



Thanks to everyone who participated in Madison Madness 2025. Nearly 1,400 people participated and shared their thoughts about community needs and future growth in Madison. This activity is part of the public engagement efforts for the [Southeast Area Plan](#) and the [Southwest Area Plan](#).

Madison Madness helps us understand community priorities by creating choices between positive elements of future growth. However, each element is important and will likely be incorporated into future plans.

There is no “winner” in this activity, just like there is not one need for our community. While certain elements were chosen more often, the results show the spectrum of perspectives of Madison residents.

Results from all responses are presented along with those for the Southeast Area Plan, Southwest Area Plan, and the remainder of Madison. Open ended comments were summarized by location in our attempt to concisely highlight the primary themes. However, all open ended comments were included in their entirety for those interested.

If you have questions, please reach out:

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MADISON MADNESS

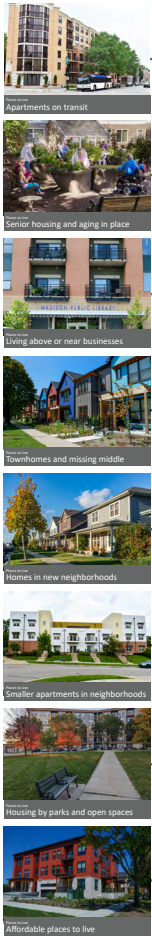


The City of Madison is planning for the future of the city and currently focusing on the Southeast and Southwest Areas! To help us better understand your thoughts and preferences about how Madison could grow and change, we've created a tournament style bracket. Each "team"

represents part of a potential future vision for the city. **Tell us what's more important to you by selecting your preferred team in each matchup. Teams not advancing aren't excluded from consideration, but crowning your champion helps us understand community priorities.**

Each bracket region has a different focus: Neighborhood Destinations, Places to Live, Streets and Getting Around, and Open Spaces and Recreation.

Neighborhood Destinations

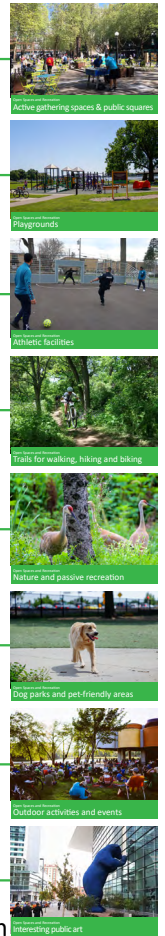


Places to Live

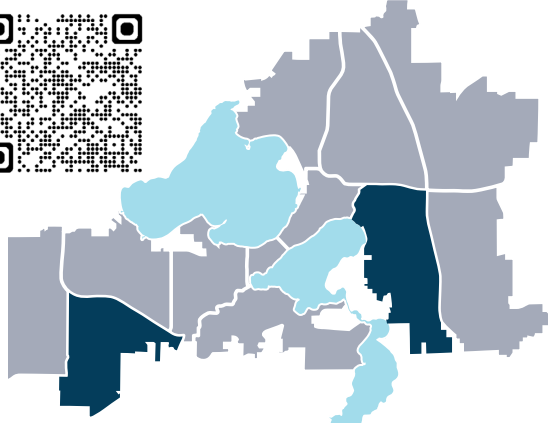
Streets and Getting Around



Open Spaces and Recreation



Fill out your bracket online and get more information on the Southeast and Southwest Area Plans. Be sure to include your email address to get project updates!
surveymonkey.com/r/MadisonMadness



Southwest Area Plan
www.cityofmadison.com/southwestplan

Southeast Area Plan
www.cityofmadison.com/southeastplan

Madison Madness

All Responses

1,361 Responses

		Advance to Round of 16	Advance to Quarterfinals	Advance to Semifinals	Advance to Finals	Win Finals
Neighborhood Destinations	Grocery stores and everyday items	86%	43%	30%	12%	5%
	Healthcare (doctor, dentist, wellness)	14%	7%	4%	2%	1%
	Restaurants, cafes and taverns	64%	34%	27%	16%	7%
	Neighborhood schools and child care	35%	17%	11%	6%	4%
	Local retail and services	37%	27%	3%	1%	1%
	Library or neighborhood center	61%	45%	16%	7%	4%
	Nearby jobs	74%	24%	7%	1%	1%
	Co-working, makerspaces and studios	22%	3%	1%	0%	0%
Places to Live	Apartments on transit	65%	25%	11%	6%	1%
	Senior housing and aging in place	32%	17%	8%	4%	2%
	Living above or near businesses	33%	15%	7%	3%	1%
	Townhomes and missing middle	62%	41%	20%	12%	8%
	Homes in new neighborhoods	39%	13%	7%	4%	2%
	Smaller apartments in neighborhoods	56%	14%	3%	2%	1%
	Housing by parks and open spaces	48%	31%	17%	5%	1%
	Affordable places to live	48%	39%	26%	19%	16%
Streets and Getting Around	Frequent and convenient transit	71%	53%	28%	20%	8%
	On-street parking	24%	10%	3%	2%	1%
	Slower traffic speeds	43%	13%	3%	2%	1%
	Efficiently move people and goods	52%	22%	9%	5%	2%
	Easier and safer street crossings	36%	13%	6%	3%	1%
	Comfortable and safe bike routes	58%	33%	21%	12%	7%
	Tree-lined streets	41%	21%	14%	5%	2%
	Sidewalks and walkability	53%	30%	16%	10%	4%
Open Spaces and Recreation	Active gathering spaces and public squares	74%	42%	27%	9%	3%
	Playgrounds	20%	9%	5%	3%	1%
	Athletic facilities	15%	5%	3%	1%	1%
	Trails for walking, hiking and biking	78%	42%	23%	10%	5%
	Nature and passive recreation	71%	41%	17%	8%	4%
	Dog parks and pet-friendly areas	23%	13%	6%	3%	2%
	Outdoor activities and events	78%	38%	14%	6%	2%
	Interesting public art	15%	6%	3%	1%	0%

Madison Madness Southeast Area Plan 307 Responses

		Advance to Round of 16	Advance to Quarterfinals	Advance to Semifinals	Advance to Finals	Win Finals
Neighborhood Destinations	Grocery stores and everyday items	87%	38%	24%	9%	5%
	Healthcare (doctor, dentist, wellness)	13%	7%	4%	3%	2%
	Restaurants, cafes and taverns	64%	35%	29%	19%	9%
	Neighborhood schools and child care	34%	20%	14%	6%	4%
	Local retail and services	39%	32%	4%	3%	1%
	Library or neighborhood center	58%	48%	20%	10%	4%
	Nearby jobs	68%	16%	4%	0%	0%
	Co-working, makerspaces and studios	26%	2%	0%	0%	0%
Places to Live	Apartments on transit	59%	23%	5%	3%	0%
	Senior housing and aging in place	37%	20%	11%	5%	2%
	Living above or near businesses	29%	11%	6%	3%	2%
	Townhomes and missing middle	65%	45%	21%	10%	4%
	Homes in new neighborhoods	40%	13%	8%	5%	1%
	Smaller apartments in neighborhoods	53%	15%	4%	3%	1%
	Housing by parks and open spaces	53%	36%	20%	6%	1%
	Affordable places to live	42%	35%	25%	16%	14%
Streets and Getting Around	Frequent and convenient transit	71%	49%	25%	17%	6%
	On-street parking	23%	11%	3%	3%	2%
	Slower traffic speeds	44%	19%	5%	3%	1%
	Efficiently move people and goods	49%	18%	6%	3%	1%
	Easier and safer street crossings	30%	13%	6%	4%	1%
	Comfortable and safe bike routes	62%	39%	26%	16%	9%
	Tree-lined streets	46%	21%	15%	4%	3%
	Sidewalks and walkability	47%	26%	14%	9%	3%
Open Spaces and Recreation	Active gathering spaces and public squares	69%	37%	24%	8%	3%
	Playgrounds	23%	12%	7%	5%	2%
	Athletic facilities	14%	7%	4%	2%	1%
	Trails for walking, hiking and biking	78%	42%	22%	8%	6%
	Nature and passive recreation	70%	41%	18%	10%	5%
	Dog parks and pet-friendly areas	23%	14%	7%	3%	3%
	Outdoor activities and events	77%	39%	16%	6%	4%
	Interesting public art	15%	5%	3%	1%	0%

