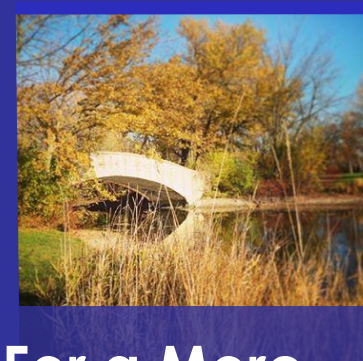
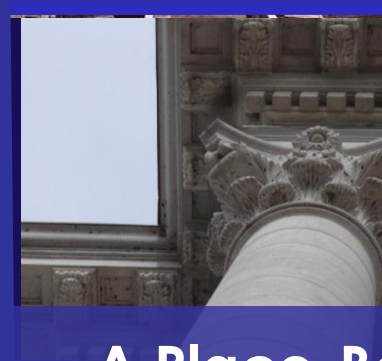
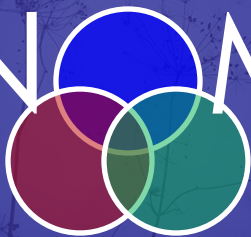
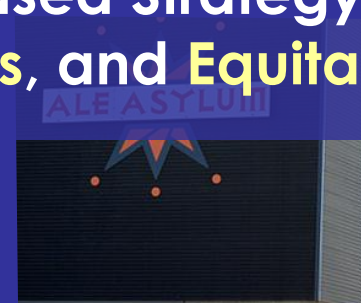




MADISON ECONOMIC STRATEGY



A Place-Based Strategy For a More Innovative, Prosperous, and Equitable Madison Economy



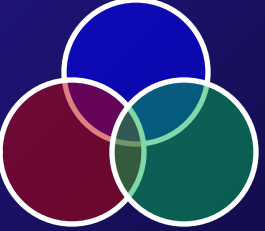




Innovation Districts

Opportunity
Zones

Nodes &
Destinations



Innovation Districts

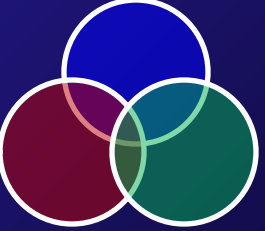
in·no·va·tion *noun*, i-nə-'vā-shən

the act or process of introducing new ideas, devices, or methods

dis·trict *noun*, 'dis-trikt

an area or section that has some special characteristic or purpose

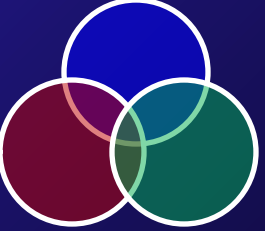




Innovation Districts

Areas where the City will target economic development programs and resources toward cultivating innovation and supporting the growth of businesses in specific industry clusters based on existing assets and emerging opportunities of the district





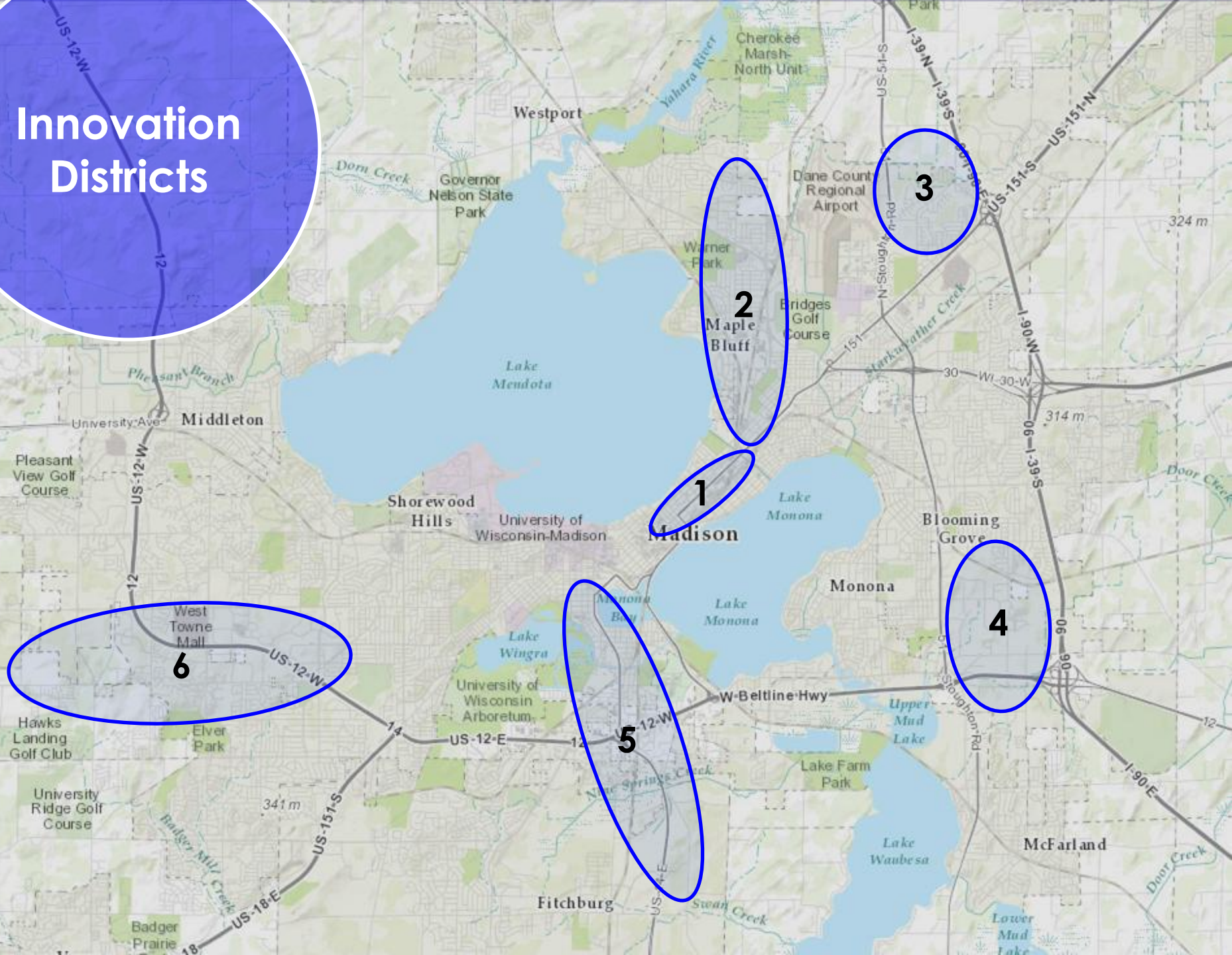
Innovation Districts

Innovation District Policies & Programs

1. Connect anchor businesses/assets with startups and new talent
2. Prioritize as locations for incubators and accelerators focused on identified sectors
3. Flexible and aggressive use of TIF targeted toward employment uses
4. Joint marketing of sites and buildings and strategic acquisition of land
5. Workforce training programs focused on talent development in the targeted sectors



Innovation Districts





Capitol East District

Capitol East District

Key Assets

- Future home of the Public Market District
- Future home of Starting Block
- Eclectic neighborhoods
- Emerging entrepreneurial energy
- Lakes
- Small food entrepreneurs
- Existing Incubators
- Eclectic Neighborhoods

Capitol East District

An aerial photograph of a city district, with a large, semi-transparent blue polygon highlighting a specific area in the center. The background is a dark, muted blue, and the text is in white and yellow. In the top right corner, there is a small 'Basemap' control with a grid icon.

Target Sectors:

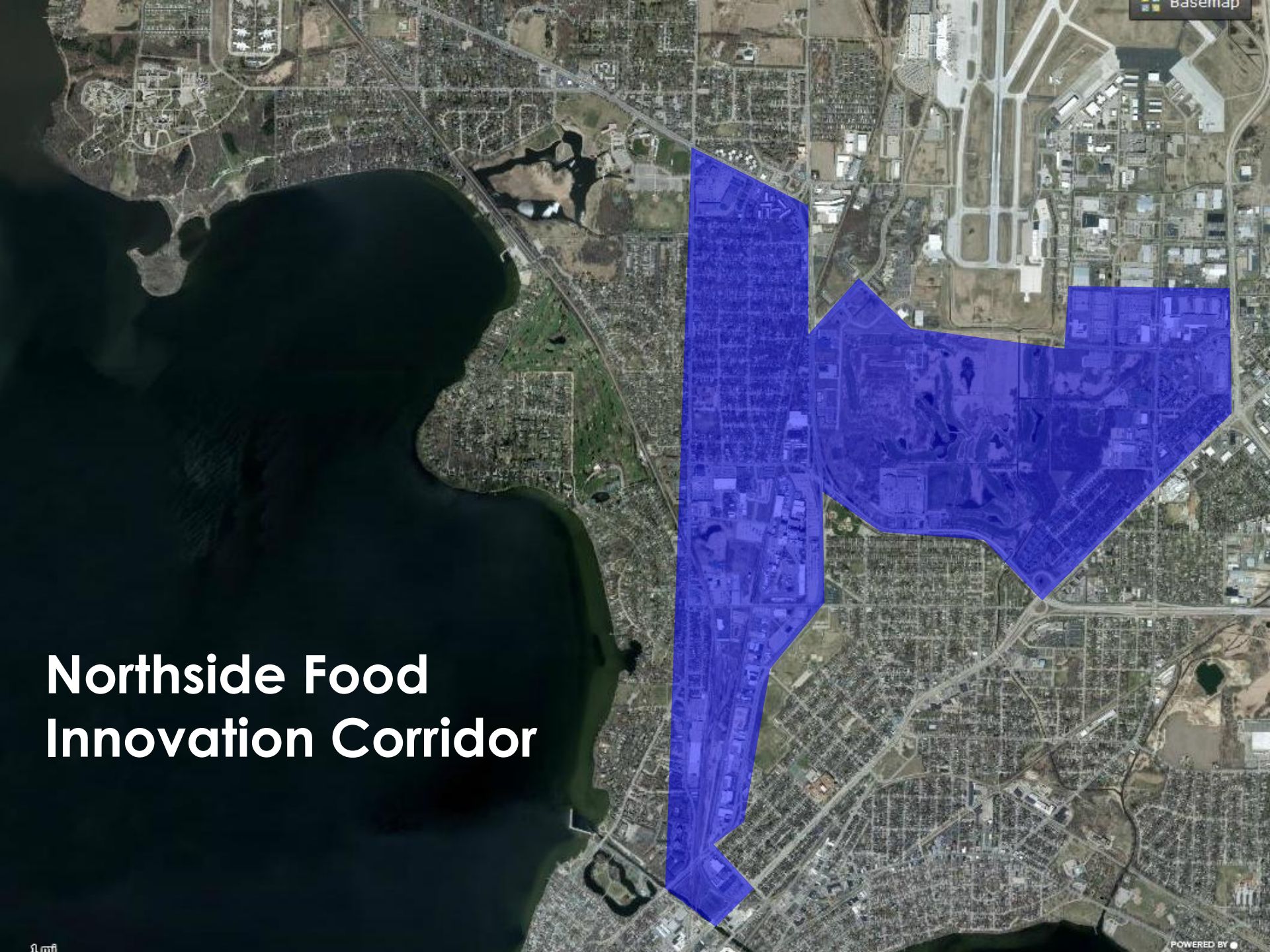
- Information Technology
- Health IT
- E-Commerce
- Industrial Design
- Graphic Design
- Sustainable Technology
- Artisan Food

Capitol East District

Projects & Initiatives

- **Public Market District Expansion & Growth**
- **Support Launching StartingBlock**
- **Encourage Housing Density**
- **Implement a Centralize Parking Strategy**
- **Maintain Low-Costs Spaces for Startups, support “Skunkworks” operations for existing companies, encourage shared office space, etc.**

Northside Food Innovation Corridor



Northside Food Innovation Corridor

Key Assets

- FEED Kitchens
- Future Public Market District
- Redevelopment sites for manufacturing/industrial uses
- Recent food manufacturing projects (Ale Aslum, etc.)
- Madison College (including Culinary Program)
- Oscar Mayer
- Community Groundworks (Troy Gardens)

Northside Food Innovation Corridor

An aerial photograph of a city area with a large blue-shaded region indicating the Northside Food Innovation Corridor. The shaded area is irregular and covers a significant portion of the city's northern and central areas. The background is a dark, semi-transparent map with a grid of streets and some green spaces. A large body of water is visible on the left side of the image.

Target Sectors:

- Large Scale Food Processing
- Culinary Arts
- Artisan Food Product Development
- Produce Storage/Distribution

Northside Food Innovation Corridor

Projects & Initiatives

- Implement the Public Market District
- Food Innovation Center with Nutritional Testing, Labeling facility, Classroom Kitchen, and Shared Processing Equipment
- Provide Space for the Wisconsin Food Hub - Wholesale/Distribution Center
- Target development sites for Food Sector growth
- Partnership with Madison College Culinary School on helping graduates start businesses in the district

Airport Center for Global Commerce & Trade



Airport Center for Global Commerce & Trade

Key Assets

- Airport
- Interstate
- Foreign Trade Zones
- Available “shovel ready” city-owned sites
- Work with Airport on improved access

Airport Center for Global Commerce & Trade

Target Sectors:

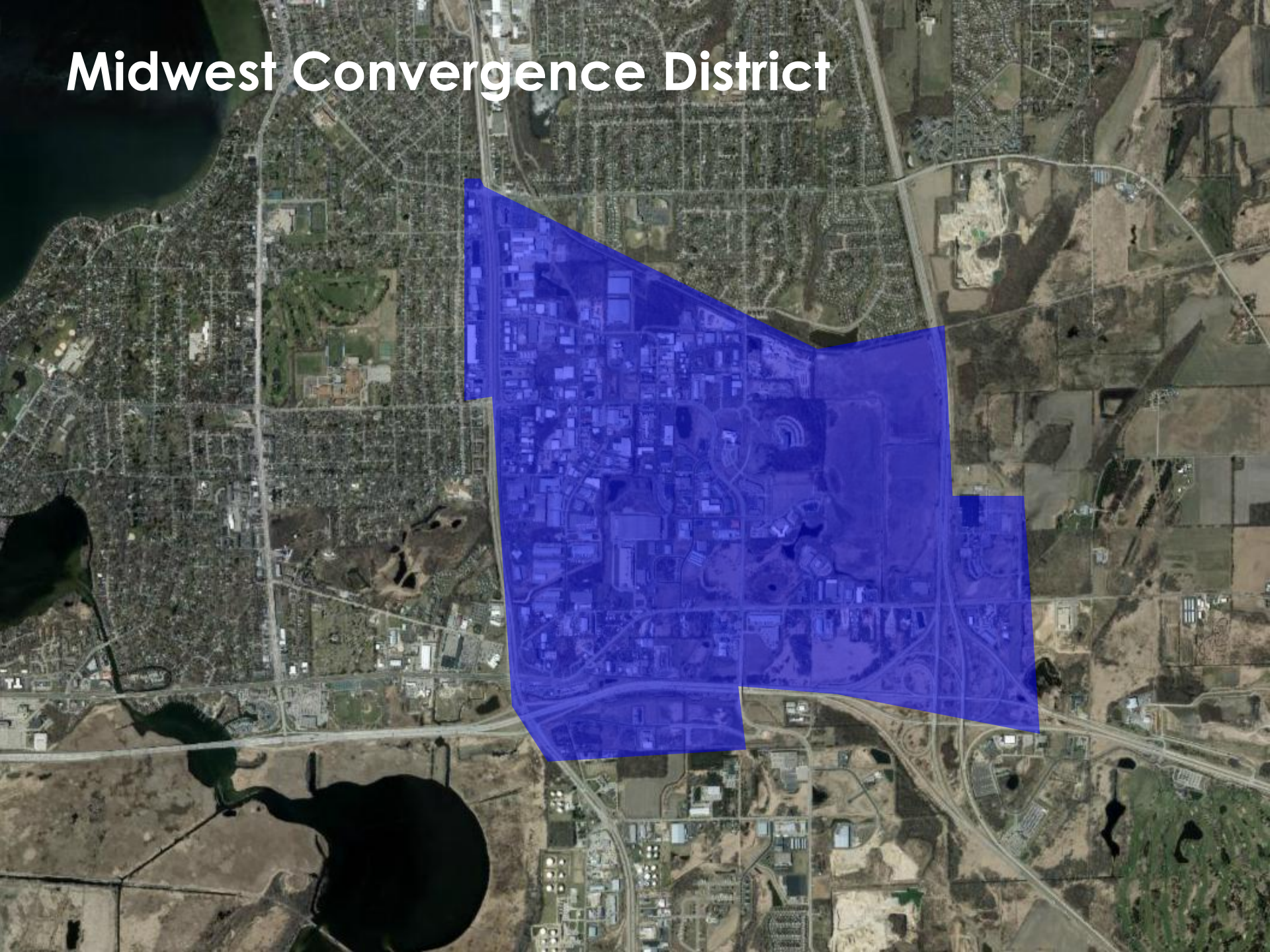
- Advanced Manufacturing
- Export-oriented production
- Airport-Oriented Corporate Satellite Office Space

Airport Center for Global Commerce & Trade

Projects & Initiatives

- Market the availability of Foreign Trade Zone (FTZ) incentives
- Aggressively utilize TIF for employment development
- Work with the airport on access from east & north
- Work with the airlines on expanded service to the coasts
- Host a “Site Selectors & Brokers Open House” to market sites

Midwest Convergence District



Midwest Convergence District

Key Assets

- **Convergence of 3 interstates and 5 state highways**
- **Low cost existing space for small manufacturing**
- **Space/Visibility**

Midwest Convergence District

Target Sectors:

- **Logistics**
- **Bio-processing**
- **Misc. Light Manufacturing**

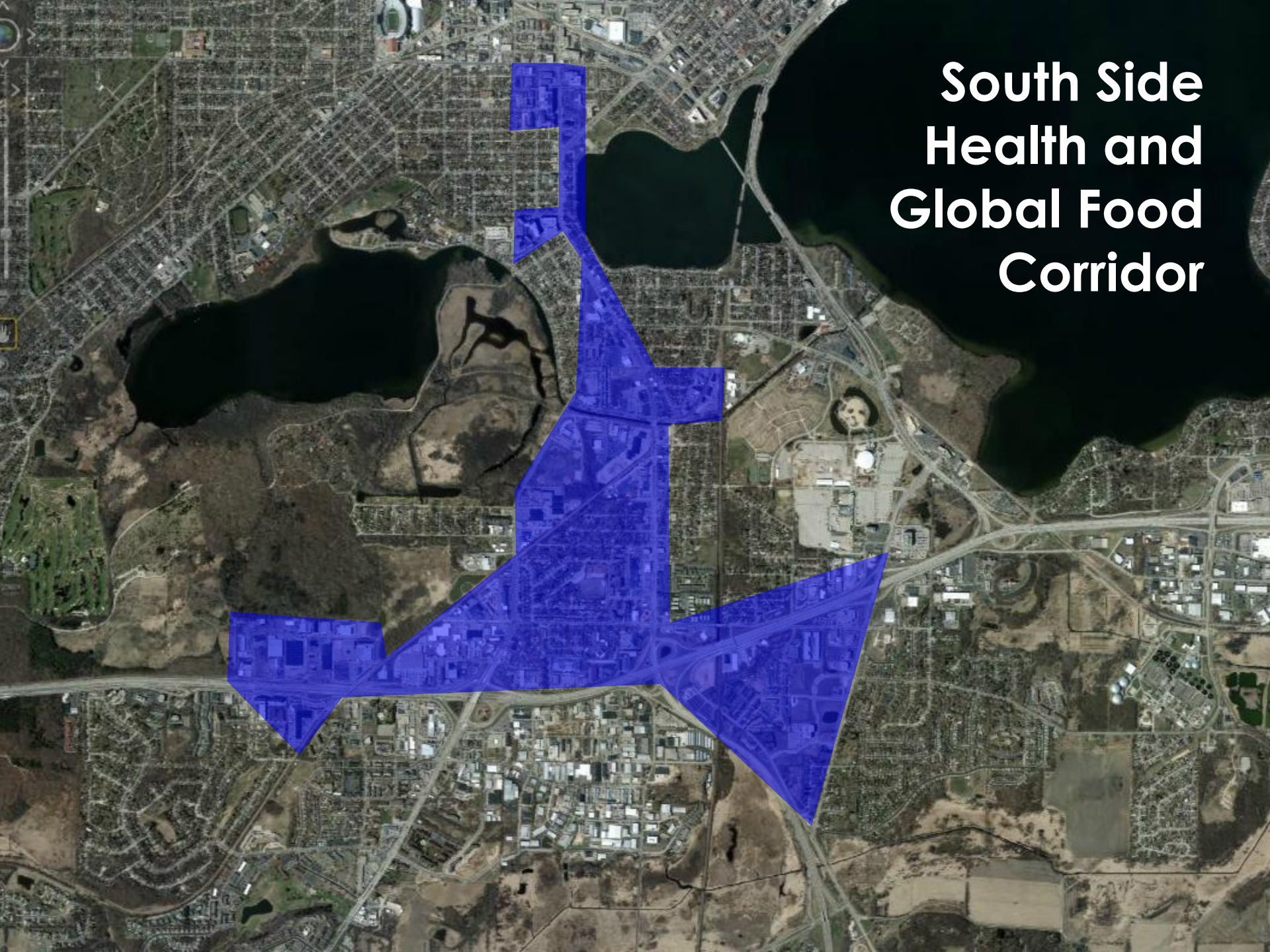


Midwest Convergence District

Projects & Initiatives

- “Brokers & Site Selectors Open House” to discuss the property
- Targeted marketing to logistics trade shows, publications, etc.

South Side Health and Global Food Corridor



An aerial photograph of Chicago, Illinois, with a semi-transparent blue overlay highlighting a specific geographic area on the South Side. The highlighted area follows a corridor along the city's edge, roughly between the Loop and the South Branch of the Chicago River, extending south towards the city's edge. The overlay is irregular, following the shape of the city's layout and major roads.

South Side Health and Global Food Corridor

Target Sectors:

- **Healthcare Services**
- **Health Administration**
- **International Food**

An aerial photograph of Chicago, Illinois, with a semi-transparent blue overlay highlighting a specific geographic area on the South Side. The highlighted area follows a corridor from the city center towards the south, including parts of the Loop, the South Loop, and the South Side. The text 'South Side Health and Global Food Corridor' is positioned in the upper right corner of the image.

South Side Health and Global Food Corridor

Target Sectors:

- **Healthcare Services**
- **Health Administration**
- **International Food**

An aerial photograph of a city, likely Chicago, with a large blue star-shaped overlay in the center. The star is semi-transparent, allowing the city grid and some green spaces to be seen through it. The text is overlaid on the image.

South Side Health and Global Food Corridor

Projects & Initiatives:

- **Healthcare Sector workforce training and continuing Ed.**
- **Pilot Public Market / Ethnic Grocery network & partnership**

Western Frontier Research District



1 mi

Western Frontier Research District

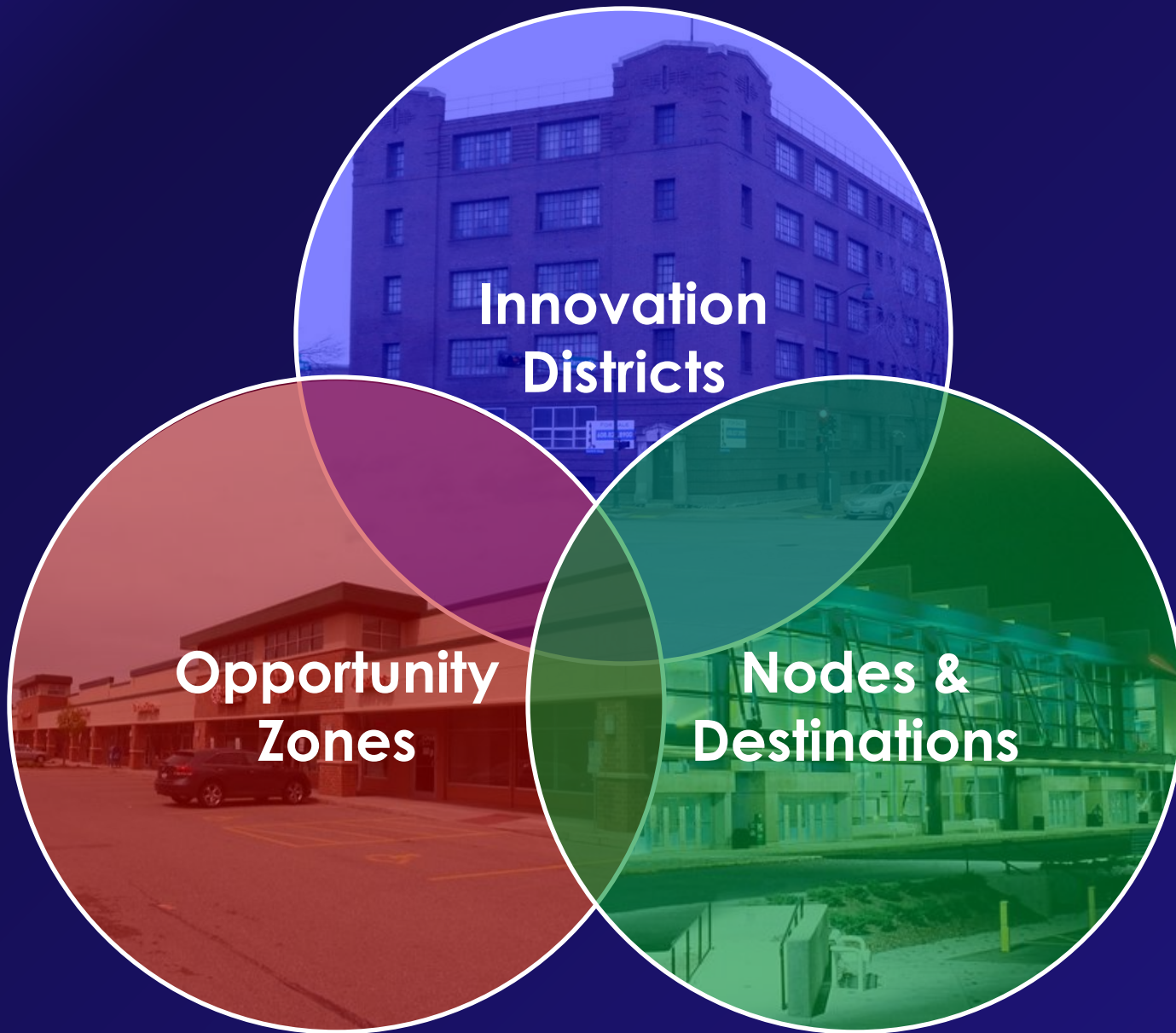
Target Sectors:

- Life Sciences
- Biotechnology
- Information Technology
- Pharmaceuticals

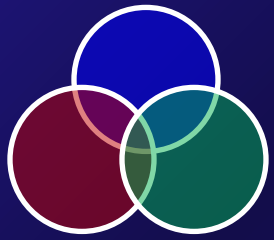
Western Frontier Research District

Projects & Initiatives:

- UWRP uses in former Rayovac Building
- Underpass connecting UWRP to Watts Road
- Create UWRP II Town Center at Watts/Hwy M





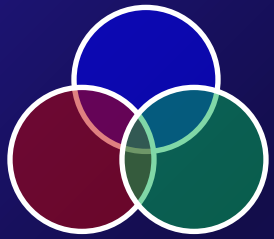


Opportunity Zones

op·por·tu·ni·ty *noun* \,ä-pär-'tü-nə-tē
a good chance for advancement or progress

zone *noun* \ 'zōn\
an area that is different from other areas in a particular way

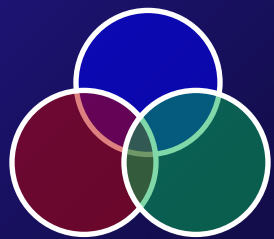




Opportunity Zones

Specific neighborhoods and commercial districts where the city will concentrate its capacities and channel resources to maximize economic opportunities for low-income populations and marginalized racial and ethnic groups. This includes supporting career pathways for youth, providing training opportunities for the workforce, aligning people with jobs, and lowering the barriers to starting businesses.





