

APPENDIX A: A CAPSULE HISTORY OF DOWNTOWN PLANS

Throughout the 150 year civic history of Madison, the downtown and central isthmus have been often planned and studied. James Doty's original 1836 plat laid out the building blocks of streets and squares that continue to dominate and define our city today. Nolen's 1911 Plan provided Madison with a grand vision for the future, and plans from the late twentieth century refined and re-imagined some of Madison's great public spaces, pedestrian streets and beloved traditions like the Dane County Farmers Market. Madison's willingness to reevaluate and consider new ways of planning and design has allowed the Downtown to flourish throughout its storied history. Although the number of plans involving Madison's Downtown are many, several are particularly noteworthy in providing a historical context for this Downtown Plan:

1. James Doty's Original Plat (1836)
2. John Nolen's Madison: A Model City (1911)
3. Downtown – Proposals for Central Madison (1970)
4. Downtown 2000 (1989)
5. Downtown Advisory Report (2004) / City of Madison Comprehensive Plan (2006)

Downtown's Lake Monona lakeshore also has an extensive planning history. The graphic below highlights some milestones in the development of this Downtown edge.

James Doty's Original Plat (1836)

It was future Wisconsin Governor James Doty who first envisioned a city on this site, after passing through the area and glimpsing its potential in 1829. In April 1836, Doty purchased land on this isthmus between two lakes. That November, he lobbied the legislature of the newly created Wisconsin Territory to locate its capital city here. Doty's street plan for Madison, drafted on his way to the legislature, was inspired by Washington, D.C. This influence is apparent in Capitol Square, which radiates spoke-like streets. Madison had some advantages over the other 18 capital contenders. It boasted natural beauty, a central location and patriotic appeal: the name honored the late president James Madison and, unlike any other American town, most streets were named for signers of the Constitution. After some savvy promotion, Doty's "capital idea" became a reality.



James Doty's Original Plat for Madison (1836)



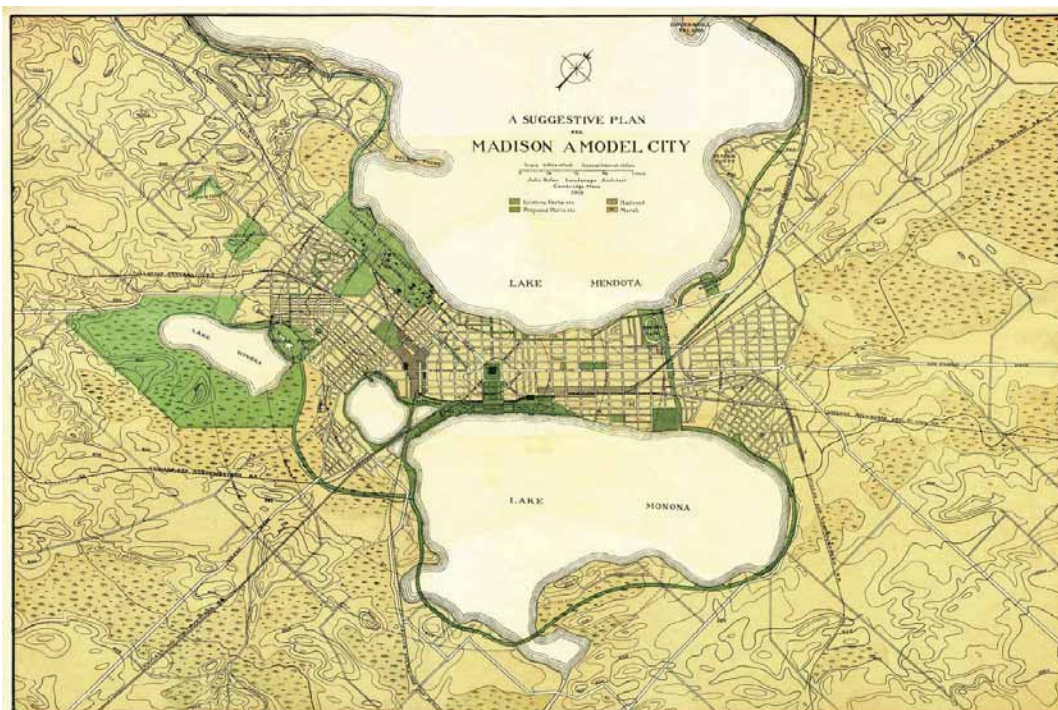
Birdseye illustration of Madison, circa 1870

Madison: A Model City

Madison: A Model City (1911) was the single most influential plan for the city since it was first laid out by James Doty seventy-five years earlier. The plan established a grand planning framework that guides the ideals and urban character of the city to this day, including:

