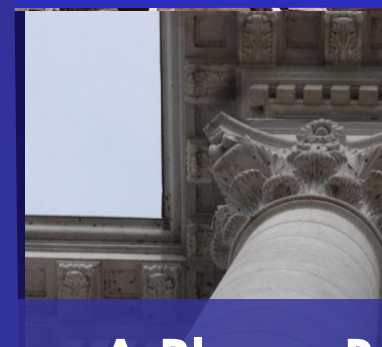
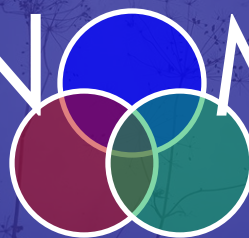
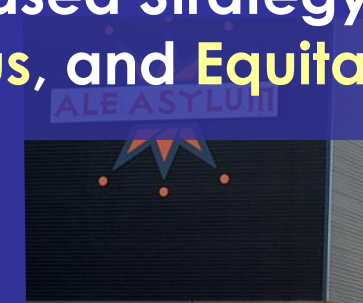




# MADISON ECONOMIC STRATEGY



A Place-Based Strategy For a More Innovative, Prosperous, and Equitable Madison Economy



DRAFT FOR  
DISCUSSION  
EDC 12-8-14

# MADISON ECONOMIC STRATEGY







# MADISON ECONOMIC STRATEGY

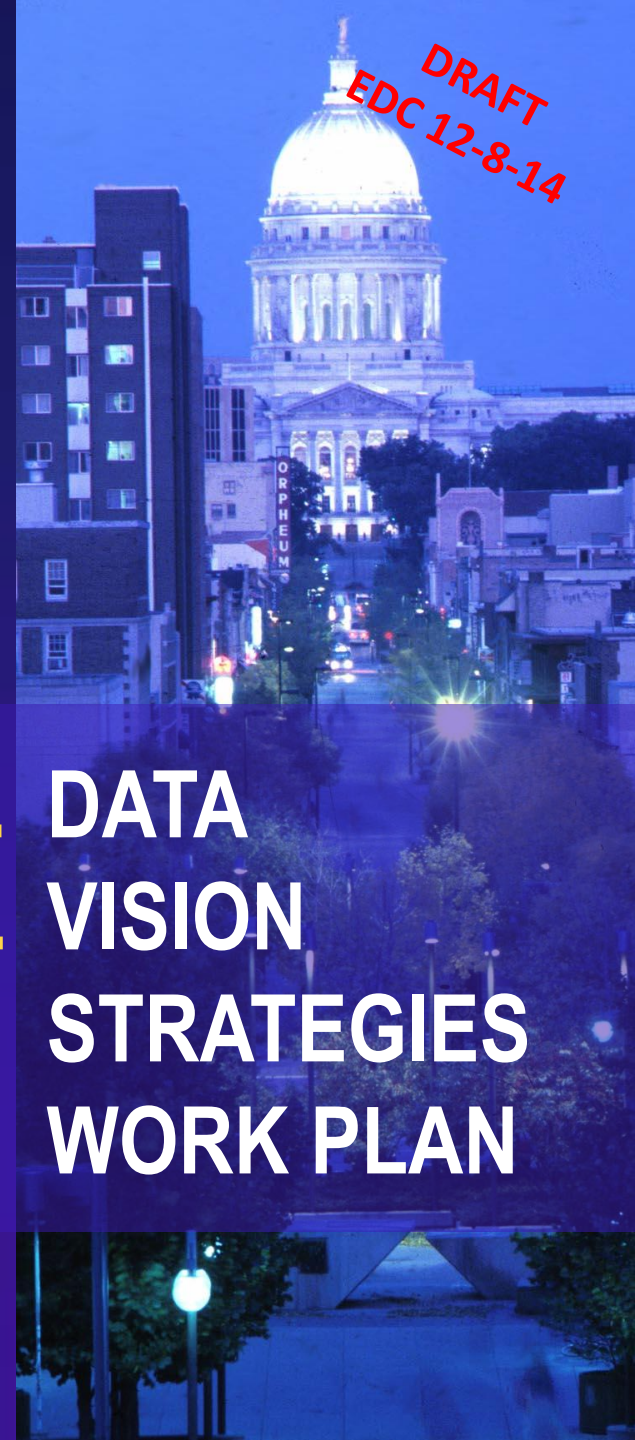
## Project Plan:

---

- PART 1: Where We Are Today...**
- PART 2: Where We Are Going...**
- PART 3: How to Get There.....**
- PART 4: Getting it Done.....**

**DATA  
VISION  
STRATEGIES  
WORK PLAN**

**DRAFT  
EDC 12-8-14**





# MADISON ECONOMIC STRATEGY

DRAFT  
EDC 12-8-14



## Project Plan:

---



PART 1: Where We Are Today...

DATA

PART 2: Where We Are Going...

VISION

**PART 3: How to Get There.....**

**STRATEGIES**

PART 4: Getting it Done.....

WORK PLAN





# MADISON'S ECONOMIC STRATEGY

---

## COMMUNITY INPUT RESULTS



**ECONOMIC STRATEGY SYMPOSIUM**  
**COMMUNITY MEETING 1 (Villager)**  
**COMMUNITY MEETING 2 (Warner Park)**

**9/10/14 - 188 Attendees**  
**9/23/14 - 20 Attendees**  
**10/1/14 - 15 Attendees**

# Input Results :

Audience Ideas Submitted Via Text and  
“Mind Maps” Developed by Small Groups:

- Innovation
- Talent
- Opportunity
- Place





# MIND MAPS...





# INNOVATION





# Innovation

- Connect to UW – WARF, D2P, Etc.
- Get StartingBlock Done
- Regional Transit Authority
- Better Airport Service
- Connections to MKE/CHI
- Improve Access to Capital
- Innovation Districts
- Retail EPIC/UW grads
- Incubators and accelerators throughout city
- Cap East District as startup hub
- Food Innovation
- Training, mentorships, and apprenticeship for entrepreneurs



# TALENT





# Talent

- “City of Internships”
- Madison Chief Innovation Officer
- Trailing spouse program
- Businesses linked to K12 schools
- Retain EPIC & UW grads
- Support Arts
- Career pathways for young
- Apprenticeships, mentorships, internships (expose young people to opportunities)



# OPPORTUNITY





# Opportunity

- Workforce Transportation
- child care subsidy
- Universal internet access
- Coops
- Connect young people to trades
- Diverse leadership development
- Incentives for business startups in struggling neighborhoods
- Entrepreneurship as economic empowerment
- Job shadowing, mentorships, internships (inspire youth)
- Food entrepreneurship as economic ladder



# PLACE





# Place

- Better Transit and Multi-Modal hubs throughout city
- Re-envision Alliant Energy Center and Nolen Corridor
- Continue Cap East Momentum
- Revitalize neighborhood shopping centers
- Embrace the lakes and river
- Make Garver Feed Mill into a Great Place
- affordable housing throughout the city connected by transit
- festivals and events to create a sense of place
- Be the bike capital of the Midwest (unsurpassed bike infrastructure)
- create great places outside of the isthmus
- Transportation should be coordinated with jobs
- Public Market District as Retail/Food production incubator
- Public Market as Catalyst for larger food district
- Sustainability and Public Art Everywhere



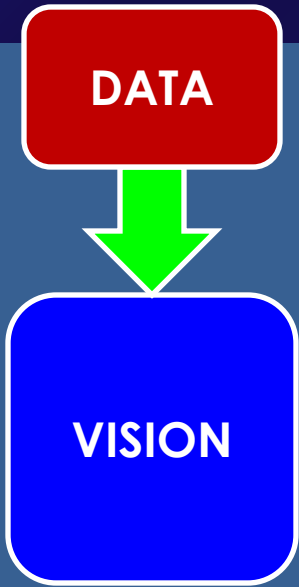
# Work So Far...

