

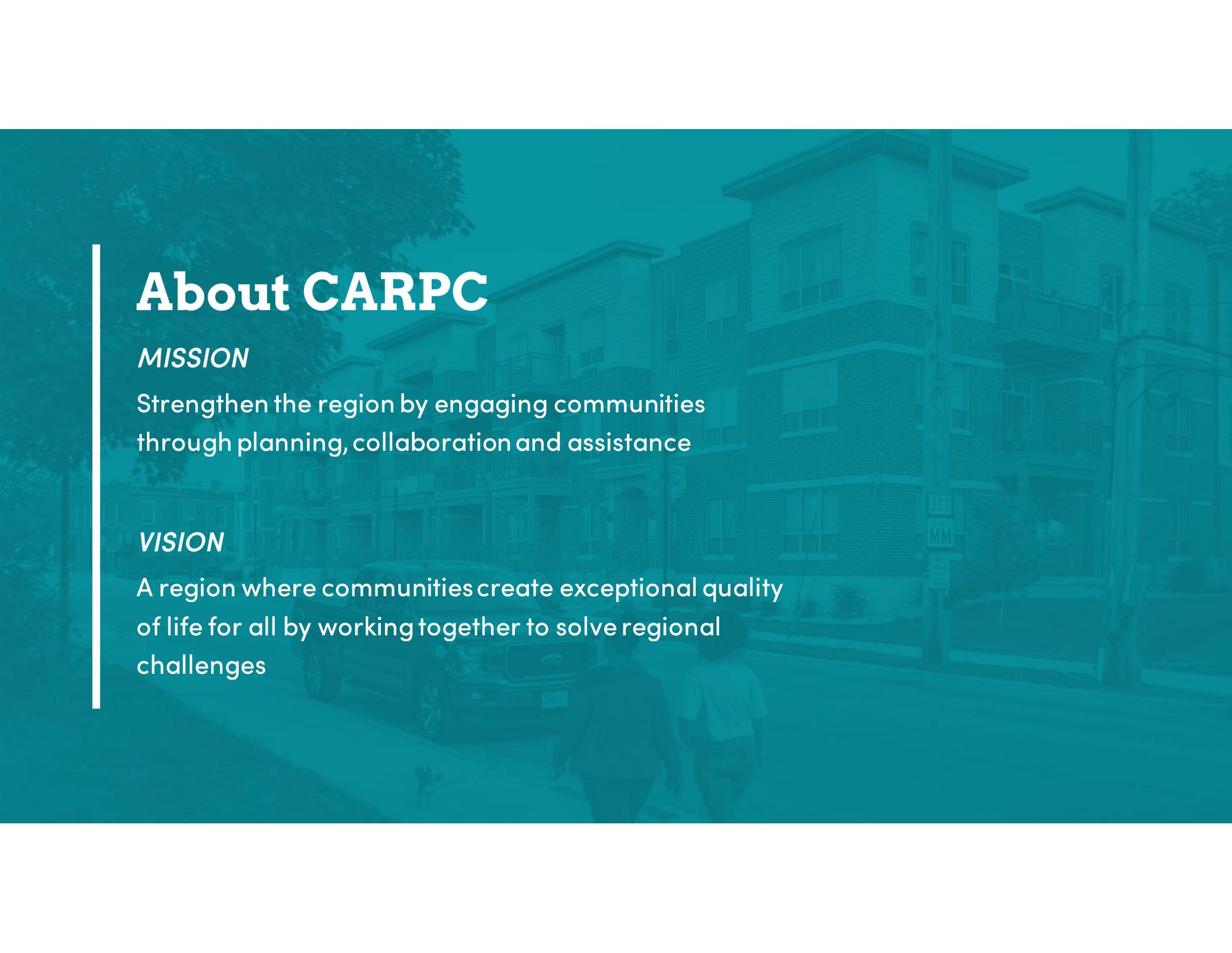
Greater Madison grows together



REGIONAL DEVELOPMENT
FRAMEWORK

Presentation to C. Madison Plan Commission
September 29, 2022





About CARPC

MISSION

Strengthen the region by engaging communities through planning, collaboration and assistance

VISION

A region where communities create exceptional quality of life for all by working together to solve regional challenges

Over 9,000 people surveyed identified desires, challenges and their highest priorities.

