

Imagine  Madison

Common Council

February 6, 2018

OUTLINE

1. Phase 3 Feedback Results
 - a. Strategy Prioritization
 - b. Growth Prioritization
2. Merging with Guidance Teams
3. Draft Plan Document
4. Adoption Schedule

Timeline

Phase 1

Where are we headed?

FALL 2016



Your Voice

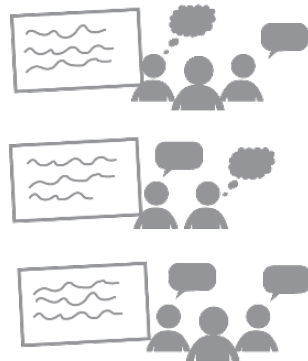
- Have we identified the issues in Madison that are relevant to you?
- What goals should we set to address these issues?

GOALS

Phase 2

How will we get there?

SPRING 2017



Your Voice

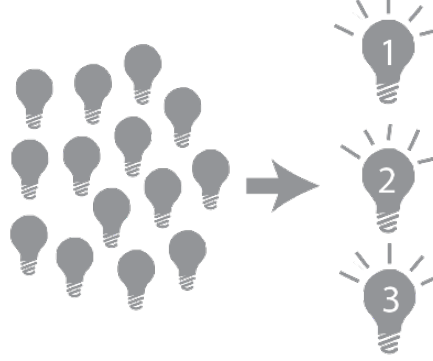
- What strategies should we use to achieve the goals?
- What changes would you suggest to the Future Land Use map?

STRATEGIES
& FLU MAP

Phase 3

What first?

FALL 2017



Your Voice

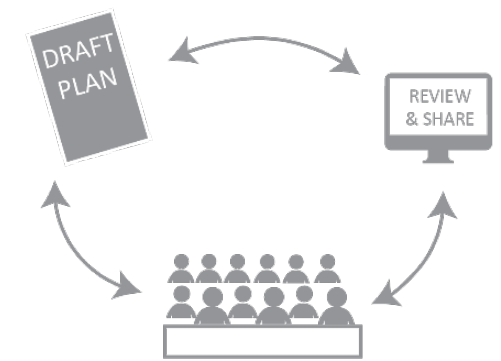
- How should we prioritize these strategies?
- What actions would implement these strategies?
- Where should we prioritize growth?

PRIORITIES

Phase 4

Plan review and approval

SPRING 2018



Your Voice

- Are there any changes to the draft plan that you would suggest?

ADOPTION



DEMOGRAPHICS

ENGAGEMENT

14,453+ interactions with Imagine Madison in Phases 1, 2, and 3



Open Houses
371 participants



Hip Hop Planning Camp
60 interactions



Website
10,247 unique participants



Planning Pop-ins
1,624 interactions



Resident Panels
691 interactions



Markets and Festivals
649 interactions



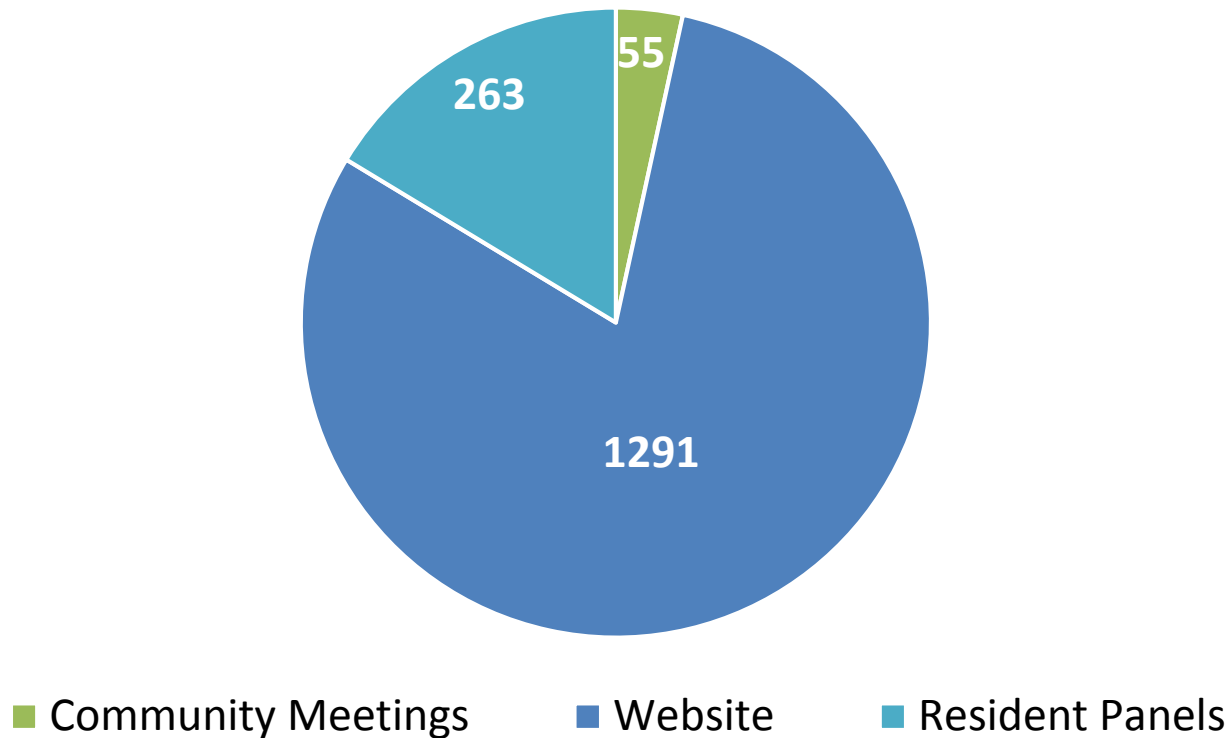
Interview Videos
8 interactions



Social Media
803 followers

PHASE 3 PARTICIPATION BREAKDOWN

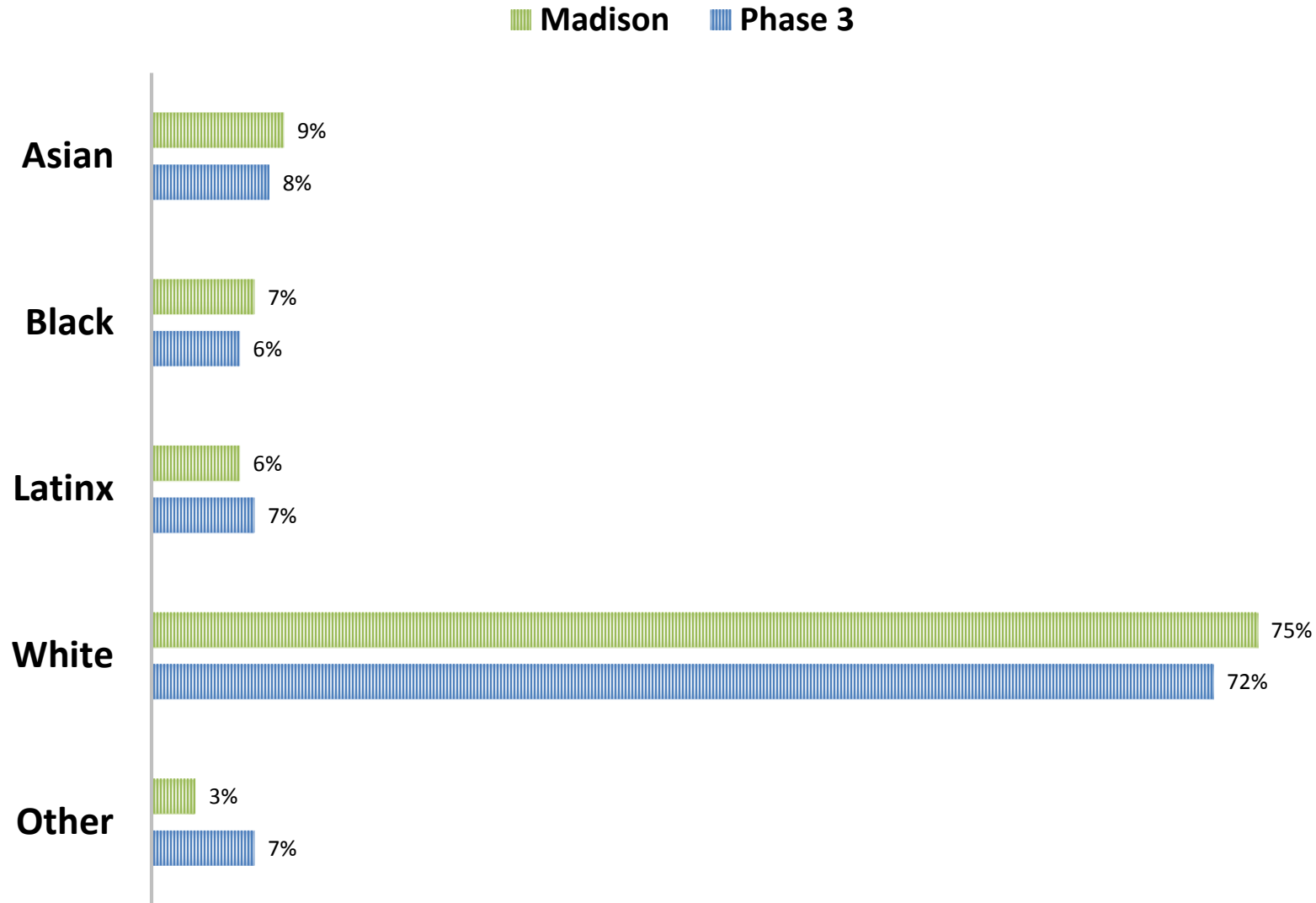
Number of Participants by Source



- Website includes Madison College workshop (22 participants) and Cap Times Talk event (70 attendees).
- Resident Panels include MMSD PEOPLE program workshops (107 students).

