



Imagine Madison

People Powered Planning

Phase 2 Community Meeting

Central Madison Public Library
May 1, 2017

#imaginemadison



MEETING OUTLINE

Imagine Madison Project Background (10 min)
Strategies (45 min)
Future Land Use Map (35 min)

Clickers – Real Time Polling

- Push orange button to turn on
- When poll is opened, choose response with A-E buttons
- Display will show a “v” when your response is received
- You can change your answer until the poll closes



Troubleshooting:

- Display says “Closed” – Poll is closed
- Clicker isn’t working – Push power button to turn off; turn on again
- Clicker still isn’t working – push and hold power button for two seconds, then press A twice to reconnect to receiver.
- Clickers turn off after 10 minutes; Push power button to turn back on.





What was the only decade in its history that Madison's population shrunk?

- A. 1960s
- B. 1970s
- C. 1980s
- D. 1990s
- E. 2000s





What was the only decade in its history that Madison's population shrunk?

- A. 1960s +36%
- B. 1970s -1%**
- C. 1980s +12%
- D. 1990s +9%
- E. 2000s +12%





How did you get to tonight's meeting?

- A. Car
- B. Bus
- C. Bike
- D. Walking
- E. Other





DEMOGRAPHICS



What is your age?

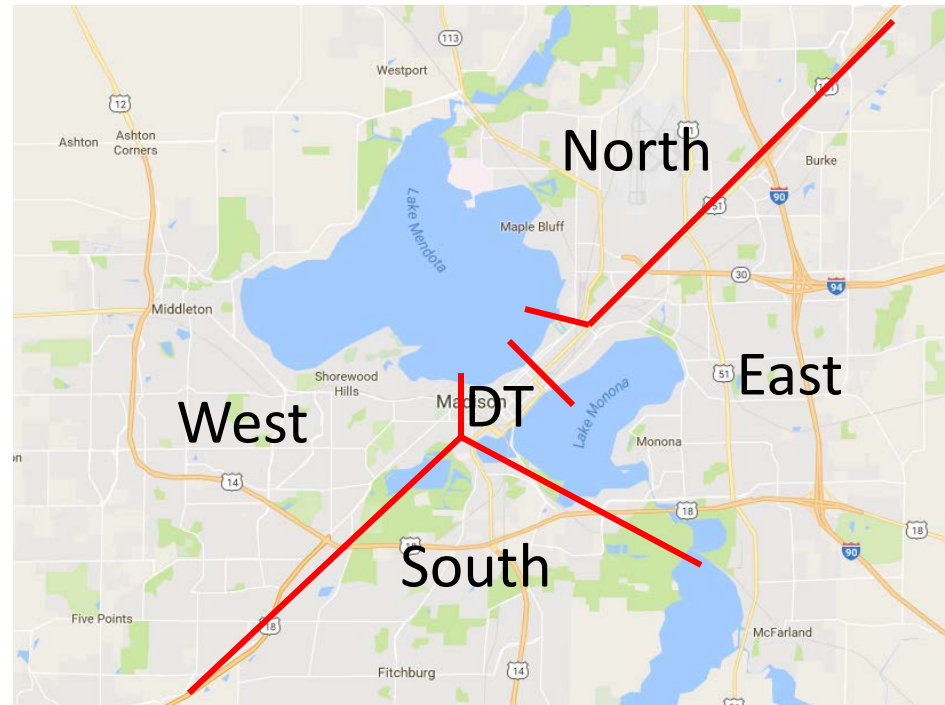
- A. <24
- B. 25 - 40
- C. 41 - 55
- D. 56 - 70
- E. 70+





What part of Madison do you live in?

- A. North
- B. East
- C. South
- D. West
- E. Downtown





What is your race?

- A. Asian or Pacific Islander
- B. Black or African American
- C. Hispanic or Latino
- D. White
- E. Other race/ethnicity not listed here





What gender do you identify with?

- A. Man
- B. Woman
- C. Non-Binary/Third Gender/Genderqueer
- D. Questioning/Unsure
- E. An identity not listed here





Are you transgender?

A. Yes

B. No





What is your household income?

- A. Less than \$25,000
- B. \$25,000-\$49,999
- C. \$50,000-\$74,999
- D. \$75,000-\$99,999
- E. \$100,000+





PROJECT BACKGROUND

What is the Comprehensive Plan?

- Central organizing plan for other City plans
- Guides decision-making & investment
- 20-year vision, 10-year focus



Required Elements



Housing



Transportation



Utilities & Community
Facilities



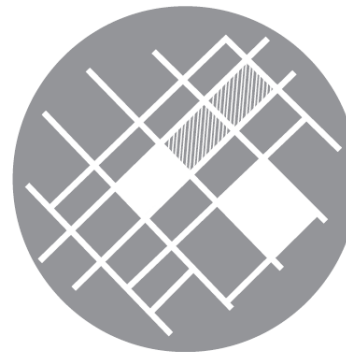
Agricultural, Cultural, &
Natural Resources



Economic
Development



Intergovernmental
Cooperation



Land Use



Implementation



Guiding Lenses



Equity



Sustainability



Health



Adaptability



Timeline

Phase 1
Where are we headed?

FALL 2016



Your Voice

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

GOALS

Phase 2
How will we get there?

SPRING 2017



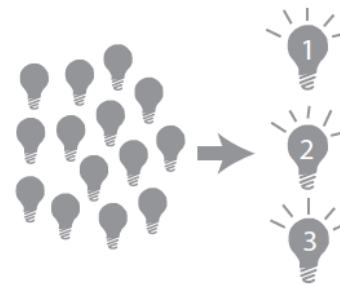
Your Voice

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

STRATEGIES

Phase 3
What first?

FALL 2017



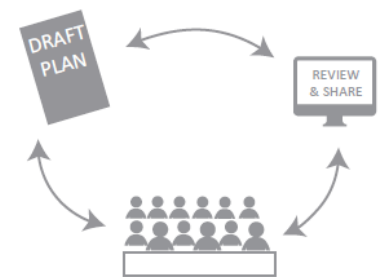
Your Voice

- How would you prioritize these actions?

PRIORITIES

Phase 4
Plan review and approval

SPRING 2018



Your Voice

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


ADOPTION



Phase 1 Process



Goal Reorganization




FORM & CONNECTIVITY
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

Public Engagement

imaginemadisonwi.com



Promotional Video



Community Meetings



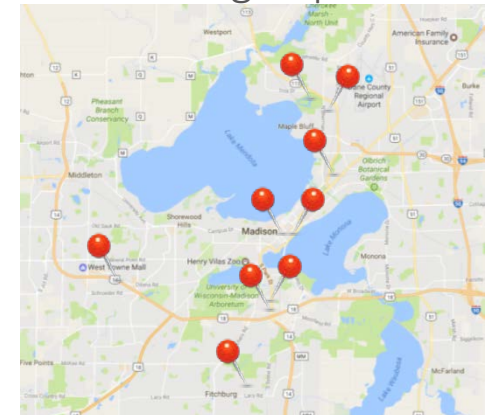
Resident Panels



Mini-Documentary



Planning Pop-Ins



Social Media



Youth Engagement



4,598+

people engaged in Phase 1 of Imagine Madison



Open Houses
165 participants



Interview Videos
8 participants



Website Views
3,015 participants



Planning Pop-ins
409 participants



Surveys Taken
356 participants



Resident Panels
228 participants



Hip Hop Planning Camp
60 participants



Social Media
357 followers

25,000
Residents

ENGAGEMENT GOAL



February 23, 2017





STRATEGIES

Timeline

Phase 1
Where are we headed?

FALL 2016



Your Voice

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

GOALS

Phase 2
How will we get there?

