



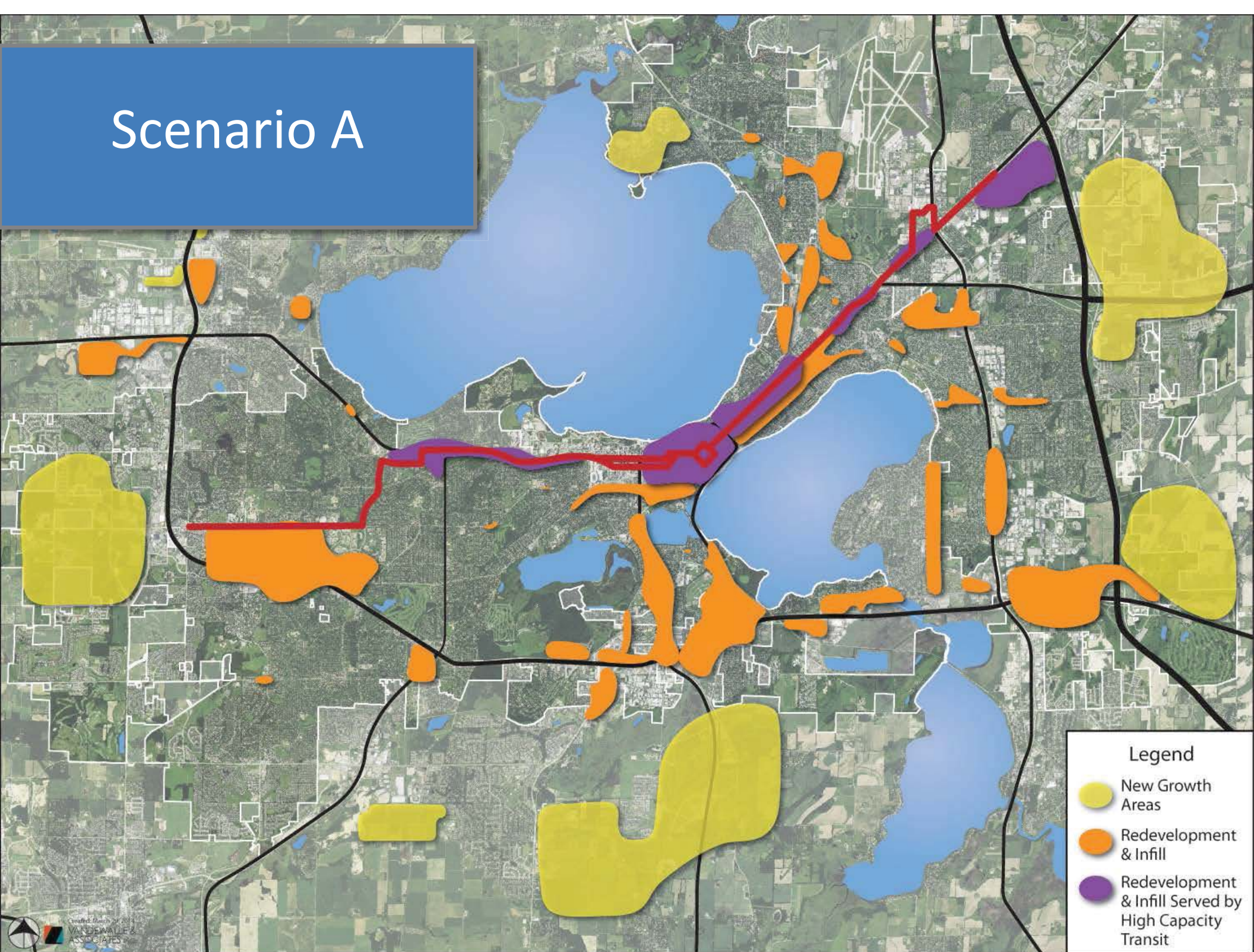
Vision Scenarios - City Evolution

	A Current Quality Development Practices and Planned Growth Patterns <i>(What we are doing today)</i>	B Maximize Redevelopment Sites and Commitment to Premium Transit <i>(What we say we want in the future)</i>
New Growth	<ul style="list-style-type: none"> Focus on mixed-use edge development and compact development in the central city. Key sites redeveloped to auto-oriented intensities. 	<ul style="list-style-type: none"> Compact development focused in Central City, redeveloping high-capacity transit corridors, retrofitted single-use retail and employment areas, and maximizing under-utilized lands in key corridors
Transportation	<ul style="list-style-type: none"> Strong local bus service and one high-capacity transit route 	<ul style="list-style-type: none"> Potential multiple premium transit corridors and Central City circulator Transit oriented urban edge neighborhood growth Fewer vehicle miles traveled per capita Better transit service, more frequent transit Higher rate of transit ridership Less roadway investment
General Impacts	<ul style="list-style-type: none"> Shrinking share of regional growth and tax base over time. Driving to central city increasingly inconvenient. Some community-wide institutions move away from the central city Non-premium transit urban redev corridors developed auto oriented – negatively impacting overall community health & accessibility 	<ul style="list-style-type: none"> Maximize share of growth and tax base Higher transit ridership and greater access. Social/cultural institutions remain centrally located Maintain convenient access to central city
Key Actions	<ul style="list-style-type: none"> Continue current practices and plan implementation 	<ul style="list-style-type: none"> Commit to premium transit plans Create Strategic Growth Areas with proactive implementation Greater investment in transit & reallocate parking subsidy Change parking requirements, policy, and funding strategies Reserve key transit sites

