



DATE: June 19, 2017

TO: Heather Stouder, Tim Parks, City of Madison Planning Division
City of Madison Plan Commission Members

FROM: Gary Brown, PLA, FASLA
Director, Campus Planning & Landscape Architecture

RE: UW-Madison Campus Master Plan C-I Zoning District

Thank you for your comments on the final draft UW-Madison Campus Master Plan documents as we all head toward final approval of our Campus-Institutional District master plan. Please see below a few points of clarification and a response to specific comments (received at 5:39 PM on June 16, 2017 and as revised and posted to the City of Madison website).

1. Overall, we generally agree with your analysis and recommendations and are pleased to hear that Planning Division staff support the final draft Campus Master Plan document. After 30 months of development, nearly 260 public meetings, and countless hours of staff and consultant time, we have the inaugural final draft Campus Master Plan nearing completion for City of Madison approval. We appreciate the generous city staff time devoted to the process during not only the development stage of the master plan, but also during this final review stage as we approach Common Council review in July 2017.
2. **Page 2 & 3 of the Staff Report, paragraph 4 – clarification on the “boundary” of the campus and total acreage of UW Board of Regents owned land.** The red line boundary shown on page 47 (Fig. 1-24 and throughout the document in various graphic maps & diagrams) of the C-I district campus master plan is actually what we refer to as our “Campus Development Plan Boundary”. It is the boundary of our campus master plan and not our land ownership boundary. You are correct that the Regents do not own all of the land within that boundary.

The reference to “936 acres” is actually the land within the Campus Development Plan Boundary” that is indeed owned by the Board of Regents. It does **not** include lands south of University Avenue that the Regents currently do not own and it does **not** include the land owned by the federal government on which the VA Hospital is located or the USFS Forest Products Lab nor the USDA Cereal Crops Lab, both located on Gordon Pinchot Drive. You are also correct that the 936 acres owned by the Board of Regents does include the 300-acre Lakeshore Nature Preserve. We will correct the statement on page 68 that references this inaccuracy. The Regents own 936 acres within the existing Campus Development Plan Boundary.

As UW-Madison, under the authority of the Board of Regents of the University of Wisconsin System, continues to purchase land within our Campus Development Plan Boundary (approved by the Board of Regents), we fully acknowledge the need to rezone those properties to C-I as those properties are developed. It is our intent at that time to include those properties within our approved C-I Campus Master Plan as an amendment through both the City of Madison Plan Commission and the Common Council. It is also our intent to continue to purchase land within our Regent approved Campus Development Plan Boundary to meet the future needs of the university.

The map created by the City of Madison Planning Division (dated May 2017) is inaccurate in that it shows land owned by the federal government as within the “C-I zoned land owned by the University”. The University does not currently own those lands. The map should be amended to either show the CI district campus master plan boundary (red line) going around those properties or acknowledge that these lands are owned by the federal government and are over and above the land so noted to be within the 936 acres of university owned property.

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3. We fully support the requests, as stated in the Planning Staff Report, to rezone the four parcels currently zoned PD to C-I (2501 University Bay Drive, 1308 W. Dayton Street, 117 N. Charter Street and 111 N. Mills Street. We appreciate staff's willingness to move these developments to the C-I zoning district.
4. We also support the staff proposal to amend Section 28.097(7) of the MGO zoning code for additional review of structured or surface parking facilities in the approved Campus-Institutional zoning district.
5. Page 10, paragraph 2 – the University agrees to modify our documents to include the broad recommendations related to the Regent Street South Campus neighborhood plan.
6. Page 11, paragraph 2 under Demolitions & Removals – the University agrees to submit a future amendment to the MGO zoning code for an exemption to the requirement to obtain a demolition permit from the Plan Commission for buildings identified for removal in the adopted 10-year, C-I zoning master plan as identified on Page 190 of the submitted campus master plan. The University understands that any subsequent buildings not identified would need further review and approval as part of a zoning approval process for that particular building and proposed redevelopment of that site.
7. Page 12 – The University agrees to work with City of Madison Planning Division staff in the development of final procedures and rules for the governance of the UW-Madison Design Review Board. The University also agrees that the composition of the Design Review Board will be as presented and approved at the Urban Design Commission on May 24, 2017 and to the Joint West and Joint Southeast Campus Area Committees on June 7, 2017. Such rules and procedures will confirm the approval process (via voting or via consensus) and if by voting, the chair (University Architect) will only vote in the event of a tied vote among the voting members of the body.
8. Page 12 – related to landscape screening along the north side of Campus Drive, north of the railroad tracks: the University will consider renovation and redevelopment of this landscape at such time that the regional bicycle/pedestrian path is developed along this corridor. That likely will be outside the 10-year timeline of this specific C-I master plan approval. Currently this space is fully utilized by the College of Agricultural & Life Sciences for their animal husbandry programs for both their equine program and their dairy science program. We actually feel it is important for the community to see “cows on campus”. We do support the Planning Division staff's desire to remove the visible “back of house” nature of the storage facilities along Campus Drive.
9. Page 13, paragraph #2 related to future use and acquisition. The University fully understands that the City of Madison is not approving future land use as part of the C-I Campus Master Plan for land the Regents currently do not own. However, it is prudent and required of the university by the Regents and the State Building Commission to show future, long-term land use within our Regent approved Campus Development Plan Boundary. The University will add a statement to our document that clearly notes that the City is not approving future land uses or potential acquisition of land not currently owned by the Board of Regents, leaving all existing graphics as currently documented.

