

# State Street Campus Garage Redevelopment

Parking

Street level activity

Parking Entrance/Exit

Intercity Bus Exit



# Goal - Replace a 60 Year Old Facility



**Goal – Create a Permanent Intercity Bus Terminal**

**Incorporated in:  
2017 Madison in Motion Plan  
2018 Imagine Madison Plan**

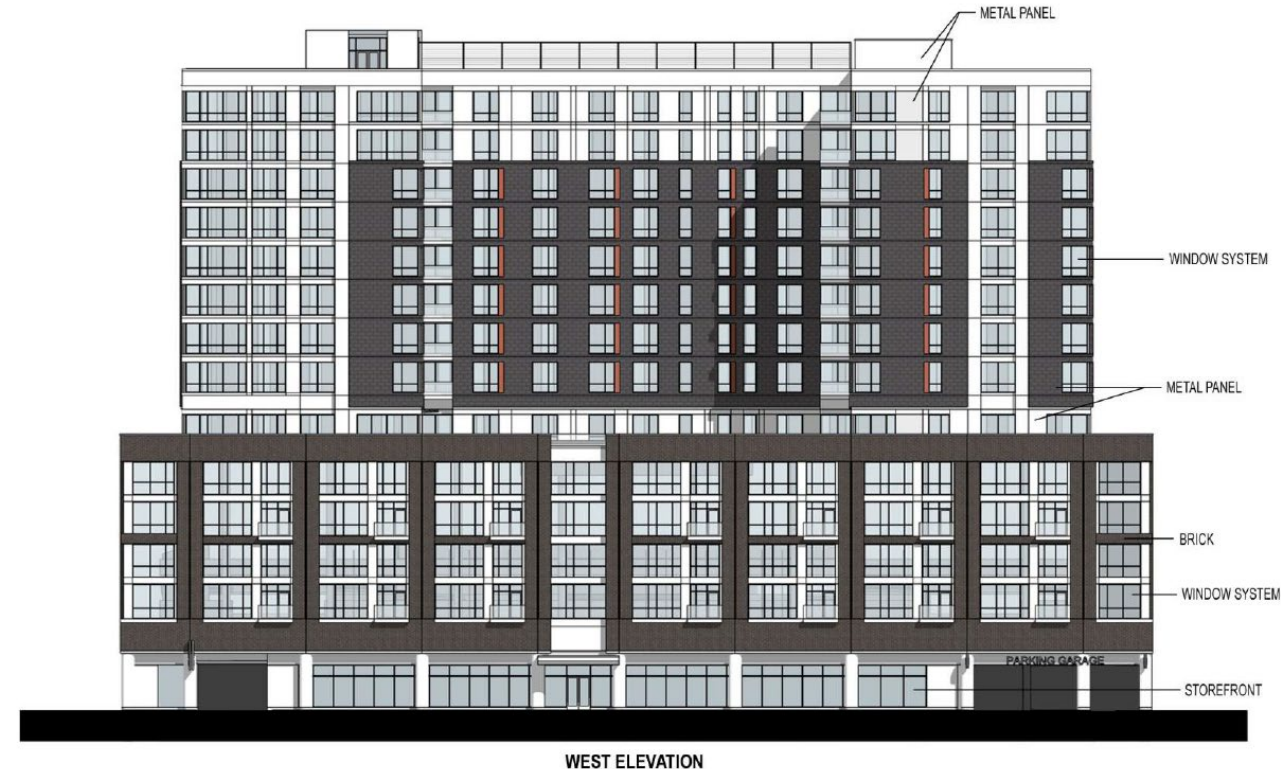
**Grand River Station – La Crosse**



# RFP Issued By Economic Development

## Factors in Selection of Mortensor Development (March 2022)

- Air rights payment
- TIF generated
- Amount of affordable housing for students
- Parking garage geometrics
- Consistency with City goals (Lake activation)

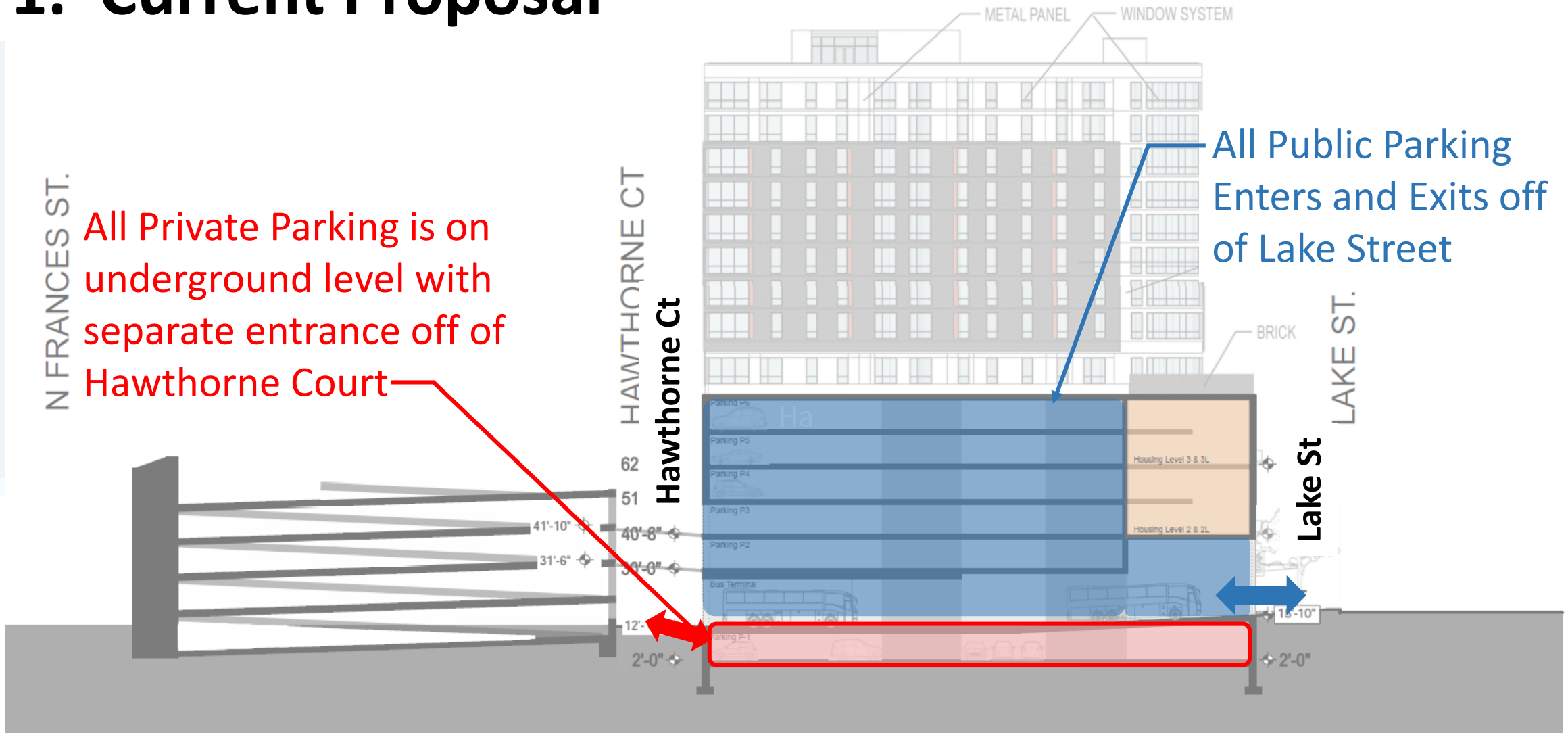


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# 1. Current Proposal



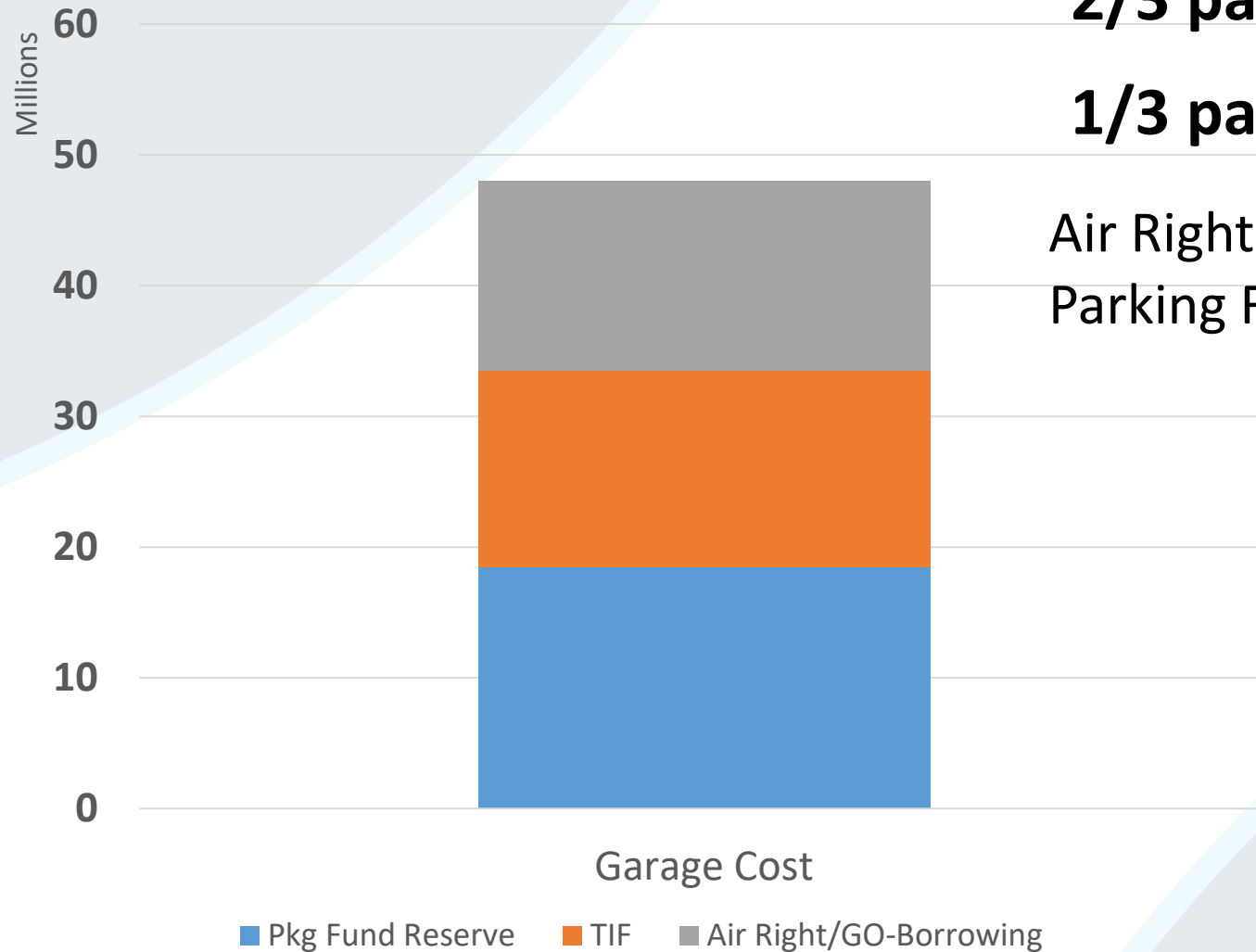
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\* Slightly less than previous presentations

