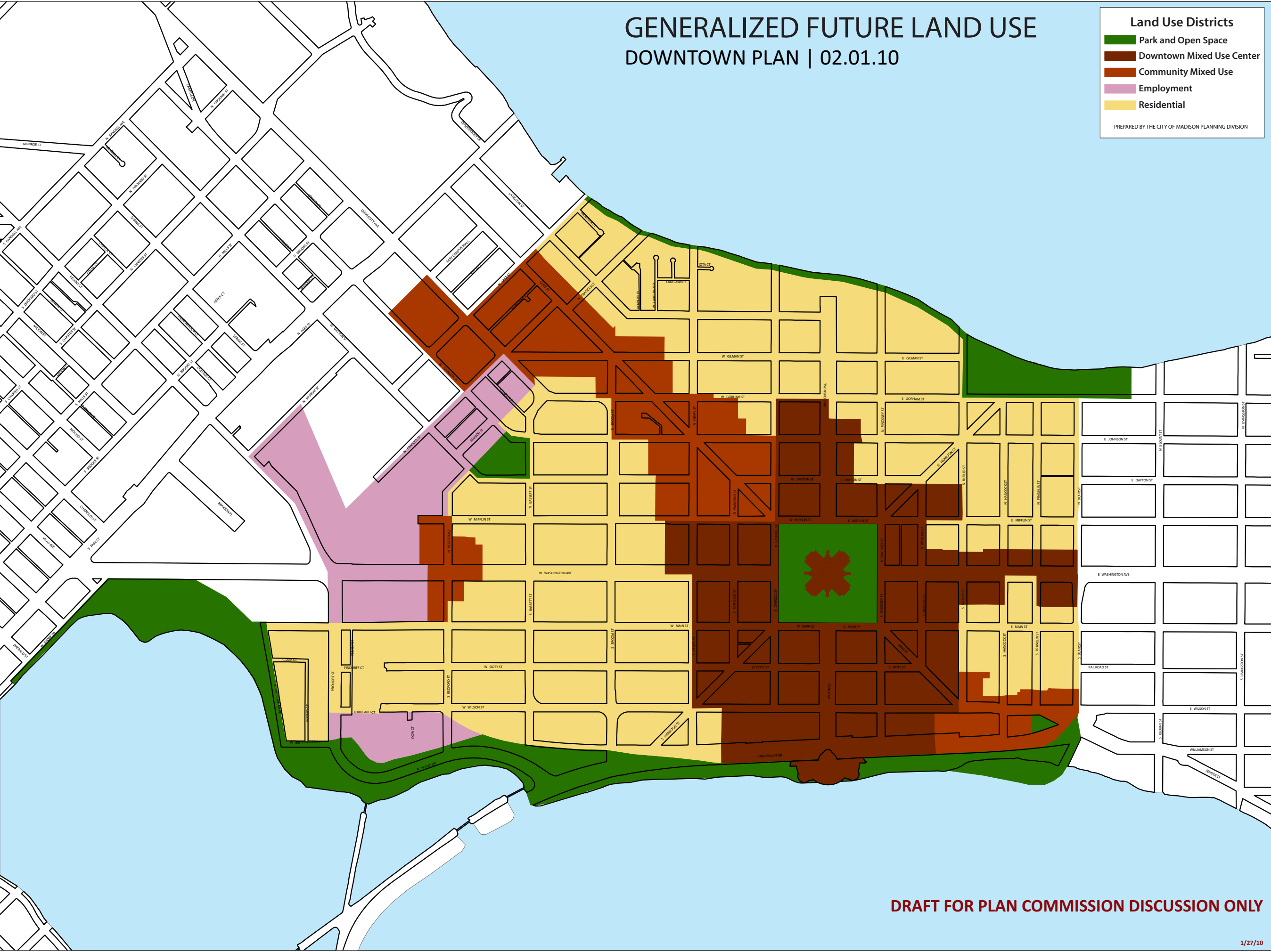


GENERALIZED FUTURE LAND USE DOWNTOWN PLAN | 02.01.10

Land Use Districts

- Park and Open Space
- Downtown Mixed Use Center
- Community Mixed Use
- Employment
- Residential






PREPARED BY THE CITY OF MADISON PLANNING DIVISION



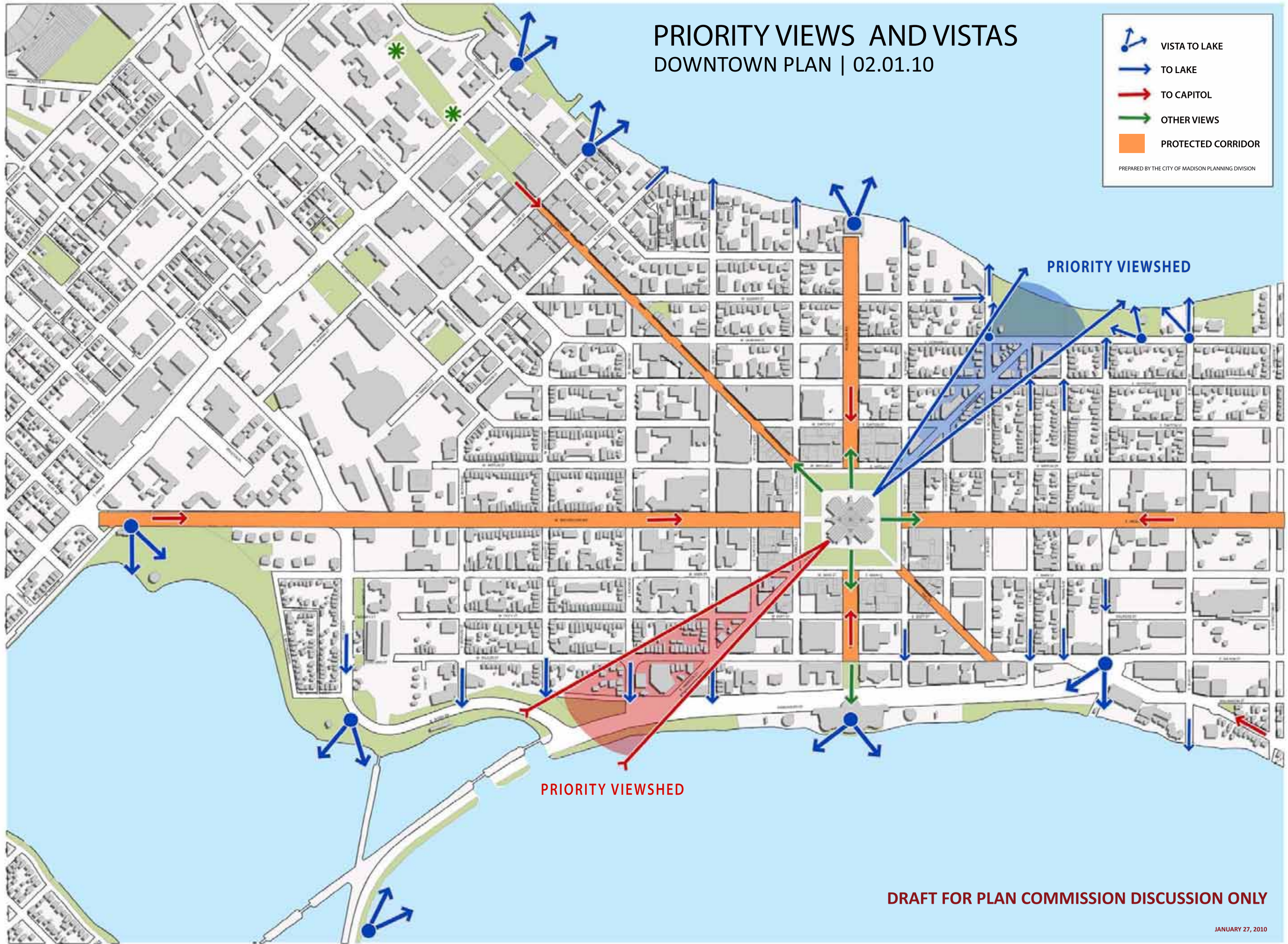
DRAFT FOR PLAN COMMISSION DISCUSSION ONLY

PRIORITY VIEWS AND VISTAS

DOWNTOWN PLAN | 02.01.10

-  VISTA TO LAKE
-  TO LAKE
-  TO CAPITOL
-  OTHER VIEWS
-  PROTECTED CORRIDOR

PREPARED BY THE CITY OF MADISON PLANNING DIVISION



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CONCEPTUAL PATTERN OF BUILDING HEIGHTS DOWNTOWN PLAN | 02.01.10

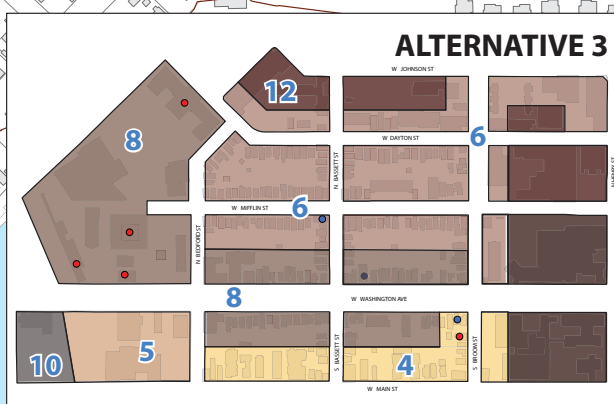
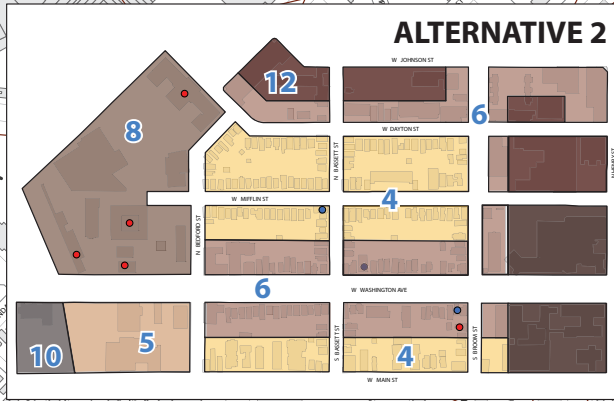
Maximum Building Height (Stories)

