



# Imagine Madison

People Powered Planning

**Madison Food Policy Council**  
**December 6, 2017**

**#imaginemadison**

# COMPREHENSIVE PLAN

## 6 BUCKETS



### Form + Connectivity



### Neighborhoods + Housing



### Culture + Character



### Green + Resilient



### Services + Facilities



### Economy + Opportunity

## RELATED PLANS

- Neighborhood Plans
- Neighborhood Development Plans
- Special Area Plans
- Transportation Plans

- CDBG Five-Year Plans
- Affordable Housing Studies, Reports, and Programs

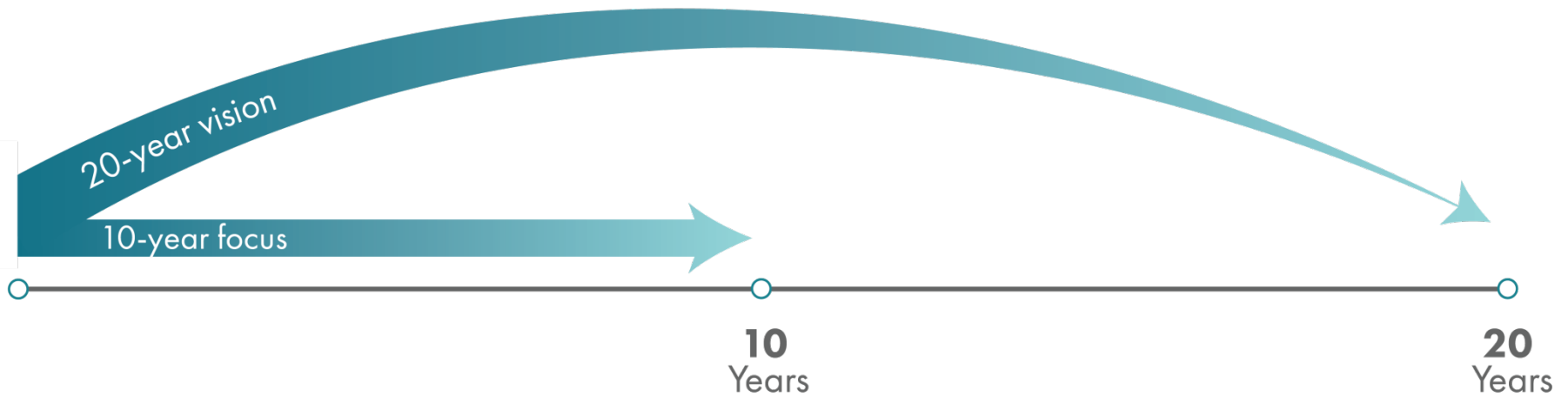
- Cultural Plan
- Historic Preservation Plan
- Urban Design Plans

- Sustainability Plan
- Park & Open Space Plan
- Energy Plan

- Water and Sewer System Plans
- Long Range Facilities Plan
- Intergovernmental Agreements

- Economic Development Plan
- Tax Increment Financing (TIF) Plans
- Redevelopment Plans

# Planning Horizon



# Topics Organized into 6 Themes




**LAND USE & TRANSPORTATION**  
Compact Land Use | Efficient Transportation



**NEIGHBORHOODS & HOUSING**  
Complete Neighborhoods | Housing Access



**ECONOMY & OPPORTUNITY**  
Growing Economy | Equitable Education & Advancement



**CULTURE & CHARACTER**  
Cultural Vibrancy | Unique Character



**SERVICES & FACILITIES**  
Efficient Services | Regional Cooperation | Community Facilities



**GREEN & RESILIENT**  
Natural Resources | Parks and Recreation

# Plan Structure

## **THEME**

Green and Resilient

## **GOAL**

Madison will be a leader in stewardship of our land, air, and water resources.

## **STRATEGY**

Improve lake water quality by working to reduce urban and agricultural runoff.

## **ACTION**

Review leaf collection and street sweeping policies to ensure they are providing the maximum benefit to protect local waterways.



# Strategies Related to Food

## Neighborhoods & Housing

- Support **diverse food production** options throughout the city.
- Foster **diverse food retail, meal programs, and pantries** to ensure access to affordable, culturally specific, and nutritious food in all neighborhoods.