Madison Madness Southwest Area Plan 357 Responses

		Advance to Round of 16	Advance to Quarterfinals	Advance to Semifinals	Advance to Finals	Win Finals
Neighborhood Destinations	Grocery stores and everyday items	83%	36%	22%	10%	4%
	Healthcare (doctor, dentist, wellness)	17%	8%	5%	2%	1%
	Restaurants, cafes and taverns	69%	41%	33%	18%	10%
	Neighborhood schools and child care	31%	15%	10%	4%	3%
	Local retail and services	41%	33%	4%	1%	1%
	Library or neighborhood center	58%	43%	16%	7%	4%
	Nearby jobs	70%	19%	8%	2%	1%
	Co-working, makerspaces and studios	27%	5%	3%	1%	0%
Places to Live	Apartments on transit	59%	19%	6%	3%	0%
	Senior housing and aging in place	39%	23%	9%	6%	4%
	Living above or near businesses	39%	21%	10%	4%	2%
	Townhomes and missing middle	57%	35%	18%	12%	9%
	Homes in new neighborhoods	51%	18%	10%	5%	3%
	Smaller apartments in neighborhoods	44%	11%	2%	1%	1%
	Housing by parks and open spaces	55%	36%	22%	7%	1%
	Affordable places to live	42%	32%	23%	17%	14%
Streets and Getting Around	Frequent and convenient transit	67%	46%	24%	17%	6%
	On-street parking	30%	12%	3%	2%	1%
	Slower traffic speeds	36%	13%	3%	2%	1%
	Efficiently move people and goods	59%	28%	12%	7%	3%
	Easier and safer street crossings	39%	13%	5%	3%	1%
	Comfortable and safe bike routes	57%	29%	19%	10%	6%
	Tree-lined streets	46%	27%	17%	8%	3%
	Sidewalks and walkability	49%	28%	17%	11%	4%
Open Spaces and Recreation	Active gathering spaces and public squares	71%	39%	23%	7%	2%
	Playgrounds	25%	12%	8%	4%	1%
	Athletic facilities	14%	4%	3%	1%	0%
	Trails for walking, hiking and biking	81%	44%	27%	12%	5%
	Nature and passive recreation	74%	45%	18%	10%	5%
	Dog parks and pet-friendly areas	22%	15%	6%	2%	1%
	Outdoor activities and events	83%	35%	14%	5%	1%
	Interesting public art	12%	5%	1%	0%	0%

Madison Madness

Rest of Madison

613 Responses

Advance to Round of 16 Advance to Quarterfinals Advance to Semifinals Advance to Finals Win Finals

		Advance to Round of 16	Advance to Quarterfinals	Advance to Semifinals	Advance to Finals	Win Finals
Neighborhood Destinations	Grocery stores and everyday items	88%	49%	37%	14%	6%
	Healthcare (doctor, dentist, wellness)	12%	6%	3%	1%	0%
	Restaurants, cafes and taverns	62%	29%	23%	13%	5%
	Neighborhood schools and child care	37%	17%	11%	6%	5%
	Local retail and services	32%	22%	1%	1%	0%
	Library or neighborhood center	66%	47%	15%	6%	3%
	Nearby jobs	80%	28%	8%	1%	0%
	Co-working, makerspaces and studios	17%	2%	1%	0%	0%
Places to Live	Apartments on transit	71%	32%	16%	10%	2%
	Senior housing and aging in place	25%	12%	5%	2%	1%
	Living above or near businesses	34%	13%	6%	3%	1%
	Townhomes and missing middle	62%	41%	21%	13%	8%
	Homes in new neighborhoods	30%	10%	5%	2%	1%
	Smaller apartments in neighborhoods	66%	16%	4%	2%	1%
	Housing by parks and open spaces	40%	25%	13%	5%	1%
	Affordable places to live	55%	46%	29%	22%	19%
Streets and Getting Around	Frequent and convenient transit	75%	60%	33%	24%	10%
	On-street parking	20%	8%	2%	1%	1%
	Slower traffic speeds	48%	10%	2%	1%	1%
	Efficiently move people and goods	47%	19%	8%	5%	2%
	Easier and safer street crossings	39%	14%	7%	4%	1%
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Madison Madness – Comments Summary

Below are summaries of more than 250 comments by Madison Madness participants. Since Madison Madness was part of the Southeast and Southwest Area Plans, we've organized comments by location. We did our best to include the full spectrum of comments made, and included quotes from comments that best captured each area's general themes. We realize it's not possible to capture every perspective made in this summary, so the full listing of comments is available starting on page 9.

Southeast Area - Summary

- Housing affordability is important. This means more than just income restricted apartments, such as having smaller homes, affordable housing options for first time buyers and seniors or others on fixed incomes.
- Increasing housing density is important but should be done with a mix of missing middle housing like townhomes, as well as condominiums and larger apartment buildings. The location of growth is important, so new residents have amenities like grocery stores, jobs and resources near them.
- Walkable main streets and nearby neighborhood centers with local businesses and third spaces are desired. New mixed-use buildings are adding ground floor retail space, but it is often not occupied.
- Street design should be less car focused with greater attention paid to lowering speed and encouraging walking and biking through building safe routes. Crossing major roads like Hwy 51 is very difficult.
- More bike paths and routes are needed
- Transit, including intercity travel, is important. The new bus routes are good, but additional stops and routes could improve usability. A new transit app would also be helpful.
- Parks and open spaces are important. Specifics discussed include preserved natural areas, greater access to the lakes, a dog park and a splash pad. Events in parks like a neighborhood concert series are desired.

“I hope that Madison can continue to grow thoughtfully - with attention to both environmental sustainability, as well as sustaining the human communities that allow the city to thrive. Affordable housing is a pressing need, but so is livable housing. Low-income individuals and families deserve to live in places they can afford, but those places should also offer a good quality of life, with accessible amenities, good schools, and greenery.”