A Greater Madison Vision
how we grow matters



9,186

PARTICIPANTS



2,109

COMMENTS



TOP PRIORITIES

A Greater Madison Vision
how we grow matters



**Reduce climate change,
reduce risk of flooding.**

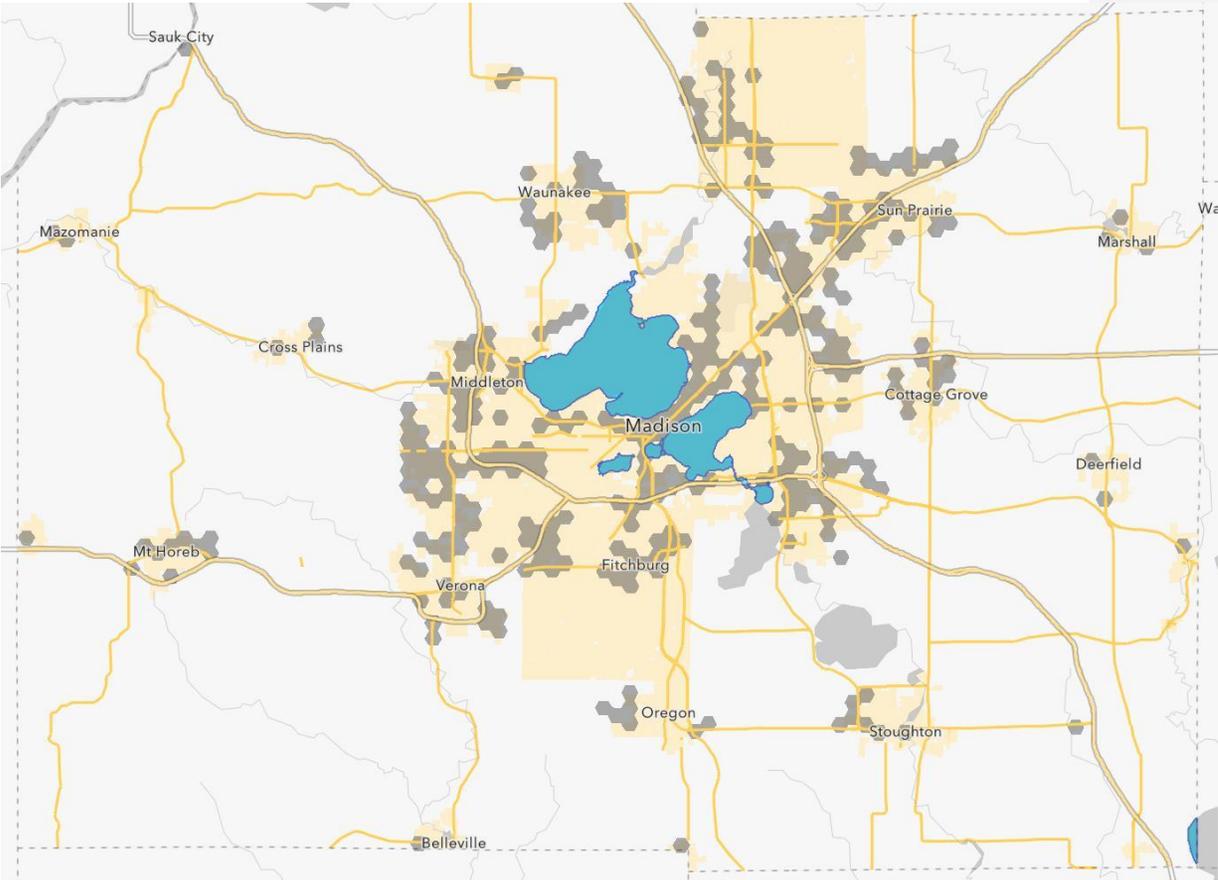


**Increase access to
opportunity for all.**



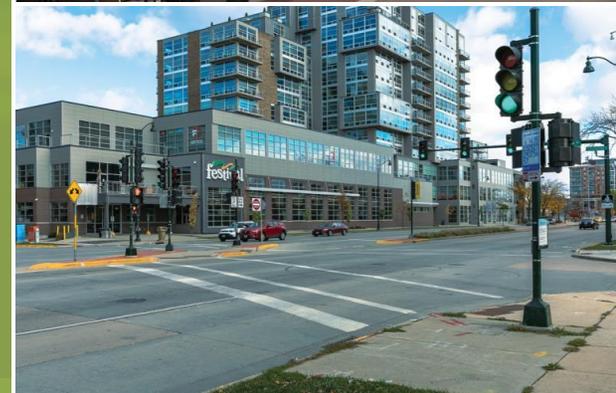
**Conserve tax, natural and
agricultural resources.**

