TRANSPORTATION

Given UWM’s anticipated presence at multiple locations in the Milwaukee region, connectivity is essential in terms of providing safe, efficient, and navigable passage between sites. As such, the Master Plan accommodates connectivity at a variety of scales: within the Kenwood campus, between the Kenwood campus and other East Side facilities, and between the East Side and other potential UWM locations downtown and to the west.

The transportation framework describes an integrated circulation system for UWM that includes entrances, pedestrian, transit, bicycle, vehicular, and parking networks. Fundamental to all of these networks is the desire to reduce the vehicles miles traveled to the campus, an emphasis on efficiency and accessibility, and a commitment to create a pedestrian- and bicycle/transit-oriented campus. The transportation recommendations champion a comprehensive Transportation Demand Management (TDM) approach that prioritizes walking, cycling, and transit.
TRANSPORTATION GOALS

- Provide an integrated and comprehensive transportation system that includes pedestrian, transit, bicycle, vehicular, and parking networks.
- Create an efficient, accessible, and financially feasible transportation system.
- Reduce the vehicle miles traveled by providing safe and reliable transportation options.

KEY RECOMMENDATIONS

- Design streets and roadways to accommodate safe travel for a variety of different modes, not just serve as conduits for vehicle traffic. Additionally, they need to provide a sense of arrival to the campus.
- Create new mid-block and intersection crosswalk connections that align with the overall circulation network proposed in the Master Plan. Crosswalk treatments include curb extensions, high visibility crosswalk markings, pedestrian warning signs, and raised crossings and speed tables.
- Create better bicycle connections to major bike routes and paths in the City.
- Integrate bicycle facilities into campus design plans, including bicycle parking convenient to building entrances, high quality bicycle parking strategically located throughout the campus, and shower and changing facilities.
- Promote and market transportation alternatives.
- Work with the Milwaukee County Transit System (MCTS) to ensure that transit routes serving the University do not see service reductions. Advocate for potential new routes.
- Continue shuttle service for housing and UPark locations. As opportunity sites are developed, the University may want to offer shuttle service until such time that adequate transit is provided.
- Establish a transit hub at The Union to better integrate transit into the fabric of the campus and to provide a sheltered place to wait.
- Maintain current parking ratio at the Kenwood campus. This means that spaces lost to construction need to be replaced at a 1:1 ratio, likely in an underground structure. To the extent possible, continue use of off-campus UPark lots and identify additional off-site parking lot possibilities.
Transportation Demand Management (TDM)

Strategies considered within the Master Plan are broad and include a variety of tactics. Improvements to the organization and configuration of pedestrian, bicycle, and transit networks are designed to facilitate movement, and are supplemented with alternative transportation incentives and parking policies that discourage automobile use. Increased housing opportunities on or near campus will also encourage pedestrian and bicycle movement to and from campus, fortified by an efficient shuttle system. The overall Transportation Demand Management approach relies upon improved technology that promotes the real time display of information for bus, light rail, and shuttle services, and an enhanced website that presents transportation as an attractive, easily accessible, and coordinated system.

Modal share describes the percentage of travelers using a particular type of transport. The current modal share for students at the Kenwood campus is 42% who self-drive, with the remaining 58% using an alternate means, such as walking, bicycling, bus, or carpool. For faculty, 63% report driving themselves. In order to limit the demand for parking, as well as to reduce carbon emissions, the University should work to decrease the percentage of those who drive themselves and increase the percentage share of alternate means of transportation.

The charts at right display the current modal share, as well as targets for the future modal share. The target reduces the “Drive Self” category and increases “Walk”, “Bicycle”, and “Bus” proportionately. Specific strategies for increasing the targets for alternative transport are discussed in the following section and in more detail in the Transportation Appendix.
Proposed Street Sections

The proposed street sections diagrammed above are intended to improve pedestrian safety, accommodate bicycle and transit ways, and enhance overall campus aesthetics.

1. Kenwood Blvd

Kenwood Blvd is the formal address to the campus and should continue to be the front door for the campus community, the community-at-large, and for visitors to the University. Landscape and street design should enhance the important role that Kenwood Blvd plays in the campus context. By continuing to maintain and replace missing trees along the Blvd, respecting the generous landscape setbacks, and celebrating the entry courts and access points that lead people to the campus core, Kenwood Blvd will remain the iconic front door to the campus.

2. Hartford Avenue

Hartford Avenue intersects the campus from east to west just north of the Library. While Hartford provides access for buses and vehicles dropping off students and making their way through campus, it also creates a somewhat dangerous barrier for those crossing the street. To address safety concerns, improvements should be made to the street and landscape design to channel students to designated crossings.