Southwest Area - Summary

- The Southwest area doesn't have a commercial center or main street like Monroe, Atwood, Willy St, etc. There aren't many destinations like restaurants, local businesses or community centers. There is very little to walk to in the Southwest Area
- The Southwest Area is car dependent but could become more walkable in the future. Transit and BRT improvements would also help, and bike paths are a welcome addition.
- A greater emphasis on public safety (police/fire) is needed, including traffic enforcement
- There's a need for more housing, particularly affordable housing.
- There's too much focus on affordable housing. There needs to be more focus on maintaining existing neighborhoods.
- Rezoning and reductions in minimum lot sizes should be pursued to allow more housing, redevelopment opportunities and more neighborhood-oriented uses like restaurants, cafes, etc.
- Madison should stop growing or grow downtown.

“Currently, we are car dependent for almost every scenario, but I would love to see a focus on walkable options. In an ideal world, I would live above a business, have nearby venues for food/groceries/events, and public transit to reach other areas of the city without the high prices and industrial architecture associated with downtown. If I can ask anything, please think about the day to day experience of individuals rather than corporate interests - small businesses and homes rather than only rental living.”

Rest of Madison - Summary

- Madison is unaffordable for both owners and renters and needs more housing. This includes affordable housing, condos, missing middle, senior housing, apartments by transit and neighborhood amenities. There are very few affordable single-family homes in the city and few condos available.
- The city should grow up and not out, avoid sprawl and focus growth around BRT and transit. Redevelopment of underutilized areas such as large parking lots should be a priority. Update zoning to reduce parking requirements and make housing easier to build.
- Why does the city want to grow? It should focus on existing residents.
- The city's bike network is good but should be expanded to new areas and have gaps filled.
- Daily needs like and regular destinations like grocery stores, restaurants, local businesses and child care should be walkable from more neighborhoods.

“The housing crisis is the number one problem facing the city. It is extremely difficult to afford rent here due such high demand and such limited supply. Madison should grow denser by supporting infill developments at much higher densities, and not by sprawling out into suburbs.”

“One of the biggest frustrations for me is that, as I’m approaching my mid-30s, I really don’t want to live in a small apartment anymore... but there are so few “missing middle” housing options that I can afford without being in adjacent cities (Fitchburg, Verona, Sun Prairie, etc). These locations would force me back into a car-first lifestyle. Most of the places I want to be are downtown, but most of downtown feels like it’s for students or the ultra-wealthy. I make good money, but even I can’t afford nearly \$3,000/mo in rent when you consider parking and water/trash/sewer costs, not to mention gas and electricity. I wish there were more townhomes and condos, places where I can still have a little more space for hobbies (and a garage for projects), without having to own a low-density cookie-cutter house with a tiny yard. I want to be able to walk to the important things in daily life: grocery store, pharmacy, dentist, barber, etc. I think Madison is doing great things, but ultimately I’m starting to feel like I will be forced to move away entirely if the housing costs (and options) do not improve.”

Madison Madness - All Comments

All open ended comments made in Madison Madness are on the following pages, organized by location. Comments left in the Spanish version of the survey were translated and labeled.

Southeast Area – All Comments

- Madison should grow in the future by building new affordable neighborhoods and houses, not just the large apartment complexes like the ones being built all around.
- I think all of these topics are important and should be taken into consideration in developing a balanced holistic plan for the future.
- Friends and family are moving OUT of Madison due to the poor performance and apparently unsafe school environments. Madison should have the VERY BEST schools in the entire state. People should be moving here just cause the schools are better. We live just outside Monona, and people have often said “oh bummer you’re SO close to being in a good school district, are you thinking about moving”? This saddens out family
- Please stop forcing residents to pay for improvements made in the ROW. This is city owned property. We already pay very high property taxes. Expecting homeowners to pay for improvements they do not want is horrible. How is that even legal?
- Get rid of East Towne Mall and create new homes. Homes and ownership create better neighborhoods than apartments. The East side has too many nuisance apartments and homeless facilities.
- Manage the airport noise (F35s?). Increase moderate income housing options.
- Highway 51 should be like E Washington Avenue. If people want to go fast they can use the interstate
- I think Madison needs to support the arts more than they do. Artists desperately need affordable space they can work. It’s what draws people to a fully formed city & keeps people from leaving.
- Secure, small dog areas needed!!
- Keep nature.
- Prioritize urban green spaces!! So important for our mental health and wellbeing. More parks, nature preserves and areas that are accessible to people in the city.
- Much less luxury housing. More affordable housing. Fewer status developments (Public Market.) More trees and green spaces. Preserve and recycle, don’t cut down or tear down.
- This is a very stupid way to get useful information about how to plan and build good places to live. It’s also off-putting and designed for advocates for bikes and transit. How dishonest!
- This was fun, but I found myself frustrated by the forced choices -- which seem to avoid thinking outside the box. Why in the world is it a dichotomy to have affordable housing in smaller neighborhood apartments? Why does choosing tree-lined streets compete with passive nature areas? etc.
- Small homes, bike paths, efficient bus routes, playgrounds and greenspaces please
- Preserve open spaces and add mountain bike trails of more than 3 miles in one location.
- COTS is what makes Madison great!
- More affordable housing that aren’t income restricted. Housing programs for first time home buyers or rent to own cheaper than renting apartments.
- I feel like my neighborhood has been left out of the safer streets conversations. We have bike paths crossing busy streets but not flashing crossing signals. We also have unprotected bike lanes on Milwaukee Street and cars regularly use the bike lanes as turn lanes.
- I love how we are increasing housing density. Best way to make room for both people and nature.
- Inter city transit infrastructure (routes and stations) needs to be greatly improved. Need to have decent bus/ train service connecting Madison to Milwaukee, Chicago and Twin Cities for example. Also I think the city needs to do more to promote and support small businesses. Doesn’t do any good to plan for commercial space but then have city staff who make it very difficult for business to occupy that space. In my experience, at least some staff seem to view all business as “ evil”. A very serious examination of this attitude need to occur.
- I live near Stoughton Road - it’s really difficult to walk across that street and I almost always will drive across Stoughton Road - even if I am just going someplace on the other side. As a homeowner living on a fixed income, I find property taxes in Madison really problematic. Even though the City of Madison wants people to have affordable housing, property taxes keep rising. I would like to see some exemption for homeowners above a certain age regarding property taxes. From my perspective, that is one of the greatest problems about continuing to be able to live in Madison. It is simply becoming unaffordable for people on a fixed income!!

