

Capital Area Regional Planning Commission

**DANE COUNTY LAND USE & TRANSPORTATION PLAN
Amended Goals and Objectives**

CARPC Review Draft 12/14/07

Approved for Release for Public Comment

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Goals (Order is NOT indicative of priority or importance)

1. 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.
2. Promote compact urban development in new areas adjacent to existing urban areas and in the redevelopment or infill development of existing neighborhoods.
3. Promote the development of functionally and visually distinct communities encouraging compact, mixed-use neighborhoods and the efficient provision of a full range of public services.
4. Provide a full range of safe and affordable housing opportunities and choices for all residents throughout the county.
5. Provide an integrated, all-mode transportation system which offers the efficient, effective and safe movement of people and goods, and provides mode choice wherever possible while enhancing and, where relevant, preserving the character and livability of the neighborhoods and residential areas where transportation facilities are located.
6. Encourage concentration of employment and activity centers at nodes and along transit corridors to maximize the efficiency of the existing and future transportation system.
7. Support and maintain the central urban core as the region's major activity center and seek greater diversity and vitality in that area.
8. Promote an economic development strategy that will provide suitable employment opportunities and a stable and diversified economic base.
9. Protect agricultural lands and limit non-farm developments in order to maintain the county as one of the nation's most productive agricultural areas.
10. Promote planning and design that preserves and restores environmental functions and protects important environmental, cultural and historic resources.
11. 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.
12. Promote, conserve and restore all water resources in the region as to both quality and quantity.
13. Promote a sustainable capital area region. A sustainable region is one that is far-seeing enough, flexible enough, and wise enough to maintain and enhance its physical, environmental, and social systems of support.

The cumulative impacts of CARPC policies and criteria on the natural resources of the region will be monitored and the results used to recommend changes to these policies. A presentation of the results of such monitoring will be included in the agenda of the CARPC Annual Plan Review Meeting.

Objectives (Order is **NOT** indicative of priority or importance)

ENVIRONMENTAL PROTECTION

1. Recognize that the natural environment is an integrated system of interacting land, water and air resources; and to protect the health and stability of this resource system.
2. Promote the re-integration of humans and their activities into the ecosystem and its functions and processes. *
3. Preserve and restore the native biodiversity of the region where possible. Promote the use of these banks of native biodiversity as examples of successful adaptation to the physiography of the region which can be used to better integrate human manipulation of the landscape into the natural and biological processes of the region.
4. Provide a safe, healthful and visually pleasing environment to enhance the quality of life for all Dane County residents.
5. Highlight the importance of water for all life. Promote water conservation and protect and restore the quality and quantity of the natural sources of water. Promote optimal treatment of wastewater so the product of treatment can be reused as a resource and generate options for restoring the mass balance of water in the region.
6. Protect the quality and supply of groundwater as the principal source of water supply in Dane County.
7. Protect shoreland, floodplain, and wetland areas through the county, and emphasize their value as focal points of natural beauty and recreation.
8. Preserve and expand the role of wetlands and woodlands as essential components of the hydrologic system as well as valuable wildlife habitat, and restore or improve degraded wetland and woodland resources where possible. Recognize the inter-relationship of adjacent landscape types, and avoid dividing natural units or breaking important linkages.
9. Minimize adverse impacts of necessary encroachment of utilities and transportation facilities into open space corridors by:
 - a. avoiding encroachment when reasonable alternatives are available;
 - b. where encroachment is necessary, select routes which minimize environmental impacts, and avoid dividing natural units; and
 - c. incorporating design considerations which minimize impacts and contribute to compatibility with the corridor functions.
10. Guide urban and rural development to those locations where adverse impacts on ground and surface water quality are minimized.
11. Incorporate in the design of urban development natural drainage patterns and measures to minimize or entrap pollutants before they enter surface waters.
12. Incorporate stormwater management practices, such as detention, infiltration, created wetlands, and rain gardens in urban development to maintain groundwater recharge and avoid increases in runoff. Guide urban development to areas where soils are suitable for such development.

