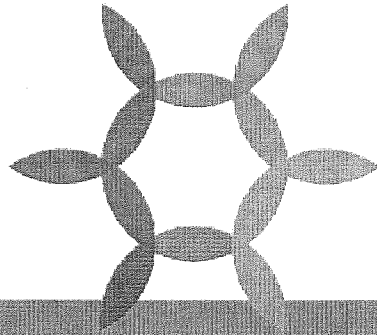


Imagine Madison

People Powered Planning

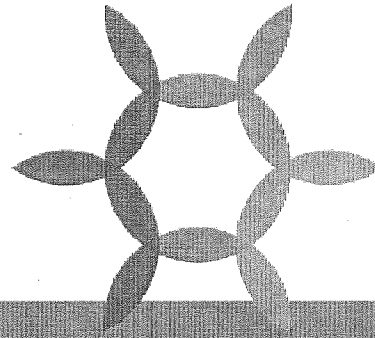
**Boards of Park Commissioners
May 10, 2017**

#imaginemadison



MEETING OUTLINE

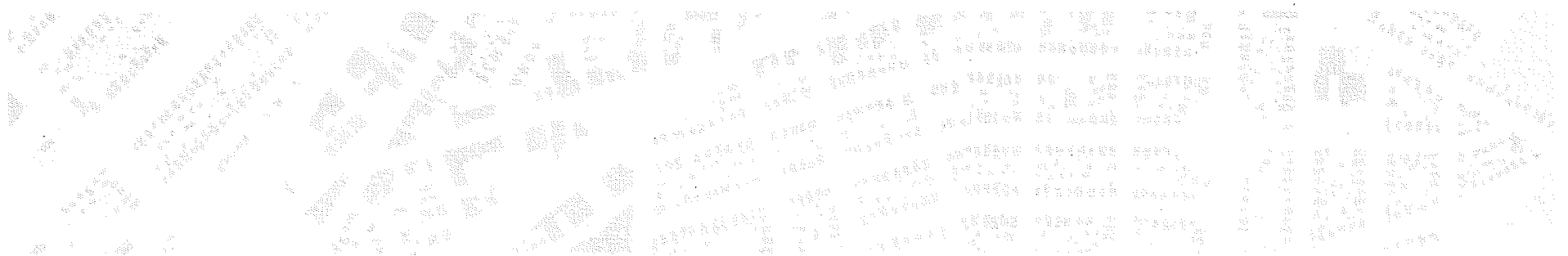
Project Background
Phase 2: Strategies
Phase 2: Future Land Use Map
Looking Forward: Phase 3



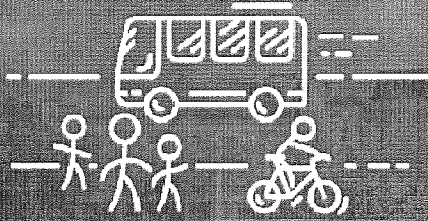
PROJECT BACKGROUND

What is the Comprehensive Plan?

