



# Imagine Madison

People Powered Planning

**Board of Health**  
**January 11, 2018**

**#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

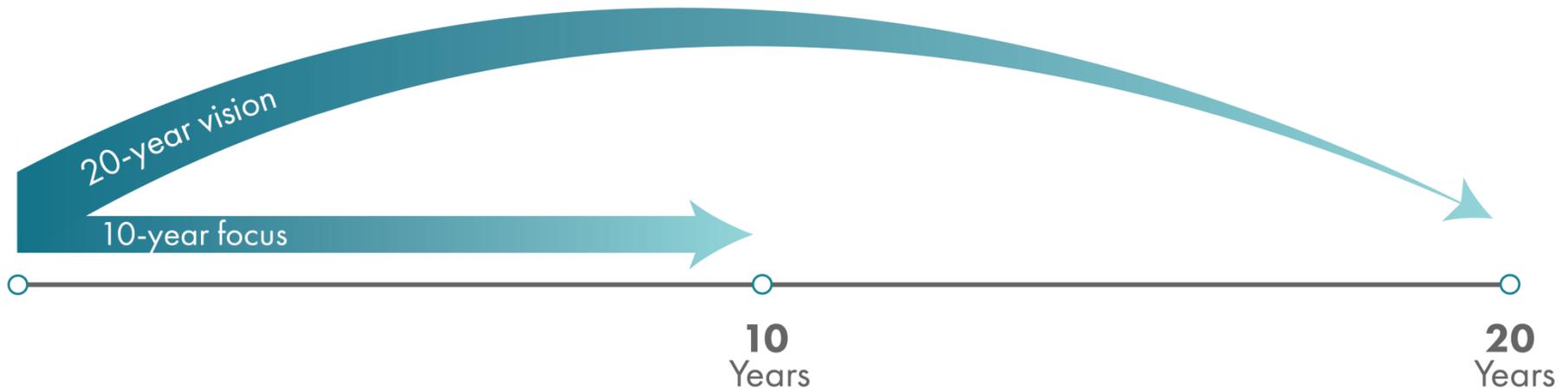
- Cultural Plan
- Historic Preservation Plan
- Urban Design Plans

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

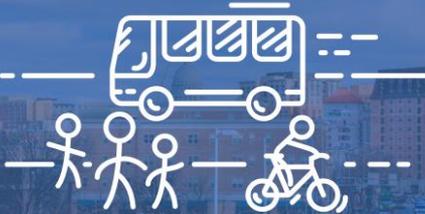
- Water and Sewer System Plans
- Long Range Facilities Plan
- Intergovernmental Agreements

- 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.

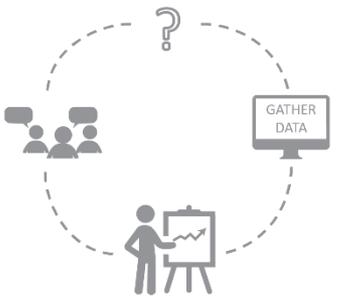
## **STRATEGY**

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.

