



Imagine Madison

People Powered Planning

2017 RASCW Commercial Real Estate Forecast
January 19, 2017



What is the Comprehensive Plan?

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



Comprehensive Plan Elements



Housing



Transportation



Utilities & Community
Facilities



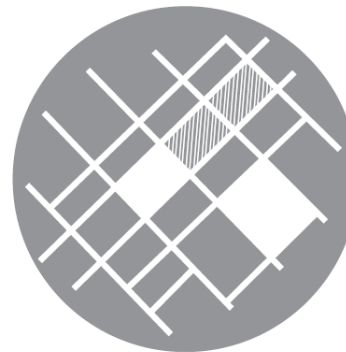
Agricultural, Cultural, &
Natural Resources



Economic
Development



Intergovernmental
Cooperation



Land Use



Implementation



Guiding Lenses



Equity



Sustainability

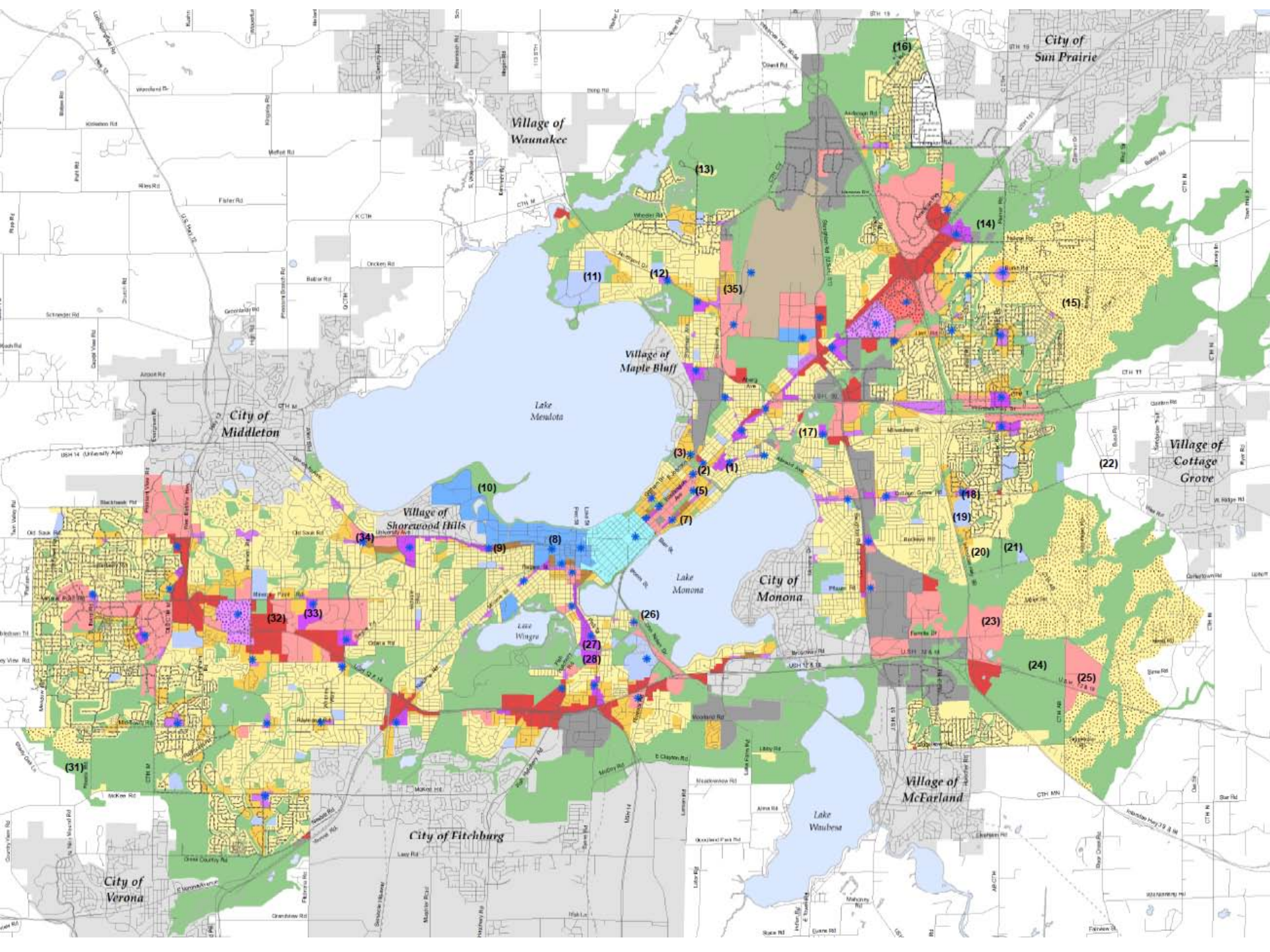


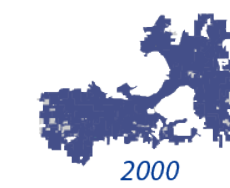
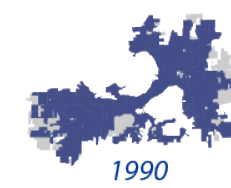
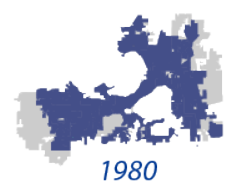
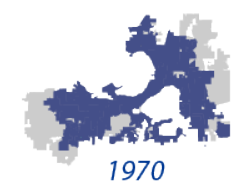
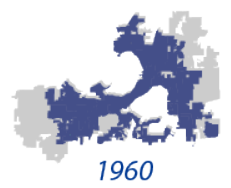
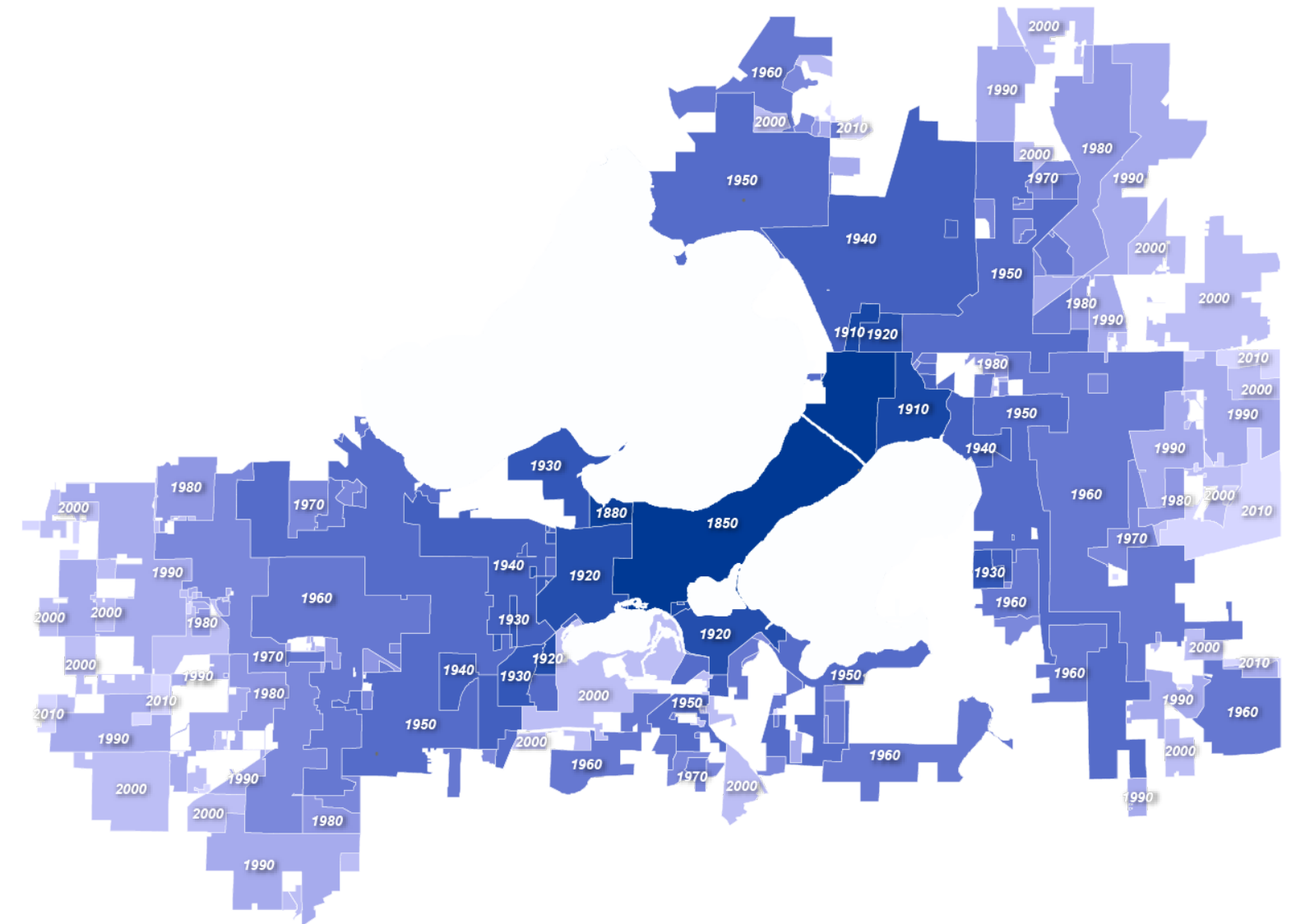
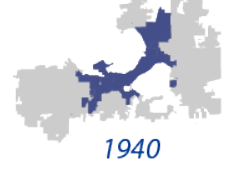
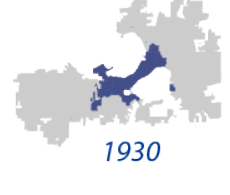
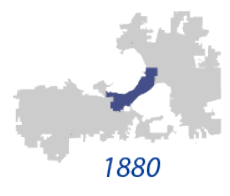
Health



