



STATE OF
DOWNTOWN MADISON

2018



TABLE OF CONTENTS

3	Introduction	16-17	Education
4-5	Development & Investment	18-19	Retail & Restaurants
6-7	Residents	20-21	Tourism & Attractions
8-9	Housing	22-23	Mobility
10-11	Quality of Life & Safety	24-25	Sustainability
12-13	Office Market	26-27	Capitol East District
14-15	Employment		

ACKNOWLEDGMENTS

A special thank you to the following people and organizations for their contributions and assistance with the compilation of the 2018 State of the Downtown report:

- Broadwing Advisors, LLC (Craig Stanley, Deana Porter & Steph Richter)
- CBRE (Gretchen Lins)
- City of Madison Assessor's Office (Mark Hanson, Michelle Drea, David Faust & Aaron Cohen)
- City of Madison Office of Business Resources (Dan Kennelly)
- City of Madison Parking Utility (Yang Tao, Bill Putnam & Sabrina Tolley)
- City of Madison Planning Division (Heather Stouder, Kevin Firchow & Colin Punt)
- City of Madison Police Department (Daniel Haueter)
- City of Madison Treasurer (Dave Gawenda)
- Greater Madison Convention & Visitors Bureau (Diane Morgenthaler)
- Madison's Central Business Improvement District (Tiffany Kenney & Tim Jenquin)
- Metro Transit (Chuck Kamp & Ann Schroeder)
- Nelson Schmidt (Sarah Duchemin, Brooke Etzel, James Jelak, Clay Konnor, Eric Krueger, Andrew Ruffing & Amanda Seed)
- UW-Extension (Matt Kures)

And all other people, businesses and data sources who contributed time and information to this report!

INTRODUCTION

Downtown Madison, Inc. (DMI) is proud to present its eighth annual State of the Downtown, a data-driven report that provides timely, objective and accurate information about downtown Madison. Eight years of data has provided us a wealth of information to better understand the current state of our downtown and to help plan for future projects, growth, challenges and opportunities to maintain a healthy and vital central city.

The continued growth and investment in downtown Madison is positioning us to be one of the best downtowns in the country. To reach that goal, we need to ensure our downtown is safe, walkable, livable, fun, diverse and beautiful, as well as a place that is accessible and welcoming for all. We encourage residents, businesses, organizations, property owners, city officials and the community to use the information in this report to help advance downtown Madison to be the best place for everyone to live, work and visit for generations to come.



BOUNDARIES & MAP

The central downtown is defined in this report as the area bounded by Lake Mendota, Lake Monona, Blair Street and Park Street. The majority of data compiled in this report focuses on the central downtown area. On a broader scale, downtown Madison is often viewed as the Madison isthmus from Camp Randall Stadium on the west to the Yahara River on the east. This broader definition is reflected in various metrics throughout the report, but the primary focus is the central downtown. The geographic boundaries of Madison's Central Business Improvement District (BID), 53703 zip code area, as well as the Capitol East District are also used in the report.

DEVELOPMENT & INVESTMENT

› New development approved, under construction, or completed in downtown Madison in 2017:

- **11** projects
- **396** residential units
- **333** hotel rooms
- **76,369** sq. ft. of commercial space
- **253,415** sq. ft. of institutional space

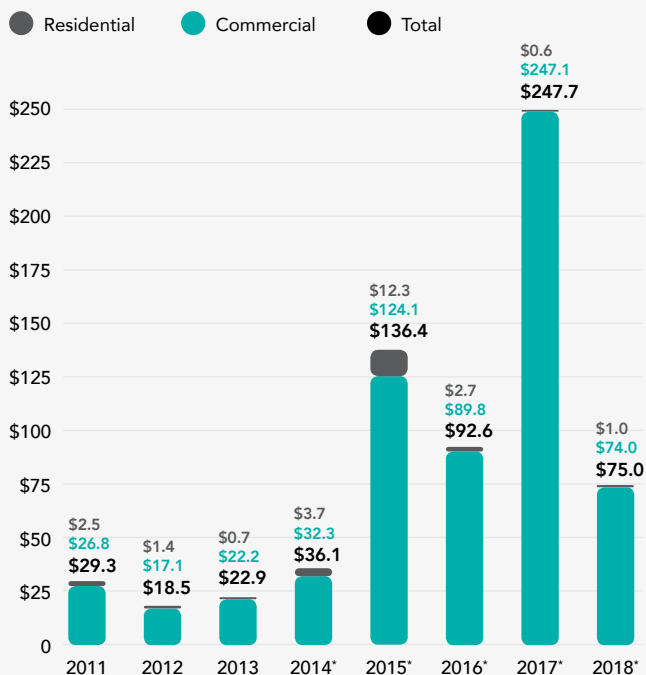
› Residential units constructed or approved for construction in downtown Madison since 2010: **4,120**, which is **33%** of the total residential units constructed and approved citywide

› Acres in downtown Madison: **421**, which is about **1%** of acres citywide*

› Percentage of tax exempt parcel acres in downtown Madison: **39%***

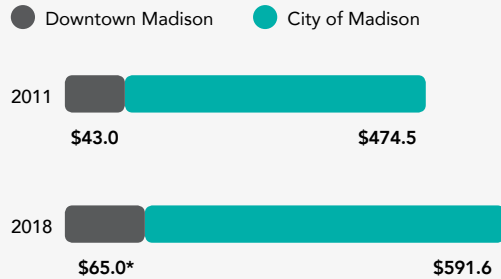
Sources: City of Madison Planning Division, City of Madison Assessor's Office (*compiled by DMI)

New Construction in Downtown Madison (in millions)



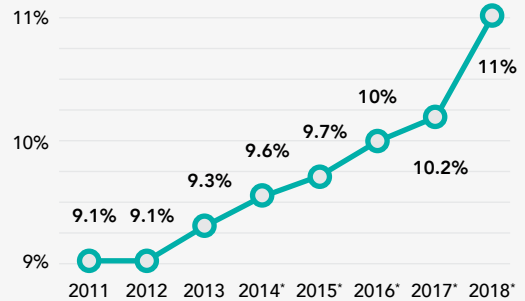
Source: City of Madison Assessor's Office (*compiled by DMI). Residential defined as Single-Family, Condominium, 2-unit and 3-7 unit properties only. All other properties including large apartment buildings defined as commercial. Central Downtown area only.

Real Estate and Personal Property Taxes Generated (in millions)



Source: City of Madison Assessor's Office & Treasurer's Office
(*compiled by DMI)

Citywide Taxes Generated from Downtown Madison

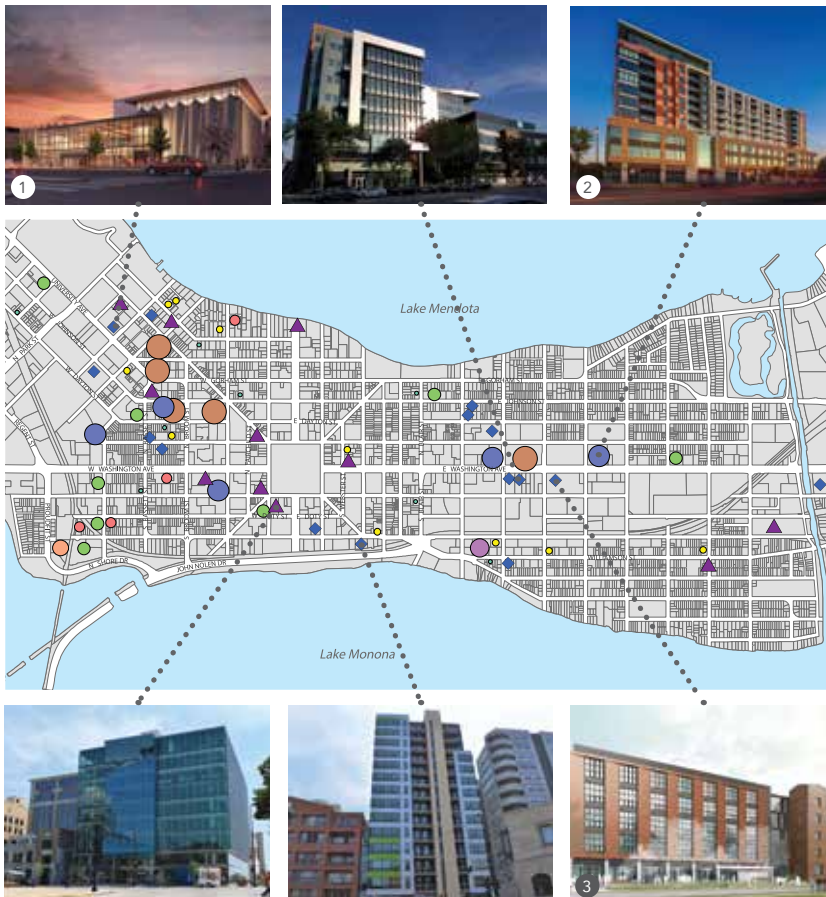


Source: City of Madison Assessor's Office (*compiled by DMI)

