

# A Greater Madison Vision



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A SHARED REGIONAL  
VISION AND PLAN FOR  
GROWTH



# A Greater Madison Vision



## Regional Planning Statutes

66.0309 MASTER  
PLAN FOR REGION

“The Regional Planning Commission shall have the function and duty of making and adopting a master plan for the physical development of the region.”

# A Greater Madison Vision



## Regional Planning Commission

### 2016 Mission Statement

“The Capital Area Regional Planning Commission facilitates the creation of a shared vision and regional plan with our communities. We support communities in making vital decisions that strengthen our region.”



150,000 – 175,000 new residents in the next 25 years











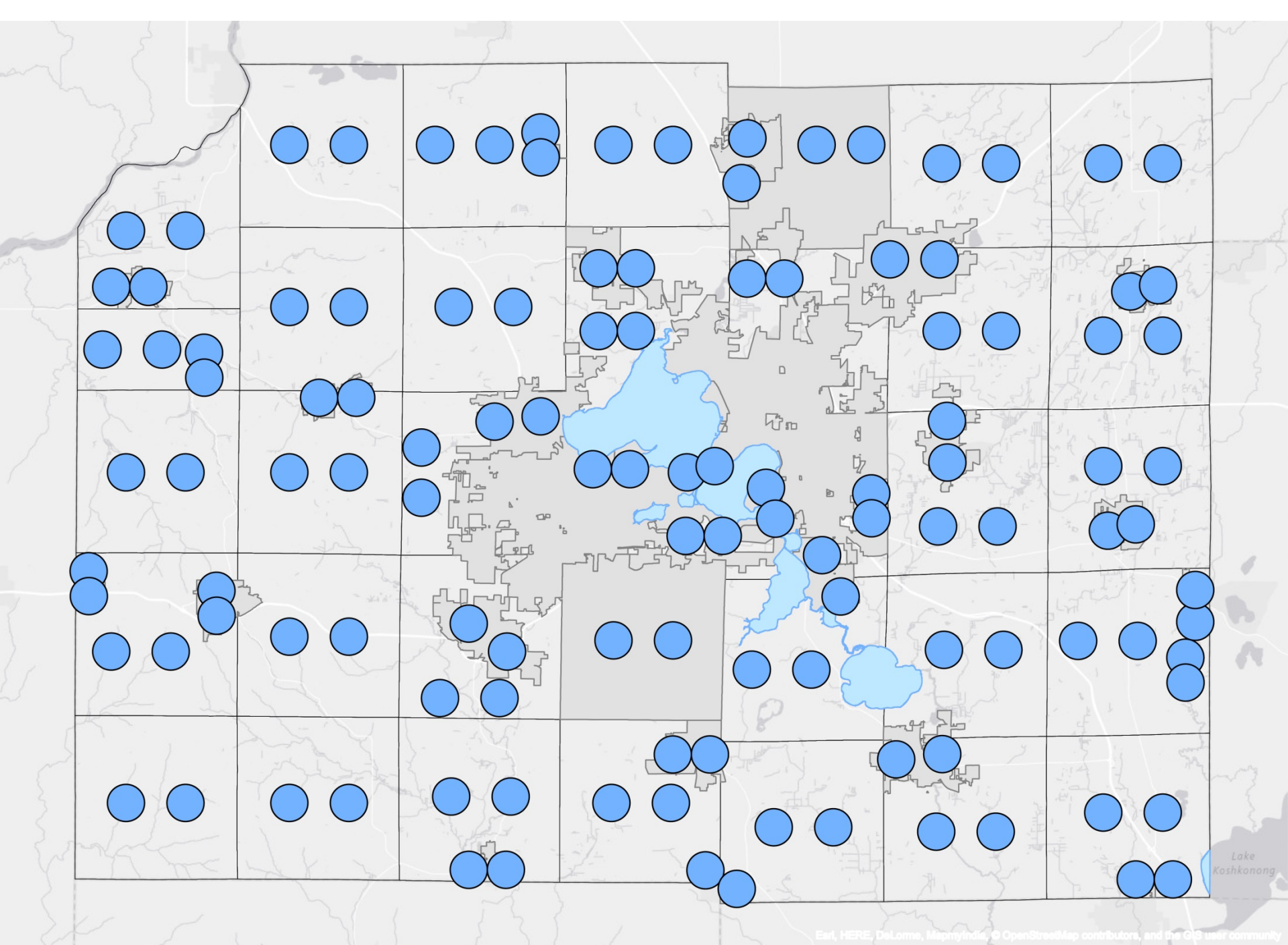
















May 2, 2007 – Executive Order #197  
of Wisconsin Governor Doyle

**“WHEREAS, local units of government need to work together to meet challenges that transcend municipal boundaries and effectively protect the natural resources and beauty of the capital area, as well as promote economic growth and sound land development practices;”**