## Economy & Opportunity

- Promote **food-based** business innovation.

## Green & Resilient

- Support safe and **sustainable farming and gardening** practices that protect the ecosystem and public health.

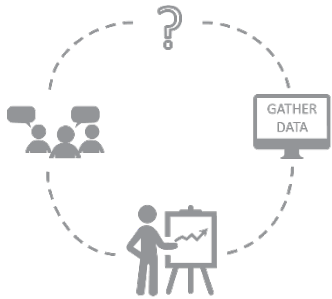
## Services & Facilities

- Pursue **regional solutions** to regional issues such as land use, open space, water quality, environmental resources, and **agricultural/food systems planning**.

# 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



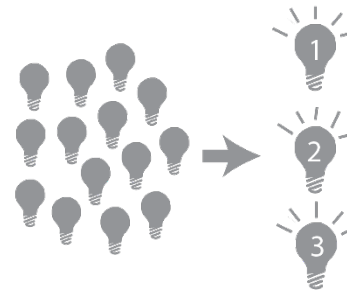
## Your Voice

- 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



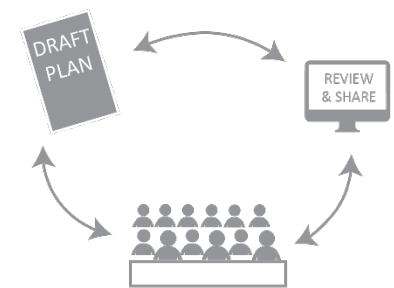
## Your Voice

- 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**



# ENGAGEMENT

An aerial, monochromatic photograph of a city, likely Washington D.C., showing a large river on the left and a prominent dome-shaped building in the center. The image is dark and serves as a background for the text.

