

**1. ISSUES & OPPORTUNITIES**

(to be developed)

## 2. HOUSING GOALS AND OBJECTIVES

### **Increase supply and availability of affordable housing**

- Stimulate the creation of new affordable housing, through a land development entity, to increase the supply of housing available to low and moderate income people in participating communities. *CDBG Consolidated Plan*
- Increase Affordable Housing Opportunities in Dane County. *Farms & Neighborhoods*
- Produce housing and jobs for low to moderate-income people. *BUILD*
- Increase housing opportunities for all citizens. *Transport 2020*

### **Provide assistance to individual homebuyers and homeowners**

- Initiate a revolving loan fund to provide assistance to low to moderate-income homebuyers to purchase homes. *CDBG Consolidated Plan*
- Initiate a revolving loan fund to provide assistance to low to moderate-income homeowners to repair and maintain their homes. *CDBG Consolidated Plan*
- Provide housing education, training and counseling to eligible homebuyers to increase their capacity to become successful homeowners, and to eligible homeowners to increase their ability to utilize home repair contractors. *CDBG Consolidated Plan*

### **Other**

- Communities should provide a range of housing options, which will meet the anticipated needs of their residents and families. Providing a diversity of housing types allows people of different ages, life situations, and incomes to live together in the community. *Land Use & Transportation Plan*
- Improve the availability of special needs housing for the homeless. *CDBG Consolidated Plan*

### 3. TRANSPORTATION GOALS & OBJECTIVES

#### **Promote efficient land use & development patterns in Madison and Dane County.**

- Concentrate employment and other activity centers along existing and planned transit corridors (fully considering the relationship of transit and parking availability, as associated with such activity centers). *Transport 2020*
- Seek transportation projects, which are integrated, multi-modal, efficient, and effective in moving goods and people, and compatible with desired patterns of area wide development *TIP*

#### **Improve mobility for people and goods, and provide or enhance transportation choices.**

- Provide enhanced non-automobile access to homes, jobs, services and other activity centers. *Transport 2020*
- Provide transportation options that are competitive with the automobile in terms of trip times, convenience (in the context of specific time-of-day and day-of-week trips), safety, cost (to the individual user) and comfort. *Transport 2020*
- Increase the geographical market for transit in the study area. *Transport 2020*
- Provide enhanced transportation options in areas outside of central Madison. *Transport 2020*
- Support increased bicycle and pedestrian activity. *Transport 2020*

#### **Improve and enhance economic development and employment opportunities, and expand access to jobs.**

- Enhance reverse commute options. *Transport 2020*
- Provide greater access to special events and other destinations in the study corridor. *Transport 2020*

#### **Enhance the natural and social environment.**

- Improve air quality. *Transport 2020*
- Minimize transportation-related noise impacts. *Transport 2020*
- Protect and, where possible, enhance environmentally sensitive areas. *Transport 2020*
- Minimize community and neighborhood disruption. *Transport 2020*
- Minimize negative aesthetic impacts of transportation investments and, where possible, design systems that *aDesign Dane!* to the aesthetic environment. *Transport 2020*
- Provide transportation options that reduce stress. *Transport 2020*

#### **Develop a cost-effective transportation system improvement strategy that maximizes community consensus and institutional support.**

- Achieve public consensus and institutional support for the preferred transportation investment strategy. *Transport 2020*
- Design a system that provides overall benefits, including those difficult to quantify, that warrant its overall cost. *Transport 2020*
- Include an evaluation of *all* costs and benefits, both quantifiable and non-quantifiable. *Transport 2020*
- Ensure that the costs and benefits are shared equitably among citizens and governmental entities. *Transport 2020*
- Maximize the leverage of local funds. *Transport 2020*

#### **4. UTILITIES AND COMMUNITY FACILITIES GOALS & OBJECTIVES**

##### **Plan for development that will make efficient use of public infrastructure**

- Adopt neighborhood development plans for areas experiencing growth pressure before extending services. *Land Use & Transportation Plan*
- Locate new urban development where a full range of urban services can be efficiently provided while protecting environmental corridors. *Land Use & Transportation Plan*
- Give funding priority for public facilities and services that encourage sensible, efficient growth. *Design Dane!*
- Make better use of existing infrastructure. *BUILD*

##### **Pursue resource recovery and conservation**

- Determine if new opportunities exist for developing resource recovery systems as part of county or municipal solid waste management programs. *Solid Waste Plan*
- Conserve local and county energy resources. *Farmland Preservation Plan*