- To pass suitable laws for the protection of the environs of the State Capitol.
- To secure for public use the most important lake frontages with a view to the formation of a Four Lake District.
- To inaugurate a plan for the redemption and use of all marsh land within or near the limits of Madison.
- To forecast the future needs of the State University and more adequately provide for them.
- To adopt a better method of locating and improving streets and making land subdivisions.
- To remove from the public streets all wires, poles and other obstructions.
- To pass a shade tree ordinance providing for the systematic public planting and maintenance of street trees.
- To take the existing parks of Madison as a nucleus and by supplementing them with small open spaces, larger parks and parkways, as already outlined, secure a well-balanced park system for the future.
- To adopt reasonable regulations for the control of all buildings so as to differentiate neighborhoods and protect real estate values.
- To consider methods of improving the housing of people of small means.

Nolen wanted to establish State Street as a major civic space that connected the University and the Capitol Square. He also established a Park System plan that connected the two lakes, and proposed major connections between large parks and recreation areas, including a connection between James Madison Park and the University, as well as along the lake Monona Shoreline.



A map from John Nolen's Madison: A Model City

Downtown – Proposals for Central Madison (1970)

In the 1960s, cities across the country were using urban renewal techniques to try to revitalize urban centers that were decaying due to the enormous growth of suburban communities. The 1970 *Proposals for Central Madison* was aimed to try to maintain Downtown Madison the center of business, entertainment and culture.

Increasing traffic was seen to be choking the narrow isthmus, and the City was still considering the idea of a freeway through the isthmus. New outlying shopping centers were threatening the viability of the Downtown shopping core, and several historic buildings were being indiscriminately razed to make way for new development. Projected growth in employment numbers and increased enrollment at the University of Wisconsin was also putting pressure on an aging office and housing stock.

Several key design recommendations that came out of the 1970 plan included:

- Protect views of the Capitol
- Improve the streetscape, bury wires, improve street lighting, plant street trees
- Improve quality of development and architecture - Create an Urban Design Commission
- Protect historic buildings - Create a Landmarks Commission
- Create a State Street Pedestrian Mall and establish a Downtown Shopping District
- Expand and improve bus service and construct new public parking garages

Many of the key recommendation have positively shaped the downtown and allowed the city to have great success. Some of the City's best public spaces and events come directly from the recommendations of this planning effort and include the State Street Pedestrian Mall, Civic Center and Historical Society, Farmers Market, Concerts on the Square and the creation of the Landmarks and Urban Design Commissions.

Downtown 2000 (1989)

The continued emergence of East and West Towne Shopping Malls as commercial centers contributed to a perception shared by many Madisonians that Downtown had no future. This plan aimed at taking those perceptions, and defined a statement of expectation and confidence for the future of Downtown. It identified a series of redevelopment opportunities that helped transform Downtown into an exciting place for people to live, spurring a great increase in Downtown's population.

Several major goals of this plan included maintaining Downtown Madison as a center of government, finance, education and culture for the state and region, as well as an emphasis on providing a variety of housing choices to attract a diverse residential population back to the central area

Downtown 2000 reinvigorated Downtown as a vibrant place to live, work and play. Many of the redevelopment projects associated with the *Downtown 2000* Plan include:

- Monona Terrace and Convention Center
- UW Fluno Center and University Square Redevelopment
- State Street and Capitol Square Reconstruction
- Dane County Courthouse and Public Safety Building
- St. Mary's and Meriter Hospitals Redevelopment
- New condominium and apartment building with over 2,800 new housing units

(list continued on the following page)