**DATA**



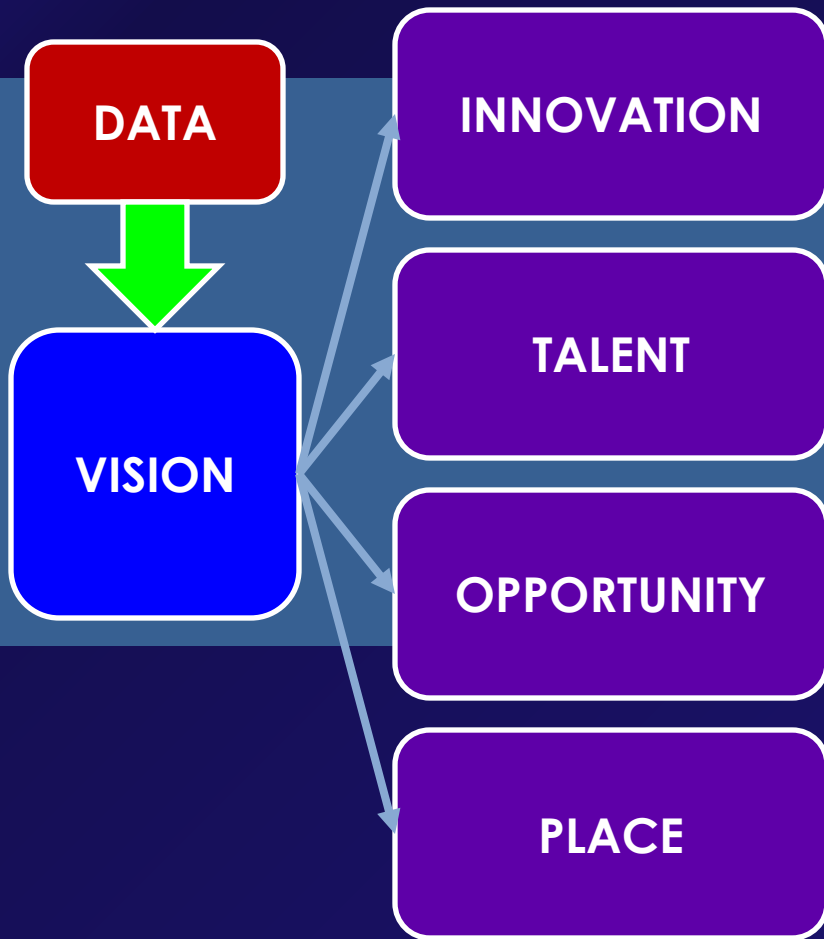


# Work So Far...



# Work So Far...

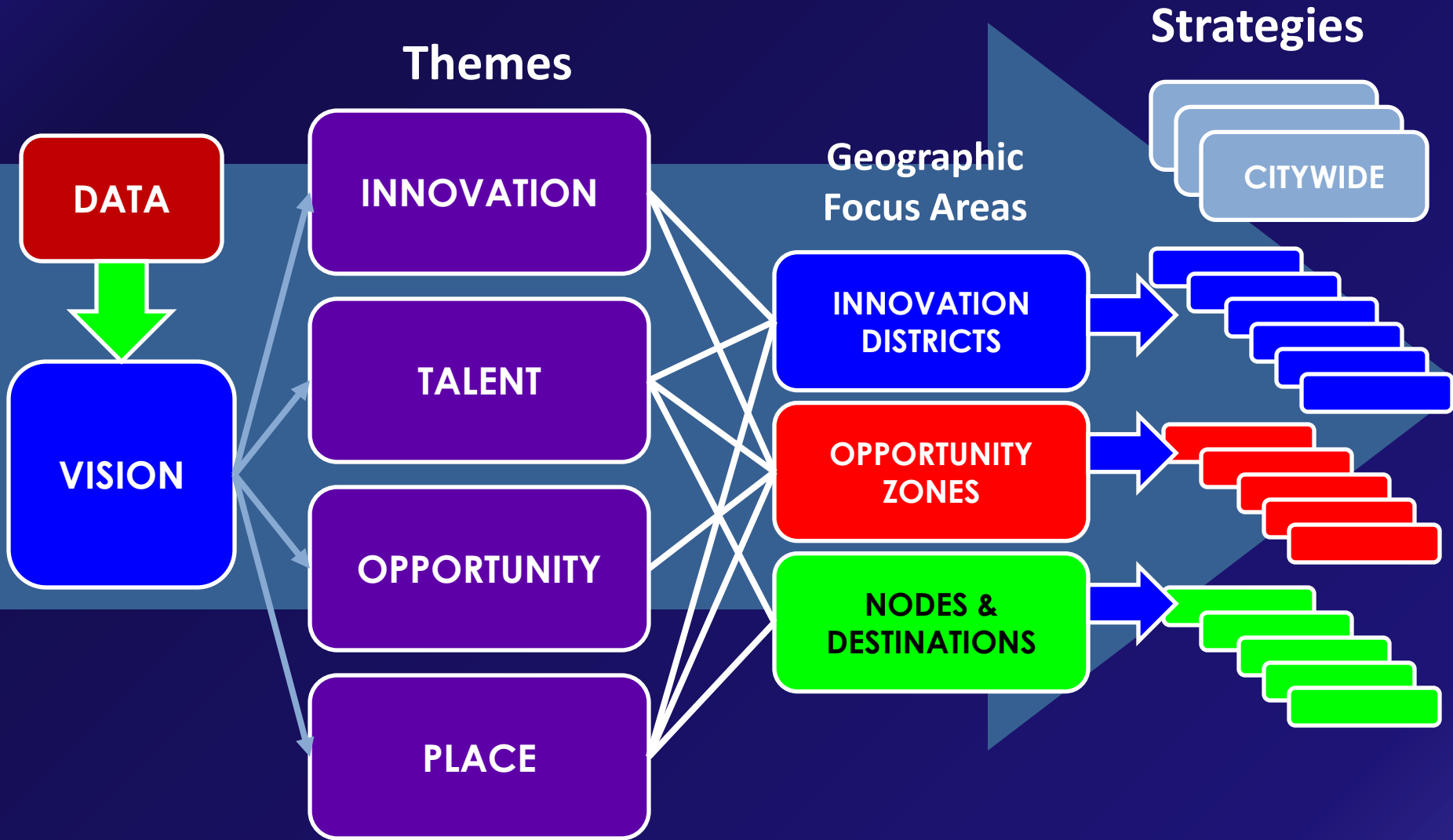
## Themes



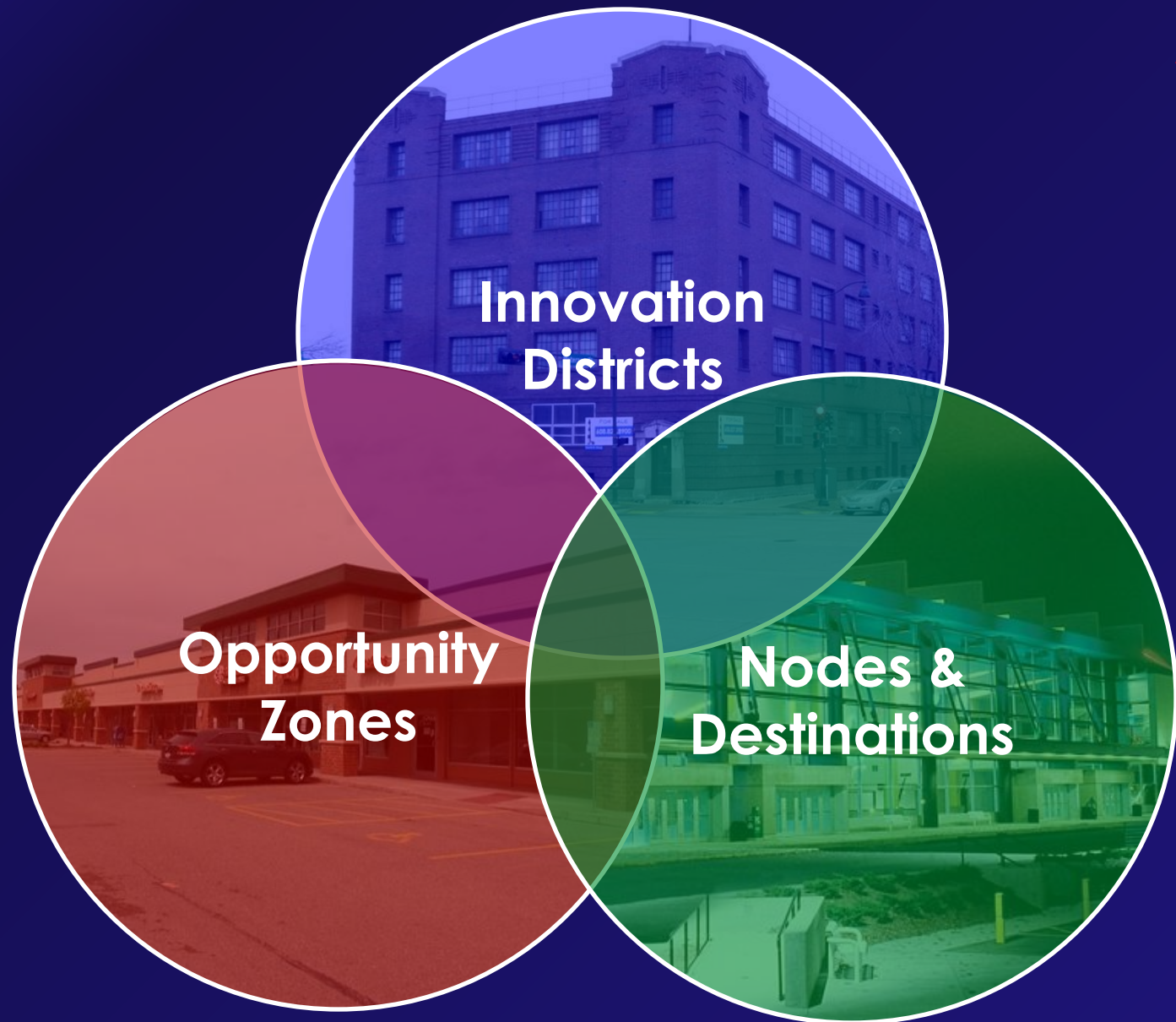


# Work So Far...

# Next Step...



DRAFT  
EDC 12-8-14





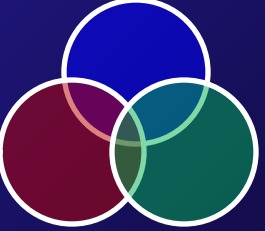


# Innovation Districts

Opportunity  
Zones

Nodes &  
Destinations





# Innovation Districts

DRAFT  
EDC 12-8-14

**in·no·va·tion** *noun*, i-nə-'vā-shən

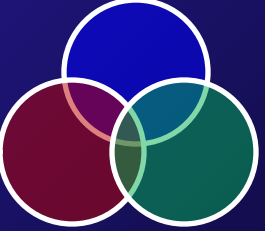
the act or process of introducing new ideas, devices, or methods

