

Imagine Madison – Draft Strategies

FORM & CONNECTIVITY

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.

1. **Improve transit connections** between peripheral residential and employment land uses, focusing on connecting transit-dependent populations to jobs.
2. Continue to pursue implementation of **bus rapid transit (BRT)**, beginning by increasing bus garage capacity to allow for **expansion of Metro service**.
3. Work with regional partners to collaboratively improve our **regional bicycle system** to further enable safe and convenient bicycle use.
4. Improve the **pedestrian environment** in the City by **providing sidewalk** widths that are appropriately scaled for pedestrian activity and existing and planned adjacent development.
5. Prioritize the **maintenance and efficient use of existing roadway** facilities over expansion or construction of new roadways.
6. Ensure the benefits of **transportation investments are fairly distributed** and that adverse health and environmental impacts do not disproportionately impact low-income residents and people of color.
7. **Reduce the demand for development of farmland** and vacant land on the periphery of the City by **encouraging infill, redevelopment**, and higher development densities at appropriate locations.
8. Provide **appropriate transitions** between areas of **low intensity residential** development and **higher intensity developments** in neighborhood centers and along major transit corridors.
9. Concentrate the highest intensities of residential, employment, commercial, and mixed-use development **downtown, along transit corridors, and at major activity centers**.
10. Maintain **downtown Madison** as the **government center** for the State and **primary activity center** for the region.
11. Encourage development that is **consistent** with adopted neighborhood plans, neighborhood development plans, and other **adopted City plans**.

NEIGHBORHOODS & 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.

1. Ensure that there is a sufficient **supply of rental housing** to reduce housing costs and provide more choices.
2. Develop a wider **mix of housing types, sizes, tenures and costs** (e.g. affordable housing units, multifamily buildings, single-family homes of various sizes, and others) in all new neighborhoods.
3. Integrate **affordable housing** into neighborhoods and corridors that have access to transit, schools, parks, libraries, neighborhood centers, and other **amenities needed for daily living**.
4. Allow seniors to **age in place** by providing affordable housing options that are integrated into the community.
5. Provide housing options with **supportive services for our most vulnerable residents**.
6. Create **complete neighborhoods** where residents have access to transit, schools, parks, libraries, neighborhood centers, and other amenities needed for daily living.
7. Coordinate with school districts to plan for compact **community schools** that fit within the neighborhood and support students, families, and other neighborhood residents.
8. Support **diverse food production** options in all neighborhoods through community gardens and edible landscapes on public land, appropriate animals (chickens, bees), rooftop & marketing gardening.

9. Foster diverse food retail, meal programs, pantries & self-provisioning (gardens, gleaning) to ensure healthy, dignified, culturally appropriate **food access** in all neighborhoods.
10. Increase **community safety and wellbeing** through improved relations between residents and police officers.
11. Provide neighborhood facilities that bring people of diverse backgrounds together and **strengthen social connections**.

ECONOMY & OPPORTUNITY

Goal: Madison will have a growing, diversified economy that offers opportunity for businesses and residents to prosper.

Goal: Madison will have equitable education and advancement opportunities that meet the needs of each resident.

1. **Provide support** (e.g. transportation, daycare, credit repair, or diversion programs) to those who need assistance to achieve **economic stability**.
2. The City should lead and encourage other employers to increase the **racial and ethnic diversity** of the workforce.
3. Support efforts for businesses and consumers to **buy local**.
4. **Support small businesses** and cultivate business startups, including businesses owned by people of color.
5. Ensure there is a sufficient **supply of developable sites** for office, research and development, and industrial uses.
6. Develop more jobs that pay a **family-supporting living wage** for all workers.
7. Ensure access to affordable **high speed internet** service for residents, businesses, and institutions.
8. Provide services that support high school **graduation** and GED attainment, **career guidance**, and **work placement** to youth and residents facing barriers to employment.
9. Focus resources on retail, nontraditional and local food, nutrition incentives, procurement policies, zoning, and education to **improve access** to nutritious, affordable, culturally appropriate food.
10. Work to close the **educational achievement gap**.

CULTURE & 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.

1. Engage visual artists, writers, and performers as **collaborators in public art** by providing for a variety of **artistic expression in the public realm**.
2. Create and maintain **historic districts and properties** to preserve the special places that reflect our varied cultures and histories.
3. Balance the concentration of **cultural venues** within the downtown and UW campus with venues in other areas of the city.
4. Identify and protect historically and culturally significant First Nations/**Native American sites**.
5. Integrate **public art** into City facilities, public spaces, and private developments.
6. **Maintain and create memorable places** through creative **architecture and urban design**.
7. Seek partnerships with arts and community organizations to **strengthen arts and cultural programming**, especially in underserved communities.
8. Partner with area cultural organizations to **celebrate our multicultural city** through events, exhibits, and by creating dedicated spaces where people can learn about other cultures.
9. **Preserve defining views** of the lakes, downtown skyline, and State Capitol.
10. Create **safe and affirming spaces** that are social outlets for marginalized residents, such as youth, people of color, LGBTQIA, and people with disabilities.

GREEN & RESILIENT

Goal: Madison will be a leader in stewardship of our land, air, and water resources.

Goal: Madison will have a model park and open space system that preserves our significant natural features and offers spaces for recreation and bringing residents together.

1. **Acquire parkland, improve facilities**, and add events, especially in **underserved areas** of the city, while innovatively managing costs.
2. Use parks and open spaces as a framework for development of an **interconnected greenway, habitat, nature access, and path system**.
3. Develop a healthy and diverse urban **tree canopy**.
4. Improve **public access to the lakes** and seek opportunities to further protect shoreline areas.
5. Expand the use of **green infrastructure** (e.g. rain gardens, greenways, and pervious pavement) for stormwater management.
6. Reduce the use of **road salt** to prevent **groundwater contamination**.
7. Divert **organic waste** from landfills through municipal curbside pick-up and increased home composting.
8. Improve the **recycling system** by expanding markets for materials and eliminating barriers to recycling.
9. Make **energy efficiency** upgrades to City facilities and private buildings and increase our use of **renewable energy** sources to reduce pollution and address climate change.
10. Encourage **food production** practices that support **safe** conditions, **sustainable** management (e.g. soil conservation), and ecosystem services (e.g. pollinator protection) for farming and gardening.
11. Encourage all water utility customers to practice **water conservation** techniques to reduce demand for water.

SERVICES & FACILITIES

Goal: Madison will have efficient and reliable public utilities, facilities, and services that support all residents.

Goal: Madison will collaborate with other governmental and non-governmental entities to improve efficiency and achieve shared goals.

1. Work with state and local elected officials to create a **regional transportation authority** as a mechanism to expand and improve public transit services in the Madison area.
2. **Efficiently place community facilities**, such as fire stations, to provide a high level of service to all neighborhoods.
3. Ensure that new development occurs in locations that can be **economically and efficiently served** with City utilities, facilities and services to minimize **costs borne by the public**.
4. Work with adjacent municipalities and regional jurisdictions to preserve long-term options for **orderly and efficient city expansion**.
5. **Co-locate community facilities** such as libraries and community centers, and design for future adaptability to improve service provision and reduce capital and operating costs.
6. Establish partnerships with other governments and entities to **improve service delivery** and **reduce duplicative services**.
7. Pursue **regional solutions to regional issues** such as transportation, land use, open space, water quality, and environmental resources.