# Financing



**2/3 paid with Air Rights and TIF**

**1/3 paid with Reserve**

Air Rights replenish Parking Fund Reserve  
Parking Fund Services Debt

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# Discussion

1. Circulation
2. Hawthorne Court
3. Parking

# Intercity Bus Circulation



**Buses**

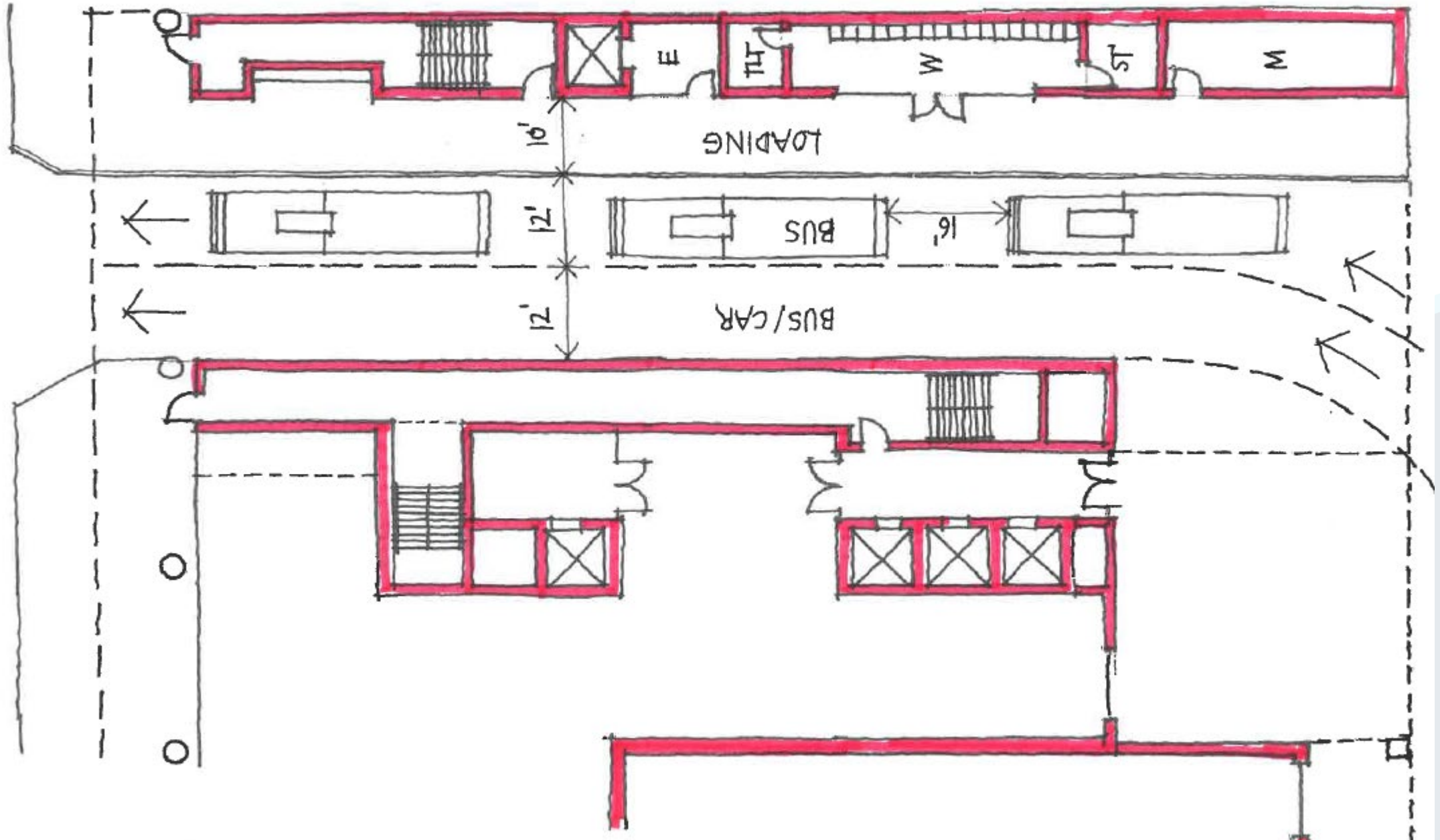
*Possible Future Alley with Reconstruction of Francis St Garage*

Note – 4 stalls are possible, yet discussion with intercity bus carriers preferred this layout