13. Protect the scenic values of the Dane County landscape by preserving and enhancing vegetative cover, particularly on steep, wooded slopes and stream and lake shorelands.
14. Protect and maximize public enjoyment of the scenic qualities of Dane County by preserving views of landmarks, including high promontories or viewpoints, assessing the visual impact of proposed developments and facilities, and improving public access to scenic areas and views, particularly urban lake and stream shorelines.
15. Minimize production of waste for disposal by supporting programs for reducing consumption, and recycling and reuse of waste materials.
16. Promote waste reduction, reuse and recycling programs for public, industrial, and commercial generators as well as residences. Promote the use of waste as a resource.
17. Promote local buying programs, bulk purchasing, community resource sharing initiatives (like cooperatives and community car programs), and emphasize repair instead of disposal.
18. Locate and design waste disposal sites and facilities to minimize environmental impacts and health hazards, and to utilize natural or organic processes to the extent possible.
19. Return resource extraction and waste disposal sites to productive use through final site design and reclamation.
20. Support programs to improve air quality and control the emission of air pollutants in the region.
21. Promote renewable sources of energy, generated locally, and encourage energy conservation in building, urban design, governmental procurement, and land use.
22. Create alternatives to auto travel through the promotion of public transit and multi-modal transportation systems. Promote programs that maximize car occupancy, and promote alternatively powered vehicles. Optimize road design and use. Encourage urban design and land use policies that support walkable and bikable communities, including the following:
 - a. Provide for safe, convenient and efficient pedestrian travel throughout the region. *
 - b. Seek to minimize conflicts between pedestrians and other modes of travel as improvements are considered to other elements of the transportation system. *
 - c. Provide for the safe, convenient and efficient travel by bicyclists throughout the region.*
 - d. Encourage bicycle travel for transportation as well as recreational purposes. *
 - e. Develop a continuous system of bikeways for the central urban service area with connections to other communities throughout the region. *
 - f. Encourage ridesharing by carpooling, vanpooling, and mass transit, particularly for trips to work and trips to school, and for trips not conveniently served by the transit system. *
23. Streets *
 - a. Correct safety problems.
 - b. Encourage transportation patterns which support the concept of balanced communities, more compact urban development and more efficient rural development patterns.
 - c. Address significant capacity problems using a variety of strategies consistent with the goals of balanced communities and modal choice.

- d. Meet the need for major reconstruction due to maintenance problems.
 - e. Draw traffic away from certain sensitive areas (traffic redirection).
 - f. Address those capacity problems and deficiencies which support local travel and intra-urban service area travel needs resulting from new development.
 - g. Provide for street and roadway continuity.
24. Rail *
- a. Seek to preserve rail corridor lands throughout the county for current and future transportation and other public uses.
 - b. Continue rail freight service to all users where justified and needed.
 - c. Work with rail companies to consolidate rail tracks, and seek to use excess rail lands for alternative transportation or scenic/recreational uses.
25. Achieve a transportation system compatible with environmental features and which minimizes undesirable environmental impacts due to location and construction of transportation facilities.
26. Achieve a transportation system that optimizes natural, social and financial resources while maintaining consistency with community goals and objectives. *
27. Achieve a transportation system supportive of energy conservation measures while meeting travel needs to the extent possible.
28. Encourage attention to aesthetics in the design of transportation improvements to fully integrate improvements into the environment, including consideration of scenic views and vistas, landscaping along roadsides and boulevards, and the location of signing.
29. Support programs to protect communities and neighborhoods from excessive noise and light pollution.
30. Promote organic, bio-diverse, and low input food production, produced locally, through community supported agriculture. Promote the creation of food banks and proper utilization of food waste and other biomass. *
31. Encourage the protection of agricultural lands, the continued viability of farming operations and support of agribusiness as an important part of Dane County's economy.*
32. Encourage the identification of areas of Dane County suitable for long-term preservation and viability of diverse agricultural enterprises and resources. Protect or encourage protection of those areas. *
33. Promote the preservation of agricultural and forested lands to ensure the protection of habitat and other environmental functions associated with these lands. *

REGIONAL DEVELOPMENT PATTERNS & DISTRIBUTION

34. Promote the re-integration of humans and their activities into the ecosystem and its functions and processes. *
35. Create balanced communities with a variety of economic and housing opportunities. *
36. Focus new jobs primarily into areas of the county where they can be served by public utilities as well as enhance the use of transit.
37. Locate a significant share of the employment and housing growth allocated to the CUSA within the expanded Isthmus area to maintain and enhance the long-term vitality of the

downtown and Isthmus neighborhoods, and to increase the feasibility of developing enhanced transit services, both within the CUSA and regionally. *