- Up to Capitol View
- 12
- 10
- 8
- 6
- 5
- 4
- 3

Landmark Information

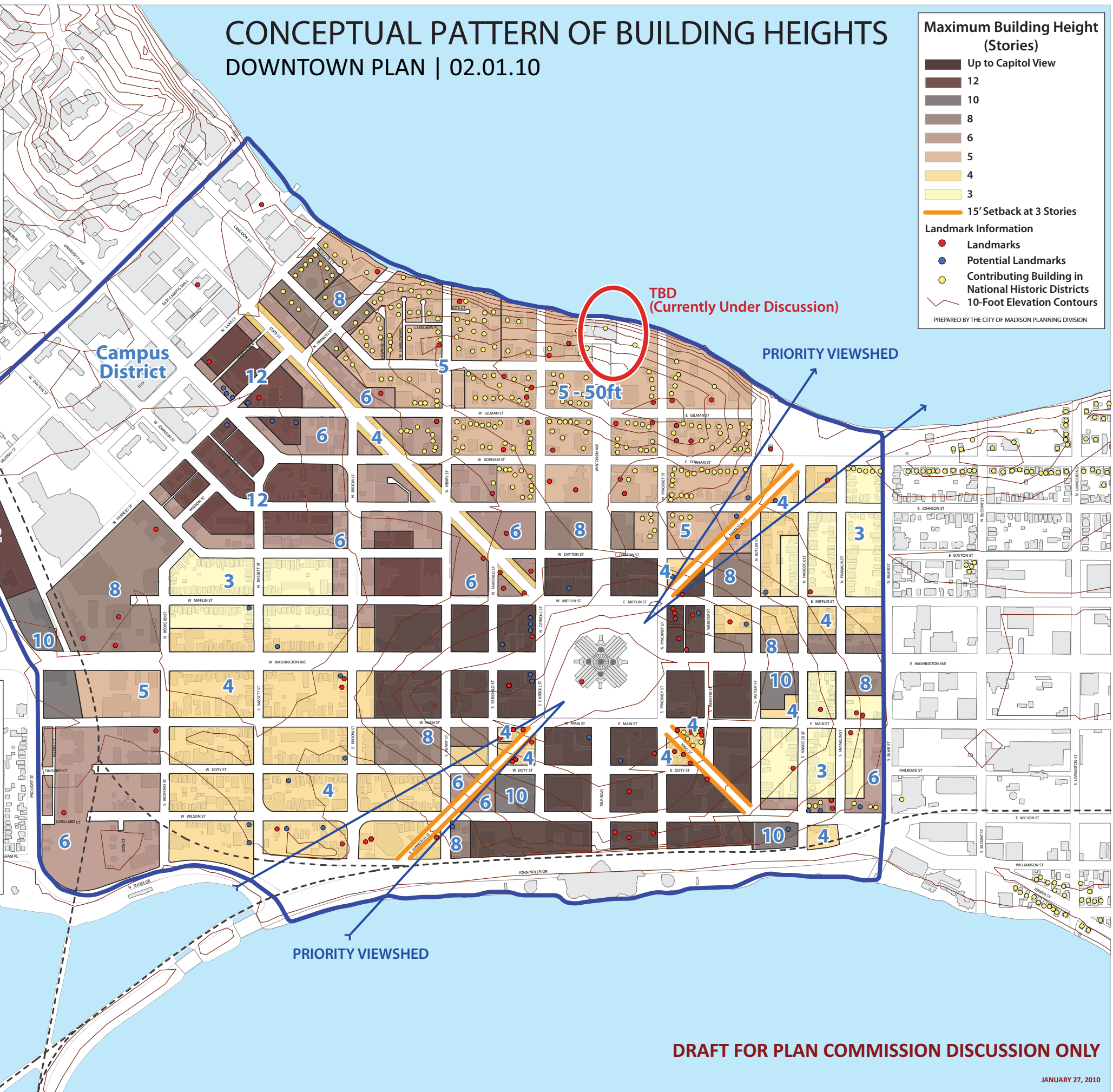
- Landmarks
- Potential Landmarks
- Contributing Building in National Historic Districts
- 10-Foot Elevation Contours

PREPARED BY THE CITY OF MADISON PLANNING DIVISION



This map illustrates the maximum height of the tallest buildings within each colored area. The map does not illustrate more-subtle height limits that may result from:

- Protection of specific view corridors
- Building street set-backs
- Upper story building step-backs
- Desired variety in building heights
- Landmark or Historic District Designation








DRAFT FOR PLAN COMMISSION DISCUSSION ONLY

PRELIMINARY PARCEL ANALYSIS MAP

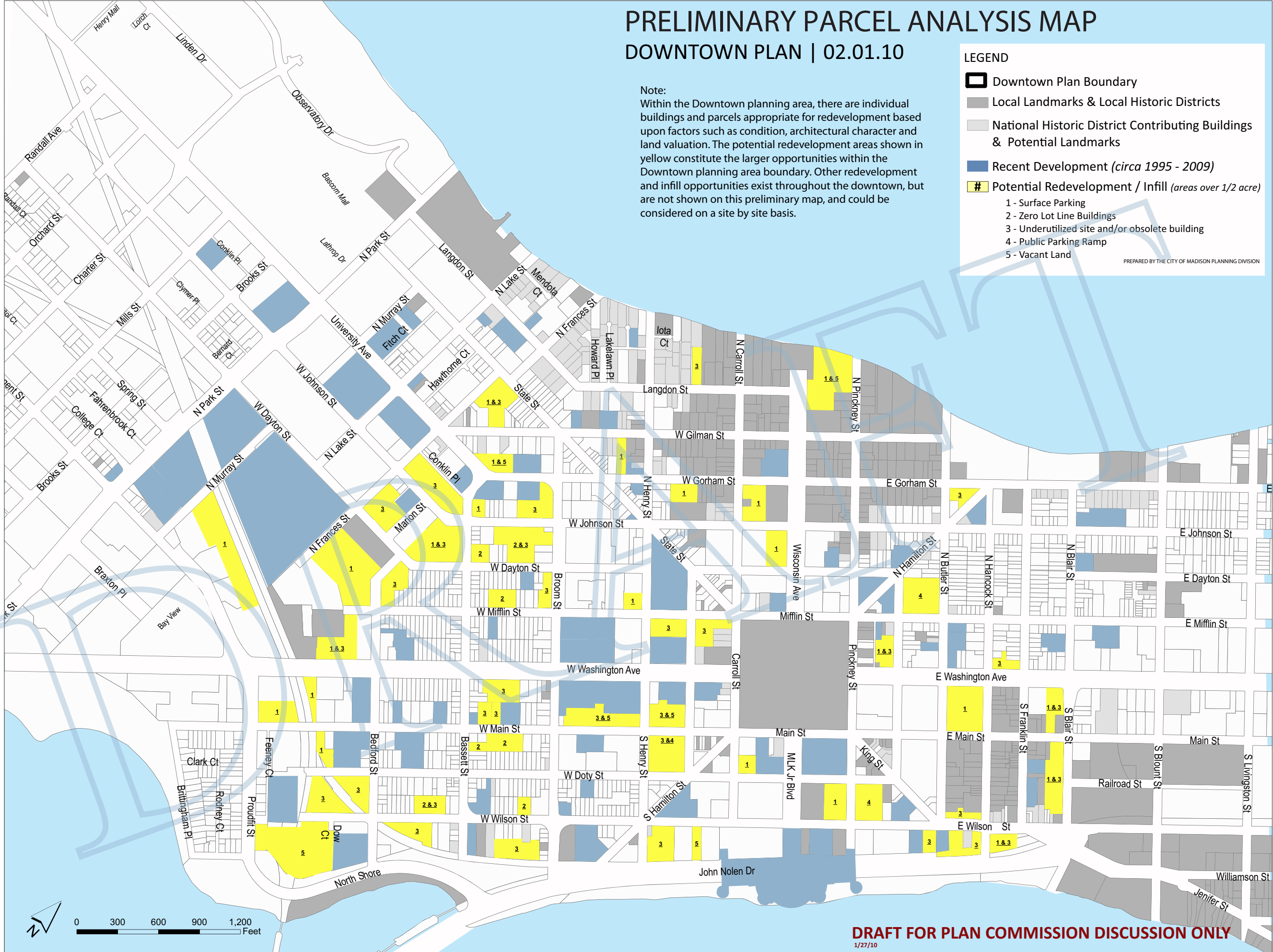
DOWNTOWN PLAN | 02.01.10

Note:
 Within the Downtown planning area, there are individual buildings and parcels appropriate for redevelopment based upon factors such as condition, architectural character and land valuation. The potential redevelopment areas shown in yellow constitute the larger opportunities within the Downtown planning area boundary. Other redevelopment and infill opportunities exist throughout the downtown, but are not shown on this preliminary map, and could be considered on a site by site basis.

LEGEND

-  Downtown Plan Boundary
-  Local Landmarks & Local Historic Districts
-  National Historic District Contributing Buildings & Potential Landmarks
-  Recent Development (circa 1995 - 2009)
-  Potential Redevelopment / Infill (areas over 1/2 acre)
 - 1 - Surface Parking
 - 2 - Zero Lot Line Buildings
 - 3 - Underutilized site and/or obsolete building
 - 4 - Public Parking Ramp
 - 5 - Vacant Land

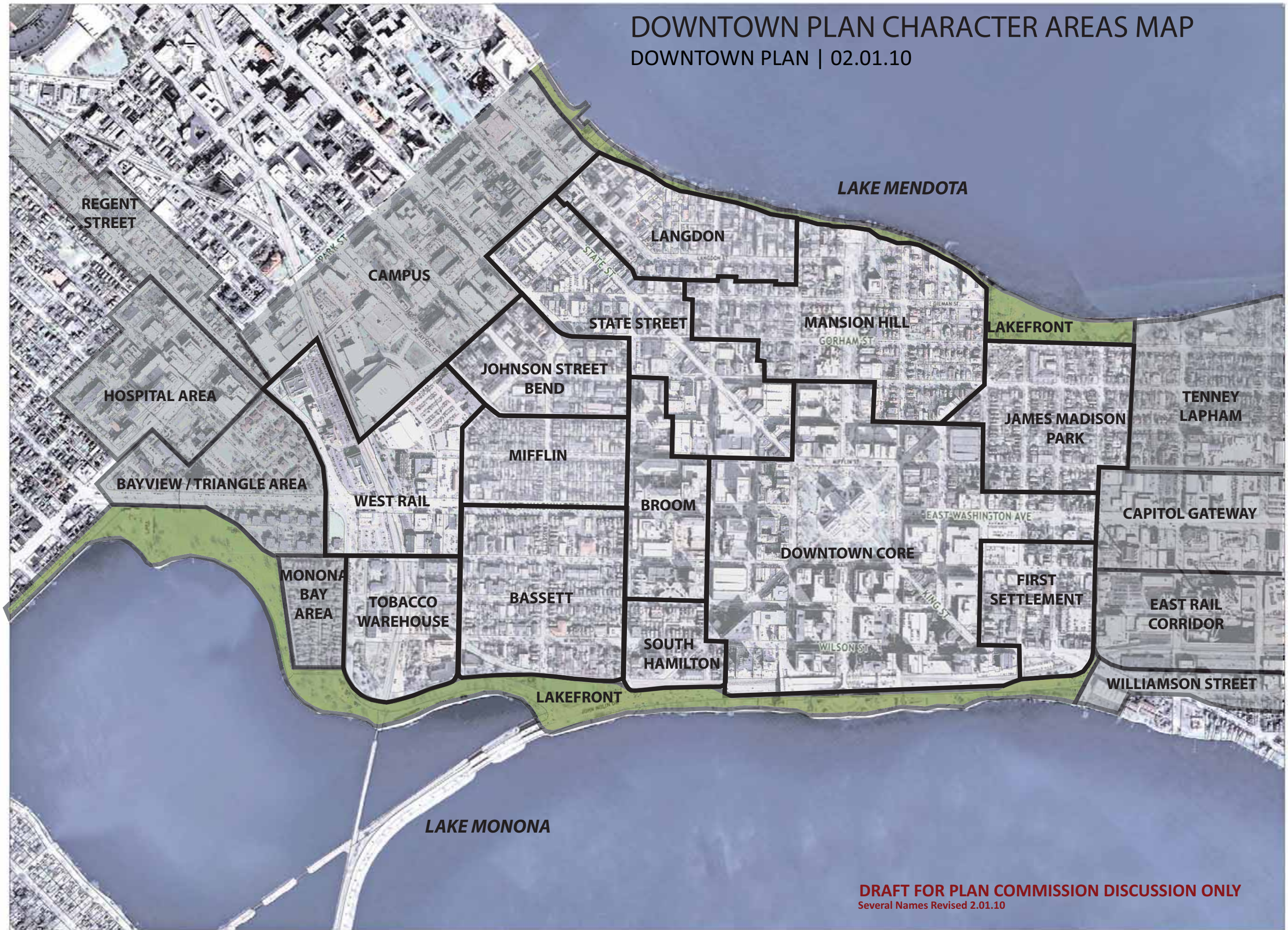
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 1/27/10

