WISCONSIN
UNIVERSITY OF WISCONSIN–MADISON

CAMPUS MASTER PLAN

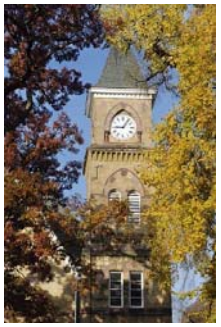
"A Collaborative Vision for the Future Campus Landscape"

Gary A. Brown, PLA, FASLA
Association of University Landscape Architects
April 21, 2017

EXTENDING OUR HISTORY - EMBRACING OUR FUTURE

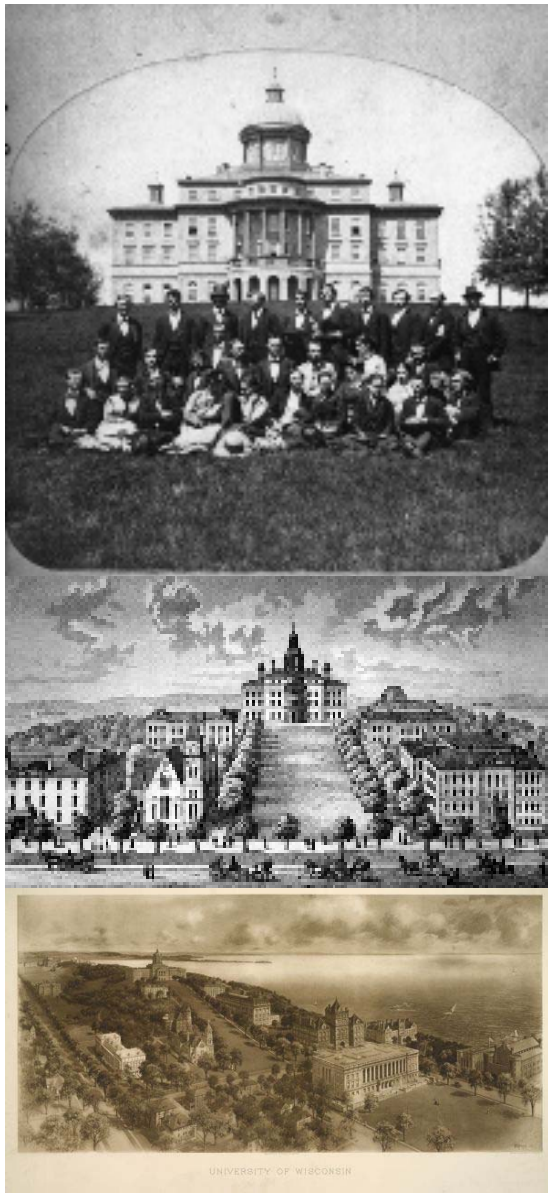
AGENDA

- Fast Facts - Campus Overview
- Master Plan Charge & Goals
- Master Plan Recommendations
  - Landscape and Open Space
  - Green Infrastructure
  - Transportation and Parking
  - Utilities
- Local Zoning Approvals & Campus-Institutional Zoning
- Lessons Learned

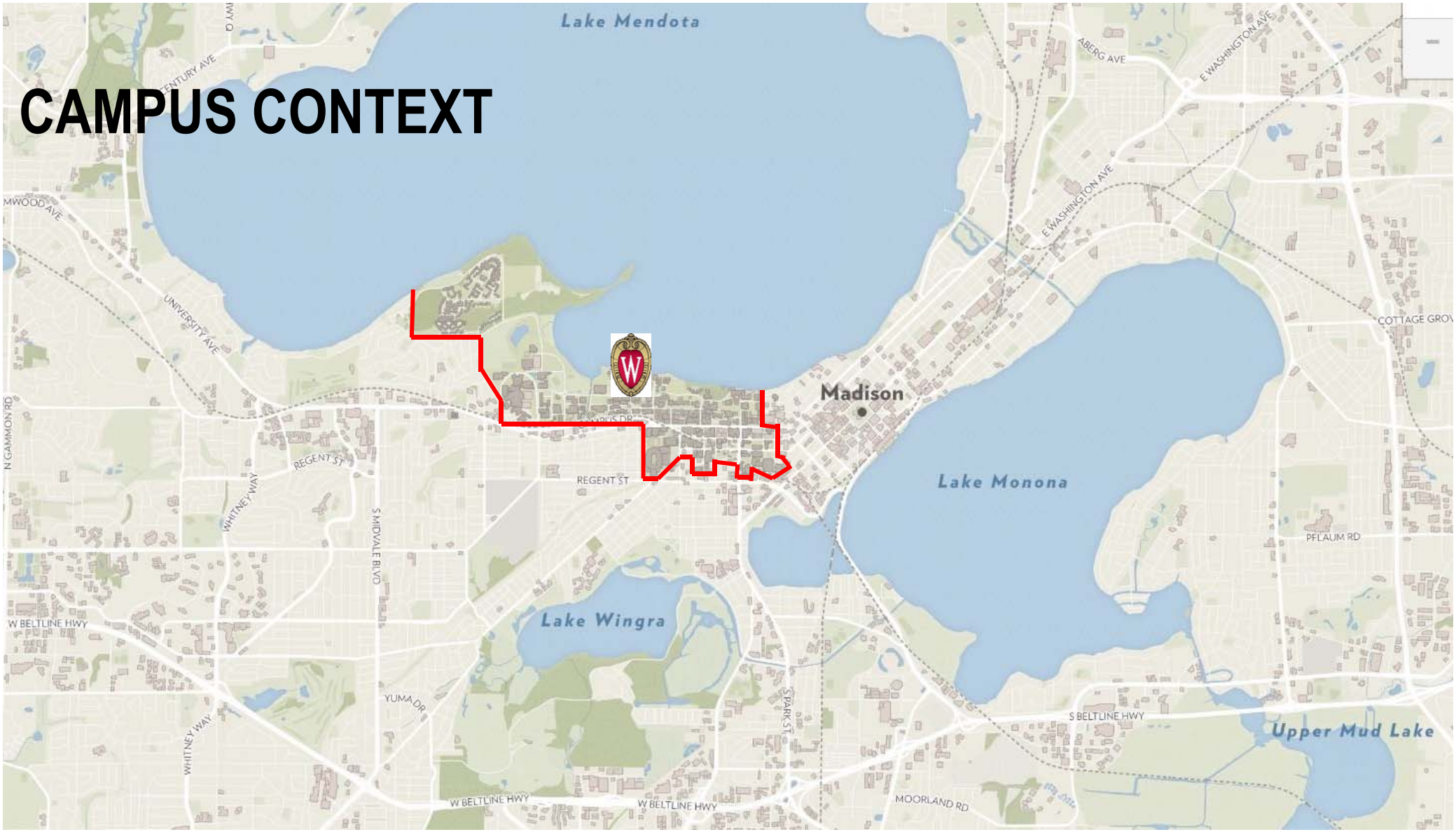


Fast Facts - Campus Overview

- Founded in **1848** as Wisconsin's land-grant university
- Flagship campus of the 26-campus University of Wisconsin System
- **936-**acre main campus (incl. 300-acre Lakeshore Nature Preserve)
- Largest land owner on Lake Mendota with 4 miles of lakefront
- **9,647** acres statewide incl. ag research stations, experimental farms, arboretum lands and other off-campus properties
- Total headcount enrollment (Fall 2016): **43,336**
- Total headcount faculty/staff (Fall 2016): **21,752**
- Total population: **65,088** (7th largest "city" in Wisc. by population)
- Approximately **16M ASF** in over **350 buildings**
- **13,000 parking spaces** (2nd lowest per capita nationally) (9K+2K+2K)
- ~ $3B annual operating budget
- Ranked 6th nationally in research funding ($1B annually)
- Over **435,000** living alumni



CAMPUS CONTEXT



Campus Master Plan Overview

2015 CAMPUS MASTER PLAN UPDATE

"Extending Our History - Embracing Our Future"

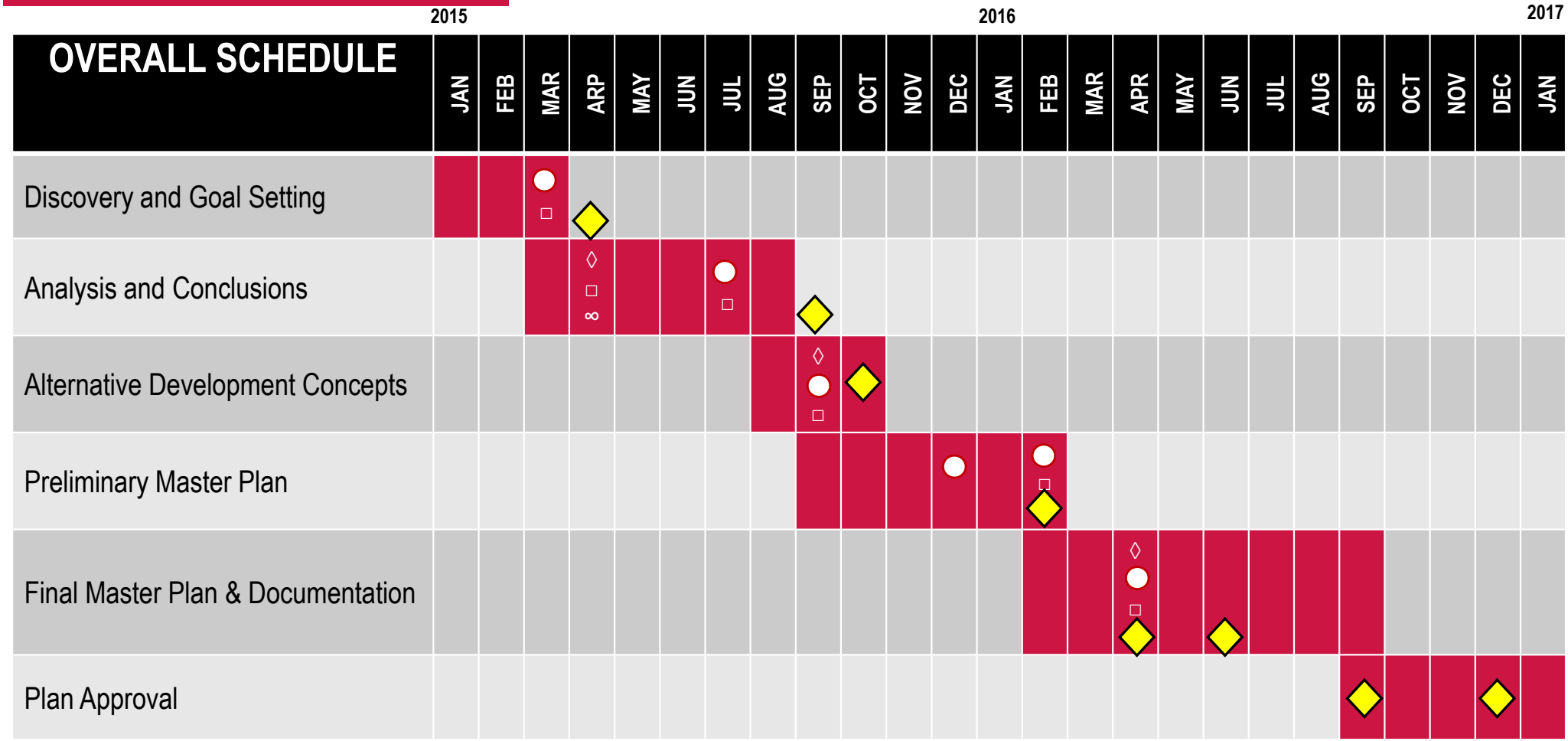
Focus Areas:

1. Develop our first ever comprehensive Landscape Master Plan.
2. Develop and expand our Stormwater Management/Green Infrastructure Plan.
3. Update the 2005 Campus Master Plan for building capacity on the main campus.
4. Update the 2005 Utilities Master Plan.
5. Update the 2005 Long Range Transportation Plan.

