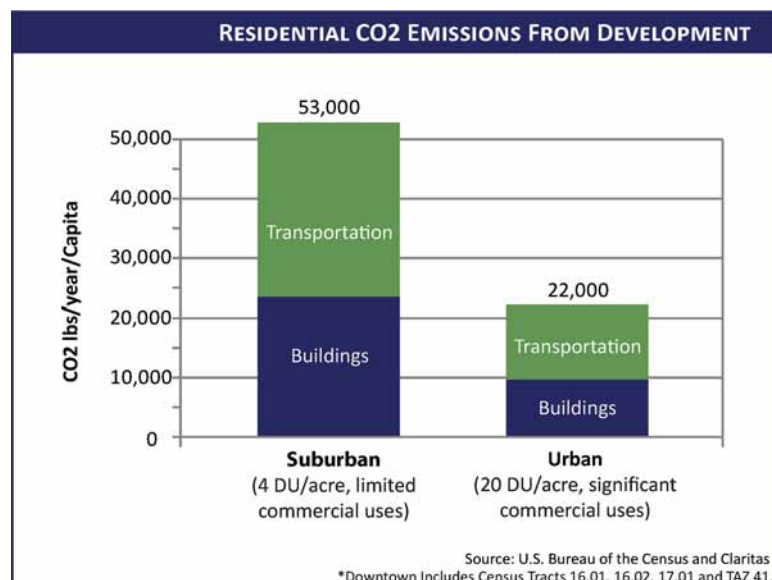


KEY 9: BECOME A MODEL OF SUSTAINABILITY

Madison has long been a community that places a high priority on protecting the natural environment. In recent years, there has also been an increased focus on sustainability, and no area of the community is inherently more sustainable than Downtown. The graphic below compares urban and suburban development on just one aspect of sustainability-- the production of carbon dioxide (CO₂), a greenhouse gas.



As illustrated in the graphic on the following page, the benefits of utilizing green building and infrastructure techniques include reductions in energy use, CO₂ emissions, water use, and solid waste. Promoting green building techniques in new construction by encouraging that new buildings be LEED certified⁹ (or an equivalent standard) will help advance the goal of sustainability on a project-by-project basis. Incorporating similar measures in City building and infrastructure projects is another important aspect of this strategy. Park and open space enhancements provide unique opportunities to showcase the City's commitment to a more sustainable Downtown.

Building a downtown that remains successful far into the future means making sustainable choices now by integrating long-term environmental, social and economic perspectives into decision-making. It means meeting the needs of today without compromising the ability of future generations to meet their needs.

Downtown can become a model of sustainability by taking a holistic view of the many systems of a city and the interconnectedness of elements such as jobs, housing, transportation, and recreation. Sustainability needs to include maximizing renewable energy, protecting the environment, sharing resources, promoting density, expanding transit choices, providing a pedestrian-friendly environment and promoting a diverse mix of activities

⁹ LEED stands for Leadership in Energy and Environmental Design. It is an internationally-recognized green building certification system developed by the US Green Building Council.

SUSTAINABILITY RECOMMENDATIONS

Objective 9.1: Build upon the sustainability qualities that are inherent in a compact Downtown development and transportation systems as embodied in this Downtown Plan. 🌱

Recommendation 193: Reduce the City's environmental impact by expanding and funding building, landscape, and infrastructure improvements that utilize sustainable building technologies and advance the City's sustainability plans. 🌱

Recommendation 194: Develop municipal pilot projects in the Downtown to showcase energy efficiency, renewable energy, and green building practices. 🌱

