



Imagine Madison

People Powered Planning

Board of Health
January 11, 2018

#imaginemadison

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

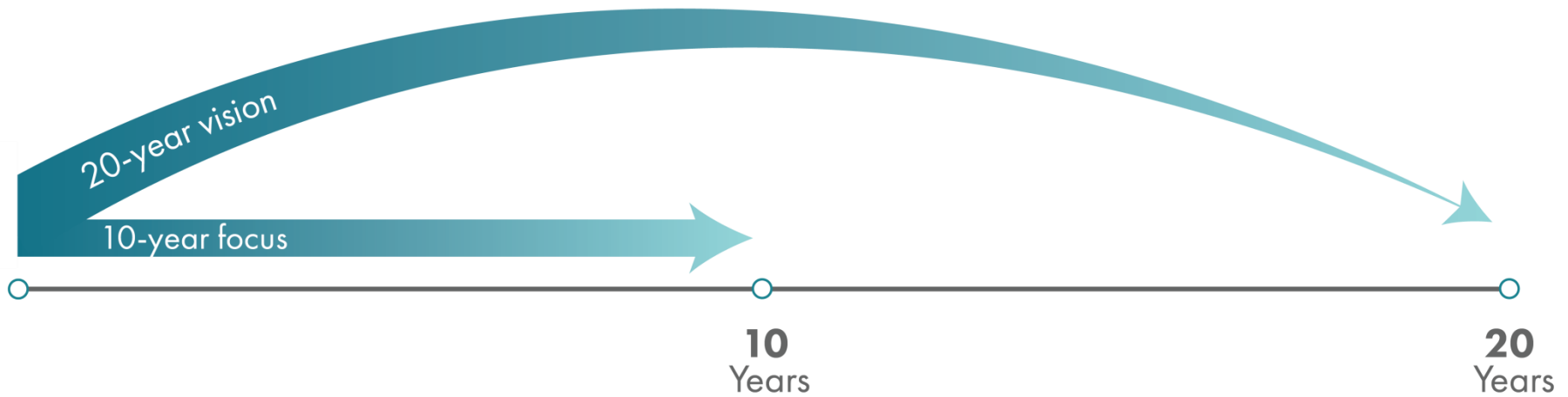
- Cultural Plan
- Historic Preservation Plan
- Urban Design Plans

- 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

Planning Horizon



Topics Organized into 6 Themes




LAND USE & TRANSPORTATION
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

Green and Resilient

GOAL

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

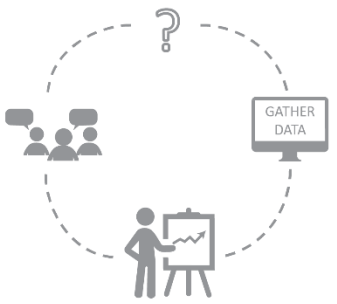
STRATEGY

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

ACTION

Review leaf collection and street sweeping policies to ensure they are providing the maximum benefit to protect local waterways.

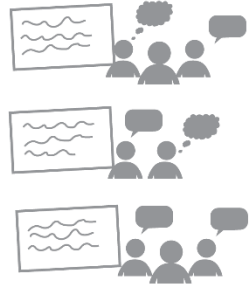
Timeline



Your Voice

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

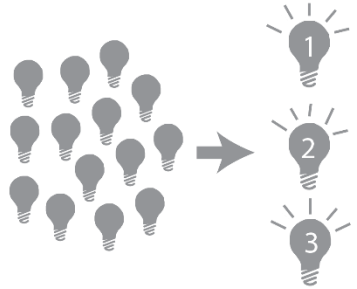
GOALS



Your Voice

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

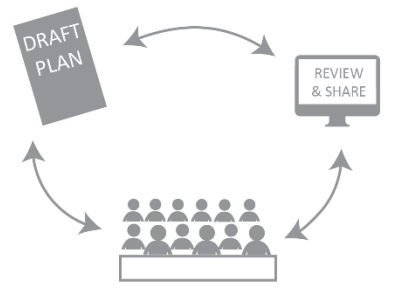
STRATEGIES & FLU MAP



Your Voice

- How should we prioritize these strategies?
- What actions would implement these strategies?
- Where should we prioritize growth?

