



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

CAMPUS MASTER PLAN UPDATE

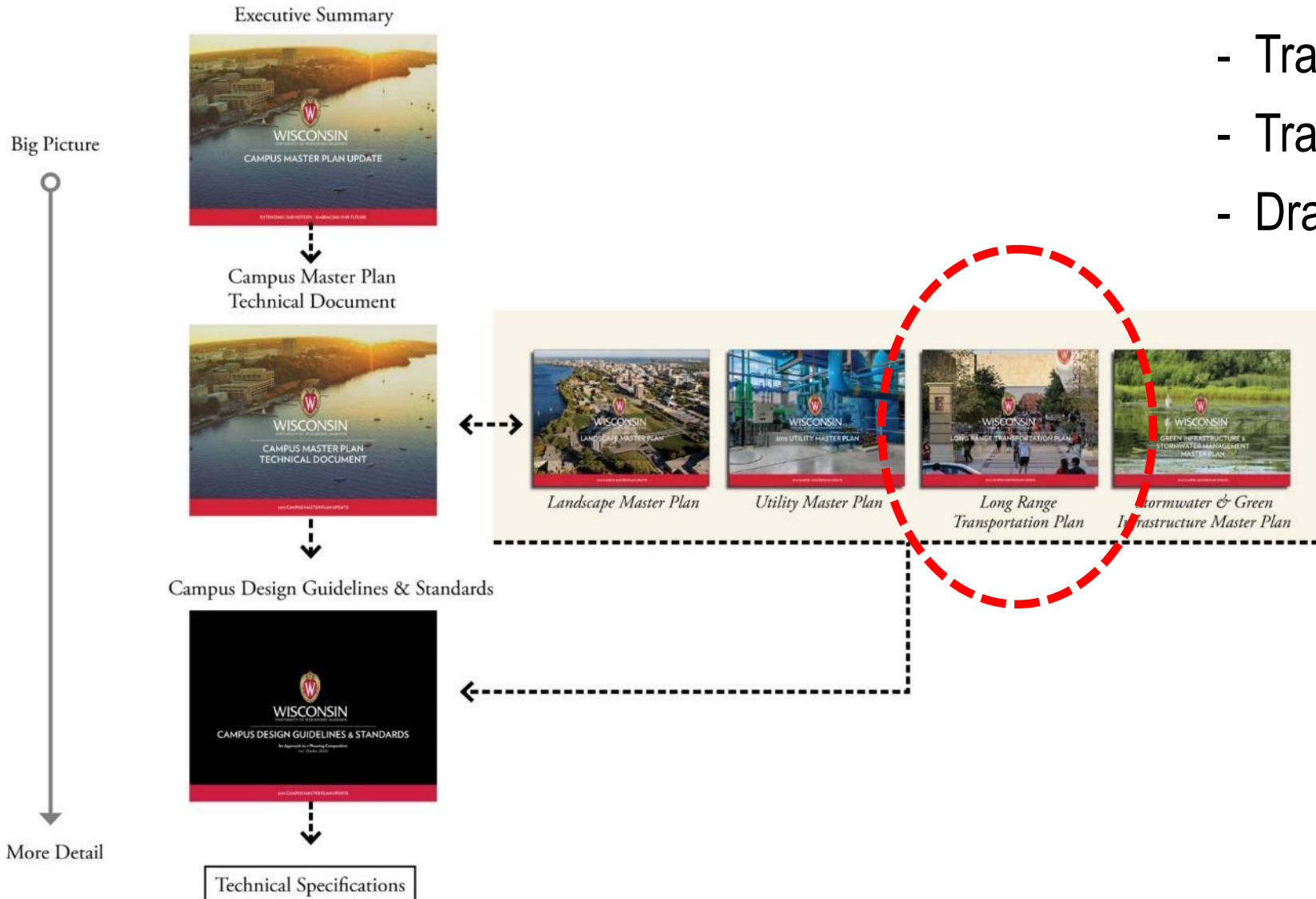
City of Madison Long Range Transportation Planning Commission & Transit and Parking Commission

December 14, 2016

EXTENDING OUR HISTORY - EMBRACING OUR FUTURE

AGENDA

- Schedule
- Process & Engagement
- Transportation Context
- Transportation Recommendations
- Draft Approval Schedule





SCHEDULE



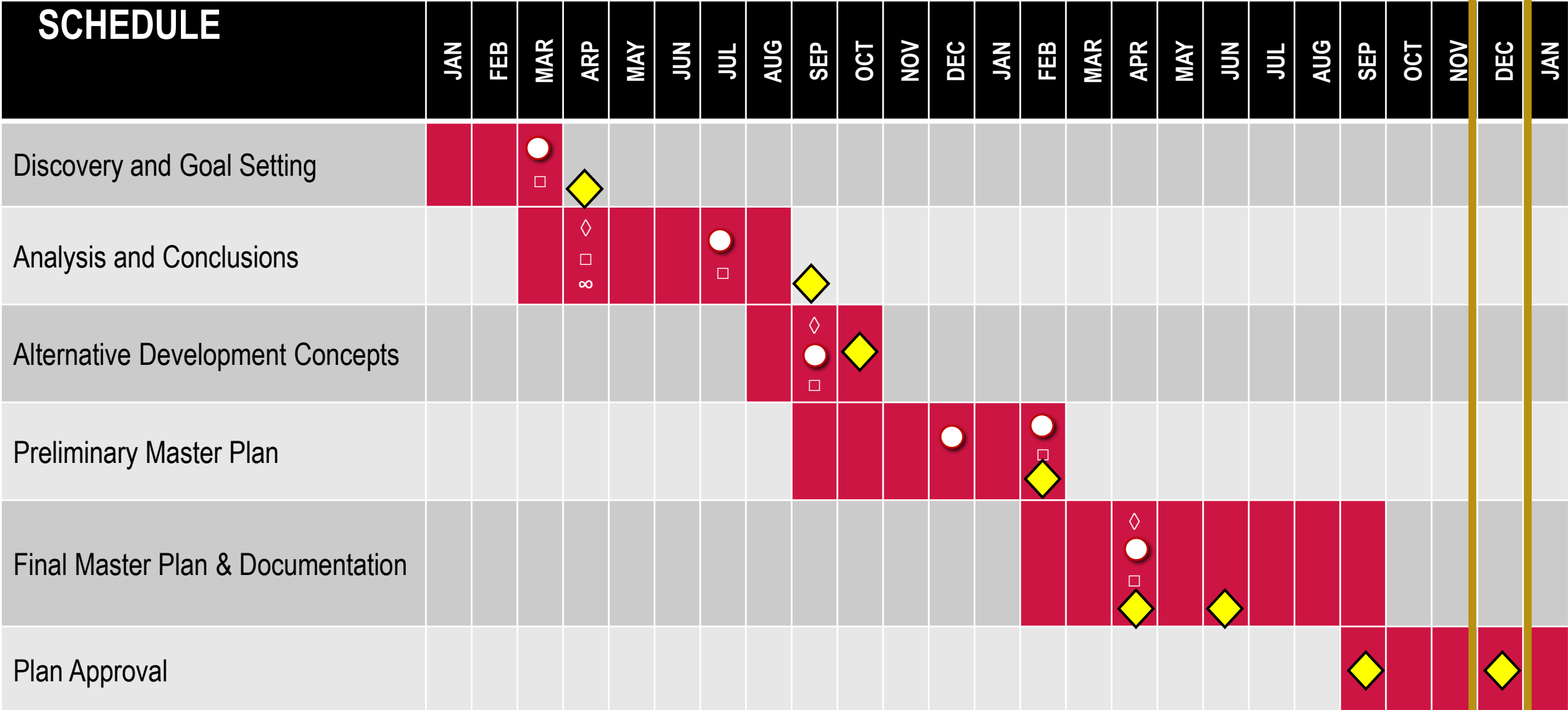


2015

2016

94%

2017



◇ Executive Leadership Team

○ Campus Planning Committee

□ Technical Coordinating Committee

◇ Campus Public Outreach



PROCESS & ENGAGEMENT



ENGAGEMENT & OUTREACH SUMMARY

- Executive Leadership Team
 - Natalie Erdman
- Campus Planning Committee Invited Guests
 - Katherine Cornwell
 - Heather Stouder, Matt Tucker, Tim Parks, John Strange, Chris Petykowski
- Technical Coordinating Committee
 - *Administrative Work Group*
 - *Utilities Master Plan Work Group*
 - *Landscape Master Plan Work Group*
 - *Green Infrastructure & Stormwater Management Master Plan Work Group*
 - ***Transportation Master Plan Work Group***
 - David Dryer
 - David Trowbridge
 - Ben Zellers
 - Yang Tao (originally Scott Langer)
 - Kate Christopherson
 - Drew Beck

ENGAGEMENT & OUTREACH SUMMARY

TRANSPORTATION FOCUSED MEETINGS

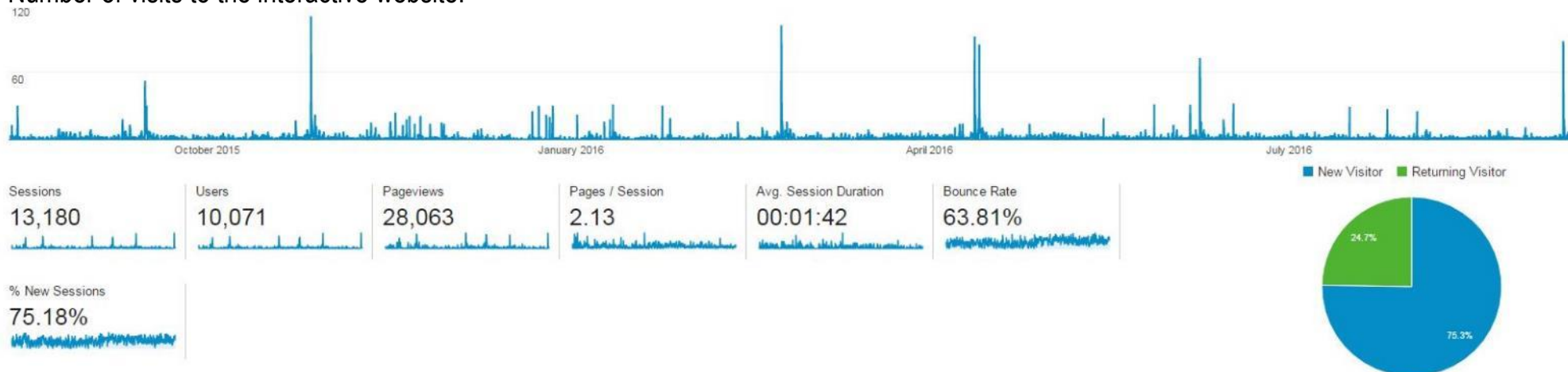
- Technical Coordinating Committee-Transportation April 28, 2015
- City of Madison Traffic Engineering Stakeholder Meeting: April 29, 2015
- Madison Area Transportation Planning Board Stakeholder Meeting: April 29, 2015
- Technical Coordinating Committee-Transportation July 30, 2015
- City of Madison Transportation Engineering Meeting: September 10, 2015
- Technical Coordinating Committee-Transportation September 16, 2015
- City of Madison PBMVC Presentation November 24, 2015
- Technical Coordinating Committee-Transportation December 9, 2015
- Technical Coordinating Committee-Transportation February 24, 2016
- City of Madison Traffic Engineering Stakeholder Meeting: March 16, 2016
- City of Madison Mayor Meeting #1 March 31, 2016
- Downtown Madison Inc. (DMI) Parking & Transportation Committee July 8, 2016
- City of Madison Mayor Meeting #2 August 31, 2016
- City of Madison LRTPC & TPC Presentation December 14, 2016

