



WISCONSIN  
UNIVERSITY OF WISCONSIN-MADISON

# CAMPUS MASTER PLAN

*“A Collaborative Vision for the Future Campus Landscape”*

---

Gary A. Brown, PLA, FASLA  
Association of University Landscape Architects  
April 21, 2017

EXTENDING OUR HISTORY - EMBRACING OUR FUTURE

# AGENDA

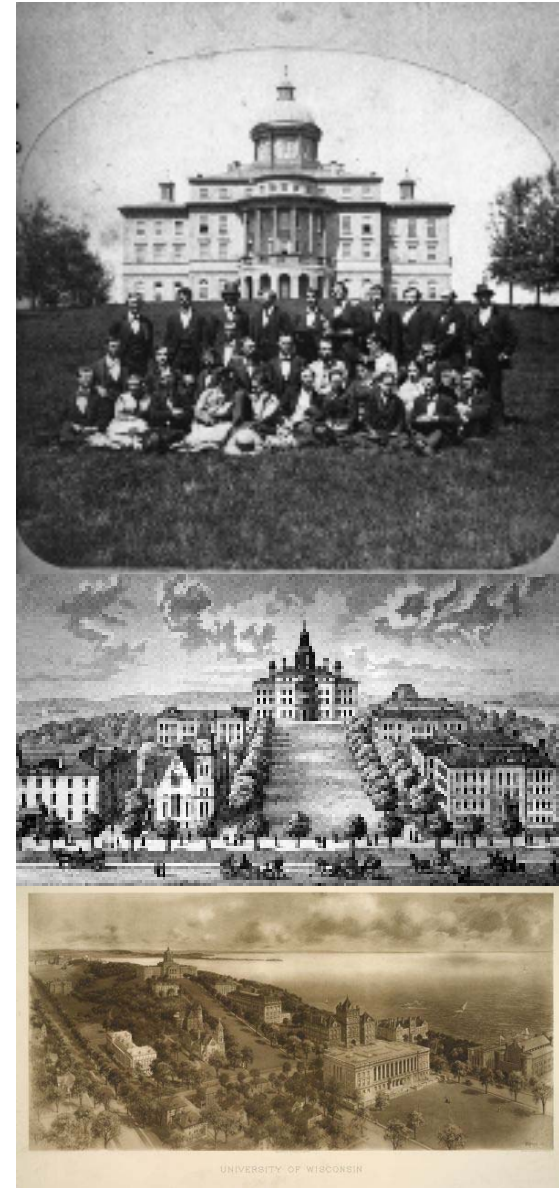
- Fast Facts - Campus Overview
- Master Plan Charge & Goals
- Master Plan Recommendations
  - Landscape and Open Space
  - Green Infrastructure
  - Transportation and Parking
  - Utilities
- Local Zoning Approvals & Campus-Institutional Zoning
- Lessons Learned



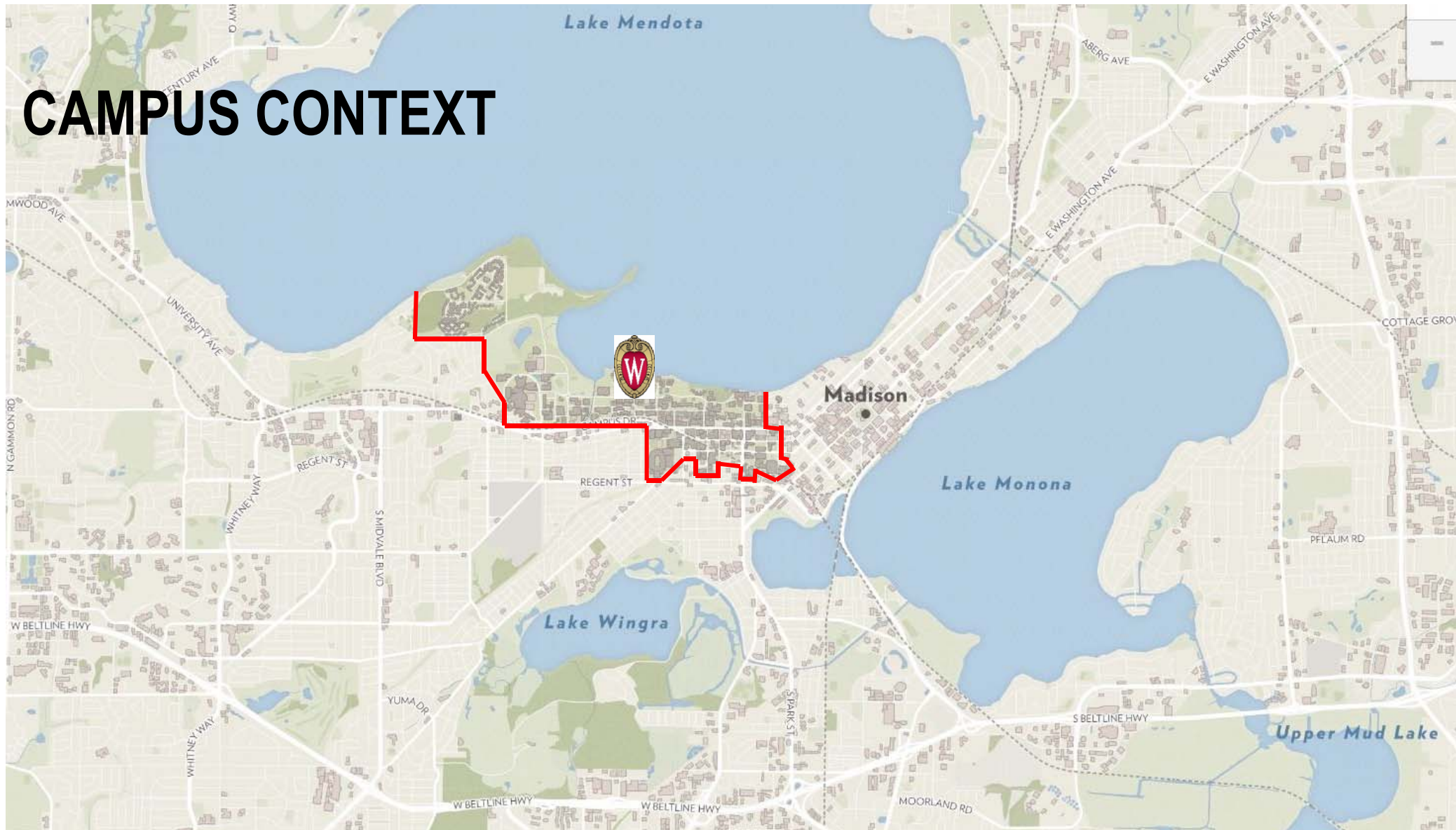


# Fast Facts - Campus Overview

- Founded in **1848** as Wisconsin's land-grant university
- Flagship campus of the 26-campus University of Wisconsin System
- **936-acre** main campus (incl. 300-acre Lakeshore Nature Preserve)
- Largest land owner on Lake Mendota with 4 miles of lakefront
- **9,647** acres statewide incl. ag research stations, experimental farms, arboretum lands and other off-campus properties
- Total headcount enrollment (Fall 2016): **43,336**
- Total headcount faculty/staff (Fall 2016): **21,752**
- Total population: **65,088** (7th largest "city" in Wisc. by population)
- Approximately **16M ASF** in over **350 buildings**
- **13,000 parking spaces** (2nd lowest per capita nationally) (9K+2K+2K)
- ~ \$3B annual operating budget
- Ranked 6<sup>th</sup> nationally in research funding (\$1B annually)
- Over **435,000** living alumni



# CAMPUS CONTEXT







**Campus Master Plan Overview**

# 2015 CAMPUS MASTER PLAN UPDATE

*"Extending Our History - Embracing Our Future"*

## Focus Areas:

1. Develop our first ever comprehensive Landscape Master Plan.
2. Develop and expand our Stormwater Management/Green Infrastructure Plan.
3. Update the 2005 Campus Master Plan for building capacity on the main campus.
4. Update the 2005 Utilities Master Plan.
5. Update the 2005 Long Range Transportation Plan.

## Goals:

1. Support the university's mission in accordance with the Wisconsin Idea and our land grant heritage.
2. Sustainably manage our physical, financial and cultural resources for future generations.
3. Preserve and celebrate our natural lakeside setting and historic resources.
4. Make travel on campus easy for all users.
5. Revitalize, expand and connect our memorable outdoor spaces.
6. Be good neighbors in maintaining a high quality of life for everyone.



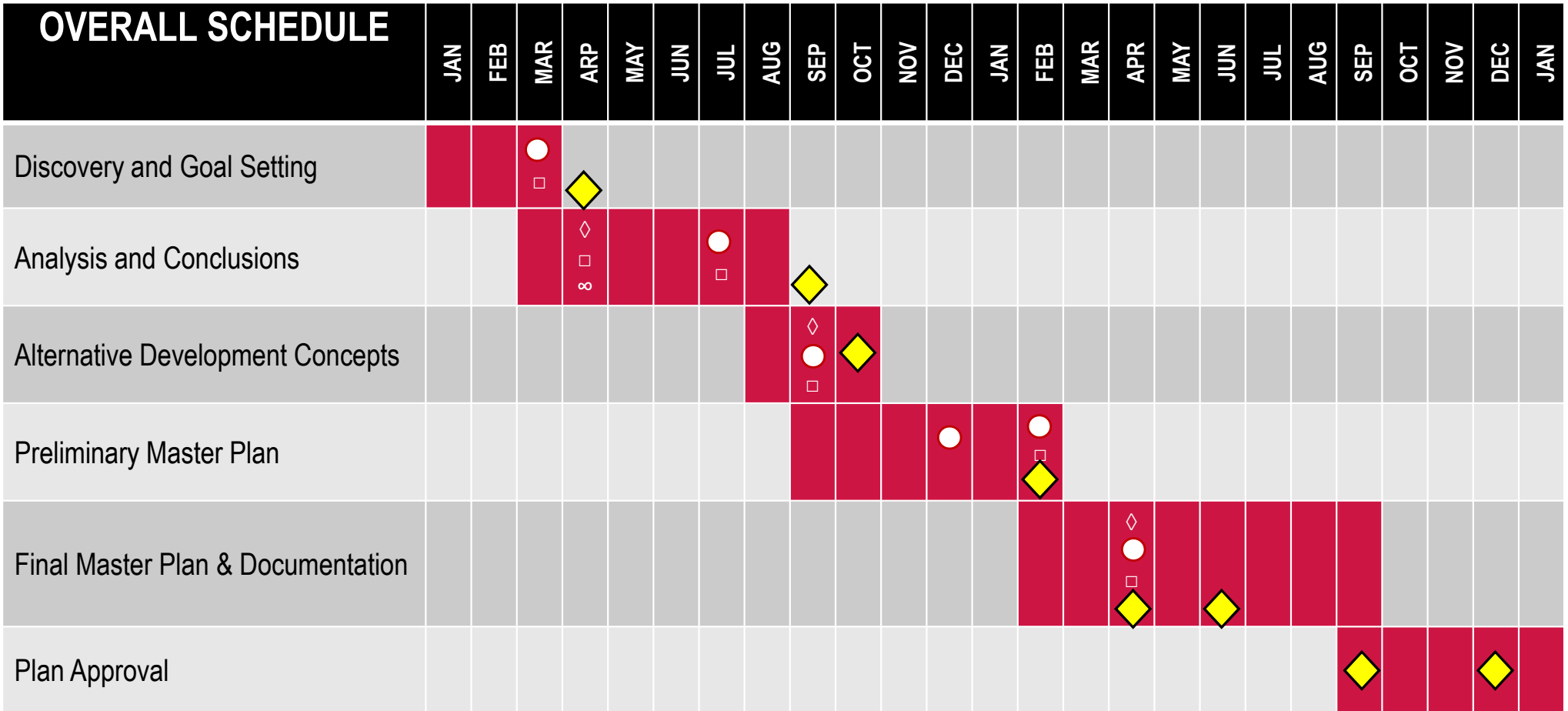




2015

2016

2017



Executive Leadership Team

Campus Planning Committee

Technical Coordinating Committee

Campus Public Outreach

# DOCUMENT COMPOSITION

All Documents available at:  
[www.masterplan.wisc.edu](http://www.masterplan.wisc.edu)

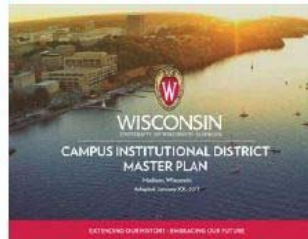


**Executive Summary** (26 pages)



## **Campus Master Plan Technical Document**

- Landscape Master Plan
- Utility Master Plan
- Long Range Transportation Plan
- Green Infrastructure & Stormwater Management Master Plan



