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of
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FACILITIES PLANNING
& MANAGEMENT

July 19, 2005

Mayor David J. Cieslewicz
City-County Building, Room 403
210 Martin Luther King Jr. Blvd
Madison, WI 53703-3345

Dear Mayor Dave:

Thank you for your June 15, 2005 letter and comments on the draft Campus Master Plan, and for your staff's involvement in our Executive Leadership Team. Input from Brad Murphy and Mark Olinger has been very helpful throughout our campus planning process. This active, positive partnership has been important to the success of our plan. We hope to capitalize on this partnership as we move forward. We also hope the broad concepts outlined in our master plan can be incorporated into the City's Comprehensive Plan.

The campus master plan is developing design guidelines for campus for the first time. Together with our new University Architect and Design Review Board, we have a commitment to creating good public buildings and open space. We share your concern for the southeast campus area, and endorse the need to coordinate specific recommendations through "town and gown" discussions. Even though this area has historically been our "back door," we realize this is an active and vital neighborhood for its many residents. We will work directly with Brad Murphy and Mark Olinger to enhance our understanding of local issues, including the need for an active streetscape, established height and setback limits, and outdoor pedestrian spaces.

We also look forward to working with you and your staff to enhance transportation opportunities in and around campus. As you know, Alan Fish and Rob Kennedy are participating in your proposed trolley/streetcar planning group. Rob will be working closely with Larry Nelson and traffic engineering staff on the two minor street closures included in our plans. He will also initiate a discussion on the overhead crossings proposed in the plan. These are only suggested in areas that have clear destinations and a purpose for second level street crossings. In most cases, we believe crossing at street level is the safest and most appropriate route for pedestrians.

Historic preservation will continue to be an important part of our overall campus master plan. The university has directed over \$500 million in funds to preserve, maintain and renovate many significant historic buildings on campus. We will carefully consider future opportunities for preservation, given the ever dwindling state funds we receive for building maintenance and restoration.

Office of the Chancellor

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Mayor David J. Cieslewicz

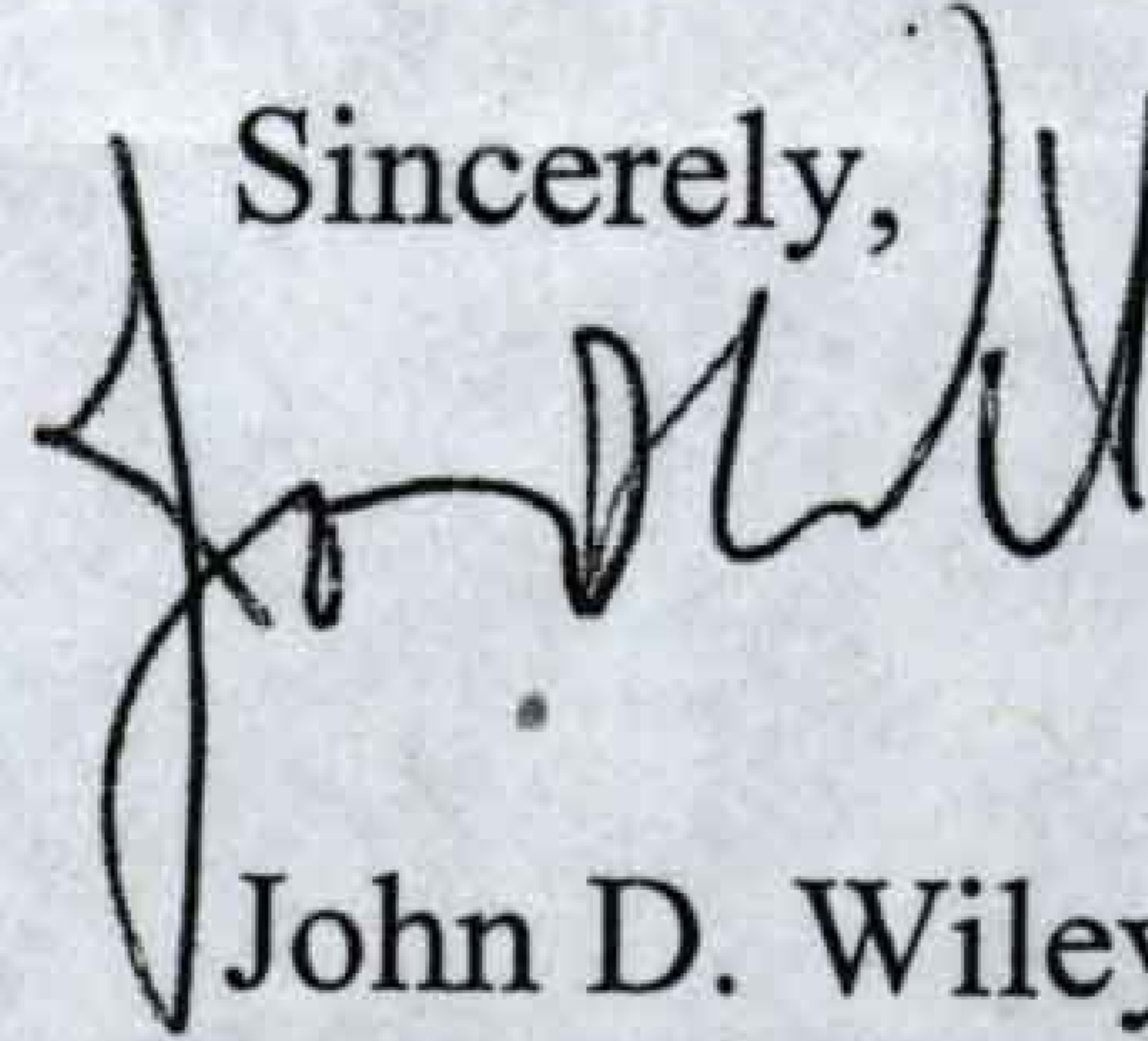
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Finally, we anticipate working with you on the proposed employer-assisted homeownership incentive programs in the neighborhoods around campus. This is a great opportunity for the city and university to revitalize campus boundary areas with more owner-occupied housing and improved commercial developments. There are several successful prototypes on other campuses that we are eager to share with you.

Thank you again for your comments. A final draft of the written and graphic master plan documents will be available for your review in the very near future.

Sincerely,



John D. Wiley
Chancellor

cc: Alan Fish, Associate Vice Chancellor, UW-Madison Facilities Planning & Management
Gary Brown, Director, UW-Madison Planning & Landscape Architecture
Mark Olinger, Director, City of Madison Department of Planning & Development
Brad Murphy, City of Madison Planning Unit Director
LaMarr Billups, UW-Madison Chancellor's Office
Casey Nagy, UW-Madison Chancellor's Office
Darrell Bazzell, UW-Madison Vice Chancellor for Administration