ENGAGEMENT & OUTREACH SUMMARY

- Number of meetings: **+250**
- Number of monthly newsletters: **18**
- Over **10,000** individual website users and over **28,000** page views
- Number of meetings to various groups:
 - Campus Organizations, Departments, and/or Divisions: **122**
 - Neighborhood Associations: **20**
 - City of Madison/Community Organizations: **23**
 - Open Houses: **12**
 - Project Teams (Consultants and FP&M): **75**
 - Number of visits to the interactive website:



QR code for the location of the Executive Summary document



2015 CAMPUS MASTER PLAN UPDATE

“Extending Our History & Embracing Our Future”



Focus Areas:

1. Develop our first ever comprehensive Landscape Master Plan.
2. Develop and expand our Stormwater Management/Green Infrastructure Plan.
3. Update the 2005 Campus Master Plan for building capacity on the main campus.
4. Update the 2005 Utilities Master Plan.
5. Update the 2005 Long Range Transportation Plan.

Goals:

1. Support the university’s mission in accordance with the Wisconsin Idea and our land grant heritage.
2. Sustainably manage our physical, financial and cultural resources for future generations.
3. Preserve and celebrate our natural lakeside setting and historic resources.
4. Make travel on campus easy for all users.
5. Revitalize, expand and connect our memorable outdoor spaces.
6. Be good neighbors in maintaining a high quality of life for everyone.



TRANSPORTATION CONTEXT



LEGEND

BICYCLE IMPROVEMENTS

1. Campus Dr. Path
2. Extension of Southwest Path ("Missing Link")
3. Bicycle Lanes on Walnut St. south of Observatory Drive
4. Bicycle Lanes, Traffic Calming on Highland Ave.
5. Bicycle Lanes on Observatory Dr.
6. Bicycle Lanes on University Bay Dr.
7. Bicycle Lanes on Randall Ave.
8. Bicycle Signal Added

PEDESTRIAN IMPROVEMENTS

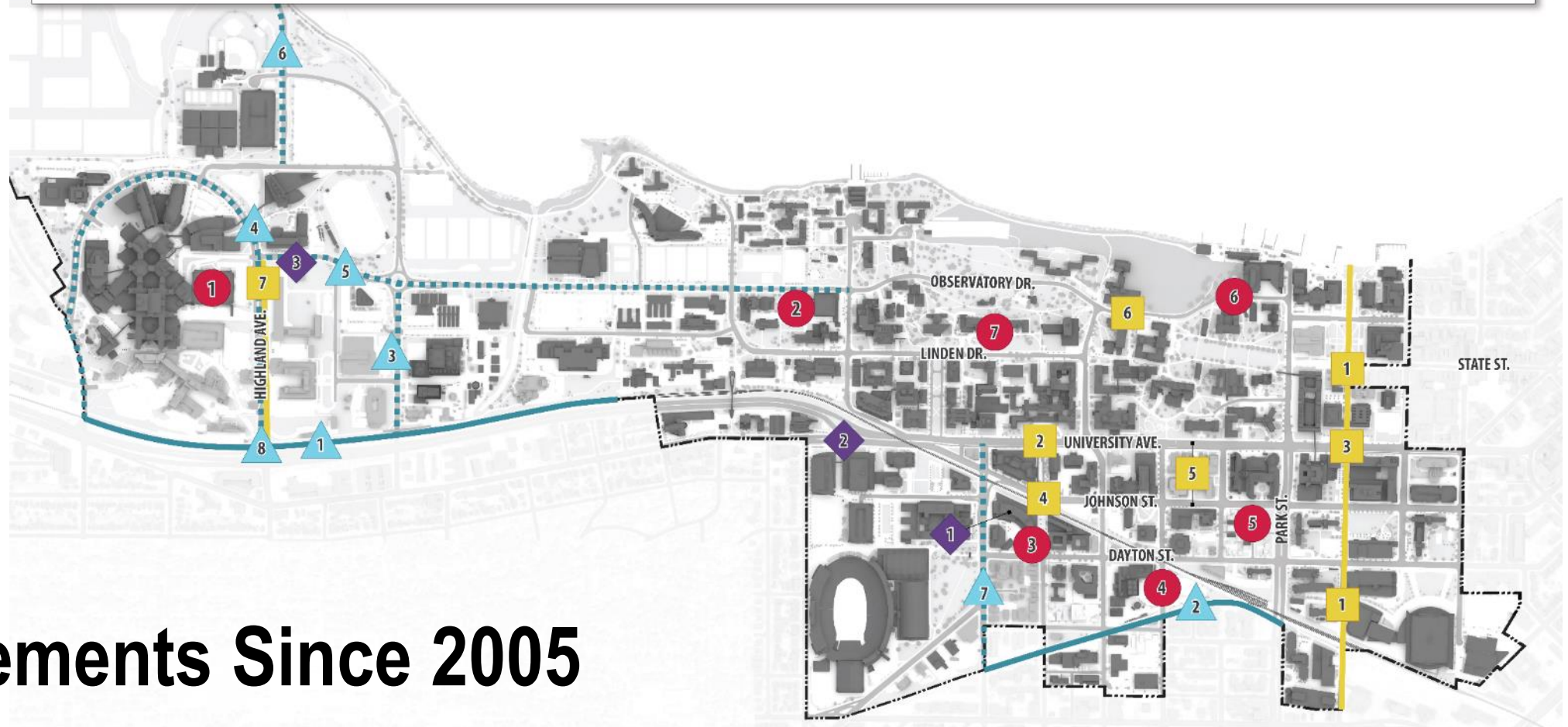
1. East Campus Mall
2. Signal and Crosswalk on University Ave. at MSC/WID
3. Signal and Crosswalk on University Ave. at East Campus Mall
4. Signal and Crosswalk on Johnson St. at Orchard St.
5. Traffic Calming and Streetscape Improvements on University Ave. and Johnson St.
6. Pedestrian Priority Streetscape on Observatory Dr.
7. Sidewalk on east side of Highland Ave. between Campus Dr. and Observatory Dr.

ROADWAY IMPROVEMENTS

1. Vacation of Johnson St. (Randall Ave. to Campus Dr.)
2. Reconfiguration of Intersection of University Ave. and Campus Dr.
3. Extension of Observatory Dr.

