



## 2015 Campus Master Plan Update

City of Madison Plan Commission  
Analysis Summary Presentation

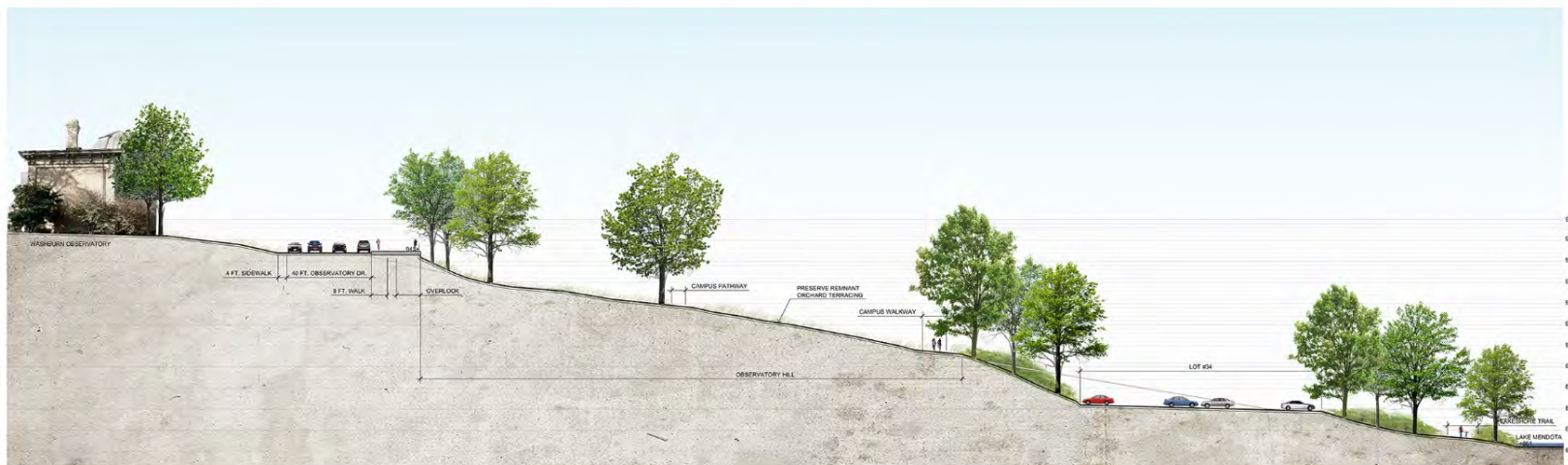
Gary A. Brown, PLA, FASLA  
Director, Campus Planning & Landscape Architecture  
**UW-Madison Facilities Planning & Management**



**WISCONSIN**  
UNIVERSITY OF WISCONSIN-MADISON

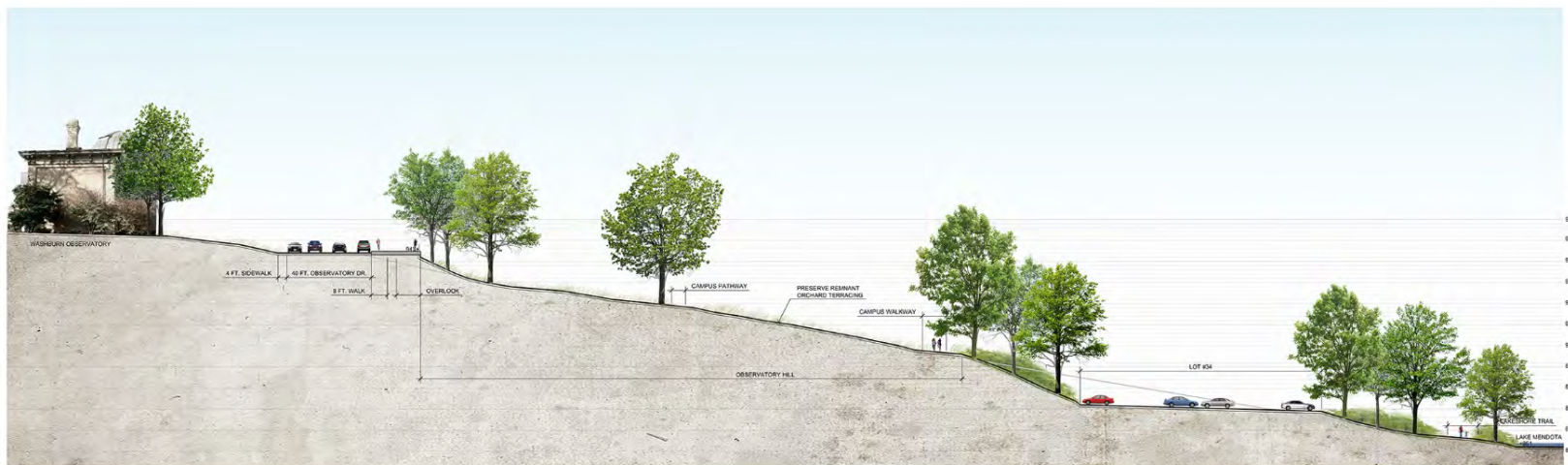
# AGENDA

1. Scope & Schedule of the Master Plan
2. Planning Principles & Draft Goals
3. Background & Analysis Information
4. City Staff & Public Review Process
5. Formal Approval Intent & Process
6. Q & A

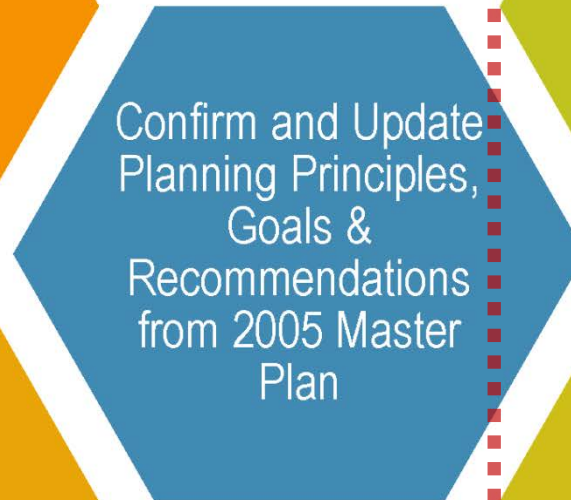


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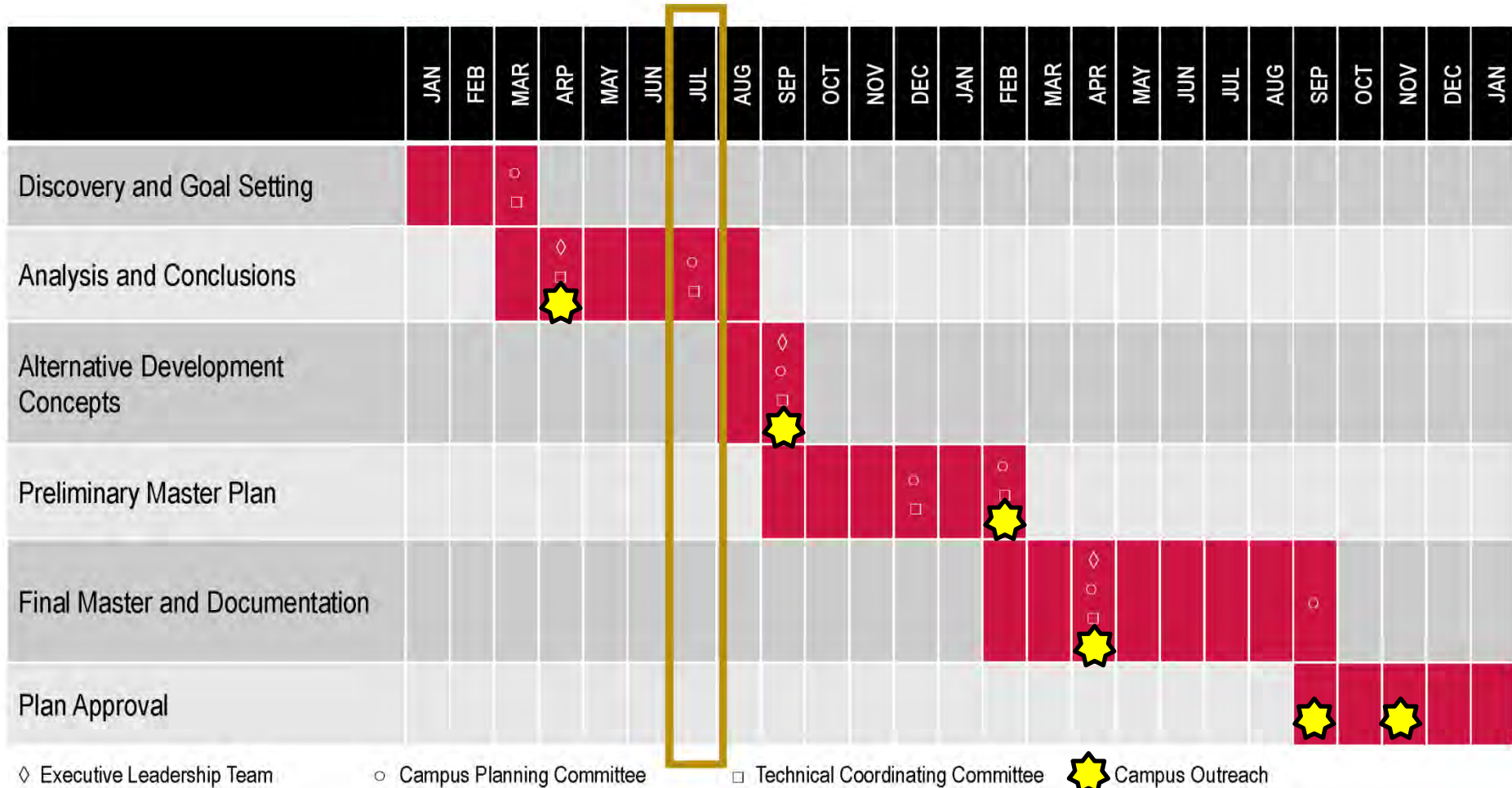
## Update from 2005 Plan



## New elements



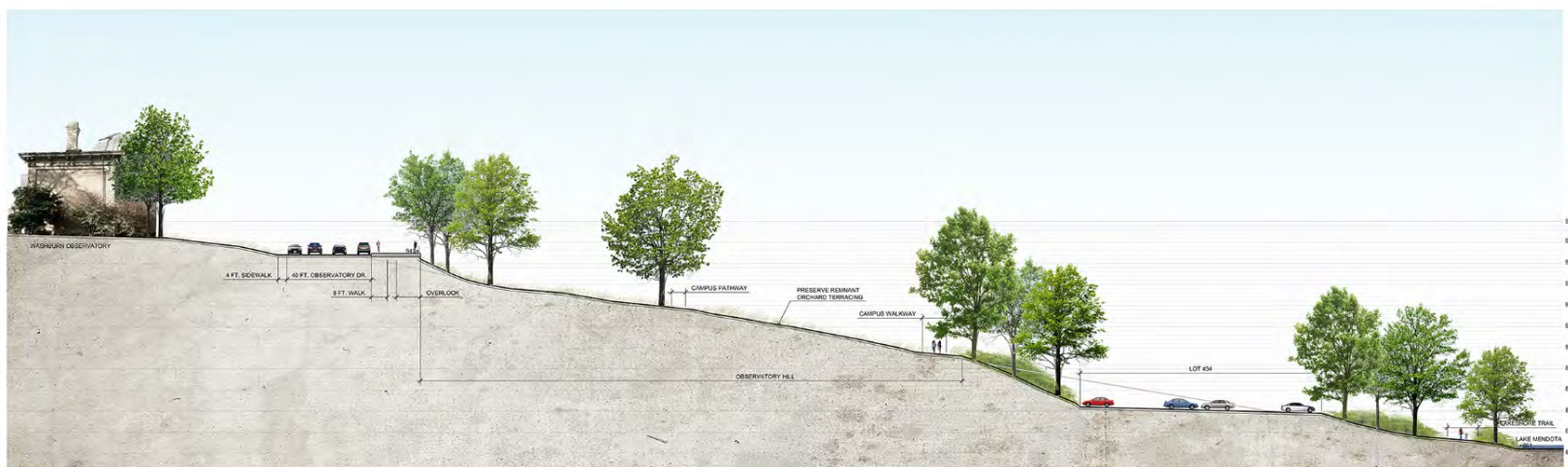
# Overall Schedule - 30% complete



**6 formal public reviews**

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# Planning Principles (2005)

A Spectacular Setting

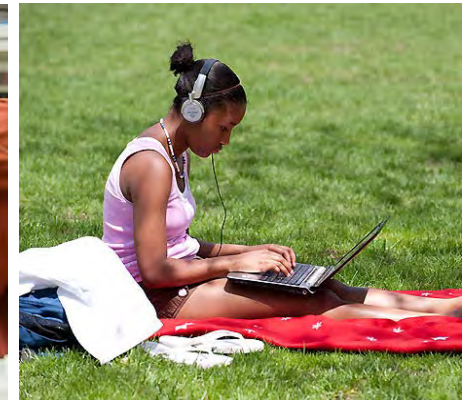
Experience of Place

Connections

Edges and Boundaries

The Environmental Campus

Regional Community



1. Support our academic mission.
2. Protect and celebrate our spectacular lakeside setting.
3. Strengthen and reinforce our authentic identity.
4. Refine and unite our on-campus neighborhoods.
5. Revitalize our outdoor gathering spaces.
6. Employ the campus as a tool for health and wellness.
7. Make it easier to travel to and move around campus.
8. Be responsive to our neighbors.
9. Better manage our resources.
10. Reduce our impacts on land and water.

**DRAFT**

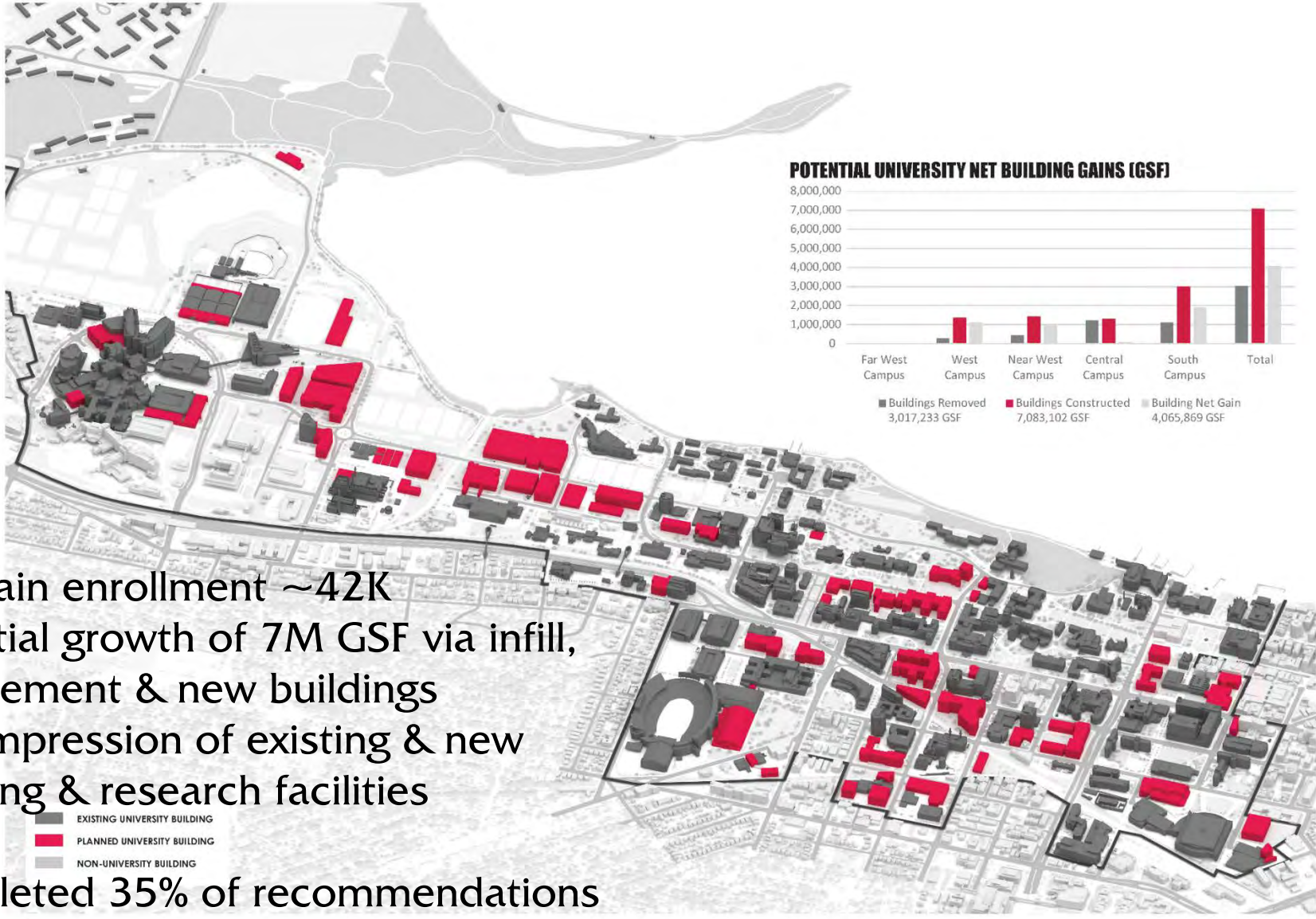


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# 2005 Campus Master Plan, Recreating Ourselves In Place



