

ELEMENT 8: LAND USE



Land use is the central element of a comprehensive plan. Other elements discuss: projected population, housing, and economic growth, document needed transportation, utility, and community facility improvements, and provide an inventory of community resources. Land use is a highly interconnected topic which ties together all other plan elements. Land use planning, therefore, encourages efficient and sustainable community growth patterns. Additionally, it protects private property from uses that may harm the health, safety, and welfare of neighboring properties, residents, and the city overall. Identification of land use goals informs the public, developers, and governmental agencies as they make development decisions affecting the city.

This chapter inventories existing land uses, land use tools, and regulations. Development trends and projections are identified which inform the goals, objectives, policies and programs that conclude this chapter. This information will guide growth and development over the next 20 years.

Sustainable Land Use Vision

The city encourages redevelopment and high density development as a means to provide access to housing, economic development opportunities, recreation, social interaction, and other basic needs while protecting the natural environment, health, safety, and overall quality of life.

The city is committed to keeping large areas of land open for conservation and recreational uses



8.1 LAND USE INVENTORY

8.1.1 LAND USE CATEGORIES

Land use categories are defined as (Source: Capital Area Regional Planning Commission, 2000):

- **Single-family:** Land used for low-density development of single-family dwellings including accessory buildings.
- **Two-family:** Land used for two-family residences including accessory buildings.
- **Multi-family:** Land used for medium- to high-density development of multi-family dwelling units, having proximity to commercial districts or major streets.
- **Group Quarters:** Land used for providing living quarters for a group of people who are at an institution for a common purpose, such as a nursing home, alcohol treatment facility, or other community-based residential facility (CBRF).
- **Mobile Homes:** Land used for mobile homes, as defined by State Statutes.
- **Light Industrial:** Land used for indoor industrial including light manufacturing, assembly, warehouse, and other storage uses.
- **Commercial:** Land used for retail, service, commercial, and office uses.
- **Communication/Utilities:** Land used for utilities or communications facilities.
- **Education/Schools:** Land used for schools and other education facilities

- **Parks:** Land used by the public for open space and recreation areas.
- **Institutional and Government Administration:** Land used for the city’s operations and services. These include City Hall, the Monona Public Library, the Police, Fire, and EMS Departments, the Monona Senior Center, the Monona Community Center, the Public Works Garage, and the community swimming pool.
- **Cemeteries:** Land used for cemeteries or memorials.
- **Woodlands:** Land that is forested, per Dane County environmental corridor mapping.
- **Water:** Lakes, rivers, and streams, per Dane County inventory.
- **Wetlands:** Wetland areas, per DNR Wetland Inventory mapping.

8.1.2 EXISTING LAND USE PATTERNS

Table 8.1: Land Uses in Monona

Land Use	Acres	Percent of Total
Single-Family	662.4	31.55
Two-Family	18.9	.90
Multi-Family	57.5	2.74
Group Quarters	3.4	.16
Mobile Home	3.2	0.15
Industrial	39.9	1.87
Commercial (Retail and Service)	226.4	10.79
Street Right of Ways	387.8	18.48
Other Transportation	37.7	1.80
Communication/Utilities	19.4	.93
Education	53.3	2.54
Outdoor Recreation	427.5	20.36
Institutional and Government Administration	7.1	0.34
Cemeteries	45.0	2.14
Other Institutional and Government	44.6	2.13
Total Developed Area	2,033.3	96.86
Woodlands	16.0	0.76
Other Open Lands	27.6	1.31
Vacant, Unused Land	2.4	.12
Water	19.8	.94
Total Agriculture and Undeveloped Area	65.8	3.14
Total Area	2,099.1	100.00

Source: Capital Area Regional Planning Commission, 2010

RESIDENTIAL:

All residential land uses in the city comprise 745.3 acres, or 35.5 percent of the 2,099 acres of land in the city. The total net residential density for the city is 1.94 units per acres (4,088 total units).

- Single-family residences comprise 88% of residential land use in Monona. Most of the single-family residential housing in Monona is located in one large contiguous land area

bound by Lake Monona, West Broadway, and Monona Drive. Specific neighborhood associations have been formed in the single-family area including the Frost Woods Home Association, founded in 1935, and the Belle Isle Neighborhood Association.