##### **Promote efficient management and service delivery**

- Determine if new opportunities exist for developing resource recovery systems as part of county or municipal solid waste management programs. *Solid Waste Plan*
- Establish the scope of solid waste management services which can best be performed by the County, local units of government and the private sector in the extended planning period. *Solid Waste Plan*

##### **Assist community and senior centers**

- Provide financial support for community centers and senior centers. *CDBG Consolidated Plan*

## 5. AGRICULTURAL, NATURAL & CULTURAL RESOURCES GOAL & OBJECTIVES

### A. Agricultural Resources

#### **Preserve productive agricultural lands**

- To preserve agricultural land as a resource for the use and benefit of current and future generations. *Farmland Preservation Plan*
- Protect agricultural lands and limit non-farm developments in order to maintain the county as one of the nation's most productive agricultural areas. *Land Use & Transportation Plan*
- Preserve the majority of rural areas as agricultural preservation areas where development opportunities would be limited. *Land Use & Transportation Plan*
- Avoid converting productive farmland on urban fringes and rural areas. *BUILD*

#### **Keep agriculture economically viable**

- To maintain Dane County's status as one of the nation's most productive agricultural counties; and to maintain agriculture as a significant economic activity with the region. *Farmland Preservation Plan*
- To support the preservation of the family farm as a viable economic unit as well as a desirable way of life. *Farmland Preservation Plan*
- Create Farm Priority Zones to encourage farmers to continue farming. *Design Dane!*
- Provide landowners in agricultural preservation areas flexibility in the use of their property and allow them to benefit from countywide growth without developing their land. *Land Use & Transportation Plan*

#### **Maintain rural character and guide urban development**

- Maintain rural character of the towns of Dane County. *Farmland Preservation Plan*
- Maintain open space provided by agricultural land to guide urban development *Farmland Preservation Plan*.

### B. Natural Resources

#### **Protect sensitive and critical environmental resources:**

- Keep key natural resources & corridors in permanent open space *Parks & Open Space Plan*
- Develop and promote a county-wide system of open space corridors as a framework to protect the natural environment and scenic values, and provide outdoor recreation opportunities. *Land Use & Transportation Plan*
- Preserve for posterity the nature and diversity of our natural heritage. *Parks & Open Space Plan*
- Create "buffers" around county parks and other publicly-owned lands. *Design Dane!*
- Promote planning and design that preserves environmental functions and protects important environmental, cultural and historic resources. *Land Use & Transportation Plan*
- Plan and implement the restoration of upland prairies, woodlands and wetlands. *Parks & Open Space Plan*
- Develop a countywide stormwater management program. *Design Dane!*
- Pursue groundwater protection measures. *Design Dane!*
- Recommend groundwater protection strategies to improve existing management and prevent groundwater pollution. *Groundwater Protection Plan*

#### **Provide for outdoor recreational uses:**

- Provide sufficient parks and recreation areas to meet the needs of the residents of Dane County. *Parks & Open Space Plan*
- Develop and promote a county-wide system of open space corridors as a framework to protect the natural environment and scenic values, and provide outdoor recreation opportunities. *Land Use & Transportation Plan*
- Cooperate with other units of government in establishing a permanent network of open space around the central urban area of the county. *Parks & Open Space Plan*

**Plan for conservation and appropriate future use of important natural resources:**

- Plan for quarries and gravel pits on a county-wide basis. *Design Dane!*
- Conserve local and county energy resources. *Farmland Preservation Plan*

**C. Historic & Cultural Resources**

**Protect historic and archaeological sites**

- Acquire areas to protect the historic, aesthetic and cultural heritage of Dane County. *Parks & Open Space Plan*
- Require the preservation of Indian Mounds on public and private lands. *Parks & Open Space Plan*
- Support planning efforts aimed at preserving Indian mounds, as well as other cultural artifacts of Native Americans and later settlers... *Parks & Open Space Plan*
- Interpret the significance of historic sites to add greater interest, preserve area history and educate visitors about the significance of various sites. *Parks & Open Space Plan*
- Plan for the greatest protection and appreciation of the resources of each site, including archaeological studies prior to development of parkland. *Parks & Open Space Plan*

**Provide opportunities to enhance cultural life in Dane County**

- Establish a working relationship with the performing arts community to further performing arts in Dane County. *Parks & Open Space Plan*