SPRING 2017



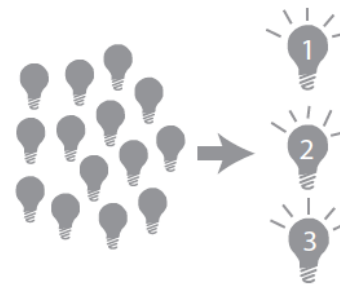
Your Voice

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STRATEGIES

Phase 3
What first?

FALL 2017



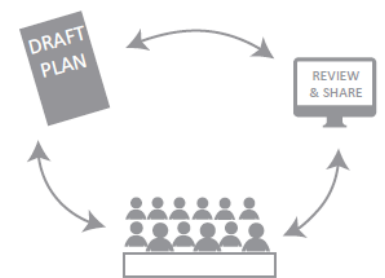
Your Voice

- How would you prioritize these actions?

PRIORITIES

Phase 4
Plan review and approval

SPRING 2018



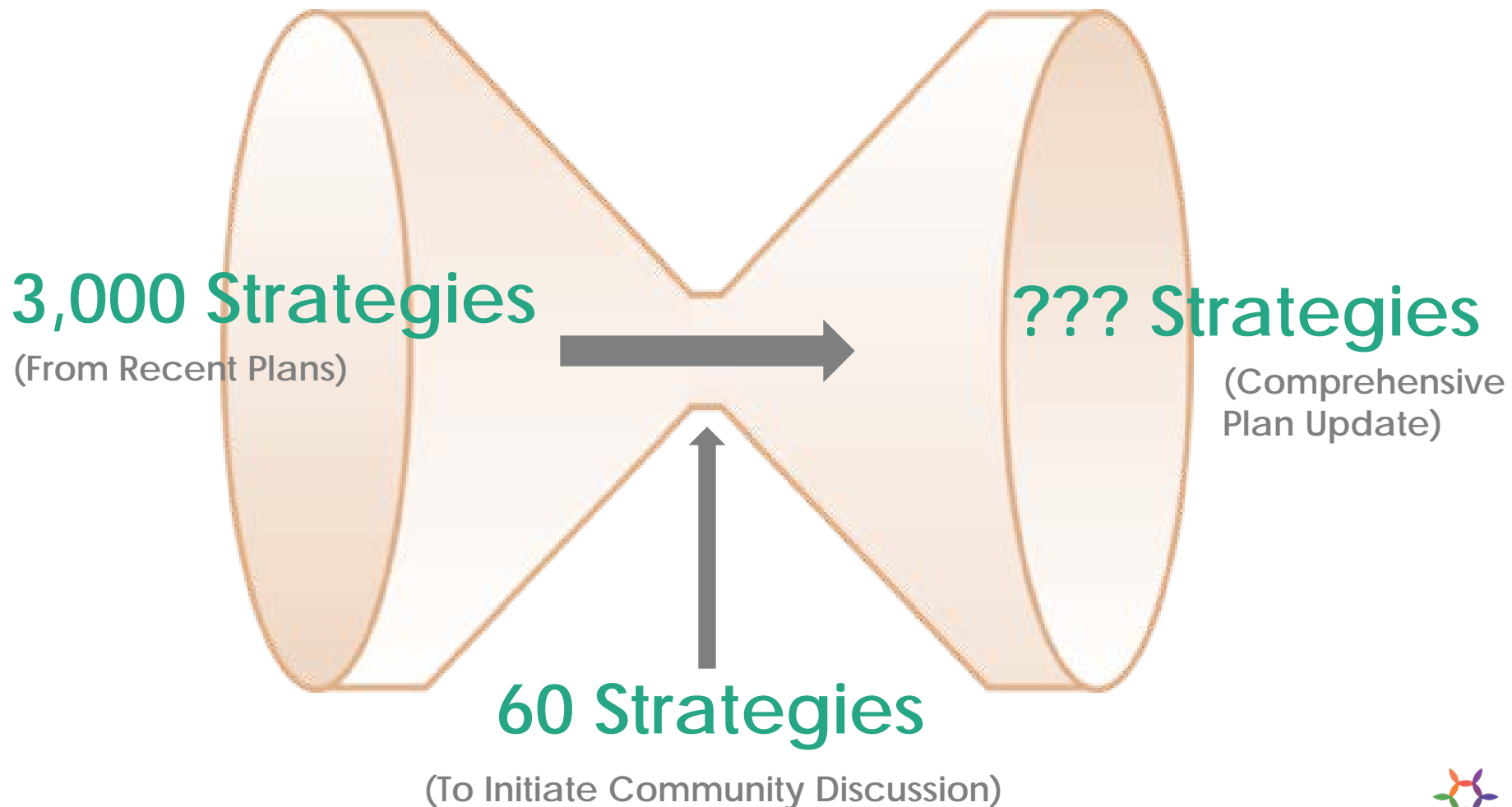
Your Voice

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

ADOPTION



Strategies Process



Strategies Example

Bucket:

Form & Connectivity

Goal:

Madison will have a safe, efficient, and affordable regional transportation system that offers a variety of choices among transportation modes.

Strategies:

- Work with regional partners to collaboratively improve our regional bicycle system to further enable safe and convenient bicycle use.
- Prioritize the maintenance and efficient use of existing roadway facilities over expansion or construction of new roadways.



