



Imagine Madison

People Powered Planning

Boards of Park Commissioners
May 10, 2017

#imaginemadison



MEETING OUTLINE

Project Background

Phase 2: Strategies

Phase 2: Future Land Use Map

Looking Forward: Phase 3



PROJECT BACKGROUND

What is the Comprehensive Plan?

- Central organizing plan for other City plans
- Guides decision-making & investment
- 20-year vision, 10-year focus



Topics Organized into 6 Buckets



FORM & CONNECTIVITY
Compact Land Use | Efficient Transportation



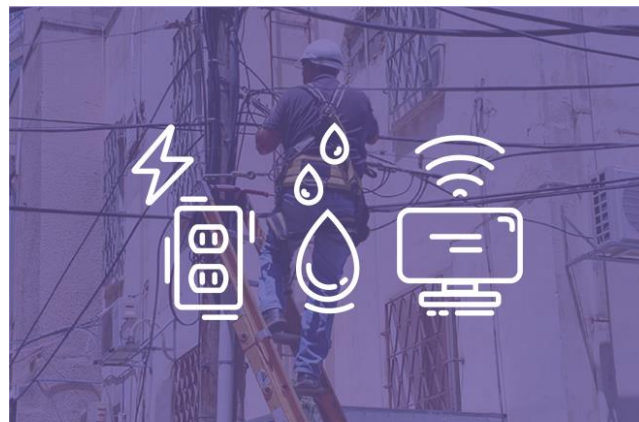
NEIGHBORHOODS & HOUSING
Complete Neighborhoods | Housing Access



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

Guiding Lenses



Equity



Sustainability



Health



Adaptability



Guiding Lenses



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Sustainability



Health



Adaptability



Project Timeline

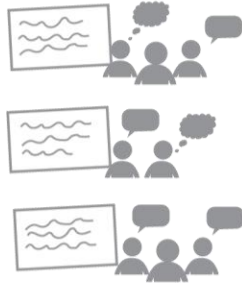
Phase 1
Where are we headed?

FALL 2016



Phase 2
How will we get there?

SPRING 2017



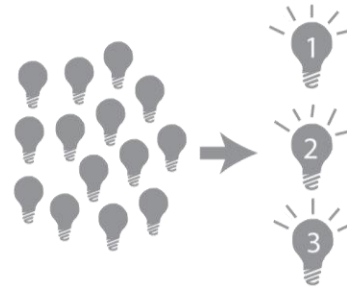
Your Voice

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

STRATEGIES

Phase 3
What first?

FALL 2017



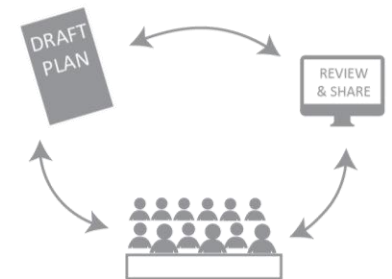
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- How should we prioritize these actions?
- Where should we prioritize growth?

PRIORITIES

Phase 4
Plan review and approval

SPRING 2018



Your Voice

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

ADOPTION

GOALS

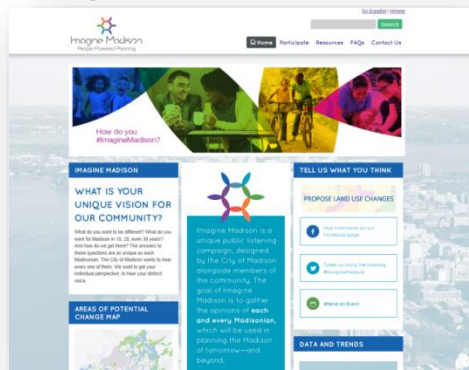
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- Have we identified the issues in Madison that are relevant to you?
- What goals should we set to address these issues?



