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INTRODUCTION

Over the last ten years, Madison has gained 30,000 new residents and is expected to add another 70,000 by 2040. Madison has a strong and growing economy, world class educational facilities, beautiful surroundings, and many recreational opportunities. As we become more racially and socioeconomically diverse, is everyone experiencing these advantages? How will Madison continue to change as it grows? The time has come to assess our progress since Madison's Comprehensive Plan was adopted in 2006. We need to reevaluate issues, revisit goals, and clarify our path forward. This document, which provides insight about how Madison is changing using data and trends, is one of the first steps we are taking as we begin the Comprehensive Plan Update.

What is a Comprehensive Plan?

A Comprehensive Plan is a guiding document that helps the City make decisions about the future. The Comprehensive Plan Update will provide a rational basis for local decision making with a twenty-year vision. It acts as the central organizing plan for all other City plans, regulations, and initiatives, as well as acting as the guide for the City's physical, social, and economic development. The Comprehensive Plan will drive both decision making and investment toward a healthier, more equitable and sustainable city.

What is Imagine Madison?

Imagine Madison is a public engagement campaign to gather the opinions of all Madisonians, which will be used to direct the Comprehensive Plan Update. It's designed to foster constructive conversations between members of the community and between individuals and the City of Madison in an equitable manner.

Comprehensive Plan Topics



Issues & Opportunities



Housing



Transportation



Economic Development



Intergovernmental Cooperation



Land Use



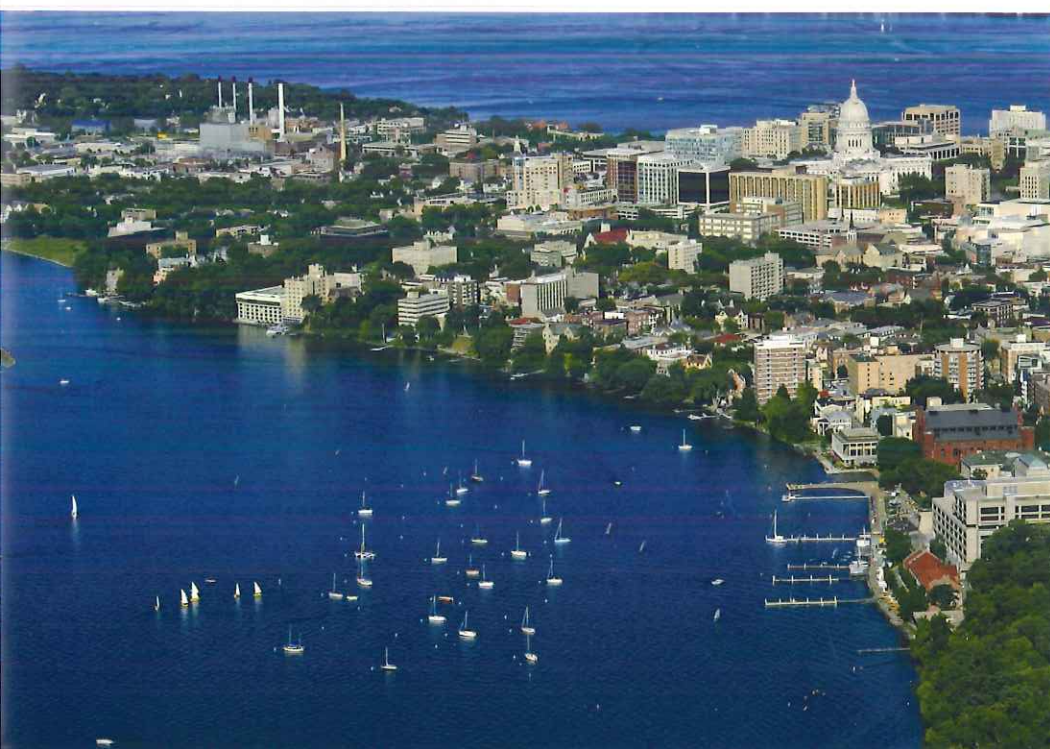
Utilities & Community Facilities



Agricultural, Natural & Cultural Resources



Implementation



Guiding Lenses



EQUITY

The inherent worth of each individual in Madison should be esteemed and fostered, enabling them to reach their full potential. This plan will address current structural and institutional inequities for our communities of color and other disadvantaged groups.



HEALTH

This plan will impact the choices people have concerning where to live and how to get around, access to healthful foods, opportunities for physical activity, air and water quality, traffic safety, mental health, social interactions, and exposure to pollution.



SUSTAINABILITY

This plan will help Madison manage resources to promote welfare and equity for current and future generations by encouraging interconnected green space, a multi-modal transportation system, efficient mixed-use development, and protected environmental resources.



ADAPTABILITY

This plan will help Madison prepare for, respond to, and recover from hazards and threats with minimum damage to safety, health, security, and the economy. This includes the city's ability to function during times of stress and to adapt to a "new normal" if necessary.

Additional Goals

- Make the plan document more concise and user-friendly
- Include metrics that can be tracked over time
- Make the public engagement process inclusive, relevant, transparent, flexible, and fun
- Integrate with the City budget process

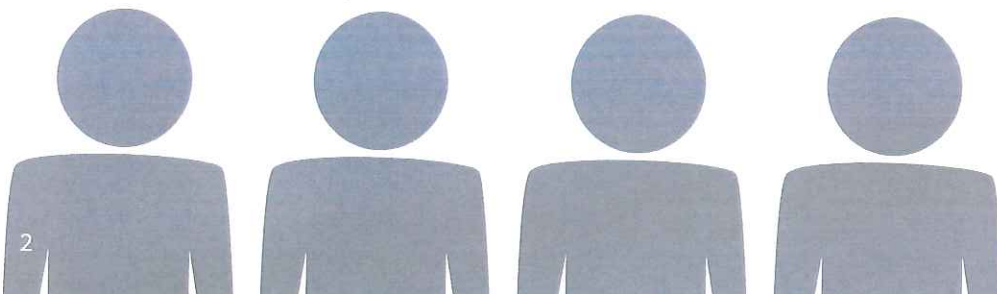
Through the Comprehensive Plan Update process, Madisonians will help answer questions such as:

How can we make housing more affordable?

What can we do to improve racial equity?

What opportunities will my kids have to live and work in Madison?

Where will jobs be located and how will I get to work?



Key Recommendations from our 2006 Comprehensive Plan

1. Balance redevelopment and infill with preservation of the character of existing neighborhoods.
2. Create neighborhoods with compact, mixed-use development patterns, quality architecture and urban design, natural area protection, quality recreational facilities, and interconnected multi-modal transportation networks.
3. Develop affordable housing and support programs to ensure opportunity to all.
4. Maintain and enhance downtown.
5. Preserve and enhance Madison's unique beauty and character through architecture, urban design, and natural resource policies.
6. Develop a coordinated and balanced multi-modal transportation system.
7. Create new mixed-use, transit oriented developments and encourage appropriate mixed-use redevelopment and infill development in strategically targeted locations.
8. Maintain and strengthen a healthy regional economy built on quality of life, a skilled workforce, educational opportunities, and key industrial sectors.
9. Create a development pattern and service infrastructure that encourages energy efficiency and conservation.
10. Provide residents access to quality housing and employment, a healthy natural environment, and plentiful and healthy basic necessities.

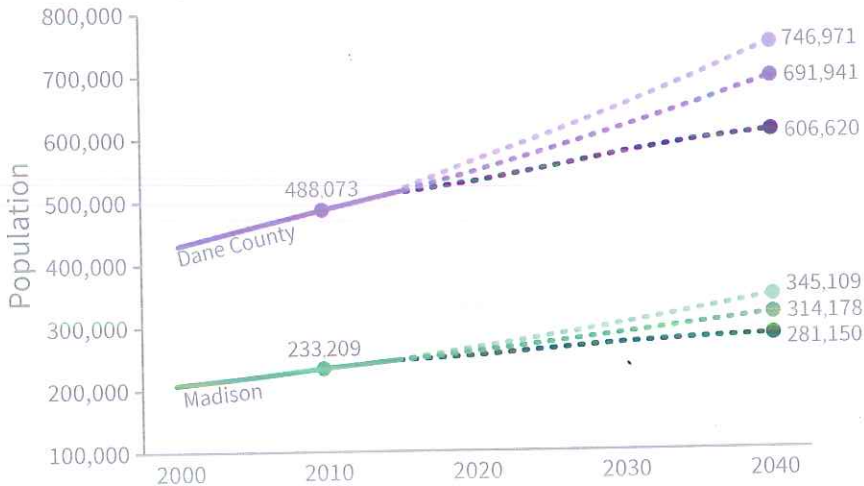
MADISON IS CHANGING IN MANY WAYS

The following pages present information about the people, housing, transportation, jobs, land use, resources, and environment in Madison. This information is intended to spark informed discussion about the issues facing the community.

POPULATION & DEMOGRAPHICS

Madison has exhibited steady growth for many years and will continue to grow in the future. Madison has grown by 40,000 people since 2000 and is projected to grow by nearly 70,000 by 2040, equivalent to the population of Sun Prairie and Fitchburg combined. Madison isn't just getting bigger; its populations of color and older adults are growing much faster than the City as a whole.

Population Trends and Forecasts for Madison and Dane County¹



+ 70,000

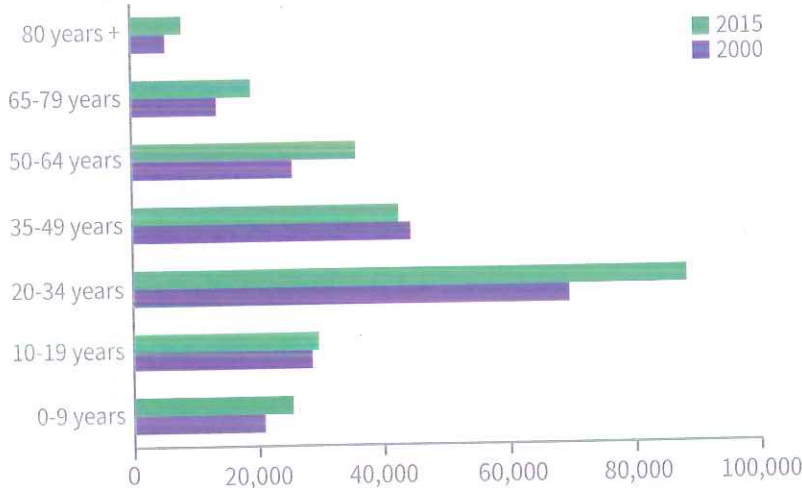
The number of new **residents** Madison is expected to add between 2015 and 2040

+ 40,000

The number of new **households** Madison is expected to add between 2015 and 2040

Age Distribution Trends²

Total Population by Age Range in Madison (2000 and 2015)

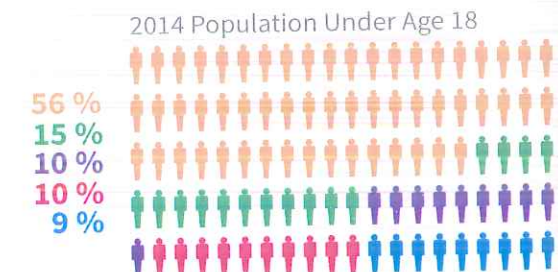
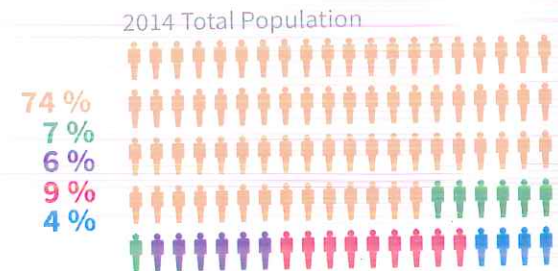
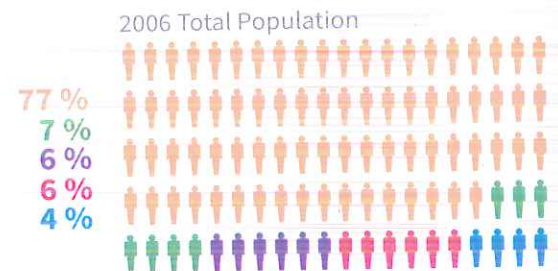


Since 2000, Madison has seen significant increases in the number of 20 to 34 year olds and 50 to 64 year olds. The number of people between ages 60 to 64 has doubled since the year 2000; however, the large increase in Millennials has driven down the City's median age down.

