



Neighborhood Destinations  
Grocery stores and everyday items

Neighborhood Destinations  
Healthcare (doctor, dentist, wellness)

Neighborhood Destinations  
Restaurants, cafes and taverns

Neighborhood Destinations  
Neighborhood schools and child care

Neighborhood Destinations  
Local retail and services

Neighborhood Destinations  
Library or neighborhood center

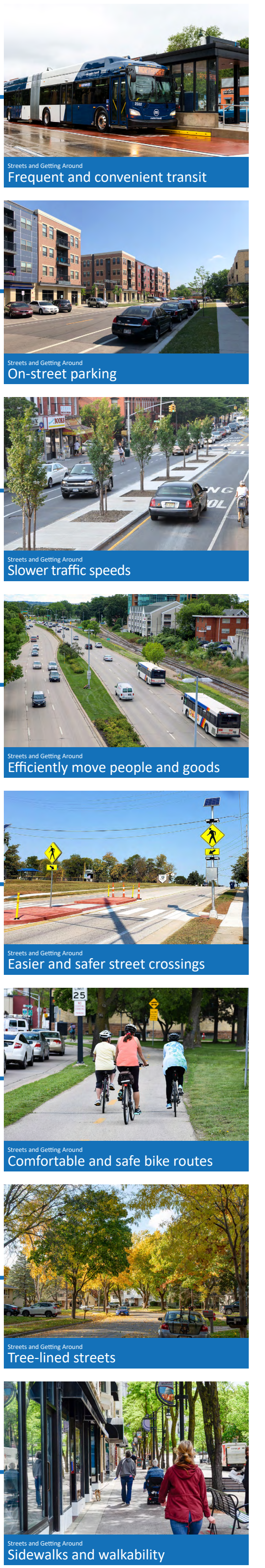
Neighborhood Destinations  
Nearby jobs

Neighborhood Destinations  
Co-working, makerspaces and studios

# 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.



Streets and Getting Around  
Frequent and convenient transit

Streets and Getting Around  
On-street parking

Streets and Getting Around  
Slower traffic speeds

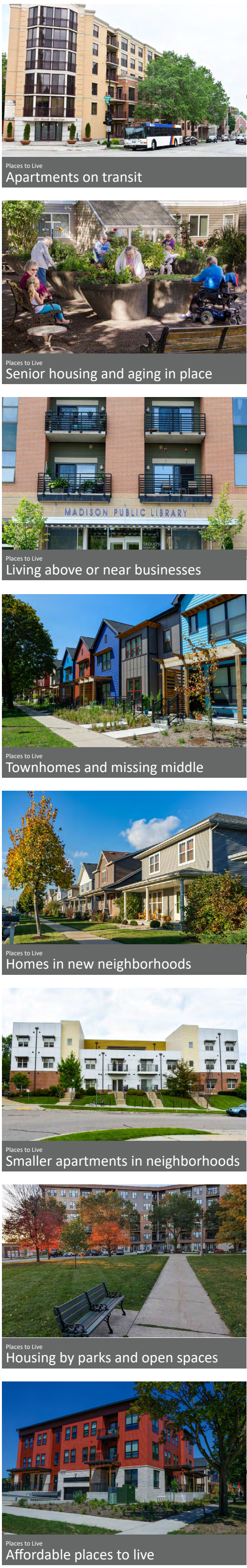
Streets and Getting Around  
Efficiently move people and goods