**dis·trict** *noun*, 'dis-trikt

an area or section that has some special characteristic or purpose





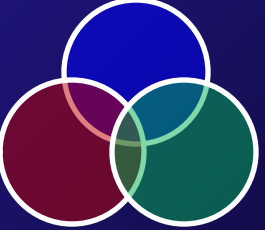


# Innovation Districts

DRAFT  
EDC 12-8-14

**Areas where the City will target economic development programs and resources toward cultivating innovation and supporting the growth of businesses in specific industry clusters based on existing assets and emerging opportunities of the district**





# Innovation Districts

DRAFT  
EDC 12-8-14

## POTENTIAL

### Innovation District Policies & Programs

- Connect anchor businesses/assets with startups and new talent
- Prioritize as locations for incubators and accelerators focused on identified sectors
- Flexible and aggressive use of TIF targeted toward employment uses
- Joint marketing of sites and buildings and strategic acquisition of land
- Workforce training programs focused on talent development in the targeted sectors









**DRAFT**  
**EDC 12-8-14**



# Capitol East District



DRAFT  
EDC 12-8-14

# Northside Food Innovation Corridor



# Airport Center for Global Commerce & Trade

DRAFT  
EDC 12-8-14

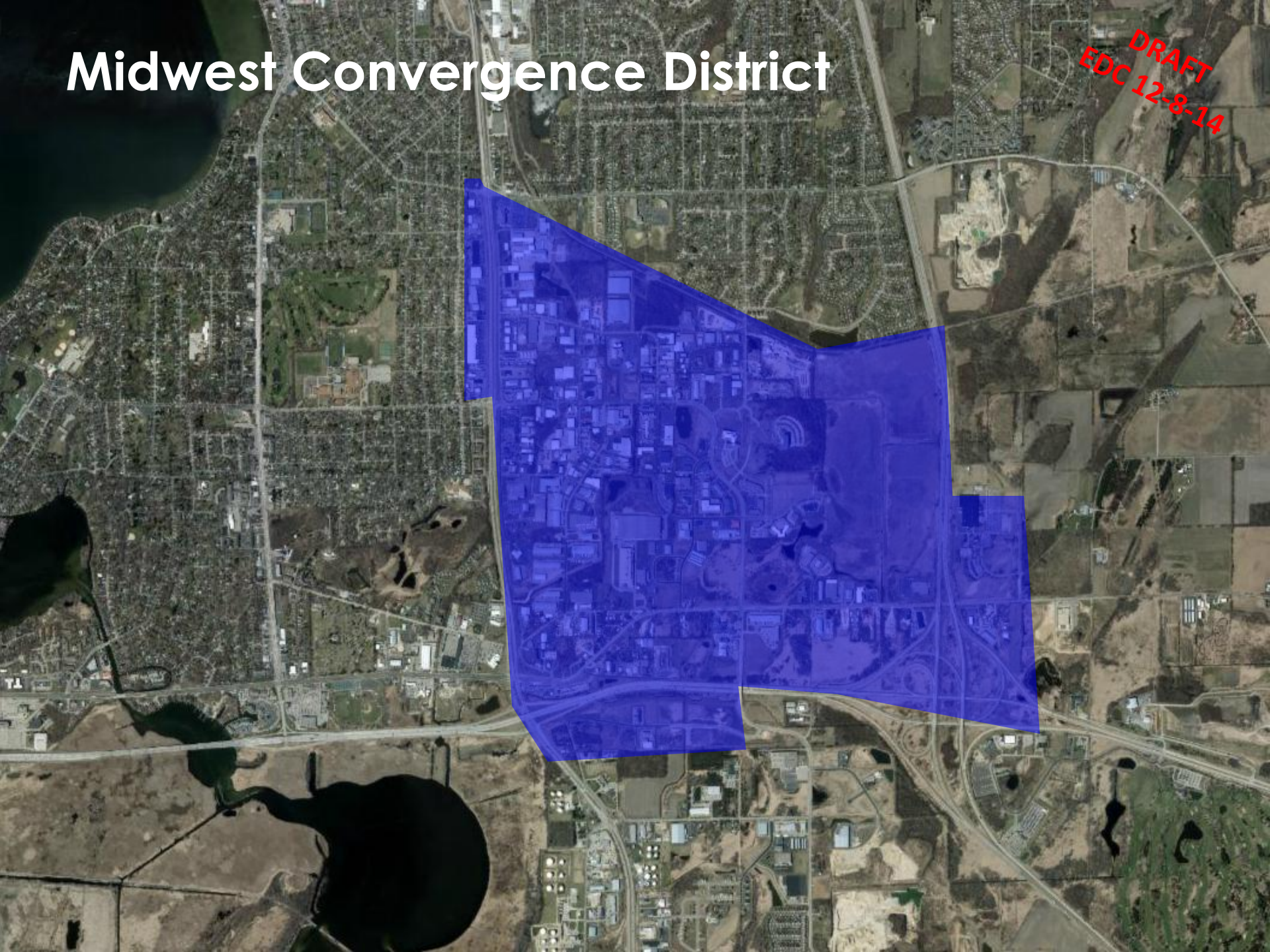


1 mi



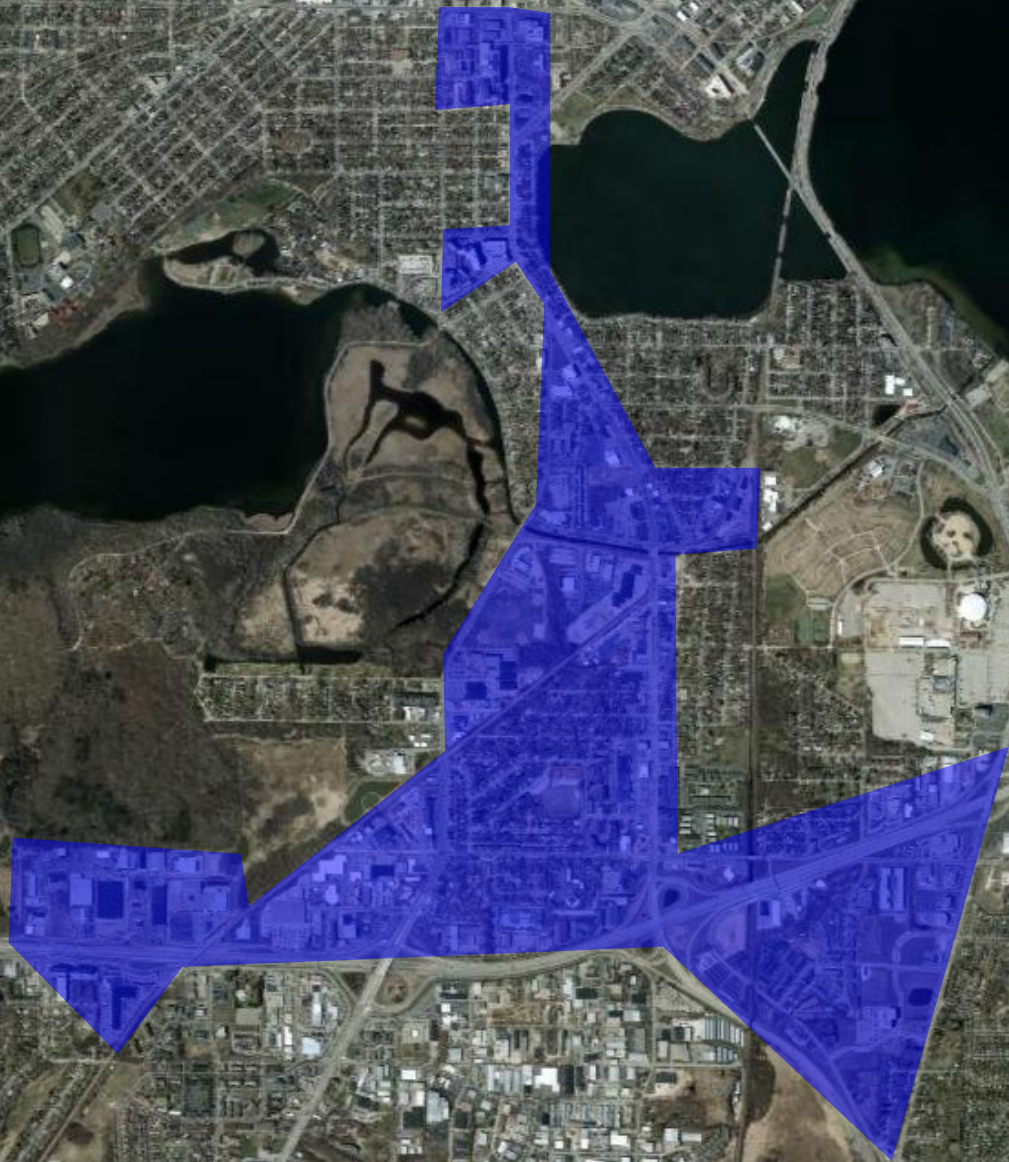
# Midwest Convergence District

DRAFT  
EDC 12-8-14





# South Side Health and Global Food Corridor



**DRAFT**  
**EDC 12-8-14**



# Western Frontier Research District



**DRAFT**  
**EDC 12-8-14**

1 mi



DRAFT  
EDC 12-8-14





DRAFT  
EDC 12-8-14

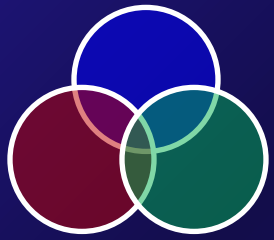
Innovation  
Districts



Opportunity  
Zones

Nodes &  
Destination





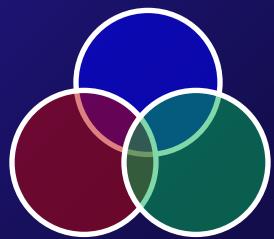
# Opportunity Zones

DRAFT  
EDC 12-8-14

**op·por·tu·ni·ty** *noun* \,ä-pär-'tü-nə-tē  
a good chance for advancement or progress

**zone** *noun* \ 'zōn\  
an area that is different from other areas in a particular way





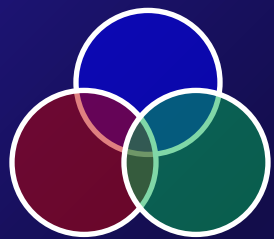
# Opportunity Zones

DRAFT  
EDC 12-8-14

Specific neighborhoods and commercial districts where the city will concentrate its capacities and channel resources to maximize economic opportunities for low-income populations and marginalized racial and ethnic groups. This includes supporting career pathways for youth, providing training opportunities for the workforce, aligning people with jobs, and lowering the barriers to starting businesses.







