

State Street Campus Garage Redevelopment

An aerial architectural rendering of a proposed multi-story building complex. The main structure is a large, L-shaped building with a modern facade of dark grey panels and large glass windows. It features several rooftop terraces with greenery and outdoor seating. A central courtyard with a swimming pool and lounge area is visible. The building is situated in an urban environment with other city buildings in the background. Labels with leader lines point to specific features: 'Parking' on the left, 'Street level activity' along the bottom facade, 'Intercity Bus Exit' at the bottom center, and 'Parking Entrance/Exit' on the right side.

Parking

Street level activity

Intercity Bus Exit

Parking Entrance/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**

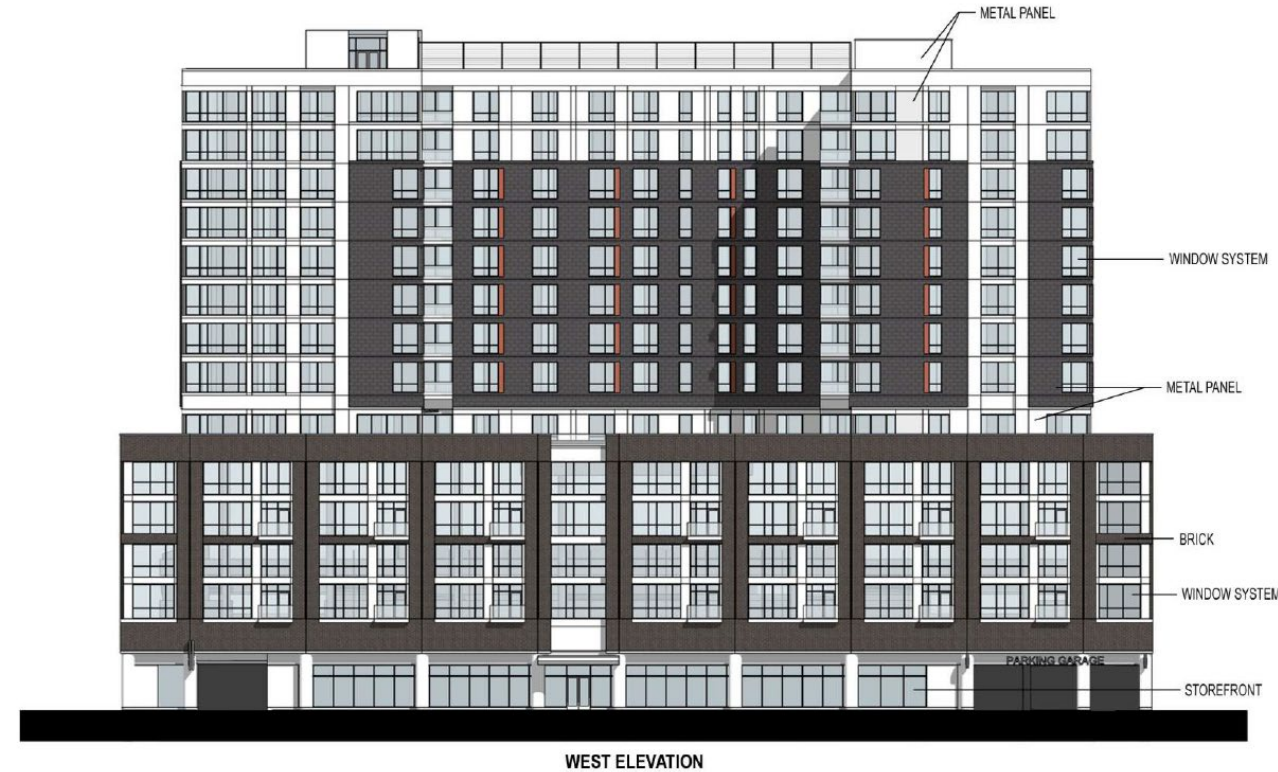
Grand River Station – La Crosse



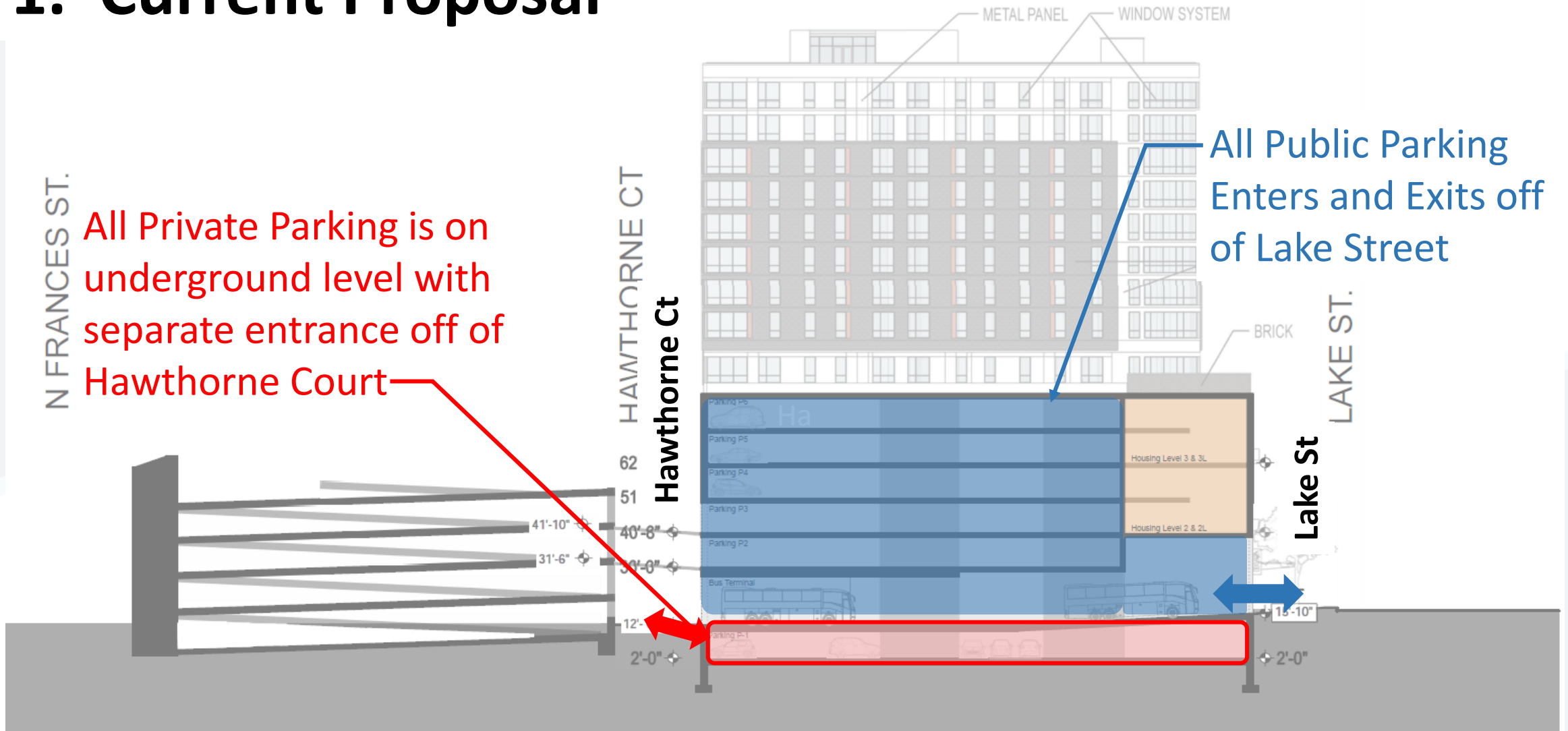
RFP Issued By Economic Development

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 Monona activation)



1. Current Proposal



Reduces available public parking by 88 stalls*

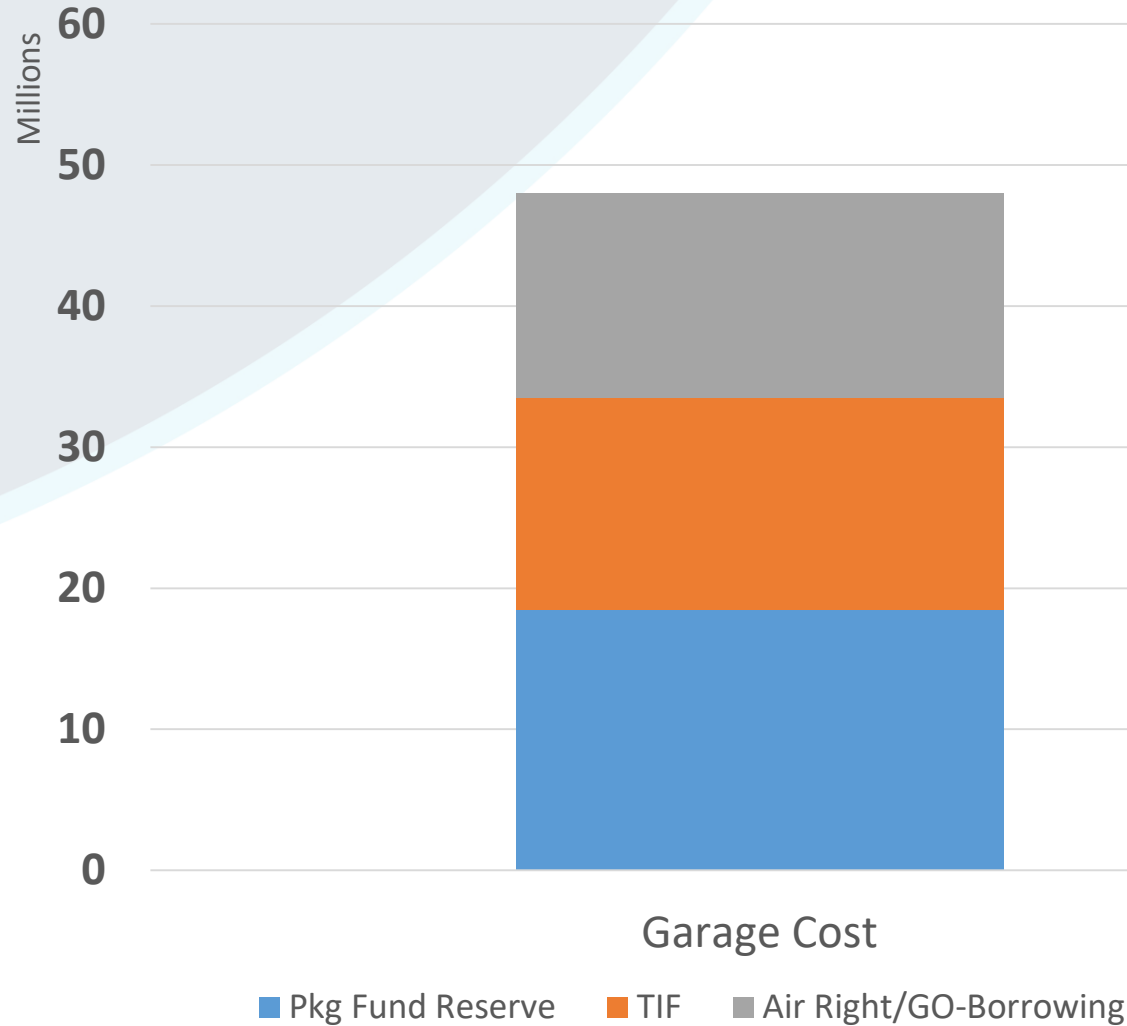
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* Slightly less than previous presentations

