4.1 INTRODUCTION
The University of Wisconsin-Milwaukee (UWM) is located three miles north of downtown Milwaukee and one mile east of Lake Michigan. It is set in an older neighborhood with a strong street grid, taking up three city blocks. Approximately 2,000 students live on campus. The rest of the UWM community commutes to the campus. Many students, faculty, and staff arrive to campus in a car they drove themselves. However, the University has done a good job implementing programs, such as the UPASS and UPARK programs, which encourage alternate modes of travel to the campus. The first part of this section describes existing circulation on campus and the programs in place to encourage the use of alternative modes of transportation.

While the primary mode of transportation to campus is the car, sufficient parking on campus is a major challenge. Currently, the University has approximately 4,810 parking spaces, less than 0.2 spaces per person on campus. A parking study was conducted on April 30, 2008 to determine the supply and demand of parking on the campus. The study found that the University lots, including the Kenwood Campus, UPARK lots, and off-site lots average occupancy rate ranges from 70% to 84%. A less detailed follow up occupancy count conducted by University staff of October 29, 2008 found higher occupancy rates.

The shortage of campus parking also encourages on-street parking around the campus. UWM, local neighborhoods and the City of Milwaukee have worked together to implement a variety of restrictions to limit UWM parking on surrounding streets. While it is difficult to ascertain how many vehicles using on-street parking are going to the University, the April 30, 2008 study collected occupancy data of on-street parking. The parking study process and results are described in the second part of this transportation section.

4.2 ASSESSMENT OF EXISTING CIRCULATION
UWM is a commuter campus in an urban area without robust transit alternatives. The majority of the UWM community lives off campus and must commute. The primary mode of transportation for this commute is driving alone. The different modes of transportation around the campus and programs that enhance use of those modes are described below.

Vehicle Circulation
The University is located in a city neighborhood that has a street grid typical for areas close to the city. Average daily traffic volumes on local two lane streets around and through the University campus are less than 10,000 vehicles per day. Oakland Avenue is a north south arterial that runs west of the University that has average daily traffic of approximately 17,000 vehicles. Lake Drive is a north south arterial several blocks east of the University campus that has average daily traffic of approximately 18,000. The campus is accessible to vehicles via multiple curb cuts from the streets surrounding the campus.
Pedestrian Network

The University provides ample walking paths throughout the campus. The paths provide connections between parking lots and buildings. A pedestrian bridge crosses over Maryland Avenue between Kenwood Boulevard and Hartford Avenue. Sidewalks exist along all streets that run through the campus as well as streets in the neighborhoods surrounding the campus. Most pedestrian crossings at intersections are striped with two horizontal lines. Mid-block crossings on Hartford Avenue between Downer Avenue and Maryland Avenue are striped with a ladder design that is more visible. Figure 4.4 shows crosswalk treatments for intersections around the campus.

Bicycle Routes

Many of the streets surrounding the University campus have bike lanes or are designated as bike routes. Additionally, Oak Leaf Trail runs along the Milwaukee River just west of the campus as well as along the lake shore just east of the campus. This bike infrastructure provides convenient access into downtown Milwaukee either by street or on a separate trail. Figure 4.5 shows the bicycle infrastructure surrounding the campus.

The University promotes biking to campus to avoid crowded parking lots. Bike racks are available throughout the campus and UWM’s website offers safety tips for bike commuters. Additionally, the University runs several programs to promote bicycling on and around the campus, as described below.

UBike

UBike is administered by the Student Union Adventure Center. The program loans bikes to members of the UWM community. Road bikes, mountain bikes, and cruisers are available to suit anyone’s needs. Bikes are tuned and ready to ride when borrowed. A UWM ID is required to check out the bikes. 20 bikes are given out each day. The bikes are free to borrow, however a $275 fee is assessed for lost or stolen bicycles.

Campus Bike Lockers

Cycle-Safe bike lockers are secure and weatherproof lockers that are available to residents of University Housing. Each unit is keyed separately. Fifty storage units are available on a first-come, first-served basis near the South Tower in Sandburg Halls. Cost for a bike locker rental is $125 per semester.

