

# Draft City of Madison 2012-2017 Park and Open Space Plan

Parks Division  
Department of Public Works

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**MADISON  
PARKS**

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## ACKNOWLEDGEMENTS

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### SNOW MAKING AT ELVER PARK

One mission of Madison Parks is to provide quality parks for healthy lifestyles throughout the year. That includes activities in winter such as sledding, skiing and skating.

In 2008, Madison Parks received a \$150,000 gift from the Madison Community Foundation, a \$20,000 gift from the Madison Nordic Ski Club and an additional \$50,000 from the Madison Parks Matching Fund to purchase a snow making machine for Elver Park sledding hill.

With cold enough weather, Elver Park now has snow on the sledding hills and beautifully groomed cross country ski trails all winter long.



**M**adison citizens are fortunate to have inherited a park system built by the progressive vision and efforts of previous generations. Today, the Park Commission and staff continue a mission of enhancing Madison's legacy of diverse parklands; providing green space, safe environments and recreational facilities; and meeting the changing needs of present and future generations.

### PURPOSE OF THE PARK AND OPEN SPACE PLAN

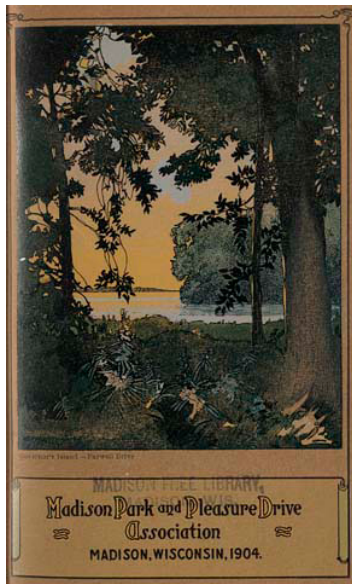
This Park and Open Space Plan (POSP) is intended to serve City Boards and Commissions, City agencies and staff, other governments and agencies, and interested citizens and volunteers as a guide in decision-making related to park policies, acquisition and development of parkland and facilities, and city financing and operations.

A current Park and Open Space Plan is also a prerequisite to participation in Federal and State park and open space aid programs. The City must continue to remain eligible for these program funds to accomplish many identified park, recreation and open space objectives.

Analysis and recommendations provided in this plan are derived from an extensive planning process conducted from December 2010 through January 2012. This planning process involved public input meetings, a city-wide user survey, and multiple presentations to City Committees including the Park Commission, the Long Range Planning Subcommittee, Plan Commission and the Common Council.

This Plan is a report comparing the existing state of the park system with the future goals and vision of the City of Madison. It is intended that acreage and facility information be updated annually, and that the short and long-term recommendations be reviewed every five years as required by the Wisconsin DNR grant eligibility guidelines.





The recommendations and analysis discussed in this plan relate to park development and management of core facilities. Specialized aspects of the Madison Parks Division such as Forestry, the State Street/Capitol Mall Concourse, Golf Enterprise, Olbrich Botanical Gardens, the Goodman Pool and the Warner Park Community Recreation Center in many cases, have their own adopted plans, guiding committees, mission statement, objectives and strategies. The 2007-2012 Park and Open Space Plan recognizes these adopted efforts as part of the recommendations of this Plan.

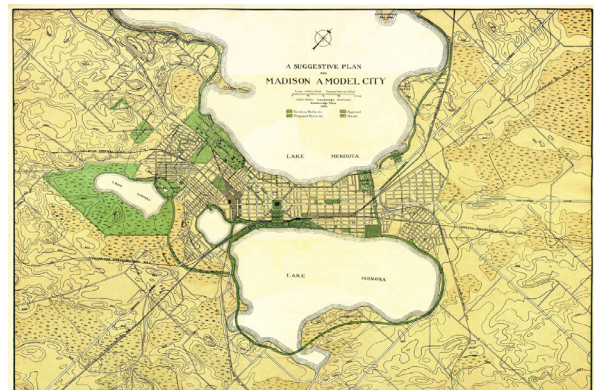
This plan does not address the City's bicycle and pedestrian system. Bicycle and pedestrian facilities are addressed in separate plans, with guidance from the Park and Open Space Plan.

### **A BRIEF HISTORY OF PLANNING THE MADISON PARK AND OPEN SPACE SYSTEM**

Madison began as a speculative subdivision plat in 1836. It did not have a single park, but was in a magnificent setting on the isthmus between Lakes Mendota and Monona. By 1892, residents had realized that the beauty of the surroundings could not overcome the refuse in the streets and lakes, or the lack of recreation areas and tree plantings.

Thus, over one hundred years ago in 1892, a group of private citizens banded together to form the Madison Park and Pleasure Drive Association. The Association raised private donations to acquire and improve park land, to construct pleasure drives and to plant trees and shrubs throughout the City.

In 1904, the Association succeeded in convincing the City Council to make annual financial contributions for park maintenance and acquisition, as a supplement to Association funding. In 1910, the Association engaged the services of the famous landscape architect, John Nolen, to prepare a comprehensive plan for the improvement and future growth of the City.



In 1911, Nolen's plan was published, in which he recommended the existing 150 acres of park land and miles of pleasure drives be expanded into a coordinated system of parks under the responsibility of an official Park Commission. In 1932, the Madison Park Commission was created, and the City assumed full responsibility for the operation and maintenance of all parks and pleasure drives and the acquisition of park land for the future.

In 1938, another civic organization, the Trustees of Madison Planning Trust, privately engaged the services of the famous city planner, Ladislav Segoe, to prepare a comprehensive plan for the City in cooperation with the Madison Park Commission and Plan Commission. This comprehensive plan included a park, playground and open space system plan. It recommended that the existing 441 acres within 29 parks and a single public golf course be expanded dramatically to over 1,520 acres in recognition of forecasted urban growth.

In 1961, a Park and Open Space Plan was adopted that recommended preservation of natural drainageways and significant natural areas such as Cherokee Marsh and the Nine Springs wetlands. The Plan also established standards for developed parkland in a format that has been followed in subsequent plans. An emphasis of this plan and subsequent updates was to eliminate a deficiency of parkland and facilities in the central city and to avoid similar deficiencies as the city grew. The Plan was updated regularly, raising the “standard” for the desirable amount of parkland, and dramatically increasing park acreage. Madison’s historic commitment to public recreation and open space of all kinds provides the public today with a remarkable system of parks and open spaces. Since 1892, there has been citizen contribution and participation in creating the park and open space system of Madison. The system of tomorrow is also dependent upon participation by Madison citizens, if there is to be a variety of recreation spaces and activities for all citizens, and preservation of those natural resources of land and water which provide the living quality and beauty unique to Madison.

Today the City of Madison Parks Division owns over 260 parks totalling over 5,500 acres of parkland<sup>1</sup> and is responsible for maintenance of over 6,000 acres of public land. The Parks Division is also responsible for the operations and maintenance of special facilities such as Olbrich Gardens, four public golf courses, two public cemeteries; maintenance of State Street and the Capitol Mall Concourse; pruning, plantings and removal of all trees in public right-of-ways; and plays a vital role in the development, maintenance, and policies of the over 1,000 acres of public land administered by City of Madison Engineering for stormwater, bike paths and landfill purposes.

The City of Madison Parks Division is supplemented by the efforts of the Madison Parks Foundation, which formed in 2002. This nonprofit organization is dedicated to creating and supporting initiatives to improve and expand the park lands, facilities and services offered through the City of Madison Parks Division. More information on the Madison Parks Foundation is available on page 73 of this Plan.

The most current Park and Open Space goals and analysis were developed as part of the 2006 City of Madison Comprehensive Plan (Chapters 6 and 7). The 2005 Park and Open Space Plan created the foundation for these chapters in the Comprehensive Plan. The 2005 Park and Open Space Plan was derived from the efforts of the 1997 plan, with minor changes proposed by staff and approved by the Park Commission.

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<sup>1</sup> Parkland acreage includes areas identified within park boundaries on Exhibit 1 Park and Open Space Inventory Map.

## **LOOKING FORWARD**

A century after John Nolen's comprehensive plan was published, the City of Madison has increased from the 150 acres recommended by Nolen's plan to over 5,500 acres. This monumental expansion of parkland arose from the backbone of the Nolen Plan and continued to grow as his ideals of preservation of public land became ingrained in the planning of the City of Madison.

This plan is intended to provide insight into existing and projected mechanisms that influence the quantity and quality of the park system to ensure Madison continues its tradition of preserving public land. This plan looks specifically at seven mechanisms that affect the City of Madison park system. They are as follows:

- **Vision, Goals and Objectives:**  
The underlying ideals that guide development of the park system.
- **Existing Acreages and Service Areas:**  
Reviewing deficiencies or gaps in coverage based on NRPA guidelines and 2005 adopted standards for new development.
- **Public Input and Relevant Plans:**  
Understanding demands/deficiencies identified through the public input process and relevant plans.
- **Recreation Needs and Analysis:**  
Identifying demands placed on the park system.
- **Demographics:**  
Understanding community dynamics that influence the park system.
- **Park Improvement, Acquisition and Development Mechanisms:**  
Reviewing methods beyond the tax levy to acquire, develop and maintain facilities.
- **City Staffing and Operations:**  
Reviewing available resources to manage existing parkland.

Results of the analysis of the above seven mechanisms serve as the basis for the plan recommendations in Chapter Nine.



**EDNA TAYLOR PARK**

A glacial drumlin rising above a broad ribbon of marsh forms the backbone of this southeast Madison park which is used extensively by Glendale School and the Leopold Nature Center for environmental education. Edna Taylor Park is a conservation park with significant on-going efforts to restore the site's native savanna and wetland.



The quality of life for City of Madison residents is unquestionably influenced by the City's great natural resources, parks, greenways and public access to the numerous waterways that greatly define Madison culture. The mission statement, vision and goals in this plan serve to guide continued planning and development of public park property. The objectives outlined below have been prepared with input from public citizens, City staff, the City of Madison Long Range Planning Sub Committee and the City of Madison Park Commission.

**VISION**

To provide the ideal system of parks, natural resources and recreational opportunities which will enhance the quality of life for everyone.

**MISSION STATEMENT**

Our Mission is to provide an exceptional system of safe, accessible, well-planned and maintained parks, facilities, public cemetery, natural areas and public shorelines.

Our Mission is to provide affordable opportunities for recreational and educational experiences.

Our Mission is to preserve and expand our urban forest resources through a well-planned and systematic approach to tree maintenance, planting and natural area management.

Our Mission is to preserve and promote parks' historic legacy.

Our Mission is to provide opportunities for cultural interaction by facilitating community and ethnic festivals and through the display of public art.

**GOALS, OBJECTIVES AND POLICIES**

The goals and objectives of this plan are outlined below and are derivative of the goals and objectives outlined in Volume II, Chapter 7 of the City of Madison Comprehensive Plan. They have been prepared with input from the Long Range Planning Subcommittee and City of Madison staff.



**Goal One: Madison will provide sufficient land for current and future active and passive recreational uses.**

- Maintain existing recreational lands for current active and passive uses.
- Project potential adaptations to existing lands to account for changing active and passive needs.
- Acquire additional lands for active and passive recreation use based on current demands created by increasing populations and the environmental significance of the land.
- Acquire lands suitable for park and recreation use in conjunction with recommendations stated in this plan and those included in the City's Comprehensive Plan and Neighborhood Plan documents (including the Downtown Plan).
- Continually evaluate and update the subdivision ordinance so that it adequately addresses the recreational needs of the City.
- Scale the size and type of park, recreation and open space facilities to the needs of the population (both present and future) in the service area.

**Goal Two: Parklands and facilities are accessible to users with varying physical abilities.**

- Provide barrier-free access in buildings and new park facilities.
- Achieve compliance with accessibility requirements in existing facilities and pathways as can be reasonably attained.

**Goal Three: Significant natural and cultural resources are preserved and enhanced.**

- Maximize the amount of protected lake shoreline through purchase, easement, zoning or other means as the property becomes available, including retaining public rights-of-way, and improving access using partnerships or other means where appropriate.
- Preserve from development stream valleys, marshes, prairies, woodlands, and scenic and historic areas by including these areas in the park and open space system when feasible.
- Use natural open space as a framework for enhancing other land uses including trails, linking all parks and open spaces to the maximum extent possible.
- Preserve the lakes as a natural feature and protect the lake waters, shorelines and associated wetlands from development or activities that would increase lake pollution and/or otherwise reduce attractiveness to current and future users or adversely affect the lakes' spawning grounds, fish and other aquatic life, as well as other ecological considerations, e.g. planting native trees, shrubs and ground cover appropriate to the intended use.
- Enhance lake quality and use by reducing and/or eliminating the negative effects of stormwater on the lake from run-off originating within the City of Madison.
- Coordinate with other units of government to achieve this goal.





**Goal Four: A plan for a continuous and unified system of park and open space incorporating all units of government and cooperation from education systems is created and implemented. The plan incorporates interagency and intergovernmental plans for parkland, open space, greenway and trail development and connectivity.**

- Coordinate subdivision review with all departments responsible for providing or maintaining adequate park and open space facilities to ensure that only land that is suitable for recreation is dedicated as parkland and that only land with environmental integrity is dedicated as conservation land.
- Consult and incorporate interagency plans and needs in the City's Comprehensive Plan.
- Cooperate with other units of government and agencies to provide joint park, recreation and open space facilities when possible, including the periphery of the City and where development is occurring in a municipality that has no adopted plan.
- Integrate the park and open space system with the bike trail system and with the stormwater management system.
- Preserve open space at the City's permanent edge by utilizing intergovernmental plans, agreements and natural environmental corridors.
- Coordinate with school districts to preserve and increase public access to school grounds that currently relieve parkland deficiencies.

**Goal Five: A wide range of facilities is available to address needs of existing and changing demographics.**

- Analyze the location, size and function of existing and proposed parks as annexations, residential development and/or land changes occur.
- Review changes in demographics, behavior, use of land and their implication to the park system every five years as part of the Park and Open Space Plan update.
- Use park service area criteria to help determine the location of future park sites.
- Provide opportunities for active and passive recreation; provide visual enjoyment; acquire additional land for park use; and preserve important natural areas from more intensive uses.
- Apply the guidelines from the City's Park and Open Space Plan to areas within Madison's extra-territorial plat approval jurisdiction and for areas planned for future City annexations to anticipate future needs.



**Goal Six: All available resources are used to further enhance the quality of the City's park system and to fund parkland maintenance, acquisition and development in accordance with plan objectives.**

- Continue to review ordinance requirements for land dedication, fees in lieu of land, and impact fees to assure funding for development of facilities.
- Pursue county, state and federal funding programs, which can aid in the purchase and/or development of park facilities.
- Build on the existing positive relationships with public and private organizations for donations and volunteers to aid in park system development and maintenance.
- Update the City's Park and Open Space Plan every five years to maintain grant eligibility.
- Minimize the proportion of the costs for acquisition, maintenance and development of park and open space facilities borne by the public by maximizing opportunities through utilization of park impact fees, dedications and developer agreements.

**Goal Seven: Management and staffing will be sufficient to ensure the maintenance of park and open space lands.**

- Review anticipated resources and identify opportunities for resource generation to provide maintenance standards that can be evenly distributed throughout the City.
- Review maintenance staffing and resource allocation for proposed new parkland and facilities as part of the planning and development of these facilities.
- Review location and size of maintenance buildings to ensure efficient operations and adequate facilities for staff.
- Continually evaluate the amount of lands to be managed by City staff keeping expenditures balanced with expected levels of maintenance.

### **ACCOMPLISHMENTS IN THE LAST FIVE YEARS**

The past five years have been filled with significant improvements to the City's Park System, both through enhanced community services and park developments. Appendix A, Table 1: *2005-2010 Park Development Accomplishments* highlights substantial accomplishments since the last Park and Open Space Plan. This list includes primarily capital projects and does not include the extensive accomplishments to services, programs and events developed by the Parks Division nor does it include general facility upgrades, repairs and maintenance. In the past five years, the City has:

- Acquired over 300 acres of Conservation parkland
- Constructed over 20,000 linear feet of new paved paths in City parks
- Opened 5 new parks
- Constructed the City of Madison's Goodman Pool & Goodman Maintenance Facility
- Renovated Elizabeth Link Peace Park
- Constructed the Cypress Spray Park
- Planted over 1,900 trees in City Parks
- Installed 13 playgrounds and upgraded equipment/surfacing at 36 playgrounds



### OLBRICH BOTANICAL GARDENS

Olbrich Gardens contains 16 acres of public outdoor display gardens free to the public, offering breathtaking displays all year long. Olbrich Gardens also houses the Boltz Conservatory, a glass pyramid filled with exotic plants, a rushing waterfall and free-flying birds.

#### Thai Pavilion

Olbrich's Thai pavilion was a gift to the University of Wisconsin-Madison from the Thai Government and the Thai Chapter of the Wisconsin Alumni Association. UW Madison has one of the largest Thai student populations of any U.S. college or university.

Olbrich was chosen as the site for the pavilion because of its garden setting and its proximity to water. First constructed and then disassembled for shipping in Thailand, it took nine Thai artisans three weeks to reconstruct the pavilion.



The City has over 260 public parks ranging in size from 0.1 acre mini parks to over 900 acre conservation parks providing a wide variety of recreational opportunities. These parks are shown on the Park and Open Space Inventory Map (Appendix B: Maps, Exhibit 1). City of Madison parks are classified per guidelines established by the City of Madison and the National Park and Recreation Association (NRPA) Guidelines as described in Park, Recreation, Open Space and Greenway Guidelines (Mertes & Hall, 1995).

This section provides an inventory of the City of Madison's recreation facilities and evaluates the City's parkland using standard quantitative analysis methods set forth by the NRPA.

These guidelines can only be used to measure specific aspects of recreation within the system, and do not paint the overall picture of the City of Madison's park system. They cannot be used to measure the total recreation needs, or the psychological needs of the population to view and use natural surroundings. Public comment has been solicited to provide input in these areas.



## PARKLAND INVENTORY SUMMARY

### CITY OF MADISON

This plan updates the existing classification system based on guidelines set forth by the National Recreation and Park Association as part of a growing trend to compare park acreages across cities nationwide. This changes the classifications identified in the 2005 plan from: *playlot, neighborhood park, area park, community park, beach, conservation park, golf, greenway, open space, parkway, playfield, playlot, special and trafficway* to the NRPA guided classifications of *mini park, neighborhood park, community park, conservation park, open space, special, greenway and trafficway*.

The new classification system eliminates the classification of “playlot” and “area park”; aggregates the category of “playfield” and “beach” as entities within a park (not separate classifications); eliminates the category of “golf” (combining it with the category Special) and adds the classification “Sports Complex”. These changes were discussed with the Long Range Planning Committee prior to implementation.

The reclassification process went through an extensive staff review, looking at each park individually based on size and facilities. In this Plan the former category of playlot and neighborhood park were reviewed and placed in the new category of either mini park or neighborhood park. Under previous classifications playlots ranged from 0.3-8 acres and neighborhood parks ranged from 0.53-18 acres. This plan categorizes parks as mini parks if they are generally within a size range of 0.1- 4.5 acres and addressed limited, isolated or unique recreational needs. Parks were classified as neighborhood parks if they are within a size range of 4.5-20 acres and had core neighborhood recreational facilities (i.e. open playfield, playground, backstop, basketball court, etc.).

Similarly, staff reviewed the category of area parks to be reclassified as either neighborhood parks or community parks. Under the former classification area parks ranged from 4.7-44 acres and community parks ranged from 20-223 acres. This plan categorizes parks as neighborhood parks if they are within 4.5-20 acres and function as a core neighborhood facility; and community parks if they are greater than 20 acres, or if they have facilities typical of community parks<sup>1</sup>. Table 3-1 includes a description for each park classification type.

The City of Madison provides its citizens with a wide variety of recreation opportunities, with most public parklands including some type of play equipment, athletic field, landscaping, park sign, benches and/or picnic table. Table 3-2 loosely defines what potential facilities will be installed in parks. However, park elements are largely developed based on the specific physical land constraints, identified need, existing natural resources, as well as budget. In general, the City of Madison tries to follow the general guidelines below for facility development in parks. There are no guidelines for unique facilities such as sports complexes, trafficways, open space, greenways or conservations parks.

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<sup>1</sup> Community Parks less than 20 acres include Central Park, James Madison Park and Law Park.



Table 3-1: Parkland Classification Descriptions

| Classification    | General Description   |
|-------------------|---|
| Mini Park         | Used to address limited, isolated or unique recreational needs.   |
| Neighborhood Park | Neighborhood parks remain the basic unit of the park system. Serves as the recreational and social focus of the neighborhood. Focus is on informal active and passive recreation.   |
| Community Park    | Serves broader purpose than neighborhood park. Focus is on meeting community-based recreation needs, as well as preserving unique landscapes and open spaces.   |
| Conservation Park | Lands set aside for preservation of significant natural resources.  |
| Sports Complex    | Heavily programmed athletic fields and associated facilities whose primary purpose is programmed active recreation.   |
| Trafficway        | Public rights of way that are occasionally used by the public as parkland, but development of this land is limited. Trafficway acreage is counted as parkland for the purposes of inventorying quantity of acreage and number of parks.                                   |
| Special Use       | Covers a broad range of parks and recreation facilities oriented towards specialty use. The City of Madison considers special use to include parkland whose primary function serves unique recreation opportunities (i.e splash pad)                                      |
| Open Space        | Undevelopable land, used primarily as a buffer, or to preserve steep hillsides, but is not of environmental quality to develop as a conservancy park and is not currently intended to be developed with park facilities.  |
| Greenway          | Public land owned by City Engineering for stormwater purposes or landfill purposes that occasionally is used by the public as parkland. Greenway acreage is counted as parkland for the purposes of inventorying, only if the greenway is located within a park boundary. |
| Other             | Non park facilities. In the City of Madison this category includes only one facility, the Madison Metropolitan Sewage Districts Pump Station Number 8 which is located on land owned by the Parks Division at 901 Plaenert Drive.   |

An extensive inventory of existing park facilities is included in Appendix A, Table 2: *2010 Park Facility Inventory*.

City of Madison Mini, Neighborhood and Community Parks

Mini, neighborhood and community parks form the core park facilities of most communities. The facilities in these parks usually provide some type of play equipment, athletic field and open greenspace. In the City of Madison these parks can also include facilities such as community gardens, dog parks and ski and hiking trails - depending on the size and classification of the park.



Table 3-2: Potential Park Facilities for Mini, Neighborhood and Community Parks

| Mini  | Neighborhood  | Community  |
|---|---|--|
| <ul style="list-style-type: none"> <li>• Playground and play equipment</li> <li>• Open play area</li> <li>• Benches</li> <li>• Landscaping</li> <li>• Park Sign</li> <li>• Park Kiosk/Info Board</li> <li>• One small Recreational amenity (i.e. 1/2 basketball court, small soccer field, bocce ball, volleyball, etc.)</li> </ul> | <ul style="list-style-type: none"> <li>• Playground and play equipment</li> <li>• Two medium sized recreational facilities (i.e. softball diamond, soccer field)</li> <li>• One small recreational amenity (i.e. small basketball court, small soccer field, bocce ball, etc.)</li> <li>• Accessible path system</li> <li>• Open play area</li> <li>• Benches</li> <li>• Landscaping</li> <li>• Park Sign</li> <li>• Park Kiosk/Info Board</li> <li>• Open air shelter</li> <li>• Small parking area if programmed</li> </ul> | <ul style="list-style-type: none"> <li>• Play equipment for all age groups and play ground</li> <li>• Two to three medium sized recreational amenities (i.e. softball diamond, soccer field, full size basketball court)</li> <li>• Accessible path system</li> <li>• Open play area</li> <li>• Benches</li> <li>• Landscaping</li> <li>• Park Sign</li> <li>• Park Kiosk/Info Board</li> <li>• One large recreational facility (i.e. lit baseball/ softball fields with bleachers, tennis court complex, hockey rink with lights)</li> <li>• Reservable shelter with restrooms</li> <li>• Drinking fountain</li> <li>• Open play area</li> <li>• Picnic area</li> <li>• Large parking area</li> <li>• Ice rink with lights</li> </ul> |

City of Madison Conservation Parks

The City of Madison has 14 conservation parks. Conservation parks are managed to preserve the native plant communities, wildlife and the natural landscape. These parks are developed for controlled public access and managed to preserve and restore native plant and animal populations. The City of Madison currently has approximately 1,750 acres of conservancy land. Since these facilities are uniquely acquired based on environmental quality of land, nationally recognized service area or acres per thousand guidelines do not exist. Despite the lack of formal guidelines, the City of Madison highly prioritizes conservation land and will continue to acquire conservation land.

City of Madison Sports Complex

This category includes the facilities of Breese Stevens Athletic Field and the Duane Bowman Field which primarily function as venues for athletic games and practice.

City of Madison Trafficways

City of Madison trafficways are road-right-of-way that function as a public park. These include areas such as the Baldwin and Ingersoll street-ends and State Street/Mall Concourse. The City of Madison has 44 acres of trafficways.

The largest trafficway is the area known as State Street/Mall Concourse. The State Street/Mall Concourse includes State Street, Lisa Link Peace Park and encircles the State Capitol grounds. It has five performing areas, walkways, fountains, biking routes and numerous passive recreation facilities built into its design. State Street is a magnet for major community events. Students, visitors, downtown employees and residents all use this unique urban area. The Madison Parks Division serves as stage manager, technical advisor and maintenance staff for all events in this urban area.

#### City of Madison Open Space

The classification of open space is used to denote land that does not have active recreation facilities and is it classified as a trafficway. This category includes land that functions as a park such as former landfills like Mineral Point Park; land adjacent to waterways such as the Mud Lake Fishing Access; remnant parcels bound by streets such as the Breese Terrace Triangle; and vegetated hillsides such as Thousand Oaks Park.

#### City of Madison Special Use Parks

Specialized facilities intended to serve a unique function are classified as Special Use Parks. These include golf courses, cemeteries, the Olbrich Botanical Gardens, Henry Vilas Zoo (operated by Dane County), spray parks, boat storage parks and parks dedicated to cultural resources.

The largest percentage of land in the special use category includes golf courses. Madison has developed regulation USGA approved golf courses for the use of its citizens and visitors. This valuable open space has multiple uses for both recreation and environmental enhancements. Over 160,000 rounds of golf are played annually. The golf courses and their facilities are also used by thousands of cross country skiers each winter and year round by walkers and joggers. The courses adhere to the Audubon Cooperative Sanctuary Program in Environmental Planning for golf's role in the stewardship of land and natural resources. The four courses owned by the Madison Parks Division include the Yahara Hills Golf Course; the Odana Hills Golf Course; the Monona Golf Course and the Glenway Golf Course. Madison's golf program continues to be financially independent of tax funds.

The next largest special use facility is Olbrich Botanical Gardens. Olbrich Botanical Gardens is operated as a public-private partnership with City of Madison Parks Division and Olbrich Botanical Society and attracts more than 250,000 visitors annually. The Botanical Society raises approximately \$1.5 million for annual operations -- fully funding education, special events, membership, public relations and marketing and the Schumacher Library. Olbrich Botanical Gardens assists in the funding of outdoor garden and Bolz Conservatory maintenance. The Parks Division funds most of the Conservatory and outdoor gardens maintenance and building maintenance. Olbrich Botanical Gardens features a 10,000 sq ft Bolz Conservatory with a collection of tropical plants from around the world as well as 16 acres of outdoor gardens that feature sustainable horticulture and landscapes suitable to the region, in addition to a Thai Garden featuring a Thai Pavilion, a gift to the University of Wisconsin-Madison from the Wisconsin Alumni Association-Thailand. Other specialty gardens include the Sunken Garden with an 80 foot long reflecting pool, The Herb Garden, The Meadow Garden, Rock Garden, Wildflower Garden, Starkweather Creek and Atrium Shade Gardens as well as Rain

Gardens and Gravel Gardens that reflect the Gardens' commitment to sustainable horticulture. Olbrich Botanical Gardens offers the community a broad range of programs and activities including the Schumacher Library, a library focusing on plants and gardening; an education program for adults and families including guided tours, classes, school programs, and interpretation; and a volunteer program that contributes more than 25,000 hours annually to the Gardens. Olbrich Botanical Gardens also offers a number of special events including Rhapsody in Bloom, a garden gala held in June; Blooming Butterflies, an education focused event that features live butterflies in the Bolz Conservatory; a concert series; Crackle: Fire and Froth, an evening event featuring live music, bonfires, and local micro-brews, and three flower shows – the Spring Flower Show, Quilts in Bloom and Holiday Express. More information about the Gardens and current events and programs can be found at [www.olbrich.org](http://www.olbrich.org).

Olbrich Botanical Gardens' partners will develop a facilities plan in 2012 and will ultimately develop a plan for 9.5 acres adjacent to the Thai Garden designated in the 2009 Olbrich Park Land Use Plan. More information about the Olbrich Park Land Use plan can be found at: <http://www.cityofmadison.com/parks/parks/olbrichlanduse.cfm>.

#### City of Madison Greenways

Greenways are public land that is managed and administered by the City of Madison Engineering Division. This includes lands such as detention ponds, landfills and drainage corridors. This land is sometimes incorporated into a park (e.g. the drainage ponds at Owen Park) or is completely distinct from the Madison Parks Division (e.g. the retention pond on Mineral Point Drive). The Parks Division occasionally shares mowing and plowing responsibilities of greenways with the Engineering Division.

#### Goodman Swimming Pool

The Goodman Swimming Pool is located at Goodman Community Park. Built in 2006, this south side pool is the only public pool in Madison. This pool includes capacity for 1,000 visitors, an 8 lane 25 meter lap area with diving boards and a number of shallow water play features for pre-school aged children. The Goodman Pool also has partnered with the Shelley Glover Sports Education Foundation and the Irwin A. and Robert D. Goodman Foundation to create an all-city league swim team known as "The Waves".

#### Warner Park Community Recreation Center (WPCRC)

Located on the northeast side of Madison, the WPCRC is a multi-purpose state of the art public facility for community activities including recreational, education and cultural programs and events. This facility is a gathering place which provides innovative growth and enrichment opportunities for the Madison community and connects people of all ages, races and cultural backgrounds. This facility is included in Warner Park.

## OTHER PUBLIC FACILITIES

### University of Wisconsin

The University of Wisconsin (UW) provides both athletic facilities and natural areas that contribute to the quantity of open space in the City of Madison. The primary UW public facilities consist of the UW Arboretum and the UW Lakeshore Preserve. These two areas provide over 2,000 acres of public land for use by City of Madison residents.



Photo of the UW Arboretum's Longenecker Gardens, by Molly Fifield Murray.

The University of Wisconsin's Arboretum and Lakeshore Nature Preserve provide the City with an immense recreational resource. The UW's Arboretum totals 1,713 acres of conservation land and gardens including prairies, savannas, deciduous forests, conifer forests, wetlands and horticultural gardens. The UW Arboretum provides opportunities for hiking, biking, picnicking, jogging, skiing, snowshoeing and nature-viewing.

The Lakeshore Preserve provides 300 acres of preserved land along the southern shore of Lake Mendota. This includes Muir Woods, Observatory Hill, Willow Creek Woods, Triangle Marsh, University Bay Marsh, the Class of 1918 Marsh, Bill's Woods, Biocore Prairie, Eagle Heights Community Gardens, Caretaker's Woods, Second Point Woods, Frautschi Point, Tent Colony Woods, Raymer's Cove, Wally Bauman Woods, the Eagle Heights Woods and the Lakeshore Path. The Lakeshore Preserve provides opportunities for nature viewing, swimming, picnicking, hiking, jogging, biking and has opportunities for launching kayaks and canoes. Many people also use points along the Lakeshore Preserve to access the frozen Lake Mendota for ice fishing or cross country skiing.



The UW's private recreational facilities (e.g. the Natatorium, SERF and Shell) include indoor/outdoor tennis courts, volleyball courts, swimming pools, tracks, softball diamonds, soccer fields and basketball courts. These facilities are reserved for the over 50,000 students and University employees.

### Public School Grounds

Schools are not counted as part of the City's inventory of existing facilities, but often serve the same functions as mini and neighborhood parks providing athletic facilities, areas for passive recreation and playgrounds. Appendix A, Table 3: *Schools with Recreation Facilities* identifies Madison Metro-



politan School District school grounds with recreation facilities that are open to the public when not reserved or being occupied by students.

Existing school facilities such as playgrounds and athletic fields are used to assist in evaluating overall city coverage of facilities. Using service area analysis, the City can identify which school parks serve to meet demands of neighborhood residents that are otherwise lacking in City of Madison parkland.

### Dane County Parks<sup>2</sup>

Dane County has park and open space areas throughout the County that City residents utilize. Some of these parks lie within or partially within the City of Madison limits. These parks are conservation-oriented and have specific facilities related to the preservation and/or education of natural resources.

- **Jenny and Kyle Preserve:** A unique park intended to serve children and persons with disabilities, and provide accessible fishing and picnic areas, trails, wheelchair swings, and a shelter building around two spring-fed ponds containing trout and panfish.
- **Lake Farm Park:** This park is a unit of the Capital Springs Centennial State Park & Recreation Area, which also includes the Nine Springs E-Way, and Capital City State Bike Trail. This 328-acre park has three shelter facilities, play equipment, a barrier-free boat launch with fish cleaning facility, group camping area, wildlife pond, overlook tower, hiking and cross-country ski trails and a Native American Archeological Trail. This park also includes a campground with 54 reservable sites including 39 electrical hook ups for RV's, bathroom and shower facilities.
- **Lake View Hill Park:** Heavily wooded with savanna and prairie restoration, this 40+ acre conservancy park is the highest point on the north side of the City of Madison.
- **Nine Springs E-Way:** An environmental corridor extending from Dunn's Marsh to Lake Farm Park. The corridor includes natural features of wetland and sedge meadows, native forests and large springs. Includes opportunities for jogging, hiking, biking, nature study, photography and cross-country skiing.



Photo: Lake Farm Park Boat Launch, photo courtesy of Dane County Parks



Photo: Bridge in Nine Springs E-Way near Baxter Park, joint County and City project, photo courtesy of Dane County Parks

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<sup>2</sup> Descriptions of Dane County Parks have been cited from the Dane County Parks Division website at <http://www.countyofdane.com/lwrp/parks/default.aspx>.



Other Parks/Conservancy Areas

There are several other municipally-owned parks and conservancy areas owned by Madison's neighboring communities (i.e., City of Fitchburg, City of Monona, etc.) that are used by City of Madison residents. A complete inventory of non-city owned public parks within a 1/2 mile radius of the City boundary is available in Appendix A, Table 4 and is shown in Appendix B, Exhibit 2: *Parks within 1/2 Mile of City Boundary*.

Some of the parks shown within the 1/2 mile buffer will become incorporated into the City of Madison at some future date, pursuant to cooperative plans with these respective municipalities.

**PRIVATE RECREATIONAL FACILITIES**

Private recreational facilities provide recreational resources to City of Madison residents who can afford and desire to seek out specialized facilities (e.g., private golf clubs, private pools, private tennis clubs, etc.). These organizations have not been included in this plan.


## QUANTITATIVE ANALYSIS

NRPA and local guidelines are used to develop quantifiable methods of analysis of parkland deficiencies. Analysis using these methods provide a glimpse of the current and projected need for public parkland. There are two methods for quantitative analysis using NRPA guidelines:

- **Parkland Classification and Acreage Analysis:** Existing parkland per capita determined by the National Parkland Classification System in terms of acres per 1,000 population.
- **Park Service Area Analysis:** Park service areas as defined by the NRPA and City of Madison stated in terms of a reasonably barrier free walking distance.

**Method One:  
Parkland Classification & Acreage  
Analyzes Quantity**

- Compares acreage of classifiable parkland (mini, neighborhood & community parks) to number of people (acres per 1,000 residents).
- NRPA Goals 6.25 - 10.5 acres of classifiable parkland per 1,000 persons.
- Local standards for new development of 10 acres of classifiable parkland per 1,000 persons.



**Method Two:  
Park Service Area Analysis  
Analyzes Access to Parkland**

- Projects a “park service area” radius around each classifiable park (mini, neighborhood, community).
- Reduces service area radii when accessible constraints such as major roads or highways constrain ability to easily walk to park.
- Gaps in radius service areas identify areas where parkland isn’t easily accessible to residents.



Public land is considered to be parkland if identified as a park within a park boundary as shown on Appendix B, Exhibit 1: *Park and Open Space Inventory*. The City has over 1,500 acres of public land classified as greenways and trafficways that are either road right-of-way or land owned and maintained by City Engineering that often serve the function of parkland, but have development restrictions. Refer to Table 3-1 for parkland classification descriptions and Appendix F: Parkland Standards for further information.

NRPA analysis incorporates parkland classification to relate function to population demand. The City of Madison proposes the following classification system for public park land. Table 3-3 summarizes parkland classification criteria for mini, neighborhood and community parks and includes NRPA guidelines as well as the 2005 POSP standards for reference.

Table 3-3: Parkland Classification and Acreage Guidelines<sup>3</sup>

| Classification    | General Description   | Location Criteria   | Desirable Size (Acres) | NRPA Guidelines (Acres/1,000 pop.) | 2005 Adjusted Standard for New Development (Acres/1,000 pop.) |
|-------------------|---|---|------------------------|------------------------------------|---|
| Mini Park         | Used to address limited, isolated or unique recreational needs.   | < 1/4 mile distance in residential setting                                      | < 5                    | .25-.5                             | .2  |
| Neighborhood Park | Neighborhood parks remain the basic unit of the park system. Serves as the recreational and social focus of the neighborhood. Focus is on informal active and passive recreation. | <1/2 mile and uninterrupted by nonresidential roads and other physical barriers | 5+                     | 1.0-2.0                            | 4.3   |
| Community Park    | Serves broader purpose than neighborhood park. Focus is on meeting community-based recreation needs, as well as preserving unique landscapes and open spaces.                     | <2 mile radius  | 20+ acres              | 5.0 to 8.0                         | 5.5   |

Park Acreage Analysis

The City of Madison has approximately 2,600 acres of NRPA categorized parkland (mini, neighborhood or community parks) or 11.16 acres per 1,000 residents based on a 2010 US Census Population estimate of 233,209 (see Table 3-4 and 3-5). This comfortably meets the NRPA goal of 6.25-10.5 acres per 1,000 persons. When including the total amount of public land owned by the City of Madison (conservation parks, greenways, trafficways, open space, special and sports complexes) the City of Madison has approximately 29 acres of public land per 1,000 population. Figure 3-1 provides a graphical analysis of the information identified in Table 3-5.

The City of Madison falls within the NRPA range of facilities for mini parks and community parks, and exceeds the NRPA maximum for neighborhood parks. The City’s lower acreage of mini parks and higher acreage of neighborhood parks reflects past City policies to reduce the high operational expenses associated with large quantities of small (less than 2 acre) mini parks. The City instead has historically provided larger parks that meet multiple recreational needs in neighborhoods

<sup>3</sup> While the NRPA guidelines are based on existing and future acreages, the 2005 POSP standard was defined for new development only.

Table 3-4: Total Park and Open Space (as of 9/28/2011)

|  | Park Type   | Acres (percentage of total parkland) |
|--|---|--------------------------------------|
|  | Mini Parks  | 172 (3%)                             |
|  | Neighborhood Parks  | 813 (14.5%)                          |
|  | Community Parks   | 1617 (28.9%)                         |
|  | <b>Subtotal</b>   | <b>2602 (46.5%)</b>                  |
|  | Conservation  | 1753 (31%)                           |
|  | Trafficways   | 45 (0.8%)                            |
|  | Other   | 1(0.01%)                             |
|  | Open Space  | 214 (3.8%)                           |
|  | Special   | 949 (17%)                            |
|  | Sports Complex  | 28 (.5%)                             |
|  | <b>Subtotal</b>   | <b>2990 (53.5%)</b>                  |
|  | <b>TOTAL PARKLAND</b>   | <b>5592</b>                          |
|  | Additional Public Land (Greenways) administered by Engineering outside of Park Boundaries | <b>1193</b>                          |
|  | <b>TOTAL PARK AND ENGINEERING LAND</b>  | <b>6784</b>                          |

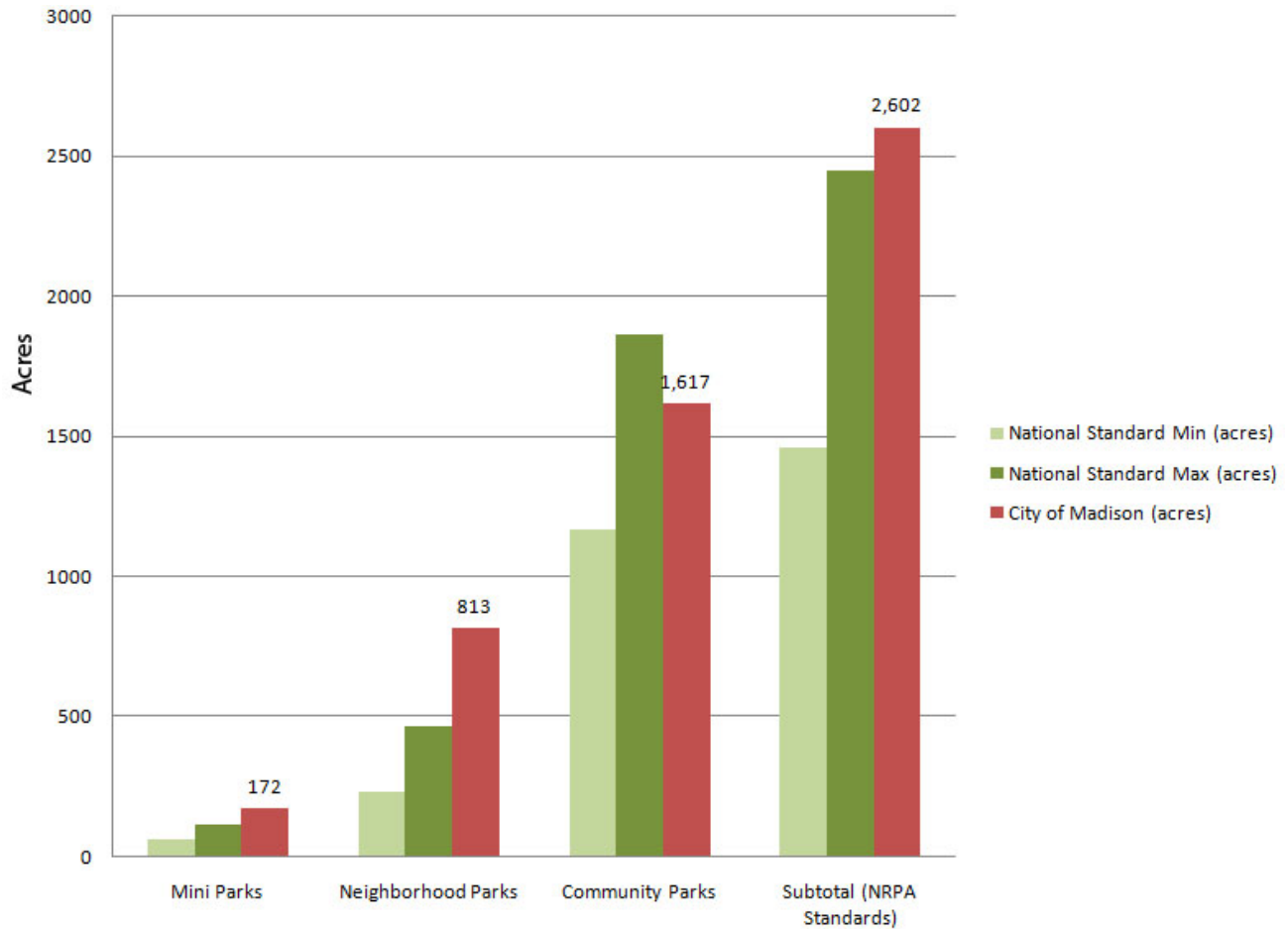
Table 3-5: NRPA compared to City of Madison Park Acreage<sup>4,5</sup> (as of 9/28/2011)

| NRPA Classifiable Parkland | Park Type          | NRPA Guidelines                                |   | City of Madison Parks            |                          |
|----------------------------|--------------------|--|---|----------------------------------|--------------------------|
|                            |                    | NRPA Guidelines by Park Type (acres/1000 pop.) | Equivalent acres based on Madison' Population (acres) | Total acres by Park Type (acres) | Actual (acres/1000 pop.) |
|                            | Mini Parks         | .25 -.5  | 58-117  | 172                              | .74                      |
|                            | Neighborhood Parks | 1.0-2.0  | 233-466   | 813                              | 3.49                     |
|                            | Community Parks    | 5-8  | 1166-1866   | 1617                             | 6.93                     |
|                            | <b>Subtotal</b>    | <b>6.25-10.5</b>                               | <b>1458-2449</b>                                      | <b>2602</b>                      | <b>11.16</b>             |

4 Other includes only Pump Station No. 9 at 901 Plaenert Drive.

5 City of Madison population U.S. Census Bureau 2010 = 233,209.

Figure 3-1: NRPA Classifiable Park Acreage Comparison



When projecting future mini, neighborhood and community park needs for 2017 based on acreage per 1,000 population there are two analyses to consider. One projection looks at the total classifiable parkland required to meet NRPA guidelines based solely on projected populations.

The other analysis reviews parkland needs based on the 2005 standard for new development. Prior to 2005, the City’s standard for acreage per 1,000 persons was 12.75 acres. The 2005 Park and Open Space Plan adopted a standard of 10 acres per 1,000 population for new development only. This standard does not factor existing parkland in the analysis, and therefore creates a standard that doesn’t correlate with current parkland service to the community. To provide a means of comparison between the NRPA guidelines and the 2005 standards, the park classification data based on the old classification system was correlated with the new classification system and the 2005 standards applied accordingly. Table 3-6 includes the 2005 standards using both existing as well as new parkland in the analysis.



It's critical to current residents as well as future residents that current service levels of parkland be maintained. By maintaining the overall criteria of 10 acres of parkland per 1,000 persons for new growth, and slightly adjusting the ratio of parkland between the mini, neighborhood, and community categories, projections for 2017 would look slightly different. These standards will provide service levels that are more consistent with existing parkland service. It is recommended that the 2012 standards be adopted as part of this plan.

Table 3-6: 2017 Projected Parkland Needs<sup>6,7</sup>

|                                       | NRPA Guidelines  | 2005 Adjusted Standards | 2012 Proposed Standards |
|---------------------------------------|------------------|-------------------------|-------------------------|
| <b>Mini (acres/1,000)</b>             | .25-.5           | 0.2                     | 0                       |
| existing acres/1,000 pop              | .74              | .74                     | .74                     |
| proposed 2017 acres/1,000 pop         | .68              | .7                      | .68                     |
| existing 2011 acres                   | 172              | 172                     | 172                     |
| <b>proposed new parkland for 2017</b> | <b>0</b>         | <b>+3.6</b>             | <b>0</b>                |
| total 2017 parkland (acres)           | 172              | 175.6                   | 172                     |
| <b>Neighborhood (acres/1,000)</b>     | 1-2              | 4.3                     | 3.75                    |
| existing acres/1,000 pop              | 3.49             | 3.49                    | 3.49                    |
| proposed 2017 acres/1,000 pop         | 3.23             | 3.54                    | 3.50                    |
| existing 2011 acres                   | 813              | 813                     | 813                     |
| <b>proposed new parkland for 2017</b> | <b>0</b>         | <b>+77.4</b>            | <b>+67.5</b>            |
| total 2017 parkland (acres)           | 813              | 890.4                   | 880.5                   |
| <b>Community (acres/1,000)</b>        | 6-8              | 5.5                     | 6.25                    |
| existing acres/1,000 pop              | 6.93             | 6.93                    | 6.93                    |
| proposed 2017 acres/1,000 pop         | 6.4-8            | 6.83                    | 6.88                    |
| existing 2011 acres                   | 1617             | 1617                    | 1617                    |
| <b>proposed new parkland for 2017</b> | <b>0 to +391</b> | <b>+99</b>              | <b>+112.5</b>           |
| total 2017 new parkland (acres)       | 1617-2008        | 1716                    | 1729.5                  |

This projection shows that the adopted 2005 standards projected for 2017 provide adequate parkland to meet NRPA guidelines. Additional analysis should be performed evaluating population data in more detail to determine whether the 2012 standards provide an appropriate distribution of parkland type for now as well as for future generations of park users.

6 Existing parkland based on September 28, 2011 inventory and population of 233, 209

7 Based on projected 2017 population of 251,216 based on Department of Administration Projections.

#### PARK SERVICE AREA ANALYSIS

The second NRPA standard analysis of parkland is the park service area analysis. This method evaluates the general accessibility of mini, neighborhood and community park areas to the residents they serve based on walkable distance. The following distances have been defined by the NRPA as appropriate service areas:

- Mini Parks: 1/4 mile
- Neighborhood Parks: 1/2 mile
- Community Parks: 2 miles

The intent of NRPA service area analysis is to identify gaps in traditional core facilities, and does not evaluate service areas for parks not classified as either mini, neighborhood or community.

The City of Madison park planning process intends to serve residential areas with larger neighborhood parks, using smaller mini parks only as necessary to fill an identified gap or as an additional amenity supported by the community. This practice is consistent with goals identified in the 2005 Park and Open Space Plan to develop larger neighborhood parks and eliminate overlapping of mini and neighborhood park service areas wherever possible.

A geographic analysis of park service areas for mini, neighborhood and community parks reveals that approximately 88% of residential neighborhoods are within service areas of mini and neighborhood parks and 95% of residential neighborhoods are within service areas of City of Madison community parks, including deficiencies in neighborhoods that are not fully developed. This analysis can be viewed in Appendix B, Exhibit 3: *Mini and Neighborhood Park Deficiencies*, Appendix B, Exhibit 4: *Elementary & Middle School Influence on Neighborhood and Mini Park Deficiencies* and Exhibit 5: *Community Park Deficiencies*.

#### Mini and Neighborhood Park Deficiencies

Mini and neighborhood park deficiencies are present if a residential area is not within a 1/4 mile radius of a mini park, a 1/2 mile radius of a neighborhood park or a 1/2 mile radius of a community park<sup>8</sup>. The City of Madison provides most core facilities in neighborhood parks, whereas mini parks are intended to fill voids between neighborhood park service areas, or in areas where land uses or geographical boundaries limit development of larger neighborhood parks.

The City has mini and neighborhood park coverage for 88% of the City of Madison including areas that are not fully developed. When excluding undeveloped lands planned for future residential development the City has mini and neighborhood coverage for 93% of all residential areas. The areas that lack mini and neighborhood park coverage are shown in Exhibit 3 and include a variety of residences including single owner large farms such as near the airport or on the southeast side; neighborhoods and university housing adjacent to large conservancy areas such as the Owen Conservation Park, Edna Taylor Conservation Park or University of Wisconsin conservation parks; and dense residential areas such as the neighborhood located in the triangle of North Stoughton Road, East Washington Avenue and Aberg Avenue.

<sup>8</sup> This analysis excluded neighborhoods that are have adopted Neighborhood Development Plans or Special Area Plans that are not fully developed.

This analysis de-emphasizes existing facilities in neighborhoods that are not yet developed such as the Northeast and Midtown Neighborhood. Areas currently under development have proposed parks as part of their adopted Neighborhood Development Plans which will contribute to eliminating deficiencies.

As part of the service area analysis, school facilities were reviewed to investigate their contribution to eliminating park deficiencies. Public schools often serve their adjoining neighbors by providing play fields and playground facilities. Appendix B, Exhibit 4: *Elementary and Middle School Parks Influence on Neighborhood and Mini Park Deficiencies* reviews park deficiencies when a 1/4 mile service area radius is applied to elementary schools and a 1/2 mile service area radius is applied to middle schools. By doing so, 56% of mini and neighborhood park deficiencies are eliminated, resulting in mini and neighborhood park coverage for 96% of the City's residential areas. The schools with the greatest contributions to eliminating park deficiencies include:

- Cherokee Middle School
- Hamilton Middle School/Van Hise Elementary School
- Hawthorne Elementary School
- Glendale Elementary School
- Lindberg Elementary School
- Lincoln Elementary School
- Muir Elementary School
- Orchard Ridge Elementary School/Toki Middle School
- Sennet Middle School
- Sherman Middle School/Shabazz High School

Even with school facilities, there are mini and neighborhood park deficiencies within the city primarily located at the mobile home complex near the airport, the Eagle Heights University Housing community (although this area has their own play equipment, shelters, community gardens and open play fields on land owned by the university), the Regent Neighborhood, the southeast side of Madison and a few small areas on the City's downtown, west and east side.

The downtown area has many community parks, but does not have very many neighborhood parks. The recommendations proposed in the City of Madison's Downtown Plan suggest acquiring land for development of a new downtown neighborhood park, which is supported by the analysis in this Plan.

#### Community Park Deficiencies

The City provides community park coverage for approximately 13,925 acres out of the City's 14,570 acres of residential land use (approximately 95%). Areas that are deficient in community park coverage include the Midtown Neighborhood Development Plan Area, the Marsh Road Neighborhood Development Plan Area, the residential neighborhood adjacent to Edna Taylor Conservation Park, the Arbor Hills and Leopold Neighborhoods, the Allied-Dunn's Marsh neighborhood, and the Summit Woods neighborhood.

The community park deficiencies identified on the southeast side and areas adjacent to the Edna Taylor Conservation Park of Madison are currently within the park service areas of the Village of McFarland community parks. As identified in the City's adopted 2006 Comprehensive Plan, the City proposes development of Yahara Hills Community Park to provide community park facilities for the southeast side of Madison. This land is currently owned by the Parks Division and is partially developed with a golf course.

The community park deficiency noted in the Midtown Commons neighborhood may be addressed through future park expansion as part of the Midtown Neighborhood Development Plan.

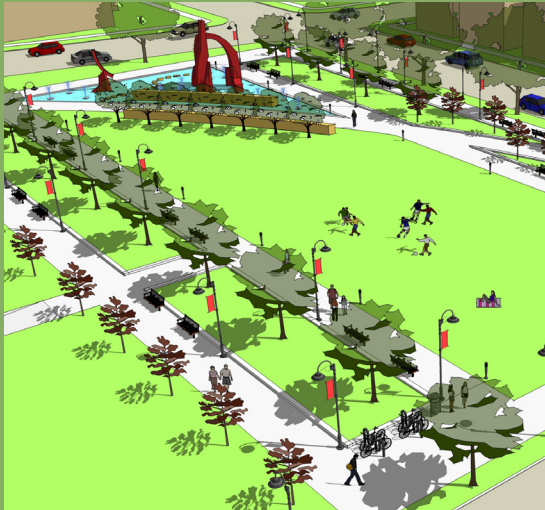
The area identified as community park deficient within the Allied-Dunn's Marsh and Summit neighborhood are within the park service area of City of Fitchburg community parks. Due to geographical constraints, the City of Madison is unlikely to develop a community park in this area. Therefore this plan emphasizes improving pedestrian connections to provide greater access to community parks in Fitchburg and Madison.

Additional development of community parks is planned for the north east side of the City. The North-East Park is currently owned by the City of Madison Park Division. The initial stages of the master plan process such as land surveying will begin in 2012, with an anticipated master plan process occurring within the next few years.

Park service areas and acres per 1,000 population analysis are highly adopted methods of determining park deficiencies, but should not be used exclusively to identify deficiencies. Neither of these analyses factor density, geographic or cultural limitations, or household type or size. For instance, the park needs in a neighborhood with backyards large enough to have gardens, play equipment and volleyball are undoubtedly different than areas such as the Downtown, comprised primarily of multi-family apartments and condominiums with little or no backyards. Acknowledgement and understanding of these limitations must included in the analysis to identify park needs for communities.

