

December 21, 2011

Data Related to Downtown Plan: Prepared by the Planning Division

Below are responses to some questions that have been asked about the Downtown Plan.

Assessed Value/ Land Area

Overall assessed property value downtown is \$1.88 billion. While the downtown assessed value represents 9% of the assessed value of the City, the downtown taxable land area of 261 acres represents just 1% of all the land in the City of Madison. The table below summarizes the assessed value of non-tax exempt parcels. At this point we do not have a good way of placing a value on properties that are tax exempt, since they are not assessed by the City.

Area	Assessment		Acres		Assessed Value Per Sq Ft.
	\$ billions	%	#	%	
Downtown	1.88	9%	261	1%	\$165.70
Remainder of City	18.96	91%	24,822	99%	\$17.53
Total City	20.84	100%	25,083	100%	\$19.07

Tax Exempt Land

Of the 607 acres of land downtown, 26.6% are tax exempt parcels owned by the City, Dane County, State of Wisconsin (including the University) and other tax exempt entities. Another 30.5% of the land area is street right-of-way leaving 42.9% of the land area on the tax rolls. Of the 77.94 square miles citywide, 28% are tax exempt, and 16% are right of way, leaving 50% taxable.

Parcel Type	Downtown		Remainder of City		Total City	
	Acres	%	Sq Miles	%	Sq Miles	%
Open Space/Park*	19.24	3.2	14.59	18.95	14.62	14.09
Non-Open Space	142.25	23.4	10.77	13.99	10.98	18.75
Right-of-Way	185.45	30.5	12.85	16.69	13.14	16.86
Taxable Parcels	260.60	42.9	38.78	50.37	39.19	50.29
TOTAL	607.54	100.0	76.99	100.00	77.94	100.00

*Includes water features

Residential Densities

As of the 2010 Decennial Census, 24,000 people lived downtown. Densities vary considerably with as many as 500-1,000 people living on some high density blocks in the Langdon and near campus areas, 250-400 per block in the Bassett Neighborhood, 100-300 per block in James Madison Park.

Likewise, the number of persons per net developed residential acre also varies considerably, from as high as 300 to 400 persons per acre within the new midrise/highrise residential

developments on Johnson Street and the new dorms on campus, to 100-200 persons per acre in the Mansion Hill and Langdon Neighborhoods, 50-100 persons per acre in Bassett and Mifflin, 50-200 in James Madison Park and 40-80 in First Settlement.

The Downtown Plan should result in continual increases in residential densities.

Building Heights and Additional Development

The plan conservatively can accommodate over \$2 billion of new development. If the building heights being recommended in the plan had been in place over the last 20 years, almost all of the development that has occurred in the downtown would have been consistent with and allowed by the heights being recommended. The downtown already has maximum building heights around the Capitol Square, down State Street and within our Downtown Design Zones close to campus which apply to any new residential Planned Unit Developments. The establishment of maximum height limits throughout the downtown should allow developers to move forward with increased predictability for redevelopment projects and lead to additional investment which may not occur because of the current uncertainty related to the scale and mass of buildings which can be built without height limits in place.