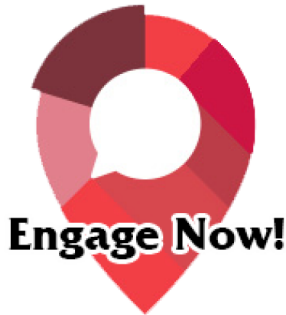




# 2015 Campus Master Plan Update

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*Your voice is important and we want to hear from you! Join the campus community on our "Engage UW-Madison" interactive website and provide feedback to questions and see what others are thinking!*

**No Sign-in required**



DRAFT Final Master Plan documents are now available.

Welcome to the website of the 2015 Campus Master Plan Update for the University of Wisconsin-Madison.

Here you will find important information related to the process and how you can make your voice and ideas heard. This site will be continually updated throughout the process and is designed to answer questions about the Campus Master Plan Update and encourage community and campus participation through its two-year development.

The need for a Campus Master Plan is rooted in Wisconsin Statutes 13.48(1), which requires all institutions to develop a long range facilities plan. UW Board of Regents policies also include planning principles that require facilities be planned to be responsive to programs and the way they are delivered; that our physical environment is planned such that it contributes

## **IMPORTANT NEWS & DATES**

[Village of Shorewood](#)

[Hills presentation](#) - 3/13/17

[Bird Collisions & Architecture: 04/07/17](#)  
[Panel Discussion & Presentation](#)

[Open House #7-Neighbors](#) - 12/12/16

[Open House #6 presentation](#) - 09/13/16

[Open House #6 press release](#) - 09/11/16

[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

[Inside UW news article](#) - 11/04/14

[UW Strategic Framework 2015-2019](#)

### **Master Plan Meetings:**

#### **Public Open House Meetings**

On the 'Community Engagement' page

#### **Committee Meeting Minutes**

On the 'Current Information' page

#### **Interactive Website Comments**

On the 'Current Information' page

## Tweets by @UWFacilities



**UW Facilities**  
@UWFacilities

SERVICE OUTAGE: Van  
Vleck Hall Water Main Break  
[Closed] more info at  
[bit.ly/2guZ8G2](http://bit.ly/2guZ8G2)

3h



**UW Facilities**  
@UWFacilities

SERVICE OUTAGE: Van  
Vleck Hall Water Main Break  
[Open] more info at  
[bit.ly/2guZ8G2](http://bit.ly/2guZ8G2)

[Embed](#)

[View on Twitter](#)

aesthetically and physically to the overall education experience; and, to make optimal use of existing facilities through renovation, conversion and remodeling whenever possible.

Every 10 years, Facilities Planning & Management works with a team of planning consultants and the university community to update the university's Campus Master Plan. The Master Plan Update will serve as a tool to help establish a continuing framework to guide the orderly growth and development of the campus while protecting and enhancing important open spaces as well as historic and cultural landscapes. The Campus Master Plan will be consistent with and support the university's current mission, vision and strategic plan. The plan will also be sufficiently flexible to accommodate ongoing change that is typical in a dynamic higher education learning environment during the next 10 years. The planning horizon will look out 20 years into the future to determine the appropriate level of future growth for the campus. The planning process used for the Campus Master Plan Update will be fully transparent and engaging for the entire campus community, from our faculty, staff and students to the surrounding local community.

The Master Plan also draws upon previous physical planning efforts, including the [2005 Campus Master Plan](#) as well as various technical, historic and cultural plans available on the [Campus Planning and Landscape Architecture](#) website.

Click '[Current Information](#)' for Questions for Response, Newsletters, Presentations and Meeting Minutes

### **General Schedule:**

Finalize communications plan June - July 2014

Identify and select consultant July - August 2014

Initiate project and engage constituency groups

**September 2014 – April 2015**

Analyze opportunities and constraints

**May 2015 – September 2015**

Present analysis information - public forum

**September 2015**

Develop initial concepts

**September 2015-December 2015**

Present alternatives - public forum

**May-August 2016**

Present final draft concept plans - public forum

**October 2016**

Finalizing plans and supporting materials

**November 2016-February 2017**

Share final documents with stakeholders groups and obtain city of Madison zoning approvals

**March 2017+**

### **Contact Us**

#### **2015 Campus Master Plan Update**

UW-Madison Project Team  
[masterplan@fpm.wisc.edu](mailto:masterplan@fpm.wisc.edu)

### **Facilities Planning & Management**

30 N. Mills Street, 4th Floor | Madison, Wisconsin 53715-1211  
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# 2015 Campus Master Plan Update

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The 2015 Campus Master Plan Update will provide direction for future building sites and/or building additions, recognize historic preservation considerations, 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. The four focus areas of the master plan include:

## Master Plan Goals (unabridged goals)

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

## Master Plan Focus Areas

- 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 existing campus transportation facilities and update the long range transportation plan.
- Coordinate all master plan recommendations with the university's current or recently completed utility improvement projects including the 2005 campus utility master plan.