2050 Growth Scenario



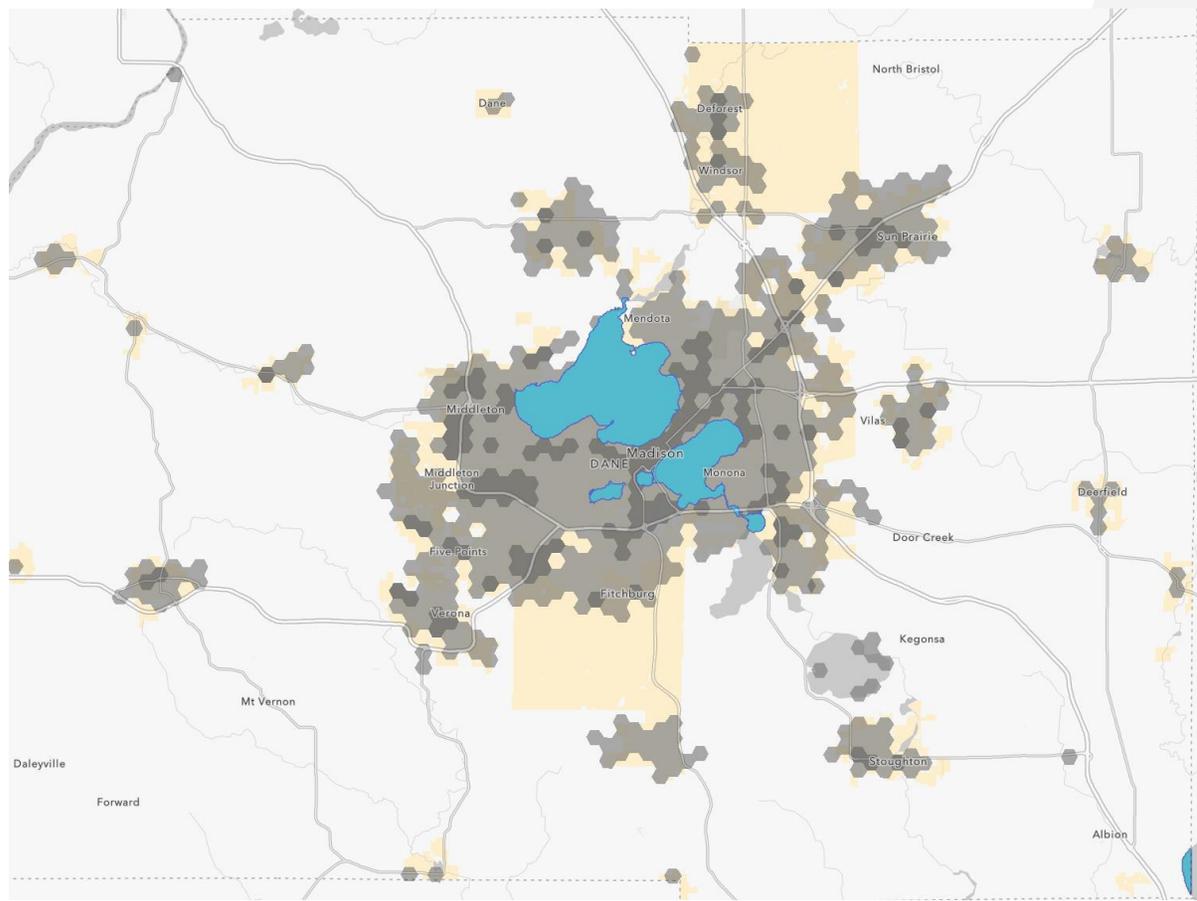
STRATEGY

Prioritize growth
in already developed
areas



STRATEGY 2 | HOW & WHERE TO GROW

Prioritize growth in already developed areas



- Light grey hexagon: 2020 development
- Dark grey hexagon: 2050 urban growth

STRATEGY 2 | HOW & WHERE TO GROW

Prioritize development in already developed areas



42%
HOUSEHOLDS



24%
JOBS

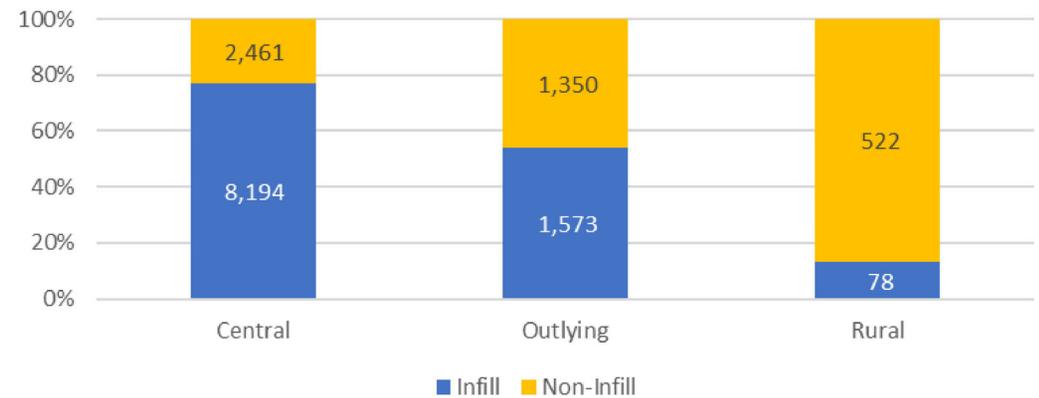
STRATEGY 2 | HOW & WHERE TO GROW

Prioritize development in already developed areas



42%
HOUSEHOLDS

Development Status of New Housing Units by Area,
2021 - 2022



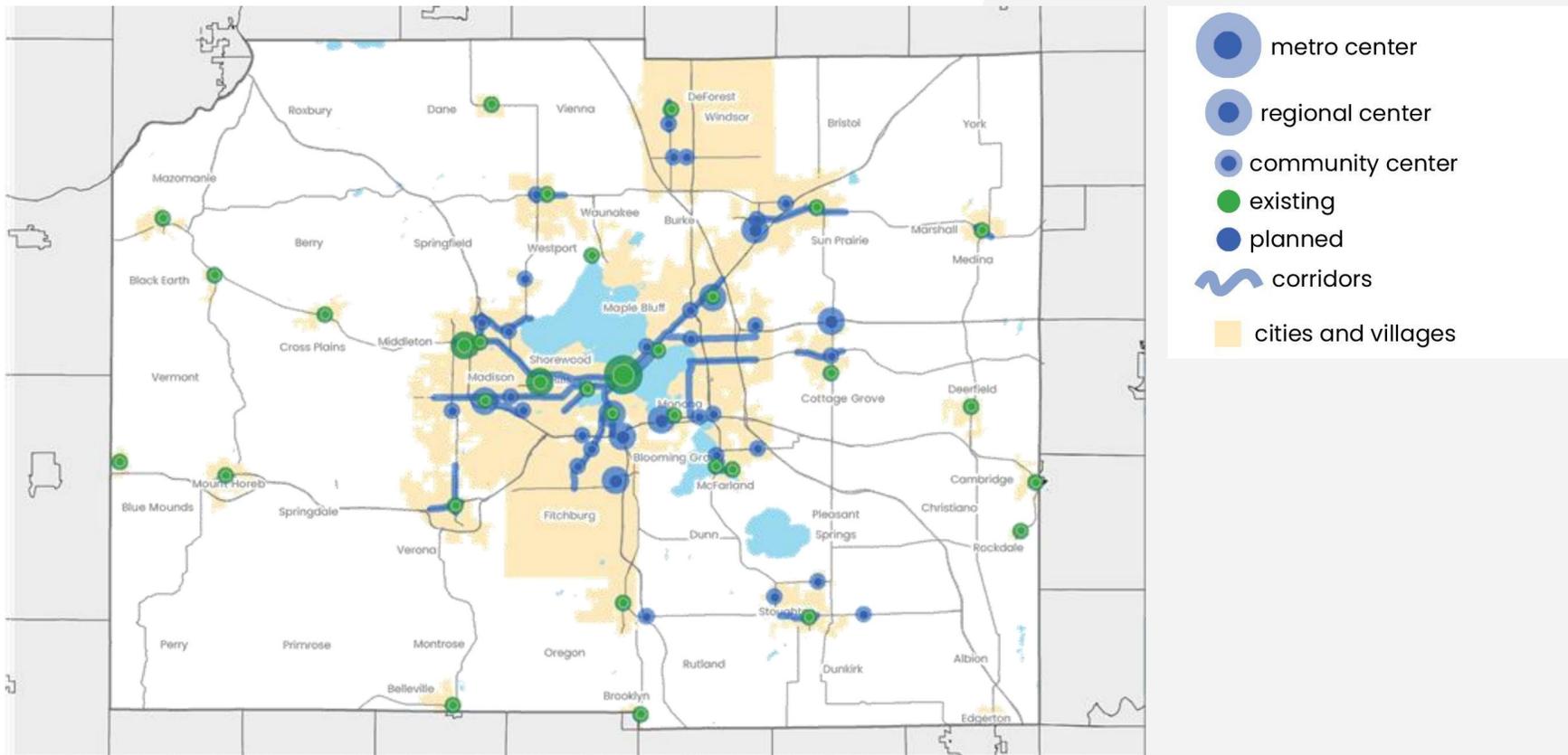
STRATEGY

Focus growth in
centers & corridors



STRATEGY | HOW & WHERE TO GROW

Focus growth in centers & corridors



* These are conceptual maps intended to convey approaches to regional development. They are not prescriptive and may not fully reflect actual, local conditions.
Data Sources: CARPC GIS, CARPC Staff analysis, Dane County GIS, UrbanFootprint, USDA, USGS, WDNR and WDOA.