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

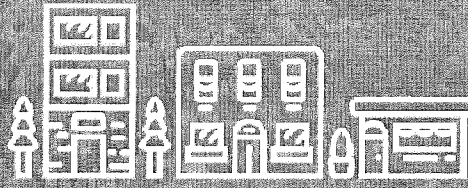


Goal 1 Organized into 6 Buckets



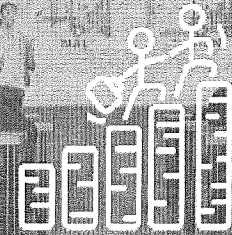
FORM & CONNECTIVITY

Compact Land Use | Efficient Transportation



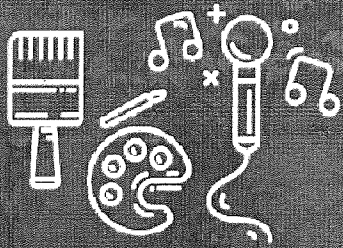
NEIGHBORHOODS & HOUSING

Complete Neighborhoods | Housing Access



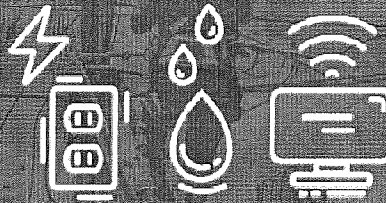
ECONOMY & OPPORTUNITY

Growing Economy | Equitable Education & Advancement



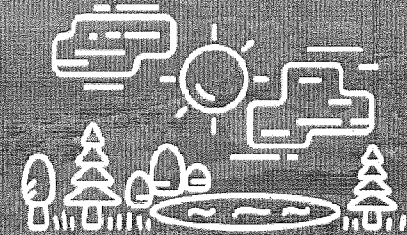
CULTURE & CHARACTER

Cultural Vibrancy | Unique Character



SERVICES & FACILITIES

Efficient Services | Regional Cooperation |
Community Facilities



GREEN & RESILIENT

Natural Resources | Parks and Recreation

Guiding Lenses

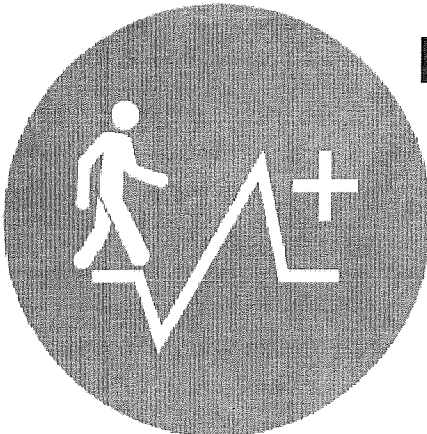
Equity



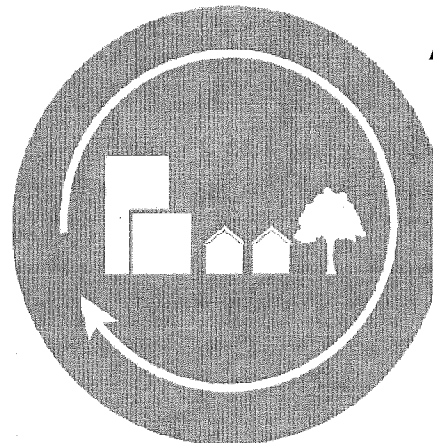
Sustainability



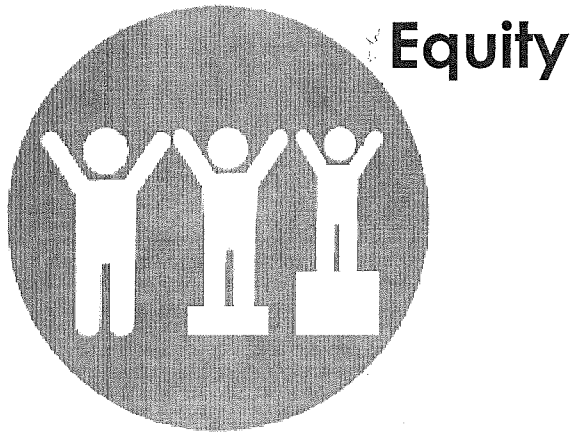
Health



Adaptability



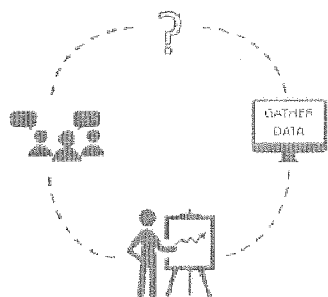
Guiding Lenses



Project Timeline

Phase 1
Where are we headed?

FALL 2016



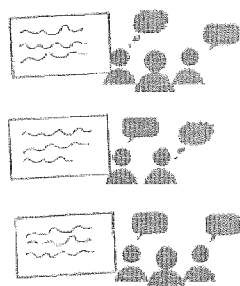
Your Voice

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

GOALS

Phase 2
How will we get there?

SPRING 2017



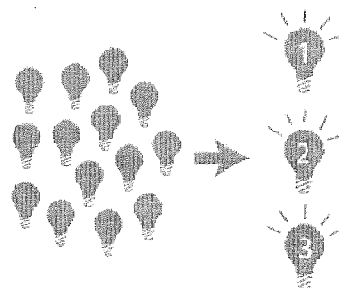
Your Voice

- 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



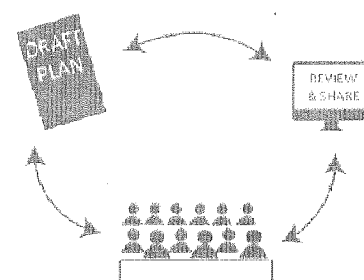
Your Voice

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

PRIORITIES

Phase 4
Plan review and approval

SPRING 2018



Your Voice

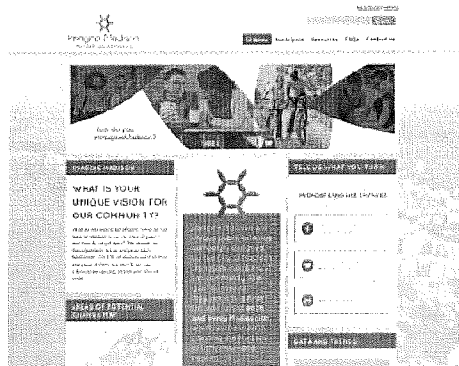
- Are there any changes to the draft plan that you would suggest?