## Your voice is important to the process!

We understand that enduring places evolve by people working and interacting in concert to achieve what they might not achieve alone. There is a robust tradition of shared decision making and transparency here at UW that is deeply rooted in the 2015 Campus Master Plan Update. Join the campus community on our "[Engage UW-Madison](#)" interactive website and provide feedback to questions and see what others are thinking.

## Consultant Team:

[SmithGroupJJR](#) - A nationally recognized multi-disciplinary planning and design firm acting as the project lead

[Hoerr Schaudt](#) - Landscape master planning, historic and cultural landscape planning and site design guidelines

[Kimley Horn & Associates](#) - Transportation, parking and civil engineering services

[Affiliated Engineers](#) - Utilities planning

## Q's, Comments & Feedback:

The best way to have your voice and ideas heard and recorded is through the UW-Madison Campus Master Plan Update interactive web portal: "[Engage UW-Madison Master Plan](#)" Here you can leave suggestions, answer pointed questions to help direct plan decisions and check out what others are thinking. If you want to send a message to the project manager at UW:

Gary Brown, PLA, FASLA  
 Director, Campus Planning & Landscape Architecture  
 Director, Lakeshore Nature Preserve  
[masterplan@fpm.wisc.edu](mailto:masterplan@fpm.wisc.edu)  
 University of Wisconsin-Madison  
 Facilities Planning & Management



### Organizational Chart Committees

- Executive Leadership Team
- FP&M Core Internal Staff
- Campus Planning Steering Committee
- Technical Coordinating Committee
- Campus Community Constituent Groups



### Contact Us

#### 2015 Campus Master Plan Update

UW-Madison Project Team  
[masterplan@fpm.wisc.edu](mailto:masterplan@fpm.wisc.edu)

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## Current Information

### City of Madison Campus-Institutional District DRAFT Master Plan Materials

Best viewed in '2-page' view. Note PDF's are lo-resolution for web viewing.

#### Campus Institutional District Master Plan

- [Forward](#)
- 1. [Background & History](#)
- 2. [Mission & Guiding Principles](#)
- 3. [Facilities Plan: Existing Conditions](#)
- 4. [Facilities Plan: Proposed Conditions](#)
- 5. [Proposed Project Phasing](#)
- 6. [Design Review Process](#)
- 7. [Campus Design Guidelines & Standards](#)
- 8. [Neighborhood Coordination](#)
- 9. Amendments to Approved Campus Master Plan
- 10. [Long Range Transportation Plan](#)

### City Approval Process:

#### 3/22/17 - Informational Meeting

##### **Joint West Campus Area Committee**

- [Agenda & Meeting Information](#)
- [Presentation](#)
- [Meeting Comments](#)

#### 4/05/17 - Application Submittal

##### **City of Madison Planning Department**

- [Submittal Materials](#)

#### 5/23/17 - Informational Meeting

##### **Pedestrian Bike Motor Vehicle Commission**

- [Agenda & Meeting Information](#)
- [Presentation](#)
- Meeting Comments

#### 5/24/17 - Action

##### **Urban Design Commission (UDC)**

- [Agenda & Meeting Information](#)
- [Presentation](#)
- [Meeting Comments](#)

#### 6/07/17 - Recommendation

##### **Joint West & Joint Southeast Campus Area Committee (Combined Meeting)**

- [Agenda & Meeting Information](#)
- [Presentation](#)
- [Joint West](#) / [Joint Southeast](#) Comments

#### 6/19/17 - Action

##### **City of Madison Plan Commission**

- [Agenda & Meeting Information](#) (#'s 15-20)

## Additional Supporting Materials

- [Cover Letter](#)
- [Executive Summary](#)
- [Land Use Submittal Map & Graphics](#)
- [Neighborhood Notification Email](#)
- [Zoning Amendment Exhibits](#)

