



# Imagine Madison

People Powered Planning

**Economic Development Committee**  
**November 15, 2017**

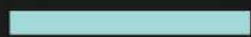


**#imaginemadison**

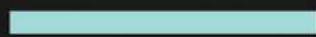




## POPULATION



248,951 (2015)

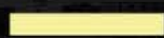


318,951 (2040 projection)

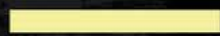
Madison will add 70,000 new residents between now and 2040.



## TOTAL HOUSING UNITS



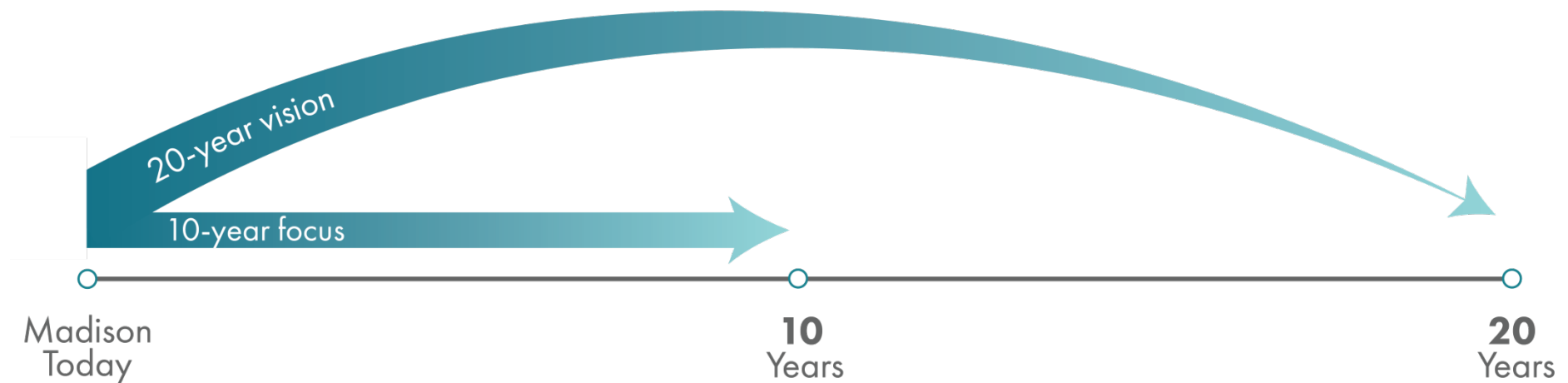
110,000 (2015)



150,000 (2040 projection)

Madison will need to build 40,000 housing units by 2040 to meet the needs of our growing population.

# Planning Horizon





# Topics Organized into 6 Themes



**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



# Plan Structure

## THEME

Neighborhoods and Housing

## GOAL

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

## STRATEGY

Provide support and housing transition programs to community members experiencing homelessness.

## ACTION

Continue support for existing Rapid Rehousing programs and encourage their expansion to include single men.



