



Imagine Madison

People Powered Planning

Common Council

March 21, 2017



#imaginemadison

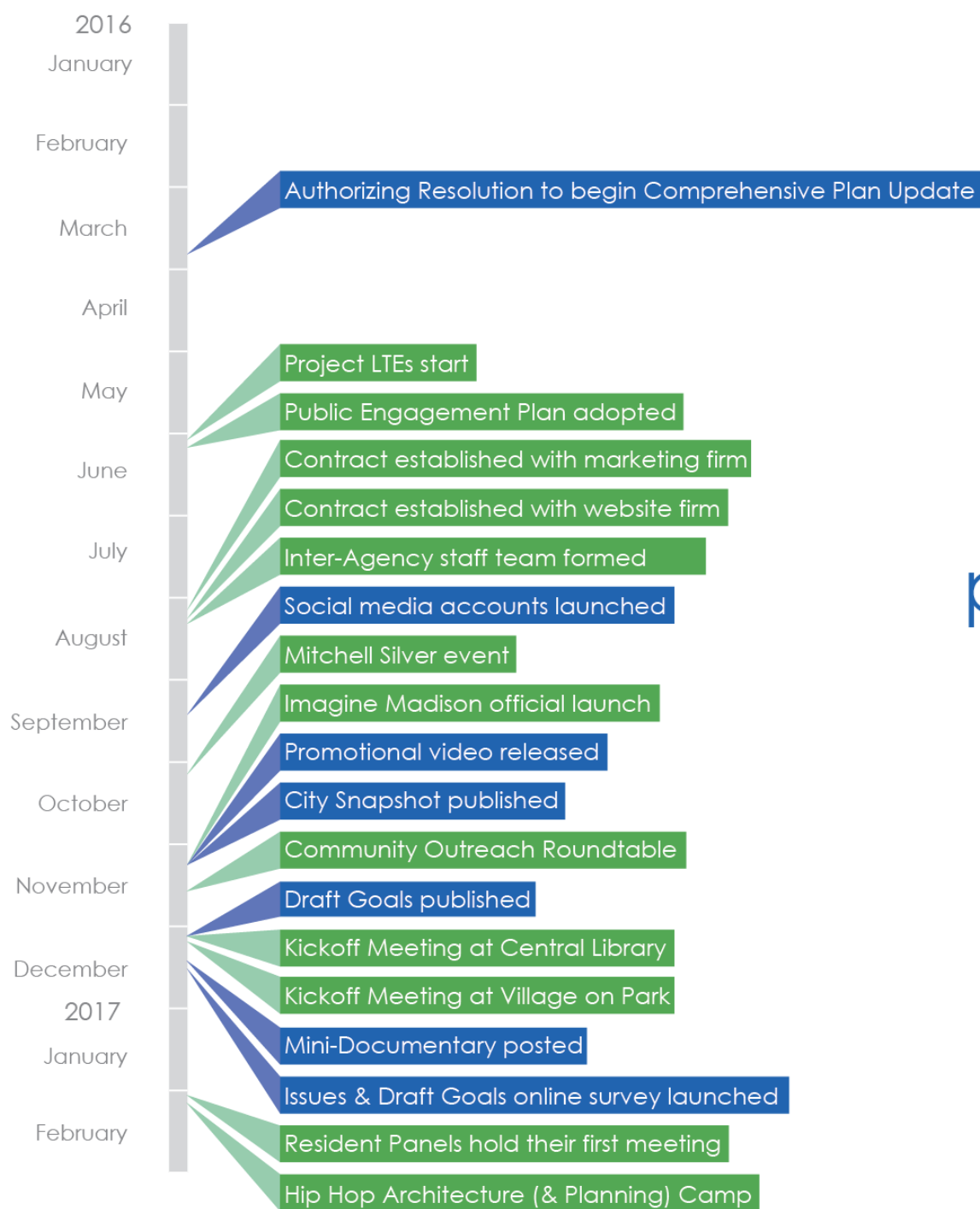


OUTLINE

Phase 1 Summary
Feedback on Draft Goals
Phase 2 Plan



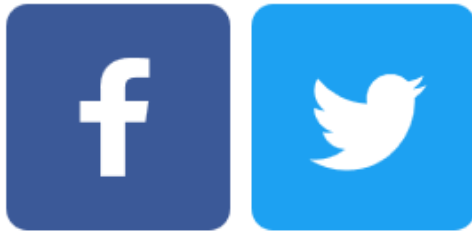
PHASE 1 SUMMARY



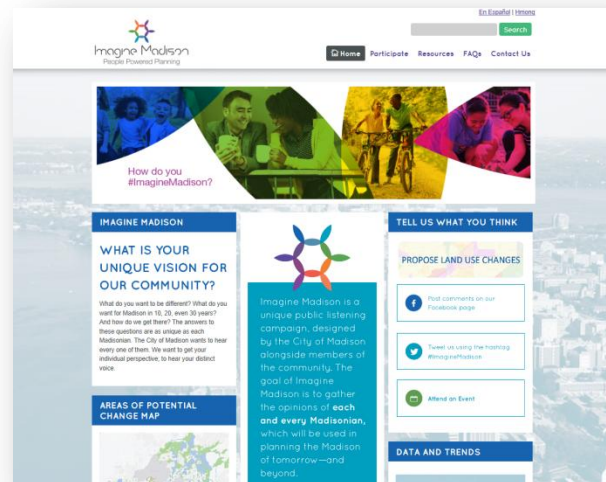
timeline of project activities

Public Engagement

Social Media



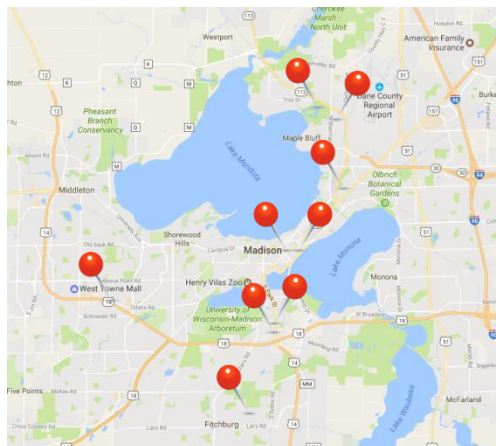
imaginemadisonwi.com



Community Meetings



Planning Pop-Ins



Promotional Video



Mini-Documentary



Youth Engagement



Bus Lines Poetry Contest

This year's theme is "Imagine Madison" – What is your unique vision for our community?

2017 BILINGUAL BUS LINES POETRY CONTEST

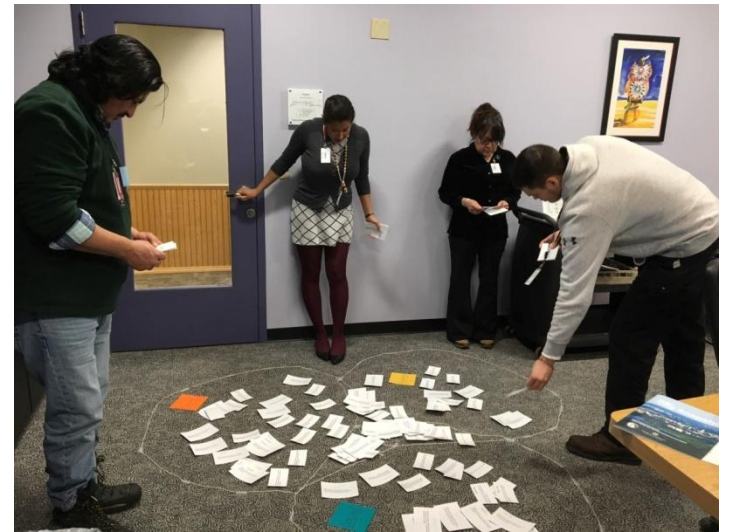
Attention all area residents, students, transit riders and writers: Metro Transit and Madison's Poet Laureate invite you to send short poems, haiku, prose poems, or excerpts from longer poems, 3-5 lines total, to the Bus Lines 2017 open call for poetry. Chosen poems may appear on Metro promotional materials including the exterior of the bus!

Submissions can be made in English or Spanish.



Resident Panels

- Proactive approach to ensure we engage with resident who have historically been underrepresented
- Partnering with community based-organizations
- Providing funding to remove barriers to participation
- 18 panels in total
- Still waiting on feedback from 2 of the organizations



Resident Panels

Organization	# of Panels
Foundation for Black Women's Wellness	1
Rebalanced Life-Wellness Association, Inc / JP Hair Design Barbershop	1
Young Gifted & Black	1
Hmong Professional Networking	6
Hmong Language and Culture Enrichment Program	1
Madison-Area Urban Ministry, Inc	2
Goodman Community Center	1
West Madison Senior Coalition (WMSC) / Retired and Senior Volunteer Program (RSVP)	1
WI Trans Health Coalition	1
Sustain Dane / Ho-Chunk	1
Vera Court / Latino Academy of Workforce Development	1
Centro Hispano	1

Resident Panels

- Many similarities between Resident Panel feedback and wider public feedback
- Resident Panels placed greater focus on equity and diversity
- Concern about if City will actually use Resident Panel input



