

Planning Division

Agency Overview

Agency Mission

The mission of the Planning Division is to develop and recommend urban development policies, improve the quality of the downtown and existing neighborhoods, and plan for new neighborhoods and peripheral growth management.

Agency Overview

The Agency compiles and analyzes statistical data relating to urban planning and management and implements adopted City land-use and development policies through maintaining development regulations and reviewing specific development proposals. The goal of the Planning Division is to prepare and maintain plan elements as guidance and management for City growth and development and to manage long-range transportation planning and programming for the City and metropolitan area. Planning will advance this goal by monitoring progress on Comprehensive Plan recommendations and continuing a Citywide long-range facilities plan.

2022 Budget Highlights

The 2022 Adopted Budget:

- Includes an overall decrease of \$132,000 (4%) from Planning's cost-to-continue to adopted budget. Changes include:
 - Removing budget for the Neighborhood Conference (Ongoing reduction \$10,000)
 - Reducing budget for Placemaking to align with actual annual expenses (Ongoing reduction: \$5,000)
 - Increasing budgeted salary savings to reflect underfilling currently vacant positions (One-time reduction \$9,000)
 - Reducing the City's contribution to the Business Improvement District by 5% (\$3,275) and transferring the budget to the Economic Development Division (Ongoing reduction: \$62,225)
 - Transfer of a vacant Administrative Clerk position (1.0 FTE) from the Planning Division to Building Inspection (Ongoing reduction: \$69,000)
 - Increasing budget by \$24,000 to continue and expand Town of Madison Final Attachment communication activities
 - This increase is in addition to the \$30,000 that was included in the 2021 Adopted Budget (One-time increase: \$24,000)
- Continues funding for the following programs:
 - Placemaking activities (\$5,000)
 - Neighborhood Grant Program (\$30,000)
 - Annual Municipal Arts Grant Program (\$80,500)
 - BLINK temporary art program (\$10,000)
 - Poet Laureate Program (\$1,500)

The 2022 Adopted Budget includes \$1,139,000 in anticipated grant revenues and expenditures:

- Metropolitan Planning Organization (MPO) intergovernmental revenues (\$976,000). The City's local match for the MPO increased by \$1,000 to \$153,000 when compared to 2021.
- Wisconsin Arts Grants (\$10,500)

Planning**Function: Planning & Development***Budget Overview*

Agency Budget by Fund

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
General	3,531,852	3,543,616	3,546,886	3,583,620	3,451,588	3,477,424
Other Grants	1,210,269	1,120,827	1,133,407	1,126,282	1,138,941	1,138,941
TOTAL	\$ 4,742,121	\$ 4,664,443	\$ 4,680,293	\$ 4,709,902	\$ 4,590,529	\$ 4,616,365

Agency Budget by Service

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
Comp Planning & Dev Review	1,969,788	2,026,453	1,995,059	2,034,955	1,902,295	1,918,273
Metropolitan Planning Org	1,356,870	1,262,677	1,261,762	1,268,132	1,281,245	1,281,245
Neigh Planning Pres & Design	1,415,463	1,375,313	1,423,473	1,406,815	1,406,989	1,416,847
TOTAL	\$ 4,742,121	\$ 4,664,443	\$ 4,680,293	\$ 4,709,902	\$ 4,590,529	\$ 4,616,365

Agency Budget by Major-Revenue

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
Intergov Revenues	-	(20,154)	(20,154)	(21,245)	(23,323)	(23,323)
Charges For Services	(29,050)	(5,457)	(5,457)	(5,457)	(5,457)	(5,457)
Investments & Other Contributions	(2,518)	(1,500)	(7,517)	(1,500)	(1,500)	(1,500)
Transfer In	(39,036)	-	-	-	-	-
TOTAL	\$ (70,604)	\$ (27,111)	\$ (33,128)	\$ (28,202)	\$ (30,280)	\$ (30,280)