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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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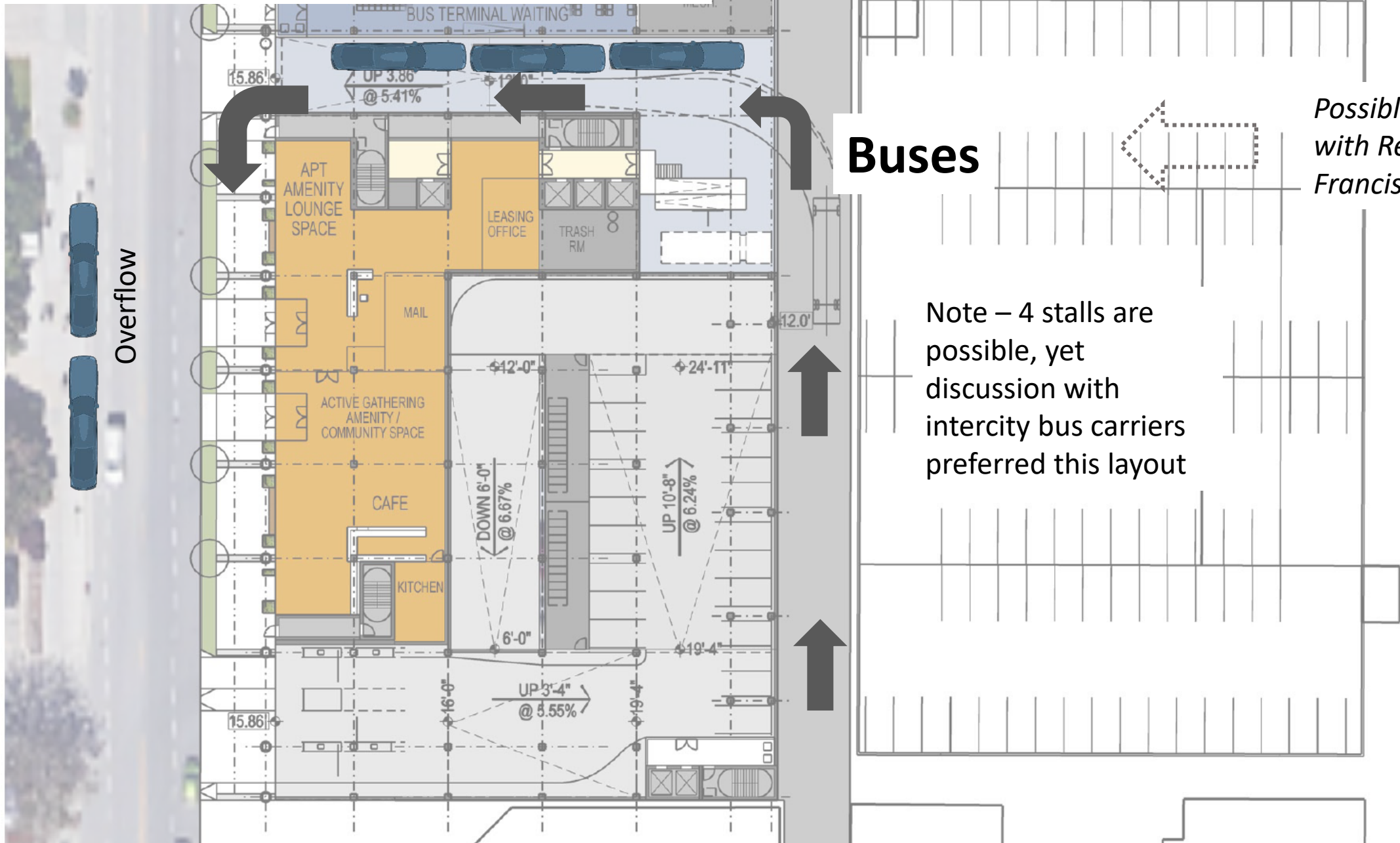


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Discussion

1. Circulation
2. Hawthorne Court
3. Parking

Intercity Bus Circulation

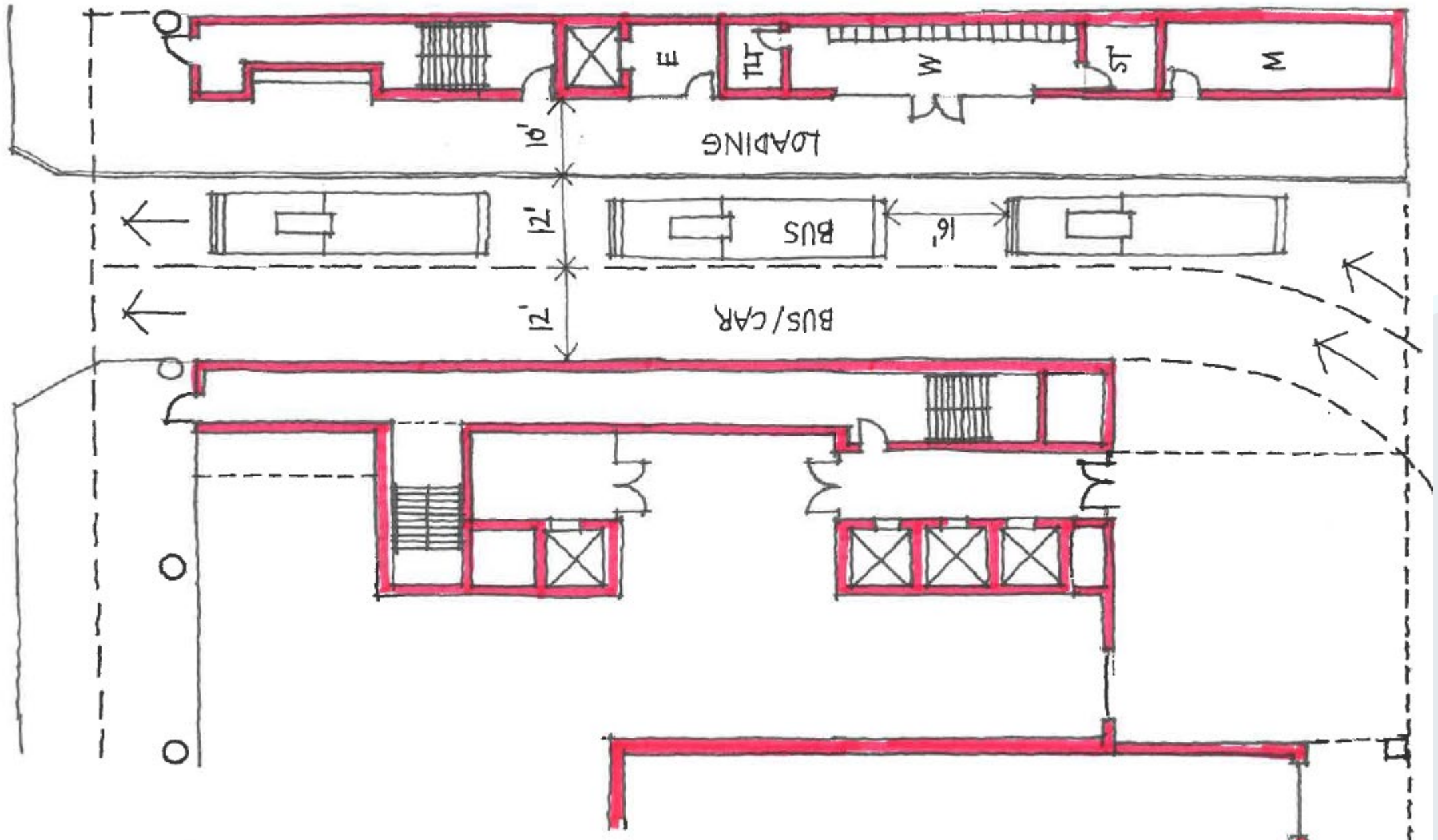


Buses

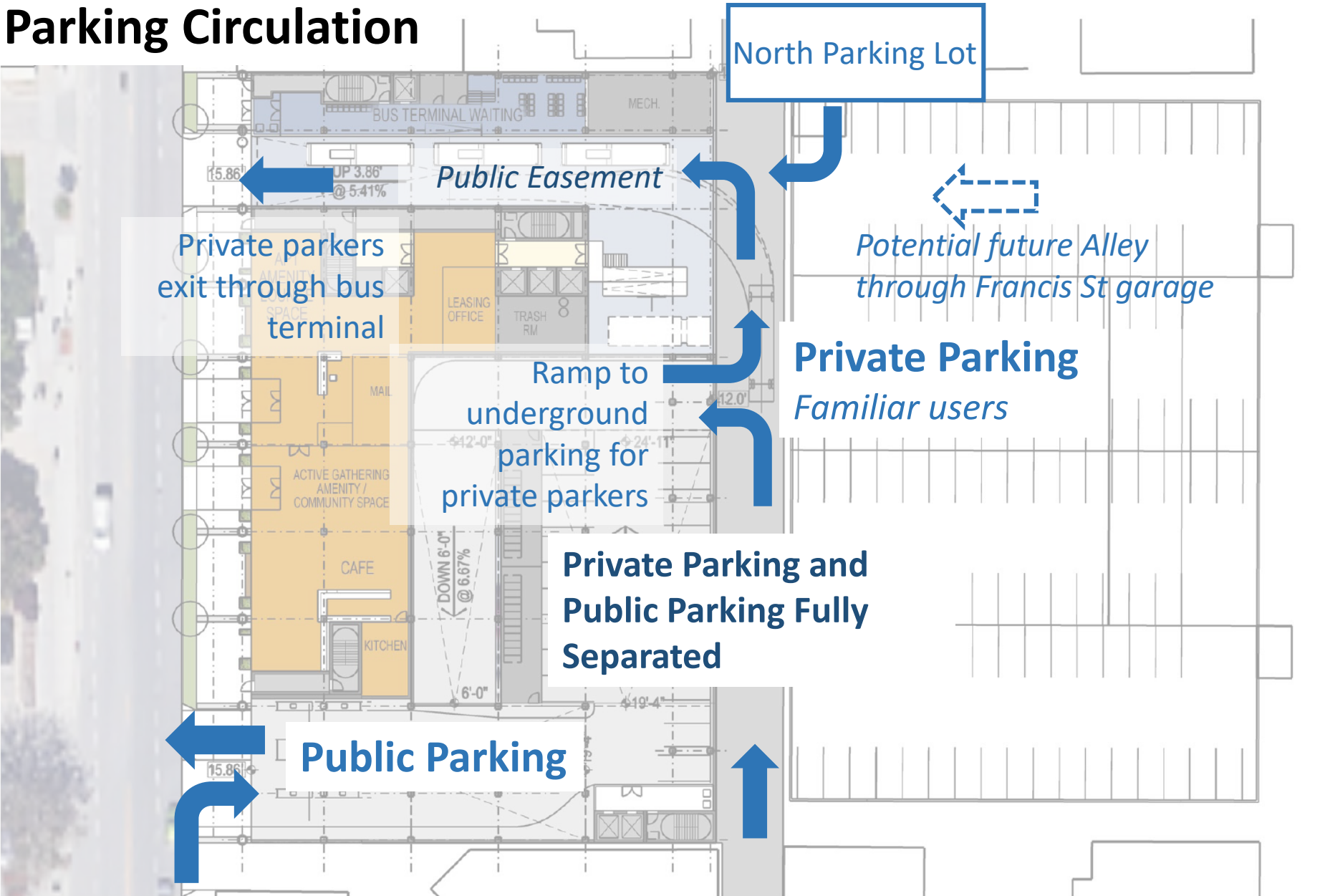
*Possible Future Alley
with Reconstruction of
Francis St Garage*