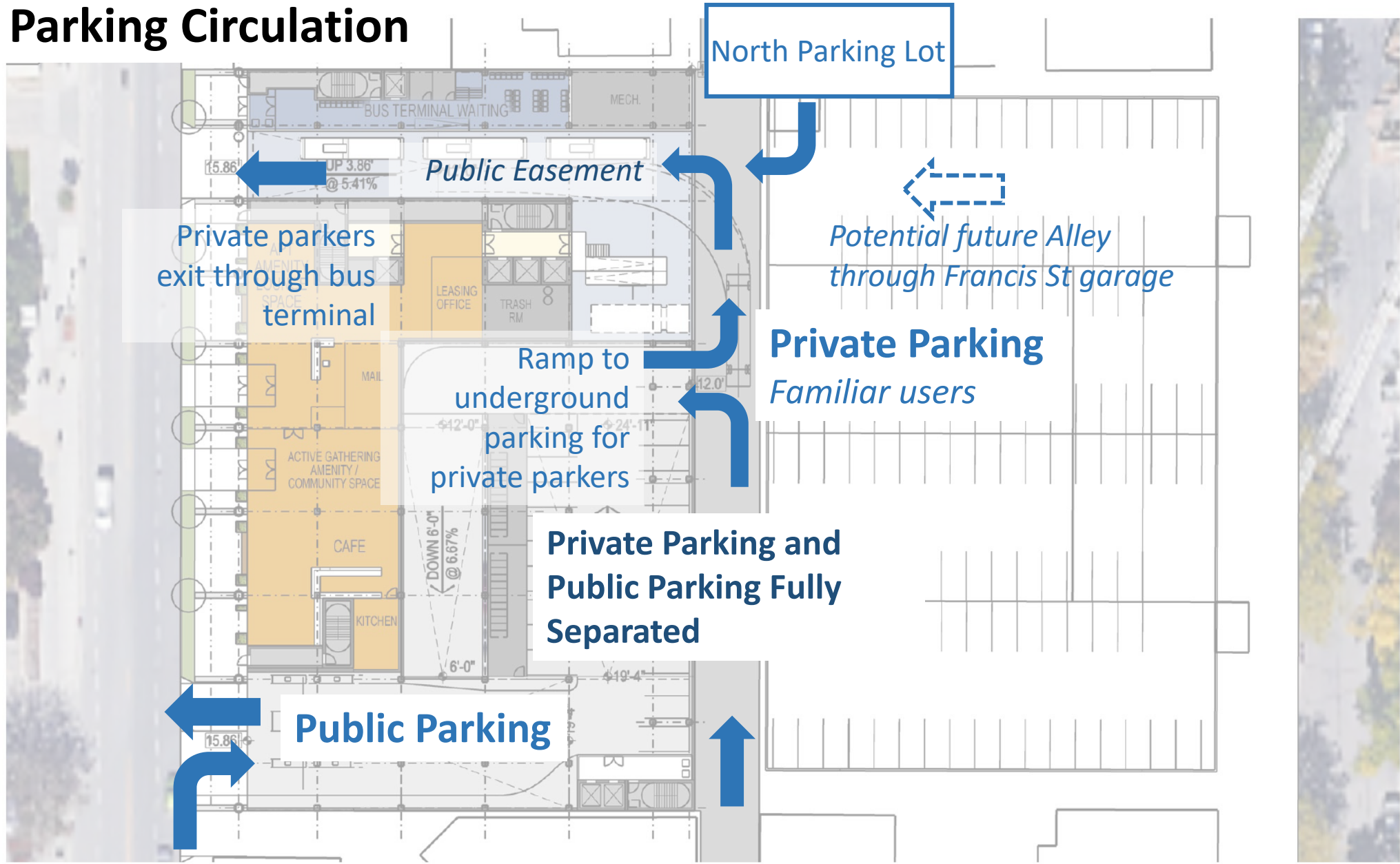
Overflow



# Intercity Bus Loading Concept

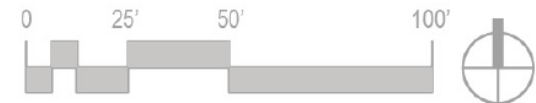


# Parking Circulation

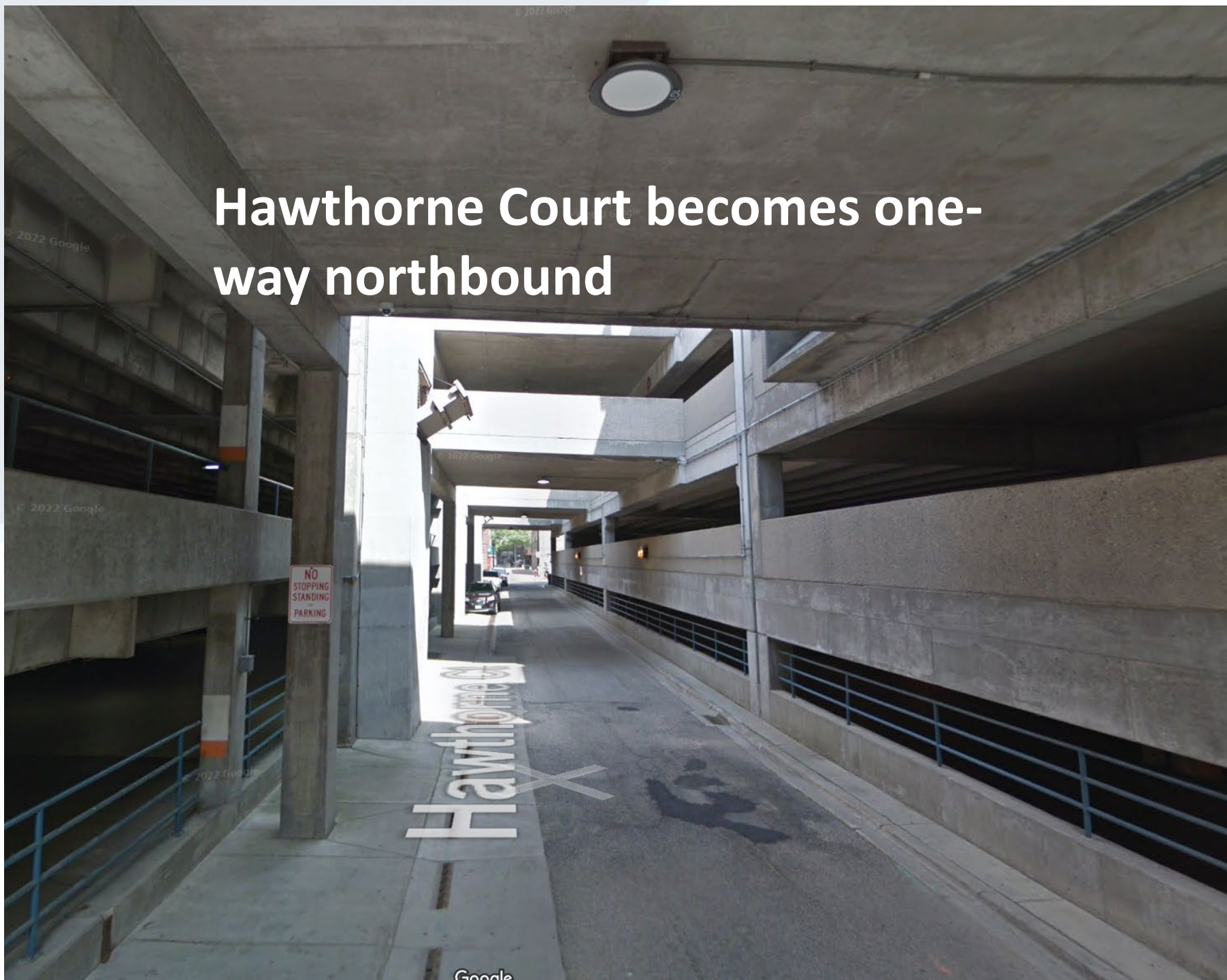


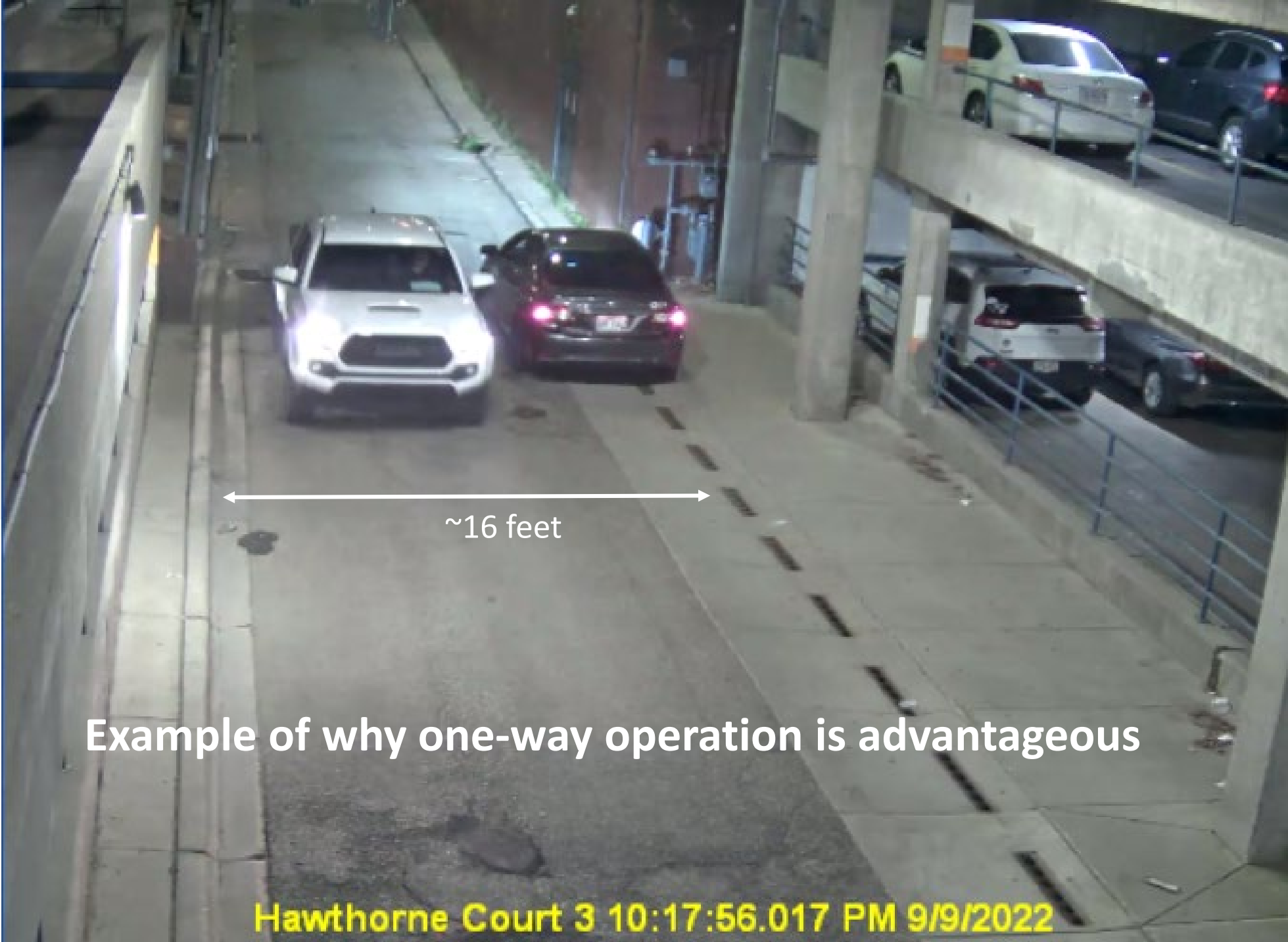
GROUND FLOOR + LANDSCAPE PLAN

$\pm 12.0'$  DENOTES EXISTING ELEVATION FROM AS-BUILTS



# Hawthorne Court becomes one-way northbound





← ~16 feet →

**Example of why one-way operation is advantageous**

**Hawthorne Court 3 10:17:56.017 PM 9/9/2022**

A narrow alleyway between brick buildings. On the left, a red brick wall has a white sign with red text that reads "NO STOPPING STANDING OR PARKING". The alleyway is paved and leads to a covered parking structure in the distance. The sky is clear and blue.

NO  
STOPPING  
STANDING  
OR  
PARKING

Since  
2016

Previously:  
No Parking  
In This  
Court Tow  
Away Zone

**Current regulations do not allow  
stopping, standing, or Parking**

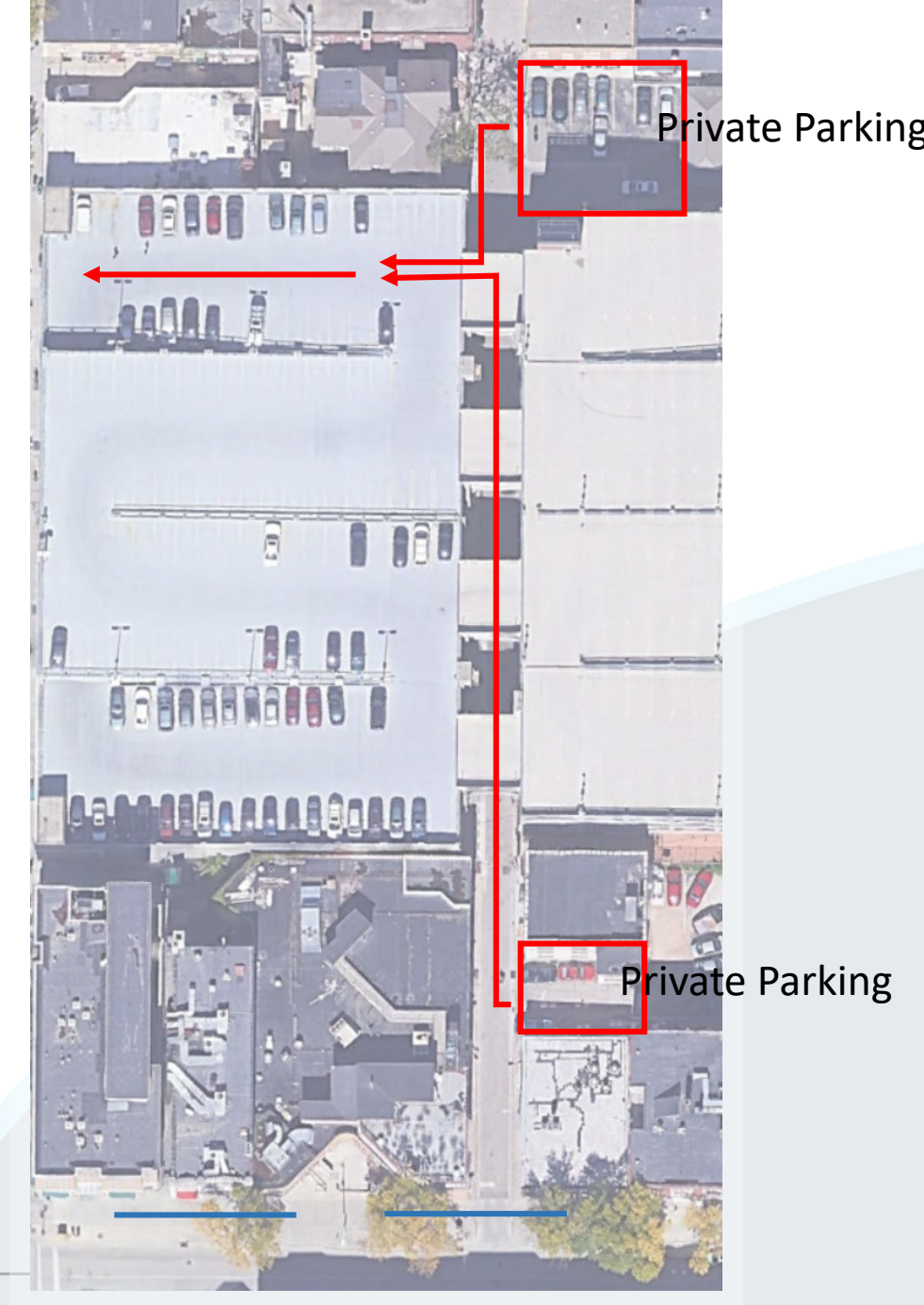
**No real room for  
pedestrian queuing**