Recommended Revisions Section

10. Item #3, with reference to showing the proposed raised pedestrian crossing: This graphic map focuses on future site/building acquisitions and a proposed timeline for such. It does not show in detail any of the proposed building or site development as part of the Campus Master plan.
11. Item #4, and 6-9, with reference to removing proposed projects (S-26, S-27, S-21, S-08 (A, B, C), S-13, S-13A, S-16A, S-16C) from the master plan graphics and text: The University prefers maintaining the graphics as they exist throughout the document to show future land use as recommended in our planning documents. The University will include a statement noting that all proposed future development on lands not owned by the University are for future planning purposes only and not part of the City of Madison approved C-I Campus Master Plan.

12. Item #11, related to parking facilities shown in black and missing utilization data: The University will clarify this information with our transportation consultant and report back on this discrepancy.
13. Item #12, related to the certainty of building sizes and an opportunity to “hedge” these numbers shown in Table 4-1: Proposed Building Summary: The University agrees that this is just a planning document and there are likely going to be potential changes to the maximum or minimum final size of future development projects. As part of our on-going design review process and need to confirm the sizes of future buildings as they are developed, we will do so with City Planning Division staff. If the subsequent size of the proposed building significantly differs from the total maximum Gross Square Foot numbers in Table 4-1, we will work with City staff and neighboring stakeholders to review the proposal.
14. Item #14, related to obtaining privilege in streets agreements for gateway signs in City right-of-ways: The University is amenable to this request as long as it is clear that no annual or one-time payment enumeration for the agreements is required. State of Wisconsin agencies are exempt from making such payments to municipalities.
15. Item #15, related to the South Campus Quad: It is unclear what is being referenced here other than that, yes, the Campus Master Plan does show development in area of the campus for which the Board of Regents does not own the land. See UW response #11 above.
16. Items #28 & 29, related to a three-story *minimum* building height recommended in the adopted Regent Street South Campus (RSSC) neighborhood plan; and that bulk, set-backs, and step-backs, etc. relate to said neighborhood plan: The University agrees this is confusing between the two plan recommendations. The University will work with staff in the Planning Division to rectify these discrepancies without committing at this time to adopt the RSSC plan. Calculating floors and set-back, step-backs all relate to specific floor-to-floor heights that are not quantified in the RSSC plan as they are in the UW-Madison campus master plan.
17. Item #30, related to the development on University Avenue, west of the Wisconsin Energy Institute: The University fully commits to working with City Planning Division staff, the Joint West Campus Area Committee, the Campus Design Review Board, and the Regent Neighborhood Association if and when the future development of an addition to the Wisconsin Energy Institute moves forward with a rezoning process.

Conditions of Approval

18. Item #1, related to Green Streets: The University agrees that the proposed to develop green streets in and along City of Madison right-of-ways is an important issue and that further discussion and negotiation will need to occur before anything is implemented. The University believes good stormwater management practices is a community-wide issue and not just a university issue. The City needs to work directly with the University and take responsibility to help manage stormwater coming off their streets. The University is open to a continued cooperative dialogue but is not interested in agreeing to the need for easements or additional ROW dedication at this time to solve this community-wide issue.
19. Item #3, related to the need for additional public ROW along a reconfigured University Avenue: The University agrees further discussion is needed to determine if additional ROW is needed or not to accommodate a dual-lane, two-way bicycle path on University Avenue. The University does not agree to dedicate land at this time or in the future. This item will be negotiated during detailed design development.
20. Item #5, related to the need for Traffic Impact Analyses for reduced or eliminated university parking facilities: The University agrees TIAs are important for any new or significantly enlarged parking facilities on campus, either surface or structured. The University however often repaves, restripes or otherwise changes the number of existing parking facilities that have minimal impacts, if any, to City ROW's. The University agrees to discuss with Traffic Engineering when and if, TIAs will be required on campus for new parking facilities.

21. Item #9, related to annotating all diagrams or references to City Right-of-Ways: The University agrees to include the recommended statement at the beginning of our Long Range Transportation Plan document but not adjust every map, graphic, diagram or text with this reference.
22. Items #15, related to a bicycle parking inventory: The University manages bicycle parking across campus in a very fluid program that can change daily as need changes across the campus for quantities of bicycle parking for any given building or site. Any bicycle parking inventory would be a simple snapshot in time and therefore out-of-date quickly. The University manages its program in such a way that it far exceeds all city requirements for bicycle parking.
23. Items #18 & 19, related to Madison Metro connections north-south and east-west through the campus: The University will continue to work with Madison Metro leadership and the City on ways to continually improve transit service. The concept of creating a fully functioning intersection at the Babcock Drive, University Avenue, Campus Drive intersection is a City Traffic Engineering matter and the University would be willing to continue our prior discussions on making improvements to that intersection. This is a complex issue which the City needs to lead.

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