DOWNTOWN PLAN CHARACTER AREAS MAP

DOWNTOWN PLAN | 02.01.10



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Several Names Revised 2.01.10

DOWNTOWN CORE | BROOM

Existing Conditions

RECENT DEVELOPMENT



Block 89

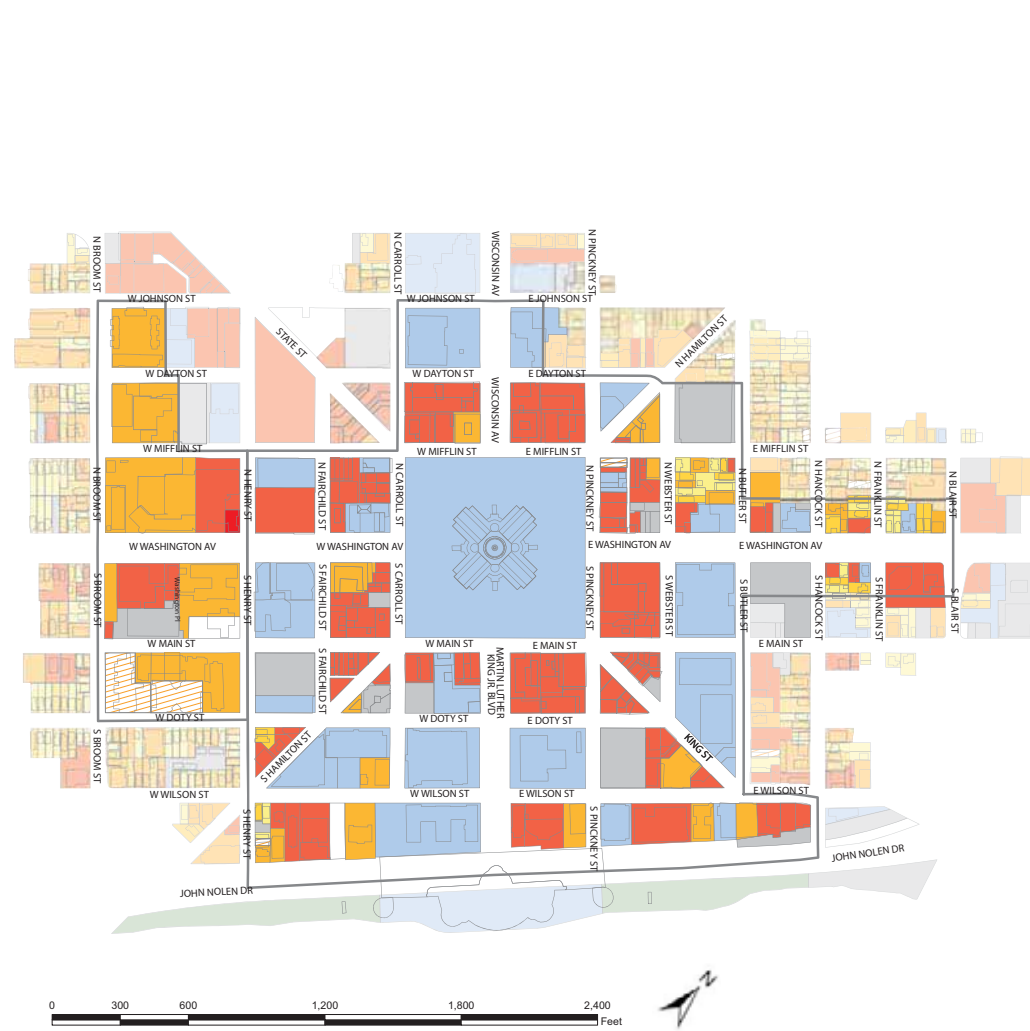


Capitol Point



Hilton Hotel

EXISTING LAND USE MAP



EXISTING LAND USE	PARCELS	UNITS	ACRES	% ACRES
Residential - Single-Family & Two Units	14	22	1.0	1.1%
Residential - Multi-Family (3-4 Units)	15	54	1.2	1.3%
Residential - Multi-Family (5 or More Units)	33	2,004	15.5	16.9%
Residential - Other	4	128	2.1	2.3%
Commercial - Office	98	157	24.9	27.3%
Parking (Surface/Ramp)	17	1	8.2	9.0%
Government, Institutional, & Educational	31	6	37.3	40.9%
Park and Open Space	0	0	0	0
Vacant Land	2	0	1.0	1.1%
TOTAL	212	2,372	91.2	100.0%

Residential

- Total Buildings: **74**
- Total Dwelling Units: **2372**
- Total Residential Acres: **19.8**
- Net Density: **119.7 du/ac**

Non-Residential

- Total Buildings: **248**
- Total Ground Floor Square Feet: **2,021,271**
- Average Square Feet Per Building: **8,150**

DRAFT FOR PLAN COMMISSION DISCUSSION ONLY

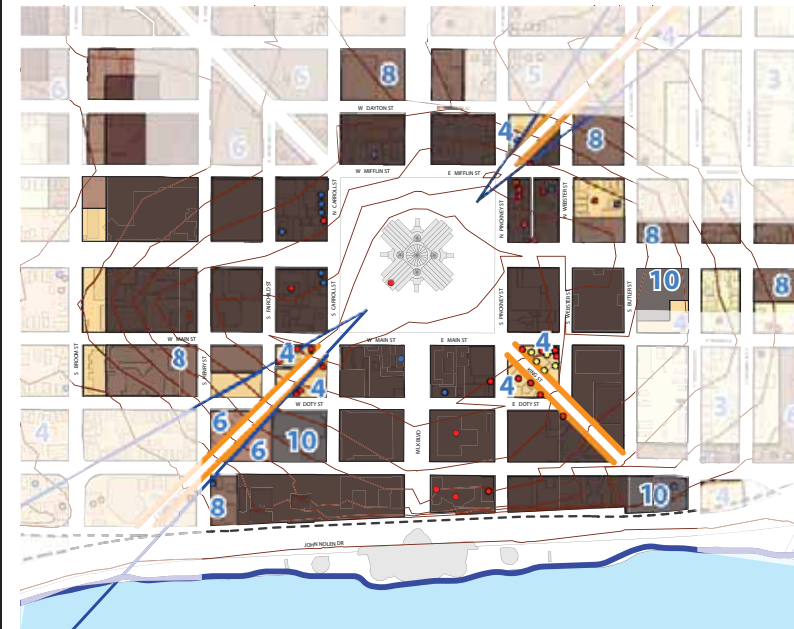
Plan Direction: Land Use & Design Summary

Downtown Core

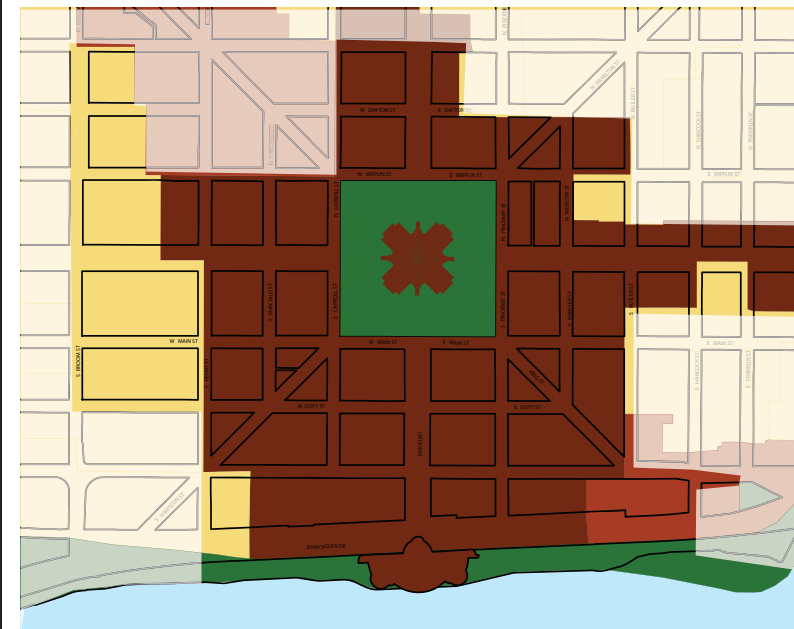
- Primary regional civic, cultural-entertainment and office-employment center
- Employment uses appropriate except where alternative uses specifically recommended
- Ground floor retail and entertainment uses around Capitol Square and on King Street
- Residential uses appropriate except where alternative uses specifically recommended
- Limit ground floor residential uses around Capitol Square
- Reserve "triangle blocks" at the corners of the Capitol Square for active urban uses, such as entertainment, shopping and cultural activities
- Develop more-active uses between Capitol Square and the Capitol Gateway Corridor
- Largest, tallest downtown buildings
- Preserve key view corridors through building setbacks, stepbacks and selective height limits
- Update Downtown Design Guidelines for the Downtown Core
- Preserve and rehabilitate landmark and other significant older buildings
- Maintain special character of W Washington Avenue as a gateway to the Capitol, including the preservation of wide terraces and canopy trees