Median Age from 2006 to 2014³

Wisconsin **37.6** → **39.2**
 Madison **32.3** → **30.8**

Race and Ethnicity Trends for Madison⁴



White Black Hispanic or Latino Asian Other

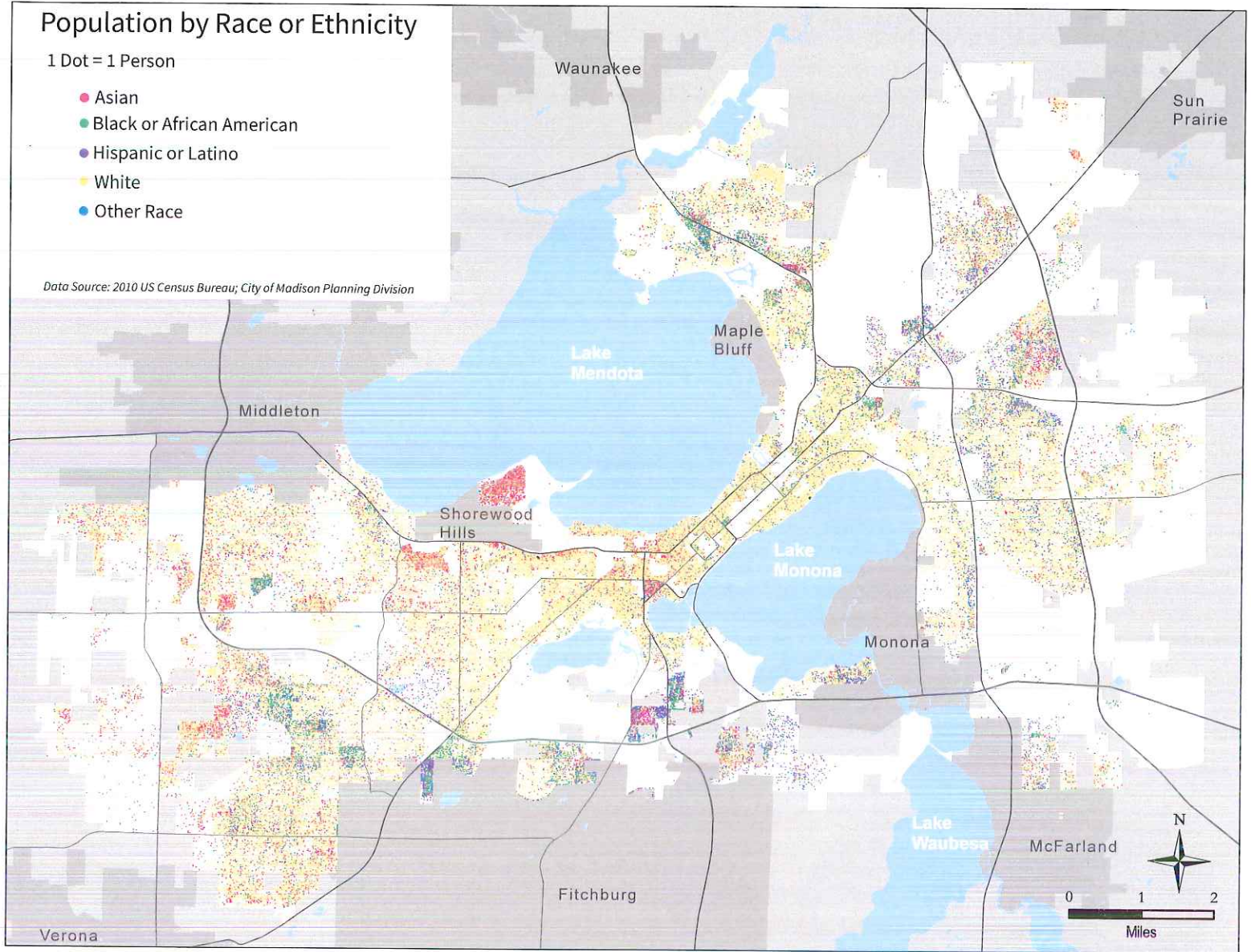
Madison will continue to diversify as populations of color skew younger and grow faster than the City's white population. Madison's workforce ten years from now will look much different than the workforce of today.

Population by Race or Ethnicity

1 Dot = 1 Person

- Asian
- Black or African American
- Hispanic or Latino
- White
- Other Race

Data Source: 2010 US Census Bureau; City of Madison Planning Division

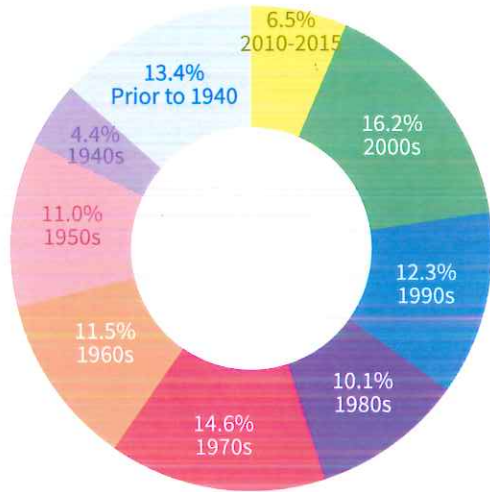


While persons of color comprise more than one quarter of Madison's population, many communities of color are geographically concentrated in just a few neighborhoods. Eagle Heights, located just north of Shorewood Hills, is a neighborhood of campus housing for graduate students at UW-Madison. Note the different distribution of where Madisonians live and where they work (see page 12).

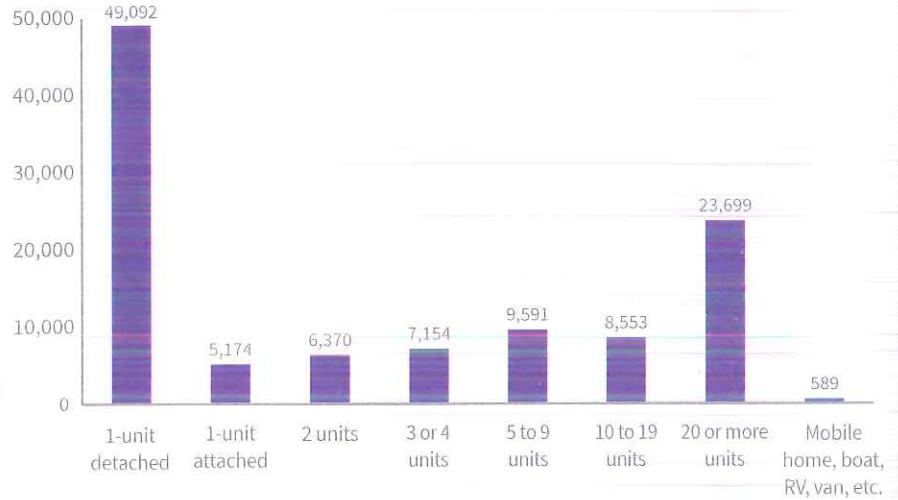
HOUSING

Everyone in Madison needs somewhere to live. It is important for the community to offer a range of housing types in different geographical locations and at different price points. Rental vacancy rates in Madison are much lower than what is considered healthy for a housing market.

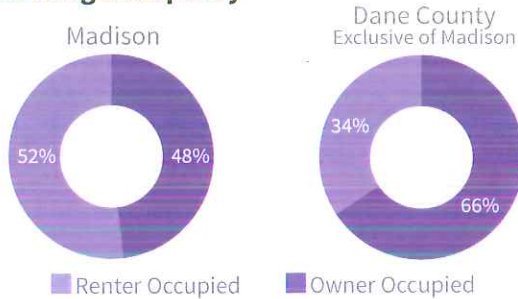
Housing Units by Year Built⁵



Housing Units in Structure⁶



Housing Occupancy⁷

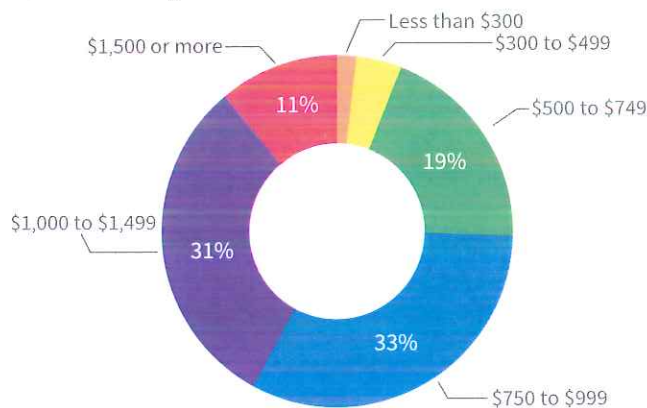


Madison Area Rental Vacancy Rate⁸

Since 2006, we've fallen well below the healthy rental vacancy rate of 5%



Renter-Occupied Gross Rent⁹



From 2007 to 2015, **9 out of 10** new Madison residents were renters¹⁰

Home Ownership and Rental Rates¹¹



23% of households of color owned their home in 2014, compared to 54% for white households.

1 in 5 homeowners are cost-burdened¹² spending more than 30% of their income on housing

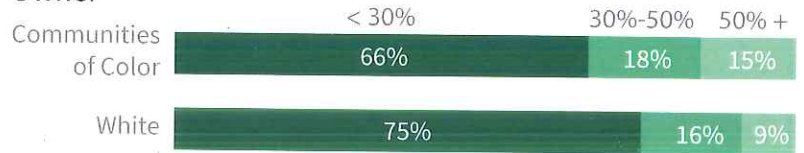


1 in 2 renters are cost-burdened¹² spending more than 30% of their income on housing

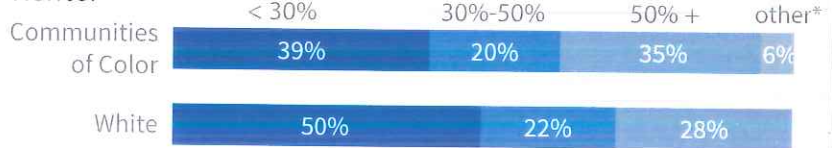


Percent of Income Spent on Housing¹³

Owner



Renter

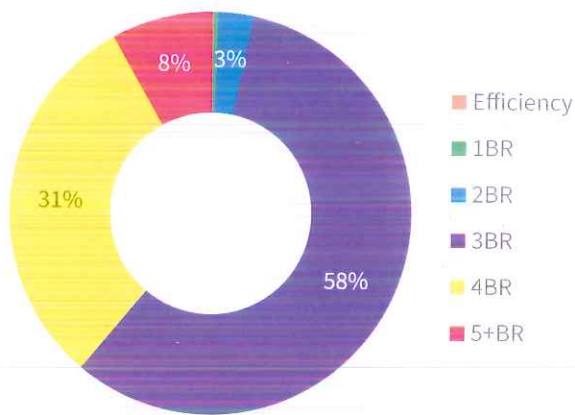


*Other: Rates were unable to be computed due to income anomalies

Householders of color are more likely to spend more of their income to pay for housing than white householders

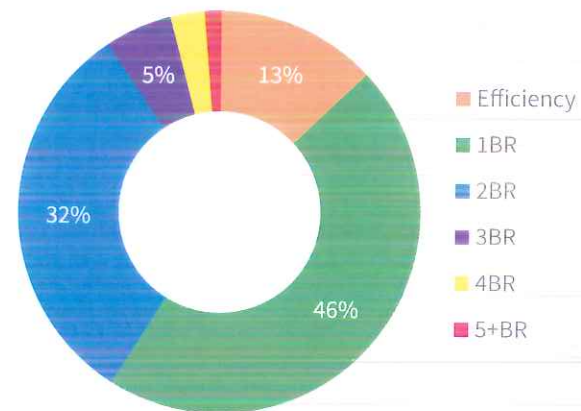
New Housing Units by Number of Bedrooms¹⁴