Southeast Area – All Comments (continued)

- Keep green space when possible.
- Please adjust leaf pickup schedules to start 2 weeks earlier and end 2 weeks later, accommodating shifts in seasonal change.
- Focus on fewer items with more impact. A really unique park within each neighborhood...think Fort Collins. Make more bike thoroughfares to connect neighborhoods. Address industrial and underutilized properties along major roads for redevelopment. Cottage grove road and Monona drive have a lot of opportunity to make more walkable and bikable while adding density of housing but also promote services, businesses, and hospitality services.
- Please preserve and expand our green spaces :)
- Density and access to essential resources via walking, biking, and transit will be most important to Madison's growth in the coming decades. Communities cannot be cut off from goods via car-centric infrastructure. Families should feel safe and comfortable meeting their needs in their own neighborhoods.
- Connect as many existing routes as possible. Sidewalks along specific streets like maher can make a huge difference
- Not becoming dependent on Epic or other large orgs in limited parts of the city to provide a majority of the work and tax base, but thinking about the viability of each city area on its own too
- I'd love outdoor rec, new restaurants and smaller retail, safer and tree lined streets, and affordable housing in nice neighborhoods!
- Implementing Universal Design into housing and public buildings.
- Prioritize people over cars. More missing middle housing to increase density and affordability.
- Segregate (non-racist use of word) bikes, walking paths, and roadways. Putting them all together is dangerous. Remove 50% of stoplights. No more left turns on bus routes. Prioritize green light traffic over pedestrian crossings, make bridges for pedestrians and bikes so they don't need to cross intersections. Incorporate more cameras and AI for traffic flow. Remove 75% of duplicate/redundant/conflicting street signage. Enforce no parking zones for cars with hazards on.
- How the stoplights function is literally so bad. Keep the middle class in the city instead of forcing them to the suburbs for a house!
- Affordable places to live with adequate green spaces
- Specifically for Glendale Neighborhood- it's kind of an island; lacking in culture and appeal; no neighborhood centers; has a lot of amenities and conveniences, but needs to be better planned/utilized and modernized
- Fudge. I hope my previous comments were entered. We need a community center/gardens/Metro D meeting C. Also, wide bike lanes Sprecher to Sun Prairie Park/Ride.
- Quit luring uptown specials. Do a contest to get different developers to build different style homes in a planned development (see example in Malmo, Sweden). Build things with character. Keep the bike lanes coming
- I hope all of this can happen and that none of it has to be an either/or choice!
- We need complete streets! It might not be possible to have EVERYthing on EVERY block, but please prioritize walkability, mature trees, bike access, transit, and slower traffic speeds over street parking, high traffic throughput/high speeds, and wide lanes. This goes for residential areas as well as commercial blocks. When people object to that kind of street design, sometimes it's just because they've never used a well-designed complete street. They're only thinking about what they're going to lose (parking, fast driving), because they don't have any experience with what they stand to gain (neighborhood character, walkability, enjoyable outdoor spaces). Please keep that in mind when you get input arguing against these changes. And finally, noise pollution is a real thing; city traffic noise has been shown to increase stress hormones and negative health outcomes. Please keep that in mind when planning traffic patterns. Any plan that increases traffic noise is going to be bad for residents, and those changes often impact low-income areas the most. Traffic noise increases with increased speed and with increased traffic volume (volume in the sense of 'number of cars', not decibels), so please prioritize changes that decrease speed and traffic volume whenever possible. I think planners tend to believe that the number of cars and trucks that need to use our streets is going to increase every year, forever, and we have no choice but to build larger, faster roads all the time to keep up. This is false - there are ways to make cities work better AND have less traffic. If the project designers think their designs need to accommodate more traffic, please do some reading first!
- More connections to bike routes, less focus on cars. Love how the Atwood design was done. More neighborhood cafes and meetups. Slower highways. More trees.

Southeast Area – All Comments (continued)

- I hope that Madison can continue to grow thoughtfully - with attention to both environmental sustainability, as well as sustaining the human communities that allow the city to thrive. Affordable housing is a pressing need, but so is livable housing. Low-income individuals and families deserve to live in places they can afford, but those places should also offer a good quality of life, with accessible amenities, good schools, and greenery.
- Becoming less car-centric would be amazing.
- There are a lot of great new apartment buildings being built with commercial space underneath. A lot of that commercial space in those types of buildings seem to go unused and don't get filled. At what point is it worth putting commercial space in apartment buildings if they don't get filled? I'm sure it's not because there aren't businesses that want to go into those spaces and revolves more around the fact that rent in some of these new buildings may just be too high.
- Southeast side needs more neighborhood areas that are easy to get to .
- Trails for hiking that are also areas for native habitat, not just grass
- Less apartments, smaller affordable homes with yards even if they are small yards. Large apartment complexes are ugly and unsafe and always lead to crime and poor upkeep. Eventually leading to neighborhood "remodel". Large apartments are fine downtown or near campuses.
- Looking to what others have done and how those could work here. No need to reinvent the wheel when other communities across the world have changed things for the better and we have evidence of it. We need to care for those around us who might not be able to do so on their own- the new porch light and similar things are great at helping others and reducing road stress with having people standing on the curbs of busy intersections hoping for cash. Also, if we can do anything to "go more green" while still keeping things safe and clear, that would be preferred as well.
- Many of these ideas are complementary, not opposing. Walkability and bikability and usable transit overlap, as do nature and trails
- Keep Madison great!
- Could do peanut shaped roundabouts raised above 51 at the major intersections. One bridge to build, curvy roads to slow cars down, separated bike and walking infrastructure, etc.
- These were tough decisions! I do feel it's important to solve for food deserts and to create affordable housing access to prevent brain drain and enable the children growing up in Madison to eventually settle down here.
- A swimming pool or a splash pad with green space on or near Cottage Grove Rd area. Slower traffic speeds, more tree lined streets are always welcome additions. In commercial spaces add outdoor open space with pergolas, outdoor seating. Add outdoor cooling stations, shady spots, bus shelters-we're getting warmer! Anything to encourage people to be outside more. Along Cottage Grove Rd in Acewood area, great spot for Aldis, Dollar Tree. Consider apartments/townhouses like the city has constructed in the Park/Regent Street area would be really nice. More basketball courts, baseball fields, pickleball courts.
- Really considering where new apartments are built and what resources are available or not available around them and the school impact. Ex. Harmony and Meadowlands seemed like an after thought (no grocery, no jobs, no transit-there is now and school is busting) Also adding more protected bike paths to connect near east side to far east side and even to Cottage Grove, McFarland, Sun Prairie
- Madison is continuing to grow, however the cost of living is skyrocketing and many people are struggling to afford to live day to day. Affordable and accessible housing is a must if we want to be able to continue serving our community.
- we need more housing! Please and thank you!
- More parks! More third spaces for people to hang out in.
- Either-Or method of planning is a stupid idea. Makes a citizen question why we can't have both options...
- light rail please!!!! It's easier to train people on a track and move a LOT more people and goods around!
- Stop trying to segregate the city by lowering speed limits and making travel difficult.
- Keep building housing! Keep expanding transit! Make Madison a beautiful place to raise a family :)
- This survey is meaningless. Just a bunch of false dichotomies
- Housing affordability is important. Our current parks, bike trails, the lakes, libraries, and transit make Madison a great place to live.
- Olbrich park is stunning but I think the park space could be better utilized. I also appreciate the transit changes in the last few years but hope the city considers additional stops as funding becomes available. My area of southeast side of Madison was significantly impacted by the stops reduction and while transit access is still possible it's difficult to get downtown which limits my use of Madison metro. If one additional stop was added in front of Monona Grove high school it would significantly improve access.

