

University of Wisconsin-Madison Campus Master Plan

Greenbush Neighborhood Association Meeting

Meeting Notes – February 17, 2005; 7:00 to 9:00 PM

Neighborhood House, 29 South Mills Street

Presenting: Gary Brown, Alan Fish, Gwen Drury (Facilities Planning & Management)

Attending: approximately 13 residents & interested parties from the Greenbush Neighborhood Association

Agenda: This meeting presented draft concepts of the overall campus master plan to residents of the Greenbush Neighborhood Association for their initial review and input. Below are comments and questions recorded at that meeting. Items shown below in *italics* are comments by FP&M staff for clarification.

- 1) There are portions of Observatory Drive where there is parking. Will that be coming out?
At this time, no. It would be great to remove the on-street parking along Observatory Drive, but unless we can find replacement parking in the central campus, we'll have to keep the parallel parking in this location.
- 2) Are we collecting data on where students live (with their cars)?
Yes, we have another set of data similar to the faculty/staff housing maps that show where students live. We don't keep track if they have cars or not, just where they live.
- 3) Are you going to discuss the no holds barred, laissez-faire situation with mopeds?
Yes, the campus' Ped/Bike Committee is actually working on a policy at this time to help manage mopeds on campus. It's mostly about educating the users on proper and legal use of a moped.
- 4) When you tear down an existing parking area, will there be a gap in the overall parking capacity before the new structure gets built?
We'll try to build replacement parking first and then take out the surface parking immediately after. Our goal is to have a no sum growth total at all times.
- 5) Will there be public parking/meters in some of the parking structures?
It most parking structures, we have been putting some public parking meters to help with visitor parking across campus. In most cases, these are located on the first floor for easy access. In other cases, you can purchase a half-day or full-day permit for the lot if space is available that day.
- 6) Regent Street is Greenbush's big traffic area, but I don't see it on the map. (Actually, it's highlighted on the map in the yellow area)
- 7) I know a lot of people who work at UW and have young kids, and the only reason they drive is that they have to get their kids to daycare. Increasing the level of service you have on campus for childcare could take some of the car pressure away.
We have a group on campus that is looking specifically at daycare and is developing a plan for additional childcare facilities in new development projects. We are also looking at a new central campus child care facility on Orchard Street.
- 8) Was part of the transportation survey trying to find out WHY people do or don't drive?
Yes, in fact we just finished a travel motivational survey of faculty and staff to find out why they do or don't drive to work and what it would take to have them NOT drive to work in a single occupancy vehicle.
- 9) I see a little bit of a hole in the transportation plan between Mills Street and Randall Street. I see hundreds of students risking their lives trying to cross Regent Street in the morning. Have a more protected crossing at Regent Street. We need a stronger connection from this neighborhood to central campus. I think a Willy Street style thing – signs in an island in the middle of the road – could work well. Just something to make the walk down Mills Street a little less grim. It's one of the ugliest areas in campus.

We'll take a look at this area as we continue developing our plan.