## **Campus-Institutional Zoning District Master Plan**

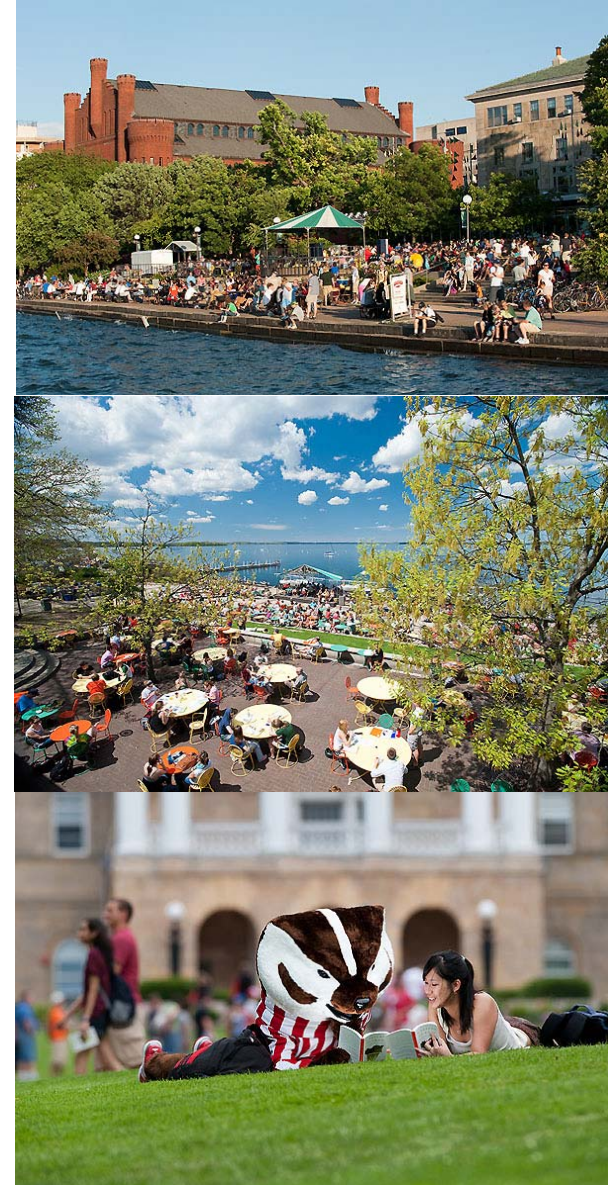


## **Campus Design Guidelines & Standards**



# OPEN & COLLABORATIVE PROCESS

- Based on a strong culture of shared governance & community involvement at UW-Madison
- Built on strong Town-Gown relationships with city planning and our 7 neighborhood local neighborhood associations
- Monthly joint city/neighborhood & university committees (east & west)
- Lots and lots of meetings! On and off campus, in the community and out in the neighborhoods.

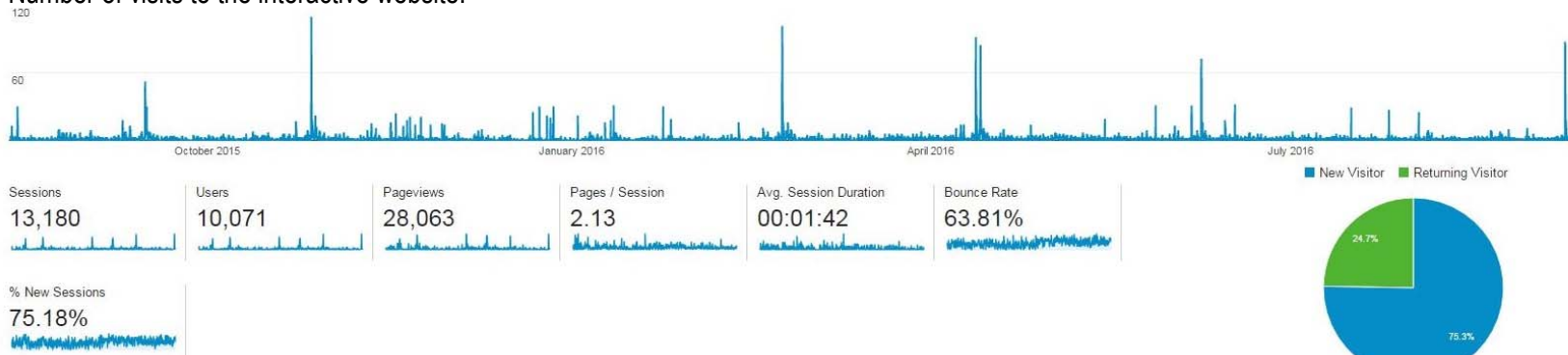


# ENGAGEMENT & OUTREACH SUMMARY

- Number of meetings: **+260**
- Number of monthly newsletters: **21**
- Over **10,000** individual website users and over **28,000** page views
- Number of meetings to various groups:
  - Campus Organizations, Departments, and/or Divisions: **122**
  - Neighborhood Associations: **20**
  - City of Madison/Community Organizations: **23**
  - Open Houses: **12**
  - Project Teams (Consultants and FP&M): **75**
  - Number of visits to the interactive website:

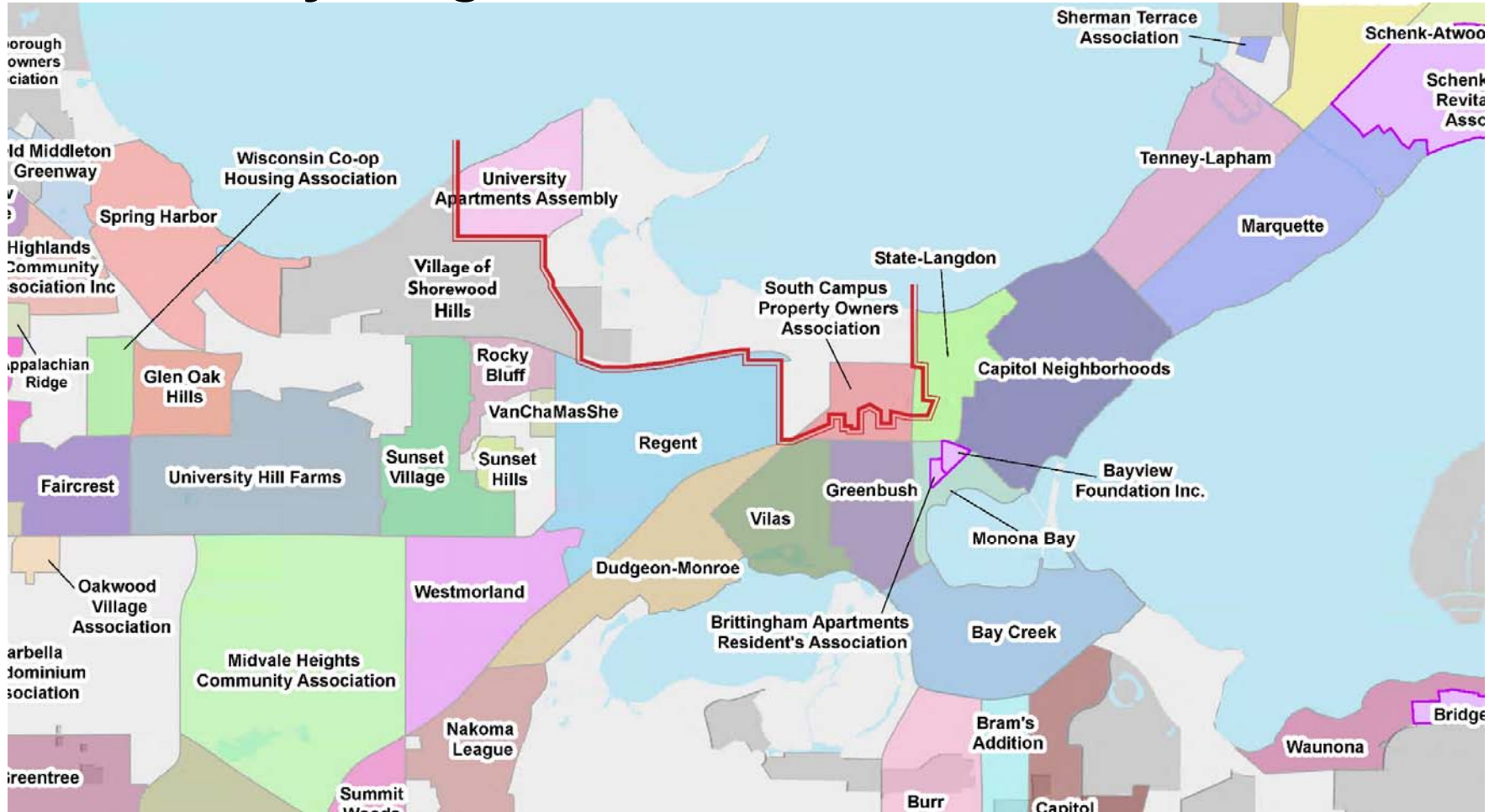


QR code for the location of the Executive Summary document





# Community Neighborhood Involvement





# Neighborhood Campus Area Committees

## **Joint West Campus Area Committee**

1. Dudgeon-Monroe Neighborhood Representative
2. Greenbush Neighborhood Representative
3. Regent Neighborhood Representative
4. Sunset Village Neighborhood Representative
5. Vilas Neighborhood Representative
6. Village of Shorewood Hills President
7. Village of Shorewood Hills Administrator
8. Village of Shorewood Hills Representative
9. City Transportation Related Committee Member
10. Plan Commission Member
11. Mayoral Representative
12. District 5 Alder
13. District 11 Alder
14. District 13 Alder
15. UW School of Nursing
16. UW School of Medicine
17. UW ASM Representative
18. UW Division of Housing
19. UW Hospitals and Clinics
20. UW Chancellor Special Assistant
21. UW School of Engineering Representative
22. UW Transportation Committee Representative
23. UW Facilities Planning & Management Representative

## **Joint Southeast Campus Area Committee**

1. Brittingham Area Representative
2. Capital Neighborhoods Representative
3. Greenbush Neighborhood Representative
4. State-Langdon Neighborhood Representative
5. State Street Organization Representative
6. Plan Commission Member
7. Pedestrian/Bike/Motor Vehicle Commission Representative
8. Transit and Parking Commission Representative
9. Mayoral Representative
10. District 2 Alder
11. District 4 Alder
12. District 8 Alder
13. District 13 Alder
14. UW ASM Representative
15. UW Division of Housing
16. UW Union Representative
17. UW Athletics Representative
18. UW Chancellor Special Assistant
19. UW Arts Institute Representative
20. UW Transportation Committee Representative
21. UW Facilities Planning & Management Representative



# 1. SUPPORT OUR MISSION



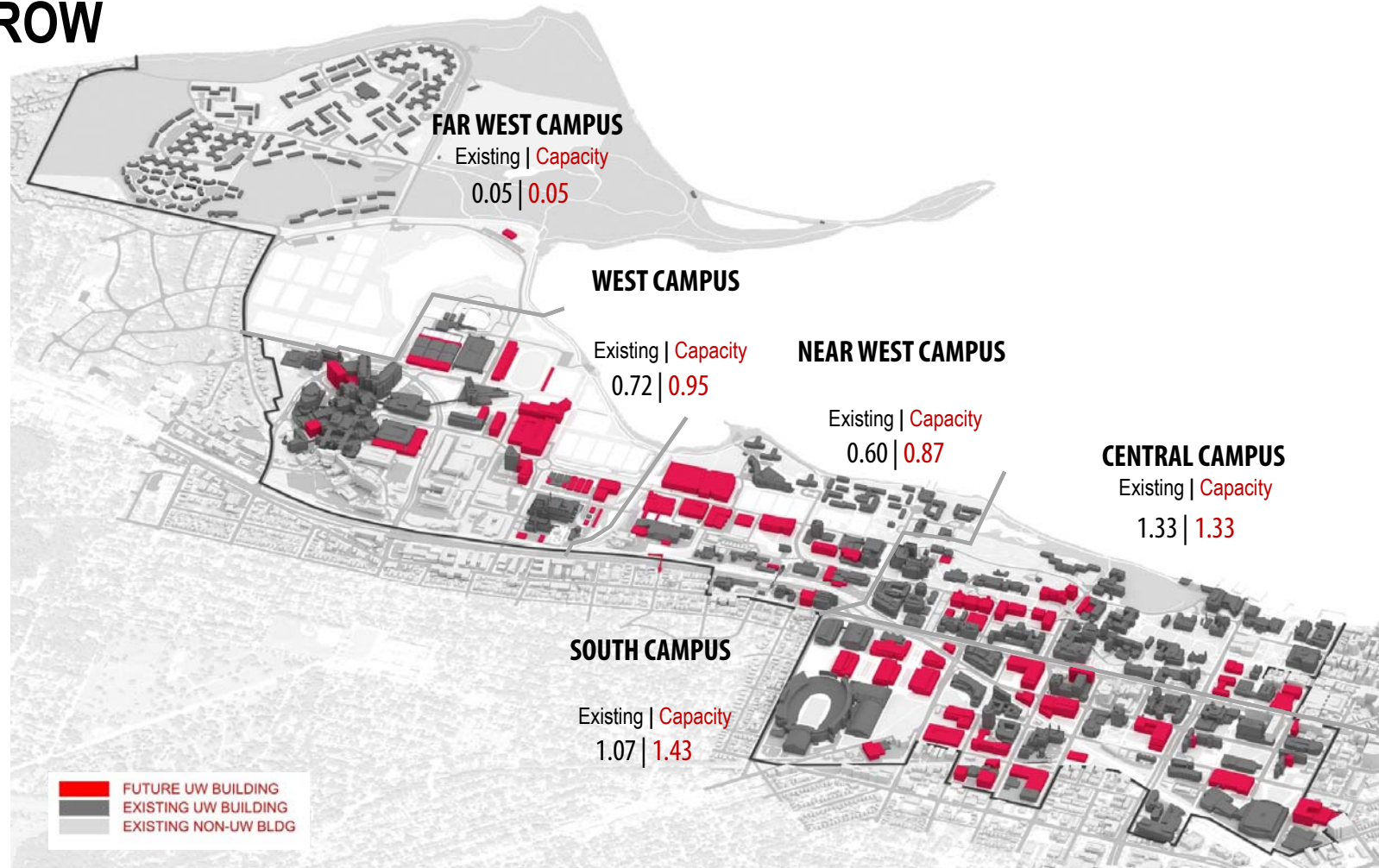
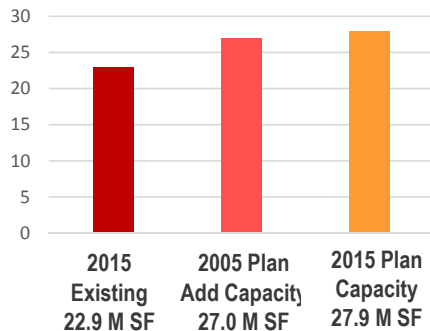


