

Exterior Campus Design Guidelines

November 2009

FINAL DRAFT
November 25, 2009



These Exterior Campus Design Guidelines are the culmination of the efforts of many Madison Area Technical College (the College) faculty, staff and students who devoted their time and energy to shaping the future character of the College campuses. We wish to extend our sincere appreciation to everyone who made this plan possible through their enthusiasm, commitment and creative input. A very special thanks is owed to the following individuals for their leadership throughout the planning process:

Exterior Campus Design Guidelines Steering Committee

Becky Baumbach, Vice President of Strategic Advancement
 Keith Cornille, Executive Dean for Learner Development
 Turina Bakken, Business and Applied Arts Center Dean
 Shawna Carter, Arts and Sciences Associate Dean
 Mike Stark, Director of Facilities
 Diane Walleser, Director of Marketing & Enrollment Development
 Joe Lowndes, Full-Time Faculty Union President
 Devin Rains, Architectural Tech Instructor
 Rebecca Parish, Architectural Tech Instructor
 Deb Vogt, Graphic Design and Illustration Instructor
 Pamela Cremer, Graphic Design and Illustration Instructor
 Jessica Mahne, Interior Design Instructor
 Tiffany Esser, Interior Design Instructor
 Steven Noll, Marketing Instructor
 Maurice Sheppard, Political Science Instructor
 Kris Mills, College Athletics Administrative Specialist
 Ellen Foley, Foundation, Director of Development
 Sabrina Madison, Student Ambassador

The design team and the Steering Committee prepared the exterior campus design guidelines over a series of meetings.

- June 12, 2009: JJR, Strang and ZD Studios met with the Steering Committee to kick off the project, explain the process for creating design guidelines and better understand their concerns and preferences about the Exterior Campus Design Guidelines. As part of the meeting, JJR, Strang and ZD Studios conducted a character preference discussion. Images were shown of image/signage, open space and architecture, and the Steering Committee voiced their preferences.
- July 8, 2009: ZD Studios presented draft signage and branding concepts to the Steering Committee.
- August 11, 2009: JJR, Strang and ZD Studios met with representatives of the Steering Committee to review the project intents and the draft Exterior Campus Design Guidelines.
- September 16, 2009

Exterior Campus Design Guidelines Prepared by:



JJR, LLC
 625 Williamson Street
 Madison, WI 53703
 (608) 251-1177
www.jjr-us.com



Strang, Inc.
 6411 Mineral Point Road
 Madison, WI 53705
 (608) 276-9200
www.strang-inc.com



ZD Studios
 111 South Hamilton Street
 Madison, WI 53703
 (608) 257-8400
www.zebradog.com

TABLE OF CONTENTS

1.0	Introduction.....	1
	Purpose.....	1
	Organization of Design Guidelines.....	1
2.0	System-Wide Recommendations.....	2
	Overall Guiding Principles.....	2
	Architectural Standards.....	4
	Site Furnishing Standards.....	16
	Signage and Wayfinding Standards.....	32
3.0	Truax Campus.....	42
	Campus Context.....	42
	Campus Guiding Principles.....	42
	Architectural Guidelines.....	44
	Site Guidelines.....	48
4.0	Downtown Campus.....	58
	Campus Context.....	58
	Campus Guiding Principles.....	58
	Architectural Guidelines.....	60
	Site Guidelines.....	64
5.0	Regional Campuses.....	72
	Fort Atkinson Campus Context.....	72
	Portage Campus Context.....	74
	Reedsburg Campus Context.....	76
	Watertown Campus Context.....	78
	Architectural Guidelines.....	80
	Site Guidelines.....	80
6.0	Implementation Process.....	86
	Design Review.....	86
	General Intent.....	86
	Review of Large Projects.....	86

1.0 INTRODUCTION

1.1 Purpose

The purpose of the Exterior Campus Design Guidelines is to support the Facilities Master Plan and extend its goals through specific criteria guiding future development. Like the Facilities Master Plan, the Design Guidelines should:

- Create quality spaces to further the College's academic mission
- Enhance the College's image and aesthetics by creating an identity through landscape, signage and architecture
- Promote more unified identity through careful planning and design of future projects throughout campuses.
- Strengthen campus livability with improvements to active student areas and each campus open spaces
- Improve the access and quality of campus gathering spaces

These Exterior Campus Design Guidelines act in concert with the Facilities Campus Master Plan. The plan provides a framework for development of campuses; recommending land and building use and suggesting future building placement. The Design Guidelines help ensure design continuity of the constructed environment through specific recommendations based on the College's vision for its future.

The Design Guidelines range from specific rules and regulations to be strictly followed to more generic guidelines that suggest a direction or approach to support the primary elements of the Facilities Master Plan. Above all, the intention is to improve the campus open spaces and to allow for the most creative integration of new buildings and building renovations. In this way, new projects can respond to the dynamically changing educational environment and, at the same time, create an exciting campus atmosphere that endures.

1.2 Organization of Design Guidelines

The Exterior Campus Design Guidelines recommend specific improvements to organize a unified College expression throughout all campuses. The system is divided into four sections: system-wide recommendations for every campus, and more refined recommendations for Truax, Downtown, and the regional campuses (Fort Atkinson, Portage, Reedsburg, and Watertown).

Strategic new buildings and remodelling of existing buildings are opportunities to strengthen the College's architectural identity. The Architectural Standards recommend specific building materials and color, transparency, building scale, and amenities that will enhance the College's quality of life.

The Site Standards provide recommendations for hardscape, site furnishings, and lighting design. Signage and Wayfinding Standards help define the hierarchy of types and establish user friendly informational signs. Standardized sign will enhance the clarity of wayfinding throughout the College system.

With the existing eclectic nature of buildings across all campuses and limited planned new building construction on some campuses, a unified campus identity will best be achieved through the site standards and signage and wayfinding standards.

The unified character of all campus will be developed through the recommendations of the Design Guidelines. The future of the College is to display permanence, building upon the legacy of the institution yet being timeless in design. Elements can be contemporary but native materials should express the richness of Wisconsin. Each campus should provide spaces for academic and social student gathering spaces, both interior and exterior. Environmentally sustainable design considerations such as innovative stormwater management, green roofs and energy reductions should be incorporated into campus life.

Common palette of materials will solidify system-wide identity for the College. This section contains overall guiding principles for system-wide development. More refined guiding principles for individual campus are discussed within each section specific to that campus.

2.1 Overall Guiding Principles

The College's Strategic Vision

- Transforming lives, one at a time.

The College's Strategic Mission

- Madison Area Technical College provides accessible, high quality learning experiences that serve the community.

The College's End Statements

- All students achieve the learning necessary to be successful in their educational and career goals.
- MATC prepares students for gainful employment and continuing education.
- MATC provides skilled workers that meet employer needs and the communities' changing needs.
- MATC provides open access and a welcoming environment for all students and members of the community in pursuit of lifelong learning opportunities.
- MATC proactively provides support and resources to the enhancement of collaborative community efforts to the extent resources will allow.

Design Principles for All Campuses

- *Reinforce the academic mission:* Organize buildings, facilities and places so as to reinforce the College's academic mission.
- *Support student success:* Campus design should support the academic, vocational and social success of students.
- *Sense of place:* Make each campus a distinctive and memorable place for all members of the campus community and the surrounding region.
- *Visual coherence:* Consistent architecture, landscaping and signage should create visual unity among all campuses.
- *Campus-community interface:* Design and place buildings, facilities and open spaces that respect the massing, scale and character of the adjacent community.
- *Reinforce entrances:* Orient buildings, pathways and open spaces to create prominent campus and building entrances.
- *Enhance academic and social interaction:* Locate campus buildings, facilities and open spaces in close proximity to enhance learning and social interaction.
- *Pedestrian-first orientation:* Maintain the core of the campus as a pedestrian-dominant area
- *Recognize vehicles:* Recognize and sensitively accommodate the need for vehicles on campus without compromising the convenience and safety of pedestrians.
- *Ensure access:* Ensure that persons with disabilities can effectively and safely access campus buildings and facilities.
- *Retention and recruitment:* Reinforce the environmental and aesthetic qualities of the campus that help attract and hold students, faculty and staff.
- *Strive for sustainability:* Design buildings and landscapes to be compatible with the regional environment and to conserve natural resources.

2.2 Architectural Standards

2.2.1 Accessibility

All new construction, addition and renovation projects shall conform to the accessibility requirements of the Americans with Disabilities Act (ADA) and of prevailing building codes. An effort to create barrier-free access to amenities that complements the surrounding architecture without sacrificing function or compliance is required.

Universal design is the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design. The Principles of Universal Design developed by The NC State University Center for Universal Design should be used as a guide to better integrate features that meet the needs of all.

1. Equitable Use - The design is useful and marketable to people with diverse abilities.
2. Flexibility in Use - The design accommodates a wide range of individual preferences and abilities.
3. Simple and Intuitive Use - Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.
4. Perceptible Information - The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.
5. Tolerance for Error - The design minimizes hazards and the adverse consequences of accidental or unintended actions.
6. Low Physical Effort - The design can be used efficiently and comfortably and with a minimum of fatigue.
7. Size and Space for Approach and Use - Appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility.

(Copyright © 1997 NC State University, The Center for Universal Design, Version 2.0. More detailed information: www.design.ncsu.edu/cud/about_ud/udprinciples.htm)

2.2.2 Sustainability

New Construction, Addition and Major Renovation Projects

Responsible stewardship of the environment shall be emphasized through minimized energy consumption, the use of durable, eco-friendly materials, and other appropriate sustainable solutions. The USGBC's Leadership in Energy and Environmental Design (LEED™) Green Building Rating System shall be used to benchmark sustainability efforts. All new construction, addition and major renovation projects shall achieve the equivalent requirements of a LEED Silver level of certification. Unless expressly mandated for a specific building project, completing the actual LEED certification process is not obligatory, but is strongly encouraged.

Existing Buildings

Existing campus buildings are typically in fair condition and are expected to remain serviceable with regularly scheduled maintenance. However, many opportunities to improve operational efficiency while minimizing environmental impacts exist. Using the LEED™ for Existing Buildings: Operations & Maintenance rating system as a point of reference, the existing buildings have the potential to become emblems of successful, environmentally-responsible renovation and reuse.



Architecturally-integrated accessible ramp designs



Sustainable building features include climate-responsive design strategies



Improving the sustainability of existing buildings



Strategies applicable to the improvement of existing building exteriors include:

- Replacing exterior finishes in that have been subject to wear and tear.
- Adding exterior sun shading devices to building locations subject to increased solar glare and undesirable thermal gain.
- Replacing all non-thermally broken windows in the exterior walls with high efficiency windows to reduce energy consumption and increase occupant comfort.
- Adding skylights, clerestory windows and light wells to bring daylight into the building core.

2.2.3 Curated Exterior Art Installations

Artwork created for the public realm takes on many forms, including sculpture, installation work, murals and site furniture. It can respond to site-specific conditions and may be incorporated into building or landscape features. It may be static or kinetic, interactive or simply contemplative.

Exterior art falls within several categories, each with aspects that may be perceived as desirable or negative by different societal groups in different situations. These projects include, but are not limited to, avant-garde, site-specific, commemorative and community-focused artwork.

Curated exterior artwork plays a considerable role in the College's contribution to the civic realm. Contextual considerations must play a significant role in the selection of public artwork, given the very different environments of each campus. In all cases, artwork should reinforce the College's commitment to both innovation and legacy. Particular attention should be given to include a variety of media and types of public art that will withstand the test of time both physically and conceptually.

The following guidelines shall apply to exterior art installations on all campuses:

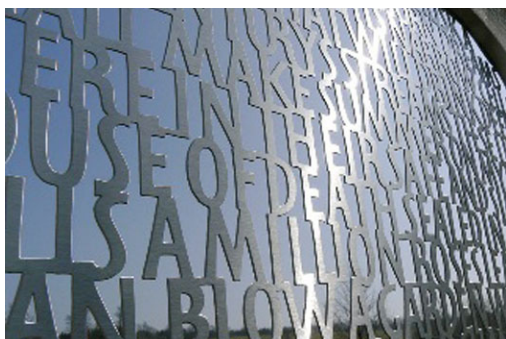
- For each building project, the College-appointed design review committee will assess the percentage of construction costs that shall be applied to exterior art installations. Reserving a minimum of 1% of project costs for art projects is recommended.
- Exterior art projects shall be selected to reflect diverse range of artistic practices, including avant-garde, site-specific, community and commemorative expressions.
- An effort shall be made to involve art faculty and students in the selection of artwork, and to consider faculty and student artwork submittals when appropriate.
- Artwork shall be permanent in nature and be constructed of materials suitable for long term exposure to the elements.
- Artwork shall be structurally sound and not pose significant health or safety risk through its construction or installation.
- Artwork shall not contribute to excessive energy and water consumption, light pollution or other detrimental environmental impacts.
- Artwork shall not cause disruptions to on and off-site activities through excessive noise or movement
- Artwork shall not hinder the objective of attracting the public to the College campuses.
- Artwork shall not obstruct critical views to and from campus buildings or impede pedestrian flow.



Avant-garde artwork in the public domain can bring interest, and controversy, to a site by questioning the norm and eliciting dialog.



Site-specific art responds to the characteristics and circumstances of its context, reinforcing a sense of place and encouraging a reinterpretation and reevaluation of the natural and/or built environment.



Commemorative art may be culturally significant through its contribution to community bonding, however, the choice of subjects to memorialize has the potential to be controversial.



Community art strives to bring people together through the celebration of shared experiences. The public is often involved in early planning stages, increasing local acceptance of such projects.

2.2.4 Building Massing & Planning

- High quality and durable architecture, both from maintenance and aesthetic standpoints, shall be required. Type I and/or Type II construction, as defined in the International Building Code, are required.
- Building design elements, details and massing should create a well-proportioned and unified building form and exhibit an overall architectural concept.
- Buildings shall be designed and positioned to take full advantage of solar orientation. Passive, climate responsive design strategies suited to Wisconsin shall be used.
- An effort should be made to use modular dimensions to reduce waste.

2.2.5 Envelope Design: Building Entrances

- All regularly-used entrances shall be sufficiently lighted and open into a vestibule equipped with a permanent entryway system, such as grate, grill or slotted systems that allow for cleaning underneath to capture dirt and particulates entering the building.
- All regularly-used entrances shall be recessed from the building's façade or sheltered from the elements with permanent canopies, awnings, arcades or other elements wide enough to protect at least one person.
- Main entry doors should be prominently articulated features on the façade and should be clearly identified for wayfinding.

2.2.6 Envelope Design: Walls and Façades

The design of a building's envelope shall incorporate "human-scale" architectural features, elements, and details that allow people to feel comfortable using and approaching each campus. Building façades should convey strength and timelessness through its gestures and palette of materials. Energy efficiency, occupant comfort and environmental responsibility shall be central to the design of the building envelope.

