

# Parking Study

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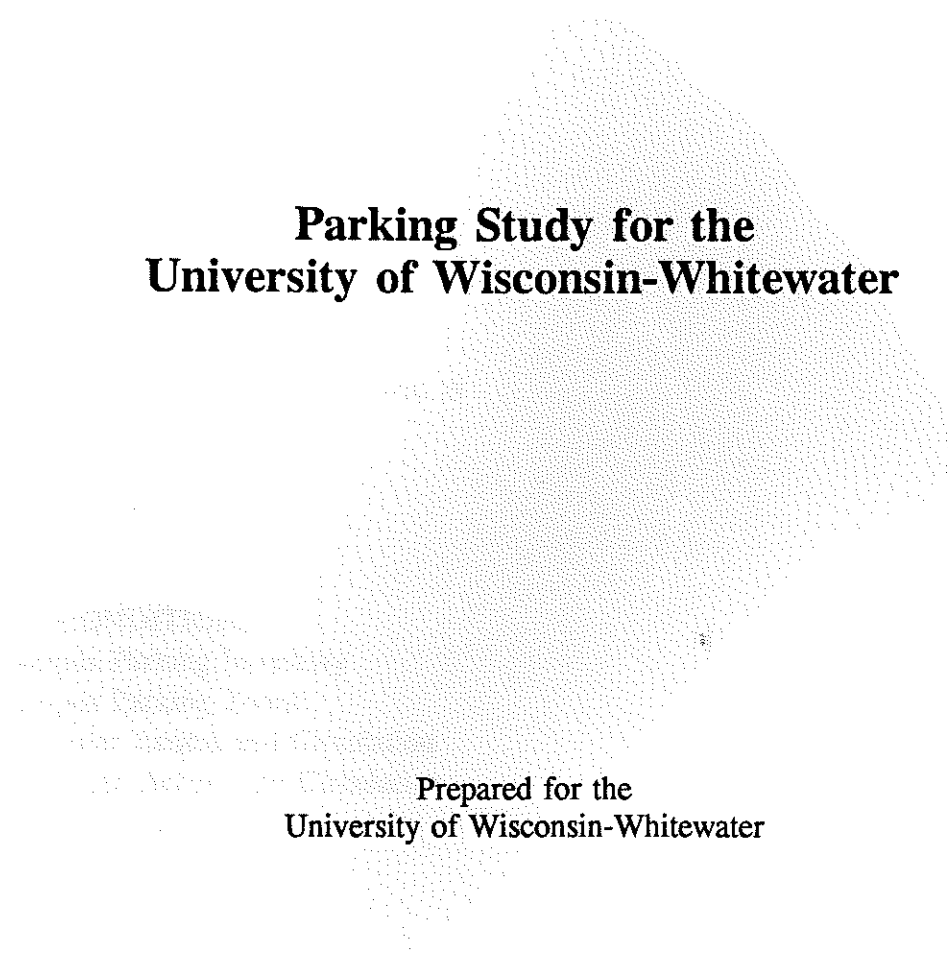


University of Wisconsin-Whitewater  
Whitewater, Wisconsin

prepared by

Barton-Aschman Associates, Inc.

February, 1994



# **Parking Study for the University of Wisconsin-Whitewater**

Prepared for the  
University of Wisconsin-Whitewater

By Barton-Aschman Associates, Inc.

Milwaukee, Wisconsin  
February 1994

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## Summary and Recommendations

### Campus Parking

During the day the campus parking system is currently operating at or near capacity and many areas have shortages as shown below:

Location	Peak Occupancy
Central Academic Campus	
East Central Campus	87%
West Central Campus	100
North Central Campus	96
Athletic Complex	20
General Services	78
Residence Hall Area	
East Residence Area	84
West Residence Area	88

The only campus area with any appreciable surplus is the athletic/recreation area, but these spaces are too far from the central academic campus to effectively alleviate current shortages.

Other key findings include the following:

- Metered parking spaces in the central academic area were full during peak times. Only Lot 23 had any appreciable spaces available.
- Peak occupancy in reserved campus parking spaces was 71 percent during peak times.
- Peak occupancy of accessible parking spaces was 46 percent.
- The general services lot was heavily used during peak times.

- Residence hall parking was at or near capacity.
- In the evening, parking in the east central campus is heavily used.
- There is a shortage of 277 parking spaces in the central academic campus. The shortage is highest in the east central academic campus.
- There is a shortage of 294 spaces in the east residence area.

### **On-Street Parking**

There are approximately 684 curb parking spaces in the vicinity of the campus. The spaces located in the immediate vicinity of the campus are heavily used. Most of the use is confined to the area north of USH 12. There are university-related vehicles parked in residential areas south of USH 12, but the total number is relatively small, estimated to be 50 to 100.

### **Parking Program**

Several alternatives were considered and evaluated for increasing the campus parking supply to provide the capacity needed. These included the following:

- Reconfiguration by restriping of existing lots.
- New surface lots.
- Campus parking structure(s).

A surface parking program incorporating improvements to existing lots and new lots can provide enough capacity to meet the university's needs and be much more cost-effective than a program incorporating multilevel parking structures.

A two-phase parking program is recommended, as follows:

#### **Phase I: Immediate implementation (0-2 years)**

	<u>Added Capacity</u>
Central Academic Campus	328
Residence Hall Area	
East	130
West	76
Subtotal	<u>534</u>

#### **Phase II: Long-Term Program**

Acquire three properties on Case Street north of Carlson and construct new lot.	120
Total	<u>654</u>



The program outlined in Phase I is readily achievable in a two-year time period. The parking spaces provided by these projects would greatly improve the campus parking situation. The cost of the Phase I program is estimated to be \$450,000. Based on the parking system budget, the debt for such a program could be amortized from current income without increasing parking fees.

### **Other Parking Recommendations**

#### **Parking Fees and Fines**

At the present time, parking fees are sufficient to allow the system to operate with a surplus. However, the acquisition of property on Main Street east of Lot 2 and the implementation of an expansion program to increase capacity will require significant expenditures. A periodic maintenance program is also needed for the lots to maintain their usability and integrity. These developments may require fee increases to finance them.

#### **Reserved Parking**

The use of individual reserved parking spaces is not in the best interests of the overall campus parking system, and the practice should be minimized to achieve more effective use of the parking resource. The annual fee for reserved parking should also be raised to a minimum of \$200 to discourage use and assign a fee commensurate with the value of the space.

#### **Meter Fees and Time Limits**

Metered short-term parking should be provided at key visitor locations. It is recommended that the reserved parking spaces in Lot 13 be converted to short-term parking (30- to 45-minute limit) to serve the University Center. The reserved spaces would need to be replaced at another location, such as Lot 14, where a separate reserved "area" could be developed.

The hourly meter fee rates should be highest for the very short-term meters. Also, free parking should not be permitted, since the fees are needed to operate and maintain the parking system. Recommended meter fees by time limit are as follows:

- Less than 30 minutes — 25 cents per 15 minutes
- 1 to 2 hours — 25 cents per 30 minutes
- 4 hours — 25 cents per hour
- 8 to 10 hours — 15 cents per hour

### **On-Street Parking**

The university should coordinate with the City of Whitewater to install parking meters on streets located on the campus to control use of this parking. The majority of the spaces should have a time limit of 8 to 10 hours. Short-term meters (2-hour limit) should be installed adjacent to Salisbury Hall and other visitor locations.

### **LAWCON Property**

The university should investigate procedures to obtain possession of the LAWCON property north of Wells/Weller Halls.

### **Traffic and Access**

#### **Regional Access**

The northern alternative bypass route being proposed for USH 12 by the State of Wisconsin Department of Transportation would be advantageous because it would:

- Relieve peak-hour congestion on Main Street.
- Provide direct access to large parking resource on Starin Road.
- Provide the opportunity to create a northern gateway to the campus that will be easily understood by visitors and guests using the bypass.

#### **Campus Traffic and Access**

- Construct sidewalk from the campus and Lot 7 to Williams Center and the Athletic Complex for improved pedestrian access.
- Change the direction of the road just north of Williams Center from two-way to one-way to eliminate the blind corner at the pedestrian crossing.
- Create a vehicle access drive between Lot 8 and West Stadium Drive to improve student access to Lot 9.
- Change the direction of the south and west legs of West Stadium Drive to two-way to improve circulation options in this location. On football game days or during other large events the roadway could operate as a one-way street using temporary signs and barricades.

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# 1.

## Introduction

The University of Wisconsin-Whitewater is a four-year, public university that is part of the University of Wisconsin system. The university is located in southeastern Wisconsin on a 385-acre campus with unique geological features created by glacial activity more than 10,000 years ago. The campus serves about 10,000 students and has a faculty and staff of more than 1,200. The campus generates significant visitor activity from prospective students and conferences, seminars, lectures, performances, and athletic events. Almost all persons arrive on campus by automobile and require parking while they are on campus. In addition, many residence hall students have their own vehicles that must be stored while they are on campus, but must also be accessible when needed.

At the present time, the campus parking lots are heavily patronized during peak periods, especially those lots serving the campus core and major activity centers. Several planned developments on the campus will intensify the parking situation. These developments include the opening of the Center of the Arts and the relocation of administrative offices from the library to Hyer Hall.

There is also pressure from the City of Whitewater to restrict campus-related parking in the residential areas adjacent to the campus. This in turn creates pressure on the university's parking system to accommodate parkers displaced from city streets.

The primary purpose of this study is to estimate the parking demand for the campus. This estimate will take into account the specific demand components, including parking for faculty, staff, on-campus residential students, commuting students, visitors, and others. The demand analysis will be used to identify campus areas with parking shortages in order to identify options for meeting those shortages. Specific alternatives will be evaluated, including new surface lots and reconfiguration of existing lots.

This study will also include recommendations for specific circulation improvements for the university based on on-site observations and discussions with appropriate officials from the university, the State of Wisconsin, and the City of Whitewater. The parking and circulation improvements recommended in this study are being coordinated with the campus master plan to ensure that the recommendations are compatible with the master plan concepts.

## 2. Existing Conditions

### Campus Parking Inventory

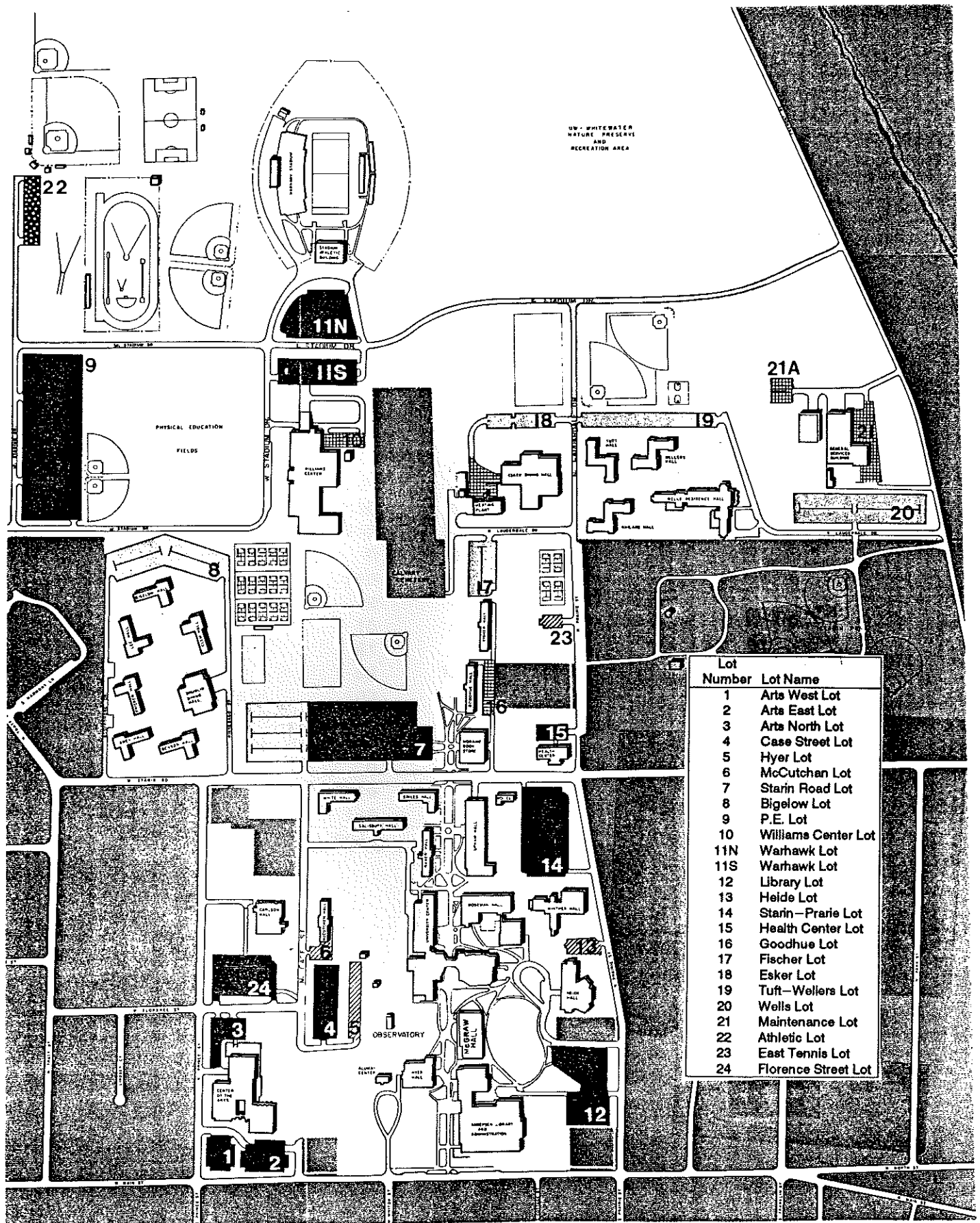
The university is served by a system of surface parking facilities. No parking structures have yet been built to serve the campus. The locations of the university parking lots are shown in Figure 1. The campus parking inventory is presented in Table 1. As shown in Table 1, there is a total of 3,531 parking spaces on campus. The breakdown of spaces by type is shown below:

	Capacity (spaces)
Regular (permit parking)	3,041
Metered	157
Reserved	152
Accessible	52
Other	65
Service Vehicles	64
Total	<u>3,531</u>

In addition to the campus lots, there are an estimated 684 curb parking spaces available on streets surrounding the campus. A more complete discussion of on-street parking is presented later in this report in the section on parking usage.