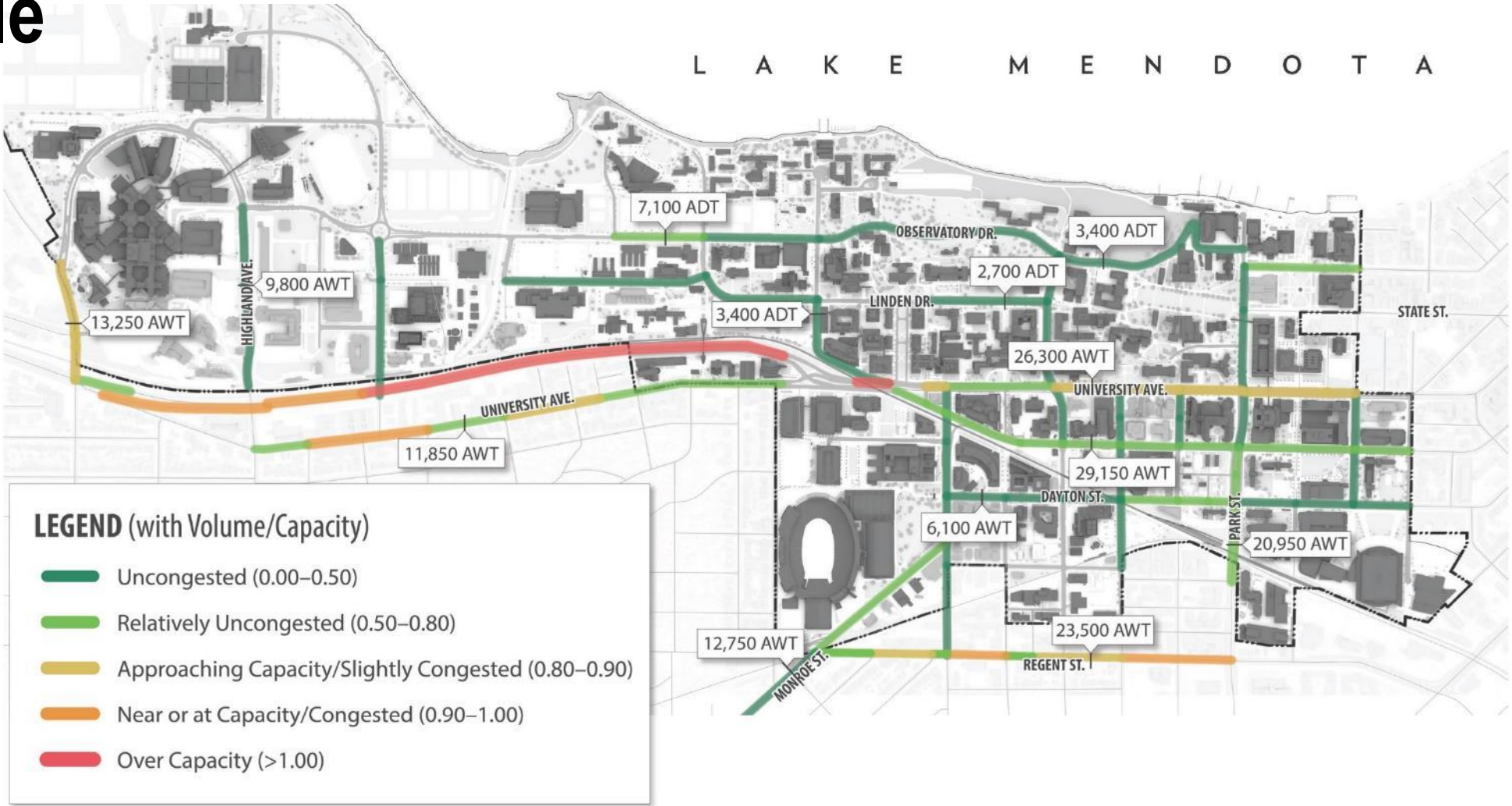
PARKING IMPROVEMENTS

1. CSC Visitor Ramp (Lot 75) Expansion
2. Steenbock Ramp (Lot 36) Expansion
3. Union South Ramp (Lot 80)
4. Two Surface Parking Lots Added (Lots 33 and 45)
5. Surface Parking Lot Added (Lot 61)
6. Parking Added Under School of Education Green Roof (Lot 10)
7. Parking Added Under the School of Human Ecology (Lot 27)



Improvements Since 2005

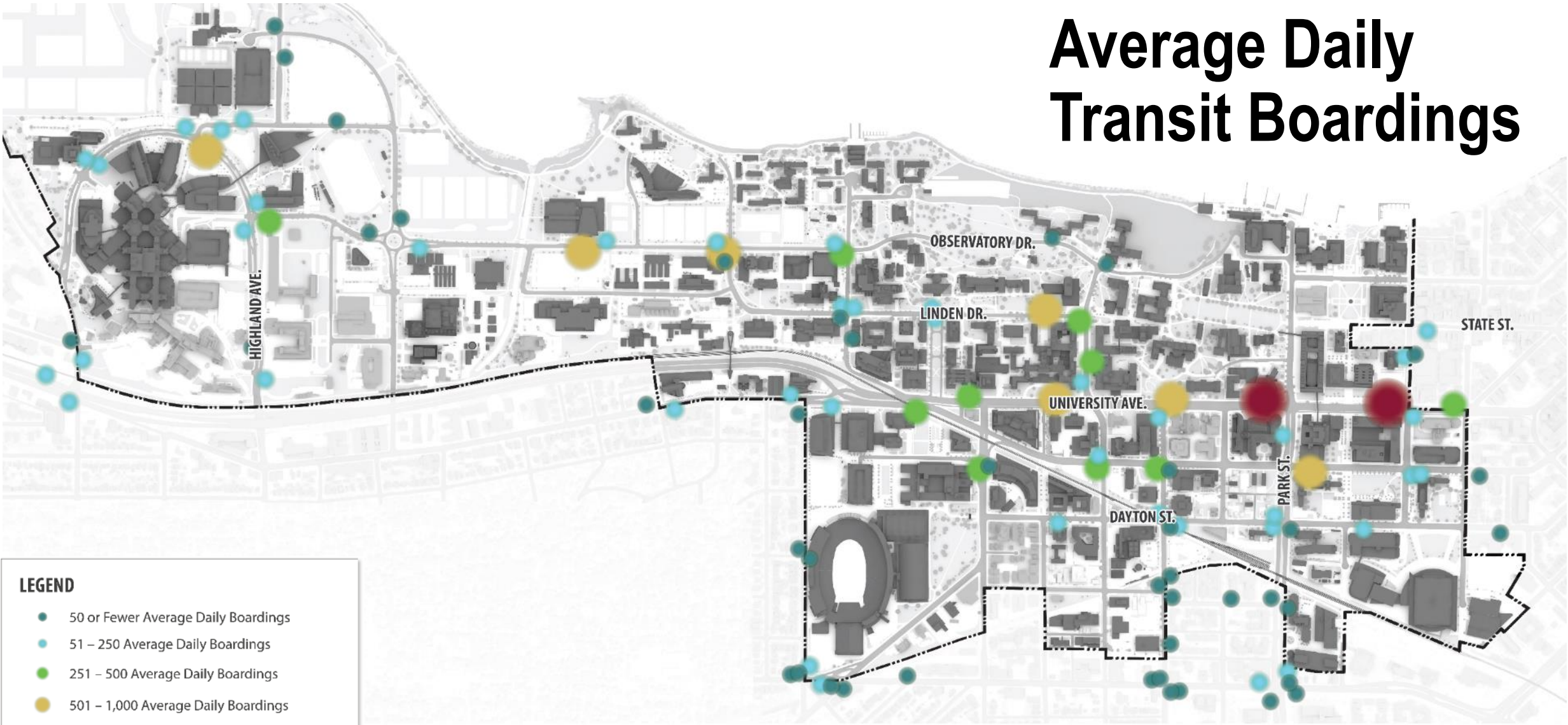
Motor Vehicle Traffic and Congestion



ADT and AWT. Based on campus counts and 2015 City of Madison traffic data.