Adaptability

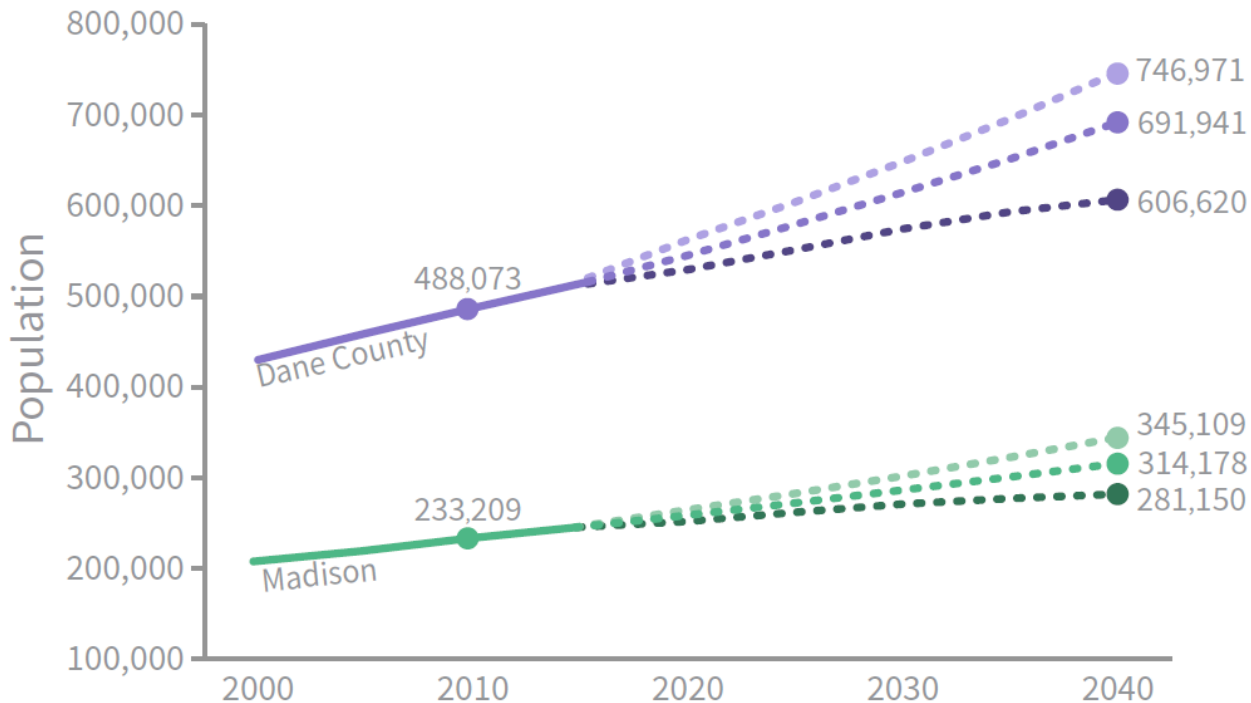






Growth Projections

Population Trends and Forecasts for Madison and Dane County¹



+70,000
new residents by 2040

+40,000
new households by 2040

Source: 1. Low Estimates from Wisconsin DOA Demographic Services Lab Population Projections. High Estimates based on 5-year growth trend according to U.S. Census Bureau; Middle Estimate based on average of 5-, 15-, and 25-year growth rates from U.S. Census and Wisconsin DOA and Wisconsin DOA Projections through 2040. Sources: Decennial U.S. Census; U.S. Census Bureau Annual Population Estimates; U.S. Census Bureau ACS 1-Year Table DP05; Wisconsin DOA Annual Population Estimates; Wisconsin DOA Demographic Services Lab Population Projections; City of Madison Planning Division