### Campus Parking Zones

The campus has been subdivided into seven zones for the purposes of this study. These zones are shown in Figure 2 and correspond to major use or activity centers on the campus. The seven zones are as follows:



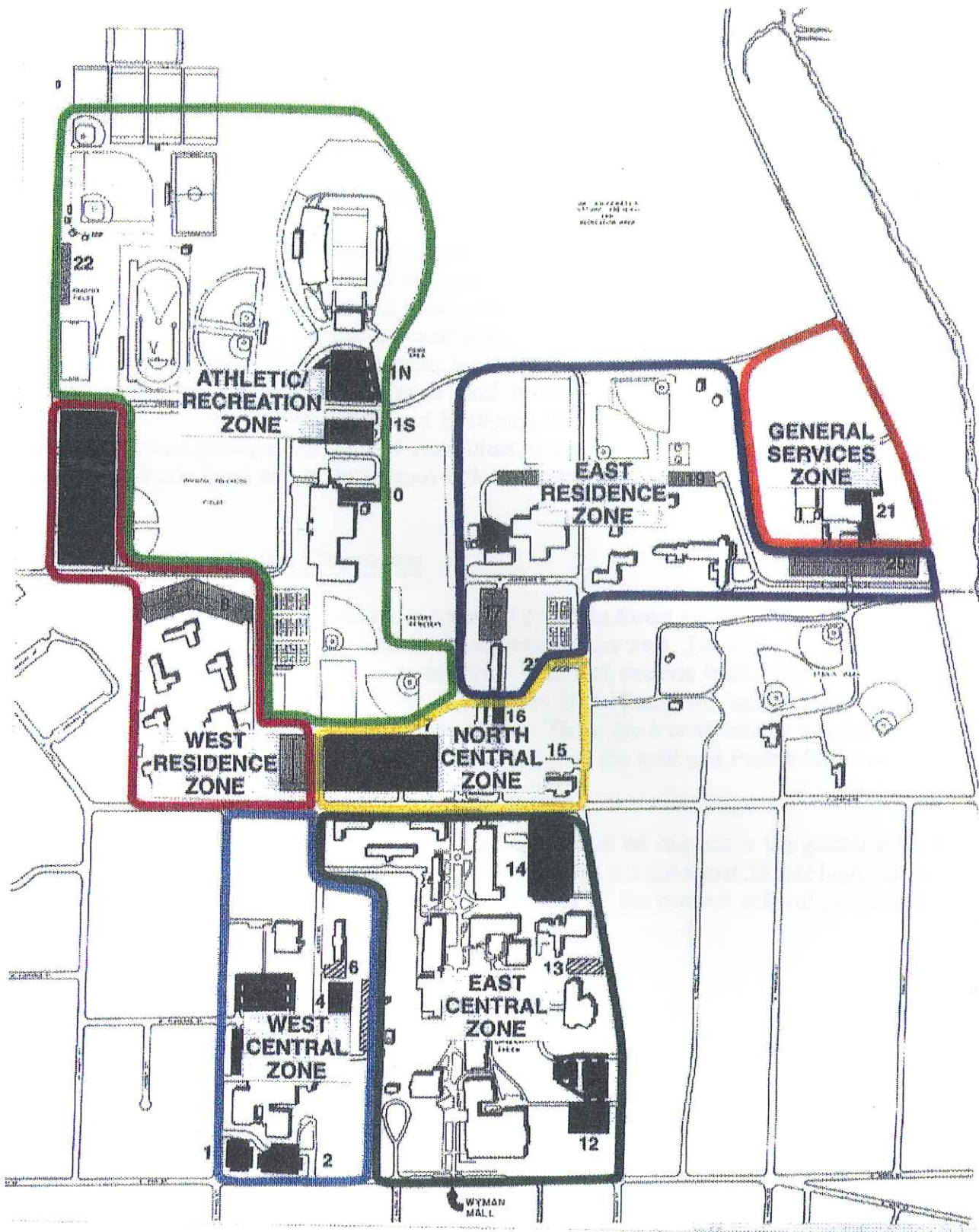
EXISTING CAMPUS PARKING

Figure 1

Table 1  
Campus Parking Inventory  
University of Wisconsin – Whitewater

Lot		Parking Type						Total
Number	Lot Name	Regular	Meter	Reserved	Accessible	Other	Service	
1	Arts West Lot	47	0	0	4	0	0	51
2	Arts East Lot	59	6	0	0	0	0	65
3	Arts North Lot	52	0	0	1	0	1	54
4	Case Street Lot	114	6	0	0	0	0	120
5	Hyer Lot	0	31	6	2	0	2	41
6	McCutchan Lot	0	0	9	2	0	2	13
7	Starin Road Lot	436	16	8	3	0	0	463
7Res	Starin Road Lot	218	0	0	0	0	0	218
8	Bigelow Lot	201	0	2	3	0	1	207
9	P.E. Lot	570	0	0	0	0	0	570
10	Williams Center Lot	26	4	1	2	0	0	33
11N	Warhawk Lot	194	2	7	6	0	2	211
11S	Warhawk Lot	159	0	0	0	0	0	159
12	Library Lot	112	39	33	2	0	1	187
13	Heide Lot	0	0	18	6	0	0	24
14	Starin – Prairie Lot	110	20	52	8	0	10	200
15	Health Center Lot	19	0	6	1	0	1	27
16	Goodhue Lot	15	0	2	2	0	6	25
17	Fischer Lot	91	0	0	0	0	0	91
18	Esker Lot	52	10	0	2	0	0	64
19	Tuft – Wellers Lot	103	0	8	0	0	2	113
20	Wells Lot	247	0	0	0	0	0	247
21	Maintenance Lot	68	3	0	2	0	36	109
22	Athletic Lot	0	0	0	0	65	0	65
23	East Tennis Lot	0	20	0	2	0	0	22
24	Florence Street Lot	148	0	0	4	0	0	152
Totals		3041	157	152	52	65	64	3531





**CAMPUS PARKING ZONES**  
**Figure 2**



Central Campus:  
East Central Campus  
West Central Campus  
North Central Campus

General Services  
Athletic Recreation Area  
East Residential  
West Residential

### **Vehicular Access and Circulation**

Currently, the campus is served by a system of arterial, collector, and local streets that provide access to and from the campus and permit internal circulation while on campus. On the south, the campus is bounded by a major arterial street—Main Street (USH 12)—that serves the campus and the City of Whitewater. On the east and west sides, the campus is bounded by two collector streets: Prairie Street and Prince Street. The campus is bisected by a local/collector street: Starin Road. The internal street system consists primarily of local streets, including Case Street, Florence Street, Lauderdale Drive, Winnebago Drive, and Koskonog Drive. Two other collector streets serve the campus: Fremont Street on the east and Tratt Street on the west. These streets provide access to the campus via Starin Road and to the campus athletic/recreation areas.

### **Pedestrian Access and Circulation**

The core of the academic campus is bounded by Main Street on the south, Starin Road on the north, Prairie Street on the east, and Prince Street on the west. The east side of the academic campus core has been developed as a pedestrian mall that extends from Main Street to Starin Road and then north across Starin Road to Goodhue Hall. Residence halls are concentrated in the northeast and northwest sections of the campus. There are a considerable number of pedestrians from these two areas crossing Starin Road between the mall and Prairie Street on the east and between Case Street and Prince Street on the west.

One of the major impediments to pedestrian movement on campus is the glacial esker that bisects the south end of the academic campus. This feature is a hill about 50 feet high that makes pedestrian movements between the east and west sides of the campus difficult, especially for mobility-impaired individuals.

### **Parking Usage Surveys**

#### **Campus Parking Counts**

Parking occupancy counts were conducted by the university on Tuesday, October 6, and Wednesday, October 7, 1992. The counts were conducted approximately four weeks after the beginning of the semester, after parking use had stabilized. The counts were conducted at 8:00 A.M., 11:00 A.M., 2:00 P.M., 5:00 P.M., and 8:00 P.M. A summary of the parking counts is shown in Table 2. The complete data for the Tuesday count is shown in Appendix A, and the data for the Wednesday count is shown in Appendix B.

Table 2  
 Parking Count Summary—October 6 and 7, 1992  
 University of Wisconsin— Whitewater

Tuesday		Type of Space						Totals
October 6, 1992		Regular	Meter	Reserved	Accessible	Other	Service	
8 AM	Number	1988	77	98	13	0	30	2206
	Percent	65%	49%	64%	25%	0%	47%	62%
11AM	Number	2558	132	97	22	0	32	2841
	Percent	84%	84%	64%	42%	0%	50%	80%
2 PM	Number	2339	98	99	23	0	40	2599
	Percent	77%	62%	65%	44%	0%	63%	74%
5 PM	Number	1632	82	44	11	0	31	1800
	Percent	54%	52%	29%	21%	0%	48%	51%
8 PM	Number	1621	104	31	11	0	28	1795
	Percent	53%	66%	20%	21%	0%	44%	51%
Wednesday		Type of Space						Totals
October 7, 1992		Regular	Meter	Reserved	Accessible	Other	Service	
8 AM	Number	1706	40	48	13	0	30	1837
	Percent	56%	25%	32%	25%	0%	47%	52%
11AM	Number	2501	121	108	20	0	37	2787
	Percent	82%	77%	71%	38%	0%	58%	79%
2 PM	Number	2558	111	107	24	0	31	2831
	Percent	84%	71%	70%	46%	0%	48%	80%
5 PM	Number	1675	87	50	8	0	30	1850
	Percent	55%	55%	33%	15%	0%	47%	52%
8 PM	Number	1576	114	37	9	0	29	1765
	Percent	52%	73%	24%	17%	0%	45%	50%

An analysis of the count data shows that the peak vehicle accumulation on Tuesday occurred at 11:00 A.M., when 80 percent of the available spaces were occupied. The peak occupancy on Wednesday occurred at 2:00 P.M., when 80 percent of the spaces were occupied. The Wednesday afternoon occupancy included a high level of parking activity in Lots 11S and 11N (north of the Williams Center). Otherwise, the counts are higher on Tuesday morning. Therefore, the Tuesday morning count data was used to evaluate the parking occupancy by campus zone.

### Daytime Parking

Table 3 shows the peak parking occupancy for each of the campus parking zones. This table shows both the number of parked vehicles and the occupancy percentage. A summary of the occupancy percentage is shown below:

	Percent Occupancy
Central Academic Campus	
East Central Campus	87%
West Central Campus	100
North Central Campus	96
Athletic Complex	20
General Services	78
Residence Hall Area	
East Residence Area	84
West Residence Area	88
Campus Total	80%

These results indicate that the parking system is currently at capacity and that many areas are experiencing shortages. Even though the overall occupancy is only 80 percent (including service vehicle parking), the data shows that the regular permit spaces in the central campus are full (100 percent occupied). The only area with any appreciable surplus capacity is the athletic/recreation area, which had only a 20 percent occupancy. However, from a practical standpoint, the capacity in these lots is not available to serve other campus needs because of the lots' distance from the core campus and the circuitous circulation route to reach them.

Other key findings from the parking count data are as follows:

- Metered parking spaces in the central academic area were full during peak times. Only Lot 23 had any appreciable spaces available.
- Peak occupancy in reserved campus parking spaces was 71 percent during peak times.
- Peak occupancy of accessible parking spaces was 46 percent.
- The general services lot was heavily used during peak times.
- Residence hall parking was at or near capacity.