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



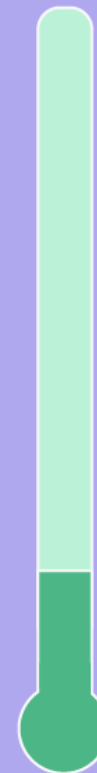
Hip Hop Planning Camp
60 participants



Social Media
357 followers

25,000
Residents

ENGAGEMENT GOAL



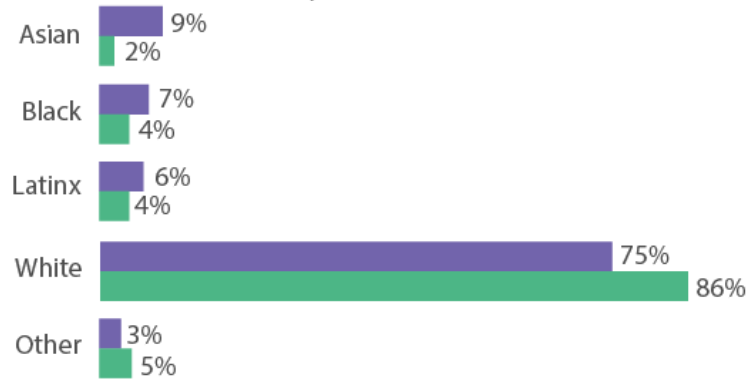
February 23, 2017



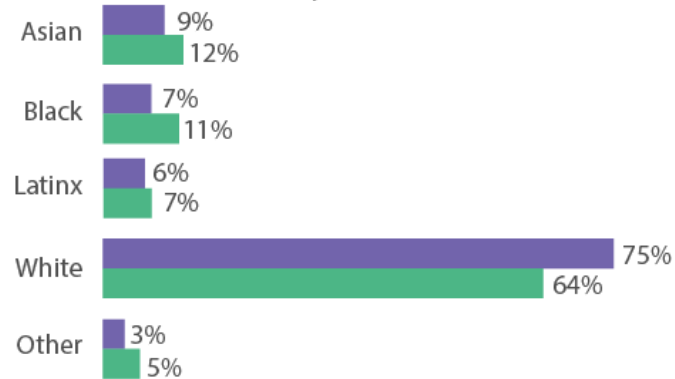
Engagement Breakdown



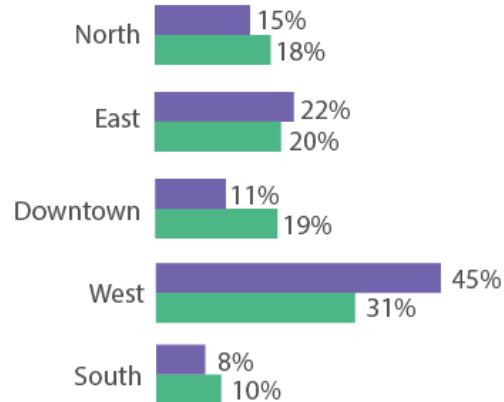
Race/Ethnicity



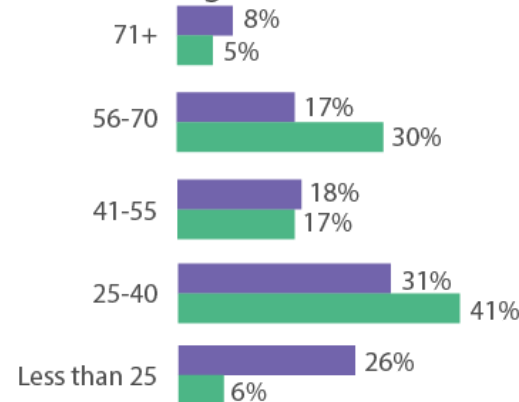
Race/Ethnicity with Resident Panels (Estimated)



Place of Residence



Age



ENGAGEMENT GOAL:

Engage a representative sample of the Madison community.



FEEDBACK ON DRAFT GOALS

Phase 1

Where are we headed?

FALL 2016



Your Voice

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

Key Milestones

- Imagine Madison launches (11/10/2016)
- Publish City Snapshot (11/10/2016)
- Publish draft Issues & Goals (12/5/2016)

Phase 2

How will we get there?

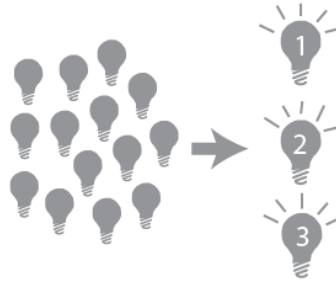
SPRING 2017



Phase 3

What first?

