



https://plan.imaginemadisonwi.com/



PLAN STRUCTURE

• 12 Goals

Statements of what we want to achieve within each Element

• 50 Strategies General approaches to achieve the Goals

• 150+ Actions Several implementation Actions for each Strategy

6 Elements







LENSES



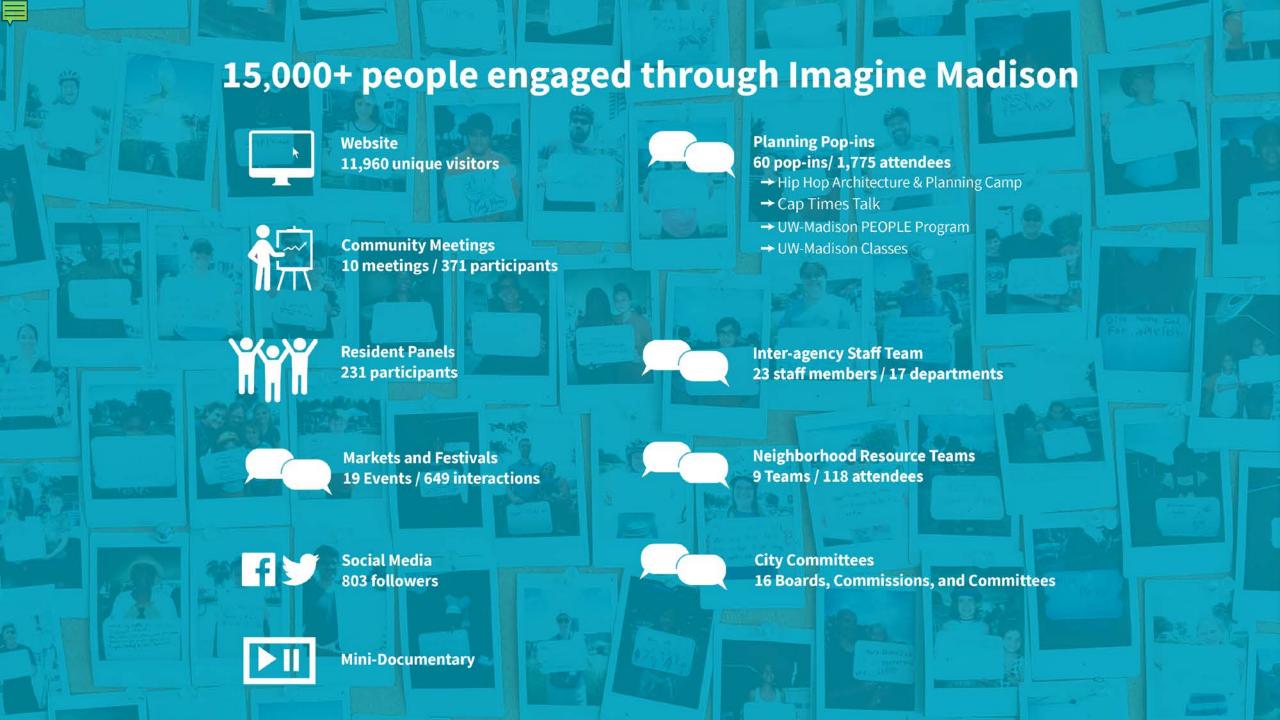


Equity





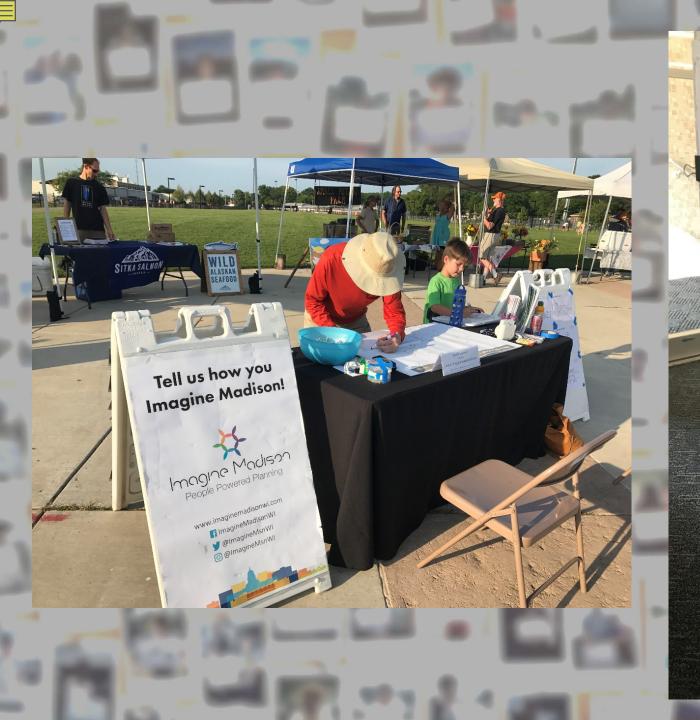
Sustainability

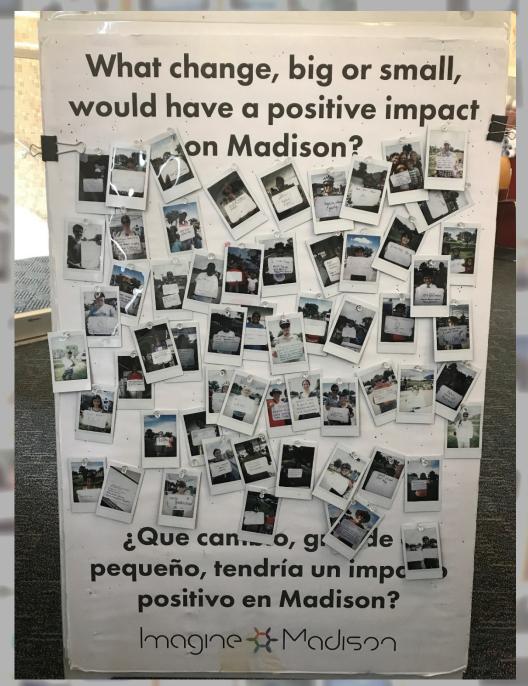


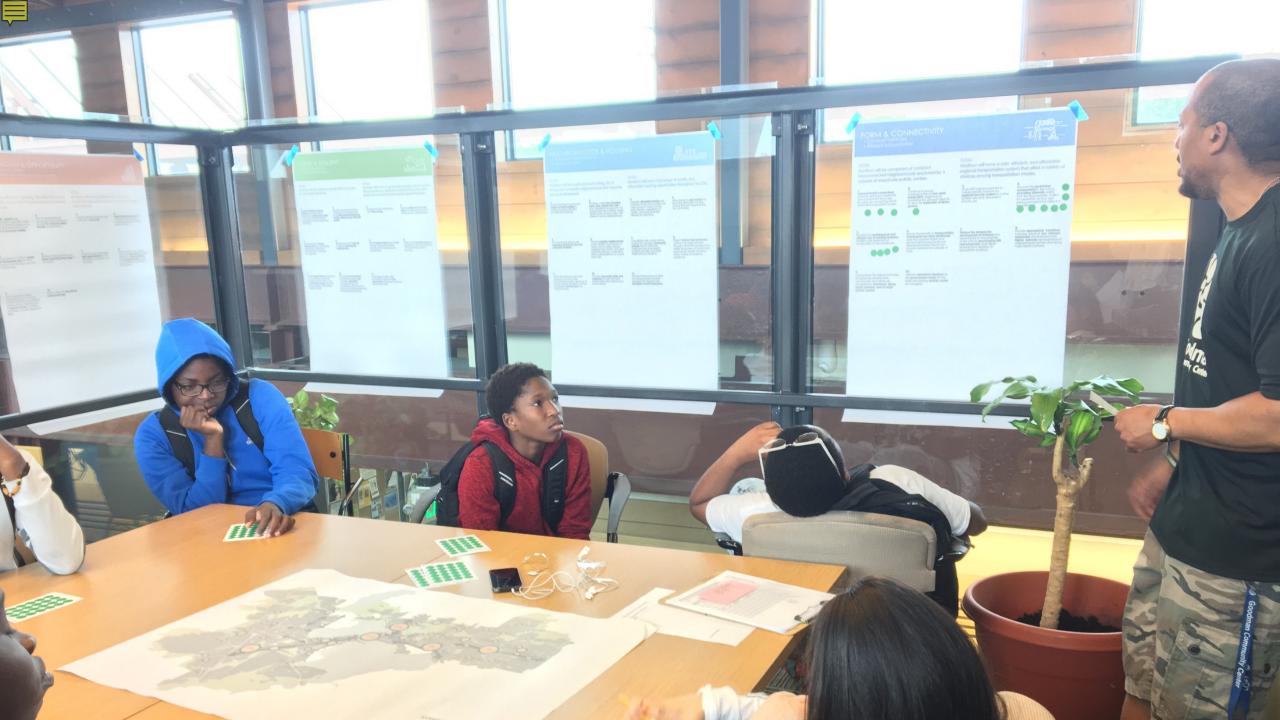




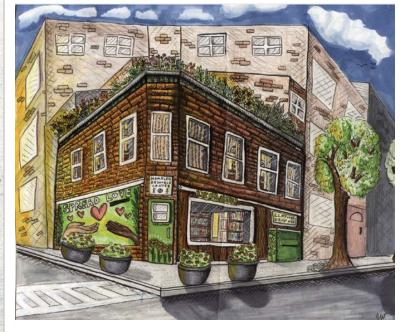