- Façades should be articulated to break up large masses. Gestures such as the curving and angling of facades are desirable. Runs of flat, blank walls exceeding 45' should be avoided. Where blank walls are unavoidable they should receive design treatment to increase pedestrian comfort and interest.
- Envelope materials and gestures should be chosen to convey permanence and legacy but should not be overly traditional or collegiate in character. Motifs of classical architecture, such as fluted columns with capitals, vaults and domes, and traditional stone cornice profiles are discouraged.
- Exterior materials shall be treated with a non-hazardous anti-graffiti sealer.
- Sustainable materials, including those that contain recycled content, are minimally-processed, produced locally, renewable, salvaged, and refurbished, should be incorporated into building projects.
- Enclosures shall be designed to minimize thermal loss/gain and control moisture. Insulate minimum R-20 for walls and R-11 for foundations.



An articulated and sheltered building entrance helps create a sense of arrival and aids with wayfinding.



An articulated façade breaks up bulk and create interest



Classical ornament evokes a collegiate and traditional character that is unrepresentative of the College identity.

2.2.7 Building Materials

Signature Material

New construction and major renovation projects shall incorporate a signature material to establish an aesthetic connection between all College locations and reinforce a shared identity. Chosen for its durability, local provenance and sense of timelessness, native regional limestone shall be integrated into the design of the building envelope, covering an area no less than 10% of all publicly visible façades. Cut modular units and veneer panels in ashlar or stacked patterns shall be primarily used, with split-faced units permitted in an accent capacity.

Acceptable Exterior Materials

In addition to the signature material, a combination of materials from the following approved palette of materials shall be required:

- Other ashlar or stacked modular stone (natural, calcium silicate and cast stone)
- Brick
- Precast concrete
- Architectural concrete masonry units
- Pre-engineered architectural metal siding as a secondary material
- Curtain wall and storefront systems
- Other materials as approved by the College-appointed design review board.

Prohibited Exterior Materials

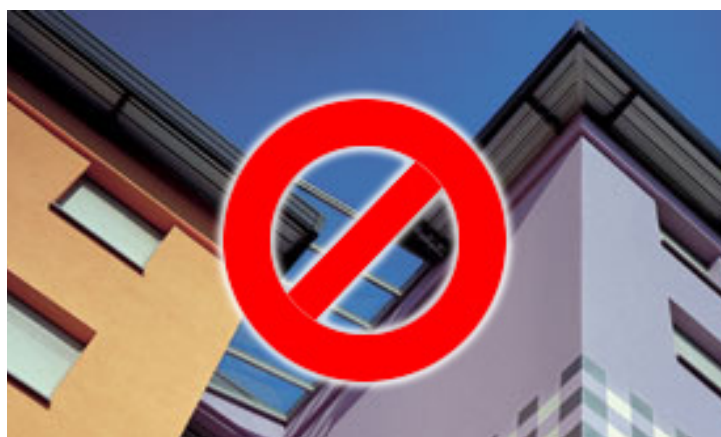
- Random, non-ashlar stone
- Plastic (vinyl, polypropylene, etc.)
- Corrugated fiberglass
- Exterior Insulation Finishing System (EIFS)
- Stucco
- Roughcast
- Wood and wood-fiber siding, trim, shingles and shakes
- Asphalt shingle roofing
- Fiber cement siding (i.e.: HardiPlank)



Dressed native limestone in ashlar or stacked patterns shall be incorporated into the design of publicly-visible façades. Random, non-ashlar patterns shall not be used.



A combination of durable materials creates a contemporary expression that also conveys permanence.



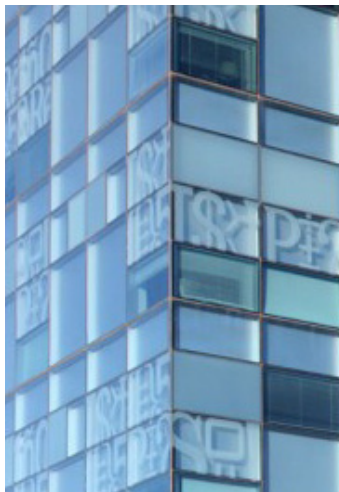
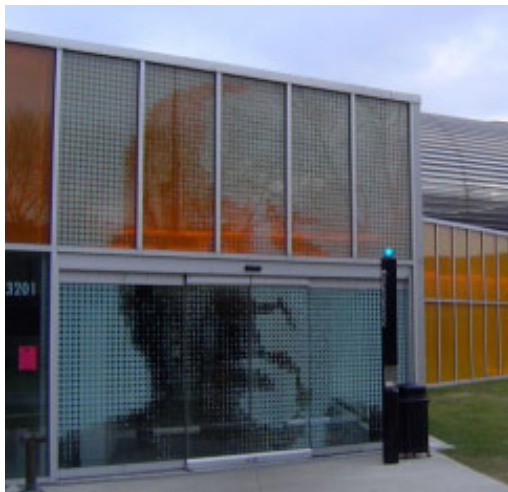
Materials that do not convey permanence, such as EIFS and wood siding, shall not be used.

2.2.8 Glazing & Solar Control

The design of a building's openings is crucial to the interior experience of users and the image of a building from without. Glazing can contribute to façade rhythm through the play of positive and negative space, create interest through the combination of shapes, mullions, trim, and different textures, colors and glass treatments. Adequate access to daylight, framed views and connections between inside and out must be balanced by concerns for glare, thermal gain and privacy.

So-called “glass box architecture”, buildings clad primarily with curtain-wall glazing systems, provide less insulation than traditional buildings with punched openings, and some techniques to minimize thermal gain, such as the use of reflective glass, can give a building an impersonal feel. Large expanses of uniform glazing tend to create an aesthetic of ephemerality and lightness, which has the potential to contradict attempts to create an architecture that evokes strength, legacy and permanence.

- Projects shall take advantage of the Wisconsin Energy Code provisions promoting daylighting.
- Light shelves to bounce daylight into the depth of the building shall be incorporated where applicable.
- Exterior sun-shading devices that provide visual interest are recommended on building façades exposed to orientations subject to solar glare and increased thermal gain.
- Large expanses of uniform curtain wall are prohibited in favor of a combination of limited areas of storefront glazing and punched openings.
- Clear glass shall be used at appropriate lower level public spaces to create a sense of transparency and visual penetration into public interior spaces. The use of ground-level opaque and reflective glass should be limited.
- The use of architectural glass in various textures, tints and colors, as well as imagery incorporated into glazing is encouraged.
- The use of high efficiency, low-E glazing products is required.
- Glazing shall be limited to 50% of the building envelope. Strategies to maximize daylight into occupied spaces within this limit must be considered. The maximum glazing percentage may be exceeded if equivalent energy efficiency can be obtained using architectural strategies, such as double-wall façades.



Unique glass treatments add interest to the building envelope



Highly-transparent common areas promote openness



Sun-shading devices should complement a building's architectural aesthetic

2.2.9 Roofs

Habitable green roofs and planted terraces provide a significant number of social, environmental and economic benefits. In addition to the aesthetic appeal and the additional amenity space they afford to building occupants, green roofs contribute to increased energy performance, add to the roof membrane's life span, filter storm water, clean particulates from the air and help reduce the "urban heat island effect".

Rooftop protrusions and equipment can contribute to visual pollution that may disrupt a building's aesthetic. Creative architectural solutions to conceal such equipment can not only integrate with the overall building design but also contribute to noise control.

- Roof protrusions other than chimneys and plumbing vent stacks shall not be visible from the street or public right of way. An architectural solution that complements the overall character of the building design shall be employed in the concealment of roof equipment. Vent stacks shall be painted or finished to blend in with the overall roofing covering.
- Variations in roof lines should be used to add visual interest.
- Traditional sloped roof shapes, such as hip, gambrel, gable and cross-gable, and sloped roof surfaces that exceed the average wall height are discouraged.
- Stormwater run-off from roofs must be managed so as not to infringe upon the public right-of-way. Strategies that capture rainwater for all non-potable water uses are suggested.
- Planted roofs, especially those that are habitable, shall be considered in the design of flat roof surfaces. The implementation of a sub-irrigated planter (SIP) edible garden program involving college agriscience and culinary arts departments at appropriate flat rooftop locations is encouraged.
- Roof systems shall achieve a minimum thermal resistance rating of R-30.

2.2.10 Loading & Equipment Areas

At-grade loading and equipment areas present problems similar to the potential for visual pollution caused by rooftop equipment. In addition, their location also makes them potential obstacles to pedestrian comfort and susceptible to vandalism.

- Loading docks, shipping, and receiving areas shall be obscured from view by walls, fencing or landscaping.
- Service elements such as dumpsters, waste management, and mechanical equipment shall be screened, enclosed, or located within buildings. Screens and equipment enclosures shall be made of materials that complement or integrate with others on site. Planting and/or fencing may also be used to conceal ground-mounted equipment.



Habitable, planted roofs and rooftop container gardens provide social, educational, environmental and economic benefits.



Rooftop equipment is concealed using solutions that reinforce the overall building aesthetic.



Planting and screens can be used to conceal loading and equipment areas



2.3 Site Furnishing Standards

Site Furnishing Standards collectively contribute to a positive campus character. The selection and consistent use of standard family of benches, waste receptacles, lights, and other site furnishings among all campuses will help achieve unified and clearly defined campuses. Standard family would consist of selected color, style, and material i.e. metal, stone, glass etc., when applied to site furnishing related as a unifying amenity.

The following materials establish a set of guidelines for use throughout the College system. These materials provide a basis for campus planners and maintenance directors to make decisions on a daily basis. Implementation of these recommendations will by necessity occur over time through new physical improvement projects or replacement. It is important that facility representatives take advantage of opportunities to replace damaged or worn-out units with the recommended replacement units and standards so that consistency is maintained.

Implementation of site furnishing recommendations should achieve the following objectives:

- Enhance the aesthetic characteristics of the existing campuses.
- Establish a unified, cohesive image by establishing a family of furnishings that work together in terms of their materials, style, detailing, color, and scale.
- Contribute to a sense of orientation.
- Improve pedestrian convenience, safety, and security.
- Enhance the functional characteristics of each campus.
- Achieve an increased sense of order.
- Minimize maintenance costs while achieving a higher level of cost effectiveness.
- Allow flexibility for creative expression in the site design process for specific facilities and system open spaces.

The Site Furnishing Standards are organized under the following headings:

- Criteria: An overview of general design considerations to follow in selecting equipment.
- Location: Special considerations regarding where site furnishings should be used in the campus setting.

2.3.1 Pedestrian Walks

Criteria

- Walkways are a critical element for achieving campus unity. The use of concrete walks on campus is important in creating a sense of quality, continuity, and connection.
- Walks must be wide enough to accommodate anticipated pedestrian volumes. Consistent walkway widths should be identified and maintained across campuses. These widths should emphasize a hierarchy of walks which respond to different volumes of pedestrian traffic. Major collector walkways should be 12 feet wide, and all others should be 8 feet wide. Walkway widths should permit easy snow removal operations. ADA codes require that all walks should have no more than a 2% cross slope.
- Students and faculty will always discover new and apparently more direct routes. It is impractical to add new walks in all such instances, but where pedestrian volume is greater than the width of the existing walk, additional pavement should be added.
- Walkways not being used should be removed rather than be repaired. Some short path segments are repetitive of other nearby paths and do not follow pedestrian desire lines.
- Care should be taken to align walkways so that they connect major destinations and offer pedestrians a safe, interesting, and relatively direct means of travel across campus.
- Walks should be engineered to provide water runoff, prevent ponding water, and to permit easy snow removal.
- Existing paving materials and patterns should be continued as a means of maintaining visual continuity and quality. Typically, concrete walks should be used on campus.
- Color ranges for concrete unit pavers or bricks should utilize earth tone blends appropriate to architectural surroundings.

Location

- Concrete unit pavers should be used for special areas (i.e., building entries, outdoor gathering area and courtyards, bicycle parking/racks, and gateways to walks). Unit paver walks should ideally utilize a flexible base system. This system is advantageous because of its lower initial cost, proven durability, and ease of accommodating future alterations. Brick may be utilized on a project-specific basis as approved by the College.
- Crosswalks and barrier-free ramps should be constructed at roadway intersections. Standard pavement markings and/or enhancing materials (for traffic calming) should be used to highlight pedestrian movement at major pedestrian crossings, including each location where walkways ends at a road or other vehicular route. Crosswalks and ramps should all be constructed to meet ADA, state, and local code requirements.

2.3.2 Benches, Tables, and Informal Seating

Criteria

- Style should be clean and simple, and add to the park-like atmosphere of its surroundings.
- Benches and tables should be structurally adequate to withstand extensive student use, inclement weather conditions, and most vandalism.
- Benches should be comfortable and functional.
- Benches and tables should require little or no maintenance.
- Benches should have backs, side and center arms for maximum comfort.
- Tables should have seating ranges for 4 to 8 people.
- Table seating should have backs for maximum comfort.
- Material of the bench and table should be powdercoated steel on a steel base or Ipe wood for resistance to moisture, insects, splinters, cracks, and vandalism.
- Metal components should be colored to match other site furnishings.
- Informal seating opportunities should be provided with the use of native materials such as stone.
- Informal seating should be minimum 15” and maximum 18” in height.

Location

- Benches and informal seating should be along pedestrian corridors especially where major pathways cross.
- Along the main collector walks, benches and informal seating should be organized with other site elements such as light poles, trash receptacles, etc.
- Benches and informal seating should be located within building gathering areas and nodes.
- Tables should be located with access from dining and desired nodes with need of tables.
- Benches and informal seating should be located adjacent to major buildings entrances.



Informal and formal seating



Wood and metal bench with back



Informal seating



Tables with attached seats and umbrellas



Tables with attached and unattached seating



Metal bench with back



Informal seating

2.3.3 Trash and Recycle Receptacles

Criteria

- Trash and recycle receptacles should be located where needed, but should remain visually inconspicuous.
- Specific characteristics include a simple design style with adaptable system wide settings; appropriate size for anticipated use levels; and, internal canister with lid for trash control and ease of trash removal.
- The unit should be sturdy and secured to discourage vandalism and to extend the life of the unit. Installation should vary according to location.
- Trash and recycle collection schedules should reflect waste receptacle capacity and use levels.
- Trash and recycle receptacles system wide should be consistent and their color should match other recommended site furnishings.
- Recycle receptacles should be appropriately spaced throughout the system.

Location

- From a system-wide perspective, trash and recycle receptacles should be located at the intersections of major pedestrian corridors, in plaza areas, at building entries, and where groups of pedestrian seating are provided. The units should be contiguous to walks and on a concrete or unit paver-surface extending outward from the walk.
- Trash receptacles within athletic areas and open spaces should be located adjacent to bleachers, fence gates, and rest room facilities or other building entrances.
- The unit should be level and firmly secured to the ground.