# Opportunity Zones

DRAFT  
EDC 12-8-14

## POTENTIAL

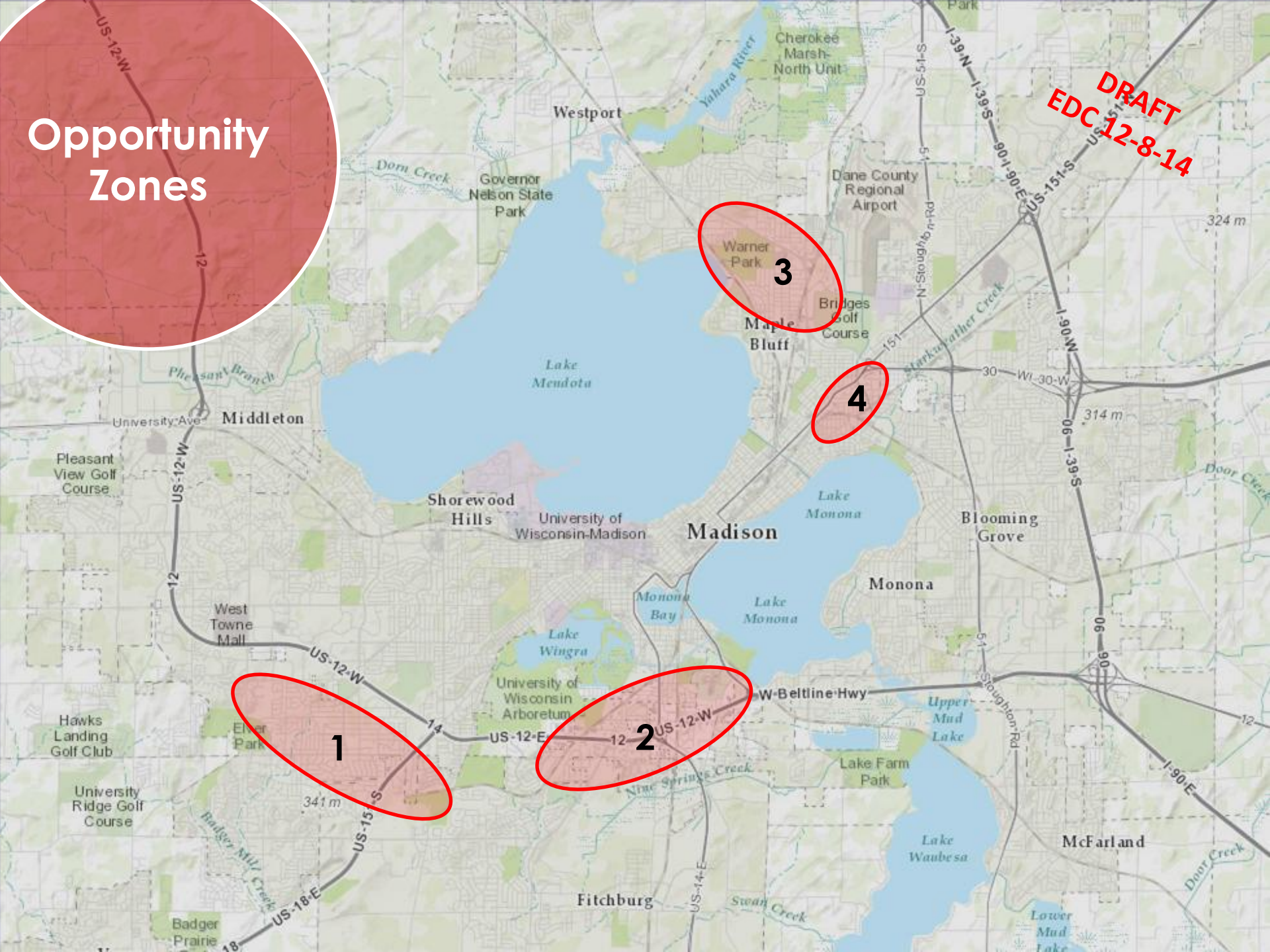
### Opportunity Zone Policies and Programs

- Preference for city grants
- Business support liaison assigned to each OZ
- “Mentorship matchmaking” for high school students
- Food retailer expansion program
- Create the Retail Urbanization and Modernization Program (RUMP) with special incentives for reinvesting in outdated shopping centers