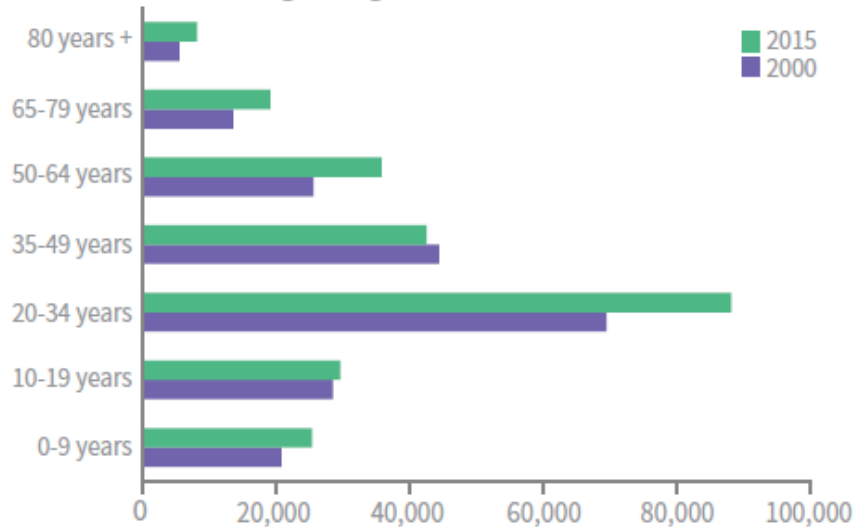


Demographic Change

Madison is getting younger and more diverse

Age Distribution Trends²

Total Population by Age Range in Madison (2000 and 2015)



Median Age from 2006 to 2014³

Wisconsin **37.6** → **39.2**
 Madison **32.3** → **30.8**

Race and Ethnicity Trends for Madison⁴

2006 Total Population



2014 Total Population



2014 Population Under Age 18



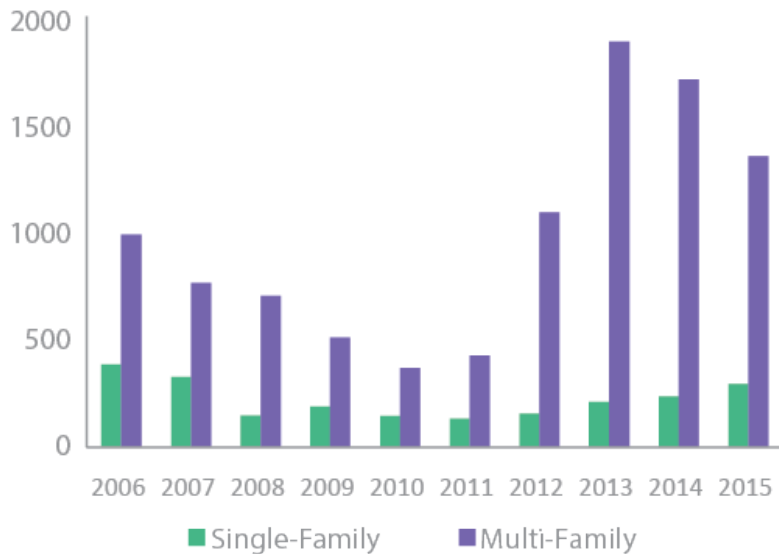
👤 White
 👤 Black
 👤 Hispanic or Latino
 👤 Asian
 👤 Other



Sources
 2. 2000 Census; ACS 2015 1-Year
 3. ACS 2006; ACS 2014 1-Year
 4. ACS 2006; ACS 2014 1-Year; ACS 2014 1-Year