Public Engagement

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Promotional Video



Community Meetings



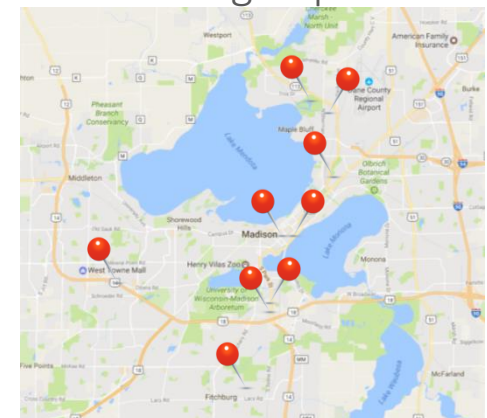
Resident Panels



Mini-Documentary



Planning Pop-Ins



Social Media



Youth Engagement



4,598+

people engaged in Phase 1 of Imagine Madison



Open Houses
165 participants



Interview Videos
8 participants



Website Views
3,015 participants



Planning Pop-ins
409 participants



Surveys Taken
356 participants



Resident Panels
228 participants



Hip Hop Planning Camp
60 participants



Social Media
357 followers

ENGAGEMENT GOAL

25,000
Residents



February 23, 2017



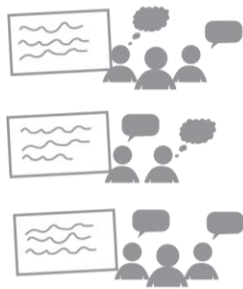
Phase 2:
STRATEGIES

Timeline



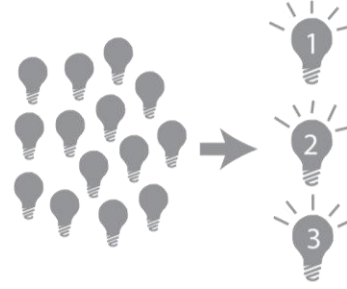
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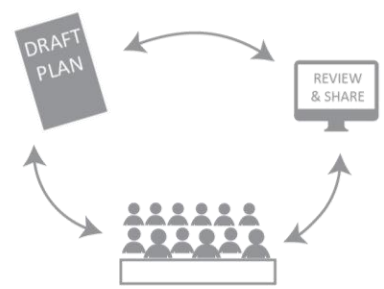
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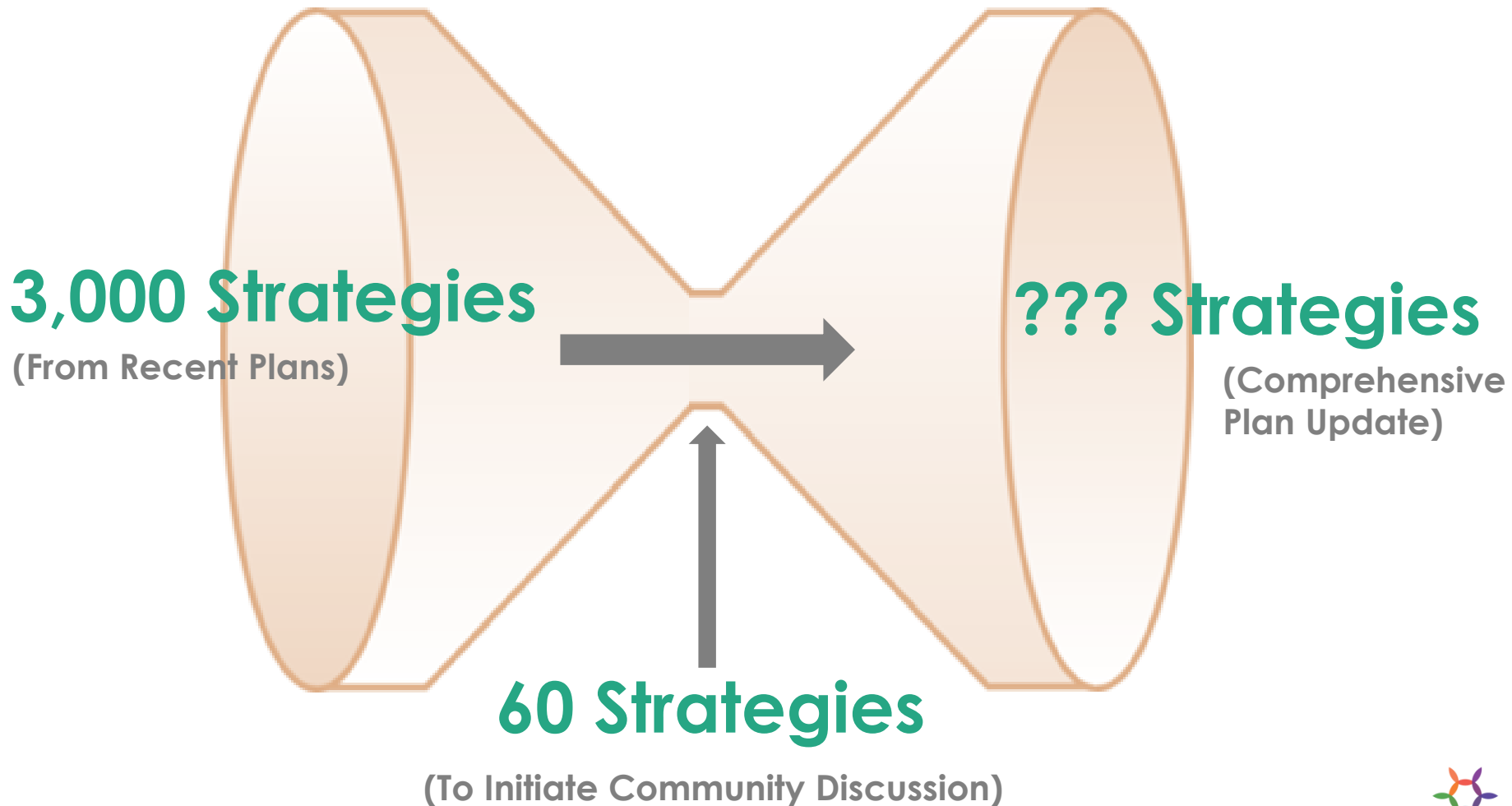