# Phase 2 Recap: Strategies



# Timeline

**Phase 1**  
Where are we headed?

FALL 2016



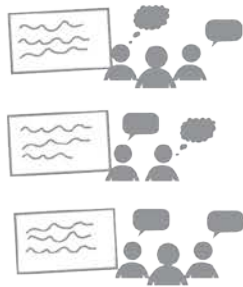
## Your Voice

- 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



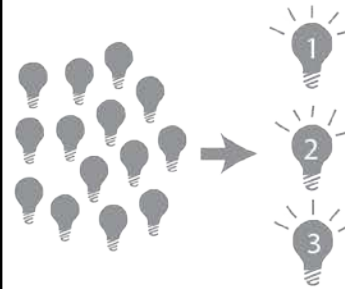
## Your Voice

- 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



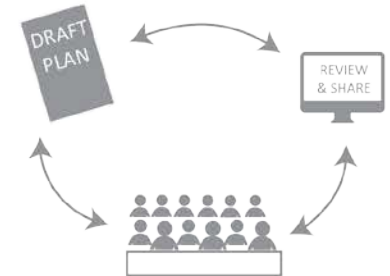
## Your Voice

- 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**

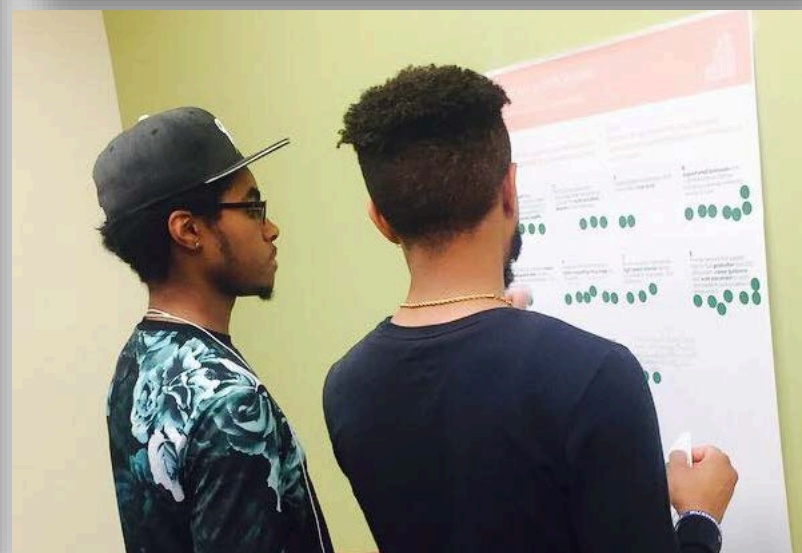


# Community Meetings



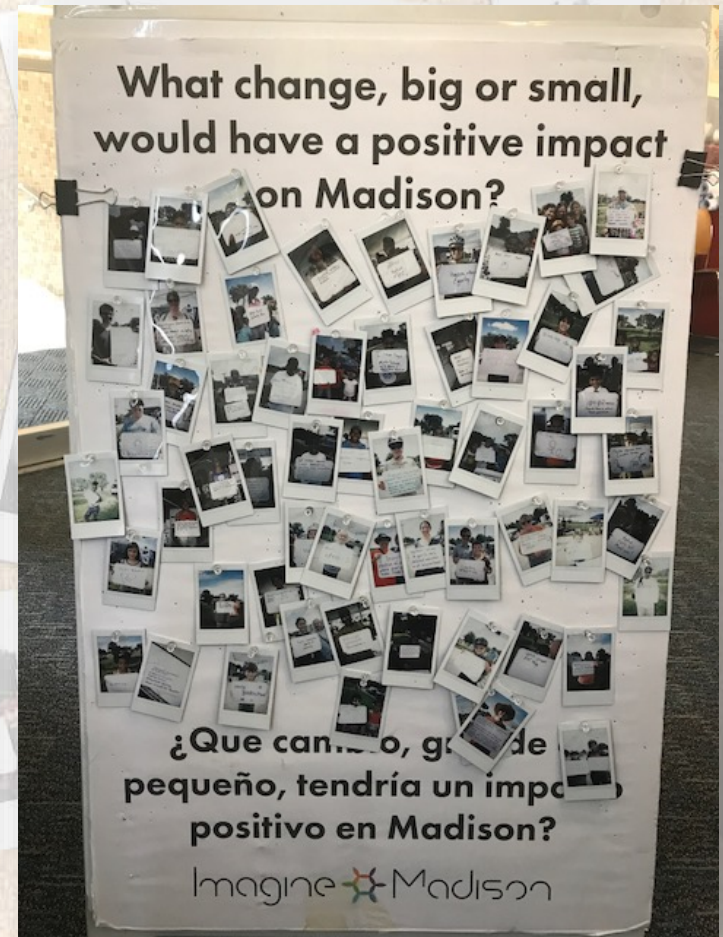


# Resident Panels



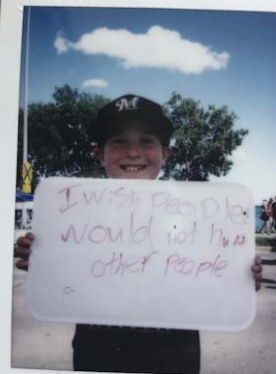


# Events and Festivals





# Events and Festivals



## Phase 2: SOME AGREEMENT . . .

Push back against attempts to keep low-income housing segregated from wealthier neighborhoods.

Affordable housing needs to be in areas that have transportation, amenities, and grocery stores.

## Phase 2: SOME DISAGREEMENT . . .

In order to build enough housing, neighborhood plans that were written by incumbent, well-to-do homeowners will have to be ignored. They were written to protect existing home values--not a prob today!

Above all, the city and its committees should respect the wishes of neighborhoods in the planning process & not simply roll over them like an armored vehicle. Begin & end with neighborhoods not committees.



# Phase 2 Feedback

Many of the participants shared that they had purchased property as investment opportunities.

However, they never knew about zoning and the comprehensive plan. They didn't know that they invested in a property that could never become a store front or business because it was zoned residential.

# Phase 2 Feedback

There is no help and guidance about paying taxes for small businesses.

Filing the tax form is very complicated and there are no trained staff. Some organizations give the false hope of helping.

