



City of Madison

2024 Comprehensive Plan

Adopted March 11, 2024



Acknowledgements

This plan could not have been possible without the work and dedication of the following individuals:

Comprehensive Plan Task Force

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Jim Connor, EDA, agriculture, city resident

Val Halvorson, City Manager, city resident

Chris Lund, Lac qui Parle County Fair Board, large business, rural resident

Maynard Meyer, City Council, EDA, small business, city resident

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*This plan was created by the
Upper Minnesota Valley Regional Development Commission*



Upper Minnesota Valley
**REGIONAL
DEVELOPMENT
COMMISSION**

Helping Communities Prosper



Table of Contents

Executive Summary: Madison Comprehensive Plan	3
Plan Overview	5
Madison’s Planning Process	6
History of Planning	6
Comprehensive Plan Process.....	7
Madison’s Assets in 2023	11
Opportunities and Challenges in 2023	13
Community Profile	15
Location and Regional Setting	15
Community History and Today	16
Demographics.....	17
Economy and Employment.....	20
The Future of Madison	23
Madison Community Vision: Welcoming, thriving, and home.....	23
Housing	25
Parks and Recreation	29
Economic Development	33
Public Infrastructure, Facilities, and Services	38
Transportation	41
Community Vitality	44
Land Use and Zoning	48
Current Zoning Map	48
Current Land Use	50
Future Land Use.....	51
Implementation	56
Action Plan.....	56
Tools and Resources	58
Appendix 1: Survey Results	59
Appendix 2: Blank Check Results	68
Appendix 3: Small Group Discussion Results	72

Executive Summary: Madison Comprehensive Plan

**Madison:
Welcoming,
Thriving and
Home**

Madison Community Vision Summary

Madison has a rich history of community involvement and getting things done. It is a small town with many attributes typically found only in larger communities. There are ample recreational opportunities, an array of quality services for young families and senior citizens and a wide range of housing options for all income levels. The diverse, local business community is supported by both the City and local residents and in turn, provides quality, high-paying jobs.

Strategy Highlights

Housing

- Increase availability of all housing types



Parks and Recreation

- Improve walkability of the community
- General improvements to Slen Park



Economic Development

- Support local businesses
- Shop local



Public Infrastructure, Facilities and Services

- Address dilapidated sidewalks
- Provide adequate and affordable childcare options



Community Vitality

- Strive to be a welcoming community
- Support and encourage new community leaders
- Address dilapidated properties



Transportation

- Improve pedestrian safety
- Connect community assets with wayfinding



Land Use

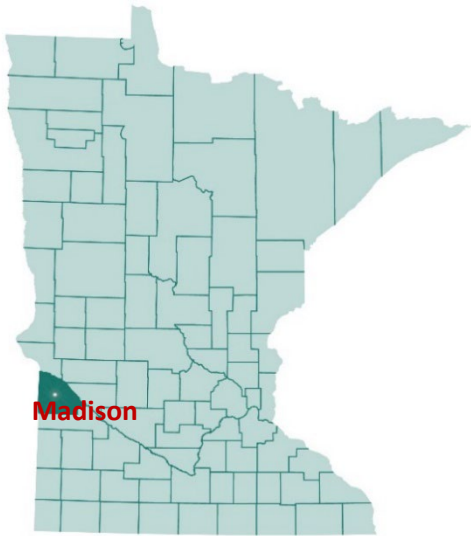
- Be flexible
- Prioritize in-fill development










Community at a Glance

Source: 2020 U.S. Census & 2021 American Community Survey 5-year Estimates



Population	1,483
Households	733
Unemployment Rate (Lac qui Parle County rate)	2.4%
Housing Units	861
Vacant Units	147
Rental Units	175
<hr/>	
Median Household Income	\$45,521
Median Housing Value	\$79,200
Median Monthly Rent	\$755
Median Age	54.0

Source: 2021 American Community Survey 5-Year Estimates

- The cost of living in Madison is lower than the metropolitan area.
- More people have a high school diploma as their highest educational attainment compared to the state. 
- Housing values and monthly rents are significantly lower than statewide figures. 
- The County's unemployment rate is almost one percent lower than the state of Minnesota.
- Household incomes are lower than the state but higher than much of our region. There are a lower number of families living in poverty in comparison to the state. 
- Median household income is lower than both County and State figures. 
- The largest employment sector is the "Educational services, and health care and social assistance" sector due to the large number of jobs provided by the County, School and Madison Healthcare Services. 



Plan Overview

Madison's Comprehensive Plan guides the city for 10 years: 2023 – 2033. The purpose of this comprehensive plan is to guide future decisions and establish a shared vision for the community. This tool can help the city determine how best to use limited city resources, manage changes in the community and guide development in the city. The purpose of planning is to act and react to a changing world with a confident understanding of our common values and goals.

The plan serves three primary roles:

- ❖ Serves as a legal basis for land use regulations.
- ❖ Allows the residents to create a shared vision for the community.
- ❖ Provides guidance for the city council and other decision makers.

Using the plan

A comprehensive plan, as vision and policy documents, must remain relatively general and conceptual. The plan is designed as a flexible document that can be updated as conditions change over time.

Annually

Review the strategies in your Action Plan. What are the top 10 that you want to work on this year?

Step 1: Annually prioritize the strategies in the action plan to see what to work on first.

Step 2: The project lead, the timeline and resources can be identified for the top projects.

Every 2-3 years:

Briefly review the Vision, Goals and Strategies. Consider changes and revise your strategies accordingly.

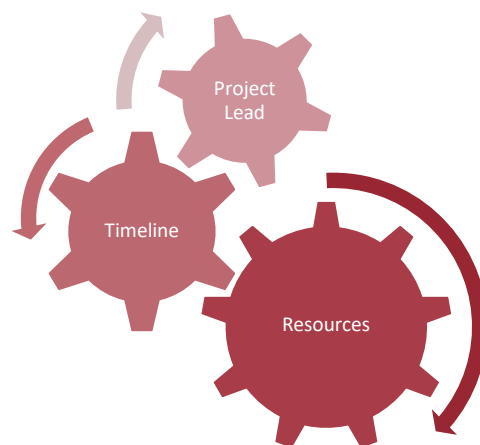
Every 5-10 years:

- Update the entire plan and utilize new census data (2030).
- Engage the public.
- Review the vision statement, goals and strategies and update as needed.
- Update your Action Plan.

Legal Basis for Comprehensive Plans

The State of Minnesota gives its cities the legal authority to regulate land use. The State does not require the creation of comprehensive plans for cities outside of the seven-county metropolitan area. However, it is recognized that a comprehensive plan is a valuable tool that a city can use to express its vision and develop strategies to fulfill that vision. The Municipal Planning Act (Minnesota Statutes Sections 462.351 to 462.364) creates a single, uniform procedure that applies to all cities.

The comprehensive plan provides the legal foundation to enact land use controls and other municipal actions to implement long-term growth and development strategies and regulations. The city's land use (zoning) ordinances and official zoning map should be updated to conform to the Comprehensive Plan pursuant to adoption.





Madison's Planning Process

History of Planning

The city of Madison has a history of planning and accomplishing what they set out to do. Two previous planning initiatives informed this comprehensive plan.

2017 Community Meeting

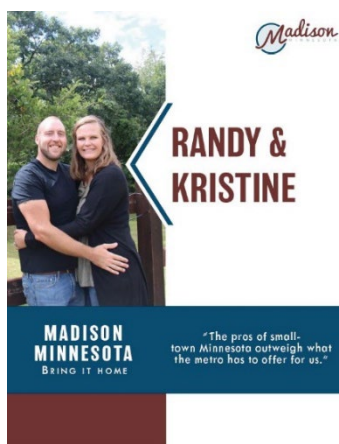
The city of Madison hosted a community meeting in 2017 that was well-attended and produced a list of community initiatives and projects - most of which have since been completed.

- ADA downtown bathroom
- Strategic planning
- Community Education & Appreciation Event
- Daycare planning and groundwork committee
- Collaborated with Ag society on a bathroom at LqP Fairgrounds
- Grants & loans
- Feasibility of a community recreation center
- Madison Art Council Beautification flowers on Main Street
- Website upgrades and dedicated social efforts
- Two lifestyle videos of the City of Madison
- Continued County collaboration on residential and commercial demolition projects
- Branding project
- Marketing project: Resident stories, quality of life facts, employer toolkit
- Digital sign



2021 Strategic Planning

In 2021, a strategic plan was created with a large committee to build on the momentum of the 2017 community meeting. This group mapped out the assets of Madison, and developed committees to address priorities such as marketing, housing and finance.





Madison's Planning Process

Comprehensive Plan Process

A robust public participation process was the foundation of this plan. The public was included through the following:

- Task Force
- Community Survey
- Community Meeting
- Open House for Draft Plan

Public input early in the process was a key component of the plan. This helped shape the issues and visions for this document and prioritize a list of projects and initiatives for the City.



Promotional flyer that was used to promote the community meeting





Public engagement

Comprehensive Plan Task Force

The plan was guided by a task force that was made up of a cross section of representatives from various boards, interests and backgrounds such as City Council, EDA, Hospital Board, new residents, rural residents and city residents. This group met six times over the course of 13 months to discuss the priorities, goals and strategies of each section. The task force guided and promoted the planning process and played an important role in establishing this comprehensive plan for the community.

Community Survey

To collect public input, a community survey was distributed in December of 2022. There were 313 responses received. Significant effort went into notifying the public of the survey. The City ran ads in the newspaper, on radio, City website, Facebook, utility billings and posters around the community to solicit input. Most respondents lived in Madison (75%) and 59% worked in Madison.

Community Meeting

A community meeting was held February 6, 2023 at the Madison VFW. The task force wanted to recreate the 2017 community meeting that was well attended and produced a list of community initiatives and projects – most of which have since been completed. The purpose was to engage the community in past, current and future projects with the city and give the city a sense of direction moving forward.

Over 120 people attended the event to share ideas and prioritize topics and issues for the future. A large marketing campaign was conducted to make sure the public knew about the meeting. Regular press releases kept the public informed both of the meeting and of the comprehensive plan process.

The complete results of the survey and community meeting can be found in the Appendix.

Marketing

Advertising

- City's website
- Social media platforms – Facebook & Instagram
- Half page newspaper ads x2
- Radio ads
- Posters around town
- City sign

RSVP

- Google forms – asking name, email for reminders and follow-up, and any special requests
- Attendees were able to call city hall to RSVP as well



Approximately 125 residents turned out for the February 2023 community meeting



Public Engagement


Community Meeting Content

Due to the success of the 2017 community meeting, the format for this meeting was kept very similar. There were 13 tables with approximately 10 residents per table for small group discussion.

The groups discussed “Using our assets for progress”, “Challenges and what can be done”, and did a blank check exercise where individuals were asked what they would do for the community with an unlimited source of money. Participants were asked to write the check toward a community project in Madison.

Meeting Timeline

- **5:00 Registration & Social**
Cash bar & appetizers
Time for people to interact and participate in the pre-activities at the table - identifying community's assets
- **5:40 Welcome and Intro**
Mayor, city council member, Scott Marquardt President of SWIF addressed childcare, and the city administrator highlighted the accomplishments the city has completed since the last community meeting in 2017
- **6:00 Small group discussions**
- **6:50 Blank check activity**
- **7:00 Door prizes**

		0001
		Date _____
PAY TO THE ORDER OF _____	\$ <input type="text"/>	
		_____ Dollars
Memo _____	Printed Name _____	
_____	Signature _____	

Blank Check exercise: “If you had a blank check to help the community, what would you do? Let us know who you would give it to, how much, and why/what the project is in the memo section.”



Public engagement

Open House for Draft Plan

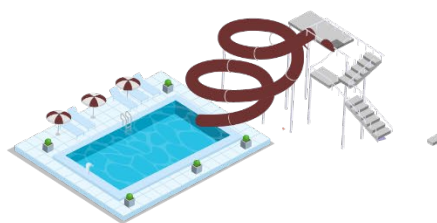
Once a draft of the plan was reviewed by the task force, a public open house was held in February 2024 for residents to view the plan and hear about the strategies contained therein. After the open house, the plan was reviewed and considered for adoption by the City's Planning and Zoning Commission and City Council.



Residents gather and visit at City Hall during the Comprehensive Plan open house on February 13, 2024

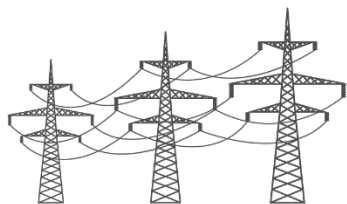


Madison's Assets in 2023



People & Culture

Well-maintained Properties » Safe » Active Service Organizations » Welcoming » leaders » Volunteers Generational » Great place to retire » Great place to raise a family » Thriving » Supportive » Quiet » Close-knit Friendly » Arts

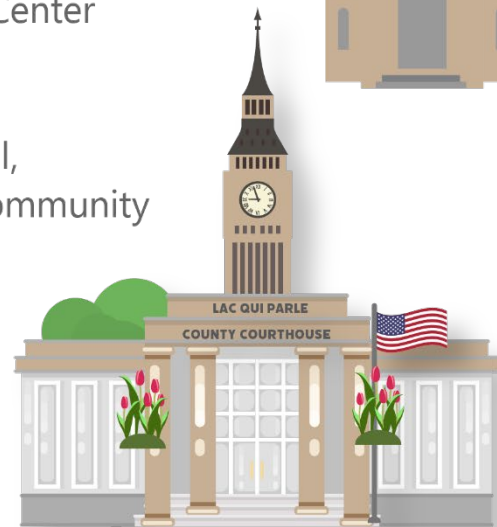
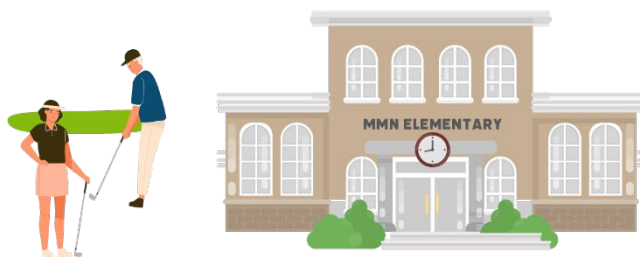


Local Economy

Downtown » Airport and Rail » Elevator » Auto Repair Services » Newspaper NEW Carecenter » Jubilee Grocery » KLQP-radio » Great Healthcare Providers Active local government » Cleanliness of City » Private electrical services Implement Dealers » Up to date infrastructure » Post-secondary options » High quality broadband » Location - 2 Major Highways » Madison Bottling Company Active Chamber of Commerce » Dentist, Chiropractor, Optometrist » Agriculture, farmers » Promoting and Supporting Businesses » Low rent & housing » Low cost of living/affordable » Local restaurant options

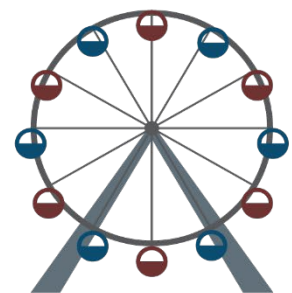
Spaces & Facilities

Armory » Baseball Field » Golf Course
MMN Elementary School » Movie Theater
Library » Museum » Parks » Prairie Arts Center
Swimming Pool » Various Churches
Senior meal site » Madison Mercantile
Fitness Center » Historic buildings– City Hall,
Carnegie Library, Courthouse » Beautiful Community



Festivals, Events Tourism

Block Parties » County Fair
Well attended community events
Largest hunting area in state » Race Track
Meander Artist » Car Show » Lac qui Parle Players
Santaland



Opportunities and Challenges in 2023

As a result of the robust community input process described above, several topics, trends and issues became evident. Residents love the small-town atmosphere of feeling safe, knowing their neighbors and having a lot of activities and events throughout the year. Quality schools, healthcare and well-kept properties and overall quality of life were just a few of the many strengths and assets mentioned by residents in the survey and at the meeting. Conversely, several challenges and issues were also identified such as childcare availability, housing options, and the lack of an available workforce. However, with a positive mindset and community cooperation, a lot of these challenges can also be seen as opportunities for new projects and initiatives as has been evident by past planning processes in Madison.



Residents enjoying the annual Block Party, one of Madison's popular community events

Some of these challenges/opportunities include:

- **Childcare availability and affordability** – This is a common issue across rural Minnesota, current providers are full and there is a severe gap between the cost of providing childcare and what families are able to pay.
- **Being inclusive to diverse populations** – In order to grow, a community must be welcoming. Birth rates are lower than what they used to be, making in-migration almost a necessity for population growth to occur. For that to happen, a community must be welcoming, have adequate jobs and housing, and possess attributes that make it unique from other similar communities.
- **Economic resiliency** – Interruptions in the economy can happen without warning. Natural disasters, global conflict, and poor weather conditions can all disrupt the local economy. Planning for some of these events and diversifying the local economy can keep a community going when things get tough.
- **Housing availability** – Another common issue across much of greater Minnesota is that there is no available quality housing. One potential source of the shortage is that seniors are able to live in their homes longer and are therefore not freeing up units for new residents and/or young families. Another is that building costs have skyrocketed making new construction unfeasible in rural areas.