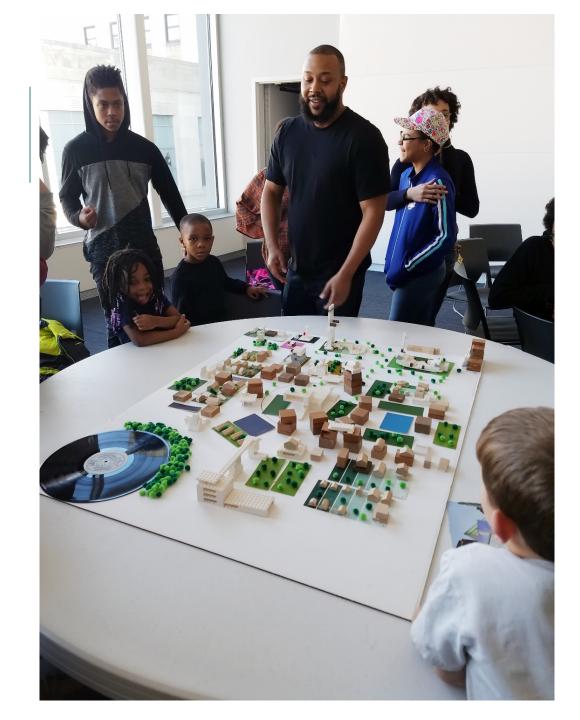
















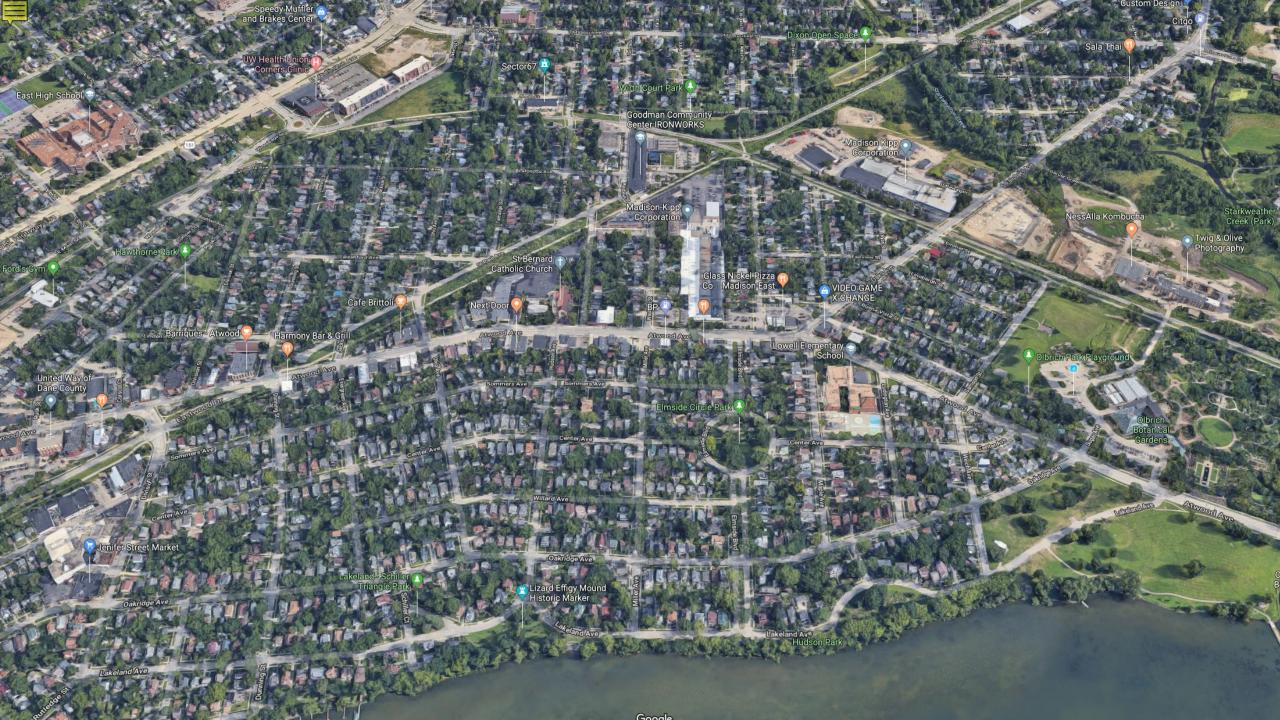


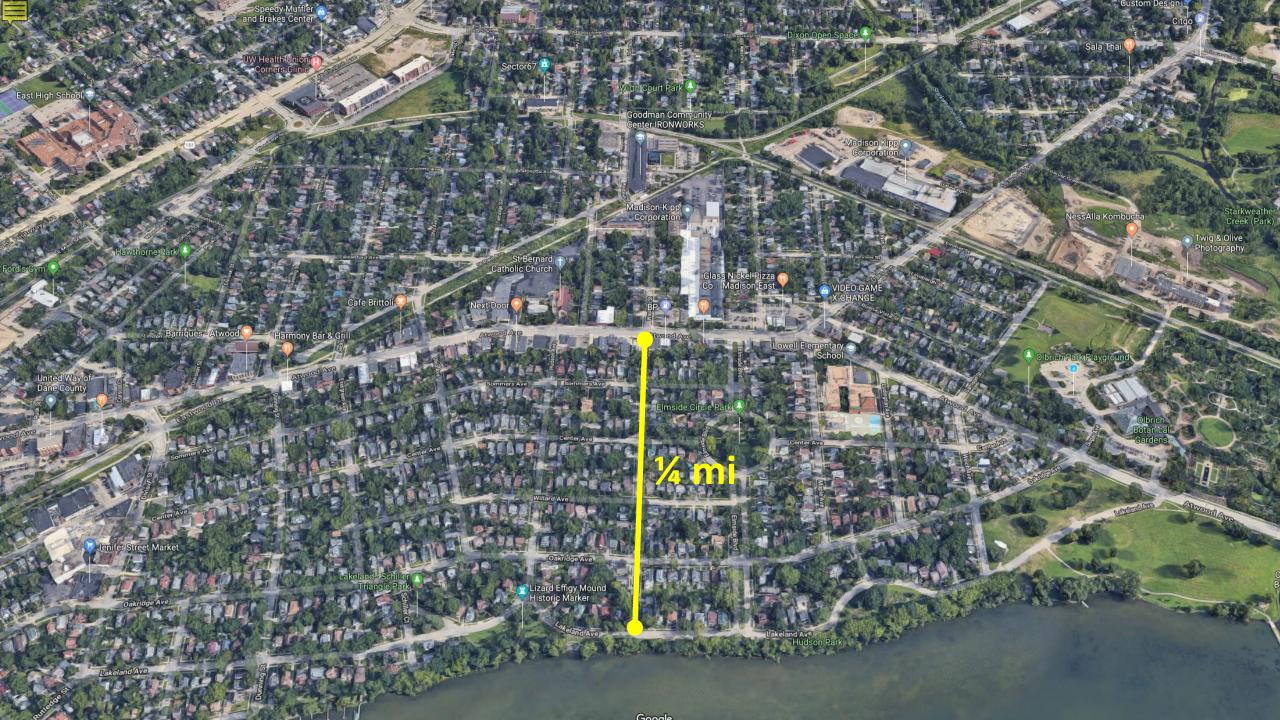


GOAL: Madison will be a safe and welcoming city of strong and complete neighborhoods that meet the needs of all residents.