## Newsletter

- Compilation [link](#) of all newsletters

## Campus Visit Public Presentations

- [Open House #1 Presentation](#) (04/28/15) - Project Kick-Off
- [Open House #2 Presentation](#) (09/15&16/15) - Analysis & Framework
- [Open House #3 Presentation](#) (10/27/15) - Alternatives
- [Open House #4 Presentation](#) (02/24/16) - Draft Preliminary Master Plan
- [Open House #5 Presentation](#) (04/13/16) - Revised Preliminary Master Plan
- [Open House #6 Presentation](#) (09/13/16) - Draft Final Master Plan

## Campus Master Plan Document Composition

- The "2015 Campus Master Plan Update" is comprised of the Executive Summary, the Technical Document, which includes four (4) supporting appendix documents; Landscape Master Plan, Utility Master Plan, Long Range Transportation Plan, and Green Infrastructure & Stormwater Management Master Plan. The Campus Design Guidelines complete the document composition. The schematic graphic below indicates how the components work together to create the 'Master Plan.'

- [Adopt Master Plan Section 28.022-00289](#)
- [Rezone Creating Section 28.022-00283](#)
- [Rezone Creating Section 28.022-00284](#)
- [Rezone Creating Section 28.022-00285](#)
- [Rezone Creating Section 28.022-00286](#)
- [Amend Section 28.097\(7\) of MGO](#)
- Meeting Comments

## 7/18/17 - Approval

### City of Madison Common Council

- Agenda & Meeting Information
- Meeting Comments

## Committee Meeting Minutes:

### Campus Planning Committee

#### **Meeting #1 - March 26, 2015**

#### **Meeting #2 - July 30, 2015**

- Campus Analysis Presentation

#### **Meeting #3 - Sept. 17, 2015**

#### **Meeting #4 - Dec. 10, 2015**

#### **Meeting #5 - Feb. 25, 2016**

#### **Meeting #6 - April 14, 2016**

### Technical Coordinating Committee

#### **Meeting #1 - March 26, 2015**

#### **Meeting #2 - April 15, 2015**

#### **Meeting #3 - April 28, 2015**

#### **Meeting #4 - July 30, 2015**

- Land Use Analysis Presentation
- Landscape & Open Space Presentation
- Green Infrastructure Presentation
- Transportation & Parking Presentation
- Utilities Presentation

#### **Meeting #6 - Sept. 16, 2015**

#### **Meeting #8 - December 9, 2015**

#### **Meeting #10 - February 24, 2016**

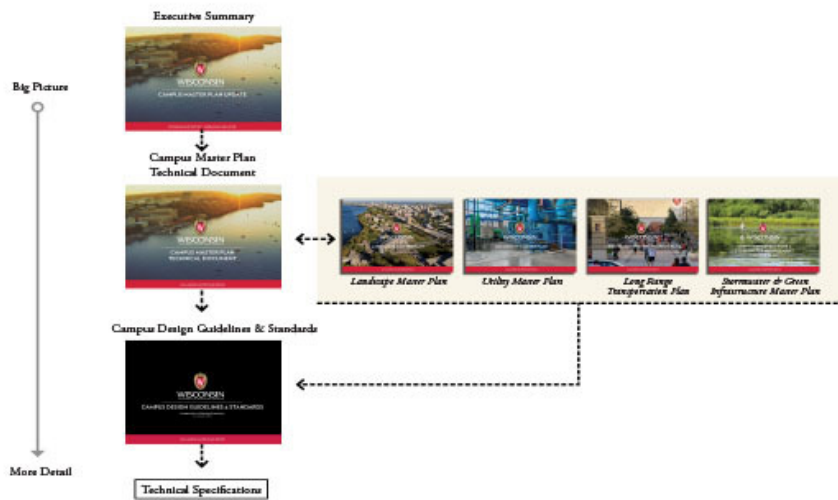
#### **Meeting #11 - April 13, 2016**

### City of Madison Approval Process

#### **Plan Commission - Analysis August 24, 2015**

#### **PBMV Commission - November 24, 2015**

## DOCUMENT COMPOSITION



## DRAFT Final Master Plan Document

Best viewed in '2-page' view. Note PDF's are lo-resolution for web viewing.