- Maintain enrollment ~42K
- Potential growth of 7M GSF via infill, replacement & new buildings
- Decompression of existing & new teaching & research facilities
- Completed 35% of recommendations

# 2005 Campus Master Plan – Proposed Building Density

**FAR WEST CAMPUS**  
 Total Building GSF = 880,364  
 Total District GSF = 17,639,456  
 F.A.R. = .05

**NEAR WEST CAMPUS**  
 Total Building GSF = 3,181,602  
 Total District GSF = 4,079,994  
 F.A.R. = .81

**WEST CAMPUS**  
 Total Building GSF = 5,297,357  
 Total District GSF = 6,073,475  
 F.A.R. = .87

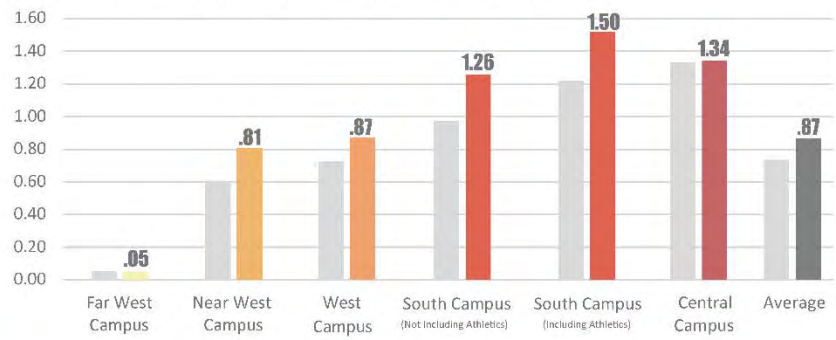
**SEPARATE F.A.R. CALCULATION**  
 Total Building GSF = 1,027,117

**SOUTH CAMPUS**  
 Total Building GSF = 3,407,890  
 Total District GSF = 6,687,740  
 F.A.R. = 1.26

**CENTRAL CAMPUS**  
 Total Building GSF = 1,762,853  
 Total District GSF = 5,792,264  
 F.A.R. = 1.34

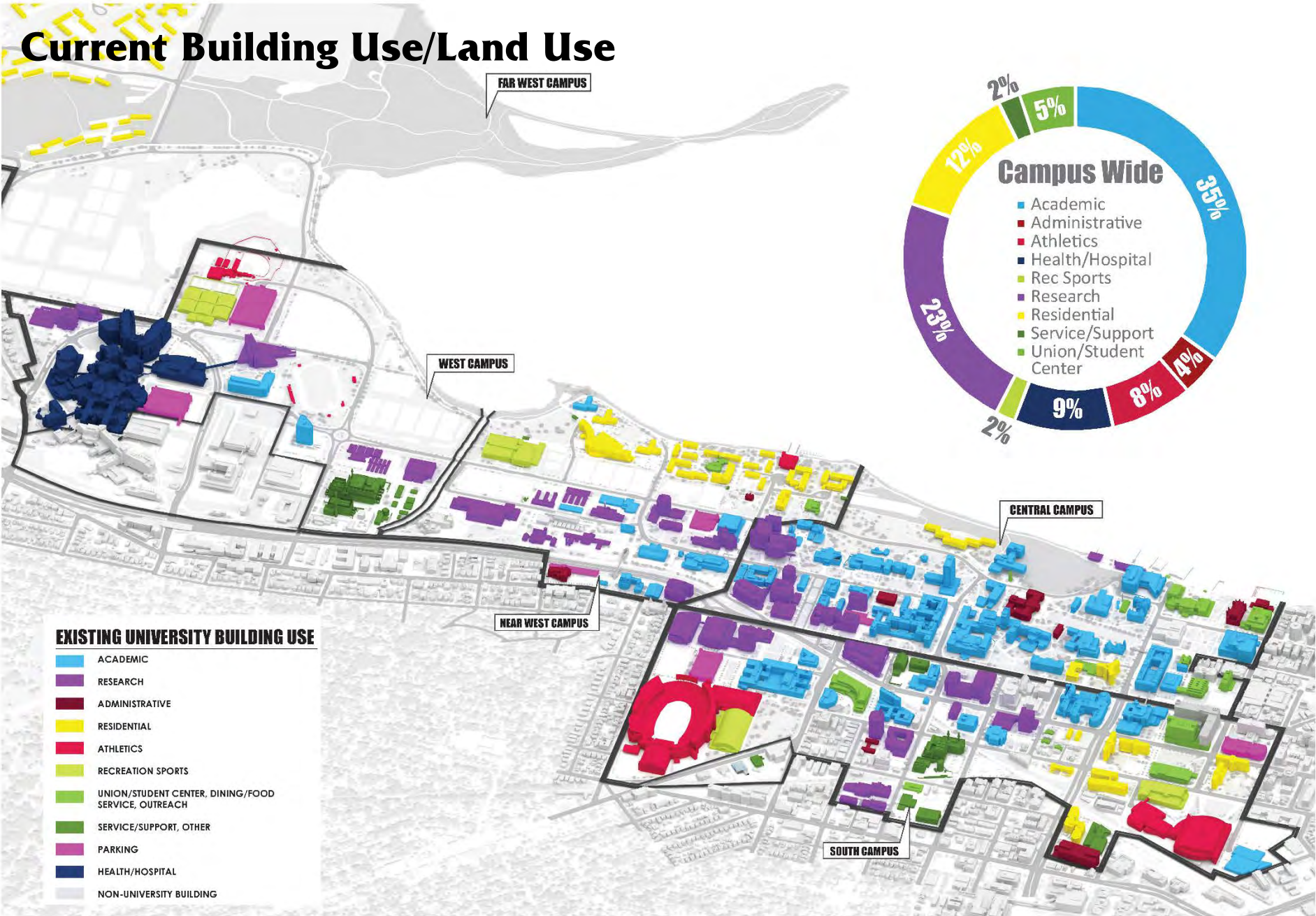
**SEPARATE F.A.R. CALCULATION**  
 Total Building GSF = 608,019

**FLOOR AREA RATIO: EXISTING VS. PLANNED CAPACITY**



- Increased density on:
  - South Campus
  - Near West & West Campus

# Current Building Use/Land Use

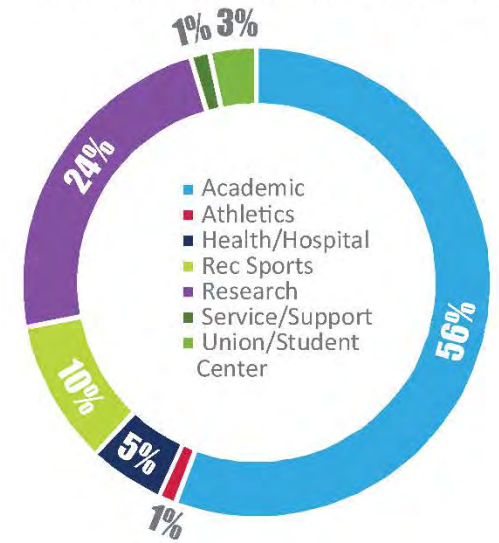


## EXISTING UNIVERSITY BUILDING USE

- ACADEMIC
- RESEARCH
- ADMINISTRATIVE
- RESIDENTIAL
- ATHLETICS
- RECREATION SPORTS
- UNION/STUDENT CENTER, DINING/FOOD SERVICE, OUTREACH
- SERVICE/SUPPORT, OTHER
- PARKING
- HEALTH/HOSPITAL
- NON-UNIVERSITY BUILDING

# Future Uses of New Buildings

CAPACITY UNIVERSITY NEW BUILDING USE IGSFI



## PLANNED CAPACITY UNIVERSITY BUILDING USE

- ACADEMIC
- RESEARCH
- ADMINISTRATIVE
- RESIDENTIAL
- ATHLETICS
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- UNION/STUDENT CENTER, DINING/FOOD SERVICE, OUTREACH
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FAR WEST CAMPUS

WEST CAMPUS

NEAR WEST CAMPUS

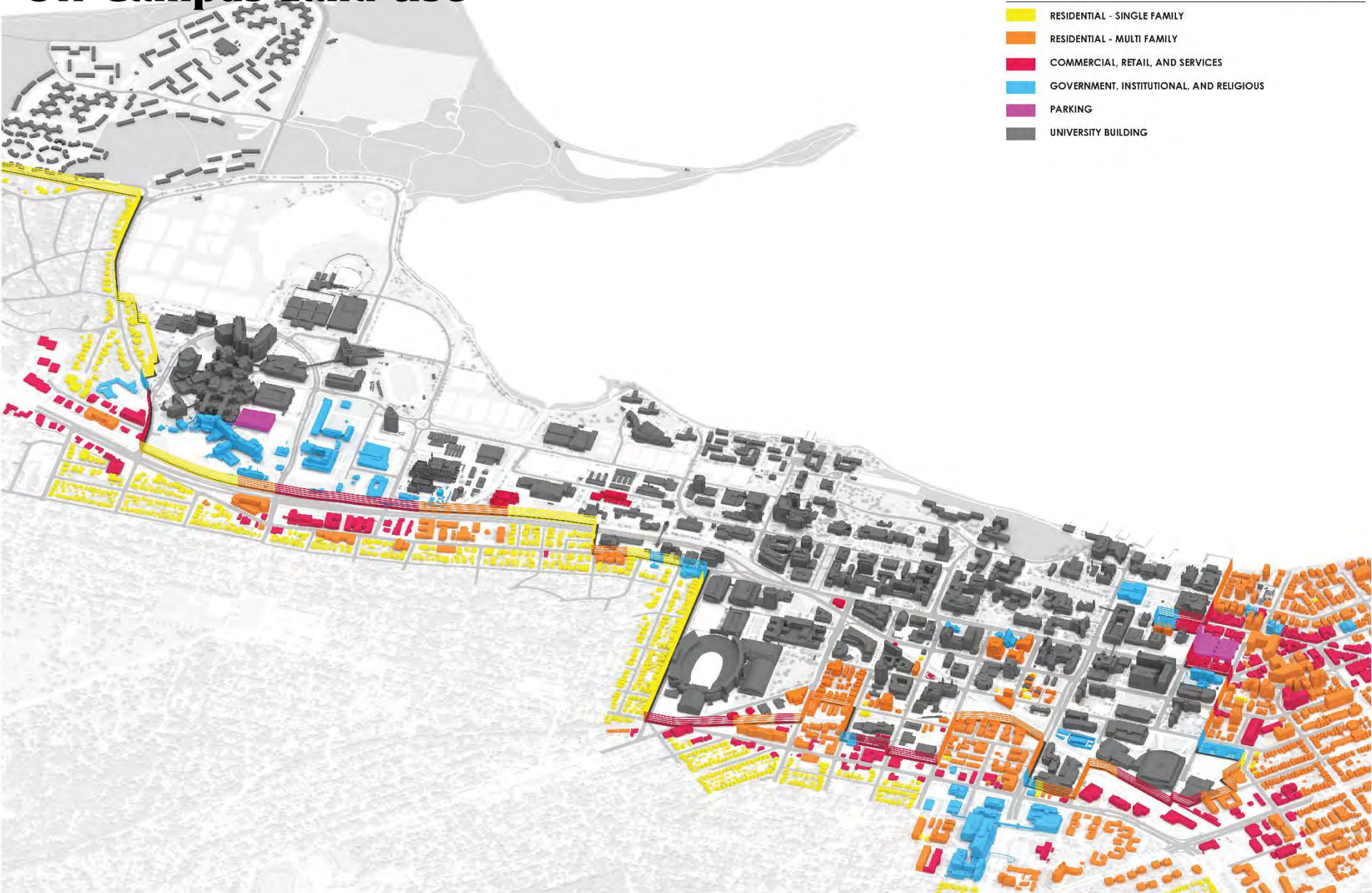
CENTRAL CAMPUS

SOUTH CAMPUS

# Off Campus Land Use

## EXISTING NON-UNIVERSITY BUILDING USES

- RESIDENTIAL - SINGLE FAMILY
- RESIDENTIAL - MULTI FAMILY
- COMMERCIAL, RETAIL, AND SERVICES
- GOVERNMENT, INSTITUTIONAL, AND RELIGIOUS
- PARKING
- UNIVERSITY BUILDING



# Off Campus, Planned Capacity

## PLANNED NON-UNIVERSITY BUILDING USES

- RESIDENTIAL - SINGLE FAMILY
- RESIDENTIAL - MULTI FAMILY
- COMMERCIAL, RETAIL, AND SERVICES
- GOVERNMENT, INSTITUTIONAL, AND RELIGIOUS
- PARKING
- UNIVERSITY BUILDING

- Significant additional density possible
- Few new open spaces/parks

Note:  
Adjacent off-campus future development demonstrates the capacity permitted only in the adopted University Avenue, Regent Street Neighborhood, and Downtown plans. Otherwise, existing development pattern is shown.

1. Protect and enhance open spaces and create new gathering spaces.
2. Maintain lands in the Lakeshore Nature Preserve as natural areas that support our mission of teaching, research and outreach.
3. Protect and enhance known historical cultural landscapes, quadrangles and courtyards.
4. Establish open space design principles to guide growth on campus.
5. Provide a campus environment that supports physical, emotional, and psychological well being.
6. Enhance the campus as a living laboratory for teaching, learning and research.
7. Strength the campus connection to Lake Mendota.