UWM Biking Interest Group

The UWM Biking Interest Group was created to promote biking as a commuter option for UWM faculty and staff, and to advocate for campus policies and facilities that support bike commuters. The group has been working with University Parking and Transit to improve bike parking as well as identify shower facilities that might be made available to bike commuters on a limited basis.
Figure 4.4 Pedestrian Connections & Facilities
Milwaukee County Transit Services

In recent times, the Milwaukee County Transit Services (MCTS) has faced funding challenges and shortages that have made service expansion and the maintenance of existing services difficult. Federal funding opportunities have prompted various studies to evaluate such options as Light Rail Transit and Bus Rapid Transit (BRT) to provide a more robust service and vision. The challenges in the next few years will be centered on developing momentum for these visionary improvements through implementing pilot programs and identifying feasible corridors.

MCTS currently provides six local routes and three freeway flyer/express routes in Milwaukee County that take passengers directly to the University. Local routes make frequent stops along the routes that typically follow local streets while freeway flyer/express routes provide more limited stops and use the freeway to connect park and ride lots to destinations. The routes that serve UWM directly are described below and shown in Figure 4.6. Access to UWM via transit is not available from outlying counties.

MCTS provided information about the daily activity level of bus stops around the University. Stops around the intersection of Kenwood Boulevard and Maryland Avenue have an average of 195-500 boardings and alightings per day. Stops at Hartford Avenue and Oakland Avenue average 86-194 boardings and alightings per day. Other stations around the campus average between 0 and 85 boardings and alightings per day. Figure 4.5 shows activity at the bus stops around campus.

**Route 15 – Oakland/Kinnickinnic**

Route 15 provides north south service between Columbia and Bay Shore Town Center along Marlborough Drive, Oakland Avenue, 4th Street, and Chicago Avenue. The route travels west of the UWM campus on Oakland Avenue. Weekday service is provided between 4:00 a.m. and 1:45 a.m. with approximately 15 minute headways throughout the day. Saturday service is provided from 4:00 a.m. to 1:30 a.m. with approximately 20 minute headways throughout the day. Sunday/holiday service is provided from 4:45 a.m. to 1:15 a.m. with approximately 25 minute headways.
Route 21 – North Avenue

Route 21 provides east west service between Mayfair Mall and Columbia-St. Mary’s Hospital. During fall and spring semesters the route continues northeast on weekdays to serve the University. At the University the route make a loop along Downer Avenue, Kenwood Boulevard, Maryland Avenue, and Locust Street. Weekday service is provided between 4:30 a.m. and 1:00 a.m. with approximately 20 minute headways throughout the day. Saturday service is provided between 4:30 a.m. and 1:30 a.m. with approximately 15 minute headways. Sunday service is provided between 5:00 a.m. and 12:00 a.m. with approximately 20 minute headways.

Route 22 – Center Street

Route 22 provides service from the University west to 60th along Center Street. At the University, the route runs a loop along Locust Street, Downer Avenue, Kenwood Boulevard, and Maryland Avenue. Weekday service is provided from 5:00 a.m. to 1:00 a.m. with headways of approximately 13 minutes. Saturday service is provided between 5:00 a.m. and 12:30 a.m. with headways of approximately 14 minutes. Sunday service is provided between 6:00 a.m. and 12:15 a.m. with approximate headways.

Route 30 – Sherman/Wisconsin

Route 30 is a U-shaped route that provides service to a variety of destinations including the University, Downtown Milwaukee, Marquette University, and Havenwoods Environmental Education Center. Weekday service is provided between 5:00 a.m. and 1:30 a.m. with headways of approximately seven minutes. Saturday service is provided from 5:00 a.m. to 1:45 a.m. with approximate headways of 10 minutes. Sunday service is provided between 5:00 a.m. and 1:00 a.m. with approximate headways of 14 minutes.