In 2018, the tax base in downtown Madison was **\$2.91 billion**, an increase of **\$1.03 billion**, or **55%**, since 2011*

Sources: City of Madison Planning Division 2018, City of Madison Assessor's Office 2011 (*compiled by DMI)

Development in Downtown Madison 2010-2017

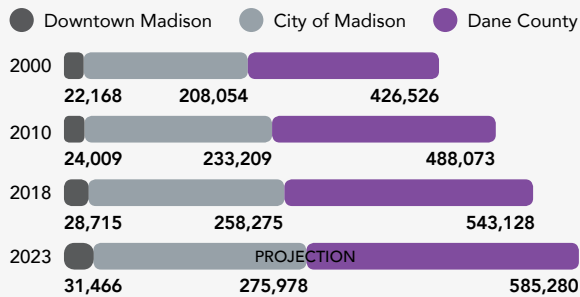


Prepared by the City of Madison
Planning Division | July 2018



RESIDENTS

Population



Source: U.S. Census Bureau, 2000, 2010 Census; ESRI estimates, 2018 and 2023 projections*

Age in Downtown Madison

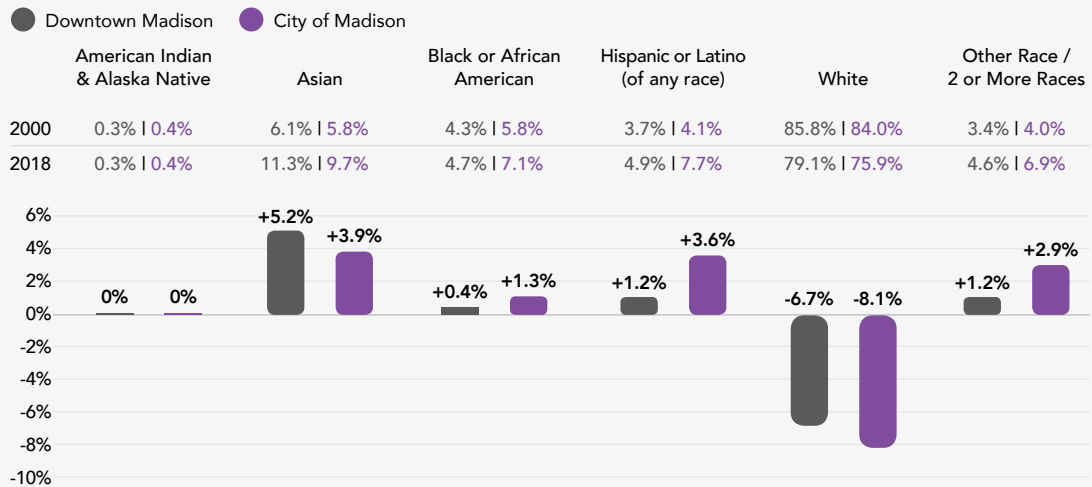
Age Cohort	2000	2018
Under 15 years	0.8%	1.0%
15 to 34 years	87.4%	84.8%
35 to 54 years	7.7%	7.0%
55 to 74 years	2.1%	5.3%
75 years and older	2.0%	2.0%

Source: U.S. Census Bureau, 2000, 2010 Census; ESRI estimates, 2018*

In 2017, the median age of the population in downtown Madison was **23.2** years old

Source: CBRE, 2017

Race/Ethnicity (percentage change by race)



Source: U.S. Census Bureau, 2000 Census; ESRI estimates, 2018*

Gender

Downtown Madison



Female 47.0%
Male 53.0%

City of Madison



Female 50.5%
Male 49.5%

Source: ESRI estimates, 2018*

Households Spending 30% or more of Income on Housing

Downtown Madison



Owner-occupied 19.1%
Renter-occupied 59.3%

City of Madison



Owner-occupied 21.9%
Renter-occupied 50.8%

Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year estimates* (Households spending over 30% of their income on housing are considered cost-burdened)

Average Household Size

Downtown Madison

1.80



City of Madison

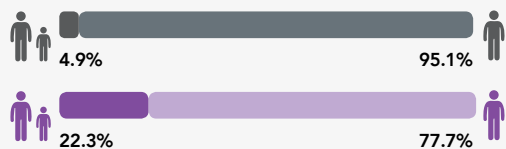
2.16



Source: ESRI estimates, 2018*

Households with vs. without Related Children under 18 Years

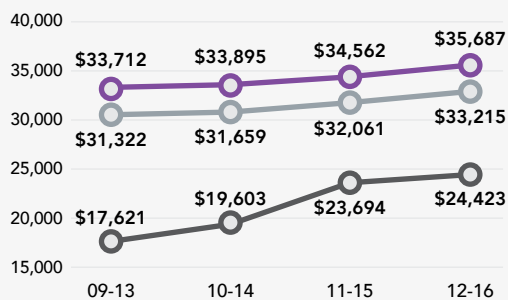
● Downtown Madison ● City of Madison



Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year estimates*

Per Capita Income

● Downtown Madison ● City of Madison ● Dane County



Source: U.S. Census Bureau, 2009-2013, 2010-2014, 2011-2015, 2012-2016 American Community Survey 5-year estimates*

Vehicles Available per Household

Downtown Madison



One or Less 77.3%
Two or More 22.7%

City of Madison



One or Less 53.8%
Two or More 46.1%

Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year estimates*

*ESRI data are estimates only that may not include local changes or factors such as the increase of population due to recent development projects. These estimates and Census figures are also not direct comparisons due to differences in the sources and data collection methodologies. Comparisons are for estimates only. U.S. Census Bureau, American Community Survey 5-year estimates figures are subject to a margin of error based on a 90 percent confidence interval. Per capita income figures are based on periods that contain overlapping years. Period differences in the figures may not be statistically significant. Figures are not adjusted for inflation across time periods. Income for downtown includes student population. Downtown is defined as 53703 zip code for household spending on housing, available vehicles and related children under 18 years data.

HOUSING

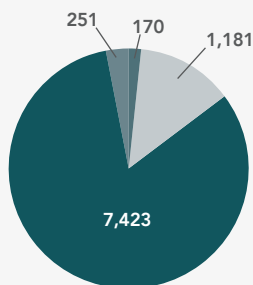
- › Central downtown Madison neighborhoods: **6** (Bassett, First Settlement, James Madison Park, Mansion Hill, Miffland [all part of Capitol Neighborhoods, Inc.] and State-Langdon)
- › Greater downtown Madison area neighborhoods/associations: **8** (Bayview Foundation, Inc., Brittingham Apartments Resident's Association, Greenbush, Marquette, Monona Bay, South Campus Property Owners Association, Tenney-Lapham and Vilas)

Apartment units in downtown Madison: **10,080**, an increase of **35.8%** from 2011*

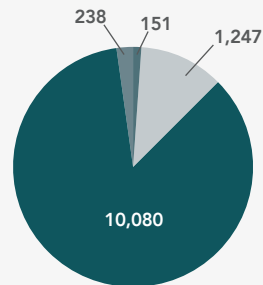
*Source: City of Madison Assessor's Office (*compiled by DMI)*

Types of Units in Downtown Madison

- Apartment Units
- Condo Living Units
- Duplexes
- Single-Family Properties



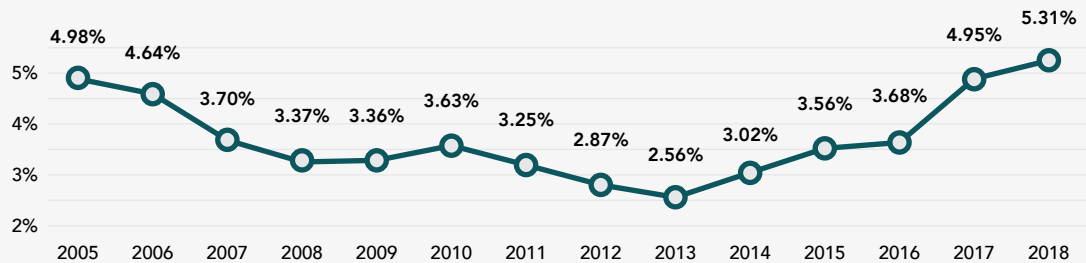
2011



2018*

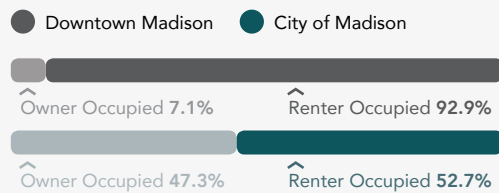
*Source: City of Madison Assessor's Office (*compiled by DMI)*

Multi-Family Rental Vacancy Rates in Downtown Madison



Source: Madison Gas & Electric, www.mge.com, Q2 figures for 53703 zip code area.