# Campus Soils Types Analysis



# Infiltration Analysis

Key

Moderate Infiltration Rate (rating B)



Slow to Very Slow Infiltration Rate (rating C and D)



Marsh or Open Water

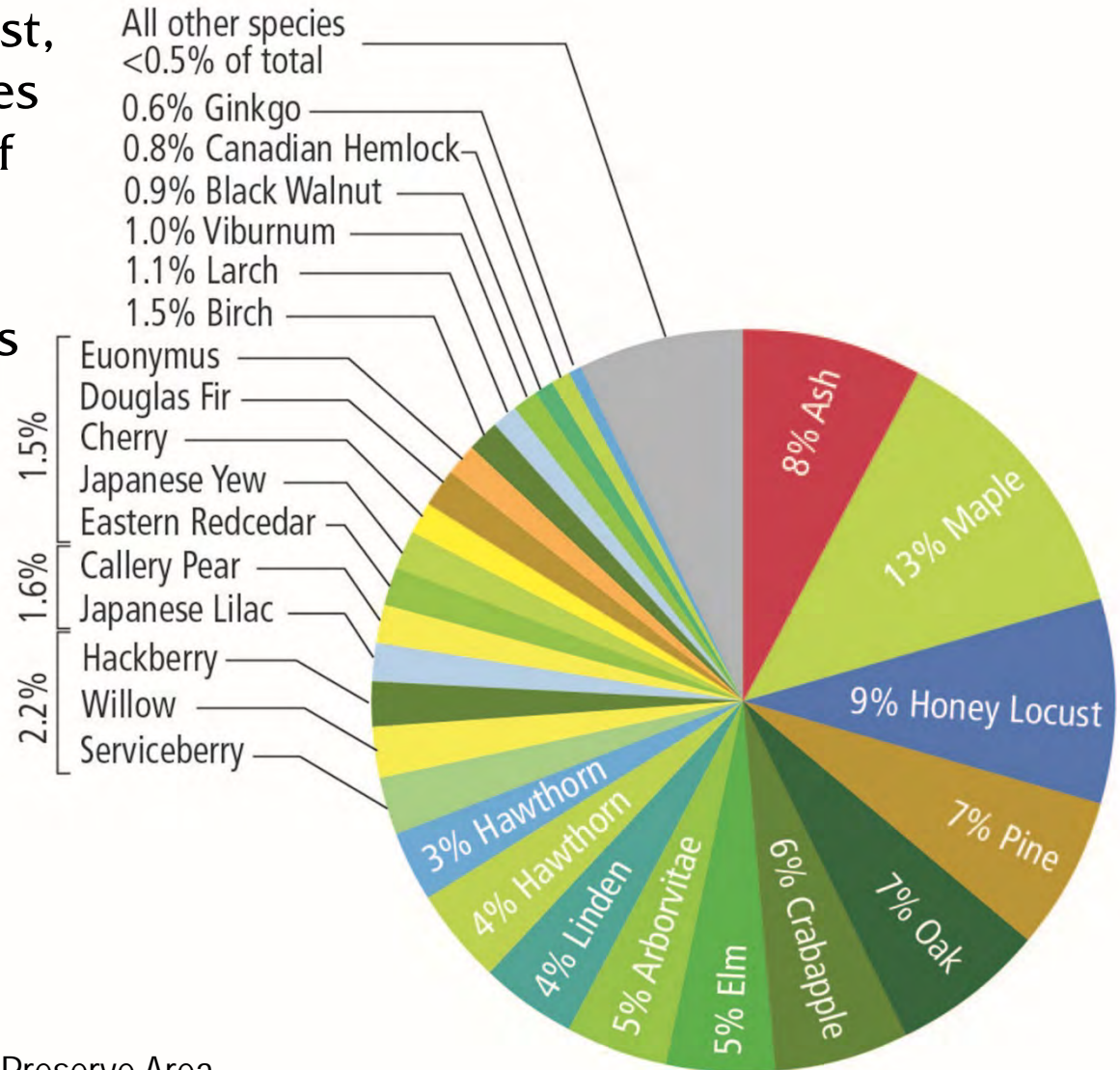


# Tree Canopy Analysis



# Tree Species Composition\*

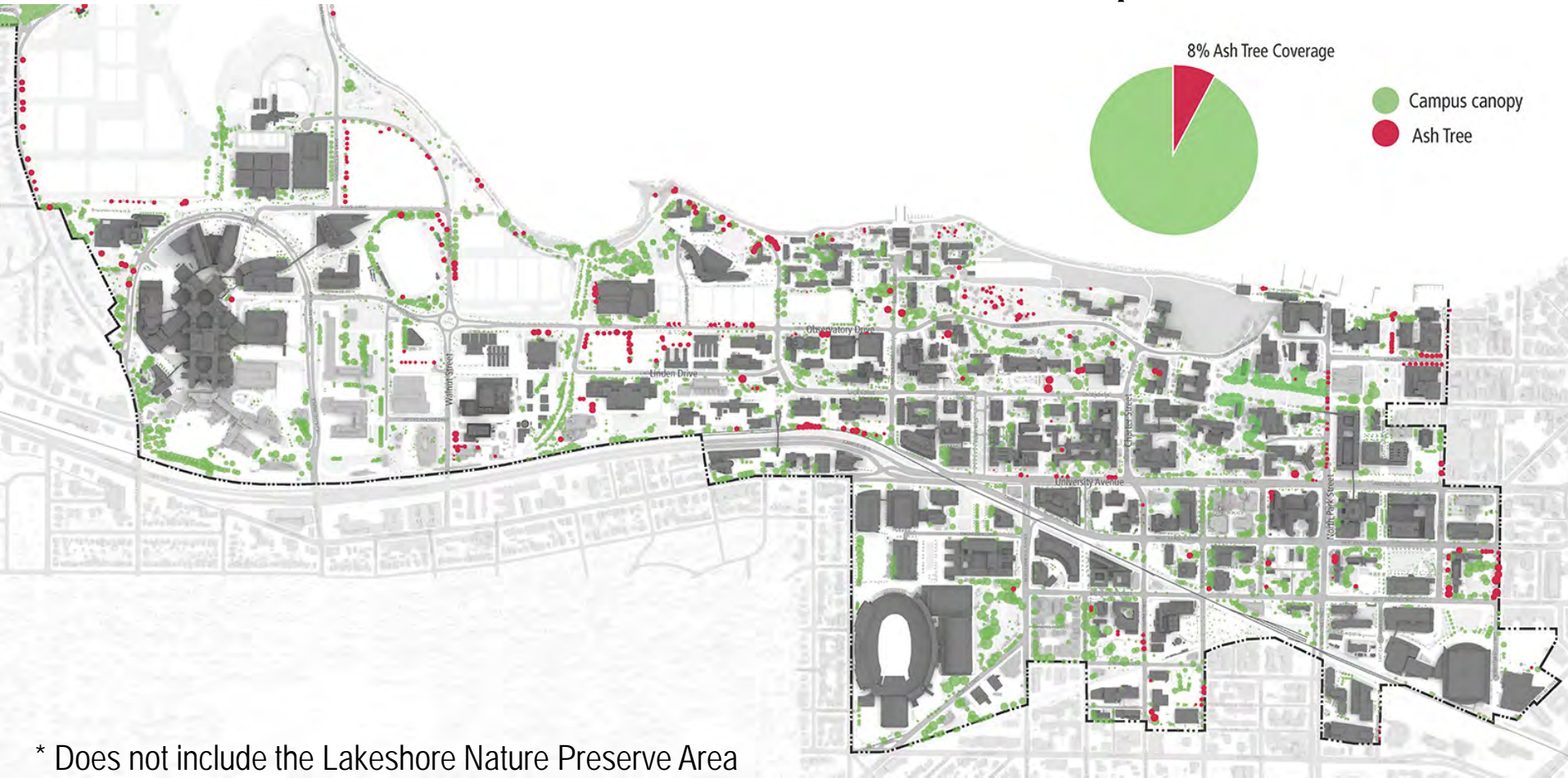
- Ash, maple, honey locust, pine, oak and crabapples account for over 50% of trees on campus
- Approx. 15% evergreens
- 74 documented tree species on campus



\* Does not include the Lakeshore Nature Preserve Area

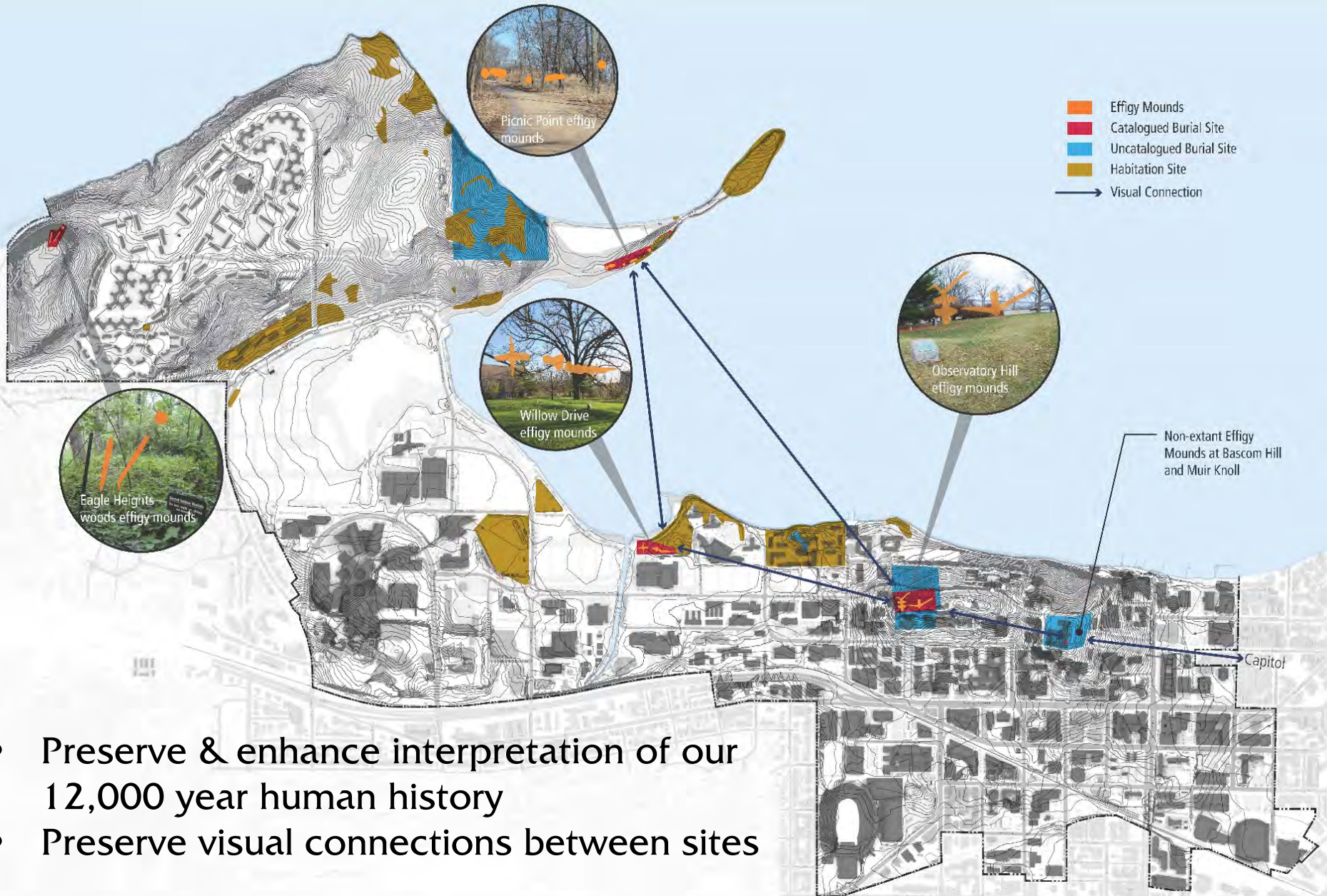
# Projected Ash Tree Loss

- Currently 8% ash on developed campus; down from over 13% in 2006
- Have removed 197 ash across campus with new projects or as they become hazard trees; still have 289 ash across campus\*



\* Does not include the Lakeshore Nature Preserve Area

# Native American Habitation & Mound Sites



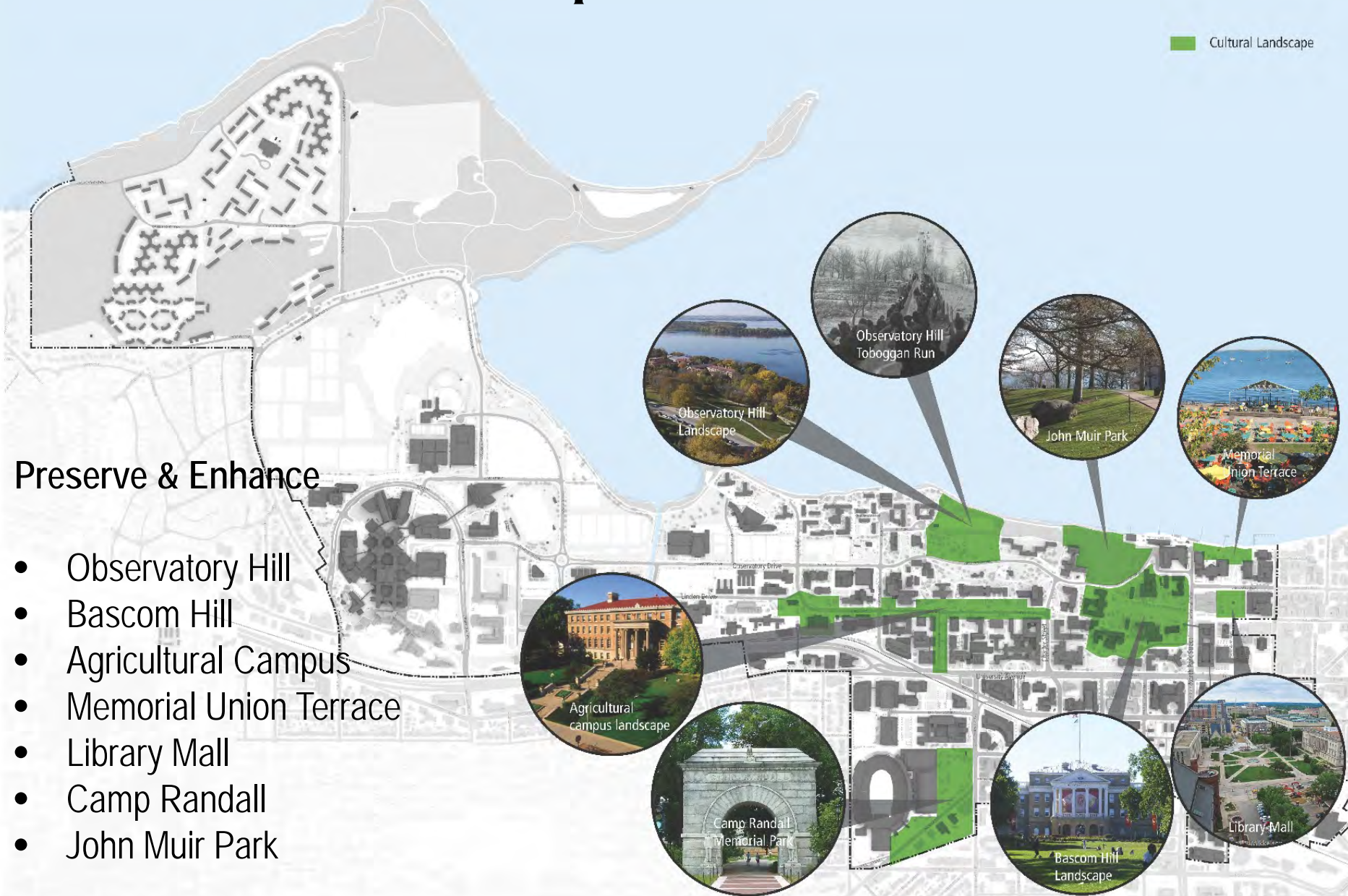
- Preserve & enhance interpretation of our 12,000 year human history
- Preserve visual connections between sites

# Historic & Cultural Landscapes

Cultural Landscape

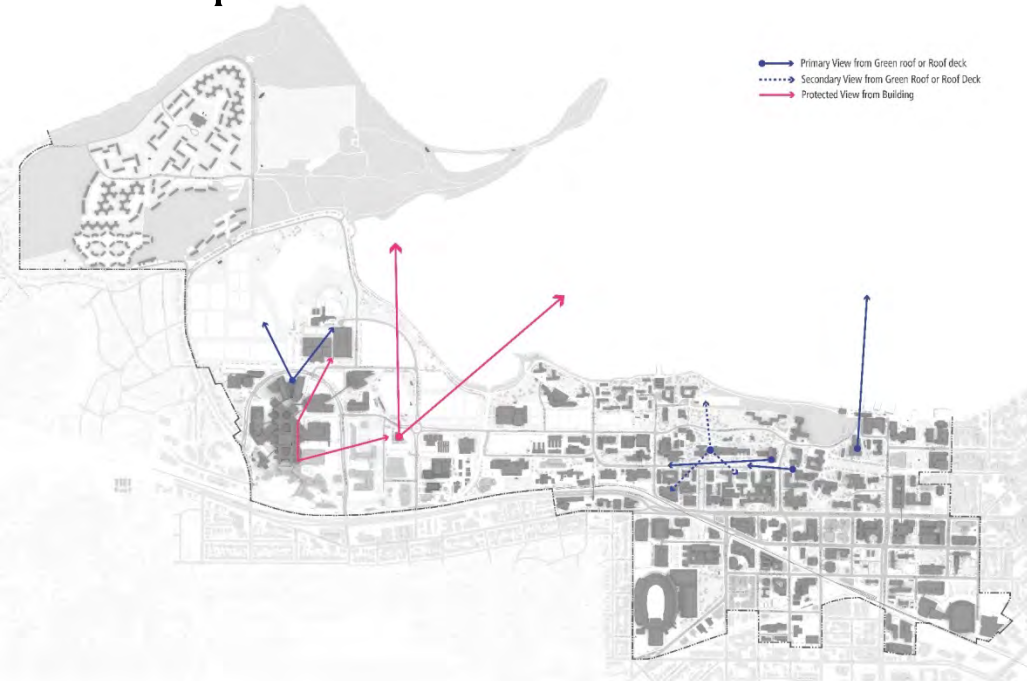
## Preserve & Enhance

- Observatory Hill
- Bascom Hill
- Agricultural Campus
- Memorial Union Terrace
- Library Mall
- Camp Randall
- John Muir Park