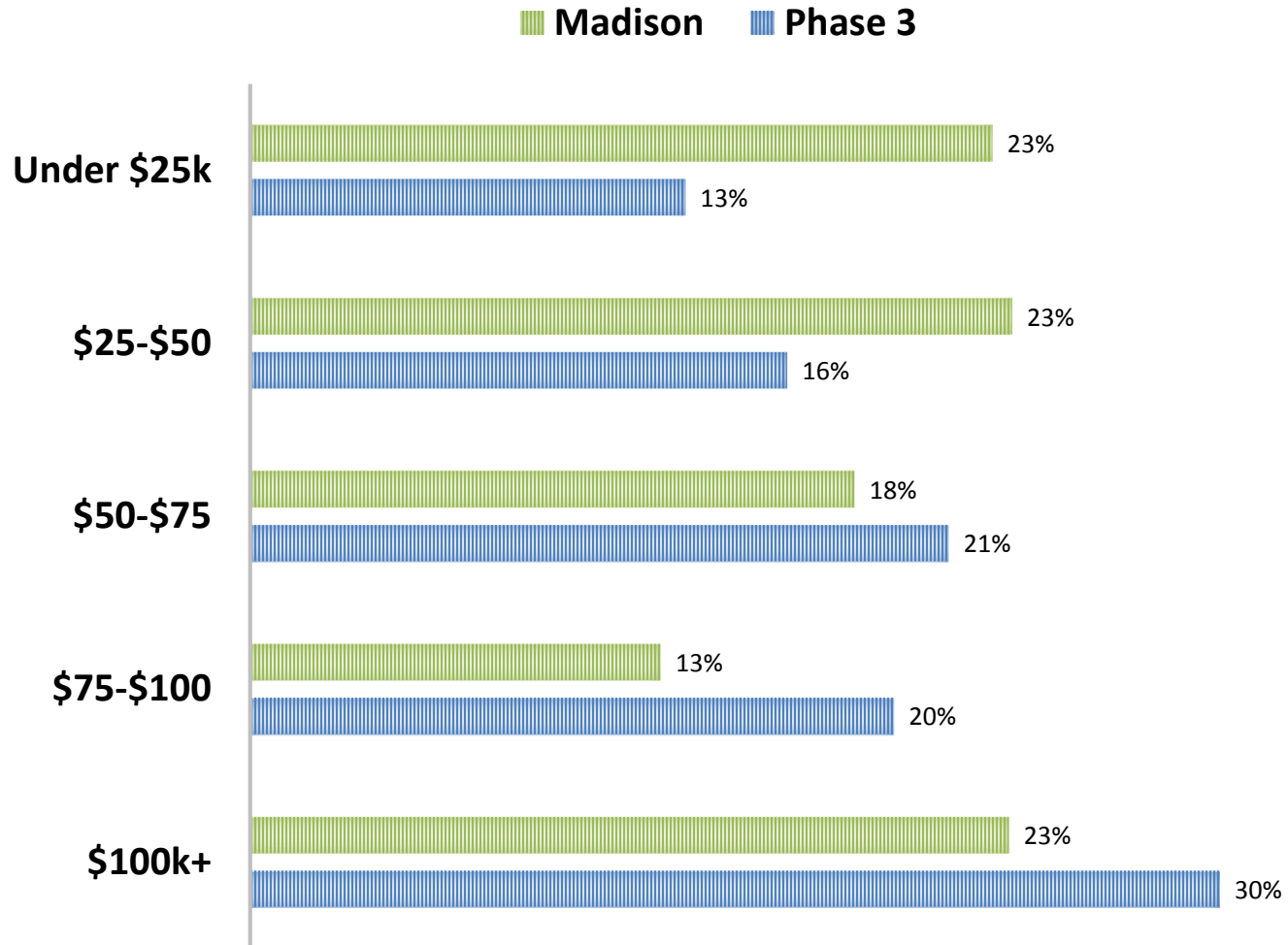
1,609 total participants

RACE/ETHNICITY



Note: Includes Website, Community Meetings, Resident Panels, PEOPLE program, and Madison College.

HOUSEHOLD INCOME



Note: Includes Website and a subset of Resident Panels.



STRATEGY PRIORITIZATION RESULTS

ONLINE STRATEGIES & ACTIONS ACTIVITY



Strategies: Culture & Character

Goals

- ✧ Madison will be a vibrant and creative city that values and builds upon its cultural and historic assets.
- ✧ Madison will have a unique character and strong sense of place in its neighborhoods and the city as a whole.

Prioritization will be key for this effort to be successful. Click and drag the Strategies below in order of their importance. Your top five Strategies will be used in the next step of this activity.

When you are finished, click the "Submit" button.

Ranking

1. + Strengthen educational arts programming, especially in underserved communities.
 2. + Provide spaces for racially and ethnically diverse interests, events, family gatherings, traditions, and exhibits.
 3. + Create memorable places through creative architecture and urban design.
 4. + Balance the concentration of cultural venues between the downtown and other areas of the city.
 5. + Protect historically and culturally significant First Nations/Native American sites.
- + Create safe and affirming spaces that are social outlets for people of color and underrepresented community members.
 - + Preserve historic and special places that reflect our racially and ethnically diverse cultures and histories.

SIX ELEMENTS



LAND USE AND TRANSPORTATION

Compact Land Use | Efficient Transportation



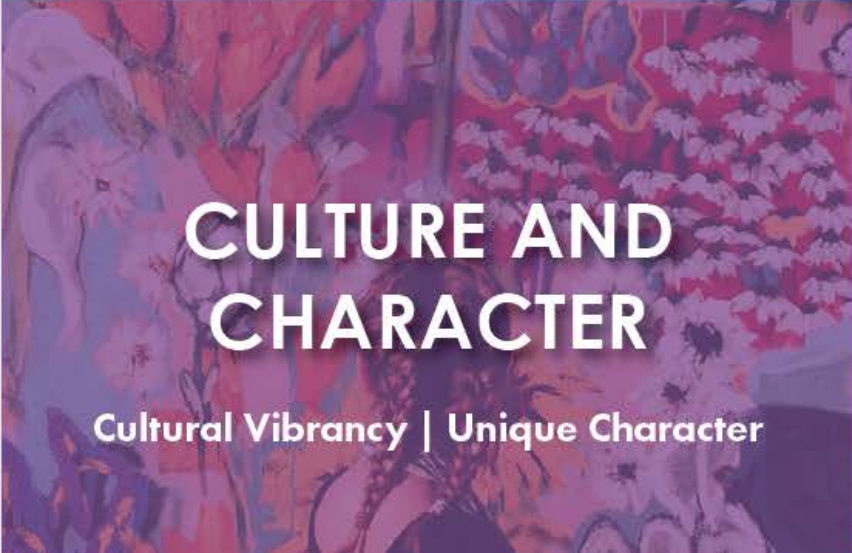
NEIGHBORHOODS AND HOUSING

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



SERVICES AND FACILITIES

Efficient Services | Regional Cooperation |
Community Facilities

LAND USE AND TRANSPORTATION

#	Strategy	Score		
		CM	Web	RP
➡ 1	Improve transit service to peripheral employment and residential locations, with a focus on reducing the travel time for transit dependent populations.	27	461	31
➡ 2	Continue to pursue implementation of bus rapid transit (a more frequent bus service with fewer stops) to improve travel times and increase ridership.	34	600	26
3	Expand our bicycle network, and enable safe and convenient bicycle use.	17	457	9
4	Expand and improve the sidewalk network.	1	168	16
5	Prioritize the maintenance and efficient use of existing roadway facilities over expansion or construction of new roadways.	2	277	13
➡ 6	Ensure all populations benefit from the City's transportation investments.	22	403	29
➡ 7	Reduce the demand for development of farmland and vacant land on the periphery of the city by encouraging infill and more compact development at appropriate locations.	13	465	5
8	Concentrate the highest intensities of residential, employment, commercial, and mixed-use development along transit corridors, downtown, and at major activity centers.	20	344	10
9	Provide appropriate transitions between areas of low intensity residential development and higher intensity developments.	9	193	3
10	Maintain downtown Madison as a major activity center for the region while improving access and inclusivity.	6	273	10
➡ 11	Improve access to transit service to nearby cities, such as Milwaukee, Chicago, and Minneapolis.	9	397	40
12	Proactively support the use of connected and autonomous vehicles through city design and infrastructure.	5	152	4

Low support

High support

- Jobs not accessible by bus
- Transit to nearby Cities
- Bicycle network discrepancy

