



Imagine Madison

People Powered Planning

Phase 3 Community Meeting



#imaginemadison

COMPREHENSIVE PLAN

6 THEMES



Land Use + Transportation



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
- Solid Waste Plan

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

- Economic Development Plan
- Tax Increment Financing (TIF) Plans
- Redevelopment Plans

Project Timeline

Phase 1
Where are we headed?

FALL 2016



Your Voice

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

GOALS

Phase 2
How will we get there?

SPRING 2017



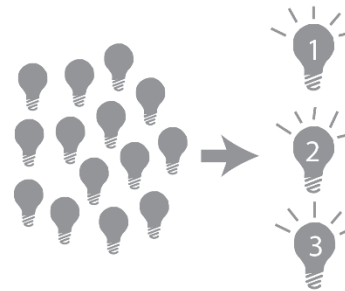
Your Voice

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

**STRATEGIES
+ FLU MAP**

Phase 3
What first?

FALL 2017



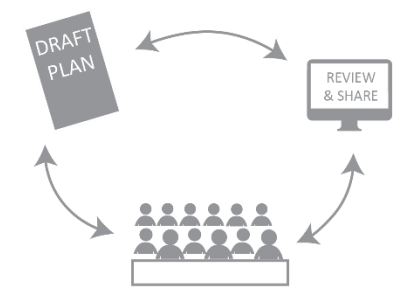
Your Voice

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

PRIORITIES

Phase 4
Plan review and approval

SPRING 2018



Your Voice

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

ADOPTION

Phase 1 Process



Phase 2 Process



Phase 3 Process





Strategy Prioritization

*What is MOST important
to the community?*

Wide Range of Community Feedback

“Work to close the educational opportunity gap.”

“Ensure that the City of Madison government is transparent and accountable to residents.”

”Help reduce housing costs and meet the needs of all economic and demographic groups by increasing Madison’s housing supply.”

“Ensure access to affordable high speed internet service.”

“Create safe and affirming spaces that are social outlets for people of color and underrepresented community members.”

“Provide support and housing transition programs to community members experiencing homelessness.”

“Improve lake water quality by working to reduce urban and agricultural runoff.”

“Provide spaces for racially and ethnically diverse interests, events, family gatherings, traditions, and exhibits.”

“Efficiently and equitably place community facilities (such as community centers and fire stations) to provide a high level of service to all neighborhoods.”

“Improve and preserve urban biodiversity through an interconnected greenway, habitat, nature access, and path system.”

“Expand and improve the sidewalk network.”

Six Themes



FORM & CONNECTIVITY

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

THEME

Neighborhoods and Housing

GOAL

Madison will have a full range of quality and affordable housing opportunities throughout the city.

STRATEGY

Provide support and housing transition programs to community members experiencing homelessness.

ACTION

Continue support for existing Rapid Rehousing programs and encourage their expansion to include single men.

Actions

Not an Action	Action
Diversify the urban tree canopy	Inventory what types of trees exist in the city.
Provide resources for diverse artists to collaborate and flourish in Madison.	Identify locations and structures on which community members can co-create public art.
Preserve defining views of the lakes, downtown skyline, and Capitol from publicly accessible locations.	Create a map that shows accessible views of the lakes and downtown skyline that could be preserved.

Ask yourself: **Would somebody know specifically what to do?**

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.

Balance the conc
venues between t
other areas

spaces, and private de

Resources for Activity

Neighborhoods and Housing Example Actions

Goal: Madison will be a safe and welcoming city of strong and complete neighborhoods that meet the needs of all resident

Goal: Madison will have a full range of quality and affordable housing opportunities throughout the City.

Strategy	Example Action 1	Example Action 2
1. Help reduce housing costs and meet the needs of all economic and demographic groups by increasing Madison's housing supply.	Seek opportunities to relax development standards.	Plan for the transition of underused properties into residential and mixed-use areas.
2. Support development of a wider mix of housing sizes, costs, and types (such as townhomes, cooperative housing, accessory dwelling units, and duplexes) throughout the city.	Recruit and incentivize developers with experience constructing different forms of housing.	Ensure that the Zoning Code broadly supports attached townhomes, smaller homes, small multi-family buildings, and a variety of ownership models in both newly developing and redeveloping parts of the city.
3. Integrate lower priced housing (including subsidized housing) into neighborhoods with access to transportation options and resources needed for daily living.	Continue direct financial support for affordable housing development with long term income limitations through the Affordable Housing Fund and Tax Increment Financing, when possible.	Waive or reduce city fees on affordable units.
4. Allow older adults to age in place by providing lower priced or lower maintenance housing options that are integrated into the community with convenient transportation options.	Support programs matching youth with older adults in need of assistance with household tasks (yard work, snow removal, etc.).	Waive or reduce city fees on affordable units.
5. Provide affordable housing options with health and social services for residents who need it most.	Partner with Health Maintenance Organizations (HMOs) to provide on-site services at public housing sites.	Continue to require recipients of support from the Affordable Housing Fund, who develop housing tailored for households making 30% of the area median income, to partner with experienced social service providers who can provide on-site supportive services.
6. Create complete neighborhoods across the city where residents have access to transportation options and resources needed for daily living.	Promote mixed-use redevelopment of underutilized properties along transit corridors and within walking distance of existing residential areas, particularly where nearby residents currently have few amenities.	Support joint use agreements to provide access to school grounds after hours.
7. Plan for neighborhood-scaled schools that provide amenities and services to the community, including students, families, and other residents.	Sponsor school gardens and other outdoor activities to support neighborhood community building.	
8. Support diverse food production options throughout the city.	Identify areas within the city that would be suitable for community gardens and other small-scale urban agriculture.	

Term Definitions

Term	Definition	Source (if not City of Madison)
Activity center and Activity node	An intensively developed area that is the visual and/or functional center of neighborhoods or a district. Activity centers are typically comprised of high intensity land uses including: residential, commercial, employment, civic, institutional, parks and open space.	
Affordable Housing Fund	A program to provide loans and grants to for-profit and non-profit housing developers for the land or building purchase, construction, and other costs necessary for the creation of new affordable rental and owner-occupied housing.	
Autonomous vehicles	A car that can drive itself using various in-vehicle technologies and sensors.	
Transit (BRT)	The variety of life in a particular habitat, including plants, trees, and animals.	Gartner
Housing costs	A high-capacity bus system with features that are similar to a light rail system, such as frequent service, dedicated bus lanes, off-board fare collection, fewer stops, and traffic signal priority.	Oxford Dictionaries
	Capital costs are the expenses associated with purchasing assets, such as land, buildings, construction, and equipment. Operating costs are expenses associated with the maintenance and administration of a business on a day-to-day basis.	Institute for Transportation and Development Policy
	A plan for what assets (such as land, buildings, construction, and equipment) will be purchased over a year or more time.	Investopedia
	Portions of the city that are expected to have future development, including housing, businesses, and more.	
	Costs to be paid by users of City services, such as building permits, development review fees, and parkland dedication fees.	
	Financial incentives to invest in housing units in need of rehabilitation, resulting in an improved housing stock.	
	When a city, business, or other entity is able to produce a good or service at a lower price or in a more desirable fashion for customers.	
	neighborhood where a mix of residential and non-residential buildings are in close proximity to each other with multiple transportation options (like grocery stores, schools, banks, and more) needed for daily life, and safely.	Investopedia
	Other vehicle that communicates with the internet, other vehicles, and/or other vehicles. This can allow a car to estimate the time to be alerted to upcoming road accidents, and many other	
	of vacant, agricultural, or forested land that has not been developed (often rural land).	Center for Advanced Automotive Technology
	side to ensure each hiring decision for the City of	
	able as possible.	
	to ask to ensure that the impact on all community	
	considered when making decisions.	
	m sinks, bathtubs, and washing machines (but	
	ts).	
	roach to managing wet weather impacts	
	ty benefits.	
	er growing media) and vegetation that	
	evaporation of stored water.	
		APA, A Planners Dictionary
		APA, A Planners Dictionary
		EPA

Example Actions

Neighborhoods and Housing Example Actions

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.

Strategy

Example Action 1

Example Action 2

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Planning Term Definitions

Term Definitions

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Autonomous vehicles	A car that can drive itself using various in-vehicle technologies and sensors.	Gartner
Biodiversity	The variety of life in a particular habitat, including plants, trees, and animals.	Oxford Dictionaries
Bus Rapid Transit (BRT)	A high-capacity bus system with features that are similar to a light rail system, such as frequent service, dedicated bus lanes, off-board fare collection, fewer stops, and traffic signal priority.	Institute for Transportation and Development Policy
Capital and operating costs	Capital costs are the expenses associated with purchasing assets, such as land, buildings, construction, and equipment. Operating costs are expenses associated with the maintenance and administration of a business on a day-to-day basis.	Investopedia

Online Strategy and Actions Activity

Open until mid-December



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.



Growth Prioritization



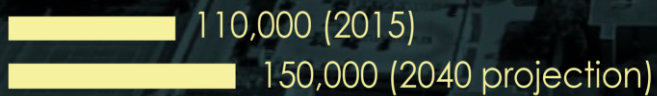
POPULATION



Madison will add 70,000 new residents between now and 2040.

