

Comprehensive Plan Update - Draft Goals and Strategies

Land Use and Transportation

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

Goal: Madison will have a safe, efficient, and affordable regional transportation system that offers a variety of choices among transportation modes.

Strategies:

1. Implement **bus rapid transit** to improve travel times and increase ridership.
2. Improve **transit service**, especially to peripheral employment and residential locations, with a focus on **reducing the travel time** for transit dependent populations.
3. Ensure **all populations benefit** from the City's **transportation investments**.
4. Improve access to **transit service to nearby cities**, such as Milwaukee, Chicago, and Minneapolis.
5. Reduce the demand for development of **farmland** on the periphery of the city.
6. **Concentrate** the highest intensity **development along transit corridors**, downtown, and at major activity centers.
7. Maintain **downtown Madison** as a major activity center for the region while improving access and inclusivity.
8. Expand and improve our **pedestrian and bicycle networks** to enable safe and convenient active transportation.
9. Implement **new technologies** to more efficiently use our existing transportation infrastructure.

Neighborhoods and Housing

Goal: Madison will be a safe and welcoming city of strong and complete neighborhoods that meet the needs of all residents.

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

Strategies:

1. Create **complete neighborhoods** across the city where residents have access to transportation options and resources needed for daily living.
2. Support development of a **wider mix of housing** types, sizes and costs throughout the city.
3. Increase the **amount of available housing**.
4. Integrate **lower priced housing**, including subsidized housing, into complete neighborhoods.
5. Provide **housing options with health and social services** for residents who need it most, including residents experiencing homelessness.
6. Support the **rehabilitation of existing housing stock**, particularly for first - time homebuyers and people living with lower incomes.
7. Support **community schools** that offer amenities and services to the neighborhood.
8. Ensure **access to food** that is affordable, nutritious, and culturally specific.
9. Provide **community spaces** that bring people of diverse backgrounds together and foster a sense of belonging and inclusion.

Economy and Opportunity

Goal: Madison will have a growing, diversified economy that offers opportunity for businesses and residents to prosper.

Goal: Madison will have equitable education and advancement opportunities that meet the needs of each resident.

Strategies:

1. Retain existing businesses and attract new **businesses** to ensure residents have access to jobs.
2. Support more jobs that pay a **family-supporting living wage**.
3. Close the **educational opportunity gap**.
4. Provide services that **support high school graduation** and GED attainment, job training, and work placement.
5. Remove barriers to achieving **economic stability**.
6. **Support small businesses and cultivate entrepreneurship**, especially businesses owned by underrepresented groups.
7. Support efforts for businesses and consumers to produce and buy **local food, products, and services**.
8. City government should lead and encourage other employers to develop a **diverse workforce** best able to serve an increasingly diverse population.
9. Collaborate with other entities to **adapt our workforce** to quickly advancing technologies and automation in the workplace.
10. Maintain downtown Madison as the **government center** for the state.

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.

Strategies:

1. Create **safe and affirming spaces** that are social outlets for underrepresented groups, including venues for events, family gatherings, traditions, and exhibits.
2. Balance the concentration of **cultural and entertainment venues** between the downtown and other areas of the city.
3. Preserve **historic and special places** that tell the story of Madison and reflect our racially and ethnically diverse cultures and histories.
4. Preserve **defining views** of the lakes, downtown skyline, and Capitol from publicly accessible locations.
5. Integrate **public art** throughout the city.
6. Provide **opportunities for a diverse array of artists** to create, collaborate, and flourish in Madison.
7. Strengthen **educational arts programming**, especially in underserved communities.
8. Create **vibrant and inviting places** through creative architecture and urban design.

Green and Resilient

Goal: Madison will be a leader in stewardship of our land, air, and water resources.

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:

1. Protect Madison's water supply and infrastructure to provide **safe, clean drinking water**.
2. Improve **lake and stream water quality**.
3. Increase the use and accessibility of **energy efficiency** upgrades and **renewable energy**.
4. Upgrade **park facilities** to accommodate more diverse activities and gatherings.
5. Improve and preserve **urban biodiversity** through an interconnected greenway and habitat system.
6. Develop a healthy and diverse **urban tree canopy**.
7. Improve public **access to the lakes**.
8. Reduce **landfilled waste**.
9. Support safe and sustainable **farming and gardening** practices that protect the ecosystem and public health.

Effective Government

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

Goal: Madison will collaborate with other governmental and non-governmental entities to improve efficiency and achieve shared goals.

Strategies:

1. Pursue **regional solutions** to regional issues.
2. Collaborate with State and local officials to create a **regional transit authority** to enhance public transit in the Madison area.
3. Locate **community facilities**, such as community centers and fire stations, to provide a **high level of service** to all neighborhoods.
4. Work with adjacent municipalities and regional jurisdictions to preserve long -term options for **efficient city expansion**.
5. Ensure that **new development** occurs in locations that can be **efficiently served** to minimize costs on the community as a whole.
6. Improve **accessibility to government** agencies and services.
7. Ensure that the City of Madison government is **transparent and accountable**.
8. Continue to **build better relationships** between police officers and the diverse communities they serve.
9. Ensure all **neighborhoods are clean and safe** through the provision of quality non-emergency services.
10. Establish **partnerships** with other entities to improve service delivery and reduce duplicative services.