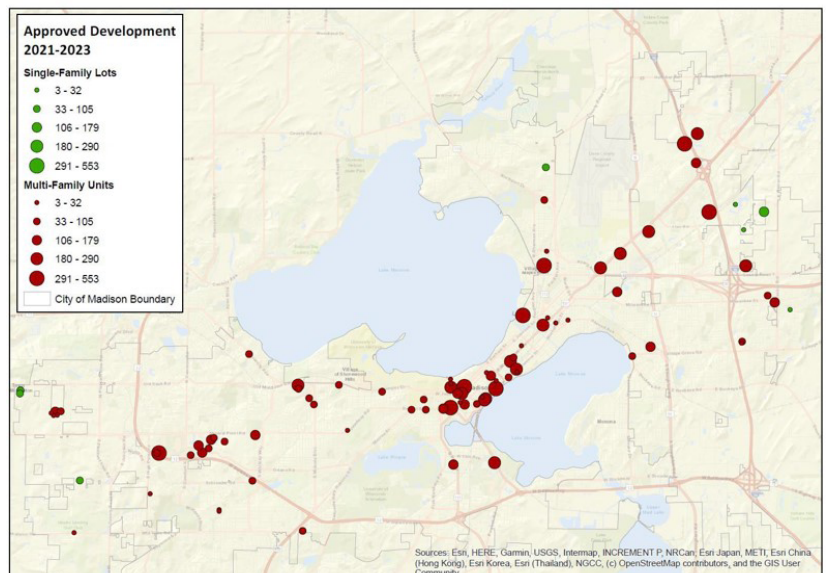


City of Madison Vacancy Rates with Forecast

## Q: How many new housing units are being built in Madison?

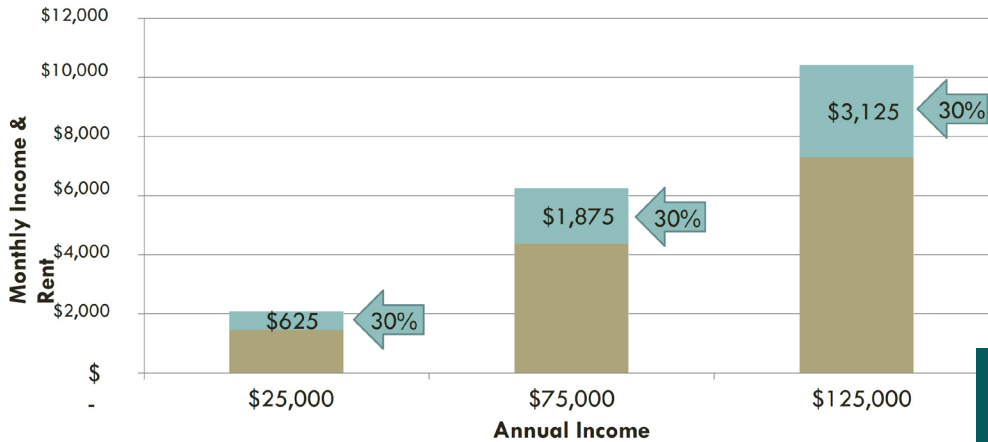
**A:** During the 13-year period between 2006 and 2019 (after which housing production began increasing), approximately 19,000 housing units were built in Madison, while the number of households increased by over 24,000. The map at right shows that new housing has occurred along major transportation corridors across the city, and in both urban and more suburban growth areas.

## City of Madison Recently Approved Housing Development



## Q: What does it mean for housing to be affordable?

A: Affordability is really just a measure of household income to housing costs. So, no matter how much money you make, there's a level at which housing will no longer be affordable to you. Housing is deemed affordable if a household is paying less than 30% of their income toward it. In the graph below, examples are shown for three different incomes. When we talk about affordability, we're really talking about people on the lower end of the income spectrum, or those making \$50k or less.



## Q: Affordable for whom?

A: Jobs that pay less than \$50,000 or less largely fall into the service based-economy. These types of jobs are found all over the City. Federal Housing Support begins at 60% of Area Median Income. Households with 3 people, making just \$54K are just below 50% of Area Median Income. If you are middle-income and above, the housing market provides more options. In order to buy a median priced home in the City of Madison, it would require a \$127,000 household income for a family of three.