Broom Street

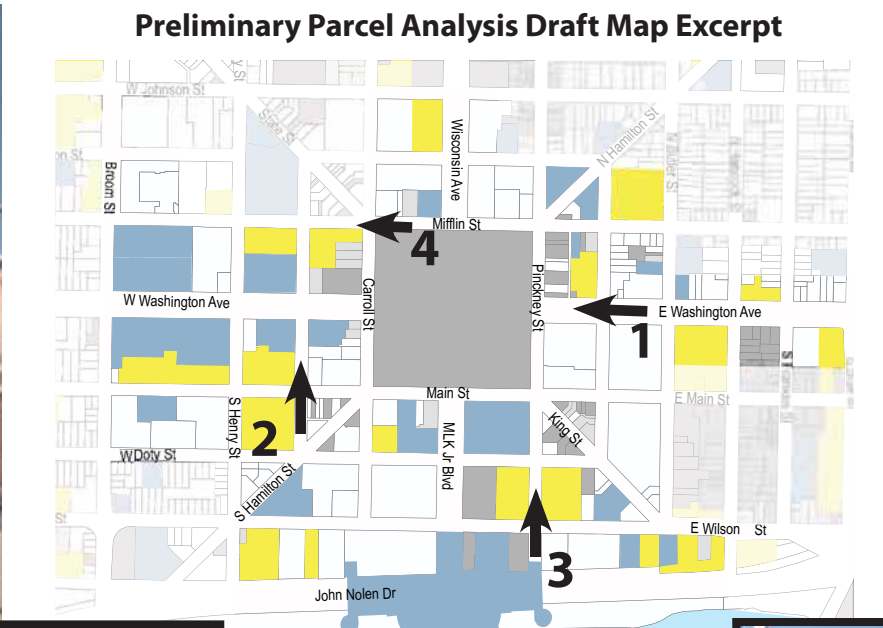
- Predominantly high-density residential uses
- Limited neighborhood-serving uses in mixed-use developments
- Larger, taller, buildings appropriate
- Maintain special character of W Washington Avenue as a gateway to the Capitol, including the preservation of wide terraces and canopy trees



DRAFT Conceptual Building Heights Map Excerpt



DRAFT Generalized Land Use Map Excerpt



1. Intersection of E. Washington Ave. and N. Webster St.



2. Intersection of S. Fairchild St. and W. Main St.



3. S. Pinckney St. between E. Doty St. and E. Wilson St.



4. Intersection of W. Mifflin St., State St., and N. Carroll St.



STATE STREET

Existing Conditions

RECENT DEVELOPMENT



The Varsity

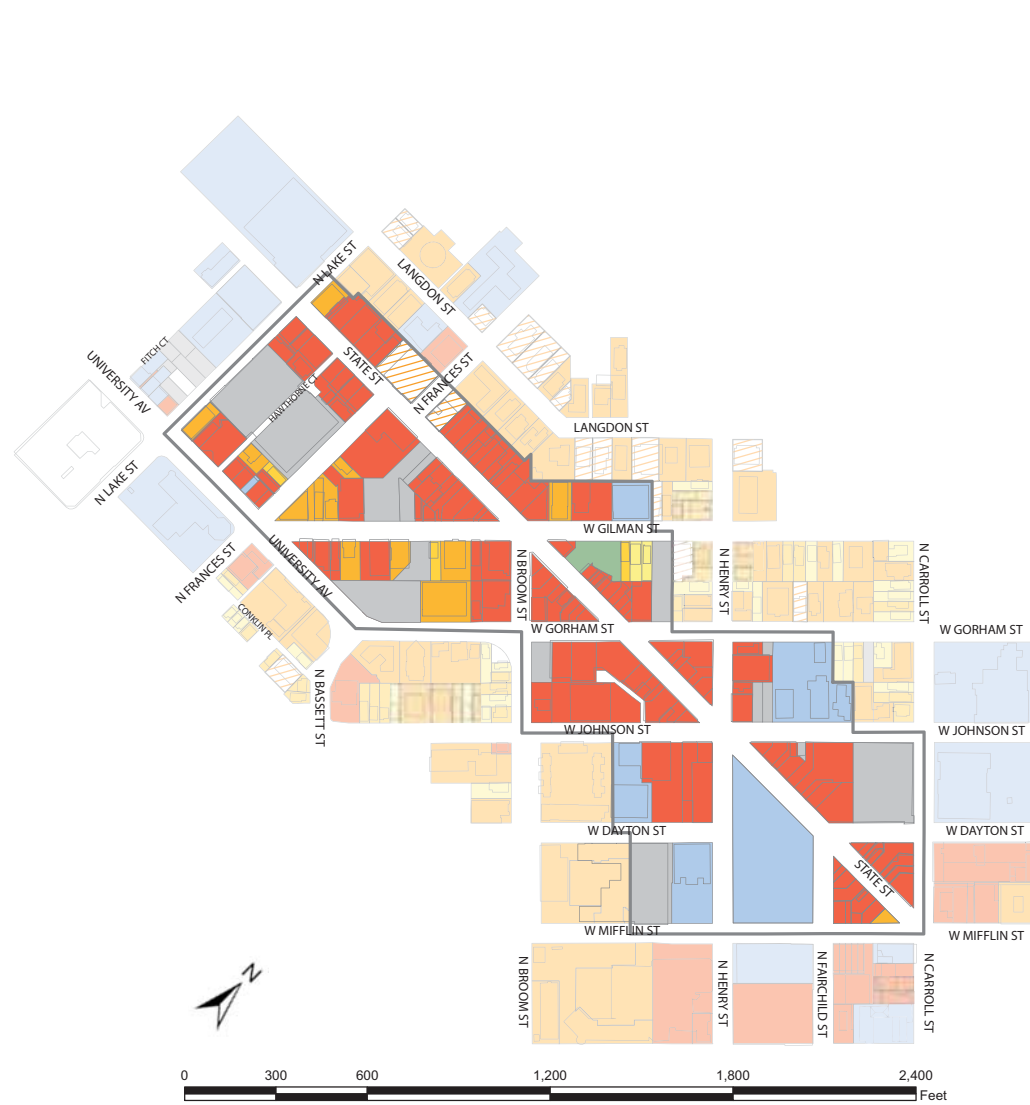


Overture Center



420 W. Gorham

EXISTING LAND USE MAP



EXISTING LAND USE	PARCELS	UNITS	ACRES	% ACRES
Residential - Single-Family & Two Units	2	4	0.2	0.7%
Residential - Multi-Family (3-4 Units)	3	10	0.3	0.8%
Residential - Multi-Family (5 or More Units)	14	383	2.4	7.4%
Residential - Other	2	408	0.7	2.2%
Commercial	126	317	15.1	47.7%
Parking (Surface/Ramp)	15	0	6.8	21.5%
Government, Institutional, & Educational	5	4	5.8	18.4%
Park and Open Space	1	0	0.4	1.2%
Vacant Land	0	0	0	0
TOTAL	168	1,126	31.7	100.0%

Residential

- Total Buildings: **20**
- Total Dwelling Units: **1126**
- Total Residential Acres: **3.5**
- Net Density: **320.2 du/ac**

Non-Residential

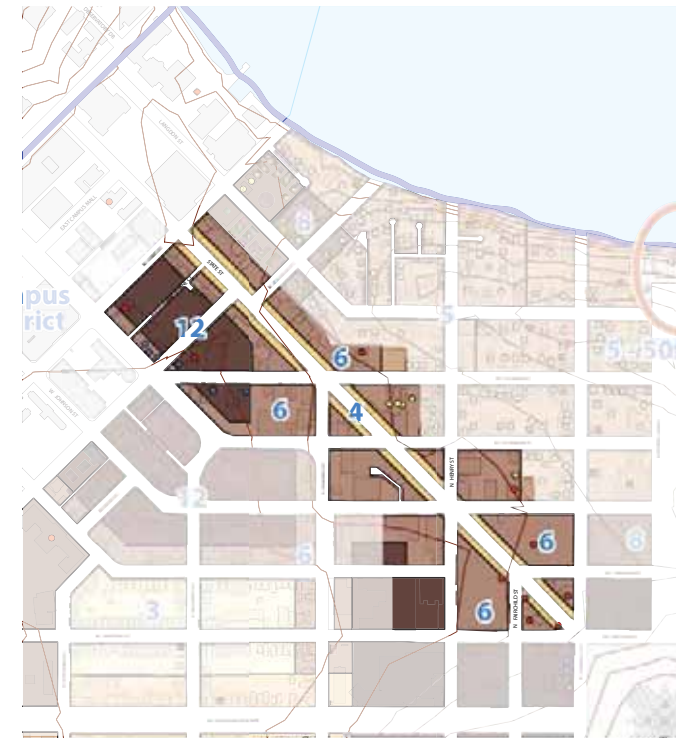
- Total Buildings: **73**
- Total Ground Floor Square Feet: **884,730**
- Average Square Feet Per Building: **12,120**

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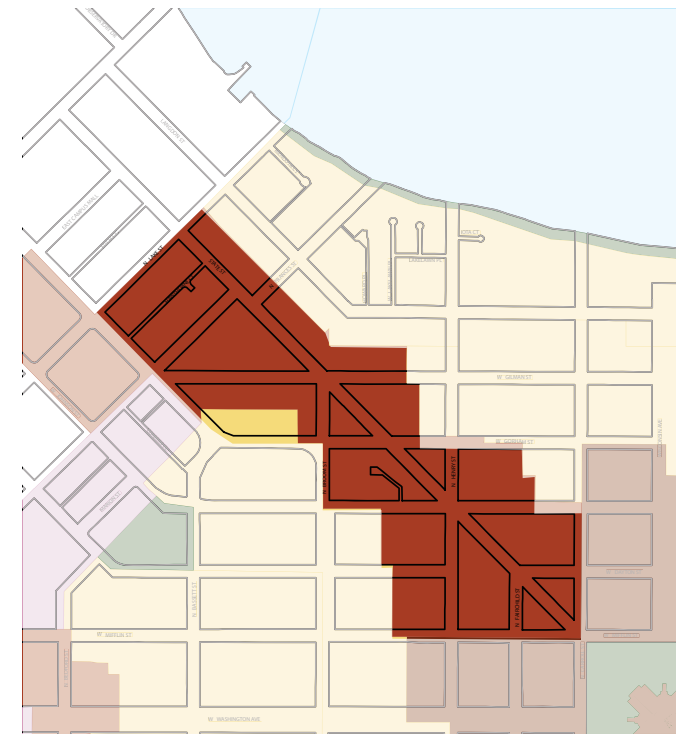
Plan Direction: Land Use & Design Summary

State Street

- Mixed Uses - retail, residential, cultural-entertainment, and office-employment
- Retail and cultural-entertainment uses on ground floor
- Residential and office-employment uses on upper floors
- Create and strengthen an expanded cultural district in the Upper State Street area
- Larger-scale, taller buildings may be appropriate on University Avenue - Gorham Street
- Update Downtown Design Guidelines for State Street
- Preserve and rehabilitate landmark buildings
- Potential local historic district



DRAFT Conceptual Building Heights Map Excerpt



DRAFT Generalized Land Use Map Excerpt



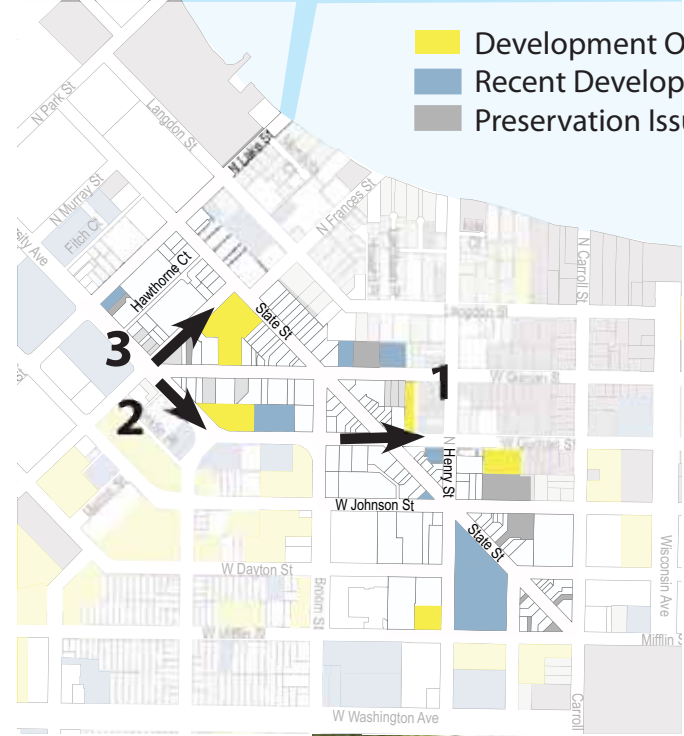
1. Along W. Gorham St. between State St. and N. Henry St.