- Two-family residences comprise 2.5% of residential land use in Monona. These districts are located in the southern part of the city along Roselawn Avenue, Cardinal Crescent, West Gate Road, Winnequah Road, Ford Street, Bartels Street, Falcon Circle, and West Broadway. Other two-family districts are located in the northern half of the city along Valerie Lane, Wallace Avenue, and Schofield Street. Often, the two-family districts act as a transition from single-family to multi-family housing.
- Multi-family residences comprise 7.7% of residential land use in Monona. Multi-family housing is located close to the major thoroughfares in Monona and between retail business and single-family districts. In the southern part of the city, multi-family districts can be found along Pirate Island Drive, Femrite Drive, East Gate Road, Anthony Place, Owen Road, and Bjelde Lane. In the northern part of the city, multi-family districts are located along Gordon Avenue and Valerie Lane, and on the north end of Monona Drive.

In recent years, there has been a substantial increase in multi-family apartment units added to the city's housing stock. Continuance of this trend is being researched, including whether it should be encouraged as desirable growth for the community.

COMMERCIAL, OFFICE, AND INDUSTRIAL

Commercial, office, and industrial development land uses total 265.7 acres or 12.7% of the total amount of land in the city. Commercial development is concentrated in three areas of the city: Monona Drive, East and West Broadway, and the South Towne area.

- Monona Drive functions as Monona's "Main Street." All of the city's Retail Business Zoning Districts are located along Monona Drive.
- The Broadway corridor is zoned Community Design District (CDD) which is a flexible district allowing a compatible mix of residential, commercial, industrial, or open space uses which realize the goals of this Comprehensive Plan.
- The West Broadway corridor includes major office and retail occupants, Wisconsin Physicians Service Insurance Corporation (WPS) and South Towne Mall. The South Towne area includes "big box" retailers and smaller national retail and restaurant businesses. South Towne Office Park is also located in the area.
- Monona's Waterfront District is located along Broadway. It is bound by River Place, a 14-acre commercial and office park on the east, and extends to Bridge Road where a 10-acre site will be redeveloped as a mixed-use waterfront area.
- Monona's only Commercial/Industrial Zoning District, the South Towne Industrial Park, is south of the Beltline. Light industrial uses, such as warehouses, distribution facilities, light manufacturing, and fabrication characterize the Industrial Park.

PARKS AND OPEN SPACES

Monona has an extensive park system including non-recreational green spaces, neighborhood parks, community parks, area parks, and open spaces. According to the city's Park and Open Space Plan, Monona's parks and preserved open spaces comprise approximately 350 acres.

8.2 EXISTING TOOLS AND REGULATIONS

The city utilizes the following development regulations to guide and regulate growth: zoning ordinance, floodplain ordinance, subdivision control ordinance, shoreland zoning, and zoning map. Additional plans have been adopted that guide redevelopment and design standards including: Tax Increment Financing Districts No. 2, 4, 5, 6, 7, 8 and 9, Redevelopment Area Project Plans, the Broadway Corridor Plan, and the Monona Drive Urban Design Guidelines.

8.2.1 ZONING DISTRICTS

The City of Monona adopted a Performance Zoning Code in 1979 to regulate development and land uses. Performance zoning substitutes sensible judgment and efficient administration for rigid regulations. The Zoning Ordinance states that the “intent of a performance zoning code is to regulate development according to flexible standards”, with individual review of each development proposal by the Plan Commission. Monona’s Zoning Districts include:

- **Single-family Residence District (SF):** Low-density development of single-family dwellings and accessory buildings. A single-family dwelling is a building occupied or intended to be occupied by one family for residence purposes and is not attached to another dwelling or structure.
- **Two-family Residence District (TF):** Two-Family Residence Districts are characterized by more dense development than Single-Family Districts. They include two-family residences and accessory buildings. A two-family residence is a building not attached to another dwelling or structure, and occupied or intended to be occupied for residence purposes by two families.
- **Multi-Family Residence District (MF):** Multi-Family Residence Districts are characterized by medium- to high-density dwelling units, having proximity to commercial districts or major streets.
- **Neighborhood Small Business District (NSB):** This District is intended to preserve the historic character of an area, which has traditionally served as a small-scale neighborhood business center and was the site of the incorporation of the Village of Monona. The district’s goal is to provide convenient and accessible sites for small businesses without harming the historic, architectural, and aesthetic quality of the area
- **Retail Business District (RB):** Retail trade, service, office, financial, professional, ancillary residential, and entertainment activities serving the community characterize Retail Business Districts.
- **Commercial/Industrial District (C/I):** This district is characterized by retail, service, commercial, office, recreational, warehouse, and light industrial uses which are highway-oriented. Typical light industrial uses include manufacturing, fabrication, packing, packaging, assembly, repair, terminals, depots, and storage.
- **Community Design District (CDD):** This district is characterized by large undeveloped tracts and large infill and redevelopment parcels where the community vests a particular interest in their rational, comprehensively planned development. Development will include a compatible mix of residential, commercial, industrial, or open space uses.

- **Conservancy District (CON):** Conservancy Districts preserve natural open areas such as lakes, waterways, shorelands, wetlands, marshes, floodplains, streambeds, slopes, and other areas of ecological value. Because these areas have unique physical features, they are desirable and functional as natural drainage ways, water retention areas, natural habitats for plant and animal life, or protected open space. Monona’s Conservancy District is located around U.S. Highway 12/18 in the southern part of the city.
- **Public Facilities District (P):** Governmental agency and public utility facilities characterize this District. Public Facilities Districts include parks, City Hall, the Monona Public Library, the Police, Fire, and EMS Departments, the Monona Senior Center, the Monona Community Center, the Public Works Garage, and the community swimming pool.
- **Cemetery District (CEM):** Cemeteries, mausoleums, funeral chapels, monuments, and ancillary facilities characterize this district. Monona has one cemetery, the Roselawn Memorial Park and Chapel Mausoleum.

8.2.2 DESIGN STANDARDS FOR DEVELOPMENT AND REDEVELOPMENT

The city’s Performance Zoning Code includes General Use and Site Performance Standards, as well as district-specific performance standards within each zoning district. These standards are the primary tool the City uses to enforce design standards for development on a case-by-case basis. Specific quantitative standards for parking, land disturbances, landscaping, and lighting are contained in the City of Monona Site Design Standards for Parking, Landscaping and Lighting (Appendix A of the Zoning Code). Signage design is also regulated.

Specific area plans guide the design of particular districts. The 1989 Broadway Corridor Plan includes design standards for private sector improvements in the three segments of the Broadway corridor: Broadway West, Monona Waterfront District, and Broadway East. The standards guide the design of the streetscape, waterfront, and park areas to help create a consistent image throughout the corridor. The 2010 Monona Drive Urban Design Guidelines operate as a framework within which development and improvement projects occur along Monona Drive. The guidelines establish a means by which city officials may measure the quality, effectiveness and cohesiveness of a proposed project. Goals of the Monona Drive Urban Design Guidelines are:

- Establish a distinctive sense of place within the Monona Drive corridor
- Provide a framework for consistent site plan review
- Create an environment that encourages social gathering and neighborliness
- Encourage destination uses (discourage Monona Drive as a thoroughfare)
- Develop and maintain a positive business atmosphere
- Optimize the balance between needed parking and aesthetics
- Provide pragmatic yet distinctive design guidelines geared toward both new development and renovation
- Provide balance between pedestrian and bicycle friendliness, auto efficiency, and safety
- Provide a basis for coordination with the City of Madison
- Promote walkability of the Monona Drive corridor
- Better define Monona Drive as Monona’s “Main Street”

8.3 LAND USE CONFLICTS

Monona's Performance Zoning Code helps to minimize land use conflicts by regulating uses through sensible judgment and efficient administration. The code gives the Plan Commission authority to determine if a use is compatible with the general characteristics of the zoning district in which that use would occur. The Plan Commission also determines if the use is compatible with the performance and quantitative standards in the Zoning Code. Infill development requires this vetted review process to ensure compatibility with existing and planned land uses.