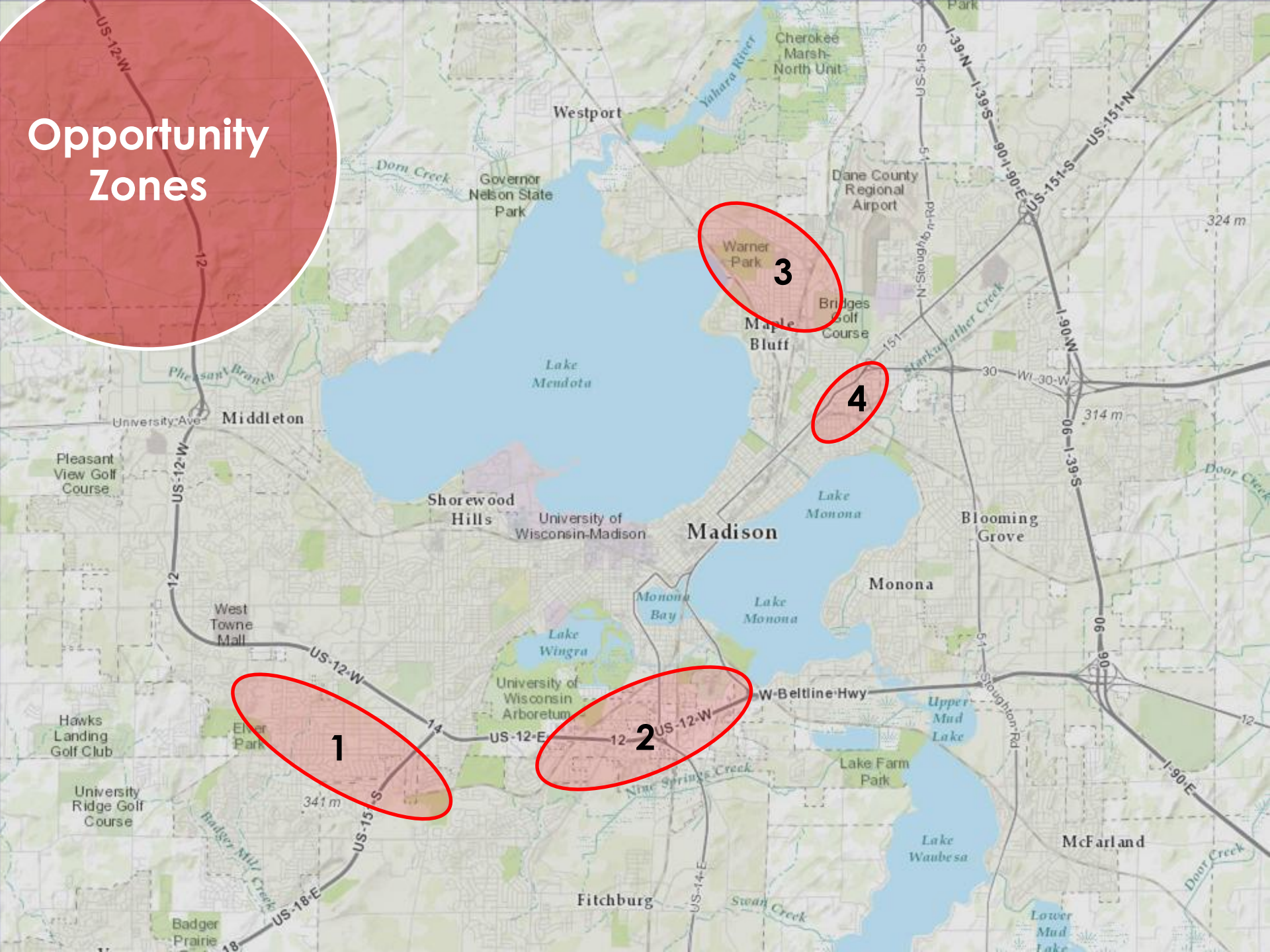
Opportunity Zones

Opportunity Zone Policies and Programs

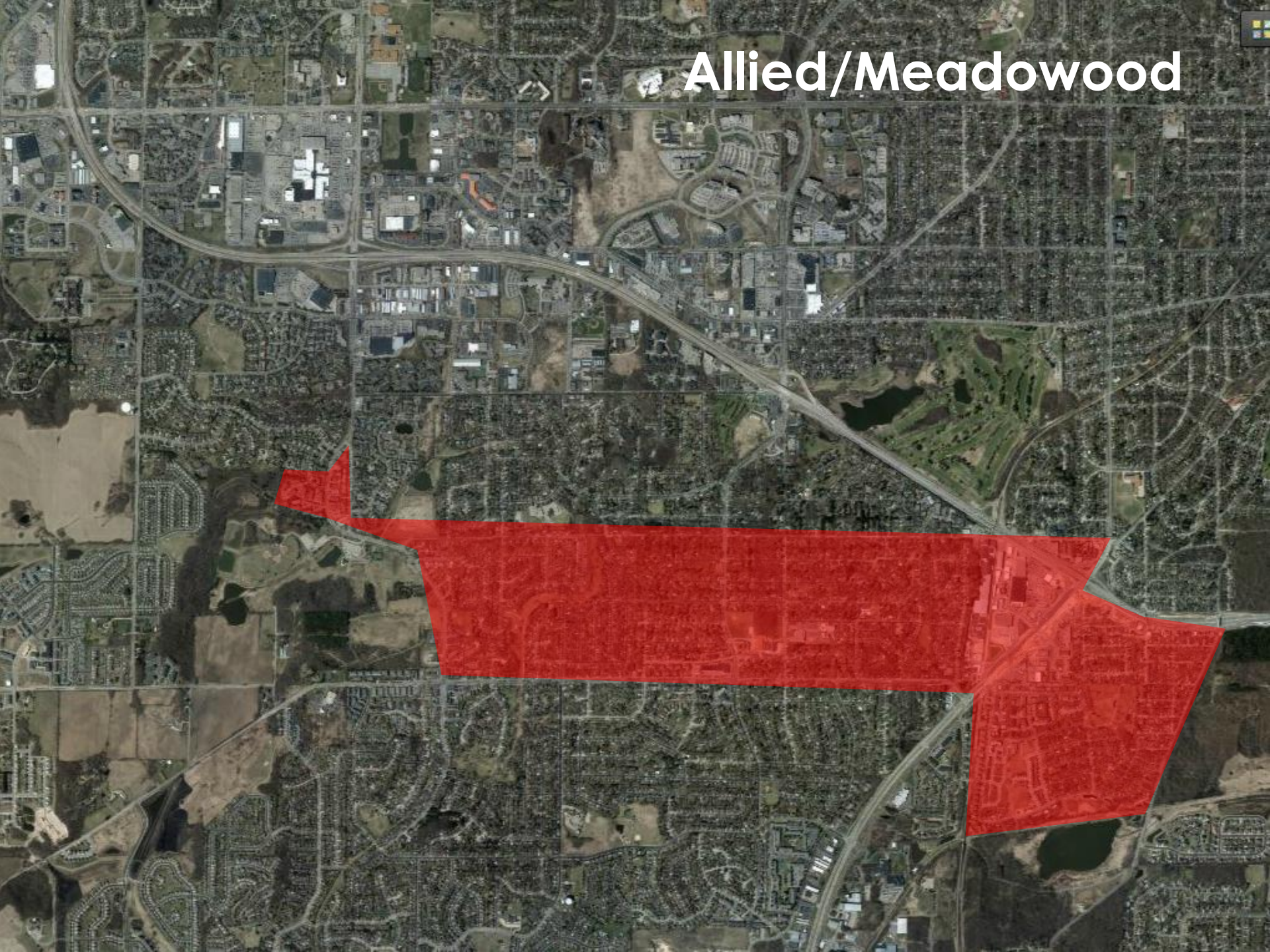
1. Waive the match requirement for any façade grant
2. Provide entrepreneurship micro-grants to cover licensing/permit fees
3. Free Madison Metro voucher for anyone inside an Opportunity Zone commuting to work
4. Business support liaison assigned to each OZ
5. Preference for any city-sponsored grant program
6. “Mentorship matchmaking” - 10 annual high school students connected with 10 business leaders in the community
7. Create a food retailer expansion grant for any current food retail business in an opportunity zone interesting in purchasing equipment (refrigeration, etc.) or making other investments to scale-up their capacity to sell fresh food.
8. Create the Retail Urbanization and Modernization Program (RUMP) with special incentives for reinvesting in outdated shopping centers



Opportunity Zones



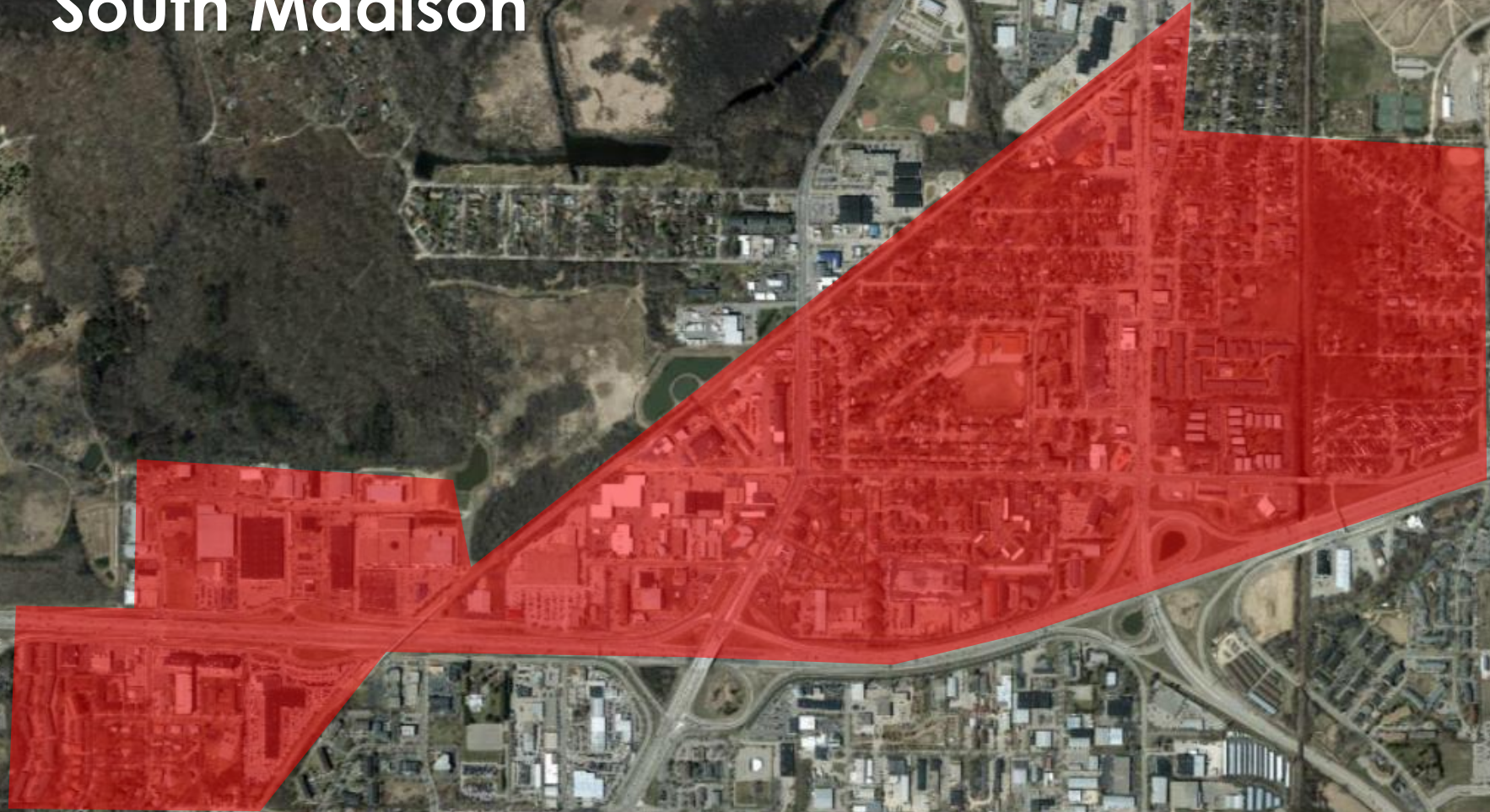
Allied/Meadowood



Zone-Specific Initiatives

- Workforce training programs aligned with nearby businesses
- Shopping center modernization plan for Meadowood, Allied/Atticus, and Midvale/Hammersley
- Target attraction of a food retail establishment
- Channel Coop Program

South Madison



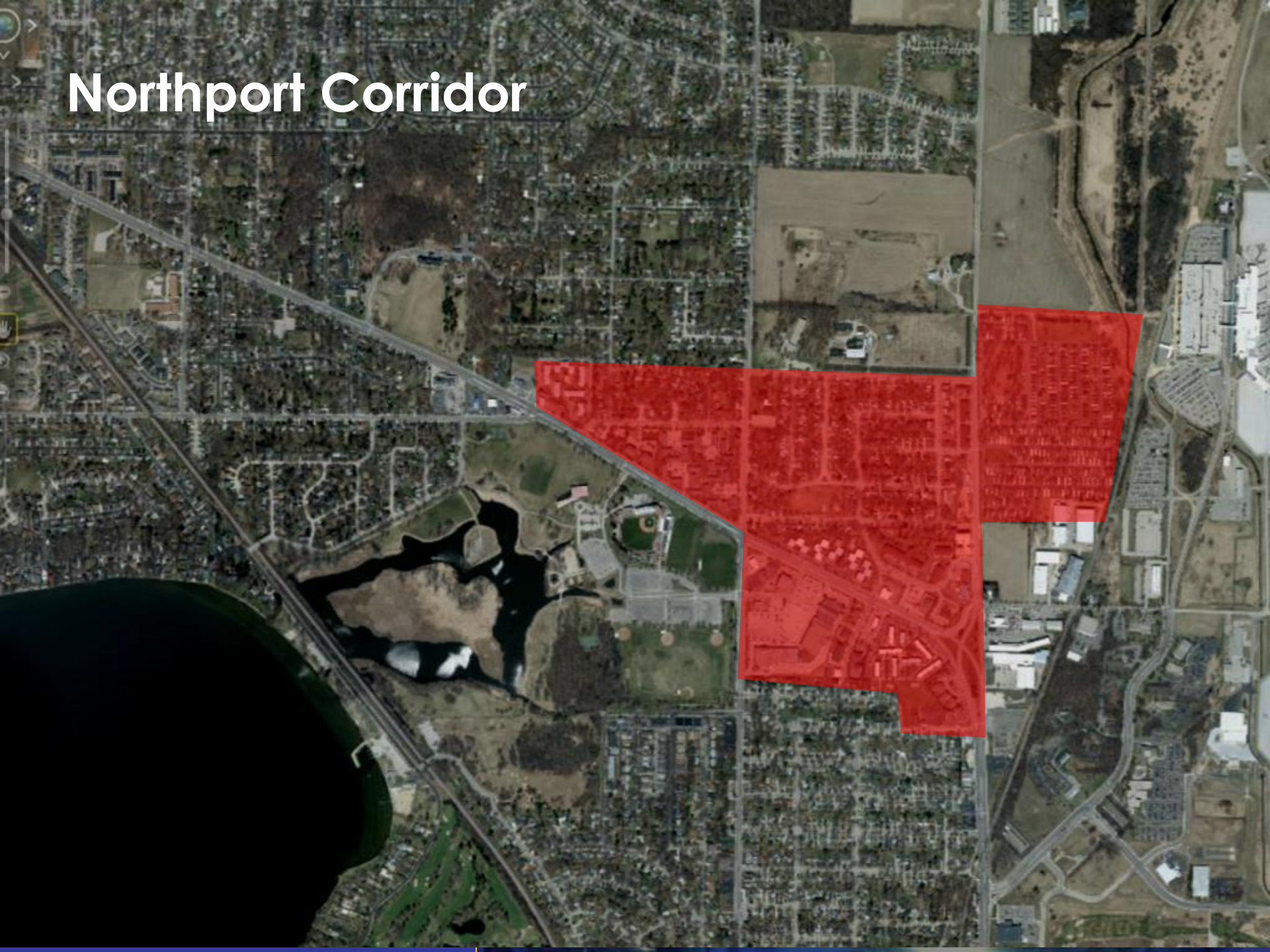
0.5 mi

South Madison

Zone-Specific Initiatives

- Work with nearby businesses (Meriter, Dean, St Mary's, Access, etc.) on workforce training programs to meet their needs using local human capital
- Shopping center modernization plan for Meadowood, Allied/Atticus, and Midvale/Hammersley
- Target attraction of a food retail establishment

Northport Corridor



Northport Corridor

- **Establish internship and apprenticeship programs focused on Food Based Businesses in the Corridor**
- **Work with Airport on program to hire and train local people**
- **Targeted redevelopment of aging rental housing complexes**
- **Transform the Northside Town Center**

Darbo



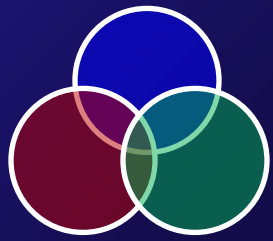
Darbo

An aerial photograph of a city area, likely Darbo, with a large red semi-transparent overlay highlighting a specific region. The overlay covers a large portion of the city's grid, extending from the top center towards the bottom right. The background shows a dense urban layout with streets, buildings, and some green spaces. A large body of water is visible on the right side of the image.