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### DOWNTOWN PLAN

In the spring of 2008, the City embarked on a process to create a plan for the future downtown. This plan provides recommendations for nine key strategies:

- Celebrate the lakes
- Strengthen the region's economic engine
- Ensure a quality urban environment
- Build on historic resources
- Maintain strong neighborhoods and districts
- Enhance livability
- Increase transportation choices
- Expand recreational, cultural and entertainment offerings
- Become a model of sustainability

This plan also includes specific recommendations for parks, including development of a new neighborhood park (pictured above) and creation of a public access corridor along Lake Mendota from James Madison Park west to the Memorial Union (pictured below).



This chapter incorporates the recommendations of relevant plans related to the development of parks within the City of Madison.

Each relevant plan has undergone an extensive public input process, and has been adopted (with the exception of the Draft Downtown Plan, with anticipated adoption early this spring).

### RELEVANT PLANS

#### 2005-2010 Wisconsin Statewide Comprehensive Outdoor Recreation Plan (SCORP)

The 2005-2010 Wisconsin SCORP reviews state-wide recreational trends and needs analysis based on defined SCORP planning regions. Since this plan analyzes recreational trends and demographic analyzes, the summary of this plan has been included under Chapter Five Recreational Analysis.

#### Dane County Park and Open Space Plan

##### 2006-2011

The Dane County Park and Open Space Plan (POSP) provides recommendations regarding management of the counties significant cultural, historical, and natural resources in conjunction with the County's projected growth and needs. The majority of the Plan addresses parks and trails owned by the County, including several facilities that are within the City of Madison. These facilities provide recreation and open space for Madison residents.

Future land needs are not specifically identified in the Dane County POSP, however general recommendations from public input suggest a "strong interest in acquiring lands that protect water and wetlands" (p. 33). Additionally public input recommends the development of "larger continuous tracts of lands devoted to natural resource protection" (p.33).

According to the 2006-2011 Dane County POSP, in 2004, Dane County park ranger staff conducted an informal survey of recreation uses observed on a day-to-day basis with the top four uses being dog walks, lake access, picnicking and camping, which were consistent with the numbers based on permits sold.

The majority of public input comments from the planning process requested development of additional trail systems (bicycle, pedestrian, equestrian & water), with also numerous requests to allow more hunting on County land.

Figure 4-1: 2006-11 Dane County Parks and Open Space Plan Public Input Process Comment Summary

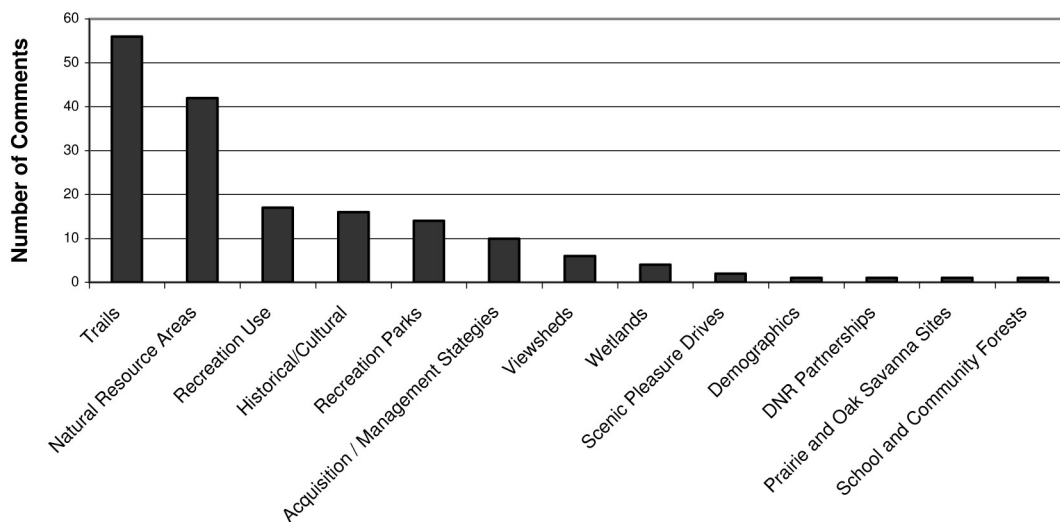
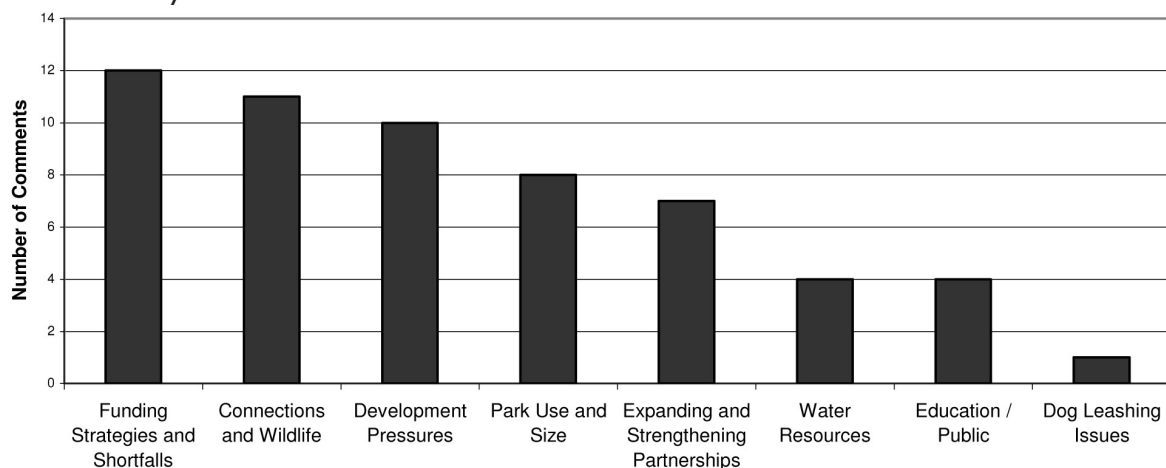


Figure 4-2: 2006-11 Dane County Parks and Open Space Plan Public Input Process General Issues and Comments Survey



Relevant to the City of Madison, the Dane County POSP mentions the potential of a joint collaboration with development of the City of Madison’s Central Park, specifically as it relates to the Capital City Trail. Its funding, planning and development efforts are outside of the scope of the County, but

it has been included in the plan for the “sole purpose of enabling the Urban Open Space Foundation [Center for Resilient Cities] to be eligible to apply for matching funds to acquire land through the Conservation Fund grant program”. (p. 37).

In regards to the County’s development of bicycle facilities, the Dane County POSP proposes a variety of regional off-road bicycle/pedestrian trails and water trails within the City of Madison. The County’s role in bicycle and pedestrian planning is to undertake partnerships to combine regional facility planning: then generally only develop facilities on County-owned land. The Dane County Park and Open Space Plan Map and the Dane County Park and Open Space Regional Trail Map is included in Appendix B: Exhibits 5 & 6 respectively.

For more information visit:

[http://www.countyofdane.com/lwrp/parks/planning.aspx#open\\_space\\_plans](http://www.countyofdane.com/lwrp/parks/planning.aspx#open_space_plans).

#### City of Madison Comprehensive Plan

The City of Madison Comprehensive Plan was adopted in January 2006. Volume 1 of the plan presents background information; Volume II presents the plan’s goals, objectives, policies and implementation recommendations. In both volumes, park and open spaces issues are primarily addressed in Chapter 6 Natural and Agricultural Resources and in Chapter 7 Park and Open Spaces, although relevant recommendations are also found in other chapters.

#### *Chapter 6 Natural and Agricultural Resources*

Chapter 6 of Volume I explores Madison’s existing natural and agricultural resources, and includes discussion of the city’s hydrology; soils; climate; geology and mining activities; environmental corridors; surface water and watersheds; ground water resources; drainage districts; wetlands and flood plains; impaired waters; ecological and air resources; and threatened and endangered species and habitats. The discussion of agricultural resources includes both traditional farmland and smaller-scale, more urban activities such as community gardening. Information is also presented on current agricultural and natural resource plans and programs.

Chapter 6 of Volume II presents specific goals, objectives and policies and recommendations to protect the City’s natural and agricultural resources. This chapter also includes an implementation plan and established priorities to guide policy decisions, capital budgeting and staff allocation.

#### *Chapter 7 Parks and Open Space Plan*

The Chapter 7 material in both Volumes of the Comprehensive Plan is largely based on the 2005 Park and Open Space Plan. Chapter 7 of Volume I includes background information such as demographic data, accomplishments and inventories that have been updated and included as part of this current Park and Open Space Plan. Note that the inventory included in the Comprehensive Plan reflects the former City of Madison park classification that includes playlots, neighborhood parks, area parks, community parks, regional parks (although the City has no regional parks), playfields, golf courses, and beaches and swimming pool. This classification system has been updated to align with National Recreation and Park Service guidelines as part of a nationwide effort to unify standards as a means of comparison across cities nationwide.

Chapter 7 also identifies projected classifiable park land needed for 2010 and 2030. The chapter states that by 2010 the City would need an additional 102 acres and by 2030 would need an additional 470 acres of classifiable parkland, broken down as follows:

- Playlots: (2010) 0 acres, (2030) 0 acres
- Neighborhood and Area Parks: (2010) 46 acres, (2030) 211 acres
- Community Parks: (2010) 41 acres, (2030) 188 acres
- Playfields: (2010) 15 acres, (2030) 71 acres

The majority of the park land acreage needs for 2010 identified above were met by 2010, with the opening/acquisition of approximately 66 acres of additional neighborhood parks and opening of 30 acres of Door Creek Park, and acquisition of the Central Park parcels. Additional park land acreages needed for 2030 have been updated in Table 6-1 in this Plan.

The Chapter 7 background information also suggests development of a community park located adjacent to the Yahara Hills Golf Course (“Yahara Hills Open Space (South)”). This coincides with the recommendations of this Park and Open Space Plan.

Chapter 7 also notes that the easiest method and the highest priority for eliminating deficiencies is to ensure preservation of existing school playground within deficient areas. This recommendation is also noted in Chapter Three of this Plan.

Chapter 7 of Volume II presents park and open space goals, objectives, policies and implementation recommendations for the City of Madison. The goals and objectives identified in Chapter 7 of the Comprehensive Plan are the foundation of the goals and objectives described in Chapter 2 of this Park and Open Space Plan. The goals, objectives and policies of this plan were largely based on the efforts of the Comprehensive Plan.

The following is a list of the major park and open space implementation actions noted in this Chapter.

- Expand Area Parks: Meet local park needs with 10-20 acre Area Parks with a half-mile service radius. Fewer five-acre Neighborhood Parks will be used to avoid having gaps between these service areas or where plat layouts do not provide good service with only Area Parks.
- Minimum Park Acreage Needed by 2010: Neighborhood Parks - acquire 5 acres; Area Parks - acquire 41 acres; Community Parks - acquire 41 acres; Playfields - acquire 15 acres. All other park and open space land, if acquired at the past rate, would be over 400 additional acres by 2010.
- Geographic Distribution: See POSP for maps and detailed recommendations. Develop joint policies on public use of school-owned recreation land, and on City-owned lands used for school purposes. Preserve usable open space in high-density infill areas, such as the Frances-State-Johnson triangle.
- Park Acreage Needs (2005-2030): If park and open space land continues to be acquired at rates comparable to recent trends, Madison would add over 2000 acres of open space by 2030, although only 500 acres would be for traditional developed parkland. Where open space land

- will have to be acquired, it should be identified and acquired well in advance of development.
- Preserve Madison's Legacy of Parks: Increase the renovation and maintenance of historic park and landscape features. Also improve the management of the non-turf landscapes areas in both old and new parks.
  - Recreation Facilities and Land Improvement Needs in Parklands (see POSP for specific needs)
  - Comprehensive Trail Network: Continue to provide regional bike path corridors and connections from the Isthmus to Sun Prairie, Isthmus to Warner Park, and in the East Side and the West Side Growth Areas. Complete a citywide trail network using bike paths and routes, paved walkways for accessible routes, and unpaved hiking trails in parks and greenways.
  - Beach and Swimming Needs: Evaluate the construction and operation of the Goodman Park Pool, and plan for the future phased development of swimming pools and splash parks. Improve maintenance of beaches and public shorelines.
  - Aquatic Facilities Needs: Update the 1990 plans for Law Park, and consider the potential for facilities at the John Nolen Overlook addition to Olin-Turville Park. Improve these sites as shared funding is available.
  - Golf Program Needs: The current number of public and private golf holes exceed the standard. Delay construction of any new City of Madison golf courses until use projections allow them to be built without any subsidy or fee increases.

The above implementation actions have either been met or are continuing activities. In regards to additional park acreage and location, this Plan addresses needed acreages and parkland deficiencies to guide future planning. Additionally, several of the implementation actions above have been incorporated into Chapter 9 of this Plan as recommendations of this Plan.

For more detailed information, visit

<http://www.cityofmadison.com/planning/ComprehensivePlan/>

#### City of Madison Adopted Neighborhood Plans

The City of Madison has three basic types of neighborhood plans: neighborhood development plans, existing neighborhood plans and neighborhood initiated plans.

#### *Neighborhood Development Plans*

Neighborhood Development Plans (NDP's) are prepared with the purpose of guiding the growth and development of largely undeveloped lands at the City of Madison's urban edge. The plans are intended to provide a framework for the growth and development of the City's peripheral urban expansion areas where development is expected to occur in the foreseeable future<sup>1</sup>. Neighborhood Development Plans have been developed through an extensive planning and public input process. Information on new parkland proposed by NDP's is located in Appendix A, Table 5: *Neighborhood Development Plan Park Development Details* and is shown in Appendix B, Exhibit 7: *Proposed NDP Parks*.

---

<sup>1</sup> City of Madison Department of Planning & Community & Economic Development  
<http://www.cityofmadison.com/planning/ndp/index.html>.



As of 10/4/2011, the Neighborhood Development Plans have identified park expansions for the following Parks:

- Cherokee Marsh North Unit
- Whitetail Ridge Park
- Richmond Hill Park
- Sauk Heights Park
- Churchill Heights Park
- Midtown Commons Park
- Secret Places Park
- Greenside Park
- Hill Creek Park
- High Crossing Park
- Patriot Park
- Town Center Park
- Elver Park

The Neighborhood Development Plans have identified development of 43 new parks in the following neighborhoods:

Table 4-1: Neighborhood Development Plan Proposed New Parks as of 10/4/2011

| NDP                | Number of New Parks |
|--------------------|---------------------|
| Elderberry         | 3                   |
| Felland            | 2                   |
| High Point         | 1                   |
| Marsh Road         | 1                   |
| Midtown            | 4                   |
| Nelson             | 1                   |
| Northeast          | 18                  |
| Pioneer            | 5                   |
| Pumpkin Hollow     | 5                   |
| Shady Wood Phase A | 1                   |
| Sprecher           | 2                   |
| <b>TOTAL</b>       | <b>43</b>           |

The following peripheral growth areas covered by Neighborhood Development Plans are in various stages of completion.

Table 4-2: Neighborhood Development Plan Proposed Park Acreages as of 10/4/2011

| Neighborhood Development Plan | Percent Complete of Residential Development Estimated at Build-Out | Population in Thousands | Existing Parkland (acres) | Proposed Additional Parkland (acres) | Total Existing and Proposed Parkland (acres) | Park/1,000 including all park types |
|-------------------------------|--|-------------------------|---------------------------|--------------------------------------|--|-------------------------------------|
| Blackhawk                     | 91.2   | 2.827                   | 20.20                     | 0.00                                 | 20.20  | 7.15                                |
| Cherokee                      | 0  | 1.593                   | 509.21                    | 10.32                                | 519.53                                       | 326.13                              |
| Cottage Grove                 | 36.7   | 5.469                   | 10.70                     | 3.77                                 | 14.47  | 2.65                                |
| Cross Country                 | 86.1   | 7.753                   | 71.82                     | 0.00                                 | 71.82  | 9.26                                |
| East Town Burke Heights       | 85.6   | 4.644                   | 74.20                     | 0.00                                 | 74.20  | 15.98                               |
| Elderberry                    | 7.4  | 8.91                    | 4.74                      | 45.79                                | 50.56  | 5.67                                |
| Felland                       | 0.8  | 3.056                   | 14.94                     | 2.62                                 | 17.55  | 5.74                                |
| Hansen Road                   | 30   | 0.834                   | 3.38                      | 0.90                                 | 4.28   | 5.13                                |
| High Point Raymond            | 47.3   | 11.356                  | 93.10                     | 19.10                                | 112.20                                       | 9.88                                |
| Junction                      | 48.07  | 4.444                   | 14.86                     | 8.89                                 | 23.75  | 5.34                                |
| Marsh Road                    | 43.6   | 4.497                   | 13.63                     | 5.70                                 | 19.33  | 4.30                                |
| Midtown                       | 30.3   | 7.847                   | 18.68                     | 29.28                                | 47.96  | 6.11                                |
| Nelson                        | 38.2   | 4.138                   | 11.34                     | 9.29                                 | 20.63  | 4.99                                |
| Northeast                     | 0.3  | 22.548                  | 0.00                      | 55.64                                | 55.64  | 2.47                                |
| Pioneer                       | 1.6  | 10.758                  | 6.61                      | 39.35                                | 45.96  | 4.27                                |
| Pumpkin Hollow                | 2.3  | 7.539                   | 0.00                      | 33.55                                | 33.55  | 4.45                                |
| Rattman                       | 67.6   | 1.626                   | 211.93                    | 0.00                                 | 211.93                                       | 130.34                              |
| Shady Wood Phase A            | 0  | 0.301                   | 0.00                      | 1.22                                 | 1.22   | 4.05                                |
| Sprecher                      | 42.4   | 11.079                  | 147.10                    | 8.20                                 | 155.30                                       | 14.02                               |
| <b>Grand Total</b>            | <b>659.47</b>  | <b>121.219</b>          | <b>1,226.44</b>           | <b>273.62</b>                        | <b>1,500.07</b>                              | <b>12.37</b>                        |

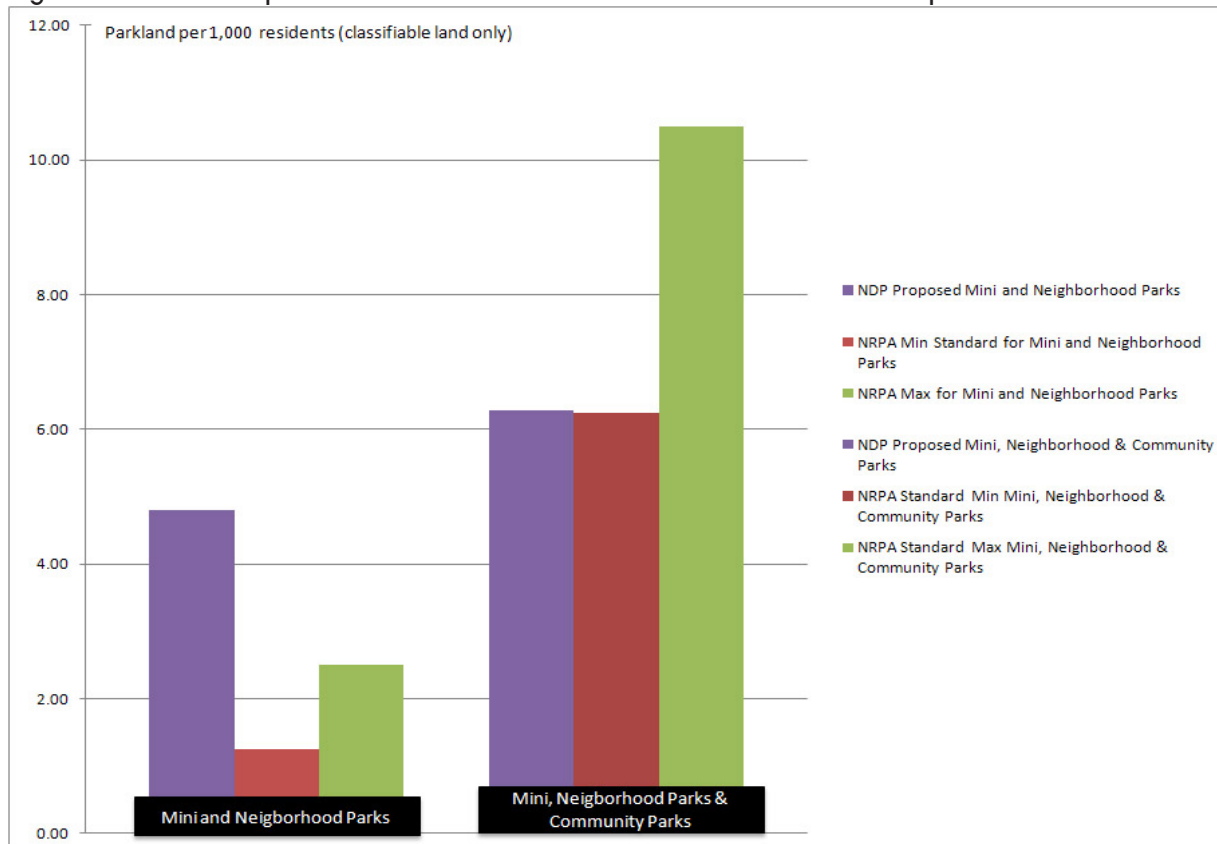
Table 4-3 provides a comparison of proposed NDP parkland with NRPA guidelines. Considering the NRPA guideline range for mini and neighborhood parks at a combined 1.25-2.50 acres/1,000 residents it can be observed from Table 4-3 that the City of Madison's NDP's far exceed these NRPA guidelines. It should be noted that since community parks have a service area radii of 1-2 miles, it is usually not necessary to include a community park within each NDP. Evaluation of appropriate acreages of community parks should be determined by evaluating acreages on a city-wide basis, and through service area radius analysis as discussed in Chapter Three.

Table 4-3: NDP Mini and Neighborhood Parks Acreage per 1,000 Residents as of 10/4/2011<sup>2</sup>

| Neighborhood Development Plan Areas | Estimated Population at Build-Out | Mini and Neighborhood Parkland (Acres) | Park Acreage /1,000 Residents for Mini and Neighborhood Parks |
|-------------------------------------|-----------------------------------|--|---|
| Blackhawk                           | 2,827                             | 3.70                                   | 1.31  |
| Cherokee                            | 1,593                             | 55.03                                  | 34.54   |
| Cottage Grove                       | 5,469                             | 14.47                                  | 2.65  |
| Cross Country                       | 7,753                             | 56.49                                  | 7.29  |
| East Town Burke Heights             | 4,644                             | 69.80                                  | 15.03   |
| Elderberry                          | 8,910                             | 22.86                                  | 2.57  |
| Felland                             | 3,056                             | 17.55                                  | 5.74  |
| Hansen Road                         | 834                               | 4.28                                   | 5.13  |
| High Point Raymond                  | 11,356                            | 49.57                                  | 4.36  |
| Junction                            | 4,444                             | 23.75                                  | 5.34  |
| Marsh Road                          | 4,497                             | 18.08                                  | 4.02  |
| Midtown                             | 7,847                             | 47.96                                  | 6.11  |
| Nelson                              | 4,138                             | 29.93                                  | 7.23  |
| Northeast                           | 22,548                            | 55.64                                  | 2.47  |
| Pioneer                             | 10,758                            | 45.96                                  | 4.27  |
| Pumpkin Hollow                      | 7,539                             | 33.55                                  | 4.45  |
| Rattman                             | 1,626                             | 10.93                                  | 6.72  |
| Shady Wood Phase A                  | 301                               | 1.22                                   | 4.05  |
| Sprecher                            | 11,079                            | 26.93                                  | 2.43  |
| <b>Grand Total</b>                  | <b>121,219</b>                    | <b>587.69</b>                          | <b>4.85</b>   |

<sup>2</sup> Assumes the following parks are or will become community parks: Blackhawk Park, Sycamore Park, New Park 3 in the Elderberry NDP, Elver Park, Midtown Commons Park (includes projected expansion), Door Creek Park, North Star Park, and North East Greenspace..

Figure 4-3: NDP Proposed Parklands vs. NRPA Guidelines for all NDP Populations Combined



*Existing Neighborhood Plans and Neighborhood Initiated Plans*

In addition to the City of Madison’s Neighborhood Development Plans, many existing neighborhoods have neighborhood plans. “These plans are prepared by the residents of built-up areas of the City and include short-term strategies (3 to 5 years) to address specific challenges, issues and opportunities in Madison’s older neighborhoods.”<sup>3</sup> These plans serve as a guide for actions and changes that will strengthen Madison’s established neighborhoods.

Neighborhood Initiated Plans also guide the comprehensive development of land. “These plans provide a comprehensive planning framework for the physical redevelopment of the subject neighborhoods. Neighborhood Initiated Plans often include both short-term and long-term recommendations for physical improvements in the neighborhoods.”<sup>3</sup>

There are over 25 adopted neighborhood plans, with several more in progress. The Park and Open Space Plan refers to the adopted neighborhood plans for specific recommendations regarding park facilities, as often neighborhood plans are updated and developed more frequently than the POSP. The recommendations listed in the Neighborhood Development Plans, the Existing Neighborhood Plans, and the Neighborhood Initiated Plans can be found at: <http://www.cityofmadison.com/planning/ndp/index.html>

<sup>3</sup> City of Madison Department of Planning and Community and Economic Development. <http://www.cityofmadison.com/planning/ndp/index.html>

City of Madison Downtown Plan

The City of Madison has recently completed a draft of its new Downtown Plan. The recommendations in this section are based on the draft Downtown Plan that was introduced to the Common Council on November 15, 2011 and is anticipated to be adopted in early 2012.

The purpose of the Downtown Plan is to describe the desired future for Madison's downtown and to provide a framework to help achieve it. It establishes a decision making framework to ensure that incremental actions made over time (such as budgeting and land use decisions) achieve a common vision for the future.

The recommendations proposed in the Downtown Plan were prepared and developed through a 3+ year planning process based on a vigorous public input process. The highest priorities from the public input process were improving engagements with the lakes - particularly Law Park enhancements and the Lake Mendota Path. The public comments and suggestions from this process can be viewed at the City's website for the Downtown Plan at:

<http://www.cityofmadison.com/neighborhoods/downtownplan/>

The Downtown Plan's recommendations regarding parks and open spaces are primarily found in the sections entitled "Key 1: Celebrating the Lakes" and "Key 8: Expanding Recreational, Cultural and Entertainment Offerings". Notable parks and open space recommendations include:

- Expanding the eastern portion of Law Park to create a signature city park and public gathering place, including a shelter based on Frank Lloyd Wright's boathouse design for this park, short term boat docking and land bridge/plazas connecting the park to the heart of Downtown.
- Completing the Lake Mendota pedestrian-bicycle path by acquiring the remaining parcels and constructing the segment between Butler Street and Lake Street. This segment will complete the remaining 25% of the 3-mile long lakeshore path from James Madison Park to Picnic Point.
- Creating a gateway entrance in that portion of Brittingham Park along John Nolen Drive between Bedford Street/North Shore Drive and Broom Street. This area is proposed to be redesigned to include greatly enhanced landscaping, expanded use opportunities, and a reimagined dog park.
- Restoring Brittingham Beach and reactivating the existing shelter, including the potential rental of small sailboats, canoes and kayaks, a new fishing pier and possibly establishing food service.
- Establishing a new neighborhood park in the vicinity of the Bassett Street and West Johnson Street intersection to meet the needs of the under served high-density housing at this location.
- Preparing new master plans for James Madison Park and Brittingham Park.

For a complete list of the recommendations, please see the sections of the draft Downtown Plan cited above.



## Chapter Five: Outdoor Recreation Needs Assessment



### BREESE STEVENS ATHLETIC FIELD

As one of the most utilized athletic facilities in Madison, Breese Stevens Athletic Field is also one of the city's most historic pieces of land. Built in 1926 by the Civil Works Administration (CWA), Breese Stevens is the oldest playing field in Madison, Wisconsin.

Through the decades this field has seen a variety of users, activities, and home teams including Madison's first minor league baseball team "Madison Blues". The field was also home to travelling circuses, midget car racing, ice skating, track and field, Madison Scouts Drum & Bugle Corp. competitions, boxing and wrestling events, and is currently home to Edgewood College and the Madison 56ers amateur soccer team.<sup>1</sup>



<sup>1</sup> Wikipedia:  
[http://en.wikipedia.org/wiki/Breese\\_Stevens\\_Field](http://en.wikipedia.org/wiki/Breese_Stevens_Field)

The City of Madison Parks Division's recreation goals extend beyond the concept of traditional park athletic fields. The significant ecological, cultural and community resources have inspired a long standing tradition of providing recreation that includes conservation, preservation and celebration of our existing natural environment.

In addition, the progressive attitudes and lifestyles of this City have inspired the City of Madison to adopt concepts such as edible landscaping, community gardens, skateboarding, disc golf, ice skating, dog parks, etc. as an important aspect of the City's recreation goals.

The City has historically excelled at providing a diverse range of facilities with roughly 2,600 acres of mini, neighborhood and community parks; 1,700 acres of conservation parks; and 1,500 acres of open space and specialized facilities.

Unique to the 2012-2017 Park and Open Space Plan are specific efforts aimed towards capturing the ideals, concerns and suggestions of the public in development of an outdoor recreation needs assessment that addresses the wide variety of concerns and uses that occur within our park system.

The purpose of this chapter is to provide insight into the recreational needs and opportunities as a means for advising future policies, development, budgeting and management.

It should be noted that any recommendations or concerns discussed in this section by the public or by a recreation organization are not specific recommendations of this plan, unless noted in Chapter 9: Plan Recommendations.

## **PUBLIC INPUT**

The planning process for the 2012-2017 Park and Open Space Plan included public input meetings, public city committee meetings and the City's first attempt to solicit formal public input through public surveys. Public input was gathered in the forms of online surveys, public input meetings and public city committee meetings. Notices of the meetings and survey were e-mailed to over 6,000 listserves; published in the Wisconsin State Journal and Capital Times; listed on the City of Madison's News Release RSS feed and website; and were displayed on the City of Madison Parks Division webpage.

### Public Input Meetings

The City held three public input sessions located at three different locations throughout the City to encourage residents from all areas of Madison to attend the meetings. The meeting dates and locations were as follows:

- January 25th, Central Library
- February 3rd, Alisha Ashman Library
- February 10th, Warner Park Community Recreation Center

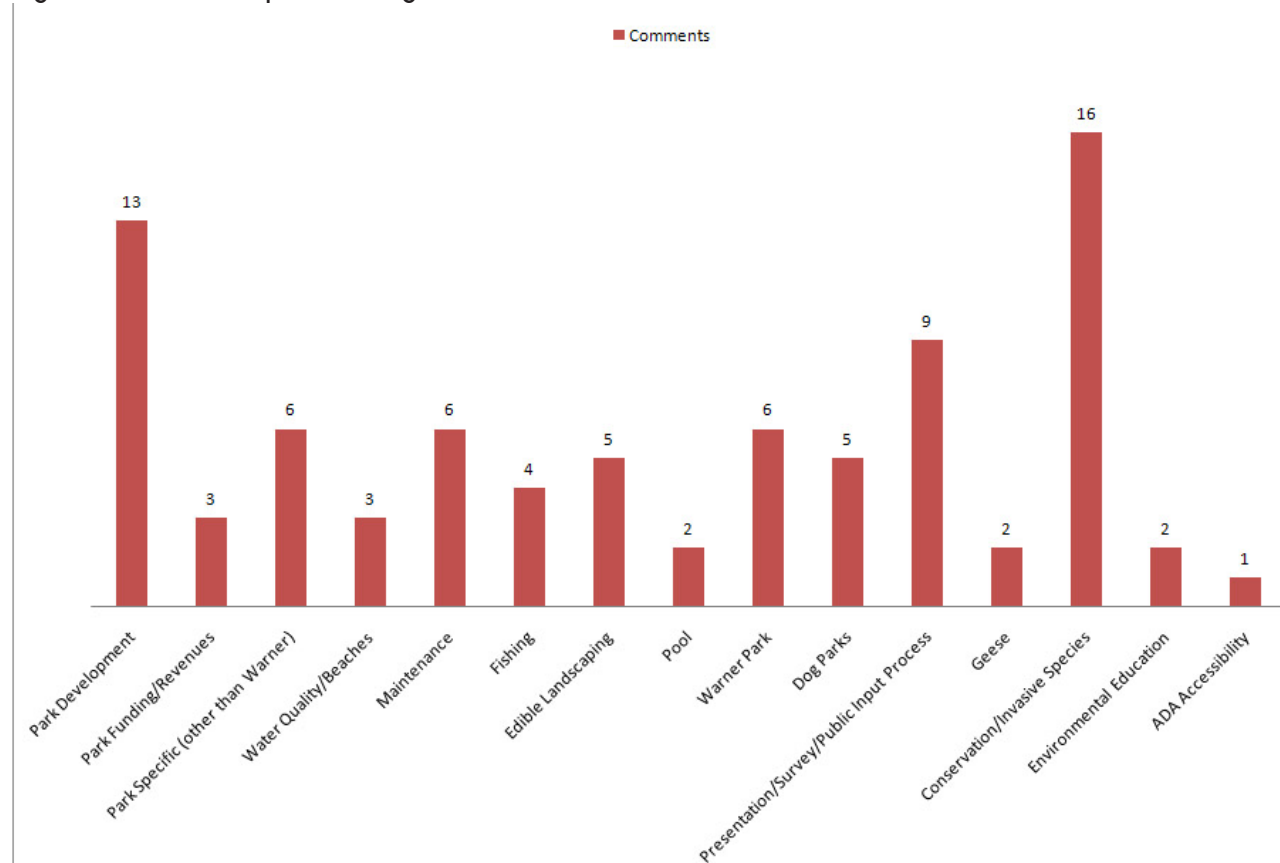
These meetings described the planning process and encouraged residents to provide input on the City's park system. These input meetings provided valuable information regarding the desires and concerns of City of Madison residents.

Twenty-nine people provided input at the City meetings. This input included topics such as invasive species, dog parks, survey concerns and edible landscaping. Often times these comments addressed multiple concerns. In order to provide an analysis of the input, comment categories were formed related to the 16 major topics of public input: conservation/invasive species; geese; park funding/revenues; presentation/survey/public input process; environmental education; ADA accessibility; park programming/policy; park development; dog parks; Warner Park; pool; edible landscaping; park specific (other than Warner Park); fishing; maintenance and water quality/beaches.



Comments were defined by category. Each comment was then assessed as to whether or not it addressed that category. Since a majority of the 29 people who commented on parks had multiple comments the categories below represent concerns that were addressed in each comment. The breakdown of comments is as follows:

Figure 5-1: Public Input Meeting Comments



For a total of 83 comments provided by 29 people.

### Needs Assessment Survey

In addition to the public input meeting, the City elicited comments via online and hardcopy surveys available on the City’s website from January 14, 2011 to March 4, 2011. This survey was also made available in hardcopy form at each public input meeting, the City’s nine libraries, the Warner Park Community Recreation Center, the City’s Park Office and at 15 neighborhood/community centers. There were over 1,500 responses to this survey.

This survey was intended as a tool to gather public input, and was not intended to serve as a scientifically-based cross sectional survey that could provide statistically significant data or identify recreational trends. The results of this survey should be viewed as valid and important public input comments, but are not scientifically indicative of recreational trends.

The Outdoor Recreation Needs Assessment in Chapter Five is a glimpse into the complex social resources, benefits and behaviors that occur in public spaces. This plan recommends further investigation and development of a scientifically based behavior assessment of park use to assist in guiding park development and planning.

The Wisconsin Statewide Comprehensive Plan development involves a statewide scientific-based survey process to determine recreational trends for the State of Wisconsin. This is produced by the Wisconsin Department of Natural Resources and is summarized in this Plan in this chapter.

#### *Survey Response Summary*

In response to questions regarding activities in parks, of those who responded to the survey the top three participated activities were walking (88.2%), nature viewing (71.%) and biking (61.7%). Survey respondents were allowed to check multiple activities resulting in 88.2% of all survey respondents indicating that they participate in walking at parks, 71% indicating that they participate in nature viewing at parks and 61.7% indicating that they participate in biking at city parks.

When asked to rank the top five reasons survey participants attend a City of Madison Park, “walking” had the highest number of responses for rank 1 (261) and rank 2 (312); biking had the highest number of responses for rank 3 (238); and attending a park for a festival had the highest number of responses for rank 4 (216) and rank 5 (197). Of the total responses the top three reasons people attended parks across all ranks were for walking (75.3%), nature viewing (56.8%) and biking (51.8%).

The survey also allowed participants to rank their favorite City of Madison Park. The top five parks in each rank were consistently Vilas, Tenney, Elver, Olbrich, Warner and Olin Turville in various orders. Of the total counts, the ten parks that were listed in the top five parks were Tenney Park, Vilas Park, Olbrich Park, Warner Park, Elver Park, Olin Turville Park, Wingra Park, Cherokee Marsh/Park, Hoyt Park and James Madison Park.

When asked how many times survey respondents visited their favorite park, 61.3% (907 respondents) visit their favorite park at least 20 times per year. Additionally, 33.5% (461 respondents) visit their 2nd favorite park over 20 times a year, and even 13.5% (125 respondents) visit their 5th favorite park at least 20 times per year.

When asked how survey respondents travelled to their top five favorite parks, the most prevalent form of transportation to their #1 ranked park was by walking, followed by driving. Biking also played a significant form of transportation to parks.

The survey also asked respondents what they liked about City of Madison park and open spaces based on available options. The most number of checked responses included aesthetics, bird/animal habitats and playgrounds.

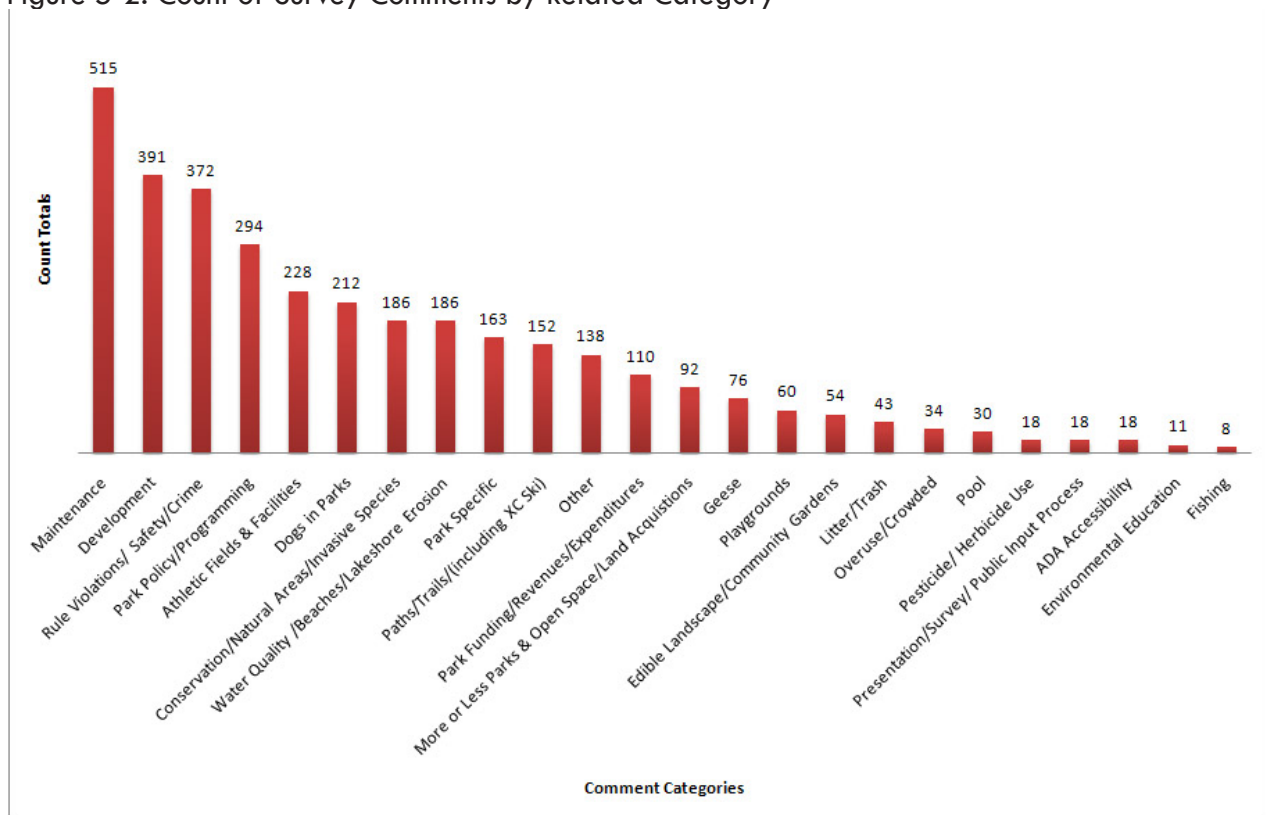
In addition to asking multiple choice questions, the survey provided respondents the opportunity to provide open-ended input regarding major concerns of the City of Madison park and open spaces. Respondents had the opportunity to list up to five major concerns resulting in 2,947 comments.

For the purpose of analysis, staff developed a list of categories based on the reviewed comments. Each comment was assessed as to whether or not it addressed that category. Comments frequently addressed multiple categories. The categories were defined as follows: conservation/natural areas/invasive species; geese; park funding/revenues/expenditures; presentation/survey/public input

process; environmental education; A.D.A accessibility; paths/trails (including cross country ski); playgrounds; athletic fields and facilities; park policy/programming; park development; dogs in parks; pool; pesticide/herbicide use; fishing; maintenance; water quality/beaches/lakeshore erosion; more or less parks and open space/land acquisition; overuse/crowded; rule violations/safety/crime; litter/trash; and other. Ninety-six percent of concerns fell into at least one of the above described categories.

The categories identified with the highest number of responses included park maintenance, park development, rule violations/safety/crime, park policy/programming and athletic fields and facilities.

Figure 5-2: Count of Survey Comments by Related Category



The major issues identified within the “park maintenance” category relate to park and facility cleanliness and lawn care. The lawn care issue focused on the frequency and amount of mowing at the parks. Survey respondents were mixed in their opinions of too much mowing or not enough. Other reoccurring maintenance concerns included beach and water cleanliness, park equipment and facility upkeep, trail maintenance/grooming and winter ice grooming.

In the “park development” category most people expressed concerns about the following issues: parking, balancing natural and developed areas, the addition/removal of more park facilities and amenities and landscaping. The “parking” issue concerned many, but residents were divided on whether there is already too much parking or not enough. The debate over natural areas for more



passive recreation and wildlife versus more mowed athletic fields for sports was another major point of contention that divided park users.

Issues concerning the health, safety, and welfare of the public were addressed under the category “rule violations, safety and crime”. Concerns within this category included: park users violating park rules and regulations; inappropriate behavior; and unintended uses of the park and its facilities, such as criminal activities and vandalism. The majority of concerns referred to park users not obeying park rules. The “no dogs allowed” or dogs on-leash only policies were at the top of the list for rule violations, and several respondents identified this as a major safety concern. Respondents also repeatedly expressed concerns for their safety because of frequent witnessed criminal activity within certain areas of specific parks such as Vilas Park.

The “dogs in parks” category included comments both for and against more dog-friendly parks. Several of the comments expressed a need for additional dog facilities, with the majority stating they wanted more dog parks, while some comments suggested an over abundance of land and funding for single-use only facilities such as dog specific parks. About 13% of all responses in the maintenance category related to dogs in parks and included comments such as not enough access to areas for dogs, problems with dogs off-leash in “dog free” parks and owners not picking up after their dogs.

While the information presented in this section is not statistically factual and should not be used to develop park policies, it does point to potential issues for further investigation. The over 1,500 responses from this survey demonstrate the significant dedication, commitment and value that City of Madison residents have in their City Parks.

#### City Committees

The public input process also included review and comment at public meetings. The planning and adoption process was vetted through the following public City Committees:

- Long Range Planning:
  - Review of Park and Open Space Plan
  - Recommendation to Park Commission
- Park Commission
  - Review of Park and Open Space Plan
  - Recommendation to Common Council
- Common Council
  - Introduction and referral to
  - Plan Commission
  - Park Commission
  - Recommendation to Council to adopt Plan

#### Informal

On a daily basis, public input is literally only a telephone call away as various units at the Parks Department - from planning to maintenance to special events, field numerous messages from our users as to how we are doing and what can be improved.

### RESERVABLE ATHLETIC FACILITIES

The City of Madison provides year-round activities within the park system, but does not manage recreation programs. Madison School and Community Recreation (MSCR) is the primary public recreation provider for the residents of Madison. MSCR provides the organization and coordination for a variety of athletic organizations that use City of Madison Park recreational facilities. There over 40 private organizations that provide recreation programs to the residents of the City of Madison.

The purpose of this section is to grasp an understanding of the demands placed by the over 100,000 participants who use reservable athletic facilities, and to create a better understanding of the unique impact and demands of these facilities within the park system. This does not provide an analysis of the City’s general need for non-reservable athletic facilities, nor does it preclude any recommendations regarding recreation that can not be measured through this analysis.

Currently over 33 different athletic recreational organizations consistently reserve athletic facilities within the City of Madison parks for games, practices and special events. These recreation organizations are listed in Appendix A, Table 6: *Recreation Organizations that use City of Madison Parks*. Table 5-1 summarizes 2010’s reservable athletic facility demands.



Table 5-1: 2010 Athletic Facility Reservations and Fields<sup>1,2</sup>:

| Sport              | Number of total reservations | Number of Participating Organizations | Number of Reservable Facilities  |
|--------------------|------------------------------|---------------------------------------|--|
| Baseball           | 123                          | 8                                     | 2 diamonds   |
| Cricket            | 42                           | 1                                     | 2 fields   |
| Coach Pitch T-Ball | 15                           | 1                                     | 1 field  |
| Football           | 447                          | 4                                     | 3 fields   |
| Kickball           | 290                          | 3                                     | 7 softball diamonds  |
| Lacrosse           | 67                           | 3                                     | 2 fields   |
| Soccer             | 536                          | 14                                    | Youth 18 fields , Adult 21 fields  |
| Softball           | 960                          | 10                                    | 21 diamonds  |
| Tennis             | 3,162                        | 9                                     | 22 courts (Garner Park tennis courts are reservable only for the local special Olympics) |
| Ultimate Frisbee   | 771                          | 2                                     | 10 multi-use fields  |

1 All possible reservable soccer fields are listed, however certain soccer fields rotate availability as a reservable field. The extensive wear and tear on soccer fields requires the fields to lie fallow for one year to allow for topsoil dressing, and reseeding in order to provide a healthy stand of vegetation for the following years use.

2 Football reservations include reservation of 5 Warner Park softball fields whose outfields provide a large play area reserved for football.

Reservable Athletic Facilities Survey

Madison Parks Division submitted electronic and paper surveys to the primary representatives of 33 recreation organizations responsible for the majority of all City of Madison Parks athletic facility reservations (representing approximately 100,000 recreational organization participants). Of those submitted, the City received 19 completed surveys. The survey asked each recreation organization questions pertaining to topics such as field availability and how this availability affects each organization; each organization’s level of reliance on the Madison Parks system; the organization’s use of non-reservable facilities; and the overall adequacy of the City of Madison Parks’ facilities.

Figure 5-3: Respondents who had to cancel an event/practice due to lack of available athletic facilities.

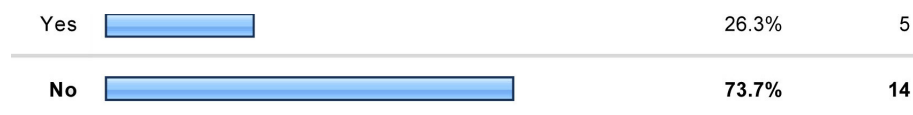


Figure 5-4: Respondents who had to limit the number of program participants based on the number of facilities available for rent.

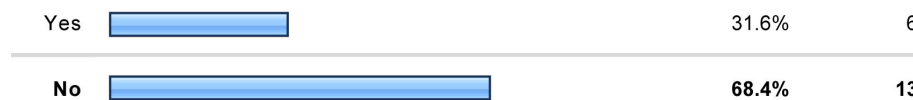


Figure 5-5: Respondents who felt that park amenities related to the athletic fields for their organization’s use, were adequate.

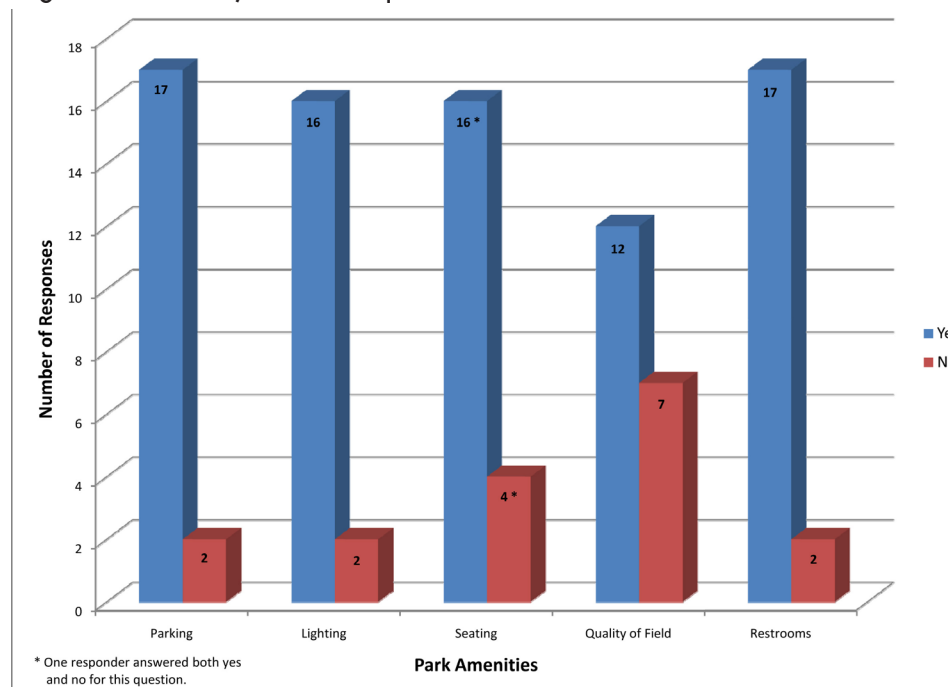




Figure 5-6: Respondents who rely solely on the City of Madison Park facilities for their athletic program.

|     |   |       |    |
|-----|---|-------|----|
| Yes |  | 52.6% | 10 |
| No  |  | 47.4% | 9  |

Figure 5-7: Respondents whose programs would not exist if not able to use City of Madison park facilities.

|       |   |       |   |
|-------|---|-------|---|
| Yes   |  | 36.8% | 7 |
| No    |  | 36.8% | 7 |
| Maybe |  | 26.3% | 5 |

Figure 5-8: Respondents whose team use non-reservable facilities within City of Madison parks on a first come first served basis for events (pick-up games, practices, regular games, etc.).

|     |  |       |    |
|-----|--|-------|----|
| Yes |   | 31.6% | 6  |
| No  |  | 68.4% | 13 |

MSCR, MAYSA and MMSD

The above survey was not e-mailed to three organizations whose complex and extensive use of the system made survey input difficult. These organizations were Madison School and Community Recreation, Madison Area Youth Soccer Association and the Madison Metropolitan School District. A separate description and analysis of park facilities usage by these three organizations is provided below.

*Madison School and Community Recreation*

Madison School and Community Recreation (MSCR) typically has the highest number of athletic facility reservations per year with over 80,000 participants in its recreation programs. The primary Madison park facilities used by MSCR are for softball, baseball, tennis, kickball and pontoon rides. MSCR also uses the City of Madison Park’s Warner Park Community Recreation Center (WPCRC) for various programs ranging from childcare to art classes.

In 2010, MSCR had 805 reservations for softball facilities, 984 reservations for tennis facilities and 65 reservations for baseball facilities. MSCR relies extensively on City of Madison park facilities for its softball, baseball and pontoon ride programs. These programs would not exist without the City’s park facilities. MSCR also provides numerous community services and programs at the WPCRC that would not exist without that facility.

Regarding MSCR’s use of City of Madison softball and baseball diamonds, MSCR indicated that in general all fields have adequate lighting and seating. They also indicated that parking was

adequate at all fields except for Warner Park where participants have to compete with traffic from the Madison Mallards games, who play at Warner Park. Restrooms are adequate at all fields except for Bowman Field. MSCR has the most concerns regarding field quality, specifically regarding the length and drainage of the field. The length of fields vary throughout the City; ideally MSCR would like fields that are between 275' and 300'. This is not something that can be changed at most existing fields, but should be implemented for all future reservable baseball and softball facilities.

The quality of the field is important because it directly relates to whether or not a game has to be rescheduled due to wet grounds which causes significant scheduling issues. MSCR has been working with park's staff to improve field mixtures and contouring in order to improve field drainage across all Madison parks. MSCR provided a list of parks to the City of Madison of fields that are of primary concern. Lastly, MSCR also indicated that if and when Olbrich's fields #3 & #4 are removed, MSCR would need compensatory fields on the east side.

MSCR's tennis program uses fourteen City of Madison park locations and four Madison Metropolitan School District locations for its tennis program. MSCR does not have specific concerns regarding the tennis courts, except for the need for more restroom facilities.

#### *Madison Area Youth Soccer Association (MAYSA)*

MAYSA coordinates scheduling of athletic facilities for roughly 550 soccer teams that include roughly 14,000 players (of which 11,000 are in Dane County). In Madison, youth soccer does not primarily occur on reservable fields, and the City of Madison has an established history of not charging a scheduling fee for youth athletic programs.

MAYSA relies heavily on the fields provided by the City of Madison Parks Division, but also uses a significant number of facilities owned by other municipalities, the county, their own Redden Soccer Field (leased on county land), and one private field.

MAYSA's biggest concerns about City of Madison athletic facilities relate to the parking, the quality of the field and location of fields. Parking poses concerns when scheduling games, for instance if games are scheduled back to back, parking from the previous game limits parking spaces for attendants of the upcoming game. Conversely, if games are scheduled too far apart then coordination of referees poses additional problems. Parking can also be a problem for some fields because of the lack of adequate off-street parking.

MAYSA indicated that the quality of the field and the location relates to the distinctions between their competitive teams and their recreational teams. Chris Lays, Director of Operations stated that for recreational teams it is important that soccer fields are easily accessible, and convenient.

Recreational teams (which include youth teams) benefit greatly from having a field that is within a short walk or drive. While the quality of the field is definitely important, recreational teams would probably not drive long distances to use a better field over using a field within their neighborhood. Conversely, for competitive teams, the quality of the field is extremely important. The competitive teams in MAYSA are usually willing to drive longer distances in order to use better fields.

MAYSA suggested that overarching uses by their leagues point to a deficiency in large fields on the west side, and a deficiency of one youth (11-12) size field on the east side. However, MAYSA stated a historical trend in increasing soccer groups suggests that more fields may be needed relatively soon.

As part of this Plan, the City of Madison staff asked MAYSA to identify the adequacy of parking, lighting, seating, the quality of the field and restroom accessibility at each of the City of Madison Park facilities used by MAYSA. This list has been distributed to staff to address concerns.

#### *Madison Metropolitan School District*

Madison Metropolitan School District (MMSD) schedules over 15,400 annual sporting events and manages 472 athletic team schedules. MMSD relies heavily on the City of Madison Parks Division for soccer, tennis, softball, golf, cross country and baseball practices and events.

The majority of MMSD's soccer and football games are at either of the two school district's three facilities; Mansfield Stadium, Lussier Stadium or Demetral Field (leased by the MMSD, and owned by the City of Madison). However, overflow events require reservation of additional athletic fields at Breese Stevens (soccer) and Warner Park (soccer and football).

MMSD uses several City of Madison facilities for its tennis program including tennis courts at Rennebohm, Quann and Reindahl Park.

Cross Country meets and practices rely on Yahara Golf Course, Warner Park and Monona Grove Golf Course.

The School's golf program relies on private and public facilities including the Bridges Golf Course (private), Yahara Hills Golf Course (City of Madison), Hawks Landing Golf Course (private), Odana Hills Golf Course (City of Madison) and Glenway Golf Course (City of Madison).