Occupied Housing Units by Tenure



Source: ESRI estimates, 2018

Median Value of Owner-Occupied Housing Units

Downtown Madison

\$353,285

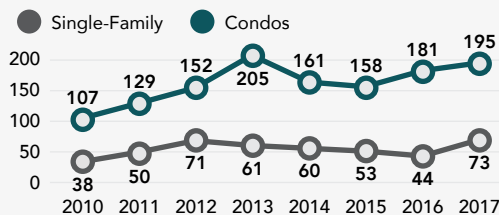
City of Madison

\$230,126



Source: CBRE, 2017

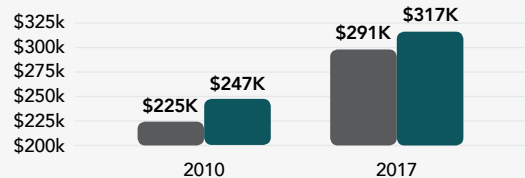
Home Sales in Greater Downtown Madison



Source: REALTORS® Association of South Central Wisconsin/South Central MLS. *downtown defined as the greater downtown area

Median Sales Price in Greater Downtown Madison

Single-Family Condos



Source: REALTORS® Association of South Central Wisconsin/South Central MLS. *Downtown defined as the greater downtown area

Average Rental Rate

Location	Studio	1-Bed	2-Bed	3-Bed
Downtown Madison*	\$849	\$1,294	\$1,750	\$2,492
City of Madison	\$831	\$1,017	\$1,246	\$1,803
Milwaukee, WI Historic Third Ward	\$855	\$1,204	\$1,727	\$3,030
Downtown Minneapolis, MN	\$998	\$1,411	\$2,036	\$3,900
Downtown Portland, OR	\$1,121	\$1,434	\$2,146	\$3,700
Downtown Ann Arbor, MI	\$1,233	\$1,277	\$1,623	\$2,363
Downtown Austin, TX	\$1,688	\$2,148	\$3,471	\$4,723
Downtown Washington DC	\$1,792	\$2,343	\$3,232	\$4,262

Source: RENTcafé, July 2018, *Downtown Madison defined as Capitol neighborhood area

QUALITY OF LIFE & SAFETY



› Childcare Facilities in Greater Downtown Madison

- Spots available: **694** (down 32 spots from 2017 due to the relocation of the MATC Child and Family Center)

Sources: Wisconsin Department of Children & Families, YoungStar Program. Facilities include: Creative Learning Preschool Inc., Cultured Kids Vilas, Dane County Parent Council Wee Start, Meriter Children's Center, Red Caboose Day Care Center, SSM Health Child Care Center, University Avenue Discovery Center, Inc., UW Preschool Lab, Tenney Nursery & Parent Center, Inc., and Wil Mar Neighborhood Center. Additional childcare facilities may be located in downtown Madison that are not included in these numbers.



› Places of Worship in Greater Downtown Madison

- Members: **19,070**
- Average weekly service attendance: **4,633**
- Meals/people served at onsite food pantries/meal programs in 2017: **34,157**

Sources: Bethel Lutheran Church*, Blackhawk Church-Downtown, Calvary Lutheran Chapel, Faith Community Bible Church, First United Methodist Church*, Grace Episcopal Church*, Harvest Church of Madison, Pres House, Madison Catholic Diocese (St. Raphael Cathedral Parish and St. Paul University Catholic Center), St. John's Lutheran Church, UW Hillel, and Wisconsin Lutheran Chapel. Additional places of worship may be located in downtown that are not included in these numbers. *Place of worship included in onsite food pantry/meal program figure.

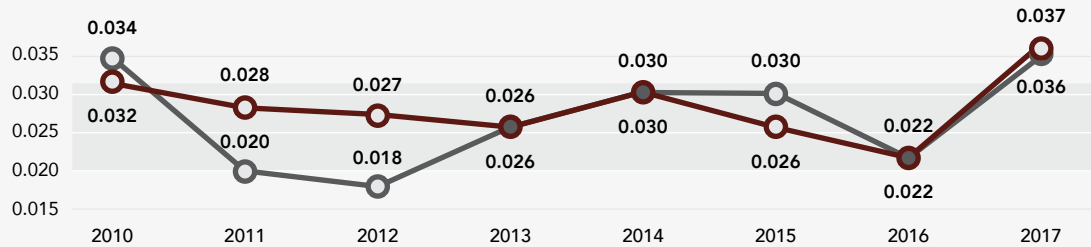
The Beacon, a comprehensive day resource center for people experiencing homelessness in Dane County, opened on October 16, 2017

- Average daily guest visits: **171**
- Guests who obtained jobs as of June 2018: **86**
- Guests who obtained housing as of June 2018: **40**

Source: The Beacon (average daily guest visits from October 16, 2017-June 30, 2018. Job and housing services started in February 2018)

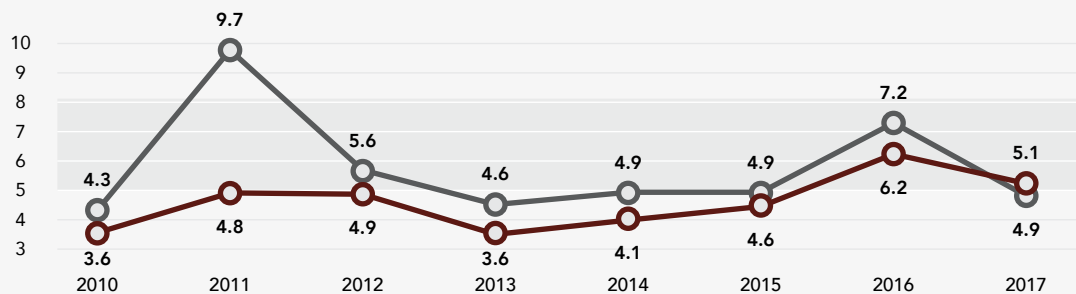
Lakes in Downtown Madison

Median Total Phosphorus (mg/L) ● Lake Mendota ● Lake Monona Target Range = 0.02-0.032



Source: Clean Lakes Alliance, State of the Yahara Lakes report 2012-2017

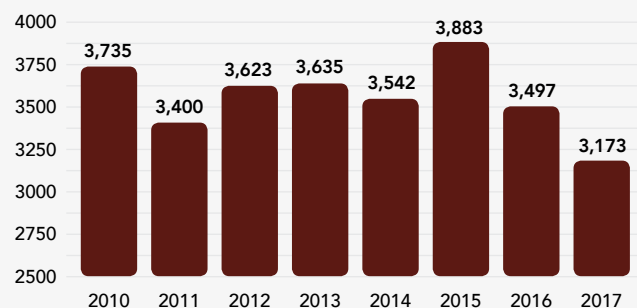
Water Clarity/Visibility Depth (ft) ● Lake Mendota ● Lake Monona Target Range = 5-8.1



Source: Clean Lakes Alliance, State of the Yahara Lakes report 2012-2017

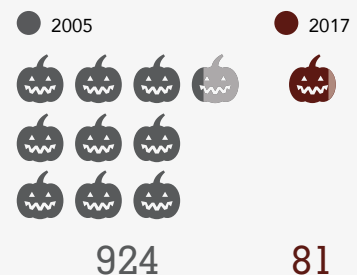
- ▶ Parks in central downtown Madison: **5** (Brittingham Park, James Madison Park, Law Park, Peace Park and Period Gardens)
- ▶ Parks in greater downtown Madison: **18**
- ▶ Beaches in greater downtown Madison: **5** (B.B. Clarke Beach Park, Brittingham Park, James Madison Park, Tenney Park & Vilas Park)

Top Criminal Offenses in Downtown Madison



Source: City of Madison Police Department (offenses include: trespass of real property, battery simple assault, theft from vehicle, theft from building, burglary, all other larceny, drug/narcotic violations, damage/vandalism of property, disorderly conduct, and liquor law violations)

Halloween/Freakfest Arrests and Citations



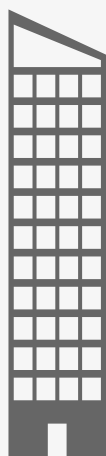
Source: City of Madison Police Department, numbers for entire Central Police District

OFFICE MARKET

- › Vacancy rate for office space in downtown Madison: **9.35%**, up from ~**8%** in 2017
- › Downtown Madison is comprised of **51.6%** Class A, **33.9%** Class B, and **14.6%** Class C office space

Source: Broadwing Advisors, LLC and REDI/Catalyst, Q2 2018

Office Space by Class in Downtown Madison



Class A

Inventory:
1,690,816 sq. ft.