- 10) There needs to be more pedestrian crossings on Campus Drive.
Our current concept plan shows an additional pedestrian crossing over Campus Drive east of the Veterinary School, connecting in up near Birge Terrace.
- 11) Some of the turns for vehicles onto University Ave. are really long due to the huge number of students crossing. You can sometimes sit through an entire light before you can turn onto one of the smaller streets.
- 12) I agree that more north/south flows need to be established.
- 13) There seem to be a lot of bike routes, but not bike lanes.
Bike lanes and routes on City streets are controlled by the City. The UW can work with city staff and alders to help request more bike lanes be developed. Typically this involves removing street parking or widening the street to allow for the dedicated bikes lanes, which some residents are unlikely to support.
- 14) Mills Street is really difficult for bikes.
We'll look at Mills Street and its bike access.
- 15) In the old master plan, weren't you looking at having some sort of mall on Randall Street and re-routing Johnson and University?
Actually, in the 1996 Campus Master Plan, sections of Dayton and Randall Streets were being suggested for closure to develop a pedestrian mall. Monroe Street would have been rerouted to Spring Street for east bound traffic. The plan also showed Charter & Mills as a one-way pair. We are no longer pursuing these concepts.
- 16) There's a pedestrian bridge that runs from Humanities to Vilas. When you knock down Humanities, it seems like it will be a good opportunity to try something new.
We'll most likely take the bridge down between Humanities and Vilas when Humanities is removed. No final decisions have been made on this issue to date.
- 17) At the last Joint Southeast meeting, we were talking about the Dayton residence hall intersection, and you're going to do something different there, aren't you?
Yes, we'll be redeveloping the intersection as part of the Dayton Street Residence Hall project with new sidewalks, a new bus stop and lots of new landscaping.
- 18) The pedestrian bridge over University will go, right?
Yes, the one at Humanities and Vilas will most likely go. See above.
- 19) Since you're doing so much infrastructure stuff underground...on the Green Bay campus, all of their buildings are linked by tunnels underground. Could we do that?
It would be very expensive and difficult to build underground tunnels for pedestrian access on our campus. There are lots of underground utilities that would have to be relocated, out water table is high in many areas and people typically don't like to use tunnels.
- 20) What about the parking for the Pres House and the Catholic Center?
We're working closely with both the Pres House and St. Paul's in their desire to redevelop their area as well. They own a portion of the parking lot south of their buildings and lease it to the University. They would like to provide student housing if at all possible. Active discussions are on-going.
- 21) Is there any idea what will happen to the commercial enterprises in the University Square development?
Executive Management, Inc. (owner of University Square) is working with the existing businesses to temporarily relocate as many of them as possible during the reconstruction project and move them back in when complete.
- 22) Can you point out where the proposed rail stop will be vis-à-vis the pedestrian mall?
The proposed east campus commuter rail stop is planned for the southeast corner of the Kohl Center. Other sites include the corner of Randall and Campus Drive, near Union South and on the west end of the

campus near the UW Hospital.

- 23) Can you point out the time line for what will be built and torn down along the pedestrian mall?
Park Street Office building/parking ramp & Welcome Center – complete in Fall 2006
Park Street Residence Hall – complete in fall 2006
Dayton Street Residence Hall – complete in fall 2007
Remove Ogg Hall – complete in 2008
University Square – complete in 2009
Chazen (Elvehjem) Museum Expansion – complete in 2008
New Music Performance Facility – complete in 2009
All projects include redevelopment of the pedestrian mall along their portion of the block.
- 24) What was the objection to the University Square development? I know the scale was monstrous.
The major concern was the development of new university sponsored housing that was believed to be in competition with the private housing market. In reality, the UW's target audience is incoming, first year students who want to live in university housing. The UW has actually pulled all housing units out of the project and now the developer (EMI) will be building apartment-style student housing that will be in direct competition with the existing student housing market.
- 25) Neighborhoods like this would have been more supportive than it looked like, in terms of Steve Brown's lobbying.
- 26) What will be the plan for the old University Health Services building?
It is one of the targeted buildings for removal. Very poor heating, ventilating and air conditioning, poor windows and bad insulation. Too costly to renovate.
- 27) Can you talk about how your plan for the east campus and how it addresses storm water, since most of the campus drains to Monona Bay?
The UW is starting to do more and more stormwater infiltration on its new projects across campus. It is difficult in the more urban parts of the campus closer to downtown. We will have infiltration gardens in the Dayton Street residence hall project and the Park Street projects will also increase pervious area.
- 28) Will the East Campus Mall be both bikes and pedestrians? How do you solve those people/bike conflicts?
We've found that actually it is better to mix pedestrians and bikes to keep the traffic safer. If you have separate bike lanes, bikers tend to go faster and pedestrians typically don't watch where they are going and drift into the lanes. It's much safer to provide a wider paved space and allow the two to mix and sort themselves out.
- 29) There's an awful lot of private housing and some commercial establishments in the Lot 51 area. How are you going to work with them? Where the two tracks merge is a pretty ugly area.
The UW will need to go through an entire public review process with City Zoning before major redevelopment can occur. We'll also work directly with the Joint Southeast Campus Area Committee early on to help facilitate the design process. The physical plant buildings being proposed would be more commercial in scale (3 to 4 stories) along Mills Street. We'll continue to look at the area where the rail road tracks are located to help dress this area up a bit more for pedestrians.
- 30) The Charter Plant is stunningly loud. It sounds like a jet engine firing up. Something turns on that makes more noise than the regular noise. This is kind of a mechanical roar or a whoosh. Over time, I think it's gotten louder (in the last 5 years). The din is sometimes the loudest at 5:30 in the morning. It's not regular.
This is great information for us and we'll check to see what the noise might be and if it can be reduced.
- 31) There are huge plumes of smoke at 1:00 or 2:30 in the morning. I don't know what they're trying to hide from the rest of us. God knows what they're burning.
The University burns mainly coal in the Charter Street Heating Plant. They also sometimes burn ground up tires and wood/paper pellets.
- 32) Are you going to have meetings about the Utilities Master Plan? I know you're taking input now in general, but will you have meetings specifically about the Utilities Master Plan?

