Agenda

1. Welcome & Introductions

2. Old Business
   a) Approval of November 30, 2023, meeting minutes (*Action*)

3. New Business
   a) Naming Change Request, Campus Lands – FP&M + RecWell (*Williams*) (*Action*)
   b) 2023 State of our Stormwater Report – Stormwater Management Program (*Jackson*)
      • MS4 WPDES Permit Public Meeting
   c) Exterior Signage, Graphics and Wayfinding Policy Update (*Williams/Bronk*)

4. Announcements

5. Adjournment
CAMPUS LANDS

NAMING CHANGE REQUEST

REQUEST
Request review and recommendation from the University Architect and Facilities Planning & Management leadership to approve name changes to existing recreational fields and structures.

REQUESTED BY:
University Recreation & Wellbeing
Aaron Hobson, Director
Sadat Khan, Senior Associate Director of Facility Planning & Operations
Erik Jaeke, Associate Director of Programs

BACKGROUND:
This request concerns the naming of existing UW-Madison recreational fields and supporting structures outside of the Board of Regents of the University of Wisconsin System Policy 19-14. The Policy is not invoked in this instance as both the existing and proposed name changes are unrelated to an individual, family, corporation, or other legal entity. Further, three of the naming requests are for parcels of land, which the institution has delegated authority to name.

The request is to add clarity to the below referenced Recreation & Wellbeing facility names for the purpose of programming and navigation by campus stakeholders. Removal of the current modifier terms ‘Near’ and ‘Far’ will create a more cohesive and accessible campus physical environment while reducing confusion across open spaces on campus.
## CAMPUS LANDS
### NAMING CHANGE REQUEST

#### RELATED POLICIES
- UW-Madison Policy #6054, *“Campus Facilities, Buildings, and Lands Naming Process”*
- Regent Policy Document 19-14, *“Naming of University Facilities and Lands”*

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<th>Proposed Facility Name</th>
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<td>Far West Play Fields</td>
<td>University Bay Recreation Fields</td>
<td>1275 University Bay Drive</td>
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<tr>
<td>0027</td>
<td>West Recreation Field Service Building</td>
<td>University Bay Recreation Fields Building</td>
<td>1301 University Bay Drive</td>
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<td>0689</td>
<td>Near West Play Fields</td>
<td>West Recreation Fields</td>
<td>2100 Observatory Drive</td>
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<td>0799</td>
<td>Cole Recreation Area</td>
<td>Observatory Recreation Area</td>
<td>601 Elm Drive</td>
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<td>0629</td>
<td>Near East Play Fields</td>
<td>East Recreation Fields</td>
<td>1926 Observatory Drive</td>
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<tr>
<td>1029</td>
<td>None (new building)</td>
<td>East Recreation Fields Building</td>
<td>620 Elm Drive</td>
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STATE OF OUR STORMWATER

2023 Stormwater Management Program

UW-Madison MS4 WPDES Permit
UW-Campus Footprint and Impervious Surfaces (48%)
Campus SW Structural Mgmt. Facilities (BMPs)

- Rain Garden/Bioswale/Bioretention
- Porous/Permeable Pavement
- Green Roof
- Detention Basin/Stormwater Pond
- Proprietary Device (Sediment/Oil & Grease)
- Cisterns/Other (per Description)
Campus SW Structural Mgmt. Facilities (BMPs)

Detention Basin/Stormwater Pond

These traditional stormwater management facilities are highly effective at treating TSS, but are limited in potential due to space requirements. Smaller footprint BMP's that treat pollutants at the source rather than the end of pipe are preferred.
Campus SW Structural Mgmt. Facilities (BMPs)

Rain Garden/Bioswale/Bioretention

Among the most prevalent types of BMP’s on campus. These practices are designed to collect runoff and promote groundwater recharge and evapotranspiration through deep-rooted plants and engineered soil. These practices can take many forms and shapes.
Campus SW Structural Mgmt. Facilities (BMPs)
WPDES Permit No. WI-S058416-4

- Covers all storm water discharges from UW-Madison municipal separate storm sewer systems.
- Group Permit that covers 21 municipalities around the Madison Area.