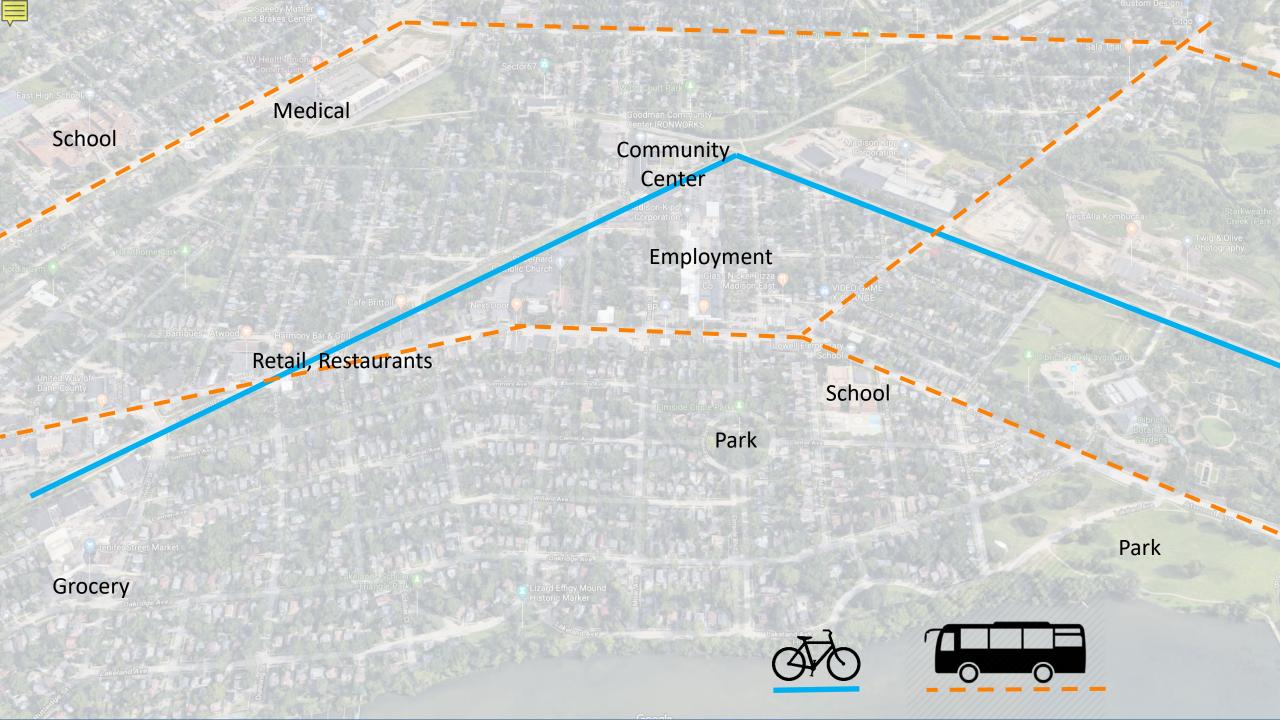


Strategy: Create complete neighborhoods across the city where residents have access to transportation options and resources needed for daily living.











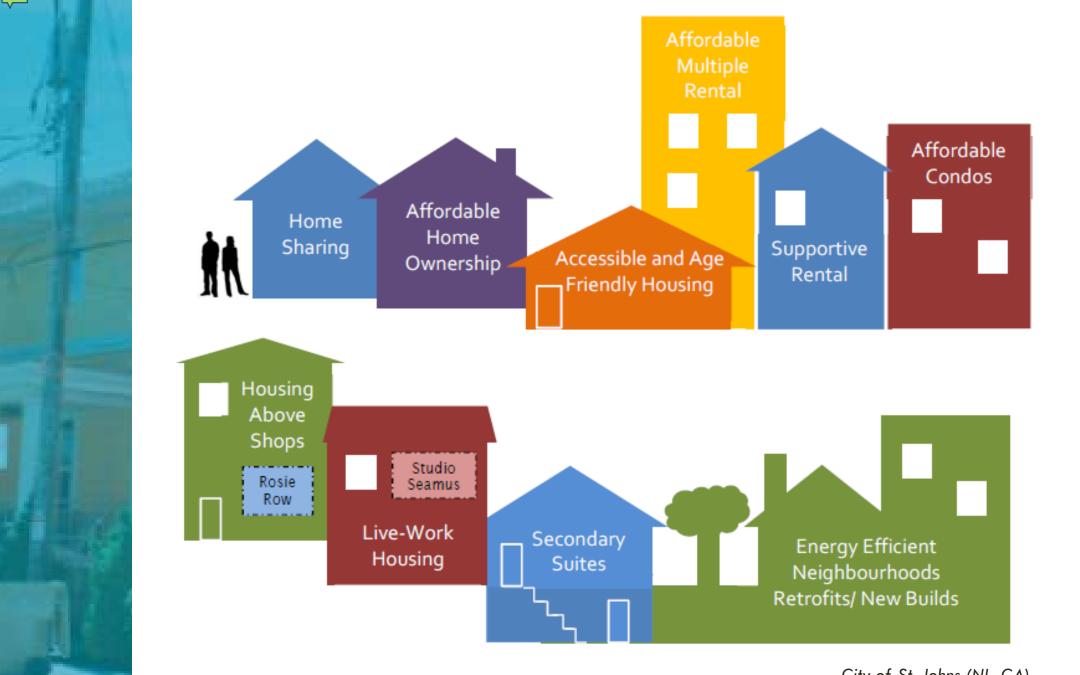


GOAL: Madison will be a safe and welcoming city of strong and complete neighborhoods that meet the needs of all residents.



Strategy: Support development of a wider mix of housing types, sizes, and costs throughout the city.





City of St. Johns (NL, CA)