Streets and Getting Around  
Easier and safer street crossings

Streets and Getting Around  
Comfortable and safe bike routes

Streets and Getting Around  
Tree-lined streets

Streets and Getting Around  
Sidewalks and walkability



Places to Live  
Apartments on transit

Places to Live  
Senior housing and aging in place

Places to Live  
Living above or near businesses

Places to Live  
Townhomes and missing middle

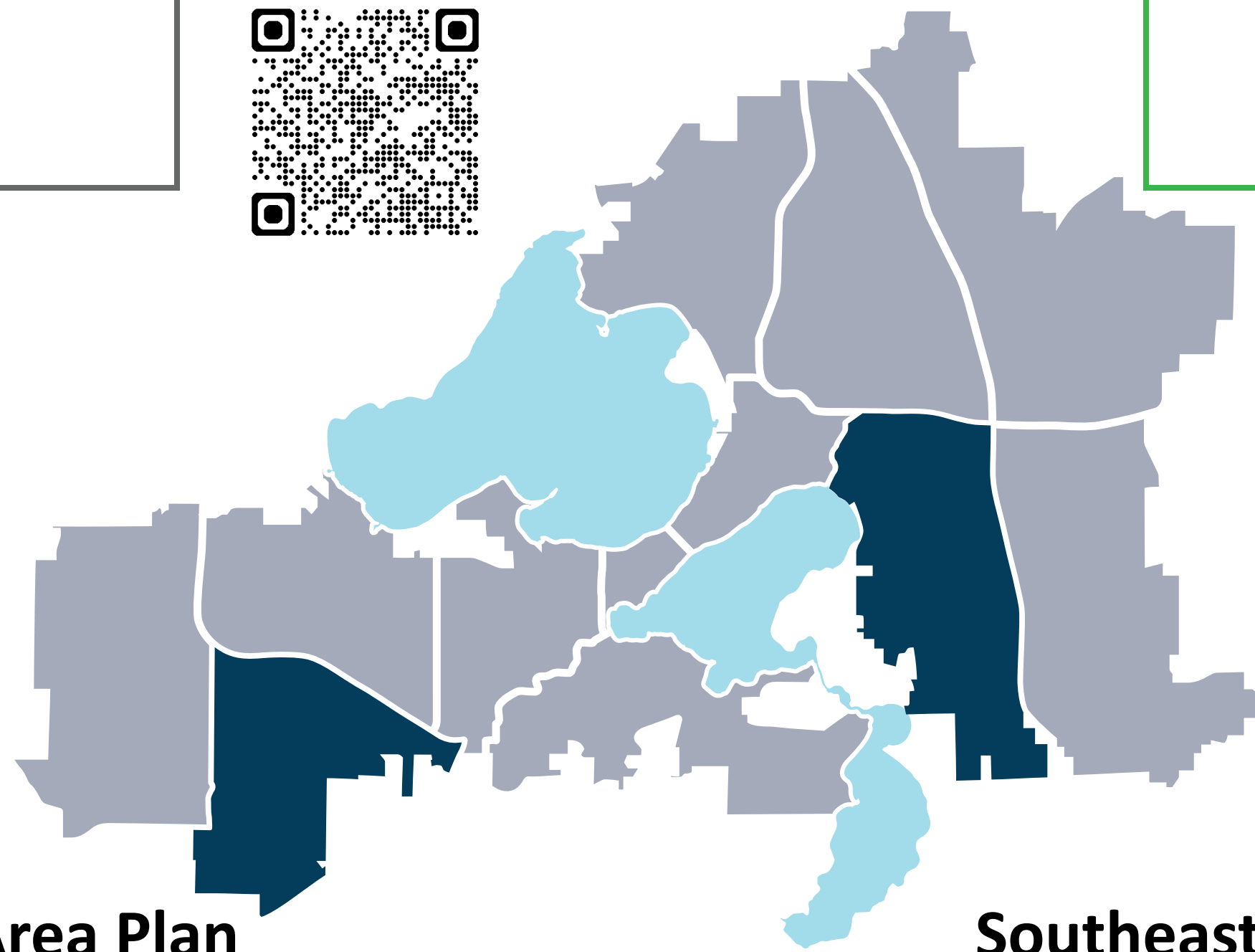
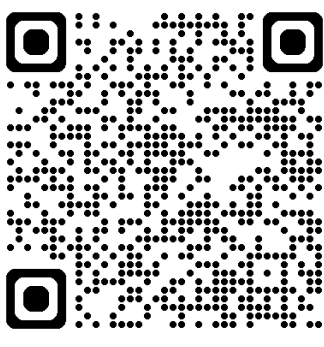
Places to Live  
Homes in new neighborhoods

Places to Live  
Smaller apartments in neighborhoods

Places to Live  
Housing by parks and open spaces

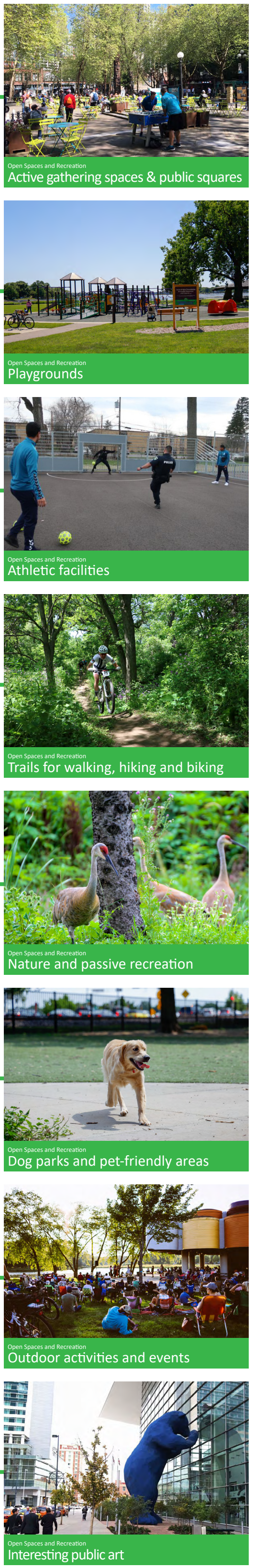
Places to Live  
Affordable places to live

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](https://www.surveymonkey.com/r/MadisonMadness)



**Southwest Area Plan**  
[cityofmadison.com/southwestplan](http://cityofmadison.com/southwestplan)

**Southeast Area Plan**  
[cityofmadison.com/southeastplan](http://cityofmadison.com/southeastplan)



Open Spaces and Recreation  
Active gathering spaces & public squares

Open Spaces and Recreation  
Playgrounds

Open Spaces and Recreation  
Athletic facilities

Open Spaces and Recreation  
Trails for walking, hiking and biking

Open Spaces and Recreation  
Nature and passive recreation

Open Spaces and Recreation  
Dog parks and pet-friendly areas

Open Spaces and Recreation  
Outdoor activities and events

Open Spaces and Recreation  
Interesting public art