- **Economic development programs** – Provide support for new and existing businesses and entrepreneurs. There are programs and services available in Madison, so perhaps better promotion and communication with prospective businesses and individuals would provide better access. It was also mentioned that perhaps greater flexibility needs to be offered within existing programs to meet the needs of entrepreneurs looking to start a business.
- **Local business offerings** – Survey responses indicated that residents would like to see an increased variety of local businesses. This is a challenge in today’s economy when competition is fierce, especially with the presence of online shopping. Many households, especially younger families, tend to shop online due to cost and convenience. To be competitive, local businesses need to offer a unique product or service and go above and beyond in customer service. In return, area residents need to be deliberate in supporting their local businesses or they will not likely survive.
- **Community involvement** – Madison has a history of strong community involvement and leadership. Families are busier today and schedules do not always allow younger residents the allowable time for community involvement. Finding creative and flexible ways to involve the new generation of community leaders is something for Madison to consider.
- **Trails/paths/sidewalks** – Residents would like to see a safe, connected network of pedestrian routes throughout the city. Community feedback pointed to a need to address areas of uneven, poorly maintained sidewalks.
- **Available workforce/Population loss** – Rural Minnesota has experienced a decline in population in the past, but that trend seems to be reversing. Since the pandemic, data shows that people are looking to relocate in rural areas for the safety, quietness and low cost of living if there are quality homes, broadband and amenities available. Having things to do, available quality housing and a welcoming environment are key to attracting new residents.
- **Junk/dilapidated houses** – This is a common issue in rural communities in Minnesota and across the country. One of the main reasons properties decline is due to lack of capacity in enforcing building codes and nuisance violations. In smaller communities, people oftentimes know each other or might be related, making enforcement difficult to carry out. Many times, cities try to work with property owners to give them a chance to clean up or fix their properties by giving them the benefit of the doubt or being sympathetic to their situations, but oftentimes, little to no progress is made and eventually the property becomes irreversible. In order to effectively address junk and dilapidated homes and properties, a city needs to enforce violations and stay committed to the cleanup process.





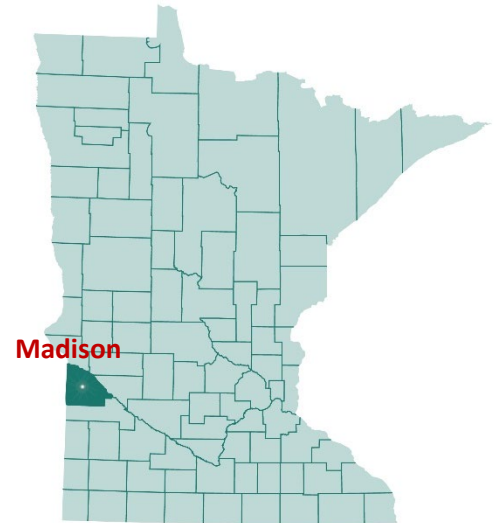
Community Profile

Location and Regional Setting

Madison is centrally located in Lac qui Parle County in west-central Minnesota and approximately 13 miles from the South Dakota border. Madison is located approximately 53 miles east of Watertown, SD; 155 miles west of Minneapolis; 143 miles south of Fargo, and 121 miles north of Sioux Falls, SD. The area outside of Madison is primarily farmland with areas of natural vegetation and wildlife management areas.

Madison sits at the intersection of U.S. Highway 75 and State Highway 40 and is 50 miles east of Interstate 29. The Burlington Northern Sante Fe (BNSF) Railroad provides rail service to the community. The Lac qui Parle County Airport is equally owned and operated by the County of Lac qui Parle and the City of Madison.

Madison is part of Lac qui Parle Valley School District which has three school buildings. The LQPV Middle School/High School facility is located 12 miles northeast of Madison in a rural setting. Grades K-4 are housed at the Appleton-Milan Elementary School in Appleton and the Madison-Marietta-Nassau (M-M-N) Elementary School in Madison. The M-M-N facility is also home to Little Eagles Daycare which provides childcare for infants through pre-school aged children.



Downtown Madison

Community Profile

Community History and Today

History of Madison

Madison was incorporated in 1885 and was developed on land bought from John Anderson that was previously being used as a wheat field. The name Madison was suggested by C.P. Moe in memory of his former home, Madison, WI. Madison was located on the rail line of the Minneapolis and St. Louis Railroad. Many people moved to Madison from Lac qui Parle Village with many moving their entire houses as well. Early on, Madison and Dawson vied for county seat status with Madison eventually winning out in 1889, moving the county seat, as well as the county courthouse, from Lac qui Parle Village. In 1899, the current courthouse was built and in 1903 the current City Hall building was built.

Madison Today

Today, Madison is a thriving rural community with a strong sense of community. It offers a wide array of activities and community events throughout the year and prides itself on being a great place to raise a family. There are multiple historic buildings sprinkled throughout the community and a good base of retail and industry from which to grow. The larger employers in Madison are Madison Healthcare Services, Lac qui Parle County, LPQV School District, Cargill, Madison Bottling, Midwest Machinery, and Ziegler CAT.

The City has prided itself on listening to the community's needs and then working together to find solutions or complete projects in response. The community has prioritized planning for the future and this document will serve as a long-range guide to improve Madison's quality of life for years to come.



*Top to bottom:
1889 County Courthouse
1899 (current) County Courthouse
1903 (current) Madison City Hall*



Community Profile

Demographics

Overview

- Madison’s population has declined since its peak in 1960. However, it has remained stable in recent years.
- The number of households in Madison has decreased by 18% since 1980 (approximately 161 households in 40 years). The average household size has decreased by 20%.
- The percentage of people aged 65+ in Madison (36.8%) is higher than the region (22.6%) as well as the state of Minnesota (15.8%), but there has been an increase in the number of younger families moving to the community.
- Most residents of Madison (25 and older) have a high school diploma or higher (94.9%). The percentage of those with a bachelor’s degree and higher (18.6%) is about half of the state’s percentage (37.6%).
- Household incomes are much lower than the state and Region 6W. There is a higher percentage of *people* living in poverty (12.7%) in comparison to the state (9.3%). However, the percentage of *families* below the poverty level is only 4.0%.
- Madison’s population has little diversity with almost 98% of the population identifying as White. The Asian or Pacific Islanders make up the largest ethnic group at 1.5%. It should be noted that due to the small size of the community, there is a large margin of error with these numbers.

Data sources used in this plan:

- U.S. Census 1990, 2000, 2010, 2020
- 2017-2021 American Community Survey, 5-Year Estimates
- City of Madison 2021 Housing Needs Assessment (prepared by CEDA)
- Lac qui Parle Hazard Mitigation Plan
- UMRDC Community Profile
- www.statsamerica.org/town/
- DEED On the Map Tool: <https://onthemap.ces.census.gov/>
- DEED Occupational Employment Statistics Data Tool: <https://mn.gov/deed/data/data-tools/oes/>
- DEED 2023 Lac qui Parle County Profile: https://mn.gov/deed/assets/053123_lacquiparle_tcm1045-407658.pdf
- DEED 2022 Region 6W Profile: https://mn.gov/deed/assets/2022_EDR6W_RP_tcm1045-133259.pdf
- Headwaters Economic Profile tool. <https://headwaterseconomics.org/tools/economic-profile-system/about/>

Madison Fast Facts

Population	1,483
Households	733
Median Age	54
Median Family Income	\$45,521

Housing Units	941
Vacant Units	208
Median Home Value	\$78,100
Median Rent	\$588

Source: American Community Survey, Five Year Estimates, 2017-2021



Community Profile

Demographics

Population

Madison’s population has appeared to somewhat stabilize since 2010 after losing over 700 people from 1970 to 2010. There was a similar decline in average household size during the same timeframe. The number of households actually bottomed out in 2020 and is recently estimated to have increased in 2021. Lac qui Parle County has experienced a much more drastic population loss with current levels now at just 43% of what they were 80 years ago.

- 372 Families in Madison
- Close to half of Madison residents live alone
- Older population compared to the state of MN

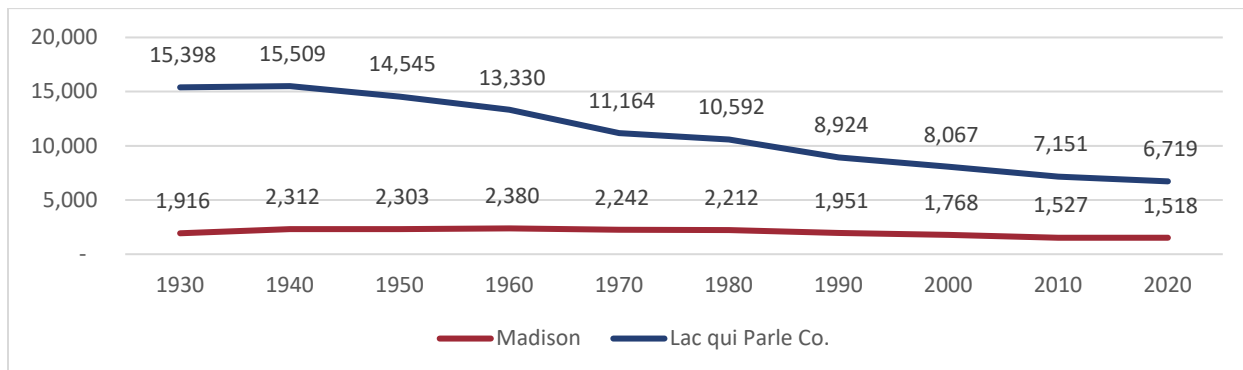
Projections from the Minnesota State Demographic Center anticipate that Lac qui Parle County’s population will decline by over 9% by the year 2035. However, as the graph below shows, Madison’s population seems to be stabilizing and will likely not experience this drastic decline.

Population, Households, and Average Household Size of Madison, 1970-2021

	1970	1980	1990	2000	2010	2020	2021 (est.)
Population	2,242	2,212	1,951	1,768	1,527	1,518	1,483
Households	800	894	826	789	736	714	733
Avg. household size	2.8	2.5	2.4	2.2	2.1	2.1	1.9

Source: U.S. Census Bureau, American Community Survey, 2017-2021 5-year Estimates

Population of Madison, Lac qui Parle County, 1930-2020



Source: U.S. Census

	Madison	Minnesota
Single-parent households (children under 18):	4.5%	5.4%
People living alone:	44.1%	29.1%
Households with one or more aged 65+:	48.4%	29.4%
Average household size:	1.94	2.49
Average family size:	2.55	3.09



Community Profile

Demographics

Age of Residents

- The 2021 median age for Madison of 54.0 is significantly older than the Minnesota median age of 38.8, but is younger than its 2010 median age of 58.9.
- Madison has 25% of the population over 65 which is higher than the state which is 16.8%.

Madison Population by Age, 2021

	Madison	% of Total	Minnesota	% of Total
<i>Total</i>	1,483		5,707,390	
<i>Preschool (0 to 4)</i>	51	3.4%	330,734	5.8%
<i>School Age (5 to 17)</i>	194	13.1%	978,247	17.1%
<i>College Age (18 to 24)</i>	74	5.0%	499,667	8.8%
<i>Young Adult (25 to 44)</i>	271	18.3%	1,513,214	26.5%
<i>Adult (45 to 64)</i>	347	23.4%	1,426,256	25.0%
<i>Older Adult (65+)</i>	546	25.4%	959,272	16.8%
<i>Median Age</i>	54.0	-	38.8	-

Source: U.S. Census Bureau, American Community Survey, 2017 – 2021 5-year Estimates

Race and Ethnicity

Madison’s data shows minimal diversity with less than 7% of the population reporting as a race other than White alone. Other than White alone, the next largest race/ethnicity is the Hispanic or Latino group with 3.4% of the population. As mentioned earlier in this plan, due to the small sample size of Madison’s population, there is a greater margin of error and therefore numbers may not reflect the actual composition of the community.





Community Profile

Economy and Employment

Employment

- Madison’s percentage of the population in the labor force is significantly lower than that of the state of Minnesota (68.4%). The reason for this is likely the large percentage of Madison residents over the age of 65 as noted above. The unemployment rate in Madison (0.6%) is significantly lower than the state’s rate (4.9%) and shows a need for additional workers in Madison.

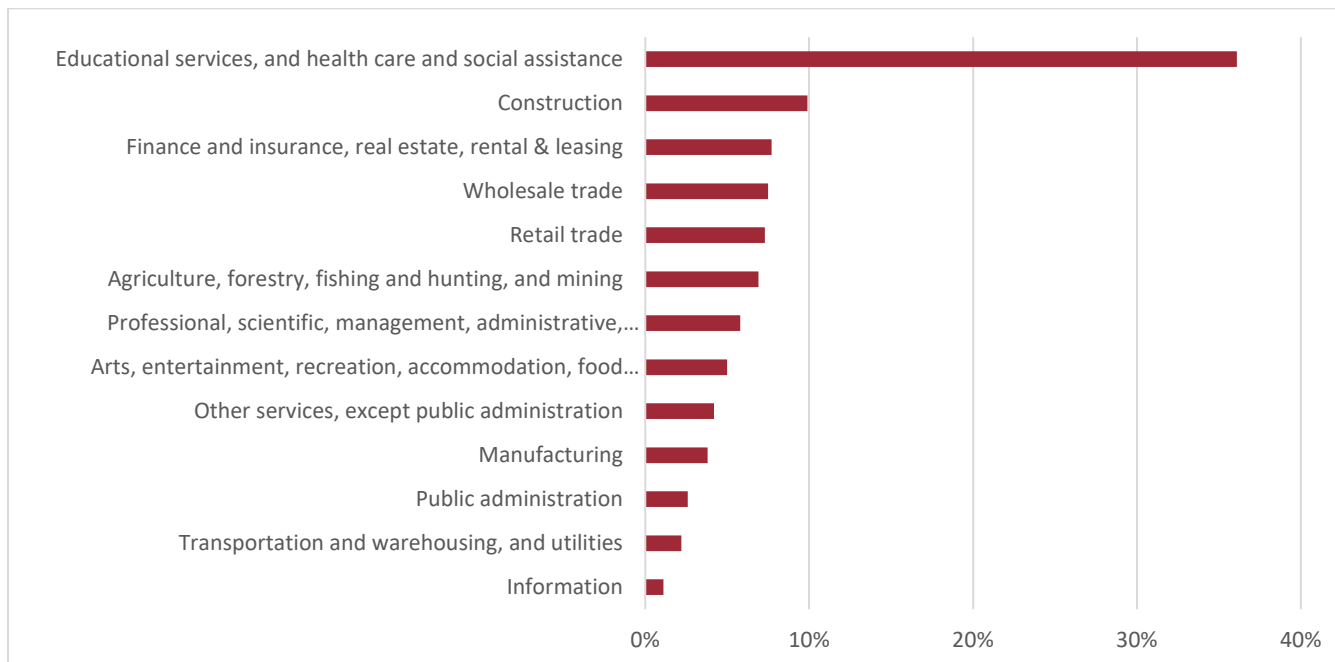
	Madison	Madison %	Minnesota %
Population	1,483	100%	100%
Population 16 years and older	1,269	85.6%	78.8%
Population in labor force*	630	49.6%	69.2%
Employed	626	99.4%	66.3%
Unemployed**	4	0.6%	2.8%

Source: 2017 – 2021 American Community Survey 5-year Estimates

*The Labor Force includes people actively seeking work. People not counted as part of the work force include students, retired people, stay-at-home parents, people in prisons or similar institutions; people employed in jobs or professions with unreported income, as well as discouraged workers who cannot find work.

**Percent of those unemployed in the labor force.

Labor Force by Industry



Source: 2017 – 2021 American Community Survey



Community Profile

Economy and Employment

Income

- Income is lower in Madison compared to the state as a whole.

Income Statistics of Madison and the State of Minnesota, 2021

	Madison	Minnesota
Median Household Income	\$45,521	\$77,720
Average Household Income	\$60,580	\$102,691
Median Family Income	\$65,223	\$99,567
Per Capita Income	\$31,272	\$41,753



Source: 2017 – 2021 American Community Survey

Cost of Living in Lac qui Parle County vs. Hennepin County, 2022*

	Yearly cost	Average monthly costs						
		Childcare	Food	Health Care	Housing	Transport	Other	Taxes
Hennepin County	\$104,706	\$2,299	\$1,227	\$578	\$1,931	\$862	\$764	\$1,064
Lac qui Parle Co.	\$59,142	\$674	\$1,231	\$539	\$982	\$886	\$536	\$80
<i>Swift County</i>	<i>\$60,257</i>	<i>\$674</i>	<i>\$1,198</i>	<i>\$539</i>	<i>\$994</i>	<i>\$984</i>	<i>\$530</i>	<i>\$102</i>
<i>Big Stone County</i>	<i>\$61,485</i>	<i>\$674</i>	<i>\$1,194</i>	<i>\$539</i>	<i>\$1,128</i>	<i>\$903</i>	<i>\$562</i>	<i>\$124</i>

*Costs shown are for average family with two full-time working parents and two children

Source: 2022 DEED Occupational Employment Statistics Data Tool

- The cost of living in Lac qui Parle County is significantly lower than the Minneapolis/St. Paul area. For a typical family with two children and two working parents, it costs about a third less to live in Lac qui Parle County vs Hennepin County. (Other counties in the metro area had similar annual costs of living - Anoka, Ramsey, Carver, Washington, Scott, and Dakota Counties).
- Childcare, housing and taxes are the three cost areas where there is the most disparity between Lac qui Parle County and the metro counties. It should be noted that anecdotally, childcare costs in Lac qui Parle County are higher than those reported above – closer to \$1,200 per month.