# How feedback was used.

**Feedback:** Many groups did not like draft Form and **Connectivity Strategy #5:** "Madison will be the center of our region, with Downtown serving as our primary activity hub."

When we revised the goals, we **removed Strategy #5.**

We also created a new strategy that emphasizes making **downtown inclusive** to all community members.



# How feedback was used.

Feedback: There is a need for government accountability and transparency.

- Revised draft Strategies:
  - “Ensure that the City of Madison government is **transparent and accountable** to residents.”
  - “Improve accessibility to government agencies and services including the **physical location, hours of operation, and availability of language translation.**”



# Phase 3: Priorities!

# Timeline

**Phase 1**  
Where are we headed?

FALL 2016



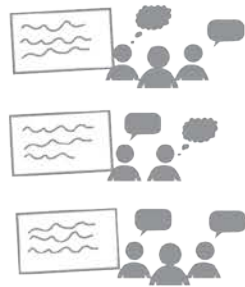
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**GOALS**

**Phase 2**  
How will we get there?

SPRING 2017



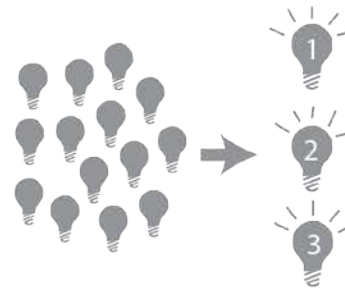
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**STRATEGIES**

**Phase 3**  
What first?

FALL 2017



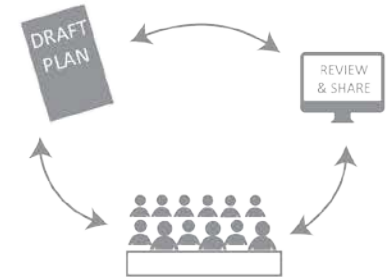
## Your Voice

- 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**





# Wide Range of Community Feedback

“Work to close the educational opportunity gap.”

“Ensure that the City of Madison government is transparent and accountable to residents.”

“Help reduce housing costs and meet the needs of all economic and demographic groups by increasing Madison’s housing supply.”

“Ensure access to affordable high speed internet service.”

“Create safe and affirming spaces that are social outlets for people of color and underrepresented community members.”

“Provide support and housing transition programs to community members experiencing homelessness.”

“Improve lake water quality by working to reduce urban and agricultural runoff.”

“Efficiently and equitably place community facilities (such as community centers and fire stations) to provide a high level of service to all neighborhoods.”