Route 40U – College Avenue UBUS

Route 40U provides service between Hold Avenue Park-Ride Lot, College Avenue Park-Ride Lot (South Lot), and the University vie I-94 & I-43. At the University, the route travels a loop on Oakland Avenue, Hartford Avenue, Downer Avenue, and Kenwood Boulevard. School day service is provided between 7:00 a.m. and 5:30 p.m. with at least 30 minute headways. A limited exam schedule operates the day after regular classes end through exams. Six northbound buses run throughout the day and seven southbound buses run throughout the day.

Route 44U – Whitnall/State Fair Park UBUS

Route 44U provides service between the State Fair Park-Ride Lot, the Whitnall Park-Ride Lot, and the University. At the University the route makes a loop on Kenwood Boulevard, Oakland Avenue, Hartford Avenue, and Downer Avenue. School day service is provided between 7:00 a.m. and 5:30 p.m. with 30 minute to one hour headways. A limited exam schedule operates the day after regular classes end through exams. Six eastbound buses run throughout the day and seven westbound buses run throughout the day.
Route 49U – Brown Deer UBUS

Route 49U provides service between the Green Bay Park-Ride Lot, the Brown Deer Park-Ride Lot, and the University. At the University, the route makes a loop on Hartford Avenue, Downer Avenue, Kenwood Boulevard, and Oakland Avenue. School day service is provided between 7:00 a.m. and 9:00 p.m. with 30 minute to one hour headways. A limited exam schedule operates the day after regular classes end through exams. Eight eastbound buses run throughout the day and eight westbound buses run throughout the day.

Route 60 – Burleigh Street

Route 60 is an east west route that provides service along Burleigh Street. Weekday service is provided to the University during the fall and spring semesters. At the University the route makes a loop on Locust Street, Hartford Avenue, Downer Avenue, and Kenwood Boulevard. Weekday service is provided from 4:45 a.m. to 12:30 a.m. with headways of approximately 15 minutes. Saturday service is provided between 4:45 a.m. and 12:15 a.m. with headways of approximately 17 minutes. Sunday service is provided between 5:00 a.m. and 12:00 a.m. with headways of approximately 20 minutes.

Route 62 – Capitol Drive

Route 62 provides east west service along E Capitol Drive between Brookfield Market Place and the University. At the University the route travels a loop on Downer Avenue, Kenwood Boulevard, Maryland Avenue, and Edgewood Avenue. Weekday service is provided between 4:15 a.m. and 12:45 a.m. with approximately 15 minute headways. Saturday service is provided between 5:15 a.m. and 12:45 a.m. with headways of approximately 15 minutes. Sunday service is provided from 6:15 a.m. to 12:30 a.m. with headways of approximately 16 minutes.

Wisconsin Coach Lines

Wisconsin Coach Lines is a private company that provides two regional routes with service directly to the University. The UPASS program does not cover the fares on these routes. However, a valid student ID gives a $1.00 one-way discount on the Waukesha Milwaukee Express and Racine Kenosha line. These routes are described below and shown in the Existing Transit map.

Route 901 – Waukesha Milwaukee Express

Route 901 provides service between Downtown Waukesha, Downtown Milwaukee, and the University of Wisconsin-Milwaukee. The route makes a loop at the UWM campus on Kenwood Boulevard, Oakland Avenue, Hartford Avenue, and Downer Avenue. Route 901 provides service throughout the day Monday through Friday. Frequent headways are provided during peak periods, less frequent during non-peak periods. Service runs from 5:15 a.m. and 10:30 p.m.

Racine Kenosha

The Racine Kenosha route provides service between Downtown Kenosha, Downtown Racine, Mitchell International Airport, and UWM. The route makes a loop at the UWM campus on Kenwood Boulevard, Oakland
Avenue, Hartford Avenue, and Downer Avenue. The Racine Kenosha route provides service throughout the day Monday through Friday. Eight runs are made per day in each direction. Six runs are made per day in each direction on weekends and holidays.