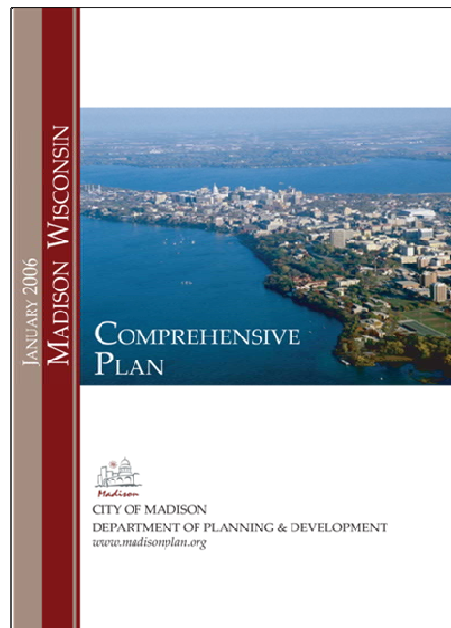
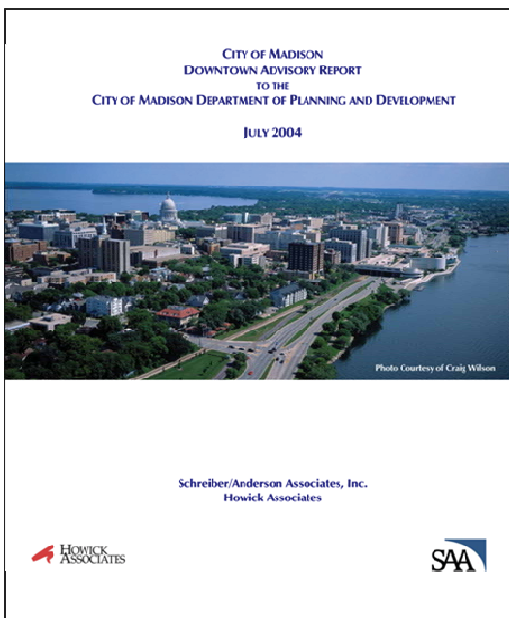
- Block 89 Redevelopment
- Overture Center
- Findorff Yards Redevelopment
- UW Kohl Center



A map from Downtown 2000

Downtown Advisory Report (2004) City of Madison Comprehensive Plan (2006)

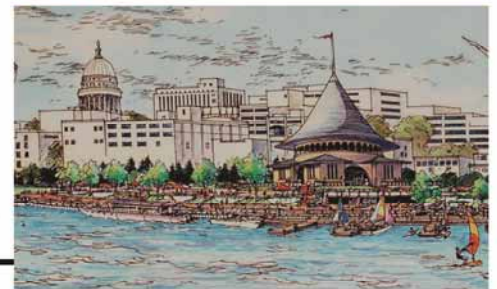
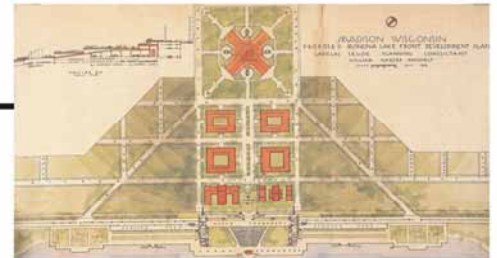
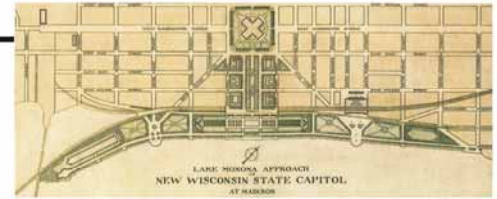
During the development of Madison’s *Comprehensive Plan*, a supporting effort was initiated to examine some of the issues and trends in Downtown. This effort is embodied in the 2004 *Downtown Advisory Report*. This report provides a summary of existing Downtown plans and studies and input received during public meetings held in the spring of 2004. It also provides a vision for the downtown and general goals and recommendations on topics including: land use, housing, transportation, economic development, civic/cultural, open space and recreation, and urban design. The *Downtown Advisory Report* served as the basis for many of the objectives and policies for the Downtown that are included in the *Comprehensive Plan*, which also includes baseline land use and building height recommendations for 10 sub-districts. However, one of the priority recommendations in the *Comprehensive Plan* is that a more detailed plan be prepared for the Downtown.



Downtown Advisory Report and Madison’s Comprehensive Plan

LAW PARK AND LAKE MONONA SHORELINE PLANNING HISTORY

- 1909 John Nolen Plan sets out to strengthen the “organic relation between the new Capitol and Lake Monona.”
- 1911 John Nolen’s Madison: A Model City Plan recommends acquiring the property between the Capitol Square and Lake Monona.
- 1939 Ladislas Segoe’s Comprehensive Plan of Madison and Its Environs recommends a series of terraces that include an amphitheater, Pedestrian promenade, boat landings and a four-lane parkway with parking for 600 cars.
- 1967 Wesley Peters’s Monona Basin Project harmonizes plans for nearly three miles of lakeshore from Olin Turville Point to Williamson Street with a series of fountain jets, convention and community center and boat
- 1986 City’s Capitol Square Southeast Plan proposes a marina, parking lot and improved boat launch and pier access. City applies for DNR permit
- 1988 The Madison Common Council adopts a preliminary Law Park Redevelopment plan by the Madison Parks Commission and Aquatic Facility Study Committee. DNR indicates that habitat mitigation activity may be necessary to receive a US Army Corps of Engineering permit approval.
- 1989 Evjue Foundation announces a \$1,000,000 grant to pay for a Law Park boat house based upon Frank Lloyd Wright’s original 1893 design.
- 1990 The City is granted a permit from the U.S. Army Corps of Engineers to fill approximately 4.0 acres of Lake Monona to expand Law Park with mitigation conditions that limit parking, private boat slips and include open space requirements.
- 1992 The City approves referendum on Monona Terrace Convention and Community Center project.
- 1993 The City receives an extension and alteration of the US Army Corps of Engineers Permit to build Monona Terrace Convention and Community Center upon lake bed pilings and to create a new fishing pier adjacent to the facility.
- 1996 The Parks Division (Schreiber Anderson Assoc.) prepares concept Plan for John Nolen Lakeshore parkway.



