



Lake Mendota

Lake Monona

Memorial Union

James Madison Park

Brittingham Park

Wisconsin State Capitol

The Kohl Center

Monona Terrace

**Plan Boundary**  
**Downtown Area Plan**



Lake Mendota

Lake Monona

James Madison Park

Brittingham Park

Memorial Union

Wisconsin State Capitol

The Kohl Center

Monona Terrace

**Aerial Photography (2024)  
Downtown Area Plan**

Gorham St  
Brearly St

Paterson St

Blair St

Washington Ave

Mifflin St

Hamilton St

Webster St

Wisconsin Ave

Dayton St

Pinckney St

Burley St

Williamson St

Wilson St

State St

Langdon St

University Ave

Langdon St

Lake St

Johnson St

Dayton St

Frances St

State St

Wisconsin State Capitol

King St

Carroll St

Main St

Martin Luther King Jr Blvd

John Nolen Dr

Park St

Johnson St

Dayton St

Lake St

State St

Henry St

Fairchild St

Monona Terrace

Mifflin St

Bassett St

Washington Ave

Bloom St

Doty St

Wilson St

Bedford St

Regent St

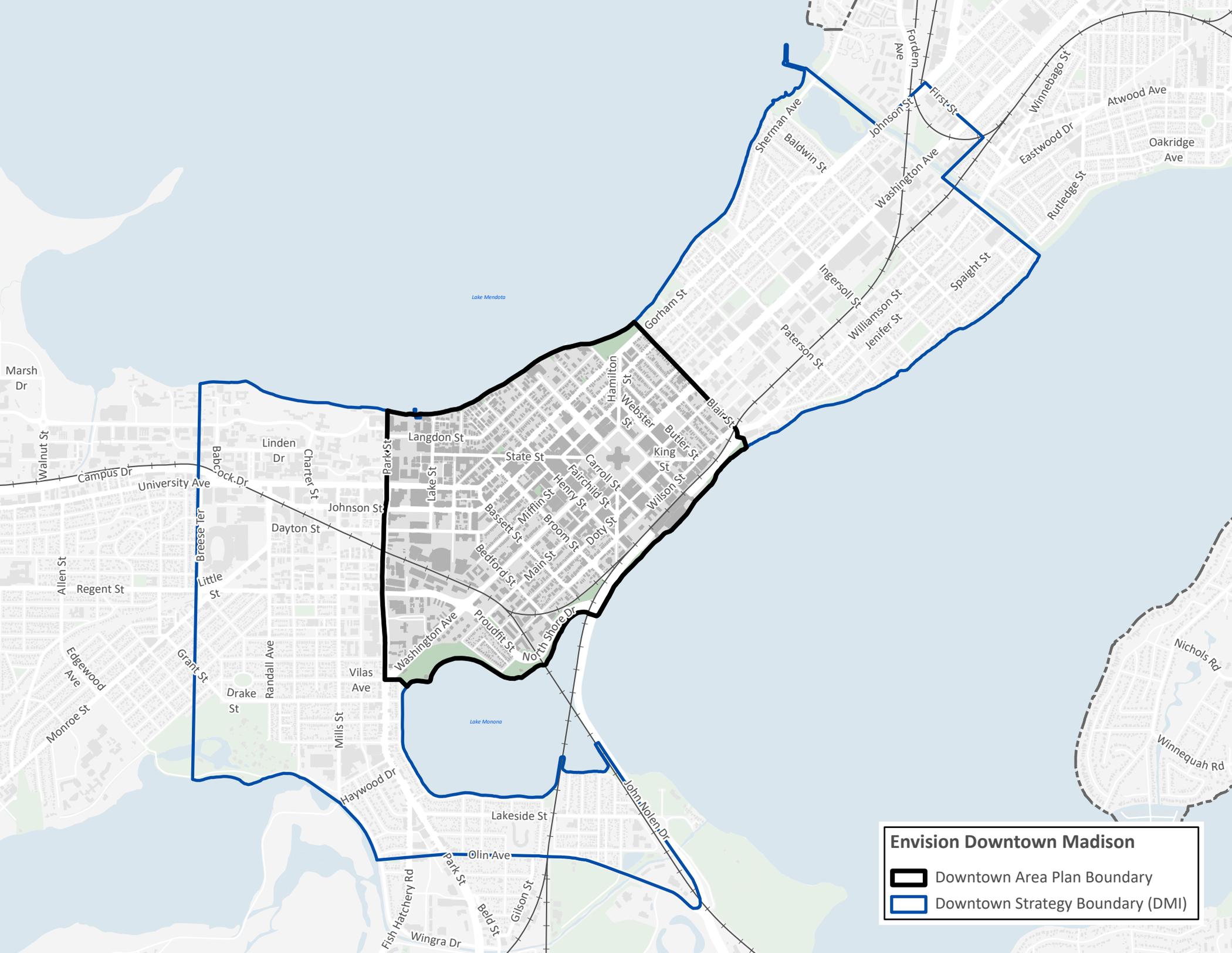
North Shore Dr

Proudfit St

Vilas Ave

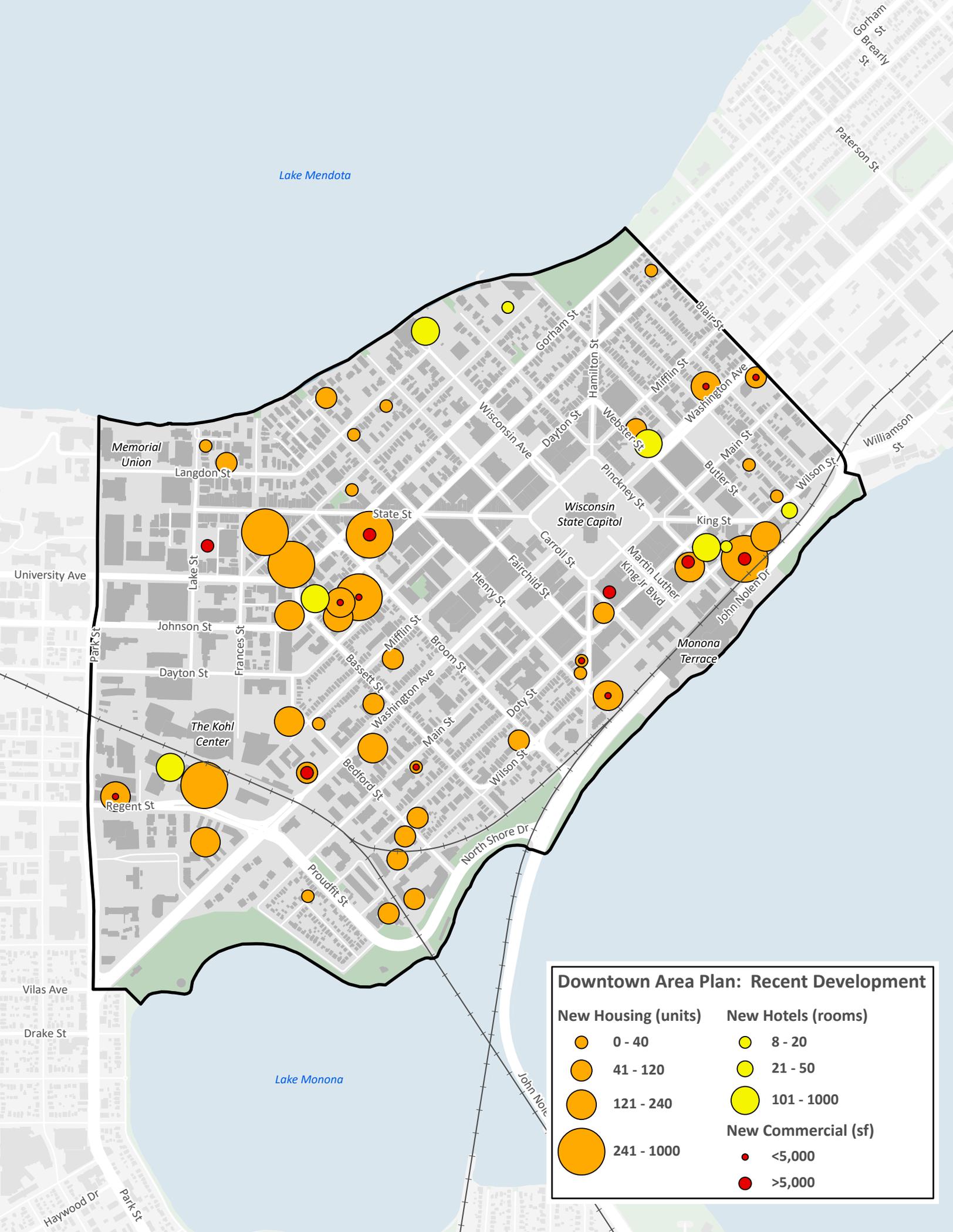
Drake St

Haywood Dr  
Park St



**Envision Downtown Madison**

-  Downtown Area Plan Boundary
-  Downtown Strategy Boundary (DMI)

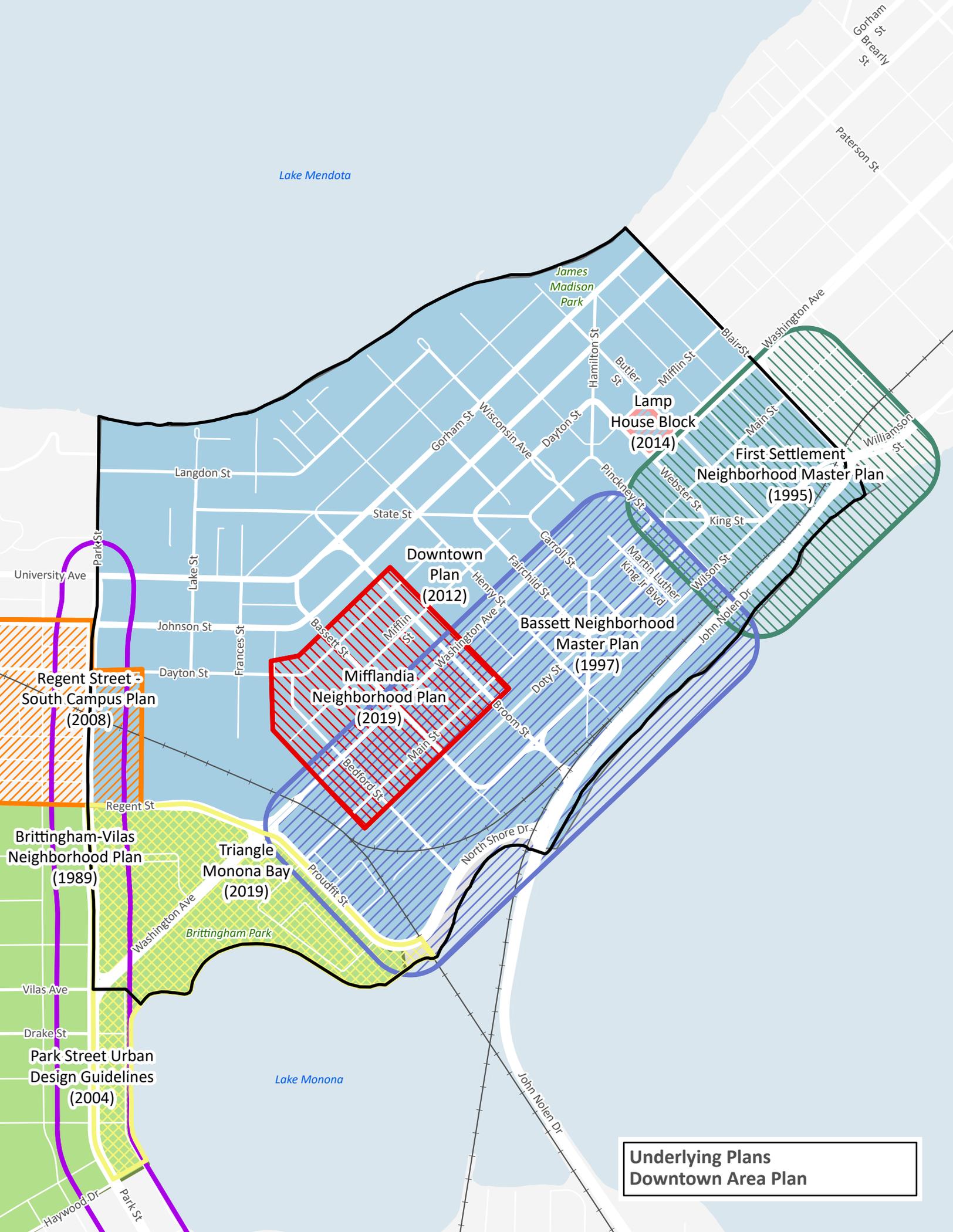


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**Downtown Area Plan: Recent Development**

New Housing (units)		New Hotels (rooms)	
	0 - 40		8 - 20
	41 - 120		21 - 50
	121 - 240		101 - 1000
	241 - 1000	<b>New Commercial (sf)</b>	
			<5,000
			>5,000



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James Madison Park

Lamp House Block (2014)

First Settlement Neighborhood Master Plan (1995)

Downtown Plan (2012)

Bassett Neighborhood Master Plan (1997)

Mifflandia Neighborhood Plan (2019)

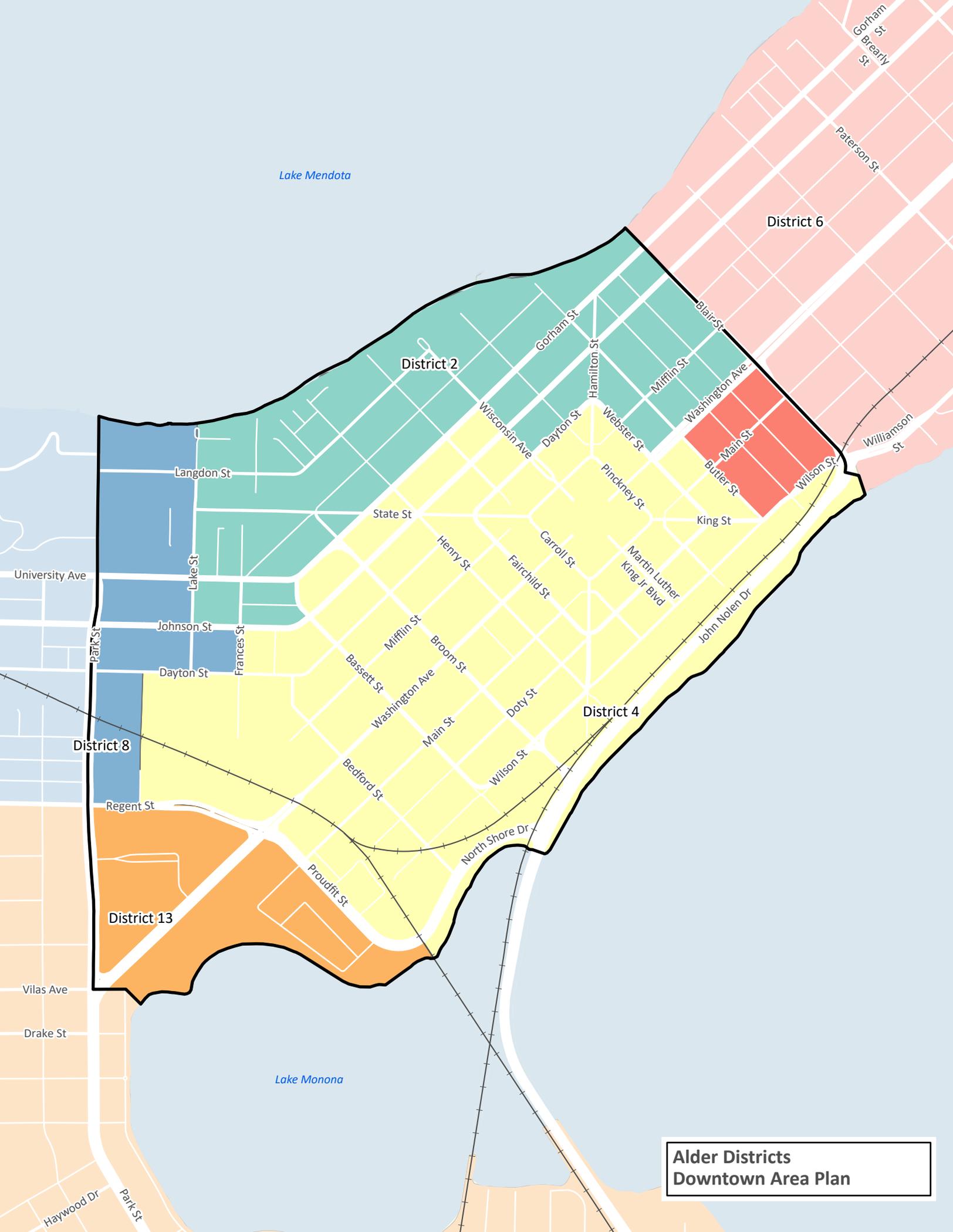
Regent Street - South Campus Plan (2008)