- [Executive Summary](#)
- [Technical Report](#)
- [Landscape Master Plan](#)
- [Utilities Master Plan](#)
- [Long Range Transportation Plan](#)
- [Green Infrastructure & Stormwater Management Master Plan](#)

## Campus Master Plan Graphics (click to enlarge)



## Campus Design Guidelines & Standards: *An Approach to a Pleasing Composition*

The purpose of the UW-Madison Campus Design Guide is to establish a framework for fruitful engagement between designers, the campus community, UW System Administration, the State's Division of Facilities Development, the city of Madison, the Village of Shorewood Hills, and other stakeholders as we collectively interpret the intent of the current Campus Master Plan. The ultimate goal of such an effort is to enhance the university's sense of place by creating a well-defined, functional, sustainable, beautiful and coherent campus environment that promotes intellectual and social exchange. These guidelines, therefore, are intended to help designers of landscapes and buildings look for common unifying

themes in order to strengthen the best physical features of the campus. They will also provide structure to the design review process to encourage design teams to leverage their creativity to ensure a harmonious balance between unity and uniqueness of designs within the overall campus context.

Draft v4.0 Campus Design Guidelines & Standards (lo-res for web viewing)

**Contact Us**

**2015 Campus Master Plan  
Update**

UW-Madison Project Team  
[masterplan@fpm.wisc.edu](mailto:masterplan@fpm.wisc.edu)

Facilities Planning & Management

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**No Sign-in required**

## Stakeholder Presentations

03-22-17: [Joint West Campus Area Committee](#)  
 03-20-17: [Village of Shorewood Hills](#)  
 03-08-17: [City of Madison UDC/Plan Commission](#)  
 02-03-17: [UW System Board of Regents](#)  
 12-14-16: [Long Range Transportation Planning Committee](#)  
 12-12-16: [Open House #7 - Neighborhoods](#)  
 11-07-16: [UW Faculty Senate](#)  
 10-31-16: [Joint Southeast Campus Area Committee](#)  
 10-27-16: [Campus Planning Committee](#)  
 10-26-16: [School of Medicine and Public Health](#)  
 10-26-16: [Joint West Campus Area Committee](#)  
 09-14-16: [FP&M Open House](#)  
 09-13-16: [Open House #6 Presentation](#)  
 07-08-16: [DMI Parking & Transportation Committee](#)  
 06-17-16: [Daytime Campus Presentation](#)  
 05-04-16: [Neighborhood Presentation - East & South](#)  
 05-02-16: [Neighborhood Presentation - West & South](#)  
 04-27-16: [Forest Products Laboratory](#)  
 04-18-16: [University Staff Congress](#)  
 04-11-16: [Joint Southeast Campus Area Committee](#)  
 03-24-16: [Downtown Madison Inc. Presentation](#)  
 03-23-16: [Joint West Campus Area Committee](#)  
 03-21-16: [UW University Committee](#)  
 03-14-16: [UW Academic Staff Assembly](#)  
 March 2016: [UW FP&M Divisions](#)  
 02-23-16: [UW Campus Designers Organization](#)  
 02-12-16: [Campus Transportation Committee](#)

## Public Open Houses:

### Neighborhood Presentation

**December 12, 2016**

Gordon Dining & Event Center

770 W. Dayton Street

Room: 2nd Floor - TBD

[Parking Information](#)

**Draft Final Master Plan + Approval Process**

### Open House #6

**September 13, 2016**

Union South

1308 W. Dayton Street

Varsity Hall 7:00-9:00 p.m.

**Draft Final Master Plan Presentation**

**Campus Master Plan Executive Summary**

### Daytime Presentation

**June 17, 2016**

Union South

1308 W. Dayton Street

Room: Check T.I.T.U. 12:00 Noon

**Draft Final Master Plan Presentation**

### Open House #5

**April 13, 2016**

Signe Skott Cooper Hall

710 Highland Avenue

Auditorium 7:00-9:00 p.m.

[Parking Information](#)

**Revised Preliminary Master Plan Presentation**

### Open House #4

**February 24, 2016**

Gordon Dining & Event Center

[02-12-16: Greenbush-Vilas Partners Presentation](#)  
[02-02-16: LA699 Health/Wellness Presentation](#)  
[11-24-15: City of Madison PBMV Commission](#)  
[11-23-15: Joint Southeast Campus Area Committee](#)  
[11-18-15: ASM - Sustainability Committee](#)  
[11-17-15: ASM - Shared Governance Committee](#)  
[11-16-15: Neighborhood Associations Presentation](#)  
[11-11-15: ASM - Leadership Committee](#)  
[11-03-15: UW Facility Manager Fall Meeting](#)  
[09-15-15: UWell Presentation](#)  
[Summer 2015: Neighborhood Associations](#)  
[05-04-15: UW Faculty Senate](#)  
[04-20-15: University Committee](#)  
[04-09-15: ASM - Shared Governance Committee](#)  
[Joint TCC Committees](#)

## Community Engagement

Your voice is important and we want to hear from you! Join our campus [“Engage UW-Madison”](#) community and stay in the know, provide feedback to plans and see what others are thinking!