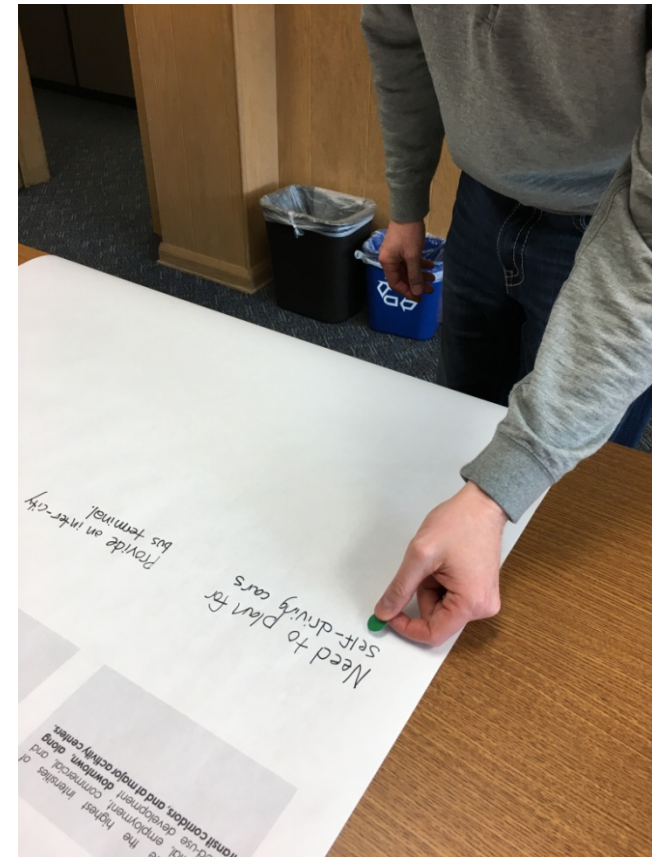
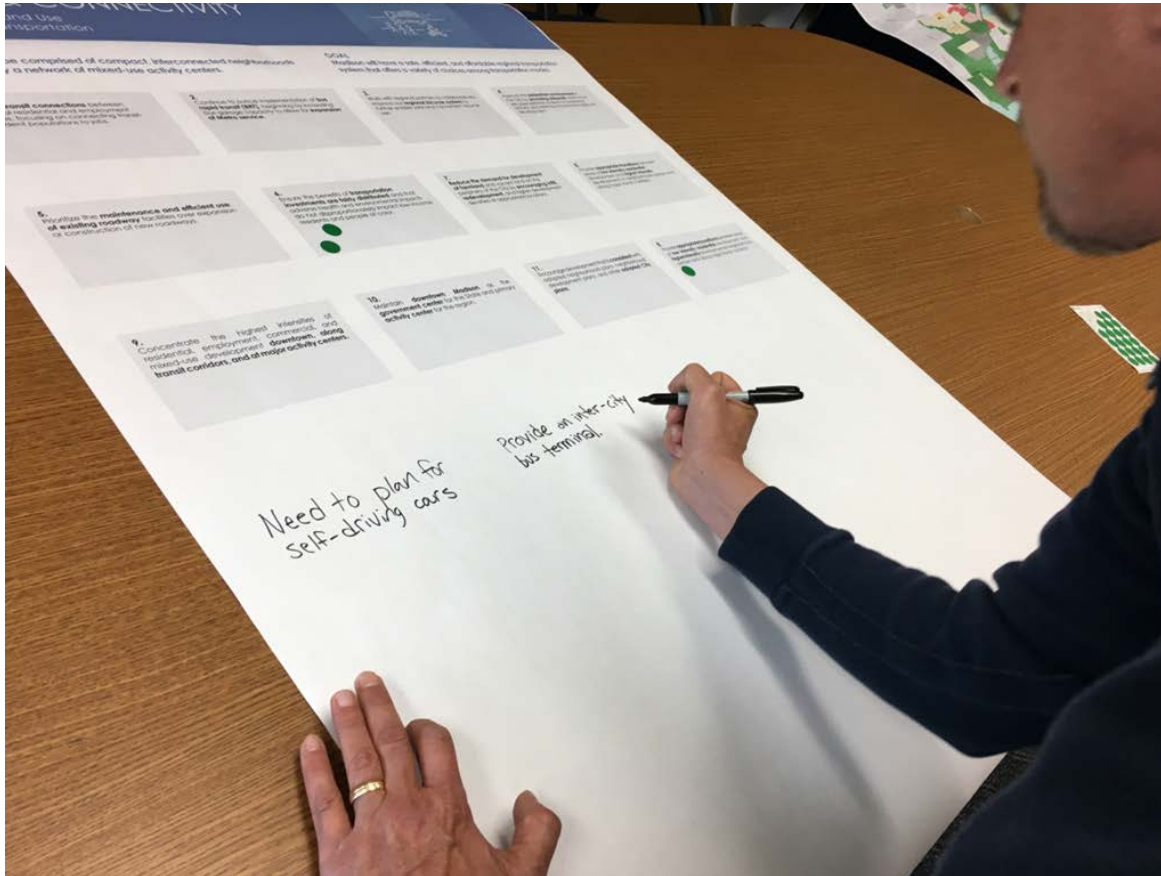
Strategies Activity

Each table has large paper representing one of the six buckets. Each sheet has two written goals and several strategies.



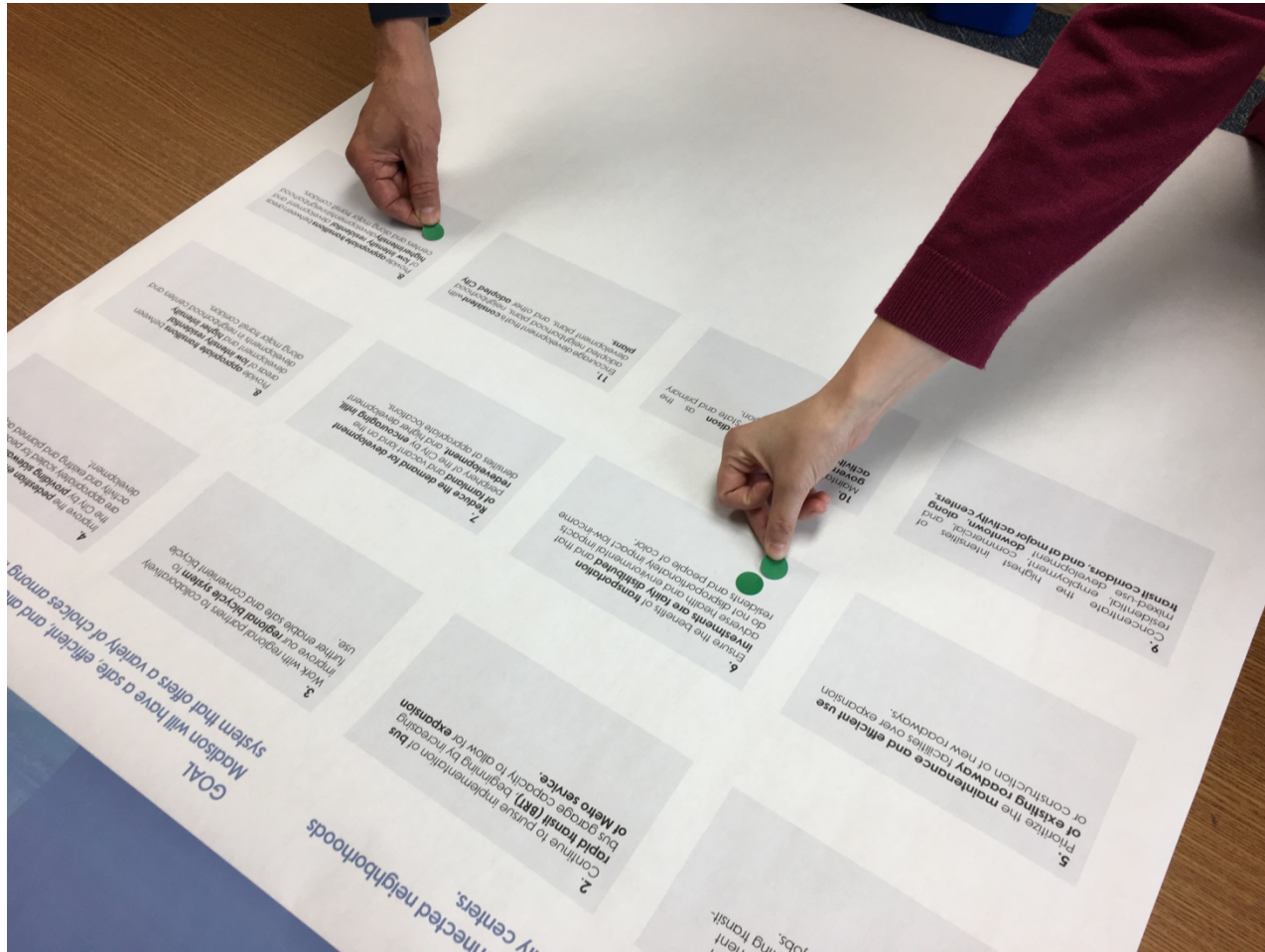
Strategies Activity

If you have ideas for strategies not on the list, write them down on the large paper.



Strategies Activity

If you like any of the strategies, whether they were just added or provided beforehand, place a **green sticker** next to the strategy.



Strategies Activity

Move to any other bucket table when you are ready. We will alert you every five minutes to keep track of time. We will reconvene at 7:25.





QUESTIONS?