- **Innovation Farm**
- **Connect with Food District**
- **Retail Modernization along E. Washington**







Nodes & Destinations

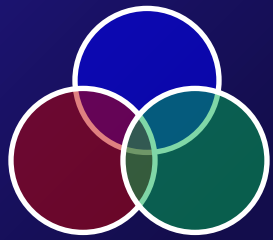
node *noun* 'nōd

a place where lines in a network cross or meet

des·ti·na·tion *noun* des-tə-'nā-shən

a place worthy of travel or an extended visit

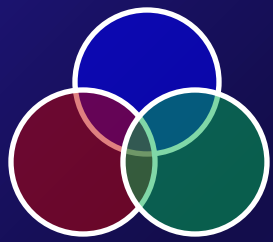




Nodes & Destinations

Transit-linked activity centers where the City will concentrate housing, employment, and retail activity in dense, vibrant, walkable, multi-use neighborhoods, as well as civic, cultural, and entertainment destinations for residents and visitors alike





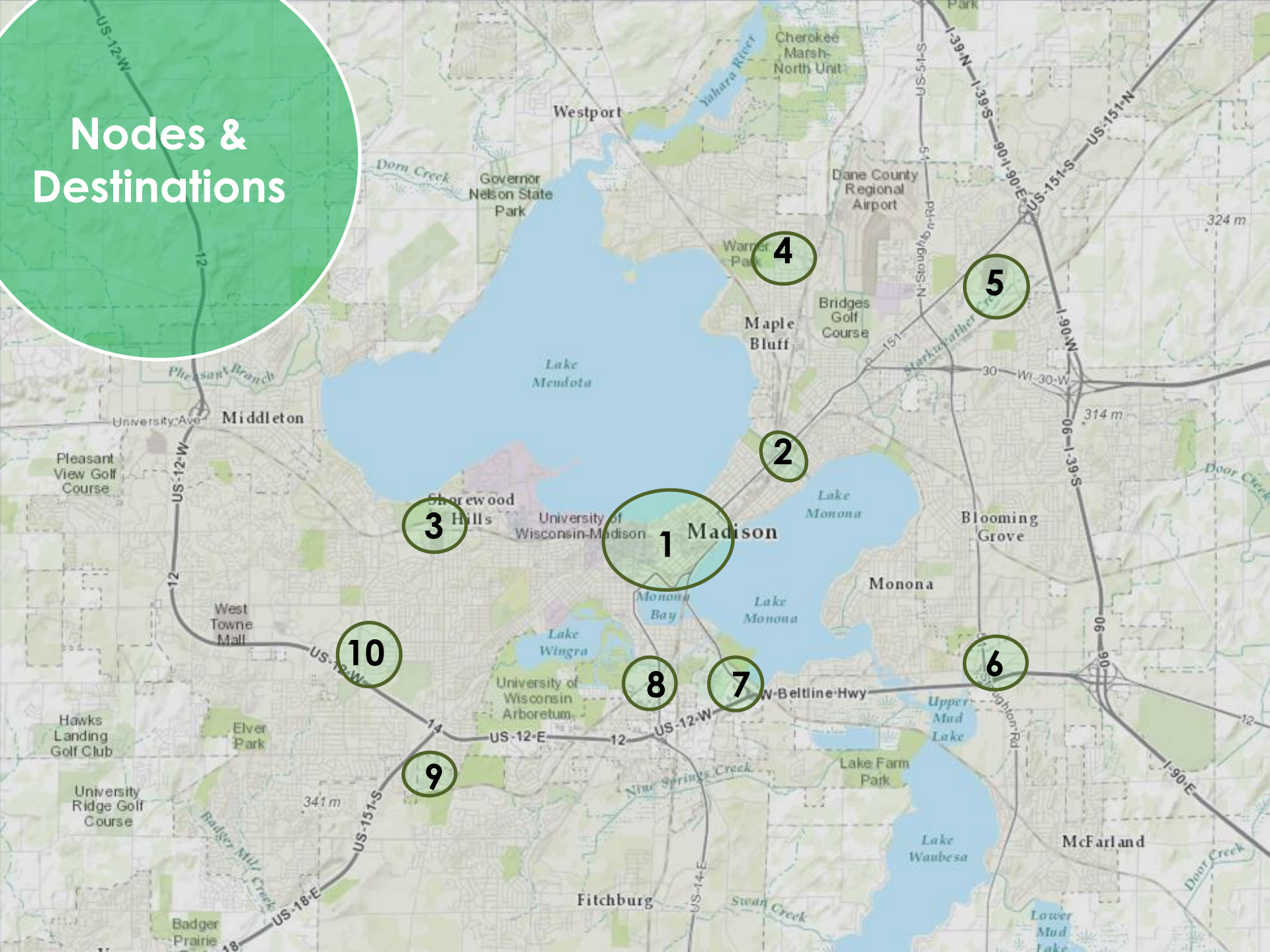
Nodes & Destinations (NDs)

Node & Destination Areas Programs and Policies

1. Overlay zoning within NDs allowing for greater density, height, and reduced parking requirements
2. EDC-overseas a City-conducted Fiscal Impact Assessment (FIA) conducted for any project above \$10 million in investment.
3. Prioritize NDs as locations for high-amenity transit station
4. Build centralized structured parking to service each ND.



Nodes & Destinations



Downtown



Downtown

An aerial photograph of a city downtown area, overlaid with a semi-transparent green polygon. The polygon covers a large portion of the city's grid, extending from the top left towards the bottom right. The city features a dense network of streets and buildings, with a river or waterway visible on the right side. The green overlay is a solid, medium-green color.

Downtown Plan Implementation:

1. A
2. B
3. C

The Market District



1000 ft

The Market District

An aerial photograph of an urban area, likely a city center, with a green-shaded polygon highlighting a specific district. The polygon is roughly diamond-shaped and covers a central area with several large buildings and streets. The surrounding area is densely packed with smaller buildings and streets. The overall image has a dark green tint.