Yes, as we develop more details about the proposed Utilities Master Plan, we'll be back to share the information and proposals of the plan.

- 33) There are some odd huts across the street from the Primate Center. The old photo media area.
Yes, we are working with UW Extension on the redevelopment of the photo media lab site. The "huts" you are referring to are most likely the many storage sheds owned by The Budget Bicycle Shop.
- 34) That area is kind of ...it's not a comfortable area to walk around. It's awkward to take my kids to see the marmosets.
We'll be looking at this area in detail to see what we can do to improve the streetscapes.
- 35) Like you said, the Primate area has always been kind of a back door. But Week's Hall has become a destination.
Yes, especially with the geology museum housed in Weeks Hall.
- 36) There's a crossway across Johnson Street from Zoology to Chemistry in your plan. What's that?
As we redevelop the Noland block, we would like to connect overhead between the Chemistry Building and a new organic chemistry building on the Zoology Building site.
- 37) Does that housing that "Porchlight" owns, on Mills Street, get impacted by this plan. It's a dumpy building but they run a good program (just to the south of the coal plant)
Great comment. Right now we don't have anything planned for that site so it most likely can stay.
- 38) You're relocating some of the stuff by Grainger over to Rust-Schreiner?
Yes, the Counseling & Career Services office will be moved temporarily to the old Rust-Schreiner residence halls. We are working on a long term plan for all the occupants displaced by the Grainger Hall Addition.
- 39) Will you retain the Bucky clocks?
Yes, we've have lots of people lined up asking for them. Most likely they will end up in the new Welcome Center on Park Street or in some other visible spot for all to enjoy.
- 40) What is the timetable for the Grainger expansion?
Demolition of the existing buildings at the corner of University Avenue and Park Street will begin in Fall 2005 with construction to begin soon thereafter. The project is projected to be complete in August 2007.
- 41) Will pedestrians be moved over to the Vilas Hall side of Park Street during that construction?
We expect we'll need to keep some pedestrian access on the corner or relocate the existing major bus stop in this area. Pedestrian access will most likely have to use the east side of Park Street near Vilas Hall.
- 42) I'd like to talk about the fuzzy yellow line along Regent Street and kind of hear your...what you see are needs or opportunities on our part of Regent Street.
The yellow areas on the concept plan are "Joint Planning Areas". It is expected that the University will work directly with the land owners, the City and the neighborhoods to jointly plan the redevelopment of these sites. Many of the neighborhood representatives have asked for our help in charting a course for these areas that are in transition.
- 43) I want to concur about the housing thing. Landlords are having a harder time trying to rent to students. Students want the newer places, with cable, etc.
We've found that many of the students are either choosing the new high rise apartments on the near east side of campus or moving further away from campus to get more for their housing dollar. They also then use their free bus passes to get in to campus.
- 44) Has anyone heard about the Josie's Corner?
(Someone at the meeting noted that they had heard that John(?) Flad has purchased the property, as well a couple houses adjacent to the corner property and is looking at developing a Walgreen's on the property.)

