

VACATION / 53B0323

53W10461



RECEIVED FEB 15 2007

February 12, 2007

Larry Nelson, City Engineer
City County Building
115 Martin Luther King Jr. Blvd.
Madison, WI 53703

Dear Mr. Nelson,

The University of Wisconsin-Madison requests approval for a name change for a segment of Murray Street to East Campus Mall. The name change would apply to the approximately four-block segment of Murray Street extending from its intersection with Regent Street to the south, to the south edge of the State Street Mall right-of-way to the north. (Please see attached map.)

Rationale: This change of name is sought because the University is committed to transforming this corridor into a high-quality, safe, and attractively landscaped pedestrian and bicycle mall that will connect much of the eastern and southern campus. The University has already invested heavily in the construction of the southern portion of this mall and other segments to the north are scheduled for construction as adjacent building and utility projects are completed. This mall is also a key part of the University's 2005 Master Plan and TDM Plan and has been an element in a number of projects both approved by as well as proposed for approval by the City of Madison. The East Campus Mall will also connect directly to and thus extend the City's State Street Mall pedestrian facility as well as a potential new commuter rail station and is in line with City's own TDM goals, including increased pedestrian friendliness, bicycle connectivity, and a potential streetcar in the central business area and campus.

The timeline for this request is being driven by the construction of the University's new office building for student health services, the bursar, and other key services that will reach completion in the fall of 2008 as part of the University Square redevelopment project. This building is located on the proposed East Campus Mall between West Johnson Street and University Avenue.

Thank you for your consideration of this matter. For additional information, please contact Rob Kennedy, Senior Transportation Planner, at 608/263-1034 or rkennedy@fpm.wisc.edu.

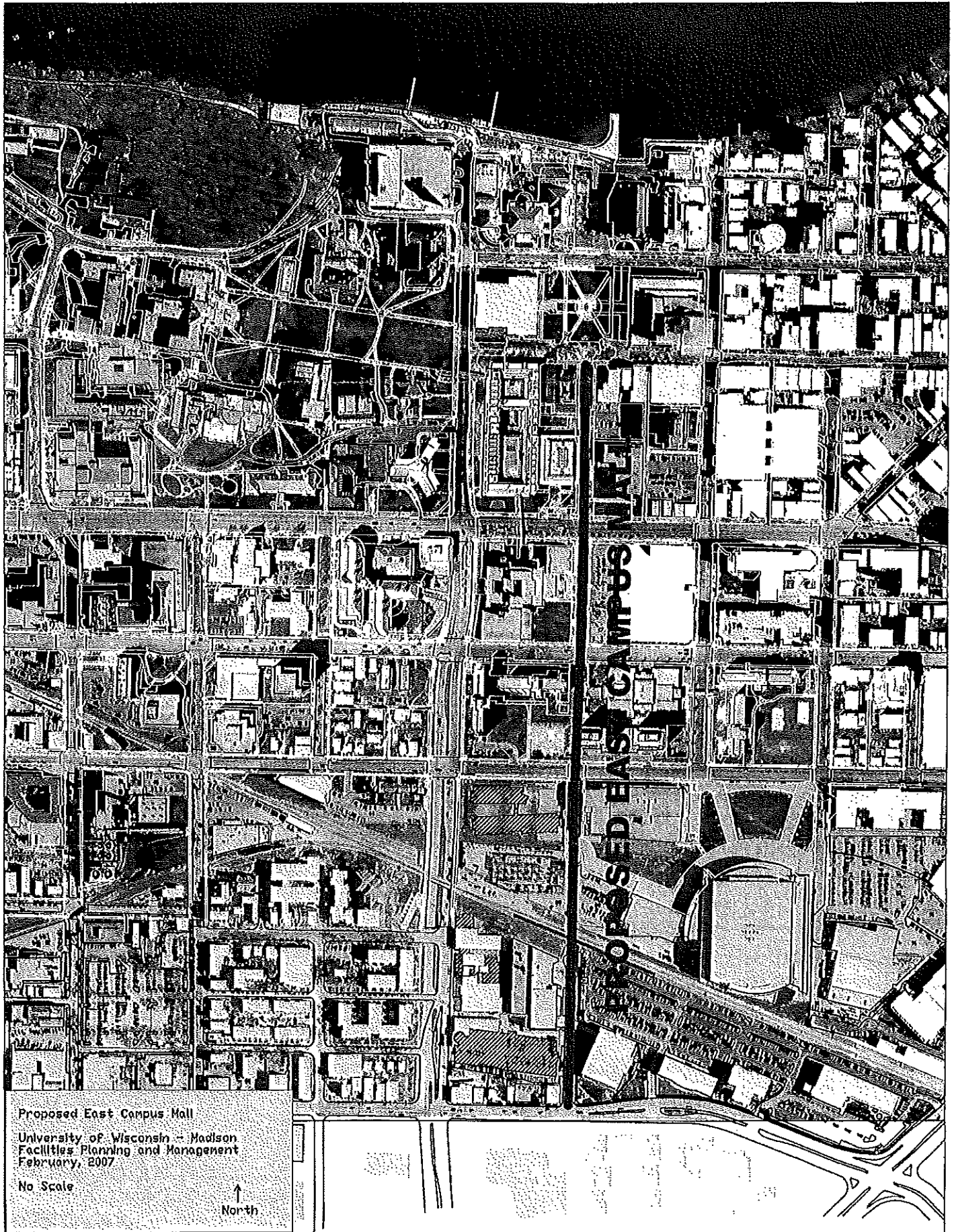
Sincerely,


Gary Brown, FASLA
Director of Campus Planning and Landscape Architecture

Xc: Rob Kennedy

Facilities Planning & Management

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Proposed East Campus Mall
University of Wisconsin - Madison
Facilities Planning and Management
February, 2007

No Scale



North