38. Provide a more balanced mix of housing types throughout the county.
39. Achieve a more balanced regional distribution of housing types, as well as a wider range of housing opportunities in the outlying communities. *
40. Promote the maintenance and rehabilitation of existing housing stock in the region.
41. Assist communities in planning and development of commercial and industrial areas that are well designed and properly located. *
42. Promote the safety of the members of the regional community including children, women, and minorities. Promote the creation of community bonds to generate a sense of place and regional identity. Address the root causes of crime. *
43. Promote dialogue on issues of interest and import among the members of the regional community. Promote community groups and the creation of gathering places and other means of the exchange of ideas.
44. Encourage cultural activities to enhance the creation of regional identity and a regional sense of place that encourages social cohesiveness and sustainability.
45. Promote concern for and consideration of the needs of the poor, the elderly, children, the handicapped, and other vulnerable groups. Address the root causes of poverty and homelessness, and promote and encourage volunteerism. *
46. Promote and encourage participation by all in decision-making regardless of sex, race, religion, socio-economic status, language and communication barrier, sexual orientation, etc. Encourage diversity training and discussions to promote the creation of a regional community. Promote mechanisms and venues to deal with conflict in its various forms.
47. Promote education and the need for the availability of universal quality education as one of the most important investments in a successful and sustainable community. Promote programs that allow learners to help determine the focus and content of education and address the root causes of youth dropping out of school. Promote parent and community involvement in education. Promote options for early education and post-secondary education to capitalize on the human resources potential of the community.
48. Promote a healthy community by encouraging preventive health care and healthy living opportunities. Encourage the availability of a basic level of healthcare for the community. Consider the needs of the elderly and the handicapped. Support the control of major diseases, including mental health.
49. Continue to preserve the vast majority of rural areas, including prime, productive or viable agricultural lands, as Agricultural Preservation Areas in which non-farm development opportunities would be limited. It is recommended that these areas be identified and incorporated into town plans as they are updated, and be protected through intergovernmental agreements and other conservation programs. *
50. Preserve in permanent agricultural and open space uses other key lands which provide visual and physical separation between existing communities, protect rural resource protection areas, and preserve scenic landscapes. *
51. Promote the preservation of agricultural and forested lands to ensure the protection of habitat and other environmental functions associated with these lands. *

52. Plan goal for rural, non-farm development is: *
 - a. A lesser proportion of development in towns than at present;
 - b. Clustering of rural development based on historical patterns (existing hamlets, subdivisions, etc.) and environmental factors (water quality, soils, slopes, view, etc.);
 - c. Smaller lots which are consistent with health and environmental concerns;
 - d. Channel town development to areas with substantial clustered development with a relatively high level of urban services.
53. Prepare with local governmental units Neighborhood Development Plans for designated Rural Development Areas to promote subdivision patterns which protect environmental corridors, avoid prime and productive or viable farmlands, and provide effective access, circulation, and drainage. Require development proposals to comply with Neighborhood Development Plans before granting approvals. *
54. Develop rural development design and siting guidelines and regulations to achieve the following: *
 - a. Minimize the impact of rural development on agricultural operations;
 - b. preserve scenic views and community separation areas; and
 - c. facilitate access and provision of public services.
55. Encourage cluster design for new rural housing developments, reduce the lot sizes in rural areas, and promote the location of such clusters adjacent to existing hamlets or subdivisions, where additional development is appropriate. *
56. Plan non-farm development in rural areas to be primarily single family residences and encourage Conservation Design standards. *
57. Direct multi-family residential development and large scale commercial and industrial development away from rural areas. *
58. Limit non-agricultural employment growth in rural areas to 1% of all new jobs expected in Dane County between 2000 and 2030. *
59. Preserve historic farmsteads and hamlets which contribute to the cultural history and aesthetic beauty of Dane County. *
60. Achieve a safe, convenient, and efficient transportation system that provides the level of service necessary to support the social and economic activity of the community, without adversely affecting the neighborhoods of the communities within Dane County. *
61. Achieve a transportation system compatible with areawide and local patterns of development recommended in this plan and in adopted local plans, including compact, walkable neighborhoods, and transit-oriented urban activity centers on a regional basis. *
62. Achieve a transportation system that optimizes natural, social and financial resources while maintaining consistency with community goals and objectives. *
63. Attain an area-wide transportation planning process responsive to the needs and interests of area-wide residents, groups, units of government and affected agencies, with sufficient opportunity for all to participate in policy and implementation decisions.