# Campus Viewsheds Analysis

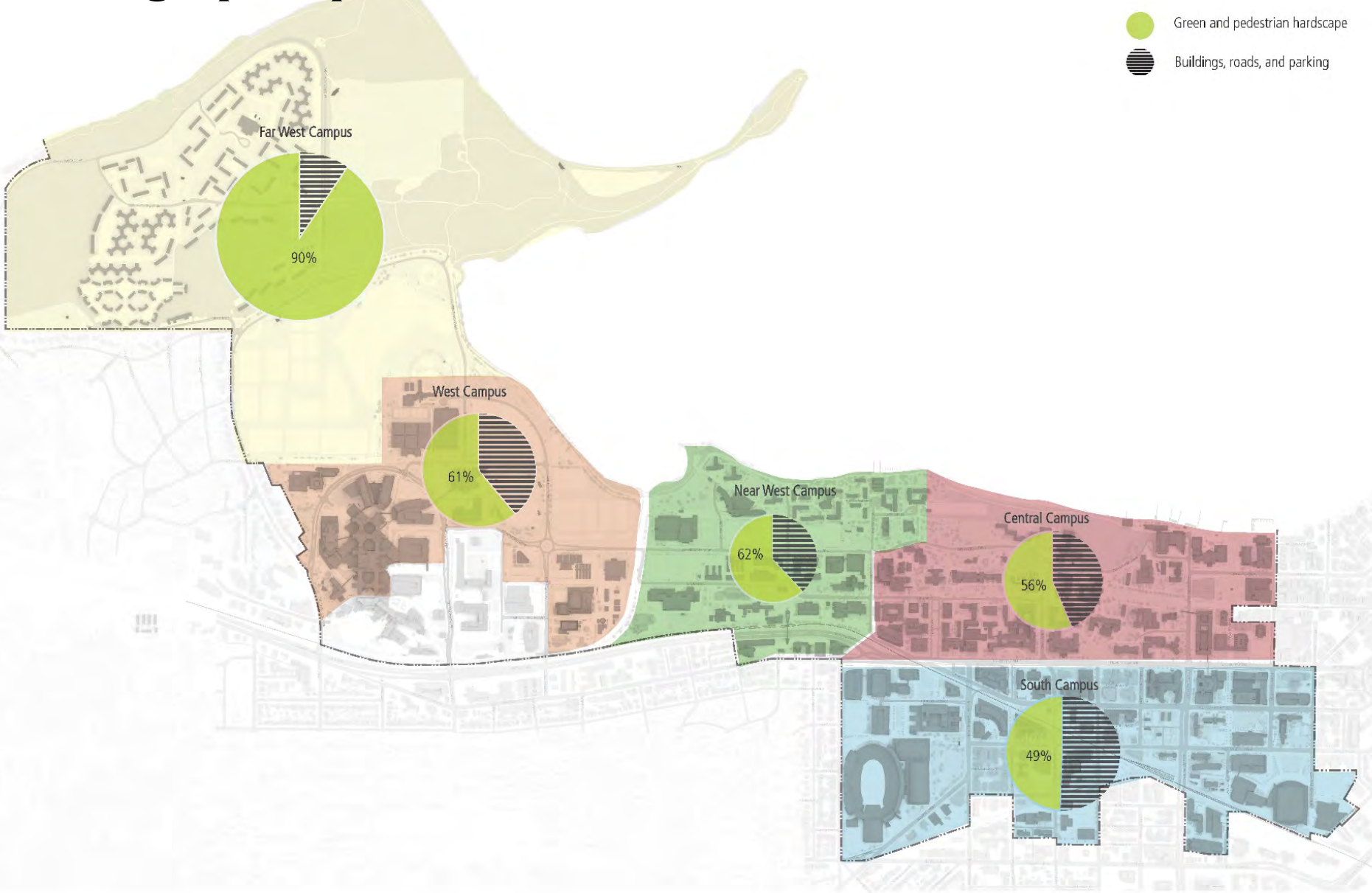
- Preserve and enhance views to Lake Mendota
- Preserve and enhance the view to the Capitol building
- Preserve and enhance inner campus views





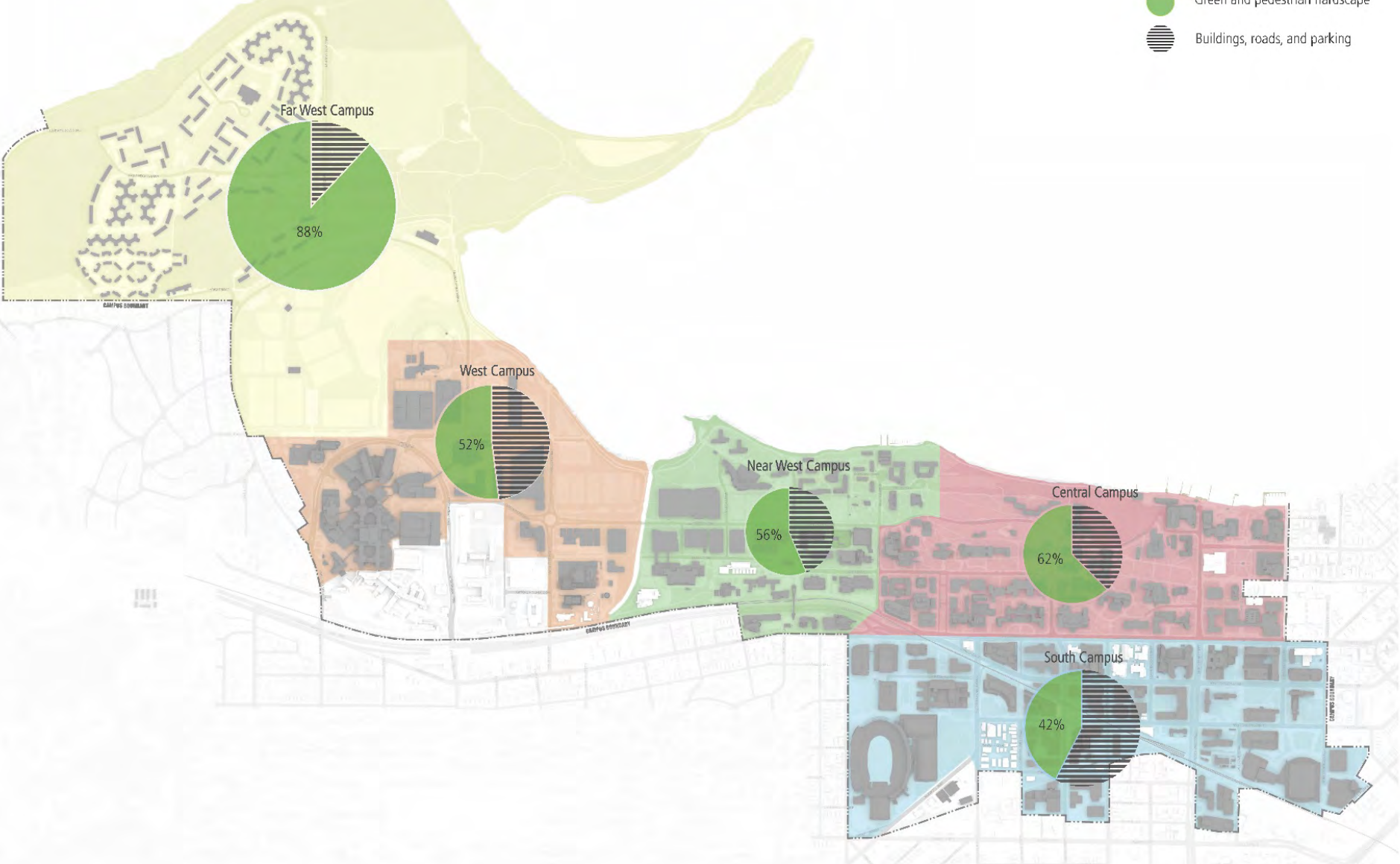
# Existing Open Space Ratios

- Green and pedestrian hardscape
- Buildings, roads, and parking



# Proposed Open Space Ratios

- Green and pedestrian hardscape
- Buildings, roads, and parking

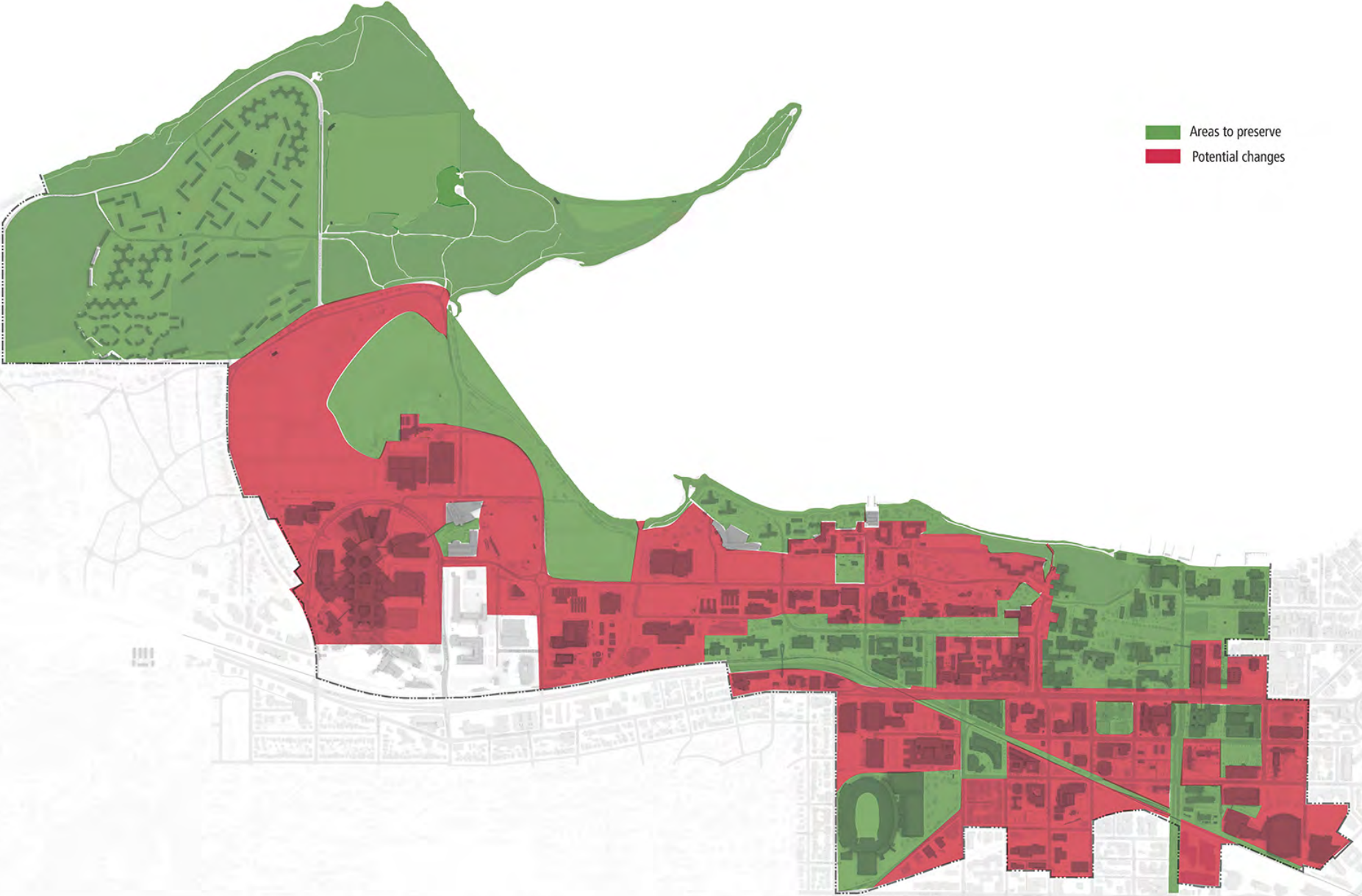


# Existing Open Space Types

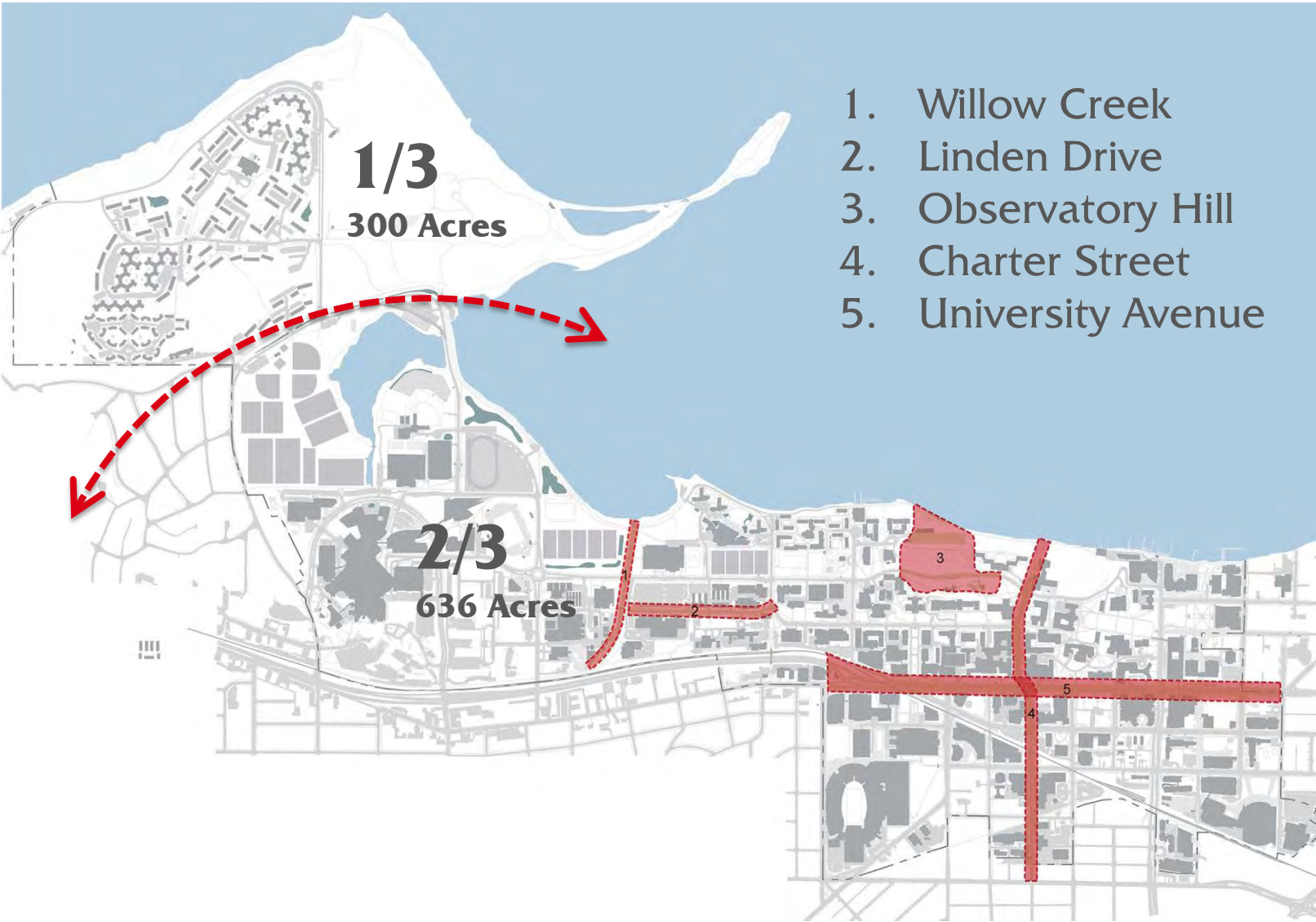
- Natural
- Recreation
- Suburban
- Campus Mall
- Traditional Lawn
- Urban Streetscape
- Courtyard and Terraces
- Parks and Gardens



# Landscape Areas – Preservation vs. Potential Change



# Landscape Focus Areas



# Stormwater Management Goals

1. Become a recognized leader in green infrastructure among similar institutions, and within Dane County.
2. Work collaboratively with others in the region to achieve the ultimate goal of a healthy Yahara Lakes ecosystem.
3. Foster stewardship of the natural resources on and around the UW-Madison campus.
4. Increase pervious area on campus to 70% (currently at 63% pervious).