## 1. SUPPORT OUR MISSION

# CAPACITY TO GROW

- 2015 Master Plan Update increases 2005 Plan capacity by 930,000 SF
- 2005 MP capacity: 4.08 M additional GSF
- 2015 MP capacity: 5.01 M additional GSF

Campus Building M GSF





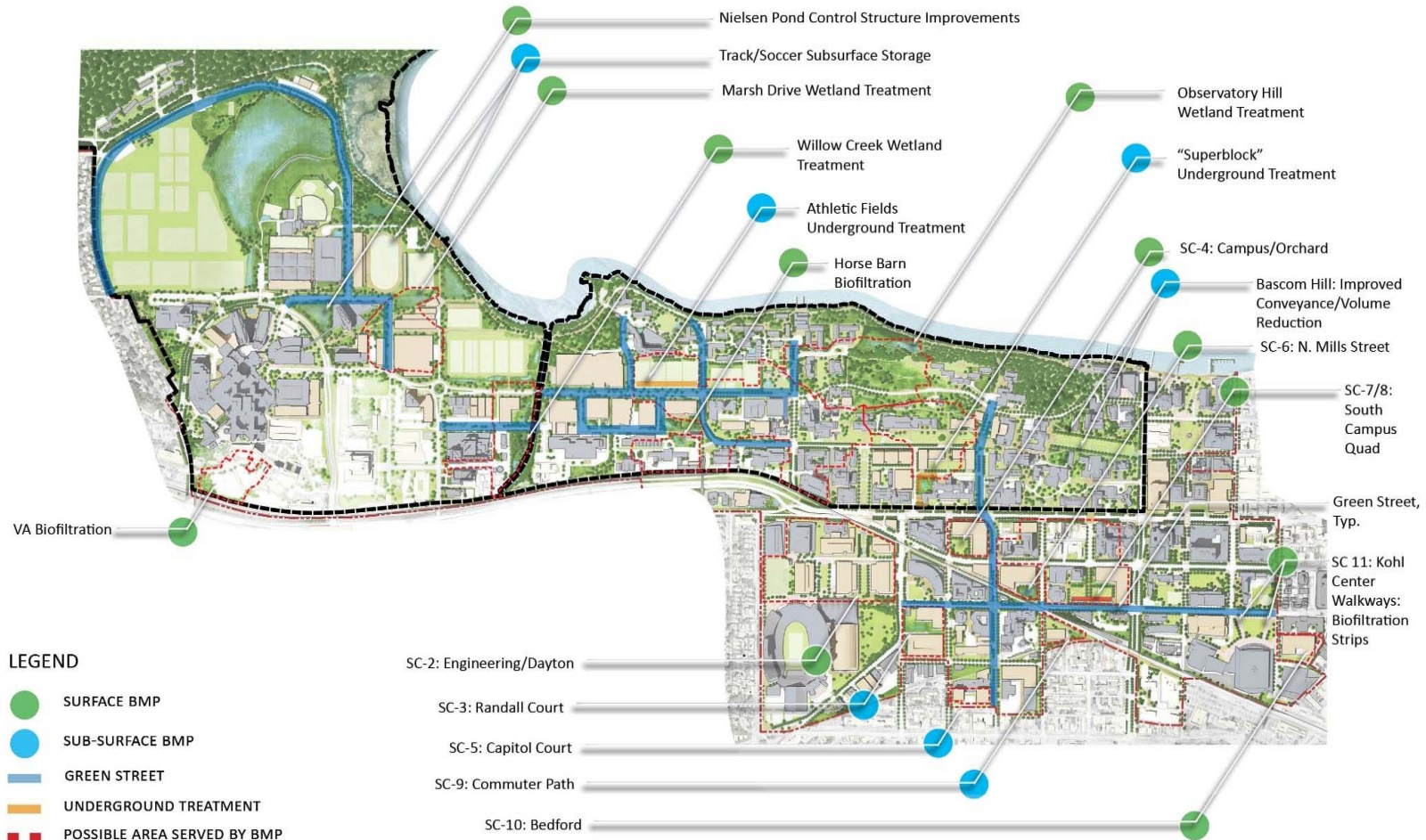
## 2. MANAGE OUR RESOURCES





## 2. MANAGE OUR RESOURCES

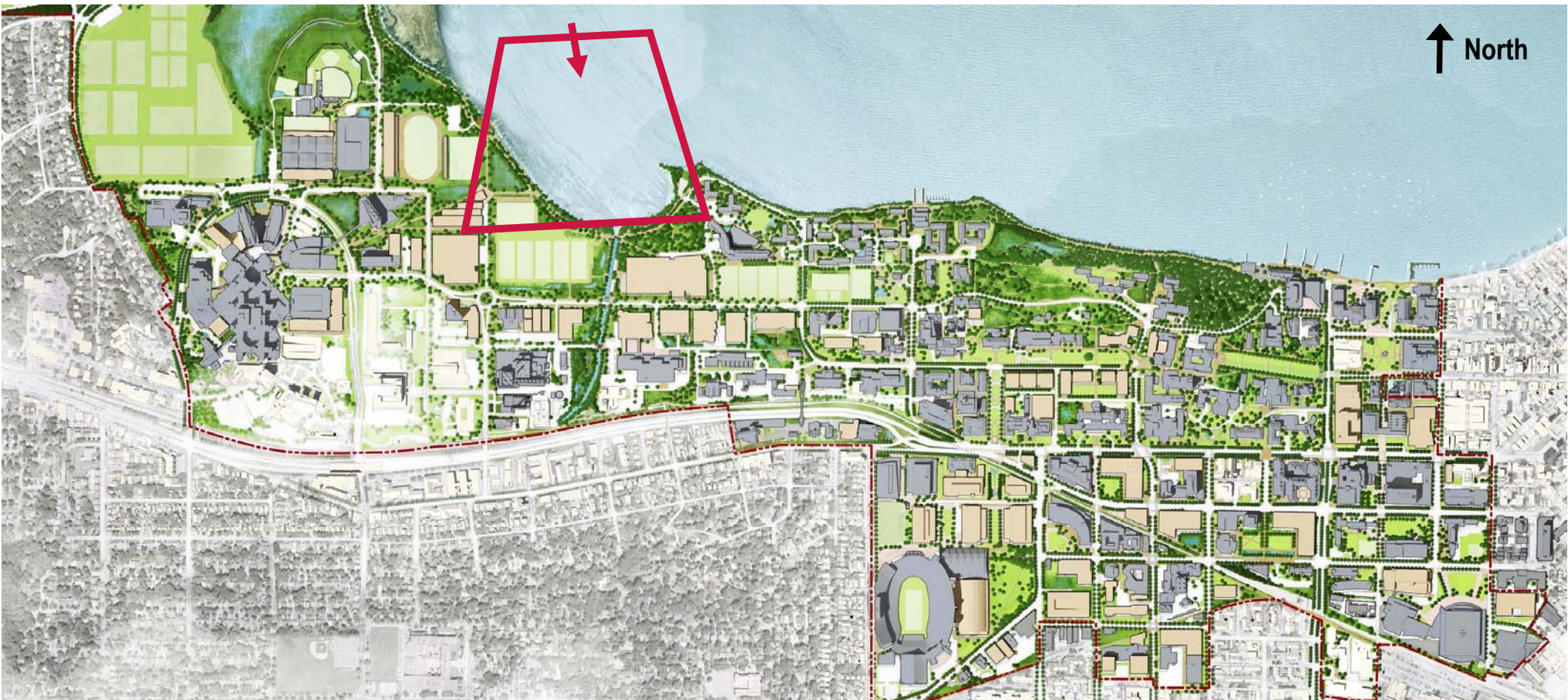
# GREEN INFRASTRUCTURE OPPORTUNITIES





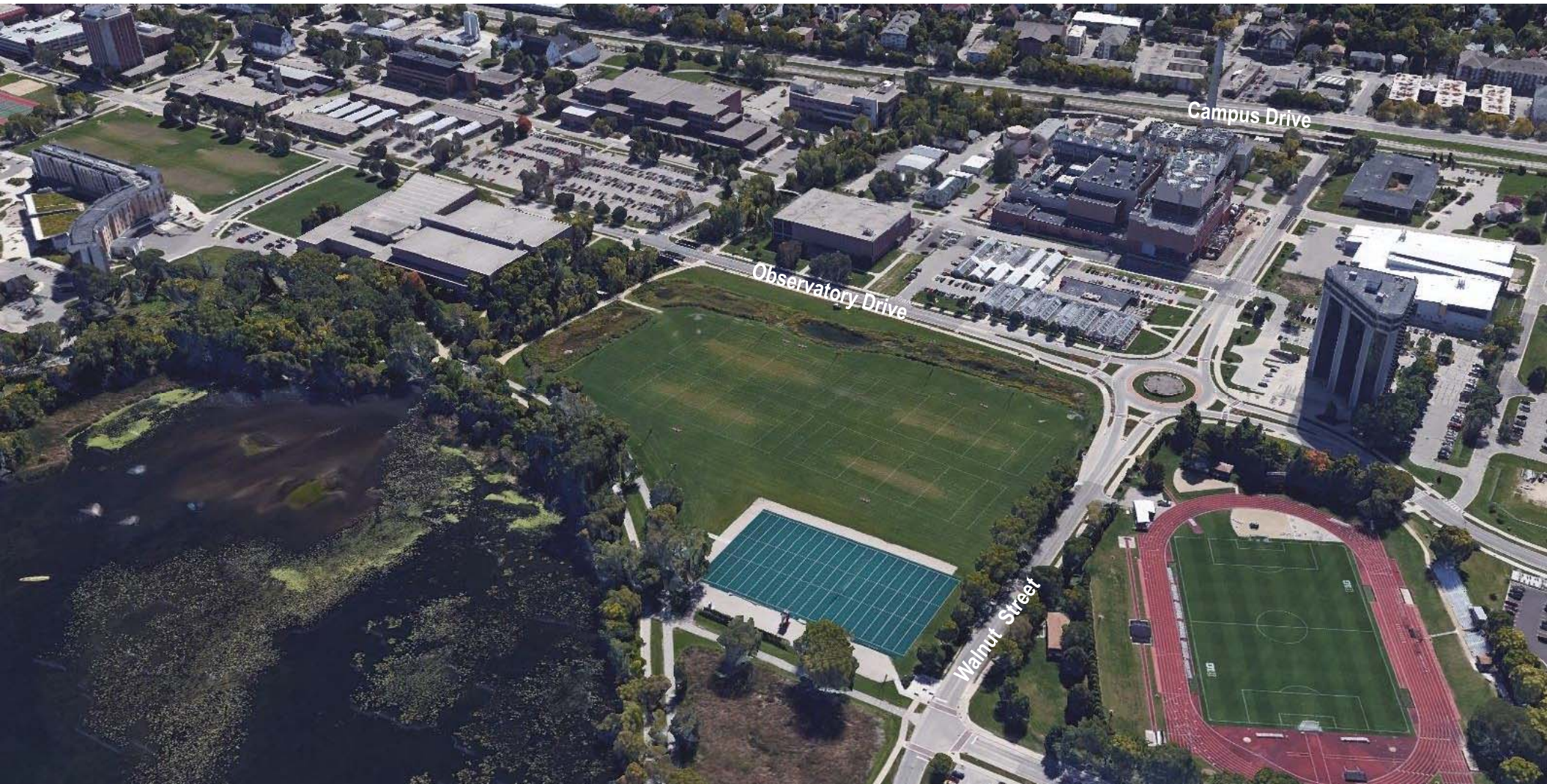