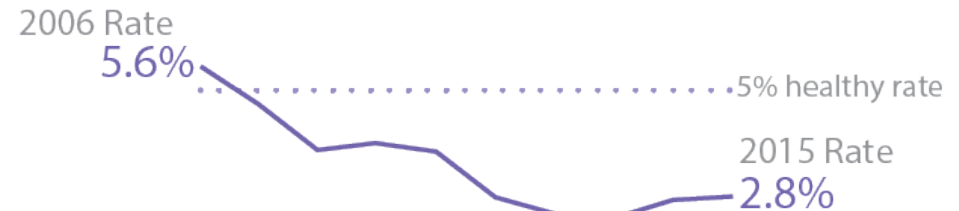
Residential Construction/Vacancy Rate

Residential Units Added by Year¹⁵



Madison Area Rental Vacancy Rate⁸

Since 2006, we've fallen well below the healthy rental vacancy rate of 5%



Where and when will Madison grow in the future?

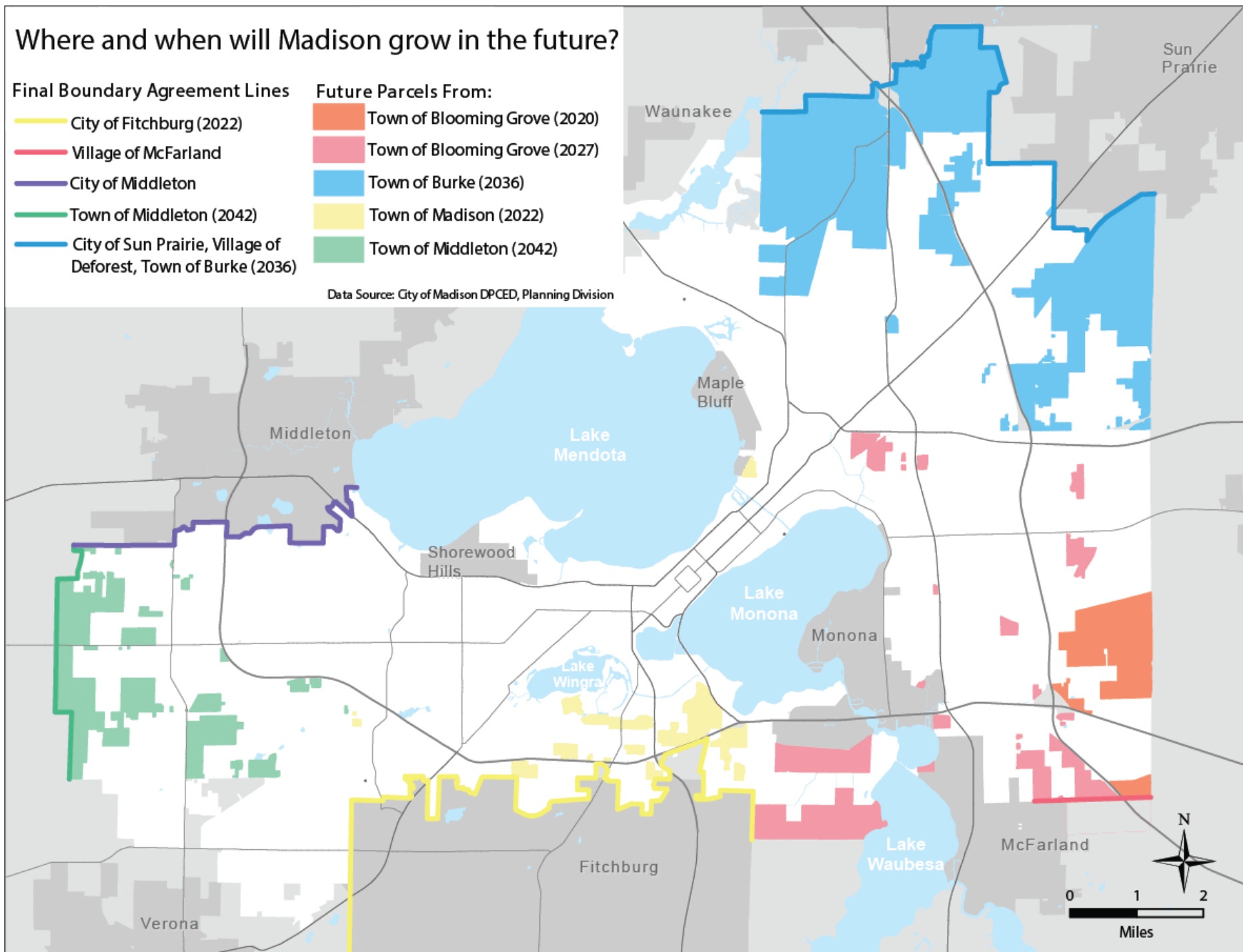
Final Boundary Agreement Lines

- City of Fitchburg (2022)
- Village of McFarland
- City of Middleton
- Town of Middleton (2042)
- City of Sun Prairie, Village of Deforest, Town of Burke (2036)

Future Parcels From:

- Town of Blooming Grove (2020)
- Town of Blooming Grove (2027)
- Town of Burke (2036)
- Town of Madison (2022)
- Town of Middleton (2042)

Data Source: City of Madison DPCEd, Planning Division



Public Engagement

ImagineMadisonWI.com

Imagine Madison
People Powered Planning

Home Documents Events Participate Contact Us

How do you #ImagineMadison?

WHAT IS YOUR UNIQUE VISION FOR OUR COMMUNITY?

What do you want to be different? What do you want for Madison in 10, 20, even 30 years? And how do we get there? The answers to these questions are as unique as each Madisonian. The City of Madison wants to hear every one of them. We want to get your individual perspective, to hear your distinct voice.

KICKOFF MEETINGS

TELL US WHAT YOU THINK

TAKE THE SURVEY HERE

Post comments on our Facebook page

Tweet us using the hashtag #ImagineMadison

Attend an Event

Social Media



Resident Panels

Call for Community Partners
Resident Panels
City commits funding to engage underrepresented residents in Comprehensive Plan Update

November 13, 2016

Summary

Imagine Madison. For many Madison is a great city, but if you could imagine a better Madison for yourself, your family, or your business, what would that look like? What are your hopes for the best of place Madison will be for residents in the future?

Madison is changing in many ways, and it's important for all Madisonians to join in a conversation about the future of our community. The City Planning Director will lead an effort called Imagine Madison to better understand what is important to all segments of our population. Imagine Madison will help us update the City's Comprehensive Plan - a document that will express issues the community is experiencing, or may experience in the next 10-30 years, in areas such as housing, transportation, economic development, and other aspects impacting everyday life in Madison (see Attachment A).