MMSD's softball program relies heavily on Olbrich Park softball fields 1, 2, 3 & 4, and in previous years practiced at Bowman<sup>3</sup>.

MMSD's baseball program is perhaps the most difficult to program. The City has two reservable fields that serve MMSD, the Mens Senior League Baseball, UW Baseball, MSCR Baseball and Edge-wood High School. Last year, these reservations accounted for at least 123 games on these two fields.

The immediate concern expressed by MMSD was the lack of reservable quality softball and baseball fields. The demand placed on these fields, in conjunction with their susceptibility for cancellations due to wet grounds, places significant burden on the teams who use these facilities, occasionally shortening their playing time or requiring that all games are played within a very short time frame. Other

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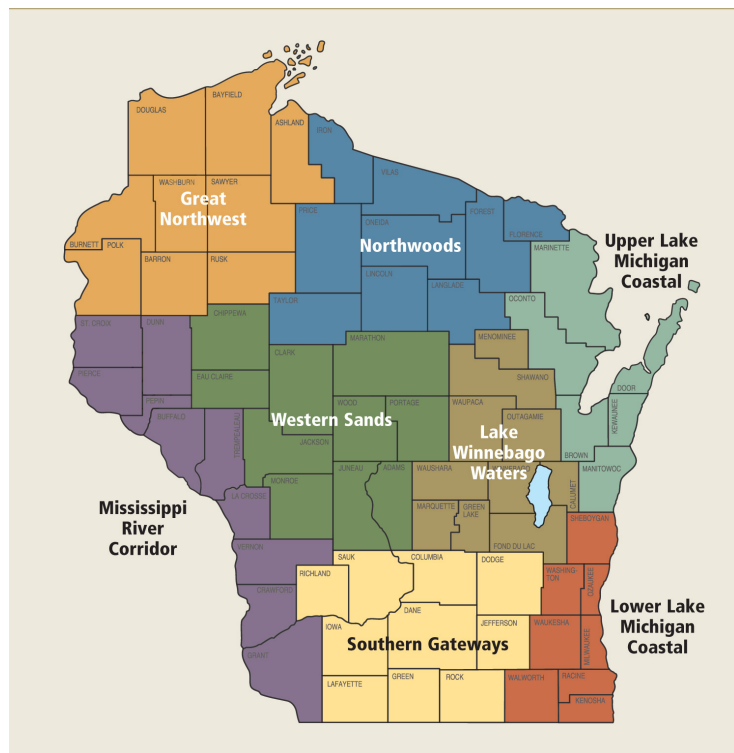
<sup>3</sup> The 2011 goal is to move West High School's varsity softball practices to Jefferson Field at Memorial High School.



concerns included the lack of restrooms at some locations and lack of seating.

Staff also spoke one on one with the Wisconsin Chapter of the United States Tennis Association (USTA) which had the second highest number of total reservations (1,058). The USTA was included in the recreation athletic facilities survey, and their concerns were forwarded to staff.

## WISCONSIN STATEWIDE COMPREHENSIVE OUTDOOR RECREATION PLAN



The 2011-2016 SCORP was not completed at the time this plan was written, however, the Wisconsin Department of Natural Resources (DNR) has completed 2011 regional profile reports and the Wisconsin Outdoor Recreation Demand report that provide some indication of statewide recreation trends relevant to the City of Madison.

The Wisconsin Outdoor Recreation Demand Report describes the results of the 2005-2009 National Survey on Recreation and the Environment (NSRE). The NSRE was initiated by the federal government in 1960 and has since conducted eight surveys. The NSRE is an in-home phone survey of over 90,000 households across all ethnic groups throughout the United States.

Chapter Three of the Wisconsin Outdoor Recreation Demand Report lists activity trends and activity popularity for the State of Wisconsin. The following tables are from the Wisconsin Outdoor Recreation Demand Report which uses NSRE data to describe statewide trends. These data do not take into consideration regional differences, and should not be construed as data that is specific to local municipalities such as Madison.

Table 5-2: 10 Most Popular Outdoor Recreation Activities  
2011 Wisconsin Outdoor Recreation Demand

| Activity                                 | Percent Participating | Number of participants (1,000's) |
|--|-----------------------|----------------------------------|
| Walk for pleasure                        | 87.7                  | 3,947                            |
| Gardening or landscaping for pleasure    | 65.4                  | 2,944                            |
| View/photograph natural scenery          | 65.3                  | 2,939                            |
| Attend outdoor sports events             | 65.0                  | 2,926                            |
| Family gathering                         | 63.5                  | 2,858                            |
| Visit nature centers, etc.               | 63.5                  | 2,858                            |
| View/photograph other wildlife           | 57.9                  | 2,606                            |
| Driving for pleasure                     | 52.8                  | 2,377                            |
| View/photograph wildflowers, trees, etc. | 52.4                  | 2,359                            |
| Sightseeing                              | 50.6                  | 2,278                            |

The report further breaks down recreation by land activity category. This analysis provides an analysis of the different types of activities depending on season and land setting as follows:

Table 5-3: Participation Rates for Activities  
2011 Wisconsin Outdoor Recreation Demand

| Participation Rates for Nature-based Land Activities, Wisconsin (only top five listed)      |                       |                                  |
|---|-----------------------|----------------------------------|
| Activity  | Percent Participating | Number of participants (1,000's) |
| Day hiking  | 36.7                  | 1,652                            |
| Visit a wilderness or primitive area  | 33.7                  | 1,517                            |
| Mountain biking   | 30.7                  | 1,382                            |
| Developed camping   | 25.4                  | 1,143                            |
| Hunting (any type)  | 22.2                  | 999                              |
| Participation Rates for Developed-setting Land Activities, Wisconsin (only top five listed) |                       |                                  |
| Activity  | Percent Participating | Number of participants (1,000's) |
| Walking for pleasure  | 87.7                  | 3,947                            |
| Gardening or landscaping for pleasure   | 65.4                  | 2,944                            |
| Family gathering  | 63.5                  | 2,858                            |
| Driving for pleasure  | 52.8                  | 2,377                            |
| Bicycling   | 48.7                  | 2,192                            |
| Participation Rates for Viewing/Learning Activities, Wisconsin (only top five listed)       |                       |                                  |
| Activity  | Percent Participating | Number of participants (1,000's) |
| View/photograph natural scenery   | 65.3                  | 2,939                            |
| Visit nature centers, etc.  | 63.5                  | 2,858                            |
| View/photograph other wildlife  | 57.9                  | 2,606                            |
| View/photograph wildflowers, trees, etc.  | 52.4                  | 2,359                            |
| Sightseeing   | 50.6                  | 2,278                            |
| Participation Rates for Water-based Activities, Wisconsin (only top five listed)            |                       |                                  |
| Activity  | Percent Participating | Number of participants (1,000's) |
| Boating (any type)  | 47.3                  | 2,129                            |
| Visit a beach   | 42.3                  | 1,904                            |
| Swimming in lakes, streams, etc.  | 41.7                  | 1,877                            |
| Freshwater fishing  | 37.4                  | 1,683                            |
| Motorboating  | 36.0                  | 1,620                            |
| Participation Rates for Snow and Ice-based Activities, Wisconsin (only top five listed)     |                       |                                  |
| Activity  | Percent Participating | Number of participants (1,000's) |
| Snow/ice activities (any type)  | 45.9                  | 2,066                            |
| Sledding  | 28.2                  | 1,269                            |
| Snowmobiling  | 18.3                  | 824                              |
| Ice skating outdoors  | 13.5                  | 608                              |
| Ice fishing   | 13.1                  | 590                              |

Table 5-3: Participation Rates for Activities (Continued)  
 2011 Wisconsin Outdoor Recreation Demand

| Participation Rates for Outdoor Sports, Wisconsin (only top five listed) |                       |                                  |
|--|-----------------------|----------------------------------|
| Activity   | Percent Participating | Number of participants (1,000's) |
| Attend outdoor sports events   | 65.0                  | 2,926                            |
| Golf   | 41.8                  | 1,881                            |
| Running or jogging   | 32.1                  | 1,445                            |
| Handball or racquetball outdoors   | 23.5                  | 1,058                            |
| Tennis outdoors  | 8.5                   | 383                              |
| Inline skating   | 2.5                   | 113                              |

The Wisconsin Outdoor Recreation Demand Report also reviews recreation trends. The report compares trends in participation rates of activity from 1994 to 2009. The results indicate that the top five increases in trends include the activity categories of: handball, etc., outdoors; soccer outdoors; kayaking; and surfing. The top five activities that have shown a decline in activities since 1994 include picnicking, visit waterside besides beach, sightseeing, tennis outdoors, and swimming in an outdoor pool. Keep in mind these numbers are statewide statistics not reflective of Madison's community and also do not reflect any correlation between facility use and available facilities. For example, "swimming in a pool" or "tennis outdoors" may have decreased statewide because of a decreasing amount of public pools and outdoor tennis courts. Few rural communities in Wisconsin provide these facilities.

Table 5-4: Top Twenty Participation Trends, By Activity, Wisconsin  
2011 Wisconsin Outdoor Recreation Demand

| Activity                    | 1994-1995<br>Participants | 2000-2001<br>Participants<br>(1,000's) | 2005-2009<br>Participants<br>(1,000's) | % change 1994-<br>2009 |
|-----------------------------|---------------------------|--|--|------------------------|
| Handball, etc., outdoors    | 96.8                      | 209.4                                  | 1,058.3                                | <b>993.3</b>           |
| Soccer outdoors             | 179.1                     | 385.7                                  | 1,460.0                                | <b>715.2</b>           |
| Kayaking                    | 46.6                      | 177.5                                  | 328.4                                  | <b>604.7</b>           |
| Surfing                     | 10.3                      | 14.9                                   | 44.5                                   | <b>332.0</b>           |
| Football                    | 282.5                     | 271.3                                  | 852.4                                  | <b>201.7</b>           |
| Horseback Riding            | 139.9                     | 378.8                                  | 389.9                                  | <b>179.9</b>           |
| Mountain climbing           | 53.3                      | 141.0                                  | 122.9                                  | <b>130.6</b>           |
| Use personal watercraft     | 131.9                     | 384.6                                  | 293.7                                  | <b>122.7</b>           |
| Golf                        | 888.8                     | 1094.9                                 | 1882.3                                 | <b>111.8</b>           |
| Snowboarding                | 77.7                      | 124.9                                  | 164.4                                  | <b>111.6</b>           |
| Snowmobiling                | 396.0                     | 595.9                                  | 825.7                                  | <b>108.5</b>           |
| Basketball outdoors         | 385.2                     | 461.6                                  | 724.4                                  | <b>102.2</b>           |
| View or photograph fish     | 620.8                     | 1,077.2                                | 1,022.9                                | <b>93.8</b>            |
| Running or jogging          | 803.8                     | 1,291.4                                | 1,446.8                                | <b>80.0</b>            |
| Backpacking                 | 186.3                     | 347.4                                  | 333.7                                  | <b>79.1</b>            |
| Sledding                    | 712.9                     | 1,226.5                                | 1,270.8                                | <b>78.3</b>            |
| Rock climbing               | 95.6                      | 247.9                                  | 170.2                                  | <b>78.0</b>            |
| Off-highway vehicle driving | 508.8                     | 725.4                                  | 891.5                                  | <b>75.2</b>            |
| Day hiking                  | 949.0                     | 1,380.3                                | 1,625.8                                | <b>74.2</b>            |
| Migratory bird hunting      | 106.2                     | 157.5                                  | 182.8                                  | <b>72.1</b>            |



Table 5-5: Decreasing Participation Trends, By Activity, Wisconsin  
2011 Wisconsin Outdoor Recreation Demand

| Activity                      | 1994-1995<br>Participants | 2000-2001<br>Participants<br>(1,000's) | 2005-2009<br>Participants<br>(1,000's) | % change 1994-<br>2009 |
|-------------------------------|---------------------------|--|--|------------------------|
| Picnicking                    | 2,136.7                   | 2,252.2                                | 2115.6                                 | <b>-1.0</b>            |
| Visit waterside besides beach | -                         | 1054.8                                 | 1017.3                                 | <b>-3.6</b>            |
| Sightseeing                   | 2396.7                    | 2032.7                                 | 2276.7                                 | <b>-5.0</b>            |
| Tennis outdoors               | 408.2                     | 480.6                                  | 381.4                                  | <b>-6.6</b>            |
| Swimming in an outdoor pool   | 1681.0                    | 1479.1                                 | 1554.0                                 | <b>-7.6</b>            |
| Windsurfing                   | 52.4                      | 21.9                                   | 48.2                                   | <b>-8.0</b>            |
| Primitive camping             | 571.9                     | 637.5                                  | 514.0                                  | <b>-10.1</b>           |
| Horseback riding on trails    | -                         | 336.4                                  | 295.8                                  | <b>-12.1</b>           |
| Downhill skiing               | 397.0                     | 432.2                                  | 314.7                                  | <b>-20.7</b>           |
| Snowshoeing                   | -                         | 374.6                                  | 275.2                                  | <b>-26.1</b>           |
| Caving                        | 166.2                     | 54.7                                   | 118.1                                  | <b>-28.9</b>           |
| Softball                      | 558.0                     | 424.0                                  | 318.8                                  | <b>-42.9</b>           |
| Baseball                      | 345.7                     | 272.0                                  | 139.9                                  | <b>-59.5</b>           |
| Inline skating                | -                         | 817.2                                  | 110.9                                  | <b>-86.4</b>           |

The Wisconsin Statewide Comprehensive Plan provides additional analysis of recreation type based on geographic location Madison is included as part of the Wisconsin DNR's Southern Gateways region, which includes the counties of Richland, Sauk, Columbia, Dane, Dodge, Iowa, Jefferson, Lafayette, Green and Rock<sup>4</sup>.

The Regional Profiles developed by the SCORP reviews social, development, and economic factors that influence public use and accessibility to outdoor recreation. Each regional profile includes a chapter on population trends, economic context, land use perspective and recreation outlook. Recreation outlook for Region 9 is based on the NSRE data, but is refined to reflect the unique aspects of Region 9. The recreation outlook analysis for this region suggests that the top 10 uses in the Southern Gateways region include (listed in numerical order of demand) picnicking; boating; visiting a beach; swimming in lakes, streams, etc.; snow/ice activities; visit a wilderness or primitive area; day hiking; freshwater fishing; motorboating; and developed camping.

The Recreation Outlook also suggests that the Southern Gateways region is used by tourists from Chicago and the Twin Cities for downhill skiing, sightseeing, picnicking, camping, bird watching and hiking.

<sup>4</sup> Richland County has been removed from this region in the 2011-2016 update.



The plan also identifies regional recreation supply shortages, which have changed since the 2005-2010 Statewide Comprehensive Plan. A comparison of the two lists of identified shortages can be found below:

Table 5-6: 2005 Regional Recreation Supply Shortages for the Southern Gateways Region

| Nature-based                | Developed Settings          |
|-----------------------------|-----------------------------|
| Backcountry/walk-in camping | Boat launches - trailerable |
| Boat launches               | Camps - educational         |
| Natural areas               | Dog parks                   |
| Parks                       | Ice Skating Rinks           |
| Public water access         | Nature Centers              |
| Trails-hiking               | Picnic Areas                |
| Trails-horsebackriding      | Sailboat clubs/rentals      |
|                             | Tennis courts               |
|                             | Tennis programs             |
|                             | Trails - bicycle            |

Table 5-7: 2011 Regional Recreation Supply Shortages for the Southern Gateways Region

| Nature-based                | Developed Settings          |
|-----------------------------|-----------------------------|
| Backcountry/walk-in camping | Boat launches - trailerable |
| Boat launches - carry-in    | Camps - educational         |
| Natural areas               | Dog parks                   |
| Parks                       | Nature Centers              |
| Public water access         | Picnic Areas                |
| Trails-hiking               | Sailboat clubs/rentals      |
| Trails-horsebackriding      |                             |

The SCORP regional profile brings together vast amounts of information regarding Region 9's demographics, land use patterns and recreation outlook. The detailed summary of this analysis provided in the regional profile identifies the following recreation issues for the Southern Gateways Region.

- The region is densely populated and experienced rapid population growth. Dane and Sauk cities are growing the fastest, with over 10% population growth between 2000 and 2008.
- “As a whole, Region 9 is slightly more educated, has a higher median income and is considerably younger than the state as a whole. While the region is currently relatively young, the population is expected to age considerably over the next decade with the 65 and older group projected to increase in size by 49%. The rapidly increasing over 65 age class will increase demand for more passive types of recreation and more easily accessible facilities” (p. 24, Regional Profile: Region 9, Wisconsin Department of Natural Resources).
- “The population of the region is somewhat more diverse than the state as a whole; 14% of the state’s minorities live in the region. Dane County is the most diverse with its minority population steadily increasing. The region is home to over 19% of the state’s Asians and has a rapidly growing Hispanic population. The diverse and growing ethnic populations typically have somewhat different recreation preferences and rates of participation than whites. For example, the Hispanic community tends to heavily use various facilities for family gatherings”(p. 24, Regional Profile: Region 9, Wisconsin Department of Natural Resources).
- In comparison to the state of Wisconsin overall, the region has a greater proportion of land that is agriculture. The economic vitality and population growth subjects agriculture land to intense development pressure resulting in high land values and parcelization and decreasing opportunities for significant land acquisition.
- “With its proximity to Wisconsin’s population centers, Region 9 offers some of the most accessible recreational opportunities in the state. Public lands and waters are very heavily used and demand for recreation is rapidly exceeding the capacity of existing facilities and resources. Supply shortages were identified by SCORP for backcountry/walk-in camping, boat launches (carry-in and trailerable (and other public water access, parks and natural areas, hiking and horseback riding trails, picnic areas and nature centers). Addressing these recreational supply shortages will take additional effort, and the high demand, cost, and parcelization of land in the region will make it increasingly difficult to acquire significant amounts of additional recreation land”. (p. 24, Regional Profile: Region 9, Wisconsin Department of Natural Resources).

For more information on recreational trends in Wisconsin refer to <http://dnr.wi.gov/planning/scorp/>

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### GATES OF HEAVEN

Built in 1863, Gates of Heaven was originally located on 214 West Washington and was designed for Madison's First Jewish Congregation. It is the eighth oldest surviving synagogue building in the nation<sup>1</sup>. Since construction the building served as the First Unitarian Society Meeting House, the Women's Christian Temperance Union, other churches, and a funeral home. In 1971 it was saved from demolition through the efforts of local citizens and was moved to James Madison Park. The building is now under the management of the City of Madison and is used primarily for weddings.



Photo: Transporting the building from 214 West Washington to 302 East Gorham Street (James Madison Park).

<sup>1</sup> Information obtained from Wikipedia as listed on 1/3/2011.

At an estimated population of 233,209, Madison is the second largest city in the State of Wisconsin. As the state capital and home to the largest University of Wisconsin campus, historically a significant portion of its economic vitality and development are linked to the University and Capitol.

The City of Madison 3-5 Year Strategic Economic Development Implementation Plan (August 2008) identified that the City is falling short in terms of economic health. Since 1981, jobs outside of government and education have grown from 66 to 80 percent. Additionally, the plan also identifies that despite a population growth of over 34% Madison now has 5,000 fewer jobs in government and education than it did in 1981.

The Economic Development Implementation Plan further identifies that while Madison has low unemployment and poverty, the median family income of \$50,171 (2006) is only slightly above state and national levels. Comparatively, median income for out-county families surpasses that for Madison families by 34%.

Undoubtedly, the City's geography, public land, bicycle and pedestrian infrastructure and health and educational systems are some of the factors that keep Madison appearing on numerous "best" cities lists.

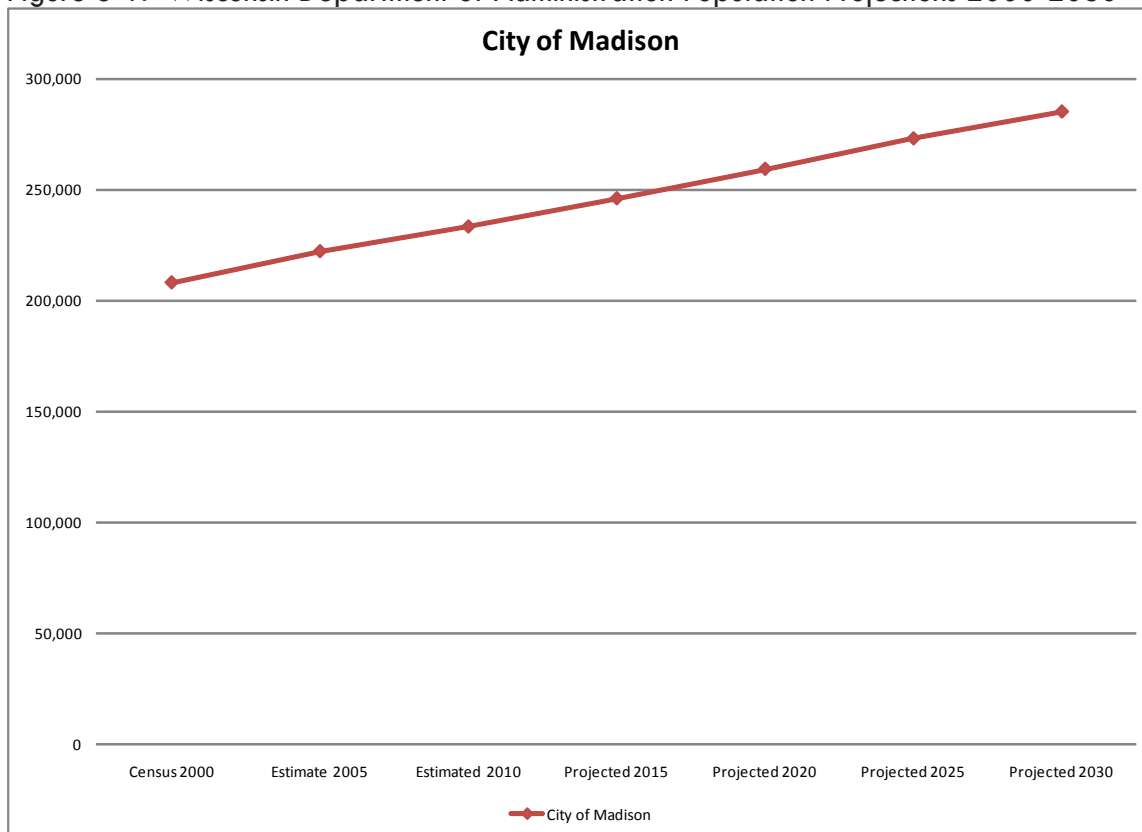
Continued investment in the City's public infrastructure such as parkland, as well as transportation, bicycle, and pedestrian facilities will be important to maintain the City's attraction to residents and investors.

Demographics

The 2010 Census data are partially available, and it is anticipated that the complete data analysis will not be available until December 2011. Due to the importance of timely adoption of this plan, other than the population estimates, the data used in the Community Profile is developed from a compilation of the Wisconsin Department of Administration (DOA) Population Projections and the U.S. Census Bureau American Community Survey 2009 1-year Estimate.

Information regarding the geographic distribution and makeup of the population is important in making site and facilities decisions for the park system. Detailed information on the City of Madison’s data profile based on the U.S. Census Bureau’s American Community Survey 2009 1-year Estimate is available in Appendix F.

Figure 6-1: Wisconsin Department of Administration Population Projections 2000-2030



According to the 2010 Census, Madison increased in population by nine percent or 17,288 persons from 1990, to reach a total of 208,054 persons in 2000. The population increase has continued at the same growth of approximately 1% per year to an estimated population of 233,209<sup>1</sup> on April 1, 2010. The Department of Administration projects that Madison’s population will grow to 259,172 in 2020 and 284,978 in 2030.

<sup>1</sup> U.S. Census Bureau, 2010 Decennial Census

Table 6-1 compares the various parkland standards per 1,000 population with the DOA population projections. Using the City of Madison’s adopted 2005 standards of parkland per 1,000 residents for new development, the City will need an additional 516 acres of parkland by the year 2030 to maintain the 2005 standard of 10 acres/1,000 population for new development. A majority of this land will be obtained through greenfield development identified in the City’s Neighborhood plans (273 acres of new parkland have been identified in the City’s Neighborhood Development Plans), however some of this parkland will need to be developed through redevelopment projects such as Central Park and those identified in the Downtown Plan.

Table 6-1: Analysis of Additional Classifiable Parkland Needed Every Five Years

|                          |                           | Projected<br>2015              | Projected<br>2020              | Projected<br>2025              | Projected<br>2030              |
|--------------------------|---------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| Projected Population     |                           | 245,913                        | 259,172                        | 272,891                        | 284,978                        |
|                          | Acres per<br>1,000<br>Pop | 2010-2015<br>Needed<br>Acreage | 2015-2020<br>Needed<br>Acreage | 2020-2025<br>Needed<br>Acreage | 2025-2030<br>Needed<br>Acreage |
| 2012 Proposed Standard   | 10                        | 127                            | 132                            | 137                            | 120                            |
| Existing Acres/1,000 pop | 11.15                     | 11.09                          | 11.03                          | 10.98                          | 10.94                          |

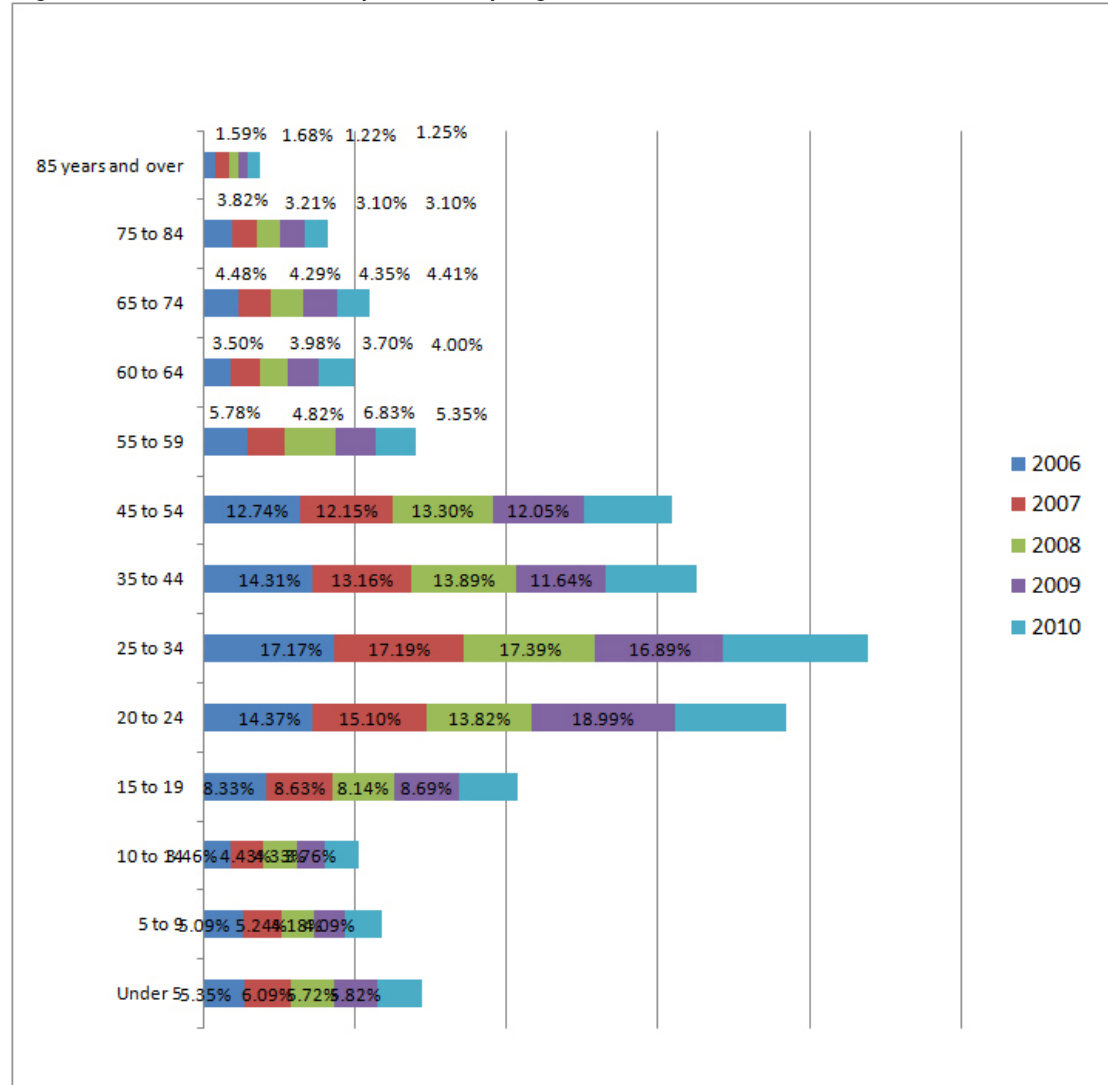
The results of this population projection have implications not only in regards to the reasonable expectations of what quantity of parkland the City can provide for its residents, but also how to acquire and develop parklands within the interior of the City rather than relying on new development of parkland on existing undeveloped land. The City of Madison’s infill goals will increase the quantity and density of residential units which will place increased demands on park facilities. This issue is further addressed in Chapter Seven.

The 2010 1 Year Population Estimate indicates that the majority of the population is 25 to 44 years



old at 44,662 (19)%.

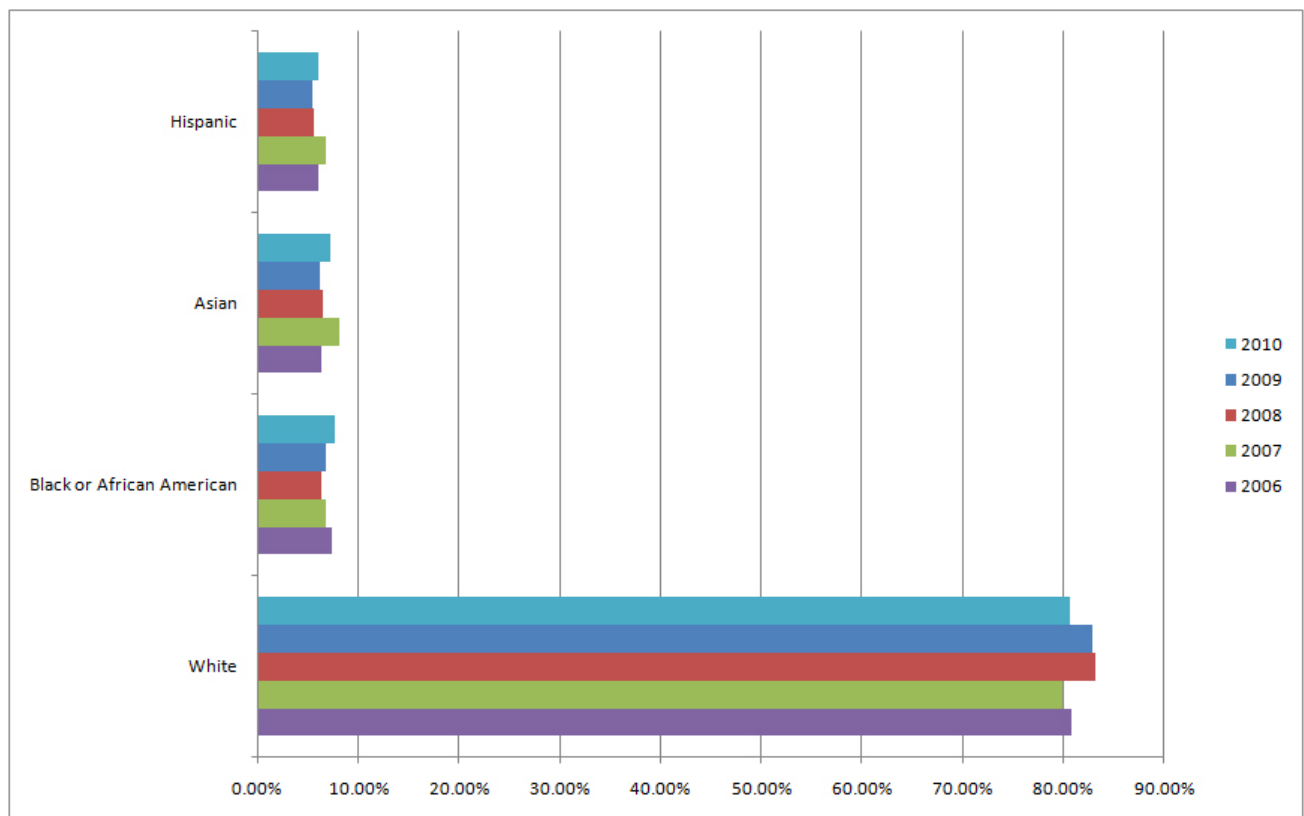
Figure 6-2: 2006-2010 Population by Age



The most significant demographic shift that will affect recreational demand will be the aging “Baby Boomer” population, defined by the U.S. Census Bureau as those born between 1946 - 1964 (currently between ages 46-64). While historically a large percentage of the United States population base, Madison does not have an exceedingly high population of “Baby Boomers” (21%). Regardless, the resultant demographic increase from those 45 to 65 to those 65 and over should be taken into consideration in providing more facilities for older age groups.

The majority of the population is white at 80%, followed by Black at 7.7%, then Asian at 7.1%, then Hispanic or Latino at 6%.

Figure 6-3: 2006-2010 Population by Race



Social Characteristics Summary

According to the U.S. Census Bureau American Community Survey (ACS) 2010 1 year estimate, the average household size is 2.20 with an average family size of 2.82. Madison currently has 48.7% family households, and 51.3% non family households with 36.5% of the households living alone. Of those households 6.4% are over 65. The 2010 ACS data shows a slight increase in family households with a corresponding decrease in non family households and households living alone.

School enrollment data suggest that of the 77,614 people enrolled in school, 57.6% of those are for college or graduate school. The next largest school enrollment population is elementary school at 21.0% enrollment, followed by high school at 12.5%, then kindergarten at 4.8% and finally pre-school at 1.9%.

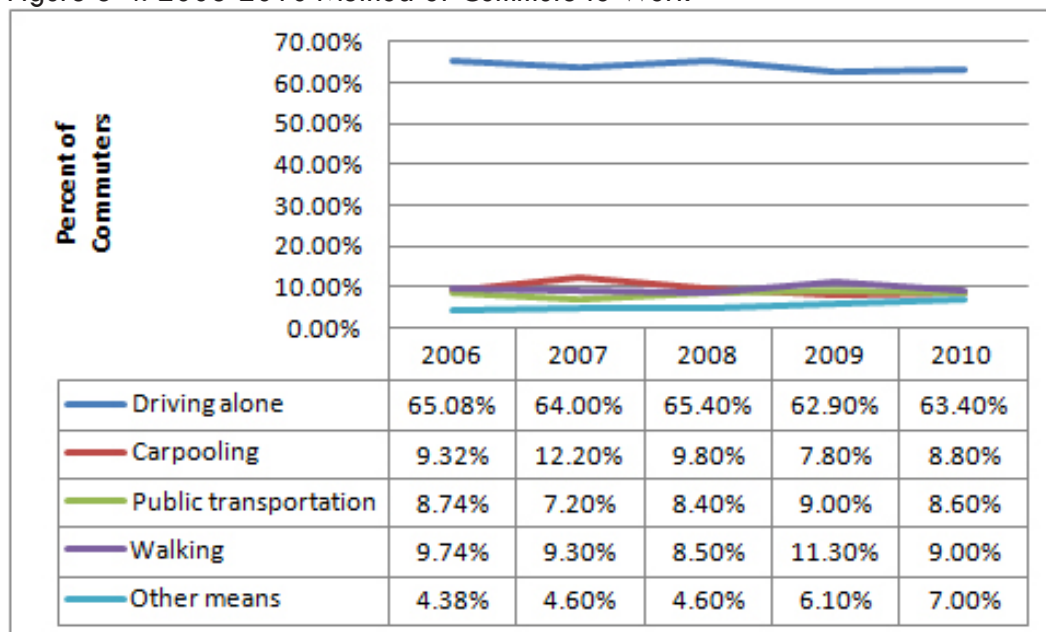
Economic Characteristics Summary

The economic characteristics summary described in the ACS 2010 1 year estimate indicates that 72.2% of the available workforce were employed, with the remaining in the armed forces, or not seeking work (i.e. in college, retired, etc.) with an unemployment rate of 5.4% for the civilian labor force. The unemployment rate from 2006 to 2007 doubled from 2.5% to 5.0%. The ACS estimates suggest an increase in unemployment since 2008, however the margin of error of these estimates is substantial enough to misrepresent this seemingly increasing unemployment rate.

The average work travel time is 19.1 minutes with 63.4% of the population driving to work alone,

8.6% using public transportation, 8.8% carpooling, 9.0% walking and 7.0% using other means. Travel time and commuting options have remained relatively constant since 2006, with the exception of an increase in commuting “by other means”.

Figure 6-4: 2006-2010 Method of Commute to Work



The majority of City of Madison residents are employed in fields related to educational services, health care, and social assistance. The majority of workers (70.1%) are employed by private wage and salary workers and 25.8% of workers are employed by the government. These distributions have remained relatively constant since 2007.<sup>2</sup>

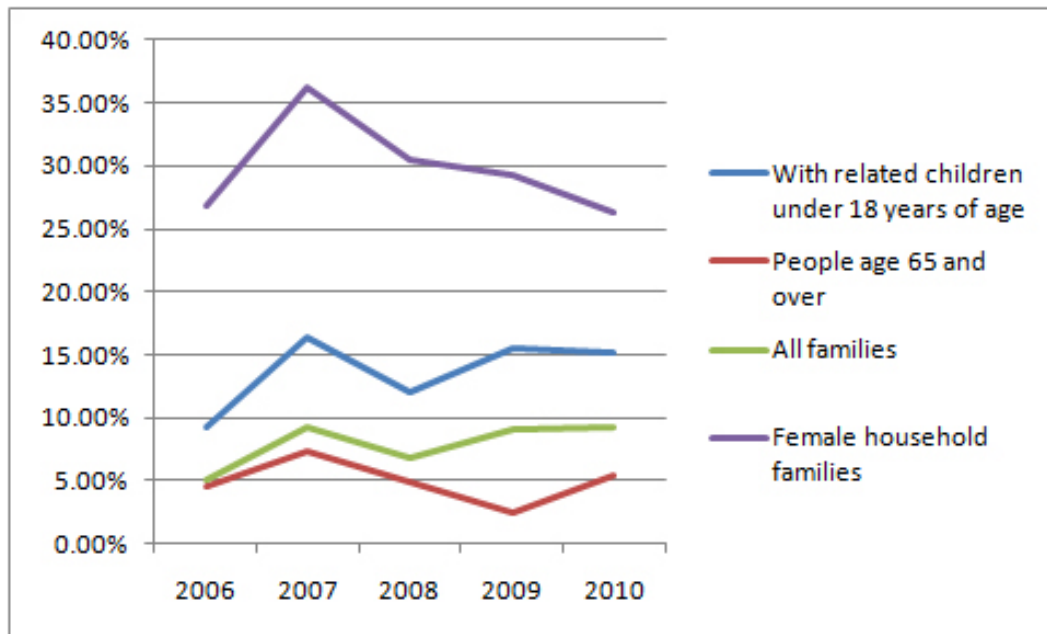
Table 6-2: 2007-2010 Class of Worker

| Class of Worker                                | 2007  | 2008  | 2009  | 2010  |
|--|-------|-------|-------|-------|
| Private wage and salary workers                | 68.7% | 70.6% | 69.4% | 70.1% |
| Government Workers                             | 27.8% | 25.1% | 26.4% | 25.8% |
| Self-employed in own not incorporated business | 3.4%  | 4.2%  | 4.0%  | 4.1%  |
| Unpaid family workers                          | 1.0%  | 0.0%  | 2.0%  | 0.0%  |

The USCACS further indicates that Madison’s largest income percentage per household is \$50,000-\$74,999 at 18.1% of the population, with 22.8% of households having an income falling below \$24,999. For those households with families, the highest percentage income group was those making between \$50,000 to \$74,999 at 18.7%, followed by families with an income of \$75,000 to \$99,999 at 18.6%. However, 9.2% of all families live below the poverty level and 18.7% of all people in the City of Madison live below the poverty level.

Figure 6-5: 2006-2010 Percentage by Type of Population Below Poverty

<sup>2</sup> Data for 2006 not available as percentage of workforce.



Housing Characteristics Summary

The City of Madison’s high population of students lends itself to a comparatively high level of rental units. Rental units are 49.6% of the entire housing tenure, and owner occupied units are 50.4% of the housing tenure. Typical of a metropolitan setting, housing structures with 20 or more units have the highest percentage of total housing units. This is pertinent information when we look at the City’s overall growth and projected increases in density with corresponding increased density proposed as part of the City’s Downtown Plan and Neighborhood Plans. As Madison continues to grow and density increases, outdoor recreation in backyards will decrease with decreasing lot sizes and City parks may become increasingly responsible for providing public areas for recreation.

As we look at prioritizing public needs in the City of Madison it should be noted that of the 49.6% paying rent, 47.1% of people have rent that is at or higher than 35% of their income.

Whether the financial burden of a mortgage or disproportionately high rent vs. income, many citizens rely on free public lands to serve their park, open space and recreational needs necessary to maintain a healthy lifestyle.

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## Chapter Seven: Park Development and Improvement Mechanisms



More than 40 years after the Vilas Park Shoe was donated by the Madison Plasterers Union, the popular “Woman Who Lives in a Shoe” slide got some needed repairs and resurfacing.

The Madison School and Community Recreation Art Cart program participants have painted the shoe on an annual basis; but after more than 40 years of paint, the shoe needed a face-lift.

The Madison Parks Division invested \$4,000 in the resurfacing, and the Art Cart children invested their time and artistic skills.



Resources are continuously needed to build and maintain City parks. The City of Madison has established a strong record of making such investment, particularly when no other alternatives can be found. As the City of Madison continues to develop innovative planning projects designed to enhance our great community, staff must explore formalized funding mechanisms related to the current planning visions.

This Chapter focuses on three factors of parkland development and improvements:

- Parkland Dedication and Impact Fees
- Revenues
- Volunteer Programs and Partnerships

### **Parkland Dedication and Impact Fees**

Wisconsin State Statutes permit local governments to enact ordinances requiring developers to provide land and/or funds for the development of public parks. Municipalities codified these developer obligations in two ways, either through their land dedication ordinance and/or through impact fees. Land dedication ordinances require developers to dedicate a specific amount of land area for public parks as part of the subdivision approval process based on a formula relating the parkland area to the number of dwelling units being proposed. In situations where the City of Madison determines it is not feasible or desirable to acquire additional parkland, this requirement included the option for the City to receive a monetary amount in lieu of the land. The fees collected are then used by the City to acquire parkland in a more appropriate location.

In 2006, Wisconsin Law also permitted local governments to collect fees for development of these parks through impact fees. Impact fees require developers to pay a specific amount of money based on a formula that typically relates the proposed dwelling units to the costs of developing park improvements that would serve the anticipated additional residents created by the development.



Parkland Dedication Ordinance

The City of Madison’s current parkland dedication is 700 square feet per multi-family dwelling unit, and 1,100 square feet per single-family dwelling unit.

Table 7-1 below provides an evaluation of the City’s current parkland dedication standards as it relates to varying population densities in the City. For example, a high density development of 230 dwelling units per acre (high density downtown development), would require dedication of 3.70 acres of parkland - which would equate in .009 acres of parkland per person or 8.98 acres/1,000 population. Comparatively, a low density development of 5 dwelling units per acre would yield .010 acres of parkland per person or 9.98 acres/1,000 population.<sup>1</sup>

Madison’s 2005 adopted and 2012 proposed parkland dedication goal is 10 acres/1,000 population. As Madison continues to grow and increase in density, the City may need to review parkland dedication requirements in order to maintain the City’s goal of 10 acres/1,000 population for new developments.

Table 7-1: Parkland Dedication Ordinance Analysis

| <b>Land Dedication Ordinance</b>  |                 |                     |                            |             |                    |                             |                       |
|---|-----------------|---------------------|----------------------------|-------------|--------------------|-----------------------------|-----------------------|
| <b>Example: Comparing 10 units of Single Family to 10 units of Multi-family Dwellings</b> |                 |                     |                            |             |                    |                             |                       |
|   | Dedication (sf) | # of dwelling units | pop/du                     | Square Feet | # of people adding | Parkland per person (sf)    | Park Acres/1,000 pop. |
| Multi-family Dwelling   | 700             | 10                  | 1.79                       | 7000        | 17.9               | 391.061                     | <b>8.98</b>           |
| Single Family Dwelling  | 1100            | 10                  | 2.53                       | 11000       | 25.3               | 434.783                     | <b>9.98</b>           |
| <b>Example: Comparing Madison's lowest and highest density developments</b>               |                 |                     |                            |             |                    |                             |                       |
|   | Dedication (sf) | Density (du/acre)   | Dedicated Parkland (Acres) | Pop/du      | # of people adding | Parkland per person (acres) | Park Acres/1,000 Pop  |
| High Density Development (multi-family)   | 700             | 230                 | 3.70                       | 1.79        | 411.7              | 0.009                       | <b>8.98</b>           |
| Low Density Development (single family)   | 1100            | 5                   | 0.13                       | 2.53        | 12.65              | 0.010                       | <b>9.98</b>           |

To provide context to discussion, a comparison of the parkland dedication requirements of cities of comparable size, as well as of other cities within the State of Wisconsin is located in Appendix A, Table 7: *Parkland Ordinance Municipal Comparison*.

<sup>1</sup> Assuming an occupancy rate of 1.79 pop/du for multifamily housing and 2.53 pop/du for single family homes.

### Fees in Lieu of Analysis

As stated earlier in this chapter, developers are required to either dedicate parkland or pay fees in lieu of dedicating parkland for all residential developments in the City of Madison. This requirement ensures that new residential development has adequate parkland as defined by the City's parkland goals, meeting the demand for parkland caused by the increase in population from the new residential development. Residential developments are the only developments responsible for dedicating parkland or paying fees in lieu of dedicating parkland.

The City's current fee structure for fees in lieu requires developers to pay a fee based on the estimated price per square foot of the required dedicated parkland in lieu of dedicating land for park purposes. These fees allow the City to purchase or expand parkland to serve the additional population created by this development.

The fee-in-lieu of parkland square foot price has increased each year by 5%. Below is a list of the annual City of Madison's requirement for fees in lieu of parkland.

- 2006: \$1.65/sf
- 2007: \$1.74/sf
- 2008: \$1.82/sf
- 2009: \$2.01/sf
- 2010: \$2.11/sf
- 2011: \$2.22/sf

From 2005 to 2010 approximately 123 residential developments paid the City of Madison fees in lieu of parkland.

As part of the analysis for this plan, the staff assessed the land value of properties within a 1/4 mile of residential developments that paid fees in lieu of land dedication. This analysis was a general analysis looking only at mean and median assessed land values, and eliminating assessed land values of \$0/sf such as religion institutions and parking garages (assuming the City would not be able to purchase these lands for \$0/sf), see Appendix B, Exhibit 8: *Fees in Lieu Analysis*.

In order to prevent biased results from the increased land value created by the development, this analysis reviewed assessed land values determined at the beginning of the same year that the developer was required to pay fees (presumably before any construction occurred).

Table 7-2: Assessed Land Value for Properties within Quarter-Mile Radius of Development Properties that Paid Fees in Lieu of Land Dedication<sup>2,3</sup>

| Year        | Development Location | Mean (\$/sf) | Median (\$/sf) | City of Madison Ordinance (\$/sf) |
|-------------|----------------------|--------------|----------------|-----------------------------------|
| <b>2006</b> |                      |              |                |                                   |
|             | West                 | \$0.16       | \$.02          | \$1.65                            |
|             | East                 | \$4.19       | \$5.00         | \$1.65                            |
|             | West                 | \$4.23       | \$4.17         | \$1.65                            |
|             | East                 | \$4.86       | \$5.03         | \$1.65                            |
|             | West                 | \$6.90       | \$6.95         | \$1.65                            |
|             | Isthmus              | \$9.57       | \$9.28         | \$1.65                            |
|             | West                 | \$8.29       | \$8.77         | \$1.65                            |
|             | Isthmus              | \$20.21      | \$15.4         | \$1.65                            |
|             | Isthmus              | \$45.5       | \$42.6         | \$1.65                            |
|             | ENTIRE CITY          | \$4.86       | \$10.64        | \$1.65                            |
| <b>2007</b> |                      |              |                |                                   |
|             | North                | \$5.02       | \$4.98         | \$1.74                            |
|             | West                 | \$7.91       | \$6.09         | \$1.74                            |
|             | West                 | \$11.60      | \$12.90        | \$1.74                            |
|             | West                 | \$37.18      | \$38.09        | \$1.74                            |
|             | ENTIRE CITY          | \$7.32       | \$6.79         | \$1.74                            |
| <b>2008</b> |                      |              |                |                                   |
|             | North                | \$2.79       | \$2.60         | \$1.82                            |
|             | West                 | \$7.59       | \$7.56         | \$1.82                            |
|             | East                 | \$7.90       | \$8.10         | \$1.82                            |
|             | East                 | \$9.10       | \$9.72         | \$1.82                            |
|             | East                 | \$13.03      | \$12.63        | \$1.82                            |
|             | Isthmus              | \$38.97      | \$30.02        | \$1.82                            |
|             | ENTIRE CITY          | \$5.42       | \$6.84         | \$1.82                            |
| <b>2009</b> |                      |              |                |                                   |
|             | West                 | \$4.78       | \$4.69         | \$2.01                            |
|             | East                 | \$4.97       | \$5.13         | \$2.01                            |
|             | North                | \$5.54       | \$5.77         | \$2.01                            |
|             | East                 | \$5.56       | \$5.78         | \$2.01                            |
|             | West                 | \$8.86       | \$8.80         | \$2.01                            |
|             | Isthmus              | \$19.80      | \$15.60        | \$2.01                            |
|             | Isthmus              | \$24.10      | \$28.10        | \$2.01                            |
|             | ENTIRE CITY          | \$5.39       | \$9.26         | \$2.01                            |

2 Mean and median values equals the mean (or median) value of assessed land of properties within a 1/4 mile radius of development property and are derived from the assessed values of the corresponding year of development.

3 Properties with assessed land values of "0" (i.e. religious institutions, government buildings, etc.) were eliminated from the mean and median value calculations.

Table 7-2 (Continued)

|             |             |         |         |        |
|-------------|-------------|---------|---------|--------|
| <b>2010</b> |             |         |         |        |
|             | East        | \$4.83  | \$5.03  | \$2.11 |
|             | South       | \$5.03  | \$4.04  | \$2.11 |
|             | West        | \$6.90  | \$6.69  | \$2.11 |
|             | West        | \$10.70 | \$12.07 | \$2.11 |
|             | Isthmus     | \$31.32 | \$25.84 | \$2.11 |
|             | ENTIRE CITY | \$5.39  | \$10.60 | \$2.11 |
| <b>2011</b> |             |         |         |        |
|             | East        | \$5.94  | \$6.56  | \$2.22 |
|             | West        | \$8.00  | \$8.19  | \$2.22 |
|             | West        | \$9.54  | \$10.84 | \$2.22 |
|             | West Side   | \$15.90 | \$16.68 | \$2.22 |
|             | Isthmus     | \$33.90 | \$25.46 | \$2.22 |
|             | ENTIRE CITY | \$5.25  | \$9.49  | \$2.22 |

The results of this analysis demonstrate that there are geographic differences in land value throughout the City of Madison. The results also indicate that the current fee in lieu charged to developers will buy significantly less land than would be obtained if the developer was required to dedicate park-land.

### Park Impact Fees

The 2011 City of Madison Park Impact Fees were \$613.83 per multi-family dwelling unit, and \$954.86 per single family dwelling unit. These fees are enacted through the City's Impact Fee Ordinance and allow the City to help fund park development or improvement associated with the increased population generated by new residential development. Revenues collected via impact fees are assigned to an impact fee district, and must be used specifically for improvements in that district.

Based upon estimated park development costs for new development<sup>4</sup> (Table 7-3), park development fees do not offset the total cost of the park. In the scenario shown in Table 7-3, a potential facility for a new park, impact fees would be responsible for only 40% of the total costs to implement a park master plan (Table 7-4)<sup>5</sup>.

It is important to note that the estimated park development costs in Table 7-3 and 7-4 are only for new development, which is less expensive than redeveloping an existing developed property. As the City continues to increase density of residential areas, the City may need to rely more heavily on acquisition and development of existing developed sites for parklands as opposed to existing agriculture land. Currently, the City is already looking towards existing developed sites as part of the plans for Central Park and as part of the recommendations of the draft Downtown Plan.

It is also important to note that the facilities listed in Table 7-3 are potential facilities for purposes of analysis. They are not reflective and should not be used to identify typical facilities in parks.

Park development to convert an existing developed property to parkland (especially in the downtown) will incur costs such as acquisition, demolition and potential site remediation. Acquisition will most likely need to occur in areas with the highest density and highest population centers. Acquisition of land in high density areas within the City of Madison will add significant costs, along with the demolition of existing structures required for parkland development. Additionally, as can be seen in Appendix B, Exhibit 8: *DNR Inventory of Contaminated Properties*, properties in high density areas such as the downtown may have contamination issues. Depending on the proposed construction and existing contamination, remediation or "closing" of the site can cost anywhere from several thousand to several hundreds of thousands per acre. Closed remediation sites may require additional remediation to be safe for parkland, and open sites will require staff time and financial resources to remediate until closure is granted by the Wisconsin DNR.

The additional costs associated with redeveloping parkland on an existing developed property can easily add hundreds of thousands of dollars to park development costs.

As the City of Madison relies more on redevelopment for park facilities, it is reasonable to expect that the total park development costs identified in Table 7-3 could triple or quadruple when dealing with redevelopment of existing parcels, resulting in impact fees that provide between 5%-15% of total park development costs, excluding the high cost of acquisition.

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4 "New development" is development of land that has not been previously developed, such as development of park from land that was previously an agricultural field.

5 Assumptions of this cost relate to typical acreage, and assigned percentages of park construction based on population as shown in table 7-3.