1. A
2. Surrounding redevelopment
3. Work with partners on “Wrap around” business support services

Hildale



Hildale



Northside Town Center



Northside Town Center

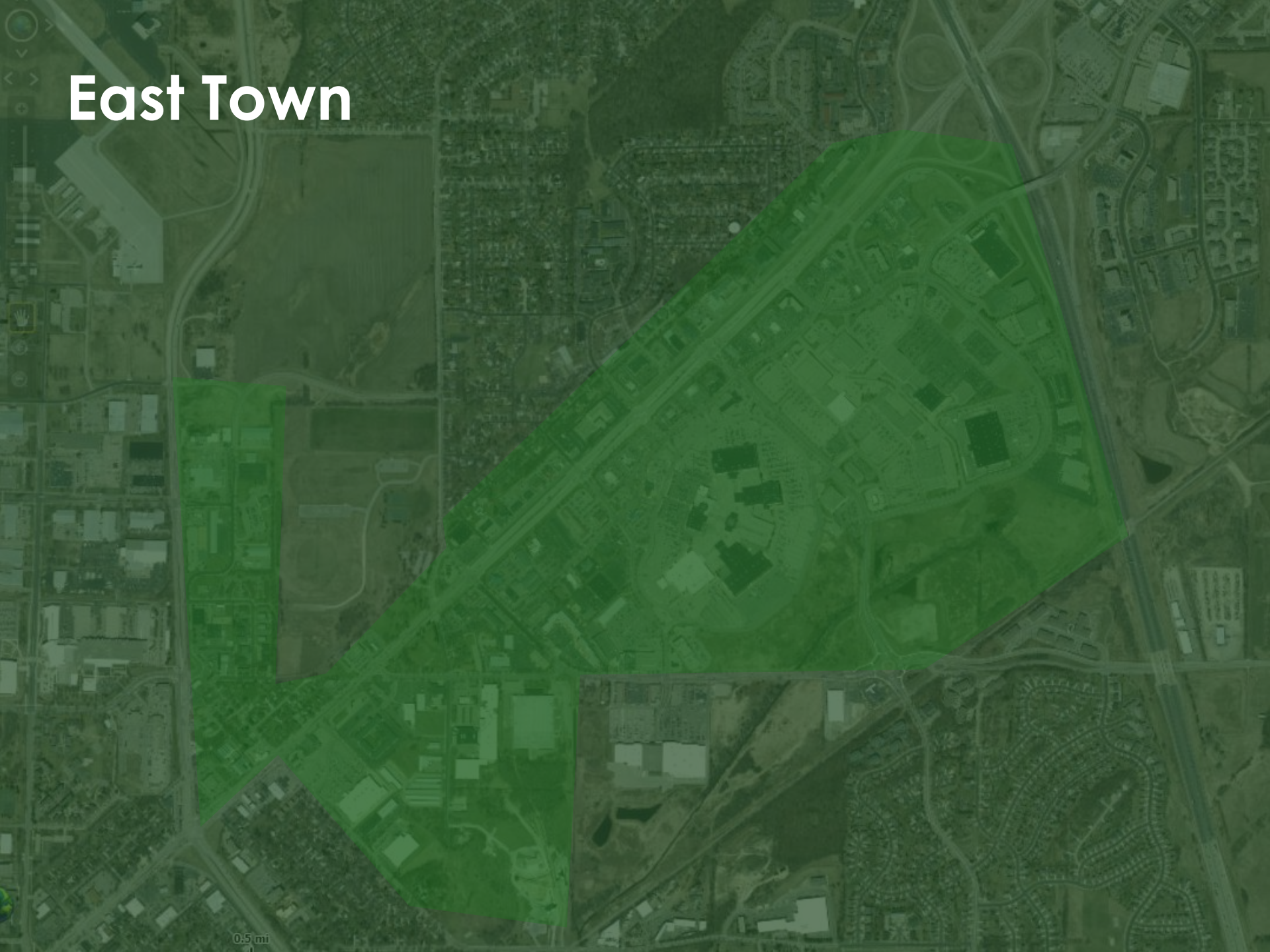


East Town



0.5 mi

East Town



0.5 mi

Southeast Gateway

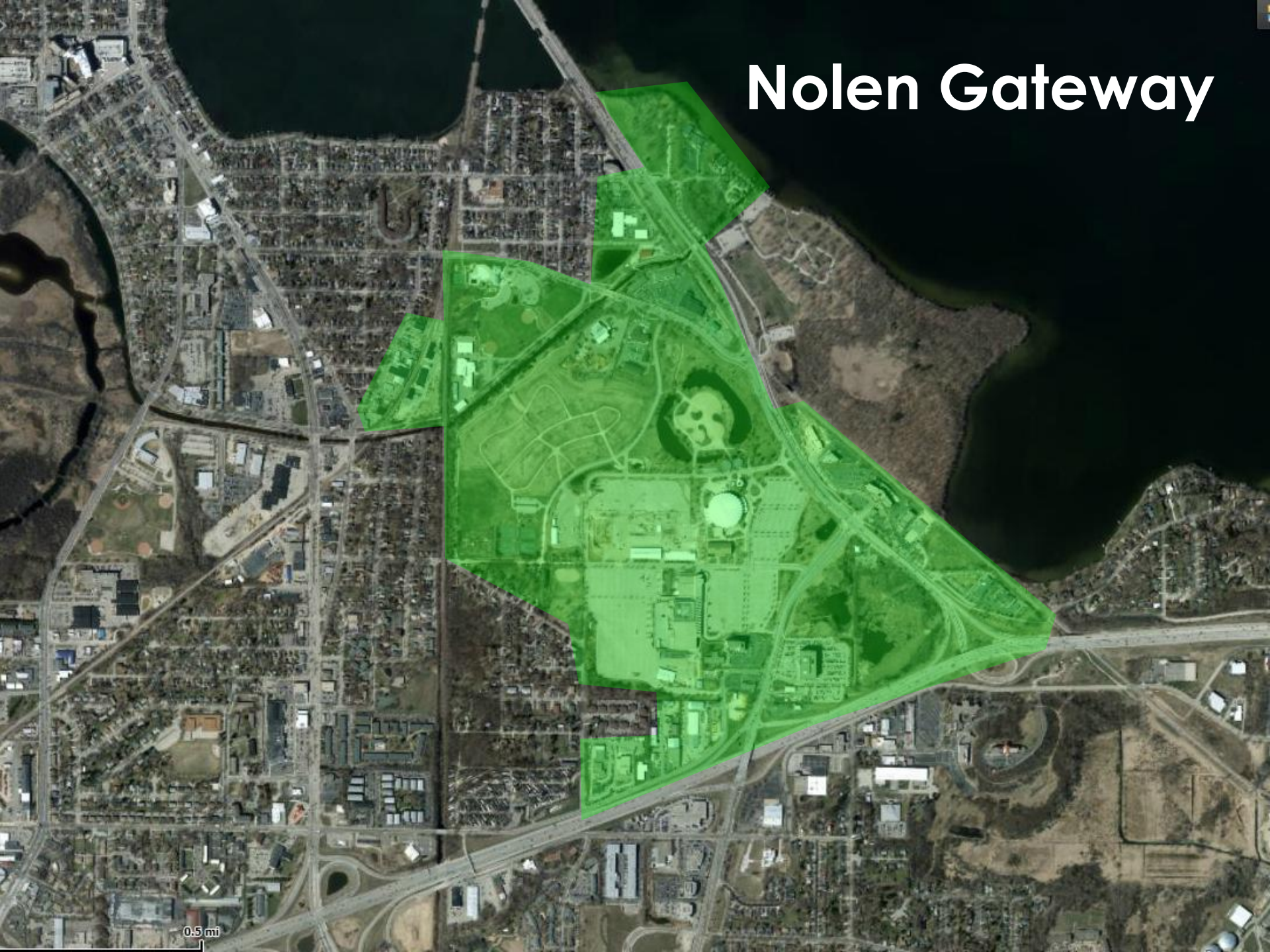


1000 ft

Southeast Gateway



Nolen Gateway



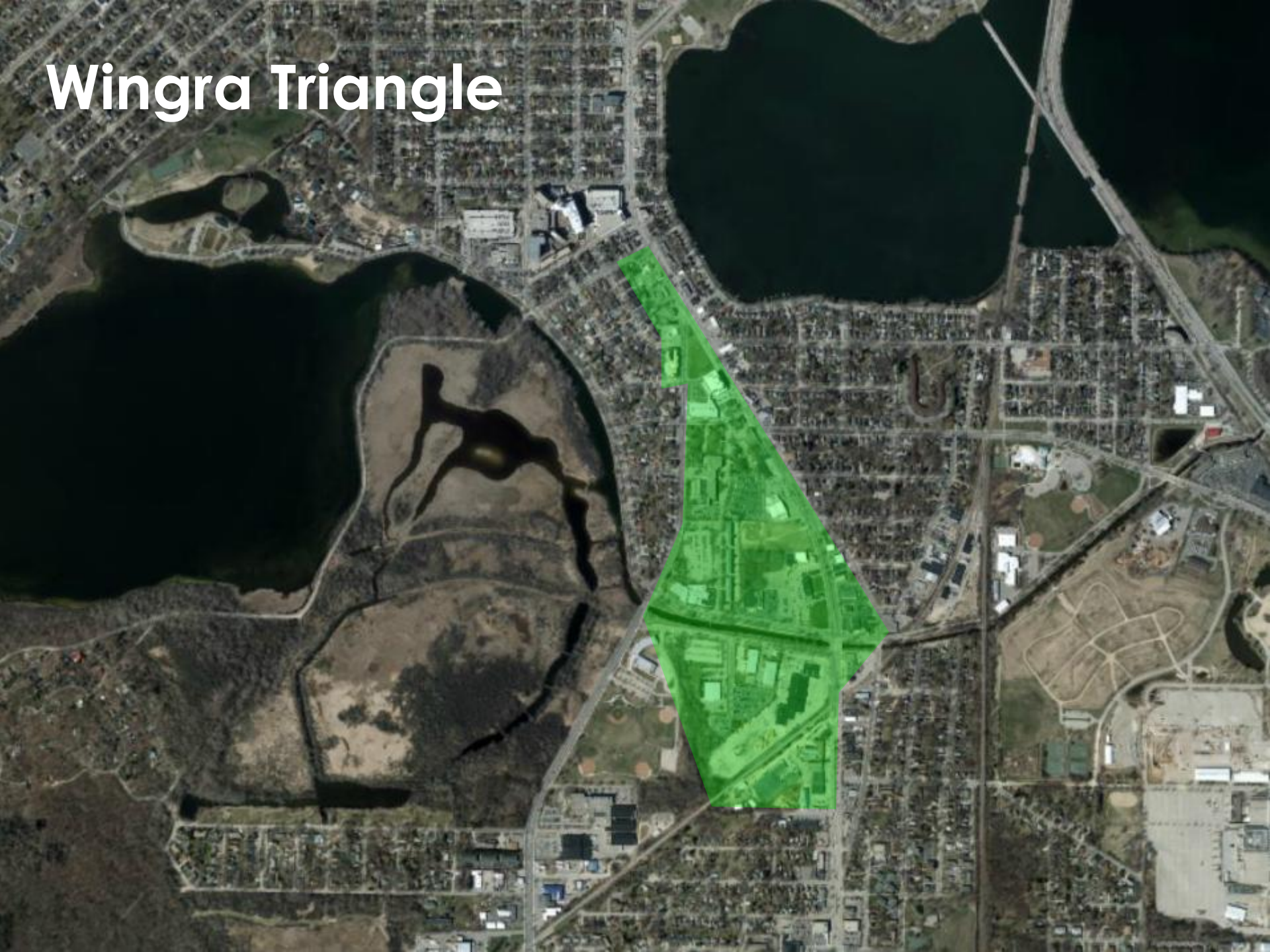
0.5 mi

Nolen Gateway

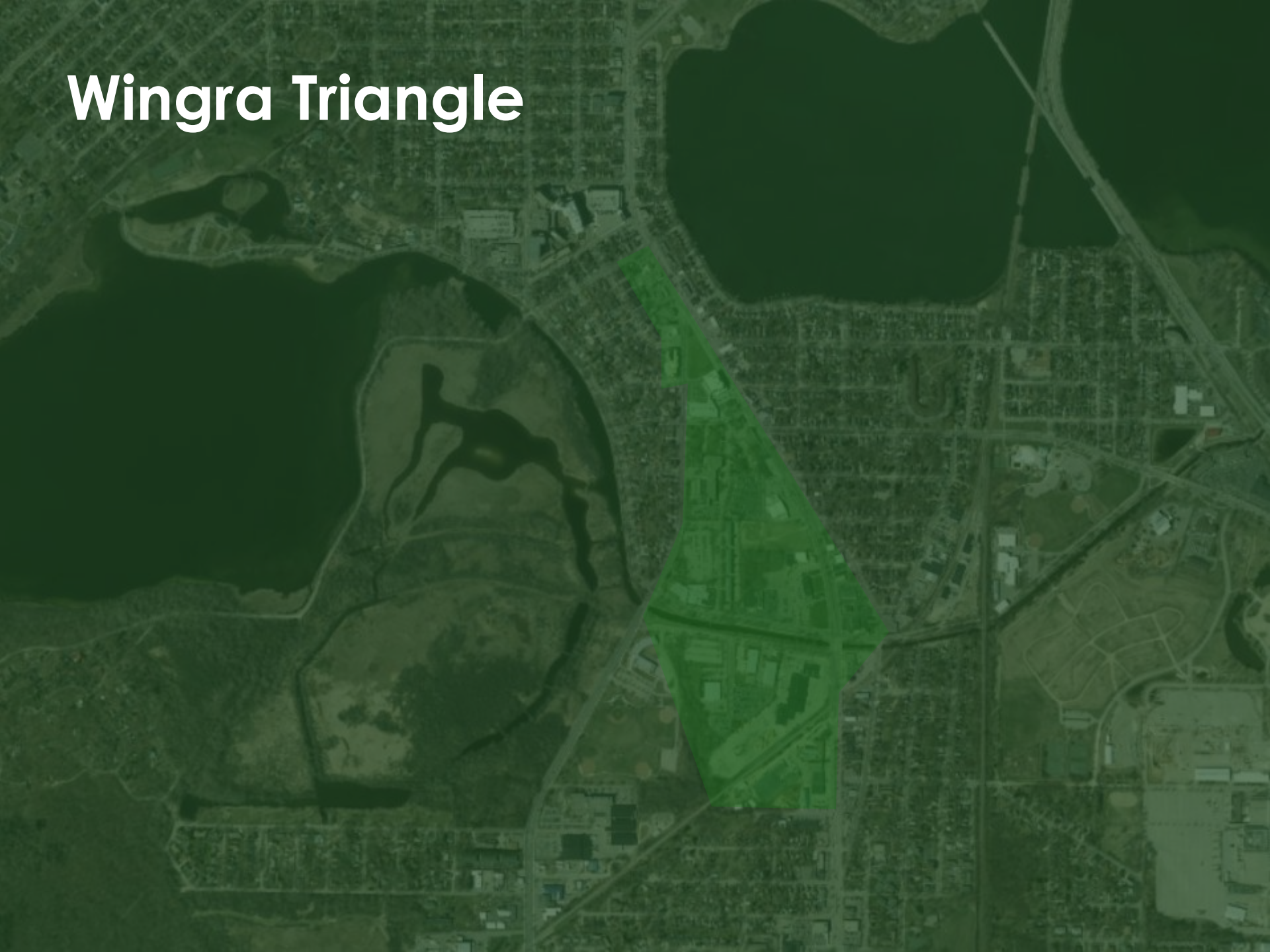


0.5 mi

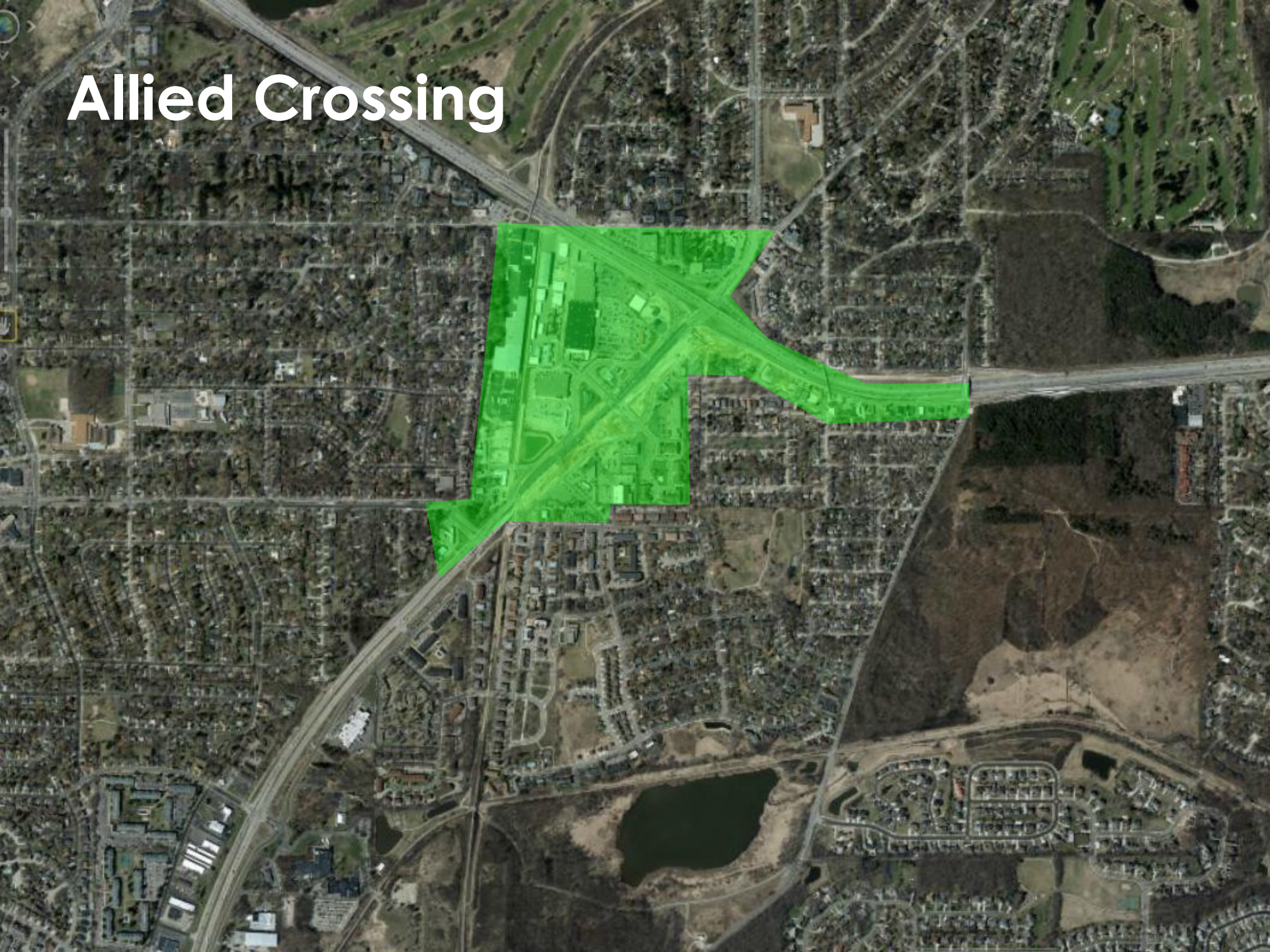
Wingra Triangle



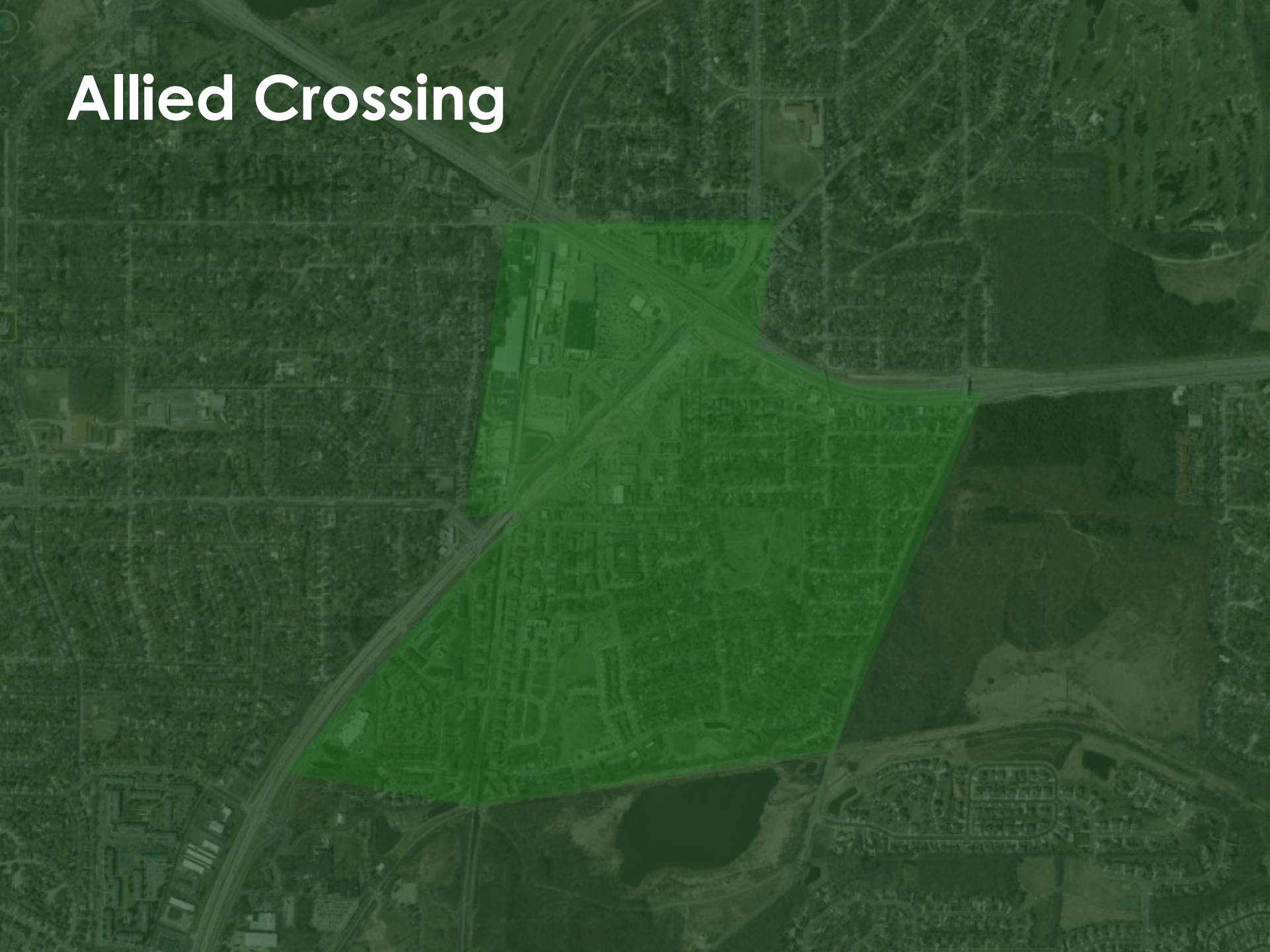
Wingra Triangle



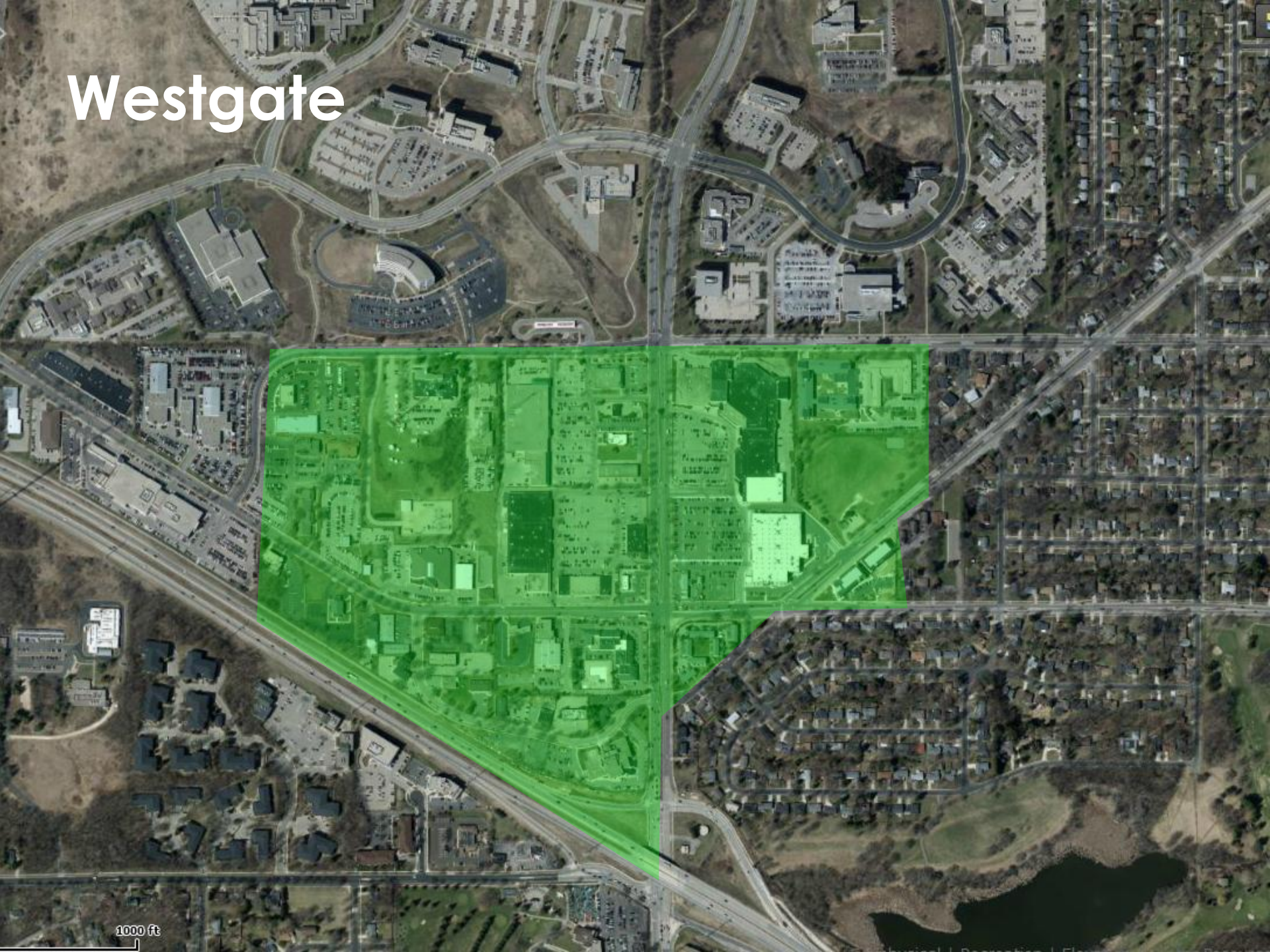
Allied Crossing



Allied Crossing

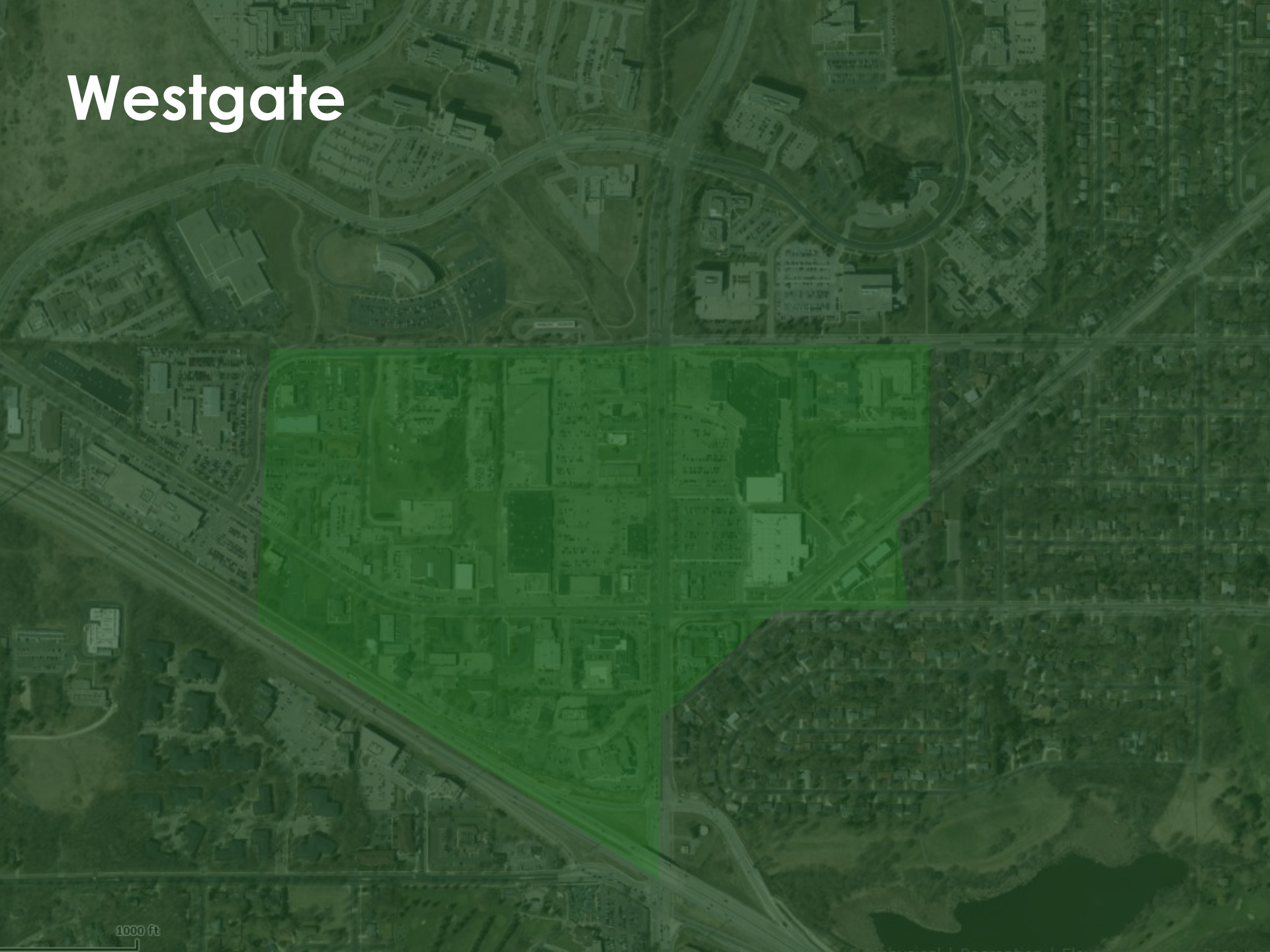


Westgate



1000 ft

