

CITY OF MADISON

Comprehensive Plan

Draft - May 1, 2018

Imagine Madison
People Powered Planning



Elements



LAND USE AND TRANSPORTATION

Compact Land Use | Efficient Transportation



NEIGHBORHOODS AND HOUSING

Complete Neighborhoods | Housing Access



ECONOMY AND OPPORTUNITY

Growing Economy | Equitable Education
and Advancement



CULTURE AND CHARACTER

Cultural Vibrancy | Unique Character



GREEN AND RESILIENT

Natural Resources | Parks and Recreation



EFFECTIVE GOVERNMENT

Efficient Services | Community Facilities |
Regional Cooperation

Goals, Strategies, Actions



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12 Goals

Statements of what we want to achieve over the long-term within each Element

50 Strategies

General approaches to achieve the Goals

150+ Actions

Several implementation Actions for each Strategy

Guiding Lenses



Equity



Sustainability



Health



Adaptability

15,000+ people engaged through Imagine Madison



Website
11,960 unique visitors



Planning Pop-ins
60 pop-ins/ 1,775 attendees

- Hip Hop Architecture & Planning Camp
- Cap Times Talk
- UW-Madison PEOPLE Program
- UW-Madison Classes



Community Meetings
10 meetings / 371 participants



Resident Panels
231 participants



Inter-agency Staff Team
23 staff members / 17 departments



Markets and Festivals
19 Events / 649 interactions



Neighborhood Resource Teams
9 Teams / 118 attendees



Social Media
803 followers



City Committees
16 Boards, Commissions, and Committees



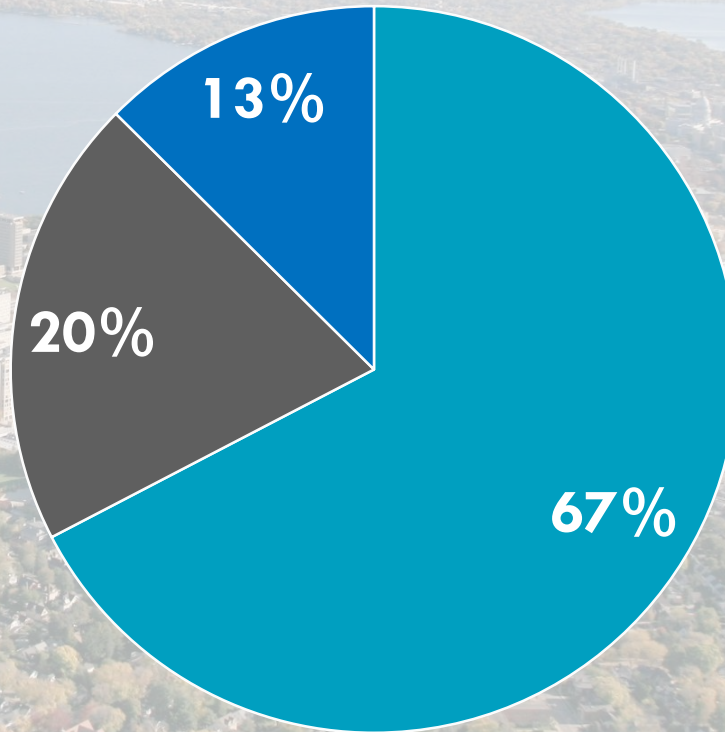
Mini-Documentary

An aerial photograph of a city, likely Chicago, showing a large body of water (Lake Michigan) on the left and a dense urban area with a large stadium (Soldier Field) in the foreground. The text "Growth Framework" is overlaid in white on a dark horizontal band across the middle of the image.