Table 3  
Parking Occupancy By Campus Parking Zone  
Tuesday October 6, 1992 at 11:00 AM  
University of Wisconsin - Whitewater

Location	Parking Occupancy						Percent Occupancy							
	Regular	Meter	Reserved	Accessible	Other	Service	Total	Regular	Meter	Reserved	Accessible	Other	Service	Total
Central Academic Campus														
East Central Campus														
Lot 12	112	39	24	1	0	0	176	100%	100%	73%	50%		0%	94%
Lot 13	0	0	14	5	0	0	19			78%	83%			79%
Lot 14	110	20	28	4	0	1	163	100%	100%	54%	50%		10%	82%
Subtotal	222	59	66	10	0	1	358	100%	100%	64%	63%		9%	87%
West Central Campus														
Lot 1	47	0	0	2	0	0	49	100%			50%			96%
Lot 2	59	6	0	0	0	0	65	100%	100%					100%
Lot 3	52	0	0	0	0	2	54	100%			0%	200%		100%
Lot 4	118	6	0	0	0	0	124	104%	100%					103%
Lot 5	0	32	4	0	0	0	36		103%	67%	0%	0%		88%
Lot 6	0	0	6	1	0	1	8			67%	50%	50%		62%
Lot 24	157	0	0	2	0	0	159	106%			50%			105%
Subtotal	433	44	10	5	0	3	495	103%	102%	67%	38%		60%	100%
North Central Campus														
Lot 7	439	15	5	2	0	0	461	101%	94%	63%	67%			100%
Lot 15	18	0	4	0	0	1	23	95%		67%	0%	100%		85%
Lot 16	15	0	2	1	0	4	22	100%		100%	50%	67%		88%
Lot 23	0	10	0	0	0	0	10		50%		0%			45%
Subtotal	472	25	11	3	0	5	516	100%	69%	69%	38%		71%	96%
Central Campus Total	1127	128	87	18	0	9	1369	101%	93%	65%	49%		39%	95%
Athletic Complex														
Lot 11N	2	0	2	0	0	1	5	1%	0%	29%	0%		50%	2%
Lot 11S	52	0	0	0	0	0	52	33%						33%
Lot 10	20	1	1	1	0	0	23	77%	25%	100%	50%			70%
Lot 22	0	0	0	0	0	0								
Subtotal	74	1	3	1	0	1	80	20%	17%	38%	13%	0%	50%	20%
General Services														
Lot 21	61	1	0	2	0	21	85	90%	33%		100%		58%	78%
Subtotal	61	1	0	2	0	21	85	90%	33%		100%		58%	78%
Residence Hall Area														
East Residence Area														
Lot 17	87	0	0	0	0	0	87	96%						56%
Lot 18	42	2	0	0	0	0	44	81%	20%		0%			69%
Lot 19	84	0	6	0	0	1	91	82%		75%		50%		81%
Lot 20	211	0	0	0	0	0	211	85%						85%
Subtotal	424	2	6	0	0	1	433	86%	20%	75%	0%		50%	84%
West Residence Area														
Lot 7	215	0	0	0	0	0	215	99%						99%
Lot 8	185	0	1	1	0	0	187	92%		50%	33%	0%		90%
Lot 9	472	0	0	0	0	0	472	83%						83%
Subtotal	872	0	1	1	0	0	874	88%		50%	33%	0%		88%
Residence Hall Total	1296	2	7	1	0	1	1307	87%	20%	70%	20%		33%	87%
CAMPUS TOTAL	2558	132	97	22	0	32	2841	84%	84%	64%	42%	0%	50%	80%

## **Evening Parking**

Evening parking on the campus is an issue for several reasons:

- Student parking for evening classes.
- Evening events at the Center of the Arts.
- Overnight parking for residence hall students.

Table 4 shows the parking occupancy by campus parking zone for the 8:00 P.M. count on Tuesday, October 6, 1992.

The overall campus occupancy in the evening was 51 percent. There were three areas with appreciable accumulations: the east central campus and the east and west residence areas. The permit spaces in the east central campus were 86 percent occupied, and the metered spaces in the same area were 97 percent occupied. The regular permit spaces in the east and west residence areas were 83 and 77 percent occupied. Only 32 percent of the permit spaces serving the west central campus were occupied, but the metered spaces in Lot 5 were 67 percent occupied. These results indicate that the parking spaces on the east side of the campus are well used in the evening.

Parking in the west central campus is not as heavily used, with an occupancy of less than 40 percent on both evenings surveyed. There were 319 vacant spaces on Tuesday and 297 on Wednesday, as shown in Table 5.

## **On-Street Parking Counts**

Vehicle counts were also conducted of the curb spaces in the vicinity of the university. These counts were conducted at three separate times, as follows:

- Thursday, October 29, 1992, at 11:00 A.M.
- Friday, October 30, 1992, at 6:30 A.M.
- Tuesday, November 3, 1992, at 10:30 A.M.

The count locations were divided into one on-campus area and six off-campus areas (see Figure 3), and the data was summarized by those areas. It should be pointed out that after these counts were conducted, some of the parking regulations for the curb spaces were changed by the City of White-water. The most notable of these changes was the prohibition of parking on Starin Road from 2:00 to 5:00 A.M. to eliminate overnight parking and the use of curb spaces by resident students.

A total of 684 on-street curb spaces are available during the day in the vicinity of the university. Twenty-four percent of the total (164 spaces) are located on the campus or on streets immediately bordering the campus. The remaining 520 spaces are located on residential streets bordering the campus. As shown in Table 6, approximately 40 percent of the available spaces were occupied in the early morning.

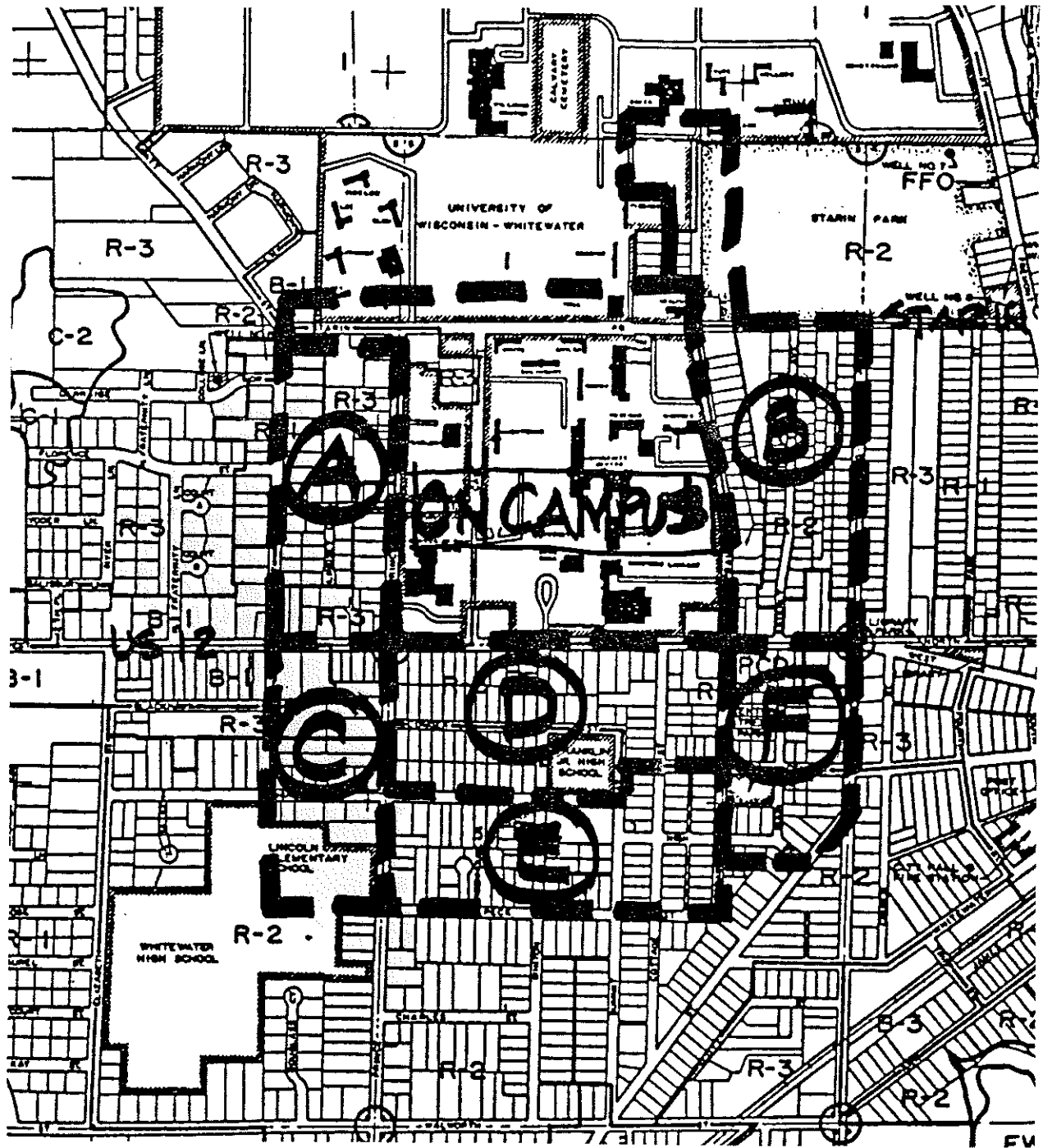
Table 4  
 Parking Occupancy By Campus Parking Zone  
 Tuesday October 6, 1992 at 8:00 PM  
 University of Wisconsin—Whitewater

Location	Parking Occupancy					Percent Occupancy					Total
	Regular	Meter	Reserved	Accessible	Other Service	Regular	Meter	Reserved	Accessible	Other Service	
<b>Central Academic Campus</b>											
Lot 12	97	38	6	7	0	87%	97%	18%	350%	0%	79%
Lot 13	0	0	4	2	0			22%	33%		25%
Lot 14	93	19	12	0	0	85%	95%	23%	0%	0%	62%
Subtotal	190	57	22	9	0	86%	97%	21%	56%	0%	68%
<b>West Central Campus</b>											
Lot 1	23	0	0	0	0	49%			0%		45%
Lot 2	16	3	0	0	0	27%	50%				29%
Lot 3	5	0	0	0	0	10%			0%	0%	9%
Lot 4	15	2	0	0	0	13%	33%				14%
Lot 5	0	24	0	0	0		77%	0%	0%	0%	59%
Lot 6	0	0	0	0	1			0%	0%	50%	8%
Lot 24	74	0	0	0	0	50%			0%		49%
Subtotal	133	29	0	0	1	32%	67%	0%	0%	20%	33%
<b>North Central Campus</b>											
Lot 7	64	12	0	2	0	15%	75%	0%	67%		17%
Lot 15	1	0	0	0	0	5%		0%	0%	0%	4%
Lot 16	9	0	1	0	0	60%		50%	0%	33%	48%
Lot 23	0	2	0	0	0		10%		0%		9%
Subtotal	74	14	1	2	0	16%	39%	6%	25%	29%	17%
Central Campus Total	397	100	23	11	3	36%	72%	17%	30%	13%	37%
<b>Athletic Complex</b>											
Lot 11N	0	0	1	0	0	0%	0%	14%	0%	0%	0%
Lot 11S	36	0	0	0	0	23%					23%
Lot 10	9	2	0	0	0	35%	50%	0%	0%		33%
Lot 22	0	0	0	0	0				0%		0%
Subtotal	45	2	1	0	0	12%	33%	13%	0%	0%	10%
<b>General Services</b>											
Lot 21	4	0	0	0	0	6%	0%		0%	69%	27%
Subtotal	4	0	0	0	0	6%	0%		0%	69%	27%
<b>Residence Hall Area</b>											
East Residence Area											
Lot 17	78	0	0	0	0	86%					86%
Lot 18	36	2	0	0	0	69%	20%		0%		59%
Lot 19	90	0	5	0	0	87%		63%		0%	84%
Lot 20	205	0	0	0	0	83%					83%
Subtotal	409	2	5	0	0	83%	20%	63%	0%	0%	81%
West Residence Area											
Lot 7	172	0	0	0	0	79%					79%
Lot 8	164	0	2	0	0	82%		100%	0%	0%	80%
Lot 9	430	0	0	0	0	75%					75%
Subtotal	766	0	2	0	0	77%		100%	0%	0%	77%
Residence Hall Total	1175	2	7	0	0	79%	20%	70%	0%	0%	78%
CAMPUS TOTAL	1621	104	31	11	0	53%	66%	20%	21%	0%	51%

Table 5  
 EVENING OCCUPANCY OF WEST CENTRAL CAMPUS LOTS  
 OCTOBER 6 AND 7, 1992, UNIVERSITY OF WISCONSIN-WHITEWATER

Lot No.	Capacity <sup>a</sup>	Tuesday, October 6 8:00 P.M.		Wednesday, October 7 8:00 P.M.	
		Occupied Spaces	Spaces Available	Occupied Spaces	Spaces Available
1	51	23	28	10	41
2	65	19	46	17	45
3	54	5	49	9	45
4	120	17	103	19	101
5	41	24	17	29	12
24	<u>152</u>	<u>74</u>	<u>78</u>	<u>99</u>	<u>53</u>
Total	483	162	321	183	297
		34%		38%	

<sup>a</sup> Regular and metered spaces.



