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David J. Cieslewicz, Mayor

June 15, 2005

Chancellor John Wiley
University of Wisconsin-Madison
161 Bascom Hall, 500 Lincoln Drive
Madison, WI 53706

Dear Chancellor Wiley:

I am very pleased with the direction that the Campus Master Plan is taking. I would like to compliment you and your staff on the approach that you have taken to prepare the plan, in particular the public participation process and the willingness of your staff to actively involve the community in the preparation of the plan. We have reviewed the draft campus plan map and the five-page summary of planning principles, assumptions, major plan elements, long-range transportation plan recommendations, utility master plan elements, and more specific recommendations for the east, west, and central campus subareas.

While the actual plan has yet to be drafted, the five-page summary of principle concepts provides a very good basis for the preparation of the actual plan. I am very supportive of the planning principles, assumptions, and major elements of the plan as summarized in the document.

We are very interested in working with you to prepare the design guidelines to guide future development on campus. In particular, we are interested in the guidelines for the southeast campus area. This is an area that will continue to see significant redevelopment in the coming decade. There is a need to closely coordinate the design guidelines being prepared for campus with additional development planning which is needed to guide private redevelopment north of Regent Street.

Additionally, I encourage the University to look closely at the design and quality of building materials and construction being used within the southeast campus area. Many of the uses existing and proposed within this area may have a negative effect on adjoining neighborhoods. The existing Charter heating plant, the discussion of a proposed chilling plant within this area, the existing fleet garage, and discussion of the relocation of the physical plant to this area should all be carefully considered within the master plan, with specific recommendations being made to mitigate the negative effects of these uses.

In the area south of University Avenue and east of Park Street, I strongly encourage the University to incorporate new private sector retail and service uses in all development

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proposals with the main entrances of these uses opening onto City streets. This is an area with a significant amount of mixed-use development currently. I strongly encourage the University to develop a new model for future development within this area that incorporates mixed-use development within University projects. The University Square redevelopment concept is a good example of one such project.

I am also very much in support of many of the recommendations included in the long-range transportation plan. I look forward to working with your staff to evaluate appropriate locations for new trolley service to serve campus and the integration of this service with an improved Madison Metro bus service to serve campus. There are several specific recommendations that are included in the transportation plan elements that I would like to see evaluated further prior to being able to specifically support the concepts. In particular, the use of additional elevated pedestrian/bicycle facilities should be approached cautiously. The further separation of modes in many cases runs counter to good urban planning and design. The vacation of Brooks Street and Johnson Street should also be further evaluated.

Related to the Plan, I received a letter from Alan Fish that discussed housing issues in our near campus neighborhoods and attached the results of some Web research on University-Sponsored Employer-Assisted Homeownership Programs. I would be very interested in discussing this concept with you or your staff further.

I look forward to seeing the draft campus master plan and design guidelines that will be produced over the next few months. We look forward to commenting on the plan when it is available. Attached to this letter are more specific comments from the City's Department of Planning and Development and the Long-Range Transportation Planning Commission.

Sincerely,



David J. Cieslewicz
Mayor

DJC/III

Enclosure

cc: President and Members, Madison Common Council
Madison Plan Commission
Alan Fish, UW Facilities Planning and Management
Gary Brown, UW Facilities Planning and Management
Mark A. Olinger, Director, Department of Planning and Development
Bradley J. Murphy, Planning Unit Director