Goals:

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

OVERALL SCHEDULE



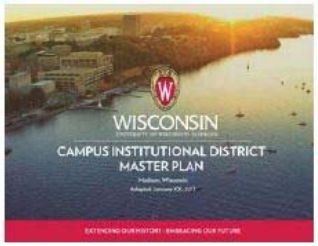
◊ Executive Leadership Team ○ Campus Planning Committee □ Technical Coordinating Committee ◇ Campus Public Outreach

DOCUMENT COMPOSITION

Executive Summary (26 pages)

Campus Master Plan Technical Document

- Landscape Master Plan
- Utility Master Plan
- Long Range Transportation Plan
- Green Infrastructure & Stormwater Management Master Plan



Campus-Institutional Zoning District Master Plan

Campus Design Guidelines & Standards

All Documents available at:
www.masterplan.wisc.edu

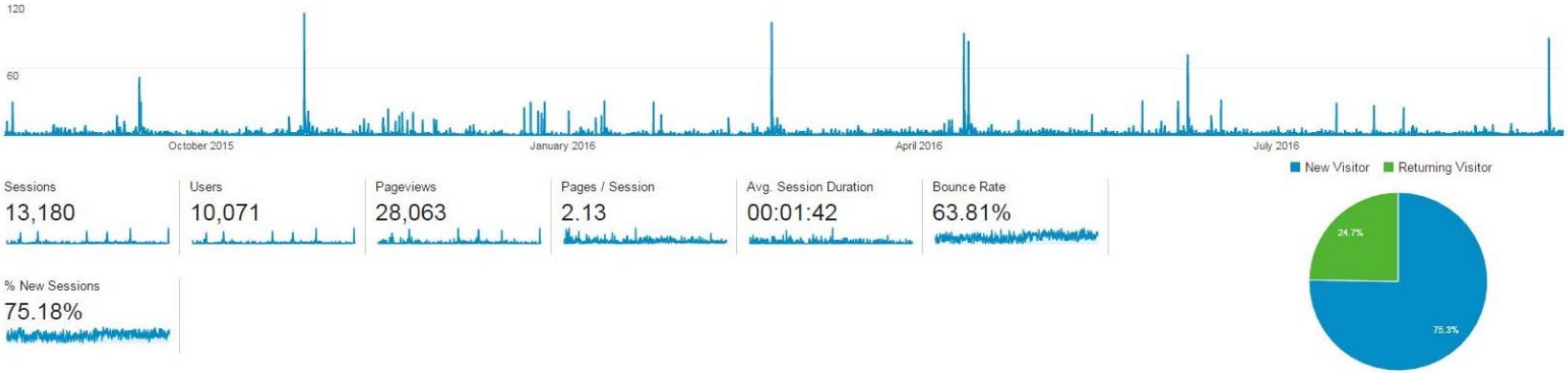
OPEN & COLLABORATIVE PROCESS

- Based on a strong culture of shared governance & community involvement at UW-Madison
- Built on strong Town-Gown relationships with city planning and our 7 neighborhood local neighborhood associations
- Monthly joint city/neighborhood & university committees (east & west)
- Lots and lots of meetings! On and off campus, in the community and out in the neighborhoods.

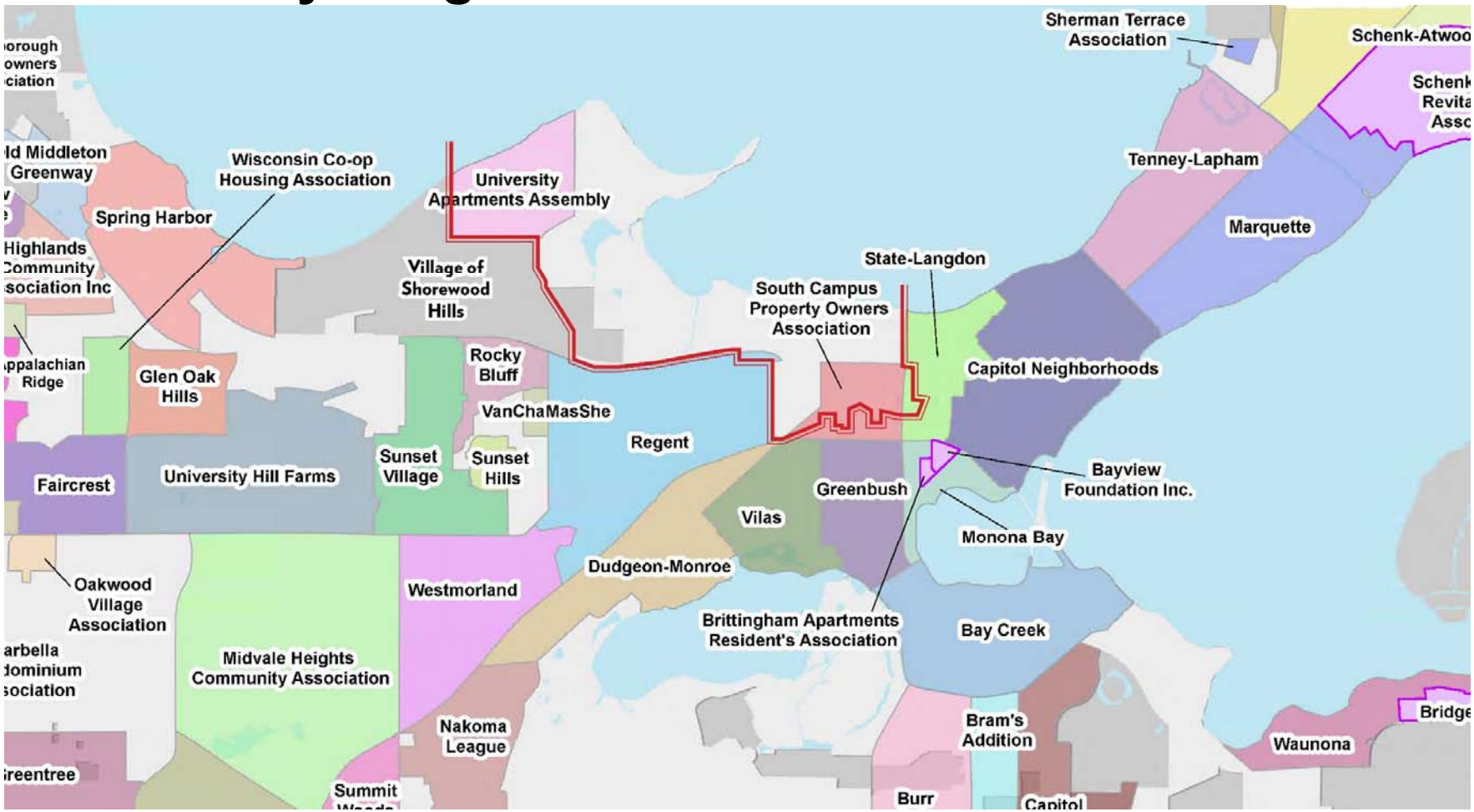
ENGAGEMENT & OUTREACH SUMMARY

- Number of meetings: **+260**
- Number of monthly newsletters: **21**
- Over **10,000** individual website users and over **28,000** page views
- Number of meetings to various groups:
  - Campus Organizations, Departments, and/or Divisions:**122**
  - Neighborhood Associations: **20**
  - City of Madison/Community Organizations: **23**
  - Open Houses: **12**
  - Project Teams (Consultants and FP&M): **75**
  - Number of visits to the interactive website:

QR code for the location of the Executive Summary document



Community Neighborhood Involvement



Neighborhood Campus Area Committees

Joint West Campus Area Committee

1. Dudgeon-Monroe Neighborhood Representative
2. Greenbush Neighborhood Representative
3. Regent Neighborhood Representative
4. Sunset Village Neighborhood Representative
5. Vilas Neighborhood Representative
6. Village of Shorewood Hills President
7. Village of Shorewood Hills Administrator
8. Village of Shorewood Hills Representative
9. City Transportation Related Committee Member
10. Plan Commission Member
11.Mayoral Representative
12. District 5 Alder
13. District 11 Alder
14. District 13 Alder
15. UW School of Nursing
16. UW School of Medicine
17. UW ASM Representative
18. UW Division of Housing
19. UW Hospitals and Clinics
20. UW Chancellor Special Assistant
21. UW School of Engineering Representative
22. UW Transportation Committee Representative
23. UW Facilities Planning & Management Representative

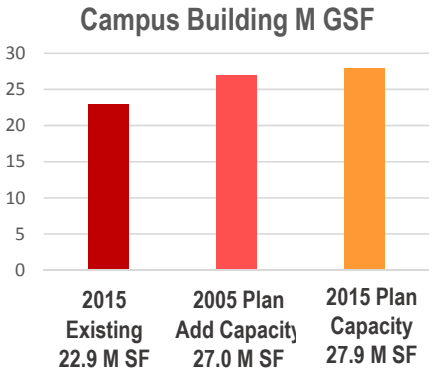
Joint Southeast Campus Area Committee

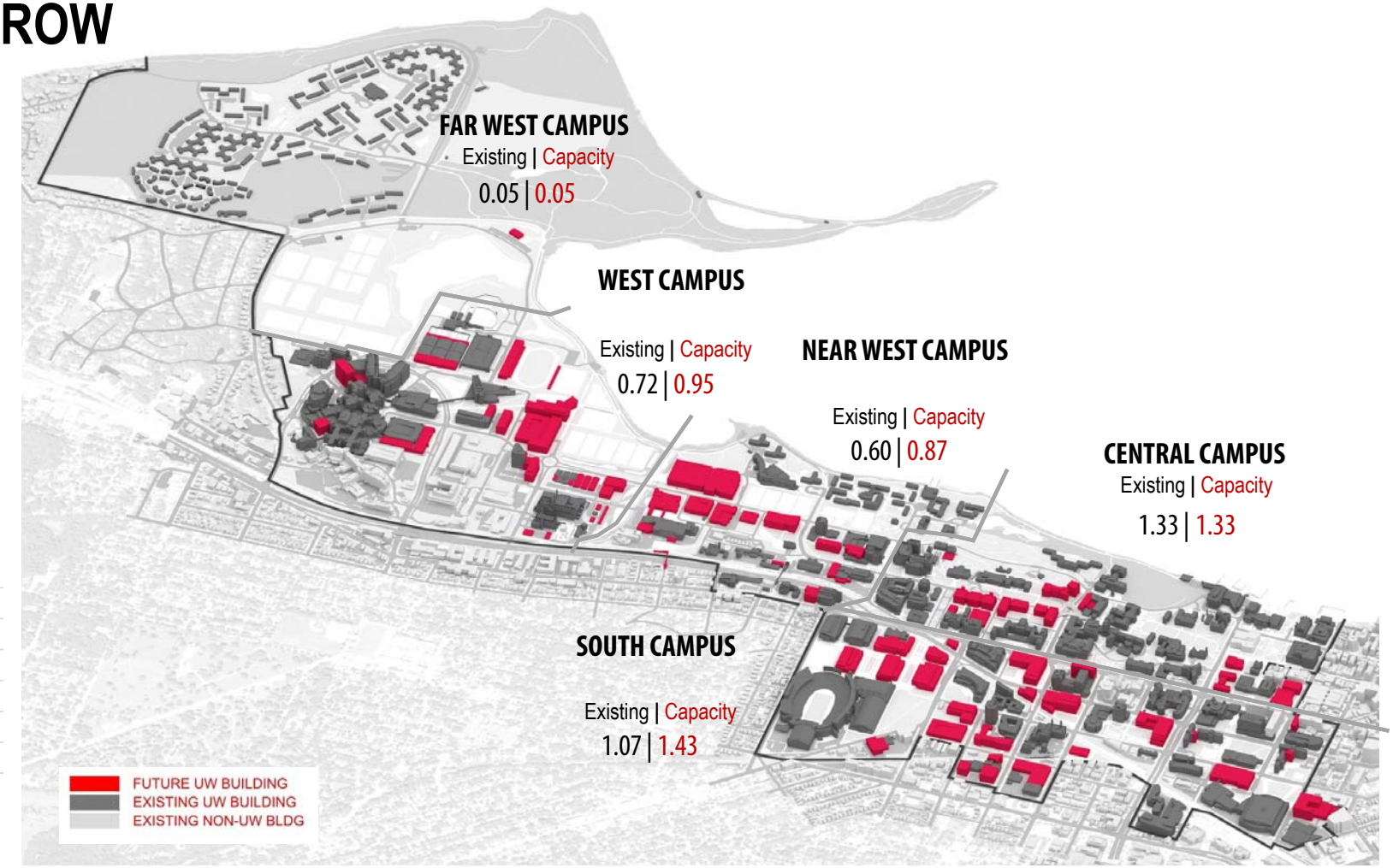
1. Brittingham Area Representative
2. Capital Neighborhoods Representative
3. Greenbush Neighborhood Representative
4. State-Langdon Neighborhood Representative
5. State Street Organization Representative
6. Plan Commission Member
7. Pedestrian/Bike/Motor Vehicle Commission Representative
8. Transit and Parking Commission Representative
9. Mayoral Representative
10. District2 Alder
11. District 4 Alder
12.District 8 Alder
13. District 13 Alder
14. UW ASM Representative
15. UW Division of Housing
16. UW Union Representative
17. UW Athletics Representative
18. UW Chancellor Special Assistant
19. UW Arts Institute Representative
20. UW Transportation Committee Representative
21. UW Facilities Planning & Management Representative