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

Intercity Bus Loading Concept

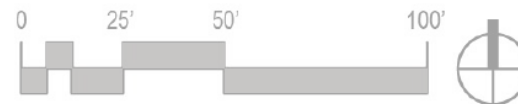


Parking Circulation

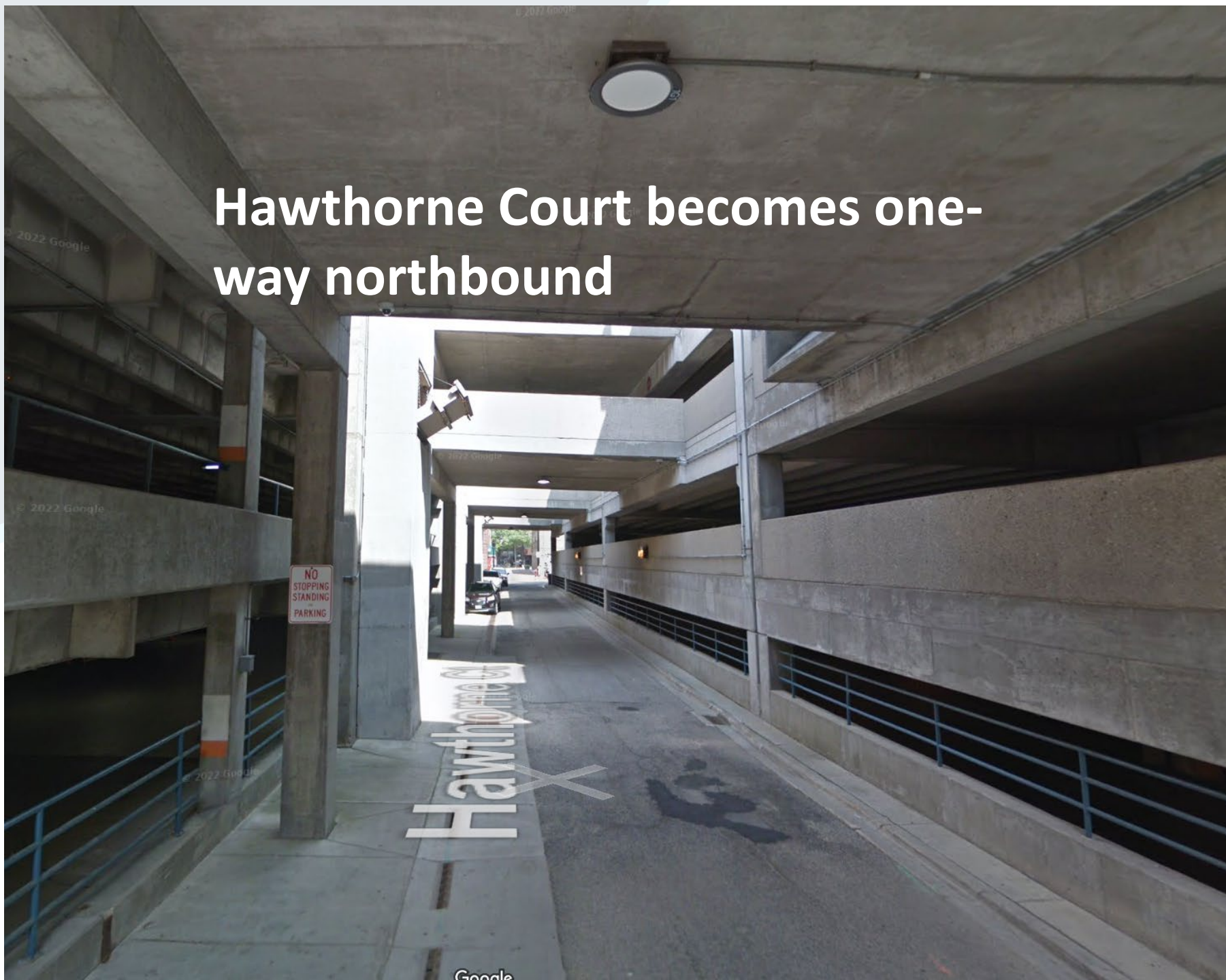


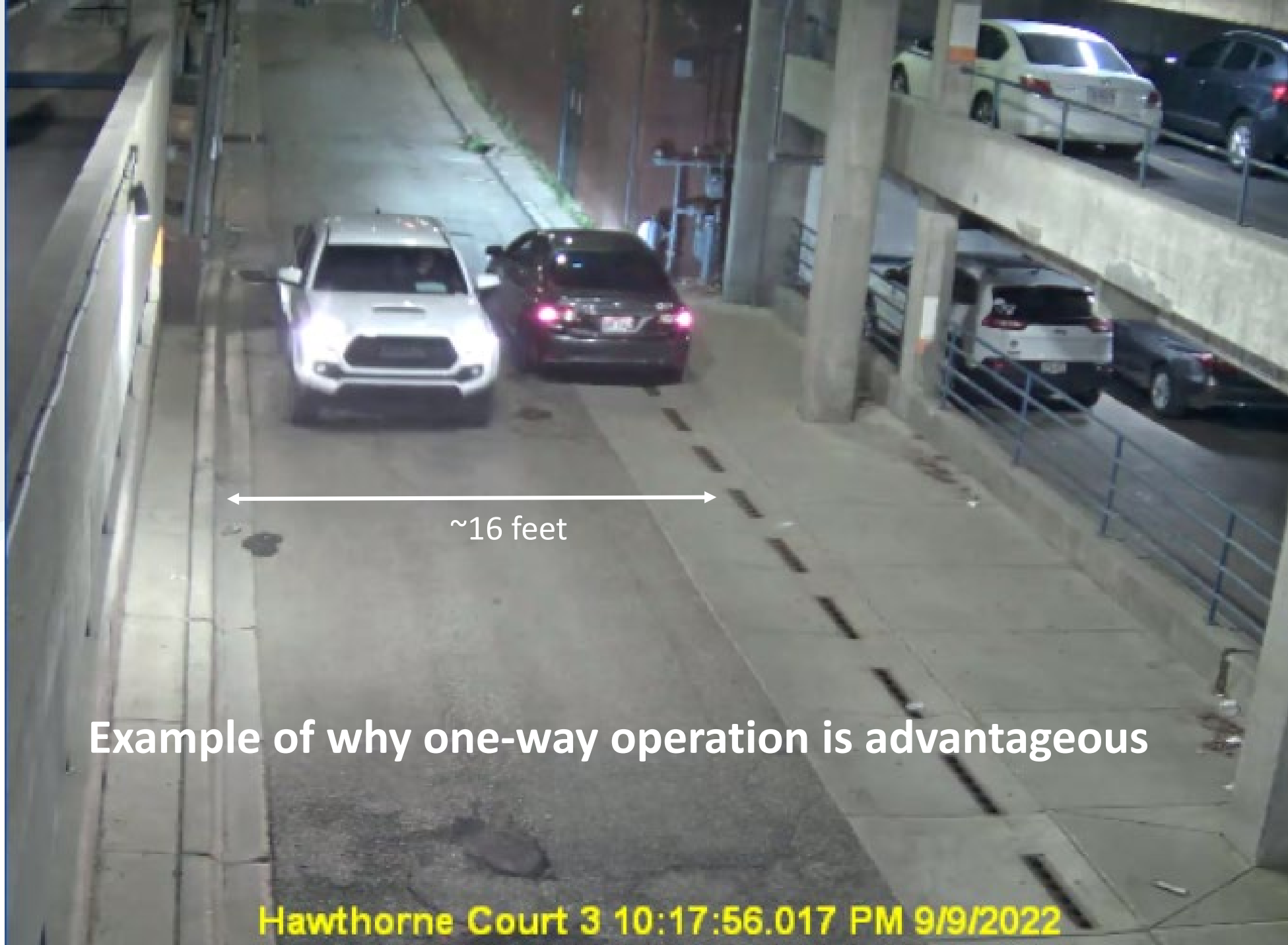
GROUND FLOOR + LANDSCAPE PLAN

±12.0' DENOTES EXISTING ELEVATION FROM AS-BUILTS



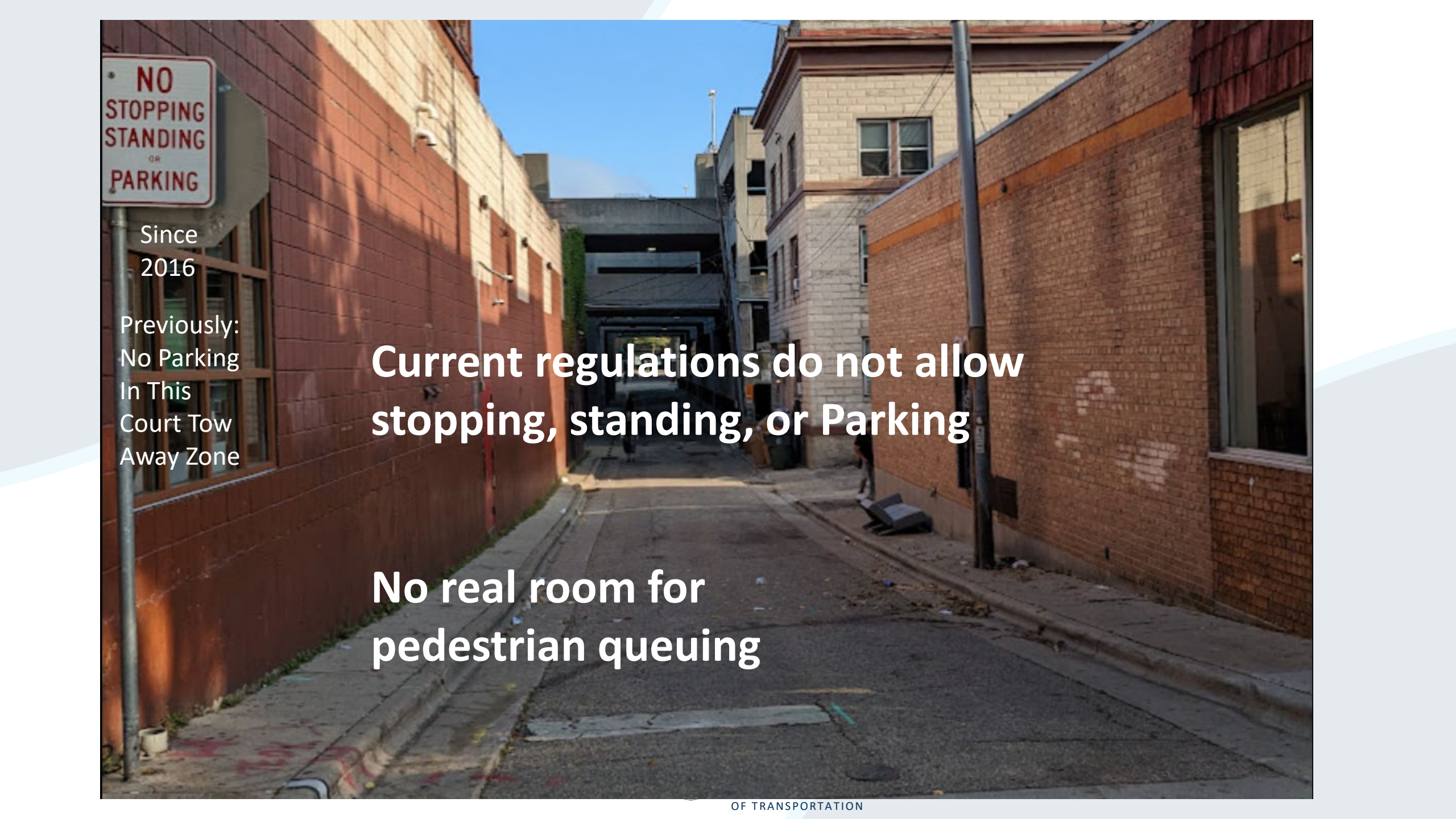
Hawthorne Court becomes one-way northbound





Example of why one-way operation is advantageous

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

A photograph of 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 leads to a dark, tunnel-like passage in the distance. The sky is blue. The ground is paved and has some graffiti. A person is visible in the distance on the right side of the alley.