- Personal Care and Service: \$38,875
- Administrative Assistant: \$47,990
- Data entry: \$37,110
- Janitor: \$31,200
- Hospitality / Hotel Desk: \$32,910
- Childcare Worker: \$24,380
- Waiter: \$31,020
- Food Prep/ Line Cook: \$32,302
- Cashier/Retail: \$29,620
- Lab Tech: \$54,570

To afford these homes if housing costs are 30% of your household income, you would need to make:

**\$84,000**



2 bed, 2 bath, 1,150 sq ft condo on south side

**Listed Price: \$225,000**

20% Down Payment: \$45,000

Monthly Payment\*: \$1,825 (+ \$269/mo HOA)

### WHO CAN AFFORD:

Single: software engineer, research scientist  
 Couple: teacher+firefighter,  
 nurse+childcare worker

**\$127,000**



3 bed, 2 bath, 1,989 sq ft house on west side

**Listed Price: \$425,000**

20% Down Payment: \$85,000

Monthly Payment\*: \$3,181

### WHO CAN AFFORD:

Single: family physician, architect  
 Couple: police officer+systems analyst,  
 accountant+physical therapist

**\$255,000**



4 bed, 3 bath, 1,940 sq ft house on near west side

**Listed Price: \$895,000**

20% Down Payment: \$179,000

Monthly Payment\*: \$6,367

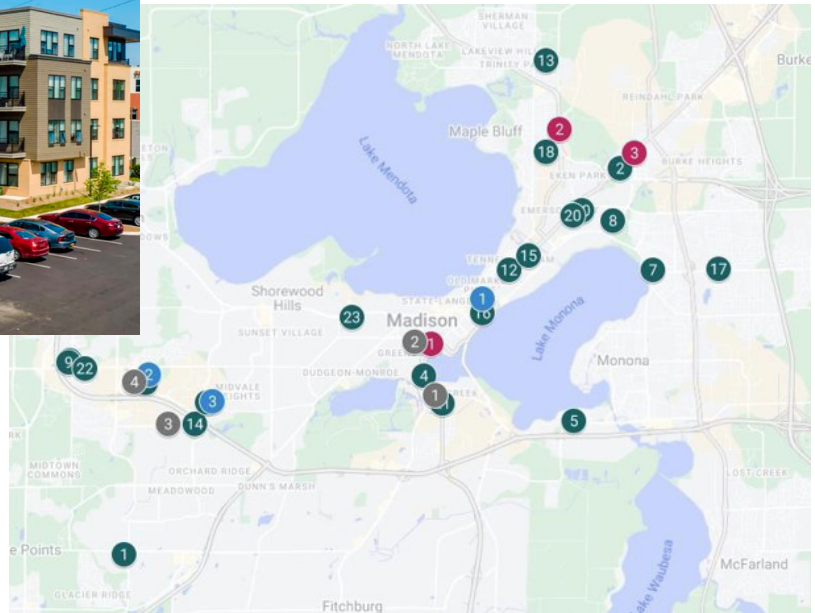
### WHO CAN AFFORD:

Single: surgeon  
 Couple: family physician+corporate lawyer,  
 psychiatrist+architect



## Q: How many Affordable Housing units are being built??

A: Over the past decade, the city had aided in the creation of over 2,100 affordable new housing units with an emphasis on location along highly serviced transit corridors. The map below shows the distribution of affordable housing tax-credit aided projects.



## Q: Does Madison really need this much Housing and change?

A: Over 2,000 new housing units are needed every year just to keep up with household growth. However, this would do nothing to address the backlog or any of the indicators of the housing crisis identified above. It would just keep pace from this point forward. Hundreds of additional housing units need to be built every year just to begin to slow housing cost increases. The past two decades have indicated that slow housing production does not slow population growth, household creation, or in-migration. Slow housing growth and consistent population growth places the burden of the tight housing market on the city's lowest income households, who cannot compete with higher earners who could otherwise afford newly constructed housing but end up paying higher rents for established, naturally occurring affordable housing.

