COMMUNITY CAMPUS PLAN - *Draft Space Needs Analysis*

AGENDA

1. INTRODUCTIONS

2. BRIEF COMMUNITY ENGAGEMENT UPDATE

    1. SUNDAY STROLL

    2. STAKEHOLDER MEETINGS

    3. ALL OUR IDEAS

    4. SEPTEMBER 17TH PUBLIC PRESENTATIONS

3. DRAFT SPACE NEEDS FINDINGS & RECOMMENDATIONS

4. OCTOBER CAMPUS PLANNING WORKSHOP

    1. PURPOSE

    2. AGENDA & ACTIVITIES

    3. TIMING

5. ADJOURN

SUNDAY STROLLS

- Art
- Fitness
- Walkable
- Green space and trees
- Pedestrian scale
- Co-working spaces
- Places to sit
- Mobile work environment other than coffee shop
- Beautification (holiday lights, maintenance)
- Universal accessibility, age in place, make accessible
- More kids activities
- Not too dense or vertically tall
- More social events

- Youth center
- Retail for everyday use
- Food trucks
- Interesting streetscape
- Small town feel
- Residential feel
- E-cycles and bike share
- Smaller parks to balance buildings
- Entertainment – think 20 year olds
- Place for dogs
- More shared outdoor space between businesses
- Vibe
- Public square
- Solar – environmental
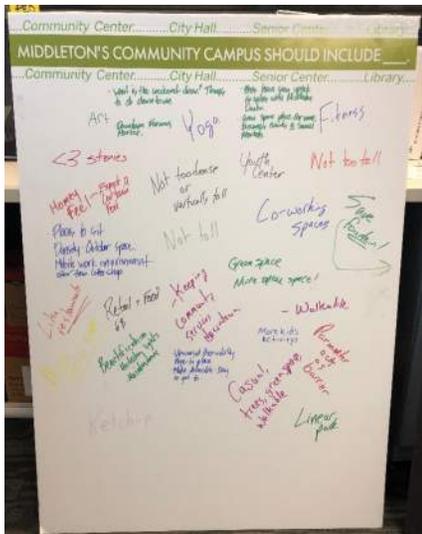
LIBRARY NEEDS / IMPROVEMENTS

- ADA and Universal Design principles throughout
- 2016 Study accurately describes needs and trends (staff, visitors, materials, programs, etc.)
- Downtown location
- Welcoming, community-oriented
- Space for printed materials is critical – not replaced by technology
- Colocation, multi-function, multiuse, flexible
- Could mix with city services, café, shops, arts, post office, indoor recreation, maker space, etc. – Share w/community Center?
- Meeting rooms, 10-20 ppl. very popular (Community Center function?)
- Flexible (dividable) meeting space for public uses (500+/- ppl)
- Media / technology services
- Outdoor seating and meeting spaces (at grade or terrace/rooftop)
- Plaza, gardens (at grade or terrace/rooftop)
- Public art
- Transit and parking access (shared parking)
- Bike friendly – secure, sheltered parking
- Dokk 1 in Denmark is a great example of colocation

CITY HALL NEEDS / IMPROVEMENTS

- *ADA and Universal Design principles throughout*

- *Downtown location*

- *Welcoming, visitor/customer-friendly lobby/public space w/ wayfinding, service counters, seating*

- *Security, safety, monitoring, etc. seamlessly integrated*

- *Staff offices, work areas, meeting rooms, break/lunch room,*

- *Modern office equipment, technology and communications*

- *Storage space, files, etc.*

- *Could stack uses on multiple levels: visitor/customer at ground, officials and staff above*

- *Logical hierarchy of accessible connections with other uses and facilities*

- *Council chambers w/ large seating/meeting space*

- *Multi-purpose room – share w/ Library, Community Center?*

- *Share parking*

- *Transit, bike, walk, drive prioritization*

- *Access (visual, physical) to daylight, plantings, public art*

- *Promote health and wellness: office equip, furnishings, activities, programs*

- *Adequate maintenance space for equip., products, etc.*

SENIOR CENTER NEEDS / IMPROVEMENTS

- Apply ADA / Universal Design principles throughout

- Dementia / Alzheimer compatible (legible, dedicated, safe, secure, etc.)

- Improved visitor/user traffic flow, provide corridors, wayfinding

- Variety of rooms: staff offices, private meetings, expandable public, quiet sitting, etc.