8,750

Unique Website Visitors

10

Community Meetings

100

Pop-ins

20

Summer Events and Festivals

60

Hip Hop Architecture Camp youth

3

Interview Videos

720

Social Media Followers

220

Resident Panel Participants

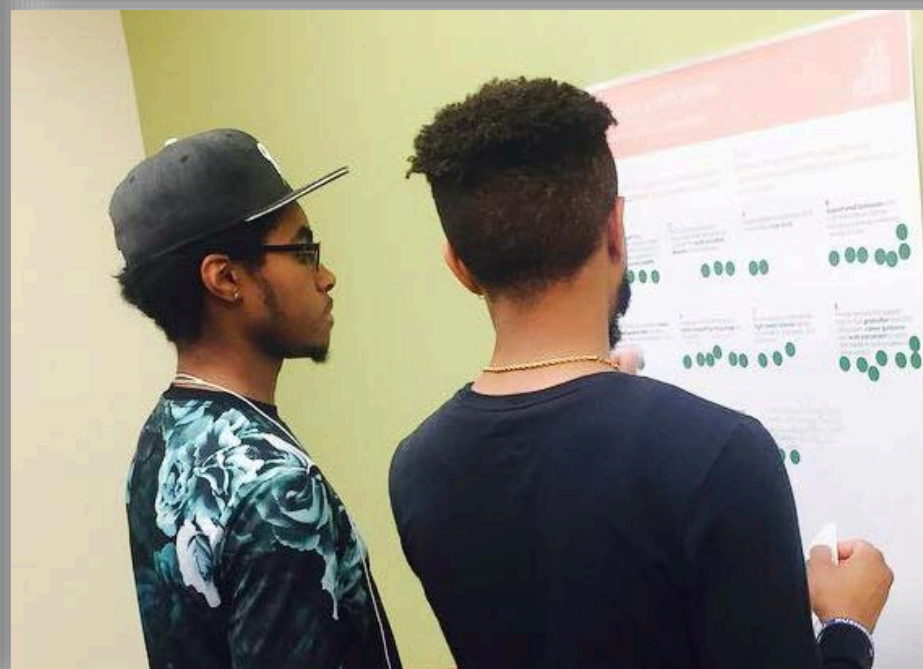


# Community Meetings






# Resident Panels





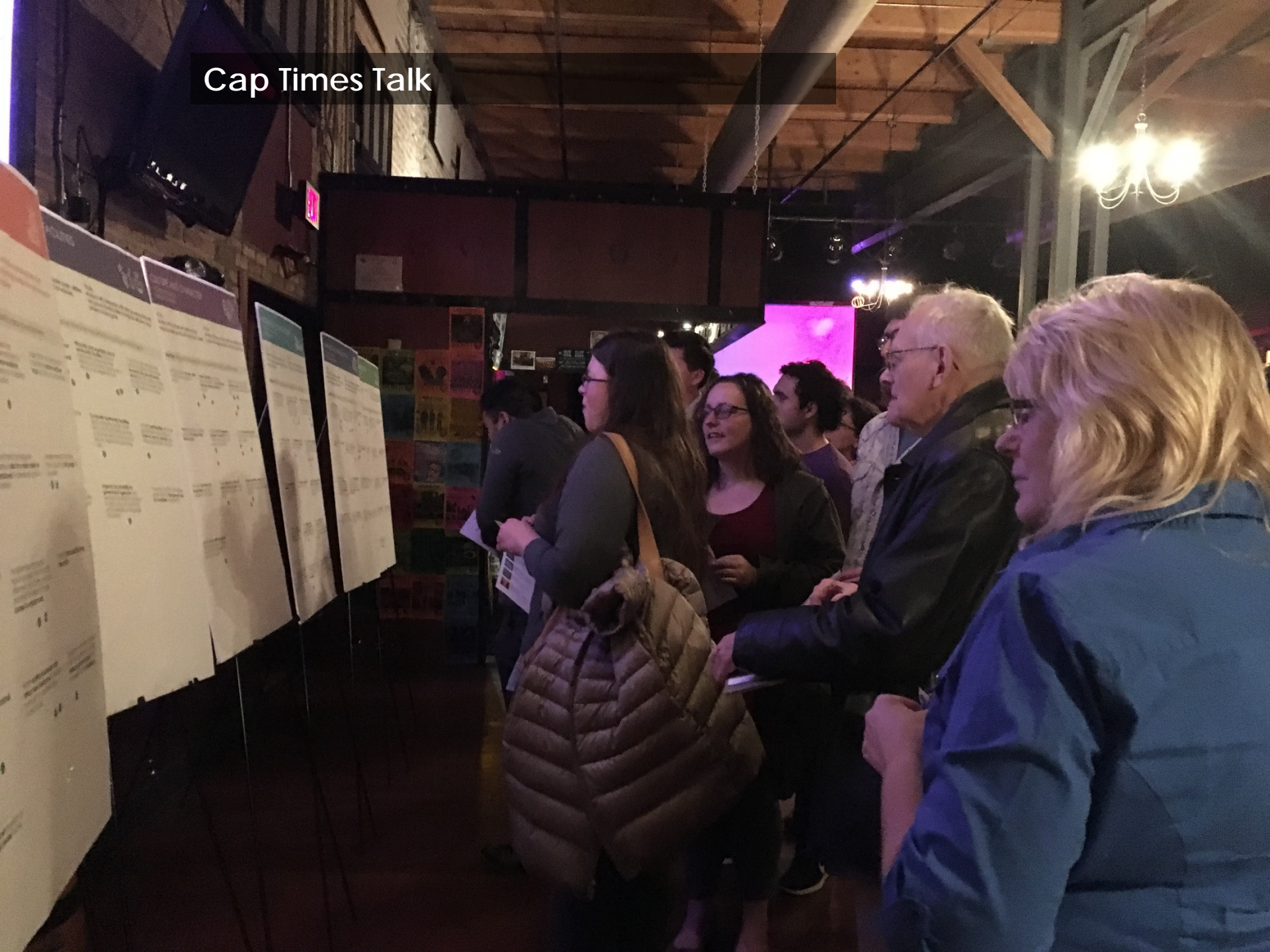
# Cap Times Talk

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AS MADISON AS IT GETS



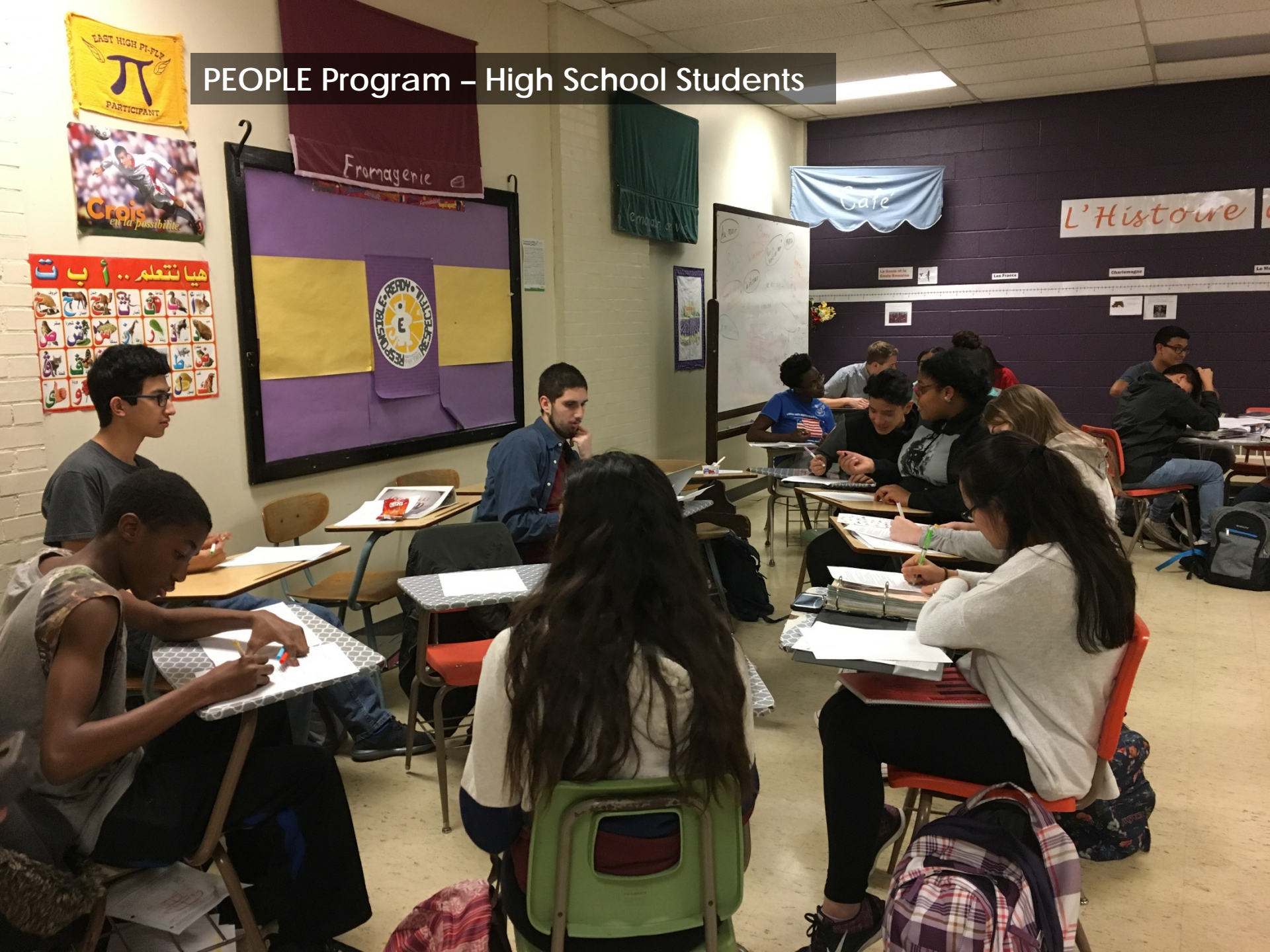


# Cap Times Talk





# PEOPLE Program – High School Students





# Phase 3: Priorities!



# Strategy Prioritization Activity

## Culture and Character

**Goal:** Madison will be a vibrant and creative city that values and builds upon its cultural and historic assets.

**Goal:** Madison will have a unique character and strong sense of place in its neighborhoods and the city as a whole..

### Top 5 Strategies

### Action Ideas

1. Provide spaces for racially and ethnically diverse interests, events, family gatherings, traditions, and exhibits.

1. Encourage music + other social venues to cater to a more diverse clientele.
2. Dedicated spaces in libraries with materials showcasing a particular culture.
- 3.