## Q: Does the zoning already in place allow the housing we need?

A: While this may seem like a straightforward calculation, it's not really possible to determine the answer because so many apartment or condominium developments depend on conditional use review. For example, the Traditional Residential-Varied 2 (TR-V2) zoning district allows up to 12 dwellings without a conditional use review, but up to 60 dwellings if a conditional use permit is granted by the Plan Commission subject to the zoning ordinance's standards for conditional use approval. The type of development that can be allowed also depends on adjoining property use, lot dimensions, and other factors. Outside of zoning ordinance considerations, a landowner must also choose to develop or redevelop, and many landowners that may have the capacity to develop more units under the zoning code do not wish to change their properties.

## Q: What is missing middle housing?

A: “Missing middle housing” refers to a range of housing types scaled between single-family detached houses and larger apartment buildings. Housing types that are considered as part of the missing middle include duplexes, triplexes, four-units, rowhouses, live-work buildings, accessory dwelling units (ADU), clustered small homes like bungalow courts, and some small apartment buildings. The scale of missing middle housing is compatible with most existing single-family residential areas. Missing middle housing types can also be accommodated in Medium Residential areas and in Low Residential areas.



## Q: How does the City develop its population projection?

A: The City is projecting Madison will add approximately 115,000 new residents between 2020 and 2050. The projection is based on two components: growth trends established by the 2000-2020 Decennial Census and a modified population projection prepared by the Capital Area Regional Planning Commission. For more details see [https://www.cityofmadison.com/dpced/planning/documents/2023\\_Population\\_Projection.pdf](https://www.cityofmadison.com/dpced/planning/documents/2023_Population_Projection.pdf).

## Q: What is Housing Forward?

A: City agencies work on a variety of strategies & policies to help solve different parts of the housing crisis.

### INCREASE HOUSING CHOICE



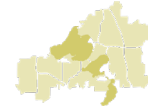
Increased by-right zoning



Accessory Dwelling Units as Permitted Use



Transit Oriented Development Overlay



Planning Framework

### CREATE AFFORDABLE HOUSING THROUGHOUT THE CITY



Affordable Housing Fund



Created the Landbanking Fund & Policy



Downtown Height Bonus



TIF Policy Update

### COMBAT DISPLACEMENT & SEGREGATION



Housing Forward RFP



Smaller-Scale Development Loan Program



Rental Rehab Programs



ACRE Madison

### ENSURE SENIORS & OTHERS CAN STAY IN THEIR HOMES



Tenant Protection



Emergency Rental Assistance Program



Eviction Defense Program



Rehabilitation Loans & Property Tax Assistance for Older Adults



Renovate Natural Occurrence Affordable Housing

### WORK TO END HOMELESSNESS



Affordable Housing Fund Preference



Permanent Men's Shelter



Permanent Women & Family Shelter



Shelter Alternatives



Tiny Homes



# Zoning District Summary

November 1, 2024

Please contact Zoning staff with any questions at 608-266-4551 or email [zoning@cityofmadison.com](mailto:zoning@cityofmadison.com).

This document provides a summary of the City's zoning districts. Not all uses and development standards (lot size, building setbacks, etc.) are included in this table. For full details refer to the [Zoning Code Ordinance \(Chapter 28\)](#).

Permitted Use – a use allowed without approval from the Plan Commission, also referred to as a “by right” use  
 Conditional Use – a use allowed with approval from the Plan Commission due to potential impacts associated with the use. For Conditional Use review procedures refer to the [Zoning Code Ordinance \(Chapter 28.183\)](#).