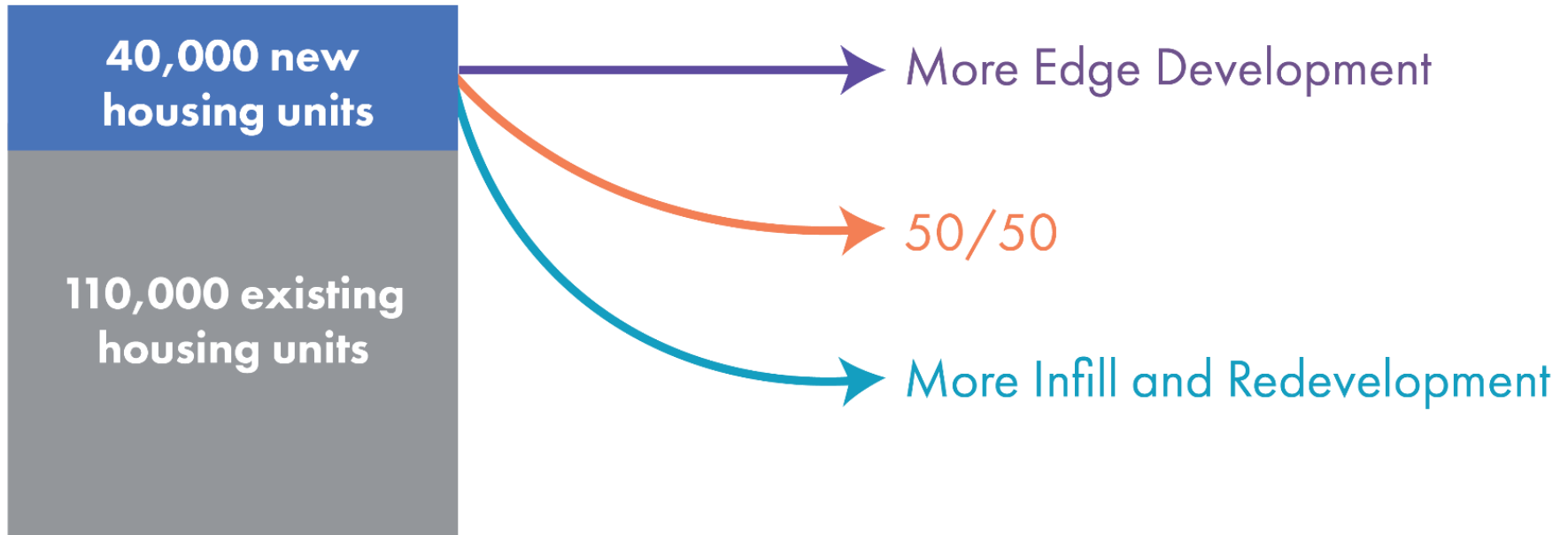


TOTAL HOUSING UNITS



Madison will need to build 40,000 housing units by 2040 to meet the needs of our growing population.

Growth Prioritization



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

UrbanFootprint: Growth Scenario Modeling



Energy Use



Transportation



Water Use



GHG Emissions



Fiscal Impacts



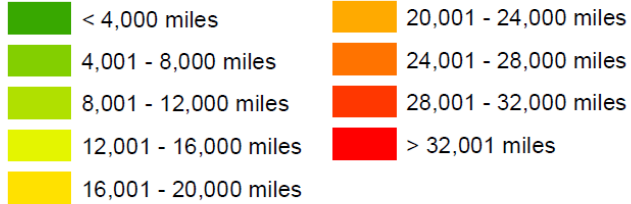
Health





Land Consumption

UrbanFootprint

Vehicle Miles Traveled, Scenario #1

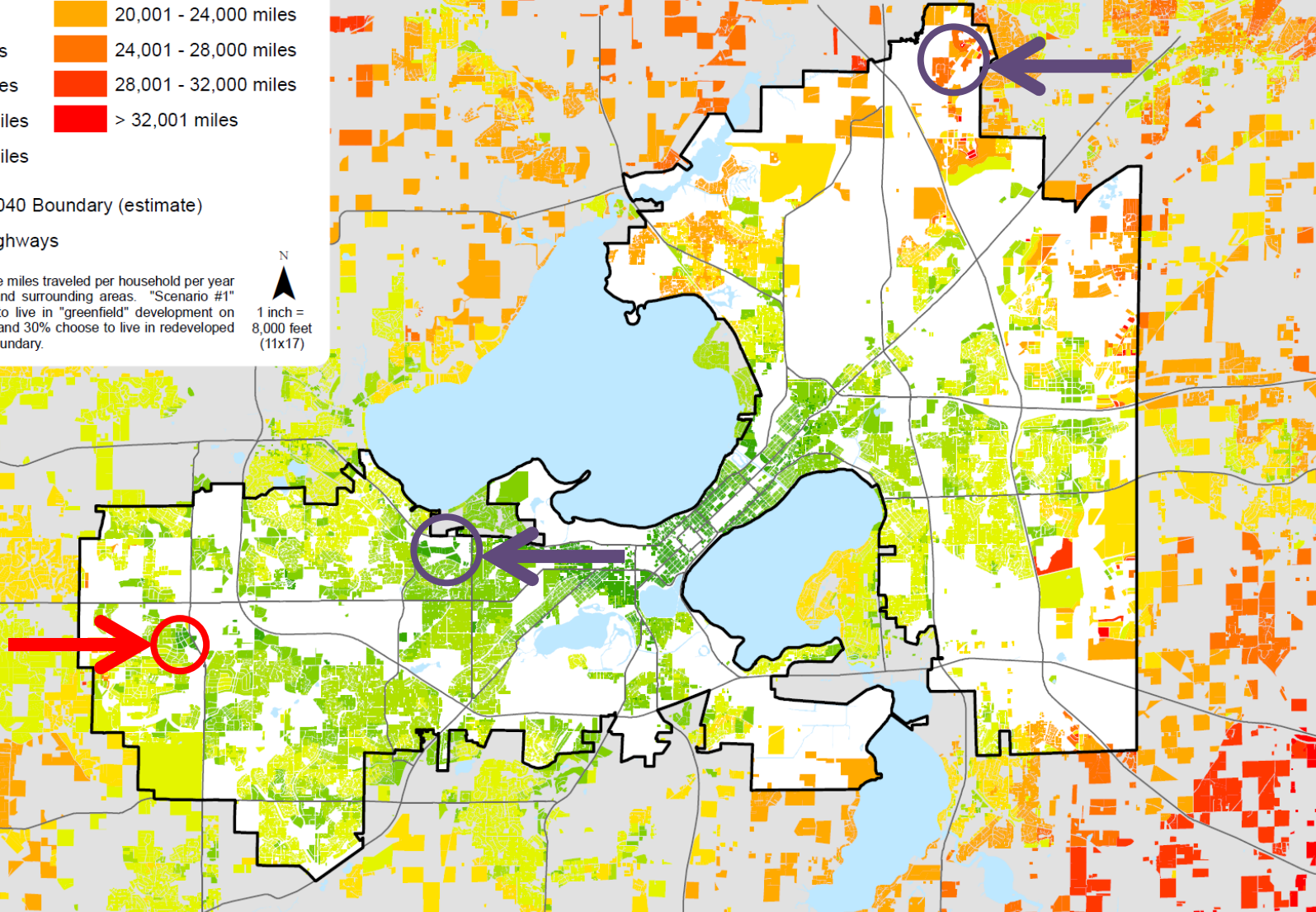


 City of Madison 2040 Boundary (estimate)

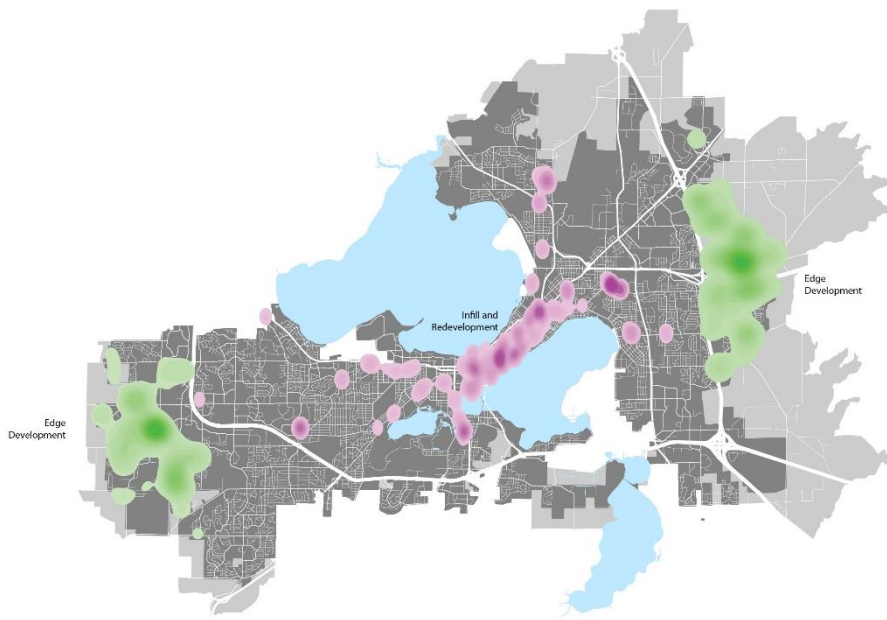
 Major Roads & Highways







This map estimates average vehicle miles traveled per household per year in 2040 for the City of Madison and surrounding areas. "Scenario #1" assumes 70% of people choose to live in "greenfield" development on former farm fields on the outskirts and 30% choose to live in redeveloped properties within the current City boundary.

