



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

CAMPUS MASTER PLAN UPDATE

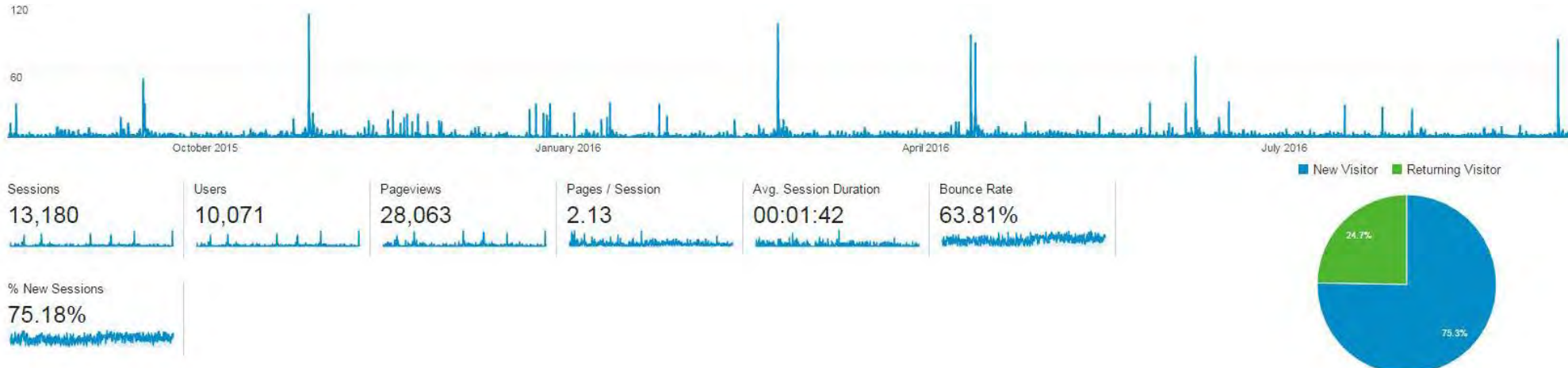
EXTENDING OUR HISTORY - EMBRACING OUR FUTURE

ENGAGEMENT & OUTREACH SUMMARY

- Number of meetings: +250
- Number of monthly newsletters: 18
- Over 10,000 individual website users and over 28,000 page views
- Number of meetings to various groups:
 - Campus Organizations, Departments, and/or Divisions: 122
 - Neighborhood Associations: 20
 - City of Madison/Community Organizations: 23
 - Open Houses: 12
 - Project Teams (Consultants and FP&M): 75
 - Number of visits to the interactive website:



QR code for the location of the Executive Summary document





EXTEND OUR HISTORY

The 2015 Campus Master Plan Update is a vision to capture the best characteristics of our historic campus core, and extend them throughout our evolving campus.




The careful balance of Bascom Hill – architecturally prominent and mixed use buildings surrounding and defining a well-designed and active open space.

The ease and safety of Library Mall and East Campus Mall – easy walking and biking with careful interaction with vehicles.





The activity of the Memorial Union Terrace – indoor and outdoor places for people to gather and exchange ideas with a focus on Lake Mendota.

A photograph of a red fox and its three kits in a forest setting. The adult fox is on the left, looking down at one of the kits. The kits are in the center and right, looking towards the camera. The background shows a large tree trunk and a body of water.

The preservation of Lakeshore Nature Preserve – a place of respite for humans and habitat for flora and fauna.

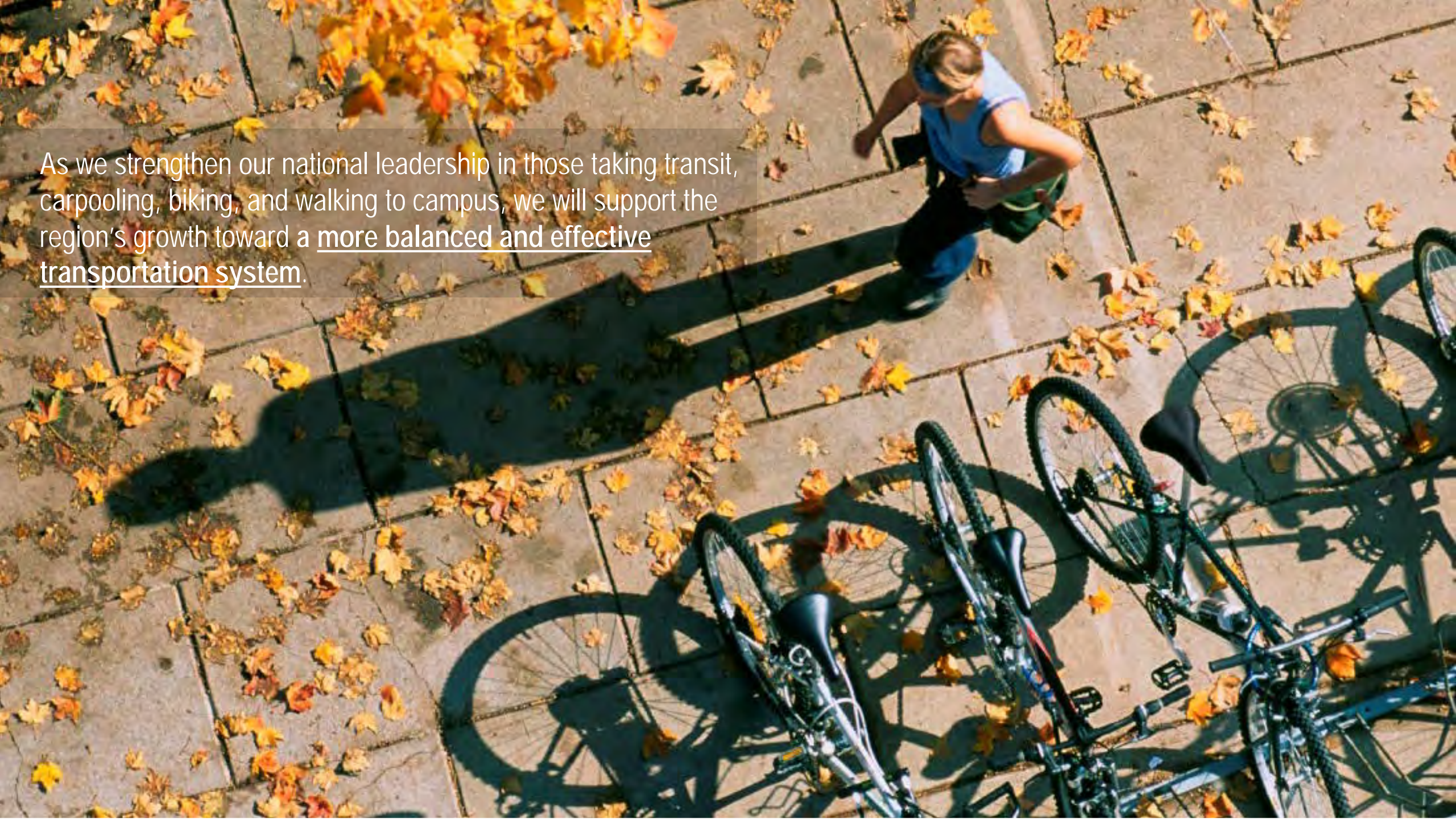


EMBRACE OUR FUTURE

We will continue to recreate ourselves in place, while reducing the impact of the campus and its activities on our environment. The UW–Madison physical campus supports the university as a preeminent center for discovery, learning, and engagement.



As the campus infiltrates and treats not only the water that falls upon it, but also a portion of water from the region, the water of Lakes Mendota and Monona will be cleaner.



As we strengthen our national leadership in those taking transit, carpooling, biking, and walking to campus, we will support the region's growth toward a more balanced and effective transportation system.

A wide-angle photograph of a rooftop garden. In the foreground, a concrete walkway runs diagonally from the bottom center towards the background. To the left of the walkway is a lush green rooftop garden with various low-lying plants and small yellow flowers. To the right of the walkway is a large array of dark blue solar panels mounted on the roof. In the background, a modern building with a blue glass facade and brick accents is visible. The sky is overcast with grey clouds. The text "As we maximize opportunities for generating and using renewable energy, we will continue to reduce our carbon footprint." is overlaid on the left side of the image.

As we maximize opportunities for generating and using renewable energy, we will continue to reduce our carbon footprint.



As we meticulously plan and improve our facilities, we will reduce our operating costs and wisely manage the state's financial contributions.

2015 MASTER PLAN GOALS

Our goals are to:

1. **Support the university's mission** in accordance with the Wisconsin Idea and our land grant heritage
2. **Sustainably manage** our physical, financial, and cultural resources for future generations
3. **Make travel on-campus easy** for all users



2015 MASTER PLAN GOALS

Our goals are to: *(continued)*

4. Preserve and celebrate our **natural lakeside setting** and historic resources
5. Revitalize, expand and connect our **memorable outdoor spaces**
6. **Be good neighbors** in maintaining a high quality of life for everyone



TONIGHT'S AGENDA



MAJOR NEW BUILDING INITIATIVES

Major Building Initiatives

- 1 Health Science Research
- 2 Indoor Recreation
- 3 Agricultural and Life Sciences
- 4 Academic/Research
- 5 Engineering Campus
- 6 Wisconsin Institute of Discovery II
- 7 Music Performance
- 8 Facilities and Grounds
- 9 Visual Arts



BUILDING INITIATIVES

Major Near-Term Projects (in design)

- Hamel Music Performance Center
- Southeast Recreational Facility Replacement (SERF)
- Witte Hall Addition & Renovation
- Babcock Hall Addition & Renovation
- Meat Science Laboratory
- Chemistry Building Addition and Renovation

(Soon to be in design or starting feasibility studies)

- Lot 62 Parking Facility, south of the Natatorium
- New L&S Humanities Center
- Natatorium Redevelopment