# Opportunity Zones

**DRAFT**  
**EDC 12-8-14**





# Allied/Meadowood

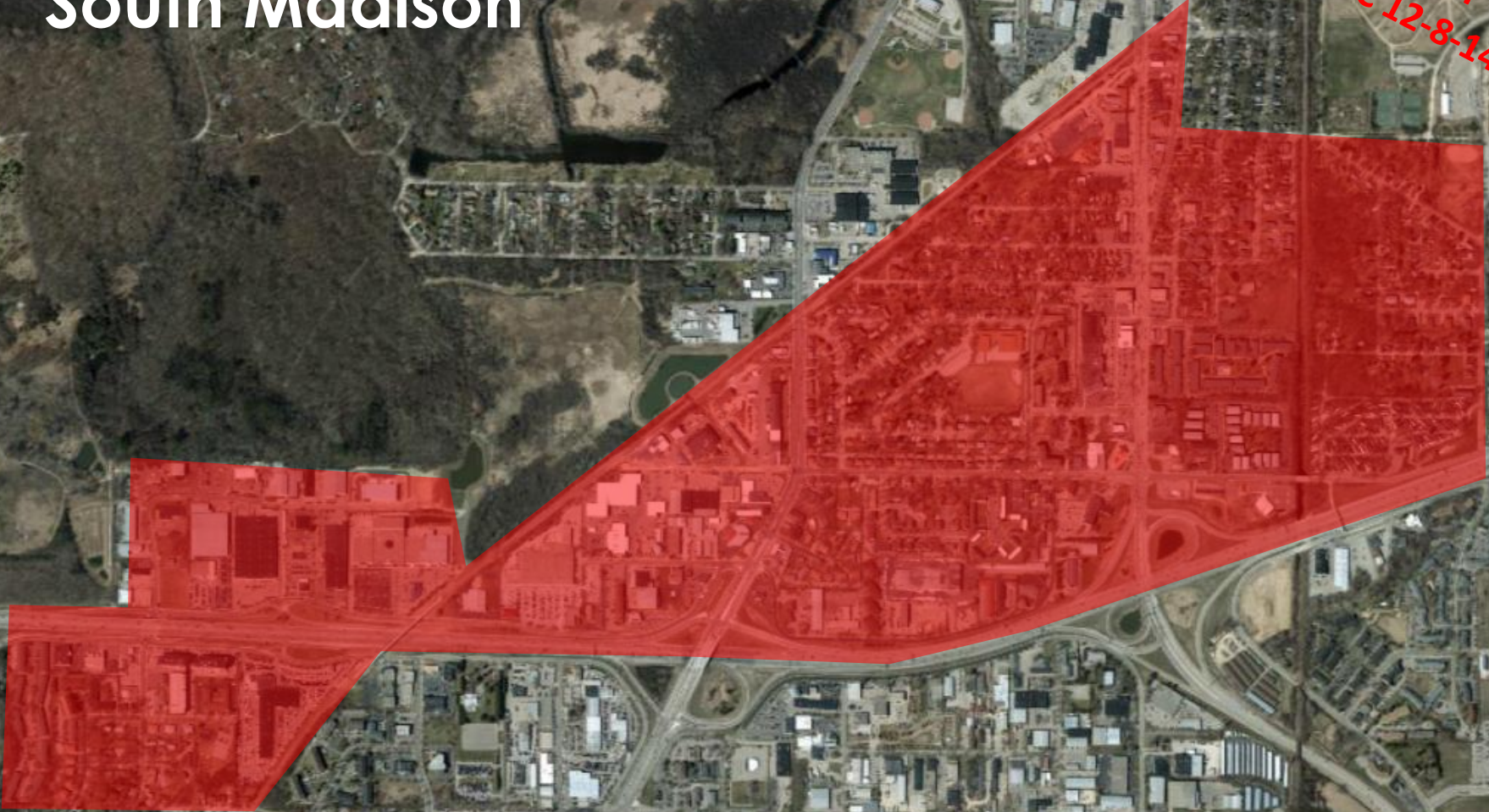
DRAFT  
EDC 12-8-14





# South Madison

DRAFT  
EDC 12-8-14

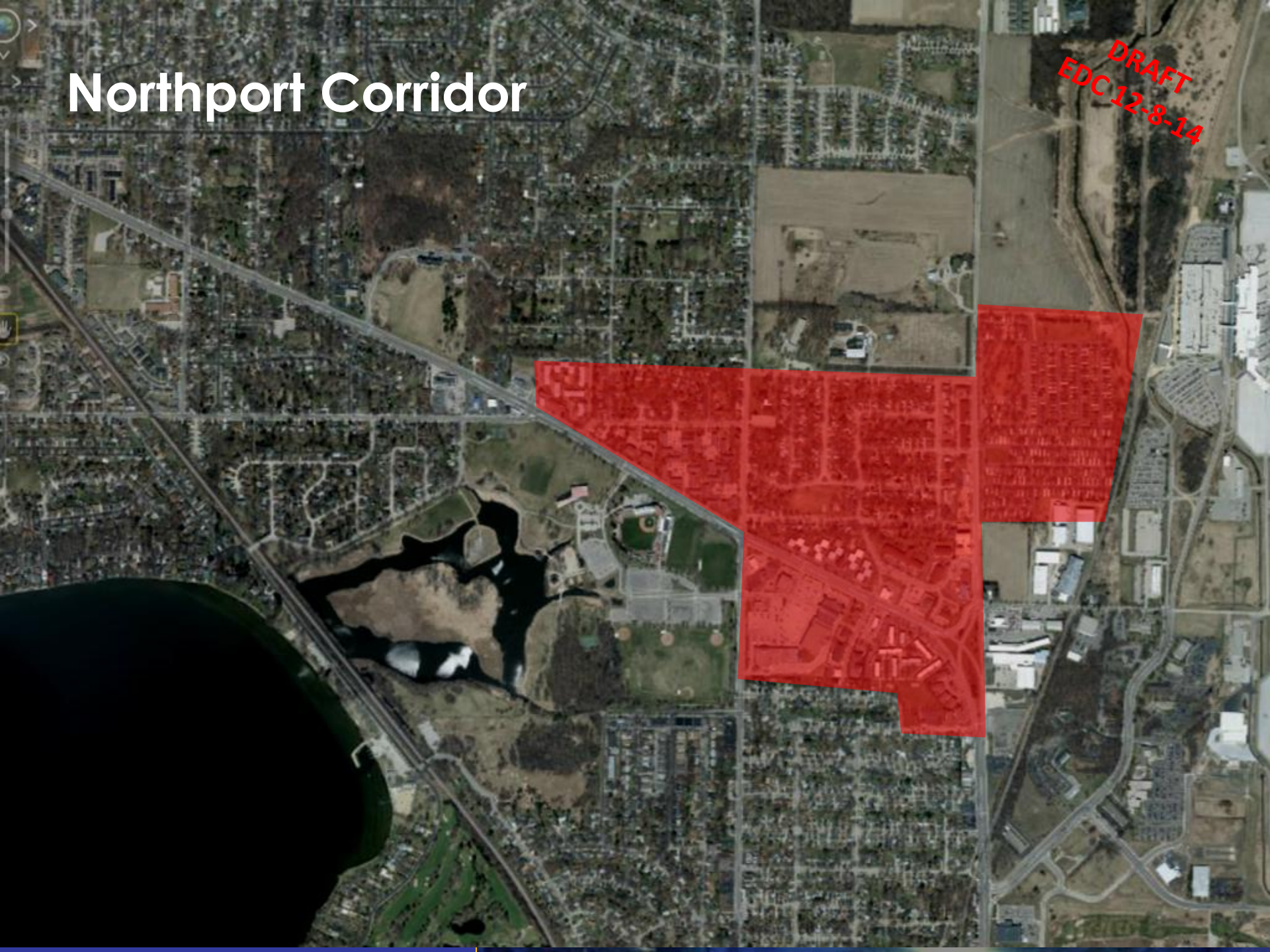


0.5 mi



# Northport Corridor

DRAFT  
EDC 12-8-14





DRAFT  
EDC 12-8-14

# Darbo



1000 ft



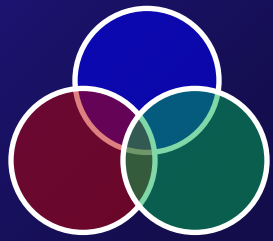
DRAFT  
EDC 12-8-14



DRAFT  
EDC 12-8-14







# Nodes & Destinations

DRAFT  
EDC 12-8-14

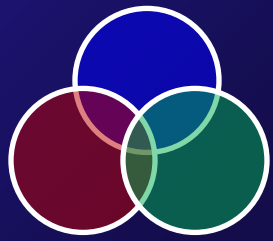
**node** *noun* 'nōd

a place where lines in a network cross or meet

**des·ti·na·tion** *noun* des-tə-'nā-shən

a place worthy of travel or an extended visit





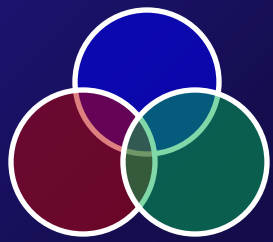
# Nodes & Destinations

DRAFT  
EDC 12-8-14

**Transit-linked activity centers where the City will concentrate housing, employment, and retail activity in dense, vibrant, walkable, multi-use neighborhoods, as well as civic, cultural, and entertainment destinations for residents and visitors alike**







# Nodes & Destinations (NDs)

DRAFT  
EDC 12-8-14

## POTENTIAL

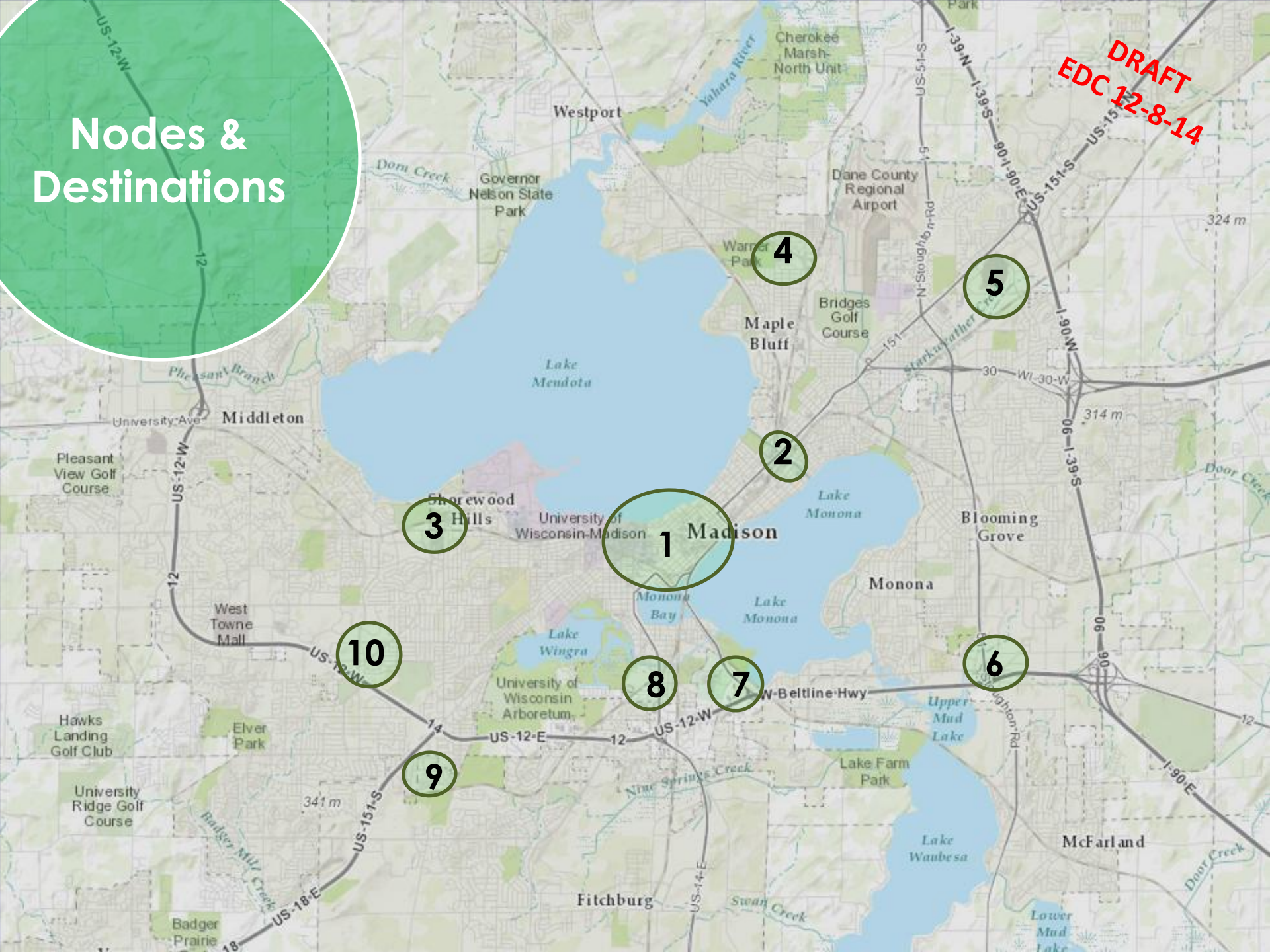
### Node & Destination Areas Programs and Policies

- Allowances for greater density, height, and reduced parking requirements
- Fiscal Impact Assessment (FIA) conducted for development projects
- Prioritize NDs as locations for high-amenity transit station
- Build centralized structured parking to service each ND