 N
1 inch =
8,000 feet
(11x17)

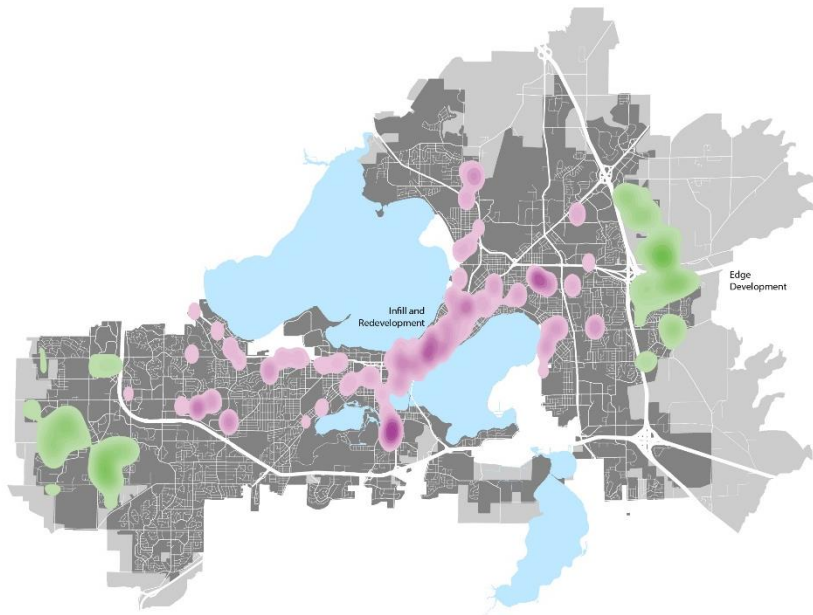








Edge Development Focus



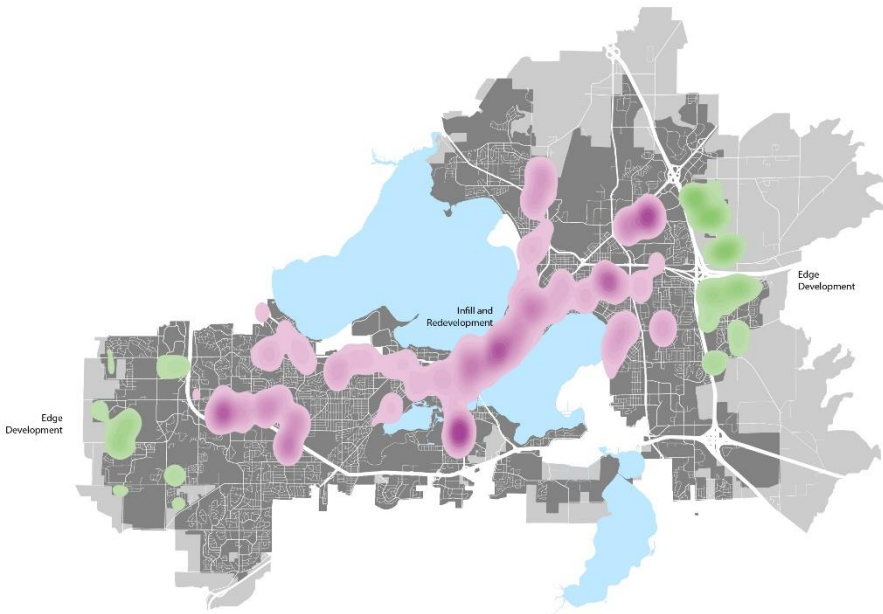
	Edge Dev. Focus	Redev. / Edge Dev. Mix	Redev. Focus
Land Consumption	 3,070 total acres	 2,510 total acres	 1,820 total acres
Household Vehicle Miles Traveled	 17,140 miles per year	 16,270 miles per year	 14,440 miles per year







Redevelopment/ Edge Development Mix

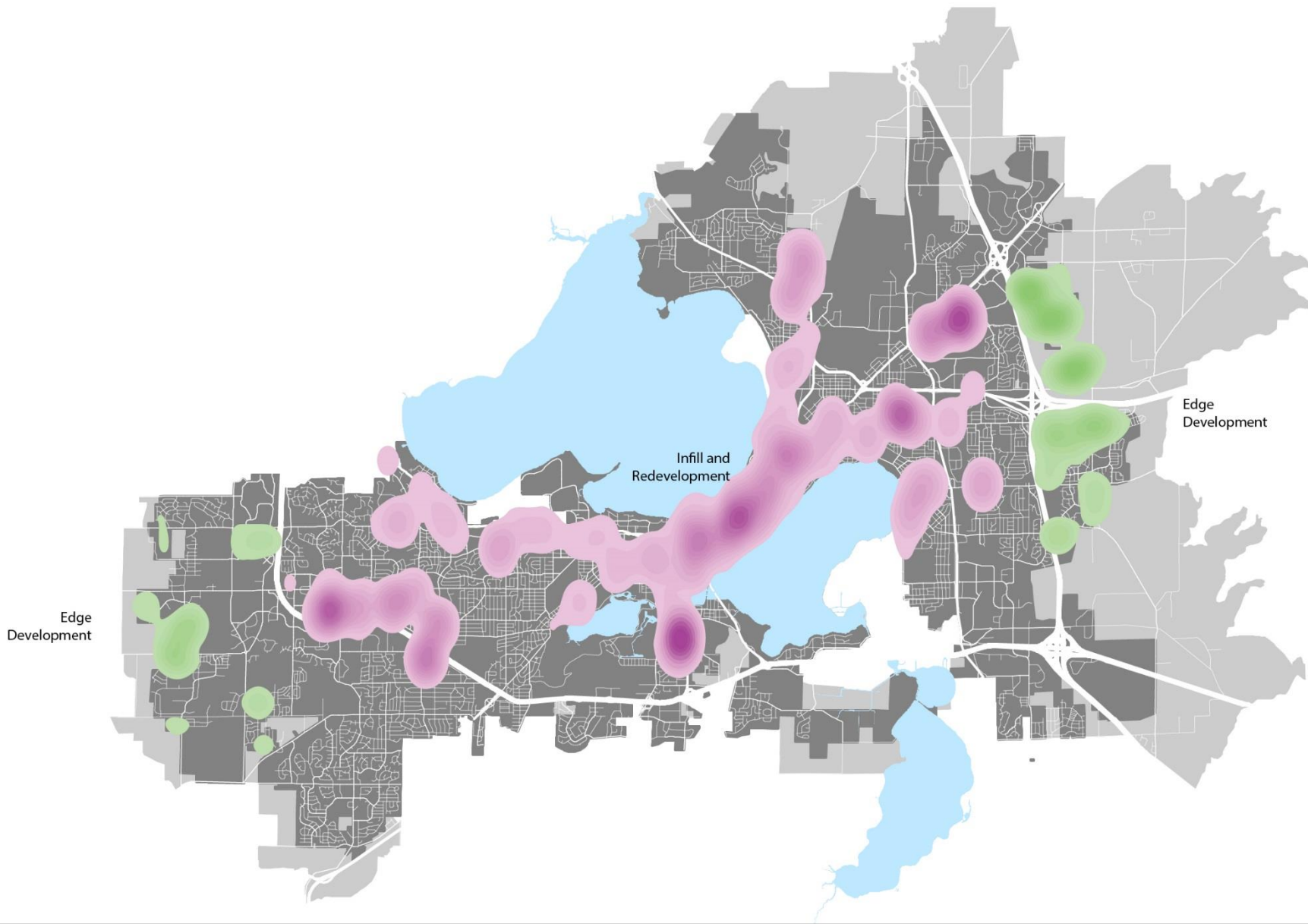


	Edge Dev. Focus	Redev. / Edge Dev. Mix	Redev. Focus
Land Consumption	 3,070 total acres	 2,510 total acres	 1,820 total acres
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Redevelopment Focus

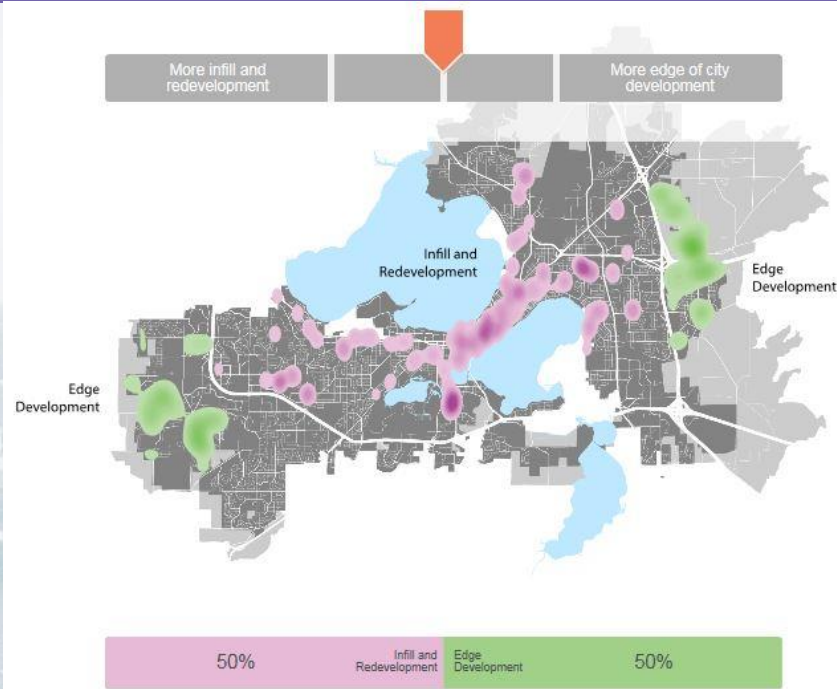


	Edge Dev. Focus	Redev. / Edge Dev. Mix	Redev. Focus
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Online Growth Prioritization Activity

