

*"Man shapes himself through decisions that shape his environment."*

*Rene Dubos*



**WISCONSIN**  
UNIVERSITY OF WISCONSIN-MADISON

# CAMPUS MASTER PLAN UPDATE ALTERNATIVES

**Public Open House**  
**October 27, 2015**



# AGENDA

1. Campus Framework Plan Review
2. Interdisciplinary Alternatives Overview and Discussion
  - Central Campus
  - South Campus
  - Near West Campus
  - West Campus
3. Next Steps

[illegible]

☐ Campus Planning Committee

 Campus Public Outreach

## 2015 MASTER PLAN GOALS

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

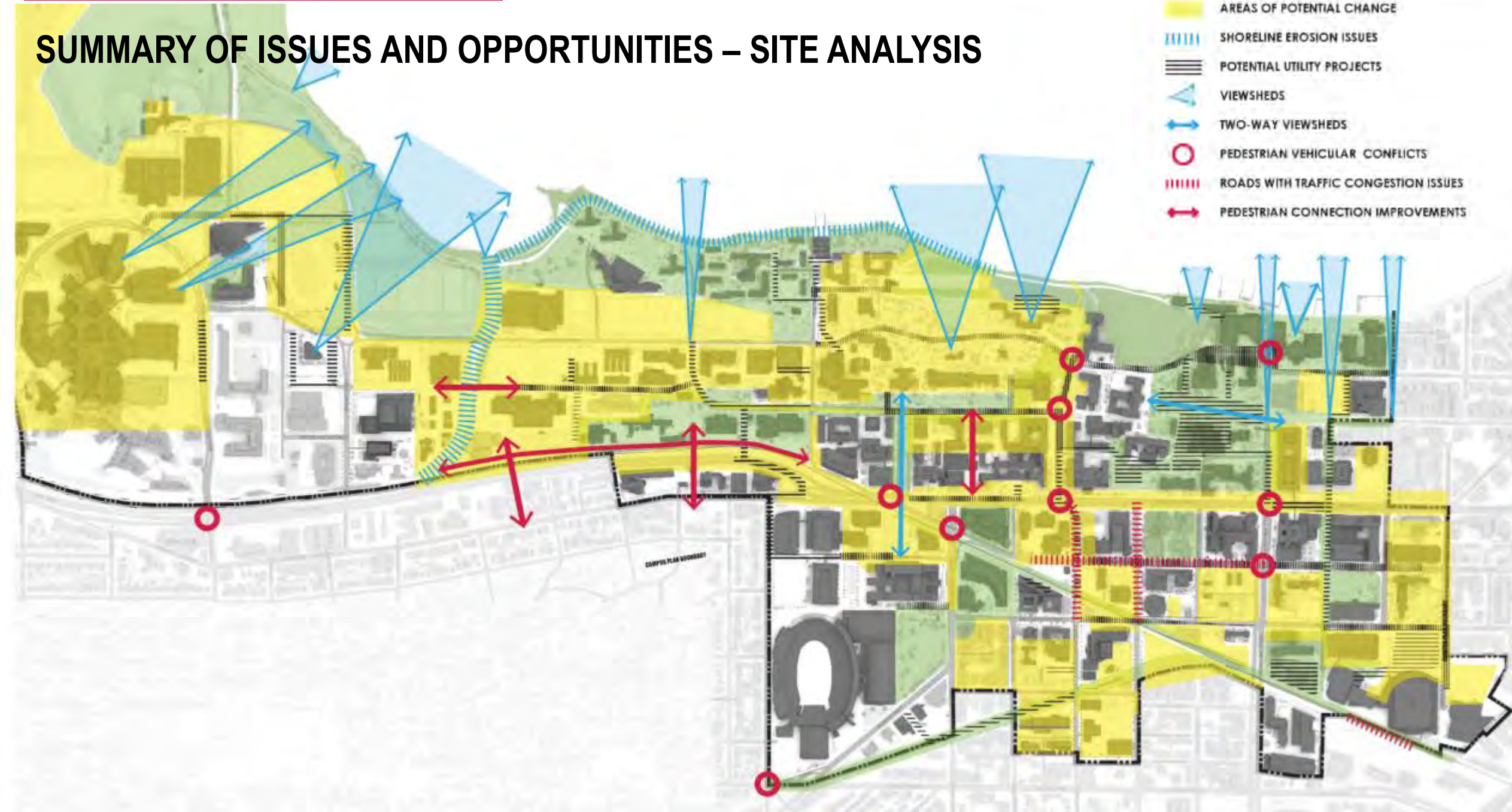


## 2. CAMPUS FRAMEWORK PLAN



# SUMMARY OF ISSUES AND OPPORTUNITIES – SITE ANALYSIS

- AREAS OF PRESERVATION
- AREAS OF POTENTIAL CHANGE
- SHORELINE EROSION ISSUES
- POTENTIAL UTILITY PROJECTS
- VIEWSHEDS
- TWO-WAY VIEWSHEDS
- PEDESTRIAN VEHICULAR CONFLICTS
- ROADS WITH TRAFFIC CONGESTION ISSUES
- PEDESTRIAN CONNECTION IMPROVEMENTS



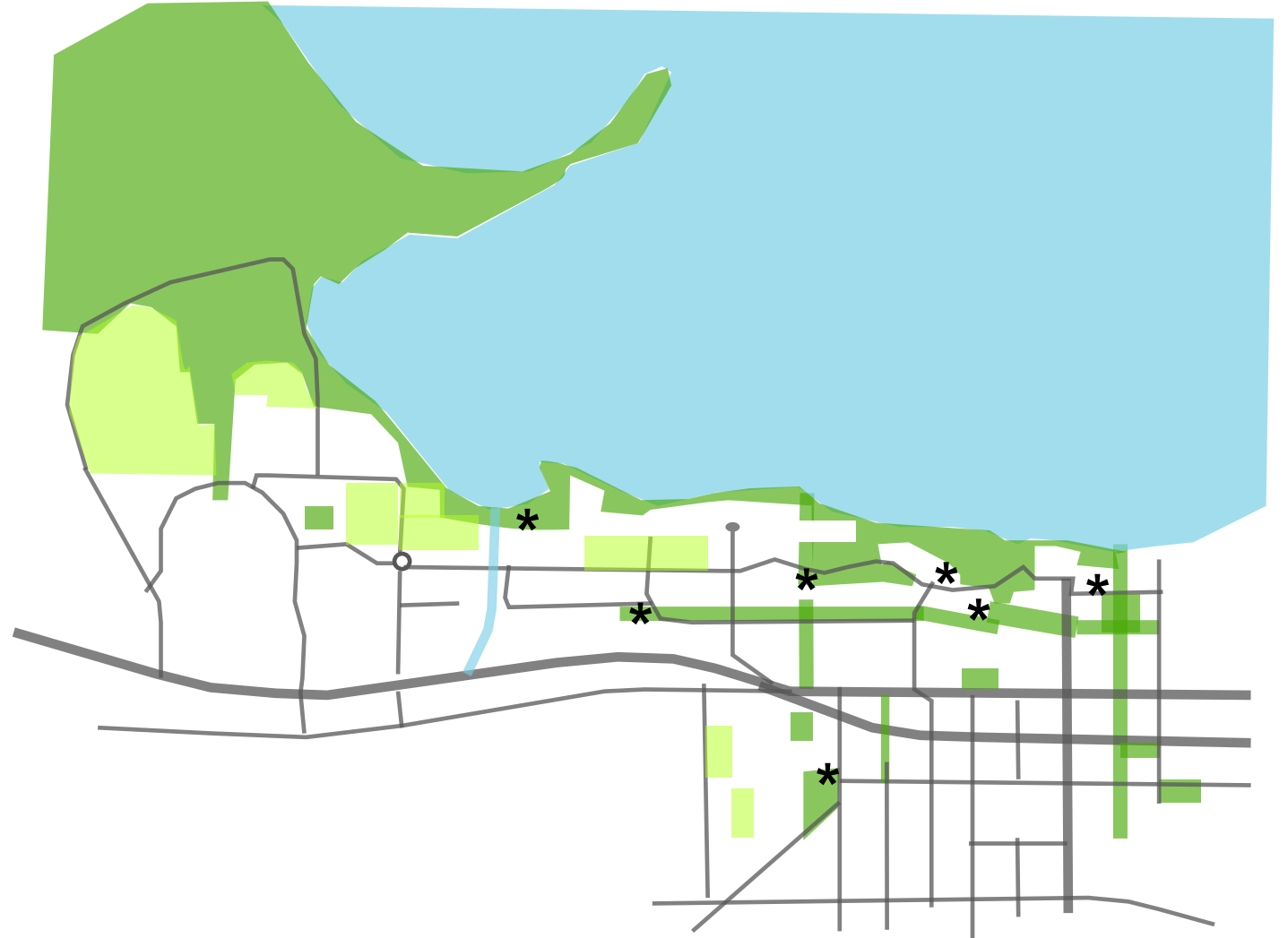
# EXISTING CAMPUS LANDSCAPE PATTERNS

- Natural areas
- Cultural/historical landscapes
- Quads and courtyards
- Pedestrian malls
- Athletic + recreation fields