Brittingham-Vilas Neighborhood Plan (1989)

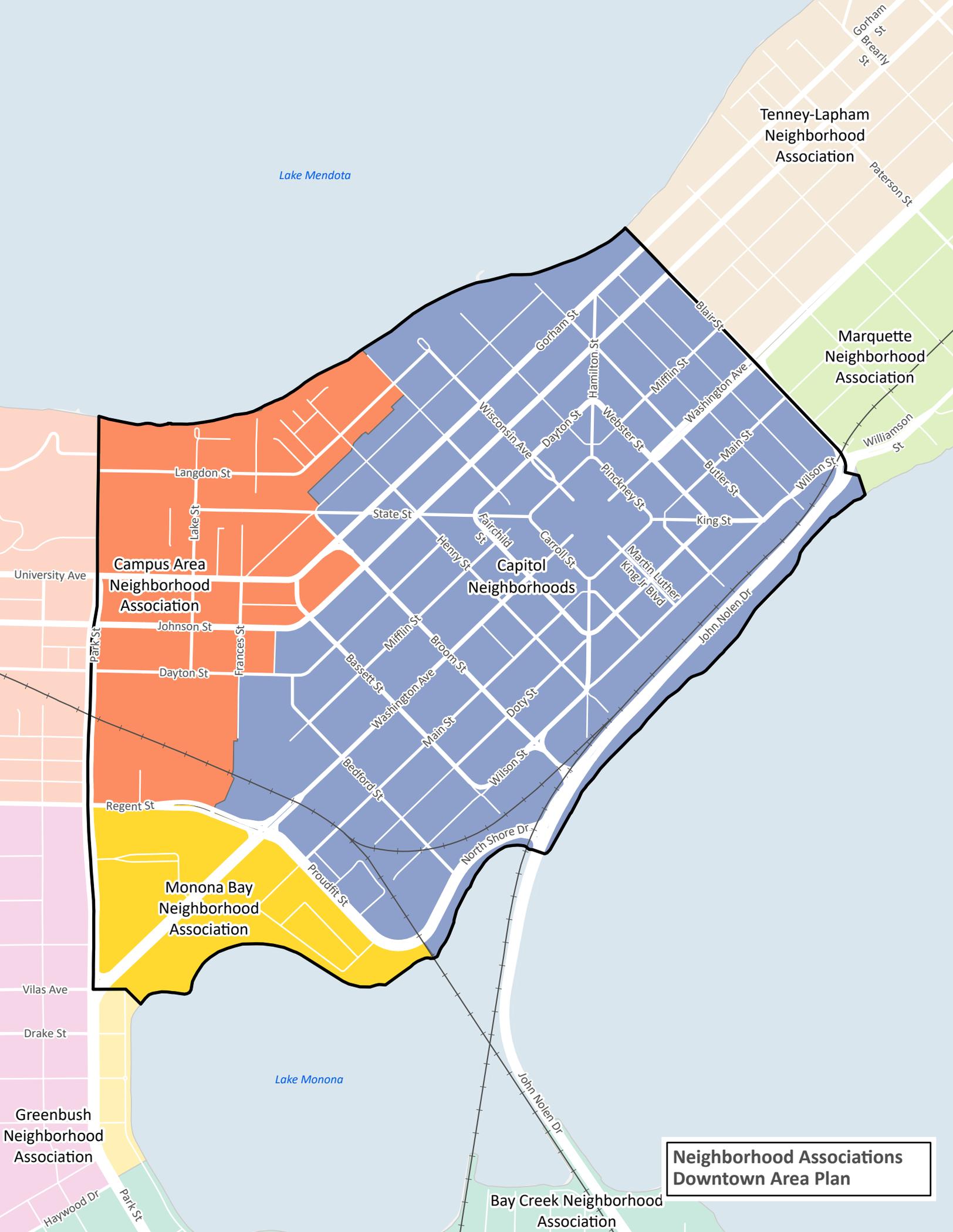
Triangle Monona Bay (2019)

Park Street Urban Design Guidelines (2004)

Underlying Plans  
Downtown Area Plan



**Alder Districts  
Downtown Area Plan**



Lake Mendota

Tenney-Lapham  
Neighborhood  
Association

Marquette  
Neighborhood  
Association

Campus Area  
Neighborhood  
Association

Capitol  
Neighborhoods

Monona Bay  
Neighborhood  
Association

Greenbush  
Neighborhood  
Association

Bay Creek Neighborhood  
Association

**Neighborhood Associations  
Downtown Area Plan**

FL. -12.



**Aerial Photography (1937)**  
**Downtown Area Plan**



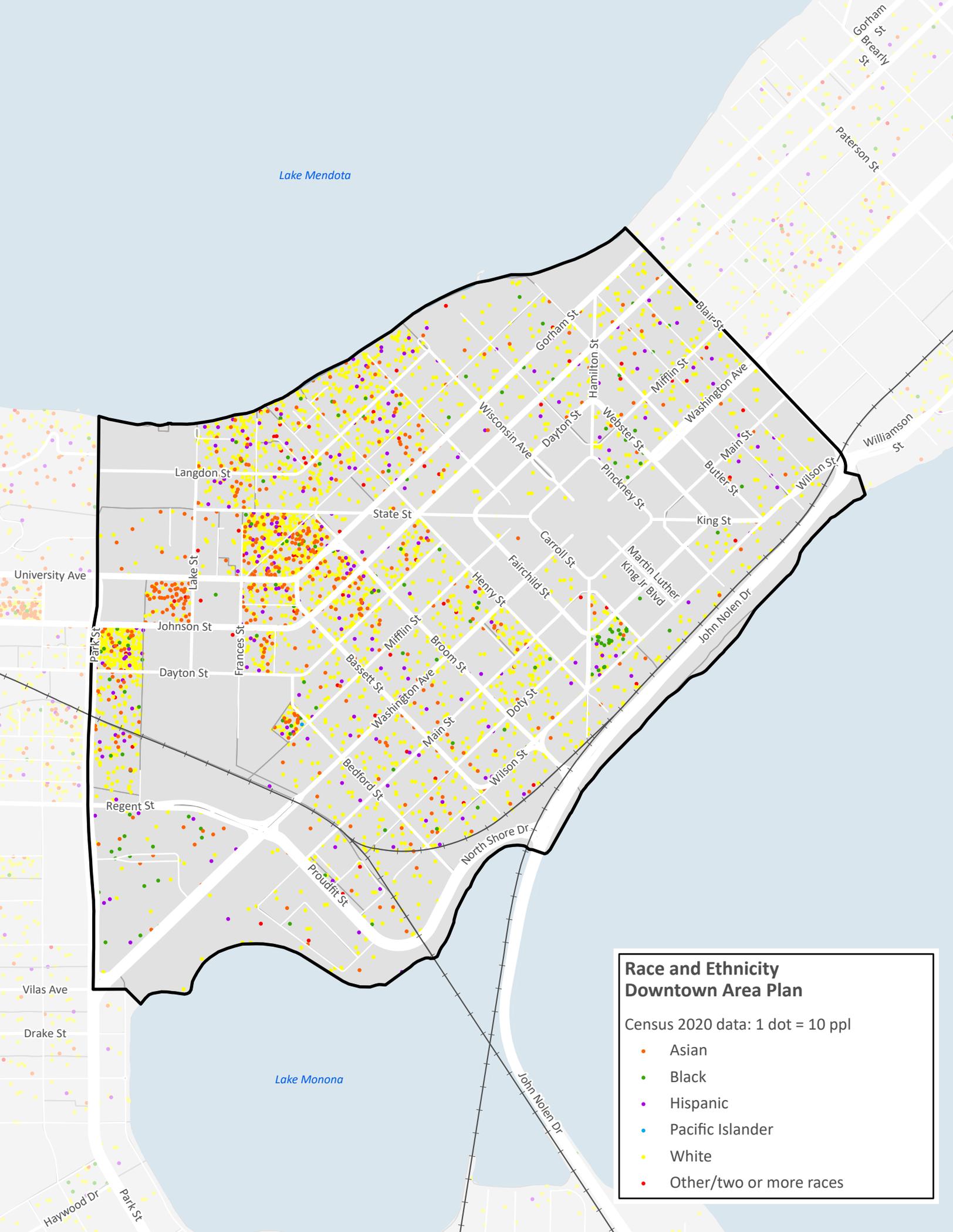
Aerial Photography (1955)  
Downtown Area Plan



**Aerial Photography (1976)**  
**Downtown Area Plan**



**Aerial Photography (1995)  
Downtown Area Plan**



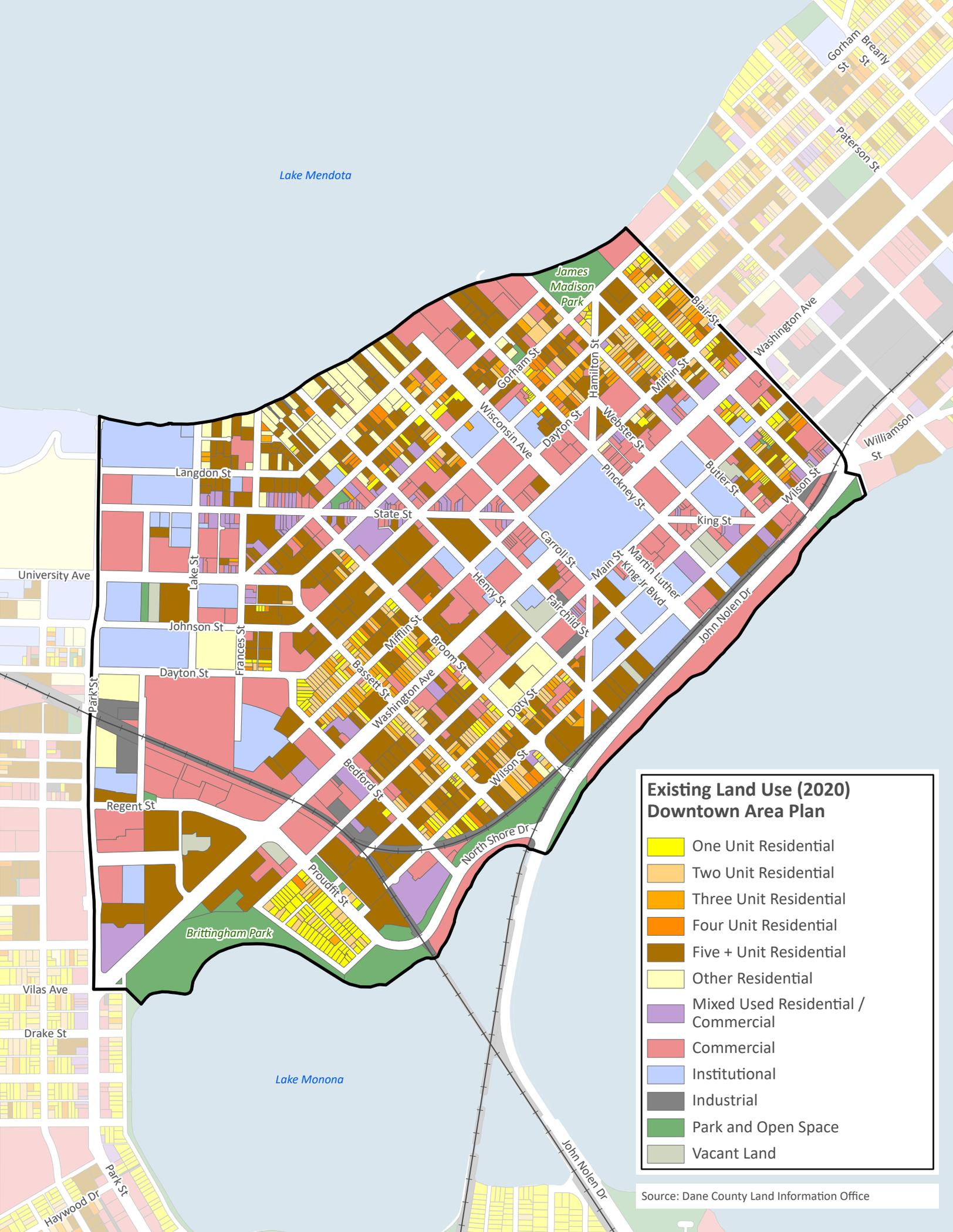
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**Race and Ethnicity  
Downtown Area Plan**

Census 2020 data: 1 dot = 10 ppl

- Asian
- Black
- Hispanic
- Pacific Islander
- White
- Other/two or more races



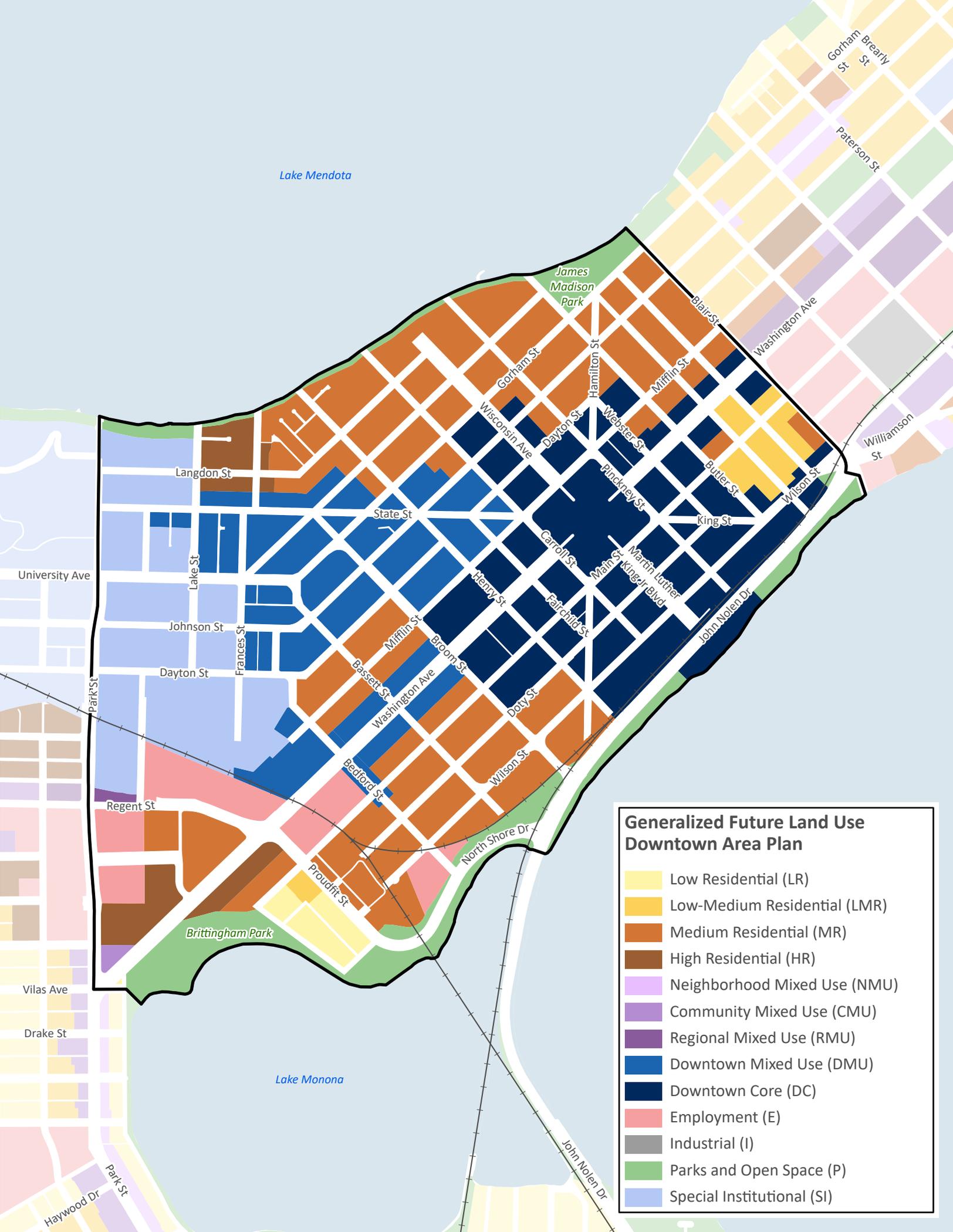
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**Existing Land Use (2020)  
Downtown Area Plan**

- One Unit Residential
- Two Unit Residential
- Three Unit Residential
- Four Unit Residential
- Five + Unit Residential
- Other Residential
- Mixed Used Residential / Commercial
- Commercial
- Institutional
- Industrial
- Park and Open Space
- Vacant Land