ADOPTION



Public Engagement

imaginemadisonwi.com



Promotional Video



Community Meetings



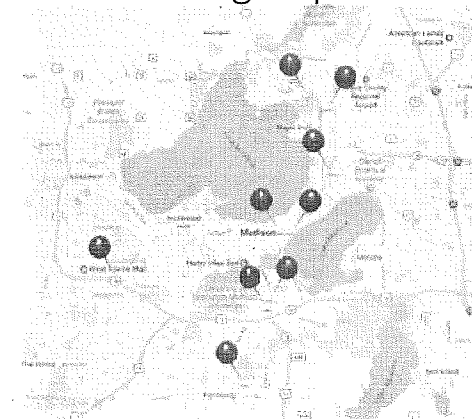
Mini-Documentary



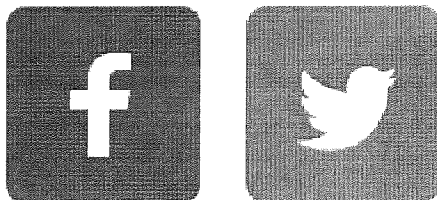
Resident Panels



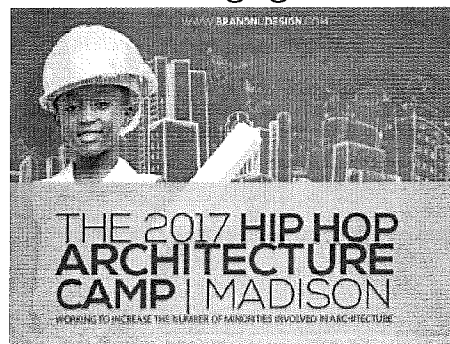
Planning Pop-Ins



Social Media

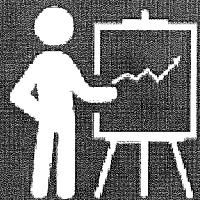


Youth Engagement



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



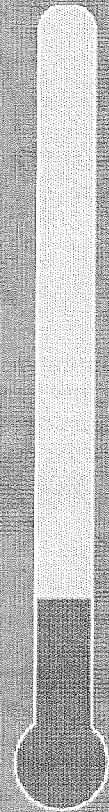
Hip Hop Planning Camp
60 participants



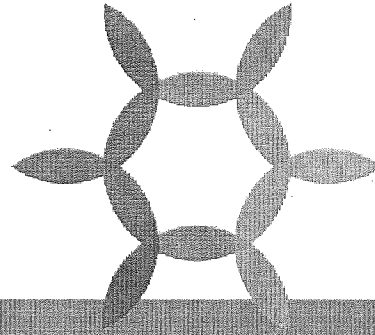
Social Media
357 followers

ENGAGEMENT GOAL

25,000
Residents



February 23, 2017



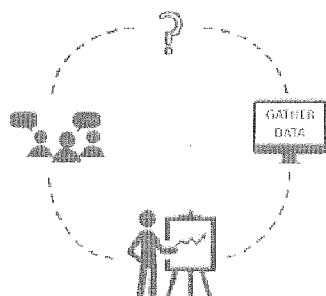
Phase 2:
STRATEGIES

Timeline

Phase 1

Where are we headed?

FALL 2016



Your Voice

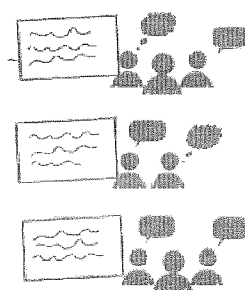
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GOALS

Phase 2

How will we get there?

SPRING 2017



Your Voice

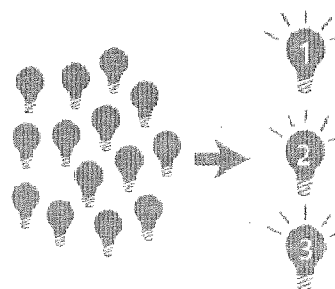
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STRATEGIES

Phase 3

What first?

FALL 2017



Your Voice

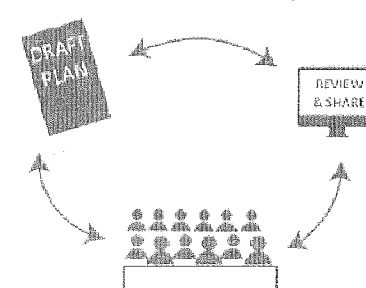
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PRIORITIES

