

CITY OF MADISON

Comprehensive Plan

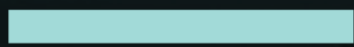
Draft - May 1, 2018

Imagine Madison
People Powered Planning

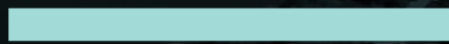




POPULATION



248,951 (2015)

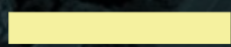


318,951 (2040 projection)

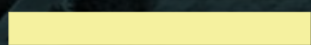
Madison will add 70,000 new residents between now and 2040.



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.

COMPREHENSIVE PLAN

6 BUCKETS



Form + Connectivity



Neighborhoods + Housing



Culture + Character



Green + Resilient



Services + Facilities



Economy + Opportunity

RELATED PLANS

- Neighborhood Plans
- Neighborhood Development Plans
- Special Area Plans
- Transportation Plans

- CDBG Five-Year Plans
- Affordable Housing Studies, Reports, and Programs

- Cultural Plan
- Historic Preservation Plan
- Urban Design Plans

- Sustainability Plan
- Park & Open Space Plan
- Energy Plan

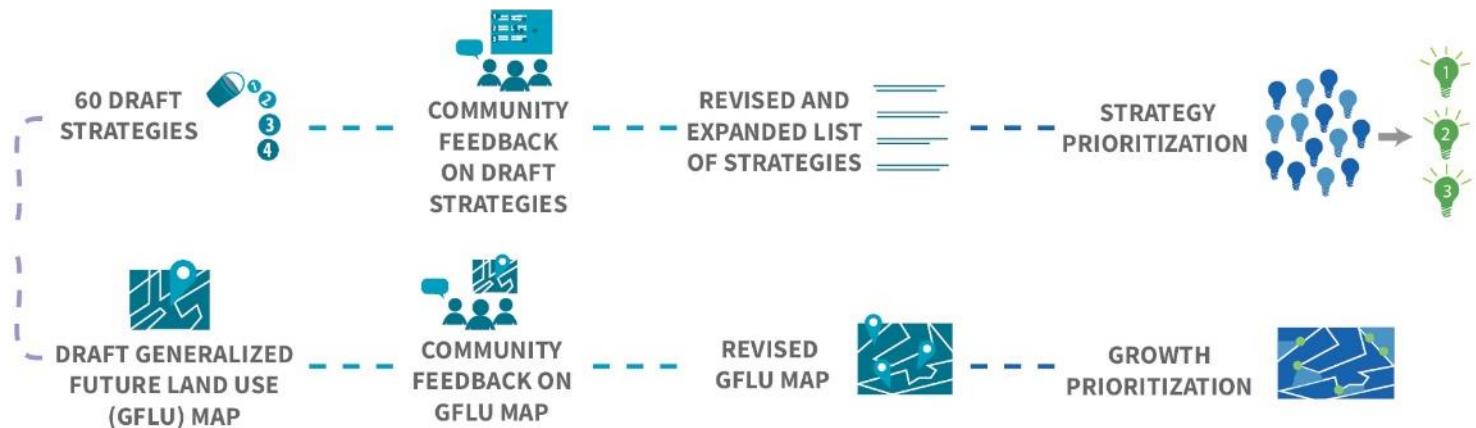
- Water and Sewer System Plans
- Long Range Facilities Plan
- Intergovernmental Agreements

- Economic Development Plan
- Tax Increment Financing (TIF) Plans
- Redevelopment Plans

Phase 1: Fall 2016



Phase 2: Spring 2017



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

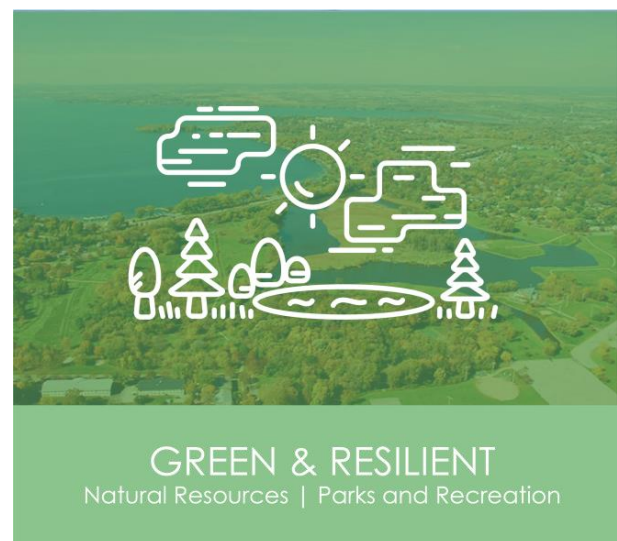
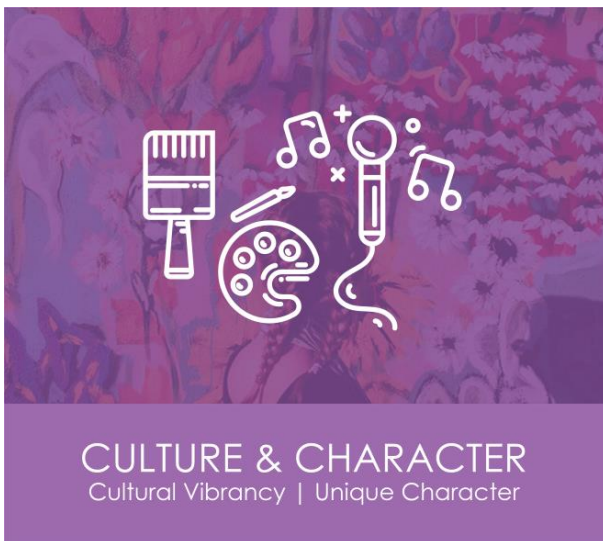
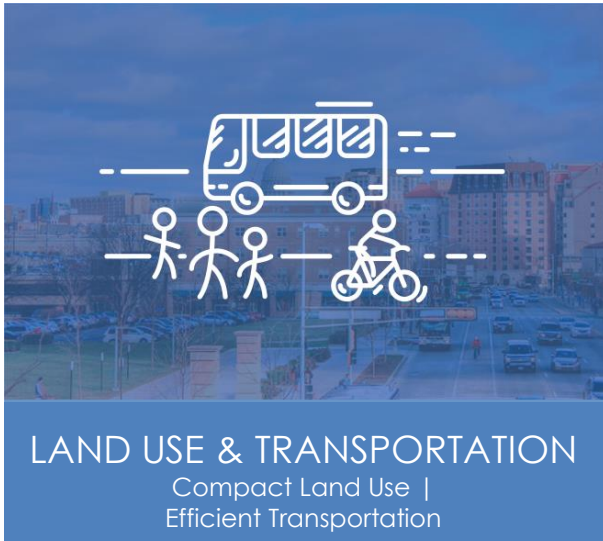


