

Facilities Planning & Management

610 Walnut Street, Suite 930
Madison, Wisconsin 53726-2336

*Providing excellence in facilities and services
for our university community.*

Questions-Comments-Mailing List
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For more info visit the website
www.masterplan.wisc.edu

What's Happening?

*CPC Steering Committee Meeting
March 26, 2015*

*Technical Committee Meeting
March 26, 2015*

*Press Release Published
April 14, 2015*

What's Coming Up?

*Public Open House #1A
April 28, 2015, 6-8PM, Auditorium
Cooper Hall (School of Nursing)*

*Public Open House #1B
April 29, 2015, 5-7PM, Room 1106
Mechanical Engineering*

*Initial Concept Development
April 2015-July 2015*

*Preliminary Concept Plans
September 2015*

*Public Open House #2
Week of September 14, 2015*

*Final Draft Plans
January 2016*

*Public Open House #3
Week of January 25, 2016*

*Finalize Plans & Materials
February - September 2016*

2015 Campus Master Plan Update

Newsletter

Master Plan Process Underway!

The 2015 Campus Master Plan Update process kicked off on March 26 with a successful series of meetings with the Campus Planning Steering Committee (CPC) and the Technical Coordinating Committee (TCC) work groups. The groups strategized on areas of study for the campus landscape, what areas to preserve, what areas need some attention to improve, and what areas need significant renovation. The organizational chart below identifies the major campus players and how they are involved in the master plan process.



Stakeholder Input is Essential... Will you Make Your Voice Heard?

The lines of communication between the UW and all faculty/staff/students and off-campus stakeholders and residents are open! The consultant team, led by SmithGroupJJR, will be conducting a series of campus stakeholder interviews and public open houses during the last week of April 2015. Check out one of these gatherings to hear the latest master plan developments and discuss your thoughts with the project team.

*Public Open House #1A: April 28th, 6-8PM
Cooper Hall (School of Nursing) Auditorium*

*Public Open House #1B: April 29th, 5-7PM
Mechanical Engineering, Room 1106*

Why a Campus Master Plan?

The 2015 Campus Master Plan Update will provide direction for future building sites and/or building additions, identify historic preservation issues, preserve and enhance open space, mitigate environmental impacts, address transportation, circulation and parking issues, plan for utility upgrades to meet projected demand, and provide critical linkages between university programs. This time around, there will be less focus on building projects and more on landscape architecture and improving outdoor spaces. Focus areas of the master plan include:

- *Confirm the planning principles, goals, objectives and major recommendations (including proposed building sites) of the 2005 Campus Master Plan. Update as necessary to meet current and projected needs for the next 20 years out to 2035.*
- *Analyze existing open spaces across campus and recommend changes to define and enhance their use including the development of a campus landscape master plan, campus-wide site design guidelines and landscape development standards.*
- *Evaluate campus transportation facilities, including parking demand and supply, and update the long range transportation plan.*
- *Update the campus utilities master plan based on recently completed utility improvement projects and the 2015 planning recommendations.*
- *Develop a campus-wide stormwater management/green infrastructure plan to address current and future compliance requirements and stormwater policies.*

**2015 Campus Master Plan
Update Website is Live at:**
www.masterplan.wisc.edu



Newsletter Issue 2, May 2015

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Recent Events

Consultant Campus Visit #2
April 28-May 1, 2015

Technical Committee Meeting #3
April 28, 2015

mySidewalk Interactive Portal
New questions monthly!

What's Coming Up?

Initial Concept Development
April 2015-July 2015

Consultant Campus Visit #3
July 29-31, 2015

CPC Steering Committee Meeting
July 30, 2015

Preliminary Concept Plans
September 2015

Public Open House #2
Week of September 14, 2015

Final Draft Plans
January 2016

Public Open House #3
Week of January 25, 2016

Finalize Plans & Materials
February - September 2016

UW/City of Madison Approvals
October- January 2017

Students Provide Input for Campus Master Plan Update

The Campus Master Plan consultant team along with FP&M staff participated in Trish O'Kane's Environmental Studies 600 course. The course sought to have students be active observers and listeners on the UW-Madison campus and determine ways to encourage wildlife throughout its urban context. An article on the UW-Madison News website (www.news.wisc.edu) summarizes the course. The Campus Master Plan Update team is interested in the topic as a goal to making UW-Madison more livable, workable and sustainable over the next 20 years. The students' immersion into all corners of the campus, both natural and human made, will strengthen the Master Plan analysis and help guide "sense of place" creation and



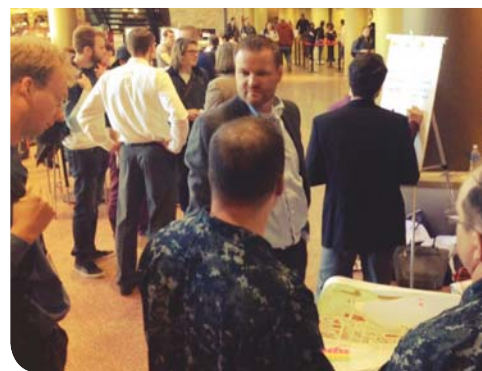
Photo: David Tenenbaum

mySidewalk 10,000 Page Views

mySidewalk is an interactive web-based service that the 2015 Campus Master Plan Update team is utilizing to solicit feedback to specific questions and interact with campus and community members like you! UW campus leaders are connected to this site to monitor feedback as well as comment on questions. It allows the UW to connect in a manner outside the traditional venues of meetings and mailings. While there has been a significant amount of page views, interaction to date has been limited. We encourage you to sign-up today and invite others who are interested in the future of UW-Madison to do so as well. The great part about the website is the ability to read other's comments and ideas. Make your voice heard! Go to www.masterplan.wisc.edu and click on the *Interact Now!* button.

Master Plan Update Stakeholder Meetings a Success

The Master Plan Update team just concluded campus visit #2, a four day on-site data gathering and analysis session that included twenty-six stakeholder interview meetings, two student open houses and two public open houses. The goal of the 96-hour visit was to understand users' impressions of the



Union South student open house

physical campus, our community context and university programs. Stakeholder interviews consisted of the executive leadership team, university faculty organizations, staff committees, students, city of Madison staff, and the Village of Shorewood Hills. This visit also included Technical Coordinating Committee meeting #3 which summarized the consultant teams preliminary analysis and conclusions of the project workgroup areas of focus; transportation & parking, utilities & infrastructure, landscape & open space and stormwater & green infrastructure.

Continue to monitor the Campus Master Plan website for the most current information along with meeting summaries, upcoming open houses and draft concept plans!

2015 Campus Master Plan Update Website:

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Newsletter Issue 3, June 2015

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Recent Events

*Joint South East Campus Area
Committee Meeting
May 11, 2015*

*Joint West Campus Area
Committee Meeting
June 10, 2015*

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What's Coming Up?

*Initial Concept Development
April 2015-July 2015*

*Consultant Campus Visit #3
July 29-31, 2015*

*CPC Steering Committee Meeting
July 30, 2015*

*Preliminary Concept Plans
September 2015*

*Public Open House #2
Week of September 14, 2015*

*Final Draft Plans
January 2016*

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*Finalize Plans & Materials
February - September 2016*

*UW/City of Madison Approvals
October- January 2017*

Campus Master Plan Update Process & the State Budget

By now, we have all seen an overwhelming amount of information about the 2015-17 State budget deliberations and how this may affect UW-Madison. Some of the suggested changes are related to the UW capital building program and facilities maintenance projects to help expedite project implementation. The State capital bonding limits may also reduce the number of projects we can develop and may reduce facility maintenance funds overall.



Bascom toward Capitol: Jeff Miller

The main thing to remember is we can't stop planning for and maintaining our campus facilities. The physical campus has been here for over 165 years and we'll continue to be here for another 165 years, or more. We must always look forward and plan for the future of our physical campus. Funding for the master plan update process, which happens every 10 years, is provided by Facilities Planning & Management's operating budget which is outside the current State budget process.

We typically don't look specifically at project budgets or develop cost estimates related to the master plan as we simply do not have a clear crystal ball as to when any one recommendation would actually be implemented. Any number we estimate would likely be wrong. However, we do detailed budgeting every two years as part of the biennial capital budget process for projects in the next two years and out two additional biennia into the future as part of a six-year capital improvement plan.

So we must always plan for the future. Each 2-year budget cycle will bring its own expectations and surprises, but we must always continue to look ahead and provide a roadmap for the future of our amazing physical campus.

Campus Institutional Zoning (CI)

The city of Madison's 1966 zoning code was recently updated, becoming effective on January 2, 2013. The previous code did not reflect current best management zoning and planning practices which led to excessive use of planned unit developments (PUD) and excessive requirements for conditional uses which burdened city staff time and resources. One outcome of this rewrite came in section 28.096, the Campus Institutional (CI) District, established to recognize the City's major educational and medical institutions as important activity centers & traffic generators, accommodate the growth & development needs of these institutions, and coordinate the master plans of these institutions with the City's plans, policies and zoning standards. The district is also intended to:

- *Permit appropriate institutional growth within boundaries while minimizing the adverse impacts associated with development and geographic expansion;*
- *Balance the ability of major institutions to change, and the public benefits derived from change, with the need to protect the livability and vitality of adjacent neighborhoods;*
- *Encourage the preparation of campus master plans that enable adjacent neighborhoods and the broader community to understand the levels of development being proposed, their likely impacts, and appropriate mitigation measures to be considered.*

The UW is no stranger to campus planning (first plans date back to 1850). Not only are campus master plans required under Wisconsin State Statutes through the State Building Commission, they are also required by UW System Board of Regents policy. Under the new CI district code, UW-Madison is required to have an approved master plan, which ultimately puts more importance on this 20-year long range planning document.