## Residential Districts

District	District Name	Description	Residential Permitted Uses	Residential Conditional Uses	Max. Number of Stories*	Max. Allowed Density (Dwelling Units/Acre)^
TR-R	Traditional Residential – Rustic	Single family and select other uses like schools, parks, places of worship and daycares, etc. The lot size, lot width, and building setbacks decrease as you go down the list.	Single family building		3	1
SR-C1	Suburban Residential – Consistent 1		Single family building		2	5
SR-C2	Suburban Residential – Consistent 2		Single family building		2	7
TR-C1	Traditional Residential – Consistent 1		Single family building		2	7
TR-C2	Traditional Residential – Consistent 2		Single family building		2	10
TR-C3	Traditional Residential – Consistent 3		Single family building		2	14
SR-C3	Suburban Residential – Consistent 3	Single family, 2–3 unit buildings and select other uses like schools, parks, places of worship and daycares, etc.	Single family building, 2 unit building		2	7–10
TR-C4	Traditional Residential – Consistent 4		Single family building, 2–3 unit building		2	10–32
SR-V1	Suburban Residential – Varied 1	Ranges from single family to townhomes and small multifamily buildings, and select other uses like schools, parks, places of worship and daycares, etc. Mixed-use buildings are also allowed but are limited to uses like a daycare, church or gym.	Single family building, 2–3 unit building, 3–4 unit townhome, 4–8 unit multifamily	>4 unit townhome, Mixed-use building	3	7–29
TR-V1	Traditional Residential – Varied 1		Single family building, 2–3 unit building, 3–4 unit townhome, 4 unit multifamily	Mixed-use building	2	14–29
SR-V2	Suburban Residential – Varied 2	Ranges from single family to large multifamily buildings, and select other uses like schools, parks, places of worship and daycares, etc. Mixed-use buildings are also allowed but are limited to uses like a daycare, church or gym.	Single family building, 2–3 unit building, 3–8 unit townhome, 4–24 unit multifamily	>8 unit townhome, >24 unit multifamily, Mixed-use building	4	7–29
TR-V2	Traditional Residential – Varied 2		Single family building, 2–3 unit building, 3–4 unit townhome, 4–12 unit multifamily	>4 unit townhome, 13–60 unit multifamily, Mixed-use building	3	14–29
TR-U1	Traditional Residential – Urban 1	Ranges from single family to large multifamily buildings, and select other uses like schools, parks, places of worship and daycares, etc. These residential district have the highest maximum allowed density. Mixed-use buildings are also allowed but are limited to uses like a daycare, church or gym.	Single family building, 2–3 unit building, 3–8 unit townhome, 4–24 unit multifamily	>8 unit townhome, >24 unit multifamily, Mixed-use building	5*	14–58
TR-U2	Traditional Residential – Urban 2		3 unit building, 3–8 unit townhome, 4–36 unit multifamily	Single family building, 2 unit building, >8 unit townhome, >36 unit multifamily	6*	14–124
TR-P	Traditional Residential – Planned	Large areas that provide a mix of housing types, and select other uses like schools, parks, places of worship and daycares, etc. Sites that are more than 10 acres require approval of a Master Plan by Common Council.	Single family building, 2–3 unit building, 5–8 unit townhome, >60 unit multifamily		4	15–72

\* Additional stories allowed with Conditional Use approval

^ The Zoning Code establishes the minimum lot area (or amount of land) that is required for each residential unit type, such as a single family building or a townhouse. Each unit type has a different minimum lot area requirement. For example, in the SR-V1 District 6,000 square feet of lot area is required for each single family unit and 1,500 square feet of lot area is required for each townhouse unit. The Maximum Allowed Density in this table is in dwelling units per acre. One acre of land is equal to 43,560 square feet. To convert this to the number of single family dwelling units per acre, divide 43,560 by 6,000 square feet, which equals 7.2 units. This means that there can be 7 single family dwelling units per acre of land (the number of units are rounded down to a whole number).