## 2. Hawthorne Ct

Private Parking

Loading/Deliveries

Pedestrian Queuing

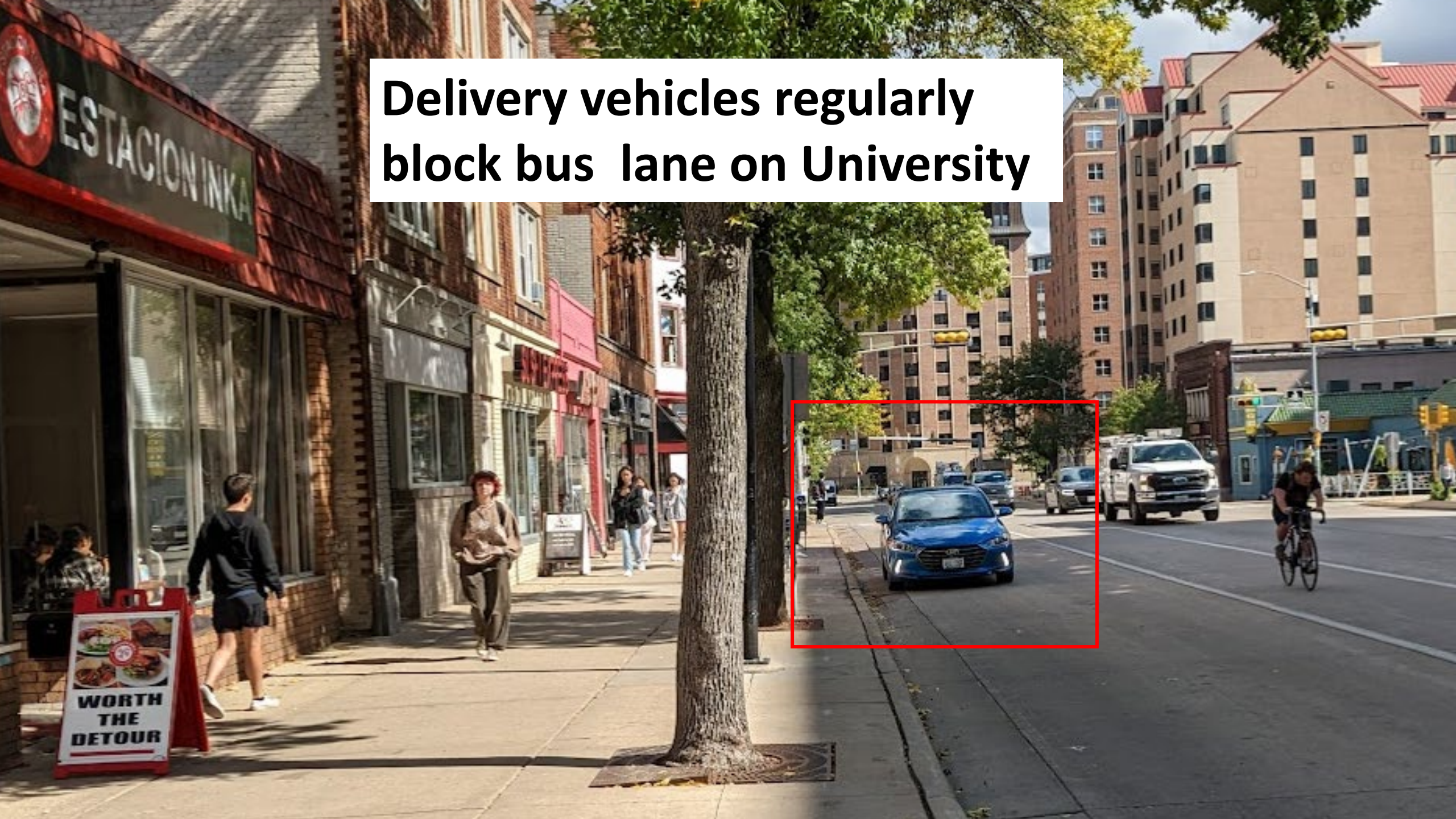


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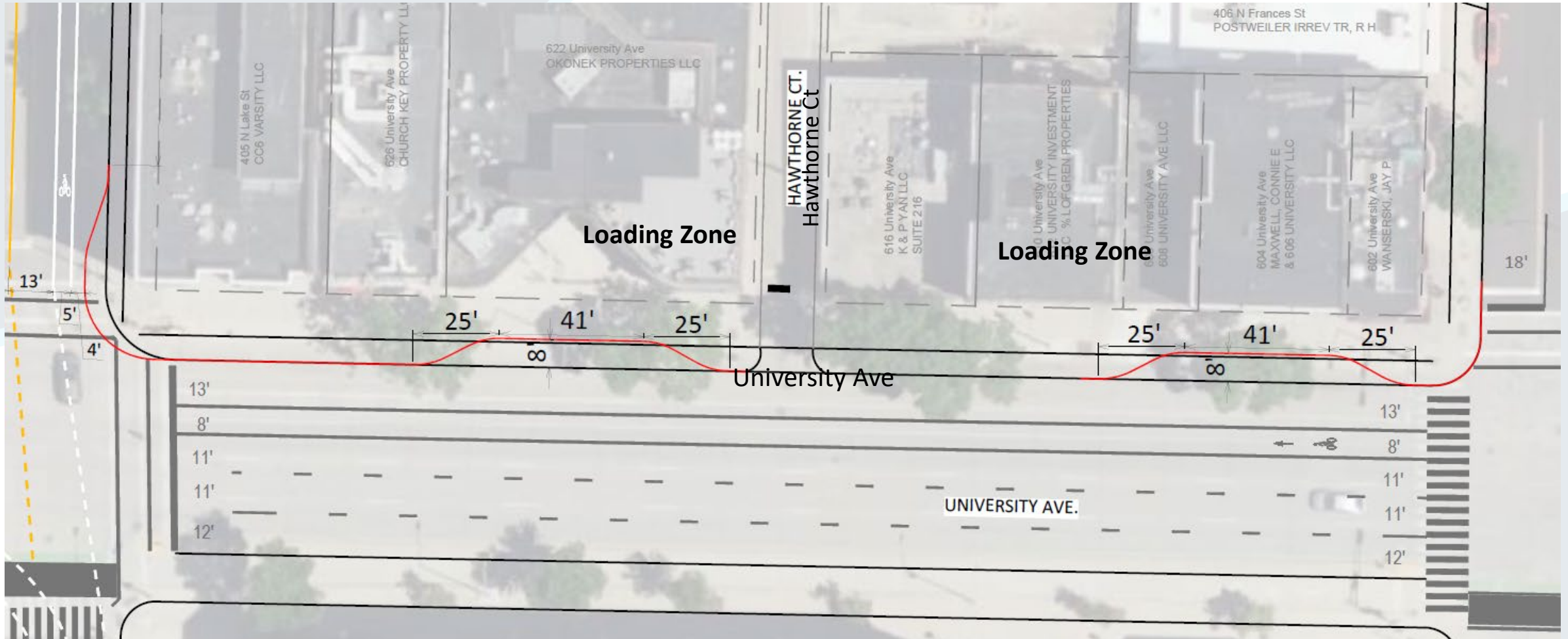


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**Delivery vehicles regularly  
block bus lane on University**



# Proposed Resolution to Loading Challenges



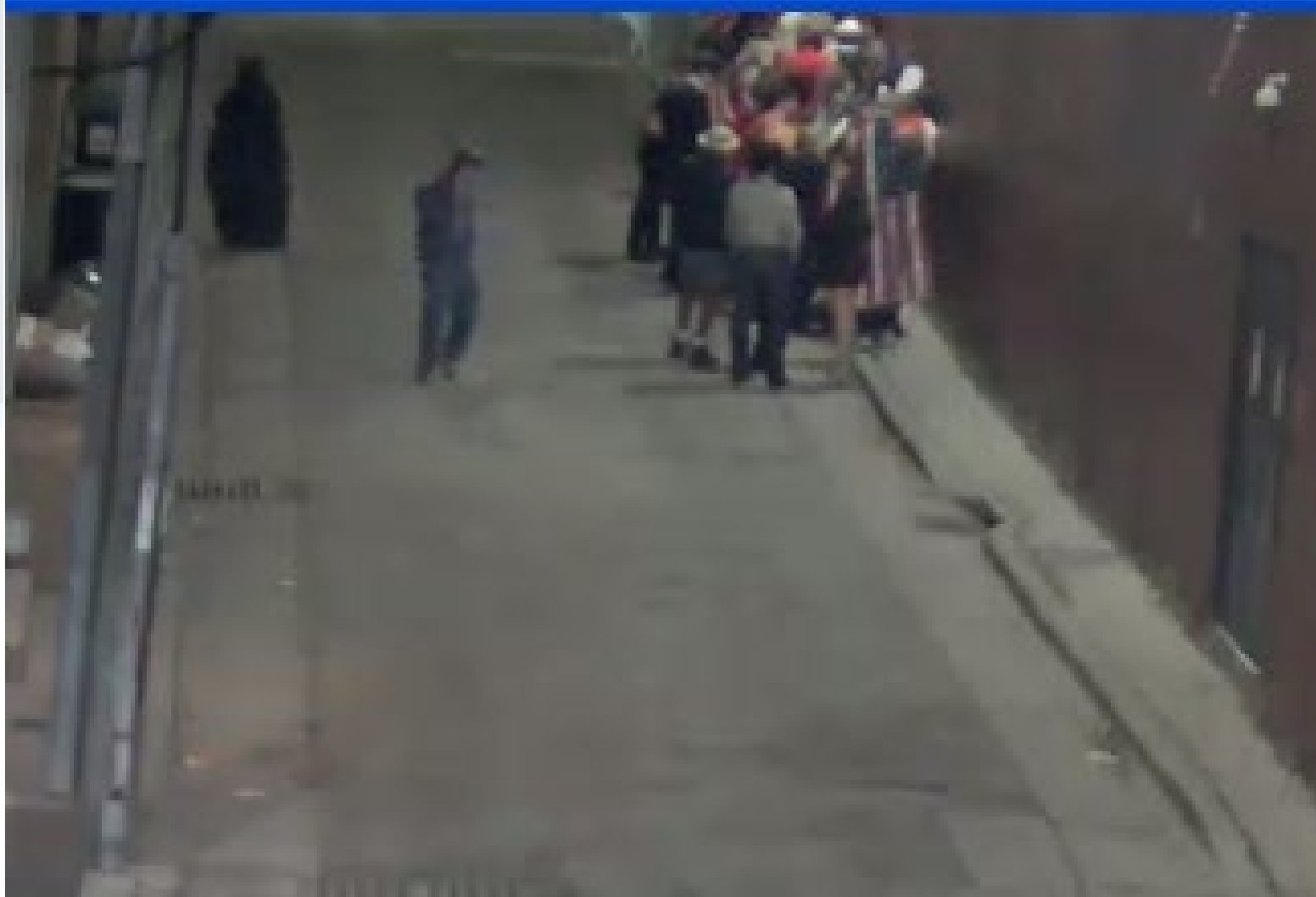
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# Pedestrian Queuing on Weekend Nights



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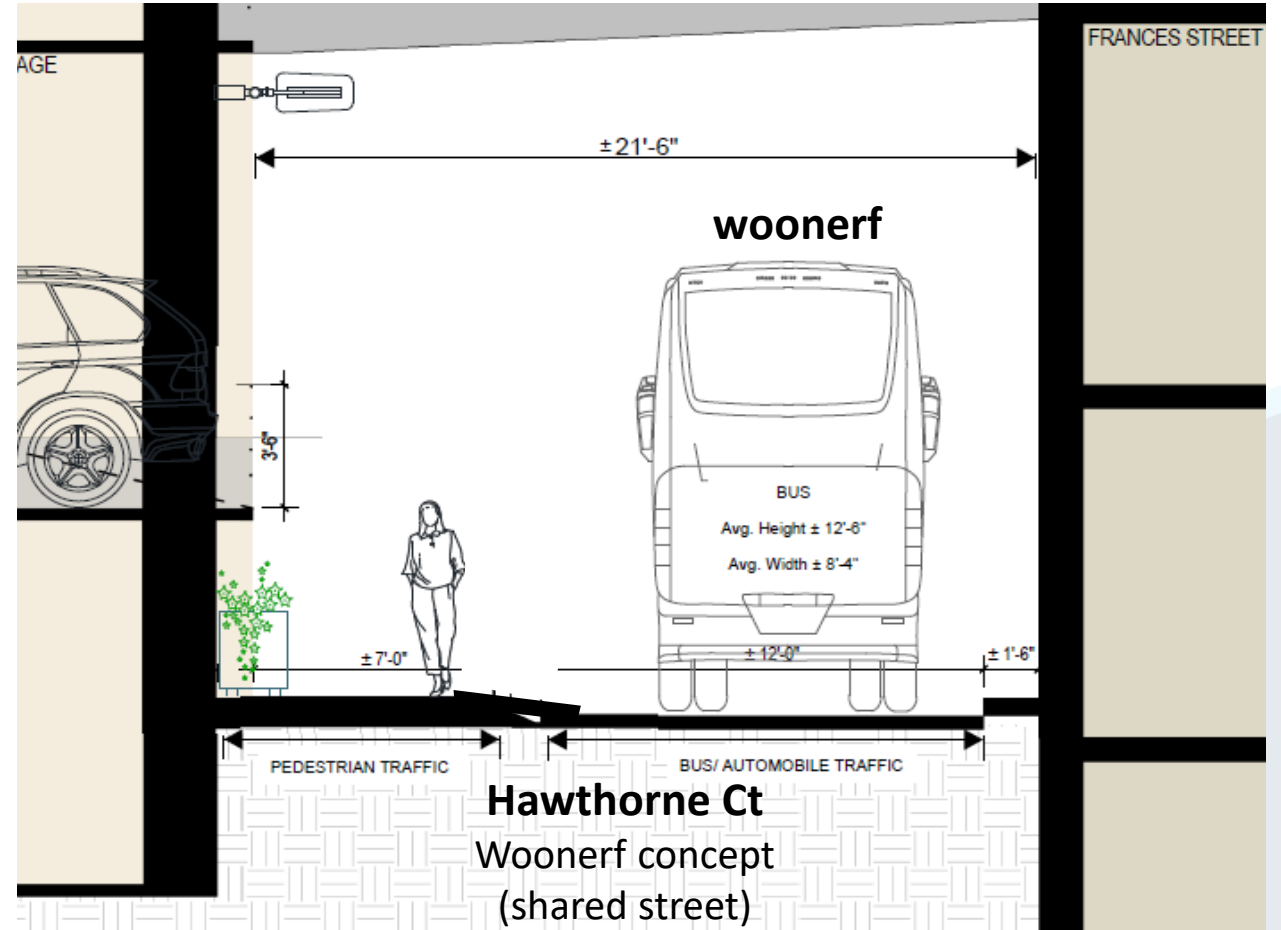


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# Expanded area for pedestrians