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**

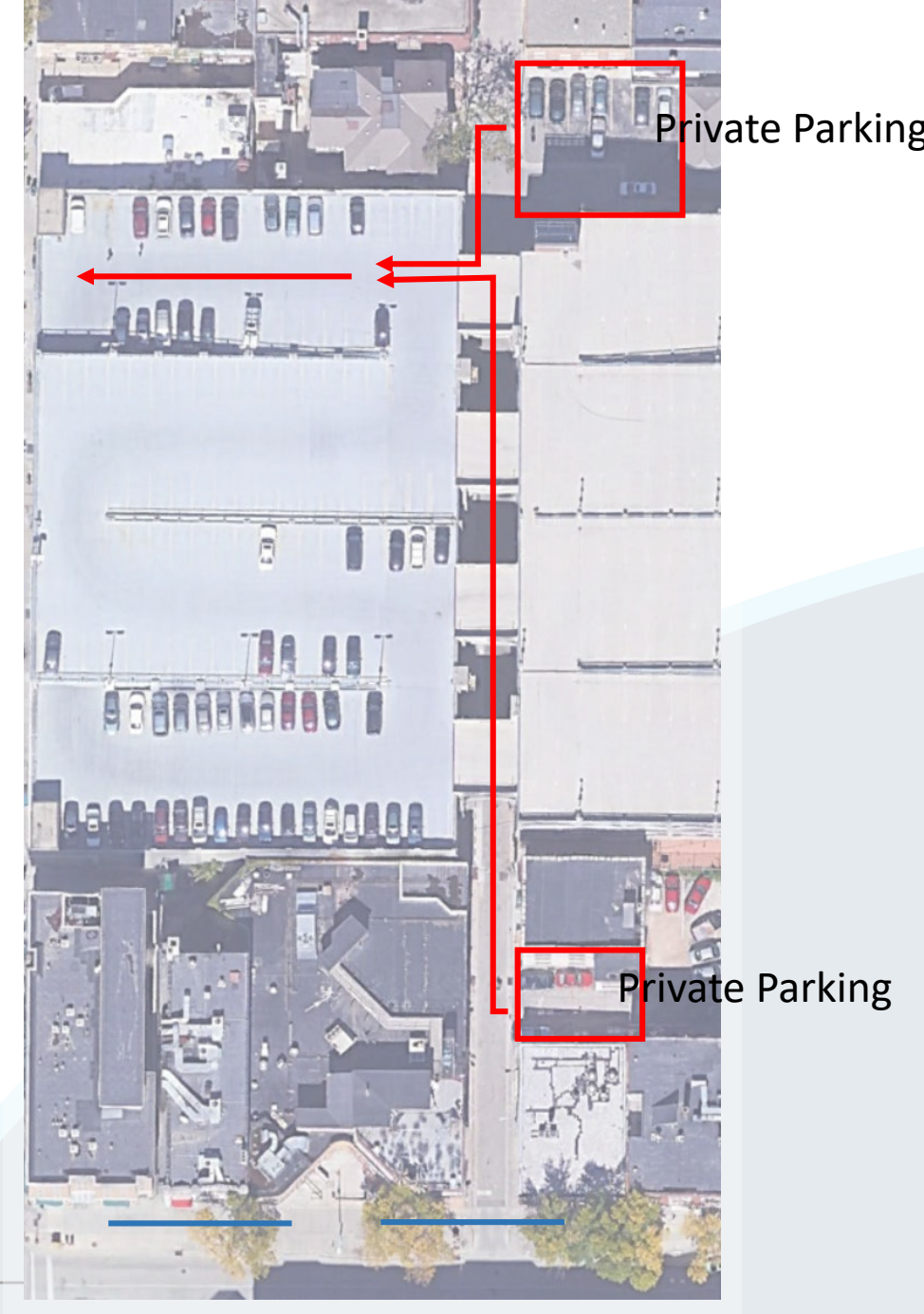
**No real room for
pedestrian queuing**

2. Hawthorne Ct

Private Parking

Loading/Deliveries

Pedestrian Queuing

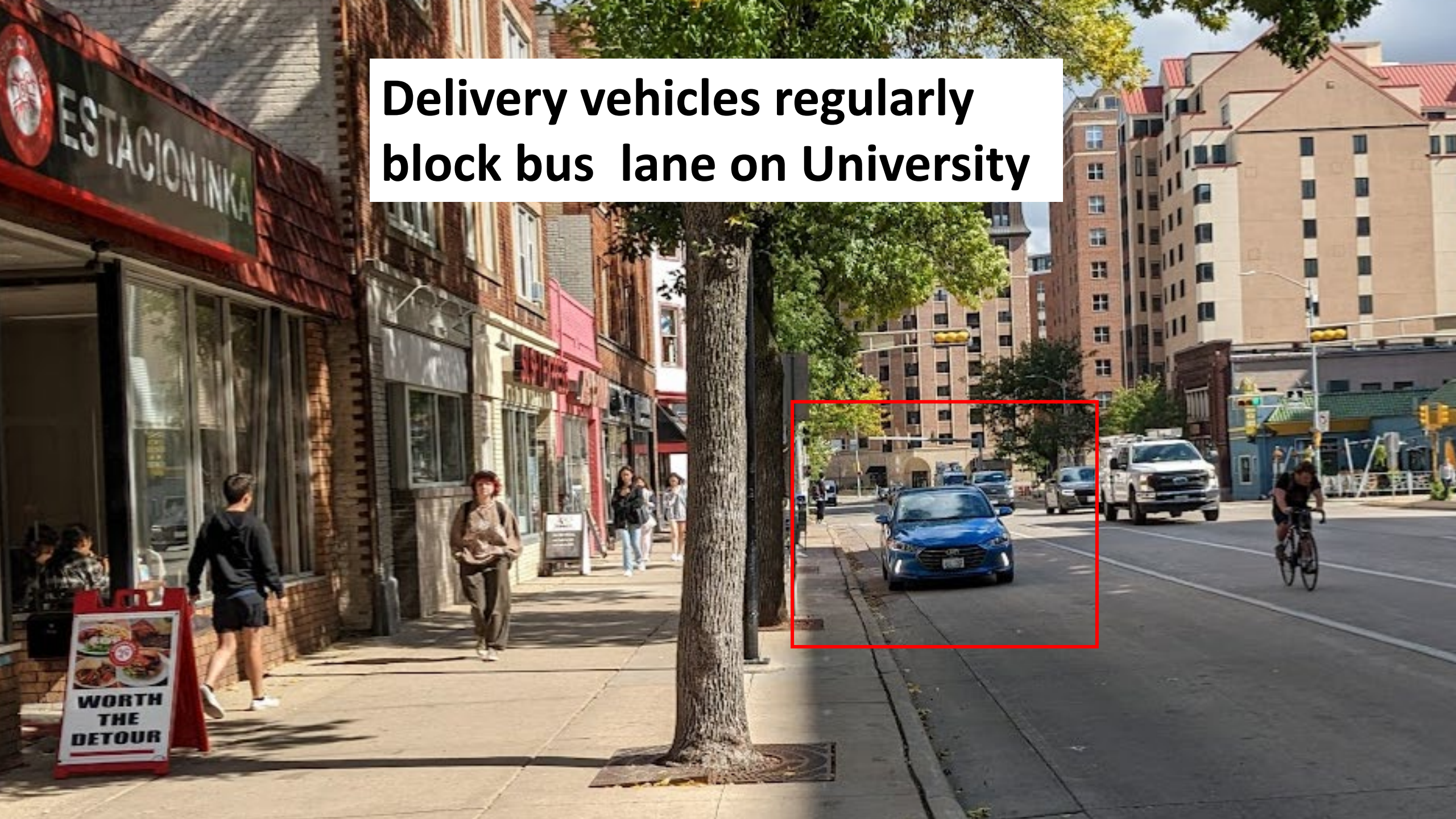


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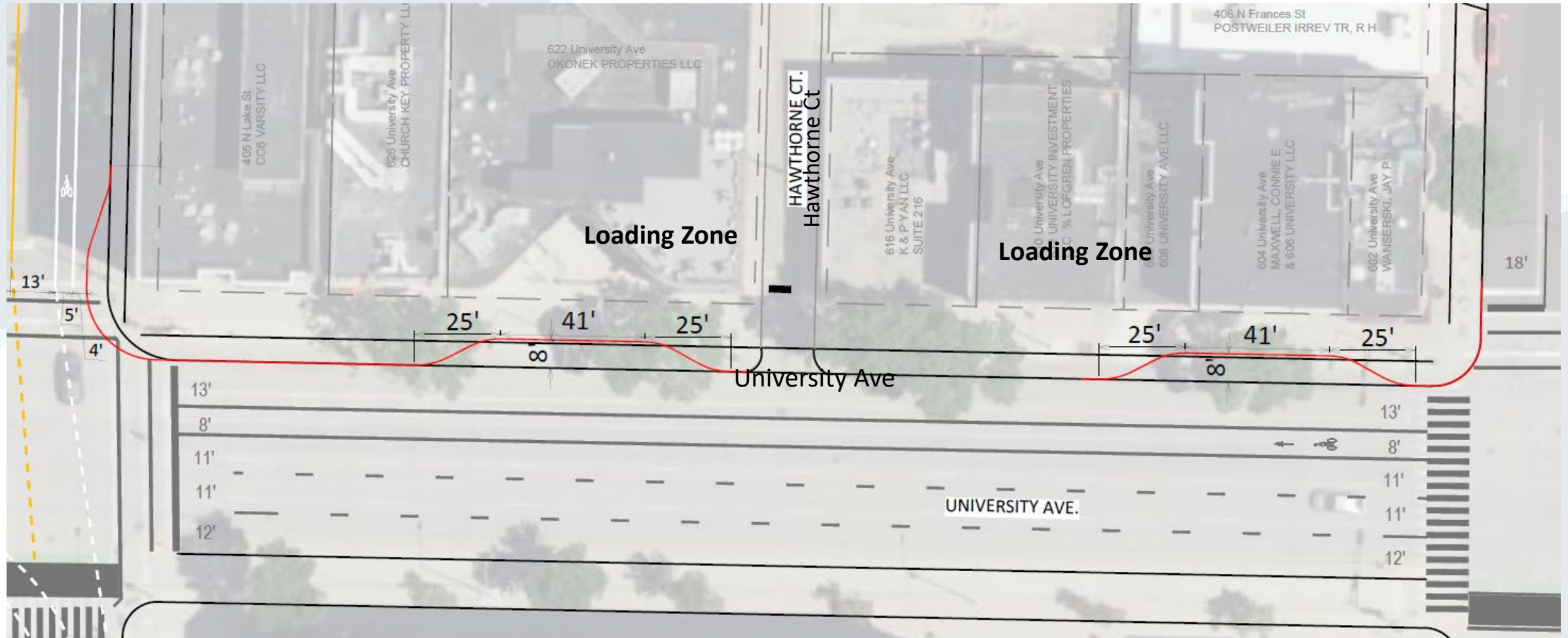


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**Delivery vehicles regularly
block bus lane on University**