landmarks \*

existing open space ■

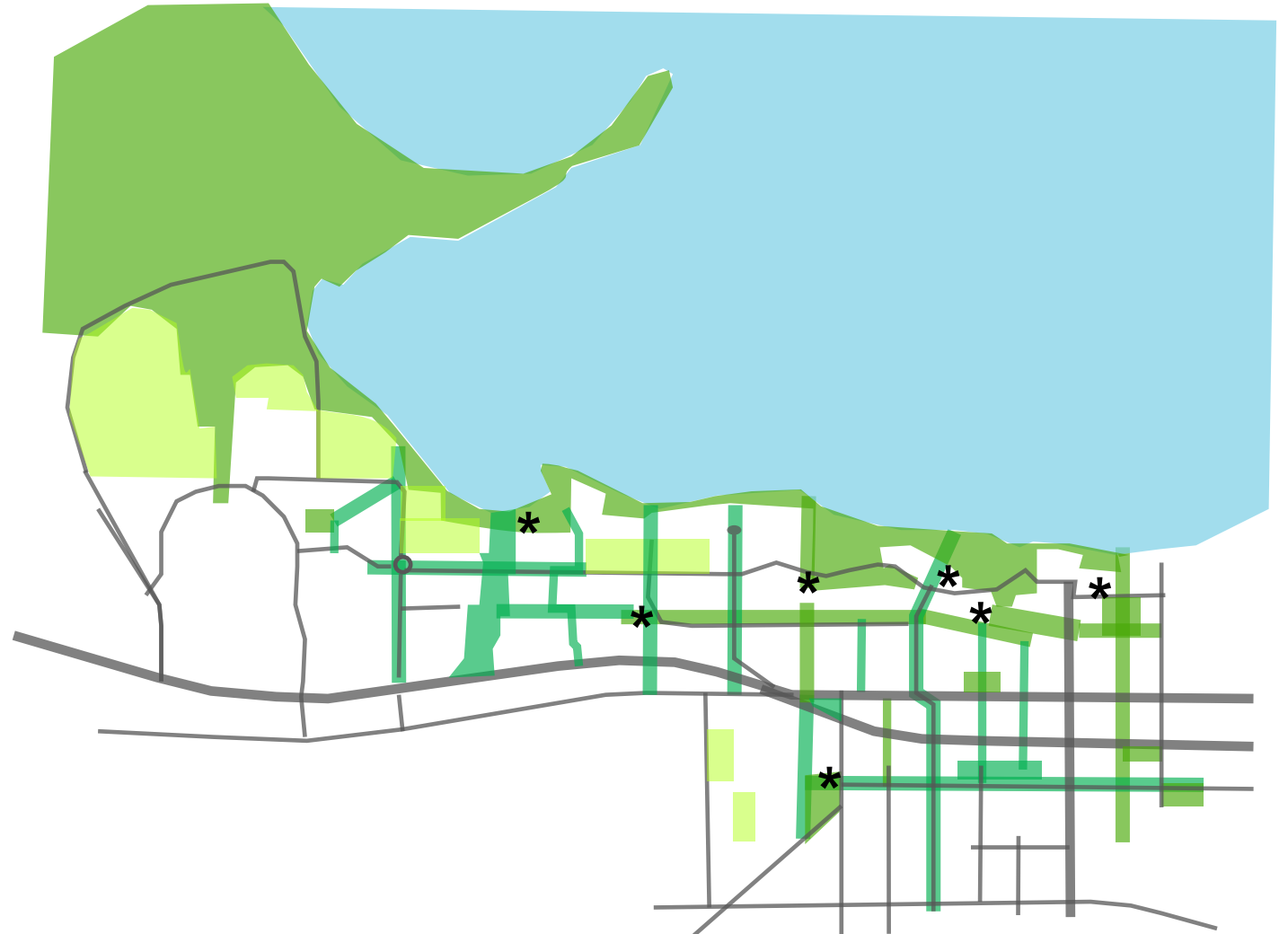
athletics + rec fields ■



# LANDSCAPE CONCEPT PLAN

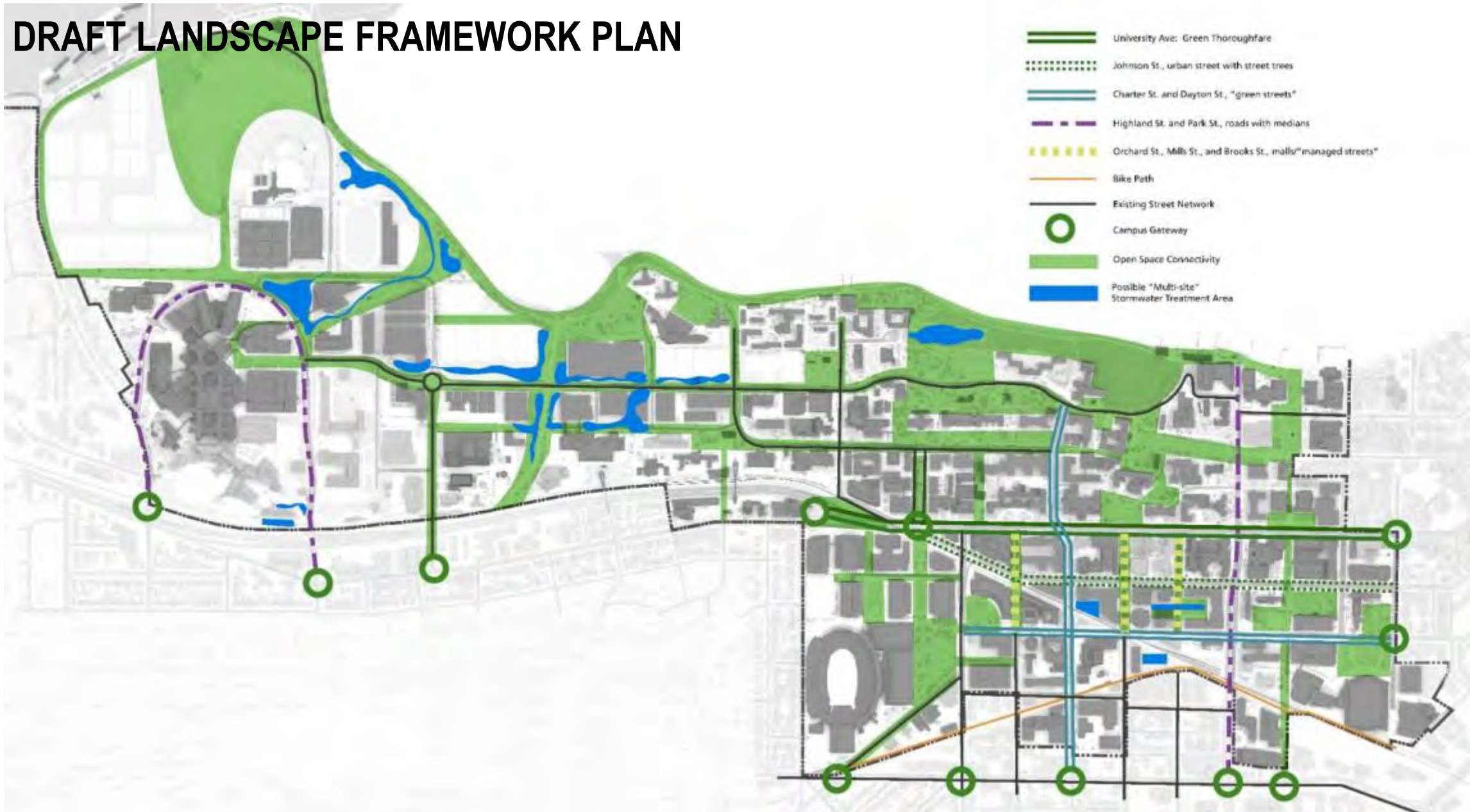
- More intentional
- More connected
- More engaging
- More natural
- More iconic

landmarks	*
existing open space	■
athletics + rec fields	■
proposed quads, malls, and corridors	■





# DRAFT LANDSCAPE FRAMEWORK PLAN



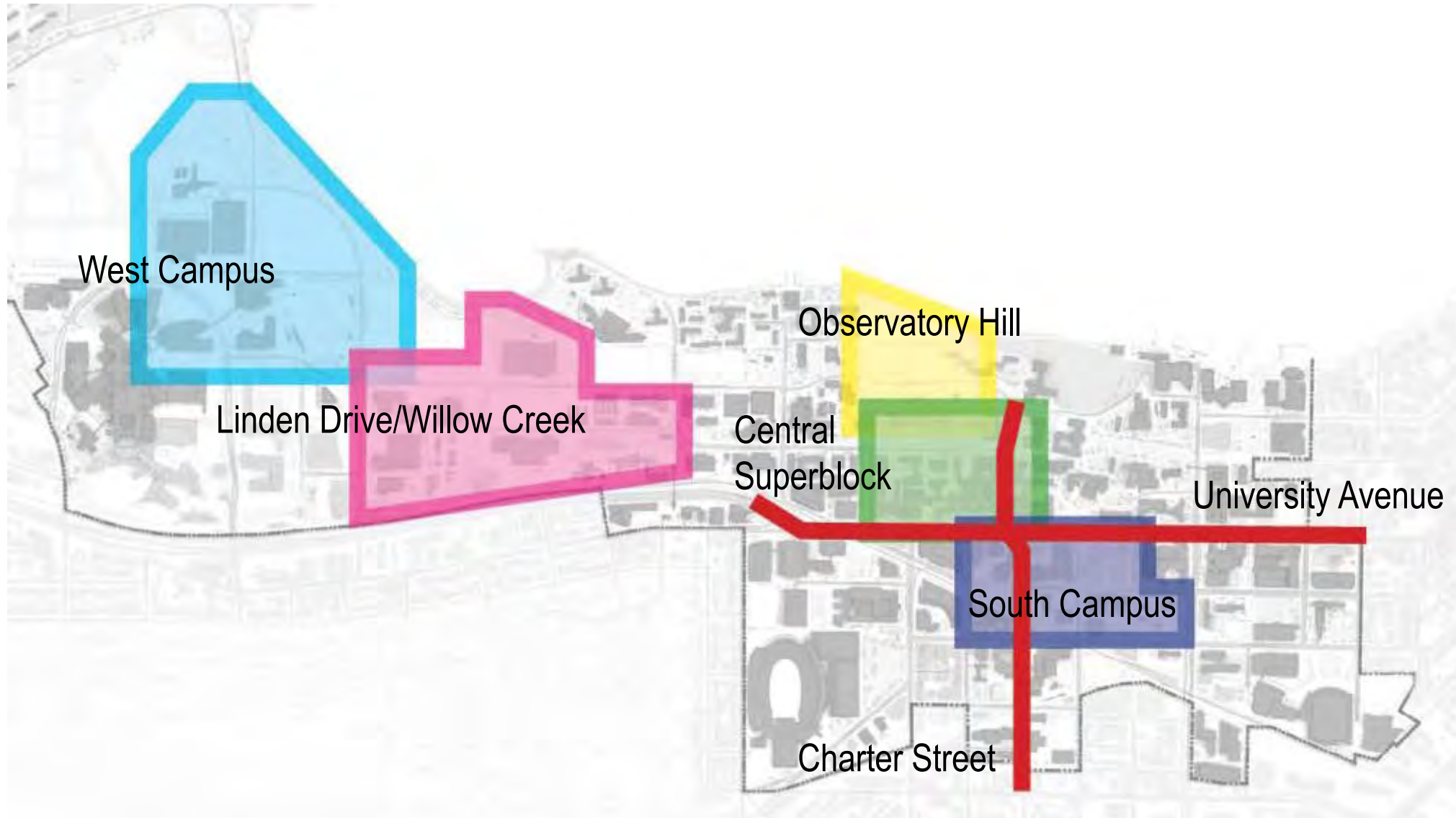




## 2. ALTERNATIVES REVIEW



# STUDY AREAS OVERVIEW





# **OBSERVATORY HILL**





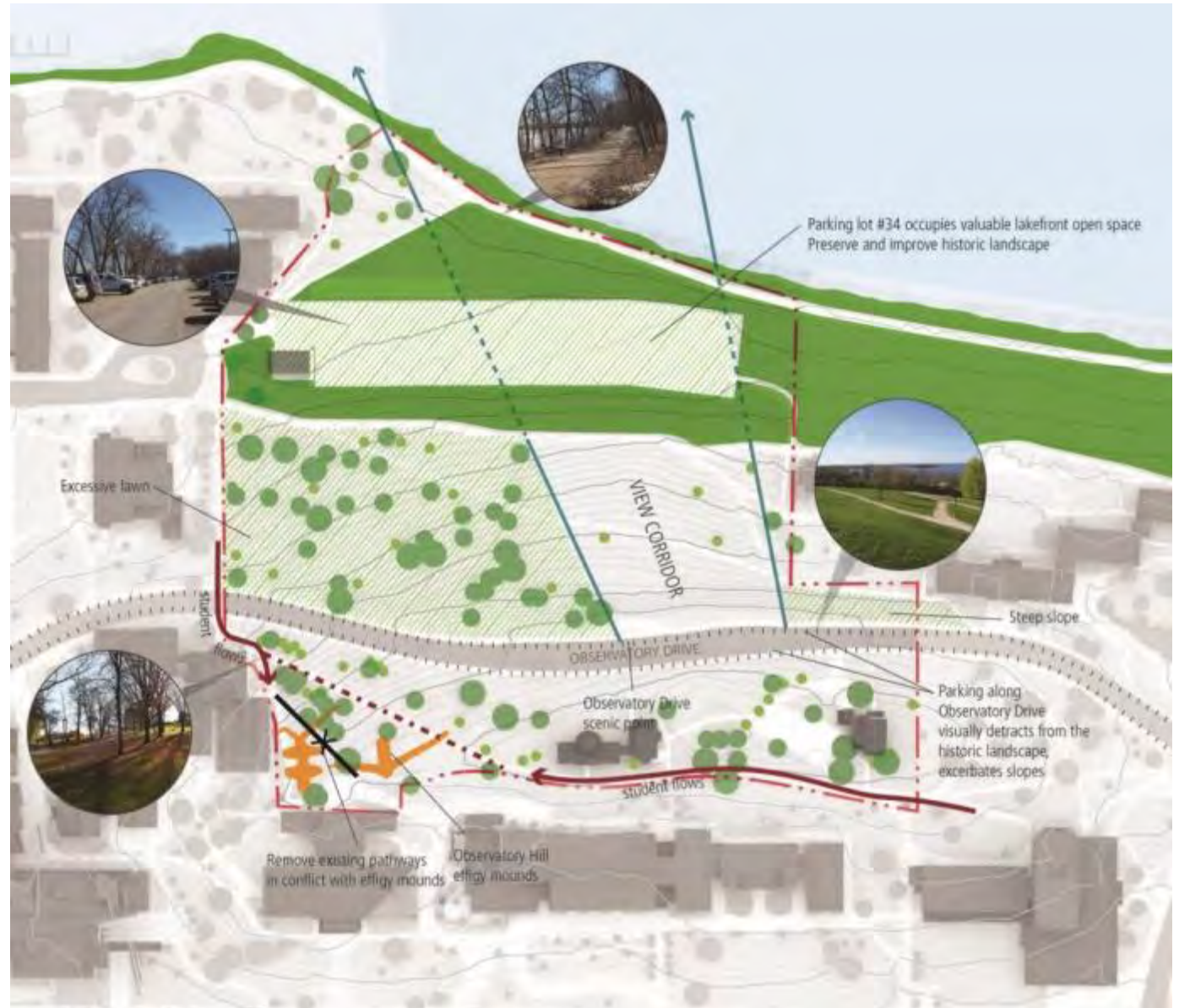
# OBSERVATORY HILL



# OBSERVATORY HILL

## Drivers and Opportunities

- Desire to reclaim historic area for open space & enhance the iconic views
- Need for additional stormwater treatment closer to the lake
- Desire to better protect and showcase the Native American history on campus



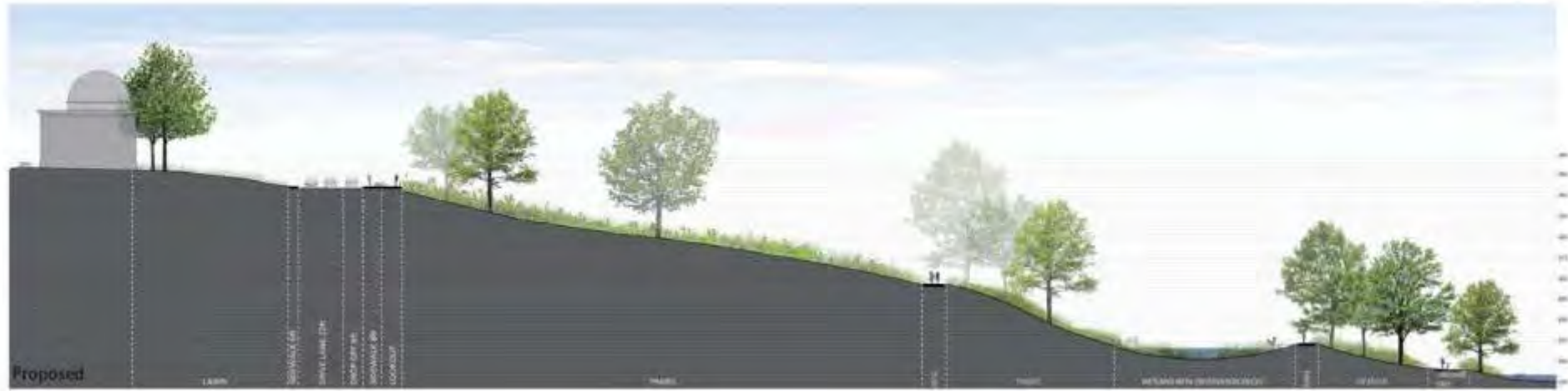


## OBSERVATORY HILL - CONCEPT 1: PRAIRIE AND WETLAND

- Relocated parking lot #34 and street parking along Observatory Drive to south of Linden Drive
- Introduce wetland feature east of Tripp Hall
- Convert hillside lawn to Prairie / Oak Savanna
- Re-route walkways around Native American effigy mounds