The city faces several challenges regarding land use. First, Monona is a fully urbanized community and is unlikely to expand its boundaries through annexation. Second, the city lacks any substantial amount of raw land for commercial and residential development. This could lead to an annual decrease in new commercial development. As the remaining amount of raw land is developed, the city will not be able to attract certain developments that require large tracts of land, such as warehouse development, new housing subdivisions, and other land intensive uses. Therefore, the majority of land use changes will be through the redevelopment of existing land uses or the preservation of land as parks and open spaces. Third, it will be important for the city to find creative ways to achieve continued growth in its commercial tax base because of the lack of land for development.

8.4 LAND USE TRENDS

Although the supply of vacant land available for development is limited, regional trends indicate that demand for land development and redevelopment is strong. Consequently, over the next twenty years redevelopment will be a major land use trend.

8.4.1 RESIDENTIAL DEVELOPMENT

The amount of residential development in the city has increased at a minimal rate compared to the decades before 1980 when Monona's residential growth rate was one of the fastest in the state. New development of single-family housing subdivisions (and its platting) has likely come to an end with the completion and build-out of Oak Park in the 1990s which added 44 single-family homes to the community. However, small-lot, single-family home subdivisions, similar to the Homes on Femrite at 215 Femrite Drive, may be replicated in appropriate areas throughout the city.



Condominium development increased substantially with the developments at the north end of Monona Drive and at Oak Park in the 1990s, as well as a substantial increase in senior housing between Owen Road and Femrite Drive. Other multi-family development is expected to continue in the coming years. A high demand exists throughout the Madison Metropolitan Region for higher-

end, higher-density apartment living in close proximity to other amenities such as retail, dining, and recreation.

8.4.2 COMMERCIAL RETAIL AND OFFICE DEVELOPMENT

Since 1990, the amount of retail development in the city has increased, with mainly national franchise development. Most of this growth has occurred in the Broadway corridor with the development of Pier 37 and other development near South Towne Mall. The amount of commercial office development in the city has increased since 1990 with the development of River Place, building additions at Wisconsin Physicians Service, and other redevelopment projects along Monona Drive. Opportunities for additional commercial development exist in Monona's Waterfront District, particularly in RDA No. 8 and 9. Certain areas along retail corridors may support more neighborhood serving retail uses and local retailers rather than auto-oriented and national retailers that characterize areas like South Towne Mall and Pier 37.

8.4.3 INDUSTRIAL DEVELOPMENT

The amount of industrial development in the city has decreased from 58.5 acres in 2000 to 39.9 acres in 2010. Without large tracts of land and development being limited to infill, industrial development is not expected to substantially increase.

8.4.4 PUBLIC BUILDINGS AND FACILITIES

No large changes in land area have occurred for public buildings and facilities. Construction of the new \$22 million Monona Grove High School at the site of the former High School was completed in 2001, as well as remodeling projects at Nichols and Maywood Schools.

In 2012, a study on City of Monona Space Utilization and Facilities was completed. This report discussed potential expansion plans for public buildings such as the Community Center, and relocation of public safety buildings including the Police Department and Fire Department. Any future expansion, relocation, or new construction of public facilities will require review according to the land use goals, recommendations, and conflicts as identified in this plan.

8.4.5 PARKS AND OPEN SPACES

During the 1990s, the amount of land used for parks and open space increased because of the addition of Ahuska Park (22 acres) and Woodland Park (18 acres) to the city.