The intent is to have permittees implement programs known to improve the water quality of surface water runoff.
Stormwater Management Program and Reporting

• Target Areas for Improved Stormwater
• Public Education and Outreach (PEO)
• Public Involvement and Participation (PIP) to provide input on the stormwater management program
• Illicit Discharge Detection and Elimination (IDDE)
• Construction Site Pollutant Control
• Post-Construction Storm Water Management
• Pollution Prevention
• Interagency Agreements
• Annual Reporting to WDNR on Compliance
UW-Madison
Written Stormwater Management Plan - 2023
Total Suspended Solids and Total Phosphorus TMDLs for the Rock River Basin Watershed

YAHARA RIVER, MENDOTA & MONONA (TMDL REACH 64)

Projected phosphorus reduction, 2022: 18,748

Actual reported: 30,852
No new pollutants were proposed for Total Maximum Daily Load (TMDL) Requirements since the last review in 2021
Madison Area Municipal Stormwater Partnership (MAMSWaP) Public Education and Outreach
Water Action to Encourage Responsibility

The Arboretum lies at the bottom of the Lake Wingra watershed and receives millions of gallons of stormwater each year from surrounding neighborhoods and commercial areas. This water courses through wetlands and natural channels that have been eroded by runoff, ultimately feeding into Lake Wingra or Wingra Creek. Before arriving at the Arboretum, stormwater flows over roofs, roads, sidewalks, construction sites, and compacted lawns. Along the way, pollutants, excess nutrients, and sediment are picked up and carried to our rivers and lakes.

Scouts and volunteers planting a rain garden at Thoreau Elementary School to reduce erosion from runoff. Photo: David H Thompson

To reduce the harmful effects of urban stormwater and...
3.2 Public Involvement and Participation
Each co-permittee shall maintain its public involvement and participation program, which complies with applicable state and local public notice requirements, to notify the public of activities required by this permit and to encourage input and participation from the public regarding these activities. The co-
Illicit Discharge, Detection, and Elimination (IDDE) Program
**IDDE Program**

Sample Collected of Flow: [ ] YES  [ ] NO  Sample Name(s): ME-1L Field Samples

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**FIELD / LABORATORY ANALYSIS**

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<th>Parameter</th>
<th>Methodology</th>
<th>Results (units)</th>
<th>Field Analysis</th>
<th>Parameter</th>
<th>Methodology</th>
<th>Results (units)</th>
<th>Field Analysis</th>
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<td>pH</td>
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<td>Other</td>
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</table>
Construction Site Pollutant Control & Post-Construction Stormwater Management Programs

- WDNR is the Enforcement Authority involving Land Disturbances of 1 acre or more in size.
- DOA, UWSA, and UW-Madison projects covered by NR 216 (SW Discharge Permits) and NR 151 (Runoff Management)
  - Erosion controls, inspections, and corrective action
- Post-construction requirements for 80% TSS reduction from no controls for new projects.
  - Structural BMP inspection, maintenance, and corrective action
Pollution Prevention Program

- **Street Sweeping/Cleaning** – At least Weekly Spring/Summer/Fall - 120 tons removed in 2022
- **Catch Basin Sump Cleaning** – 44 sumps – 18 tons collected in 2022
- **Leaf Collection** – Daily from October through November
- **Winter Road Management** – 32 Lane Miles of Roadways, Salt & Salt/Sand Use Cut in half
- **81 Structural BMPs**
- **Stormwater Pollution Prevention Plans (SWPPPs)** for 3 outdoor storage areas. 54 document inspection of these areas each year.
Developed Urban Area Standards Applicability

- **NR 151 (Runoff Management)** – Requirement for 20% Sediment Reduction from no Controls for “grandfathered” areas not subject to current Post-Construction performance Standards

- UW-Madison **Practice is to meet 80% TSS reduction** from no controls for All Post-construction requirements for All new projects.
Storm Sewer System Map Annual Update
Special MS4 Responsibilities For UW-Madison

• Updated Stormwater Interagency agreements to improve communication on identifying and controlling any illicit discharges crossing their respective boundaries with:
  • City of Madison – Completed in 2022
  • Village of Shorewood Hills – Completed in 2023
  • U.S. Federal Government (VA Hospital and Forest Products Laboratory) – Pursue in 2024
UW-Madison Authorized MS4 Permit Representative

EH&S Assistant Vice Chancellor - Christopher Strang
Continuous Improvement Going Forward

• Implement Campus-Wide Centralized BMP inspection and maintenance Work Order System by Grounds

• Finalize Plumbing Shop Illicit Discharge Detection and Elimination procedure/SOP

• Develop Stormwater Management Interagency Agreement with the U.S. Federal Government to improve communication with the VA and Forest Products Laboratory

• BMP Construction of the Near East Recreation Fields Stormwater BMP Underground Detention Chamber for 32-acre Watershed

• Update 2015 WINSLaM modeling for the estimation of TSS and TP percent reductions from no controls from campus lands
Stormwater Management Program and Reporting