Source: Dane County Land Information Office



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James Madison Park

University Ave

Langdon St

Johnson St

Dayton St

Regent St

Vilas Ave

Drake St

Haywood Dr

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Brittingham Park

**Generalized Future Land Use  
Downtown Area Plan**

- Low Residential (LR)
- Low-Medium Residential (LMR)
- Medium Residential (MR)
- High Residential (HR)
- Neighborhood Mixed Use (NMU)
- Community Mixed Use (CMU)
- Regional Mixed Use (RMU)
- Downtown Mixed Use (DMU)
- Downtown Core (DC)
- Employment (E)
- Industrial (I)
- Parks and Open Space (P)
- Special Institutional (SI)

Park St

Frances St

Proudfit St

State St

Mifflin St

Bassett St

Bedford St

North Shore Dr

Wisconsin Ave

Henry St

Bloom St

Washington Ave

Washington St

Wilson St

Doty St

Wilson St

Gorham St

Wisconsin Ave

Dayton St

Hamilton St

Webster St

Carroll St

Fairchild St

Main St

Wilson St

Blair St

Mifflin St

Webster St

Pinckney St

Carroll St

Main St

Martin Luther

King St

Wilson St

Washington Ave

Gorham St

Breary St

Paterson St

Washington Ave

Williamson St

Wilson St

John Nolen Dr

John Nolen Dr

John Nolen Dr





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James Madison Park

Brittingham Park

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**Bike Network  
Downtown Area Plan**

- Existing Bike Path/Wide Sidewalk
- Proposed Bike Path/Wide Sidewalk
- Existing On-Street Route/Protected Bike Facility

Gorham St  
Brearly St  
Paterson St

Blair St

Washington Ave

Wisconsin Ave

Hamilton St

Mifflin St

Langdon St

State St

University Ave

Lake St

Henry St

Carroll St

Main St

Martin Luther King Jr Blvd

Johnson St

Dayton St

Washington Ave

Broom St

Regent St

Proudfit St

North Shore Dr

Vilas Ave

Drake St

Haywood Dr

Park St

John Nolen Dr

Williamson St

Wilson St

John Nolen Dr

Bedford St

Doty St

Wilson St

Mifflin St

Bassett St

Fairchild St

King St

Butler St

Dayton St

Webster St

Pinckney St

Paterson St

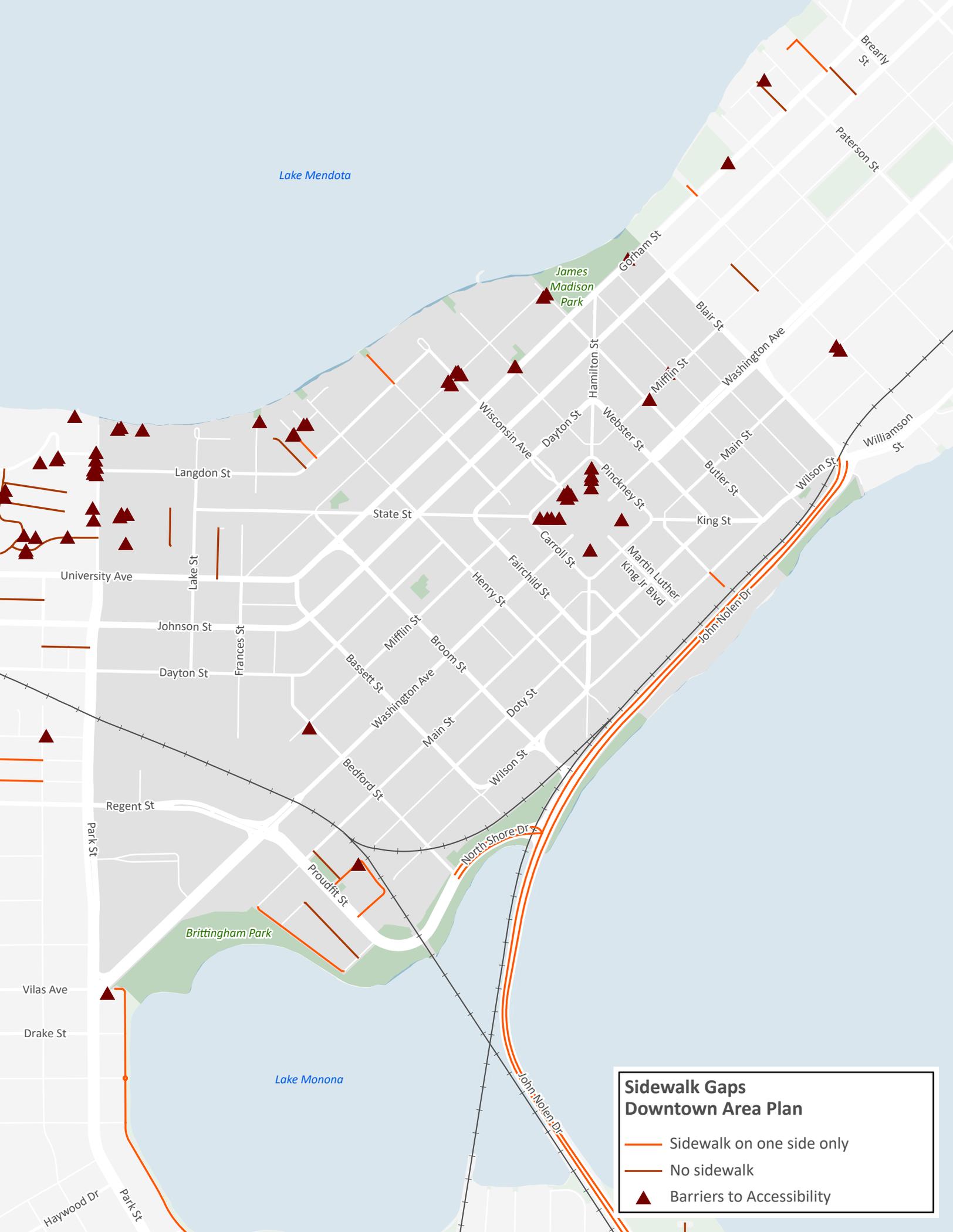
Gorham St

Brearly St

Paterson St

Paterson St

Gorham St



**Sidewalk Gaps  
Downtown Area Plan**

-  Sidewalk on one side only
-  No sidewalk
-  Barriers to Accessibility

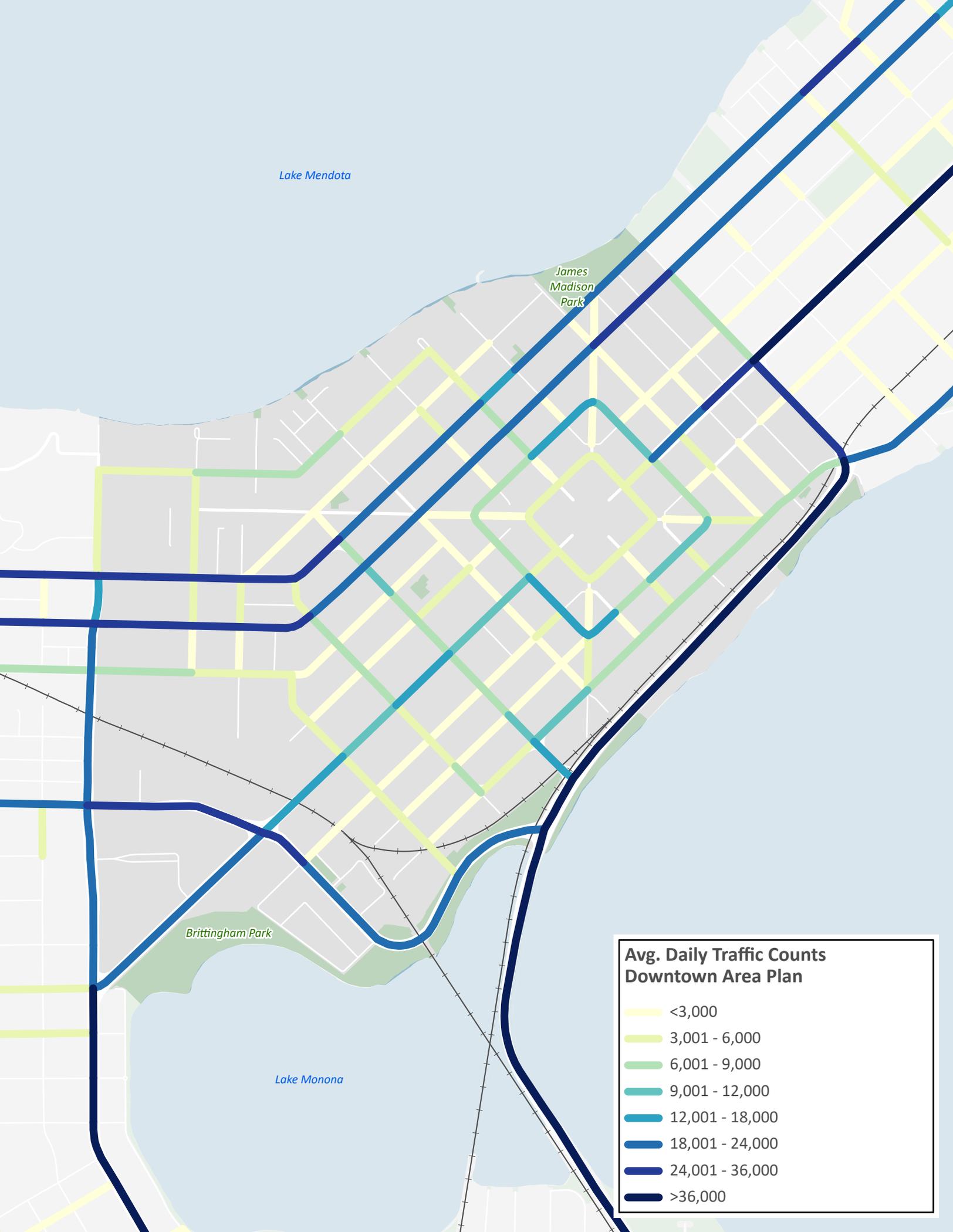


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**Complete Green Streets Types  
Downtown Area Plan**

- █ Urban Avenue
- █ Boulevard
- █ Mixed-Use Connector
- █ Civic Space
- █ Community Main Street
- █ Community Connector
- █ Neighborhood Street
- █ Parkway



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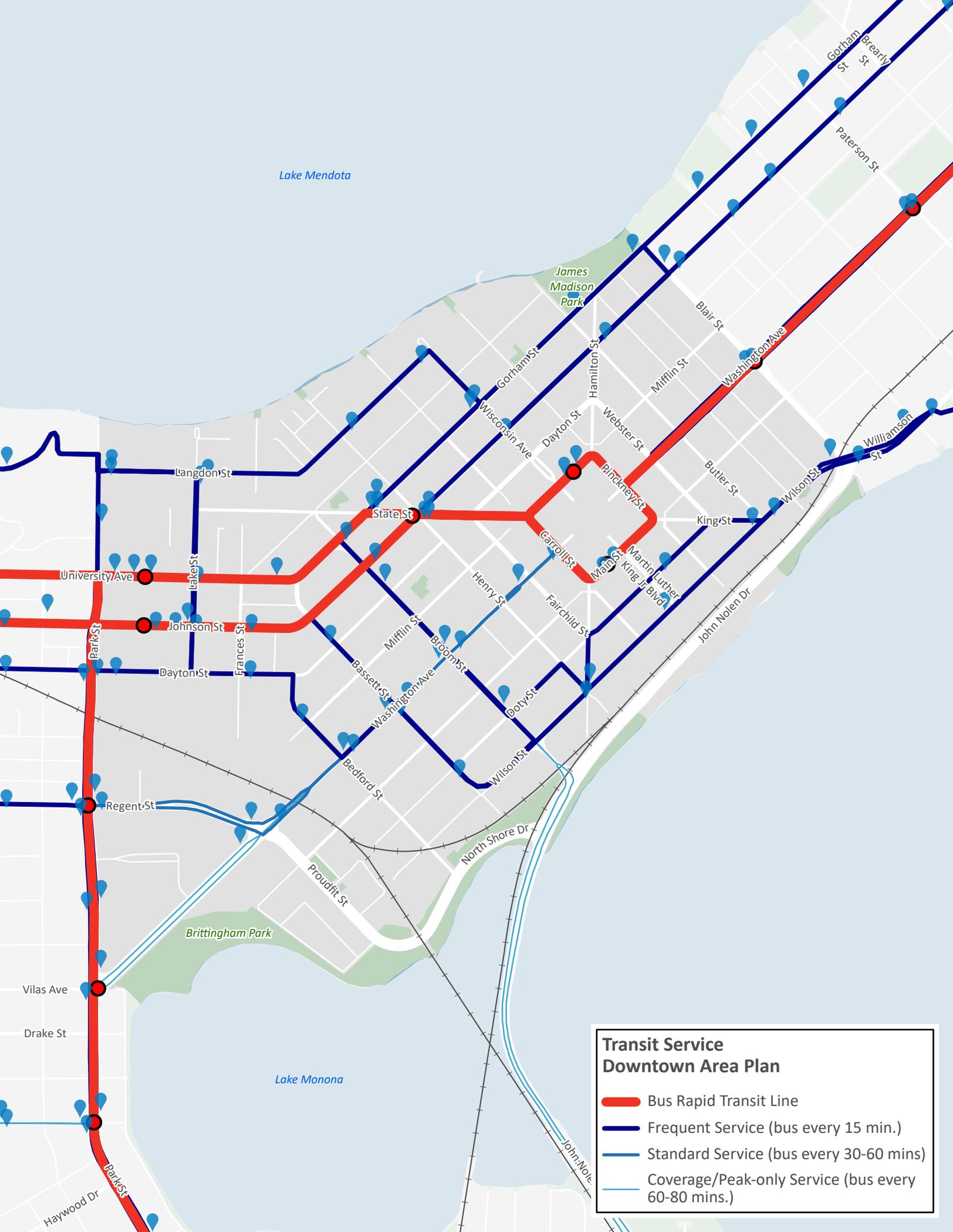
James  
Madison  
Park

Brittingham Park

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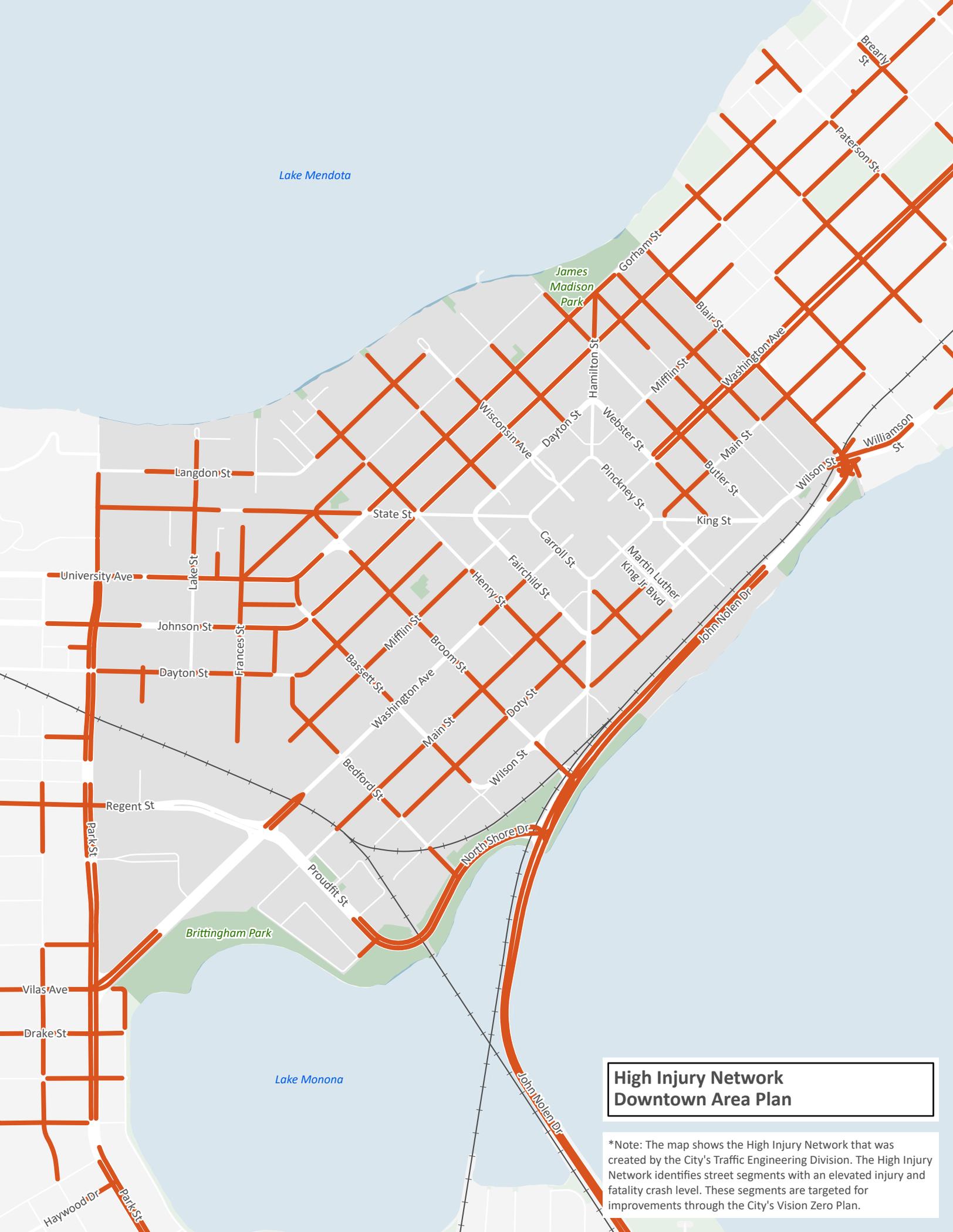
**Avg. Daily Traffic Counts  
Downtown Area Plan**

- <3,000
- 3,001 - 6,000
- 6,001 - 9,000
- 9,001 - 12,000
- 12,001 - 18,000
- 18,001 - 24,000
- 24,001 - 36,000
- >36,000



**Transit Service  
Downtown Area Plan**

-  Bus Rapid Transit Line
-  Frequent Service (bus every 15 min.)
-  Standard Service (bus every 30-60 mins)
-  Coverage/Peak-only Service (bus every 60-80 mins.)