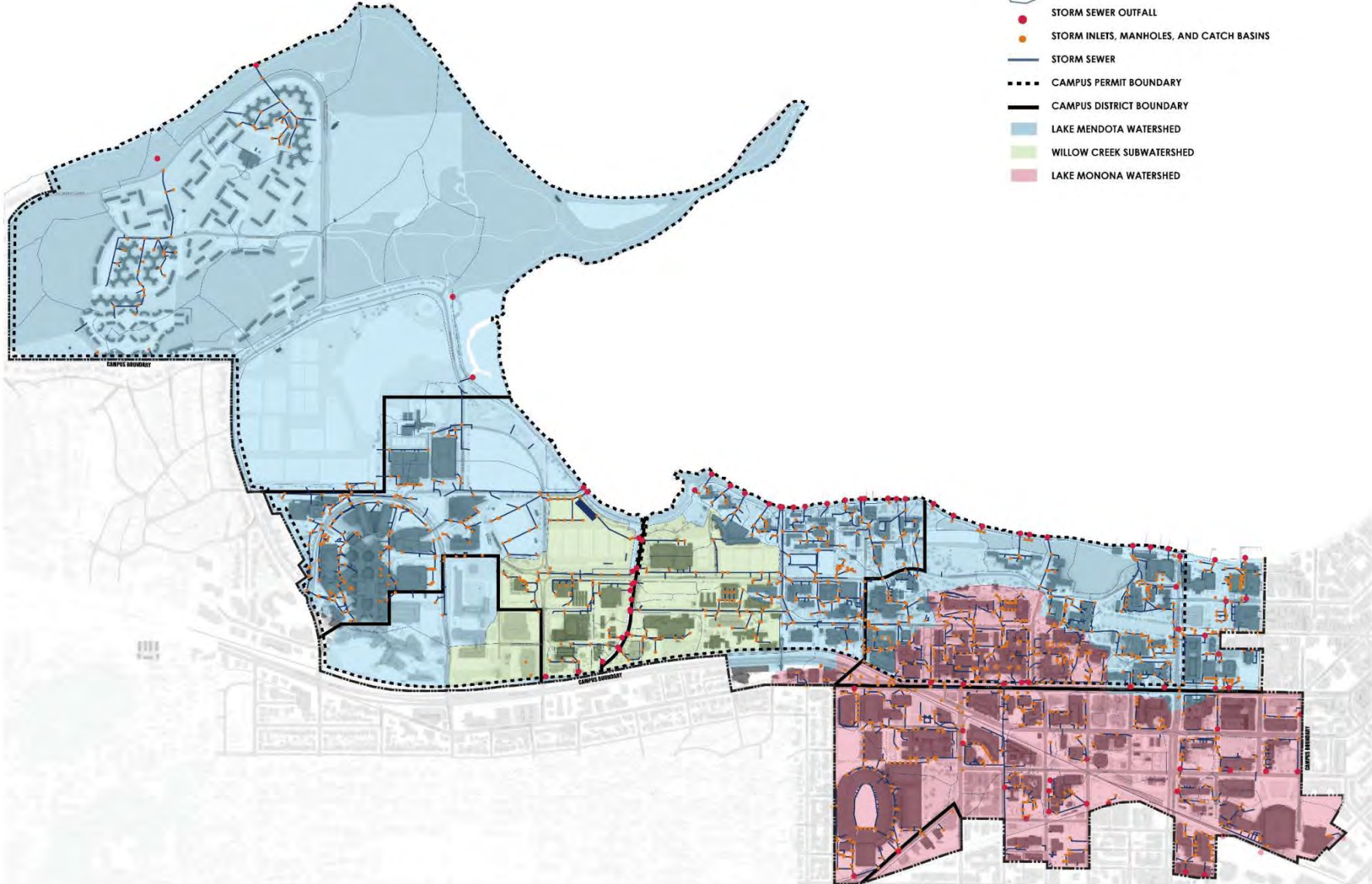


# Stormwater – Watersheds & Storm Sewers



## WATERSHEDS AND STORM SEWER NETWORK

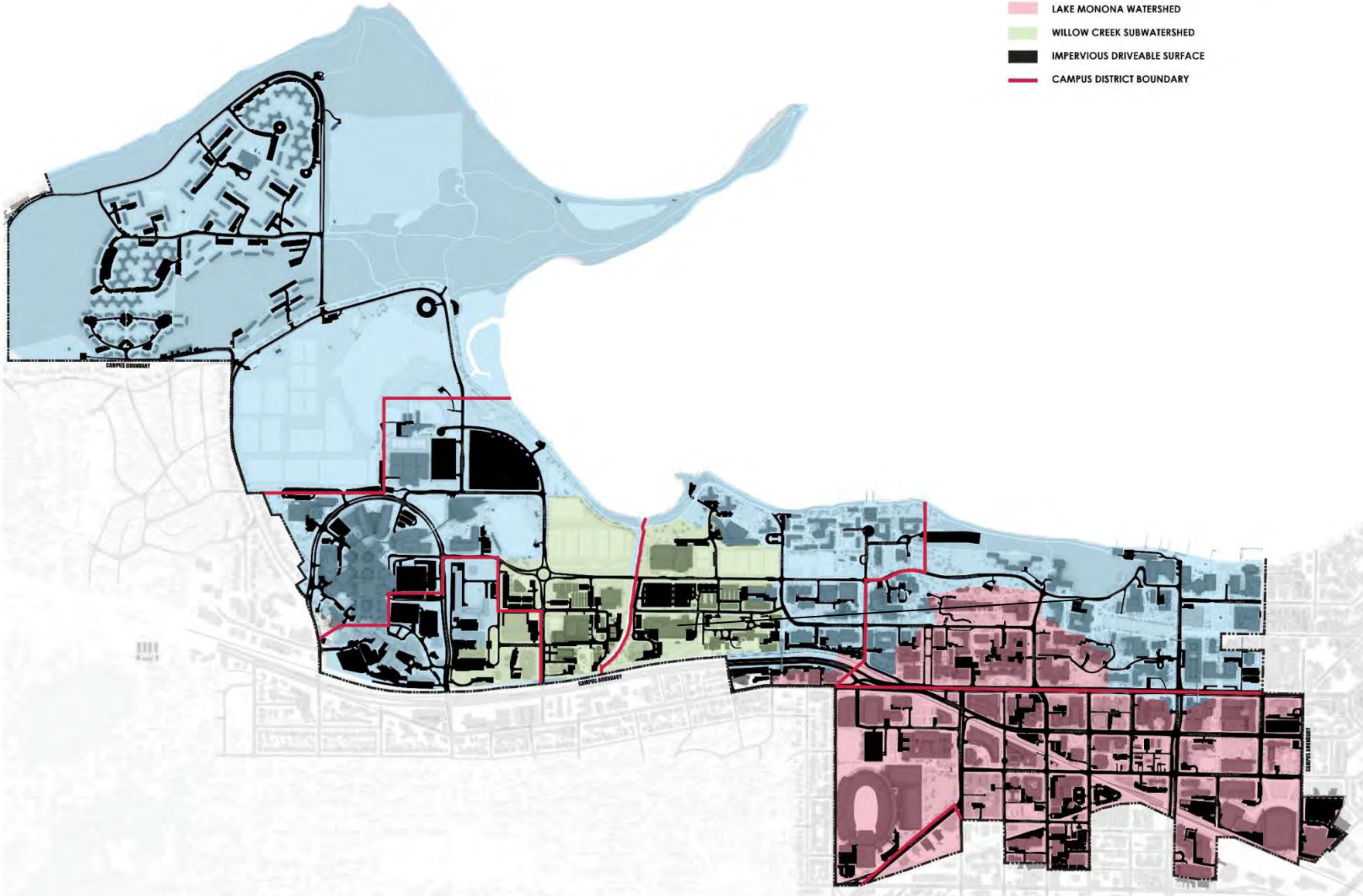
- OUTFALL DRAINAGE BASIN
- STORM SEWER OUTFALL
- STORM INLETS, MANHOLES, AND CATCH BASINS
- STORM SEWER
- CAMPUS PERMIT BOUNDARY
- CAMPUS DISTRICT BOUNDARY
- LAKE MENDOTA WATERSHED
- WILLOW CREEK SUBWATERSHED
- LAKE MONONA WATERSHED



# Stormwater – Impervious Areas

### IMPERVIOUS DRIVEABLE SURFACES

- LAKE MENDOTA WATERSHED
- LAKE MONONA WATERSHED
- WILLOW CREEK SUBWATERSHED
- IMPERVIOUS DRIVEABLE SURFACE
- CAMPUS DISTRICT BOUNDARY

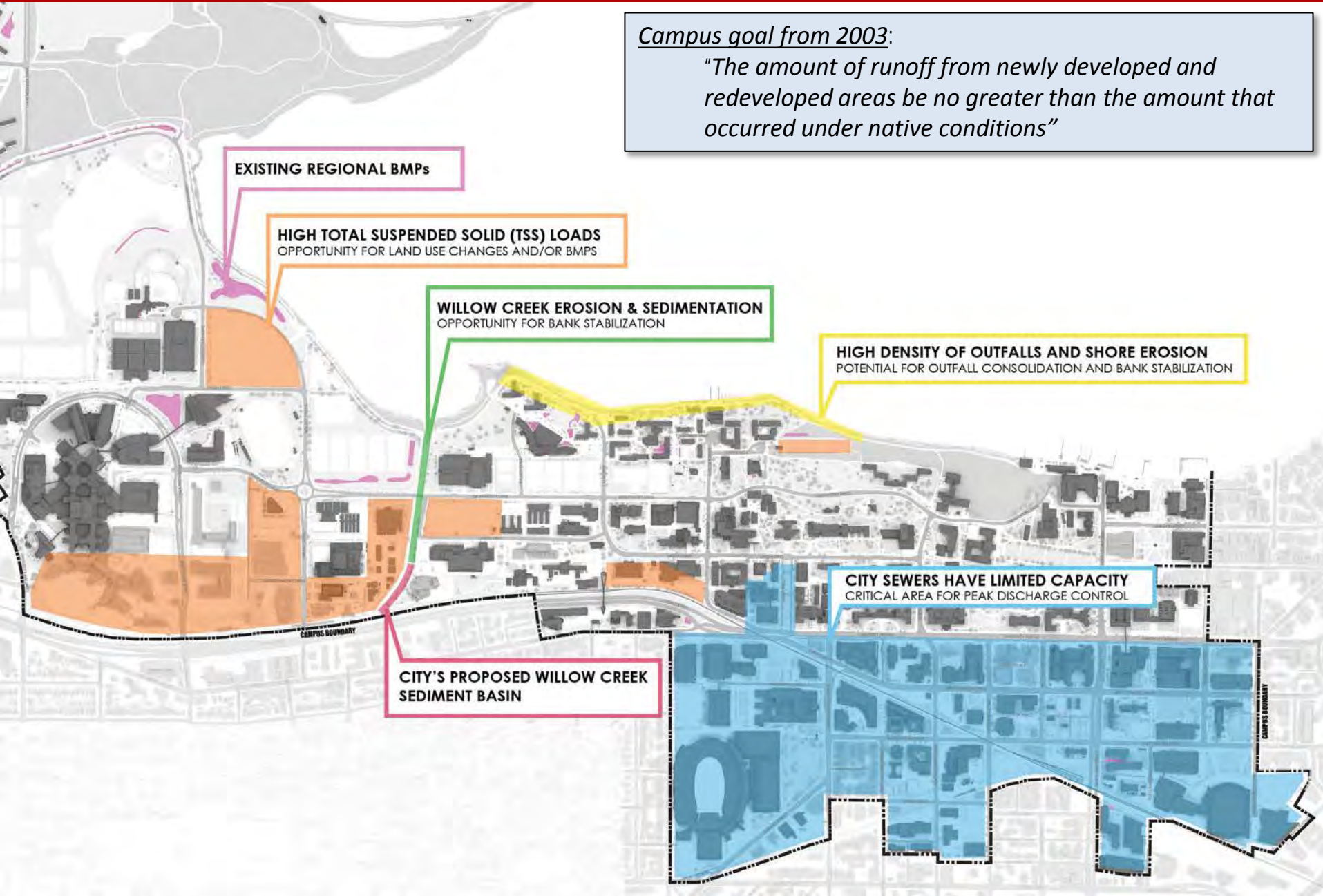




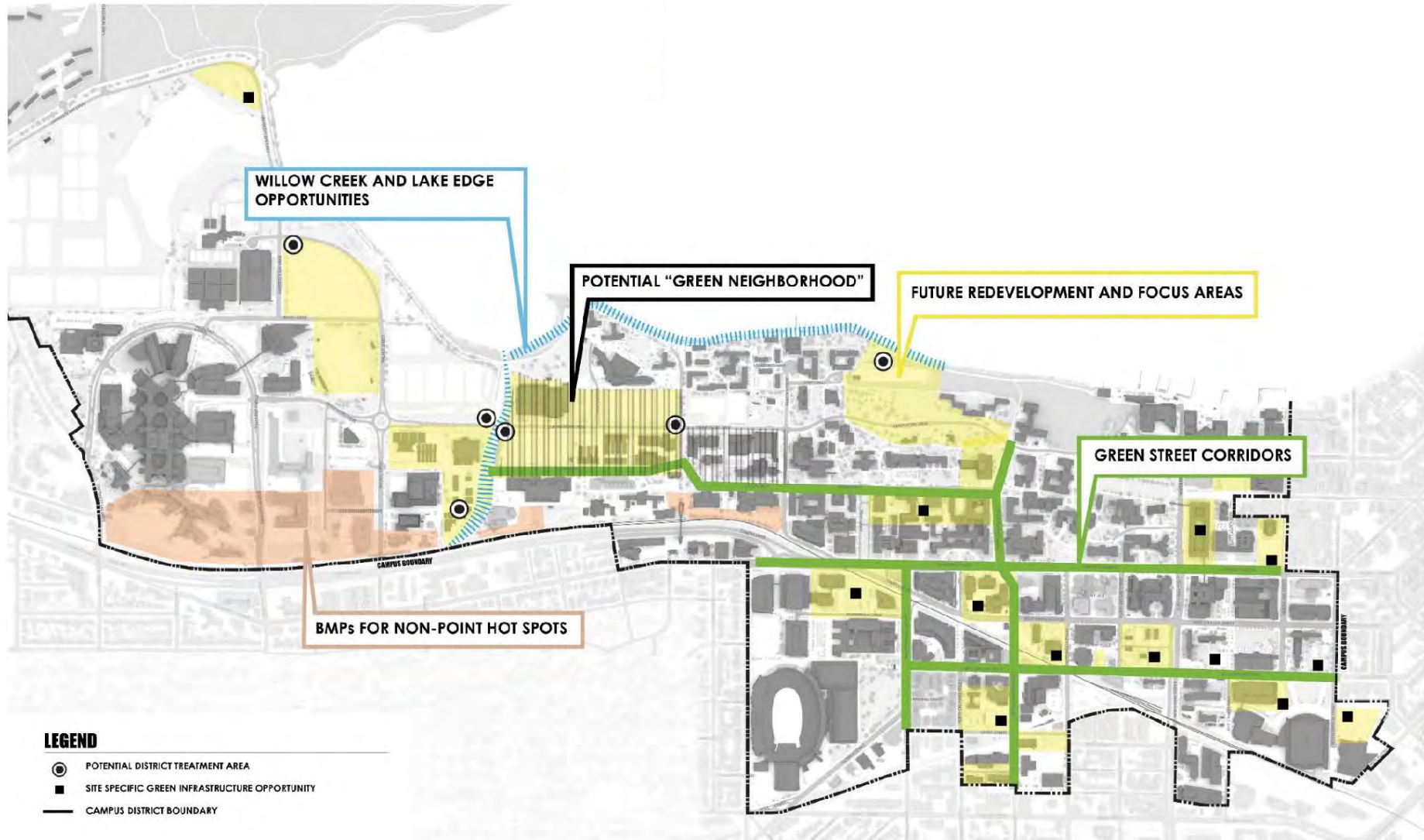
# Stormwater Management – Analysis, Existing BMP's

Campus goal from 2003:

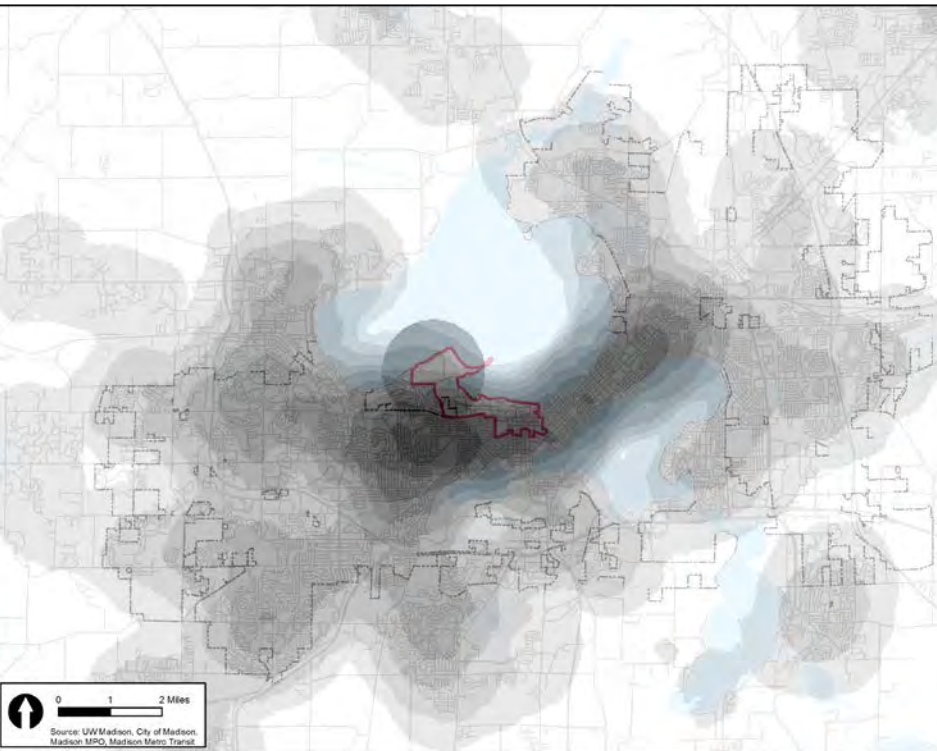
*"The amount of runoff from newly developed and redeveloped areas be no greater than the amount that occurred under native conditions"*