3. Maryland Avenue

Maryland Avenue, like Hartford bisects the campus and creates a somewhat unsafe condition for crossing students. Maryland runs north/south between the Student Union and the new Science and Engineering Quad. As with Hartford, enhancements to a controlled number of crossing points, where sidewalks should be extended to slow traffic down and shorten crossing distances.
Pedestrian Circulation (indoor & outdoor)

A goal of the Master Plan is to create a pedestrianized campus within an integrated and accessible environment. While recognizing the importance of vehicles for campus access, the Master Plan is designed to minimize vehicular movement once on campus by keeping parking to the campus periphery and by providing an effective pedestrian circulation network. The plan prioritizes pedestrian and bicycle movements through compact development, shaded, landscaped walkways, and interior connections and corridors that link buildings. These pathways function as part of a larger circulation system, constantly linking pedestrians to public spaces and key locations on campus.

Pedestrian safety is an essential ingredient in creating a pedestrian-oriented Master Plan. Automobiles are limited within the academic core, while traffic calming devices are employed at crossing points along Kenwood, Hartford, and Maryland to further protect pedestrians. Traffic calming strategies include:

- Differentiation in pavement materials
- Narrowed street sections at crossing points

More specific explanation of strategies and recommendations are provided in the transportation appendix.

Bicycle network

Bicycle circulation within the broader East Side and Milwaukee urban context is encouraged and reinforced through the Master Plan design. Many of the streets surrounding the University campus have bike lanes or are designated 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. The bike infrastructure provides convenient access into downtown Milwaukee either by street or on a separate trail.

Overall, the bike network provides an additional form of accessibility to students, faculty, and staff living downtown and in the surrounding community and facilitates access to other UWM campus locations, such as those at the University Services Building, Kenilworth, Riverview, Plankinton, Pabst, and the Harbor.

The University can enhance its bicycle network by doing the following:

- Expand the UBike Program, which is administered by the Student Union Adventure Center. This program currently loans out up to 70-100 bicycles per semester, free of charge to UWM students.
- Increase the number of bicycle lockers and shower facilities.
- Provide bicycle parking at convenient locations, such as a limited set of building entrances and in parking garages.
- Provide covered, secure bicycle parking.
- Enhance education and promotion of bicycle use.
- Advocate for better bicycle lanes, particularly on Oakland and Locust Avenues.

A goal of the Master Plan is to create a pedestrianized campus within an integrated and accessible environment.
Transit

Campus access and transportation are key considerations as UWM plans to locate its academic, research and support facilities at several opportunity sites on the East side and elsewhere in the metropolitan area. To the degree possible, it is recommended that academic programs and support activities are planned so as to minimize the need for undergraduate students to travel between locations. This recommendation is reflected in the program distribution strategy described elsewhere in this report.

In order to ensure that connectivity is provided, the Master Plan recommends enhanced and expanded transit services comprised of both University operated shuttles and MCTS buses. The focus on transit has the potential to support the transportation goals of the City and County, including light rail or bus rapid transit services. It also has the potential to assist UWM in lowering single occupancy vehicle trips and the associated demand for parking and greenhouse gas emissions.

To facilitate transit use, enhance the user experience and establish a common UWM identity, one or more transit portals are recommended at each of the proposed UWM locations. These portals or mobility hubs are envisioned in association with building lobbies or prominent outdoor spaces. They will include, depending on location, the following: sheltered waiting areas, convenience retail, bicycle racks, access to technology and other amenities that support the commuting population. Each portal is envisioned to have a common design identity and similar amenities/services to orient transit users as they move between the various UWM locations throughout the City.

Milwaukee County has developed a long-term vision for transit, which includes service proximate to several UWM campus locations. This transit corridor, which is proposed along Oakland Avenue adjacent to the Kenwood campus, would connect Kenwood with UWM connections at Kenilworth, Riverview, Plankinton, and GLRF. While this service will not be provided in the immediate future, UWM should play an advocacy role in ensuring the transit meets the needs of its population, since the University will provide a major source of ridership.

In the short-term, the Milwaukee County Transit Services (MCTS) currently provides six local routes and three freeway flyer/express routes in Milwaukee County that take passengers directly to the campus. In addition, Wisconsin Coach Lines, a private company, provides two regional routes with service directly to the University. The University Housing shuttle service operates continuously between the UWM campus, Kenilworth Square Apartments, and Riverview Residence Hall.

In cooperation with MCTS, the University developed the UPASS transit program to serve both commuting students and students living on or near campus. The UPASS is accepted as full fare on every MCTS-operated bus route. The cost for UPASS is part of the student segregated fee.

In the future, the University should pursue the following strategies to increase transit ridership:

- Continue to support and promote the use of UPASS.
- Regional collaboration to support transit programs.

In addition to these strategies, the Master Plan creates transit/mobility centers featuring:

1. Interior waiting areas as part of lobbies in buildings
2. Posted schedule and transit information
3. Access to food, technology, and retail
4. Bike parking, lockers, and showers

For the Kenwood campus, these facilities should be located in the Union, IRC Phase 1, the Library, or the Enderis expansion. Specific locations should also be planned for the Brewery, Innovation Park, and the Harbor.