- Good acoustics - noise abatement/control

- Storage and maintenance equip./ material on each floor

- More restrooms

- Modernized HV/AC system

- Convenient drop off, transit and parking access

- Commercial kitchen – could share with other facilities, programs

- Demand for services, programs, events is increasing

- Sr. programs don't mix / share well with other users

- Certification, licensing responsive

COMMUNITY CENTER NEEDS / IMPROVEMENTS

- *No current facility*

- *ADA and Universal Design principles throughout*

- *Downtown location*

- *Management, staffing – Park and Rec?*

- *Multi-functional and flexible spaces*

- *Potential uses: voting, community meetings, life-long learning, indoor recreation/ gymnasium, maker space, theater, music, art, ……*

- *Multipurpose / flex space share w/ Library, City Hall?*

- *Share facilities and features w/ library: kitchen, tools /maker equip., AV/technology, computers, etc.*

- *Spaces shared w/ Sr.'s to be exclusive / separate during Sr. use*

OVERALL COMMUNITY CAMPUS NEEDS / ENHANCEMENTS

- ADA and Universal Design principles
- Depot and Tourism facilities and programs
- Sustainable design / LEED principles (certification?)
- Prioritize walking, biking and transit
- Share parking, flex parking, convertible parking - "future proof"
- Hubbard Ave. as flex-street, plaza-street, woonerf, etc.
- Greening, gardens, ecological services, educational ops.
- Variety of gathering spaces (large, small, ground, rooftop)
- Public art
- Multi-functional, Multi-seasonal, Multi-generational, Multi-cultural

Community engagement thru crowdsourcing and prioritizing ideas

20
Seeded Ideas

30
User-Generated Ideas

30,000
Votes

14
days

Top 10 Preferred Ideas, By Winning Percentage*

Expand Public Library	83%
Year-Round Public Market	73%
Green Space	73%
Public Plaza / Square	69%
Community Center	65%
Rooftop Courtyard	65%
Improve Trolley Connections	63%
Bike Parking**	63%
Improve Sustainability	63%
Improve Lighting & Wayfinding**	63%

*Likelihood that the idea is selected over another randomly selected idea.
**Limited votes compared to other ideas (idea was submitted late in the voting process).

Ideas 11 – 20, By Winning Percentage*

Expanded space for pedestrians & cyclists	60%
Improved public transportation connections	59%
Recreation Center	59%
Pedestrian shopping area	58%
Food truck alley	56%
Youth center	56%
Below-ground parking	54%
Outdoor space for music and public performances	54%
Community gardens	53%
Community education classrooms	51%

*Likelihood that the idea is selected over another randomly selected idea.

10 Least Preferred Ideas, By Winning Percentage*

Idea	Percentage
More mixed use development**	22%
Mini splash-pad downtown	24%
Picnic area**	24%
Condos	24%
Leave downtown as it is	27%
Information kiosk	27%
Public Art Sculpture Garden	31%
Community Kitchen	32%
Dog park	34%
Respite care for caregivers taking care of adults with dementia**	38%

*Likelihood that the idea is selected over another randomly selected idea.
**Limited votes compared to other ideas (idea was submitted late in the voting process).

ALL OUR IDEAS
CREATE. CONTRIBUTE. DISCOVER.

Most Wins / Losses

<table>
<tr><th>Most WINS</th><th>Most LOSSES</th></tr>
<tr><td>Green space</td><td>Community Kitchen</td></tr>
<tr><td>Public plaza / square</td><td>Leave downtown as it is</td></tr>
<tr><td>Community Center</td><td>Above-ground parking</td></tr>
<tr><td>Improved sustainability</td><td>Large-group meeting space</td></tr>
<tr><td>Recreation Center</td><td>Auditorium / large events space</td></tr>
<tr><td>Expanded space for pedestrians & cyclists</td><td>Quiet space for individual study / reading</td></tr>
<tr><td>Improved public transportation connections</td><td>Senior housing</td></tr>
<tr><td>Below-ground parking</td><td>Makerspace (space with tools & technology for creating)</td></tr>
<tr><td>Youth center</td><td>Small group meeting space</td></tr>
<tr><td>Community education classrooms</td><td>Playground</td></tr>
</table>