# Green Infrastructure Opportunities

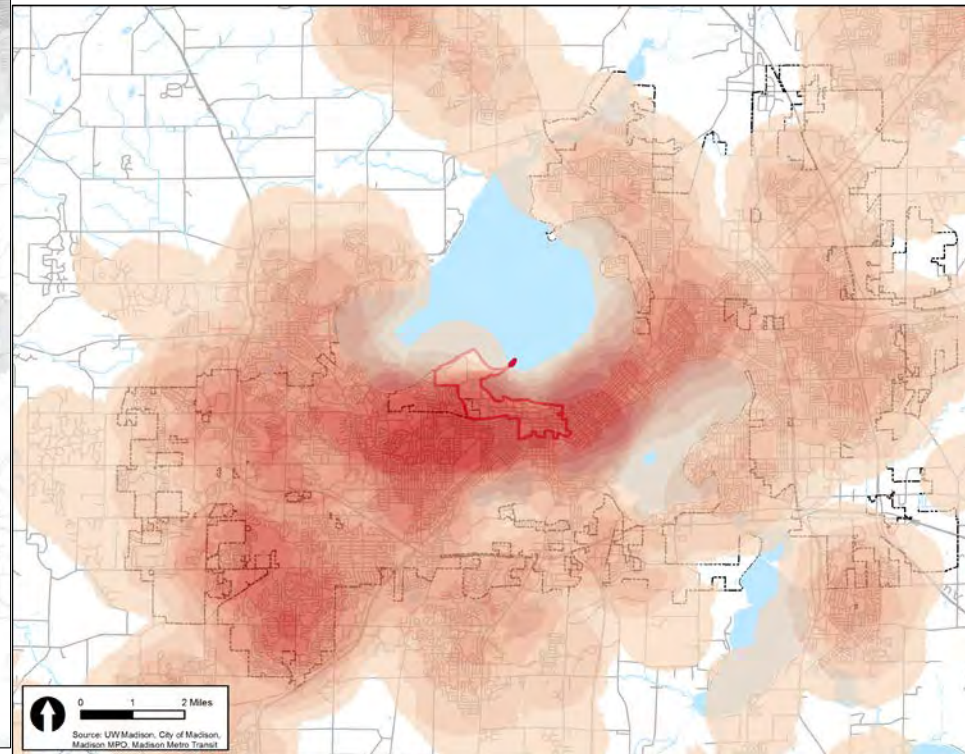


## UW Faculty & Staff



Approx. 21,700

## UW Hospital Staff



Approx. 7,400

# Transportation Improvements Since 2005

## LEGEND

### BICYCLE IMPROVEMENTS

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

### PEDESTRIAN IMPROVEMENTS

1. East Campus Mall
3. Signal and Crosswalk on University Ave. at MSC/WID
4. Signal and Crosswalk on University Ave. at East Campus Mall
5. Signal and Crosswalk on Johnson St. at Orchard St.
6. Traffic Calming and Streetscape Improvements on Johnson St.

### ROADWAY IMPROVEMENTS

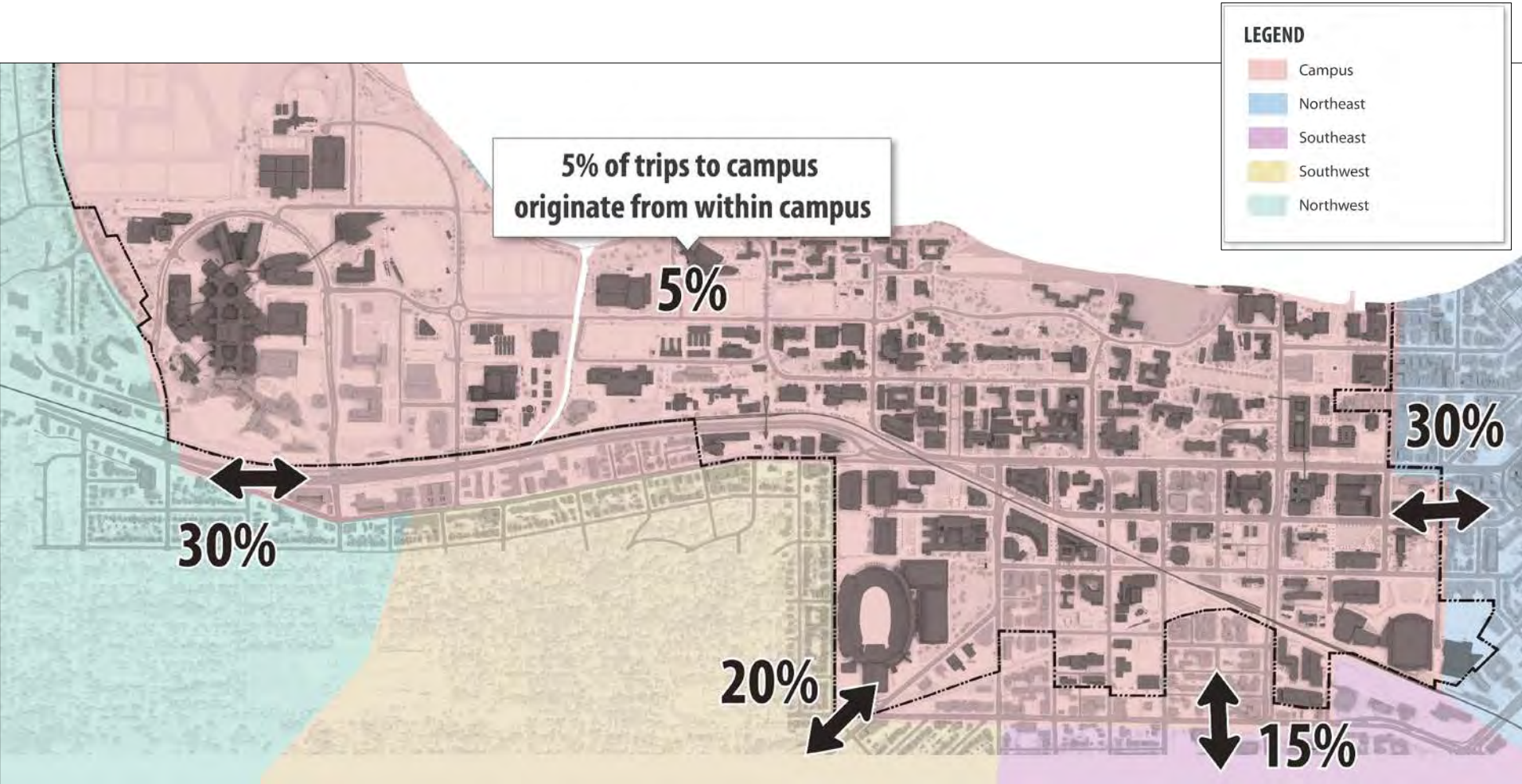
1. Vacation of Johnson St. (Randall Ave. to Campus Dr.)
2. Reconfiguration of Intersection of University Ave. and Campus Dr.
3. Extension of Observatory Dr.
4. Ramp Improvements at Highland Ave.

### PARKING IMPROVEMENTS

1. CSC Visitor Ramp Expansion
2. Steenbock Ramp (Lot 36) Expansion
3. Union South Ramp
4. Two Surface Parking Lots Added
5. Surface Parking Lot Added
6. Parking Added Under School of Education Green Roof