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

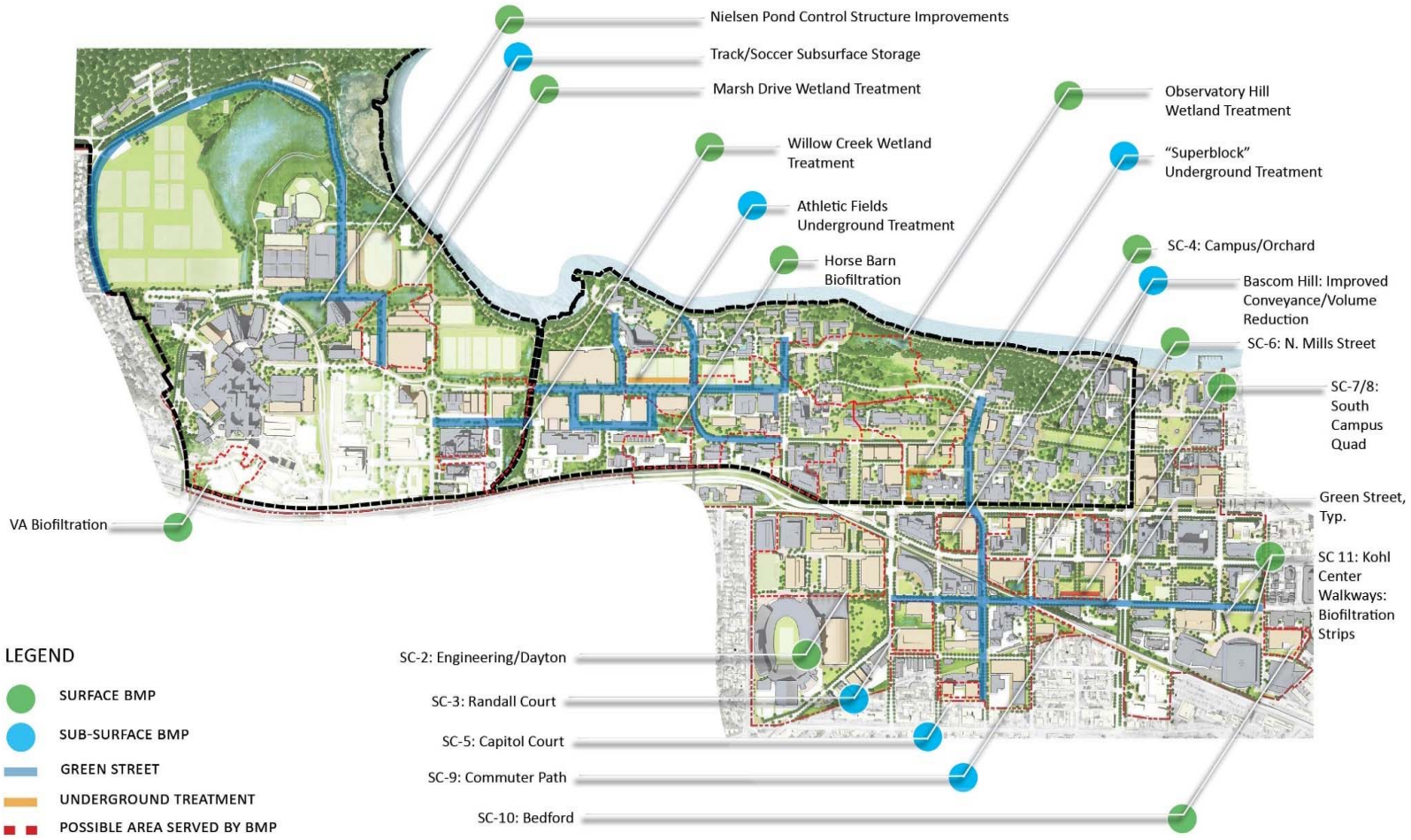




(FAR does not include parking structures, Camp Randall, or Kohl Center.)

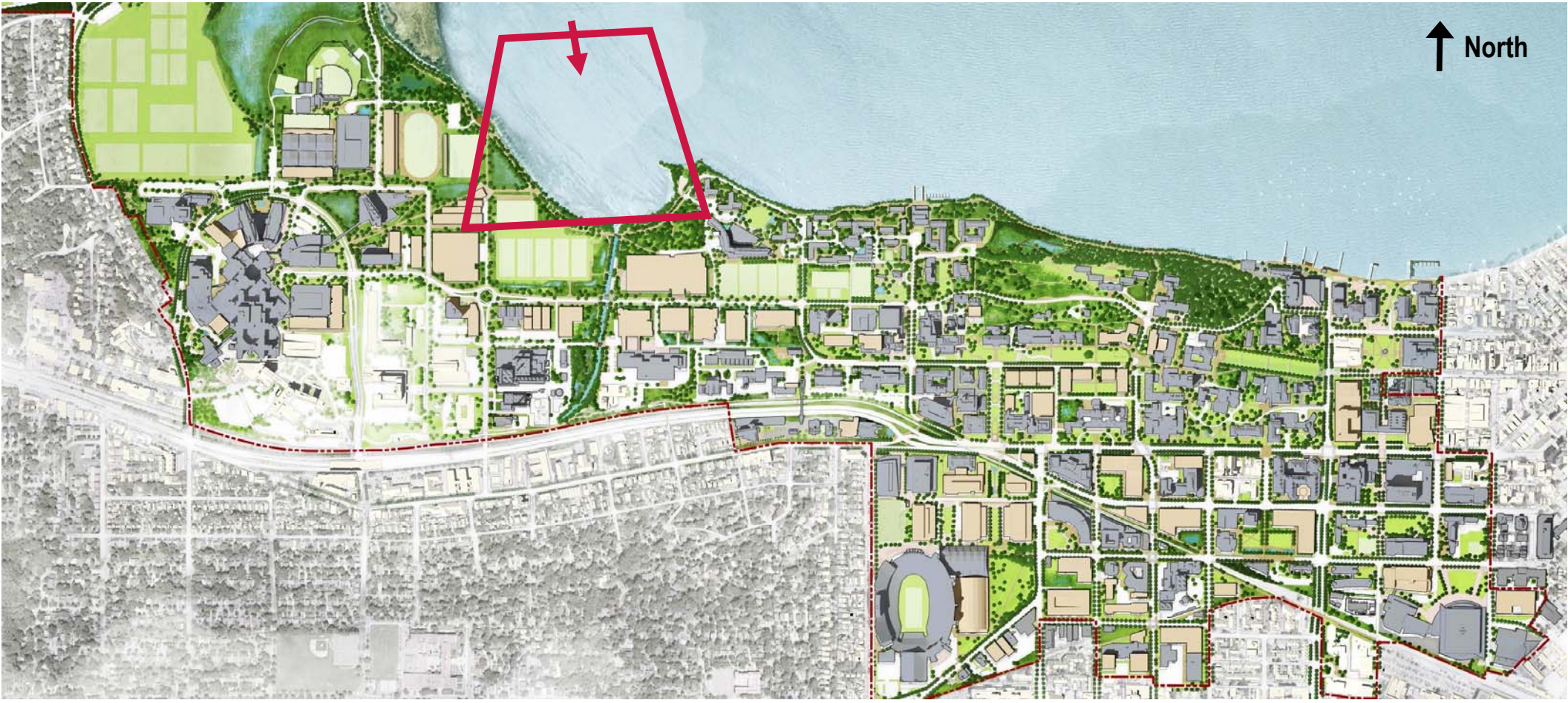
2. MANAGE OUR RESOURCES

GREEN INFRASTRUCTURE OPPORTUNITIES



2. MANAGE OUR RESOURCES

ENVIRONMENTAL LEADERSHIP



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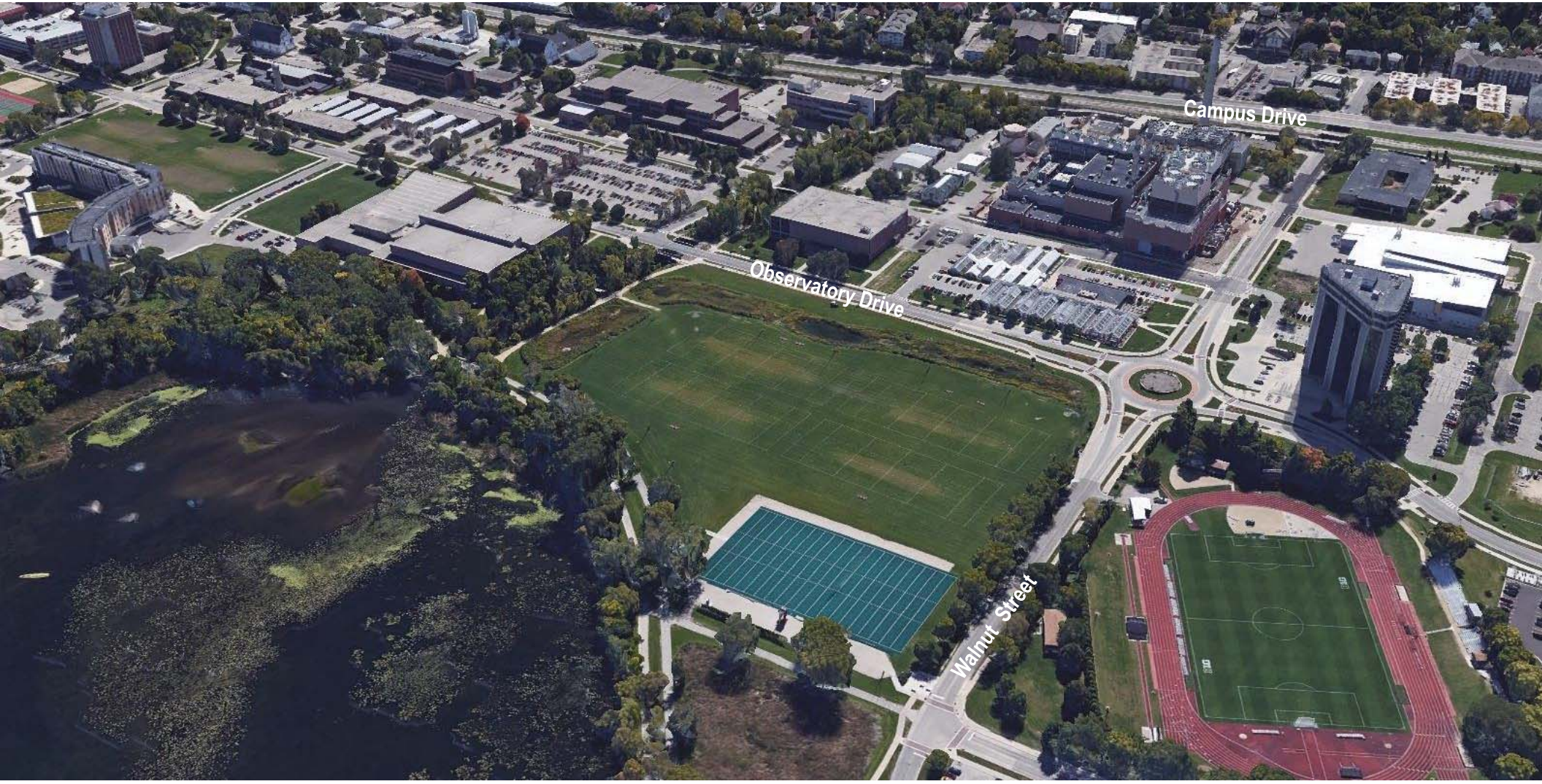


2. MANAGE OUR RESOURCES

ENVIRONMENTAL LEADERSHIP

- Near West Commons - Renovate the Horse Barn and site to create a new commons at the west terminus of the Greater Linden Mall
- Vet Med Expansion
- Activate Willow Creek
- Working Landscapes