**Limited votes compared to other ideas (idea was submitted late in the voting process.

Cross-Referenced Top-20

WINS	WINNING PERCENTAGE
Green space	Expand Public Library
Public plaza / square	Year-Round Public Market
Community Center	Green Space
Improved sustainability	Public Plaza / Square
Recreation Center	Community Center
Expanded space for pedestrians & cyclists	Rooftop Courtyard
Improved public transportation connections	Improve Trolley Connections
Below-ground parking	Bike Parking
Youth center	Improve Sustainability
Community education classrooms	Improve Lighting & Wayfinding
Makerspace (space with tools & technology for creating)	Expanded space for pedestrians & cyclists
Additional restaurants / retail	Improved public transportation connections
Year-round public market	Recreation Center
Quiet space for individual study / reading	Pedestrian shopping area
Pedestrian shopping area	Food truck alley

SurveyMonkey®

Stakeholder Survey

What do you love about Downtown Middleton?

Trends in Responses:
- Walkable
- Compact mix of uses
- Amenities and charm
- City services
- Sense of community

Stakeholder Survey

What about Downtown Middleton should be improved?

Trends in Responses:
- Increase parking.
- Improve flow of pedestrians and cars
- Maintain landscaping
- Increase affordable housing
- Keep people downtown
- Improve stormwater management

SurveyMonkey®

Stakeholder Survey

What does Downtown Middleton look like in 10 years?

Trends in Responses:
- Density, walkable
- Universal accessibility
- Vibrant family-focus
- Intergenerational
- Destination, music and events
- Thriving businesses
- Pedestrian activity
- Diverse architecture

SurveyMonkey®

Stakeholder Survey

Identify another community that you have visited that you found particularly pleasing? What was it about this community that resonated with you?

Trends in Responses:
- Color and scale, vibrant, charming
- Welcoming and comfortable
- Good flow, accessibility
- Connectivity
- Mix of uses and programming
- Pleasing lighting and landscaping
- Walkable
- Focus on sustainability
- Public art

Stakeholder Survey

Rate the importance of various factors in your evaluation of the Community Campus Plan.

Evaluation Factor	Very Important + Important
Anticipate future needs/uses	95%
Plans for flexible multi-use	89%
Engages residents and businesses	84%
Improves accessibility	84%
Improves walkability	84%
Focus on shared use/amenities	74%

EXISTING CITY SITES – OBSERVATIONAL REVIEW

KEY:
Does not meet anticipated program needs	🟥
Not optimized for anticipated program needs	🟨
Meets anticipated program needs	🟩

City Hall

Accessibility	🟥
Space Availability	🟩
Wayfinding	🟥
Building Systems	
Safety & Security	
Adjacencies / Connectivity	
Flexibility / Adaptability	

Senior Center

Accessibility	🟨
Space Availability	🟨
Wayfinding	🟥
Building Systems	🟨
Safety & Security	🟩
Adjacencies / Connectivity	🟥
Flexibility / Adaptability	

Middleton Public Library

Accessibility	🟩
Space Availability	🟥
Wayfinding	🟨
Building Systems	
Safety & Security	
Adjacencies / Connectivity	
Flexibility / Adaptability	🟥