Open until mid-December



Metrics Based on Development Location Choice



Land Consumption

2,506 acres of land consumed

[View Map >>](#)



Household Water Use

48,746 gallons per year

[View Map >>](#)



Household Vehicle Miles Driven

16,270 miles per year

[View Map >>](#)



Walk Minutes Per Adult

8.45 minutes per day

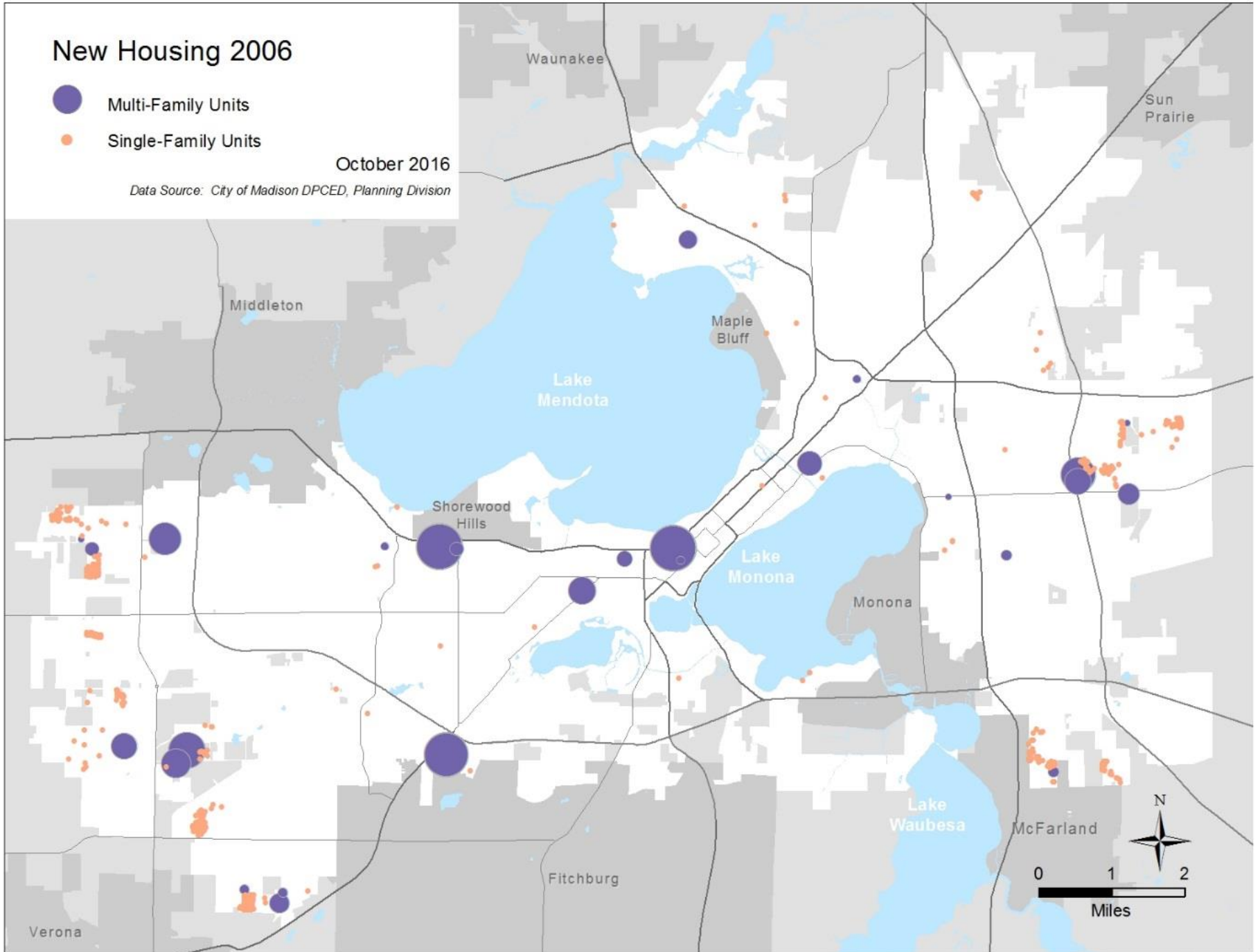
[View Map >>](#)