2015 Campus Master Plan Update Website:

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Recent Events

*Joint South East Campus Area
Committee Meeting
July 6, 2015*

*Technical Coordinating
Committee Meeting #3.5
July 16, 2015*



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What's Coming Up?

*Consultant Campus Visit #3
July 29-31, 2015*

*CPC Steering Committee Meeting
July 30, 2015*

*Preliminary Concept Plans
September 2015*

Public Open House #2A*
September 15, 2015 7-9PM
Rm. 1325 Health Science Learning
Center (HSLC)

Public Open House #2B*
September 16, 2015 7-9PM
Sonata Room, Gordon Commons

*Public Open House #3
Week of January 25, 2016*

*Finalize Plans & Materials
February - September 2016*

*UW/City of Madison Approvals
October- January 2017*

* Refreshments provided

2015 Campus Master Plan Update

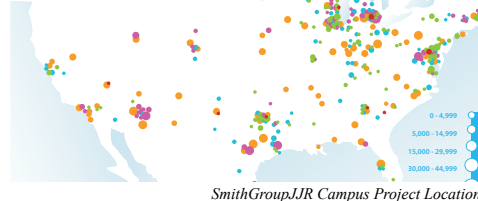
Newsletter

Campus Master Plan Update: Consultant Spotlight

The scope and scale of the Master Plan is a large undertaking coordinated and led by the Campus Planning & Landscape Architecture department of Facilities Planning & Management (FP&M), but who are the consultant teams retained to assist the University throughout the process? We've compiled some information on each firm of the consultant team below.

SMITHGROUPJJR

www.smithgroupjjr.com



SmithGroupJJR Campus Project Locations

SmithGroupJJR, the overall consultant team leader and the firm responsible for the green infrastructure planning, is a national leader in campus master planning with experience at over 300 campuses, 8 of the top 10 Public Research Universities as ranked by NSF, and 11 of 14 Big Ten universities. SmithGroupJJR is working to balance the pragmatic with the possible to identify and recommend ways that future campus development can celebrate the unique identity of UW-Madison. They know and understand the UW-Madison campus. Since they completed the 1995 Campus Master Plan, they have provided planning and design for overall a dozen projects including East Campus Mall, Student Athlete Performance Center, Memorial Union Terrace, and University Square. Staff supporting our 2015 Campus Master Plan Update are coming from their Madison and Ann Arbor offices.

HOERR SCHAUDT

www.hoerrschaudt.com

Responsible for the landscape master plan components of the project; historic and cultural landscape aspects, planning, and site design guidelines. Hoerr Schaudt creates original, living, beautiful environments that are in a constant state of change, affecting people along the way. They utilize their distinctive expertise in horticulture and design to create authentic place-based experiences for people throughout all four seasons.

Kimley»Horn

www.kimley-horn.com

UW-Madison serves an ambitious student body, faculty, and staff who constantly juggle multiple priorities—often in locations across campus from one another. Kimley-Horn is responsible for developing an effective Transportation Master Plan that integrates how individuals access campus and travel within campus. With a UW-Madison alumnus as part of the team, Kimley-Horn is approaching the transportation aspect of the University's Master Plan by bringing expertise gained from working on 80 campus master plans nationwide complemented with that local knowledge. Kimley-Horn is looking to reduce single-occupancy vehicles and exploring how to use transit services more efficiently. The firm also is concentrating on maximizing biking and walking, as these are key ways to access the University, and the primary ways to move around campus. Staff supporting the Transportation Master Plan are coming from Kimley-Horn's Madison, St. Paul, Chicago and Atlanta offices.

AEI Affiliated Engineers

www.aeieng.com

Responsible for updating the existing Utility Master Plan, Madison-based Affiliated Engineers has provided UW-Madison with planning, design, and engineering services since 1960, a history of over 75 projects stretching from Van Vleck Hall to the new hospital on the east side, and including the Chemistry Building, the Kohl Center, American Family Children's Hospital, the Wisconsin Institutes for Discovery, and the Wisconsin Energy Institute. Ranked by Building Design+Construction magazine as the largest university engineering firm in the U.S. for 2013/14, AEI's recent higher education utilities projects include the University of Texas Medical Branch – Galveston's Hurricane Ike recovery and the high efficiency Stanford Energy Systems Innovations.

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Newsletter Issue 5, August 2015

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Recent Events

*UW Madison Design Review Board
Committee Meeting
July 21, 2015*

*Consultant Campus Visit #3
Analysis and Framework Plan
July 29-31, 2015*

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What's Coming Up?

*City of Madison Plan Commission
Informational Meeting
August 24, 2015*

*Joint West Campus Area Committee
Analysis Presentation
August 26, 2015*

Public Open House #2
September 15 & 16, 2015*

*Preliminary Concept Plans
October 2015*

*Draft Preliminary Master Plan
December 2016*

*Public Open House #3
Week of January 25, 2016*

*Finalize Plans & Materials
February - September 2016*

*UW/City of Madison Approvals
October- January 2017*

* Refreshments provided

Peter Lindsay Schaudt (1959-2015)

The Campus Master Plan Update suffered a major loss this past month when we received the sad news of Peter Schaudt's passing on July 19, 2015. Peter was a founding partner of Hoerr Schaudt Landscape Architecture in Chicago, Illinois and lead landscape architect on the University of Wisconsin-Madison 2015 Campus Master Plan Update project. He was known and respected to many at UW-Madison due to



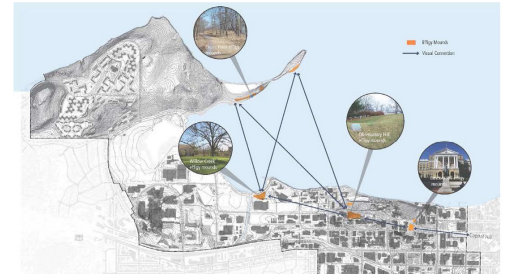
Peter Lindsay Schaudt

his participation on the Design Review Board from 2011-2013. In a statement from his studio, "Peter's dedication, generosity, integrity, and kindness were evident in everything he touched, and he held himself – and the profession – to the highest ideals. He was a master of his craft; a leader, a visionary, and a giant within our profession." The 2015 Campus Master Plan Update project will move forward in his honor and strive to enhance the sense of place here on campus by revealing the relationship between the built form, the landscape, and the human condition.

Consultant Campus Visit #3 Recap: Analysis and Framework Plan

The consultant team was on campus July 29-31 to provide an initial analysis update and present their draft framework plan to the Campus Planning Steering Committee (Meeting #2), Technical Coordinating Committee (TCC; Meeting #4) and City of Madison Planning staff members. The TCC work groups met during a three-hour time frame to look closely at their specific areas (Landscape & Open Space, Stormwater & Green Infrastructure, Transportation & Parking, Utilities) and continued work on refining their goals with the intent of confirming working assumptions

for the consultant team to begin conceptual alternatives development.



Historical and Cultural Analysis Mapping

Also during this visit, a group of City of Madison, State and UW staff participated in a three-hour Aaron Bird Bear campus historical and cultural tour spanning the 12,000 year history of the lands that comprise the UW-Madison campus. The consultant team is very interested in connecting the narrative of the past landscape with any recommendations going forward.

Public Open House(s) #2: Analysis and Framework Presentation

Mark your calendars for the September public open houses! The consultant team will be presenting their analysis information as well as the framework plan which will guide alternative development of the 2015 Master Plan Update. The same presentation will be given on two separate nights to accommodate those interested. Attendees will have an opportunity to provide feedback and ask questions of the consultant team. Refreshments will be provided. Information about attending:

*Open House #2A: September 15, 2015
7:00-9:00PM Health Sciences Learning
Center (HSLC) Room 1325*

*Open House #2B: September 16, 2015
7:00-9:00PM Gordon Commons,
Sonata Room*

2015 Campus Master Plan Update Website:

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Recent Events

*City of Madison Leadership &
Alders (#2, 4, 5, 8, 13) Meeting
August 17, 2015*

*City of Madison Plan Commission
Analysis Information Presentation
August 24, 2015*

*Joint West Campus Area Committee
Analysis Information Presentation
August 26, 2015*

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What's Coming Up?

Public Open House #2
September 15 & 16, 2015*

*UW Madison Design Review Board
Alternatives Workshop
September 15, 2015*

*UW Student Open House #2
Union South (By Information Desk)
September 16, 2015*

*Preliminary Concept Plans
October 2015*

*Public Open House #4
Week of October 26, 2015*

*Revised Alternative Concepts
December 2015*

*Public Open House #5
Week of January 25, 2016*

* Refreshments provided

2015 Campus Master Plan Update

Newsletter

Public Open House(s) #2: Analysis and Framework Presentation



Open House Announcement

The University of Wisconsin-Madison invites you to the second in a series of public open houses regarding the Campus Master Plan Update project. The consultant team will be presenting their analysis information as well as the framework plan which will guide development of alternatives for the 2015 Master Plan Update. The same presentation will be given on two separate nights to accommodate those interested. The 7:00-9:00PM public forum will be comprised of an initial 60-minute analysis presentation with the remaining time available for public comment and interaction with the consultant team, UW staff and City of Madison officials. Analysis graphics will be available for review as well as a variety of ways to provide input and feedback. Refreshments and cookies will be provided.

