

*"Always design a thing by considering it in its next larger context - a chair in a room,
a room in a house, a house in an environment, an environment in a city plan."
- Eliel Saarinen"*



MASTER PLAN UPDATE PRELIMINARY DRAFT PLAN

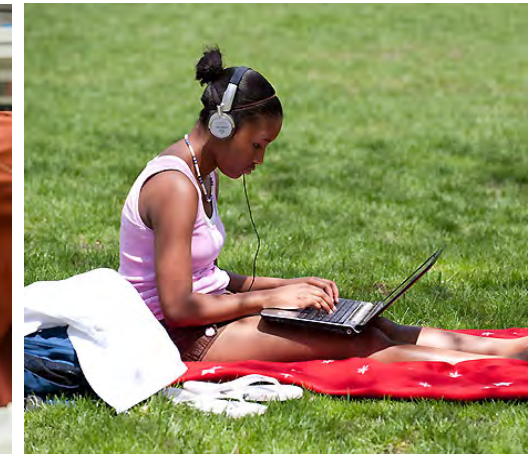
Public Open House #4
February 24, 2016

AGENDA

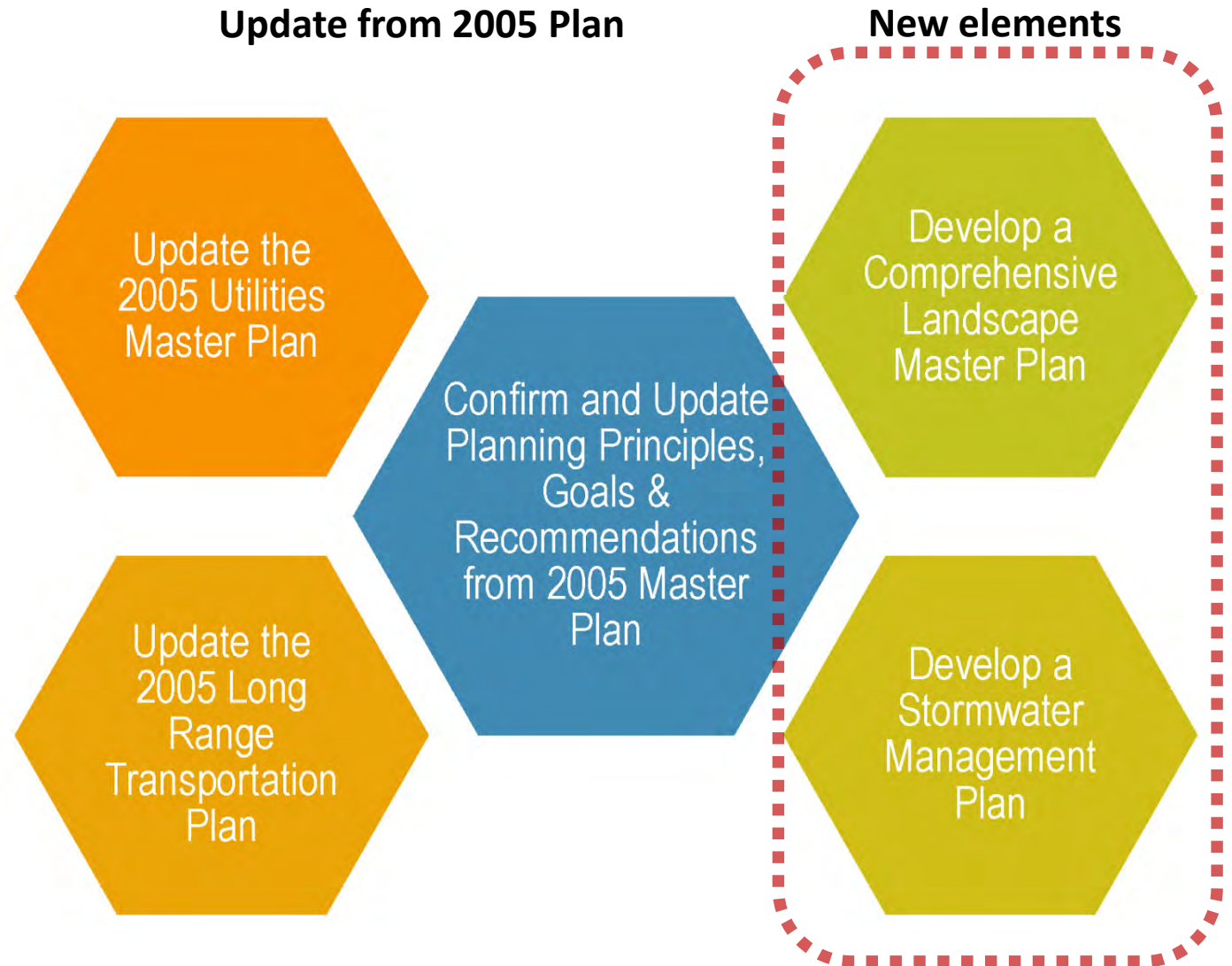
1. Project Update + Status
2. Plan Introduction
3. Preliminary Master Plans
 - Preliminary Draft Landscape Plan Master Plan
 - Preliminary Draft Transportation Master Plan
4. Focus Areas
 - Willow Creek and Linden Drive
 - Charter Street and Linden Drive
 - University Avenue
5. Next Steps

GOALS

- Support our Mission
- Manage our Resources
- Make Travel Easy
- Celebrate our Lakeside Setting
- Revitalize Outdoor Spaces
- Be Good Neighbors



MASTER PLAN UPDATE SCOPE



WHAT WE'VE BEEN UP TO:

- Neighborhood Association Open House Presentation
November 16, 2015
- Joint SE Campus Area Committee,
November 23, 2015
- City of Madison PBMVC Informational Presentation,
November 24, 2015
- City Planning Update Meetings, On-Going
- UW Executive Leadership Team Update,
February 2, 2016
- City of Madison Department Leaders Presentation,
February 10, 2016

WHAT YOU'VE BEEN UP TO

- Master Plan Alternatives released on October 27
- Online discussion – comments, critiques, suggestions
- www.masterplan.wisc.edu
- engageuwmadisonmasterplan.com/

The screenshot shows the top of the UW-Madison website with the university logo and name. Below the navigation bar, the page title is "Master Plan Alternatives Workshop" with a sub-header "Overview". The main content area is divided into two columns. The left column contains text about the master planning team's process and a list of goals. The right column contains text about the landscape framework plan and a list of characteristics. At the bottom, there is a section for "Campus Framework" and a "Preliminary Draft Landscape Framework Plan" with a small image.

UW-Madison
2015 Campus Master Plan Update

Home Events Participate Contact Us

Home » Participate

Master Plan Alternatives Workshop

Overview

After interviewing dozens of campus administrators, faculty, staff, and students, and after fully analyzing the many physical systems of campus, the master planning team has prepared alternative concepts for many significant areas of campus.

This page explains these alternative concepts and asks for your reaction and suggestions. The master planning team will incorporate your input into the preparation of the draft master plan.

The alternative concepts all have two things in common. First, they all fully support and advance the master plan's goals. The high-level goals are below. For a greater understanding of each of these goals and their supporting objectives, click [here](#).

- Support Our Mission
- Manage Our Resources
- Make Travel Easy
- Celebrate Our Lakeside Setting
- Revitalize Outdoor Spaces
- Be Good Neighbors

Second, all the alternative concepts strengthen the landscape framework plan. This overarching structure to the campus's open spaces and corridors includes all of the campus's natural areas, cultural/historical landscapes, quads and courtyards, pedestrian malls, and athletic and recreation fields. The landscape framework plan seeks to better connect our existing open spaces and create new ones so that UW-Madison's campus landscape is:

- More Intentional
- More Connected
- More Engaging
- More Natural
- More Iconic

Next Steps:

- Alternatives Review, through early December
- Draft Preliminary Master Plan, February 24/25

Campus Framework

Preliminary Draft Landscape Framework Plan

WHAT YOU'VE BEEN UP TO

"...having **electronic timetables** (such as by the Capitol) would help determine if waiting for the bus is worth it. Bus drivers also take unpredicted breaks, again seemingly making buses unreliable. If the Metro could be supplemented with **campus circulators** several of these issues would be lessened ."

"How can we plan in more Allen Centennial Garden type spaces...a quick and **complete respite** from campus life!"

"**Bikes around buildings are a barrier** to the walking folks like myself. Why do we need to clutter the fronts of buildings with bikes...especially at class change...it is chaos."

"**Environmental sustainability** is becoming more and more mainstream-which is promising. New buildings and communities designing them will begin to ask how they can not only reduce their carbon footprint (**sustainable**) but take carbon out of the air (**restorative**). How can this process enable our built vision to reflect this emerging and important mindset?"

"A **west campus social space** would be a good improvement. It would be good to preserve the natural beauty of the lake and also incorporate social gathering space(s) in this area."

"There is a limit to how **bucolic South Campus** will ever get, especially if freight trains still run through it."

"Situate any new mixed-use gathering building away from the **lake edge**, where they will do less damage to the marsh and University Bay."

"When new buildings are planned, a commitment should be made that they last for **50+ years**."



PRELIMINARY PLAN INTRODUCTION



PRELIMINARY DRAFT PLAN



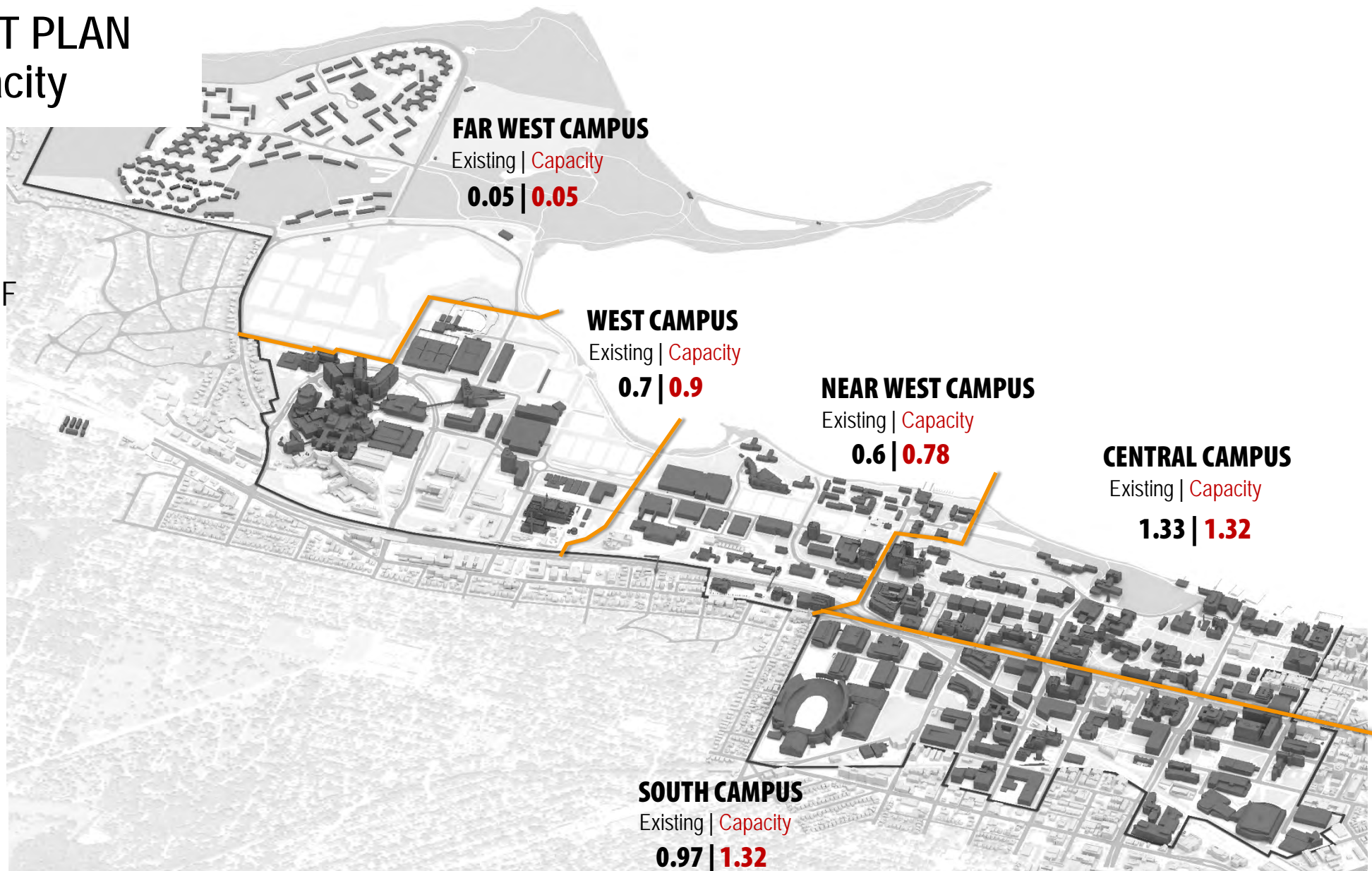
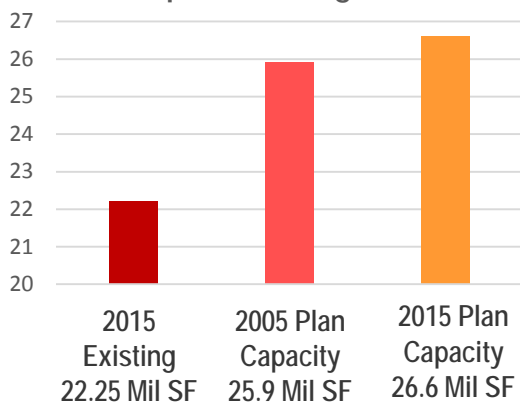
PRELIMINARY DRAFT PLAN

Future Campus Capacity

Preliminary Numbers:

- 2015 Master Plan Update increases 2005 Plan Capacity by 400-600,000 SF
- 2005 capacity: 3.7 mil. additional GSF
- 2015 capacity: 4.3 mil. additional GSF