# Zoning District Summary

## Mixed Use and Commercial Districts

District	District Name	Description	Residential Permitted Uses	Residential Conditional Uses	Max. Number of Stories*	Units per acre of land for entirely residential buildings^
LMX	Limited Mixed-Use	Small-scale mixed-use development within or adjacent to residential areas. Building size is limited to 5,000 square feet.	Live-work unit, 1 to 2-unit mixed-use buildings		2	Determined by building use
NMX	Neighborhood Mixed-Use	Medium-scale mixed-use areas	Live-work unit, 4–12 unit multifamily, 1–24 unit mixed-use building	Single family building, 2–3 unit building, 3 or > unit townhome, 13–24 unit multifamily, >24 unit mixed-use building	3*	87
TSS	Traditional Shopping Street	Mixed-use street corridors	Live-work unit, 5–24 unit multifamily, 1–48 unit mixed-use building	Single family building, 2–3 unit building, 3 or > unit townhome, 4 unit multifamily, >24 unit multifamily, >48 unit mixed-use building	3*	124
CC-T	Commercial Corridor – Transitional	Historically auto-oriented commercial corridors that should become mixed-use corridors	Live-work unit, 5–36 unit multifamily, 1–60 unit mixed-use building	Single family building, 2–3 unit building, 3 or > unit townhome, 4 unit multifamily, >36 unit multifamily, >60 unit mixed-use building	5*	87
CC	Commercial Center	Historically auto-oriented, large-format retail and office sites that should become mixed-use centers	Live-work unit	3 or > unit townhome, 4 or > multifamily, 1 or > unit mixed use building	5*	58
RMX	Regional Mixed Use	High-intensity mixed-use centers with a variety of multifamily housing options and commercial activities that serve the needs of the region. These areas typically include large-scale sites with multistory buildings and should be the most intensively developed areas in the city outside of the downtown.	Live-work unit, 3 or > unit townhome, 4 or > multifamily, 1 or > unit mixed use building		5*	No maximum
MXC	Mixed-Use Center	Used to redevelop or establish new compact, mixed-use centers. This zoning district requires approval of a Master Plan.	Live-work unit, 3 or > unit townhome, 4–36 unit multifamily, 1–60 unit mixed-use building	>36 unit multifamily, >60 unit mixed-use building	Determined by Master Plan	Determined by Master Plan
THV	Tiny House Village	More than 3 tiny houses on one property. Can include a community building for residents. Limited commercial and manufacturing uses are allowed.	Tiny houses		25 feet	Determined by approved plans

\* Additional stories allowed with Conditional Use approval

^ The Zoning Code establishes the minimum lot area (or amount of land) that is required for each residential unit type, such as a single family building or a townhouse. Each unit type has a different minimum lot area requirement. For example, in the SR-V1 District 6,000 square feet of lot area is required for each single family unit and 1,500 square feet of lot area is required for each townhouse unit. The Maximum Allowed Density in this table is in dwelling units per acre. One acre of land is equal to 43,560 square feet. To convert this to the number of single family dwelling units per acre, divide 43,560 by 6,000 square feet, which equals 7.2 units. This means that there can be 7 single family dwelling units per acre of land (the number of units are rounded down to a whole number).



# Zoning District Summary

## Downtown and Urban District

District	District Name	Description	Residential Permitted Uses	Residential Conditional Uses	Max. Number of Stories*	Units per acre of land for entirely residential buildings^
DR1	Downtown Residential 1	Areas in Downtown with smaller residential buildings. There is a maximum building width of 60 feet. Mixed-use buildings are also allowed but are limited to uses like a daycare or church.	Single family building, 2-3-unit building, 3-8 unit townhome, 4 unit multifamily	>4 unit multifamily, Mixed-use building	Determined by Downtown Height Map	No maximum
DR2	Downtown Residential 2	Areas in Downtown with smaller residential buildings. Limited commercial uses are permitted in mixed-use buildings.	Single family building, 2-3-unit building, 3-8 unit townhome, 4-8 unit multifamily	>8 unit multifamily, Mixed-use building	Determined by Downtown Height Map	No maximum
UOR	Urban Office Residential	Areas in Downtown that have a combination of office uses and multifamily residential uses in close proximity to residential only areas.	Live-work unit, 3 or > unit townhome, 4-8 unit multifamily, 1-60 unit mixed-use building	>8 unit multifamily, Mixed-use building	Determined by Downtown Height Map	No maximum
UMX	Urban Mixed Use	High-density mixed-use areas	Live-work unit, 3 or > unit townhome, 4-8 unit multifamily, Mixed-use building	>8 unit multifamily	Determined by Downtown Height Map	No maximum
DC	Downtown Core	High-density mixed-use areas that includes the Capitol Square, the State Street corridor, and surrounding properties. Residential uses are appropriate in some locations or in combination with other uses. This district is intended to allow intensive development with high-quality architecture and urban design.	Live-work unit, 4 or > unit multifamily, Mixed-use building		Determined by Downtown Height Map	No maximum

\* Additional stories allowed with Conditional Use approval

^ The Zoning Code establishes the minimum lot area (or amount of land) that is required for each residential unit type, such as a single family building or a townhouse. Each unit type has a different minimum lot area requirement. For example, in the SR-V1 District 6,000 square feet of lot area is required for each single family unit and 1,500 square feet of lot area is required for each townhouse unit. The Maximum Allowed Density in this table is in dwelling units per acre. One acre of land is equal to 43,560 square feet. To convert this to the number of single family dwelling units per acre, divide 43,560 by 6,000 square feet, which equals 7.2 units. This means that there can be 7 single family dwelling units per acre of land (the number of units are rounded down to a whole number).