2. Create safe and affirming spaces that are social outlets for people of color and underrepresented community members.

1. Partner with community groups to determine what amenities are needed.
- 2.
- 3.

3. Provide resources for diverse artists to collaborate and flourish in Madison.

1. Develop live/work spaces.
2. Identify locations for the community to cocreate art.
- 3.

4. Protect historically and culturally significant First Nations/Native American sites.

1. Continue to identify culturally significant sites.
- 2.
- 3.

5. Strengthen educational arts programming, especially in underserved communities.

1. Use art to implement neighborhood plans.
- 2.
- 3.

Balance the conc  
venues between t  
other areas  
city r  
spaces, and private de

# Top Strategies Thus Far: *Services & Facilities*

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.
2. Pursue **regional solutions to regional issues** such as land use, open space, water quality, environmental resources, and **agricultural/food systems planning**.
3. **Efficiently and equitably place community facilities** (such as community centers and fire stations) to provide a high level of service to all neighborhoods.
4. **Co-locate community facilities** (such as libraries, public health clinics, and community centers) to improve service provision and reduce capital and operating costs.
5. Ensure that the City of Madison government is **transparent and accountable** to residents.





# ONLINE STRATEGY ACTIVITY

## OPEN UNTIL MID-DECEMBER



### 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.

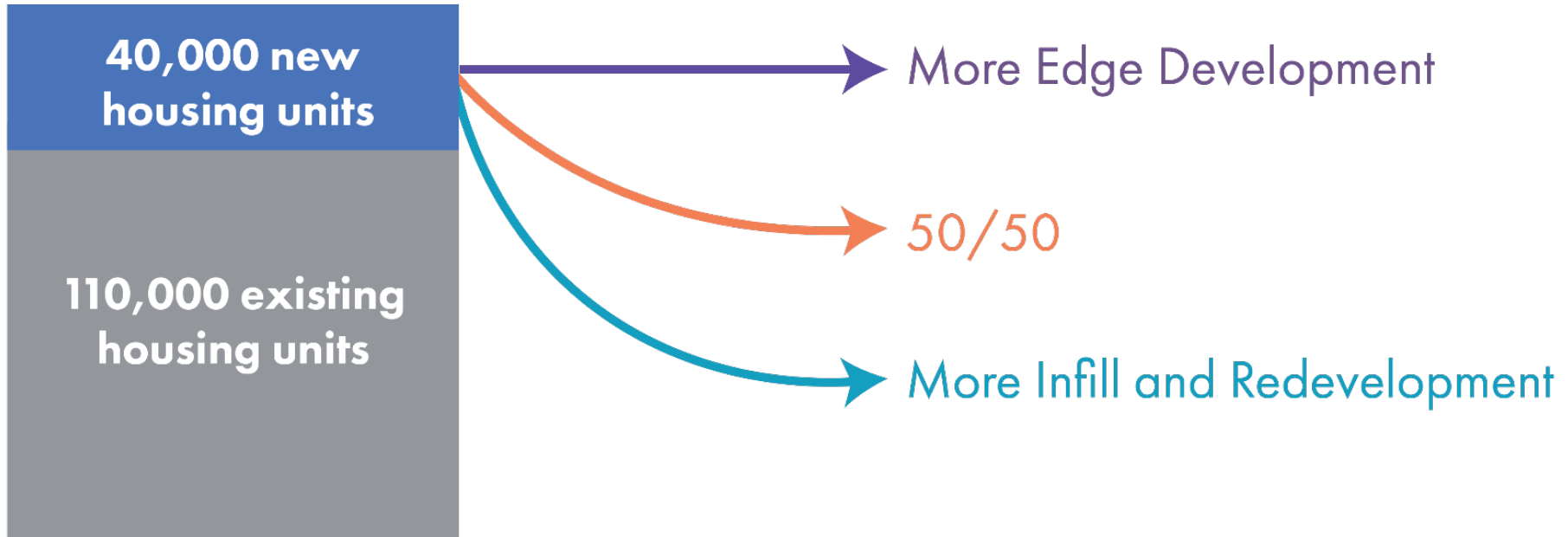
Prioritization will be key for this effort to be successful. Click and drag the Strategies below in order of their importance. Your top five Strategies will be used in the next step of this activity.

