



Imagine Madison

People Powered Planning

Common Council
September 5, 2017



#imaginemadison

Project Timeline

Phase 1

Where are we headed?

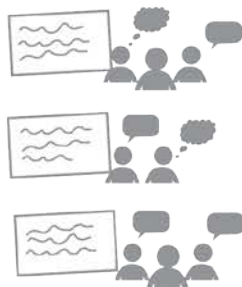
FALL 2016



Phase 2

How will we get there?

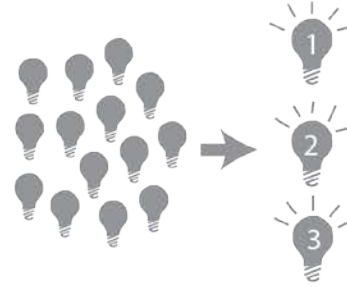
SPRING 2017



Phase 3

What first?

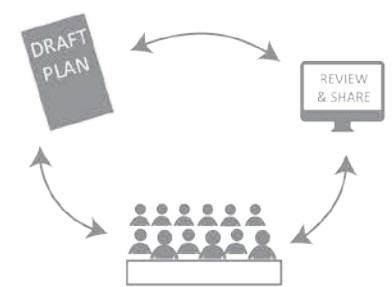
FALL 2017



Phase 4

Plan review and approval

SPRING 2018



Your Voice

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

GOALS

Your Voice

- What strategies should we use to achieve the goals?
- What changes would you suggest to the Future Land Use map?

STRATEGIES
+ FLU MAP

Your Voice

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

PRIORITIES

Your Voice

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

ADOPTION



9,476 + interactions with Imagine Madison



Open Houses
307 participants



Interview Videos
8 interactions



Website Views
6,947 unique participants



Planning Pop-ins
444 interactions



Markets and Festivals
649 interactions



Resident Panels
428 interactions



Hip Hop Planning Camp
60 interactions



Social Media
633 followers

25,000
Interactions

ENGAGEMENT GOAL



Community Meetings



Website






Strategies: Form & Connectivity

Goals

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

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.

[delete](#)[edit](#)




0

Submitted by [Imagine Madison \(not verified\)](#) on Tue, 04/25/2017 - 2:57pm

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

[delete](#)[edit](#)




0

Submitted by [Imagine Madison \(not verified\)](#) on Tue, 04/25/2017 - 2:58pm

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

[delete](#)[edit](#)



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Submitted by [Imagine Madison \(not verified\)](#) on Tue, 04/25/2017 - 2:58pm

New Strategy Ideas

Overall, I have welcomed infill and mixed use. We must not however push out the working class with high rents. White collar snobbery and blue collar resentment & flight can destroy community too.

[delete](#) [edit](#)



Submitted by **Lance W (not verified)** on Mon, 05/15/2017 - 9:10am

Clean up the lakes, keep them healthy and provide access to lake shorelines. Convert more open space to prairie restorations and plant native trees to replace ash. Consider urban orchards.

[delete](#) [edit](#)



Submitted by **Lester Dore (not verified)** on Thu, 06/08/2017 - 11:44pm

Maintain green space throughout the city for gathering places and to support the natural health of the citizens and lakes

[delete](#) [edit](#)