Figure 2-3 Motor Vehicle Traffic and Congestion on Campus

Average Daily Transit Boardings

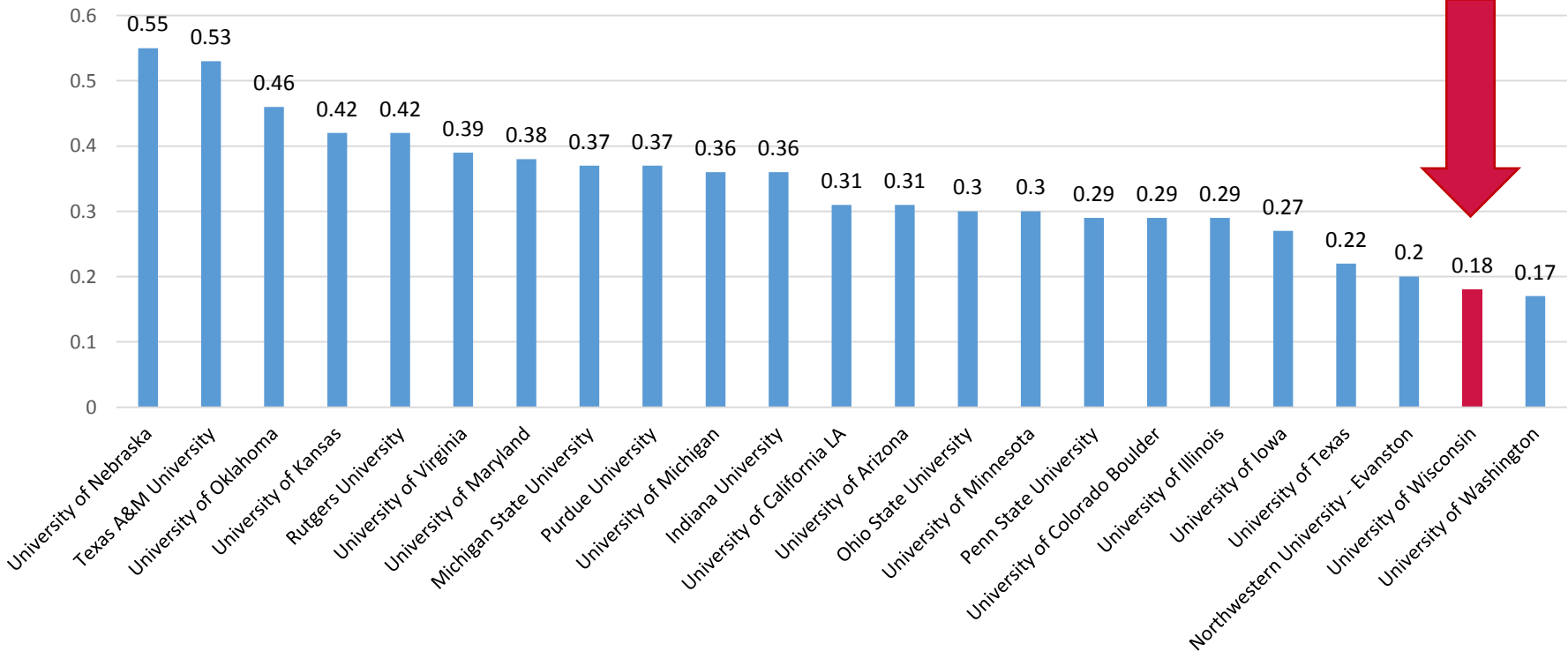


LEGEND

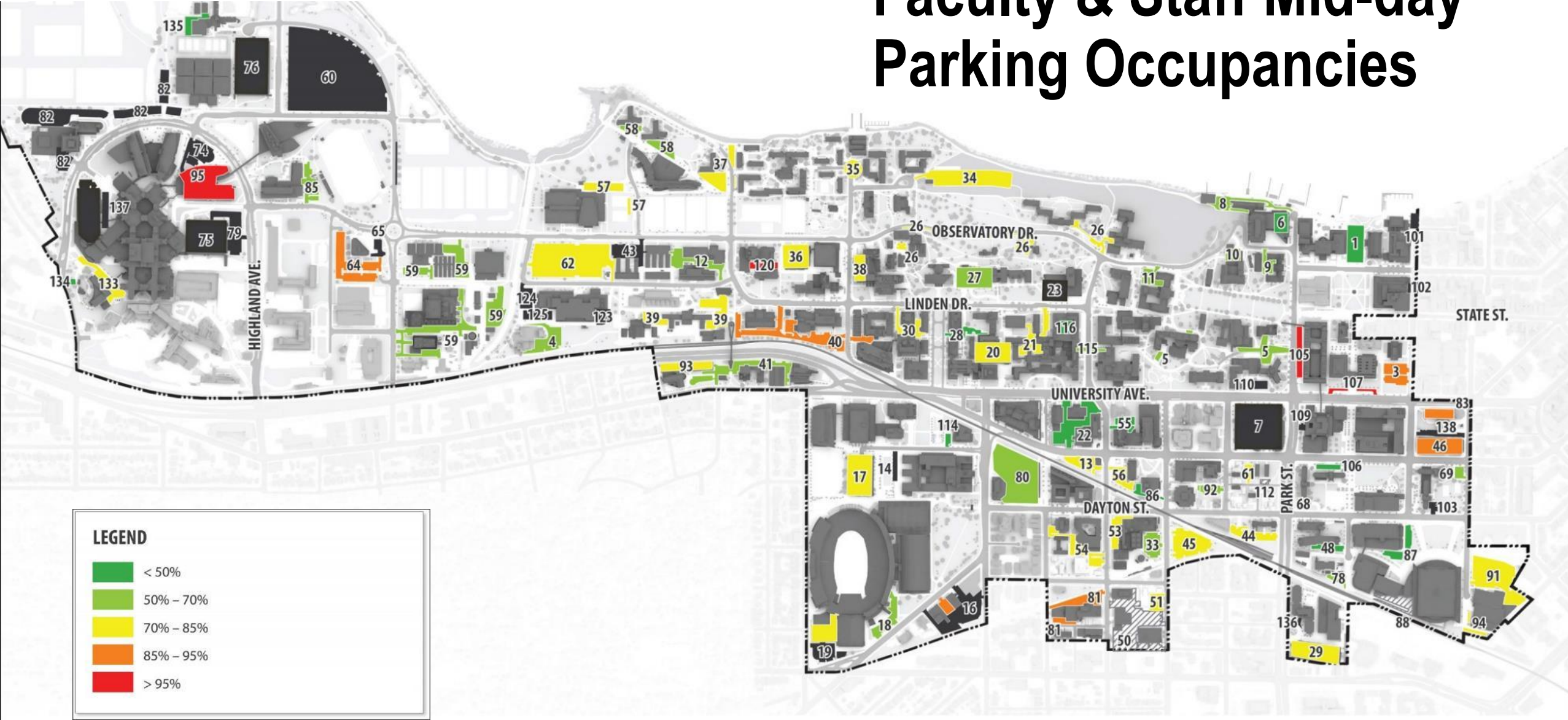
- 50 or Fewer Average Daily Boardings
- 51 – 250 Average Daily Boardings
- 251 – 500 Average Daily Boardings
- 501 – 1,000 Average Daily Boardings
- More than 1,000 Average Daily Boardings

MINIMAL PARKING TO MEET NEEDS

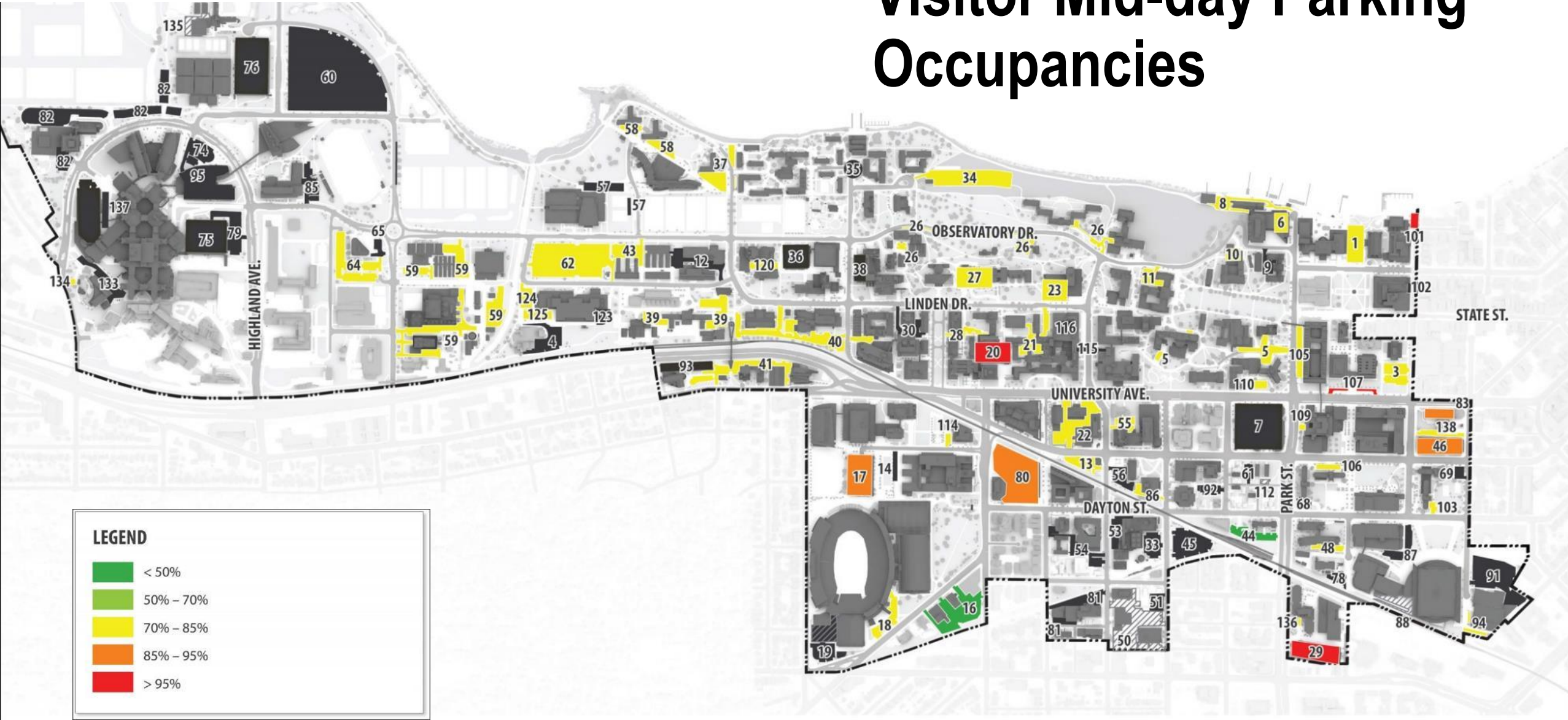
Selected Big Ten and Peer Universities
Parking Spaces Per Person (employees and students)



Faculty & Staff Mid-day Parking Occupancies



Visitor Mid-day Parking Occupancies



LEGEND

- < 50%
- 50% – 70%
- 70% – 85%
- 85% – 95%
- > 95%



TRANSPORTATION RECOMMENDATIONS



Transportation Recommendations

- Leader in the nation for those coming to campus via transit, walking, biking
- Better connect existing regional and campus bike paths
- New pedestrian connections, especially around N. Charter Street and Linden Drive
- Critical intersection improvements along University, N. Park St., and N. Charter St.
- Conversion of major existing surface parking lots to above or below ground parking structures to free up land for building & open space development
- Opportunities for new visitor parking (~2,000)

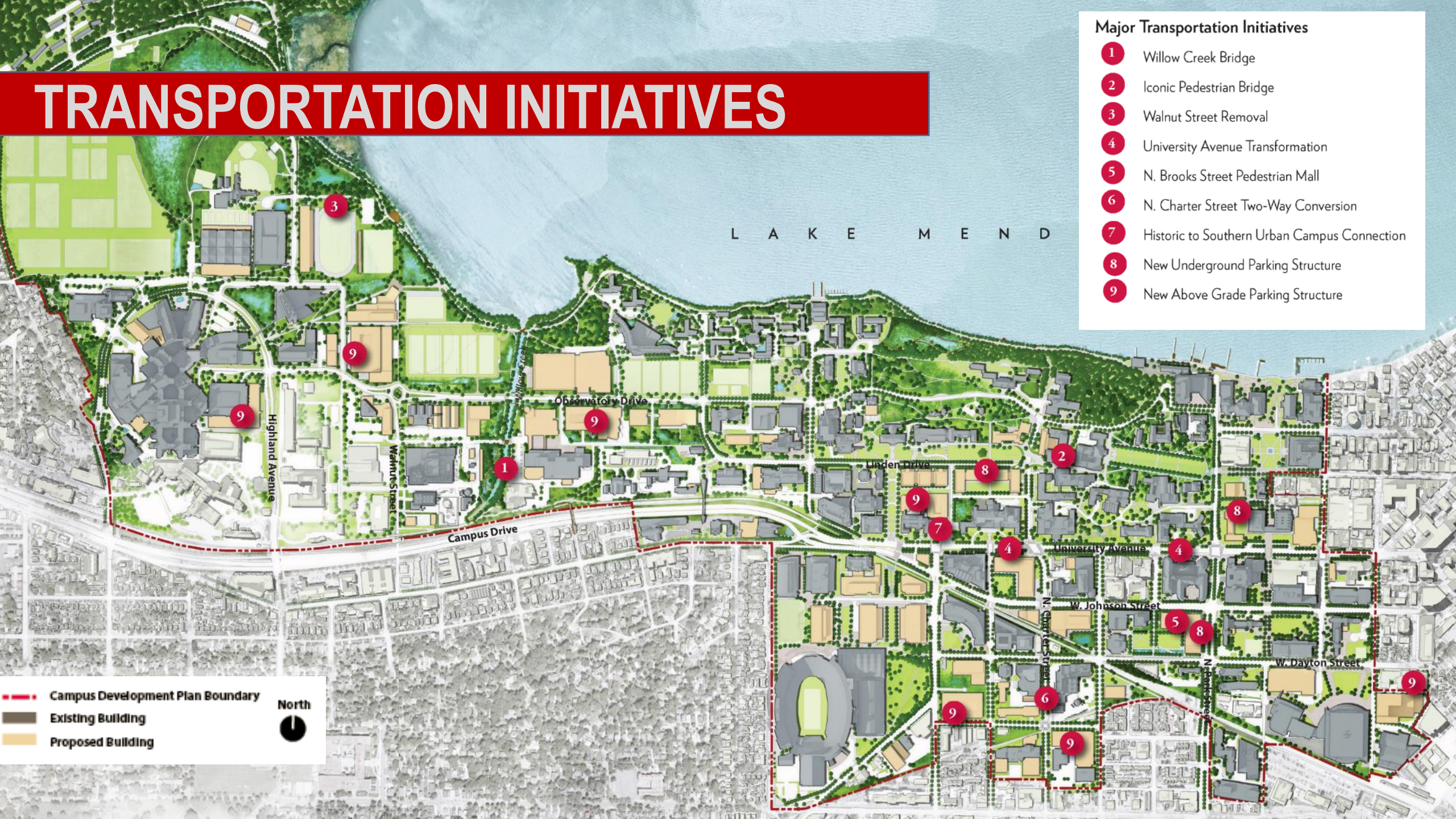
Transit Operations

- Prioritize adding limited stop and/or express service from area park-and-rides to east, central, and west campus.
- Revert back to split Route 80 series circulator and connector structure.
- Add articulated buses to add capacity and navigate bi-directional travel on Observatory Drive.
- Develop intercity bus operations center at redeveloped Lake Street ramp to remove queueing regional buses from University Avenue at East Campus Mall