Your Voice

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Strategies Process



Strategies Example

Bucket:

Green & Resilient



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.

Strategies:

- Use parks and open spaces as a framework for development of an interconnected greenway, habitat, nature access, and path system.
- Improve public access to the lakes and seek opportunities to further protect shoreline areas.





FORM & CONNECTIVITY

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GREEN & RESILIENT

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Online Strategies Feedback

Strategies: Form & Connectivity

Goals

- ✦ Madison will be comprised of compact, interconnected neighborhoods anchored by a network of mixed-use activity centers.
- ✦ Madison will have a safe, efficient, and affordable regional transportation system that offers a variety of choices among transportation modes.

Share your thoughts and see what others are saying. Like the strategies you think are the best, and tell us about strategies that are missing.

Once you're finished, [select a new strategy](#)

 Your name
[ColinPunt](#)

Comment *

Content limited to 200 characters, remaining: 200

Submit

[Sort by date](#) [Sort by vote](#)

Improve transit connections between peripheral residential and employment land uses, focusing on connecting transit-dependent populations to jobs.

[delete](#) [edit](#)



Submitted by [Imagine Madison](#) (not verified) on Tue, 04/25/2017 - 2:57pm

Continue to pursue implementation of bus rapid transit (BRT), beginning by increasing bus garage capacity to allow for expansion of Metro service.

[delete](#) [edit](#)



Submitted by [Imagine Madison](#) (not verified) on Tue, 04/25/2017 - 2:56pm

Work with regional partners to collaboratively improve our regional bicycle system to further enable safe and convenient bicycle use.

[delete](#) [edit](#)