Information about attending:

Open House #2A: September 15, 2015

7:00-9:00PM Health Sciences Learning Center (HSLC) Room 1325

Parking Information PDF

Lots 59, 60, 64, 82 Free after 4:30PM
Lots 74, 85 Free w/UW permit after 4:30PM
U-Bay Drive Parking Ramp-gate ticket

Open House #2B: September 16, 2015

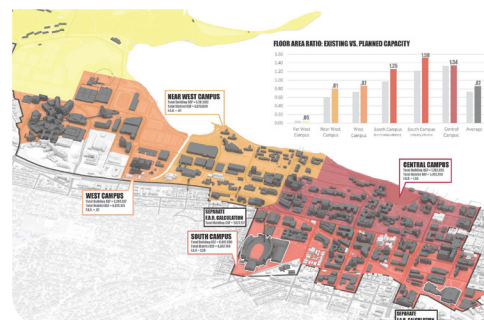
7:00-9:00PM Gordon Dining & Event Center, Sonata Room

Parking Information PDF

Lot 94 Free after 4:30PM
Lots 48, 69, 78, 87, 91
Free w/UW permit after 4:30PM
Fluno Center, Lake & Johnson Ramp,
21N Park Street Ramp-gate ticket

City of Madison Plan Commission

UW gave the first, in a series of discussions, to the City of Madison Plan Commission at their August 24, 2015 meeting. The purpose of this presentation was for the UW to share data, background information and analysis observations of the project and receive commission feedback for project consideration. The Plan Commission will play an integral role in guiding the project through the Campus Institutional (CI) zoning process, as described in the Issue 3, June 2015 newsletter. The presentation is available on the master plan website and can also be viewed [here](#).



City of Madison Plan Commission Presentation

Working with Our Campus Neighbors

UW is always searching for ways to engage and inform our campus neighbors on the Campus Master Plan Update project. The formal city of Madison committees that facilitate participation and planning affecting the campus, City, Village of Shorewood Hills and surrounding neighborhoods are Joint West and Joint Southeast Campus Planning Committees. These committees are comprised of neighborhood alders and representatives, City and UW staff, and a UW student representative. Other ways the UW is reaching out include: Neighborhood association newsletter/email updates; an interactive master plan web portal; public open houses; and press releases.

2015 Campus Master Plan Update Website:

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2015 Campus Master Plan Update

Newsletter

Newsletter Issue 7, October 2015

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Recent Events

*UW-Madison Design Review Board
Alternatives Workshop
September 15, 2015*

*Campus Planning Steering
Committee Meeting
September 17, 2015*

*Open House #2A & #2B
Analysis & Framework Presentation
September 15 & 17, 2015*

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What's Coming Up?

*Alternative Concept Development
September-October 2015*

Public Open House #3
October 27, 2015*

*Revised Alternative Concepts
October-December 2015*

*Campus Visit #5
Draft Preliminary Master Plan
December 9 & 10, 2015*

*UW-Madison Design Review Board
December 9, 2015*

*Campus Planning Steering
Committee Meeting
December 10, 2015*

*Public Open House #4
Week of January 25, 2016*

* Refreshments provided

Public Open House #3:

Alternative Concept Development

Mark your calendars for October 27, 2015 and public open house #3. The Facilities Planning & Management project team will be presenting alternatives for a variety of areas around campus including: West Campus Lot 60 area, Linden Drive/Willow Creek, Observatory Hill, Central Campus Superblock, South Campus, University Avenue and Charter Street. The open house is planned to include a 60-minute



Alternative Concept to Restore Observatory Hill

presentation with the remaining time open for discussion and questions. Information received at this open house will help guide the consultant team in development of the Draft Preliminary Master Plan which is scheduled for public release in February 2016. Refreshments will be provided.



Open House #3 Announcement

Open House #3: October 27, 2015

7:00-9:00PM Health Sciences Learning
Center (HSLC) Room 1325

Parking Information PDF

Lots 59, 60, 64, 82 Free after 4:30PM

Lots 85 Free w/UW permit after 4:30PM

U-Bay Drive Parking Ramp-pull gate ticket/pay

Consultant Campus Visit #4 Recap: Analysis and Framework Plan

The consultant team was on campus September 15-17 to present revised analysis information and a draft framework plan. The team met with the Executive Leadership Team headed by Chancellor Blank, the Campus Planning Steering Committee (approval of 2015 Campus Master Plan Update goals), the Technical Coordinating Committee, the Design Review Board, the UWell partnership, and the City of Madison Transportation and Planning departments. The three-day visit also allowed for a second informal student feedback session held at Union South over the noon hour. The evenings of the 15th and 16th were reserved for Public Open Houses #2A and #2B, (Presentation available [here](#)) which allowed for public discussion about the analysis information gathered. The consultant team confirmed many of their observations as well as heard a couple new issues related to campus access and transportation which they will incorporate into the alternative concepts.

New Interactive Online Portal



Version 2.0 of the Campus Master Plan Update interactive portal is now live. After hearing concerns from our users and experiencing inadequate metric tracking and functionality on the back end, the project team recently migrated to a more robust Urban Interactive Studios platform. The new site is located at: www.EngageUWMadisonMasterplan.com. This site promises a more intuitive and engaging experience to facilitate broad-scale outreach and participation. If you are interested in the future of UW-Madison we encourage you to sign-up today. Make your voice heard! Look for the clickable 'Interact Now!' logo on the bottom of these newsletters and on the official master plan website homepage.

2015 Campus Master Plan Update Website:

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Recent Events

*Lakeshore Nature Preserve
Committee Meeting
Draft Alternatives Presentation
October 21, 2015*

*Open House #3
Draft Alternatives Presentation
October 27, 2015*

*Joint West Campus Area Committee
Draft Alternatives Presentation
October 28, 2015*



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What's Coming Up?

*Revised Alternative Concepts
October-December 2015*

Neighborhood Assoc. Open House
November 16, 2015*

*Campus Visit #5
Revised Alternatives
December 9 & 10, 2015*

*UW-Madison Design Review Board
December 9, 2015*

Public Open House #4
February 24, 2016*

*Campus Visit #6
Preliminary Master Plan
February 24 & 25, 2016*

* Refreshments provided

2015 Campus Master Plan Update

Newsletter

Comment on Plan Alternatives!



The "Alternatives Workshop" of the UW Campus Master Plan Update interactive portal is now functional. Go to the Master Plan website and click on the "Engage Now" icon. In the middle of this page locate the button to take you to the workshop landing page. Why is this important? The Master Plan team is considering multiple concept designs for each of the seven identified areas of campus; Observatory Hill, the Central Superblock, South Campus, University Avenue, Charter Street, Linden Drive/Willow Creek, and West Campus. This is a critical stage in the process and we need your review, reactions and suggestions. This is a participatory sport!

The alternatives have two things in common. First, they all fully support and advance the master plan's goals. The approved goals and their supporting objectives can be found [here](#). Second, all the alternatives strengthen the landscape framework plan. This overarching structure to the campus's open spaces and corridors includes all of UW's natural areas, cultural/historical landscapes, quads and courtyards, pedestrian malls, and athletic and recreation fields. The landscape framework plan seeks to better connect our existing open spaces and create new ones so that UW-Madison's campus landscape is:

- More Intentional
- More Engaging
- More Connected
- More Natural
- More Iconic



Draft Campus Framework Plan

Open House #4: February 24, 2016

7:00-9:00PM Gordon, Overture Room
Draft Preliminary 2015 Campus Master Plan

Parking Information PDF

Lots 94 Free after 4:30PM
Lots 48, 69, 78, 87, 91 Free w/UW permit
Lake/Johnson Ramp-pull gate ticket/pay

Recap of Draft Alternative Concept Presentations

Throughout October, the draft 2015 Campus Master Plan alternatives were presented to a variety of campus and public organizations, including; WARF Board of Trustees, CALS Dean's Leadership, Lakeshore Nature Preserve, Wisconsin Vet Diagnostic Lab, Joint West Campus Area Committee, City of Madison Transportation Planning, UW Facility Managers and via Public Open House #3. The



Alternative West Campus Concept

comments have been positive in regard to the direction of more purposeful and functional green space throughout campus. Comments related to parking, transportation, and growth projections continue to be popular discussion items. This information is being compiled to inform the preliminary 2015 Campus Master Plan recommendations due out in early 2016.

UW Project Team Members On Tour

During the first week of November, UW FP&M landscape architecture members of the 2015 Campus Master Plan Update project team toured Northwestern University and the University of Chicago. Campus planning directors from each institution led the tours which focused on ways to integrate green space, stormwater management, pedestrian/bike facilities and maintenance protocols. It was informative to understanding what has been successful at other Midwestern universities and how it can be applied at UW.

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Recent Events

ASM Leadership, Shared
Governance, Sustainability
Committee Presentations
November 11, 17, 18, 2015

Neighborhood Association Open
House Presentation
November 16, 2015

Joint SE Campus Area Committee
Draft Alternatives Presentation
November 23, 2015

City of Madison PBMVC
Informational Presentation
November 24, 2015



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What's Coming Up?

Campus Visit #5
Revised Alternatives
December 9 & 10, 2015

UW-Madison Design Review Board
December 9, 2015

City of Madison Department
Leaders Presentation
February 10, 2016

Public Open House #4*
February 24, 2016

Campus Visit #6
Preliminary Master Plan
February 24 & 25, 2016

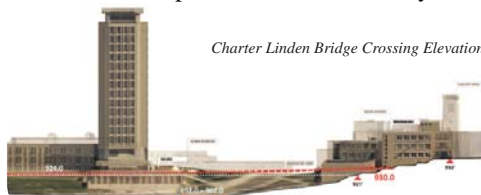
* Refreshments provided

2015 Campus Master Plan Update

Newsletter

Focus Area: N. Charter Street & Linden Drive Intersection

With over 2,100 pedestrians and 100 bicyclists during peak class change on any given day, the nexus of N. Charter Street and Linden Drive is one of the busiest intersections on campus. These volumes create significant modal conflicts and cause transit delays, which never fully get back on schedule throughout the day. The project team has been looking at the opportunities and constraints of this area and agree both functional and aesthetic improvements are necessary.



