

"Good plans shape good decisions. That's why good planning helps to make elusive dreams come true."

-- Lester R. Bittel, Nine Master Keys of Management, 1972



CAMPUS MASTER PLAN UPDATE

"Extending our History & Embracing Our Future"

Draft Final Master Plan

Spring Facility Manager Meeting
April 26, 2016

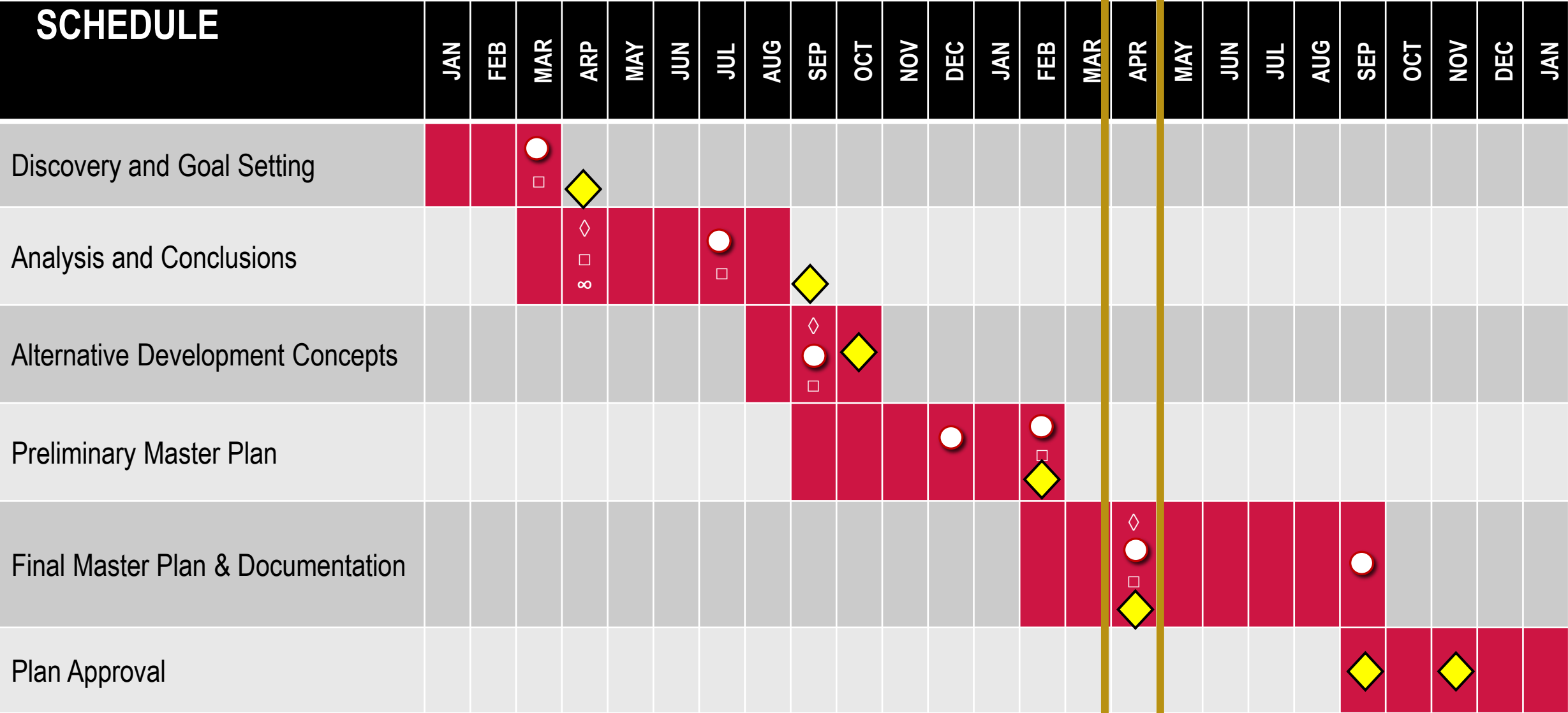
AGENDA

- Master Plan Schedule
- Master Plan Goals
- Master Plan Recommendations by Goal
 - Landscape and Open Space
 - Green Infrastructure
 - Transportation and Parking
 - Utilities
- Next Steps & Website

2015

2016

2017



64%

◇ Executive Leadership Team ○ Campus Planning Committee □ Technical Coordinating Committee ◆ Campus Public Outreach



EXTEND OUR HISTORY

*The campus master plan is a **vision** to capture the best characteristics of our **historic campus** core, and **extend them throughout** our evolving campus.*

EMBRACE OUR FUTURE

*We will continue to **recreate** ourselves in place, yet also **reduce the impact** of the campus and its activities on our environment.*

2015 MASTER PLAN GOALS

Our goals are to:

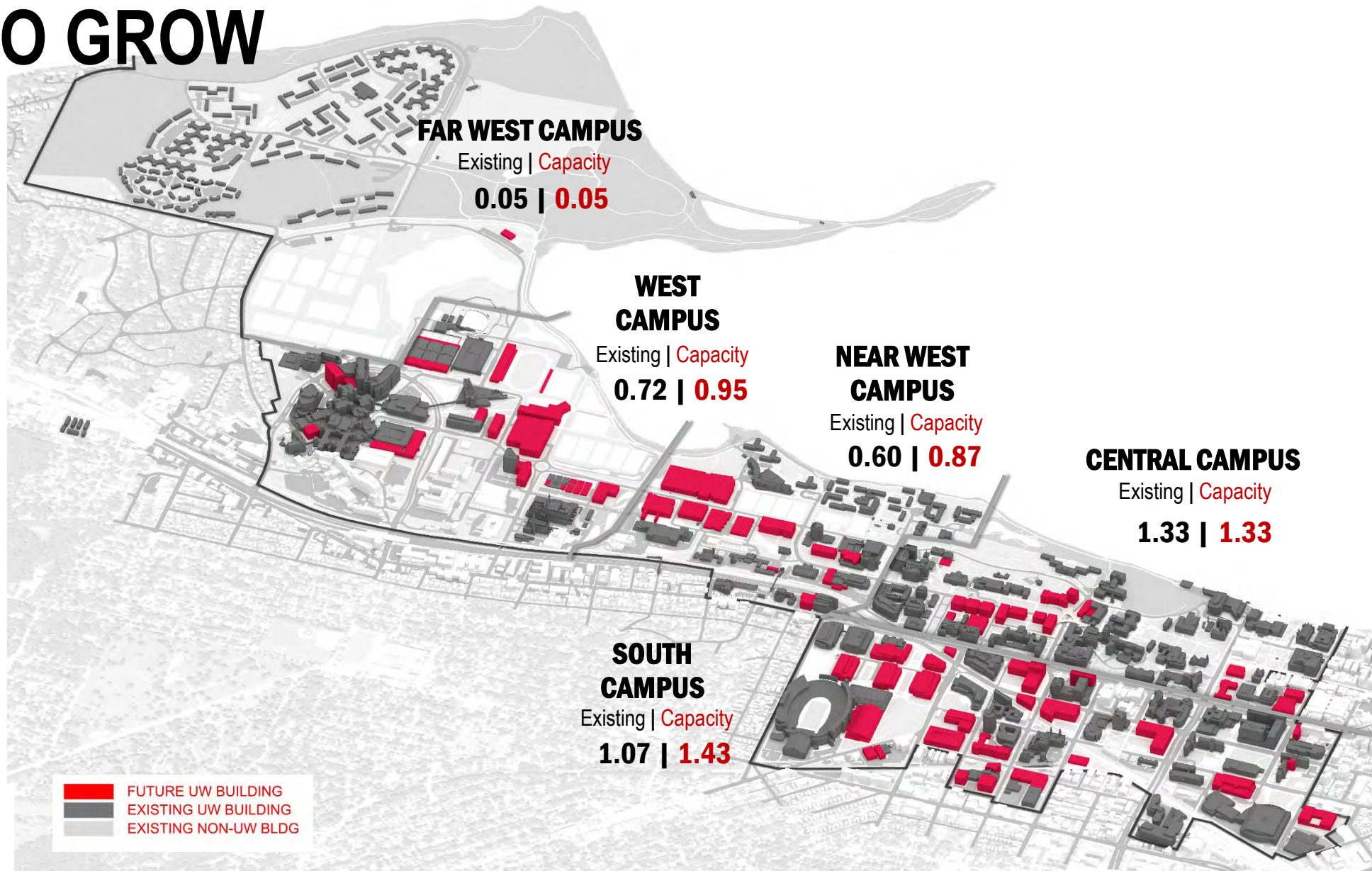
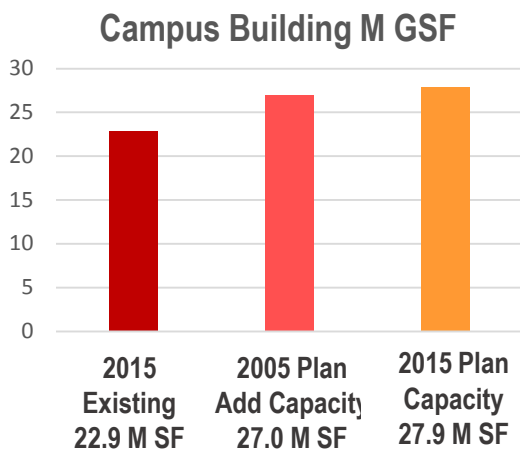
- **Support the university's mission** in accordance with the Wisconsin Idea and our land grant heritage;
- **Sustainably manage** our physical, financial and cultural resources for future generations;
- Preserve and **celebrate our natural lakeside** setting and historic resources;
- **Make travel on campus easy** for all users;
- Revitalize, expand and connect our **memorable outdoor spaces**; and
- **Be good neighbors** in maintaining a high quality of life for everyone.