64. Support and maintain basic transportation services such as maintenance, snow removal, traffic control, street sweeping, and other services that should be available to all residents of Dane County.
65. Use public decisions on the provision of publicly financed transportation services as a tool for creating compact, well-designed and balanced communities.
66. Stage the extension and expansion of urban transportation services within the urban service areas, to encourage compact urban growth in accord with the regional development policies of the land use plan element of this plan.
67. Encourage and facilitate connections between various modes of travel, including connections with intercity bus and intercity rail.
68. Expand the viability of transit as an alternative to auto travel for the rider who wants an alternative and to provide basic mobility services for those having less or no access to automobiles.
69. Pedestrian Travel *
 - a. Provide for safe, convenient and efficient pedestrian travel throughout the region.
 - b. Seek to minimize conflicts between pedestrians and other modes of travel as improvements are considered to other elements of the transportation system.
70. Bicycle Travel *
 - a. Provide for the safe, convenient and efficient travel by bicyclists throughout the region.
 - b. Encourage bicycle travel for transportation as well as recreational purposes.
 - c. Develop a continuous system of bikeways for the central urban service area with connections to other communities throughout the region.
71. Streets *
 - a. Correct safety problems.
 - b. Encourage transportation patterns which support the concept of balanced communities, more compact urban development and more efficient rural development patterns.
 - c. Address significant capacity problems using a variety of strategies consistent with the goals of balanced communities and modal choice.
 - d. Meet the need for major reconstruction due to maintenance problems.
 - e. Draw traffic away from certain sensitive areas (traffic redirection).
 - f. Address those capacity problems and deficiencies which support local travel and intra-urban service area travel needs resulting from new development.
 - g. Provide for street and roadway continuity.
72. Vehicle occupancy *
 - a. Encourage ridesharing by carpooling, vanpooling, and mass transit, particularly for trips to work and trips to school, and for trips not conveniently served by the transit system.
73. Para-transit *
 - a. Improve coordination of services to elderly and disabled persons needing special transportation services and expand transportation services available to these groups.
 - b. Include taxis and other privately operated services in specialized transportation plans.

74. Rail *
 - a. Seek to preserve rail corridor lands throughout the county for current and future transportation and other public uses.
 - b. Continue rail freight service to all users where justified and needed.
 - c. Work with rail companies to consolidate rail tracks, and seek to use excess rail lands for alternative transportation or scenic/recreational uses.
75. Corridor preservation *
 - a. Continue preservation of lands which may be needed for possible future transportation uses by encouraging local units of government to place new and/or expanded corridors on their official maps.
 - b. Continue street and roadway access control measures to preserve travel capacity along existing major streets and roadways.
 - c. Maximize the long-term life, viability and efficiency of existing transportation corridors by promoting the variety of transit options available.
76. Encourage all governmental units and agencies to accept this plan, and future approved amendments, as a guide in implementing a consistent, coordinated program of transportation system improvements for all modes.
77. Support legislation which would facilitate the goals and objectives of this plan.

URBAN FORM AND DESIGN

78. Locate new urban development in communities where a full range of urban services are provided and at locations within the community where these services can be provided most efficiently.
79. Identify and preserve in agricultural or other open space uses those lands which can provide a permanent visual and physical separation between urban communities.
80. Locate a significant share of the employment and housing growth allocated to the CUSA within the expanded Isthmus area to maintain and enhance the long-term vitality of the downtown and Isthmus neighborhoods, and to increase the feasibility of developing enhanced transit services, both within the CUSA and regionally. *
81. Premature development at the urban fringe, or development with less than a full range of urban services, should be restricted to allow for development at urban densities with full services at the appropriate time.
82. Develop compact urban communities by seeking opportunities to develop or redevelop vacant or underutilized properties within the community before converting undeveloped land at the edges of the community to urban uses.
83. Promote new development which complements and reinforces existing neighborhoods and development, rather than having an undesirable impact on existing neighborhoods and existing urban facilities and services. *
84. Discourage commercial strip development by encouraging new commercial development on arterial roadways to cluster into districts. *
85. Within larger urban communities, develop compact, walkable neighborhoods as a means to provide structure, variety, and individual identity to sub-areas within the larger whole.*