FORM & CONNECTIVITY

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



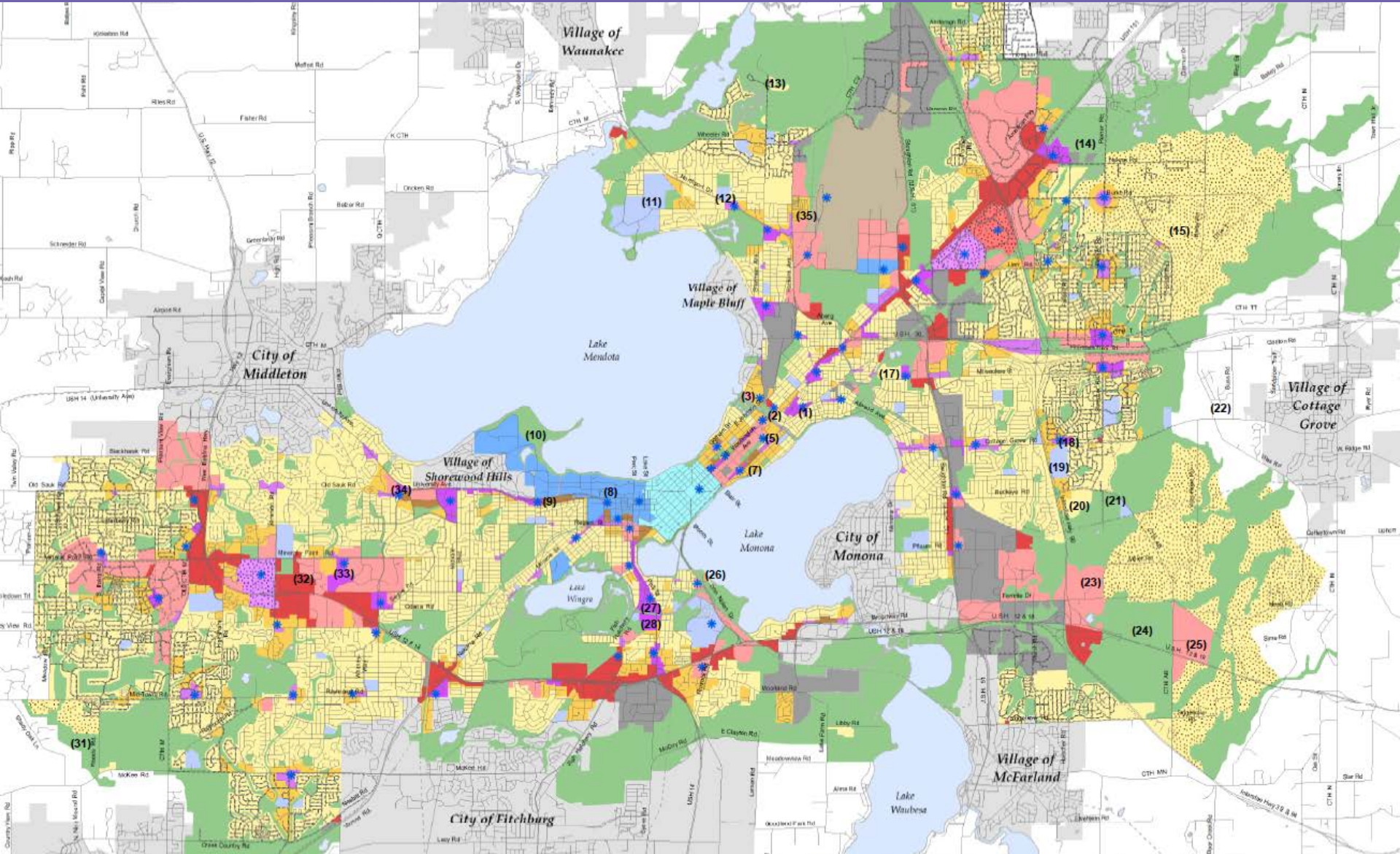
GREEN & RESILIENT

Natural Resources | Parks and Recreation

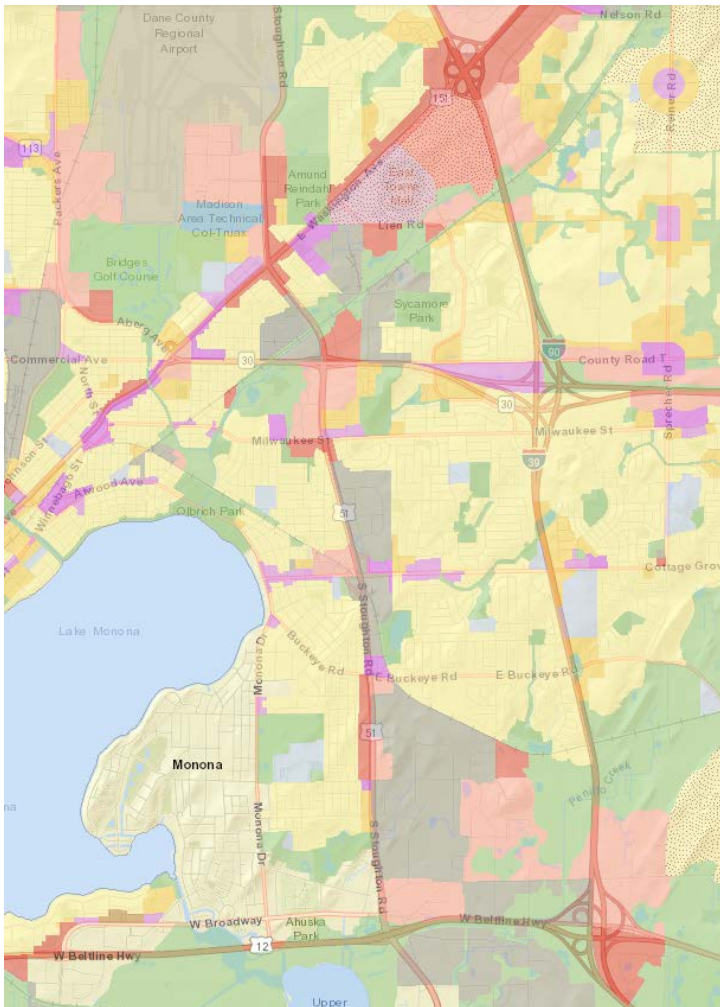


FUTURE LAND USE MAP

2006 Future Land Use (FLU) Map



FLU Map Amendment Process



February-March: Early comment period

March-April: Staff reviews FLU Map and early change requests

April 25: Draft FLU Map published

April 25-June 21: Comment period

June-July: Staff updates FLU Map

July-August: Plan Commission reviews updated FLU Map



Land Use Map Changes

1. Land Use Designations

- Added a fourth residential designation (Low-Medium Residential)
- Adjustments to the residential and mixed-use districts
- Added building height and form

2. Recently Adopted Plans and Recent Development

- Neighborhood Plans (existing neighborhoods)
- Neighborhood Development Plans (planned growth areas)
- Recent Development

3. Administrative Updates

- Standardizing schools as Special Institutional
- Standardizing larger parks as Parks & Open Space