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APPENDIX B: PLANNING PROCESS

This Downtown planning process began by building on the background, vision, objectives, policies, and recommendations contained in the 2004 *Downtown Advisory Report* and the 2006 *Comprehensive Plan*. This starting point allowed the City to begin discussion with the public based upon recently adopted goals, objectives, and policies that formed the basis for more refined strategies, projects and initiatives.

Major Public Meetings

A series of five large format public meetings were held to coincide with the “meeting windows”, or major stages in the process.

Meeting One: Kickoff

Participants discussed and prioritized topics covered in the *Downtown Advisory Report* and *Madison Comprehensive Plan*, and identified recommendations they felt were missing from that report. Sustainability, parks and urban open spaces, retail uses to meet the needs of Downtown residents, growing basic sector jobs and a new/expanded central library were a few of the ideas that generated the most support from participants.



Kick-Off meeting

Meeting Two: What are the Possibilities?

In June of 2008, over 140 people attended a series of six themed public workshops were held at the Overture Center to invite people to share and discuss their big ideas for the future of Madison’s Downtown. The six themes included Downtown Working and Business, Downtown Living, Moving Around, Recreation Culture and Entertainment, Visitors and Tourists and Sense of Place. Through a series of intensive small group discussions and mapping exercises, participants discussed Downtown’s strengths and weaknesses, and generated maps that highlighted major goals, opportunities and strategies for each of the downtown planning themes.



June 2008 workshops

Meeting Three: General Plan Approaches

In November of 2008, a public meeting was held to gather public input on a series of general planning approaches for each of the theme areas as refined and adapted since the previous meetings. The results from this meeting allowed City staff to begin to hone in on a set of more specific ideas and goals that discussed with the community.



Theme approaches

Meeting Four: Areas of Emphasis

Over 150 participants attended this meeting on preliminary concepts for the Downtown Plan. Participants were engaged through a series of maps, diagrams and 3-D images that proposed ideas for major areas of emphasis within the Downtown. Participants discussed:

- Character Areas / Districts
- Key Transportation Connections & Linkages

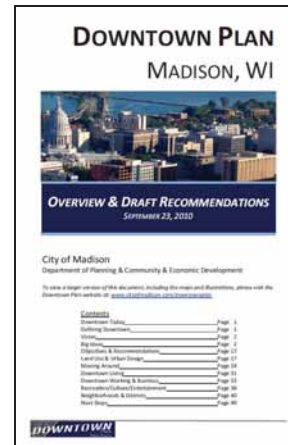


Areas of Emphasis Map

- Building Heights
- Areas of Emphasis / Potential Opportunities (with illustrations)

Meeting Five: Draft Recommendations

City staff published a booklet that outlined 10 “Big Ideas” and a complete set of draft recommendations proposed to be included in the Downtown Plan. After the initial public meeting, City Staff hosted an open house to allow the public to ask additional questions and comment on the Big Ideas and draft recommendations. Many additional comments from both the public and government agencies were gathered and discussed during subsequent months as staff began putting together the final plan.



Draft Recommendations

Public Engagement & Communication Goals

From the beginning, staff from the City’s Department of Planning and Community and Economic Development engaged property and business owners, residents, design and real estate professionals, students, visitors and other interested parties. Like most successful planning initiatives, communicating with and engaging the public is pivotal to creating a plan that is widely supported. City Planning Staff effort included a flexible public engagement plan that strove to:

- Include a variety of input opportunities for every audience group at every stage of the process.
- Provide opportunities for people to participate “a little” or “a lot” in the process, while assuring that one or a few individuals or interest groups do not dominate the process.
- Recognize that ongoing public involvement is essential to create an innovative & implementable plan.
- Use the *Comprehensive Plan & Downtown Advisory Report* as the basis for moving forward.
- Engage downtown organizations to increase public input opportunities & leverage City resources.
- Provide opportunities for visitors, students, & non-downtown residents (including residents of adjoining communities) to provide their perspectives on downtown.