**University Provided Transit Services**

The University encourages faculty, staff, and students to use alternative transportation to reach the campus as a means of relieving parking congestion. University Housing provides a shuttle service for residents and their guests. Students receive a free transit pass, paid for through student segregated fees. Faculty and staff are eligible for deeply discounted transit passes. Additionally, the University provides off campus lots with shuttle service to the campus. These services create viable alternatives to driving alone for campus access and are described below.

**University Housing Shuttle Service**

The University Housing shuttle service operates continuously between the UMW Campus, Kenilworth Square Apartments, and Riverview Residence Hall. The shuttle only stops at the UWM Library, Riverview, and Kenilworth. Additional stops are not made. This route is shown in the Existing Transit map.

Shuttle service is only available to University Housing residents and their guests. Riders must have a UWM ID or Housing guest pass ready when boarding the shuttle. University Housing employees may also use the shuttle during work hours.

**Student UPASS**

In cooperation with the Milwaukee County Transit System, the University developed the UPASS transit program to serve both commuting students and students living on or near campus. There are 6 local bus routes and 3 freeway flyer/express bus routes in Milwaukee County that take passengers directly to the University.

The UPASS is accepted as full fare on every MCTS-operated bus route, whether it is a local route, freeway flyer/express route, or special route. To be eligible for the UPASS you must be a student taking at least one class for credit on the Kenwood campus (not online). The cost of the UPASS is included in tuition as part of the student segregated fees.

**Employee Commuter Value Pass**

Commuter Value Pass is a deeply discounted low user cost quarterly bus pass program for faculty and staff at the University. This program allows for unlimited transit use on any route operated by the Milwaukee County Transit System, including all local routes, freeway flyer/express routes, festival shuttle, and special Brewers routes. The current cost per 3-month period is $88.50.

**UPARK**

UPARK is a satellite parking lot and shuttle bus systems developed to address the parking needs of commuting students, faculty, and staff. On-campus parking is extremely limited, and parking on the streets surrounding...
UWM is restricted to limit long-term parking in the largely residential neighborhood.

UPARK lot locations near the campus are open to students, faculty, and staff. All locations provide free parking and a free shuttle service to campus. A campus ID is required to use the services. No additional permit or special identification is required.

Buses operate at 10-minute or less intervals and have seven on-campus stops. Shuttle bus service is available Monday through Friday during regular class and final exam days of the fall and spring semesters. The shuttle does not run during UWinteriM, spring break, or summer break. Buses are scheduled to begin operation at 5:30 a.m. and continue operating until 10:00 p.m. UPARK aides are on duty at each lot for assistance, if needed.

One UPARK lot is located at the intersection of E. Capitol Drive and N. Humboldt Boulevard. Two additional locations are on the lakefront along Lincoln Memorial Drive at Veteran’s Park and McKinley Marina. Figure 4.6 shows UPARK locations and shuttle routes.

Other Transportation Options

In addition to providing alternative routes to campus using the UPASS and UPARK Programs, the University provides additional transportation options for people once on the campus. The ZipCar, BOSS, and S.A.F.E. programs provide access to vehicles for people who don’t drive to campus and are described below.

ZipCar

University housing sponsors the ZipCar program, which was implemented at the request of students who cannot keep a car on campus. This program gives people who don’t have a car an affordable alternative when public transportation isn’t feasible. To participate, students must become members for $35 per year. Rates for individual use are $7 per hour or $60 per day, which includes gas, insurance, and maintenance. Additional requirements apply to drivers who are under 21.

Be on the Safe Side (BOSS)

Be on the Safe Side (BOSS) is part of the Office for Student Life and administered by the UWM Student Association. BOSS offers an escort and van transportation service around the campus neighborhood. This is a free service for UWM students. BOSS operates between 6:00 p.m. and 2:00 a.m. in an area bounded on the north by Hampton Road, on the east by Lake Drive, on the south by Brady Street, and on the west by 7th Street.

S.A.F.E.

The S.A.F.E Program is run by the University Police and operates from 6 p.m. to 4 a.m. S.A.F.E. walkers patrol the campus area and will escort students on foot and after 2 a.m. have the capacity to give rides home.
4.3 EXISTING PARKING SYSTEM

The primary mode of transportation taken to the campus is the single occupancy vehicle. While the University has done a lot to encourage people to use alternative modes, pressure still exists on the limited parking resources available on the campus.