Vacancy Rate:
7.0%

Average Asking
Lease Rate:
\$29.00 - \$36.00



Class B

Inventory:
1,110,236 sq. ft.

Vacancy Rate:
4.2%

Average Asking
Lease Rate:
\$25.00 - \$28.50



Class C

Inventory:
478,627 sq. ft.

Vacancy Rate:
29.6%

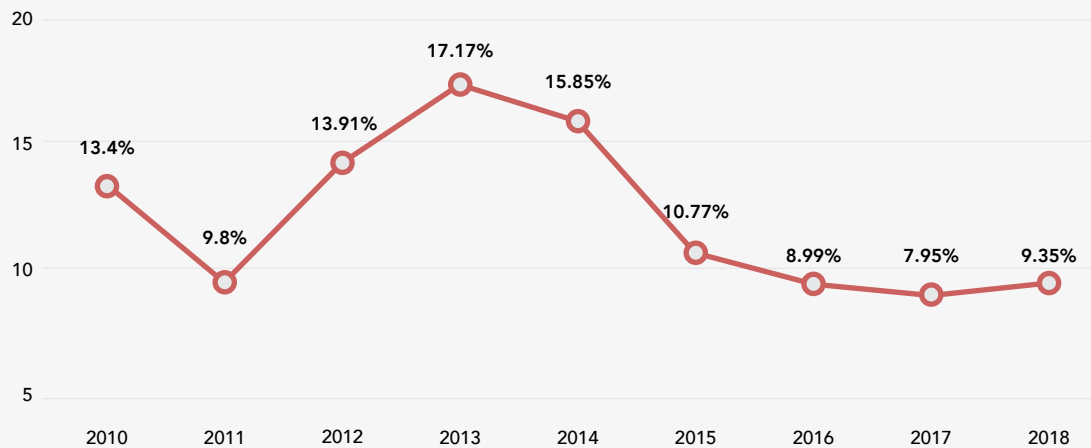
Average Asking
Lease Rate:
\$19.00 - \$24.50

Total

Inventory: **3,279,679 sq. ft.** Vacancy Rate: **9.35%** Average Asking Lease Rate: **\$19.00 - \$36.00**

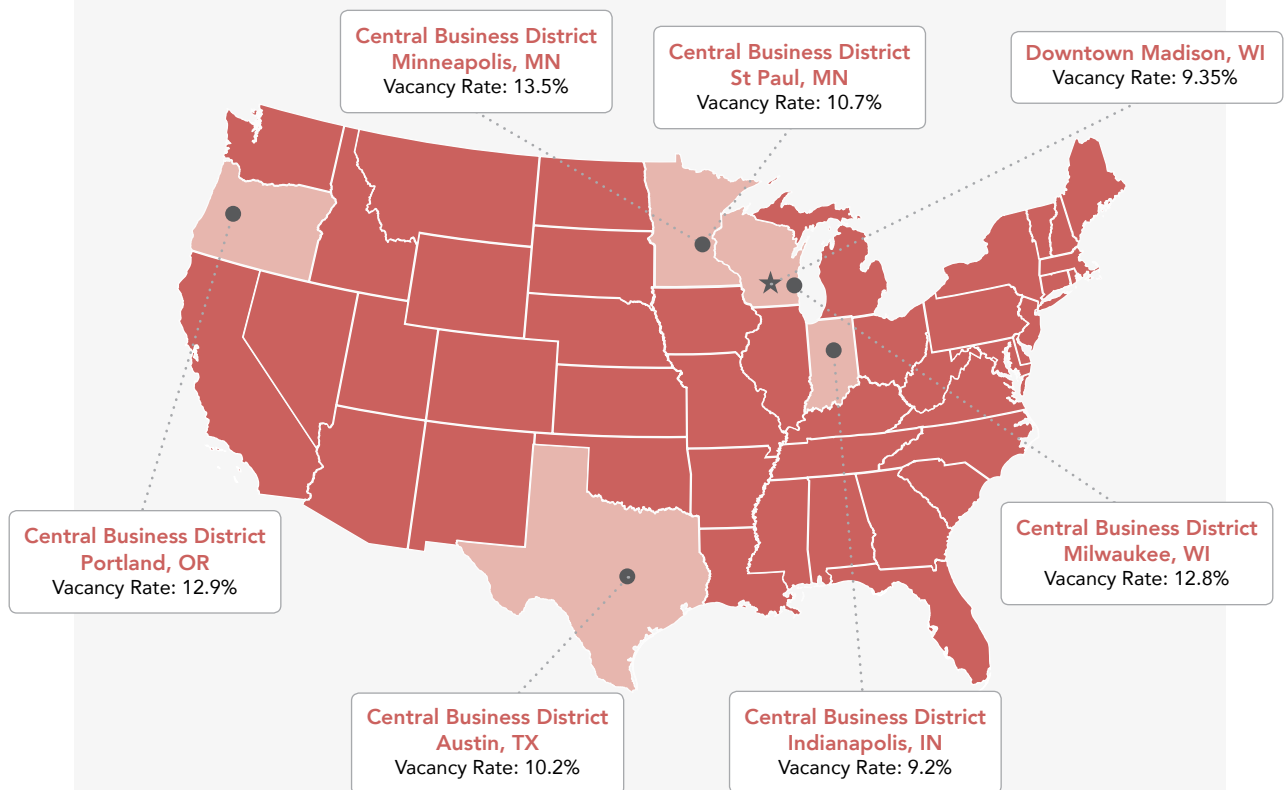
Source: Broadwing Advisors, LLC and REDI/Catalyst, Q2 2018

Office Space Vacancy Rates in Downtown Madison



Source: Broadwing Advisors, LLC, Xceligent, Q3 2010-2011, Q2 2012-2017 and RED/Catalyst, Q2 2018

Office Space Vacancy Rate Comparisons in 2018



Source: Broadwing Advisors, LLC, RED/Catalyst, Q2 2018 and Marcus & Millachap, Q2 2018

EMPLOYMENT

- › Percentage of workers citywide located in downtown Madison: **25.8%**
- › Top 3 employment industries in downtown Madison are:
 - Educational Services: **39.4%**
 - Public Administration: **29.9%**
 - Accommodation and Food Services: **7.8%**

Sources: CBRE, 2017

Number of Employees



Downtown:
68,465

City of Madison:
265,539

Dane County:
424,777

Sources: CBRE, 2017

Number of Businesses



Downtown:
1,956

City of Madison:
11,356

Dane County:
21,625

Sources: CBRE, 2017

Employment Status in Downtown Madison

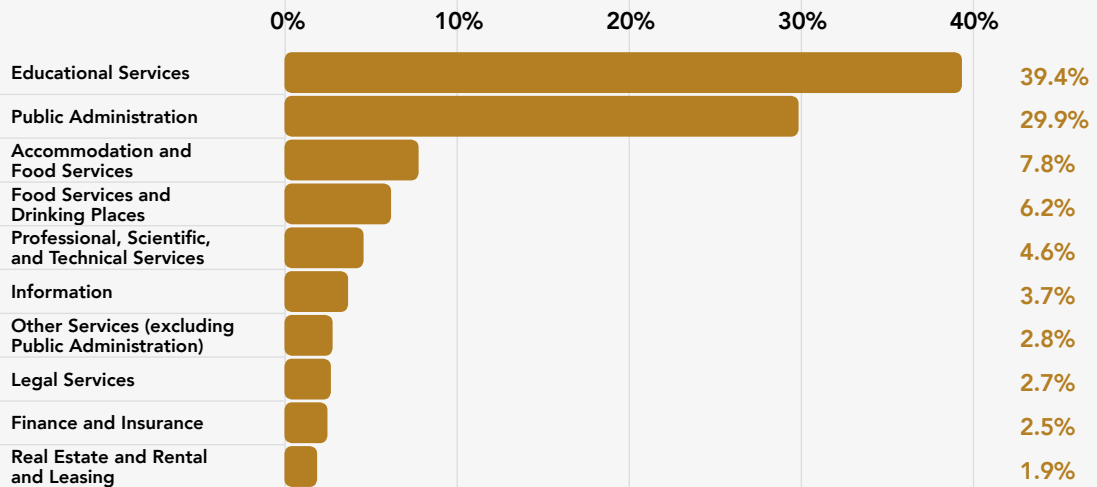


Employed:
96.2%

Unemployed:
3.8%

Sources: CBRE, 2017
(civilian population 16+ in labor force)

Employment by Industry in Downtown Madison (Top 10)



Source: CBRE, 2017

Private-Sector Employers in Greater Downtown Madison (Top 15 by Number of Employees)



- 1 Unitypoint Health – Meriter
202 S Park St.
- 2 J.H. Findorff & Son Inc.
300 S. Bedford St.
- 3 MGE Energy Inc.
133 S Blair St.
- 4 Group Health Cooperative
675 W. Washington Ave.
- 5 Nordic Consulting
740 Regent St. Ste 400
- 6 Shopbop.com
1245 E. Washington Ave.
- 7 Research Products (Aprilaire)
1015 E. Washington Ave.
- 8 Capitol Lakes Retirement
Community, 334 W. Doty St.
- 9 National Guardian Life Insurance
Company, 2 E. Gilman St.
- 10 Madison Concourse Hotel &
Governors Club, 1 W. Dayton St.
- 11 Symphony Corp.
22 E. Mifflin St. Ste 400
- 12 UW Health Pharmacy Services
1 S. Park St. Ste 555
- 13 Meriter Laboratories
36 S Brooks St.
- 14 Zendesk
25 W. Main St.
- 15 The Edgewater Hotel
1001 Wisconsin Pl.