Phase 4

Plan review and approval

SPRING 2018



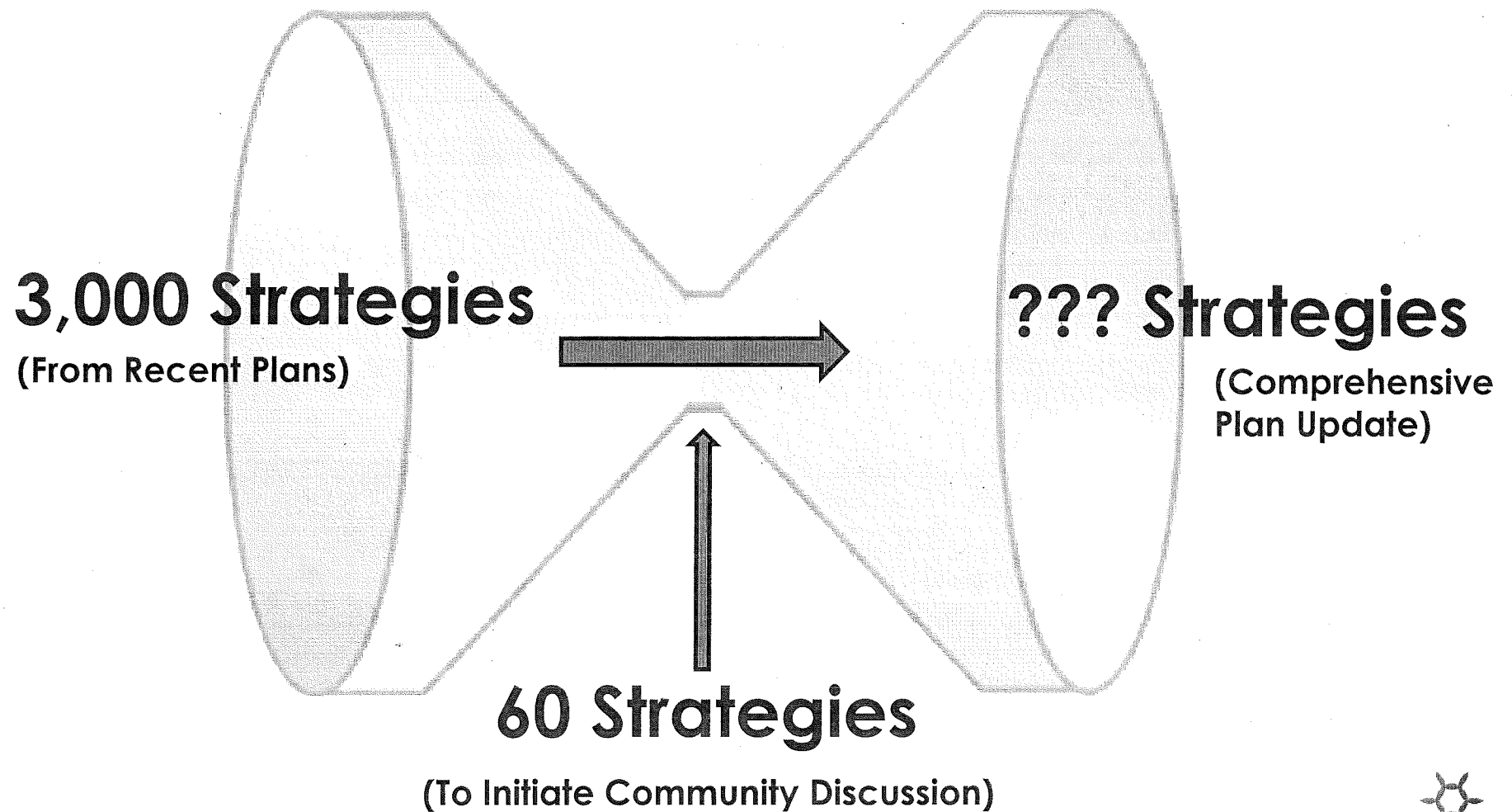
Your Voice

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

ADOPTION



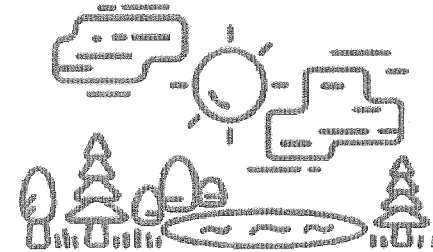
Strategies Process



Strategies Example

Bucket:

Green & Resilient



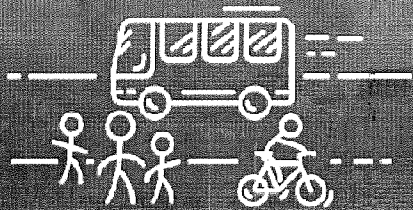
Goal:

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:

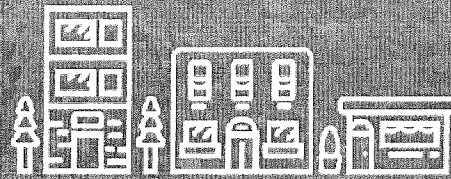
- Use parks and open spaces as a framework for development of an interconnected greenway, habitat, nature access, and path system.
- Improve public access to the lakes and seek opportunities to further protect shoreline areas.





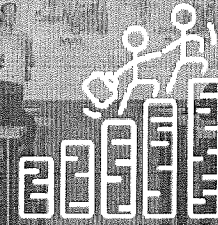
FORM & CONNECTIVITY

Compact Land Use | Efficient Transportation



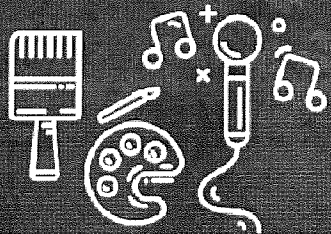
NEIGHBORHOODS & HOUSING

Complete Neighborhoods | Housing Access



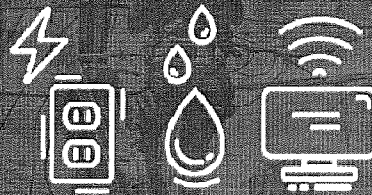
ECONOMY & OPPORTUNITY

Growing Economy | Equitable Education & Advancement



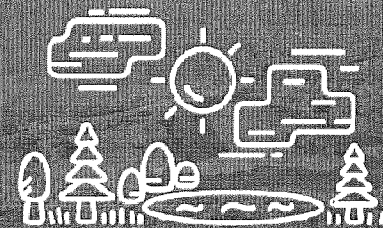
CULTURE & CHARACTER

Cultural Vibrancy | Unique Character



SERVICES & FACILITIES

Efficient Services | Regional Cooperation | Community Facilities



GREEN & RESILIENT

Natural Resources | Parks and Recreation

Online Strategies Feedback

Strategies: Form & Connectivity

Goals

- 1. Madison will be comprised of compact, interconnected neighborhoods anchored by a network of mixed-use activity centers.
- 2. Madison will have a safe, efficient, and a 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
[Delete Post](#)

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.

created: 2012

100

Comments: 0. Imagine Madison has not yet been created.

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

created: 2012

100

Comments: 0. Imagine Madison has not yet been created.

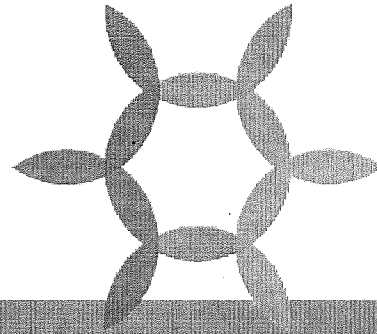
Work with regional partners to collaboratively improve our regional bicycle system to further enable safe and convenient bicycle use.

created: 2012

100

Comments: 0. Imagine Madison has not yet been created.

