

# MADISON IS GROWING AND CHANGING

The recently adopted **Comprehensive Plan** will guide the city for the next generation

## WHAT DOES THE COMPREHENSIVE PLAN DO?

- **Creates a collective vision** for a future Madison.
- **Establishes priorities** for public investment.
- **Informs policies** that guide City decision-making.
- **Aligns the work of City Agencies** around the issues that matter most to our residents and stakeholders.
- **Creates a framework for topic-specific plans** and initiatives that will expand on the Comprehensive Plan's recommendations.
- **Guides private development** through the Generalized Future Land Use Map and Growth Priority Areas map.
- **Fosters partnerships** with other entities to address shared goals.

## HOW DOES IT ALL FIT TOGETHER?



## WHAT TOPICS DOES THE PLAN COVER?



## WHAT ARE SOME OF THE MAIN RECOMMENDATIONS?

- Increase **housing** choices and affordability
- Remove barriers to **economic opportunity**
- Increase family-supporting **jobs**
- Make **transit** improvements
- Create **complete neighborhoods** with access to schools, parks, shops, and services needed in daily life
- Accommodate the majority of **new growth** as infill/redevelopment, rather than new development on the edges of the city

## HOW DID THE COMMUNITY SHAPE THE PLAN?



15,000+ people, including historically underrepresented groups, provided input.

## TO LEARN MORE AND VIEW THE PLAN

Visit: [www.imaginemadisonwi.com](http://www.imaginemadisonwi.com)

Imagine  Madison