# OBSERVATORY HILL - CONCEPT 1: PRAIRIE AND WETLAND





# OBSERVATORY HILL - CONCEPT 1: PRAIRIE AND WETLAND

## Benchmarking: Wetland Features



New York Botanical Garden, Bronx, Oehme Van Sweden





# OBSERVATORY HILL - CONCEPT 1: PRAIRIE AND WETLAND

## Benchmarking: Observation Deck / Boardwalk



Parque del Humedal, Minghu, China, Turenscape



Martin Luther King Park, Paris, Jacqueline Osty Studio

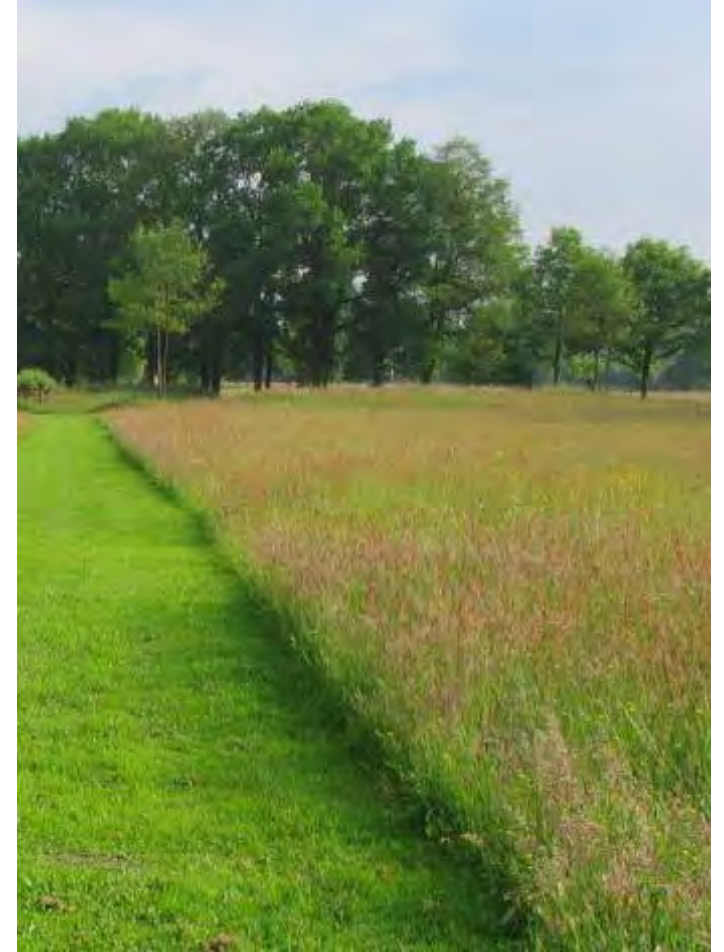


# OBSERVATORY HILL - CONCEPT 1: PRAIRIE AND WETLAND

## Benchmarking: Prairie / Meadow



Meadow and crushed stone pathway



Defined meadow edge

## OBSERVATORY HILL - CONCEPT 2: RESTORE THE HILL

- Restore uninterrupted landscape from Washburn Observatory to Lake Mendota by closing Observatory Drive
- Provide east-west pedestrian mall / fire lane access
- Extend Oak Savanna landscape to Native American effigy mounds
- Opportunities for passive recreation and/or additional stormwater features





# OBSERVATORY HILL - CONCEPT 2: RESTORE THE HILL

## Proposed Section

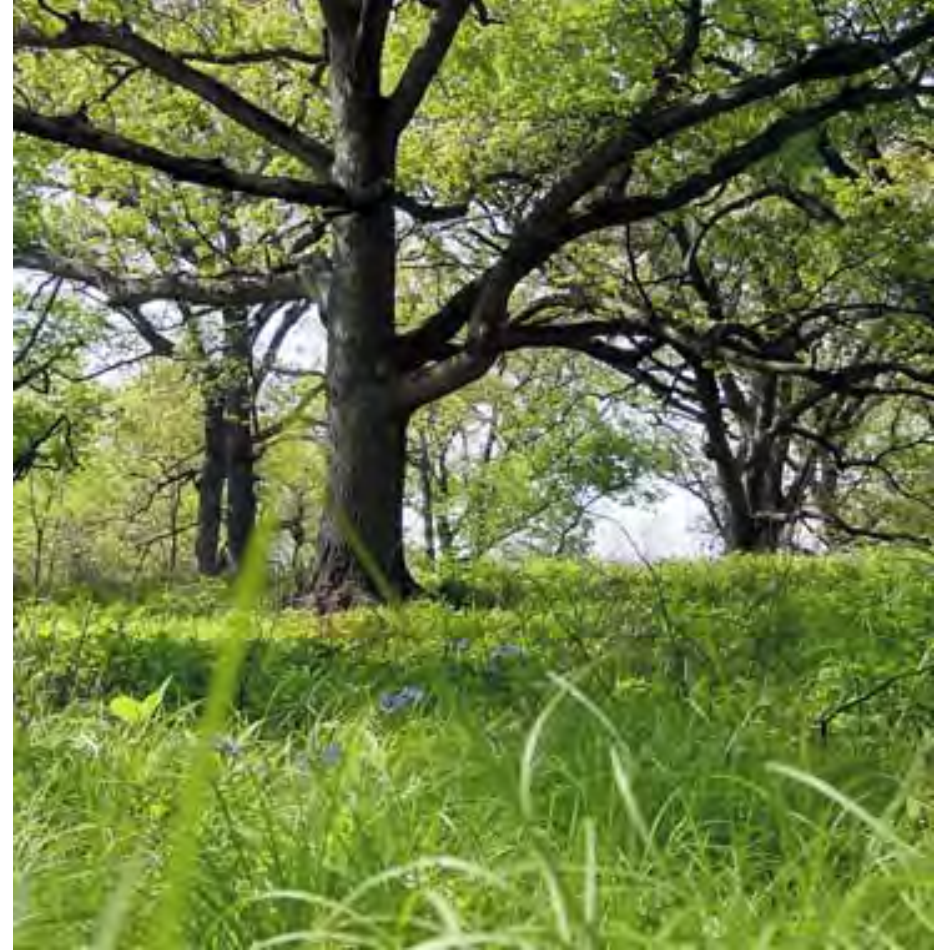


## OBSERVATORY HILL - CONCEPT 2: RESTORE THE HILL

### Benchmarking: Oak Savanna



Kalscheur Savanna, Hollandale, Wisconsin



Oak Savanna, Iowa



# OBSERVATORY HILL



## Concept 1: Prairie and Wetland

- Creates large demonstration wetland & stormwater feature at the bottom of the hill; expands on existing bioswale
- Maintains some lawn space near Liz Waters for passive recreation; Oak Savannah on the western side of the hill



## Concept 2: Restore the Hill

- Closes Observatory Drive to east-west traffic; Open to emergency vehicles and pedestrians only
- Larger lawn space on eastern half of the hill
- Smaller stormwater facilities throughout



# **CENTRAL SUPERBLOCK**





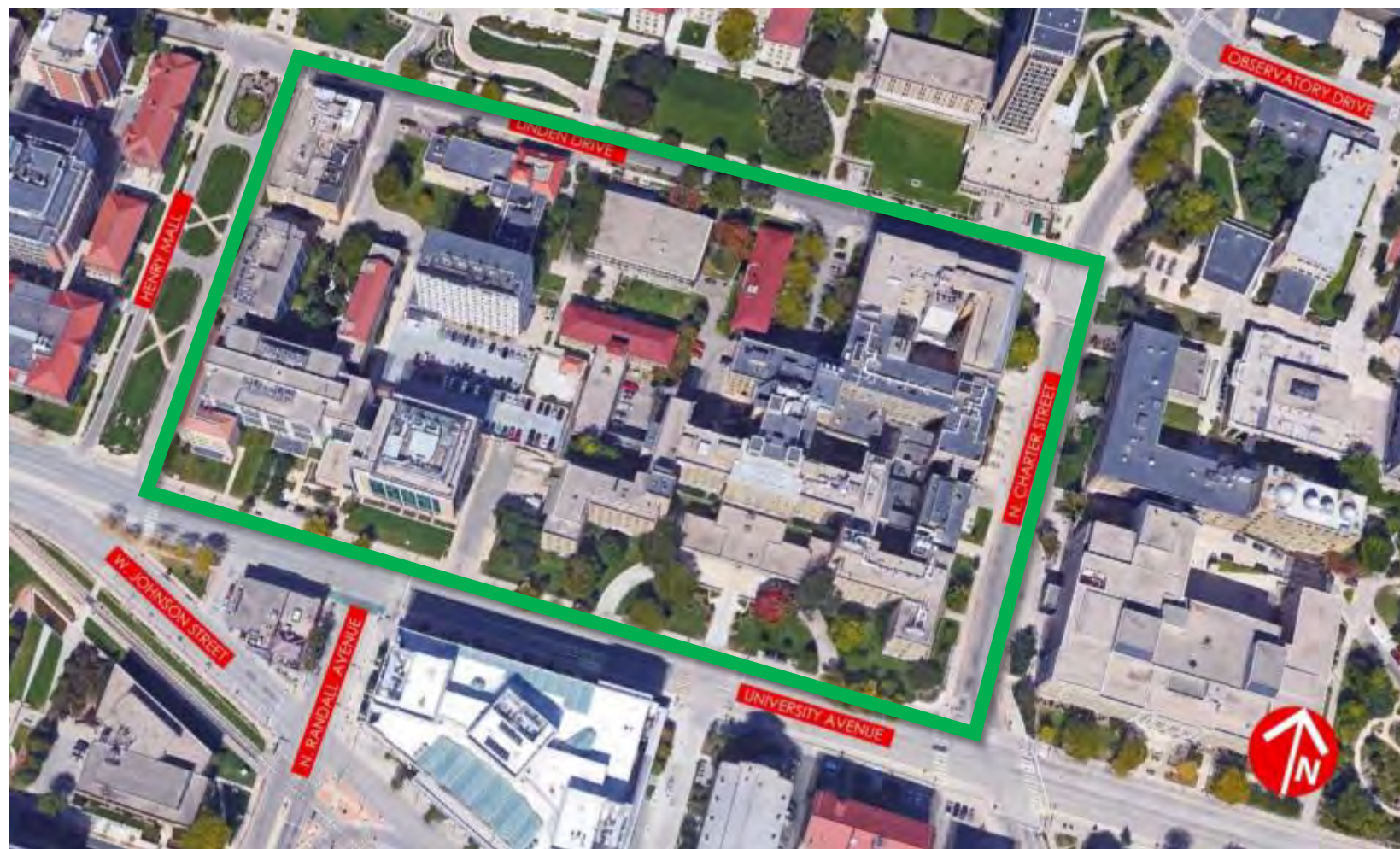
# CENTRAL SUPERBLOCK



# CENTRAL SUPERBLOCK

## Drivers and Opportunities

- Vehicular congestion at Charter/Linden
- Porosity: Pedestrian barrier to north/south travel
- Open space design along Linden Greater Mall undefined

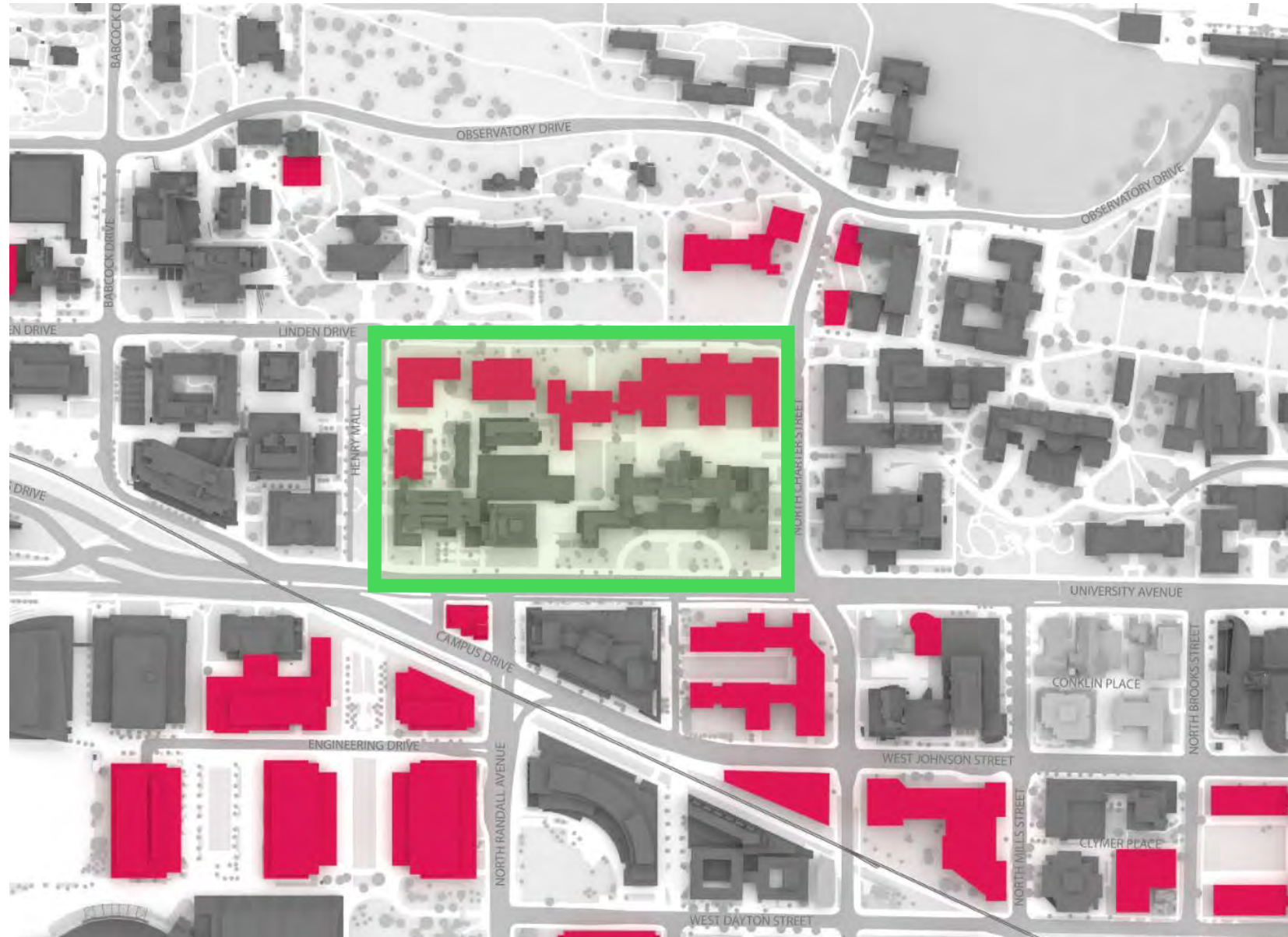
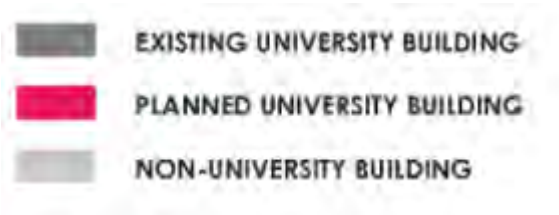




# CENTRAL SUPERBLOCK

## Drivers and Opportunities

- 2005 Campus Master Plan
- Planned redevelopment on most of block



## CENTRAL SUPERBLOCK - CONCEPT 1: LINDEN QUAD

- Open space consolidated within Linden “Greater Mall”
- Transit & pedestrian connections University to Linden, Linden to Charter
- Expanded parking structures provide relocated parking for loss of Lot 34 and Observatory Hill area





## CENTRAL SUPERBLOCK - CONCEPT 2: INTERIOR QUAD

- Open space consolidated within eastern block
- Greater Mall south edge defined by building facade
- Transit/pedestrian connections Linden to Charter through the block
- Expanded parking structures and under building parking replaces Lot 34 & Observatory Dr.