1. SUPPORT OUR MISSION



CAPACITY TO GROW

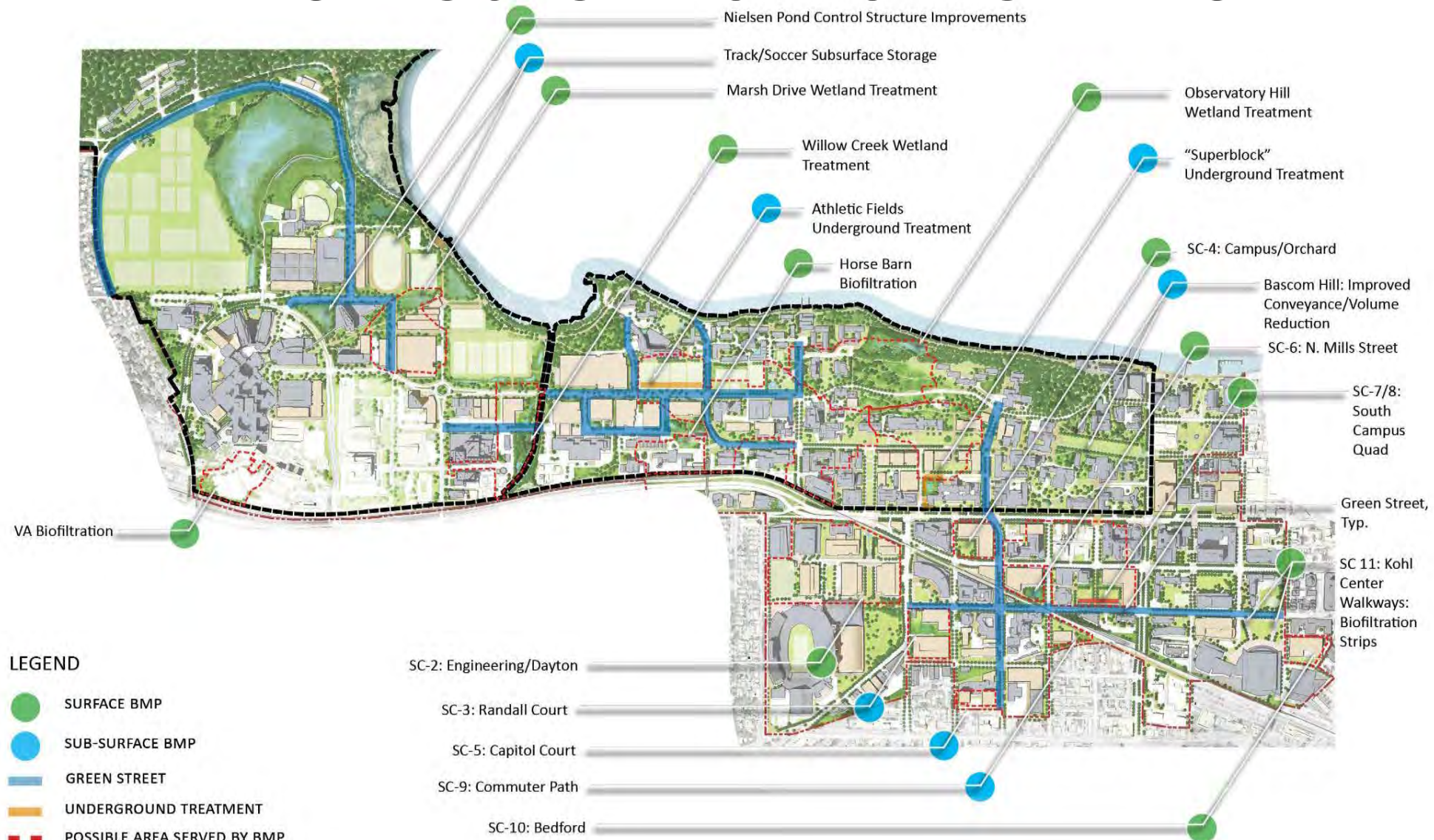
- 2015 Master Plan Update increases 2005 Plan capacity by 930,000 SF
- 2005 MP capacity: 4.08 M additional GSF
- 2015 MP capacity: 5.01 M additional GSF