Recycle receptacle family



Trash and recycle in-one receptacle



Trash receptacle with open top



Trash receptacle with side load top



Open top trash receptacle

2.3.4 Bicycle Racks

Criteria

- A simply designed bicycle rack having little visual impact is preferred.
- When bicycles are not present, the rack should be relatively inconspicuous.
- Flexibility in accommodating a variety of bicycles and locking apparatuses is important. However, the type selected must ensure the ultimate security of the bicycle.
- The unit must be structurally adequate to withstand most vandalism, extensive student use, and inclement weather conditions.
- Two similarly styled units should be used depending on their location and the quantity/frequency of bicycles being stored. The first is a “ribbon” style rack best utilized where space is limited and the number of bicycles requiring storage is low. The second is a “U” style unit arranged in a group setting. This unit should be used where there is adequate space and the volume of bicycles requiring storage is high. Grouping the storage units allows for a greater level of aesthetic control and policing.
- The color of bicycle racks should match or complement other site furnishings.
- Bicycle racks should be permanently secured to the ground per manufacturer’s recommendations.
- Grouped bicycle storage areas should utilize a brick or concrete unit paver surface differentiating it from the main pedestrian walkways. These areas should be properly illuminated and visually screened by a low hedge or site wall.

Location

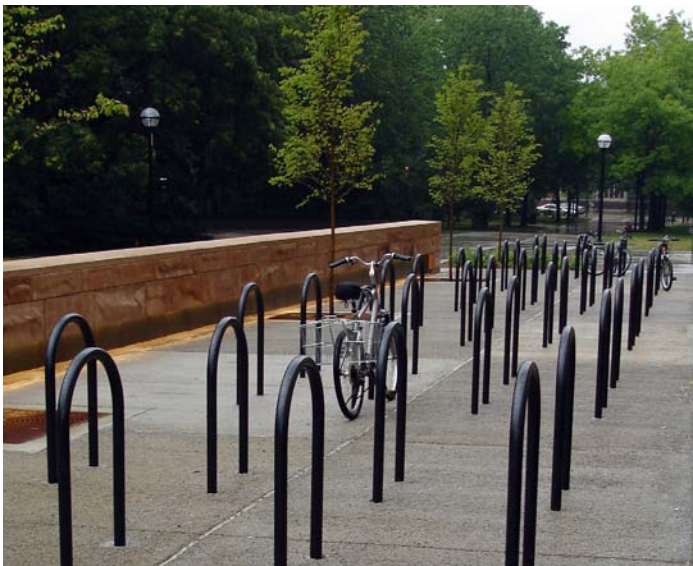
- Bicycle racks need to be conveniently located, yet separate from major pedestrian walks and building entrances. Wherever feasible, bicycle racks will be located contiguous to, but set back from, major pedestrian corridors. See Facility Master Plan for suggested locations.
- If possible, they should be conveniently located to serve multiple buildings.



"Ribbon" style bicycle unit



"Ribbon" style bicycle unit



"U" style bicycle unit



Ornamental bicycle bollard



Decorative "U" style bicycle unit



"U" style bicycle unit

2.3.5 Pedestrian Lighting

Criteria

- Lighting design should organize, articulate, and enhance the campus setting. Lighting should also enhance safety and security.
- Pedestrian lighting should be of a different scale from street and parking lot lighting with a maximum of 15' in height.
- Illumination, intensity, quality, and distribution should respond to the character and patterns of use. A rule of thumb for illumination of pedestrian walks is 0.2 - 1.0 horizontal footcandles and 0.1 - 0.5 vertical footcandles.
- The source of illumination should be concealed. Distracting, uncontrolled glare must be minimized and the lit surface emphasized.
- Illumination should meet the City of Madison Dark Sky requirements.
- LED lighting should be used for security, aesthetic and energy efficiency reasons. This luminaire emits a white light which allows better recognition of facial characteristics at greater distances while providing energy use and cost savings.
- Maintenance and cost effectiveness considerations include: strategic placement of units to optimize light distribution and minimize number of units; limited number of luminaire and pole types; lamp types with superior lamp life ratings; ease of servicing; and pole/luminaire height.
- A clear luminaire is desired with an internal refractor to hide the light source.
- Multiple luminaire configurations should be utilized for special effects where a greater level of detail and attention is desired such as where walks approach system gateways and building entrances.
- To facilitate lawn maintenance, a concrete maintenance collar should be created at the base of the pole. The collar should be slightly below ground level to allow for mower overhang during lawn cutting, thus minimizing hand-trimming.
- All posts should match color of other site furnishings.

Location

- Care should be taken in locating the poles to ensure consistent alignments and setbacks from walkway edges. All fixtures should be set plumb and level.
- Luminaires can be located on top of brick columns such as at the gateways and where the walkways end at roads and/or parking.



Directional light with Dark Sky technology



Indirect light



Directional light



Decorative pedestrian light



Decorative LED pedestrian light

2.3.6 Bollards

Criteria

- Bollards should be used as a means of separating vehicular circulation from pedestrians. Bollards restrict vehicular movements while providing for unimpeded pedestrian circulation.
- Bollards should be used in a consistent, selective and strategic manner throughout each campus. They are not intended to delineate the edges of walkways.
- Bollards should be clean and simple in design, and positioned to effectively control vehicular access.
- Units must be durable in structure and material to withstand most vandalism and slight vehicular impacts.
- Bollards should be spaced to allow campus service vehicles and emergency vehicles, but restrict other vehicles.
- Bollards lights should be considered as an alternative for lighting outdoor gathering areas (see section 8.7 Pedestrian Lighting for further discussion).

Location

- Bollards should be used in areas where a clear delineation between vehicular traffic and pedestrians is desired, but does not exist, such as the mouth of major pedestrian walkways where they cross streets.
- Bollards should reinforce master plan recommendations for emergency/service vehicular access and pedestrian circulation.
- Bollards should be placed at locations where walkways end at roads, parking and vehicular drives.



Decorative light bollard



Bollard without light



Small light bollards



Bollard with light



Decorative stainless steel light bollards



Bollard with light

2.3.7 Information Kiosks

Criteria

- Kiosks are important furnishings for the campus environment. They allow a means of presenting information and announcements relative to student groups and College activities. They can serve to reduce the amount of litter by providing a means of posting announcements.
- To create a clean look, the kiosk should place College announcements behind a locked cover.
- The unit should reflect architectural materials common to the campus fabric.
- The kiosks should be maintained by a specific campus entity. Many institutions place this responsibility on a student government subcommittee.
- The unit should utilize materials similar to the range recommended within the Architectural Standards section of the Design Guidelines.
- A roof is desirable to provide protection to the materials on display and to add a visual terminus to the top. The roof should utilize a system consistent with the Architectural Standards section of the Design Guidelines.
- The kiosk should be placed within an area of pavement adequate to allow circulation around all sides. The minimum dimension of pavement out from the kiosk should be six feet. Ideally the pavement should be comprised of unit pavers to differentiate it from adjacent walkways.
- Lighting for the unit can be handled by adjacent pedestrian fixtures.

Location

- Kiosks should be located at major crossings and/or where there will be large volumes of pedestrian traffic.
- Kiosks can also be located within major organizational open spaces adjacent to significant student gathering areas or buildings.
- Units with maps should be located at designated visitor parking locations.



Enclosed case for changeable display



Design integrating art forms



Design integrating art forms



Design to match other site signs



Horizontal information area



Vertical information area

2.3.8 Street and Parking Lot Lighting

Criteria

- Lighting design should articulate the campus vehicular circulation system (streets and parking lots) for user orientation and safety.
- Units with standardized style, color, height, diameter, and location should be simple and unobtrusive. Since luminaires and poles are visually prominent during the day, a coordinated system compatible with other site furniture is needed.
- Concealed light sources for street and parking lot lighting are desired. Distracting glare is to be minimized; the lit surface is important, not the source itself. Illumination should meet City of Madison Dark Sky requirements.
- Light distribution should be controlled to optimize intensity and ensure uniformity of illumination.
- Illumination appropriate to the vehicular use should be selected. Driving requires recognition of vertical objects in the field of vision; therefore, vertical illumination is equally important as horizontal illumination. Intersections require higher levels of illumination. The following rule of thumb for vehicular footcandle levels is suggested:

	Average Footcandle Level		Footcandle Ratios	
Use	Horizontal	Vertical	Max to Avg.	Min to Avg.
Roadways-Heavy	1.5-2.0	0.75-1.0	4:1	0.33:1
Roadways-Light	0.5-1.0	0.25-0.5	4:1	0.33:1
Roadways-Service	0.2-1.0	0.10-0.5	4:1	0.33:1
Parking	0.5-0.9	0.5-0.75	4:1	0.33:1

- Maintenance and cost effectiveness considerations include:
 - A limited variety of luminaires is desirable to simplify maintenance requirements and stocking of replacement parts and units.
 - A quality lighting plan will improve cost effectiveness by optimizing intensity and distribution with the least number of fixtures.
 - Consideration should be given to utilizing new fiberglass spun poles due to their light weight, damage resistance, and ease of maintenance/replacement.
- LED luminaires should be used to provided even distribution and energy efficiency.
- A cut-off luminaire should be used to direct light to the specific area needing illumination and reduce glare.
- Poles should be colored to match other site furnishings.

Location

- Streetlights are to be regularly spaced along major streets and offset from the road a consistent and safe distance.
- Parking lot lighting should be at sufficient levels of intensity for safety; the poles should be located in planting islands so they are less visually obtrusive. If this is not feasible, the poles should be set on 3' - 4' high concrete bases to protect them from damage by vehicles and snow removal equipment.



Post mount lights



LED luminaire



Indirect parking lot lighting

2.4 Signage and Wayfinding Standards

2.4.1 Introduction

These guidelines outline the driving principles toward a comprehensive system of signs and graphics designed to meet the varied needs of the campuses and locations that make up the College. The design of all signs should be standardized to present a consistent and organized image that relates harmoniously to the landscape, architecture, and functionality of the campus experience. The signage program should be a consistent brand expression for the varied geographical locations of the College system at Truax, downtown, regional branches, and temporary sites.

2.4.2 Purpose of Signage Program

The first purpose of the signage program is to identify the campus and guide visitors, faculty, and students through the campus to their destinations with ease. The second purpose is to communicate the campus brand and promote brand awareness to the general public. The third purpose is to aesthetically enhance the campus environment and user experience.

2.4.3 Design Intent

It is imperative for a successful signage program to be developed as a family of signs consistent in materials, graphics, and overall aesthetic quality. The program should be a cost effective solution with consideration for ease of application and ease of maintenance. The brand and essence of the College should be effectively displayed throughout the sign program. Opportunities to add value beyond basic directional or identification signage should be considered.

2.4.4 Maintenance

The materials and construction of the signage program need to be able to withstand elements inherent to the weather and site conditions. Placement of signs should allow ease of snow removal and lawn care. All signage should be vandal resistant. Graphic panels should be easily removed and replaced if damaged or updated. Light elements should be of high efficiency, but easily accessed if service is needed.

2.4.5 ADA

All aspects of the signage program should comply with the American Disabilities Act (ADA) requirements.

2.4.6 Code Compliance

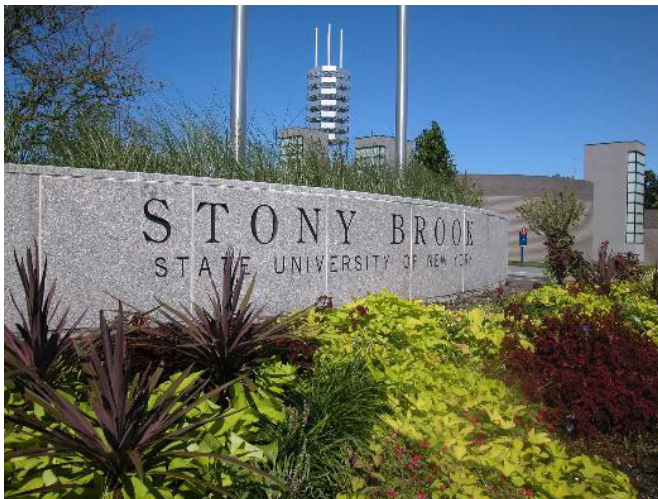
The signage program needs to comply with local signage code for campus zoning.

2.4.7 Basic Sign Types

The signage program will be a comprehensive system of sign types addressing specific needs that fall into five basic categories:

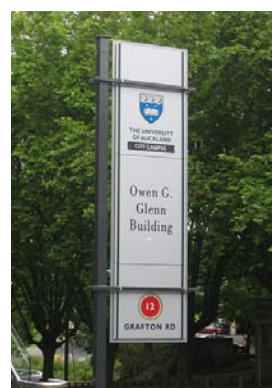
Monument

Monument signage is the primary identification for the campus. It is large in scale and viewable from distances by vehicle or pedestrians. It establishes arrival to campus, is the primary carrier for the campus brand identity, and sets the tone aesthetically for the design elements of the sign program.



Building/Destination Identification

Identification signage is the second level of identification for destinations within campus. Buildings, parking lots, transition spaces, and significant gathering spaces will have identification signage. Identification signage can be on the building or can be freestanding - either application should be in close proximity to the primary entrance of the destination. It should be orientated for optimal viewing for the pedestrian user in interior campus settings and for both vehicle and pedestrian users when in close proximity to street traffic.



Regulatory

Signs that communicate information, directives, or rules pertaining to a specific location make up regulatory signage. Regulatory signage should fit within the aesthetic consistency of the signage program and their use should be considered carefully to avoid cluttering an area with overuse. They should be economical to produce and maintain.



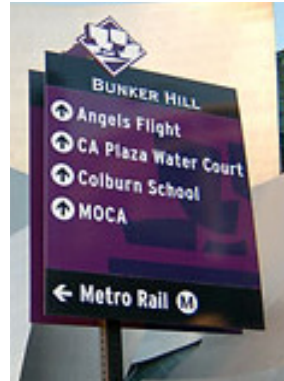
Vehicle Directional

Vehicle directional signs are the wayfinding signs directing automobile traffic to parking lots and destinations around campus. Placement of the signs are generally along the streets and driveways of the campus. Information is communicated in a scale and positioning that is easily viewed while driving.



Pedestrian Directional

Pedestrian directional signs are the wayfinding signs directing walking traffic throughout campus and to their destination. Placement of the signs are generally along the walkways of the campus. Information is communicated in scale and position for easy viewing while walking or standing.



2.4.8 Components and Characteristics

Basic characteristics and components that should consistently be used throughout the sign program have been established through visioning research with College leadership and their design steering committee:

Native limestone

The use of a native limestone ties the campus to its geological region and gives an aesthetically consistent material that can carry throughout the architecture and landscaping of the campus. Culturally and philosophically, use of stone reflects a sense of permanence and strength. It speaks to the sense of longevity, history, and the solid foundations of an institution.