## CENTRAL SUPERBLOCK CONCEPT 3: COURTYARDS

- Linden open space in smaller intimate courtyards
- Transit/pedestrian connections University to Linden, Linden to Charter
- Expanded parking structures provides relocated parking





# CENTRAL SUPERBLOCK



## Concept 1: Linden Quad

- Open space consolidated within Linden Greater Mall
- Transit/ped connection University to Linden, Linden to Charter
- Parking structures provides relocated parking



## Concept 2: Interior Quad

- Open space consolidated within eastern block
- Greater Mall south edge defined by facade wall
- Transit/ped connection Linden to Charter
- Underground parking provides relocated parking



## Concept 3: Courtyards

- Linden open space in smaller intimate courtyards
- Transit/ped connection University to Linden, Linden to Charter
- Parking structures provides relocated parking

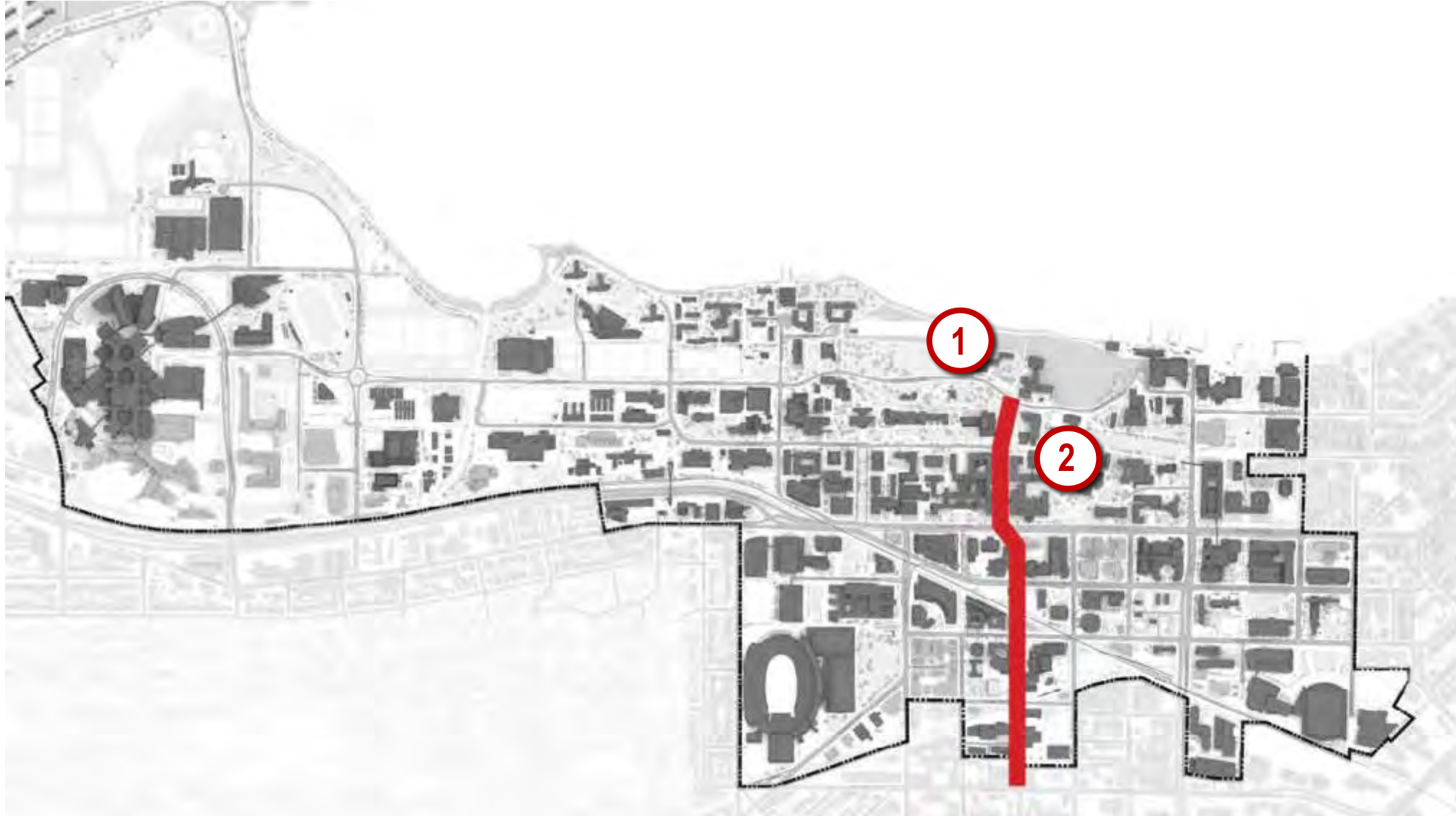


# **NORTH CHARTER STREET**





# N. CHARTER STREET



## N. CHARTER STREET

### Drivers and Opportunities

- Only street west of N. Park St. to connect Regent Street to Lake Mendota
- Problem intersection at Charter & Linden Dr.: 2,200 peds and 95 bikes in peak 15-minute class change period
- Planned future redevelopment on every block from Lake Mendota to Regent Street





## N. CHARTER STREET Woodland Walk to Lake Mendota

- Boardwalk decking structure hovers above grade, provides views to Lake Mendota
- Vegetated slope manages stormwater & erosion control
- Improves pedestrian safety behind Social Sciences





# N. CHARTER STREET

## Woodland Walk to Lake Mendota



Proposed Section



## N. CHARTER STREET Woodland Walk to Lake Mendota



West Point Foundry Preserve, Village of Cold Spring, New York  
Mathews Nielsen Landscape Architects

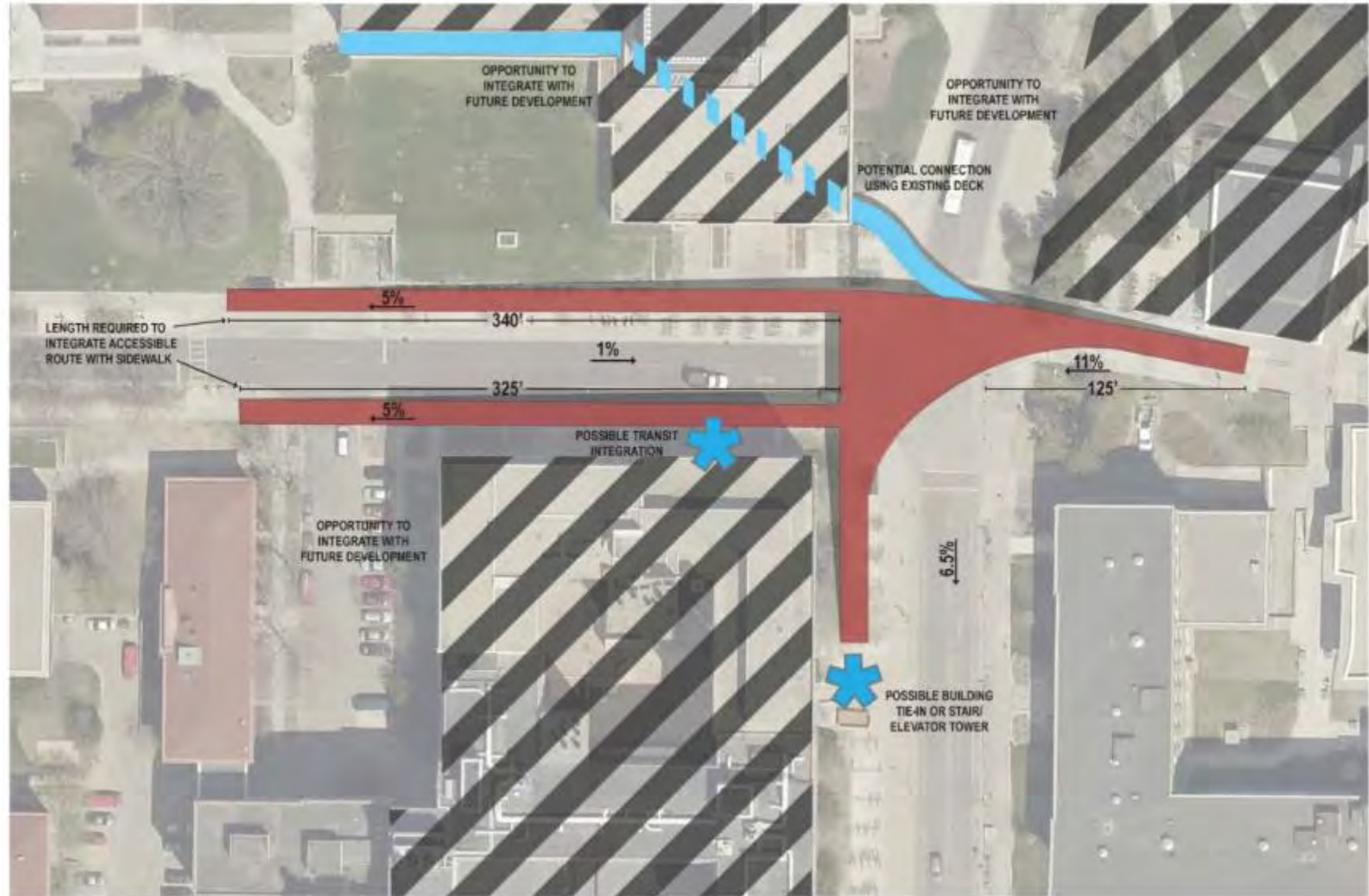


Private Residence, Hoerr Schaudt



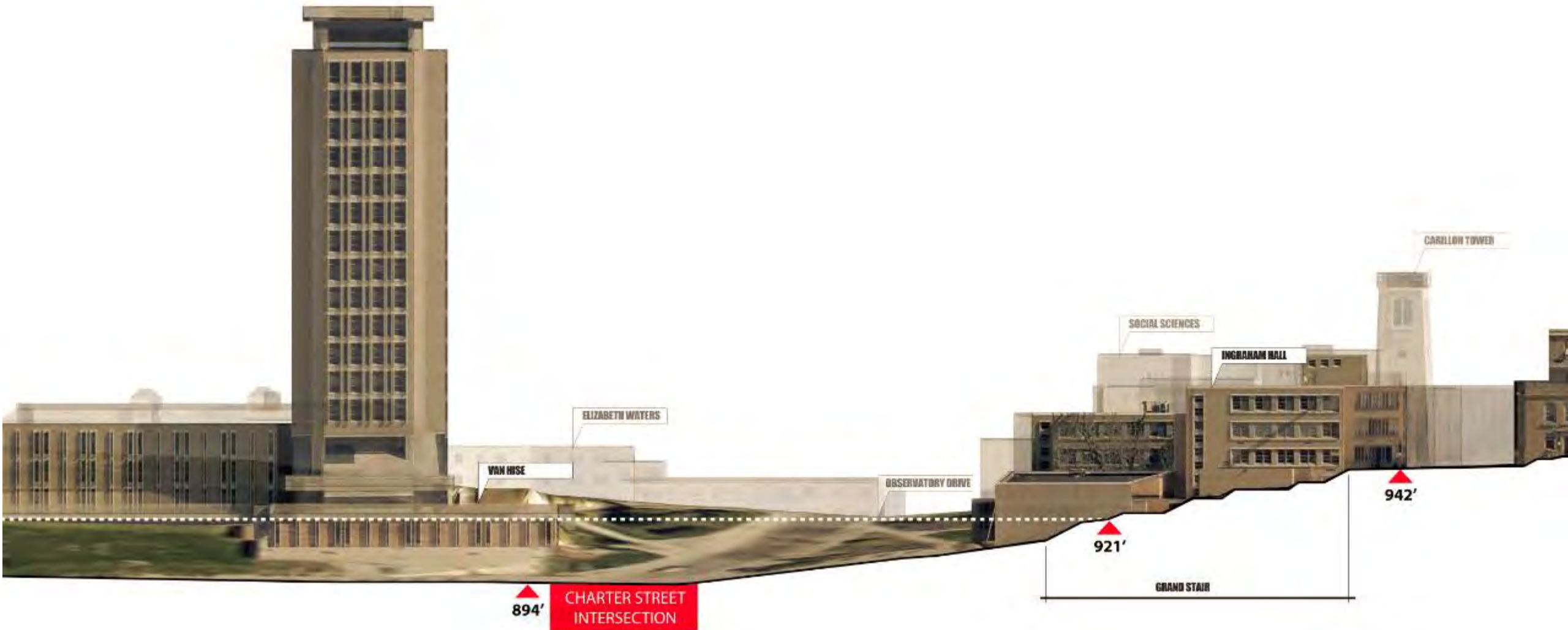
## N. CHARTER/LINDEN GRADE SEPARATION

- Pedestrian-only bridge
- Opportunity to integrate the crossing with future redevelopment in the area