## 2. MANAGE OUR RESOURCES

# ENVIRONMENTAL LEADERSHIP



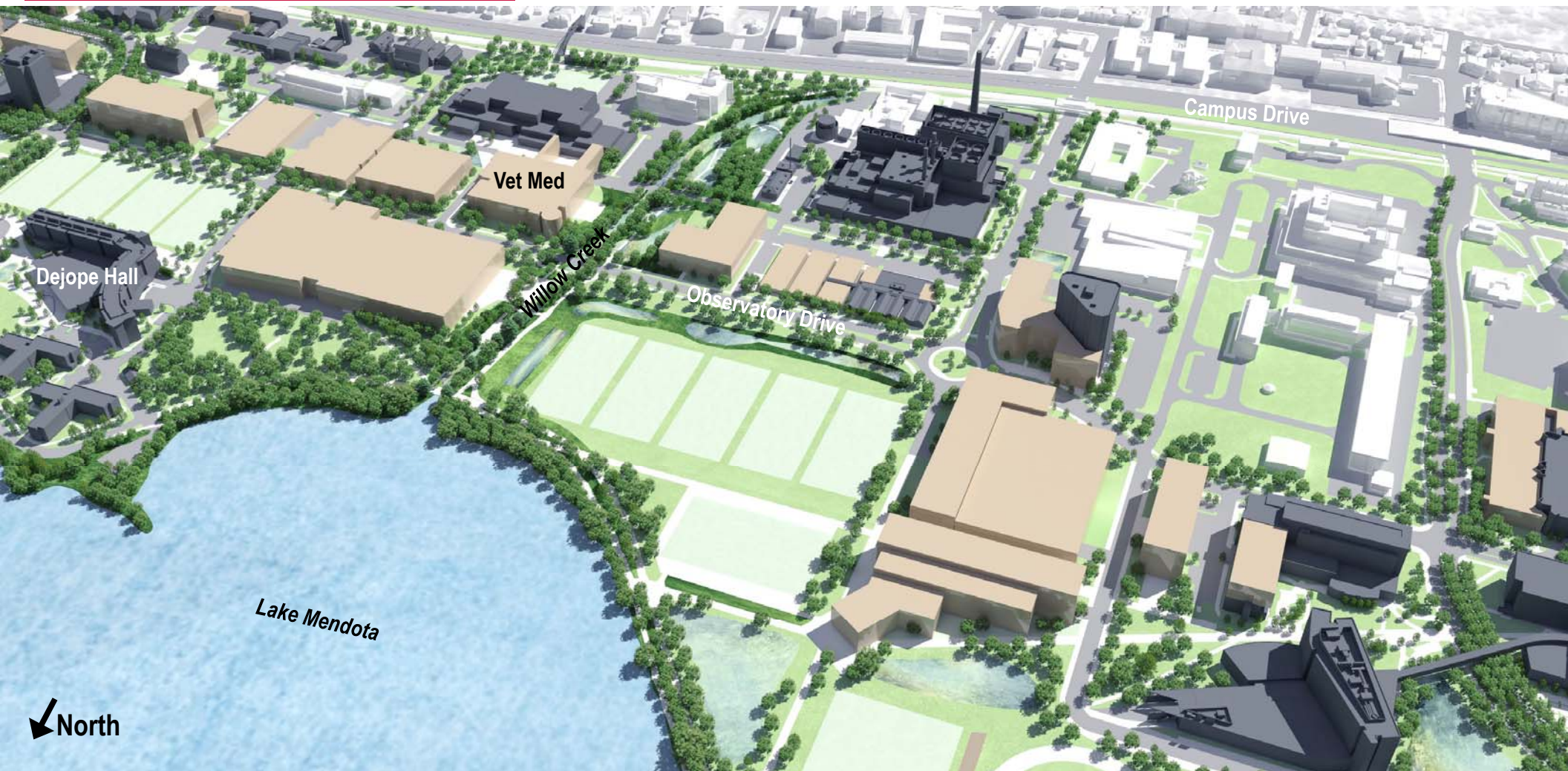


## 2. MANAGE OUR RESOURCES





## 2. MANAGE OUR RESOURCES





## 2. MANAGE OUR RESOURCES

### ENVIRONMENTAL LEADERSHIP

- Near West Commons - Renovate the Horse Barn and site to create a new commons at the west terminus of the Greater Linden Mall
- Vet Med Expansion
- Activate Willow Creek
- Working Landscapes





## 2. MANAGE OUR RESOURCES





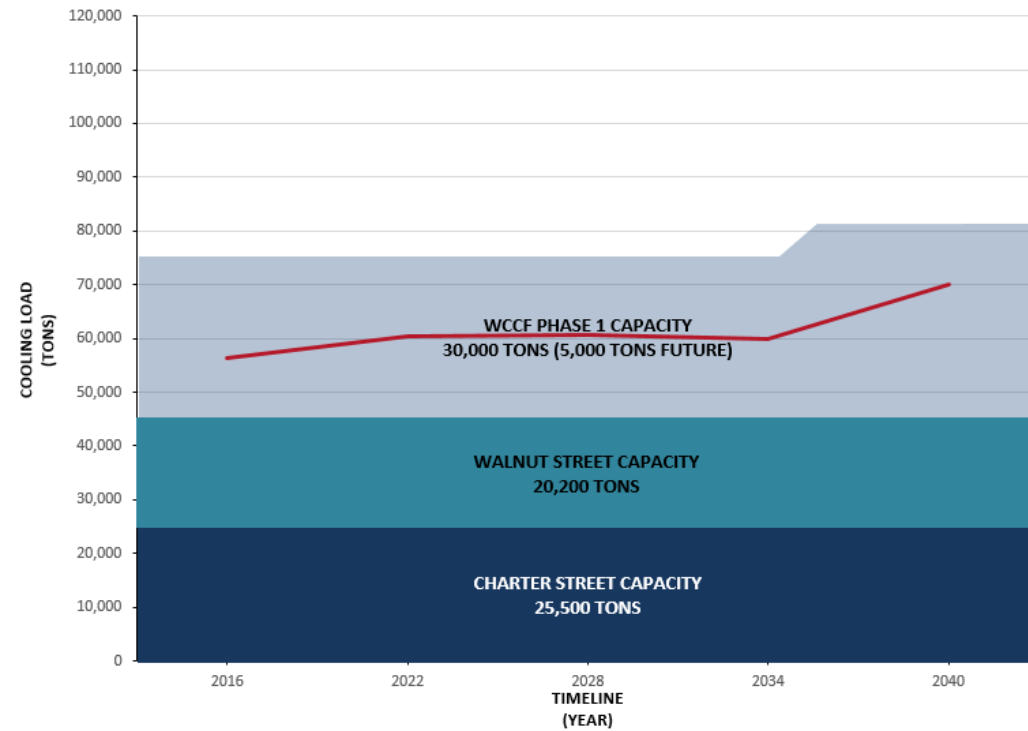
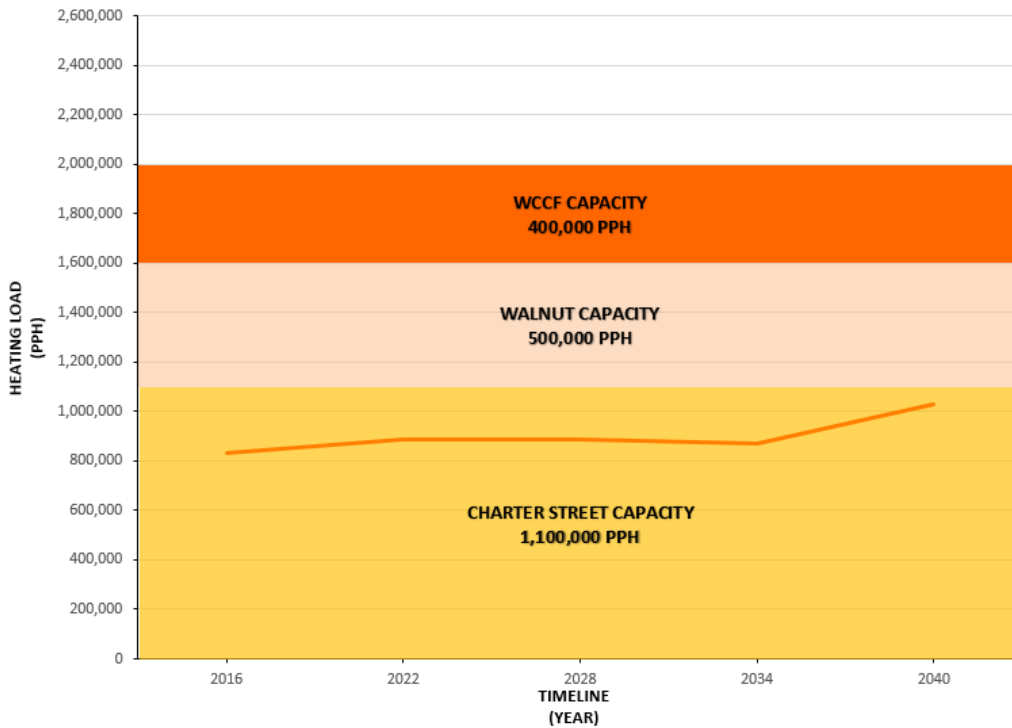