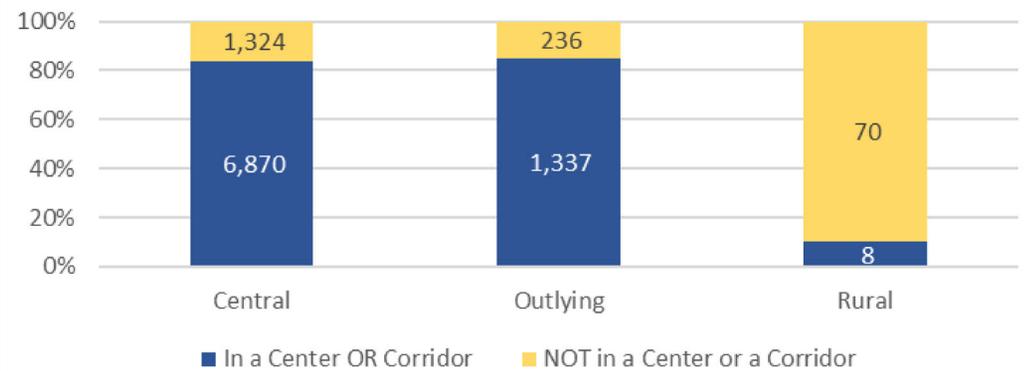
STRATEGY 1 | HOW & WHERE TO GROW

Focus growth in centers & corridors



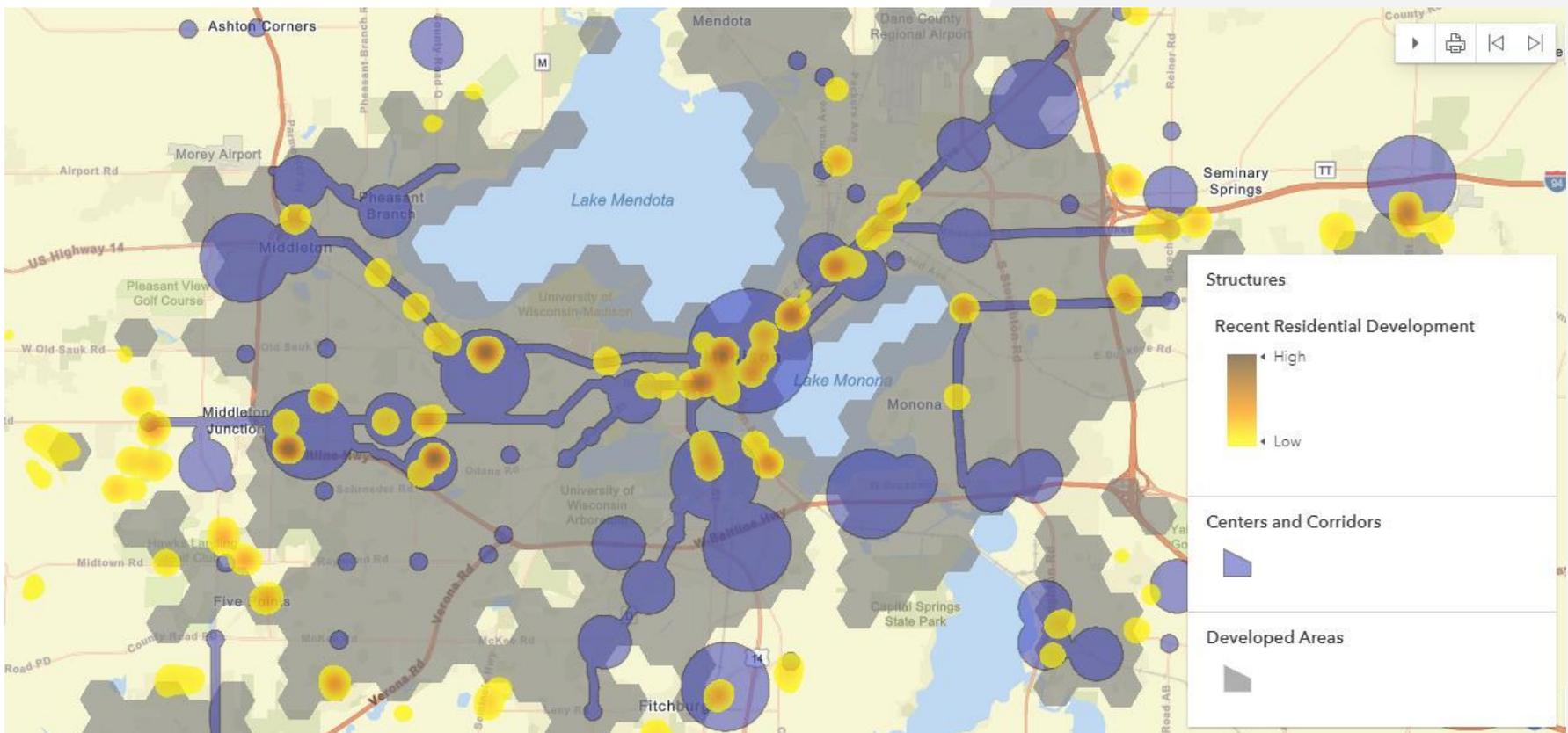
42%
HOUSEHOLDS

New Housing Units in Centers and Corridors
2021 - 2022



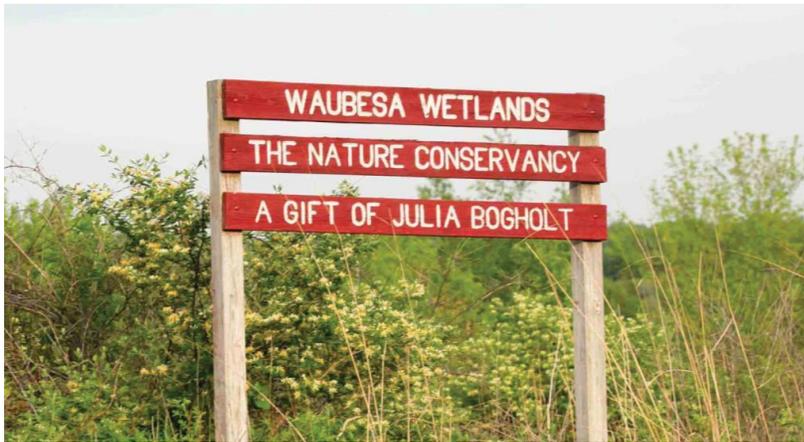
STRATEGY 2 | HOW & WHERE TO GROW

Prioritize growth in already developed areas