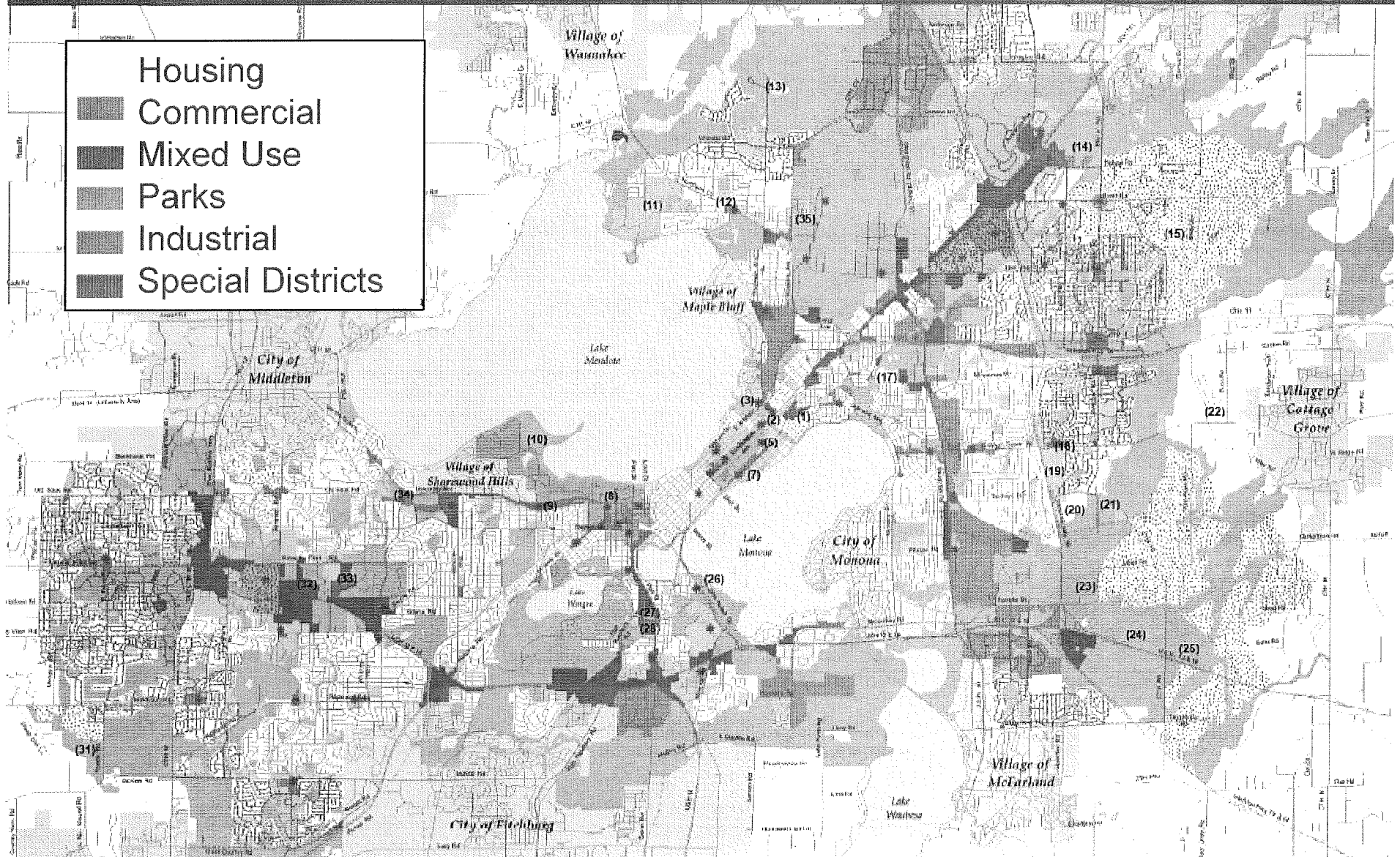




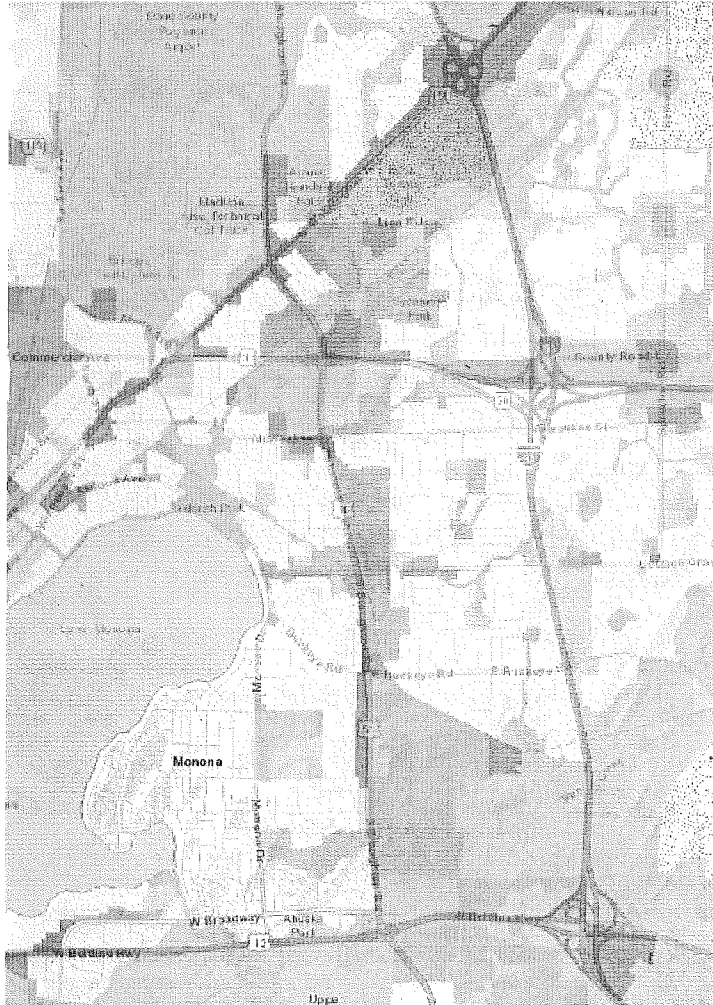
Phase 2:

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

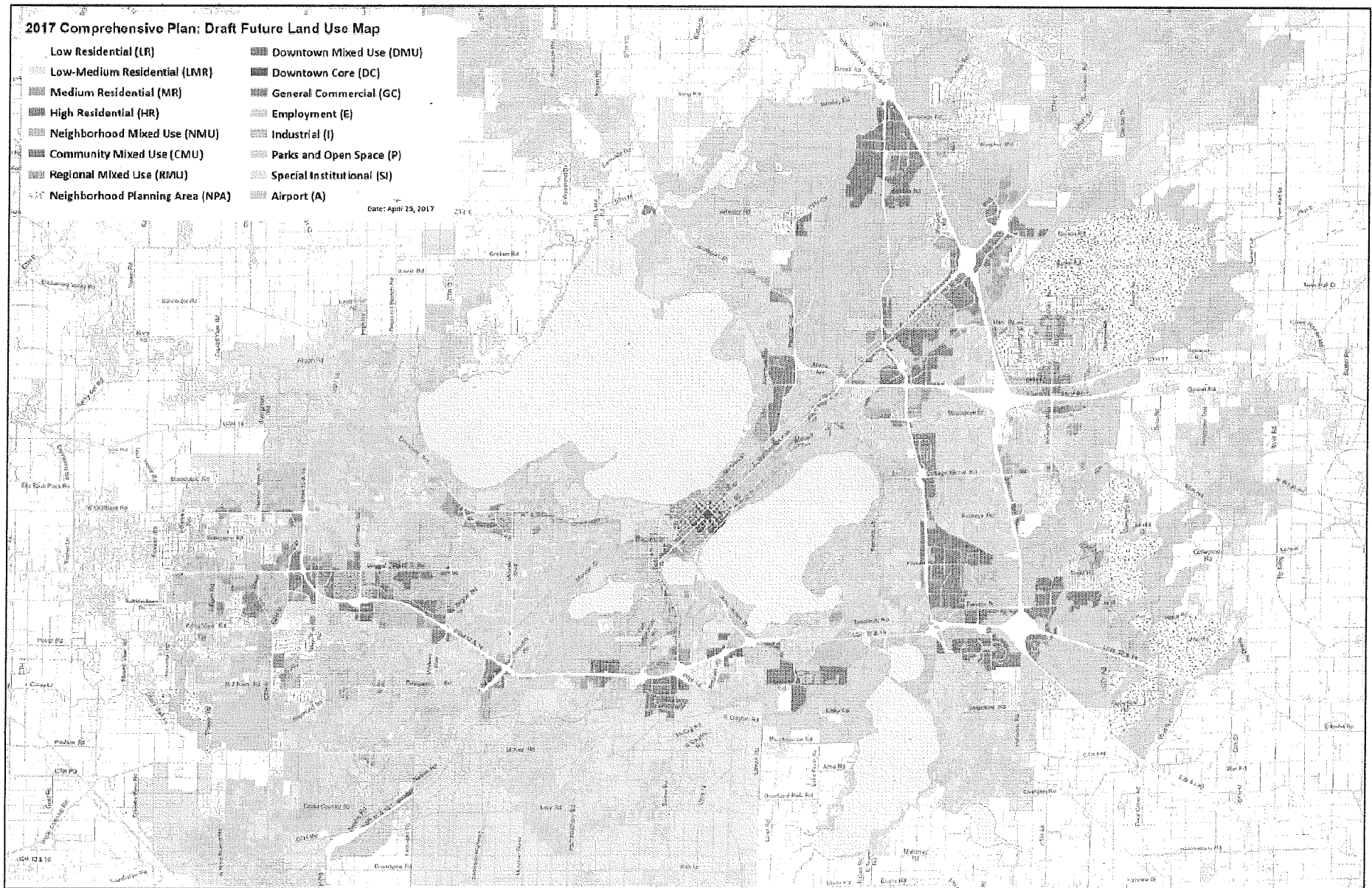
April 25-June 21: Comment period

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

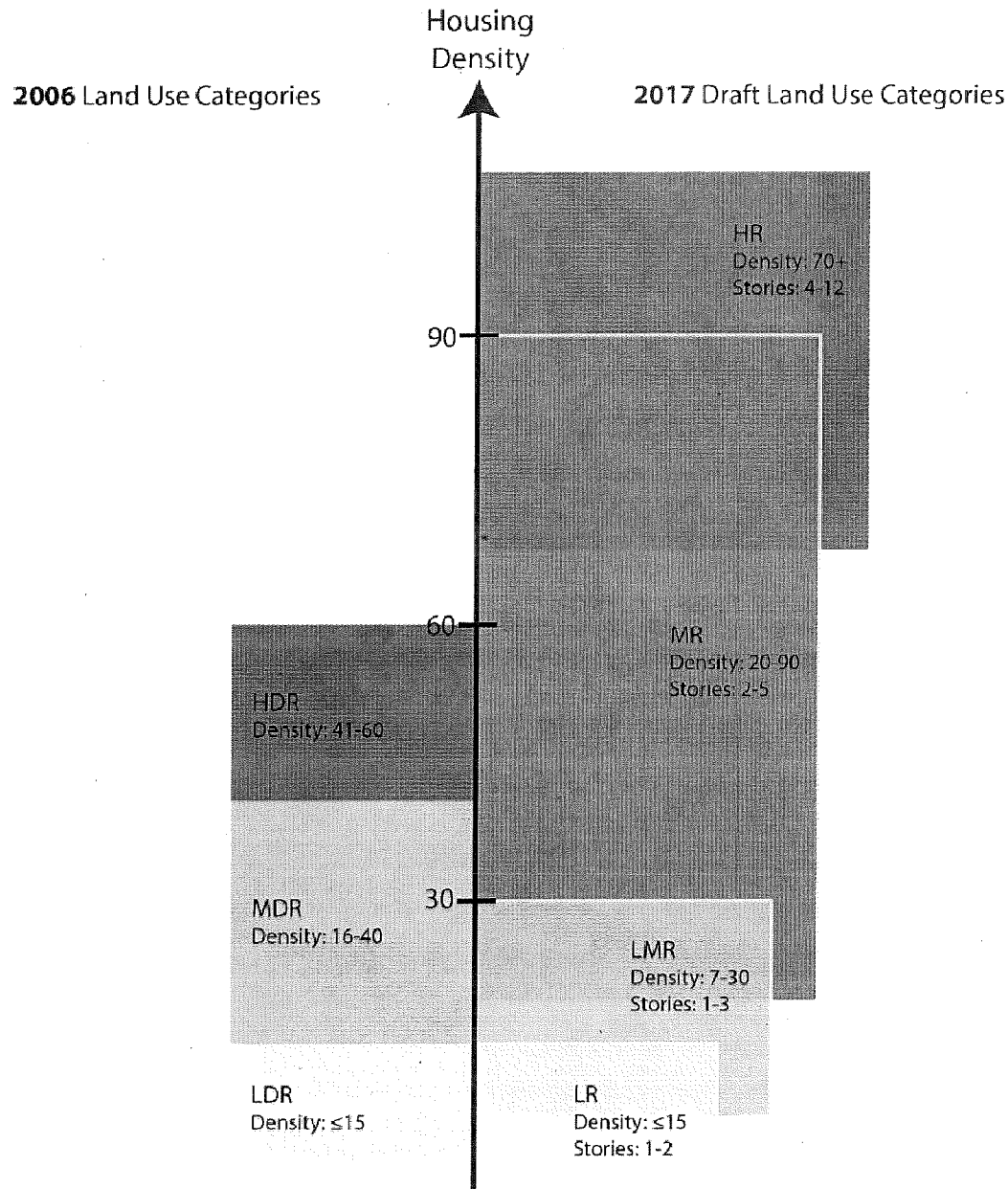
- Neighborhood Plans (existing neighborhoods)
- Neighborhood Development Plans (planned growth areas)
- Recent Development