## N. CHARTER/LINDEN GRADE SEPARATION



## CHARTER/LINDEN GRADE SEPARATION

- North Charter Street looking south to University Avenue





## CHARTER/LINDEN GRADE SEPARATION

- North Charter Street looking south with a bridge option



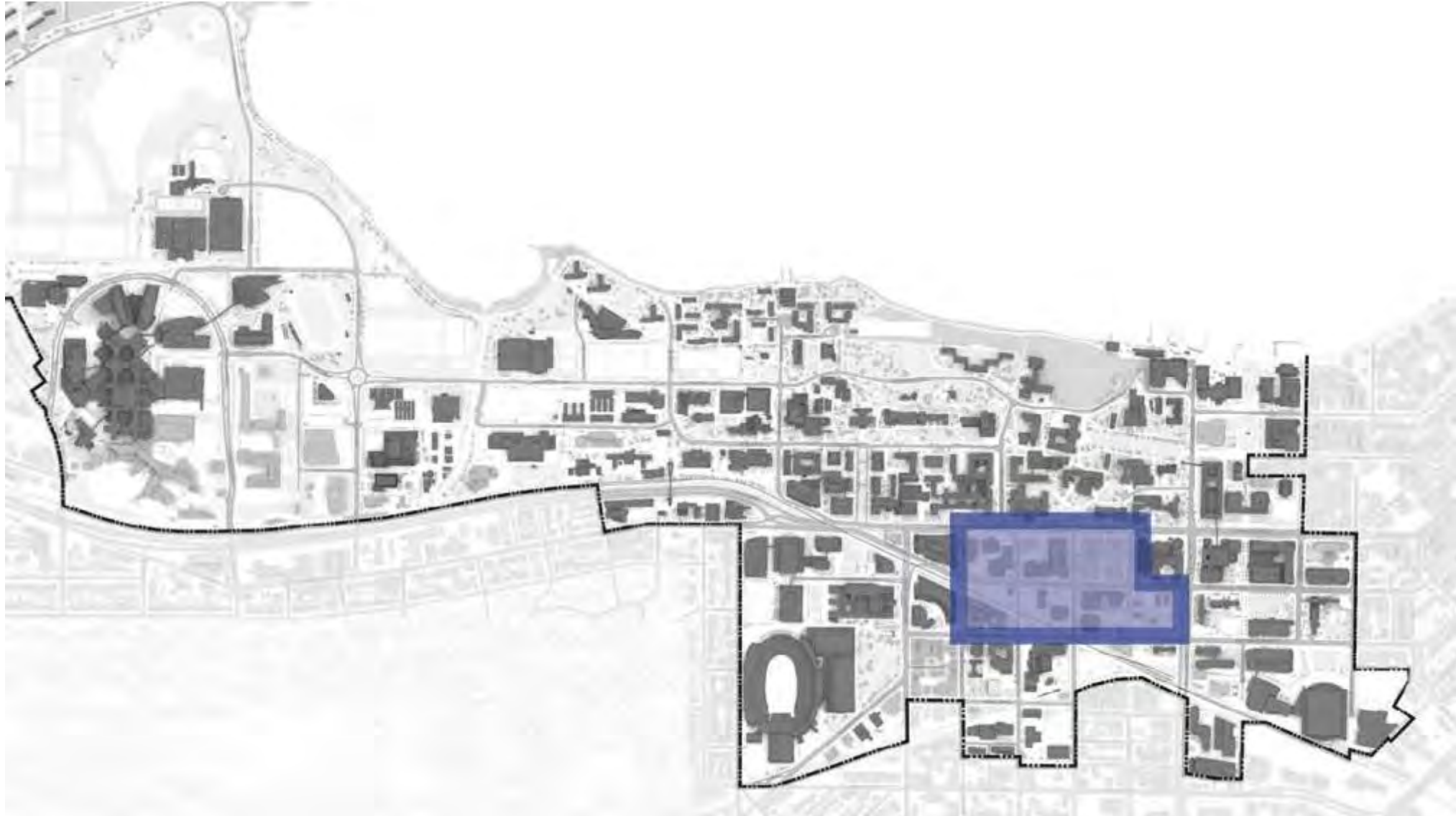


# SOUTH CAMPUS





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## Creating an Urban Campus Identity

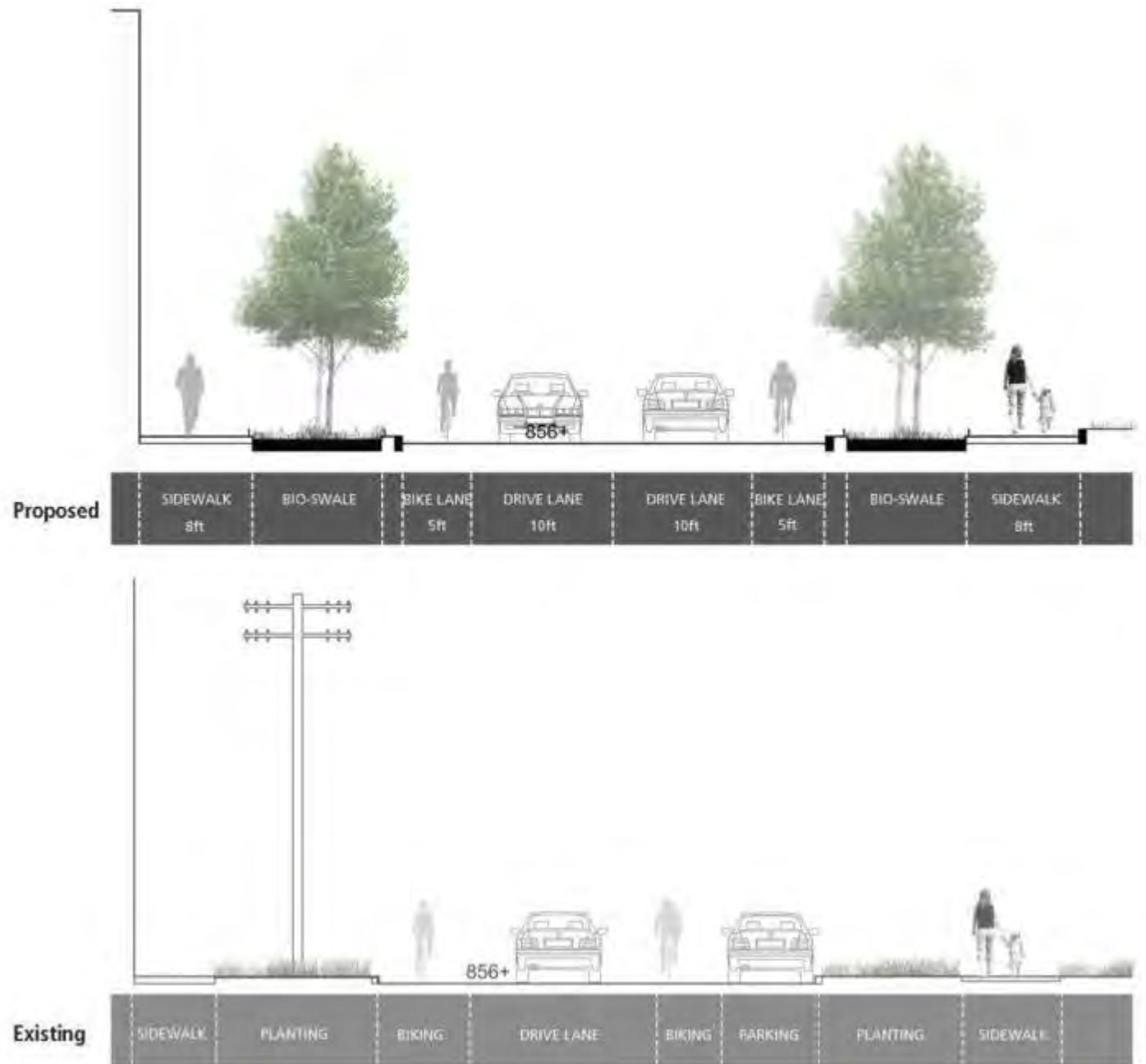
- West Dayton Street and North Charter Street as 'Green Streets'
- Activate West Dayton Street – both Gateway and Terminus to Camp Randall & the Kohl Center
- Options for a new South Campus Commons greenspace
- Greater Pedestrian Connectivity to Central Campus north of University Avenue





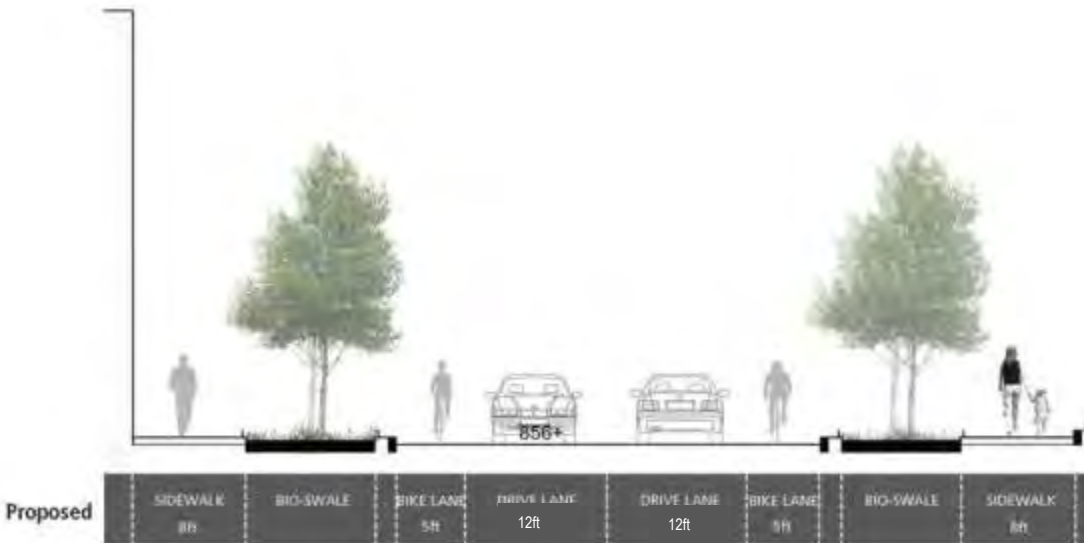
# CHARTER STREET AS GREEN STREET

- Use terraces for bioswales
- Convert all of North Charter St. to two-way traffic



# DAYTON AS GREEN STREET, FLEX STREET

- Attractive
- Active
- Flexible
- Green





# DAYTON STREET AS EVENT STREET





# SOUTH CAMPUS - CONCEPT 1: BLOCKS AND COURTYARDS



- Current master plan concept
- Dayton and Charter as 'green streets'
- Triangle block north of Computer Sciences as open space and or stormwater facility





## SOUTH CAMPUS - CONCEPT 1: BLOCKS AND COURTYARDS





## SOUTH CAMPUS - CONCEPT 2: CENTRAL QUAD ON DAYTON



- Create south-facing quad along West Dayton Street
- Convert Brooks and Mills to pedestrian malls between Dayton and Johnson
- Brooks and Mills as 'managed streets' from University to Johnson





## SOUTH CAMPUS - CONCEPT 2: CENTRAL QUAD ON DAYTON





## SOUTH CAMPUS - CONCEPT 2: BROOKS AND MILLS AS MANAGED STREETS / “WOONERF”





## SOUTH CAMPUS - CONCEPT 3: URBAN PLAZA ON JOHNSON STREET

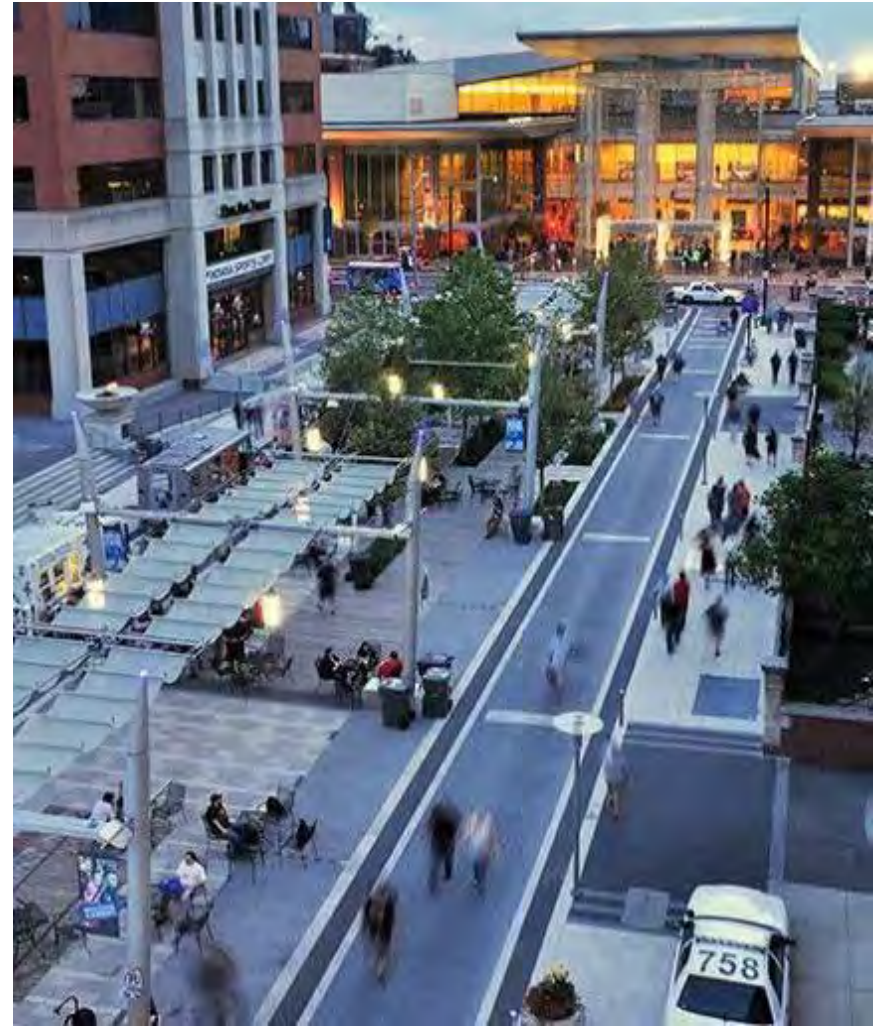


- Create north-facing quad on Johnson
- Brooks and Mills as 'managed streets' from University to Dayton
- Brooks St as pedestrian mall from Johnson to Dayton





## SOUTH CAMPUS - CONCEPT 3: URBAN PLAZA ON JOHNSON STREET





# SOUTH CAMPUS



## Concept 1: Blocks and Courtyards

- Current master plan concept
- Dayton and Charter as 'green streets'
- Triangle block south of Chemistry as open space



## Concept 2: Central Quad on Dayton

- Create south-facing quad along Dayton
- Convert Brooks and Mills to pedestrian malls between Dayton and Johnson
- Brooks and Mills as 'managed streets' from University to Johnson



## Concept 3: Urban Plaza on Johnson

- Create north-facing quad on Johnson
- Brooks and Mills as 'managed streets' from University to Dayton
- Brooks St as pedestrian mall from Johnson to Dayton