› Close to **8,400** people are employed by the top 15 private-sector companies in downtown Madison compared with over **27,500** by the University of Wisconsin-Madison, State of Wisconsin, Dane County and City of Madison combined

Source: Madison Regional Economic Partnership, May 2018. Employers listed in alphabetical order. Size measured by the combined number of full-time and part-time employees. Not all employees work onsite. Downtown defined as the greater downtown area.

EDUCATION

Higher Education in Downtown Madison

University of Wisconsin-Madison



43,820 Students
(Fall 2017)



Campus
936 acres (main campus)



Budget (2017-2018)
\$3,040,700,000



Research
Expenditure ranking
(national), 2017: 6th



Schools & Colleges
13



Faculty & Staff
22,038



Living Alumni
441,522

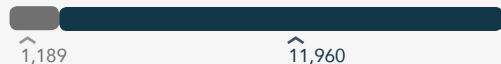
Source: University of Wisconsin-Madison, wisc.edu, 2018

Primary Education in Downtown Madison

Madison Metropolitan School District (MMSD) K-5 Enrollment

● Downtown Madison ● District Wide

2010-2011



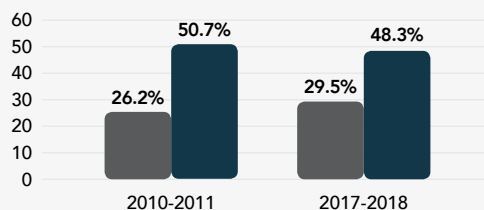
2017-2018



Source: Madison Metropolitan School District, www.madison.k12.wi.us.*

MMSD K-5 Students with Low Income Status

● Downtown Madison ● District Wide



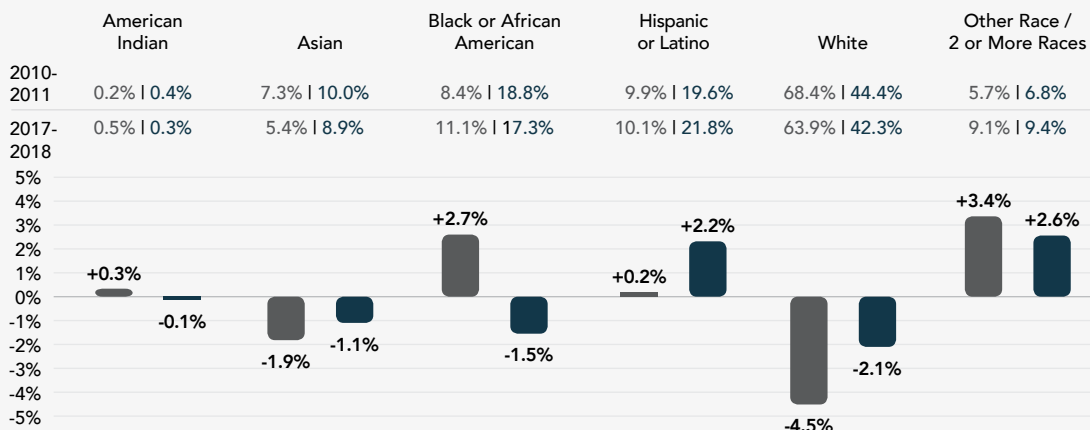
Source: Madison Metropolitan School District, www.madison.k12.wi.us.*

36.1% of K-5 students at MMSD schools in the greater downtown Madison area are of a race other than white compared to 57.7% of students citywide

Source: Madison Metropolitan School District, www.madison.k12.wi.us.*

MMSD K-5 Enrollment by Race and Ethnicity

● Downtown Madison ● District Wide



Source: Madison Metropolitan School District, www.madison.k12.wi.us.*Downtown Madison schools include: Lapham (K-2), Marquette (3-5), Franklin (K-2) and Randall (3-5) elementary schools. Figures exclude 4K and PK programs.

RETAIL & RESTAURANTS

Madison's Central Business Improvement District (BID)

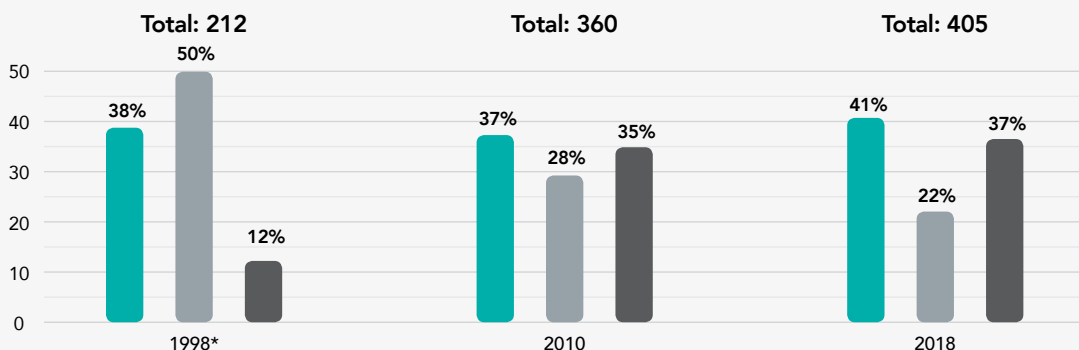
Madison's Central BID is at the heart of the downtown retail/restaurant area and encompasses the greater State Street, Capitol Square and King Street areas (see map on page 3).

- › Customers helped by the BID's Downtown Information Ambassador Program in 2017: **42,102**
- › Customers helped at the BID's Visitor Center on State Street since opening in 2010: **165,856**

Source: Madison's Central BID

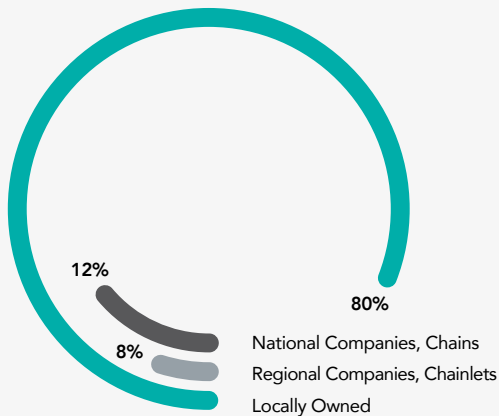
BID Business Type Mix

● Food & Drink ● Retail ● Service



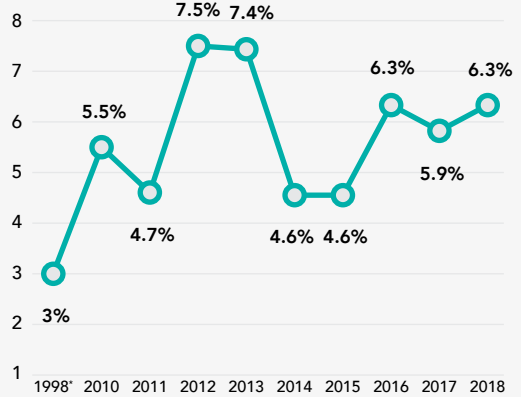
Sources: Madison's Central BID and Gibbs Report 1998 (BID boundaries expanded in 2018 impacting the number of businesses and spaces available. Available spaces do not include properties slated for development.) *greater State Street area only

BID Business Ownership Mix



Source: Madison's Central BID (Ownership mix figures do not include non-profits. Locally owned includes Wisconsin ownership, locally owned franchises.)