86. When feasible, provide a variety of land uses and a range of residential densities and housing types at appropriate locations within each neighborhood. *
87. Develop appropriately-located, neighborhood-scale commercial developments within or at the edges of residential neighborhoods to provide neighborhood focal points and locations where convenience goods and services may be obtained within a short distance of most residents' homes. *
88. Urge local units to develop detailed plans of emerging major activity centers to guide public services and facilities and to serve as an overall guide to the private developments which are anticipated. *
89. Within urban areas, locate community-scale development along major transportation corridors which are, or will be, served by transit. Within these corridors, concentrate the largest and most intensive developments primarily at transit stops and other inter-modal transportation transfer points. *
90. Areas around transit nodes and other inter-modal transportation points should be developed with uses, densities, and design qualities that encourage and facilitate pedestrian activity and high levels of transit service and ridership. *
91. Increase the opportunities for pedestrian and bicycle transportation within urban communities by developing a comprehensive system of walkways and bikeways (on-street and off-street) that provide direct, convenient connections to most destinations, and include the following: *
 - a. Provide for safe, convenient and efficient pedestrian travel throughout the region. *
 - b. Seek to minimize conflicts between pedestrians and other modes of travel as improvements are considered to other elements of the transportation system. *
 - c. Provide for the safe, convenient and efficient travel by bicyclists throughout the region.*
 - d. Encourage bicycle travel for transportation as well as recreational purposes. *
 - e. Develop a continuous system of bikeways for the central urban service area with connections to other communities throughout the region. *
92. Streets *
 - a. Correct safety problems.
 - b. Encourage transportation patterns which support the concept of balanced communities, more compact urban development and more efficient rural development patterns.
 - c. Address significant capacity problems using a variety of strategies consistent with the goals of balanced communities and modal choice.
 - d. Meet the need for major reconstruction due to maintenance problems.
 - e. Draw traffic away from certain sensitive areas (traffic redirection).
 - f. Address those capacity problems and deficiencies which support local travel and intra-urban service area travel needs resulting from new development.
 - g. Provide for street and roadway continuity.
93. Para-transit *
 - a. Improve coordination of services to elderly and disabled persons needing special transportation services and expand transportation services available to these groups.
 - b. Include taxis and other privately operated services in specialized transportation plans.

94. Corridor preservation *
 - a. Continue preservation of lands which may be needed for possible future transportation uses by encouraging local units of government to place new and/or expanded corridors on their official maps.
 - b. Continue street and roadway access control measures to preserve travel capacity along existing major streets and roadways.
 - c. Maximize the long-term life, viability and efficiency of existing transportation corridors by promoting the variety of transit options available.
95. Recognize and protect from urban development Environmental Corridors and other important natural areas, environmental resources, and scenic resources. *
96. Design new urban development to complement and be compatible with important cultural and historical resources. *
97. Assist communities in planning and development of commercial and industrial areas that are well designed and properly located. *
98. Achieve a more balanced regional distribution of housing types, as well as a wider range of housing opportunities in the outlying communities. *
99. Promote the safety of the members of the regional community including children, women, and minorities. Promote the creation of community bonds to generate a sense of place and regional identity. Address the root causes of crime. *
100. Promote concern for and consideration of the needs of the poor, the elderly, children, the handicapped, and other vulnerable groups. Address the root causes of poverty and homelessness, and promote and encourage volunteerism. *
101. Designate as Urban Transitional Areas lands at the fringes of urban areas planned for eventual urban development with a full range of urban services. Encourage the use of cooperative intergovernmental agreements in the designation of these areas.

ECONOMIC DEVELOPMENT

102. Support local economic activity such as local and small businesses and producers. Encourage business support of community activities. Encourage the assessment of the root causes of unemployment, under-employment, and economic inequalities.
103. Encourage the expansion of existing businesses and the development of new businesses in Dane County that increase employment and improve income without adversely affecting local communities.
104. Aid local development organizations to retain and expand existing businesses and to attract desirable new businesses.
105. Promote the development of desirable, attractive, compact, and convenient shopping and commercial areas that are an economic and aesthetic asset to the region. *
106. Locate a significant share of the employment and housing growth allocated to the CUSA within the expanded Isthmus area to maintain and enhance the long-term vitality of the downtown and Isthmus neighborhoods, and to increase the feasibility of developing enhanced transit services, both within the CUSA and regionally. *
107. Assist communities in planning and development of commercial and industrial areas that are well designed and properly located. *