ON STREET PARKING ZONES

Figure 3



Table 6  
On-Street Parking Counts  
University of Wisconsin-Whitewater

University of Wisconsin – Whitewater		uwonst		
Location	Capacity	Parking Count (Vehicles)		
		Friday	Thursday	Tuesday
		October 30, 1992 6:30 A.M.	October 29, 1992 11:00 P.M.	November 3, 1992 10:30 A.M.
ON – CAMPUS				
Starin Road	56	57	55	53
Case Street	20	12	21	19
Prince Street	50	31	53	39
Florence Street	0	0	12	12
Prairie Street	38	28	50	51
Subtotal	164	128	191	174
Percent		78%	116%	106%
AREA A (West)				
Florence Street	22	4	21	22
Lindsey Street	12	0	11	11
Subtotal	34	4	32	33
Percent		12%	94%	97%
AREA B (East)				
Prairie Street	128	38	107	128
Esterly Road	0	1	3	0
Franklin Street	55	12	43	31
Starin Road	38	34	33	37
Subtotal	221	85	186	196
Percent		38%	84%	89%
AREA C (Southwest)				
Prince Street	39	7	6	24
Highland Street	32	0	0	0
Subtotal	71	7	6	24
Percent		10%	8%	34%
AREA D (South)				
Prince Street	24	6	18	16
Whiton Street	6	0	7	18
Cottage Street	0	0	2	0
Conger Street	22	15	19	41
Highland Street	24	5	7	9
Subtotal	76	26	53	84
Percent		34%	70%	111%
AREA E (Far South)				
Prince Street	8	0	3	10
Whiton Street	18	1	3	2
Summit Street	34	1	8	6
Cottage Street	6	0	6	6
Prairie Street	8	0	5	4
Highland Street	39	6	4	0
High Street	17	8	9	4
Peck Street	98	12	6	2
Subtotal	130	16	38	32
Percent		12%	29%	25%
AREA F (Southeast)				
Prairie Street	0	7	2	7
High Street	36	4	2	3
Boone Court	23	6	18	18
Subtotal	59	17	22	28
Percent		29%	37%	47%
TOTALS	684	276	522	547
PERCENT		40%	76%	80%

At midmorning on November 3, 1992, 80 percent of the available spaces were occupied, with a total of 547 parked vehicles. The streets on the campus and in the areas immediately adjacent to the campus were heavily used. These are the areas immediately east, west, and south of the campus (Areas A, B, and D). The three areas farthest from the campus were less heavily used; less than half the available parking spaces were occupied. While many of these curb spaces were used for university-related parking, there are other area land-uses that generate parking demand, including Lincoln Elementary School and Franklin Junior High School.

### Interview Surveys

Visitor activity and programmed events constitute a significant demand on the university's parking system. These events include activities such as seminars, conferences, performances, athletic events, and meetings at various locations on the campus. A series of meetings were held on April 15 and 16, 1993, with various departments or groups that host special events or need to regularly accommodate groups of visitors. Following is a list of these departments:

- Admissions Office
- Athletics Department
- University Center
- Cultural Affairs
- Continuing Education
- Student Housing
- New Student Programs

In addition to the on-campus meetings, a meeting was held with the City of Whitewater to obtain data and information related to campus parking and circulation.

A summary of the results of these interviews is contained in Appendix C.

### 3.

## Parking System Operations and Policies

### Campus Parking Operations

In the fall of 1992, a total of 4,085 vehicle permits were sold for faculty, staff, and student parking (see Table 7). In addition, 66 motorcycle permits were issued. Following is a summary of permit distribution by type for the fall of 1992:

Faculty/Staff Permits	795	19%
Commuter Permits	1,692	41
Resident Students (including Lot 9)	<u>1,598</u>	39
	4,085	

Temporary parking permits also are issued for the campus, and these statistics are shown in Table 8 for calendar years 1991 and 1992. Visitor permits account for the majority of the permits issued, and there was a nine percent increase from 1991 to 1992.

### **Parking Fees and Charges**

The parking fees and charges for the parking system are shown in Table 9 for the current academic year and the next year (1993-1994). The annual permit fee for faculty/staff and students is \$60. Reserved parking is also available on a limited basis for an annual fee of \$150. Daily and temporary faculty/staff or student permits are also available for a daily fee of \$1 (main campus) and a weekly fee of \$3 (Lot 9).

There is currently no charge for a visitor parking permit. Beginning in the fall of 1993, there will be a visitor parking fee of \$1.

Table 7

## PARKING PERMITS SOLD, 1992, UNIVERSITY OF WISCONSIN-WHITEWATER

Permit Type		Number	
Annual Faculty/Staff		795	
Annual Commuter		1,126	
Fall Semester Commuter		<u>566</u>	
Total Commuter			1,692
Annual Resident:	Lot 7	225	
	Lot 8	205	
	Lot 17	89	
	Lot 18	51	
	Lot 19	97	
	Lot 20	<u>256</u>	
Total Resident			923
Lot 9		<u>675</u>	
Total Vehicle Permits			4,085
Annual Motorcycle Permits		<u>66</u>	
Total			4,151

Table 8

## TEMPORARY PERMITS ISSUED, 1991-1992, UNIVERSITY OF WISCONSIN-WHITEWATER

Type of Permit	1991	1992	Percent Change
1. Temporary	3,832	3,020	-21%
2. Visitor	9,348	10,180	+9
3. Comm Dis	103	141	+37
4. Service	778	420	-46
5. Construction	27	17	-37
6. Handicapped	128	135	+5
7. Load/Delivery	106	100	-6
8. Emergency	<u>1</u>	<u>2</u>	<u>+50</u>
Total	14,323	14,015	-2%

Table 9

## PARKING FEES AND FINES, UNIVERSITY OF WISCONSIN-WHITEWATER

Type of Permit/Fine	1992-1993	Proposed 1993-1994
<b>Permits</b>		
Annual Reserved	\$150	\$150
Annual Regular (staff/commuter/resident)	60	60
Semester (commuter)	35	35
Daily/Temporary: Lot 9 only (daily)	1	1
Lot 9 only (weekly)	3	3
Other (per day)	1	1
Visitor	0	1
<b>Fines (Fine Charge/Late Fee)</b>		
No Permit	\$10/\$3	\$10/\$5
Restricted Area	25/3	25/10
Improper Display	3/3	3/3
Improper Parking	3/3	5/3
Overtime	5/3	5/3
Disabled Space	45/3	50/25

In addition to the permit and visitor spaces, the university provides metered parking at several locations on the campus. The meter time limits vary from 30 minutes to 4 hours. The fee for the metered parking is 25¢ per hour.

### Parking Violations

The number of parking violations by type for 1991 and 1992 is shown in Table 10. There was a 22 percent increase in the number of violations recorded, primarily because of a 42 percent increase in overtime parking violations.

### Parking Revenue and Expenses

Table 11 shows the parking system revenue and expenses for 1991-92 and 1992-93 and the projected budget for 1993-94. These results indicate that the parking system is generating enough income to pay for annual operating expenses and generate a net surplus. However, not shown in this table are expenses for deferred maintenance and other capital costs that the parking system is expected to incur in the next several years. Items that are expected to affect the income stream in the next few years include the following:

Table 10  
PARKING VIOLATIONS, 1991-1992, UNIVERSITY OF WISCONSIN-WHITEWATER

Violation Type	1991	1992	Percent Change
1. No university parking permit	3,703	4,013	+8%
2. Parking in restricted area	1,820	1,789	-2
3. Improper display of permit	131	81	-39
4. Improper parking	36	46	+28
5. Overtime parking	5,082	7,208	+42
6. Parking in disabled space	<u>41</u>	<u>47</u>	<u>+15</u>
Total	10,813	13,184	+22%

Table 11  
PARKING REVENUE AND EXPENSES, UNIVERSITY OF WISCONSIN-WHITEWATER

	1991-92	1992-93	1993-94
<b>Revenue</b>			
Permits	\$193,100	\$196,800	\$219,000
Reserved Permits	19,000	16,000	16,000
Meters	40,000	47,200	65,000
Fines	105,000	105,000	145,000
Interest	26,000	22,600	17,200
Miscellaneous	<u>1,300</u>	<u>1,000</u>	<u>12,000</u>
Subtotal	\$384,400	\$388,600	\$474,200
<b>Operating Expenses</b>			
Wages	\$71,257	\$78,000	\$80,400
Fringe Benefits	26,300	24,700	26,500
Services and Supplies	160,400	148,000	167,500
Debt Service	<u>2,375</u>	<u>2,490</u>	<u>2,320</u>
Subtotal	\$260,332	\$253,190	\$276,720
Net Revenue	\$124,068	\$135,410	\$197,480

- Parking lot maintenance and repair.
- Property acquisition for parking expansion.
- Access improvements for Williams Center.

Visual observations of the parking lots during the course of this study indicate the need for a comprehensive maintenance and repair program for the parking system. The costs of such a program will need to be programmed into the budget as plans proceed.

### City of Whitewater Parking

On-street curb parking is available at many locations on city streets in the vicinity of the university. Parking use restrictions limit the availability of these spaces. On many streets, parking is not permitted on one side of the street to facilitate vehicular traffic movements. At other locations, time limits have been imposed, or parking is not permitted from 8:00 A.M. to 4:00 P.M. to discourage parking by university faculty, staff, and students. These daytime restrictions apply primarily to the east side of the campus along Prairie Street, Esterly Avenue, and Cottage Street. Two-hour time limits have been established on the south side of Starin Road between Prairie Street and Case Street and on the north end of Whiton Street at Main Street.

## **4.**

### **Parking Supply/Demand Analysis**

#### **Existing Parking Demand**

The peak parking occupancy has been determined for each of the campus planning areas using the following data and information:

- Parking count data from university lots.
- On-street parking counts.
- Campus employment data by building.
- Midmorning classroom use data.
- Residence hall population by building.

Appendix D shows an estimated distribution of the midmorning population by campus zone. As expected, the highest concentration of people occurs in the east central zone, which is the core of the university campus. Appendix E shows the estimated peak parking accumulation broken down by campus zone; the total accumulation is estimated to be about 3,200 vehicles. It should be noted that this estimate includes university-related vehicles parked both in campus lots and on-street at adjacent curb spaces. The estimate assumes a normal pattern of visitor use, but does not include an allowance for special events, seminars, or other events that would bring large numbers of visitors or guests to the campus on a weekday.

#### **Existing Parking Supply**

The parking supply available at an institution such as the University of Wisconsin-Whitewater needs to be larger than the expected peak accumulation in order to provide a reservoir for daily



use fluctuations and also some vacant spaces even under peak conditions so that drivers can find a parking space. A commonly accepted standard in the parking industry is to size the system with a reservoir of 10 percent. Thus, a parking lot with 100 spaces would have adequate capacity to accommodate a peak accumulation of about 90 vehicles, and it would have an effective capacity of 90 spaces. For this analysis, the permit spaces, metered spaces, and available curb spaces were assumed to have an effective supply equal to 90 percent of their actual capacity.

In a system such as the one operated by the university, some of the spaces are reserved for special uses and are not available to general users of the system. These unavailable spaces include spaces for the handicapped and service vehicles and reserved spaces. For this analysis, the spaces for service vehicles and the handicapped were deleted from the effective supply, and the reserved spaces were assigned an effective capacity of 70 percent to correspond to actual observed peak usage. The effective campus parking supply is estimated to be 3,282 spaces, as shown in Appendix E. The effective supply includes the curb spaces north of Main Street that are located on or adjacent to the campus. None of the spaces located south of Main Street were considered available for university parking. This assumption addresses the City of Whitewater's stated policy of restricting university parking to the area north of Main Street.

### **Parking Supply and Demand**

Table 12 shows a comparison of the peak parking accumulation with the effective supply. The central academic campus area has an overall shortage of about 277 spaces; the east central academic campus subarea has a shortage of 788 spaces. The east residence area has a shortage of 294 spaces. There is a large surplus in the north central campus area, the athletic complex, and the west residential area. These results indicate that about 600 additional parking spaces are needed to balance the supply with the demand in these locations.

It should be noted that the estimated shortage in the east residence area does not include any latent or unmet demand or demand from the adjacent Lawcon recreational facilities. There are three meeting rooms in Esker Hall that are not scheduled for conferences because of the parking shortage in the east residence area. These meeting rooms have a maximum capacity of 250 and represent an unmet demand of 50 to 200 parking spaces in this location. The recreation uses of the Lawcon property also generate parking needs that could exceed 50 spaces at times of peak use.