STRATEGY | HOW & WHERE TO *MINIMIZE* GROWTH

To protect important natural resources



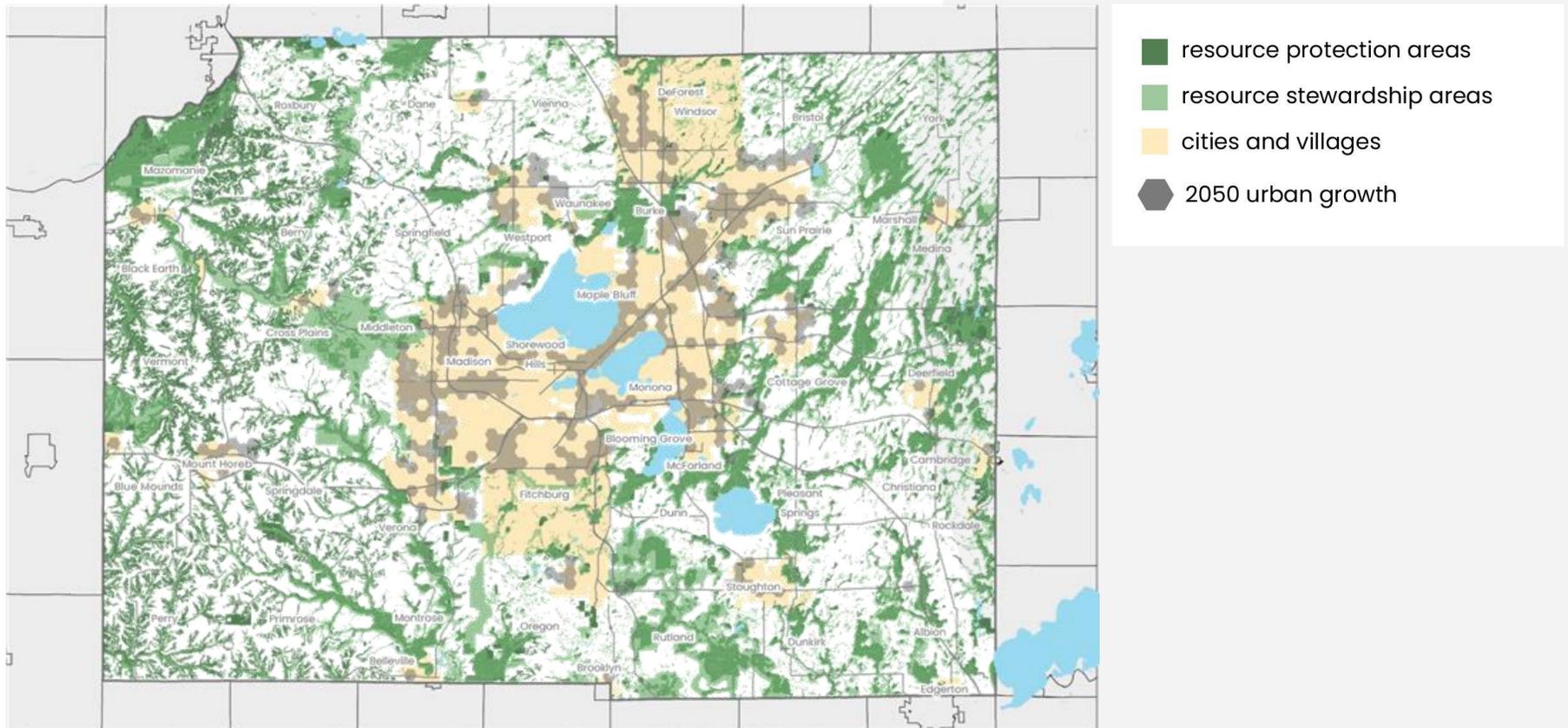
Avoid protected resource areas



Enhance stewardship areas

STRATEGY 5 | HOW & WHERE TO *MINIMIZE* GROWTH

To protect important natural resources



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STRATEGY | HOW & WHERE TO *MINIMIZE* GROWTH