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

#### Ranking

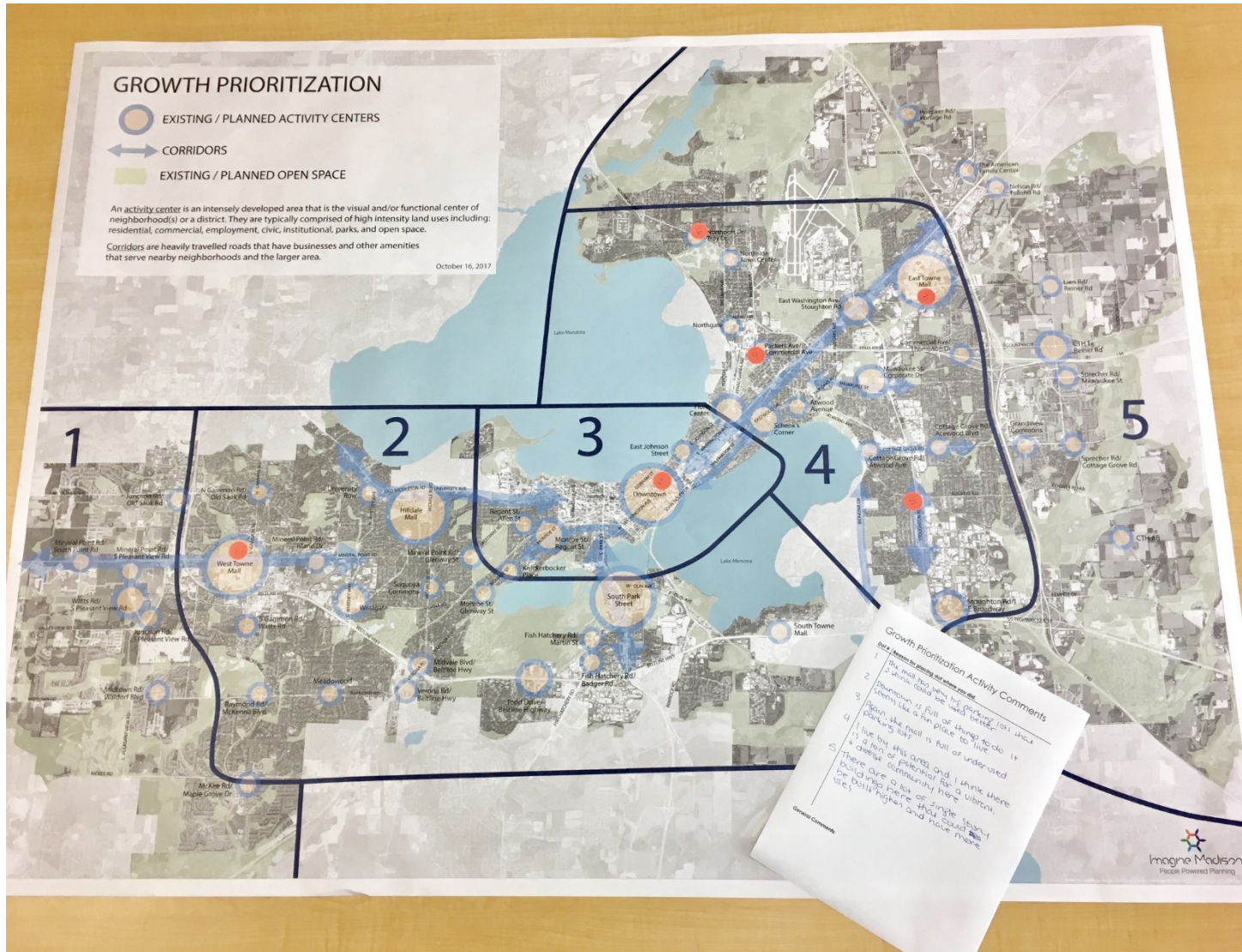
1. + Strengthen educational arts programming, especially in underserved communities.
  2. + Provide spaces for racially and ethnically diverse interests, events, family gatherings, traditions, and exhibits.
  3. + Create memorable places through creative architecture and urban design.
  4. + Balance 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.
  - + Integrate art that represents the entire community into City facilities, public spaces, and private developments.
  - + Provide resources for diverse artists to collaborate and flourish in Madison.

