



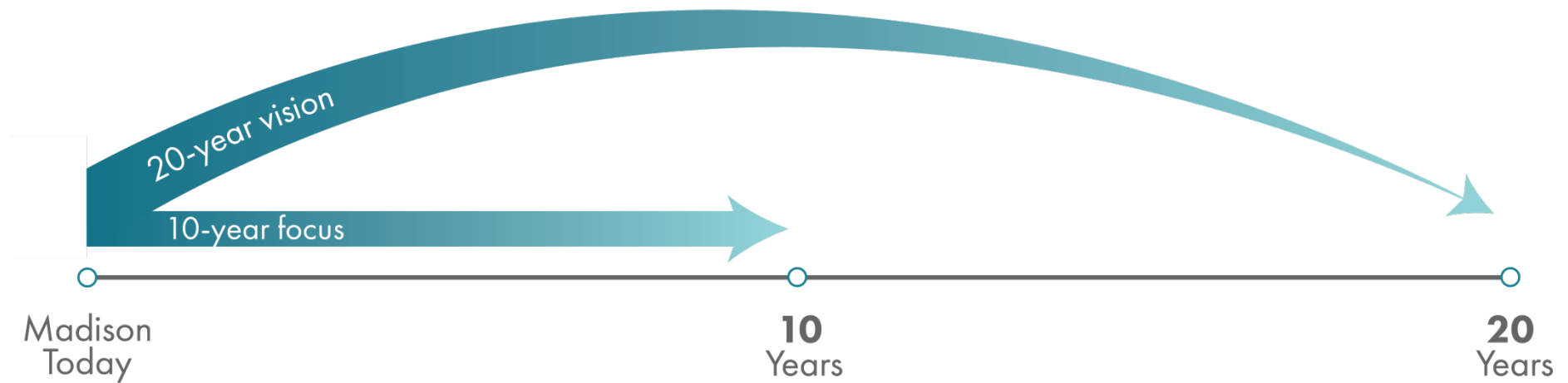
Imagine Madison

People Powered Planning

Food Policy Council
June 7, 2017

#imaginemadison

Planning Horizon



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

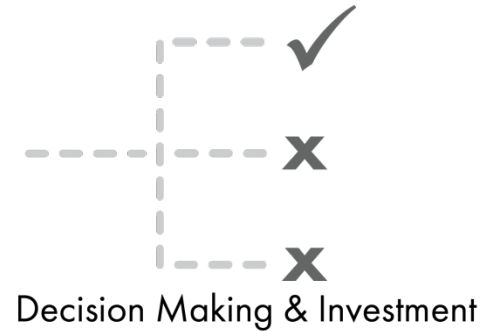
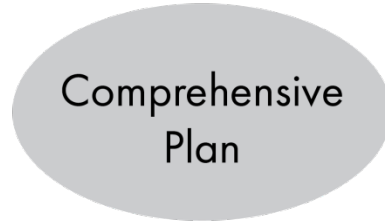
- Water and Sewer System Plans
- Long Range Facilities Plan
- Intergovernmental Agreements

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

Decision Making & Investment



Community Feedback on Issues



Decision Making & Investment



Project Timeline

Phase 1
Where are we headed?

Phase 2
How will we get there?

Phase 3
What first?

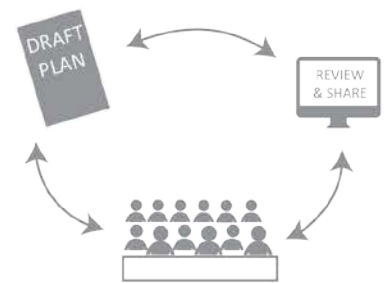
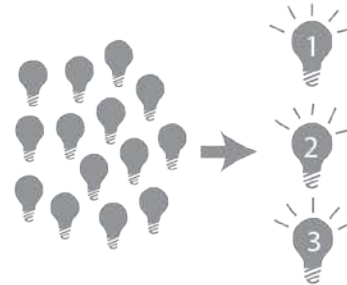
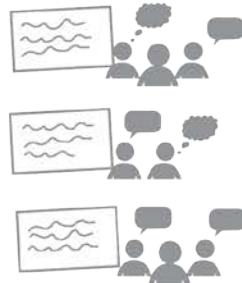
Phase 4
Plan review and approval

FALL 2016

SPRING 2017

FALL 2017

SPRING 2018



Your Voice

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

Your Voice

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

Your Voice

- How should we prioritize these actions?
- Where should we prioritize growth?