One-way operation allows for expanded pedestrian area



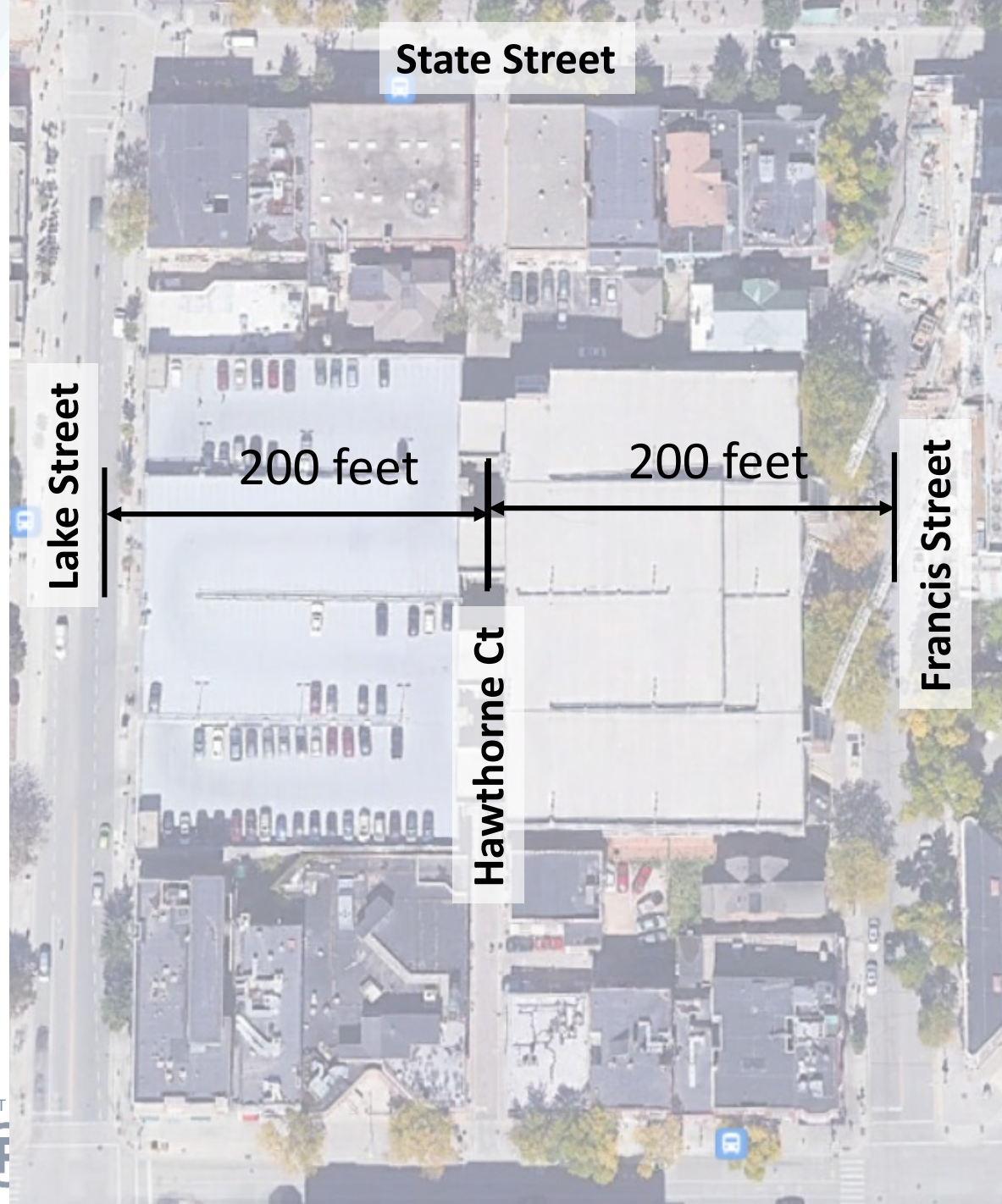
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# Alternate Pedestrian Routing

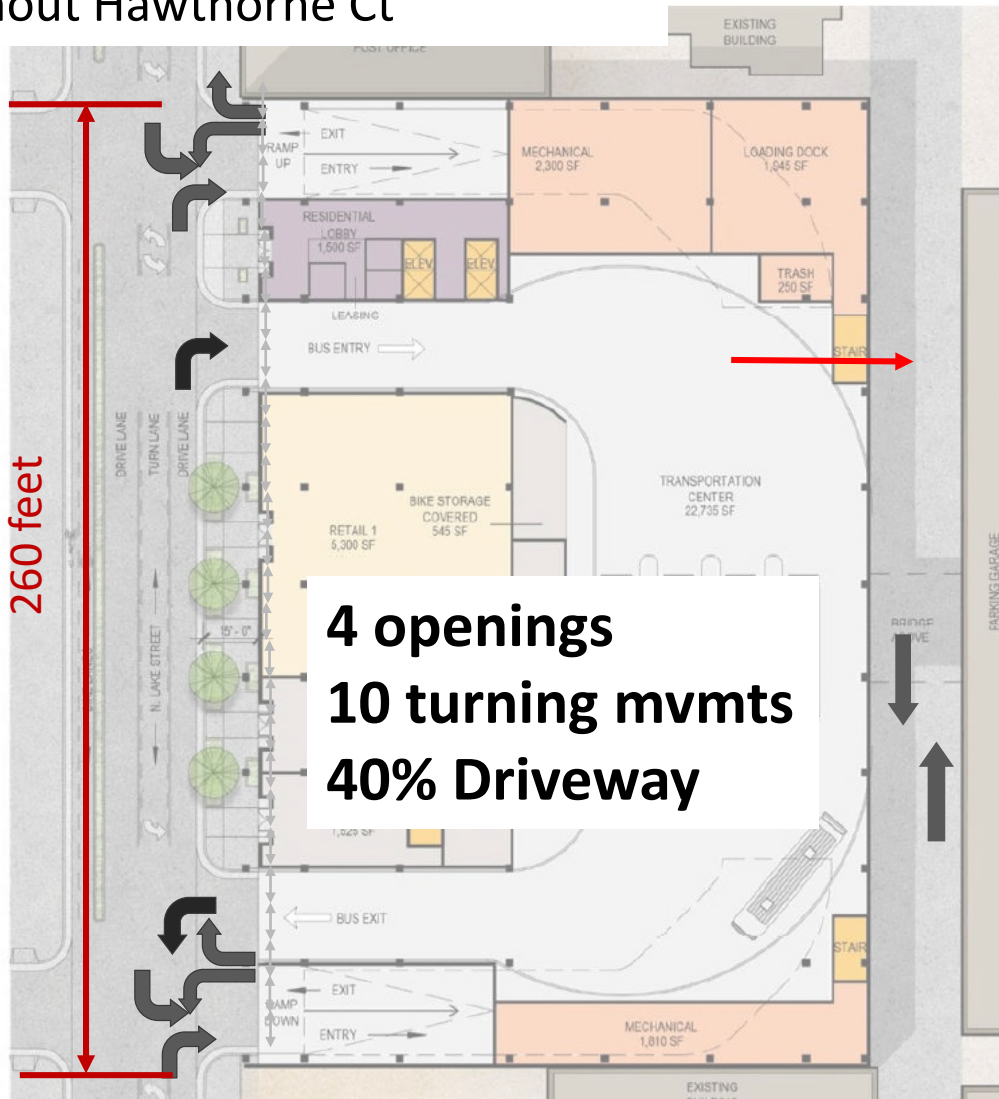
More traditional streets, Francis and Lake St, are 200 feet away from Hawthorne, provide an alternative



