

CITY OF MADISON

Comprehensive Plan

Draft - May 1, 2018

Imagine Madison
People Powered Planning



Elements



LAND USE AND TRANSPORTATION

Compact Land Use | Efficient Transportation



NEIGHBORHOODS AND HOUSING

Complete Neighborhoods | Housing Access



ECONOMY AND OPPORTUNITY

Growing Economy | Equitable Education
and Advancement



CULTURE AND CHARACTER

Cultural Vibrancy | Unique Character



GREEN AND RESILIENT

Natural Resources | Parks and Recreation



EFFECTIVE GOVERNMENT

Efficient Services | Community Facilities |
Regional Cooperation

Goals, Strategies, Actions



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12 Goals

Statements of what we want to achieve over the long-term within each Element

50 Strategies

General approaches to achieve the Goals

150+ Actions

Several implementation Actions for each Strategy

Guiding Lenses



Equity



Sustainability



Health



Adaptability

15,000+ people engaged through Imagine Madison



Website
11,960 unique visitors



Planning Pop-ins
60 pop-ins/ 1,775 attendees

- Hip Hop Architecture & Planning Camp
- Cap Times Talk
- UW-Madison PEOPLE Program
- UW-Madison Classes



Community Meetings
10 meetings / 371 participants



Resident Panels
231 participants



Inter-agency Staff Team
23 staff members / 17 departments



Markets and Festivals
19 Events / 649 interactions



Neighborhood Resource Teams
9 Teams / 118 attendees



Social Media
803 followers



City Committees
16 Boards, Commissions, and Committees



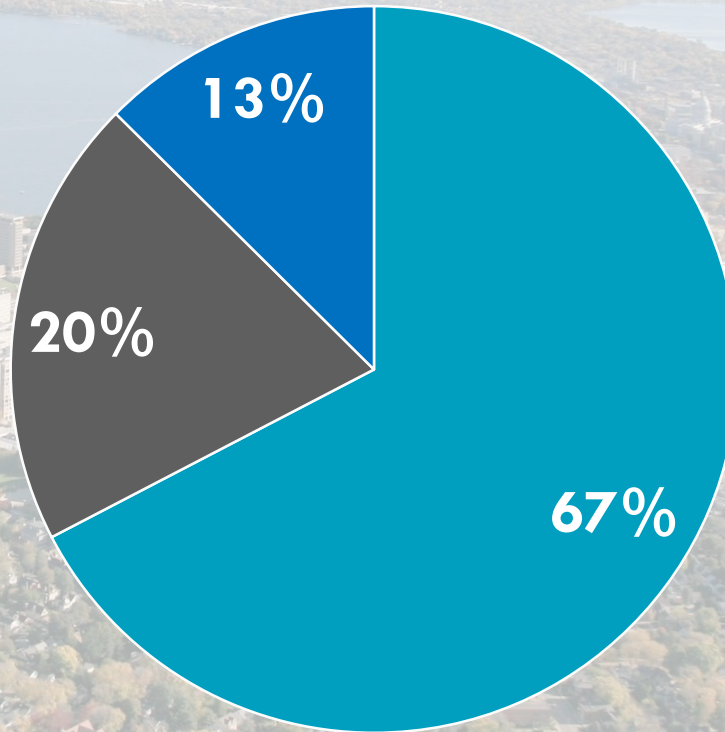
Mini-Documentary

An aerial photograph of a city, likely Chicago, showing a large body of water (Lake Michigan) on the left and a dense urban area with a large stadium (Soldier Field) in the foreground. The text "Growth Framework" is overlaid in white on a dark horizontal band across the middle of the image.