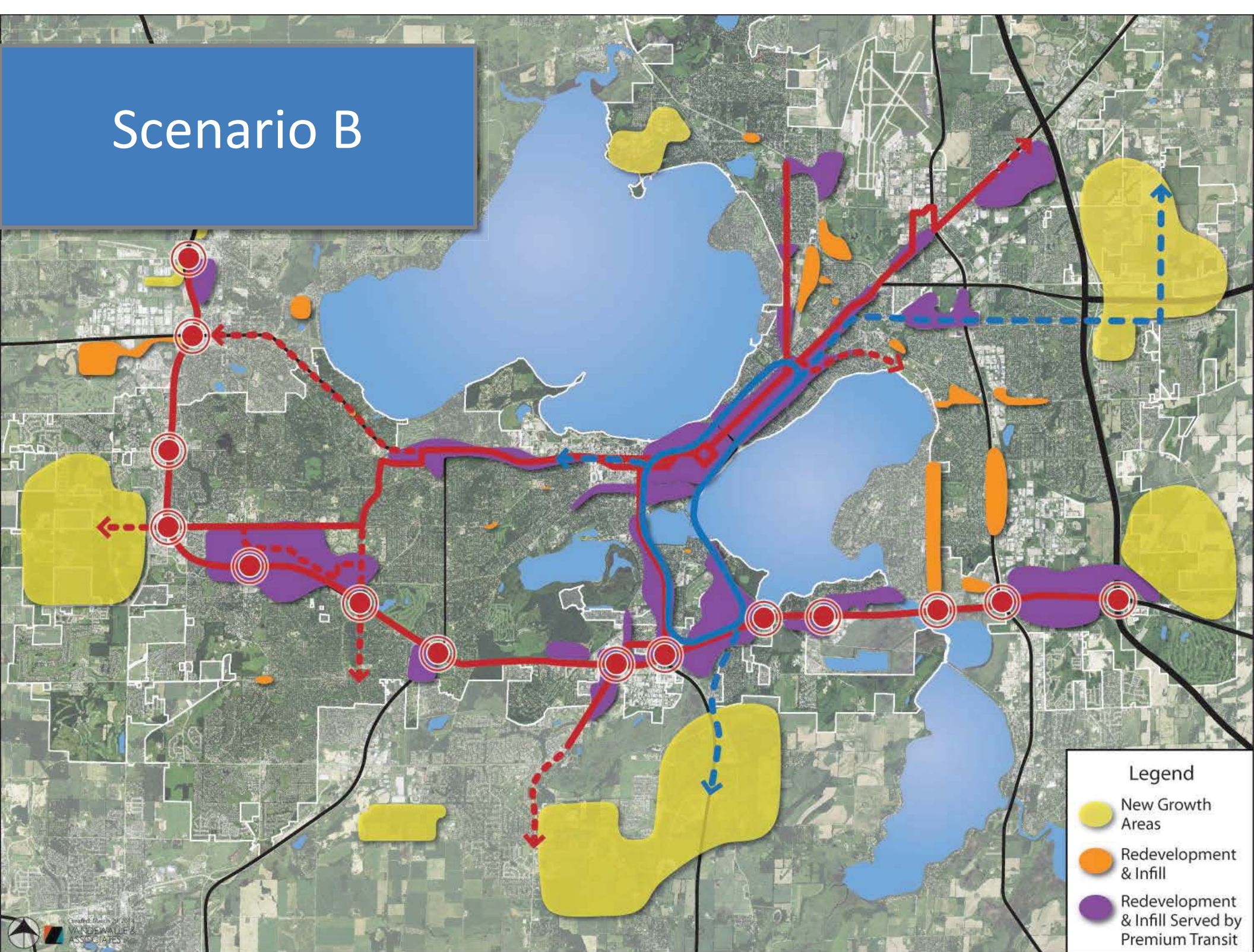
Communication of Land Use Scenarios

			Scenario A	Scenario B	
					M A P S
Redevelopment Typologies	Specific Location	Before (Photo)	Ground Level Sketch	Ground Level Sketch	
Central City	John Nolen Drive				S K E T C H E S
Corridors	Beltline Milwaukee Street				
Large Single Use Areas	West Towne Mall				
New Growth Areas	Sprecher Road	x	x	x	

