

Imagine Madison Phase 2 Plan

Solicitation of Changes to Future Land Use Map

Land use is a key component in Phase 2, which includes updating the [Future Land Use Map](#). To ensure that the Comprehensive Plan is an accurate expression of community land use goals, staff has established a process for considering changes to the Plan's Future Land Use Map and the corresponding text in the Plan. The City Planning Division will [accept change requests](#) regarding the Future Land Use Map and Chapter through March 31. Requests are being accepted from residents, neighborhood associations, developers, and all other interested parties through an online form or paper form. Planning Division Staff will review comments and evaluate requests to create an updated Draft of the Future Land Use Map, which will be presented for a two-month public comment period beginning in late April (see below).

Areas of Potential Change Map

When comparing the Current Land Use Map with the Future Land Use Map from the 2006 Comprehensive Plan, it's difficult to distinguish what areas of the city may change, and how. City Planning staff looked at a number of reasons why some areas of the City change over time and developed a list of six criteria that are used together to identify "areas of potential change" on a [map](#). These areas of potential change represent areas of the City that are most likely to see new development, redevelopment, infill, or other change over the 20-year Comprehensive Planning window due to economic and demographic factors. These areas will be closely examined when considering the more detailed updates to the Future Land Use map.

Strategies: Objectives, Policies, Actions, etc.

After the Plan Commission and Common Council have reviewed Staff's recommended revisions to the draft goals based on all of the public input from throughout Phase 1, the community conversation will turn to specific strategies to achieve these goals. Planning Division Staff has begun reviewing the 900+ objectives and policies from the 2006 Comprehensive Plan plus many hundreds (or thousands) of strategies from 20 other recent plans. Staff is categorizing and synthesizing the strategies with several aims in mind. The strategies should work toward achieving the Imagine Madison goals. The strategies should be actionable, not so vague as to be directionless, and not too specific for a citywide plan. In late April, draft strategies attached to each goal will be presented to the public for comment, and residents will be given the opportunity to add their own. These strategies will be prioritized in an action plan during Phase 3.

Story Maps

Many of the land use discussions and decisions that will be made as part of the Comprehensive Plan Update Future Land Use Map and Chapter are steeped in planning jargon and outside the plain language of most residents' day-to-day use. Further, while the principles of good city planning may often be obvious, the reasons behind them are not often clearly understood. In an effort to clarify land use, growth, and development discussions held in conjunction with Imagine Madison, Planning Division Staff will create two or more "story maps" to offer additional information. The first story map, the [Areas of](#)

[Potential Change](#) story map discussed above, has already been launched. Two more story maps are planned for publication in early March. Another story map will attempt to illustrate the various development patterns that may be necessary for Madison's future development to handle projected growth. It will illustrate, using photos and real-life examples, various housing types and their respective densities in order to demystify the confusing system of intensities and land use designations.

Idea Wall

After the Imagine Madison Phase 1 goals and input have been reviewed, the community conversation will turn to specific strategies to achieve these goals. In April, residents will be asked to provide their ideas to achieve the Imagine Madison goals on one or more "Idea Walls" on the project website. Residents will be able to vote for ideas they like and make comments to support or improve ideas. Short surveys highlighting the strategies for certain goals will rotate through the website as well. The Idea Walls will remain live through June, after which all input will be added into the aggregate feedback from other community sources, which will be reported to the Plan Commission and Common Council. This input will be used to synthesize strategies as part of Phase 2 and identify priority actions for Phase 3.

Community Public Meetings

Three community public meetings are planned for Phase 2. The first meeting will be held on Tuesday, April 25 at the Warner Park Community Recreation Center. Another meeting will be on Monday, May 1 at the Central Library. A third meeting is being scheduled near these dates, likely on the west side, which saw the lowest participation rates in Phase 1. Phase 2 community meetings will focus on specific strategies to achieve the goals identified in Phase 1 and discussion of the future land use plan.

Resident Panels

Resident Panels will continue to meet in Phase 2 to discuss the specific strategies to achieve the goals important to the underrepresented communities they represent. Community Partners will attend a Phase 2 orientation session in late April or early May and Resident Panels will meet in May or June. Feedback from Resident Panels will be included with input from other community sources to validate recommended strategies and identify new strategies.

Boards, Commissions, and Committees

Imagine Madison Planning Division staff will meet with the same 11 boards, commissions, and committees in Phase 2 to review the future land use map and draft strategies to achieve the goals identified in Phase 1. Feedback regarding the strategies from the boards, committees, and commissions has been included with community input to validate recommended strategies and identify new strategies.

Planning Pop-Ins

Imagine Madison Planning Division staff will again be available for "Planning Pop-Ins" to talk about Imagine Madison, and discuss strategies and future land use planning with service organizations, neighborhood organizations, and other groups.

Future Land Use Interactive Mapping Module

After receiving requested changes to the existing Future Land Use Map per the process outlined above, Planning Division Staff will review comments and evaluate requests to create a draft Future Land Use Map, which will be presented for a two-month public comment period beginning in late April. The draft Map will be posted on the Imagine Madison website as an interactive mapping module. Residents will be able to drop “pins” on the map to make location-specific comments. In late June, Staff will again review comments and evaluate requests to submit a “final draft” of the Future Land Use Map. The Final Draft of the Future Land Use Map will be presented to the Plan Commission at a public meeting in July.

Citywide Goals

In recent months the City has taken a series of steps to connect its work with the outcomes that matter most to residents. Alders and Department and Division Heads have identified six citywide goals that will guide the work of the City going forward. The next step of this process is to develop the indicators that will be used to measure progress towards achieving our Goals. Six Guidance Teams (one for each goal) are working to identify how we will measure progress towards advancing our Goals. This work will then be reflected by developing a Roadmap to Outcomes for each Citywide Goal. This initiative and the Comprehensive Plan Update have overlapping, but distinctively separate focuses. Planning Staff are working closely with Finance Staff leading this initiative and have provided background information and community feedback regarding the Imagine Madison goals. We expect further coordination between these two processes.