Charter Linden Bridge Crossing Elevation



Hovenring, Netherlands

Fatih Vatan Street, Turkey

A number of solutions have been presented to stakeholders (vertical fencing, traffic signals, pedestrian scramble, removing vehicles during class change), grade separation has risen to the top. The idea of using the natural topography of this area, combined with planned new developments on the NW and SW corners, hold the potential for removing a significant number of pedestrians off the street. *Didn't we just remove a bridge on University Avenue?* True, but the proposed grade separation over this intersection is envisioned to function more closely to the bridge at the base of Bascom Hill over N. Park Street which uses topography to connect pedestrians to Humanities. There are many large undergraduate lecture halls on the west side of Bascom Hill and along the north side of the Linden Drive. Connecting these facilities, via a bridge, at a continuous upper level would ensure heavy use. The envisioned grade separation would be designed to accommodate the natural pedestrian desire paths and expand the idea of a traditional bridge into an architectural icon with seating and plaza spaces.

On-Line Plan Alternatives... Here's What You're Saying

Listed below is a brief summary of comments received to date through the master plan website 'Engage' portal:

"...having electronic timetables (such as by the Capitol) would help determine if waiting for the bus is worth it. Bus drivers also take unpredicted breaks, again seemingly making buses unreliable. If the Metro could be supplemented with campus circulators several of these issues would be lessened."

"Environmental sustainability is becoming more and more mainstream-which is promising. New buildings and communities designing them will begin to ask how they can not only reduce their carbon footprint (sustainable) but take carbon out of the air (restorative). How can this process enable our built vision to reflect this emerging and important mindset?"

"Bikes around buildings are a barrier to the walking folks like myself. Why do we need to clutter the fronts of buildings with bikes... especially at class change...it is chaos."

"How can we plan in more Allen Centennial Garden type spaces...a quick and complete respite from campus life!"

"When new buildings are planned, a commitment should be made that they last for 50+ years."

"A west campus social space would be a good improvement. It would be good to preserve the natural beauty of the lake and also incorporate social gathering space(s) in this area."

"Situate any new mixed-use gathering building away from the lake edge, where they will do less damage to the marsh and University Bay."

"There is a limit to how bucolic South Campus will ever get, especially if freight trains still run through it."

2015 Campus Master Plan Update Website:

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Recent Events

*Campus Visit #5
Revised Alternatives
December 9 & 10, 2015*

*Cultural Resources Discussion
December 9, 2015*

*UW-Madison Design Review Board
December 9, 2015*

*City of Madison Joint Public Works
Transportation Alternatives
December 10, 2015*



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What's Coming Up?

*City of Madison Department
Leaders Presentation
February 10, 2016*

Public Open House #4
Gordon Dining and Event Center
February 24, 2016, 7-9:00PM*

*Campus Visit #6
Preliminary Master Plan
February 24 & 25, 2016*

*Campus Visit #7
Revised Preliminary Master Plan
April 13 & 14, 2016*

*Public Open House #5
Signe Skott Cooper Hall
April 13, 2016, 7-9PM*

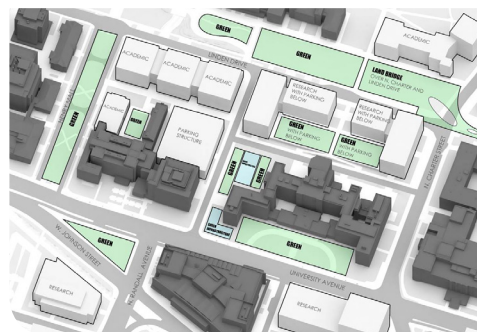
* Refreshments provided

2015 Campus Master Plan Update

Newsletter

Focus Area: Central Superblock

This area, bounded by Linden Drive to the north, University Avenue to the South, Henry Mall to the west and Charter Street to the east is a contiguous area of nearly 13 acres defined by buildings ranging from 1918 (Bradley Memorial Building) to the mid-90's (Genetics-Biotechnology Center Building). The buildings create a perimeter 'wall' that when combined with over 20' of grade change, make circulation through the area difficult. This insufficient access puts pressure on the carrying capacities of both the sidewalks and streets adjacent to the block. The consultant team has been testing methods to subdivide this area in the context of proposed future buildings along the south side of Linden Drive. A concept which has received the most support to date includes a new north/south drive midway through the block, as well as a limited use partial east/west drive north of the Medical Sciences Center. Other benefits



Superblock Concept

of this concept include: increasing parking capacity on the block (relocations from other parts of campus) by enlarging the existing Lot 20 ramp and using the natural grade slope to integrate parking under a future building on the northeast corner of the block; reducing vehicular conflicts at the N. Charter Street and Linden Drive intersection (see December newsletter for information on this intersection); reducing Metro schedule delays by routing buses away from the N. Charter Street and Linden Drive intersection; dispersing vehicles entering and leaving the campus through multiple points of ingress/egress; integrating stormwater management practices in the form of green infrastructure; and enhancing access to buildings for visitors, service vehicles and temporary loading functions.

Cultural Landscapes Discussion

The consultant team continued discussions with Daniel Einstein, Campus Historic and Cultural Resources Manager, about the stewardship, education and interpretation of our campus effigy mounds. UW-Madison (main campus and Arboretum) has stewardship responsibility for 35 extant ancient Indian burial mounds.



Observatory Hill Bird Mound

Today, one can view these mounds in groupings at seven distinct burial sites on university lands. An additional 23 burial mounds are known to have existed, but their above-ground contours are no longer visible. While it is agreed that these features are unique identifiers of our campus, intrinsic to our sense of place, they have been historically truncated, divided, and tilled under as the campus has developed. Initially, the consultant team discussed honoring their existence by setting them off from their contextual landscape, but through research and understanding, this thinking has been tempered by a 'less-is-more' approach. The stewardship recommendations going forward will prioritize the importance of the larger regional mound landscape, their immediate campus context and educational interpretation to tell the story across the Wisconsin landscape. They will also emphasize the importance of the UW continuing to manage these mounds in a uniquely-strategic manner, ensuring they are not further degraded. In doing so, the university hopes to educate future generations and emphasize our position as simply mound caretakers of these cultural resources.

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Recent Events

*WARF & University Research Park
Informational Meeting
January 12, 2016*

*Executive Leadership Team Meeting
Draft Preliminary Master Plan Update
February 2, 2016*

*Landscape Architecture 699 Lecture
Campus Health & Wellness Planning
February 2, 2016*

*Wisconsin Historical Society
Informational Presentation/Discussion
February 11, 2016*



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What's Coming Up?

Public Open House #4
Gordon Dining and Event Center
February 24, 2016, 7-9:00PM*

*Campus Visit #6
Preliminary Master Plan
February 24 & 25, 2016*

*Campus Visit #7
Revised Preliminary Master Plan
April 13 & 14, 2016*

Public Open House #5
Signe Skott Cooper Hall
April 13, 2016, 7-9PM*

Public Open House #6
Master Plan Public Roll-Out
September 2016*

* Refreshments provided

2015 Campus Master Plan Update

Newsletter

2015 Master Plan Update Goals

Performed every 10 years, the Campus Master Plan Update process is a chance for the university to look at its physical environment in the context of its mission, vision, and strategic plan. Planning remains sufficiently flexible and resilient to accommodate ongoing change in a dynamic higher educational learning environment. The adopted goals are one tool the Master Plan will use to guide the orderly development of the campus, and protect and enhance important open spaces, historic and cultural landscapes. The goals, combined with plan objectives, will ensure that changes to the campus are appropriate and supportive of our mission, while at the same time measurable to gauge success and effectiveness of our planning actions. The following major goals and their supporting statements were approved by the Campus Planning Committee on 9-17-15.

- Support our Mission
- Manage our Resources
- Make Travel Easy
- Celebrate our Lakeside Setting
- Revitalize Outdoor Spaces
- Be Good Neighbors

For reference, the 2005 Campus Master Plan goals were as follows:

- Sustainability*
- Community, Academic & Research Connections
- Student Life
- Buildings and Design Guidelines
- Open Space
- Transportation and Utilities

*Sustainability was a key component of the 2005 plan. While it is not a specific goal of the 2015 Campus Master Plan Update, it is integrated into each goal and informs our actions as stewards of this campus. We believe sustainability is now the status quo at UW rather than something special we aim to achieve.

Open House #4: February 24, 2016

7:00-9:00PM Gordon, Overture Room
Draft Preliminary Campus Master Plan

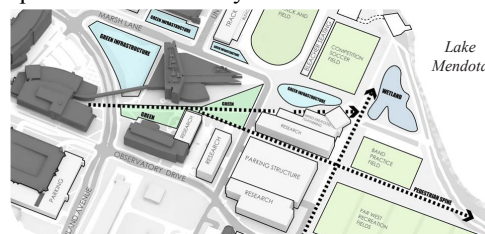
Parking Information PDF

Lot 94 Free after 4:30PM
Lots 48, 69, 78, 87, 91 Free w/UW permit
Lot 46-Lake/Johnson Ramp-pull gate ticket/pay

Refreshments will be provided

Focus Area: West Campus Area

Defined as generally the area west of Willow Creek, the West Campus is primarily defined as the Health Sciences district and west campus gateway. The 2005 Campus Master Plan indicated a number of projects that are now complete, including but not limited to: School of Nursing, Wisconsin Institutes for Medical Research Towers I and II, UW Medical Foundation Centennial Building, Lot 75 Ramp Expansion, Lot 60 and University Bay Drive stormwater management facilities, West Campus Cogeneration Facility addition, and various utility upgrades. The 2015 Master Plan Update builds on these recommendations as we continue to replace single-story buildings throughout campus, consolidate the health sciences, and implement a more 'traditional' campus setting integrating the built form with flexible open spaces and connectivity to the lake.