- Published Report
- 2023 Annual Report and written Stormwater Management Program is Posted on the EH&S Website: https://ehs.wisc.edu/ehs-manual/?selected%5B%5D=environmental
EH&S Team

Jeff Zebrowski
Director Chemical Safety
(608) 890-0993
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Jon Jackson
Lead Env Affairs Specialist
(608) 220-6648
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Campus Stormwater Stakeholders Team

Grounds Department
Ellen Agnew

Office of Sustainability
Travis Blomberg

UW Arboretum
Madeline Smith

Plumbing Shop
Pete Dahl
Jay Maier
Chad Hellenbrand

Facility Planning and Delivery
Aaron Williams
Rhonda James
Matt Collins

Unv. Housing and Apartments
Geb Lefeber
Work Group Charge

• Review and update of the current “Exterior Graphics, Wayfinding and Signage Policies and Design Guidelines” policy (#UW-6037)

• Framework for consistent wayfinding and signage

• This is not a redesign of the existing signage design standards, but a thorough review of policy #UW-6037 with additional attention given to:
  • New sign types not currently addressed. Including:
    • Construction Signs
    • Construction Banners
    • Corporate Signs
    • Electronic and Digital Signs
    • Exterior Facing Interior Signs
    • Interpretive Signs
    • Portable and Temporary Signs
    • Retail Signs
    • Temporary Signs
    • Window Graphics
  • Review and approval processes of signage requests
  • Current deficiencies and ambiguity within the policy

• Current policy and guidelines created in 2003.
Exterior Wayfinding Workgroup

Jonathan Bronk | Senior Landscape Architect, FP&M - Campus Planning & Landscape Architecture (Workgroup Chair)

Katie Effertz | CPC Representative, Recreation & Wellbeing Board, Associate Director of Operations & Residential Programs for Continuing Studies

Joel Gerrits | CPC University Staff Representative, Senior Commercial Project Engineer

Brenda Gonzalez | UW-Madison Director of Community Relations

Kelly O’Loughlin | Director, Creative Services, UW Marketing

Kurt Paulsen | CPC Environmental Representative. Professor, Department of Planning and Landscape Architecture

Tonia Pittman | Facilities Associate Director, UW Housing

Aaron Williams | Interim Director, FP&M - Campus Planning & Landscape Architecture

WORKGROUP SUPPORT

Sam Franzblau | Landscape Design Intern, Campus Planning & Landscape Architecture

Emma Krug | Landscape Design Intern, Campus Planning & Landscape Architecture

Bri Stevens | Landscape Design Intern, Campus Planning & Landscape Architecture
Policy vs. Design Standards

Recommendation #1:
• Clarify the rationale and purpose of the policy.

Recommendation #2:
• Create a companion UW-Madison Exterior Signage Graphics Standards document to remain flexible to updates and responsive to customer needs.

Recommendation #3:
• Streamline signage request and approval process.

Recommendation #4:
• Identify unique exceptions and a process for conditional approval.

Recommendation #5
• Merge Banner Policy (UW-6036) into Exterior Signage and Wayfinding Policy to improve customer service. The Banner Policy remains separate at this time but is linked and referenced in the Standards document.

Through coordination with the UW-Madison Policy Librarian and Workgroup members the proposed policy will go from +/-5,000 words (30 pages) down to +/-500 words (4 pages). Information is rearranged and formatted into a user-friendly ‘Standards’ document 60 pages).
Timeline

03/2022: CPC approves charter.
4/2022: Workgroup begins meeting monthly (virtual).
6/2022: Stakeholder survey distributed. Virtual open house held.
9/2022: First draft of policy update complete
9/2022: UW Policy Library review. Major shift to separate policy and standards
10/2022: Creation of standards document begins
12/2022: CPC update
3/2023: Workgroup review
4/2023: CPC update
6/2023: Workgroup first review standards document
7/2023: Meeting with UW Foundation and UW Marketing
9/27/23: Workgroup final review standards document (Including UW Marketing and UW Housing)
10/2023: Campus Planning & Landscape Architecture standards document review
11/2023: Standards document final draft completed
11/2023 thru 12-2023: UW Foundation, FP&M final review (comments due Dec 21)
12/14/2023: CPC Update
Feedback & Review

1. Exterior Wayfinding Workgroup
2. UW Policy Library
3. UW Housing
4. UW Marketing
5. Wisconsin Foundation and Alumni Association (WFAA)
6. UW Madison Libraries
7. College of Agriculture and Life Sciences
8. Waisman Center
9. UW Madison Geology Museum
10. Facility Managers
11. College of Letters & Science
12. UWPD
13. University Recreation & Wellbeing
14. Wisconsin Public Media
15. FP&M
   a. Transportation Services
   b. Campus Planning & Landscape Architecture
   c. University Architect
   d. Physical Plant (UW Sign Shop, UW Grounds)
Exterior Signage, Graphics, and Wayfinding Policy (UW-6037)

Wayfinding

Finding one’s way is a distribution, spatial problem solving requiring three independent processes: information processing, decision making, and direction execution.