BID Business Space Vacancy Rates



Sources: Madison's Central BID and Gibbs Report 1998 (BID boundaries expanded in 2018 impacting the number of businesses and spaces available. Available spaces do not include properties slated for development.) *greater State Street area only

Street Vending



Licensed Food Carts Operating in downtown Madison: **65***



Sidewalk Café Licenses across the City of Madison: **95**



Art and Craft Vending Licenses in the BID: **46**

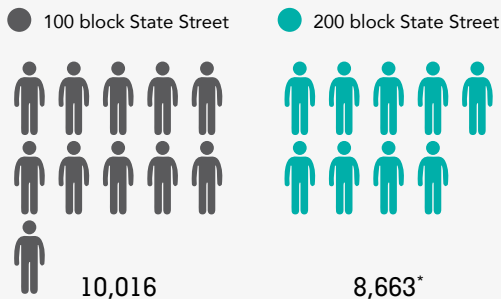


Merchant Vending Licenses in the greater downtown: **8**

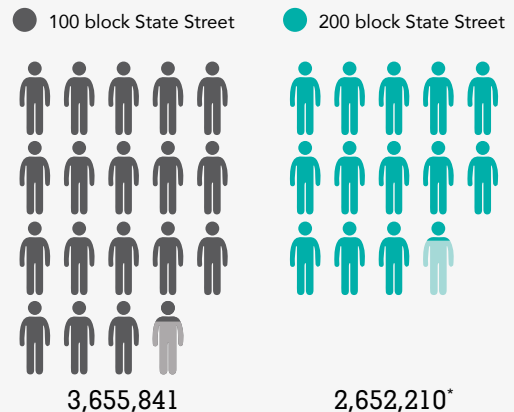
› Of the **95** sidewalk café licenses across the City of Madison, about **85%** are located in the central downtown and **95%** in the greater downtown

Source: Madison's Central BID. Source: City of Madison Office of Business Resources. *Count includes Mall/Concourse food cart vending licenses in the BID, Southeast Campus vending licenses in the greater downtown and late-night vending in the central downtown.

Daily Average Pedestrian Counts



Total Pedestrian Counts



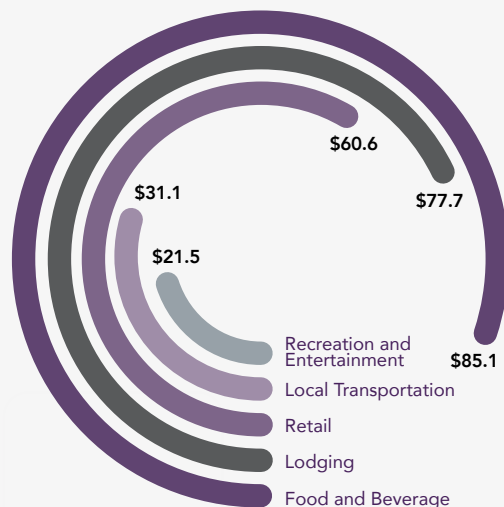
Source: City of Madison Eco-Counter data in 2017. 100 Block State Street includes the combination of SS-22 State St. North Side and SS-23 State St. South Side counters. 200 Block State Street includes the combination of 200 State St. – Art Center and 200 State St. – Goodman's counters. *200 Block State Street counters installed in February 2017, so numbers do not reflect the full calendar year.

TOURISM & ATTRACTIONS

- › State and local tax revenue generated from tourism in downtown Madison: **\$33.7** million, an increase of **172%** since 2011
- › Tourism generated **\$276.1** million in direct visitor spending in downtown Madison, an increase of **39%** since 2011
- › Jobs directly engaged in the tourism industry: **4,285**, an increase of **66%** since 2011
- › Conferences and conventions at Monona Terrace Community & Convention Center in 2017:
 - Number: **60**
 - Average Attendance: **710**
 - Economic Impact: **\$33.4** million
 - Room Nights Generated: **36,286**

Sources: Greater Madison Convention & Visitors Bureau, *The Economic Impact of Tourism in Madison, WI, May 2012-2018 Tourism Economics* (downtown defined as 53703 zip code), *Monona Terrace Community & Convention Center Annual Report 2017*

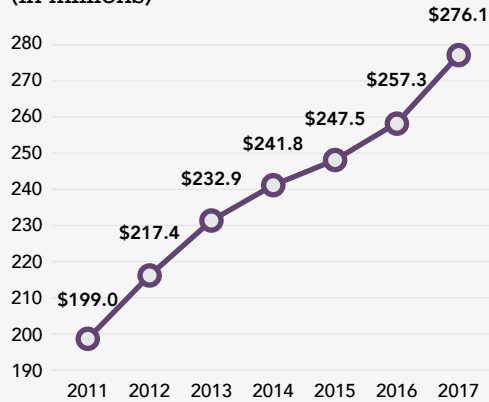
Direct Visitor Spending Breakdown for Downtown Madison in 2017 (in millions)



Total: \$276.1

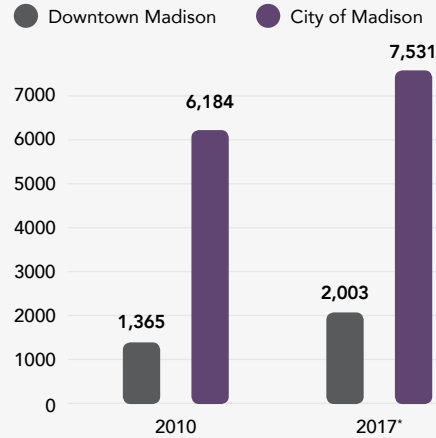
Source: Greater Madison Convention & Visitors Bureau, *The Economic Impact of Tourism in Madison, WI, May 2018 Tourism Economics* (downtown defined as 53703 zip code)

Direct Visitor Sales Generated by Tourism in Downtown Madison (in millions)



Source: Greater Madison Convention & Visitors Bureau, The Economic Impact of Tourism in Madison, WI, May 2012-2018 Tourism Economics (downtown defined as 53703 zip code)

Number of Hotel Rooms



Source: Greater Madison Convention & Visitors Bureau (downtown defined as 53703 zip code) *Number of rooms at the end of 2017

Visits to Destinations in Greater Downtown Madison for 2017*



- 1 Alliant Energy Center: 1,046,441
- 2 Breese Stevens Field: 83,076
- 3 Henry Vilas Zoo: 825,000
- 4 Madison Central Library: 428,579
- 5 Madison Children's Museum: 218,000
- 6 Madison Museum of Contemporary Art: 196,457
- 7 Memorial Union: 3,313,522
- 8 Monona Terrace Community & Convention Center: 431,488
- 9 Overture Center for the Arts: 660,716
- 10 Union South: 2,039,402
- 11 UW-Madison Athletic Facilities: 1,832,136
- 12 Wisconsin Historical Museum: 77,559
- 13 Wisconsin Institutes for Discovery: 672,147
- 14 Wisconsin State Capitol Tours: 100,751
- 15 Wisconsin Veterans Museum: 244,714