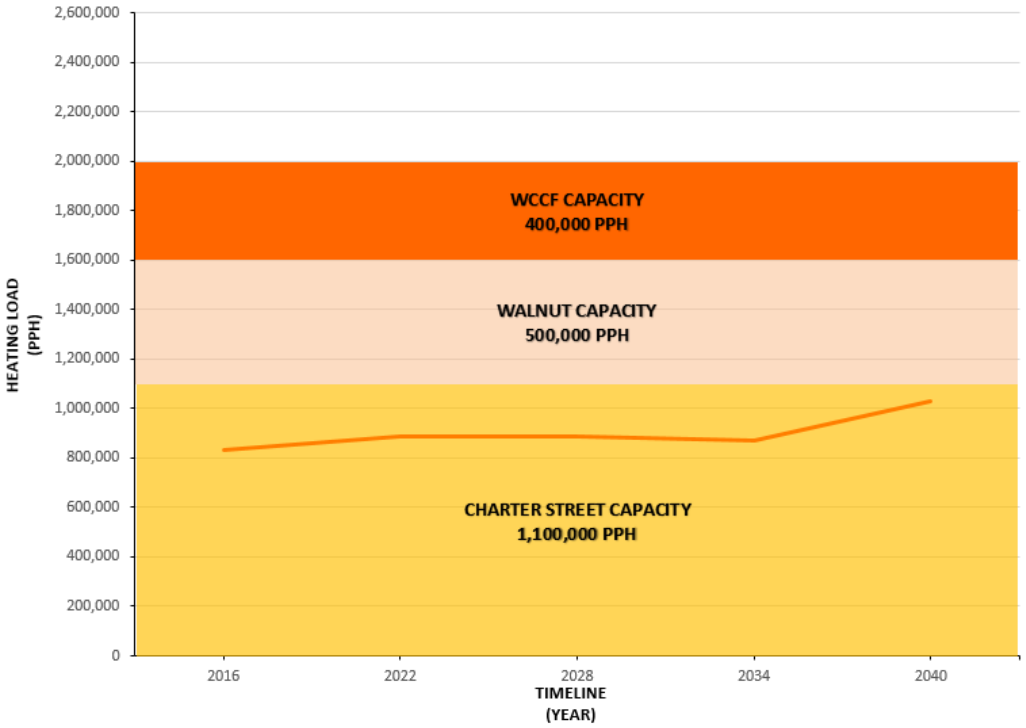
2. MANAGE OUR RESOURCES

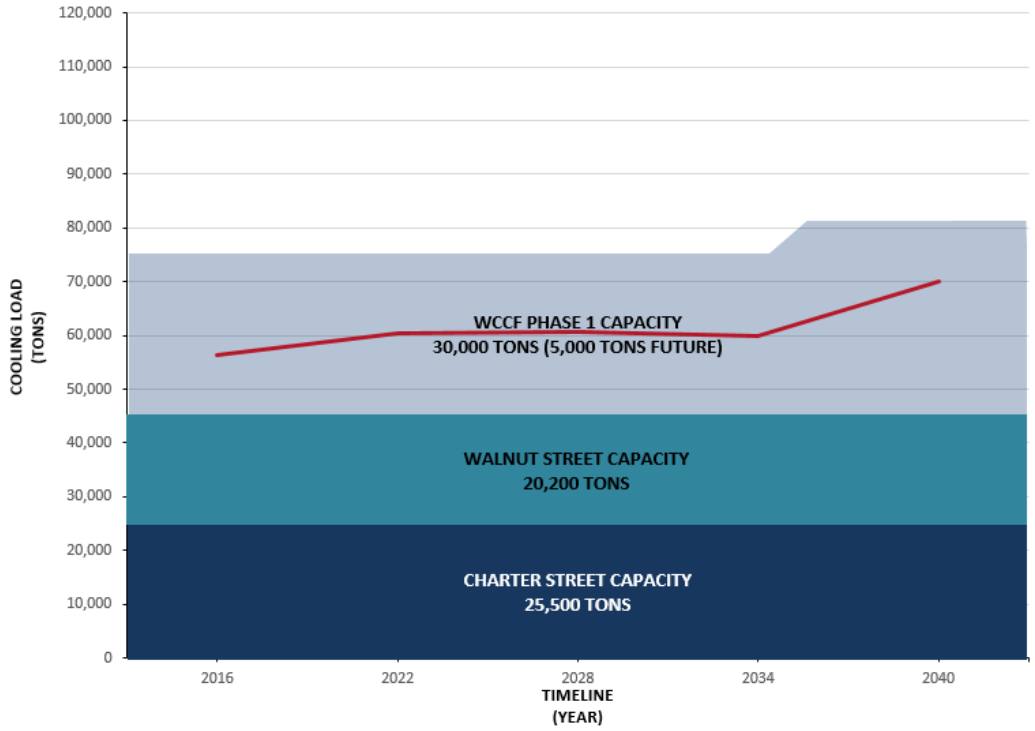
Willow Creek - Existing

Willow Creek - Proposed

RELIABLE UTILITY INFRASTRUCTURE

Sufficient Capacity





RENEWABLE ENERGY GENERATION

Photovoltaics

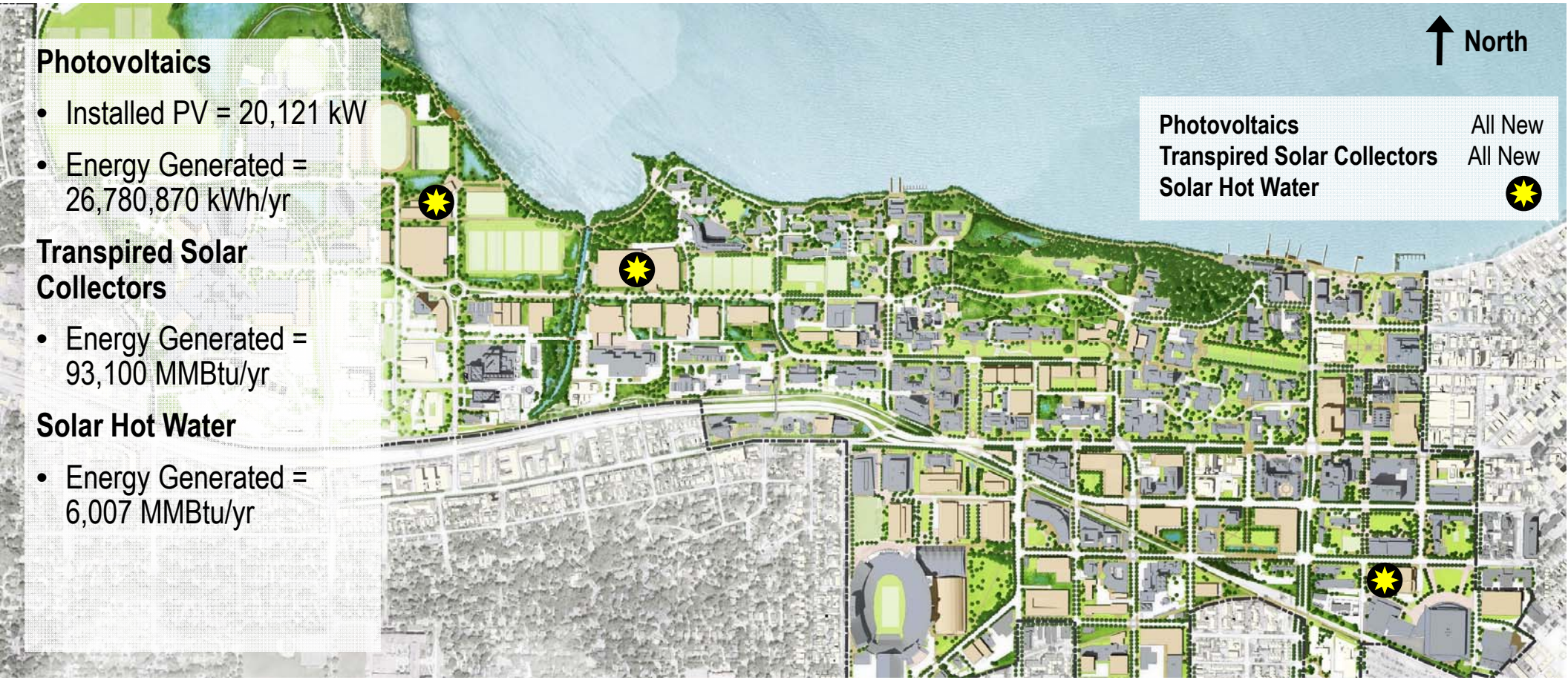
- Installed PV = 20,121 kW
- Energy Generated = 26,780,870 kWh/yr