Land Use Map Changes

Identified Needs

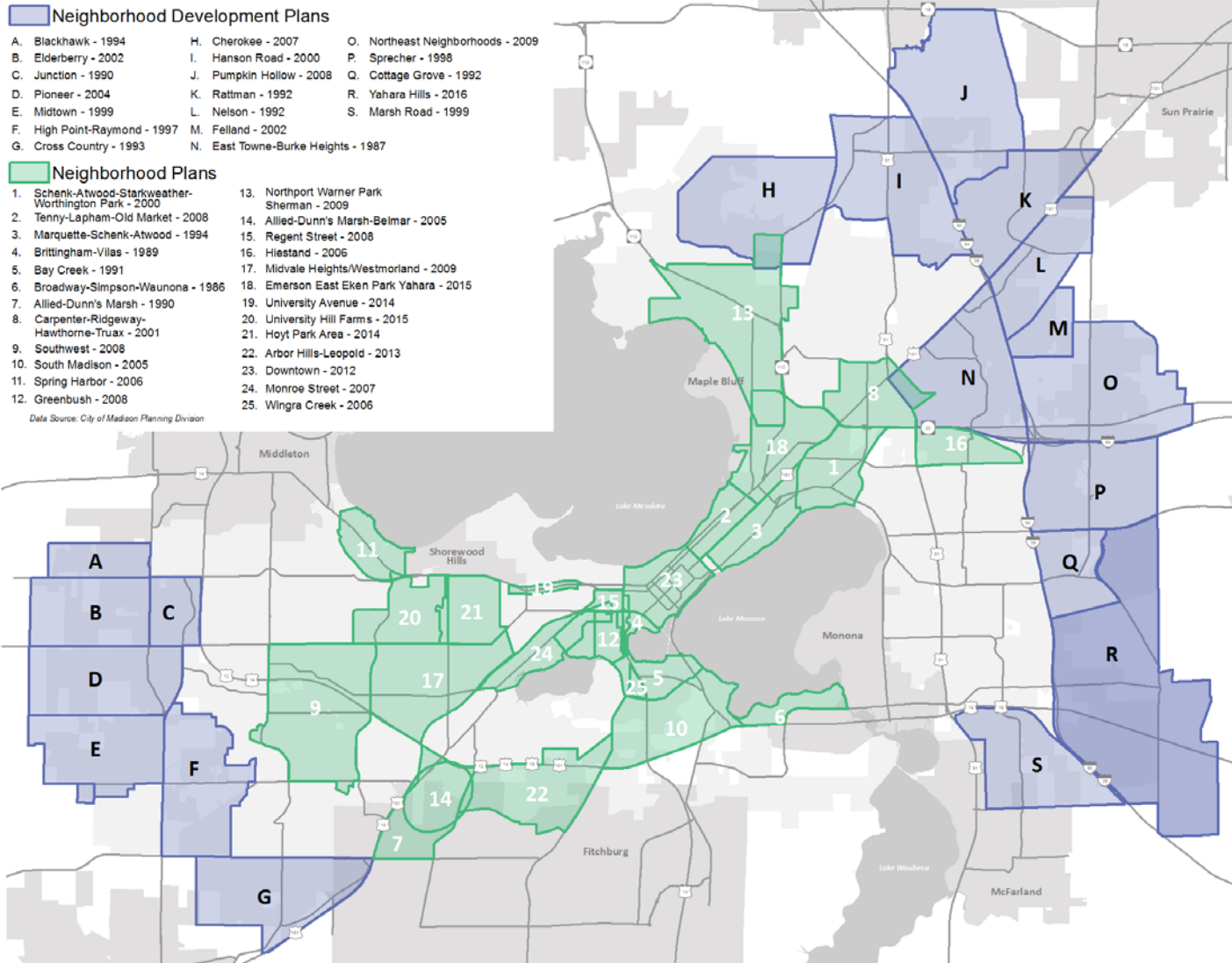
- More differentiation between less dense residential uses
- Higher ceiling for more dense residential uses
- Clarification of mixed-use districts
- Simplification and Clarification of some other designations

Research & Reasoning

- On-the-ground conditions
- Existing Height, Density, and Zoning
- Recent Development Approvals (past 10 years) – Height & Density
- Expected future growth



Neighborhood Plans



Neighborhood Plans

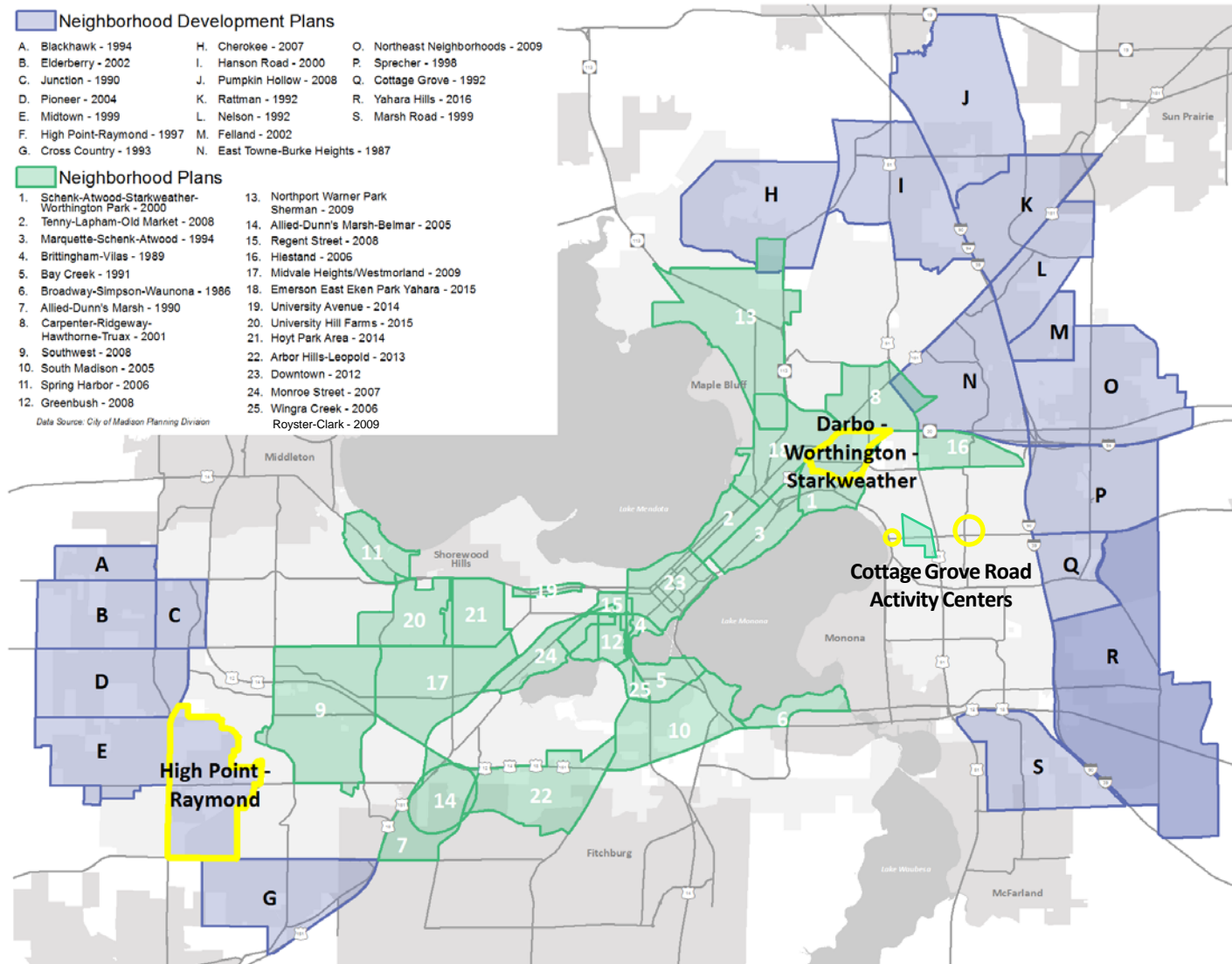
Neighborhood Development Plans

- | | | |
|------------------------------|------------------------------------|-----------------------------------|
| A. Blackhawk - 1994 | H. Cherokee - 2007 | O. Northeast Neighborhoods - 2009 |
| B. Elderberry - 2002 | I. Hanson Road - 2000 | P. Sprecher - 1998 |
| C. Junction - 1990 | J. Pumpkin Hollow - 2008 | Q. Cottage Grove - 1992 |
| D. Pioneer - 2004 | K. Rattman - 1992 | R. Yahara Hills - 2016 |
| E. Midtown - 1999 | L. Nelson - 1992 | S. Marsh Road - 1999 |
| F. High Point-Raymond - 1997 | M. Felland - 2002 | |
| G. Cross Country - 1993 | N. East Towne-Burke Heights - 1987 | |