Your Voice

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

GOALS

STRATEGIES

PRIORITIES

ADOPTION



Phase 1 Process



Topics Organized into 6 Buckets



FORM & CONNECTIVITY
Compact Land Use | Efficient Transportation



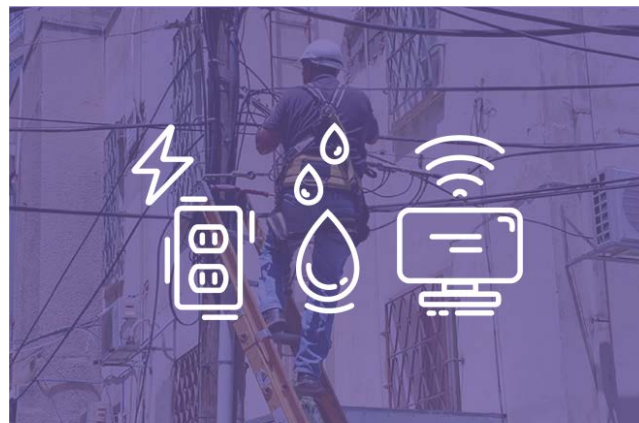
NEIGHBORHOODS & HOUSING
Complete Neighborhoods | Housing Access



ECONOMY & OPPORTUNITY
Growing Economy | Equitable Education & Advancement



CULTURE & CHARACTER
Cultural Vibrancy | Unique Character



SERVICES & FACILITIES
Efficient Services | Regional Cooperation | Community Facilities

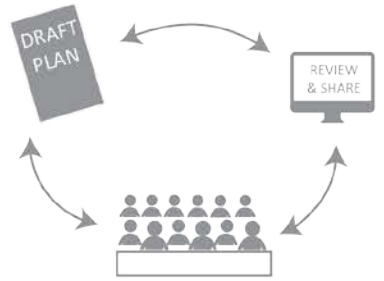
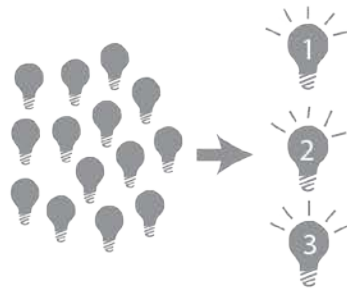
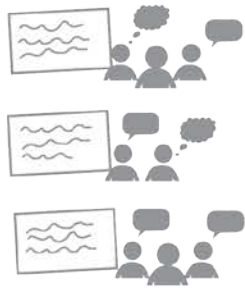