2. Along W. Gorham St. between N. Bassett St. and N. Broom St.



Preliminary Parcel Analysis Draft Map Excerpt



3. Along N. Frances St. between State St. and University Ave.



MIFFLIN | BASSETT | SOUTH HAMILTON

Existing Conditions

RECENT DEVELOPMENT



The Lurican

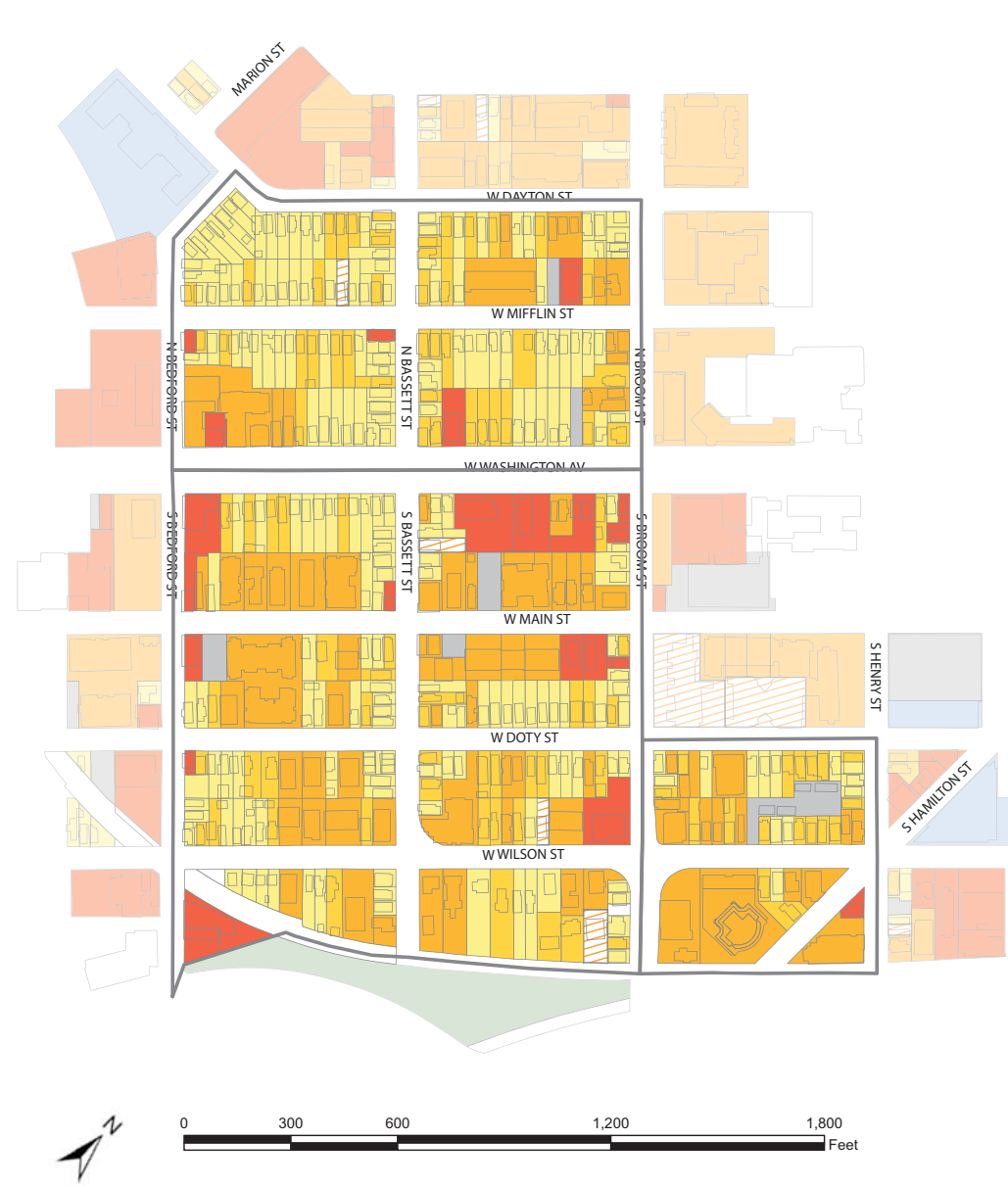


Washington Court



Bedford Court

EXISTING LAND USE MAP



EXISTING LAND USE	PARCELS	UNITS	ACRES	% ACRES
Residential - Single-Family & Two Units	207	349	17.9	34.6%
Residential - Multi-Family (3-4 Units)	96	350	9.5	18.4%
Residential - Multi-Family (5 or More Units)	72	1,430	17.9	34.6%
Residential - Other	4	18	0.6	1.2%
Commercial - Office	22	63	4.4	8.5%
Parking (Surface/Ramp)	6	0	1.3	2.5%
Government, Institutional, & Educational	0	0	0	0
Park and Open Space	0	0	0	0
Vacant Land	1	0	0.1	0.2%
TOTAL	410	2,210	51.7	100.0%

Residential

- Total Buildings: **415**
- Total Dwelling Units: **2210**
- Total Residential Acres: **45.9**
- Net Density: **48.1 du/ac**

Non-Residential

- Total Buildings: **25**
- Total Ground Floor Square Feet: **73,300**
- Average Square Feet Per Building: **2,932**

DRAFT FOR PLAN COMMISSION DISCUSSION ONLY

Plan Direction: Land Use & Design Summary

Mifflin

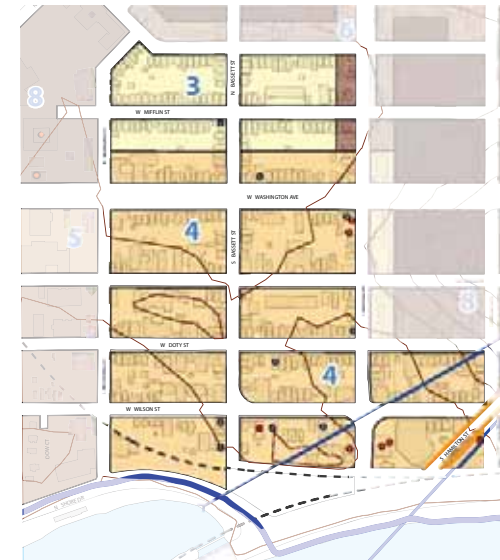
- Predominantly residential uses
[mixed-use/employment options not favored so far]
- Encourage housing for wider variety of households
- Three options for extent and scale of Mifflin and West Washington frontage redevelopment:
 - Conservation, preservation/rehabilitation of existing housing, limited infill
 - Selective redevelopment may be larger and taller than older existing buildings, but should be generally compatible with existing neighborhood context
 - Substantial redevelopment over time to greater intensity, more urban form
 - Bedford Street frontage may be employment use or mixed-use
- Redevelop old "zero lot line" residential sites
[under any redevelopment option]
- Maintain special character of West Washington Avenue as a gateway to the Capitol
 - Preserve wide terraces, canopy trees, standard building setback, both sides similar

Bassett

- Predominantly residential uses
- Limited neighborhood-serving uses in mixed-use developments at specified locations
- Selective redevelopment may be larger and taller than older existing buildings but should be generally compatible with existing neighborhood context
- Redevelop old "zero lot line" residential sites
- West Washington frontage may be redeveloped at greater intensity [decision needed]
- Preserve and rehabilitate landmark buildings
- Maintain special character of West Washington Avenue as a gateway to the Capitol
 - Preserve wide terraces, canopy trees, standard building setback, both sides similar

South Hamilton

- Predominantly residential uses
- Selective redevelopment may be larger and taller than older existing buildings but should be generally compatible with existing neighborhood context
- Preserve and rehabilitate landmark buildings
- Preserve the view corridor between the Capitol and Lake

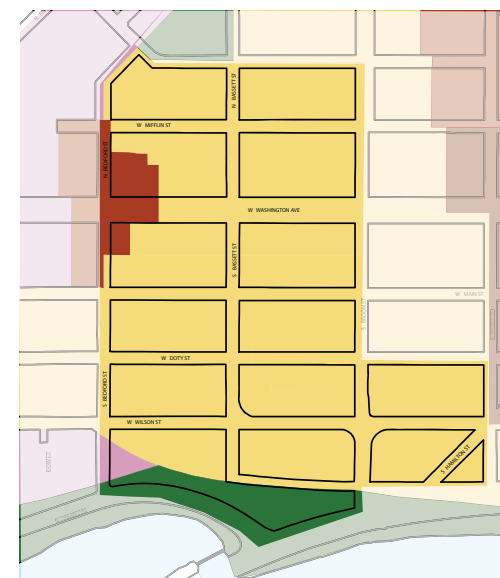


DRAFT Conceptual Building Heights Map Excerpt

Draft Height Alternate Maps:



Height Alternate 2 Height Alternate 3

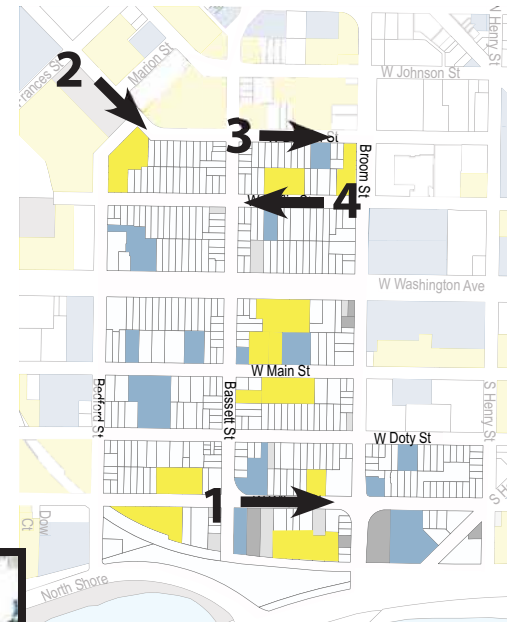


DRAFT Generalized Land Use Map Excerpt



1. W. Wilson St. between S. Bassett St. and S. Broom St.

Preliminary Parcel Analysis Draft Map Excerpt



■ Development Opportunities
■ Recent Development
■ Preservation Issues



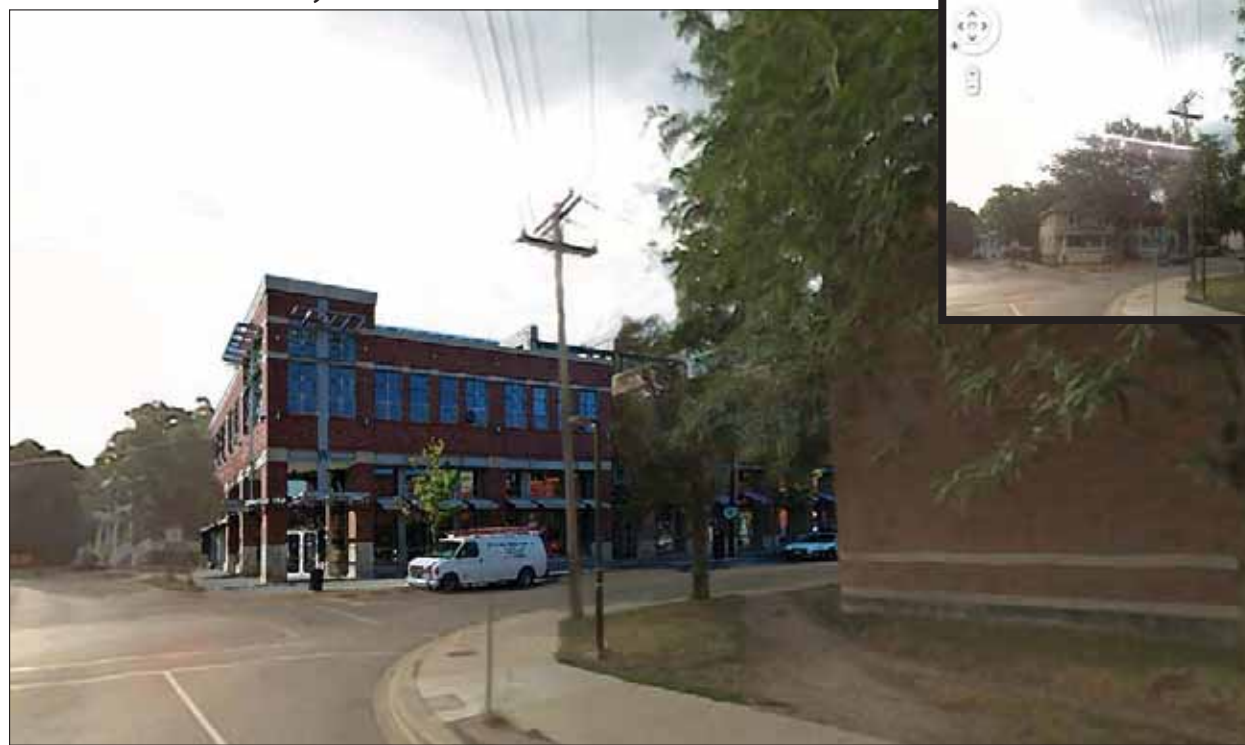
3. W. Dayton St. between Bassett and Broom Streets



2. Intersection of W. Dayton St. and N. Bedford St.



4. W. Mifflin St. between N. Bassett St. and N. Broom St.



Existing Conditions

RECENT DEVELOPMENT



4th Ward Lofts

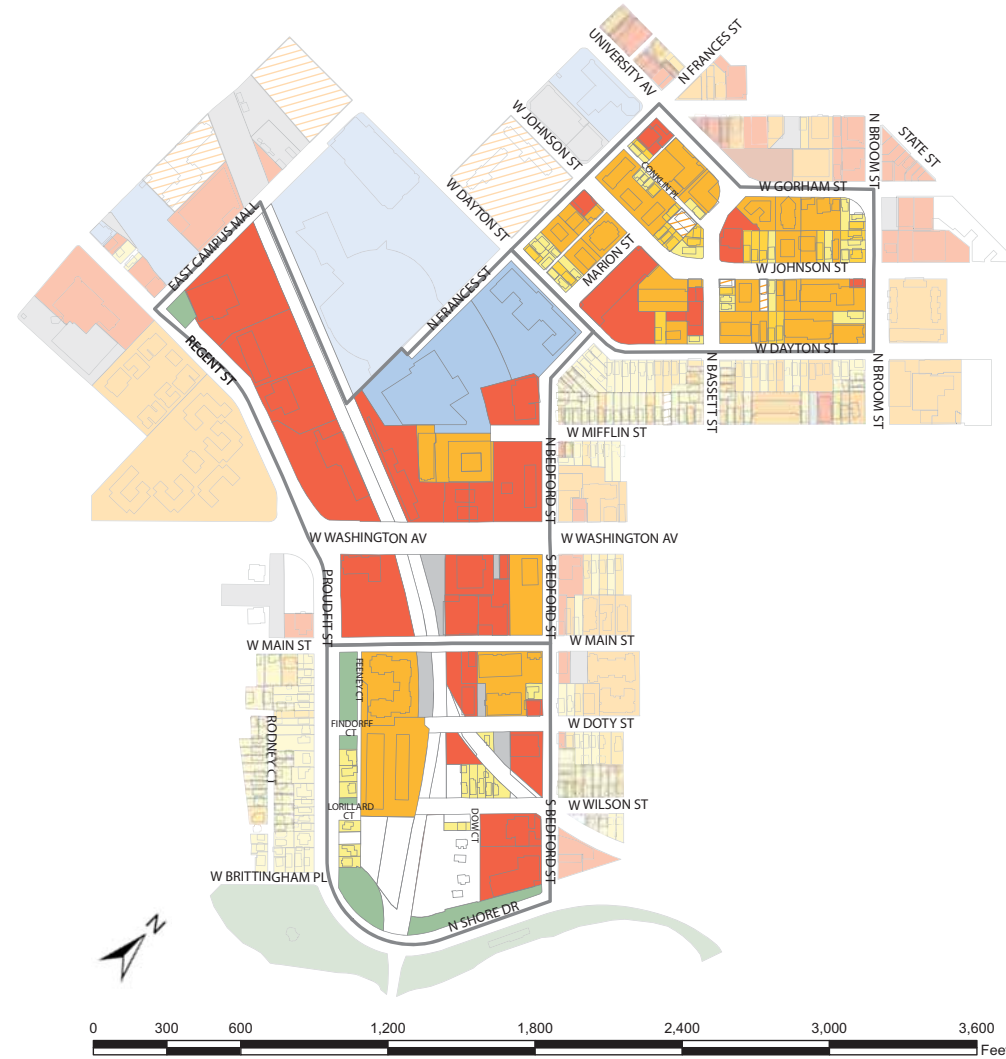


The Palisades



Tobacco Lofts

EXISTING LAND USE MAP



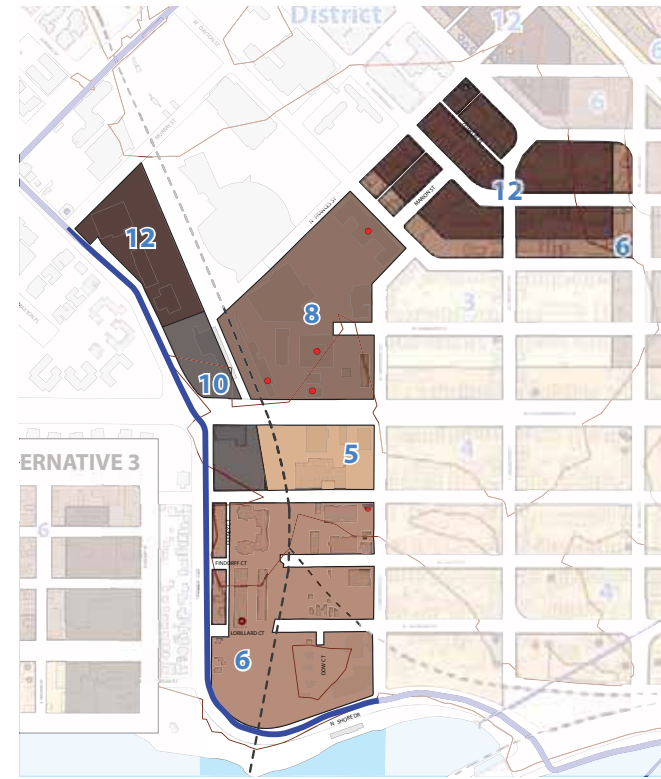
EXISTING LAND USE	PARCELS	UNITS	ACRES	% ACRES
Residential - Single-Family & Two Units	38	54	2.9	4.9%
Residential - Multi-Family (3-4 Units)	21	70	1.6	2.7%
Residential - Multi-Family (5 or More Units)	31	1,671	16.2	27.3%
Residential - Other	3	37	0.3	0.6%
Commercial - Office	28	12	22.0	37.0%
Parking (Surface/Ramp)	7	0	2.9	4.9%
Government, Institutional, & Educational	2	0	7.0	11.7%
Park and Open Space	6	0	1.6	2.7%
Vacant Land	8	0	4.9	8.3%
TOTAL	153	1,844	59.4	100.0%

Residential

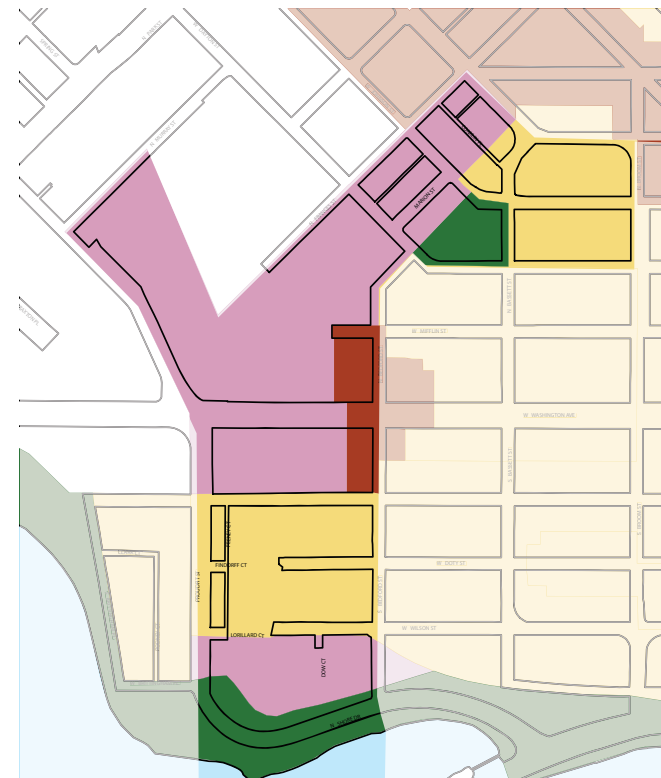
- Total Buildings: **102**
- Total Dwelling Units: **1844**
- Total Residential Acres: **21**
- Net Density: **87.6 du/ac**