Neighborhood Plans

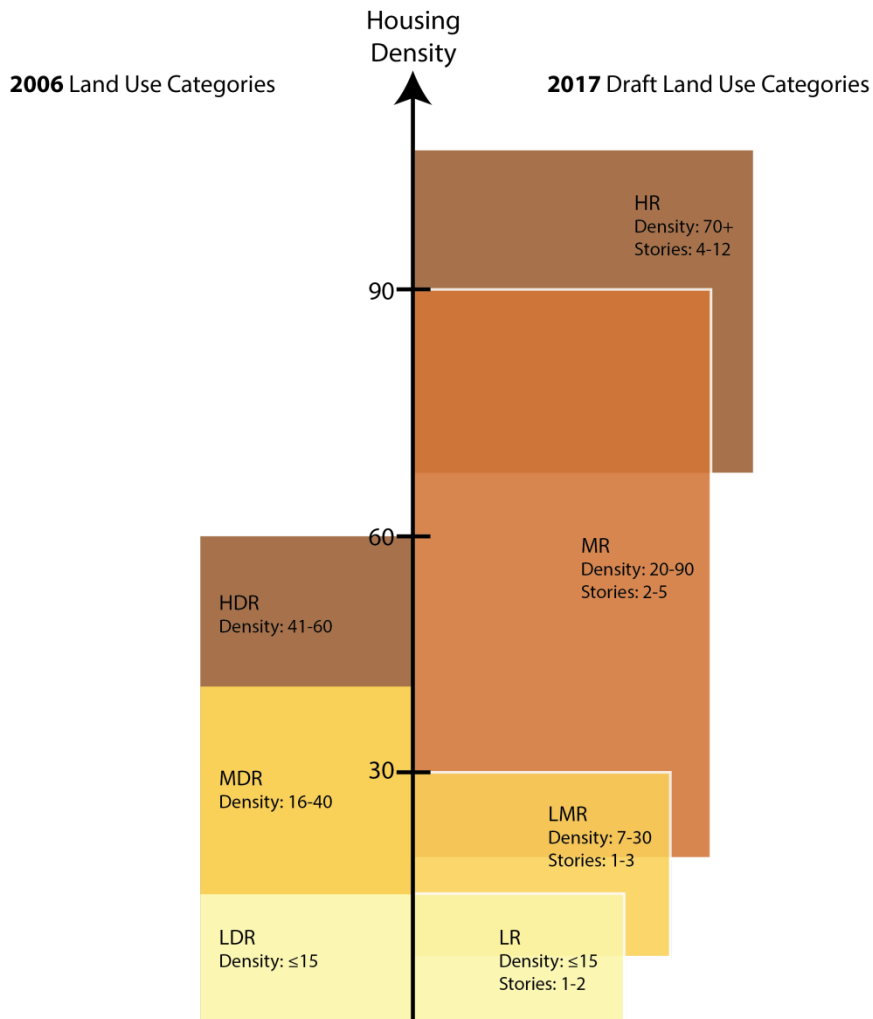
- | | |
|---|--|
| 1. Schenk-Atwood-Starkweather-Worthington Park - 2000 | 13. Northport Warner Park Sherman - 2009 |
| 2. Tenny-Lapham-Old Market - 2008 | 14. Allied-Dunn's Marsh-Belmar - 2005 |
| 3. Marquette-Schenk-Atwood - 1994 | 15. Regent Street - 2006 |
| 4. Brittingham-Villas - 1989 | 16. Hiestand - 2006 |
| 5. Bay Creek - 1991 | 17. Midvale Heights/Westmorland - 2009 |
| 6. Broadway-Simpson-Waunona - 1986 | 18. Emerson East Eken Park Yahara - 2015 |
| 7. Allied-Dunn's Marsh - 1990 | 19. University Avenue - 2014 |
| 8. Carpenter-Ridgeway-Hawthorne-Truax - 2001 | 20. University Hill Farms - 2015 |
| 9. Southwest - 2008 | 21. Hoyt Park Area - 2014 |
| 10. South Madison - 2005 | 22. Arbor Hills-Leopold - 2013 |
| 11. Spring Harbor - 2006 | 23. Downtown - 2012 |
| 12. Greenbush - 2008 | 24. Monroe Street - 2007 |
| | 25. Wingra Creek - 2006 |
| | Royster-Clark - 2009 |