# Regional Challenge: Getting where we need to go on time





# Regional Challenge: Rising housing prices



Source: The Atlantic

# Regional Challenge: Managing Infrastructure Costs



Planned efficient growth in Middleton-Westport area  
— estimated **\$12 million** savings over 25 years



# Regional Challenge: Access to good jobs and skilled workers







Regional Challenge:  
Protecting nature and  
outdoor enjoyment





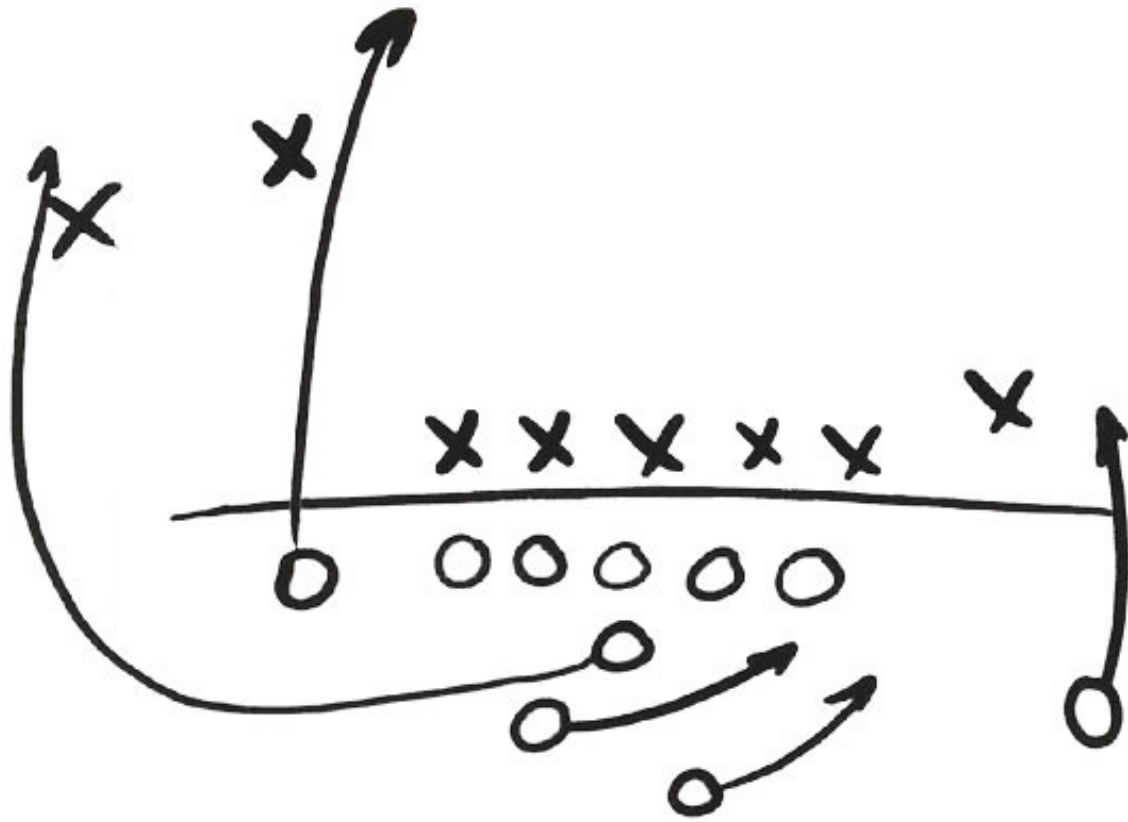
# Regional Challenge: Ensuring all community members can thrive