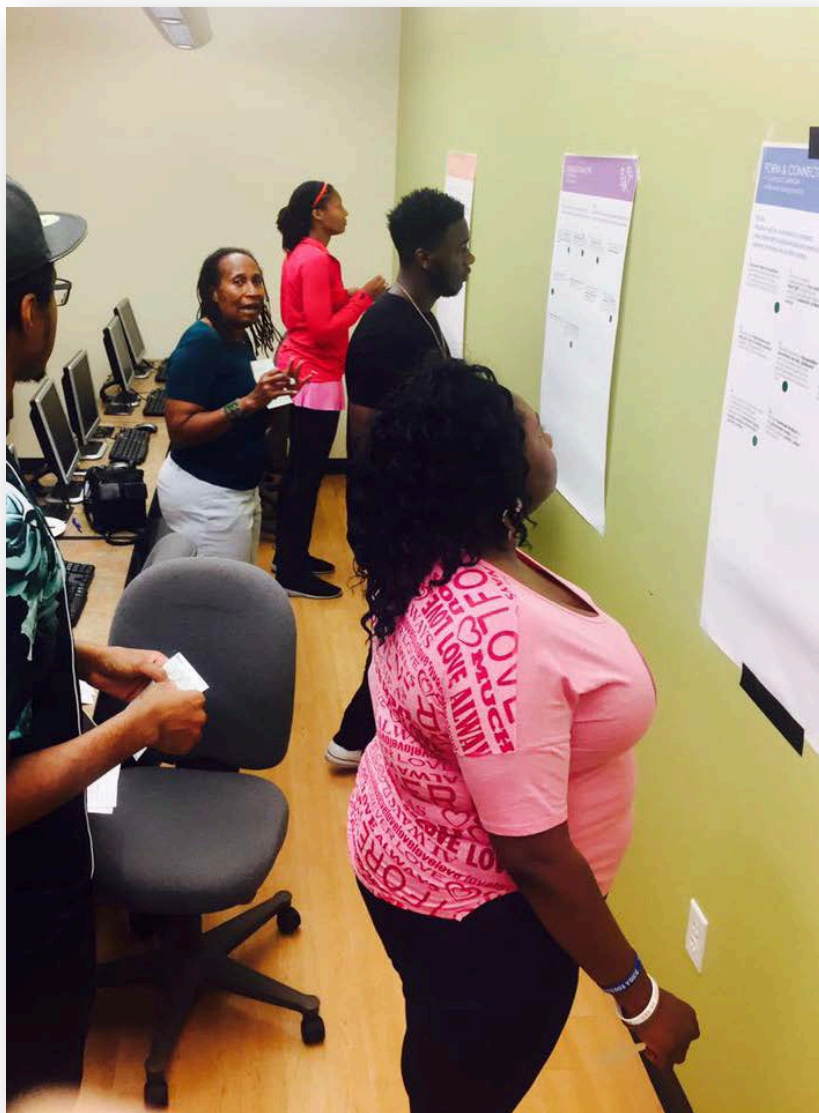
Submitted by **Mary (not verified)** on Fri, 06/09/2017 - 12:36am