Downtown Plan newsletters

Key City Commissions & Committees

City staff met with several City Commissions and Committees to receive input as the plan was being formulated, including:

- Plan Commission
- Downtown Coordinating Committee
- Urban Design Commission
- Landmarks Commission
- Transit & Parking Commission
- Pedestrian/Bicycle/Motor Vehicle Commission
- Long Range Transportation Planning Commission



Graphics helped facilitate public discussions

- Economic Development Committee
- Board of Park Commissioners
- Madison Arts Commission
- Central Madison’s Business Improvement District Board

Storefront Project Office

The Downtown Plan Project Office offered a unique opportunity for Downtown residents, employees and visitors an opportunity to stop in and see the progress being made on the Downtown Plan. Located adjacent to the Overture Center and the Library, just steps off of State Street, the storefront office provided an opportunity for people to talk one-on-one about the future of Downtown with City staff in a casual atmosphere. The office served as a rotating gallery of maps, graphics and other information that had been used throughout the Planning process.

Other Public Outreach Activities

In addition to the five major public meetings, work sessions and Commission meetings, City Planning staff provided opportunities for engagement with interested citizens in varied ways. In addition to an interactive website and repeat broadcasts of presentations on Madison City Channel, staff regularly created a newsletter that was distributed to all interested parties.

Staff also arranged numerous small focus group meetings and one-on-one interactions with anyone who requested to meet. These focus groups and small meetings included interactions with Downtown Madison, Inc., Capitol Neighborhoods, Inc., Greater State Street Business Association, Greater Madison Chamber of Commerce, UW-Madison, Smart Growth Greater Madison and the Madison Trust for Historic Preservation as well as other university students, social service providers, large Downtown employers and small businesses owners.

Over the course of the planning process, City staff had over 2,250 individual contacts with the public.



Downtown Plan office



Public meetings



Interactive mapping exercises

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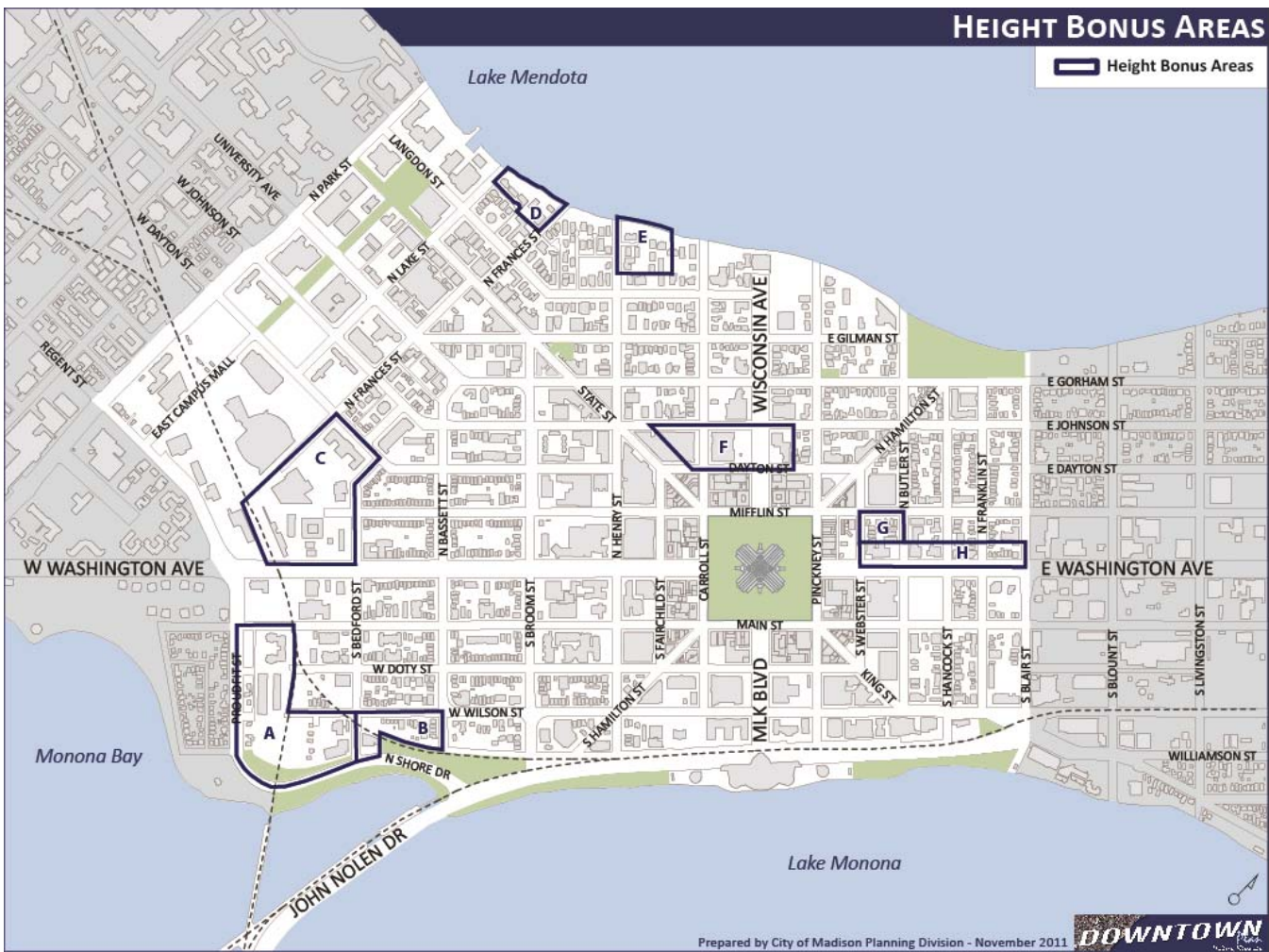
APPENDIX C: MAXIMUM BUILDING HEIGHTS—BONUS STORY CRITERIA