The 'Engage' icon to the left will take you to the official Campus Master Plan social interaction web portal.

Why [“Engage UW-Madison”](#)?

[“Engage UW-Madison”](#) is a service the consultant team has utilized effectively in the past to solicit feedback and interact with campus and community members. UW campus leaders and those carrying out the master plan process will be connected to this site to monitor feedback as well as comment to questions. It allows us to connect in a manner outside the traditional venues of meetings and mailings.

This one-stop portal forms and responsive mobile platform that allows information to be gathered quickly and easily. It can engage people while they are out-and-about using their smartphones at meetings, in their homes, or on their tablets. The intuitive, simple structure helps participants

770 W. Dayton Street

Overture Room 7:00-9:00 p.m.

**[Draft Preliminary Master Plan Presentation](#)**

Open House #3

**October 27, 2015**

Health Sciences Learning Center (HSLC)

750 Highland Avenue

Rm 1325 7:00-9:00 p.m.

**[Master Plan Alternatives Presentation](#)**

Open House #2A

**September 15, 2015**

Health Sciences Learning Center (HSLC)

750 Highland Avenue

Rm 1325 7:00-9:00 p.m.

**[Analysis & Framework Presentation](#)**

Open House #2B

**September 16, 2015**

Gordon Event & Dining Center

770 W. Dayton Street

Sonata Room 7:00-9:00 p.m.

**[Analysis & Framework Presentation](#)**

Open House #1 (A&B)

**April 28 & 29, 2015**

**[Input and Information Gathering Presentation](#)**

## Press Releases & News:

Official releases, letters and articles in regard to the development of the master plan

[Inside UW news: Website](#) - 09/11/16

[Inside UW news: Website](#) - 04/12/16

[CALS Q&A with Gary Brown](#) - Spring '16

[Inside UW news: Website](#) - 02/23/16

[Inside UW news: Website](#) - 10/23/15

[Inside UW news: Website](#) - 9/11/15

[Inside UW news: Website](#) - 4/14/15

[Inside UW news: Focus](#) - 11/04/14

## “Engage UW” Summaries:

The following documents are snapshots from information received via the social

locate relevant information quickly and with no sign-in requirements the stress to entry is nonexistent.

interaction web portal at specific times during the master plan process

[Spring/Summer 2015](#)

[Fall/Winter 2015](#)

[Spring/Summer 2016](#)

[Fall/Winter 2017](#)

#### Contact Us

#### 2015 Campus Master Plan Update

UW-Madison Project Team  
[masterplan@fpm.wisc.edu](mailto:masterplan@fpm.wisc.edu)

#### Facilities Planning & Management

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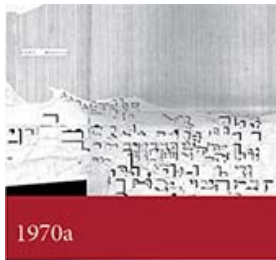
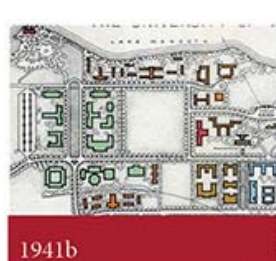
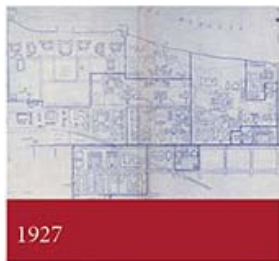
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## Historic Campus Plans



## Past Campus Plans

More than 80% of the 1996 master plan has been implemented. Many of the strategic elements of the 2005 master plan are also in progress with 35% completed by 2015.

The clickable images show more than 100 years of campus master plans at University of Wisconsin-Madison.

Learn more about past plans and the history of the UW-Madison campus by visiting the following:

[The University of Wisconsin Digital Collections](#)

[Historic Properties on Campus \(Map\)](#)

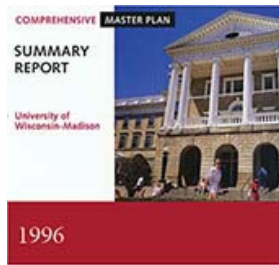
[\(List\)](#)

[Cultural Landscape Project](#)

[The Buildings of the University of Wisconsin \(Jim Feldman, 1997\)](#)

[Historical Timeline](#)





#### Contact Us

#### 2015 Campus Master Plan Update

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[masterplan@fpm.wisc.edu](mailto:masterplan@fpm.wisc.edu)

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## 2005 Master Plan

The 2005 Campus Master Plan is a dynamic guide for future campus growth, designating sites for immediate projects and providing a framework for future projects within the responsible carry capacity of this valued landscape. The master plan addresses both the location of buildings as well as the spaces created between buildings. By placing equal importance on both building and outdoor space, the plan sets a precedent that ensures the development of the campus will be in harmony with its natural environment, provide ample growth for programs and research, provide much needed outdoor gathering spaces, provide the necessary physical transportation connections across campus, and supply the necessary utility infrastructure to make it all prosper for future generations.