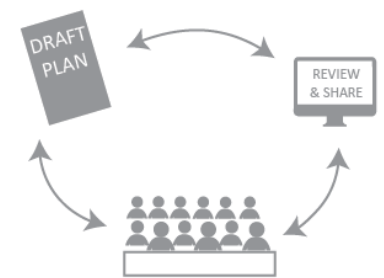
FALL 2017



Phase 4

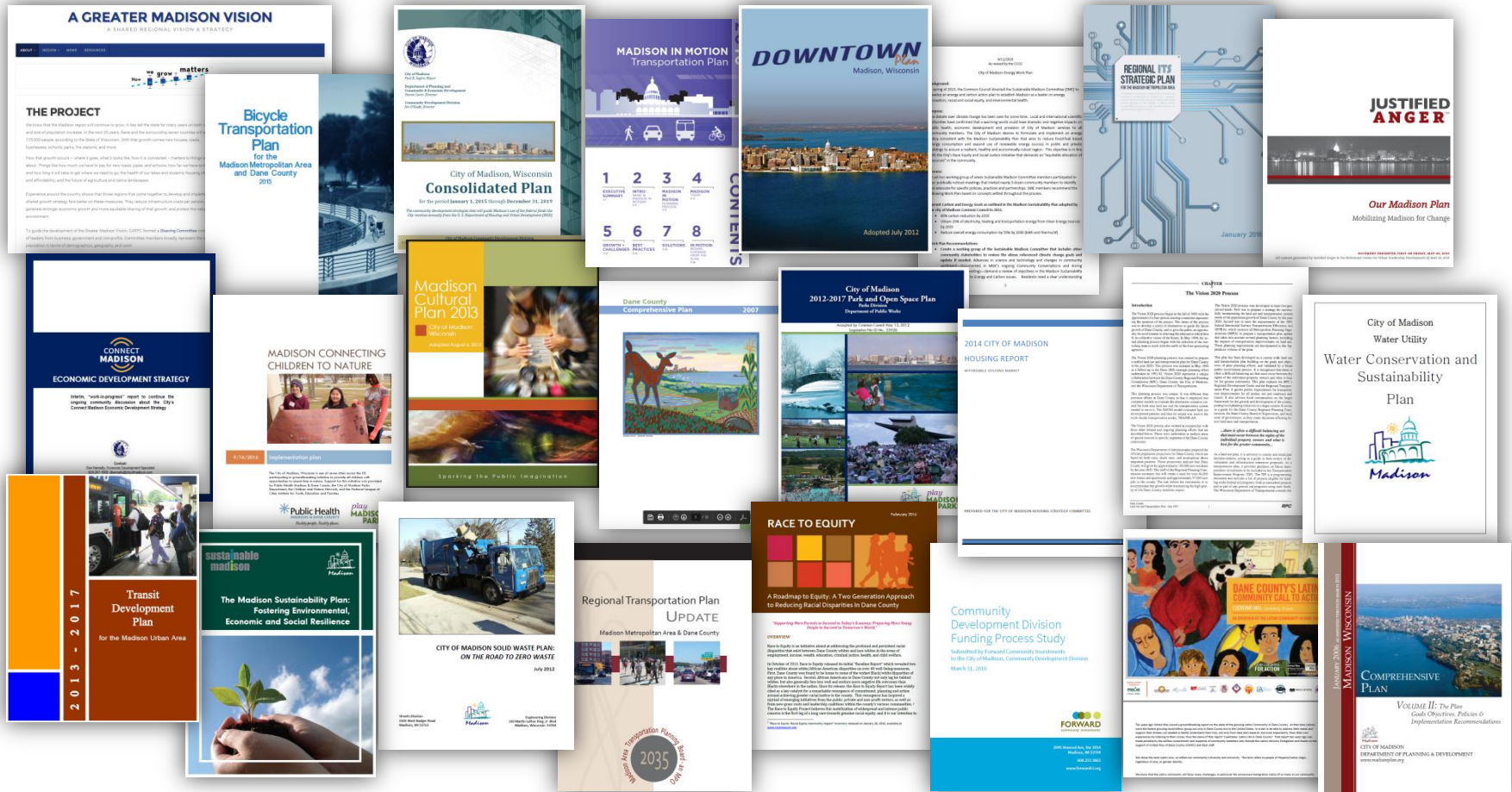
Plan review and approval

SPRING 2018



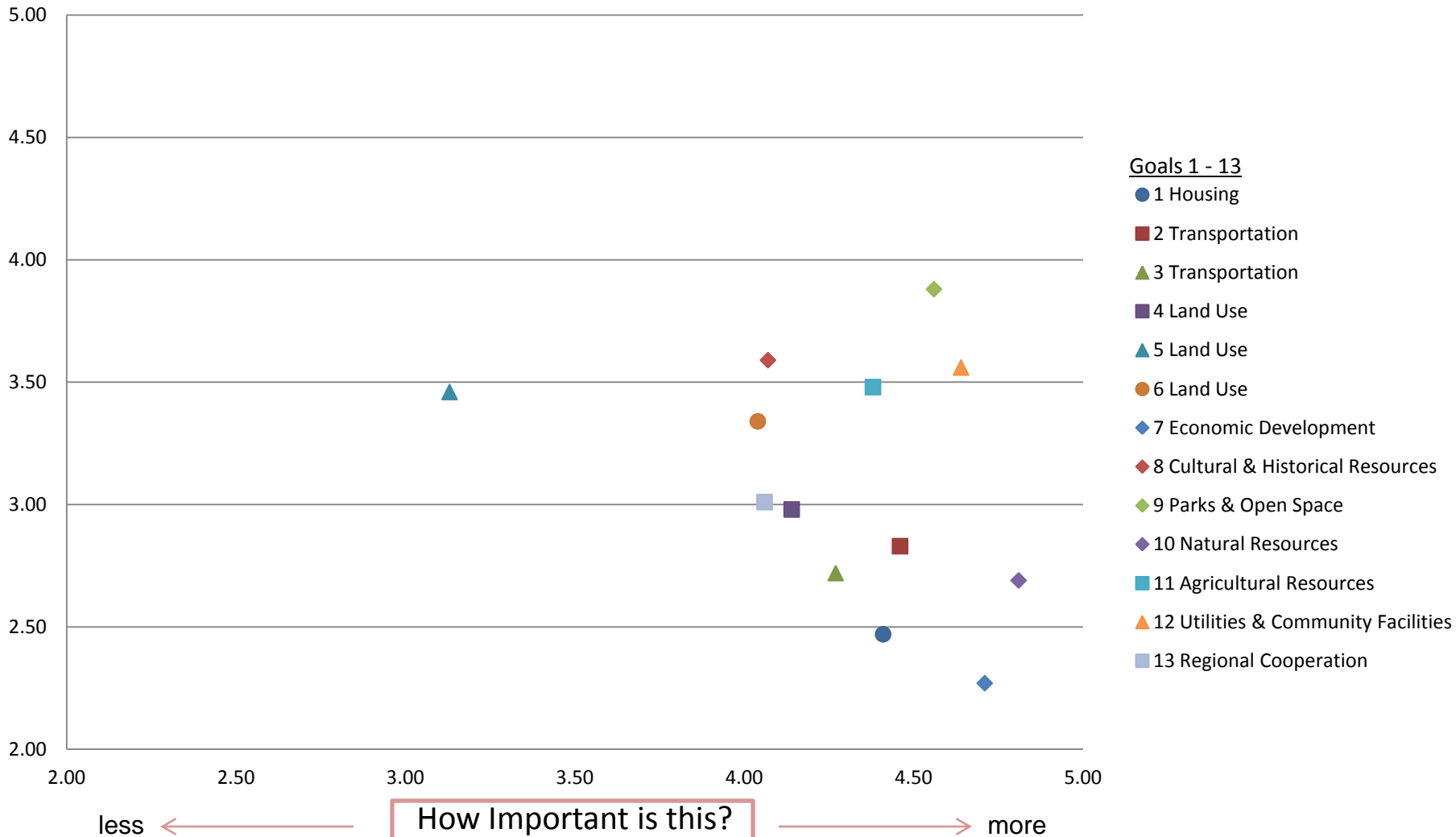
ISSUES & GOALS

Plans Studied & Synthesized



Average Response Score (1=Low 5=High)

How are we currently doing?





Housing Goal

1. Madison will have a full range of quality and affordable housing opportunities throughout the City.

FEEDBACK SUMMARY:

- Affordability is by far most important
- Low-income housing should be distributed across the city with easy access to transportation, not concentrated to create pockets of poverty (this was not mentioned by Resident panels)
- Need for more housing type diversity





Transportation Goals

2. Madison will have a safe and efficient regional transportation system that offers a variety of choices among transportation modes.