➡ Indicates Top 5

NEIGHBORHOODS AND HOUSING

	the city.			
→ 3	Integrate lower priced housing (including subsidized housing) into neighborhoods with access to transportation options and resources needed for daily living.	16	322	18
4	Allow older adults to age in place by providing lower priced or lower maintenance housing options that are integrated into the community with convenient transportation options.	10	160	11
→ 5	Provide affordable housing options with health and social services for residents who need it most.	4	204	22
→ 6	Create complete neighborhoods across the city where residents have access to transportation options and resources needed for daily living.	27	333	10
7	Plan for neighborhood-scaled schools that provide amenities and services to the community, including students, families, and other residents.	14	146	10
8	Support diverse food production options throughout the city.	2	69	4
9	Foster diverse food retail, meal programs, and pantries to ensure access to affordable, culturally specific, and nutritious food in all neighborhoods.	8	151	19
10	Continue to build better relationships between police officers and the diverse communities they serve.	0	166	14
11	Provide community spaces that bring people of diverse backgrounds together and help foster a sense of belonging and inclusion.	6	174	13
12	Ensure all neighborhoods are clean and safe through the provision of quality non-emergency services (such as trash and recycling pickup, and snow plowing).	1	233	7
13	Ensure that Madison's existing schools can remain open by maintaining or increasing housing units suitable for families and children.	0	152	7
14	Provide support and housing transition programs to community members experiencing homelessness.	0	189	15
15	Support the rehabilitation of existing housing stock in neighborhoods across the City, particularly for first-time homebuyers and people living with lower incomes.	11	319	8

- Consensus on Strategies 1 through 3
- Equitable investment
- Food access and liquor stores

ECONOMY AND OPPORTUNITY

#	Strategy	Score		
		CM	Web	RP
➡ 1	Remove barriers to achieve economic stability by ensuring access to services including culturally appropriate childcare, credit repair, and financial literacy.	18	278	21
2	The City should lead and encourage other employers to develop a diverse workforce best able to serve an increasingly diverse population.	12	114	11
3	Support efforts for businesses and consumers to produce and buy local food, products, and services.	1	209	3
➡ 4	Support small businesses and cultivate entrepreneurship, especially businesses owned by people of color and underrepresented groups.	9	196	20
5	Ensure there is an adequate supply of sites for a wide variety of employers to operate and grow in Madison.	0	105	3
➡ 6	Develop more jobs that pay a family-supporting living wage for all workers.	17	347	47
7	Ensure access to affordable high speed internet service.	4	181	13
➡ 8	Provide services that support high school graduation and GED attainment, job training, and work placement to residents facing barriers to employment.	6	222	25
9	Promote food-based business innovation.	0	43	0
➡ 10	Work to close the educational opportunity gap.	6	275	35
11	Retain existing businesses and attract new businesses to Madison to ensure that residents have access to jobs.	6	212	1
12	Collaborate with other entities to adapt our workforce to quickly advancing technologies and automation in the workplace.	4	157	13
13	Maintain downtown Madison as the government center for the state.	0	156	0

Low support

High support

- More than one job needed
- “Elite” city
- Childcare

CULTURE AND CHARACTER

#	Strategy	Score		
		CM	Web	RP
1	Provide resources for diverse artists to collaborate and flourish in Madison.	8	247	10
2	Preserve historic and special places that reflect our racially and ethnically diverse cultures and histories.	14	388	25
3	Balance the concentration of cultural venues between the downtown and other areas of the city.	15	320	12
4	Protect historically and culturally significant First Nations/Native American sites.	7	352	24
5	Integrate art that represents the entire community into City facilities, public spaces, and private developments.	7	297	12
6	Create memorable places through creative architecture and urban design.	4	461	0
7	Strengthen educational arts programming, especially in underserved communities.	10	343	12
8	Provide spaces for racially and ethnically diverse interests, events, family gatherings, traditions, and exhibits.	14	439	29
9	Preserve defining views of the lakes, downtown skyline, and Capitol from publicly accessible locations.	6	555	8
10	Create safe and affirming spaces that are social outlets for people of color and underrepresented community members.	8	368	38

- Inclusion, diversity, and equity through the arts
- Preserving Native American history and culture

Low support

High support



GREEN AND RESILIENT

#	Strategy	Score		
		CM	Web	RP
➡ 1	Add and upgrade park facilities in underserved areas of the city to accommodate and provide more types of gatherings, activities, and events.	8	233	31
➡ 2	Improve and preserve urban biodiversity through an interconnected greenway, habitat, nature access, and path system.	21	244	8
3	Develop a healthy and diverse urban tree canopy.	11	235	7
4	Improve public access to the lakes and seek opportunities to further protect shoreline areas.	9	211	4
5	Expand the use of green infrastructure for storm water management (such as rain gardens, greenways, and pervious pavement).	11	207	1
➡ 6	Protect Madison's water supply and infrastructure to provide safe, clean drinking water.	23	318	26
7	Divert organic waste from landfills through composting.	1	189	1
8	Improve the recycling system by expanding markets for materials, eliminating barriers to recycling, and providing recycling education.	4	187	16
9	Make energy efficiency upgrades to City facilities and private buildings.	6	164	20
10	Support safe and sustainable farming and gardening practices that protect the ecosystem and public health.	8	133	9
11	Encourage water conservation methods to reduce the demand for groundwater.	0	131	10
➡ 12	Improve lake water quality by working to reduce urban and agricultural runoff.	9	430	17
13	Acquire parkland in areas that are currently deficient.	5	171	9
➡ 14	Increase the use and accessibility of renewable energy to reduce pollution and address climate change.	19	397	22

Low support

High support

- Educational programs on sustainable practices
- Renewable energy
- Improving park facilities

SERVICES AND FACILITIES

#	Strategy	Score		
		CM	Web	RP
1	Collaborate with State and local officials to create a regional transit authority as a mechanism to expand and improve public transit services in the Madison area.	12	413	30
2	Efficiently and equitably place community facilities (such as community centers and fire stations) to provide a high level of service to all neighborhoods.	19	246	26
3	Ensure that new development occurs in locations that can be economically and efficiently served with City utilities, facilities and services to minimize costs on the community as a whole.	12	233	29
4	Work with adjacent municipalities and regional jurisdictions to preserve long-term options for orderly and efficient city expansion.	18	173	0
5	Co-locate community facilities (such as libraries, public health clinics, and community centers) to improve service provision and reduce capital and operating costs.	10	278	23
6	Establish partnerships with other governments and entities to improve service delivery and reduce duplicative services.	8	189	9
7	Pursue regional solutions to regional issues such as land use, open space, water quality, environmental resources, and agricultural/food systems planning.	14	360	10
8	Improve accessibility to government agencies and services including the physical location, hours of operation, and availability of language translation.	4	176	26
9	Ensure that the City of Madison government is transparent and accountable to residents.	7	292	23

Low support

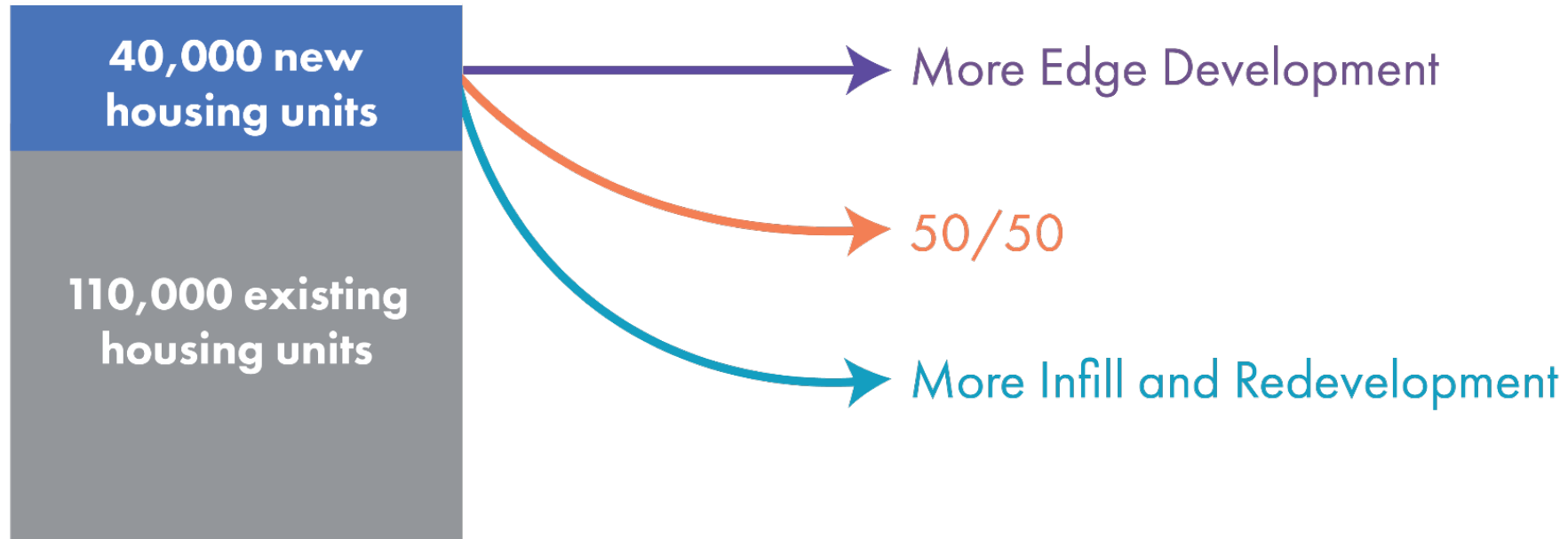
High support

- Access to the city related to equity and inclusion
- Community centers, services, and programs