Southeast Area – All Comments (continued)

- Need meeting spaces in all neighborhoods-we live where there is still cold weather
- TOD with Townhomes. There is a huge lack of condos downtown. Turn part of Olbrich Park into a natural prairie. Force Crema Cafe to open on Sundays. Bus route on Monona Drive that has a decent amount of stops ideally it would be BRT.
- Bike & lake access for citizens. Outdoor events for the southeast side. Colorful modern housing / apartments
- Would really like a dog park in the Eastmorland neighborhood
- A wider range of affordable housing types, ie townhomes and apts, to walkable services, and parks/gathering places, and jobs with access to frequent transit would be awesome ;)
- More Bike routes and bus routes :)
- Reliable bus routes and an app!
- Far east side needs to be connected to the paved trail system. What can be done about Milwaukee and Cottage Grove Roads to become safer for cyclists? Cottage Grove Rd is so wide... seems like an opportunity.
- Walkable neighborhoods with attractions, stores, cafes, restaurants, etc (for people who don't live downtown/ Atwood/Willy/monroe etc). Don't just put housing above businesses, that seems to drive out businesses that were there first and loses the neighborhood feel when there are a bunch of multi story apts everywhere.
- Madison's rising property taxes are causing middle class senior citizens to consider moving out of their homes because they can't afford the taxes. What makes the situation worse is there are few alternatives available because the only tax breaks and new senior apartments seem to be for low income which many of us do not qualify for. This is unfair to the middle class seniors who have lived in Madison for many years.
- More houses and parks (translated)
- More food (translated)
- No, there's nothing else (translated)

Southwest Area – All Comments

- Quit planting street trees. They often are not a tree the homeowner wants. They can be unsightly, attract harmful insects and are costly, requiring too much maintenance not only of the trees but the sidewalks the roots disrupt. Plus the fall leaves end up in our storm sewers and streams and lakes.
- Keep the nature! Always!!!
- We need trees! We need places for children to play outside these ugly concrete apartments! I grew up in Chicago. Apts everywhere. And trees for beauty and shade!! and playgrounds within walking distance.
- We need space for community garden plots or maybe freeing up some space near schools so that they can garden during the summer or incorporate gardening into schools. Growing food and knowledge of plants and those ecosystems is important.
- Local artists doing public art whether it's murals, sculptures, water features, mosaics, etc. should be incorporated into public spaces and even natural areas. Bring some whimsy into the wild for instance!
- Madison should not try to grow by 113,000 by 2050. You attach no costs to your options. The rhs.danecounty.org is a huge mistake. You build city owned tax free 3 unit townhouses on Theresa Terrace for families making up to \$75,500, while median income in the area is \$81,000. All homeowners I know have number one priority of reducing property taxes. City portion of property taxes went up about 13% prior to the new city tax referendum. The state payment to MMSD went from about \$88 million to about \$111 million or 28%. Yet MMSD got over \$600 million referendum passed, which will massively increase taxes. With the increase in population there will next be costly referendums to fund new schools. Trump, Putin, Netenhyau, Satya, the city council, and the school board are all nuts. The local officials have no concern for Madison taxpayers. The increase in population is no way close to increasing the tax base.
- Rezone Single Family designated areas for Mixed Use and more dynamic development. Target areas like West Towne Mall for redevelopment into a rich urban environment. Introduce more bike lanes! Madison is going in the right direction with the addition of BRT, keep it up! Love this city.
- i think there shouldn't be one priority. what good are schools without affordable housing, or transit without affordable housing?
- More fire stations
- Decrease minimum lot sizes in residential neighborhoods to let people build more SFHs there. Mandate a share of family units (3+ bedrooms) in new apartment development.
- Currently, we are car dependent for almost every scenario, but I would love to see a focus on walkable options. In an ideal world, I would live above a business, have nearby venues for food/groceries/events, and public transit to reach other areas of the city without the high prices and industrial architecture associated with downtown. If I can ask anything, please think about the day to day experience of individuals rather than corporate interests - small businesses and homes rather than only rental living.
- Less crime and gangs More police presence in the southwest
- This does not feel like a helpful exercise.
- My personal top four (5?) are all deeply important to me - not just the one i choose today. Affordable housing, effective public transportation, food accessibility, and walkable neighborhoods with well designed gathering places all provide the opportunity for "inhabitants" to become part of a thriving and self-sustaining community. Thank you for the survey!
- Stop building car-dependent suburbs. Build walkable villages with a mixture of amenities and nature that are connected by public transport.
- Careful planning is the key. Rushing only produces bad "product".
- Yes, worry more about Madison's middle class and less about making housing in every part of Madison "affordable." That messes with the character of neighborhoods. Why should anyone who wants to live in Madison HAVE TO find housing that's "affordable" regardless of how it changes the neighborhood? Guess what, maybe I'd like to live in Manhattan's upper east side, but gee, I CAN'T AFFORD IT. Should New York City subsidize "affordable" housing across the street from the Met or Central Park? The idea is ludicrous, yet that seems to be the attitude of Madison's so-called "planners." EVERY neighborhood MUST have low-income, subsidized, "affordable" housing, and if it negatively affects the people who already live in those neighborhoods, well, too bad for them? That seems to be the attitude.
- I would very much like Madison to STOP growing :)
- "Anything that makes a city a worse place to drive in makes it a better place to live, shot of scattering random tire spikes on the road."
- Less emphasis on "affordable housing" and more support for neighborhood integrity and safety and single-family homes. Support the middle class - they are the backbone of America!
- Less emphasis on "affordable housing" and more emphasis on safety and thriving single-family housing. Support the middle class, the middle class drives everything that's good about Madison - and the USA, for that matter!

Southwest Area – All Comments (continued)

- The southwest area has a lot of parks and recreation areas and is getting more bike paths/park expansions which is great! It needs restaurants (not fast food), cafes, public use spaces, and services so we don't have to drive to Verona or Middleton for those things. It really lowers the sense of community.
- - Property taxes are pricing people out of their long-time family homes. I speak from personal experience. - We have very dangerous driving—aggressive speeding, not yielding to peds. We need enforcement as well as better planning and engineering to slow cars down. Let's quit accommodating cars. University Avenue is a dangerous nightmare with cars flying 20+ mph over speed limit. - We need more outdoor dining spaces - We need even more frequent public transit options - Each neighborhood should have a walkable food destination where they can get fresh and healthy groceries - we need more neighborhood-adjacent dog parks so people don't have to drive to exercise their dogs -
- Owner owned property should be a priority. Renting is not a long term housing solution.
- The Meadowood Center between Raymond Rd, Russet Rd, and Whitney Way could be rebuilt to make better use of the space, including a much-needed grocery store, upgraded neighborhood center + library, and apartments on floors above the space! Connecting Madison's existing bike lanes/paths to make a more safe and consistent network would encourage more biking and decrease traffic.
- The areas sadly lack community/rec centers. Madison only has one senior center, downtown and hard to get to. Why is there a geographic gap between southwest and southeast in these surveys?
- I am biased by my dog obsession.
- I'd love for there to be more bike trails or lanes by busy roads, like Gammon and the continuation of the bike path at Gammon to High Point, etc.
- No more high rises! Fine builders who block the isthmus after a certain # of days of blocking off a lane of traffic!
- I would love to see roundabouts utilized rather than the terrible split lane intersections. Also, let's utilize the rail line for transit.
- Expand BRT; off-peak metro routes to Verona (75, D, 55); more housing density; connect our bike routes and *protected* bike lanes (not just paint).
- I think getting this type of public input is an incredible first step. Start preparing for a growing population, rather than matching current demand!
- "Smart Growth", pay attention to budgets, prioritize fundamental issues and not favoring political ideologies
- This the most stupid survey ever.
- "Anything that makes a city a worse place to drive in makes it a better place to live, shot of scattering random tire spikes on the road."
- Less emphasis on "affordable housing" and more support for neighborhood integrity and safety and single-family homes. Support the middle class - they are the backbone of America!
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Southwest Area – All Comments (continued)