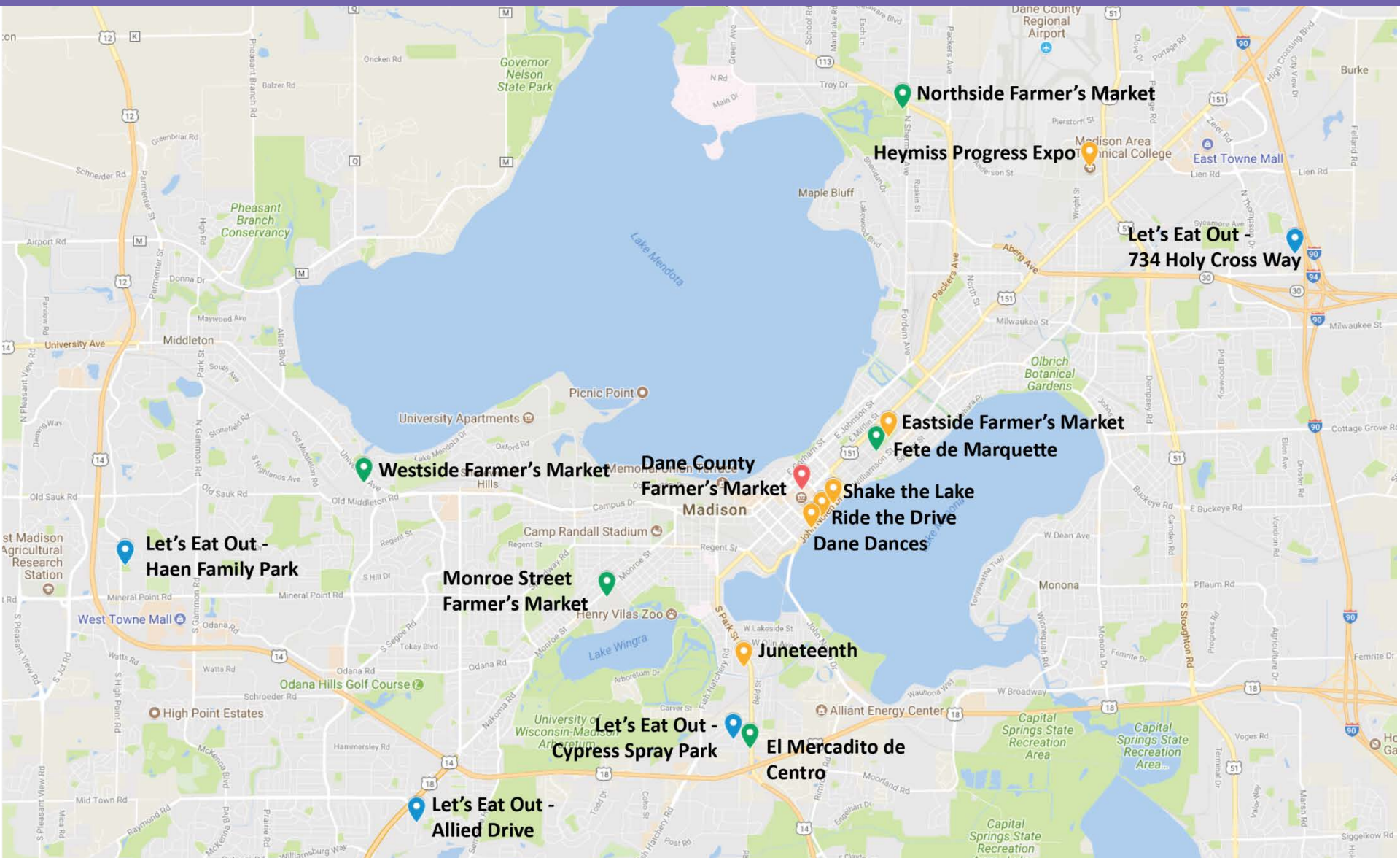
Resident Panels



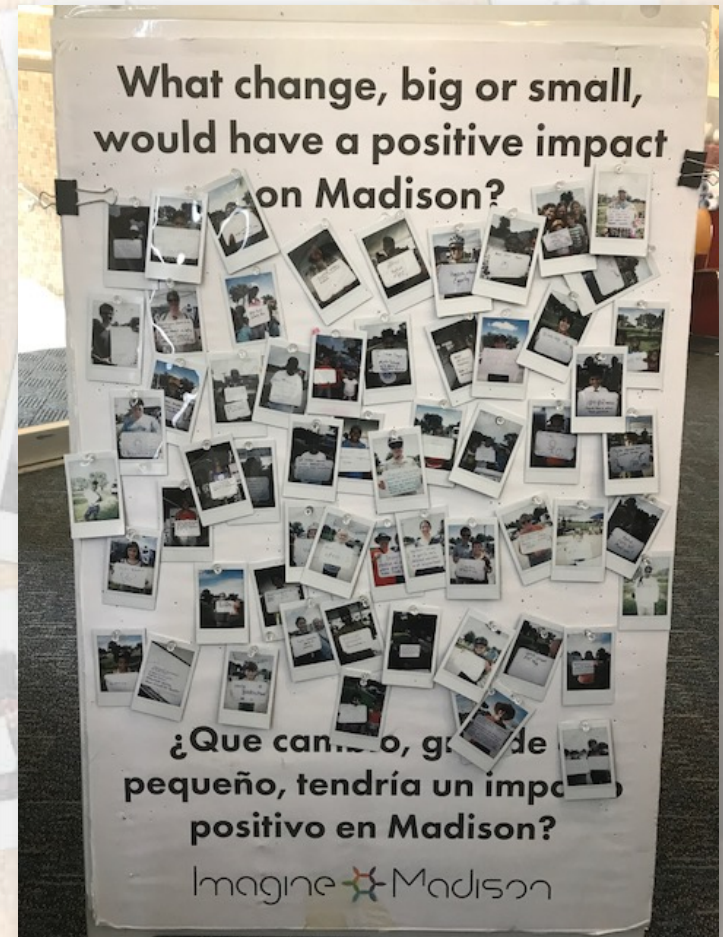
Resident Panels



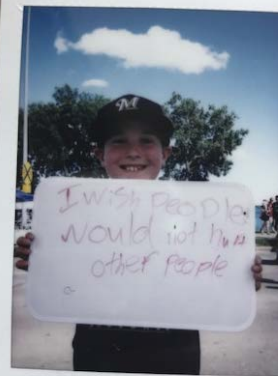
Events and Festivals



Events and Festivals



Events and Festivals



Community Discussion Event



Strategy Summaries



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

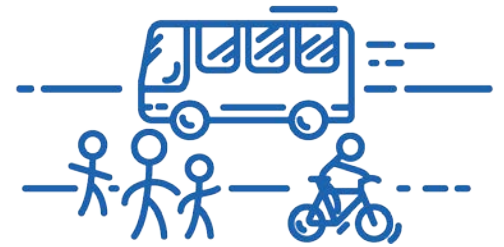


SERVICES & FACILITIES
Efficient Services | Regional Cooperation | Community Facilities



GREEN & RESILIENT
Natural Resources | Parks and Recreation

FORM & CONNECTIVITY



- Public transit
 - Greater connectivity to outer areas of the city and regionally.
 - Expanded hours of operation.
 - Fewer cars on the isthmus.
- Negative feedback to Strategy 10: “Maintain downtown Madison as the government center for the State and primary activity center for the region.”
 - Less important than reaching underserved areas in need of development.