To help ensure that all Madison residents are heard in this process, the City is looking to partner with and fund community-based organizations that are connected to communities who are often underrepresented in discussions about the city's future (such as African-Americans, Latinos, housing, older adults, and lower income residents). With the help of these Community Partners, the City hopes to deepen and broaden engagement with such communities and improve on past efforts to ensure everyone is included in the conversation. To accomplish this, we are trying something new - Resident Panels - to assure more voices are heard.

Please consider participating in this unique opportunity. It's easy to be considered - simply fill out the short Letter of Interest (LOI) form found at the end of this document (Attachment B) and submit it to the City of Madison Planning Division by noon on November 23, 2016.

Want to learn more? Attend the informational meeting on Thursday, November 10 from 11:00-noon. This optional meeting will be held at the Madison Municipal Building (111 Murray Letter King, in Room 340, 1st Floor 340). You can also contact Kristin Laska by phone (608.241.0435) or email (kmlaska@cityofmadison.gov).

Resident Panels Overview

What is a Resident Panel? A Resident Panel is a group of 10-15 people who are representative of a particular segment of Madison's population. The expectation is that this same group of people will meet a minimum of three (3) times at key points in the Imagine Madison process to add their voices to the community conversation. Resident Panel meetings will include in-depth discussions about various issues such as transportation, housing, jobs and open space, economic development and other topics to be addressed in the Comprehensive Plan Update.

How will Resident Panels be Formed? The City expects to partner with community organizations on conditions with strong connections to particular underrepresented groups. These partners would be responsible for recruiting and selecting the individuals to serve on their respective Resident Panels.

Imagine Madison
People Powered Planning

Promotional Video

Imagine Madison - People Powered Planning

transportation, housing, and other

0:23 / 0:43

Interview Videos

Dana Maya
Medical Writer



Community Meetings

“Clickers” for live polling



Project Timeline

Phase 1
Where are we headed?