Campus Building GSF



PRELIMINARY DRAFT PLAN

Building Use Plan

- Greatest increase in capacity within South Campus with New Engineering Precinct
- Engineering Master Plan adds academic/research space
- No additional major change in proposed building use or land use from 2005 plan



PRELIMINARY DRAFT PLAN

Areas of Change

Areas of Change from 2005 Master Plan:

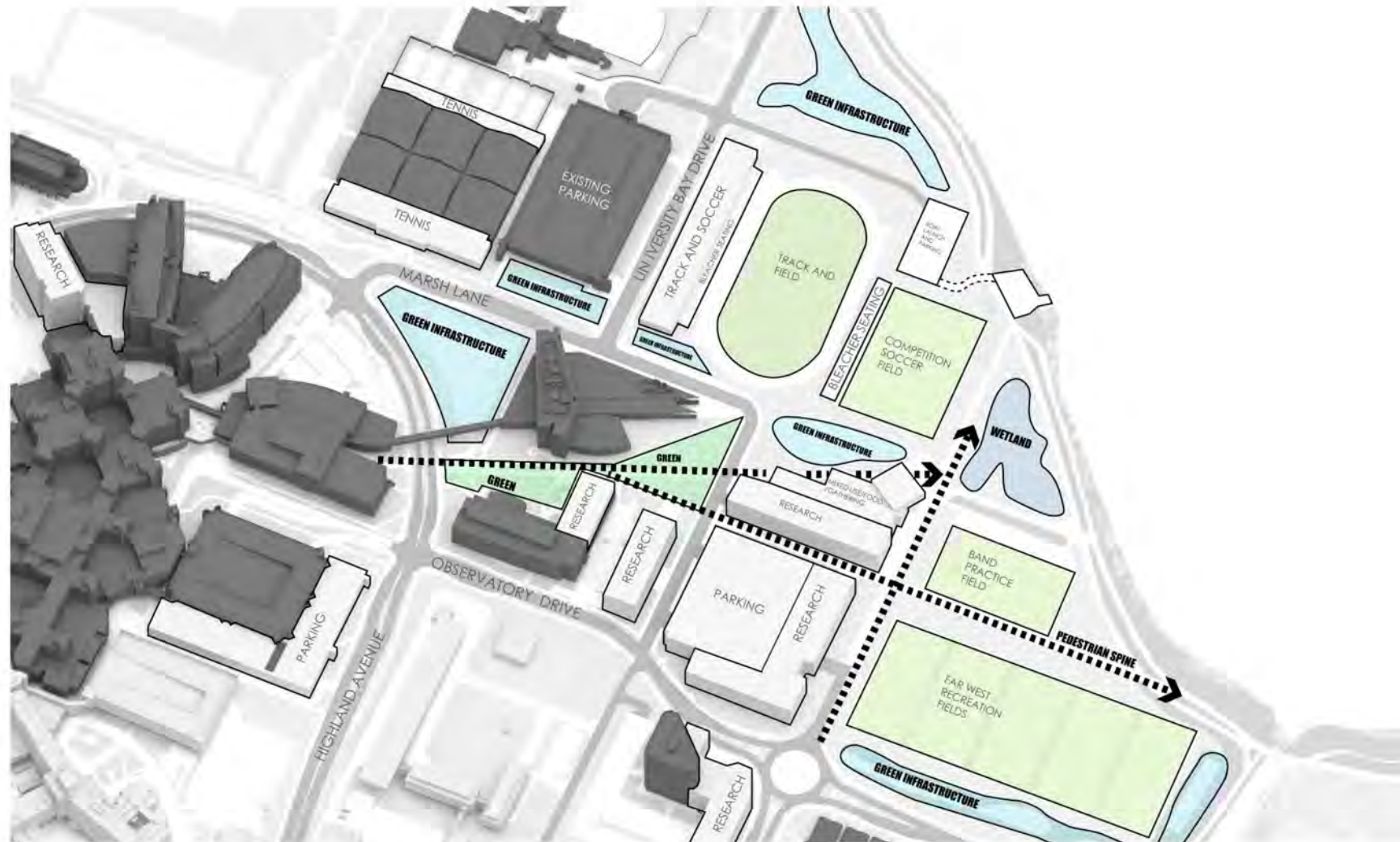
1. West Campus at Health Sciences
2. Near West Campus
3. Central Campus – Superblock
4. South Campus
5. Engineering Precinct



WEST CAMPUS

Urban Form

- Separate track and soccer fields
- Future mixed use/amenity building facing lakefront
- Expanded parking structure from previous plan
- Expanded research capacity from previous plan
- Gain approx. 150,000 GSF of additional research capacity at Health Sciences district



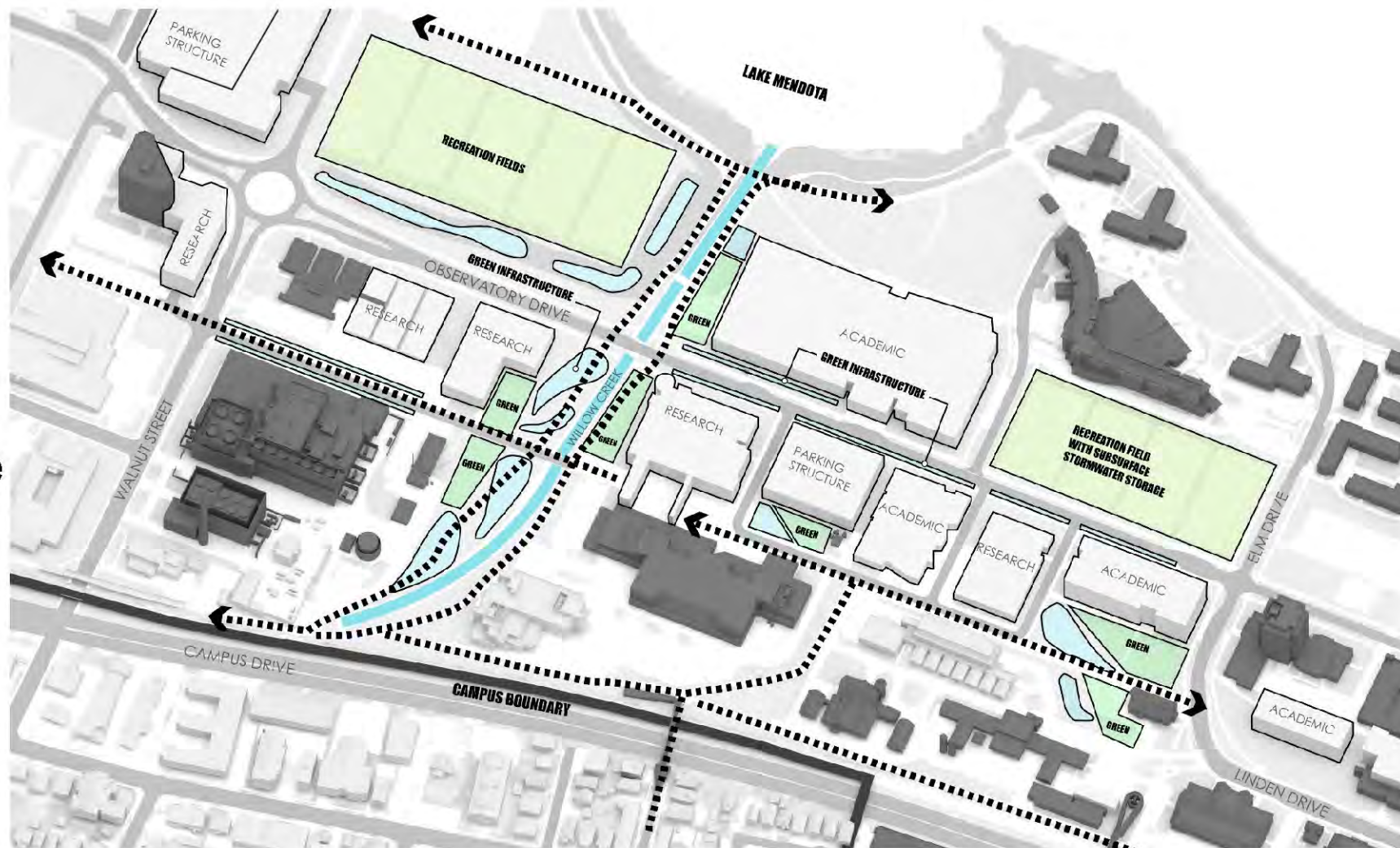
■■■■■■■■■■: *Non-motorized Movement*

NEAR WEST CAMPUS

Urban Form

- Updated footprints for:
 - Natatorium
 - Vet Med expansion
 - Meat & Muscle facility
 - New parking garage
- New green infrastructure along Linden corridor and Willow Creek
- Expanded green space around horse barn
- Proposed vehicular bridge across Willow Creek at Linden
- Future density remains consistent with 2005 plan capacity

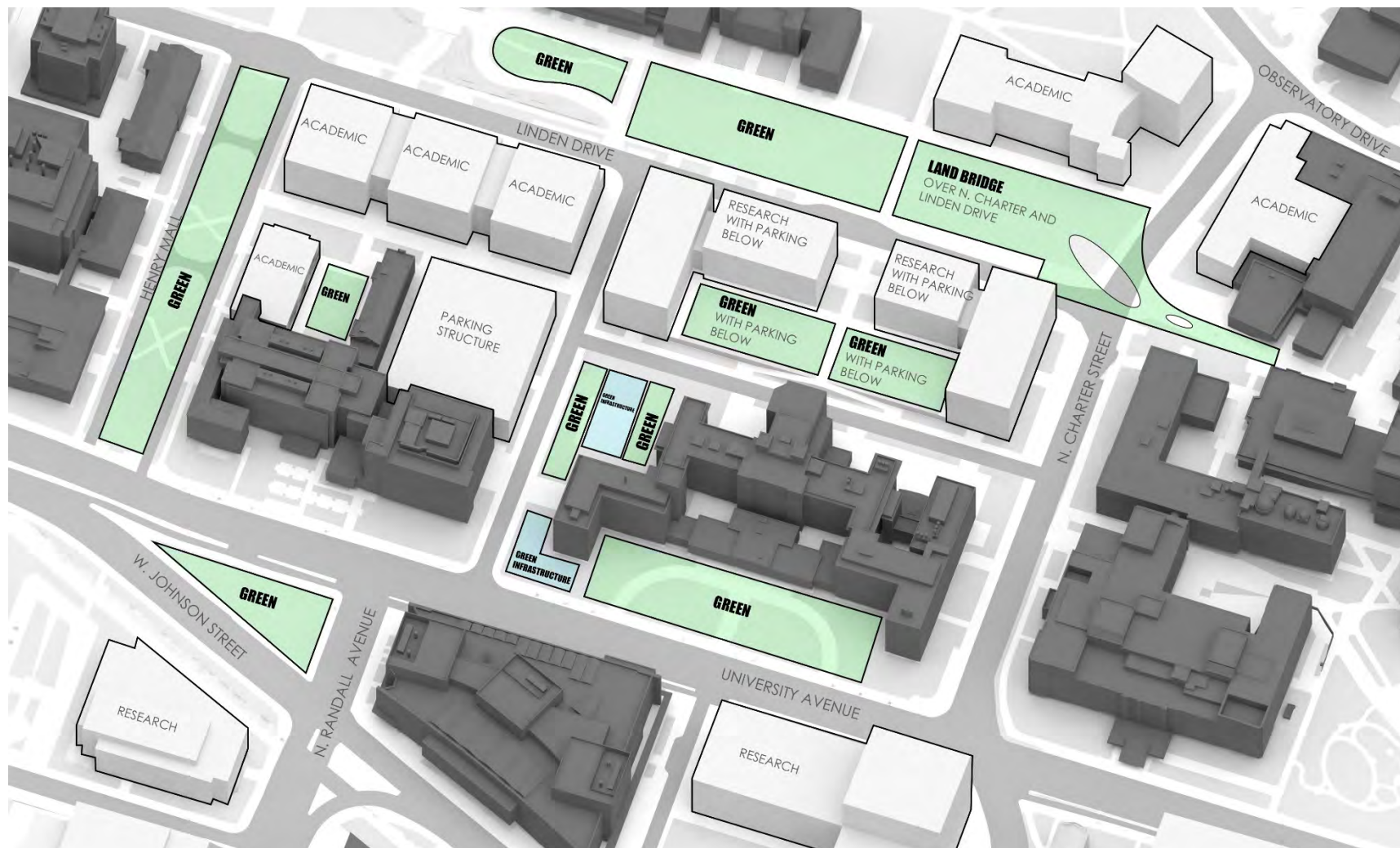
..... Non-motorized Movement



CENTRAL CAMPUS SUPERBLOCK

Urban Form

- Future development creates consistent streetwall fronting Linden Drive
- Interior circulation opened up for vehicular, service, bike and pedestrian movement
- Demolition of McArdle Labs allows for expansion and redesign of structured parking
- Future district green with parking below
- Superblock provides replacement parking for Lot 34 & Observatory Hill spaces
- A slight capacity decrease with demo of McArdle Labs (capacity re-captured in South Campus)



SOUTH CAMPUS

Urban Form

- Consistent urban streetwall fronting major corridors on University Avenue + Johnson St.
- New south-facing open space for each block
- New South Quad proposed on Dayton Street for additional activity + programmed space on Dayton
- Brooks Street from Johnson to Dayton Street converted to pedestrian mall with shared emergency access