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James Madison Park

Brittingham Park

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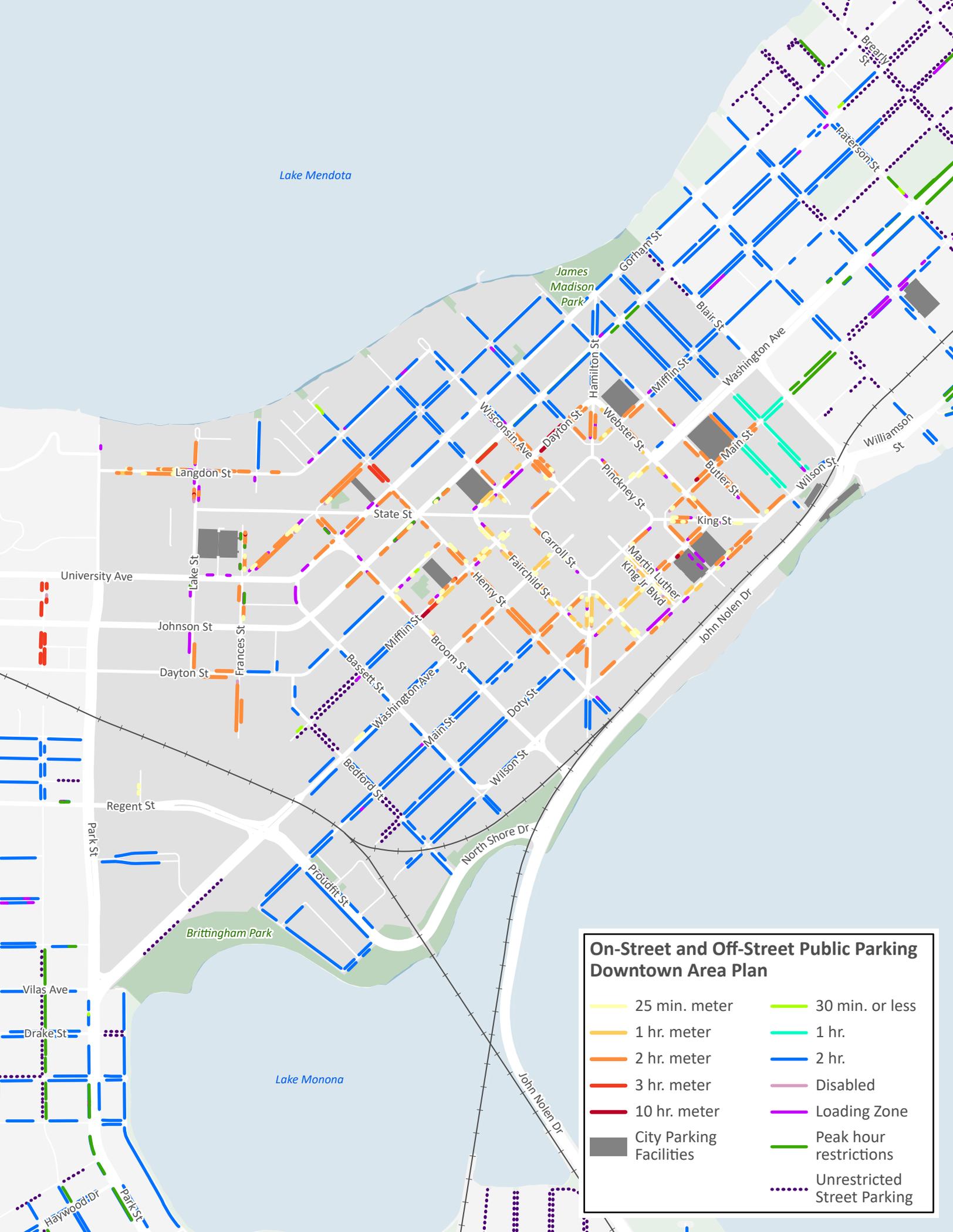
### High Injury Network Downtown Area Plan

\*Note: The map shows the High Injury Network that was created by the City's Traffic Engineering Division. The High Injury Network identifies street segments with an elevated injury and fatality crash level. These segments are targeted for improvements through the City's Vision Zero Plan.



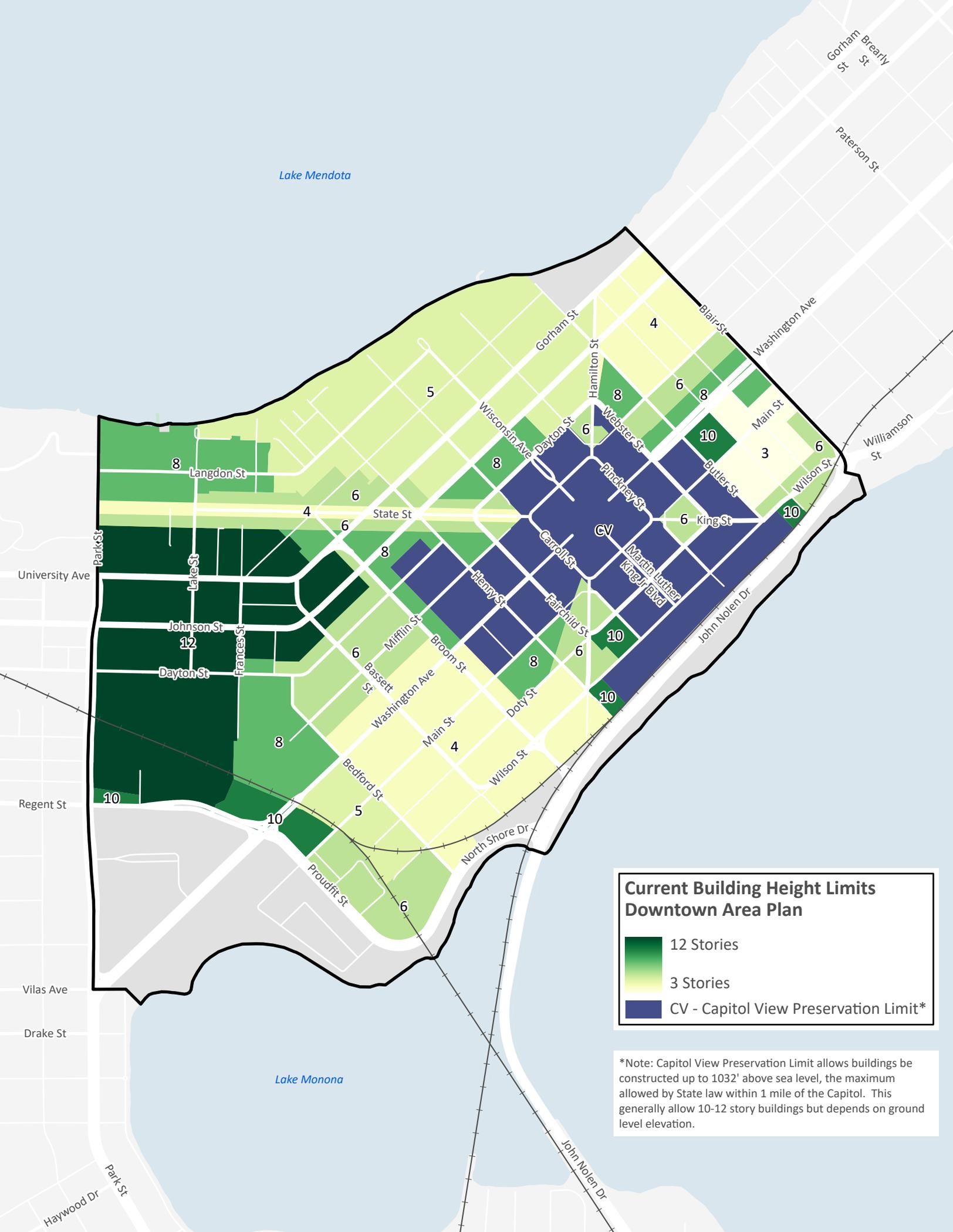
**Transportation Improvement Program  
Downtown Area Plan**

	2025
	2026
	2027
	2028
	2032



### On-Street and Off-Street Public Parking Downtown Area Plan

	25 min. meter		30 min. or less
	1 hr. meter		1 hr.
	2 hr. meter		2 hr.
	3 hr. meter		Disabled
	10 hr. meter		Loading Zone
	City Parking Facilities		Peak hour restrictions
			Unrestricted Street Parking



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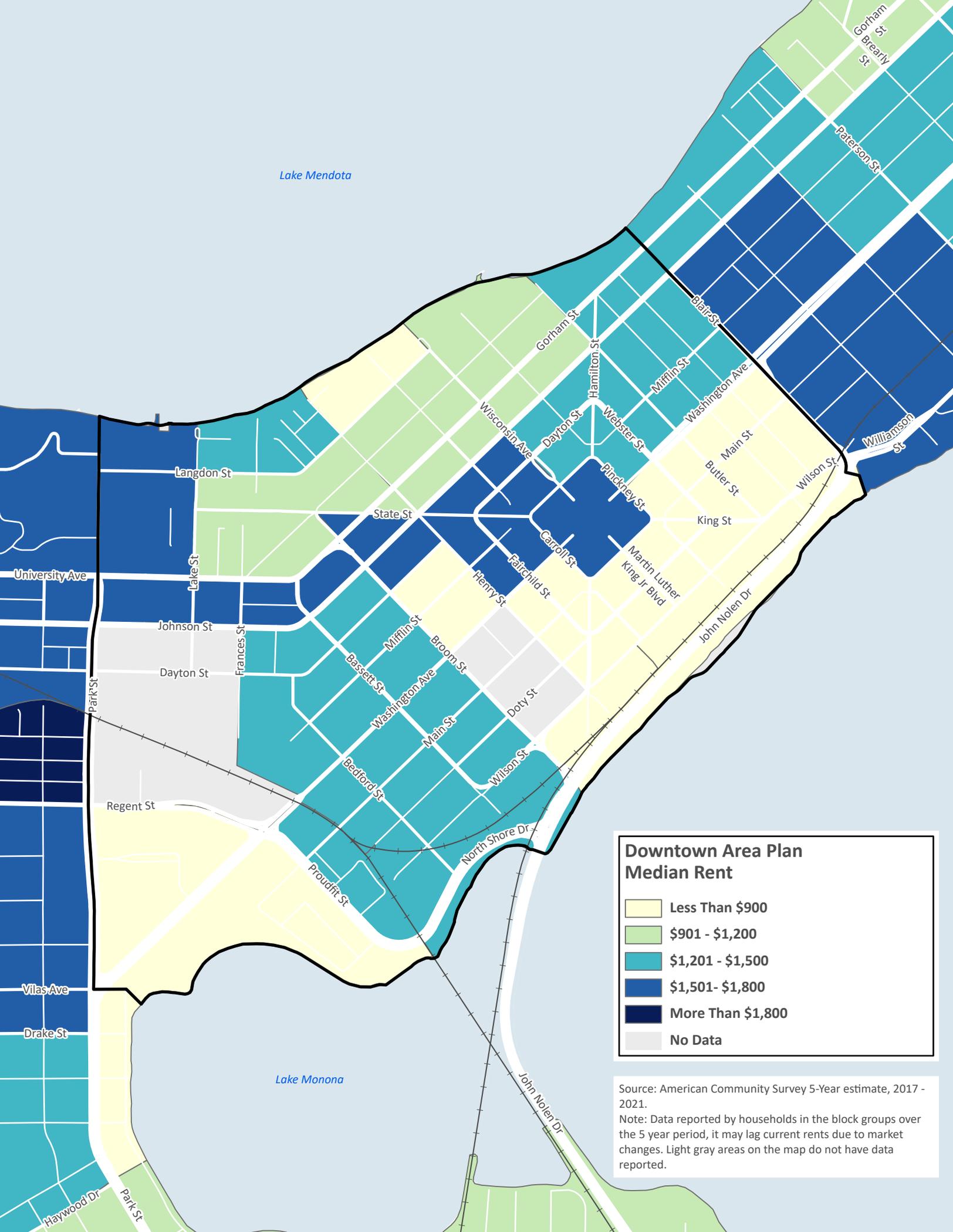
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**Current Building Height Limits  
Downtown Area Plan**

- 12 Stories
- 8 Stories
- 6 Stories
- 4 Stories
- CV - Capitol View Preservation Limit\*

\*Note: Capitol View Preservation Limit allows buildings be constructed up to 1032' above sea level, the maximum allowed by State law within 1 mile of the Capitol. This generally allow 10-12 story buildings but depends on ground level elevation.



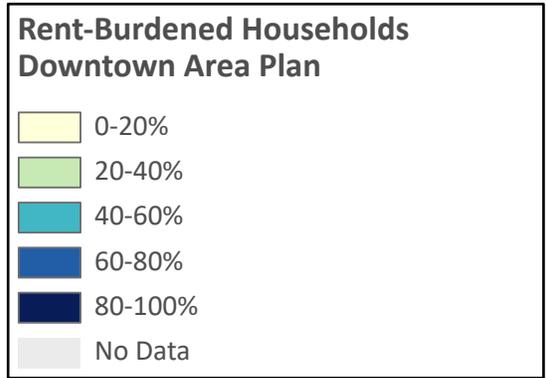
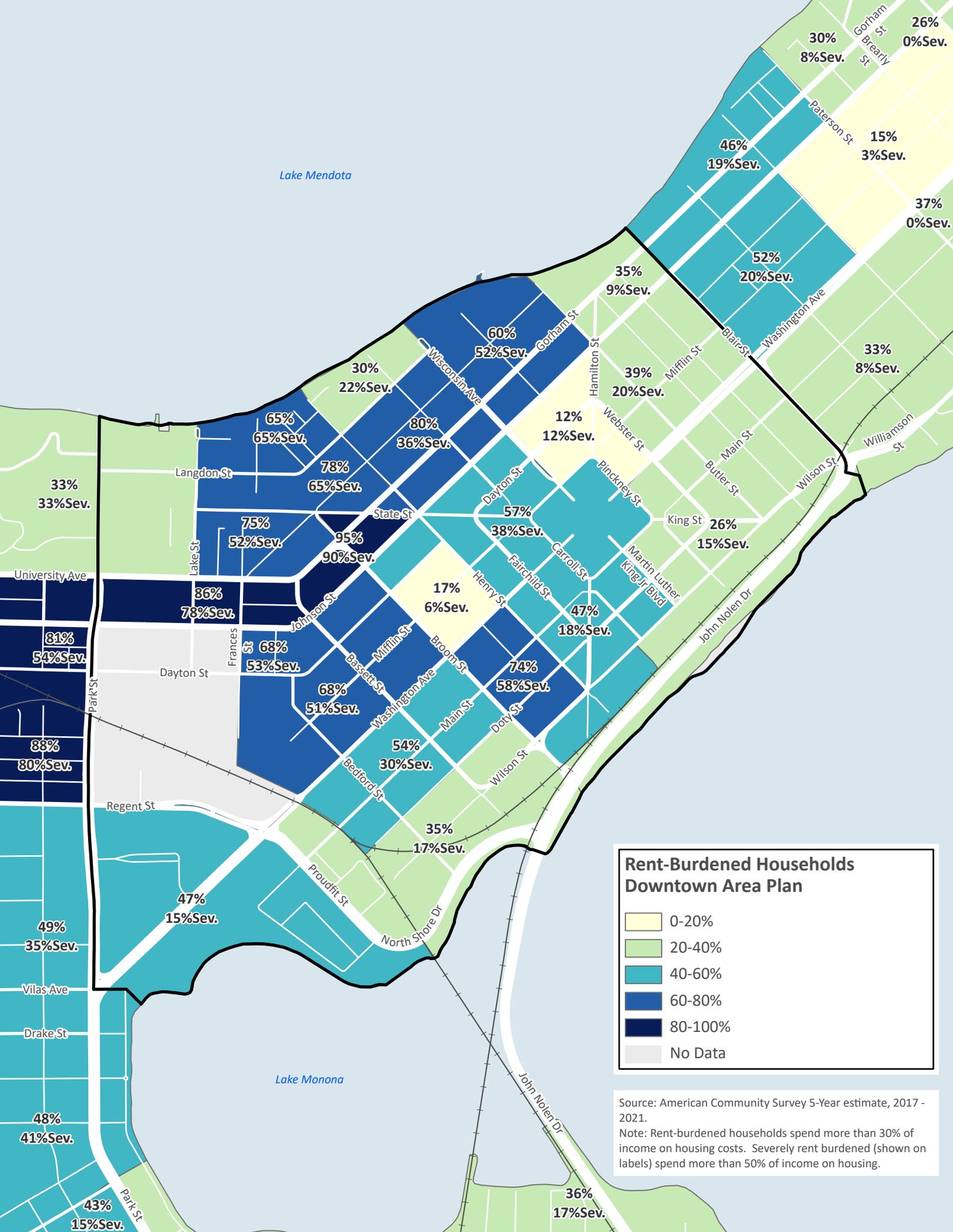