2. MANAGE OUR RESOURCES



GREEN INFRASTRUCTURE OPPORTUNITIES



ENVIRONMENTAL LEADERSHIP



2. MANAGE OUR RESOURCES



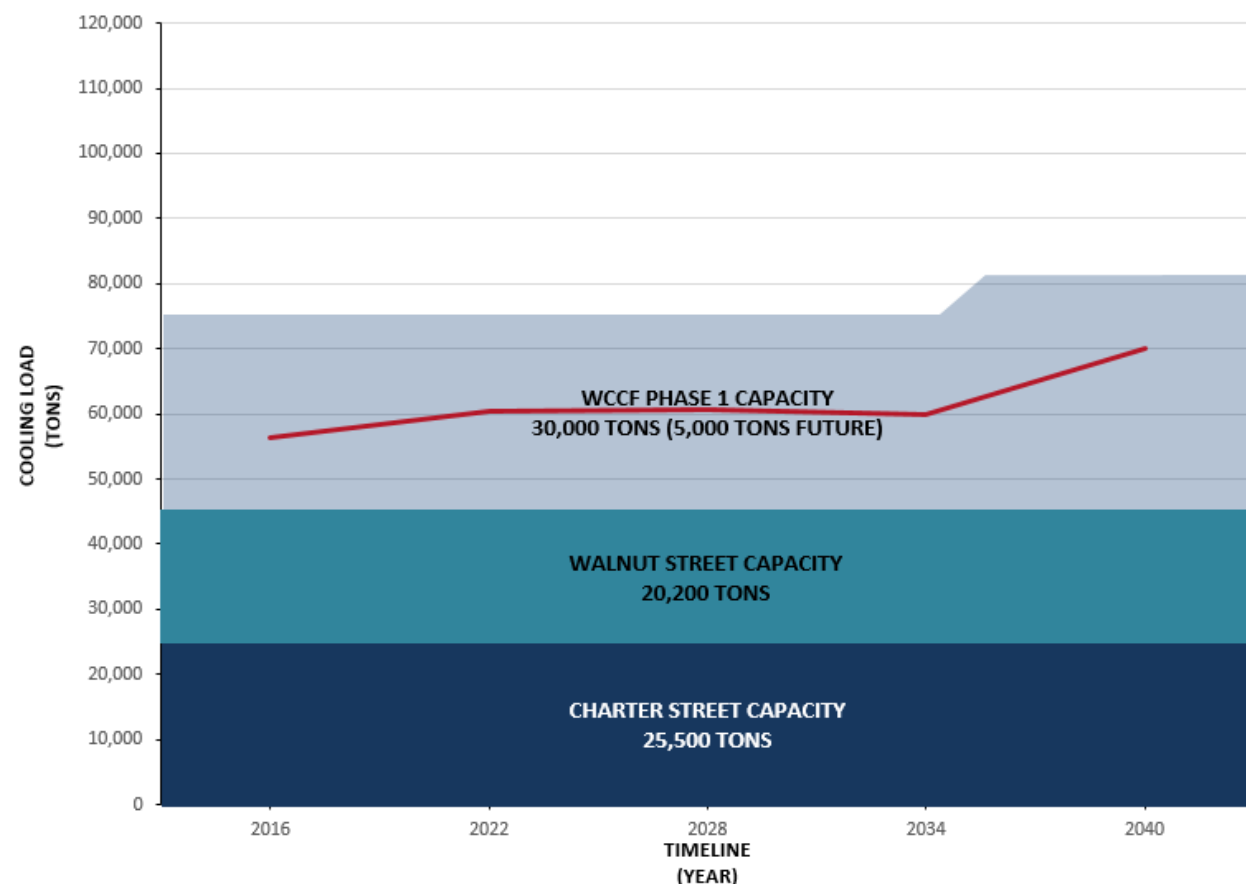
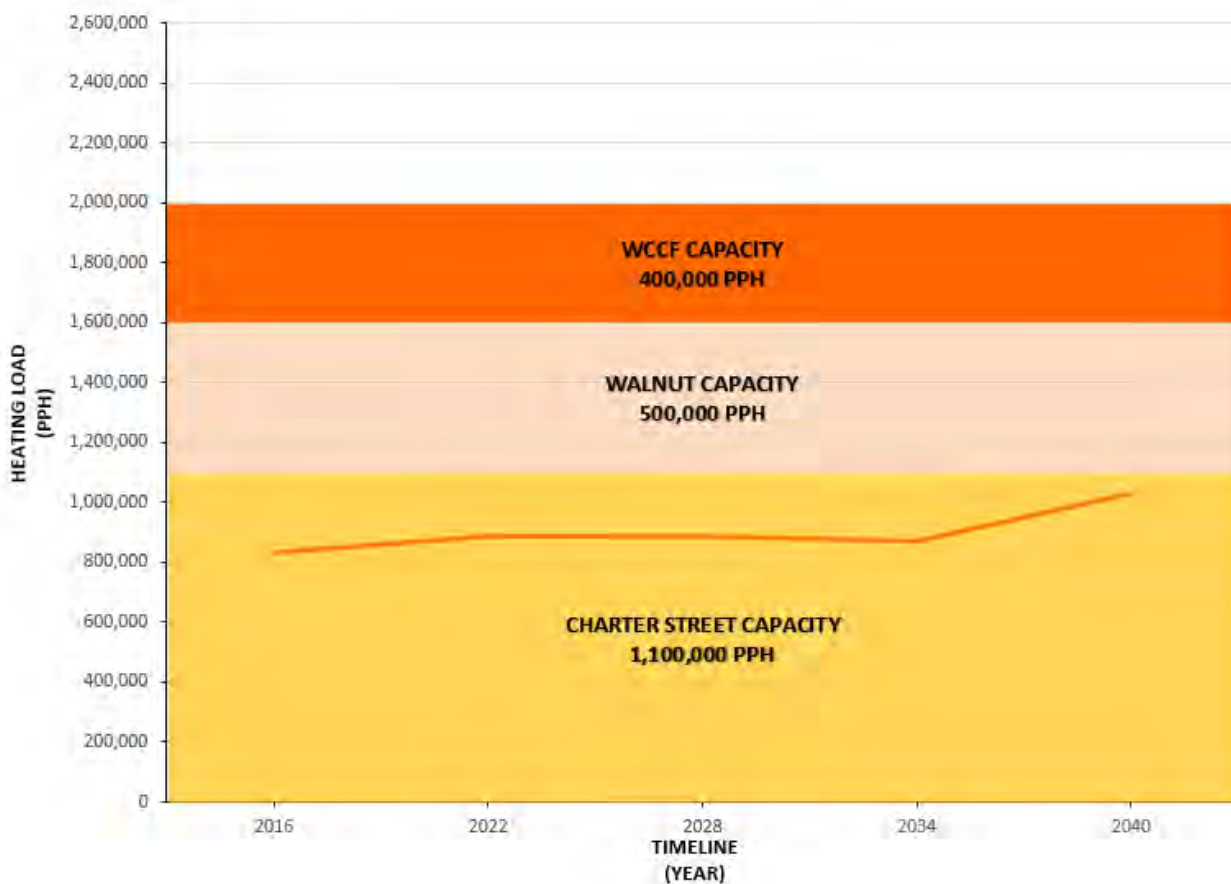
2. MANAGE OUR RESOURCES