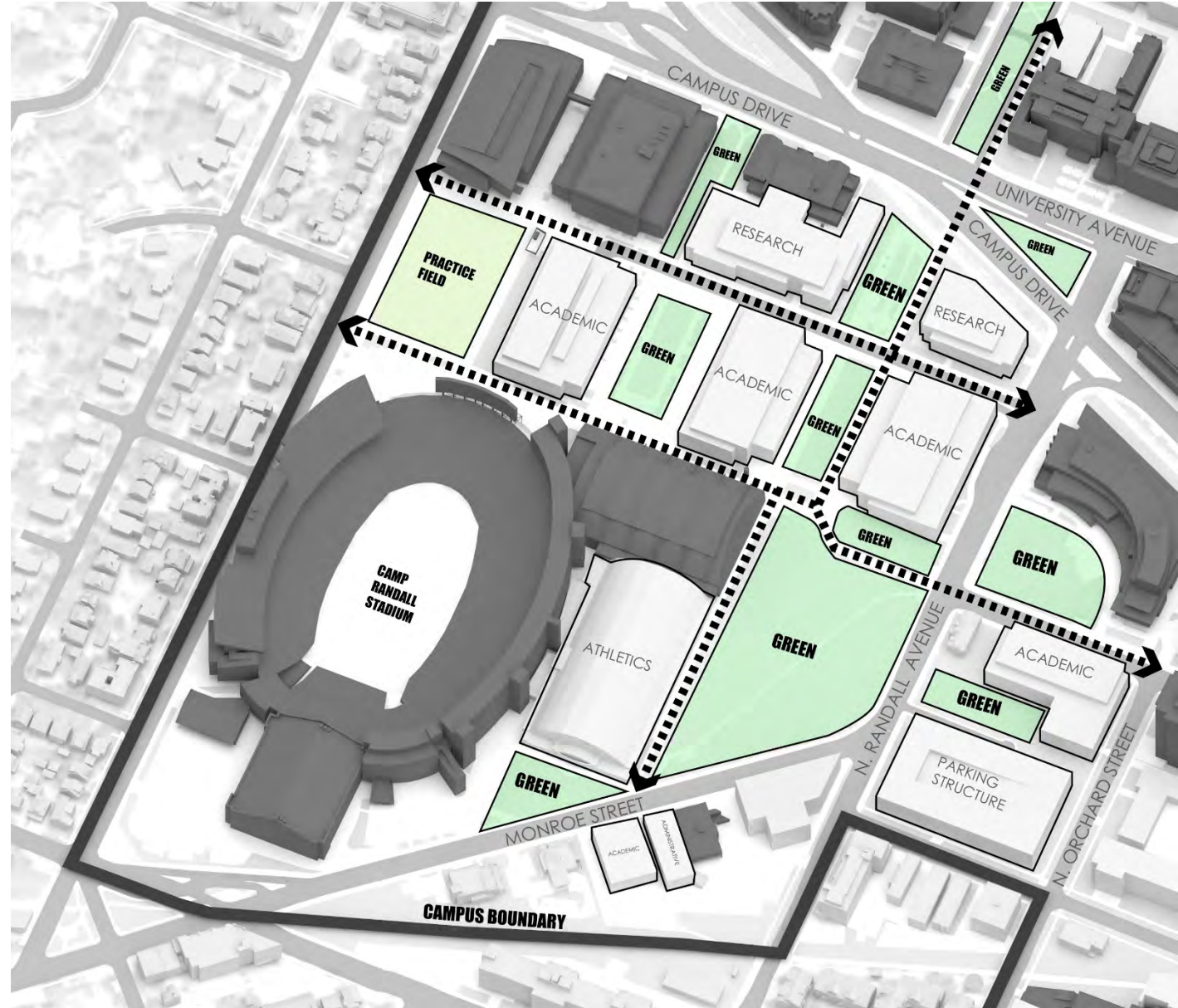


ENGINEERING / ATHLETICS PRECINCT

Urban Form

- New Engineering Precinct Plan provides for long term replacement and expansion of academic and research uses
- Redevelopment of Engineering Hall permits extension of Henry Mall open space and view corridor to Camp Randall Memorial Park
- Relocation of existing parking garage to Randall at Monroe Street reduces pedestrian/vehicular conflicts north of stadium
- Future shared green and activity space at Union South with relocation of Wendt Library

..... *Non-motorized Movement*





CAMPUSWIDE PRELIMINARY PLANS





CAMPUSWIDE PRELIMINARY PLANS

- Preliminary Draft Landscape Master Plan
- Preliminary Draft Transportation Master Plan

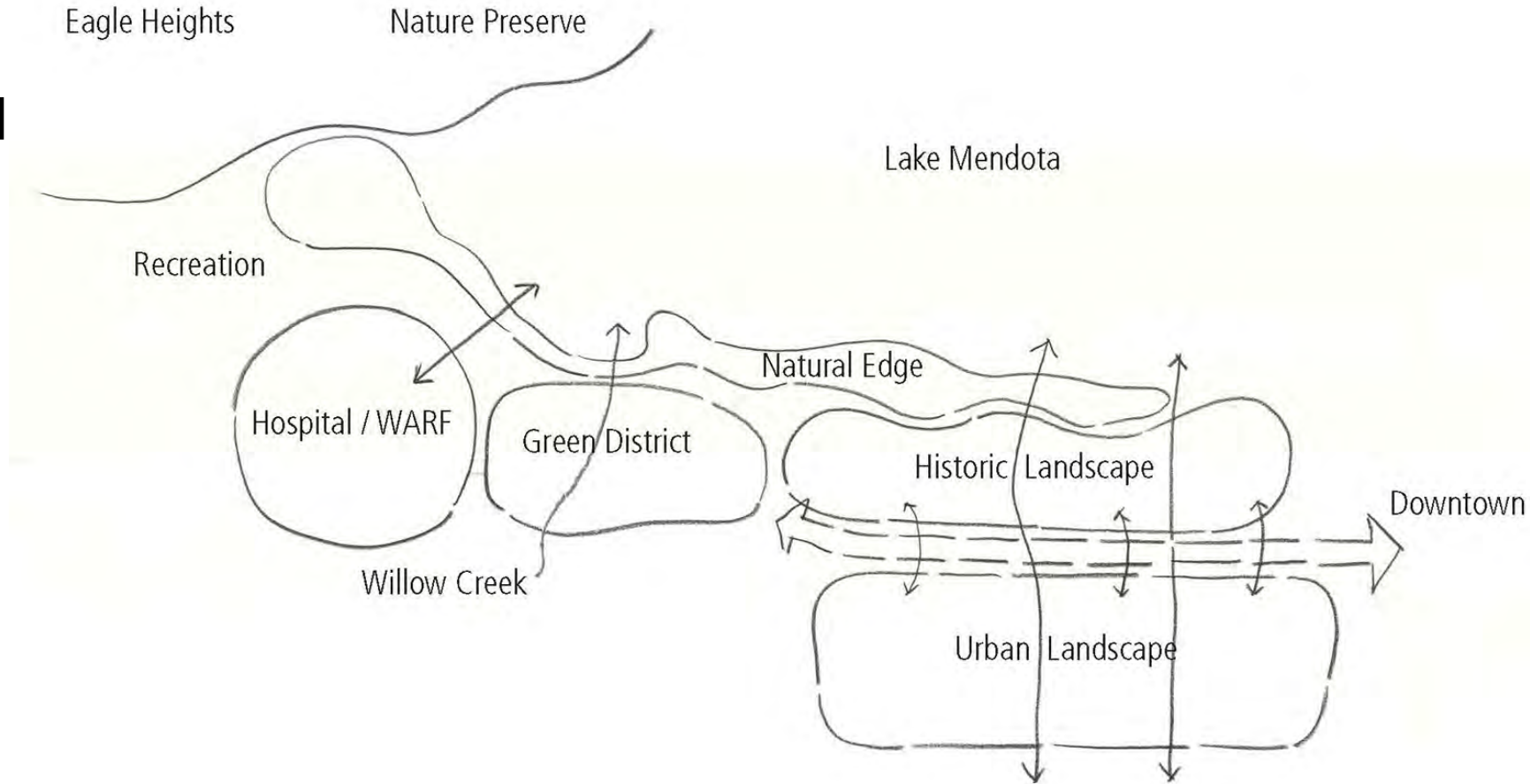
LANDSCAPE MASTER PLAN GOALS

- Protect and enhance open spaces and create new gathering spaces.
- Maintain lands in the Lakeshore Nature Preserve as natural areas that support our mission of teaching, research and outreach.
- Protect and enhance known historical cultural landscapes, quadrangles and courtyards. *Celebrate our 12,000 year-old story.*
- Establish open space design principles to guide growth on campus.
- Provide a campus environment that supports physical, emotional, and psychological well being.
- Enhance the campus as a living laboratory for teaching, learning and research.
- Strengthen the campus connection to Lake Mendota.

LANDSCAPE MASTER PLAN

Concept Diagram

1. Preserve and enhance historic central campus and natural lakeside setting.
2. Improve campus corridors and south campus streetscapes.
3. Develop the near west campus as a "Green District" to visually connect the west and central campuses.



LANDSCAPE MASTER PLAN

Overall Plan Approach

Establish an organization of campus wide landscape typologies:

- Social Landscapes
- Working Landscapes
- Natural Landscapes
- Active Landscapes

Develop campus wide design guidelines and landscape standards to determine landscape character and materiality

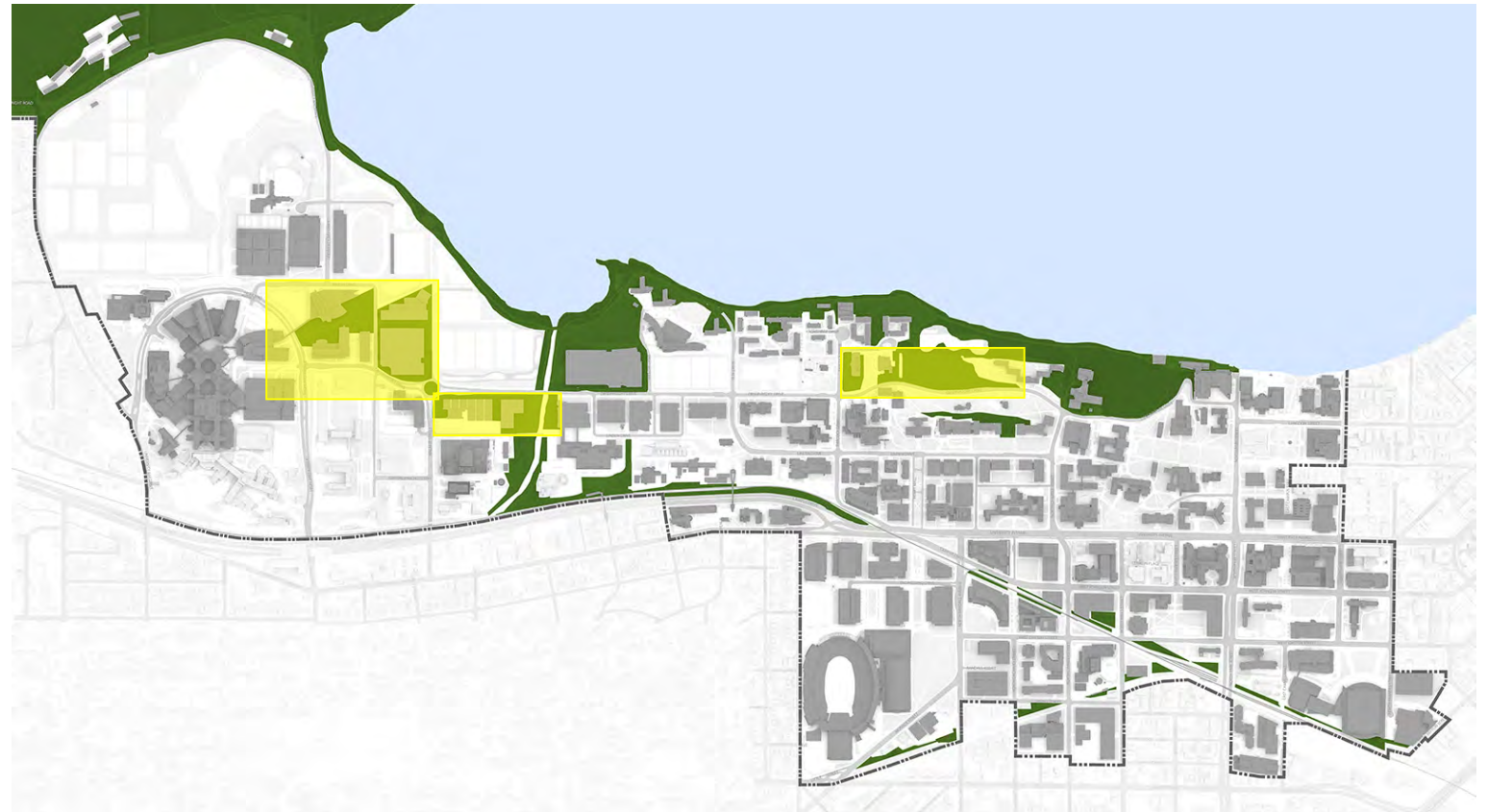
Prioritize maintenance areas per APPA Grounds Service Levels



LANDSCAPE MASTER PLAN

Natural Campus Landscapes

1. Preserve and enhance the natural lakeshore edge as a campus amenity
2. Preserve the lands of the Lakeshore Nature Preserve
3. Provide new natural landscapes along Observatory Hill, Cooper Hall and Willow Creek
4. Areas of moderately low-level maintenance (APPA Level 4)