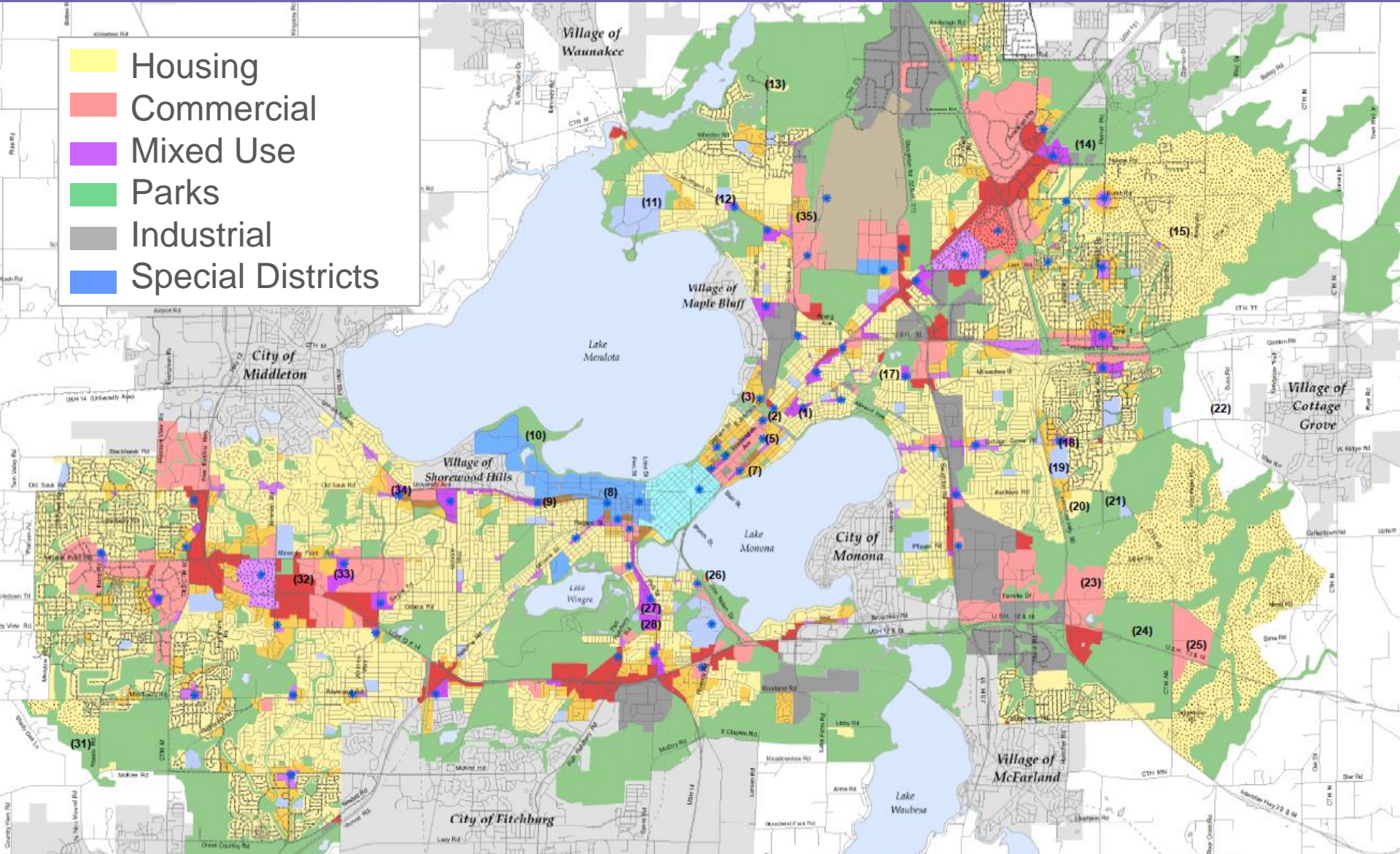
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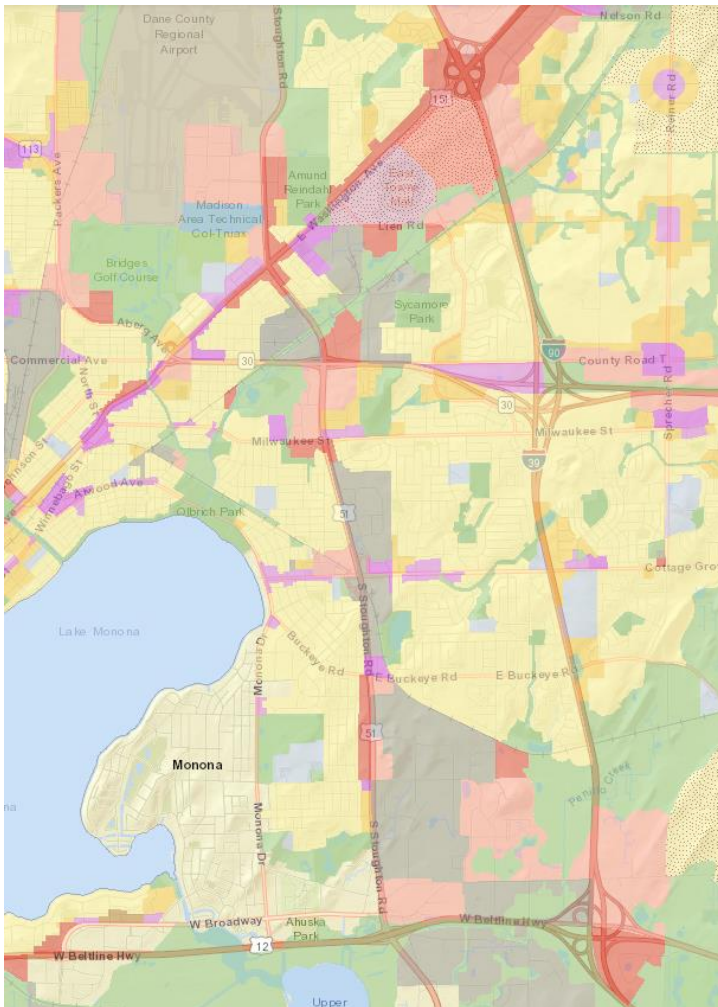