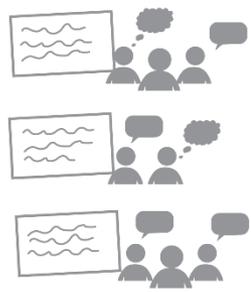
# Timeline



**Your Voice**

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

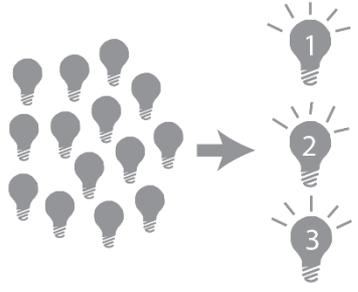
## GOALS



**Your Voice**

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

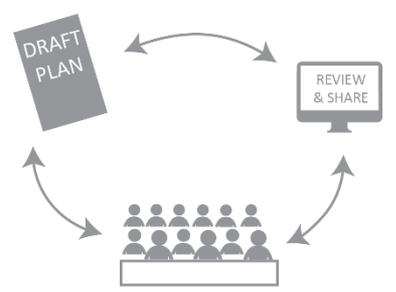
## STRATEGIES & FLU MAP



**Your Voice**

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

## PRIORITIES



**Your Voice**

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

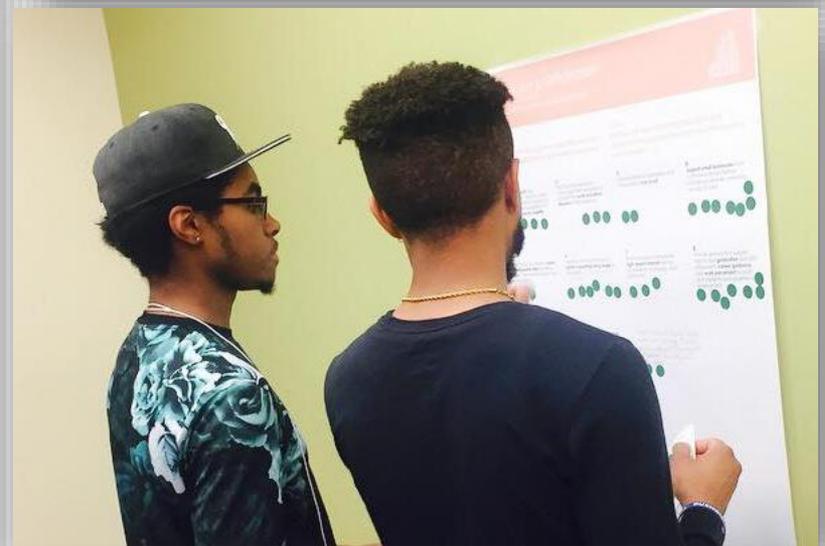