PRIORITIES



Your Voice

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

ADOPTION



Community Meetings



Resident Panels

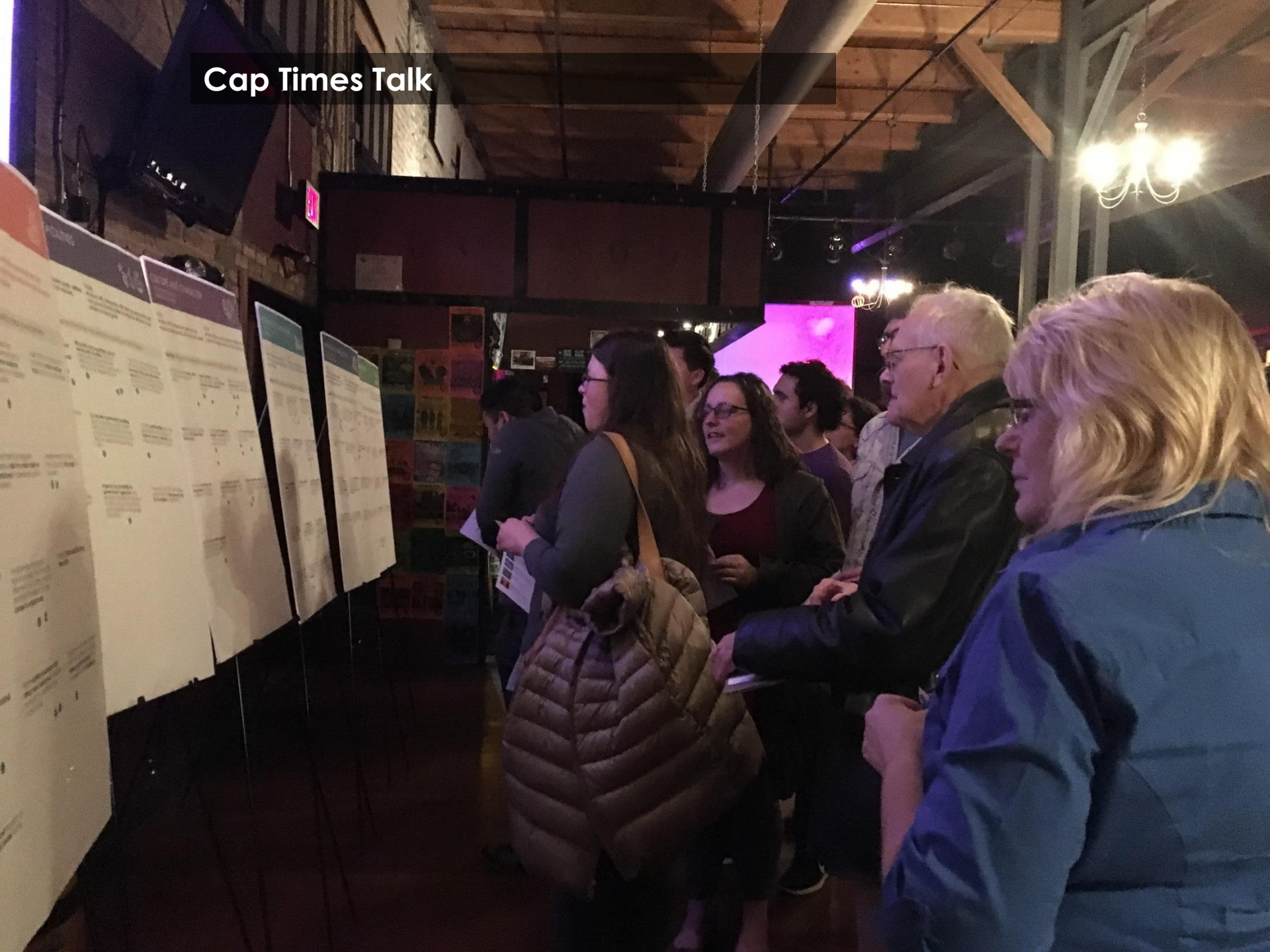


Cap Times Talk

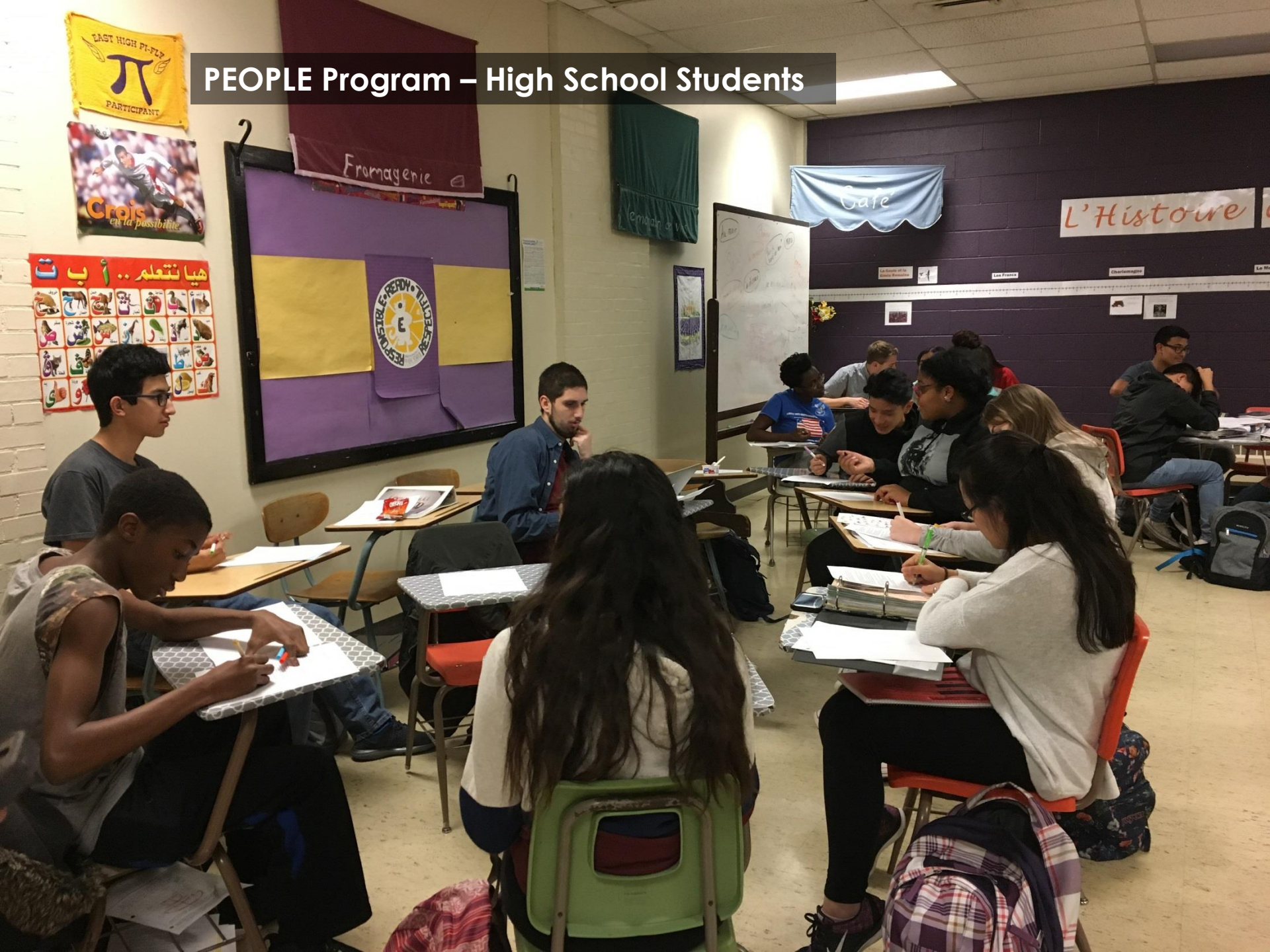
 **THE CAP TIMES**
AS MADISON AS IT GETS