# Use of Hawthorne Simplifies Lake Street Traffic Flow, Particularly After Events

## Alternate Layout

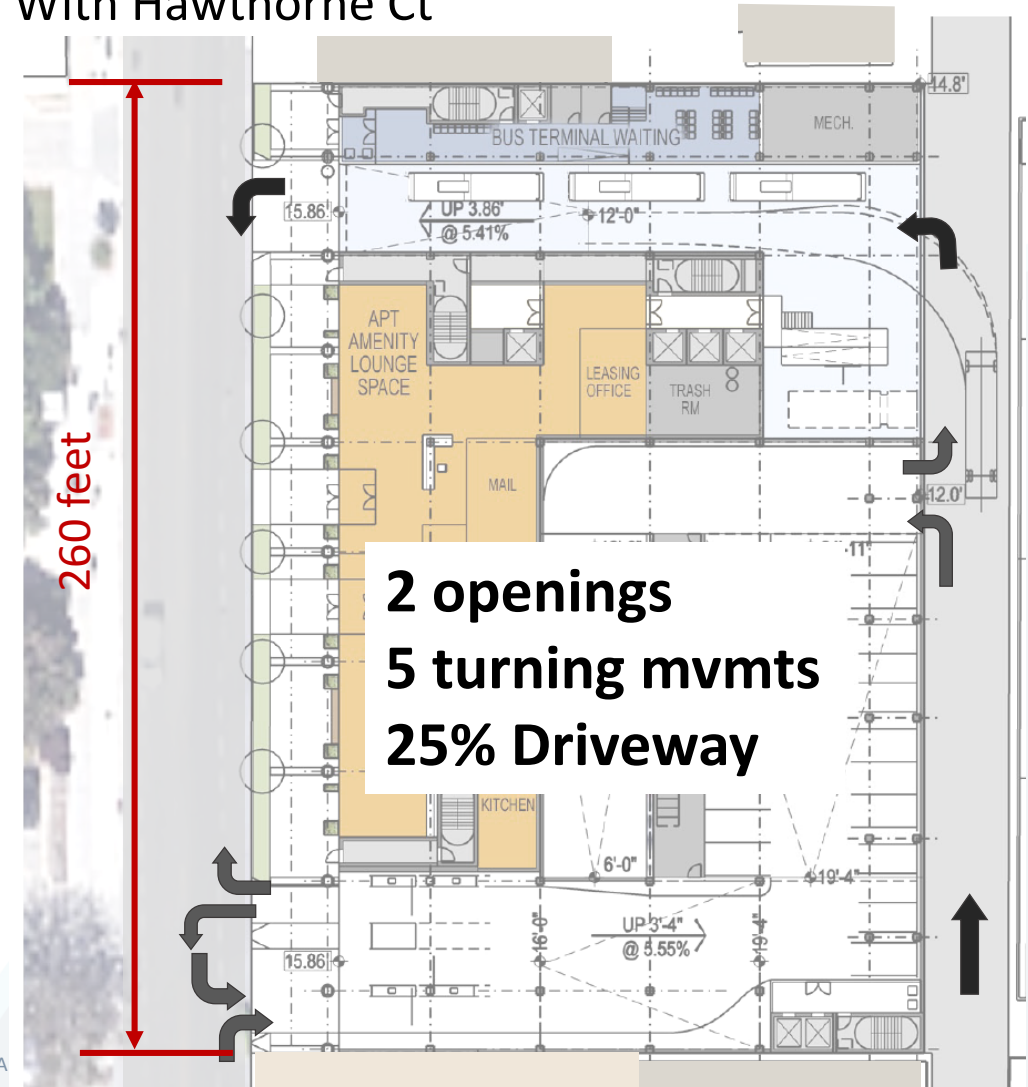
Without Hawthorne Ct



## Proposed Layout

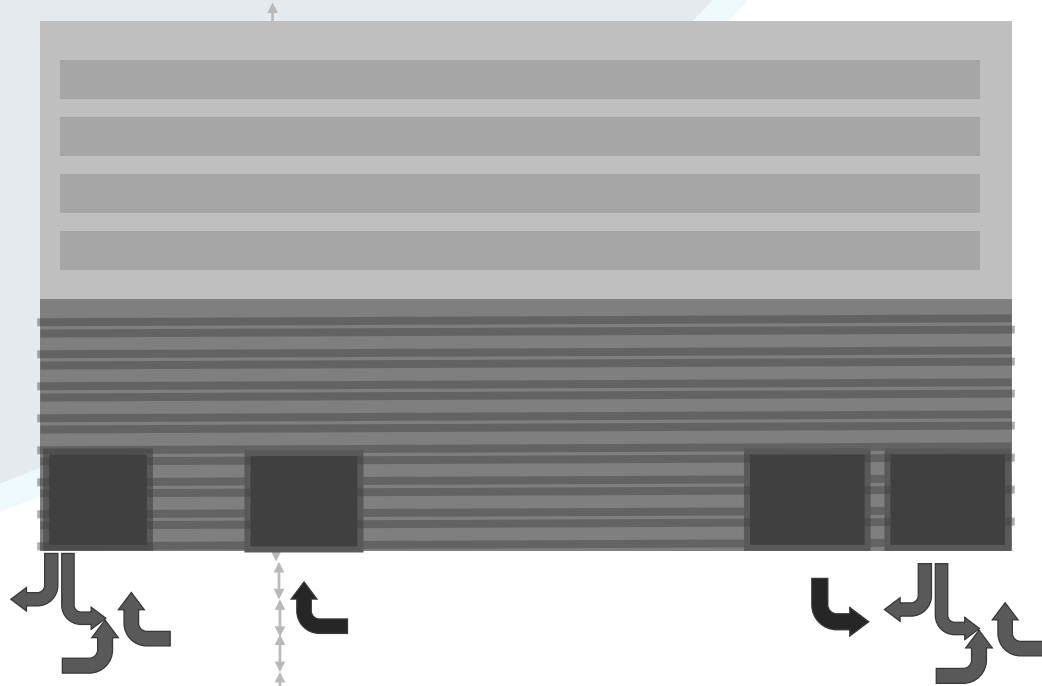
Mortenson

With Hawthorne Ct



# Alternate Layout

Without Hawthorne Ct

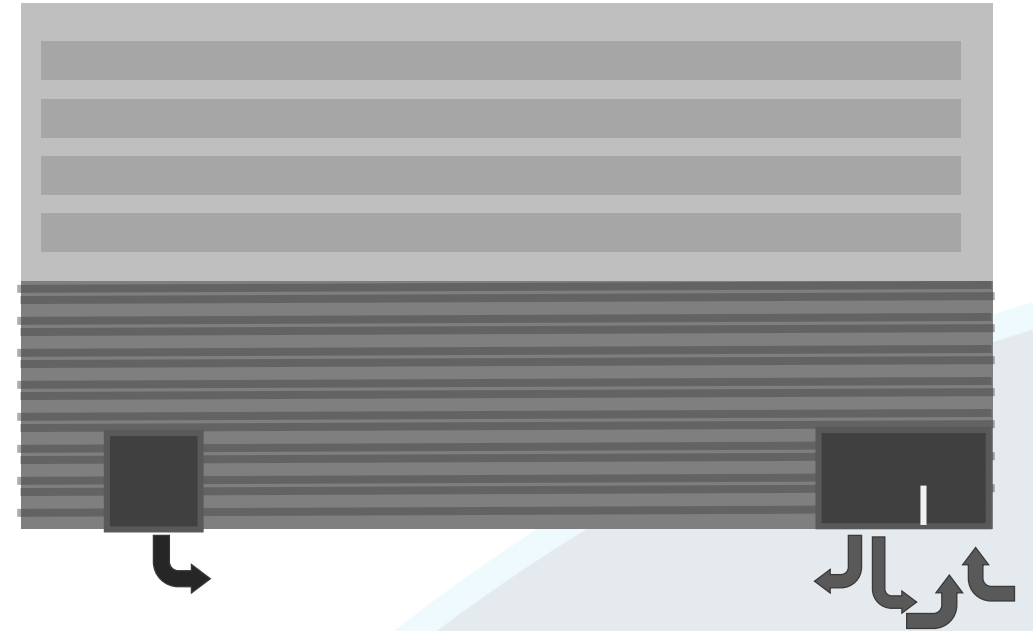


**4 openings**  
**10 turning mvmts**  
**40% Driveway**

# Proposed Layout

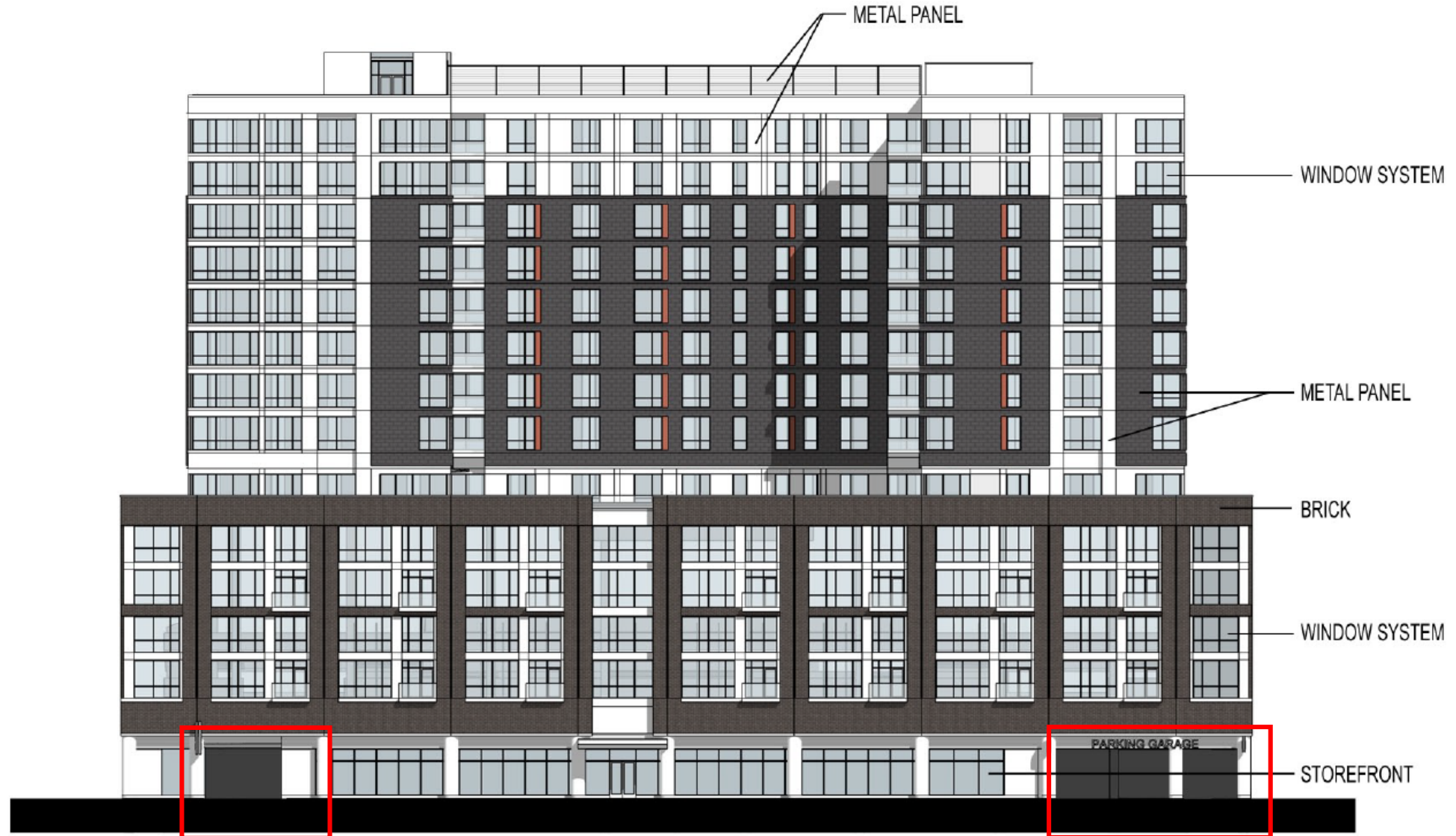
Mortenson

With Hawthorne Ct



**2 openings**  
**5 turning mvmts**  
**25% Driveway**

# Entrances and Exits onto Lakeside Simpler and Straightforward



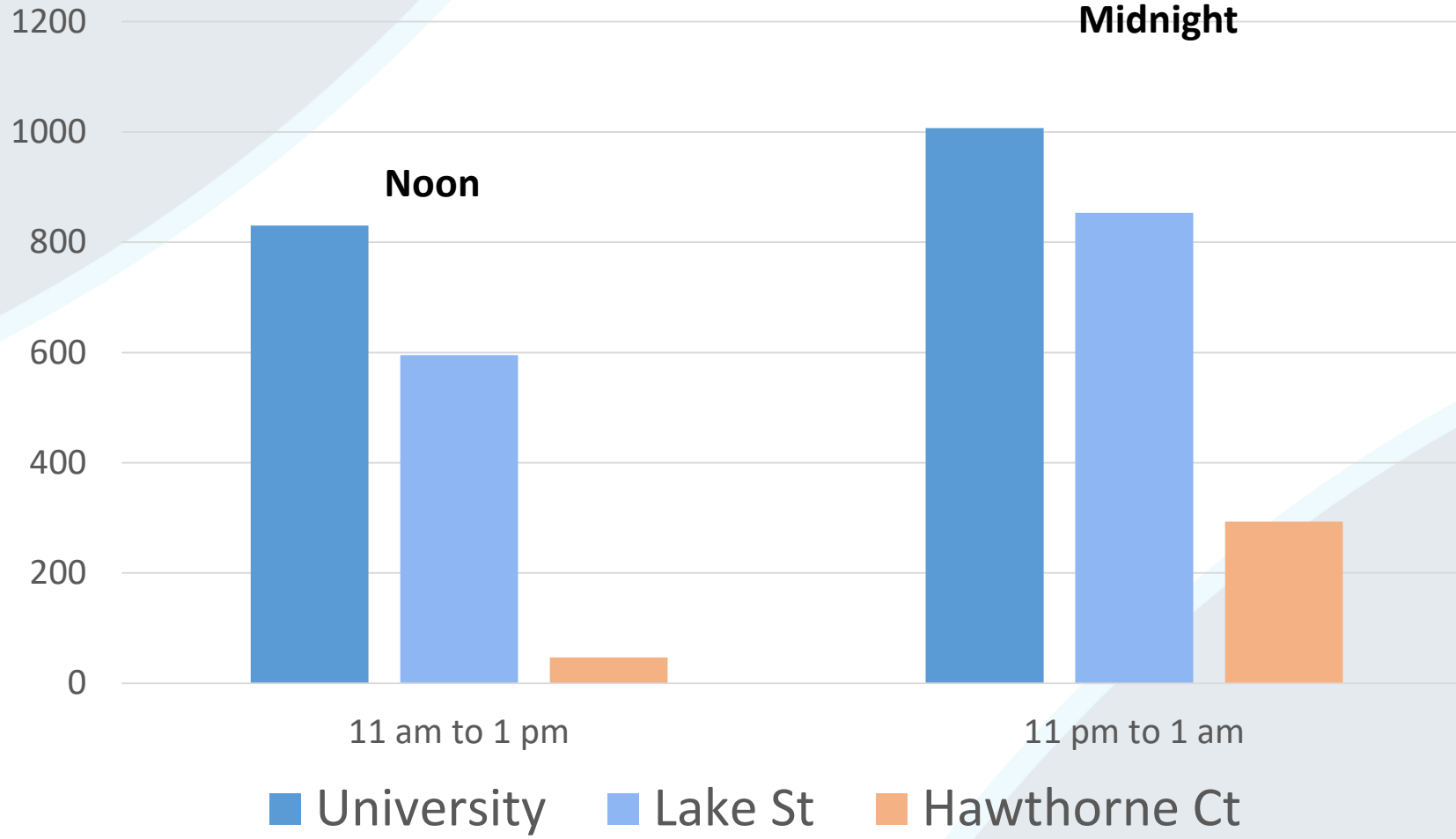
Bus Exit



Parking Entrance/Exit

# Pedestrians

Weekend near  
Midnight



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# Bus Frequency

Van Galder ~ roughly 18-22 trips per day

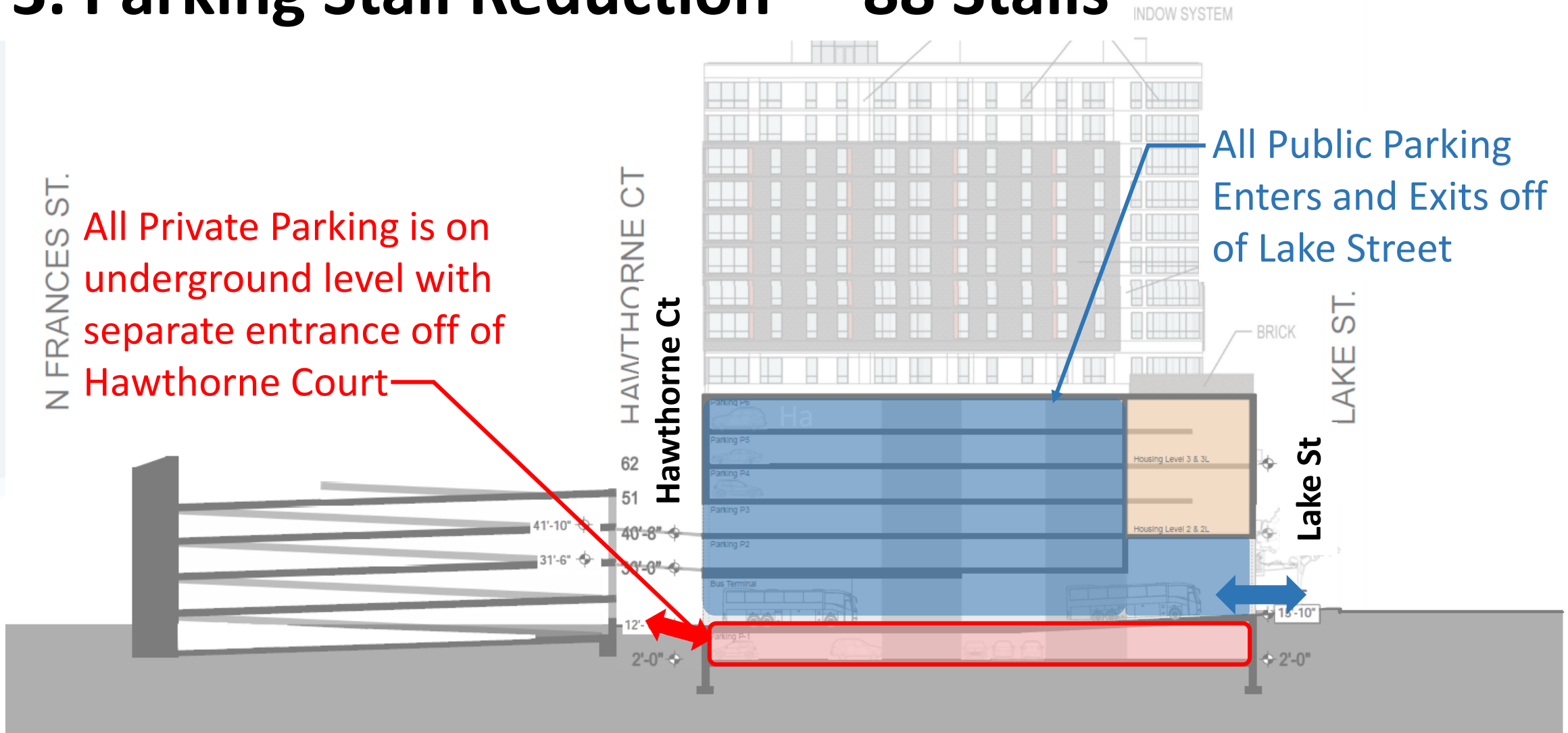
1 bus will arrive around bar closing

Badger ~ roughly 8 trips per day

To Chicago							
READ ACROSS →							
Madison Lake St.	Dutch Mill Park & Ride	Janesville Terminal	South Beloit Fas Mart	Rockford Terminal	O'Hare Terminal 1/2/3	O'Hare Terminal 5	Downtown Amtrak
1:30 AM	1:45 AM	2:30 AM	2:55 AM	3:20 AM	4:40 AM	4:45 AM	5:20 AM
2:30 AM	2:45 AM	3:30 AM	3:55 AM	4:20 AM	5:40 AM	5:50 AM	6:30 AM
				4:45 AM	6:00 AM	6:15 AM	
				5:45 AM	7:00 AM	7:15 AM	
4:00 AM	4:15 AM	5:00 AM	5:25 AM	5:50 AM	7:10 AM	7:15 AM	8:05 AM
4:00 AM	4:15 AM	5:00 AM	5:25 AM	6:45 AM	8:00 AM	8:15 AM	8:05 AM
		5:45 AM	6:05 AM	7:20 AM	8:45 AM	8:55 AM	
5:30 AM	5:45 AM	6:30 AM	6:55 AM	7:45 AM	9:00 AM	9:15 AM	9:35 AM