The Maximum Building Heights Map establishes a pattern of maximum heights that is consistent with, and will help to implement, Downtown Plan objectives regarding compatibility of scale, preservation of key view corridors, and respect for the unique character of individual Downtown neighborhoods and districts. In most cases, the map sets a single maximum number of stories that can be applied consistently throughout that particular height district, although not every new building will reach that maximum since other standards and design considerations also apply.

During the planning process, several Downtown areas were identified with special characteristics that make it reasonable to allow the potential to consider buildings slightly taller than the recommended base height under certain circumstances, rather than apply an absolute fixed height throughout the district. These tend to be transition areas located between areas with different development character, recommended building height and scale; or which include existing older structures whose long-term preservation should be encouraged, but may be threatened by the potential for high-density redevelopment. To recognize and accommodate these situations, the Maximum Building Heights Map in this Downtown Plan defines eight areas where buildings may be allowed up to two additional, or bonus, stories if they meet specific criteria that reflect the unique context of the site and its surroundings, and help to advance the planning recommendations for that area.

The bonus stories are intended to provide additional design flexibility to address the unique circumstances in these areas, and to create an incentive for projects that go beyond what is otherwise required to help achieve other objectives of this plan, such as preserving landmark structures and ensuring that adjacent development is sensitive to the historic context. The bonus stories are not to be considered “by right” heights, and are only available for buildings that include specific elements or accomplish specific plan objectives, as described in the criteria below. For example, if a historic building is recommended for preservation, bonus stories may be available for a new development that incorporates the restoration of that structure; and the additional allowed height in the new building could offset the costs of restoration. In some cases, a project site might be expanded to include such a historic structure as a way to become eligible for the bonus.

The height districts where bonus stories are potentially available do not include areas within identified view corridors or local historic districts. Where bonus stories are available, it is not intended that the bonus be earned merely by complying with standards and criteria that would be required and expected in any case, such as underlying zoning regulations, good design, or sensitivity to an adjacent historic landmark. The intent is not simply to allow a taller building, but to encourage and reward buildings of truly exceptional design that respond to the specific context of their location and accomplish specific objectives defined for the area.



SPECIFIC CRITERIA FOR HEIGHT BONUS AREAS

A proposed development project would have to meet all of the criteria for that Bonus Area listed below in order to be eligible for the bonus stories.

Bonus Area A (Findorff Yards)

This large, irregularly-shaped block serves as a prominent edge of the Downtown, with development sites that are highly-visible from John Nolen Drive, North Shore Drive/ Proudfit Street, and across Monona Bay. Because of its visual prominence, up to two bonus stories may be considered for projects within Bonus Area B that:

- 1) Exhibit exceptionally high quality building design, including providing an interesting building “top” that enhances the near and long views cited above.

Bonus Area B (West Wilson)

This relatively small block also serves as a prominent edge of the Downtown, with long views from John Nolen Drive, North Shore Drive, and across Monona Bay. It contains two potential landmarks. The area is adjacent to the 4-story Bassett District on the north and east, but portions of the block slope downward from West Wilson Street toward the lake. In order to take advantage of the sloping terrain while enhancing the presentation

toward the lake and the promote the preservation of historic resources on the block, up to two bonus stories may be considered for projects within Bonus Area C that:

- 1) Exhibit exceptionally high quality building design which enhances all street frontages and presents an interesting façade towards North Shore Drive; and
- 2) Incorporate the restoration of one or more potential landmark buildings into the project to ensure their preservation.