108. Promote and support a range of development activities and employment centers in the central urban area communities that contribute to the economic stability of the region without degrading the natural environment or residential neighborhoods. *
109. Support local community efforts to encourage new desirable industries. *
110. Assist in the development of industrial parks for both the expansion of existing industries and to attract new industries; to assure that sites are compatible with adjacent and surrounding land uses. *
111. Encourage the preparation of feasibility and impact studies for major industrial development proposals indicating positive economic effects and potential negative impacts. *
112. Encourage the expansion of industrial, governmental, and educational areas to be consistent with adopted regional and local plans. *
113. Encourage employers to recognize the needs of employees, such as day care facilities and transportation, and the needs of older workers and persons with disabilities.
114. Provide the necessary public infrastructure to enable businesses to operate successfully. Incentives should be directed to business expansion that benefits the local and regional economy.
115. Create balanced communities with a variety of economic and housing opportunities. *
116. Promote concern for and consideration of the needs of the poor, the elderly, children, the handicapped, and other vulnerable groups. Address the root causes of poverty and homelessness, and promote and encourage volunteerism. *
117. Encourage tourism as an important economic activity in Dane County.
118. Encourage the protection of agricultural lands, the continued viability of farming operations and support of agribusiness as an important part of Dane County's economy. *
119. Enhance the economic viability of retaining land in agricultural open space uses through creativity and flexibility in regulations and incentives. *
120. Encourage the identification of areas of Dane County suitable for long-term preservation and viability of diverse agricultural enterprises and resources. Protect or encourage protection of those areas. *
121. Promote organic, biodiverse, and low input food production, produced locally, through community supported agriculture. Promote the creation of food banks and proper utilization of food waste and other biomass. *
122. Achieve a safe, convenient, and efficient transportation system that provides the level of service necessary to support the social and economic activity of the community, without adversely affecting the neighborhoods of the communities within Dane County. *
123. Rail *
 - a. Seek to preserve rail corridor lands throughout the county for current and future transportation and other public uses.
 - b. Continue rail freight service to all users where justified and needed.
 - c. Work with rail companies to consolidate rail tracks, and seek to use excess rail lands for alternative transportation or scenic/recreational uses.

124. Air

- a. Provide safe and convenient airport facilities to meet air transportation needs for the region.

NEIGHBORHOOD DEVELOPMENT

- 125. Promote the re-integration of humans and their activities into the ecosystem and its functions and processes. *
- 126. Seek the preparation and adoption of detailed neighborhood development plans for all developing areas before extending public infrastructure or granting development approvals. Encourage local units to require development proposals to follow the recommendations of the neighborhood development plan.
- 127. Within larger urban communities, develop compact, walkable neighborhoods as a means to provide structure, variety, and individual identity to sub-areas within the larger whole.*
- 128. When feasible, provide a variety of land uses and a range of residential densities and housing types at appropriate locations within each neighborhood.*
- 129. Develop appropriately-located, neighborhood-scale commercial developments within or at the edges of residential neighborhoods to provide neighborhood focal points and locations where convenience goods and services may be obtained within a short distance of most residents' homes. *
- 130. Provide all urban neighborhoods with a system of roadways, walkways, and bikeways (not necessarily separate facilities) that facilitate easy movement by a variety of routes and transportation modes between neighborhood locations, and particularly between commercial nodes or activity centers, parks, and recreational facilities, schools, community institutions, higher-density developments, and transit stops or transportation transfer points.
- 131. Achieve a safe, convenient, and efficient transportation system that provides the level of service necessary to support the social and economic activity of the community, without adversely affecting the neighborhoods of the communities within Dane County. *
- 132. Promote new development which complements and reinforces existing neighborhoods and development, rather than having an undesirable impact on existing neighborhoods and existing urban facilities and services. *
- 133. To the extent feasible and consistent with community objectives, utilize traditional neighborhood design guidelines in planning for new development and redevelopment areas within urban communities.
- 134. Within urban areas, locate community-scale development along major transportation corridors which are, or will be, served by transit. Within these corridors, concentrate the largest and most intensive developments primarily at transit stops and other inter-modal transportation transfer points. *
- 135. Areas around transit nodes and other inter-modal transportation points should be developed with uses, densities, and design qualities that encourage and facilitate pedestrian activity and high levels of transit service and ridership. *
- 136. Increase the opportunities for pedestrian and bicycle transportation within urban communities by developing a comprehensive system of walkways and bikeways (on-street

and off-street) that provide direct, convenient connections to most destinations, to include the following: *

- a. Provide for safe, convenient and efficient pedestrian travel throughout the region. *
- b. Seek to minimize conflicts between pedestrians and other modes of travel as improvements are considered to other elements of the transportation system. *
- c. Provide for the safe, convenient and efficient travel by bicyclists throughout the region.*
- d. Encourage bicycle travel for transportation as well as recreational purposes. *
- e. Develop a continuous system of bikeways for the central urban service area with connections to other communities throughout the region. *

137. Streets *

- a. Correct safety problems.
- b. Encourage transportation patterns which support the concept of balanced communities, more compact urban development and more efficient rural development patterns.
- c. Address significant capacity problems using a variety of strategies consistent with the goals of balanced communities and modal choice.
- d. Meet the need for major reconstruction due to maintenance problems.
- e. Draw traffic away from certain sensitive areas (traffic redirection).
- f. Address those capacity problems and deficiencies which support local travel and intra-urban service area travel needs resulting from new development.
- g. Provide for street and roadway continuity.