## ADOPTION



# Community Meetings



# Resident Panels

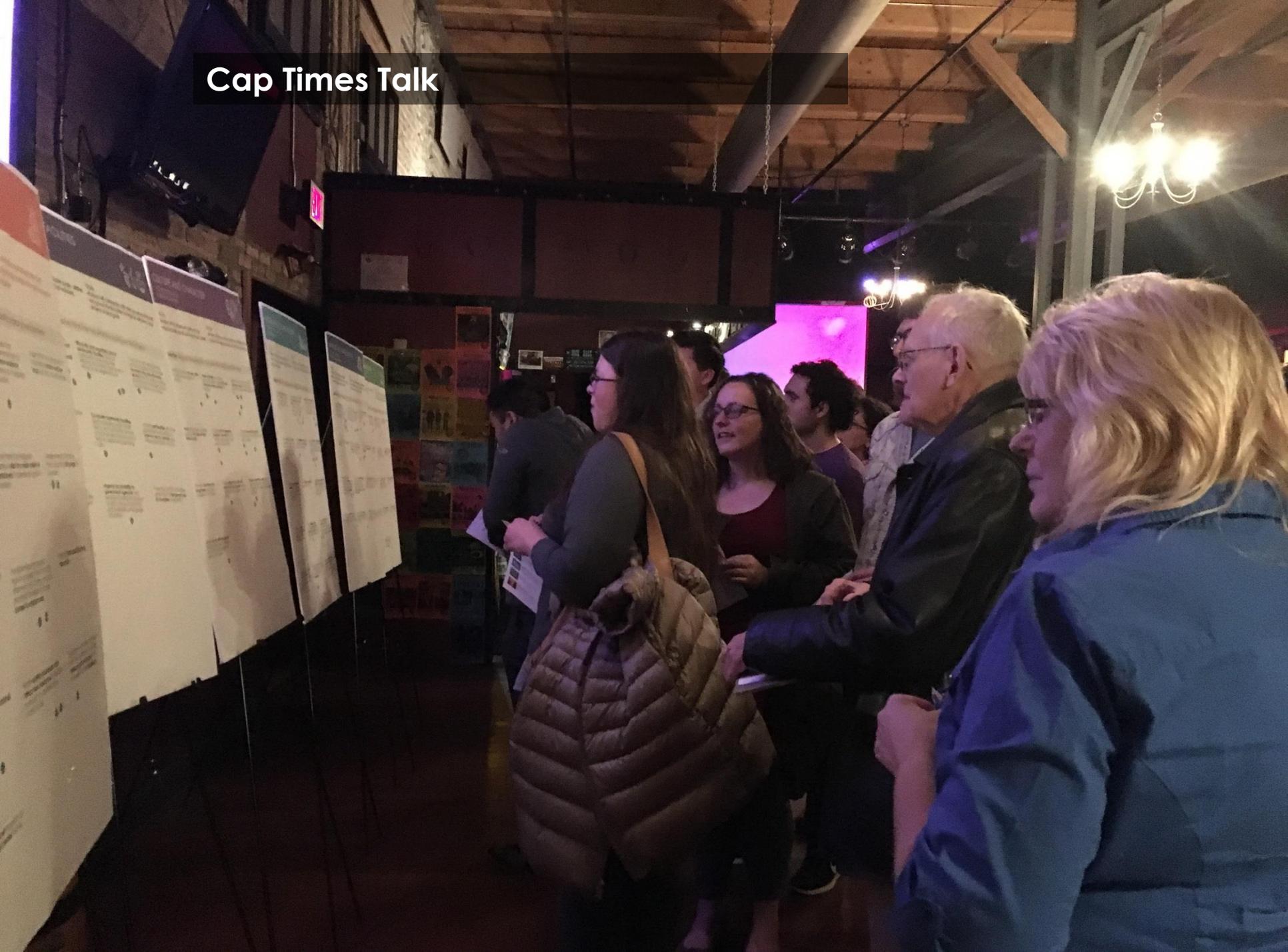


# Cap Times Talk

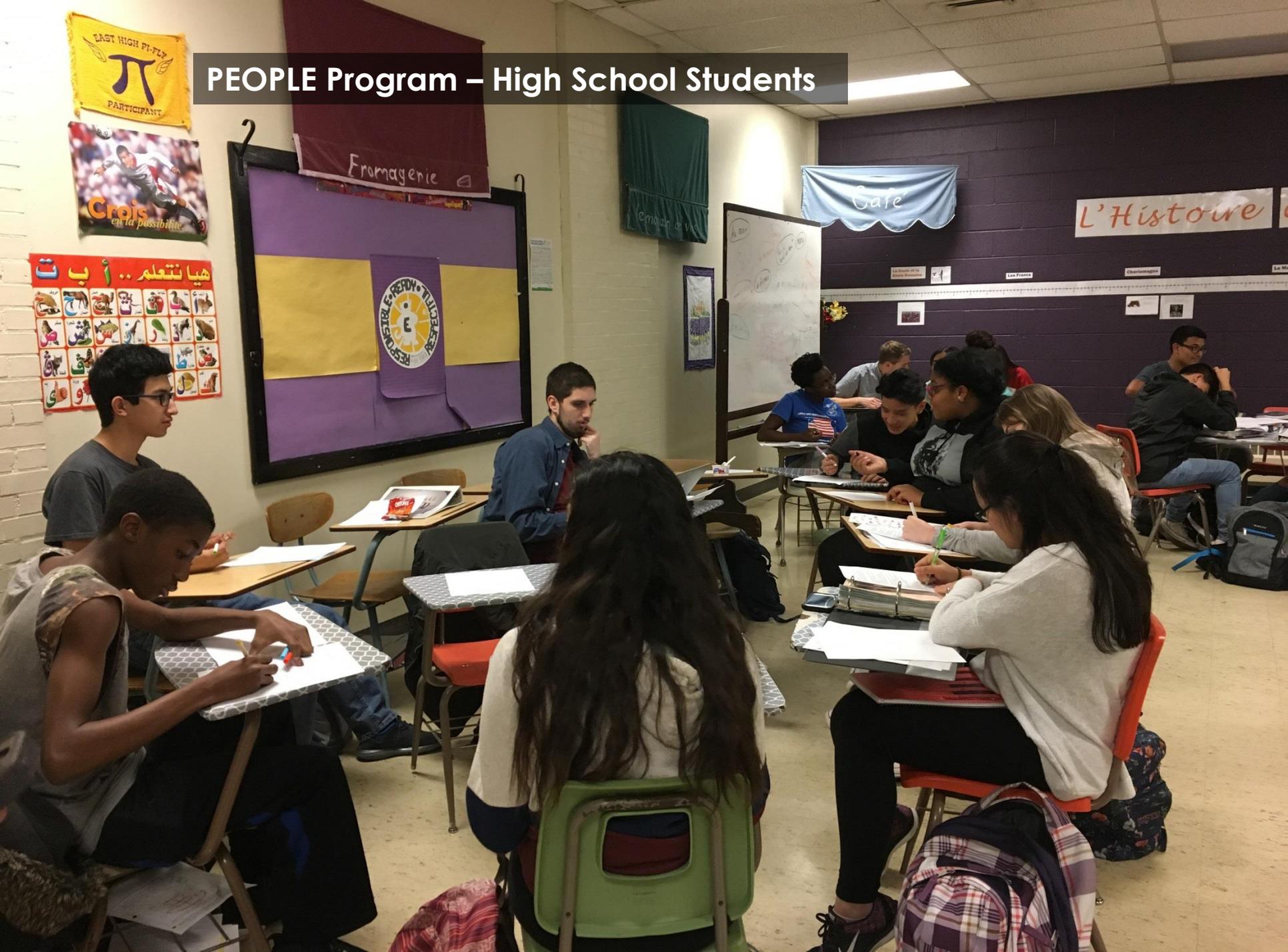
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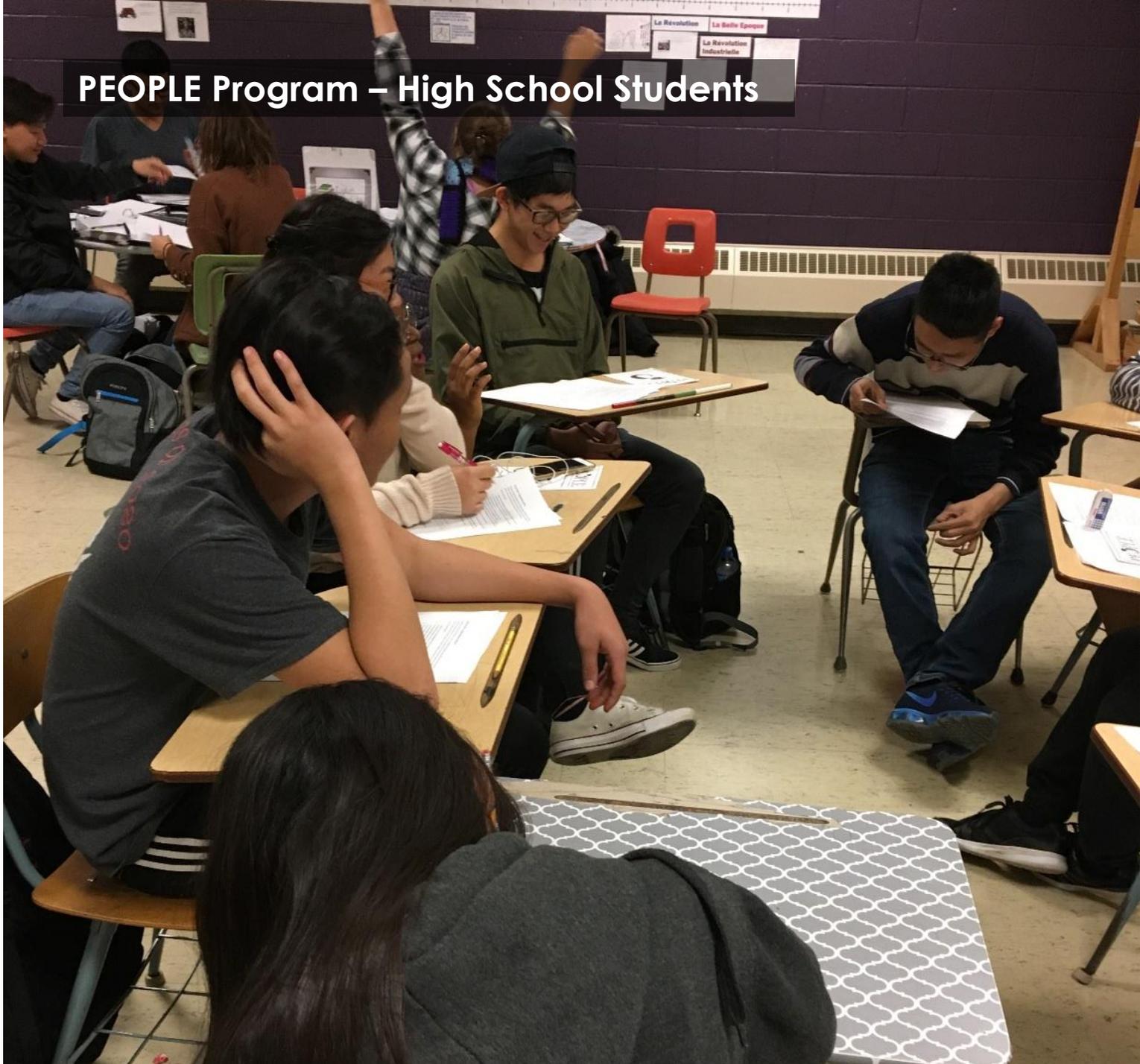
# Cap Times Talk