## 2. MANAGE OUR RESOURCES

# RELIABLE UTILITY INFRASTRUCTURE

### Sufficient Capacity



## 2. MANAGE OUR RESOURCES

# RENEWABLE ENERGY GENERATION

### Photovoltaics

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

### Transpired Solar Collectors

- Energy Generated = 93,100 MMBtu/yr

### Solar Hot Water

- Energy Generated = 6,007 MMBtu/yr

Photovoltaics All New  
Transpired Solar Collectors All New  
Solar Hot Water





### 3. MAKE TRAVEL EASY





### 3. MAKE TRAVEL EASY

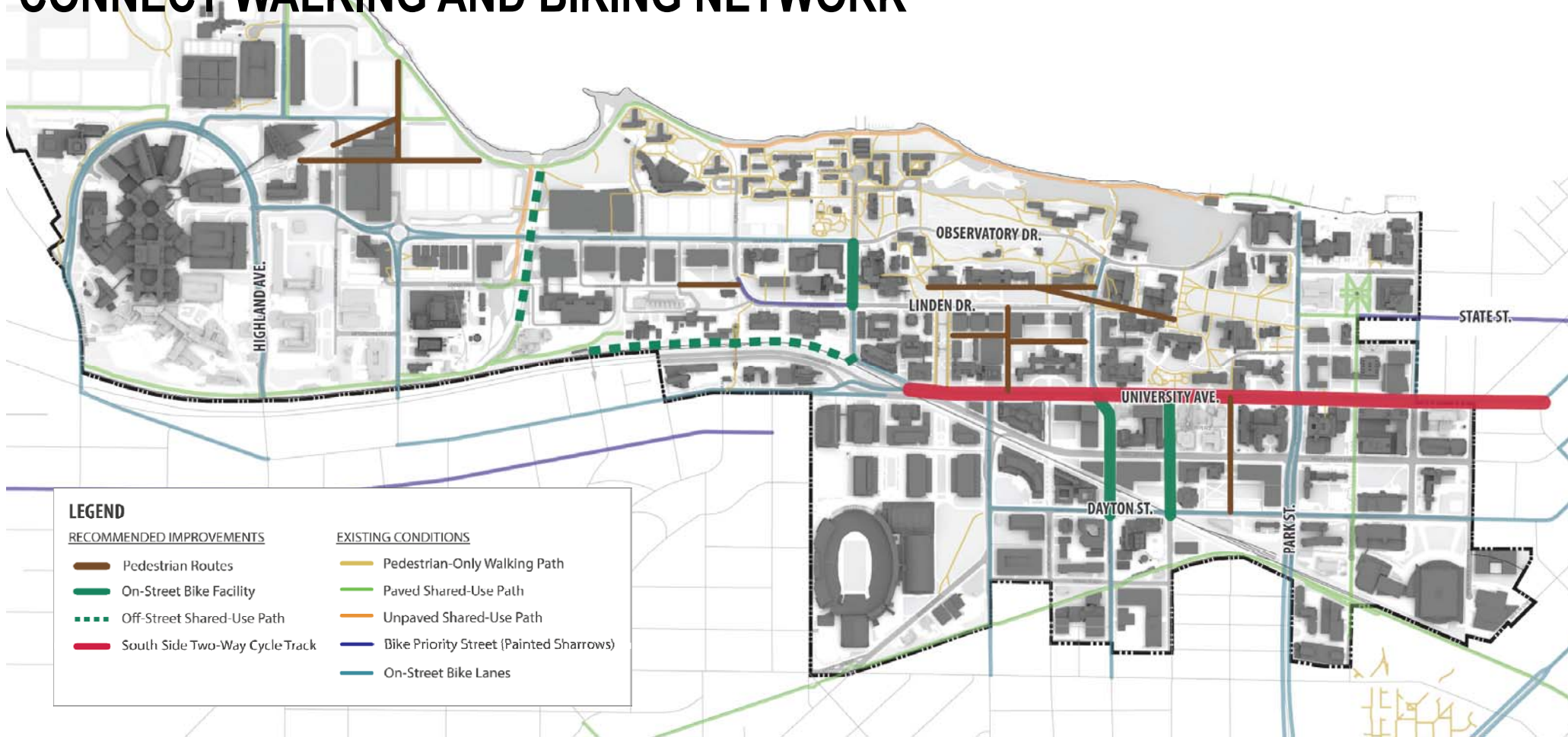
## IMPROVE INTERSECTIONS





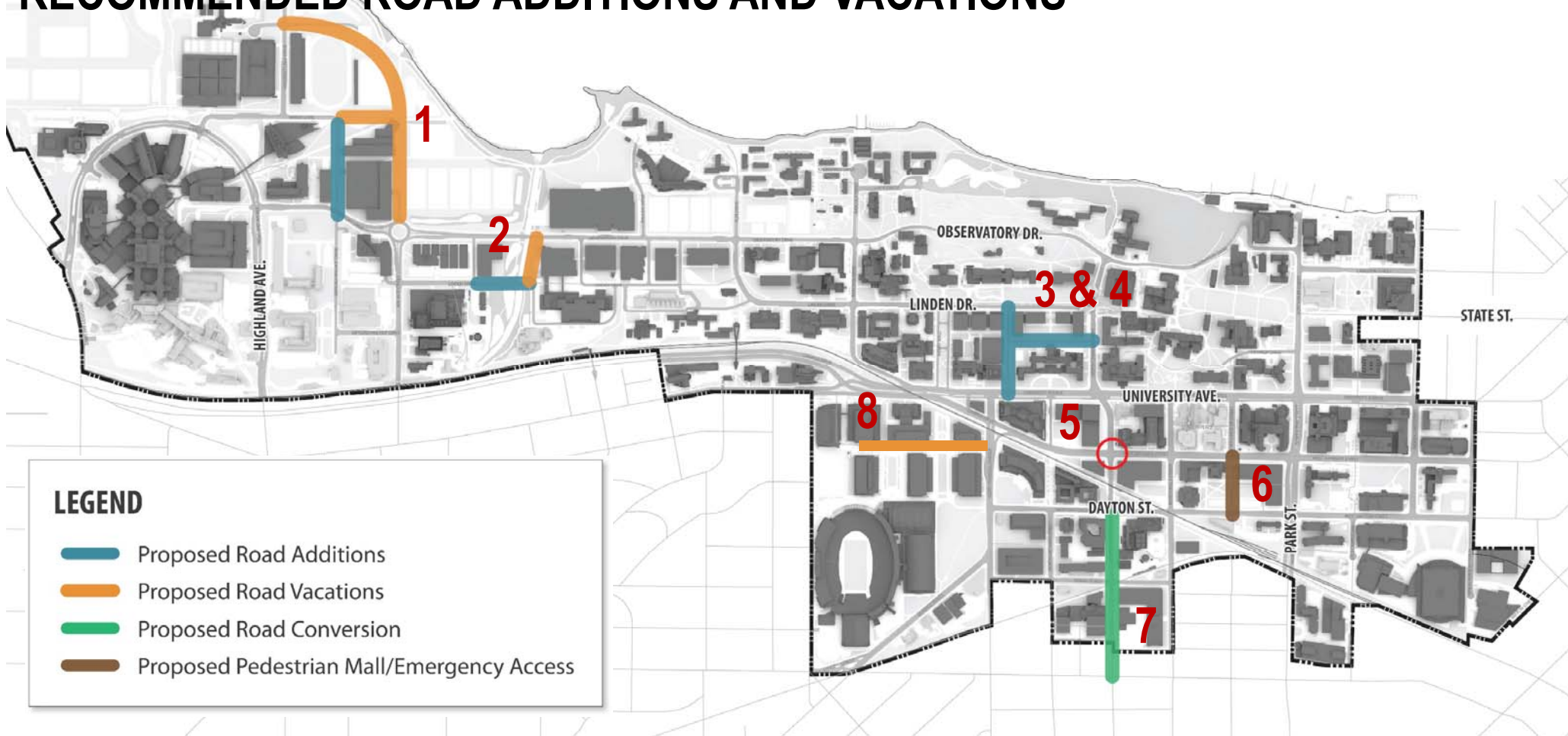
### 3. MAKE TRAVEL EASY

## CONNECT WALKING AND BIKING NETWORK



### 3. MAKE TRAVEL EASY

## RECOMMENDED ROAD ADDITIONS AND VACATIONS





### 3. MAKE TRAVEL EASY

## CENTRAL CAMPUS SUPERBLOCK





### 3. MAKE TRAVEL EASY

## MOVE AROUND CAMPUS EFFICIENTLY

### Central Campus – Improve Bike/Ped Movement

- Interior circulation provided for vehicular and service access as well as pedestrian and bike movement
- Demolition of McArdle Labs allows for expansion and redesign of structured parking
- Future district green with parking below
- Replacement parking for Lot 34 & Observatory Hill spaces
- Future development creates consistent streetwall fronting Linden Drive



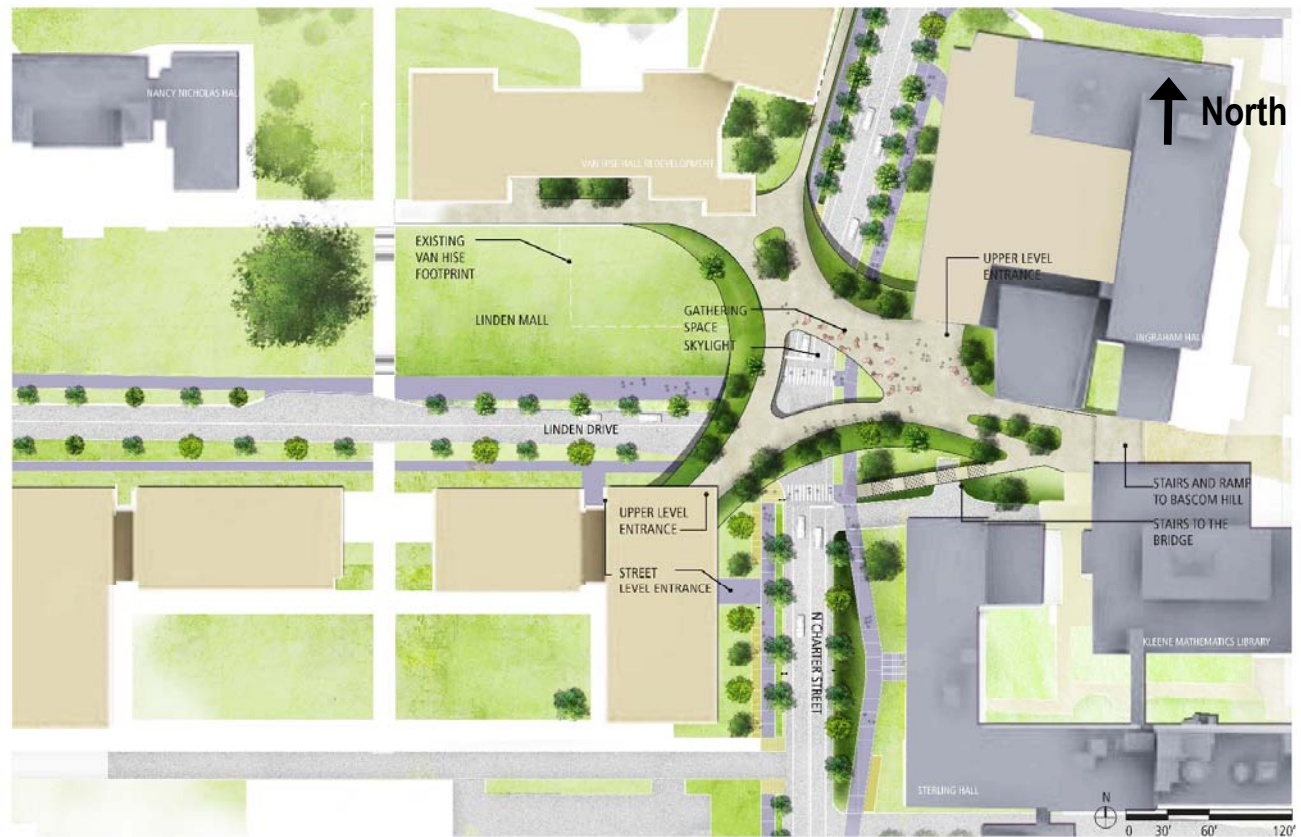


### 3. MAKE TRAVEL EASY

## CONVENIENT BICYCLE/PEDESTRIAN FACILITIES

### North Charter Street at Linden

- Iconic - Create an iconic land bridge at the east terminus to Greater Linden Mall to mitigate multi-modal conflicts.
- Circulation
- Destination
- Open
- Green - Redevelop North Charter Street as a pilot Green Street project on campus.









### 3. MAKE TRAVEL EASY

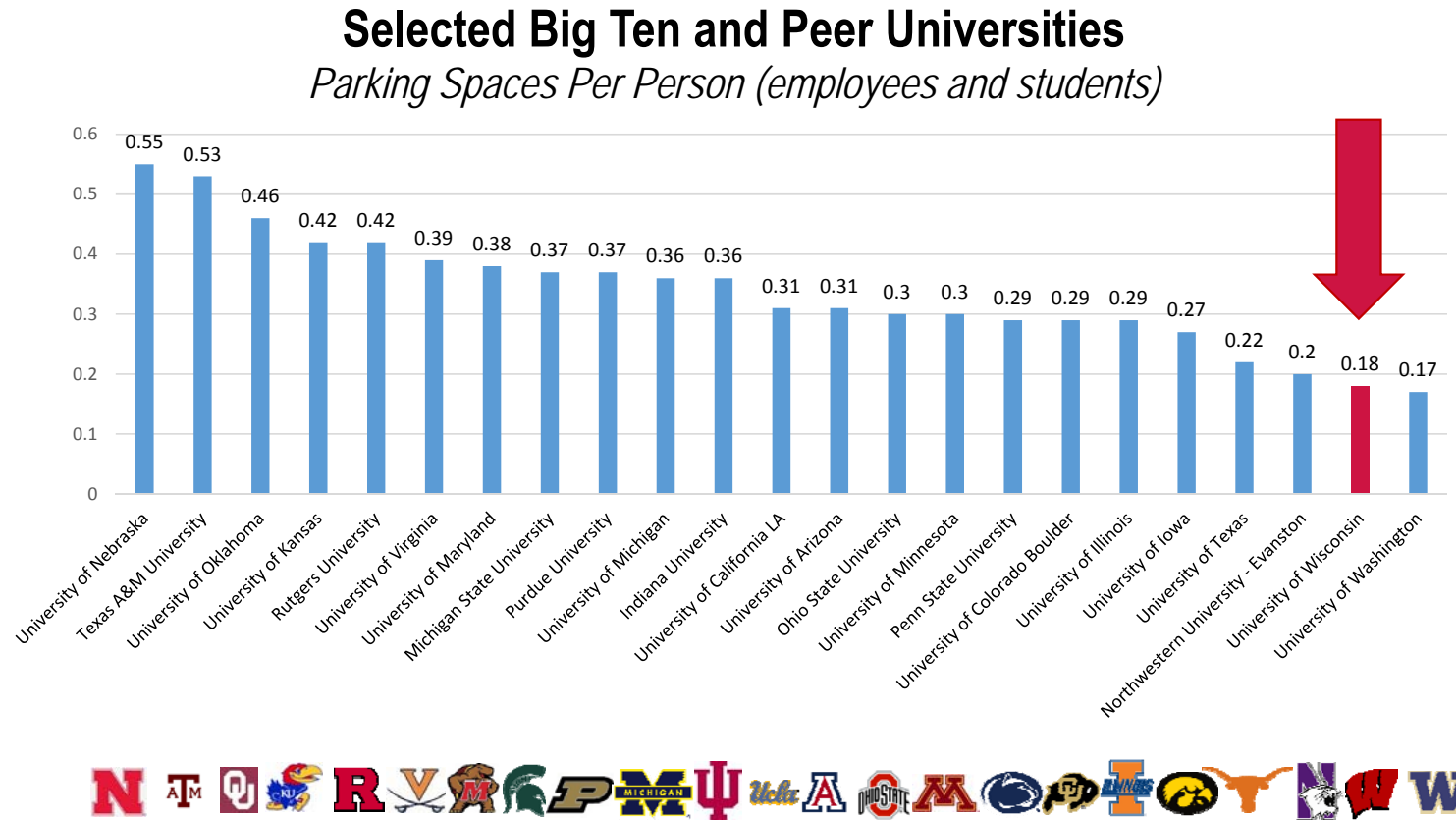
## MINIMAL PARKING TO MEET NEEDS

- **UW-Madison is a national leader** in transportation demand management (TDM) and alternative commuting communication and marketing strategies
  - Allows for management of constrained parking resources and maintenance of **lower than average parking ratios**
- Convenient and balanced alternative travel options available for students, faculty, and staff
  - Walking and biking
  - Transit
  - Park-and-Ride
  - Carpool and vanpool



### 3. MAKE TRAVEL EASY

## MINIMAL PARKING TO MEET NEEDS



### 3. MAKE TRAVEL EASY

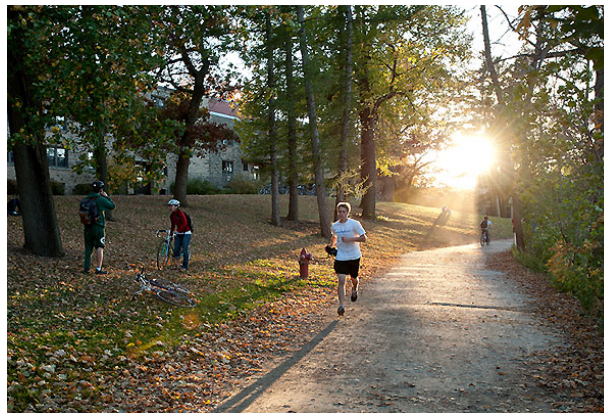
## MINIMAL PARKING TO MEET NEEDS

### Parking Recommendations

- **Maintain TDM leadership** by continuing to limit parking for faculty and staff (0.34 spaces per employee)
  - West Campus - best opportunity to provide enhanced express transit service
- Provide **enough parking** to support the University's academic, research, and outreach missions
- Provide **visitor/swing space** to give flexibility, and allow for parking phasing and construction
  - Add ~2,000 spaces over the next 20-40 years
- **What about autonomous vehicles???**



UNIVERSITY OF WISCONSIN-MADISON





There h-e-r-e!!!