NEIGHBORHOODS & HOUSING



- Affordable housing expressed as an urgent need throughout the entire city for all income levels.
- Increase the density and supply of housing in order to decrease housing costs.
 - Some neighborhoods do not want denser development by their homes.



ECONOMY & OPPORTUNITY



- Support for small businesses and entrepreneurs, including financial literacy and technical assistance.
- Close the educational achievement gap.
 - Provide greater financial resources to increase access to quality education for underrepresented students.
 - Hire more diverse educators and administrators in schools.



CULTURE & CHARACTER



- Maintain the quality of the lakes and improve community accessibility to the lakes.
- Need culturally specific programming and facilities, including spaces for traditions.



GREEN & RESILIENT



- Preserve and expand the urban tree canopy.
- Ensure equal investment in park maintenance and amenities.



SERVICES & FACILITIES



- Greater accessibility to government facilities and programs.
 - Facility hours of operation.
 - Committee/council meeting times.
 - Information on what is being discussed during meetings.
- Expand public Wi-Fi network.



Legend:

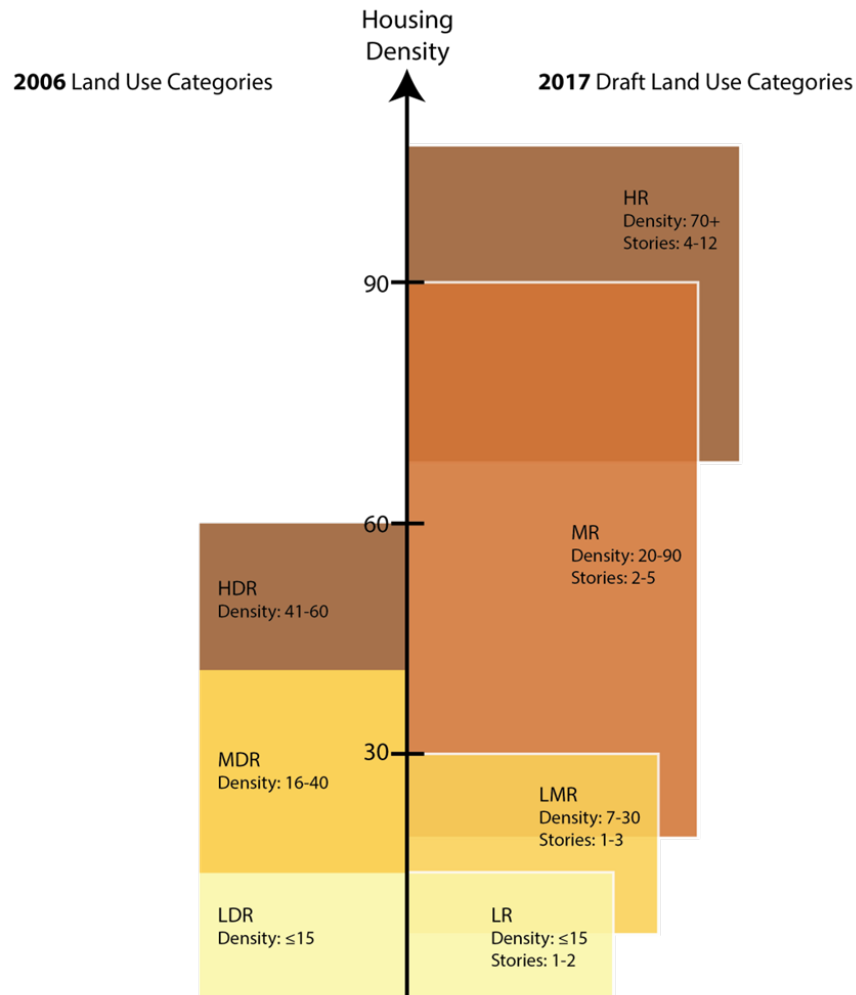
- Housing
- Commercial
- Mixed Use
- Parks
- Industrial
- Special Districts

Map Labels:

- City of Middleton
- City of Monona
- City of Fitchburg
- Village of Waunakee
- Village of Maple Bluff
- Village of Shorewood Hills
- Village of Cottage Grove
- Village of McFarland
- Lake Monona
- Lake Waubesa
- Lake Kegonsa
- USH 14 (University Ave)
- USH 12
- USH 16
- USH 18
- USH 20
- USH 22
- USH 24
- USH 26
- USH 28
- USH 30
- USH 32
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- USH 96
- USH 98
- USH 100