Metal and Glass

Panels of metal or glass should carry the graphic information of the signage system. This signage component should enable clear and crisp communication of text and symbols. The selection of metal or glass presents the contemporary side of the institution and a relevance in current technology. It provides a sharp and current display for the identity and brand of the campus.

Graphics

All signage will contain some volume of graphic communication in the form of text, symbols, maps, imagery, and brand identity. The graphic style should be consistent to the brand graphic standards of the college. The information should be crisp and consistent in communication and placed in the proper orientation to the appropriate user vantage.

Landscape Context

All signage should have consideration and relation to its site. Monument and prominent wayfinding signage should have landscaping that incorporates the sign back to the ground or provides an interactive opportunity. Native plantings should be used to give the signage a proper context to the geographical characteristics of the region.

Sustainability

The signage program should strive to utilize sustainable technology and practices in design, fabrication, and application of the system.



- An example of a sign program utilizing materials of stone, metal, and glass.
- Graphics are crisp and consistent.
- Typography is clean and communicates clearly.
- Landscaping provides context for signage and harmoniously integrates the signage into the site.
- The sense of permanence and strength complements technology and current fabrication techniques to give a pleasing overall aesthetic presentation.

2.4.9 Graphics

Graphics should be clean and crisp and communicate clearly to the user. The scale of text and arrows or symbols shall be appropriately scaled to the pedestrian user or the vehicular user, always considering the viewing distance and vantage point.

Logo/Identity

The campus identity will be used in a number of different sign types to identify campus. All uses of the college identity should be consistent with College brand standards.

Typography

The lettering or font choice should have a clean, sans serif look for ease of readability and consistency with the college brand standards. Generally, text that aligns flush left and is right reading best communicates the information quickly and clearly to the user.

Icons

Whenever possible, icons should be used to graphically convey messages. The benefits of using icons are they are easy to understand, cross-cultural, and not limited by language. Generic or universal symbols should be used throughout the signage program:



*Men's
Restroom*



*Women's
Restroom*



*Unisex
Restroom*



*Handicap
Access*



*Service
Elevator*



Elevator



Information



Telephone



Cafeteria



Shop



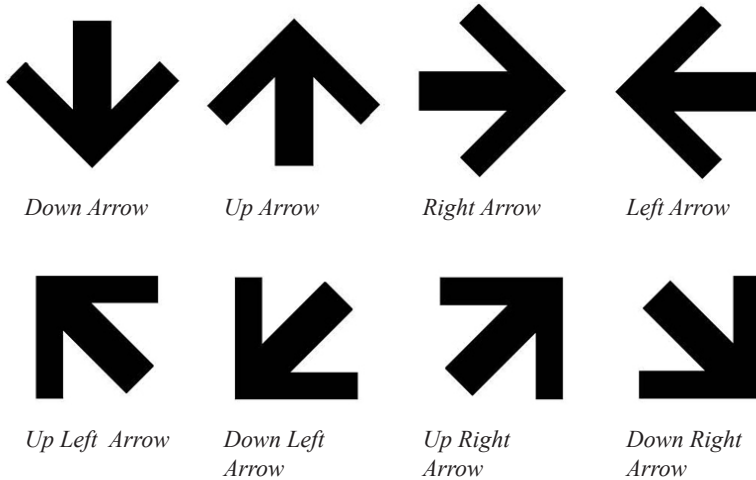
No Smoking



*In Case Of Fire
Use Stairs*

Arrows

A single arrow symbol should be used throughout the signage program to provide wayfinding direction. The arrow can be used in eight different positions:



Color

The use of color shall be consistent with College brand standards and acceptable secondary color palettes. Information color should be of high contrast to the background. In the case of one color use on a material background, that color should have a high contrast from the material surface. Emergency or safety signage should utilize red in a predominate way.

2.4.10 Sign Placement

Wayfinding

Directional signage should be located at every decision making opportunity in the campus, always maintaining a continuous path of messaging and directing. Pedestrian and vehicular wayfinding signage should be considered separate whenever possible - the vehicular wayfinding path should be clearly separate from the pedestrian path and the pedestrian path should be separate from the vehicle path. The placement of signs shall be appropriately scaled to the pedestrian user or the vehicular user, always considering the viewing distance and vantage point. Identification signage should be located in close proximity to the primary entrances of all critical destinations.

Clear viewing angles

Safe traffic viewing angles should be maintained at all intersections and along all streets, drives, and walks. City of Madison traffic guidelines ask for a twenty five foot triangle of clear view be maintained at all vehicular intersections - measured as one point being the property corner, and the second and third points being twenty five feet in either direction along the street or walk. At junctions of driveways from streets, a distance of 10 feet from the property edge is requested. The property edge can be generally considered the side of the sidewalk farthest from the street curb.

Landscape

Signage and site should work harmoniously so that messaging can not be blocked by landscaping forms, plantings, or structures. The planting choices should be of species that will not require trimming to maintain clear viewing of the sign messaging. Sign placement should allow ease of lawn care and not inhibit flow of storm drainage. The design should not inhibit snow removal from all walks, drives, streets, parking lots, and large paved areas.

Illumination

Artificial lighting should be used on all monument signage and in wayfinding signage when conditions require. Lighting should not exceed what is necessary to illuminate the signage faces and any landscape relative to the sign. High efficiency and compliance with night sky and light pollution guidelines is critical. Available solar collection technology should be used to provide the energy for lighting signage.

2.4.11 Parking Garage Signage

A signage program for parking structures should be consistent with the components of campus exterior signage. Included in a parking sign group could be large overhead directional signs to guide drivers through the garages, column signs to furnish location and directional information, suspended garage clearance signs, and general parking signs that are used to provide basic parking instructions, restrictions, and directional information. Reflective graphic applications should be used to keep signage specific lighting needs minimal. A visual graphic organization system, theme, and color plan, should be developed to aid user orientation in the space.

2.4.12 Donor Recognition

Donor recognition is determined through the MATC Foundation. Donor recognition signage should adhere to the signage guidelines.

2.4.13 Changeable Message Signage

A changeable (or “dynamic”) message sign is an electronic or digital device that is designed to display words, numbers, or symbols which can be changed on command. The purpose is to communicate real-time information. This component could be used as part of the signage program to communicate emergency information, traffic information, parking information, event schedules, or pertinent college updates. If implemented, these components should fit aesthetically with the complete signage package with respect to materials and proportion. The information should be legible to the vehicular and pedestrian traffic and orientated for optimal viewing angles for the intended audience.

Designated staff should control the updates to assure correct and consistent deployment of information. The information should be updatable remotely using available digital signage network software. The components should utilize sustainable energy technologies to power their operation. Because of their ability to communicate emergency information, emergency power backups should be in place to keep these devices running in the event of main power interruptions. Appropriate use of dynamic messaging can help promote user confidence in quickly updated information, but care should be exercised in not deploying too much or secondary information that becomes visual distraction.

3.1 Campus Context

The College's Truax campus, located on a former Air Force base adjoining the Dane County Regional Airport, was established in 1986 in response to an increased demand for training that could not be readily accommodated by limited downtown campus facilities. The three-story main building and several one-story, primarily brick-veneer-clad buildings currently support several uses for students, staff and visitors.

The inward-looking campus is fairly isolated from its industrial and large commercial neighbors. Although situated in close proximity to the Truax Neighborhood, consisting of several multi-family dwellings, the four-lane Anderson Street between them impedes any significant interaction.

The City's 2006 Comprehensive Plan maintains the surrounding area's general commercial/employment and residential district designation, but does not anticipate a continued manufacturing presence. The plan has identified the site as a potential transit-oriented development area, designed to accommodate more transit-friendly development patterns organized within a safe, convenient distance from planned or proposed transit stops. Such areas allow for greater density and choice within walking distance of transit stations and emphasize qualities of place, such as public gathering areas, parks, and reduced parking requirements. Regional and commuter rail service is possible at the airport, and a shuttle between the airport and the College.

The City of Madison Zoning Ordinance currently classifies the campus site as part of a C3L M1 Commercial Service & Distribution and Limited Manufacturing District. This zone supports a full range of retail, service, wholesale, warehouse, distribution and existing non-nuisance type industrial uses. The M1 classification limits the floor area ratio on-site to 2.0. The draft revised Zoning Ordinance permits a new Campus-Institutional District that, as currently drafted, would allow the College to determine land uses and building and site design through an adopted campus master plan.

3.2 Campus Guiding Principles

In addition to System-Wide Campus Guiding Principles:

- Establish the flagship campus: Through academic programming and campus design, the Truax campus should become the iconic campus of the College system.
- Create a traditional campus character: Rehabilitate, construct and remodel buildings and open spaces that will transform the core of the Truax campus to a more traditional form of higher education learning, with pedestrian-oriented open spaces framed by academic buildings.



Truax Campus Master Plan

Not to Scale



Existing campus frontage along Anderson Street



Future Campus Center area

3.3 Architectural Guidelines

3.3.1 Envelope Design: Walls and Façades

- Façades on the perimeter of the central outdoor gathering space shall emphasize a connection between buildings and the containment of the space through the horizontal continuation of selected gestures, materials and other visual cues from one building to another.
- Strategic corners of buildings at gateway points, such as the intersection of Anderson and Wright Streets and the north east campus extremity facing Stoughton Road, should be dramatically articulated.
- Consideration should be given to include design features on the south and south-east façades to enhance the building's presence on Anderson Street and highlight the new Student Center beyond. Such features might include additive or subtractive strategies that accent or disrupt the existing façade rhythm, increase the size of existing openings or incorporate unexpected expressive elements.
- Loading docks & shipping and receiving areas shall be prohibited on façades facing the central campus gathering space and high pedestrian traffic areas.

3.3.2 Covered Walkways

- Covered, elevated walkways may be used to connect buildings on either side of Wright Street, in an attempt to reduce vehicle/pedestrian conflicts along the campus's main vehicular thoroughfare. These walkways may be open or enclosed. Skywalks should not be used elsewhere on campus, to promote ground level pedestrian activity and opportunities for spontaneous encounters and gathering.
- Elevated walkways should be designed to add visual interest and liveliness to the street and incorporate characteristics of the surrounding architecture.
- A permanent, sheltered walkway between the main parking area and the Allied Health building may be incorporated into the design of the campus. This walkway should be punctuated by architectural elements that create a rhythm along its length and provide an opportunity for the incorporation of signage. The structure shall be positioned to take advantage of views of the central gathering space and surrounding buildings. Short walls may be incorporated into the design of the structure to provide protection from the elements. However, the structure should be permeable so as to allow multiple points of entry and exit and increase perceived safety.
- Building façades along the edge of the central gathering space shall incorporate east-west covered outdoor pedestrian areas to continue the sheltered path between the main building and the parking area beyond.



The perimeter of the central gathering space shall be emphasized through the horizontal continuity of façade gestures. Corners of buildings at strategic gateway points shall be prominently articulated.



A lively elevated walkway adds interest to the streetscape.



A sheltered walkway provides protection from the elements while maintaining a connection with surroundings and facilitating multiple entry and exit points.

3.3.3 Building Massing & Planning: New Construction & Major Alteration Projects

New architecture should contribute to the visual unity of the campus while expressing its own statement. Organized around a new, central gathering space, each building shall contribute to the establishment of a unified group through visual and physical connections, a shared palette of materials, and the use of scale, size, proportion, shape, color, texture, and transparency to respond to neighboring structures.

- Buildings shall be relatively densely sited to promote connectivity and pedestrian activities. Links between buildings shall be reinforced through shared design strategies and the positioning of building elements to frame views and enhance wayfinding.
- New buildings and alterations shall be designed as contemporary expressions that create a welcoming and memorable atmosphere. Indoor gathering spaces visible from the exterior shall be prominent building amenities that contribute to the campus's sense of place and community.
- New buildings shall form strong edges to a central landscape and hardscaped gathering space to the west of the existing main campus building

3.3.4 Envelope Design: Main Building's Western Extremity

- In order to transform the main building into the campus's flagship facility, its west façade should be redesigned to exhibit an overall architectural concept that communicates a strong identity. The new façade should be highly transparent and provide visual penetration into multiple stories of public interior space beyond. This entrance feature should remain one of the most recognizable and prominent design expressions on campus.
- The western extremity of the main building shall be increased in height and use vertical elements to emphasize its prominence. Vertical expansions at other locations should not meet or exceed its height.
- The main building's west façade entrances shall be consolidated to promote a distinct sense of arrival. This entrance, along with the entrance to the new Campus Center facing Anderson Street, shall be prominently articulated and clearly identified for wayfinding. Consideration should be given to incorporate entrance features that increase transparency, protection from the elements and visual interest.



Buildings form strong edge to central gathering space



Prominent design expression

3.4 Site Guidelines

The Truax Campus is the largest facility in the College system. To provide guidance for development the Campus zones have been created to systematically highlight use areas. The guideline for these zones will vary dependent upon the level of interactivity that will occur in each space.

The vast majority of students arrive from off site. The zones for Truax are described in sequence beginning from arrive to campus via vehicle or alternate transportation to foot traffic into buildings.

3.4.1 Campus Zones

Streetscape

Streetscapes are areas of interaction along North Stoughton Road, Anderson and Wright Streets can visually create a collegiate setting. The design of landscape, wayfinding signage system, and site furnishings provide welcoming experiences to campus that directionally move users within a cohesive facility.

Parking

Upon arrival to campus, pedestrians are left in a sea of hardscape. Utilizing planted islands, shelters/seating opportunities, clear wayfinding and directional walkways will help to soften the hardness of large paved areas.

Central Campus Open Space

The Campus Facilities Master Plan established the development of the Central Campus Open Space in which future buildings will be arranged to create a mall setting. The Central Campus Open Space will provide an outdoor area for students, faculty, and staff to enjoy while providing connection from outlying parking lots to building entrances.

Building Entryways

Site enhancements of existing and future building entryways will create individual identities for programs reflective of traditional campus setting. Providing direct access walkways in conjunction with gathering areas for specific entryways provides integrated outdoor spaces that can be flexible use area for programs.

Campus Center Feature

The enhancement of the Campus Center outdoor space creates a student center atmosphere that provides respite for students, faculty, and staff while also creating a dynamic window into campus from Anderson Street.