# Regional Challenge: Preserving healthy farm economy



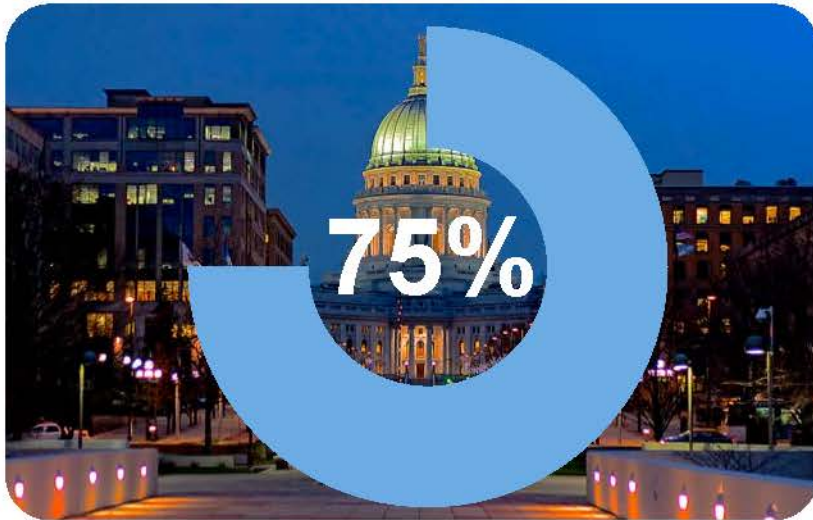




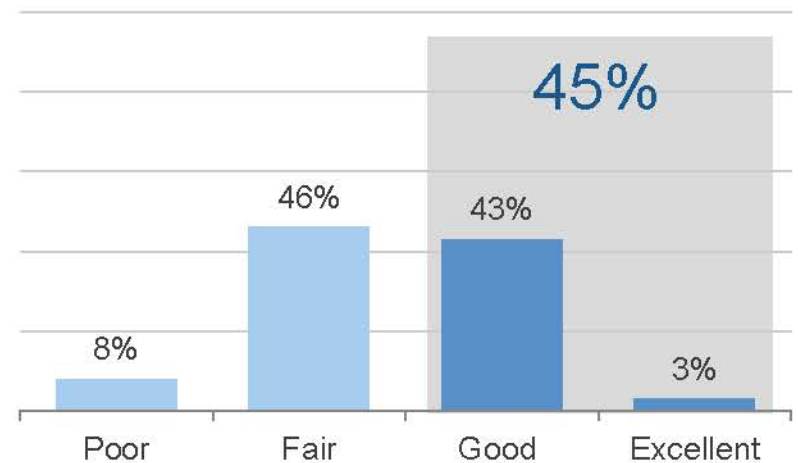
# High importance for vision/long range plan

## Importance of Having a Vision/Long Range Plan for Growth

Top 2 Box (Extremely/Very Important)



## Performance Rating of Greater Madison Region on Planning and Preparing for Growth



How important is it that this region have a vision or a long range plan to deal with growth and make the quality of life in the region better?  
How would you rate the performance of Greater Madison region when it comes to planning and preparing for growth in the region?