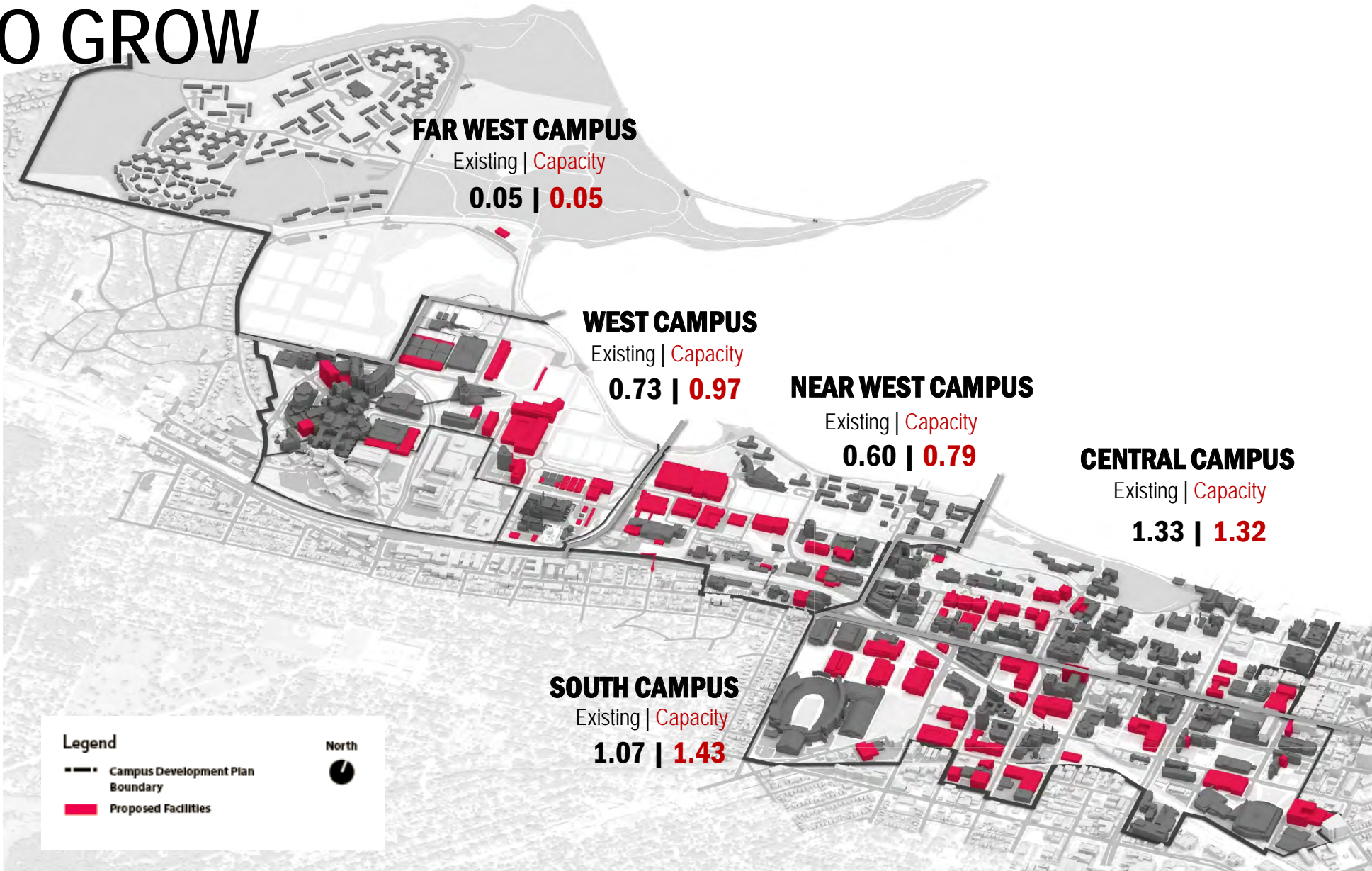
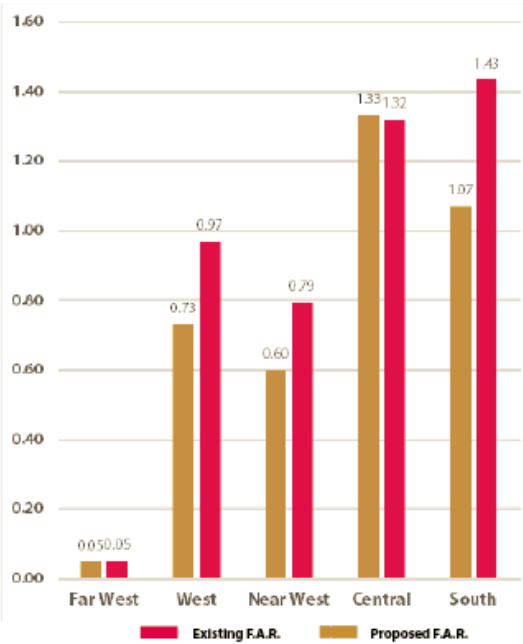


Meat Science Laboratory
University of Wisconsin - Madison



CAPACITY TO GROW

- Campuswide capacity of over 4.7 million gross square feet.
- West, Near West, and South increase in density.



UTILITY INITIATIVES

- Identified utility improvements
 - Needed because of proposed new construction (e.g. steam and chilled water piping with capacities exceeded)
 - Needed because of age of existing utilities (e.g. Bascom Hill/Lathrop utilities)
 - Needed because of new master plan initiatives (e.g. Dayton Street)
- Steam, Chilled Water, Electrical, Potable Water
- Focus on reliability and sustainability



RENEWABLE ENERGY GENERATION

Photovoltaics
Transpired Solar Collectors
Solar Hot Water

All New
All New



Photovoltaics

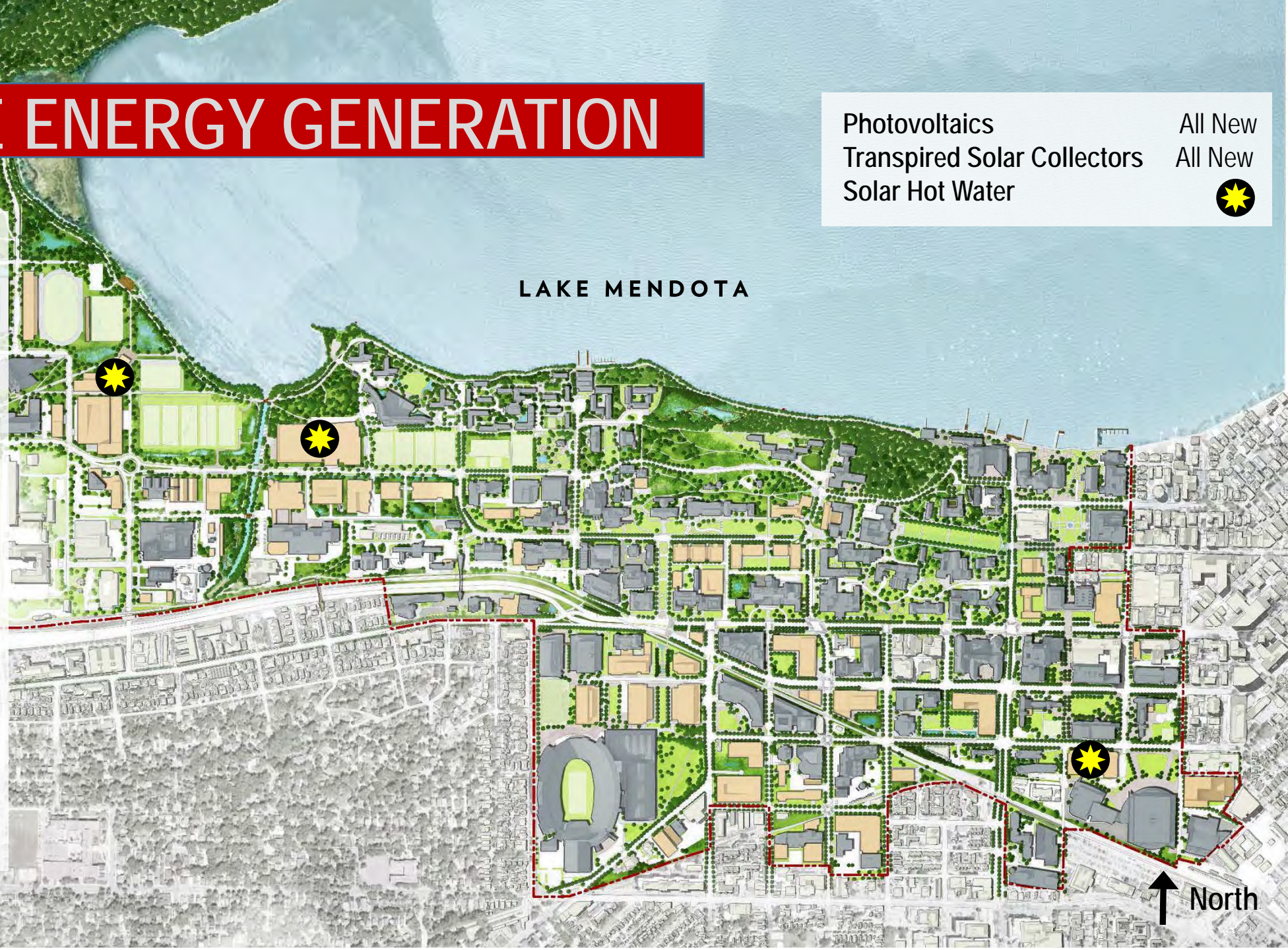
- Installed PV = 20,121 kW
- Energy Generated = 26,780,870 kWh/year

Transpired Solar Collectors

- Energy Generated = 93,100 MMBtu/year

Solar Hot Water

- Energy Generated = 6,007 MMBtu/year



TRANSPORTATION MASTER PLAN

- Leader in the nation for those coming to campus via transit, walking, biking
- Better connect existing regional and campus bike paths
- New pedestrian connections, especially around N. Charter Street and Linden Drive
- Critical intersection improvements along University, Park, and Charter
- Conversion of major existing surface parking lots to above or below ground structures to free up land for development
- Opportunities for new visitor parking (~2,000)



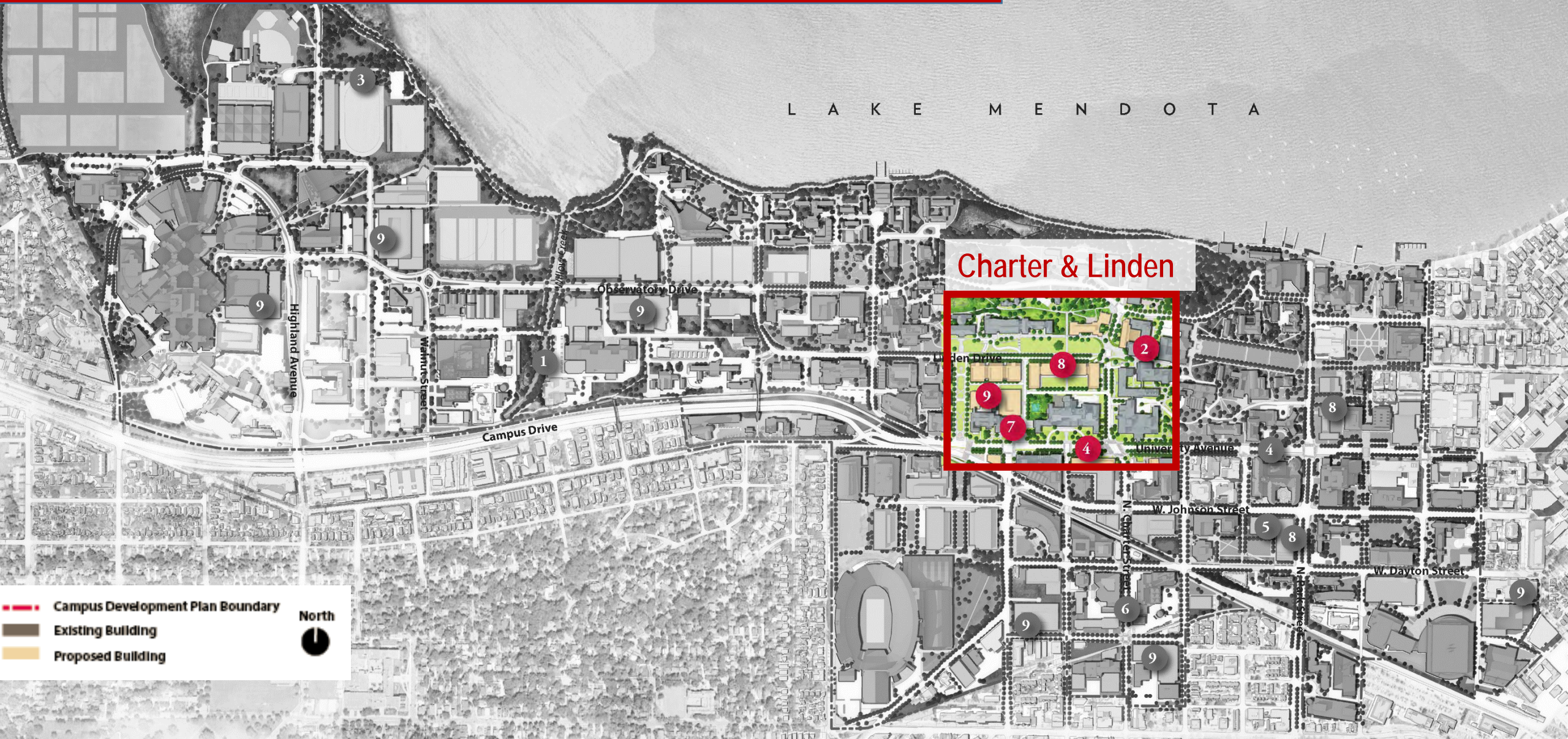
TRANSPORTATION INITIATIVES

Major Transportation Initiatives

- 1 Willow Creek Bridge
- 2 Iconic Pedestrian Bridge
- 3 Walnut Street Removal
- 4 University Avenue Transformation
- 5 N. Brooks Street Pedestrian Mall
- 6 N. Charter Street Two-Way Conversion
- 7 Historic to Southern Urban Campus Connection
- 8 New Underground Parking Structure
- 9 New Above Grade Parking Structure