Manufacturing and Transportation Area

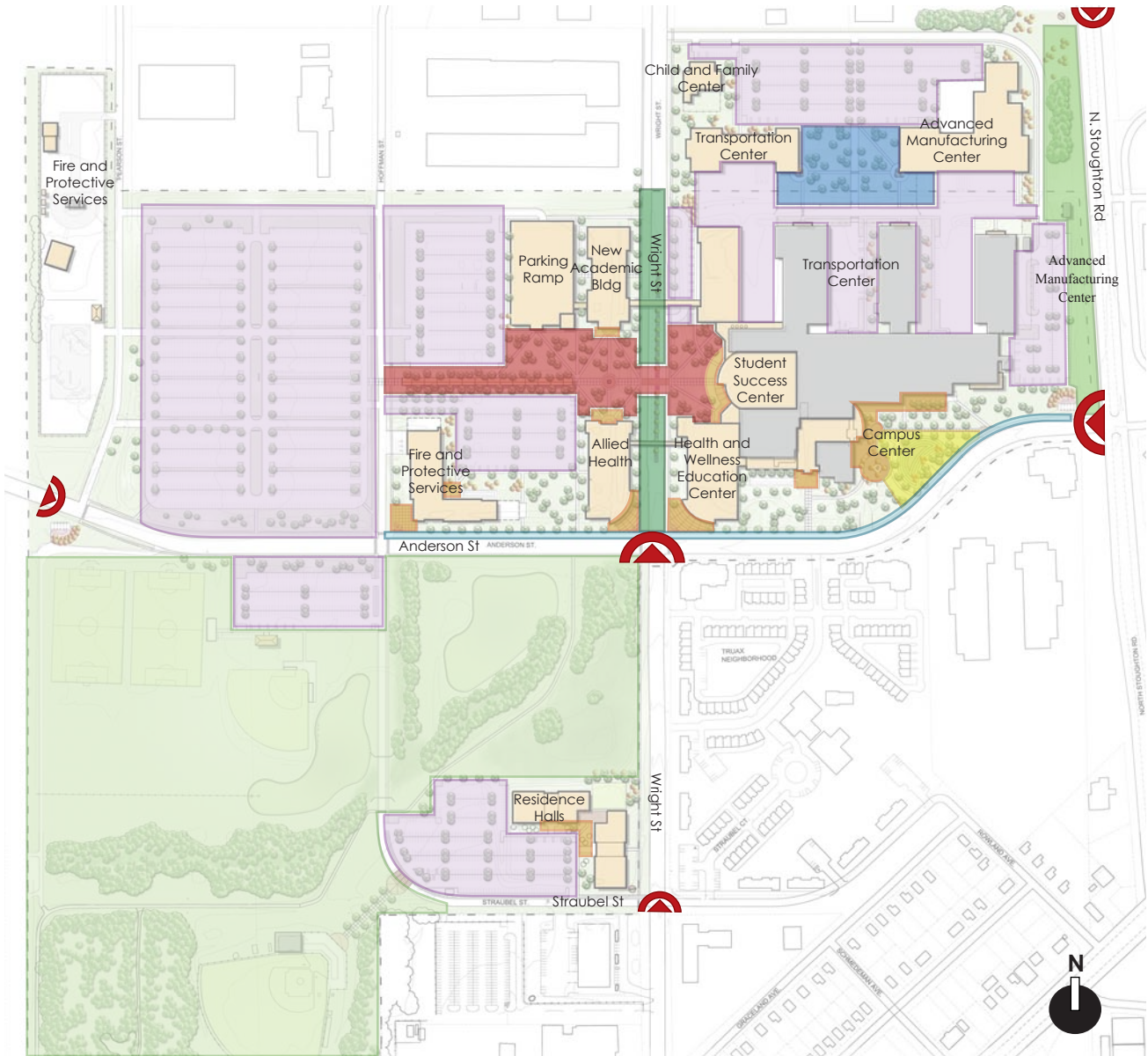
The academic programming in this area requires outdoor classroom experiences. Landscape enhancements create defined and screened spaces that integrate this active use area into the future campus experience.

Conservation/Recreation Area

The protection of wetlands and the enhancement of the Starkweather Creek Bike Path reinforces the opportunity for public interaction with the Truax campus. The College's rich tradition of baseball and other outdoor sports can be strengthened from the college and public view with site considerations in this zone.

Gateways

Gateways are features that give the sense of arrive to campus. Major gateways are the locations for prominent iconic features. Minor gateways reflect the identity of campus at outer less prominent edges.



Truax Campus Master Plan with zones overlay

Not to Scale

KEY:

- Streetscape - Highway 51
- Streetscape - Wright
- Streetscape - Anderson
- Parking
- Central Open Space
- Main Building Entry/Exit
- Campus Center Feature
- Manufacturing & Transportation Area
- Environmental/Recreation Area
- Major Gateway Identity
- Minor Gateway Identity

3.4.2 Gateways

Major Gateways

Major Gateways should occur at the prominent intersections of Anderson and Wright Street, and North Stoughton Road and Anderson. Iconic identifiers will inform arrival and set the tone for the campus setting (see Signage Standards for monument signs). Native stone intended for sign and building applications can be brought into the landscape to extend to gateway into the site.

Plant materials can be used to magnify the scale of major gateways. Plantings can also connect buildings and other outdoor features integrating gateways into campus. Major gateways should be enhanced by native plant materials that provide color and interest in warm growing periods while also having good form and textures in colder seasons. Planting enhancements for major gateways can be formal groupings of native species articulating designed landscapes.

Minor Gateways

Should occur at the outer edges of campus along roadways. These gateway locations can be at the west property boundary with Dane County Regional Airport along Anderson Street, north property boundaries along North Stoughton Road and Wright Street, and the west-side of the intersection of Wright and Straubel Streets. These edges welcome the community to campus and strengthen the architectural identity.



Iconic gateway



Integrated landforms and site entry wall



Pedestrian scale gateway



View of potential minor gateway

Minor gateways should reflect the character and materials of the major gateway elements. The scale of minor gateway elements should be visible from vehicular traffic but relate to pedestrians. Minor gateway plantings should also be native species that provide color, texture and interest consistent with major gateway landscape. Planting should be in massings but can be less formal than major gateways.

3.4.3 Circulation - Pedestrian Paths, Vehicular, Parking, and Alternative Transportation

Pedestrian Paths

The Truax Campus is surrounded by multiple walkways follow within street rights-of-way. As path intersect the campus boundary it is important to provide clear and concise wayfinding to direct users to appropriate locations on site. A goal of the Facilities Master Plan is to create a Central Open Space which will be the culminating point for most used walkways. The scale of walks leading into the Central Open Space should be consistent with the 8' recommendation. Whereas the main walk connecting the western parking lots with Student Success Center should be at least the 12' recommendation.

Once within the Central Open Space pedestrian paths should be direct and somewhat axial to create efficient connection between parking and buildings. Gathering nodes near building entrances and within the Central Open Space can provide outdoor spaces during weather permitting times. (These nodes are further discussed in the Open Space section.)



Direct access to buildings



Gathering node adjacent to main walks



Parking lot entries



Pedestrians directed to safe road crossing

Vehicular

Simple and well-designed wayfinding system is integral to the movement of users to the Truax Campus. Well-placed signs should be incorporated into the landscape and not blocked but enhanced by plant materials. Entries into parking lots should be well defined by signage and plantings and easily found from Anderson, Wright and Straubel Streets.

Safe pedestrian crossings at Anderson and Wright are imperative to the movement of pedestrians through campus. Decorative pavers or pavement change help define pedestrian interaction with streets. Where possible, strong consideration should be given to creating medians providing island of refuge while crossing Anderson and Wright. Pedestrians should be directed to cross at specific locations. Site elements and landscape can be used to direct movement.

Parking

Parking should be easy to locate but also provide visual buffering from roadways. Site walls, landforms and plantings at 2 to 4 feet in height will lessen the visual impact of large parking lots. Site and plant materials should be native and consistent to other element throughout campus.

Interior landscape islands should be located within parking lots providing shade, reducing heat of large paved area and allowing stormwater infiltration in more locations. Consider using “Green Streets” application to incorporate infiltration on site. Seating should be considered in some landscape islands incorporating rest areas for pedestrians carrying books and supplies from buildings to parked vehicles. Sheltered structures within parking lots should be also considered.

Alternative Transportation

Bus shelters located within or adjacent to the Truax Campus are an extension of campus architecture. Shelter selection or design should reflect the materials and forms of architecture found in these guidelines. Adequate and well place bike parking areas are integral site element to the development of new and existing buildings. Bike racks should be consistent with other campus site elements.



Infiltration swale



Parking lot screen and landscape enhancements



Integrated undulating landforms



Designed undulating landforms



False perspective views can be used make the Student Success Center appear near to parking



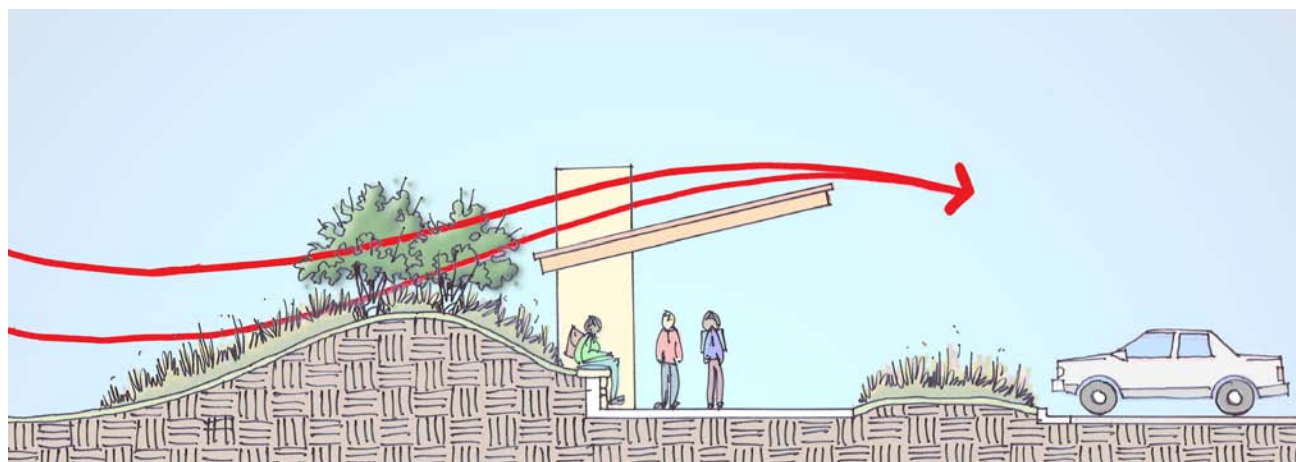
Landscaping should frame views of the building entrances to strengthen wayfinding

3.4.4 Open Space

The creation of the Central Open Space to the Truax Campus will significantly change the exterior of the facility. The existing campus is relatively flat and inward focused. The intent of the Central Open Space is to create an area of undulating topography that will effectively and efficiently connect existing and future building with parking and each other while providing an outdoor space for students, faculty and staff use.

Undulating landforms and added plantings will create visual interest to the campus. False perspective views is a technique for making objects or buildings look larger, further away, or appear closer. The Central Open Space topography and landscape can be design to invoke the sense that the Student Success Center is closer to the western parking lots. Canopy tree placement can accentuate the view as well. The main walk through the space should be somewhat direct and may include an overhead structure. The placement of earth berms or mounds with planting adjacent to overhead structures can help to reduce some of the negative effects of wind and rain that currently exist on site.

The main walk from the western parking lots to the Student Success Center will act as a spine with connections to the proposed Fire and Protective Services, Allied Health, Health and Wellness Education Center, Academic Building, and parking ramp. Informal gathering areas should be considered throughout this system of walks providing outdoor spaces for pedestrians. These gathering spaces will encourage social interaction among student, faculty and staff while offering places for people to stay on campus during class hours. Offering places for outdoor use on campus will enhance the pedestrian experience and strengthen a collegiate setting for the Truax Campus.



Landforms, plantings and structures can reduce wind and weather effects



Small gathering area adjacent to building



Gathering area with informal seating



Campus feature with iconic element creates a campus “center” and memorable space



View of potential Campus Center

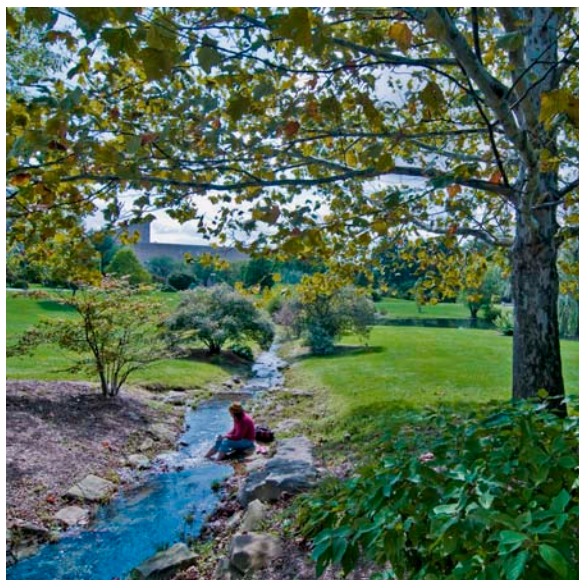
The Central Open Space should also have a large gathering space that is flexible for multiple types of functions held outdoors. Encourage the use of native material such as stone that will make gathering areas distinctive. Seating in large and informal gathering spaces can be achieved with bench or informal seating options. These outdoor areas can be defined and accentuated with native plantings. The design of outdoor spaces should have year-round interest that are aesthetically pleasing and functional all seasons. Outdoor spaces should be flexible for active as well as low impact uses.

Many campuses have iconic central campus features. Central campus feature can be an expression of the campus's identity. The Central Open Space can be the setting for the defining feature of the Truax campus. Consideration should be given to developing a feature that includes spaces for pedestrian gathering.

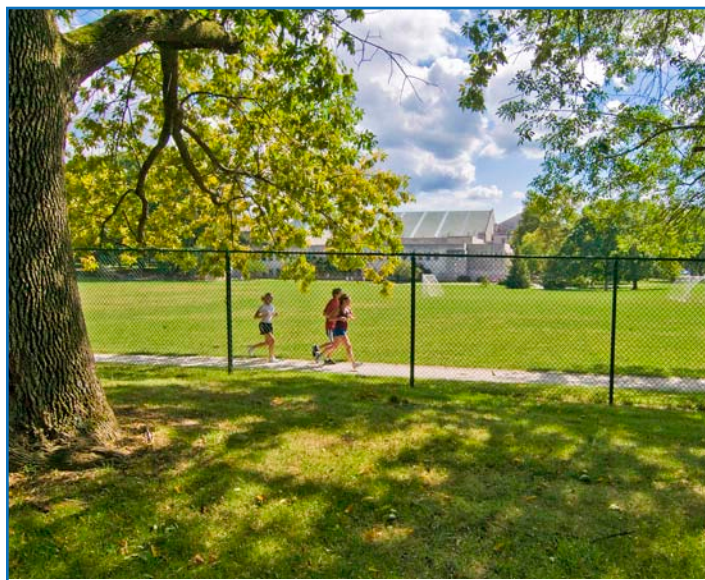
Another important open space on the Truax Campus is the redesigned expansion of the Campus Center outdoor area. The site offers an outstanding view to the Truax campus from Anderson Street. The Campus Center space can provide outdoor seating and dining experience that can also be used to create street presence on south side of the existing building. A plaza space and enhancement plantings will connect architecture with site.