138. Achieve a transportation system compatible with areawide and local patterns of development recommended in this plan and in adopted local plans, including compact, walkable neighborhoods, and transit-oriented urban activity centers on a regional basis. *

139. Recognize and protect from urban development Environmental Corridors and other important natural areas, environmental resources, and scenic resources. *

140. Design new urban development to complement and be compatible with important cultural and historical resources. *

141. Create balanced communities with a variety of economic and housing opportunities. *

142. Promote the safety of the members of the regional community including children, women, and minorities. Promote the creation of community bonds to generate a sense of place and regional identity. Address the root causes of crime. *

143. Promote concern for and consideration of the needs of the poor, the elderly, children, the handicapped, and other vulnerable groups. Address the root causes of poverty and homelessness, and promote and encourage volunteerism. *

URBAN HOUSING & DESIGN

144. Decrease the amount of land consumed per unit of new urban housing development in Dane County to provide more compact, walkable neighborhoods, to increase opportunities for efficient transit service, and to reduce the amount of agricultural land converted to residential uses.

145. Locate the relatively higher-density residential development in a community within walking distance of potential high-capacity transit routes, within mixed use settings where appropriate.
146. Provide a full and diverse range of housing types and price opportunities, including the provision and preservation of attainable housing for low- and moderate-income residents and handicap-accessible housing, in all Dane County urban service areas so that households of all sizes and income levels have a choice of residential locations, both among and within communities. Particularly support efforts to provide housing for low- and moderate-income residents in communities experiencing growth or increased employment opportunities.
147. Recognize the value of existing housing and established neighborhoods, and to support improvement and rehabilitation efforts, both public and private.

CUSA & MAJOR ACTIVITY CENTERS

148. Promote the development of desirable, attractive, compact, and convenient shopping and commercial areas that are an economic and aesthetic asset to the region. *
149. Encourage all communities within the central urban area to adopt standards that minimize the adverse impacts of commercial development such as traffic congestion, incompatible land uses and poor pedestrian circulation.
150. Discourage commercial strip development by encouraging new commercial development on arterial roadways to cluster into districts. *
151. Encourage planned mixed uses within commercial areas in order to promote more efficient use of the land.
152. Continue efforts to improve transit service to all shopping and commercial areas.
153. Promote and support a range of development activities and employment centers in the central urban area communities that contribute to the economic stability of the region without degrading the natural environment or residential neighborhoods. *
154. Support local community efforts to encourage new desirable industries. *
155. Assist in the development of industrial parks for both the expansion of existing industries and to attract new industries; to assure that sites are compatible with adjacent and surrounding land uses. *
156. Encourage the preparation of feasibility and impact studies for major industrial development proposals indicating positive economic effects and potential negative impacts. *
157. Encourage the expansion of industrial, governmental, and educational areas to be consistent with adopted regional and local plans. *
158. Urge local units to develop detailed plans of emerging major activity centers to guide public services and facilities and to serve as an overall guide to the private developments which are anticipated. *
159. Locate a significant share of the employment and housing growth allocated to the CUSA within the expanded Isthmus area to maintain and enhance the long-term vitality of the downtown and Isthmus neighborhoods, and to increase the feasibility of developing enhanced transit services, both within the CUSA and regionally. *

160. Achieve a transportation system compatible with areawide and local patterns of development recommended in this plan and in adopted local plans, including compact, walkable neighborhoods, and transit-oriented urban activity centers on a regional basis. *
161. Expand transit services in a manner to achieve an increasing proportion of total transit trips, and transit trips to central Madison and other major activity centers, particularly within the central urban service area.
162. Develop commuter transit and/or vanpool services to the central Madison area and to other major activity centers from outlying villages and cities.
163. Parking
 - a. Provide for parking needs in the central Madison area in a manner complementary to the objectives and policies of adopted land use and transportation plans.
 - b. Develop alternatives to all day commuter parking in the central Madison area.