Agency Budget by Major-Expenses

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
Salaries	2,951,392	2,944,012	2,904,464	2,992,227	2,939,233	2,960,933
Benefits	807,054	873,586	882,837	864,121	858,923	863,059
Supplies	74,534	112,895	106,746	75,350	75,350	75,350
Purchased Services	749,086	534,457	592,621	578,711	517,076	517,076
Inter Depart Charges	89,867	90,495	90,643	90,495	90,495	90,495
Inter Depart Billing	(41,500)	(41,500)	(41,500)	(41,500)	(41,500)	(41,500)
Transfer Out	182,292	177,609	177,609	178,700	181,232	181,232
TOTAL	\$ 4,812,725	\$ 4,691,554	\$ 4,713,421	\$ 4,738,104	\$ 4,620,809	\$ 4,646,645

Planning

Function: Planning & Development

Service Overview

Service: Comp Planning & Dev Review

Citywide Element: Land Use and Transportation

Service Description

This service maintains the City's urban development and growth management policy through the preparation and maintenance of long-range and Comprehensive Plan elements and neighborhood plans, maintains the City's land development regulations (primarily zoning and subdivision regulations) through the review and evaluation of specific land development proposals, and provides data, information, and mapping services, conducts needs assessments, inventories and analyzes urban development policy issues, and maintains the City's geographic database. The goal of this service is to plan for equitable and sustainable growth, efficient use of land, efficient and equitable transportation systems, and complete neighborhoods.

Major Budget Changes

- A 2021 adopted resolution transferred an administrative Clerk position (#619, 1.0 FTE) from the Planning Division to Building Inspection to better align the budget with service delivery (\$69,000).
- Reduced the City's contribution to the Business Improvement District by 5% (\$3,275).

Activities Performed by this Service

- Plan Creation: Creation of citywide and subarea plans to guide development and manage growth and change.
- Plan Implementation and Design: Implementation of recommendations in the Comprehensive Plan and other adopted plans, including coordination with and support for the work of other City agencies.
- Development Review: Review and evaluation of development proposals, support for development teams and others interested in development review processes, and staff support for the Plan Commission and Urban Design Commission.
- Data and Mapping: Maintenance of GIS data for the Planning Division and provision of maps, data, and data analysis to internal and external partners.
- Community Connections and Partnerships: Coordination of planning efforts with surrounding cities, villages, and towns, Dane County, the Capital Area Regional Planning Commission (CARPC), UW-Madison, area school districts, and other regional partners.

Service Budget by Fund

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
General	1,969,788	2,026,453	1,995,059	2,034,955	1,902,295	1,918,273
Other-Expenditures	-	-	-	-	-	-
TOTAL	\$ 1,969,788	\$ 2,026,453	\$ 1,995,059	\$ 2,034,955	\$ 1,902,295	\$ 1,918,273

Service Budget by Account Type

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
Revenue	(35,248)	-	-	-	-	-
Personnel	1,801,936	1,833,727	1,800,461	1,840,961	1,773,801	1,789,779
Non-Personnel	159,650	149,177	151,048	150,445	84,945	84,945
Agency Charges	43,450	43,549	43,549	43,549	43,549	43,549
TOTAL	\$ 1,969,788	\$ 2,026,453	\$ 1,995,059	\$ 2,034,955	\$ 1,902,295	\$ 1,918,273

Planning

Function: Planning & Development

Service Overview

Service: Metropolitan Planning Org

Citywide Element: Land Use and Transportation

Service Description

This service provides staff for the Metropolitan Planning Organization (MPO), which is the designated policy body responsible for cooperative and comprehensive regional transportation planning and decision making for the Madison Metropolitan Planning Area. The responsibilities of the MPO include conducting a planning process for making transportation investment decisions in the metropolitan area, preparing and maintaining a long-range multi-modal transportation plan, and preparing a five-year transportation improvement program to provide transportation investments that meet metropolitan transportation needs. The role of the MPO is to facilitate coordinated and comprehensive regional transportation planning and decision-making that is fair and impartial.

Major Budget Changes

- The adopted budget assumes intergovernmental revenue to increase by \$17,660, requiring the City's match to increase by \$1,000 to \$153,000 to fully leverage the federal funding.