Future Land Use Map: Residential Category Edits

Comprehensive Plan Residential Categories

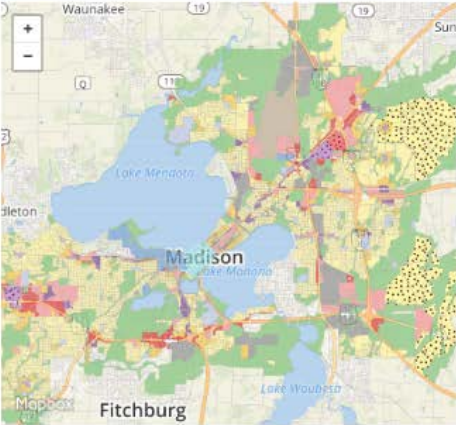


Future Land Use Map: Building Form

Residential Land Use Categories				
Residential Building Form	Low Residential (LR)	Low-Medium Residential (LMR)	Medium Residential (MR)	High Residential (HR)
Single-Family Detached Building				
Civic/Institutional Building				
Two-Family, Two-Unit				
Two-Family – Twin				
Three-Unit Building	*			
Single-Family Attached	*			
Small Multi-Family Building	*	**		
Large Multi-family Building		**		
Courtyard Multi-Family Building		**		
Podium Building				
Number of Stories	1-2	1-3	2-5	4-12
General Density Range (DU/acre)	≤15	7-30	20-90	70+
* Permitted in select conditions at up to 30 DU/ac and three stories, generally along arterial roads.				
** Permitted in select conditions at up to 70 DU/ac and four stories, generally along arterial roads.				