FEEDBACK SUMMARY:

- Current bus service is not good for lower income resident and residents on the periphery
- Additional bus service is needed; this includes regional and BRT service
- More bicycling infrastructure is needed; not talked about by Resident Panels
- Increase mode choice rather than road widening or other capacity increasing policies



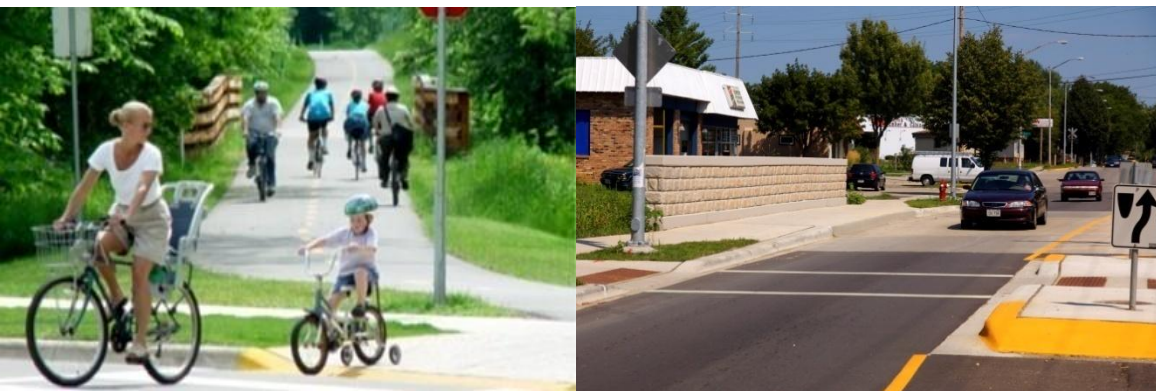


Transportation Goals

3. Madison will make land use and transportation decisions in a mutually supportive manner to provide access for all.

FEEDBACK SUMMARY:

- Transportation must be planned to connect housing and jobs
- Prioritize infill, not sprawl to limit trip increases





Land Use Goals

4. Madison will be comprised of compact, interconnected, neighborhoods anchored by a network of mixed-use activity centers.