Poverty Rates in Madison, Surrounding Communities, and the State of Minnesota, 2021

	Madison	Appleton	Dawson	Montevideo	Minnesota
People below the poverty level	12.7%	25.1%	5.8%	15.1%	9.3%
Families below the poverty level	4.0%	21.8%	3.3%	9.7%	5.5%

Source: 2017-2021 American Survey

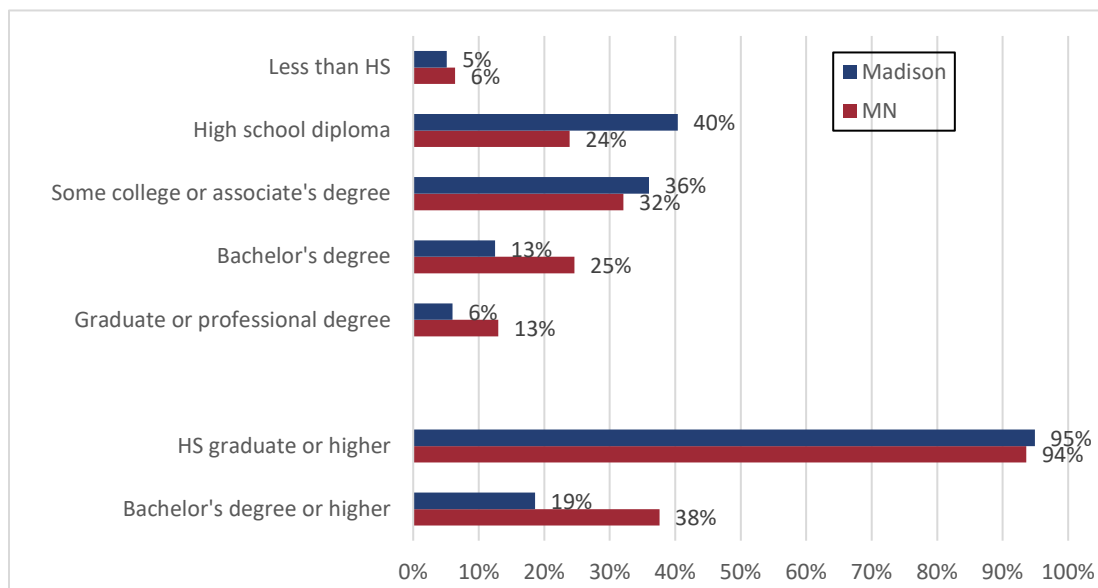


Community Profile

Economy and Employment

Education Attainment

Educational Attainment for Population 25 and over in Madison & MN, 2021



Source: 2017-2021 American Community Survey, 5-Year Estimates

- There is a higher percentage of people 25 and over who have a high school diploma (40%) compared to the state (23%) and a lower percent with a bachelor's degree in Madison (13%) than the state (25%).
- The fact that Madison has an older population is one possible explanation of why the percentage of people without a bachelor's degree (or higher) is high. For older generations, graduating from college was much less common. Another possible explanation is that there is not a high percentage of jobs in the community requiring a college degree.

The Future of Madison

A vision shares what Madison wants their city to look and feel like in 10-20 years. The vision can look farther out than this 10-year plan.

Madison Community Vision: Welcoming, thriving, and home

Here is what Madison looks and feels like in 2030-2040...



Madison's deliberate and forward-focused efforts have positioned the community to be a shining example of a flourishing small town. Madison is full of community pride and offers a wide variety of entertainment, shopping, services and housing options.



Neighbors are there for each other and new residents are welcomed with open arms and are quickly woven into the community fabric. Properties are well-maintained and dilapidated sites continue to be addressed. Housing options include a balanced mix of units for all incomes and household sizes.



Madison's business community is supported by the City and EDA who provide a favorable business environment and area residents provide support by shopping local. A wide variety of shops and services are offered and have resulted in additional high-paying jobs. New skilled workers find the safe, welcoming and charming community a great place to live, work and raise a family.



New community leaders have emerged and assimilated with veteran leadership to ensure community needs are met. As a result, Madison continues to be both proactive and responsive with planning and development and prioritizes the needs of the residents. Their forward-thinking nature and dedication have resulted in updated infrastructure, adequate childcare, and new recreational assets for both young and old. All the while, the community's voice continues to be heard.

The community works collaboratively to address its needs by utilizing creative ways to address them. This results in a welcoming, thriving, and successful home for businesses and residents.



Planning Topics

The topics chosen for Madison's Comprehensive Plan are:

- *Housing*
- *Parks and Recreation*
- *Economic Development*
- *Public Infrastructure*
- *Transportation*
- *Community Vitality*
- *Land Use and Zoning*



Housing

Housing is a top priority for the City of Madison. Various challenges exist such as providing an adequate variety of housing options, stimulating new housing construction, addressing dilapidated properties, smaller lot sizes in established neighborhoods, and providing quality and affordable housing for all ages and household types.



Madison Housing Facts:

Housing Units	941
Rental Units	175
Vacant Units	208

Source: American Community Survey 5-Year Estimates, 2017-2021

- ▶ Eight new homes built after 2009.
- ▶ The overall number of housing units has increased slightly since 2000.
- ▶ The number of vacant housing units increased significantly since 2000.*

**City leaders noted that the actual number of vacant housing units is likely much lower than ACS reports*

Population and Household Trends, 1990-2020

	1990	2000	2010	2021
Population	1,951	1,768	1,551	1,483
Households	826	789	736	733
Average Household Size	2.36	2.24	2.11	2.02

Source: U.S. Census Bureau, 1990-2020; American Community Survey, 2017-2021 5-year Estimates

Housing Values, Costs and Year Built, 2021

	Madison	MN
Median Home Value	\$79,200	\$250,200
Median Gross Rent	\$755	\$1,081
Mortgage Cost	\$861	\$1,682
Mortgage cost > 30% of household income	32.6%	21.6%
Rent > 30% of household income	12.0%	43.6%

Housing Year Built

Median Year Structure Built	1957	1977
2020 or later	0%*	0.2%
2010-2019	0%*	6.5%
2000-2009	1.4%	13.5%
1980-1999	17.9%	26.0%
1960-1979	28.6%	24.1%
1940-1959	19.8%	14.1%
1939 or earlier	32.3%	15.6%

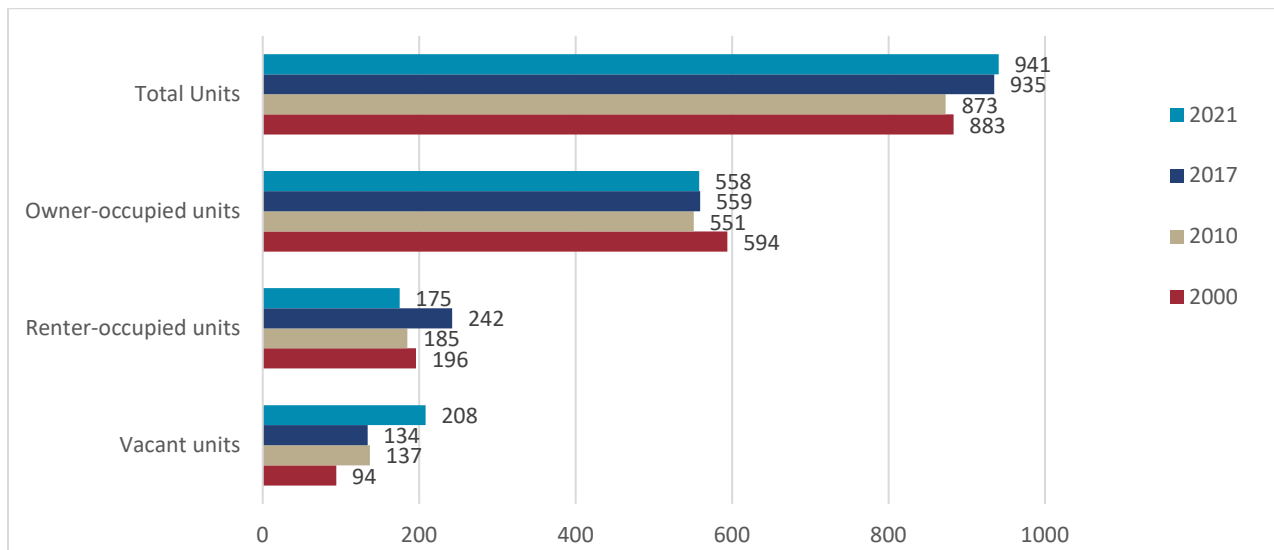
*City zoning records indicate that 8 new homes were constructed after 2009.

Source: American Community Survey 5-Year Estimates, 2017-2021



Housing

Housing Units and Occupancy, 2000-2021



Source: U.S. Census, American Community Survey

Windshield Survey, 2021 (CEDA)

A windshield survey is systematic observations from the street to observe the condition and occupancy of homes. CEDA (Community and Economic Associates) conducted a windshield survey as part of their Housing Needs Assessment 2021-31 for the City of Madison. Their report concludes that:

The existing housing stock in the neighborhood is in fair condition. Approximately 66% of the houses in the neighborhood need Minor or Major Repair, and 28% of the houses were rated as Sound, with no required improvements. Seven homes were rated as dilapidated and beyond repair.

Small Cities Development Program (SCDP)

The Small Cities Development Program (SCDP) is utilized to rehab housing and commercial properties. Since 2004, the City of Madison has received \$1,739,338 in funding through the SCDP program to rehabilitate 82 owner-occupied units and \$594,557 in SCDP funding for 62 commercial rehabilitation projects. A new grant for \$599,610 was recently awarded in 2024 to rehab another 19 owner-occupied and three single family rental units.

Madison Housing Needs Assessment 2021-31 Recommendations

The Madison Housing Needs Assessment 2021-31 that was recently prepared by CEDA recommended the addition of 87 units by the year 2031. Of this total, 64 units should be new units to be added for workforce multi-family housing, senior housing, and single-family housing. The remaining 23 new units will replace blighted or dilapidated homes that should be removed from the housing stock.

The study also recommended that of the 87 units, 46 should be workforce multi-family units, 24 should be senior housing units, and 17 should be single-family units.

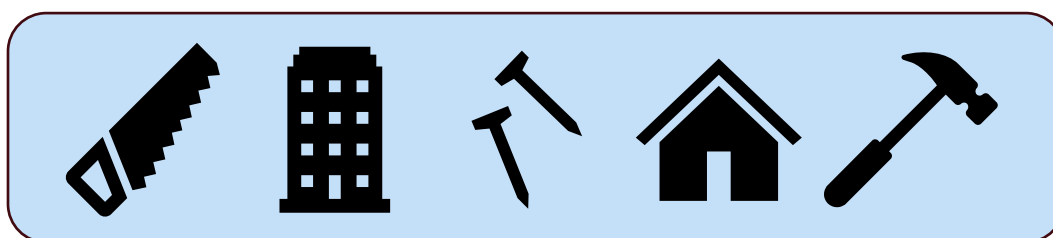
Housing

Housing Issues Identified 🔍

Housing is one of the City of Madison's main priorities. Throughout the community input process, housing issues were frequently mentioned. These issues are not currently unique to just Madison as much of Greater Minnesota is facing similar challenges. Housing is related to the economic health of the community. The lack of available housing prevents new residents from moving to town, employers from hiring new employees, and renters from owning their own home. In addition, poor housing conditions result in diminished tax revenues, lack of neighborhood pride and sometimes, health and safety concerns.

These housing issues were identified as part of the community input process:

- Limited inventory, need more units of all types - rental, condo, single family, senior, market rate/income based
- Clean up and enforcement needed on dilapidated properties, make housing stock safer
- Incentives or financial assistance for housing would be helpful
- Provide a development friendly environment for residents to make improvements to their homes
- New housing developments are costly for the City when considering the need to extend infrastructure (water, sewer, streets, and electricity) to previously undeveloped areas
- Housing construction costs are currently high due to labor shortages and the high cost of materials. A new home costs much more to build than its market value would be upon completion.





Housing Goals and Strategies



Overall Goal - Provide an adequate inventory of safe, quality housing options that meet the needs of all residents, income levels and household sizes.

Strategy Highlights:

- Increase inventory
- Encourage new construction and rehabilitation

Strategies for all housing types

- 1.1. Actively promote available financial assistance, programs and/or incentives to provide safe, accessible and affordable housing options for all citizens.
 - a. First time homebuyer programs
 - b. Small Cities Development Program
 - c. USDA Rural Development
- 1.2. Regularly review zoning and subdivision codes to ensure they are not a primary barrier to development.
- 1.3. Develop and maintain a list of available lots for housing so that developers and potential home builders can easily learn what is available. Maintain a list of available rentals and landlord contact list for newcomers.
- 1.4. Conduct a housing inventory and map potential housing redevelopment sites every 5-10 years.

Strategies for new housing development within the community

- 1.5. Provide targeted development incentives to attract developers for new housing projects.
- 1.6. Maintain and/or expand community facilities, utilities, and infrastructure to accommodate new housing development.
- 1.7. Utilize development and land use plans to guide development and placement of a variety of housing units – include single-family detached homes, townhomes, duplexes, multi-family apartment buildings, and mixed-use buildings, and other forms of housing sought out by homebuyers and renters.
- 1.8. Partner with employers, non-profit and/or for-profit developers to develop new housing.
- 1.9. Work to have five new homes built in the next five years, with prioritization being affordable or starter homes.

Strategies for the existing housing stock and properties throughout the community.

- 1.10. Consider creating a dedicated City fund or contributing to a local organization focused on helping homeowners and rental owners maintain and improve existing housing stock.
- 1.11. Encourage a variety of life-cycle housing including accessible housing, and accessory units for generational housing (tiny houses, mother-in-law suites).
- 1.12. Enforce zoning ordinances and building code regulations and address dilapidated homes.
- 1.13. Consider applications for Small Cities Development Program (SCDP) every 3-5 years to make funding available for low to moderate-income and rental unit owners to rehabilitate current housing stock.

Parks and Recreation



Residents, workers and visitors identify parks, trails and recreational facilities as valuable community resources that contribute positively to their quality of life in Madison. The community survey conducted in early 2023 showed many respondents would like to add biking and walking trails. There were also many that mentioned the swimming pool bathhouse needs repair.

Recreational assets in Madison include several parks, a swimming pool, dog park, disc golf, sport courts, ballfields, and golf course. The community prides itself on providing a wide array of recreational facilities and activities for residents of all ages and interests.

Park Inventory

Name	Amenities
J.F. Jacobson Park South Highway 75	<ul style="list-style-type: none"> ➤ Lac Qui Parle County Historical Museum with log cabin, country school and studio of Madison native, author Robert Bly ➤ Madison’s cod statue, “Lou T. Fisk” ➤ Roadside rest area and camping ➤ Seasonal bathhouse/restrooms
Madison Memorial Field East Highway 40	<ul style="list-style-type: none"> ➤ Lighted Madison Memorial Field ➤ Dugouts ➤ Concession stand ➤ Parking
MMN School Playground/grounds 3 rd Avenue & 4 th Street	<ul style="list-style-type: none"> ➤ Playground ➤ Two tennis courts ➤ Basketball hoops ➤ Hockey rink ➤ Grass fields/open space
Madison Country Club 2225 MN-40	<ul style="list-style-type: none"> ➤ Nine-hole golf course on 40 acres ➤ Country club offers full kitchen, full bar and dining room area
Slen Park and Madison Swimming Pool 7 th Street & Evergreen Avenue	<ul style="list-style-type: none"> ➤ Swimming pool ➤ Basketball court ➤ Tennis courts ➤ Playground ➤ Shelters ➤ Parking ➤ Bathhouse/restrooms (seasonal) at pool ➤ Seasonal restroom at one of the shelters



Lou T. Fisk statue at J.F. Jacobson Park



Madison Memorial Field



Madison Swimming Pool at Slen Park

Parks and Recreation

Recreational Fields and Kiwanis Playground

North Highway 75 & 11th Street

- Two lighted softball fields
- Concession stand
- Dog park
- Restrooms
- Disc golf course
- Playground



Softball Fields at Recreational Fields Park

Grand Park

316 6th Avenue (Downtown)

- Musical instruments
- Exercise equipment
- Picnic tables & benches
- Walking path
- Bike rentals
- Public restroom



Kiwanis Playground

Centennial Park

1st Avenue & 1st Street (near water plant)