“Expand and improve the sidewalk network.”

“Provide spaces for racially and ethnically diverse interests, events, family gatherings, traditions, and exhibits.”

“Improve and preserve urban biodiversity through an interconnected greenway, habitat, nature access, and path system.”

# Strategy Prioritization Activity

## Culture and Character

**Goal:** Madison will be a vibrant and creative city that values and builds upon its cultural and historic assets.

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

### Top 5 Strategies

### Action Ideas

1. Provide spaces for racially and ethnically diverse interests, events, family gatherings, traditions, and exhibits.

1. Encourage music + other social venues to cater to a more diverse clientele.
2. Dedicated spaces in libraries with materials showcasing a particular culture.
3. \_\_\_\_\_

2. Create safe and affirming spaces that are social outlets for people of color and underrepresented community members.

1. Partner with community groups to determine what amenities are needed.
2. \_\_\_\_\_
3. \_\_\_\_\_

3. Provide resources for diverse artists to collaborate and flourish in Madison.

1. Develop live/work spaces.
2. Identify locations for the community to cocreate art.
3. \_\_\_\_\_

4. Protect historically and culturally significant First Nations/Native American sites.

1. Continue to identify culturally significant sites.
2. \_\_\_\_\_
3. \_\_\_\_\_

5. Strengthen educational arts programming, especially in underserved communities.

1. Use art to implement neighborhood plans.
2. \_\_\_\_\_
3. \_\_\_\_\_

Balance the conc  
venues between t  
other areas.  
spaces, and private de





Neighborhoods  
and Housing

Top 5 Strategies for Neighborhoods and Housing

Strategy	Priority	Responsible Party	Timeline	Status
1. Develop a comprehensive plan for the neighborhood.	High	City of Chicago	2015-2017	Completed
2. Create a neighborhood council to oversee the plan.	High	City of Chicago	2015-2017	In Progress
3. Establish a neighborhood development fund to provide financial support for the plan.	High	City of Chicago	2015-2017	In Progress
4. Implement a neighborhood development fund to provide financial support for the plan.	High	City of Chicago	2015-2017	In Progress
5. Establish a neighborhood development fund to provide financial support for the plan.	High	City of Chicago	2015-2017	In Progress









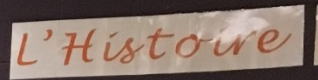
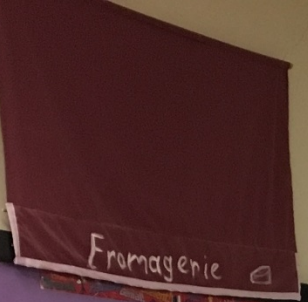