Single-Family Units Built Between 2006 - July 2016

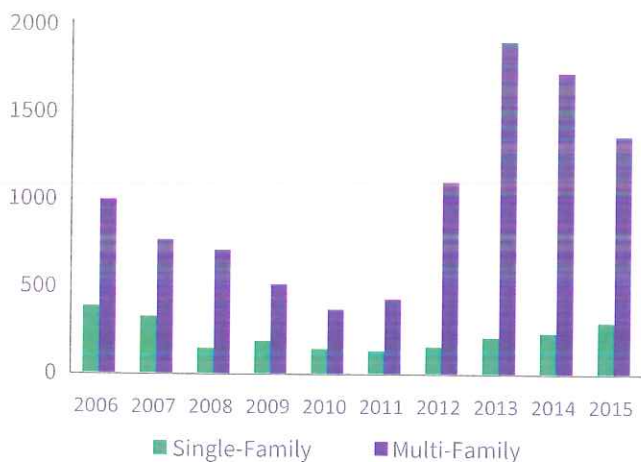


New Housing Units by Number of Bedrooms¹⁴

Multi-Family Units Built Between 2006 - July 2016



Residential Units Added by Year¹⁵

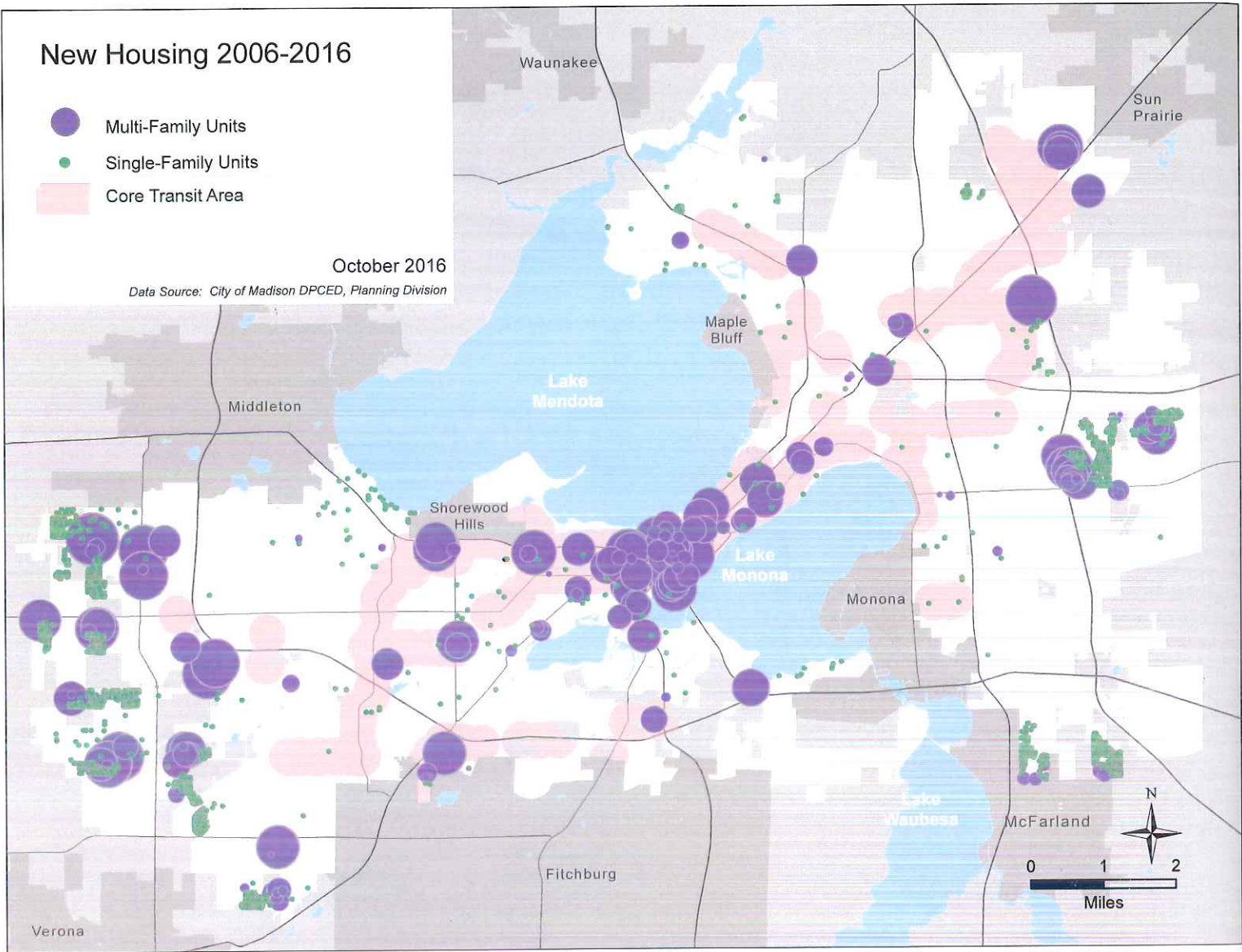


New Housing 2006-2016

- Multi-Family Units
- Single-Family Units
- Core Transit Area

October 2016

Data Source: City of Madison DPCED, Planning Division



While there are multi-family developments throughout the city, most are concentrated downtown and in the central neighborhoods. Most single-family development is concentrated on the east and west edges of the city. The core transit areas depicted here include areas within one quarter mile from transit stops with service at least every 30 minutes, seven days per week.

Total new housing constructed

between 2006 - July 2016¹⁶:

9,994 housing units
292 acres
\$1,080,990,100 in assessed value

Infill:

5,465 housing units
79 acres
\$687,937,400 in assessed value



69 units/acre



\$8.7 million/acre

Greenfield:

4,529 housing units
213 acres
\$393,052,700 in assessed value



21 units/acre

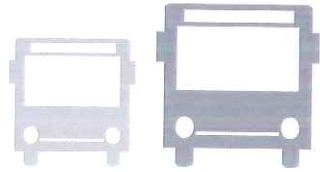
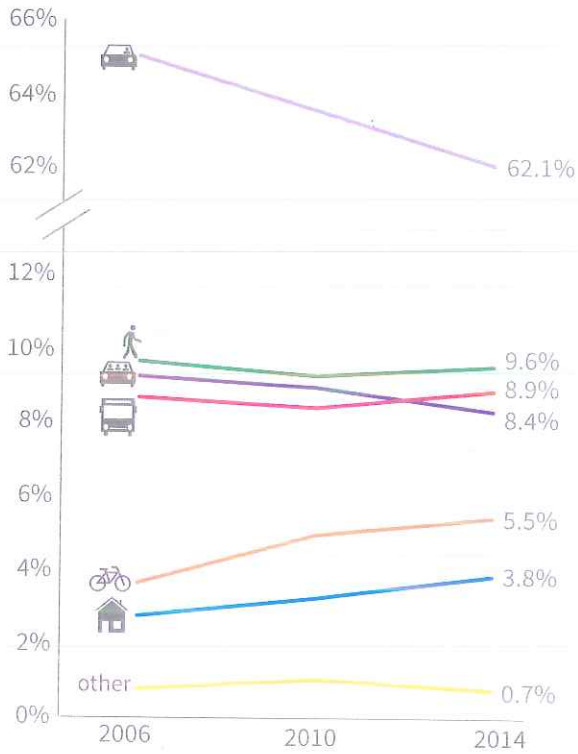


\$1.8 million/acre

TRANSPORTATION

While making for great views and recreational opportunities, Madison's lakes create inherent transportation issues. Vehicular traffic continues to be heavy on the Beltline and the Isthmus. Still, Madison gets high ranks for the number of workers commuting by transit, bicycle, or on foot.

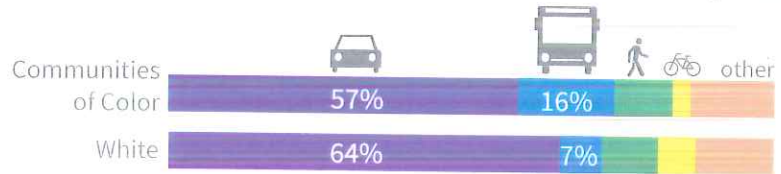
Citywide Commuting Trends¹⁷



We've seen a **19.3% increase** in Metro ridership between 2006-2015¹⁸

Even though our population is growing and bus ridership is increasing, our ability to add new routes and service is limited by our bus fleet storage capacity.

Madison's communities of color rely more on public transportation¹⁹



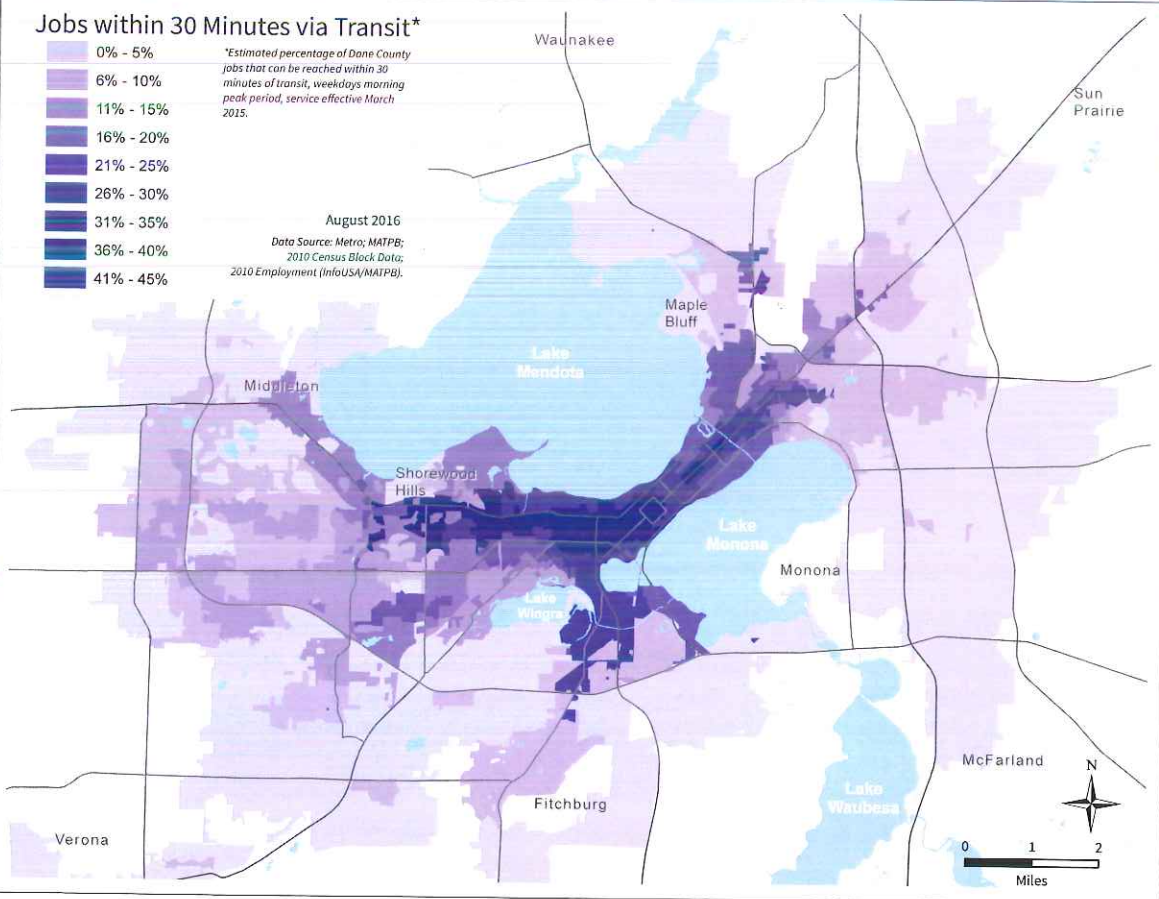
Jobs within 30 Minutes via Transit*

- 0% - 5%
- 6% - 10%
- 11% - 15%
- 16% - 20%
- 21% - 25%
- 26% - 30%
- 31% - 35%
- 36% - 40%
- 41% - 45%

*Estimated percentage of Dane County jobs that can be reached within 30 minutes of transit, weekdays morning peak period, service effective March 2015.

August 2016

Data Source: Metro; MATPB; 2010 Census Block Data; 2010 Employment (InfoUSA/MATPB).