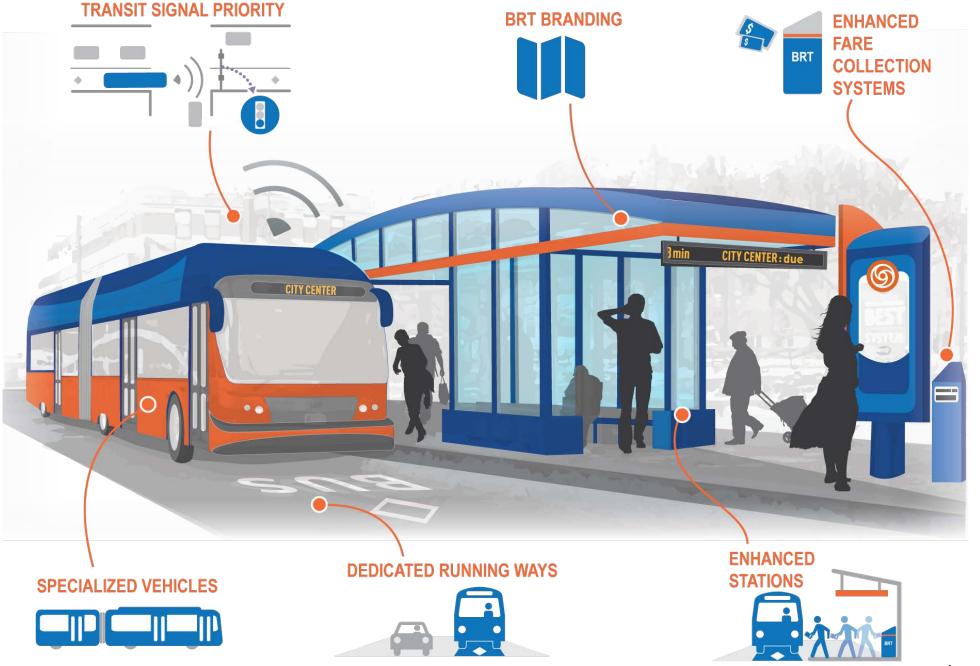


GOAL: Madison will have a safe, efficient, and affordable regional transportation system that offers a variety of choices among transportation modes.



Strategy: Implement Bus Rapid Transit (BRT) to improve travel times, enhance reliability, and increase ridership.