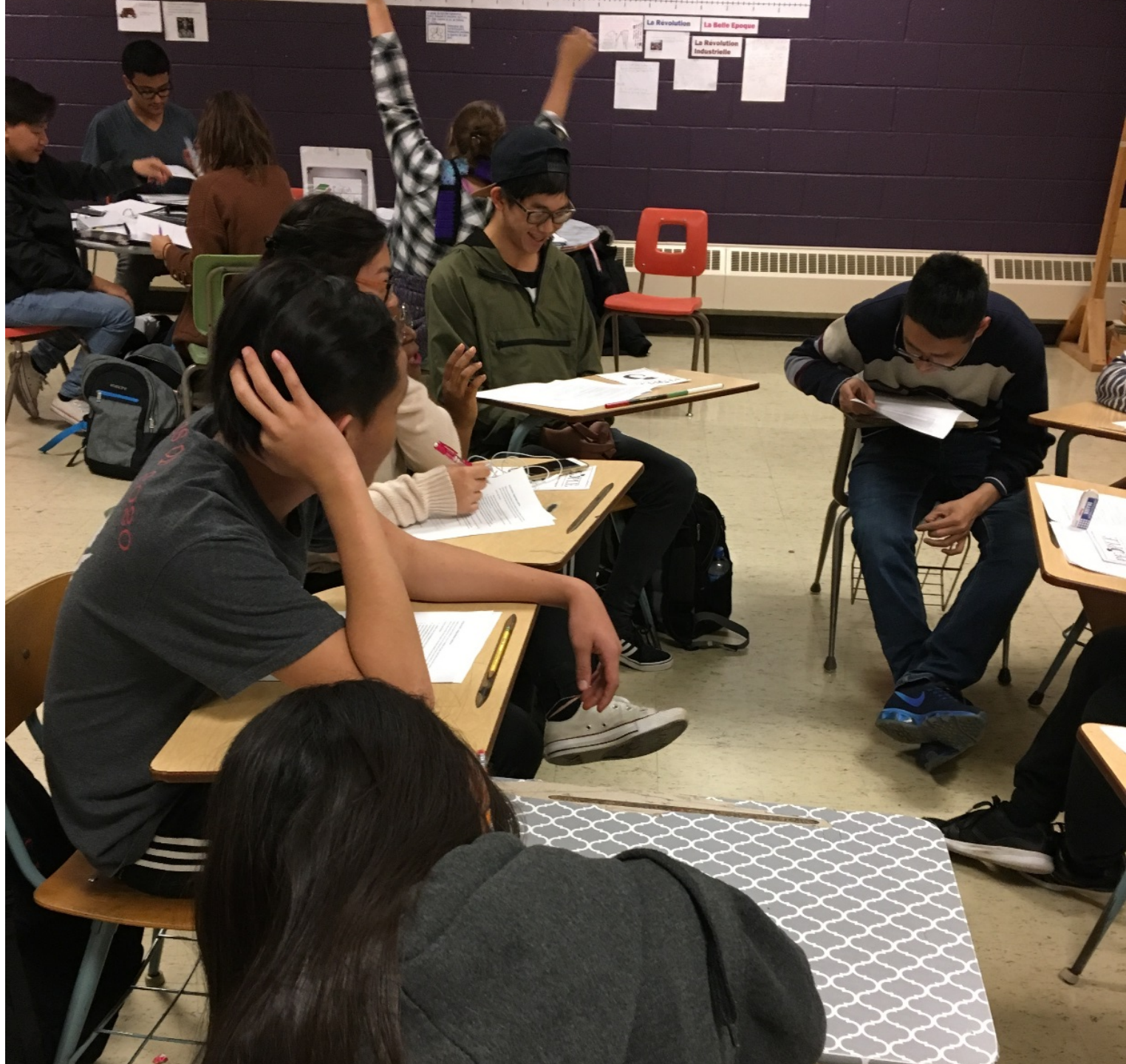












# Top Economic Development Strategies Thus Far

1. Remove barriers to achieve economic stability by ensuring access to services including culturally appropriate childcare, credit repair, and financial literacy.
2. Support small businesses and cultivate entrepreneurship, especially businesses owned by people of color and underrepresented groups.
3. The City should lead and encourage other employers to develop a diverse workforce best able to serve an increasingly diverse population.
4. Develop more jobs that pay a family-supporting living wage for all workers.



# ONLINE STRATEGY ACTIVITY

## OPEN UNTIL MID-DECEMBER



### Strategies: Culture & Character

#### Goals

- ✧ Madison will be a vibrant and creative city that values and builds upon its cultural and historic assets.
- ✧ Madison will have a unique character and strong sense of place in its neighborhoods and the city as a whole.

