

## **UW-Madison Campus Master Plan**

### **Web Comments – Volume 1**

**From September 29, 2004 (debut of website) until October 11, 2004**

#### **Collaboration**

1) This university is known for its interdisciplinary approaches to scholarship, but inadequate intracampus shuttle services discourage faculty from traveling to other schools and colleges for talks, meetings, and research collaborations. A high-frequency, multi-stopping shuttle (or multiple shuttle lines) would facilitate faculty collaborations.  
alta charo

#### **Lighting**

1) Please incorporate a change in the outdoor night lighting. Full cut off shielding more effectively lights what is to be seen and does not create glare which closes down the iris of the eye which is hampering vision when driving by/through campus or walking on the campus. I feel much less safe on the lakeshore path since the addition of the glaring highly reflective lighting went up. Has decreased the ability of those using the path to see outside overlit areas and see around to monitor safety. Too much contrast.

Please see the Dark Sky web site for information on good lighting. Locally the city council has recently made some major inroads on changing to a more efficient and effective night lighting point of view.

The new development by Mr. Gialamas in Middleton has some very good building lighting. A bit bright for my personal taste but well shielded to prevent vision glare problems.

Feel free to contact me with any questions or for examples of good and bad exterior lighting.

Please eliminate the blinding light boxes on the exteriors of buildings. They mostly blind and do little to help vision. Some actually cause blinding (Ag area) when driving on University/Campus Drive. Thank you, Susan Skubal

#### **Look & Feel of Campus**

1) I have a few suggestions.  
First, as the 1996 campus plan outlined, the UW must create more of a communal feel in the Southwest campus next to Union South and Geology.

More needs to be done to enhance a sense of closeness to the University...like common architecture, or street posts with a "W".

Union South should be remodeled from its cold self into a warm building that defines the edges of the campus properly, with green spaces...perhaps it could be more closely tied in with Camp Randall's surround green space.

I don't think a common type of architecture should be used across all of campus. Frankly, I like the different varieties of buildings. I love Bascom Hall's austerity, the new bio buildings sleek look, and the way Chem and Psych contrast colors (blue and orange) when looking at them from a westerly position on Johnson.

Next, the Red Gym should remain the main visitor center for the UW. It is fine to have a gateway somewhere else (like North Park, after all, more parking), but this gateway must make sure visitor's are directed to the Red Gym, a grand building that really gives visitor's the impression that the UW has grand traditions, an elaborate history, beautiful architecture, and, like the building, is quite prominent and bold in the larger community.

The old service buildings should be revamped and maintained for academic use (with better landscaping).

A library mall-esque plaza would be nice in the old university hospital area, but would not should not be as grand as library mall. The UW should give more of a sense of boundaries in its planning...take into consideration lampposts with W's and even large pillars to mark the boundaries of campus. Tie the campus together with common red brick sidewalks (already occurring, but maybe these could be on Bascom too.

This is nit picky but keep a gateway between State Street and the University wide open...not bordered up...its nice to see the city flow into the school.

Keep the lakeshore beautiful, wooded, and quiet. Remember, huge glass facade buildings are a fad. More Murray mall ideas are good. Give Camp Randall a better entrance after one walks through the arch. Keep the natural curves of campus.

Thanks,  
Peter Shaw

2) Put nice stone or brick walls in front of the Kohl center and Engineering Hall (instead of ugly barricades or chain fences)

Anonymous

3) I do science outreach for the Biotechnology Center and for UW-Extension Cooperative Extension.

In my program ([www.biotech.wisc.edu/outreach](http://www.biotech.wisc.edu/outreach)), we have a couple of key beliefs about engaging the public in the tradition of the Wisconsin Idea:

1. Hospitality Counts
2. Venue Matters

It's good to aspire to the conviction that the boundaries of the university are the boundaries of the state, and I'm pleased to do programs in communities all over Wisconsin--but we as a university also have to be able to reciprocate, and welcome people to come to campus to experience and contribute to the life of the university (and in the case of science outreach, to experience science as exploring the unknown within a community of researchers).

I also convene the Science Alliance, an organization of science outreachers on campus (see [science.wisc.edu](http://science.wisc.edu) for more). As a group we would like to share our hopes, visions and aspirations for the campus as a Field of Discovery that welcomes and inspires the public. Thanks! Tom Zinnen

4) Keeping actual classroom space in existence near Library Mall is important. Removing humanities classes and taking a critical mass of undergraduates away from the mall will make it a less vibrant place. Get rid of the current Humanities building, but keep the classroom space in its present location - at the heart of the university. - anonymous

### **Other**

1) I am a state employee of 4 years, a 2nd semester junior from another college (Carroll College) and single mother of 5 sons. Please consider focusing on:

1. Student enrollment improvement including those students of diversity (age, gender, race, etc.) Enhancing curriculum with special projects, outreach opportunities and topics of interest as well as new scholarship incentives.
2. Retention of staff (improve negotiations and pay for union staff). Include incentives such as encouraging staff to take campus classes, reduce parking costs, use objective performance evaluations and encourage promotion opportunities.
3. Hire/attract quality staff by enhanced PR efforts across the country with added commuting options. Help departments low in resource funding so they, too, can hire quality staff.