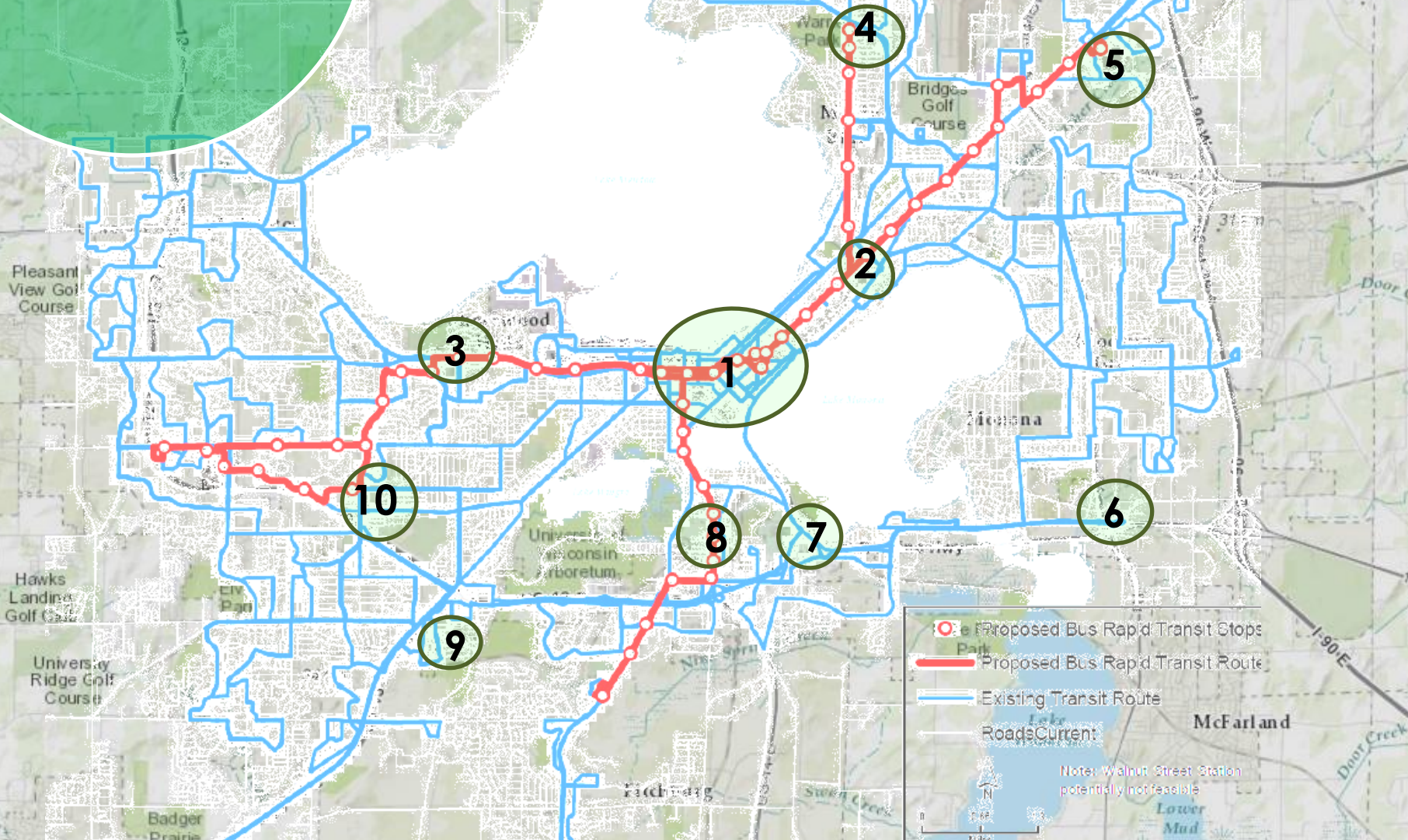
Westgate



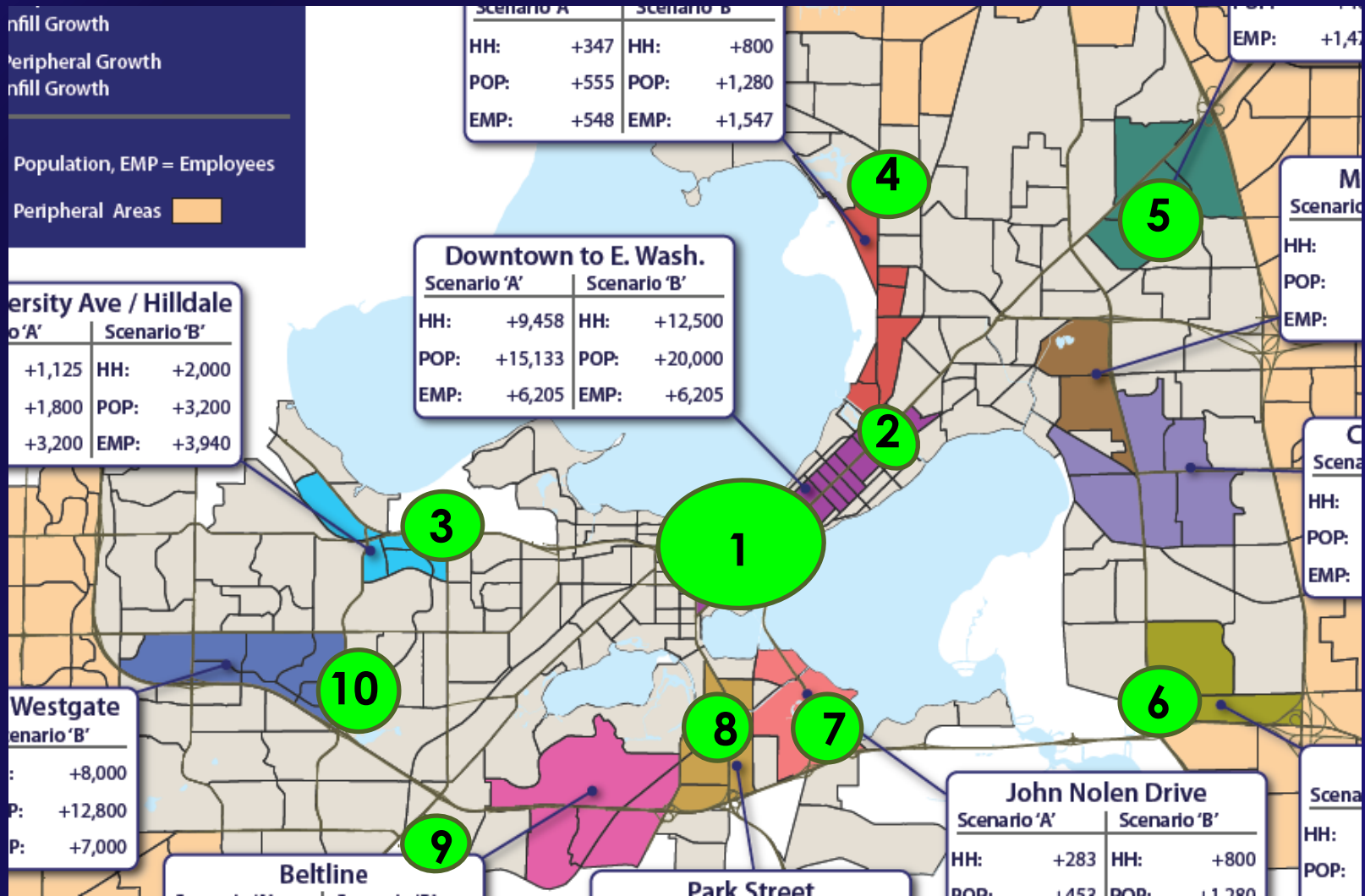
1000 ft

BRT Plan Overlay

Nodes & Destinations

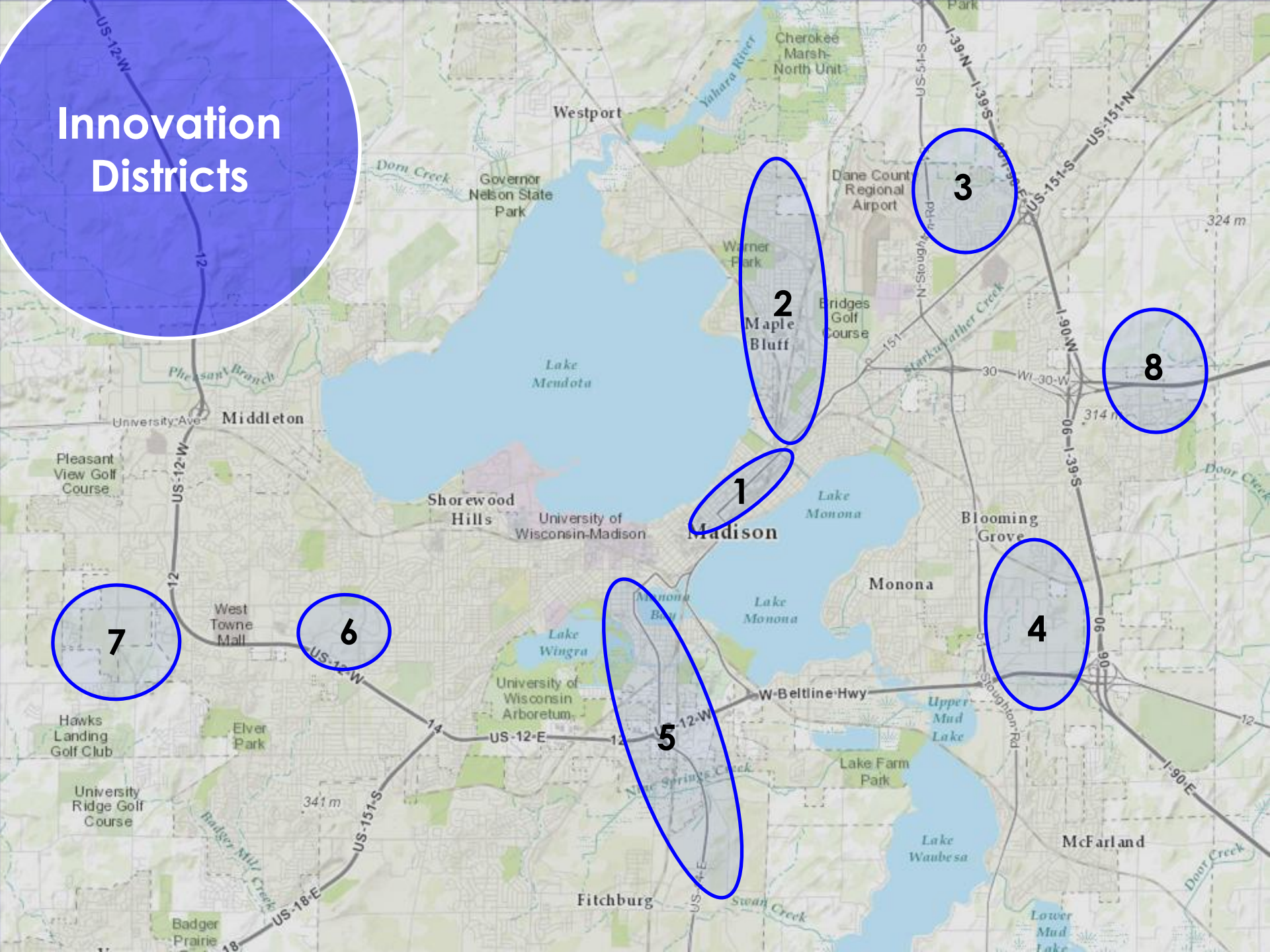


TMP Land Use Plan Overlay

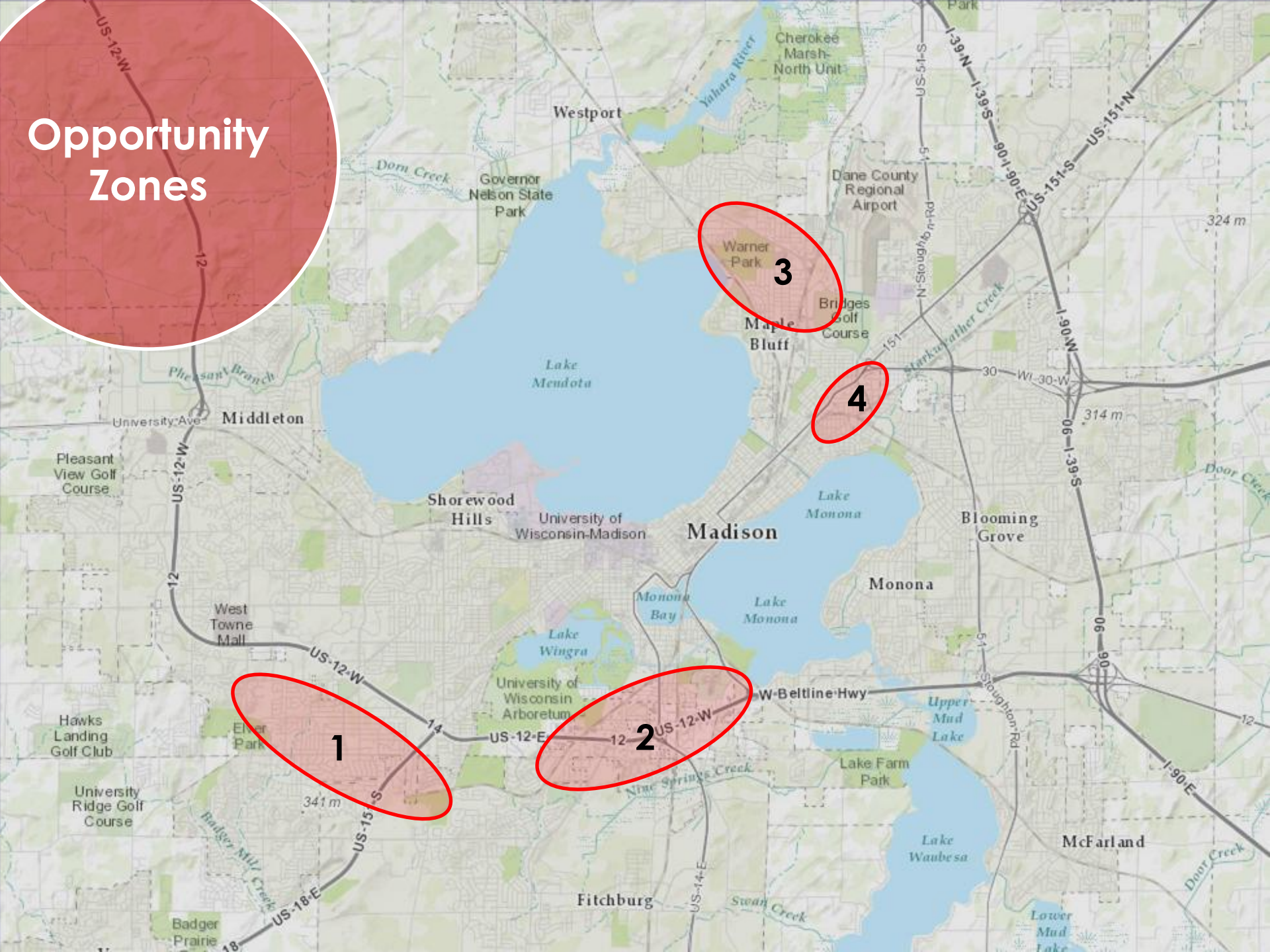




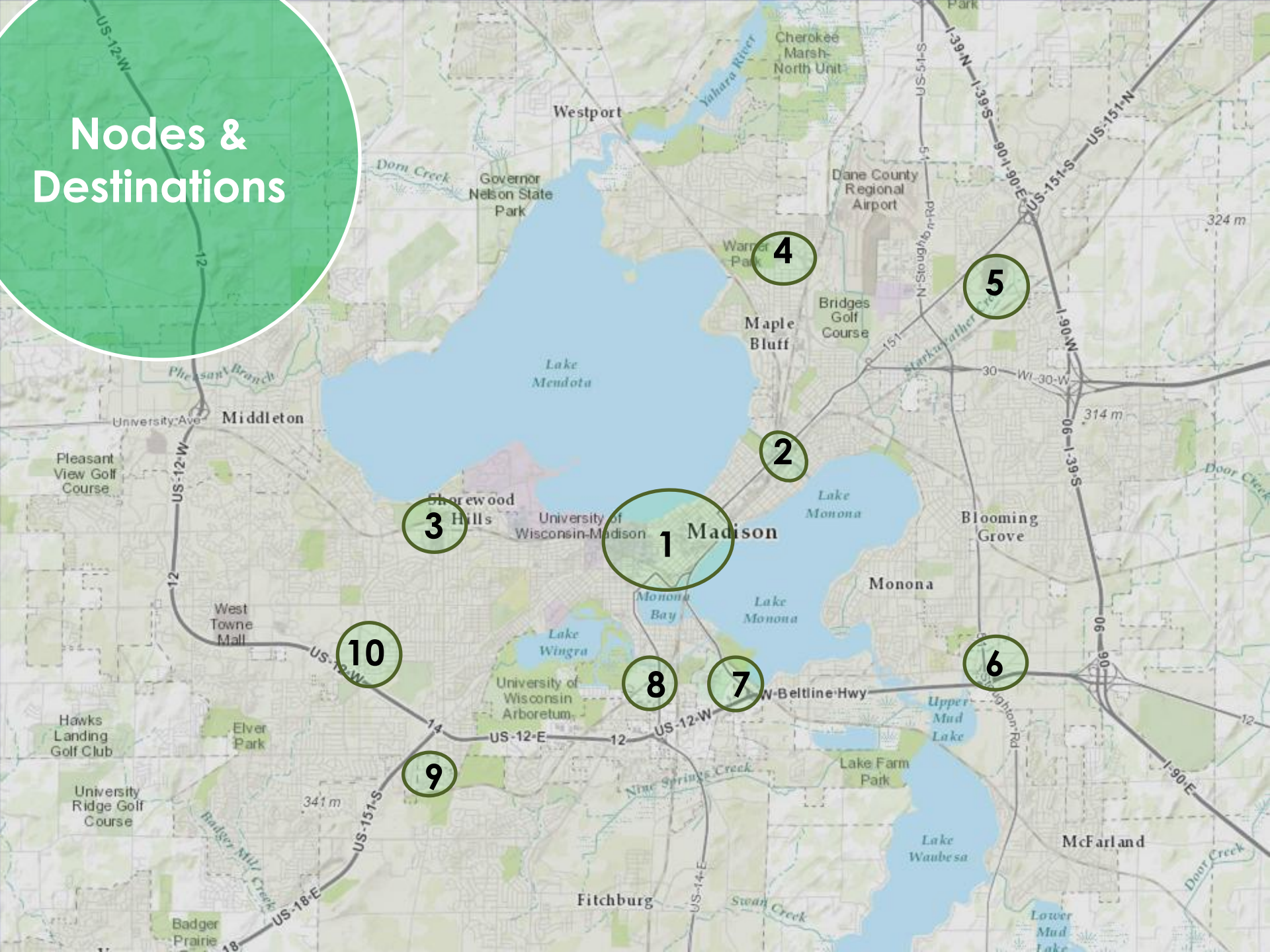
Innovation Districts

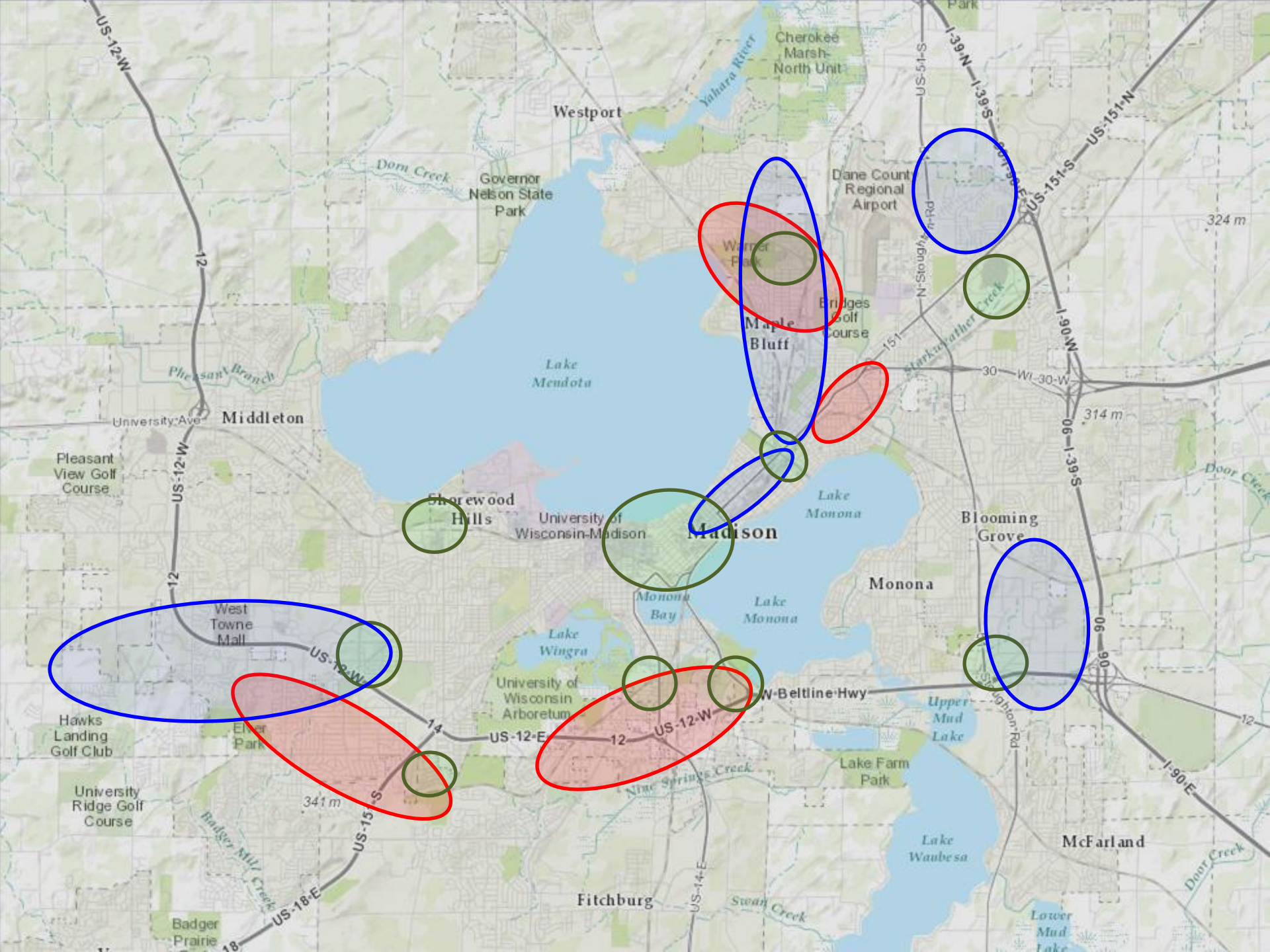


Opportunity Zones



Nodes & Destinations





Westport

Governor Nelson State Park

Cherokee Marsh-North Unit

Dane County Regional Airport

Middleton

Lake Mendota

Madison

University of Wisconsin-Madison

Lake Monona

Blooming Grove

Monona

Lake Kegonsa

W-Beltline Hwy

University of Wisconsin Arboretum

Upper Mud Lake

Hawks Landing Golf Club

Lake Farm Park