West Campus 2015 Draft Preliminary Plan

One proposed major move involves the relocation of the McClimmon track to the current site of Lot 60. This allows lands, which are better suited for development, to become available closer to the health science facilities for future growth needs. This also removes 1300 vehicles adjacent to the lake and internalizes them in a structured facility with access off of Walnut Street and a new north/south connector street. The ultimate build out of this area will place an emphasis on access to the outdoors to promote health and wellness among students, faculty, staff, and visitors as well as provide connections to the existing trail resources, the Lakeshore Nature Preserve and our 3.5 mile shoreline amenity.

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Recent Events


*UW Campus Designers
Informational Presentation
February 23, 2016*

*Technical Coordinating Committee
February 24, 2016*

*Design Review Board
February 24, 2016*

*Public Open House #4
Preliminary Master Plan Presentation
February 24, 2016*

*Campus Planning Committee
February 25, 2016*

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What's Coming Up?

*Academic Staff Presentation
March 14, 2016*

*FP&M Division Presentations
Mid-March, 2016*

*Campus Visit #7
Revised Preliminary Master Plan
April 13 & 14, 2016*

*Campus Planning Committee
April 14, 2016*

Public Open House #5*
Signe Skott Cooper Hall
April 13, 2016, 7-9PM

*Public Open House #6**
Master Plan Public Roll-Out
September 13, 2016

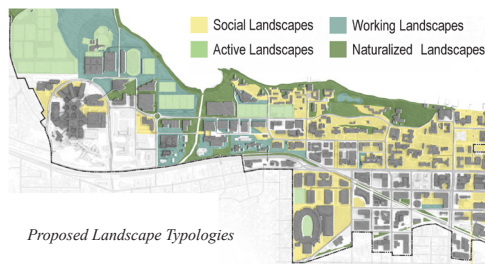
* Refreshments provided

2015 Campus Master Plan Update

Newsletter

Campus Landscape Typologies & Ecosystem Services

The history of the university landscape creates a unique sense of place that unites the campus over its vast expanses and throughout the generations of students and alumni. The vision for the landscape master plan is to strengthen and steward this character and identity, preserving the historic and natural environment for decades to come.



Landscape typologies (classifications) will assist in providing visual continuity across campus, while providing recommendations for maintenance, future land planning, and stormwater management. The typologies go beyond strictly aesthetic considerations to ensure the landscape is functioning as a system to promote and increase ecosystem services. The Millennium Ecosystem Assessment (MEA) defines ecosystem services as “the benefits humans obtain from ecosystems”. Essentially, living elements (vegetation, microbes, animals) of an ecosystem interact with nonliving elements (water, air, bedrock) to produce goods (food, fiber, fuel) and services (pollination, purification, nutrient cycling) that offer direct or indirect benefits to all of us. While the university strives to protect existing ecosystem services through site development projects (think sustainability), the increased introduction of ecosystem services allows environmental, economic and even social goals to be better understood and potentially measured, allowing the university a way to assess the performance and contributions of the practices being implemented. While these services are often viewed as ‘free’ or ‘public’ and left off the balance sheet of development costs, the cumulative value of these services is substantial. As we progress in the master plan process we will continue to monitor how ecosystem services can be applied to the development of our campus landscape.

Focus Area: South Campus Area

Geographically located south of University Avenue, the south campus is characteristic of a traditional urban grid street network, buildings and pavements filling the blocks, and limited open space and vegetation. The 2015 Campus Master Plan Update seeks to enhance the south campus for faculty, staff, students and visitors by using the grid advantageously, thinking beyond the parcel, and leveraging the potential of the city of Madison public right-of-ways.

The Master Plan seeks to enhance the pedestrian experience in this area by looking to the right-of-ways and aggregating the many smaller green spaces for maximum benefit. A large civic quad is proposed across multiple blocks removing a portion of N. Brooks Street to vehicles between W. Johnson Street and W. Dayton Street providing break-out space for the adjacent facilities, stormwater management opportunities, new programming capabilities, and a significant space for passive recreation that is currently lacking in the area. The Master Plan team is creating



South Campus 2015 Draft Preliminary Plan

comprehensive street terrace recommendations and has identified W. Dayton Street as a ‘green street’. This designation recommends the implementation of stormwater management practices such as: permeable pavements, urban bioswales, maximizing soil volumes for street trees, and robust plantings tolerant of urban conditions. Attention to these kinds of details in the south campus area, will help integrate it into the overall campus landscape.

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Recent Events

*FP&M Division Presentations
March 8 - March 30, 2016*


*Downtown Madison, Inc. (DMI)
March 24, 2016*

*Academic Staff Assembly
March 14, 2016*

*University Committee
March 21, 2016*

*ASM Shared Governance-Leadership
March 29, 2016*

*Mayor Soglin Meeting
March 31, 2016*

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What's Coming Up?

*City Alder's Meeting
Districts 2, 4, 5, 8, 11, 13
April 1, 2016*

*Forest Products Lab Meeting
April 12, 2016*

*Campus Visit #7
Revised Preliminary Master Plan
April 13 & 14, 2016*

Public Open House #5*
Signe Skott Cooper Hall
April 13, 2016, 7-9PM

*VA Hospital Leadership Meeting
April 19, 2016*

*Public Open House #6**
Draft Master Plan Presentation
September 13, 2016

* Refreshments provided

2015 Campus Master Plan Update

Newsletter

Public Open House #5: Revised Preliminary Plan Presentation



Open House Announcement

The University of Wisconsin-Madison invites you to the fifth in a series of public open houses regarding the 2015 Campus Master Plan Update project. The project is currently 62% complete and is in the process of presenting the 'Revised Preliminary Master Plan' to various campus and community stakeholders. Comments and recommendations received at this open house will be used in preparation of the 'Draft Master Plan' which is scheduled for a public open house #6 presentation (see left sidebar for details).

The April 13th public forum will be comprised of an initial 60-minute presentation with the remaining time available for public comment and interaction with consultant team members and UW staff. Boards containing recommendations along with graphics will be available for review following the presentation. In addition, the materials presented will be immediately available for review, comment, and interaction on the Master Plan Update website. Public participation, engagement, and interest has been growing with every open house and we look forward to hearing your thoughts! Come see what the next twenty-plus years has in store for our great campus. Refreshments and cookies will be provided. Information about attending:

Open House #5: April 13, 2016

7:00-9:00PM Cooper Hall (School of Nursing)
701 Highland Avenue

Room: Auditorium (1st floor west corner of building)

Parking Information PDF

Lots 59, 60, 64, 82 Free after 4:30PM

Lot 85 Free w/UW permit after 4:30PM

Lot 76 U-Bay Drive Parking Ramp-gate ticket

Focus Area: Near West Campus Willow Creek 'Green District'

Defined as the area bounded by Walnut Street on the west, Elm Drive on the east, Campus Drive on the south and Lake Mendota to the north, the Near West Campus is envisioned to undergo significant change in the next thirty years. It should be noted this change is not increasing density, rather relieving existing pressure in the current College of Agricultural and Life Sciences (CALS) and the School of Veterinary Medicine facilities. In understanding this future change, the Master Plan Update is recommending an area-wide approach in the creation of a Near West Campus 'green district'. This district will place sustainability front and center in the way in which the buildings are designed, renewable energy is gathered, infrastructure is planned, and the landscape is envisioned. Green infrastructure practices will be recommended along Observatory Drive and Linden Drive, along with a complete restoration of Willow



Proposed Willow Creek 'Green District'

Creek, turning this area from a backwater into a campus destination. Recommendations also place an emphasis on pedestrians and place-making in this area by consolidating roadways, creating direct access to the Vet Med facilities east of Willow Creek, orienting buildings toward the Willow Creek corridor, and restoring green space around the historic Horse Barn. The Near West Campus holds great potential in enhancing the university's program capabilities while ensuring continuing environmental stewardship.

2015 Campus Master Plan Update Website:

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Districts 2, 4, 5, 8, 11, 13
April 1, 2016*

*Forest Products Lab Meeting
April 12, 2016*

*Campus Visit #7
Revised Preliminary Master Plan
April 13 & 14, 2016*

Public Open House #5*
Signe Skott Cooper Hall
April 13, 2016, 7-9PM

*VA Hospital Leadership Meeting
April 19, 2016*

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What's Coming Up?