3. Administrative Updates

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



Comprehensive Plan Residential Categories

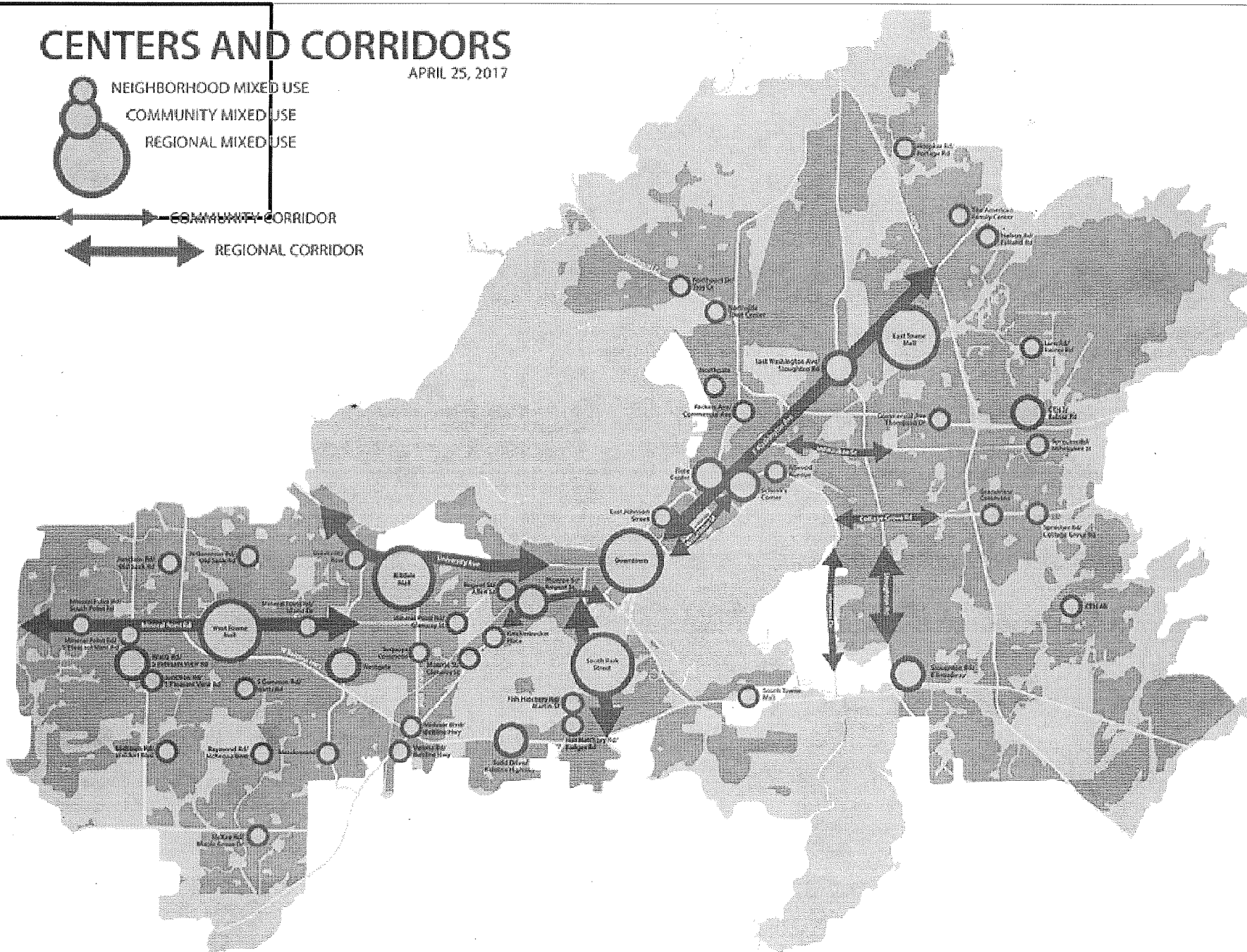
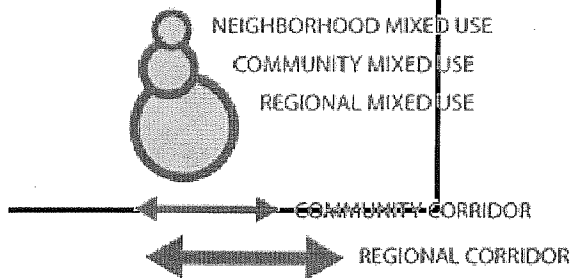