Scope

This policy applies to all temporary, permanent, and corporate signage on the University of Wisconsin-Madison campus as defined and maintained by the administration and serves as the primary tool for external campus wayfinding. The University of Wisconsin-Madison can establish and enforce policies concerning the visibility and controlling the goals of the Campus Comprehensive Plan (Campus Master Plan).

These three documents have been prepared for and are to be used by all constituents, departments, colleges, and organizations in the University campus to direct their decision making related to exterior campus signage, graphics, and wayfinding.

Definitions

Campus Development Plan Boundary (Board of Regents Property)

The Board of Regents (or any successor body) of the University maintaining properties in the development plan boundary and their use, and/or to establish areas in which development shall be regulated shall be subject to the Plan.

Graphics

Any object or image that reflects an association with the university and is designed to be seen from a public area or an external facility.

Signs

A visible or tactile element utilized to communicate a message, information, or identification through typography, symbols, and symbols.

Standards

Established regulatory organizations and requirements set by responsible offices and others in the public sector and regulatory environments. It also includes development of college and departmental standards, and standards and applies university wide unless otherwise specified.

Temporary Signs

Signs that are visible or tactile element utilized to communicate a message, information, or identification through typography, symbols, and symbols and are designed for a limited, predetermined amount of time.

Policy Details

I. PEAK is dedicated to:

A. Promote development around signage and graphics on the campus to create a cohesive identity.

B. Establish the need for the signs, their location, sizing, type, and layout standards.

C. Develop, implement, and enforce the Exterior Signage, Graphics & Wayfinding Standards.

D. Maintain public safety and maintenance of site.

E. Make minor modifications to the Exterior Signage, Graphics & Wayfinding Standards. Significant modifications and additions should be approved by the Campus Planning Committee.

II. All signage will:

A. Meet the standards and other requirements set forth in the Exterior Signage, Graphics & Wayfinding Standards.

B. Follow the design and construction standards set forth in the Exterior Signage, Graphics & Wayfinding Standards.

III. Accessible UW property and units of campus facilities are subject to a formal review and approval of the Pedestrian Signage in the UW. All new or renumbered signs shall be consistent with the Campus Master Plan, and any instruction space, detailing, or tactile design may also result in the inability for the sign to be used for its intended purpose.

IV. Approval Process

Related UW-Madison Policies

Design Standards
Table of Contents:

INTRODUCTION
- Executive Summary
- Background
- Rationale & Purpose
- Policy & Standards Administration
- Guiding Principles for Exterior Signage
- Glossary
- Related Policies, Documents, & Resources
- Contacts & References

PROCESS & APPROVAL
- Process Flowchart
- General Information
- Temporary Banners
- Permanent Signs
- Temporary Signs
- Maintenance Recommendations

SYSTEM STANDARDS
- Wayfinding Priority Flowchart
- Logos & Symbols
- Colors & Finish
- Typography

EXTERIOR SIGN TYPES (33)
- Primary Identification Sign: Post Mounted
- Primary Identification Sign: Pan Mounted
- 2' - 0” Identification Sign
- Secondary Identification Sign: Post
- Secondary Identification Sign: Pan

EXTERIOR SIGN TYPES (cont.)
- Campus Gateway Sign
- UW Crest Medallion
- Dimensional Lettering
- Gift & Donor Signs
- Window Graphics
- Interstate & Highway Direction Signs
- Trailblazer Sign
- On-Campus Direction Sign
- Accessible Wayfinding Sign
- Parking Lot Identification Sign
- Parking Ramp Identification Sign
- Street Name Sign
- Regulatory & Traffic Signs
- Commemorative Plaque
- Donor Bench Plaque
- Heritage Plaque
- Exterior Artwork Sign
- Interpretive Sign
- Wayfinding Map Directory
- Electric & Digital Signs
- Kiosks & Bulletin Boards
- UW Retail Sign
- Corporate Sign
- Temporary Banner
- Temporary Sign
- Project Sign
- Project Fence Wrap
- Sidewalk Chalking
Request Process Flowchart
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<td>Biennial Capital Budget Debrief/Process Discussion</td>
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ADJOURN

Campus Planning Committee
December 14, 2023