- Playground
- Park shelter
- Open space

Veterans Memorial Park

710 W 2nd St

- Flags
- Biome Public Art
- Benches



Biome Public Art at Veterans Memorial Park

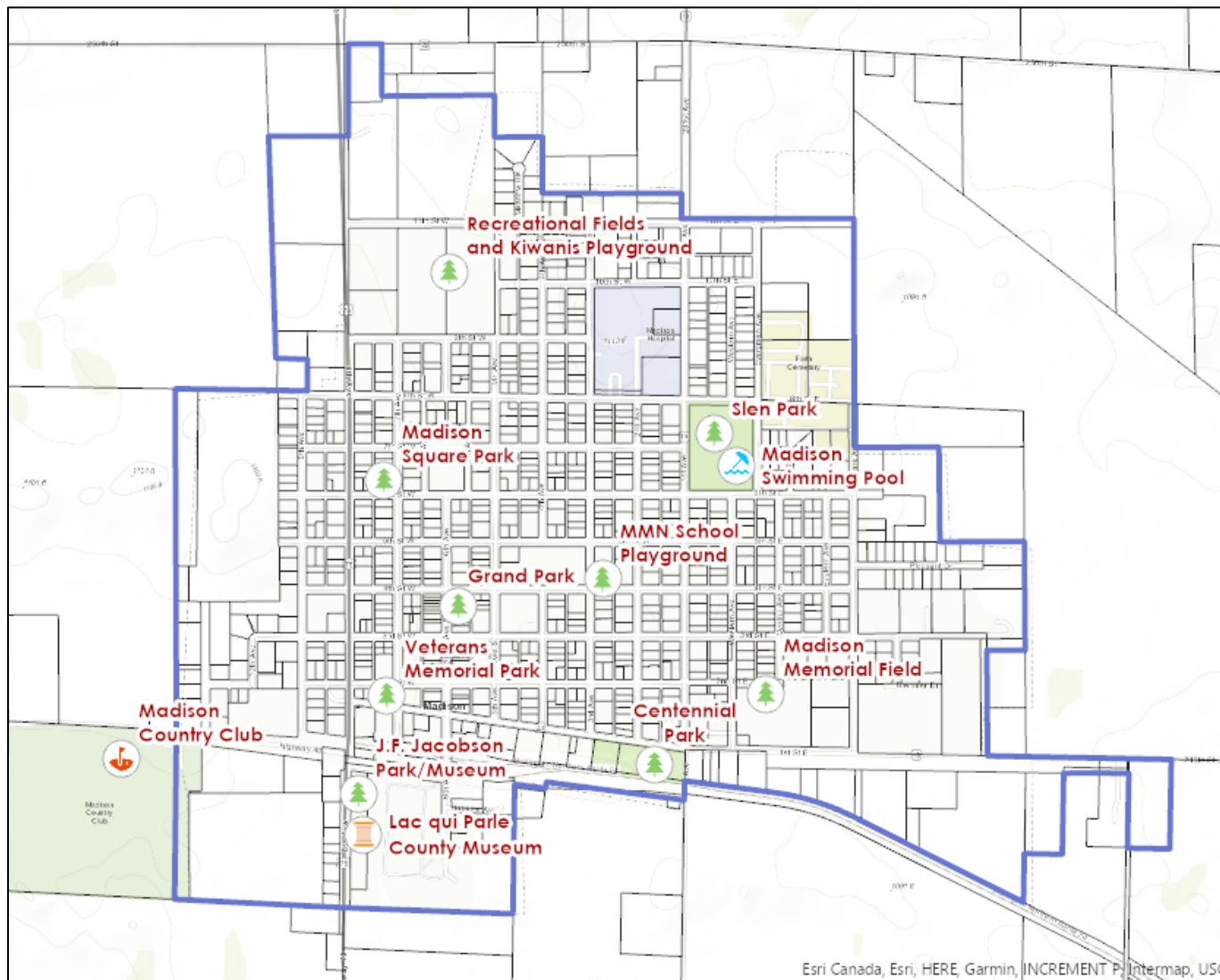
Parks and Recreation Issues Identified 🔍

These parks and recreation issues and ideas were identified as part of the community input process:

- Pool bathhouse improvements
- More things to do/year-round activities or facilities
- Sidewalk improvements/pedestrian network
- Indoor activities for winter months (archery/shooting range, hangout for kids, bowling alley, etc.)

Parks and Recreation

Map of Parks in Madison



Lac qui Parle County Museum at J.F. Jacobson Park



Grand Park in downtown Madison



Disc Golf at Recreational Fields



Parks and Recreation Goals and Strategies



Overall Goal: Develop and support a comprehensive system of safe, well-maintained, and useful open spaces and recreational facilities that serve the entire community year-round.

Strategy Highlights:

- Slen Park improvements
- Improve walkability of community

Strategy:

- 2.1. Include accommodations for people of all abilities when adding new or updating existing recreational facilities.

Goal 1 - Provide a well-maintained and updated variety of recreational amenities and enhance existing parks and recreational facilities as recreational trends and demands continue to evolve.

Strategies:

- 2.2. Promote and support the golf course.
- 2.3. Promotion/public education of the school facilities as an indoor recreational asset
- 2.4. Provide winter recreational activities such as an ice rink, sledding, snowshoeing, etc.
- 2.5. Provide directional signage and updated information (online (Google/Apple maps) and handouts) about the recreational assets for visitors, employers, and potential residents.
- 2.6. Create a park master plan for Madison to assess current recreational facilities/services and to identify future needs, which includes improvements and potential expansions to include in the city's Capital Improvements Plan.
 - Could vary from a full plan to a list of projects and needs/inventory with the main purpose being that the City will know what they have and what needs to be updated/replaced
- 2.7. Protect recreational resources and open spaces when developing and maintaining the city's built environment.
- 2.8. Collaborate with the school district to share facilities for recreation and sports programs.
- 2.9. Seek opportunities to work with regional recreational partners to promote/work together to promote and coordinate recreational events and/or facilities. (State, County, neighboring communities, school district, Prairie Waters)
 - Dawson has a bowling alley, Madison has a theater, nice ballfield – think regionally to promote what each other has.
- 2.10. Seek to utilize federal, state and local funding options when implementing recreational projects.
- 2.11. Improve/upgrade facilities at Slen Park
 - Removal and replacement of basketball and tennis court surfaces (down to drainage)
 - Add pickleball court lines to tennis court
 - Add ADA pathways through the park
 - Parking lot improvements

Economic Development

Economic development seeks to strengthen a community through the expansion of its tax and employment base. A strong tax and employment base allows the community to support a higher quality of life for its residents by improving public services (parks, schools, libraries, infrastructure, emergency services, and other governmental services).

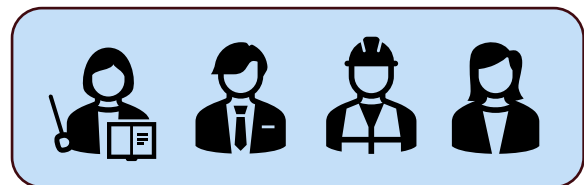
Overview

- Madison's top three largest employment sectors are:
 - Educational services, and health care and social assistance – 36.1%
 - Construction – 9.9%
 - Finance and insurance, and real estate and rental and leasing – 7.7%
- The labor force in Madison has a lower educational attainment than the state, but this matches the jobs available in our region.
- The cost of living is lower in Lac qui Parle County, so while median wages are lower, it is actually quite affordable to live in southwest Minnesota. Housing, childcare, and taxes are the three areas that are significantly lower than metro areas.
- Madison has a very active Economic Development Authority and Chamber of Commerce which help promote and advance economic growth.



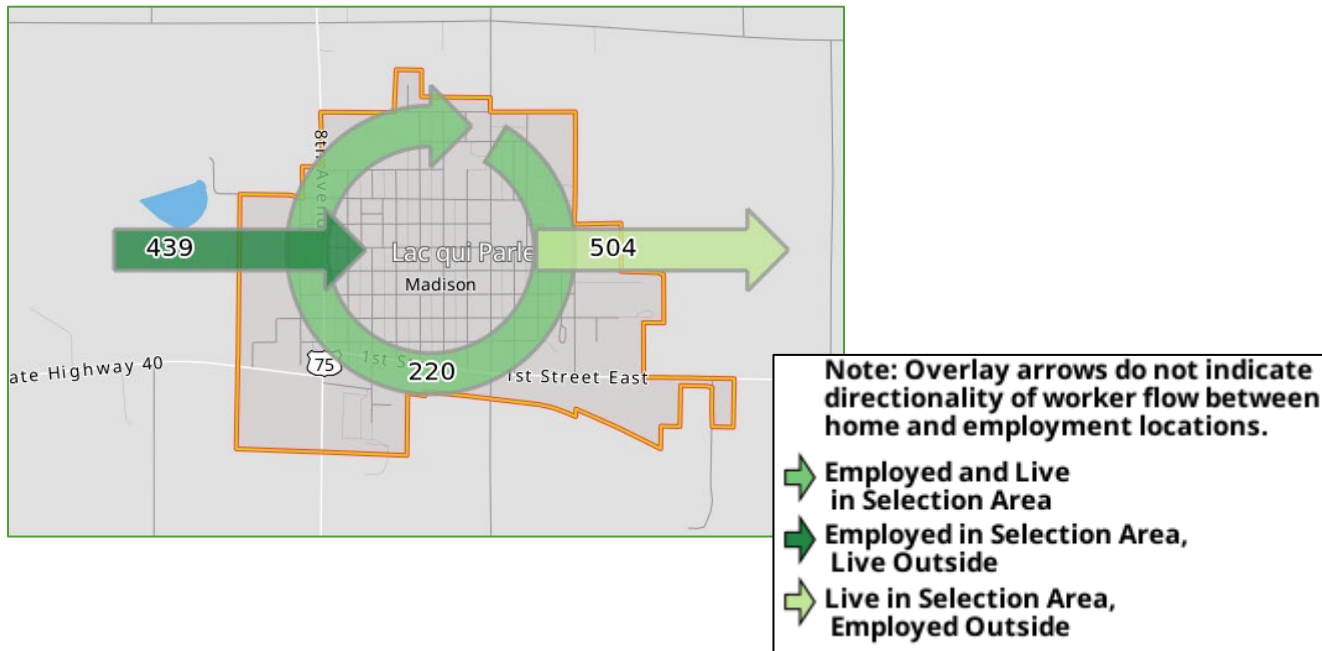
Labor Force

- Madison has an older population than Minnesota as a whole (25.4% of residents are 65+ years old compared to Minnesota which has 16.8%)
- Data shows that Madison has a lower percentage of people with a bachelor's degree and a much higher percentage of people with a high school diploma. This may be partly the result of an older population, but it is also likely because the jobs available in Madison and surrounding area do not require high numbers of college educated workers. This trend has stayed consistent over the last few years.
- There are currently only 0.3 job seekers per job vacancy in southwestern Minnesota, the lowest on record.
- Overall employment in Lac qui Parle County is still down from pre-pandemic levels.
- Of those aged 16 and employed...
 - 71.9% are private wage and salary workers
 - 14.7% are self-employed
 - 13.4% are government workers



Economic Development

Inflow/Outflow of Labor Force in 2020



Source: U.S. Census, OnTheMap, 2020

Where Madison's Labor Force Lives

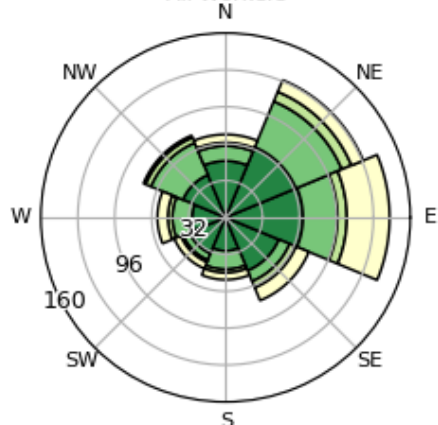
City	Number of Workers	% of Labor Force
<i>Madison city, MN</i>	220	33.4%
<i>Appleton city, MN</i>	27	4.1%
<i>Dawson city, MN</i>	20	3.0%
<i>Canby city, MN</i>	10	1.5%
<i>Bellingham city, MN</i>	9	1.4%
<i>Montevideo city, MN</i>	9	1.4%
<i>Ortonville city, MN</i>	9	1.4%
<i>Nassau city, MN</i>	7	1.1%
<i>Marietta city, MN</i>	4	0.6%
<i>Watson city, MN</i>	3	0.5%
<i>All Other Locations</i>	341	51.7%
<i>Total Jobs in Madison</i>	659	100.00%

Source: OnTheMap 2020



Economic Development

Job Counts by Distance/Direction in 2020
All Workers



Jobs by Distance - Work Census Block to Home Census Block

	2020	
	Count	Share
Total All Jobs	659	100.0%
Less than 10 miles	364	55.2%
10 to 24 miles	165	25.0%
25 to 50 miles	40	6.1%
Greater than 50 miles	90	13.7%

Source: U.S. Census, OnTheMap, 2020

Economic Development Activities

Madison Economic Development Authority (EDA)

The Madison Economic Development Authority (EDA) was established in 1989 and has seven members with two being elected from the city council and five from the community at large. The EDA meets monthly and provides support to existing businesses and other economic development related activities in the community. The EDA administers the Commercial Improvements Program which provides financial assistance in the form a loan and forgivable loan for exterior building improvements. They also provide gap financing through their Business Assistance Financing Program.

Madison Chamber of Commerce

The Madison Area Chamber of Commerce is made up of about 120 businesses and individuals who are concerned about keeping the businesses and community of Madison thriving and healthy. They do so by supporting approximately 18 community events a year along with a variety of other tasks such as:

- Planning, marketing and promotions
- Making decisions on store hours
- Acting on economic development ideas
- Striving for more tourism for our area
- Holding ribbon cuttings for new businesses
- Hosting Business After Hours events
- Holding the annual meeting and party and any other social events

Economic Development Issues Identified 🔍

- Shop local, keep money in town when possible
- Support local businesses (expansions, development, entrepreneurs, rehab, help them succeed)
- More retail selection/variety, expanded hours of local businesses (evening/weekend)
- Available workforce (attraction/retention) vs. more jobs
- Economic resiliency



Economic Development Goals and Strategies



Overall Goal: The City of Madison will provide a competitive and supportive business climate for new and existing businesses.

Strategy Highlights:

- Shop local
- Support businesses
- Utilize partnerships

Strategies:

- 3.1. Promote the culture of “shop local” and encourage the use of local goods and services produced or sold in Madison.
- 3.2. Engage with local businesses to understand their current and future needs and respond to these needs.
- 3.3. Support local businesses and entrepreneurs by offering and/or promoting local financing tools such as tax increment financing, tax abatement, and revolving loan funds as well as applicable State and Federal programs.
- 3.4. Foster opportunities for businesses to network with each other on a regular basis to identify opportunities for partnerships, sharing of resources/economies of scale, problem solving, mentorships, etc.
- 3.5. Apply for Small Cities Development Program (SCDP) grants every 3-5 years to rehabilitate current commercial properties.
- 3.6. Utilize existing public/private partnerships and resources to efficiently meet the economic development needs and opportunities of the community.
- 3.7. Work to develop shovel ready sites for prospective business in areas identified for development.
- 3.8. Recognize agricultural activities as an important existing industry by promoting and maintaining agri-businesses and agricultural product processing facilities.

Goal 1 - Support strategic economic growth within the U.S. 75/MN 40 corridors and downtown area, to provide additional retailers, businesses, and services for the community.

Strategies:

- 3.9. Work to provide an appropriate variety of retail, dining, and service businesses to attract residents and regional customers to Madison.
- 3.10. Continue to engage with the Madison community to understand what types of businesses residents want and need.
- 3.11. Attract new industry by marketing local infrastructure, transportation, community amenities, workforce, and available sites and buildings.



Economic Development Goals and Strategies

Goal 2 - Utilize existing and available spaces for new economic development activities

Strategies:

- 3.12. Support downtown building owners in efforts to occupy vacant storefronts with a good mix of office, retail, and services.
- 3.13. Consider redevelopment and renovation of existing commercial and industrial developments, and the downtown area before the creation of new developments outside of areas served by existing utilities.
- 3.14. Enforce zoning ordinance and building code regulations, and remove dilapidated commercial structures when necessary.
- 3.15. Maintain and promote an inventory of available buildings and lots.

Goal 3 - Strive to provide a strong and resilient local economy

Strategies:

- 3.16. Work to attract business and emerging industries that would complement existing businesses yet diversify the economy, such as the renewable energy industry.
- 3.17. Implement hazard mitigation strategies that will reduce the impact of natural disasters on the local economy – bury powerlines, improve redundancies of water/wastewater/electrical systems



Public Infrastructure, Facilities, and Services



A city’s infrastructure, facilities and services present an important challenge as well as a great resource as the city plans for its future. It is a challenge because the infrastructure is always aging while upgrades and replacement costs continue to increase and thus require large amounts of financial resources. The services a community provides are often an important factor in attracting new residents as well as in keeping current residents.

This section also considers energy and broadband.

Overview

- Sidewalk improvements were a consistent response during the community input process.
- The City is in the process of expanding infrastructure to the northwest part of town, north of Lou’s Lodge and near Ziegler CAT for potential growth.
- Childcare is provided at Little Eagles Daycare, which is operated by the LQPV School District as well as several in-home providers. Childcare is an essential service for the community and plays a critical role in having an available workforce.

City Owned Buildings & Facilities

<i>Building or Facility</i>	<i>Address</i>
Public Works Building	616 8 th Street
Wastewater Treatment Plant	2355 241 st Avenue
Lift Stations	Meadow Hills & 11th Street Recreational Field 11th Avenue & Highway 40 E
Water Treatment Plant	201 1 st Street
Water Tower	315 9 th Avenue
Fire Hall	106 7 th Avenue
Ambulance Garage	301 1 st Street
City Hall	404 6 th Avenue
City Carnegie Library	401 6 th Avenue
Electric Utility Substations	618 2 nd Street 700 Park Avenue



City of Madison’s Carnegie Library

Public Infrastructure, Facilities, and Services



Water System

The city of Madison was the first city in Minnesota to construct a reverse osmosis system for a municipal water supply in 1998. As part of this project, the City constructed a new water treatment plant, two new wells, and a 300,000 gallon water tower. Approximately 380 gallons per minute are pumped from the wells.