The environmental/recreational area (south of Anderson Street) is an open space where pedestrians can interact in a different way. Wetland and woodland areas should be periodically managed to eliminate invasive species. Healthy native natural areas can support themselves if managed appropriately. The Starkweather Creek Trail provides a public connection through campus. Well-illuminated and maintained trail will offer an exceptional passive recreational opportunity to the campus community. The proposed residence halls will require pathway connects through this campus open space. Meandering pathways through the site should be considered in addition to sidewalks within the Wright Street right-of-way.

The movement of stormwater through the campus should be integrated into the open spaces. The current stormwater system can be naturalized as a wet/dry stream amenity. The Central Campus Open Space and the Campus Center areas should be interwoven with stream features that move and collect stormwater from campus buildings, parking lots, walks and nodes. Innovative stormwater management enhance on-site environmental stewardship and can be a featured amenity to campus.



Natural stormwater management system



Active recreation field and trail

The landscape materials of all open spaces of the Truax Campus should be native with relatively low maintenance requirements. Plant bed should consist of material massing in areas of high use and natural dispersion in perimeter natural areas with little to no pedestrian interaction. Canopy and ornamental native trees should be used to provide shade, screening, and enhance views throughout campus. A variety of native trees species should be used to lessen the possibility of disease and high loss potentials. Formal planting design can be use to define architectural elements but primarily using informal planting is suggested.

3.4.5 Sustainable Practices

Recommended practices

- Limit mown areas
- Integrate stormwater - daylight streams where possible
- Use energy efficient lighting
- Use wind and solar power where possible
- Use native plant materials
- Use impervious pavement where possible
- Limit use of chemical fertilizers and pesticides



Native plant materials in mass planting beds



Native plant material in formal planting bed



Native plant materials in mass planting beds



Impervious pavement and integrated stormwater practices

4.1 Campus Context

The College's downtown campus is sited within view of Capitol Square and several assertive, mid-to-high-rise, modern and contemporary interventions by prominent architectural firms. Its location is also at the periphery of Madison's Mansion Hill neighborhood. Located between Lake Mendota and the Capitol, the city's first historic district features several nineteenth-century sandstone homes that belonged to Madison's early leaders in business, education and society.

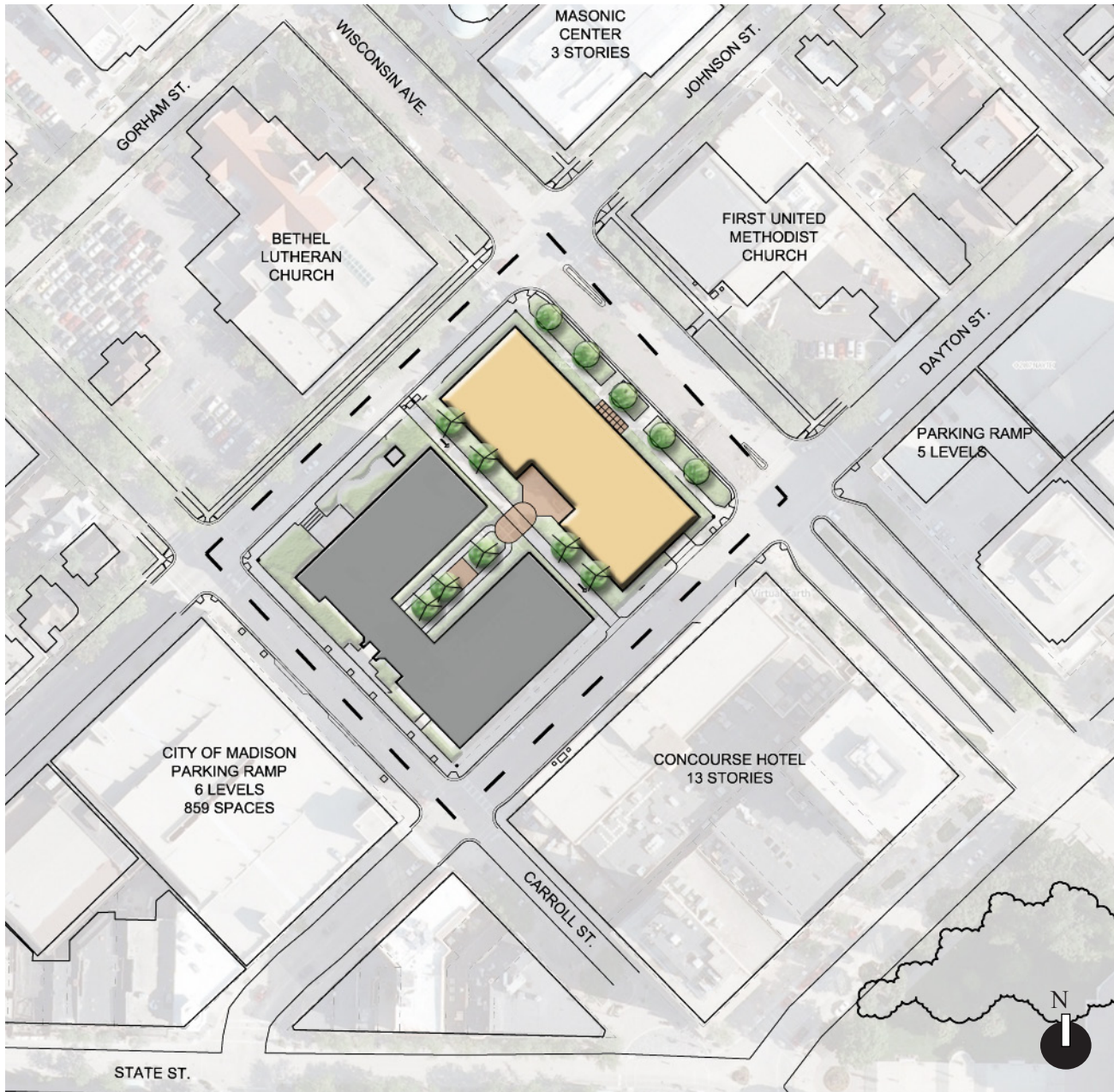
The City of Madison is currently in the process of developing a plan for Downtown Madison and the downtown core centered on Capitol Square. This plan, which has not yet been finalized or adopted, stresses the critical role that downtown amenities play in attracting and retaining businesses and their workforce. It emphasizes the importance interconnected uses and activities in creating a unique center for gathering, working, learning, shopping, dining, and enjoying entertainment and cultural activities.

The plan recognizes Wisconsin Avenue as an important gateway to Madison's downtown core. It recommends a dense building fabric close to the street and high-quality pedestrian, bicycle and streetscape amenities in an effort to enhance the hospitality and aesthetics of such corridors. The plan identifies the campus site as part of a transitional, mixed use area between the proposed cultural/arts, entertainment district centered on State Street and the Capitol Square district. The College's site is considered within the Downtown Core, its generalized future land use is commercial and conceptual building heights are 6-8 stories.

4.2 Campus Guiding Principles

In addition to System-Wide Campus Guiding Principles:

- Programmatic integration with downtown: Integrate College academic and community programming with co-curricular and other activities that complement the College's academic mission within the Downtown campus site and throughout Downtown Madison.
- Reinforce an urban downtown character: College academic and community programming should activate the streets that surround the College campus, in particular Wisconsin Avenue and the connection to the Capitol and State Street.



Downtown Campus Master Plan

Not to Scale



Existing Carroll Street frontage



Existing building entrance from Wisconsin Avenue

4.3 Architectural Guidelines

4.3.1 Occupancy Types

The campus's central location provides an opportunity for daily interaction between College students, the local business community, cultural groups, neighborhood residents and students from other institutions. An effort to encourage public use of campus buildings shall be made through mixed-use occupancies and the design of indoor public circulation and gathering spaces.

Mixed-use development on urban campuses provides countless benefits to students, the neighboring community and the local economy. These include:

- The enhancement of an area's vitality and "sense of place"
- The encouragement of pedestrian & bicycle travel and reduction of auto dependency through the clustering of multiple destinations
- The promotion of community through the interaction of students, residents and local business people
- Economic investment in the area and increasing revenues

Mixed-use development, however, must be the product of a thoughtful plan that takes into consideration the relationships between adjacent occupancies. Physical factors, such as noise, odors, and spatial requirements as well as issues such as safety and patterns of use must be carefully analyzed.

The siting of the downtown campus supports the culturally- and economically-invigorating uses of its Capitol Square neighbors: commercial and public office space, art galleries, restaurants and retail shops. Industrial uses and businesses considered predatory shall be prohibited. Residential occupancy types should reinforce the campus's intended open and public character, for example, by incorporating communal areas or a cooperative housing model.

Complementary:

- Art galleries
- Restaurants
- Museums
- Banks
- Outpatient clinics
- Fitness centers
- Mixed use retail
- Student housing

- Hotels
- Co-op housing
- Day care facilities
- Conference facilities
- Professional & commercial offices
- Public administration offices

Not Complementary:

- Factories
- Payday loans and cash advance businesses
- Liquor and tobacco shops
- Motor vehicle service stations and showrooms



Ground-level businesses attract the public to urban campuses.

4.3.2 Building Massing & Planning

The College has the potential to significantly increase its contribution to the character of the downtown core. Recognizing the potential of the campus's transitional siting between Mansion Hill and Capitol Square, the design expression of new buildings and additions should initiate a thoughtful, deliberate dialogue with physical characteristics of the surrounding built environment. This response may be expressed through complementary or contrasting gestures. The imitation or replication of existing buildings is discouraged in favor of new work with a timeless character that is compatible with the traditions of the area and expressive of the creative programmatic focus of the downtown campus.

- Projects should be compatible with the scale of development anticipated by the applicable land use policies for the surrounding area and should be sited and designed to provide a sensitive transition to the adjacent heritage properties and streetscapes. Projects should be developed in a manner that creates a stepping down in perceived height, bulk, and scale from the Dayton Street to Johnson Street site edges.
- Madison's current zoning code specifies an allowable floor area ratio of 3.0. To maximize density and programming potential, building projects shall be developed as a planned unit development offering flexibility and diversion from this and other current zoning requirements.
- To complement the artistic programs on campus, distinctive, sculptural building masses are encouraged. However, such elements should not detract from occupant efficiency or significantly increase energy, envelope and foundation costs.
- Building masses shall be positioned to create outdoor and indoor interstitial gathering places wherever possible.
- Service entrances shall be prohibited on façades facing East Johnson Street and Wisconsin Avenue.

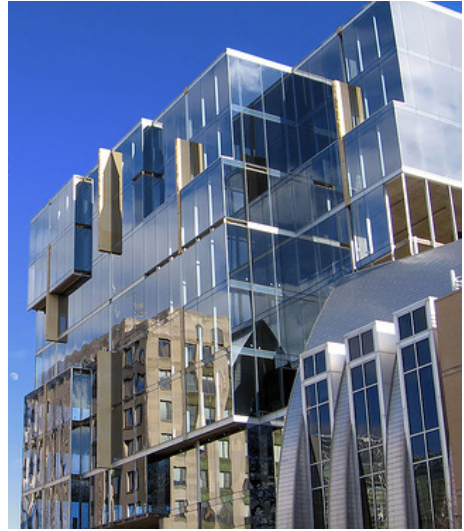
4.3.3 Envelope Design

- To enhance the corridor between Capitol Square and the campus, main facility entrances shall be positioned to be visible from or face Wisconsin Avenue where possible.
- Main entry doors shall be located near a vehicular drop-off location that does not compromise the safety and comfort of pedestrians.
- All street-facing façades should be considered publicly visible and designed accordingly.

4.3.4 Below-Grade Parking

In an effort to create more opportunities for interaction, new surface and above-grade parking shall be prohibited on site and in favor of structured, below-grade parking. Underground parking must provide for the safe and efficient passage of automobiles as well as visitors to and from their vehicles. Attention should be given to providing the maximum visibility possible through enhanced lighting, circulation paths and wayfinding.

- On-site parking should accommodate the off-street parking needs of all users of the block. Parking areas should be shared among multiple users. Where those uses have different temporal parking patterns, the number of shared space should be reduced.
- Entrances to below-grade parking shall not be located on façades facing Wisconsin Avenue.



Contemporary architectural interventions around Capitol Square



Mansion Hill Neighbors



An effort shall be made to enhance the corridor between Capitol Square and the campus by prohibiting service and parking entrances along Wisconsin Avenue while ensuring the visibility of entrances from this location.



Sculptural building masses exhibit a strong architectural concept.

4.4 Site Guidelines

The Downtown Campus setting is highly urbanized. The goal of the campus is to fit within the urban fabric of the Capitol Square and State Street. The campus consist of one city block and has 4 distinctive sides. The zones for the campus include vibrant street frontages to serene environment of an internal courtyard. Vibrancy with interaction between education and mixed use commercial is the goal for the Downtown Campus.

4.4.1 Campus Zones

Streetscape - Wisconsin Avenue

The College and the City of Madison should work together to extend the presence of the campus and future architecture into the street fabric. Additional median enhancements can strengthen campus as well as views of the Capitol. The street frontage of Wisconsin Avenue can become the “front door” for the Downtown Campus.

Street Level - Wisconsin Avenue

This streetscape is an area for strong relationship between building and pedestrian street level interaction. The City sidewalk and outdoor plaza spaces should be intertwined to create a vibrant street frontage for the facility.

Street Level - Dayton Street

The Dayton streetscape is a significant link to the State Street District. Dayton Street can be used to create an urban buzz, infusing public activity with the campus frontage. The development of pedestrian level streetscape along Dayton Street can provide a viable extension of State Street to campus.