Proposed Resolution to Loading Challenges

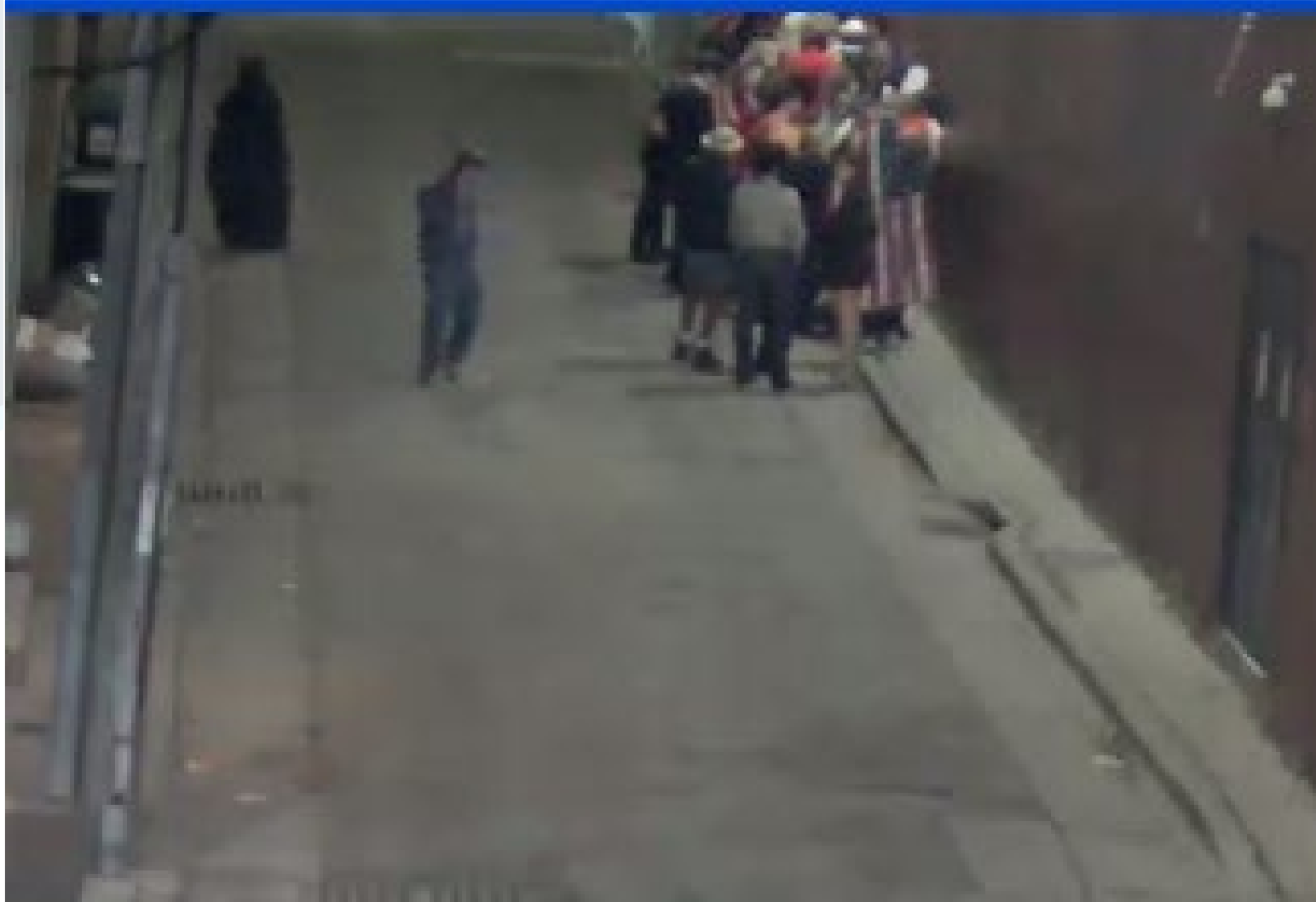


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Pedestrian Queuing on Weekend Nights



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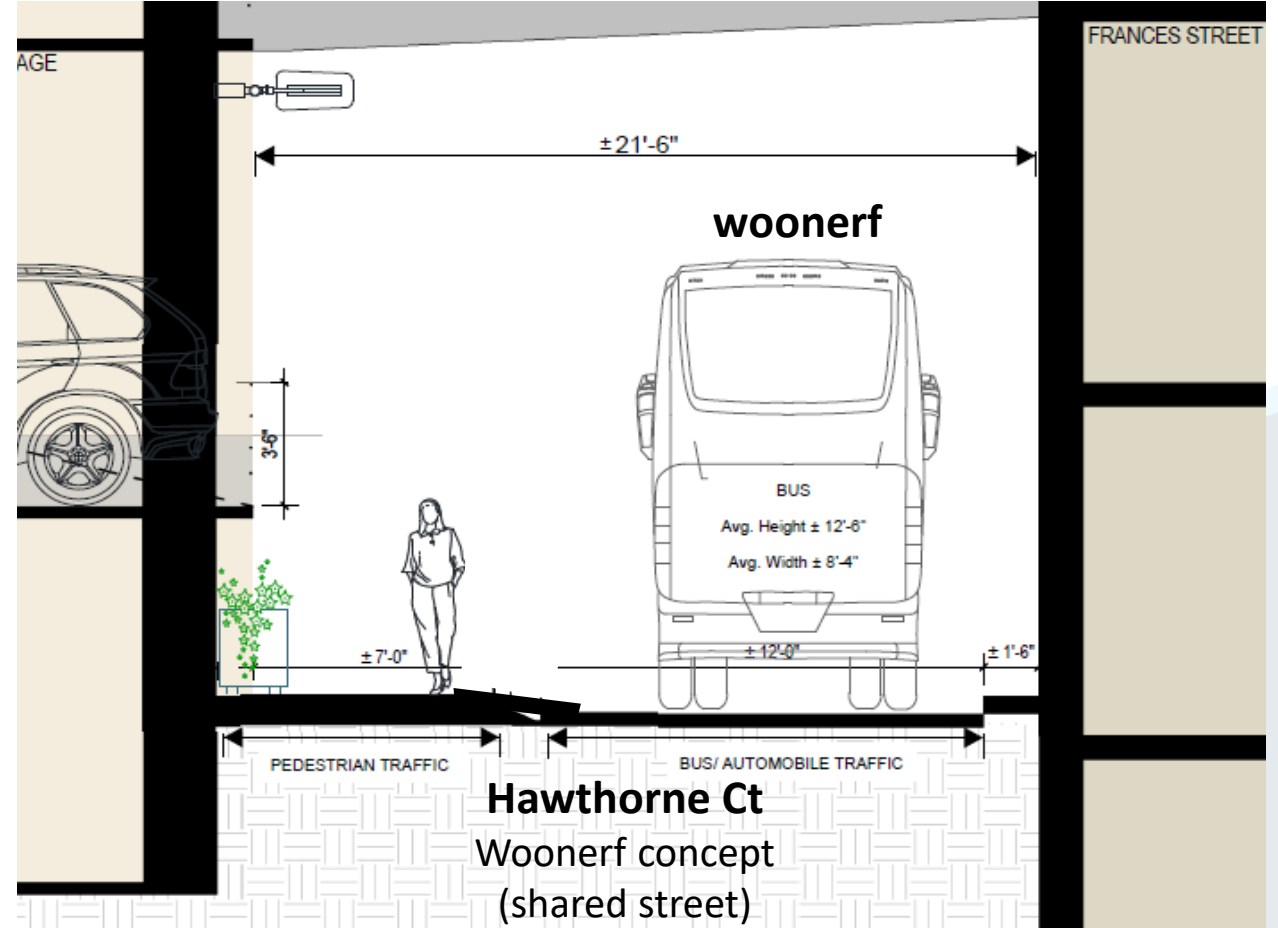


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Expanded area for pedestrians



One-way operation allows
for expanded pedestrian
area



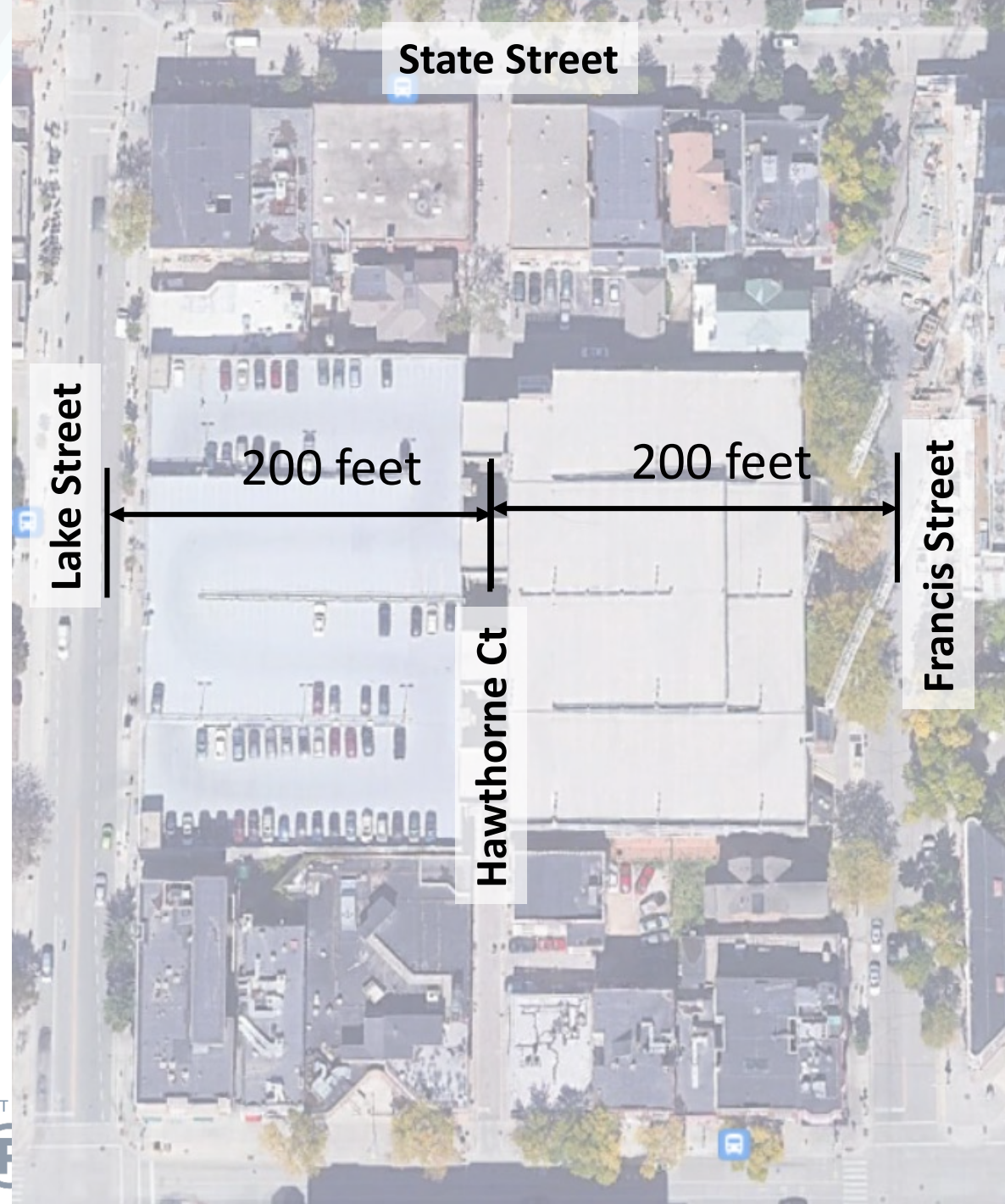
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Alternate Pedestrian Routing