Sanitary Sewer Facilities

Madison's wastewater has a capacity of 460,000 gal/day with average demand being 281,000 gal/day and the peak demand being 460,000 gal/day. The wastewater collection and treatment system consists of the disposal plant, three lift stations.



Stormwater System

The stormwater consists of curb/gutter and collection lines throughout most of the city.

Fire and Emergency Response

- City-owned, volunteer Fire Department, which is also supported by the contracted townships
- City-owned, volunteer Ambulance Service

Energy Providers

- [Madison Municipal Utilities](#) contracts with Western Area Power Association for primary power supply and is supplemented from Missouri River Energy Services. Western Area Power Association (WAPA) is a federal program and uses hydropower. There are two substations in the community located at 618 2nd Street and 700 Park Avenue
- Natural gas is provided by [Minnesota Energy Resources](#).



Broadband



Internet is offered by Frontier, Mediacom, MVTV Wireless and Farmers Mutual Telephone Company. Farmers Mutual recently completed a community wide fiber installation project and now provides symmetrical internet service with speeds up to 300Mbps.

Public Infrastructure, Facilities and Services Issues Identified

- Childcare (availability, affordability, retention of providers/staff, options)
- Sidewalk improvements



Public Infrastructure, Facilities, and Services Goals and Strategies



Overall Goal: Provide quality/reliable, affordable and adequate public infrastructure, facilities and services that meet the community's current and future needs.

Strategies:

- 4.1. Explore development incentives that prioritize infill development/redevelopment and utilize existing public infrastructure.
- 4.2. Use annual capital improvement planning and budget processes to prioritize and plan for regular maintenance, replacement, and expansion of facilities, services, and infrastructure as needed, taking into consideration input from residents and businesses.
- 4.3. Continually evaluate renewable energy options to help the City and its residents transition away from fossil fuels.
- 4.4. Adopt wind and solar ordinances that provide a smooth transition for community members that individually decide to implement renewable energy projects.
- 4.5. Analyze and document the condition, capacity and fee structure of all city infrastructure and utilities (water, wastewater, streets and storm sewer) on a regular basis to determine need for replacement, repairs, or new services to meet the needs of current and future residents and businesses and to provide adequate funding to make improvements/expansions when needed.
- 4.6. Consider adopting an automatic annual increase in utilities rates as part of the City's rate ordinance/resolution to account for continued increases in providing these services. (The annual increase should have a sunset date, at which time the annual increase can be reevaluated.)
- 4.7. Work to fulfill childcare needs for the city by supporting local providers.
- 4.8. Meet the broadband needs of all ages, incomes, abilities in terms of digital literacy, affordability, and access to fully utilize the recently installed broadband infrastructure.
- 4.9. Distribute City communication through regular, consistent channels such radio, newspaper, website/social media, and digital sign.
- 4.10. Seek to utilize federal, state and local funding options to implement projects.
- 4.11. Ensure that local emergency response departments are adequately equipped and trained.
- 4.12. Initiate discussions with surrounding townships to encourage financial support of the Madison Ambulance Service as is currently being done with the fire department.

Strategy Highlights:

- *Prioritize in-fill development*
- *Support local childcare providers*
- *Plan for the future*



Transportation

Transportation includes all modes of transportation from buses, automobiles, bicycles and pedestrians to heavy commercial vehicles, freight trains and airplanes. It offers opportunities as it connects people and industries to the region, the state and beyond. It also has a major impact on existing and future land uses as well as future growth.

Some recent transportation projects include:

- Resurfacing of Highways 75 and 40 in Madison (2023)
- Resurfaced Hwy 75 from the north junction of Hwy 40 to 8th St.
- Resurfaced Hwy 40 from the east junction of Hwy 75 to Western Ave.
- Updated sidewalks and pedestrian ramps along project areas to meet modern ADA standards.
- Trees were removed to complete project work with new trees will be planted in the Fall of 2023 or Spring of 2024.



Roadways



Madison is located at the intersection of US Hwy 75 and State Hwy 40 and provides the main routes in and out of the community. In addition, there are a few County and township roads that also provide access to the community.

Functional Classification

Functional classification is the grouping of streets and highways into classes or systems according to the character of service they are intended to provide. Functional classification defines the role that any particular road or street plays in serving the flow of trips through an entire network.

Due to the rural nature of the community, Madison features just minor arterials (State Highway 40 and U.S. Highway 75), a major collector (County Highway 19), and local roads (city streets).

Average Annual Daily Traffic

As expected, the most heavily traveled routes in Madison are Highways 40 and 75, with the busiest being Highway 75 between the two intersections with Highway 40 with approximately 3,200 vehicles daily. Other stretches of these highways range from 1,700 to 3,000 vehicles daily. County Highway 19 within the community varies between 500-600 vehicles per day.

Vehicles per Household

Most households in Madison have 1-2 vehicles. There are 267 out of 733 households that have only one vehicle, while 62 households have no vehicle.

Public Transit

Prairie Five Rides operates public transit services in seven cities in its five-county region, including Madison. The city bus is an on-demand service which operates on a first-come, first-serve basis. Prairie Five Rides also offers trips to the Minneapolis metro area as well as St. Cloud, Alexandria, Mankato, Rochester, Sioux Falls, Fargo and points in between on a fee per mile basis.

Classifications

The common classifications of roads/streets (given in order of highest traffic levels to lowest) are:

- Interstate
- Other Freeway or Expressway
- Principal Arterial - Other
- Minor Arterial
- Major Collector
- Minor Collector
- Local

Transportation

Trails

The City of Madison does not have a local, non-motorized trail system.

Snowmobile Trails

Madison is connected to the Ridge Runner Trail (Trail 71). The trail is recognized by the Department of Natural Resources (DNR) and connects Madison to a larger trail loop that extends to the north side of Artichoke Lake in Big Stone County down to nearby Dawson and connects with the communities of Correll, Appleton, Milan, Watson, and Bellingham. The Ridge Runner Trail is connected to adjacent trails in western Minnesota which provide access to the network of snowmobile trails across the state.

Rail Transportation

The Lac qui Parle Regional Railroad Authority is headquartered in nearby Dawson with oversight and management provided by a five-member board of commissioners appointed by the County board of Commissioners.



The Lac qui Parle Regional Railroad Authority was created January 20, 1983, in accordance with Minn. Stat. 398A.01 to 398A.09. It was the Lac qui Parle County Board's intention to re-activate the rail line running from Madison to Hanley Falls, Minnesota. Communities served by the railroad authority are Madison, Dawson, Boyd, Clarkfield, Hazel Run and connecting in Hanley Falls, Minnesota with the Burlington Northern Sante Fe main line.

Today, the Burlington Northern Sante Fe railroad owns and operates the 38-mile short line main tracks with the Lac qui Parle Regional Railroad Authority responsible for the other trackage. They utilize unit trains (110 cars) to achieve the efficiencies of a modern-day railroad for the purposes of serving the agricultural and general freight communities.

Air Transportation



The Lac qui Parle County Airport is located approximately two miles southeast of Madison. It is owned and operated by Lac qui Parle County and the City of Madison. The airport commission is comprised of voting board members serving as commissioners. The airport operates under authority granted by the Federal Aviation Administration in cooperation with the State of Minnesota Office of Aeronautics.

It offers two runways - one asphalt and one turf. The asphalt runway is 3,300' long by 75' wide and runs northwest/northeast, while the turf runway is 3,003' long by 135' wide and runs east/west. The airport accommodates smaller aircraft (single engine) and sees about 40 planes a week and is home to 10 aircraft.

Transportation Issues Identified

These issues and opportunities were considered for their transportation decisions:

- Sidewalk improvements
- Additional pedestrian/bike routes/trails



Transportation Goals and Strategies



Goal #1 - Provide guidance for safe, efficient, coordinated, and convenient multimodal transportation system that is integrated with anticipated land use and development plans.

Strategy Highlights:

- Increase safety across MN Hwy 12 and railroad.
- Plan for improvements and maintenance.

Strategies:

- 5.1. Highway and road improvement projects should consider beautification, improved lighting, and sidewalks.
- 5.2. Continue to implement and utilize the Safe Routes to School Plan and work with school to update plan when needed.
- 5.3. Provide safety and accessibility for all users, of all ages and abilities, when planning for and designing improvements to the transportation system.
- 5.4. Work with local partners to support and encourage EV charging stations in strategic locations throughout the community.
- 5.5. Preserve and utilize existing rail infrastructure and services and support expansion of rail access if opportunity arises.
- 5.6. Evaluate, prioritize and plan in coordination for pavement management as part of the 10-year Financial Management Plan.

Goal #2 - Develop a comprehensive system that effectively provides accessibility to alternative modes of transportation throughout Madison.

Strategies:

- 5.7. Consider incentivizing sidewalk construction and maintenance to ensure a well-connected pedestrian network throughout the community. (Examples include – City takes ownership of sidewalk or City provides financial assistance for repair/replacement)
- 5.8. Develop a sidewalk plan to connect recreational facilities, retail areas, natural areas, historic attractions with neighborhoods and designate with signage/pavement markings that identifies a priority sidewalk network with possible funding opportunities. Use the plan to update sidewalk policies.
- 5.9. Develop a dedicated and well-signed walking/biking route, or multiple routes, to encourage walking and biking while increasing pedestrian safety.
- 5.10. Consider and evaluate all potential modal (i.e., automobiles, heavy commercial vehicles, pedestrians, bicycles, trains, ATV, golf carts etc.) impacts when planning transportation projects.
- 5.11. Continue to support the Lac qui Parle Airport and represent the City by serving on the Airport Commission board.
- 5.12. Add prominent crosswalk markings across busy streets/Highways 75 & 40, and utilize creative solutions to create a walkable/bikeable city with safe and convenient pedestrian and bicycle access for all ages.

Community Vitality



This section recognizes that all components in a comprehensive plan are interconnected and related. This is important to acknowledge in order to create an atmosphere where there is a strong sense of community and long-term vitality. This is where residents can get involved and are empowered to make their own rural town feel safe and connected, and into a place of pride.

Coordination among City staff, community and regional organizations is essential when working to reach the goals in this comprehensive plan. Madison is fortunate to have several local active community organizations that provide a variety of activities and events throughout the year.

Regional Cooperation and Collaboration

Organizations and nonprofits important for collaboration include:

- *Madison Chamber of Commerce*
- *Madison Economic Development Authority*
- *LQPV School and Community Ed*
- *Prairie Arts Center*
- *Madison Mercantile*
- *Madison Community Foundation*
- *Madison Arts Council*
- *Madison VFW*
- *Madison Kiwanis*
- *Pioneerland Library System (Madison Public Library is a member)*
- *Local churches*
- *Local businesses*

Regional organizations connected to Madison:

- *Center for Small Towns, Morris*
- *U of MN Extension*
- *Southwest Initiative Foundation*
- *Upper Minnesota Valley Regional Development Commission*
- *Chippewa County & Yellow Medicine County HRA*
- *Neighboring towns and counties*





Community Vitality

Ways to Connect

Annual Events

➤ **Annual Christmas Celebration** | December

The Madison Chamber of Commerce organizes several events for all ages and interests during the month of December. Events include Santaland, sleighrides, Lights in the Park, free movies, drive-up BINGO, a baking contest, and community caroling.

➤ **Greater MN Ag Day** | March 23

➤ **All-Around the Town Rummage Sale** | Fourth weekend of April

➤ **Salt Lake Bird Watching Weekend** | Fourth weekend of April

This is Minnesota's oldest birding festival and a great place to find rare and interesting migrants during shorebird and waterfowl peak migration. In addition, there are planned social and dining events for participants in the Madison area.

➤ **Dirt Track Car Racing at the Madison Speedway** | Saturday nights, Memorial Day through the end of September

➤ **Block Party** | Last Wednesday of June

In 2012, a block party was held on main street to raise money for Grand Theatre, with a tremendous turnout raising over \$30,000. Since then, the event has become a town staple, raising money for several worthy causes. The event features local volunteers, grilling, a live band made up of local talent and area residents having a good time for a good cause. Little Miss Madison, Miss Madison and Madison Ambassador are crowned during this weekend as well.



2023 Block Party

Community Vitality

- **Madison Ambassador Scholarship Program** | June 29
- **Summerfest** | Held annually on July 4
- **Stinker Days & Dragonfest** | Held on the second Friday/Saturday of July

This community celebration has a 5K race, street dance, rib and wing fest, school reunions, silent auction, golf tournament, art show, water fights, children’s activities and fun for the whole family. A parade and fireworks take place on Saturday. This event includes something for everyone - parade, water fights, food, games, and more.



Lac qui Parle County Fair

- **Heritage Day** | Last Sunday of July
Each year, hundreds of people enjoy demonstrations, music, costumes, and ethnic foods during Heritage Day. This celebration focuses on the many different nationalities of the residents of Lac qui Parle County.
- **Lac qui Parle County Fair** | Thursday after Labor Day – Sunday in September
The Little Minnesota State Fair offers livestock, vendors, 4-H projects, food, rodeo, demolition derby, races, amusement rides, concerts and fun.
- **Oktoberfest** | First weekend of October
This event kicks off the fall season with a classic car show, citywide garage sales and a German meal.
- **Outstanding Citizen Award** | Announced in October
- **Halloween Parade & Trunk-or-Treat** | October 31
- **Norsefest** | Second Wednesday-Friday of November
Includes a lutefisk eating contest, craft and variety show, Scandinavian arts fair, outhouse races, bingo, and more.



Madison City Website

The current city website is www.ci.madison.mn.us/ and is managed by the city office. The website was recently updated after the 2017 community strategic planning session.



Madison Facebook page

The city of Madison also manages a Facebook page and Instagram account.

Community Vitality Issues Identified 🔍

These issues and opportunities were considered for the community vitality strategies:

- Be more welcoming to diverse residents
- Increase community involvement/new leaders/new volunteers
- Be more inclusive to diverse populations



Community Vitality Goals and Strategies



Goal: *The City of Madison is a safe and welcoming place where all residents can thrive.*

Strategies

- 6.1. Support and partner with community organizations (Chamber, churches, schools, etc.) in welcoming new residents to Madison.
- 6.2. Continue to make the downtown attractive and a comfortable place for city residents and visitors with signage, landscaping, banners, lighting, wayfinding, and architectural elements.
- 6.3. Sustain a healthy, involved retirement community to encourage people to stay in Madison.
- 6.4. Continued support of community events that encourage broad participation, increase positive attitudes about Madison and help neighbors work together and learn more about each other.
- 6.5. Create public spaces that are functional for the needs of people of all ages and income groups. (Example: Block 48 – housing and/or community gathering space)
- 6.6. Work to incorporate new leaders/volunteers when assembling new committees filling vacancies on boards and commissions and promote current openings on the city website, radio, newspaper, social media or direct contact.
- 6.7. Facilitate cooperation between all organizations to avoid duplication of efforts and create efficiency in community activities/events: the City, Madison EDA, Madison Chamber of Commerce, community education and all other non-profit or task force groups.
- 6.8. Support public art initiatives to enhance the aesthetics of public spaces.
- 6.9. Keep citizens informed about community events through multiple communication efforts to reach all residents, including those with a language barrier or other access barriers.
- 6.10. Utilize mixed land uses, affordable and life-cycle housing, green spaces, bicycle and pedestrian ways, and enhanced aesthetics to create a vibrant and livable community.
- 6.11. Strengthen efforts to involve people in the planning and decision-making that affect their lives where they can be a part of finding solutions to issues and responding to opportunities.
- 6.12. Prioritize accessibility and safety for residents and visitors for all city projects and commercial districts.

Strategy Highlights:

- *Continued support of community events*
- *Engage and develop new community leaders*

Land Use and Zoning



The purpose of land use planning is to provide a consistent set of policies specific to Madison that will guide the future growth and development and provide a basis for land use decisions. This planning translates the community vision for the future into a recommended physical pattern of neighborhoods, commercial and industrial areas, roads, and public facilities.

Current Zoning Map

Madison's zoning ordinance and map were last updated in 2004. Both were referenced during this comprehensive plan update. Here is the comprehensive list of zoning districts:

Current Zoning Categories:

Agriculture-Open Space District (A-O)

The Agriculture – Open Space District allows suitable areas of the City to be retained and utilized in open space and/or agricultural uses, prevent, scattered non-farm uses from developing improperly, promote orderly development, and secure economy in government expenditures for public utilities and service.

General Business District (B-1)

The General Business District is designed and intended to serve the highway areas of the City. The "B-1" district will provide for a retail and commercial business environment, especially stressing the use of automobiles to access businesses.

Downtown Business District (B-2)

The Downtown Business District is designed and intended to serve the pedestrian areas of the City and those older retail and commercial areas located in what is considered the downtown business district. The "B-2" district will provide for a retail and commercial business environment, especially stressing the pedestrian function and interaction of people and businesses.

General Industrial District (I-1)

The General Industrial District was established to provide areas for manufacturing, warehousing and related commercial operations. Whenever possible, this District should be separated from residential districts by natural or structural boundaries such as drainage channels, strips of vegetation, roads and similar features.

General Residential District (R-1)

The General Residential District establishes an area of residential uses consisting of one- and two-family dwellings and multiple-unit dwellings.

Large Lot Residential District (R-2)

The Large Lot Residential District establishes an area of residential uses consisting of single-family dwellings and directly related complimentary uses. District regulations are designed to maintain low density residential uses and restrict incompatible development.