GROWTH PRIORITIZATION FEEDBACK

GROWTH PRIORITIZATION



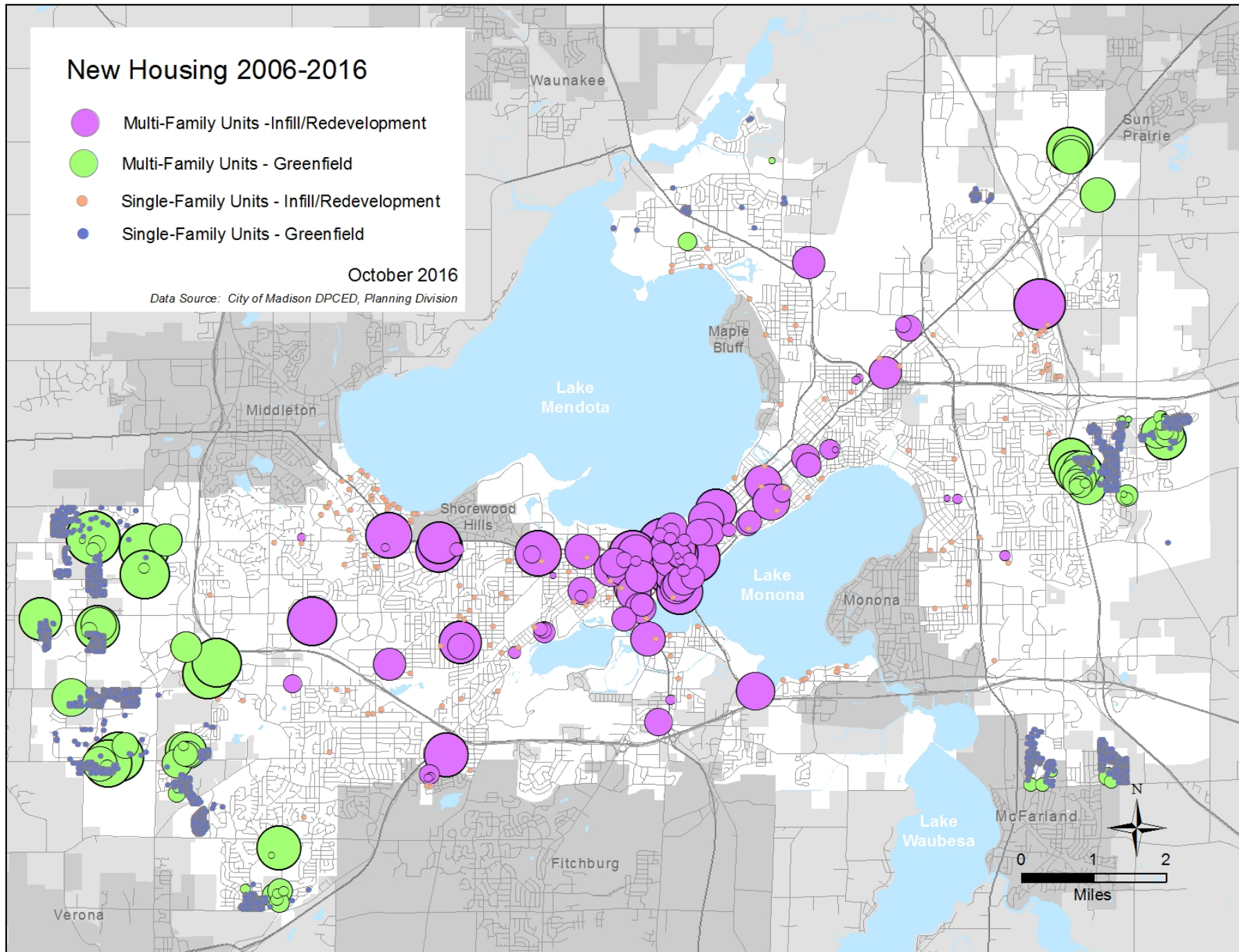
Where on the edge/ redevelopment spectrum should we accommodate projected growth?

New Housing 2006-2016

- Multi-Family Units - Infill/Redevelopment
- Multi-Family Units - Greenfield
- Single-Family Units - Infill/Redevelopment
- Single-Family Units - Green field

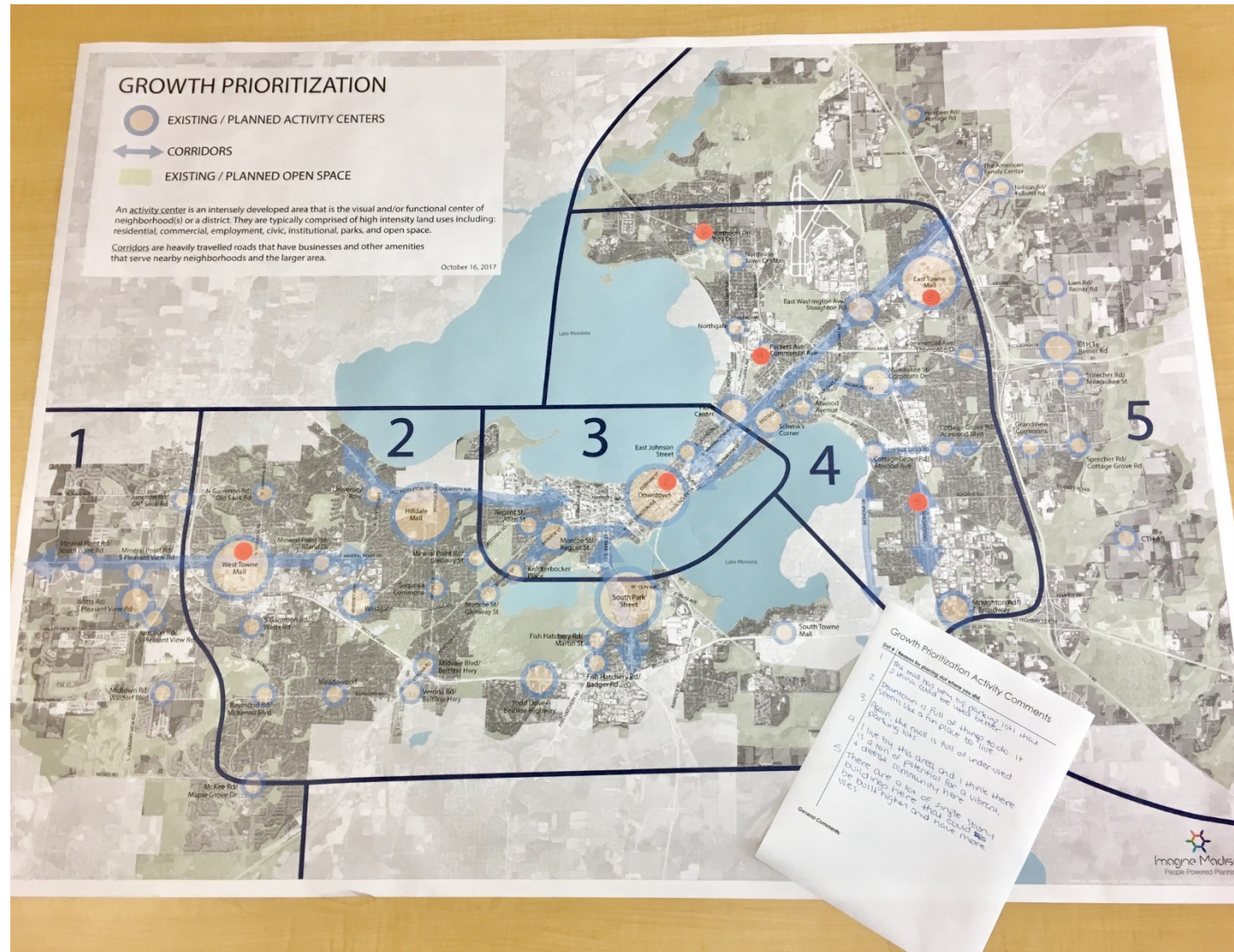
October 2016

Data Source: City of Madison DPCEd, Planning Division



2006-2016:
Close to 50/50

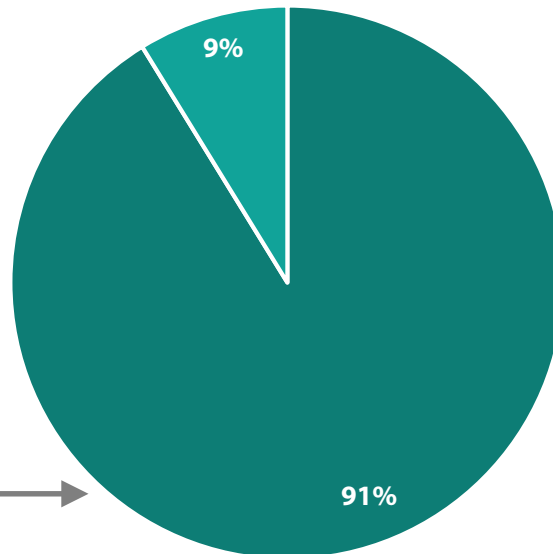
GROWTH PRIORITIZATION ACTIVITY



GROWTH PRIORITIZATION ACTIVITY

	Community Meeting	Resident Panel
Infill / Redevelopment	135	51
Edge Development	13	12