GREEN & RESILIENT
Natural Resources | Parks and Recreation



Phase 2:
STRATEGIES

Timeline



Your Voice

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Your Voice

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Your Voice

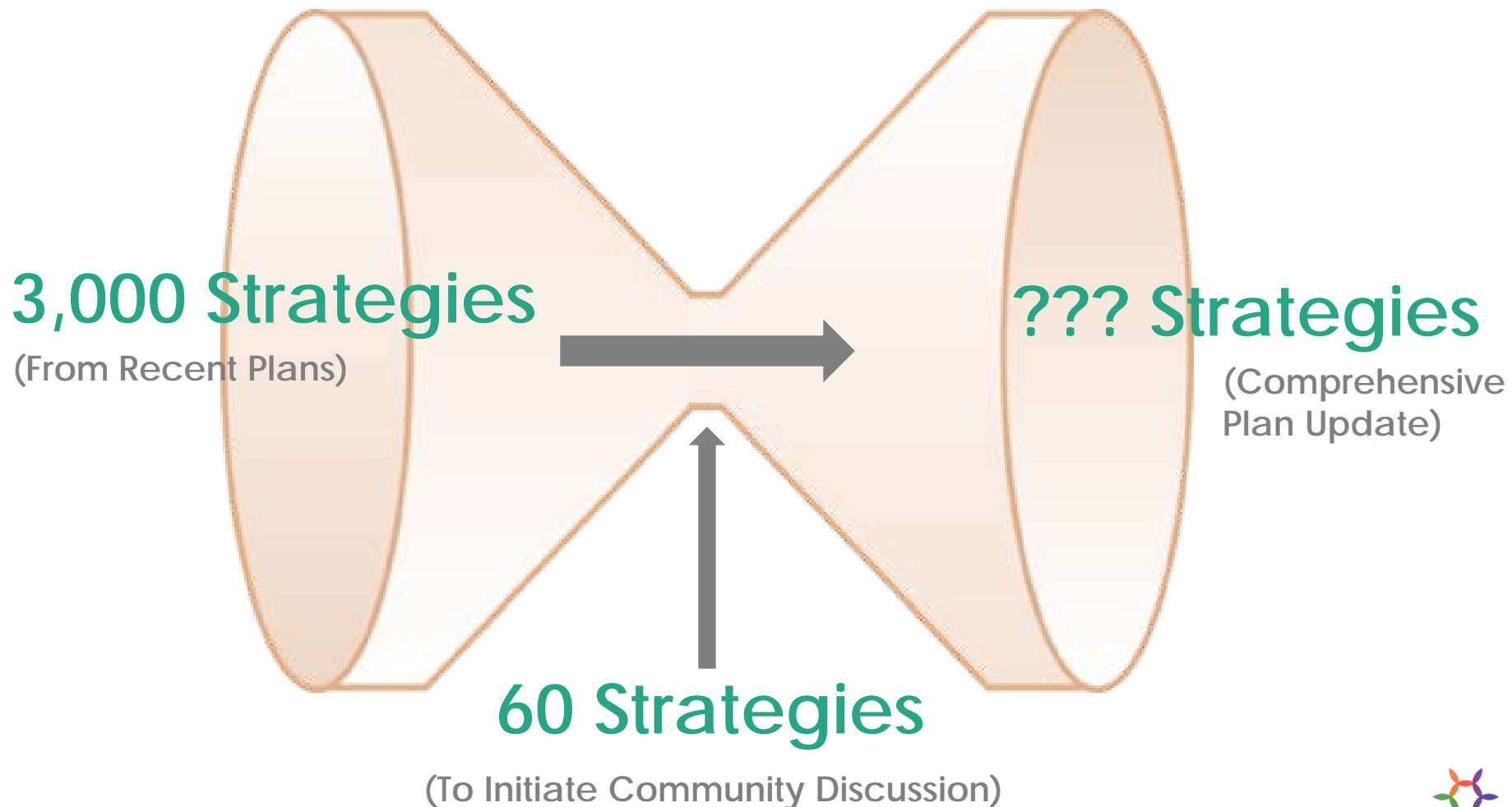
- How should we prioritize these actions?
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Your Voice

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Strategies Process



Strategies Example

Bucket:

Neighborhoods & Housing



Goal:

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

Strategies:

8. Support **diverse food production** options in all neighborhoods through community gardens and edible landscapes on public land, appropriate animals (chickens, bees), rooftop & marketing gardening.
9. Foster diverse food retail, meal programs, pantries & self-provisioning (gardens, gleaning) to ensure healthy, dignified, culturally appropriate **food access** in all neighborhoods.



Online Strategies Feedback


Strategies: Form & Connectivity

Goals

- ✦ Madison will be comprised of compact, interconnected neighborhoods anchored by a network of mixed-use activity centers.
- ✦ Madison will have a safe, efficient, and affordable regional transportation system that offers a variety of choices among transportation modes.

Share your thoughts and see what others are saying. Like the strategies you think are the best, and tell us about strategies that are missing.

Once you're finished, [select a new strategy](#)

 Your name
[ColinPunt](#)


Comment *

Content limited to 200 characters, remaining: 200

Submit


[Sort by date](#) [Sort by vote](#)

Improve transit connections between peripheral residential and employment land uses, focusing on connecting transit-dependent populations to jobs.

[delete](#) [edit](#)  0


Submitted by [Imagine Madison](#) (not verified) on Tue, 04/25/2017 - 2:57am

Continue to pursue implementation of bus rapid transit (BRT), beginning by increasing bus garage capacity to allow for expansion of Metro service.

[delete](#) [edit](#)  0

Submitted by [Imagine Madison](#) (not verified) on Tue, 04/25/2017 - 2:56am

Work with regional partners to collaboratively improve our regional bicycle system to further enable safe and convenient bicycle use.

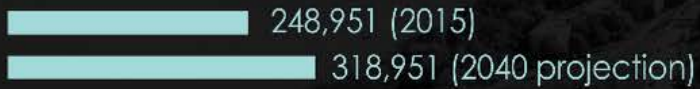
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Submitted by [Imagine Madison](#) (not verified) on Tue, 04/25/2017 - 2:56am





Phase 2:
FUTURE LAND USE MAP

 POPULATION

Madison will add 70,000 new residents between now and 2040.