A parking inventory and analysis was conducted for the University of Wisconsin-Milwaukee (UWM) on April 30, 2008. The parking inventory identified existing parking supply, restrictions, user classification and location for on-campus parking, off-site parking, and on-street parking in campus-adjacent neighborhoods. Parking occupancy data were conducted for these locations and are summarized in Table 4.1. The limits of the parking occupancy study are Menlo Boulevard (north), Park Place (south), Lake Drive (east), and Cambridge Drive (west) as shown on Figure 4.13. The study area was broken down into several sub-areas for data collection purposes. Detailed parking data for each of the sub-areas are summarized in Appendix A.

The on-campus and UPARK lots were re-counted during the Fall Semester on October 29, 2008 by University staff. The parking occupancy was higher on October 29, 2008 with counts that indicated the total of all parking lots were 81% and 84% occupied during the AM and PM time periods, respectively. It is acknowledged that parking occupancy can vary by time of year and when collected during the semester. The April 30th counts were conducted in greater detail than the October 29th counts and are the focus of all further discussion. As noted, the October count data is shown along with the April data.

Campus Parking

Various parking trends are illustrated through the evaluation of the occupancy data collected for this study. Trends for both visitor and staff users indicate that lot location and fee structure could be factors in the parking demand as illustrated by the following narrative.

Parking Supply

The UWM Kenwood Campus has approximately 2,790 parking spaces, not including on-street parking. On-street parking within the campus and adjacent neighborhoods is under the jurisdiction of the City of Milwaukee and Village of Shorewood. The two municipalities are separated by Edgewood Avenue, which is also the north border of the Kenwood Campus. An additional 1,750 parking spaces are provided in the off-site UPARK parking lots described in section 4.2 and shown in Figure 4.6. A total of 270 parking spaces are located at the Riverview Resident Hall, and Kenilworth Square Apartments and UWM Liberal Arts Center which are located south of the Kenwood Campus. Riverview is located on North Avenue, west of the Milwaukee River. The Kenilworth Square Apartments and Liberal Arts Center is located at Kenilworth Place and Prospect Avenue, south of North Avenue. Approximately 4,810 parking spaces serve the UW-Milwaukee’s Kenwood campus as shown in Table 4.1. Approximately 42% of the total off-street parking for the Kenwood campus is located off campus.
The on-campus parking supply is segregated by user group including faculty/staff, university vehicles, public and visitor parking. This information is summarized in Figure 4.14 and detailed in Appendix B. General parking comprises nearly 65% of the total number of parking spaces on-campus. The next largest user group is the faculty/staff parking at 19%. Significant portions of the staff parking areas become available to the students and the general public after 3:00PM on weekdays. Several parking spaces in the Sandburg and Sciences lots are reserved for the ZipCar program. ZipCars must be returned to its designated parking space after each use.

Approximately 80% of the off-site parking located at Kenilworth and Riverview is designated for residents. The main parking floor at Kenilworth is available for general parking and retail patrons. Metered parking is provided in the Sandburg garage. These spaces are intended primarily for the general public however, residents can use this parking on weekends. Sandburg residents are encouraged to use UPARK lots during the week.

Nearly 98% of the parking in the UPARK lots is used for general public parking. There are a significant number of on-street parking spaces and turf spaces in Veterans Park used by students; these parking spaces are not included in the total parking supply count as they are assumed to be inaccessible during the winter months.