RELIABLE UTILITY INFRASTRUCTURE

Sufficient Capacity



RENEWABLE ENERGY GENERATION

Photovoltaics

- Installed PV = 20,121 kW
- Energy Generated = 26,780,870 kWh/yr

Transpired Solar Collectors

- Energy Generated = 93,100 MMBtu/yr

Solar Hot Water

- Energy Generated = 6,007 MMBtu/yr



3. MAKE TRAVEL EASY



MOVE AROUND CAMPUS EFFICIENTLY

Central Campus – Improve Bike/Ped Movement

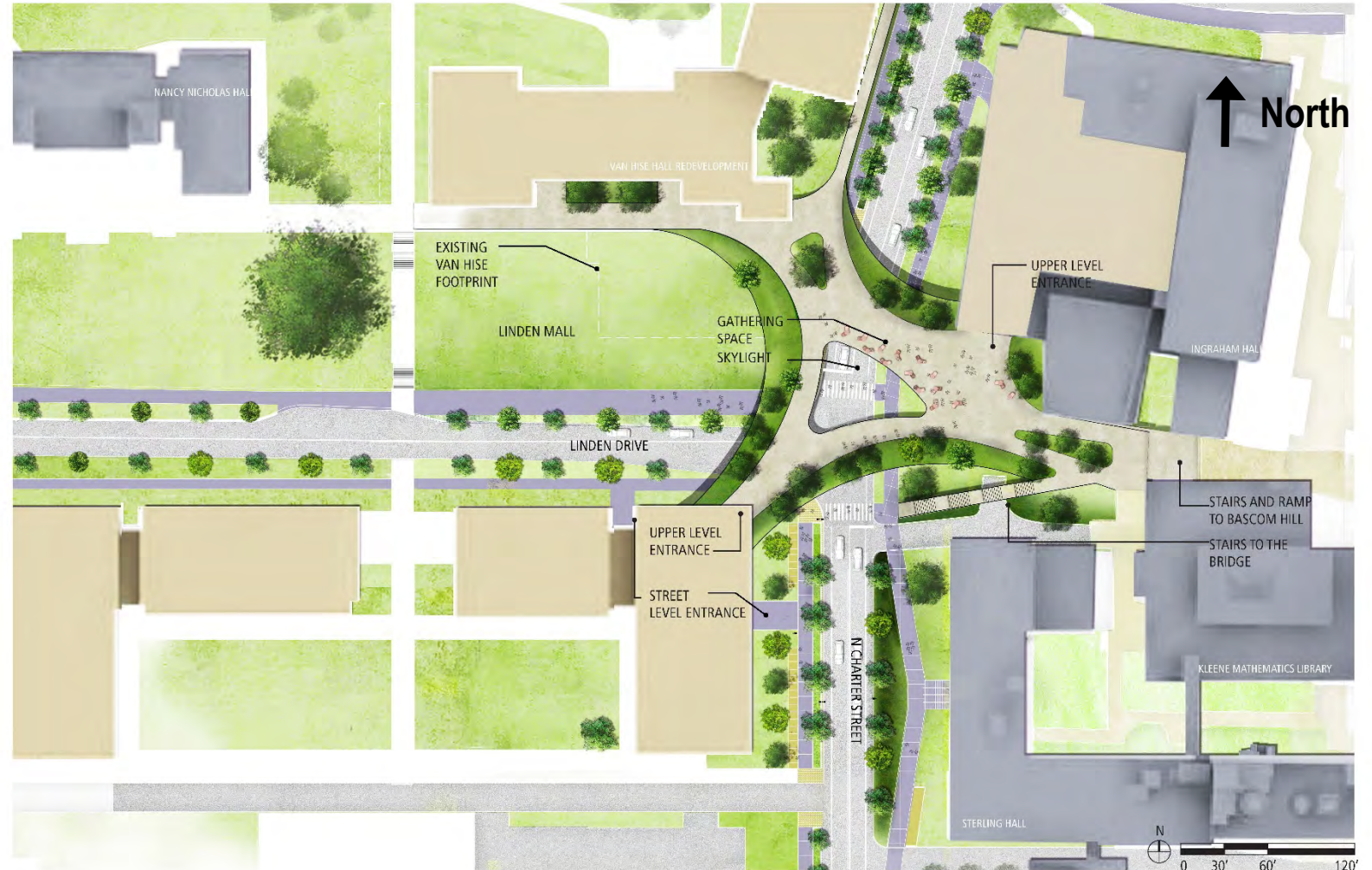
- Interior circulation provided for vehicular and service access as well as pedestrian and bike movement
- Demolition of McArdle Labs allows for expansion and redesign of structured parking
- Future district green with parking below
- Replacement parking for Lot 34 & Observatory Hill spaces
- Future development creates consistent streetwall fronting Linden Drive



CONVENIENT BICYCLE/PEDESTRIAN FACILITIES

North Charter Street at Linden

- Iconic - Create an iconic land bridge at the east terminus to Greater Linden Mall to mitigate multi-modal conflicts.
- Circulation
- Destination
- Open
- Green - Redevelop North Charter Street as a pilot Green Street project on campus.