University Ridge Golf Course

Lake Waubesa

McFarland

Fitchburg

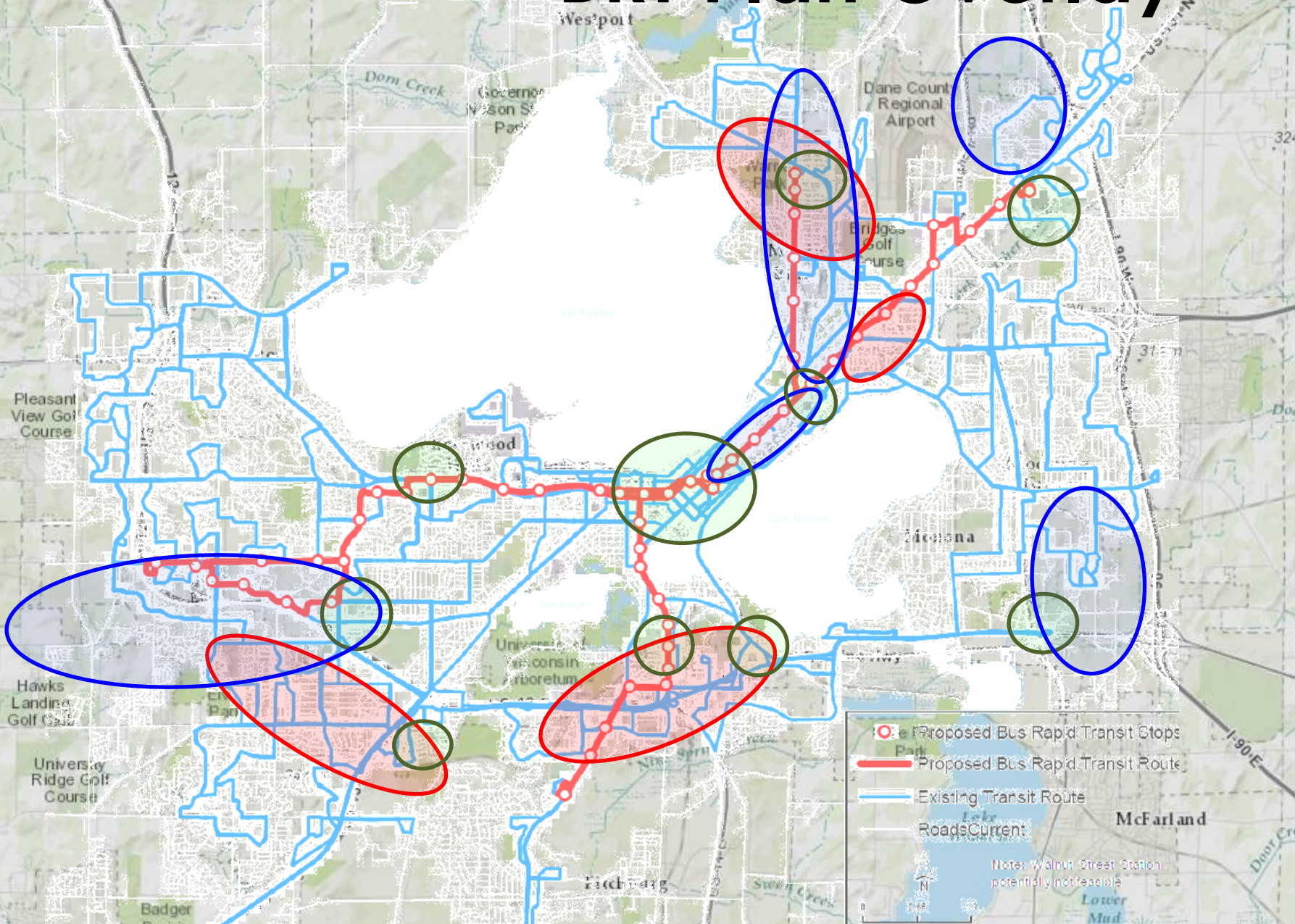
Swan Creek

Lower Mud Lake

Badger Prairie

Door Creek

BRT Plan Overlay



- Proposed Bus Rapid Transit Stops
- Proposed Bus Rapid Transit Route
- Existing Transit Route
- Roads Current

Note: Walnut Street Station potentially not feasible



TMP Land Use Plan Overlay

Infill Growth
 Peripheral Growth
 Infill Growth

Population, EMP = Employees

Peripheral Areas

| University Ave / Hilldale | |
|---------------------------|--------------|
| Scenario 'A' | Scenario 'B' |
| +1,125 | HH: +2,000 |
| +1,800 | POP: +3,200 |
| +3,200 | EMP: +3,940 |

| Westport | |
|------------|-------------|
| Scenario A | Scenario B |
| HH: +347 | HH: +800 |