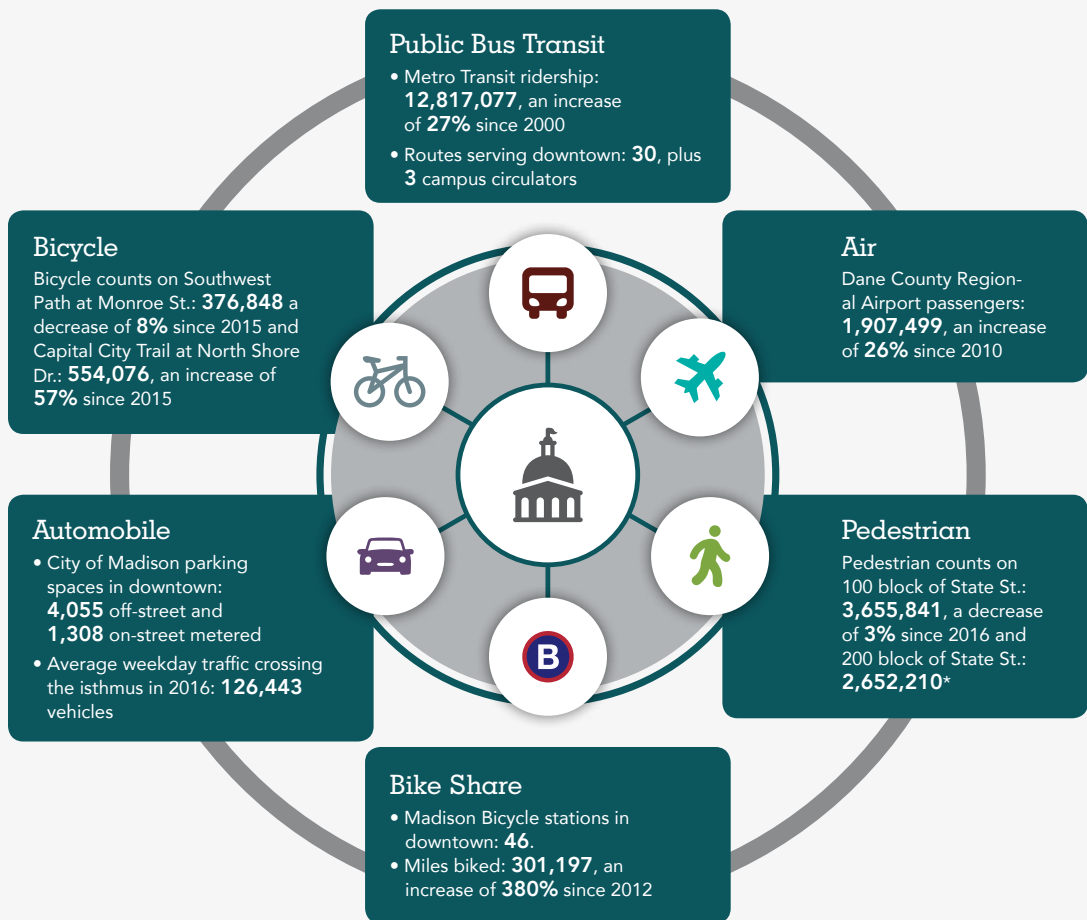
Total: 12,169,988

Sources: Alliant Energy Center, Big Top Baseball Breese Stevens Field, Henry Vilas Zoo, Madison Children's Museum (fiscal year ending June 30, 2018), Madison Museum of Contemporary Art, Madison Public Library, Monona Terrace Community & Convention Center Annual Report (guests served at all catered functions), Overture Center for the Arts Annual Report (patron experiences 2016-2017 season), UW Athletic Department (all facilities, July 1, 2017-June 30, 2018), Wisconsin Historical Museum, Wisconsin Institutes for Discovery (door counts), Wisconsin State Capitol Tours and Information, Wisconsin Union (fiscal year ending June 30, 2018), Wisconsin Veterans Museum. *Additional destinations may be located in downtown Madison that are not included in these numbers.



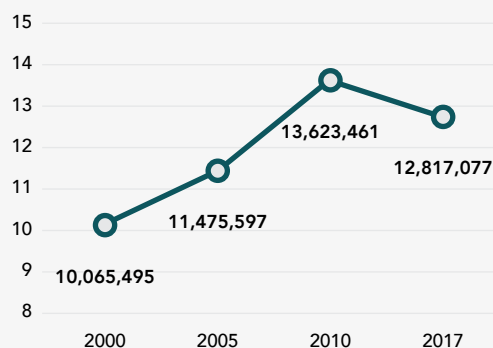
MOBILITY

Mobility in Downtown Madison in 2017



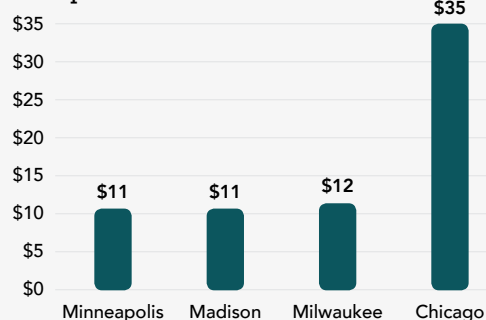
Sources: Metro Transit, Madison Bicycle, Dane County Regional Airport, City of Madison Traffic Engineering, Visio eco counter data 2017 (Combination of north and south side counters. 200 Block counters installed in February 2017, so numbers don't reflect the full calendar year), City of Madison Traffic Volume Report 2016 (downtown counts taken at the Midtown screen line, Wisconsin Ave. & MLK Jr. Blvd.), City of Madison Parking Utility (off-street parking spaces count includes State Street Capitol, Government East, Overture Center, State Street Campus, and Capitol Square North Garages; Brayton, Buckeye, Blair, and Wilson Lots)

Metro Transit Bus System Ridership



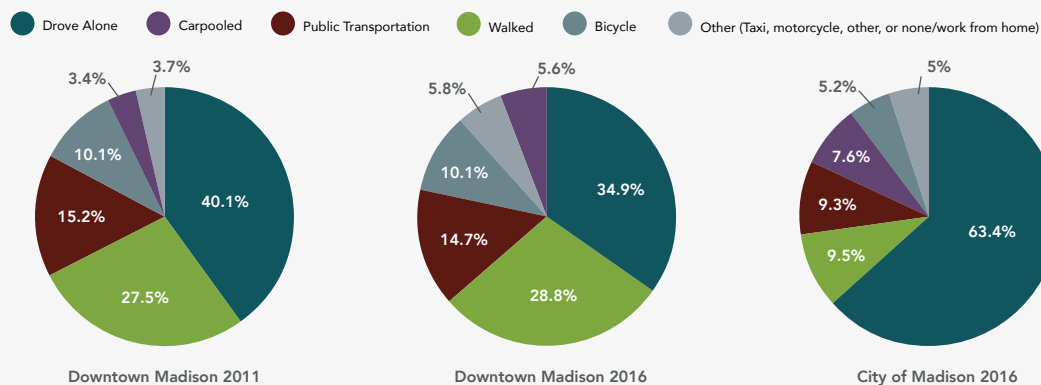
Source: Metro Transit

Median Daily Parking Rates Comparison in 2018



Sources: City of Milwaukee, parkmilwaukee.com, City of Minneapolis, City of Madison, parkme.com. Rates are from covered parking facilities owned by each city. There are 3 in Milwaukee, 16 in Minneapolis, and 5 in Madison. Chicago's garages are all leased to commercial enterprises. Early-bird special rates were not considered. Rates were calculated for an 8am-5pm parking day and rounded to the nearest dollar.

Means of Transportation to Work in Downtown Madison



Source: U.S. Census Bureau, 2007-2011, 2012-2016 American Community Survey 5-Year estimates; figures are subject to a margin of error. Downtown Madison defined as 53703 zip code.

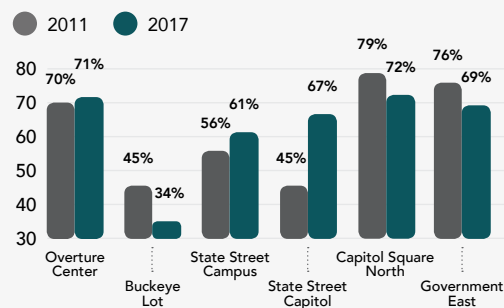
Walk, Transit & Bike Score Comparison

Location	Walk	Transit	Bike
Downtown Portland, OR	95	93	90
Downtown West Minneapolis, MN	92	95	86
Downtown Madison, WI	92	62	89
Downtown Austin, TX	90	68	89
Downtown Boulder, CO	82	61	93

Source: Walk Score®, www.walkscore.com, June 2018*

*Walk Score measures the walkability of any address based on the distance to nearby places and pedestrian friendliness. Transit Score measures how well a location is served by public transit based on the distance and type of nearby transit lines. Bike Score measures whether an area is good for biking based on bike lanes and trails, hills, road connectivity, and destinations. 100=high, 0=low.

Occupancy Rates for Garages and Lots in Downtown Madison (percentage)



Source: City of Madison Parking Utility (occupancy rates measured from 10am-2pm)

SUSTAINABILITY

› LEED Certified and Registered Projects:

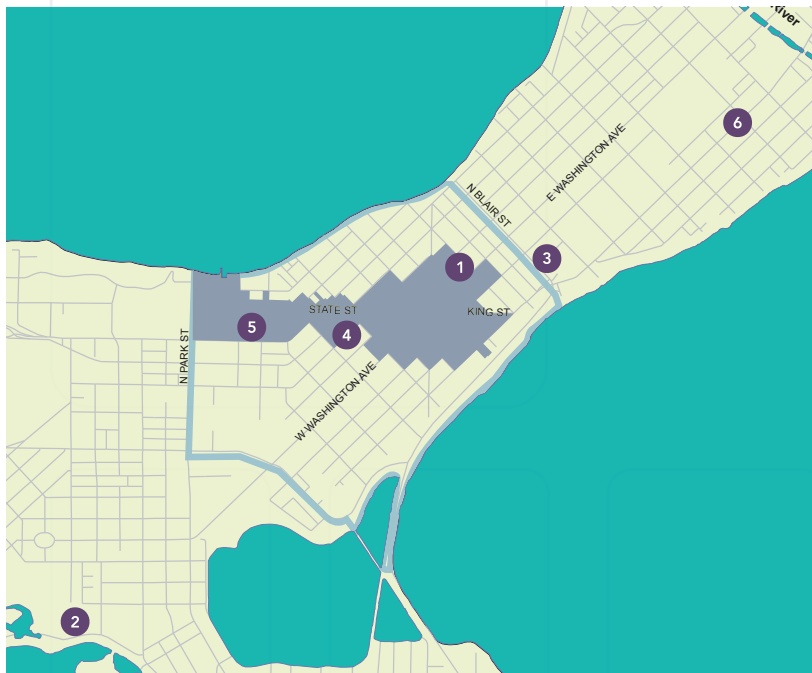
- Downtown Madison: **24**, an increase of 20% since 2014
- City of Madison: **119**, an increase of 19% since 2014