# UNIVERSITY AVENUE

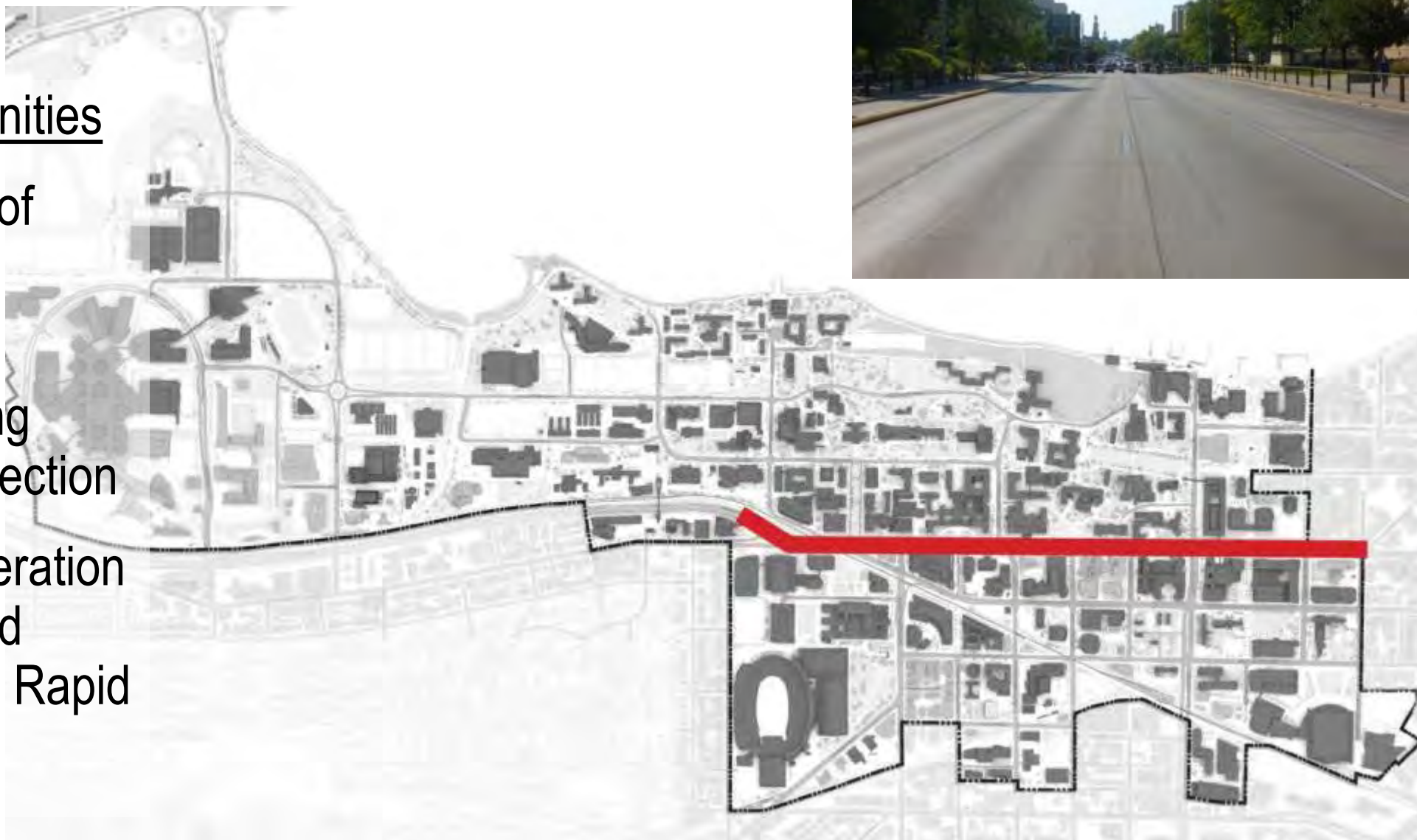




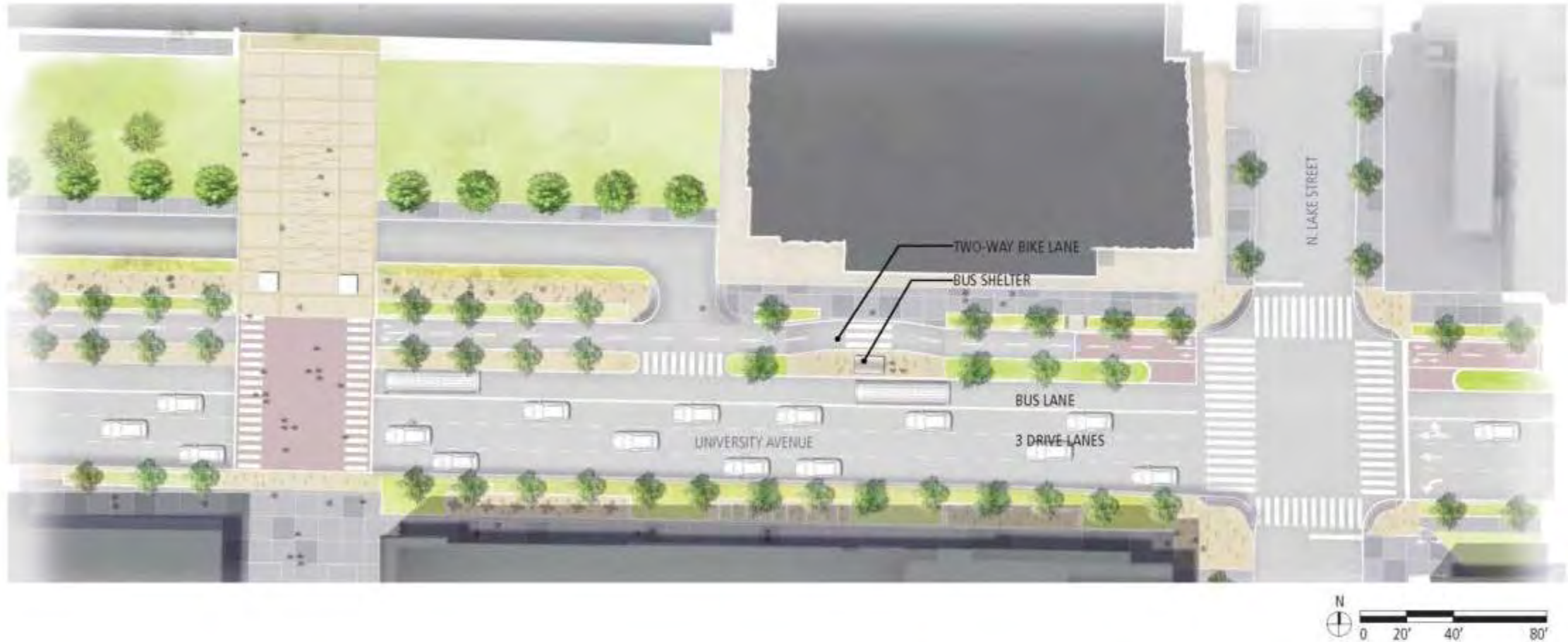
# UNIVERSITY AVENUE

## Drivers and Opportunities

- Improve aesthetic of prominent campus gateway
- Encourage bicycling through better protection
- Improve transit operation and prepare for and accommodate Bus Rapid Transit



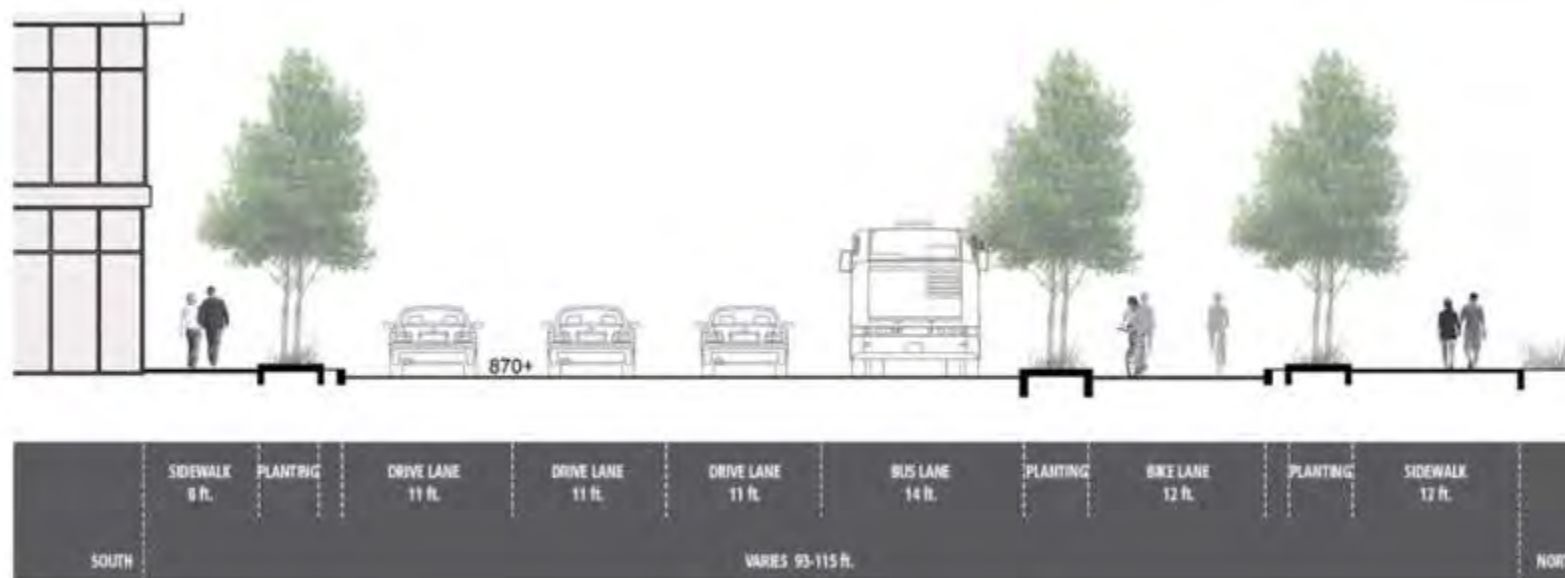
# UNIVERSITY AVENUE - CONCEPT 1: NORTHSIDE CYCLE TRACK



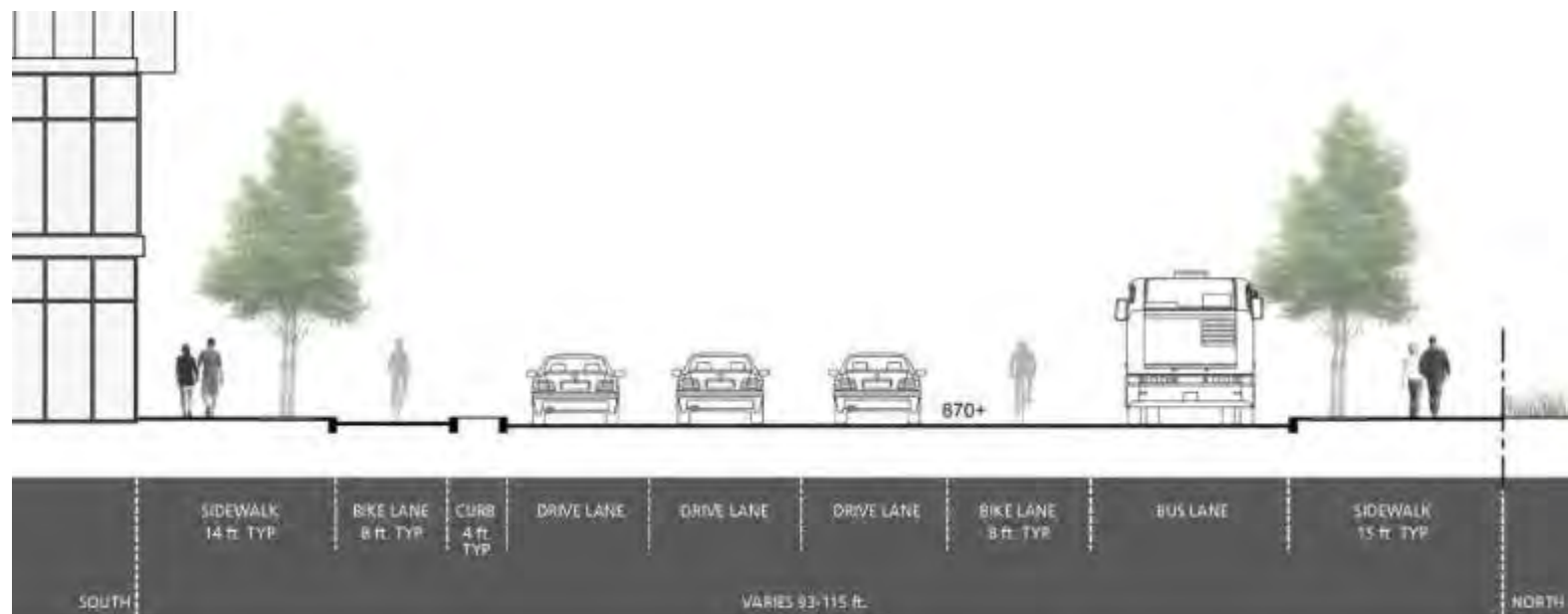


# UNIVERSITY AVENUE - CONCEPT 1: NORTHSIDE CYCLE TRACK

- Planters and street trees provide scale, buffer pedestrians, slow traffic and improve passage through campus
- Combined cycle track on the north side of University Ave.
- Planting buffers cyclists from vehicular traffic