# Nodes & Destinations

**DRAFT**  
**EDC 12-8-14**





# Downtown

DRAFT  
EDC 12-8-14



0.5 mi



# The Market District



1000 ft

**DRAFT**  
**EDC 12-8-14**



# Hildale



DRAFT  
EDC 12-8-14



# Northside Town Center



DRAFT  
EDC 12-8-14



# East Town



0.5 mi

**DRAFT**  
**EDC 12-8-14**



# Southeast Gateway

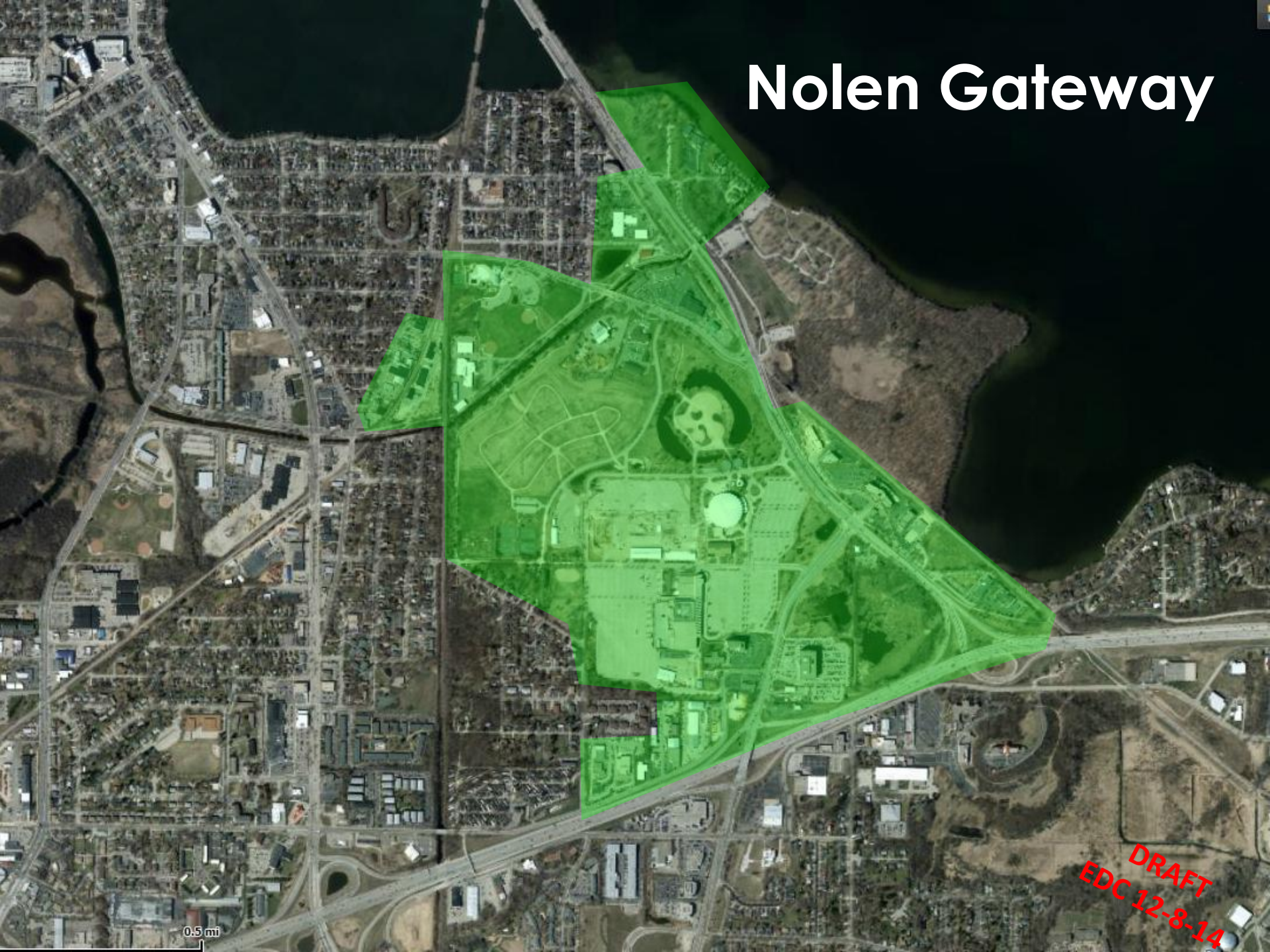


1000 ft

**DRAFT**  
**EDC 12-8-14**



# Nolen Gateway



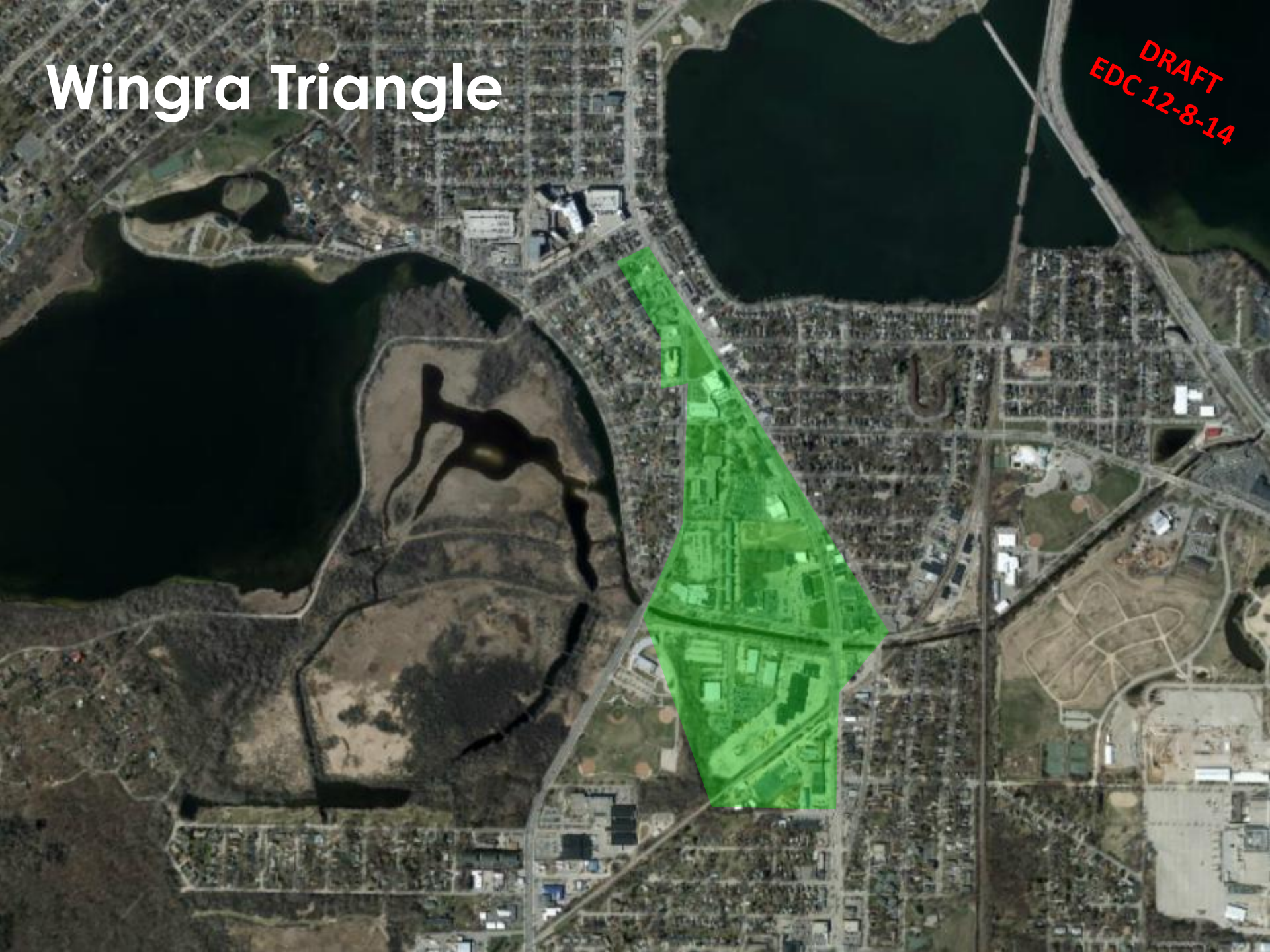
0.5 mi

**DRAFT**  
**EDC 12-8-14**



# Wingra Triangle

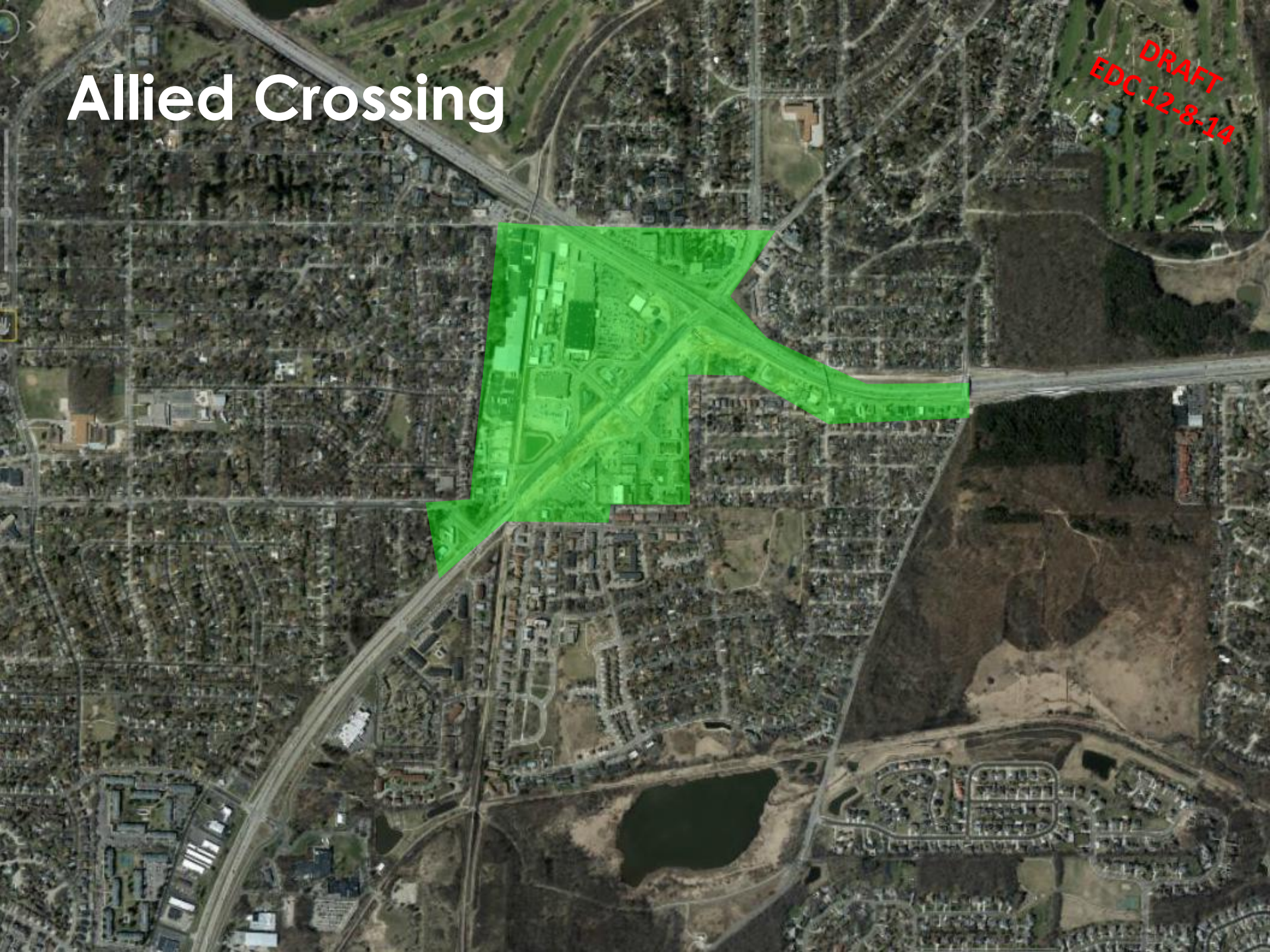
**DRAFT**  
**EDC 12-8-14**





# Allied Crossing

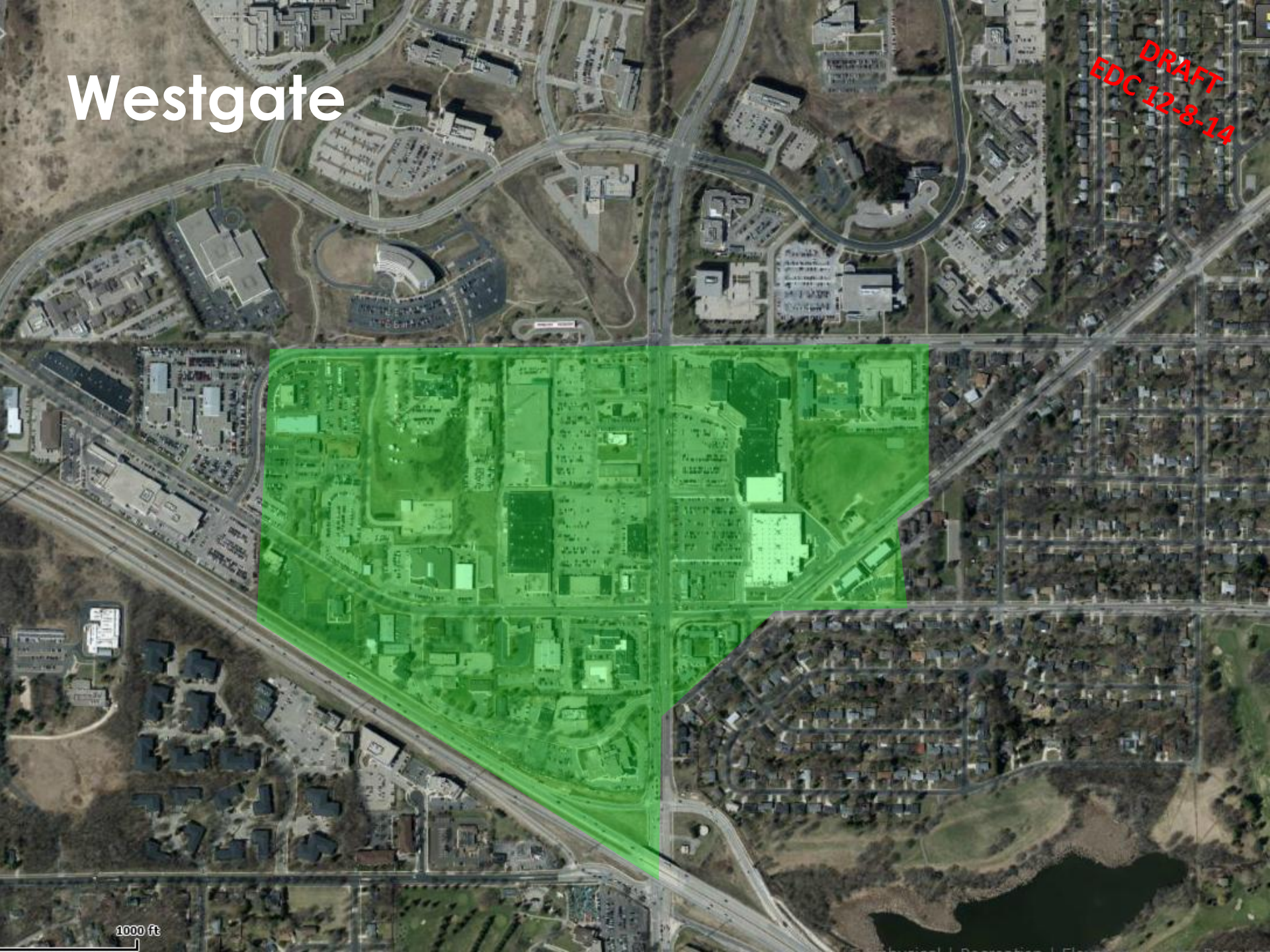
DRAFT  
EDC 12-8-14





# Westgate

DRAFT  