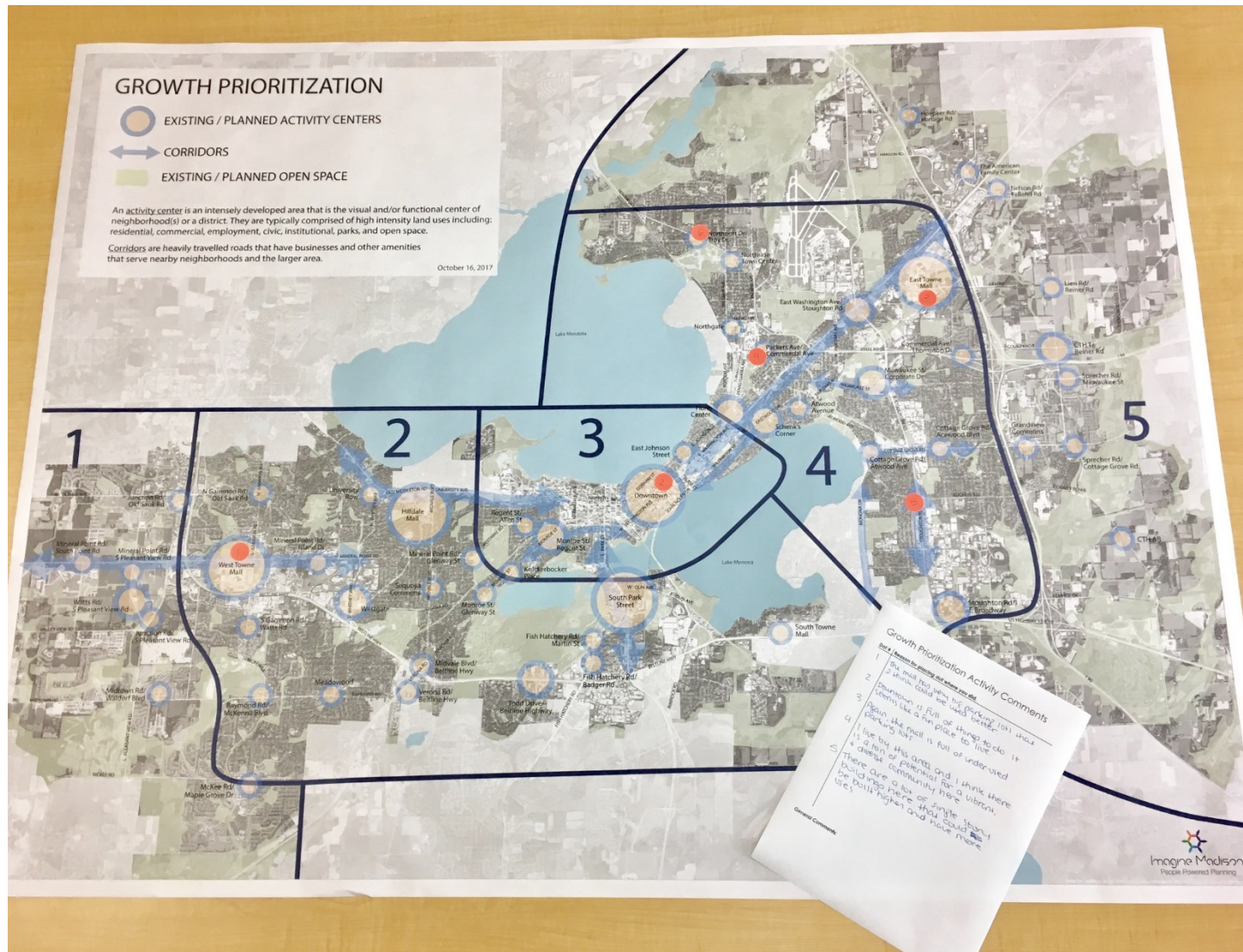
Prioritization will be key for this effort to be successful. Click and drag the Strategies below in order of their importance. Your top five Strategies will be used in the next step of this activity.

When you are finished, click the "Submit" button.