Transpired Solar Collectors

- Energy Generated = 93,100 MMBtu/yr

Solar Hot Water

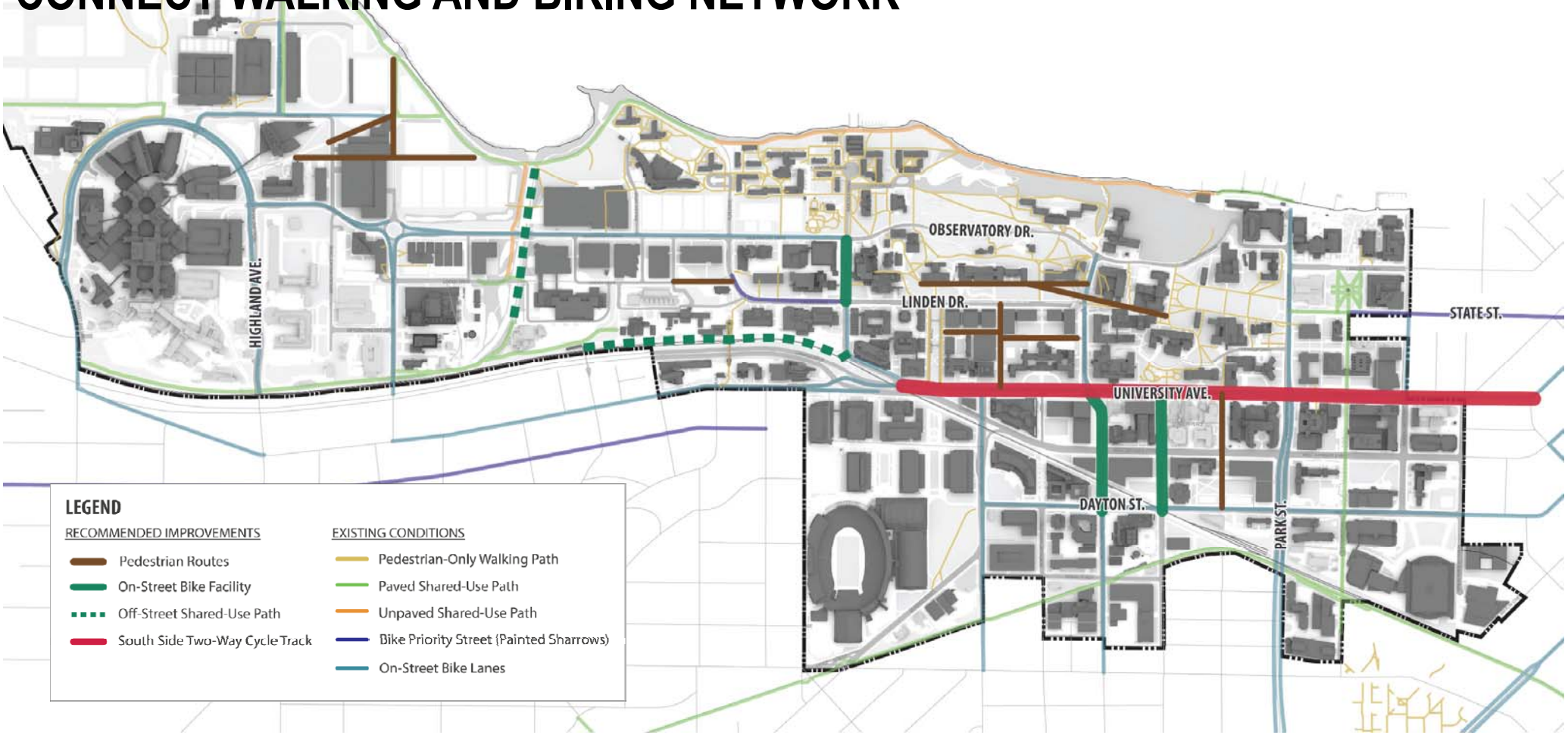
- Energy Generated = 6,007 MMBtu/yr



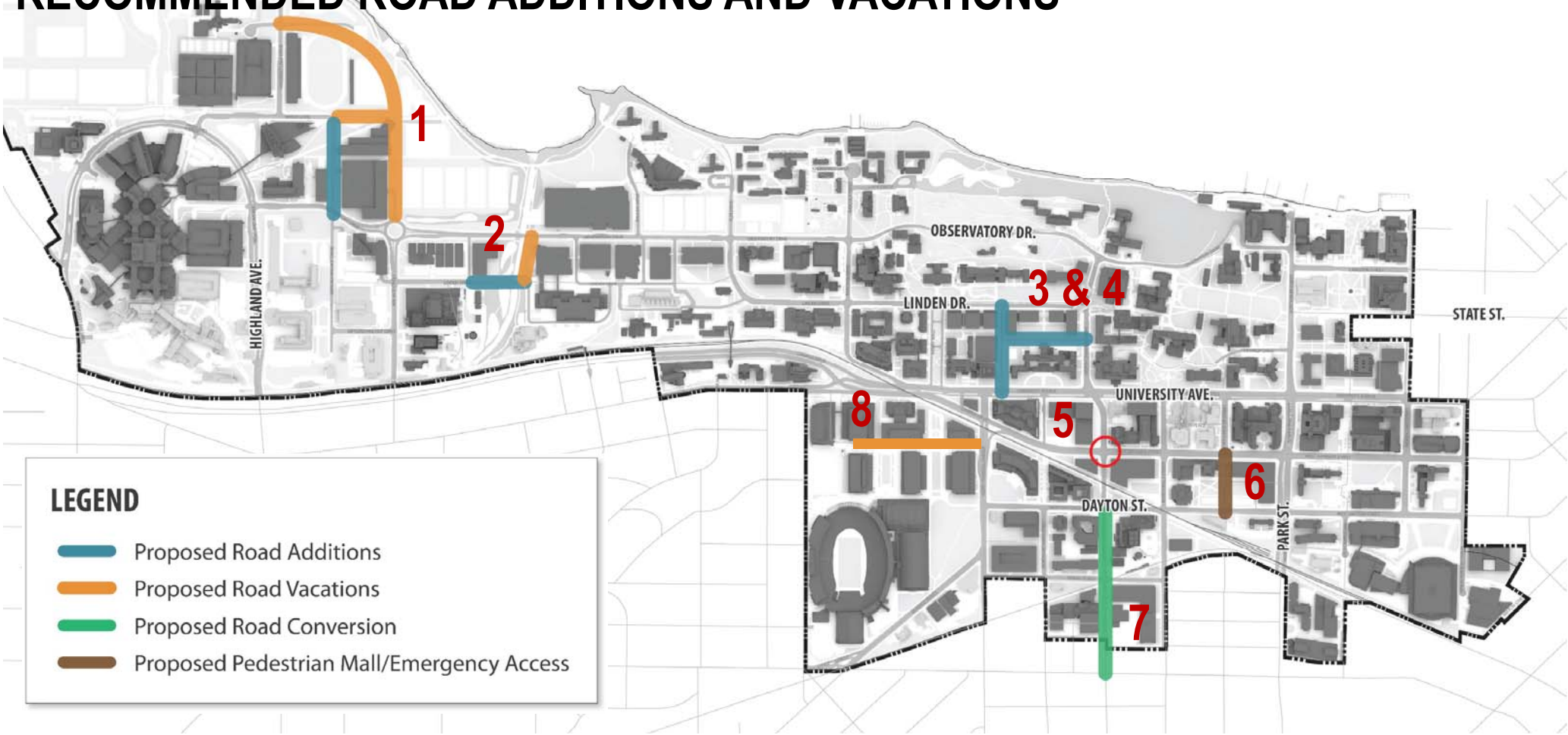
3. MAKE TRAVEL EASY

IMPROVE INTERSECTIONS

CONNECT WALKING AND BIKING NETWORK



RECOMMENDED ROAD ADDITIONS AND VACATIONS

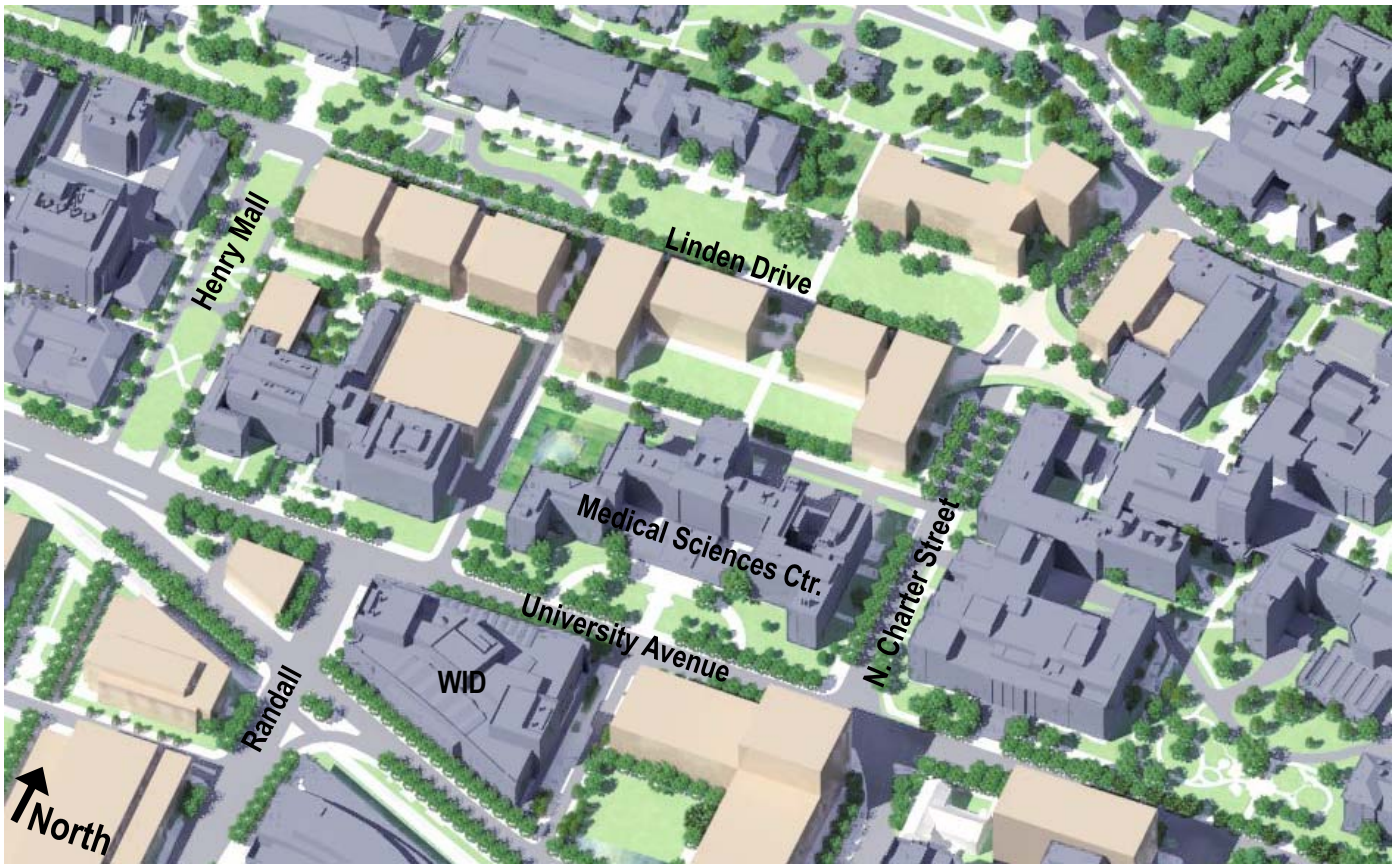


CENTRAL CAMPUS SUPERBLOCK

MOVE AROUND CAMPUS EFFICIENTLY

Central Campus – Improve Bike/Ped Movement

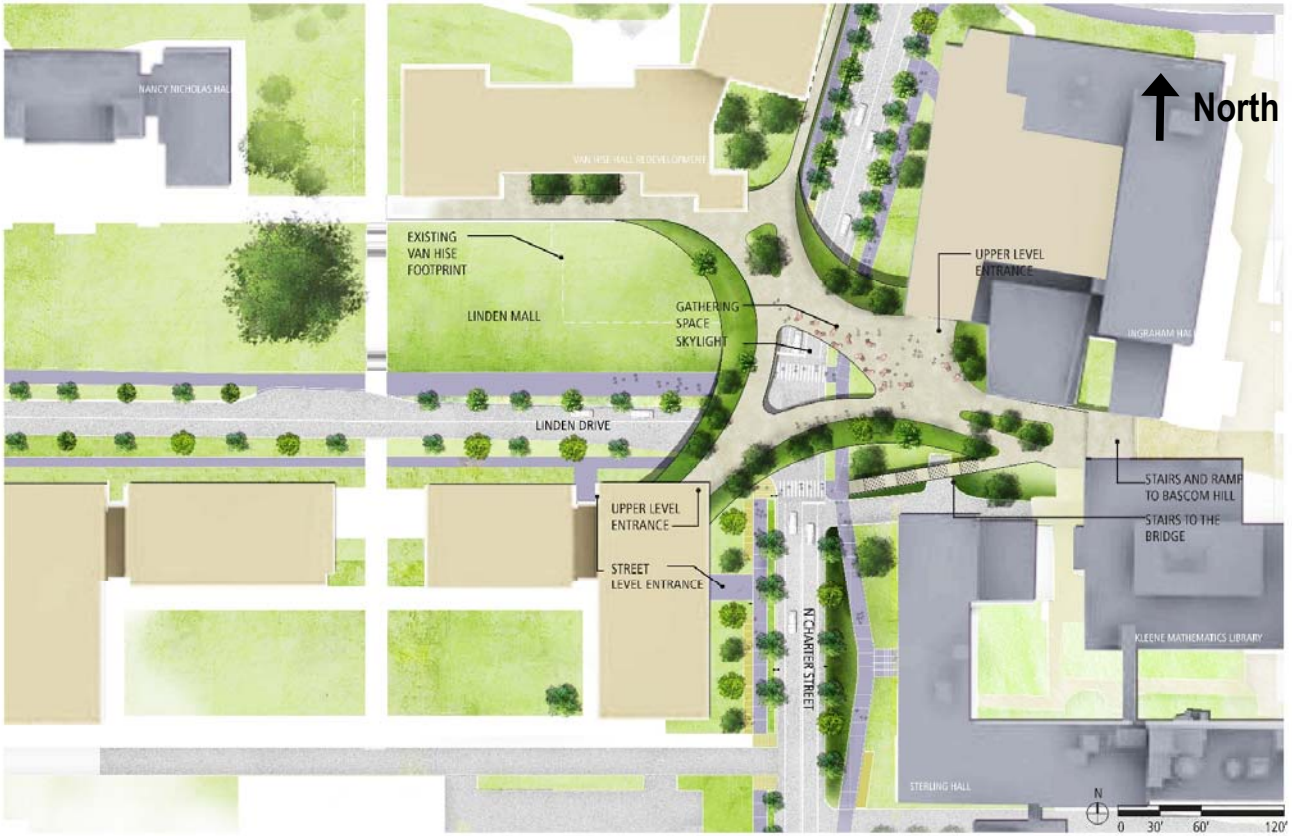
- Interior circulation provided for vehicular and service access as well as pedestrian and bike movement
- Demolition of McArdle Labs allows for expansion and redesign of structured parking
- Future district green with parking below
- Replacement parking for Lot 34 & Observatory Hill spaces
- Future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

Charter and Linden Intersection - Proposed

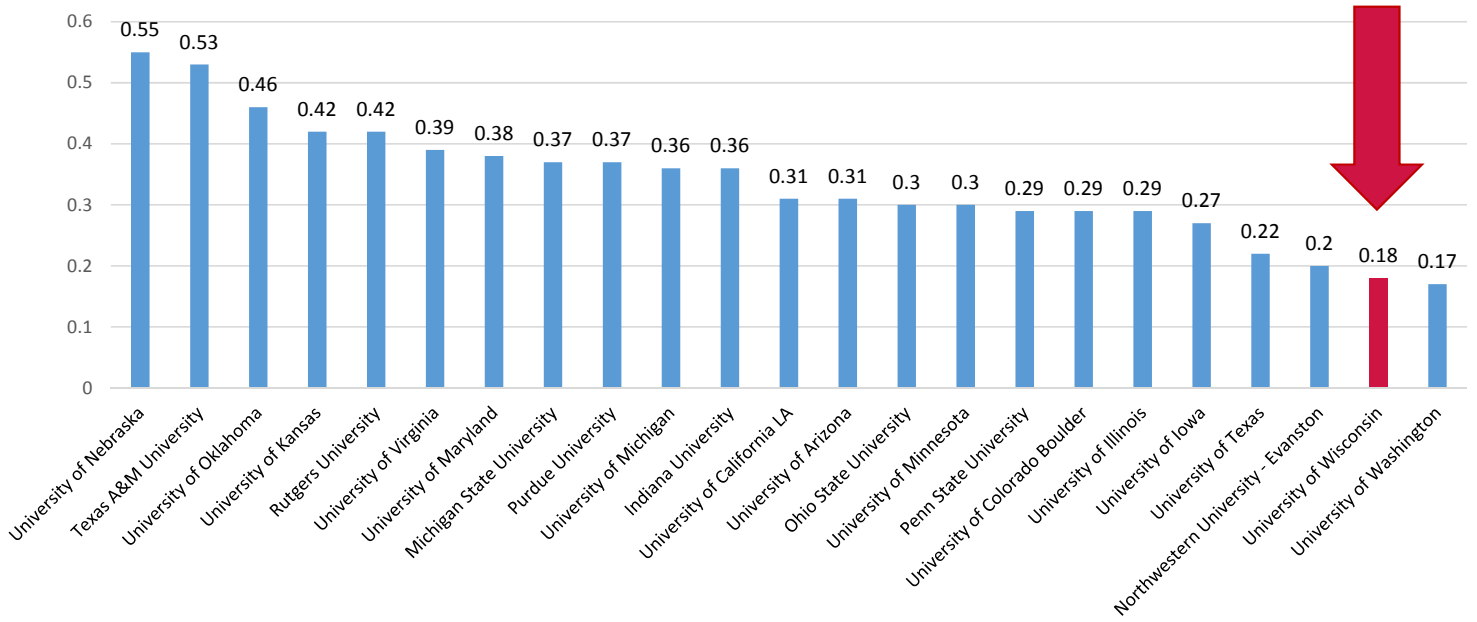
MINIMAL PARKING TO MEET NEEDS

- **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

MINIMAL PARKING TO MEET NEEDS

Selected Big Ten and Peer Universities

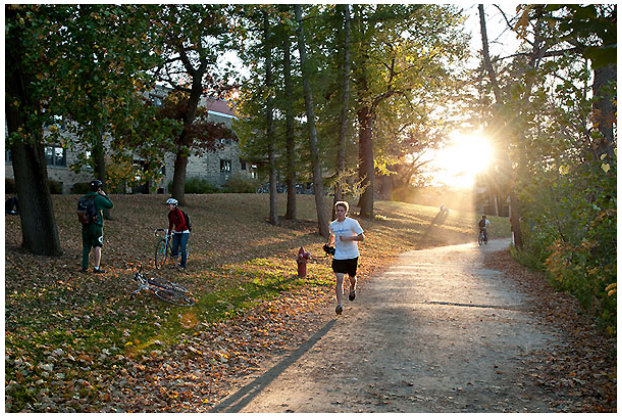
Parking Spaces Per Person (employees and students)



MINIMAL PARKING TO MEET NEEDS

Parking Recommendations

- **Maintain TDM leadership** by continuing to limit parking for faculty and staff (0.34 spaces per employee)
  - West Campus - best opportunity to provide enhanced express transit service
- Provide **enough parking** to support the University's academic, research, and outreach missions
- Provide **visitor/swing space** to give flexibility, and allow for parking phasing and construction
  - Add ~2,000 spaces over the next 20-40 years
- **What about autonomous vehicles???!!!**



There h-e-r-e!!!