The following is the technical report that documents the entire 2005 Campus Master Plan process in detail. The reader is reminded that the master plan is a dynamic guide for future development that has changed over time. It is not prescriptive and does not include details of specific projects, timelines or budgets. Project details are developed as part of the university's biennial capital budget and a rolling horizon, six-year capital development plan approved by the Campus Planning Committee every two years. See links [here](#).

If at any time you have questions about the Campus Master Plan, its recommendations or about any physical planning & development issue on campus, please contact the Director of Campus Planning at [masterplan@fpm.wisc.edu](mailto:masterplan@fpm.wisc.edu).

[Executive Summary](#)[Cover Sheet](#)[Table of Contents](#)[Chapter 1 - Introduction](#)[Chapter 2 - Process](#)[Chapter 3 - Observations & Analysis](#)[Chapter 4 - Concept Development](#)[Chapter 5 - Final Plan & Phasing](#)[Chapter 6 - Design Guidelines](#)[Chapter 7 - Conclusion](#)[Chapter 8 - Acknowledgments](#)

## Appendix

[Long Range Transportation Plan](#)



#### Contact Us

#### 2015 Campus Master Plan Update

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## Frequently Asked Questions

### Q1: How can I give my input into the process?

*Multiple methods! If you are not currently a member of the variety of constituent groups who will be engaged throughout this process you can...*

*#1: Attend one of the evening Public Open Houses (home page right side bar).*

*#2: Email the Facilities Planning & Management project manager:*

*[masterplan@fpm.wisc.edu](mailto:masterplan@fpm.wisc.edu)*

*#3: [Contact your alder](#) for information*

### Q2: Why is the 2015 Campus Master Plan so important?

*Besides being required by Wisconsin Statutes 13.48(1), the UW Board of Regents policies also include required planning initiatives to ensure that facilities be planned to be responsive to the programs and the way they are delivered: that our physical environment is planned such that it contributes aesthetically and physically to the overall education experience: and, to make optimal use of existing facilities through renovation, conversion and remodeling whenever possible. Furthermore, it is important for us to have a City of Madison approved master plan per the zoning code (updated every 10 years), for the mutual benefit of each agency's long-range planning initiatives.*

### Q3: Is there a mailing list I can get on to receive updates about the process?

*You can send your email to [masterplan@fpm.wisc.edu](mailto:masterplan@fpm.wisc.edu) to receive pertinent updates.*

### Q4: Who can I contact if I'd like more information on the process?

*The intent is that this website would provide all visitors with the necessary information, but if you are not finding what you are looking for you can email the Facilities Planning & Management project manager: [masterplan@fpm.wisc.edu](mailto:masterplan@fpm.wisc.edu)*

### Q5: Who should I contact about media requests (graphics, statements, information?)

*Please email the Facilities Planning & Management project manager: [masterplan@fpm.wisc.edu](mailto:masterplan@fpm.wisc.edu).*

### Q6: What is the plan for the U-Bay recreational fields?

*The Master Plan Update will continue to show this area as it currently exists, striped turf facilities.*

### Q's, Comments, & Feedback:

The best way to have your voice and ideas heard and recorded is through the UW-Madison Campus Master Plan Update interactive web portal: "[Engage UW](#)" Here you can leave suggestions, answer pointed questions to help direct plan decisions and check out what others are thinking.

If you want to send a message to the project manager at UW:

Gary Brown, PLA, FASLA

Director, Campus Planning & Landscape Architecture

Director, Lakeshore Nature Preserve

[masterplan@fpm.wisc.edu](mailto:masterplan@fpm.wisc.edu)

University of Wisconsin-Madison

Facilities Planning & Management



## Q7: What's going on with parking?

Proposed Reductions and Additions are identified in these exhibits.

### Contact Us

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[masterplan@fpm.wisc.edu](mailto:masterplan@fpm.wisc.edu)

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