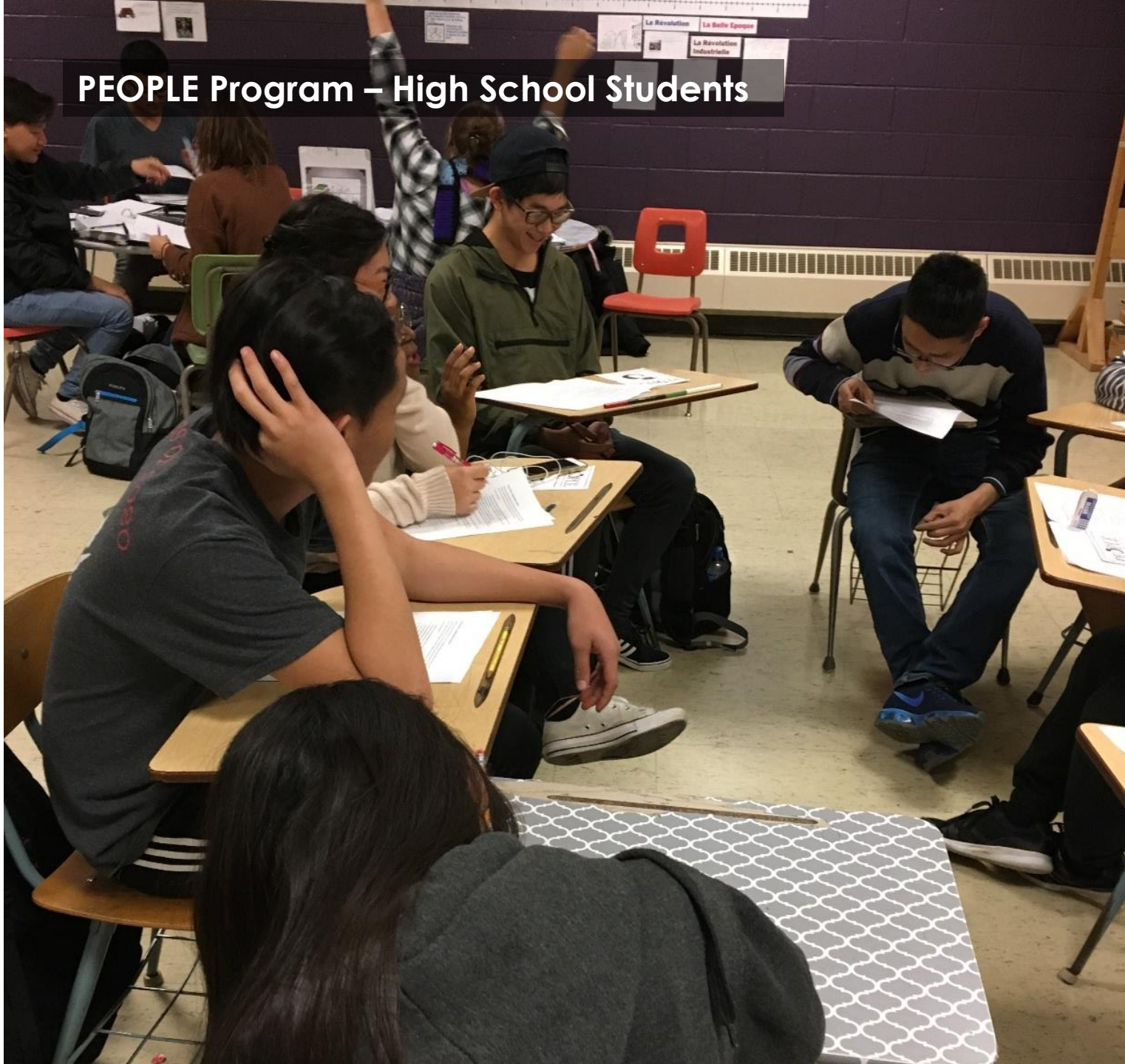
Cap Times Talk



PEOPLE Program – High School Students



PEOPLE Program – High School Students





Phase 3: Priorities!