Table 7-3: Potential Facility Development Estimated Costs<sup>6</sup>

| Mini Park (1.7 ac)             |                  | Neighborhood Park (10 ac)                             |                  | Community Park (50 ac)                            |                  |
|--------------------------------|------------------|---|------------------|---|------------------|
| Master Plan                    | \$8,000          | Master Plan   | \$20,000         | Master Plan                                       | \$50,000         |
| Site Engineering               | \$10,000         | Site Engineering                                      | \$20,000         | Site Engineering                                  | \$250,000        |
| <i>Amenities</i>               | <i>2010 Cost</i> | <i>Amenities</i>                                      | <i>2010 Cost</i> | <i>Amenities</i>                                  | <i>2010 Cost</i> |
| Grading and Site Prep          | \$20,000         | Grading and Site Prep                                 | \$50,000         | Grading and Site Prep                             | \$100,000        |
| Finish Grading & Restoration   | \$10,000         | Finish Grading and Restoration                        | \$100,000        | Finish Grading and Restoration                    | \$300,000        |
| Landscaping                    | \$5,000          | Landscaping   | \$30,000         | Landscaping                                       | \$60,000         |
| Utility Services               | \$5,000          | Utility Services                                      | \$10,000         | Utility Services                                  | \$20,000         |
| (1) Play Structure & Mulch     | \$40,000         | (1) Play Structure & Mulch                            | \$75,000         | (1) Play Structure & Mulch                        | \$100,000        |
| (3) Detached Play Equipment    | \$10,000         | (5) Play Equipment                                    | \$20,000         | (10) Play Equipment                               | \$20,000         |
| (2) Picnic Tables              | \$3,000          | (5) Picnic Tables                                     | \$7,500          | (7) Picnic Tables                                 | \$10,500         |
| (1) Park Sign                  | \$2,000          | (1) Park Sign   | \$2,000          | (1) Park Sign                                     | \$2,000          |
| (1) Park Kiosk                 | \$7,000          | (1) Park Kiosk  | \$7,000          | (1) Park Kiosk                                    | \$7,000          |
| (3) Trash/Recycling Bins       | \$1,500          | (7) Trash/Recycling Bins                              | \$3,500          | (10) Trash/Recycling Bins                         | \$5,000          |
| (3) Benches                    | \$4,500          | (6) Benches   | \$9,000          | (10) Benches                                      | \$15,000         |
| (1) Paved 1/2 Basketball Court | \$20,000         | (1) Drinking Fountain                                 | \$3,000          | (2) Drinking Fountains                            | \$6,000          |
| (1/4 mi) Paved Trails          | \$65,000         | (1) Bike Rack   | \$5,000          | (1) Bike Rack                                     | \$5,000          |
| (2) Park pedestrian lights     | \$8,000          | (4) Tennis Courts with lights                         | \$120,000        | (8) Tennis Courts with lights                     | \$240,000        |
|                                |                  | (1) Baseball Diamond (without lights, with bleachers) | \$100,000        | (3) Baseball Diamonds (with lights and bleachers) | \$600,000        |
|                                |                  | (1) Open-air Shelter                                  | \$50,000         | (1) Shelter building with restroom                | \$1,000,000      |
|                                |                  | (1) Ice Skating Rink                                  | \$12,000         | (1) Open air shelter                              | \$50,000         |
|                                |                  | (3) Soccer Fields                                     | \$5,000          | (1) Floating Ice Rink                             | \$25,000         |
|                                |                  | (4) Park pedestrian lights                            | \$20,000         | (4) Soccer Fields                                 | \$10,000         |
|                                |                  | (25) Car parking lot with lighting                    | \$100,000        | (100) Car parking Lot with lighting               | \$300,000        |
|                                |                  | (1/2 mi) Paved Trails                                 | \$130,000        | (1 mi) Paved Trails                               | \$260,000        |
|                                |                  |   |                  | (3 mi) Mowed Trails                               | \$2,000          |
| Subtotal                       | \$215,000        |   | \$919,000        |   | \$3,437,500      |
| Contingency (15%)              | \$32,250         |   | \$137,850        |   | \$515,625        |
| TOTAL                          | \$247,250        |   | \$1,056,850      |   | \$3,953,125      |

<sup>6</sup> The above list is not a list of typical facilities, and is only used specifically as an analysis to better understand impact fees. Cost includes a general amount for site grading, utility constructions, and subbase preparation. Conditions will vary for each park depending on specific facilities installed. Master Planning and Site Engineering Costs are estimated using City Staff costs for Mini and Neighborhood Parks. Master Planning and Site Engineering costs for Community Parks are estimated using consultant fees.



Table 7-4: Park Impact Fee Analysis

| <b>Park Impact Fee Analysis</b>   |                        |   |                          |                        |                          |   |  |
|---|------------------------|---|--------------------------|------------------------|--------------------------|---|--|
|   | Park Impact Fee        | Total Impact Fee (du * impact fee)        | pop/du                   | # of people adding     | Fee per person           |   |  |
| High Density Development (multi-family)   | \$613.83               | \$141,180.90                              | 1.79                     | 503.7                  | \$280.29                 |   |  |
| Low Density Development (single family)   | \$954.86               | \$4,774.30                                | 2.53                     | 10.95                  | \$436.01                 |   |  |
| <b>Example: Comparing Two Developments (Low and High Density) that Would Result in 10 Acres of Parkland Dedication</b>  |                        |   |                          |                        |                          |   |  |
|   | Park Impact Fee        | Development Area                          | pop/du                   | Dwelling Units         | People Adding            | Impact Fee Total                          |  |
| High Density Development (multi-family)   | \$613.83               | 2.71                                      | 1.79                     | 622                    | 1113.89                  | <b>\$381,978</b>                          |  |
| Low Density Development (single family)   | \$954.86               | 79.2                                      | 2.53                     | 396                    | 1001.88                  | <b>\$378,125</b>                          |  |
| <b>Example: A 1,000 person mixed used residential development total impact fees, compared to park development costs</b> |                        |   |                          |                        |                          |   |  |
|   |                        |   | # of people adding       | # of dwelling units    | Total Impact Fee         |   |  |
| High Density Development (multi-family)   |                        |   | 500                      | 228                    | \$139,953                |   |  |
| Low Density Development (single family)   |                        |   | 500                      | 228                    | \$217,708                |   |  |
|   | Total                  |   | 1000                     |                        | <b>\$357,661</b>         |   |  |
| <b>Park Development Costs per 1,000 population</b>  |                        |   |                          |                        |                          |   |  |
|   | 2012 Proposed Standard | Greenfield Park Development Cost Estimate | Typical Acreage per Park | 2012 Proposed Standard | # of Parks per 1,000 pop | Cost of Park Development per 1,000 people | Difference between Park Development Cost and Park Impact Fees Acquired |
| Mini Park   | 0                      | \$247,250                                 | 1.7                      | 0                      | 0                        | \$0                                       | <b>\$532,798</b>   |
| Neighborhood Park   | 3.75                   | \$1,056,850                               | 10                       | 3.75                   | 0.375                    | \$396,319                                 |  |
| Community Park  | 6.25                   | \$3,953,125                               | 50                       | 6.25                   | 0.125                    | \$494,141                                 |  |
| <b>TOTAL</b>  | <b>10</b>              |   |                          | <b>10</b>              |                          | <b>\$890,459</b>                          |  |

## Revenues

The City of Madison offsets a portion of operational and development costs with revenues generated from items such as shelter fees, dog park licenses, cross country ski permits, concessions, lease agreements, and gift shop merchandise. The following is a list of revenue generated from the annual parks revenue account, and does not include special facilities (cemeteries, golf course revenues, revenues from State Street/Mall Concourse, Olbrich Botanical Gardens, the Goodman Pool, or Warner Park Community Recreation Center).

Table 7-5: 2007-2011 Park Revenue

| Category             | 2007        | 2008        | 2009        | 2010        | 2011        |
|----------------------|-------------|-------------|-------------|-------------|-------------|
| General Park Revenue | \$844,700   | \$938,120   | \$1,069,013 | \$1,075,200 | \$1,077,979 |
| Grants               |             | \$60,490    | \$72,530    | \$44,294    | \$39,069    |
| Donations            | \$402,285   | \$386,144   | \$322,278   | \$324,250   | \$598,000   |
| Total                | \$1,246,986 | \$1,384,724 | \$1,463,822 | \$1,443,744 | \$1,715,048 |

General Park Revenue consists of athletic field reservation fees, concessions, cross country ski permits, dog park licences, gift shop merchandise, lease agreements, scheduling fees, shelter reservations, and special event permits. Athletic and shelter reservation fees account for approximately 60% of all listed general revenue. Lake access and boating permit fees account for approximately 20% of the General Park Revenue. General Park Revenue is used primarily to offset operational expenses. Grants and private donations are used primarily in funding capital improvement projects. Many of the City's largest park projects include significant amounts of private contributions.

The City of Madison Parks Division manages 17 trust and donation funds with a total value of approximately \$5.1M. The largest trust fund is the Cemetery perpetual care fund, which has been created using proceeds from lot sales. An annual allocation is made towards the maintenance of the Cemetery from this fund. Other funds range in size from \$2,200 to \$600,000. These trust and donation funds are used for appropriate projects and improvements pursuant to the terms of the donation or trust and with the Board of Park Commissioners approval.

Table 7-5 includes donation revenue from both trust fund accounts and from annual direct private donations. Approximately 80% of the annual donated revenue has come from annual direct private donations and contributions. The remaining 20% of the donation revenue is derived from trust principal and interest. As budgetary constraints on City resources continue, these trust and donated funds will become exceedingly important in continued improvements within the Parks system.

The City of Madison collects impact fees and land fees in lieu of as discussed previously in this chapter. These fees must be used to either acquire land or to make park improvements specifically to parkland within the "impact fee district" where these fees were collected. Below is an inventory of these fees collected from 2007-2011.

Table 7-6: 2007-2011 Park Developer Fees

|                  | 2007       | 2008        | 2009      | 2010      | 2011      |
|------------------|------------|-------------|-----------|-----------|-----------|
| Impact Fees      | \$ 548,662 | \$496,201   | \$119,629 | \$318,142 | \$220,000 |
| Land Acquisition | \$441,537  | \$724,139   | \$275,399 | \$611,423 | \$475,000 |
| Total            | \$990,199  | \$1,220,339 | \$395,028 | \$929,566 | \$695,000 |

Additional revenues that are not associated with general park revenue include dog parks, golf courses and the Goodman Pool. These facilities generate revenue that is reinvested into these facilities and programs. Overall, golf courses have covered their expenses since 2009, and the pool has covered its direct operations costs since 2009. The dog park fund has been steady and seemingly at higher levels than expenditures, though in 2010 with the additional of two new dog parks, expenses exceeded revenues.

Table 7-7: 2007-2011 Golf, Pool and Dog Park Revenues

|              | 2007        | 2008        | 2009        | 2010        | 2011        |
|--------------|-------------|-------------|-------------|-------------|-------------|
| Dog Parks    | \$75,173    | \$78,030    | \$102,428   | \$117,892   | \$112,685   |
| Golf Courses | \$2,203,000 | \$2,164,125 | \$2,230,768 | \$2,093,142 | \$2,003,985 |
| Goodman Pool | \$329,962   | \$365,969   | \$316,478   | \$376,009   | \$406,400   |

### Volunteer Programs and Partnerships

#### Madison Parks Foundation<sup>7</sup>

Madison Parks Foundation is private non-profit organization founded in 2002 with the mission of supporting ad hoc groups of neighbors to raise funds to make improvements in neighborhood parks and public spaces. The Madison Parks Foundation is an enthusiastic advocate for City of Madison's parks and open spaces - committed to identifying and supporting park improvement opportunities by encouraging and mobilizing the financial support of neighborhood groups, foundations and citizens.

The Madison Parks Foundation is dedicated to future generations of citizens through efforts to preserve, maintain and expand our gift of parks and open space in Madison. The intended purpose of the Madison Parks Foundation is to acquire financial resources through memberships and via grants and other contributions to make park improvements. The resources of the Madison Parks Foundation are not intended to replace or substitute for tax revenues generated for the annual ongoing maintenance activities of the Madison Parks Division.

The Madison Parks Foundation has been instrumental in fund-raising and providing neighborhood resources for significant park projects including such projects as the Goodman Pool, Cypress Spray Park, Period Garden Park Improvements, Carpenter-Ridgeway park labyrinth, Wexford Park playground and the Rennebohm Park playground.

<sup>7</sup> Information obtained from Madison Parks Foundation website [www.madisonparksfoundation.org/](http://www.madisonparksfoundation.org/).

Madison Parks and our Volunteers

Madison Parks encourages citizens to actively participate in their parks by a number of means, including donations of time and/or resources.

The City has many individuals or groups of volunteers who dedicate countless hours of volunteer work in City of Madison parks. These volunteers donate either on a one-time basis or as an ongoing commitment for an event, a specific project, a specific park or a volunteer day. The City frequently has groups, individuals, youth groups and corporate volunteers who participate on large scale volunteer days such as Earth Day. These volunteers usually assist with weeding, invasive species removal, pruning or trimming or trash pick-up. On-going volunteers usually are involved in a City's volunteer program such as Flower Gardeners, Adopt-A-Park (many adopted by Friends groups), Adopt Ice or Parks Watch. Madison Parks has over 10,000 hours of time donated annually for maintenance projects year round.

Madison Parks strives to provide mechanisms for volunteers to donate resources, such as funding, to help facilitate park development. Madison Parks staff works together with neighborhood associations and other groups to approve a project and identify private fund-raising goals. The City Parks Division has the ability to leverage these funds with existing City resources to move forward with projects more quickly. Projects funded through these means vary, but some examples are additional playground equipment, landscaping and shelters.

Direct citizen investment, in the form of volunteer hours or funding, will be critical to the future of the City of Madison Parks system. Providing programs and opportunities to engage citizen volunteers in the park system is key to the future of the Parks system. Continuing to build the relationship between the City and the Madison Parks Foundation is key to the continued development of private fund-raising opportunities. The Parks Division, in collaboration with the Madison Parks Foundation, will continue to develop programs that offer citizens opportunities to provide funding towards important park improvements. These funding opportunities could range from smaller one time donations towards a specific project (e.g. a neighborhood park shelter) to larger donations establishing a fund for ongoing contributions toward park investments.

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## Chapter Eight: Parks Division Operations and Staff



### PREPARING FOR WINTER

Winter for Parks Operations staff includes putting up hockey boards, daily maintenance ice rinks, maintenance on 18.5 mi of ski trails, daily updates to the public about winter activity conditions, winterization of every public drinking fountain, shelter, restroom in the park and State Street, installation of winter snowflake lights, plowing of bike trails and sidewalks for over 260 parks, attending public meetings that plan the spring and summer activities, removal of boat launch piers, preparation of Olbrich gardens for winter, stocking skis and skates at ice rink shelters, and all in all repeating most of these tasks every time the snow falls.



The Parks Division has numerous responsibilities including designing, planning and maintaining the City's park system as well as programming and coordination of special events and reservations. The Parks East and West Operations staff are responsible for the maintenance and care of over 260 parks city-wide and facilities including 18 reservable park shelters, over 250 athletic facilities such as ball diamonds, tennis courts and soccer fields and over 50 neighborhood sun shelters. They are also responsible for mowing an additional 925 acres of public land outside park boundaries including greenways and road-right-of-way. The Parks Conservation staff is responsible for managing over 1,700 acres of city-owned conservation parks.

The Parks Division also manages non-traditional facilities such as the State Street/Mall Concourse, Olbrich Botanical Gardens, two cemeteries, four golf courses and the Warner Park Community Recreation Center. Forestry is also included in this division and is responsible not only for trees within the City park system, but for street trees in public rights-of-way.

These duties are performed by roughly 150 full time employees, 290 seasonal employees, 6 part-time employees and 3 interns.

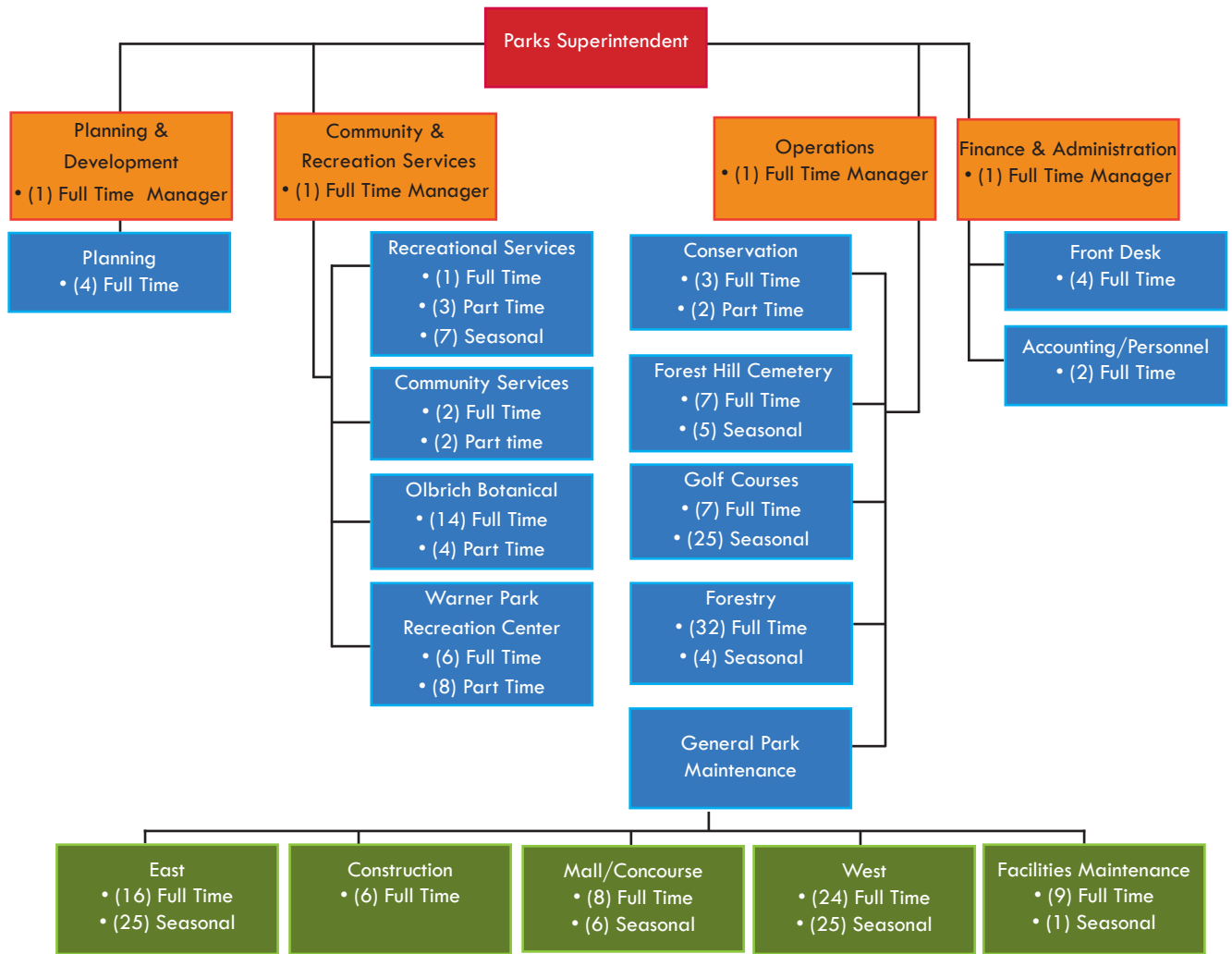
### Structure and Responsibilities

In the City of Madison, the Parks Division is separate from the recreation programming service. Responsibility for parks is assigned to the City to the Madison Park Commission and the Parks Division, a Division of the Department of Public Works. The primary recreation program is the responsibility of Madison Community and School Recreation (MSCR) run by the Madison Metropolitan School District, which has had a recreation program since 1926.

Figure 8-1 outlines the various divisions within the Parks Division. The main categories are Planning and Development; Community and Recreation Services; Operations; and Administration.



Figure 8-1: Parks Division Organization Chart



The following is a general description of the main responsibilities of each division.

*Planning and Development*

Planning and Development oversees all aspects of park planning and development including long range planning and policies, park master planning, design and construction of parks, intergovernmental coordination of policies and ordinances, and assists with the site design approval process related to the dedication of parkland and park impact fees.

*Community and Recreation Services*

Community and Recreation Services coordinates all special events and festivals on public land; provides new event initiatives; coordinates programming events on State Street/Capitol Mall Concourse; schedules and coordinates athletic field and shelter reservations; coordinates and processes permitting such as vending, Capitol Square and State Street street-use, public amplification, and electrical permits; programs volunteer events; manages and develops all marketing and promotions, including media inquiries, newsletters, and the City’s park website; and manages operations of Olbrich Botanical Gardens and Warner Park Community Recreation Center.

### *Operations*

Parks Operations is accountable for operations and maintenance of all parks, as well as the State Street/Capitol Mall Concourse, and includes the Forestry Division. Responsibilities for Operations staff is vast and can only be partially addressed in this paragraph. Some of the responsibilities of Operations staff includes: building and facility maintenance and repairs; shoreline cleanup and maintenance of boat ramps, docks, boathouses, and sailboat storage facilities; mowing and maintaining over 250 athletic facilities; maintenance of ice rinks, sledding hills and cross country ski trails; and plowing of bike trails and park parking lots. Parks operation staff also maintains several landfills, boulevards, street right of ways, greenways (engineering administered land), historic sites and bike trails. This also includes operations and maintenance of the City's cemeteries, conservation lands, four public golf courses, and includes the City's Forestry section which provides oversight of all trees on public land (including street trees).

### *Finance and Administration*

Parks Finance and Administration handles all management of payroll, expenditures, revenues, administrative policy, routine communication and general information to public, coordination of commission meeting minutes and agendas, permitting, and coordinating shelter and athletic field rentals.

### **Staffing Analysis**

This section of the plan analyzes staffing hours within the past 5 years in regards to planning, maintenance and development of the City's general park facilities. It is difficult to make any correlating analysis between operation and capital budget versus additional land and responsibilities as demands placed on staff members differ from year to year, varying in terms of weather, difficulty and size of public works projects, specific requests from alder person and neighborhood associations, etc. Additionally, while staff hours may decrease, corresponding increases in technology and efficiency may reduce the required number of staff hours to complete the work.

The comparison provided in this chapter is purely an informative table comparing data within a 5 year period, corresponding to the required 5 year updates of the Park and Open Space Plan.

Because of the general analysis of this plan specifically as it relates to parkland, the following divisions within the department are used as indicators to compare staff hours with increased park acreage. This analysis does not include staff hours or budgeting for special facilities such as the Warner Park Community Recreation Center, Forestry (which primarily manages trees in street right of way), Olbrich Botanical Gardens, or the Goodman Pool.

- Planning and Development
- East and West Operations
- Conservation

The Parks Division is funded through the City's annual budgeting process. This process includes an annual Operating and Capital Budget. The Operating Budget includes ongoing staffing, maintenance, utilities, and operational expenses. The Operating Budget is funded via the property tax levy, permit and fee revenues and inter-governmental aid. Approximately 80% of the operational expenses are funded through the property tax levy. This budget is funded primarily using ten year General Obligation bonds issued by the City, with the debt service being paid directly by the property tax levy and not from the Parks Division's annual Operation Budget. This equates to \$750,000 in additional annual support. The Capital Budget includes an annual allocation for capital improvement projects. These projects are funded primarily using ten year General Obligation bonds issued by the City, with the debt service being paid by the property tax levy. Significant other revenues for Capital projects include private contributions, state grants, and federal grants and impact fees.

The Parks Division has an overall 2011 Operating Budget of approximately \$17M, offset with total revenue collection of approximately \$3.4M. The overall Parks Division Operating Budget includes numerous special facilities and services that are not always found within a Parks Division. For example, included in the Parks Division's budget is the Warner Park Community Recreation Center, Olbrich Botanical Gardens and Forestry Operations. Table 8-1 highlights the annual property tax levy support for the most commonly associated Parks Division services (e.g. Planning, Maintenance and Recreation). This table shows that levy support over the 2008 through 2012 period has been relatively stable in these areas, as well as overall for the Division. Operating funding beyond 2012 will be provided as a part of the City's annual budget process. There are numerous potential funding challenges facing the City in coming years mostly related to declining state revenues. It is probable that additional reductions in revenues to the City as a whole will have an adverse impact on funding levels for the Parks Division.

Table 8-2 highlights the Capital Budget for the Parks Division for the period 2006-2012. This funding provides for new capital assets and/or improvements to existing park assets, such as those found in Table 8-5. The level of funding has grown for Parks over this period, and Table 8-3 shows a relatively stable funding plan over the five years of the Capital Improvement Program. Given the potential for overall funding reductions highlighted above, it is important to recognize that future planned capital improvements are still subject to annual appropriation as part of the City's budget process.

Overall, if external revenue streams to the City are not significantly reduced, the Parks Division's budgetary outlook for the next five to ten years is positive. Anticipated growth in levy support is likely not going to be high, but in conjunction with other revenue opportunities, should provide additional resources for Parks. This is important because the Parks system will continue to grow over this period and funding will be needed in addition to continued efforts at improved efficiency in service delivery. Additionally, increasing volunteerism, growing private fund-raising and evolving land management practices will also play a significant role in the overarching budgetary picture for Madison Parks.

Table 8-1: 2006-2012 Operating Budget<sup>1</sup>

| Year                        | 2006               | 2007               | 2008               | 2009               | 2010               | 2011               | 2012<br>(Executive) |
|-----------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------|
| <b>Operations Budget</b>    | <b>\$7,045,076</b> | <b>\$7,391,371</b> | <b>\$8,104,901</b> | <b>\$8,646,124</b> | <b>\$8,334,130</b> | <b>\$8,437,096</b> | <b>\$8,455,000</b>  |
| % Change from Previous Year |                    | +4.6%              | +8.8%              | +6.2%              | -3.7%              | 1.24%              | 0.2%                |

Table 8-2: 2006-2012 Capital Budget<sup>2</sup>

| Year                        | 2006               | 2007               | 2008               | 2009               | 2010               | 2011                | 2012<br>(Executive) |
|-----------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------|---------------------|
| General Obligation          | \$4,074,700        | \$5,347,700        | \$3,288,312        | \$3,022,000        | \$2,786,400        | \$7,662,305         | \$4,174,500         |
| Other                       | \$1,633,000        | \$995,000          | \$1,525,000        | \$440,000          | \$2,920,000        | \$3,511,500         | \$4,419,650         |
| <b>TOTAL</b>                | <b>\$5,707,700</b> | <b>\$6,342,700</b> | <b>\$4,813,312</b> | <b>\$3,462,000</b> | <b>\$5,706,400</b> | <b>\$11,173,805</b> | <b>\$8,594,150</b>  |
| % Change from Previous Year |                    | +11%               | -31%               | -39%               | +39%               | +96%                | -23%                |

Table 8-3: 2013-2017 Capital Improvement Program<sup>3</sup>

| Source             | 2013        | 2014        | 2015         | 2016        | 2017        |
|--------------------|-------------|-------------|--------------|-------------|-------------|
| General Obligation | \$6,837,000 | \$6,464,500 | \$11,823,500 | \$6,772,500 | \$3,918,850 |
| Other              | \$2,118,000 | \$900,000   | \$705,000    | \$725,000   | \$540,000   |
| Total              | \$8,955,000 | \$7,364,500 | \$12,528,500 | \$7,497,500 | \$4,458,850 |

1 Does not include budget for Forestry, Botanical Gardens, Forest Hill Cemetery, Mall Concourse, or Warner Park Community Recreation Center. Operational Budgets and Capital Budgets are listed based on Adopted Budgets per the City of Madison Comptroller's Office.

2 "Other" Funding includes grants, impact fees and donations.

3 The Capital Improvement Program is a plan of future expenditures for Parks Capital needs, which is subject to annual appropriation as part of the Capital Budget process.

Table 8-4: 2006-2010 Staff Hours

| Year                        | 2006    | 2007    | 2008    | 2009    | 2010    |
|-----------------------------|---------|---------|---------|---------|---------|
| Planning and Development    | 6,150   | 7,400   | 8,200   | 7,800   | 9,400   |
| Conservation                | 9,100   | 8,400   | 8,650   | 8,400   | 8,750   |
| East and West Operations    | 107,000 | 117,000 | 117,000 | 124,000 | 124,000 |
| TOTAL                       | 122,250 | 132,800 | 133,850 | 140,200 | 142,150 |
| % Change from Previous Year |         | +7.9%   | +7%     | +4.5%   | +1.3%   |

Table 8-5: 2006-2010 Parkland Acreage Changes

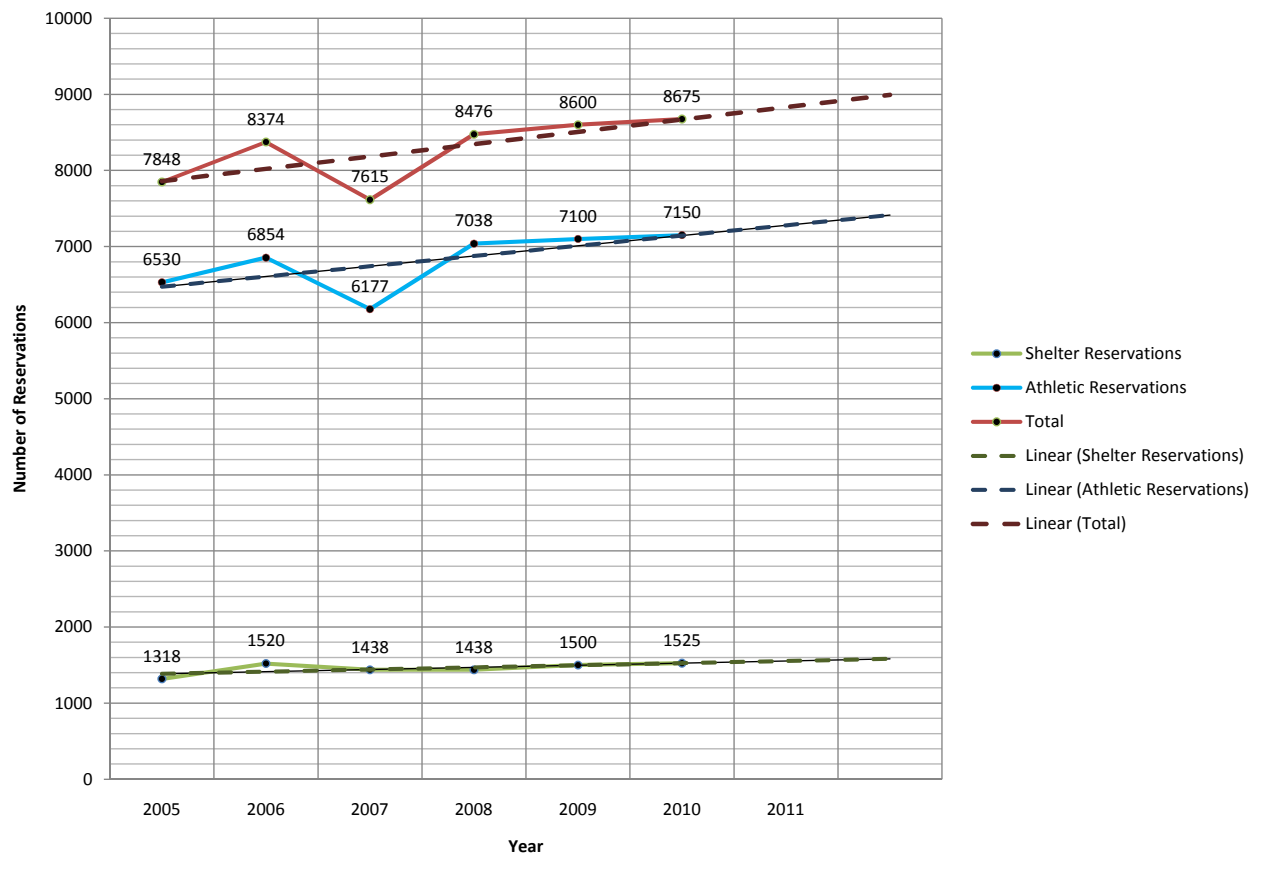
| Year    | 2006   | 2007  | 2008    | 2009   | 2010   |
|---------|--------|-------|---------|--------|--------|
| Acreage | +25.92 | +3.38 | +246.92 | +47.12 | +34.03 |

An additional method of identifying increasing staff responsibility is to review increases in shelter and athletic field reservations. The annual number of paid reservation for picnic shelters and athletic facilities has generally increased throughout the years, as shown in Figure 8-2. Increased reservations places additional demands on operations and administration staff responsible for managing the quality and cleanliness of the facilities, as well as additional responsibilities required to manage reservation coordination, permitting, and fees.

#### City of Madison Forestry Section

The forestry section provides professional tree care and planting for over 100,000 street trees along Madison’s 700 miles of city streets. In addition, the Forestry section is responsible for hundreds of thousands of trees that are located in the City’s parks, golf courses and cemeteries. The Forestry Section is also responsible for the monitoring and treating of insect and disease outbreaks such as oak wilt or gypsy moth and developing the management plan for the eventual invasion of the devastating insect Emerald Ash Borer and other potential invasive species that threaten Madison’s urban forest. Finally, the forestry section is responsible for public safety by responding to partially broken limbs or storm damaged trees that pose a risk to the public.

Figure 8-2: 2005-2010 Shelter and Athletic Field Reservation Projection





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The future of Madison's park system includes identifying multiple opportunities for funding support including developer fees, state and federal aid, donor and volunteer support. In 2010 three major park facilities were built using a combination of revenue sources.

The first phase of reconstruction of Olive Jones Park (included installation of new innovative play equipment and play surfacing) was completed with funds largely raised by the Friends of Olive Jones Park.

Two new off-leash dog parks were constructed at McCormick Greenway and Demetral Park using money from the dog park revenue fund.

Twenty-three acres were acquired for expansion of the Cherokee Marsh Conservation Park with assistance from the Wisconsin Department of Natural Resources.



The recommendations included in this Park and Open Space Plan are intended to address large scale system-wide strategies to ensure that the City of Madison Parks Division continues to provide adequate parkland and adapts to projected needs.

The purpose of this plan is not to make specific recommendations for the over 260 parks in the City of Madison. Specific recommendations for individual parks are recognized through the Park Master Plan process or are communicated via neighborhood, friends groups, citizen or alder requests.

Improvements to individual parks are also addressed each year as part of the Capital budgeting process. Appendix G of this plan includes the current 5-year Capital Budget Plan which outlines potential park development projects for the next 5 years.

The recommendations in the following pages have been developed based on analysis and efforts discussed in the preceding chapters of this plan, through staff recommendations, and County and City agency recommendations, through recommendations identified by the Long Range Planning Sub Committee and via previous planning processes.

## **Recommendations**

Promote and adhere to the Vision, Mission Statement, Goals and Objectives defined in Chapter Two. The ideas cited in Chapter Two have been vetted through various planning efforts, emerging as consensual ideals for the future of the City of Madison Parks Division. These ideals are vital in guiding the decision making process for the Park's Division. This plan recommends that these goals serve as the foundation for planning and decision making for the City of Madison Parks Division and related City committees.

Review and update existing park dedication ordinance and development fees including park impact fees and "fees in lieu of" dedications.

Chapter 7 identifies there currently exist deficiencies in land dedication requirements and developer fees. Current land dedication requirements result in lower dedication amounts for multi-family developments, which lack backyards and thus rely more heavily on park facilities. Additionally, current developer fees fall short of providing the funds necessary to acquire and build these park facilities for new residential developments. This places the financial responsibility for development of these facilities ultimately on the City, requiring additional general obligation borrowing to fund these improvements (refer to Chapter 8 for discussion on general obligation borrowing). With at least 44 new parks proposed in adopted City plans, it is important that the City codify mechanisms to provide funding for acquisition of land and development of park facilities.

A review of the current parkland dedication ordinance suggests that new multi-family dwelling units provide less parkland per square foot. The current ordinance requires 700 sq ft for multi-family dwelling units and 1,100 sq ft for single family dwelling units. In the scenario provided in Table 7-1, this results in a net total of 8.98 acres/1,000 pop. for high density multi-family dwelling units compared to 9.98 acres/1,000 pop. for single family dwelling units.<sup>1</sup> This plan recommends reviewing & updating parkland dedication compared to projected densities to ensure new development meets City of Madison standards for new development of 10 acres/1,000 population.

In addition to park dedication, this plan recommends reviewing and updating developer fees, including fees in lieu of park dedication. The analysis provided in Chapter Seven suggests that the square foot price developers are required to pay as a fee in lieu of dedicating parkland is significantly below the assessed value of land, resulting in a debt between the purchase price of the land and the funds provided by the developer to purchase land. Currently there is a single fee in lieu of land square foot cost regardless of location. Areas near the downtown result in greater differences between developer funded land dedication fees (\$2.22/sf) and land purchase price where assessed land values generally range from \$15.00/sf to \$40.00/sf.

Lastly, this plan recommends reviewing and updating park development fees. Park development fees have been adopted under state statute to relieve the financial burden by the City to develop new parks for new residential developments. The current fee structure shows that in a residential development that provides 1,000 additional persons and 10 acres of public parkland, the difference be-

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<sup>1</sup> This projection compares adding 1,000 residents of high density multi family development to adding 1,000 residents of low density single family development.

tween park development cost can be great, especially in previously developed urban land. The example provided in Table 7-3 shows a scenario where the projected difference can be over \$500,000. New park development on existing developed land could be triple or quadruple the costs, resulting in impact fees that provide less than a third of the total park development costs.

Through the analysis in Chapter Seven this plan recommends further review of the existing park dedication ordinance and development fees in order to continue to provide core park facilities and minimizing the cost burden borne by the public.

Create a sustainable park system in terms of park size, amenities and maintenance.

The future of the City of Madison includes at least 43 new parks identified through Neighborhood Development Plans, 4 new parks identified through intergovernmental agreements, and 1 new park and significant park expansions identified through the Downtown Plan. These new facilities will not be developed immediately, however it is important to prepare for staff and financial resources required to develop and operate these facilities.

This recommendation reinforces the critical importance of additional review of development fees and pursuit of sustainable maintenance and management practices to provide these public services with as little financial impact to the public as possible.

Address park deficiencies through development of community and neighborhood parks.

Appendix B, Exhibits 3, 4 and 5 identify areas in the City of Madison that do not have community or mini & neighborhood park coverage. This plan recommends to continue to develop facilities and increase bicycle and pedestrian connectivity to eliminate neighborhood park and community park deficiencies. This includes developing the Northeast Park and Yahara Hills Park as community parks; developing a downtown neighborhood park as identified in the Downtown Plan and improving park connections to address community park deficiencies in the City's Allied Drive and Arbor Hills/Leopold neighborhoods where acquiring land for development of a mini, neighborhood or community park is not feasible.

Prioritize acquisition of land adjacent to existing parkland to fill gaps in the park system in accordance with goals, objectives and policies in this Plan.

Expanding on existing parkland provides greater opportunity for varied recreation and combinations of developed and non-developed parkland. When expanding conservation parks, acquiring adjacent properties can also decrease habitat fragmentation, increasing opportunities for biodiversity. Plans such as the Cherokee Marsh Long Range Open Space Plan and the Cherokee Marsh Conservation Park Master Plan that address park expansion should be implemented. This plan recommends investigating opportunities for acquisitions and prioritizing these for future grant and acquisition opportunities.

Continue to develop Master Plans for parkland which include both passive (non-developed) and active (developed) recreation.

It is evident through the information provided in Chapter Five that there are significant demands for self-guided recreation such as hiking, nature-viewing, dog walking and ice skating, as well as for programmed facilities such as athletic complexes and pools. The City should develop parks trying to maximize recreational opportunities and diversity based on existing site conditions, public input and demand for facilities. Therefore, this plan recommends that staff work with the Long Range Planning Sub Committee to validate the process for establishing Master Plans for the parks in the City of Madison park system and evaluate and continue development of Master Plans for parks that have been developed, and new parks without any facilities.

Identify areas in our parks with significant natural resources for preservation and protection and develop land management goals for these areas.

While conservation parks are the most apparent public lands with significant natural resources, there are also significant natural resources throughout City of Madison parks. These areas include oak savannas, woodlands, prairies, shorelines, etc. Some of these areas have been undergoing management strategies to remove invasive species and promote native plants. This plan recommends developing an inventory of these areas to identify areas for nature enjoyment, nature study, birding, etc. This plan recommends reviewing significant natural resources throughout the park system and developing prioritized land management strategies for these resources and coordinating these strategies as part of ongoing land restoration efforts with Friends groups and other volunteers.

Improve and preserve the unique habitats and ecosystems within conservation parks.

There are many factors threatening the significant natural resources in conservation parks including invasive species, urban stormwater runoff and shifts in groundwater levels. This plan recommends development of a plan to prioritize and address concerns that threaten the extinction of these wildlife and plant communities unique to conservation parks. Additional staffing has been identified to support these efforts.

Increase connectivity between parks including pedestrian, biking and water trails.

This plan proposes to continue development of trail facilities and to continue efforts towards development of a comprehensive city-wide trail plan. Increasing connectivity provides recreation opportunities through the act of walking, bicycling, kayaking, canoeing, etc. which are identified as popular forms of recreation by the Wisconsin Statewide Comprehensive Outdoor Recreation Plan, the Dane County Park and Open Space Plan and the Park and Open Space Plan Needs Assessment Survey.

Additionally, increasing connectivity provides more opportunities for access to public parkland and open space. For example, the Park and Open Space Plan identifies the Arbor Hills/Leopold Neighborhood (south of the beltline & adjacent to the UW Arboretum) as a neighborhood that is not within 1-2 miles of a City of Madison Community Park. The existing uses and municipal boundary of this area limit the ability for the City to reasonably acquire land sufficient to provide a community park. However, increasing connectivity to community parks through trails such as the new Cannonball and Military Ridge State Trail can increase safe neighborhood access to existing community parks.

This plan also recommends pursuing the 2005 Park and Open Space Plan goal to continue efforts to link City lands in the Cherokee Marsh conservation park with a pedestrian/bike trail system along the Yahara River, from Lake Mendota to the northern portion of this conservation park.

Work with other agencies to support planning efforts across the City of Madison and Dane County.

As identified in Chapter Four - Relevant Plans, the design and development of parks involves multiple agencies and stakeholders. Often times parks need to assist in meeting multiple goals such as implementing values identified in the neighborhood planning process or incorporating stormwater best management practices to enhance local groundwater infiltration.

The City Parks Division shall work closely with these agencies to achieve a park system that meets City and County standards; promotes vital, healthy neighborhoods and can be maintained to a level of service expected by City residents. The City shall also work with other agencies to support joint interests such as development of regional bike trails and the Ice Age Trail.

Construct park facilities to provide access to City residents to standard park amenities.

Construction of standard park amenities such as walking paths, areas for nature viewing, open play fields, playgrounds and basketball courts should be constructed to respect a balance of passive and active recreation, while also providing adequate access to neighborhoods. Currently, the City of Madison is ranked by the Trust for Public Land as having the highest number of playgrounds and basketball hoops per 10,000 residents in the Country. Park shelters, both reservable and non shall be constructed in areas that are deficient of these amenities, taking advantage of scenic views and as proposed on Master Plans.

Promote winter recreation opportunities.

The City of Madison provides a variety of winter recreation including cross country skiing, sledging, snowshoeing and ice skating. This plan proposes to continue expansion and development of winter recreation opportunities including expansion of cross country ski trails at Door Creek, Glenway Golf Course and Monona Golf Course and continued partnerships as part of Adopt Ice to assist in maintenance and quality of ice skating rinks.

Build on the existing positive relationships with public and private organizations for donations and volunteers to aid in park system development.

The maintenance and improvements of park facilities have been greatly aided by private and public organizations that donate time, insight and resources into the park system. Partnerships such as the Madison Parks Foundation, Adopt Ice, Adopt-A-Park and volunteer restoration efforts have provided outstanding improvements to the park system. This plan recommends continuing to increase opportunities and to increase effectiveness of the efforts of these organizations and individuals. This plan also proposes to continue to improve existing partnerships to ensure efforts are distributed equally across geographic regions of the City and to ensure that volunteer efforts are performed in conjunction with identified land management strategies.



Develop reservable recreational fields that can be used for multiple purposes.

The City of Madison Parks Division's reservable fields provide vital athletic facilities for a variety of organizations. There are roughly 30-50 organizations that annually reserve City athletic fields for practice and events, totaling over 6,000 reservations each year for City reservable fields and representing roughly 100,000 recreational organization participants.<sup>2</sup> The demand for these facilities is significant with almost 75% of recreational organizations reporting that they have had to cancel an event/practice due to the lack of available athletic facilities. As the City of Madison population continues to increase and corresponding participation rates increase, these facilities will be subject to higher demand. It is important to recognize that the City of Madison may not be able to meet all of the demand for recreational facilities, however the Parks Division strives to reasonably provide affordable opportunities for recreation.

This plan recommends the following additional recreational amenities to address existing deficiencies in the park system:

- Tennis: There exist many small sets of two tennis courts throughout the City. The City does not foresee a current need for additional small sets of tennis courts. Large tennis complexes that would be used for tournament and league play by local tennis organizations are preferred. Currently there are two existing public tennis complexes available to reserve for league/tournament play and these are heavily reserved throughout the year. With continued demand for larger tennis complexes, possible sites for this use include Door Creek Park, the proposed expansion (via land acquisition) of Elver Park and/or the large proposed park identified in the Elderberry Neighborhood Development Plan.
- Softball: The Olbrich Park Land Use Plan proposes expanding Olbrich Gardens by 9.8 acres to the east of Starkweather Creek eliminating the existing two reservable softball diamonds and parking lot. This plan recommends developing additional lit softball diamonds on the east side to accommodate for the loss of these fields, possibly at Reindahl Park or North East Park.
- Baseball: The City of Madison has two reservable baseball diamonds located at Warner Park and Bowman (Duane) Field. This plan proposes additional baseball diamonds based on numerous requests due to the significant demand placed on these facilities. This plan proposes development of two baseball diamonds, one located east and one west to compliment the existing north and south facilities, or alternatively at least two diamonds located in a central baseball complex.
- Large athletic fields (soccer, ultimate frisbee, rugby, etc.): Large reservable fields are versatile and heavily used for ultimate frisbee, soccer, cricket, lacrosse, rugby and flag football. This plan proposes to develop large reservable open spaces; potential sites include the expansion of Elver Park, North East Park and/or the large proposed park identified in the Elderberry Neighborhood Development Plan. This plan also proposes to continue to develop fields at Door Creek Park as identified in the approved Master Plan.

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2 Based on estimates provide by recreation organizations.

Respond to changing recreational trends by providing new facilities for popular new recreation trends.

The City of Madison will not only provide core recreational facilities, but will also construct facilities to respond to popular trends in active recreation, providing multiple opportunities for outdoor recreation. This plan recommends the following additional recreational amenities to address existing and projected demand:

- Disc Golf: The City's two existing disc golf courses are used exhaustively, and there have been multiple requests to grow these facilities. This plan recommends development of new courses to fulfill the growing demand placed on the City's disc golf courses.
- Skate Park: The City is currently pursuing development of a skate park at the proposed Central Park.
- Mountain Biking/Cyclocross: Currently, there is an informal mountain biking course at Quarry Park. This plan recommends exploring options for development of an official mountain biking/cyclocross facility, either at Quarry Park or at another park.
- Ultimate Frisbee: The popularity of ultimate frisbee has placed a significant demand for reservable fields. This plan recommends continued development of multi-purpose rectangular fields, with careful consideration related to the wear of fields as it relates to the multiple recreation uses.

Continue to construct and improve dog park and dog exercise areas levying funding generated from the sale of dog park permits.

Staff shall continue to work with dog park user groups to make improvements and construct new facilities using funding raised through the sale of dog park permits. This plan recommends developing an additional dog park or dog exercise area on the west side to provide better city-wide coverage.

Continue to improve water access and quality to promote water recreation.

The City of Madison Engineering Division and the City of Madison Parks Division have partnered to provide innovative solutions to address water quality and shoreline erosion on the Yahara Lakes. These efforts improve water access and recreation while preserving the City's shores for decades. In 2010, the City installed floating booms at BB Clarke Beach and Bernie's Beach to reduce beach closings related to algal scums. These booms have received great support from the community and promising results. In 2011, a pilot project at Brittingham Beach on Monona Bay included installation of a floating boom "exclosure" that treated water through filtration and through UV disinfection. This project was designed to treat bacteria in addition to algal scums, the two main causes for beach closures. This plan recommends to continue these pilot projects and collection of data to understand their influence on water quality and the potential to decrease beach closures.

In addition to researching new technologies to reduce bacteria and algae at beaches, the City has been eliminating erosion along the City's shorelines. The past five years have included shoreline erosion remediation at Olbrich Park, BB Clarke Park, Wingra Park, Spring Harbor Park, Wingra Creek (sections) and James Madison Park. Each shoreline restoration project included installation of a kayak/canoe launch. This plan recommends to continue investment in reducing shoreline erosion of waterways, combining these projects with installation of kayak/canoe launches to improve access to the water as well.

Pools and spray parks are additional facilities that the City provides to increase water recreation. A pool planning study in 2000 recommended three pools for the City of Madison. The first priority was Goodman Park, which has been constructed. The City is currently considering locations for a second pool and splash park with potential locations at Warner Park and Reindahl Park.

Continue to operate a sustainable golf enterprise.

The City's four golf courses assist in meeting the golfing demands of Madison residents and also provide winter cross country skiing opportunities. In 1997, the City of Madison had a standard of 0.45 public golf holes/1,000 population. This was revised in 2005, and with declining interest in golf, no new golf courses were recommended. The City's golf program has since improved with operating revenues exceeding expenses for 2009, 2010 and 2011. This plan recommends that the future 5 year investment for the golf program focus on improving and replacing existing deteriorating facilities, until sufficient demand is generated to develop a new golf course.

Continue to optimize maintenance efforts in our parks by implementing sustainable practices within budget levels.

The City of Madison Parks Division will continue to identify and implement cost effective, sustainable maintenance strategies to supplement our current efforts which include managed meadows and reduced mowing efforts. Significant infrastructure repairs and improvements are needed at many park facilities. The City of Madison recognizes and values the positive social and environmental contributions of parks and will continue to responsibly allocate resources and strive to achieve sustainable maintenance levels and practices to maximize these benefits.

Focus on core facilities, like playgrounds to ensure continued service levels.

With the highest number of playgrounds per capita as identified in the Trust for Public Lands 2011 City Park Facts Report, Madison Parks is targeting staffing to improve and upgrade our playgrounds. Staff is completing a comprehensive inventory of playgrounds in our system to identify deficiencies and opportunities for accessibility improvements.

Continue to recognize, preserve and enhance historic parks.

Historic parks such as Burrows, Hoyt, Orton, Olin, Vilas and Tenney have older facilities that need on-going maintenance. Additionally, because of their locations and unique character, they receive much heavier use than younger parks. Many need improvements to restore buildings, paths and roadways roadways, and have overgrown landscaping that requires management. Volunteer support groups have proven to be a valuable source of human resources in the efforts to restore Hoyt Park, the Yahara River Parkway, Bear Mound and Hudson Parks. Several of these organizations have incorporated as non-profit organizations, while others are working closely with the Parks Foundation and parks staff. A list of City of Madison landmark sites is available in Appendix H: *City of Madison Landmark Sites and Historic Districts*. Continued investment in the infrastructure of these parks is needed to protect these historic resources for future use.

Investigate opportunities for a scientifically valid behavior role assessment of park use to provide insight on existing park uses throughout the City.

The Outdoor Recreation Needs Assessment in Chapter Five provides a glimpse into the complex social interactions and behaviors that occur in public spaces. This plan recommends further investigation and development of a scientifically valid behavior assessment of park use to assist in guiding park development and planning.

Pursue Crime Prevention Through Environmental Design (CPTED) analysis of park development to reduce inappropriate activities in parks.

No citizen should ever feel unsafe or apprehensive about visiting a City of Madison Park because of fears of crime and personal safety. Not only do issues of crime, safety and inappropriate behavior in parks limit use of parks, but they also tend to have related effects on the maintenance and perceived cleanliness of parks. Chapter Five of the Park and Open Space Plan, Needs Assessment Survey identifies that the categories of “maintenance, development, and rule violations/safety/crime” are identified as the top three topics for survey respondents who provided open-ended input.

The Madison Parks Division recently created the Parks Watch program in collaboration with the Madison Police Department (MPD). This plan recommends that the City Parks Division continues to utilize mechanisms to address issues of crime and safety in City of Madison Parks by employing CPTED analysis of parks to try to eliminate/reduce these inappropriate activities, and to continue to work with our partners in the community through the Parks Watch program as well as MPD.

Coordinate with educational agencies to expand programming and opportunities for outdoor education.

The City should continue efforts to promote outdoor education through cooperation with local schools, universities and colleges, and the Dane County Heritage Center and Aldo Leopold Nature Center. This includes providing interactive maps and improving existing maps at conservation parks and other parks in our system.

Continue to expand Olbrich Gardens per the March 2009 Olbrich Park Land Use Plan.

This plan recommends continuing the efforts to renovate Olbrich Park including the revitalization of the former Garver Feed Mill site and the expansion of Olbrich Gardens.

Develop recommendations in future plans to be consistent with the recommendations, goals and objectives of this Plan.

Future planning efforts of parks, special facilities within parks, and unique agencies within the Park Division shall be developed to be consistent with the adopted guidelines and recommendations of this Plan.

# APPENDICES

## READERS GUIDE TO THE 2012-2017 PARK AND OPEN SPACE PLAN APPENDICES.

The appendices on the following pages provide detailed information of topics that were addressed in this plan. Most of the information contained in these appendices has been summarized in this Plan. Below is a brief description of all of the items in the Appendix.

### Appendix A: Tables

This includes the following detailed table information:

- Table 1: 2005-2010 Park Development Accomplishments
- Table 2: 2010 Park Facility Inventory
- Table 3: Schools with Public Recreation Facilities
- Table 4: Parks/Conservancy Areas within 1/2 Mile of City Boundary
- Table 5: Neighborhood Development Plan Park Development Details
- Table 6: Recreation Organizations that use City of Madison Parks
- Table 7: Parkland Ordinance Municipal Comparison

### Appendix B: Park Maps

This appendix includes all of the map exhibits referenced in the plan. Including:

- Exhibit 1: City of Madison Public Land Inventory
- Exhibit 2: Park/Conservation Areas within 1/2 Mile of City Boundary
- Exhibit 3: Mini and Neighborhood Park Deficiencies
- Exhibit 4: Elementary and Middle School Parks Influence on Neighborhood and Mini Park Deficiencies
- Exhibit 5: Community Park Deficiencies
- Exhibit 6: Dane County Parks & Open Space Plan 2006-2011
- Exhibit 7: Dane County Parks & Open Space Plan Regional Trail Map 2006-2011
- Exhibit 8: Proposed NDP Parks
- Exhibit 9: DNR Inventory of Contaminated Properties
- Exhibit 10: Park Fee in Lieu of Land Dedication Analysis Map

### Appendix C: Public Input Comments

This appendix includes all of the public input comments that were gathered at the three public input meetings on January, 25, 2011, February 2, 2011 and February 10, 2011.

### Appendix D: American Community Survey Estimates, U.S. Census Bureau 2010

This appendix includes the ACS Estimate profiles for the City of Madison for 2010 including the

- ACS Demographic and Housing Estimate
- Selected Economic Characteristics
- Selected Housing Characteristics
- Selected Social Characteristics

### Appendix E: Accessibility of Madison Parks

Summarizes the City's priorities on ADA facilities in Madison Parks.

### Appendix F: Parkland Standards

Brief summary of standards for parkland development.

### Appendix G: 2012 Capital Budget Expenditure Categories and Funding Sources

As of 11/16/2011

### Appendix H: City of Madison Park Landmark Sites and Parks within Historic Districts

List of the Landmarks Commission approved landmark sites within parks.

## APPENDIX A: TABLES



**Table 1 - 2005-2010 Park Development Accomplishments**

\* Indicates construction improvements administered through the Engineering Division.