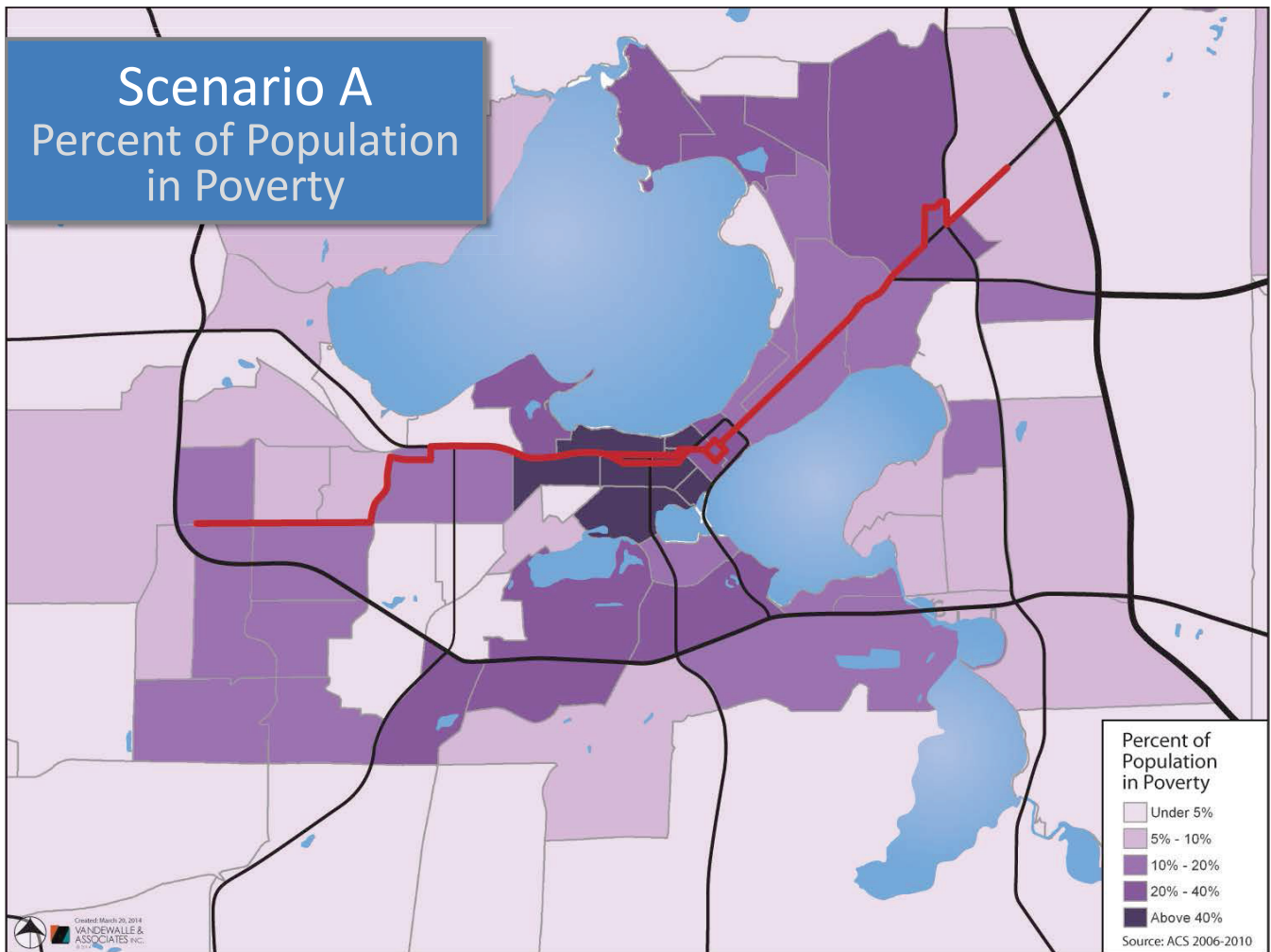
Scenario A