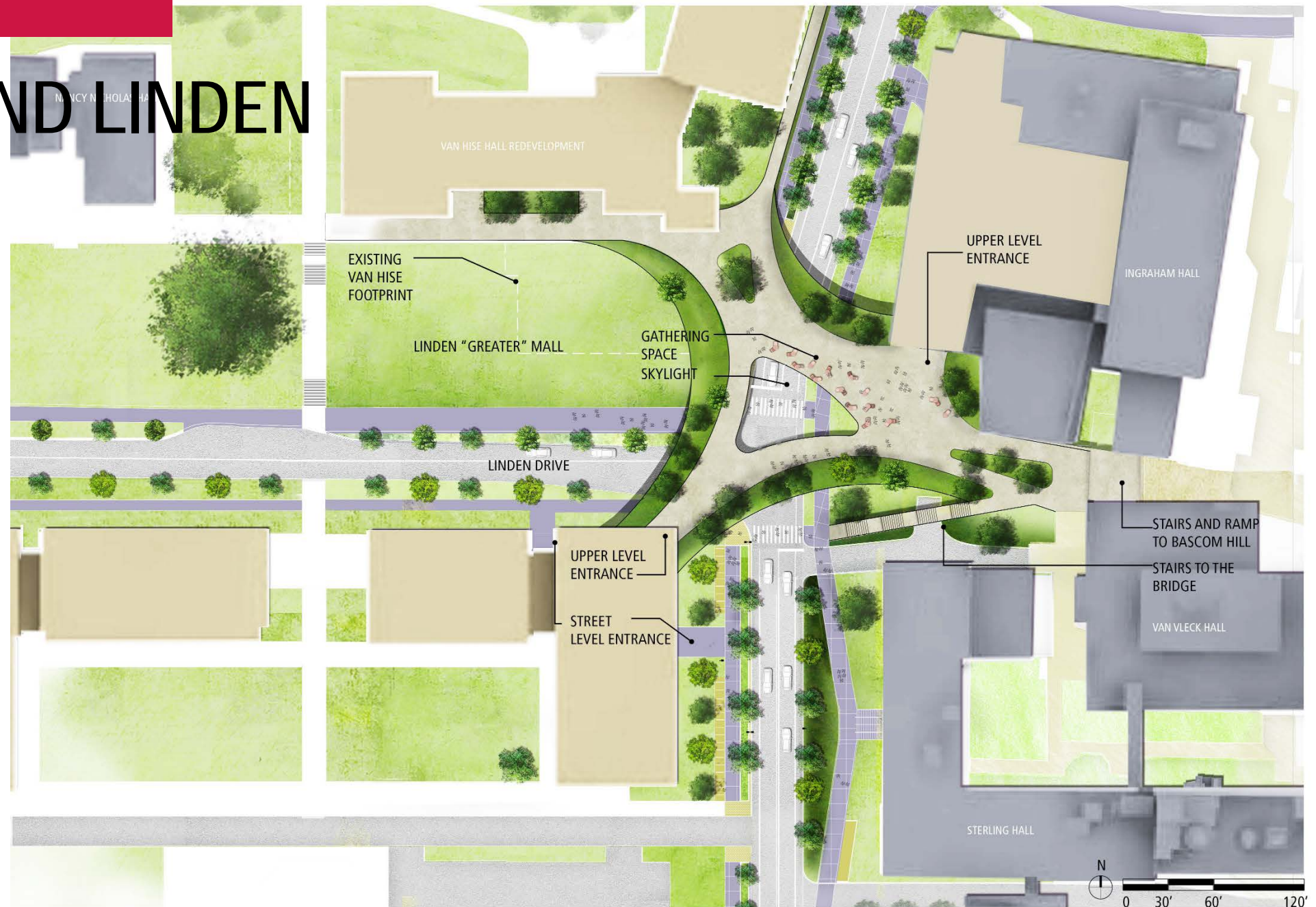


TRANSPORTATION INITIATIVES



CHARTER AND LINDEN

- Most challenging intersection
- Iconic land bridge
- Open design
- Improve circulation
- Create destination





Charter and Linden Intersection - Existing



Charter and Linden Intersection - Proposed

TRANSPORTATION INITIATIVES

L A K E M E N D O T A

University Avenue

Highland Avenue

W. Johnson Street

W. Dayton Street

Campus Drive

Observatory Drive

Willow Street

1

2

3

4

5

6

7

8

9

--- Campus Development Plan Boundary

Existing Building

Proposed Building

North

TRANSPORTATION INITIATIVES

L A K E M E N D O T A

University Avenue

Highland Avenue

W. Johnson Street

W. Dayton Street

Campus Drive

Observatory Drive

Willow Street

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--- Campus Development Plan Boundary

Existing Building

Proposed Building

North

TRANSPORTATION INITIATIVES

L A K E M E N D O T A

University Avenue

Highland Avenue

W. Johnson Street

W. Dayton Street

Campus Drive

Observatory Drive

Willow Street

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--- Campus Development Plan Boundary