# A Greater Madison Vision



Brings people together

to create a shared long-term vision and plan

To guide public and private decisions

about future growth of the region

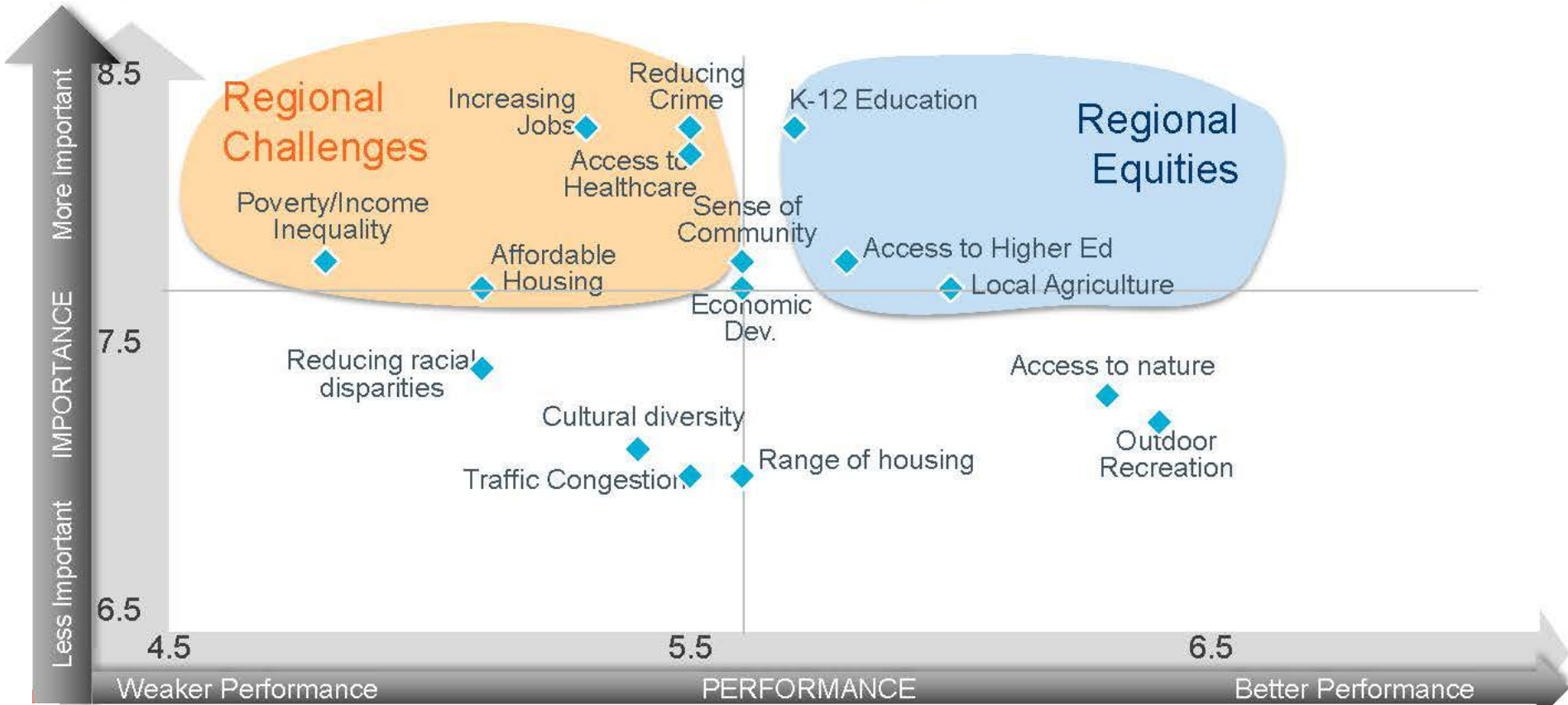
to improve quality of life, economic opportunity, and the natural environment for everyone

# Steering Committee





# Importance and Performance of Region Priorities



# Importance and Performance of





# Existing Plan Goals

## Economy

Community members prosper and leverage their assets to ensure ample and sustainable education, employment, business, and investment opportunities.

## Housing

Community members have access to a diverse supply of high quality, safe, affordable, sustainable housing and neighborhoods integrated with existing communities.

## Transportation

Community members have access to a diverse supply of high quality, safe, affordable, sustainable housing and neighborhoods integrated with existing communities.

## Utilities and Community Facilities

Community members have access to safe and efficient public services and facilities using environmentally sound infrastructure and resources.

## Culture

Community members celebrate and participate in strengthening our arts and creativity, history, diversity, civic life, community character, and native ecosystems and historical landscapes.

## Land Use

Community members preserve and enhance the natural environment, ensure the vitality of working lands, and live in healthy, efficient, and well-integrated neighborhoods with distinct urban and rural communities.

## Natural Resources

Community members preserve, restore, and enhance the region's land, air, and water resources and interconnected ecological systems.

## Working Lands (Agriculture)

Community members support, enhance, and benefit from food and fiber production, processing, and distribution sectors that are productive, profitable, and sustainable.

## Intergovernmental Cooperation

Municipal and special purpose governments work together to identify and implement shared goals in local and regional plans.

