Preliminary Summary of Phase 3 **Growth Prioritization**
Imagine Madison—Comprehensive Plan Update

Objective:
The purpose of this report is to summarize the feedback received from community members during Phase 3 of the Imagine Madison process, regarding **Growth Prioritization.** This summary is based on data from three different types of community feedback: Community Meetings, the Imagine Madison website, and Resident Panels.

Community Meetings and Resident Panels

Engagement:
For the Phase 3 **Community Meetings** in late October 2017, attendees were asked to place sticker dots on a map of Madison (shown in Figure 1 below), choosing areas in which they feel Madison could accommodate future housing growth. Each individual could place up to 6 dots on the map, along with a short description to explain their reasoning. The map, and accompanying comments, are included separately in your packet. To gain further insight from residents, participants had the option to answer more specific value-based questions relating to housing growth on a paper survey.

The **Resident Panels,** which are groups of residents that were formed to reach historically underrepresented community members, provided their feedback in a format similar to the Community Meetings. Additionally, the Resident Panels provided summary documents about what they discussed, and noted if there was consensus or differing viewpoints about certain topics. Resident Panel participants also had the option to individually answer more specific value-based questions relating to housing growth on a paper survey.
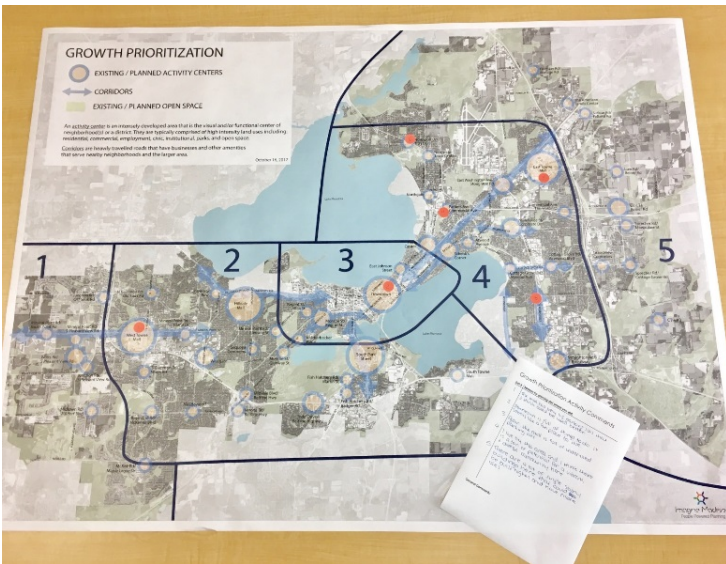

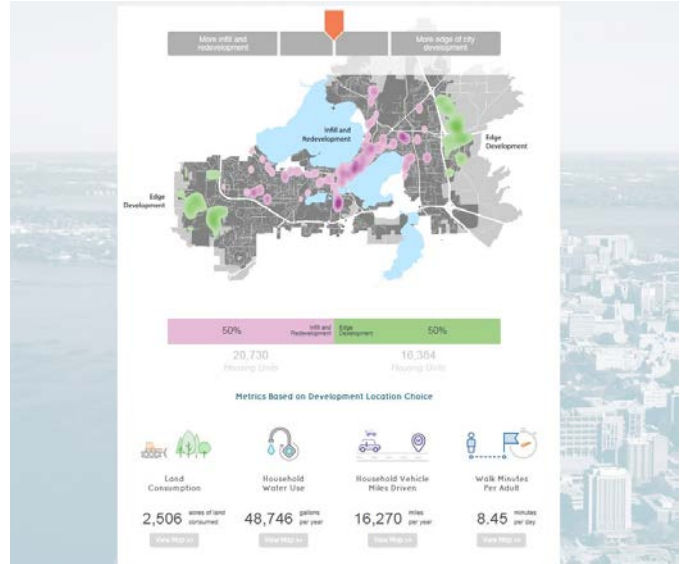Figure 1: Community Meetings and Resident Panel Activity

Figure 2: Website Activity

The growth prioritization map separated the city in five large areas. The table and charts below tabulated dots on the map in areas 2, 3, and 4 as Infill/ Redevelopment and areas 1 and 5 as Edge Development. The large map included in the packet has numbered dots – numbers correspond to comments provided relating to the dot location (some dots have no associated comment, and simply indicate that someone felt growth was appropriate in that location).