# Zoning District Summary

## Employment Districts

District	District Name	Description	Residential Permitted Uses	Residential Conditional Uses	Max. Number of Stories*	Units per acre of land for entirely residential buildings^
SE	Suburban Employment	Employment areas that can include limited industrial uses. Residential requires conditional use approval. The minimum lot size is larger than the TE District.		Live-work unit, >8 unit townhome, Multifamily building, Mixed-use building	5*	21
TE	Traditional Employment	Employment areas that can include limited industrial uses. Residential requires conditional use approval. The minimum lot size is smaller than the SE District.		Live-work unit, >8 unit townhome, Multifamily building, Mixed-use building	5*	21
EC	Employment Campus	Large areas that function as a campus, with a mix of employment and specialized manufacturing. Residential requires conditional use approval. This zoning district requires approval of a Master Plan by Common Council.		Live-work unit, >8 unit townhome, Multifamily building, Mixed-use building	Determined by Master Plan	29
SEC	Suburban Employment Center	Used for existing office and business parks. Properties are no longer rezoned to this zoning district. This zoning district requires approval of a Master Plan by Common Council.		Mixed-use building	Determined by Master Plan	Determined by Master Plan
IL	Industrial Limited	Light industrial uses, offices, warehousing and limited commercial uses			Not limited	
IG	Industrial General	Heavy industrial uses, offices, warehousing and limited commercial uses			Not limited	

\* Additional stories allowed with Conditional Use approval

^ The Zoning Code establishes the minimum lot area (or amount of land) that is required for each residential unit type, such as a single family building or a townhouse. Each unit type has a different minimum lot area requirement. For example, in the SR-V1 District 6,000 square feet of lot area is required for each single family unit and 1,500 square feet of lot area is required for each townhouse unit. The Maximum Allowed Density in this table is in dwelling units per acre. One acre of land is equal to 43,560 square feet. To convert this to the number of single family dwelling units per acre, divide 43,560 by 6,000 square feet, which equals 7.2 units. This means that there can be 7 single family dwelling units per acre of land (the number of units are rounded down to a whole number).



# Zoning District Summary

## Special Districts

District	District Name	Description	Residential Permitted Uses	Residential Conditional Uses	Max. Number of Stories*	Units per acre of land for entirely residential buildings <sup>^</sup>
A	Agriculture	Cultivation and other agricultural uses. Farm houses are allowed.	Single family building		Not limited for Agricultural Uses	1 unit per 5 acres of land
UA	Urban Agriculture	Smaller-scale agricultural uses within developed areas			25 feet	
CN	Conservancy	Natural areas with limited recreational uses. Areas can also be used for stormwater.			2	
PR	Parks and Recreation	Active outdoor and indoor recreation uses, institutional uses			2*	
AP	Airport	For Dane County Regional Airport uses			5	
ME	Nonmetallic Mineral Extraction	Nonmetallic mining operations			Not Limited	
MC	Mission Camp	A campground for temporary or permanent tents and portable shelters operated by a non-profit or government entity. Intended for people experiencing homelessness.	Government operated	Non-profit operated	25 feet	
CI	Campus Institutional	For educational and medical institutions. Requires approval of a Master Plan by Common Council when a property is rezoned to CI or a new property is created and zoned CI.	Dormitories, Student and faculty housing		3* (Additional stories allowed in approved Master Plans)	
PD	Planned Development	Property-specific district where allowable uses, height, density, building placement, and design are defined only for that site. Planned Development Districts require approval by Common Council.	Determined by Planned Development District	Determined by Planned Development District	Determined by Planned Development District	Determined by Planned Development District
PMHP	Planned Mobile Home Park	Property-specific district for mobile home parks. There are different requirements for new and existing mobile home parks. Planned Development Districts require approval by Common Council.	Mobile homes		Determined by Planned Development District	10-12