To preserve farming areas

01



Minimize development in long-term farmland preservation areas

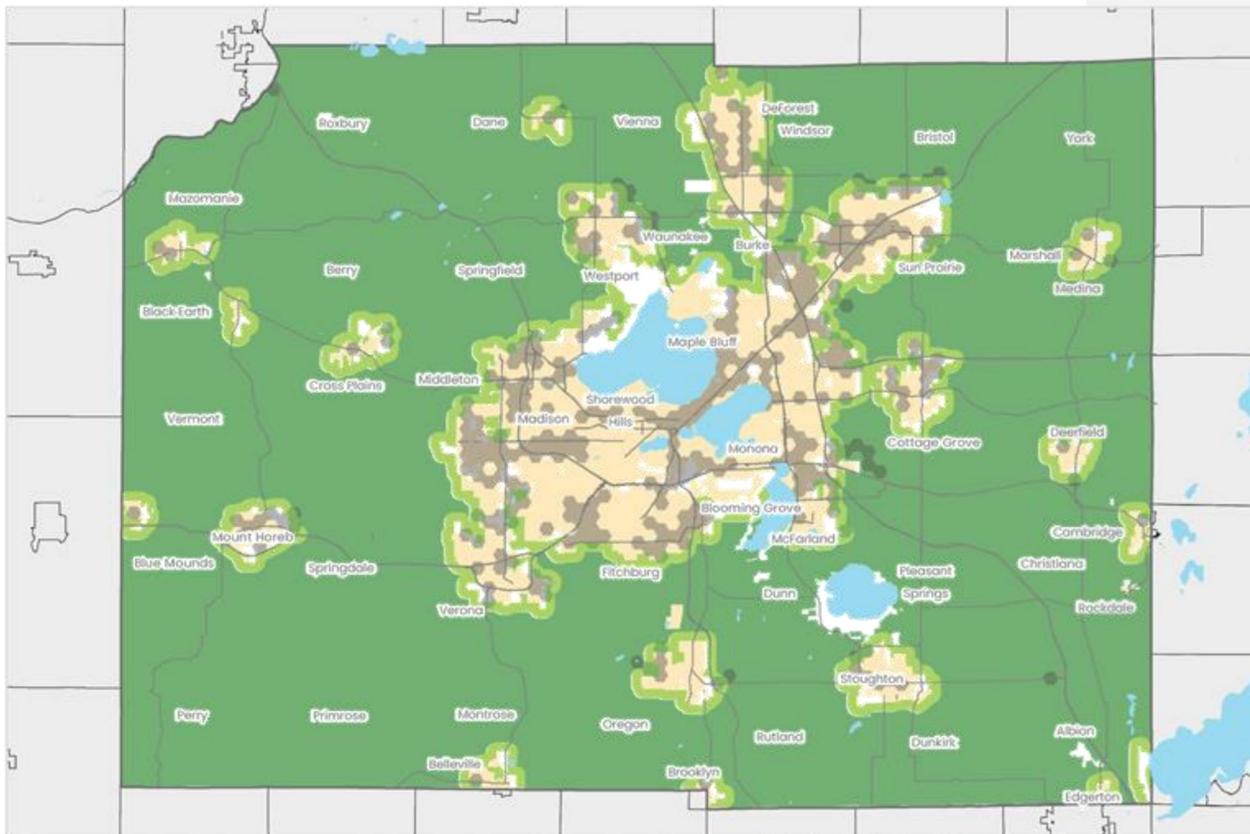
02



Coordinate urban expansion in agricultural transition areas

STRATEGY 5 | HOW & WHERE TO *MINIMIZE* GROWTH

To preserve farming areas



- cities and villages
- farmland preservation areas
- farmland transition areas
- 2050 urban growth