Future Land Use Map: Online Input

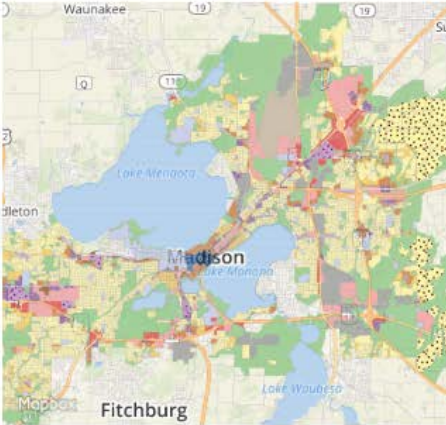
2006



2006 FUTURE LAND USE MAP LEGEND

LDR	MDR	HDR	NMU	CMU
RMU	GC	RC	E	I
P	C	Downtown	SI	AP
NPA				

2017 Draft



2017 DRAFT FUTURE LAND USE MAP LEGEND

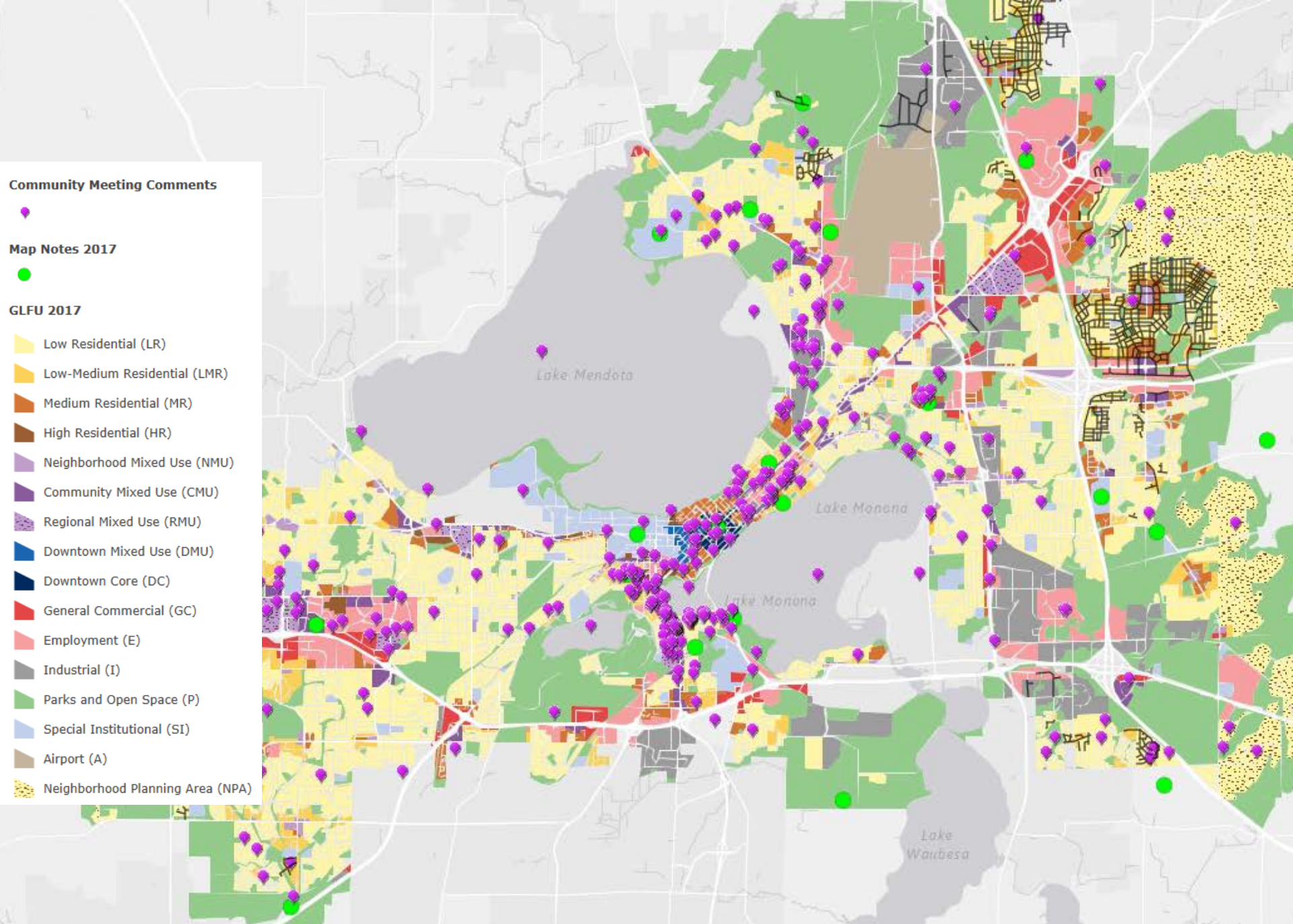
LR	LMR	MR	HR	NMU
CMU	RMU	DMU	GC	GC
E	I	P	SI	A
NPA				

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:





Future Land Use Map: Public Feedback

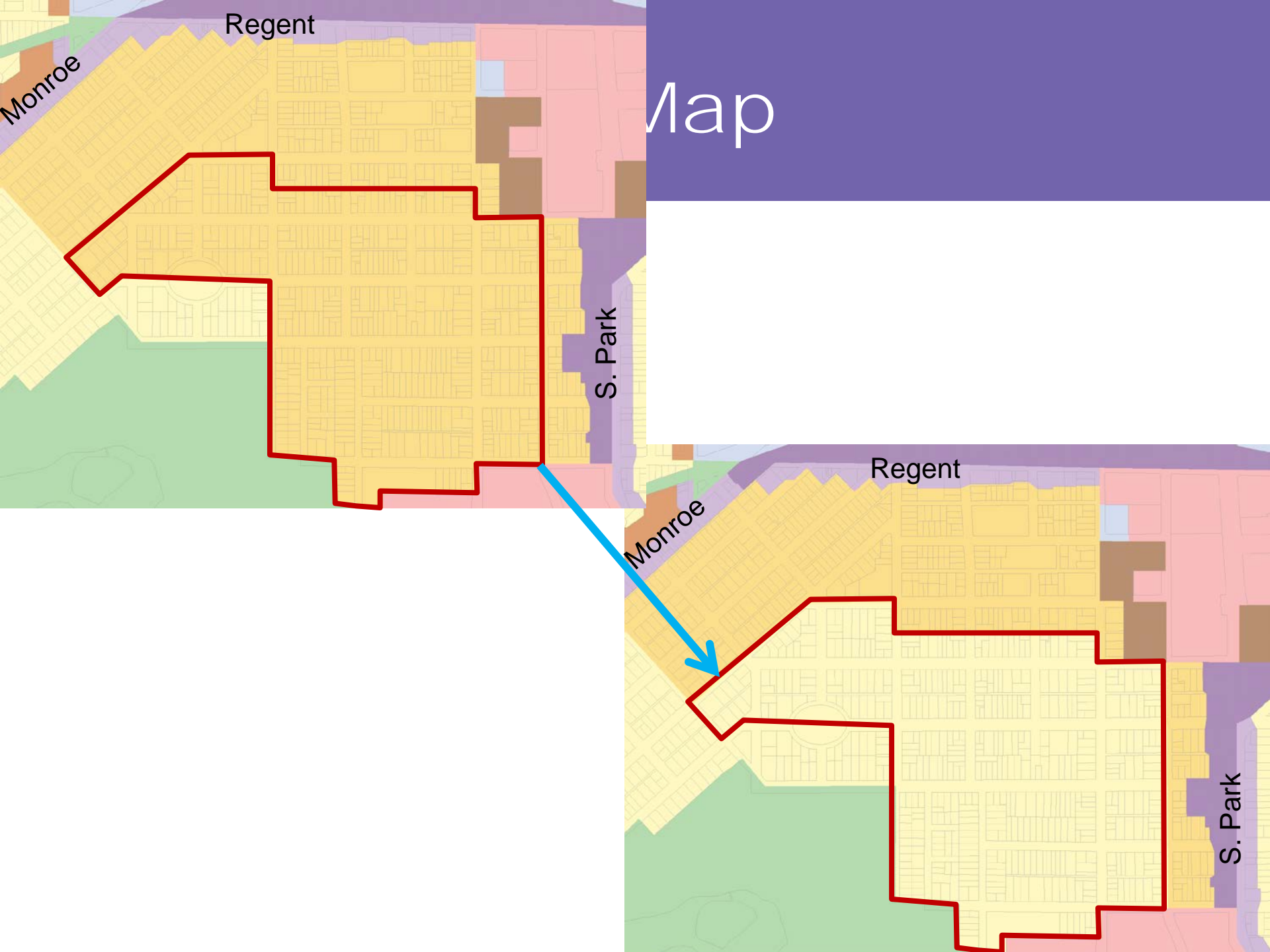
- 700+ comments from public meetings, website, resident panels, emails.
- All comments reviewed by staff; recommendations put in front of the PC to maintain map, change map, or discuss comment.
- The two biggest changes to the FLU map from broad-based public comments . . .