Communities of color are twice as likely to rely on transit for trips to work. Many of these residents live in areas where transit service is limited, resulting in longer trips and fewer employment options within a reasonable transit ride.

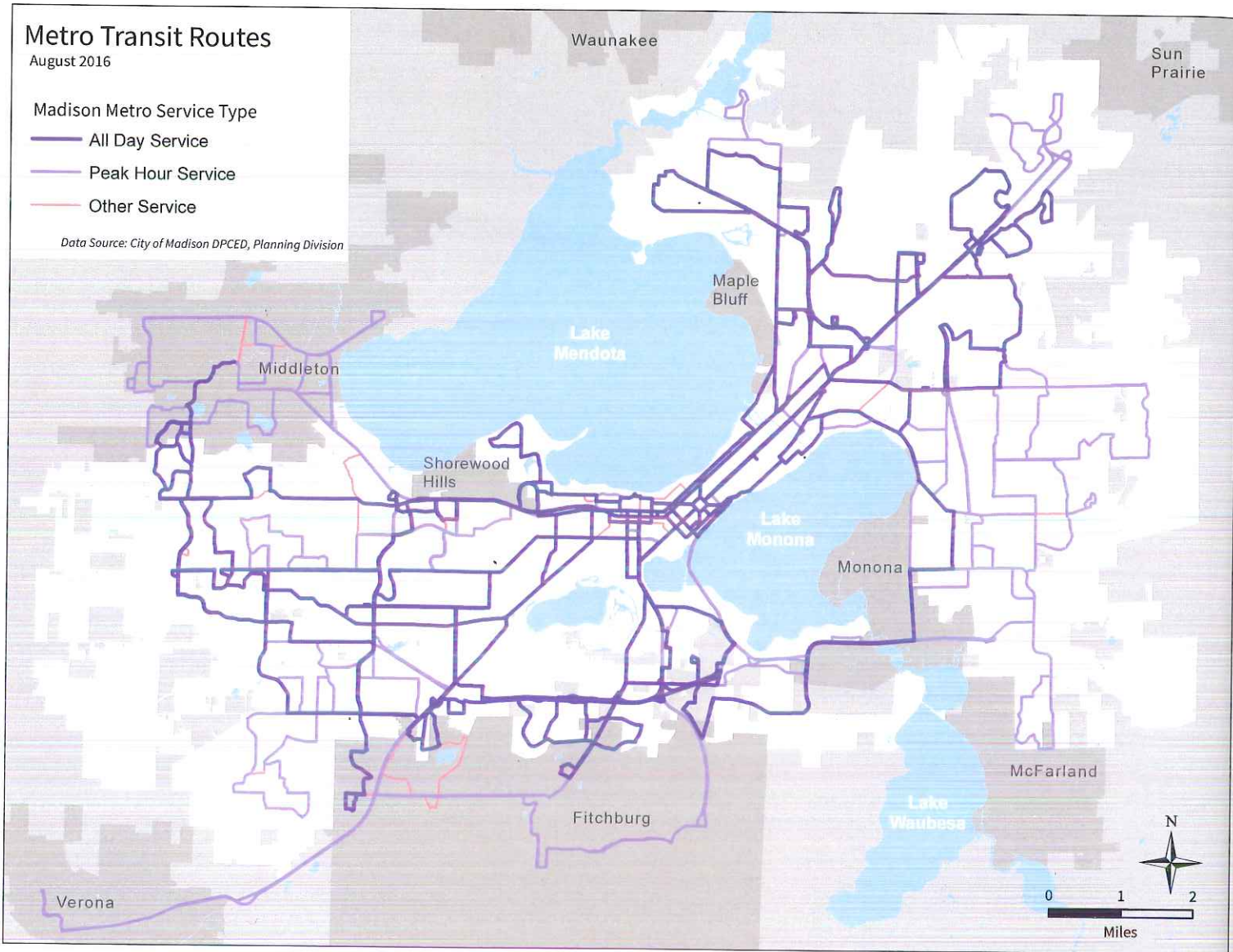
Metro Transit Routes

August 2016

Madison Metro Service Type

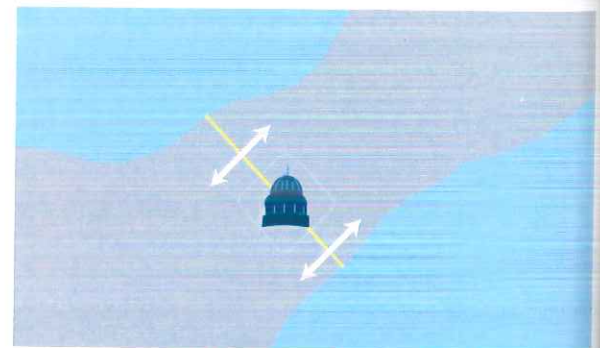
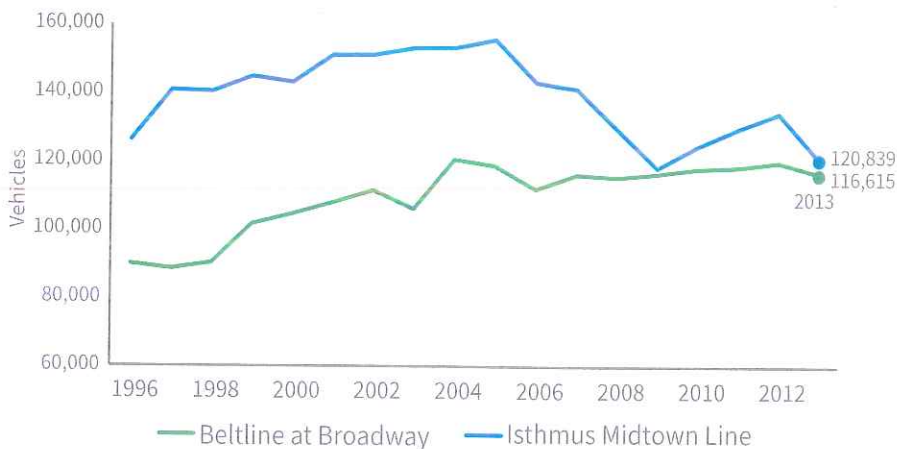
- All Day Service
- Peak Hour Service
- Other Service

Data Source: City of Madison DPCEd, Planning Division



Metro Transit provides frequent all-day service to many areas of the city, with peak hour service extending to nearly all of Madison and several adjacent communities. While certain corridors, such as East Washington Avenue, University Avenue, and routes from the Capitol Square to the four transfer points, have frequent service and high ridership, space and funding limitations hinder the expansion of routes to other locations and with greater frequency.

Average Weekday Traffic²⁰



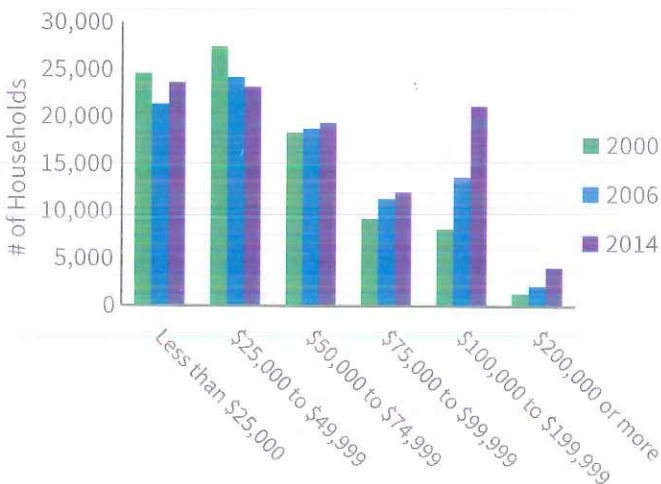
Approximately **120,000 motor vehicles** cross the Isthmus at this line on an average weekday - roughly the same as the daily average on the Beltline near the Broadway Interchange.

Average traffic on the Beltline has **increased by 30%** since 1996, but has leveled off and even decreased over the last several years.

EMPLOYMENT & ECONOMIC DEVELOPMENT

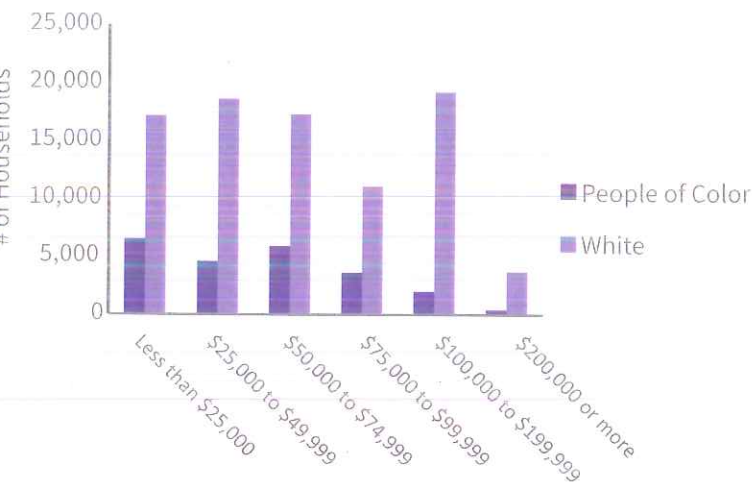
Madison has a very educated workforce, many dynamic private employers, and a solid employment foundation in the University of Wisconsin and State of Wisconsin. However, most employment and wage growth has been in the private sector and on the upper end of the income scale.

Household Income²¹



Since 2000, there has been a significant increase in the number of households earning more than \$100,000 while those earning less than \$75,000 has remained nearly the same (not adjusted for inflation).

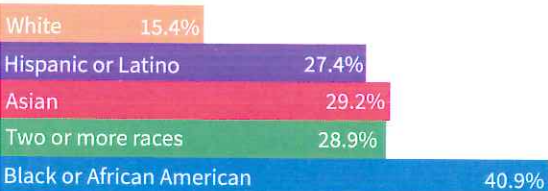
Household Income by Race/Ethnicity²²



Percentage of Population Below Poverty Level²³



Percentage of Population Below Poverty Level By Race/Ethnicity²⁴

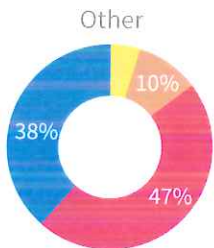
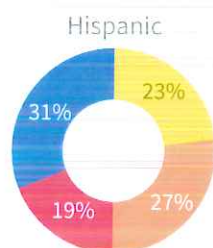
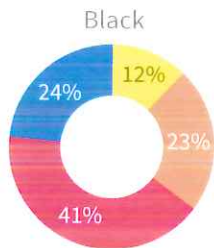
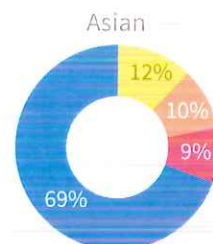
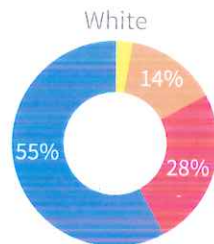
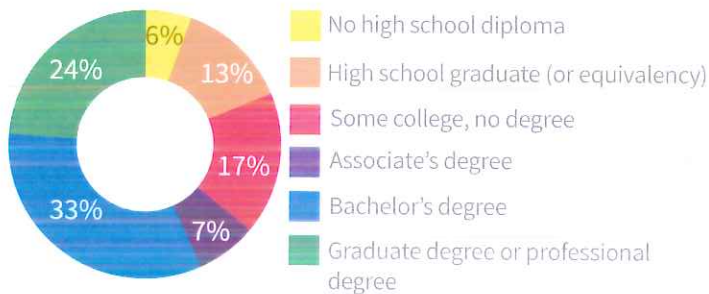


Educational Attainment²⁵

More than **4 out of 5** Madisonians have at least some college education

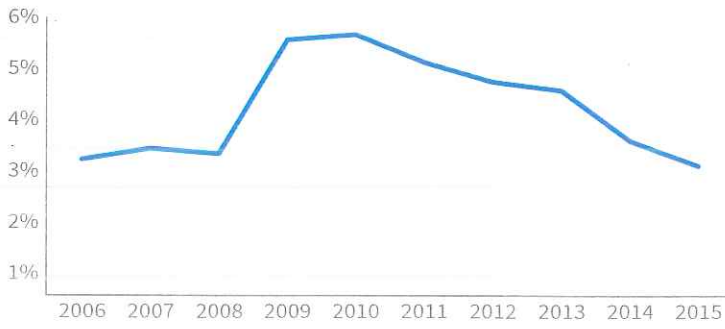


Madison population 25 years and older



More than 60% of white adults in Madison have a bachelor's degree or higher, compared to about 40% of people of color²⁶. However, fewer than 30% of people in Wisconsin and the nation have a bachelor's degree or higher.