SEH and EUA were not contracted to conduct a formal facilities assessment. The above is based on observations of City sites and should not be represented as detailed technical assessments.
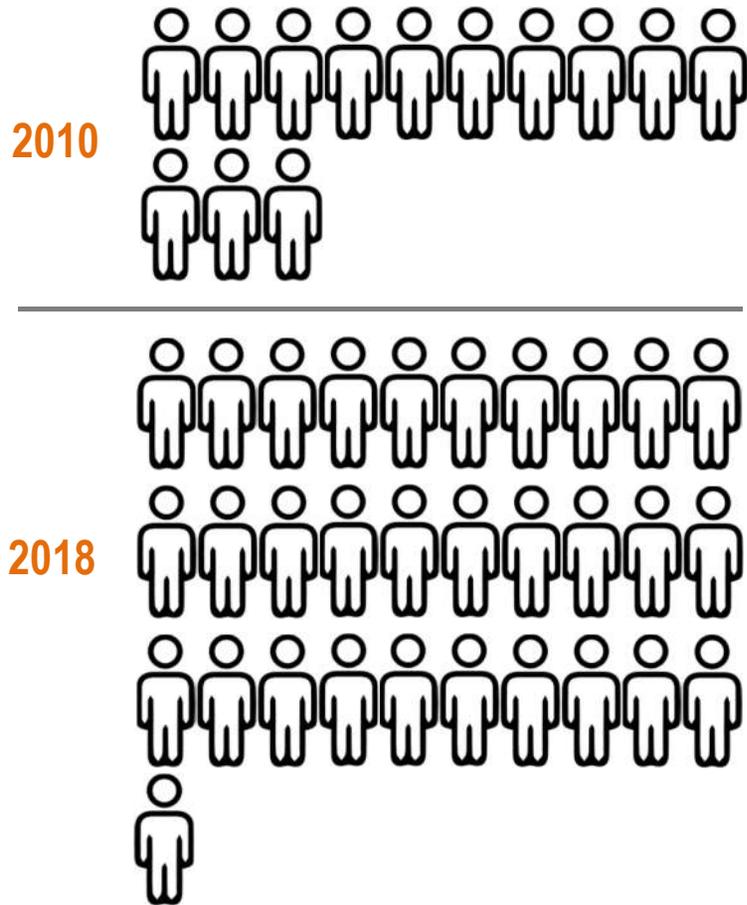
Library Utilization – Total Program Participation
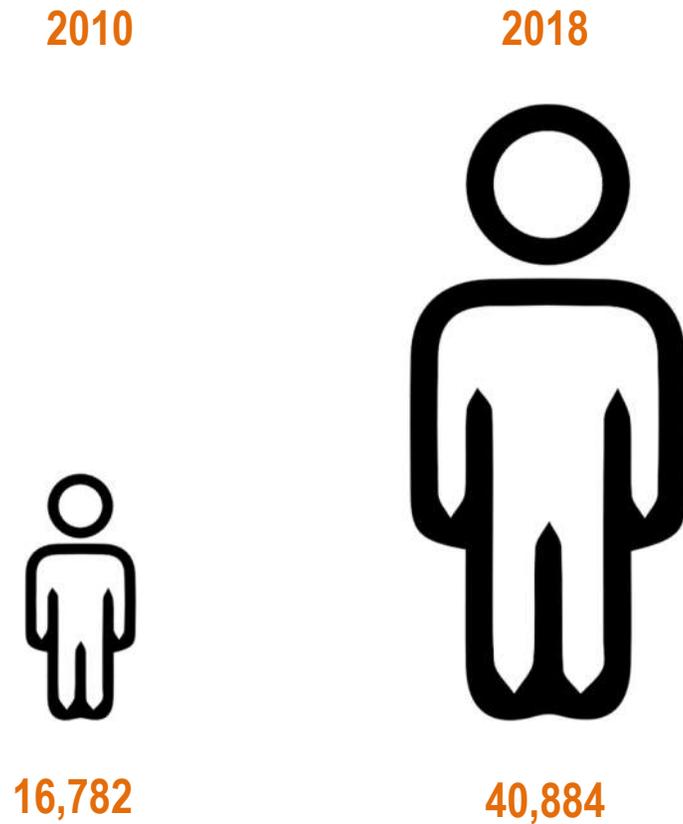
2010

2018

Total participation in library programs has also increased nearly **2.5 times** since 2010.

In 2018, the Library offered **1,010 programs**.

16,782

40,884

Per Wisconsin Department of Public Instruction.

Library Utilization – Children's Program Participation

2010

2018

Participation in children's programs has increased by nearly **2.5 times** since 2010.

👤 = 1,000 users

Approximately 13,400 participants in 2010 compared to 31,000 in 2018 per Wisconsin Department of Public Instruction.

Library Utilization – Conference Room Usage

428

Over last five years, **average monthly users** of Library's four conference rooms

6,089 → 7,820

Total hours of conference room use increased from 2016 to 2017

Per Wisconsin Department of Public Instruction.

Library Utilization – Wireless Network Utilization

2013   **2018**

Total Library wifi connections have increased by over **14 times** since 2013.

Requires resilient and adaptable infrastructure.

8,600 uses in 2013 and 123,211 uses in 2018 per Wisconsin Department of Public Instruction.