Table 12  
COMPARISON OF PARKING SUPPLY AND DEMAND BY CAMPUS ZONE,  
UNIVERSITY OF WISCONSIN-WHITEWATER

Campus Zone	Peak Accumulation	Effective Parking Supply	Surplus (Shortage)
<b>Central Academic Campus</b>			
East Central Campus	1,198	410	(788)
West Central Campus	396	490	94
North Central Campus	<u>84</u>	<u>501</u>	<u>417</u>
Central Campus Subtotal	1,678	1,401	(277)
<b>Athletic Complex</b>	89	352	263
<b>General Services</b>	71	64	(7)
<b>Residence Halls</b>			
East Residence Area	867	573	(294)
West Residence Area	<u>514</u>	<u>892</u>	<u>378</u>
Residence Hall Subtotal	1,381	1,465	84
<b>Campus Total</b>	<b>3,219</b>	<b>3,282</b>	<b>63</b>

## **5. Development and Evaluation of Parking Alternatives**

### **Background**

This chapter summarizes the alternatives developed to meet the parking needs of the campus based on the analysis described in the preceding chapter. These alternatives or options are then evaluated, and a parking program is recommended for the campus. Consideration has been given to maximizing the existing parking resources by restriping or reconfiguring parking lots to gain additional capacity. For appropriate locations, the construction of new parking lots is also considered. The emphasis is on meeting the campus parking needs to the extent practical using surface parking facilities. However, construction of a parking structure has not been ruled out if conditions warrant it.

### **Summary of Parking Needs**

The preceding chapter evaluated the parking demand and estimated the parking needs for the campus. Following are the major findings and assumptions that have been used as the basis for developing the parking program:

- There is an overall shortage of 277 parking spaces in the central academic campus area. The shortage is highest in the east central academic campus.
- There is a shortage of 294 parking spaces in the east residence area.
- The campus parking supply includes about 330 on-street curb spaces located immediately adjacent to the campus north of Main Street.
- The campus parking supply will be sufficient to accommodate the estimated 50 to 100 university-related vehicles that now park south of Main Street.

## Parking Alternatives

### **Reconfiguration or Restriping of Existing Lots**

There are several opportunities to gain additional capacity by restriping or reconfiguring existing surface lots. The existing lots were analyzed to determine where increases could be achieved. Based on that analysis, it is estimated that a net increase of 534 spaces could be achieved, as shown in Table 13.

Table 13  
ESTIMATED PARKING INCREASE BY CAMPUS PLANNING ZONE, UNIVERSITY  
OF WISCONSIN-WHITEWATER

Location		Net Gain (spaces)
<b>Central Academic Campus</b>		
East Central Campus:	Lot 12	24
	Lot 14	<u>120</u>
	Subtotal	144
West Central Campus:	Lot 2	58
	Lot 5	35
	Lot 24	<u>21</u>
	Subtotal	114
North Central Campus:	Lot 7	70
<b>Residence Hall Area</b>		
East Residence Area:	Lot 17	12
	Lot 18	25
	Lot 19	77
	Lot 20	<u>16</u>
	Subtotal	130
West Residence Area:	Lot 7	27
	Lot 9	<u>49</u>
	Subtotal	<u>76</u>
<b>Total</b>		<b>534</b>

It should be noted that the analysis for Lot 2 incorporated the property to the east of the lot. The university is currently negotiating with the property owner, and the intent is to expand Lot 2 once the property has been acquired and the existing building on the property has been demolished.

## New Surface Lots

There are only limited opportunities for increasing the parking supply in the central academic campus by constructing new surface lots that would be consistent with other campus landscape and planning goals. There are three single-family homes located north of Carlson Hall. Acquisition of these houses would provide the opportunity to construct a surface lot with a capacity of about 120 spaces.

Another possible site for adding a new lot is just south of Knilans and Wells Halls. The site is currently owned by the City of Whitewater and is part of Starin Park. This site would be an excellent location to serve the excess demand from the east residence area of the campus. The site could accommodate 60 to 100 spaces in a narrow lot one bay wide (two rows of parking with a single access aisle). The lot could be used to provide access to the north and to Starin Park as well. This possibility needs to be explored with the City of Whitewater to determine whether the city would consider selling the property or whether an arrangement could be negotiated for the university to construct a lot on this property for joint use. Also the site is sloped, and a preliminary layout would need to be done first, with a survey showing the elevations and contours.

## Parking Structure Alternatives

Three sites have been considered for constructing a multilevel parking structure on the campus. These sites were selected because of their size and ability to accommodate an efficient parking structure, proximity to major campus destinations, and accessibility from major campus access routes. The sites are Lot 4, Lot 12, and Lot 14. Table 14 lists the characteristics of the parking structures proposed for these sites.

Table 14  
COMPARISON OF POTENTIAL GARAGE SITES, UNIVERSITY OF WISCONSIN-WHITEWATER

Site	Description	Dimensions (feet)	Estimated Capacity (spaces)	Existing Surface Spaces Displaced	Net Gain
Lot 4	3-level parking structure with connection to lots	120 x 290	313	120	193
Lot 12	2-level parking structure; no internal ramp	180 x 240	258	115	138
Lot 14	3-level parking structure	120 x 330	369	200 <sup>a</sup>	169

<sup>a</sup> Capacity with proposed changes is 320 spaces; 160 surface spaces would be displaced, and the net gain would be 209 spaces.

## Discussion of Parking Alternatives

### **Surface Parking**

Table 15 shows a comparison of the parking supply and demand by campus planning zone assuming the implementation of the parking improvements (see Table 13). The results indicate that the parking shortage in the central academic campus could be eliminated with the proposed changes, and the shortage in the east residential area could be reduced by about 125 spaces. These improvements would only require the acquisition of the property east of Lot 2 and the demolition of the existing building. The other improvements would require modification of existing lots, but no additional property acquisition at this time.

Table 15  
COMPARISON OF PARKING SUPPLY AND DEMAND BY CAMPUS ZONE WITH  
PROPOSED IMPROVEMENTS, UNIVERSITY OF WISCONSIN-WHITEWATER

Campus Zone	Peak Accumulation	Effective Parking Supply	Surplus (Shortage)
<b>Central Academic Campus</b>			
East Central Campus	1,198	540	(658)
West Central Campus	396	586	190
North Central Campus	<u>84</u>	<u>578</u>	<u>494</u>
Central Campus Subtotal	1,678	1,704	26
Athletic Complex	89	352	263
General Services	71	64	(7)
<b>Residence Halls</b>			
East Residence Area	867	690	(177)
West Residence Area	<u>514</u>	<u>960</u>	<u>446</u>
Residence Hall Subtotal	1,381	1,650	269
<b>Campus Total</b>	<b>3,219</b>	<b>3,770</b>	<b>551</b>

The implementation of the proposed improvements will also be much less expensive than other alternatives that require property acquisition or construction of multilevel parking structures.

## **Parking Structures**

None of the structure parking alternatives has sufficient capacity by itself to remedy the shortages in the east central campus. The two options for the east side of the campus (Lots 12 and 14) are located in the part of the campus with the greatest shortage. The parking structure proposed for Lot 4 could serve events at the Center for the Arts, but would not be readily accessible to the east side of the campus, even with an elevator to the top of the hill. Also, it would be preferable to have access to the structure from the east, especially for visitors and others coming to the campus for the first time.

Finally, the cost of the structured parking alternative would be much higher than the cost for the surface parking improvements.

## **Summary**

The proposed surface parking improvements offer the opportunity to significantly increase the university's parking supply. The total increase under the surface parking alternative is estimated to be about 534 spaces and only requires acquisition of the property east of Lot 2. Additional surface parking could be constructed north of Carlson Hall in the future to further increase the parking supply.

There are three potential parking structure sites on the campus that each offer the potential for a net parking increase ranging between 169 and 193 spaces. The cost for these improvements would be substantially higher than the cost of the proposed surface improvements.

Once the surface parking improvements have been implemented, the parking system should be evaluated to determine whether these improvements are sufficient to satisfy campus parking demand. If additional capacity is needed, some of the other recommended surface parking improvements may need to be implemented, including surface parking north of Carlson Hall.

The proposed garage sites should be reserved for potential use for parking structures in the future if conditions warrant.

## **6.**

# **Recommended Campus Parking Plan**

### **Parking Program—New or Expanded Facilities**

Many of the recommended parking improvements are easily achievable and need to be implemented immediately in order to alleviate the severe campus parking shortage. Other improvements or changes cannot be implemented as quickly because of property acquisition requirements or other constraints. The recommended parking improvement program is shown in Table 16. The items listed for Phase I are readily achievable and should be implemented within the next two years. The parking spaces provided by these projects will improve considerably the parking situation on the campus. The three properties on Case Street north of Carlson Hall should be acquired for future development of surface parking when demand warrants.

### **Parking Fees and Fines**

The parking system at the University of Wisconsin-Whitewater is operated as an enterprise fund, similar to university housing. The revenue from user fees is available to operate and maintain the system and finance new facilities or major capital improvements. It is essential that the fees and charges be adjusted periodically, based on projected budgetary requirements. At the present time, parking fees are sufficient to allow the system to operate with a surplus. However, the acquisition of property on Main Street east of Lot 2 and the implementation of an expansion program to increase capacity will require fee increases to pay for the improvements. A periodic maintenance program is also needed for the lots to maintain their usability and integrity. The development of this program may require fee increases to pay for the program.



Table 16  
**RECOMMENDED PARKING PROGRAM—NEW OR EXPANDED FACILITIES;  
 UNIVERSITY OF WISCONSIN-WHITEWATER**

Location	Estimated Net Gain (spaces)
<b>Phase I: Immediate Implementation (0-2 years)</b>	
Central Academic Campus	
Lot 12 Reconfigure lot	24
Lot 14 Reconfigure lot and widen lot on west	120
Lot 2 New lot east of existing lot	58
Lot 5 Widen lot and restripe with 90 degree parking	35
Lot 24 Expand lot on east	21
Lot 7 Add one row of parking on north side of lot	<u>70</u>
Central Academic Campus Subtotal	328
Residence Hall Area: East	
Lot 17 Reconfigure parking layout	12
Lot 18 Restripe lot and expand east toward West Lauderdale	25
Lot 19 Expand lot east of Wellers and Wells Halls	77
Lot 20 Restripe existing lot	<u>16</u>
East Residence Subtotal	130
Residence Hall Area: West	
Lot 7 Add one row of parking on north side of lot	27
Lot 9 Restripe existing lot at north and south ends	<u>49</u>
West Residence Subtotal	76
<b>Phase I Total</b>	<b>534</b>
<b>Phase II: Long-Term Program</b>	
Acquire three properties on Case Street north of Carlson	
Construct new lot north of Carlson	120
<b>Phase II Total</b>	<b>120</b>
<b>Total Parking: Phase I and Phase II</b>	<b>654</b>

## **Reserved Parking**

The university allocates a small percentage of its spaces for reserved parking. The fee for reserved parking is \$150 per year. This fee entitles a person to a dedicated parking space 24 hours a day. On a campus such as the University of Wisconsin-Whitewater with a severe parking shortage, the purchase of a reserved parking space guarantees that a user will be able to find a parking space in a convenient location. It is also beneficial to staff who must leave the campus several times each day and would otherwise not be able to find a parking space upon their return.

However, the use of individual reserved parking is not in the best interests of the overall campus parking system, and the practice should be minimized to achieve more effective use of parking resources. At peak times, as many as 30 percent of reserved spaces are vacant. A more effective solution would be to designate a reserved parking area in a lot or lots for a higher fee. The number of permits could be oversold, but monitored carefully to ensure that space will be available at peak times.

In either case, the fee for reserved parking should be raised to a minimum of \$200 per year to discourage use and assign a fee commensurate with the value of the space.

## **Meter Fees and Time Limits**

There are 247 metered spaces available on the campus. The majority of the meters (83 percent) have a time limit of four hours or more. There is only a single one-hour meter (in Lot 2), five meters with a 30-minute time limit, and two meters with a 15-minute time limit. There is only limited parking available on the campus for short-term visitors or people visiting specific locations. The current meter fee is 25 cents per hour, except at 15- and 30-minute meters, which are free. Table 17 lists the locations and time limits of metered parking on campus.

The hourly meter fee rates should be highest for the very short-term meters to encourage turn-over. Also, no free parking should be provided, since the parking fees are used to operate, maintain, and improve the parking system. Recommended meter fees by time limit are as follows:

- Less than 30 minutes—25¢ per 15 minutes
- 1 or 2 hours—25¢ per 30 minutes
- 4 hours—25¢ per hour
- 10 hours—15¢ per hour

There is a demonstrated need on the central campus for short-term parking to accommodate visitors to the University Center who are picking up tickets or visiting the bursar's office. These parkers could best be accommodated at metered parking spaces with a time limit of 30 to 45 minutes—sufficient time to transact business, but not enough time to go to class or misuse the spaces. A fee of 25¢ per 15 minutes is recommended to achieve a high turnover.

An excellent location for such short-term parking spaces would be Lot 13. This lot is very convenient to the University Center. The reserved parking spaces in Lot 13 would need to be replaced at another location, such as Lot 14, where a separate reserved "area" could be developed.

