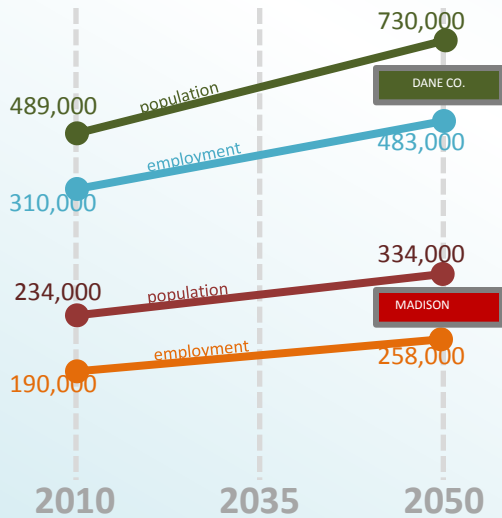


Madison Area Assumptions



- The Madison area is growing
 - Epic plans to add 800/year for next 4 - 5 years
 - Health care footprint is growing
 - Innovation ecosystem and tech critical mass positions us to accelerate as a tech hub
 - Youthful energy and workforce pipeline – 40,000/year
UW students live centrally + Madison College + Edgewood
- Madison's one of a kind form shapes our options
- Neighborhoods value stability above change
- Madison's Growth is limited to a handful of areas
- Surrounded by aggressive growth communities and prime ag land

Environmental Vision: A community that actively recognizes the fragile ecosystem we live in, driven by improving lake quality, protecting biodiversity, water supply, & air quality.

Vision Scenarios

Assumptions for Both Scenarios:

- Implement the Comprehensive Plan
- Commitment to great bus transit, bikeability, and walkability
- Achieve the goals of the Sustainable Madison Transportation Master Plan:
 - Expand Mobility Choices
 - Improve and Protect Safety and Health
 - Assure Equity for All System Users
 - Enhance Neighborhoods
 - Promote Beneficial Growth
 - Assure Environmental Sustainability
 - Maintain Fiscal Responsibility
 - Encourage Economic Development
 - Ensure Regional Coordination and Integration

Vision Scenarios

| | A <i>Current Quality Development Practices and Planned Growth Patterns</i> | B <i>Maximize Redevelopment Sites and Commitment to Premium Transit</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 city center, 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 limited high-capacity transit route | <ul style="list-style-type: none"> Potential multiple premium transit corridors and central city circulator Fewer vehicle miles traveled per capita Less congestion at city edges 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 | <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 high-capacity transit plans Create strategic growth areas with proactive implementation Greater investment in transit and reallocate parking subsidy |