FEEDBACK SUMMARY:

- Compact growth is important; walkability is a priority
- Areas of higher density and infill should be emphasized
- Connectivity improves social inclusion





Land Use Goals

5. Madison will be the center of our region, with Downtown serving as our primary activity hub.

FEEDBACK SUMMARY:

- This was the draft goal with the least support
- Many respondents think downtown is doing well and does not need special attention
- Some respondents did not believe downtown needs to be the primary activity hub
- Some people are excluded due to expense, transportation limitations, and parking



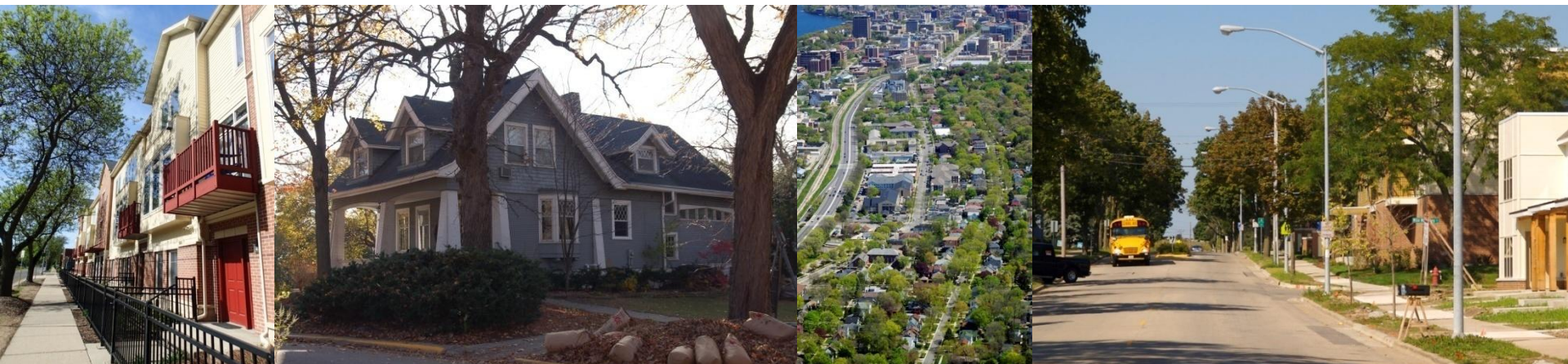


Land Use Goals

6. Madison will have a unique character and strong sense of place in its neighborhoods and the city as a whole.

FEEDBACK SUMMARY:

- Avoid “cookie cutter” design; concerns about boring architecture, design, and usage
- “Neighborhood character” can be a codeword for protectionism and creating segregation
- Accommodate new growth and create strong neighborhoods with infill





Economic Development Goal

7. Madison will have a growing, diversified economy that offers opportunity for all.

FEEDBACK SUMMARY:

- More good jobs and opportunities are needed for communities of color and those without a college education
- Equity and Diversity are very important
- Education and workforce development should be a priority





Cultural and Historical Resources

8. Madison will value our cultural and historical assets.

FEEDBACK SUMMARY:

- Arts and cultural resources need to be inclusive, with a multicultural focus
- Need safe, affirming spaces as permanent outlets for youth, folks of color, LGBT, and other marginalized groups
- Cultural activities should be more geographically distributed throughout the city
- Balance redevelopment and preservation





Parks, Open Space, & Recreation

9. Madison will have a park and open space system that preserves natural areas while offering recreational opportunities and gathering places.

FEEDBACK SUMMARY:

- Many people love the parks
- Resident Panels brought up more equity issues (location, facilities, upkeep).
- Want more activities, programming, and (more & better) facilities in them
- We should work to provide more public access to the lakes





Natural Resources Goal

10. Madison will be a steward of our land, air, and water resources and interconnected ecological systems.

FEEDBACK SUMMARY:

- Protect our lakes and water quality, with particular attention to salt/runoff pollution
- Climate change is very important
- Waste reduction, specifically recycling and composting
- Emphasis on renewable energy sources for power and transportation





Agricultural Resources Goal

11. Madison will support the region's agricultural prominence with a strong food economy and access to healthful foods.

FEEDBACK SUMMARY:

- Access to healthful food is more important than the city's "food economy"
- Equity is paramount as lower income neighborhoods have poor access to affordable, healthful foods
- Many people love our community gardens, but we need more





Utilities & Community Facilities Goal

12. Madison will have efficient and reliable public utilities, facilities, and services that support all residents.

FEEDBACK SUMMARY:

- Sustainable and clean utilities should be a priority
- There is currently good public support of the schools and library systems, but it's not clear to many if schools fit in this category
- Resident Panels focused more on community services and community centers





Regional Cooperation Goal

13. Madison will collaborate with other units of government to improve efficiency and achieve shared goals.

FEEDBACK SUMMARY:

- Collaboration not just with units of government but also MMSD, UW, Dane County and State, non-profits, community leaders
- Resident Panels talked about more City collaboration with residents
- Regional public transit
- Better City-County interaction and cooperation





Other Goals

FEEDBACK SUMMARY:

- Two most often cited additional goals were:
 - Education
 - Safety/crime/policing
- Equity & Sustainability were often praised for inclusion as focus lenses
- Civic engagement, city service delivery, and aging were additional possible goals mentioned by several participants and groups
- Resident Panels wanted accountability to be a priority



Goal Reorganization

CONNECTED PLACES



Land Use



Transportation



Agriculture & Food

GREEN CITY



Parks, Open Space, & Recreation



Natural Resources



Agriculture & Food

VIBRANT & CREATIVE



Cultural & Historical Resources

OPPORTUNITY & PROSPERITY



Economic Development



Agriculture & Food

HOUSING & NEIGHBORHOODS



Housing

COLLABORATION & SERVICES



Utilities & Community Facilities



Intergovernmental Cooperation



Safety, Crime, and Policing



Education



PHASE 2 PLAN

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?

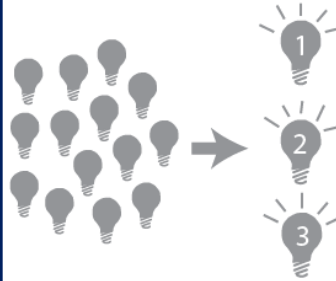
Key Milestones

- Publish draft Areas of Potential Change map (2/1/2017)
- Publish draft Strategies & Future Land Use map (4/25/2017)
- Plan Commission reviews Strategies & Future Land Use map (7/2017)

Phase 3

What first?

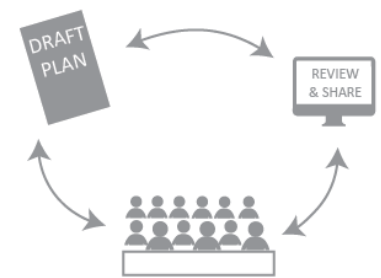
FALL 2017



Phase 4

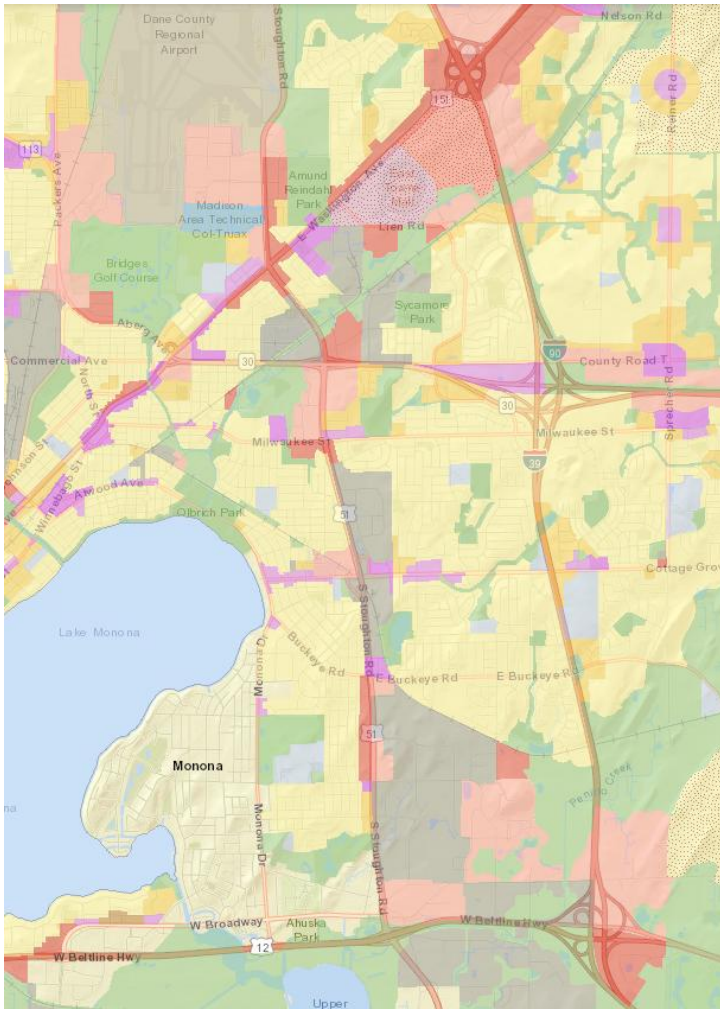
Plan review and approval

SPRING 2018



STRATEGIES & FLU MAP

Future Land Use Map Amendment Process



February 1-March 31: Stakeholders complete and submit a FLU Amendment Request [form](#).

March-Early April: Planning Division Staff reviews amendment requests using evaluation criteria.

April 25: Revised Draft of FLU Map published for public comment online & at meetings.