New Housing 2006

- Multi-Family Units
- Single-Family Units

October 2016

Data Source: City of Madison DPCED, Planning Division

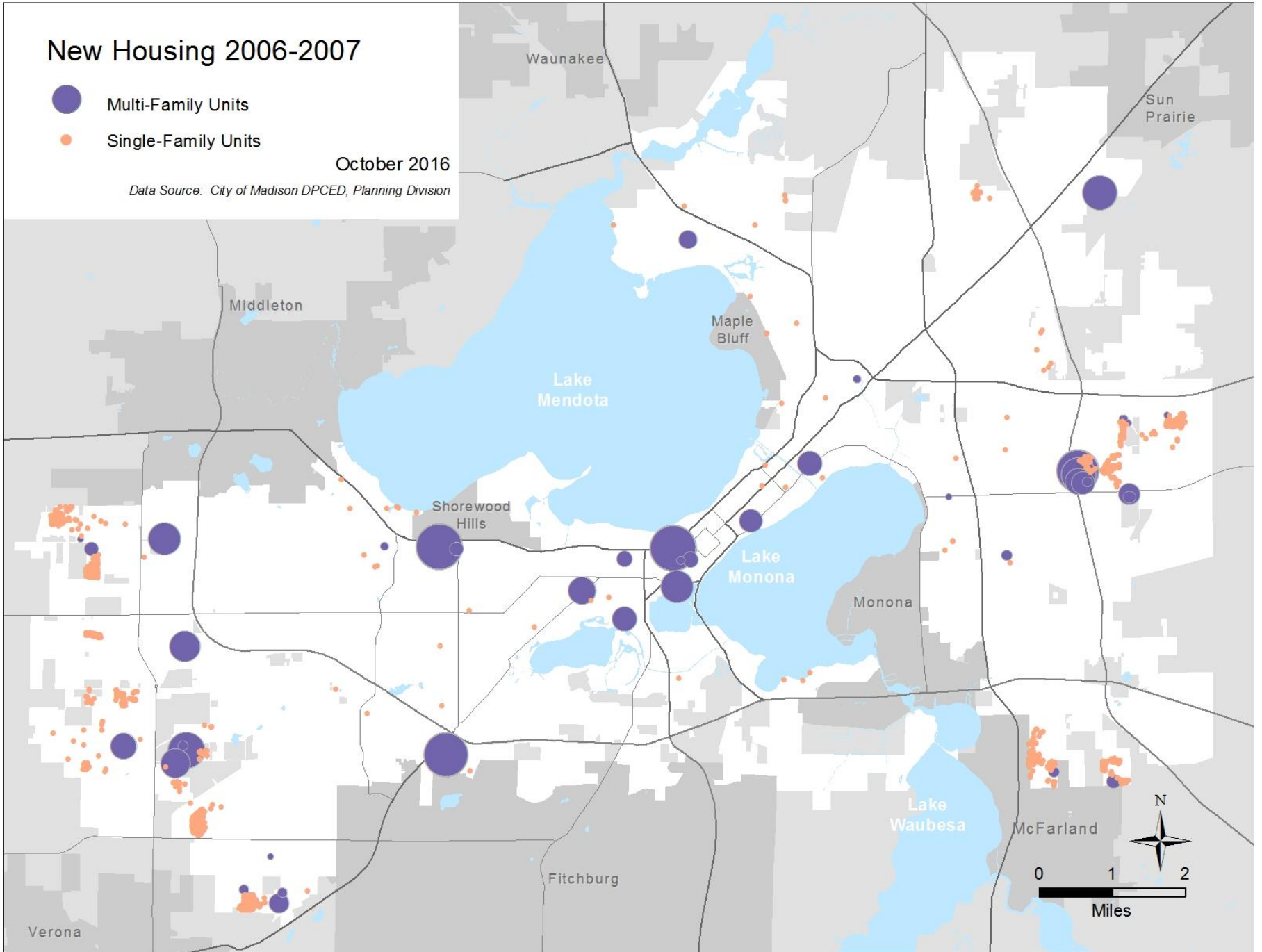


New Housing 2006-2007

- Multi-Family Units
- Single-Family Units

October 2016

Data Source: City of Madison DPCED, Planning Division



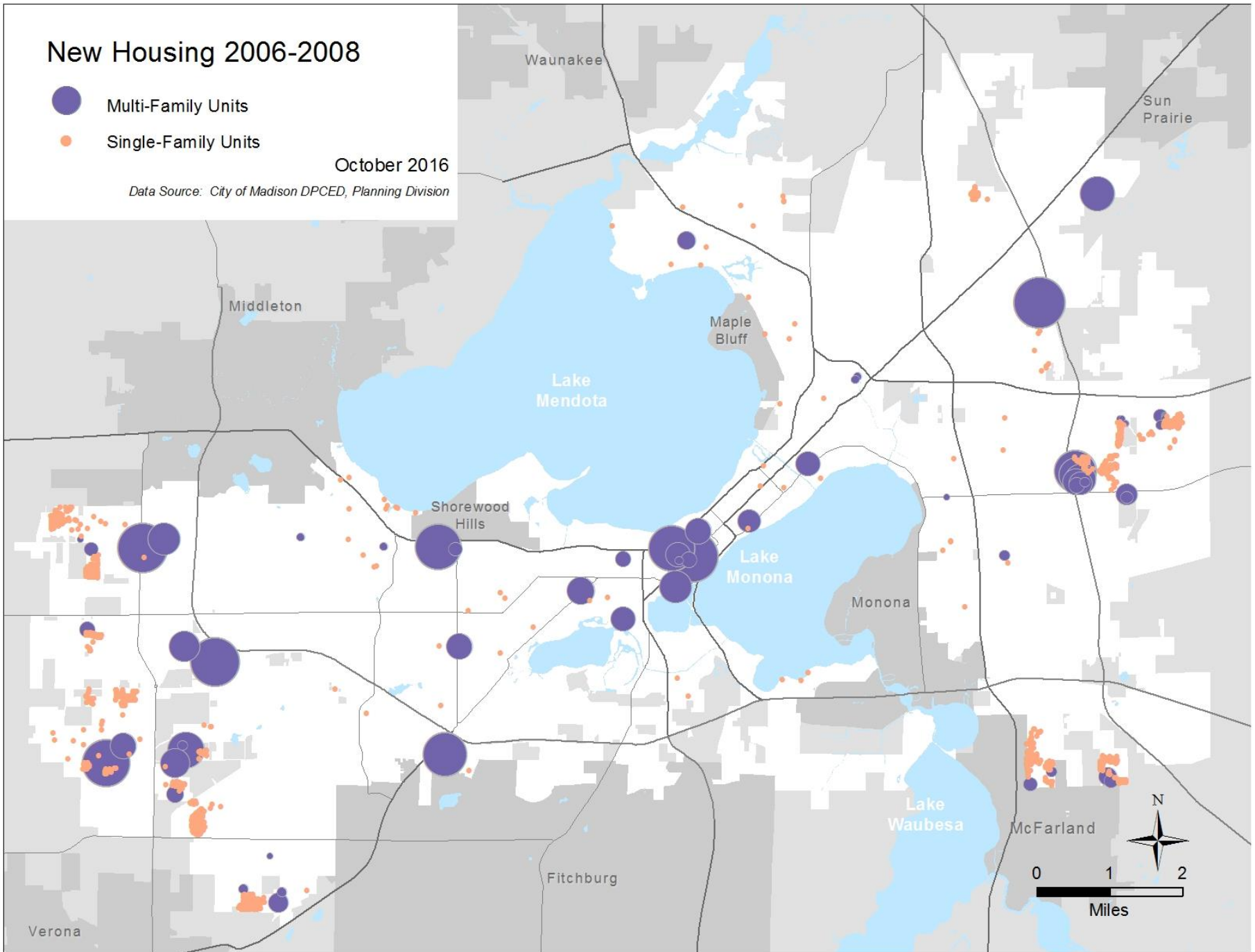
New Housing 2006-2008

● Multi-Family Units

● Single-Family Units

October 2016

Data Source: City of Madison DPCED, Planning Division

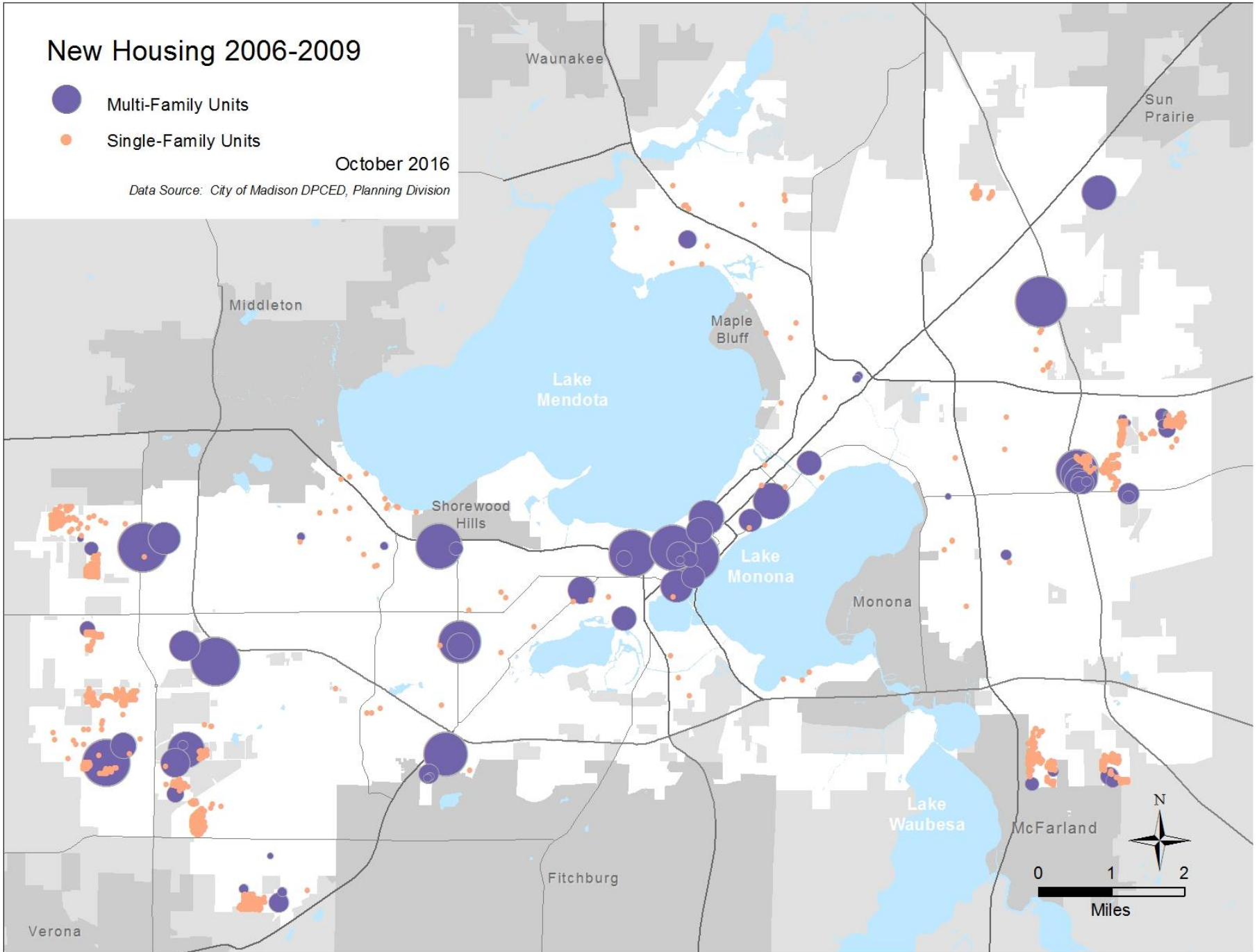


New Housing 2006-2009

- Multi-Family Units
- Single-Family Units

October 2016

Data Source: City of Madison DPCED, Planning Division



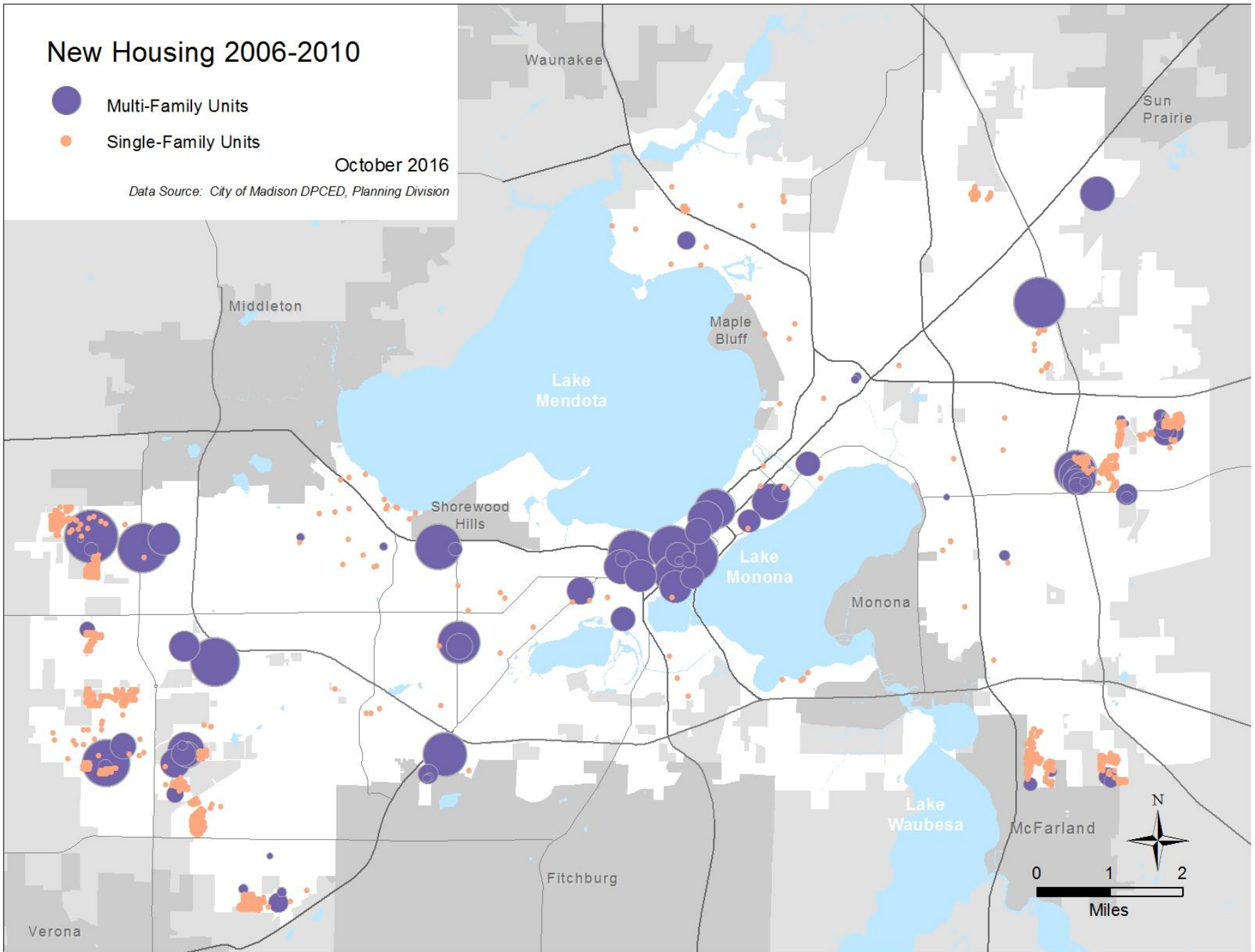
New Housing 2006-2010

● Multi-Family Units

● Single-Family Units

October 2016

Data Source: City of Madison DPCED, Planning Division

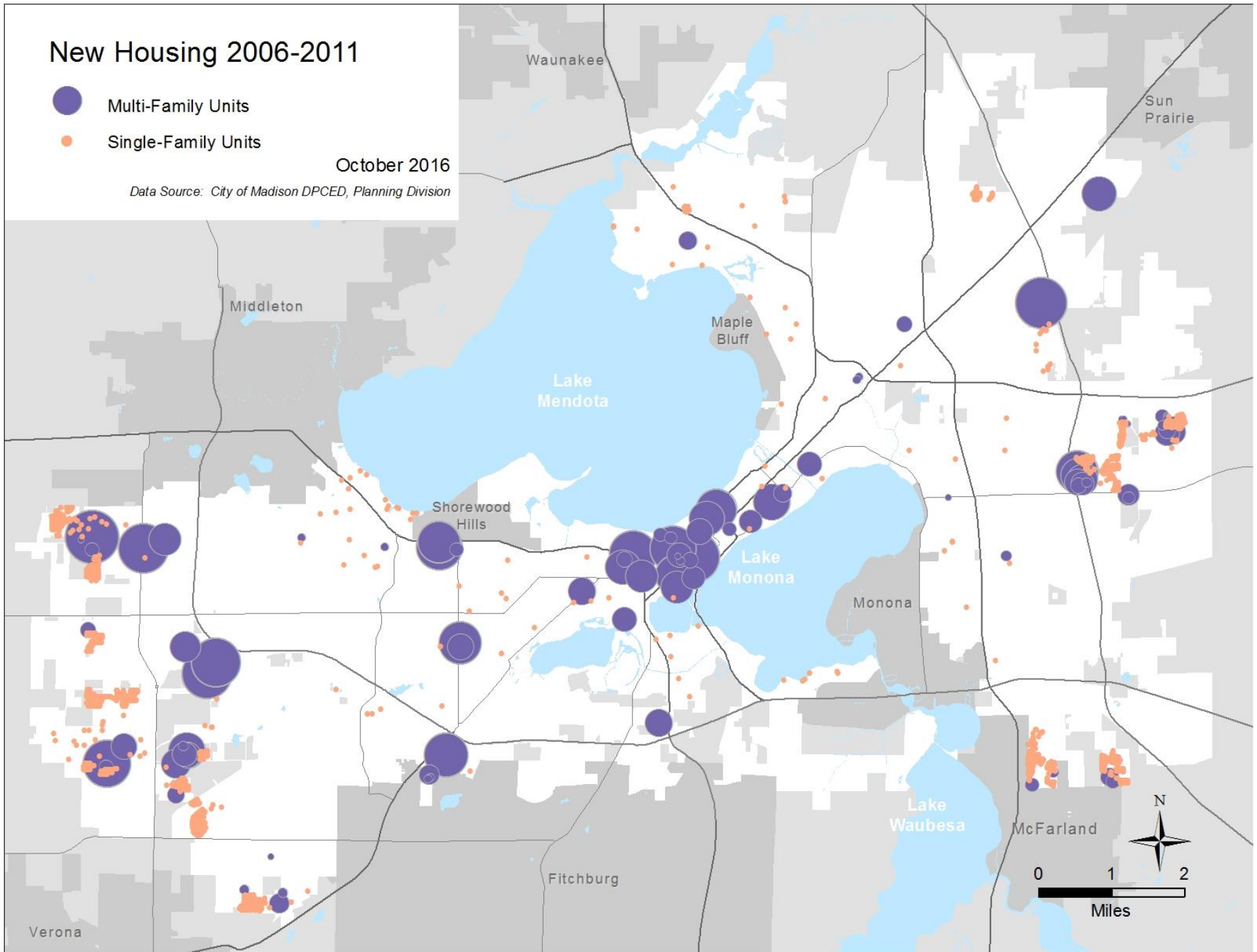


New Housing 2006-2011

- Multi-Family Units
- Single-Family Units

October 2016

Data Source: City of Madison DPCED, Planning Division

