

# 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

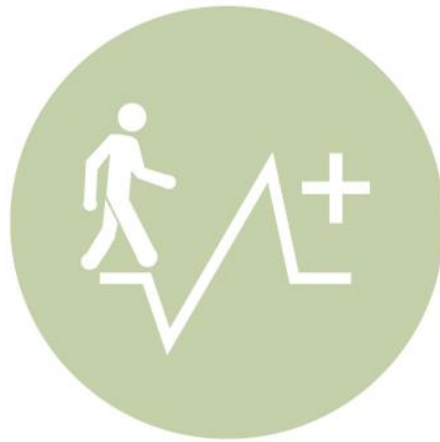
# Guiding Lenses



**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**



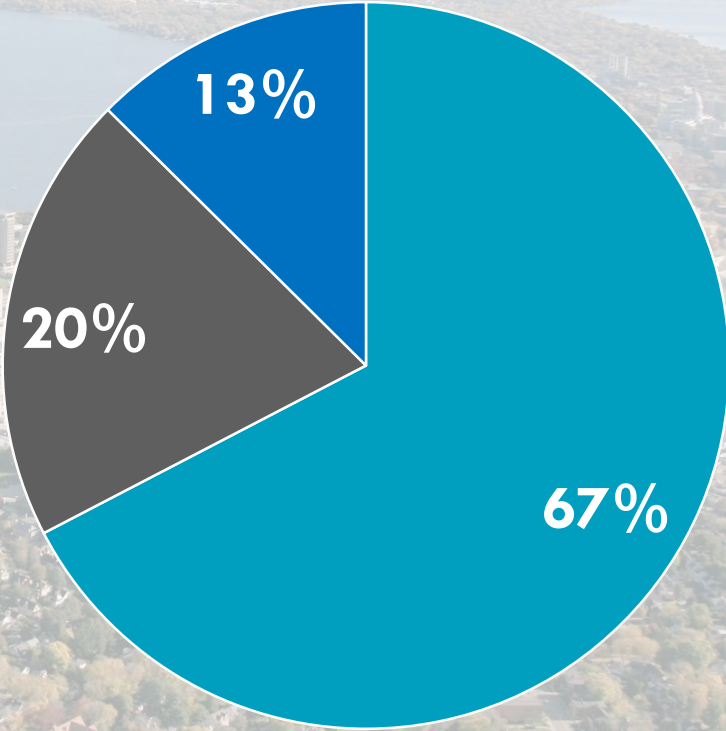
An aerial photograph of a city, likely Boston, showing a large stadium (Fenway Park) in the foreground, surrounded by dense residential and commercial buildings. A large body of water (the harbor) is visible in the background, with a city skyline across the water. The sky is clear and blue.

# Growth Framework



# Community Feedback

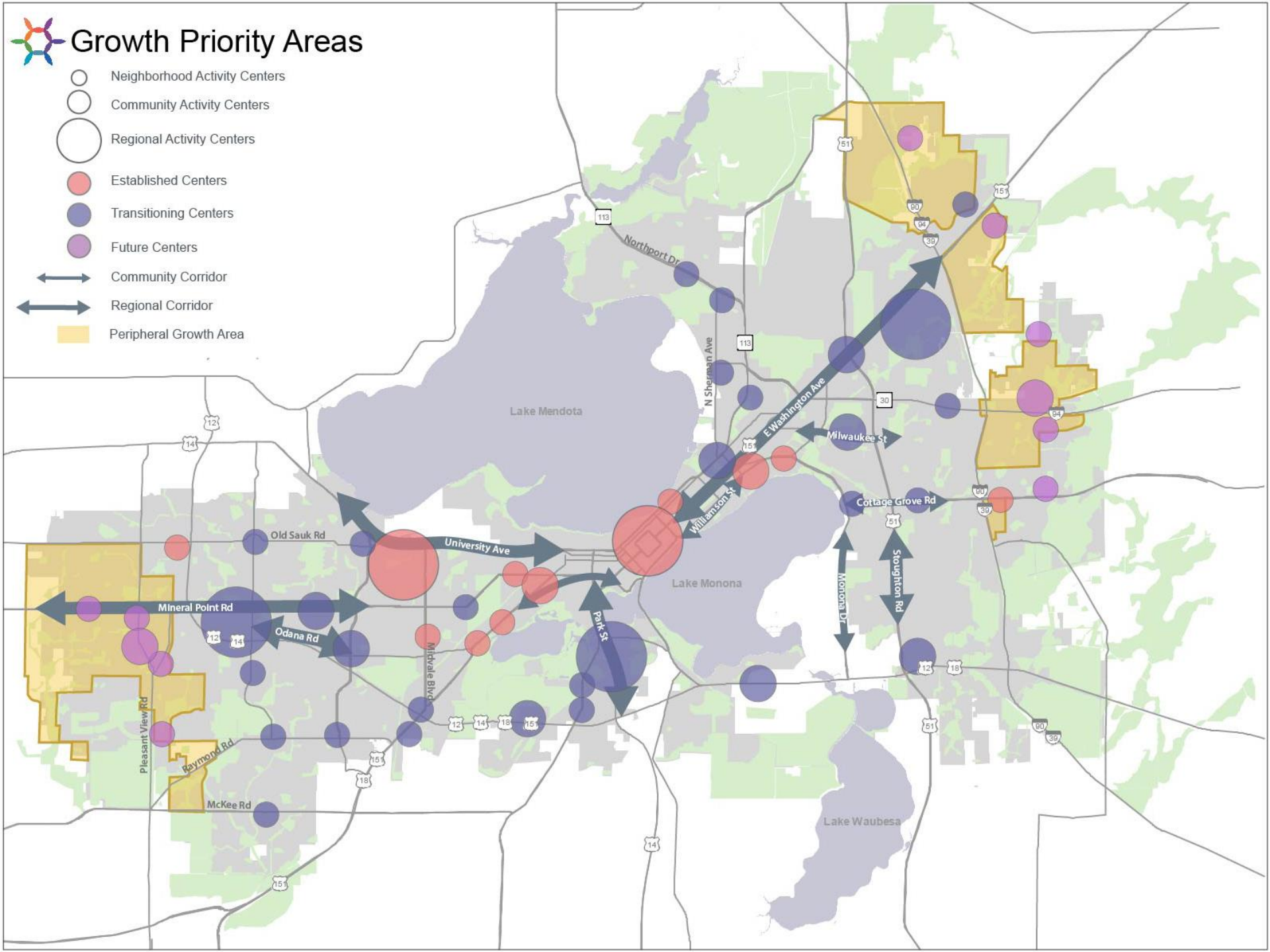
■ More Infill/Redev ■ 50/50 Split ■ More Edge