Table 8.2: City of Monona Land Use Trends

Land Use Category	1980		1990		2000		2010	
	Acres	% Total Area						
Residential	743.6	35.4	733.4	33.6	746.5	33.3	745.3	35.5
Single-Family	676.1		665.2		669.5		662.4	
Two-Family	17.9		17.3		18.4		18.9	
Multi-Family	36.5		39.5		53.0		57.5	
Group Quarters	0.0		1.2		3.2		3.4	
Mobile Home	13.1		10.2		2.4		3.2	
Industrial	30.2	1.4	39.4	1.8	58.5	2.6	39.3	1.87
Manufacturing	18.1		30.1		30.4		12.5	
Wholesale	12.1		9.3		28.1		26.8	
Transportation	316.4	15.1	369.1	24.6	415.1	18.5	425.5	20.27
Streets, Roads, & ROW	304.0		345.9		405.6		387.8	
Railroads & ROW	11.4		12.6		13.5		0.0	
Other	1.0		10.6		9.5		37.7	
Communications & Utilities	3.4	0.2	3.0	0.2	2.0	0.1	19.4	0.93
Generation & Processing	2.1		1.1		0.7		14.3	
Transmission	0.5		1.5		1.4			
Waste Processing	0.7		0.0		0.0		5.1	
Commercial-Retail	75.7	3.6	111.0	7.4	127.4	5.7	118.1	5.63
Transportation Related	17.8		29.4		8.8		18.9	
Gen'l Repair & Maint.	3.5		1.6		19.9		17.5	
Other	54.4		80.0		98.7		81.7	
Commercial-Services	34.0	1.6	67.8	3.1	95.1	4.2	108.3	5.16
Transient Lodging	5.3		3.3		3.0		5.1	
Other	28.7		54.5		92.1		103.2	
Institutional & Government	118.4	5.6	124.3	5.7	129.6	5.8	150	7.14
Education	44.7		47.4		54.2		53.3	
Administration	2.8		0.4		9.7		7.1	
Cemeteries	39.9		39.9		40.8		45.0	
Other	70.9		36.6		24.9		44.6	
Recreation	98.2	4.7	51.5	2.4	100.8	4.5	427.5	20.36
Agriculture & Undeveloped	681.3	32.4	683.1	31.3	565.1	25.2	65.8	3.14
Woodlands	0.0		41.1		15.4		16.0	
Other Open Land	378.7		345.0		359.0		27.6	
Vacant Unused Land	165.6		157.0		35.3		2.4	
Water	137.0		140.0		152.5		19.8	
Total Developed Area	1419.9	67.6	1499.5	68.7	1675.1	74.8	2033.3	96.86
Total Area	2101.2	100.0	2182.6	100.0	2240.2	100.0	2099.1	100.00

Source: Capital Area Regional Planning Commission (CARPC), 2010

8.5 LAND MARKET

8.5.1 SUPPLY

The supply of land available for development in Monona is limited to infill or redevelopment projects. According to the CARPC, Monona had 2.4 acres that are either vacant or available for development in 2010. This number is likely higher. Several acres that are a part of WPS's campus and the Meriter Clinic that are set aside for their future development, as well as potential infill development on other commercial sites, are not included in these figures. Vacant commercial parcels in 2015 include:

North Monona Drive:

- 4801 Monona Drive (Parcel # 71017403816)
- 4803 Monona Drive (Parcel # 71017403923)
- 5103 Monona Drive – Former Subway & Jiffy Lube (Parcel # 71017465652)

West Broadway Area:

- 501 W Broadway (Parcel # 71020455933)
- 501 W Broadway (Parcel # 71020455808)
- 605 W Broadway (Parcel # 71020444123)

East Broadway Area:

- 1208 E Broadway - Former Chief's Auto Parts Site (Parcel #71028121403)

8.5.2 DEMAND

Demand for land in Monona is generally high because of its proximity to major transportation links, including Interstate 90/94, State Highway 12/18, and the Dane County Regional Airport, as well as its proximity to Madison, the State Capital and the University of Wisconsin. Other factors that will affect demand for land in Monona are the high quality of its schools, park system, community pool, public library, and public services.

Land value trends vary from year to year depending on changes in property price, as well as demolition and new construction in the city. During the six year period from 2009-2015, the total land value of the city increased by only 0.1%. However, when looking at the change over a one year period from 2014 to 2015, the percent change in total land value was 3.0% (WI-DOR 2015 Statement of Changes in Equalized Values by Class and Item).

Table 8.3: City of Monona Equalized Property Values

	2009	2015	% Change 2009-2015
Residential	\$741,131,600	\$750,729,000	1.2%
Commercial/Manufacturing	\$354,496,900	\$346,966,600	-2.2%
Total Land Value	\$1,096,095,500	\$1,097,695,600	0.1%

Source: Wisconsin Department of Revenue, Statement of Merged Equalized Values, 2009 and 2015.