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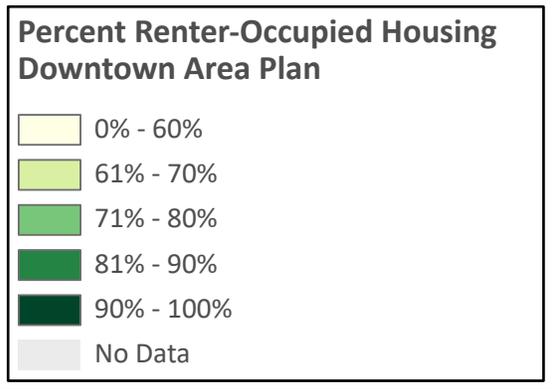
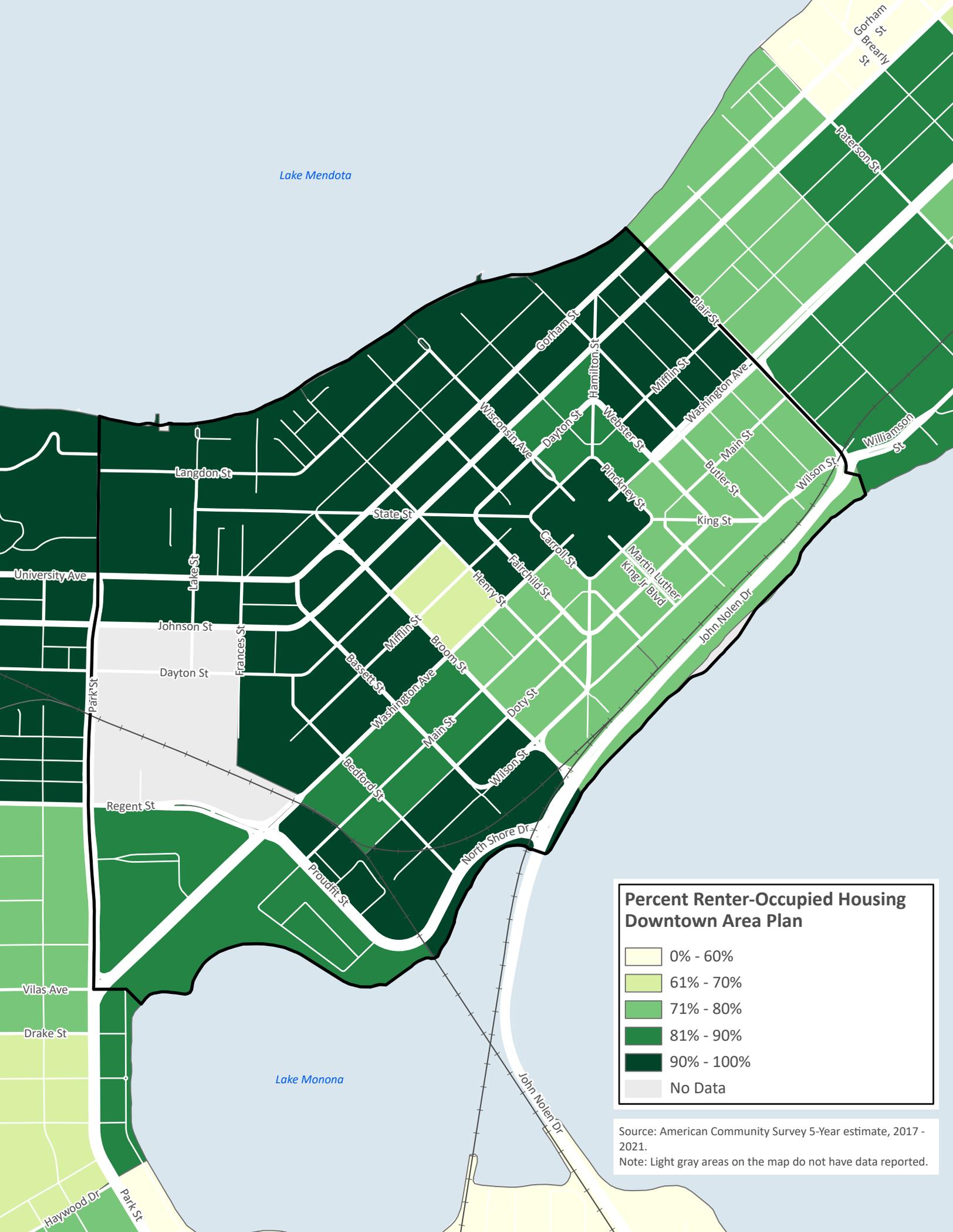
Source: American Community Survey 5-Year estimate, 2017 - 2021.  
 Note: Data reported by households in the block groups over the 5 year period, it may lag current rents due to market changes. Light gray areas on the map do not have data reported.



Source: American Community Survey 5-Year estimate, 2017 - 2021.  
 Note: Rent-burdened households spend more than 30% of income on housing costs. Severely rent burdened (shown on labels) spend more than 50% of income on housing.

Map labels (Block % Rent-Burdened / % Severely Rent-Burdened):

- 33% / 33% Sev.
- 33% / 33% Sev.
- 81% / 54% Sev.
- 88% / 80% Sev.
- 49% / 35% Sev.
- 48% / 41% Sev.
- 43% / 15% Sev.
- 30% / 22% Sev.
- 65% / 65% Sev.
- 78% / 65% Sev.
- 75% / 52% Sev.
- 86% / 78% Sev.
- 68% / 53% Sev.
- 68% / 51% Sev.
- 54% / 30% Sev.
- 35% / 17% Sev.
- 47% / 15% Sev.
- 30% / 8% Sev.
- 26% / 0% Sev.
- 46% / 19% Sev.
- 15% / 3% Sev.
- 37% / 0% Sev.
- 60% / 52% Sev.
- 30% / 22% Sev.
- 80% / 36% Sev.
- 12% / 12% Sev.
- 35% / 9% Sev.
- 52% / 20% Sev.
- 39% / 20% Sev.
- 33% / 8% Sev.
- 57% / 38% Sev.
- 17% / 6% Sev.
- 47% / 18% Sev.
- 26% / 15% Sev.
- 74% / 58% Sev.
- 18% / 18% Sev.
- 8% / 8% Sev.
- 36% / 17% Sev.



Source: American Community Survey 5-Year estimate, 2017 - 2021.  
 Note: Light gray areas on the map do not have data reported.



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Memorial Union

James Madison Park

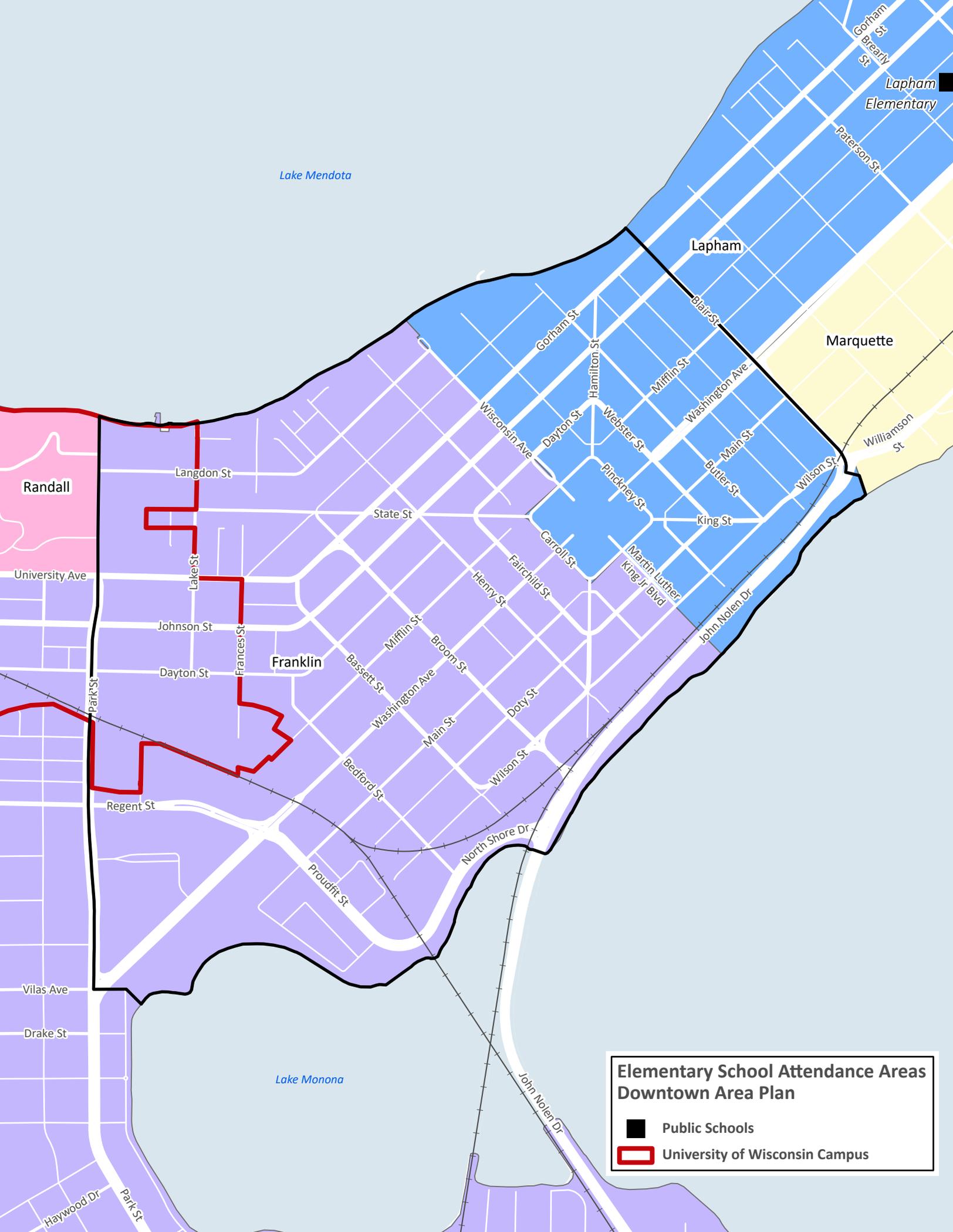
Wisconsin State Capitol

The Kohl Center

Brittingham Park

**Neighborhood Assets  
Downtown Area Plan**

-  Childcare Centers
-  Community Centers
-  Fire Stations
-  Hospitals
-  Libraries
-  Police Stations



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Gorham St  
Brearly St  
Lapham Elementary  
Peterson St