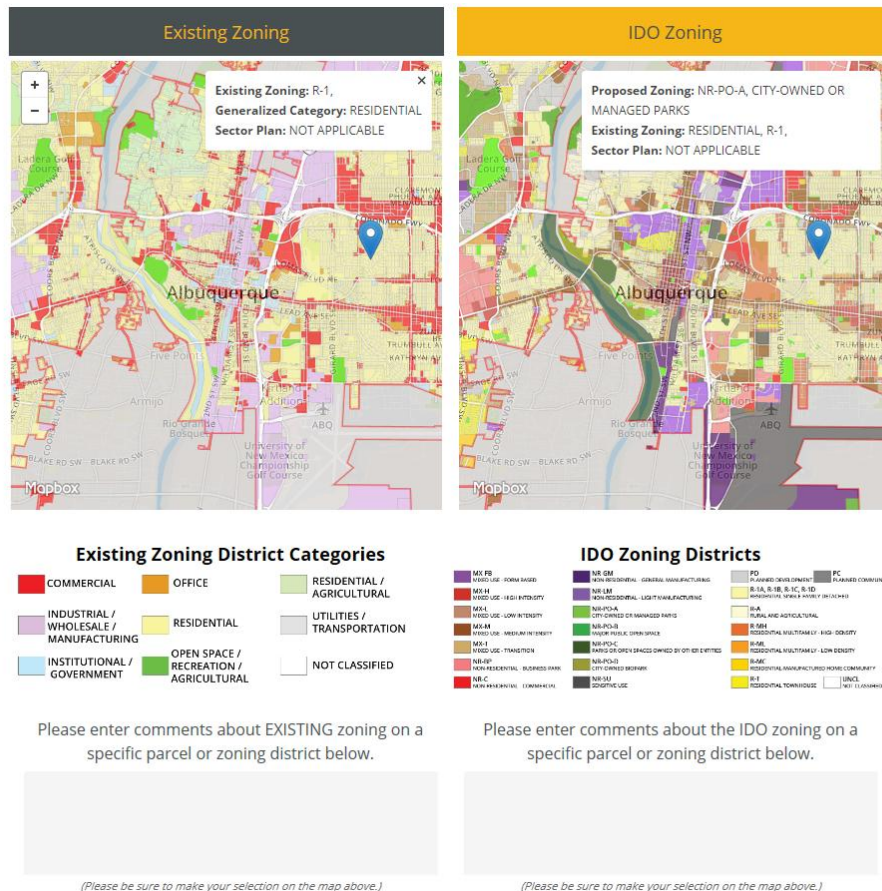
Early July: Planning Division Staff develops updated Draft of FLU Map for Plan Commission review.

July: Plan Commission reviews Final Draft of FLU Map for inclusion in subsequent Comprehensive Plan Update phases.

<http://www.imaginemadisonwi.com/land-use-map-amendment>



Website Modules



What outdoor or indoor campus amenities are missing that should be provided?



Share your thoughts and see what others are saying.

Your name *

E-mail

Comment *

Content limited to 200 characters, remaining: 200

Submit

Most of the bathrooms on campus are old and gross, as well as all of the stained seating. Soft chairs are great for long study sessions, but need to be covered with outdoor fabric.



Submitted by **Emma Smith** (not verified) on Thu, 02/09/2017 - 3:37pm

The LSU lakes are under-leveraged as a great campus, city, state, and American cultural amenity. So much we could do in terms of experimental water quality, urban land use, trail design, landscaping



Submitted by Rachel (not verified) on Thu, 02/09/2017 - 3:18pm

LSU should have temporary housing for international visitors (scholars) and student interns. It is very difficult to find temporary housing within walking distance to LSU.



Submitted by **Christabelle Le...**
(not verified) on Thu,
02/09/2017 - 2:43pm

Restrooms in Dodson Auditorium. Open the front doors into the side buildings so night access to restrooms is safer, or create restrooms in the empty foyers next door using those entries.



Submitted by **Stacy Lameu** (not verified) on Tue, 12/06/2016 - 8:23pm

Restrooms on the first floor and in the basement of Locket that apply standard space for opening doors and using facilities!



Submitted by **Stacy Lameu** (not
verified) on Tue, 12/06/2016 -
8:17pm

More seating in the Quad, under the outdoor walkways, in the hallways, and outside of the Union. More picnic tables that seat one or two people.



Submitted by **Stacy Lameu (not verified)** on Tue, 12/06/2016 - 8:11pm

Phase 2 Community Meetings

- April 25 (Warner Park CRC)
- April 27 (Cherokee Heights MS)
- May 1 (Central Library)
- May 3 (LaFollette HS)





Contact Us



www.ImagineMadisonWI.com



@ImagineMadison



@ImagineMsnWI



imaginemadison@cityofmadison.com

Brian Grady

(608) 261-9980

Kirstie Laatsch

(608) 243-0470

Colin Punt

(608) 243-0455





THE 2017 HIP HOP ARCHITECTURE CAMP | MADISON

WORKING TO INCREASE THE NUMBER OF MINORITIES INVOLVED IN ARCHITECTURE

The Hip Hop Architecture Camp:
www.HipHopArchitecture.com

The Hip Hop Architecture Camp Music Video:
<https://vimeo.com/207981480>

Hip Hop Architecture Blog:
www.brandnudesign.com

TedTalk on Hip Hop Architecture:
https://www.youtube.com/watch?v=N4J5Y_4_ddM