# How we Grow Computer Game

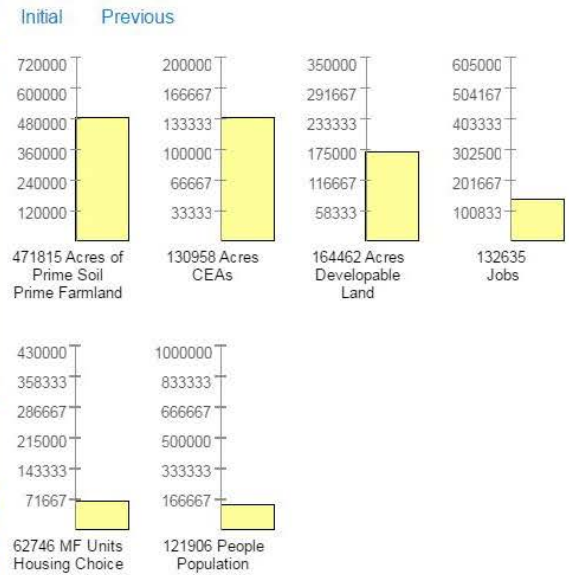
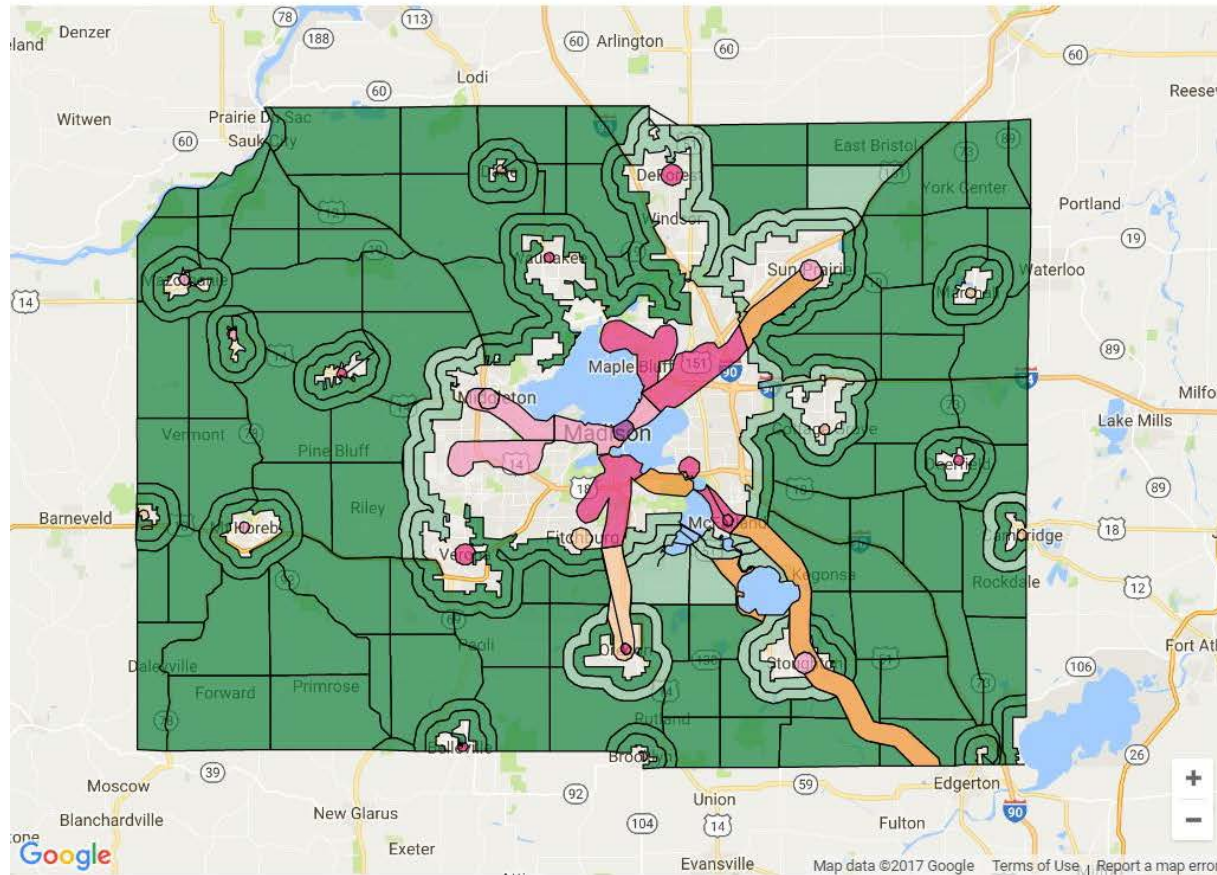


