

UNIVERSITY OF WISCONSIN - MADISON
PROPOSED EAST CAMPUS MALL DESIGN
SUBMITTED TO

MADISON PEDESTRIAN, BICYCLE, AND MOTOR VEHICLE COMMISSION

OCTOBER 22, 2008

Background: As part of the proposed Chazen Museum of Art Addition Project, located at 750 University Avenue, the University of Wisconsin – Madison will convert the recently renamed North Murray Street (now East Campus Mall) between University Avenue and the State Street Mall to a pedestrian and bicycle mall. This mall is part of an overall project included in the 2005 Campus Master Plan that costs more than \$10 million that provides for a high quality pedestrian and bicycle friendly facility between Regent Street and the Lake Mendota shore at the Memorial Union. Its design in this location follows the general design already in place in other locations along this corridor, (i.e. between West Johnson Street and University Avenue, between West Dayton Street and Regent Street, etc.).

Specific Design Features: This description of the mall design starts at the southern (University Avenue) end of the drawing marked Site Plan or Chazen Illustrative Plan:

- **Crosswalks, Curb Cuts:** The crossing accommodations at University Avenue duplicate those found at most of the other East Campus Mall (ECM) intersections. Marked crosswalks and standard sized curb ramps with detectable warnings are located at the east and west sides of the Mall while a larger curb cut and ramp, also with detectable warnings, is located in the middle of the mall. Although pedestrians may cross University Avenue anywhere within the boundaries of the mall, the middle curb cut is designed with bicyclists in mind. These crossings all align directly with what was provided along the south side of University Avenue.
- **Terrace and Sidewalk along University Avenue:** The ECM design continues the general pattern of a 6-foot lawn terrace and east-west 12-foot public sidewalk along University Avenue that crosses the ECM. Behind the sidewalk stand two decorative columns with “W” crests that are positioned to be out of the way of pedestrians using the crosswalks over University Avenue. These again match what is being done south of University Avenue.
- **Drop-Off along University Avenue:** A drop-off is located north of the University Avenue sidewalk to allow automobiles and the occasional bus to off-load passengers for events at the Chazen Museum, Vilas Hall, and eventually a proposed Music Performance space just east of the Chazen addition. The drop-off lane is one-way west bound and the entrance and exit have been designed to accommodate standard 40-foot buses. Accessible parking stalls will be installed on the western end of the drop off area.
- **Pedestrian Crossing of Drop-Off Lane:** Pedestrians and bicyclists using the ECM crossing of the drop-off lane are prioritized. The crossing is elevated (six inches) above the grade for the drop-off lane so that it is at the same grade as the sidewalk. Ramps for this elevated crossing are located 40 feet west and east of the crossing to signal motorists that they are entering pedestrian-prioritized space.
- **East Campus Mall details:** The mall uses concrete pavers installed over a concrete base to provide a stable, even, plowable, and long-lasting surface. Most of the width of the mall is designed to accommodate pedestrian and bicycle travel while the periphery of the mall to the east and west accommodates landscaped trees and other plantings to not only accent the buildings but also make travel through the mall an attractive experience. A section of the mall, immediately adjacent to the Chazen Museum of Art addition, is paved with cut limestone pavers that visually connect to the interior limestone flooring inside the new art museum. This courtyard surface will also be stable, even and plowable to assure access for users throughout the year.
- **Bicycle Parking:** Sixty-eight new bicycle parking spaces using the University standard inverted “U-shaped” rack are located adjacent to the north side of the existing Elvehjem building. Thirty-two more spaces are located just to the north along the mall to bring the total count to 100 bicycle stalls. Other nearby bicycle stalls are already in place closer to State Street Mall and the Pres

House on the east side of the ECM. Additional bicycle parking for the area is provided along the east side of the Humanities building.

- **Mopeds and Motor Vehicles:** Mopeds will not be allowed on the ECM and moped parking will not be provided. Moped parking for users will be provided in other immediately adjacent and marked moped parking areas near the Humanities building. Motor vehicles will be prohibited on the East Campus Mall except for emergency and service vehicles as well as the few delivery vehicles that serve the University Club and the space leased by vendors from the Pres House. Efforts will be made to schedule deliveries to off-peak pedestrian traffic times, e.g. early morning. Clear height under the bridge connecting the two sides of the Chazen Museum of Art is approximately 23 feet, well clear for all large emergency and service vehicles.
- **Building Entries:** The mall is designed to keep landscape features that might block pedestrians or obscure entrances from easy pedestrian access. Entrances to the Chazen Museum of Art addition are located at the southwest corner of the building where landscape features do not obstruct them.
- **Public Accessway:** The full width of the ECM is open for public use except during special events being held in the courtyard space between the Elvehjem Building and the new Chazen Museum of Art addition. North-south public pedestrian access, with a minimum width of 6 feet, is maintained throughout this section of the mall along the east sides of the Elvehjem Building and the University Club to the north. This remains open during events in the courtyard for public access.
- **Lighting and other Amenities:** Lighting of the entire ECM will be provided with sharp cut-off fixtures that provide down lighting. Additional LED lighting is being provided as accent lighting around the base of large bench-like seating features that disguise steam vents from the utility tunnel below the mall. Additional accent lighting is planned under the bridge to highlight the entry to the museum. Campus standard trash receptacles and ash urns will be provided throughout. Appropriate signage will be provided as part of the overall project to identify the buildings as well as direct traffic (i.e. a stop sign will be included as vehicles cross over the ECM at the drop-off zone just north of University Avenue, etc.)