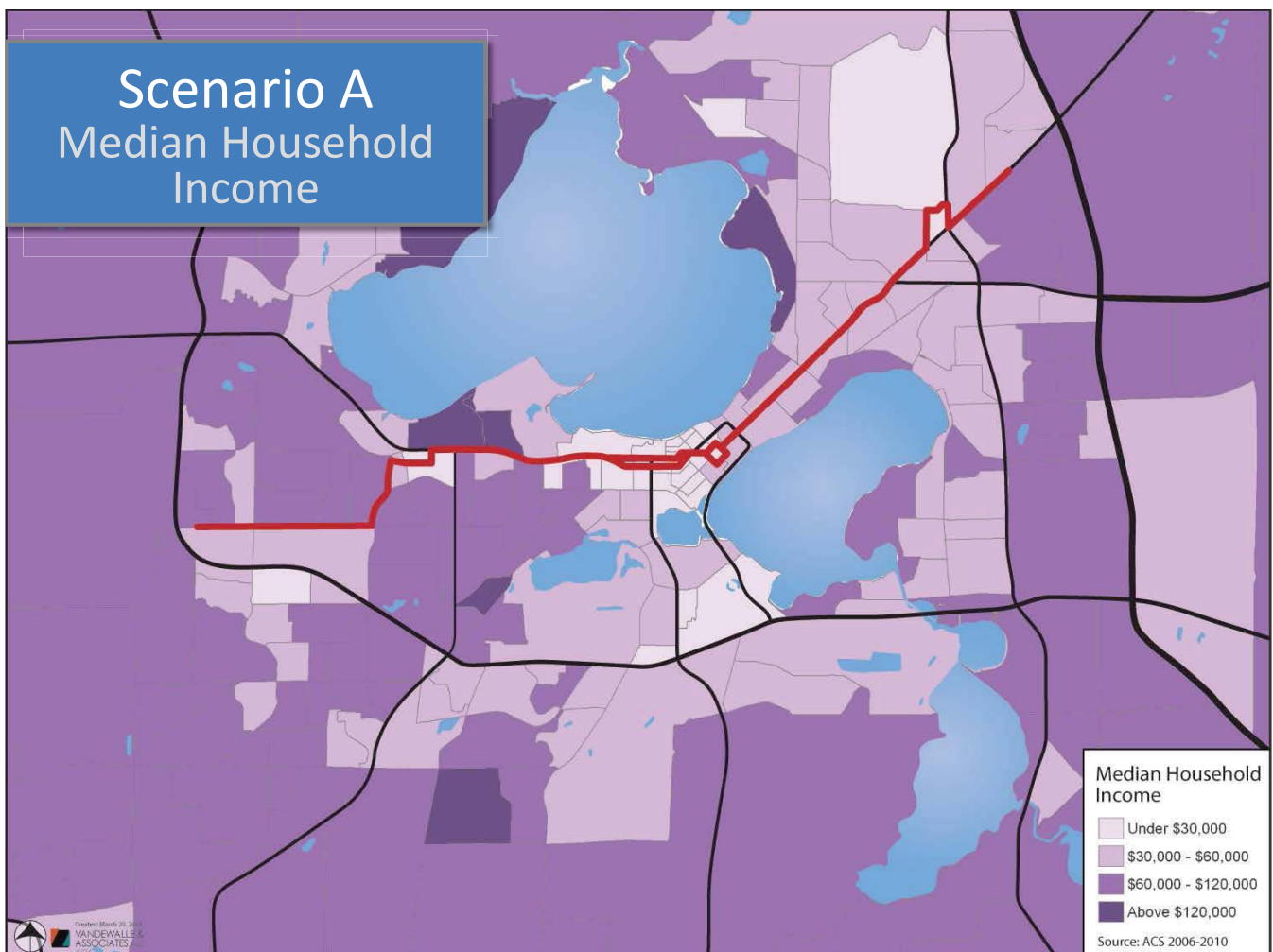
Scenario B



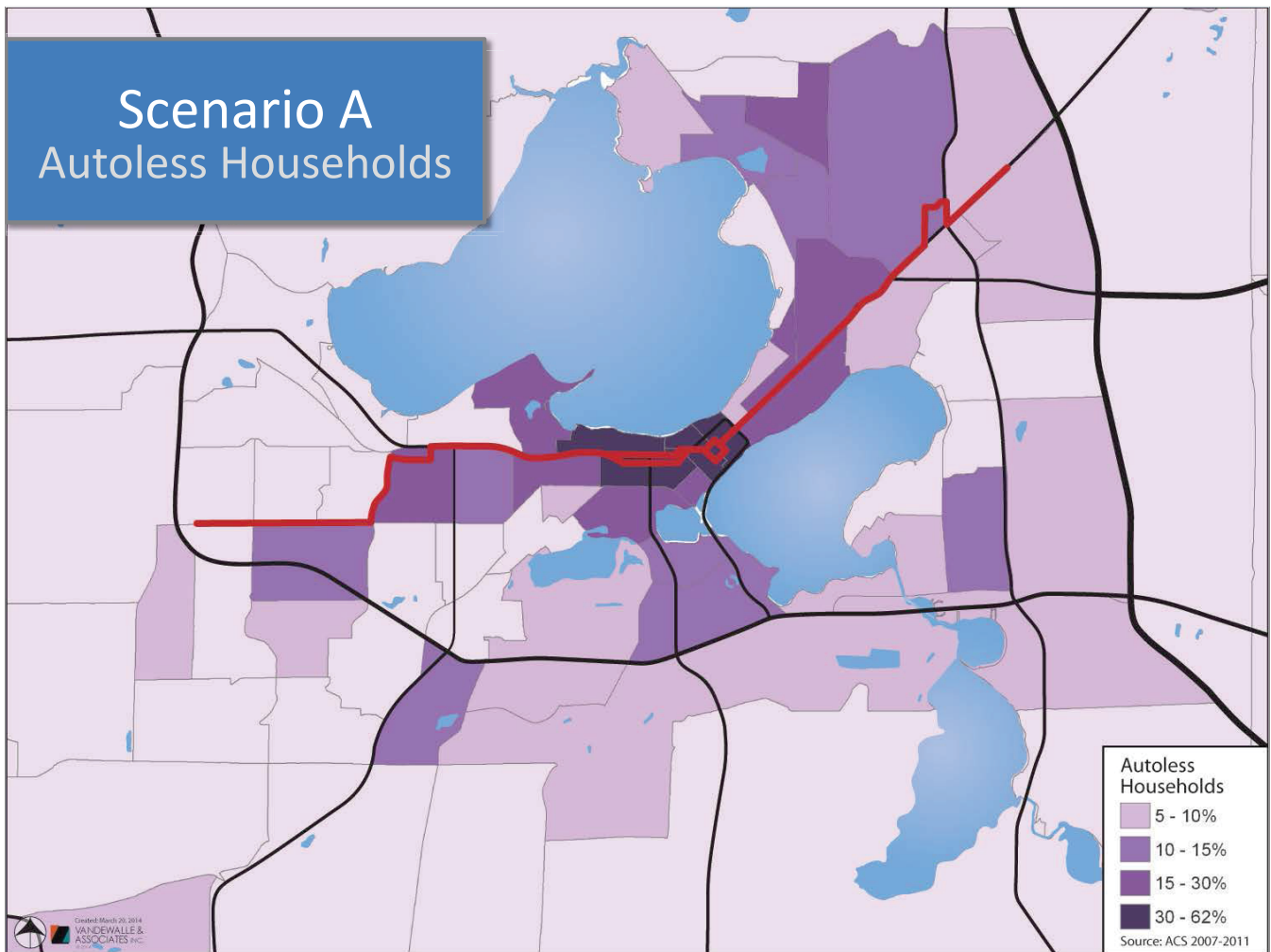
Scenario A Percent of Population in Poverty