Results:
Community Meeting participants placed 91% of their dots in infill/redevelopment areas. Resident Panel participants placed 81% of their dots in infill/redevelopment areas with the remainder placed in areas around the edge of the City.

	Community Meeting	Resident Panel
Infill / Redevelopment	135	51
Edge Development	13	12

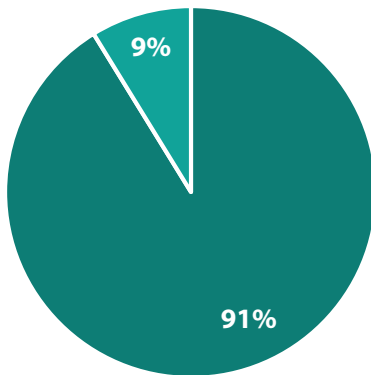**Community Meeting**

9%

91%

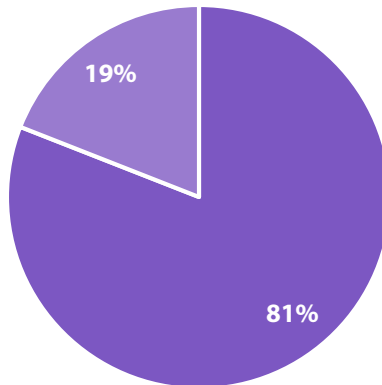Figure 3

Resident Panel

19%

81%

Figure 4

Note: not all Resident Panel groups chose to participate in this map activity. Instead, they spent more time on the Strategy Prioritization activity.

Website Activity

Engagement:
The **Imagine Madison website** included a survey module available from October 23 through December 31, 2017. The survey module allowed users to complete an activity that was streamlined from the Community Meeting and Resident Panel activity. The web survey provided background information about how much growth Madison is expected to experience. Individual users were then asked to choose their preference regarding how Madison should accommodate the expected housing growth. Users were shown a simplified map of Madison (shown in Figure 2 above). Users could choose from 70% Infill and Redevelopment with 30% Edge Development; 30% Infill and Redevelopment with 70% Edge Development; or a 50/50 split between Infill and Edge.

The City of Madison is using a growth scenario modeling tool called UrbanFootprint (designed by Calthorpe Analytics and customized for use in Madison and Dane County) to help estimate what the future impacts of our land use and transportation decisions will be across seven major modules (energy, water, fiscal, transportation, emissions, health,

and land consumption). As website users chose their preference, the estimated impacts of their choice would update using simple animated icons and numbers. Like the Community Meetings and Resident Panels, website users could answer more specific value-based questions relating to growth. For more information about UrbanFootprint scenario modeling, please see the attached handout.

Results:
67% of the 334 people who participated in the growth prioritization exercise on the Comprehensive Plan website preferred Scenario #3, which represented 70% infill/redevelopment and 30% edge development, which is more infill and redevelopment than the City has been experiencing over the past 10 years. Approximately 20% of people felt that the ratio of infill/redevelopment to edge development that Madison has had over the past decade (roughly 50/50 split) is an appropriate mix, and 13% thought the city should pursue more edge development. A chart of those results is below in Figure 5.

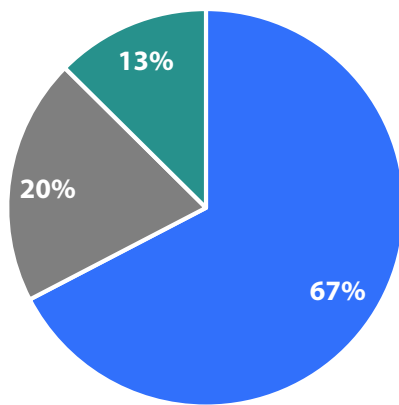■ **More Infill/Redev** ■ **50/50 Split** ■ **More Edge**

Figure 5

Value Questions Survey Results (Community Meetings, Resident Panels, and Website)

The results of the survey that was available to participants in the Community Meetings, Resident Panels, and website users are summarized below by question.