8.6 REDEVELOPMENT OPPORTUNITIES

8.6.1 FUTURE ASSUMPTIONS AND PROJECTIONS

Market trends and the needs of Monona's citizens will affect the city's change in land uses. Predicting the types and timing of land use changes over the next twenty years is difficult as there are very few vacant sites for development and because most development will be redevelopment of existing sites. Future assumptions driving land use changes may include:

- **Demographic Changes:** Monona's population will like remain steady over the next decade. Land use changes could drive a slight population increase.
- **Future Housing Development:** Monona is not likely to experience significant increases in its single-family housing stock. Any substantial increases in the city's overall housing stock are likely to come from increases in multi-family, senior, and condominium housing. The city's housing stock could also grow through mixed-use developments, such as apartment units above retail businesses. Since 37% of the city's population is greater than 50-years-old and the baby-boom generation is closer to retirement, demand for housing by seniors will likely grow. Homes occupied by older individuals will turn-over to younger growing families that may consider redevelopment of smaller 1950s homes for larger modern homes. Multi-family rental vacancy rates are low and there is a shifting preference toward higher density residential units within close proximity to amenities including recreation, retail, and restaurants. This demand will need to be balanced with the desire to maintain the single family residential character of many existing Monona neighborhoods.
- **Future Commercial Development:** Future commercial development will occur primarily along Monona Drive and Broadway. Specific areas targeted for development include the former Chief Auto Parts site at 1208 E Broadway, Monona's Waterfront District in RDA Nos. 8 and 9, and segments of RDA Plan No. 7.

8.6.2 CURRENT REDEVELOPMENT PLANS

Increases in the commercial tax base must come through quality redevelopment projects and additions and renovations to existing buildings. The city currently has eight areas designated as Redevelopment Areas (RDAs) where these efforts are targeted. RDA plan No. 3 was retired in 2015 and No. 1 is no longer effective as of December 31, 2018.

8.6.3 SMART GROWTH AREAS AND POTENTIAL LAND USE CHANGES



The Department of Administration (DOA) defines a *smart growth area* as “an area that will enable the development and redevelopment of lands with existing infrastructure and municipal, state, and utility services, where practicable, or that will encourage efficient development patterns that are both contiguous to existing development and at densities which have relatively low municipal, state governmental, and utility costs.”

- **North end of Monona Drive:** On the lakeside of north Monona Drive in a multi-family zoning district, condominium development has occurred steadily since the 1990s. This area still contains many single- family homes and it has been transitioning to a higher density, multi-family development. The retail business block between Winnequah Road and Parkway Drive is designated “blighted” and has redevelopment potential. The area could also be converted to higher density uses such as mixed-use, retail, or condominiums. The

commercial stretch between Parkway Drive to just south of St. Teresa Terrace is also included in RDA No. 7. This plan identifies future land use as mixed-use residential and/or commercial, which could occur as horizontal mixed-use or vertical mixed-use.

- **Frost Woods Road, Femrite Drive, and Monona Drive Neighborhoods:** Construction of a mix of senior housing and commercial redevelopment has occurred in RDA No. 5 including the Frost Woods Senior Housing and MSP Horizon Senior Housing developments.
- **South Towne Area:** The South Towne Shopping Center was built during the 1980s. The area's close proximity to Interstate 90/94 and U.S. Highway 12/18 make it an attractive area for office buildings. The South Towne Industrial Park on the west side of South Towne Drive also has potential to change land uses. Redevelopment of this area could transition uses from light industrial and warehouse uses to office buildings.
- **Monona Waterfront District:** Monona's Waterfront District is bound by River Place and Bridge Road. The Yahara Cove Boardwalk extension continued through commercial properties and Lottes Park in 2015 in conjunction with the mixed-use development of public space, residential units, retail, and a waterfront restaurant. Vacant parcels at Falcon Circle are available for development. The city controls 7.4 acres at Bridge Road and Broadway and is facilitating the mixed-use development of this site for a substantial increase in taxable value. The owner- and renter-occupied housing along Interlake Drive and Pirate Island are potential areas for long-term redevelopment within the Waterfront District.
- **East Broadway Corridor:** The east Broadway corridor is zoned Community Design District, allowing for a compatible mix of residential, commercial, industrial, and open spaces. RDA Plan No. 6 covers much of the east Broadway Corridor. This plan has facilitated recent redevelopments including Pier 37, Ahuska Park, MMSD Pumping Station No. 18, the Menards Remodel and Addition, the Broadway Business Park, the UW Health Clinic and Meriter Clinic. The future land use plan within RDA No. 6 shows this area in commercial land use.