Building Enhancement

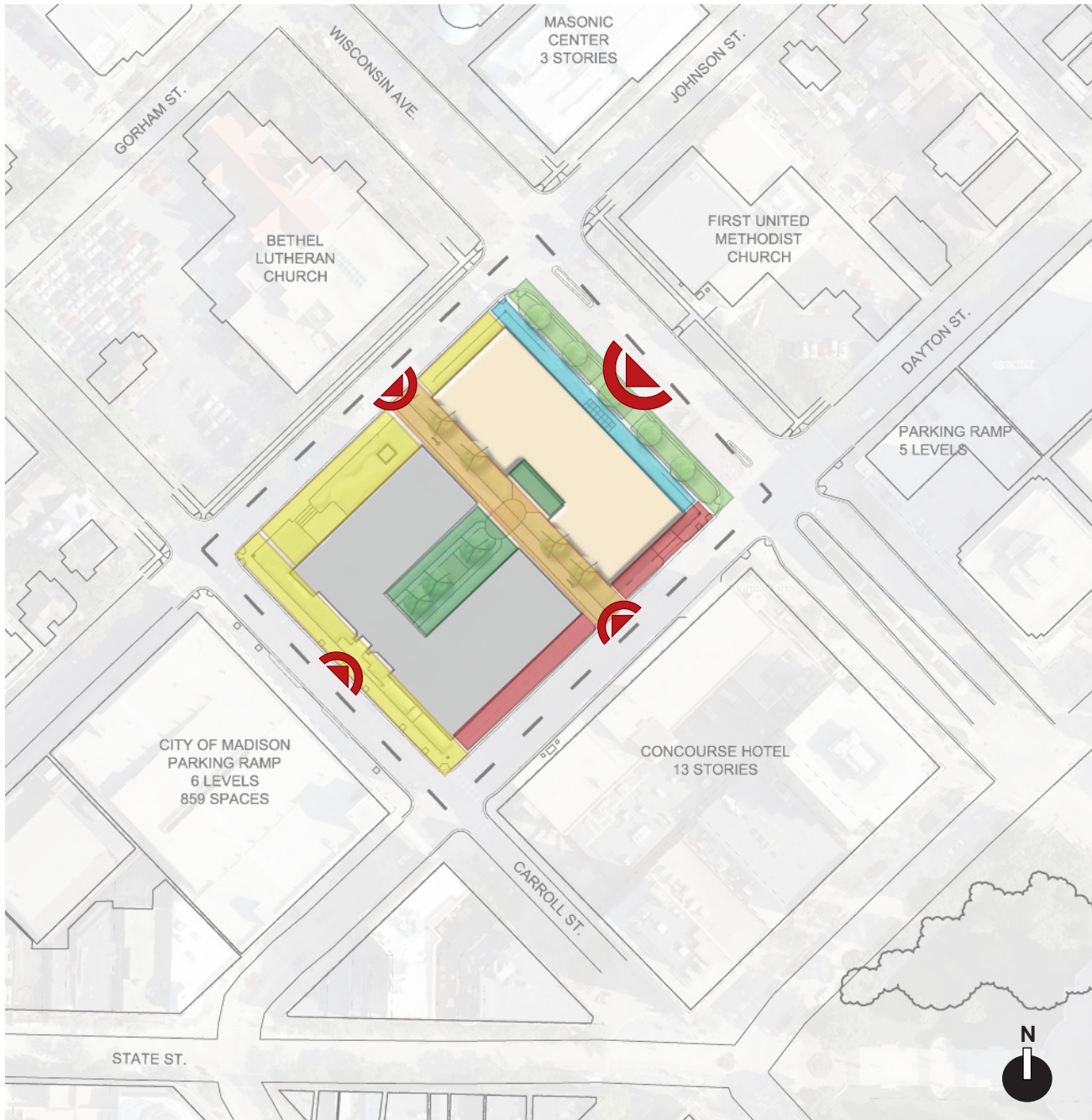
Johnson and Carroll Streets are sides of the Downtown Campus block that have less pedestrian traffic. These street frontages are potential areas for enhancement plantings tying the Downtown Campus with the overall identity of the College. The Johnson Street frontage has high visibility due to the traffic values on this collector. Architectural and landscape enhancements provide opportunities to enhance awareness of the College to the general public.

Internal Circulation

There is potential connection through campus to an interior courtyard. Currently the Wisconsin Avenue side of the block has space for additional building square footage. Design of future structures in this location could require portals into an interior open space.

Courtyard

As the Downtown Campus develops, the interior of the block can be left as open space to create a courtyard away from vehicular traffic and noise. The courtyard with surrounding buildings can provide spaces for outdoor dining, quiet zones for study and other relaxing outdoor activities in this urban environment.



Downtown Campus Master Plan with zones overlay

Not to Scale

KEY:

- Streetscape - Wisconsin Avenue
- Street Level - Wisconsin Avenue
- Street Level - Dayton Street
- Building Enhancement - Johnson and Carroll Streets
- Internal Circulation
- Courtyard
- Minor Gateway Identity

4.4.2 Gateways

Major Gateway

Major Gateways can be an extension of the architecture at the Downtown Campus. A major gateway can signify the “front door” of this urban campus. As an option the existing historic archway can be incorporated into the gateway feature. The scale and design of the major gateway feature should complement the architecture while providing scale enough to be visible from off-site.

A major gateway can be connected to the building or stand alone within a plant bed or outdoor gathering space. Landscape should be native materials in formal setting. The major gateway can be incorporated into plaza space by use of seat walls, planter walls, or special paving. The scale of the major gateway should complement the scale of architecture.

Minor Gateways

Minor gateways should occur on street corners to signify the Downtown Campus block. Depending upon the location of the campus major gateways, these minor gateways can be placed at the intersections of Wisconsin Avenue, Dayton, Carroll, and Johnson Streets.

Minor gateways should be pedestrian scale and integral to streetscape enhancements. Minor gateways should be consistent with the architecture and site furnishing extending unified street presence. Minor gateways can be plant beds or outdoor gathering spaces but should be incorporated into site elements. Plantings around minor gateways should be low and formal to assure visibility while enhancing the feature.



Major gateway integrated with campus architecture



Stand alone gateway



Minor gateway in streetscape



Minor gateway integrated into plaza space

4.4.3 Circulation - Pedestrian Paths, Vehicular, Parking, and Alternative Transportation

Pedestrian Paths

The sidewalks within City rights-of way and exterior edge campus walks and plaza spaces should be interwoven fabric of urban streetscape. Walkways along Wisconsin Avenue and Dayton Street are anticipated to be heavily used with the infusion of mixed uses which will required adequate widths for added pedestrians and outdoor seating areas. Outdoor plaza and seating areas should be directly connected with access points to the sidewalk system. Some separation with planting bed can define seating areas for campus and retail use.

Outdoor spaces such as dining terraces, plazas, courtyard, and other small gathering area should be illuminated appropriately to create the desired effect of the space. City walkways through the site should be well illuminated similarly to the level of lighting on State Street. Pedestrian paths connecting to the courtyard should be illuminated offering a save environment.

Vehicular

Majority of vehicular interaction with the Downtown Campus is from passing views. Enhancements to the streetscape, building facade and site will play an important role in creating an identity the academic richness of the facility. The College should consider teaming with the City to reach off site to create safer crossing for pedestrians arriving to the campus from parking lots and adjacent neighborhoods.



Building with street presence



Active outdoor spaces



View of the potential Downtown Campus



Enhanced median treatments

Another consideration is collaboration with the City to enhance the median of Wisconsin Avenue. The median treatments could reinforce the campus's presence as well as visually connect the Town and Gown relationship with Capitol Square.

Parking

No campus parking existing on site. The City parking ramp on Carroll Street and on street parking will continue to serve the Downtown Campus. Wayfinding on the Downtown Campus can give visitors and users direction to nearby parking facilities.

Pedestrian wayfinding to the City ramp should provide directions to safe crossing at road intersections. On street parking around campus should have good access to site walkways.

Alternative Transportation

Bicycle traffic to the Downtown campus is expected to increase significantly. The balance of adequate bike parking and the limitations of the urban site will make the placement of racks an important consideration. Ribbon racks should be considered for the Downtown Campus due to these factors.



Commercial frontage with seating and bike parking



Designated bike parking adjacent to commercial



Outdoor dining with decorative paving



Decorative concrete with accent lighting

4.4.4 Open Space

The Downtown Campus open space should be very urban and an equal balance of hardscape and landscape. As the campus adds commercial frontage the site will become more interactive with the community. Open space on the perimeter of the site will be areas for pedestrian thoroughfares and outdoor seating areas. Decorative pavement should be used to accentuate walks and to give seating areas a distinctive setting.

Sidewalks and seating areas should be interconnected but also separated by plantings. Seating areas can be enclosed by low planter walls or separated by grade from sidewalk level to enhance the feeling of separation. Plantings along the street frontage of the buildings and around seating areas should be formal massings of native materials. Plant materials should have form, color, and texture that complement the architecture and provide year round display.

The open space along the building frontage of the site should be appropriately illuminated. Seating areas should be safe and inviting. Outdoor seating areas can be illuminated from building wall fixtures, landscape lighting and lower level fixtures such as bollard lights to create evening dining experience. All site lighting should be consistent with the Madison Dark Sky Ordinance and fit within the context of State Street and the Capitol Square.

The internal courtyard of the Downtown Campus is an area specific to the College. The courtyard should be inviting and safe for students, faculty, and staff use. The courtyard will require plant materials that can thrive in shade. The courtyard is a space that will be somewhat protected from weather i.e wind and noise from surrounding roads. Decorative pavers, furnishings and planting should be incorporated in the design of the courtyard.



Interior courtyard with tunnel connection



Courtyard with decorative paving and landscape



View of potential Downtown Campus commercial frontage

4.4.5 Sustainable Practices

- Use energy efficient lighting
- Use native plant materials
- Use rain gardens where possible
- Use impervious pavement where possible
- Use green roofs and walls where possible
- Use wind and solar power where possible



“Greenroof” with outdoor terrace



“Greenroof” retrofit to existing building



“Living Walls” tray system

5.1 Fort Atkinson Campus Context

The Madison Area Technical College Fort Atkinson campus is in a prominent location within a growing area of the city along Madison Avenue (Highway 12) between Highway 26 oriented retail and downtown. The Department of Transportation STH 26 corridor plan, currently under construction, seeks to expand 50 miles of WIS 26 to two lanes in each direction from Janesville to WIS 60 in Rock, Jefferson and Dodge counties. This \$325 million investment in transportation infrastructure, scheduled to be completed by 2015, will significantly improve access to the Fort Atkinson Campus since existing bypass exits are located immediately west and north of the campus property.

Madison Area Technical College currently owns approximately 65% of the parcel of land bounded by Madison Avenue, Lexington Boulevard, Campus Drive, and Banker Road. Adjacent properties include the School District of Fort Atkinson (Fort Atkinson High School) to the north and west; large format retail west of Lexington Blvd.; small format retail to the south across Highway 12; and single family residential to the east. The City of Fort Atkinson Comprehensive Plan indicates that the parcels to the east and south will transition to “planned mixed use.”

There is good vehicular access, with access and visibility from Highway 12, and the expansion of WIS 26 currently in progress. Vehicles enter the Madison Area Technical College Campus from Banker Road. Pedestrian access is predominantly limited to individuals cutting through the campus property to Fort Atkinson High School. Sidewalks circumscribe the block, with the exception of Banker Road from Madison Avenue to the campus entrance. The college may wish to consider paving a pathway or sidewalk to direct pedestrian traffic to the High School.

Although the campus has, and will continue to have a vehicular orientation, the City of Fort Atkinson would like to extend multi-modal forms of transportation connecting the High School and the Madison Area Technical College campus with existing and future residential properties south of Madison Avenue, connecting to the Glacial River Trail and Carnes Park. The extension of this multi-modal trail could significantly increase the volume of non-vehicular movement around the campus in the future.

The campus recently constructed an addition that fronts Highway 12. Although the addition improved the appearance of the single campus academic building during the daytime hours, the building is dimly lit by night and is not easily recognizable from Highway 12. Increased lighting and signage on both the western and eastern corners of the campus property on Madison Avenue would give the college a more visible presence on this busy traffic corridor. The campus has landscaped green spaces surrounding the academic building and will soon erect a demonstration wind turbine in the open space.



Existing campus building



Existing campus open space



Fort Atkinson Campus Master Plan

Not to Scale

5.2 Portage Campus Context

The Portage campus is located in the growing north section of the city, but is not visible from New Piney Road (Highway 51). Rather it is located on West Collins Road behind highway-oriented commercial, and within a largely residential area. Immediately adjacent to the east are single-family residential sites and the rear of a commercial use; immediately adjacent to the west are the Campus View Apartments. The north and south parcel edges are roads with open space across the street – to the north West Collins Road and St. Mary's Cemetery; to the south West Slifer Street and Collipp-Warden Park. The City of Portage Comprehensive Plan indicates the future land use of the adjacent areas will remain residential.

There is satisfactory vehicular access from West Collins Road; interstate access is 1 mile north. Limited and disconnected sidewalks front the College parcel. Community members use the College parcel as a pedestrian cut-through from West Collins to Collipp-Warden Park. There are neither bicycle facilities nor transit service. Therefore, the campus has and will continue to have vehicular orientation.

The campus character is defined by the front façade of the single campus academic building and the campus signage.



Existing campus building



Existing campus open space



Portage Campus Master Plan

Not to Scale

5.3 Reedsburg Campus Context

The Reedsburg campus is located on the west edge of the city, within a residential neighborhood. It is not visible from Route 33, and students, faculty, staff and visitors must pass through a single family neighborhood. Single family residences are immediately adjacent to the north and south of the parcel. To the east across Alexander Street is Westside Elementary School. To the west is a planned county Continuum of Care facility. The majority of nearby by land is a single family neighborhood or vacant agricultural fields. The City of Reedsburg Comprehensive Plan indicates that the agricultural fields will transition to multi-family and single-family residential development.

There is satisfactory vehicular access from Alexander Street; Route 33 is a quarter mile to the north. The residential sidewalk network has a gap in front of the campus entrance. There are neither bicycle facilities nor transit service. Therefore, the campus has and will continue to have vehicular orientation.

The character of the College campus is dominated by the large character-less open space which is currently mowed. An incomplete street alley form the entrance to campus.



Existing campus building



Existing campus open space



Reedsburg Campus Master Plan

Not to Scale

5.4 Watertown Campus Context

The Watertown campus is located in the far northwest corner of the city. The campus serves as a transition between single family residential to the east and north and commercial/industrial to the west and south. The campus is located on State Route 19 and has good visibility.

There is excellent regional accessibility from State Route 19. No sidewalks exist in this area of the city, and there are neither bicycle facilities nor transit service. Therefore, the campus has and will continue to have vehicular orientation.

The character of the College campus is defined by the large landscape setback from Highway 19 and Votech Drive and the campus signage.



Existing campus building



Existing campus open space



Watertown Campus Master Plan

Not to Scale

5.5 Architectural Guidelines

The Facilities Master Plan foresees that improvements to the regional campuses in Fort Atkinson, Portage, Reedsburg, and Watertown will primarily consist of addition and remodeling work. As a result, the aesthetic transformation of the facilities at these locations will most likely be more subtle than at the Downtown and Truax campuses. However, several opportunities exist to reinforce the College identity through architectural interventions that are consistent with those of other campuses. These strategies include but are not limited to the following system-wide standards:

- The introduction of the signature native limestone material and college-wide material palette
- Improved energy efficiency and sustainability efforts
- Accessibility upgrades
- The commitment to incorporating public artwork on campus

5.6 Site Guidelines

The Regional Campuses are located in varying settings from residential to light industrial. All four campuses consist of one building served by an adjacent parking lot. The goal of the site development is to visually connect the Regional Campuses with the Downtown and Truax Campuses by extending a consistent palette of materials throughout the system.

5.6.1 Campus Zones

Streetscape

The Regional Campuses all have city sidewalks within rights-of way along frontage of each site. The views into the campuses are relatively open and clear of canopy trees. The addition of native canopy trees, plantings and site elements such as gateways and furnishings will reinforce a unified family of College campuses.