Table 17  
EXISTING PARKING METER LOCATIONS AND TIME LIMITS; UNIVERSITY OF  
WISCONSIN-WHITEWATER

Location	Metered Spaces by Time Limit						Total
	15 min.	30 min.	60 min.	2 hrs.	4 hrs.	10 hrs.	
Lot 2	—	—	1	—	6	—	7
Lot 4	—	—	—	1	5	—	6
Lot 5	—	—	—	1	31	—	32
Lot 7	—	—	—	—	22	—	22
Lot 9c	2 <sup>a</sup>	1 <sup>a</sup>	—	—	—	—	3
Lot 10	—	—	—	—	4	—	4
Lot 11N	—	—	—	1	1	—	2
Lot 12	—	4 <sup>a</sup>	—	—	35	—	39
Lot 14	—	—	—	—	20	—	20
Lot 18	—	—	—	5	5	—	10
Lot 23	—	—	—	12	—	10	22
Lauderdale Drive	—	—	—	—	12	—	—
Winnebago	—	—	—	—	33	—	—
Koshkonong	—	—	—	—	34	—	—
Total	2	5	1	20	208	10	247

<sup>a</sup> Free, no fee.

### On-Street Parking

The on-street parking in the vicinity of the campus is an asset for the university. If this parking were not available, the university would need to add facilities on the campus or, alternatively, these parkers would spill out into the residential areas surrounding the campus.

These spaces are used predominantly for long-term parking. Some short-term parking use would also be appropriate, especially on Starin Road to serve Salisbury Hall and the Admissions Office. To that end, it is recommended that the university coordinate with the City of White-water to install parking meters on streets located on the campus to control use of this parking.

The majority of the spaces should have an 8-to-10-hour limit, with a fee of 15¢ per hour. Short-term meters with a two-hour limit and a fee of 25¢ per 30 minutes should be installed adjacent to Salisbury Hall and other visitor locations.

### **LAWCON Property**

There is a demonstrated need for additional parking for the east residence area that cannot be completely met even with the proposed changes. One opportunity for possible parking expansion is the area north of Wells/Weller Halls on property purchased by the State of Wisconsin with a Land and Water Conservation Fund (LAWCON) grant. It would be beneficial for the university to own and control this property because of its proximity to the campus and particularly the need to expand parking in that part of the campus.

There are procedures for obtaining possession of LAWCON properties. The university should explore this option with the State of Wisconsin Department of Natural Resources (DNR) and determine the necessary steps and procedures. This may be a very lengthy process, stretching out over many years, but it is clearly in the long-term interest of the campus to acquire this property.

### **Office Relocation**

Relocation of some offices or functions on the campus with high visitor demands may provide better accessibility and parking accommodations. This type of planning needs to be done in conjunction with the master plan for the campus and other campus needs, but may provide an overall benefit. For instance, the cashier and accounting offices generate demand for short-term parking as well as long-term employee parking. Relocation to a campus site with an adequate supply of short-term parking would be desirable, consistent with other campus planning objectives.

### **Parking Program Cost and Preliminary Financial Analysis**

The cost of the Phase I parking improvement program has been estimated based on current (1993) costs, which are based on a cost of \$5 per square foot for new paving. A single lump sum cost has been used for restriped lots or those with minimal changes. The total cost of Phase I improvements is estimated to be \$450,000, including a 25 percent allowance for fees and contingencies (see Table 18).

This program is essential for the university and should be implemented quickly to provide additional capacity for the parking system. It is recommended that a bond issue be used to finance these improvements. Assuming a five percent interest rate for a 10-year term, the cost of borrowing will be \$130 per \$1,000 borrowed, or an annual debt service cost of approximately \$58,500 for the Phase I program.

Based on the budget for the past three years, the Phase I parking program debt can be amortized from current income with no increase in parking fees.

Table 18

**PHASE I PARKING PROGRAM COST ESTIMATE; UNIVERSITY OF WISCONSIN-  
WHITEWATER**

Improvement		Size (sq. ft.)	Estimated Cost
<b>Central Academic Campus</b>			
Lot 12	Reconfigure lot	Lump sum	\$10,000
Lot 14	Reconfigure lot and widen lot on west	6,000	30,000
Lot 2	New lot east of existing lot	16,800	84,000
Lot 5	Widen lot and restripe with 90 degree parking	Lump sum	35,000
Lot 24	Expand lot on east	3,000	15,000
Lot 7	Add one row of parking on north side of lot	10,700	<u>54,000</u>
<b>Central Academic Campus Subtotal</b>			<b>\$228,000</b>
<b>Residence Hall Area: East</b>			
Lot 17	Reconfigure parking layout	Lump sum	\$10,000
Lot 18	Restripe lot and expand to Prairie Avenue	Lump sum	20,000
Lot 19	Expand lot east of Wellers and Wells Halls	14,000	70,000
Lot 20	Restripe existing lot	Lump sum	5,000
<b>Residence Hall Area: West</b>			
Lot 7	Add one row of parking on north side of lot	4,300	22,000
Lot 9	Restripe existing lot at north and south ends	Lump sum	<u>5,000</u>
<b>Residence Hall Area Subtotal</b>			<b><u>\$132,000</u></b>
<b>Total Construction Cost</b>			<b>\$360,000</b>
Plus 25 percent fees and contingencies			<b><u>\$ 90,000</u></b>
<b>Total Parking Program Cost</b>			<b>\$450,000</b>

## **7. Traffic and Access**

### **Regional Access**

The State of Wisconsin Department of Transportation is in the process of evaluating alternatives for a relocation of USH 12 that would bypass the Whitewater downtown area and the Main Street corridor adjacent to the university. Several corridors are being evaluated, but they consist of two primary routes: a southern route located south of the city and a northern route located north of the city. The routes are being evaluated by the Whitewater Bypass Task Force, but no decision has been reached on the preferred route. The routes being considered are shown in Appendix G. A decision on the final route location is scheduled to be made in the fall of 1994, after preparation of an Environmental Impact Statement.

Of the two routes being evaluated, the northern one offers the most potential for improving access to the university. An interchange is planned at the junction of the USH 12 Bypass and County Highway N, which would enter the west side of the campus at Tratt Street and Starin Road. This would be advantageous to the university because it would:

1. Relieve peak-hour congestion on Main Street.
2. Provide direct access to large parking resource on Starin Road.
3. Provide the opportunity to create a northern gateway to the campus that will be easily understood by visitors and guests using the bypass.

The advantage of the northern route is based on the demographics of the campus population and access to the university and university parking. The overall needs of the community or other factors were not considered.

The southern route would have an interchange at the intersection with State Route 89, but vehicles coming to the campus would still use Main Street as they do now to gain access to the campus.

### **Campus Traffic and Access**

During the course of this study, several specific traffic and access issues have been raised at meetings with groups or individuals or with university staff. Following is a discussion of those issues and the response or recommended change or modification, if any.

#### **Florence/Case Streets—One-Way/Two-Way**

Both Florence and Case Streets are two-way streets that provide access to Lots 3, 4, 5, 6, and 24. It has been proposed that Florence Street be made one-way eastbound and Case Street one-way northbound. This would be advantageous for bus traffic coming to the Center for the Arts and Young Auditorium, but would force all the traffic using the lots in this location to enter from Prince Street and exit to Starin Road from Case Street. This would also force people coming to this area from the east on Starin Road to enter the parking areas using Florence. The current two-way system provides more flexibility for campus traffic. However, the one-way system could be implemented on a temporary basis for special events, with temporary signage and barriers to direct traffic.

#### **Circulation at Williams Center**

The road north of Williams Center between West Stadium Drive and Lot 10 is a two-way road. There is a blind corner at the stairway leading from Williams Center that obstructs the vision of westbound drivers. A pedestrian crossing the road cannot be seen by a westbound vehicle until the person is in the roadway. This is a dangerous intersection, and it is recommended that the road be made one-way eastbound, with the addition of a new roadway connection between Lot 10 and Lot 115 to allow vehicles to exit.

#### **Pedestrian Access from Lot 7 to Williams Center and Athletic Complex**

There is currently no pedestrian walkway or sidewalk from the campus and Lot 7 to Williams Center and the Athletic Complex. To remedy this situation, it is recommended that a sidewalk be constructed from Lot 7 to Williams Center between the athletic fields and the tennis courts. This route would follow a logical path between the playing fields.

#### **Vehicle Access from Central Campus Area to Athletic Complex**

At the present time, there is no direct access to the Williams Center and the Athletic Complex from the west side of the campus. People wanting to drive to these destinations from the west central campus must go outside the campus to Pratt Street and then to West Stadium Drive to reach the Athletic Complex. The alternative that has been considered would be to use Winnebago Drive on the east side of the West Residence Area. This road is one-way northbound and

is intended for local residence hall traffic in combination with Koshkonong Drive on the west, which is one-way southbound. It would be desirable to have such a connection, but the advantages are offset by the disadvantage of the additional traffic that would be generated in the residence hall area. Also, there is currently a direct connection on the east side of the campus using Prairie Street that can be used to reach the Athletic Complex. Given the existing east side access and the likely increase in traffic, no change is recommended at this time.

#### **Lot 9 Access**

Lot 9 is used primarily by students who live in the East Residence Hall Area and cannot park there because of the scarcity of parking on the east. Access to this lot is circuitous, requiring drivers to access the lot from Tratt Street on the west or East Stadium Drive on the east. This is an impediment to the use of the lot and makes this lot even more inconvenient. A means to make this lot more accessible would be to create a two-way connection between Lot 8 and West Stadium Drive. The direction of the segment of West Stadium Drive to the west would need to be changed to two-way to accommodate this movement. Vehicles using Lot 9 could also exit via Koshkonong Drive. Pedestrian/vehicle conflicts would be minimized by confining exiting traffic to the west side of the West Residence Hall Area. It is recommended that this access plan be implemented to improve student access to Lot 9.

#### **West Stadium Drive Direction**

The south and east legs of West Stadium Drive are currently one-way to the east and north. The exception is the segment between East Stadium Drive and Williams Center, which is two-way. Based on a visual inspection, the roadway can accommodate two-way traffic even at the curve where the road turns north. This would be desirable to improve circulation and is recommended for implementation. On football game days or during other events, the roadway could operate as a one-way street through the use of temporary signs and barricades.



**Appendix A**  
**Parking Count Data**  
**Tuesday, October 6, 1992**

Table A1  
 Parking Occupancy  
 Tuesday Oct 6, 1992 8 AM  
 University of Wisconsin – Whitewater

LOT	Reg	Meter	Reserv	Hand	Other	Serv	Total	Percent
1	13	0	0	0	0	0	13	25%
2	51	1	0	0	0	0	52	80%
3	22	0	0	0	0	0	22	41%
4	30	6	0	0	0	0	36	30%
5	0	3	3	0	0	0	6	15%
6	0	0	4	0	0	0	4	31%
7	234	10	3	2	0	0	249	54%
7Res	193	0	0	0	0	0	193	89%
8	182	0	2	1	0	0	185	89%
9	479	0	0	0	0	0	479	84%
10	16	1	1	2	0	0	20	61%
11N	5	0	3	0	0	1	9	4%
11S	29	0	0	0	0	0	29	18%
12	4	35	22	0	0	0	61	33%
13	0	0	3	2	0	0	5	21%
14	110	20	49	2	0	0	181	91%
15	19	0	3	0	0	1	23	85%
16	15	0	1	1	0	5	22	88%
17	87	0	0	0	0	0	87	96%
18	42	0	0	0	0	0	42	66%
19	93	0	4	0	0	1	98	87%
20	222	0	0	0	0	0	222	90%
21	57	1	0	2	0	22	82	75%
22	0	0	0	0	0	0	0	0%
23	0	0	0	0	0	0	0	0%
24	85	0	0	1	0	0	86	57%
Totals	1988	77	98	13	0	30	2206	62%
Percent	65%	49%	64%	25%	0%	47%	62%	

Table A2  
 Parking Occupancy  
 Tuesday Oct 6, 1992 11 AM  
 University of Wisconsin – Whitewater

LOT	Reg	Meter	Reser	Hand	Other	Serv	Total	Percent
1	47	0	0	2	0	0	49	96%
2	59	6	0	0	0	0	65	100%
3	52	0	0	0	0	2	54	100%
4	118	6	0	0	0	0	124	103%
5	0	32	4	0	0	0	36	88%
6	0	0	6	1	0	1	8	62%
7	439	15	5	2	0	0	461	100%
7Res	215	0	0	0	0	0	215	99%
8	185	0	1	1	0	0	187	90%
9	472	0	0	0	0	0	472	83%
10	20	1	1	1	0	0	23	70%
11N	2	0	2	0	0	1	5	2%
11S	52	0	0	0	0	0	52	33%
12	112	39	24	1	0	0	176	94%
13	0	0	14	5	0	0	19	79%
14	110	20	28	4	0	1	163	82%
15	18	0	4	0	0	1	23	85%
16	15	0	2	1	0	4	22	88%
17	87	0	0	0	0	0	87	96%
18	42	2	0	0	0	0	44	69%
19	84	0	6	0	0	1	91	81%
20	211	0	0	0	0	0	211	85%
21	61	1	0	2	0	21	85	78%
22	0	0	0	0	0	0	0	0%
23	0	10	0	0	0	0	10	45%
24	157	0	0	2	0	0	159	105%
Totals	2558	132	97	22	0	32	2841	80%
Percent	84%	84%	64%	42%	0%	50%	80%	