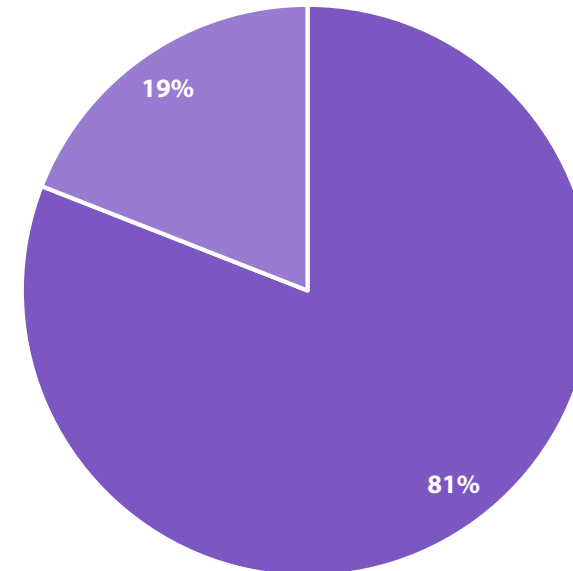
Community Meeting



91% of dots were placed in
infill/redevelopment areas



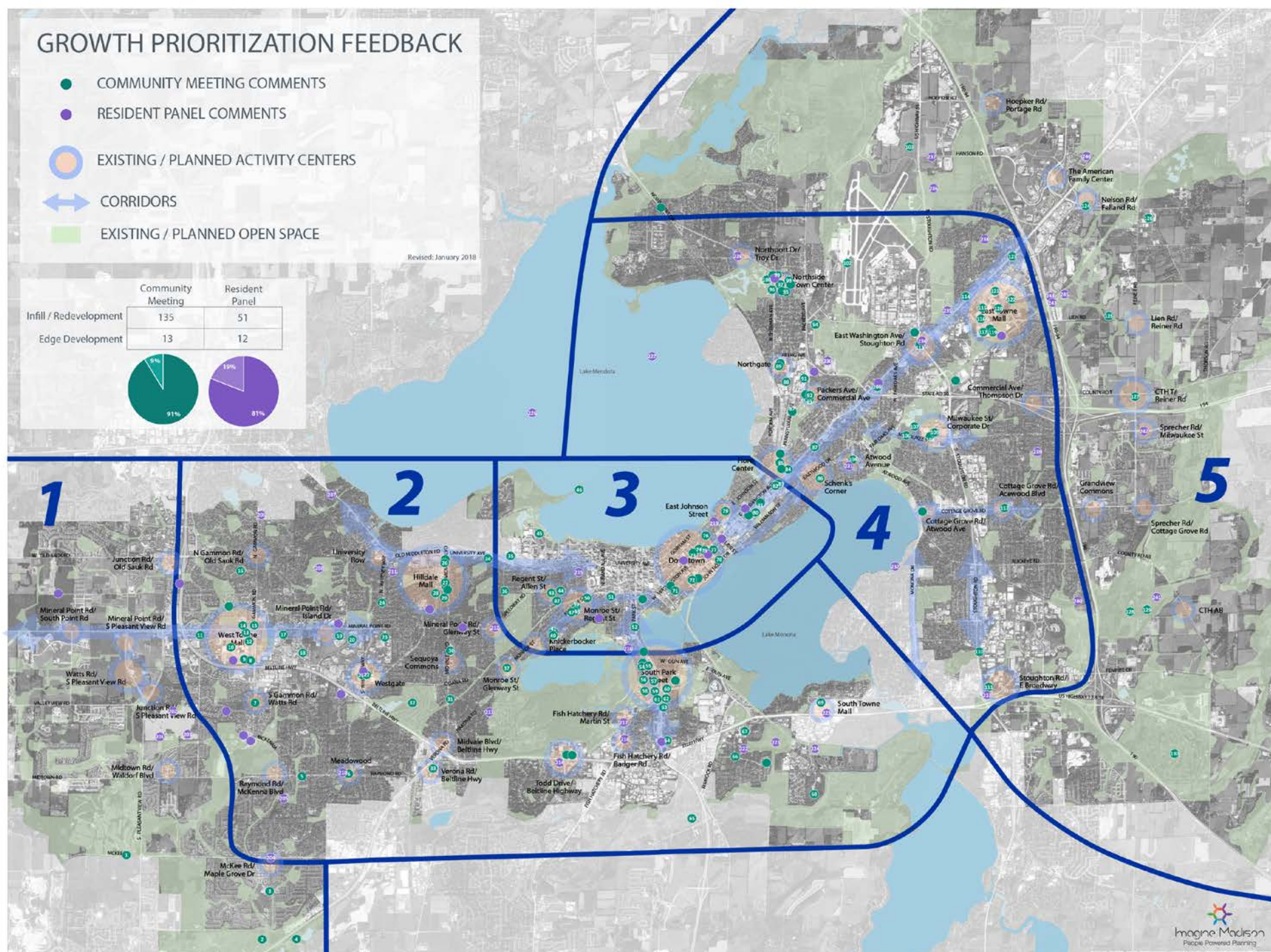
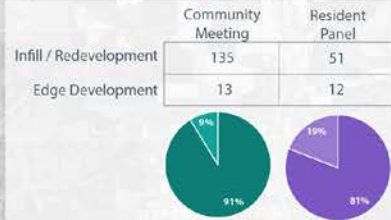
Resident Panel



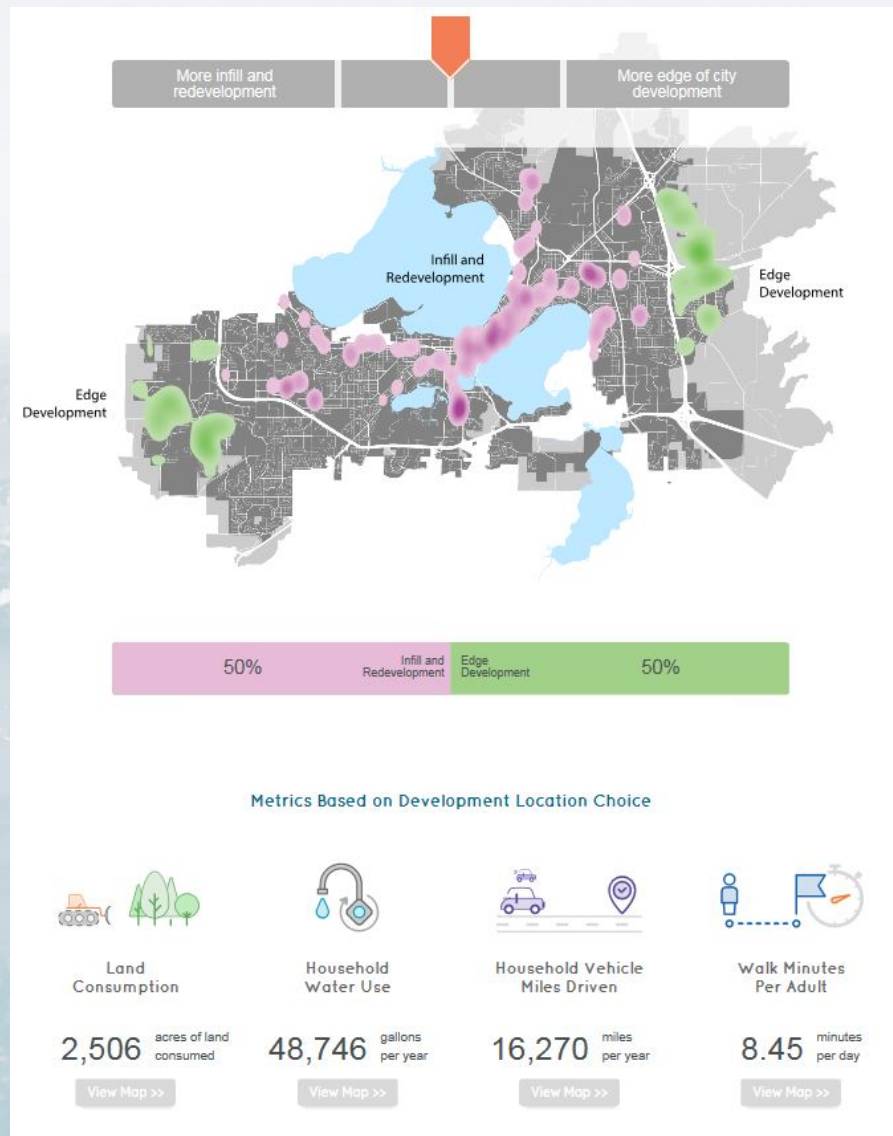
GROWTH PRIORITIZATION FEEDBACK

- COMMUNITY MEETING COMMENTS
- RESIDENT PANEL COMMENTS
- EXISTING / PLANNED ACTIVITY CENTERS
- ↔ CORRIDORS
- EXISTING / PLANNED OPEN SPACE