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CARPC - Grow the Region

Last Saved



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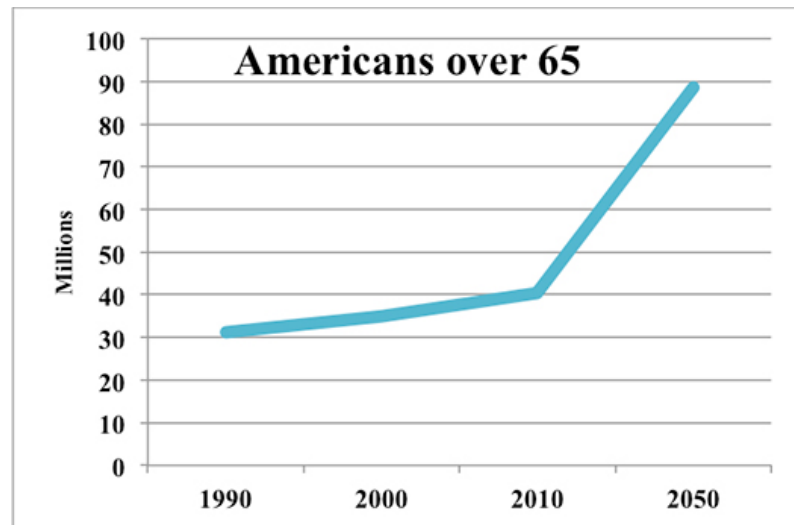
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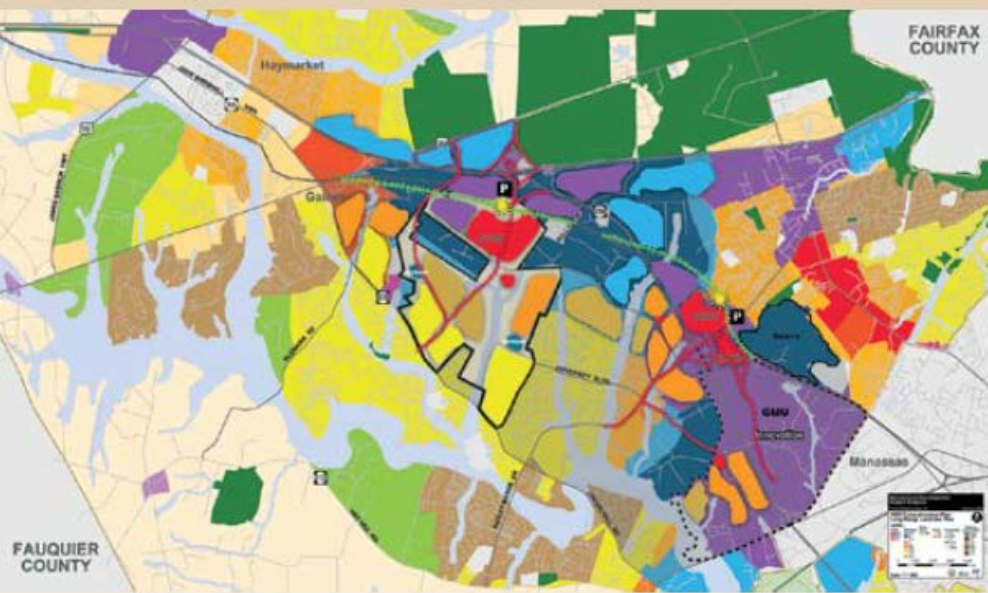
# Driving Forces of Future Change