*Campus Neighborhood Presentations
May 2 & May 4, 2016*

*Monona Bay Neighborhood
Association Presentation
May 14, 2016*

*City of Madison Planning Meeting
May 16, 2016*

*Joint West Campus Area Committee
June 8, 2016*

*UW-Madison Design Review Board
July 19, 2016*

Public Open House #6*
Draft Master Plan Presentation
September 13, 2016

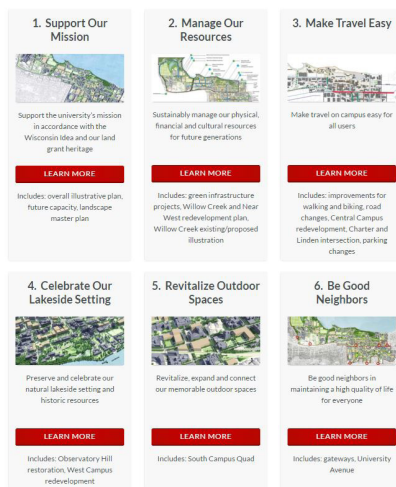
* Refreshments provided

2015 Campus Master Plan Update

Newsletter

Draft Master Plan Workshop Now Active on the 'Engage' Site

The Campus Master Plan Update process has recently unveiled the Draft Master Plan for public review and comment. The materials can be found by going to the master plan website (www.masterplan.wisc.edu) and clicking on the



Draft Master Plan Workshop Interface

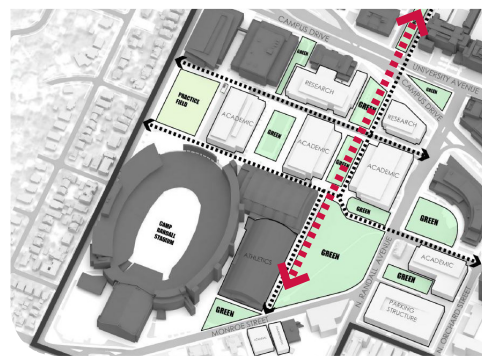
'Engage Now' button in the left hand column. Here you will find a link to the 'Draft Master Plan On-line Workshop' where you can learn about how the UW-Madison 2015 Campus Master Plan Update will fulfill the six project goals under the charge and vision statement of:

Extending Our History & Embracing Our Future

The 2015 Campus Master Plan Update is a vision to capture the best characteristics of our historic campus core and extend them throughout the entire campus while we continue to recreate ourselves in place and reduce the impact of the campus and its activities on the environment. Each of the goals is organized as its own page on the website and includes information on the intent of the goal, as well as campus focus areas pertinent to that goal. Large graphics allow viewers to study how the recommendations will inform the physical campus development over the life of the 20+ year plan. Within each section there are also a series of questions to be answered that relate to the specific goal. The on-line workshop is intended to continue the dialogue about the future of the UW-Madison campus and provide information in regard to on-going planning and development.

Focus Area: College of Engineering Master Plan Incorporation

This area of campus is an example of how our college, department, and/or division master plans inform the overall Campus Master Plan. When these entities undertake a sub-campus master plan we are doing in-depth analysis and program study to understand, building condition in relationship to existing and future program needs, infrastructure issues and utilization, prioritized facility improvements to align with critical needs, growth projections, and future funding requirements. These detailed recommendations are used to inform the broad goals of the comprehensive Campus Master Plan. In the case of the College of Engineering Facility Master Plan, the resulting recommendations position the college to accommodate future capabilities for the next 20 years and beyond. The below image indicates how those recommendations work to create the physical development of the



Proposed Engineering Precinct

plan. The major recommendations include: conversion of Engineering Drive to a pedestrian/service corridor; creating a new, separated Engineering Hall along the extension of Henry Mall; relocation of Parking Ramp 17 to Randall Ave. closer to an arterial street; and, relocation of Wendt Commons to open up views to Union South. This coordination between multiple scales of information ensures that the 2015 Campus Master Plan Update remains relevant and flexible well into the future.

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Recent Events


*Campus Neighborhood Presentations
May 2 & May 4, 2016*

*Health Science Council Leadership
May 5, 2016*

*Wisconsin State Journal Editorial
Board Presentation
May 10, 2016*

*Madison Metropolitan School
District Discussion
May 11, 2016*

*Monona Bay Neighborhood
Association Presentation
May 14, 2016*

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What's Coming Up?

**Daytime Campus Presentation
Draft Master Plan Presentation
June 17, 2016**

*UW-Madison Design Review Board
July 19, 2016*

*Joint West Campus Area Committee
August 24, 2016*

*City of Madison Mayor Meeting
August, 2016*

*Executive Leadership Team
September 13, 2016*

**Public Open House #6*
Rev. Master Plan Presentation
September 13, 2016**

* Refreshments provided

2015 Campus Master Plan Update

Newsletter

Daytime Campus Presentation Draft Final Master Plan

Bring your lunch, a friend, and questions to Union South on Friday, June 17 at noon to hear a presentation and provide comment on the 'Draft Final Master Plan'. The event is anticipated to be a 60-minute informal presentation with Q&A to follow. We are currently 70% of the way through the two year project update and your input is still welcome to the process.



Daytime Campus Presentation

UW Facilities Planning & Management staff continue to work with the consultant team to develop Master Plan recommendations throughout the summer with these elements going public in mid-September. While this presentation is public in nature, it will be geared toward campus faculty and staff and we will be interested in understanding your thoughts on the long-range planning activities for our physical campus. In addition to confirming and updating past planning principles, goals, and recommendations the 2015 Campus Master Plan Update will take a closer look at the following areas:

- Update 2005 Utilities Master Plan
- Update 2005 Long-Range Transportation Plan.
- Develop a comprehensive Landscape Master Plan (first time in history).
- Develop a Green Infrastructure (Stormwater) Master Plan (first time in history).

Remember you can review and comment on the latest materials in our on-line engagement 'Workshop'. Your time and effort is appreciated!

Daytime Campus Presentation

June 17, 2016 - 12:00 Noon
Union South, Check T.I.T.U. for Room

Focus Area: University Avenue Design Recommendations

As the primary westbound arterial through campus, moving upwards of 35,000 vehicles per day, University Avenue offers both opportunities and constraints in regard to future design considerations. Although the corridor is a city of Madison right-of-way, the University is interested in its design and function to enhance connectivity, user comfort and safety, stormwater treatment, and overall streetscape quality to reflect a world class institution within the city. University Avenue is the first impression by which many people experience the campus; therefore, recommendations will be less about getting people from point A to point B and more about the functionality and comfort of the corridor for all users. Major recommendations are based on long-term visioning, with the understanding University Avenue was recently resurfaced in 2011. The addition of a 'cycle-track' or urban bike path, is the primary move to combine cyclists into a single protected two-way lane along the south side of University Avenue. This will allow for the introduction of terrace plantings, including street trees, as well as removing the current conflicts that exist with the west bound bike lane



Existing University Avenue Section



Proposed University Avenue Section

located between the vehicle lane and buses. Turn lanes, bike boxes, dedicated traffic signals, and street trees would further improve safety and usability for students and community members less comfortable with on-street bike facilities. The potential exists to both calm traffic, increase safety, and announce the campus.

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Recent Events


*City of Madison Planning Meeting
June 2, 2016*

*Daytime Campus Presentation
Draft Master Plan Presentation
June 17, 2016*

*Technical Coordinating Committee
Leaders - First Draft Report Reviews
June 20 - June 28, 2016*

*Campus Design Guidelines (FP&M)
June 6 - July 29, 2016*

*Landscape and Open Space Design
Guidelines Meeting
June 24, 2016*

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What's Coming Up?

*Downtown Madison, Inc.
Parking & Transportation Committee
July 8, 2016*

*Joint Southeast Campus Area
Committee
July 18, 2016*

*UW-Madison Design Review Board
July 19, 2016*

*City of Madison Mayor Meeting
August, 2016*

*Joint West Campus Area Committee
August 24, 2016*

*Executive Leadership Team
September 13, 2016*

**Public Open House #6
Rev. Master Plan Presentation
September 13, 2016**

2015 Campus Master Plan Update

Newsletter










Campus Design Neighborhoods

The 2015 Campus Master Plan Update outlines nine (9) campus design neighborhoods based on design themes, functions, programs and/or land-use within these districts. These design neighborhoods represent a complex nested arrangement of compositions and are intended to blend across boundaries. They provide the organizational structure for the proposed Building Design Guidelines. While it may be difficult to differentiate the adjacent campus design neighborhoods of the *East Campus* and the *South Campus* there is a noticeable difference between *East Campus* and *West Campus*. Neighborhoods further from each other contain fewer similarities. The landscape matrix throughout campus becomes the connective tissue, instilling a sense of place and continuity.



Campus Design Neighborhoods

It is important to understand and respect the special characteristics of these neighborhoods in order to successfully implement the Master Plan recommendations. In the end, the way that the campus community and visitors experience the campus is important. It must be seen as both cohesive and functional while ensuring comfort and beauty. It should afford all users an intellectually, socially, and personally transformative experience. Take a walk around campus today and see if you can discover where design neighborhoods meet and how topography and streets create logical points of differentiation: Campus design neighborhoods consist of the following:

-  Recreation Neighborhood
-  Health Sciences Neighborhood
-  Federal Neighborhood
-  Near West Campus Neighborhood
-  Lakeshore Neighborhood
-  Historic Campus Neighborhood
-  East Campus Neighborhood
-  South Campus Neighborhood
-  Event Center Neighborhood

2015 Campus Master Plan Vision

What is the vision for the 2015 Campus Master Plan Update and how does it relate to the 2005 Campus Master Plan? The 2005 Plan was focused on the programmatic capacity (gross square feet-GSF) of our 936 acres of land. As a result of that plan it was determined that the campus had space to grow within its 'Development Plan Boundary' by more than 7 million GSF. The university concluded that the capacity was sufficient for long-term growth and adopted the 2005 tag line of "Recreating Ourselves in Place" to reaffirm our commitment to our existing land area. The 2015 Campus Master Plan picks up where the 2005 Plan left off and focuses its attention on the spaces between the buildings. The vision and tag line this time around revolves around the following two themes:

■ Extending Our History

The 2015 Campus Master Plan captures the best characteristics of our historic campus core, and extend and strengthen them throughout our evolving campus. These include: the careful balance of mixed-use buildings of architectural prominence surrounding and defining well-designed open spaces; the ease and safety of walking, biking, and busing with careful interaction with vehicles; the identifiable indoor and outdoor places for people to gather and exchange ideas; and the preservation and engagement of places of respite for humans and habitat, for flora and fauna.

■ Embracing Our Future

Continue to recreate ourselves in place, while reducing the impact of the campus and its activities on our environment. The physical campus shall support the university as a preeminent center for discovery, learning, and engagement. As the campus infiltrates and treats not only the stormwater that falls upon it, but also a portion of water from the region, the waters of Lakes Mendota and Monona will be cleaner. As we continue our national leadership in support of the region's growth toward a more balanced and effective transportation system we will promote our resource stewardship and improve our delivery of service, efficiency, and sustainability.