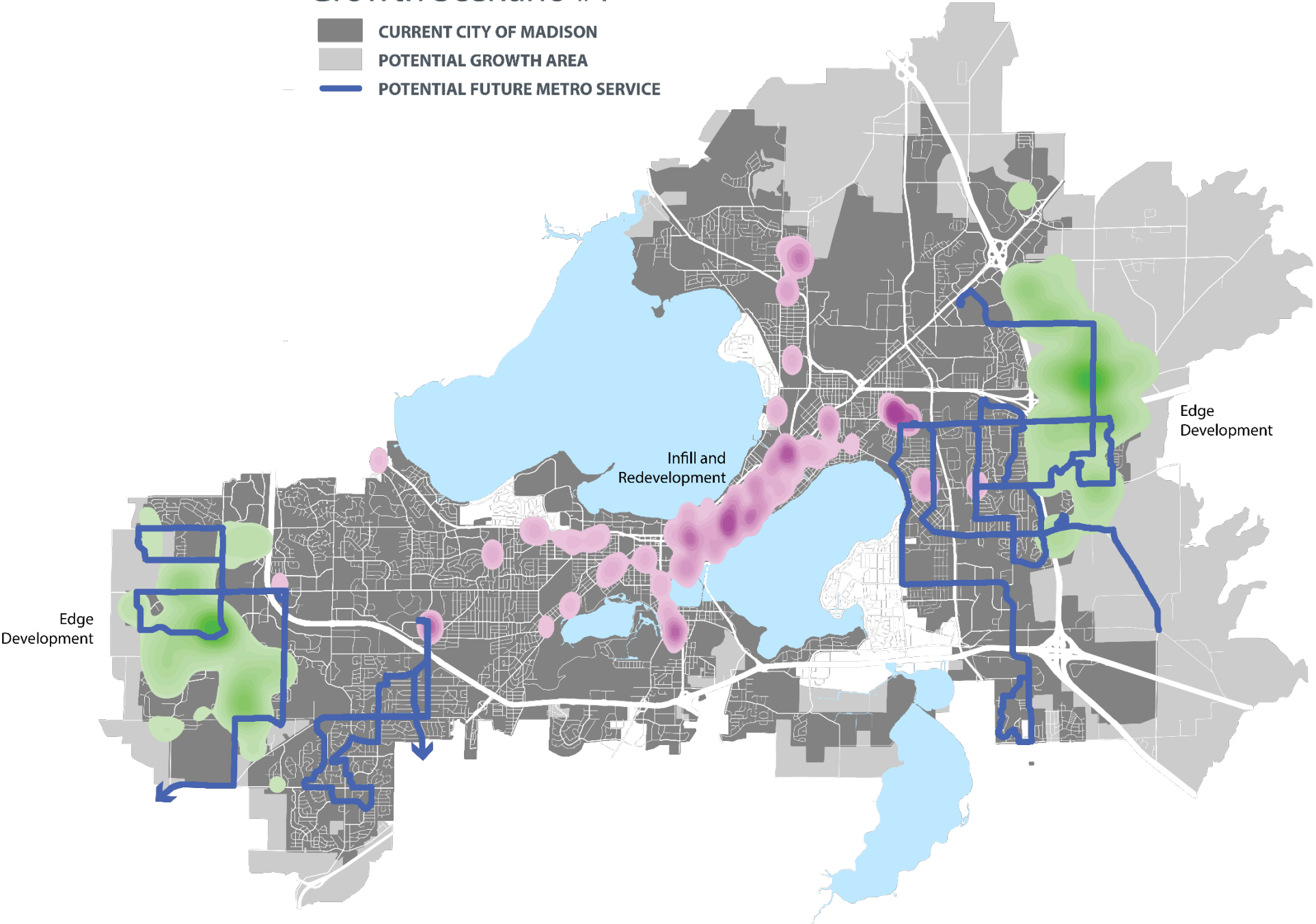
Revised: January 2018



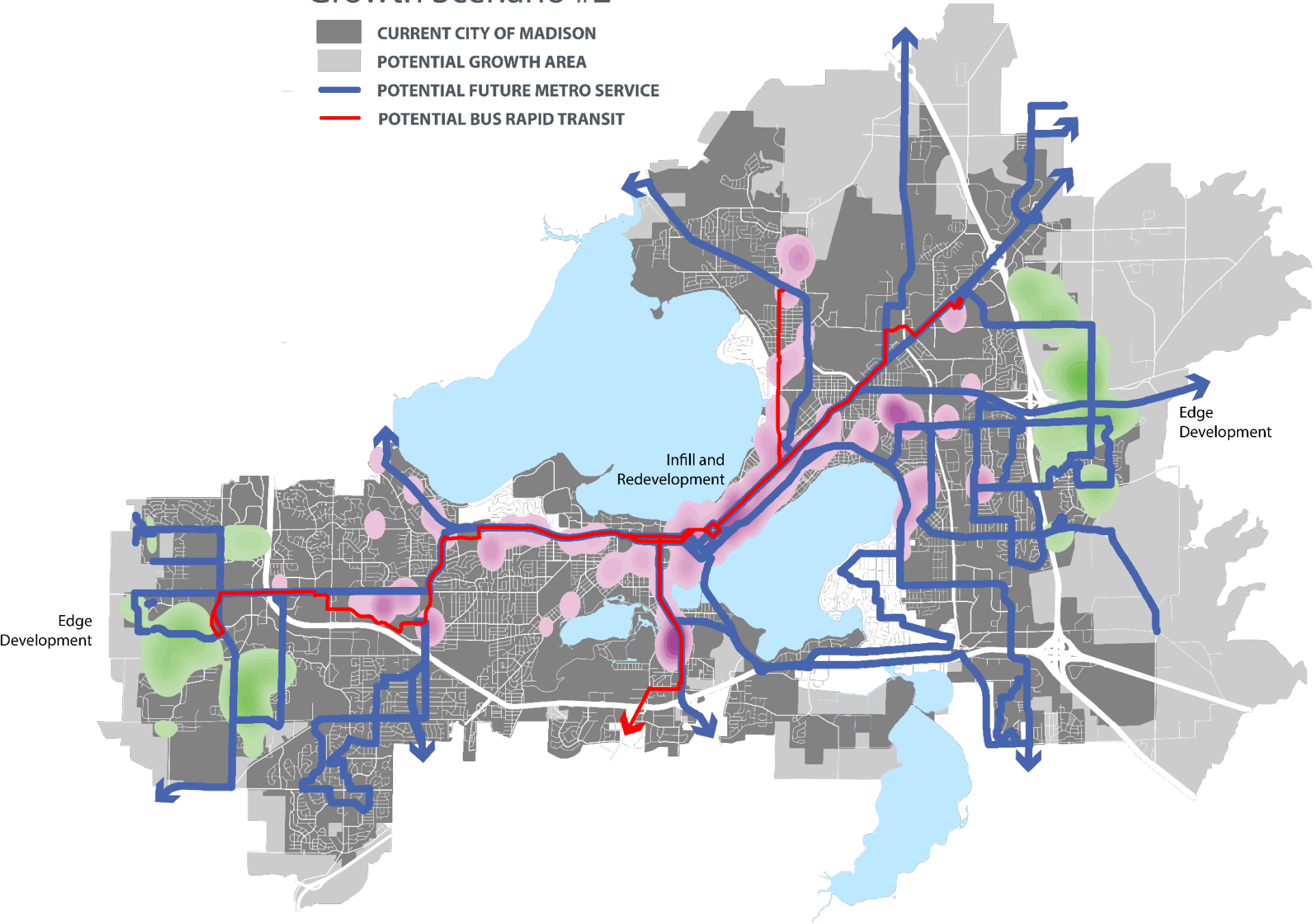
ONLINE GROWTH PRIORITIZATION ACTIVITY



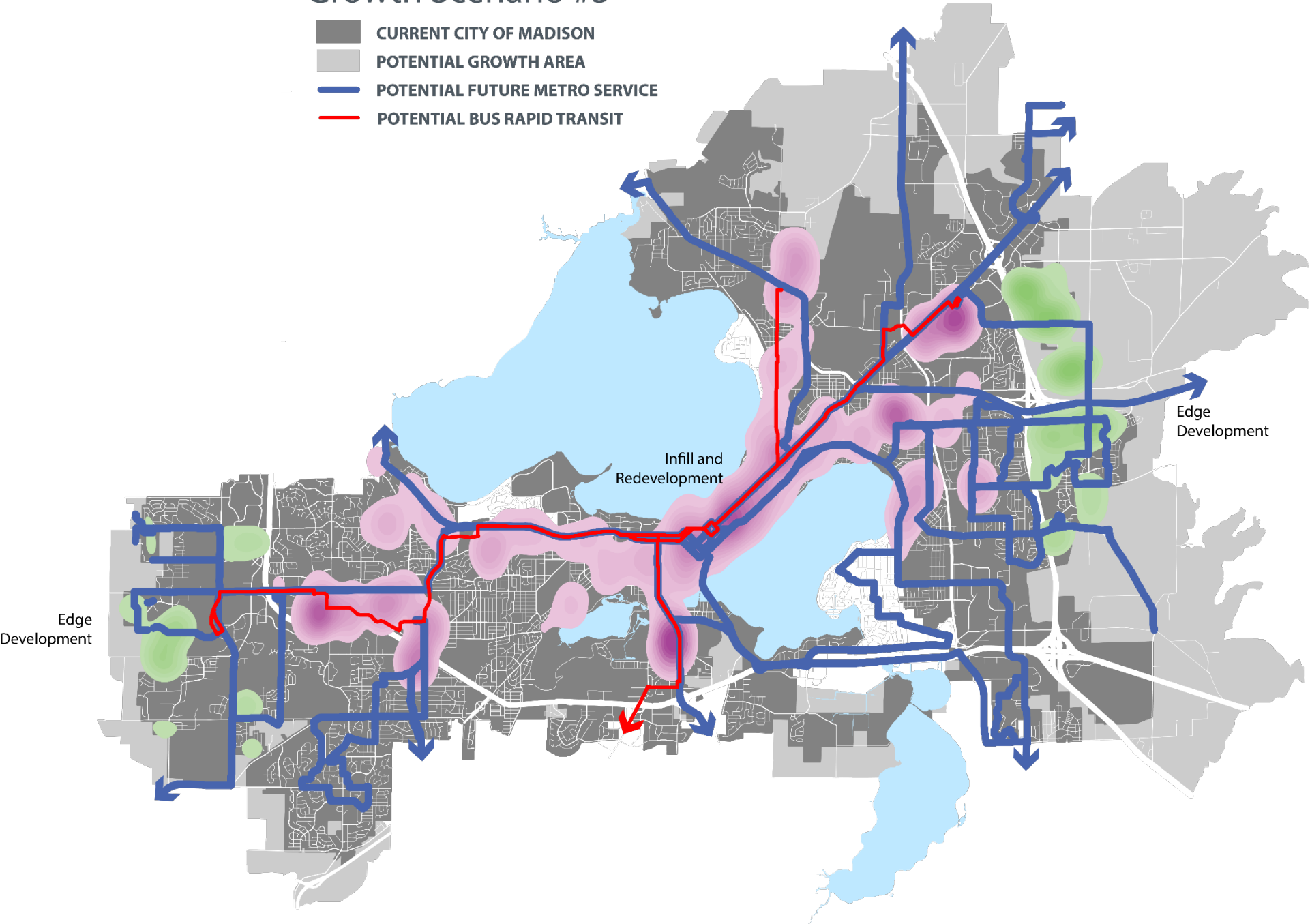
Growth Scenario #1



Growth Scenario #2



Growth Scenario #3

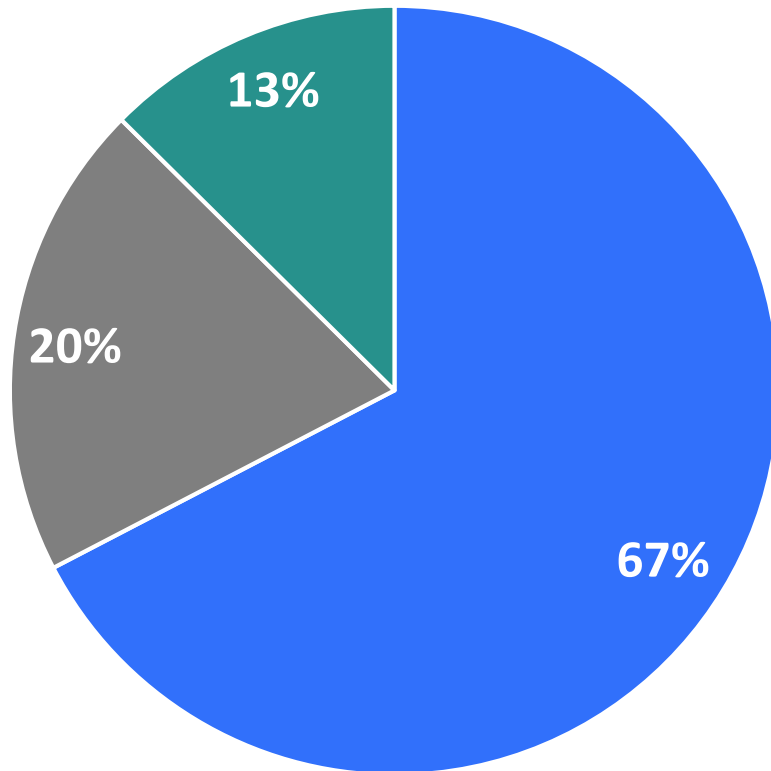


	1	2	3
Development Scenario	30 % Infill and Redevelopment 70 % Edge Development	50 % Infill and Redevelopment 50 % Edge Development	70 % Infill and Redevelopment 30 % Edge Development
Land Consumption	 3,070 total acres	 2,510 total acres	 1,820 total acres
Household Vehicle Miles Traveled	 17,140 miles per year	 16,270 miles per year	 14,440 miles per year
Walking (per person)	 8.2 min per day	 8.4 min per day	 8.6 min per day
Household Water Use	 49,100 gallons per year	 48,750 gallons per year	 44,630 gallons per year

Comparison of the 3 Scenarios

ONLINE ACTIVITY RESULTS

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



67% of people would prefer even more infill/redevelopment than Madison has been experiencing over the last 10 years.