# Growth Prioritization

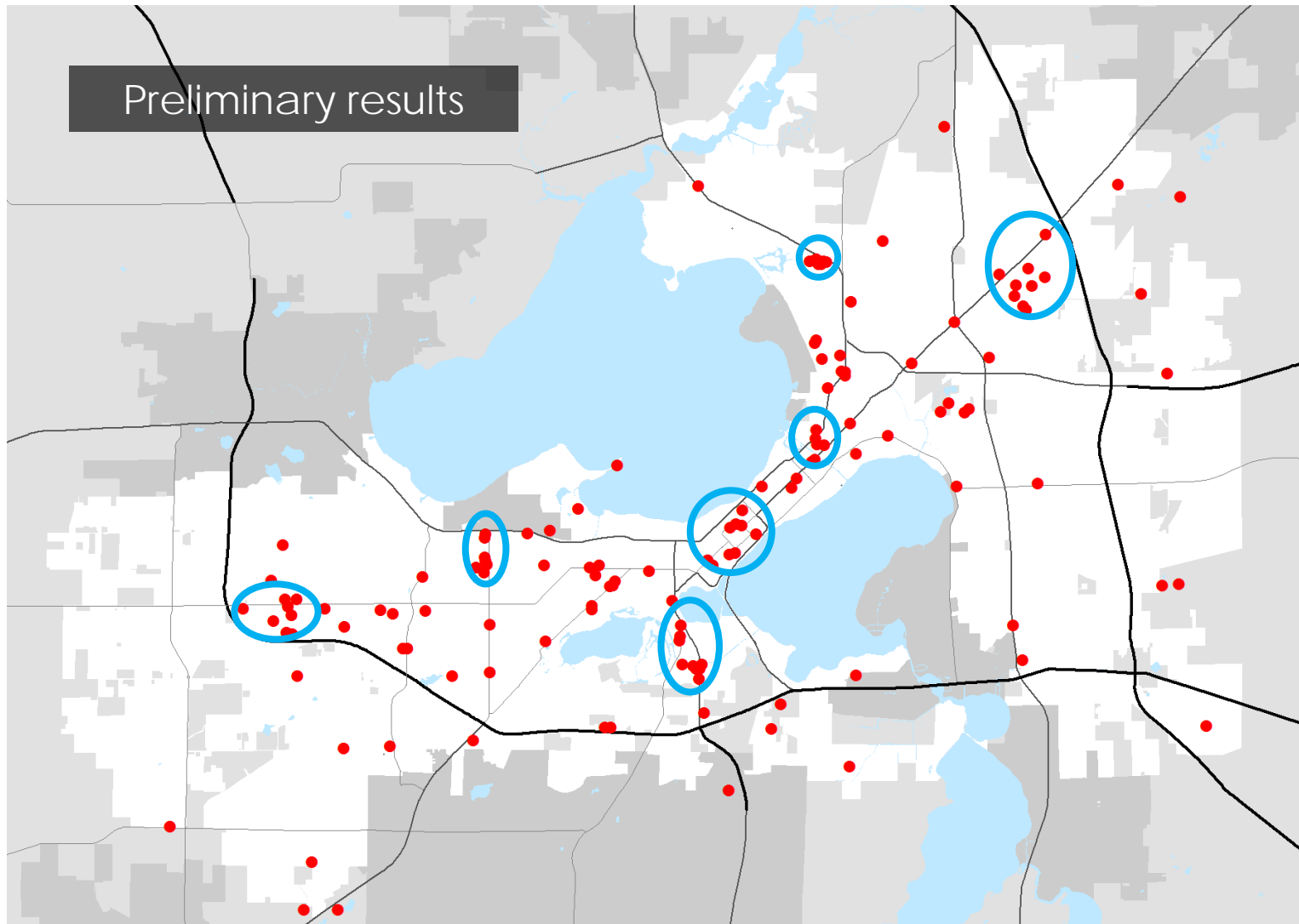


Where on the edge/ redevelopment spectrum should we accommodate projected growth?