Source: U.S. Green Building Council, www.usgbc.org, Public LEED Project Directory, June 2018 (downtown Madison defined as 53703 zip code)

20% of all the LEED Certified and Registered Projects in the City of Madison are located downtown

Source: U.S. Green Building Council, www.usgbc.org, Public LEED Project Directory, June 2018 (downtown Madison defined as 53703 zip code)

Electrical Vehicle Charging Stations in Greater Downtown Madison 2018



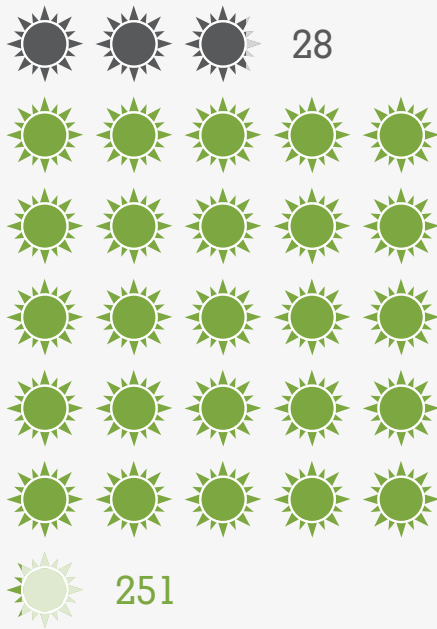
- 1 Capitol Square North Parking Ramp (2)
- 2 Henry Vilas Zoo (2)
- 3 MGE Visitor Parking Lot (2)
- 4 Overture Center Garage (2)
- 5 State Street Campus Garage (2)
- 6 Willy Street Co-op East (1)

› There are **11** total electric vehicle charging stations located in downtown Madison

Source: Madison Gas & Electric, www.mge.com, August 2018

Solar Installations

● Downtown Madison ● City of Madison



Source: Project Sunroof data explorer, May 2018, www.google.com/get/sunroof/data-explorer. (Downtown Madison defined as 53703 zip code)

Community-Supported Agriculture Farm Pick-up Locations

● Downtown Madison



Source: Fair Share CSA Coalition, www.csacoalition.org, Farm Pick-up Location Map, June 2018

Community Gardens

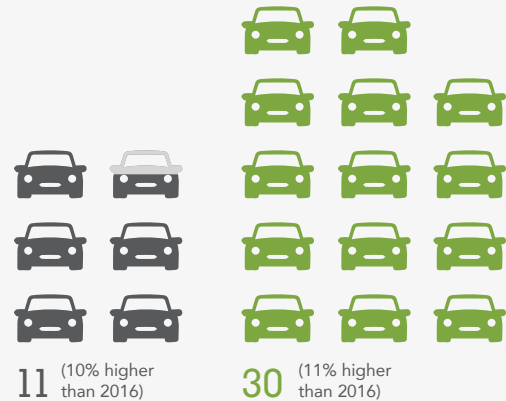
● Downtown Madison ● City of Madison



Source: Gardens Network, danegardens.net, June 2018

Electric Vehicle Charging Stations

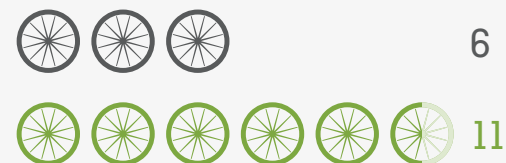
● Downtown Madison ● Greater Madison Area



Source: Madison Gas & Electric, www.mge.com, August 2018

Bike-Friendly Businesses

● Downtown Madison ● Greater Madison Area



Source: The League of American Bicyclists, bikeleague.org, July 2018



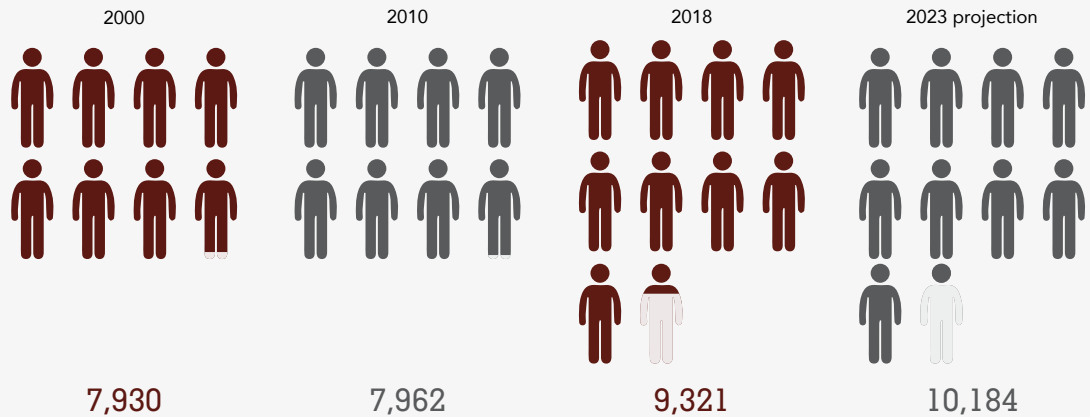
CAPITAL EAST DISTRICT

The Capitol East District is directly east of the central downtown and is bounded by Lake Mendota, Lake Monona, Blair Street and the Yahara River (see map on page 3)

- › New development approved, under construction, or completed in the Capitol East District in 2017:
 - **13** projects
 - **233** residential units
 - **151,334** sq. ft. of commercial space
 - **215,164** sq. ft. of office space
 - **144** hotel rooms
- › Residential units constructed or approved for construction in the Capitol East District since 2010: **1,480**
- › Tax base in the Capitol East District in 2018: **\$1.116 billion**, an increase of **50.3%** since 2013*
- › Real estate and personal property taxes generated in the Capitol East District in 2018: **\$22.6 million**, up **\$5.2 million** since 2013*

Sources: City of Madison Planning Division, City of Madison Assessor's Office (*compiled by DMI)

Population in Capitol East District

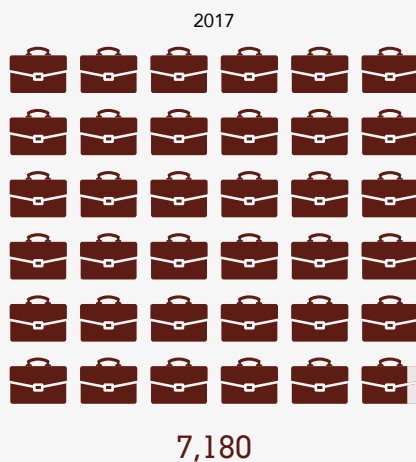


Source: U.S. Census Bureau, 2000, 2010 Census; ESRI estimates, 2018 and 2023 projection.

From 2000 to 2018, the population of the Capitol East District has increased by **15%**

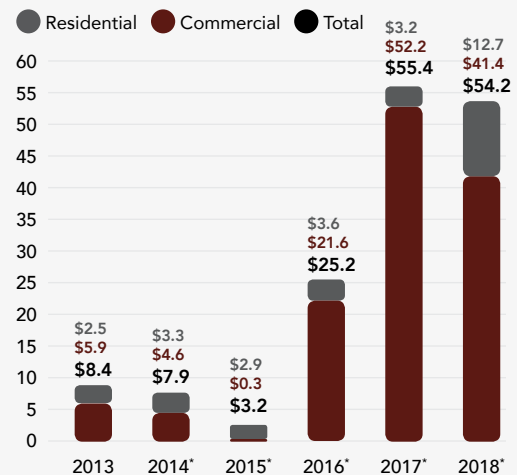
Source: U.S. Census Bureau: 2000 Census and ESRI estimates: 2018*.

Workers in Capitol East District



Source: CBRE, 2017

New Construction in Capitol East District (in millions)



Source: City of Madison Assessor's Office (*compiled by DMI). Residential defined as Single-Family, Condominium, 2-unit and 3-7 unit properties only. All other properties including large apartment buildings defined as commercial.

*ESRI data are estimates only that may not include local changes or factors such as the increase of population due to recent development projects. These estimates and Census figures are also not direct comparisons due to differences in the sources and data collection methodologies. Comparisons are for estimates only.

THANK YOU TO THE 2018 STATE OF THE DOWNTOWN SPONSORS

Presenting Sponsor



Major Sponsors



Supporting Sponsors



HOVDE PROPERTIES



Associate Sponsors

360 Commercial Real Estate
CāS₄ Architecture, LLC
Ho-Chunk Gaming Madison
Monona Terrace Community
& Convention Center

Event Special Contributors

Madison National
Life Insurance Company
Overture Center
for the Arts

Designed By



Produced in September 2018 by:



Downtown Madison, Inc. is committed to planning for, sustaining and growing downtown Madison as a thriving regional economic engine that offers a best-in-class quality of life for businesses, residents and visitors.