GROWTH PRIORITIZATION VALUES SURVEY

FEEDBACK FORM

We are interested in your preferences to the questions below, as they impact how we accommodate the population Growth Madison is experiencing.

1. What type of neighborhood housing do you prefer?

- ☐ Apartment buildings.
- ☐ A mix of housing types: single family homes, duplexes, apartment buildings, etc.
- ☐ Single family homes.
- ☐ Other: _____

2. How important is it to have neighborhoods where you can walk or bike to parks, schools, shops, and other resources needed for daily living?

1 Less Important <----- 2 3 4 5 More Important

3. How important is it to have neighborhoods with access to quality public transit?

1 Less Important <----- 2 3 4 5 More Important

4. Where would be a good location in Madison to add lower cost housing?

5. Is there an example of a housing development (an apartment building, subdivision of homes, etc.) in Madison that you value? If so, what about it do you value?

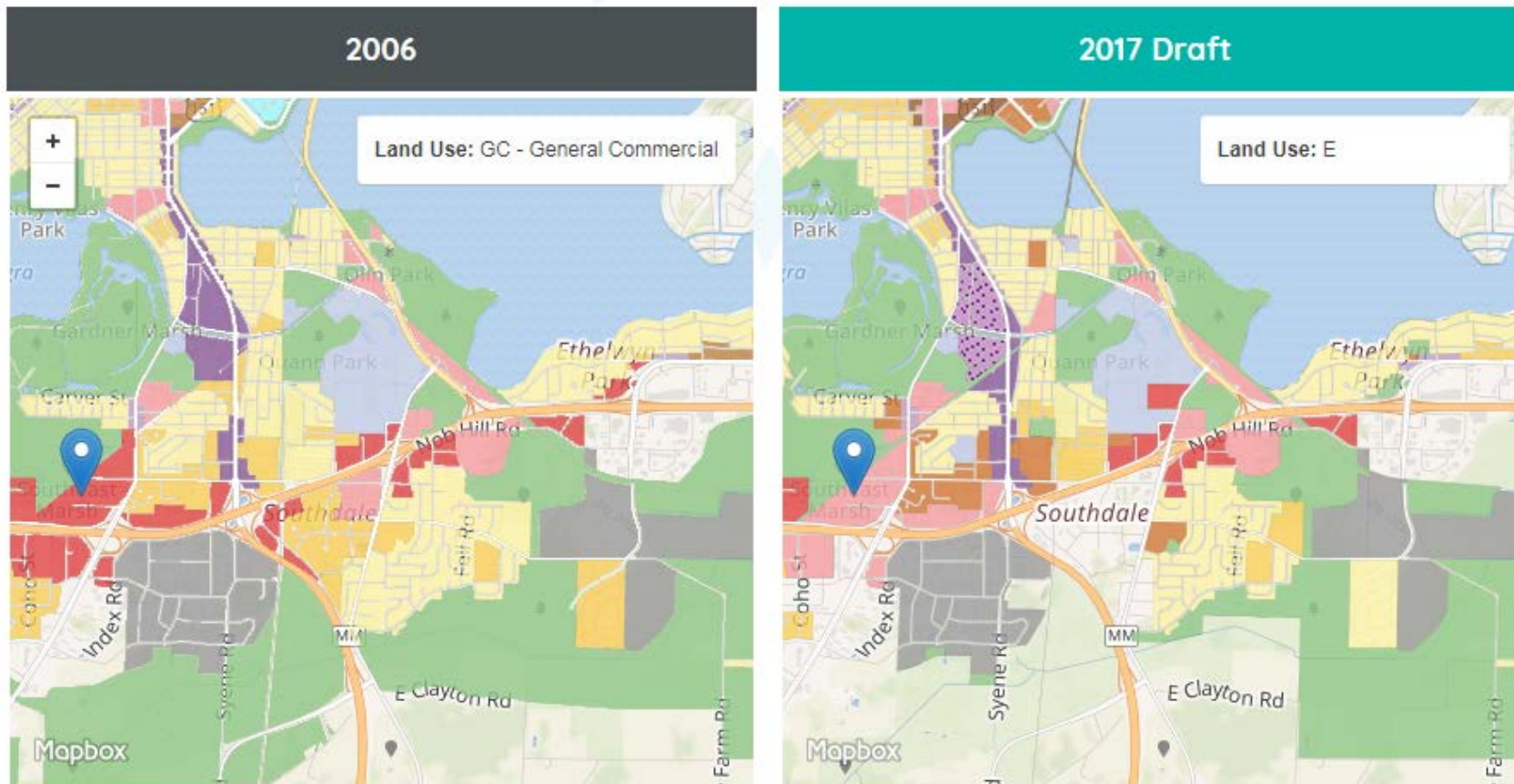
Available at Community Meetings,
Resident Panels, and via Website