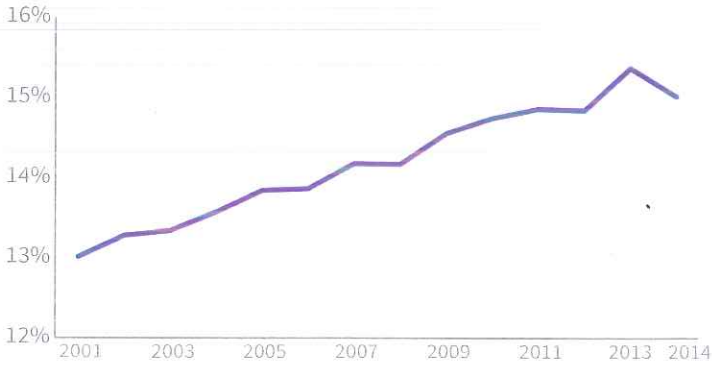
Madison Annual Average Unemployment Trends²⁷



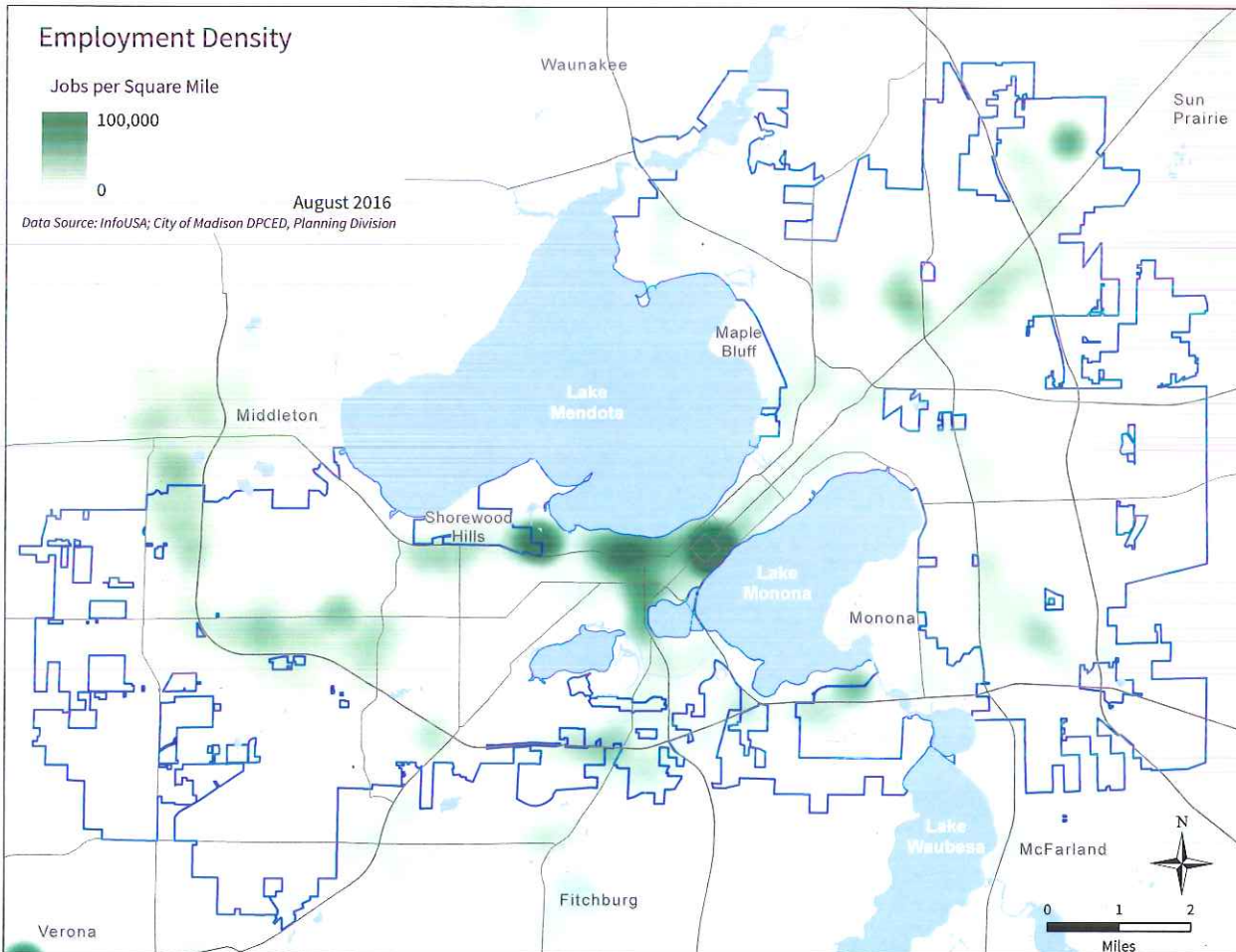
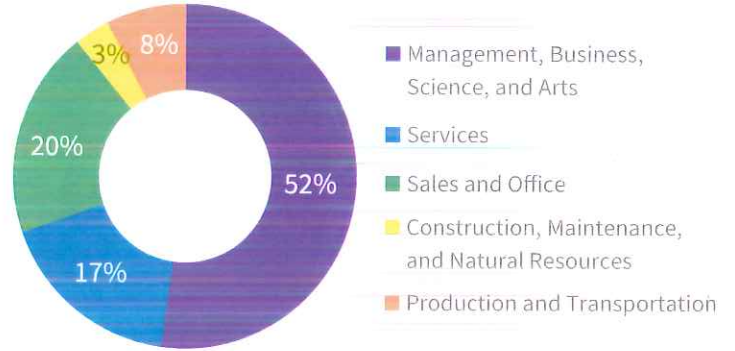
Largest Employers (Dane County)²⁹

1. State of Wisconsin
2. University of Wisconsin
3. Epic Systems
4. UW Hospitals & Clinics
5. SSM Health Care
6. Madison Metro School District
7. Federal Government
8. American Family Insurance
9. UW Medical Foundation
10. City of Madison

Madison Metro GDP as a % of Wisconsin GDP²⁸



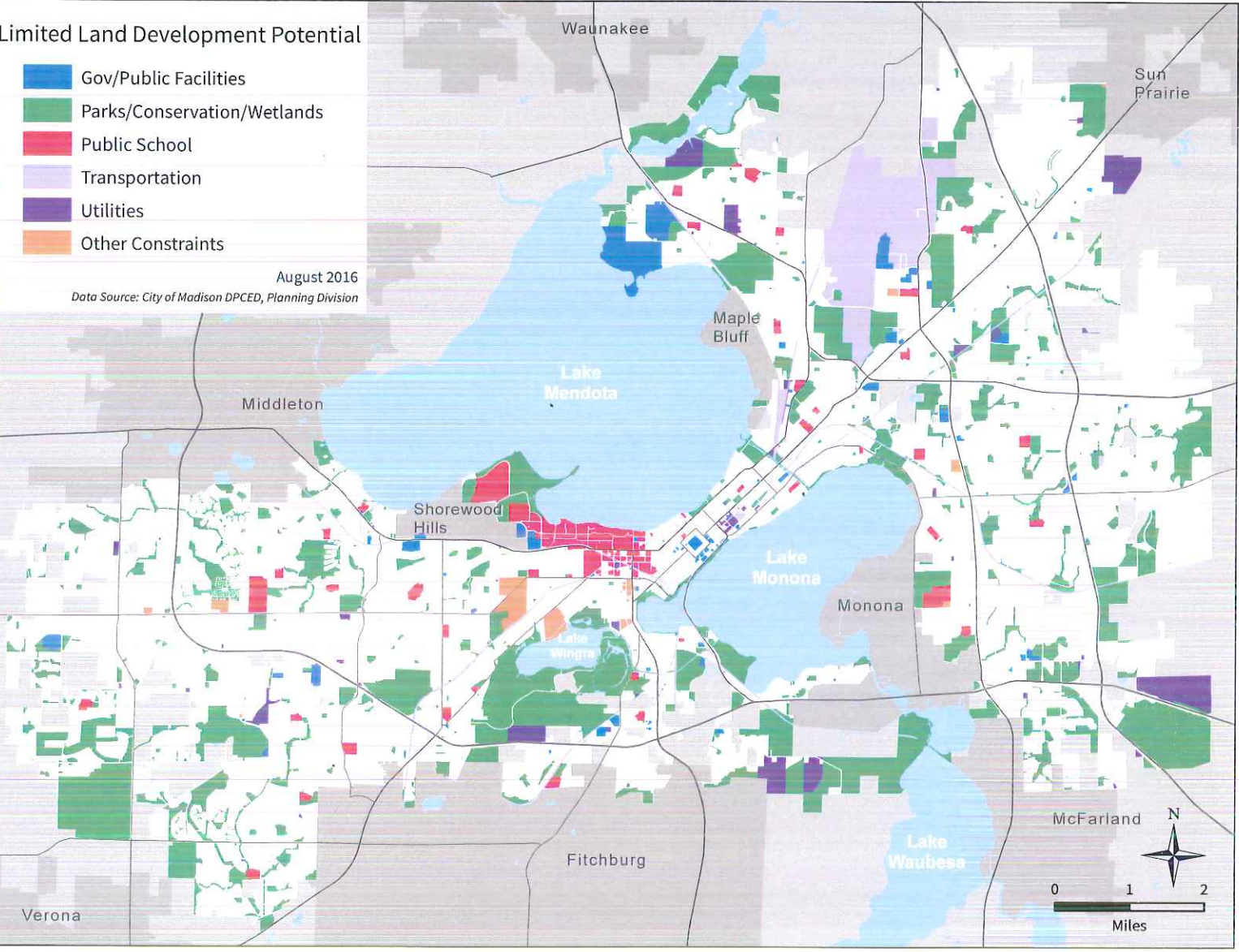
Occupations³⁰



Jobs in Madison cluster in several areas, and along significant transportation corridors. Housing, transportation, and land use decisions are all influenced by the location of employment.