Non-Residential

- Total Buildings: **31**
- Total Ground Floor Square Feet: **414,579**
- Average Square Feet Per Building: **13,374**



DRAFT Conceptual Building Heights Map Excerpt



DRAFT Generalized Land Use Map Excerpt

Plan Direction: Land Use & Design Summary

Johnson Street Bend

- Predominantly high-density residential uses, including student-oriented housing
- New public park between Dayton and Johnson Streets at Bedford Street
- Larger, taller buildings appropriate
- Update Downtown Design Zone standards for Johnson Street Bend area

West Rail Corridor

- Predominantly employment uses with limited retail and service uses
- Mixed-use development along Bedford Street
- University and MMSD institutional uses also located north of Mifflin Street
- High-density residential uses appropriate at some locations
- Potential rail transit station and/or intermodal transportation terminal
- Transit-Oriented Developments
- Larger, taller buildings appropriate; tallest buildings west of railroad tracks
- Mixed-use, loft-type buildings along Bedford Street
- Preserve and rehabilitate landmark buildings
- Encourage adaptive reuse of other engaging older commercial structures

Tobacco Warehouse

- Mixed uses -- predominantly residential in north portion, employment in south portion
- Infill and redevelopment with mid-rise buildings generally appropriate
- Preserve and rehabilitate landmark buildings
- Encourage adaptive reuse of other engaging older commercial structures



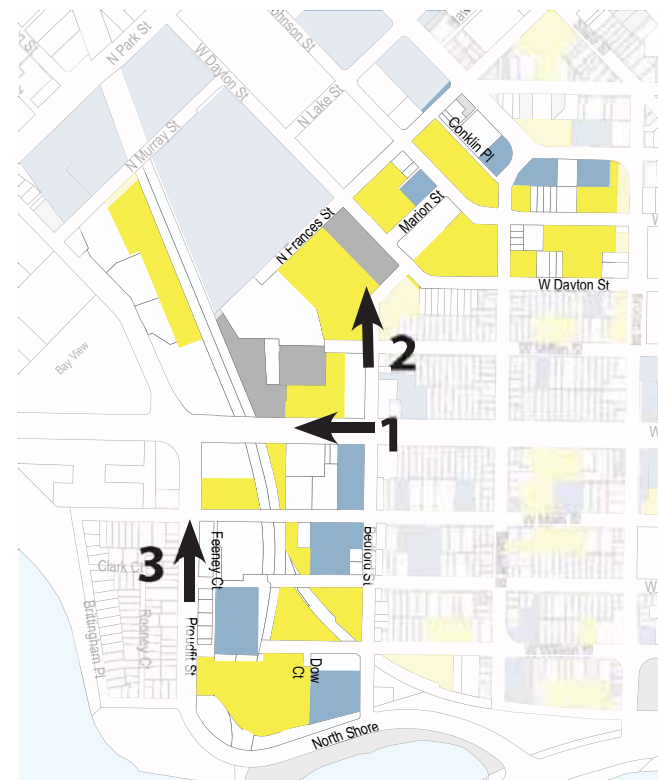
1. W. Washington Ave. at Regent St./ Bedford St.



2. Intersection of N. Bedford St. and W. Mifflin St.



Preliminary Parcel Analysis Draft Map Excerpt



- Development Opportunities
- Recent Development
- Preservation Issues



3. Intersection of Proudfit St. and W. Main St.



JAMES MADISON PARK | FIRST SETTLEMENT

Existing Conditions

RECENT DEVELOPMENT



Butler Plaza

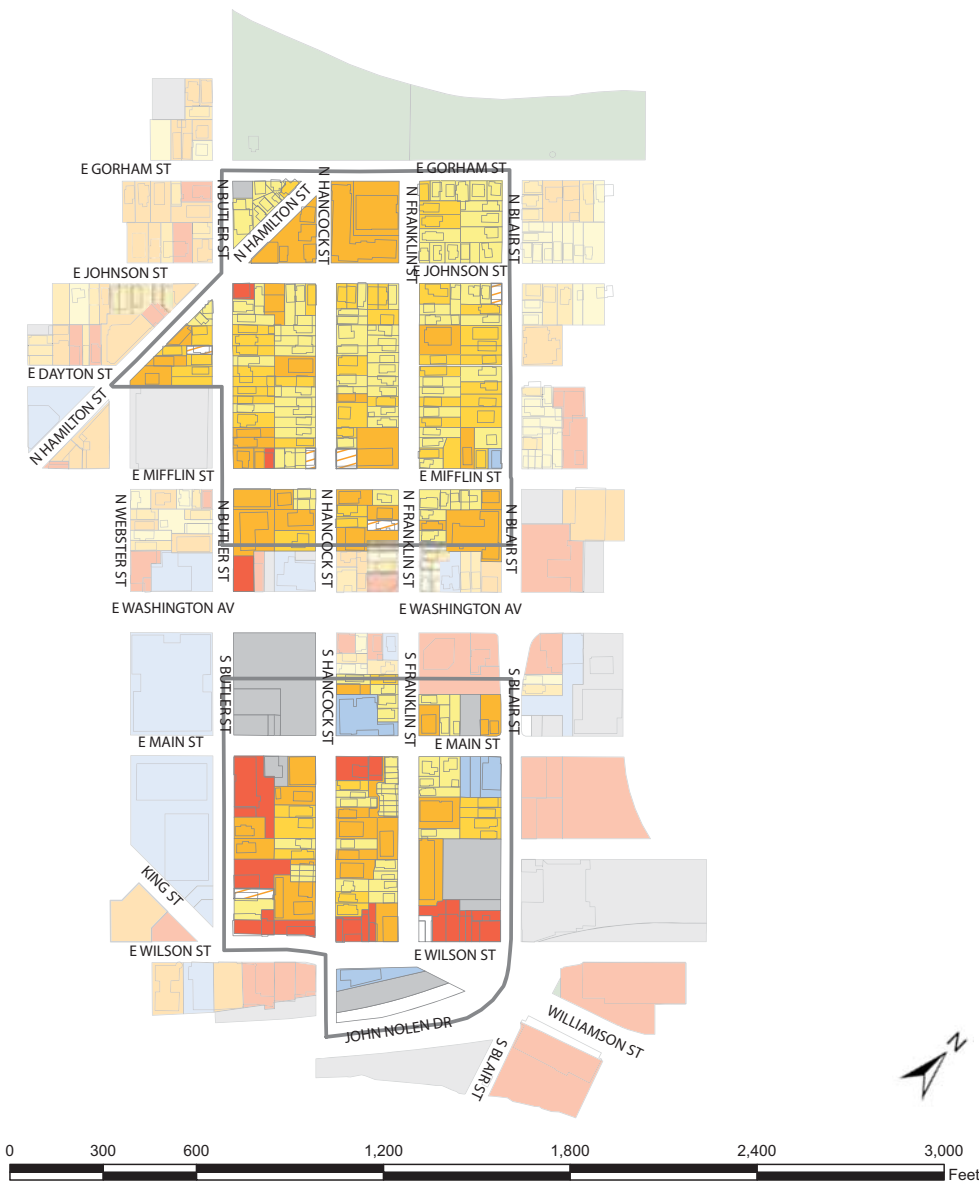


Old Market Row



Germania

EXISTING LAND USE MAP



EXISTING LAND USE	PARCELS	UNITS	ACRES	% ACRES
Residential - Single-Family & Two Units	120	178	8.9	27.5%
Residential - Multi-Family (3-4 Units)	57	185	6.0	18.4%
Residential - Multi-Family (5 or More Units)	44	710	9.4	29.0%
Residential - Other	6	37	0.4	1.3%
Commercial - Office	21	82	2.5	7.7%
Parking (Surface/Ramp)	11	2	3.9	12.0%
Government, Institutional, & Educational	6	16	1.2	3.7%
Park and Open Space	0	0	0	0
Vacant Land	2	1	0.1	0.3%
TOTAL	268	1,211	32.4	100.0%

Residential

- Total Buildings: **203**
- Total Dwelling Units: **1211**
- Total Residential Acres: **24.7**
- Net Density: **49.1 du/ac**

Non-Residential

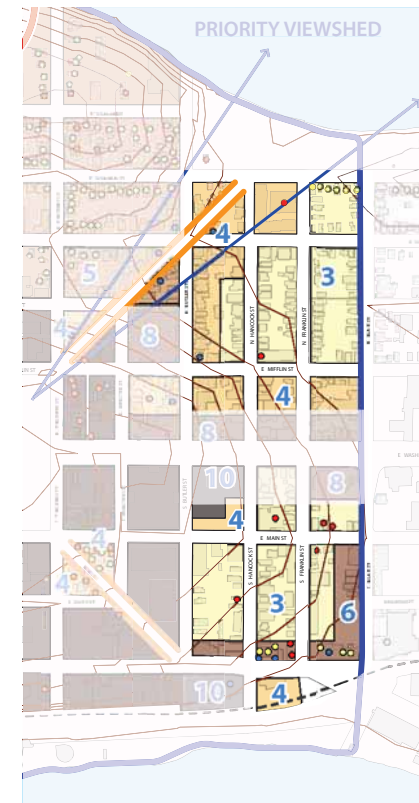
- Total Buildings: **15**
- Total Ground Floor Square Feet: **91,896**
- Average Square Feet Per Building: **6,126**

DRAFT FOR PLAN COMMISSION DISCUSSION ONLY

Plan Direction: Land Use & Design Summary

James Madison Park

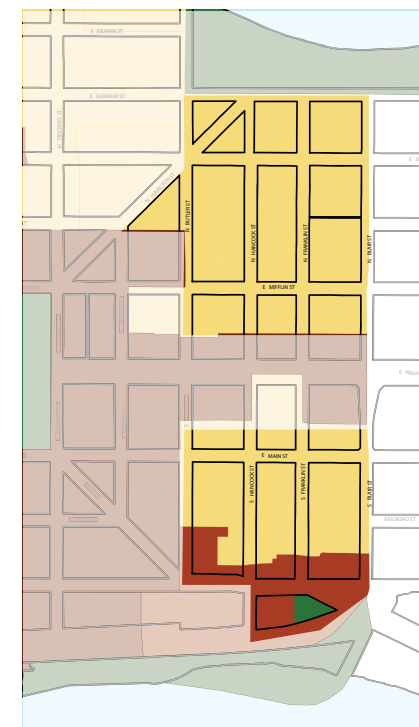
- Predominantly residential uses
- Promote construction and rehabilitation of family-oriented housing
- Relatively higher-density development along S. Hamilton, Butler and Gorham Streets
- Infill redevelopment along Hancock, Franklin and Blair Streets generally compatible in scale and design with the predominantly "house like" neighborhood character
- Preserve and rehabilitate landmark buildings
- Preserve the North Hamilton view corridor through building setbacks, stepbacks and selective height limits