- More roundabouts, less light metered intersections
- I think Madison should try and limit growth given our geography.
- Strategically-placed neighborhood-centric small-business districts to make walking for necessities and entertainment more realistic and natural for those who might otherwise drive.
- Infill development and mixed use zoning
- Enforce sound levels for jacked up cars, motorcycles, Mufflers, very disturbing in neighborhoods at all times of day
- Young children have many options for playgrounds and indoor activities, but as they become teenagers, a place to be outside of their home (without joining a school club or sport) is hard to find. An area for them to hang out, especially in the winter, would be great.
- This was a hard survey! So many options would make my family so happy! I love where I live, but I do wish there was more walkable destinations in our suburban housing heavy area of southwest Madison!
- I live right off Rimrock, and for us, it would be great to have affordable food options closer by, as well as a neighborhood center or library.
- More art studio spaces!! :D
- Would love to purchase a home in Madison. It's looking unlikely I can afford one and will need to move further away because of prices.
- Change zoning laws so neighborhoods can have local restaurants, pubs, convenience stores within walking distance. Especially in the new veridian neighborhoods
- Slow
- Better (more) health care access. There aren't enough doctors to see everyone. Dining in the area ranked higher for me than the bracket allowed—it ran into my top option in round 1.
- Please leave neighborhoods with houses as they are. No apartment buildings or rezoning.
- Make life absolute hell for drivers downtown. Get rid of the parking options. Widen sidewalks. Close off more streets and make them foot traffic only. I should never even consider taking my car downtown. Less cars means we would have more demand for busses and busses would be way ahead of schedule all the time (there's studies that show this!) During COVID when all our streets were opened up for dining and walking, the city was the best it has ever been. Let's make the city work for us and not for our cars. I'm sick of sharing the streets with these oversized monstrosities. They terrify me!
- Existing neighborhoods should be respected. Fitchburg land is closer to the isthmus than much of east and west Madison and should be developed first.
- Higher density housing closer to the center of the city to allow for cheaper single-family housing farther out. We need more starter homes and property in the sub300k price point
- Too many “luxury” apartments with high rent, we need more affordable housing and less rent gouging at existing apartments, which is pricing people out of living in Madison and the surrounding communities
- Help bring more businesses close to the Fitchburg area
- I think we should have more convenient public transportation, based on the matchups it went out sooner than it should have.
- Hopefully the design includes many of these things. SW side needs less sprawl, less cars, more quality of life destinations within walking distance
- Love this idea and concept...so proud of the staff of the city I live in for coming up with such a cool planning tool!!!! Also sad you made me choose between affordable housing and all these other important items because first and foremost want to ensure every madisonian has access to affordable housing in this city!
- Not all of these options are mutually exclusive. I think safer crosswalks are very important in high traffic areas and busy roads (like in front of Toki Middle School), but are less important than trees and other greenery (perhaps native plants) in slow residential areas
- Need more affordable housing to own. Improve transit frequency and access
- Promote/aid local and small cafes and restaurants over franchises and chains, especially on the outskirts of the city like far east and west
- Keep ice rinks going.
- Repairing streets in established neighborhoods
- I want to continue to have free zoo, museums, Symphony on the Square, and Opera in the Park.
- The far southwest could use a “destination” street with restaurants, local shops, bars, a la Monroe street, Willy street, State street.
- Affordable housing is CRITICAL to Madison's future!
- We need no more fried chicken places & more vegan friendly restaurants

Rest of Madison – All Comments

- Bridges on Stoughton rd going over pflaum rd and buckeye rd
- What's great about Madison and the opportunities ahead of us is so many of these options can be layered - public art, public squares and meeting places, walkability, AND affordable places to live. Continuing to address root cause affordability issues will make Madison a stronger community.
- I would love to prioritize: - small neighborhood corner stores, general stores, etc so I can accomplish my basic needs without a car - infill and densification with a moratorium on greenfield development - ban on single-family housing In my own opinion, if there is affordable, equitable density, all else will come in time. Madison has twice the land area of Paris, it's time we acted like it and built an actual *city* where people can be connected to each other instead of just connected to rubber on asphalt.
- More density! More walkability! Better and more convenient transit! Lots of trees lining the streets!
- If Madison was to upgrade the BRT we should converted it in to an automated light metro. It should be turned in to a automated light metro because automated light metros do not need drivers which means we can run more trains into the night and more frequently which means it's more convenient for people because if you miss one train the next comes in a few minutes. Another reason it would be good is because Madison has a high capital budget and a low operating budget which is good for automated light metro because automated light metro is more expensive to build and cheaper to operate than BRT.
- Madison is incredibly unaffordable given the size of the city. Yearly leases should be abolished, it contributes to housing instability, and excessive waste during "move out" day.
- Up not out. Build for bikes, strollers, buses, and trees — not cars! Vibrant small businesses, restaurants and bars and cafes.
- All of these things! Most of these aren't mutually exclusive - we can have transit oriented housing that is also affordable. Also, in general, designing neighborhoods with children in mind, will make them livable for all!
- Better Hockey facilities, the surrounding communities make Madison look terrible in this area.
- Healthy soil and clean water are the foundation of life. How can we foster these in Madison?
- Stuff the stupid mayor in a sewer and bolt the lid down. Get rid of the ridiculous street impediments on Segoe and Whitney way and the idiotic Bus rapid transit.
- Please give us affordable housing
- More affordable condos, especially downtown or on the BRT routes.
- Considerate ways to climate change including more solar panels on roofs of public buildings
- Please continue investing in biking infrastructure. We are so lucky to have such a great bike network. It really sets our community apart.
- Getting a grip on how expensive housing is should be a priority. Even affordable housing is too expensive. I make \$40000 a year and needed a co signer because my rent is HALF my monthly income!
- Healthy neighborhoods need all of these things. I found it difficult to choose.
- I love the Southwest bike and pedestrian path and use it both ways, but I believe there have to be changes in how bikers, especially ebikers (and electric scooter and skateboard riders) use it. As a pedestrian, I've come close to getting hit many times and have been rudely startled more times than I can count (only about half of these travelers give the requested "passing" warning). While the signs say "no motorized vehicles," these are ALL motorized and create hazards on a daily basis. Can we relegate the electrically assisted folks to the streets, please? (and maybe some of the road bikers who zoom through as well?) The path is a welcome respite from street traffic but is getting too much other motorized and speedy traffic these days. Even if we banned electrics (and racers) from Midvale or Odana to Breese, that would help. Thanks for listening!
- Making neighborhoods more desirable by walking and biking, having access to schools and childcare will improve livability. More housing is needed in places people want to live
- these are all good choices. told to me by Jim Morgan (former Parks director) that in Topeka they would have a school next to senior house and a park. senior and school kids could use the park (learning & recreating) and eat meals from a communal kitchen and dining room. sounded like a good idea and a way for multi-generational interaction.
- More density instead of sprawl. I am for less dependence on private cars.
- - I think HOAs should be price-capped somehow and limited to providing services like lawn mowing, snow shoveling, hiring a cleaning service for condo common areas, etc. - I think there should be a focus on sustainability, clean energy, and adapting to a warming climate - There's a lot of older housing units in the city that are livable but not up to current building codes, and I think those should be updated either by regulating or providing incentives for landlords