Activities Performed by this Service

- Long-range Multimodal System Wide Planning: Maintain and refine the Regional Transportation Plan through more detailed studies, including sub-elements of the plan such as the Bicycle Transportation Plan, as part of the continuing, comprehensive, multimodal transportation process for the metro area in accordance with federal rules.
- Data Collection and Analysis: Collect, monitor, and analyze data related to land use development, socioeconomic characteristics of the population, travel patterns, and other factors affecting travel, as well as environmental indicators and issues.
- Transportation System/Congestion Management Planning: Monitor transportation system performance and plan and prioritize investments to improve overall system efficiency and safety with an emphasis on use of technology and lower cost strategies.
- Short-range Transit and Specialized Transportation Planning: Plan near term (5-10 years) improvements to the public transit system as well as specialized transportation services designed to meet the needs of the elderly and persons with disabilities. Assist in coordinating transit and specialized transportation services provided by Metro Transit, Dane County, and other public and private providers.
- Transportation Improvement Program: Approve use of federal funding for transportation projects and services in the metro area through the TIP, which is updated annually. Monitor other major transportation projects and assist in coordinating projects where needed.
- Roadway and Transit Corridor and Special Studies: Lead or assist in planning for roadway and transit investments in major corridors or undertaking special studies that result in more detailed, project specific recommendations that refine the Regional Transportation Plan.
- Ridesharing/Travel Demand Management: Coordinate and implement programs and services designed to promote and encourage increased use of transit, car/vanpooling, bicycling, and walking.
- Administration: Manage the transportation planning program, including program development, administration, and reporting, staffing the MPO Board and committees, and involving policymakers and the public in the planning process.

Service Budget by Fund

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
General	162,361	152,360	151,444	152,360	152,814	152,814
Other-Expenditures	1,194,509	1,110,317	1,110,317	1,115,772	1,128,431	1,128,431
TOTAL	\$ 1,356,870	\$ 1,262,677	\$ 1,261,762	\$ 1,268,132	\$ 1,281,245	\$ 1,281,245

Service Budget by Account Type

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
Revenue	(29,050)	(25,611)	(25,611)	(26,702)	(28,780)	(28,780)
Personnel	841,617	849,177	839,201	863,863	872,157	872,157
Non-Personnel	541,337	435,714	444,626	427,574	434,471	434,471
Agency Charges	2,966	3,397	3,545	3,397	3,397	3,397
TOTAL	\$ 1,356,870	\$ 1,262,677	\$ 1,261,762	\$ 1,268,132	\$ 1,281,245	\$ 1,281,245

Planning

Function: Planning & Development

Service Overview

Service: Neigh Planning Pres & Design

Citywide Element: Neighborhoods and Housing

Service Description

This service maintains and strengthens existing residential and commercial neighborhoods focusing on the downtown, isthmus, and central city, as well as protecting and enhancing the City's natural, cultural, aesthetic, and historic resources. This service provides neighborhood planning services and technical services to neighborhoods, carries out the City's preservation planning program, administers the Madison Arts program, develops and maintains urban design guidelines, prepares development concept plans, and monitors and recommends changes to the City's land development regulations. The goal of this service is planning for efficient and equitable land use and complete neighborhoods in developed, mature parts of the City, balancing the growth and change in Madison with integration of art and cultural/historic preservation, and building leadership and capacity in neighborhoods.

Major Budget Changes

- Removes budget for the Neighborhood Conference (\$10,000)
- Reduces budget from \$10,000 to \$5,000 for Placemaking to align with actual annual expenses (\$5,000)
- Increases budgeted salary savings to reflect underfilling currently vacant positions (\$9,000)
- One-time funding added to continue communication and outreach related to the upcoming Town of Madison Final Attachment on October 31, 2022 (\$24,000). The total one-time funding for these activities in 2022 is \$54,000.

Activities Performed by this Service

- Plan Creation: Creation of citywide topic area plans and subarea plans to guide development and manage growth and change, particularly in existing neighborhoods.
- Plan Implementation and Design: Implementation of recommendations in adopted plans, including coordination with and support for the work of other city agencies.
- Development Review: Review and evaluation of proposals for development and modifications, particularly to historic properties. Support for property owners, developers, and others interested in development review processes, and staff support for the Landmarks Commission.
- Support for the Arts: Administration of the Municipal Art Fund, Art Grant Program, Percent for the Arts, and staff support for the Madison Arts Commission.
- Community Connections and Partnerships: Support for and coordination of planning efforts with community organizations such as neighborhood associations, non-profit organizations, and other groups of residents and business owners across the city.