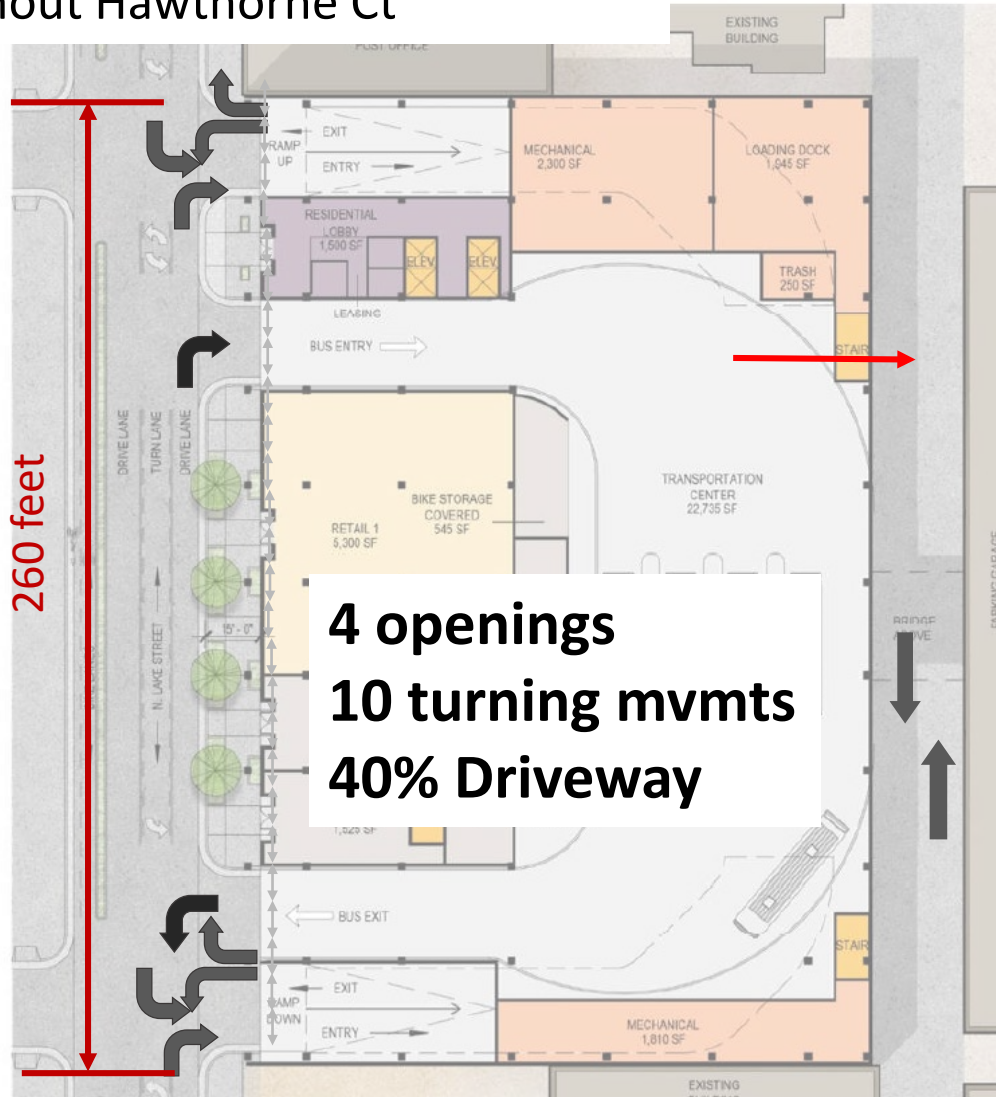
More traditional streets,
Francis and Lake St, are 200
feet away from Hawthorne,
provide an alternative