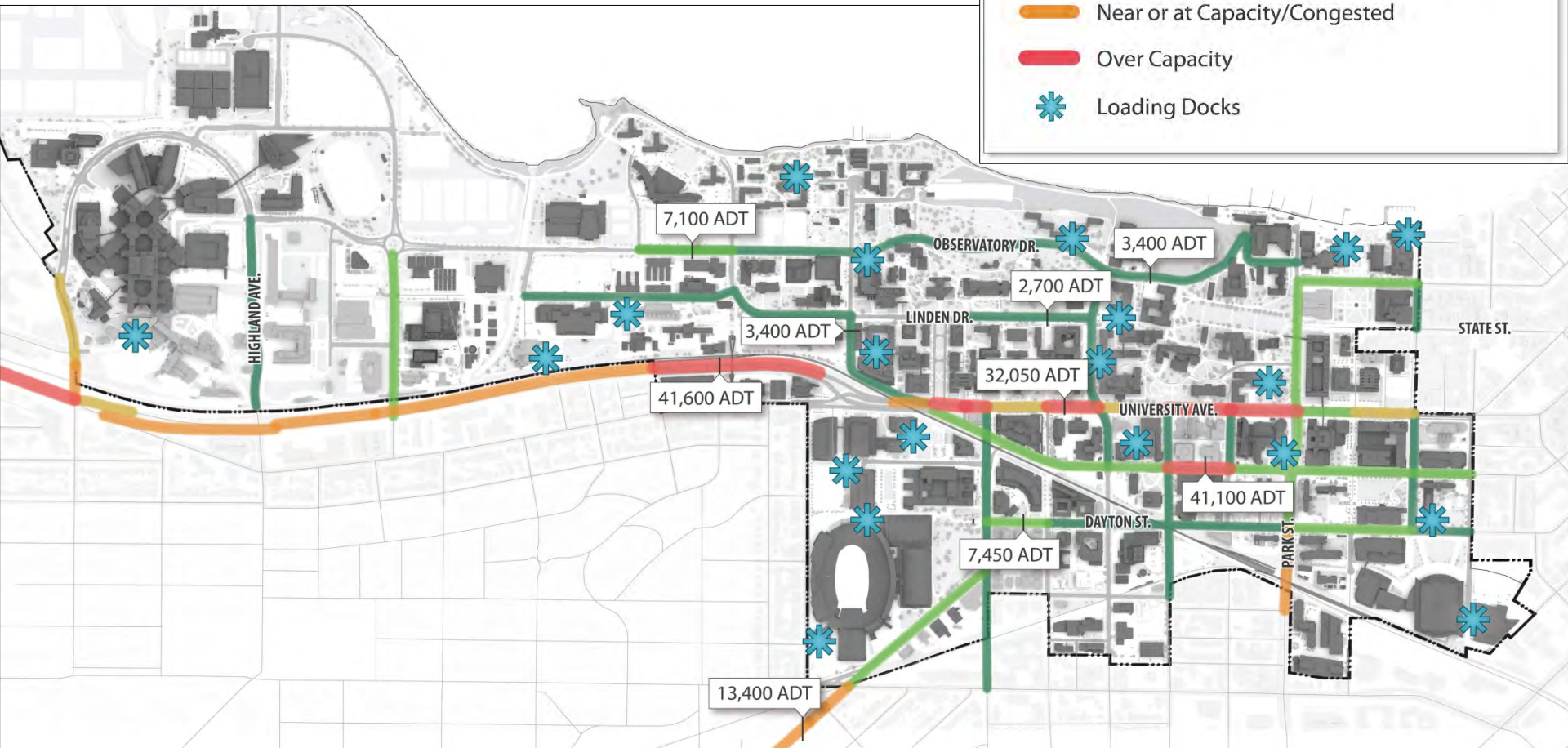
# Travel to Campus: Trip Distribution



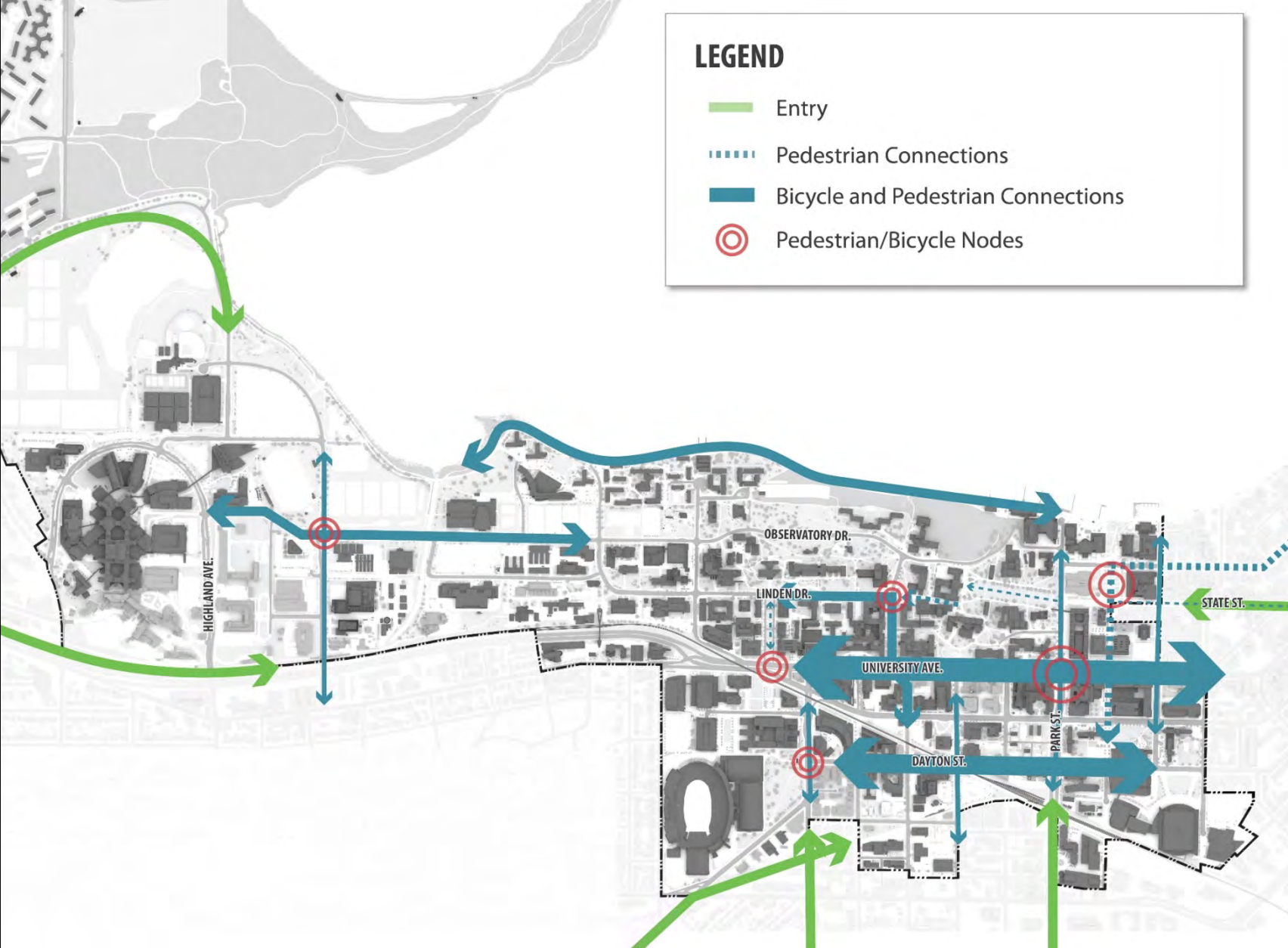
# Vehicle Congestion on Local Streets

## LEGEND

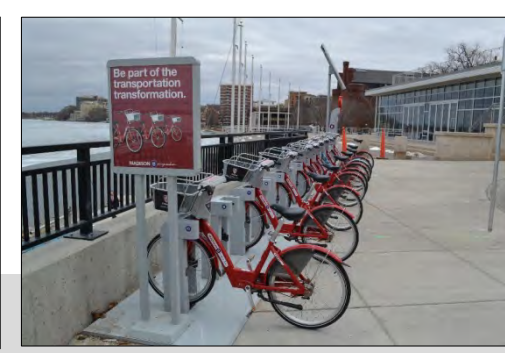
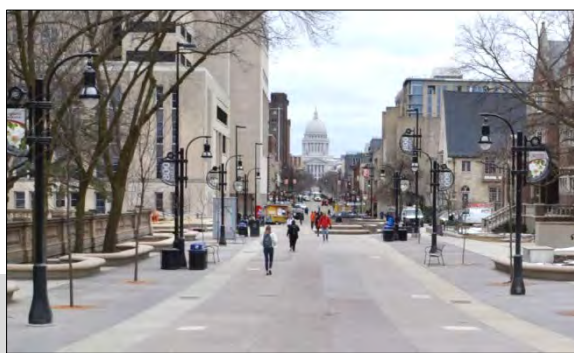
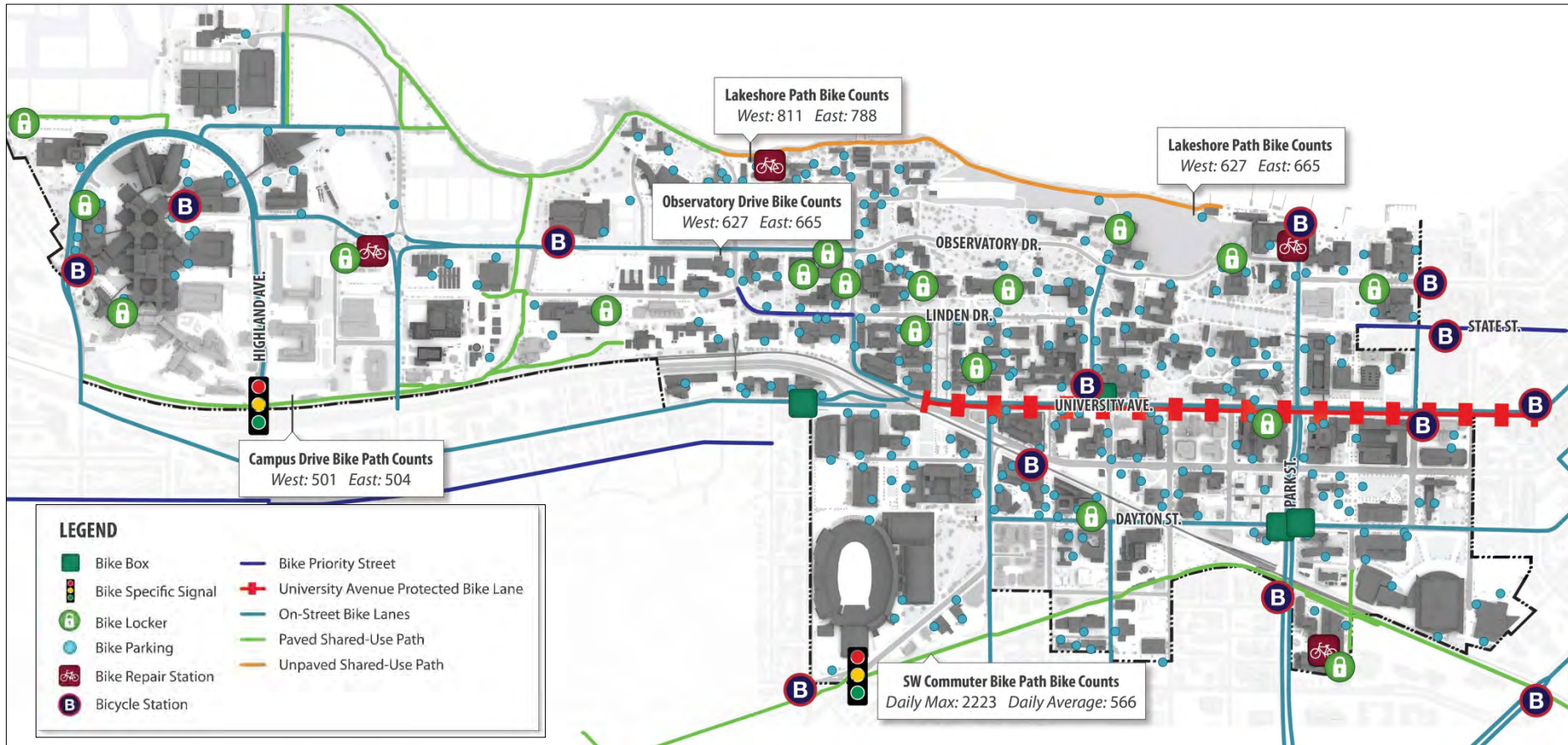
- Uncongested
- Relatively Uncongested
- Approaching Capacity/Slightly Congested
- Near or at Capacity/Congested
- Over Capacity
- Loading Docks



# Non-motorized Connectivity

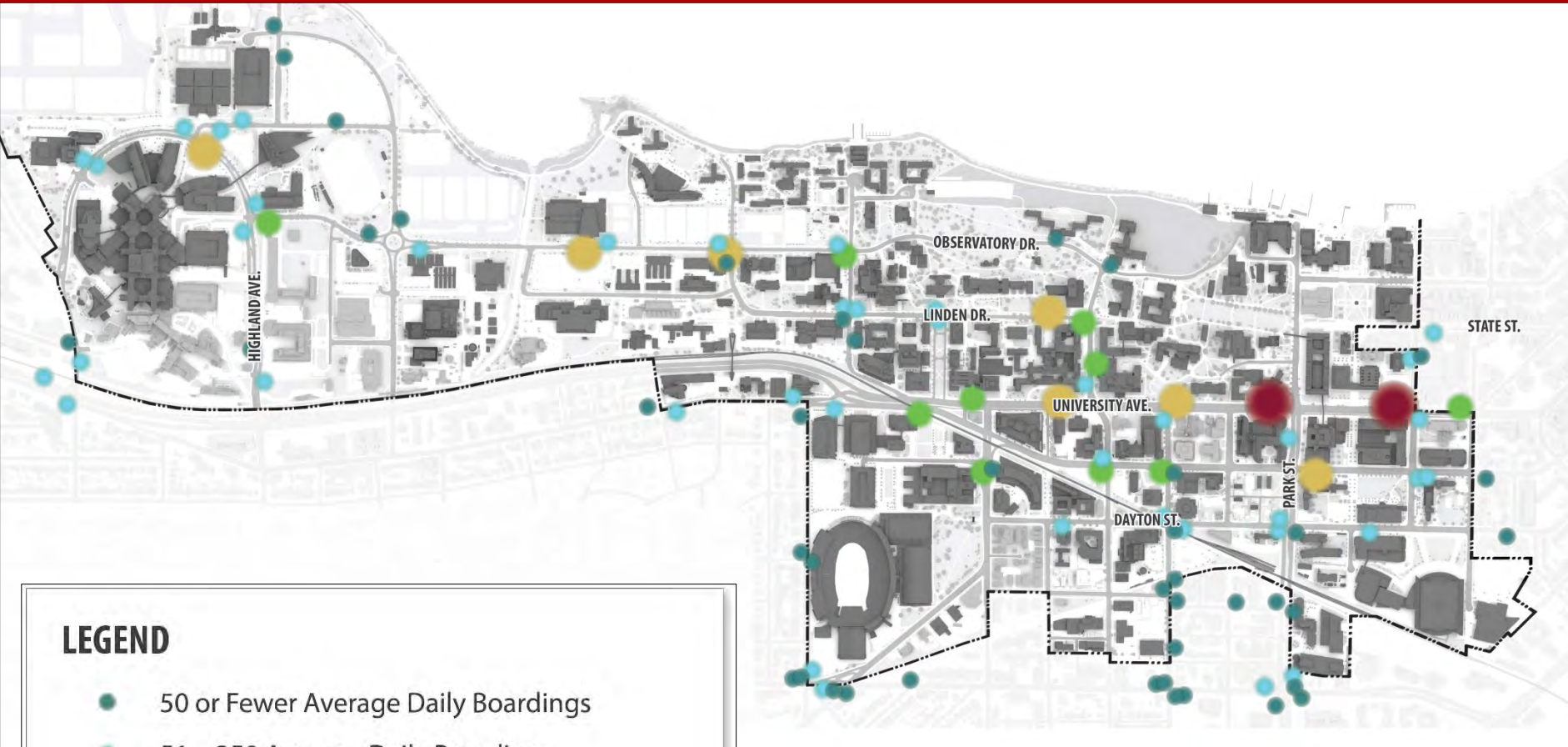


# Bicycle Network & Facilities





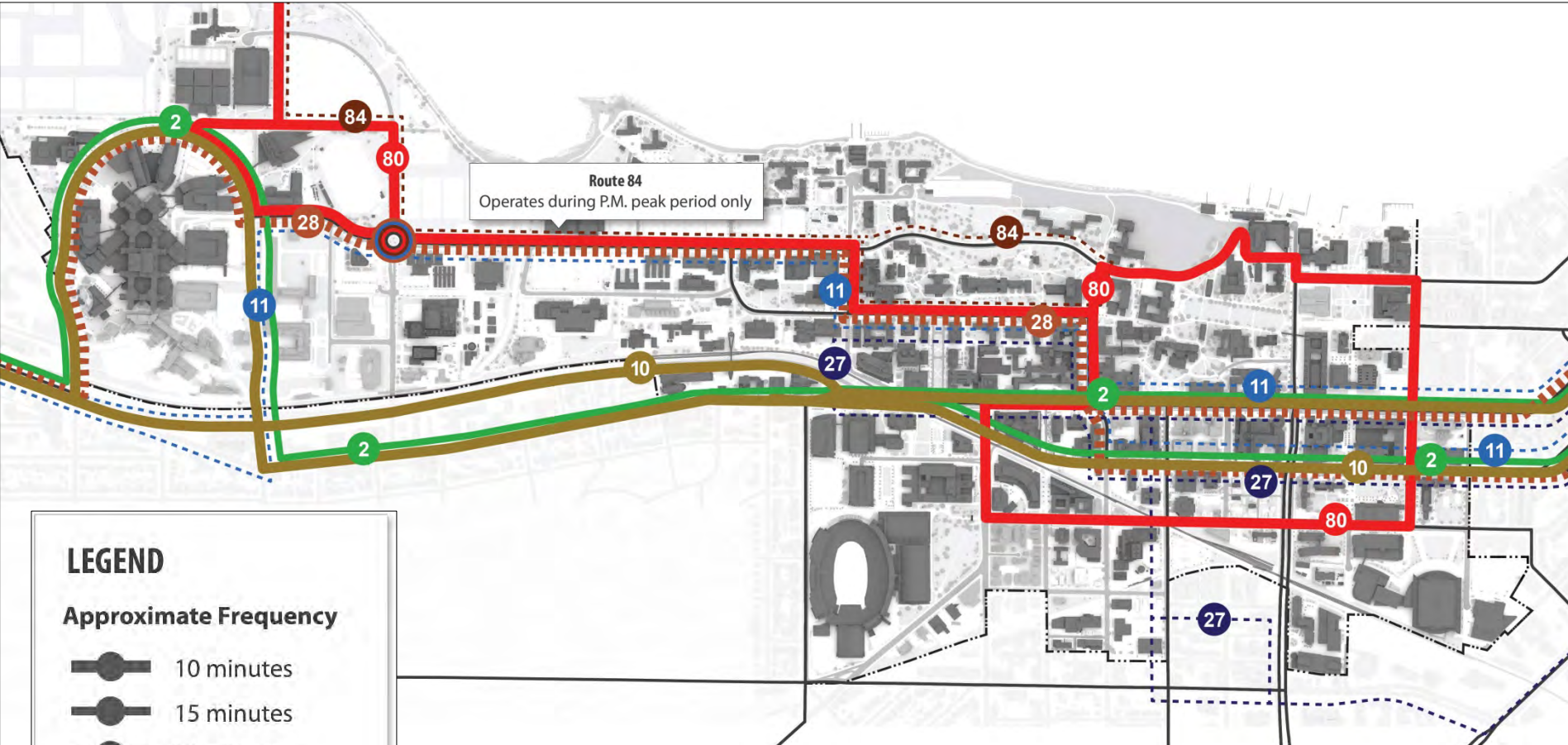
# Transit Boardings



## 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

# Peak Transit Service



## LEGEND

### Approximate Frequency

- 10 minutes
- 15 minutes
- 30 minutes

### Peak Period Only

- 15 minutes

The service on this map reflects the time period between approximately 7 p.m. and 10 p.m.

# Locations with Transit Delays



## LEGEND

### Approximate Frequency

-  10 minutes
-  15 minutes
-  30 minutes




### Peak Period Only

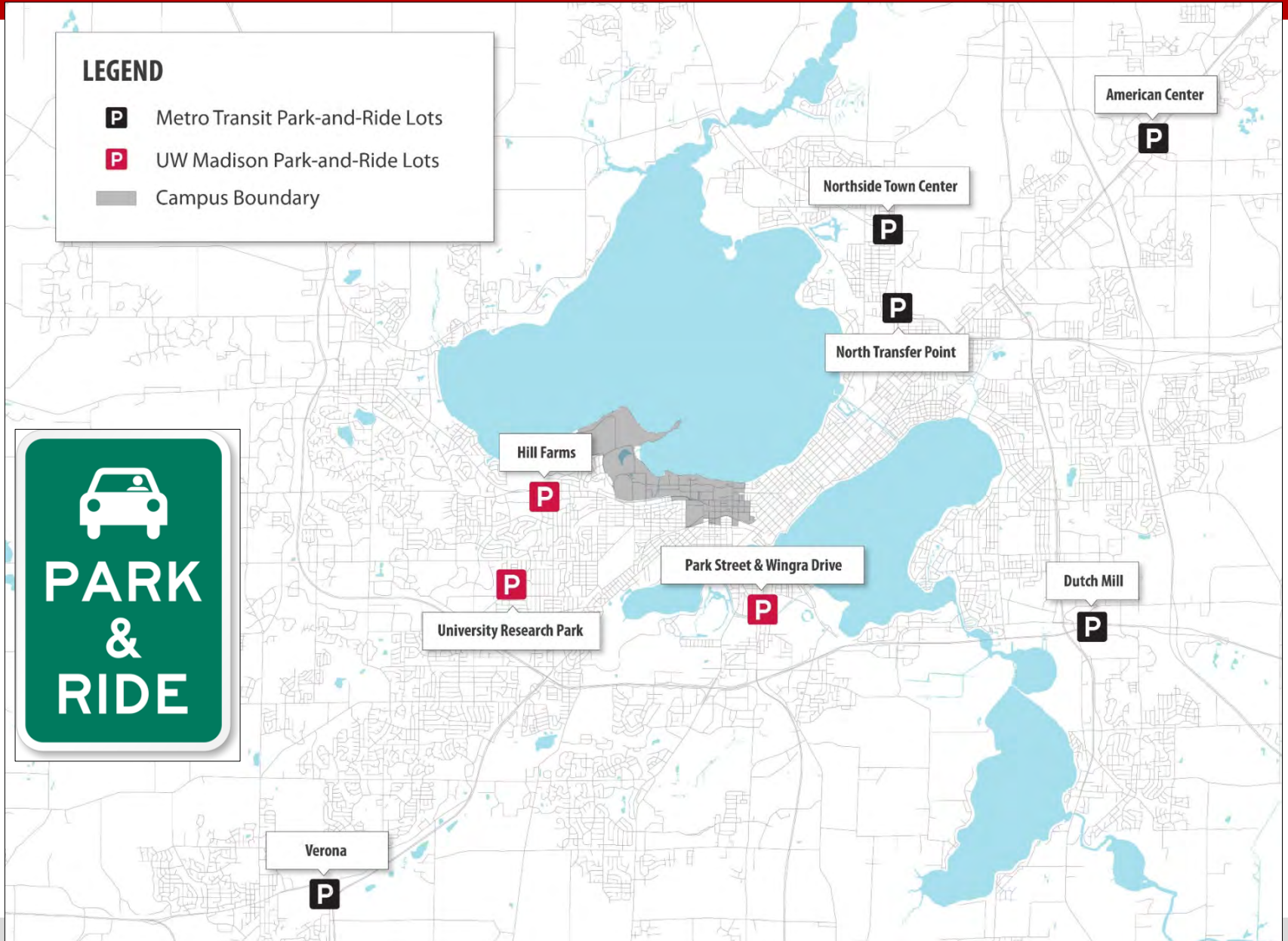
-  15 minutes

*The service on this map reflects the time period between approximately 7 p.m. and 10 p.m.*

# Park and Ride Facilities

## LEGEND

-  Metro Transit Park-and-Ride Lots
-  UW Madison Park-and-Ride Lots
-  Campus Boundary