## 6. ECONOMIC DEVELOPMENT GOALS & OBJECTIVES

### Provide planning and financial assistance for revitalization and infill development

- Create the \$1 Million "Partners for Dane" Fund to invest in sensible growth. *Design Dane!*
- Initiate a revolving fund to provide loans for commercial revitalization. *CDBG Consolidated Plan*
- Provide revitalization planning and organizational development assistance to local communities. *CDBG Consolidated Plan*

### Promote agricultural economic development

- Develop a Farm Marketing Program to promote County agriculture and help farmers improve their profitability. *Design Dane!*
- Establish a "Buy Dane County" farm products campaign. *Farms and Neighborhoods*
- Establish a Dane County Agriculture Enterprise Development Center. *Farms and Neighborhoods*
- Keep farming economically viable in Dane County through this century. *Farms and Neighborhoods*
- Create new wealth and new opportunities for Dane County farmers and agribusiness. *Farms and Neighborhoods*

### Promote economic development in places where it will complement other land use and transportation goals

- Promote infill development and redevelopment, particularly in Madison's expanded Isthmus area to maintain the vitality of its neighborhoods and downtown. *Land Use & Transportation Plan*
- Encourage concentration of employment and activity centers at nodes and along transit corridors to maximize the efficiency of the existing and future transportation system. *Land Use & Transportation Plan*
- Support and maintain downtown Madison as the region's major activity center and seek greater diversity and vitality in that area. *Land Use & Transportation Plan*
- Stabilize and enhance existing neighborhoods, downtowns and other business districts. *BUILD*

### Assist small business

- Provide loans and business counseling to small business and micro-businesses. *CDBG Consolidated Plan*

### Promote a diversified, sustainable economic base throughout the county

- Promote an economic development strategy that will provide suitable employment opportunities and a stable and diversified economic base. *CDBG Consolidated Plan*
- Promote a full range of business and job development within all urban communities. *Land Use & Transportation Plan*
- Improve and enhance economic development and employment opportunities, and expand access to jobs. *Transport 2020*
- Increase employment opportunities for all citizens. *Transport 2020*
- Support strong, sustainable economic growth while also ensuring a high quality of life. *Transport 2020*

## 7. INTERGOVERNMENTAL COOPERATION GOALS & OBJECTIVES

### **Work cooperatively with other jurisdictions toward broad, regional goals**

- Promote a coordinated, intergovernmental approach to land use planning and decision making in Dane County. *Design Dane!*
- Support cities, villages and towns in their efforts to conserve lands that address local and regional economies, broader social development goals and landscape-scale regional environmental goals. *Parks & Open Space Plan*
- Support cities, villages and towns in their efforts to help create parks, open spaces and natural areas in the Dane County neighborhoods most blighted in character or deficient in park space. *Parks & Open Space Plan*
- The county endorses the projects of other units of government that meet regional objectives and provide regional use. *Parks & Open Space Plan*

### **Promote planning and cooperation beyond Dane County's borders**

- Promote multi-county planning discussions to address growth issues beyond Dane County's borders. *Design Dane!*
- The county should cooperate with local, county, regional and state agencies and nonprofit conservation organizations to promote consistent, effective planning, acquisition and management of natural resource and park lands that extend beyond the territorial limits of Dane County. *Parks & Open Space Plan*
- Agencies and public bodies responsible for the preparation of plans and public improvements such as roadway corridors, power lines, pipelines or sanitary landfills shall recognize the agricultural objectives of the Farmland Preservation Plan. *Farmland Preservation Plan*

### **Improve and enhance technical assistance, cooperation and interaction with communities within Dane County's borders**

- Provide better tools and specialized technical assistance to help towns preserve farmland. *Design Dane!*
- Offer planning, grant and other technical assistance to cities and villages to facilitate sensible growth. *Design Dane!*
- Assist local communities in planning redevelopment and new development projects consistent with the objectives of this plan. *Land Use & Transportation Plan*
- Work with local communities to adopt a community-impact planning approach – a new broader-based approach to local planning. *Design Dane!*
- Offer incentives to local communities to use the community impact planning approach and streamline the decision making process on local matters. *Design Dane!*
- RPC and county planning staffs should continue and expand contacts and technical assistance to local municipalities to the extent that staff resources are available for this important activity. The staffs of these agencies should establish procedures to encourage communication and interaction with other planning and development agencies in the county. *Land Use & Transportation Plan*