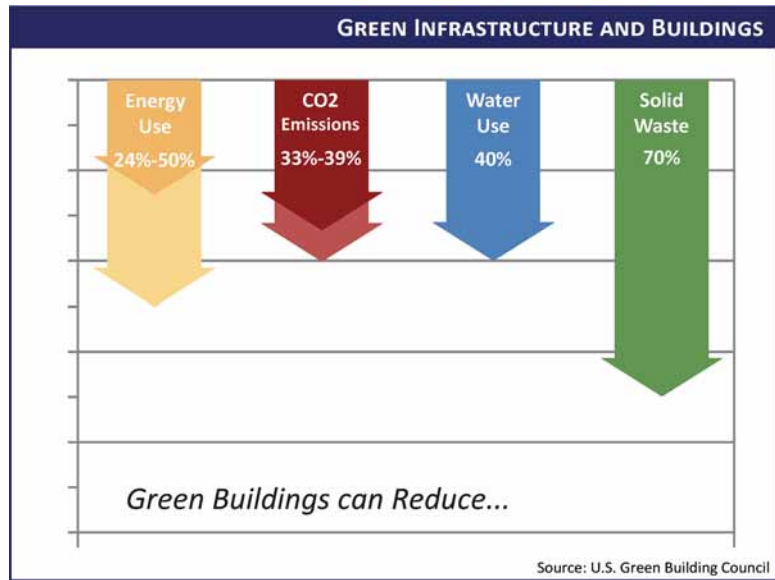
Recommendation 195: Promote green building design, development, and rehabilitation practices that continue to emphasize the Downtown as a model for sustainability. 🌱

Recommendation 196: Provide property owners and developers with education, guidance and technical support on sustainable building practices and construction techniques. 🌱

Recommendation 197: Showcase sustainability practices in Downtown parks through measures such as in minimizing stormwater runoff and developing wind turbines and solar power. 🌱

that are needed for cultural, economic, and intellectual exchanges. This plan emphasizes integrating these systems so that they work together for a more sustainable Downtown.

Recently, the City of Madison adopted The Natural Step as a framework for considering the environmental impacts of certain activities, and is soon to adopt *The Madison Sustainability Plan: Fostering Environmental, Economic and Social Resilience*. This Downtown Plan advances the goal of sustainability and includes recommendations that provide for a mix of uses in higher density developments, a variety and mix of housing types, preservation of existing structures, multi-modal transportation options with inter-modal connections, and easily accessible jobs, goods and services. Objectives and recommendations directly related to sustainability are noted throughout this document with a “🌱”.



An urban solution to stormwater runoff



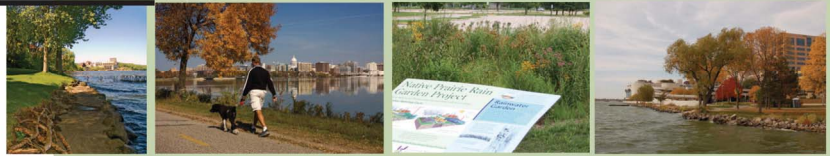
A green roof



A solar canopy

Key One: Celebrate the Lakes

- Complete Path System Along Lake Mendota
- Minimize Stormwater Runoff, & Explore Ways to Increase Water Quality



Key Two: Strengthen the Region's Economic Engine

- Encourage High Density Infill
- Expand Employment & Retail to Support Downtown Living & Working
- Expand Neighborhood Serving Retail & Service Nodes



Key Three: Ensure a Quality Urban Environment

- Implement Transit Oriented Development Principles
- Protect and grow the Urban Forest



Key Four: Maintain Strong Neighborhoods & Districts

- Integrate Transportation Hubs
- Encourage Adaptive Reuse of Quality Commercial Buildings.
- Rehabilitate Existing Housing While Encouraging Infill & Redevelopment



Key Five: Enhance Livability

- Workforce & Family Supporting Housing Initiatives
- Maintain Isthmus Schools & Daycare Facilities
- Safe & Affordable Near Campus Housing



Key Six: Increase Transportation Choices

- Improve & Expand Public Transit, Bicycle & Pedestrian Facilities
- Support Regional Transit, Commuter Rail & Express Bus Routes
- Transportation Demand Management Initiatives



Key Seven: Build on Historic Resources

- Preserve and Rehabilitate Landmarks, Potential Landmarks & Significant Historic Structures



Key Eight: Expand Recreational, Cultural & Entertainment Offerings

- New Neighborhood Park
- Sustainable Park Initiatives
- Use Open Space to Connect People to Their Environment



Key Nine: Become a Model of Sustainability

- Capitalize on Sustainability of Downtown Living & Working
- Showcase Renewable Energy Through Pilot Projects