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.
... city r
spaces, and private de

ONLINE STRATEGY ACTIVITY

OPEN UNTIL JANUARY 1



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.

Top Green and Resilient Strategies Thus Far

1. Improve **lake water quality** by working to reduce urban and agricultural runoff.
2. Protect Madison's water supply and infrastructure to provide safe, clean **drinking water**.
3. Add and upgrade **park facilities** in underserved areas of the city to accommodate and provide more types of gatherings, activities, and events.
4. Increase the use and **accessibility of renewable energy** to reduce pollution and address climate change.

Growth Prioritization

40,000 new

How we accommodate growth also has **health impacts:**

- Access to public transportation
- Access to biking and walking paths
- Air pollution
- Proximity to parks
- Proximity to health care

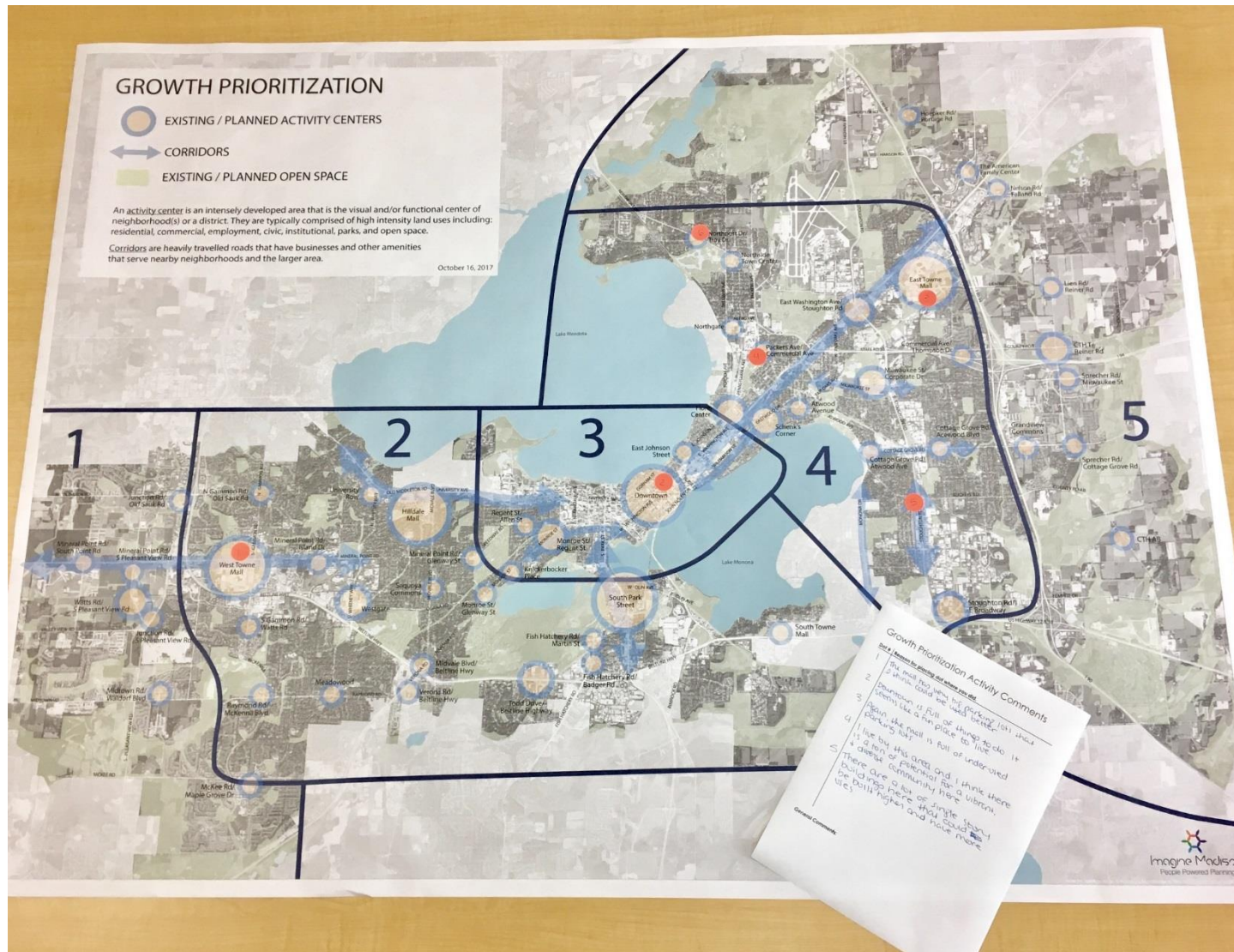