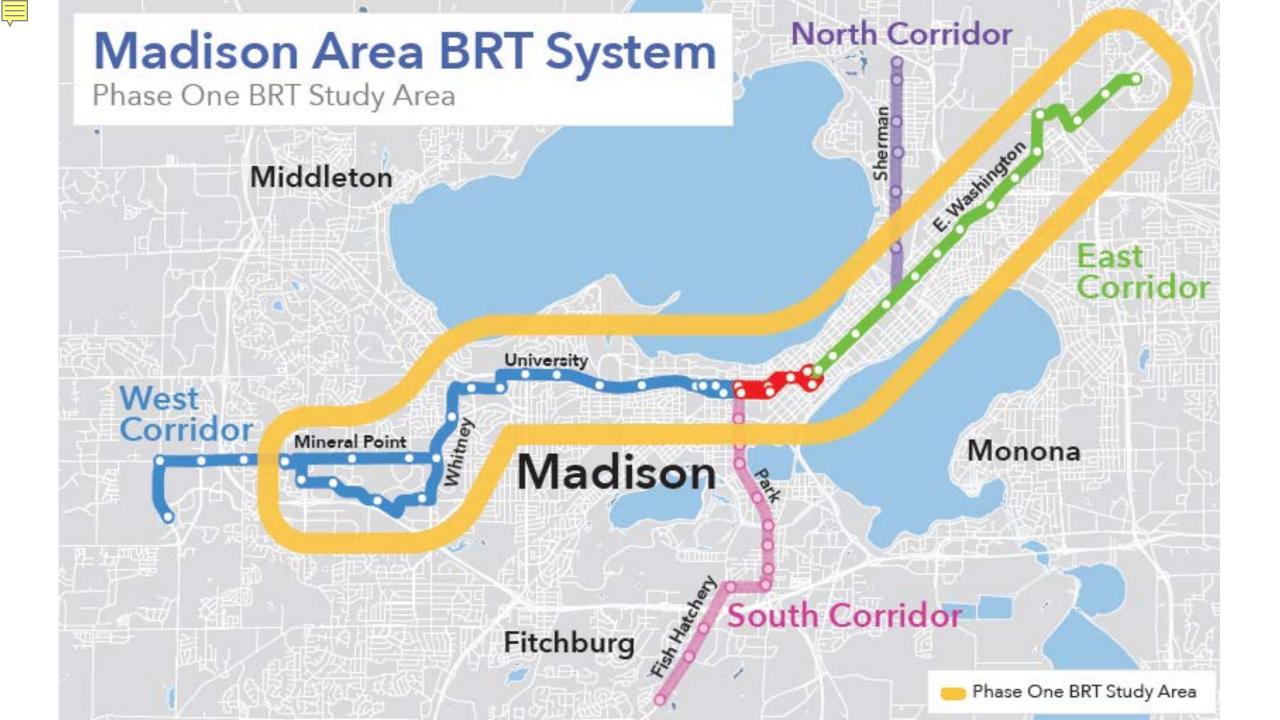












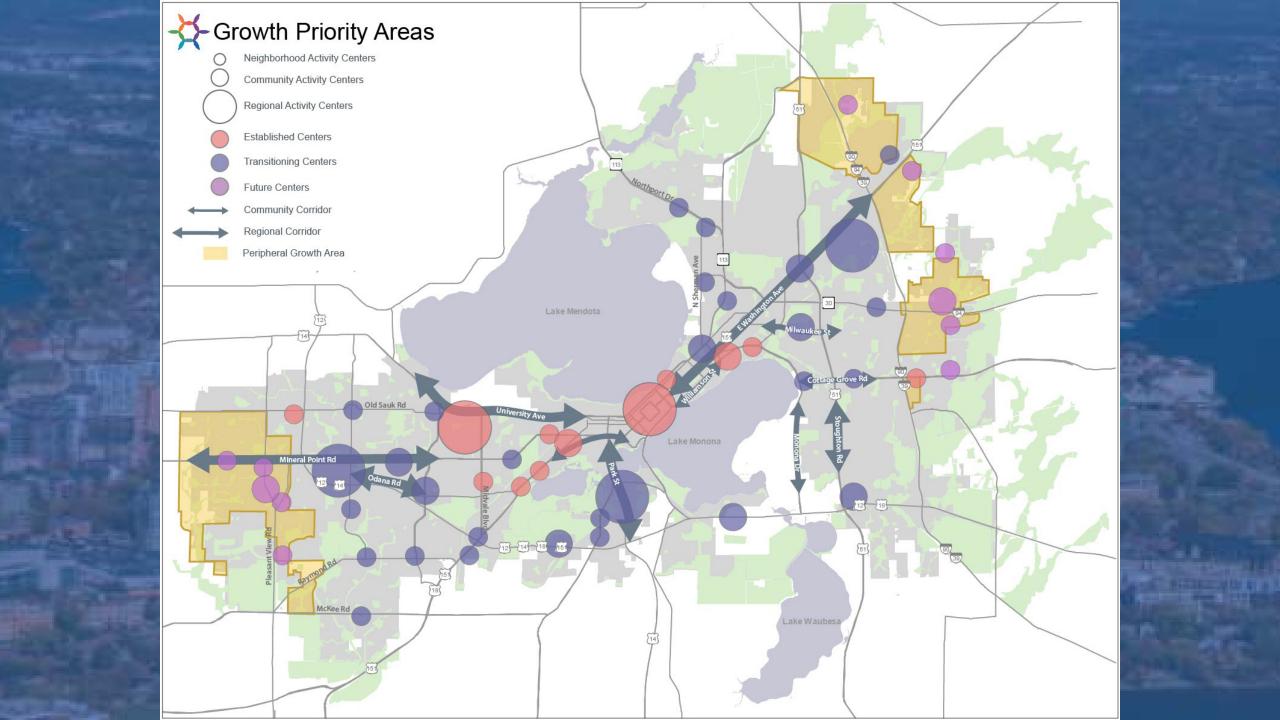


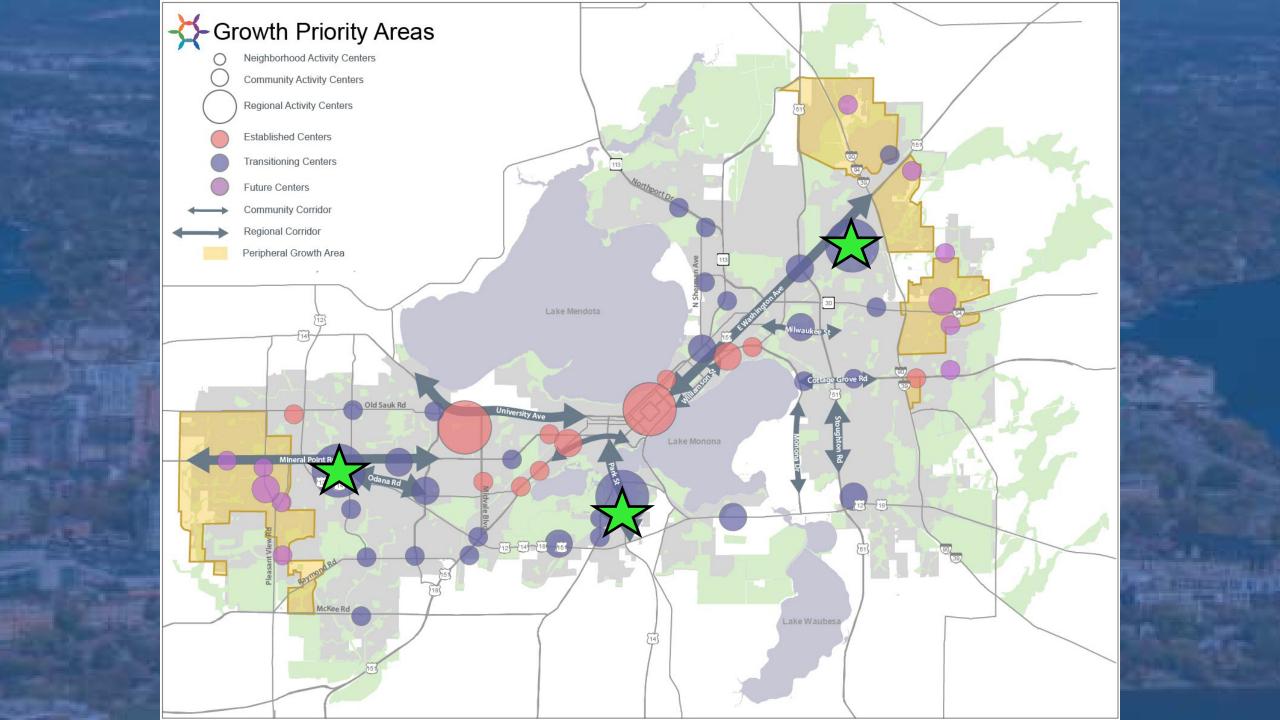


GOAL: Madison will be comprised of compact, interconnected neighborhoods anchored by a network of mixed-use activity centers.



Strategy: Concentrate the highest intensity development along transit corridors, downtown, and at Activity Centers