#### Ranking

1. + Strengthen educational arts programming, especially in underserved communities.
2. + Provide spaces for racially and ethnically diverse interests, events, family gatherings, traditions, and exhibits.
3. + Create memorable places through creative architecture and urban design.
4. + Balance the concentration of cultural venues between the downtown and other areas of the city.
5. + Protect historically and culturally significant First Nations/Native American sites.
- + Create safe and affirming spaces that are social outlets for people of color and underrepresented community members.
- + Preserve historic and special places that reflect our racially and ethnically diverse cultures and histories.
- + Integrate art that represents the entire community into City facilities, public spaces, and private developments.
- + Provide resources for diverse artists to collaborate and flourish in Madison.

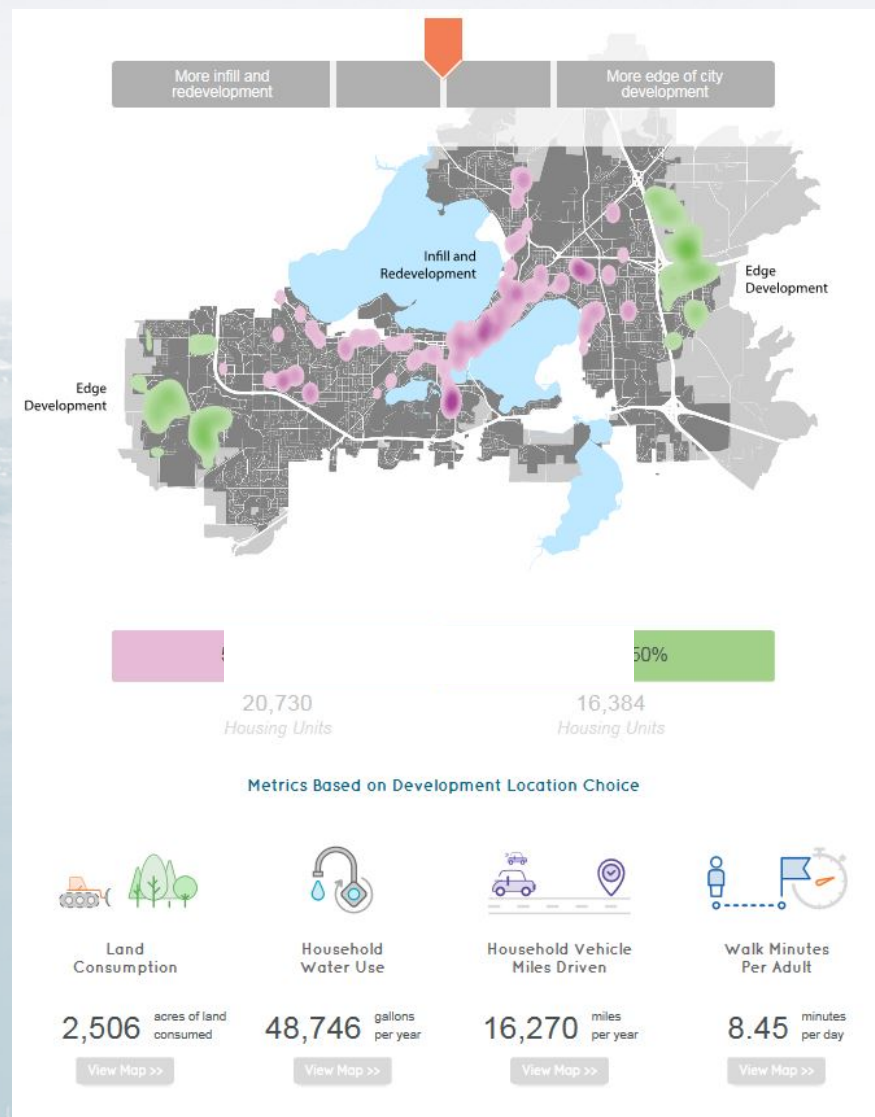
# Growth Prioritization Activity





# ONLINE GROWTH PRIORITIZATION ACTIVITY

## OPEN UNTIL MID-DECEMBER





# Next Steps



# Next Steps in the Process





## Contact Us



[www.ImagineMadisonWI.com](http://www.ImagineMadisonWI.com)



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