Growth Framework

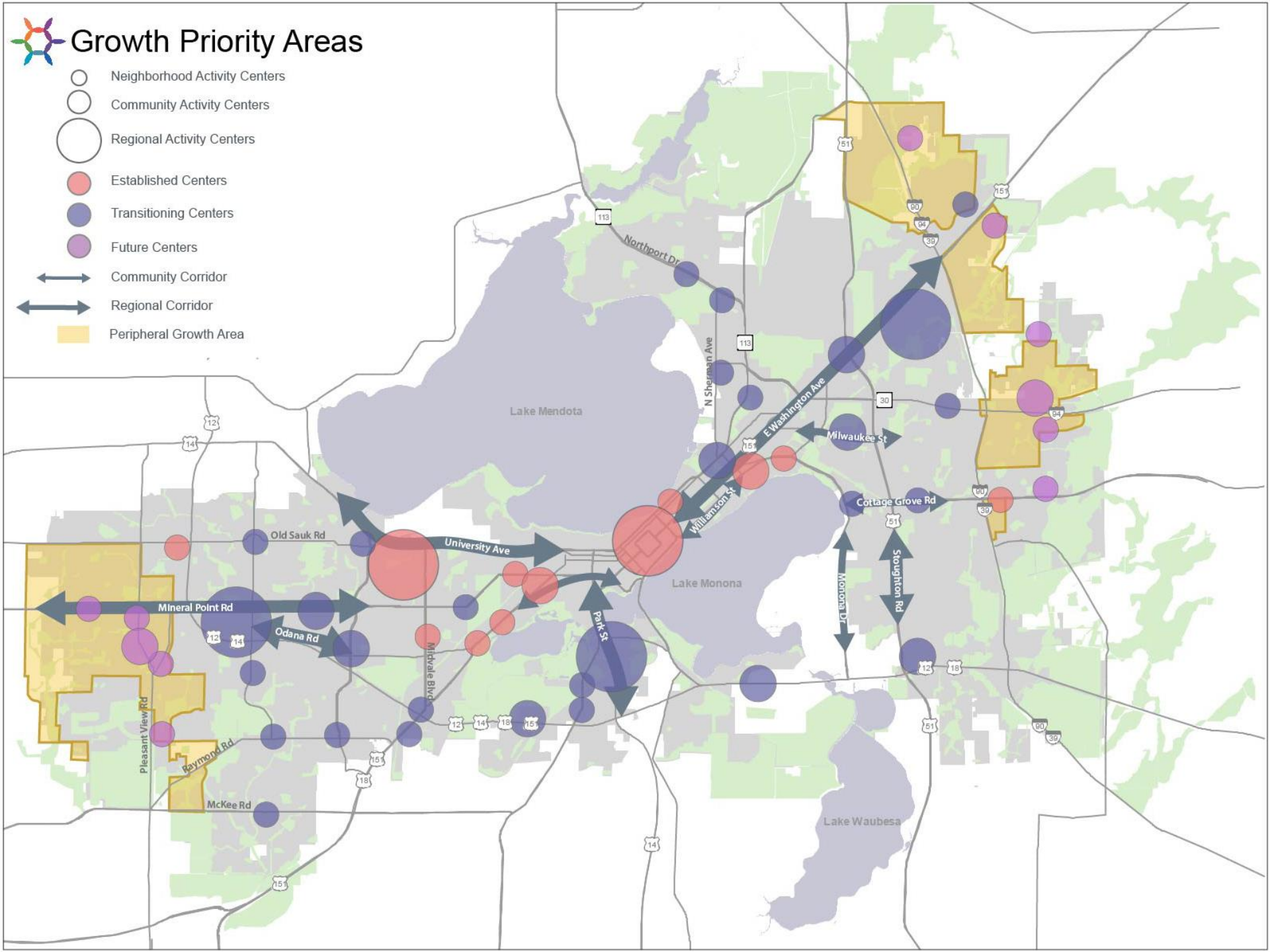
Community Feedback

■ More Infill/Redev ■ 50/50 Split ■ More Edge



Growth Priority Areas

-  Neighborhood Activity Centers
-  Community Activity Centers
-  Regional Activity Centers
-  Established Centers
-  Transitioning Centers
-  Future Centers
-  Community Corridor
-  Regional Corridor
-  Peripheral Growth Area



An aerial photograph of Madison, Wisconsin, showing a dense urban area with a mix of residential and commercial buildings. The Wisconsin State Capitol is visible in the center. The city is surrounded by green spaces and the Koshongong River is visible on the right side.

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.

Land Use and Transportation

Strategies:

5. Concentrate the highest intensity development along transit corridors, downtown, and at Activity Centers.
 - a. TOD Overlay Zoning
 - d. Prepare Mixed-use Activity Center Plans
6. Reduce the demand for development of farmland on the periphery of the city.
 - a. Update Neighborhood Development Plans



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.