Parking

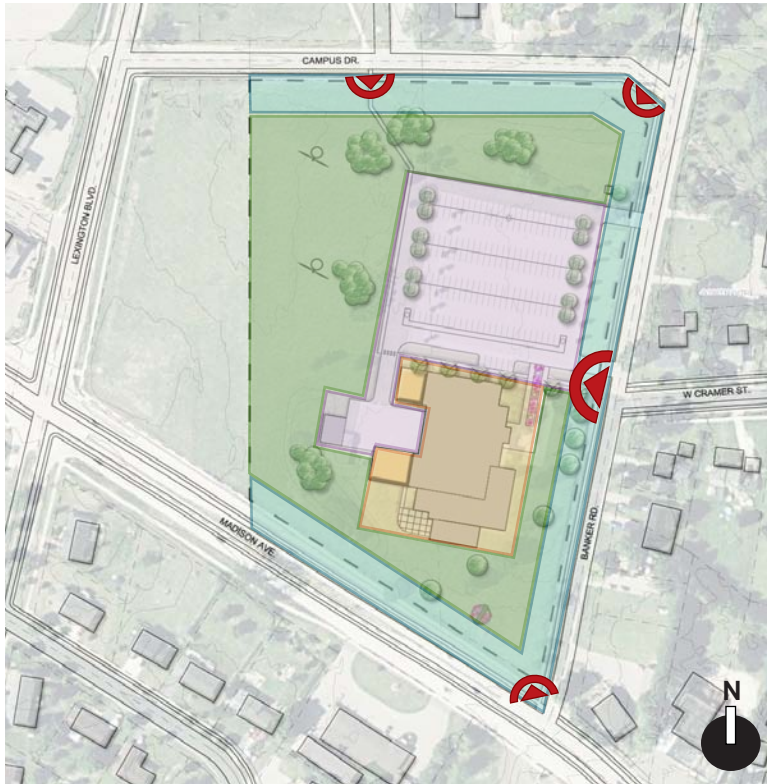
On all of the Regional Campuses with the exception of Portage, the parking is located along the frontage of the site. Landscape improvements around and within parking lots will provide screening, reduce heat island effects of mass paving, and enhance views into campus.

Open Space

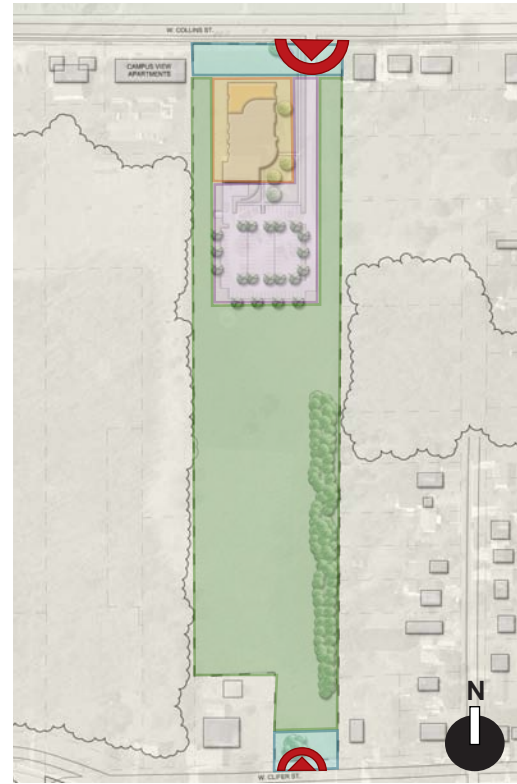
Open space is large proportion of each of the Regional Campuses. Currently the open space of the Regional Campuses consist of mown lawn. The open spaces are opportunity for integrate stormwater systems from buildings and parking. Creating natural systems within open areas of campus can offer environmental solutions to stormwater management while reducing the cost of maintenance in outlying areas.

Building Enhancement

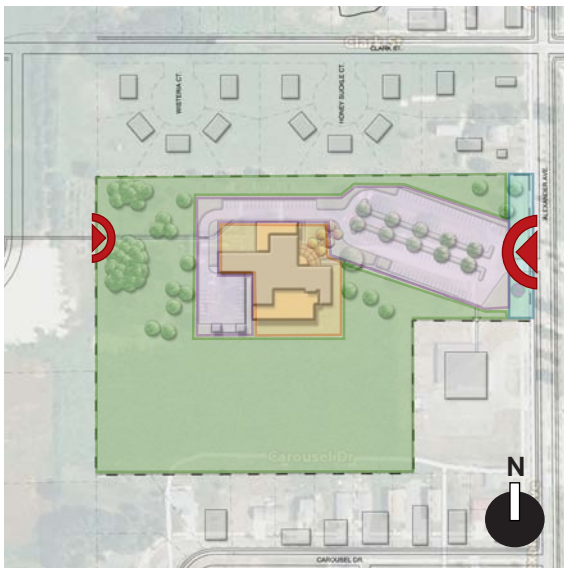
Each Regional Campus buildings are openly viewed from the street. Enhancement of architecture and site can help to portray the appearance of a unified system. The location of entry walks, outdoor gathering spaces, service areas, and foundation plantings can define the experience at each facility.



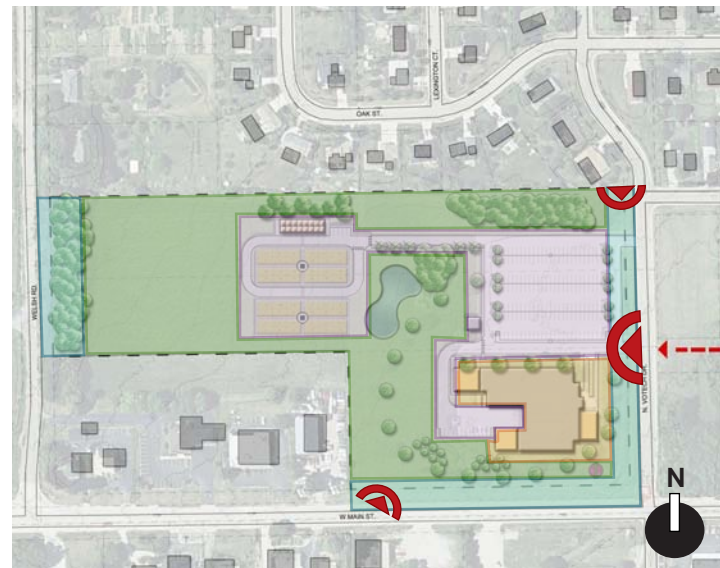
Fort Atkinson Campus with Zones Overlay



Not to Scale Portage Campus with Zones Overlay Not to Scale



Reedsburg Campus with Zones Overlay



Not to Scale Watertown Campus with Zones Overlay Not to Scale

KEY:

- Streetscape
- Parking
- Open Space
- Building Enhancement
- Major Gateway Identity
- Minor Gateway Identity

5.6.2 Gateways

Major Gateways

Major Gateways at the regional campuses are primarily the major site sign. Existing College regional campuses entry identification signs are horizontal. Future entry signs should be vertical for enhanced visual queuing. The reorientation and design of the identification signs as well as incorporating plant massing will create a major gateway to each site. Similar to the Truax and Downtown campuses, plant enhancements should be native materials.

Minor Gateways

Minor gateways should occur at the outer edges of campus where pedestrians cross the site. The regional campuses should look to expand interaction with neighboring properties with the addition of pedestrian walkways through expansive open space. Minor gateways will define edges of campus.

The scale of minor gateway elements should be visible from vehicular traffic but relate to pedestrians. Minor gateway planting should also be native species that provide color, texture and interest consistent with major gateway landscape. Planting should be in massing but can be less formal than major gateways.

5.6.3 Circulation - Pedestrian Paths, Vehicular, Parking, and Alternative Transportation

Pedestrian Paths

The existing sidewalks at the regional campuses are direct and short connections from parking to the main entrance of the building. Consideration should be given to adding pathways in the open spaces of each campus. Each regional campus provides enough open space to create a small loop system or linear connection to perimeter sidewalks. The addition of internal site paths could provide opportunities for short walks outdoors within campus boundaries.



View of Fort Atkinson's identity sign and building

Vehicular

The entry drives to the regional campuses parking should be well lit and signed. The four campuses all have parking located close to municipal streets. The area between parking and rights-of-way should be enhanced with planting screens to soften the view of parked cars while framing views of entryway to the facility.

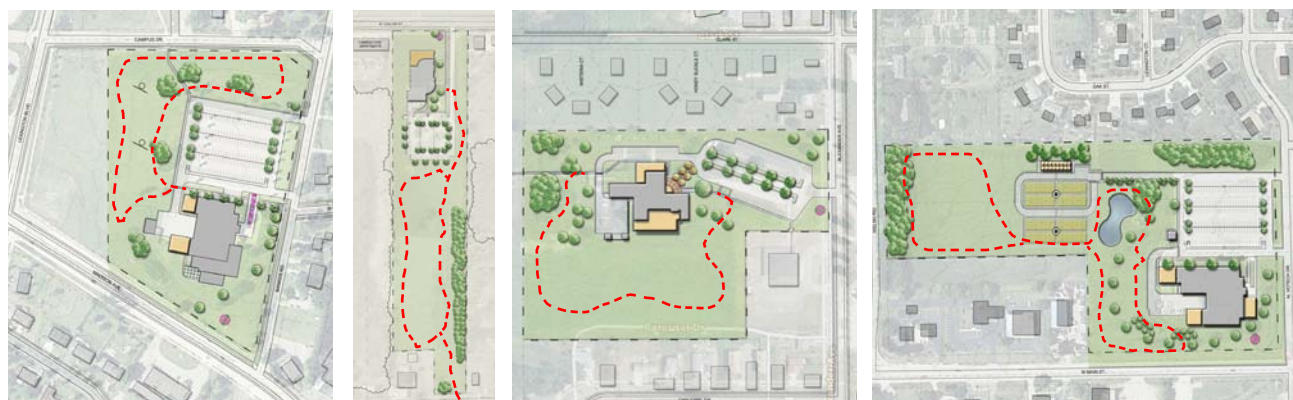
Parking

Additional planted islands within the parking lots should be considered. Canopy trees will help to reduce heating effects of pavement. Internal islands can also provide additional stormwater management within paved areas. Consideration should be given to adding pedestrian walks within parking lots. These walks can safely link entryway paths to vehicles parked in perimeter of lots.

Alternative Transportation

Adequate bicycle parking should be provided. Bicycle designated areas should be close to the entryway but not impede walking to and from parking and municipal sidewalks.

Areas for drop-off should be considered for potential ride-share opportunities. Drop-offs should be designed to accommodate turning radius and movement of vans or small buses. Seating opportunities around drop-offs will provide waiting areas for users.



Potential loop paths at regional campuses



Outdoor plaza, drop-off and building entry experience

5.6.4 Open Spaces - General Recommendations and Maintenance

The regional campuses are roughly half impervious (building and pavement) and open space. The open spaces are currently expansive mown lawn areas. These open spaces should be partially planted in native perennials and left to grow naturally. This will reduce maintenance costs and energy consumption and will set a unified tone throughout the College system.

Integrated stormwater management systems should be incorporated into native planting areas. Conveyance of water can be handled in dry streambeds that would add interest to the landscape. Placement of weathered river stone at the base of a streambed would reduce erosion occurring in existing run-off swales.

Outdoor areas for students, faculty, and staff should be enhanced with plantings. The existing facilities have areas for gathering adjacent to buildings. These gathering spaces can be enhanced with native plantings, special paving, and site furnishings.

The buildings at the regional campuses should be enhanced with native plant material. The material should be in massing and vary in height to soften the horizontal form of the buildings. Some undulating landforms should be considered around buildings to provide interest and to frame or screen views of the facilities.



Open space with native plantings



Natural appearing stormwater management system



Building enhancement plantings



Native planting in massing

5.6.5 Sustainable Practices

Recommended practices

- Limit mown areas
- Integrate stormwater - daylight streams where possible
- Use energy efficient lighting
- Use wind and solar power where possible
- Use native plant materials
- Use impervious pavement where possible



Impervious pavement in parking lot



Planned wind turbine at Fort Atkinson



Integrated stormwater management

6.1 Design Review

In addition to any state or municipal design review board requirements, all building projects affecting the site's aesthetics, usage, or circulation shall be presented and reviewed by a committee appointed by the College at the end of the schematic design, and design development phases. The size and makeup of the design review committee shall be determined on a project to project basis. This committee will have the authority to request changes to designs deemed not in compliance with the intentions of the guidelines outlined herein.

The draft revised City of Madison Zoning Ordinance enables, through a new Campus Institutional District, a College-appointed committee to review and approve its own building projects. To obtain this approval authority:

- The Common Council must review and approve a College campus master plan. The campus master plan must contain design guidelines that identify building locations and maximum heights, but not detailed designs of each building.
- The Urban Design Commission must approve the building design review standards design standards and guidelines, review the College committee procedures, categories of membership, and the language of any deed or plat restrictions.
- The Plan Commission must approve membership on the committee, including representation of planning staff and registered neighborhoods, and committee procedures. Committee meetings must be public.

Should the College establish an architectural review committee for projects within the City of Madison, the core of the committee should also serve to review and approve building projects at the regional campuses to ensure consistent implementation of these guidelines.

6.2 General Intent

The Facilities Master Plan identifies numerous planning objectives and guidelines for implementation of specific projects including buildings and site improvements. In order for these objectives and guidelines to be realized, the College must establish a process for reviewing construction projects that will impact the campus' physical setting.

These design guidelines should be followed for all campus improvements, from major building construction to routine landscaping and maintenance. What is most critical for integrating these design guidelines into the every day work of facilities and planning staff is an understanding of the intent and specific guidelines of the Facilities Master Plan and design guidelines. These staff then becomes ambassadors of the plan, communicating the intent and requirements of the campus master plan internally to College staff and leadership and to the professional consultants who will lead the design and documentation of individual projects.

6.3 Review of Large Projects

In recognition of the importance of a unified campus and adherence to the Facilities Master Plan and Campus Design Guidelines, the College should convene a design committee for the review of each new project over \$500,000. The committee will help to ensure that the design character strives to meet the goals and objectives set forward in the Facilities Master Plan and in these design guidelines. The College will need to structure the design committee to best suit its needs and organizational structure. The College administration will need to determine who is involved, what participant's roles are, and when they should be involved.

The review process must begin at a project's initiation including project identification, site selection, and programming. The process must carry through the preliminary and final design stage ultimately through project construction and completion. Because these are only design guidelines, interpretation will be required periodically and consultation from JJR sought as required. The guidelines are not intended to restrict creative expression; rather, they are intended to guide physical planning and design in order to unify each campus image and enhance livability.

The College design committee should mandate a description for each project on how that project will impacts the campus' physical setting. This mandate should not burden the professional consultant with meaningless tasks; rather, it should be used as a tool to guide the College's leadership in understanding the project's objectives and impacts to the campus' physical setting. This description should allow the consultants to express how the project will ultimately support the Facilities Master Plan's objectives and reinforce the plan.