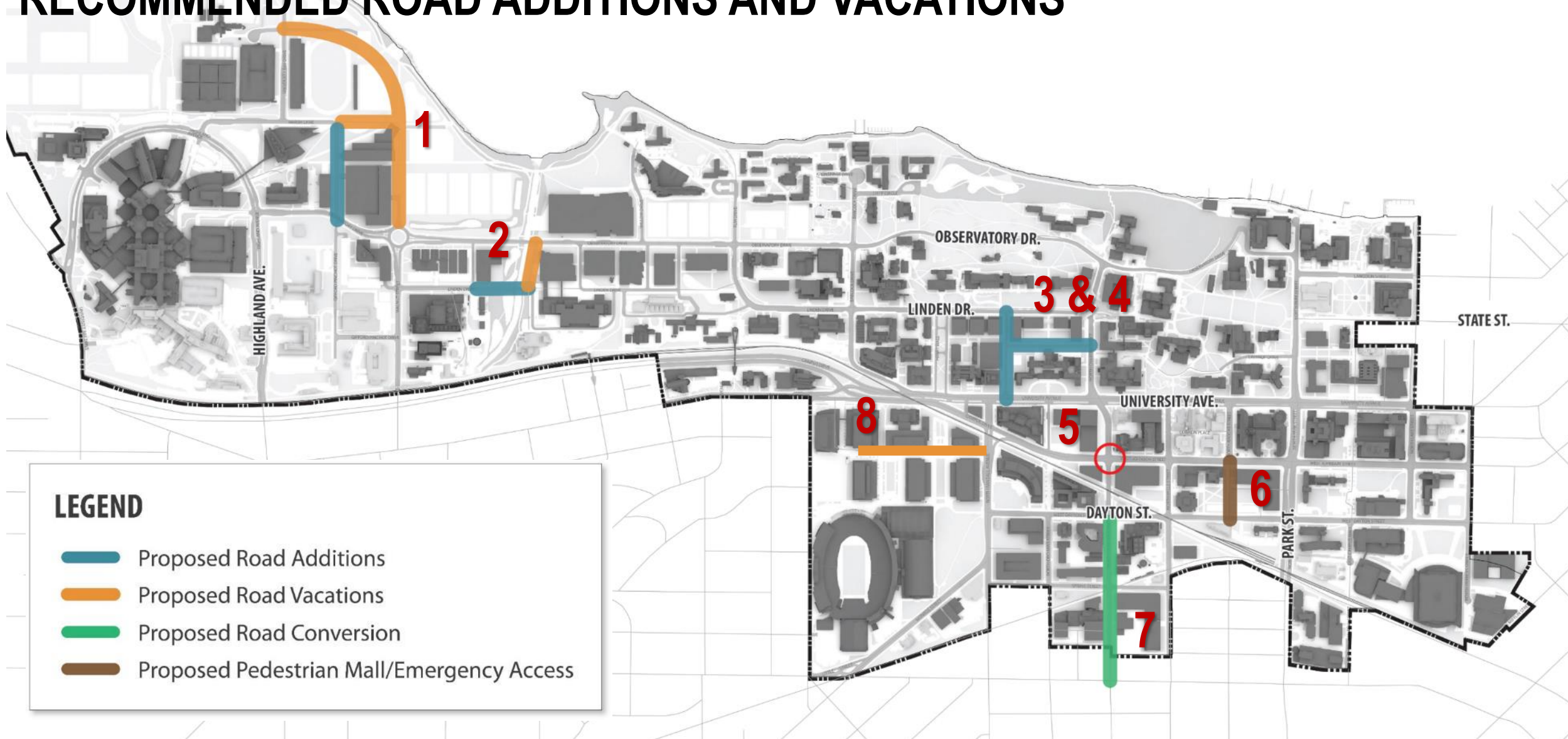
TRANSPORTATION INITIATIVES

Major Transportation Initiatives

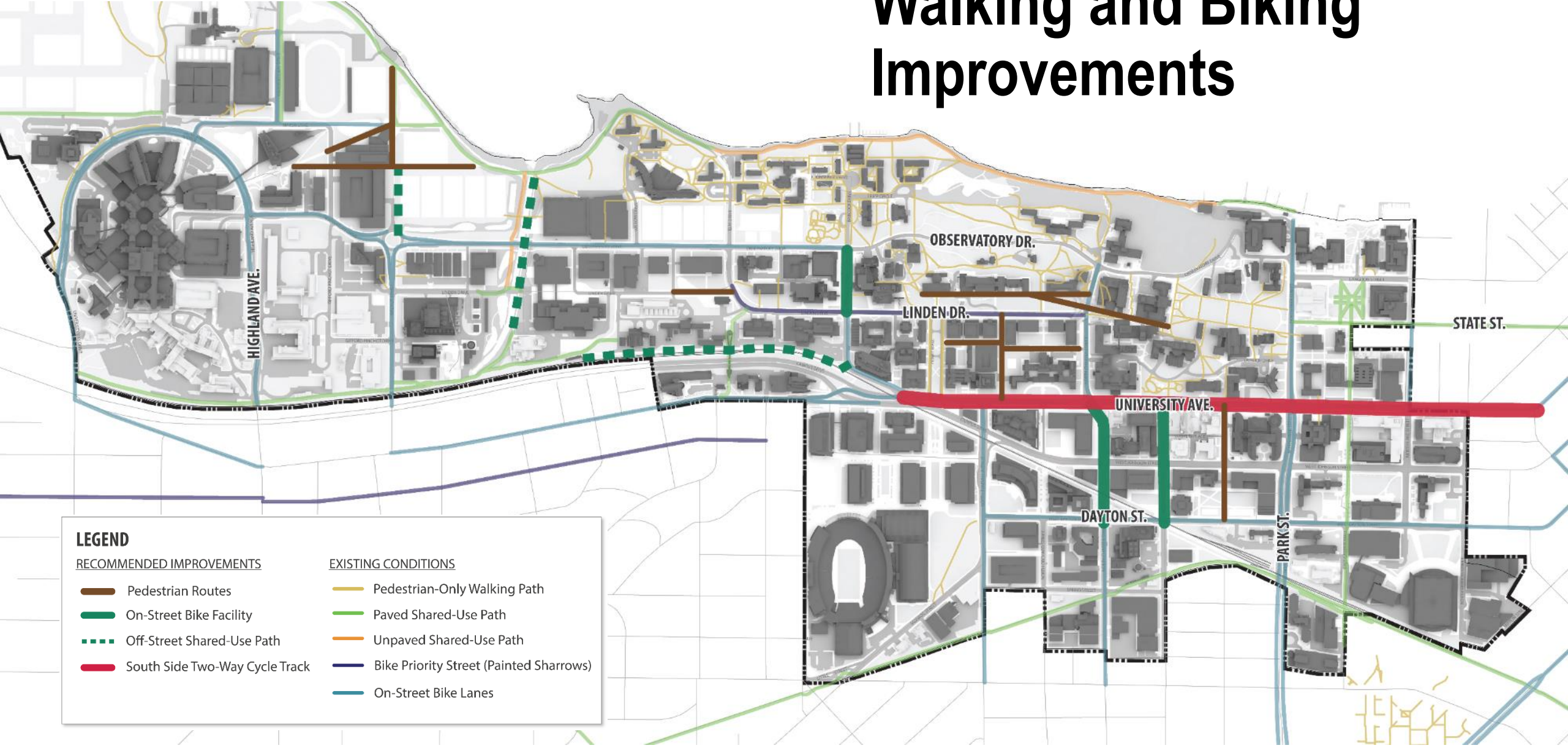
- 1 Willow Creek Bridge
- 2 Iconic Pedestrian Bridge
- 3 Walnut Street Removal
- 4 University Avenue Transformation
- 5 N. Brooks Street Pedestrian Mall
- 6 N. Charter Street Two-Way Conversion
- 7 Historic to Southern Urban Campus Connection
- 8 New Underground Parking Structure
- 9 New Above Grade Parking Structure