Updated Residential Categories:

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

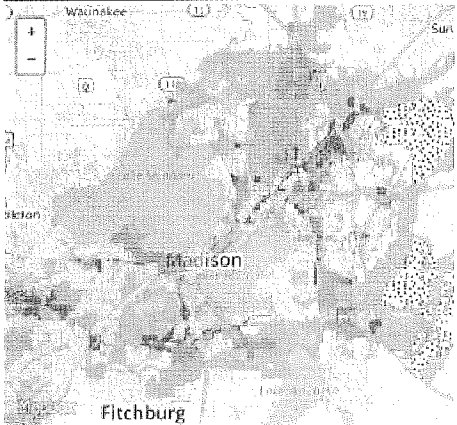
CENTERS AND CORRIDORS

APRIL 25, 2017

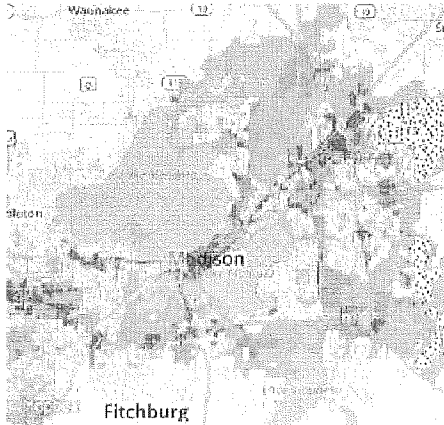


Online Map Feedback

2006

A map of Madison, Wisconsin, showing land use districts as of 2006. The map includes labels for Waunakee, Sun, Fitchburg, and Madison. It shows various colored regions representing different land use types.

2017 Draft

A map of Madison, Wisconsin, showing land use districts as of the 2017 draft. The map includes labels for Waunakee, Sun, Fitchburg, and Madison. It shows various colored regions representing different land use types.

2006 FUTURE LAND USE MAP LEGEND

LD

MD

HD

NU

CU

RU

DC

RC

E

I

P

C

DR

SI

AF

NPA

2017 DRAFT FUTURE LAND USE MAP LEGEND

LD

MD

HD

NU

CU

RU

DC

RC

E

I

P

C

DR

SI

AF


NPA

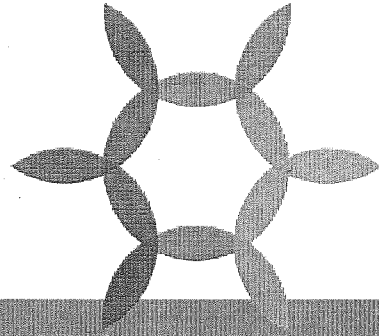
Please enter comments about the 2017 Draft Land Use Districts on a specific parcel or area:

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

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

<https://imaginemadisonwi.com/workbook-2-home>

The logo of the City of Madison, Wisconsin, featuring a stylized sun or flower design.



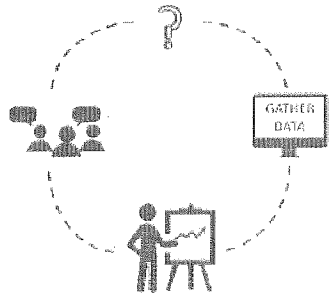
PHASE 3

Timeline

Phase 1

Where are we headed?

FALL 2016



Your Voice

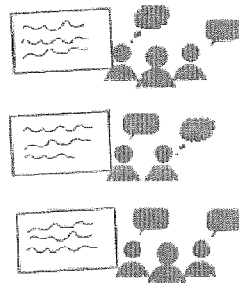
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GOALS

Phase 2

How will we get there?

SPRING 2017



Your Voice

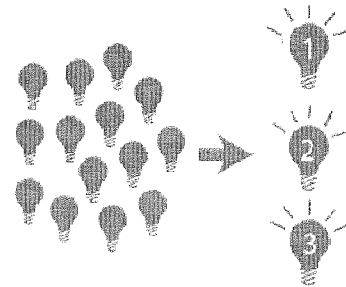
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STRATEGIES

Phase 3

What first?

FALL 2017



Your Voice

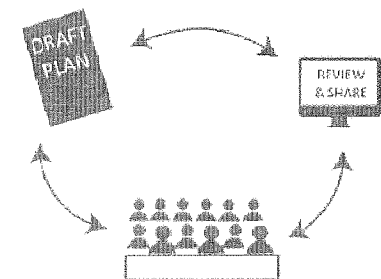
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PRIORITIES

Phase 4

Plan review and approval

SPRING 2018

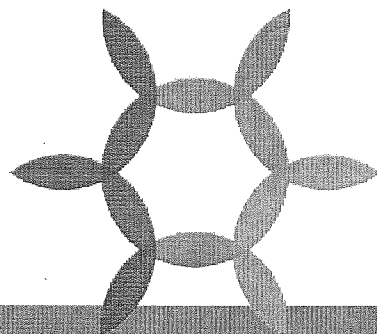


Your Voice

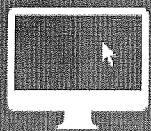
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ADOPTION





Contact Us



www.ImagineMadisonWI.com



@ImagineMadison



@ImagineMsnWI



imaginemadison@cityofmadison.com

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Kirstie Laatsch

(608) 243-0470