5:30 AM	5:45 AM	6:30 AM	6:55 AM	8:45 AM	10:00 AM	10:15 AM	9:35 AM
				9:45 AM	10:15 AM	10:20 AM	
7:00 AM	7:20 AM	8:00 AM	8:25 AM	8:50 AM	11:00 AM	11:15 AM	11:00 AM
7:00 AM	7:20 AM	8:00 AM	8:25 AM	9:45 AM	11:45 AM	11:55 AM	11:00 AM
				10:20 AM	12:00 NOON	12:15 PM	
8:30 AM	8:50 AM	9:30 AM	9:55 AM	11:50 AM	1:00 PM	1:15 PM	12:25 PM
8:30 AM	8:50 AM	9:30 AM	9:55 AM	12:45 PM	1:15 PM	1:20 PM	12:25 PM
				11:50 AM	2:00 PM	2:15 PM	
10:00 AM	10:20 AM	11:00 AM	11:25 AM	1:20 PM	2:45 PM	2:50 PM	1:50 PM
10:00 AM	10:20 AM	11:00 AM	11:25 AM	2:45 PM	3:00 PM	3:15 PM	1:50 PM
				1:20 PM	4:00 PM	4:15 PM	
11:30 AM	11:50 AM	12:30 PM	12:55 PM	2:50 PM	4:15 PM	4:20 PM	3:45 PM
11:30 AM	11:50 AM	12:30 PM	12:55 PM	3:45 PM	5:00 PM	5:15 PM	3:45 PM
				2:45 PM	5:45 PM	5:50 PM	
1:00 PM	1:20 PM	2:00 PM	2:25 PM	4:20 PM	6:00 PM	6:15 PM	5:20 PM
1:00 PM	1:20 PM	2:00 PM	2:25 PM	5:45 PM	7:00 PM	7:15 PM	5:20 PM
				3:45 PM	7:15 PM	7:20 PM	
2:30 PM	2:50 PM	3:30 PM	3:55 PM	4:45 PM	8:00 PM	8:15 PM	6:30 PM
2:30 PM	2:50 PM	3:30 PM	3:55 PM	5:45 PM	8:45 PM	8:50 PM	6:30 PM
				4:20 PM			
				4:45 PM			
4:00 PM	4:20 PM	5:00 PM	5:25 PM	5:50 PM			7:50 PM
4:00 PM	4:20 PM	5:00 PM	5:25 PM	7:20 PM			7:50 PM
				6:45 PM			
5:30 PM	5:50 PM	6:30 PM	6:55 PM	7:20 PM			9:20 PM
6:00 PM	→	6:45 PM					
7:00 PM	→	7:45 PM					
8:00 PM	→	8:45 PM					
9:00 PM	→	9:45 PM					
10:00 PM	→	10:45 PM					



# 3. Parking Stall Reduction - ~88 Stalls



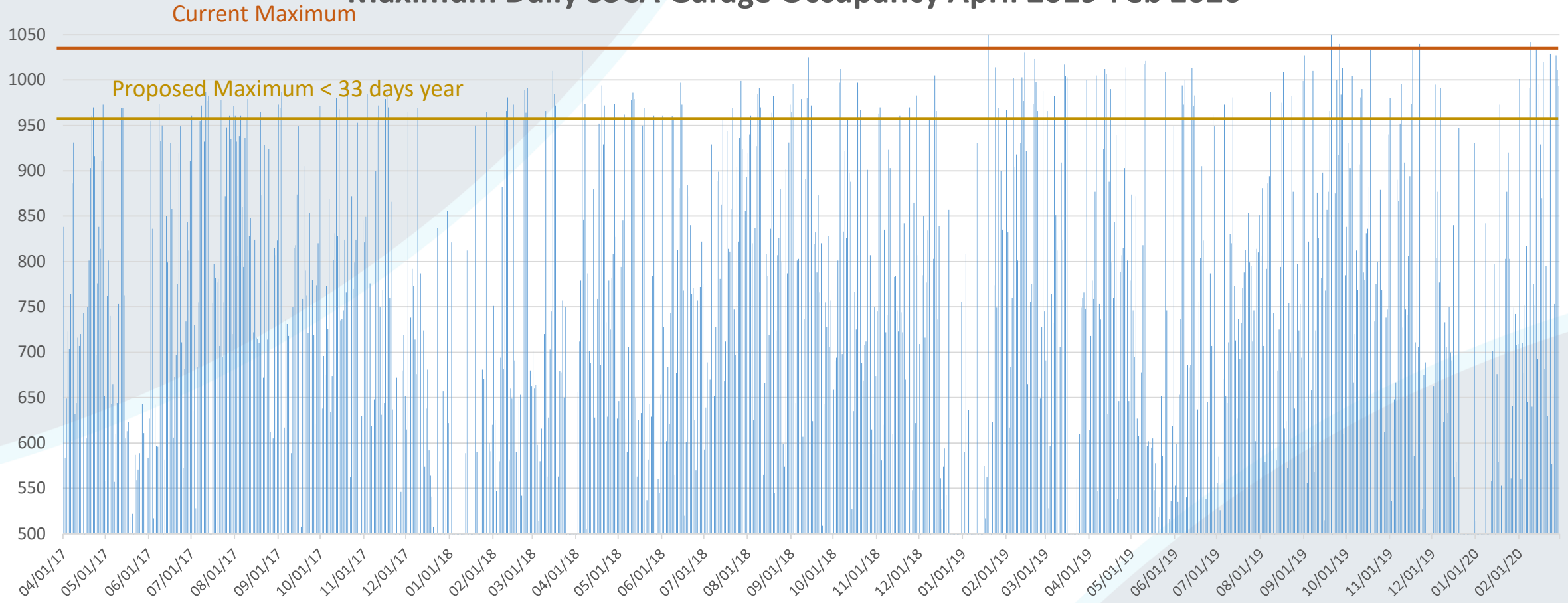
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\* Slightly less than previous presentations