8.7 LAND USE & SUSTAINABILITY

Monona is a land-locked community that has been extensively developed throughout the years leading to a strong neighborhood fabric and few available green field sites. Land use in the city of Monona encompasses both the built and the natural environment. How the land is used has a direct impact on residents’ health, the water and other natural resources. For example, high density and mixed-use development leads to less transportation demand and thereby lowered consumption of fossil fuels and decreased air-pollution. Another example is the use of synthetic chemicals for landscaping which has a negative impact on natural habitats, human health, and the state of our lakes. The land use objectives identified in the Monona Sustainability Plan (2015) have been incorporated throughout this Land Use Element, and into the goals, objectives, policies, and programs outlined below.

8.8 GOALS OBJECTIVES POLICIES AND PROGRAMS

GOAL 8.1 <i>Maintain an economically & environmentally sustainable community.</i>	OBJECTIVE 8.1.1 Encourage infill development on vacant parcels to maximize efficient use of public services and facilities.	POLICIES Encourage clean-up of the three remaining contaminated sites in the city to foster brownfield redevelopment. Coordinate land development with transportation, public facilities and services planning.
	OBJECTIVE 8.1.2 Encourage redevelopment projects that will have a positive impact on the city’s tax base and character.	POLICIES Encourage use of sound development principles in design such as the efficient use of land resources, a mix of land uses and transportation options. Increase proximity and walkability to stores, restaurants and other amenities. Promote the city as a good place to locate and conduct business by communicating the city’s planned goals and facilitating access to information via the city’s website and public outreach. Promote the preservation of architecturally, historically, and culturally significant sites, buildings and structures in the city. Strive to upgrade or eliminate obsolete, deteriorating or deteriorated buildings.
	OBJECTIVE 8.1.3 Integrate sustainability considerations in the evaluations and decisions made by the Plan Commission and integrate sustainability components in the zoning code.	POLICIES Complement natural resources and the environment through positive landscaping practices. Maintain percentage of land devoted to open space, parks, and recreation. Improve stormwater management through effective zoning code administration and site plan review.

GOAL 8.2

Encourage development & redevelopment of efficient, well-planned and designed land uses.

OBJECTIVE 8.2.1

Practice proactive planning.

POLICIES

Encourage the development and redevelopment of compact, highly planned mixed-use activity centers that include shopping, employment, housing, and recreation opportunities.

Implement and enforce high quality standards in site planning, landscaping, signage, and building design in retail and commercial districts, as well as design districts where appropriate.

Update outdated planning documents as needed.

The *Zoning Map* and *Zoning Ordinance* shall be amended as deemed necessary by the Plan Commission and City Council based on community needs and market trends and opportunities.

Assemble land into parcels functionally adaptable with respect to shape and size for disposition and redevelopment.

Implement *Redevelopment Plans No. 1 - 9*.

Prepare new *Redevelopment Project Plans* for areas as needed.

POLICIES

Provide for compatibility with adjacent land uses.

Require inconsistent land uses to be buffered through the use of materials such as plants, decorative fences, and walls or berms.

Require feasibility, market, traffic, and/or other studies when appropriate from developers

Strive to avoid excessive duplication of unneeded land uses.

OBJECTIVE 8.2.2

Encourage private development that will add to the tax base and character of the city, stimulate economic activity, minimize impact on public services, and that will not adversely affect the public's interest.

POLICIES

Encourage strong public-private investments in business district improvements and facilities.

Coordinate public-private efforts to attract and retain businesses in Monona's business districts.

Coordinate redevelopment planning between the Community Development Authority, Plan Commission, and City Council.

Continue intergovernmental cooperation with neighboring communities and overlapping jurisdictions.

OBJECTIVE 8.2.3

Foster relationships that will identify community needs and market trends while determining land uses for areas of development and redevelopment.