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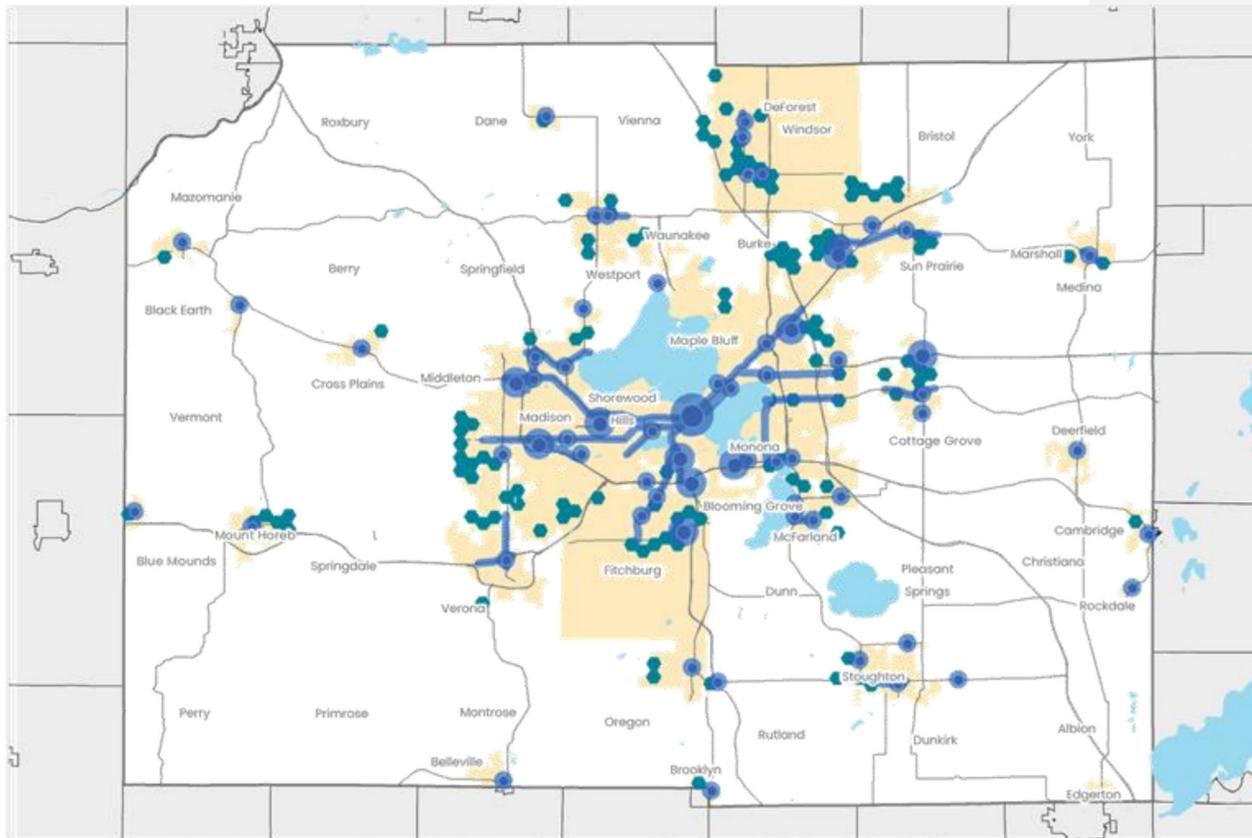
STRATEGY

Plan complete neighborhoods



STRATEGY | HOW & WHERE TO GROW

Plan complete neighborhoods

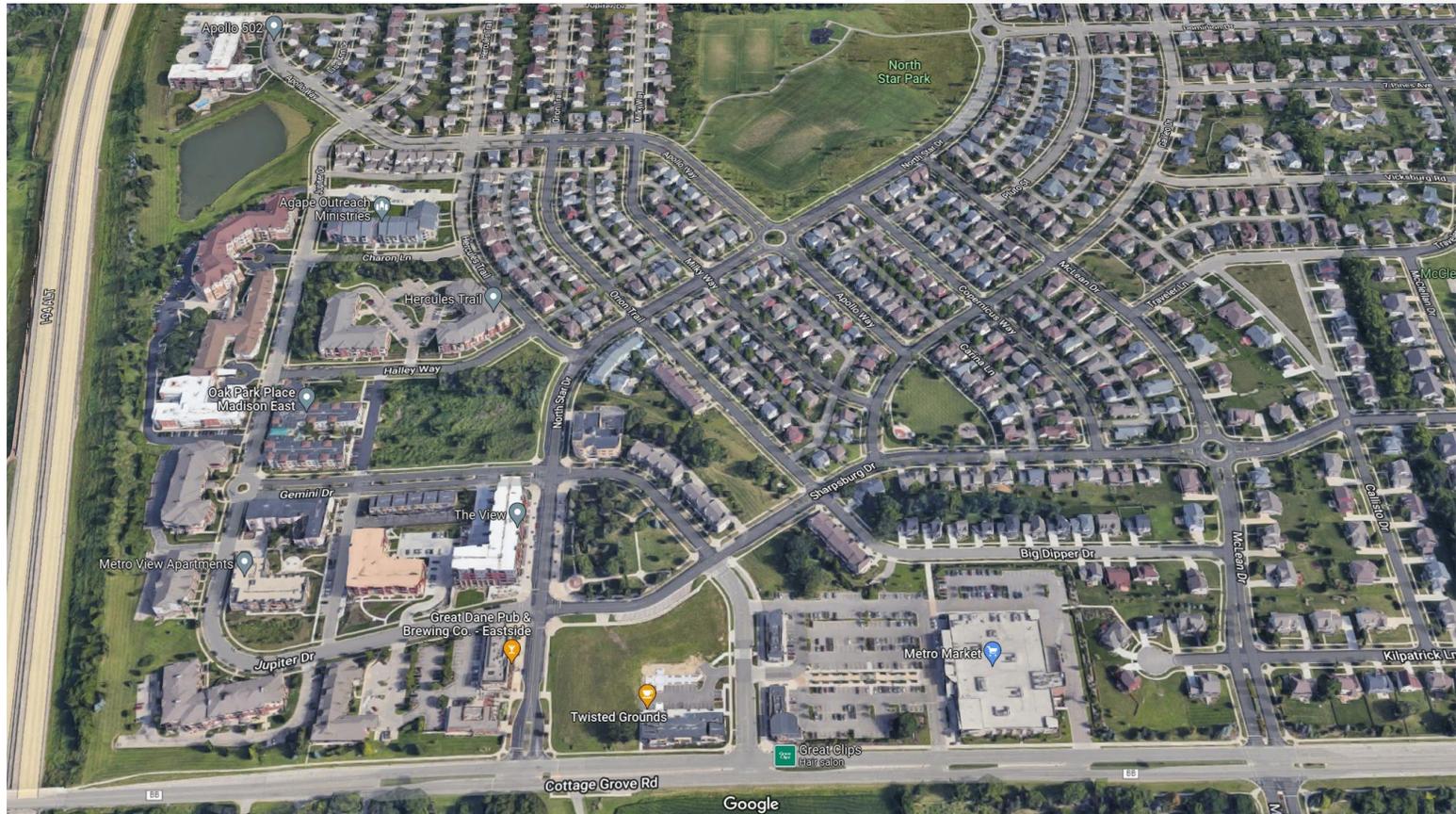


- metro center
- regional center
- community center
- corridors
- potential complete neighborhood