Proposed



Existing

# UNIVERSITY AVENUE - CONCEPT 1: NORTHSIDE CYCLE TRACK

## Floating Transit Stop Islands



“Floating” transit stop, London



Seattle, Washington, NACTO

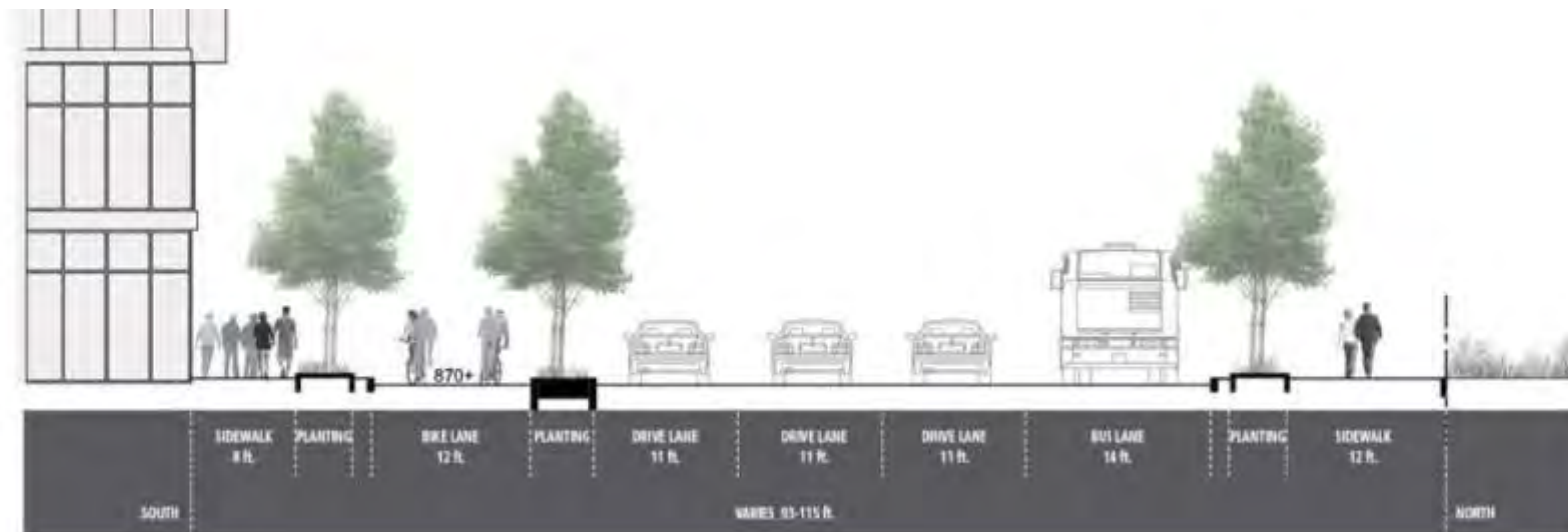


## UNIVERSITY AVENUE - CONCEPT 2: SOUTHSIDE CYCLE TRACK

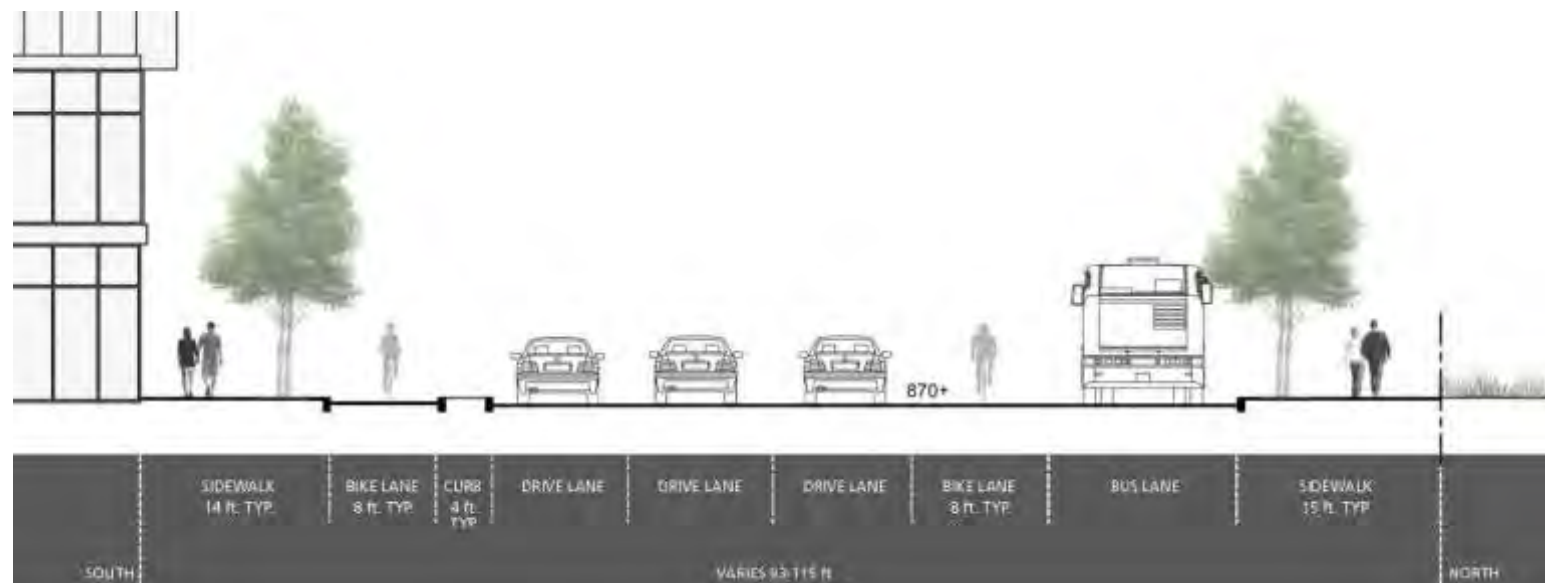


## UNIVERSITY AVENUE - CONCEPT 2: SOUTHSIDE CYCLE TRACK

- Combined cycle track on the south side of University Ave.
- Planting buffers cyclists from vehicular traffic
- Planters and street trees provide scale, buffer pedestrians, slow traffic and improve passage through campus



Proposed



Existing



## UNIVERSITY AVENUE - CONCEPT 2: SOUTHSIDE CYCLE TRACK

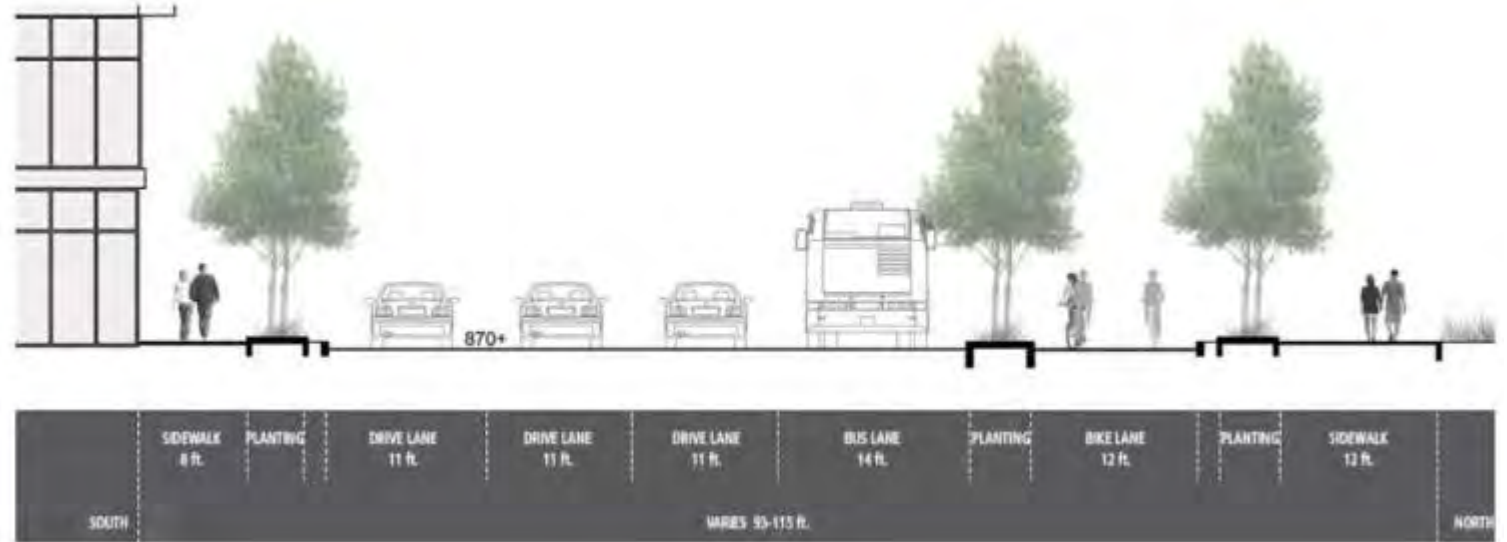


Protected combined cycle track, Vancouver

# UNIVERSITY AVENUE

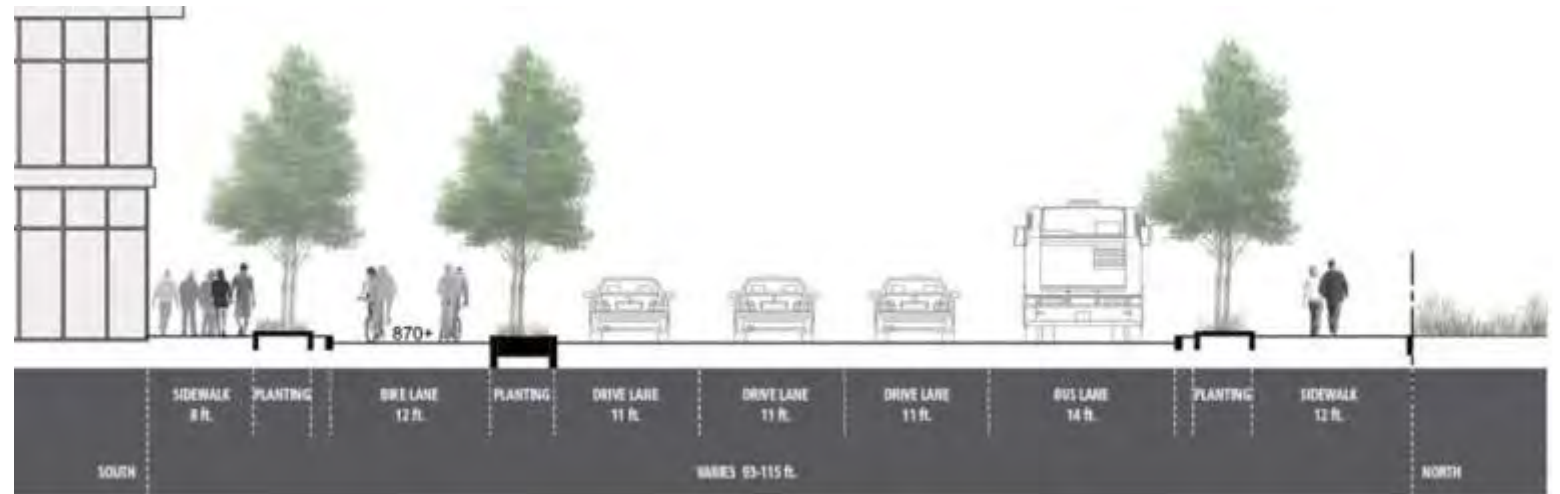
## Concept 1: Northside Cycle Track

- Bike travel lanes consolidated into cycle track on north side
- Northside cycle track connects more easily with regional bicycle facilities to the south and west



## Concept 2: Southside Cycle track

- Bike travel lanes consolidated into cycle track on south side
- No transit/bike conflict; safer for all







# **LINDEN DRIVE/WILLOW CREEK**



## LINDEN DRIVE/WILLOW CREEK





# LINDEN DRIVE/WILLOW CREEK

## Drivers and Opportunities

- Enhance Willow Creek and provide more stormwater treatment areas
- Resolve circulation issues on Linden Drive
- Explore a second vehicular bridge across creek at Linden
- Organize open space
- Improve bicycle connectivity



- Linden Drive converted to pedestrian mall west of Elm Dr.
- “Green District” characterized by linked stormwater features
- Ag Commons at Horse Barn
- Kayak / canoe livery adjacent Natatorium or at Willows Beach
- Vehicular bridge across Willow Creek at Linden to serve Vet Med
- Vet Med and Meat Science as currently planned





## LINDEN DRIVE & WILLOW CREEK - CONCEPT 2: COMMONS

- Partial closure of Linden Drive
- West Commons open space created by shifting parking structure east two blocks
- Steps and seating engage Willow Creek edge
- Vehicular bridge at Linden across Willow Creek to serve Vet Med & WVDL
- Vet Med and Meat Science as currently planned but impacts future development east of Meat Science facility





# LINDEN DRIVE & WILLOW CREEK

## Benchmarking: Linden Drive Stormwater Features



Stormwater terraces, University of British Columbia, PSF Studio





# LINDEN DRIVE & WILLOW CREEK

## Benchmarking: Willow Creek Boardwalks



South Pond, Chicago, Studio Gang Architects



Umeå University, Sweden, Thorbjörn Andersson/SWECO



## LINDEN DRIVE & WILLOW CREEK

### Benchmarking: Willow Creek Activated Edge



Tanner Springs Park, Portland, Dreisetl Studio



Wilkes-Barre River Commons, Sasaki Associates



# LINDEN DRIVE/WILLOW CREEK



## Concept 1: Pedestrian Mall

- “Green District” – stormwater facilities
- Ag Commons open space at Horse Barn
- Kayak / canoe livery adjacent Natatorium or at Willows Beach



## Concept 2: West Commons Open Space

- Partial closure of Linden Drive
- Ag Commons at Horse Barn and east of Vet Med
- Steps and seating engage Willow Creek edge



## **WEST CAMPUS**





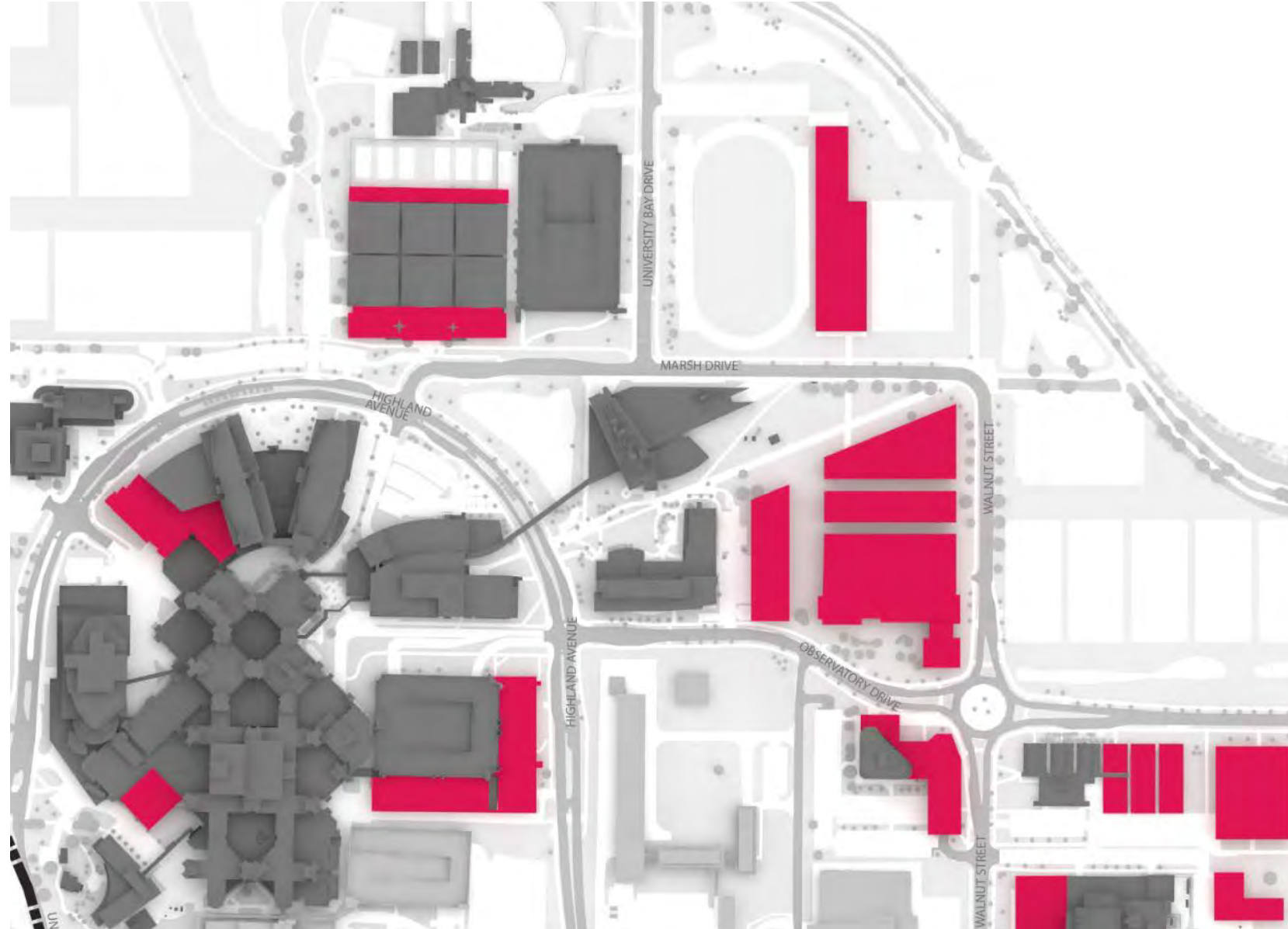
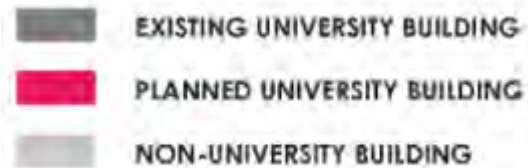
# WEST CAMPUS