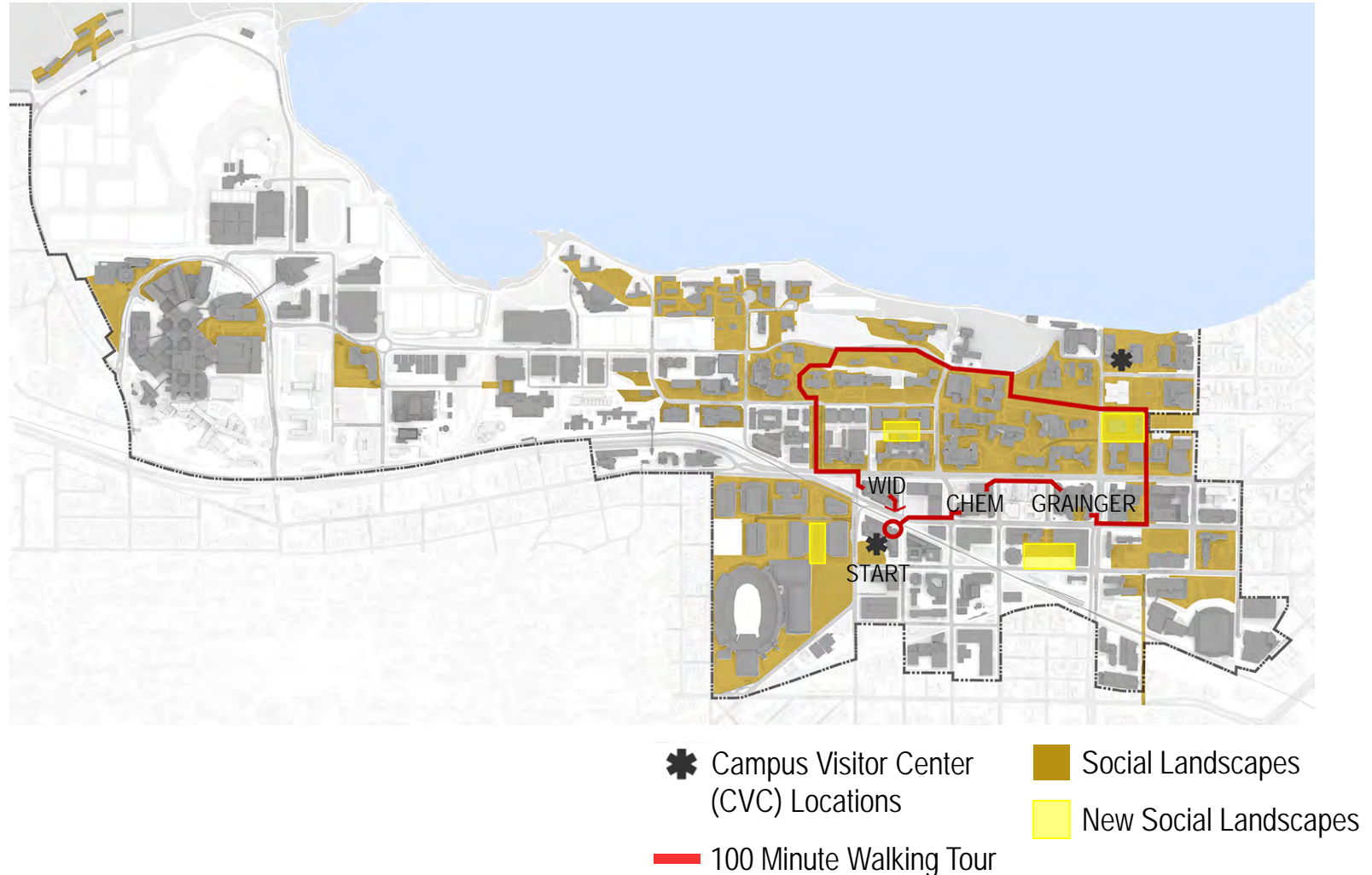
■ Natural Landscapes

■ New Natural Landscapes

LANDSCAPE MASTER PLAN

Social Campus Landscapes

1. Preserve and enhance social spaces on campus
2. Promote connectivity amongst campus social spaces
3. Social Landscapes are comprised of traditional campus greens, pedestrian malls, terraces, plazas, courtyards, ornamental gardens
4. Areas of high-level maintenance (APPA Level 2)



LANDSCAPE MASTER PLAN

Working Campus Landscapes

1. Promote new working landscapes on the Near West and West Campuses
2. Working Landscapes are comprised of raingardens, no-mow lawns, constructed wetlands, community gardens, stormwater detention areas and green alleys
3. Areas of moderate level maintenance (APPA Level 3)



- Working Landscapes
- New Working Landscapes

LANDSCAPE MASTER PLAN

Active Campus Landscapes

1. New competitive track and field facilities
2. New competitive soccer field
3. Areas of high to moderate level maintenance (APPA Level 2-3)

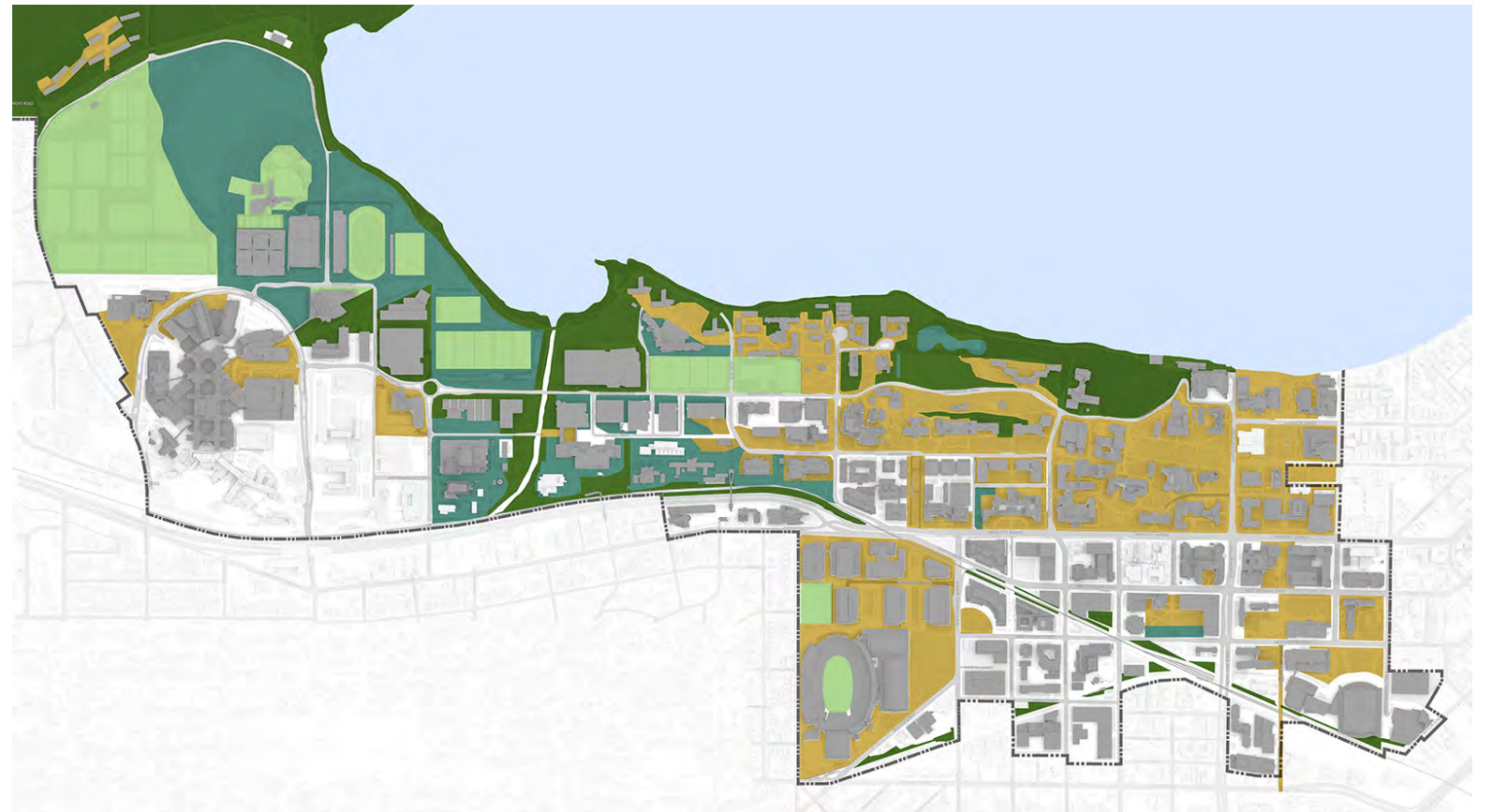


- Active Landscapes
- New Active Landscapes

LANDSCAPE MASTER PLAN

Overall Landscape Plan

1. Create a cohesive campus through interconnected landscape spaces
2. Establish the Near West campus as a “Green District” comprised of different working landscapes adjacent Lake Mendota and Willow Creek
3. Preserve the natural lakeshore edge



Active Landscapes Natural Landscapes Social Landscapes Working Landscapes

LANDSCAPE MASTER PLAN

Streetscape Approach

Establish a hierarchy of streetscapes:

- Gateway Streets
- Primary Streets
- Secondary Streets
- Green Streets

Develop design guidelines and landscape standards around each streetscape type:

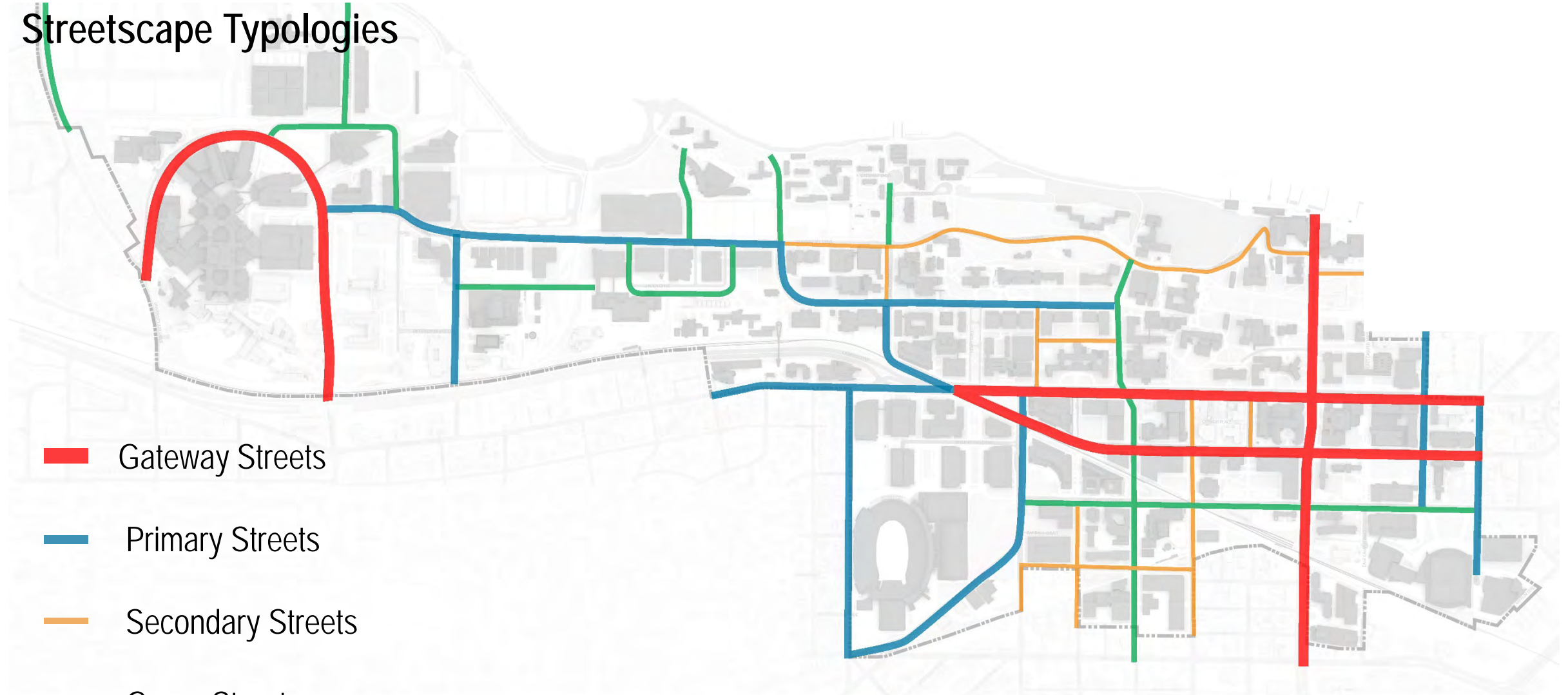
- Typical terrace and sidewalk widths
- Planting standards
- Paving standards
- Site furnishings