Charter and Linden Intersection - Existing

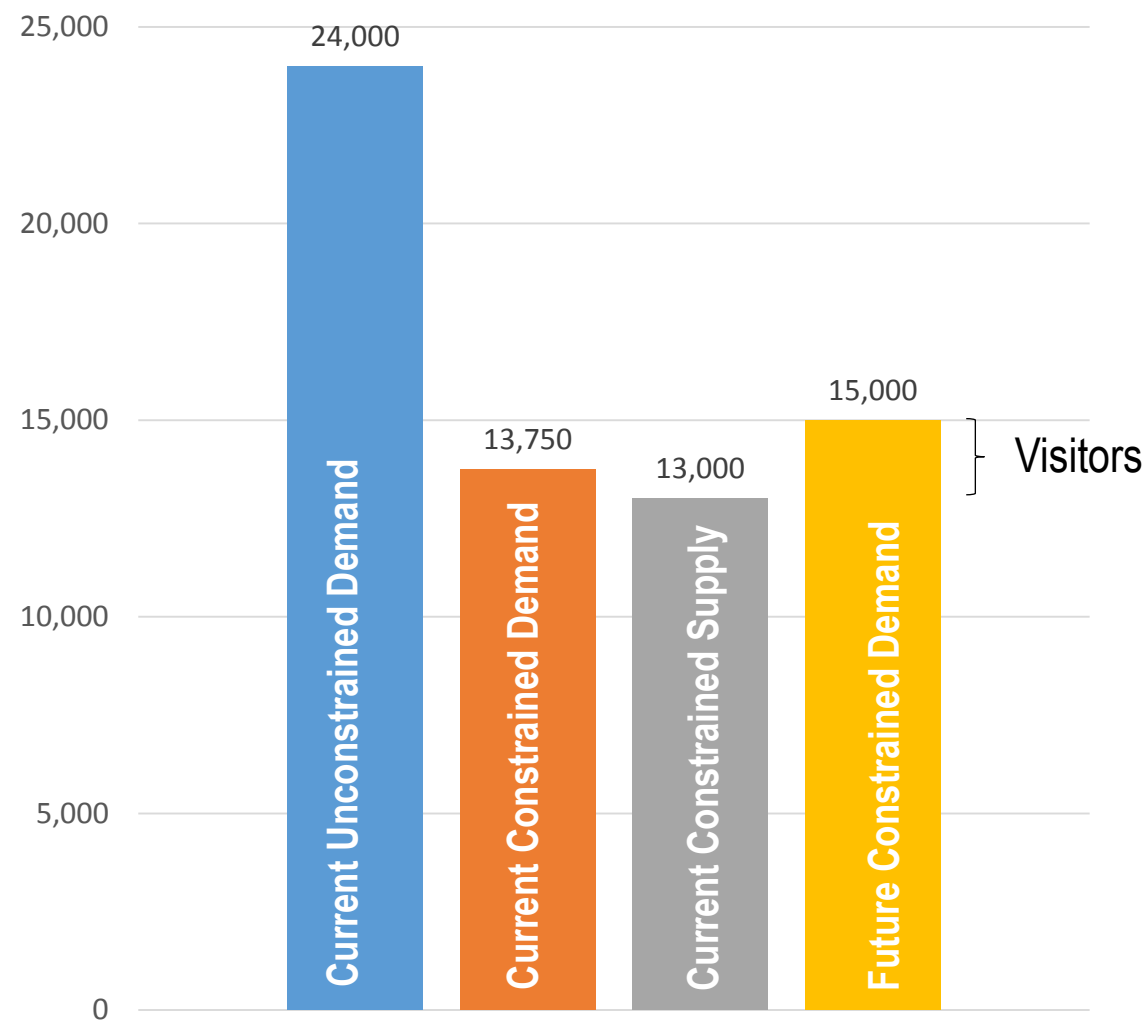


MINIMAL PARKING TO MEET NEEDS

- UW-Madison is a national leader in transportation demand management (TDM) and alternative commuting communication and marketing strategies
 - Allows for management of constrained parking resources and maintenance of lower than average parking ratios
- Convenient and balanced alternative travel options available for students, faculty, and staff
 - Walking and biking
 - Transit
 - Park-and-Ride
 - Carpool and vanpool

PARKING AND TRANSPORTATION DEMAND MANAGEMENT

- **UW-Madison is a national leader in transportation demand management** (TDM) and alternative commuting communication and marketing strategies
- Continuously improve Transportation Demand Management (TDM) program.
- Provide convenient and balanced alternative travel options available for students, faculty, and staff
 - Walking and biking
 - Transit
 - Park-and-Ride
 - Carpool and vanpool
- Continue focus on meeting **visitor parking** demand by district.



MINIMAL PARKING TO MEET NEEDS



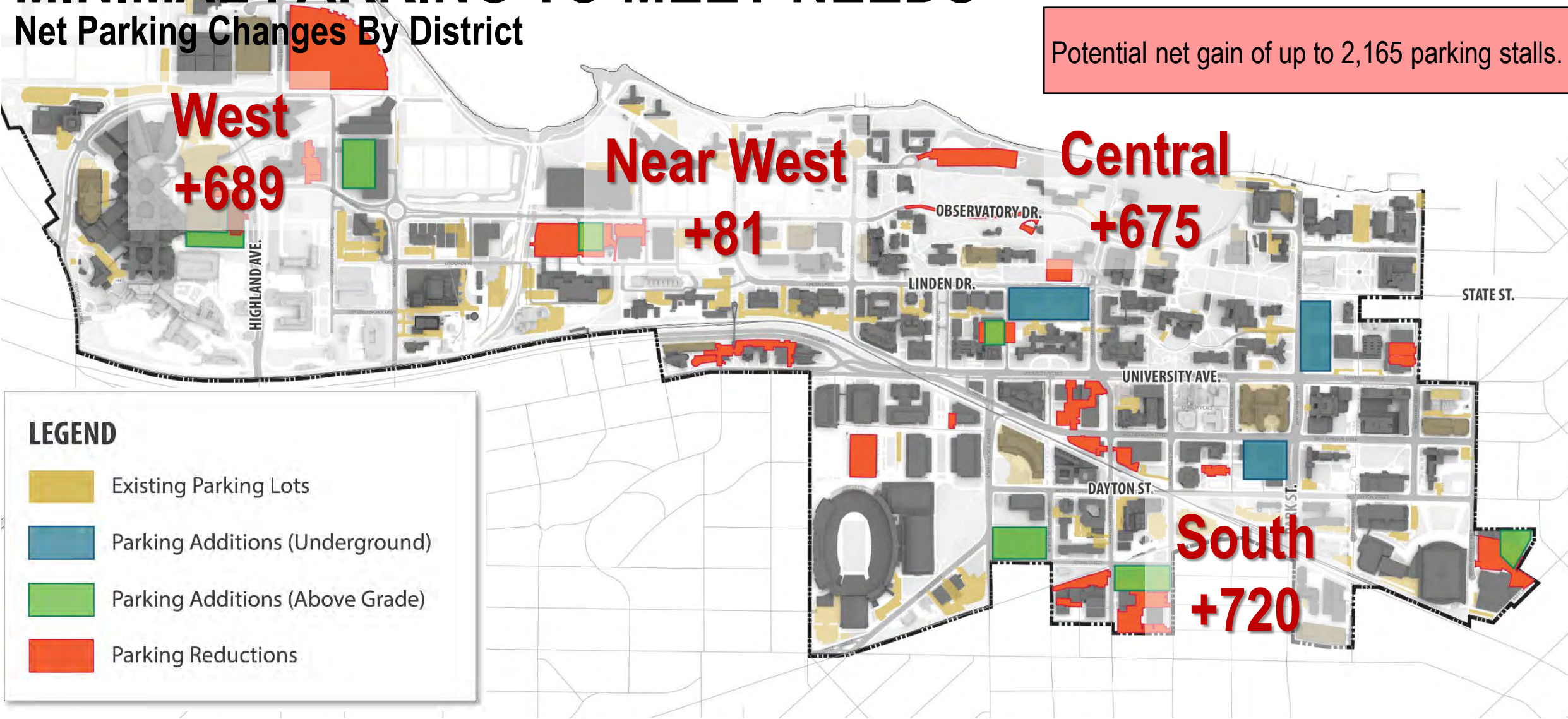
MINIMAL PARKING TO MEET NEEDS



MINIMAL PARKING TO MEET NEEDS

Net Parking Changes By District

Potential net gain of up to 2,165 parking stalls.