COMPREHENSIVE PLAN RECOMMENDATIONS





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



Strategy: Develop a healthy and diverse tree canopy.

BENEFITS OF URBAN TREES



Strategic placement of trees in urban areas can **cool the air** by between 2 °C and 8 °C.



Large urban trees are excellent filters for urban pollutants and fine particulates.



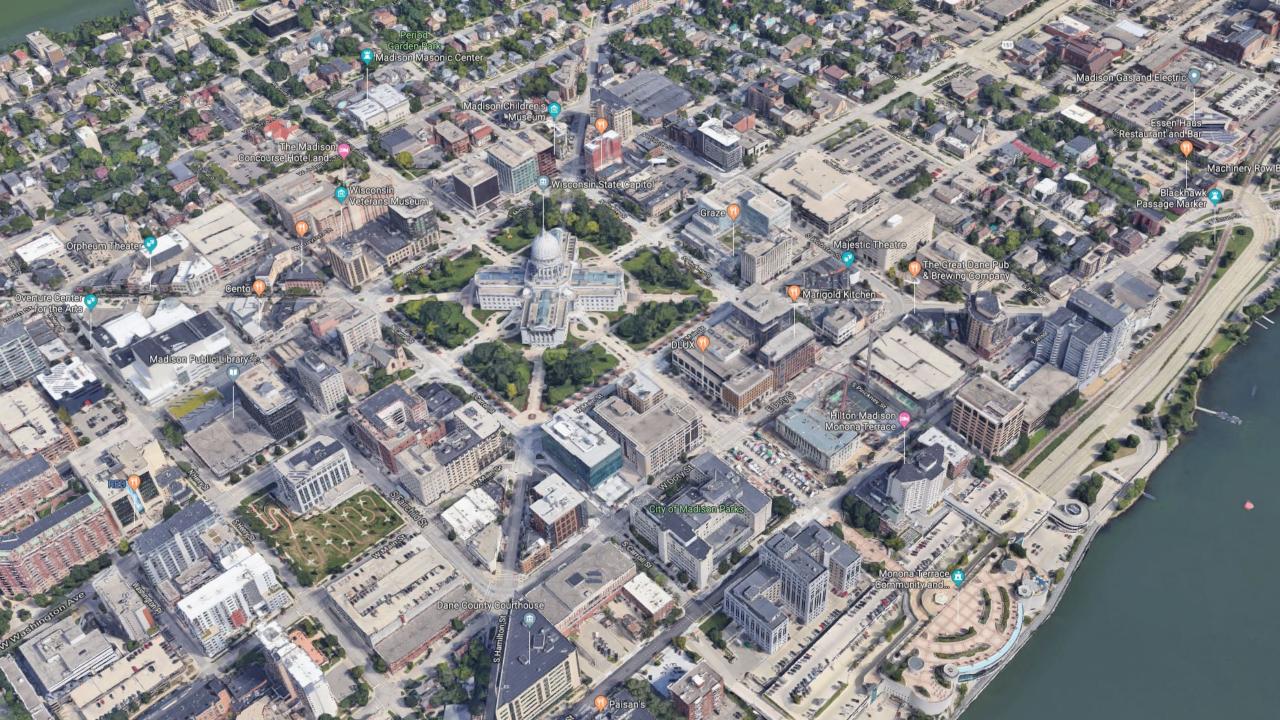
Mature trees regulate water flow and improve water quality.

A tree can absorb up to 150 kg of CO₂ per year, sequester carbon and consequently **mitigate climate change**.















COMPREHENSIVE PLAN RECOMMENDATIONS





GOAL: Madison will have a unique character and strong sense of place in its neighborhoods and the city as a whole.



Strategy: Integrate public art throughout the city.