Phase 2
How will we get there?

Phase 3
What first?

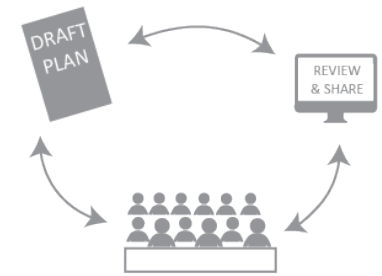
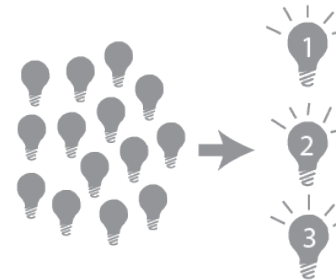
Phase 4
Plan review and approval

FALL 2016

SPRING 2017

FALL 2017

SPRING 2018



Your Voice

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

Your Voice

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

Your Voice

- How would you prioritize these actions?

Your Voice

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

ISSUES & GOALS

STRATEGIES

PRIORITIES

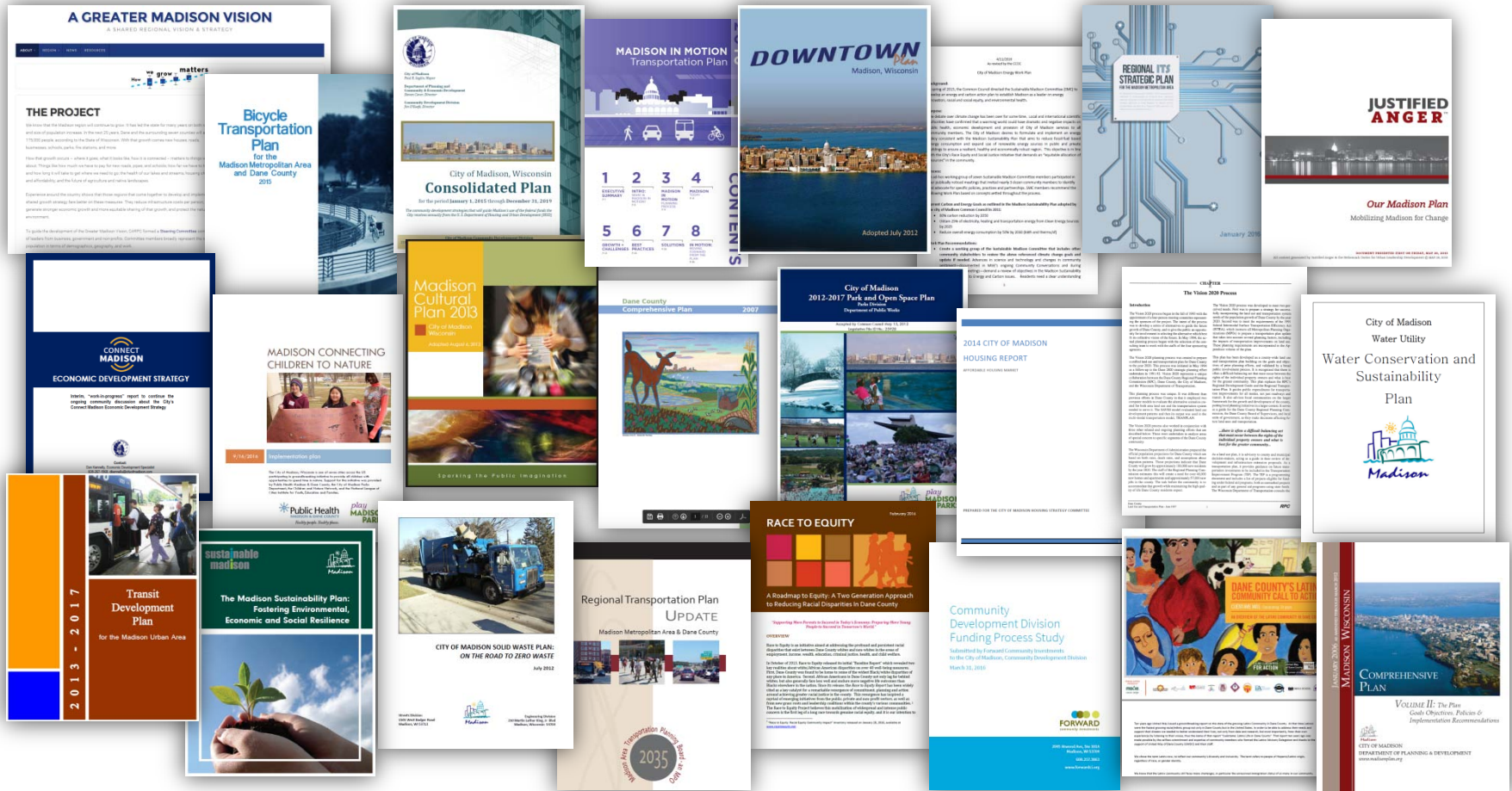
REVIEW &
ADOPTION





PHASE 1: ISSUES & GOALS

Plans Studied & Synthesized



Draft Goals

Madison will . . .



HOUSING

1. Have a full range of quality and affordable housing opportunities throughout the City.



TRANSPORTATION

2. Have a safe and efficient regional transportation system that offers a variety of choices among transportation modes.

3. Make land use and transportation decisions in a mutually supportive manner to provide access for all.



LAND USE

4. Be comprised of compact, interconnected, neighborhoods anchored by a network of mixed-use activity centers.

5. Be the center of our region, with Downtown serving as our primary activity hub.