Rest of Madison – All Comments (continued)

- Missing middle, libraries and parks. Unique neighborhoods make Madison special
- I think we need to prioritize multi-family housing above all else.
- The top priority should be people who live here, not people who are moving here. Neighborhoods should not be destroyed to accommodate people who want to move here. Slow growth.
- I think you need to consider exactly why you want to continue to increase the population, and be aware of the limits of the space and configuration of the city. I also think you need to be aware that you can prioritize pedestrians, cyclists, and public transportation without penalizing drivers. Bottom line: everyone's making decisions about how to design and grow a city really needs to spend some time playing some version of Sim City. At least then you'd be mindful that increasing density decreases happiness
- More affordable housing
- New apartments should always be built with transit in mind. There are huge buildings in the middle of nowhere with huge parking lots in the front (they should be in the back) and on super wide roads so if you want to go to a business just across the street it is like a half mile walk. At least 50% of all apartment dwellers should easily be able to not have a personal vehicle.
- I would like affordable housing to be a priority, as well as combatting existing food deserts, investing in public education, and supporting community spaces like libraries.
- Many of these things seem like they should go together (i.e. comfortable and safe bike routes AND safe road crossings). I'm not sure why "slower road speeds" and "efficiently moving people and goods" were framed as opposite things, when slower road speeds means that people can move in multiple modes (i.e. walking, scooting, biking) which increases quality of life and can decrease the number of vehicles on the road. Generally, it would be helpful to bring more people into the conversation around quality of life improvements rather than positioning "drivers" versus "others."
- I wish there was a dog park like Prairie Moraine on the East side (actually fun and big to hike) but I realize that's a Dane County park. All new neighborhoods/subdivisions should allow restaurants/grocery stores within walking distance to hopefully reduce car dependency.
- More access to low rent apartments and more efficient transit between the north and south sides.
- Safe bike routes is the future of this city as densities increase in neighborhoods surrounding campus and the isthmus! Car dependency cannot survive the isthmus (a literal funnel - bad traffic) if growth is going to continue! Thanks for all you do.
- Madison should grow up not out, we need denser more affordable neighborhoods with easy access to public transportation. Also rent control would be really really nice
- There is a lack of senior housing in Madison. This is a list opportunity.
- More childcare please! And bikes :)
- These are difficult choices but we desperately need affordable homes for families. Homes with at least some green space and more than 2 bedrooms.
- Less condensed housing. Too many housing units in too small of space is a recipe for problems
- Affordable single family homes are essential. All these huge apartment buildings are fast and easy to build, but the American dream is not an apartment but a home. How do we make that more accessible?
- All ages should have something to walk to. I'm privileged in that I work from home, but to live and work in a reasonably small footprint (and that home is close to kids schools and fun places to walk to) makes life enjoyable.
- Neighborhoods are better than subdivisions because they actively build community and make our city more resilient. Please prioritize the people who live in those spaces over moving others through them.
- Some of these were heartbreaking decisions, and I want to make sure my responses aren't read as opposition to the things I didn't vote for as much as support for what I did. We need so much more affordable, varied, accessible housing. Safety first in transits and roads, access to nature, third spaces, jobs, community building opportunities, etc. Thanks for all the work you do! Madison is heading in the right direction from what I see!
- Up. Not out. More high rise apartments. Fix our streets. Road surfaces are in horrendous condition.
- we do not need anymore bike paths in place of trees!!!!
- Keep increasing mixed-income housing developments, and interspersing low-income housing into higher-income neighborhoods, no matter what the NIMBY folks say! We had this in my neighborhood in Paris (used to teach at an engineering university there) and I thought it was great. It was good for everyone.

Rest of Madison – All Comments (continued)

- Stop screwing up traffic flow with all the extra bike lanes, red lights and roads reconfigured down to two lanes. You are catering to the few at the expense of the many! You need to stack rank roads and those that are main arteries need to focus on moving people and goods. You are destroying the quality of life for those of us who have to communicate to jobs, daycare, etc. and where public transportation and biking is not reasonable. You are creating unnecessary congestion and increasing cost to the city, its residents and the ent with all the delays and extra commute time. My commute across town has doubled and for no legitimate reason, except the city's desire to create congestion and limit the flow of traffic. KEEP PEOPLE AND GOODS MOVING!!!!
- Want to be able to afford rent so we can have the other things too :)))
- Less density
- I think Madison should change and grow for the people- the locals here more than cater to the masses wanting to come.
- Stop screwing up the streets! Downtown parking is a nightmare! Nobody wants to go downtown in the evening because of parking problems. Who wants to walk 6 blocks from a urine smelling ramp past homeless people sleeping on sidewalks to go out to eat.
- I'm curious how this exercise will tell you stuff. There are false choices here. For example, when you asked whether I want to see efficient movement thru the city or slow traffic, the images were of two different types of roads (John Nolan) and a two-lane street in a business district. I want efficient movement on John Nolan and slow traffic on the narrower business district street. My answer depends on context as do my answers to some of the other questions.
- Pitting crucial needs against one another does not seem like the right way to understand priorities. All of these are important to a strong, resilient city and should be incorporated throughout the plan.
- Honestly, the fact that any of this is listed as a bracket type situation is appalling. We need to look to other first world countries like the Netherlands to improve our infrastructures and community resources. None of this is a "this or that" option. It's all achievable.
- Continue getting rid of restrictive zoning . Encourage density increases of all kinds. Prioritize transit, walking and biking over automotive transportation.
- Neighborhood schools are necessary. "Community" schools.
- I love the brt :) please do your best to bring housing prices down!
- Too many ugly apartments and Veridian homes going up. Need better affordable places. Need more condos. Too much growth.
- Madison lacks sufficient affordable housing to support population needs. Ideally we could have affordable apartment housing with walkable green sidewalks and slow traffic speeds. Mixed use zoning to allow business and housing to coexist much like Monroe street.
- Find a way to build owner-occupied housing. 90% of what has been built in the city is apartments year after year, and it's made the affordability situation worse.
- With an eye to pre-car city planning: good public transit, walkability and bikeability, more and compact housing, neighborhoods that integrate residences and small businesses. You've been doing a great job lately!
- Need new housing of all types.
- Make the BRT accessible to people with disabilities- not just the lip service you currently offer, but actually address all the issues that have been identified by the public so that we can ride the BRT instead of being forced to stay home or take cabs.
- I don't understand why these things get pitted against each other. Why can't a neighborhood have healthcare facilities and grocery access? Why are slower traffic speeds incompatible with "efficient movement of people and goods"?
- Plan for people, not for cars. Slower speeds, more walkability, better transit/more transit options. More destinations, less parking lots.
- As a city we need to adjust the mindset to provide more abundance. The county is getting more and more expensive to live. When compared to other cities like Chicago, Milwaukee or the twin cities our cost of living higher than the national average. We are pushing out communities and people that have built the city and want to invest. We need to do better for the community. How is a 20-30 year old suppose to have a family, career, and house that they own with the current rate of inflation. There is too much red tape that stops, slow, and end projects before they even start. Making it costs more per person. We can not continue being a liberal strong hold. We are alienating the communities that actually need help. Dane counties eyes are shut to the change that is happening to the ever day person.