Phase 2:
FUTURE LAND USE MAP

2006 Future Land Use (FLU) Map



FLU Map Amendment Process



February-March: Early comment period

March-April: Staff reviews FLU Map and early change requests

April 25: Draft FLU Map published

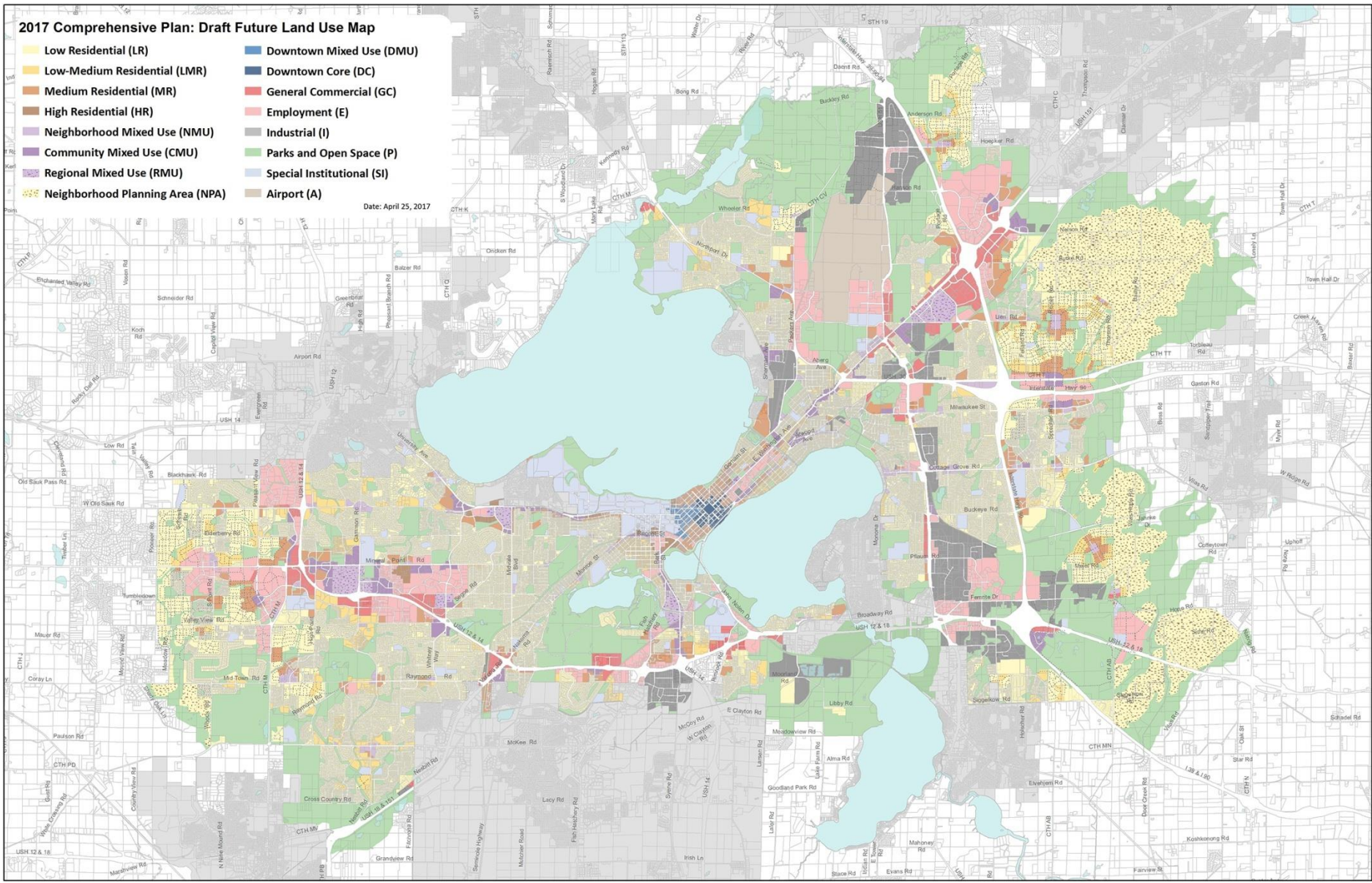
April 25-June 21: Comment period

June-July: Staff updates FLU Map

July-August: Plan Commission reviews updated FLU Map



Updated Draft FLU Map



Web map viewer:

<http://cityofmadison.maps.arcgis.com/home/webmap/viewer.html?webmap=905d24f65e7b400c8ccc9800bbfe7055>

Land Use Map Changes

Identified Needs

- More differentiation between less dense residential uses
- Higher ceiling for more dense residential uses
- Clarification of mixed-use districts
- Simplification and Clarification of some other designations