- 45) There is nothing but potential around the Regent/Park intersection. Greenbush would like to work with the University and the Budget Bicycle owner to redevelop around there.
The UW would be happy to work with the neighborhood and the local businesses on this issue.
- 46) One thing that makes this different than Tenney Lapham is that we have the stadium and the Kohl Center “working for us.” People seem to want to party more if they are living near these places. I hope the University will try to channel this more.
The University has a specific group in Athletics that works on event planning at both the Stadium and the Kohl Center. The group has neighborhood representation that helps work out issues related to activities at both venues.
- 47) When you reviewed all the transportation corridors with us, you really didn’t identify the pedestrian thoroughfares...what you’re planning for those thoroughfares.
The plan includes a detailed look at streetscape development and landscapes along major pedestrian corridors. We’ll be suggesting new street tree plantings, new signage and new benches, trash receptacles, etc. all part of integrated design standard for site amenities.
- 48) The Park/Regent intersection. Is that dealt with? Does the big new complex come all the way to Regent? That intersection won’t be changed, then? What about Park Street south of Regent Street? It’s always in the top 10 list of most dangerous intersections
Park St. will be narrowed by the City between Regent Street and West Washington to match the section north of Regent Street. It will go from 6 traffic lanes to 4 traffic lanes + bike lanes on both sides. The plan calls for the section of Park St. south of W. Wash to stay wider to continue the existing shared on-street parking and bike lane to support the commercial businesses and possible future transit options.
- 49) I would say that that’s still a big concern of mine, as well. That’s not a very welcoming intersection.
- 50) There’s stuff that’s happening just to the south of there, in front of the hospital. They’re talking about narrowing the road and adding a bike lane. They’ll make another through traffic lane.
- 51) The whole University Bay area was a marsh area. And now, I hear that you’re adding fill to the playing fields to make them drier.
Yes, we are raising the playing fields west of the Natatorium to help with drainage issues. We are also, though, creating new infiltration ponds with rain garden-like plantings to help with mitigation of some of the stormwater runoff from the new greenhouses and the new Cogeneration plant just to the south. We hope that this will make the fields much more useable and still allow us to take care of some of the stormwater issues we have so close to the lake.
- 52) It would be ecologically better if the 1918 Marsh were directly connected to the lake, and the triangle marsh.
Yes, we’ve looked at this and will be doing a full analysis of the 1918 Marsh as part of a master plan for the Campus Natural Areas. This project is underway now and will be done in the fall of 2005 as well. The triangle marsh, just south east of Lot 60, is actually being redeveloped as fish spawning area, utilizing a grant from the DNR. The triangle marsh is now connected directly to Lake Mendota with a control structure that can let water (and fish) in during the spring.
- 53) The biomedical corridor that the mayor had talked about and that the UW is participating in...what about that? (Park Street as a biomedical corridor) Alan says we’ll check it out.

Below is a link to an article discussing the biomedical corridor concept:
<http://www.wistechology.com/ForbesMadison/BiomedicalCollaborative.pdf>
- 54) You talked about increasing the focus toward the lake. What are you doing besides the mall?
We’re spending a lot of time looking at how we can create additional view sheds in several areas on campus and along the lakeshore path. We hope to do selective removal of weedy invasive plant species (buckthorn & honeysuckle, mostly) to allow better views of the lake.