Lapham

Marquette

Randall

Franklin

**Elementary School Attendance Areas  
Downtown Area Plan**

- Public Schools
- University of Wisconsin Campus

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University Ave

Vilas Ave

Drake St

Haywood Dr

Park St

Park St

Langdon St

Johnson St

Dayton St

Regent St

Proudfit St

North Shore Dr

John Nolen Dr

Lake St

Frances St

State St

Bassett St

Bedford St

Mifflin St

Washington Ave

Main St

Broom St

Henry St

Wisconsin Ave

Dayton St

Wilson St

Doty St

Fairchild St

Carroll St

Gorham St

Hamilton St

Webster St

Pinckney St

Mifflin St

Martin Luther King Jr Blvd

King St

Washington Ave

Blair St

Main St

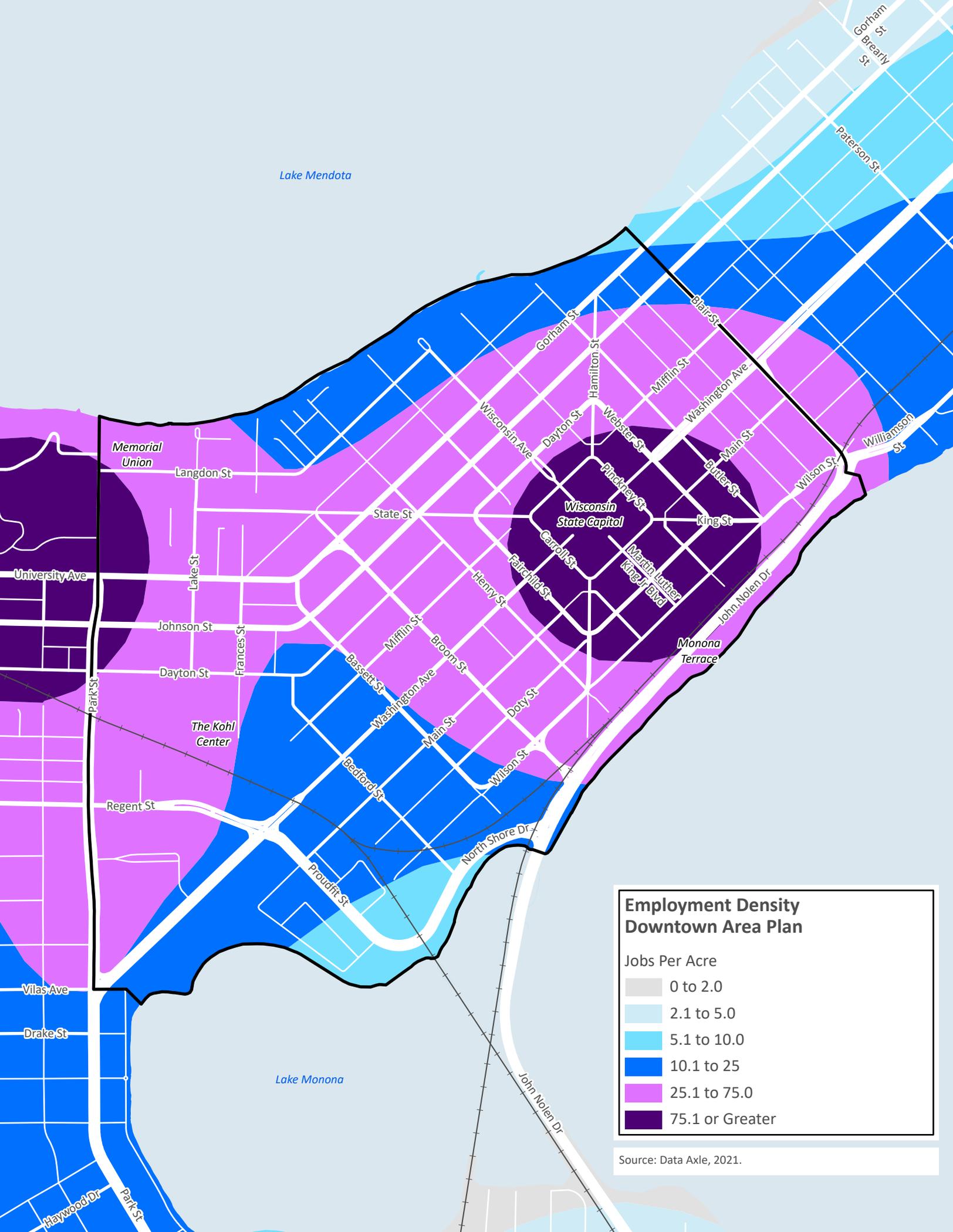
Butler St

Wilson St

Wilson St

Williamson St

Paterson St



Lake Mendota

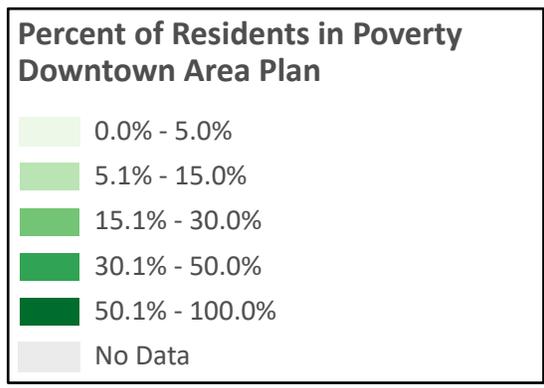
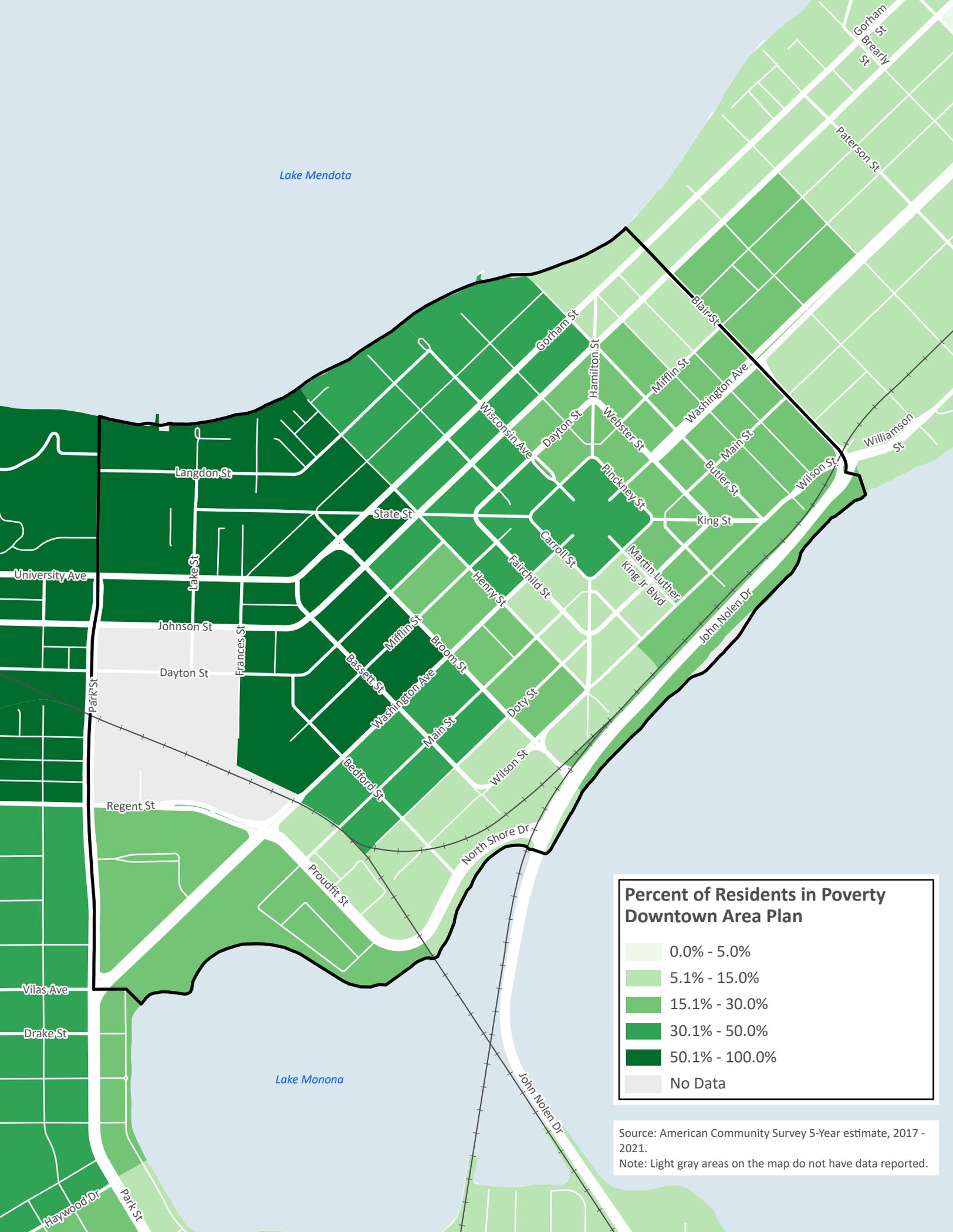
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**Employment Density  
Downtown Area Plan**

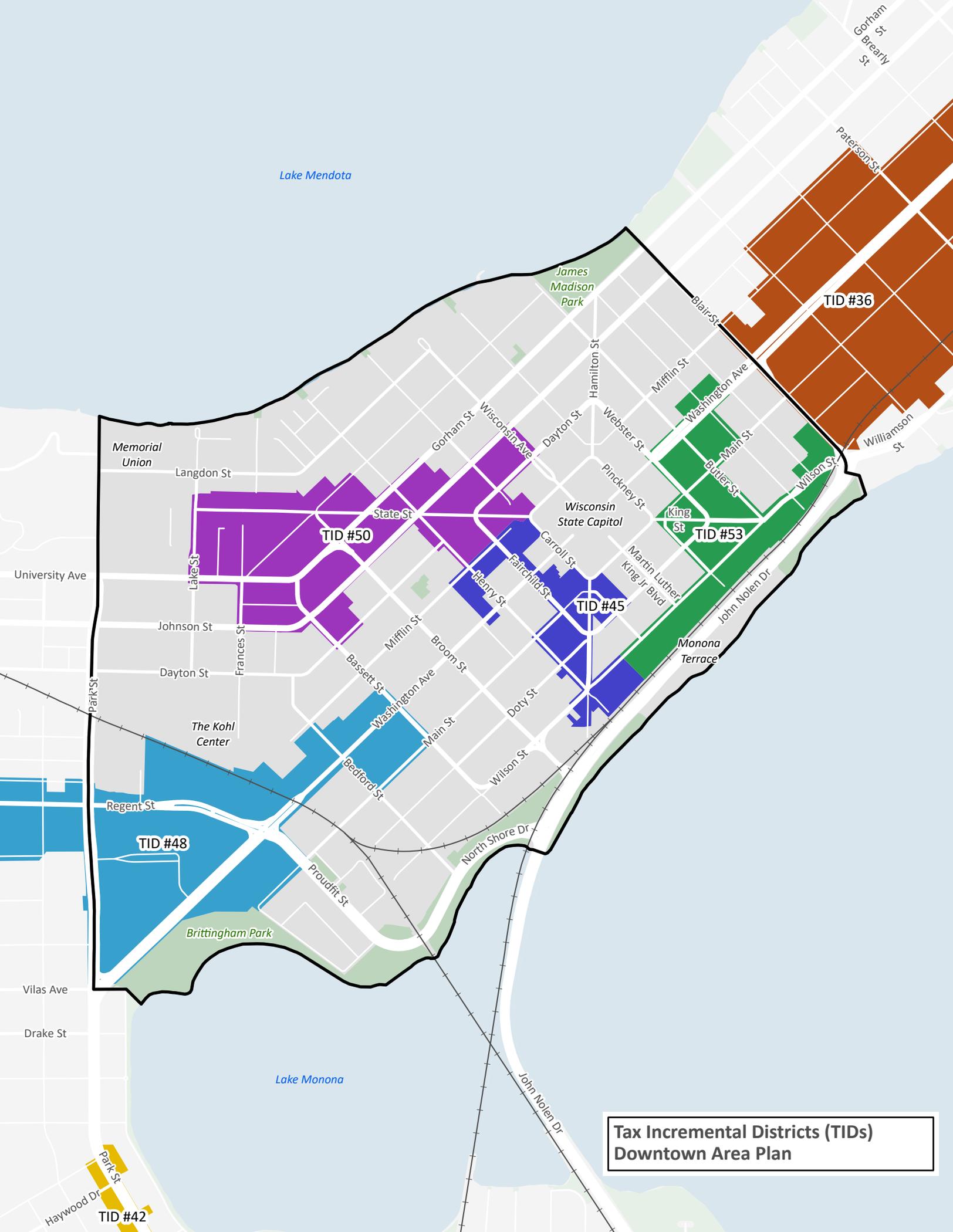
Jobs Per Acre

- 0 to 2.0
- 2.1 to 5.0
- 5.1 to 10.0
- 10.1 to 25
- 25.1 to 75.0
- 75.1 or Greater

Source: Data Axle, 2021.



Source: American Community Survey 5-Year estimate, 2017 - 2021.  
 Note: Light gray areas on the map do not have data reported.