4. CELEBRATE OUR LAKESIDE SETTING



PROTECT AND CELEBRATE OUR LAKESIDE SETTING





University Avenue

Henry Mall

Charter

Observatory Dr.

Sewell
Social
Sciences

North ↓

Lake Mendota

PROTECT AND CELEBRATE OUR LAKESIDE SETTING

Observatory Hill

- Landscape Aesthetic
- Stormwater
- Wellness
- Cultural
- Remove Lot #34 from historic landscape.
- Provide restorative, functional and educational landscapes on Observatory Hill.



5. REVITALIZE OUTDOOR SPACES



REVITALIZE OUR OUTDOOR SPACES

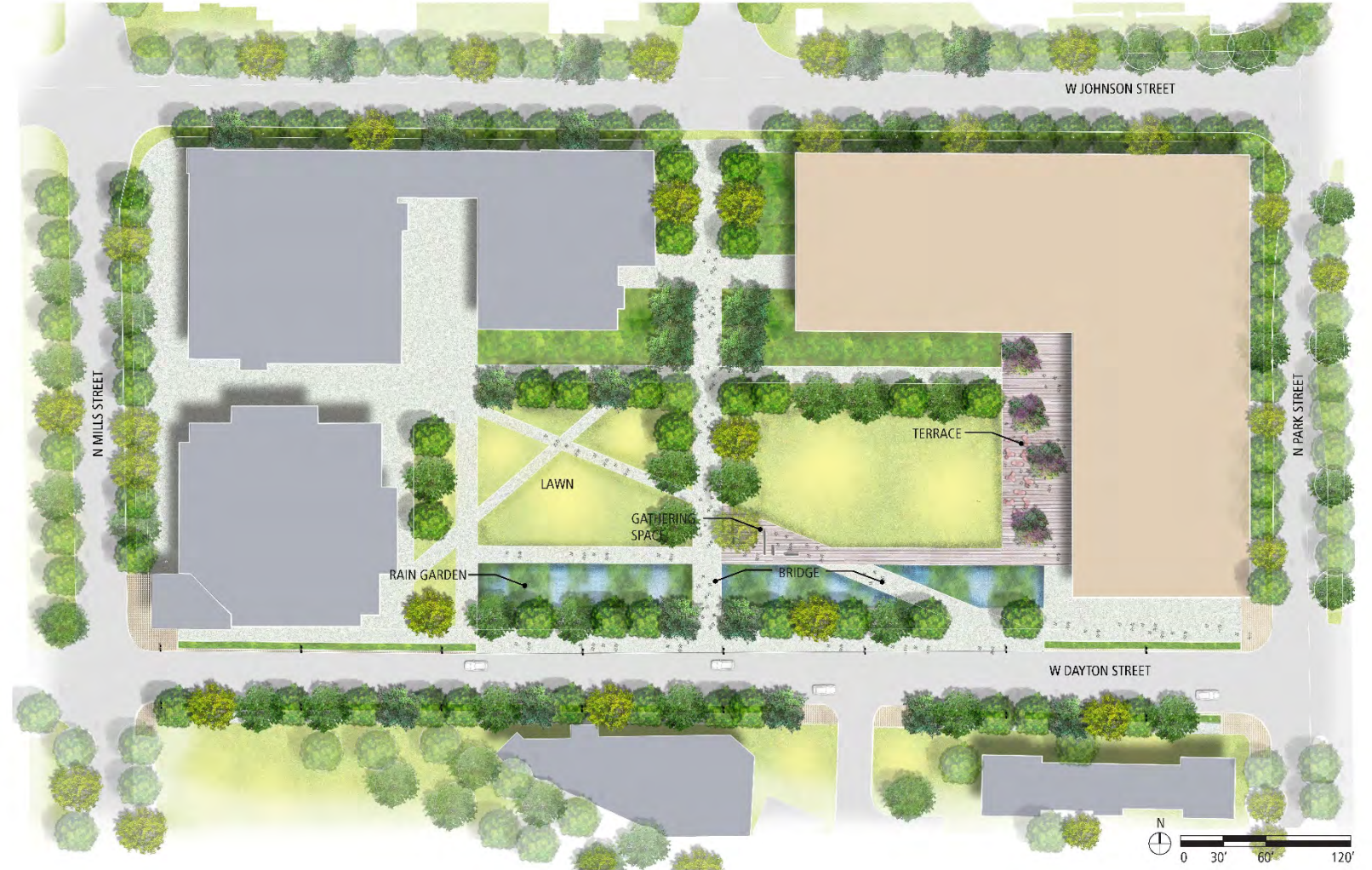




PROMOTE A CLEAR SENSE OF PLACE

South Campus Quad

- Civic Scale - Provide a new, contemporary quad
- Simplicity
- Function - Increase sidewalk capacity, improve the pedestrian experience – “Brooks Walk”
- Events - Use Dayton Street as an events street connecting Camp Randall & Kohl Center
- Stormwater - Implement green infrastructure strategies:
 - Visible urban practices
 - Infiltration/re-use as feasible
 - Underground treatment
 - Green roofs