| POP: +555 | POP: +1,280 |
| EMP: +548 | EMP: +1,547 |

| Downtown to E. Wash. | |
|----------------------|--------------|
| Scenario 'A' | Scenario 'B' |
| HH: +9,458 | HH: +12,500 |
| POP: +15,133 | POP: +20,000 |
| EMP: +6,205 | EMP: +6,205 |

EMP: +1,47

M
 Scenario
 HH:
 POP:
 EMP:

C
 Scena
 HH:
 POP:
 EMP:

Westgate
 Scenario 'B'

Hawk:
 Landir
 Golf CP: +12,800
 P: +7,000

| John Nolen Drive | |
|------------------|--------------|
| Scenario 'A' | Scenario 'B' |
| HH: +283 | HH: +800 |
| POP: +452 | POP: +1,280 |

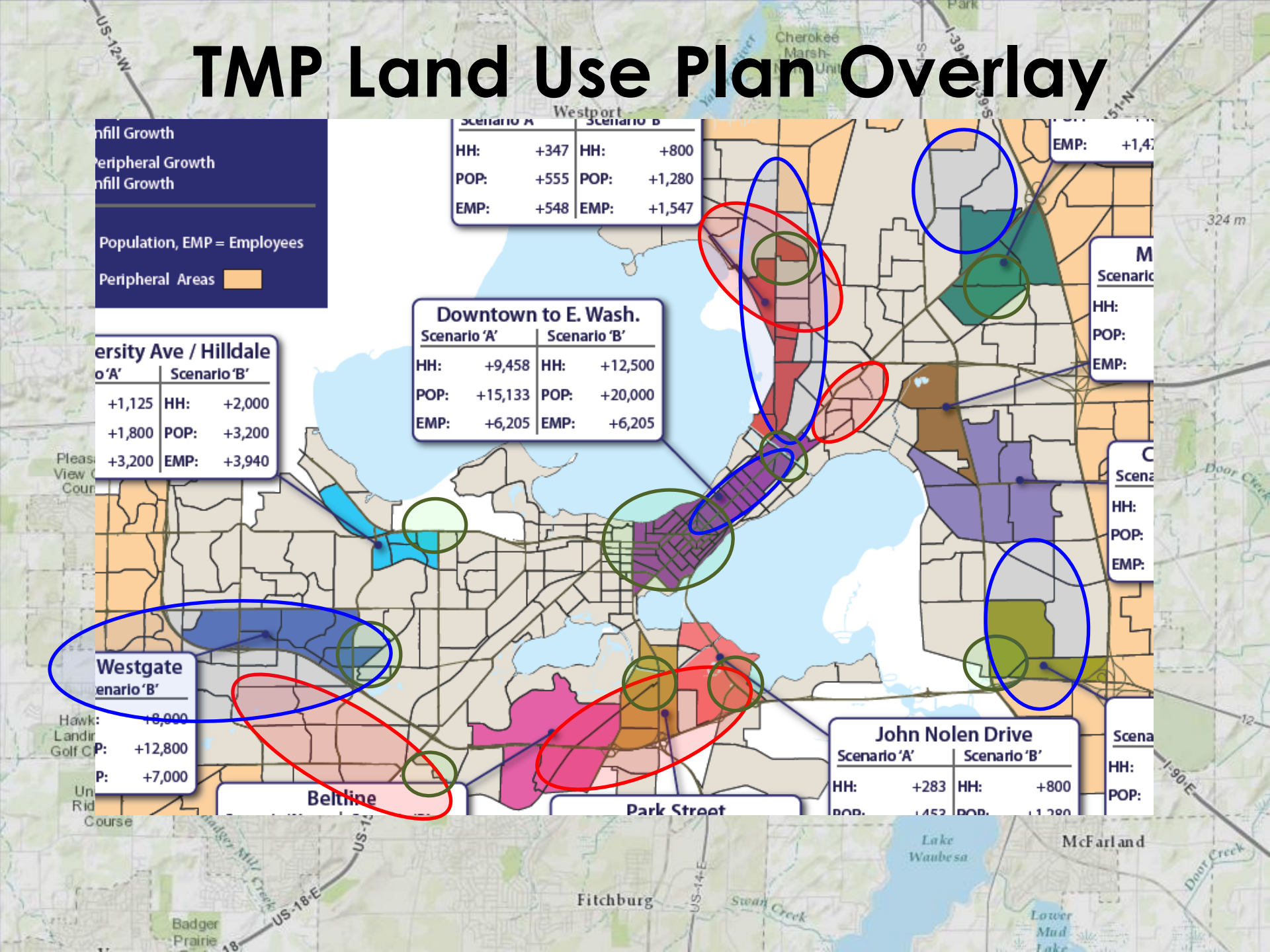
Scena
 HH:
 POP:

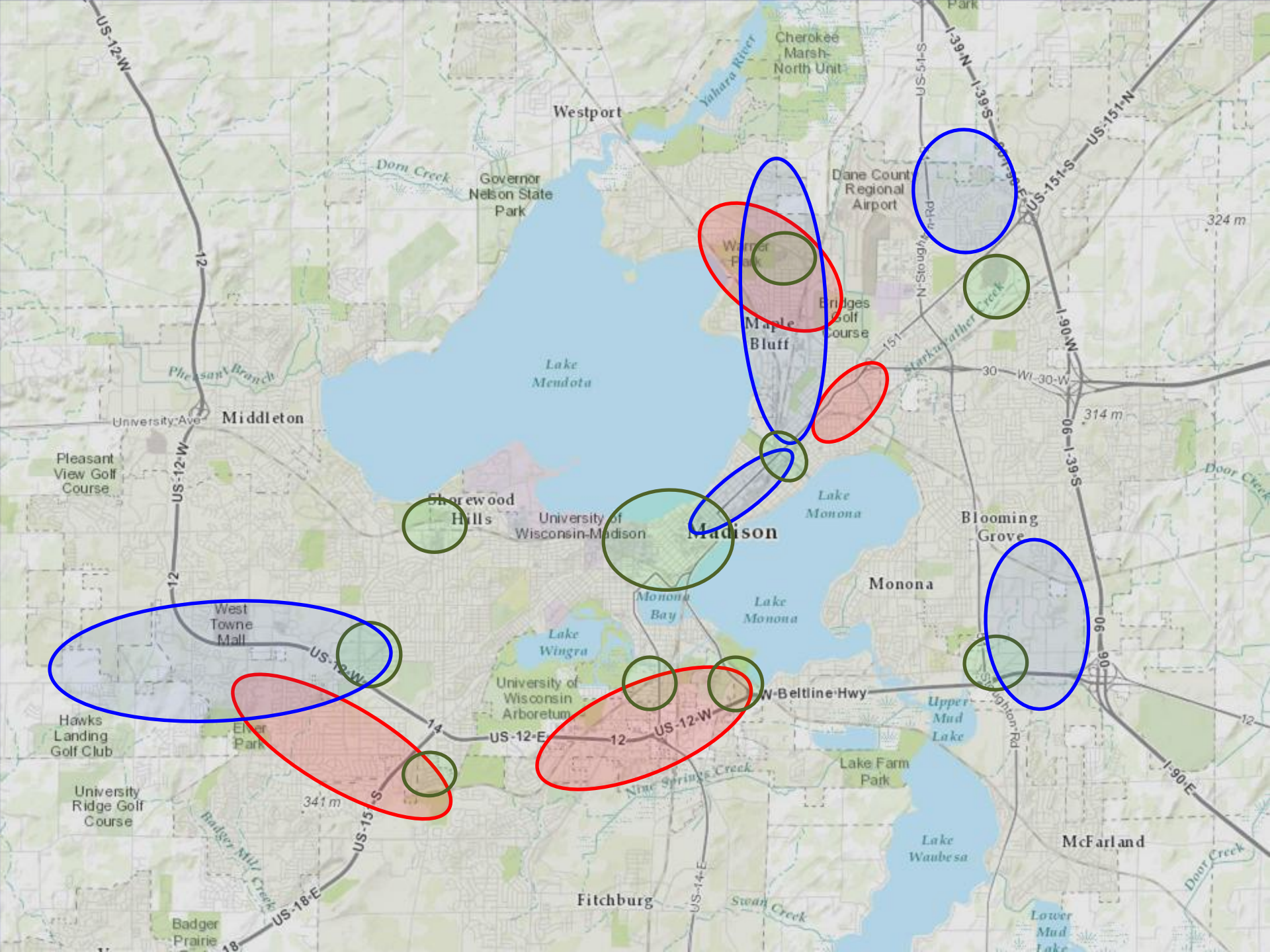
Beltline

Park Street

Fitchburg

McFarland





MADISON ECONOMIC STRATEGY



MADISON ECONOMIC STRATEGY