### 3. MAKE TRAVEL EASY

## MINIMAL PARKING TO MEET NEEDS





### 3. MAKE TRAVEL EASY

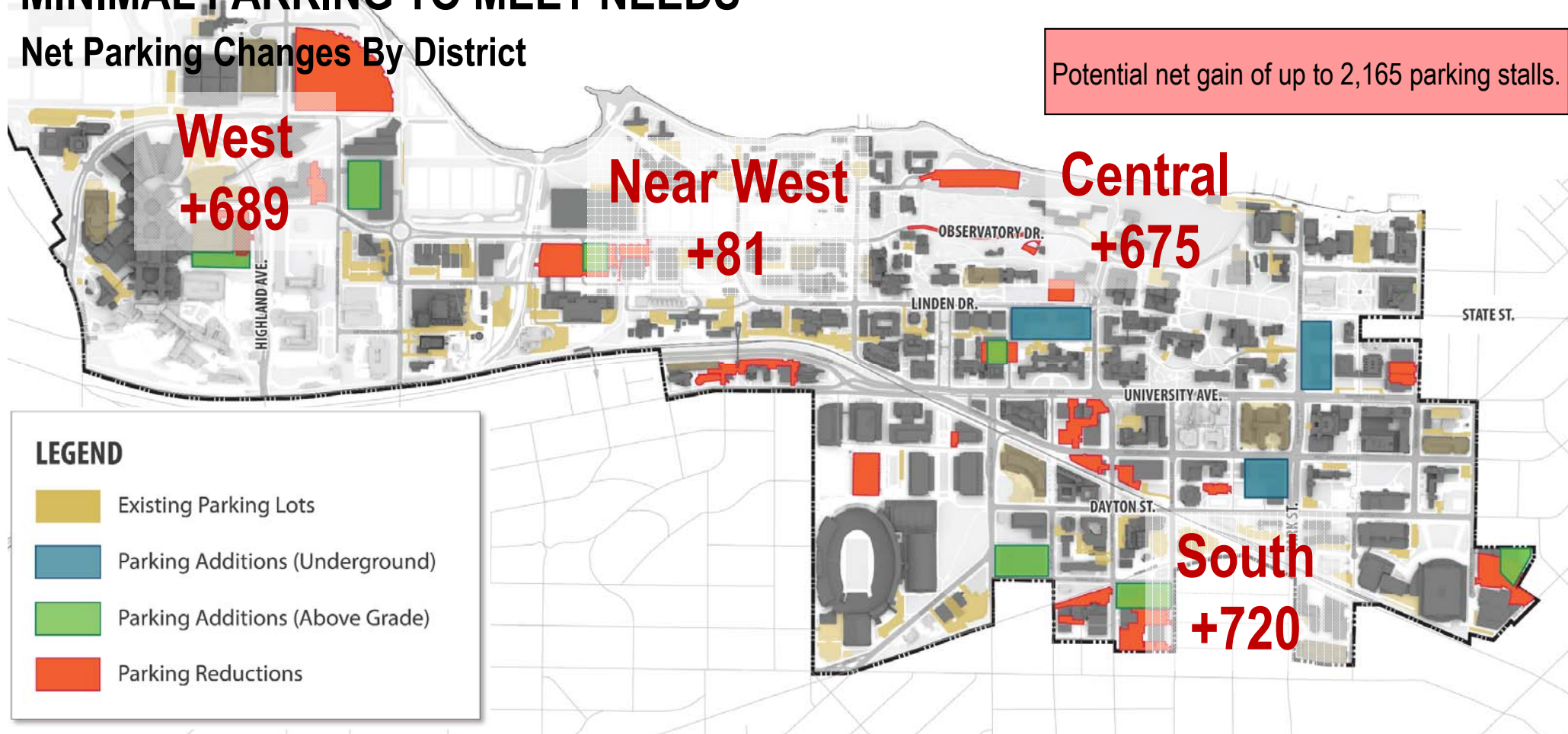
## MINIMAL PARKING TO MEET NEEDS



### 3. MAKE TRAVEL EASY

## MINIMAL PARKING TO MEET NEEDS

### Net Parking Changes By District





## 4. CELEBRATE OUR LAKESIDE SETTING





#### 4. CELEBRATE OUR LAKESIDE SETTING

## PROTECT AND CELEBRATE OUR LAKESIDE SETTING













#### 4. CELEBRATE OUR LAKESIDE SETTING

## PROTECT AND CELEBRATE OUR LAKESIDE SETTING

### Observatory Hill

- Landscape Aesthetic
- Stormwater
- Wellness
- Cultural
- Remove Lot #34 from historic landscape.
- Provide restorative, functional and educational landscapes on Observatory Hill.





## 5. REVITALIZE OUTDOOR SPACES



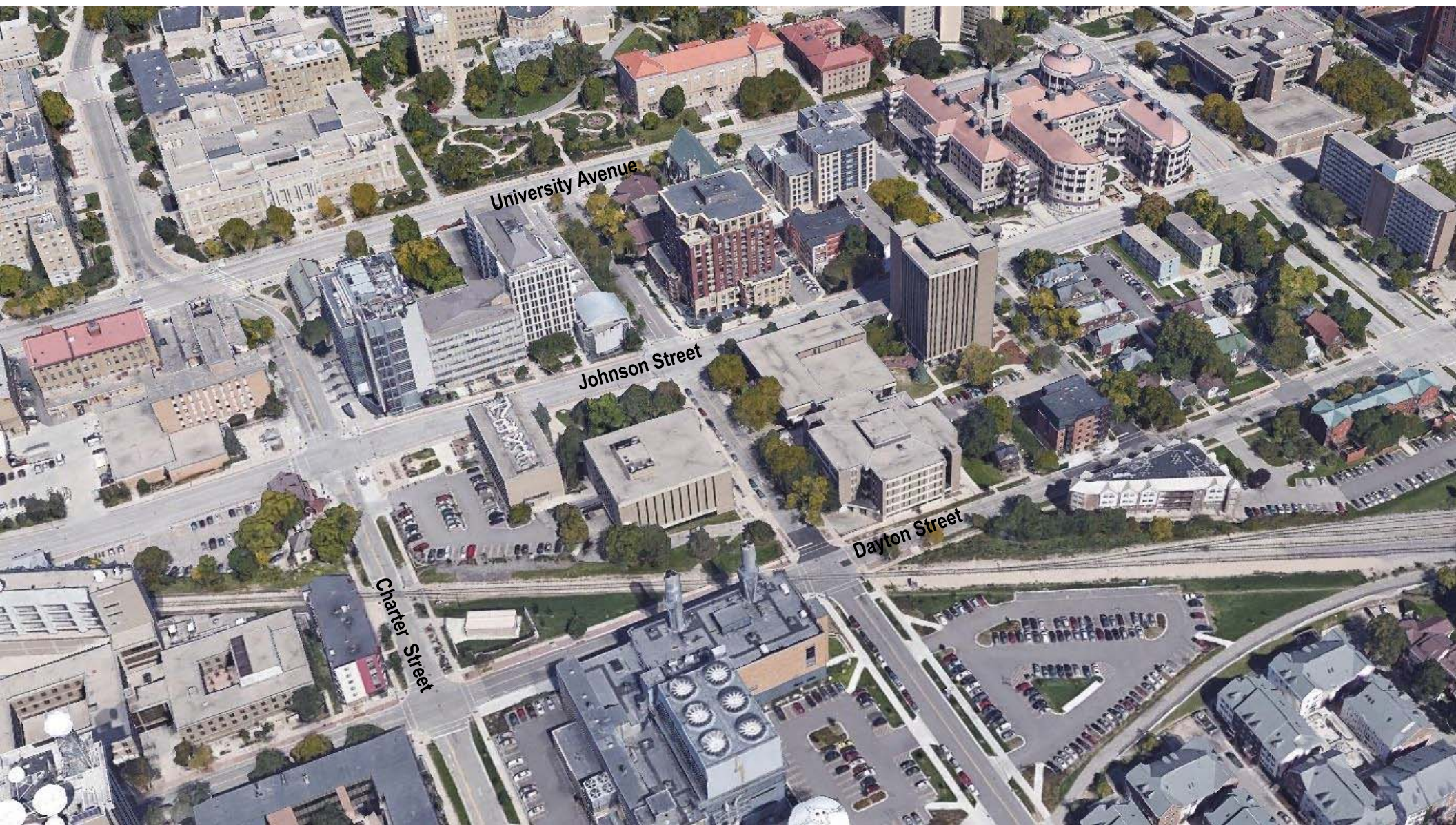


## 5. REVITALIZE OUTDOOR SPACES

# REVITALIZE OUR OUTDOOR SPACES













## 5. REVITALIZE OUTDOOR SPACES

# PROMOTE A CLEAR SENSE OF PLACE

### South Campus Quad

- Civic Scale - Provide a new, contemporary quad
- Simplicity
- Function - Increase sidewalk capacity, improve the pedestrian experience – “Brooks Walk”
- Events - Use Dayton Street as an events street connecting Camp Randall & Kohl Center
- Stormwater - Implement green infrastructure strategies:
  - Visible urban practices
  - Infiltration/re-use as feasible
  - Underground treatment
  - Green roofs





## 5. REVITALIZE OUTDOOR SPACES

# PROMOTE A CLEAR SENSE OF PLACE



Monash University Caulfield Campus Green, Australia







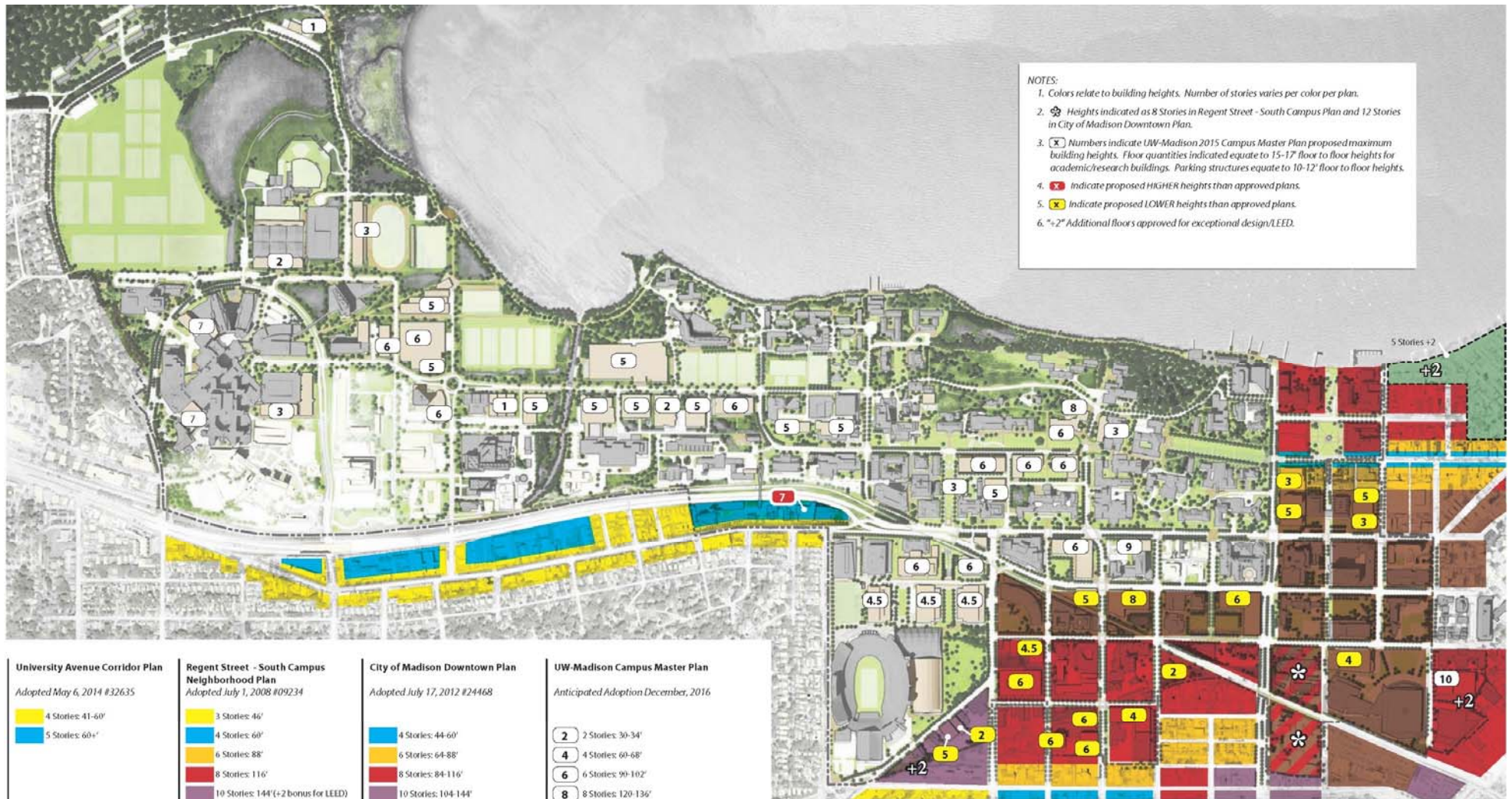




## 6. BE GOOD NEIGHBORS







#### University Avenue Corridor Plan

Adopted May 6, 2014 #32635

- 4 Stories: 41-60'
- 5 Stories: 60+'