\* Additional stories allowed with Conditional Use approval

<sup>^</sup> The Zoning Code establishes the minimum lot area (or amount of land) that is required for each residential unit type, such as a single family building or a townhouse. Each unit type has a different minimum lot area requirement. For example, in the SR-V1 District 6,000 square feet of lot area is required for each single family unit and 1,500 square feet of lot area is required for each townhouse unit. The Maximum Allowed Density in this table is in dwelling units per acre. One acre of land is equal to 43,560 square feet. To convert this to the number of single family dwelling units per acre, divide 43,560 by 6,000 square feet, which equals 7.2 units. This means that there can be 7 single family dwelling units per acre of land (the number of units are rounded down to a whole number).



# Zoning District Summary

## Transit Oriented Development (TOD) Overlay District

Transit oriented development is pedestrian-oriented, compact, development that is centered around public transit. The TOD Overlay District includes areas of the city that are close to existing and planned Metro Transit routes that have frequent transit service.

The TOD Overlay District modifies the requirements of the “base” zoning districts. The TOD Overlay District adds the following requirements for all properties located within the overlay district, with some exceptions:

- Requires a minimum of two stories for non-residential buildings and buildings with more than two residential units
- Establishes a 20 foot maximum building setback for the building
- Requires a primary building entrance facing the street
- Eliminates minimum parking requirements for vehicles
- Automobile areas are not allowed between the building and the street

The TOD Overlay District modifies the permitted uses and maximum building stories for certain base zoning districts.

Base Zoning District	Residential Permitted Uses	Max. Number of Building Stories*
SR-C1	2 unit building	
TR-C1	2 unit building	
SR-C2	2 unit building	
TR-C2	2 unit building	
TR-C3	2 unit building	
TR-C4	2 unit building	
SR-C3	2–3 unit building	
SR-V1	5–8 unit townhome, 9–12 unit multifamily	
TR-V1	5–8 unit townhome, 5–8 unit multifamily	
SR-V2	25–36 unit multifamily	4
TR-V2	5–8 unit townhome, 13–24 unit multifamily	4
TR-U1	25–36 unit multifamily	
TR-U2	37–60 unit multifamily	5
NMX	25–48 unit mixed-use building	4
TSS	49–60 unit mixed-use building	4
CC-T	61–100 unit mixed-use building	
CC		6
RMX		8
TE	<25 unit mixed-use building	

\* Additional stories allowed with Conditional Use approval

## Additional Overlay Districts

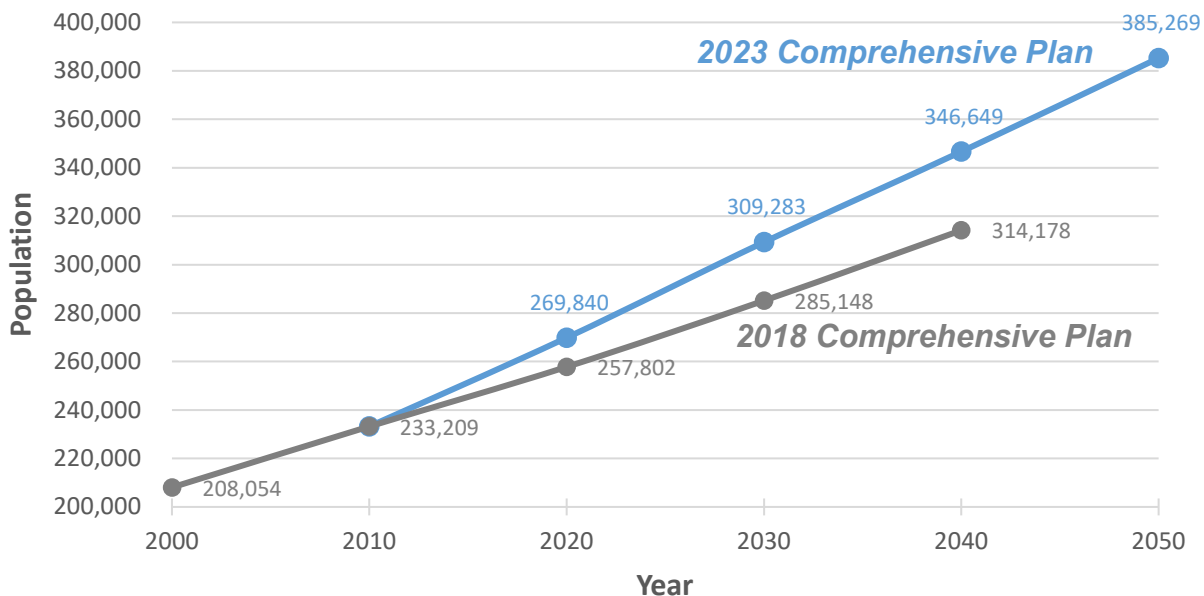
An overlay district is a type of zoning district. Each overlay district has a boundary. In general, the properties within that boundary are subject to the regulations of the “base” zoning district and the overlay district. When there is a conflict between the base zoning district and the overlay district the regulations of the overlay district apply, unless otherwise noted in the Zoning Code.