Bonus Area C (West Rail)

This large, irregularly-shaped block is adjacent to districts that allow relatively tall buildings (10 and 12 stories) on two sides, and to districts that allow relatively lower buildings (5 and 6 stories) on the other two. The area also contains three designated landmarks and several potential landmarks---primarily located near the edges of the district. This provides a large central core area set well back from any of the surrounding through streets where buildings taller than the base 8 story maximum height may be appropriate if specified criteria are met. Up to two bonus stories may be considered for projects within Bonus Area A that:

- 1) Incorporate the restoration of one or more landmark or potential landmark buildings into the project to ensure their preservation; and
- 2) Ensure that the scale, massing and design of new buildings accentuate the landmark and/or potential landmark buildings within or adjacent to the project and create a pleasing visual relationship with them.

Bonus Areas D and E (Langdon)

These two small areas within the Langdon District are portions of large, deep blocks that slope downward towards Lake Mendota. Both areas are in a National Register Historic District and include identified contributing buildings; and any new development should enhance that character. The base height recommendation for both areas is 5 stories, but a few taller buildings might be appropriate in the middle of these blocks if set well back from the street. Within Bonus Areas D and E, up to two bonus stories may be considered for projects that:

- 1) Maintain the established front yard setbacks along the adjacent streets; and
- 2) Have a maximum height of 5 stories on any street façade; and
- 3) Provide a setback of at least 30 feet from the face of all street facades for stories above the fifth story; and
- 4) Accommodate the proposed mid-block pedestrian path where applicable; and
- 5) Incorporate one or more National Register contributing buildings on or near the building site into the development, and include their exterior restoration into the development project.

Bonus Area F (Institutional Blocks)

This is a transition area between the Downtown Core, with the tallest allowed buildings in the planning area, and the Mansion Hill Historic District, with a 5-story height limit. While primarily characterized by existing institutional uses, there is redevelopment potential here and taller building than are now present would be appropriate. The maximum base height for Bonus Area F is 8 stories, but up to two bonus stories may be considered for projects that:

- 1) Ensure that the scale, massing and design of new buildings are sensitive to the Historic District and provide a transition to lower heights more complementary to the District on the Johnson Street edge.

Bonus Area G (Lamp House)

This transition area is adjacent on the west to the Downtown Core, where buildings may be built to the Capitol view height preservation limit, adjacent on the north and south to areas where 8 or 10-story building heights may be possible, and adjacent on the east to the 4-story James Madison Park Neighborhood. The Lamp House, a local landmark, sits in the center of the block. Within Bonus Area G, up to two bonus stories may be considered for projects that:

- 1) Incorporate the restoration of landmark or potential landmark buildings into the project to ensure their preservation; and
- 2) Accentuate the Lamp House and enhance its setting by ensuring that the placement, scale, massing and design of new buildings create a pleasing visual relationship with it and provide views to it from several vantage points on the adjacent streets; and
- 3) Maintain a rhythm, scale and massing of new buildings along East Mifflin Street and North Butler Street that reflects the character of the James Madison Park Neighborhood, including providing exterior entrances to individual ground floor units.

Bonus Area H (East Washington)

This area comprises a portion of the East Washington Avenue frontage that forms the connection between the Capitol Square and the Capital Gateway Corridor that extends eastward from Blair Street. While the area only encompasses five block faces, the maximum building height in adjacent areas ranges from three stories to Capitol View, so while tall buildings are appropriate here, the area also functions as a transition area to some extent. In order to encourage taller buildings that provide continuity with the Capital Gateway Corridor and further enhance this important approach to the Downtown, up to two bonus stories may be considered for projects within Bonus Area H that:

- 1) Include building step backs above the fifth story to maintain the sense of an expansive view toward the Capitol established in the Capital Gateway Corridor.
- 2) Exhibit exceptionally high quality building design, including providing an interesting building “top.”

APPENDIX D: BENCHMARKS

This document contains many objectives and recommendations to be accomplished over the next twenty years. Benchmarks can be useful tools in tracking and understanding changes in the Downtown over time. The table below lists a variety of measures, provides a baseline that reflects the current condition, and suggests 10-year and 20-year benchmarks. It is for tracking purposes to monitor changes in the Downtown over time. Since many influences effect changes in the Downtown (such as the real estate market), these benchmarks are not meant to gauge the success of this plan, rather to note changes that may necessitate revisiting some of its recommendations to ensure that it remains a current plan.