Library Utilization – Wireless Network Utilization

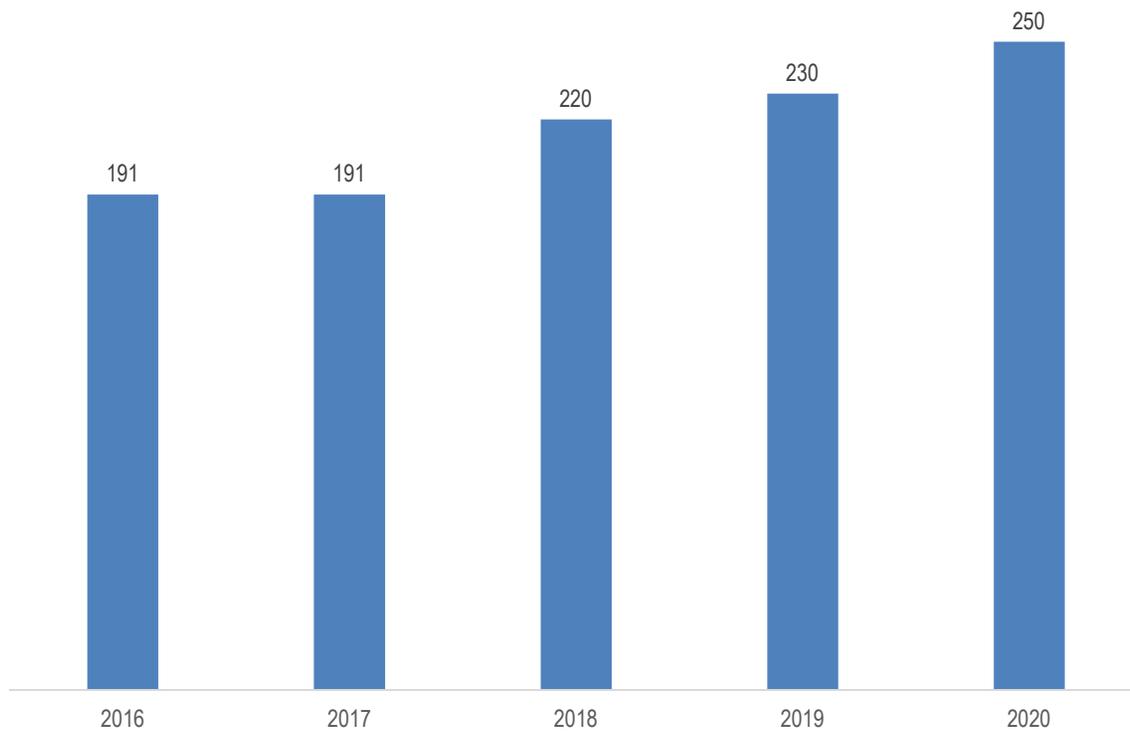|	Mid-Term Circulation Trend 2010 – 2015	Short-Term Circulation Trend 2015 - 2018
	-12%	3%
	-16%	N/A

Wisconsin Department of Public Instruction. Statewide data for years 2016 – 2018 is not yet available.
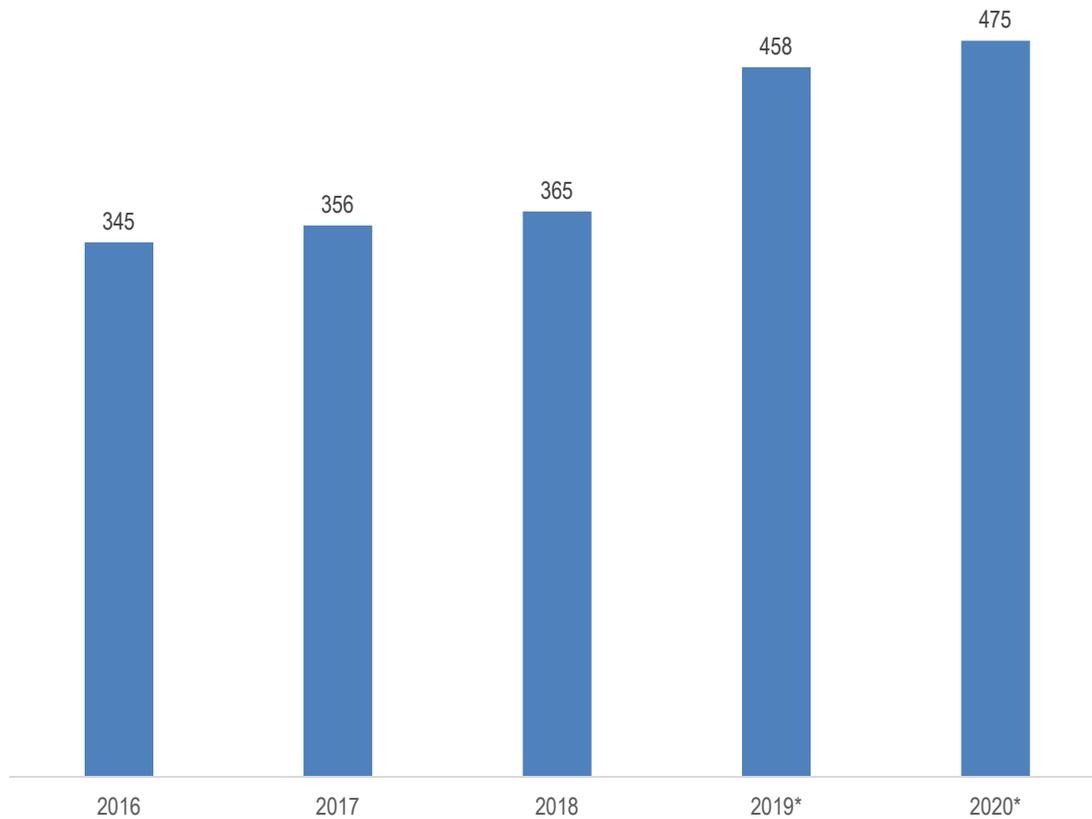
Senior Center – Average Daily Participation