# Transportation Plan – Parking Supply

## LEGEND



Public Parking



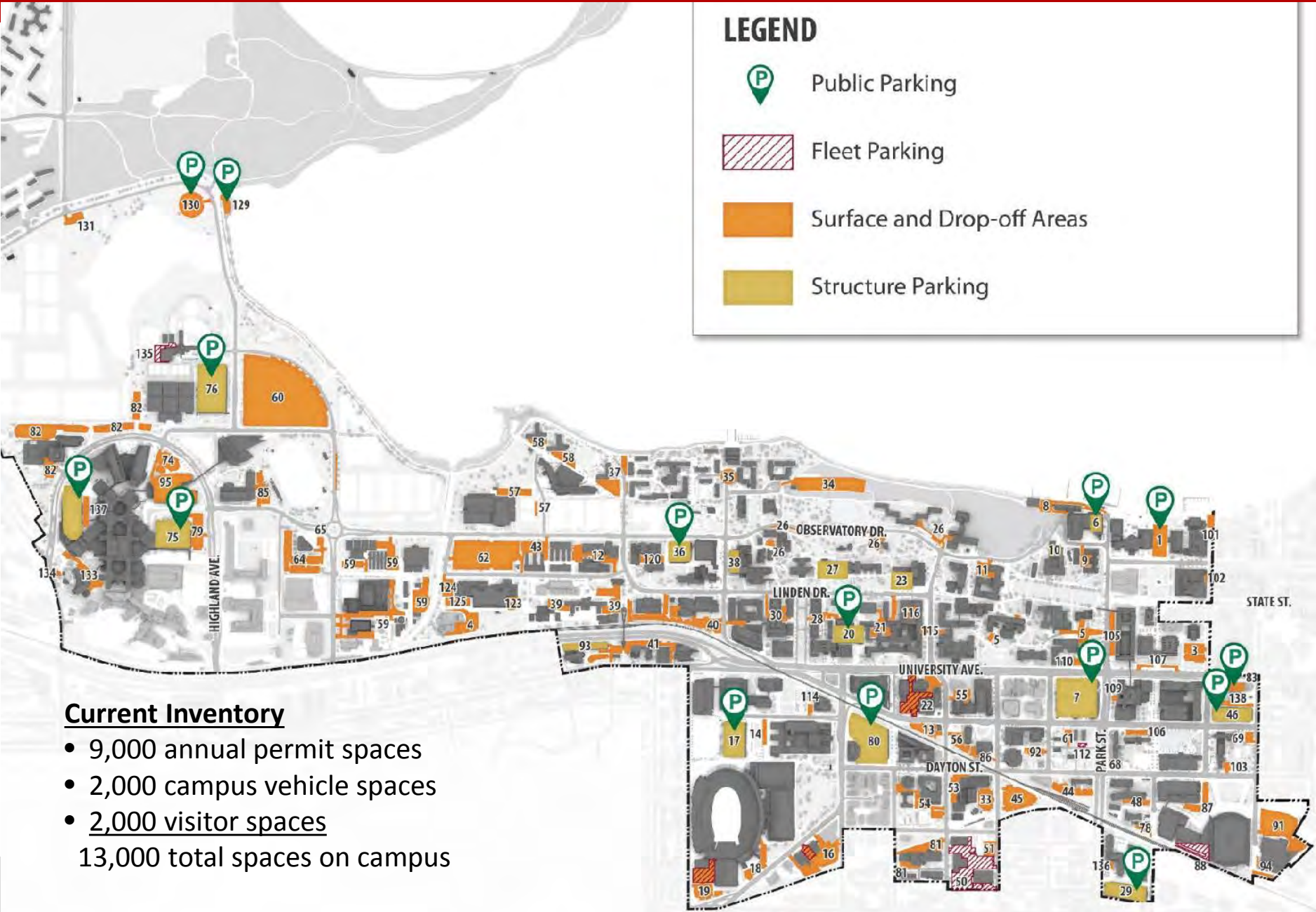
Fleet Parking



Surface and Drop-off Areas

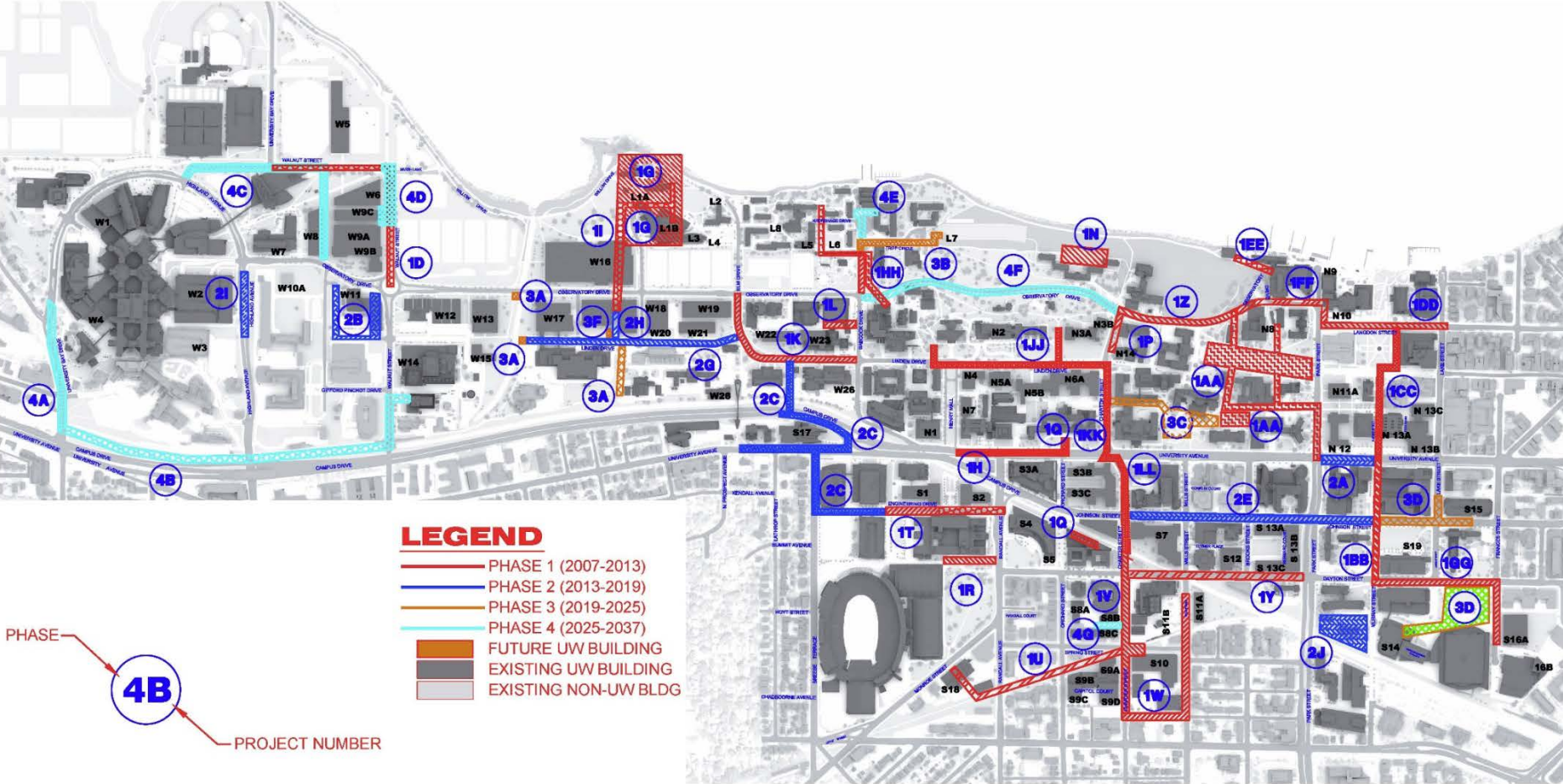


Structure Parking

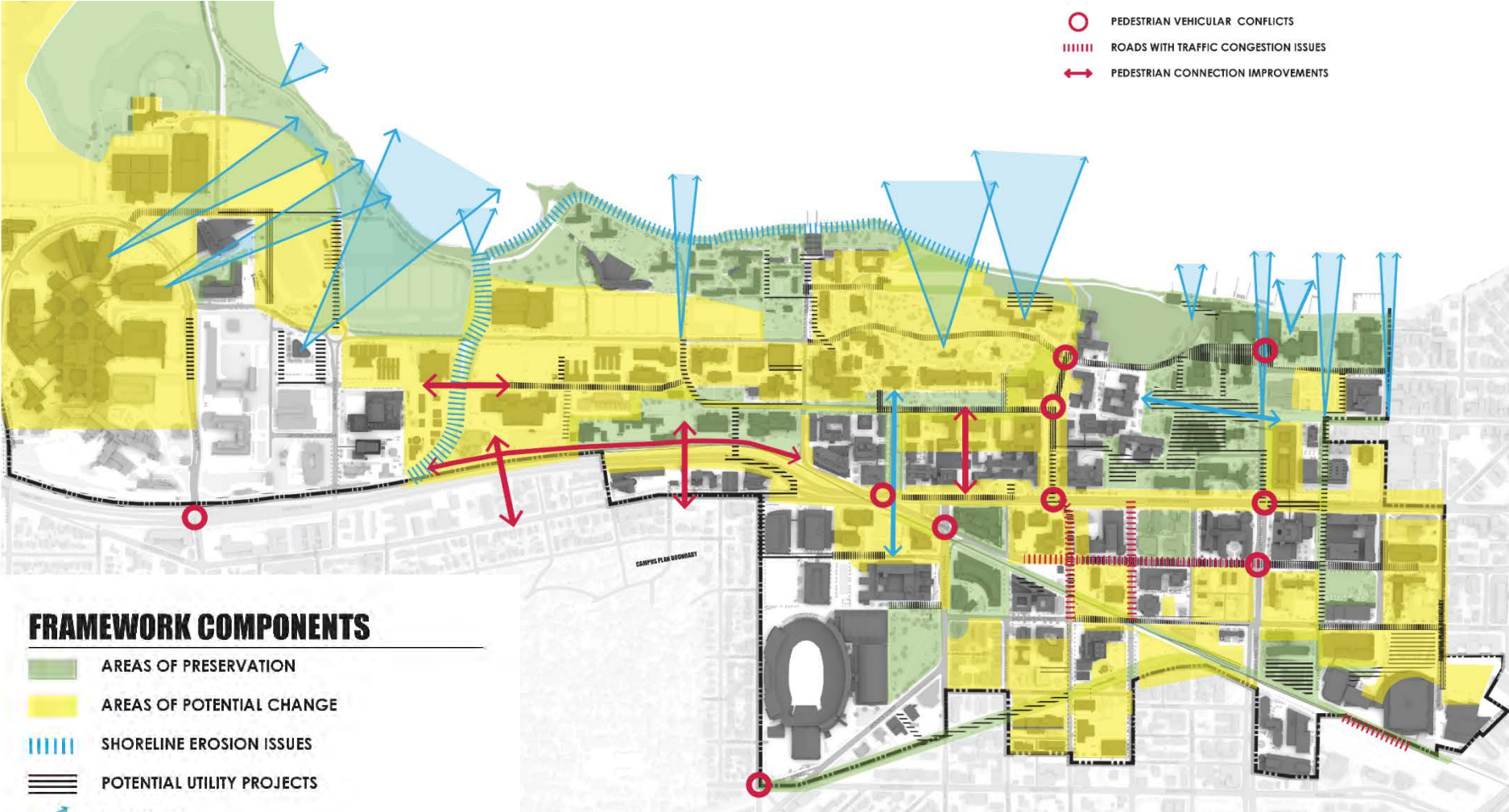


## Current Inventory

- 9,000 annual permit spaces
  - 2,000 campus vehicle spaces
  - 2,000 visitor spaces
- 13,000 total spaces on campus



-  PEDESTRIAN VEHICULAR CONFLICTS
-  ROADS WITH TRAFFIC CONGESTION ISSUES
-  PEDESTRIAN CONNECTION IMPROVEMENTS



## FRAMEWORK COMPONENTS

-  AREAS OF PRESERVATION
-  AREAS OF POTENTIAL CHANGE
-  SHORELINE EROSION ISSUES
-  POTENTIAL UTILITY PROJECTS
-  VIEWSHEDS
-  TWO-WAY VIEWSHEDS
-  PEDESTRIAN VEHICULAR CONFLICTS
-  ROADS WITH TRAFFIC CONGESTION ISSUES
-  PEDESTRIAN CONNECTION IMPROVEMENTS

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# Campus Master Plan Schedule



## Neighborhoods/City Staff

- Joint West Committee  
Aug/Oct/Dec. 2014  
March/June/July/Aug 2015
- Joint Southeast Committee  
Sept 2014  
Jan/March/May/July/Oct 2015
- City staff coordination to date
  - Joint Public Works  
Sept. 2014, March/June 2015
  - Planning, Zoning & Engineering staff  
Oct. 2014
  - Traffic & Stormwater Engineering staff  
April 2015
  - Planning staff  
May/July 2015
- Regent Neighborhood Assoc. (scope overview)  
May 2015
- Sunset Village (scope overview)  
June 2015
- Plan Commission overview scope & analysis  
Aug. 24, 2015

## Proposed future meetings:

- Joint Southeast Campus Area Committee (monthly)
- Joint West Campus Area Committee (monthly)
- Joint Public Works (quarterly)
- City staff in Planning, Zoning & Engineering & Traffic Engineering
- Neighborhoods
  - Capitol Neighborhoods
  - Greenbush
  - Vilas
  - Regent
  - Dudgeon-Monroe
  - Sunset Village
  - Village of Shorewood Hills
- **Plan Commission**
  - **Introduction (Aug. 2015)**
  - **Concept review (spring 2016)**
  - **Final approval (fall/winter 2016)**

Proposed future meetings:

- Urban Design Commission (design guidelines & review board)
- Pedestrian, Bicycle & Motor Vehicle Commission
- Board of Public Works
- Transit & Parking Commission
- Others??

=====

Committees/commissions recommend action to Plan Commission.

Plan Commission recommends action to Common Council.

Common Council reviews & adopts.

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- Open & transparent participatory planning process by all stakeholders
  - University faculty, staff, students & alumni
  - University leadership & shared governance committees
  - Neighbors, neighborhood associations and community residents
  - City of Madison staff
- Meet requirements of the Campus-Institutional Zoning District
- Approval by UDC of Campus Design Guidelines
- Approval by UDC of Design Review Board process & members
- Approval of the 2015 Campus Master Plan
  - Plan Commission
  - Common Council



UNIVERSITY OF WISCONSIN - MADISON

## 2015 Campus Master Plan Update

Facilities Planning & Management

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[Historic Campus Plans](#)

[FAQ's](#)



Your voice is important and we want to hear from you! Join our campus community and provide feedback to plans, upload imagery, identify special locations on maps and see what others are thinking!

Welcome to the website of the 2015 Campus Master Plan Update for the University of Wisconsin-Madison.

Here you will find important information related to the process and how you can make your voice and ideas heard. This site will be continually updated throughout the process and is designed to answer questions about the Campus Master Plan Update and encourage community and campus participation through its two-year development.

The need for a Campus Master Plan is rooted in Wisconsin Statutes 13.48(1), which requires all institutions to develop a long range facilities plan. UW Board of Regents policies also include planning principles that require facilities be planned to be responsive to programs and the way they are delivered: that our physical environment is planned

### IMPORTANT NEWS & DATES

[Inside UW news article - 11/04/14](#)

### Public Informational Meetings:

#### **Open House #1A - April 28, 2015**

Cooper Hall ( School of Nursing)  
701 Highland Ave Rm.1121 6-8 pm

#### **Open House #1B - April 29, 2015**

Mechanical Engineering  
1513 University Ave  
Rm 1106 5-7 pm

Open House #2 -- Week of Sept. 14, 2015

Open House #3 -- Week of Jan. 25, 2016



# 2015 UW-Madison Campus Master Plan Update

[masterplan.wisc.edu](http://masterplan.wisc.edu)



Photography: Jeff Miller

## **Public Open House #2A**

September 15, 2015 7-9PM  
Health Sciences Learning Center (HSLC) Rm 1325  
750 Highland Avenue

## **Public Open House #2B**

September 16, 2015 7-9PM  
Gordon Dining and Event Center Rm. Sonata  
770 W. Dayton Street

**Analysis Observations &  
Data Presentation**



UW-Madison Facilities Planning & Management  
9th Floor WARF Building · 610 Walnut Street  
608-263-3000 · [www.fpm.wisc.edu](http://www.fpm.wisc.edu)



## Comments & Questions



**WISCONSIN**  
UNIVERSITY OF WISCONSIN-MADISON