Fu

1.





Map

Regent

Monroe

S. Park

Regent

Monroe

S. Park

Future Land Use Map: Public Comments

“Stop what is happening on Monroe St. there were wonderful neighborhoods going from Monroe to back streets. The high apt building that interrupt family neighborhoods on access to parks. Is it just gentrifying or neighborhood erasing as well?”

“There should be more medium use residential housing on Monroe as new restaurants go in and there is also good bus transportation.”



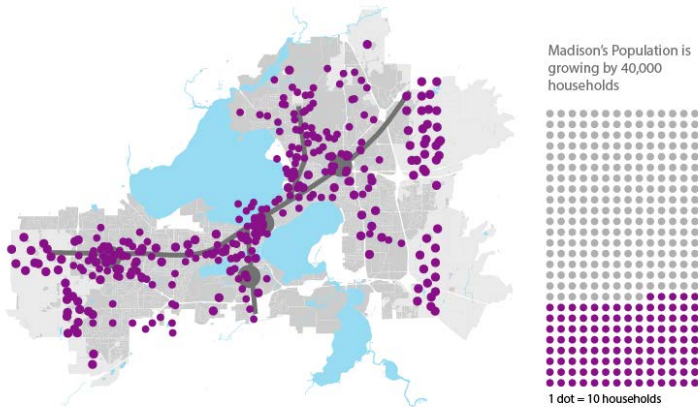


PHASE 3 PLAN

Growth Prioritization

Where should Madison Prioritize Growth?

Madison's population is projected to grow by 40,000 households by 2040. In this context of growth, where should everyone live? Lorem ipsum lorem ipsum lorem ipsum