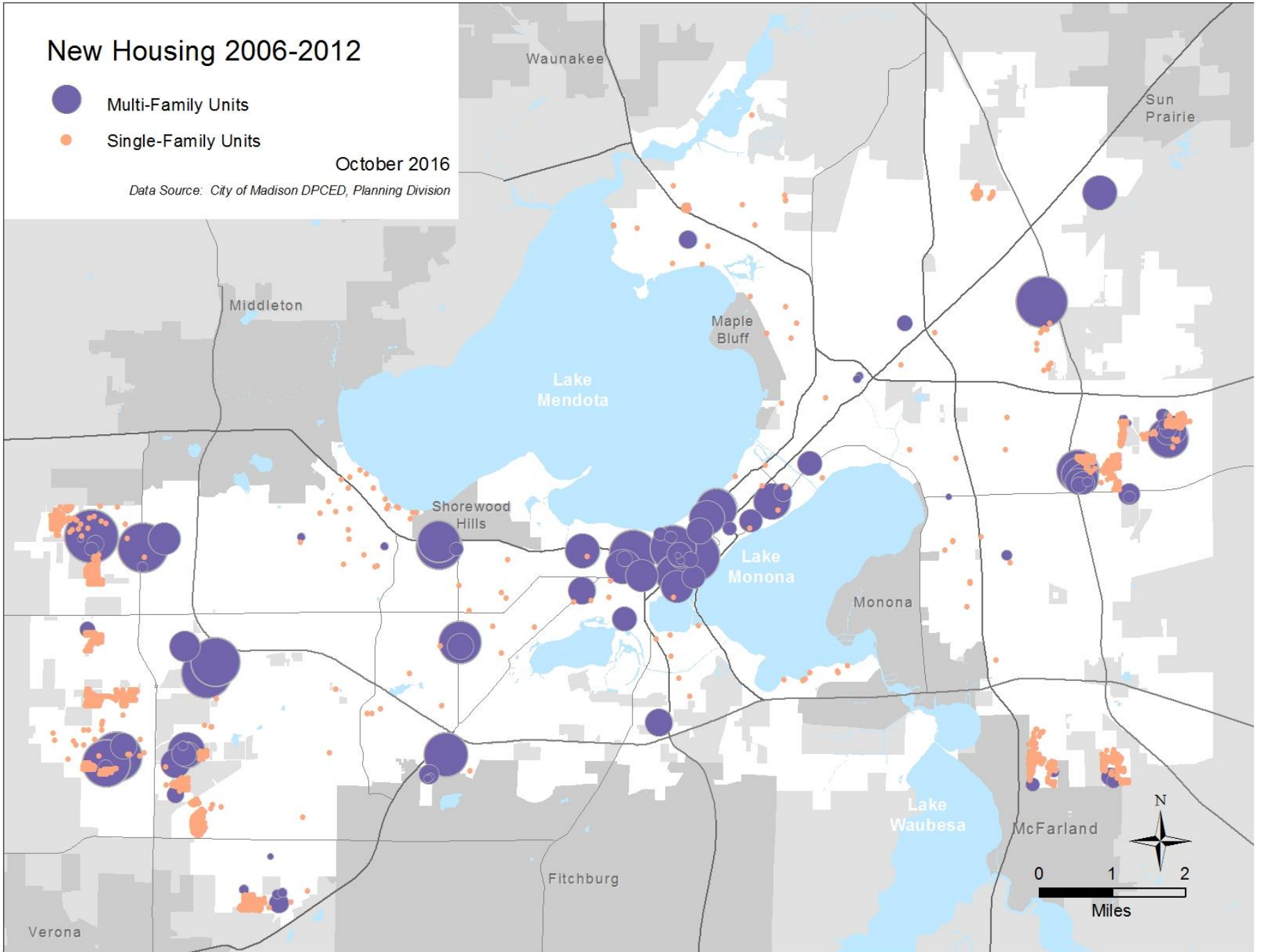


New Housing 2006-2012

- Multi-Family Units
- Single-Family Units

October 2016

Data Source: City of Madison DPCED, Planning Division



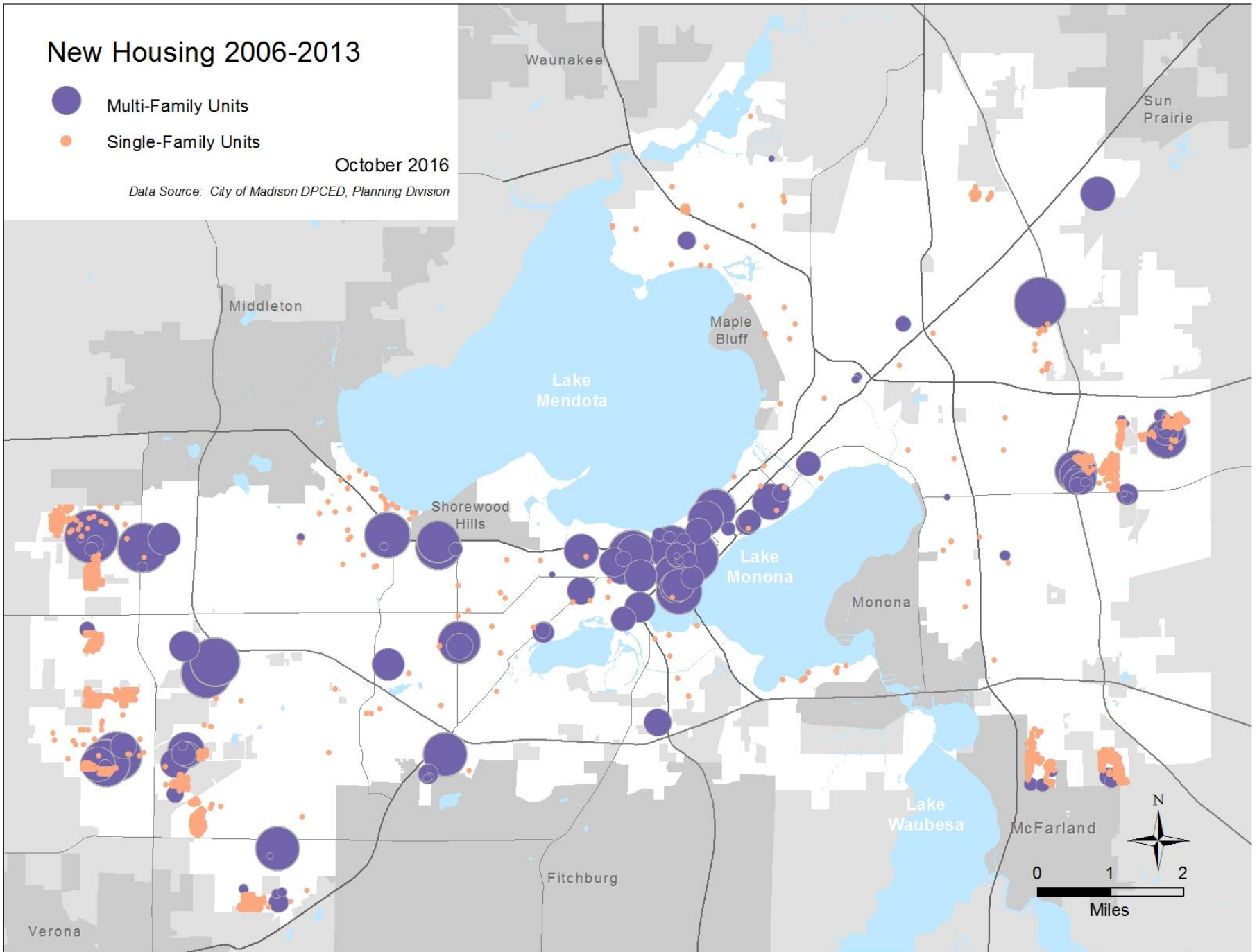
New Housing 2006-2013

● Multi-Family Units

● Single-Family Units

October 2016

Data Source: City of Madison DPCED, Planning Division



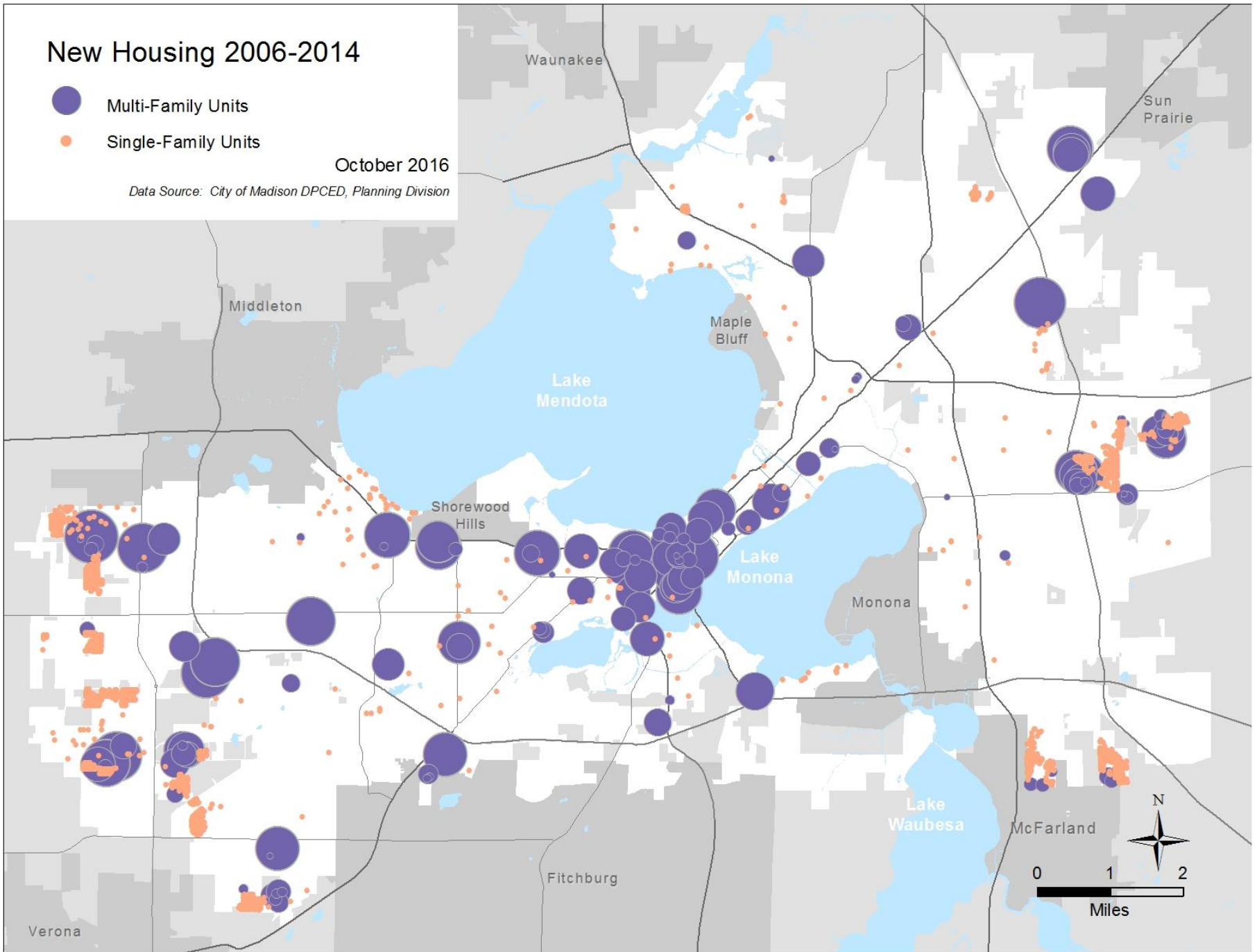
New Housing 2006-2014

● Multi-Family Units

● Single-Family Units

October 2016

Data Source: City of Madison DPCED, Planning Division

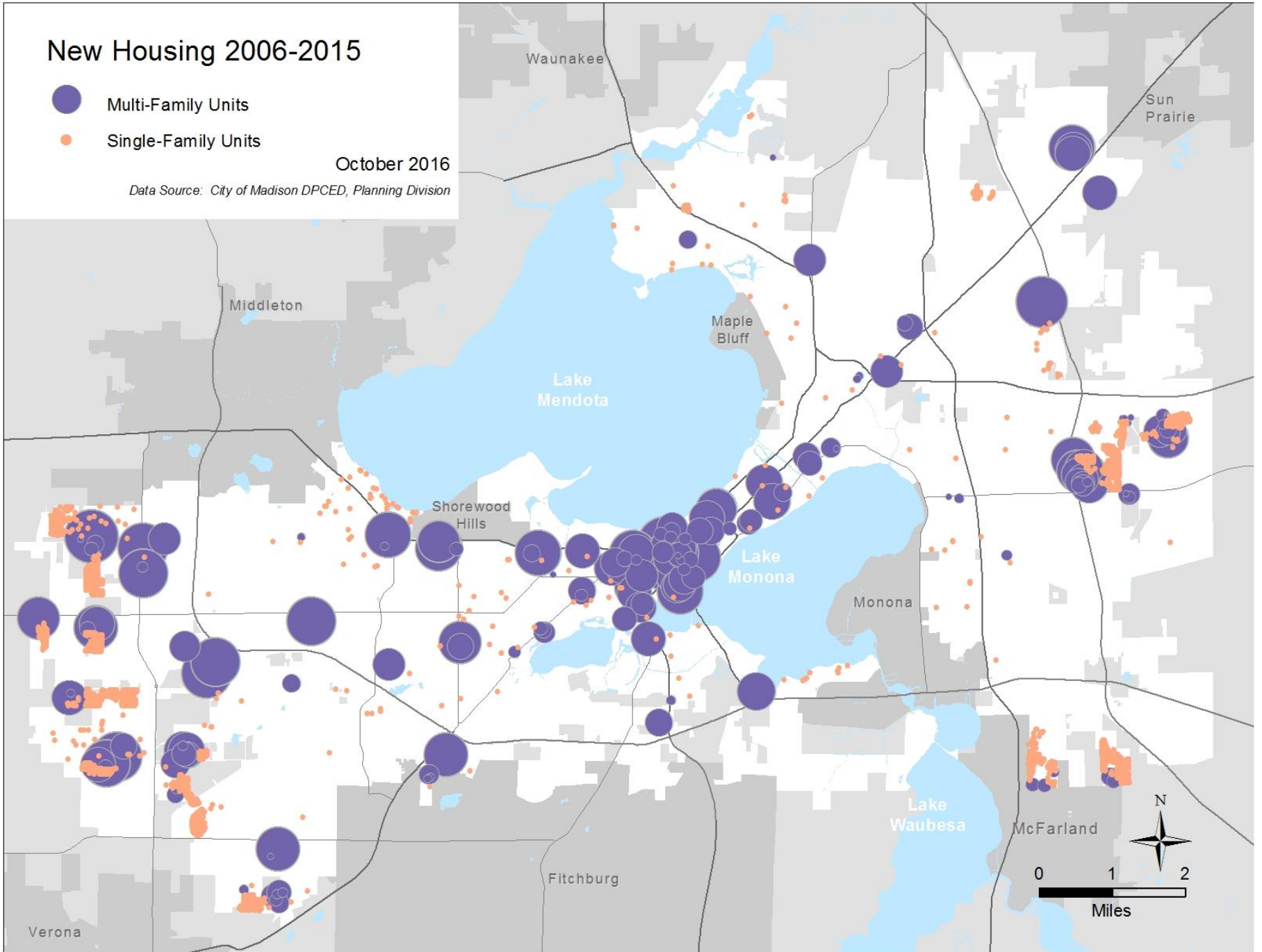


New Housing 2006-2015

- Multi-Family Units
- Single-Family Units

October 2016

Data Source: City of Madison DPCED, Planning Division






Madison Development 2006-2015

Years	Edge Development	Redevelopment
2006-2015	56%	44%

Are we on the right path?

Where should the 40,000 housing units expected by 2040 be built?

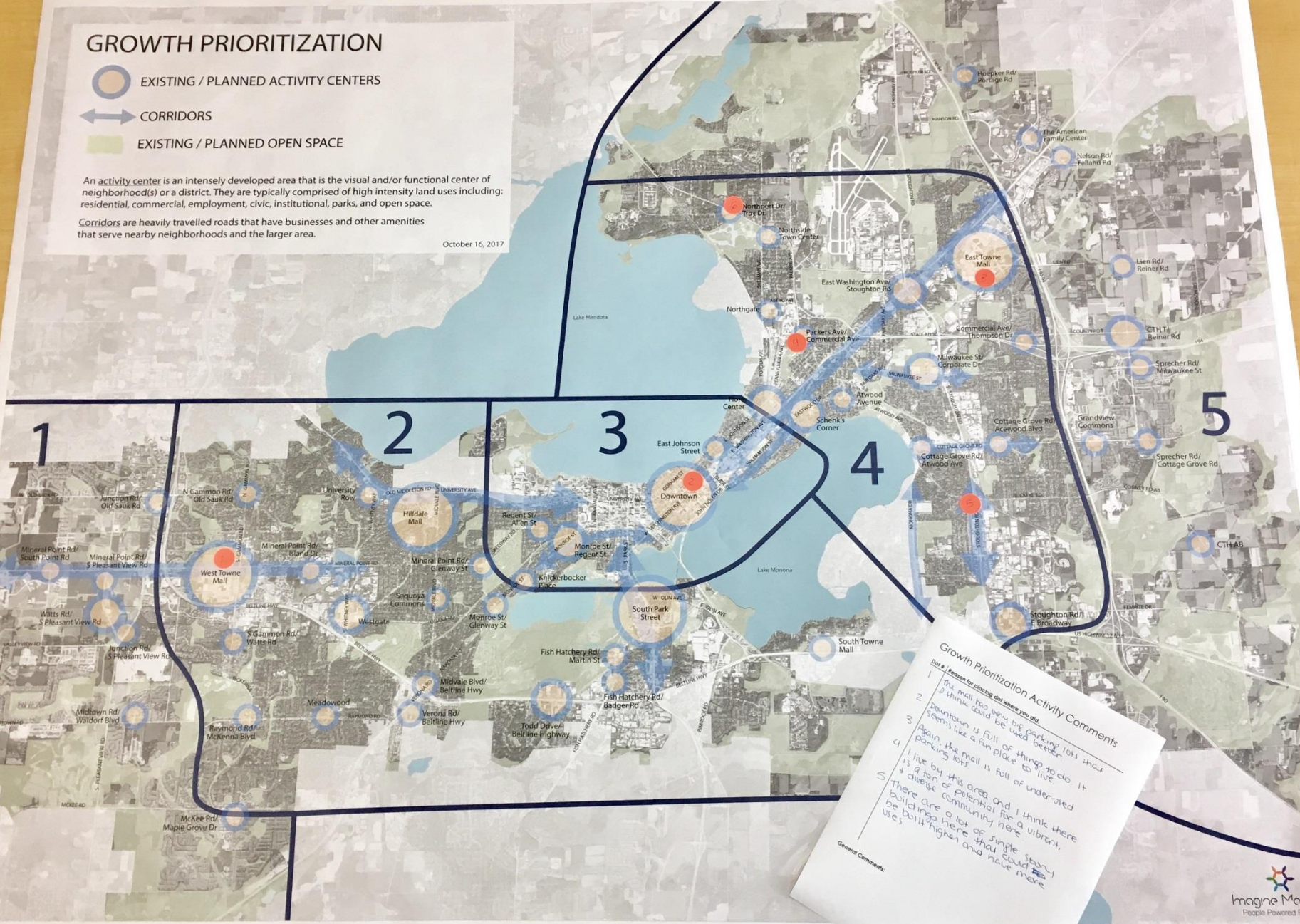
GROWTH PRIORITIZATION

-  EXISTING / PLANNED ACTIVITY CENTERS
-  CORRIDORS
-  EXISTING / PLANNED OPEN SPACE