RECOMMENDED ROAD ADDITIONS AND VACATIONS



Walking and Biking Improvements



LEGEND

RECOMMENDED IMPROVEMENTS

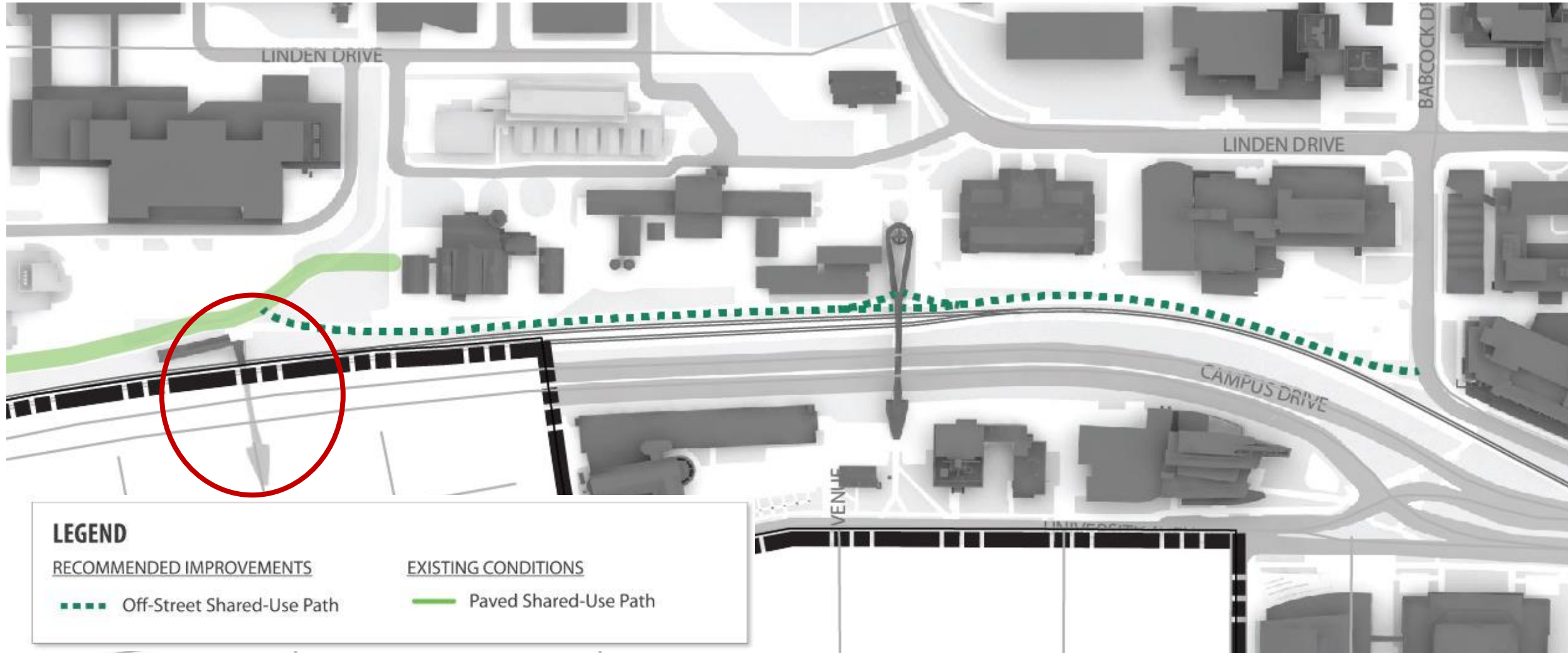
- Pedestrian Routes
- On-Street Bike Facility
- - - Off-Street Shared-Use Path
- South Side Two-Way Cycle Track

EXISTING CONDITIONS

- Pedestrian-Only Walking Path
- Paved Shared-Use Path
- Unpaved Shared-Use Path
- Bike Priority Street (Painted Sharrows)
- On-Street Bike Lanes

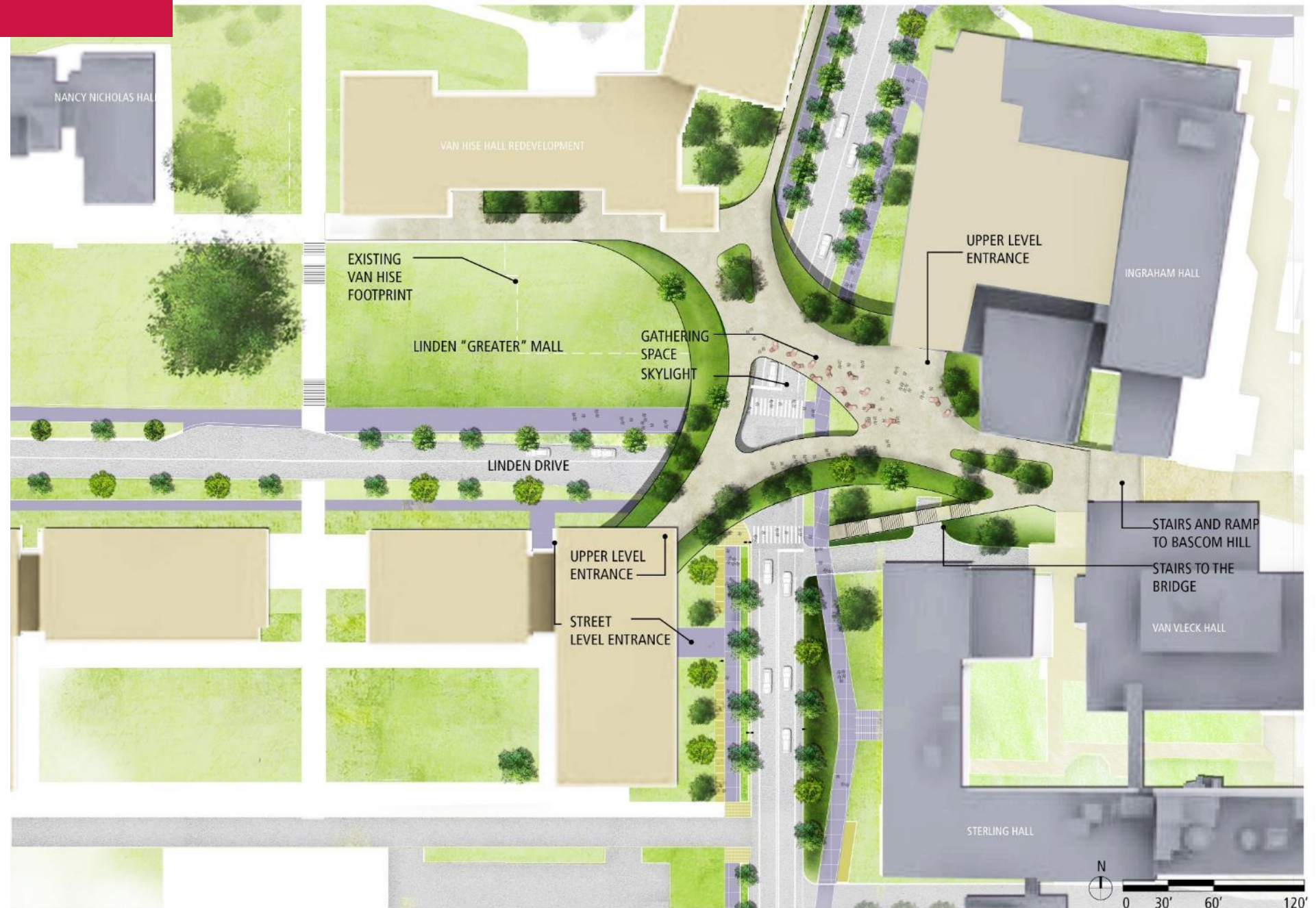
CONVENIENT BICYCLE/PEDESTRIAN FACILITIES

Campus Drive Path Connection to Babcock Drive and Chamberlain Ave Bridge



CHARTER & LINDEN

- Most challenging intersection
- Iconic land bridge
- Open design
- Improve circulation
- Create destination





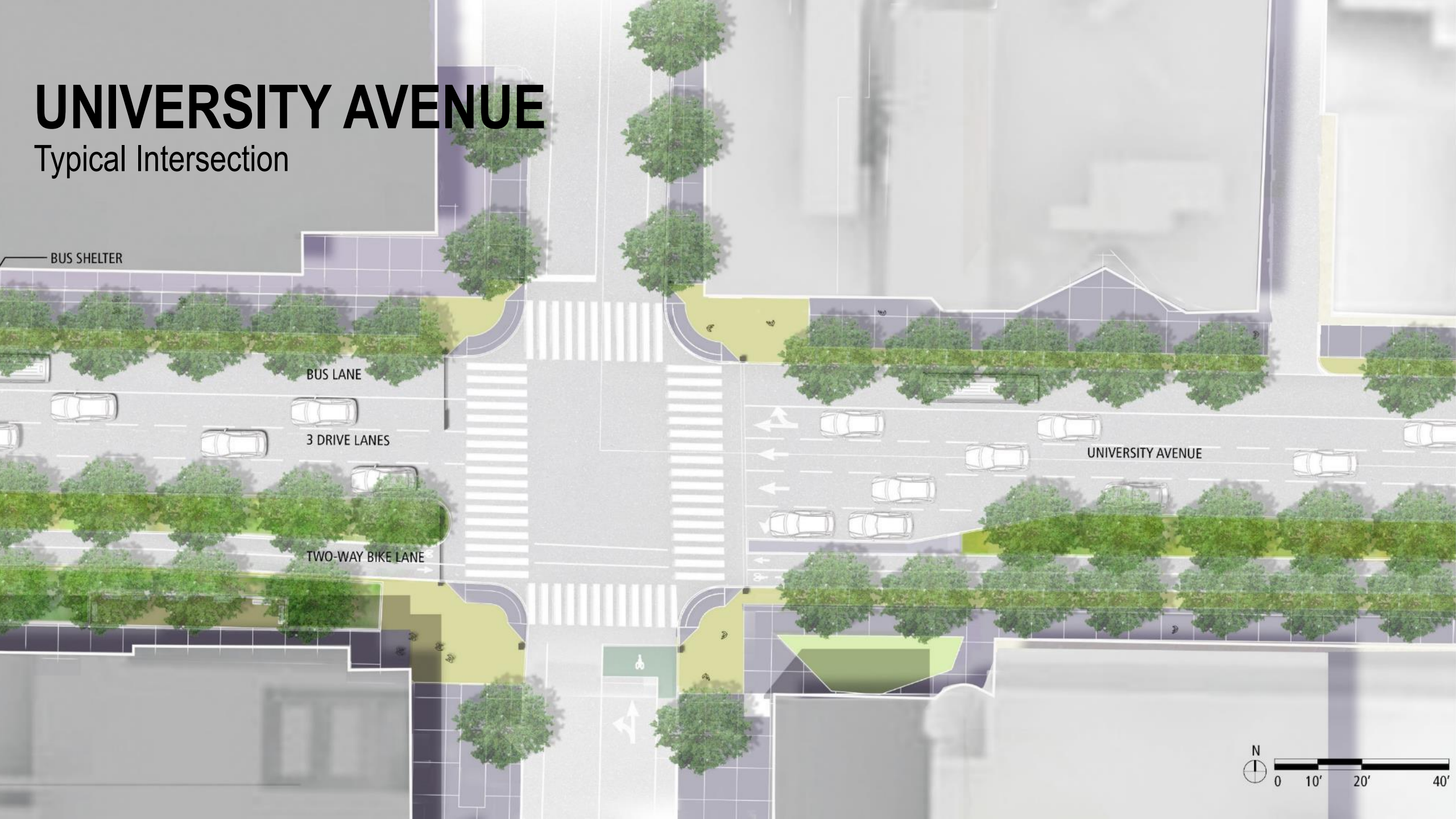
Charter and Linden Intersection - Existing