Greenhouse Gas Emissions

120



Vehicle Miles Traveled

38



Population Health Outcomes

55

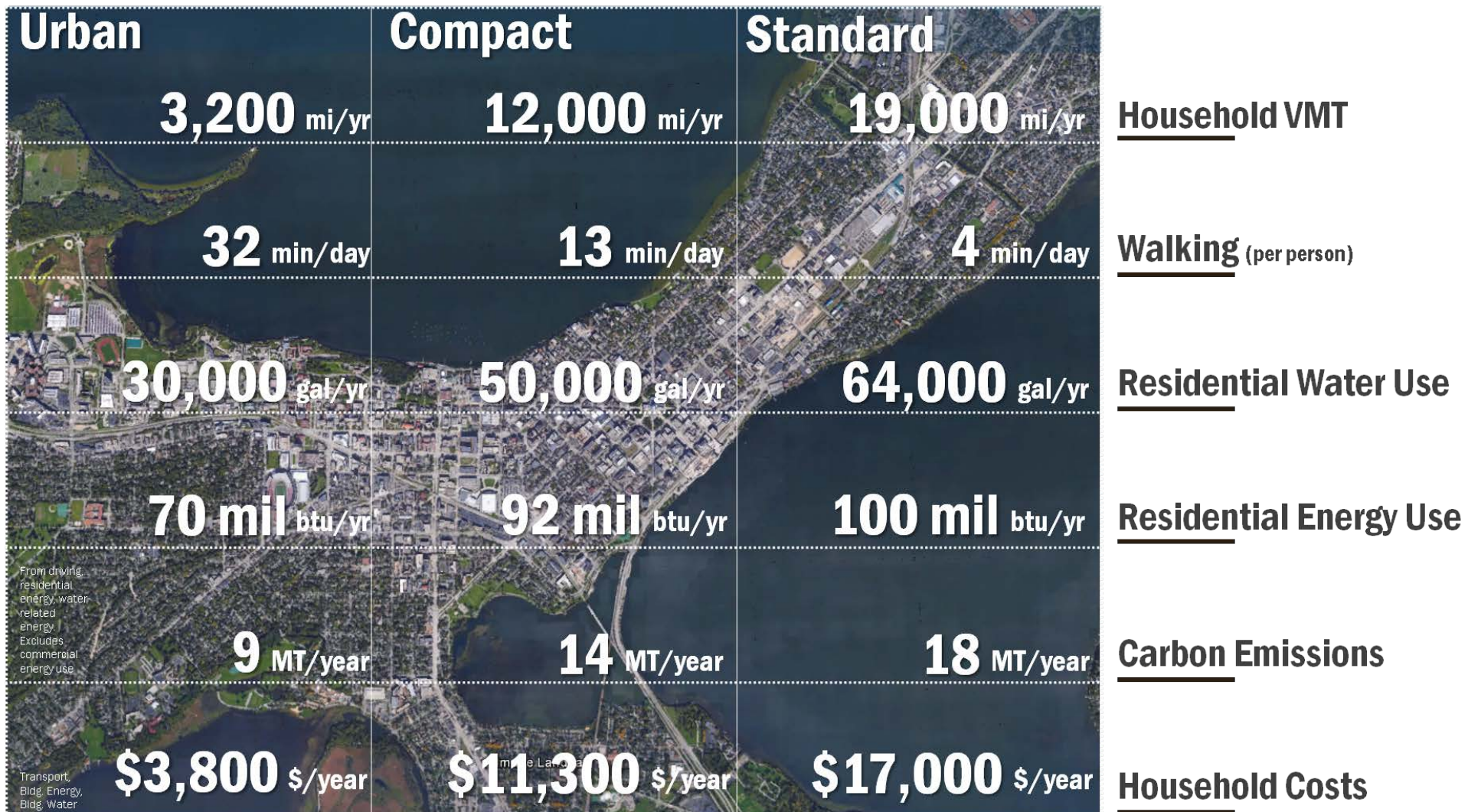


Water Consumption

35




Urban Footprint - Metrics



Strategy Prioritization

Based on your review of the existing goals, please rank the goal topic areas based on how important you believe each is to achieving your vision for Longmont's future. Before ranking these topic areas, be sure to consider areas where you feel a stronger policy direction is needed AND areas where you believe Envision Longmont has the greatest opportunity to help define a future direction for the community over the next 10 to 20 years.



Rank Your Priorities

Rank the topic areas you think are most important to Longmont's future by clicking and dragging the most important ones to the top. When you're finished, click the Submit button to save them and return to the other Activities!

Goal Ranking [Hide row weights](#)

Diversity & Cultural Inclusivity	1
Growth and Development	2
Community Character and Design	3
Parks, Greenways & Open Space	4
Environmental Quality & Sustainability	5
Housing and Neighborhoods	6
Economic Development	7
Resilience/Hazard Mitigation	8
Downtown/CBD	9
Multimodal Transportation	10
Education & Workforce Development	11
Community Services	12
Healthy Community	13

Dragging not working? Click "Show Row Weights" to assign a number to each priority, with 1 being the highest.

Submit

Example: <https://envisionlongmont.com/vision-and-values-goals-ranking>



Phase 3 Community Meetings

- October 23 – Village on Park at 6:00
- October 25 – Goodman Community Center at 6:00
- October 26 – Lussier Community Education Center at 6:00





Contact Us



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