LANDSCAPE MASTER PLAN

Streetscape Typologies

- Gateway Streets
- Primary Streets
- Secondary Streets
- Green Streets

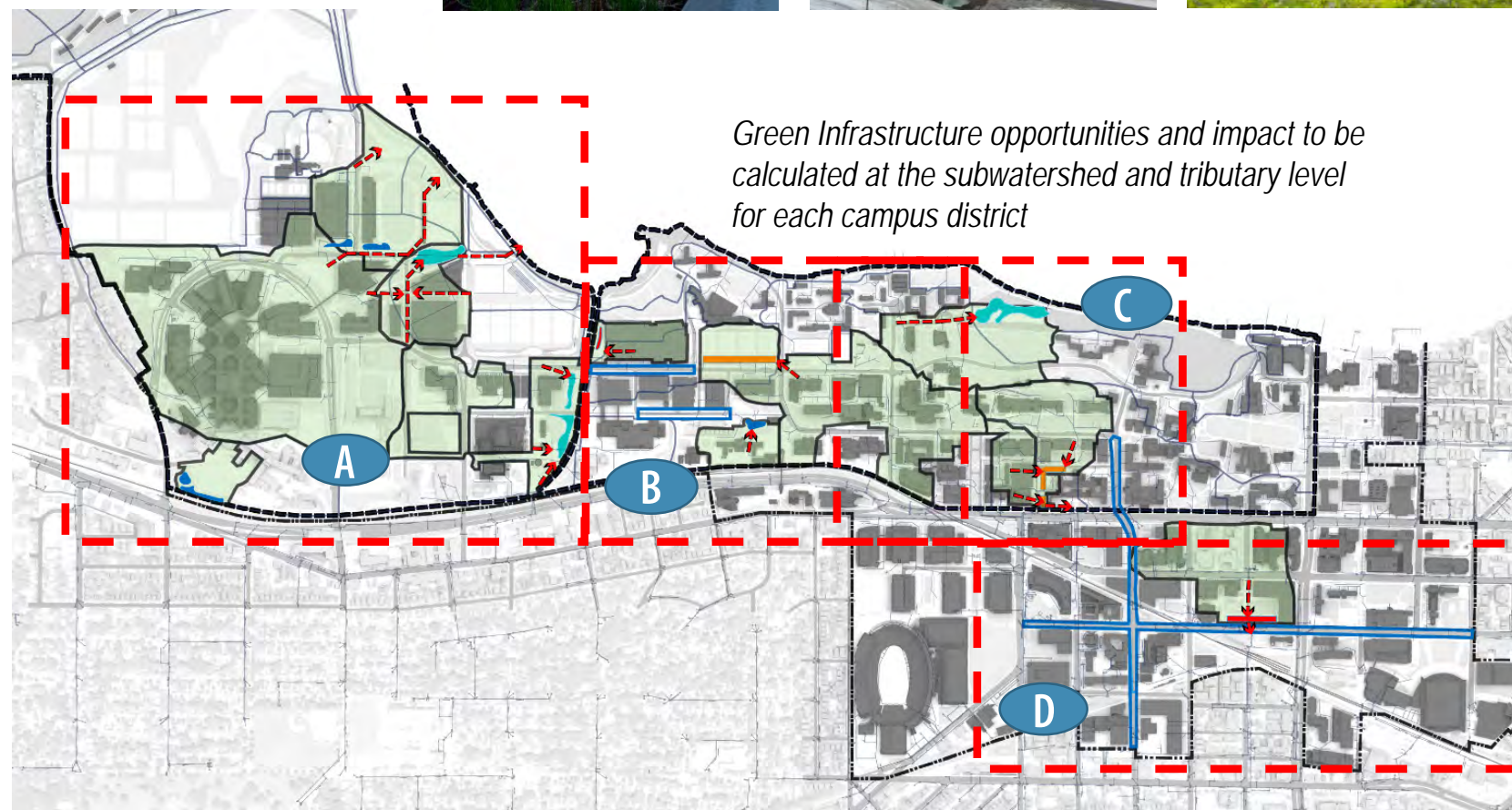
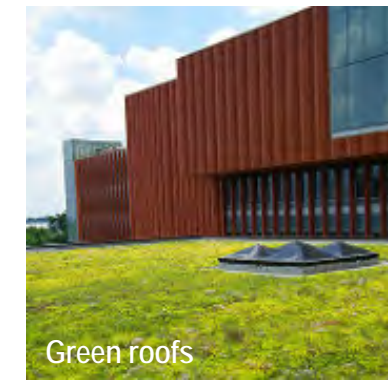


GREEN INFRASTRUCTURE DRAFT PLAN

Campus-wide Multi-site Opportunities

Green Infrastructure Enhancement Strategies:

1. Maximize Green Infrastructure (GI) Opportunities:
 - Impervious Area Reduction
 - Biofiltration
 - Underground Treatment
 - Green Streets
 - Green Roof Implementation
 - Vegetation Selection
2. Strengthen GI/Stormwater Management Performance Standards
3. Implement “Multi-Site” GI/Stormwater Treatment Features in Conjunction with Open Space Enhancements.



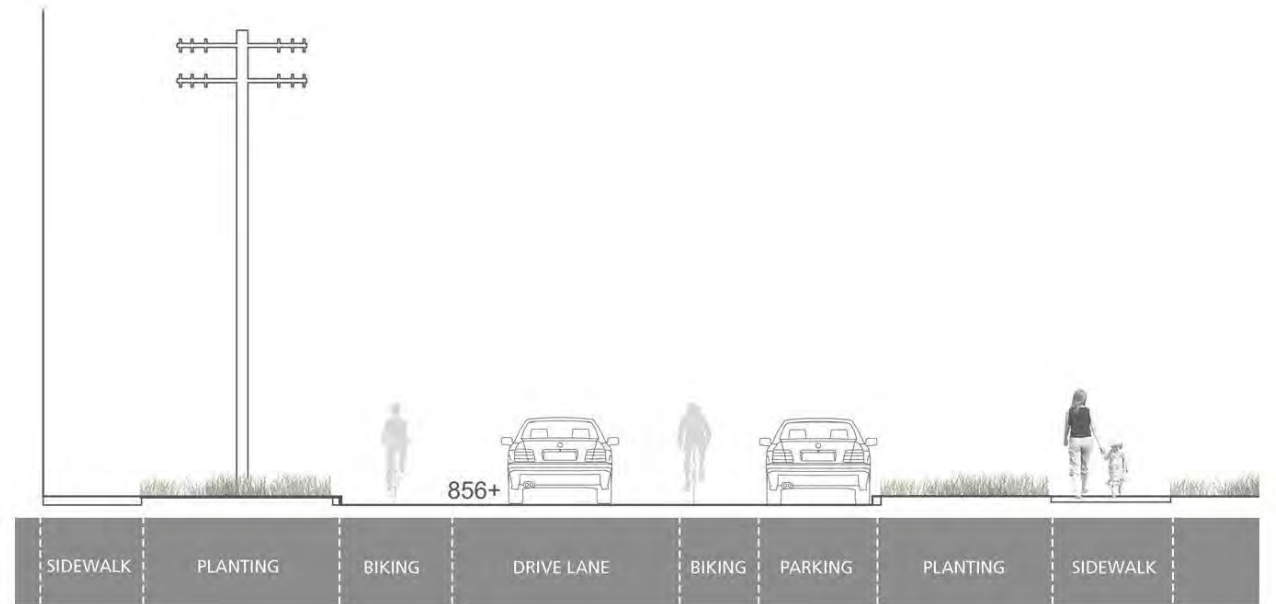
GREEN INFRASTRUCTURE DRAFT PLAN

Charter Street as Green Street

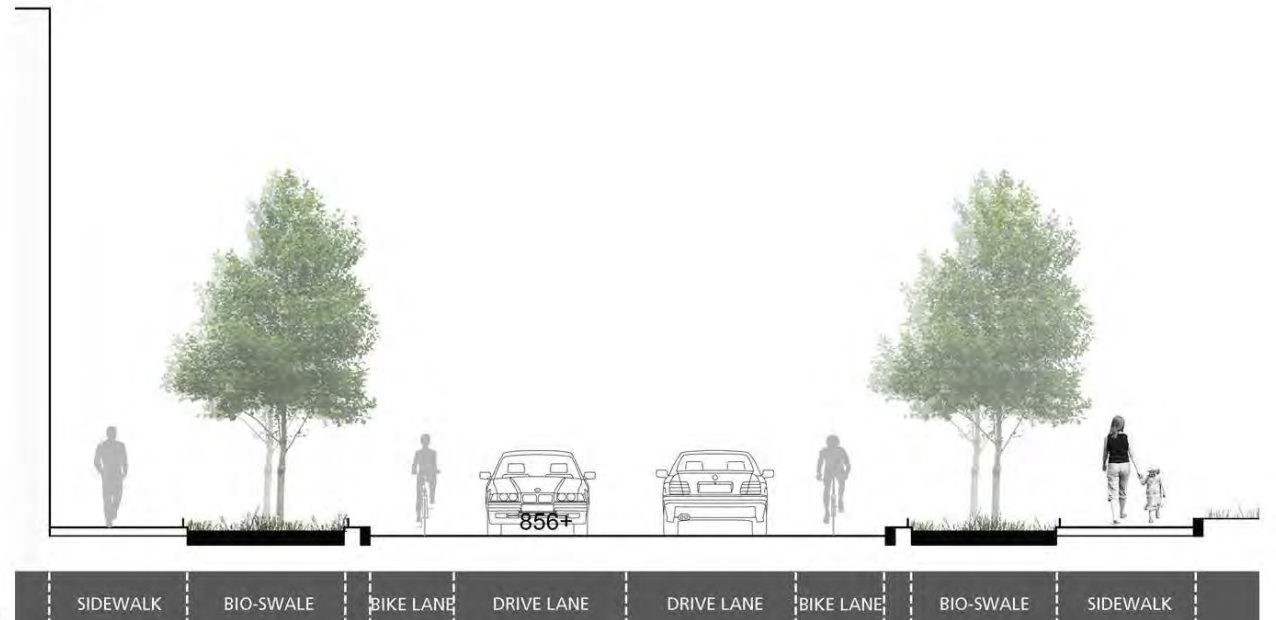
- Use terraces for bioswales.
- Convert Charter St. to two-way traffic south of Dayton, add bike lanes.



Existing



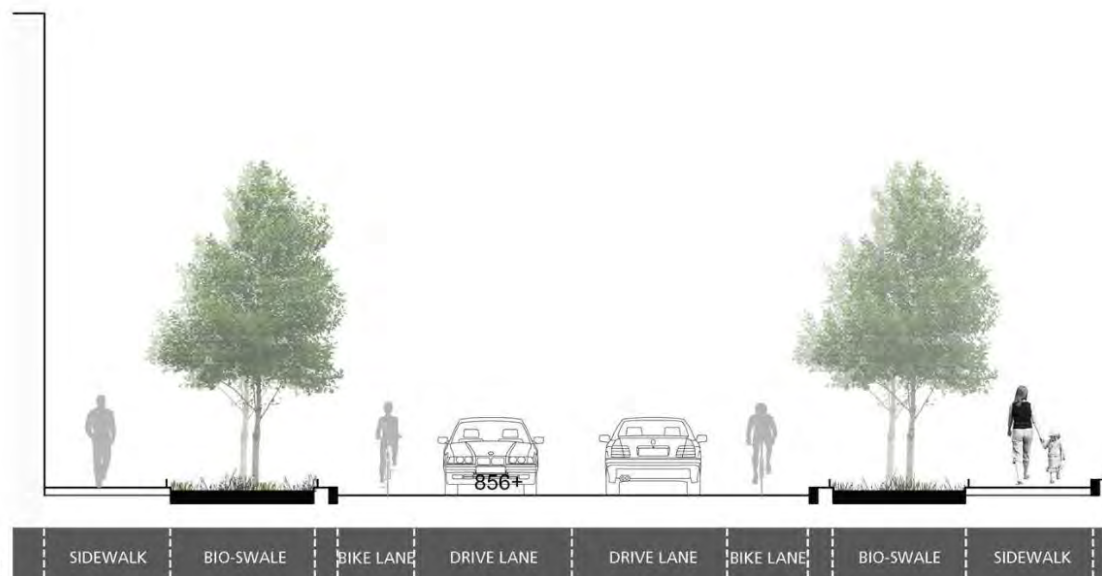
Proposed



GREEN INFRASTRUCTURE DRAFT PLAN

Dayton Street as Green Street

- Incorporate bioswales within sidewalk terraces.
- Maintain hardscape terrace where sidewalk space is limited, and for areas of active street programming.



CENTRAL CAMPUS LANDSCAPE

Composite Plan

Central Campus Landscape:

- Preserve and enhance iconic malls and greens
- Promote new working landscapes to manage stormwater on site
- Create new landscape spaces through the Superblock and Humanities redevelopment



Natural Landscapes

- Forest
- Oak Savanna
- Meadow

Social Landscapes

- Traditional Lawn
- Courtyard
- Plaza / Terrace
- Pedestrian / Bike Mall

- Garden
- Waterfront
- Occupied Greenroof

Working Landscapes

- Wetland
- Raingarden / Detention
- Parking / Loading
- Non-Occupied Greenroof

Streetscapes

- Arterial Street
- Green Street
- Neighborhood

OBSERVATORY HILL FOCUS AREA

Prairie and Wetland

- Locate visitor parking outside of critical landscape viewshed
- Provide passive lawn area adjacent to Elizabeth Waters Hall
- Re-route pathways around Native American mound group



Parque del Humedal, Minghu, China, Turenscape



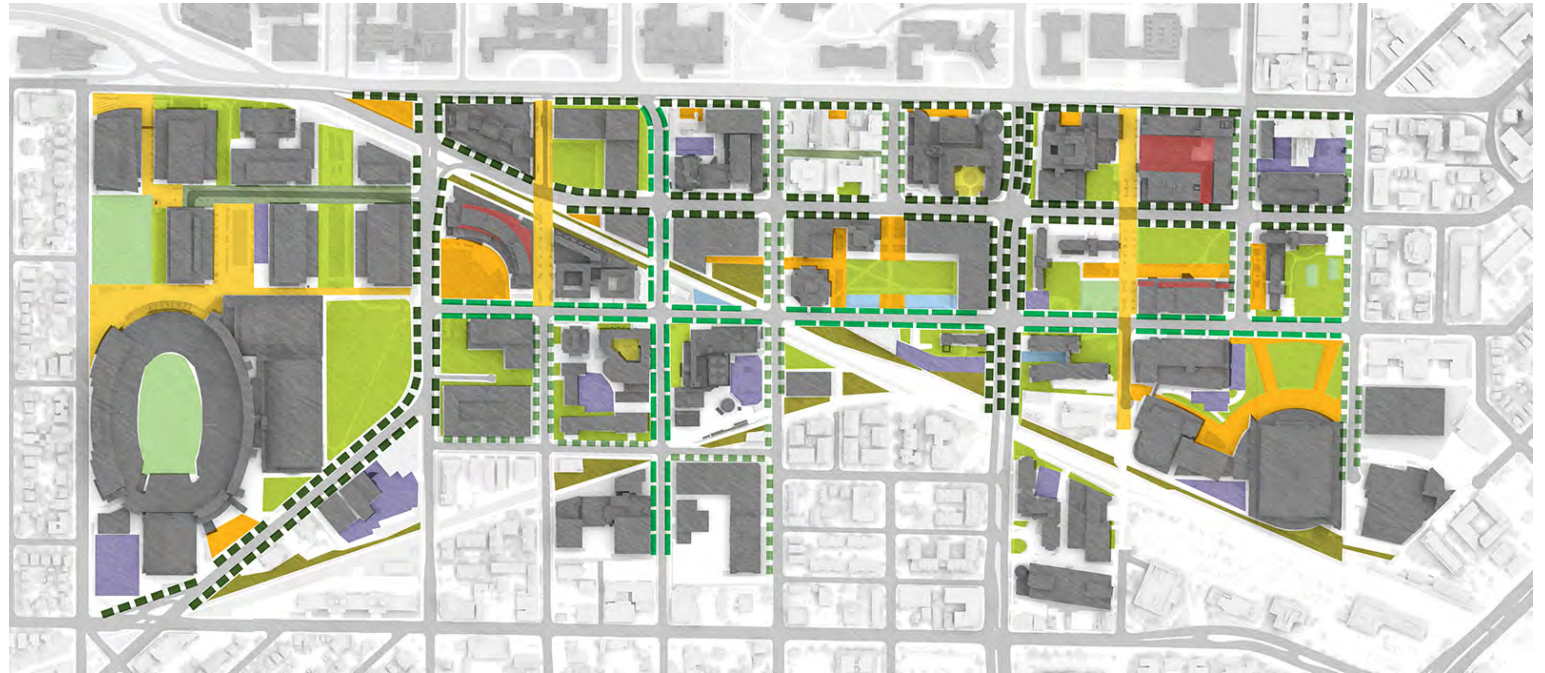
OBSERVATORY HILL FOCUS AREA

Prairie and Wetland



SOUTH CAMPUS LANDSCAPE Composite Plan

1. Improved pedestrian streetscape network
2. Improved connectivity of open spaces
3. Improved stormwater management



Natural Landscapes

■ Meadow

Social Landscapes

■ Traditional Lawn

■ Courtyard

■ Plaza / Terrace

■ Pedestrian / Bike Mall

■ Occupied Greenroof

Working Landscapes

■ Raingarden / Detention

■ Parking / Loading

■ Green Alley

Active Landscapes

■ Recreational
Sports Athletics

Streetscapes

■ Arterial Street

■ Green Street

■ Neighborhood
Street

NEAR WEST CAMPUS LANDSCAPE Composite Plan

- Establish the Near West Campus as a “Green District”
- Provide a variety of working landscapes / green infrastructure features to manage stormwater
- Promote a natural aesthetic at the lakeside residence halls