Charter and Linden Intersection - Proposed

UNIVERSITY AVENUE

Typical Intersection



BUS SHELTER

BUS LANE

3 DRIVE LANES

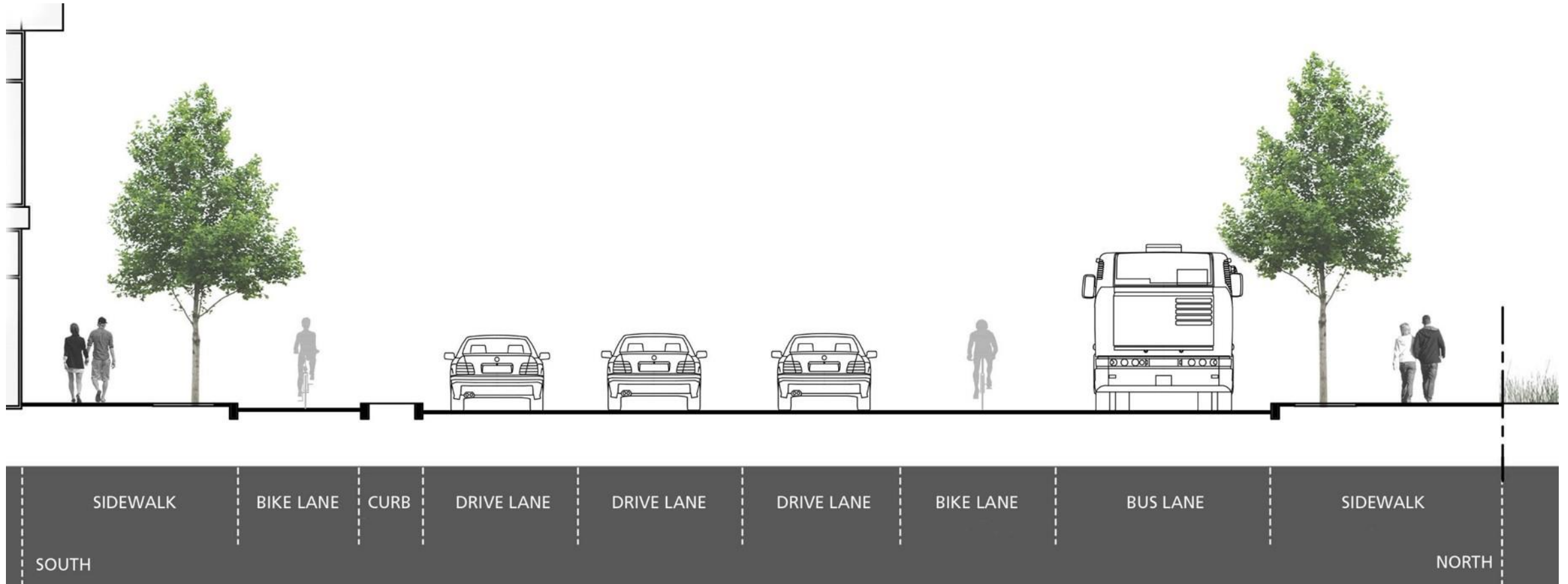
TWO-WAY BIKE LANE

UNIVERSITY AVENUE



UNIVERSITY AVENUE

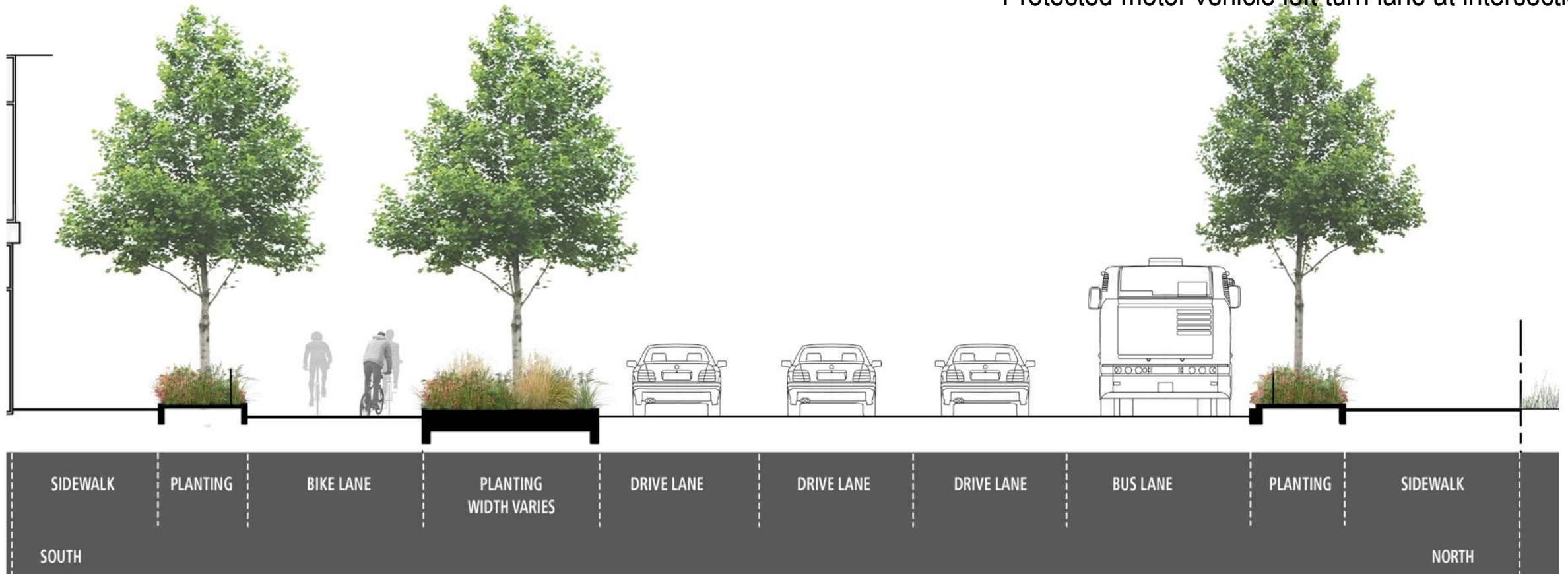
Existing Section



UNIVERSITY AVENUE

Proposed Section

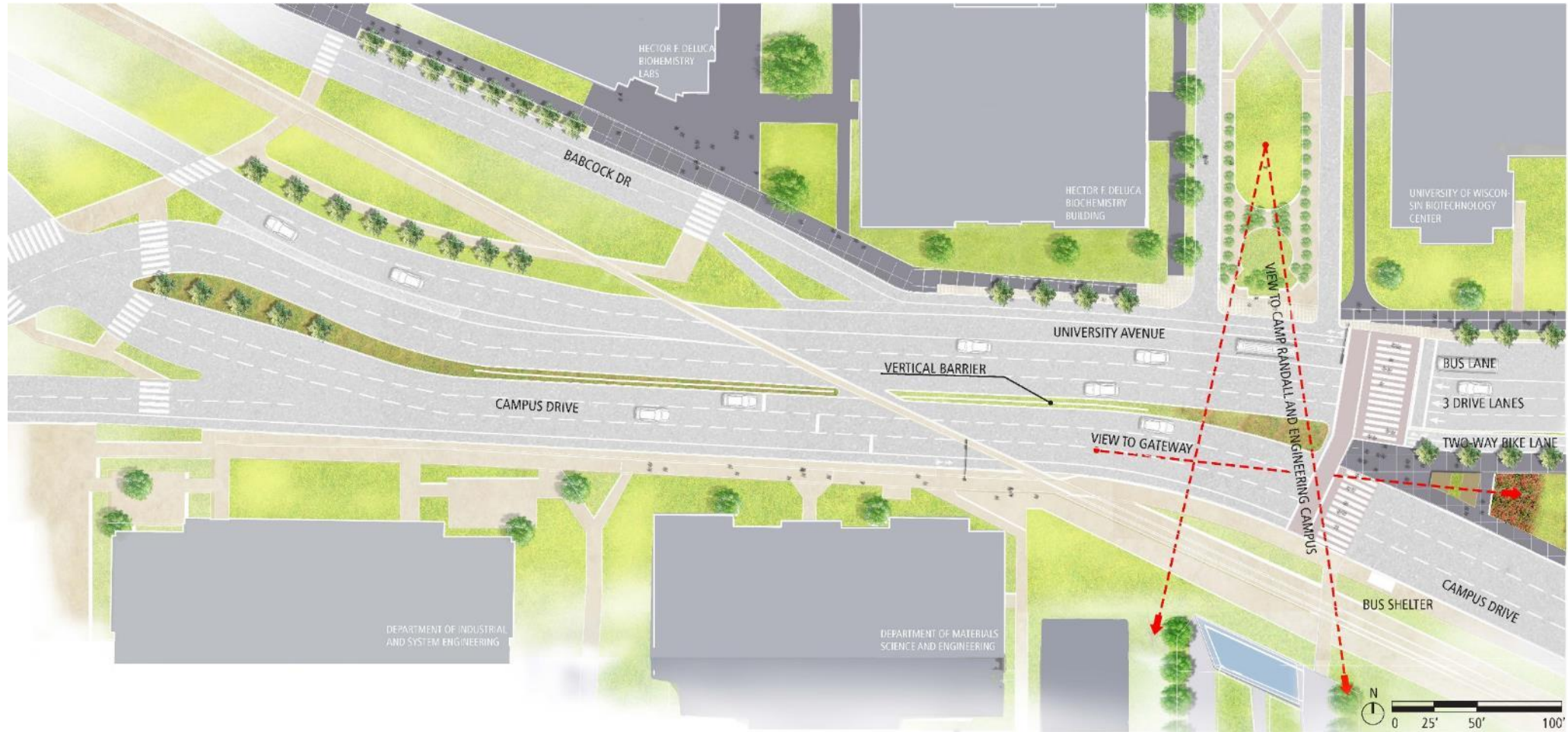
- Enhance the appearance and function
- Two-way protected bike lane on the south side
- North side transit lane reserved for future Bus Rapid Transit
- Planted median between protected bike lane and motor vehicle traffic
- Protected motor vehicle left turn lane at intersections