More Edge Development

50/50

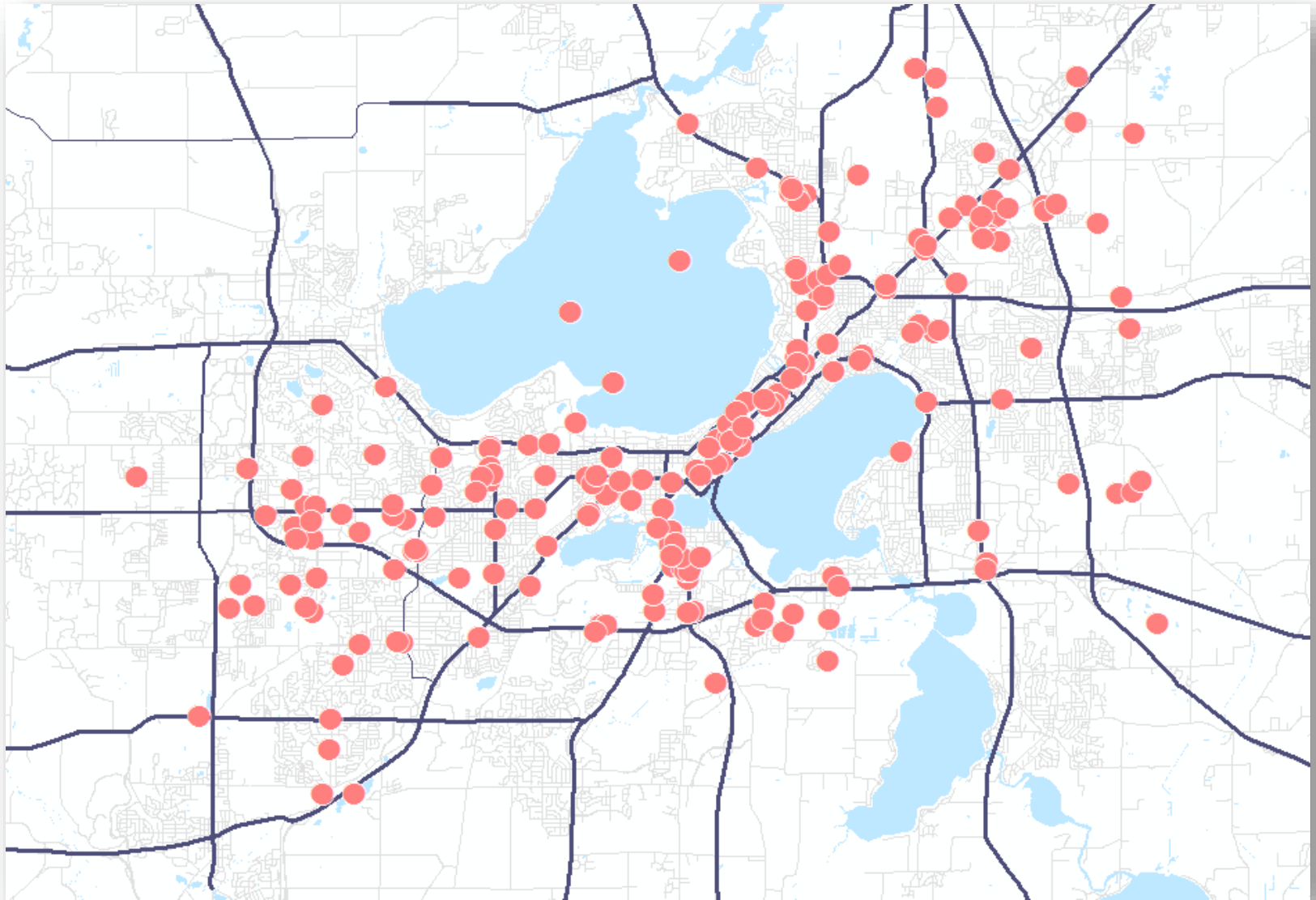
More Infill and Redevelopment

Where on the edge/ redevelopment spectrum should we accommodate projected growth?

Growth Prioritization Activity

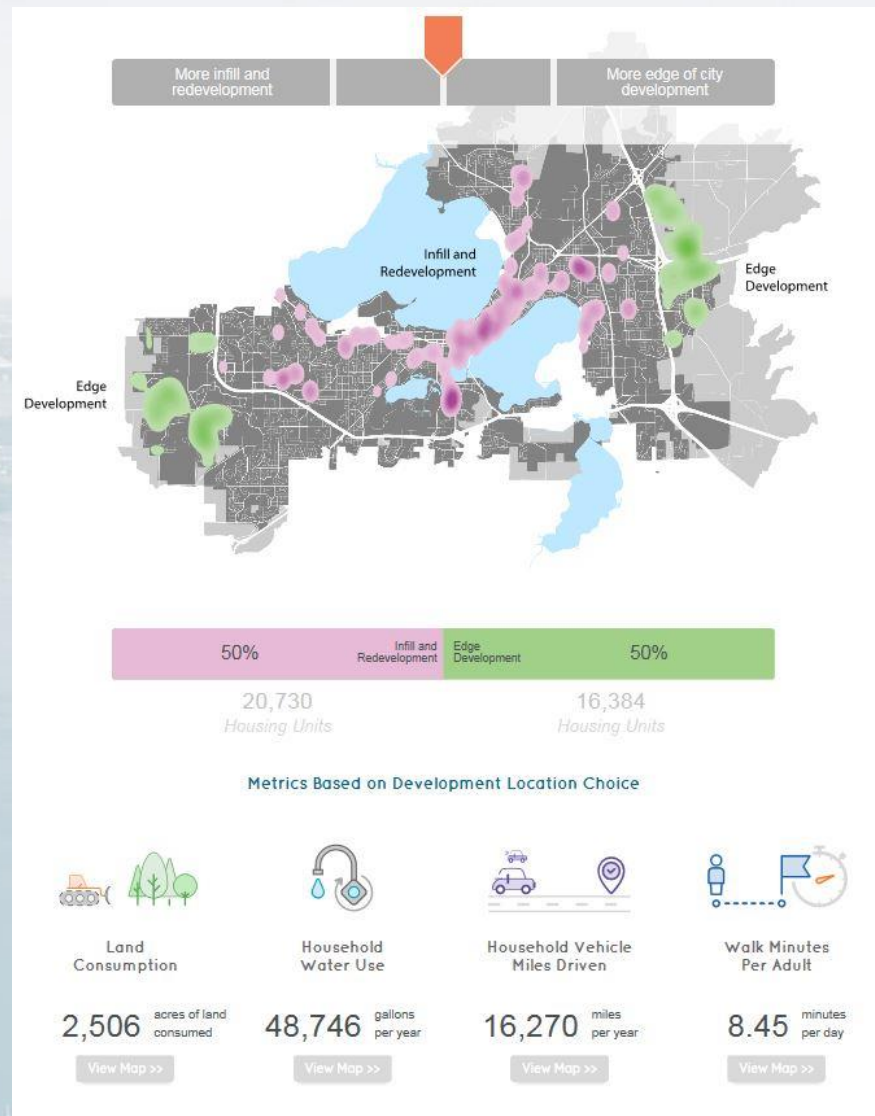


Preliminary Results



ONLINE GROWTH PRIORITIZATION ACTIVITY

OPEN UNTIL JANUARY 1





Next Steps

Next Steps in the Process





Contact Us



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