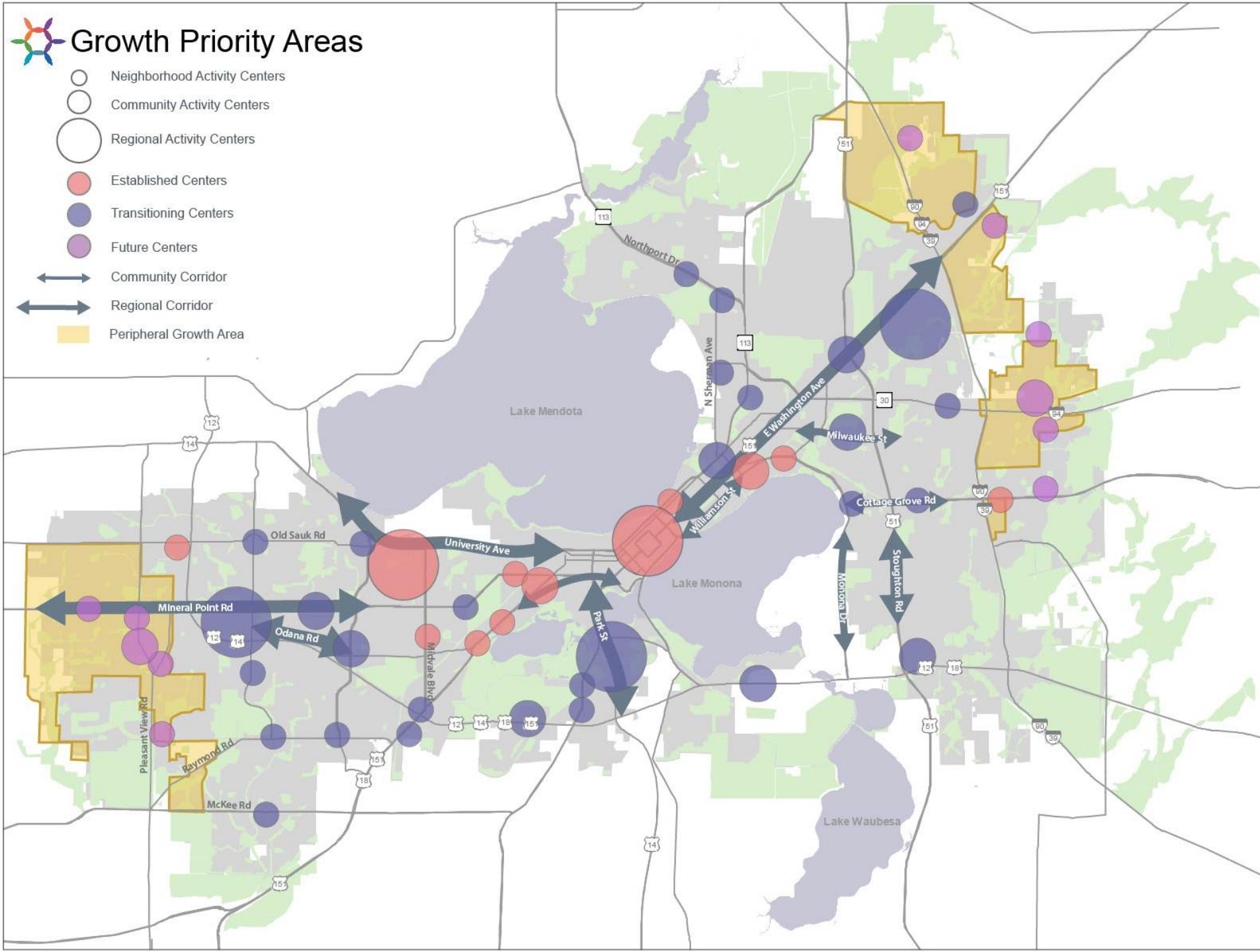
Growth Framework

Community Feedback

■ More Infill/Redev ■ 50/50 Split ■ More Edge



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LAND USE AND TRANSPORTATION

GOAL: Madison will be comprised of compact, interconnected neighborhoods anchored by a network of mixed-use activity centers.

GOAL: Madison will have a safe, efficient, and affordable regional transportation system that offers a variety of choices among transportation modes.

Land Use and Transportation

Strategies:

5. Concentrate the highest intensity development along transit corridors, downtown, and at Activity Centers.
 - a. TOD Overlay Zoning
 - d. Prepare Mixed-use Activity Center Plans
6. Reduce the demand for development of farmland on the periphery of the city.
 - a. Update Neighborhood Development Plans



NEIGHBORHOODS AND HOUSING

GOAL: Madison will be a safe and welcoming city of strong and complete neighborhoods that meet the needs of all residents.

GOAL: Madison will have a full range of quality and affordable housing opportunities throughout the City.

Neighborhood and Housing

Strategies and Actions:

1. Create complete neighborhoods across the city where residents have access to transportation options and resources needed for daily living.

c. Housing Near Transportation

Neighborhood and Housing

Strategies and Actions:

2. Support development of a wider mix of housing types, sizes, and costs throughout the city.
 - a. Missing Middle
 - b. Life Cycle Housing
 - c. Variety of Ownership and Occupancy Types

Neighborhood and Housing

Strategies and Actions:

3. Increase the amount of available housing.
 - a. Create Neighborhoods in Commercial Areas
 - b. Increase Permitted Uses
 - c. Match Developers with Opportunities

Neighborhood and Housing

Strategies and Actions:

4. Integrate lower priced housing, including subsidized housing, into complete neighborhoods.
 - a. Distribute Affordable Housing
 - b. TIF for Housing
 - c. Affordable Housing Fund

Neighborhood and Housing

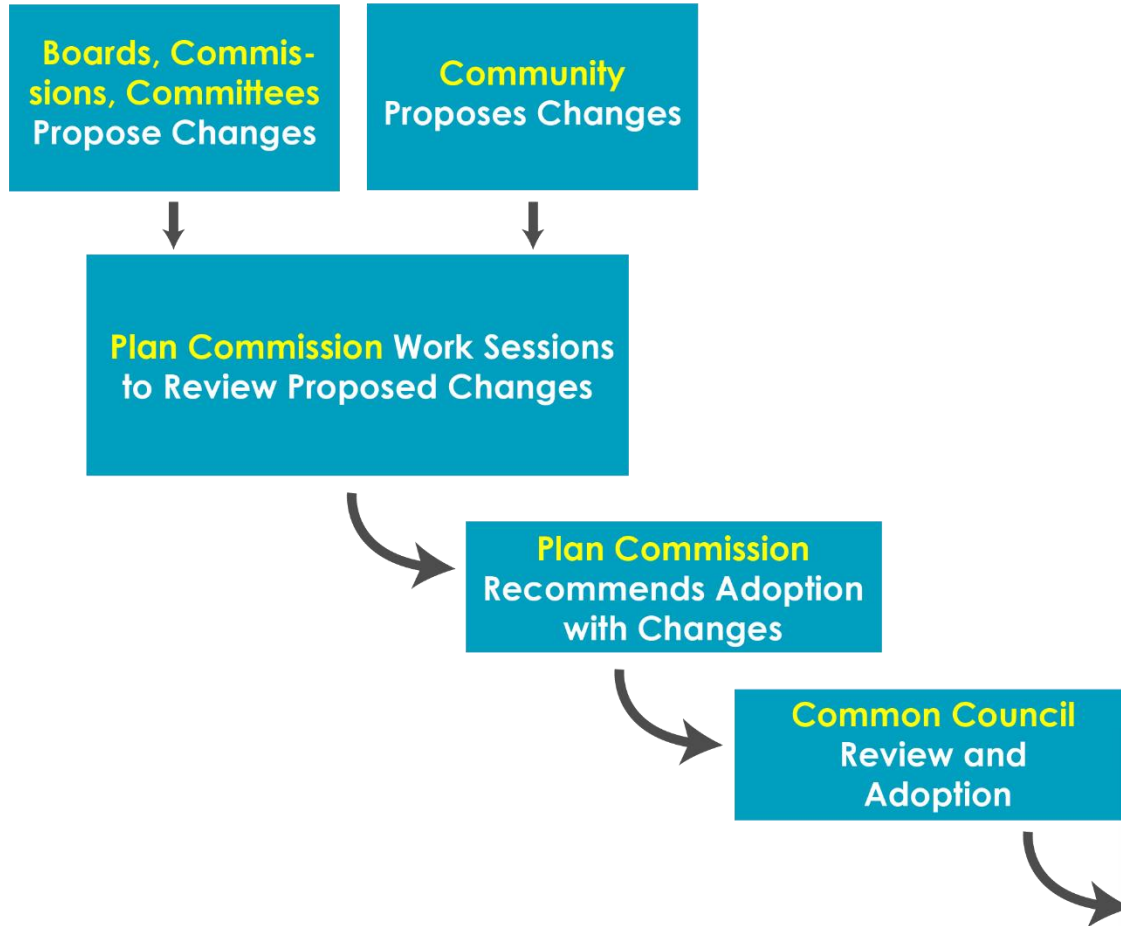
Strategies and Actions:

5. Provide housing options with health and social services for residents who need it most, including residents experiencing homelessness.
 - a. On-Site Supportive Services
 - b. Tenant Resources
 - c. Permanent Supportive Housing

Neighborhood and Housing

Strategies and Actions:

6. Support the rehabilitation of existing housing stock, particularly for first-time homebuyers and people living with lower incomes.
 - a. Increase Inspections
 - b. Housing Rehabilitation
 - c. Review Homeowner Assistance Programs





Contact Us



www.ImagineMadisonWI.com



@ImagineMadison



@ImagineMsnWI



imaginemadison@cityofmadison.com

Brian Grady

bgrady@cityofmadison.com

Kirstie Laatsch

klaatsch@cityofmadison.com

Heather Stouder

hstouder@cityofmadison.com



A Greater Madison Vision

how we grow matters



Scenario Survey Website

www.greatermadisonvision.com



**September 12
through
November 12,
2018!**

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