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

Alternate Layout

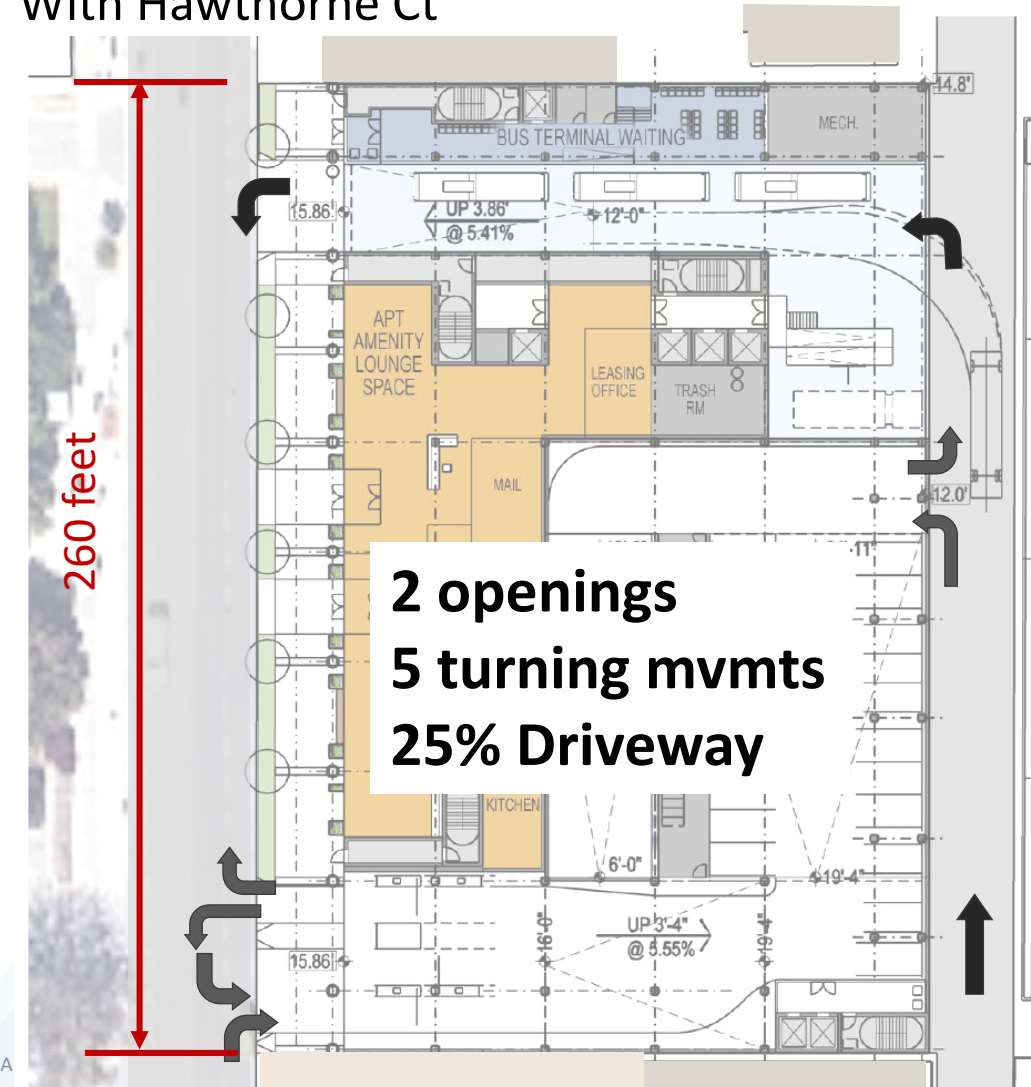
Without Hawthorne Ct



Proposed Layout

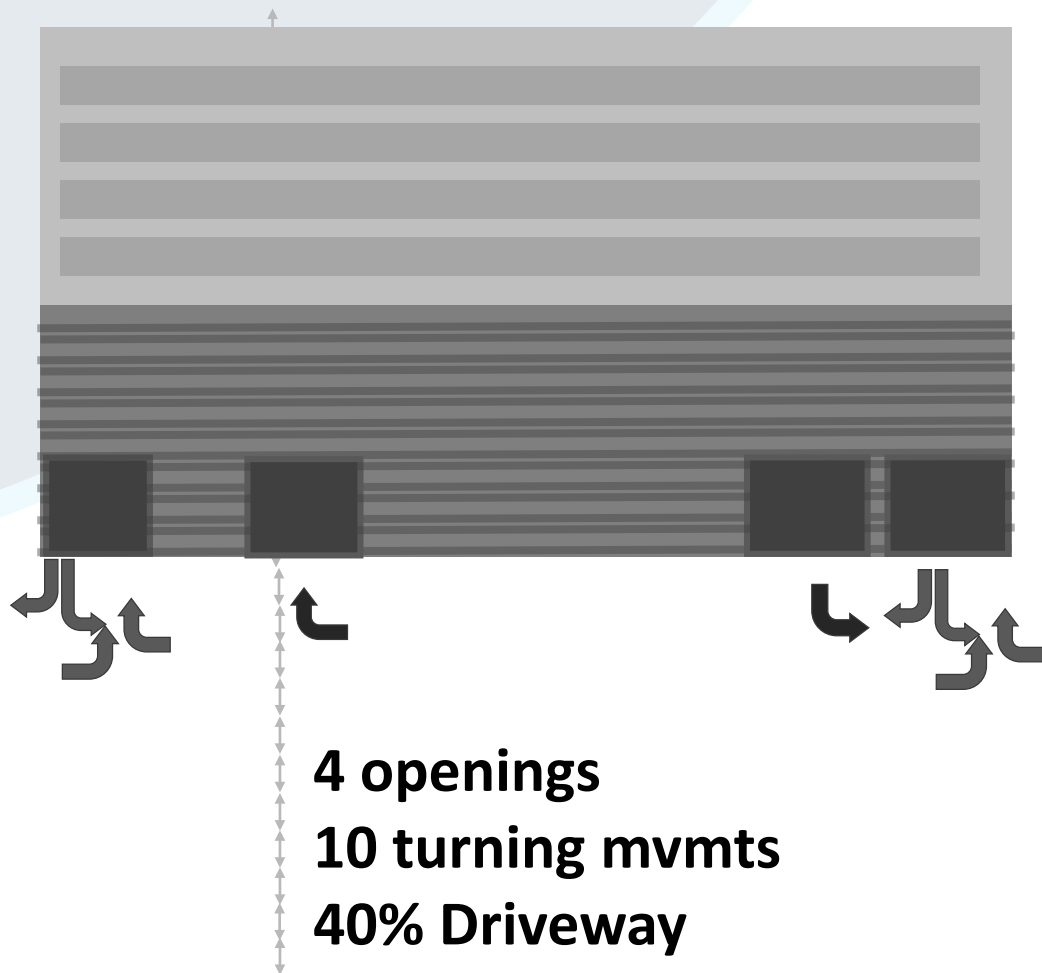
Mortenson

With Hawthorne Ct



Alternate Layout

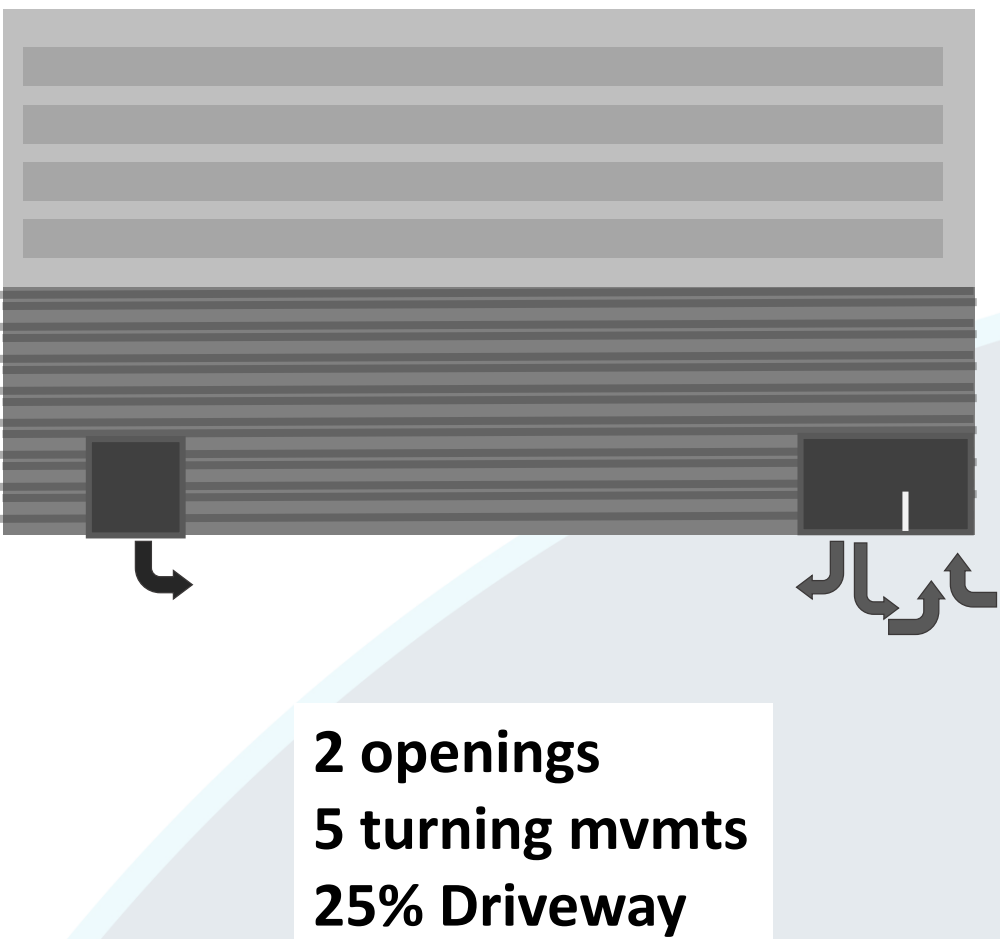
Without Hawthorne Ct



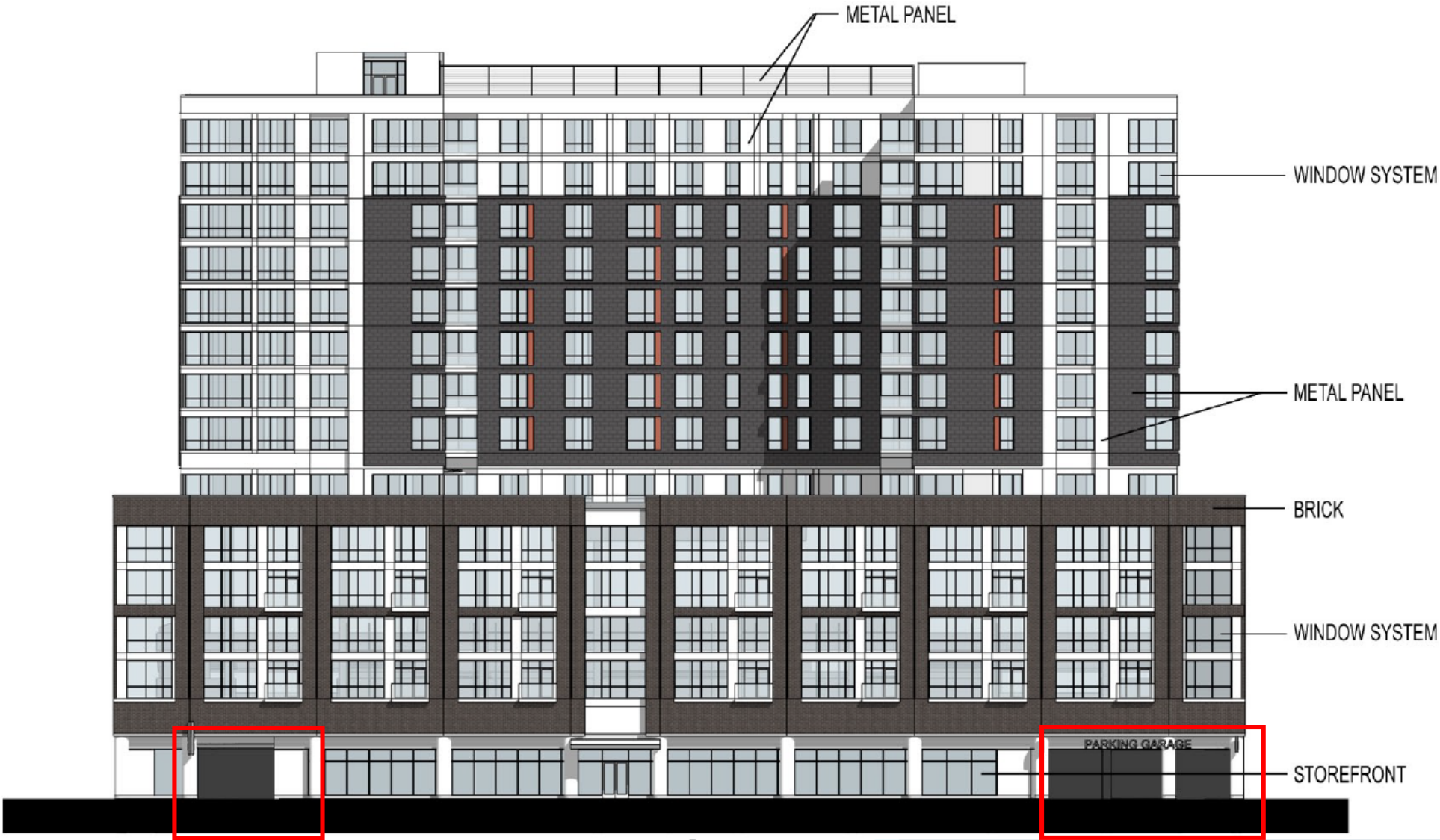
Proposed Layout

Mortenson

With Hawthorne Ct



Entrances and Exits onto Lakeside Simpler and Straightforward

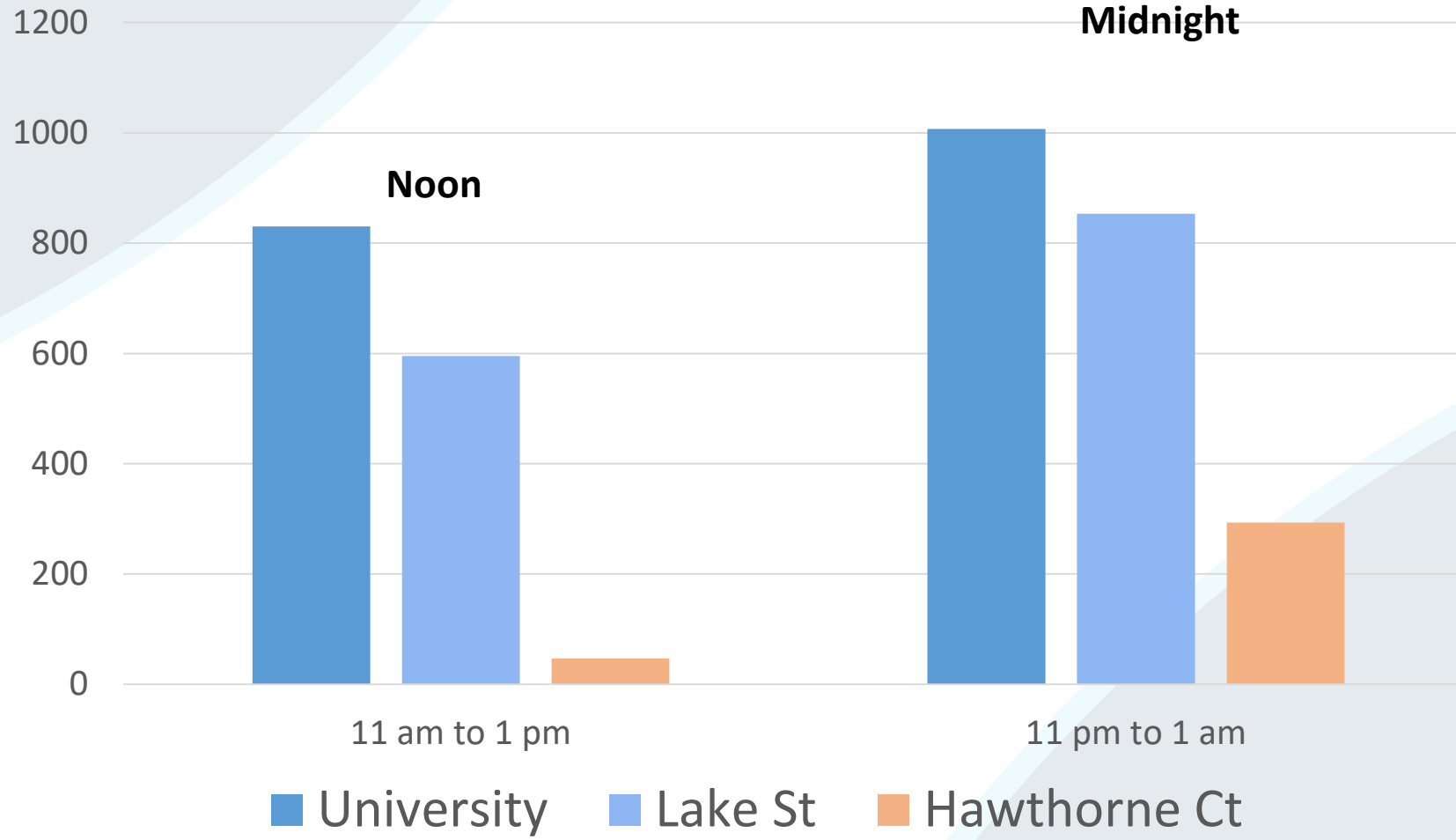


Bus Exit

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

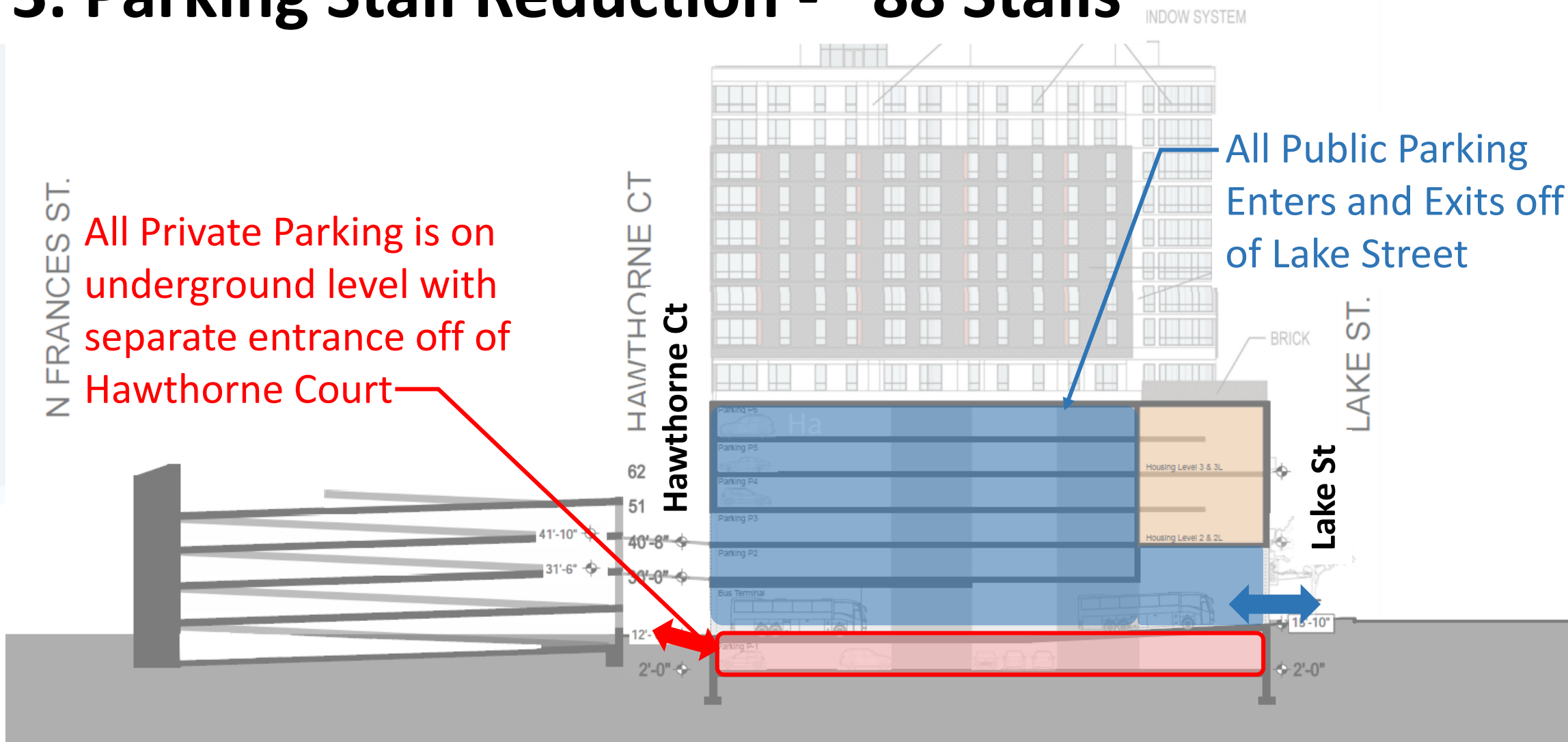
To Chicago							
READ ACROSS							
Madison Lake St.	Dutch Mill Park & Ride	Janesville Terminal	South Beloit Fas Mart	Rockford Terminal	O'Hare Terminal 1/2/3	O'Hare Terminal 5	Downtown Amtrak
1:30 AM	1:45 AM	2:30 AM	2:55 AM	3:20 AM	4:40 AM	4:45 AM	5:20 AM
2:30 AM	2:45 AM	3:30 AM	3:55 AM	4:20 AM	5:40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