Source: CapTimes.com. Photo by Jason Dixon

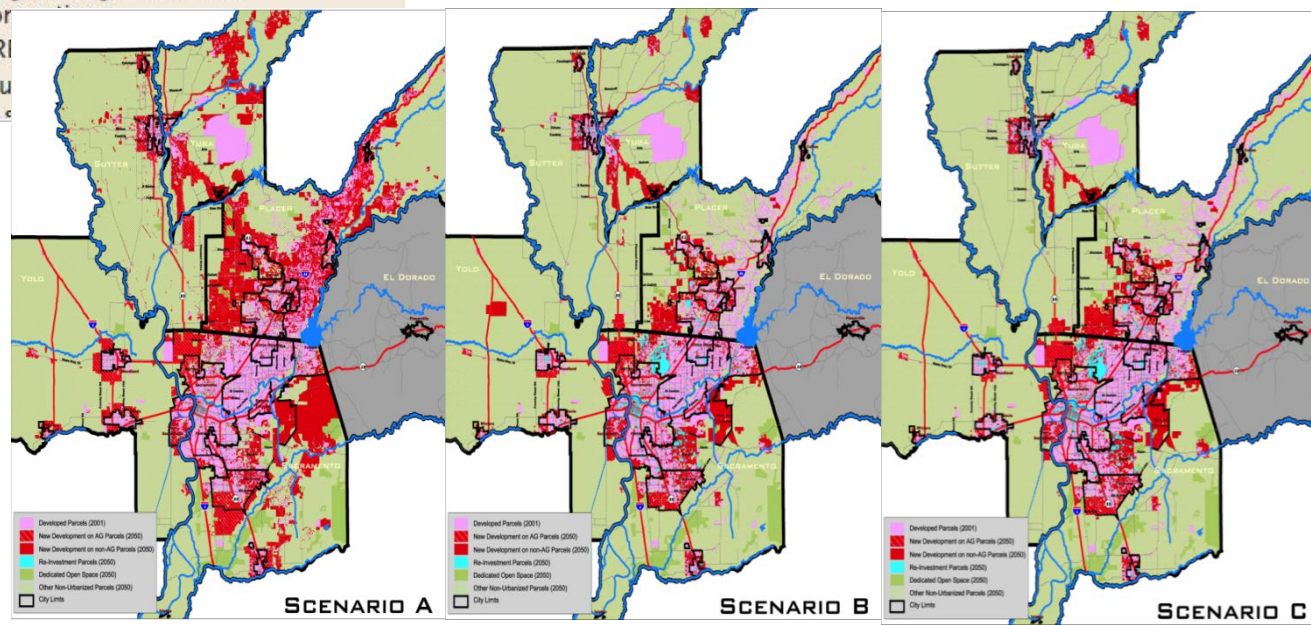


U.S. Census Bureau/Katie Peralta, Medill



# Scenario Planning

- Very high-intensity residential, retail, and employment mix
  - 15,000 residential units
  - 6 million s.f. employment (15,000–20,000 employees)
- Requires shifting employment growth out of other sites
- Major transportation network changes
  - Upgrade regional arterial corridors
  - VRI
  - Mu





**Values and Goals**

**Driving Forces**

**Desired Future**

**Possible Future**

**Alternative  
Scenarios**

**Preferred  
Scenarios**

**Vision and Plan**



# 2018 – 2040



**Vision and Plan**

Vision: selected story and picture

Plan: Interventions required to  
achieve vision



**Regional Plans**



**Local Plans**

Steering Committee Champions



**Investments**



**Desired Outcomes**



A vision and plan over  
which people feel  
ownership and work to  
make it happen

# Timeline





# A GREATER MADISON VISION

A SHARED REGIONAL VISION & PLAN

ABOUT + REGION + NEWS GET ENGAGED

## GET ENGAGED

### Get Connected

#### Question of the Day

##### Driving Forces

1. A "Driving Force" is a large-scale change in technology, society, or environment, largely outside our control, that will change the region in some way. What do you think will be the most significant driving forces affecting the Greater Madison Region over

powered by SurveyMonkey

Create your own user feedback survey

#### Play the game

COMING SOON - Try your hand at accommodating future growth and development region-wide!

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Public Hearing	Public Involvement
Monday, April 1, 2016 10:00 AM - 12:00 PM 300 Branch	Tuesday, March 29, 2016 10:00 AM - 12:00 PM Public Hearing



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@AGM\_Vision

Joined February 2016

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madison365.com

GreaterMadisonVision @AGM\_Vision · Feb 10  
Proud to be helping out w/ Hip Hop Architecture at Madison Central Library again this weekend!

Who to follow Refresh

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Trends Change

#mondaymotivation 96.5K Tweets

George W. Bush 69.7K Tweets

#envelopegate There was a huge mix-up over B Picture at the Oscars

#wasnow

Russia in 10 2,363 Tweets

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GROWTH

[www.AGMV.vision](http://www.AGMV.vision)