Data Source: City of Madison Planning Division

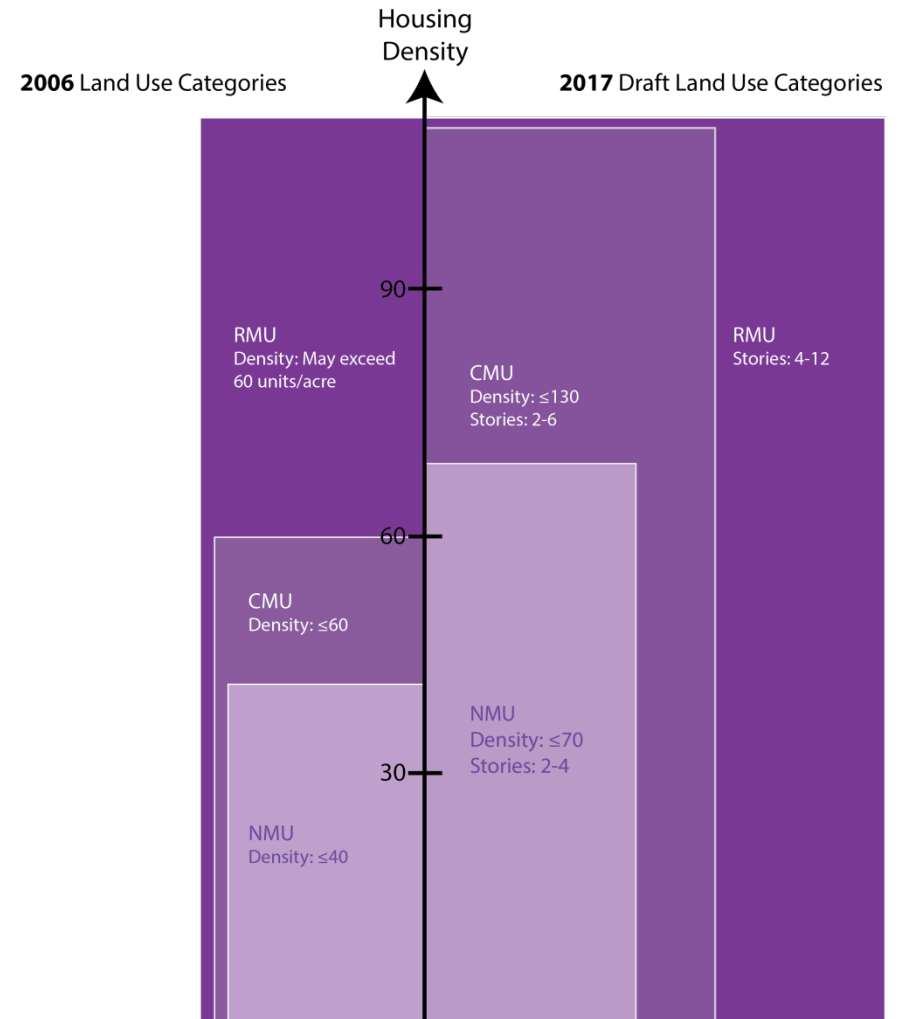


Updated Land Use Categories

Comprehensive Plan Residential Categories

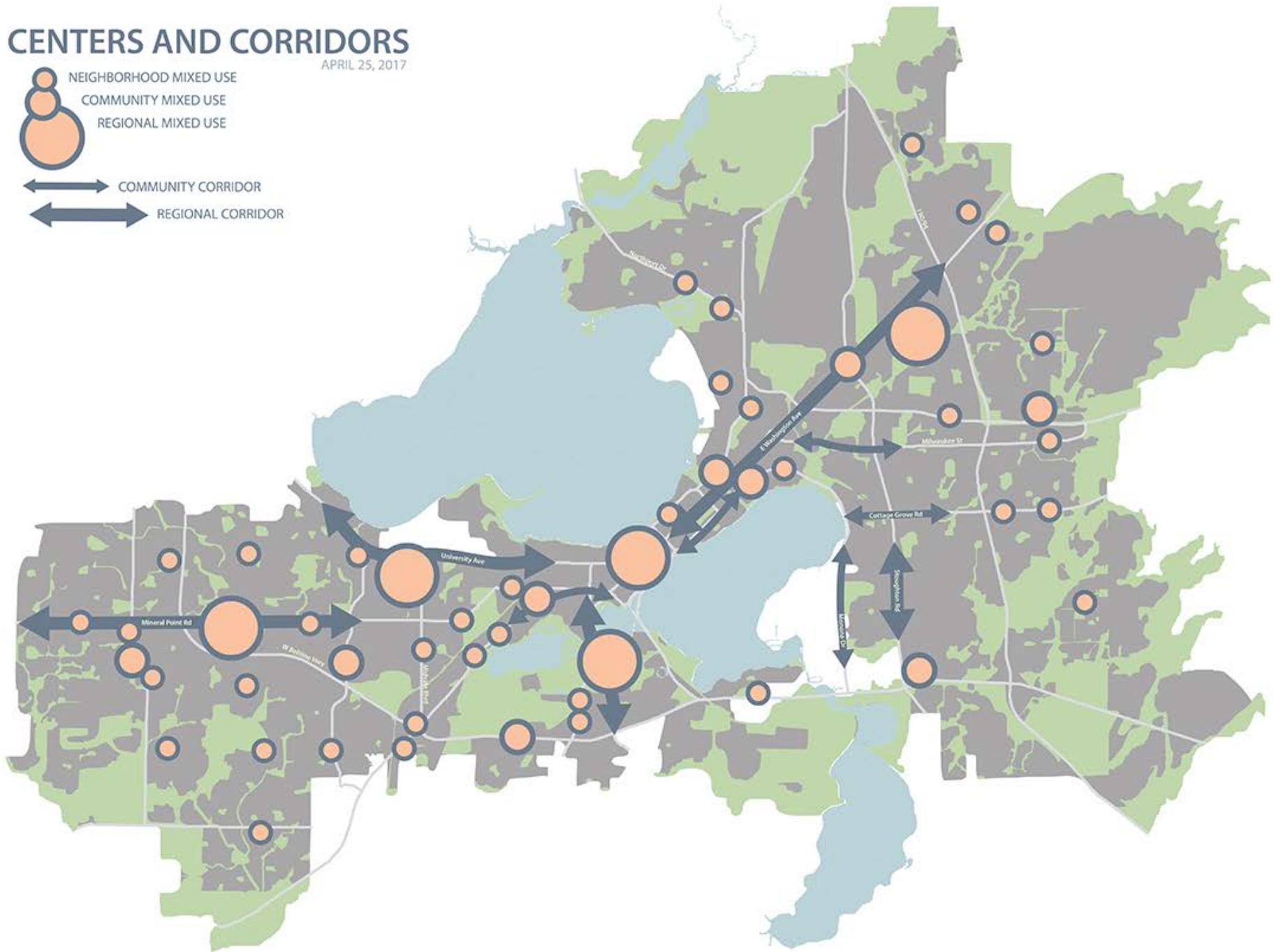


Comprehensive Plan Mixed Use Categories



CENTERS AND CORRIDORS

APRIL 25, 2017





What is Density?

Explore the density types and trends in the City of Madison

 POPULATION

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

 TOTAL HOUSING UNITS

Madison will need to build 40,000 housing units by 2040 to meet the needs of our growing population.



HOUSING DENSITY

Housing density (or dwelling unit density) is the number of housing units in a given area (housing units per acre).



Most people interact with the urban environment based on what buildings look like and how large they are. Dwelling unit density can be very misleading: two identically-sized buildings could have very different densities based on the types of dwelling units, lot size. The height and form of the building better prescribes how it will interact with its surroundings.



Even though the Galaxie is a much larger building and a more intense use, and both developments feature ground floor commercial uses, Parman Place actually has a higher residential density than the Galaxie building.

Galaxie
822 E Washington Ave
63 dwelling units/acre
14 stories



Parman Place
3502 Monroe St
65 dwelling units/acre
3 stories

As we add tens of thousands of households to Madison in the coming decades, we must provide housing to a market that increasingly desires a variety of options.

The "Missing Middle" is a range of multi-unit or clustered housing types compatible in scale with single-family homes that help meet the growing demand for walk-able urban living. Examples of these housing types are shown in the illustration below.

Compared to other cities, Madison has a very low proportion of housing developments that fall in the "Missing Middle."



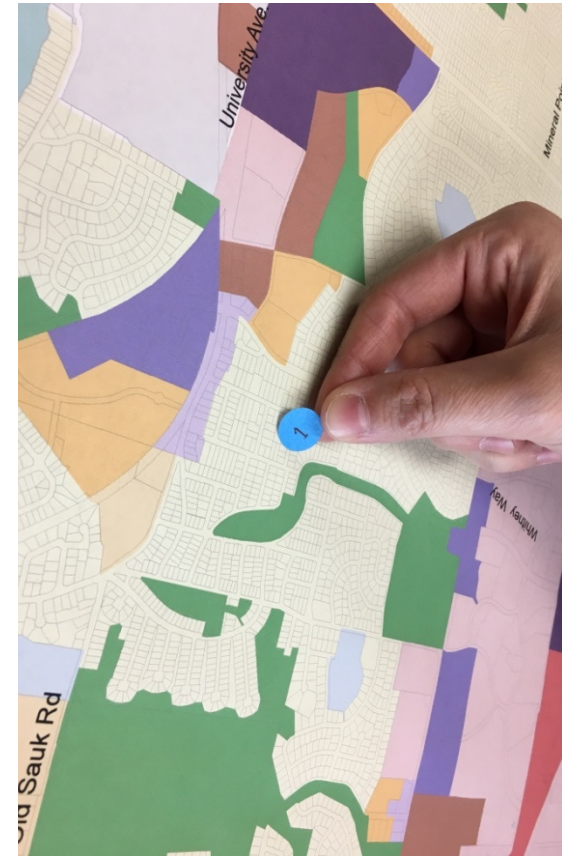
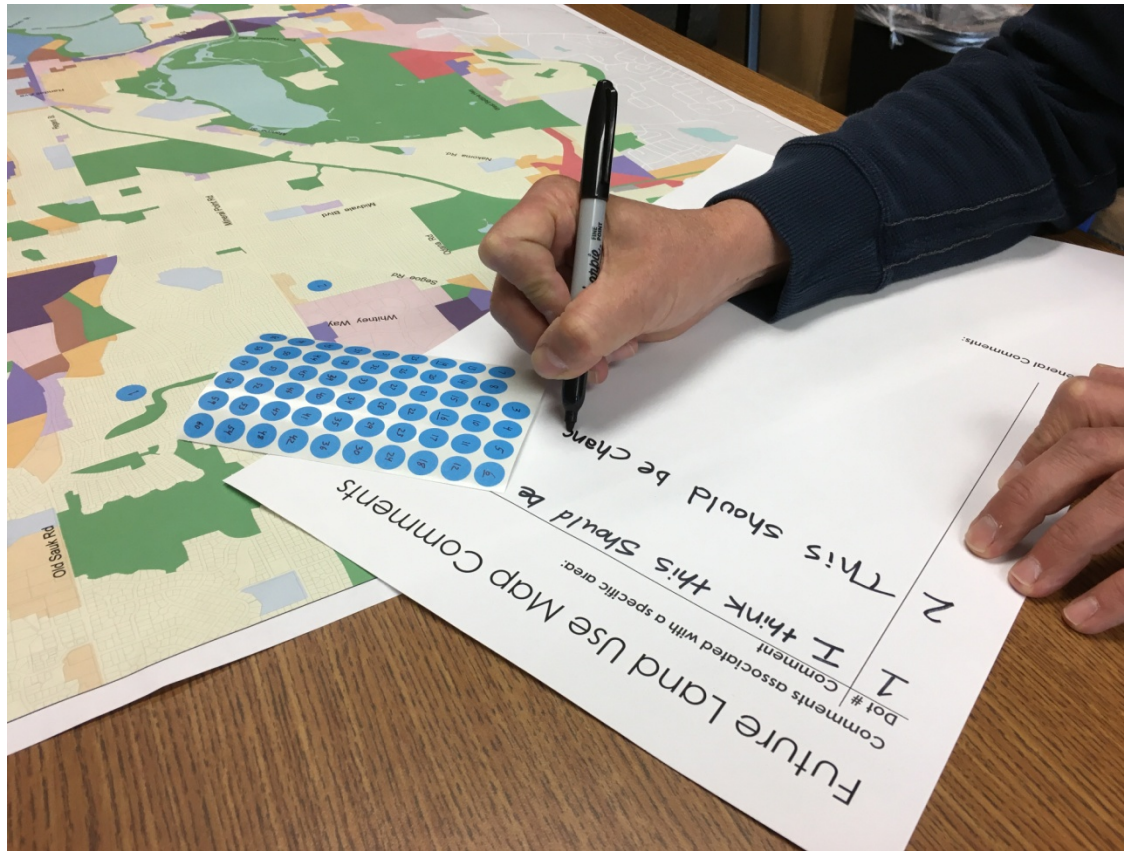
Future Land Use Map Activity