4. CQI: Continued Quality Improvement in systems, policies and staff. Its a team effort and we should feel like one big team, who understands the university's expectations, including the vision and mission statements of our school and abide by the policies set forth.

It was very nice to share these thoughts with you.

In closing, I do wish I was attending UW as a student but the lack of credit transfer options make it impossible at this time but I have hope for the future.  
Janet Donovan

### **Parking**

1) I do agree that green space on campus is important, and that making buildings more functional is key, but please don't forget about the commuter students (and there are many of us, have you seen the parking ramps???). Balancing green space with parking will ensure that we'll be able to participate on campus like other "traditional" students. I enjoy spending time at the Memorial Union, however if the parking that is in place for the union is gone in favor of a green space, I won't be able to spend as much time there. There are more students on campus than your traditional dorm/on-campus housing students. Finances have already ruined the chance for many of us to live on campus, please don't ruin our chances to enjoy UW outside of classes in favor of "green space".

Sara

### **Recreation**

1) More Recreational Space! Indoor and outdoor. More weight room space.

Anonymous

### **Restrooms & Water Fountains**

1) ... I walk in the area toward Picnic Point a lot. If you walk in this area on a holiday, campus buildings are closed. There is absolutely nowhere to go to the bathroom. There is a bathroom at the Track, but it is normally closed and inside a fence. The other area which could use a bathroom would be near the Allen Gardens (maybe the corner across the street at Slichter?) A water fountain would be nice too. The Allen Gardens get a lot of walking visitors.

Pat O'Callaghan

### **Sustainability**

1) I think the new buildings you are putting up should focus on green design. Not only will this help out the environment, but it will lower energy costs. Please think of the future!!!! Smart building design now can save a LOT of money on energy costs!!!

Elizabeth Appleby

1) My comments are twofold. First, the campus ought to remain bicyclist/pedestrian friendly. Second, as a university, we are at the forefront of progressive thought. As stewards of the land, it is therefore important to set a quality example of urban environmental sustainability. Thus, we ought to eliminate any pesticide/insecticide sprays on campus and alternatively trend towards native landscaping where appropriate. Perhaps areas such as around the Humanities building, for example, would benefit from increased diversity of species.

Matthew Liesch

2) I am a sophomore here at the UW, and an intern with WISPIRG on the Big Red Go Green campaign. I think that the university needs to be aware of environmental concerns when planning for the future. As our resources diminish, it becomes increasingly important that everyone takes advantage of every opportunity there is to conserve. This includes the university, especially when planning for new buildings on campus. Big Red Go Green will be researching architectural ways to make buildings more energy and environmentally efficient. Please feel free to contact me for more information.

Tamara Lawless

### **Traffic**

1) Can the city, which is full of roads, not have just one road which no cars, buses, or trucks are allowed on? State St. is dangerously crowded with buses and trucks! The storeowners don't benefit most from that. It is very unpleasant, adding a violent loud fuming element to the public space.

Suzanne Way

2) Instead of increasing downtown car parking, encourage cars to park outside the downtown area and bus/walk/bike in. This is a common world-wide trend. Get all the cars out of downtown and turn the roads into enjoyable public spaces where people don't have to talk over truck engines, fumes, fleeing for safety from them!

Suzanne Way

3) How can you say you want to discourage private car traffic and then say you will increase parking? You should tear up the parking ramps! Make people park outside the city and bus/bike/walk in. Make UW-Madison the first car-free campus in America!

Suzanne Way

### **Volunteering Involvement**

1) I am working with the Regent Neighborhood Association and I would like to stay involved with the UW planning efforts and coordinate where appropriate.

Michael Prager

2) I would like to contribute to your process to ensure we plan to have the spaces, the places and the mindset to welcome people to campus, particularly in the areas of sciences that largely fuel our \$620 million research budget. Please let me know how I can participate further.

Thanks! Tom Zinnen

### **Wayfinding**

1) I have lived in the area off Old University Ave (apartment) 15 years and walk a lot on campus. I frequently give people in cars directions (especially to the UW Hospital), but also Camp Randall, the Kohl Center and other spots. The UW Foundation is the only campus building in this area. Perhaps a small Visitor Welcome center with map board and campus maps would help (with street signs on University Avenue).

Pat O'Callaghan