On-campus parking is summarized by location in Table 4.2. Sub-area C contains the Alumni Center parking lot near the lakefront. The remainder of the Kenwood Campus is contiguous and was broken down by quadrant. The SE quadrant, also know as Sub-area J-2 and shown as such in Figure 4.13 is bounded by Hartford Avenue, Downer Avenue, Kenwood Boulevard, and Maryland Avenue. Sub-area J-2 includes the student union and approximately 46% of the Kenwood campus classrooms. The SW quadrant, also know as Sub-area E-2 is bounded by Hartford Avenue, Maryland Avenue, Kenwood Boulevard and Cramer Avenue. Sub-area E-2 includes approximately 42% of the Kenwood campus classrooms. The NE quadrant, also know as Sub-area J-1 is bounded by Edgewood Avenue, Downer Avenue, Hartford Avenue, and Maryland Avenue. Sub-area J-1 includes the Klotsche Center, the Sandburg resident halls and approximately 12% of the Kenwood campus classrooms.
The total number of parking spaces located in the NE Quadrant is 1,212 spaces, which is comprised primarily of the Sandburg (353 spaces) and Pavilion (613 spaces) parking lots. The majority (91%) of spaces in these two lots are used for general parking. This quadrant is approximately 43% of the total parking on campus however contains only 12% of the total classrooms and may explain why the observed parking occupancy lags slightly behind the other two campus quadrants.

The parking supply contained in the SE quadrant is approximately 31% of the total on-campus parking spaces. The primary parking lots in the SE quadrant include the Lubar (225 spaces) and Union (452 spaces) parking garages and the Zelazo Center (110 spaces) surface parking lot. The designated parking user is separated into two main categories in these three lots: faculty/staff = 97 spaces (12%) and general parking = 649 spaces (82%).

The parking supply contained in the SW quadrant is approximately 24% of the total on-campus parking spaces. The primary parking lots in the SW quadrant include the EMS (159 spaces) parking garage, and the Sciences (259 spaces) and Cunningham (165 spaces) surface parking lots. The designated user in these three lots is also separated into two main categories: faculty/staff = 194 spaces (33%) and general parking = 264 spaces (45%).

**Parking Demand**

The parking occupancy data was collected at 10AM and 2PM for both the on-campus and off-campus areas including on-street parking. As a whole, the off-street university parking is operating at approximately 70% occupied during both the AM and PM periods as shown in Table 4.1. University parking is defined as the sum of both the on-campus and off-campus parking lots controlled by the University. The combined occupancy rates are lower than the on-campus lots due to the lower parking demand experienced at the UPARK sites. The on-campus lots experience 77% occupancy in the AM (81% Fall Count) and 77% in the PM (84% Fall count).

Parking occupancy by location, as show in Table 4.2, indicates that the demand exceeds 70% for all campus sub-areas with the exception of the Alumni Center. Both the SE and SW quadrants are approaching full, which is normally regarded as 85% occupied. At this level of parking demand, the user begins to engage in the hunting mode for those last few remaining parking spaces. The three primary parking locations in the SE quadrant are the Lubar, Zelazo Center, and Union parking lots. The Lubar lot ranges from 45 to 60% occupied (67-80% Fall count), whereas the Zelazo Center and Union lots range from 84 to 97% occupied (92-100% Fall count). The UWM Parking & Transit Office website lists the Union lot as the preferred place to park for visitors which may explain the high occupancy levels.

The three primary parking areas in the SW quadrant are the Sciences, Cunningham and EMS parking lots. Parking occupancy ranges from 76 to 87% in these three parking lots (85-98% Fall count). The two primary parking lots in the NE quadrant are the Pavilion and Sandburg parking lots. The Pavilion parking structure is quite large with approximately 600 parking spaces.
spaces. However, due to its location on the periphery of campus this lot is underutilized, suggesting a high user value of centrally located parking. The parking occupancy in these two lots ranges from 71 to 75% (67-92% Fall count).