Service Budget by Fund

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
General	1,399,703	1,364,803	1,400,383	1,396,305	1,396,479	1,406,337
Other-Expenditures	15,760	10,510	23,090	10,510	10,510	10,510
TOTAL	\$ 1,415,463	\$ 1,375,313	\$ 1,423,473	\$ 1,406,815	\$ 1,406,989	\$ 1,416,847

Service Budget by Account Type

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
Revenue	(6,307)	(1,500)	(7,517)	(1,500)	(1,500)	(1,500)
Personnel	1,114,894	1,134,694	1,147,638	1,151,524	1,152,198	1,162,056
Non-Personnel	304,925	240,070	281,302	254,742	254,242	254,242
Agency Charges	1,951	2,049	2,049	2,049	2,049	2,049
TOTAL	\$ 1,415,463	\$ 1,375,313	\$ 1,423,473	\$ 1,406,815	\$ 1,406,989	\$ 1,416,847

Planning

Function: Planning & Development

Line Item Detail

Agency Primary Fund: General

Intergovernmental Revenue

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
Local Revenues Operating	-	(20,154)	(20,154)	(21,245)	(23,323)	(23,323)
TOTAL	\$ -	\$ (20,154)	\$ (20,154)	\$ (21,245)	\$ (23,323)	\$ (23,323)

Charges for Service

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
Reimbursement Of Expense	(29,050)	(5,457)	(5,457)	(5,457)	(5,457)	(5,457)
TOTAL	\$ (29,050)	\$ (5,457)				

Investments & Contributions

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
Contributions & Donations	(2,518)	(1,500)	(7,517)	(1,500)	(1,500)	(1,500)
TOTAL	\$ (2,518)	\$ (1,500)	\$ (7,517)	\$ (1,500)	\$ (1,500)	\$ (1,500)

Transfer In

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
Transfer In From Grants	(39,036)	-	-	-	-	-
TOTAL	\$ (39,036)	\$ -	\$ -	\$ -	\$ -	\$ -

Salaries

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
Permanent Wages	2,223,306	2,309,867	2,211,547	2,323,266	2,262,700	2,285,330
Salary Savings	-	(62,102)	-	(62,465)	(62,465)	(62,465)
Pending Personnel	-	-	-	15,964	15,964	15,964
Furlough Savings	-	-	(1,194)	-	-	-
Compensated Absence	30,111	24,001	30,111	24,001	24,001	24,001
Hourly Wages	13,072	17,000	1,856	17,000	17,000	17,000
Overtime Wages Permanent	23,539	-	-	-	-	-
Election Officials Wages	2,750	-	602	-	-	-
TOTAL	\$ 2,292,778	\$ 2,288,766	\$ 2,242,923	\$ 2,317,766	\$ 2,257,200	\$ 2,279,830

Benefits

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
Comp Absence Escrow	-	-	65,664	-	-	-
Health Insurance Benefit	299,916	332,113	319,418	324,710	333,939	333,939
Wage Insurance Benefit	10,125	10,197	11,638	12,310	12,310	12,310
WRS	152,272	155,916	145,536	156,824	147,074	148,549
FICA Medicare Benefits	169,676	179,710	159,542	179,156	173,757	175,488
Post Employment Health Plans	805	1,719	3,103	1,719	1,719	1,719
TOTAL	\$ 632,795	\$ 679,655	\$ 704,901	\$ 674,719	\$ 668,799	\$ 672,005

Supplies

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
Office Supplies	1,850	5,200	1,850	4,000	4,000	4,000
Copy Printing Supplies	4,708	15,170	4,708	16,000	16,000	16,000
Furniture	-	800	-	500	500	500
Hardware Supplies	508	3,600	508	3,500	3,500	3,500
Software Lic & Supplies	2,753	1,000	2,753	1,000	1,000	1,000
Postage	22,942	16,000	22,942	16,000	16,000	16,000
Program Supplies	-	30,000	30,000	-	-	-
Books & Subscriptions	239	250	239	250	250	250
Food And Beverage	-	975	-	1,500	1,500	1,500
Building Supplies	-	1,000	-	1,000	1,000	1,000
TOTAL	\$ 33,000	\$ 73,995	\$ 63,000	\$ 43,750	\$ 43,750	\$ 43,750