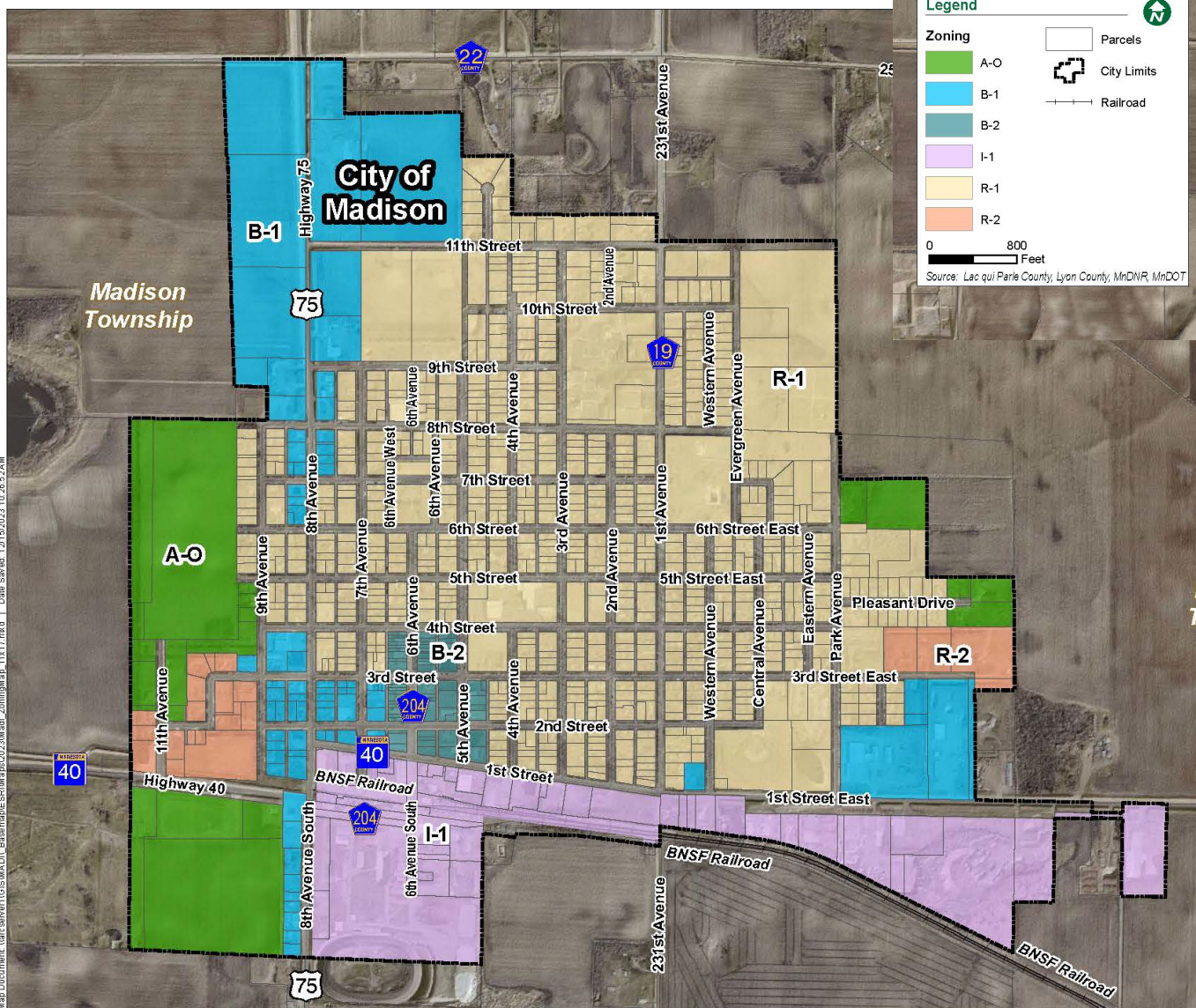


Land Use and Zoning



City of Madison
Lac qui Parle County, Minnesota

Zoning Map
December 2023



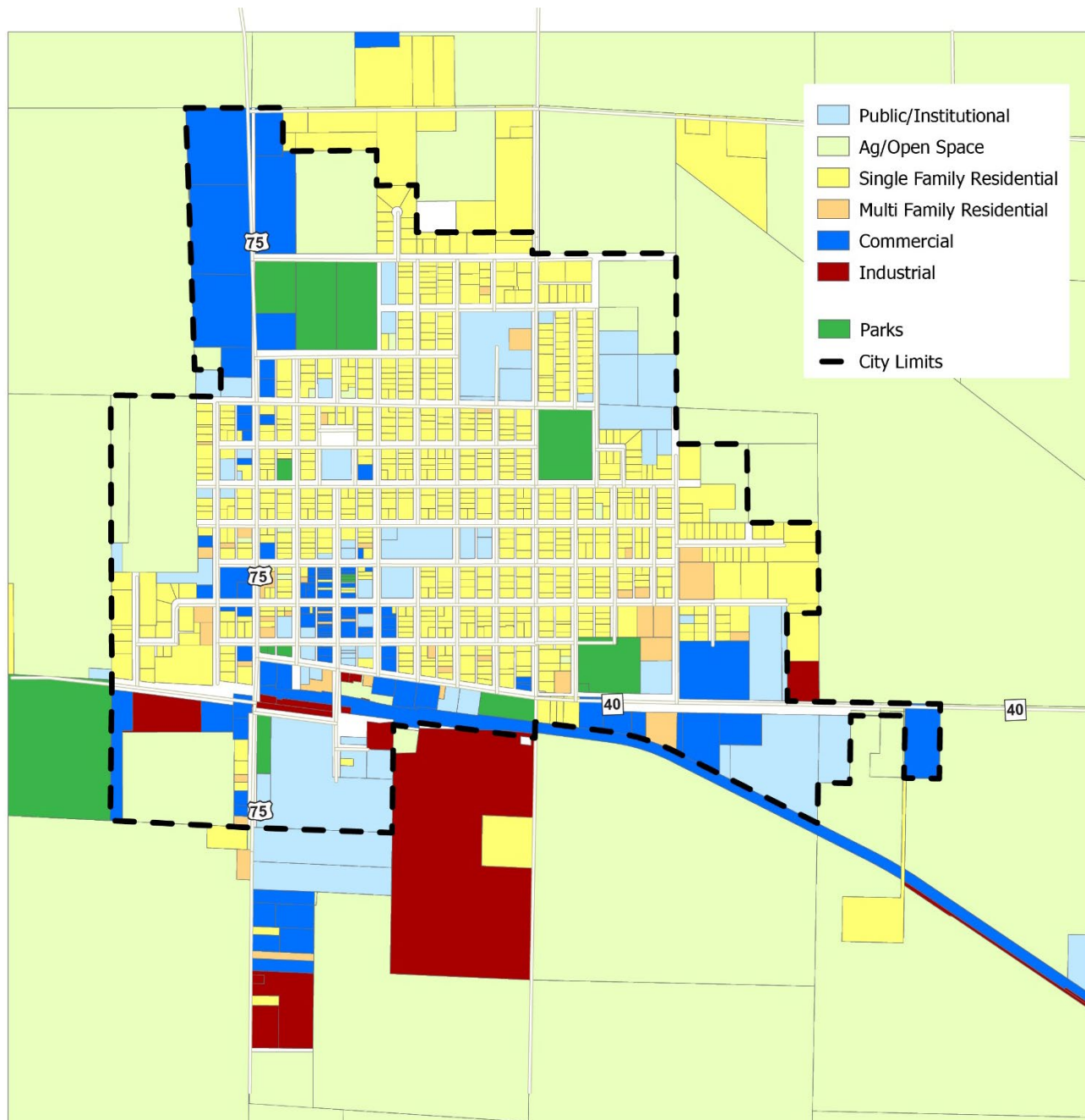
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Land Use and Zoning

Current Land Use

Although they are related, Land Use and Zoning are two different things. Land use shows how the land is currently being used, which should be in line with zoning ordinances.

The map below is based on information from the Lac qui Parle County Assessor's office (tax classifications) as well as a review of aerial imagery.

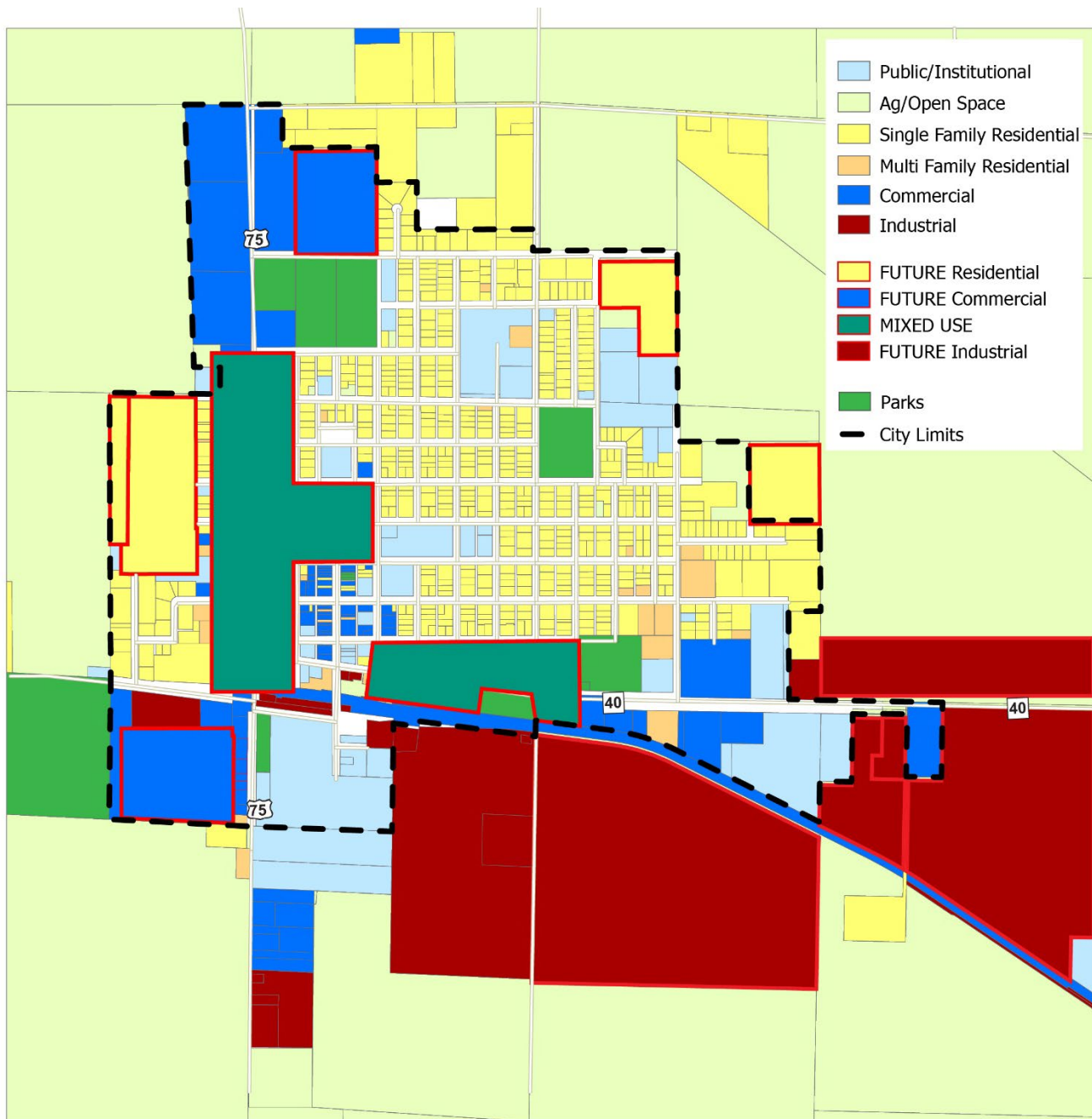


Land Use and Zoning

Future Land Use

A future land use plan should present a vision of how residents want their town to grow. It will serve as the basis for future revisions to the zoning ordinance, other land use regulations, and capital improvement plan.

The future land use map for Madison was based off of current land uses and identifies potential future land use categories as described below. This map is an important tool to utilize for future land use decisions.





Land Use and Zoning

Future Land Use Categories:

Public/Institutional

This category is often characterized by public or institutional buildings such as City, County, School District, or other quasi-public buildings including hospitals, clinics, churches, non-profit organizations, etc.

Agriculture/Open Space

The Agriculture/Open Space land use category describes land used for agricultural activities within the city.

Single Family Residential

The future Single Family Residential land use category includes single family dwellings as well as lower density multi-family dwellings (less than four units per acre) and large lot residential (minimum 15,000 square feet lot size) mixed in.

Multi-Family Residential

The Multi-Family Residential land use category is land that currently used as multi-unit apartments with five or more units per acre. Any future multi-family developments should be compatible with surrounding land use areas such as along arterial streets/corridors, near commercial areas and near the transition areas of single-family neighborhoods as they can produce slightly more traffic and noise than a traditional single-family neighborhood.

Commercial

All types of services and retail establishment where goods and services can be purchased.

Industrial

The Future Industrial land use category describes land that is currently used/or could be used for industrial activities.

Parks

Uses for recreational purposes and or the enjoyment or protection of natural areas.

Mixed Use

The Mixed Use land use category describes land used for multiple compatible uses such as residential, commercial, recreational, and light industrial uses in a single building or neighborhood. These uses may be conducted in a single building or a larger area consisting of several city blocks.



Land Use and Zoning

Land Use Issues Identified 🔍

These issues and opportunities were considered for Madison's land use decisions:

- Increase the number of housing units in the city without adverse impacts to environmentally sensitive areas.
- Lots of existing established neighborhoods are small.
- Future residential is desired on the outer western edge of the community, adjacent to existing as well as on the eastern side of Madison, north of existing residential.
- Space for commercial use is currently adequate as there are available buildings in the community.
- Future industrial use is preferred on the south and east end of town along Highway 40 to provide adequate access to highway and rail. A potential area for additional industrial use would be to extend the city's boundary approximately a half mile south of the fairgrounds, along the east side of U.S. Highway 75.
- Mixed use areas are those that provide a combination of residential, commercial, recreational, and light industrial uses in a single building or neighborhood. In larger communities, these areas are attractive for people to live, work and play due to the proximity of a variety of uses. Mixed use can also apply to a single property as well. For example, this type of use would allow for a home-based business or office, such as a salon or insurance office. These areas would then serve as a transition zone between commercial and residential areas. Areas identified as potentially mixed use in the future are:
 - Along Highway 40 between 5th and Park Avenues
 - North of the downtown area between 4th and 5th Streets
 - Along U.S. Highway 75 between 3rd and 7th Streets
- A light industrial park is planned and underway in the northwest part of the community along Highway 75 and is anticipated to be General Business.
- The city is surrounded by productive farmland, which can be difficult to acquire for alternative uses such as residential.
- Multi-family housing units are needed and should be compatible with appropriate surrounding land use areas such as along arterial streets/corridors, near commercial areas and near the transition areas of single-family neighborhoods as they can produce slightly more traffic and noise than a traditional single-family neighborhood.
- Support and encourage new housing construction and developments.
- Housing densities should remain consistent with adjacent neighborhoods.
- The zoning map should be updated to reflect current and future uses.

Land Use and Zoning Goals and Strategies



Overall Land Use Goal: Establish a cohesive land use pattern that ensures compatibility and functional relationships among activities.

Goal 1 - New development within the City's jurisdiction should support the efficient use of public services and infrastructure.

Strategy Highlights:

- Utilize existing infrastructure with new development
- Explore areas of mixed use

Strategies:

- 7.1. Land development will be done in coordination with current planning for the efficient use of public facilities and services.
- 7.2. Infill development that uses existing infrastructure is strongly encouraged. Sporadic development that requires costly infrastructure extensions through undeveloped lands is discouraged.
- 7.3. Have available property ready for development and work to make “shovel-ready”.
- 7.4. Allow industrial development that is compatible with existing industries and minimizes environmental impacts such as odor and noise throughout the community.
- 7.5. Consider both the needs of individual property owners and the needs of the public in the development and implementation of plans and controls related to land use.
- 7.6. Preserve land and structures that possess green space, scenic, historic, cultural or archeological features.

Goal 2 - Identify and reserve land within the community for commercial and industrial development that will provide goods, services and jobs to Madison residents and the surrounding area.

Strategies:

- 7.7. Encourage commercial investment in the downtown business district and along Highways 40/75 corridors rather than on the fringes of the community.
- 7.8. Encourage and allow for upper story housing in downtown Madison and multi-family housing in the commercial areas along U.S. Highway 75 and State Highway 40, such as Block 48.
- 7.9. Utilize Madison’s ordinances to reduce or eliminate visual pollution from signs and dilapidated structures.



Goal 3 - Provide for orderly, sustainable development that contributes to the economic, social, and environmental well-being of the community for generations to come.

Strategies:

- 7.10. Maintain adequate physical separation between residential areas and uses that tend to produce excessive noise or odors, without sacrificing pedestrian and bicycle connectivity. Locate community facilities such as schools, churches, libraries, museums, parks and community centers in strategic locations that enhance and are safely accessible from the surrounding neighborhoods.
- 7.11. Monitor and enforce zoning ordinance and regulations for nuisances and hazardous conditions.
- 7.12. Consider innovative and adaptive land use solutions and avoid unnecessary restrictions.
- 7.13. Conform to current and future land use map when conducting annexation to ensure compatibility with the surrounding areas and uses.
- 7.14. Update the City's zoning map and ordinance and review annually.