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STRATEGY | HOW & WHERE TO GROW

Plan complete neighborhoods



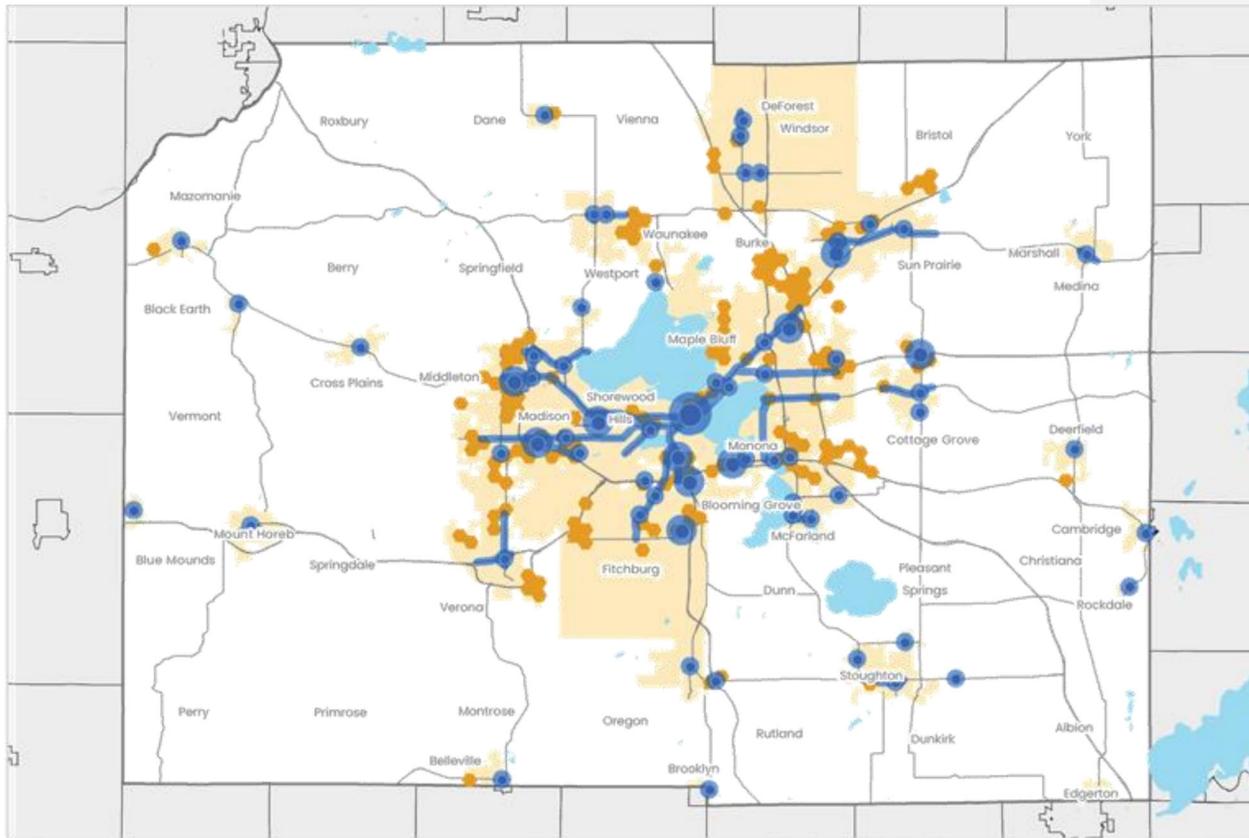
STRATEGY

**Plan areas for quality
business growth**



STRATEGY | HOW & WHERE TO GROW

Plan areas for quality business growth



- metro center
- regional center
- community center
- corridors
- 2050 employment growth

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STRATEGY | HOW & WHERE TO GROW

Plan areas for quality business growth



PERFORMANCE

Urban development | Additional acres



*5-YEAR AVERAGE

SITE SPECIFIC DEVELOPMENT STRATEGIES

To further climate-related goals and objectives

01



Encourage tree preservation and planting

02



Encourage practices that reduce stormwater runoff

03



Encourage practices that reduce surface temperatures

**Making it
happen**



MAKING IT HAPPEN

Local communities

Local plans & development policies



Collaborative Planning

- “Competing interests among neighboring communities can hinder the coordinated planning needed to achieve shared regional goals.”
- “It is important that communities find ways to communicate effectively, share differences, and find common ground to work together toward shared goals.”



MAKING IT HAPPEN

Private sector

Coordinate market demand with local planning



MAKING IT HAPPEN
CARPC

01



Assisting local communities



02



Tracking and reporting progress



Planning 101: A Two-Part Series for Local Plan Commissioners

PART 1 Thursday, October 20, 12:00-1:00 p.m.

PART 2 Thursday, October 27, 12:00-1:00 p.m.

A Joint Webinar from the Greater Madison MPO and the Capital Area Regional Planning Commission | In partnership with the Center for Land Use Education

What is the role of the plan commission in developing and advancing community plans? In this two-part series featuring Rebecca Roberts from the [Center for Land Use Education](#), we aim to communicate the importance of the comprehensive plan and tools available for implementing the plan.

Questions & Discussion

MORE INFORMATION AT [CAPITALAREARPC.ORG](https://capitalarearpc.org)