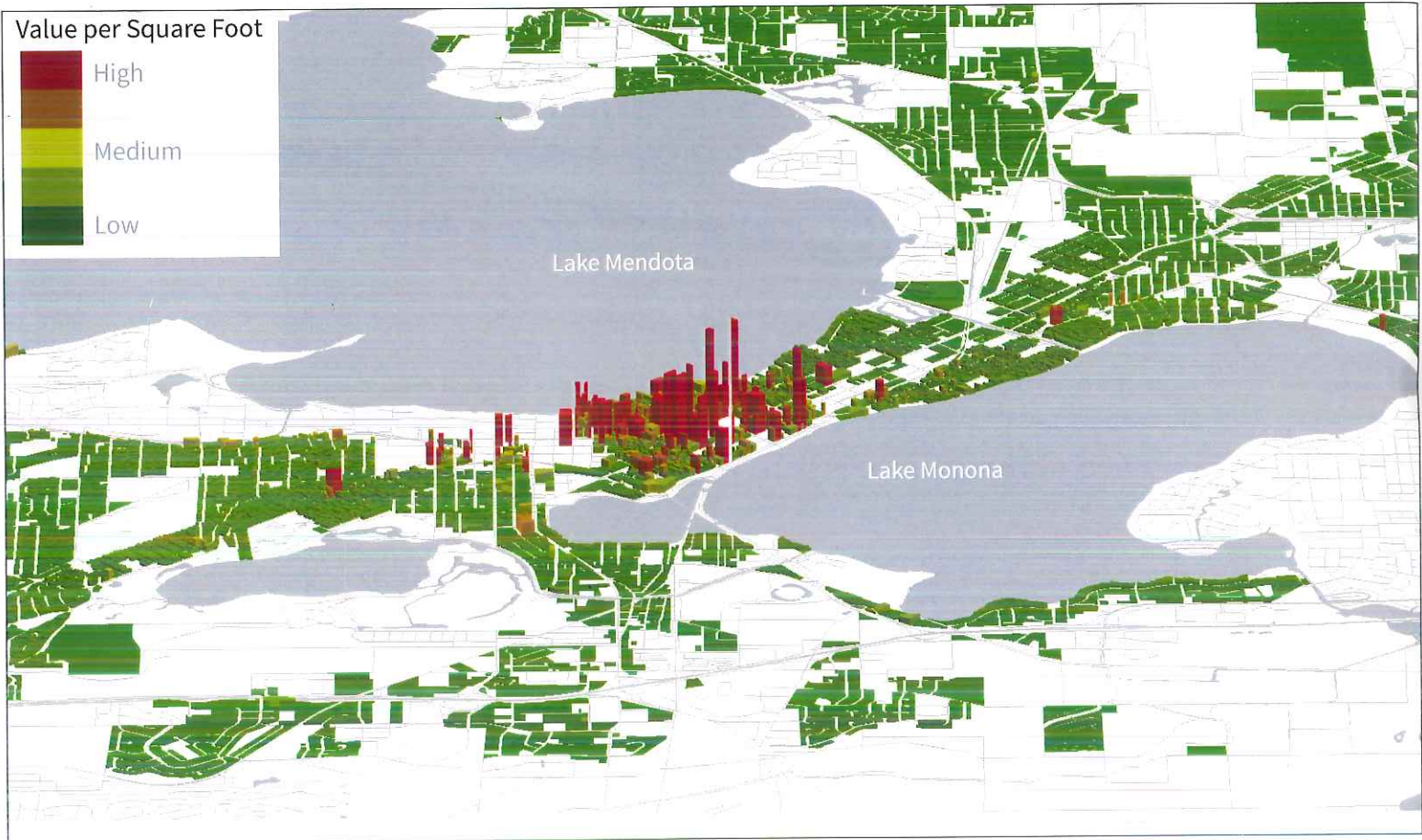
LAND USE

Land use decisions have impacts on many of the characteristics of a street, a neighborhood, and the city. The intensity, density, and mix of housing, employment, shopping, and other uses affect the traffic, character, and value of the surroundings.



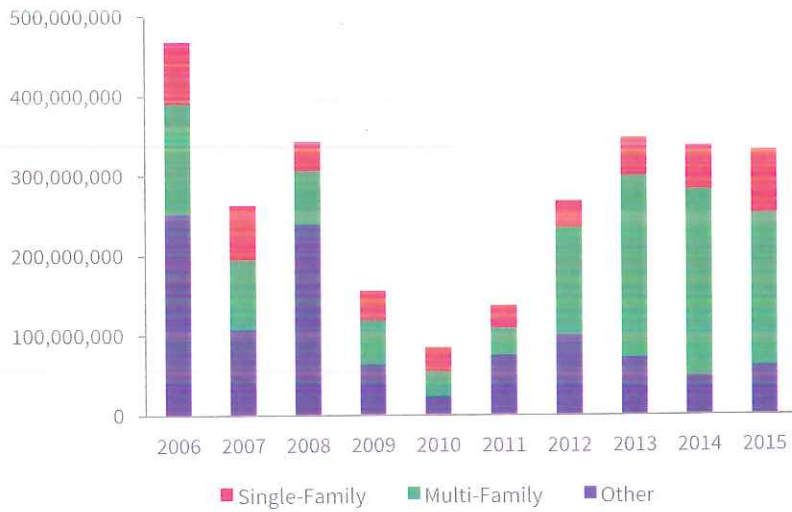
Madison is almost 80 square miles and still growing, but there are limits to where we can develop and redevelop. The map above highlights the different types of development constraints in Madison. Large areas of the city are government owned, tax exempt, or environmentally constrained, requiring creative solutions about how we grow.

Value per Square Foot³¹



13% of the property value added to the City of Madison in the last 10 years has been in the downtown, which only makes up 1% of the City's assessable land. Development on the east and west sides of Madison has been clustered along transit and other important transportation corridors or within activity centers, with lower-value low-density development occurring on the periphery.

Building Permits by Value and Year³²



Where and when will Madison grow in the future?

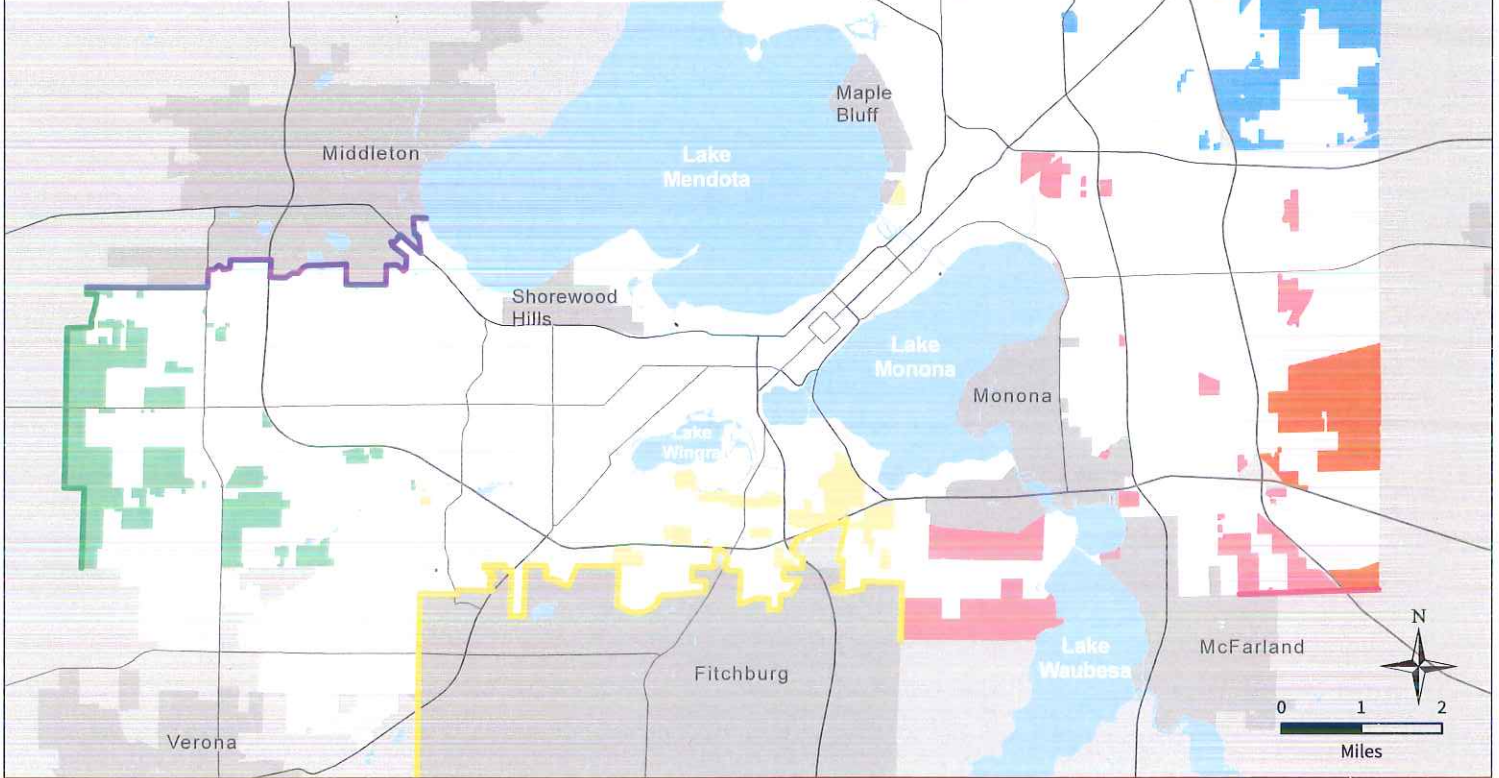
Final Boundary Agreement Lines

- City of Fitchburg
- Village of McFarland (2017)
- City of Middleton
- Town of Middleton (2042)
- City of Sun Prairie, Village of Deforest, Town of Burke (2036)

Future Parcels From:

- Town of Blooming Grove (2020)
- Town of Blooming Grove (2027)
- Town of Burke (2036)
- Town of Madison (2022)
- Town of Middleton (2042)

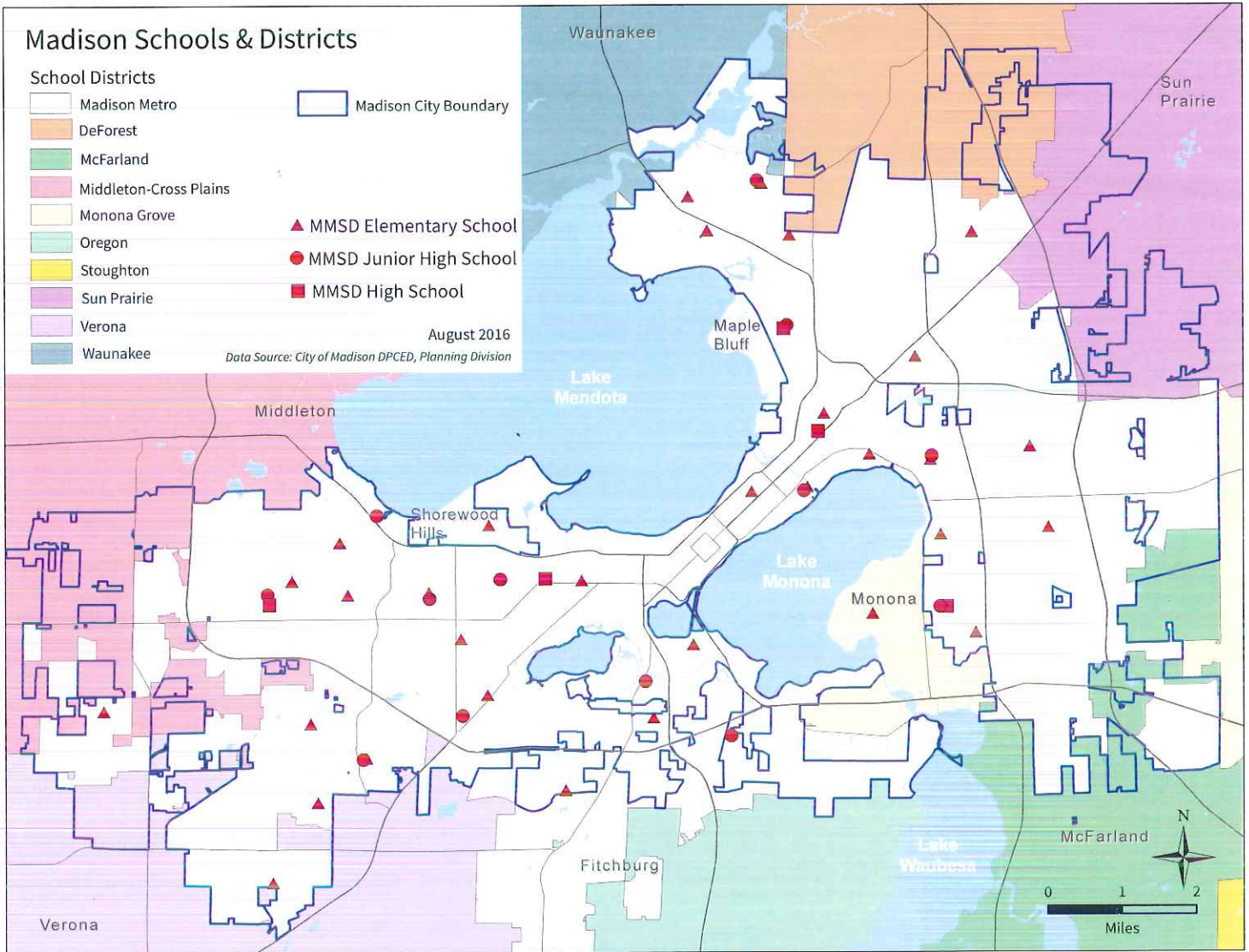
Data Source: City of Madison DPCED, Planning Division



Madison has established boundary agreements with most of the adjoining towns, villages, and cities. These agreements provide a basis for cooperative working relationships and more predictable growth. City growth and annexations can, however, be a source of potential conflict with adjacent communities where no agreements are in place.