**2005**

|                              |   |
|------------------------------|---|
| General                      | Installed kiosks and shade canopies at all dog exercise areas; installed 450 trees; installed 7 playgrounds; installed significant playground additions to 2 parks.     |
| Forestry                     | Responded to 4,026 calls for service for tree pruning/removal.  |
| Brittingham Park             | Installed new raingarden, renovation, relocation, and addition to boathouse.  |
| Dominion Park                | Opened new park   |
| Garner Park                  | Rebuilt full court basketball court.  |
| Goodman Pool                 | Construction of the City's Goodman Pool.  |
| Heistand Park                | Replaced 1/2 court with full court basketball court.  |
| Hill Creek Park              | Opened new park   |
| Hillpoint Park               | Constructed +/- 230 LF of new asphalt path.   |
| Junction Ridge Park          | Constructed +/- 900 LF of new asphalt path.   |
| Klief Park                   | Replaced full court basketball court.   |
| Meadow Ridge Park            | Constructed +/- 200 LF of new asphalt path.   |
| Midtown Commons Park         | Constructed +/- 1,400 LF of new asphalt path.   |
| Northeast Park               | Opened new park. Constructed +/- 620 LF of new asphalt path, constructed new full court basketball court.   |
| Olbrich Botanical Garden     | Installed new rain garden in the Rose Garden, installed rain barrel in the Herb Garden, and created new internal systems for recycling hard plastic pots and styrofoam. |
| Olin-Turville Park           | Installed new raingarden.   |
| Sandstone Park               | Opened new park. Constructed +/- 550 LF of new asphalt path, constructed new full court basketball court.   |
| State Street/Mall Concourse* | Finished construction of 200 block of State Street.   |
| Warner Park                  | Installed new raingarden, demolished and rebuilt football bleachers, constructed new concession building at Duck Blind.   |
| Washington Manor Park        | Replaced full court basketball court and consolidated play amenities.   |
| Cherokee Marsh               | Restored over 60 acres of wetland.  |

**2006**

|   |  |
|---|--|
| General*  | Renovated street ends at Carroll/Henry (performed by Engineering); installed ~460 trees; installed 3 playgrounds; installed significant playground additions to 3 parks. |
| Forestry  | Responded to 3,720 calls for service for tree pruning/removal.   |
| Churchill Heights Park                            | Opened new park, constructed full court basketball court and playground.   |
| Edna Taylor Park                                  | 6 acre oak savanna restoration.  |
| Elver Park  | Resurfaced 3 tennis courts.  |
| Goodman Park                                      | Reconstructed maintenance facility, construction completed of goodman pool.  |
| Hiestand Park                                     | Constructed new parking lot, removed 2 tennis courts.  |
| Klief Park  | Purchased additional property to supplement park.  |
| Monona Golf Course/ Dean House                    | Rebuilt parking lot  |
| North Star Park (formerly Grandview Commons Park) | Opened new park. Added playground and full court basketball court.   |
| Prairie Ridge Conservation Park                   | 6 acre prairie restoration.  |
| Quann Park  | Constructed fence around dog exercise area, resurfaced 9 tennis courts.  |
| Reindahl Park                                     | Phase II: Constructed parking lot and frontage road.   |
| Secret Places Park                                | Constructed new full court basketball court and playground.  |
| Sauk Heights Park                                 | Opened new park, constructed new full court basketball court and playground.   |
| Starkweather Creek                                | Purchased additional property to supplement park.  |
| Turville Point                                    | 5 acre woodland restoration.   |

**Table 1 - 2005-2010 Park Development Accomplishments**

\* Indicates construction improvements administered through the Engineering Division.

|                        |   |
|------------------------|---|
| Veterans Memorial Park | Opened new park, constructed new full court basketball court, constructed paved path, constructed 500 LF of bike path and playground. |
|------------------------|---|

|                       |   |
|-----------------------|---|
| Yahara Parkway Paths* | Construction of 1270' of paved path segments. |
|-----------------------|---|

**2007**

|         |   |
|---------|---|
| General | Installed ~ 500 trees; installed 8,500 sf of ADA rubberized surfacing; installed adult life trail at Hillpoint Park |
|---------|---|

|          |  |
|----------|--|
| Forestry | Responded to 3,112 calls for service for tree pruning/removal. |
|----------|--|

|                |                                       |
|----------------|---------------------------------------|
| Blackhawk Park | Constructed +/- 210 LF of paved path. |
|----------------|---------------------------------------|

|                |   |
|----------------|---|
| Breese Stevens | Phase I Construction. Deck restoration, accessibility improvements. |
|----------------|---|

|                  |                               |
|------------------|-------------------------------|
| Brittingham Park | Repaired tennis court cracks. |
|------------------|-------------------------------|

|                    |   |
|--------------------|---|
| Cardinal Glen Park | Constructed new full court basketball court and playground. |
|--------------------|---|

|                    |                         |
|--------------------|-------------------------|
| Country Grove Park | Installed shade canopy. |
|--------------------|-------------------------|

|                    |                          |
|--------------------|--------------------------|
| Cypress Spray Park | Constructed splash park. |
|--------------------|--------------------------|

|                 |                            |
|-----------------|----------------------------|
| Dixon Greenway* | Constructed new path 658'. |
|-----------------|----------------------------|

|               |                           |
|---------------|---------------------------|
| Elvehjem Park | Resurfaced tennis courts. |
|---------------|---------------------------|

|             |                           |
|-------------|---------------------------|
| Garner Park | Resurfaced tennis courts. |
|-------------|---------------------------|

|                    |  |
|--------------------|--|
| Greentree/Clayton* | Reconstructed two asphalt paths totalling 1542'. |
|--------------------|--|

|                 |  |
|-----------------|--|
| Hill Creek Park | Constructed new full court basketball court, constructed +/- 720 LF of paved trail and playground. |
|-----------------|--|

|             |                                       |
|-------------|---------------------------------------|
| Kettle Pond | Pond dredging and habitat restoration |
|-------------|---------------------------------------|

|                       |                  |
|-----------------------|------------------|
| Lost Creek Open Space | Opened new park. |
|-----------------------|------------------|

|                 |                         |
|-----------------|-------------------------|
| Manchester Park | Installed shade canopy. |
|-----------------|-------------------------|

|                  |   |
|------------------|---|
| Marlborough Park | Constructed +/- 1650 LF of paved bike path. |
|------------------|---|

|  |                |
|--|----------------|
| Northstar Park (formerly Grandview Commons Park) | 950 LF of path |
|--|----------------|

|                 |   |
|-----------------|---|
| Olbrich Gardens | Constructed roadway through gardens for new tram way. |
|-----------------|---|

|                   |                                      |
|-------------------|--------------------------------------|
| Orlando Bell Park | Rebuilt full court basketball court. |
|-------------------|--------------------------------------|

|            |   |
|------------|---|
| Owen Park* | Constructed stormwater ponds to address stormwater quality and improve natural habitat. |
|------------|---|

|                 |   |
|-----------------|---|
| Sandburg Woods* | Reconstructed main path and two connection paths totalling 2625'. |
|-----------------|---|

|                  |   |
|------------------|---|
| Swallowtail Park | Installed gazebo with electric service. |
|------------------|---|

|             |                              |
|-------------|------------------------------|
| Tenney Park | Repaire tennis court cracks. |
|-------------|------------------------------|

|            |  |
|------------|--|
| Vilas Park | Rebuilt full court basketball court, repaired tennis court cracks. |
|------------|--|

|             |   |
|-------------|---|
| Warner Park | Repaired existing paved path, asphalt only. |
|-------------|---|

|              |  |
|--------------|--|
| Waunona Park | Resurfaced tennis courts, added community gardens. |
|--------------|--|

|               |  |
|---------------|--|
| Wexford Park* | Constructed two asphalt paths totalling 2113'. |
|---------------|--|

**2008**

|         |  |
|---------|--|
| General | Installed 300 trees; installed 28,000 sf of ADA rubberized surfacing; installed 2 playgrounds; installed significant playground additions to other parks |
|---------|--|

|          |  |
|----------|--|
| Forestry | Responded to 4,078 calls for service for tree pruning/removal. |
|----------|--|

|                      |                                   |
|----------------------|-----------------------------------|
| Acewood Conservancy* | New asphalt path totalling 2396'. |
|----------------------|-----------------------------------|

|                |   |
|----------------|---|
| Blackhawk Park | Pedestrian birdge abutment construction and bridge placement. |
|----------------|---|

|              |  |
|--------------|--|
| Burrows Park | Shoreline restoration @ Yacht Club access. |
|--------------|--|

|               |                                      |
|---------------|--------------------------------------|
| Cherokee Park | Rebuilt full court basketball court. |
|---------------|--------------------------------------|

|                 |  |
|-----------------|--|
| Door Creek Park | Completed Phase I grading for tennis courts, parking lot, and basketball courts. |
|-----------------|--|

|                   |  |
|-------------------|--|
| Eastmorland Park* | Reconstructed two paths totalling 2501'. |
|-------------------|--|

|           |  |
|-----------|--|
| Eken Park | Rebuilt full court basketball court, repaired fire damaged playground. |
|-----------|--|

|            |   |
|------------|---|
| Elver Park | Enhanced sledding hill with snow making guns. |
|------------|---|

**Table 1 - 2005-2010 Park Development Accomplishments**

\* Indicates construction improvements administered through the Engineering Division.

|  |  |
|--|--|
| Goodman Park                                     | Construction of new maintenance facility.  |
| Heritage Heights Park                            | Reconstructed tennis court.  |
| Hiestand Park                                    | Installed culvert crossing, paved path, and park shelter.  |
| Lake Edge Park                                   | Rebuilt full court basketball court.   |
| Lakeview Heights                                 | Rebuilt existing halfcourt and added new 3/4 court.  |
| Lost Creek Open Space                            | Added playground.  |
| Marlborough Park                                 | Replaced and relocated playground after fire destroyed it.   |
| Midland Park                                     | Repaired basketball court.   |
| Norman Clayton Park                              | Reconstructed tennis court.  |
| Olbrich Boat Launch                              | Dredged boat launch.   |
| Olbrich Park                                     | Resurfaced tennis courts.  |
| Quann Park                                       | Repaired cracks at tennis courts.  |
| Thut Park  | Regraded and seeded park for soccer facilities, constructed new full court basketball court and playground.  |
| Veterans Memeorial Park                          | Constructed new full court basketball courts.  |
| Vilas Park                                       | Rebuilt full court basketball court.   |
| Walnut Grove                                     | Repaired cracks at tennis courts.  |
| Westhaven Trails Park                            | Resurfaced tennis court.   |
| Wheeler Heights                                  | Rebuilt halfcourt basketball court.  |
| Wingra Park*                                     | Lake Wingra dredging.  |
| <b>2009</b>                                      |  |
| General  | Installed solar park lighting at all dog exercise areas; installed 500 trees; installed 31,000 sf of ADA rubberized surfacing; installed new playground @ Door Creek Park. |
| Forestry   | Responded to 5,500 calls for service for tree pruning/removal.   |
| Baxter Park                                      | Installed solar park lighting  |
| Bordner Park                                     | Resurfaced tennis courts.  |
| Breese Stevens                                   | Phase 2 Construction: Added new referee locker rooms, repair/ tuckpoint stone walls & doors all around, repaired roof structures.  |
| Dominion Park                                    | Constructed new full court basketball court  |
| Door Creek Park                                  | Constructed play equipment, new parking lot, tennis courts, and basketball court.  |
| Goodman Park                                     | Rebuilt existing parking lot near maintenance facility and dog park.   |
| Hammersley Park                                  | Constructed paths and amenities for community gardens.   |
| Hiestand Park                                    | Installed solar park lighting.   |
| High Point Park                                  | Rebuilt High Point basketball court.   |
| Hoyt Park  | Rebuilt basketball court.  |
| Huegel Park                                      | Resurfaced tennis courts.  |
| James Madison Park                               | Reconfigured parking lot and basketball court.   |
| Northland Manor                                  | Rebuilt basketball court.  |
| Northstar Park (formerly Grandview Commons Park) | Installed drinking fountain.   |
| Odana School Park                                | Rebuilt basketball court.  |
| Olbrich Park*                                    | Shoreline restoration (Engineering)  |
| Penn Park  | Resurfaced tennis courts and basketball courts.  |
| Reindahl Park                                    | Rebuilt basketball court.  |
| Rennebohm Park                                   | Repaired cracks on tennis courts.  |
| Richmond Hill                                    | Built new tennis courts.   |

**Table 1 - 2005-2010 Park Development Accomplishments**

\* Indicates construction improvements administered through the Engineering Division.

|                         |  |
|-------------------------|--|
| Sauk Heights Park       | Replaced fire destroyed playground.  |
| Segoe Park              | Rebuilt basketball court.  |
| Thut Park               | Regraded site, constructed basketball court, added play equipment, constructed +/- 477' of asphalt path.                       |
| Veterans Memeorial Park | Constructed new plaza and pergola.   |
| Vilas Park*             | Repaired cracks on tennis courts; engineering constructed dam at Wingra Creek.   |
| Washington Manor Park*  | New path @ pedestrian bridge link, part of Starkweather West Branch Path totalling 780'.                                       |
| Wingra Park             | Rebuilt exisitng lot and path.   |
| <b>2010</b>             |  |
| General                 | Installed 175 trees; installed one playground; installed 5,515 prairie plants at 4 parks. Accessible improvements in 26 Parks. |
| Blackhawk               | Constructed new full court basketball court.   |
| Brittingham Park        | Reconstructed parking lot.   |
| Burrows Park            | Restroom building reconstruction.  |
| Cardinal Glen Park      | Constructed accessible path to playground.   |
| Demetral Park           | Opened new dog exercise area with kiosk, fencing, solar lighting and operational amenities.                                    |
| Elver Park              | New outdoor patio at shelter building.   |
| High Point Park         | Rebuilt existing full court basketball court.  |
| Law Park                | Costructed concrete boat ramp.   |
| Lost Creek Open Space   | New trail connection between Twin Oaks and Star Spangled Drive to access Veterans Park.  |
| Marlborough Park        | Rebuilt existing trail and added +/- 580 LF of new bike path to exisitng trail.  |
| McCormick Park          | Opened new dog exercise area with kiosk, fencing, solar lighting and operational amenities.                                    |
| Olive Jones             | Constructed new park playground w/ ADA componenets.  |
| Reynolds Field          | Installed new tables, seating, and fencing.  |
| Sauk Heights Park       | Constructed +/- 700 LF of new bike path.   |
| Tenney Park             | Recolor-coated existing tennis courts, renovated pedestrian bridge @ Johnson St. for accessibility.                            |
| Thut Park               | Constructed park shelter and installed solar lighting.   |
| Vilas Park*             | Bikepath construction with parking lot reconfiguration at Edgewood, total length 2037'.  |
| Warner Park             | Recolor-coated existing tennis courts; began reconstruction of parking lot by installing two stormwater management ponds       |
| Wingra Park             | Shoreline repairs at Wingra Boathouse.   |















Table 3: Schools with Public Recreation Facilities

| Elementary School   | Playground        | Public Open Play Field | Public Baseball and/or Softball |
|---|-------------------|------------------------|---------------------------------|
| Allis Elementary School   | Yes               | Yes                    | Yes                             |
| Chavez Elementary School  | Yes               | Yes                    | Yes                             |
| Elvehjem Elementary School  | Yes               | Yes                    | Yes                             |
| Emerson Elementary School   | Yes               | Yes                    | Yes                             |
| Falk Elementary School  | Yes               | Yes                    | Yes                             |
| Franklin Elementary School  | Yes               | Yes                    | Yes                             |
| Glendale Elementary School  | Yes               | Yes                    | Yes                             |
| Gompers Elementary School (combined with adjacent Black Hawk Middle School)                 | Yes               | Yes                    | Yes                             |
| Hawthorne Elementary School   | Yes               | Yes                    | Yes                             |
| Heugel Elementary School  | Yes               | Yes                    | Yes                             |
| Kennedy Elementary School   | Yes               | Yes                    | Yes                             |
| Lake View Elementary School   | Yes               | Yes                    | Yes                             |
| Lapham Elementary School  | Yes               | Yes                    | Yes                             |
| Lincoln Elementary School   | Yes               | Yes                    | Yes                             |
| Lindberg Elementary School  | Yes               | Yes                    | Yes                             |
| Marquette Elementary School (combined with adjacent O'Keefe Middle School)                  | Yes               | Yes                    | Yes                             |
| Mendota Elementary School   | Yes               | Yes                    | Yes                             |
| Midvale Elementary School   | Yes               | Yes                    | Yes                             |
| Muir Elementary School  | Yes               | Yes                    | Yes                             |
| Nuestro Mundo Community School  | Yes               | Yes                    | Yes                             |
| Olson Elementary School   | Yes               | Yes                    | Yes                             |
| Orchard Ridge Elementary School (combined with adjacent Toki Middle School)                 | Yes               | Yes                    | Yes                             |
| Randall Elementary School   | Olives Jones Park | Olives Jones Park      | No                              |
| Sandburg Elementary School  | Yes               | Yes                    | Yes                             |
| Schenk Elementary School (combined with adjacent Whitehorse Middle School)                  | Yes               | Yes                    | Yes                             |
| Shorewood Hills Elementary School   | Yes               | Yes                    | Yes                             |
| Stephens Elementary School  | Yes               | Yes                    | Yes                             |
| Thoreau Elementary School   | Yes               | Yes                    | Yes                             |
| Van Hise Elementary School (combined with adjacent Hamilton Middle School)                  | Yes               | Yes                    | Yes                             |
| <b>Middle School*</b>   |                   |                        |                                 |
| Black Hawk Middle School (combined with adjacent Gompers Elementary School)                 | Yes               | Yes                    | Yes                             |
| Cherokee Middle School  | No                | Yes                    | Yes                             |
| Hamilton Middle School (combined with adjacent Van Hise Elementary School)                  | Yes               | Yes                    | Yes                             |
| Jefferson Middle School (adjacent Lussier Community Center has play equipment)              | No                | Yes                    | Yes                             |
| O'Keefe Middle School (combined with adjacent Gompers Elementary School)                    | Yes               | Yes                    | Yes                             |
| Sennett Middle School   | No                | Yes                    | Yes                             |
| Sherman Middle School   | Yes               | Yes                    | Yes                             |
| Spring Harbor Middle School   | No                | Yes                    | Yes                             |
| Toki Middle School (combined with adjacent Orchard Ridge Elementary School)                 | Yes               | Yes                    | Yes                             |
| Whitehorse Middle School (combined with adjacent Marquette Elementary School)               | Yes               | Yes                    | Yes                             |
| Wright Middle School  | No                | No                     | (Parks - Bowman Field)          |
| <b>High School</b>  |                   |                        |                                 |
| East High School  | No                | Yes                    | Yes                             |
| La Follette High School   | No                | Yes                    | Yes                             |
| Memorial High School  | No                | Yes                    | Yes                             |
| West High School  | No                | Yes                    | Yes                             |
| * All Middle Schools have an asphalt play area for games such as 4-Square, basketball, etc. |                   |                        |                                 |

**Table 4: Parks/Conservancy Areas within 1/2 Mile of City of Madison Boundary**

|                            |                                   |
|----------------------------|-----------------------------------|
| <b>Middleton</b>           |                                   |
| Pleasant View Golf Course  | Stonefield Park                   |
| Hillcrest Park             | Boundary Road Park                |
| Woodside Heights Park      | Meadows Park                      |
| Strickers Park             | Lakeview East and Community Parks |
| <b>Shorewood Hills</b>     |                                   |
| Shorwood Hills Golf Course | Wm. Kaiser park                   |
| Post Farm Park             | Four Corners Park                 |
| Bradley Park               | Hoval Woods                       |
| Dudley Davis Quarry Park   | JC McKenna Park                   |
| Bigfoot Park               | Entry Way Park                    |
| Triangle Park              | Reese Woods                       |
| <b>Fitchburg</b>           |                                   |
| Hatchery Hills Park        | Rose Commons Park                 |
| Dunn's Marsh Preserve      | Dawley Park                       |
| Pine Ridge Park            | Clayton Park                      |
| Fitchburg Springs          | Belmar Hills Park                 |
| Nevin Village Green        | Quarry Ridge Recreational Area    |
| Western Hills Park         | Huegel-Jamestown Park             |
| Arrowhead Park             | Nine Springs Golf Course          |
| Harlan Hills Park          | Chicory Meadows Park              |
| Rimrock Park               |                                   |
| <b>Monona</b>              |                                   |
| Bridge Road Park           | Stone Bridge Park                 |
| Frost Woods Park           | Lake Edge Park                    |
| Frost Woods Beach          | Winnequah Trail and Boat Launch   |
| Maywood Park               | Birch Heaven Park                 |
| Monona Woodland Park       | Graham Park                       |
| Schluter Beach             | Waterman Park                     |
| Oneida Park                | Indian Mounds Park                |
| Interlake Park             | Lottes Park and Boat Launch       |
| Ahuska Park                | Aldo Leopold Nature Center        |
| Three Meadows Park         |                                   |
| <b>Town of Madison</b>     |                                   |
| Harvey Schmidt Park        | Town Hall and Fraust Park         |
| Southdale Park             |                                   |
| Heifetz Park               |                                   |
|                            |                                   |
|                            |                                   |

**Table 4: Parks/Conservancy Areas within 1/2 Mile of City of Madison Boundary**

|                                       |                       |
|---------------------------------------|-----------------------|
| <b>McFarland</b>                      |                       |
| Brandt Park                           | Autumn Grove park     |
| Siggelkow Road Park                   | Woodland Estates Park |
| Cedar Ridge Park                      | Ridgeview Tot Lot     |
| Wm. McFarland Park                    | McDaniel Park         |
| Valley Tot Lot                        |                       |
| <b>Burke</b>                          |                       |
| Sunburst Park                         |                       |
| Rattman Heights Park                  |                       |
| Town Hall Park                        |                       |
| <b>Blooming Grove</b>                 |                       |
| Severson Park                         |                       |
| April Hill Park                       |                       |
| Thurber Park                          |                       |
| <b>Verona</b>                         |                       |
| Harmony Hills Park                    |                       |
| <b>WI DNR</b>                         |                       |
| Castle Marsh Fishery Area (In City)   |                       |
| Darwin Road Facility (In City)        |                       |
| Nevin Marsh Fishing Area              |                       |
| Capitol Springs Centennial State Park |                       |
| Glacial Drumlin State Trail           |                       |
| Upper Waubesa Fishery Area            |                       |
| <b>Dane County</b>                    |                       |
| Badger Prarie                         |                       |
| Jenni and Kyle Preserve               |                       |
| Token Creek                           |                       |
| Yahara Heights                        |                       |
| Lake View Hill                        |                       |
| Lake Farm                             |                       |
| <b>University</b>                     |                       |
| Arboretum                             |                       |
| Lakeshore Nature Preserve             |                       |



**Table 5: Neighborhood Development Plan Park Development Details**

| Neighborhood Development Plan | % Complete of Residential Development | Park                       | Existing (acres) | New (acres)  | Total (acres) |
|-------------------------------|---------------------------------------|----------------------------|------------------|--------------|---------------|
| Blackhawk                     |                                       | Blackhawk Park             | 16.50            |              |               |
|                               |                                       | Swallowtail Park           | 3.70             |              |               |
|                               |                                       | <b>Total</b>               | <b>20.20</b>     | <b>0.00</b>  | <b>20.20</b>  |
| Cherokee                      |                                       | Cherokee Marsh North Unit  | 353.00           | 4.22         |               |
|                               |                                       | Cherokee Marsh School Road | 111.50           |              |               |
|                               |                                       | Cherokee Park              | 16.51            |              |               |
|                               |                                       | Northland Manor Park       | 11.50            |              |               |
|                               |                                       | Sherman Village Park       | 4.10             |              |               |
|                               |                                       | Wheeler Road Park          | 2.70             |              |               |
|                               |                                       | Whitetail Ridge            | 9.90             | 6.10         |               |
| <b>Total</b>                  | <b>0</b>                              |                            | <b>509.21</b>    | <b>10.32</b> | <b>519.53</b> |
| Cottage Grove                 |                                       | Richmond Hill Park         | 10.70            | 3.77         |               |
| <b>Total</b>                  | <b>36.7</b>                           |                            | <b>10.70</b>     | <b>3.77</b>  | <b>14.47</b>  |
| Cross Country                 |                                       | Apple Ridge Open Space     | 8.40             |              |               |
|                               |                                       | Country Grove              | 15.40            |              |               |
|                               |                                       | Glacier Crossing           | 11.29            |              |               |
|                               |                                       | Ice Age Ridge Park         | 2.60             |              |               |
|                               |                                       | Manchester Park            | 13.00            |              |               |
|                               |                                       | Nesbit Open Space          | 6.93             |              |               |
|                               |                                       | Quarry Cove Park           | 7.26             |              |               |
|                               |                                       | Sandstone Park             | 6.94             |              |               |
| <b>Total</b>                  | <b>86.1</b>                           |                            | <b>71.82</b>     | <b>0.00</b>  | <b>71.82</b>  |
| East Town Burke Heights       |                                       | Glacier Hill               | 16.10            |              |               |
|                               |                                       | Mayfair                    | 2.70             |              |               |
|                               |                                       | Reindahl                   | 4.40             |              |               |
|                               |                                       | Sycamore                   | 51.00            |              |               |
| <b>Total</b>                  | <b>85.6</b>                           |                            | <b>74.20</b>     | <b>0.00</b>  | <b>74.20</b>  |
| Elderberry                    |                                       | Sauk Heights Park          | 4.74             | 4.36         |               |
|                               |                                       | New Park 1                 |                  | 6.67         |               |
|                               |                                       | New Park 2                 |                  | 7.09         |               |
|                               |                                       | New Park 3                 |                  | 27.67        |               |
| <b>Total</b>                  | <b>7.4</b>                            |                            | <b>4.74</b>      | <b>45.79</b> | <b>50.53</b>  |
| Felland                       |                                       | Felland Park               | 8.24             |              |               |
|                               |                                       | Waterfall Open Space       | 6.70             |              |               |
|                               |                                       | New Park 1                 |                  | 1.72         |               |
|                               |                                       | New Park 2                 |                  | 0.89         |               |
| <b>Total</b>                  | <b>0.8</b>                            |                            | <b>14.94</b>     | <b>2.61</b>  | <b>17.55</b>  |

**Table 5: Neighborhood Development Plan Park Development Details**

| Neighborhood Development Plan | % Complete of Residential Development | Park                            | Existing (acres) | New (acres)  | Total (acres) |
|-------------------------------|---------------------------------------|---------------------------------|------------------|--------------|---------------|
| Hansen Road                   |                                       | Churchill Heights Park          | 3.38             | 0.90         |               |
| <b>Total</b>                  | <b>30</b>                             |                                 | <b>3.38</b>      | <b>0.90</b>  | <b>4.28</b>   |
| High Point Raymond            |                                       | Elver Park                      | 12.35            |              |               |
|                               |                                       | Flagstone Park                  | 10.97            |              |               |
|                               |                                       | Midtown Commons Park            | 10.38            | 13.82        |               |
|                               |                                       | Prairie Ridge Conservation Park | 50.30            |              |               |
|                               |                                       | Valley Ridge Park               | 7.18             |              |               |
|                               |                                       | Waldorf Park                    | 1.92             |              |               |
|                               |                                       | New Park 1                      |                  | 5.28         |               |
| <b>Total</b>                  | <b>47.3</b>                           |                                 | <b>93.10</b>     | <b>19.10</b> | <b>112.20</b> |
| Junction                      |                                       | Junction Ridge Park             | 14.86            |              |               |
|                               |                                       | New Park 1                      |                  | 8.89         |               |
| <b>Total</b>                  | <b>48.07</b>                          |                                 | <b>14.86</b>     | <b>8.89</b>  | <b>23.75</b>  |
| Marsh Road                    |                                       | Lost Creek Open Space           | 1.25             |              |               |
|                               |                                       | Secret Places                   | 6.98             | 3.06         |               |
|                               |                                       | Veterans Memorial Park          | 5.40             |              |               |
|                               |                                       | New Park 1                      |                  | 2.64         |               |
| <b>Total</b>                  | <b>43.6</b>                           |                                 | <b>13.63</b>     | <b>5.70</b>  | <b>19.33</b>  |
| Midtown                       |                                       | Greenside Park                  | 2.51             | 15.02        |               |
|                               |                                       | Hill Creek Park                 | 11.07            | 5.50         |               |
|                               |                                       | Kingswood Park                  | 5.10             |              |               |
|                               |                                       | New Park 1                      |                  | 2.05         |               |
|                               |                                       | New Park 2                      |                  | 2.07         |               |
|                               |                                       | New Park 3                      |                  | 0.87         |               |
|                               |                                       | New Park 4                      |                  | 3.77         |               |
| <b>Total</b>                  | <b>30.3</b>                           |                                 | <b>18.68</b>     | <b>29.28</b> | <b>47.96</b>  |
| Nelson                        |                                       | High Crossing Park              | 5.87             | 4.47         |               |
|                               |                                       | Patriot Park                    | 5.47             | 4.82         |               |
|                               |                                       | New Park 1                      | 9.30             |              |               |
| <b>Total</b>                  | <b>38.2</b>                           |                                 | <b>11.34</b>     | <b>9.29</b>  | <b>20.63</b>  |
| Northeast                     |                                       | New Park 1                      |                  | 0.92         |               |
|                               |                                       | New Park 2                      |                  | 2.19         |               |
|                               |                                       | New Park 3                      |                  | 1.76         |               |
|                               |                                       | New Park 4                      |                  | 2.10         |               |
|                               |                                       | New Park 5                      |                  | 4.86         |               |
|                               |                                       | New Park 6                      |                  | 0.24         |               |
|                               |                                       | New Park 7                      |                  | 1.03         |               |
|                               |                                       | New Park 8                      |                  | 3.74         |               |
|                               |                                       | New Park 9                      |                  | 2.37         |               |
|                               |                                       | New Park 10                     |                  | 2.12         |               |
|                               |                                       | New Park 11                     |                  | 1.02         |               |
|                               |                                       | New Park 12                     |                  | 6.05         |               |
|                               |                                       | New Park 13                     |                  | 17.62        |               |
|                               |                                       | New Park 14                     |                  | 2.25         |               |
|                               |                                       | New Park 15                     |                  | 1.26         |               |
|                               |                                       | New Park 16                     |                  | 3.30         |               |
|                               |                                       | New Park 17                     |                  | 1.86         |               |
|                               |                                       | New Park 18                     |                  | 0.95         |               |
| <b>Total</b>                  | <b>0.3</b>                            |                                 | <b>0.00</b>      | <b>55.64</b> | <b>55.64</b>  |

**Table 5: Neighborhood Development Plan Park Development Details**

| Neighborhood Development Plan | % Complete of Residential Development | Park                 | Existing (acres) | New (acres)   | Total (acres)  |
|-------------------------------|---------------------------------------|----------------------|------------------|---------------|----------------|
| Pioneer                       |                                       | Cardinal Glen Park   | 5.40             |               |                |
|                               |                                       | Ledgerberg Park      | 1.21             |               |                |
|                               |                                       | New Park 1           |                  | 3.32          |                |
|                               |                                       | New Park 2           |                  | 1.90          |                |
|                               |                                       | New Park 3           |                  | 6.63          |                |
|                               |                                       | New Park 4           |                  | 4.91          |                |
|                               |                                       | New Park 5           |                  | 22.59         |                |
| <b>Total</b>                  | <b>1.6</b>                            |                      | <b>6.61</b>      | <b>39.35</b>  | <b>45.96</b>   |
| Pumpkin Hollow                |                                       | New Park 1           |                  | 3.84          |                |
|                               |                                       | New Park 2           |                  | 3.83          |                |
|                               |                                       | New Park 3           |                  | 17.26         |                |
|                               |                                       | New Park 4           |                  | 4.62          |                |
|                               |                                       | New Park 5           |                  | 4.00          |                |
| <b>Total</b>                  | <b>2.3</b>                            |                      | <b>0.00</b>      | <b>33.55</b>  | <b>33.55</b>   |
| Rattman                       |                                       | North East Park      | 7.53             |               |                |
|                               |                                       | NorthEast Greenspace | 201.00           |               |                |
|                               |                                       | Village Park         | 3.40             |               |                |
| <b>Total</b>                  | <b>67.6</b>                           |                      | <b>211.93</b>    | <b>0.00</b>   | <b>211.93</b>  |
| Shady Wood Phase A            |                                       | New Park 1           | 0.00             | 1.22          |                |
| <b>Total</b>                  | <b>0</b>                              |                      | <b>0.00</b>      | <b>1.22</b>   | <b>1.22</b>    |
| Sprecher                      |                                       | Dominion Park        | 6.60             |               |                |
|                               |                                       | Door Creek Park      | 108.00           |               |                |
|                               |                                       | McClellan Park       | 4.60             |               |                |
|                               |                                       | North Star Park      | 20.37            |               |                |
|                               |                                       | Reston Heights Park  | 4.91             |               |                |
|                               |                                       | Town Center Park     | 2.62             | 2.49          |                |
|                               |                                       | New Park 1           |                  | 1.55          |                |
| New Park 2                    |                                       | 4.16                 |                  |               |                |
| <b>Total</b>                  | <b>42.4</b>                           |                      | <b>147.10</b>    | <b>8.20</b>   | <b>155.30</b>  |
| <b>TOTAL</b>                  |                                       |                      | <b>1226.44</b>   | <b>273.61</b> | <b>1500.05</b> |

**Table 6: Recreation Organizations that use City of Madison Parks**

| Sport                   | League Name                                | Dates of Field Use                   | Number of Reserved Dates in 2010 | Athletic Facilities Used  | Estimated # of Players | Comments                               |
|-------------------------|--|--------------------------------------|----------------------------------|---|------------------------|--|
| <b>Soccer</b>           |  |                                      |                                  |   |                        |  |
|                         | American Youth Soccer Organization         | 6/3/10 - 7/29/10                     | 102                              | Kennedy, Wexford, Odana Hills, Walnut Grove   |                        | little kids, mainly using open space   |
|                         | Salon Centinela Soccer                     | 5/2/10 - 10/17/10                    | 150                              | Olbrich 1 & 4, Sycamore 1 & 2, Reindahl K-5   |                        |  |
|                         | Madison 56ers                              | 5/22/10 - 7/18/10                    | 12                               | Breese Stevens only   |                        | premiere league                        |
|                         | Madison Metropolitan School District       | 4/20 - 6/3, 8/23 - 10/21/10          | 29                               | Breese Stevens, Warner #1   |                        |  |
|                         | Madison Soccer Association                 | 4/25 - 6/20, 9/6/ - 10/19            | 25                               | Warner #1, Blackhawk #2   |                        |  |
|                         | Organizacion Latina de Futbol              | 5/1/10 - 10/16/10                    | 47                               | Elver 3 and 4   |                        | Saturdays only                         |
|                         | Madison City Soccer Club                   | 5/9/10 - 9/12/10                     | 38                               | Elver 3 and 4   |                        | Sundays only                           |
|                         | Liga Latinoamericana de Futbol             | 5/15/10 - 10/17/10                   | 115                              | Warner 1, 3, 5; Quann; Blackhawk 1 & 2  |                        |  |
|                         | Madison United                             | 5/9 - 6/6, 9/16 - 10/31              | 8                                | Warner #1   |                        | special games only                     |
|                         | Edgewood High School                       | 4/13 - 6/10, 8/17 - 10/14            | 18                               | Breese Stevens only   |                        |  |
|                         | Edgewood College                           | 8/23/10 - 10/31/10                   | 19                               | Breese Stevens  |                        | Breese Stevens only                    |
|                         | Madison Area Youth Soccer Assn.            | 4/10/10 - 6/13/10, 9/11/10 - 11/6/10 | 166                              | Kennedy, Olbrich, High Point, Wexford, Tenney, Garner, Reindahl K-5, Junction Ridge   |                        | also use many park areas for practices |
| <b>Softball</b>         |  |                                      |                                  |   |                        |  |
|                         | Greater Madison Senior Softball            | 5/19/10 - 09/01/10                   | 26                               | Goodman Softball 1 and 2  |                        | Wednesday morning league               |
|                         | Special Olympics (Softball)                | 6/15/10 - 8/5/10                     | 16                               | Garner Softball   |                        | Tues, Thurs summer evenings            |
|                         | Edgewood High School                       | 4/13/10 - 5/25/10                    | 14                               | Goodman Softball 1 and 2  |                        |  |
|                         | Madison School and Community Recreation    | 4/23 - 8/13, 8/23 - 10/7/10          | 805                              | Warner Park 1-4, Olbrich Park 1-4, Goodman Field 1 & 2, Bowman Field 2-4, Elver Park 1-4)                                   |                        |  |
|                         | Madison Metropolitan School District       | 4/8 - 5/27/10                        | 44                               | Olbrich   |                        |  |
|                         | UW Women's Club Softball                   | 4/10 & 11, 9/25 & 26, 10/15 & 16     | 10                               | Olbrich Softball #1, 2, 3   |                        | just tournaments, special games        |
|                         | J-BALL                                     | 5/17/10/ - 8/7/10                    | 45                               | Demetral softball 1 - 4   |                        | Monday evening league                  |
| <b>Tennis</b>           |  |                                      |                                  |   |                        |  |
|                         | Wisconsin Tennis Association (USTA)        | 5/4/10 - 10/14/10                    | 1,058                            | Quann, Rennebohm, & Reindahl tennis   |                        |  |
|                         | KOTEL (Korean Tennis League)               | 5/14/10 - 9/18/10                    | 90                               | Rennebohm tennis 1 - 5, Quann for tourn.  |                        | Friday evening league                  |
|                         | Special Olympics (Tennis)                  | 5/13/10 - 8/5/10                     | 46                               | Garner tennis 1 and 2   |                        | Tues, Thurs summer evenings            |
|                         | Madison School and Community Recreation    | 6/14 - 8/5/10                        | 987                              | rich, Odana, Kennedy, Warner, Wexford, Orchard Ridge, Richmond Hills, Huegel-Jamestown, Reindahl                            |                        |  |
|                         | Edgewood High School                       | 4/8 - 5/14, 6/21 - 25, 9/8/ - 9/20   | 190                              | Quann tennis 1 - 10   |                        |  |
|                         | Madison Metropolitan School District       | 4/12 - 5/22, 8/14 - 9/25/10          | 241                              | Quann, Rennebohm, & Reindahl tennis   |                        |  |
|                         | Madison College                            | 8/26/10 - 10/12/10                   | 72                               | Reindahl tennis 1 - 6   |                        |  |
|                         | Sports for Active Seniors                  | 5/3/10 - 9/24/10                     | 315                              | 3 courts at Rennebohm   |                        | early morning weekday league           |
|                         | Edgewood College                           | 4/5 - 5/7, 8/17 - 10/1               | 163                              | 3 courts at Quann, 3 courts at Rennebohm  |                        |  |
| <b>Baseball</b>         |  |                                      |                                  |   |                        |  |
|                         | Mens Senior League Baseball                | 4/18/10 - 9/26/10                    | 21                               | Bowman Baseball   |                        | Sunday league & a few Fri. eves        |
|                         | Madison Metropolitan School District       | 4/10 - 6/4/10                        | 25                               | Bowman Baseball and Warner Baseball   |                        |  |
|                         | UW Baseball                                | 4/22,4/23,4/24, and 5/2/10           | 4                                | Bowman Baseball and Warner Baseball   |                        | just plays occasional games            |
|                         | Madison School and Community Recreation    | 5/26 - 8/12/10                       | 65                               | Bowman Baseball and Warner Baseball   |                        |  |
|                         | Edgewood High School                       | 4/15/10 - 6/1/10                     | 8                                | Warner Baseball   |                        |  |
| <b>Football</b>         |  |                                      |                                  |   |                        |  |
|                         | Warner Park Youth Football                 | 8/4/10 - 10/29/10                    | 316                              | Warner multi-use field, softball area   |                        | games on Sats, practices weekdays      |
|                         | Southside Raiders Football                 | 8/10/10 - 10/23/10                   | 63                               | Penn football   |                        | games on Sats, practices weekdays      |
|                         | Madison Area Independent Sports League     | 9/14/10 - 10/29/10                   | 68                               | Vilas football  |                        |  |
| <b>Lacrosse</b>         |  |                                      |                                  |   |                        |  |
|                         | Westside Lacrosse Club                     | 4/15/10 - 6/11/10                    | 43                               | Garner lacrosse field   |                        | high school club sport                 |
|                         | Lacrosse America                           | 4/13/10 - 6/13/10                    | 24                               | High Point lacrosse field   |                        | kids program                           |
| <b>Kickball</b>         |  |                                      |                                  |   |                        |  |
|                         | Midwest Unconventional Sports Association  | 4/15/10 - 10/14/10                   | 194                              | Demetral softball 1 - 4   |                        |  |
|                         | Madtown Sportz (kickball & touch football) | 4/17/10 - 10/19/10                   | 88                               | Demetral, Hiestand, Bowman softball   |                        |  |
|                         | Lucky's Kickball League                    | 6/22/10 - 8/10/10                    | 8                                | Vilas softball  |                        | had lots & lots of rainouts.....       |
| <b>Ultimate Frisbee</b> |  |                                      |                                  |   |                        |  |
|                         | Next Level Ultimate                        | 7/18/10 - 7/22/10                    | 15                               | Vilas softball, soccer, football areas  |                        | week-long ultimate clinic              |
|                         | Madison Ultimate Frisbee Association       | 4/15/10 - 10/22/10                   | 756                              | Demetral softball, Burr Jones, Olbrich, Sandstone, Midtown Commons, Manchester, Orlando Bell, Warner softball, Brittingham, |                        | huge huge program                      |
| <b>Cricket</b>          |  |                                      |                                  |   |                        |  |
|                         | Madison Cricket Club                       | 5/15/10 - 10/3/10                    | 42                               | Reindahl Cricket Pitch  |                        | Saturdays & Sundays                    |
| <b>Cricket</b>          |  |                                      |                                  |   |                        |  |
|                         | Madison Cricket Club                       | 5/15/10 - 10/3/10                    | 42                               | Reindahl Cricket Pitch  |                        | Saturdays & Sundays                    |
| <b>Hockey</b>           |  |                                      |                                  |   |                        |  |
|                         | Madison Pond Hockey Association            | Winter                               |                                  |   |                        |  |
| <b>Cross Country</b>    |  |                                      |                                  |   |                        |  |
|                         | Madison Metropolitan School District       | 8/1/2010-12/1/2010                   | 3                                | Warner Park   |                        |  |






Table 7: Parkland Ordinance Municipal Comparison

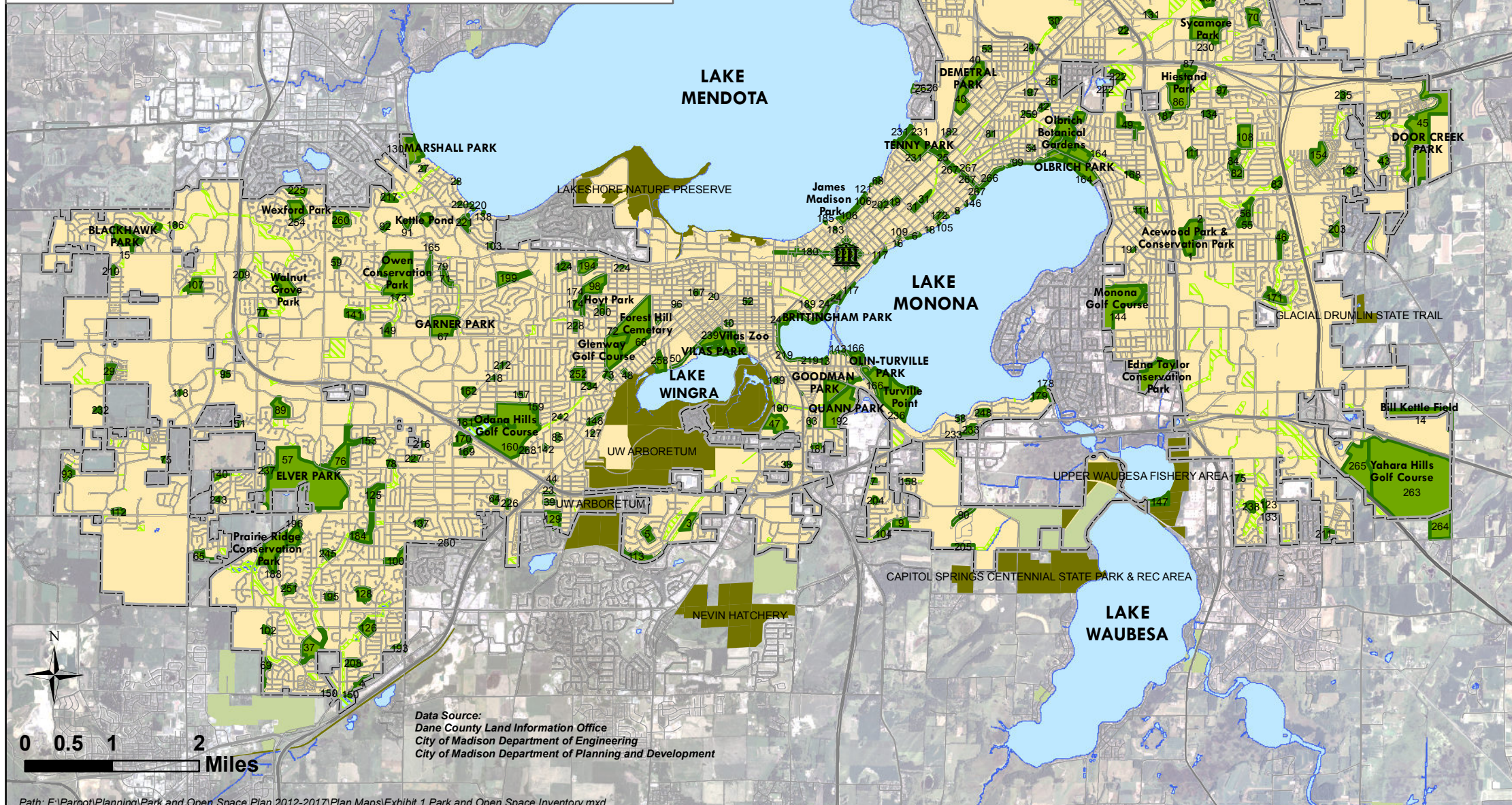
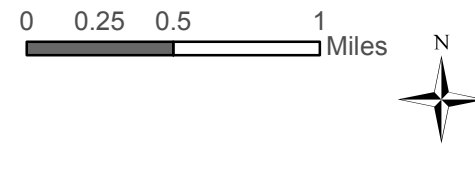
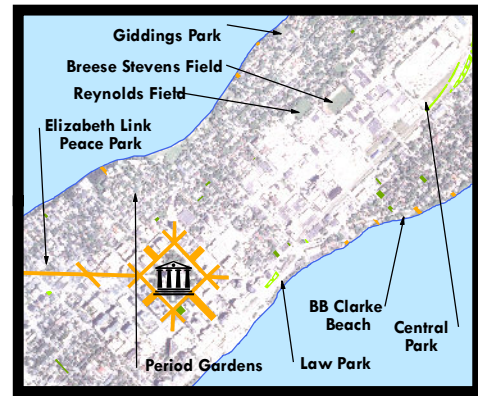
| Municipality         | Population Estimate | Land Dedication Requirements   | Park Impact Fees Single Family   | Park Impact Fees Multiple Family  | Fees in Lieu of  | Other   |
|----------------------|---------------------|--|--|---|--|---|
| Mt. Horeb            | 6,749               | 2,178 sf/du (1 acre/20 du)   | \$712/du   |   | \$2,550/du   |   |
| Stoughton            | 12,820              | 1,468 sf/du  | \$3,717/du   | \$2,788/du  | Single Family: \$2,805/du; Two bedroom apartment: \$2,104/du; One bedroom apartment/studio: \$1,402            | Park Impact Fee for Multi-family w/ 1 bedroom or less: \$1,859/du. Park Impact fees are reduced by fees in lieu of amount if land is dedicated.         |
| Middleton            | 17,170              | 1,450 sf/du  | \$1,450/du   |   | \$1,650/du (one bedroom or less) and \$2,750/du (> one bedroom)  |   |
| Fitchburg            | 23,690              | In general: 2,900 sq.ft/unit: T4 is calculated at 6 du @ 1,900 sq ft/du; T5 is 12 du/ac @ 1,000 sq ft/ du  | \$540/du   | Two family: \$570/two units Multi-family: \$120/du                              | \$4,750/du   |   |
| Sun Prairie          | 26,300              | 1,116 sf/du (1 acre/39 du)   | \$480/du   | \$480/du  |  | Single and Multi-Family Land Impact Fees: \$1,220/du land impact fee, Senior Living Land Impact Fees = \$470/du, Senior Living Impact Fees are \$190/du |
| Racine (land locked) | 80,100              | NONE   | NONE   | NONE  | NONE   | No future annexation planned, therefore no ordinances relating to development fees  |
| Kenosha              | 96,400              | 5% of the total net area of land devision  | 5% of the value of the land subject to development but not less than \$1,415/lot | 5% of the value of the land subject to development byt not less than \$1,205/du | Equal to the value of the land that would have otherwise beed dedicated as determined by the                   |   |
| Green Bay            | 104,000             | Land dedication is based on compliance with Offical City Map, Comprehensive Plan, and with Support of Park Department  | NONE   | NONE  | \$275/du   |   |
| <b>Madison</b>       | <b>228,200</b>      | <b>Single Family: 1,100 sf/du<br/>Multi-family: 700 sf/du</b>  | <b>\$921/du</b>  | <b>\$592/du</b>   | <b>\$2.11 max/sf</b>   |   |
| Norfolk, VA          | 233,333             |  |  |   |  |   |
| Greensboro, NC       | 255,124             | Land dedication is based on compliance with Offical Drainageway and Open Space Dedication Map.   | NONE   | NONE  |  |   |
| Lexington, KY        | 296,545             |  |  |   |  |   |
| St. Paul, MN         | 305,000             | Complicated requirements based on parking spaces, platting vs. building permits, and is currently under review   | None   | None  | Complicated requirements based on parking spaces, platting vs. building permits, and is currently under review |   |
| Minneapolis, MN      | 402,000             | 287 sf/du within downtown, or 435.6 sf/du for outside of downtown, development employees: 100 sf/employess up to a mzimum of 10% of the area being developed | NONE   | NONE  | \$1,500/du; commercial:based on assessed value with a max of \$200 max for development employee; additional    |   |

## APPENDIX B: PLAN MAPS



# City of Madison Public Land Inventory Exhibit 1

-  Greenway: Public land owned by the City for stormwater or landfill purposes, these lands are occasionally used by the public as active or passive recreation.
-  Trafficway: Road right-of-way that serves a public park function.
-  Dane County Public Land
-  City of Madison Parkland
-  Other: Land includes that owned and managed by the DNR and University.