An **activity center** is an intensely developed area that is the visual and/or functional center of neighborhood(s) or a district. They are typically comprised of high intensity land uses including: residential, commercial, employment, civic, institutional, parks, and open space.

Corridors are heavily travelled roads that have businesses and other amenities that serve nearby neighborhoods and the larger area.

October 16, 2017



Growth Prioritization Activity Comments

Dot # 1 Reason for placing dot where you did

- 1 The mall has very big parking lots that I think could be used better
- 2 Downtown is full of things to do. It seems like a fun place to live
- 3 Again, the mall is full of under-used parking lots
- 4 I live by this area and I think there is a ton of potential for a vibrant, diverse community here
- 5 There are a lot of single family buildings here that could be built higher and have more uses

General Comment:

Feedback Form

Imagine X

FEEDBACK FORM

We are interested in your preferences to the questions below, as they impact how we accommodate the population growth Madison is experiencing.

- 1. What type of neighborhood housing do you prefer?**
 - Apartment buildings.
 - A mix of housing types: single family homes, duplexes, apartment buildings, etc.
 - Single family homes.
 - Other: _____
- 2. How important is it to have neighborhoods where you can walk or bike to parks, schools, shops, and other resources needed for daily living?**

1 2 3 4 5
Less Important <-----> More Important
- 3. How important is it to have neighborhoods with access to quality public transit?**

1 2 3 4 5
Less Important <-----> More Important
- 4. Where would be a good location in Madison to add lower cost housing?**

- 5. Is there an example of a housing development (an apartment building, subdivision of homes, etc.) in Madison that you value? If so, what about it do you value?**



Next Steps

Next Steps in the Process





Have you joined our email list?

ImagineMadisonWI.com



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