DRAFT FUTURE LAND USE MAP

DRAFT FLU MAP – FINAL CALL

- Final call for changes to the Draft Future Land Use Map



<https://www.imaginemadisonwi.com/workbook-comparison-map>

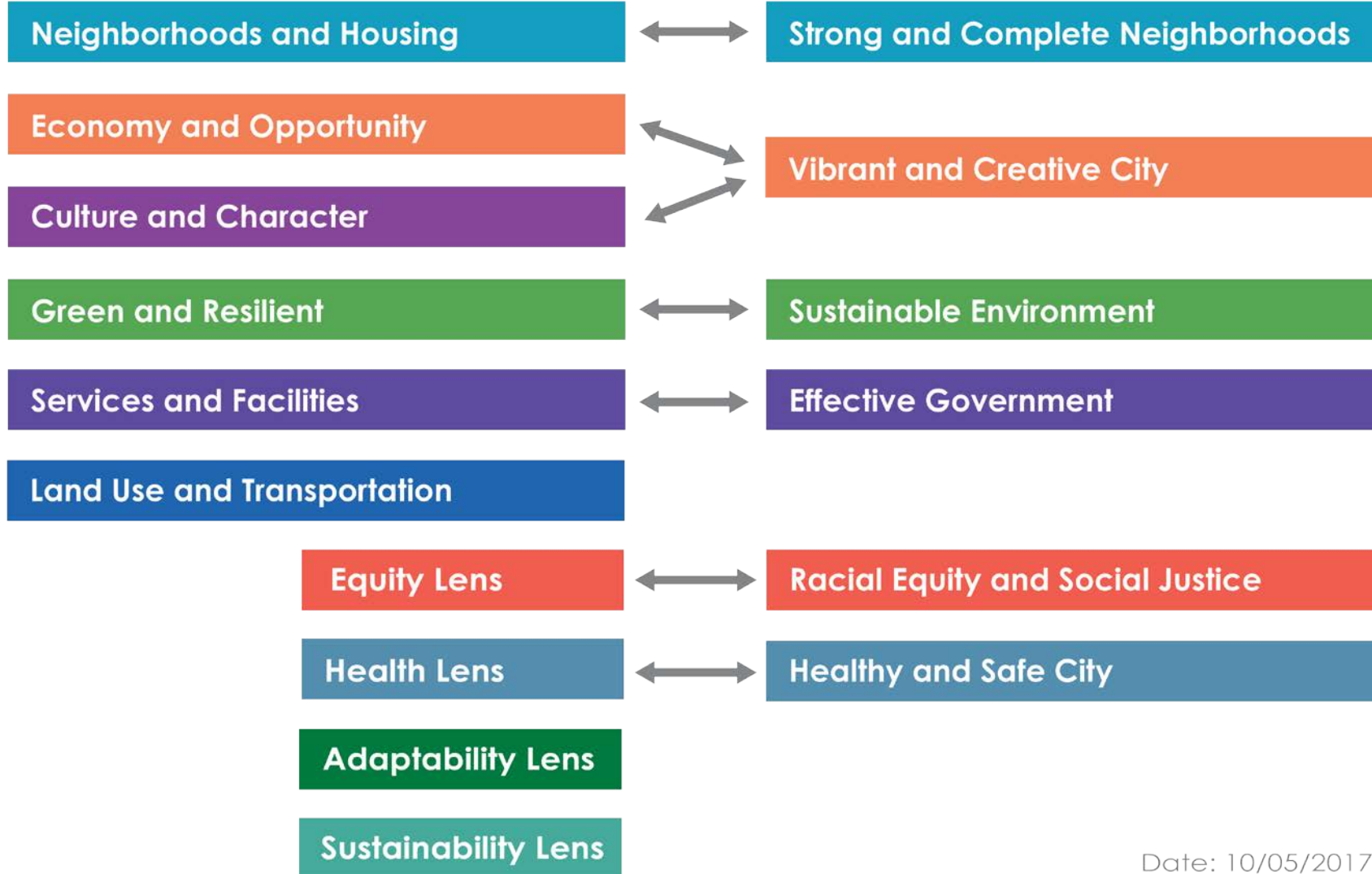


MERGING WITH GUIDANCE TEAMS

MERGE WITH GUIDANCE TEAMS

Comprehensive Plan

Guidance Teams



Green & Resilient

Goal 1: Be a leader in stewardship of our land, air and water resources.

Goal 2: Have a model park and open space/ system that preserves our significant natural features.

...depletion of natural resources disproportionately impacts populations that can least deal with these negative health impacts...

Equity Statement

Our society and economy exist within an environment. This environment must be preserved now and for future generations.

Why It's Important

Element

Have safe, clean water.

Outcome

Diversify the urban forest.

Outcome

Input of road salt into local waterways and aquifers

Indicator

Input of phosphorous into local waterways and aquifers

Indicator

The percentage of each tree species does not exceed 10%

Indicator



THE DRAFT PLAN

PLAN STRUCTURE

ELEMENT

Neighborhoods and Housing

GOAL

Madison will have a full range of quality and affordable housing opportunities throughout the city.

STRATEGY

Provide support and housing transition programs to community members experiencing homelessness.

ACTION

Continue support for existing Rapid Rehousing programs and encourage their expansion to include single men.

LENSES



Equity



Health



Sustainability



Adaptability

DRAFT PLAN - CONCISE

4/ TRANSPORTATION & MOBILITY

GUIDING PRINCIPLE/ A transportation and mobility network that is safe, accessible, reliable, affordable, and sustainable, providing real choices and connecting people with places.

2040 TARGETS:

1. PUBLIC TRANSIT WITHIN 1/4 MILE OF ALL HOMES
2. REDUCE SINGLE OCCUPANCY AUTO TRIPS
3. DECREASE PEDESTRIAN, BIKE, AND AUTO ACCIDENTS

Over the next 25 years, our transportation and mobility options must expand and offer affordable, safe, and accessible choices for all, including people with disabilities, young people, and the elderly. Transit in Salt Lake City must become more accessible and more convenient in all of our neighborhoods. This includes more frequent transit service with longer service hours. Cycling and walking must have the necessary infrastructure to ensure that they are not just recreational activities but convenient, safe, and viable transportation options.

In recent years, the transportation network in Salt Lake City has become increasingly multi-modal with an expanded transit system and increased bike lanes, but the primary form of transportation is still private automobile use. This automobile dependency increases air pollution and traffic, and encourages development that is designed for cars, not people.

Through our infrastructure maintenance and design,

we have an opportunity to better connect and enhance our neighborhoods and our quality of life. By including embedded art and pedestrian elements into our transportation network, including streetscapes and infrastructure, we can reinforce our community identity, enhance our quality of life, and better utilize our public rights-of-way for people, not just cars.

With the 2040 Targets of transit within a ¼ mile of all residents, a reduction in single occupancy vehicle mode-share, and increased safety, we can achieve our Vision of clean air and increased mobility choices while improving the overall safety, health, and well being of our City

INITIATIVES

1. Create a complete circulation network and ensure convenient equitable access to a variety of transportation options by:
 - Having a public transit stop within 1/4 mile of all residents.
 - Expanding pedestrian and bicycle networks and facilities in all areas of the City.
 - Providing incentives for the use of transit.
 - Increase the frequency and service hours of transit in neighborhoods.
 - Enhancing the regional transportation network.
 - Creating a system of connections so that residents may easily access employment, goods and services, neighborhood amenities, and housing.
2. Prioritize connecting residents to neighborhood, community, regional, and recreation nodes by
 - improved routes for walking, biking and transit.
3. Prioritize connecting nodes located throughout the City to each other with improved walking, biking and transit.
4. Reduce automobile dependency and single occupancy vehicle trips.
5. Make walking and cycling viable, safe, and convenient transportation options in all areas of the City.
6. Prioritize maintenance of existing infrastructure (enhancing quality of life, safety, sustainability, and mobility).
7. Encourage transit-oriented development (TOD).
8. Support and enhance the Salt Lake International Airport as a regional and international amenity (including freight).
9. Collaborate with regional partners to relieve congestion and enhance rights-of-way for alternative modes of transportation.
10. Enhance rights-of-way to join, rather than segregate, adjacent neighborhoods.
11. Incorporate green infrastructure into our rights-of-way and transportation network.
12. Incorporate pedestrian oriented elements, including street trees, pedestrian scale lighting, signage, and embedded art, into our rights-of-way and transportation networks.

DRAFT PLAN - VISUAL



4/ TRANSPORTATION & MOBILITY

GUIDING PRINCIPLE/ A transportation and mobility network that is safe, accessible, reliable, affordable, and sustainable, providing real choices and connecting people with places.

Salt Lake City example >>

DRAFT PLAN – REFLECT FEEDBACK



Imagine Madison Engagement >>

PLAN ADOPTION SCHEDULE

- March 12: Plan Commission meeting re: Draft Future Land Use Map
- April 10: Draft Plan introduced at Common Council
- April-May: Committee review
- June: PC public hearing and work sessions
- July: CC review and adoption



THANK YOU!



www.ImagineMadisonWI.com



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