COMMUNITY RESOURCES

Madison provides its residents with a wide variety of services. Utilities, public buildings, and cultural facilities are just some of the offerings a full-service community must plan for.



The City of Madison includes portions of nine school districts. Much of Madison's future peripheral growth will occur outside the Madison Metropolitan School District and will require additional intergovernmental cooperation between the City and those school districts.

Access to Parks³³

Approximately **88%** of residential neighborhoods are within a quarter to half mile of a mini or neighborhood park.

95% of residential neighborhoods are within the 2 mile service areas of community parks.



Community Gardens³⁴

Approximately **2,640 plots** in **36 gardens** plus:

- 17 school, food pantry, and other gardens
- Another 14 gardens with approximately 700 plots in adjacent communities



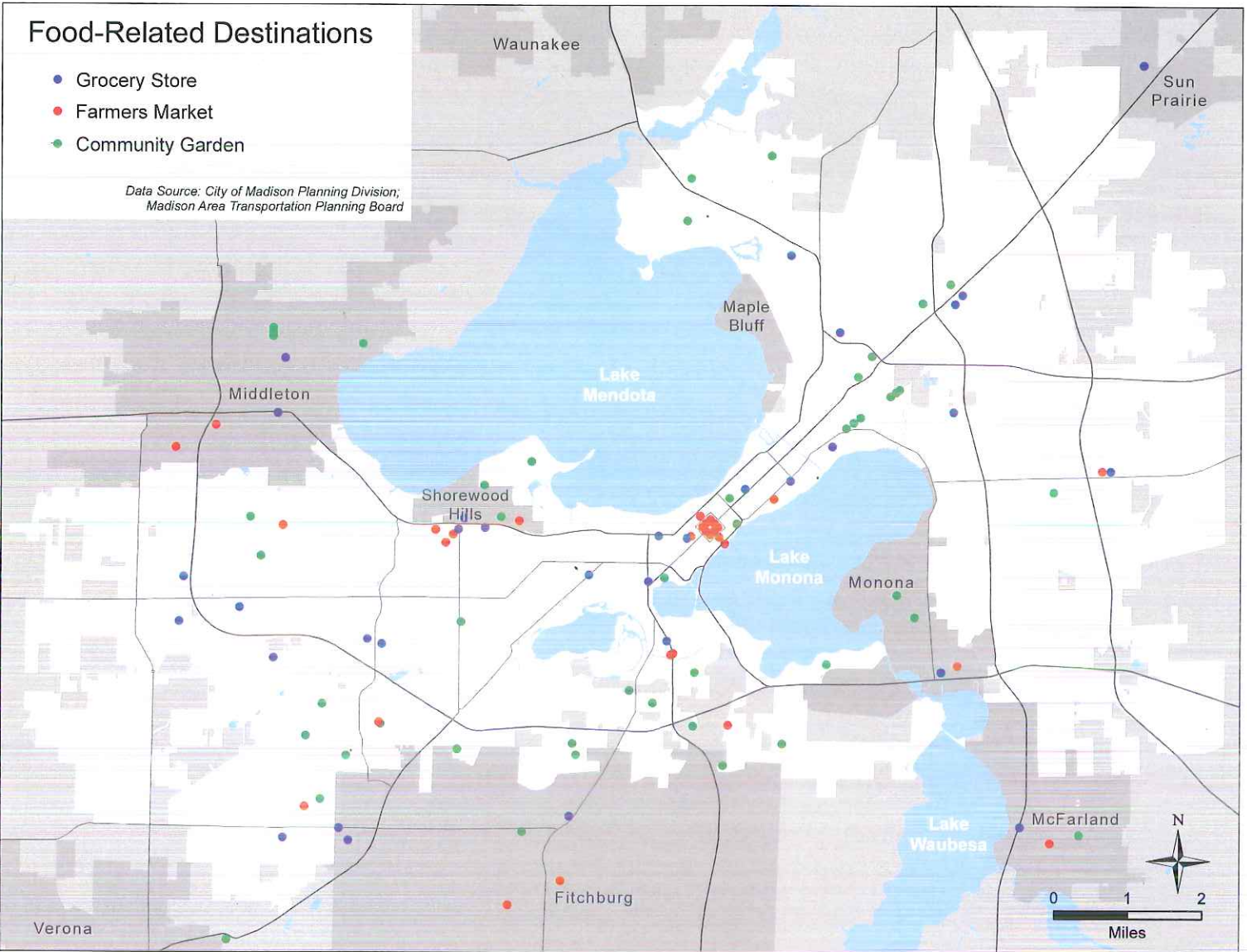
Community Facility & Event Attendance³⁵

Venue	Annual Attendance
UW Memorial Union	3,650,000
Madison Public Libraries	2,150,000
UW Kohl Center	1,000,000
Dane County Farmers' Market	500,000
Overture Center for the Arts	500,000
Monona Terrace	280,000
Olbrich Botanical Gardens	280,000
Taste of Madison	250,000
Art Fair On (and Off) the Square	200,000
Warner Park Community Recreation Center	190,000
Madison Museum of Contemporary Art	180,000
Concerts on the Square	140,000
Madison Children's Museum	130,000

Food-Related Destinations

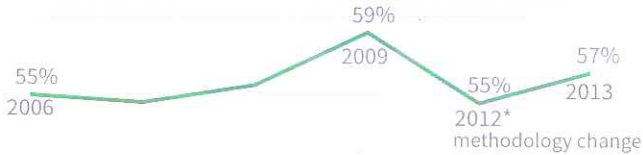
- Grocery Store
- Farmers Market
- Community Garden

Data Source: City of Madison Planning Division;
Madison Area Transportation Planning Board



Easy access to healthful food is an important factor for public health. Food deserts are areas where affordable and nutritious food is hard to obtain, largely due to a lack of grocery stores, farmers' markets, and community gardens. Food deserts are linked to health disparities in affected populations, especially as the only options in many areas are convenience stores that only provide processed foods.

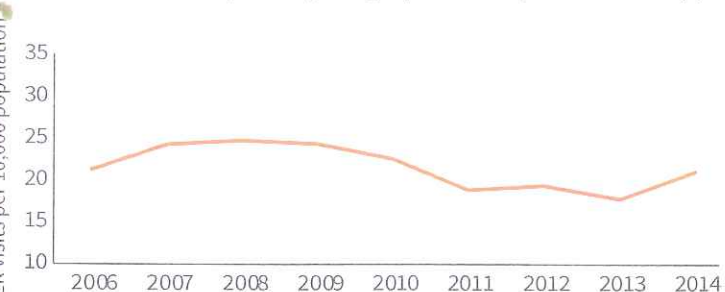
Overweight and Obese Adults (Dane County)³⁶



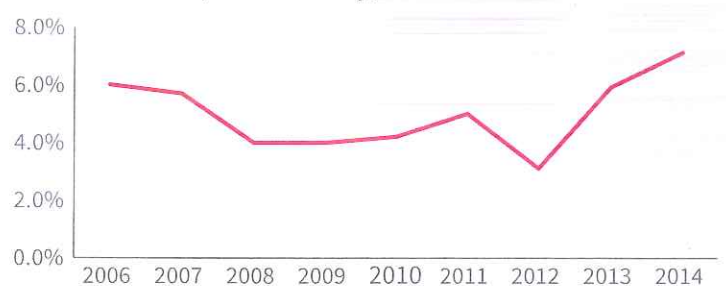
Children in Food Insecure Homes (Dane County)³⁷

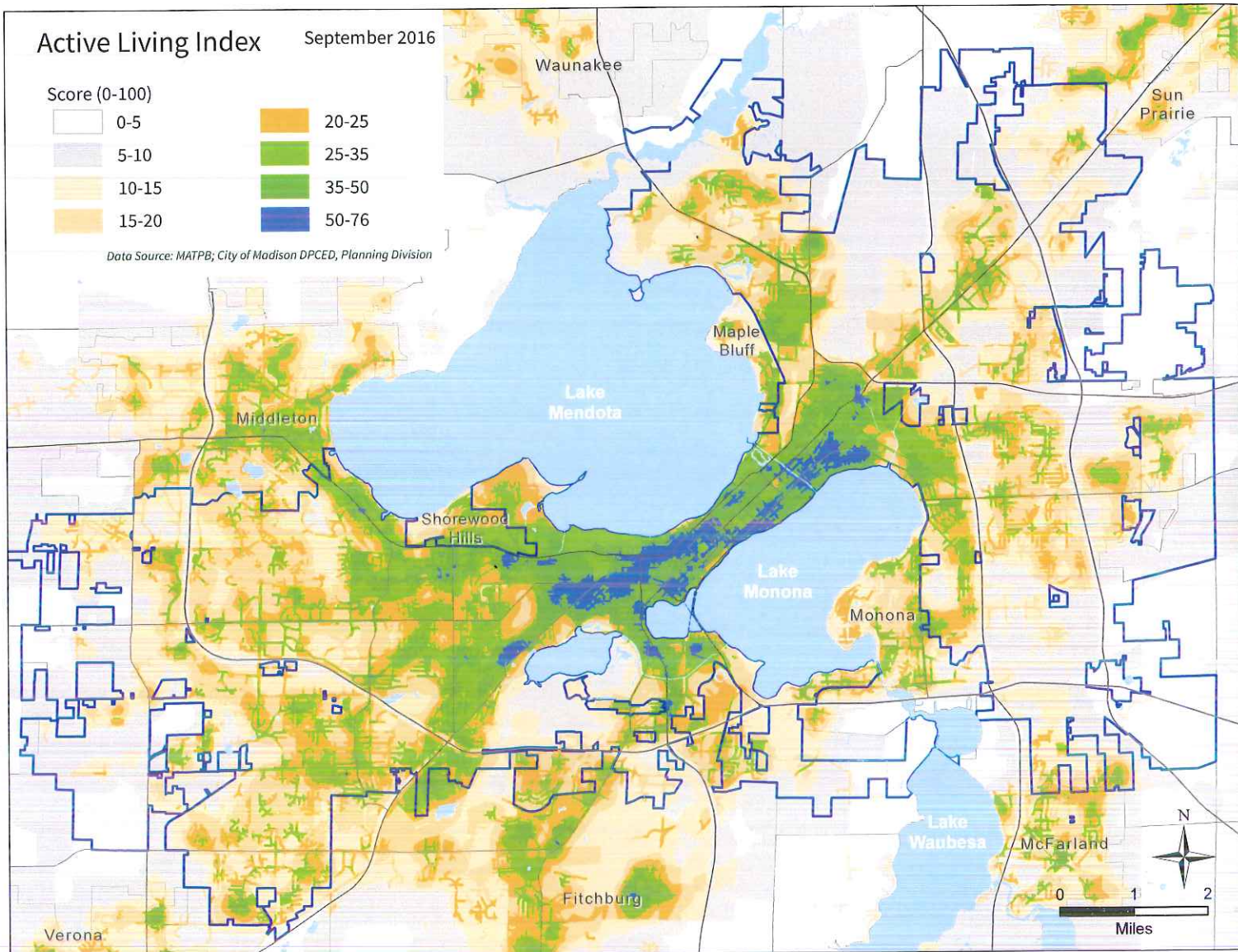


Asthma - ER Visits per 10,000 population (Dane County)³⁸



Diabetes Rate (Dane County)³⁹





The Active Living Index is an assessment tool that evaluates how conducive a place is to active living. The tool can be used to identify where improvements in both land use destinations and infrastructure would be needed to promote a healthy, active living environment. Areas in blue have the best score for active living while areas in light gray and white need improvements to be more conducive to active living. No locations in Dane County have ALI scores over 76/100. More information about the Active Living Index can be found online at <http://www.cityofmadison.com/data>



ALI Score is a weighted index based on these components:

Destination Density*	40%
Intersection Density	30%
Population Density	5%
Bikeway Facility Density	12%
Bicycle Level of Service	3%
Transit Service	5%
Transit Access to Jobs	5%

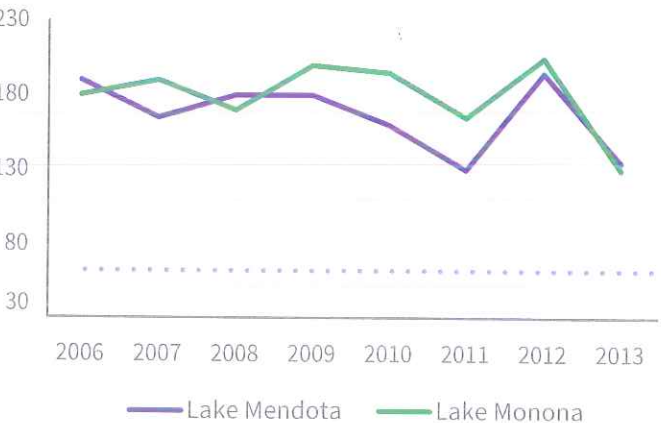
*Destinations include: food, education, parks, recreation, shopping, services, & health

NATURAL ENVIRONMENT

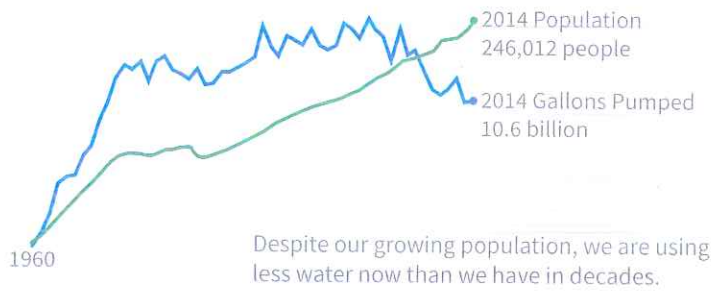
Between the Yahara chain of lakes and the thousands of acres of parkland in and around the city, Madison has a diverse and healthy natural environment. To maintain these natural assets we must plan for their protection and enhancement. Madison's lakes are subject to frequent algae blooms and pollutant runoff from streets, yards, and farm fields.