# Growth Priority Areas

-  Neighborhood Activity Centers
-  Community Activity Centers
-  Regional Activity Centers
-  Established Centers
-  Transitioning Centers
-  Future Centers
-  Community Corridor
-  Regional Corridor
-  Peripheral Growth Area







# 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:**

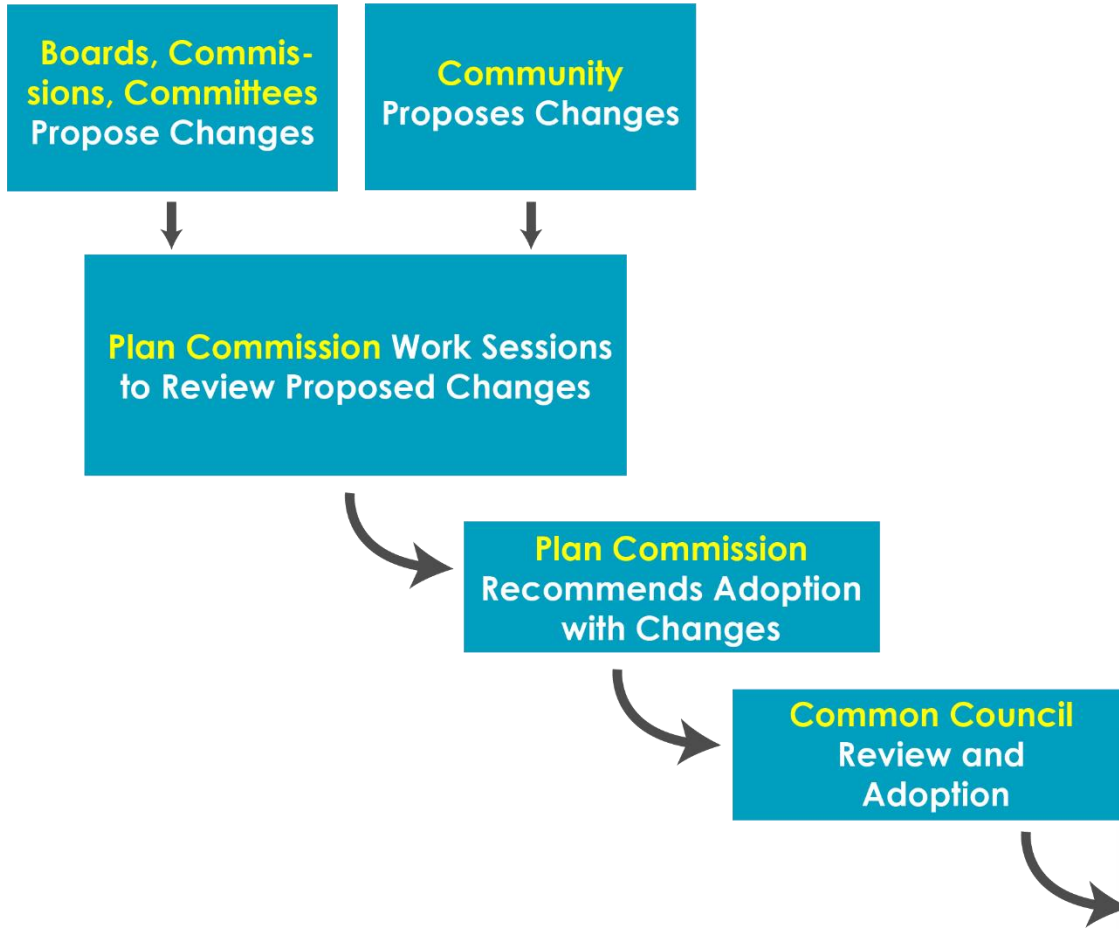
5. Provide housing options with health and social services for residents who need it most, including residents experiencing homelessness.
  - a. On-Site Supportive Services
  - b. Tenant Resources
  - c. Permanent Supportive Housing



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



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# A Greater Madison Vision

*how we grow matters*



**Scenario Survey Website**  
[www.greatermadisonvision.com](http://www.greatermadisonvision.com)



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