Shuttle

Until such time that the City is able to sufficiently enhance its public transit service, UWM may need to pursue the expansion of its own shuttle operations. The Master Plan recommends that the existing shuttle serving student housing at Riverview and Kenilworth be maintained. An enhancement to the existing GLRF shuttle route should be considered to link the Kenwood campus to Plankinton, and the Harbor via a route along Lincoln Memorial Drive, with a total one-way distance from Kenwood to the Harbor of approximately 7 miles. A third shuttle could connect Kenwood to the Brewery via one of two routes, either the highway (I-43) or via City streets. Both routes are approximately 4 miles. A fourth shuttle could serve Innovation Park. Given the distance of Wauwatosa from the East Side, this shuttle would likely run less frequently than those serving downtown. Like the proposed shuttle to the Brewery, both a highway and City street option are possible routes, with each one-way run about 12 miles. In order for these shuttles to be viable in terms of ridership, the Harbor and downtown routes should run at no more than 30-minute headways, whereas the Wauwatosa shuttle could be hourly, due to its distance from Kenwood. Any classes being offered at the satellite facilities should be scheduled in conjunction with the shuttle schedule.
A transit portal at Kenwood Blvd
Vehicular Network

Vehicular circulation will continue to provide convenient access to campus parking for visitors, commuters, faculty, staff, and students. Once on campus, the aim is to facilitate fast and easy movement from parking areas to the proposed pedestrian networks.

Where possible, the aim is to provide access to parking off of the main thoroughfares of Hartford, Kenwood, and Maryland to reduce traffic and congestion on these central corridors that transect the campus and carry a high volume of pedestrian traffic. These streets will be traffic calmed at key points to ensure the primacy of the pedestrian in the overall circulation network.

Service

Service vehicles have access to all University facilities. Service areas will be concealed from the primary view corridors by screen walls and landscape elements. Service areas are generally accessible from the peripheral roads, while a few buildings have service access off of combined pedestrian/service routes.
Emergency Access
Life and safety issues are a primary area of concern for the University. Proposed buildings are planned to accommodate access for fire and other emergency vehicles.
Parking

The intent of the Master Plan is to maintain current numbers of parking spaces to serve the primary user groups including faculty, commuter students, staff, and visitors. Students, faculty, staff, and visitors with special needs and those with physical disabilities are given priority in terms of parking allocation and proximity. While the Master Plan is designed to reduce the overall demand for parking through integrated multi-modal transportation options that encourage pedestrian, transit, and bicycle movement, the plan maintains the current ratio of spaces, estimated at 0.20 spaces per person (includes faculty, staff, and students). The Master Plan provides additional spaces to compensate for the loss of surface loss parking due to construction. The total number of replacement parking spaces needed is approximately 650.

It is noted that the current parking utilization on the Kenwood campus is about 77%, although it has been reported to be higher on certain specific days of the year. A lot is considered “full” at 85%. Therefore, by maximizing use of existing spaces the campus currently has by assigning parking locations, the University can gain approximately 175 spaces with aggressive management strategies.
On-site Parking

There are three options for replacing the amount of on-campus parking on the Kenwood Campus:

1. Underground Parking at the corner of Cramer and Kenwood:

Locating parking underground preserves limited land for academic program accommodation. The site at the corner of Cramer and Kenwood, underneath the current Physics Building, has a capacity of approximately 740 parking spaces on two levels of underground parking. The location of this site for parking provides access off of a lower-volume street (Cramer) rather than adding congestion to busy streets such as Kenwood, Hartford, and Maryland. The drawbacks to this solution are twofold. First, underground parking is more expensive than above-grade parking. Moreover, because the parking would be located below a future building, funding would have to be tied to a building project.

2. Underground Parking below Englemann Quad:

Underground parking below Englemann Quad would provide approximately 400 spaces on two levels. The benefits of this site are that above-grade land is used for a student amenity rather than parking, as well as funding is less complex because it would be an independent project not tied to a new building. The drawbacks for this site are the cost, although it is less expensive than if it were under a building, as well as campus access would need to be provided via an internal campus street, bringing vehicles into a pedestrian zone. In addition, the site can only accommodate a portion of the overall spaces needed on campus. Thus, it might prove to be acceptable as a multiple-scenario solution.

3. Above-grade Structure along Cramer Street:

An above-grade structure presents the most affordable option of adding spaces to the Kenwood campus. A four-level structure, with rooftop parking, would provide approximately 550 spaces. The downside to this option is that it uses land that would otherwise be reserved for academics, as well as potential neighborhood opposition and aesthetic concerns. In this case, it would need to be located at one of the opportunity sites.

4. Columbia St. Mary’s

An above-grade 800-car parking structure presently exists on the Columbia St. Mary’s site. Although at the time of this writing its future was uncertain, it may become a critical part of the Kenwood campus parking solution.

Off-site Parking

UPARK is a satellite parking lot and shuttle system developed to address the parking needs of commuting students, faculty, and staff. All locations provide free parking and a free shuttle service to campus. One UPARK lot is located at the intersection of E. Capitol Drive and N. Humboldt Blvd. Two additional locations are on the lakefront along Lincoln Memorial Drive at Veteran’s Park and McKinley Marina. The future use of the 800-spaces at these locations is uncertain. Discussions are taking place to consider use of the other locations to provide a source of replacement parking for this critical off-site parking need.