Rest of Madison – All Comments (continued)

- Rowhouses along the brt route in the catchment zones would be great. I have so many friends who are moving out of Madison because they can't afford to buy a first home here. Rowhouses are dense while still providing individual ownership that so many people want. Also replacing all those parking lots in West Town mall that are never used, (and I mean never, even on Black Friday the main ones don't fill up and some don't even get used) with housing, apartments there would be great, it's in the BRT catchment zone and it's within walking distance to memorial and jeffe
- I used to live in the southwest area. Prioritize people owning their property instead of renting for the rest of their lives. Make sure people in older homes get the resources to maintain them so they can invest in their family's future instead of giving all their money to landlords. Improve transit so people can make it to the city center faster (it took 45 minutes or more when I lived there). Decrease speeds on dangerous roads like Schroeder and Raymond. It feels like Madison only cares about places close to downtown and the far southwest side is just an afterthought with little public transit, public amenities, no encouragement to get out in your local area, just generally disconnected from the rest of Madison. Take pride in it so the people who live there can too.
- The southwest side has a lot of potential to improve transit speed and reliability along current route corridors, while also incentivizing redevelopment and land banking at key commercial nodes (Raymond Rd & Whitney Way; Watts Rd & Gammon Rd; Raymond Rd & McKenna Blvd).
- Laneway/accessory dwellings would be a great way to increase density in single family neighborhoods that would not be amenable to larger apartment complexes. This is especially true for larger single family lots in the areas in the near east and west side neighborhoods.
- I think that mixed-used neighborhoods are great! We should eliminate exclusive zoning and parking minimums city-wide.
- I think a lot of these options work together really well. We should be working to make as many of them as possible
- We need more housing that's dense and affordable city-wide!
- Definitely loved a lot of the priorities in this bracket! I think transit oriented development that increases density so Madison can grow with the increase in population and relieve housing costs. I want walkable neighborhoods, a comprehensive bike route network, and good third spaces (like libraries, neighborhood centers, and outdoor activities/events!)
- The housing crisis is the number one problem facing the city. It is extremely difficult to afford rent here due such high demand and such limited supply. Madison should grow denser by supporting infill developments at much higher densities, and not by sprawling out into suburbs. Thank you to everyone who has made the progress on this pressing issue in recent years by helping to pass much needed reforms for future developments and getting housing built actively. However, there is so much more that can be done. Some changes that would really help add more housing: eliminate parking mandates city-wide, allow duplexes anywhere in the city, simplify the zoning code, increased land banking and city led housing development efforts, etc. I hope to see more of these changes coming soon. Many other issues are important, and many intersect with housing in interesting ways. Improving transit, pedestrian, and bicycle infrastructure will allow us to build more densely without having to worry about parking and traffic.
- I would love to be able to easily and safely bike to work, Woodman's (or another affordable grocery store), and a public park (maybe even a skate park) and then bus to anywhere else I need around town.
- Cycling is my biggest hobby, and Madison's network of bike trails is the biggest reason I've chosen to continue living in Madison for the last 9 years, even though there are other aspects of this city that make me unhappy. I mainly bike for recreation, preferring to walk to as many destinations as I can. I try to be "car-lite", since I think that's more realistic for me personally. One of the biggest frustrations for me is that, as I'm approaching my mid-30s, I really don't want to live in a small apartment anymore... but there are so few "missing middle" housing options that I can afford without being in adjacent cities (Fitchburg, Verona, Sun Prairie, etc). These locations would force me back into a car-first lifestyle. Most of the places I want to be are downtown, but most of downtown feels like it's for students or the ultra-wealthy. I make good money, but even I can't afford nearly \$3,000/mo in rent when you consider parking and water/trash/sewer costs, not to mention gas and electricity. I wish there were more townhomes and condos, places where I can still have a little more space for hobbies (and a garage for projects), without having to own a low-density cookie-cutter house with a tiny yard. I want to be able to walk to the important things in daily life: grocery store, pharmacy, dentist, barber, etc. I think Madison is doing great things, but ultimately I'm starting to feel like I will be forced to move away entirely if the housing costs (and options) do not improve.
- Increasing density on AND off the the isthmus is important!

Rest of Madison – All Comments (continued) Outside of Madison or No Answer

- Revamp the zoning laws that make condos so hard to develop, and encourage more condos. People who only need apartment- sized living space deserve to have a path toward owning their homes without having to overspend on standalone residences, especially because that takes those off the market when larger families need those more.
- More restaurants and businesses aimed at young professionals
- Trains! Please give us proper trains! Connect to Milwaukee more easily
- The biking is one of the best things about the city — commuting keeps cars off the road, people healthy/happy, and connects the suburbs.
- Legalize up to four units by-right citywide in order to increase housing supply naturally.
- Housing is so crucial to the affordable growth of this great city
- Person-centric, not car-centric development that's dense is a healthier for the community and a more efficient use of resources
- This survey puts some items at odds with each other in a way that doesn't make sense. Safe street crossings make safer bike routes. Living closer to businesses makes for better walkability. Mixed use grocery stores, everyday items, retail, service, all makes for more nearby jobs. Basically the only thing at odds with everything else is when cars are prioritized.
- Anything that gets us closer to 15 minute cities!
- Grocery store at union corners please!!!!!!!!!!!!!!!
- Build Madison for people not cars.
- We need to allow triplexes throughout residential areas
- More walkable. More bikeable. More public transit. StrongTowns has good ideas!
- more bollards
- Trains
- I really like the bus.
- So many ways to grow in the future, so little time and dollars. This was a great activity!! Well done!
- Slowly, not this manic building of apartments which take away the holiness of Madison and wreck the historical value of streets.
- stop trying to house us like sardines and trying to make seniors give up their homes by calling us over housed.
- More natural plants !!
- Madison needs to densify by allowing 8 units on a lot by right instead of exclusionary single family zoning. Madison also needs to prioritize walkability, bikability, and public transit over car oriented development that forces everyone to drive.
- More art
- I used to live in SW Madison, now in Verona but frequent Madison. I answered thinking about what I think is important for greater Madison in general. Great way to do this. I can feel the difficulty in making urban planning decisions!
- High speed rail to Madison when?
- I'm in middleton.
- Although I no longer live in the SW area, I really enjoyed living near the Meadowood Neighborhood Center. It felt like one of the truly neighborhood centered areas in the SW area. Almost all of the other commercial areas were regional, high traffic areas like the Woodman's area on Gammon/Junction and the Home Depot area off of 151. Those areas required driving to, even if you lived nearby. Having more neighborhood-oriented services and businesses located near or below more housing would really improve quality of life further and support more frequent and convenient traffic as well.
- No more apartments. We need people that have ownership in this community.
- Focus on environmental sustainability, lessening environmental impact, improving community aspects like walkability, public transit, community spaces, access to nature, third places, access to jobs and services.
- Less cars, more bikes and other alternative transportation
- Dane county needs third spaces, and affordable housing. We need more landlords that are willing to do 30%, 40%, and 50% according to income.
- Diversity, equity, and inclusion
- GIVE ME MY HAIR CUT
- Thank you (translated)