Table A3  
 Parking Occupancy  
 Tuesday Oct 6, 1992 2 PM  
 University of Wisconsin – Whitewater

LOT	Reg	Meter	Reserv	Hand	Other	Serv	Total	Percent
1	46	0	0	2	0	0	48	94%
2	57	3	0	0	0	0	60	92%
3	44	0	0	0	0	1	45	83%
4	103	4	0	0	0	0	107	89%
5	0	21	3	0	0	0	24	59%
6	0	0	6	2	0	1	9	69%
7	357	15	7	2	0	0	381	82%
7Res	189	0	0	0	0	0	189	87%
8	169	0	2	1	0	0	172	83%
9	460	0	0	0	0	0	460	81%
10	20	0	1	0	0	0	21	64%
11N	38	0	4	0	0	0	42	20%
11S	29	0	0	0	0	0	29	18%
12	111	39	31	2	0	0	183	98%
13	0	0	12	4	0	0	16	67%
14	104	15	22	4	0	2	147	74%
15	17	0	3	1	0	0	21	78%
16	15	0	2	1	0	4	22	88%
17	80	0	0	0	0	0	80	88%
18	35	1	0	0	0	0	36	56%
19	81	0	6	0	0	2	89	79%
20	205	0	0	0	0	0	205	83%
21	59	0	0	2	0	30	91	83%
22	0	0	0	0	0	0	0	0%
23	0	0	0	0	0	0	0	0%
24	120	0	0	2	0	0	122	80%
Totals	2339	98	99	23	0	40	2599	74%
Percent	77%	62%	65%	44%	0%	63%	74%	

Table A4  
 Parking Occupancy  
 Tuesday Oct 6, 1992 5 PM  
 University of Wisconsin – Whitewater

LOT	Reg	Meter	Reserv	Hand	Other	Serv	Total	Percent
1	17	0	0	4	0	0	21	41%
2	17	6	0	0	0	0	23	35%
3	13	0	0	0	0	0	13	24%
4	14	3	0	0	0	0	17	14%
5	0	14	1	0	0	0	15	37%
6	0	0	2	0	0	0	2	15%
7	122	7	2	2	0	0	133	29%
7Res	171	0	0	0	0	0	171	78%
8	159	0	2	0	0	0	161	78%
9	438	0	0	0	0	0	438	77%
10	13	1	0	0	0	0	14	42%
11N	36	1	4	0	0	0	41	19%
11S	39	0	0	0	0	0	39	25%
12	52	20	7	1	0	0	80	43%
13	0	0	9	3	0	0	12	50%
14	72	19	10	0	0	1	102	51%
15	6	0	1	1	0	0	8	30%
16	9	0	1	0	0	3	13	52%
17	75	0	0	0	0	0	75	82%
18	36	10	0	0	0	0	46	72%
19	81	0	5	0	0	0	86	76%
20	188	0	0	0	0	0	188	76%
21	8	0	0	0	0	27	35	32%
22	0	0	0	0	0	0	0	0%
23	0	1	0	0	0	0	1	5%
24	66	0	0	0	0	0	66	43%
Totals	1632	82	44	11	0	31	1800	51%
Percent	54%	52%	29%	21%	0%	48%	51%	

Table A5  
 Parking Occupancy  
 Tuesday Oct 6, 1992 8 PM  
 University of Wisconsin – Whitewater

LOT	Reg	Meter	Reserv	Hand	Other	Serv	Total	Percent
1	23	0	0	0	0	0	23	45%
2	16	3	0	0	0	0	19	29%
3	5	0	0	0	0	0	5	9%
4	15	2	0	0	0	0	17	14%
5	0	24	0	0	0	0	24	59%
6	0	0	0	0	0	1	1	8%
7	64	12	0	2	0	0	78	17%
7Res	172	0	0	0	0	0	172	79%
8	164	0	2	0	0	0	166	80%
9	430	0	0	0	0	0	430	75%
10	9	2	0	0	0	0	11	33%
11N	0	0	1	0	0	0	1	0%
11S	36	0	0	0	0	0	36	23%
12	97	38	6	7	0	0	148	79%
13	0	0	4	2	0	0	6	25%
14	93	19	12	0	0	0	124	62%
15	1	0	0	0	0	0	1	4%
16	9	0	1	0	0	2	12	48%
17	78	0	0	0	0	0	78	86%
18	36	2	0	0	0	0	38	59%
19	90	0	5	0	0	0	95	84%
20	205	0	0	0	0	0	205	83%
21	4	0	0	0	0	25	29	27%
22	0	0	0	0	0	0	0	0%
23	0	2	0	0	0	0	2	9%
24	74	0	0	0	0	0	74	49%
Totals	1621	104	31	11	0	28	1795	51%
Percent	53%	66%	20%	21%	0%	44%	51%	

**Appendix B**  
**Parking Count Data**  
**Wednesday, October 7, 1992**

3

Table B1  
 Parking Occupancy  
 Wednesday Oct 7, 1992 8 AM  
 University of Wisconsin – Whitewater

LOT	Reg	Meter	Reserv	Hand	Other	Serv	Total	Percent
1	13	0	0	0	0	0	13	52%
2	23	2	0	0	0	0	25	13%
3	29	0	0	0	0	1	30	56%
4	20	4	0	0	0	0	24	20%
5	0	3	2	0	0	0	5	12%
6	0	0	4	1	0	0	5	38%
7	82	5	1	2	0	0	90	19%
7Res	187	0	0	0	0	0	187	86%
8	182	0	1	1	0	1	185	89%
9	480	0	0	0	0	0	480	84%
10	8	0	1	0	0	0	9	27%
11N	1	0	0	0	0	1	2	1%
11S	6	0	0	0	0	0	6	4%
12	64	10	20	0	0	0	94	45%
13	0	0	5	3	0	0	8	1%
14	80	12	7	3	0	1	103	49%
15	13	0	1	0	0	0	14	52%
16	15	0	2	1	0	5	23	70%
17	88	0	0	0	0	0	88	97%
18	42	3	0	0	0	0	45	70%
19	94	0	4	0	0	1	99	88%
20	227	0	0	0	0	0	227	92%
21	4	1	0	2	0	20	27	25%
22	0	0	0	0	0	0	0	0%
23	0	0	0	0	0	0	0	0%
24	48	0	0	0	0	0	48	32%
Totals	1706	40	48	13	0	30	1837	52%
Percent	56%	25%	32%	25%	0%	47%	52%	



Table B2  
 Parking Occupancy  
 Wednesday Oct 7, 1992 11 AM  
 University of Wisconsin – Whitewater

LOT	Reg	Meter	Resvec	Hand	Other	Serv	Total	Percent
1	47	0	0	4	0	0	51	204%
2	59	6	0	0	0	0	65	33%
3	52	0	0	0	0	1	53	98%
4	114	6	0	0	0	0	120	100%
5	0	31	5	0	0	0	36	88%
6	0	0	4	1	0	2	7	54%
7	415	14	3	0	0	0	432	93%
7Res	195	0	0	0	0	0	195	89%
8	181	0	2	1	0	0	184	89%
9	479	0	0	0	0	0	479	84%
10	16	2	1	0	0	0	19	58%
11N	3	0	2	0	0	2	7	3%
11S	45	0	0	0	0	0	45	28%
12	112	39	24	0	0	0	175	85%
13	0	0	15	4	0	0	19	3%
14	107	20	42	6	0	2	177	84%
15	16	0	2	0	0	0	18	67%
16	14	0	2	1	0	5	22	67%
17	85	0	0	0	0	0	85	93%
18	42	2	0	0	0	0	44	69%
19	89	0	6	0	0	1	96	85%
20	225	0	0	0	0	0	225	91%
21	61	1	0	2	0	24	88	81%
22	0	0	0	0	0	0	0	0%
23	0	0	0	0	0	0	0	0%
24	144	0	0	1	0	0	145	95%
Totals	2501	121	108	20	0	37	2787	79%
Percent	82%	77%	71%	38%	0%	58%	79%	

Table B3  
 Parking Occupancy  
 Wednesday Oct 7, 1992 2 PM  
 University of Wisconsin – Whitewater

LOT	Reg	Meter	Reserv	Hand	Other	Serv	Total	Percent
1	45	0	0	3	0	0	48	192%
2	56	4	0	0	0	0	60	30%
3	52	0	0	0	0	1	53	98%
4	110	6	0	0	0	0	116	97%
5	0	22	3	1	0	0	26	63%
6	0	0	6	1	0	0	7	54%
7	349	14	3	2	0	0	368	79%
7Res	188	0	0	0	0	0	188	86%
8	174	0	2	1	0	0	177	86%
9	443	0	0	0	0	0	443	78%
10	19	1	0	0	0	0	20	61%
11N	156	2	4	0	0	2	164	78%
11S	131	0	0	0	0	0	131	82%
12	112	39	30	0	0	0	181	87%
13	0	0	12	5	0	0	17	3%
14	110	20	35	7	0	1	173	82%
15	16	0	4	0	0	0	20	74%
16	13	0	2	1	0	3	19	58%
17	83	0	0	0	0	0	83	91%
18	40	2	0	0	0	0	42	66%
19	91	0	6	0	0	0	97	86%
20	203	0	0	0	0	0	203	82%
21	50	1	0	2	0	24	77	71%
22	1	0	0	0	0	0	1	1%
23	0	0	0	0	0	0	0	0%
24	146	0	0	1	0	0	147	97%
Totals	2588	111	107	24	0	31	2861	81%
Percent	85%	71%	70%	46%	0%	48%	81%	

Table B4  
 Parking Occupancy  
 Wednesday Oct 7, 1992 5 PM  
 University of Wisconsin – Whitewater

LOT	Reg	Meter	Reserv	Hand	Other	Serv	Total	Percent
1	24	0	0	1	0	0	25	100%
2	19	4	0	0	0	0	23	12%
3	15	0	0	0	0	0	15	28%
4	26	4	0	0	0	0	30	25%
5	0	21	2	0	0	0	23	56%
6	0	0	2	1	0	0	3	23%
7	103	5	1	2	0	0	111	24%
7Res	174	0	0	0	0	0	174	80%
8	163	0	1	1	0	0	165	80%
9	427	0	0	0	0	0	427	75%
10	10	1	0	0	0	0	11	33%
11N	34	1	6	0	0	0	41	19%
11S	30	0	0	0	0	0	30	19%
12	69	20	4	0	0	0	93	45%
13	0	0	5	1	0	0	6	1%
14	97	20	22	2	0	1	142	67%
15	2	0	1	0	0	0	3	11%
16	11	0	2	0	0	3	16	48%
17	87	0	0	0	0	0	87	96%
18	40	10	0	0	0	0	50	78%
19	81	0	4	0	0	0	85	75%
20	190	0	0	0	0	0	190	77%
21	4	0	0	0	0	26	30	28%
22	0	0	0	0	0	0	0	0%
23	0	1	0	0	0	0	1	5%
24	69	0	0	0	0	0	69	45%
Totals	1675	87	50	8	0	30	1850	52%
Percent	55%	55%	33%	15%	0%	47%	52%	

Table B5  
 Parking Occupancy  
 Wednesday Oct 7, 1992 8 PM  
 University of Wisconsin – Whitewater

LOT	Reg	Meter	Reserv	Hand	Other	Serv	Total	Percent
1	10	0	0	0	0	0	10	40%
2	15	2	0	0	0	0	17	9%
3	9	0	0	0	0	0	9	17%
4	15	4	0	0	0	0	19	16%
5	0	29	2	0	0	0	31	76%
6	0	0	2	0	0	2	4	31%
7	56	11	0	2	0	0	69	15%
7Res	171	0	0	0	0	0	171	78%
8	164	0	1	1	0	0	166	80%
9	426	0	0	0	0	0	426	75%
10	17	3	0	0	0	0	20	61%
11N	0	0	1	0	0	0	1	0%
11S	39	0	0	0	0	0	39	25%
12	81	39	2	1	0	1	124	60%
13	0	0	7	4	0	0	11	2%
14	84	16	16	1	0	0	117	55%
15	0	0	1	0	0	0	1	4%
16	10	0	1	0	0	1	12	36%
17	78	0	0	0	0	0	78	
18	39	9	0	0	0	0	48	75%
19	72	0	4	0	0	0	76	67%
20	187	0	0	0	0	0	187	76%
21	4	0	0	0	0	25	29	27%
22	0	0	0	0	0	0	0	0%
23	0	1	0	0	0	0	1	5%
24	99	0	0	0	0	0	99	65%
Totals	1576	114	37	9	0	29	1765	50%
Percent	52%	73%	24%	17%	0%	45%	50%	

## **Appendix C**

### **Campus Interview Results**

Notes from Interviews and Questionnaires  
April 1993, University of Wisconsin-Whitewater

1. Admissions Office

- a. Friday on campus draws 150 to 300 people. Individuals can be sent a visitor permit or pick one up at the office.
- b. Ask visitors to use Lot 7.
- c. Overall parking situation is good; only occasionally is parking poor.
- d. A higher percentage of the student body consists of returning adults over 25 years old; 20 to 25 percent of students are nontraditional.
- e. Problem parking areas: Library lot, Performing Arts lot, Lot 5—gravel lot.
- f. Problems with ticket pickup at University Center.
- g. Reserved parking for faculty/staff creates problems because the spaces are not always occupied, even though they are in prime locations.
- h. Faculty/staff and students using accessible parking spaces should be required to pay parking fees.