Lake Water Quality⁴⁰

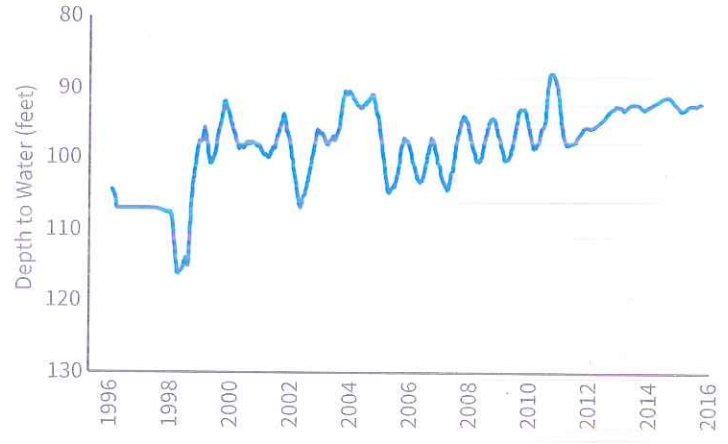
Phosphorus Levels (ppb) *Algae blooms can occur in environments with phosphorus levels above 50 ppb (dotted line)



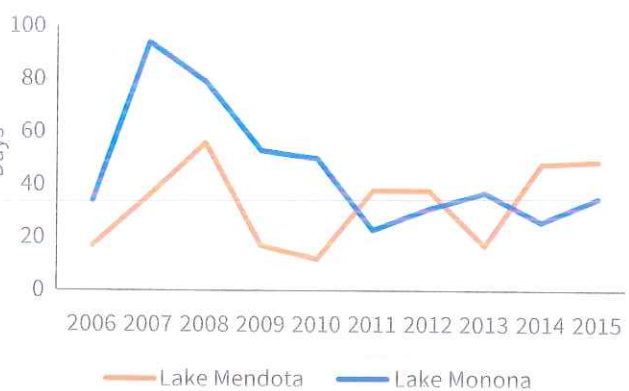
Water Use and Population Growth⁴³



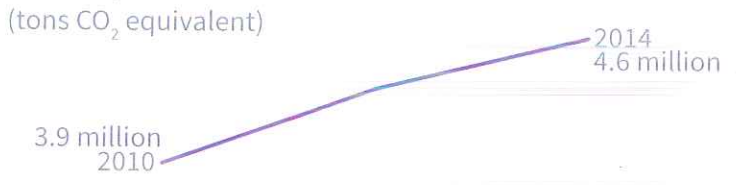
Aquifer Water Levels - State Capitol Well⁴⁴



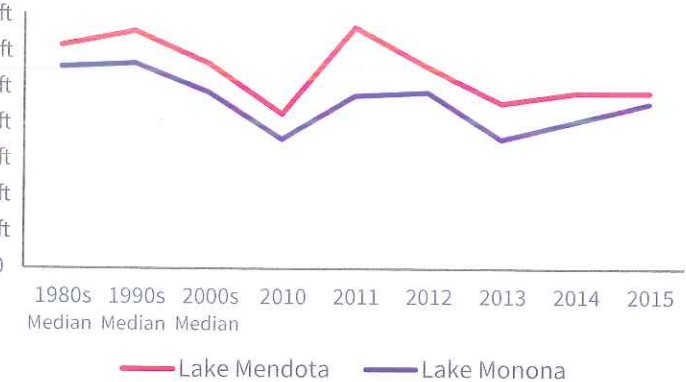
Beach Closures per Year⁴¹



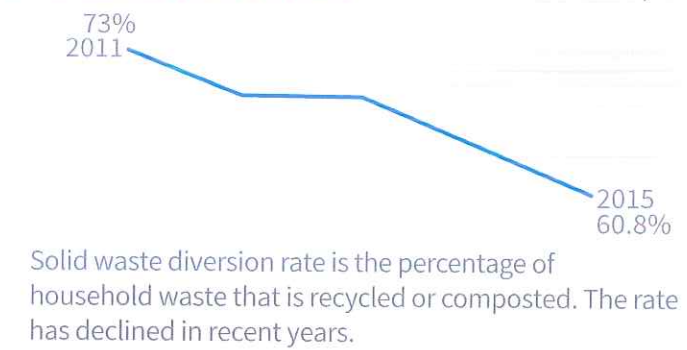
Total City-wide Greenhouse Gas Emissions⁴⁵



Summer Water Clarity - Visibility Depth (feet)⁴²



Solid Waste Diversion Rate⁴⁶



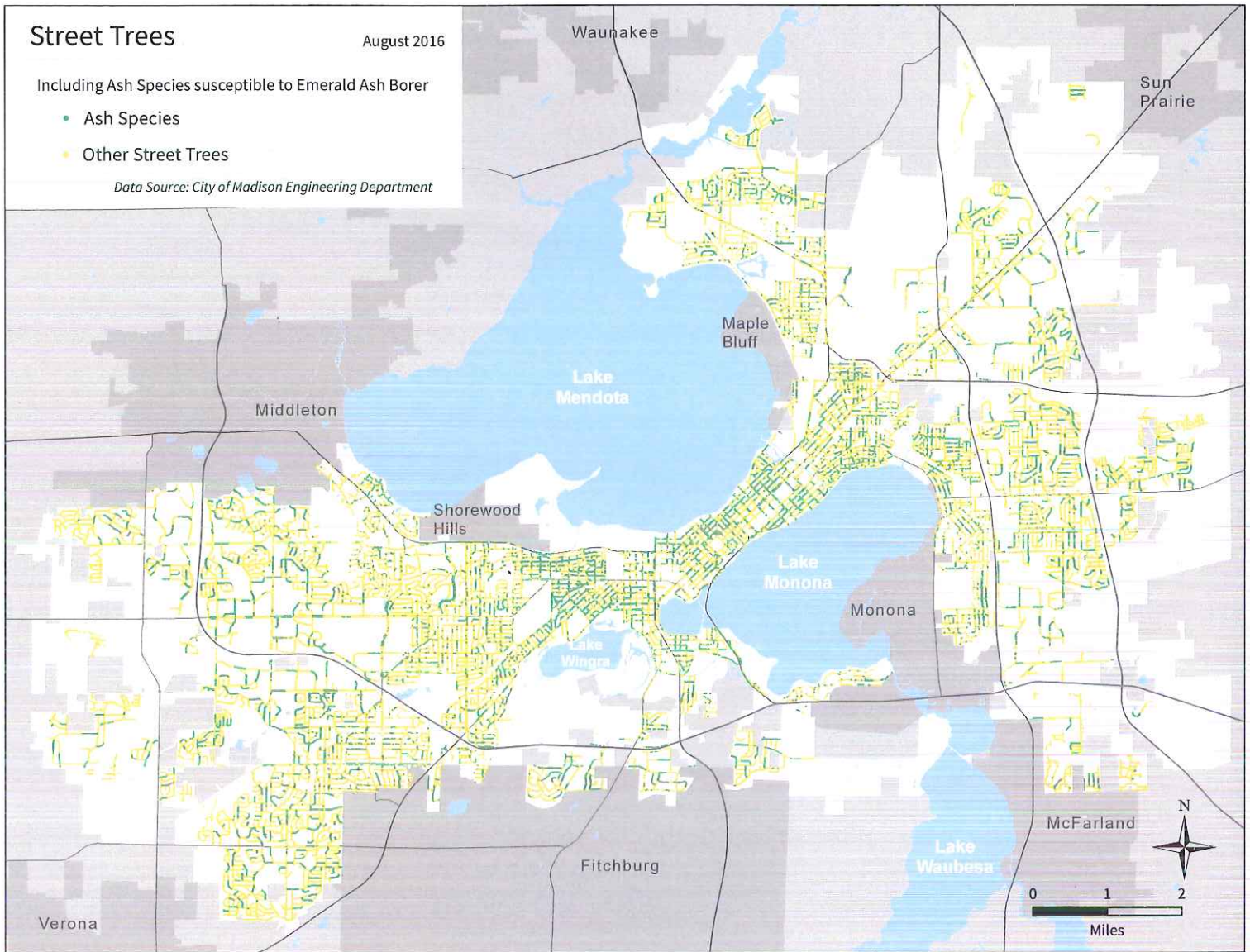
Street Trees

August 2016

Including Ash Species susceptible to Emerald Ash Borer

- Ash Species
- Other Street Trees

Data Source: City of Madison Engineering Department



The urban forest is an important component of Madison's ecosystem. Street trees provide shade and habitat, contribute to property values, and enhance the streetscape. However, the invasion of the Emerald Ash Borer has jeopardized the health of approximately 21% of Madison's street trees. Significant management efforts are required to ensure the health of the urban forest. Ash removals began in 2013 and are expected to continue through 2021.

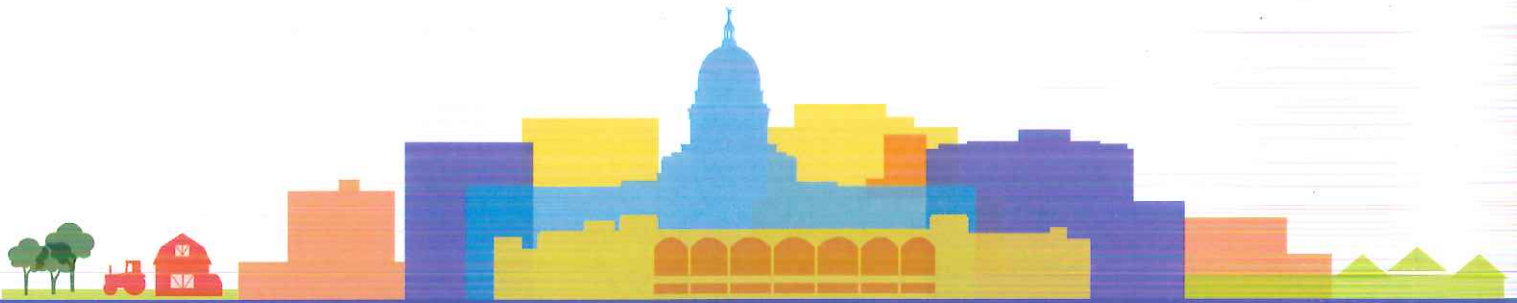
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Imagine Madison

People Powered Planning



How Do You Imagine Madison?

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What is your unique vision for our community? What do you want to be different? What do you want for Madison in 10, 20, even 30 years? And how do we get there?

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