6. Have a unique character and strong sense of place in its neighborhoods and the city as a whole.



ECONOMIC DEVELOPMENT

7. Have a growing, diversified economy that offers opportunity for all.



Draft Goals

Madison will . . .



CULTURAL AND HISTORICAL RESOURCES

8. Value our cultural and historical assets.



PARKS, OPEN SPACE, AND RECREATION

9. Have a parks and open space system that preserves natural areas while offering recreational opportunities and gathering places.



NATURAL RESOURCES

10. Be a steward of our land, air, and water resources and interconnected ecological systems.



AGRICULTURAL RESOURCES

11. Support the region's agricultural prominence with a strong food economy and access to healthful foods.



UTILITIES & COMMUNITY FACILITIES

12. Have efficient and reliable public utilities, facilities, and services that support all residents.

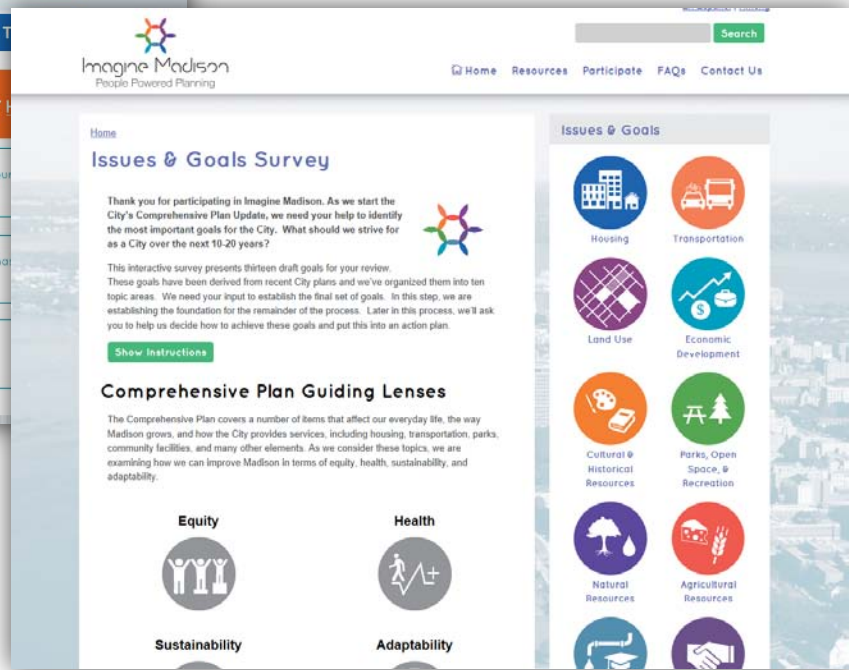


INTERGOVERNMENTAL/REGIONAL COOPERATION

13. Collaborate with other units of government to improve efficiency and achieve shared goals.



Online Survey



www.imaginemadisonwi.com





Contact Us



www.ImagineMadisonWI.com



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@ImagineMsnWI



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