Natural Landscapes

- Forest
- Oak Savanna
- Meadow

Social Landscapes

- Traditional Lawn
- Courtyard
- Plaza / Terrace
- Garden
- Waterfront

Working Landscapes

- Raingarden / Detention
- Parking / Loading
- Non-Occupied Greenroof

Active Landscapes

- Recreational Sports Athletics

Streetscapes

- Arterial Street
- Green Street
- Neighborhood

WEST CAMPUS LANDSCAPE Composite Plan

- Improved wayfinding to UW Hospital and Vet Med
- Improved stormwater management and resource use
- Concentrate high maintenance landscapes to the UW Hospital grounds



Natural Landscapes

- Forest
- Meadow

Social Landscapes

- Traditional Lawn
- Plaza / Terrace
- Waterfront
- Occupied Greenroof

Working Landscapes

- Wetland
- Raingarden / Detention
- Parking / Loading

Active Landscapes

- Recreational Sports Athletics

Streetscapes

- Arterial Street
- Green Street

TRANSPORTATION MASTER PLAN GOALS

- Emphasize walking and biking as key forms of transportation to and around campus.
- Improve the service and efficiency of transit operations.
- Build road network connectivity and redundancy while carefully managing single-occupant vehicle demand on the transportation network.
- Strategically add limited parking supply to address visitor parking deficiencies and meet projected demand by campus district.

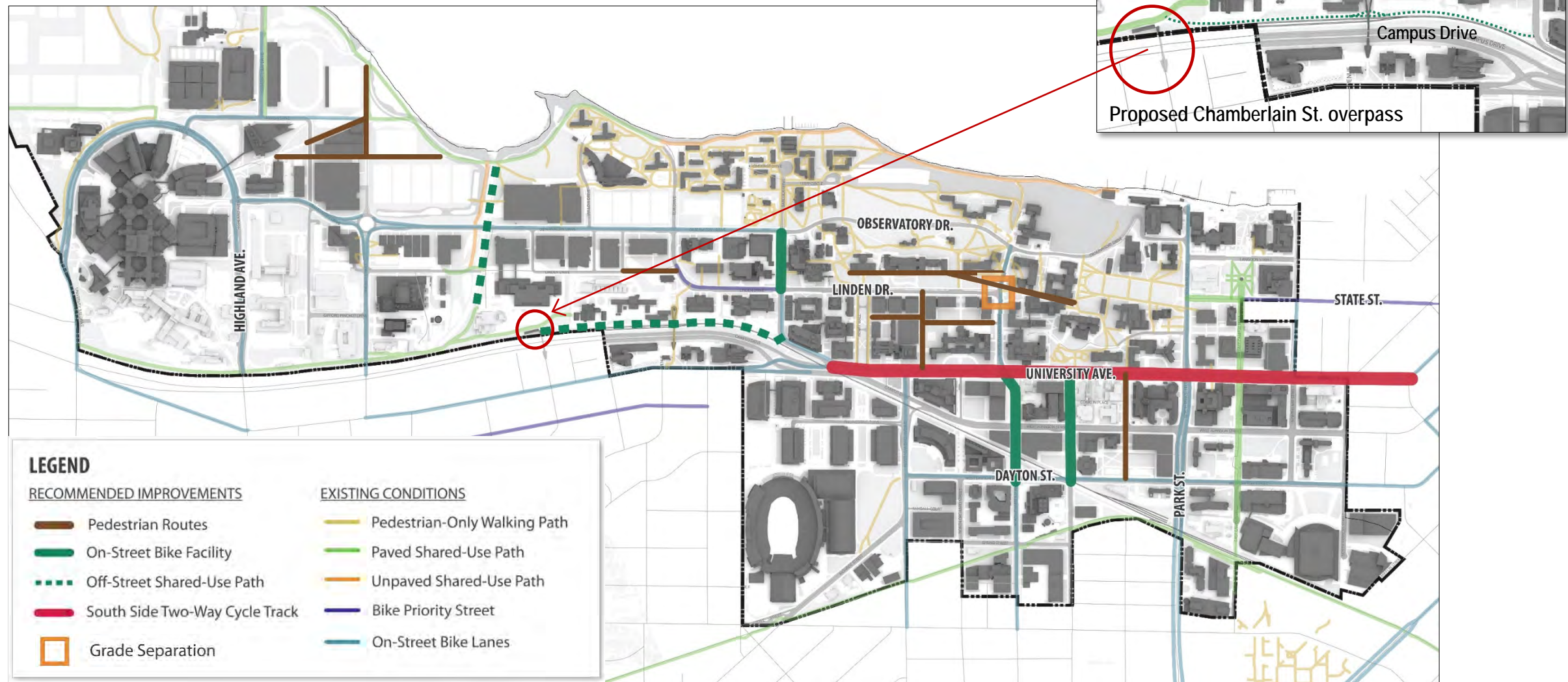
DRAFT VEHICLE ACCESS AND CIRCULATION – ROAD VACATIONS AND ADDITIONS



TRANSIT OPERATIONS

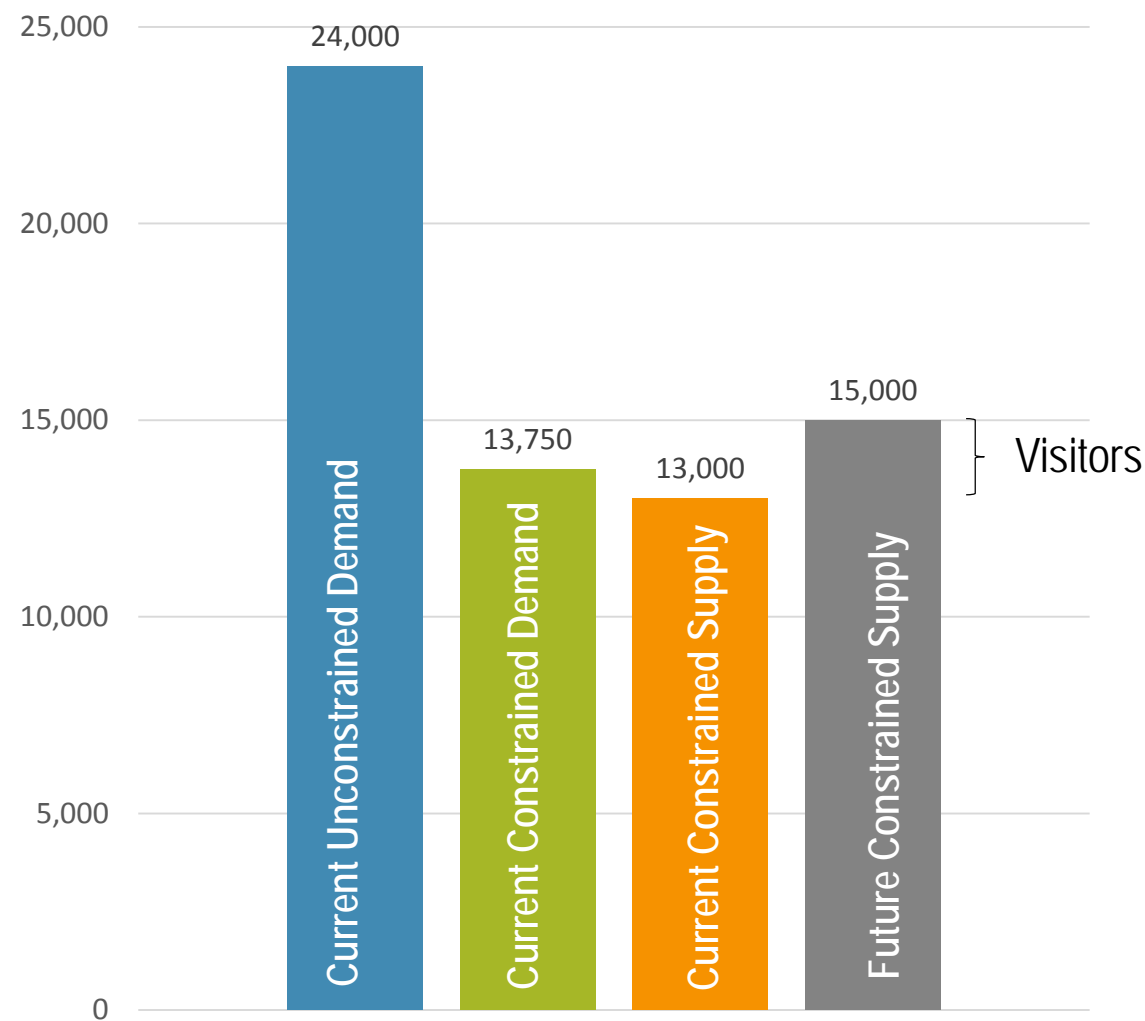
- Prioritize adding limited stop and/or express service from area park-and-rides to east, central, and west campus.
- Revert back to split Route 80 series circulator and connector structure.
- Add articulated buses to navigate bi-directional travel on Observatory Drive hill.
- Develop intercity bus operations center at redeveloped Lake Street ramp to remove queueing buses from University Avenue at East Campus Mall.

PEDESTRIAN AND BICYCLE IMPROVEMENTS



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.



PARKING REDUCTIONS



PARKING REPLACEMENT/ADDITIONS



PARKING REDUCTIONS AND ADDITIONS



OTHER PARKING RECOMMENDATIONS

- Closely monitor parking at Central Campus Superblock.
- Swing space needed to accommodate construction phasing by district.
- Add a protected left turn phase for southbound Charter Street at Johnson Street to accommodate future vehicle circulation demand in this area.
- Capitalize on potential for shifting UW Hospital parking demand off campus:
 - Establish limited stop and/or express bus service from area park-and-ride facilities to campus.
- Continue focus on meeting visitor parking demand by district.
- Continuously improve on leading alternative commuter solutions and Transportation Demand Management (TDM) program.



FOCUS AREAS



PRELIMINARY DRAFT PLAN

Focus Areas

1. Willow Creek and Linden
2. Charter and Linden
3. University Avenue



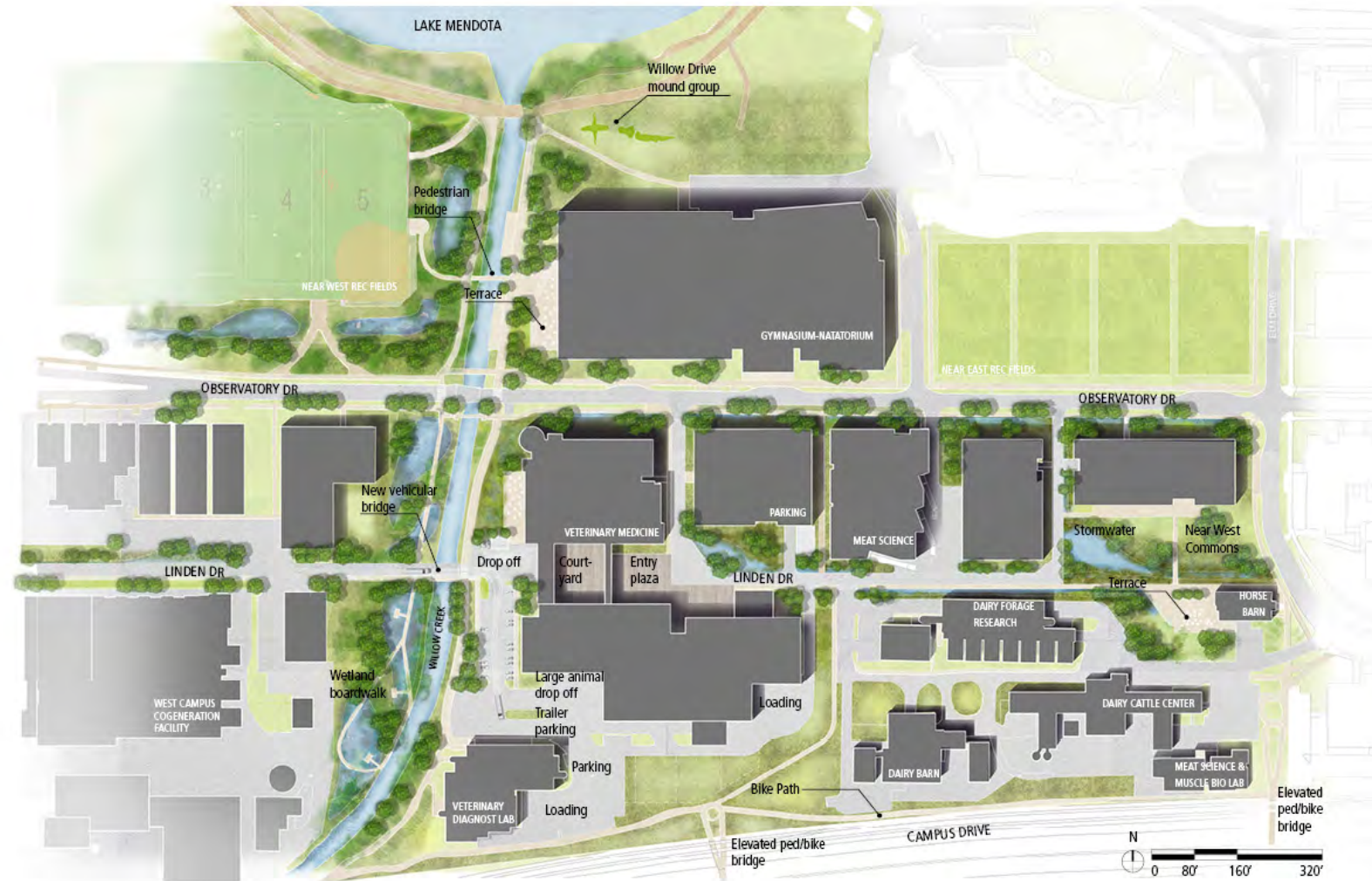
LINDEN DRIVE & WILLOW CREEK FOCUS AREA

Linden Drive:

- New Vet Med drop-off and vehicular bridge across Willow Creek
- Close east end of Linden Drive to establish a new commons at the Horse Barn
- “Green District” characterized by linked stormwater features and working landscapes

Natatorium:

- Promote an indoor-outdoor relationship between the west façade and Willow Creek.
- Provide seating terrace and new pedestrian bridge to rec fields

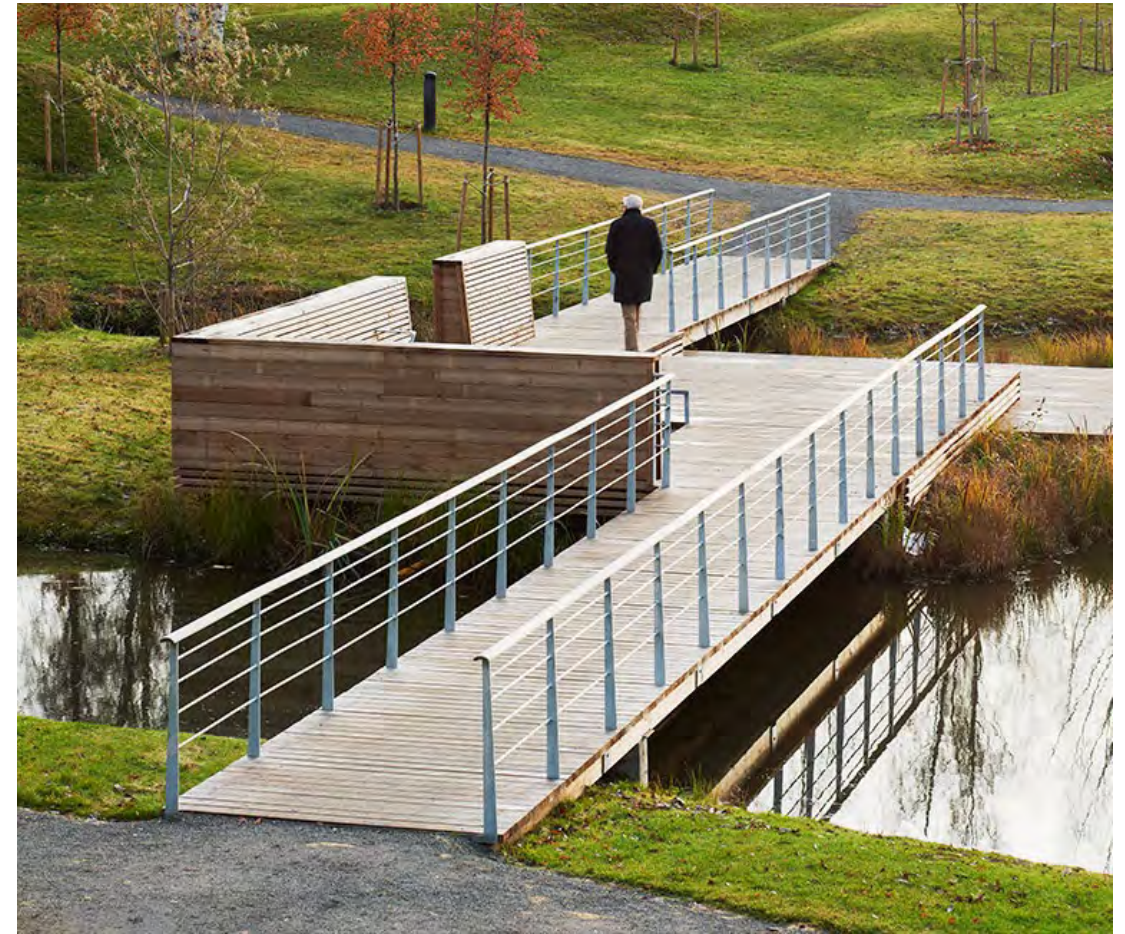


LINDEN DRIVE & WILLOW CREEK FOCUS AREA

Benchmarking: Willow Creek / Natatorium



Tanner Springs Park, Portland, Dreisettl Studio



Umeå University, Sweden, Thorbjörn Andersson/SWECO

N. CHARTER STREET BRIDGE - CONTEXT

Objectives:

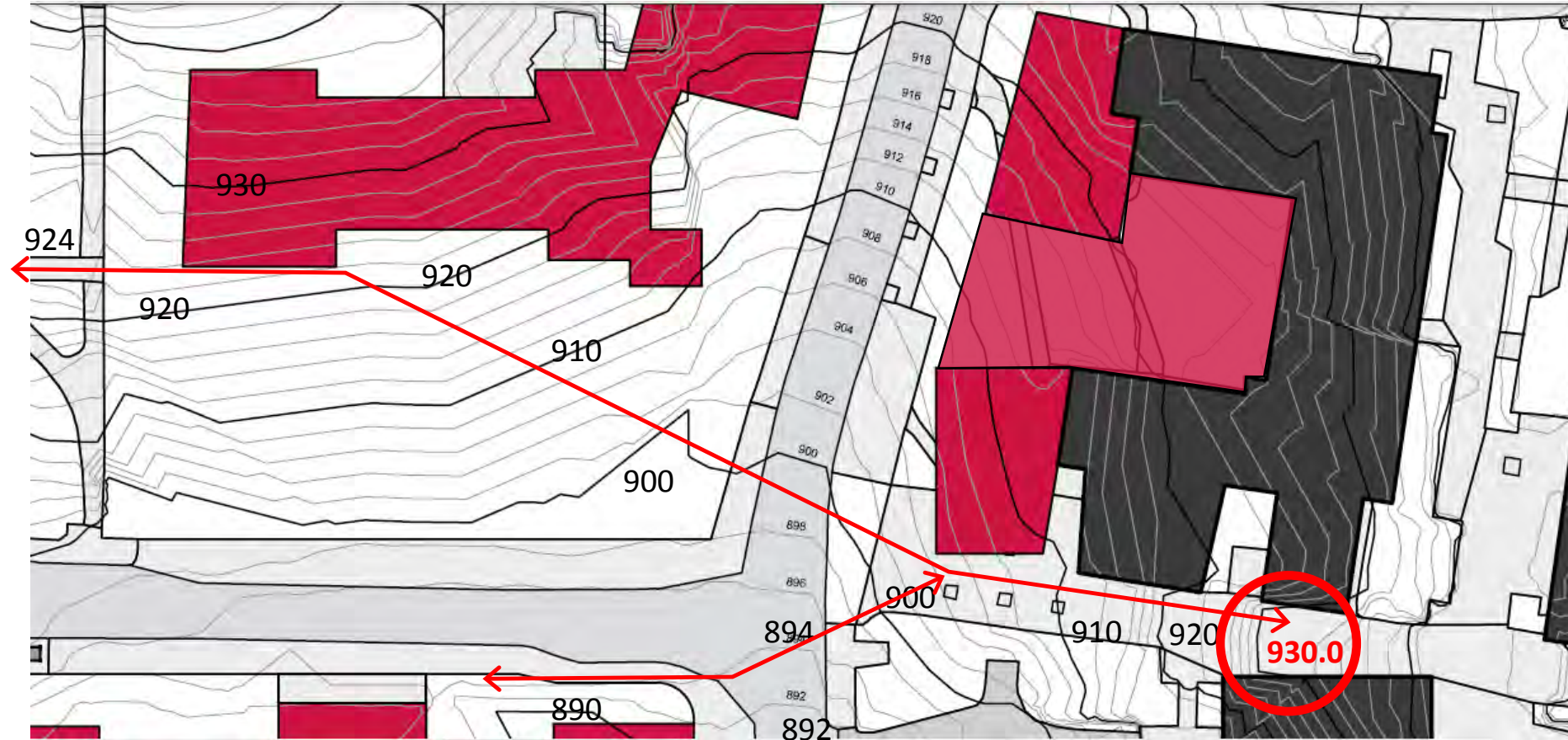
- Remove majority of pedestrian traffic from at-grade intersection
- Accommodate both E-W and N-S movement
- Allow ample daylight at street level
- Symbolic connection between Linden Mall and Bascom Hill
- Iconic – visual terminus to Linden Mall
- Attractive – attract people to use it



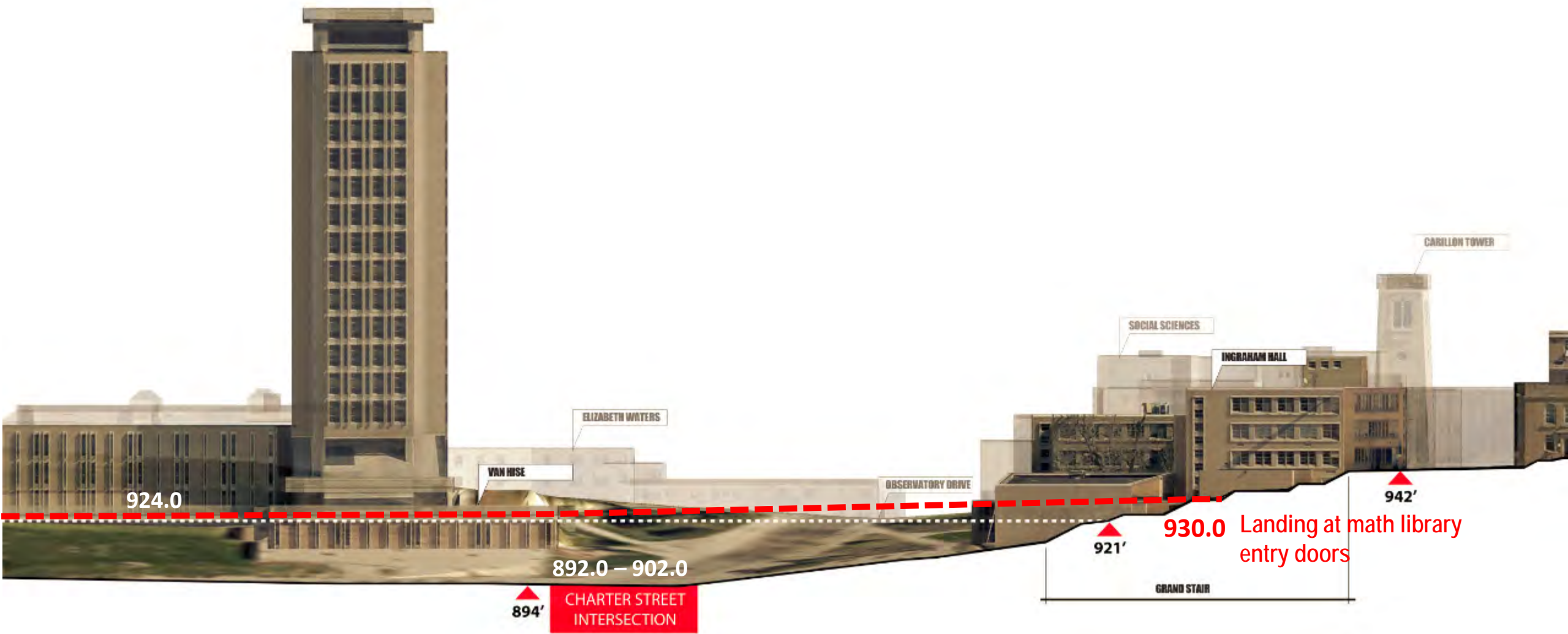
N. CHARTER STREET BRIDGE – ELEVATION CONTEXT

Objectives:

- Connect upper Linden walkway to Math Library doorway
- Allow sufficient elevation over Charter and Linden for buses and vehicles
- Must be adaptable for future campus development