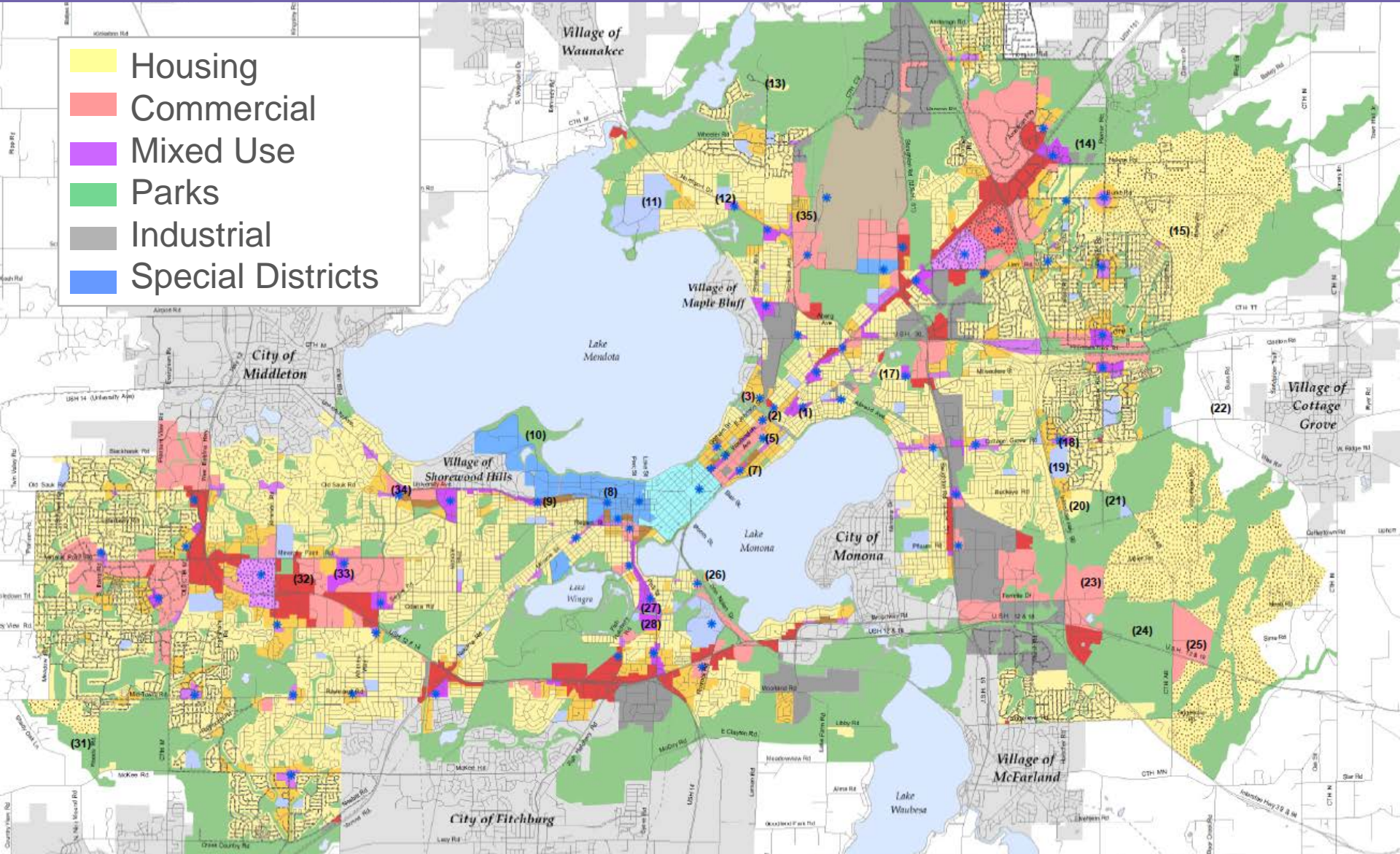
 TOTAL HOUSING UNITS

Madison will need to build 40,000 housing units by 2040 to meet the needs of our growing population.