DRAFT Conceptual Building Heights Map Excerpt

First Settlement

- Predominantly residential uses
- Focus more-intensive redevelopment on selective vacant or underutilized sites at district edges (Brayton Lot, Block 115, City reservoir, and segments of the Blair, E. Wilson and E Johnson Street frontages)
- Rehabilitate existing housing and selective infill with new housing
- Preserve the character of the First Settlement Historic District and ensure that infill redevelopment is compatible with the historic context in scale and design
- Review and consider revising Historic District guidelines
- Preserve and rehabilitate landmark buildings
- Reinforce the Historic District identity with distinctive streetscape amenities, such as special street lights, street signs, street tree selection and terrace treatments
- Improve public lakefront access as part of any redevelopment south of East Wilson Street



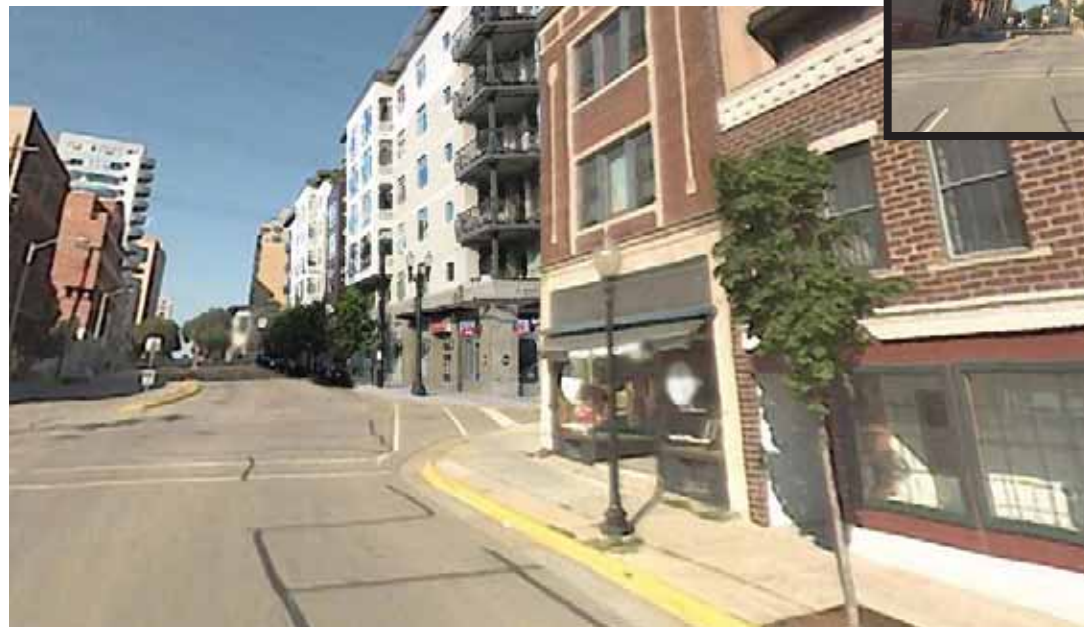
DRAFT Generalized Land Use Map Excerpt



1. Along S. Blair St. between E. Wilson St./John Nolen Dr.



2. Intersection of E. Wilson St. and S. Hancock St.



Preliminary Parcel Analysis Draft Map Excerpt



3. Intersection of E. Gorham St., N. Hancock St., and N. Hamilton St.



LANGDON | MANSION HILL

Existing Conditions

RECENT DEVELOPMENT

EXISTING LAND USE MAP



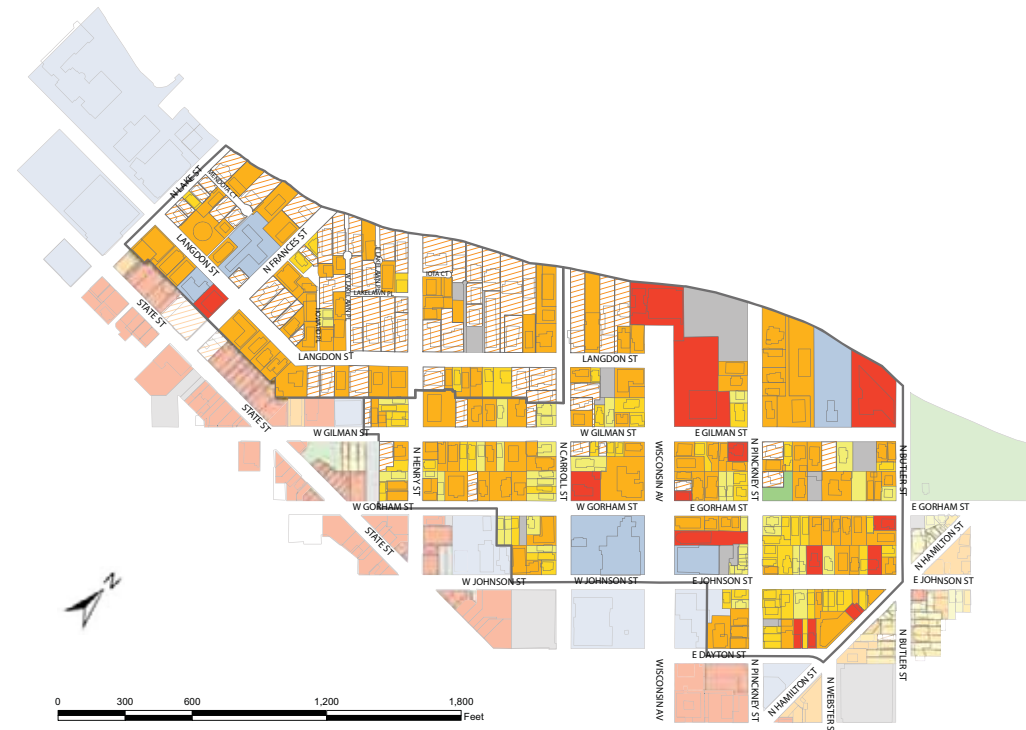
22 E. Dayton



Barbara Hochberg Center for Jewish Student Life



Hamilton Place



EXISTING LAND USE	PARCELS	UNITS	ACRES	% ACRES
Residential - Single-Family & Two Units	42	70	4.1	6.4%
Residential - Multi-Family (3-4 Units)	57	228	5.6	8.6%
Residential - Multi-Family (5 or More Units)	126	2,457	25.4	39.3%
Residential - Other	63	826	14.4	22.3%
Commercial - Office	14	2	6.6	10.2%
Parking (Surface/Ramp)	13	0	3.0	4.6%
Government, Institutional, & Educational	5	23	5.4	8.3%
Park and Open Space	1	0	.24	0.4%
Vacant Land	0	0	0	0
TOTAL	323	3,606	64.7	100.0%

Residential

- Total Buildings: **266**
- Total Dwelling Units: **3606**
- Total Residential Acres: **49.5**
- Net Density: **72.8 du/ac**

Non-Residential

- Total Buildings: **21**
- Total Ground Floor Square Feet: **185,240**
- Average Square Feet Per Building: **8,821**

DRAFT FOR PLAN COMMISSION DISCUSSION ONLY

Plan Direction: Land Use & Design Summary

Langdon

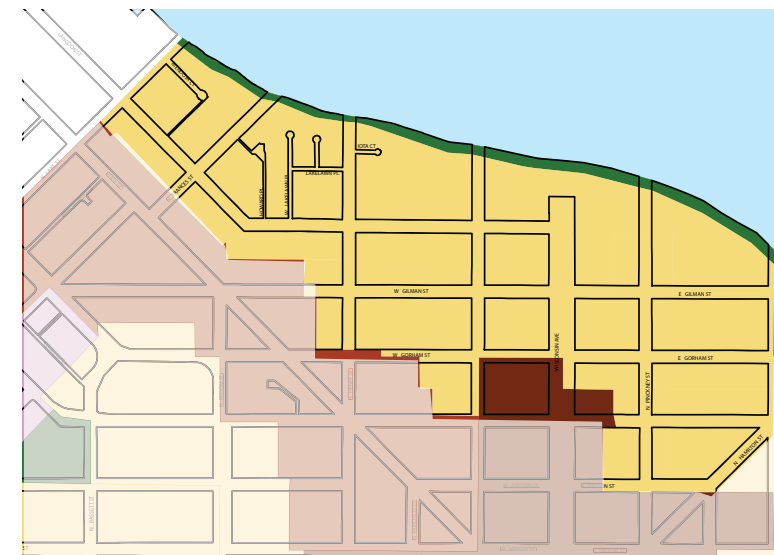
- Predominantly residential uses, emphasis on student-oriented housing
- Preserve the character of Langdon Street
- Preserve and rehabilitate landmark buildings
- Encourage preservation and rehabilitation of contributing historic buildings
- Potential local historic district
- Relatively higher-density redevelopment on selected sites
- Update Downtown Design Zone standards for Langdon area
- Public lakefront and mid-block multi-use paths



DRAFT Conceptual Building Heights Map Excerpt

Mansion Hill

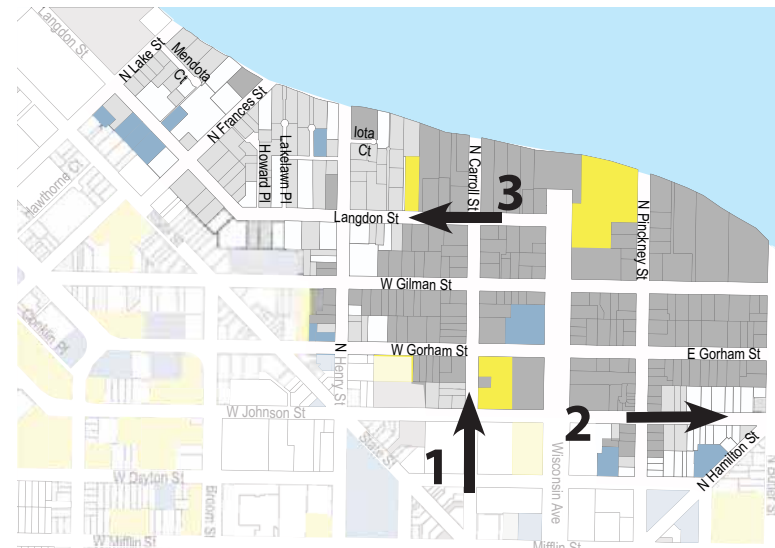
- Predominantly residential uses
- Large office-employment uses limited to existing development
- Preserve character of the Mansion Hill Historic District and ensure that infill redevelopment is compatible with the historic context in scale and design
- Review and consider revising Historic District guidelines
- Preserve and rehabilitate landmark buildings
- Designate potential landmarks as Madison historic landmarks
- Rehabilitate existing housing and selective infill with new housing
- Reinforce the Historic District identity with distinctive streetscape amenities, such as special street lights, street signs, street tree selection and terrace treatments
- Public lakefront and mid-block multi-use paths
- Enhance the Wisconsin Avenue streetscape as a gateway to the Capitol



DRAFT Generalized Land Use Map Excerpt



Preliminary Parcel Analysis Draft Map Excerpt



■ Development Opportunities
■ Recent Development
■ Preservation Issues

1. Intersection of N. Carroll St. and W. Johnson St.



2. E. Johnson St. between N. Pinckney St. and N. Hamilton St./N. Butler St.



3. Langdon St. between N. Henry St. and N. Carroll St.