31%

Projected increase in Senior Center average daily participation between 2016 and 2020.

Senior Center – Annual Volunteer Participation

Bar chart values: 2016: 345, 2017: 356, 2018: 365, 2019*: 458, 2020*: 475

38%

Projected increase in Senior Center volunteer participation between 2016 and 2020.

Space Plans

Library

Program Area		NSF
Collections		48,854
Meeting Space		4,557
Study Room		1,440
Auditorium		4,400
Media Lab/Maker Space		3,450
Support		2,100
Total NSF		**64,801**
Total GSF	64% Efficiency	**101,252**

Parking Required	Based on Madison Standards 1/400	162
10% Reduction	Accounts for walking and other modes	146
Bike Parking	1/2000 sf	32

Library Addition		
Total Library Space Needs		101,252
Existing Library		33,805
Addition to Library		67,447

Space Plans

City Hall

Program Area		NSF
Office		3,561
Meeting Spaces		4,556
Planning		516
Public Works/Inspectors		6,064
Parks and Rec		420
Common Amenities		1,042
Support		3,428
Total NSF		**19,587**
Total GSF	70% Efficiency	**27,981**

Parking Required	Based on Madison Standards 1/400	49
10% Reduction	Accounts for walking and other modes	44
Bike Parking	1/2000 sf	10

Space Plans

Senior Center

Program Area		NSF
Office		2,087
Meeting Spaces		1,253
Kitchen/Dining		3,340
Activity		7,650
Health/Social Services		320
Support		3,328
Total NSF		**17,978**
Total GSF	60% Efficiency	**29,963**

Parking Required	Based on Madison Standards 1/400	45
10% Reduction	Accounts for walking and other modes	40
Bike Parking	1/2000 sf	9

Space Plans

Community Center

Program Area		NSF
Office		1,182
Meeting Spaces		564
Concessions		410
Activity		8,640
Support		2,414
Total NSF		**13,210**
Total GSF	70% Efficiency	**18,871**

Parking Required	Based on Madison Standards 1/400	33
10% Reduction	Accounts for walking and other modes	30
Bike Parking	1/2000 sf	7

Space Plans

Train Depot/Tourism

Program Area		NSF
Office		840
Museum		400
Support		492
Total NSF		**1,732**
Total GSF	80% Efficiency	**2,165**

Parking Required	Based on Madison Standards 1/400	4
10% Reduction	Accounts for walking and other modes	4
Bike Parking	1/2000 sf	1

Total Space Needs		GSF
Program GSF		180,233
Total Parking Spaces		264
Total Bike Parking		59

COMMUNITY CAMPUS PLANNING WORKSHOP
OCTOBER 10, 2019

11:30 AM – 5:00 PM
Middleton Senior Center Depot Room

Provide hands-on, small group activities for participants to explore / discuss ideas and provide input to the planning team:

1. *Building massing explorations with foam core blocks and aerial maps at site and individual building scales*
2. *Review and comment on elements of building design: exterior appearance, materials, interior features, mix of uses, etc, using curated photo sheets*
3. *Reimaging Hubbard Ave.: use scale model "kit of parts" to assemble, document and discuss options from pedestrian plaza to flex-street*
4. *Sim-Community Campus: selecting and placing photos of potential project elements on aerial maps*