Dayton Street at Brooks Street - Proposed

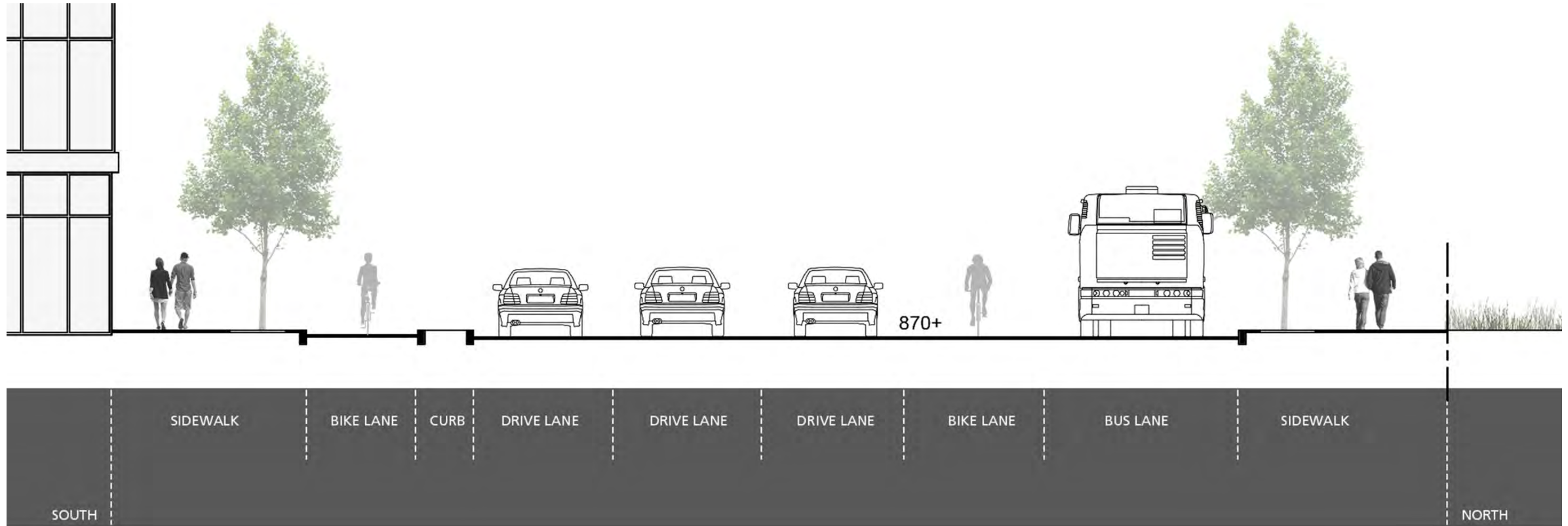
6. BE GOOD NEIGHBORS



WELCOME VISITORS TO CAMPUS

UNIVERSITY AVENUE

Existing Section



WELCOME VISITORS TO CAMPUS

UNIVERSITY AVENUE

Proposed Section



- Enhance the appearance and function
- Two-way protected bike lane on the south side
- North side transit lane reserved for future Bus Rapid Transit
- Planted median between protected bike lane and motor vehicle traffic
- Protected motor vehicle left turn lane at intersections

WELCOME VISITORS TO CAMPUS

UNIVERSITY AVENUE



Paul Krueger, Flickr

Dunsmuir Street, Vancouver, British Columbia, Canada

WELCOME VISITORS TO CAMPUS

UNIVERSITY AVENUE

Typical Intersection



The background of the slide is a faded image of a University of Wisconsin-Madison campus. It shows a large, light-colored building with many windows, surrounded by trees with yellow and green leaves, suggesting an autumn setting. A grassy lawn is in the foreground.

NEXT STEPS

Over the Summer

- Design Guidelines
- Recommendations
- Finalize plan and document

Draft Final Master Plan

- Public Open House #6
- September 13, 7-9pm, Union South Varsity Hall, 1308 W. Dayton Street

City Review and Approval Process

- April 2016: Urban Design/Plan Commission
- May/June 2016: Neighborhood Associations, Joint Southeast, Joint West, Plan Commission
- October 2016: Neighborhood Associations, Joint Southeast, Joint West
- November/December 2016: Urban Design Commission, Plan Commission, Common Council

NEXT STEPS

- www.masterplan.wisc.edu
- engageuwmadisonmasterplan.com



2015 UW-Madison Campus Master Plan Update
masterplan.wisc.edu
Open House #6

Public Open House #6
 September 13, 2016 7-9PM
 Union South | Varsity Hall
 1308 W. Dayton Street

Draft Final Master Plan Presentation

Refreshments will be provided

UW-Madison Facilities Planning & Management
 30 N. Mills Street 4th Floor
 608-263-3000 www.fpm.wisc.edu



UW-Madison
 2015 Campus Master Plan Update

Home Events Participate Contact Us

Willow Creek Vision

About this Interactive Site

Your voice is important and we want to hear from you! Join our campus community and provide feedback to posted questions and plans...also ask us your own questions or just sign-up for the monthly newsletter and project updates.

This site is your online hub for discussions related to the 2015 UW-Madison Campus Master Plan. There is a robust tradition of shared decision making and transparency here at UW that is deeply rooted in the 2015 Campus Master Plan process. We believe there is a community of passionate problem solvers out there just waiting to use their insights, expertise and ideas. Whether you are a current student, past alum, neighbor, faculty, staff, city resident or just plain interested in the UW, this is the place for you to interact!

This website is a companion to the University of Wisconsin-Madison official [2015 Campus Master Plan Update](#).

Draft Master Plan Workshop

In conjunction with tonight's [Open House](#), the master planning team presents the [Draft Master Plan Workshop](#), where you can discover how we'll **extend our history** and **embrace our future**. Learn about plans to enhance sustainability, improve travel on and around campus, and more! Your ideas and feedback are essential to this process, and we look forward to hearing from you!

Get Started >>

Status Report: April 2016

The 2015 Campus Master Plan is progressing along on schedule with an anticipated roll-out date of January, 2017. Check out the [April Newsletter](#) for information on the 'Near West Campus Area' and a brief discussion on Public Open house #5, coming up on April 13, 2016.

Timeline

- Consultant Campus Visit #5**
 12/09/2015 - 7:00am to 3:00pm
- Public Open House #4: Draft Preliminary Master**
 02/24/2016 - 7:00pm to 9:00pm
- Public Open House #5: Revised Preliminary**
 04/13/2016 - 7:00pm to 9:00pm
- Public Open House #6: Draft Final Master Plan**
 09/13/2016 - 7:00pm to 9:00pm



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