#### Regent Street - South Campus Neighborhood Plan

Adopted July 1, 2008 #09234

- 3 Stories: 46'
- 4 Stories: 60'
- 6 Stories: 88'
- 8 Stories: 116'
- 10 Stories: 144' (+2 bonus for LEED)
- 12 Stories: 172'
- 8 Stories Regent Plan
- 12 Stories Downtown Plan

#### City of Madison Downtown Plan

Adopted July 17, 2012 #24468

- 4 Stories: 44-60'
- 6 Stories: 64-88'
- 8 Stories: 84-116'
- 10 Stories: 104-144'
- 12 Stories: 124-172'
- 8 Stories Regent Plan
- 12 Stories Downtown Plan

#### UW-Madison Campus Master Plan

Anticipated Adoption December, 2016

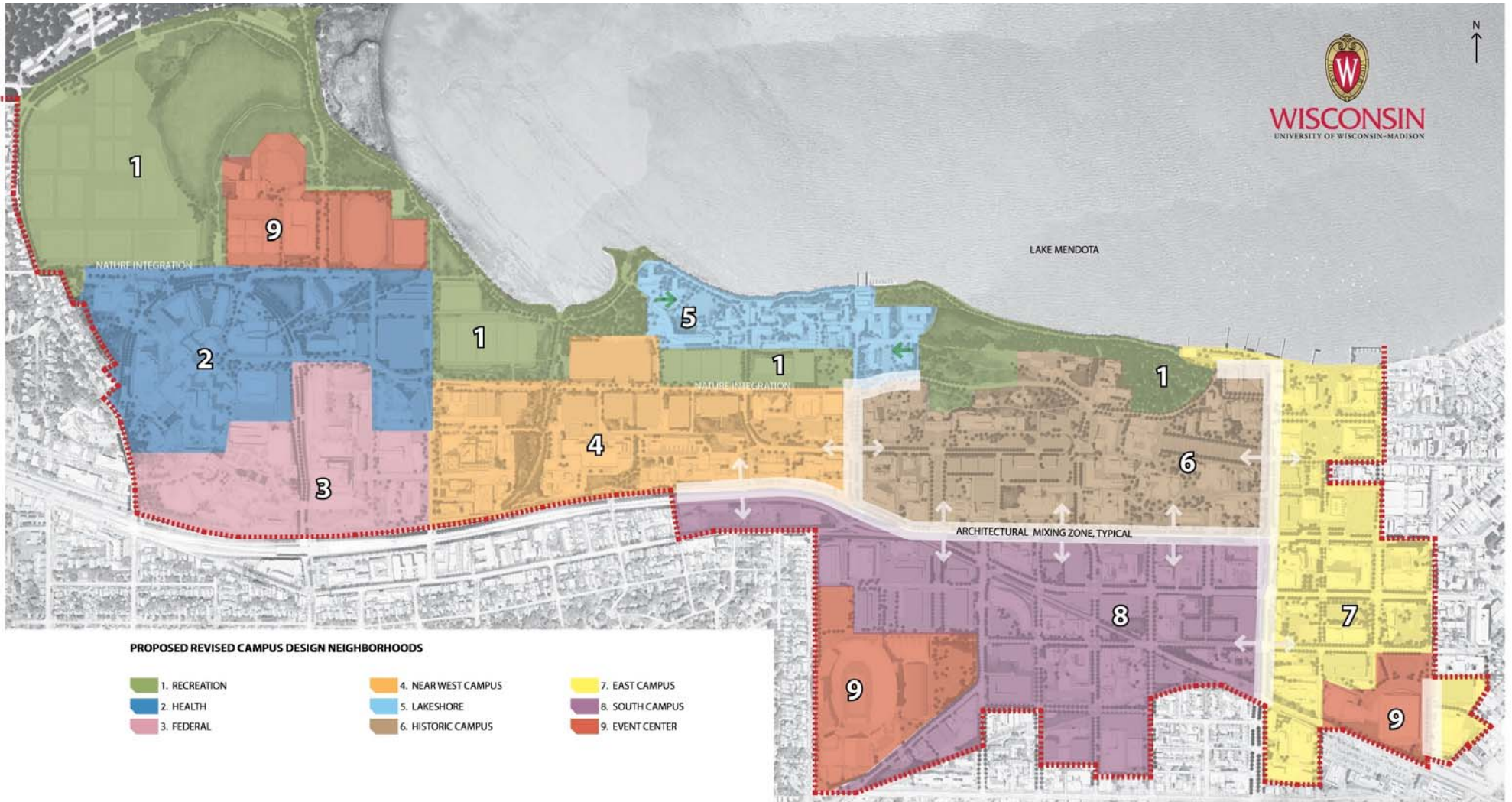
- 2 2 Stories: 30-34'
- 4 4 Stories: 60-68'
- 6 6 Stories: 90-102'
- 8 8 Stories: 120-136'
- 10 10 Stories: 150-170'

## 2015 CAMPUS MASTER PLAN UPDATE

CAMPUS BOUNDARY: EXISTING/PROPOSED BUILDING HEIGHTS  
University of Wisconsin-Madison Facilities Planning & Management

P:\SHARE\Master Plan Update 2015\Drawings





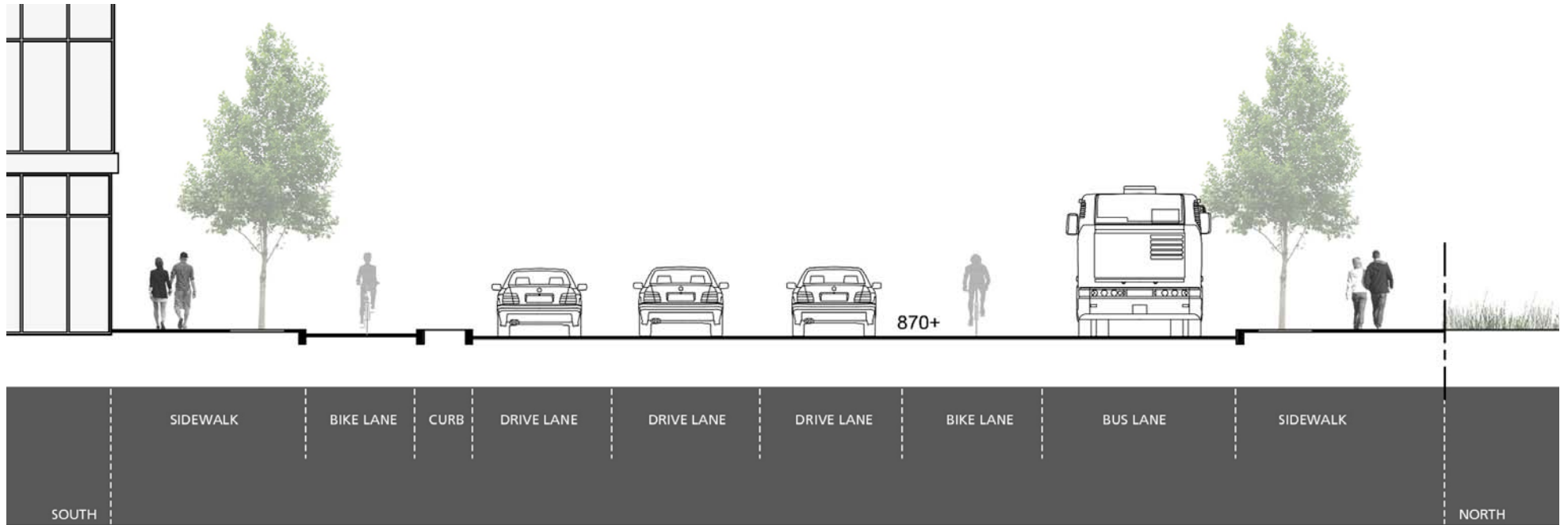


## 6. BE GOOD NEIGHBORS

# WELCOME VISITORS TO CAMPUS

## UNIVERSITY AVENUE

### Existing Section



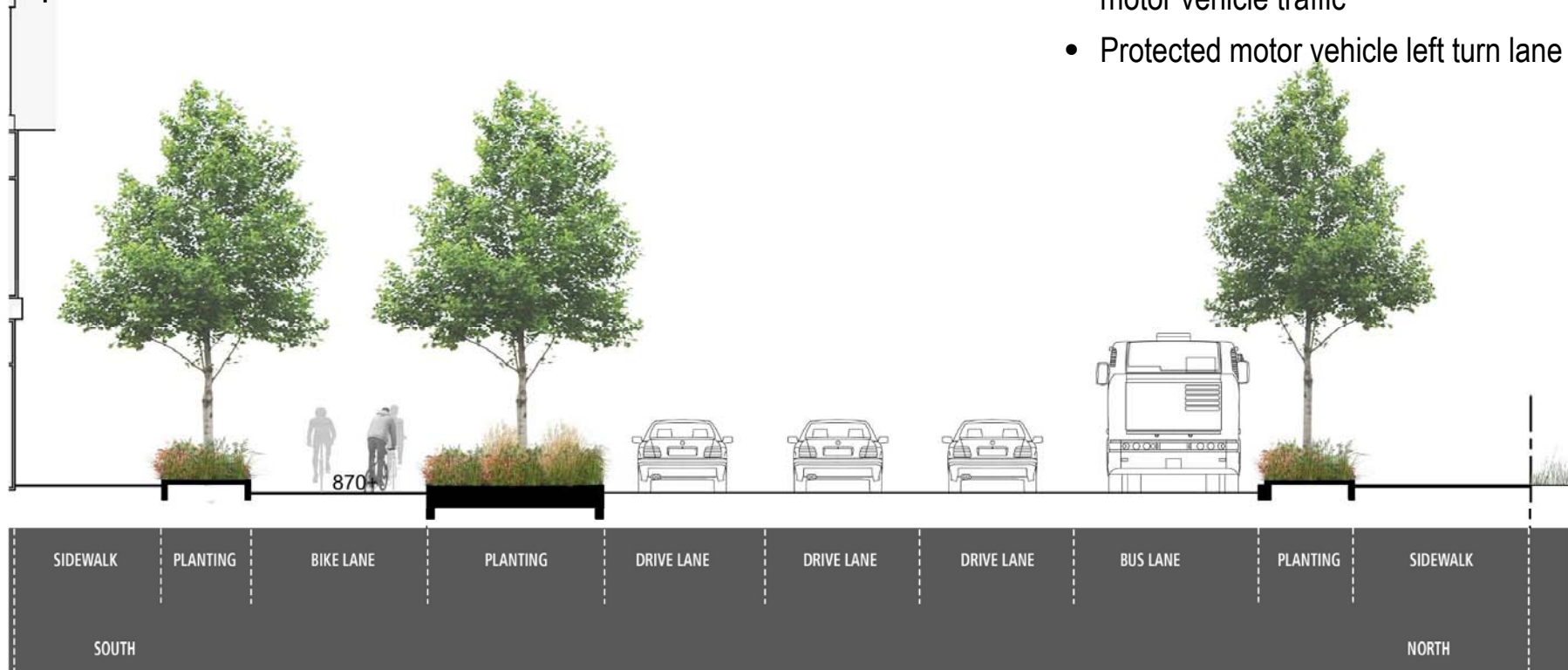


## 6. BE GOOD NEIGHBORS

# WELCOME VISITORS TO CAMPUS

## UNIVERSITY AVENUE

### Proposed Section



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



## 6. BE GOOD NEIGHBORS

# WELCOME VISITORS TO CAMPUS

## UNIVERSITY AVENUE



Paul Krueger, Flickr

Dunsmuir Street, Vancouver, British Columbia, Canada



## 6. BE GOOD NEIGHBORS

# WELCOME VISITORS TO CAMPUS

## UNIVERSITY AVENUE

### Typical Intersection





# Campus-Institutional Zoning

## Zoning Districts

### Residential Districts

SR-C1	Suburban Residential - Consistent District 1
SR-C2	Suburban Residential - Consistent District 2
SR-C3	Suburban Residential - Consistent District 3
SR-V1	Suburban Residential - Varied District 1
SR-V2	Suburban Residential - Varied District 2
TR-C1	Traditional Residential - Consistent District 1
TR-C2	Traditional Residential - Consistent District 2
TR-C3	Traditional Residential - Consistent District 3
TR-C4	Traditional Residential - Consistent District 4
TR-U1	Traditional Residential - Urban District 1
TR-U2	Traditional Residential - Urban District 2
TR-V1	Traditional Residential - Varied District 1
TR-V2	Traditional Residential - Varied District 2
TR-R	Traditional Residential - Rustic District
TR-P	Traditional Residential - Planned District