- |   |   |   |                                       |
|---|---|---|---------------------------------------|
| 1. Acewood Conservation Park            | 71. Glen Oak Hills Park                   | 144. Monona Golf Course                 | 210. Sauk Heights Park                |
| 2. Acewood Park                         | 72. Glenway Golf Course                   | 145. Monona Park                        | 211. Secret Places Park               |
| 3. Aldo Leopold Park                    | 73. Glenwood Park                         | 146. Morrison Park                      | 212. Segoe Park                       |
| 4. Apple Ridge Park                     | 74. Goodman Park                          | 147. Mud Lake Fishing Access            | 213. Sheridan Triangle Park           |
| 5. Arbor Hills Park                     | 75. Greenside Park                        | 148. Nakoma Park                        | 214. Sherman Village Park             |
| 6. B.B. Clarke Beach Park               | 76. Greentree - Chapel Hills Park         | 149. Nautilus Point Park                | 215. Sherry (O.B.) Park               |
| 7. Badger Park                          | 77. Haen Family Park                      | 150. Nesbitt Open Space                 | 216. Sherwood Forest Park             |
| 8. Baldwin Street End                   | 78. Hammersley Park                       | 151. Newbery Park                       | 217. Skyview Park                     |
| 9. Baxter Park                          | 79. Hampton Court Park                    | 152. Newville (Kenneth) Park            | 218. Slater (William) Park            |
| 10. Bear Mound Park                     | 80. Harbor Court Park                     | 153. Norman Clayton Park                | 219. South & West Shore Park          |
| 11. Beld Triangle Park                  | 81. Hawthorne Park                        | 154. North Star Park                    | 220. Spring Harbor Beach Park         |
| 12. Berkley Park                        | 82. Heritage Heights Park                 | 155. North-East Park                    | 221. Spring Harbor Park               |
| 13. Bernies Beach Park                  | 83. Heritage Prairie                      | 156. Northland Manor                    | 222. Starkweather Park                |
| 14. Bill Kettle Park                    | 84. Heritage Sanctuary                    | 157. Oak Park Heights                   | 223. State Street/Mall Concourse      |
| 15. Blackhawk Park                      | 85. Hiawatha Circle Park                  | 158. Ocean Road Park                    | 224. Stevens Street Park              |
| 16. Blout Street (South) Street End     | 86. Hiestand Park                         | 159. Odana Hills East                   | 225. Stricker's Pond                  |
| 17. Bordner Park                        | 87. Hiestand Woods                        | 160. Odana Hills Golf Course            | 226. Summit-West Maintenance          |
| 18. Brearly Street (South) Street End   | 88. High Crossing Park                    | 161. Odana Hills Park                   | 227. Sunridge Park                    |
| 19. Breese Stevens Athletic Field       | 89. High Point Park                       | 162. Odana School Park                  | 228. Sunset Park                      |
| 20. Breese Terrace Triangle             | 90. Highland Manor Park                   | 163. Olbrich Botanical Complex          | 229. Swallowtail Park                 |
| 21. Brentwood Park                      | 91. Highlands East                        | 164. Olbrich Park                       | 230. Sycamore Park                    |
| 22. Brigham Park                        | 92. Highlands West                        | 165. Old Middleton Road                 | 231. Tenney Park                      |
| 23. Britta Park                         | 93. Hill Creek Park                       | 166. Olin-Turville Park                 | 232. Thousand Oaks                    |
| 24. Brittingham Park                    | 94. Hillington Triangle                   | 167. Olive Jones Park                   | 233. Thut Park                        |
| 25. Burr Jones Park                     | 95. Hillpoint Park                        | 168. Ontario Park                       | 234. Tillotson Park                   |
| 26. Burrows Park                        | 96. Hollister Avenue                      | 169. Orchard Ridge Park                 | 235. Town Center Park                 |
| 27. Camelot Open Space                  | 97. Honeysuckle Park                      | 170. Orchard Ridge Valley               | 236. Turville Point Conservation Park |
| 28. Capital Avenue Street End           | 98. Hoyt Park                             | 171. Orlando Bell Park                  | 237. Valley Ridge Park                |
| 29. Cardinal Glenn Park                 | 99. Hudson Park                           | 172. Orton Park                         | 238. Veterans Memorial Park           |
| 30. Carpenter - Ridgeway Park           | 100. Huegel Park                          | 173. Owen Conservation Park             | 239. Vilas (Henry) Park               |
| 31. Central Park                        | 101. Hughes Park                          | 174. Owen Parkway                       | 240. Vilas (Henry) Zoo                |
| 32. Cherokee Marsh - Mendota Unit       | 102. Ice Age Ridge Park                   | 175. Owl's Creek Park                   | 241. Village Park                     |
| 33. Cherokee Marsh - North Unit         | 103. Indian Hills Park                    | 176. Paterson Street (North) Street End | 242. Waite Circle Open Space          |
| 34. Cherokee Marsh - School Road Unit   | 104. Indian Springs Park                  | 177. Patriot Park                       | 243. Waldorf Park                     |
| 35. Cherokee Park                       | 105. Ingersoll Street (South) Street End  | 178. Paunack (A.O.) Marsh               | 244. Walnut Grove Park                |
| 36. Churchill Heights Park              | 106. James Madison Park                   | 179. Paunack (A.O.) Park                | 245. Waltham Park                     |
| 37. Country Grove Park                  | 107. Junction Ridge Park                  | 180. Peace (Elizabeth) Park             | 246. Warner Park                      |
| 38. Cypress Spray Park                  | 108. Kennedy Park                         | 181. Penn Park                          | 247. Washington Manor Park            |
| 39. De Voils Park                       | 109. Kerr - Mcgee Triangle Park           | 182. Pennsylvania Park                  | 248. Waunona Park                     |
| 40. Demetral Park                       | 110. Kettle Pond                          | 183. Period Gardens                     | 249. Westchester Gardens Park         |
| 41. Dickinson Street (South) Street End | 111. Kingston - Onyx Park                 | 184. Pilgrim Park                       | 250. Western Hills Park               |
| 42. Dixon Open Space                    | 112. Kingswood Park                       | 185. Pinckney (North) Street End        | 251. Westhaven Trails Park            |
| 43. Dominion Park                       | 113. Kingswood Conservation Park          | 186. Pleasant View Cemetery             | 252. Westmorland Park                 |
| 44. Doncaster Park                      | 114. Lake Edge Park                       | 187. Portland Park                      | 253. Westport Meadows Park            |
| 45. Door Creek Park                     | 115. Lake View Heights Park               | 188. Prairie Ridge Conservation Park    | 254. Wexford Park                     |
| 46. Droster Park                        | 116. Lakeland-Schiller Triangle Park      | 189. Quarry Park                        | 255. Wheeler Heights Park             |
| 47. Duane F. Bowman Park                | 117. Law Park                             | 190. Quarry Cove Park                   | 256. Whitetail Ridge Park             |
| 48. Dudgeon School Park                 | 118. Lederberg Park                       | 191. Quaker Park                        | 257. Windom Way Park                  |
| 49. Eastmorland Park                    | 119. Lerdahl Park                         | 192. Quann Park                         | 258. Yahara Boat & Storage Ramp       |
| 50. Edgewood Pleasure Drive             | 120. Linden Grove Park                    | 193. Quarry Park                        | 259. Wirth Court Park                 |
| 51. Edna Taylor Conservation Park       | 121. Livingston Street (North) Street End | 194. Quarry Park                        | 260. Woodland Hills Park              |
| 52. Edward Klief Park                   | 122. Livingston Street (South) Street End | 195. Raemisch Homestead Park            | 261. Worthington Park                 |
| 53. Eken Park                           | 123. Lost Creek Park                      | 196. Raymond Ridge Park                 | 262. Yahara Boat & Storage Ramp       |
| 54. Elmside Circle Park                 | 124. Lucia Crest Park                     | 197. Reger (George) Park                | 263. Yahara Hills Golf Course         |
| 55. Elvehjem Park                       | 125. Lucy Lincoln Hiestand Park           | 198. Reindahl (Amund) Park              | 264. Yahara Hills Park                |
| 56. Elvehjem Sanctuary                  | 126. Manchester Park                      | 199. Rennebohm Park                     | 265. Yahara Hills Open Space (West)   |
| 57. Elver Park                          | 127. Mandan Circle Park                   | 200. Reservoir Park                     | 266. Yahara Place Park                |
| 58. Esther Beach Park                   | 128. Maple Prairie Park                   | 201. Reston Heights Park                | 267. Yahara River Parkway             |
| 59. Everglade Park                      | 129. Marlborough Park                     | 202. Reynolds Park                      | 268. Zook Park                        |
| 60. Felland Park                        | 130. Marshall Park                        | 203. Richmond Hill Park                 |                                       |
| 61. Few Street (South) Street End       | 131. Mayfair Park                         | 204. Rimrock Park                       |                                       |
| 62. Filene Park                         | 132. McClellan Park                       | 205. Rustic Park                        |                                       |
| 63. Fisher Street Park                  | 133. McFarland Park                       | 206. Sandburg Park                      |                                       |
| 64. Flad Park                           | 134. McGinnis Park                        | 207. Sandburg Woods                     |                                       |
| 65. Flagstone Park                      | 135. Meadow Ridge Conservation Park       | 208. Sandstone Park                     |                                       |
| 66. Forest Hill Cemetery                | 136. Meadow Ridge Park                    | 209. Sauk Creek Park                    |                                       |
| 67. Garner Park                         | 137. Meadowood Park                       |   |                                       |
| 68. Giddings Park                       | 138. Merrill Springs Park                 |   |                                       |
| 69. Glacier Crossing Park               | 139. Midland Park                         |   |                                       |
| 70. Glacier Hill Park                   | 140. Midtown Commons                      |   |                                       |
|   | 141. Mineral Point Park                   |   |                                       |
|   | 142. Mohican Pass                         |   |                                       |
|   | 143. Monona Bay Open                      |   |                                       |

Data Source:  
Dane County Land Information Office  
City of Madison Department of Engineering  
City of Madison Department of Planning and Development











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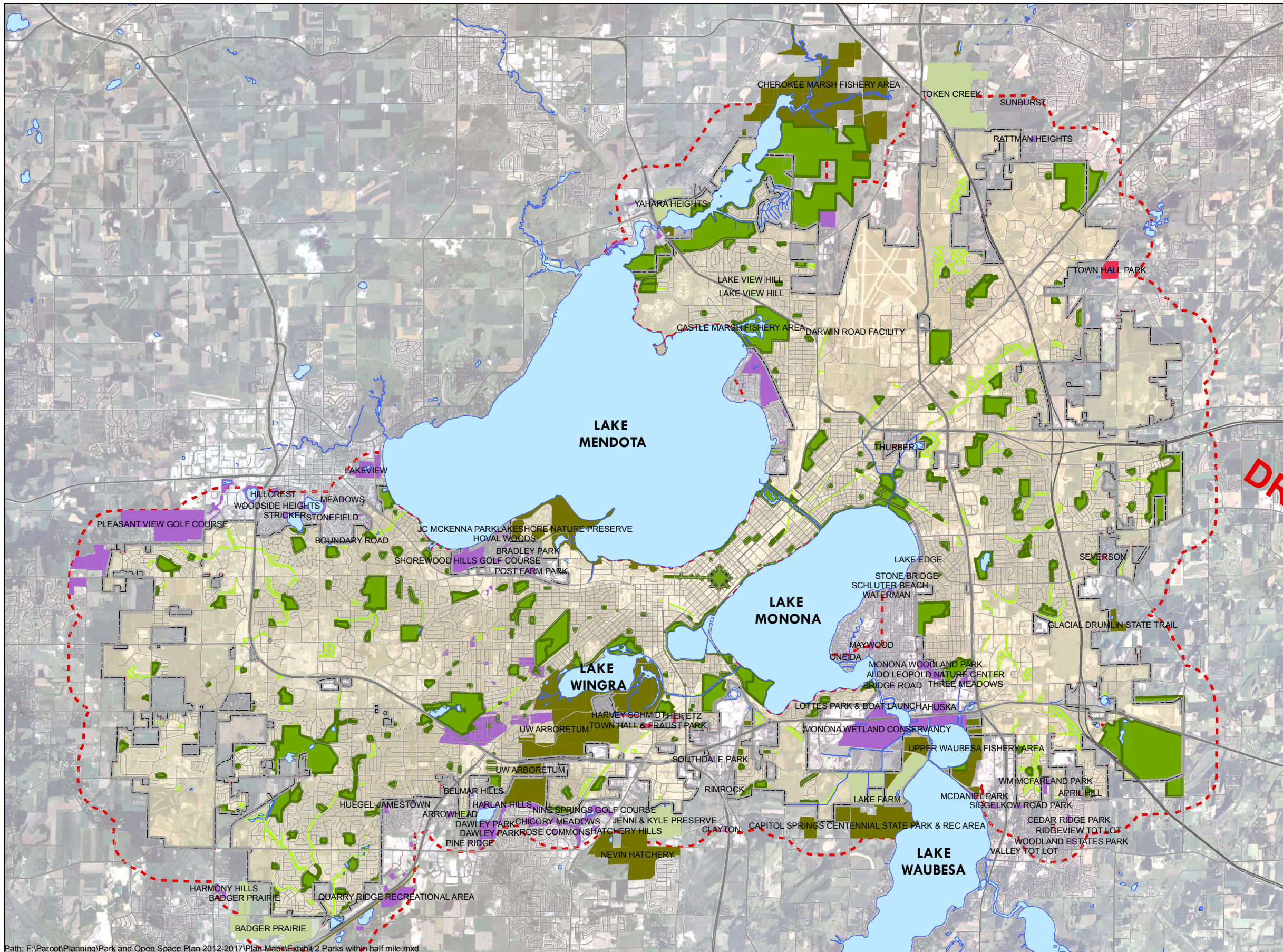


Date: 01/18/2012



# Park/Conservation Areas Within 1/2 Mile of City Boundary Exhibit 2

-  1/2 Mile Buffer from City Boundary
-  Other Municipal Public Land
-  Neighboring municipal parks to be annexed to City of Madison per boundary agreements (annexation dates between 2022-2036)
-  City of Madison
-  City of Madison Greenway
-  Dane County Lands
-  City of Madison Parkland
-  Other: Land includes that owned and managed by the DNR and University of Wisconsin.



DRAFT UPDATE

**Data Source:**  
 Dane County Land Information Office  
 City of Fitchburg  
 City of Madison Department of Engineering  
 City of Madison Department of Planning and Development  
 City of Middleton  
 City of Monona  
 Town of Blooming Grove  
 Town of Burke  
 Town of Madison  
 Town of Verona  
 Village of Maple Bluff  
 Village of McFarland  
 Village of Shorewood Hills  
 Wisconsin Department of Natural Resources



Date: 01/18/2012

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**DRAFT UPDATE**

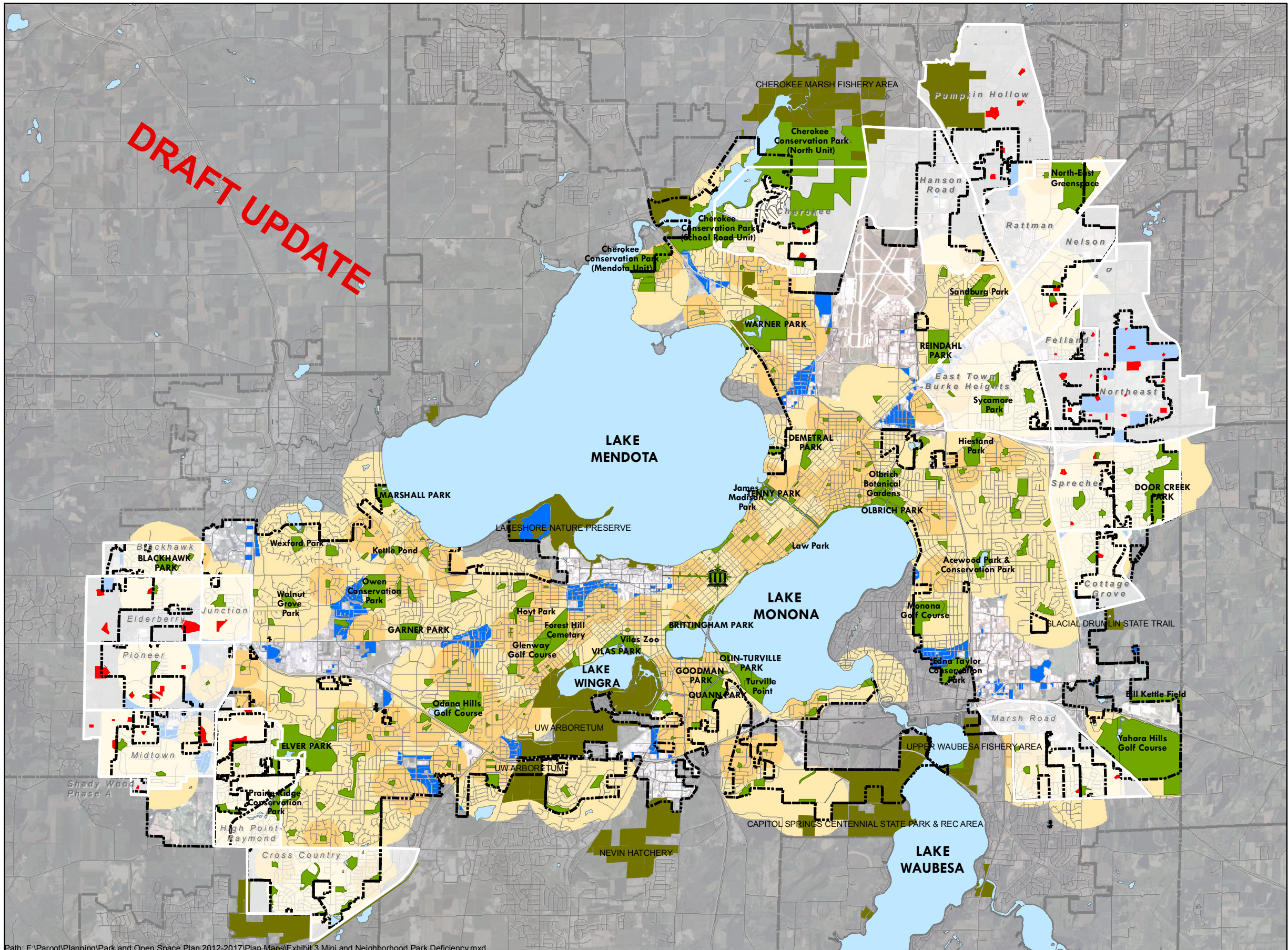
**Mini and Neighborhood  
Park Deficiencies  
Exhibit 3**

**Legend**

- Existing Mini & Neighborhood Park Deficiency
- Existing Mini & Neighborhood Park Deficiency within NDP (Will be eliminated with development of NDP)
- Neighborhood Development Plan (NDP) & Special Area Plan (SAP) Proposed Parks
- Mini Park 1/4 Mile Service Area
- Neighborhood Park & Community Park 1/2 Mile Service Area
- City of Madison Parkland
- Other Parkland (Dane County, University of Wisconsin, DNR, etc.)

Areas identified in Neighborhood Development Plans (NDP) and Special Area Plans (SAP) are indicated with white overlay and outline, and include their

*Data Source:  
Dane County Land Information Office  
City of Madison Department of Engineering  
City of Madison Department of Planning and Development*



Date: 01/18/2012












**DRAFT UPDATE**

# Elementary & Middle School Parks Influence on Neighborhood and Mini Park Deficiencies

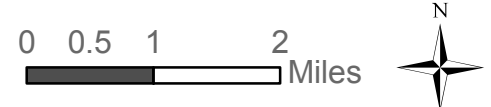
## Exhibit 4

### Legend

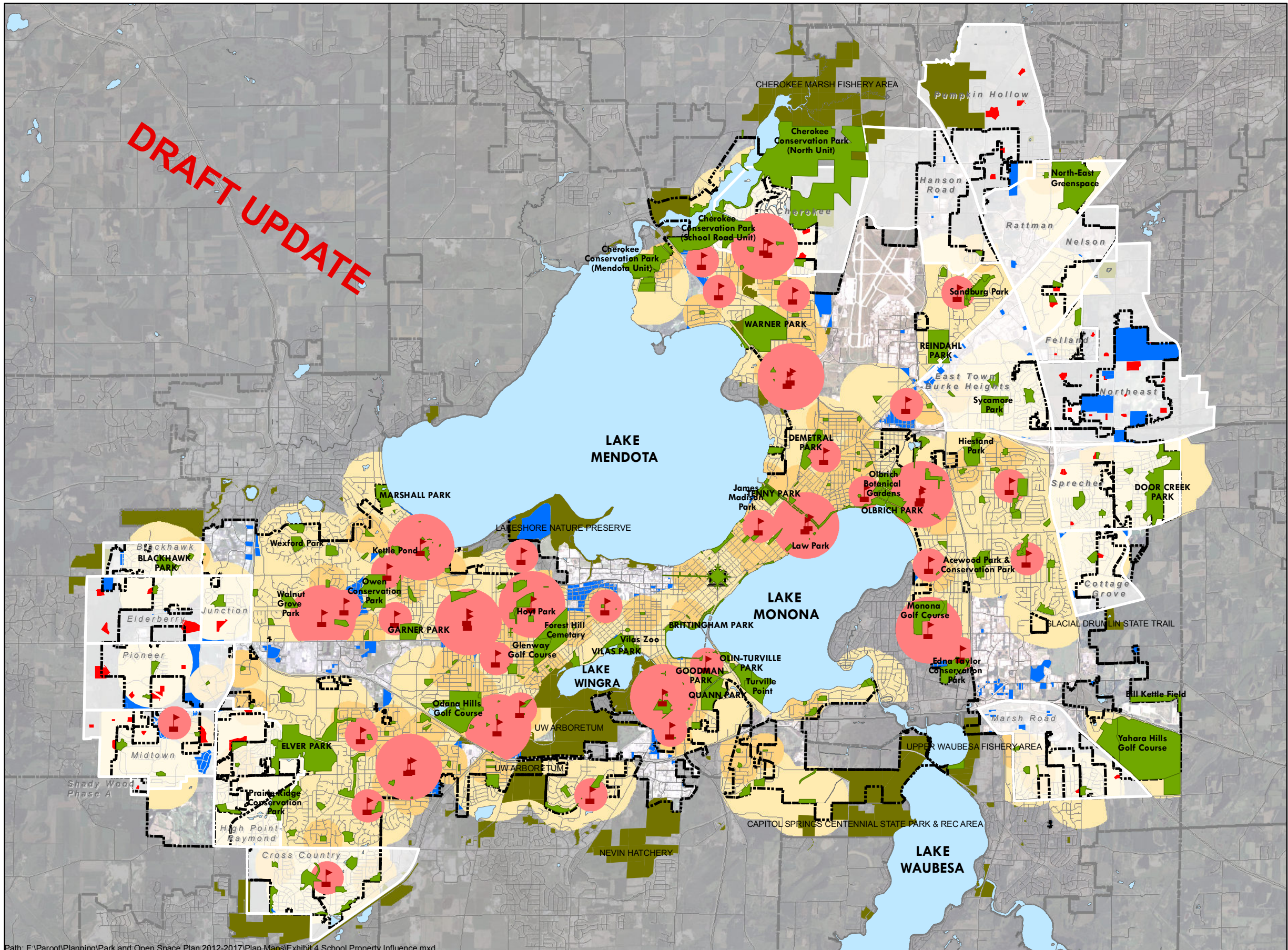
-  Existing Elementary and Middle Schools
-  Elementary School Park 1/4 Mile Service Area & Middle School Park 1/2 Mile Service Area
-  Existing Mini & Neighborhood Park Deficiency (Includes Influence of School Parks)
-  Existing Mini & Neighborhood Park Deficiency within NDP (Will be eliminated with development of NDP)
-  Neighborhood Development Plan (NDP) & Special Area Plan (SAP) Proposed Parks
-  Mini Park 1/4 Mile Service Area
-  Neighborhood Park & Community Park 1/2 Mile Service Area
-  City of Madison Parkland
-  Other Parkland (Dane County, University of Wisconsin, DNR, etc.)

Areas identified in Neighborhood Development Plans (NDP) and Special Area Plans (SAP) are indicated with white overlay and outline, and include their

*Data Source:*  
 Dane County Land Information Office  
 City of Madison Department of Engineering  
 City of Madison Department of Planning and Development



Date: 01/18/2012

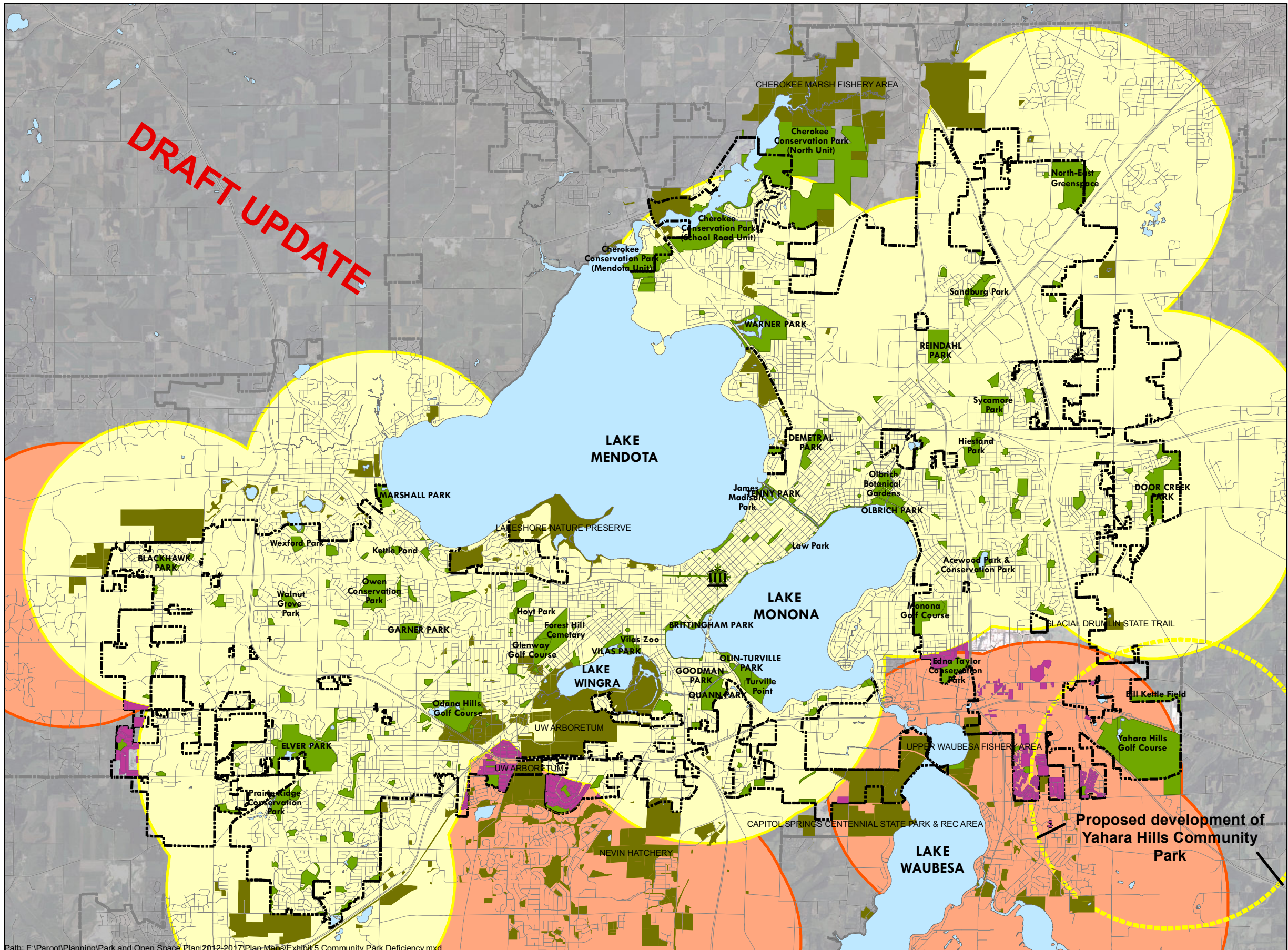




**DRAFT UPDATE**

# Community Park Deficiencies Exhibit 5

- Legend**
- City of Madison Community Park Deficiency
  - Community Park 2 Mile Service Area
  - City of Fitchburg, Town of Middleton & Village of McFarland Community Parks
  - City of Madison Parkland
  - Other Parkland (Adjacent Municipalities, Dane County, University of Wisconsin, DNR, etc.)



Data Source:  
Dane County Land Information Office  
City of Madison Department of Engineering  
City of Madison Department of Planning and Development



Date: 01/18/2012

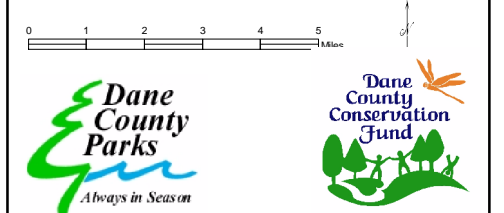


# Dane County Parks & Open Space Plan Regional Trail Map 2006 - 2011

- Existing and Proposed Trails**
- Proposed Off-road Bicycle/Pedestrian Trails
  - Water Trails
  - Proposed Bicycle Pedestrian Ferry
  - Existing Bicycle/Pedestrian Trails
  - Existing Ice Age National Scenic Trail
- Park Commission Lands & Project Areas that Intersect Existing/Proposed Trails**
- Recreation Park
  - Forest\*
  - Historical/Cultural Site
  - Natural Resource Area Boundary (NRAB)
  - Ice Age National Scenic Trail Corridor

- Proposed Off-Road Bicycle Pedestrian Trails**
1. Token Creek Co. Park to Riley Deppe Co. Park
  2. Georgia O'Keefe Trail
  3. McCarthy Co. Park to Lake Kegonsa State Park
  4. McCarthy Co. Park Connector Trail
  5. Capital City Connector Trail
  6. Blooming Grove Drumlin/Door Creek Park Trail
  7. Lower Yahara River Trail
  8. Kegonsa Loop (includes on-road segments)
  9. Stoughton to Oregon Trail
  10. Oregon to Capital Springs Trail
  11. Fitchburg/Oregon Rail Trail
  12. Oregon to Badger State Trail
  13. Sugar River Trail
  14. Sugar River to Mount Horeb Trail
  15. Black Earth Creek to Pope Farm Park to Badger Prairie Co. Park
  16. Black Earth Creek Trail
  17. Mazomanie to Sauk City Rail Trail
  18. Highway 12 Connector Trail
  19. Indian Lake Spur Trail
  20. North Mendota Trail
  21. Upper Yahara River Trail
  22. DeForest to Sun Prairie Trail
  23. Starkweather Creek Trail
  24. Glacial Drumlin to Rockdale Trail
  25. Blue Mounds Loop

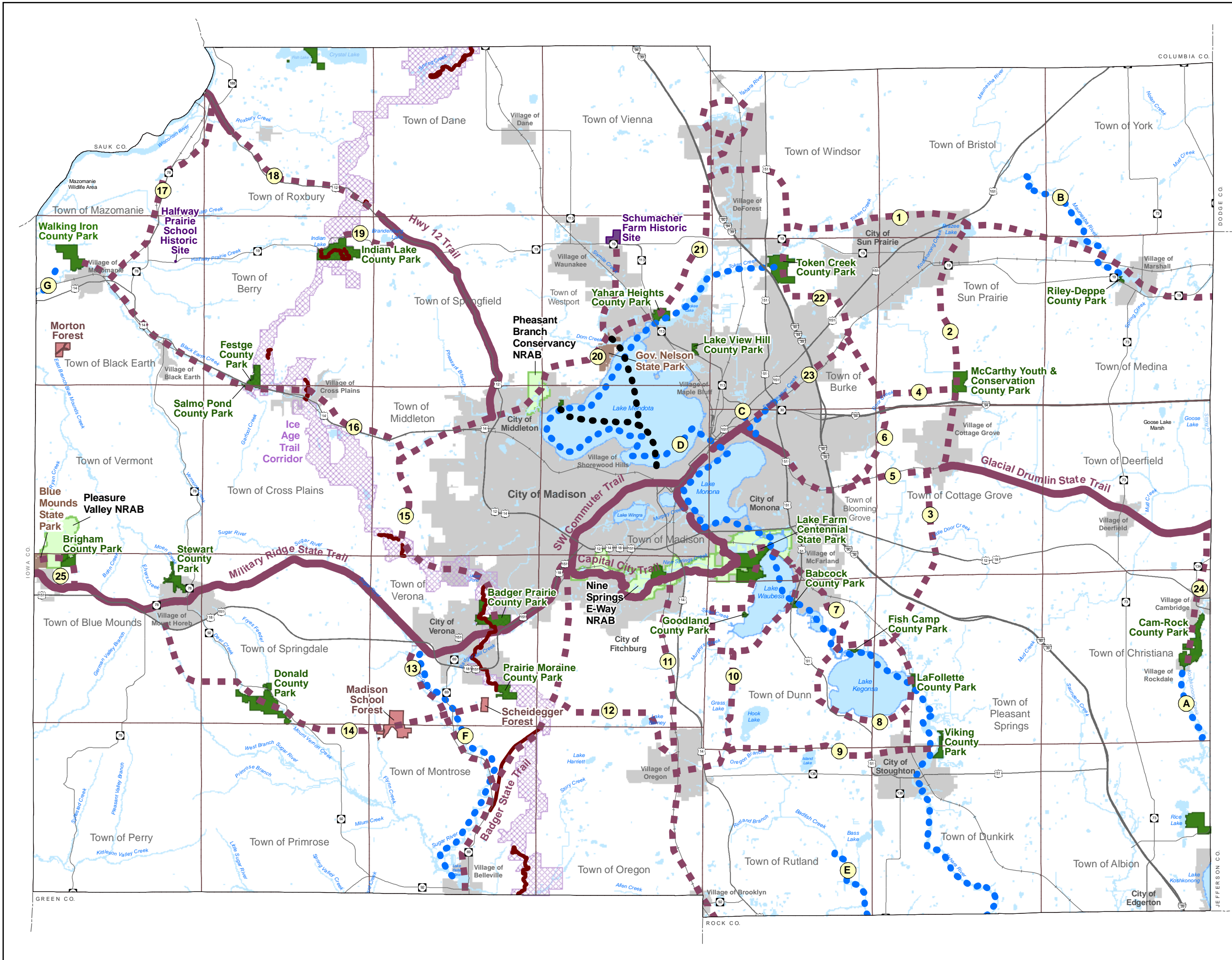
- Water Trails\*\***
- |                       |                      |
|-----------------------|----------------------|
| A. Koshkonong Creek   | E. Badfish Creek     |
| B. Maunsha River      | F. Sugar River       |
| C. Starkweather Creek | G. Black Earth Creek |
| D. Yahara Chain       |                      |



\* Dane County Park Commission does not own Madison School Forest  
 \*\* More detailed water trail information can be found at [www.capitolwatertrails.org](http://www.capitolwatertrails.org)

**Data Sources:**  
 Recreation Parks, School & Community Forests, Historical/Cultural Sites and Natural Resource Area Boundaries: (DCLWRD July 2006)  
 Parks Data (June 2006)  
 County & State Bike/Pedestrian Trail: MAMPO (1/2006)  
 Ice Age National Scenic Trail Corridor: Ice Age Park & Trail Foundation (2000)  
 Existing Ice Age National Scenic Trail: Ice Age Park & Trail Foundation (2006)  
 State/Federal Lands: Dane County Parcels (June 2006)  
 Grassland/Prairie Management Areas: WDNR (1994)  
 Environmental Corridor: DCRPC (7/2006)  
 Urban Service Area: DCRPC (1/2006)  
 Railroad: DCRPC (2000)  
 Hydrography: Orthophoto-derived (2000)  
 Town Boundary: Dane County (1/2006)

Map created on December 7, 2006 by the Dane County Land and Water Resources Department

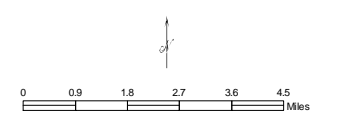
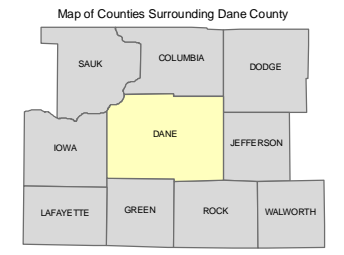




# Dane County Parks & Open Space Plan 2006 - 2011

- Dane County Park Commission Lands**
- Recreation Park
  - Forest\*
  - Historical/Cultural Site
  - Natural Resource Area Property

- Dane County Natural Resource Project Areas**
- Natural Resource Area Boundary (NRAB)
  - Ice Age National Scenic Trail Corridor

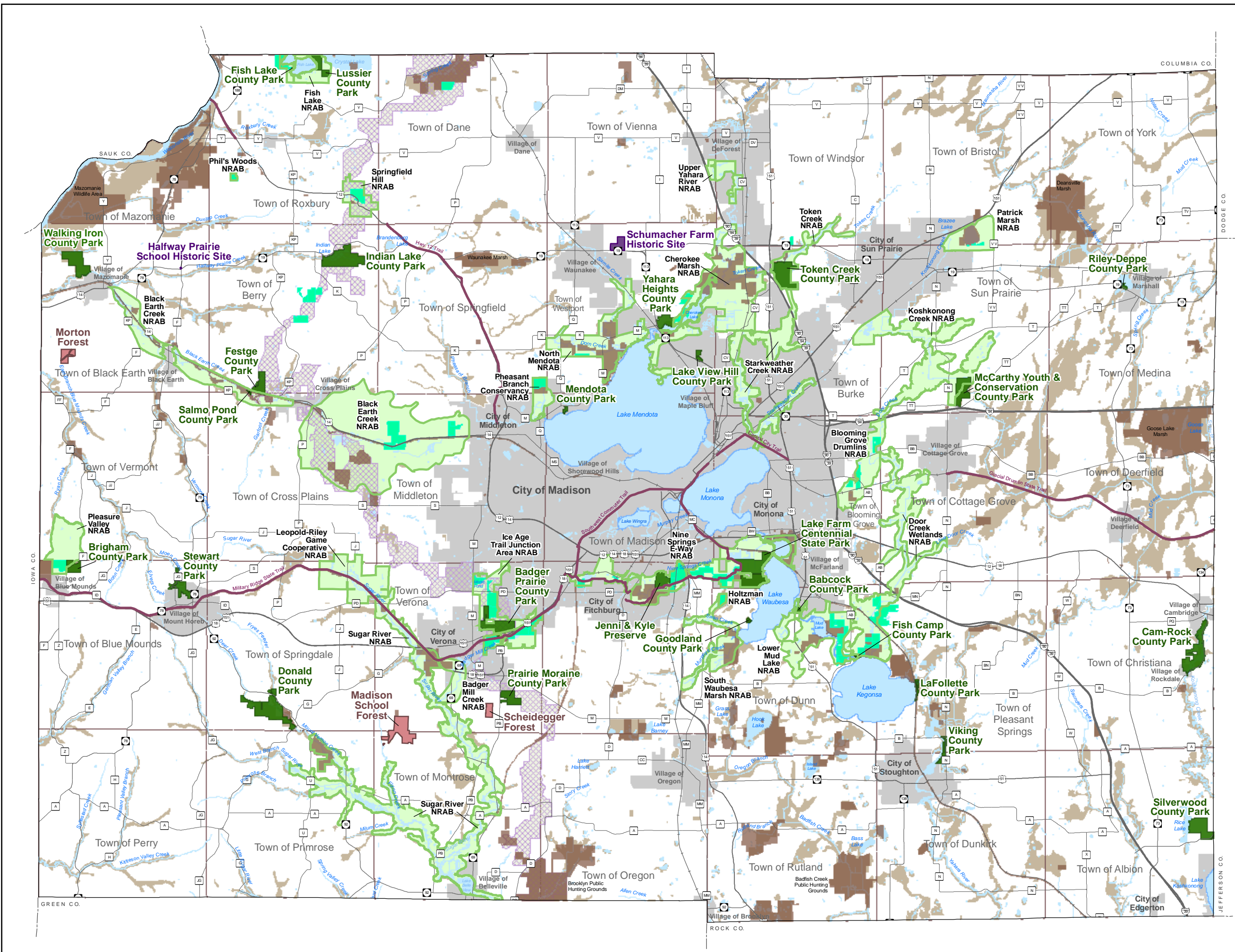


- Reference Layers**
- County & State Bike/Pedestrian Trail
  - State/Federal Land
  - Environmental Corridor
  - Urban Service Area
  - Major Road
  - Railroad
  - Lake/Pond
  - Stream/River
  - Township Boundary



\* Dane County Park Commission does not own Madison School Forest

**Data Sources:**  
 Recreation Parks, School & Community Forests, Historical/Cultural Sites and Natural Resource Area Boundaries: DCLWRD July 2006  
 Parks Data (June 2006)  
 County & State Bike/Pedestrian Trail: MAMPO (1/2006)  
 Ice Age National Scenic Trail Corridor: Ice Age Park & Trail Foundation (2000)  
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 Environmental Corridor: DCRPC (7/2006)  
 Urban Service Area: DCRPC (1/2006)  
 Railroad: DCRPC (2000)  
 Hydrography: Orthophoto-derived (2000)  
 Town Boundary: Dane County (1/2006)

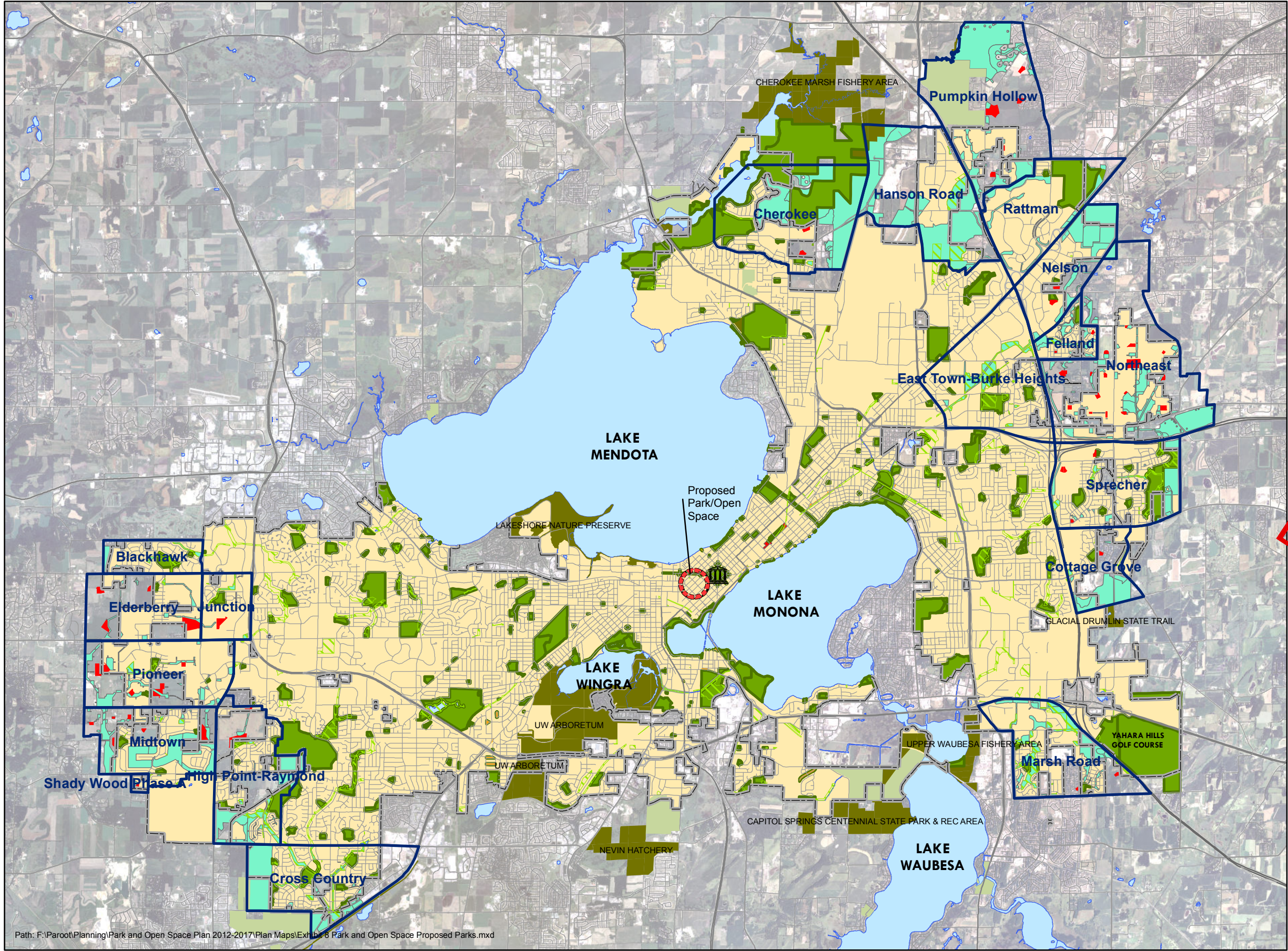




**Proposed NDP Parks  
as of 10/4/2011  
Exhibit 8**

**Legend**

- Proposed Public Parks Identified through Neighborhood Development Plans and Downtown Plan
- Open space (greenways, undeveloped land, etc.) identified in Neighborhood Development Plans
- City of Madison Greenway
- Dane County Land
- City of Madison Parkland
- Other: Land includes that owned and managed by the DNR and University of



DRAFT UPDATE

Data Source:  
Dane County Land Information Office  
City of Madison Department of Engineering  
City of Madison Department of Planning and Development



Path: F:\Paroot\Planning\Park and Open Space Plan 2012-2017\Plan Maps\Exhibit 8 Park and Open Space Proposed Parks.mxd



# DNR Inventory of Contaminated Properties Exhibit 9

## Legend

### Contaminated and Cleaned Up Sites

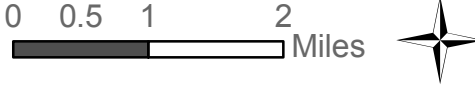
- ▲ Closed Contamination Sites
- Open Contamination Sites

**Notes:**  
 Contaminated and Cleaned Up Sites: Includes sites where cleanup of environmental contamination is ongoing or completed. A sites "closed" status refers that the contamination is controlled. This may be reopened as a contaminated site depending on the construction activities planned for this site.

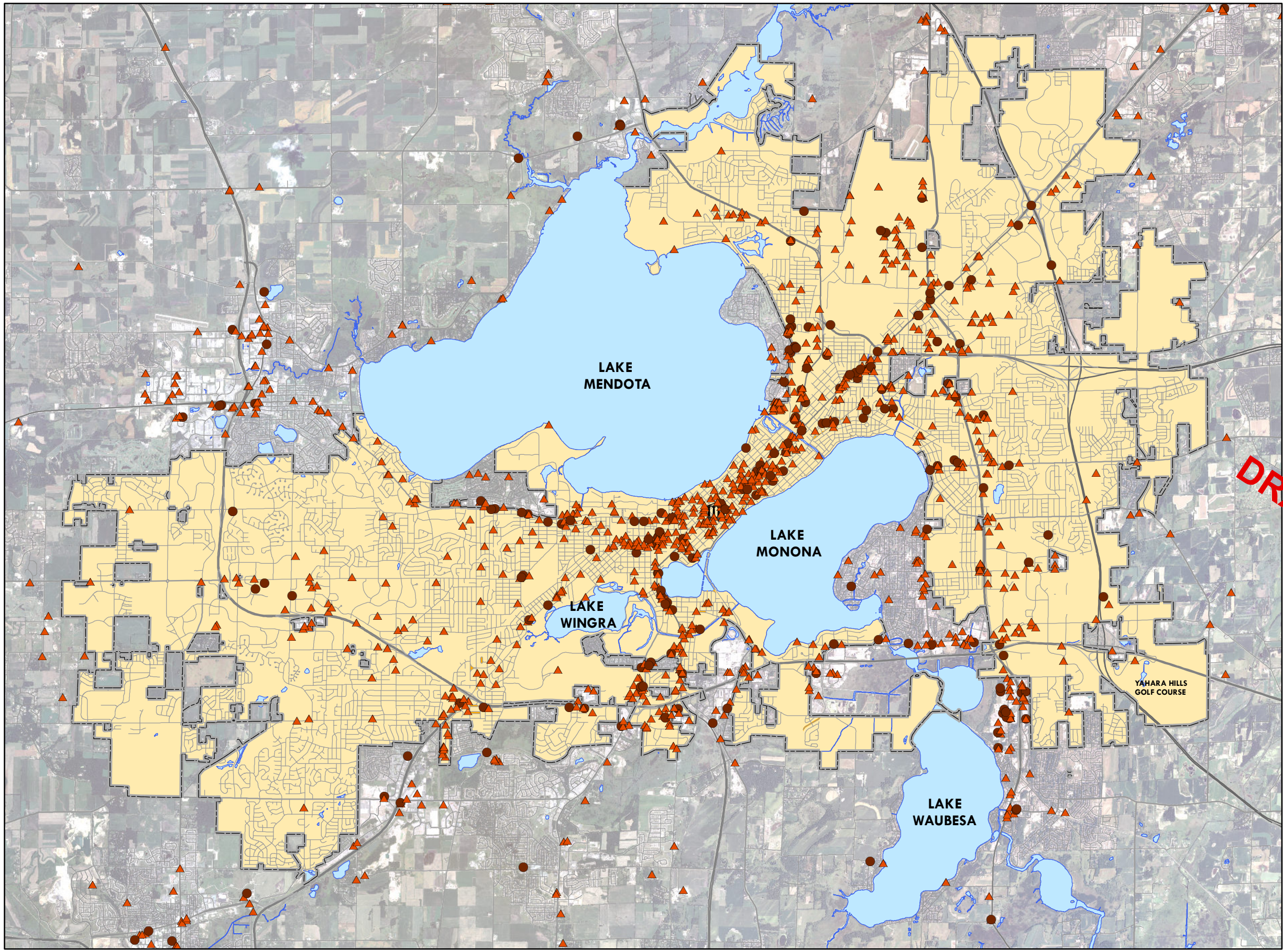
Closed sites may have been closed with residual soil and/or groundwater contamination. An inventory of closed sites with residual soil and/or groundwater contamination (inventory only includes years from 2004-present) at the Wisconsin DNR Interactive Maps website.

DRAFT UPDATE

**Data Source:**  
 Dane County Land Information Office  
 City of Madison Department of Engineering  
 City of Madison Department of Planning and Development  
 Wisconsin DNR Interactive Maps, RR Sites Map  
<http://dnr.wi.gov/org/aw/rr/gis/index.htm>



Date: 01/18/2012

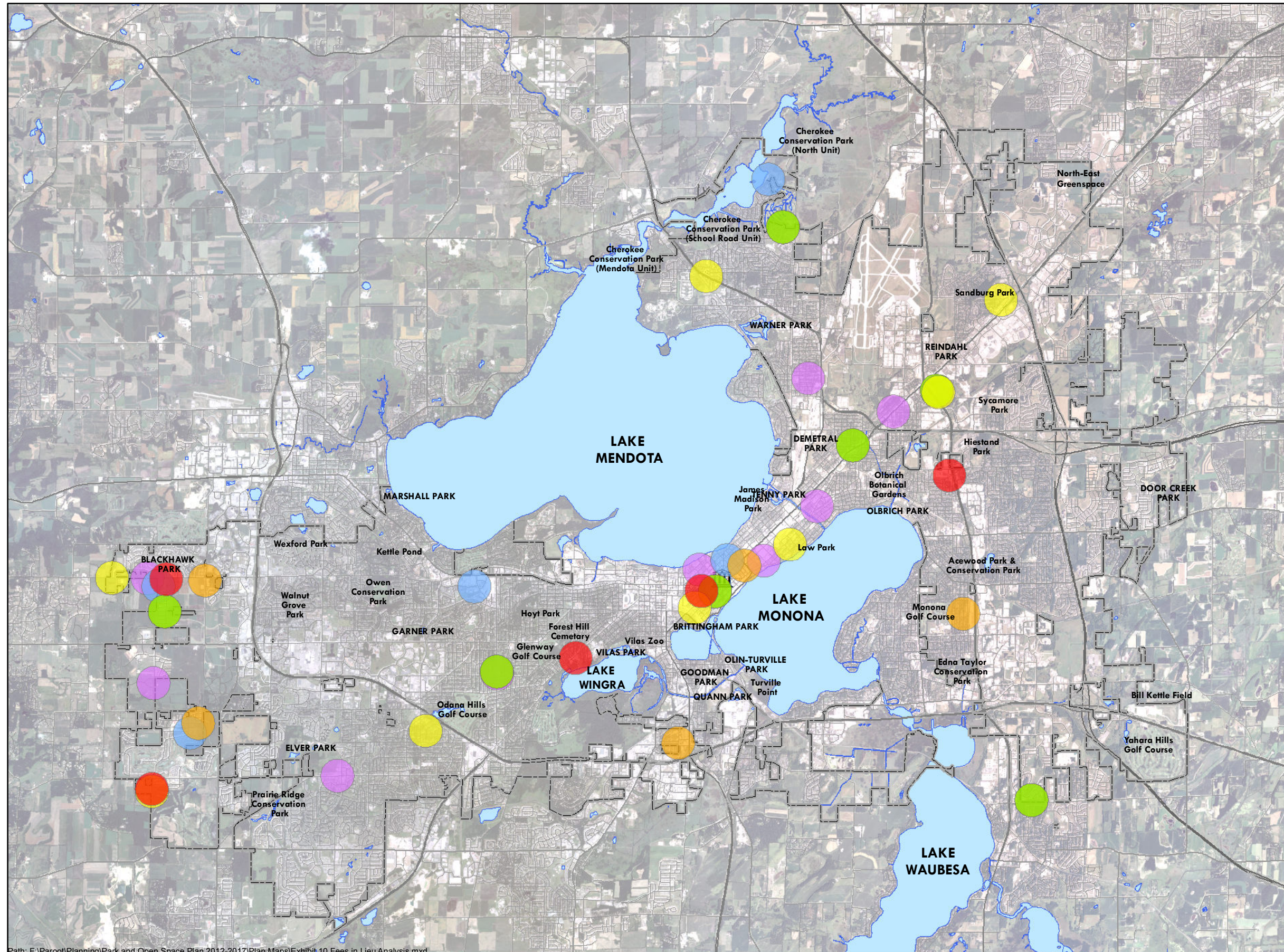




# Fee in Lieu Analysis Map Exhibit 10

## Legend

- 2011 Sample Developments
- 2010 Sample Developments
- 2010 Sample Developments
- 2008 Sample Developments
- 2007 Sample Developments
- 2006 Sample Developments



DRAFT UPDATE

Data Source:  
Dane County Land Information Office  
City of Madison Department of Engineering  
City of Madison Department of Planning and Development



Date: 01/18/2012

Path: F:\Parool\Planning\Park and Open Space Plan 2012-2017\Plan Maps\Exhibit 10 Fees in Lieu Analysis.mxd



**APPENDIX C:  
PUBLIC INPUT COMMENTS**

January 25, 2011  
 Central Public Library  
 Public Input Meeting Notes

Public Comments

|                 |  |
|-----------------|--|
| <p>Person 1</p> | <p>Suggested the Park's Division to review the efforts of the Northport-Warner Park-Sherman Existing Neighborhood Plan (2010), and asked where this was incorporated into the 2010 Park and Open Space Plan. Question regarding how the revisions to the City's Comprehensive Plan would reflect the POSP. Stated concerns that Warner Park Recreation Center caters more to adults rather than children, and called for increased programs for children on the North Side. Stated concerns regarding the fact that East High School athletic fields are at LaFollette High School and stated that they would like to see more parks used for high school athletics. Stated they would like to see how the Parks Division views wildlife and birds. Noted that the beaches at Warner Park have algae that make the beach uninviting. They asked what can citizens do to help clean the beach. Asked the Park's Division about whether or not a pool at Warner Park was still being considered, and also asked if (when the pool was constructed) there was a way to develop a filter system between the existing ponds and the proposed swimming pool. Suggested that the parks implement native plantings and wildflowers, and there is an opportunity to do that at hillside at Berkeley Park. Suggested that more North Side Parks should have disc golf courses. Suggested that Warner Park have a park and ride program where you can provide biking opportunities throughout the City originating at Warner Park. Asked the Park's Division if the art in the park program was still in existence. Asked the Park's Division about the status of the implementation of the Olbrich Master Plan. Asked the Park's Division who administers and manages greenspace along bike paths. Asked the Park's Division how we can increase participation from other groups? Suggested increasing direct Metro connections to the City pool. Asked the Park's Division about using parks for permanent spaces for Farmer's Market's. Stated that p. 140 of the Northport- Warner Park-Sherman Existing Neighborhood Plan, the idea for a "land bridge" (although not referred as a "landbridge") was noted on p. 140.</p> |
| <p>Person 2</p> | <p>Stated that there is a significant goose problem at Lake Wingra and asked if there was anything the City was doing to alleviate the problem. Stated that Vilas Park has a large number of young adults who are drinking without permits which makes the park less family friendly.</p>  |
| <p>Person 3</p> | <p>Stated that the presentation did not list environmental education, and would like to see more focus on how parks are used for environmental education. Suggested that the Parks Division survey the University of Wisconsin and school teaches regarding their use of parks for environmental education. Stated that the online survey did not specifically provide the ability to gage the many environmental education opportunities at parks and that the category "wildlife viewing" was not adequate to capture the different types of environmental</p>   |

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|----------|---|
|          | amenities and opportunities provided by parks (i.e. class surveys, sampling, viewing, etc.). Suggested that Community Services expands outreach to environmental studies and outreach programs. Suggested the City provide an inventory of flora and fauna (specifically birds) for City parks. Suggested information on flora and fauna is already available in various forms. Suggested that they would like to see a slide expanding on natural resources within the park system, such as how many acres of trees are within the park system, what type of trees are in the parks, etc.  |
| Person 4 | Stated that they would like to see a wall sized map showing how the service radii work and examples of neighborhood and community parkland. Stated that they would like to know more about how developers influence the park system. Suggested that the City investigate how to become a “Bird City”, similar to Madison as a “Tree City”. Stated that they chair the Friends of Edna Taylor Conservation group and suggested that they have made several efforts to enhance the park specifically to enhance wildlife and bird habitats. Stated this type of effort would be a great example to use when researching the possibility of Madison becoming a “Bird City”. Stated that the Parks Division sponsored a walking tour at the same time that the Friends of Edna Taylor sponsored a walking tour, and that the Friends group did not have notice from the Parks Division. Inquired about surveying how many people use the parks, specifically the use of Edna Taylor Conservation Park by Aldo Leopold Nature Center, they suggested that Parks investigate whether or not it is worth talking to the Aldo Leopold Nature Center about contributing for the rights to use Edna Taylor Park. Stated that they have had frustrations trying to have a section of the trail at Edna Taylor Park repaired, and that the trail is eroding. Stated they have made several inquiries and has not received an answer. Suggested that the presentation was a good overview but would like more details such as listing the Friends groups in the plan. Stated that there is no mention of ADA accessibility in the plan. Suggested a brochure that indicates what parks are ADA accessible. Question regarding what the Park’s Division policy on ADA accessibility is. Stated their concerns regarding being able to receive comments from a variety of users, suggested having a meeting at Harambee. |
| Person 5 | Inquired about the plans from the Metcalfe Brothers. Suggested that the City require a 1,000 ft setback from the lakes to prohibit development, and allow public access to waterfronts.   |

Card #1

- Please allow the introduction of fruit and nut trees in City parks, it adds value to the park and would make parks more visited and provides people with wholesome natural foods.