2006 Future Land Use (FLU) Map

- Housing
- Commercial
- Mixed Use
- Parks
- Industrial
- Special Districts



Land Use Map Changes

1. Land Use Designations

- Added a fourth residential designation (Low-Medium Residential)
- Added building height and form
- Adjustments to the residential and mixed-use districts

2. Recently Adopted Plans and Recent Development

- Neighborhood Plans (existing neighborhoods)
- Neighborhood Development Plans (planned growth areas)
- Recent Development

3. Administrative Updates

- Standardizing schools as Special Institutional
- Standardizing larger parks as Parks & Open Space





Even though the Galaxie is a much larger building and a more intense use, and both developments feature ground floor commercial uses, Parman Place actually has a higher residential density than the Galaxie building.

Galaxie
822 E Washington Ave
63 dwelling units/acre
14 stories



Parman Place
3502 Monroe St
65 dwelling units/acre
3 stories

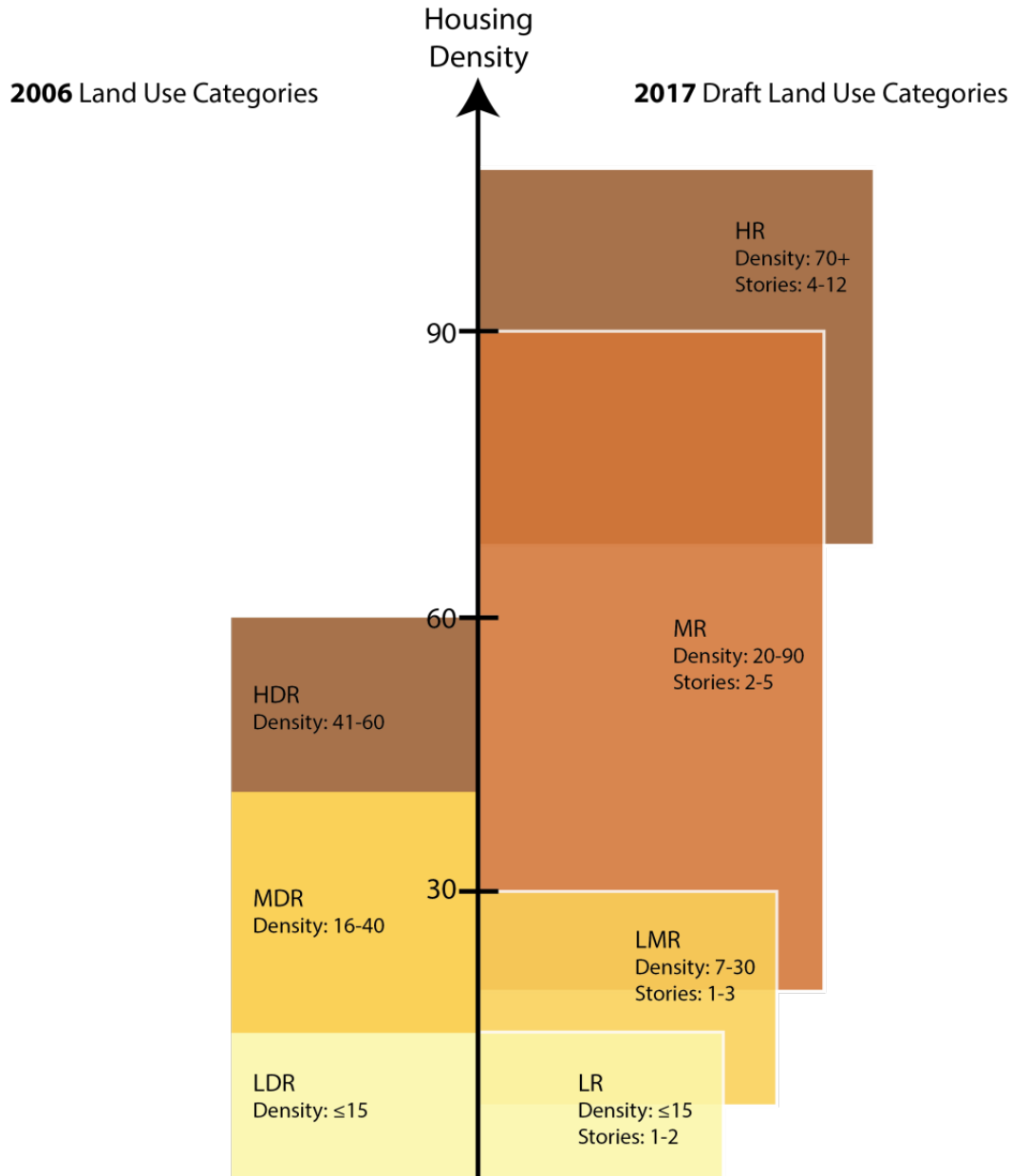
As we add tens of thousands of households to Madison in the coming decades, we must provide housing to a market that increasingly desires a variety of options.