Research & Reasoning

- On-the-ground conditions
- Existing Height, Density, and Zoning
- Recent Development Approvals (past 10 years) – Height & Density
- Expected future growth



Land Use Map Changes

1. Land Use Designations

- Added a fourth residential designation (Low-Medium Residential)
- Added building height and form
- Adjustments to the residential and mixed-use districts

2. Recently Adopted Plans and Recent Development

- Neighborhood Plans (existing neighborhoods)
- Neighborhood Development Plans (planned growth areas)
- Recent Development

3. Administrative Updates

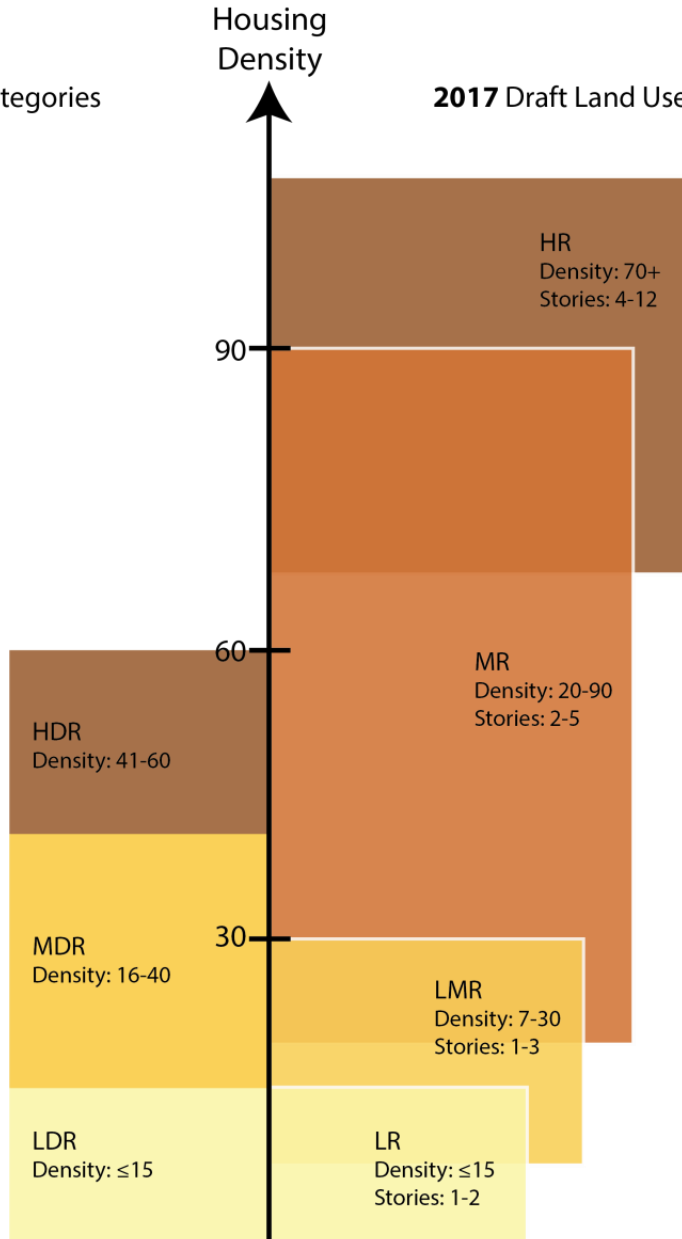
- Standardizing schools as Special Institutional
- Standardizing larger parks as Parks & Open Space