Existing Building

Proposed Building

North

 Campus Development Plan Boundary
 Existing Building
 Proposed Building

 North

 Campus Development Plan Boundary
 Existing Building
 Proposed Building

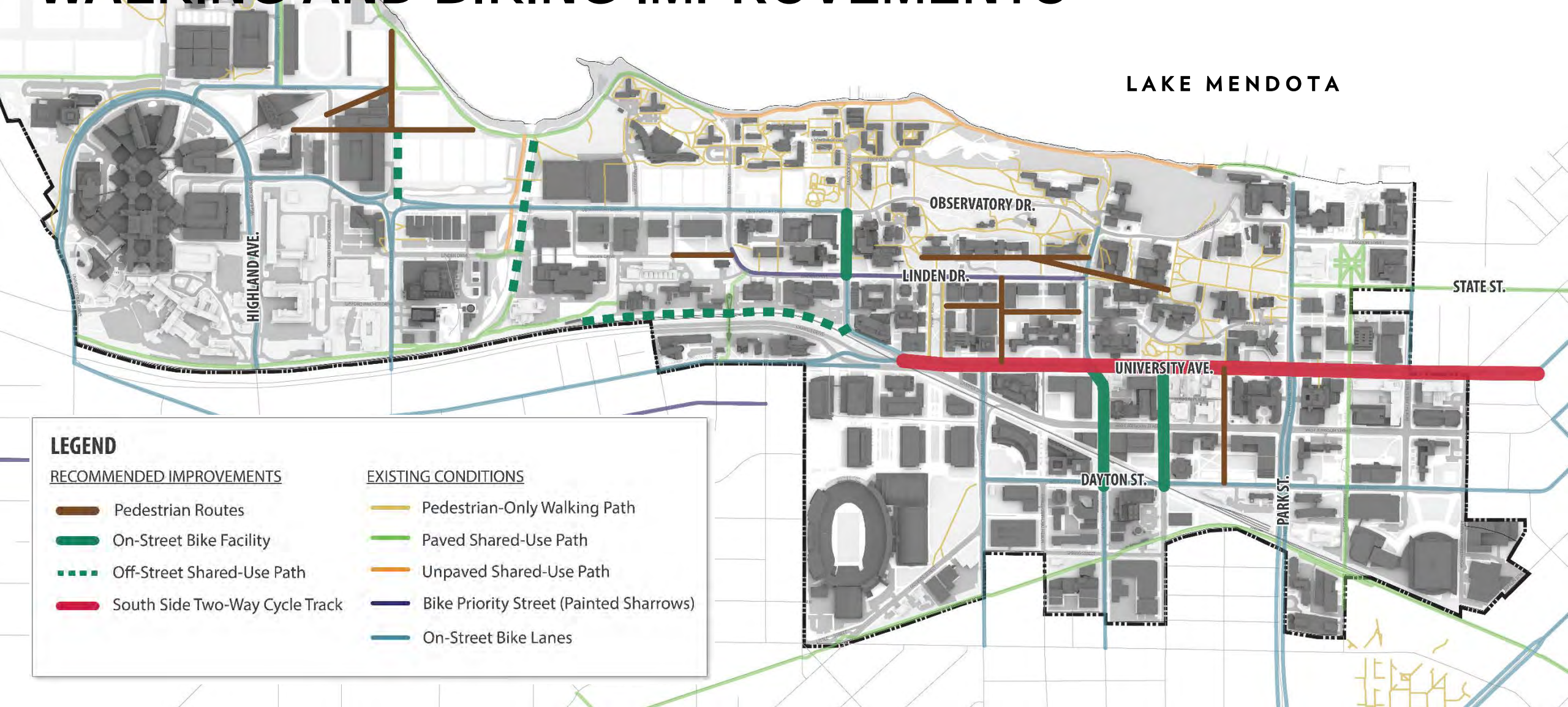
 North

 Campus Development Plan Boundary
 Existing Building
 Proposed Building

 North

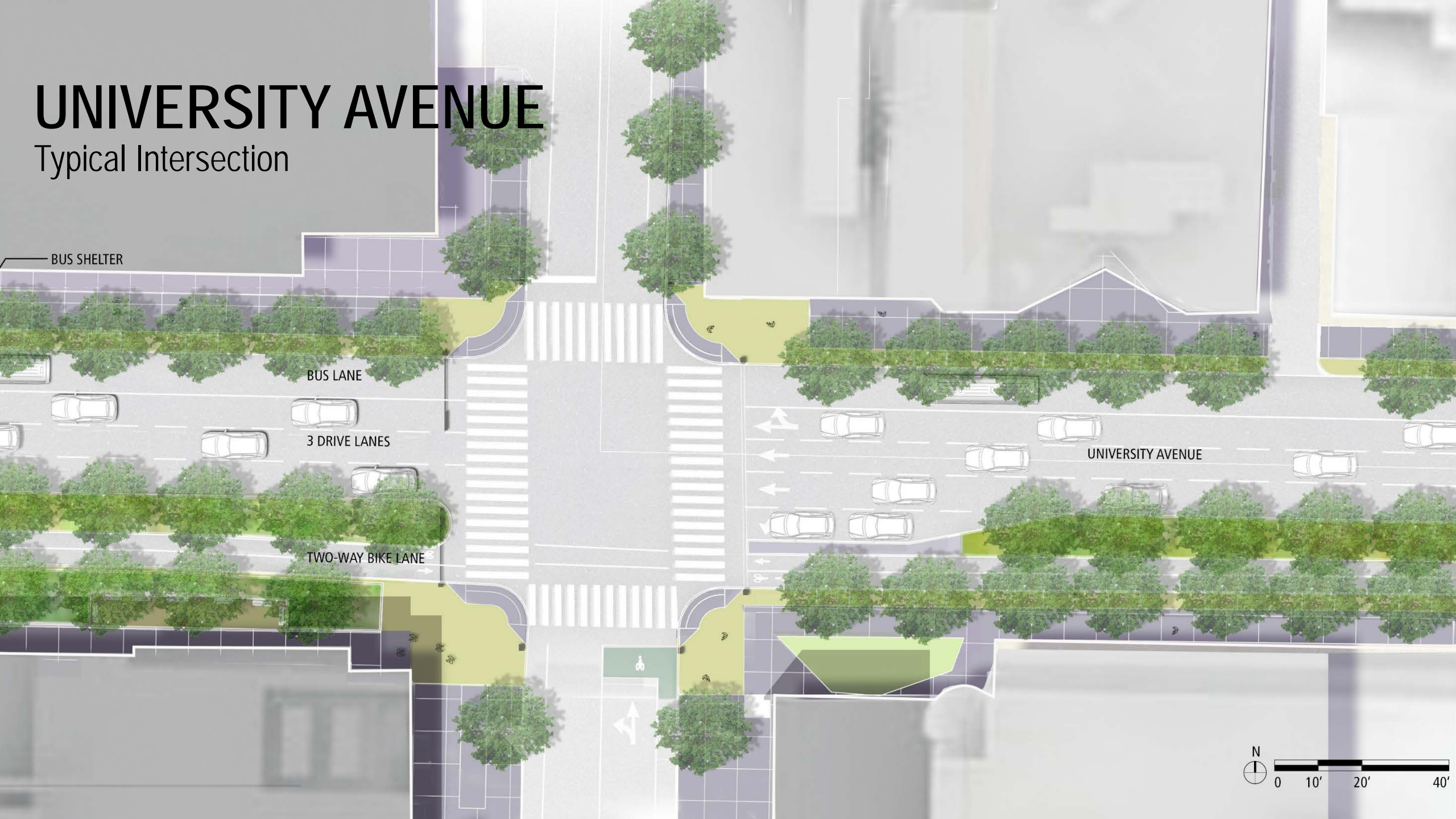


WALKING AND BIKING IMPROVEMENTS



UNIVERSITY AVENUE

Typical Intersection



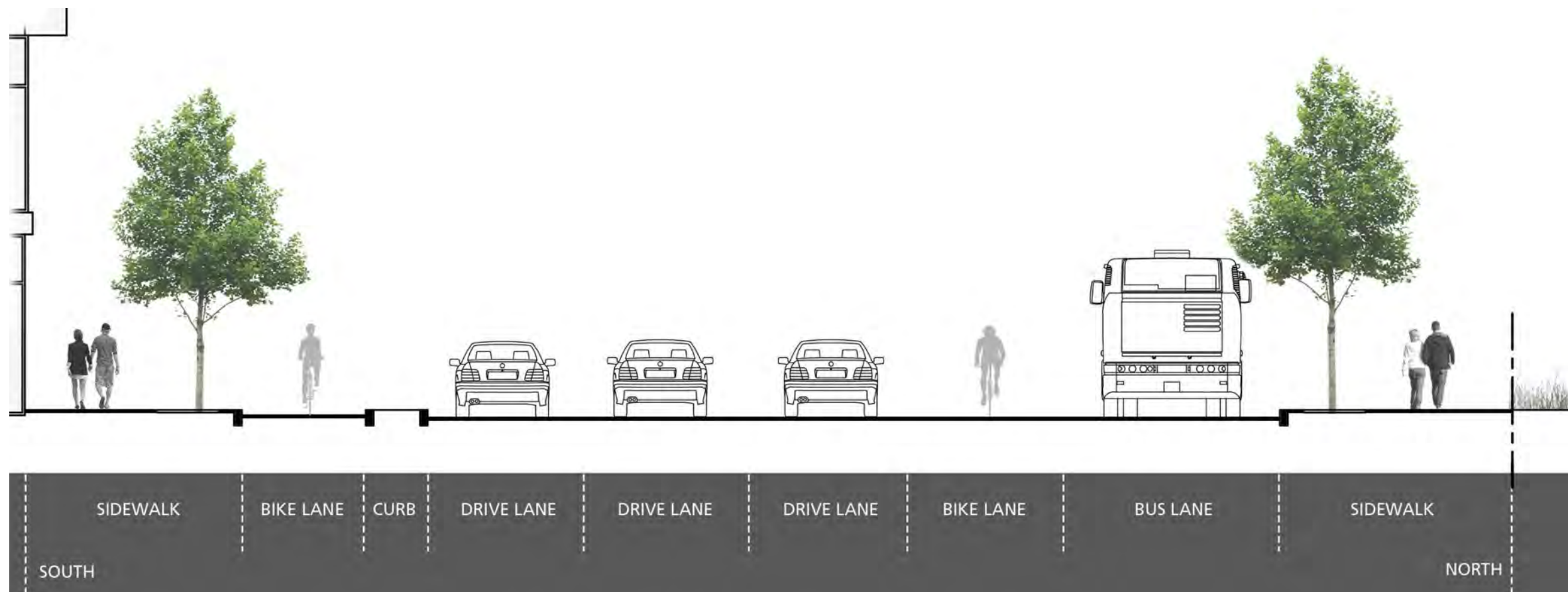
UNIVERSITY AVENUE



Dunsmuir Street, Vancouver, British Columbia, Canada

UNIVERSITY AVENUE

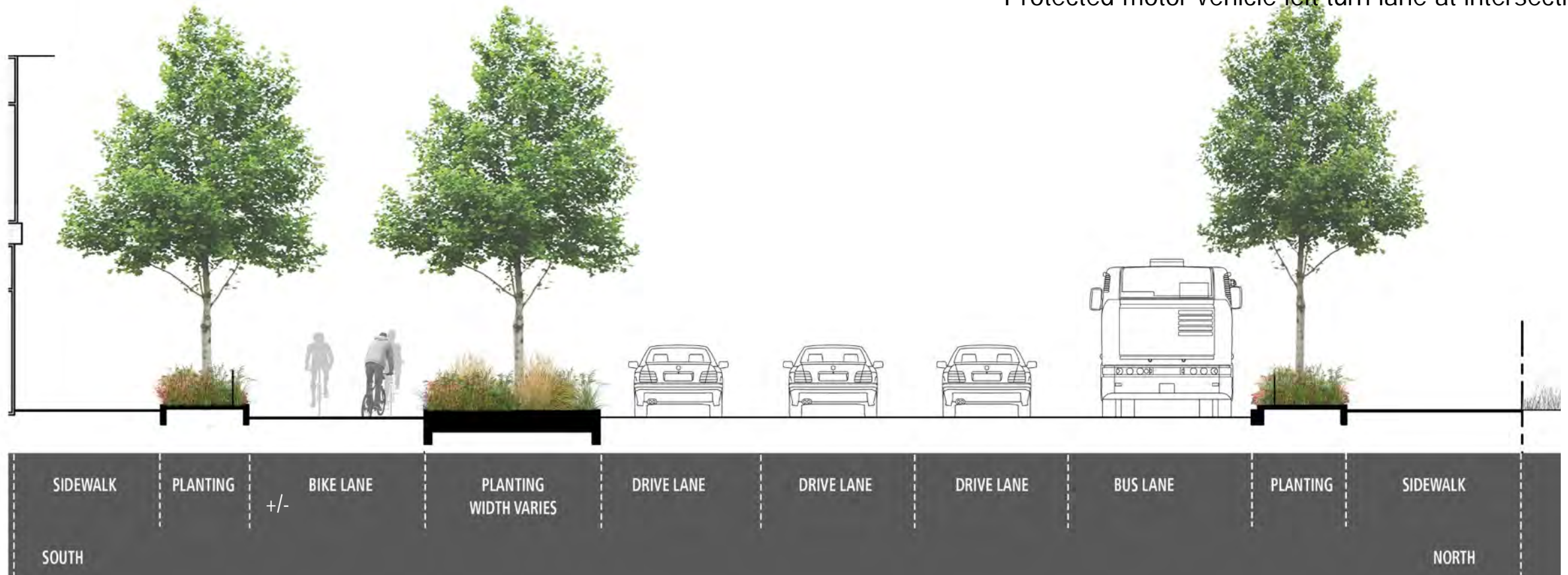
Existing Section



UNIVERSITY AVENUE

Proposed Section

- Enhance the appearance and function
- Two-way protected bike lane on the south side
- North side transit lane reserved for future Bus Rapid Transit
- Planted median between protected bike lane and motor vehicle traffic
- Protected motor vehicle left turn lane at intersections



LANDSCAPE MASTER PLAN

- UW-Madison's first comprehensive Landscape Master Plan
- Improvements to existing major and minor open spaces
- Connections among existing open spaces
- Reservations for future major open spaces
- Landscape design guidelines and maintenance standards



LANDSCAPE INITIATIVES

Major Landscape Initiatives

- 1 Naturalized Observatory Hill
- 2 Sewell Social Sciences Stair and Boardwalk
- 3 Southern Urban Campus Quad
- 4 Revitalized Willow Creek
- 5 Henry Mall Extension to Camp Randall Memorial Park
- 6 Health District Lake Mendota Connection
- 7 Open Space Commons at Horse Barn



LANDSCAPE INITIATIVES

L A K E M E N D O T A

Highland Avenue

Willow Street

Observatory Drive

Campus Drive

South Campus Quad

W. Johnson Street

W. Dayton Street

N. Campus Drive

1

2

3

4

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6

7

— Campus Development Plan Boundary

Existing Building

Proposed Building

North

LANDSCAPE INITIATIVES

L A K E M E N D O T A

Highland Avenue

Willow Street

Observatory Drive

Campus Drive

South Campus Quad

W. Johnson Street

W. Dayton Street

N. Campus Drive

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— — — Campus Development Plan Boundary

Existing Building

Proposed Building

North

LANDSCAPE INITIATIVES

L A K E M E N D O T A

Highland Avenue

Willow Street

Observatory Drive

Campus Drive

W. Johnson Street

W. Dayton Street

South Campus Quad

1

2

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— Campus Development Plan Boundary

Existing Building

Proposed Building

North

LANDSCAPE INITIATIVES

LAKE MENDOTA

Highland Avenue

Willow Street

Observatory Drive

Campus Drive

South Campus Quad

W. Johnson Street

W. Dayton Street

North

Legend:

- Campus Development Plan Boundary
- Existing Building
- Proposed Building

LANDSCAPE INITIATIVES

L A K E M E N D O T A

Highland Avenue

Willow Street

Observatory Drive

Campus Drive

South Campus Quad

W. Johnson Street

W. Dayton Street

W. Campus Drive

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7

— — — Campus Development Plan Boundary

Existing Building

Proposed Building

North

LANDSCAPE INITIATIVES

L A K E M E N D O T A

Highland Avenue

Willow Street

Observatory Drive

Campus Drive

South Campus Quad

W. Johnson Street

W. Dayton Street

W. Campus Drive

Legend:

- Campus Development Plan Boundary
- Existing Building
- Proposed Building

North

 Campus Development Plan Boundary
 Existing Building
 Proposed Building

 North

 Campus Development Plan Boundary
 Existing Building
 Proposed Building

 North

 Campus Development Plan Boundary
 Existing Building
 Proposed Building

 North

 Campus Development Plan Boundary
 Existing Building
 Proposed Building

 North



LANDSCAPE INITIATIVES

L A K E M E N D O T A

Highland Avenue

Willow Street

Observatory Drive

Campus Drive

South Campus Quad

W. Johnson Street

W. Dayton Street

W. Campus Drive

1

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7

— Campus Development Plan Boundary

Existing Building

Proposed Building

North

LANDSCAPE INITIATIVES

L A K E M E N D O T A

Highland Avenue

Walnut Street

Observatory Drive

Campus Drive

South Campus Quad

W. Johnson Street

W. Dayton Street

N. Campus Drive

N. Walnut Street

3

1

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7

— Campus Development Plan Boundary

Existing Building

Proposed Building

North

LANDSCAPE INITIATIVES

L A K E M E N D O T A

Highland Avenue

Walnut Street

Observatory Drive

Campus Drive

South Campus Quad

W. Johnson Street

W. Dayton Street

N. Campus Drive

N. Walnut Street

3

1

2

3

4

5

6

7

— Campus Development Plan Boundary

Existing Building

Proposed Building

North

LANDSCAPE INITIATIVES

L A K E M E N D O T A

Highland Avenue

Walnut Street

Observatory Drive

Campus Drive

South Campus Quad

W. Johnson Street

W. Dayton Street

N. Campus Drive

N. Walnut Street

Legend:

- Campus Development Plan Boundary
- Existing Building
- Proposed Building

North

LAKE MENDOTA

SOUTH CAMPUS QUAD



University Avenue

W. Johnson Street

N. Charter Street

N. Mills Street

N. Park Street

W. Dayton Street



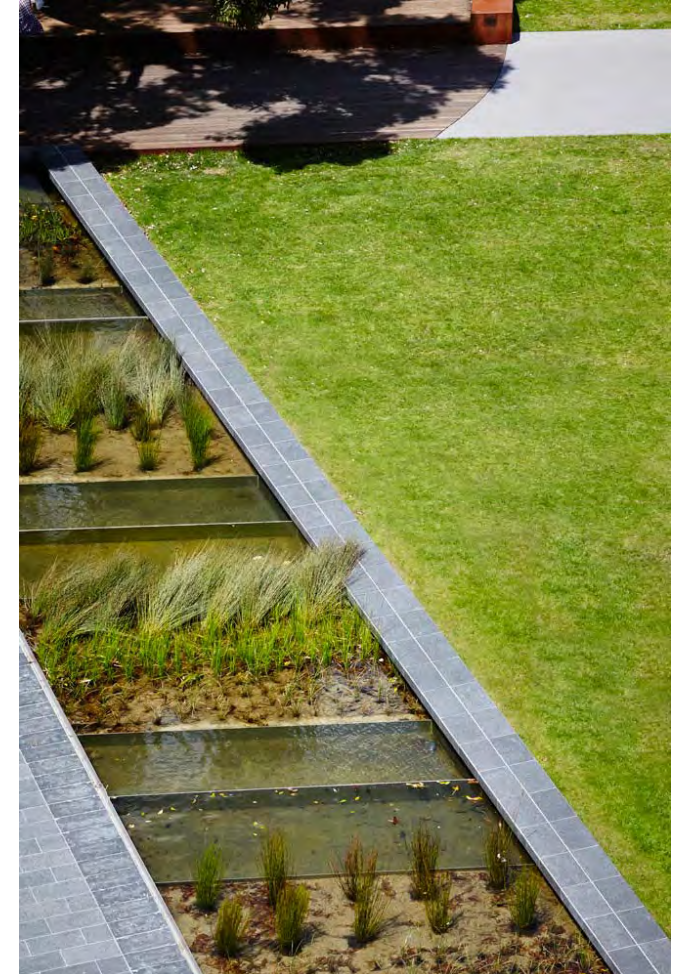
North

SOUTH CAMPUS QUAD

- Civic Scale - new, contemporary quad
- Simplicity
- Increase sidewalk capacity
- Improve the pedestrian experience – “Brooks Walk”
- Dayton Street as an event street
- Green infrastructure strategies



SOUTH CAMPUS QUAD



Monash University Caulfield Campus Green, Australia



Dayton Street at Brooks Street - Existing



Dayton Street at Brooks Street - Proposed

LANDSCAPE INITIATIVES

LAKE MENDOTA

Observatory Hill

1

2

3

4

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7

Highland Avenue

W. Johnson Street

W. Dayton Street

University Avenue

Observatory Drive

Campus Drive

Willow Street

North

--- Campus Development Plan Boundary

Existing Building

Proposed Building

LANDSCAPE INITIATIVES

LAKE MENDOTA

Observatory Hill

1

2

3

4

5

6

7

Highland Avenue

W. Johnson Street

W. Dayton Street

University Avenue

Campus Drive

Observatory Drive

Willow Street

North

Legend:

- Campus Development Plan Boundary
- Existing Building
- Proposed Building

An aerial photograph of a campus landscape. A large orange circle with the number '1' inside is positioned in the center of the image, highlighting a green, undeveloped area. The surrounding landscape includes various buildings, parking lots, and green spaces. A red dashed line runs along the top edge of the image, and a red solid line runs along the bottom edge.

SOUTH CAMPUS QUAD

- Civic Scale - new, contemporary quad
- Simplicity
- Increase sidewalk capacity
- Improve the pedestrian experience – “Brooks Walk”
- Dayton Street as an event street
- Green infrastructure strategies



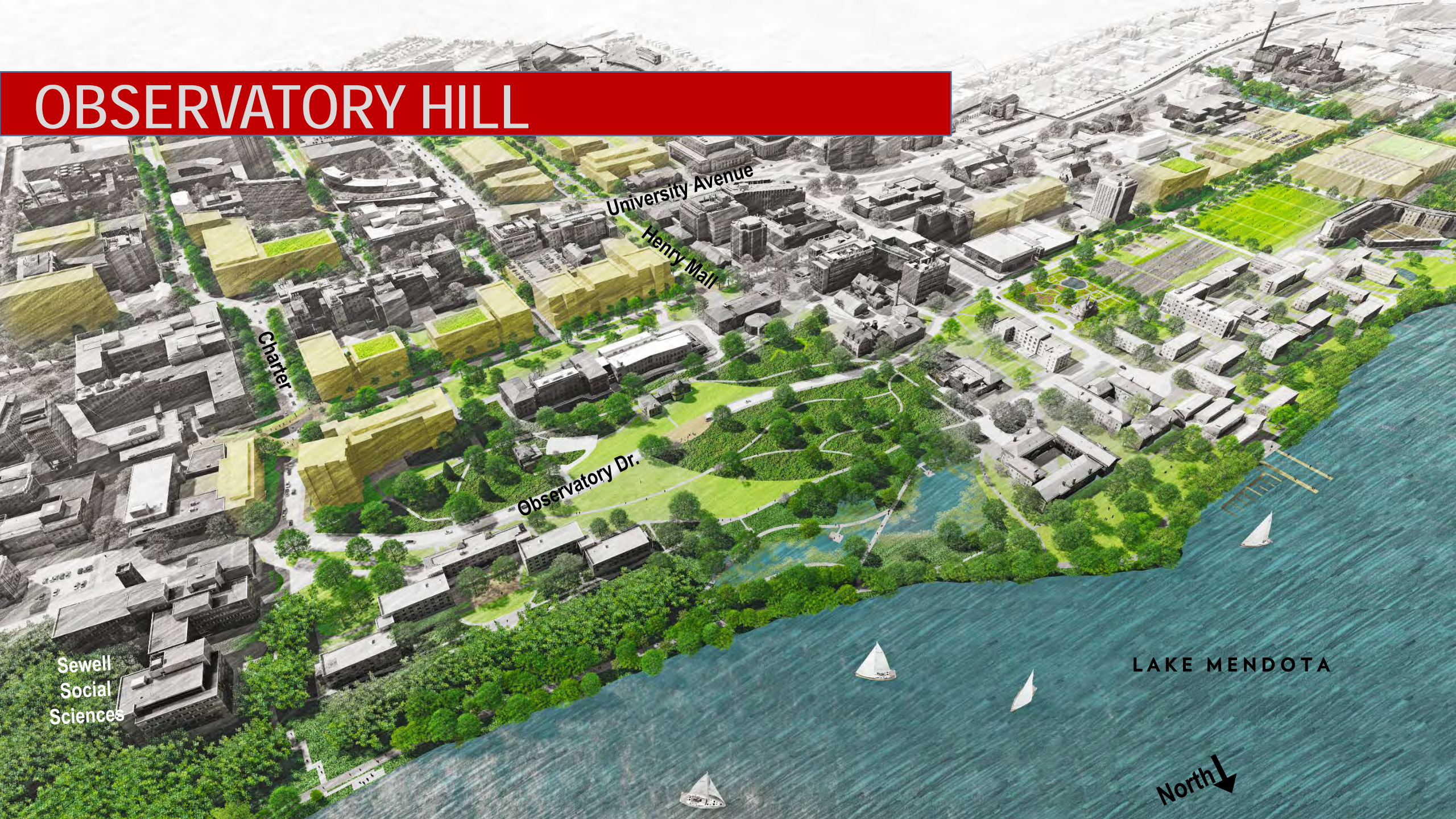


Dayton Street at Brooks Street - Existing



Dayton Street at Brooks Street - Proposed

OBSERVATORY HILL



University Avenue

Henry Mall

Charter

Observatory Dr.