### **Define distinct roles for each level of government**

- Provide recreational opportunities that are consistent with the county's role in the overall system of parks for the region:
  - The state provides regionally significant parks and open spaces;
  - The county provides intermediate, recreational resource-based parks that serve a regional population;
  - Cities, villages and towns provide parks and playgrounds to meet local community needs, including intensive recreational uses. *Parks & Open Space Plan*

### **Expand intergovernmental financial tools and cost-sharing opportunities**

- Encourage greater state and federal allocation of financial resources for parks and open space to metropolitan areas such as Dane County. *Parks & Open Space Plan*

- Work with local communities to pursue Community Development Block Grant monies and other funds to promote sensible, efficient growth. *Design Dane!*
- The Dane County Conservation Fund Grant Program will provide funding assistance to local municipalities for acquisition of land that meets the goals and objectives of the Dane County Parks & Open Space Plan. *Parks & Open Space Plan*
- The county cooperates with private groups and with all other units of government in financing and sharing management of recreation resources where appropriate. *Parks & Open Space Plan*
- Develop municipal service fee to compensate town, village and city governments for public lands removed from tax rolls. *Parks & Open Space Plan*

## 8. LAND USE GOALS & OBJECTIVES

### Maintain quality of life

- Keep Dane County the #1 place to live by preventing urban and rural sprawl. *Farms & Neighborhoods*

### Promote distinct, separate & balanced communities

- Promote the development of balanced communities throughout the county with sufficient commercial, industrial, residential, and open space land to meet the needs of existing and future residents. *Land Use & Transportation Plan*
- Promote the development of functionally and visually distinct communities.... *Land Use & Transportation Plan*
- Designate urban transitional areas at the urban-rural fringe where premature development would be limited. *Land Use & Transportation Plan*
- Achieve separation of communities to preserve individual community identities. *Parks & Open Space Plan*
- Use open space to achieve separation of communities and help guide urban growth when the land is appropriate for park purposes. *Parks & Open Space Plan*
- Preserve lands which provide community separation.... *Land Use & Transportation Plan*

### Maintain rural character

- Preserve the majority of rural areas as agricultural preservation areas where development opportunities would be limited. *Land Use & Transportation Plan*
- Preserve lands which provide community separation, protect open space corridors, and maintain scenic views. *Land Use & Transportation Plan*
- Reduce scattered rural nonfarm development by 50% *Farms & Neighborhoods*

### Promote infill and compact urban development

- Promote compact urban development in new areas adjacent to existing urban areas and in the redevelopment or infill development of existing neighborhoods. *Land Use & Transportation Plan*
- ...encourag(e) compact, mixed-use neighborhoods... *Land Use & Transportation Plan*
- To encourage future urban development to be compact, adjacent to existing development and consistent with town planning policies. *Farmland Preservation Plan*
- Have the potential to clean up environmentally contaminated sites. *BUILD*
- Promote relatively compact development in Madison and other established cities and villages in Dane County. *Transport 2020*
- Promote development that reuses existing sites and buildings, and that uses existing services. *Transport 2020*
- Maintain and promote Madison, and especially the Isthmus, as the region's main activity center. *Transport 2020*

### Create buffer or transition zones between rural/natural and developed areas

- Designate urban transitional areas at the urban-rural fringe where premature development would be limited. *Land Use & Transportation Plan*

### Promote diverse, mixed-use neighborhoods

- Locate community services, jobs and shopping in close proximity. *BUILD*
- Design and build new neighborhoods with a mix of housing types, and integrate small-scale shops and services. *Land Use & Transportation Plan*
- Promote development that combines many activities, including commercial, retail, education, recreation and housing. *Transport 2020*

**Reduce traffic impacts of development**

- Locate large-scale activity centers--like shopping malls and office parks--along transit routes. *Land Use & Transportation Plan*
- Strip development along local roads and particularly on collector and arterial roads should be discouraged. *Farmland Preservation Plan*

**Provide for efficient delivery of public services**

- High density urban development shall be limited to urban service areas where the full range of services are available or planned to be available. *Farmland Preservation Plan*
- Commercial and industrial uses which are not agriculturally related should be located in areas identified for such use and where the full range of public services (sewer, water, fire protection and police protection) can be economically provided. *Farmland Preservation Plan*
- Unsewered residential or commercial development should not be permitted in areas where towns have planned future sewer development. *Farmland Preservation Plan*
- Outline urban service areas which contain enough vacant land to flexibly accommodate anticipated urban growth, yet are compact enough to result in orderly, staged development. *Water Quality Plan*

**9. IMPLEMENTATION (TO BE DEVELOPED)**