WELCOME VISITORS TO CAMPUS

UNIVERSITY AVENUE

Henry Mall Intersection





Dayton Street at Brooks Street - Existing



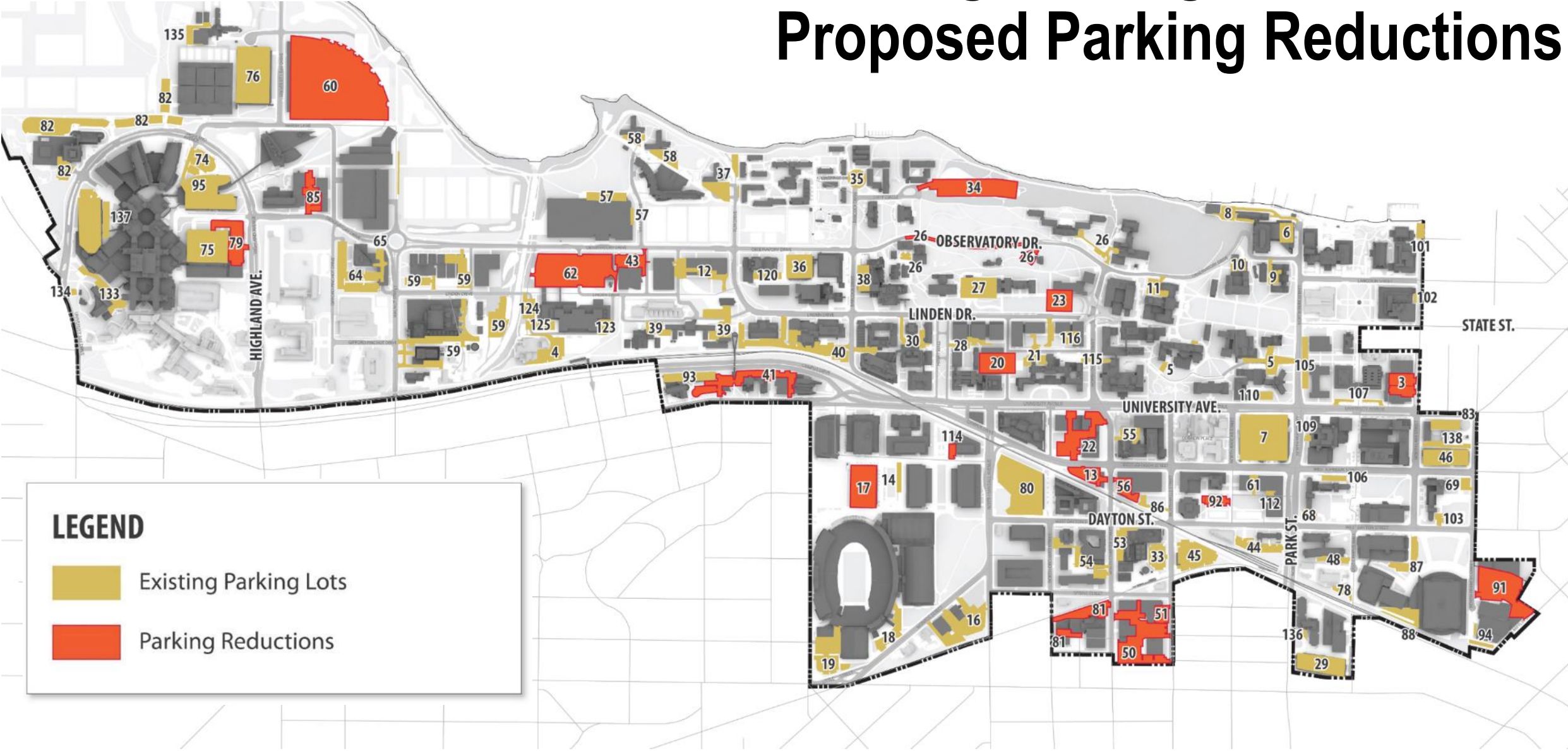
Dayton Street at Brooks Street - Proposed

MINIMAL PARKING TO MEET NEEDS

Parking Recommendations

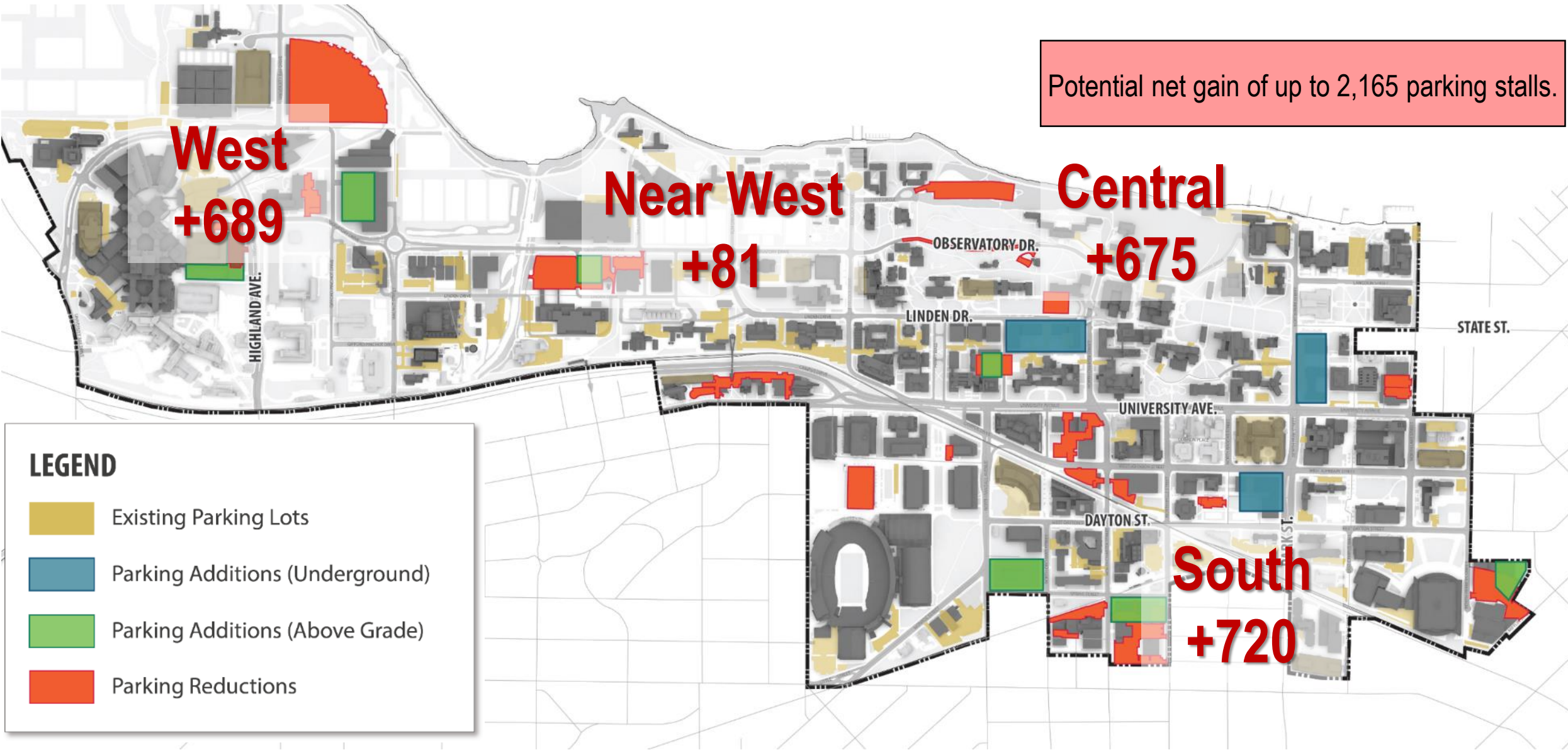
- **Maintain TDM leadership** by continuing to limit parking for faculty and staff (0.34 spaces per employee)
 - West Campus - best opportunity to provide enhanced express transit service
- Provide **enough parking** to support the University's academic, research, and outreach missions
 - Forecasted deficit of 18 spaces
- Provide **visitor/swing space** to give flexibility, and allow for parking phasing and construction
 - Add ~2,000 spaces over the next 20-40 years

Existing Parking Facilities Proposed Parking Reductions



Proposed Parking Facilities





PROPOSED FINISHING SCHEDULE – **DRAFT**

- UW Submit Materials to CoM Planning Leadership September 29, 2016
- CoM Planning Leadership (In Review for Anticipated Direction) October 28, 2016
- Neighborhood Presentation Open House December 12, 2016
- Board of Public Works December 2016
- LRTPC and Transit & Parking Commission December 14, 2016
- City of Madison Planning & Zoning – Part II December 16, 2016
- *Submit to City Plan Commission (all draft documents)* December 2016
- *Board of Public Works* January 2017
- *UDC #1 (Informational-Approach)* January 2017
- *Ped/Bicycle/Motor Vehicle Commission* January 2017
- *Joint Southeast Campus Area Committee - Recommendation* February 2017
- *Joint West Campus Area Committee - Recommendation* February 2017
- *UDC #2 (Recommendation)* February 2017
- *City of Madison Plan Commission* February 2017
- *City of Madison Common Council (Final approval)* February 2017
- *Board of Regents Meeting* February 2017

FOR MORE INFORMATION

www.masterplan.wisc.edu

UNIVERSITY OF WISCONSIN - MADISON

2015 Campus Master Plan Update

Home About Current Information Community Engagement 2005 Campus Master Plan Historic Campus Plans FAQ's

Engage Now!

Your voice is important and we want to hear from you! Join the campus

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IMPORTANT NEWS & DATES

- Open House #6 press release - 09/11/16
- Campus Daytime Presentation - 06/17/16
- Open House #5 press release - 04/13/16
- Open House #4 press release - 02/18/16
- Open House #3 press release - 10/23/15
- Open House #2 press release - 9/11/15
- Inside UW news article - 4/14/15

Questions:

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

gary.brown@wisc.edu



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

LAKE MENDOTA

--- Campus Development Plan Boundary North
■ Existing Building 
■ Proposed Building