Measure	Baseline	10-Year Benchmark	20-Year Benchmark	Notes
Percent of Downtown's lakeshore that is publicly accessible	84.1%	92%	100%	Source: Department of Planning and Community and Economic Development
Number of Downtown workers	33,000	35,000	37,000	Source: US Bureau of the Census and Claritas. Workers in all sectors.
Assessed value of Downtown parcels (land + improvements)	\$1.88 billion	\$2.82 Billion (= 50% ↑ from baseline)	\$4.23 Billion (= 50% ↑ from 10-year benchmark)	Source: City Assessor's Office data calculated by the
Economic Impact of Monona Terrace	\$37.6 million	\$56.1 million	\$64 million	Source: Independent accounting firm, Baker Tilly. 10-year benchmark assumes a new 275-room hotel built within 1,200 feet of Monona Terrace with a total room block of 400 (currently 150). 20-year benchmark assumes no additional hotels built within the 1,200 foot radius.
Median Household income	\$21,332	\$23,466 (= 10% ↑ from baseline)	\$25,813 (= 10% ↑ from 10-year benchmark)	Source: US Bureau of the Census. Calculated by extrapolating income ranges using household counts. Does not include group quarters (dormitories, fraternities, sororities, etc.)
Percent of Downtown streets with a pavement rating of 7 or higher	57%	63% (= 10% ↑ from baseline)	69% (= 10% ↑ from 10-year benchmark)	Source: City of Madison Engineering Division. Based on WI Dept. of Transportation's PASER rating system, where 10 is a new street and 1 is a street in terrible condition.
Number of street trees per 100 feet of street	2.8	3.4	4	Source: Department of Planning and Community and Economic Development. Includes trees within medians and on the opposite side planning area boundary streets.
Number of community pride violations per year	730	550 (= 25% ↓ from baseline)	400 (= 25% ↓ from 10-year benchmark)	Source: City of Madison Building Inspection Division as reported in the Neighborhood Indicators Project. Includes violations regarding: graffiti, grass/weeds, trash/debris, property maintenance, and zoning.
Number of potential landmark properties nominated for landmark designation	0	35	65	Source: Department of Planning and Community and Economic Development. Potential landmarks identified in the Downtown Historic Preservation Plan (1998).
Number of Downtown residents	24,009	26,400 (= 10% ↑ from baseline)	29,000 (= 10% ↑ from 10-year benchmark)	Source: US Bureau of the Census.

Measure	Baseline	10-Year Benchmark	20-Year Benchmark	Notes
Number of Downtown occupied housing units	10,457	11,700 (≈ 1,300 ↑ from baseline)	13,000 (1,300 ↑ from 10-year benchmark)	Source: US Bureau of the Census.
Percent of owner-occupied Downtown residential units	7.6%	10%	15%	Source: US Bureau of the Census. Does not include group quarters (dormitories, fraternities, sororities, etc.)
Number of Family Households	540	750	1,000	Source: US Bureau of the Census.
Number of crimes against persons per year	358	300 (≈ 15% ↓ from baseline)	250 (≈ 15% ↓ from 10-year benchmark)	Source: City of Madison Police Department as reported in the Neighborhood Indicators Project. Includes crimes such as robbery, battery, sexual assault.
Number of crimes against property (burglary/theft) per year	1,159	980 (≈ 15% ↓ from baseline)	830 (≈ 15% ↓ from 10-year benchmark)	Source: City of Madison Police Department as reported in the Neighborhood Indicators Project. Includes crimes such as residential and retail burglary, auto theft.
Number of crimes against society (drug/liquor/disturbances) per year	2,045	1,740 (≈ 15% ↓ from baseline)	1,480 (≈ 15% ↓ from 10-year benchmark)	Source: City of Madison Police Department as reported in the Neighborhood Indicators Project. Includes crimes such as disturbances, liquor violations, drug incidents.
Percent of Downtown workers who drive alone	55%	40% (≈ 25% ↓ from baseline)	30% (≈ 2% ↓ from 10-year benchmark)	Source: US Bureau of the Census
Acres of park land	44.8	47	49	Source: City Parks Division and Planning Division. Includes portions of James Madison Park and Brittingham Park that are outside of the planning area boundaries. Also includes the Capitol grounds.
Number of LEED certified buildings	2	20	50	Source: US Green Building Council. Includes LEED-NC, LEED-EB: O+M, LEED-CI, LEED-CS, LEED for Retail, LEED-HC, and LEED-SCH.