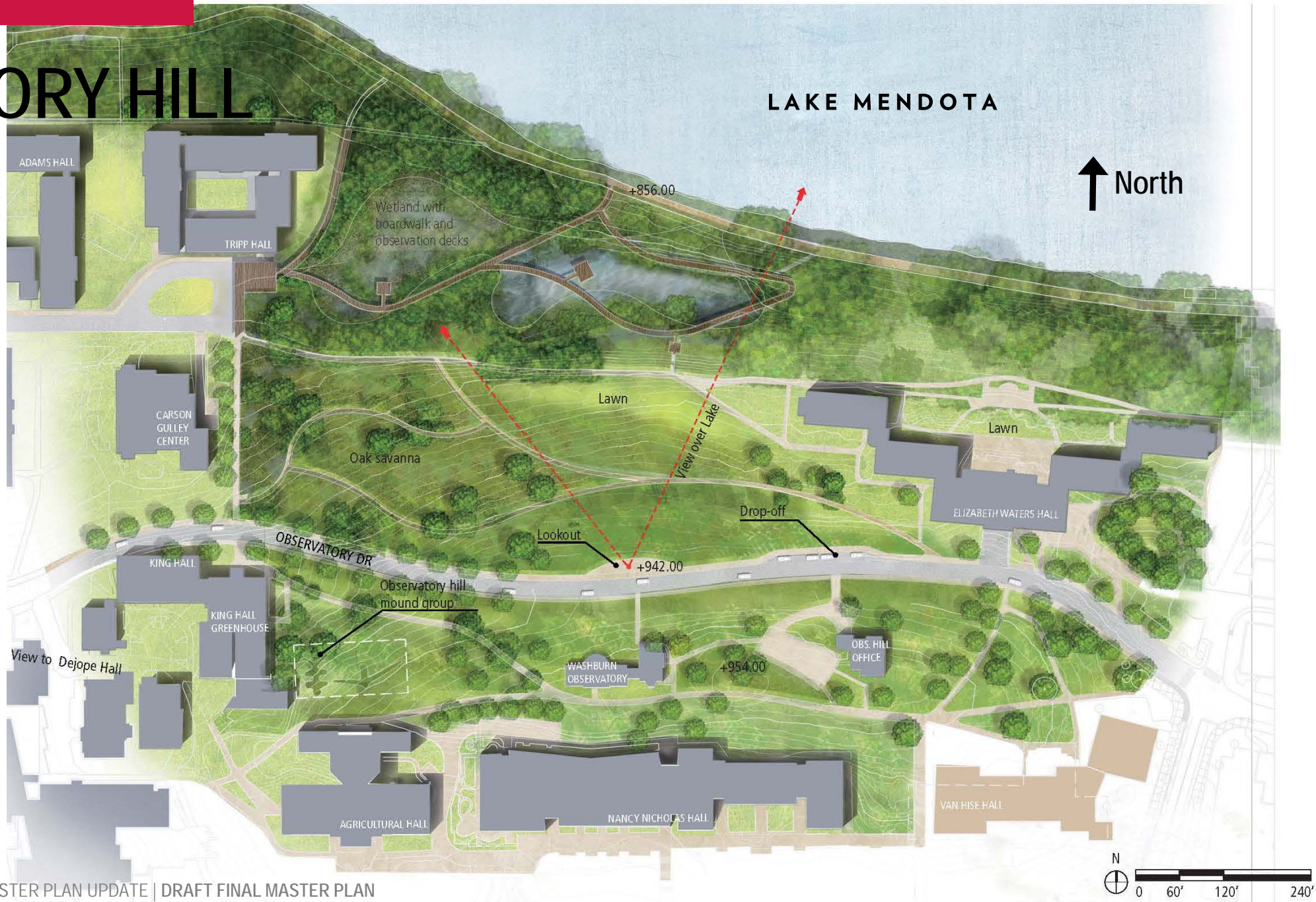
Sewell
Social
Sciences

LAKE MENDOTA

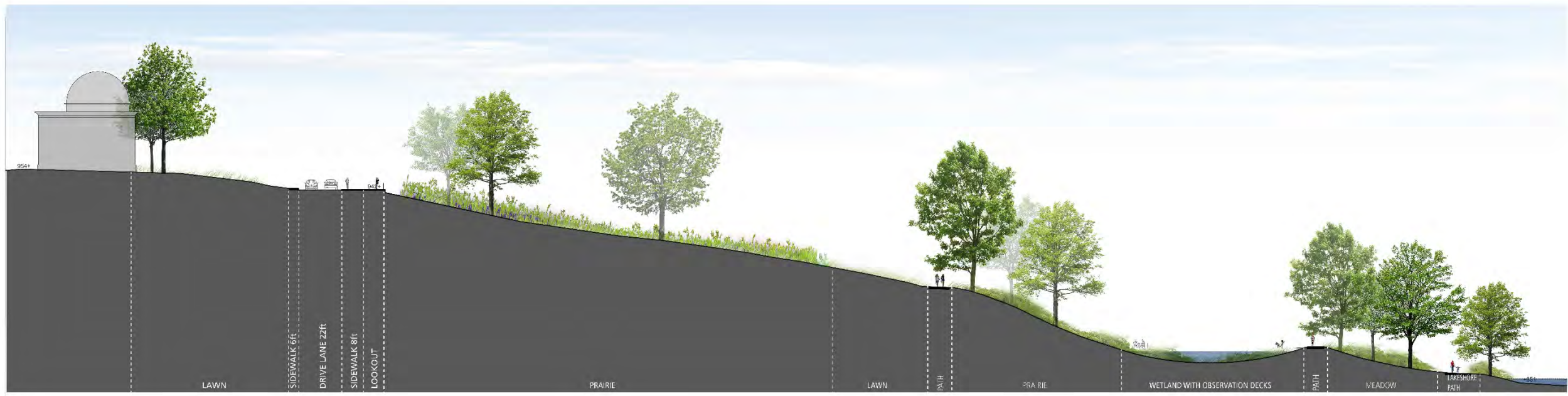
North ↓

OBSERVATORY HILL

- Remove Lot #34 from historic landscape
- Provide restorative, functional and educational landscapes

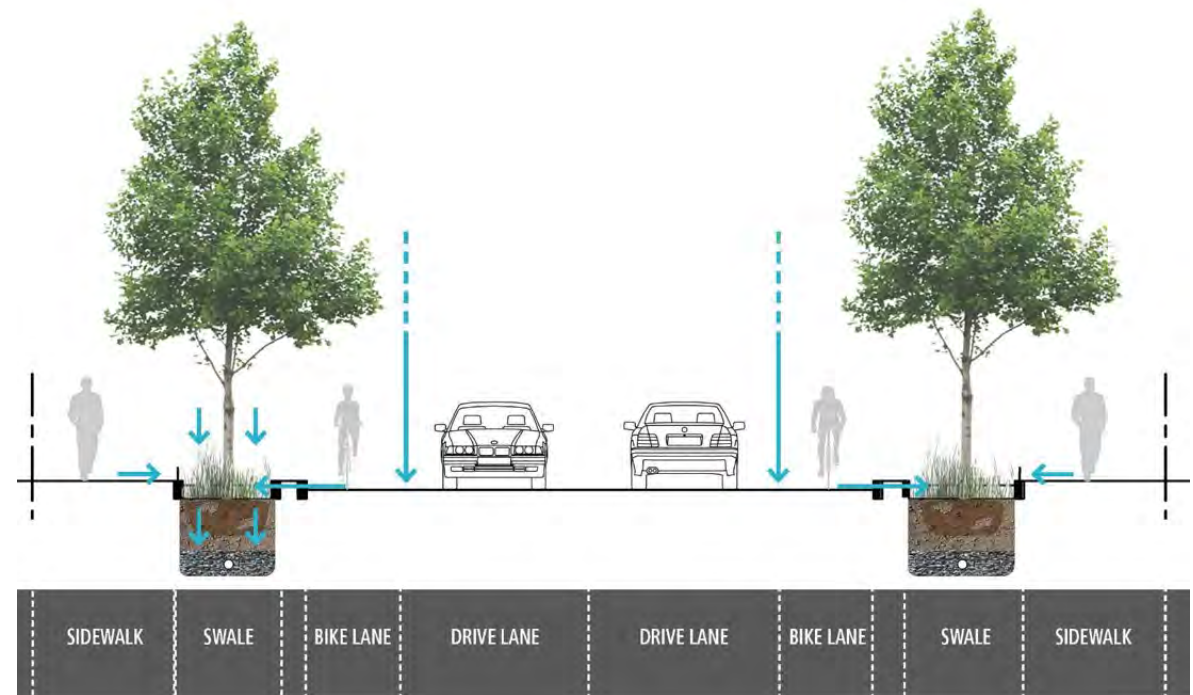


OBSERVATORY HILL



GREEN INFRASTRUCTURE INITIATIVES

- UW-Madison's most comprehensive Green Infrastructure and Stormwater Master Plan
- Leader in the nation in sustainable stormwater practices
- Capture, hold, and clean stormwater that falls on campus and flows through campus
- Green Streets – Dayton and Charter to start, others to follow

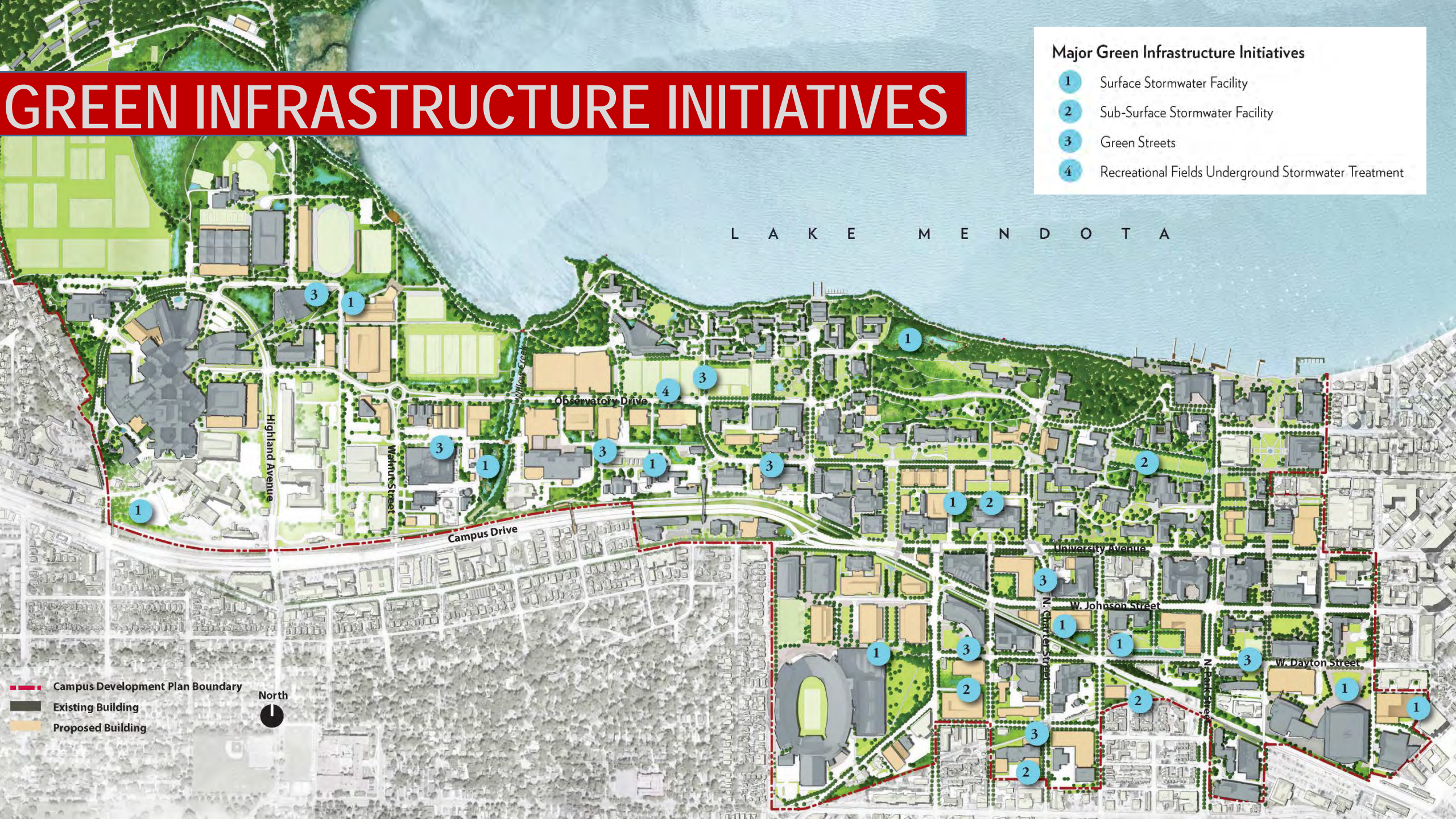


GREEN INFRASTRUCTURE INITIATIVES

Major Green Infrastructure Initiatives

- 1 Surface Stormwater Facility
- 2 Sub-Surface Stormwater Facility
- 3 Green Streets
- 4 Recreational Fields Underground Stormwater Treatment

L A K E M E N D O T A



--- Campus Development Plan Boundary
Existing Building
Proposed Building

North

GREEN INFRASTRUCTURE INITIATIVES

Willow Creek

Observatory Drive

Campus Drive

Highland Avenue

W. Johnson Street

W. Dayton Street

University Avenue

North

Legend:

- Campus Development Plan Boundary
- Existing Building
- Proposed Building

GREEN INFRASTRUCTURE INITIATIVES

Willow Creek

Observatory Drive

Campus Drive

Highland Avenue

W. Johnson Street

W. Dayton Street

University Avenue

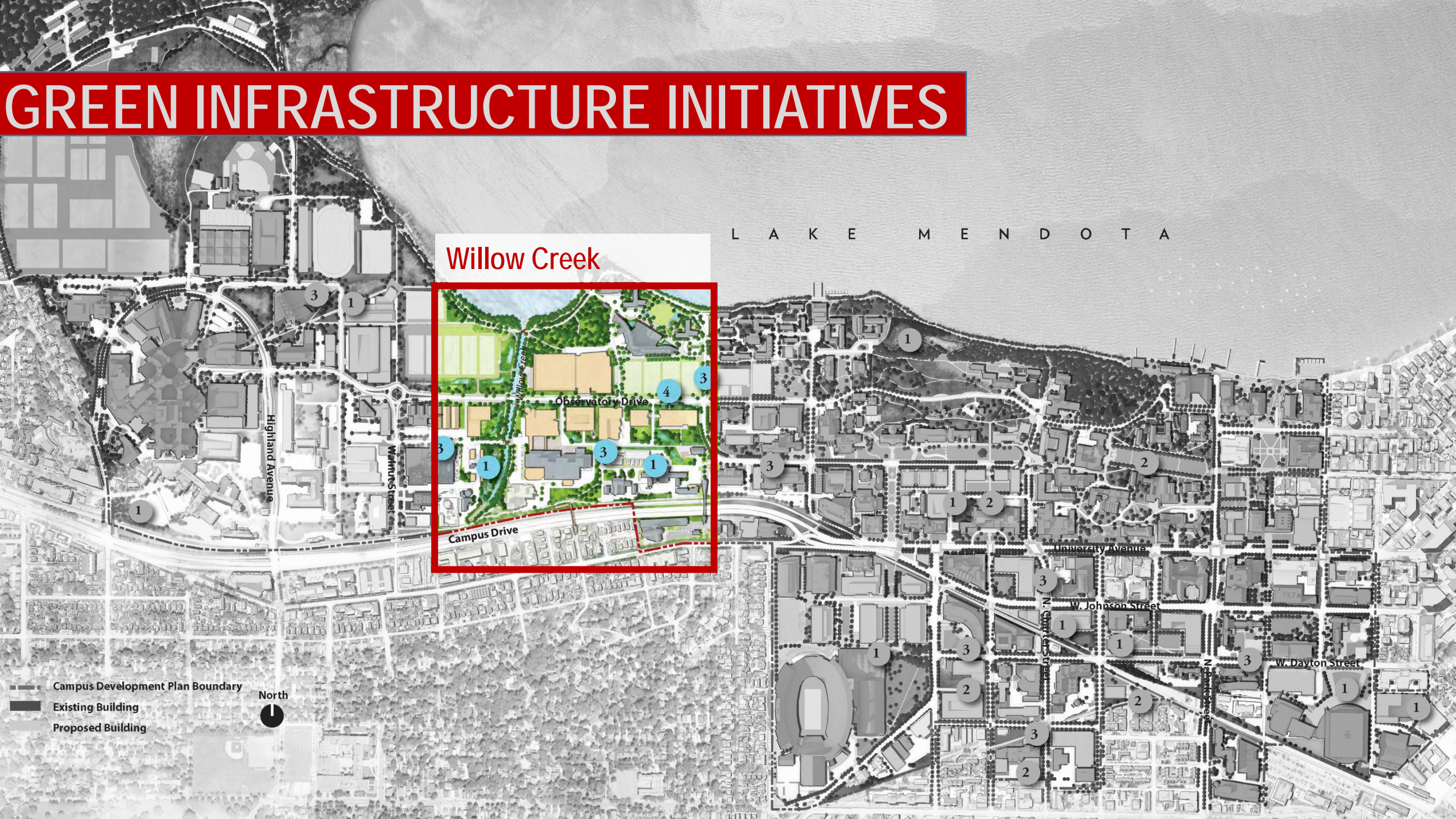
North

Legend:

- Campus Development Plan Boundary
- Existing Building
- Proposed Building

GREEN INFRASTRUCTURE INITIATIVES

The map illustrates the University of Wisconsin-Madison campus with various green infrastructure initiatives highlighted by numbered blue circles (1, 2, 3, 4). A red box highlights the Willow Creek area, which is shown in a detailed inset. The inset shows Observatory Drive, Campus Drive, and Willow Creek, with numbered blue circles indicating specific initiatives. The main map includes labels for Lake Mendota, Highland Avenue, Walnut Street, University Avenue, W. Johnson Street, W. Dayton Street, and N. Lincoln Street. A legend indicates existing buildings as solid grey shapes and proposed buildings as dashed outlines. A north arrow is also present.



GREEN INFRASTRUCTURE INITIATIVES

Willow Creek

Observatory Drive

Campus Drive

Highland Avenue

W. Johnson Street

W. Dayton Street

University Avenue

North

Legend:

- Campus Development Plan Boundary
- Existing Building
- Proposed Building

L A K E M E N D O T A

GREEN INFRASTRUCTURE INITIATIVES

L A K E M E N D O T A

Willow Creek

Observatory Drive

Campus Drive

Highland Avenue

Walnut Street

University Avenue

W. Johnson Street

W. Dayton Street

W. Jackson Street

Legend:

- Campus Development Plan Boundary
- Existing Building
- Proposed Building

North

GREEN INFRASTRUCTURE INITIATIVES

L A K E M E N D O T A

Willow Creek

Observatory Drive

Campus Drive

Highland Avenue

W. Johnson Street

University Avenue

W. Dayton Street

Legend:

- Campus Development Plan Boundary
- Existing Building
- Proposed Building

North

GREEN INFRASTRUCTURE INITIATIVES

L A K E M E N D O T A

Willow Creek

Observatory Drive

Campus Drive

Highland Avenue

W. Johnson Street

University Avenue

W. Dayton Street

Legend:

- Campus Development Plan Boundary
- Existing Building
- Proposed Building

North

[illegible]

GREEN INFRASTRUCTURE INITIATIVES

L A K E M E N D O T A

Willow Creek

Observatory Drive

Campus Drive

Highland Avenue

W. Johnson Street

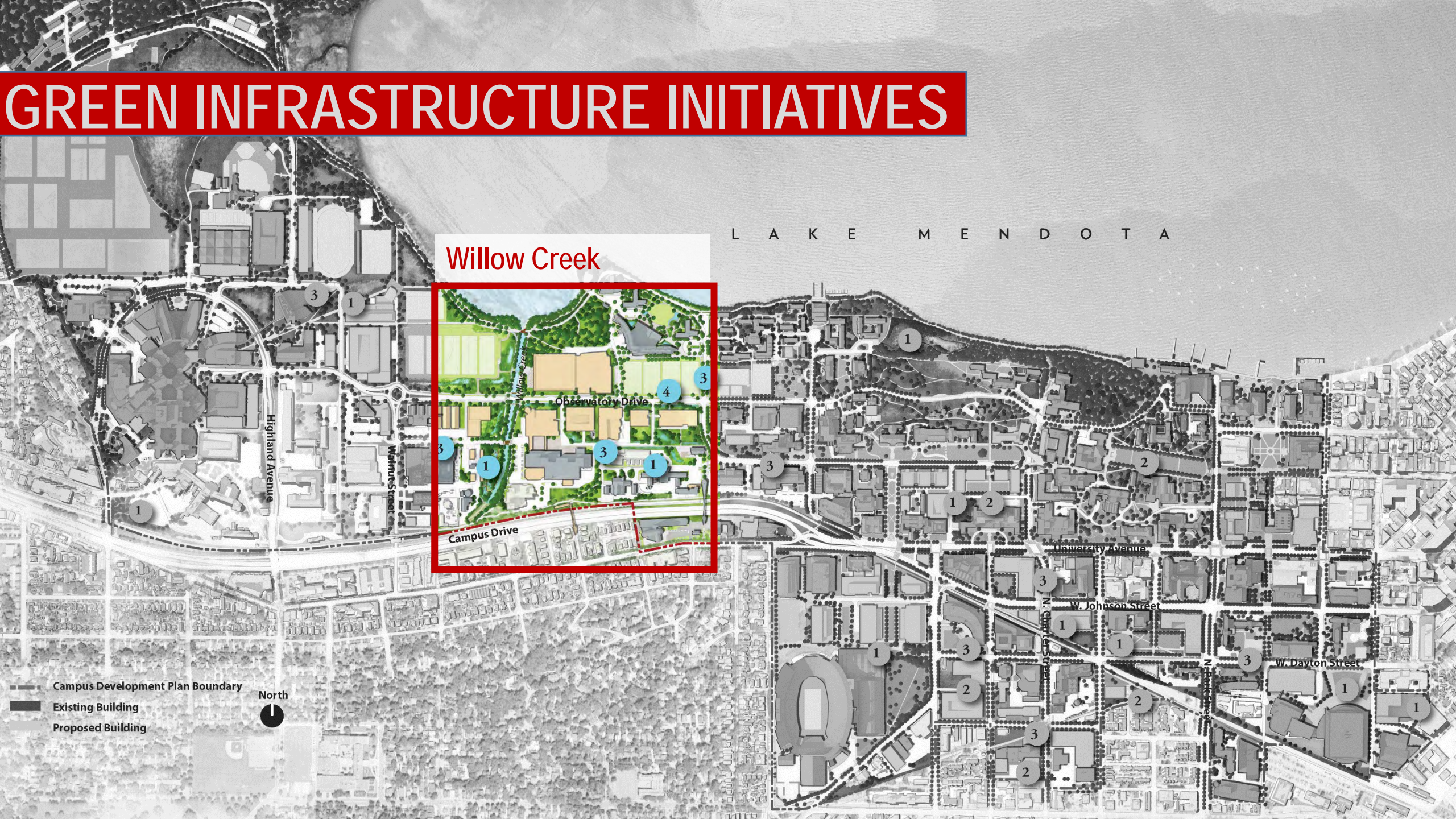
University Avenue

W. Dayton Street

Legend:

- Campus Development Plan Boundary
- Existing Building
- Proposed Building

North

[illegible]

GREEN INFRASTRUCTURE INITIATIVES

Willow Creek

Observatory Drive

Campus Drive

Highland Avenue

W. Johnson Street

W. Dayton Street

University Avenue

North

Legend:

- Campus Development Plan Boundary
- Existing Building
- Proposed Building

GREEN INFRASTRUCTURE INITIATIVES

L A K E M E N D O T A

Willow Creek

Observatory Drive

Campus Drive

Highland Avenue

W. Johnson Street

University Avenue

W. Dayton Street

Legend:

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North

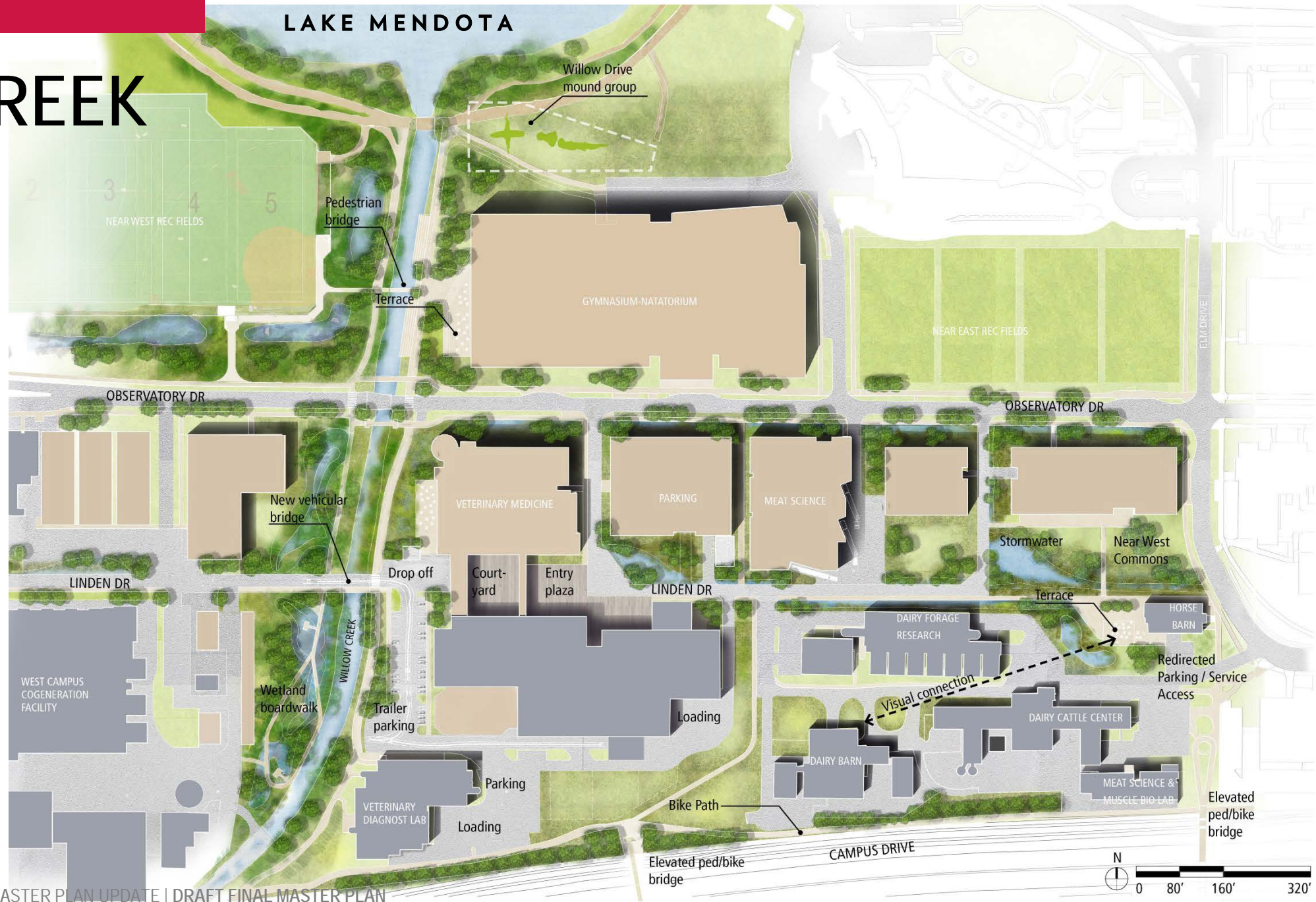
WILLOW CREEK



LAKE MENDOTA

WILLOW CREEK

- Near West Commons
- Vet Med Expansion
- Activate Willow Creek
- Linden Drive bridge
- Stormwater treatment under Near East Rec Fields