February 3, 2011  
 Alicia Ashman Library  
 Public Input Meeting Notes

Public Comments

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| Person 1 | Question regarding the old Park and Open Space Plan, and where it can be found on the website. Question regarding what is the 2009 Heritage Tree Ordinance. Question regarding whether the Emerald Ash Borer will be covered in the Park and Open Space Plan.  |
| Person 2 | Stated they are concerned about invasive species growing in parks, mentioned concerns about buckthorn, Chinese elm, etc.   |
| Person 3 | Stated they are concerned about invasive species in parks, specifically garlic mustard. Mentioned that garlic mustard is a problem in Walnut Grove Park. Stated that anyone at this meeting who is interested in volunteering should sign their name on the sign-up sheet for garlic mustard removal. Question regarding whether or not the City has skate parks. Stated that traffic calming measures in their neighborhood are being used by skateboarders and would like to see a safer alternative for skateboarders.  |
| Person 4 | Question regarding the public input opportunities slide, specifically who is receiving the surveys. Question regarding who the City is meeting with regarding public input. Verified that Friend's Groups who rent a room in a facility will not be contacted.   |
| Person 5 | Question regarding who is behind community gardens, what is their purpose, and are they successful. Question regarding the vision for how community gardens will be used.  |
| Person 6 | Stated that a lot of plan recommendations that were in the last plan have yet to be achieved, and would like to see these efforts implemented. Noted that the downtown of Madison has a park deficiency which will increase with proposed increases in residential units recommended in the Downtown Plan. Noted that Elver Park needs to be expanded to the south when the farm goes out of business. Noted that efforts need to continue regarding managing our native species. Suggested that the DNR is increasingly providing grant opportunities. Suggested that the City is going to have to spend more money and staff time to address this issue. Stated that the person was encouraged that not all of parks are completely overwhelmed, and that a little effort makes a big deal. Suggested that the City needs an overall plan of attack regarding invasive species control. Stated that the City needs to do more with conservation parks and that the system has grown and responsibility transferred to other things such as cross country skiing has made it difficult to manage conservation parks. Stated that there is a tremendous amount of interest in small natural areas, that volunteers have led the way. Stated that they really hope the invasive species control efforts can be beefed up, and that preservation of our existing natural resources is incredibly important for both our generation and future generations. |

February 10, 2011  
Public Input Meeting Notes

Public Comments

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| Person 1 |   |
|          | Represents Mad Fishing Expo/Yahara Fishing Club, mentioned the parks are doing a lot of things right and that Olbrich is a Gem, but that parks forgot about fishing. Stated they did not see fishing on the survey, and that more attention should be paid to boat access. Olbrich should have bathrooms near the boat access.  |
| Person 2 | Read Sigurd Olson quote and stated that they agree with the ideas expressed by Sigurd Olson.<br>"It is wonderful to have national parks and forests to go to, but they are not enough. It is not enough to make a trip once a year or to see these places occasionally over a long weekend. We need to have places close at hand, breathing spaces in cities and towns, little plots of ground where things have not changed; green belts, oases among the piles of steel and stone."   |
| Person 3 | Stated they were concerned about survey monkey and tried three public computers that couldn't load the survey. State that only the top of the line computers can load the survey. Stated they would like to see more paper copies. Stated that the parks have enough soccer and football [fields], and they represent the passive users and hopes the plan will consider passive users. Stated that dog parks need investment, and they are concerned about existing fences that dogs can go over and under. Stated that the dog parks should have plantings for birds and butterflies. Stated that they like that there are no motored boats allowed in Lake Wingra, and would like to see closure of other lakes to to motored boats for one weekend a month. Stated they would like places for kids to be able to play and get dirty and make mudpies. Stated that they favor unmowed areas, and that these areas could be better planted for habitat. Stated they would like the meadow near the dog park at Warner Park to not be mowed for Rhythm and Booms. Stated they would like to see more support for neighborhood parks. |
| Person 4 | Stated that the City needs more dog parks, and need more studies regarding the location of dog parks. Stated they would like the City maximize open natural areas with conservation areas especially in Warner Park and Warner Beach. Suggested that the City should emphasize the need to preserve wetlands and species and use humane management of species. Stated they do not think that the City has given enough consideration to ADA Accessibility. Stated that the City needs to develop a better balance between public access and use of public space especially in regards to reserved facilities. Stated that it is the school system tasked for development of recreation facilities, not necessarily the Parks Division. Stated concern regarding noise out of Warner Park from special events. Stated the City needs to look at the environmental detail of events and things such as fireworks [regarding Warner Park]. Stated concerns about flaws in survey process and fairness in the   |

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|          | <p>process. Glad to hear that the comment period is extended, and that the Parks Division is soliciting input from the entire public, not just from those who attended the January and February meetings.</p>  |
| Person 5 | <p>Stated that they represented the Yahara Fishing Club and stated that their primary concerns within the park system are fishing. Stated the Yahara Fishing Club has been around since 1946. Stated they would like to see a Kids Fishing Day. Stated that the water quality [of the lakes in Madison] is not what it should be. Stated that it is important to have a place for kids to go to learn to fish. Stated that accessibility needs are not being met. Stated that they are not sure if Rhythm and Booms has an impact on water, but believes it isn't good on the water quality because pollutants settle out to the bottom of the lake. Stated they would like to see the impact statement regarding Rhythm and Booms. Stated that parking and boat launching at Warner Park needs more parking for fishing. Stated that a lot of places at boat launches need restrooms.</p> <p>Stated they would like to see weeds taken care of, which would help eliminate transfer of weeds and invasive species from lakes via boats. Stated they would like to see handicap piers at Warner Park. Stated concerns regarding culverts at Warner lagoon and intersections that interfere with fish habitat. Stated they would like to see aerators to keep a healthy fish population. Noted that salt and goose waste is a big problem. Noted that the shoreline at Warner Park is deteriorating. Stated they would like to see more native plants. Stated that the City needs dog parks, but doesn't need them around the entire lagoon during bird nesting and fish spawning seasons. Stated that the City might be able to secure funding through the Fishing Expo.</p> |
| Person 6 | <p>Discussed the property bordered by Royster Avenue on the west, by a fence on the east, by the railroad on the north, and Cottage Grove Road on the south (currently owned by Agrium US Inc and Madison Gas and Electric). Stated that this property is being used mostly as a dog walking area. Stated that they have mowed paths through the area and people were delighted, and is now almost continuously used for dog walking. Proposed that this parcel be put up for consideration for purchase as a public park.</p>   |
| Person 7 | <p>Stated that they represented the Dane County Conservation League. Stated that the fishing community has concerns, especially regarding the deterioration of public launches (i.e the launch at Cherokee Marsh School Road Unit). Stated that they are opposed to closing the launch at Cherokee Marsh School Road Unit, and that the launch should be kept open, maintained and made accessible for paddle boats.</p>   |
| Person 8 | <p>Thanked the Parks Department for extending the survey date. Stated that they would like to see the survey in Spanish and would like additional public input meetings. Stated that fishing isn't measured on the survey because it does not generate revenue to the Parks Division. Stated concerns regarding the City's Parks Magazine and that the City's golf courses have 4 pages in the magazine while conservation parks are listed on one page. Stated that this is because the golf courses bring</p>  |

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|           | revenues to the City. Stated that for 2011 would like to see two pages representing conservation parks and one page representing golf courses.  |
| Person 9  | <p>Thanked the City for the opportunity for input. Stated that they have concerns regarding Warner Park being managed and changed without a plan. Noted that mowing patterns seem to change without reason, and that chainsaws are taken to hedgerows that were once bird habitat also without reason. Stated concerns about conservation practices within the park related to park management policies such as pruning trees to accommodate mower heights. Stated they would like to see permanent management policies put in place that addressed permanent wildlife. Stated concerns with the connotation of the word “passive” in planning park strategies for “passive” and “active” recreation. Stated that the objectives of the original plan which states, “use natural open space as framework for enhancing other land uses, linking all parks and open spaces to the maximum extent possible” have not been met. Asked if the Parks Division has done a survey of these uses. Stated that we do not know how many people use parks. Stated they have a sense of abandoned policies and goals from the existing 5-year plan. Stated they would like to continue these policies and goals into the new plan. Stated they would like a new category of parkland which would include minimally maintained land, filled with hedgerows and other natural areas. Stated that Wild Warner has outlined 40 acres for bird watching and other passive uses. Stated that Wild Warner is willing to take ownership of these back 40 acres and to make this area a model of land left in its natural state.</p> |
| Person 10 | <p>Stated they advocated for better management of conservation areas, but that they also support developed parks. Stated that lots of needs are met by developed parks and that Madison has a good balance while also heavily balanced with conservation parks. Stated that Madison has roughly 6,000 acres split into 2,000 acres of conservation parks, 2,000 acres of mowed developed parks, and 2,000 acres of scattered undeveloped open space. Stated that the Parks Division is doing a better job of managing natural space, but need a better system of organization, staff and funding for these areas. Stated that there is a major problem with invasive species, as well with losing elms and ash trees. Stated that these issues should be taken into account when formulating a better plan for management. Stated that the City does not need to have less developed parks, but does need to take better care of existing open space and conservation areas.</p>  |
| Person 11 | <p>Stated that they represented the Elvejhem Neighborhood, wanted to say thank you for putting on the survey. Stated that they advocate for Acewood and Droster Park and think they would be a good spot for a dog park and/or community gardens.</p>   |
| Person 12 | <p>Thanked the City for the opportunity to provide input. Stated they would like to see a dog park at Odana Hills. Stated that food security, social justice, and inaccessibility should be taken into consideration and should promote edible landscaping in green spaces. Stated that edible landscaping is a great teaching tool in regards to teaching people where</p>   |



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|           | <p>food comes from, and that it doesn't come from a grocery store. Stated that edible landscaping should be incorporated into public lands and that edible landscaping should be encouraged in natural areas. Also stated that medicinal plants should be included in natural areas and that there are native medicinal plants. Stated they would like the City to be proactive with Emerald Ash Borer and replace Ash trees whenever possible. Stated they would like to know what the plan is for Emerald Ash Borer, and what would the City replace these trees with. Stated they would like the City to investigate marketable products and resources that could be used with felled ash trees.</p>   |
| Person 13 | <p>Stated that the public should nominate Dolores Kester and Jack Hurst for Park Commission. Stated concerned that the existing plan focuses on conservation areas, but that wildlife and habitat do not just existing in conservation parks. Concerned about Warner Park and maintaining conservation areas. Stated that new introduced uses such as motorcross [cyclocross] is not the best and the usage should be rethought. Stated that they are concerned about Rhythm and Booms and it doesn't seem like a good use when considering the wildlife on the lagoon at Warner Park. Stated that the recent bird deaths in Missouri were from fireworks and that the City should consider moving Rhythm and Booms to Elver Park. Stated concerns regarding the little fees that the Mallards are required to pay to the City. Stated that the City should require the Madison Mallards to pay an impervious surface tax which would help raise revenue.</p> |
| Person 14 | <p>Noted that the presentation was "single species oriented" and didn't see any images of other animals. Stated that Cherokee South has lots of trees marked for destruction, and that these trees were marked for destruction as part of efforts to restore the area to the original habitat. Stated that they do not want trees cut down, and it is part of evolution for landscapes to change. Stated they would like areas to be left as natural as possible and if invasive species move in, they should be left alone.</p>  |
| Person 15 | <p>Stated they would support "rewilding" of parks. Stated the parks should have plenty of vast open space, and there should be more environmental education, shrubs for birds and butterfly gardens. Stated that they liked the raingarden installed in the right-of-ways in the Vilas neighborhood, stated that the raingardens brought awareness and education regarding watersheds and ecosystems. Stated they support a lot of what people at the meeting were saying, but wants the ideas brought regarding Warner Park to extend beyond just Warner Park.</p>   |
| Person 16 | <p>Stated that they appreciated the City of Madison Parks. Stated that they thought the Park and Open Space Plan Public Input process was missing a lot of the public's input. Stated that the dog parks are great. Stated that they would like fruit and nut trees in City parks with minimal bureaucracy, and that the bureaucracy was ridiculous. Stated they would like more wild areas to encourage kids to play. Stated they would like more community gardens. Stated they would like to see more use at Breese Stevens, and that Breese Stevens should be maintained with</p>   |

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|           | <p>more compatible turf that would bring more events and income to the facility. Stated that they believe the City needs more resources for conservation parks and wild areas. Stated they would like to see more management based on a science. Stated that they like the City's managed meadows, but believes they need to be managed better. Stated that if we don't take care of managing invasive species, the City could possibly face the same issues as Chicago regarding widespread invasive species and little native habitat.</p>  |
| Person 17 | <p>Stated they are from the Spring Harbor Neighborhood Association. Stated they believe the City's beaches are relinquishing. Stated that the 2006 plan noted improving and maintaining beaches, and that has not yet been followed. Noted that Madison has a unique opportunity because of the beaches the City has, and noted that there was a lot of effort going to pool and promotion of pool at expense of the beaches.</p>   |
| Person 18 | <p>Stated they live on the East side. Noted that there is extensive use of City parks and facilities by non-residents. Stated that City parks need more restrooms. Stated that the City should consider a new fee structure that charged different prices for non-residents. Stated that the City should perhaps spend time on existing facilities and should stop expanding. Stated that the City should work with existing budgets and bring parks up to standards with those budgets before expanding. Noted that the City should make sure that it has funding set up to improve existing City facilities. Noted that the existing beaches are polluted and full of pests that don't belong where children are playing. Stated that the City should not mow so close to shorelines to help keep geese out, and save money on mowing. Noted that Madison does not have a fantastic Dream Park like Monona. Stated that Madison does have a large number of soccer fields, and doesn't see the need for all the existing soccer fields. Noted the welcomed improvement of ice rinks. Stated that neighborhoods are willing to water ice rinks at night.</p> |

#### Comment Cards

##### Card #1:

- Thank you for making the Parks and Open Space process open to more people. The online survey idea was great. It would be nice if there was a hardcopy version also for folks who don't have computer access.
- Most of the park users are informal uses: children playing games, sun bathing, reading books, pick up game of baseball or football, watching birds, having a picnic.
- Keep the process open to all. When there are public meetings, put notice and information in the newspapers.

##### Card #2

- Please don't forget fishing. Not mentioned on survey or in guide book.

APPENDIX D:  
AMERICAN COMMUNITY SURVEY 2010  
ONE YEAR ESTIMATE, U.S. CENSUS BUREAU



DP05

ACS DEMOGRAPHIC AND HOUSING ESTIMATES

2010 American Community Survey 1-Year Estimates

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Data and Documentation section.

Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, for 2010, the 2010 Census provides the official counts of the population and housing units for the nation, states, counties, cities and towns.

| Subject                   | Madison city, Wisconsin |                          |         |                         |
|---------------------------|-------------------------|--------------------------|---------|-------------------------|
|                           | Estimate                | Estimate Margin of Error | Percent | Percent Margin of Error |
| <b>SEX AND AGE</b>        |                         |                          |         |                         |
| Total population          | 233,777                 | +/-56                    | 233,777 | (X)                     |
| Male                      | 115,744                 | +/-2,058                 | 49.5%   | +/-0.9                  |
| Female                    | 118,033                 | +/-2,058                 | 50.5%   | +/-0.9                  |
| Under 5 years             | 13,877                  | +/-1,354                 | 5.9%    | +/-0.6                  |
| 5 to 9 years              | 11,684                  | +/-1,718                 | 5.0%    | +/-0.7                  |
| 10 to 14 years            | 10,519                  | +/-1,528                 | 4.5%    | +/-0.7                  |
| 15 to 19 years            | 17,973                  | +/-1,768                 | 7.7%    | +/-0.8                  |
| 20 to 24 years            | 34,340                  | +/-2,814                 | 14.7%   | +/-1.2                  |
| 25 to 34 years            | 44,662                  | +/-2,806                 | 19.1%   | +/-1.2                  |
| 35 to 44 years            | 28,385                  | +/-1,755                 | 12.1%   | +/-0.8                  |
| 45 to 54 years            | 27,107                  | +/-2,145                 | 11.6%   | +/-0.9                  |
| 55 to 59 years            | 12,483                  | +/-1,472                 | 5.3%    | +/-0.6                  |
| 60 to 64 years            | 11,067                  | +/-1,499                 | 4.7%    | +/-0.6                  |
| 65 to 74 years            | 10,434                  | +/-1,320                 | 4.5%    | +/-0.6                  |
| 75 to 84 years            | 7,472                   | +/-1,239                 | 3.2%    | +/-0.5                  |
| 85 years and over         | 3,774                   | +/-1,101                 | 1.6%    | +/-0.5                  |
| Median age (years)        | 30.8                    | +/-0.9                   | (X)     | (X)                     |
| 18 years and over         | 191,610                 | +/-2,273                 | 82.0%   | +/-1.0                  |
| 21 years and over         | 171,322                 | +/-3,480                 | 73.3%   | +/-1.5                  |
| 62 years and over         | 27,611                  | +/-2,199                 | 11.8%   | +/-0.9                  |
| 65 years and over         | 21,680                  | +/-2,146                 | 9.3%    | +/-0.9                  |
| 18 years and over         | 191,610                 | +/-2,273                 | 191,610 | (X)                     |
| Male                      | 93,683                  | +/-1,965                 | 48.9%   | +/-0.8                  |
| Female                    | 97,927                  | +/-1,966                 | 51.1%   | +/-0.8                  |
| 65 years and over         | 21,680                  | +/-2,146                 | 21,680  | (X)                     |
| Male                      | 8,864                   | +/-1,038                 | 40.9%   | +/-2.7                  |
| Female                    | 12,816                  | +/-1,407                 | 59.1%   | +/-2.7                  |
| <b>RACE</b>               |                         |                          |         |                         |
| Total population          | 233,777                 | +/-56                    | 233,777 | (X)                     |
| One race                  | 226,419                 | +/-1,835                 | 96.9%   | +/-0.8                  |
| Two or more races         | 7,358                   | +/-1,837                 | 3.1%    | +/-0.8                  |
| One race                  | 226,419                 | +/-1,835                 | 96.9%   | +/-0.8                  |
| White                     | 188,677                 | +/-3,541                 | 80.7%   | +/-1.5                  |
| Black or African American | 18,063                  | +/-3,006                 | 7.7%    | +/-1.3                  |

| Subject   | Madison city, Wisconsin |                          |         |                         |
|---|-------------------------|--------------------------|---------|-------------------------|
|   | Estimate                | Estimate Margin of Error | Percent | Percent Margin of Error |
| American Indian and Alaska Native                               | 645                     | +/-367                   | 0.3%    | +/-0.2                  |
| Cherokee tribal grouping  | N                       | N                        | N       | N                       |
| Chippewa tribal grouping  | N                       | N                        | N       | N                       |
| Navajo tribal grouping  | N                       | N                        | N       | N                       |
| Sioux tribal grouping   | N                       | N                        | N       | N                       |
| Asian   | 16,738                  | +/-2,234                 | 7.2%    | +/-1.0                  |
| Asian Indian  | 2,159                   | +/-999                   | 0.9%    | +/-0.4                  |
| Chinese   | 4,885                   | +/-1,549                 | 2.1%    | +/-0.7                  |
| Filipino  | 539                     | +/-448                   | 0.2%    | +/-0.2                  |
| Japanese  | 478                     | +/-422                   | 0.2%    | +/-0.2                  |
| Korean  | 2,517                   | +/-1,100                 | 1.1%    | +/-0.5                  |
| Vietnamese  | 707                     | +/-573                   | 0.3%    | +/-0.2                  |
| Other Asian   | 5,453                   | +/-1,885                 | 2.3%    | +/-0.8                  |
| Native Hawaiian and Other Pacific Islander                      | 0                       | +/-218                   | 0.0%    | +/-0.1                  |
| Native Hawaiian   | N                       | N                        | N       | N                       |
| Guamanian or Chamorro   | N                       | N                        | N       | N                       |
| Samoan  | N                       | N                        | N       | N                       |
| Other Pacific Islander  | N                       | N                        | N       | N                       |
| Some other race   | 2,296                   | +/-1,397                 | 1.0%    | +/-0.6                  |
| Two or more races   | 7,358                   | +/-1,837                 | 3.1%    | +/-0.8                  |
| White and Black or African American                             | 3,071                   | +/-1,261                 | 1.3%    | +/-0.5                  |
| White and American Indian and Alaska Native                     | 940                     | +/-489                   | 0.4%    | +/-0.2                  |
| White and Asian   | 1,609                   | +/-747                   | 0.7%    | +/-0.3                  |
| Black or African American and American Indian and Alaska Native | 60                      | +/-106                   | 0.0%    | +/-0.1                  |
| Race alone or in combination with one or more other races       |                         |                          |         |                         |
| Total population  | 233,777                 | +/-56                    | 233,777 | (X)                     |
| White   | 195,631                 | +/-3,641                 | 83.7%   | +/-1.6                  |
| Black or African American                                       | 21,930                  | +/-3,012                 | 9.4%    | +/-1.3                  |
| American Indian and Alaska Native                               | 1,996                   | +/-698                   | 0.9%    | +/-0.3                  |
| Asian   | 18,705                  | +/-2,241                 | 8.0%    | +/-1.0                  |
| Native Hawaiian and Other Pacific Islander                      | N                       | N                        | N       | N                       |
| Some other race   | 3,388                   | +/-1,762                 | 1.4%    | +/-0.8                  |
| HISPANIC OR LATINO AND RACE                                     |                         |                          |         |                         |
| Total population  | 233,777                 | +/-56                    | 233,777 | (X)                     |
| Hispanic or Latino (of any race)                                | 14,062                  | +/-2,384                 | 6.0%    | +/-1.0                  |
| Mexican   | 9,847                   | +/-2,414                 | 4.2%    | +/-1.0                  |
| Puerto Rican  | 1,369                   | +/-1,083                 | 0.6%    | +/-0.5                  |
| Cuban   | 180                     | +/-244                   | 0.1%    | +/-0.1                  |
| Other Hispanic or Latino  | 2,666                   | +/-1,043                 | 1.1%    | +/-0.4                  |
| Not Hispanic or Latino  | 219,715                 | +/-2,393                 | 94.0%   | +/-1.0                  |
| White alone   | 178,307                 | +/-3,770                 | 76.3%   | +/-1.6                  |
| Black or African American alone                                 | 17,560                  | +/-2,909                 | 7.5%    | +/-1.2                  |
| American Indian and Alaska Native alone                         | 536                     | +/-379                   | 0.2%    | +/-0.2                  |
| Asian alone   | 16,671                  | +/-2,230                 | 7.1%    | +/-1.0                  |
| Native Hawaiian and Other Pacific Islander alone                | 0                       | +/-218                   | 0.0%    | +/-0.1                  |
| Some other race alone   | 230                     | +/-223                   | 0.1%    | +/-0.1                  |
| Two or more races   | 6,411                   | +/-1,854                 | 2.7%    | +/-0.8                  |
| Two races including Some other race                             | 328                     | +/-478                   | 0.1%    | +/-0.2                  |
| Two races excluding Some other race, and Three or more races    | 6,083                   | +/-1,847                 | 2.6%    | +/-0.8                  |
| Total housing units   | 107,038                 | +/-2,980                 | (X)     | (X)                     |

Data are based on a sample and are subject to sampling variability. The degree of uncertainty for an estimate arising from sampling variability is represented through the use of a margin of error. The value shown here is the 90 percent margin of error. The margin of error can be interpreted roughly as providing a 90 percent probability that the interval defined by the estimate minus the margin of error and the estimate plus the margin of error (the lower and upper confidence bounds) contains the true value. In addition to sampling variability, the ACS estimates are subject to nonsampling error (for a discussion of nonsampling variability, see Accuracy of the Data). The effect of nonsampling error is not represented in these tables.



For more information on understanding race and Hispanic origin data, please see the Census 2010 Brief entitled, Overview of Race and Hispanic Origin: 2010, issued March 2011. (pdf format)

The ACS questions on Hispanic origin and race were revised in 2008 to make them consistent with the Census 2010 question wording. Any changes in estimates for 2008 and beyond may be due to demographic changes, as well as factors including questionnaire changes, differences in ACS population controls, and methodological differences in the population estimates, and therefore should be used with caution. For a summary of questionnaire changes see [http://www.census.gov/acs/www/methodology/questionnaire\\_changes/](http://www.census.gov/acs/www/methodology/questionnaire_changes/). For more information about changes in the estimates see <http://www.census.gov/population/www/socdemo/hispanic/reports.html>.

While the 2010 American Community Survey (ACS) data generally reflect the December 2009 Office of Management and Budget (OMB) definitions of metropolitan and micropolitan statistical areas; in certain instances the names, codes, and boundaries of the principal cities shown in ACS tables may differ from the OMB definitions due to differences in the effective dates of the geographic entities.

Estimates of urban and rural population, housing units, and characteristics reflect boundaries of urban areas defined based on Census 2000 data. Boundaries for urban areas have not been updated since Census 2000. As a result, data for urban and rural areas from the ACS do not necessarily reflect the results of ongoing urbanization.

Source: U.S. Census Bureau, 2010 American Community Survey

#### Explanation of Symbols:

1. An '\*\*\*' entry in the margin of error column indicates that either no sample observations or too few sample observations were available to compute a standard error and thus the margin of error. A statistical test is not appropriate.
2. An '-' entry in the estimate column indicates that either no sample observations or too few sample observations were available to compute an estimate, or a ratio of medians cannot be calculated because one or both of the median estimates falls in the lowest interval or upper interval of an open-ended distribution.
3. An '-' following a median estimate means the median falls in the lowest interval of an open-ended distribution.
4. An '+' following a median estimate means the median falls in the upper interval of an open-ended distribution.
5. An '\*\*\*' entry in the margin of error column indicates that the median falls in the lowest interval or upper interval of an open-ended distribution. A statistical test is not appropriate.
6. An '\*\*\*\*\*' entry in the margin of error column indicates that the estimate is controlled. A statistical test for sampling variability is not appropriate.
7. An 'N' entry in the estimate and margin of error columns indicates that data for this geographic area cannot be displayed because the number of sample cases is too small.
8. An '(X)' means that the estimate is not applicable or not available.



DP03

SELECTED ECONOMIC CHARACTERISTICS

2010 American Community Survey 1-Year Estimates

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Data and Documentation section.

Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, for 2010, the 2010 Census provides the official counts of the population and housing units for the nation, states, counties, cities and towns.

| Subject  | Madison city, Wisconsin |                          |         |                         |
|--|-------------------------|--------------------------|---------|-------------------------|
|  | Estimate                | Estimate Margin of Error | Percent | Percent Margin of Error |
| <b>EMPLOYMENT STATUS</b>                                     |                         |                          |         |                         |
| Population 16 years and over                                 | 194,843                 | +/-2,327                 | 194,843 | (X)                     |
| In labor force   | 140,808                 | +/-3,740                 | 72.3%   | +/-1.9                  |
| Civilian labor force   | 140,590                 | +/-3,720                 | 72.2%   | +/-1.9                  |
| Employed   | 130,025                 | +/-4,085                 | 66.7%   | +/-2.0                  |
| Unemployed   | 10,565                  | +/-1,744                 | 5.4%    | +/-0.9                  |
| Armed Forces   | 218                     | +/-229                   | 0.1%    | +/-0.1                  |
| Not in labor force   | 54,035                  | +/-3,858                 | 27.7%   | +/-1.9                  |
| Civilian labor force   | 140,590                 | +/-3,720                 | 140,590 | (X)                     |
| Percent Unemployed   | (X)                     | (X)                      | 7.5%    | +/-1.3                  |
| Females 16 years and over                                    | 99,087                  | +/-2,016                 | 99,087  | (X)                     |
| In labor force   | 69,010                  | +/-2,665                 | 69.6%   | +/-2.6                  |
| Civilian labor force   | 69,010                  | +/-2,665                 | 69.6%   | +/-2.6                  |
| Employed   | 64,902                  | +/-2,844                 | 65.5%   | +/-2.8                  |
| Own children under 6 years                                   | 16,863                  | +/-1,861                 | 16,863  | (X)                     |
| All parents in family in labor force                         | 12,533                  | +/-1,768                 | 74.3%   | +/-7.1                  |
| Own children 6 to 17 years                                   | 22,741                  | +/-1,983                 | 22,741  | (X)                     |
| All parents in family in labor force                         | 18,109                  | +/-2,113                 | 79.6%   | +/-6.3                  |
| <b>COMMUTING TO WORK</b>                                     |                         |                          |         |                         |
| Workers 16 years and over                                    | 127,566                 | +/-4,283                 | 127,566 | (X)                     |
| Car, truck, or van -- drove alone                            | 80,904                  | +/-3,990                 | 63.4%   | +/-2.4                  |
| Car, truck, or van -- carpooled                              | 11,224                  | +/-1,857                 | 8.8%    | +/-1.5                  |
| Public transportation (excluding taxicab)                    | 10,935                  | +/-1,699                 | 8.6%    | +/-1.2                  |
| Walked   | 11,469                  | +/-2,087                 | 9.0%    | +/-1.6                  |
| Other means  | 8,903                   | +/-1,680                 | 7.0%    | +/-1.3                  |
| Worked at home   | 4,131                   | +/-1,022                 | 3.2%    | +/-0.8                  |
| Mean travel time to work (minutes)                           | 19.1                    | +/-0.8                   | (X)     | (X)                     |
| <b>OCCUPATION</b>  |                         |                          |         |                         |
| Civilian employed population 16 years and over               | 130,025                 | +/-4,085                 | 130,025 | (X)                     |
| Management, business, science, and arts occupations          | 65,659                  | +/-4,017                 | 50.5%   | +/-2.4                  |
| Service occupations  | 22,623                  | +/-2,673                 | 17.4%   | +/-2.0                  |
| Sales and office occupations                                 | 26,844                  | +/-2,200                 | 20.6%   | +/-1.7                  |
| Natural resources, construction, and maintenance occupations | 4,589                   | +/-998                   | 3.5%    | +/-0.8                  |

| Subject  | Madison city, Wisconsin |                          |         |                         |
|--|-------------------------|--------------------------|---------|-------------------------|
|  | Estimate                | Estimate Margin of Error | Percent | Percent Margin of Error |
| Production, transportation, and material moving occupations<br>INDUSTRY                    | 10,310                  | +/-1,626                 | 7.9%    | +/-1.2                  |
| Civilian employed population 16 years and over   | 130,025                 | +/-4,085                 | 130,025 | (X)                     |
| Agriculture, forestry, fishing and hunting, and mining                                     | 725                     | +/-303                   | 0.6%    | +/-0.2                  |
| Construction   | 3,935                   | +/-1,016                 | 3.0%    | +/-0.8                  |
| Manufacturing  | 11,837                  | +/-1,822                 | 9.1%    | +/-1.4                  |
| Wholesale trade  | 3,345                   | +/-951                   | 2.6%    | +/-0.7                  |
| Retail trade   | 10,612                  | +/-1,889                 | 8.2%    | +/-1.4                  |
| Transportation and warehousing, and utilities  | 3,663                   | +/-1,036                 | 2.8%    | +/-0.8                  |
| Information  | 2,157                   | +/-692                   | 1.7%    | +/-0.5                  |
| Finance and insurance, and real estate and rental and leasing                              | 7,330                   | +/-1,487                 | 5.6%    | +/-1.2                  |
| Professional, scientific, and management, and administrative and waste management services | 17,611                  | +/-2,138                 | 13.5%   | +/-1.6                  |
| Educational services, and health care and social assistance                                | 41,090                  | +/-3,211                 | 31.6%   | +/-2.0                  |
| Arts, entertainment, and recreation, and accommodation and food services                   | 14,698                  | +/-2,128                 | 11.3%   | +/-1.6                  |
| Other services, except public administration   | 5,833                   | +/-930                   | 4.5%    | +/-0.7                  |
| Public administration  | 7,189                   | +/-1,069                 | 5.5%    | +/-0.8                  |
| CLASS OF WORKER  |                         |                          |         |                         |
| Civilian employed population 16 years and over   | 130,025                 | +/-4,085                 | 130,025 | (X)                     |
| Private wage and salary workers  | 91,146                  | +/-3,780                 | 70.1%   | +/-2.2                  |
| Government workers   | 33,483                  | +/-3,155                 | 25.8%   | +/-2.2                  |
| Self-employed in own not incorporated business   | 5,396                   | +/-1,270                 | 4.1%    | +/-1.0                  |
| workers<br>Unpaid family workers   | 0                       | +/-218                   | 0.0%    | +/-0.1                  |
| INCOME AND BENEFITS (IN 2010 INFLATION-ADJUSTED DOLLARS)                                   |                         |                          |         |                         |
| Total households   | 100,903                 | +/-2,868                 | 100,903 | (X)                     |
| Less than \$10,000   | 10,362                  | +/-1,515                 | 10.3%   | +/-1.4                  |
| \$10,000 to \$14,999   | 4,940                   | +/-1,041                 | 4.9%    | +/-1.0                  |
| \$15,000 to \$24,999   | 10,725                  | +/-1,545                 | 10.6%   | +/-1.6                  |
| \$25,000 to \$34,999   | 10,427                  | +/-1,608                 | 10.3%   | +/-1.6                  |
| \$35,000 to \$49,999   | 13,372                  | +/-1,992                 | 13.3%   | +/-1.8                  |
| \$50,000 to \$74,999   | 18,248                  | +/-2,108                 | 18.1%   | +/-2.0                  |
| \$75,000 to \$99,999   | 14,304                  | +/-1,804                 | 14.2%   | +/-1.8                  |
| \$100,000 to \$149,999   | 10,211                  | +/-1,297                 | 10.1%   | +/-1.3                  |
| \$150,000 to \$199,999   | 4,329                   | +/-826                   | 4.3%    | +/-0.8                  |
| \$200,000 or more  | 3,985                   | +/-1,033                 | 3.9%    | +/-1.0                  |
| Median household income (dollars)  | 50,508                  | +/-1,861                 | (X)     | (X)                     |
| Mean household income (dollars)  | 66,397                  | +/-3,189                 | (X)     | (X)                     |
| With earnings  | 85,529                  | +/-3,193                 | 84.8%   | +/-1.7                  |
| Mean earnings (dollars)  | 64,767                  | +/-3,716                 | (X)     | (X)                     |
| With Social Security   | 17,616                  | +/-1,445                 | 17.5%   | +/-1.3                  |
| Mean Social Security income (dollars)  | 17,504                  | +/-932                   | (X)     | (X)                     |
| With retirement income   | 15,822                  | +/-1,567                 | 15.7%   | +/-1.5                  |
| Mean retirement income (dollars)   | 24,260                  | +/-2,733                 | (X)     | (X)                     |
| With Supplemental Security Income  | 3,172                   | +/-852                   | 3.1%    | +/-0.9                  |
| Mean Supplemental Security Income (dollars)  | 8,168                   | +/-1,529                 | (X)     | (X)                     |
| With cash public assistance income   | 2,362                   | +/-806                   | 2.3%    | +/-0.8                  |
| Mean cash public assistance income (dollars)   | 3,485                   | +/-1,601                 | (X)     | (X)                     |
| With Food Stamp/SNAP benefits in the past 12 months  | 10,795                  | +/-1,658                 | 10.7%   | +/-1.7                  |
| Families   | 49,123                  | +/-2,422                 | 49,123  | (X)                     |
| Less than \$10,000   | 2,687                   | +/-958                   | 5.5%    | +/-1.9                  |
| \$10,000 to \$14,999   | 1,463                   | +/-830                   | 3.0%    | +/-1.7                  |
| \$15,000 to \$24,999   | 3,111                   | +/-887                   | 6.3%    | +/-1.8                  |
| \$25,000 to \$34,999   | 3,657                   | +/-944                   | 7.4%    | +/-1.8                  |
| \$35,000 to \$49,999   | 5,309                   | +/-1,238                 | 10.8%   | +/-2.4                  |
| \$50,000 to \$74,999   | 9,190                   | +/-1,299                 | 18.7%   | +/-2.7                  |

| Subject  | Madison city, Wisconsin |                          |         |                         |
|--|-------------------------|--------------------------|---------|-------------------------|
|  | Estimate                | Estimate Margin of Error | Percent | Percent Margin of Error |
| \$75,000 to \$99,999   | 9,123                   | +/-1,536                 | 18.6%   | +/-2.8                  |
| \$100,000 to \$149,999   | 7,538                   | +/-1,171                 | 15.3%   | +/-2.3                  |
| \$150,000 to \$199,999   | 3,468                   | +/-777                   | 7.1%    | +/-1.5                  |
| \$200,000 or more  | 3,577                   | +/-979                   | 7.3%    | +/-2.0                  |
| Median family income (dollars)   | 72,851                  | +/-4,965                 | (X)     | (X)                     |
| Mean family income (dollars)   | 89,583                  | +/-6,353                 | (X)     | (X)                     |
| Per capita income (dollars)  | 29,169                  | +/-1,458                 | (X)     | (X)                     |
| Nonfamily households   | 51,780                  | +/-2,937                 | 51,780  | (X)                     |
| Median nonfamily income (dollars)  | 32,975                  | +/-3,074                 | (X)     | (X)                     |
| Mean nonfamily income (dollars)  | 42,481                  | +/-2,461                 | (X)     | (X)                     |
| Median earnings for workers (dollars)  | 25,840                  | +/-1,266                 | (X)     | (X)                     |
| Median earnings for male full-time, year-round workers (dollars)                                       | 44,591                  | +/-4,410                 | (X)     | (X)                     |
| Median earnings for female full-time, year-round workers (dollars)                                     | 40,963                  | +/-1,764                 | (X)     | (X)                     |
| <b>HEALTH INSURANCE COVERAGE</b>   |                         |                          |         |                         |
| Civilian noninstitutionalized population   | 231,373                 | +/-1,616                 | 231,373 | (X)                     |
| With health insurance coverage   | 211,010                 | +/-4,093                 | 91.2%   | +/-1.7                  |
| With private health insurance  | 186,590                 | +/-5,540                 | 80.6%   | +/-2.3                  |
| With public coverage   | 48,258                  | +/-4,719                 | 20.9%   | +/-2.0                  |
| No health insurance coverage   | 20,363                  | +/-3,822                 | 8.8%    | +/-1.7                  |
| Civilian noninstitutionalized population under 18 years  | 42,167                  | +/-2,264                 | 42,167  | (X)                     |
| No health insurance coverage   | 2,166                   | +/-1,351                 | 5.1%    | +/-3.2                  |
| Civilian noninstitutionalized population 18 to 64 years  | 168,210                 | +/-2,564                 | 168,210 | (X)                     |
| In labor force:  | 135,299                 | +/-3,513                 | 135,299 | (X)                     |
| Employed:  | 125,086                 | +/-3,848                 | 125,086 | (X)                     |
| With health insurance coverage   | 112,855                 | +/-4,383                 | 90.2%   | +/-1.9                  |
| With private health insurance  | 108,153                 | +/-4,533                 | 86.5%   | +/-2.2                  |
| With public coverage   | 7,442                   | +/-1,539                 | 5.9%    | +/-1.2                  |
| No health insurance coverage   | 12,231                  | +/-2,427                 | 9.8%    | +/-1.9                  |
| Unemployed:  | 10,213                  | +/-1,732                 | 10,213  | (X)                     |
| With health insurance coverage   | 7,444                   | +/-1,466                 | 72.9%   | +/-8.1                  |
| With private health insurance  | 5,014                   | +/-1,283                 | 49.1%   | +/-8.6                  |
| With public coverage   | 2,892                   | +/-914                   | 28.3%   | +/-8.0                  |
| No health insurance coverage   | 2,769                   | +/-975                   | 27.1%   | +/-8.1                  |
| Not in labor force:  | 32,911                  | +/-3,286                 | 32,911  | (X)                     |
| With health insurance coverage   | 29,827                  | +/-3,208                 | 90.6%   | +/-2.8                  |
| With private health insurance  | 24,881                  | +/-2,953                 | 75.6%   | +/-4.7                  |
| With public coverage   | 6,457                   | +/-1,372                 | 19.6%   | +/-3.8                  |
| No health insurance coverage   | 3,084                   | +/-937                   | 9.4%    | +/-2.8                  |
| <b>PERCENTAGE OF FAMILIES AND PEOPLE WHOSE INCOME IN THE PAST 12 MONTHS IS BELOW THE POVERTY LEVEL</b> |                         |                          |         |                         |
| All families   | (X)                     | (X)                      | 9.2%    | +/-2.3                  |
| With related children under 18 years   | (X)                     | (X)                      | 15.1%   | +/-4.4                  |
| With related children under 5 years only   | (X)                     | (X)                      | 18.1%   | +/-12.2                 |
| Married couple families  | (X)                     | (X)                      | 2.1%    | +/-1.2                  |
| With related children under 18 years   | (X)                     | (X)                      | 1.9%    | +/-1.4                  |
| With related children under 5 years only   | (X)                     | (X)                      | 0.9%    | +/-1.6                  |
| Families with female householder, no husband present   | (X)                     | (X)                      | 26.3%   | +/-8.3                  |
| With related children under 18 years   | (X)                     | (X)                      | 31.5%   | +/-10.6                 |
| With related children under 5 years only   | (X)                     | (X)                      | 33.7%   | +/-27.1                 |
| All people   | (X)                     | (X)                      | 18.7%   | +/-1.8                  |
| Under 18 years   | (X)                     | (X)                      | 17.1%   | +/-5.2                  |
| Related children under 18 years  | (X)                     | (X)                      | 16.2%   | +/-5.0                  |
| Related children under 5 years   | (X)                     | (X)                      | 19.4%   | +/-7.2                  |
| Related children 5 to 17 years   | (X)                     | (X)                      | 14.6%   | +/-5.7                  |
| 18 years and over  | (X)                     | (X)                      | 19.0%   | +/-1.7                  |

| Subject                                 | Madison city, Wisconsin |                          |         |                         |
|---|-------------------------|--------------------------|---------|-------------------------|
|   | Estimate                | Estimate Margin of Error | Percent | Percent Margin of Error |
| 18 to 64 years                          | (X)                     | (X)                      | 20.8%   | +/-1.9                  |
| 65 years and over                       | (X)                     | (X)                      | 5.4%    | +/-2.2                  |
| People in families                      | (X)                     | (X)                      | 9.2%    | +/-2.3                  |
| Unrelated individuals 15 years and over | (X)                     | (X)                      | 34.4%   | +/-2.9                  |

Data are based on a sample and are subject to sampling variability. The degree of uncertainty for an estimate arising from sampling variability is represented through the use of a margin of error. The value shown here is the 90 percent margin of error. The margin of error can be interpreted roughly as providing a 90 percent probability that the interval defined by the estimate minus the margin of error and the estimate plus the margin of error (the lower and upper confidence bounds) contains the true value. In addition to sampling variability, the ACS estimates are subject to nonsampling error (for a discussion of nonsampling variability, see Accuracy of the Data). The effect of nonsampling error is not represented in these tables.

Selected earnings and income data are not available for certain geographic areas due to problems with group quarters data collection and imputation. See the ACS User Notes for details.

There were changes in the edit between 2009 and 2010 regarding Supplemental Security Income (SSI) and Social Security. The changes in the edit loosened restrictions on disability requirements for receipt of SSI resulting in an increase in the total number of SSI recipients in the American Community Survey. The changes also loosened restrictions on possible reported monthly amounts in Social Security income resulting in higher Social Security aggregate amounts. These results more closely match administrative counts compiled by the Social Security Administration.

Employment and unemployment estimates may vary from the official labor force data released by the Bureau of Labor Statistics because of differences in survey design and data collection. For guidance on differences in employment and unemployment estimates from different sources go to Labor Force Guidance.

The Census Bureau introduced an improved sequence of labor force questions in the 2008 ACS questionnaire. Accordingly, we recommend using caution when making labor force data comparisons from 2008 or later with data from prior years. For more information on these questions and their evaluation in the 2006 ACS Content Test, see the "Evaluation Report Covering Employment Status" at [http://www.census.gov/acs/www/Downloads/methodology/content\\_test/P6a\\_Employment\\_Status.pdf](http://www.census.gov/acs/www/Downloads/methodology/content_test/P6a_Employment_Status.pdf), and the "Evaluation Report Covering Weeks Worked" at [http://www.census.gov/acs/www/Downloads/methodology/content\\_test/P6b\\_Weeks\\_Worked\\_Final\\_Report.pdf](http://www.census.gov/acs/www/Downloads/methodology/content_test/P6b_Weeks_Worked_Final_Report.pdf). Additional information can also be found at <http://www.census.gov/hhes/www/laborfor/laborforce.html>.

Workers include members of the Armed Forces and civilians who were at work last week.

Industry codes are 4-digit codes and are based on the North American Industry Classification System 2007. The Industry categories adhere to the guidelines issued in Clarification Memorandum No. 2, "NAICS Alternate Aggregation Structure for Use By U.S. Statistical Agencies," issued by the Office of Management and Budget.

Occupation codes are 4-digit codes and are based on Standard Occupational Classification 2010.

The health insurance coverage category names were modified in 2010. See ACS Health Insurance Definitions for a list of the insurance type definitions.

This table contains new estimates for health insurance coverage status by employment status in 2010.

While the 2010 American Community Survey (ACS) data generally reflect the December 2009 Office of Management and Budget (OMB) definitions of metropolitan and micropolitan statistical areas; in certain instances the names, codes, and boundaries of the principal cities shown in ACS tables may differ from the OMB definitions due to differences in the effective dates of the geographic entities.

Estimates of urban and rural population, housing units, and characteristics reflect boundaries of urban areas defined based on Census 2000 data. Boundaries for urban areas have not been updated since Census 2000. As a result, data for urban and rural areas from the ACS do not necessarily reflect the results of ongoing urbanization.

Source: U.S. Census Bureau, 2010 American Community Survey

Explanation of Symbols:

1. An "\*" entry in the margin of error column indicates that either no sample observations or too few sample observations were available to compute a standard error and thus the margin of error. A statistical test is not appropriate.





DP04

SELECTED HOUSING CHARACTERISTICS

2010 American Community Survey 1-Year Estimates

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Data and Documentation section.

Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, for 2010, the 2010 Census provides the official counts of the population and housing units for the nation, states, counties, cities and towns.

| Subject                     | Madison city, Wisconsin |                          |         |                         |
|-----------------------------|-------------------------|--------------------------|---------|-------------------------|
|                             | Estimate                | Estimate Margin of Error | Percent | Percent Margin of Error |
| <b>HOUSING OCCUPANCY</b>    |                         |                          |         |                         |
| Total housing units         | 107,038                 | +/-2,980                 | 107,038 | (X)                     |
| Occupied housing units      | 100,903                 | +/-2,868                 | 94.3%   | +/-1.2                  |
| Vacant housing units        | 6,135                   | +/-1,337                 | 5.7%    | +/-1.2                  |
| Homeowner vacancy rate      | 1.0                     | +/-1.0                   | (X)     | (X)                     |
| Rental vacancy rate         | 6.2                     | +/-2.0                   | (X)     | (X)                     |
| <b>UNITS IN STRUCTURE</b>   |                         |                          |         |                         |
| Total housing units         | 107,038                 | +/-2,980                 | 107,038 | (X)                     |
| 1-unit, detached            | 45,528                  | +/-2,383                 | 42.5%   | +/-2.0                  |
| 1-unit, attached            | 5,067                   | +/-910                   | 4.7%    | +/-0.8                  |
| 2 units                     | 6,517                   | +/-1,336                 | 6.1%    | +/-1.2                  |
| 3 or 4 units                | 9,174                   | +/-1,557                 | 8.6%    | +/-1.4                  |
| 5 to 9 units                | 9,795                   | +/-1,637                 | 9.2%    | +/-1.5                  |
| 10 to 19 units              | 5,775                   | +/-1,071                 | 5.4%    | +/-1.0                  |
| 20 or more units            | 24,073                  | +/-2,060                 | 22.5%   | +/-1.7                  |
| Mobile home                 | 1,109                   | +/-629                   | 1.0%    | +/-0.6                  |
| Boat, RV, van, etc.         | 0                       | +/-218                   | 0.0%    | +/-0.1                  |
| <b>YEAR STRUCTURE BUILT</b> |                         |                          |         |                         |
| Total housing units         | 107,038                 | +/-2,980                 | 107,038 | (X)                     |
| Built 2005 or later         | 7,497                   | +/-1,253                 | 7.0%    | +/-1.2                  |
| Built 2000 to 2004          | 10,999                  | +/-1,340                 | 10.3%   | +/-1.2                  |
| Built 1990 to 1999          | 11,875                  | +/-1,310                 | 11.1%   | +/-1.2                  |
| Built 1980 to 1989          | 11,355                  | +/-1,589                 | 10.6%   | +/-1.4                  |
| Built 1970 to 1979          | 18,451                  | +/-1,818                 | 17.2%   | +/-1.6                  |
| Built 1960 to 1969          | 13,115                  | +/-1,800                 | 12.3%   | +/-1.6                  |
| Built 1950 to 1959          | 11,433                  | +/-1,415                 | 10.7%   | +/-1.4                  |
| Built 1940 to 1949          | 5,124                   | +/-1,033                 | 4.8%    | +/-1.0                  |
| Built 1939 or earlier       | 17,189                  | +/-1,898                 | 16.1%   | +/-1.7                  |
| <b>ROOMS</b>                |                         |                          |         |                         |
| Total housing units         | 107,038                 | +/-2,980                 | 107,038 | (X)                     |
| 1 room                      | 3,873                   | +/-1,095                 | 3.6%    | +/-1.0                  |
| 2 rooms                     | 6,692                   | +/-1,340                 | 6.3%    | +/-1.3                  |
| 3 rooms                     | 15,981                  | +/-1,789                 | 14.9%   | +/-1.6                  |
| 4 rooms                     | 18,841                  | +/-1,959                 | 17.6%   | +/-1.7                  |
| 5 rooms                     | 18,130                  | +/-1,958                 | 16.9%   | +/-1.8                  |

| Subject  | Madison city, Wisconsin |                          |         |                         |
|--|-------------------------|--------------------------|---------|-------------------------|
|  | Estimate                | Estimate Margin of Error | Percent | Percent Margin of Error |
| 6 rooms  | 15,275                  | +/-1,587                 | 14.3%   | +/-1.5                  |
| 7 rooms  | 10,335                  | +/-1,337                 | 9.7%    | +/-1.2                  |
| 8 rooms  | 7,485                   | +/-1,099                 | 7.0%    | +/-1.0                  |
| 9 rooms or more                                | 10,426                  | +/-1,466                 | 9.7%    | +/-1.4                  |
| Median rooms                                   | 4.9                     | +/-0.2                   | (X)     | (X)                     |
| <b>BEDROOMS</b>                                |                         |                          |         |                         |
| Total housing units                            | 107,038                 | +/-2,980                 | 107,038 | (X)                     |
| No bedroom                                     | 4,613                   | +/-1,189                 | 4.3%    | +/-1.1                  |
| 1 bedroom                                      | 18,901                  | +/-2,036                 | 17.7%   | +/-1.9                  |
| 2 bedrooms                                     | 34,611                  | +/-2,696                 | 32.3%   | +/-2.3                  |
| 3 bedrooms                                     | 33,581                  | +/-2,591                 | 31.4%   | +/-2.2                  |
| 4 bedrooms                                     | 11,939                  | +/-1,427                 | 11.2%   | +/-1.3                  |
| 5 or more bedrooms                             | 3,393                   | +/-908                   | 3.2%    | +/-0.8                  |
| <b>HOUSING TENURE</b>                          |                         |                          |         |                         |
| Occupied housing units                         | 100,903                 | +/-2,868                 | 100,903 | (X)                     |
| Owner-occupied                                 | 50,852                  | +/-2,404                 | 50.4%   | +/-1.9                  |
| Renter-occupied                                | 50,051                  | +/-2,431                 | 49.6%   | +/-1.9                  |
| Average household size of owner-occupied unit  | 2.35                    | +/-0.08                  | (X)     | (X)                     |
| Average household size of renter-occupied unit | 2.05                    | +/-0.09                  | (X)     | (X)                     |
| <b>YEAR HOUSEHOLDER MOVED INTO UNIT</b>        |                         |                          |         |                         |
| Occupied housing units                         | 100,903                 | +/-2,868                 | 100,903 | (X)                     |
| Moved in 2005 or later                         | 60,854                  | +/-2,969                 | 60.3%   | +/-2.2                  |
| Moved in 2000 to 2004                          | 13,901                  | +/-1,582                 | 13.8%   | +/-1.6                  |
| Moved in 1990 to 1999                          | 11,906                  | +/-1,616                 | 11.8%   | +/-1.5                  |
| Moved in 1980 to 1989                          | 6,585                   | +/-1,040                 | 6.5%    | +/-1.0                  |
| Moved in 1970 to 1979                          | 4,482                   | +/-870                   | 4.4%    | +/-0.9                  |
| Moved in 1969 or earlier                       | 3,175                   | +/-608                   | 3.1%    | +/-0.6                  |
| <b>VEHICLES AVAILABLE</b>                      |                         |                          |         |                         |
| Occupied housing units                         | 100,903                 | +/-2,868                 | 100,903 | (X)                     |
| No vehicles available                          | 13,442                  | +/-1,877                 | 13.3%   | +/-1.9                  |
| 1 vehicle available                            | 41,306                  | +/-2,604                 | 40.9%   | +/-2.2                  |
| 2 vehicles available                           | 36,083                  | +/-2,260                 | 35.8%   | +/-2.0                  |
| 3 or more vehicles available                   | 10,072                  | +/-1,303                 | 10.0%   | +/-1.3                  |
| <b>HOUSE HEATING FUEL</b>                      |                         |                          |         |                         |
| Occupied housing units                         | 100,903                 | +/-2,868                 | 100,903 | (X)                     |
| Utility gas                                    | 70,685                  | +/-3,067                 | 70.1%   | +/-2.5                  |
| Bottled, tank, or LP gas                       | 918                     | +/-426                   | 0.9%    | +/-0.4                  |
| Electricity                                    | 26,401                  | +/-2,443                 | 26.2%   | +/-2.2                  |
| Fuel oil, kerosene, etc.                       | 695                     | +/-329                   | 0.7%    | +/-0.3                  |
| Coal or coke                                   | 104                     | +/-120                   | 0.1%    | +/-0.1                  |
| Wood   | 779                     | +/-439                   | 0.8%    | +/-0.4                  |
| Solar energy                                   | 0                       | +/-218                   | 0.0%    | +/-0.1                  |
| Other fuel                                     | 784                     | +/-424                   | 0.8%    | +/-0.4                  |
| No fuel used                                   | 537                     | +/-338                   | 0.5%    | +/-0.3                  |
| <b>SELECTED CHARACTERISTICS</b>                |                         |                          |         |                         |
| Occupied housing units                         | 100,903                 | +/-2,868                 | 100,903 | (X)                     |
| Lacking complete plumbing facilities           | 93                      | +/-112                   | 0.1%    | +/-0.1                  |
| Lacking complete kitchen facilities            | 1,362                   | +/-712                   | 1.3%    | +/-0.7                  |
| No telephone service available                 | 2,912                   | +/-863                   | 2.9%    | +/-0.8                  |
| <b>OCCUPANTS PER ROOM</b>                      |                         |                          |         |                         |
| Occupied housing units                         | 100,903                 | +/-2,868                 | 100,903 | (X)                     |
| 1.00 or less                                   | 98,790                  | +/-3,124                 | 97.9%   | +/-0.9                  |
| 1.01 to 1.50                                   | 1,758                   | +/-797                   | 1.7%    | +/-0.8                  |
| 1.51 or more                                   | 355                     | +/-293                   | 0.4%    | +/-0.3                  |
| <b>VALUE</b>                                   |                         |                          |         |                         |
| Owner-occupied units                           | 50,852                  | +/-2,404                 | 50,852  | (X)                     |
| Less than \$50,000                             | 909                     | +/-319                   | 1.8%    | +/-0.6                  |
| \$50,000 to \$99,999                           | 1,933                   | +/-578                   | 3.8%    | +/-1.1                  |

| Subject   | Madison city, Wisconsin |                          |         |                         |
|---|-------------------------|--------------------------|---------|-------------------------|
|   | Estimate                | Estimate Margin of Error | Percent | Percent Margin of Error |
| \$100,000 to \$149,999  | 5,027                   | +/-980                   | 9.9%    | +/-1.9                  |
| \$150,000 to \$199,999  | 13,455                  | +/-1,554                 | 26.5%   | +/-2.7                  |
| \$200,000 to \$299,999  | 19,560                  | +/-1,530                 | 38.5%   | +/-2.6                  |
| \$300,000 to \$499,999  | 7,882                   | +/-1,084                 | 15.5%   | +/-1.9                  |
| \$500,000 to \$999,999  | 1,767                   | +/-503                   | 3.5%    | +/-0.9                  |
| \$1,000,000 or more   | 319                     | +/-243                   | 0.6%    | +/-0.5                  |
| Median (dollars)  | 218,200                 | +/-5,905                 | (X)     | (X)                     |
| <b>MORTGAGE STATUS</b>  |                         |                          |         |                         |
| Owner-occupied units  | 50,852                  | +/-2,404                 | 50,852  | (X)                     |
| Housing units with a mortgage   | 37,446                  | +/-2,218                 | 73.6%   | +/-2.8                  |
| Housing units without a mortgage  | 13,406                  | +/-1,564                 | 26.4%   | +/-2.8                  |
| <b>SELECTED MONTHLY OWNER COSTS (SMOC)</b>  |                         |                          |         |                         |
| Housing units with a mortgage   | 37,446                  | +/-2,218                 | 37,446  | (X)                     |
| Less than \$300   | 0                       | +/-218                   | 0.0%    | +/-0.3                  |
| \$300 to \$499  | 52                      | +/-86                    | 0.1%    | +/-0.2                  |
| \$500 to \$699  | 712                     | +/-332                   | 1.9%    | +/-0.9                  |
| \$700 to \$999  | 2,510                   | +/-708                   | 6.7%    | +/-1.9                  |
| \$1,000 to \$1,499  | 13,160                  | +/-1,676                 | 35.1%   | +/-3.6                  |
| \$1,500 to \$1,999  | 12,240                  | +/-1,642                 | 32.7%   | +/-4.2                  |
| \$2,000 or more   | 8,772                   | +/-1,268                 | 23.4%   | +/-3.1                  |
| Median (dollars)  | 1,591                   | +/-51                    | (X)     | (X)                     |
| Housing units without a mortgage  | 13,406                  | +/-1,564                 | 13,406  | (X)                     |
| Less than \$100   | 68                      | +/-112                   | 0.5%    | +/-0.8                  |
| \$100 to \$199  | 108                     | +/-125                   | 0.8%    | +/-1.0                  |
| \$200 to \$299  | 462                     | +/-294                   | 3.4%    | +/-2.2                  |
| \$300 to \$399  | 1,137                   | +/-561                   | 8.5%    | +/-3.9                  |
| \$400 or more   | 11,631                  | +/-1,440                 | 86.8%   | +/-4.2                  |
| Median (dollars)  | 621                     | +/-29                    | (X)     | (X)                     |
| <b>SELECTED MONTHLY OWNER COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME (SMOCAP)</b>  |                         |                          |         |                         |
| Housing units with a mortgage (excluding units where SMOCAP cannot be computed)   | 37,378                  | +/-2,223                 | 37,378  | (X)                     |
| Less than 20.0 percent  | 12,016                  | +/-1,608                 | 32.1%   | +/-3.7                  |
| 20.0 to 24.9 percent  | 6,983                   | +/-1,250                 | 18.7%   | +/-3.1                  |
| 25.0 to 29.9 percent  | 5,477                   | +/-809                   | 14.7%   | +/-2.1                  |
| 30.0 to 34.9 percent  | 3,384                   | +/-719                   | 9.1%    | +/-2.0                  |
| 35.0 percent or more  | 9,518                   | +/-1,423                 | 25.5%   | +/-3.2                  |
| Not computed  | 68                      | +/-114                   | (X)     | (X)                     |
| Housing unit without a mortgage (excluding units where SMOCAP cannot be computed) | 13,354                  | +/-1,564                 | 13,354  | (X)                     |
| Less than 10.0 percent  | 5,632                   | +/-1,071                 | 42.2%   | +/-6.4                  |
| 10.0 to 14.9 percent  | 3,483                   | +/-767                   | 26.1%   | +/-4.8                  |
| 15.0 to 19.9 percent  | 1,184                   | +/-588                   | 8.9%    | +/-4.1                  |
| 20.0 to 24.9 percent  | 1,037                   | +/-454                   | 7.8%    | +/-3.2                  |
| 25.0 to 29.9 percent  | 488                     | +/-288                   | 3.7%    | +/-2.1                  |
| 30.0 to 34.9 percent  | 257                     | +/-222                   | 1.9%    | +/-1.7                  |
| 35.0 percent or more  | 1,273                   | +/-400                   | 9.5%    | +/-3.1                  |
| Not computed  | 52                      | +/-86                    | (X)     | (X)                     |
| <b>GROSS RENT</b>   |                         |                          |         |                         |
| Occupied units paying rent  | 49,473                  | +/-2,527                 | 49,473  | (X)                     |
| Less than \$200   | 398                     | +/-273                   | 0.8%    | +/-0.5                  |
| \$200 to \$299  | 786                     | +/-342                   | 1.6%    | +/-0.7                  |
| \$300 to \$499  | 2,635                   | +/-810                   | 5.3%    | +/-1.6                  |
| \$500 to \$749  | 12,394                  | +/-1,622                 | 25.1%   | +/-3.1                  |
| \$750 to \$999  | 17,909                  | +/-1,800                 | 36.2%   | +/-3.5                  |
| \$1,000 to \$1,499  | 11,306                  | +/-2,024                 | 22.9%   | +/-3.6                  |
| \$1,500 or more   | 4,045                   | +/-1,003                 | 8.2%    | +/-2.0                  |
| Median (dollars)  | 848                     | +/-31                    | (X)     | (X)                     |
| No rent paid  | 578                     | +/-432                   | (X)     | (X)                     |

| Subject   | Madison city, Wisconsin |                          |         |                         |
|---|-------------------------|--------------------------|---------|-------------------------|
|   | Estimate                | Estimate Margin of Error | Percent | Percent Margin of Error |
| GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME (GRAPI)                      |                         |                          |         |                         |
| Occupied units paying rent (excluding units where GRAPI cannot be computed) | 47,908                  | +/-2,526                 | 47,908  | (X)                     |
| Less than 15.0 percent  | 4,151                   | +/-932                   | 8.7%    | +/-2.0                  |
| 15.0 to 19.9 percent  | 5,712                   | +/-1,313                 | 11.9%   | +/-2.7                  |
| 20.0 to 24.9 percent  | 5,569                   | +/-1,273                 | 11.6%   | +/-2.5                  |
| 25.0 to 29.9 percent  | 5,306                   | +/-1,187                 | 11.1%   | +/-2.4                  |
| 30.0 to 34.9 percent  | 4,591                   | +/-1,085                 | 9.6%    | +/-2.2                  |
| 35.0 percent or more  | 22,579                  | +/-2,147                 | 47.1%   | +/-3.6                  |
| Not computed  | 2,143                   | +/-895                   | (X)     | (X)                     |

Data are based on a sample and are subject to sampling variability. The degree of uncertainty for an estimate arising from sampling variability is represented through the use of a margin of error. The value shown here is the 90 percent margin of error. The margin of error can be interpreted roughly as providing a 90 percent probability that the interval defined by the estimate minus the margin of error and the estimate plus the margin of error (the lower and upper confidence bounds) contains the true value. In addition to sampling variability, the ACS estimates are subject to nonsampling error (for a discussion of nonsampling variability, see Accuracy of the Data). The effect of nonsampling error is not represented in these tables.