Table 4.2: Kenwood Campus Parking Summary by Location

<table>
<thead>
<tr>
<th>On-Campus Location</th>
<th>Sub-area</th>
<th>Parking Supply</th>
<th>AM Parking Demand</th>
<th>PM Parking Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lakefront</td>
<td>C</td>
<td>20</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Lakefront C</td>
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<td></td>
<td>30%</td>
<td>40%</td>
</tr>
<tr>
<td>SE Quadrant J-2</td>
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<td>664</td>
<td>712</td>
<td>81%</td>
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<tr>
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<td></td>
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<td></td>
</tr>
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<tr>
<td>NE Quadrant J-1</td>
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<td></td>
</tr>
<tr>
<td>Total</td>
<td>2787</td>
<td>2121</td>
<td>2134</td>
<td>77%</td>
</tr>
</tbody>
</table>

*Based on counts taken April 30, 2008 by Bloom Companies, LLC

Of the off-site lots, the McKinley Marina lot operates at the highest occupancy at 97 to 100% occupied (85-97% Fall count). Parking occupancy at Veterans Park and Capitol-Humboldt UPARK lots range from 63 to 76% occupied (90-94% Fall count).
Figure 4.15
10 AM
On-Campus Parking Supply & Occupancy

Legend:
- Red: 0% Occupied
- Orange: 1-25% Occupied
- Yellow: 26-50% Occupied
- Green: 51-75% Occupied
- Blue: 76-100% Occupied
- Purple: Parking Supply
- Black: Parking Lot Designation

Map showing various buildings and parking lots with different levels of occupancy indicated.
On-Street Parking

UWM has been working with the City and surrounding neighborhoods to minimize the amount of vehicles parking on the street from the University. Neighborhood parking restrictions are in place to help limit the number of campus users that use this parking. Residential permit parking areas have been designated around the campus where only residents with permits are allowed to park. Additionally, time limits have been placed on much of the on-street parking surrounding the campus to minimize long term parking by University students. On-street parking is included in this study to better understand the demand for this type of parking and how to keep University bound visitors from parking in the neighborhoods.

Parking Supply

An on-street parking occupancy study was conducted for the adjacent neighborhoods on the same day in April as the on-campus studies. No follow-up data for on-street parking was collected by University staff in on October 29, 2008 so all information in this section refers to data collected April 30, 2008. Parking restrictions, meter versus non-meter parking, parking occupancy and other parking attributes were collected and are summarized in Appendix B. The limits of the on-street parking occupancy study are Menlo Boulevard (north), Park Place (south), Lake Drive (east) and Cambridge Drive (west).

There are a total of approximately 6,590 on-street parking spaces within the areas identified in Figure 4.17. The longest walking distance from the furthest point in the study area is less than one mile from the campus. Not all of these parking spaces are available for University use. Approximately 84% (5,550) of the on-street spaces are available for the general user. Approximately 5% (345) are metered spaces and the remaining 11% (700 spaces) are classified as residential permit parking (RPP) only. Only residents with a permit are allowed to park in RPP areas. As a general rule, the residential permit parking areas are within four blocks from the University. Metered parking is primarily concentrated in locations immediately adjacent to the campus and the commercial areas along Oakland Avenue. General on-street parking areas are used by both University population and residents. Many of these areas have parking time restrictions that would not allow users to park for extended periods of time as shown in Figure 4.17.

Parking Demand

Overall, the parking occupancy for the entire on-street parking areas ranged from 50 to 52% for the AM and PM time periods. This information is shown in Figures 4.18 and 4.19, for the AM and PM time periods, respectively with detail provided in Appendix C. The blocks closest to the UWM campus are the most heavily used. On-street parking immediately south, east, or west of campus is generally fuller than on-street parking north of campus. For example, the two parking sub-areas located north of the University in Shorewood (Sub-areas H-1 and H-2) have an occupancy rate ranging from 17 to 21%. Sub-area locations are identified on Figure 4.13. Block faces that allow residential parking (RPP) only are usually less occupied than adjacent non-RPP block faces. For example, areas that allow only residential parking had an occupancy rate ranging from 30 to 38%. General
parking areas (non-RPP) within these same blocks exhibited occupancy rates at 62 to 64%. On-street parking areas near the University that are metered (not associated with commercial activity) have parking occupancy rates at approximately 62 and 67% during the AM and PM time periods, respectively. Blocks adjacent to each other but with different time restrictions generally do not have significantly different occupancy rates. The main exceptions are blocks that do not have any parking restrictions are fuller than the nearby blocks with parking restrictions.