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TID #36

TID #50

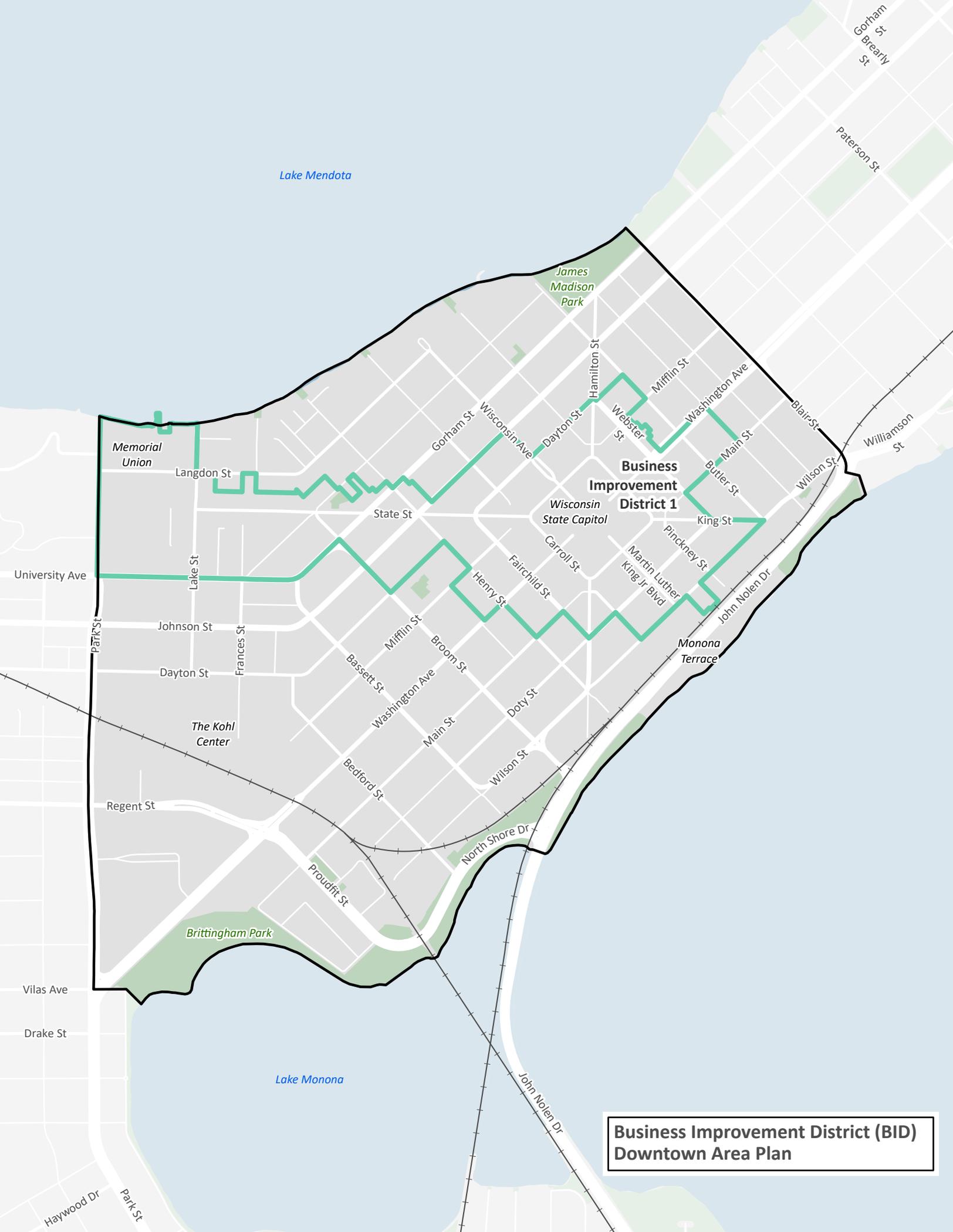
TID #53

TID #45

TID #48

TID #42

**Tax Incremental Districts (TIDs)  
Downtown Area Plan**



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James Madison Park

Memorial Union

**Business Improvement District 1**

Wisconsin State Capitol

The Kohl Center

Brittingham Park

**Business Improvement District (BID)  
Downtown Area Plan**

University Ave

Vilas Ave

Drake St

Haywood Dr

Park St

Langdon St

Lake St

Johnson St

Dayton St

Regent St

Proudfit St

State St

Bassett St

Bedford St

Henry St

Main St

North Shore Dr

Gorham St

Wisconsin Ave

Fairchild St

Mifflin St

Washington Ave

Wilson St

Broom St

Doty St

Dayton St

Webster St

Carroll St

Martin Luther King Jr Blvd

Wilson St

Hamilton St

Mifflin St

Pinckney St

King St

Wilson St

Washington Ave

Main St

Butler St

John Nolen Dr

Monona Terrace

Blair St

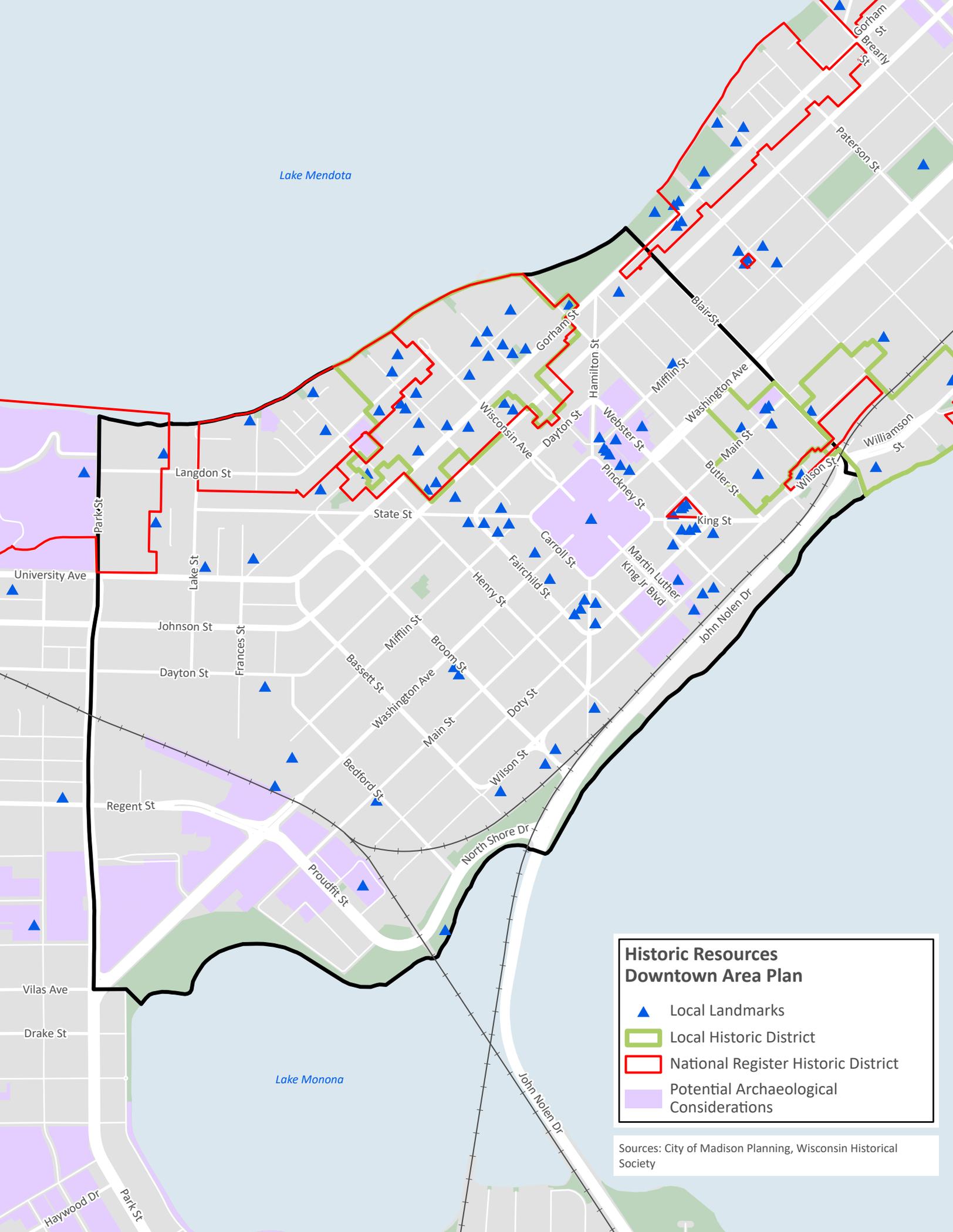
Wilson St

Paterson St

Williamson St

Gorham St  
Brearly St

John Nolen Dr



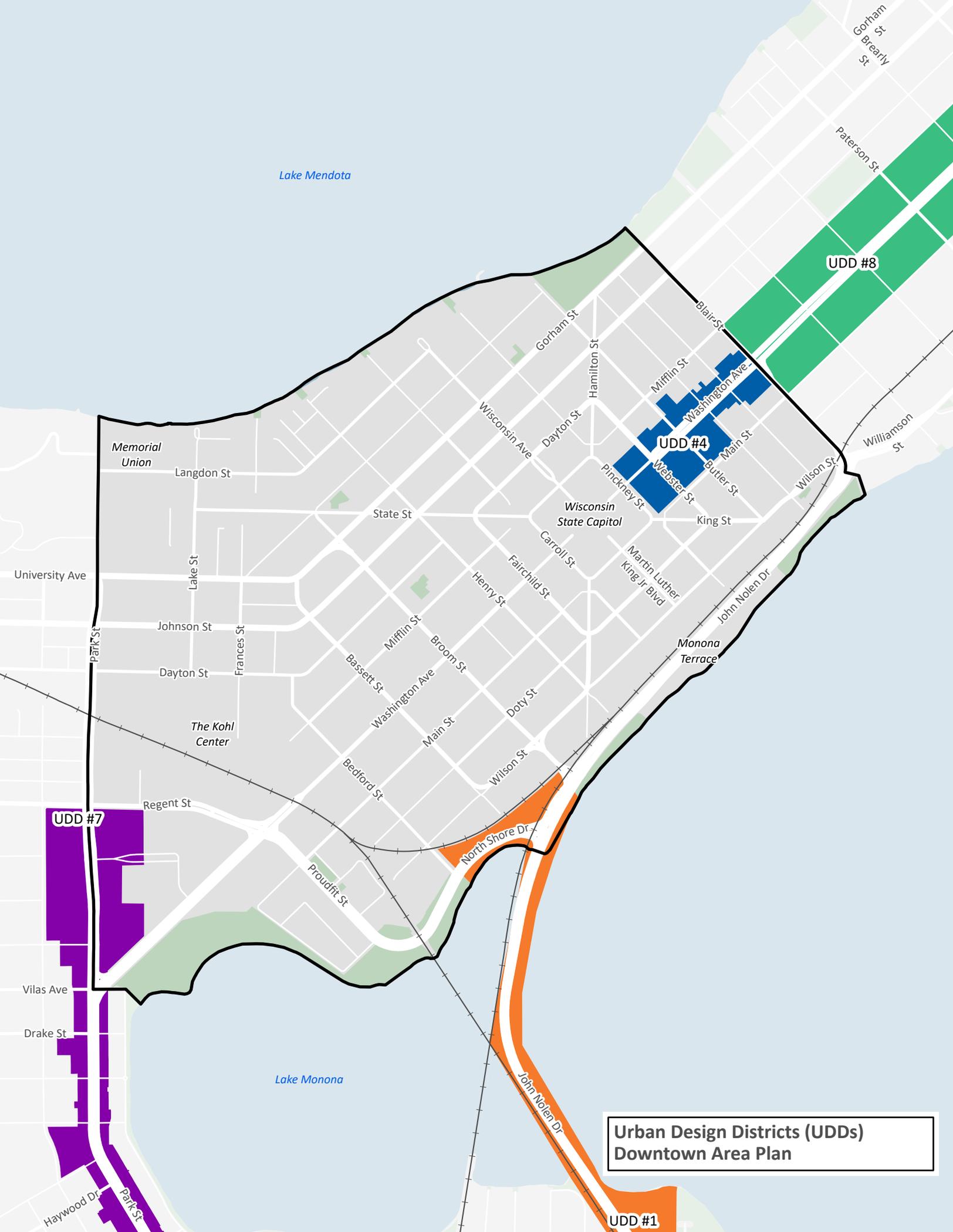
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**Historic Resources  
Downtown Area Plan**

- ▲ Local Landmarks
- Local Historic District
- National Register Historic District
- Potential Archaeological Considerations

Sources: City of Madison Planning, Wisconsin Historical Society



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UDD #8

UDD #4

UDD #7

Urban Design Districts (UDDs)  
Downtown Area Plan

UDD #1

Memorial Union

Wisconsin State Capitol

The Kohl Center

University Ave

Monona Terrace

Vilas Ave

Drake St

Haywood Dr

Langdon St

Lake St

Johnson St

Dayton St

Regent St

State St

Bassett St

Bedford St

Proudfit St

Langdon St

Lake St

Johnson St

Dayton St

Regent St

State St

Bassett St

Bedford St

Proudfit St

Wisconsin Ave

Henry St

Washington Ave

Main St

North Shore Dr

Gorham St

Dayton St

Hamilton St

Wisconsin Ave

Dayton St

UDD #4

Webster St

Pinckney St

Carroll St

Martin Luther King Jr Blvd

King St

Butler St

Main St

Washington Ave

Mifflin St

Dayton St

Hamilton St

Wisconsin Ave

Dayton St

Mifflin St

Washington Ave

Main St

Butler St

King St

Wilson St

John Nolen Dr

Wilson St

Paterson St

Gorham St

Breary St

Paterson St

Gorham St

Breary St

Paterson St

Gorham St

Breary St

Paterson St

Gorham St

Breary St

Paterson St

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Breary St

Paterson St

Gorham St

Breary St

Paterson St

Gorham St

Breary St

Paterson St

Gorham St

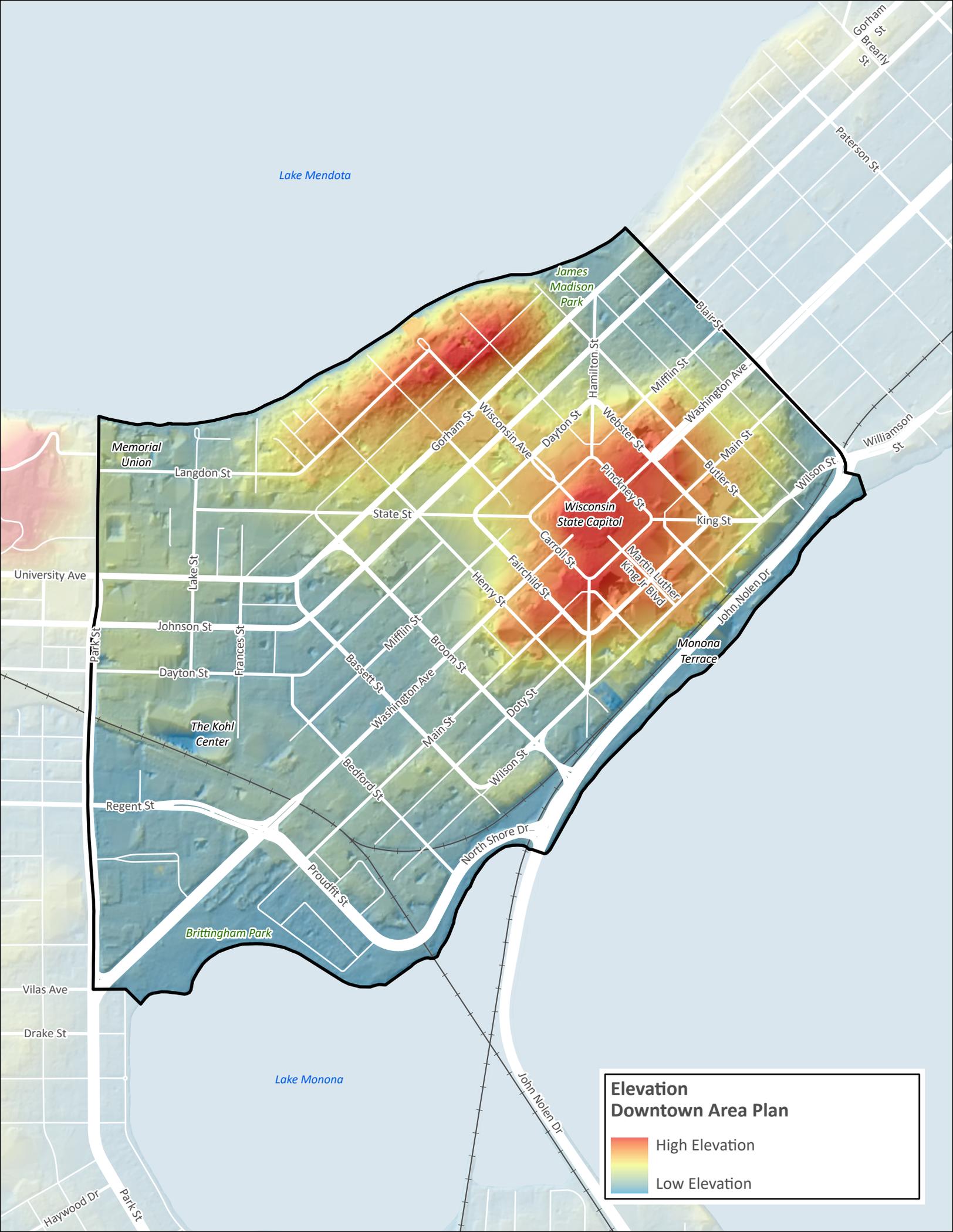
Breary St

Paterson St

Gorham St

Breary St

Paterson St



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**Elevation  
Downtown Area Plan**

- High Elevation
- Low Elevation

University Ave  
Park St  
Langdon St  
Lake St  
Johnson St  
Dayton St  
Regent St  
Vilas Ave  
Drake St

State St  
Mifflin St  
Bassett St  
Washington Ave  
Main St  
Bedford St  
Proudfit St

Gorham St  
Wisconsin Ave  
Henry St  
Fairchild St  
Carroll St  
Wilson St  
North Shore Dr

Dayton St  
Webster St  
Pinckney St  
Carroll St  
Main St  
Wilson St

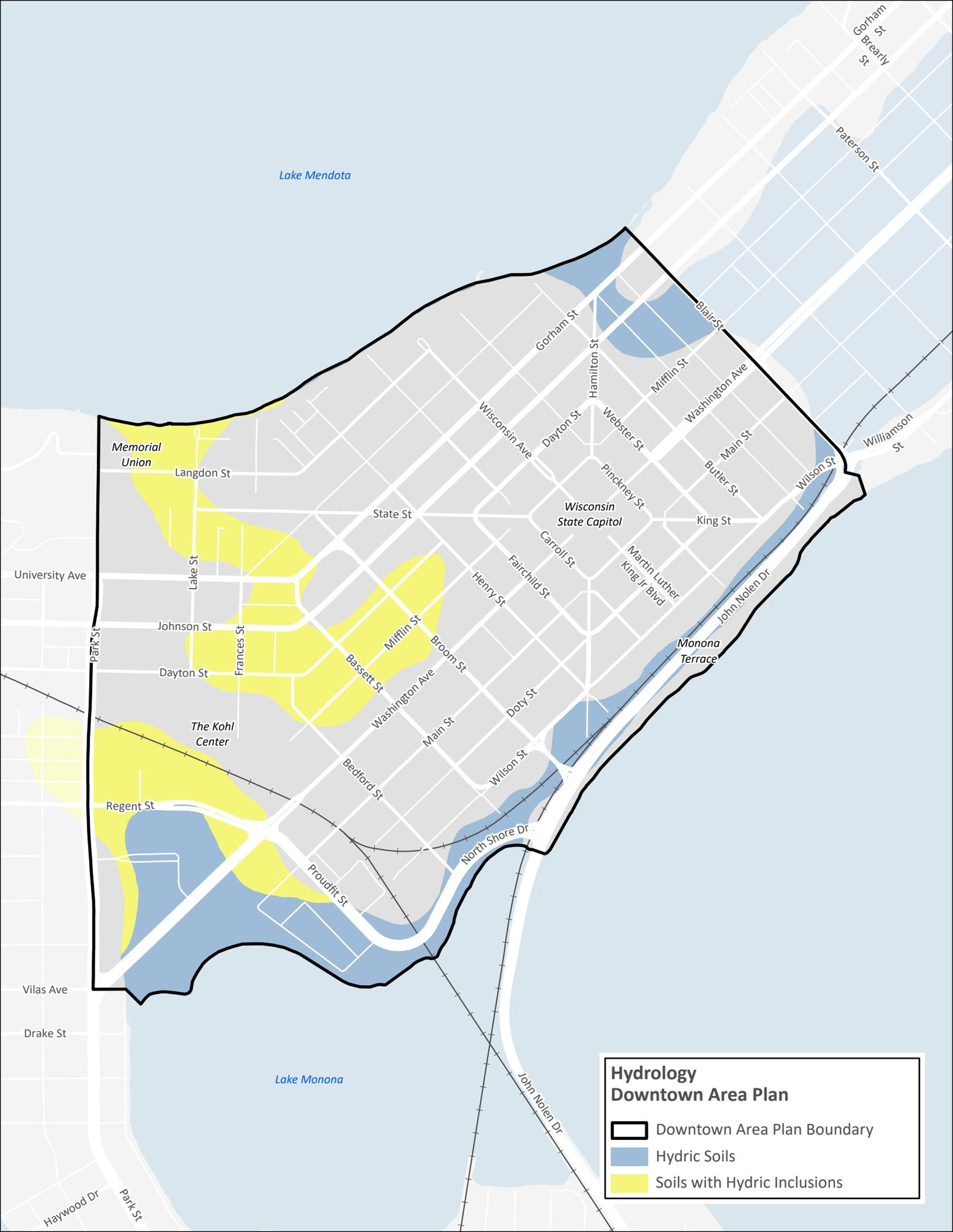
Hamilton St  
Mifflin St  
Washington Ave  
Main St  
King St  
John Nolen Dr

Blair St  
Washington Ave  
Butler St  
Wilson St  
John Nolen Dr

Paterson St  
Williamson St

Gorham St  
Brearly St

Haywood Dr  
Park St



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**Hydrology  
Downtown Area Plan**

-  Downtown Area Plan Boundary
-  Hydric Soils
-  Soils with Hydric Inclusions



Lake Mendota

James Madison Park

Period Gardens

Peace (Elizabeth Link) Park

Capitol Centre Park

Lakefront Porch Park

Law Park

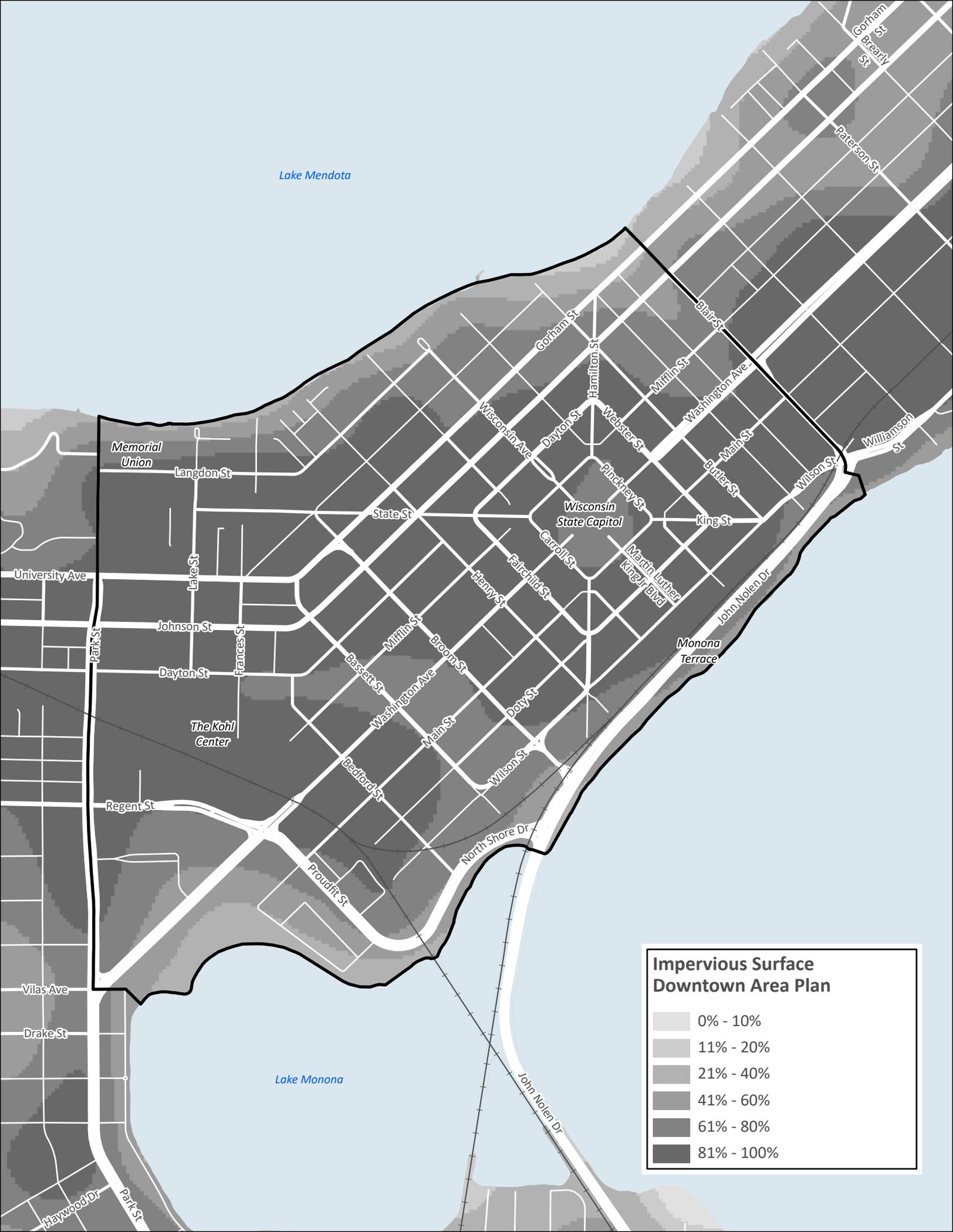
Brittingham Park

Proudfit Park

**Parks and Open Space  
Downtown Area Plan**

- Community Park
- Neighborhood or Mini Park
- Other Park Land
- Public School Parcels