### Commercial and Mixed-Use Districts

LMX	Limited Mixed Use District
NMX	Neighborhood Mixed Use District
TSS	Traditional Shopping Street District
MXC	Mixed-Use Center District
CC-T	Commercial Corridor - Transitional District
CC	Commercial Center District

### Employment Districts

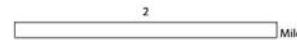
TE	Traditional Employment District
SE	Suburban Employment District
SEC	Suburban Employment Center District
EC	Employment Campus District
IL	Industrial - Limited District
IG	Industrial - General District

### Downtown and Urban Districts

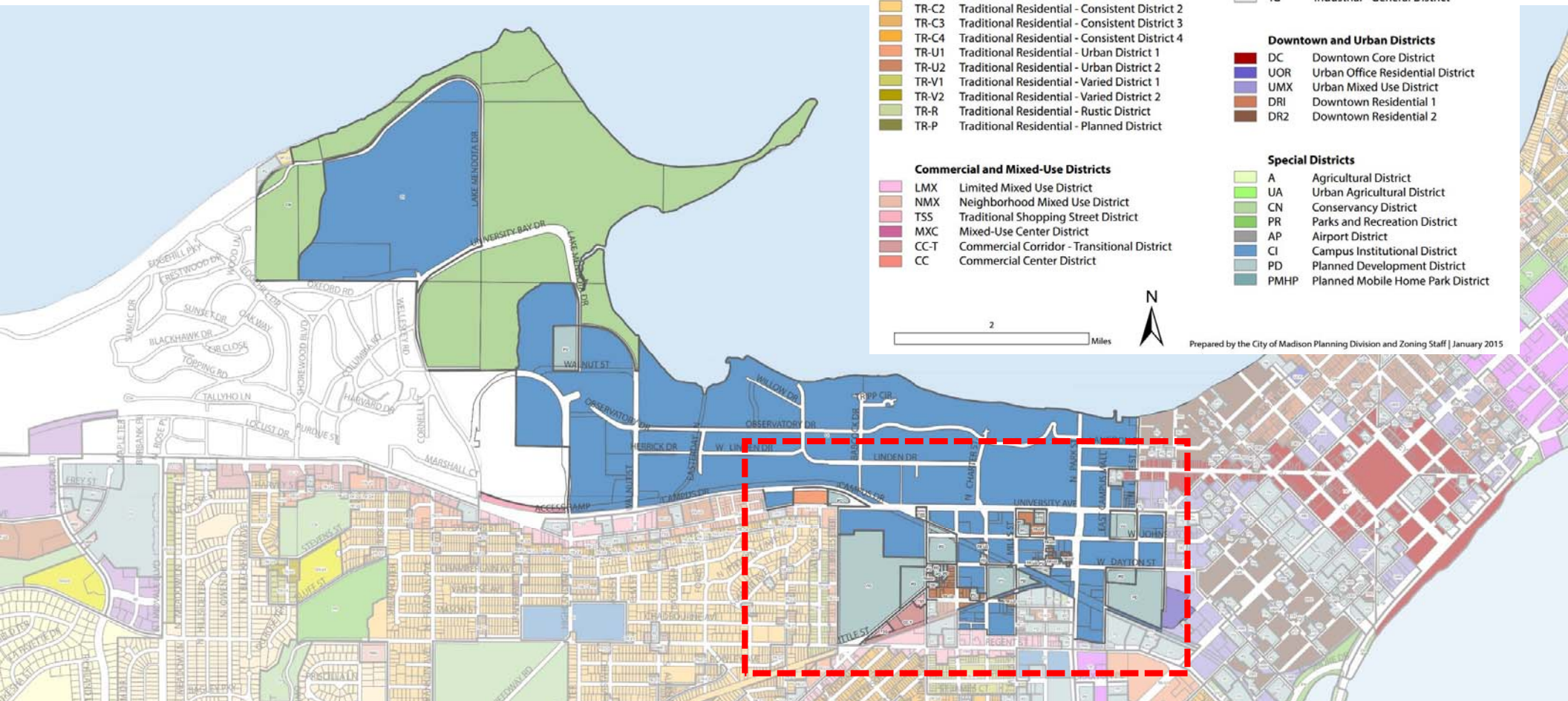
DC	Downtown Core District
UOR	Urban Office Residential District
UMX	Urban Mixed Use District
DRI	Downtown Residential 1
DR2	Downtown Residential 2

### Special Districts

A	Agricultural District
UA	Urban Agricultural District
CN	Conservancy District
PR	Parks and Recreation District
AP	Airport District
CI	Campus Institutional District
PD	Planned Development District
PMHP	Planned Mobile Home Park District



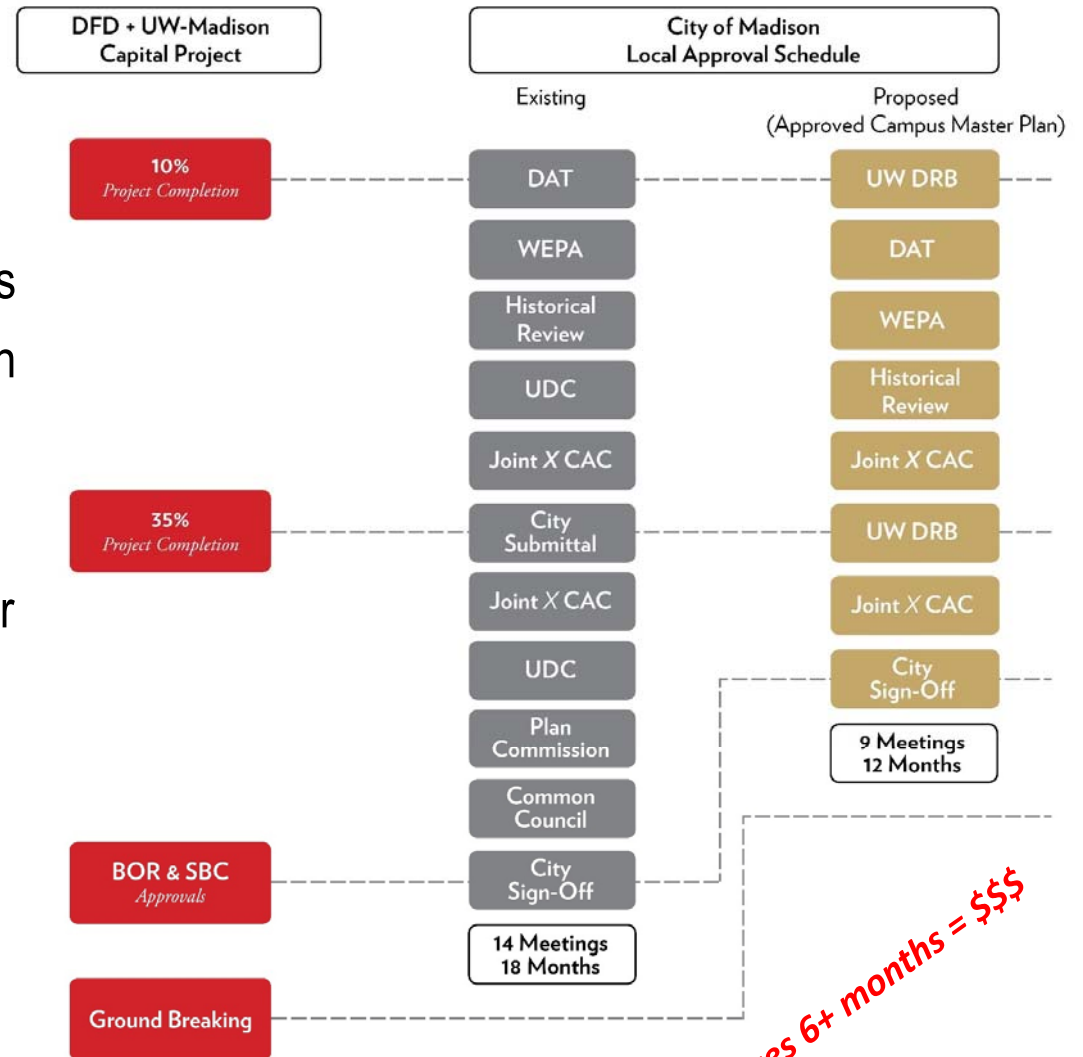
Prepared by the City of Madison Planning Division and Zoning Staff | January 2015





# ZONING PROCESS

- Overall review process reduced by 4-6 months
- Removes Urban Design Commission and Plan Commission and replaces with more robust Campus Design Review Board
- City Staff retains final sign-off to assure compliance with the approved Campus Master Plan





# PUBLIC RELATIONS & COMMUNICATIONS

www.masterplan.wisc.edu

**Engage Now!**

Your voice is important and we want to hear from you! Join in on our "Engage Now!" campaign on our "E-Madison" website

**2015 UW-Madison Campus Master Plan Update**  
masterplan.wisc.edu  
Open House #5

**Public Open House #5**  
April 13, 2016 7-9PM  
Signe Skott Cooper Hall, Auditorium  
301 Highland Avenue  
Public Parking:  
Available in Lot 17B, Lot 7B parking garage  
\*\*\*Reservations will be provided\*\*\*

**Revised Preliminary Master Plan Presentation**  
QR code linking to the presentation

**IMPORTANT NEWS & DATES**

- 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
- Open House #5 - April 13, 2016  
Signe Skott Cooper Hall

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

Interactive Website w/current information

UNIVERSITY OF WISCONSIN-MADISON MASTER PLAN UPDATE

**2015 UW-Madison Campus Master Plan Update**  
masterplan.wisc.edu  
Open House #6

**Public Open House #6**  
September 13, 2016 7-9PM  
City Hall

**Draft Final Master Plan Presentation**  
QR code linking to the presentation

UW-Madison Facilities Planning & Management  
30 N. Mills Street 4th Floor  
608.263.3000 www.fpm.wisc.edu

Public Meeting Flyers

Also...

- Alumni magazine
- Campus e-weekly news
- Student newspapers
- Local print & TV media
- Twitter feed
- Facebook posts

**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 efficiently and effectively 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 rates for faculty and staff. Work to shift U-W Hospital employees 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 some of any proposed structured parking lots.
- 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 improve water quality by reducing the amount of impermeable campus surfaces.

**Recent Events**

- UW Vice Chancellor for Finance and Administration Presentation Update November 7, 2016
- UW Faculty Senate Presentation November 7, 2016
- University Staff Campus November 21, 2016
- City of Madison Planning Staff November 30, 2016
- Follow us on Twitter @UWMadisonPlan

**What's Coming Up?**

- Neighborhood Open House December 12, 2016
- Urban Design Commission December 2016
- W. Olden Club December 13, 2016
- City of Madison Planning Staff December 16, 2016
- Kauffman Institute Seminar January 20, 2016
- Joint Downtown Campus Area Committee January 21, 2016
- Joint West Campus Area Committee January 25, 2016
- City of Madison Committee December 2016 - February 2017

**Parking Additions**

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
- East West Campus: 81 spaces
- Central Campus: +615 spaces
- South Campus: +615 spaces

UW-Madison Facilities Planning & Management  
30 N. Mills Street 4th Floor  
608.263.3000 www.fpm.wisc.edu

21 Monthly Newsletters



## LESSONS LEARNED....

- “Participatory sport”; everyone needs to play in the game & be valued.
- Keep information flowing & over communicate if necessary
- Don’t assume everyone knows everything
- Use social media & on-line resources to push info. out to the masses
- Don’t be afraid to ask for help. U-Comm is a great resource
- Get your faculty, staff & students involved
- Keep your student government informed and involved
- Have open campus mtgs. during the day & in the early evening after work
- Setup poster sessions during lunch hours in the student union/dining
- Keep the campus community informed and involved
- Most importantly..... HAVE FUN!





QUESTIONS????



**WISCONSIN**  
UNIVERSITY OF WISCONSIN-MADISON