Planning

Function: Planning & Development

Line Item Detail

Agency Primary Fund: General

Purchased Services

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
Telephone	5,262	4,074	970	3,464	3,464	3,464
Cellular Telephone	317	300	306	600	600	600
Facility Rental	-	4,000	-	3,000	3,000	3,000
System & Software Mntc	7,741	11,000	7,741	15,000	15,000	15,000
Recruitment	7	1,000	14	500	500	500
Mileage	-	93	-	-	-	-
Conferences & Training	1,625	17,000	11,390	17,000	17,000	17,000
Memberships	7,085	7,862	7,729	8,000	8,000	8,000
Storage Services	1,933	550	76	725	725	725
Consulting Services	209,109	47,725	65,400	81,000	105,000	105,000
Advertising Services	5,136	4,000	5,519	5,000	5,000	5,000
Other Services & Expenses	87,687	85,500	80,876	95,000	5,000	5,000
Grants	90,287	122,000	165,962	122,000	122,000	122,000
TOTAL	\$ 416,189	\$ 305,104	\$ 345,983	\$ 351,289	\$ 285,289	\$ 285,289

Inter-Departmental Charges

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
ID Charge From Engineering	80,304	80,304	80,304	80,304	80,304	80,304
ID Charge From Insurance	4,606	5,192	5,192	5,192	5,192	5,192
ID Charge From Workers Comp	1,991	1,602	1,602	1,602	1,602	1,602
TOTAL	\$ 86,901	\$ 87,098				

Inter-Departmental Billings

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
ID Billing To Community Dev	(41,500)	(41,500)	(41,500)	(41,500)	(41,500)	(41,500)
TOTAL	\$ (41,500)					

Transfer Out

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
Transfer Out To Grants	182,292	177,609	177,609	178,700	181,232	181,232
TOTAL	\$ 182,292	\$ 177,609	\$ 177,609	\$ 178,700	\$ 181,232	\$ 181,232

Planning Division

Function: Planning & Development

Position Summary

Classification	CG	2021 Budget Adopted		Request		2022 Budget Executive		Adopted	
		FTEs	Amount	FTEs	Amount	FTEs	Amount	FTEs	Amount
ADMIN CLK 1-20	20	3.00	177,641	3.00	176,831	2.00	116,265	2.00	117,428
ADMIN CLK 1-20 PT	20	0.50	48,463	0.50	24,048	0.50	24,048	0.50	24,288
MAD ARTS PROG ADMIN-18	18	1.00	94,686	1.00	93,965	1.00	93,965	1.00	94,905
PLAN GIS SPECIALIST-18	18	3.00	266,159	2.00	178,602	2.00	178,602	2.00	180,388
PLANNER 1-18	18	1.00	81,731	1.00	81,108	1.00	81,108	1.00	81,919
PLANNER 2-18	18	10.00	804,088	9.00	706,836	9.00	706,836	9.00	713,907
PLANNER 3-18	18	7.00	589,577	9.00	793,531	9.00	793,531	9.00	801,468
PLANNER 4-18	18	3.00	295,253	3.00	296,366	3.00	296,366	3.00	299,330
PLANNING DIV DIR-21	21	1.00	125,776	1.00	128,873	1.00	128,874	1.00	130,163
PRINCIPAL PLANNER-18	18	3.00	361,698	3.00	361,158	3.00	361,158	3.00	364,769
PROGRAM ASST 2-20	20	1.00	66,169	1.00	65,665	1.00	65,665	1.00	66,322
TRANSP PLANNING MGR-18	18	1.00	129,991	1.00	129,000	1.00	129,000	1.00	130,290
TOTAL		34.50	3,041,232	34.50	3,035,983	33.50	2,975,418	33.50	3,005,177

Salary amounts recorded on this page are for total budgeted salaries; this amount may differ from budgeted permanent wages as presented in the Line Item Detail due to payroll allocations to other funding sources (capital projects, grants, etc.) or inter-agency services are not reflected in this summary page.