# WEST CAMPUS

## Drivers and Opportunities

- Increase in density and activity as the health sciences continue to move from the Central Campus to the West Campus





# WEST CAMPUS

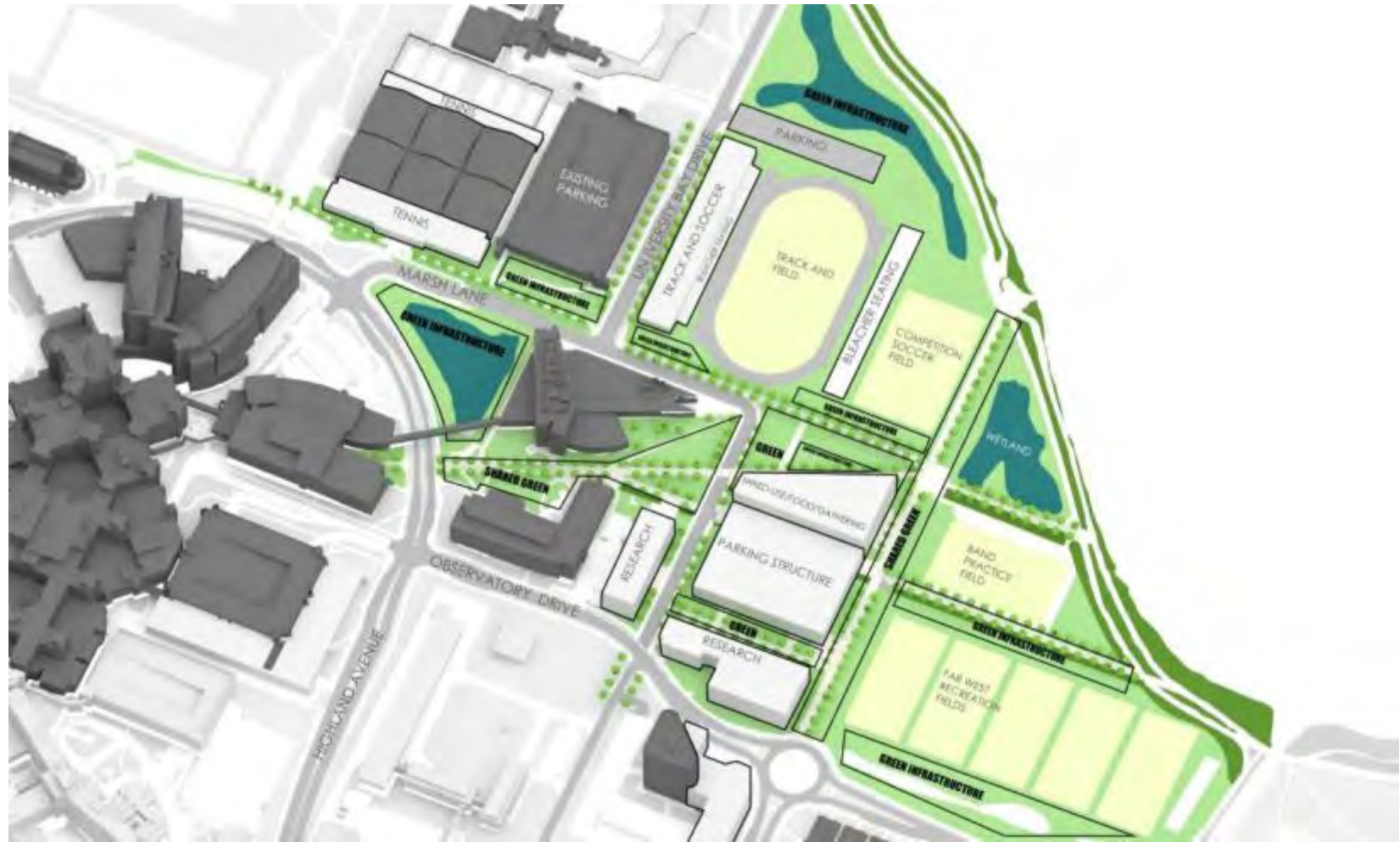
## Drivers and Opportunities

- Take better advantage of lakeside setting – remove surface parking lots on the lake front
- Upgrade track complex
- Provide competition soccer complex
- Poor soil conditions north of Marsh Lane impact ability to build large buildings; better as athletic fields on the lake front



## WEST CAMPUS - CONCEPT 1: LAKEVIEW GATHERING

- Separate track and soccer complexes
- Social space separated from lake by wetland
- Pedestrian mall network





## WEST CAMPUS - CONCEPT 2: LAKEFRONT GATHERING

- Combined track and soccer complex
- Social space on the lake – lake edge modification, wetland reconfiguration
- Vehicle circulation has more resiliency



# WEST CAMPUS CONCEPTS



## Concept 1: Lakeview Gathering

- Separate track and soccer complexes
- Social space separated from lake by wetland

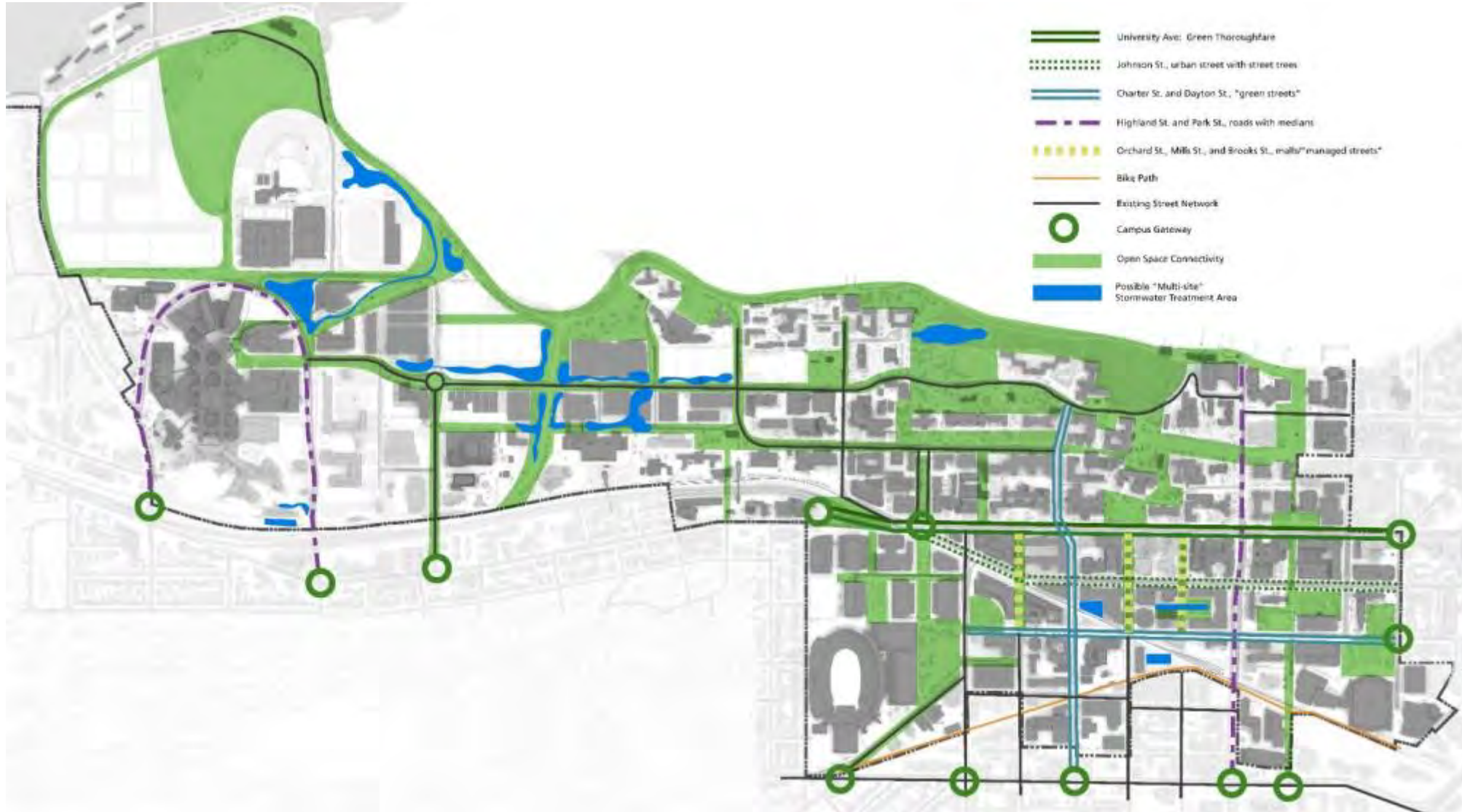


## Concept 2: Lakefront Gathering

- Combined track and soccer complex
- Social space on the lake – lake edge modification, wetland reconfiguration
- Vehicle circulation has more resiliency



# PRELIMINARY DRAFT LANDSCAPE FRAMEWORK PLAN





### **3. NEXT STEPS**



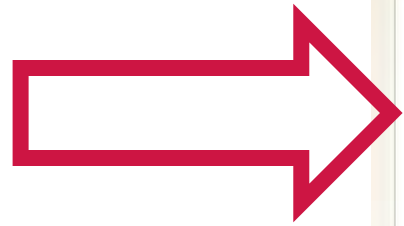
## NEXT STEPS

Review alternatives through early December 2015

- Review and comment

Draft Preliminary Master Plan  
February 2016

masterplan.wisc.edu



UNIVERSITY OF WISCONSIN - MADISON

# 2015 Campus Master Plan Update

Home About Current Information Community Engagement 2005 Campus Master Plan Historic Campus Plans FAQ's

**Engage Now!**

*Your voice is important and we want to hear from you! Join the campus community on our "Engage UW-Madison" interactive website and provide feedback to questions and see what others are thinking!*

**No Sign-in required**

**2015 UW-Madison Campus Master Plan Update**  
masterplan.wisc.edu  
Open House #3

**Public Open House #3**  
October 27, 2015 7-9PM  
Health Sciences Learning Center (HSLC) Rm 1325  
750 Highland Avenue

**Draft Alternatives Presentation**

Welcome to the website of the 2015 Campus Master Plan Update for the University of Wisconsin-Madison.

Here you will find important information related to the process and how you can make your voice and ideas heard. This site will be continually updated throughout the process and is designed to answer questions about the Campus Master Plan Update and encourage community and campus participation through its two-year development.

The need for a Campus Master Plan is rooted in

### IMPORTANT NEWS & DATES

Open House press release - 9/11/15

Inside UW news article - 4/14/15

Inside UW news article - 11/04/14

UW Strategic Framework 2015-2019

**Open House #3 - October 27, 2015**  
Health Sciences Learning Center (HSLC)  
750 Highland Avenue  
Rm 1325 7:00-9:00 p.m.

**Parking Information**  
Alternatives Presentation

**Master Plan Meetings:**  
**Public Open House Meetings**  
On the 'Community Engagement' page

**Committee Meeting Minutes**  
On the 'Current Information' page

**Interactive Website Comments**



## NEXT STEPS

### Interactive Website

- Review status reports, meeting notes & minutes, prior presentations, etc.
- Provide input & comments
- Sign-up for updates and future meeting notices

**UW-Madison**  
2015 Campus Master Plan Update

Home Events Participate Contact Us

How well do you feel you understand the 12,000 year history of campus? «

#### 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!

#### Status Report: October 2015

The master planning team has completed a thorough analysis of our campus open spaces, transportation system, green infrastructure, and utilities, and paired it with an analysis of the redevelopment opportunities described in the 2005 Campus Master Plan. The master planning team is now brainstorming the most significant issues and different approaches to address current and forecasted issues and opportunities.

#### Past Presentations, Meeting Notes & Newsletters

The following materials can be viewed on the 'Current Information' tab of the 2015 Campus Master Plan Update website located [here](#):

#### 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



# NEXT PUBLIC MEETING

## Open House #4

February 24, 2016

7:00-9:00PM

Gordon Dining & Event Center  
770 W. Dayton Street

## Draft Preliminary Master Plan



**2015 UW-Madison  
Campus Master Plan Update**

masterplan.wisc.edu  
**Open House #4**

Photography: Jeff Miller

**Public Open House #4**  
February 24, 2016 7-9PM  
Gordon Dining and Event Center Rm. Sonata  
770 W. Dayton Street

**Draft Preliminary  
Master Plan Presentation**



**UW-Madison Facilities Planning & Management**  
9th Floor WARF Building 610 Walnut Street  
608-263-3000 [www.fpm.wisc.edu](http://www.fpm.wisc.edu)