Each table has a draft Generalized Future Land Use Map of a sector of the city. There is also at least one table with a citywide map.



Future Land Use Map Activity

You can comment on specific areas of the map by placing a numbered sticker on the map and writing your comments (and the associated sticker number) on the provided comment sheet.



Future Land Use Map Activity

You can also make general comments about the land use designations on the provided comment sheet.



Future Land Use Map Activity

Move to any other map table when you are ready. This is the last activity so you may leave when you wish to.





QUESTIONS?



NEXT STEPS

Online Strategies Feedback

Strategies: Form & Connectivity

Goals

- ✦ Madison will be comprised of compact, interconnected neighborhoods anchored by a network of mixed-use activity centers.
- ✦ Madison will have a safe, efficient, and affordable regional transportation system that offers a variety of choices among transportation modes.

Share your thoughts and see what others are saying. Like the strategies you think are the best, and tell us about strategies that are missing.

Once you're finished, [select a new strategy](#)

    Your name
[ColinPunt](#)

Comment *

Content limited to 200 characters, remaining: 200

Submit

[Sort by date](#) [Sort by vote](#)

Improve transit connections between peripheral residential and employment land uses, focusing on connecting transit-dependent populations to jobs.

[delete](#) [edit](#)



Submitted by [Imagine Madison](#) (not verified) on Tue, 04/25/2017 - 2:57am

Continue to pursue implementation of bus rapid transit (BRT), beginning by increasing bus garage capacity to allow for expansion of Metro service.

[delete](#) [edit](#)



Submitted by [Imagine Madison](#) (not verified) on Tue, 04/25/2017 - 2:56am

Work with regional partners to collaboratively improve our regional bicycle system to further enable safe and convenient bicycle use.

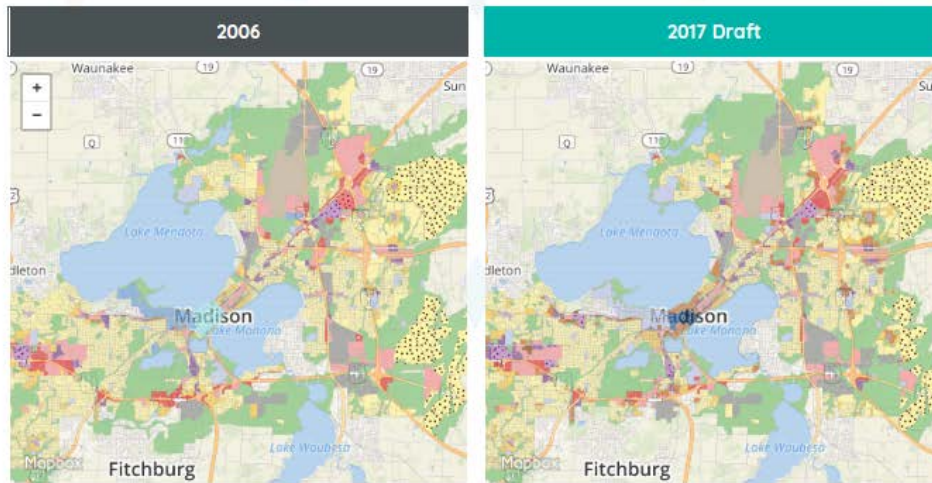
[delete](#) [edit](#)



Submitted by [Imagine Madison](#) (not verified) on Tue, 04/25/2017 - 2:56am



Online Map Feedback



- 2006 FUTURE LAND USE MAP LEGEND**
- LDR
 - MDR
 - HDR
 - NMU
 - CMU
 - RMU
 - GC
 - RC
 - E
 - I
 - P
 - C
 - Downtown
 - SI
 - AP
 - NPA

- 2017 DRAFT FUTURE LAND USE MAP LEGEND**
- LR
 - LMR
 - MR
 - HR
 - NMU
 - CMU
 - RMU
 - DMU
 - OC
 - GC
 - E
 - I
 - P
 - SI
 - A
 - NPA

Please enter comments about the 2017 Draft Land Use Districts on a specific parcel or area:

(Please be sure to make your selection on the map above.)

Please enter any general comments on the 2017 Draft Land Use Districts:



Timeline

Phase 1
Where are we headed?

FALL 2016



Your Voice

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

GOALS

Phase 2
How will we get there?

SPRING 2017



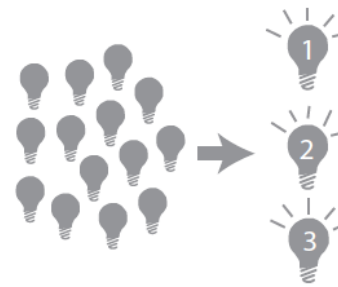
Your Voice

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- What changes would you suggest to the Future Land Use map?

STRATEGIES

Phase 3
What first?

FALL 2017



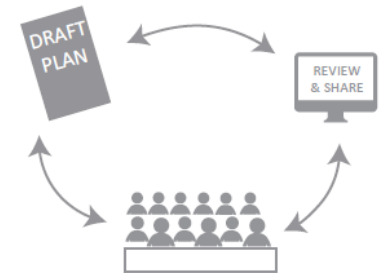
Your Voice

- How would you prioritize these actions?

PRIORITIES

Phase 4
Plan review and approval

SPRING 2018



Your Voice

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

ADOPTION



Give us your feedback!

FEEDBACK FORM



Which Imagine Madison event did you attend?

April 25 at Warner Park CRC April 27 at Cherokee MS May 1 at Central Library May 3 at La Follette HS

Do you have any additional comments on the Draft Strategies or Future Land Use map?

Do you have any other general comments?

What did you like about this meeting?

How could this meeting have been improved?

Drop completed forms off in the box on your way out



Don't forget to return your clicker to us!





Contact Us



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