3. MAKE TRAVEL EASY

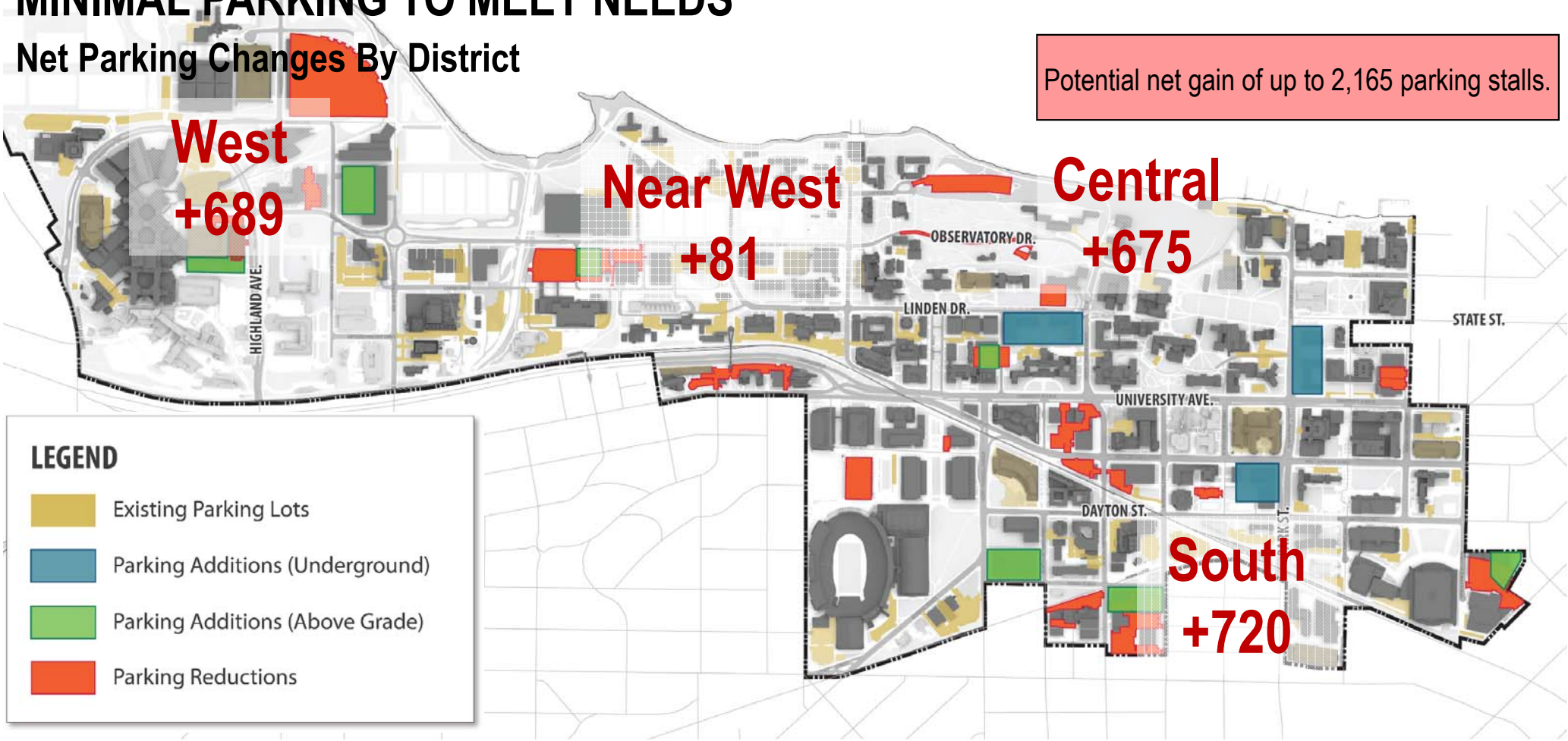
MINIMAL PARKING TO MEET NEEDS

MINIMAL PARKING TO MEET NEEDS

MINIMAL PARKING TO MEET NEEDS

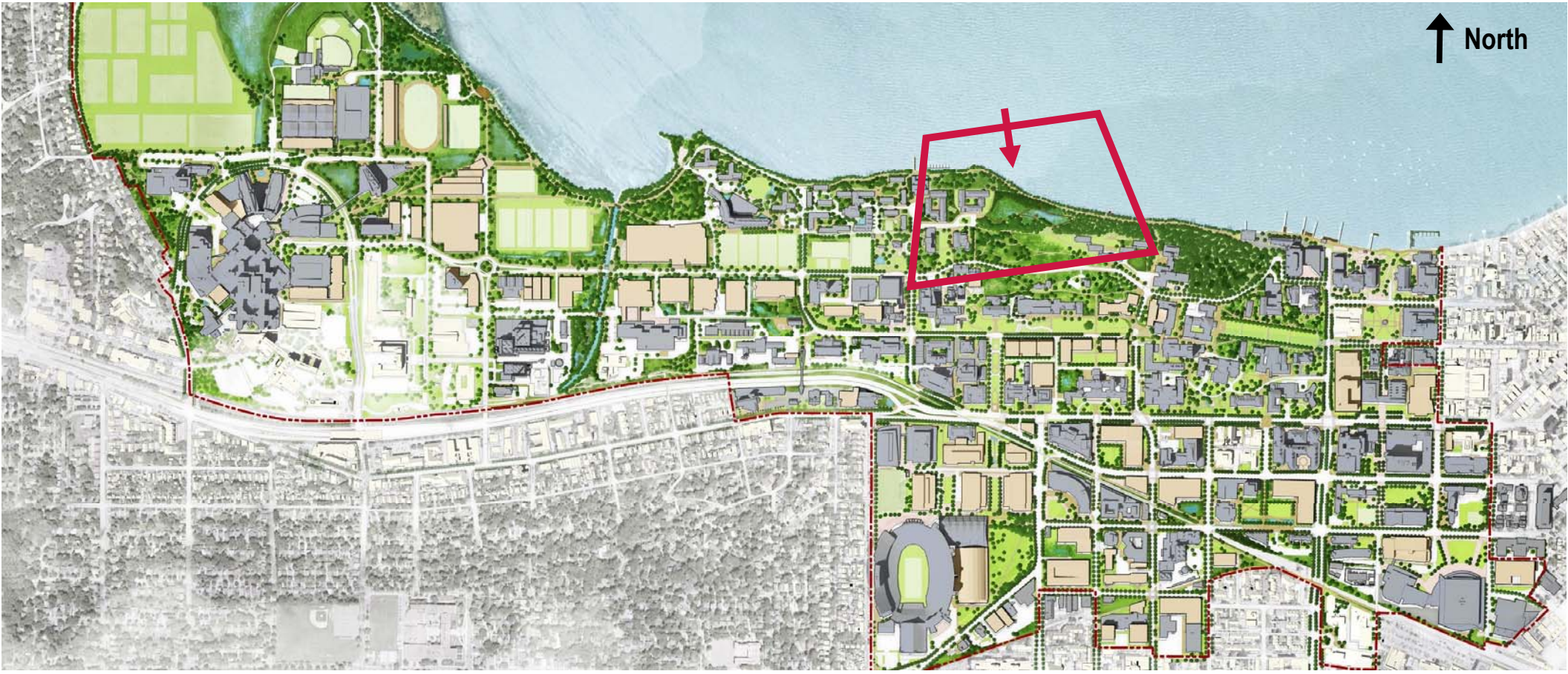
Net Parking Changes By District

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



4. CELEBRATE OUR LAKESIDE SETTING

PROTECT AND CELEBRATE OUR LAKESIDE SETTING



Charter

University Avenue
Henry Mall
Charter
Observatory Dr.
Sewell
Social
Sciences
Lake Mendota
North

PROTECT AND CELEBRATE OUR LAKESIDE SETTING

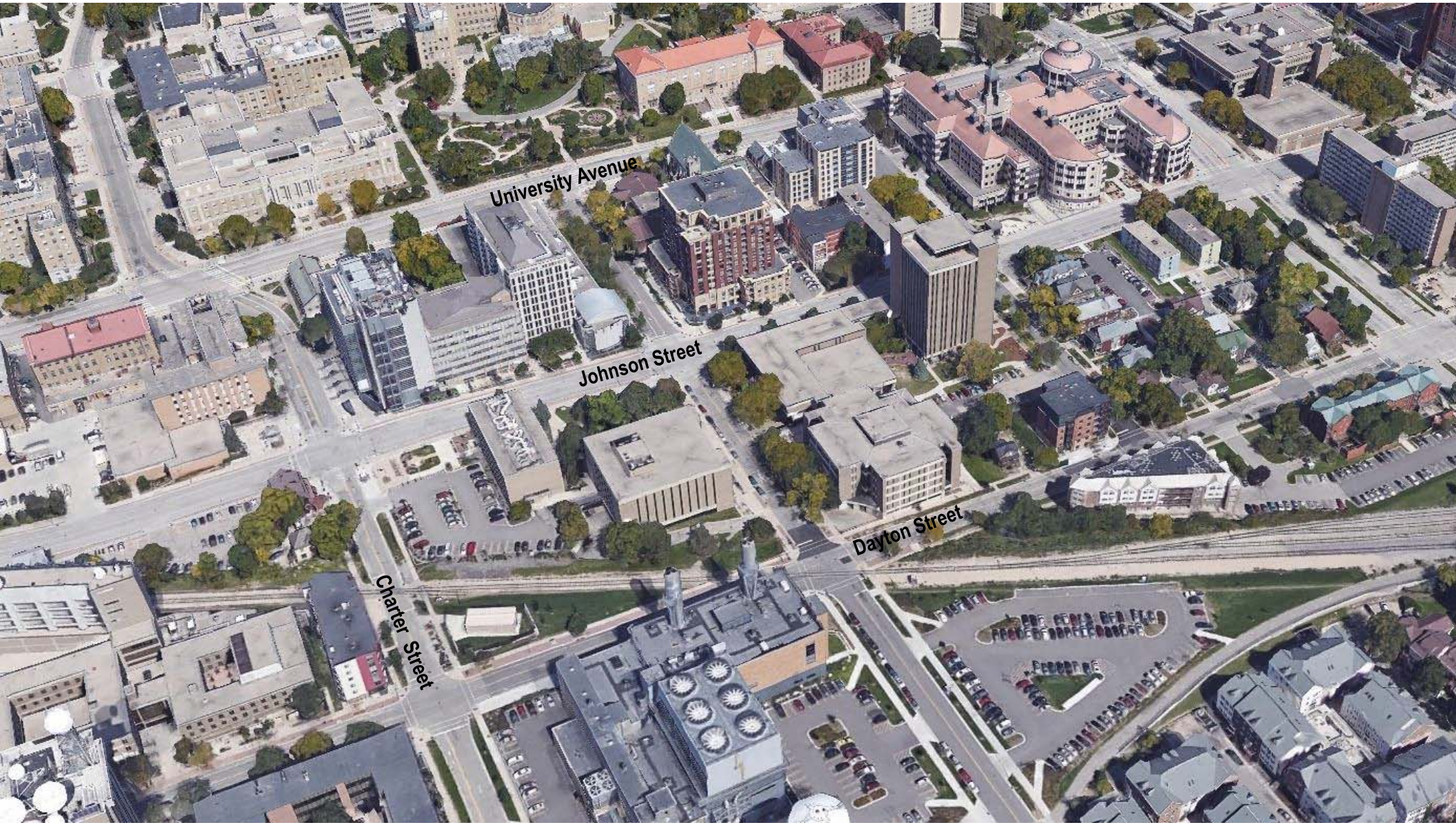
Observatory Hill

- 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


University Avenue
Johnson Street
Dayton Street
Charter Street

University Avenue
Grainger Hall
Park Street
W. Johnson Street
Edu. Sciences
Dayton Street
Mills Street
Charter Street
Computer Sciences
Randall Avenue
North