District Name	Description
<b>Wellhead Protection Overlay Districts</b>	Regulates certain uses near the city’s water wells to protect the water supply.
<b>Floodplain Overlay Districts</b>	Regulates development in the Floodplain to make sure the flow of floodwater is not obstructed and the regional flood height does not increase.
<b>Wetland Overlay District</b>	Regulates development in wetlands to minimize negative impacts.
<b>Alcohol Overlay District</b>	Establishes permitted and conditional uses that override the permitted and conditional uses in the base zoning district. It includes uses that are required to obtain an alcohol license from the City per the Zoning Code.



## City of Madison Population Projections Through 2050

The City of Madison projects Madison's 2050 population to be approximately 385,269, an increase of 115,269 from the 2020 Decennial Census count of 269,840.



### Why do we need population projections?

Madison has consistently been the fastest growing city in Wisconsin based on numerical increase and amongst the fastest growing by growth rate. The housing shortages and housing costs faced by Madison residents are well documented. It is important for the City to understand how much growth is anticipated to plan for housing, jobs, and to guide public sector and private sector investments in infrastructure and services.

### Why has the City produced this particular population projection?

The State of Wisconsin Department of Administration's (DOA) Demographic Services Center previously produced population projections on a regular basis for all Wisconsin municipalities. However, DOA's most recent projections [are from 2013](#) and significantly underestimate Madison's growth. DOA projected Madison's 2020 population to be 251,550 and its 2030 population to be 270,350. As noted above, the 2020 Census count was 269,840.

Given the inaccuracy of DOA's projection, the City produced its own projections for the 2018 Comprehensive Plan. These projections anticipated a 2025 population estimate of 270,631, less than 1,000 residents above the 2020 Census count. Following the release of the 2020 Census count, the City produced new projections in 2023 that are more responsive to actual growth.

### What is the City's projection based on?

The projection is an unweighted average of two components:

- Madison's past 20-year growth rate per the [Decennial Census \(2000-2020\)](#).
- A modification to the population projections prepared by the Capital Area Regional Planning Commission (CARPC) for the [2050 Regional Development Framework \(RDF\)](#).

The first component, Madison's 20-year growth rate, is a 1.31% compound annual growth rate (CAGR) based on the 2000 Census count (208,054) and the 2020 Census count (269,840). This is a more conservative assumption than the City's 10-year growth rate (1.47% CAGR for 2010-2020), but a faster growth rate than the 30-year trend (1.16% CAGR for 1990-2020).

The second component is a modification to the population projections prepared by CARPC for its 2050 RDF. CARPC employed consulting firm [Woods & Poole Economics, Inc.](#) to prepare detailed projections for Dane County and its individual municipalities. See Appendix B of the RDF report for the CARPC population projection methodology. The CARPC projections, found on page 77 of the Framework report, were also created prior to the publication of the 2020 Census counts and missed Madison's actual 2020 population by 12,254 persons. Planning Division staff used the [Wisconsin DOA 2022 population estimate](#) for Madison (279,012) as a base year to forecast out subsequent years with the annual compound growth rates for 2020-2035 (1.17%) and 2035-2050 (0.80%) as derived from the CARPC tables. Minor adjustments to include portions of the Town of Madison and other town areas that will be attached to the City of Madison through intergovernmental agreements after 2022 were based on the 2020 Census count for these areas.