# Maximum Daily SSCA Garage Occupancy April 2019-Feb 2020



**33 times a year or less**

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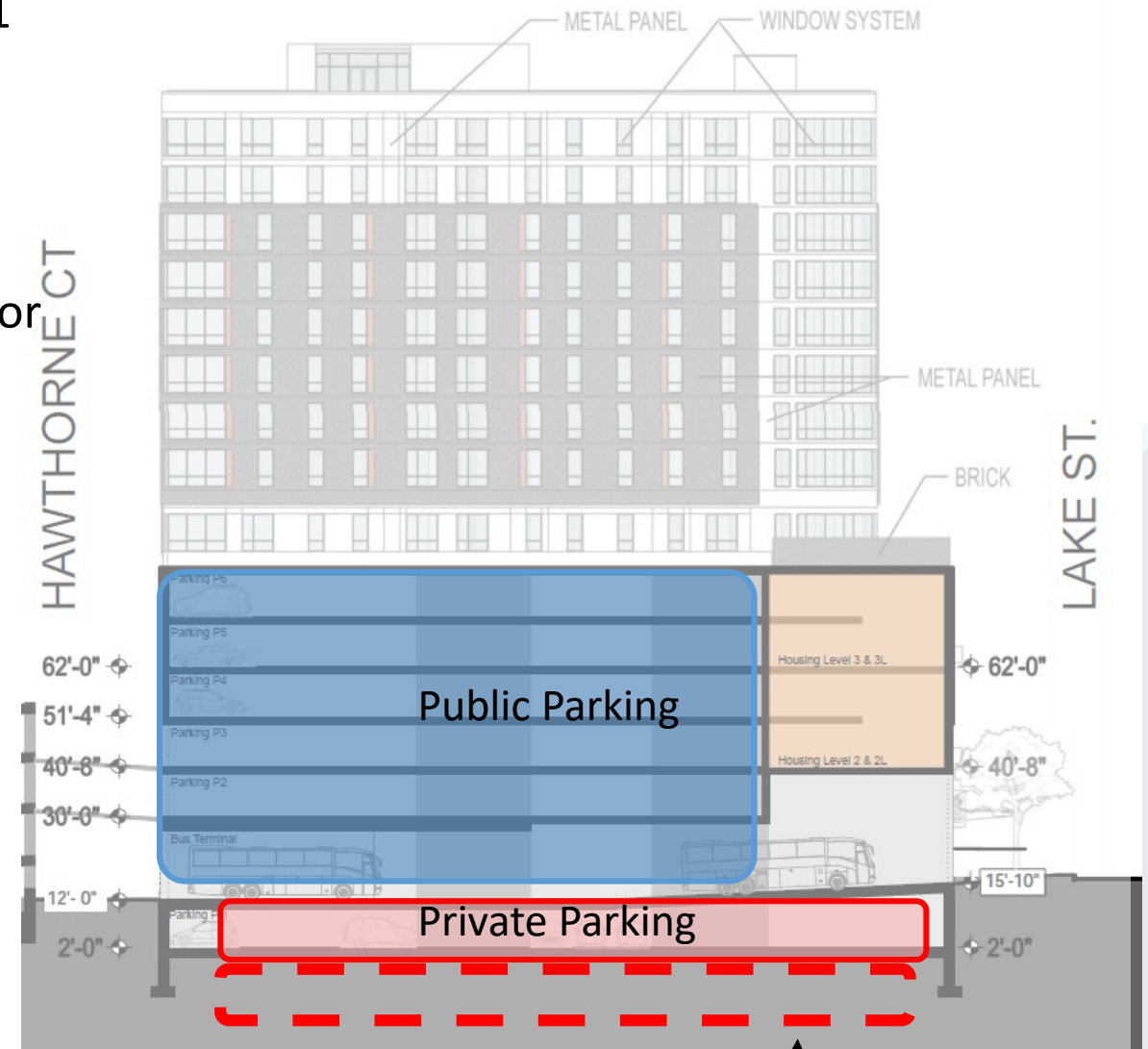
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# Types of Events where 88 stalls were used

Days Exceeding the 947, 970, and 1018 Parking Spaces - April 2017 to Feb 2020 - 35 months - 1042 Total Existing Stalls								
			Saturday Only	Time of Day Occupancy Occurred 1st	Time of Day Occupancy Occurred 2nd	Event	Event Likely Factor in Full Occupancy?	
Count >= 947, < 970	04/22/17	Saturday	1	11:00 AM	11:30 AM	Annual Varsity Band Concert	N	C
96 days total	04/29/17	Saturday	1	9:30 AM	10:30 AM	Crazy Legs	Y	
69 on Saturday	05/13/17	Saturday	1	11:00 AM	11:30 AM	Commencement	Y	
	07/01/17	Saturday	1	7:30 PM	N/A	4th of July at Union Terrace	Y	
33 days per year	07/08/17	Saturday	1	11:30 AM	12:00 PM	Ben Silver	N	
	07/13/17	Thursday	0	12:30 PM	1:00 PM	Maxwell St Days (?) Oak St Ramblers - Union	Y	
	07/22/17	Saturday	1	7:30 PM	8:00 PM	Pat McCurdy - Union	Y	
	08/05/17	Saturday	1	7:30 PM	8:00 PM	Natty Nation - Union, Man of La Mancha	Y	
	08/19/17	Saturday	1	9:00 AM	9:30 AM	The Reverlers - Union	N	
	09/02/17	Saturday	1	2:30 PM	3:00 PM	VO5 - Union,	N	
	09/03/17	Sunday	0	2:00 PM	2:30 PM	Sunset Slam - Union	N	
	09/09/17	Saturday	1	10:00 AM	10:30 AM	UW Football - Florida Atlantic	Y	
	09/30/17	Saturday	1	9:00 AM	9:30 AM	UW Football - Northwestern	Y	
	10/14/17	Saturday	1	10:30 AM	11:30 AM	UW Football - Purdue	Y	
	10/21/17	Saturday	1	9:00 AM	9:30 AM	UW Football - Maryland	Y	
	11/03/17	Friday	0	6:30 PM	7:00 PM	WIAA Football Championship	Y	
	11/11/17	Saturday	1	11:00 AM	11:30 AM	UW Football - Iowa	Y	
	11/18/17	Saturday	1	7:30 AM	8:30 AM	UW Football - Michigan	Y	
	12/02/17	Saturday	1	4:00 PM	5:00 PM	BB UW vs Ohio St	Y	
	12/09/17	Saturday	1	10:30 AM	11:30 AM	BB UW vs Marquette	Y	
	01/27/18	Saturday	1	7:00 PM	7:30 PM	Hockey UW vs Penn St	Y	
	02/10/18	Saturday	1	7:00 PM	7:30 PM	Winter Carnival	N	
	02/24/18	Saturday	1	7:00 PM	7:30 PM	La Bohme - Opera - Union	?	
	02/25/18	Sunday	0	12:00 PM	1:00 PM	BB UW vs Michigan State	Y	
	03/10/18	Saturday	1	12:30 PM	1:00 PM	Celtic Festival Union	?	
	03/17/18	Saturday	1	9:30 AM	10:00 AM	NCAA Tournament Game Watch	?	
	04/05/18	Thursday	0	11:30 AM	N/A	2018 Film Festival	Y	
	04/07/18	Saturday	1	10:30 AM	11:00 AM	2018 Film Festival	Y	
	04/21/18	Saturday	1	11:30 AM	12:00 PM			
	04/28/18	Saturday	1	10:00 AM	11:00 AM	Crazy Legs Classic	Y	
	05/05/18	Saturday	1	7:00 AM	8:00 AM			

### 3. Reduces Public Parking by about 88 stalls\* (8.5%) to keep it separate

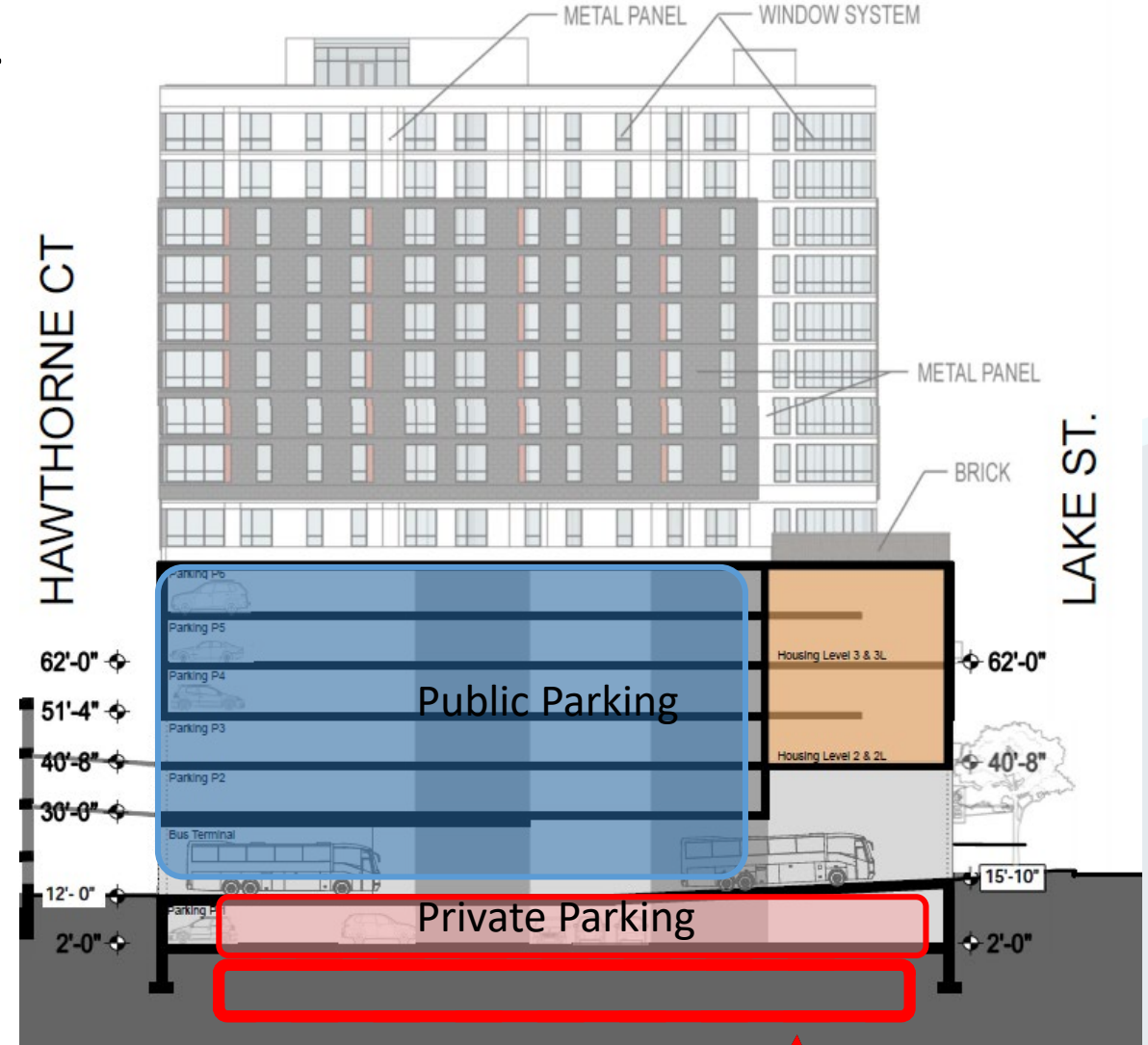
- Instead of 1.5 underground floors, there is only 1 underground floor devoted to private parking
- How often are/were the removed stalls used?
  - Less than 33 days/year (based on 2017-2020)
  - 60-70% were for events at Memorial Union or UW sporting events
- How much would constructing these ~88 stalls cost?
  - ~\$7,900,000 (about >\$90,000/stall)\*
- How much revenue would all of the ~88 stalls generate in a year?
  - ~\$10-\$15,000 per year (hrly) or ~\$200,000 (monthly)
- How much cost to operate the ~88 stalls/year?
  - ~\$500,000 average bond payment (20 yr)
  - ~\$180,000 operations\*



Underground Parking not constructed

# What would it take to keep the 88 stalls?

- Pay the ~\$7 to \$8,000,000 in construction costs.
- Acknowledge that those stalls would probably only be able to be accessed from Hawthorne Court
  - Difficult for unfamiliar drivers to enter and then exit through bus terminal (use for monthly parkers?)
  - Subsidizes monthly and event parking to a large extent.
- **OR** – Could reduce or eliminate 24/7 monthly parkers to make room for transient parkers (Currently at 358 permits)



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# Summary

- Proposal provides an opportunity to replace Lake St ramp that would not be financially possible otherwise.
- Proposal provides an opportunity to construct an intercity bus terminal
- The cost associated with adding another underground level (88 spaces) is significantly greater than the revenue generated.
- Use of Hawthorne Court has challenges, yet alternate layouts that do not use Hawthorne Court have more
  - Efforts will be used to mitigate adverse effects
- The development agreement has conditions for both parties. There are significant incentives/costs to motivate both City and developer
- Staff recommend approval

# State Street Campus Garage Mixed Use Development