Implementation

Action Plan

The Action Plan is a list of the goals and strategies from the comprehensive plan. The goals are included to be sure the actions are consistent with the goals the City has created.

As the City considers how to implement these plans, refer to **Using the Plan** in the **Plan Overview** section.

Action Plan Addendum

For ease of use, all goals and strategies have been compiled into a matrix and put into an addendum to this plan. This addendum is a tool that can be easily updated and combined with other projects of the City and EDA.

See Action Plan Addendum for matrix.

Definition of Goals and Strategies

Goals

A general idealistic statement that shares what the city wants to work towards.

Strategies

An action plan to achieve the goal. These strategies can be used as general policy guidelines which are statements of what the city wants to do.

Prioritization

Gathering more information will help the City decide where to focus its efforts on. Determining *impact* and *effort* will help prioritize, but factors such as *timeline*, the *project lead*, and the *funding source* may also affect decision making.

Impact

H - High impact – would really make a difference/ is necessary

M – Medium impact

L - Low impact – optional projects

Some of the actions address multiple goals which also increases its impact.

Effort/Cost

H - High effort/cost – \$20,000+

M – Medium effort/cost - \$5,000 - \$20,000

L - Low effort/cost – \$0 - \$5,000

	Impact	Effort/Cost	Priority	Timeline	Project lead	Funding source
Land Use						
<i>Overall Goal - Establish a cohesive land use pattern that ensures compatibility and functional relationships among activities.</i>						
<i>Goal #1- New development within the City's jurisdiction should support the efficient use of public services and infrastructure.</i>						
<ul style="list-style-type: none"> Land development will be done in coordination with current planning for the efficient use of public facilities and services. 						
<ul style="list-style-type: none"> Infill development that uses existing infrastructure is strongly encouraged. Sporadic development that requires 						

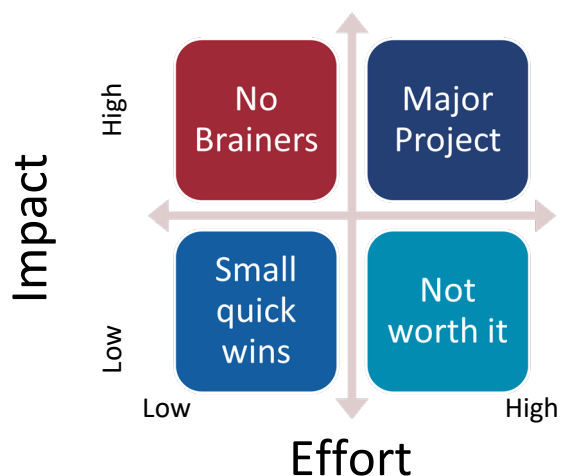
Action Plan Addendum



Priority

Once you have determined impact and effort, you can then rank them to determine priority:

1. High Impact/Low Effort: Top Priority – this is a “no brainer”
2. High Impact/High Effort: Second Priority and should start soon – this is a “major project”
3. Low Impact/Low Effort: Third priority – easy to do but low impact – this is a “small quick win”
4. Low Impact/High Effort: Fourth priority – this might “not be worth it”



Timeline/Completion Date

- The number of years needed to complete this strategy.
- Some are “Ongoing”

Project Lead

Once a project list is determined, include the party responsible for completing the activity whether it is the city staff, the planning commission, another organization. Identify specific goals, deadlines and anticipated outcomes.

Funding Source

How to fund a project is also an important consideration when prioritizing. Funds could come in the form of grants, loans, City revenues, fees, donations, or maybe the initiative can be accomplished with just staff time or volunteer involvement, costing the City nothing. Having a plan to fund a strategy is often critical to its success.



Implementation

Tools and Resources

Capital Improvements Plan (CIP)

A capital improvements plan is a comprehensive list of projects and facilities a city needs or will need in order to provide public services. A capital improvements plan lists improvements in order of priority and provides information on the proposed means of financing.

Economic Development Grants and Programs

There are several state and federal agencies that offer financial assistance and other resources for Economic Development projects including:

- Minnesota Department of Employment and Economic Development (DEED)
- U.S. Department of Agriculture Rural Development (USDA RD)
- U.S. Department of Commerce – Economic Development Administration (EDA)
- Minnesota Department of Commerce
- Minnesota Bonding Bill Program

Tax Increment Financing

Tax increment financing (TIF) is a public financing method that allows local governmental units to provide financial assistance to developers by using additional property taxes, or tax increment, paid as a result of development.

Gap Financing

Madison currently has the following programs available for gap financing:

- UMRDC Revolving Loan Fund
- Southwest Initiative Foundation
- Madison EDA Business Assistance Financing

Orderly Annexation

It may become necessary to expand city services outside of the current municipal boundaries. The benefits of annexation are that it encourages orderly growth and provides standardized services to those who live in the annexed area.

Citizen Participation

A community can use a variety of methods at various points in a planning activity to get different interests and perspectives engaged.

- Public hearings
- Planning events
- Open houses
- Community meetings
- Community visioning
- Working groups
- Surveys



Appendix 1: Survey Results

2023 Madison Community Survey Results

The comprehensive plan public input survey was available December 2022-January 2023. The survey was heavily promoted throughout the community through the newspaper, radio, City website, utility billings, and social media. Residents could complete it online or fill out paper copies at various community locations. In total, the City received a total of 315 responses.

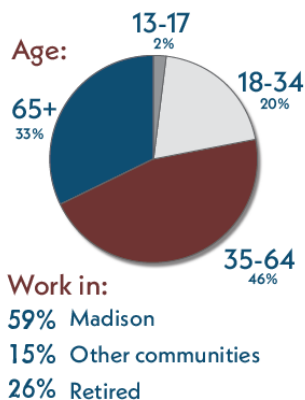


Madison 2023 Community Survey Results

Who filled out the survey?

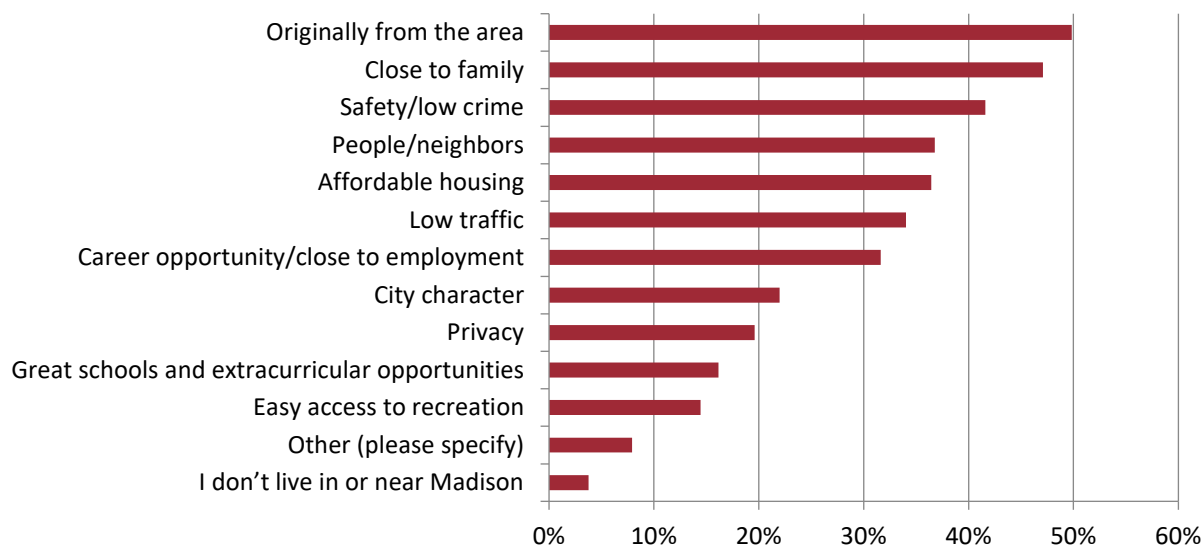
We had over 300 people fill out the survey from December 15, 2022, to January 2023.

- 90% from the Madison area
- 75% live in Madison
- 89% own homes
- 37% rent
- 39% are business owners



What did the respondents say?

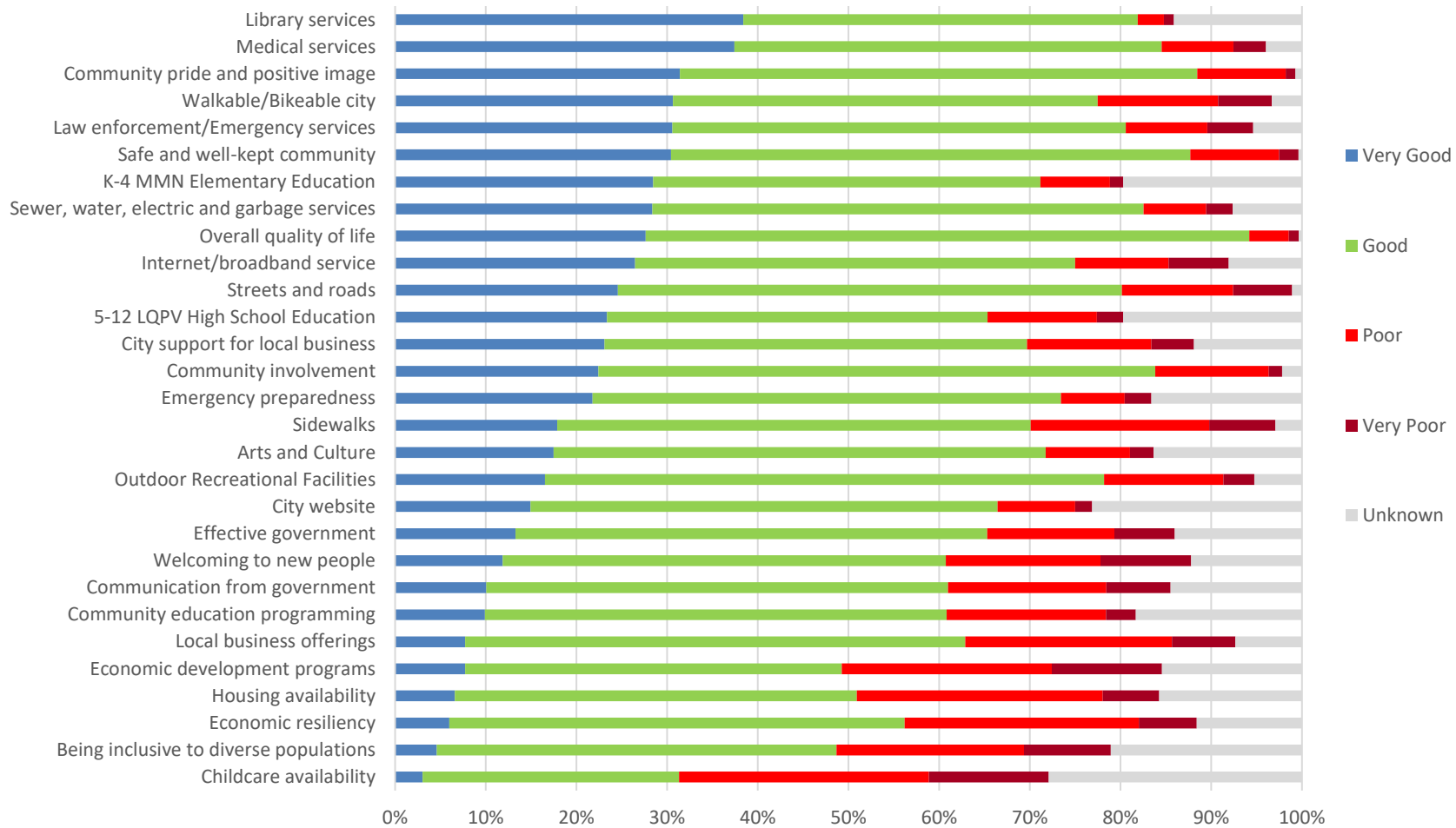
Tell us why you live in Madison*



*Respondents could select more than one answer

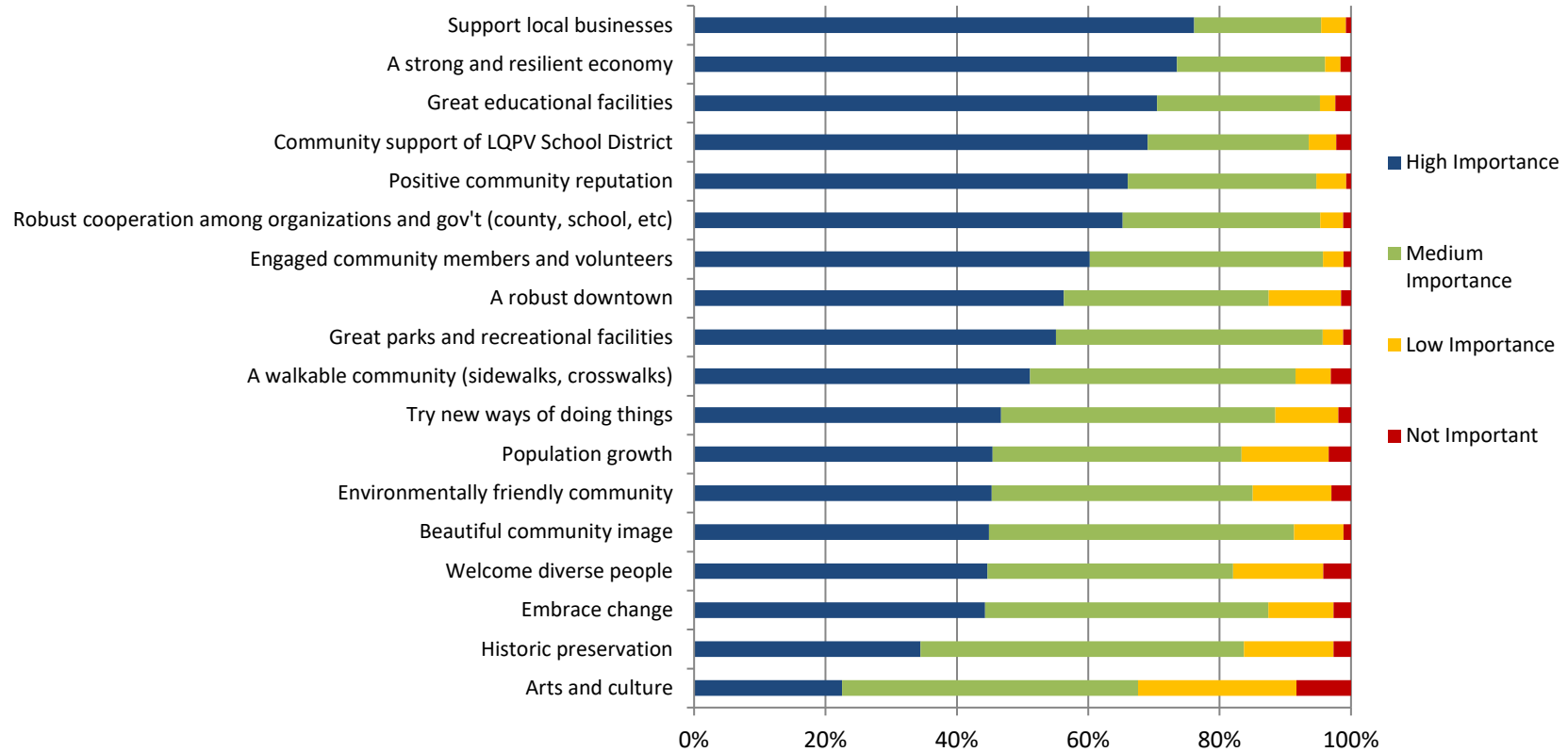


Rate the quality of each in Madison. How is Madison doing?