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

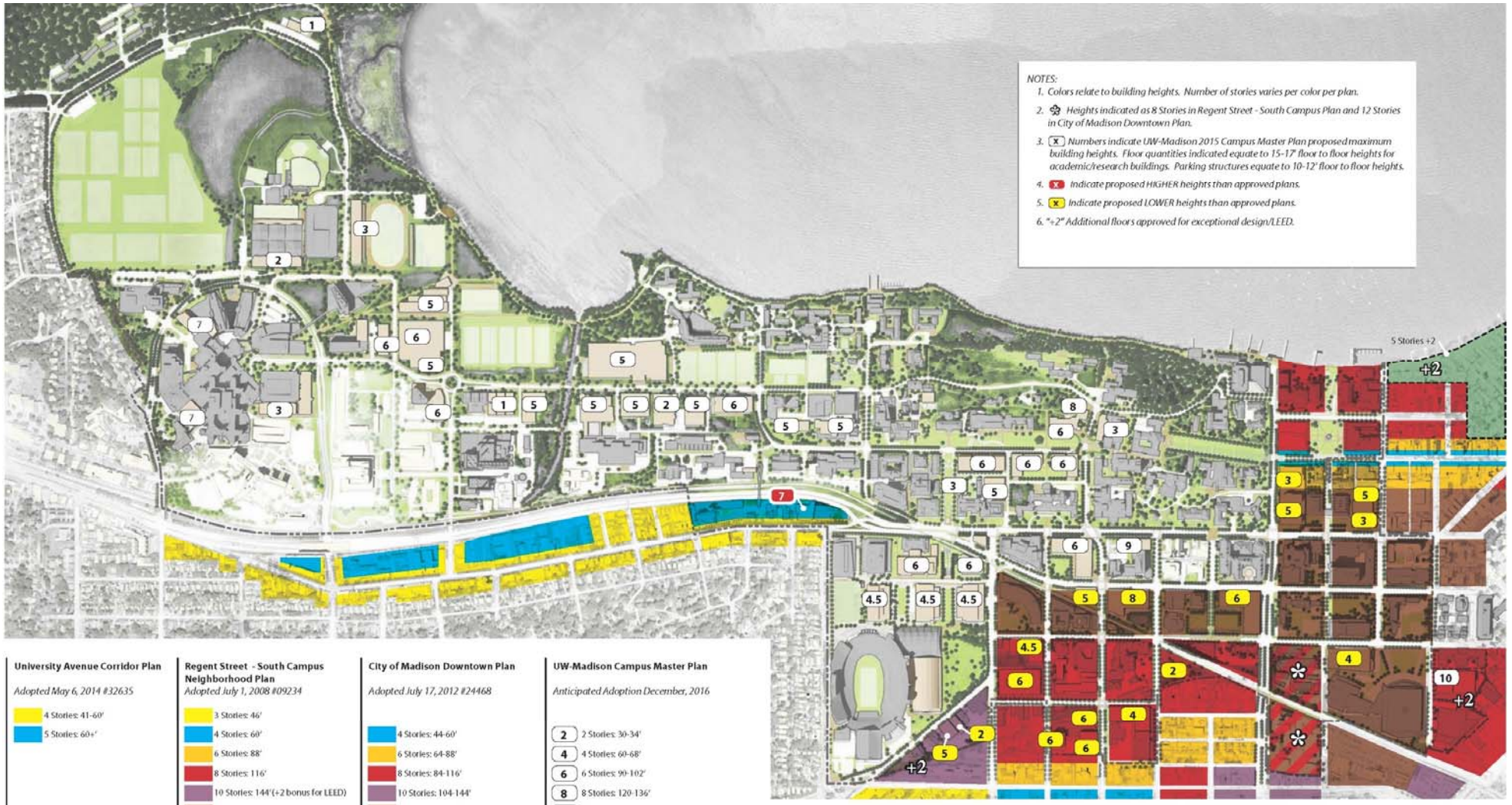
PROMOTE A CLEAR SENSE OF PLACE

Monash University Caulfield Campus Green, Australia

Dayton Street at Brooks Street - Existing

Dayton Street at Brooks Street - Proposed

6. BE GOOD NEIGHBORS

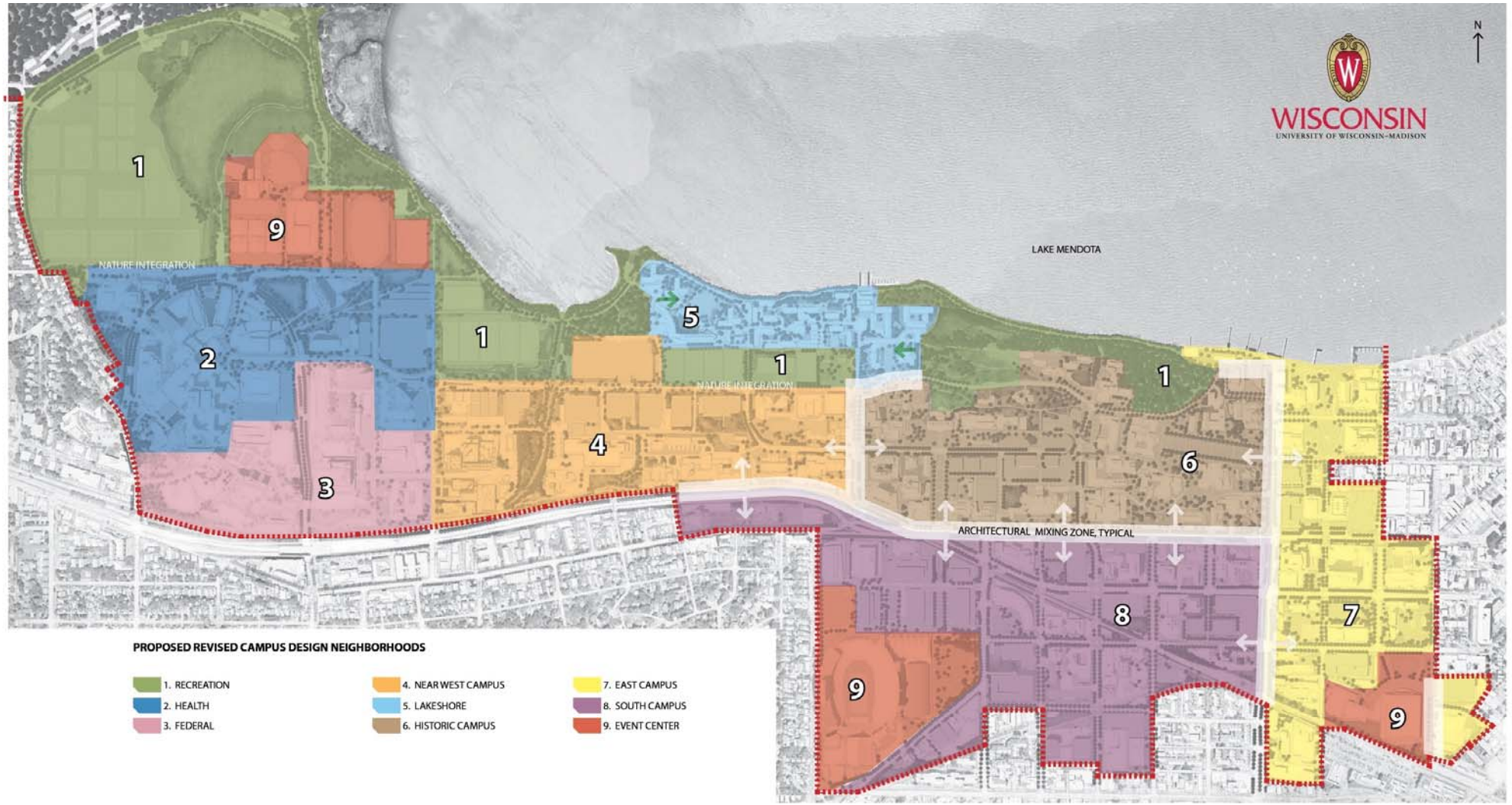


2015 CAMPUS MASTER PLAN UPDATE

CAMPUS BOUNDARY: EXISTING/PROPOSED BUILDING HEIGHTS

University of Wisconsin-Madison Facilities Planning & Management

P:\SHARE\Master Plan Update 2015\Drawings



2015 CAMPUS MASTER PLAN UPDATE

CAMPUS DESIGN NEIGHBORHOODS

University of Wisconsin-Madison Facilities Planning & Management

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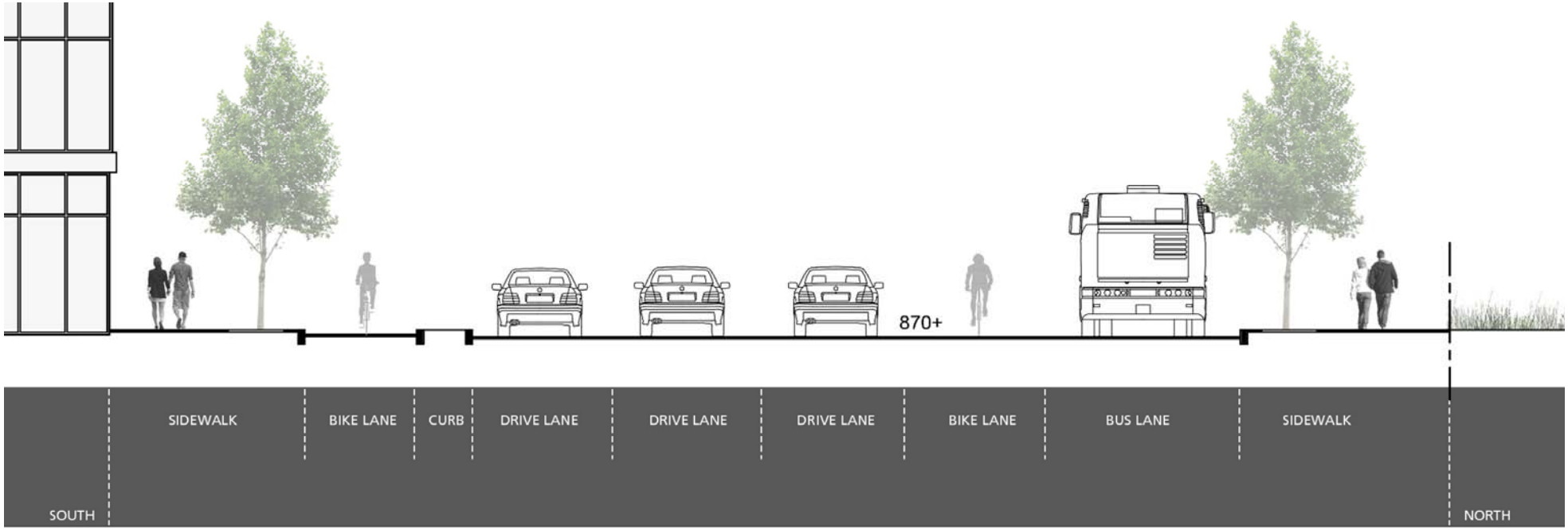
WELCOME VISITORS TO CAMPUS