LAKE MENDOTA

- Campus Development Plan Boundary
 - Existing Building
 - Proposed Building
- North



PHASING – BUILDING REMOVALS

- Some known projects will happen in the near term, others are building opportunities that are at least 20+ years away
- New buildings move forward with an identified program need and sufficient resources
- Utilities, parking, and landscapes improved incrementally, often with building projects

Legend

- Campus Development Plan Boundary
- Phase 1 (2017-2023)
- Phase 2 (2023-2029)
- Phase 3 (2029-2035)
- Phase 4 (2035+)

North



LAKE MENDOTA

PHASING – BUILDING OPPORTUNITIES

Legend

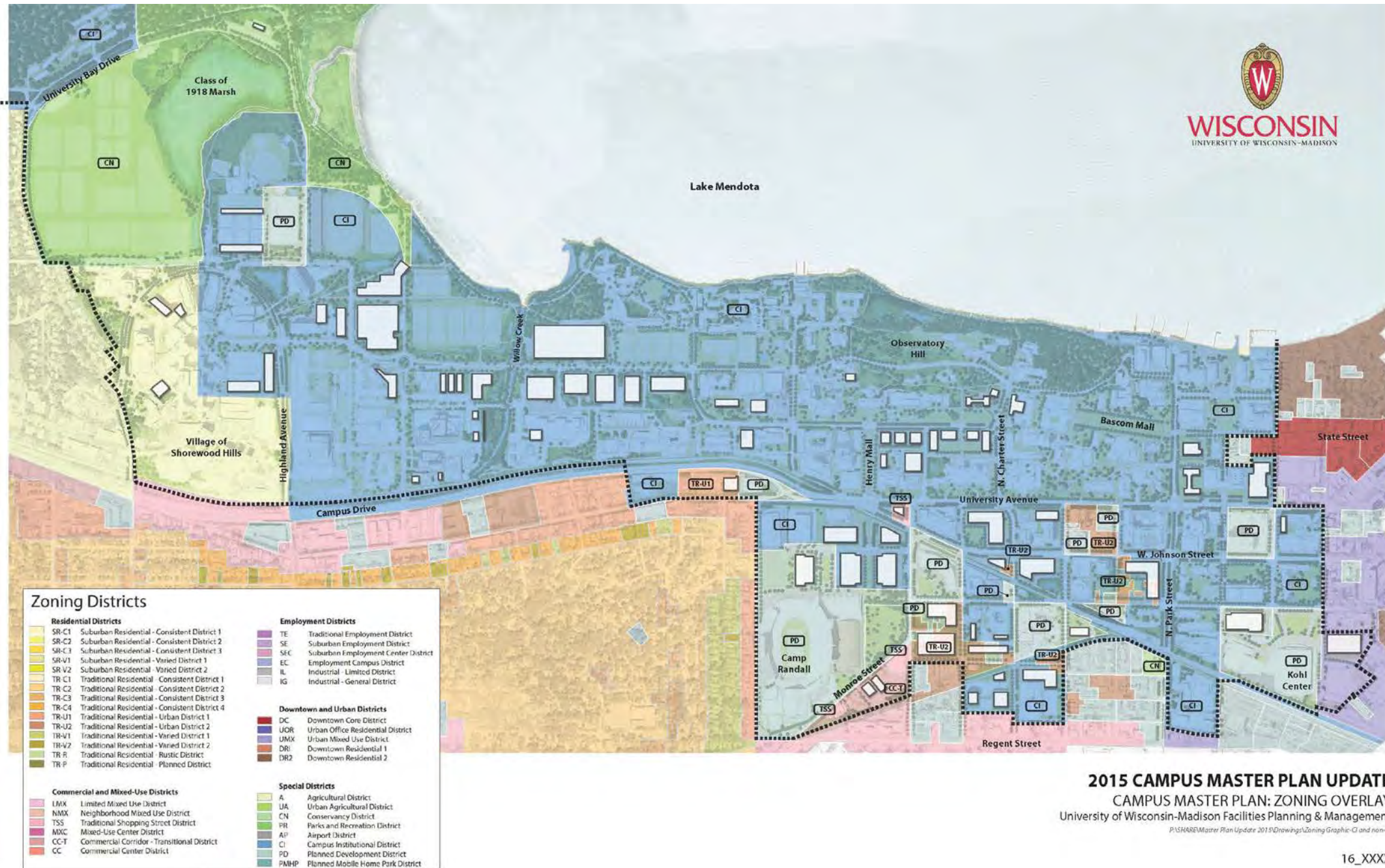
- Campus Development Plan Boundary
- Phase 1 (2017-2023)
- Phase 2 (2023-2029)
- Phase 3 (2029-2035)
- Phase 4 (2035+)

North



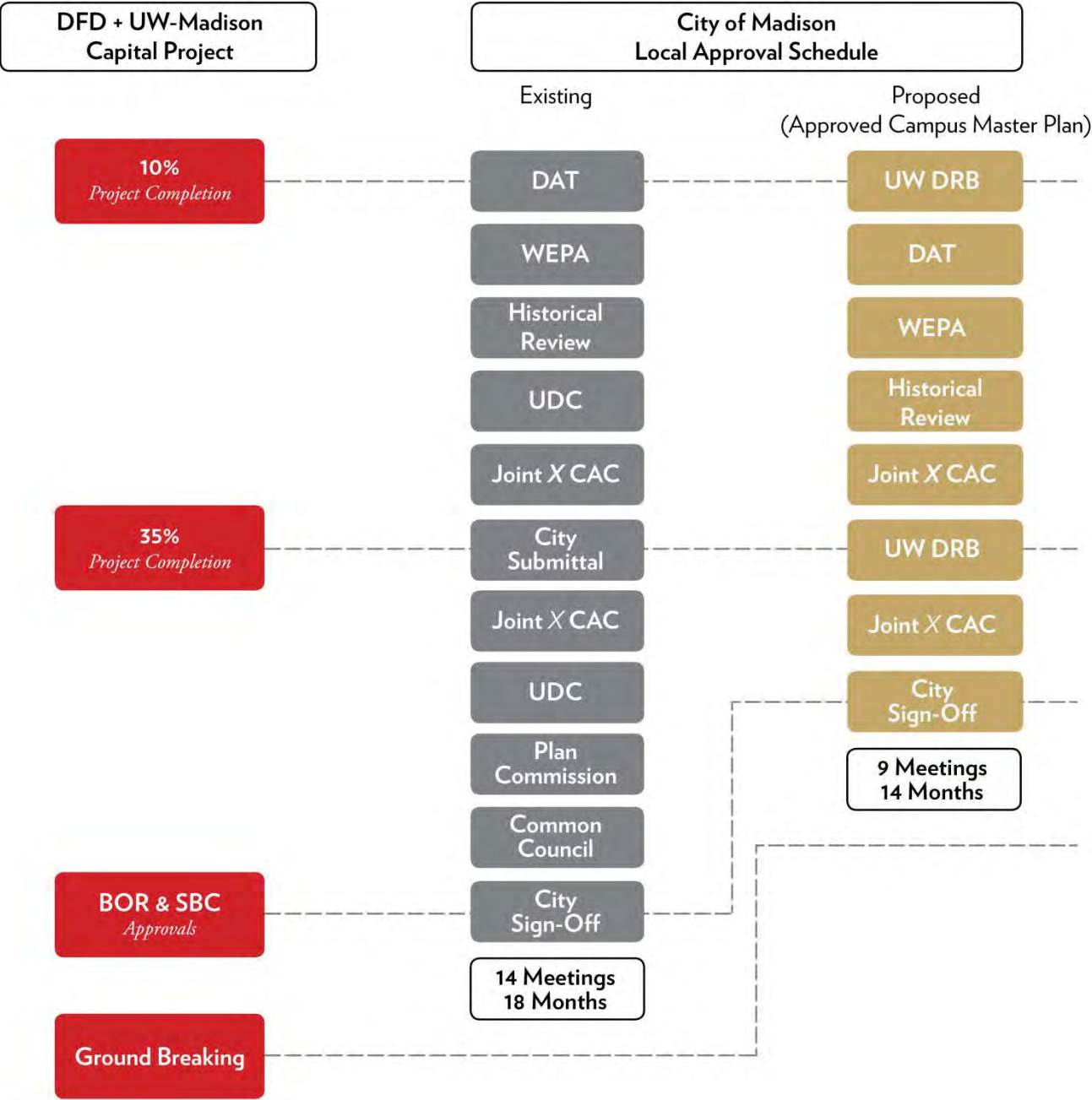
LAKE MENDOTA

ZONING MAP



ZONING PROCESS

- Overall review process reduced by a minimum 4 months



FINAL STEPS

- Executive Leadership Team - approval to submit to the City for final review & action (today)
- Public Information Meeting & Open House #6 (tonight, 7 PM, Union South, Varsity Hall)
- City of Madison Zoning Approval Process (October – December 2016)
 - City Planning & Zoning staff review of final draft documents
 - City of Madison Plan Commission & UDC Overview Presentation
 - Neighborhood Association and stakeholder presentations
 - Joint West & Joint Southeast Area Committee reviews and recommendation to Plan Commission
 - Urban Design Commission review/approval of Design Guidelines/Design Review Board process
 - Other city committee reviews (Ped/Bike, Long Range Transportation, etc.)
 - Plan Commission review, approval and recommendation to Common Council
 - Common Council approval
- Board of Regents Informational Presentation, February 2017

FOR MORE INFORMATION

www.masterplan.wisc.edu



UNIVERSITY OF WISCONSIN – MADISON

2015 Campus Master Plan Update

[Home](#) [About](#) [Current Information](#) [Community Engagement](#) [2005 Campus Master Plan](#) [Historic Campus Plans](#) [FAQ's](#)





Engage Now!

*Your voice is important
and we want to hear from
you! Join the campus*



WISCONSIN
UNIVERSITY OF WISCONSIN – MADISON
CAMPUS MASTER PLAN UPDATE
EXTENDING OUR HISTORY — EMBRACING OUR FUTURE

IMPORTANT NEWS & DATES

Open House #6 press release - 09/11/16

Campus Daytime Presentation - 06/17/16

Open House #5 press release - 04/13/16

Open House #4 press release - 02/18/16

Open House #3 press release - 10/23/15

Open House #2 press release - 9/11/15

Inside UW news article - 4/14/15



QR code for the location of the Executive Summary document



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

LAKE MENDOTA

Campus Development Plan Boundary

Existing Building

Proposed Building

North