Growth Prioritization Question: *Where would be a good location in Madison to add lower cost housing?*
Responses with more than two of the same answer are tallied below, with a count listed behind each response.
- **Sides of Town:**
  - Throughout the City: 63
  - Downtown/Isthmus: 50
  - East Side (including Far East and Near East): 44
    - East Side: 22
    - Near East Side: 16
    - Far East Side: 3
    - Northeast Side: 3
  - West Side (including Far West and Near West): 42
    - West Side: 24
    - Near West Side: 17
    - Far West Side: 1

- South Side/Near South Side: 13
- North Side/Near North Side: 10

- **Streets & Corridors:**
  - East Washington Ave: 20
  - Park St: 20
  - University Ave: 8
  - Monroe St: 8
  - Milwaukee St (including Voit Farm and Woodman's East): 6
  - Atwood Ave/Atwood Area: 5
  - Regent St: 4
  - Williamson St: 4
  - Fish Hatchery Rd: 4
  - Mineral Point Rd: 3

- **Close to:**
  - Close to Transit: 35
  - Close to Employment: 13
  - Close to Schools: 8
  - Close to Services: 8
  - Close to or on UW Campus: 6

- **Malls:**
  - Hilldale/Hilldale Area: 7
  - West Towne Mall: 4
  - Westgate Mall: 3

Notes:
- Since the question specified a good location in Madison, responses that listed other cities/villages were disregarded (there were only a handful).
- Only one out of 400 responses listed newly developing areas on the outskirts as a good location (though there were also four replies that listed the far east or far west sides).
- Only two out of 59 Resident Panel responses left this question blank. The vast majority of Resident Panel responses are under the "Sides of Town" category, though there were no major patterns about which side of town (Throughout the City, East Side, West Side, and Downtown were all common replies for the Resident Panels, as they were for the web comments).
- Some people included more than one answer, and some listed "East Side, West Side," as an answer, which could reasonably interpreted to be "Throughout the City." Even though it is the leading reply, "Throughout the City" may therefore actually be undercounted.

Growth Prioritization Question: *Is there an example of a housing development (an apartment building, subdivision of homes, etc.) in Madison that you value? If so, what about it do you value?*

- City Row Apartments: 14
- Sequoya Commons: 11
- Union Corners: 10
- East Washington Ave: 9 (some simply listed the street, and some made specific reference to the high-rise development)
- Monroe St/Monroe Commons: 8
- Downtown/Isthmus: 7
- Park Central Apartments: 7
- Lake Point Dr/Garden View Court: 7
- Troy Gardens: 6
- Arboretum Co-housing: 6
- The Overlook at Hilldale: 5
- Tiny Homes: 4
- Grandview Commons: 4
- The Lyric/The Breese: 4
- Truax/CDA Housing: 3
- Hilldale Area: 3
- Atwood Ave Area: 3
- 2550 University: 3
- Constellation/Galaxie: 3

Notes:
- As is apparent, all of the most common responses, other than the Grandview Commons neighborhood, are older neighborhoods/areas or redevelopment projects.
- The majority of responses only listed the development, not necessarily what they value about the development. Of those that did list why they like the development, citing proximity to amenities (shopping, parks, restaurants, services, etc) or mixed use development was very common. Many people who liked the City Row Apartments and Park Central Apartments expressed admiration for the projects' architecture and how the projects fit within their surroundings. Integration of affordable units was another common reason for liking projects.
- There were fewer replies to this question than the question about lower-cost housing (many people simply left it blank or replied "I don't know.").
- Examples of development that are either planned or under construction were not counted (for example the Coho Madison, Garver, and Public Market projects were listed as projects that people liked, but none are complete).
- There were 59 Resident Panel questionnaires that were filled out, but only 24 of those had replies to this question. The only place listed more than once by Resident Panel respondents was Lake Point Dr/Garden View Court (in fact, all seven of the "likes" for that area are from Resident Panels). Other Resident Panel responses focused on either recent projects with an affordable component (City Row Apartments, The Overlook at Hilldale, Rethke Terrace), or areas of the city that tend to have units that are affordable (Northport Dr, Packers Ave, Bayview Neighborhood).

Growth Prioritization Question: *What type of neighborhood housing do you prefer?*

	CM	Web	RP
A mix of housing types (single family homes, duplexes, apartment buildings, etc.)	36	225	41
Apartment Buildings	2	14	8
Other	3	4	4
Single Family Homes	3	49	12

Growth Prioritization Question*: How important is it to have neighborhoods where you can walk or bike to parks, schools, shops, and other resources needed for daily living?*

	CM	Web	RP
1 (Least Important)	0	5	0
2	0	6	2
3	2	15	1
4	3	64	14
5 (Most Important)	39	202	48

Growth Prioritization Question: *How important is it to have neighborhoods with access to quality public transit?*

	CM	Web	RP
1 (Least Important)	0	8	0
2	0	5	0
3	2	34	3
4	6	78	11
5 (Most Important)	36	166	50