City Committees
16 Boards, Commissions, and Committees



Mini-Documentary

6 Elements . . .



. . . 12 goals, 50 strategies, 167 actions

Lenses



Equity



Sustainability



Health



Adaptability

Imagine  Madison

Urban Design-Related Strategies & Actions

Land Use & Transportation: Strategy #5

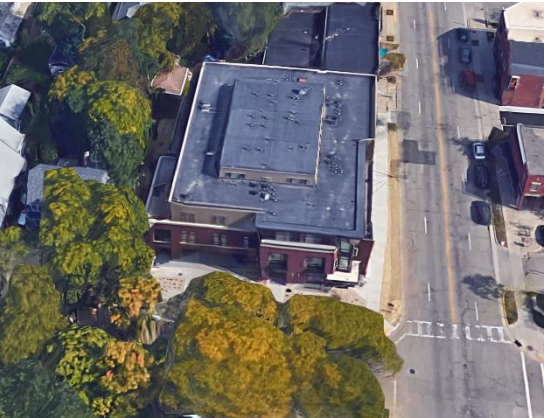
- Concentrate the highest intensity development along transit corridors, downtown, and at Activity Centers.
 - Implement TOD overlay zoning along high-frequency transit corridors
 - Ensure that redevelopment is well-integrated into adjacent low density residential areas
 - Prepare plans to transition auto-oriented commercial area into mixed-use Activity Centers

Building stepback

Landscape buffer

Fence

Side and/or rear yard setback



Neighborhoods & Housing: Strategy #2

- Support development of a wider mix of housing types, sizes, and costs throughout the city.
 - Detailed sub-area plans should encourage “Missing Middle” housing types



Neighborhoods & Housing: Strategy #3

- Increase the amount of available housing.
 - Prioritize planning for the transition underutilized, automobile-oriented commercial areas into Activity Centers
 - Explore adjustments to the zoning code conditional use thresholds to increase the permitted residential density in select districts
 - Explore the widespread replacement of residential density maximums with height maximums

Culture & Character: Strategy #1

- Create vibrant and inviting places through creative architecture and urban design.
 - Prioritize placemaking
 - Emphasize high-quality human-scale design in new buildings and public places
 - Use development review standards to ensure redevelopment results in interesting, high-quality buildings and harmonious relationships with older buildings
 - Update UDDs 1-6 and consider UDDs to redeveloping corridors

Culture & Character:

Strategy #3

- Create safe and affirming community spaces that bring people together and provide social outlets for underrepresented groups.
 - ID existing public and private spaces for increased usage and activation
 - Design and program parks and public spaces for enjoyment by a broad range of users

Culture & Character:

Strategy #5

- Preserve defining views of the lakes, downtown skyline, and Capitol from publicly accessible locations.
 - Adhere to the *Maximum Building Heights Map* and *Views and Vistas Maps* in the *Downtown Plan*
 - Conduct a viewshed study of the lakes, downtown skyline and Capitol from vantage points within the city and beyond its borders and implement zoning restrictions to preserve these views

Green & Resilient: Strategy #2

- Improve lake and stream water quality.
 - Further incentivize rain gardens and other types of green infrastructure

Green & Resilient: Strategy #6

- Develop a healthy and diverse urban tree canopy.
 - Continue to prioritize tree species diversity to create a resilient tree canopy
 - Encourage the placement of utilities that fosters street tree growth

Land Use Supplement Appendix: Design Principles

1. Transit-Oriented Development (TOD) Principles
 2. Traditional Neighborhood Development (TND) Principles
- Contained in the Plan as more detailed reference to supplement discussion of TOD and TND in some strategies and actions.
 - Provides guidance and principles for future sub-area plan development.

Submit comments online – visit imaginemadisonwi.com

Provide comments at a meeting

Email / write us

Call us

**Community
Comments**



**City Board, Commission,
and Committee Review**



**Plan Commission
Review**

**Plan Commission
Recommendation**



Common Council Review and Adoption



Questions/Comments/Discussion

- Focus on content/policy (not typos).
- ***Please include any final suggested edits in a motion to recommend adoption of Plan.***
- Planning staff and the Plan Commission will review comments and recommend edits to Council.
- Council will consider edits during their adoption deliberations.



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!

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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