The "Missing Middle" is a range of multi-unit or clustered housing types compatible in scale with single-family homes that help meet the growing demand for walk-able urban living. Examples of these housing types are shown in the illustration below.

Compared to other cities, Madison has a very low proportion of housing developments that fall in the "Missing Middle."



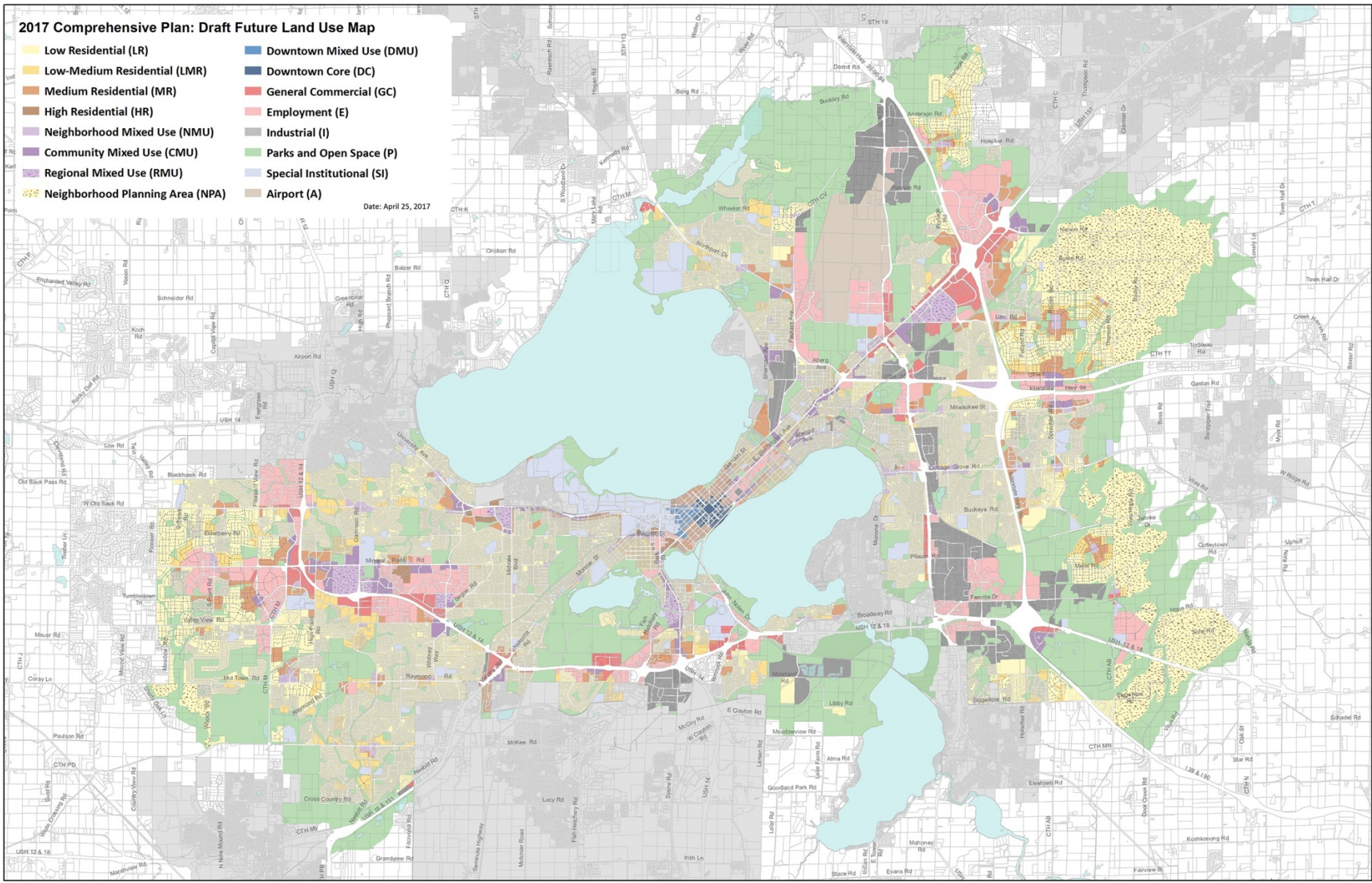
Comprehensive Plan Residential Categories