2015 Campus Master Plan Update Website:

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Recent Events


*Downtown Madison, Inc.
Parking & Transportation Committee
July 8, 2016*

*Joint Southeast Campus Area
Committee
July 18, 2016*

*Consultant Team Meeting: Landscape
July 19, 2016*

*UW-Madison Design Review Board
July 19, 2016*

*Consultant Team Meeting:
Stormwater & Green Infrastructure
July 20, 2016*

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What's Coming Up?

*City of Madison Mayor Meeting
August, 2016*

*UW-Madison VCFA Briefing
August, 2016*

*City of Madison Submittal Review
September, 2016*

*Executive Leadership Team
September 13, 2016*

**Public Open House #6
Rev. Master Plan Presentation
September 13, 2016**

*Joint West Campus Area Committee
October 26, 2016*

*Joint Southeast Campus Area Committee
October 10, 2016*

** Refreshments provided*

2015 Campus Master Plan Update

Newsletter

Campus Master Plan Update: Campus Design Guidelines

What should the physical campus look and feel like? The Campus Design Guidelines serve as a tool in the project delivery process to establish a framework for discussion between project designers, the campus community, UW System,



View toward Lake Mendota over N. Charter Street

the State's Division of Facilities Development, the city, and other stakeholders, while striving to maintain and enhance the university's sense of place for generations to come. In the end, the way that the campus community and visitors experience the physical campus is important. They must see it as sublime and functional at the same time. It must also be sustainable and make them feel comfortable. The designers' role is to help create appropriate places within the larger context of the campus community. Success is defined not by the solo structure, but by the integration and enhancement of the whole. Therefore, guidelines are necessarily flexible and based more on performance than prescription. Ultimately, the campus environment should afford all users an intellectually, socially, and personally transformative experience.

The Campus Design Guidelines include the following elements:

- Introduction and Campus Character
- Landscape Standards
- Streetscape & Transportation Standards
- Stormwater & Green Infrastructure Standards
- Campus Design Neighborhood Guidelines
 - Massing & Scale
 - Building Heights
 - Build-To Dimensions
 - Landscape Guidelines
 - Materials & Styles

Revised Draft Open House: Tuesday, September 13, 2016

Dinner and a presentation? Okay, we're not providing dinner*, just the Campus Master Plan presentation, but you are more than welcome to choose from the variety of options (food and/or drink) on the first floor of Union South and bring your selections to Varsity Hall on the second floor to hear about the future of the UW-Madison campus. Bring a friend and your questions on Tuesday, September 13, 2016 at 7:00 PM to Union South in the heart of the UW-Madison campus. The 'Revised Draft Final Master Plan' presentation is anticipated to be a 60-minute informal presentation with Q&A to follow. We are currently 78% of the way through the two-year update process and are refining the content and recommendations. Your thoughts will be critical as this is the last open house before the final roll out of the plan in early 2017 following City of Madison formal approval.



9/13/16 Open House Announcement

Remember you can still review and comment on the latest materials in our on-line engagement 'Workshop'. Your time and effort is appreciated. Hope to see you there. On Wisconsin!

Revised Draft Final Master Plan Open House

September 13, 2016 - 7:00 PM

Union South, Varsity Hall

Parking Information PDF

** Cookies and Lemonade provided*

**2015 Campus Master Plan
Update Website:**

www.masterplan.wisc.edu



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UNIVERSITY OF WISCONSIN-MADISON

Newsletter Issue 18, September 2016

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Recent Events

UW-Madison VCFA Briefing
August 2016

City of Madison Leadership Meeting
August 31, 2016

City of Madison Draft Reviews:
Planning, Zoning, Traffic &
Stormwater Engineering
August - September 2016

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What's Coming Up?

Clean Lakes Alliance Presentation
September 8, 2016

Executive Leadership Team
September 13, 2016

Public Open House #6*
Rev. Master Plan Presentation
September 13, 2016

30 N. Mills FP&M Staff Open House-
Master Plan Information Station
September 14, 2016

WARF Board of Trustees Meeting
September 23, 2016

Joint West Campus Area Committee
October 26, 2016

Joint Southeast Campus Area Committee
October 10, 2016

UW Faculty Senate Presentation
November 7, 2016

* Refreshments provided

2015 Campus Master Plan Update

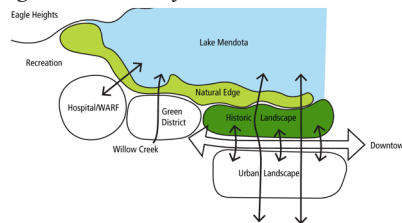
Newsletter

Campus Landscape 'Big Moves'

The Landscape Master Plan has identified three 'big moves' to help define how the campus landscape will both preserve and enhance the quality of our exterior environment. Central to these ideas is the acknowledgment, reference, and connection to Lake Mendota, and within the context of the greater city and region.

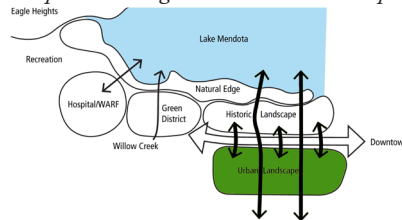
Celebrate the Central Campus Core

A strong sense of scale, order, and abundant green spaces form the historic core of campus. The classical collegiate feel of this landscape combined with its proximity to the lakeshore, make it a case study for application throughout the rest of campus to strengthen our identity and cohesiveness.



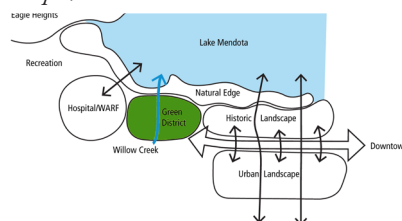
Strengthen Cross Campus Connections

University Avenue remains a strong divide between the Historic and South Campus. A mixed urban environment with minimal green spaces defines the area. Increasing the urban forest canopy and reinvigorating the streetscapes will create a new pedestrian oriented character that will provide a more expressive collegiate urban South Campus.



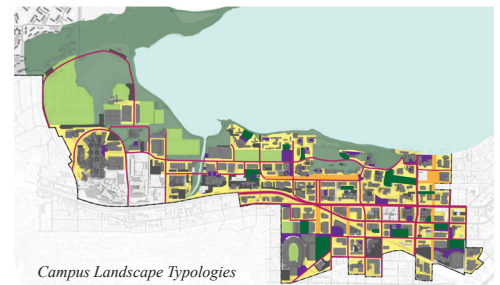
Develop a Near West Campus 'Green District'

The Near West Campus character is defined by the sprawling nature of its arrangement and auto-centric scaled spaces in which surface parking lots and nondescript voids dominate the visual experience. The idea is to redefine this area as a living laboratory, characterized by sustainable development, working landscapes, and a revitalized Willow Creek.



Landscape Typologies Defined

The UW-Madison campus is a diverse composition of outdoor spaces that have developed over time. A campus-wide landscape framework plan has been defined for the application of design guidelines and maintenance standards, and to understand how the pieces relate to the whole. This structure is broken into eight (8) typologies (Refer to Issue 12, March 2016 Newsletter). The Landscape Master Plan has identified these classification areas which are briefly defined below:



Campus Greens: Quintessential collegiate landscapes, characterized by large lawns surrounded and framed by large tree canopies.

Campus Malls: The primary pedestrian corridors and circulation spines that serve to structure the campus landscape.

Courtyards, Plazas, Terraces, & Gardens: Architecturally defined spaces supporting social gatherings and intimate reflection.

Campus Supportive Landscapes: The interstitial spaces of campus. They are the connective areas between buildings and provide visual continuity across the campus.

Naturalized Landscapes: The identifiable character of the Lakeshore Nature Preserve, these areas are naturalized in appearance, yet are designed and managed for human use.

Athletics & Recreation: Areas that allow for recreational activity and physical well being.

Streetscapes: Further defined based on road classifications, these areas share a common theme of pedestrian orientation and efficient multi-modal travel.

Parking & Service: A utilitarian typology that occupies a significant portion of campus. Value will be added if these areas can be designed into their landscape context.

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September 8, 2016*

*Executive Leadership Team
September 13, 2016*

Public Open House #6*
Rev. Master Plan Presentation
September 13, 2016

*30 N. Mills FP&M Staff Open House-
Master Plan Information Station
September 14, 2016*

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What's Coming Up?

*30 N. Mills FP&M Staff Open House-
Master Plan Information Station
September 28, 2016*

*SMPH Space Advisory Committee
October 26, 2016*

*Joint West Campus Area Committee
October 26, 2016*

*Joint Southeast Campus Area Committee
October 10, 2016*

*UW Faculty Senate Presentation
November 7, 2016*

*Ye Ol' War Club
(Retired UW Faculty/Staff)
December 13, 2016*

*City of Madison Committees
November 2016 - February 2017*

2015 Campus Master Plan Update

Newsletter

2015 Utility Master Plan Summary

The 2015 Utility Master Plan report is an update to the 2005 plan and includes information regarding the existing utility distribution systems as well as recommendations as to how the campus utilities should be modified and expanded to accommodate the proposed ultimate campus build-out. The update specifically targeted the infrastructure of steam, chilled water, electrical power, and renewable energy in the context of the sanitary and domestic water analysis and recommendations. It is critical that all proposed utility infrastructure recommendations relate back to the future development phasing schedules to ensure capacity and physical space availability. A summary of the systems is listed below.