RURAL FORM

164. Continue to preserve the vast majority of rural areas, including prime, productive, or viable agricultural lands, as Agricultural Preservation Areas in which non-farm development opportunities would be limited. It is recommended that these areas be identified and incorporated into town plans as they are updated, and be protected through intergovernmental agreements and other conservation programs. *
165. Preserve in permanent agricultural and open space uses other key lands which provide visual and physical separation between existing communities, protect rural resource protection areas, and preserve scenic landscapes. *
166. Promote the preservation of agricultural and forested lands to ensure the protection of habitat and other environmental functions associated with these lands. *
167. Enhance the economic viability of retaining land in agricultural open space uses through creativity and flexibility in regulations and incentives. *
168. Plan goal for rural, non-farm development is: *
 - a. A lesser proportion of development in towns than at present;
 - b. Clustering of rural development based on historical patterns (existing hamlets, subdivisions, etc.) and environmental factors (water quality, soils, slopes, view, etc.);
 - c. Smaller lots which are consistent with health and environmental concerns;
 - d. Channel town development to areas with substantial clustered development with a relatively high level of urban services.
169. Designate as Urban Transitional Areas lands at the urban-rural fringe planned for eventual development with a full range of urban services including public sewer and water systems. Premature rural development at low densities should be limited to allow for higher density urban development at the appropriate time.
170. Designate as Rural Development Areas lands away from Agricultural Preservation Areas and beyond Urban Transitional Areas. Rural Development Areas would be planned for eventual residential development on private well and septic systems. These areas should be sized according to the planned quantity of rural development through 2030 and appropriate development densities. These areas would be identified by towns as they

update their local land use plans. The actual designation of specific rural development areas is beyond the scope of this plan.

171. Restrict access to major transportation facilities which extend through rural areas in order to reduce development pressure.
172. Encourage the identification of areas of Dane County suitable for long-term preservation and viability of diverse agricultural enterprises and resources. Protect or encourage protection of those areas. *

RURAL DESIGN

173. Prepare with local governmental units Neighborhood Development Plans for designated Rural Development Areas to promote subdivision patterns which protect environmental corridors, avoid prime and productive or viable farmlands, and provide effective access, circulation, and drainage. Require development proposals to comply with Neighborhood Development Plans before granting approvals. *
174. Develop rural development design and siting guidelines and regulations to achieve the following: *
 - a. Minimize the impact of rural development on agricultural operations;
 - b. preserve scenic views and community separation areas; and
 - c. facilitate access and provision of public services.
175. Promote the preservation of agricultural and forested lands to ensure the protection of habitat and other environmental functions associated with these lands. *
176. Encourage cluster design for new rural housing developments, reduce the lot sizes in rural areas, and promote the location of such clusters adjacent to existing hamlets or subdivisions, where additional development is appropriate. *
177. Preserve historic farmsteads and hamlets which contribute to the cultural history and aesthetic beauty of Dane County. *

RURAL RESIDENTIAL DEVELOPMENT DENSITY

178. Continue to adopt, clarify, and implement the 35 acre density policy for Agricultural Preservation Areas as part of the County Farmland Preservation Plan.
179. Develop and provide a means for landowners within Agricultural Preservation Areas to sell their potential to divide land or transfer that potential to other areas where non-farm development is more appropriate, such as Rural Development Areas or targeted locations within Urban Service Areas. This could reduce the number of lots divided in Agricultural Preservation Areas, while still providing land owners the opportunity to realize financial gains from community growth.
180. Promote maximum lot sizes in Agricultural Preservation Areas to reduce the number of acres of farmland converted to non-agricultural use.
181. When sizing Rural Development Areas and drafting Neighborhood Development Plans, consider lot sizes which promote the efficient use of land but which are also compatible with rural development constraints. Lots should be sized to avoid potential groundwater problems from on-site wastewater systems.

182. Promote the preservation of agricultural and forested lands to ensure the protection of habitat and other environmental functions associated with these lands. *
183. Discourage lands within Urban Transitional Areas from being prematurely developed at lower densities than would occur with eventual urbanization, and support the use of intergovernmental cooperation agreements to identify Urban Transitional Areas.

RURAL LAND USE DEVELOPMENT TYPES

184. Plan non-farm development in rural areas to be primarily single family residences and encourage Conservation Design standards. *
185. Promote development of an adequate portion of rural homes to be affordable to moderate income households.
186. Direct multi-family residential development and large scale commercial and industrial development away from rural areas. *
187. Limit non-agricultural employment growth in rural areas to 1% of all new jobs expected in Dane County between 2000 and 2030. *