EDC 12-8-14



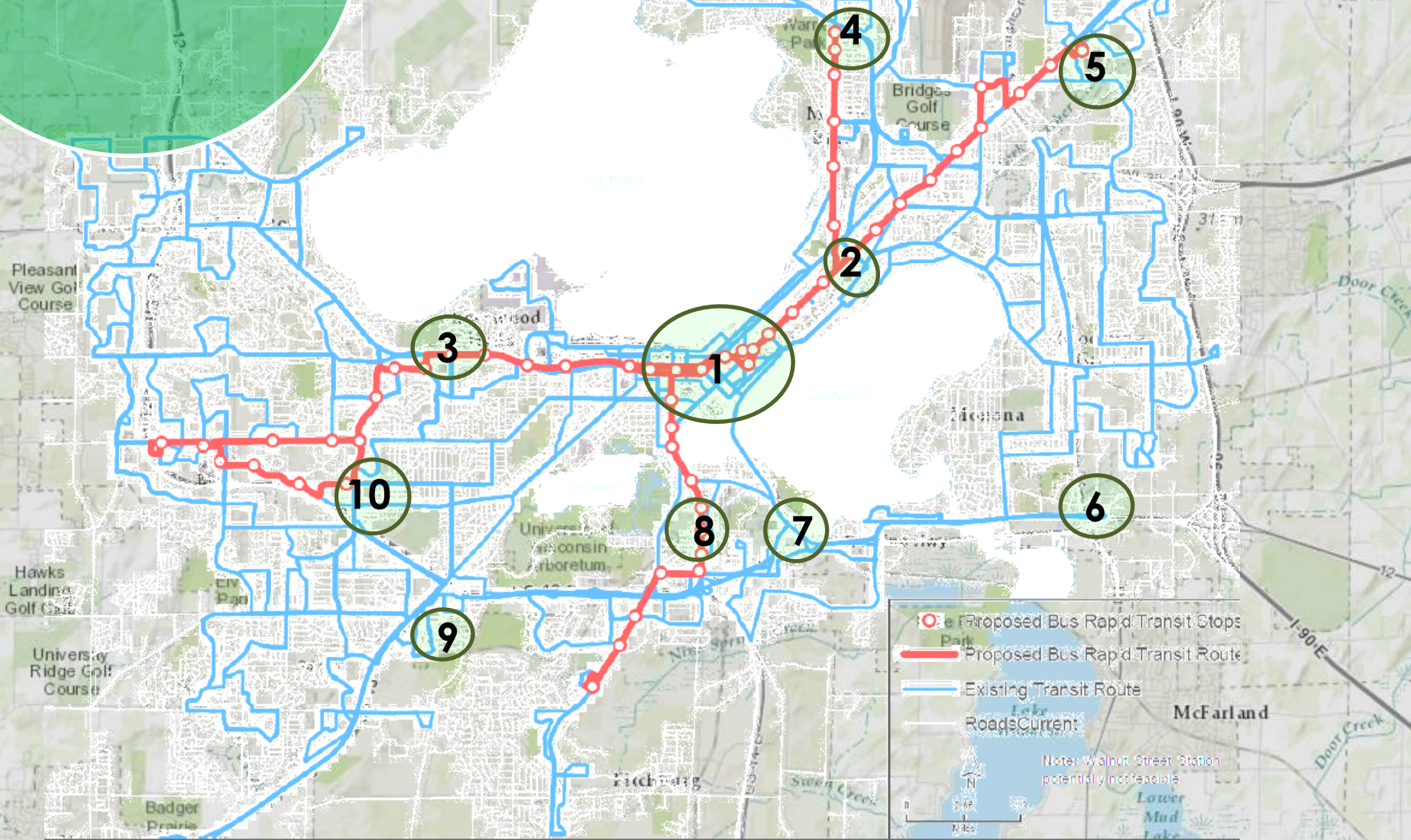
1000 ft



# BRT Plan Overlay

DRAFT  
EDC 12-8-14

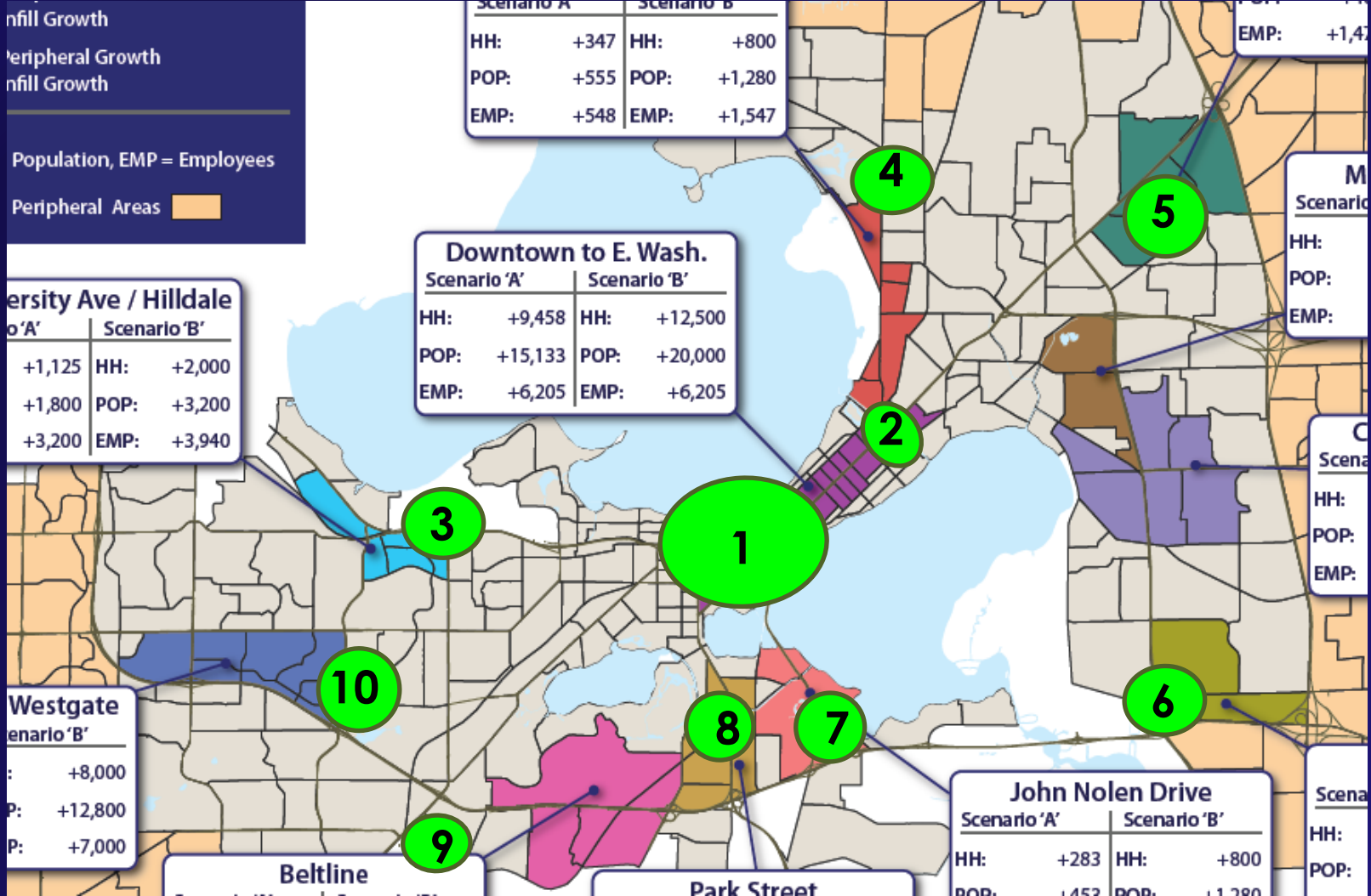
Nodes & Destinations





# TMP Land Use Plan Overlay

DRAFT  
EDC 12-8-14





DRAFT  
EDC 12-8-14

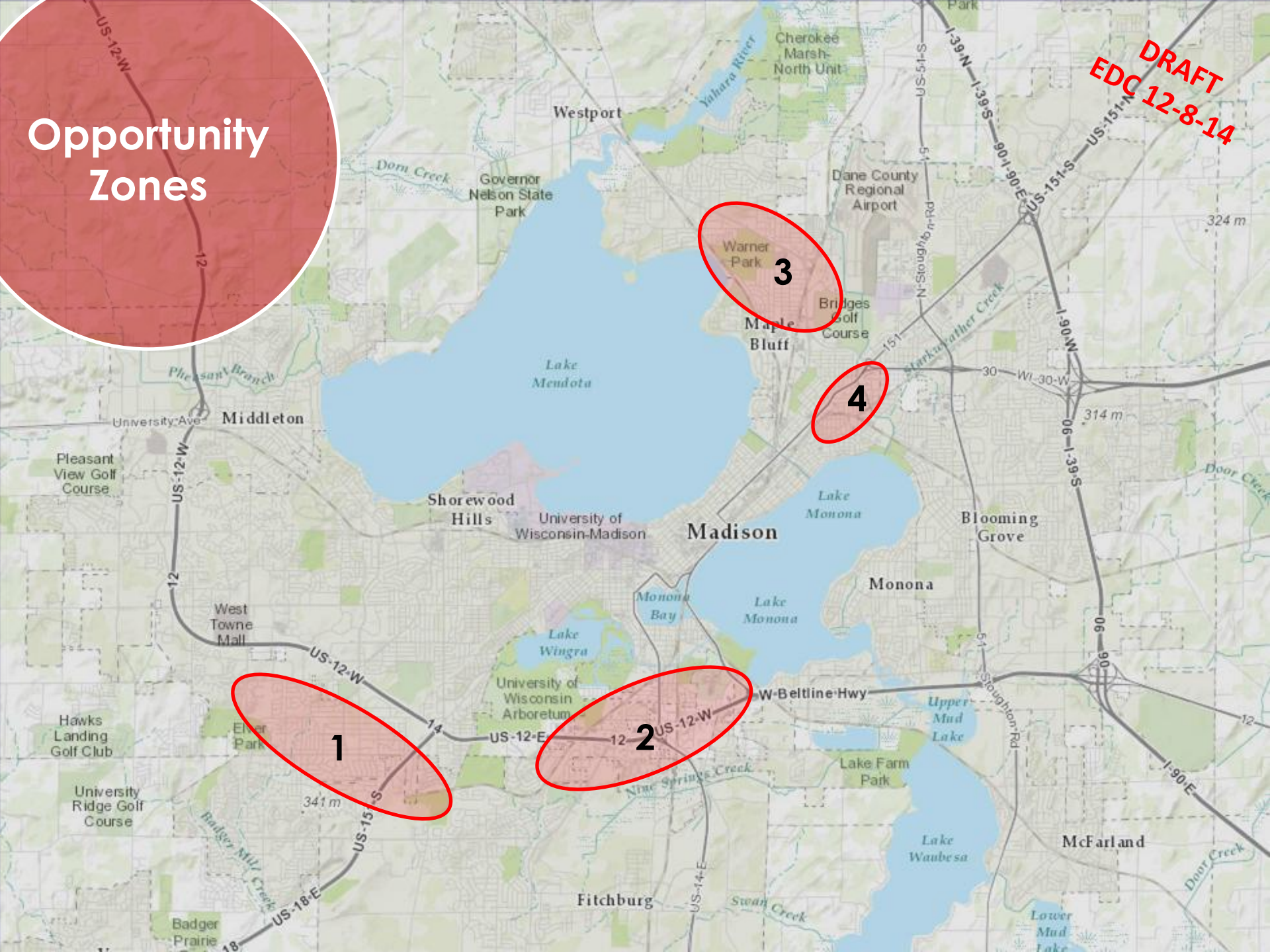






# Opportunity Zones

**DRAFT**  
**EDC 12-8-14**











DRAFT  
EDC 12-8-14

# MADISON ECONOMIC STRATEGY

An abstract graphic consisting of several overlapping circles and ovals in blue, green, and red, scattered across the dark blue background. The shapes vary in size and orientation, creating a dynamic and interconnected visual field.



DRAFT  
EDC 12-8-14

# MADISON ECONOMIC STRATEGY



MADISON'S **ECONOMIC** STRATEGY

*Shaping Our Future Economy*

**Part II: Strategies**



# Next Steps

---

- Draft Set of Economic Strategies
- Get input and refine
- Develop work plan
- Create the Economic Strategy document
- Review and Approval of document
- Implementation





# Next Steps

Project Timeline		2014				2015	
		Q1	Q2	Q3	Q4	Q1	Q2
1) Data	Get organized	Yellow					
	Collect & Analyze Data		Yellow				
2) Vision	Develop draft vision			Yellow			
	Symposium			Yellow	Red		
3) Strategies	Develop strategies				Yellow		
	Input and refinement					Yellow	Red
4) Action Plan	Develop work plan					Yellow	
	Timelines, metrics, and responsibilities						Yellow





# MADISON ECONOMIC STRATEGY