UNIVERSITY AVENUE

Existing Section

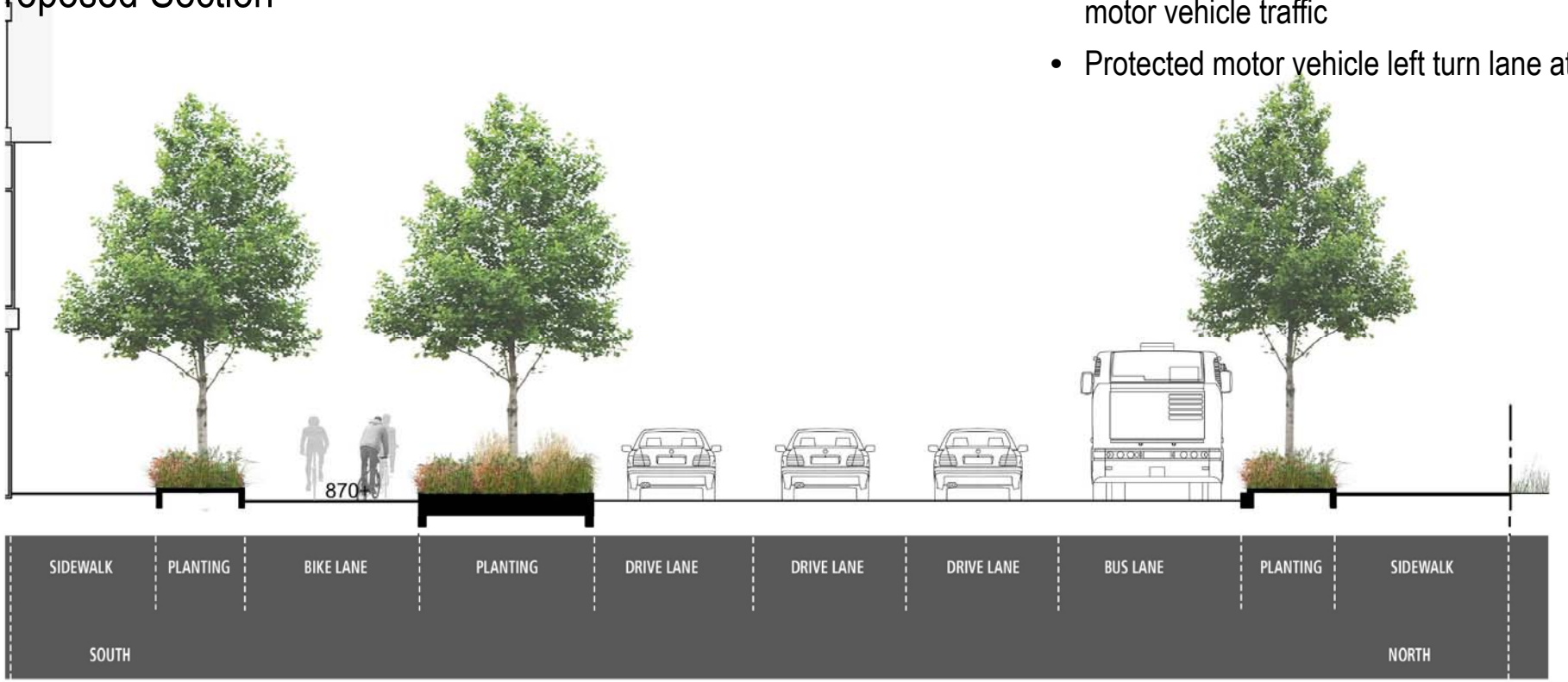


WELCOME VISITORS TO CAMPUS

UNIVERSITY AVENUE

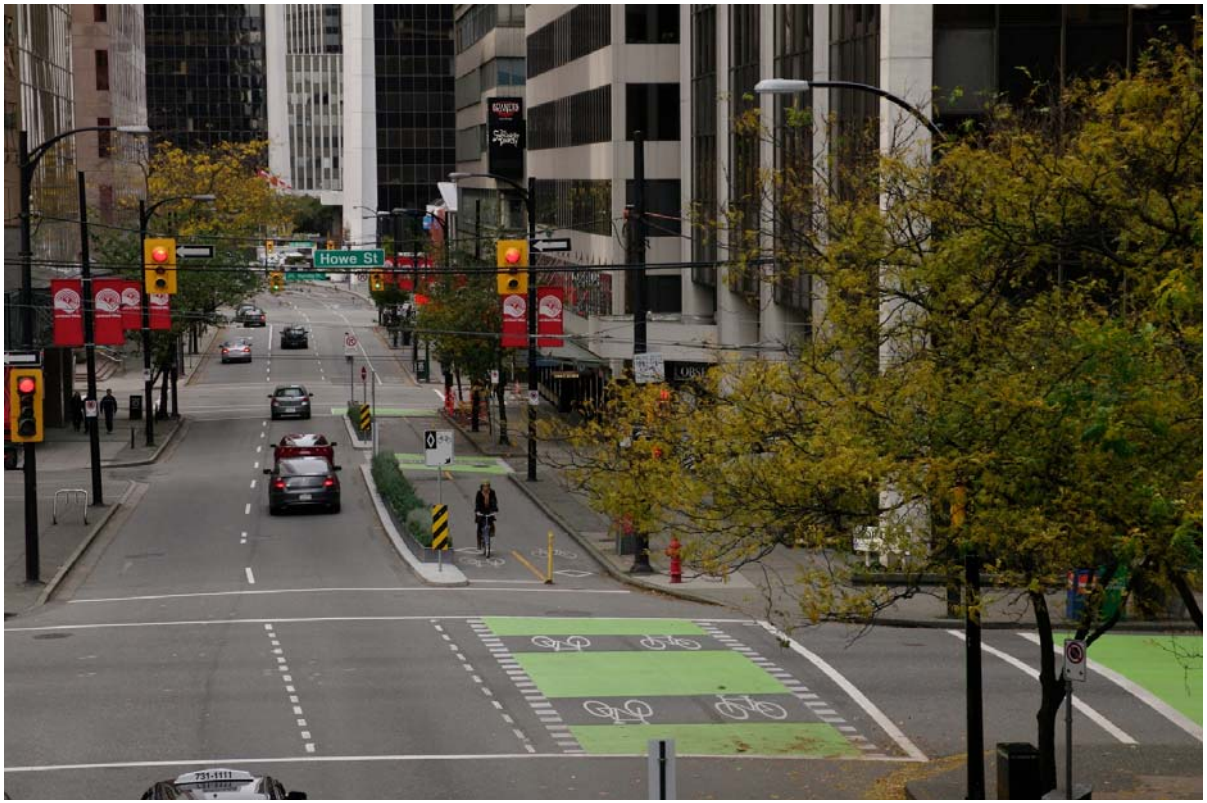
Proposed Section

- 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



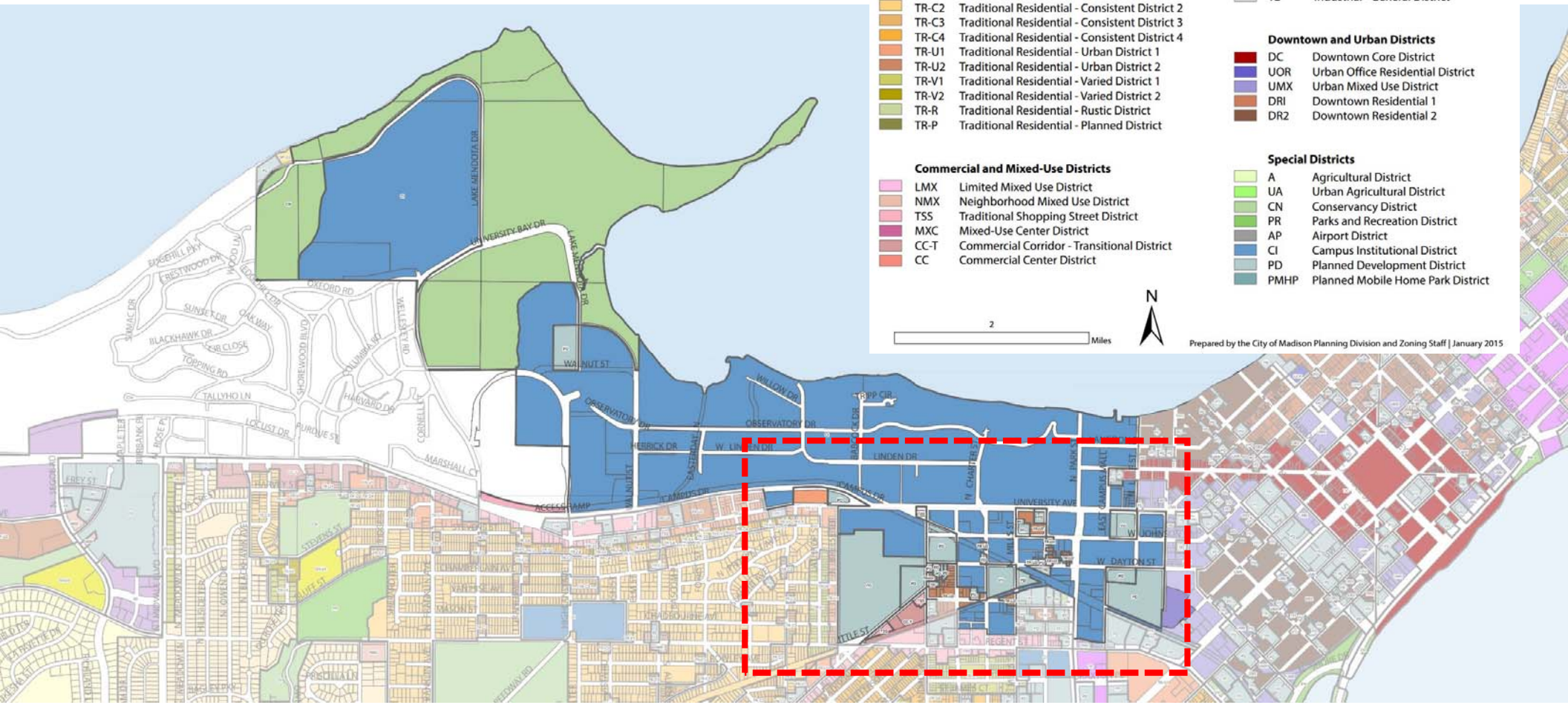
Dunsmuir Street, Vancouver, British Columbia, Canada

WELCOME VISITORS TO CAMPUS

UNIVERSITY AVENUE

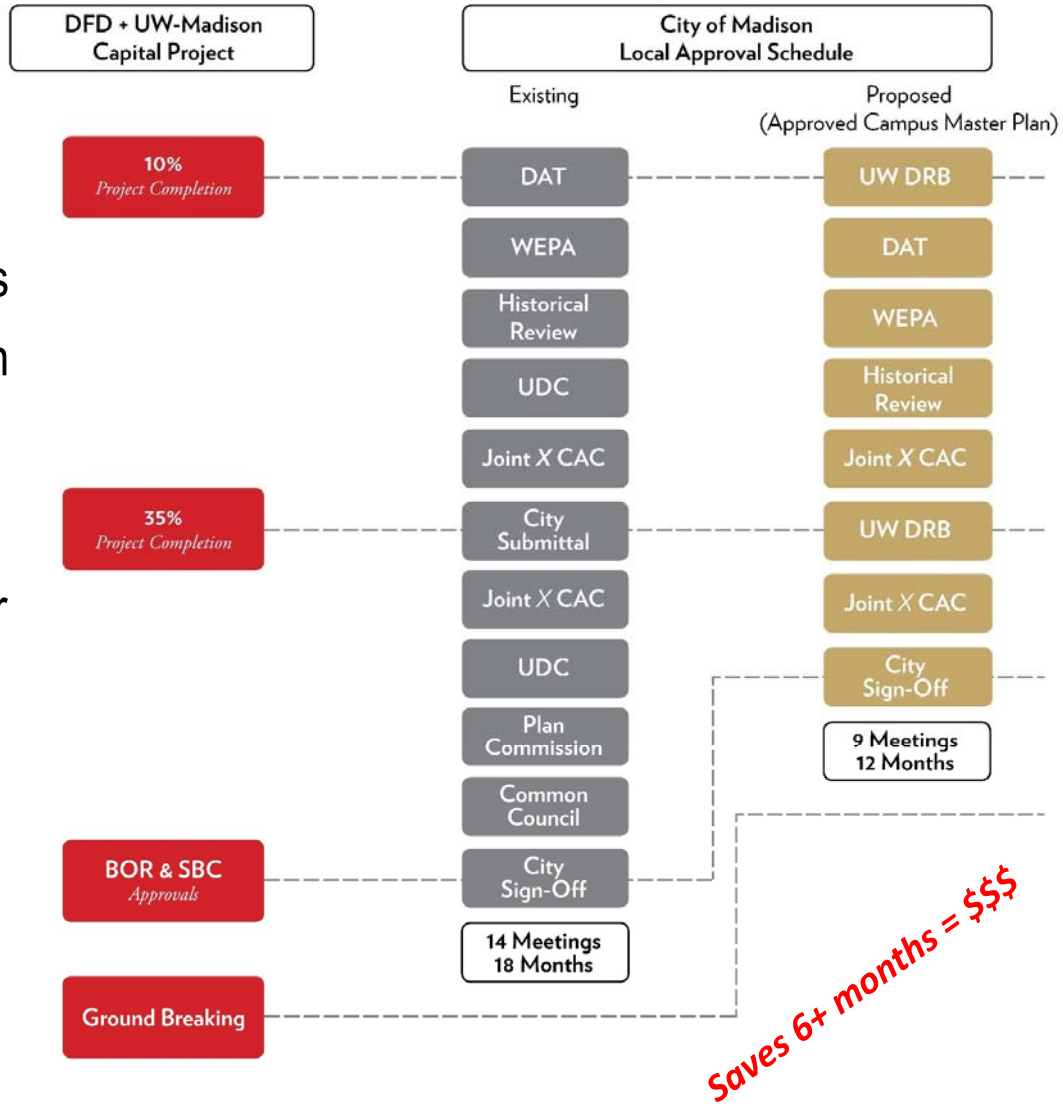
Typical Intersection

Campus-Institutional Zoning



ZONING PROCESS

- Overall review process reduced by 4-6 months
- Removes Urban Design Commission and Plan Commission and replaces with more robust Campus Design Review Board
- City Staff retains final sign-off to assure compliance with the approved Campus Master Plan



PUBLIC RELATIONS & COMMUNICATIONS

www.masterplan.wisc.edu

Interactive Website w/current information

Public Meeting Flyers

21 Monthly Newsletters

Also…

- Alumni magazine
- Campus e-weekly news
- Student newspapers
- Local print & TV media
- Twitter feed
- Facebook posts

LESSONS LEARNED….

- “Participatory sport”; everyone needs to play in the game & be valued.
- Keep information flowing & over communicate if necessary
- Don’t assume everyone knows everything
- Use social media & on-line resources to push info. out to the masses
- Don’t be afraid to ask for help. U-Comm is a great resource
- Get your faculty, staff & students involved
- Keep your student government informed and involved
- Have open campus mtgs. during the day & in the early evening after work
- Setup poster sessions during lunch hours in the student union/dining
- Keep the campus community informed and involved
- Most importantly….. HAVE FUN!

QUESTIONS????
WISCONSIN
UNIVERSITY OF WISCONSIN–MADISON