The median gross rent excludes no cash renters.

In prior years, the universe included all owner-occupied units with a mortgage. It is now restricted to include only those units where SMOCAPI is computed, that is, SMOC and household income are valid values.

In prior years, the universe included all owner-occupied units without a mortgage. It is now restricted to include only those units where SMOCAPI is computed, that is, SMOC and household income are valid values.

In prior years, the universe included all renter-occupied units. It is now restricted to include only those units where GRAPI is computed, that is, gross rent and household Income are valid values.

The 2009 and 2010 plumbing data for Puerto Rico will not be shown. Research indicates that the questions on plumbing facilities that were introduced in 2008 in the stateside American Community Survey and the 2008 Puerto Rico Community Survey may not have been appropriate for Puerto Rico.

While the 2010 American Community Survey (ACS) data generally reflect the December 2009 Office of Management and Budget (OMB) definitions of metropolitan and micropolitan statistical areas; in certain instances the names, codes, and boundaries of the principal cities shown in ACS tables may differ from the OMB definitions due to differences in the effective dates of the geographic entities.

Estimates of urban and rural population, housing units, and characteristics reflect boundaries of urban areas defined based on Census 2000 data. Boundaries for urban areas have not been updated since Census 2000. As a result, data for urban and rural areas from the ACS do not necessarily reflect the results of ongoing urbanization.

Source: U.S. Census Bureau, 2010 American Community Survey

#### Explanation of Symbols:

1. An '\*\*\*' entry in the margin of error column indicates that either no sample observations or too few sample observations were available to compute a standard error and thus the margin of error. A statistical test is not appropriate.
2. An '-' entry in the estimate column indicates that either no sample observations or too few sample observations were available to compute an estimate, or a ratio of medians cannot be calculated because one or both of the median estimates falls in the lowest interval or upper interval of an open-ended distribution.
3. An '-' following a median estimate means the median falls in the lowest interval of an open-ended distribution.
4. An '+' following a median estimate means the median falls in the upper interval of an open-ended distribution.
5. An '\*\*\*' entry in the margin of error column indicates that the median falls in the lowest interval or upper interval of an open-ended distribution. A statistical test is not appropriate.
6. An '\*\*\*\*\*' entry in the margin of error column indicates that the estimate is controlled. A statistical test for sampling variability is not appropriate.
7. An 'N' entry in the estimate and margin of error columns indicates that data for this geographic area cannot be displayed because the number of sample cases is too small.
8. An '(X)' means that the estimate is not applicable or not available.



DP02

SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES

2010 American Community Survey 1-Year Estimates

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Data and Documentation section.

Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, for 2010, the 2010 Census provides the official counts of the population and housing units for the nation, states, counties, cities and towns.

| Subject  | Madison city, Wisconsin |                          |         |                         |
|--|-------------------------|--------------------------|---------|-------------------------|
|  | Estimate                | Estimate Margin of Error | Percent | Percent Margin of Error |
| <b>HOUSEHOLDS BY TYPE</b>                            |                         |                          |         |                         |
| Total households                                     | 100,903                 | +/-2,868                 | 100,903 | (X)                     |
| Family households (families)                         | 49,123                  | +/-2,422                 | 48.7%   | +/-2.3                  |
| With own children under 18 years                     | 23,023                  | +/-2,019                 | 22.8%   | +/-2.0                  |
| Married-couple family                                | 36,531                  | +/-2,200                 | 36.2%   | +/-2.0                  |
| With own children under 18 years                     | 14,844                  | +/-1,316                 | 14.7%   | +/-1.3                  |
| Male householder, no wife present, family            | 4,344                   | +/-1,308                 | 4.3%    | +/-1.3                  |
| With own children under 18 years                     | 2,694                   | +/-1,150                 | 2.7%    | +/-1.1                  |
| Female householder, no husband present, family       | 8,248                   | +/-1,538                 | 8.2%    | +/-1.5                  |
| With own children under 18 years                     | 5,485                   | +/-1,399                 | 5.4%    | +/-1.4                  |
| Nonfamily households                                 | 51,780                  | +/-2,937                 | 51.3%   | +/-2.3                  |
| Householder living alone                             | 36,821                  | +/-2,459                 | 36.5%   | +/-2.1                  |
| 65 years and over                                    | 6,481                   | +/-969                   | 6.4%    | +/-0.9                  |
| Households with one or more people under 18 years    | 23,904                  | +/-2,060                 | 23.7%   | +/-2.0                  |
| Households with one or more people 65 years and over | 15,179                  | +/-1,376                 | 15.0%   | +/-1.3                  |
| Average household size                               | 2.20                    | +/-0.05                  | (X)     | (X)                     |
| Average family size                                  | 2.82                    | +/-0.09                  | (X)     | (X)                     |
| <b>RELATIONSHIP</b>                                  |                         |                          |         |                         |
| Population in households                             | 221,852                 | +/-2,950                 | 221,852 | (X)                     |
| Householder  | 100,903                 | +/-2,868                 | 45.5%   | +/-1.1                  |
| Spouse   | 36,768                  | +/-2,271                 | 16.6%   | +/-1.0                  |
| Child  | 48,227                  | +/-2,932                 | 21.7%   | +/-1.3                  |
| Other relatives                                      | 4,557                   | +/-1,291                 | 2.1%    | +/-0.6                  |
| Nonrelatives   | 31,397                  | +/-3,032                 | 14.2%   | +/-1.4                  |
| Unmarried partner                                    | 9,230                   | +/-1,554                 | 4.2%    | +/-0.7                  |
| <b>MARITAL STATUS</b>                                |                         |                          |         |                         |
| Males 15 years and over                              | 97,160                  | +/-2,281                 | 97,160  | (X)                     |
| Never married  | 49,121                  | +/-2,956                 | 50.6%   | +/-2.3                  |
| Now married, except separated                        | 38,038                  | +/-2,409                 | 39.1%   | +/-2.8                  |
| Separated  | 919                     | +/-625                   | 0.9%    | +/-0.6                  |
| Widowed  | 1,407                   | +/-493                   | 1.4%    | +/-0.5                  |
| Divorced   | 7,675                   | +/-1,362                 | 7.9%    | +/-1.4                  |
| Females 15 years and over                            | 100,537                 | +/-2,027                 | 100,537 | (X)                     |
| Never married  | 44,898                  | +/-2,432                 | 44.7%   | +/-2.3                  |



| Subject  | Madison city, Wisconsin |                          |         |                         |
|--|-------------------------|--------------------------|---------|-------------------------|
|  | Estimate                | Estimate Margin of Error | Percent | Percent Margin of Error |
| Now married, except separated  | 39,059                  | +/-2,305                 | 38.9%   | +/-2.2                  |
| Separated  | 1,050                   | +/-559                   | 1.0%    | +/-0.6                  |
| Widowed  | 5,410                   | +/-900                   | 5.4%    | +/-0.9                  |
| Divorced   | 10,120                  | +/-1,386                 | 10.1%   | +/-1.4                  |
| <b>FERTILITY</b>   |                         |                          |         |                         |
| Number of women 15 to 50 years old who had a birth in the past 12 months | 3,189                   | +/-819                   | 3,189   | (X)                     |
| Unmarried women (widowed, divorced, and never married)                   | 910                     | +/-532                   | 28.5%   | +/-14.8                 |
| Per 1,000 unmarried women  | 20                      | +/-12                    | (X)     | (X)                     |
| Per 1,000 women 15 to 50 years old                                       | 46                      | +/-12                    | (X)     | (X)                     |
| Per 1,000 women 15 to 19 years old                                       | 12                      | +/-17                    | (X)     | (X)                     |
| Per 1,000 women 20 to 34 years old                                       | 52                      | +/-17                    | (X)     | (X)                     |
| Per 1,000 women 35 to 50 years old                                       | 51                      | +/-26                    | (X)     | (X)                     |
| <b>GRANDPARENTS</b>  |                         |                          |         |                         |
| Number of grandparents living with own grandchildren under 18 years      | N                       | N                        | N       | (X)                     |
| Responsible for grandchildren  | N                       | N                        | N       | N                       |
| Years responsible for grandchildren                                      |                         |                          |         |                         |
| Less than 1 year   | N                       | N                        | N       | N                       |
| 1 or 2 years   | N                       | N                        | N       | N                       |
| 3 or 4 years   | N                       | N                        | N       | N                       |
| 5 or more years  | N                       | N                        | N       | N                       |
| Number of grandparents responsible for own grandchildren under 18 years  | N                       | N                        | N       | (X)                     |
| Who are female   | 624                     | +/-441                   | 75.9%   | +/-16.8                 |
| Who are married  | N                       | N                        | N       | N                       |
| <b>SCHOOL ENROLLMENT</b>   |                         |                          |         |                         |
| Population 3 years and over enrolled in school                           | 77,614                  | +/-3,673                 | 77,614  | (X)                     |
| Nursery school, preschool  | 3,122                   | +/-971                   | 4.0%    | +/-1.2                  |
| Kindergarten   | 3,764                   | +/-1,156                 | 4.8%    | +/-1.5                  |
| Elementary school (grades 1-8)   | 16,324                  | +/-1,932                 | 21.0%   | +/-2.4                  |
| High school (grades 9-12)  | 9,718                   | +/-1,502                 | 12.5%   | +/-1.9                  |
| College or graduate school   | 44,686                  | +/-3,316                 | 57.6%   | +/-2.6                  |
| <b>EDUCATIONAL ATTAINMENT</b>  |                         |                          |         |                         |
| Population 25 years and over   | 145,384                 | +/-3,415                 | 145,384 | (X)                     |
| Less than 9th grade  | 3,106                   | +/-1,108                 | 2.1%    | +/-0.8                  |
| 9th to 12th grade, no diploma  | 3,989                   | +/-1,023                 | 2.7%    | +/-0.7                  |
| High school graduate (includes equivalency)                              | 24,351                  | +/-2,497                 | 16.7%   | +/-1.6                  |
| Some college, no degree  | 23,906                  | +/-2,350                 | 16.4%   | +/-1.5                  |
| Associate's degree   | 10,858                  | +/-1,530                 | 7.5%    | +/-1.1                  |
| Bachelor's degree  | 43,588                  | +/-3,000                 | 30.0%   | +/-2.0                  |
| Graduate or professional degree  | 35,586                  | +/-2,891                 | 24.5%   | +/-1.8                  |
| Percent high school graduate or higher                                   | (X)                     | (X)                      | 95.1%   | +/-1.1                  |
| Percent bachelor's degree or higher                                      | (X)                     | (X)                      | 54.5%   | +/-2.3                  |
| <b>VETERAN STATUS</b>  |                         |                          |         |                         |
| Civilian population 18 years and over                                    | 191,392                 | +/-2,237                 | 191,392 | (X)                     |
| Civilian veterans  | 11,533                  | +/-1,471                 | 6.0%    | +/-0.8                  |
| <b>DISABILITY STATUS OF THE CIVILIAN NONINSTITUTIONALIZED POPULATION</b> |                         |                          |         |                         |
| Total Civilian Noninstitutionalized Population                           | 231,373                 | +/-1,616                 | 231,373 | (X)                     |
| With a disability  | 22,056                  | +/-2,927                 | 9.5%    | +/-1.3                  |
| Under 18 years   | 42,167                  | +/-2,264                 | 42,167  | (X)                     |
| With a disability  | 1,404                   | +/-702                   | 3.3%    | +/-1.7                  |
| 18 to 64 years   | 168,210                 | +/-2,564                 | 168,210 | (X)                     |
| With a disability  | 14,141                  | +/-2,175                 | 8.4%    | +/-1.3                  |
| 65 years and over  | 20,996                  | +/-2,033                 | 20,996  | (X)                     |
| With a disability  | 6,511                   | +/-1,283                 | 31.0%   | +/-4.9                  |
| <b>RESIDENCE 1 YEAR AGO</b>  |                         |                          |         |                         |
| Population 1 year and over   | 231,057                 | +/-804                   | 231,057 | (X)                     |
| Same house   | 163,797                 | +/-5,432                 | 70.9%   | +/-2.3                  |

| Subject  | Madison city, Wisconsin |                          |         |                         |
|--|-------------------------|--------------------------|---------|-------------------------|
|  | Estimate                | Estimate Margin of Error | Percent | Percent Margin of Error |
| Different house in the U.S.  | 64,777                  | +/-5,293                 | 28.0%   | +/-2.3                  |
| Same county  | 44,872                  | +/-4,936                 | 19.4%   | +/-2.1                  |
| Different county   | 19,905                  | +/-3,259                 | 8.6%    | +/-1.4                  |
| Same state   | 9,111                   | +/-1,835                 | 3.9%    | +/-0.8                  |
| Different state  | 10,794                  | +/-2,220                 | 4.7%    | +/-1.0                  |
| Abroad   | 2,483                   | +/-909                   | 1.1%    | +/-0.4                  |
| <b>PLACE OF BIRTH</b>  |                         |                          |         |                         |
| Total population   | 233,777                 | +/-56                    | 233,777 | (X)                     |
| Native   | 208,848                 | +/-2,939                 | 89.3%   | +/-1.3                  |
| Born in United States  | 207,125                 | +/-2,950                 | 88.6%   | +/-1.3                  |
| State of residence   | 131,203                 | +/-5,042                 | 56.1%   | +/-2.2                  |
| Different state  | 75,922                  | +/-4,995                 | 32.5%   | +/-2.1                  |
| Born in Puerto Rico, U.S. Island areas, or born abroad to American parent(s) | 1,723                   | +/-814                   | 0.7%    | +/-0.3                  |
| Foreign born   | 24,929                  | +/-2,941                 | 10.7%   | +/-1.3                  |
| <b>U.S. CITIZENSHIP STATUS</b>   |                         |                          |         |                         |
| Foreign-born population  | 24,929                  | +/-2,941                 | 24,929  | (X)                     |
| Naturalized U.S. citizen   | 7,384                   | +/-1,595                 | 29.6%   | +/-5.8                  |
| Not a U.S. citizen   | 17,545                  | +/-2,673                 | 70.4%   | +/-5.8                  |
| <b>YEAR OF ENTRY</b>   |                         |                          |         |                         |
| Population born outside the United States                                    | 26,652                  | +/-2,954                 | 26,652  | (X)                     |
| Native   | 1,723                   | +/-814                   | 1,723   | (X)                     |
| Entered 2000 or later  | 380                     | +/-353                   | 22.1%   | +/-17.7                 |
| Entered before 2000  | 1,343                   | +/-704                   | 77.9%   | +/-17.7                 |
| Foreign born   | 24,929                  | +/-2,941                 | 24,929  | (X)                     |
| Entered 2000 or later  | 14,918                  | +/-2,642                 | 59.8%   | +/-7.0                  |
| Entered before 2000  | 10,011                  | +/-1,997                 | 40.2%   | +/-7.0                  |
| <b>WORLD REGION OF BIRTH OF FOREIGN BORN</b>                                 |                         |                          |         |                         |
| Foreign-born population, excluding population born at sea                    | N                       | N                        | N       | (X)                     |
| Europe   | N                       | N                        | N       | N                       |
| Asia   | N                       | N                        | N       | N                       |
| Africa   | N                       | N                        | N       | N                       |
| Oceania  | N                       | N                        | N       | N                       |
| Latin America  | N                       | N                        | N       | N                       |
| Northern America   | N                       | N                        | N       | N                       |
| <b>LANGUAGE SPOKEN AT HOME</b>   |                         |                          |         |                         |
| Population 5 years and over  | 219,900                 | +/-1,359                 | 219,900 | (X)                     |
| English only   | 186,325                 | +/-3,639                 | 84.7%   | +/-1.6                  |
| Language other than English  | 33,575                  | +/-3,507                 | 15.3%   | +/-1.6                  |
| Speak English less than "very well"  | 13,109                  | +/-2,556                 | 6.0%    | +/-1.2                  |
| Spanish  | 10,524                  | +/-2,073                 | 4.8%    | +/-0.9                  |
| Speak English less than "very well"  | 4,030                   | +/-1,588                 | 1.8%    | +/-0.7                  |
| Other Indo-European languages  | 8,356                   | +/-1,657                 | 3.8%    | +/-0.8                  |
| Speak English less than "very well"  | 2,288                   | +/-787                   | 1.0%    | +/-0.4                  |
| Asian and Pacific Islander languages   | 11,740                  | +/-2,133                 | 5.3%    | +/-1.0                  |
| Speak English less than "very well"  | 5,822                   | +/-1,634                 | 2.6%    | +/-0.7                  |
| Other languages  | 2,955                   | +/-1,106                 | 1.3%    | +/-0.5                  |
| Speak English less than "very well"  | 969                     | +/-497                   | 0.4%    | +/-0.2                  |
| <b>ANCESTRY</b>  |                         |                          |         |                         |
| Total population   | 233,777                 | +/-56                    | 233,777 | (X)                     |
| American   | 4,073                   | +/-1,013                 | 1.7%    | +/-0.4                  |
| Arab   | 1,285                   | +/-730                   | 0.5%    | +/-0.3                  |
| Czech  | 1,969                   | +/-1,026                 | 0.8%    | +/-0.4                  |
| Danish   | 3,298                   | +/-970                   | 1.4%    | +/-0.4                  |
| Dutch  | 4,905                   | +/-1,422                 | 2.1%    | +/-0.6                  |
| English  | 20,491                  | +/-2,313                 | 8.8%    | +/-1.0                  |
| French (except Basque)   | 5,532                   | +/-1,171                 | 2.4%    | +/-0.5                  |
| French Canadian  | 1,465                   | +/-714                   | 0.6%    | +/-0.3                  |

| Subject  | Madison city, Wisconsin |                          |         |                         |
|--|-------------------------|--------------------------|---------|-------------------------|
|  | Estimate                | Estimate Margin of Error | Percent | Percent Margin of Error |
| German   | 81,136                  | +/-4,795                 | 34.7%   | +/-2.1                  |
| Greek  | 1,195                   | +/-708                   | 0.5%    | +/-0.3                  |
| Hungarian                                      | 1,273                   | +/-624                   | 0.5%    | +/-0.3                  |
| Irish  | 29,533                  | +/-3,117                 | 12.6%   | +/-1.3                  |
| Italian  | 11,214                  | +/-2,075                 | 4.8%    | +/-0.9                  |
| Lithuanian                                     | 794                     | +/-404                   | 0.3%    | +/-0.2                  |
| Norwegian                                      | 23,502                  | +/-2,933                 | 10.1%   | +/-1.3                  |
| Polish   | 13,635                  | +/-2,183                 | 5.8%    | +/-0.9                  |
| Portuguese                                     | 411                     | +/-397                   | 0.2%    | +/-0.2                  |
| Russian  | 4,196                   | +/-1,364                 | 1.8%    | +/-0.6                  |
| Scotch-Irish                                   | 1,627                   | +/-585                   | 0.7%    | +/-0.3                  |
| Scottish                                       | 4,381                   | +/-1,013                 | 1.9%    | +/-0.4                  |
| Slovak   | 698                     | +/-512                   | 0.3%    | +/-0.2                  |
| Subsaharan African                             | 5,155                   | +/-1,868                 | 2.2%    | +/-0.8                  |
| Swedish  | 6,015                   | +/-1,391                 | 2.6%    | +/-0.6                  |
| Swiss  | 4,046                   | +/-1,202                 | 1.7%    | +/-0.5                  |
| Ukrainian                                      | 881                     | +/-443                   | 0.4%    | +/-0.2                  |
| Welsh  | 2,573                   | +/-622                   | 1.1%    | +/-0.3                  |
| West Indian (excluding Hispanic origin groups) | 573                     | +/-589                   | 0.2%    | +/-0.3                  |

Data are based on a sample and are subject to sampling variability. The degree of uncertainty for an estimate arising from sampling variability is represented through the use of a margin of error. The value shown here is the 90 percent margin of error. The margin of error can be interpreted roughly as providing a 90 percent probability that the interval defined by the estimate minus the margin of error and the estimate plus the margin of error (the lower and upper confidence bounds) contains the true value. In addition to sampling variability, the ACS estimates are subject to nonsampling error (for a discussion of nonsampling variability, see Accuracy of the Data). The effect of nonsampling error is not represented in these tables.

Starting in 2008, the Scotch-Irish category does not include Irish-Scotch. People who reported Irish-Scotch ancestry are classified under "Other groups," whereas in 2007 and earlier they were classified as Scotch-Irish.

Ancestry listed in this table refers to the total number of people who responded with a particular ancestry; for example, the estimate given for Russian represents the number of people who listed Russian as either their first or second ancestry. This table lists only the largest ancestry groups; see the Detailed Tables for more categories. Race and Hispanic origin groups are not included in this table because official data for those groups come from the Race and Hispanic origin questions rather than the ancestry question (see Demographic Table).

Data for year of entry of the native population reflect the year of entry into the U.S. by people who were born in Puerto Rico, U.S. Island Areas or born outside the U.S. to a U.S. citizen parent and who subsequently moved to the U.S.

The Census Bureau introduced a new set of disability questions in the 2008 ACS questionnaire. Accordingly, comparisons of disability data from 2008 or later with data from prior years are not recommended. For more information on these questions and their evaluation in the 2006 ACS Content Test, see the Evaluation Report Covering Disability.

While the 2010 American Community Survey (ACS) data generally reflect the December 2009 Office of Management and Budget (OMB) definitions of metropolitan and micropolitan statistical areas; in certain instances the names, codes, and boundaries of the principal cities shown in ACS tables may differ from the OMB definitions due to differences in the effective dates of the geographic entities.

Estimates of urban and rural population, housing units, and characteristics reflect boundaries of urban areas defined based on Census 2000 data. Boundaries for urban areas have not been updated since Census 2000. As a result, data for urban and rural areas from the ACS do not necessarily reflect the results of ongoing urbanization.

Source: U.S. Census Bureau, 2010 American Community Survey

#### Explanation of Symbols:

1. An '\*\*\*' entry in the margin of error column indicates that either no sample observations or too few sample observations were available to compute a standard error and thus the margin of error. A statistical test is not appropriate.
2. An '-' entry in the estimate column indicates that either no sample observations or too few sample observations were available to compute an estimate, or a ratio of medians cannot be calculated because one or both of the median estimates falls in the lowest interval or upper interval of an open-ended distribution.
3. An '-' following a median estimate means the median falls in the lowest interval of an open-ended distribution.

**APPENDIX E:  
ADA ACCESSIBILITY**

## ACCESSIBILITY IN MADISON PARKS

### Purpose

The Commission on Persons with Disabilities, and the Parks Division hired ADA Limited, a consultant specializing in public accommodation and the Americans with Disabilities Act, to assist in establishing a set of design standards and priorities. These standards and priorities comply with the Americans with Disabilities Act Accessibility Guidelines and will be used for both the modification of existing facilities and the construction of new accessible facilities.

### Introduction

The design standards of the Madison Parks Division will be compared and analyzed for their applicability to the priorities of the Americans with Disabilities Act Accessibility Guidelines (ADAAG). The ADAAG were developed for buildings and structures and had to be adapted for open spaces such as picnic areas or soccer fields. It is also difficult to account for differences in disabilities and how they relate to accessibility. As a result, recommended ADAAG standards and priorities may not always correspond with the Madison Parks Division's standards for parkland development. An attempt to incorporate the two has been made. With this in mind, ADAAG standards and priorities are translated as closely as possible, to accessibility standards for the City of Madison Parks System.

### Analysis

The Madison Parks system is based on a hierarchical, classification system. The hierarchy is based on the size of the park and service area. This relationship is represented in the Park and Open Space Plan, Table 3-1 Parkland Classification Descriptions.

The Park and Open Space Plan also outlines potential available facilities in each category of park (Table 7-2: Potential Facility Development Estimated Costs). Both charts tell us that the larger the park, the more facilities it will have, and, that if a certain facility is not offered in a neighborhood park it is likely to be offered in the area or community park serving that same neighborhood.

This report will focus on two areas —

1.) Revising all recreational facilities to meet ADA accessibility standards. An example of this would be how tennis courts are designed. Up until now, tennis courts were built with 2' wide mazes at the corners, designed to keep out bicycles, yet allow people in. These unfortunately, also kept out wheelchairs. Our new design eliminates the mazes and replaces them with 4' wide gates that swing both ways (see Standards for Park Facilities & Activities, a part of this report). All tennis courts have now been retrofitted with 4' gates.

2.) The second area of focus relates to the development of an "accessible path system" for each park. As mentioned above, facility standards have been revised to eliminate all barriers to people with disabilities. A key element in eliminating barriers and providing recreational opportunity is an "accessible path system". It does not matter how accessible a facility is if you cannot get to it. See column J in POSP Facility Spreadsheet for parks with accessible path systems. Most playfields, community and neighborhood parks have path systems and some smaller parks also have them.



Like other Madison Parks facilities, the extent of the path system will also be based on a hierarchical classification system. In larger parks, the path system will be more extensive and “touch” or be located closer to facilities. In smaller parks, because of limited space, the path system will be less extensive and may merely come within a reasonable distance of a facility. Because an “accessible path system” is so critical in providing recreational opportunities, it has been added to the POSP as an accessibility feature.

As with most standards, exceptions will exist that may limit the extensiveness of a path system in a certain park or may require a more extensive path system. Further explanation of these exceptions can be found below in Priority 2. The recommended priorities from the ADAAG are listed below. Following each one is our recommendation relating them to a parks environment based on our analysis.

## **Priorities from the Americans with Disabilities Act Accessibility Guidelines**

### **Priority One**

The first recommended priority is access from public transportation, sidewalks, and parking lots/loading zones to the entrance of a building. The assumption is that if one can not get to the front door, no facilities or spaces are accessible.

The Madison Parks Division also interprets access to parks as the first priority. In parking lots, accessible parking stalls that comply with the ADAAG in terms of specific measurements and number of stalls will be provided. A 2004 improvement to parking at Warner baseball stadium exceeded the required number of accessible spaces and relocated them to the front of the facility, eliminating the need to cross drive aisles.

### **Priority Two**

The second recommended priority from the ADAAG is for an accessible route that leads to all significant public areas. The Madison Parks Division interprets this priority as an accessible path system.

The surface treatment of the path system will depend on the size of the park and service area. The paths could be entirely hard surfaced or a combination of a hard surface and relatively flat lawn.

As indicated earlier, the path systems in larger parks will generally be more extensive than in smaller parks. The path system in smaller parks will be determined by a number of factors. Some of these factors are listed below:

- A facility may be already considered within a reasonable distance from an existing accessible path system or form of public access (sidewalks), especially in smaller parks.
- In smaller neighborhood parks, the overall effect of numerous asphalt paths to and from each facility will diminish the aesthetic quality of the park.
- A path should not conflict with another use (e.g., a path should not cross a large play area where neighborhood children play football).
- The type of recreational programming available in a park may require a more extensive path system, regardless of the size of the park and service area.
- Better access to a neighborhood park facility may be required if the same facility is not accessible in the area park which serves the same neighborhood.
- Steep grades may make accessible paths unreasonable in some parks.

It is important to remember that if a facility is not accessible in a neighborhood park, the same facility will be available and more accessible in the area or community park (or school for playgrounds) serving the same neighborhood.

### **Priority Three**

The third recommended priority in the ADAAG is restrooms and shelters.

The Madison Parks Division interprets restrooms and shelter buildings as the third priority. Accessibility surveys conducted under Section 504 of the Rehabilitation Act of 1973 revealed that most of our restroom and/or shelter buildings needed renovation to be brought up to today's accessibility standards. Since 1990, we have renovated all our buildings to current accessibility standards except a few that are physically or financially unrealistic to upgrade beyond a certain point. As those facilities are replaced, all current standards will be met.

### **Priority Four**

The fourth recommended priority from the ADAAG is access to goods and services.

The Madison Parks Division considers its facilities to be its goods and services. Examples of park facilities include playground equipment, tennis courts, shelters, softball diamonds, basketball courts, etc. Most facilities that are played on flat surfaces are by their nature accessible and do not need modification, only a means of access. Others, such as playground equipment may not be accessible or even usable. In situations like this we are limited by industry standards and/or the lack of new technology. Using playground equipment as an example, older, less accessible equipment is being replaced with what the industry standards consider accessible as moneys allow.

### Implementation Process

The Parks Division has systematically been assessing the accessibility needs of the park system, budgeting and completing improvements on an annual basis since at least 1990. Citizen concerns and complaints are usually analyzed and included in the next year's capital improvements where warranted.

### Summary

These are the four priorities the Madison Parks Division will use when developing or renovating parks. All Madison Parks Division buildings and structures (e.g., shelters, restrooms, clubhouses and boating facilities) can be renovated to meet the physical accessibility standards as outlined in the Americans with Disabilities Act Accessibility Guidelines (ADAAG). It must be emphasized that recreational facilities like soccer fields and basketball courts, etc. are not mentioned in ADAAG. The federal government has commissioned the Architectural Barriers Compliance Board to develop accessibility standards for recreational facilities/activities. When these guidelines are published the City of Madison Parks Division will revise our standards accordingly.

Finally, it should be mentioned that what may be accessible to one individual may not be to another. An individual's decision whether or not to participate in an activity is largely his or her own, based on their skills and abilities. It is our responsibility to make sure that a person can get to the activity so they have the opportunity to make that decision. The City of Madison parks system is as diverse as the skills and abilities of the people using it.

### Standards for Park Facilities and Activities

Described below are construction standards and/or maintenance procedures which will be used to enhance the accessibility of a particular recreational activity.

PARKING LOT: ADAAG standards will apply.

**THE ACCESSIBLE PATH:** As mentioned earlier, an accessible path system is a key component for providing accessibility within parks. The extensiveness of the path system depends on the park classification. The path system will provide access to and through the shelter cluster. Examples of facilities included in a cluster are the shelter, the path system, a picnic area, and a playground area. The path system within a shelter cluster will be designed to provide access to each activity within the cluster. As indicated in Priority 2, surfaces could be entirely hard or a combination of a hard surface and relatively flat lawn.

**SHELTER(S):** All Madison Parks Division buildings and structures will meet the physical accessibility standards in the ADAAG.

**SIGNAGE:** People requesting general park information in alternative formats can contact the Madison Parks Division at 266-4711 (voice) and 267-4980 (TDD).

**PLAYGROUND EQUIPMENT:** The path system will provide direct access to the playground equipment. Since the adoption of the Americans with Disabilities Act (ADA), the Consumers Product Safety Commission (CPSC) and American Society for Testing and Materials (ASTM) and the Access Board have evaluated different types of safety surfaces. Based on their recent recommendations we are providing new playgrounds with a shredded rubber that meets their requirements, have upgraded community park playgrounds to this surface, and will continue to upgrade others. Throughout the park system, we have replaced older, less accessible equipment with newer, more accessible equipment. Community and Area playgrounds were made accessible using a transfer point and bridge. A hard surface path was brought to this point, so children can reach the play structure and integrate into whatever level of play matches their capabilities. To date, none of the Madison playgrounds is large enough to require a ramp as access. We will be re-evaluating the ground base facilities and routes of travel to all of our playgrounds to ensure compliance with the new Access Board requirements.

**PICNIC AREA:** The Madison Parks Division will provide a minimum of one accessible picnic table at each designated picnic shelter and at any designated picnic area within a reasonable distance from the accessible path system or designated picnic shelter.

**OPEN PLAY AREA:** An open play area is any large, unobstructed grassy area used for unorganized play. An open play area will be considered accessible only when the maximum cross slope of the play area is less than 4% and a hard surfaced accessible route is provided, or it is located within a reasonable distance from the accessible route.

**BASKETBALL COURT(S):** The City of Madison Parks Division considers a basketball court accessible in its current state. Viewing areas will be considered when siting a basketball court and its proximity to the path system. If the court is enclosed in a fenced-in area, ADAAG standards for access will apply.

**BENCH(ES):** Transfer pads will be provided for all benches located along the accessible path system.

**TENNIS COURT(S):** The City of Madison Parks Division considers tennis courts accessible in their current state. The accessible path system will provide direct access to tennis courts via a 4' wide accessible gate.

**PLAYFIELD(S):** (includes softball, baseball, soccer, football). The accessible path system will be installed from the parking lot to each field, bleacher pad and accessible seating area. If a restroom facility is included, the path will be extended to include the restroom. Fenced-in fields will be retrofitted with at least a 4' wide accessible gate, one on each side.

**DRINKING FOUNTAIN(S):** The City of Madison Parks Division has already replaced older, inaccessible drinking fountains with new, accessible models.

**OUTDOOR SKATING:** The City of Madison Division will concentrate on creating accessible skating facilities at all community parks that provide skating. This includes access to the shelter and ice surface. **SLEDDING HILL(S) AND SKI TRAIL(S):** The City of Madison Parks Division feels that any physical changes made to sledding hills or cross country ski trails would adversely impact on the nature of the activity. Access to the facility will remain a high priority. As stated above, an individual's decision on whether or not to participate in an activity is largely his or her own. This decision should be based on an individual's skills and abilities.

**VOLLEYBALL:** Grass volleyball courts are considered accessible; sand courts are not. A listing of grass and sand courts will be provided in the Parks Division's administrative office. In both cases, proximity to the accessible path system and viewing will be considered when siting volleyball courts.

**BOAT LAUNCHES:** All boat launches will have a minimum of one accessible launching pier.

**TRACK AND FIELD FACILITIES:** Madison high schools hold cross country and track meets on cross country trails and golf courses. The Madison Parks Division will provide a mowed grass path from parking areas to the start/finish line.

**ACCESSIBLE GOLF COURSES:** The Madison Parks Division considers golf courses accessible in their current state. The Madison Parks Division will provide an accessible path from the clubhouse to a reasonable distance at the first tee of each nine holes, practice putting greens and practice driving ranges. Golf courses will install TDD to allow complete access to reservations and other services. Special provisions will be made for closer access with carts and for use of wheelchairs and mobility devices, and coaches will be allowed to accompany blind or visually impaired golfers.

**ACCESSIBLE SAND BEACH:** Currently a study on sand surface accessibility is being conducted by the National Center on Accessibility for beaches. The results of this study will be used to revise the Madison Parks Division standards. Two major beaches at Tenney Park and Vilas Park provide a grid system accessible path over the sand, the same system used at Wisconsin State Park beaches.

**FISHING PIER:** Any fishing pier installed in a City of Madison park will be accessible. The City of Madison Parks Division will set a goal of having one accessible fishing pier per lakeside community park, up to two (2) per lake. The accessible fishing pier will be directly connected to an accessible path, parking lot or street parking.

**CONSERVATION LANDS:** Due to safety considerations and the nature of activities in conservation lands, the Madison Parks Division will await guidance from the results of the Architectural Barriers Compliance Board before developing accessibility standards for conservation lands.

**APPENDIX F:  
PARKLAND STANDARDS**



## PARKLAND STANDARDS

### DEDICATED PARKLAND

Dedicated parkland generally includes land that can be developed into mini, neighborhood and/or community parkland. All dedicated parkland should include significant areas for development of parkland facilities. This park shall

- Not include mapped wetlands, flood hazards areas, or stormwater management facilities, though each of these features may be located within the park's boundary
- Encompass sufficient space to accommodate an open informal play area
- Have a minimum of 100 lineal feet of frontage on an improved street plus at additional 50 linear footage of improved street frontage per whole acre of dedicated park area in order to provide adequate access for the public, maintenance equipment and emergency response apparatus
- Be located with consideration to convenient and safe pedestrian and bicycling access from the adjoining neighborhood and with consideration given to opportunities to expand the park's area with dedications from other development that may subsequently be located within the serve area of the park
- Should not be a stand alone mini park except when a small minipark would be appropriate in order to provide service to a residential area where convenient and safe walking and bicycling access to a neighborhood park is constrained by geographic or man-made features, or is shown to be constructed as part of a neighborhood plan.

Dedicated parkland is used to develop the following mini, neighborhood and community parks. Based on the existing parkland inventory, there is a need for more neighborhood and community park acreage than mini park acreage.

#### Mini Park

Used to address limited, isolated or unique recreational needs and are typically sought to serve residential areas because of their relatively high operational expenses and development costs compared to larger neighborhood parks. The proposed standard for new development of these facilities is 0 acres/1000 population. The desirable size for these parks is less than 4.5 acres.

#### Neighborhood Park

The basic unit of the park system. Serves as a recreational social focus of the neighborhood. Focus is on informal active and passive recreation. The proposed standard for new development of these facilities is 3.75 acres/1000 population. The desirable size for these parks is greater than 5 acres.

#### Community Park

Serves broader purpose than neighborhood park. The focus of community parks is on meeting community-based recreation needs, as well as preserving unique landscapes and open spaces. The proposed standard for new development of these facilities is 6.25 acres/1000 population. The desirable size for these parks is 20+ acres.

The following parkland classifications are not typical dedicated parkland, these have variable standards for desirable sizes and no specific standards for projected growth related to parkland dedication.

### Conservation Park

Lands set aside for preservation of significant natural resources. Conservation parks preserve the finest remaining examples of native plant communities, wildlife habitat and natural landscape. These parks are developed for controlled public access and managed to preserve and restore native plant and animal populations. Whether large or small, conservation parks are managed as a community resource rather than to serve a particular neighborhood or interest group. Conventional statistical or locational standards cannot be applied to them. However, City of Madison residents expect a continued investment into development of conservation parks. Conservation parks must have some combination of the following special site characteristics:

- Unique features such as plant communities, wildlife populations, geological formations or historical significance.
- A critical ecological function such as protecting surface or groundwater supply or quality.
- Relatively undisturbed examples of native biological communities.
- Outstanding aesthetic qualities.
- Location and features suitable for outdoor education programs.
- Good potential for restoration of disturbed areas to native plant communities.

The adopted objectives, policies and master plan of the City, along with special site characteristics, are used to determine locations for these parks. Wherever possible, planning for conservation parks includes surveys to locate and evaluate areas having preservation potential, prior to private development proposals. Size is determined by the space needed to protect the special features of the park.

Development of these sites for education and passive recreation is compatible with their continued preservation in a natural state, including the re-establishment and restoration of native plant communities and wildlife habitat. Such recreation development can include trail systems, scenic overlooks, group day camp sites, and environmental interpretive centers or facilities.

### Greenways

Greenways are not included as parks but serve public interests. These lands are public lands intended for stormwater purpose, managed and administered by the City of Madison Engineering Division. They tend to follow natural drainage courses and carry storm water runoff, provide short-term water detention, improve water quality by de-siltation and infiltration, and buffer differing land uses. They also serve as routes for pedestrian and recreation trails when contiguous to or linking parklands or other publicly-owned natural areas.

### Open Space

Lands classified as open space are undevelopable land, used primarily as a buffer, or to preserve steep hillsides, but is not of environmental quality to develop as a conservation park and is not intended to be developed with park facilities.

### Sports Complex

This category refers to heavily programmed athletic fields and associated facilities whose primary purpose is programmed active recreation. These facilities are strategically located throughout the community and their need is determined by demand for these facilities.

### Special Use

This category covers a broad range of parks and recreation facilities oriented towards specialty use. The City of Madison considers special use to include parks whose primary function serves unique recreation opportunities (i.e. splash pad). There are no precise standards for this category.

### Trafficway

This category denotes public rights-of-way that are occasionally used by the public as parkland, but development of this land is limited. This land is not desirable as parkland and there are no precise standards for this category.

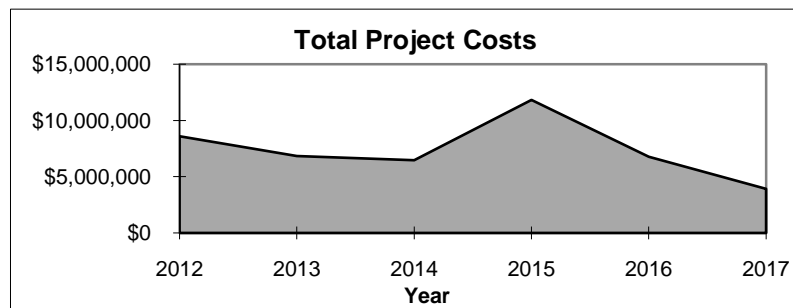
**APPENDIX G:  
2012 CAPITAL BUDGET  
EXPENDITURE CATEGORIES AND FUNDING  
SOURCES**

## 2012 Capital Budget Capital Improvement Program

Agency Name: **Parks**

Agency Number: **61**

| Project Name                         | Future Year Estimates |                     |                     |                      |                     |                     |
|--------------------------------------|-----------------------|---------------------|---------------------|----------------------|---------------------|---------------------|
|                                      | 2012                  | 2013                | 2014                | 2015                 | 2016                | 2017                |
| 1 Beach and Shoreline Improvements   | \$ 144,000            | \$ 185,000          | \$ 250,000          | \$ 510,000           | \$ 180,000          | \$ 50,000           |
| 2 Community Park Improvements        | 341,000               | 1,104,000           | 1,112,000           | 1,102,500            | 1,197,500           | 1,037,500           |
| 3 Conservation Park Improvements     | 189,000               | 245,000             | 245,000             | 555,000              | 275,000             | 170,000             |
| 4 Parkland Acquisition               | 250,000               | 250,000             | 250,000             | 250,000              | 250,000             | 250,000             |
| 5 Neighborhood Park Improvements     | 269,650               | 624,000             | 353,500             | 746,000              | 1,280,000           | 235,000             |
| 6 Park Equipment                     | 210,000               | 200,000             | 300,000             | 305,000              | 200,000             | 226,350             |
| 7 Park Facility Improvements         | 156,000               | 637,000             | 979,000             | 1,000,000            | 1,050,000           | 1,000,000           |
| 8 Parkways and Open Space Impr.      | 55,000                | 235,000             | 715,000             | 110,000              | 260,000             | 645,000             |
| 9 Assessable Trees                   | 150,000               | 150,000             | 150,000             | 150,000              | 150,000             | 150,000             |
| 10 Street Tree Replacements          | 70,000                | 100,000             | 80,000              | 100,000              | 100,000             | 125,000             |
| 11 Dog Park Improvements             | 136,500               | 64,000              | 40,000              | 50,000               | 30,000              | 30,000              |
| 12 Olbrich Botanical Complex         | 103,000               | 68,000              | 0                   | 645,000              | 0                   | 0                   |
| 13 Door Creek Park Improvements      | 75,000                | 0                   | 0                   | 0                    | 1,800,000           | 0                   |
| 14 Hoyt Park Improvements            | 100,000               | 50,000              | 0                   | 0                    | 0                   | 0                   |
| 15 Odana Hills Clubhouse             | 0                     | 0                   | 200,000             | 2,000,000            | 0                   | 0                   |
| 16 Bowman Field Improvements         | 0                     | 400,000             | 0                   | 0                    | 0                   | 0                   |
| 17 Olive Jones Park Improvements     | 300,000               | 0                   | 0                   | 0                    | 0                   | 0                   |
| 18 Tenney Park Improvements          | 495,000               | 100,000             | 0                   | 0                    | 0                   | 0                   |
| 19 Rennebohm Park Improvements       | 30,000                | 0                   | 0                   | 0                    | 0                   | 0                   |
| 20 Tenney Park Bridges               | 0                     | 300,000             | 0                   | 0                    | 0                   | 0                   |
| 21 Vilas Park Roadway and Parking    | 0                     | 600,000             | 0                   | 0                    | 0                   | 0                   |
| 22 Warner Park Parking Lot           | 700,000               | 0                   | 0                   | 0                    | 0                   | 0                   |
| 23 Central Park                      | 4,470,000             | 750,000             | 0                   | 4,300,000            | 0                   | 0                   |
| 24 Emerald Ash Borer Mitigation      | 0                     | 0                   | 0                   | 0                    | 0                   | 0                   |
| 25 Washington Manor Park             | 0                     | 75,000              | 200,000             | 0                    | 0                   | 0                   |
| 26 Esther Beach Improvements         | 0                     | 200,000             | 0                   | 0                    | 0                   | 0                   |
| 27 Breese Stevens Field Improvements | 0                     | 300,000             | 1,590,000           | 0                    | 0                   | 0                   |
| 28 Reindahl Park Paving              | 0                     | 200,000             | 0                   | 0                    | 0                   | 0                   |
| 29 Garver Solutions                  | 350,000               | 0                   | 0                   | 0                    | 0                   | 0                   |
| <b>Total</b>                         | <b>\$ 8,594,150</b>   | <b>\$ 6,837,000</b> | <b>\$ 6,464,500</b> | <b>\$ 11,823,500</b> | <b>\$ 6,772,500</b> | <b>\$ 3,918,850</b> |



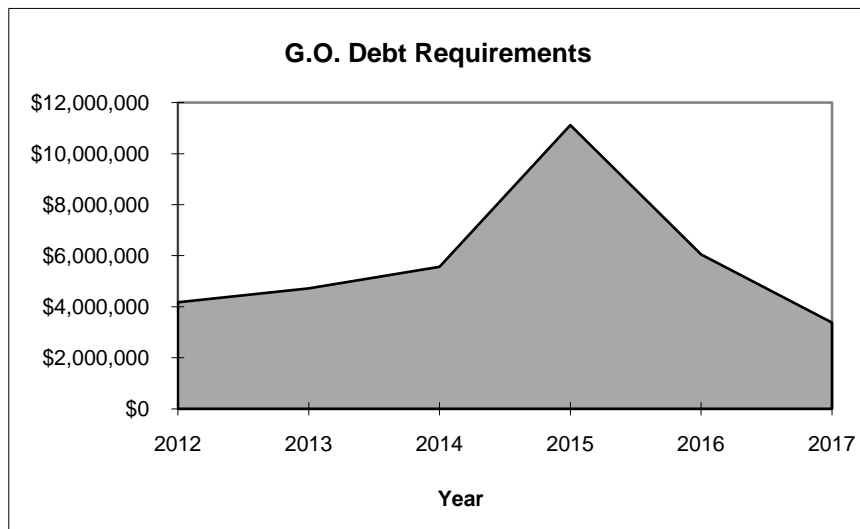


**2012  
Capital Budget  
Expenditure Categories and Funding Sources**

Agency Name: **Parks**

Agency No.: 61

| All Projects               | Capital Budget      | Future Year Estimates |                     |                      |                     |                     |
|----------------------------|---------------------|-----------------------|---------------------|----------------------|---------------------|---------------------|
|                            | 2012                | 2013                  | 2014                | 2015                 | 2016                | 2017                |
| <b>Expenditures:</b>       |                     |                       |                     |                      |                     |                     |
| Purchased Services         | \$ 0                | \$ 0                  | \$ 0                | \$ 0                 | \$ 0                | \$ 0                |
| Materials & Supplies       | 145,000             | 175,000               | 155,000             | 175,000              | 175,000             | 200,000             |
| Inter-Agency Charges       | 75,000              | 75,000                | 75,000              | 75,000               | 75,000              | 75,000              |
| Loans                      | 0                   | 0                     | 0                   | 0                    | 0                   | 0                   |
| Professional Fees          | 0                   | 75,000                | 200,000             | 0                    | 0                   | 0                   |
| Land & Land Improve        | 7,875,150           | 5,207,000             | 4,165,500           | 7,623,500            | 3,472,500           | 2,417,500           |
| Building & Bldg Improve    | 289,000             | 1,105,000             | 1,569,000           | 3,645,000            | 2,850,000           | 1,000,000           |
| Equipment and Vehicles     | 210,000             | 200,000               | 300,000             | 305,000              | 200,000             | 226,350             |
| Other                      | 0                   | 0                     | 0                   | 0                    | 0                   | 0                   |
| <b>Total Project Costs</b> | <b>\$ 8,594,150</b> | <b>\$ 6,837,000</b>   | <b>\$ 6,464,500</b> | <b>\$ 11,823,500</b> | <b>\$ 6,772,500</b> | <b>\$ 3,918,850</b> |
| <b>Funding Sources:</b>    |                     |                       |                     |                      |                     |                     |
| Federal Sources            | \$ 3,150,000        | \$ 0                  | \$ 0                | \$ 0                 | \$ 0                | \$ 0                |
| State Sources              | 0                   | 0                     | 0                   | 0                    | 0                   | 0                   |
| Impact Fees                | 685,000             | 1,339,000             | 600,000             | 420,000              | 460,000             | 285,000             |
| Private Contributions      | 277,500             | 500,000               | 75,000              | 75,000               | 75,000              | 75,000              |
| Revenue Bonds              | 0                   | 0                     | 0                   | 0                    | 0                   | 0                   |
| Special Assessments        | 150,000             | 150,000               | 150,000             | 150,000              | 150,000             | 150,000             |
| TIF Cash                   | 0                   | 0                     | 0                   | 0                    | 0                   | 0                   |
| Carry-Forward Applied      | 0                   | 0                     | 0                   | 0                    | 0                   | 0                   |
| Reserves Applied           | 0                   | 0                     | 0                   | 0                    | 0                   | 0                   |
| Other                      | 157,150             | 129,000               | 75,000              | 60,000               | 40,000              | 30,000              |
| <b>Total Other Sources</b> | <b>\$ 4,419,650</b> | <b>\$ 2,118,000</b>   | <b>\$ 900,000</b>   | <b>\$ 705,000</b>    | <b>\$ 725,000</b>   | <b>\$ 540,000</b>   |
| <b>G.O. Debt</b>           | <b>\$ 4,174,500</b> | <b>\$ 4,719,000</b>   | <b>\$ 5,564,500</b> | <b>\$ 11,118,500</b> | <b>\$ 6,047,500</b> | <b>\$ 3,378,850</b> |



APPENDIX H:  
CITY OF MADISON PARK LANDMARK SITES  
AND PARKS WITHIN HISTORIC DISTRICTS

Several of the City's parks are designated landmarks or within landmark historic districts, determined by the City's Landmark Commission. Below is a list of these facilities:

- BB Clarke Beach: 835 Spaight Street (Third Lake Ridge LHD)
- Bernard Hoover Boathouse: 622 Gorham Street
- Breese Stevens Field: 917 E Mifflin Street
- Brittingham Boathouse: 617 North Shore Drive
- Burrows Park Effigy Mound and Campsite: 25 Burrows Road
- Collins House: 646 East Gorham Street
- Collins House: 704 East Gorham Street
- Connor House: 640 East Gorham Street
- Edna Taylor Conservancy Mounds: 802 Femrite Drive
- Elmside Park Mounds: 2919 Lakeland Avenue
- Forest Hill Cemetery and Effigy Mound Group: 1 Speedway Road
- Gates of Heaven Synagogue: 300 E Gorham Street
- Glenwood Children's Park: 3502 Gregory Street
- Halvorson Mound Group: 5395 Yahara River Road in Yahara Heights County Park
- Hudson Park Mounds: 2713 Lakeland Avenue
- Hoyt Park: 3902 Regent Street
- Kerr McGee Triangle: 728 Jenifer Street (Third Lake Ridge LHD)
- Monona Lake Assembly Normal Hall: 1156 Olin Turville Court
- Olive Jones Park: 1810 Regent Street (University Heights LHD)
- Orton Park: 1103 Spaight Street
- Period Garden Park: 110 E Gorham Street (Mansion Hill LHD)
- Tenney Park: 402 N Thornton Avenue
- Bear Mound Park: 1524 Vilas Avenue
- Vilas Park Mound Group: 702 S Randall Avenue
- Yahara River Parkway: 501 S Thornton Avenue
- Yost Kessenich Building: 201 State Street (Part of Overture)