Comprehensive Plan Residential Categories

2006 Land Use Categories

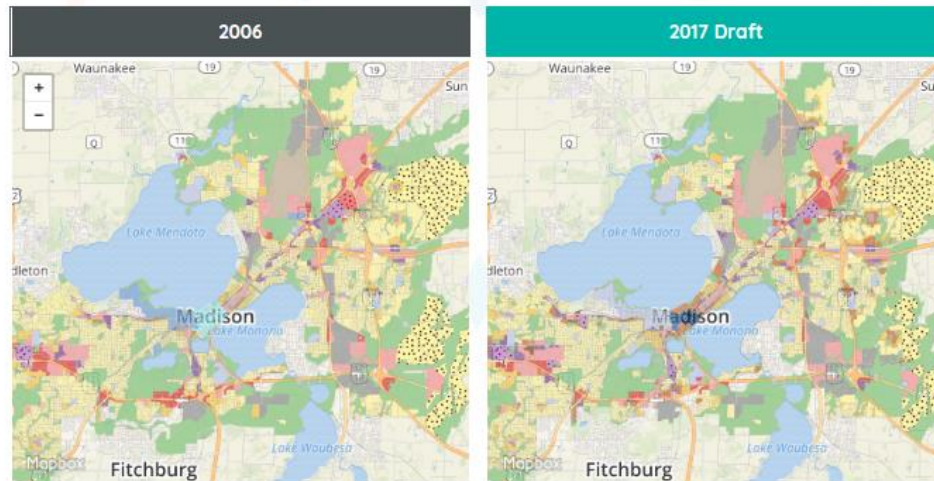
2017 Draft Land Use Categories



Updated Residential Categories:

- Added a fourth residential category (Low-Medium Residential)
- Added building height and form

Online Map Feedback



- 2006 FUTURE LAND USE MAP LEGEND**
- LDR
 - MDR
 - HDR
 - NMU
 - OMU
 - RMU
 - GC
 - RC
 - E
 - I
 - P
 - C
 - Downtown
 - SI
 - AP
 - NPA

- 2017 DRAFT FUTURE LAND USE MAP LEGEND**
- LR
 - LMR
 - IMR
 - HR
 - NMU
 - CMU
 - RMU
 - DMU
 - DD
 - GC
 - E
 - I
 - P
 - SI
 - A
 - NPA

Please enter comments about the 2017 Draft Land Use Districts on a specific parcel or area:

(Please be sure to make your selection on the map above.)

Please enter any general comments on the 2017 Draft Land Use Districts:





PHASE 3

Timeline

Phase 1
Where are we headed?

FALL 2016



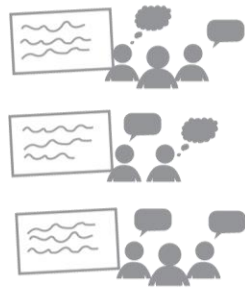
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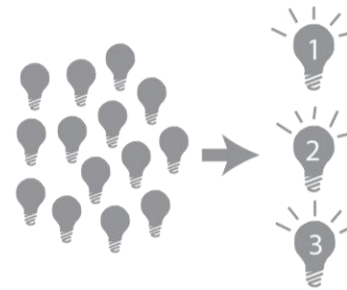
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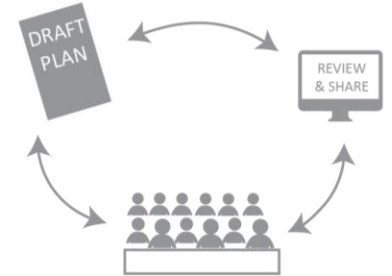
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SPRING 2018



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ADOPTION





Contact Us



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@ImagineMsnWI



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