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3. Parking Stall Reduction - ~88 Stalls



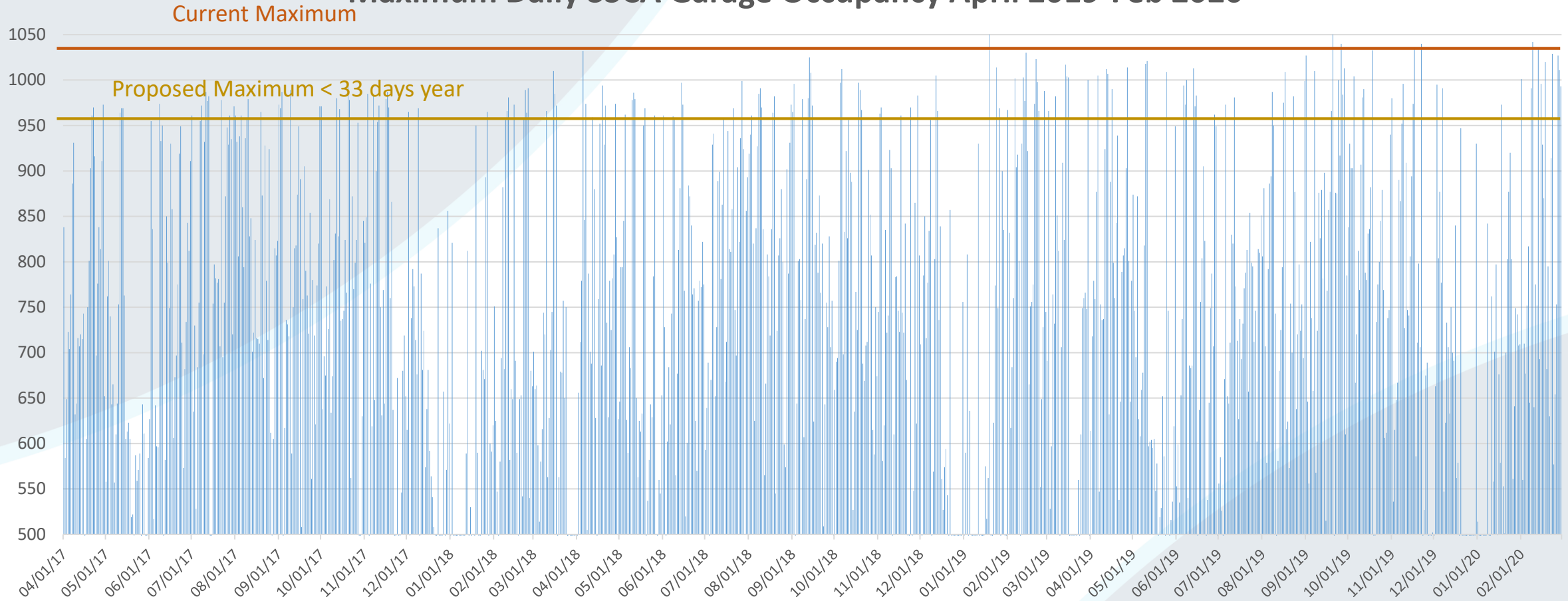
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Maximum Daily SSCA Garage Occupancy April 2019-Feb 2020



33 times a year or less

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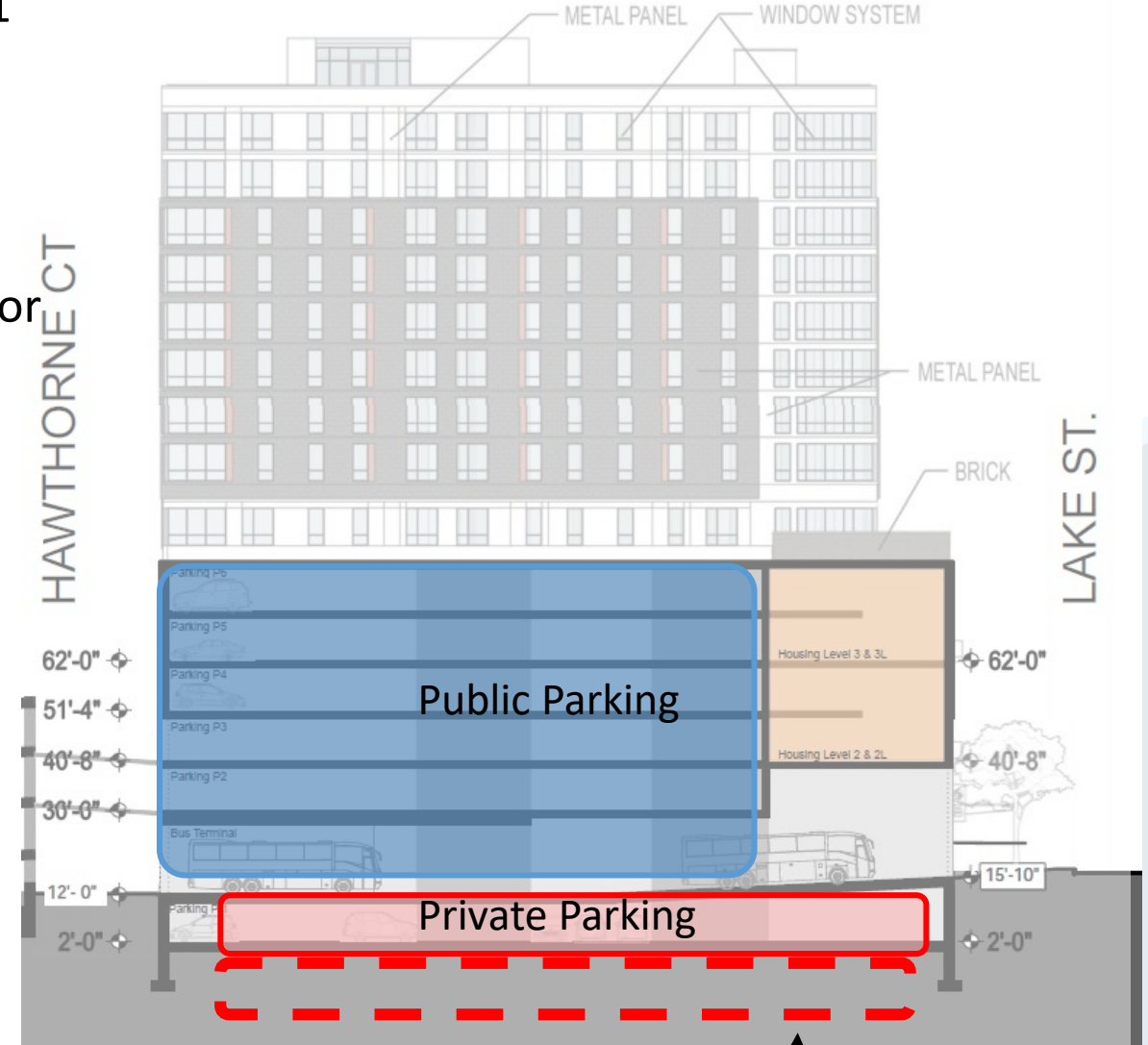
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Types of Events where 88 stalls were used

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

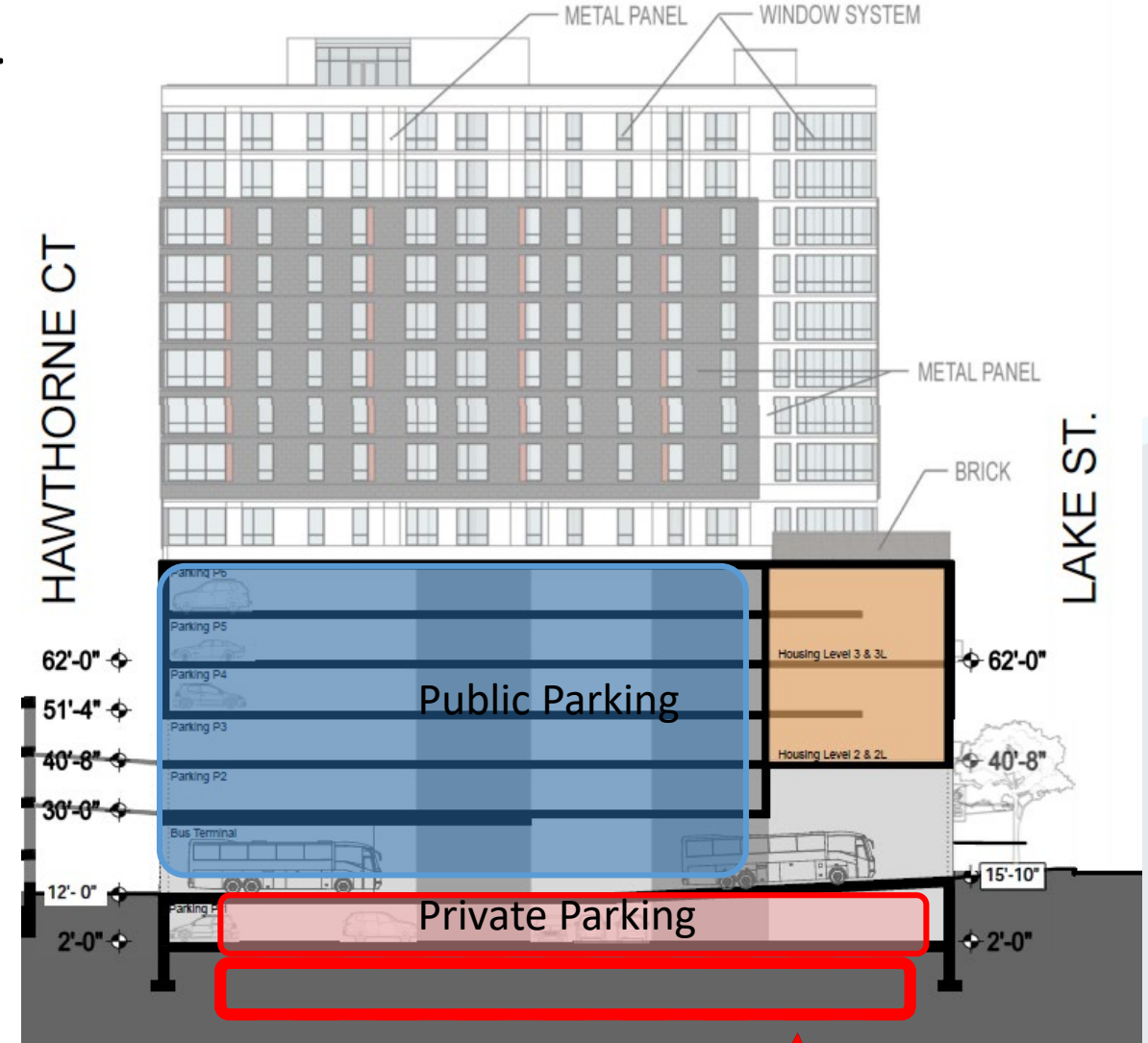
- Instead of 1.5 underground floors, there is only 1 underground floor devoted to private parking
- How often are/were the removed stalls used?
 - Less than 33 days/year (*based on 2017-2020*)
 - 60-70% were for events at Memorial Union or UW sporting events
- How much would constructing these ~88 stalls 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