# Growth Prioritization Activity



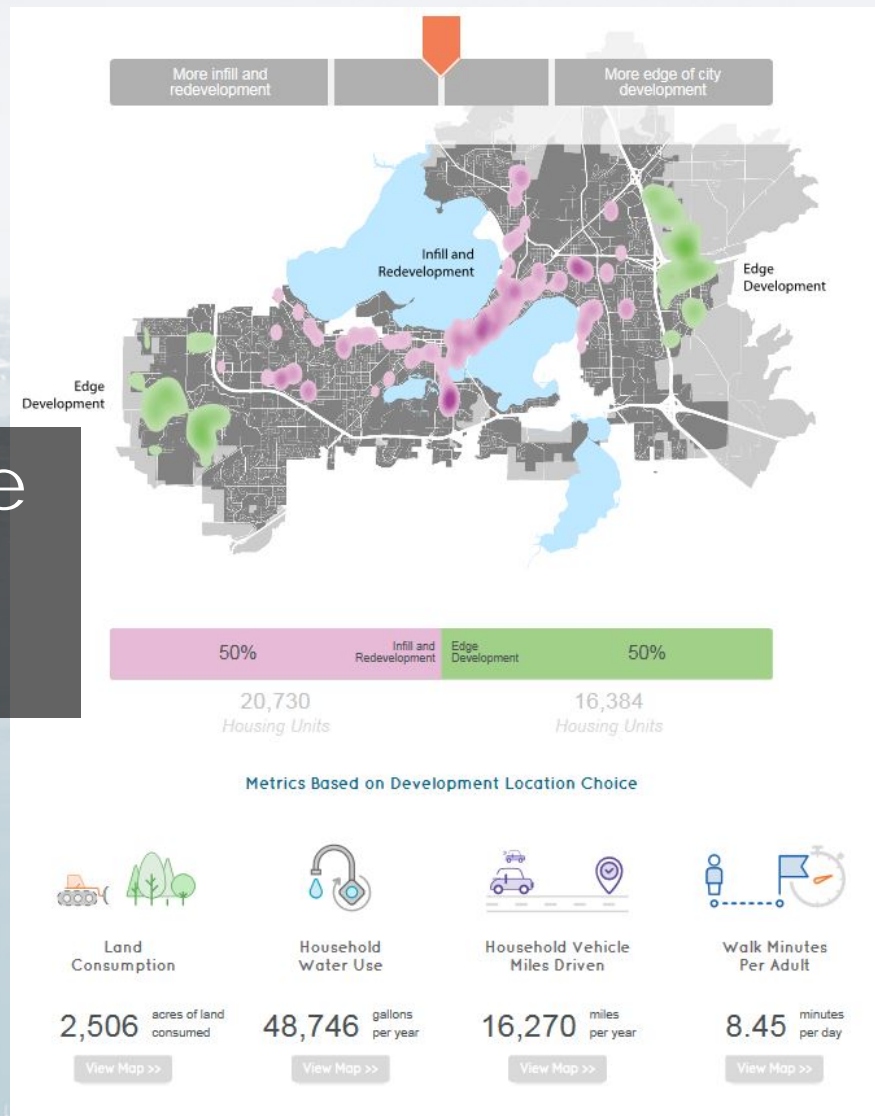
# Public Meeting Results





# ONLINE GROWTH PRIORITIZATION ACTIVITY

## OPEN UNTIL MID-DECEMBER



Please share with your networks!





# Next Steps

# Next Steps in the Process



- Integrate feedback into the Draft Plan
- Review by City Boards, Commissions, Committees
- Plan Commission makes recommendation
- Common Council adopts
- Implementation and tracking of progress



## Contact Us



[www.ImagineMadisonWI.com](http://www.ImagineMadisonWI.com)



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