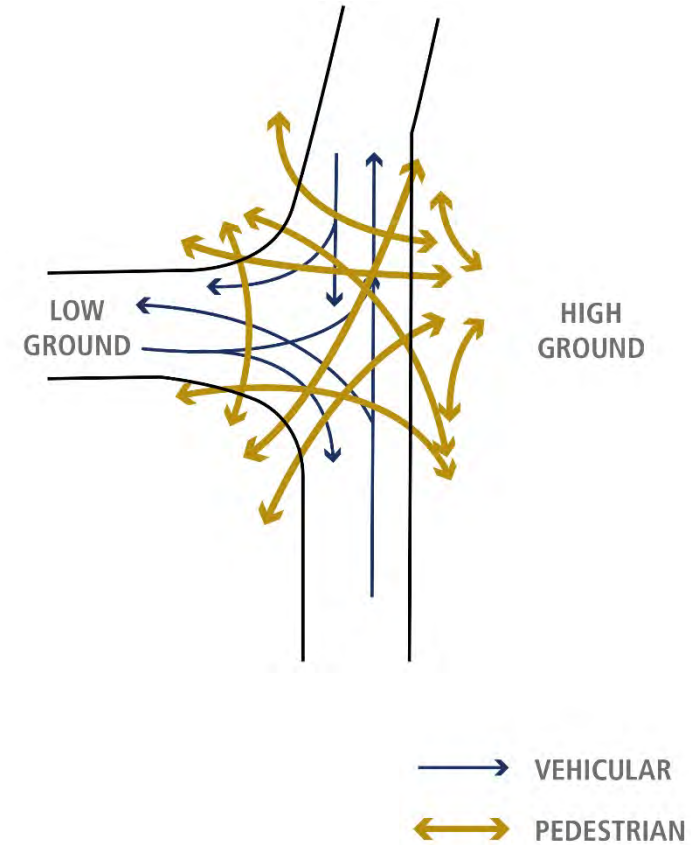
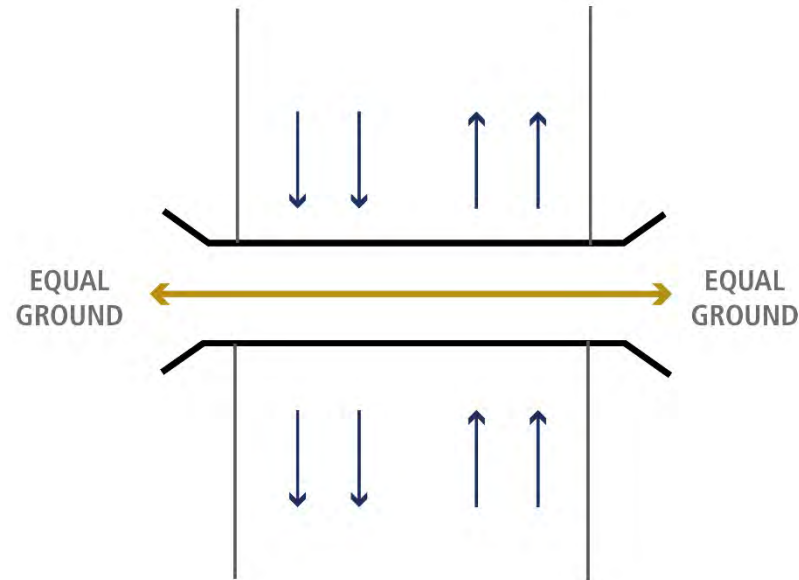


N. CHARTER STREET BRIDGE – ELEVATION OF CROSSING



N. CHARTER STREET BRIDGE – CONCEPT DIAGRAM

- Multi-modal conflicts
- Pedestrian movements at several floor levels
- Opportunity to create an architectural icon at the terminus of the Linden Mall



—→ VEHICULAR
↔ PEDESTRIAN

N. CHARTER STREET BRIDGE – LANDSCAPE BRIDGE

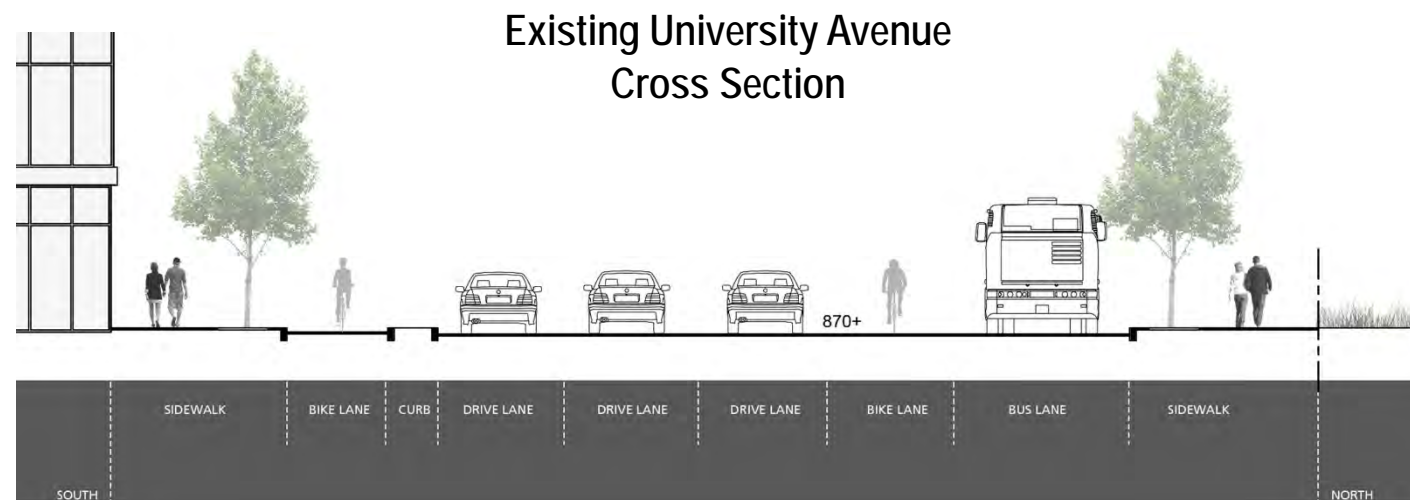
- Establish the upper level as the new primary pedestrian level
- Vegetation on structure conceptually extends the Greater Mall to Bascom Hill
- Utilize interior vertical circulation options with new buildings
- Provides sky lights and lighting below



UNIVERSITY AVENUE BICYCLE IMPROVEMENTS

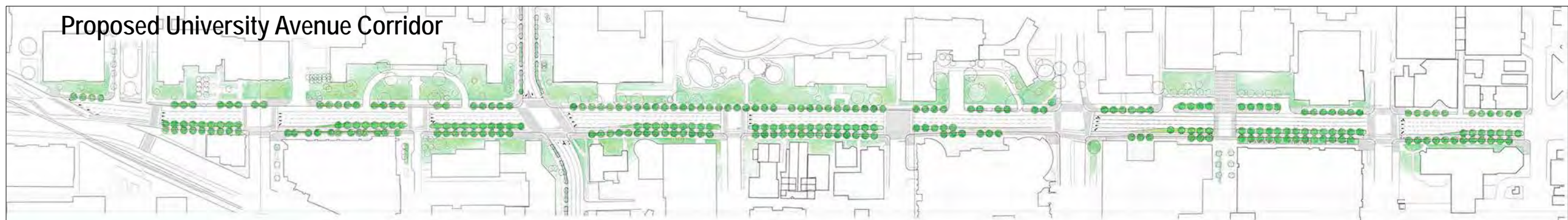
Existing Typical Cross-Section

- Bus lane
- Westbound bike lane
- Three vehicle travel lanes
- Curb buffer
- Eastbound contra-flow cycle track



- **Recommendation: Combine cycle track to one side of University Avenue.**
- Landscape medians between cycle-track and vehicle traffic improves campus image and safety along high volume corridor.

Proposed University Avenue Corridor



UNIVERSITY AVENUE BICYCLE IMPROVEMENTS – TYPICAL CROSS-SECTION

Proposed South Side Cycle Track



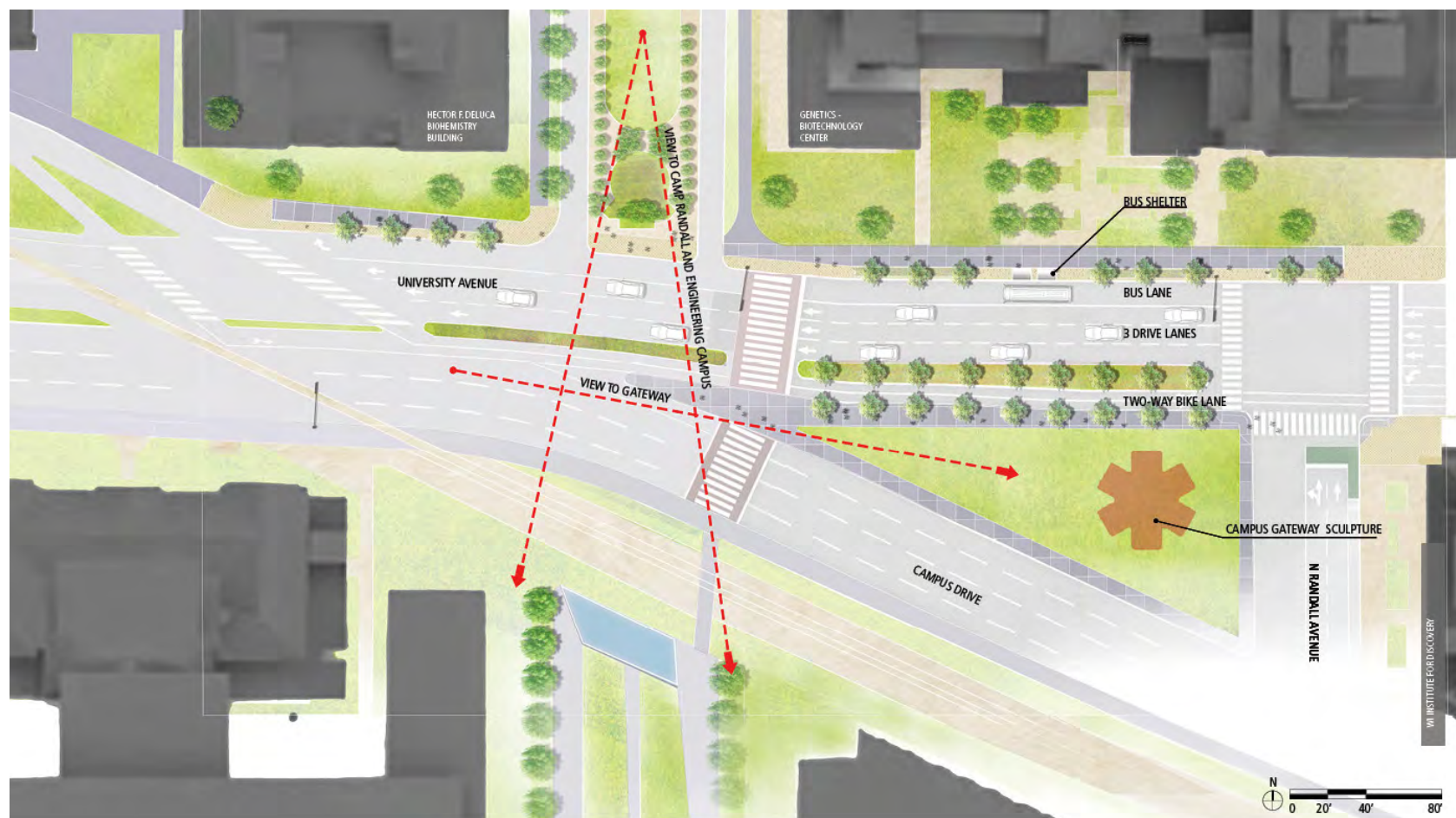
UNIVERSITY AVENUE BICYCLE IMPROVEMENTS – TYPICAL BLOCK

- Cycle track location proposed on the south side
- Landscape medians provide a buffer between bicyclists and vehicle traffic
- Street trees and planted terraces slow traffic, improve pedestrian experience, and improve campus image



UNIVERSITY AVENUE BICYCLE IMPROVEMENTS – AT HENRY MALL

- New signal provides pedestrian crossing east of Henry Mall
- Reinforce visual connection between Henry Mall, Engineering Quad and Camp Randall (future)
- Lorch Street parcel – either gateway or redevelopment opportunity





NEXT STEPS



The background of the slide is a faded image of a large, historic building with many windows and a central tower, likely the Old Capitol building in Madison, Wisconsin. The building is surrounded by trees with yellowing leaves, suggesting an autumn setting. A red banner is visible at the top left of the slide.

NEXT STEPS

Revised Preliminary Master Plan

- Public Open House #5
- Wednesday, April 13, 7-9pm
- Signe Skott Cooper Hall Auditorium, 701 Highland Ave

Over the Summer

- Finalize plan and document

City Review and Approval Process

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

NEXT STEPS

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



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](#).

Master Plan Alternatives Workshop

On October 27, the University unveiled the master plan alternatives. The master planning team is considering multiple concept designs each for 7 areas of campus: Observatory Hill, the Central Superblock, South Campus, University Avenue, Charter Street, Linden Drive/Willow Creek, and West Campus. This is a critical stage in the master planning process, and we need your review, reactions, and suggestions.

[Alternatives Workshop >>](#)

Status Report: February 2016

Welcome to 2016! Even though the calendar year has inched up by one, the 2015 Campus Master Plan is just clearing the 54% completion point. Note the prefix of '2015' will continue as this is the official name and year of the plan. Check out the [February newsletter](#) for information on the 'West Campus Area' and a brief discussion on our approved Master Plan Update goals.

Sign Up For Updates

Timeline

- Public Open House #3: Draft Alternatives**
10/27/2015 - 5:00pm to 7:00pm
- 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

Past Presentations, Meeting Notes & Newsletters

The following materials can be viewed on the 'Current Information' tab of the 2015 Campus

NEXT STEPS



**2015 UW-Madison
Campus Master Plan Update**
masterplan.wisc.edu
Open House #5

Photographer: Jeff Miller

Public Open House #5
April 13, 2016 7-9PM
Signe Skott Cooper Hall, Auditorium
701 Highland Avenue

Public Parking:
Available in Lot 75 & Lot 76 parking ramps
Refreshments will be provided

**Revised Preliminary
Master Plan Presentation**



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