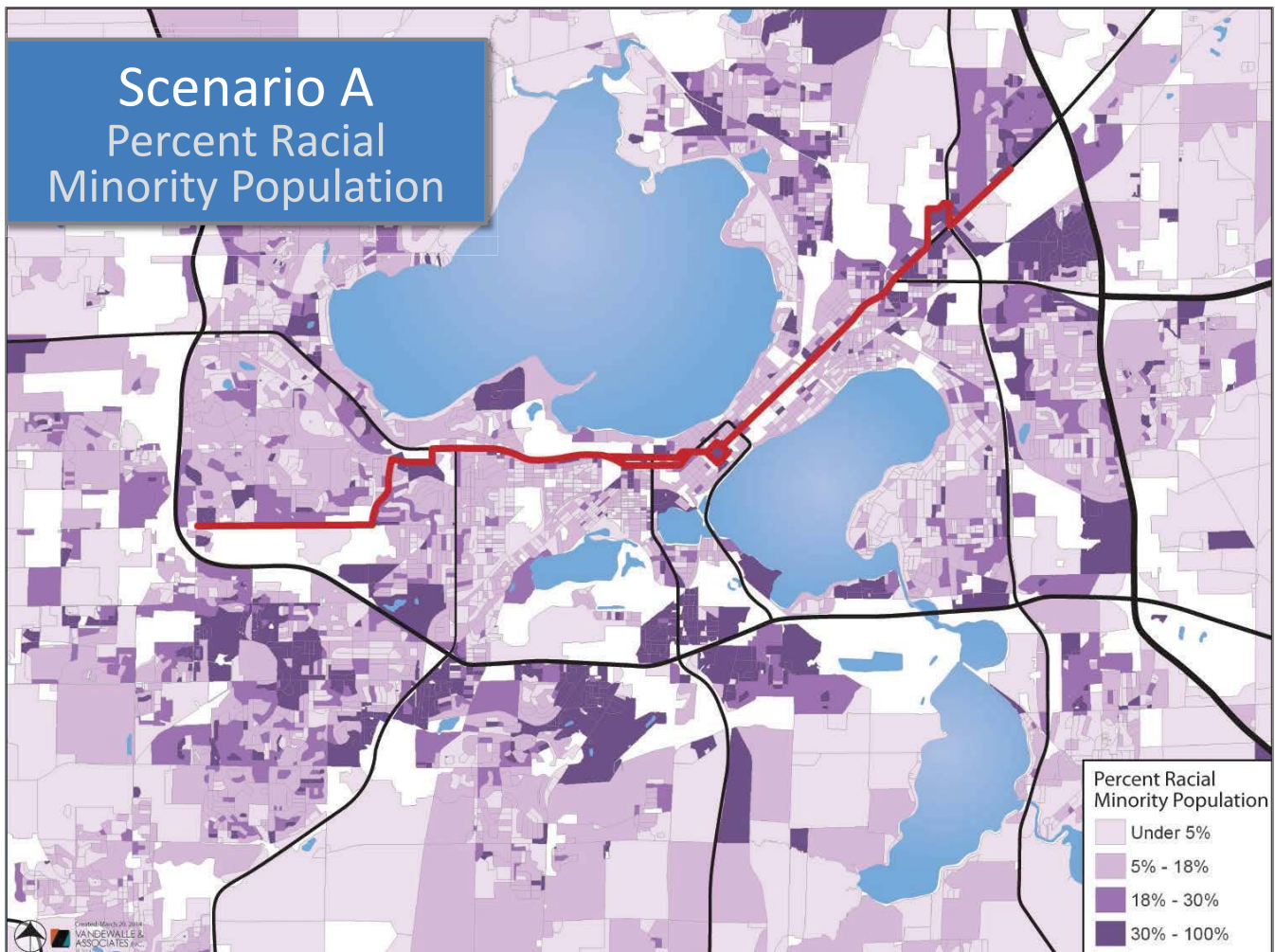
Scenario A Median Household Income



Scenario A Autoless Households



Scenario A Percent Racial Minority Population



Scenario A Assisted Housing

Assisted Housing City of Madison

- ★ Public Hsg. CDA Project (14 records, 759 units)
- ★ Public Hsg. CDA Scattered Site (37 records, 114 units)
- S8 voucher, Madison (1,622 records, 1,622 units)
- S8 voucher, DCHA (38 records, 38 units)
- ▲ S8 project (Madison: 47 records, 2,079 units)
- ⊕ Tax Credit (Madison: 108 records, 2,101 units)
- City of Madison
- Other Jurisdictions
- 2010 Census Tracts

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VANDEWALLE & ASSOCIATES INC.
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SUSTAINABLE MADISON TRANSPORTATION MASTER PLAN

VISION EVENT 2

DRAFT OUTLINE

March 20, 2014

Location: Madison Senior Center, 330 West Mifflin Street

Date: April 24, 2014, 5:30-7:00 or 6:00-7:30 PM (to be determined)

Purpose: Engage the public and collect their insights about the 2050 growth scenarios. Public input will be used to refine scenarios prior to the development and modeling of specific transportation alternatives.

Brief Presentation of the following:

1. Assumptions – population growth, future land use patterns, limits to city expansion
2. Trends – population, employment, technology, demographic, retail
3. Areas of Change – most of the city's area will remain stable through 2050, but changes are planned for the central city, key corridors, large single-use sites, and new growth areas
4. Vision – statements relating to the city's place/personality, physical form, economic, transportation, social/cultural, and environmental visions
5. Big Opportunities – relating to areas of change and transit choices
6. Two Vision Scenarios – two possible futures based on a compilation of existing plans

Public Participation: We are seeking public input to help us answer the following key questions:

1. Are there other key assumptions that should be considered?
2. What other important forces, changes, or trends should be considered?
3. Is the vision compilation consistent with your vision for Madison? What's missing?
4. What other big opportunities exist?

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Shaping places, shaping change

5. Which scenario will likely provide the most positive benefits to your neighborhood or business?
6. Which scenario will likely provide the most positive benefits to the city as a whole?
7. What other impacts of Scenario A or B should be considered?

In the public participation portion, we will ask participants to write down their personal thoughts on the above questions. Next, participants will share their thoughts in small groups and identify shared ideas and points of consensus or disagreement. The small groups will report the main themes of their discussion to the group as a whole. We will record the information shared with the full group, and we will collect the individual written comments, so there will more than one way for individuals to have their ideas heard.

Key Messages:

- The Madison region is growing
- The city's future growth is limited to a handful of areas.
- The public has spoken. (vision compilation)
 - The land use vision for the city is well-established and broadly supported by the public.
- Time is of the essence to set our trajectory.
 - We acknowledge that the vision is advancing faster than we expected in several key locations.
- We see two scenarios: A and B