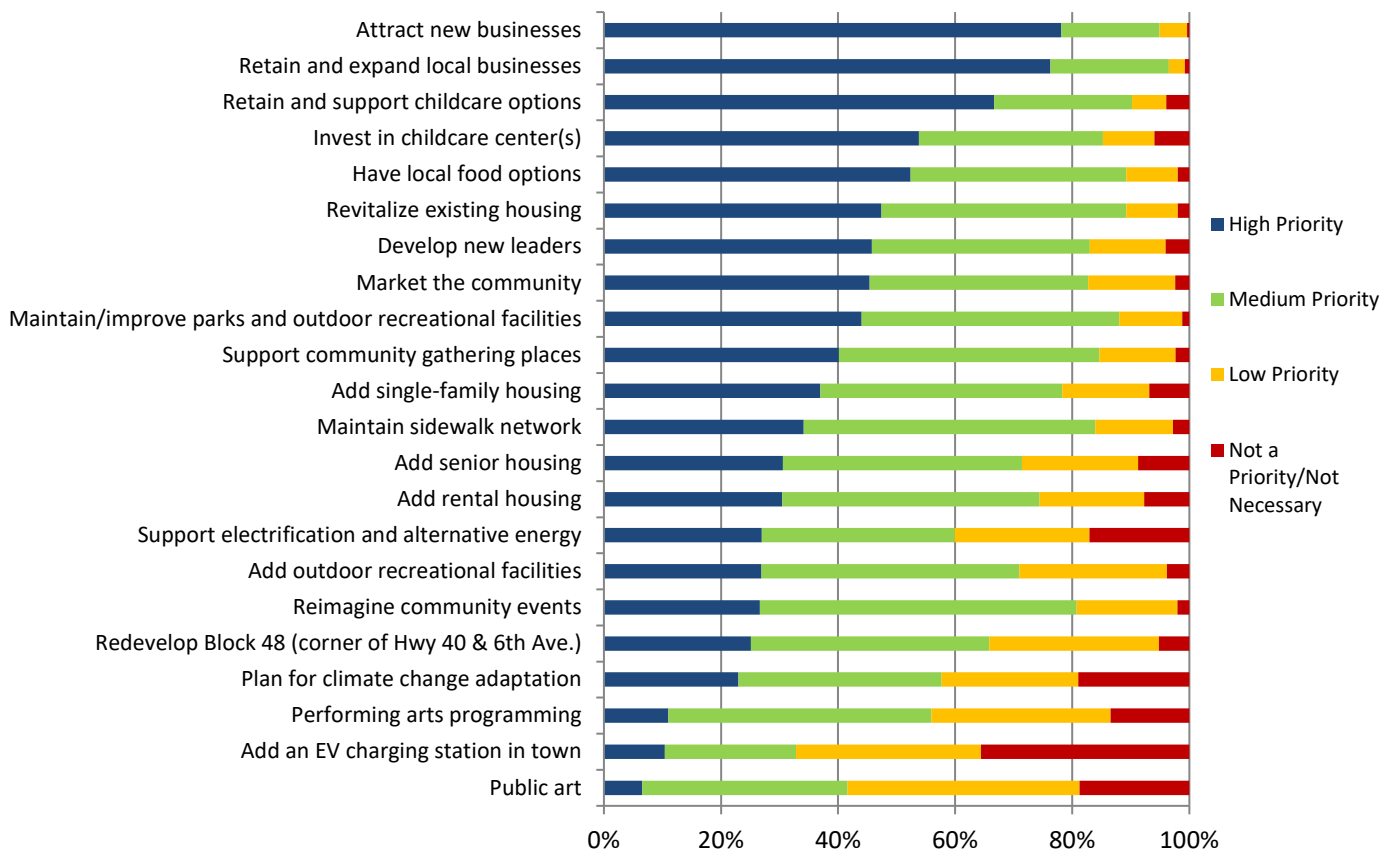


Rank the importance of these. How important is it for Madison to have?





What projects should the community focus its time, energy and dollars on in the next FIVE years?





Describe what you like or what you believe are the most positive/unique aspects of Madison.



What two or three words do you want others to use to describe Madison in 10 years?





What one thing do you want to see happen in Madison?



Final thoughts or comments from Respondents

The last question received about 80 responses and there was a wide variety of comments. Here are the general themes:

- Use resources wisely to make the most impact, create jobs
- Madison is a good place to live
- Appreciative of what Madison offers in terms of people/leaders/community organizations
- We need to support local businesses, shop local
- Would like to help our local businesses grow
- Keep up the good work, keep working to improve our small town to stay relevant
- Many were appreciative of opportunity to take survey and provide feedback/input

Madison's Assets



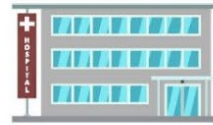
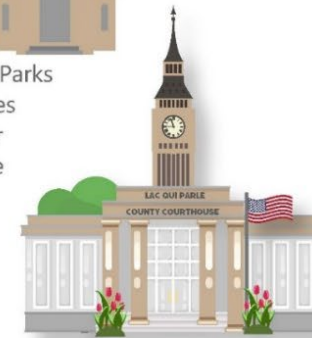
People & Culture

Well-maintained Properties » Safe » Active Service Organizations » Welcoming » leaders » Volunteers Generational » Great place to retire » Great place to raise a family » Thriving » Supportive » Quiet » Close-knit Friendly » Arts



Spaces & Facilities

Armory » Baseball Field » MMN Elementary School Golf Course » Library » Movie Theater » Museum » Parks Prairie Arts Center » Swimming Pool » Various Churches Senior meal site » Madison Mercantile » Fitness Center Historic buildings– City Hall, Carnegie Library, Courthouse Beautiful Community



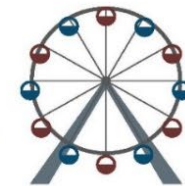
Local Economy

Downtown » Airport and Rail » Elevator » Auto Repair Services » Newspaper NEW Carecenter » Jubilee Grocery » KLQP-radio » Great Healthcare Providers Active local government » Cleanliness of City » Private electrical services Implement Dealers » Up to date infrastructure » Post-secondary options » High quality broadband » Location - 2 Major Highways » Madison Bottling Company Active Chamber of Commerce » Dentist, Chiropractor, Optometrist » Agriculture, farmers » Promoting and Supporting Businesses » Low rent & housing Low cost of living/affordable » Local restaurant options



Festivals, Events Tourism

Block Parties » County Fair Well attended community events Largest hunting area in state » Race Track Meander Artist » Car Show » Lac qui Parle Players Santaland





Appendix 2: Blank Check Results

2023 Madison Community Meeting Blank Check Results

During the February 6, 2023 Community Meeting, attendees were asked, “If you had a blank check to help the community, what would you do? Let us know who you would give it to, how much, and why/what the project is in the memo section.”

<u>Pay to the Order of</u>	<u>Amount</u>	<u>Memo</u>
Festival Fund	\$100,000	Improvements to the City of Madison
Mr & Mrs Landowner - or- LqP County Farm	\$3,000,000	Large dairy
Gemini Rescue	\$100,000	
Madison Art Council	\$1,500,000	More public art
LqPV School District	\$100,000,000	School work force, supplies, free breakfast & lunch, after/before school care
Madison Baseball Board	\$250,000	Ongoing improvements at Memorial Field to draw in the high school and amateur baseball tournaments
	\$250	Open-air market area on that empty lot on south main street
Madison Professional Building on Block 48	\$1,000,000	
Community Improvement	\$1,000,000	Bowling alley, walking paths in park, housing-clean-up, bakery
Greg Thole	\$4,000,000	Bowling alley
City of Madison	unlimited	bowling alley, activity centers for all ages
Entertainment Committee		Bowling alley, roller skating, dance hall, rock climbing, arcade, teen-child hangout
City of Madison/EDA		Help businesses/assets we already have - allow them to give pay increases etc. Childcare workers, school, main street businesses/healthcare
EDA	\$1,000,000	Business start up funds/grants to attract new businesses
New Business	\$10,000	Funding to bring a new business into town
City of Madison	\$1,000,000	To local and next business venture. Armory, Subway
EDA	\$2,000,000	Help fund new businesses
Little Eagles	\$10,000	Create grandma list of volunteers
Community Daycare	\$10,000,000	
Little Eagles	\$1,000,000	Increase wages, make them livable to attract workers



Little Eagles	\$1,000,000	Endowment for the daycare
Madison EDA	\$8,000,000	Daycare and housing
Little Eagles	\$1,000	Scholarship for daycare
Little Eagles	\$1,000	For the young 0-2 ages
Daycare Providers	\$10,000	Children need the best care possible
Little Eagles	\$5,000,000	
Little Eagles	\$1,000	Support for the workers
Little Eagles	\$2,500	
City of Madison	\$1,000,000	Child care employment incentive
Daycare facilities in Madison	unlimited	Pay for our wonderful teachers & workers
Madison Project Fund	\$2,000,000	Child care for all preschoolers
Childcare & Education	\$10,000,000,000	Childcare Management change, education options
Little Eagles	\$1,000,000	Support daycare
City of Madison	\$100,000	Demolition of condemned properties-city beautification entering city on south entrance of Hwy 75
County/City	\$30,000	Clean up the south side of Madison (even a fence)
City of Madison	\$1,000	Community center for family gatherings, showers, parties, reunions. I would support this if it becomes a reality
Madison Foundation	\$10,000,000	Fund endless projects
Business Innovation	bazillion	Remote work center at the Merc. Have all the communities that prompt companies to locate remote work here.
Diversity Council	\$1,000	Encourage all cultures/social economic
LqP County Fair	\$4,000,000	Bring joy to Madison and surrounding communities
City of Madison		Fire/Ambulance combined hall
Madison Golf Course	\$3,000,000	Driving range, private garage, 9 more holes
Golf Course & Movie Theatre		18-hole golf course + indoor/winter hitting bay. Revamp upper level with couch like seating
Madison Healthcare Systems		For implementation and upkeep for an elder care wing
Madison Healthcare Systems	\$250,000	Care center for all. Develop and staff an elderly care - daycare center and train & staff a daycare for children in the same facility
Madison Healthcare Systems	\$1,000,000	
Madison Healthcare Systems	\$10,000	Specialty services
Fair/Affordable/Updated Housing	\$2,500,000	
City Home Owners		Home improvement perks to make people make their houses nice
City or County	\$2,000,000	Demo old houses



Condo Development	\$10,000,000	Nice housing development for all ages that do not want yard or maintained responsibilities
City of Madison	\$10,000,000	To use exclusively for development of a new housing district-expand the city limits
Engesmoe Properties	\$150,000	To buy more houses to fix up and sell or to make into nice rentals
Community Clean up	\$1,000,000	Cleanup run down housing. Enforce ordinances in town
City of Madison		New apartment bldg or condos for rent with garage
City of Madison	\$150,000	Housing
Housing-Industry	\$2,000,000	
City of Madison	\$50,000	Affordable housing-apartments
City of Madison	\$3,000,000	Tear down old houses, build new, sell to incoming residents
House Painter		Paint all the houses in town to keep up the communities impression
Housing	\$5,000,000	Apartments
City of Madison		New apartment bldg, affordable housing, maintain present buildings and parks
Housing Clean-up	\$50,000	Clean-up/tear down old houses and build new ones or sell land to new home-owners
Small Scale Local Food Processing	\$500,000	
City of Madison	\$300,000	Local foods building, meat processing, milling, cold storage, pick up location
		Support local food endeavors based at the Mercantile
Madison EDA	\$20,000	Motel on main and Hwy 40 - down payment on one room of 15 room motel
City of Madison	\$500,000	Create new jobs, bowling alley, skating center
EDA	\$150,000,000	Build a Subway or business with food
Potential Business Owner	\$200,000	Funds to start a bakery/deli
Music in the Park	\$2,500	Bandstand
Music in the Park		
City Park Committee	\$9,000	New restrooms at park. Would like a flag at City Hall basement that I asked for 2 years ago
City of Madison	\$100,000	New pool house w/changing rooms & bathrooms
Pool Park Fund	\$150,000	New pool house and new pool park playground equipment + grounds refurbished (pearock, grass, trees)
	\$50,000	Pre-fab minigolf at swimming pool park
City of Madison	\$20,000	Bathroom at swimming pool
Robert Glomstad		Promote using some of the things we have: senior activities, child activities weekends to give people things to do
Recreational Activities	\$50,000,000	More stuff to do



Park & Rec		More activities for teens
City of Madison	\$100,000,000	Recreational facility that includes: skating, courts, track, rock climbing
City of Madison	\$3,000,000	Community athletic center
Community Center		Indoor walking path and pool to promote activity/recreation, indoor space for kids
Madison EDA	unlimited	Recruitment bringing former residents back
City of Madison		Whatever it takes to make our community grow-you decide how much
City of Madison		Marketing to get people to come to town
Technical Skilled Labor		Recruitment and Training
		Marketing all that Madison has to offer outside our area (Mpls/St. Paul) to attract new people to the area. Retirement community.
		Roller skating rink
Senior Citizens	\$150,000	Development and continued support of senior citizens in community
Senior Citizens	\$75,000	Development and continued support of senior citizens in community
	\$2,000,000	More care givers so seniors can live at home-night time daycare
City of Madison		Many areas-sidewalks are either poor or do not exist causing people to walk in the street
		New sidewalks throughout Madison & childcare
Madison Rod/Gun/Archery Club	\$2,000,000	Creation of a sportsman club and indoor archery range/trap and rifle range
Madison Rod & Gun Club	\$40,000	
City of Madison	\$1,500,000	Eight tennis courts at the park, next to community bathrooms with lights
Grand Theatre	\$95,000	New projectors
City of Madison	\$5,000,000	Plant trees and install solar panels
Madison Chamber	\$5,000	Sponsor a weekend festival (music, art, or parade/town celebration)
MMN	\$200,000	Youth is our future



Appendix 3: Small Group Discussion Results

2023 Madison Community Meeting Small Group Discussion Results

During the February 6, 2023 Community Meeting, table groups were asked to discuss the following and share with the group as a whole:

1. **As a group, identify your top 2 to 3 assets.**
2. **How can we use these assets to create momentum for progress?**
3. **As a group, identify 2 to 3 challenges you would like to address.**
4. **What can the community do to overcome these challenges?**



Q1. As a group, identify your top 2 to 3 assets.



Q2. How can we use these assets to create momentum for progress?

- Pool house
- Update pool park equipment
- Senior citizen meal site back
- Business transitions & career training/internship programs to keep citizens working locally and provide more opportunities
- Improve wages and benefits package for childcare workers
- Keep expanding on operations like the Mercantile to increase diversity and creativity
- Focus on local food systems, grow your own/sell it here, keep money in the community
- Keep highlighting our local assets to bring in tourists (ice skating, swimming, movie theater)
- Subway type business in the Madison Merc
- Keep reinventing
- Being proactive to help our area daycares sustain or get started
- More theatre presence
- Healthy food option - fast
- Get rid of abandoned housing. Clean up south end of Madison.
- Mark walking paths with benches
- Housing/apartments/town homes
- Pool house needs updating
- More trees
- Increase staff and pay at Little Eagles Day Care
- Need for desirable housing
- Willingness to take chance on new businesses from the start



- Armory - what can be done to secure the new facility coming to Madison
- Continually add new amenities to the parks
- Repurpose spaces- like MMN 2nd story
- Support our and attract new businesses
- Outdoor music
- A festival that grows and get us known regionally (music)
- Consumer friendly services (Self-checkout and curbside pickup, etc)
- Better communication to announce activities and experiences
- New and exciting social activities
- Quarterly welcome nights for new residents, rotate locations to meet
- Focus on inter-generational activities to help community cohesiveness
- Outreach for the hospital and bring in specialists
- Improvements to baseball field
- Improve fairgrounds for more events
- Trap shooting gun club
- Softball fields
- Opportunity, "park walk"
- School support - study further why kids are going elsewhere. What can we do to bring families to our school
- Shop local
- Communicate public events
- High speed internet
- Senior citizen engagement
- Don't be afraid of the difficult conversations.
- Marketing
- Don't be scared of change.
- Healthcare- what can be done to grow the workforce?
- How can Madison think about this as retirement community? (recruit school alumni)
- Diversity
- Housing
- Day-care
- Workforce
- Employee retention
- Senior citizen space
- Volunteering
- Recruit home based workers/businesses because of the high speed internet
- Up to date calendars and consistency across all media
- Improve outward communication about the great things Madison has to offer



Q3. As a group, identify 2 to 3 challenges you would like to address.

- Adapt
- Computer assistance
- Housing
- Evening Childcare
- Various housing options
- Housing options - more like East View
- Housing
- Childcare
- Jobs
- Lack of elder care
- Resident retention
- Be more welcoming
- How to know what's going on
- Daycare
- Housing
- New larger employer
- Getting workforce here
- Desirable housing
- Daycare availability
- Childcare funding
- Dilapidated buildings
- Finding workers
- Good housing for workers
- Sidewalks - residential
- Diversity
- Growth outside inside

Q4. What can the community do to overcome these challenges?

- Condos - market rate, rehab or new construction
- Things to draw people in: different types of restaurants, more public art of a variety of types
- Seek developers to invest
- Extension of housing grant programs
- Help support college students financially if they are wanting to come back to Madison
- computer services at library (like what commuter computer did)
- Think outside of the box, embrace the change, don't be scared to fail, marketing
- Sustain and enhance current amenities, transfer plan (people to run the pool, theater parks etc)
- Address safety concerns at some apartments
- Market Madison and let people know it's a great place to work at a business or at home. Lots of technical support to assist you
- Walking paths and keep updating and maintaining our parks
- Foster community relationships and show them off
- Explore solutions for community/county-wide financial support for childcare.



- Find out data for demand on childcare. Survey to parents with school aged children. Meeting with parents with children younger than 5.
- Keep the things we have to do going - Santaland, movie matinee, and add even more things
- How do we be more welcoming to people and tell them the great things Madison has to offer
- Music in the park
- City database for jobs available in Madison
- How can we update the housing inventory we have to make it more livable
- Increase interaction between community members and local businesses. Ex) Deliberate focus on Internship placements around city (with incentives?)
- Bowling alley
- Charging station will be needed.
- Be proud of your home, keep homes updated both outside and inside
- Welcoming committee, new resident events
- ADA housing
- Reaching out to people that maybe wouldn't otherwise apply for jobs at daycare
- Clean, affordable housing
- Tear down rundown houses
- Be open-minded
- Increase engagement and input with focused community meetings
- Sidewalks need to be rehabbed or taken out, want walkability, safe place to walk, do some planning with sidewalks
- Support new projects, sidewalk improvements, empty housing clean up and put up affordable housing, attract people desiring work. Improve diversity
- Support in-home daycare as a business
- Don't ignore biases, address them