Neighborhood and Housing

Strategies and Actions:

1. Create complete neighborhoods across the city where residents have access to transportation options and resources needed for daily living.

c. Housing Near Transportation

Neighborhood and Housing

Strategies and Actions:

2. Support development of a wider mix of housing types, sizes, and costs throughout the city.
 - a. Missing Middle
 - b. Life Cycle Housing
 - c. Variety of Ownership and Occupancy Types

Neighborhood and Housing

Strategies and Actions:

3. Increase the amount of available housing.
 - a. Create Neighborhoods in Commercial Areas
 - b. Increase Permitted Uses
 - c. Match Developers with Opportunities

Neighborhood and Housing

Strategies and Actions:

4. Integrate lower priced housing, including subsidized housing, into complete neighborhoods.
 - a. Distribute Affordable Housing
 - b. TIF for Housing
 - c. Affordable Housing Fund

Neighborhood and Housing

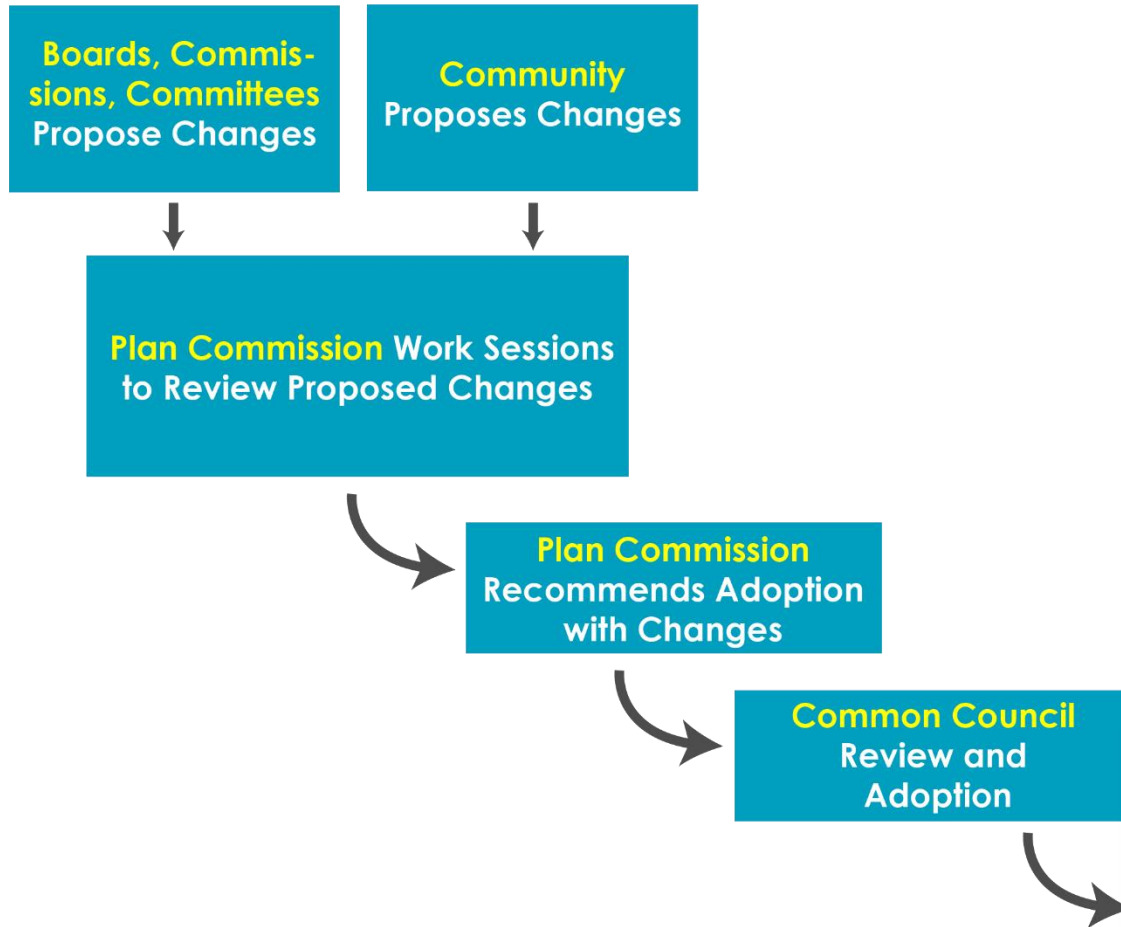
Strategies and Actions:

5. Provide housing options with health and social services for residents who need it most, including residents experiencing homelessness.
 - a. On-Site Supportive Services
 - b. Tenant Resources
 - c. Permanent Supportive Housing

Neighborhood and Housing

Strategies and Actions:

6. Support the rehabilitation of existing housing stock, particularly for first-time homebuyers and people living with lower incomes.
 - a. Increase Inspections
 - b. Housing Rehabilitation
 - c. Review Homeowner Assistance Programs





Contact Us



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A Greater Madison Vision

how we grow matters



Scenario Survey Website

www.greatermadisonvision.com



**September 12
through
November 12,
2018!**