Updated Residential Categories:

- Added a fourth residential category (Low-Medium Residential)
- Added building height and form

Updated Draft FLU Map



Web map viewer:

<http://cityofmadison.maps.arcgis.com/home/webmap/viewer.html?webmap=905d24f65e7b400c8ccc9800bbfe7055>

CENTERS AND CORRIDORS

APRIL 25, 2017



NEIGHBORHOOD MIXED USE

COMMUNITY MIXED USE

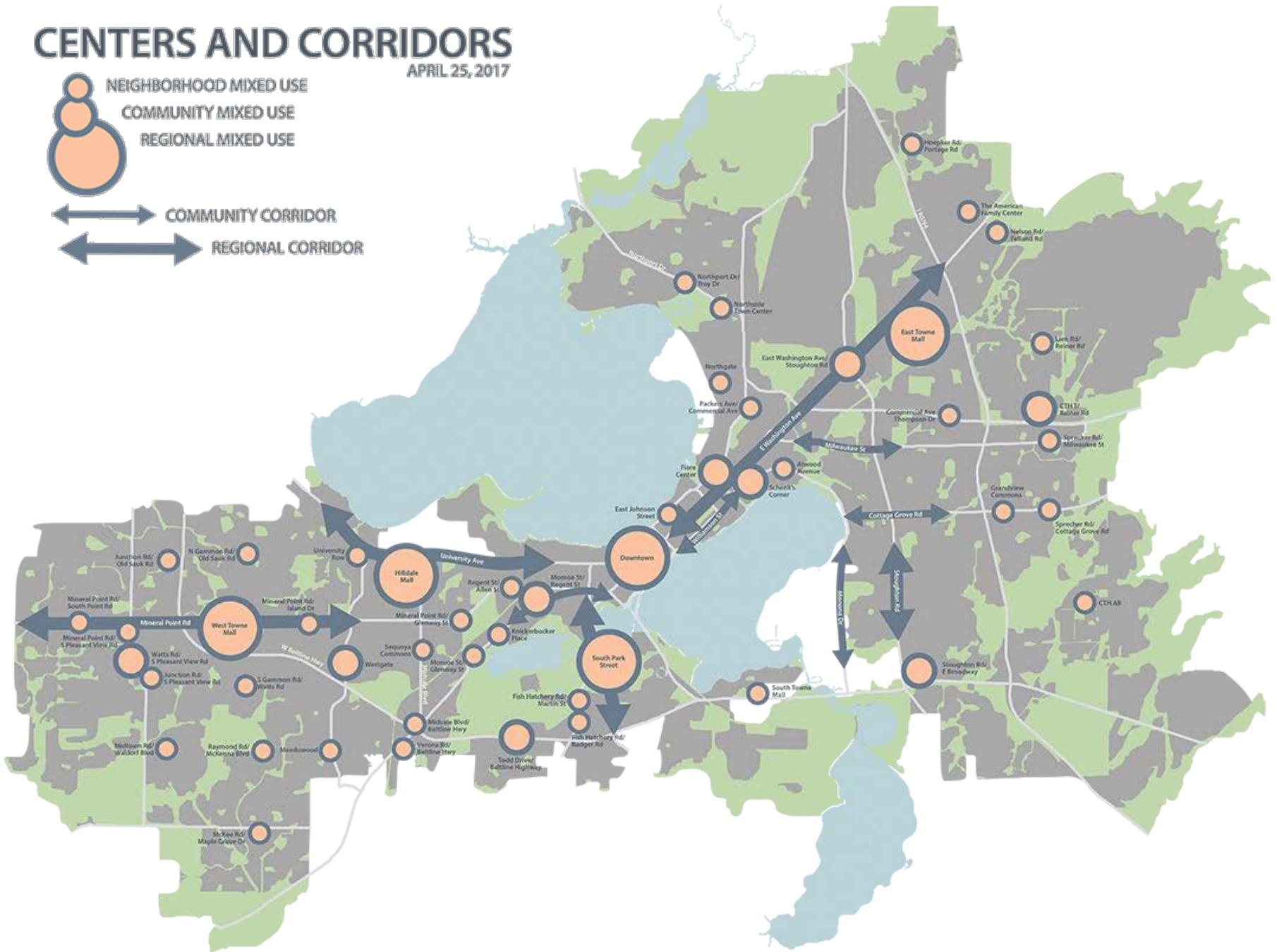
REGIONAL MIXED USE



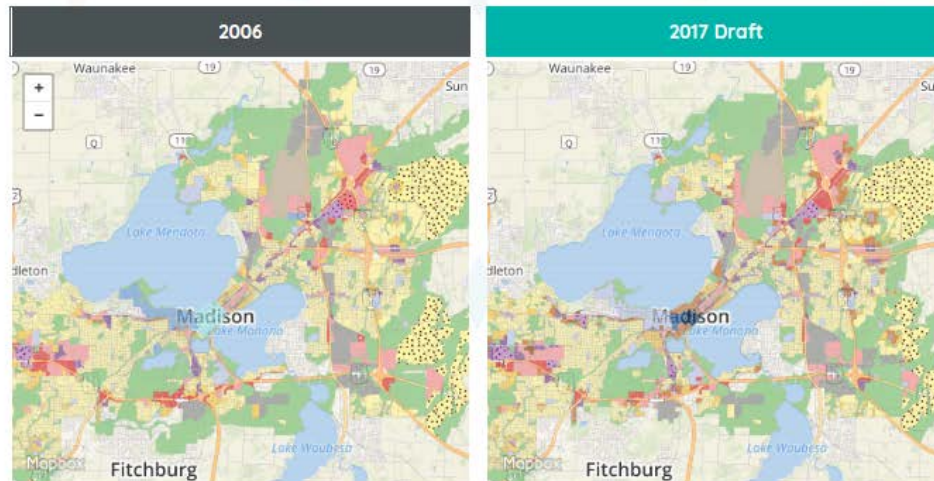
COMMUNITY CORRIDOR



REGIONAL CORRIDOR



Online Map Feedback



- 2006 FUTURE LAND USE MAP LEGEND
- LDR
 - MDR
 - HDR
 - NMU
 - CMU
 - RMU
 - GC
 - RC
 - E
 - I
 - P
 - C
 - Downtown
 - SI
 - AP
 - NPA

- 2017 DRAFT FUTURE LAND USE MAP LEGEND
- LR
 - LMR
 - MR
 - HR
 - NMU
 - CMU
 - RMU
 - DMU
 - DC
 - GC
 - E
 - I
 - P
 - SI
 - A
 - NPA

Please enter comments about the 2017 Draft Land Use Districts on a specific parcel or area:

(Please be sure to make your selection on the map above.)

Please enter any general comments on the 2017 Draft Land Use Districts:



Timeline

Phase 1
Where are we headed?

FALL 2016



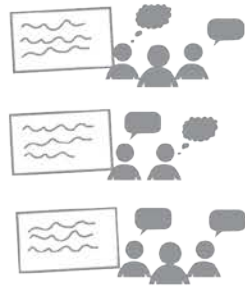
Your Voice

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GOALS

Phase 2
How will we get there?

SPRING 2017



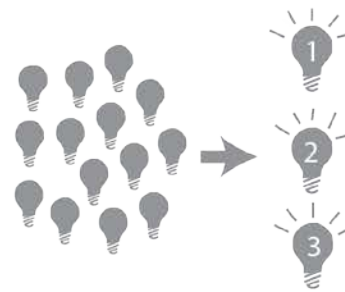
Your Voice

- What strategies should we use to achieve the goals?
- What changes would you suggest to the [Future Land Use map](#)?

STRATEGIES

Phase 3
What first?

FALL 2017



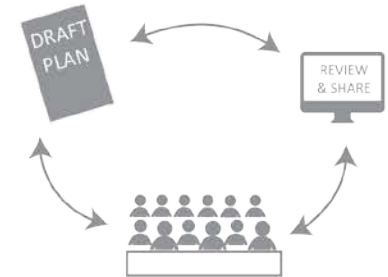
Your Voice

- How should we prioritize these actions?
- 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





Contact Us



www.ImagineMadisonWI.com



@ImagineMadison



@ImagineMsnWI



imaginemadison@cityofmadison.com

Brian Grady
(608) 261-9980

Colin Punt
(608) 243-0455

Kirstie Laatsch
(608) 243-0470