# PEOPLE Program – High School Students



# 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.

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venues between t  
other areas.  
... city r  
spaces, and private de

# ONLINE STRATEGY ACTIVITY

## OPEN UNTIL JANUARY 1



### 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.

# Top Green and Resilient Strategies Thus Far

1. Improve **lake water quality** by working to reduce urban and agricultural runoff.
2. Protect Madison's water supply and infrastructure to provide safe, clean **drinking water**.
3. Add and upgrade **park facilities** in underserved areas of the city to accommodate and provide more types of gatherings, activities, and events.
4. Increase the use and **accessibility of renewable energy** to reduce pollution and address climate change.

# Growth Prioritization

40,000 new

How we accommodate growth also has **health impacts:**

- Access to public transportation
- Access to biking and walking paths
- Air pollution
- Proximity to parks
- Proximity to health care

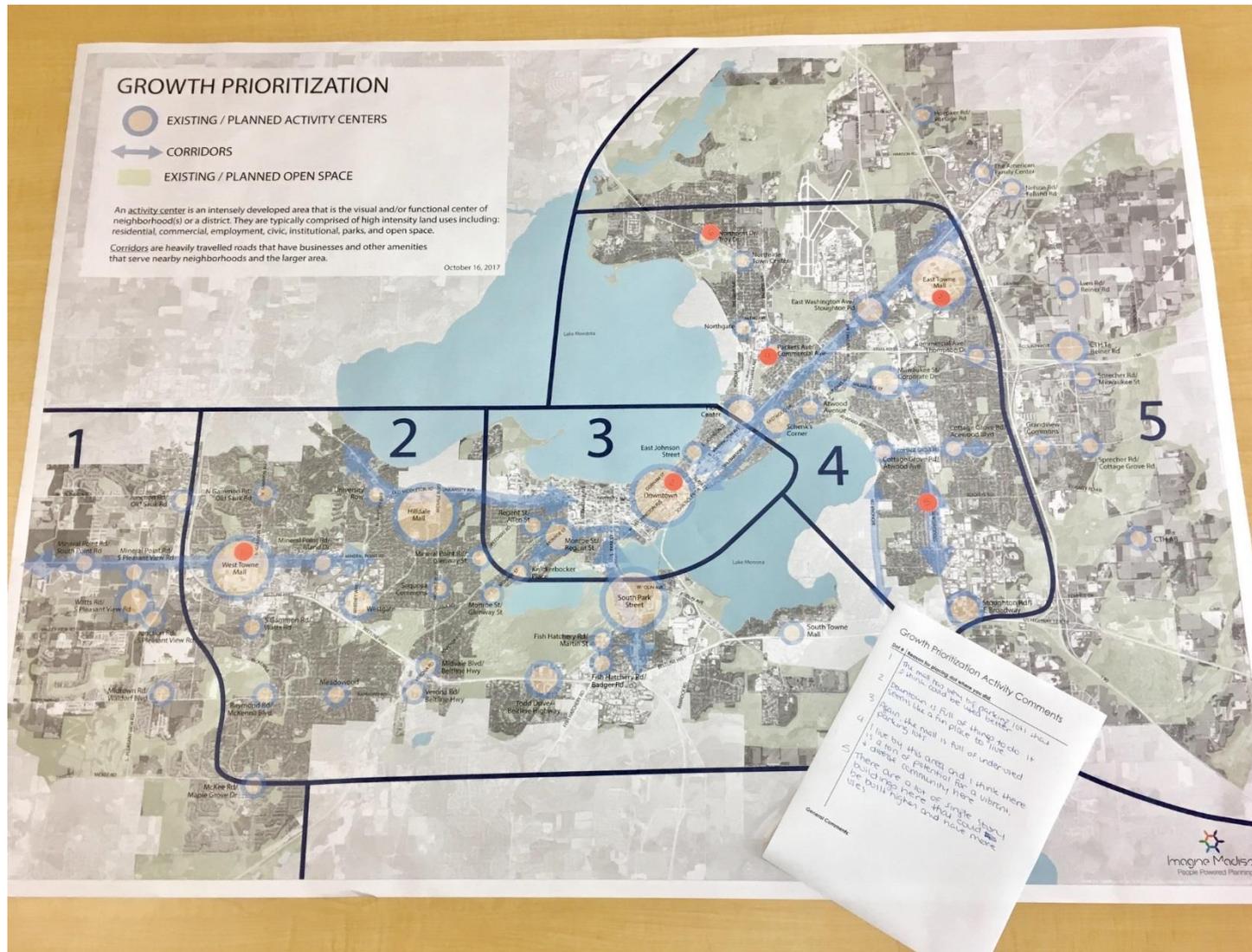
More Edge Development

50/50

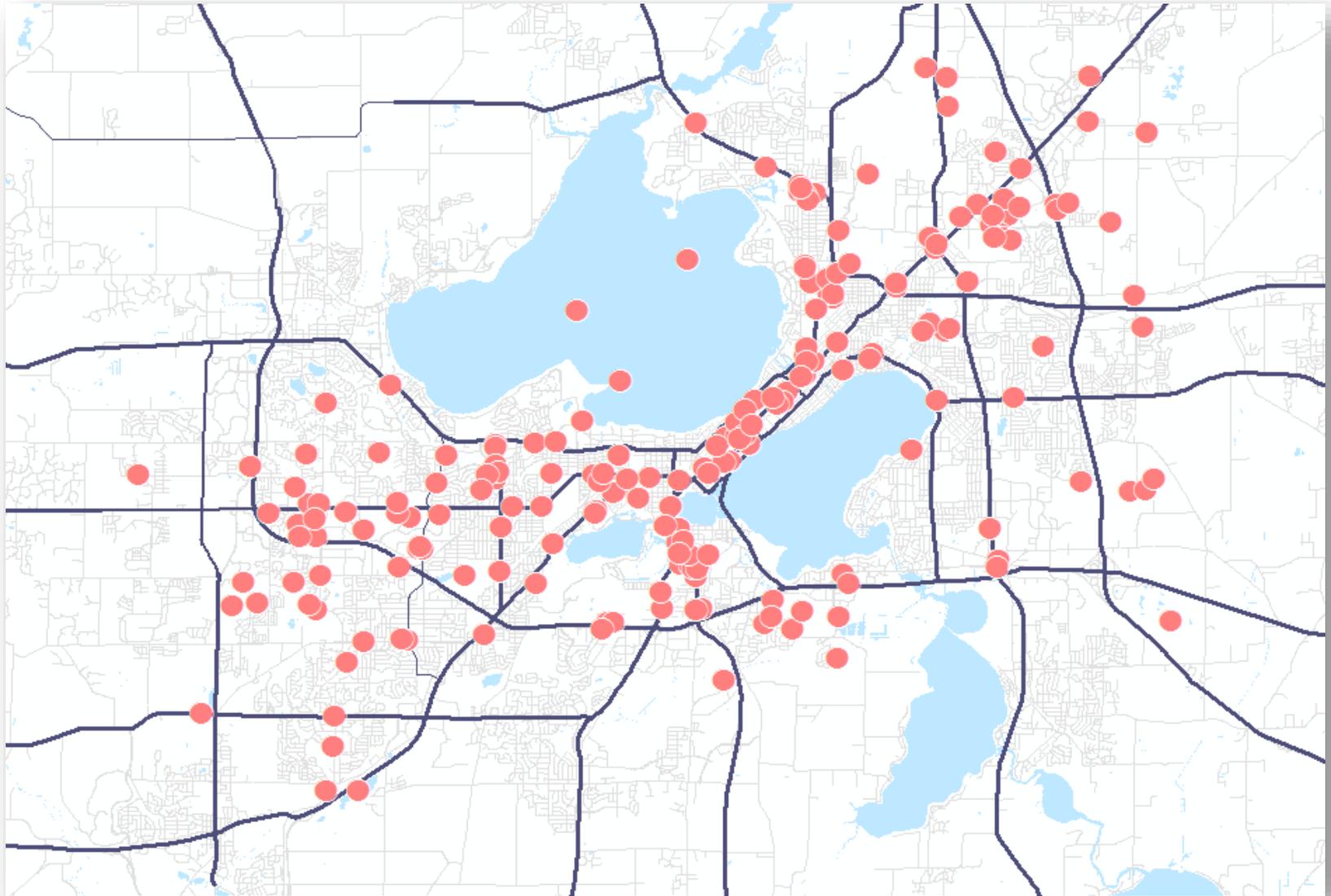
More Infill and Redevelopment

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

# Growth Prioritization Activity

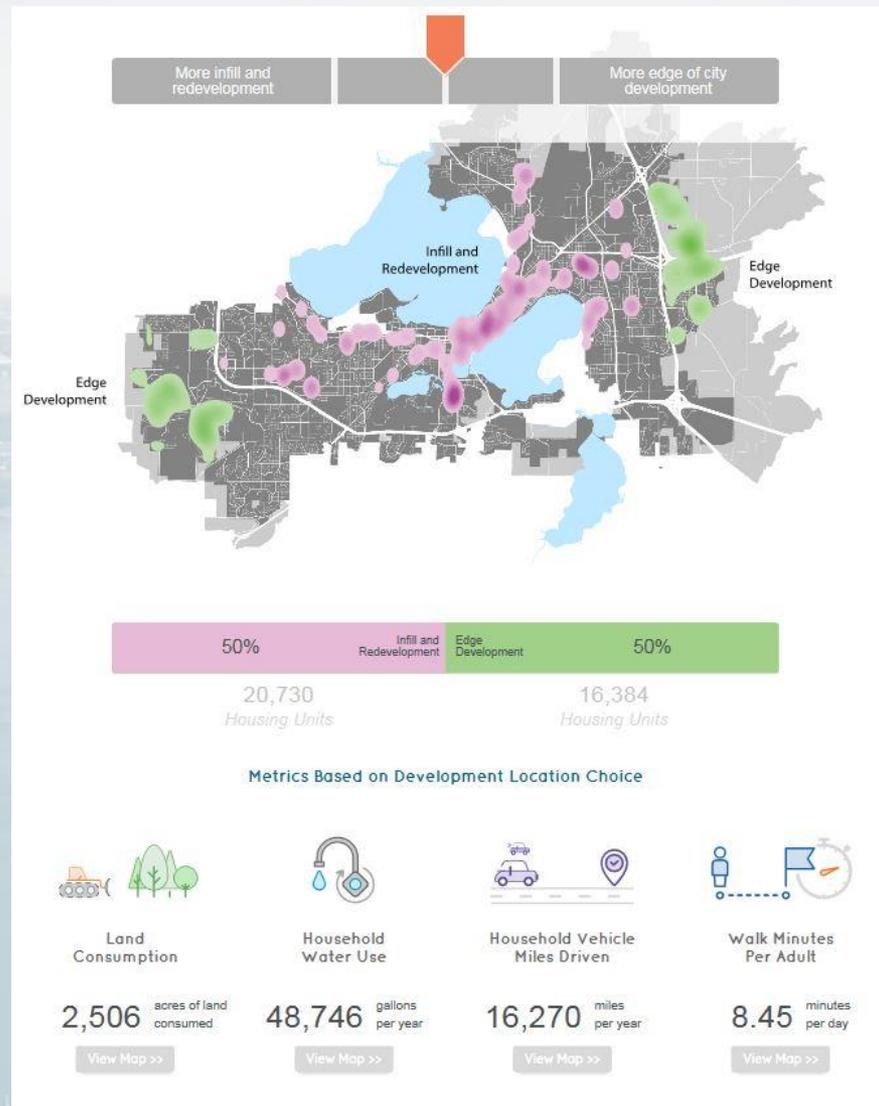


# Preliminary Results



# ONLINE GROWTH PRIORITIZATION ACTIVITY

## OPEN UNTIL JANUARY 1





# Next Steps

# Next Steps in the Process





## Contact Us



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



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