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**Impervious Surface  
Downtown Area Plan**

0% - 10%
11% - 20%
21% - 40%
41% - 60%
61% - 80%
81% - 100%

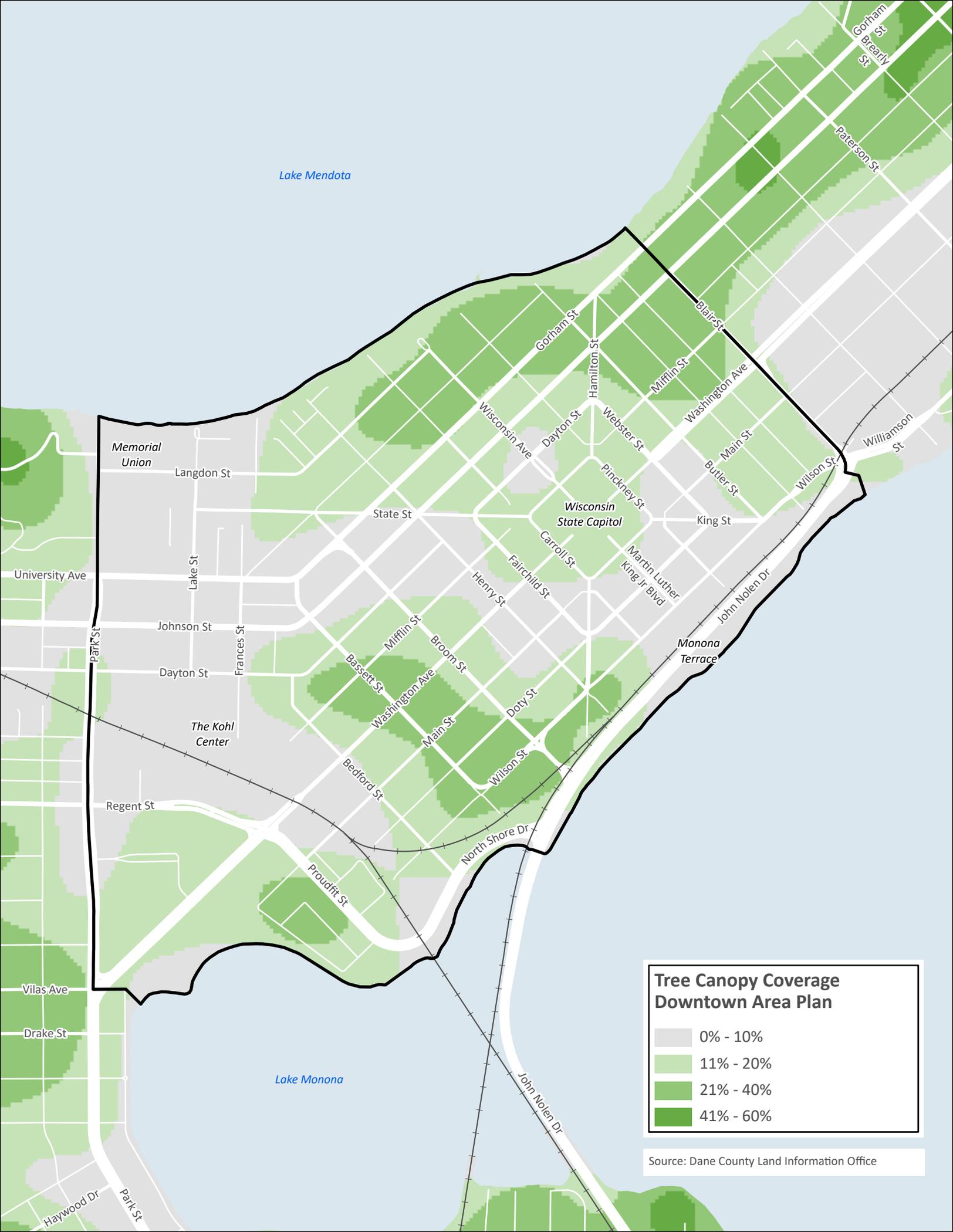
Memorial Union

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Monona Terrace

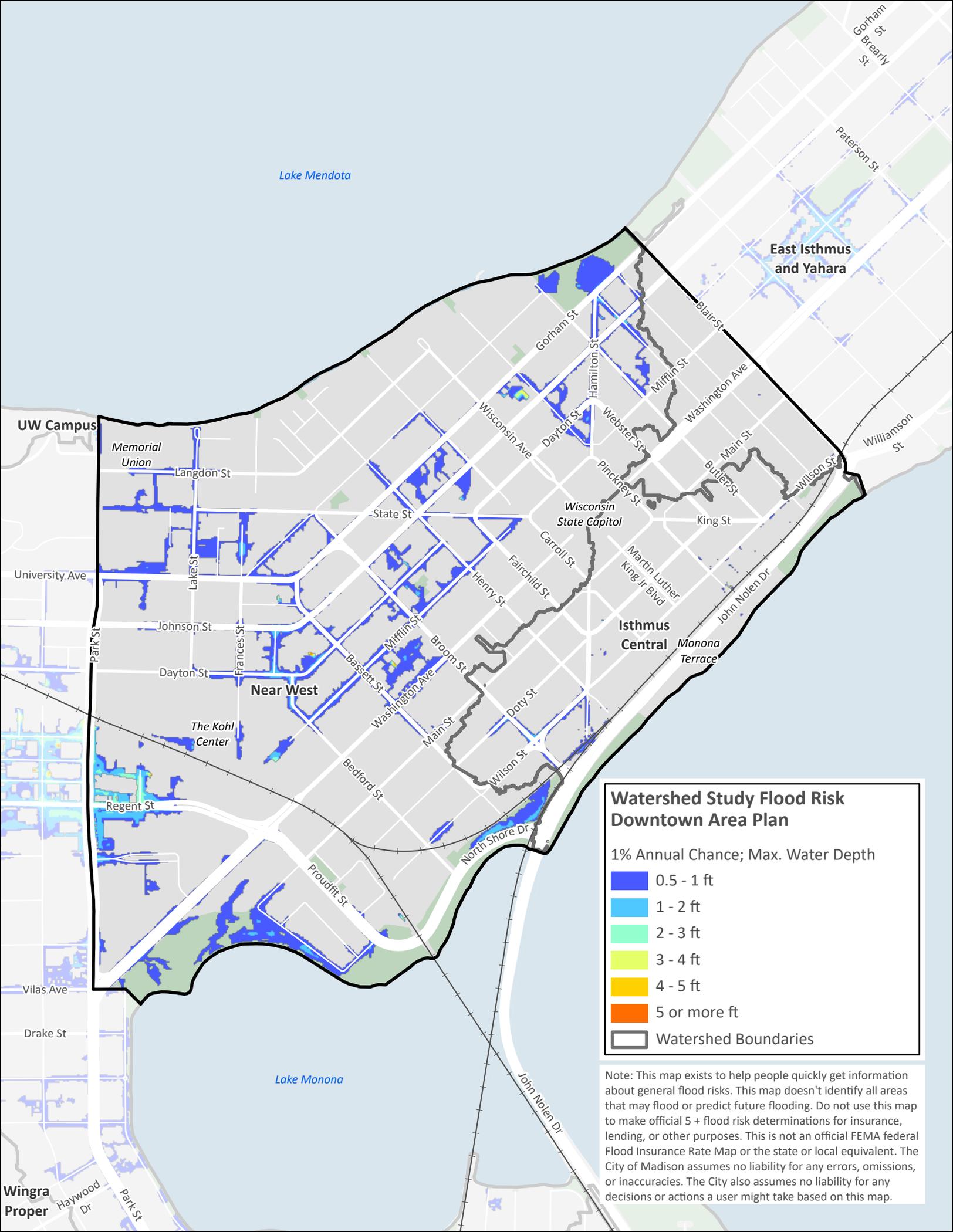
Langdon St, University Ave, Johnson St, Dayton St, Regent St, Vilas Ave, Drake St, Haywood Dr, Park St, Lake St, Frances St, State St, Main St, Broom St, Wilson St, North Shore Dr, Proudfit St, Bassett St, Washington Ave, Main St, Doty St, Bedford St, Henry St, Fairchild St, Carroll St, Martin Luther King Jr Blvd, John Nolen Dr, Gorham St, Hamilton St, Webster St, Pinckney St, King St, Wisconsin Ave, Dayton St, Mirrin St, Washington Ave, Main St, Butler St, Wilson St, William St, Bluff St, Peterson St, Gorham St, Brearly St, Paterson St



**Tree Canopy Coverage  
Downtown Area Plan**

- 0% - 10%
- 11% - 20%
- 21% - 40%
- 41% - 60%

Source: Dane County Land Information Office



Lake Mendota

East Isthmus and Yahara

UW Campus

Memorial Union

State St

Wisconsin State Capitol

Isthmus Central

Near West

The Kohl Center

**Watershed Study Flood Risk  
Downtown Area Plan**

1% Annual Chance; Max. Water Depth

- 0.5 - 1 ft
- 1 - 2 ft
- 2 - 3 ft
- 3 - 4 ft
- 4 - 5 ft
- 5 or more ft

Watershed Boundaries

Note: This map exists to help people quickly get information about general flood risks. This map doesn't identify all areas that may flood or predict future flooding. Do not use this map to make official 5 + flood risk determinations for insurance, lending, or other purposes. This is not an official FEMA federal Flood Insurance Rate Map or the state or local equivalent. The City of Madison assumes no liability for any errors, omissions, or inaccuracies. The City also assumes no liability for any decisions or actions a user might take based on this map.

Lake Monona

Wingra Proper

Vilas Ave

Drake St

Haywood Dr

Park St

John Nolen Dr

North Shore Dr

Proudfit St

Bedford St

Wilson St

Henry St

Fairchild St

Carroll St

Martin Luther King Jr Blvd

King St

Main St

Washington Ave

Blair St

Gorham St

Wisconsin Ave

Dayton St

Hamilton St

Webster St

Pinckney St

Mifflin St

Wilson St

Paterson St

Breary St

Gorham St

University Ave

Langdon St

Park St

Lake St

Johnson St

Dayton St

Frances St

Bassett St

Mifflin St

Washington Ave

Main St

Wilson St

Monona Terrace

John Nolen Dr

Wilson St

Butler St

King St

Main St

Washington Ave

Blair St

Gorham St

Wisconsin Ave

Dayton St

Hamilton St

Webster St

Pinckney St

Mifflin St

Wilson St

Paterson St

Breary St

Gorham St

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Paterson St

Breary St

Gorham St

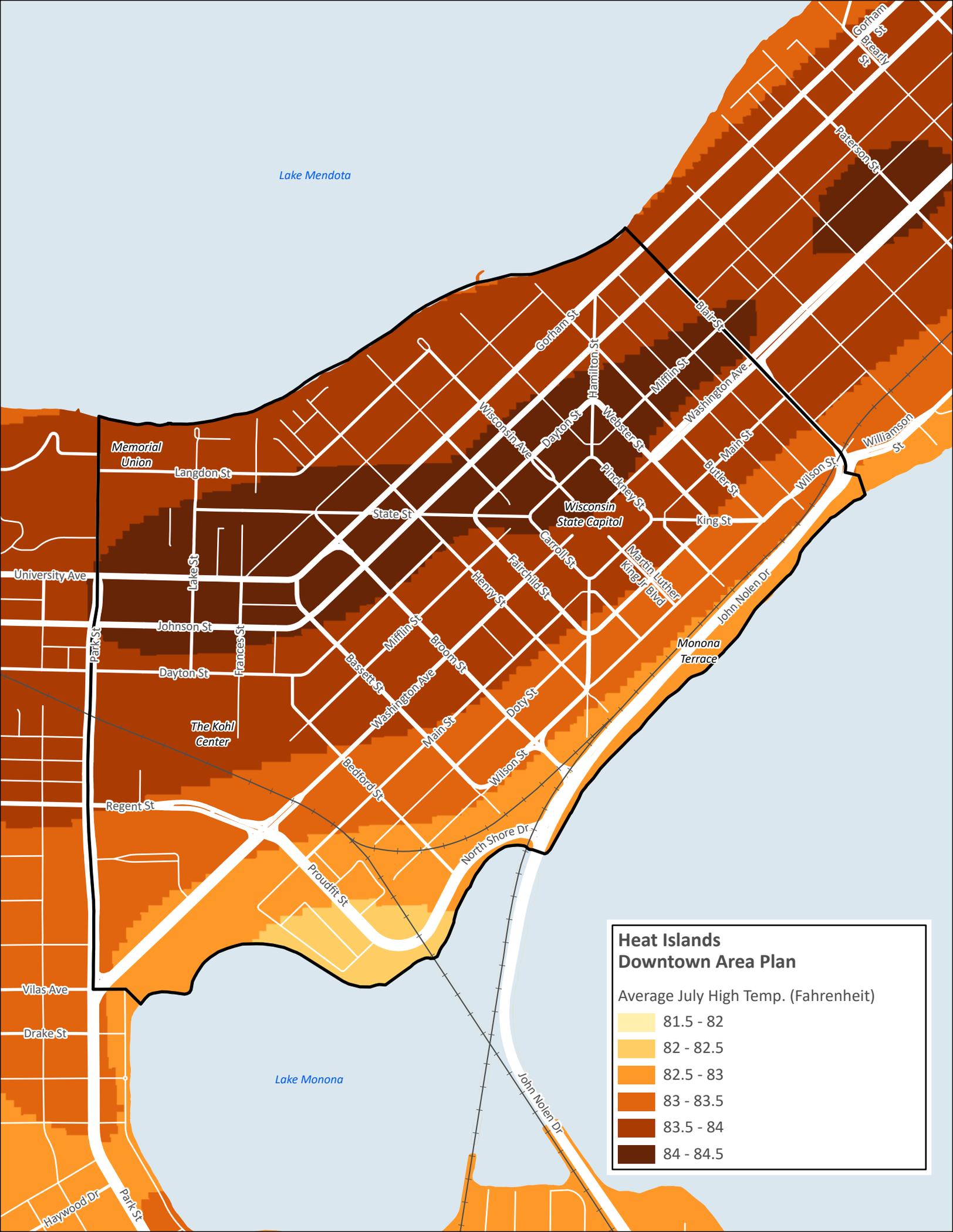
Wisconsin Ave

Dayton St

Hamilton St

Webster St





Lake Mendota

Lake Monona

Memorial Union

Wisconsin State Capitol

The Kohl Center

**Heat Islands  
Downtown Area Plan**

Average July High Temp. (Fahrenheit)

- 81.5 - 82
- 82 - 82.5
- 82.5 - 83
- 83 - 83.5
- 83.5 - 84
- 84 - 84.5

University Ave, Johnson St, Dayton St, Regent St, Vilas Ave, Drake St, Haywood Dr, Park St, Langdon St, Lake St, Frances St, Bassett St, Washington Ave, Main St, Bedford St, Proudfit St, North Shore Dr, State St, Mirrin St, Broom St, Wilson St, Henry St, Fairchild St, Main St, Wilson St, Gorham St, Wisconsin Ave, Dayton St, Webster St, Pinckney St, Carroll St, Martin Luther King Jr Blvd, Monona Terrace, John Nolen Dr, Hamilton St, Mirrin St, Washington Ave, Main St, Butler St, King St, John Nolen Dr, Wilson St, William St, Paterson St, Blair St, Gorham St, Brearly St