Steam System: There are over 25 miles of steam and condensate piping serving the campus with steam delivered to nearly every building on campus. The steam is provided by three facilities on the UW-Madison campus; Charter Street Heating Plant, Walnut Street Heating Plant, and the West Campus Cogeneration Facility, creating a total maximum capacity of 2,300,000 pounds per hour with a firm capacity¹ of 2,000,000 pounds per hour. As an energy provider, the university has tremendous fuel diversity enabling steam generation to be cost economical. It is recommended to consider the use of back pressure steam turbine generators at larger buildings to further enhance electricity generation.

Chilled Water System: The chilled water system consists of nearly 8 miles of piping consisting of a combination of direct buried pre-stressed concrete piping and ductile iron or steel piping installed in walkable tunnels. There is a long history of using chilled water on campus for air conditioning and the three plants combine to provide 75,700 tons of capacity to the campus. Chilled water is supplied at 39F to 40F to the campus loop. Efficiency increases are recommended through

the use of a chilled water thermal energy storage system to produce chilled water more efficiently via lower temperature condenser water.

Electrical Power System: The primary electrical system serving campus uses a combination of 4.16 kV and 13.8 kV distribution voltages. Electric power is purchased from Madison Gas and Electric at 13.8 kV and transformed on campus to the required distribution voltage. As the electric system is expanded to accommodate future load growth on campus the following general guidelines have been recommended:

- The addition of 13.8 kV circuit breaker connections for proposed buildings,
- Ensure system redundancy and reliability to maintain certifications and grant eligibility to meet the needs of research and associated building uses,
- The addition of heavy tie feeders between key campus switching stations to support backup power availability across campus.

Renewable Energy: The university remains committed to investigating and expanding the existing use of renewable energy sources and sustainable design. Renewable systems have been implemented across campus in building retrofits as well as completed new construction projects. The use of renewable energy strategies supports the university's goals per the 2010 Sustainability Initiative Task Force to: reduce existing building energy use; maximize purchase and generation of sustainable alternative power; and ensure robust tracking of consumption and emissions. Recommendations of the Utility Master Plan include the incorporation of renewable energy into campus design and the purchase of 'green power' from the electrical grid. Wind, photovoltaics, solar thermal hot water, and transpired solar collectors are identified as additional options and applicable based on the campus context and proposed future developments.

¹ Firm Capacity - A calculation determined by the total system capacity after subtracting off the largest system unit.

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October 26, 2016

Joint West Campus Area Committee
October 26, 2016

Campus Planning Committee
October 27, 2016

Joint Southeast Campus Area Committee
October 31, 2016

UW Faculty Senate Presentation
November 7, 2016

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What's Coming Up?

University Staff Congress
November 21, 2016

Neighborhood Open House
December 12, 2016

Urban Design Commission
December 2016

Ye Olde Warre Club
December 13, 2016

Joint Southeast Campus Area Committee
January 16, 2016

Kauffman Institute Seminar
January 20, 2016

Joint West Campus Area Committee
January 25, 2016

City of Madison Committees
December 2016 - February 2017

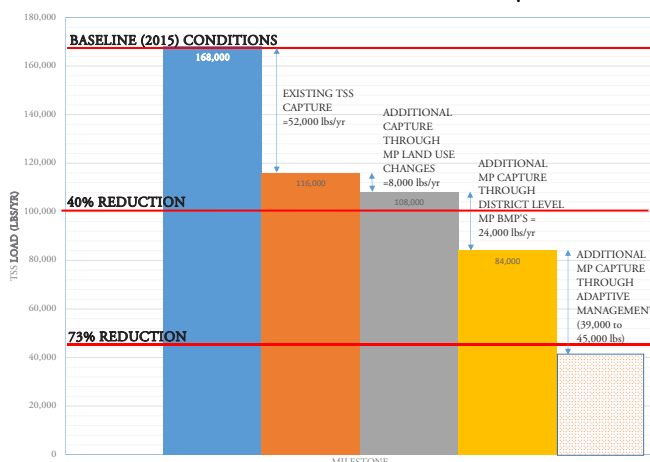
2015 Campus Master Plan Update

Newsletter

Summary: Green Infrastructure & Stormwater Management Master Plan

The Green Infrastructure & Stormwater Management Master Plan charts a course for the campus to integrate stormwater management into the campus landscape through a green infrastructure first and gray infrastructure second approach. As a component of the 2015 Campus Master Plan Update this appendix plan contributes to the campus vision of managing and celebrating our resources, revitalizing outdoor spaces, and being good stewards of the entire Yahara Lakes watershed.

The plan suggests both structural and non-structural (vegetative) approaches to achieving green infrastructure/stormwater management goals and estimates potential progress toward meeting and/or exceeding regulatory objectives offered by identified practices. Implementation of plan initiatives offers both opportunities for enhancing green infrastructure and challenges associated with modification of long established land use and drainage patterns. Within the context of green infrastructure and stormwater management planning, the primary objective is to identify green infrastructure opportunities so that they can be appropriately



The figure to the left uses software analysis to determine the existing campus Total Suspended Solid (TSS) runoff loading and indicates the best management practices recommended by the plan and corresponding TSS reductions anticipated from each practice. NOTE: Phosphorus accommodated as a percentage of TSS.

40% Reduction Line:

UW-Madison reduction commitment to achieve the Wisconsin Pollutant Discharge Elimination System requirements.

73% Reduction Line:

UW-Madison's share of the Rock River Watershed reduction requirement.

This report builds on conclusions of the previous 2008 and 2011 stormwater management studies and offers a framework for advancing our progressive campus green infrastructure. Goals and objectives were developed through review of current regulatory requirements, meetings with state and local officials, discussions with campus staff, and collaboration with the ad hoc Green Infrastructure Technical Coordinating Committee. The committee was comprised of faculty, Facilities Planning and Management staff, and the consultant team and met on six occasions through the course of the project to offer direction on the course of stormwater management and green infrastructure planning efforts. The following stormwater management and green infrastructure goals were collaboratively developed through this process:

Goal #1: Implement stormwater practices and policies that contribute to healthy Yahara Lakes.

Goal #2: Integrate research and learning into the campus stormwater management approach.

Goal #3: Connect campus stormwater management to the wider Yahara Lakes watershed community.

budgeted and accommodated during building projects. A secondary purpose is to identify and quantify possible impacts of master plan implementation on stormwater runoff so that appropriate land use decisions can be made or measures incorporated to address potential adverse impacts. Understanding and documenting these potential impacts will assist UW-Madison in reaching and exceeding permit compliance while informing strategies for meeting future compliance milestones.

Due to land use and available area there is not 'one' solution for application across the campus, rather a series of integrated practices at various scales will be required to meet our regulatory requirements, educational goals, and stewardship land ethics.

Green Infrastructure & Stormwater Management Master Plan

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*UW Faculty Senate Presentation
November 7, 2016*

*University Staff Congress
November 21, 2016*

*City of Madison Planning Staff
November 30, 2016*

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*Neighborhood Open House
December 12, 2016*

*Urban Design Commission
December 2016*

*Ye Olde Warre Club
December 13, 2016*

*City of Madison Planning Staff
December 16, 2016*

*Kauffman Institute Seminar
January 20, 2016*

*Joint Southeast Campus Area
Committee
January 23, 2016*

*Joint West Campus Area Committee
January 25, 2016*

*City of Madison Committees
December 2016 - February 2017*

2015 Campus Master Plan Update

Newsletter

Summary: Long Range Transportation Plan-Parking

The UW-Madison Long Range Transportation Plan presents several recommendations for the university to effectively and efficiently provide and manage parking in conjunction with proposed campus development.

- Continue to be national leaders in Transportation Demand Management (TDM) and alternative commuter solutions.
- Maintain current parking ratios for faculty and staff. Work to shift UW Hospital employee and other faculty and staff parking demand off campus through enhanced park-and-ride transit service.
- Add 2,000 parking spaces over the next 20-40 years for visitors and provide swing space to accommodate phased parking development and building construction.
- Continually monitor future transportation trends, especially those related to autonomous vehicles and ride-sharing. Do not overbuild parking supply and consider reuse of any proposed structured parking sites.
- Where possible, remove surface parking lots and consolidate parking supply into centrally located parking structures to allow for green space and campus development, increase parking efficiency, and improved water quality by reducing the amount of impermeable campus surfaces.



Recommended parking additions and reductions are depicted in the figures above. Additions and reductions result in the following visitor net increases by district:

- West Campus: +689 spaces
- Near West Campus: +81 spaces
- Central Campus: +615 spaces
- South Campus: +615 spaces



Neighborhood Open House: Dec. 12, 2016

7:00PM Gordon Dining & Event Center
770 W. Dayton Street

Room: 2nd Floor Sonata Room

Parking Information PDF

- Lot 94 Free after 4:30
- Lots 48, 69, 78, 87, 91
- Free w/UW permit after 4:30PM
- Fluno Center, Lake & Johnson Ramp,

The University of Wisconsin-Madison invites you to a Campus Master Plan neighborhood open house. There will be a 60-minute presentation with Q&A to follow with the UW project team members and City of Madison zoning staff. The project is currently closing in on its official land use application submittal to the Plan Commission. This submittal will be the formal city request to establish Campus-Institutional (CI) District zoning for a majority of the University's land within the designated Campus Development Plan Boundary. As described in Sec. 28.097 of the Madison General Ordinance, the Campus-Institutional District was created in part to recognize the city's major educational institutions and the special characteristics of such areas along with their impact and interaction in the greater community. It is a method to better coordinate City and institutional planning goals as well as allow the broader community to more fully understand future development goals and objectives. Ultimately, CI District zoning will place more importance on our existing joint neighborhood campus area committees and the UW Design Review Board, helping to coordinate capital planning projects and reducing city resources required for campus development projects.

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