2. Continuing Education

- a. During the academic year, most people come in their own vehicles, which must be parked on campus.
- b. Between 8:00 and 9:00 A.M., only limited parking is available for visitors.
- c. Access from Young Auditorium to Esker Dining Room is difficult because of the campus's terrain.
- d. Parking during the summer is not a problem.
- e. Program participants would be willing to pay for parking.

- f. University of Wisconsin-Whitewater has significant conference activity for professional development and teacher recertification.

### 3. Center for the Arts

- a. Would like a drop-off area for center's patrons.
- b. A proposed drive on the south side of the building will have short-term parking during the day for ticket purchasers and accessible parking in the evening for performances.
- c. Buses park on Case Street.
- d. The auditorium seats 1,300 people; Barnett seats 400 people.
- e. Spaces are available in the Starin lot in the evening.
- f. There is a perception that parking for performances is not adequate.

### 4. Athletics

- a. Lots 11N and 11S are available for Williams Center and athletic/recreation parking. Faculty and staff park in Lot 10.
- b. There is enough parking for the athletic/recreation area except for major athletic events. Visitor parking is a problem, but not a major problem.
- c. There is a problem with visibility at the stairway north of Williams Center at the stair exit. Westbound vehicles do not have adequate sight distance at the pedestrian crosswalk.
- d. The athletic department would like to have South Stadium Drive become one-way east-bound.
- e. An expansion of Lot 7 to the north could possibly serve Williams Center.
- f. 50 percent of people come to the stadium from the east and 50 percent come from the west.
- g. The Athletic Department collects a \$1.00 fee for parking at football games.
- h. Would like to see additional metered parking in this area, with a fee of 25 cents per hour.

### 5. Student Housing

- a. Wells Hall has a university-wide fitness center and needs some visitor parking.

- b. The university is currently experiencing a low point in enrollment; some double rooms are being rented as single-occupant rooms.
- c. Whitewater is in the center of a growth area in the State of Wisconsin, and there could be more pressure on the residence halls in the future.
- d. The student head count is increasing, even though the number of full-time equivalents (FTE) has dropped.
- e. It is very difficult for faculty or staff members to find parking if they leave the campus and return.
- f. The university cashier will relocate to an office in Goodhue Hall.
- g. The 4th floor of Goodhue Hall is being considered as a 30-room residence area for continuing education programs on campus.

#### 6. Campus Activity Center

- a. The University Center is the main ticket outlet for campus events. Tickets will also be sold at the Arts Center when the new ticket office opens.
- b. The Campus Activity Center holds large events on weekends and evenings. The building also houses the campus credit union.
- c. Lot 5 is well used by CAC people.

#### 7. New Student Programs

- a. Parking is not as difficult during the summer as during the academic year. During freshman orientation, as many as 700 people come to the campus.
- b. As many as six new student programs are held during the academic year. In addition, there are one-day programs at University Center; the Arts Center parking lot is used for these programs.
- c. Whitewater has a large population of disabled students in the summer, and the university has a mission to serve disabled students.

#### 8. City of Whitewater

- a. Parking restrictions in the vicinity of the campus:
  - Esterly Avenue has no parking from 8:00 A.M. to 5:00 P.M.



- Franklin Street—no decision has been reached; one side is already a no parking zone.
  - Conger Street has no parking from 8:00 A.M. to 5:00 P.M.
- b. There is a problem south of the campus because of people parking on city streets and walking through private property to the university.
  - c. Conversion of single-family districts to multifamily areas increases the number of parking spaces required.
  - d. Traffic count data for USH 12 may be available from the Main Street study and from the USH 12 bypass study.
  - e. The city may be amenable to putting meters on some campus streets if the university will enforce the regulations.

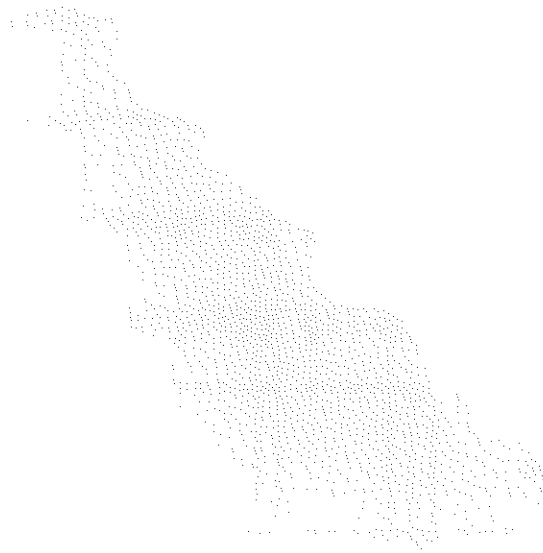
**Appendix D**  
**Estimated Campus Population and**  
**Peak-Period Vehicles by Location**

Appendix D  
 Estimated Campus Population and Peak Period Vehicles By Location  
 University of Wisconsin - Whitewater

Location	Staff			Scheduled Classroom Use	Residence Hall Students	Estimated Peak Period Vehicles				Total Vehicles
	Part-Time Staff	Part-Time Staff	Total Staff			Staff	Classroom Students	Residence Halls	Visitors	
<b>Central Academic Campus</b>										
<i>East Central Campus</i>										
Administration (Library)	20	6	26			19	0	0		19
Alumni Center	5	2	7			5	0	0		5
Baker Hall	77	23	100			72	0	0		72
Heide Hall	66	20	86	1112		62	178	0		240
Hyer Hall	18	5	23	404		17	65	0		81
Library	88	26	114	70		82	11	0		94
McGraw Hall	26	8	34	37		24	6	0		30
Roseman Hall	33	10	43	75		31	12	0		43
Salisbury Hall	65	20	85			61	0	0		61
Sayles Hall	1	0	1	20	174	1	3	70		74
University Center	38	11	49	645		36	103	0		139
Upham Hall	40	12	52	612		37	98	0		135
Winther Hall	105	32	137		177	98	0	71		169
White Hall	2	1	3			2	0	0		2
Subtotal	584	175	759	2975	351	547	476	140	35	1198
<i>West Central Campus</i>										
Carlson Hall	111	33	144	578		104	92	0		196
Center of the Arts	58	17	75	596		54	95	0		150
McCutcheon Hall	29	9	38	46		27	7	0		35
Subtotal	198	59	257	1220		185	195	0	15	396
<i>North Central Campus</i>										
Goodhue Hall	28	8	36		52	26	0	21		47
Health Center	27	8	35			25	0	0		25
Bookstore	7	2	9			7	0	0		7
Subtotal	62	19	81		52	58	0	21	5	84
Athletic Complex	40	12	52	323		37	52	0	5	89
Central Services	76	23	99			71	0	0		71
<i>Residence Hall Area</i>										
<i>East Residence Halls</i>										
Fischer Hall	2	1	3		188	2	0	75		77
Knilians Hall	1	0	1		256	1	0	102		103
Power Plant	8	2	10			7	0	0		7
Tutt Hall	2	1	3		254	2	0	102		103
Wells Hall	17	5	22		251	16	0	100		116
Wellers Hall	2	1	3		1144	2	0	458		459
Subtotal	32	10	42		2093	30	0	837	5	867
<i>West Residence Halls</i>										
Arey Hall	1	0	1		225	1	0	90		91
Benson Hall	2	1	3		202	2	0	81		83
Bigelow Hall	1	0	1		223	1	0	89		90
Clem Hall	2	1	3		180	2	0	72		74
Fricker Hall	1	0	1		222	1	0	89		90
Lee Hall	2	1	3		212	2	0	85		87
Subtotal	9	3	12		1264	8	0	506	5	514
<b>Total</b>	<b>1001</b>	<b>300</b>	<b>1301</b>	<b>4518</b>	<b>3760</b>	<b>937</b>	<b>723</b>	<b>1504</b>	<b>70</b>	<b>3219</b>

## **Appendix E**

### **Effective Campus Parking Supply**



Appendix E  
Effective Campus Parking Supply  
University of Wisconsin-Whitewater

Location	Existing Capacity (Spaces)					Effective Parking Supply (1)					Added Spaces with Proposed Improvements		
	Regular	Meter	Reserved	Accessible	Other Service	Total	Regular	Meter	Reserved	Subtotal	Off-Street	On-Street	Total
<b>Central Academic Campus</b>													
East Central Campus													
Lot 12	112	39	33	2	1	187	101	35	23	159			
Lot 13	0	0	18	6	0	24	0	0	13	13			
Lot 14	110	20	52	8	10	200	99	18	36	153			
Subtotal	222	59	103	16	11	411	200	53	72	325	85		410
<b>West Central Campus</b>													
Lot 1	47	0	0	4	0	51	0	0	0	0			
Lot 2	59	6	0	0	0	65	42	0	0	42			
Lot 3	52	0	0	1	1	54	53	5	0	59			
Lot 4	114	6	0	0	1	121	47	0	0	47			
Lot 5	0	31	6	2	2	41	103	5	0	108			
Lot 6	0	0	9	2	2	13	0	28	4	32			
Lot 24	148	0	0	4	4	156	133	0	0	133			
Subtotal	420	43	15	13	5	496	378	39	11	427	63		490
<b>North Central Campus</b>													
Lot 7	436	16	8	3	0	463	0	0	0	0			
Lot 15	19	0	6	1	1	27	392	14	6	412			
Lot 16	15	0	2	2	6	25	17	0	4	21			
Lot 23	0	20	0	2	0	22	14	0	1	15			
Subtotal	470	36	16	8	7	537	423	32	11	467	34		501
<b>Central Campus Total</b>													
Athletic Complex	1112	138	134	37	23	1444	1001	124	94	1219	182		1401
<b>General Services</b>													
Lot 21	68	3	0	2	36	109	0	0	0	0			
Subtotal	68	3	0	2	36	109	61	3	0	64			64
<b>Residence Hall Parking</b>													
East Residence Area													
Lot 17	91	0	0	0	0	91	0	0	0	0			
Lot 18	52	10	0	2	0	64	82	0	0	82			
Lot 19	103	0	8	0	2	113	47	9	0	56			
Lot 20	247	0	0	0	0	247	93	0	6	99			
Subtotal	493	10	8	2	2	515	222	0	0	222			
<b>West Residence Area</b>													
Lot 7	218	0	0	0	0	218	444	9	6	458	115		573
Lot 8	201	0	2	3	1	207	0	0	0	0			
Lot 9	570	0	0	0	0	570	196	0	0	196			
Subtotal	989	0	2	3	1	995	181	0	1	182			
<b>Residence Hall Total</b>													
CAMPUS TOTAL	1482	10	10	5	3	1510	1334	9	7	1350	297		1647

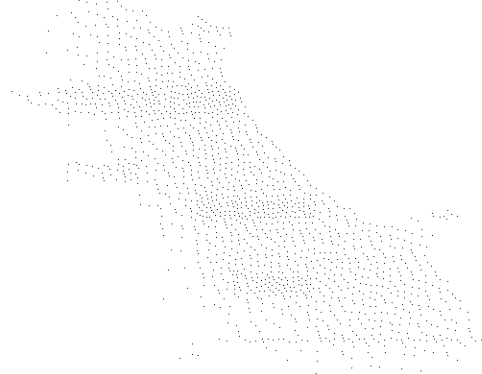
(1) Effective supply for regular, metered and on-street 90%  
Effective supply for reserved 70% based on surveyed usage  
(2) See Appendix F

## Appendix F

### Effective On-Street Supply

Figure F-1

Figure F-2



Appendix F  
Effective On-Street Supply  
University of Wisconsin – Whitewater

Location	Capacity (Spaces)	Effective Supply (1) (Spaces)
<u>East Central Campus</u>		
Starin Road	56	
Prairie Street	<u>38</u>	
Subtotal	94	85
<u>West Central Campus</u>		
Case Street	20	
Prince Street	<u>50</u>	
Subtotal	70	63
<u>North Central Campus</u>		
Starin Road	<u>38</u>	
Subtotal	38	34
<u>East Residence Halls</u>		
Prairie Street	<u>128</u>	
Subtotal	128	<u>115</u>
Totals		297

(1) 90% of capacity

**Appendix G**  
**Proposed Alternatives**  
**U.S. Highway 12 Bypass**

