



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

CAMPUS MASTER PLAN UPDATE

EXTENDING OUR HISTORY — EMBRACING OUR FUTURE

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Chancellor's Vision



Welcome to the future of the University of Wisconsin-Madison. This newly updated Campus Master Plan, *Extending Our History and Embracing our Future*, is a framework that will shape this campus for years to come – the next chapter in a remarkable journey that began 168 years ago in a borrowed classroom with 20 students and a faculty of one.

It is nothing short of extraordinary that UW–Madison has grown into

a center for discovery and innovation, a place that has launched thousands of students into new worlds of learning and opportunity, and a community where top scholars want to work and study.

We help Wisconsin to thrive by working with the state's industries to solve problems and improve productivity, and by nourishing discoveries and innovations that spark new businesses and create good jobs.

The university and affiliated organizations such as UW Hospital add \$15 billion a year to Wisconsin's economy. That's about \$41 million every day.

UW–Madison has grown from a deep commitment to higher education among the people of this great state, and our alumni and friends. We've honored their investment over many years with careful stewardship of our precious resources.

Stewardship is the guiding light of this plan. The focus is not major expansion and growth, but instead a commitment to conservation, preservation, and sustainability. This framework will allow us to create a campus that is greener, more pedestrian-friendly, and more cohesive – a place that balances the many, diverse needs of the people who work and study here.

I want to thank the campus community, our neighbors, and local policymakers for working closely together to create this thoughtful, flexible, forward-looking document.

It's important to note that this is a guide, not a checklist. Implementation of any project will depend upon programmatic need and available funding.

Here are just a few elements of the vision it presents:

- Better integration of our beautiful lakeside setting into the campus;
- New green spaces and courtyards that will tie the main campus area north of University Avenue into the more urban south campus as part of the new Campus Landscape Master Plan;
- Updated facilities that are more flexible for reprogramming;
- Our first-ever stormwater management/green infrastructure plan;
- Reduced facility operating costs and maximized use of renewable energy;
- 2,000 visitor parking spaces to be added over the next 20-30 years; and,
- Re-designed paths that promote and enhance bicycling and walking around campus.

This is a time of transformative change, an exciting moment in our history. Students are applying in record numbers. Our graduation rates are the best they've ever been. Researchers are making life-saving discoveries and changing what we know about the world. We're working hard to build a more welcoming campus community. And we're in the middle of a comprehensive fundraising campaign – the most successful we've ever run.

It has never been more important to define a way forward that reflects our values and our vision for this remarkable place. The Campus Master Plan will guide us in our efforts to design a strong, sustainable future that honors the history, traditions and spirit of one of the world's greatest universities.

Rebecca M. Blank, Chancellor

September 13, 2016

Where We Have Been Where We Are Going

It has been a transformational decade since the 2005 Campus Master Plan. The growth of and change on our 936-acre campus has been swift. Our campus and city skyline changed with the construction of new campus facilities and off-campus student housing towers. Key open space milestones were achieved including the connection and extension of the East Campus Mall and the opening of the cross-campus bicycle “missing link”.

The pace of change slowed with the economic downturn in the late 2000s, which only abated a few years ago. State and university budgets were reduced, and public support for the flagship university declined. Reliance on the philanthropy of private donors, already extraordinarily high, increased. The university is turning increasingly toward the renovation of existing facilities and the reduction of facility operating costs. Yet the physical beauty and function of the campus remains important as it plays a significant role in the attraction and retention of researchers, faculty, staff, and students.

In this fiscal climate, measured and deliberate long-term master planning is more important than ever. The physical campus will continue to change and evolve, though the steps may be smaller and less frequent. Thus, the university needs a strong, guiding, long-term vision that can be achieved incrementally through multiple projects. When the vision is both clear and exciting, both public and private investors are more likely to financially support it.

The 2005 Campus Master Plan focused primarily on the building capacity of the main campus. With easy building sites long gone, how much more could UW–Madison grow within its existing footprint, while still maintaining a comfortable density and its special campus character? Through strategic redevelopment, the 2005 Campus Master Plan proved that UW–Madison can continue to grow and evolve for decades within its existing Campus Development Plan Boundary. No large boundary expansions needed, no satellite campuses required. The 2005 Campus Master Plan was supported by a Long-Range Transportation Plan and a Utility Master Plan.

The 2015 Campus Master Plan Update picks up where the 2005 Campus Master Plan left off. Given the beauty of the campus lakeshore and open spaces, incredulously the campus has never prepared a formal landscape master plan. As much as the 2005 Campus Master Plan was focused on building siting and density, this update is focused on the spaces between the buildings. It delineates the qualities of the most successful active, passive, and working open spaces, and designates new open spaces in the areas of campus that do not meet the character



of the historic core. It restores many of Willow Creek's biological and ecological functions while offering new opportunities for engagement and interpretation. The Landscape Master Plan connects existing and planned open spaces for all campus users – faculty, staff, students, visitors, and the campus's flora and fauna.

The Lake Mendota shoreline is the most characteristic component of the UW–Madison campus landscape. From the Memorial Union Terrace to Picnic Point and beyond, campus users enjoy the shoreline throughout the seasons. Yet, with this inheritance comes great responsibility. How the campus and the City of Madison treat the water that flows into the chain of lakes greatly influences lake health. UW–Madison has always been a regional leader in implementing effective stormwater management practices and facilities. The 2015 Master Plan Update includes the university's most comprehensive campuswide stormwater and green infrastructure master planning. The state's stormwater requirements are stringent and getting more so, and with the campus's four miles of shoreline, their impacts are tremendous. The minimal objective of the Green Infrastructure & Stormwater Management Master Plan is to meet and exceed these requirements. However, our goal is to become a national leader in how the campus can reduce its negative impacts and contribute to making the water flowing into our lakes cleaner, while also educating campus users of the campus ecosystem.

The 2015 Campus Master Plan Update includes updates to the Transportation and Utility Master Plans. Since 2005, circulation congestion on campus has increased, and UW–Madison has met the challenge through truly exemplary efforts with transportation demand management. This update pushes the university further, improving transportation for all modes. The Utility Master Plan continues to address the campus's aging utility infrastructure and enables constant building changes, all the while seeking more economical and sustainable methods.

William M. Elvey

Associate Vice Chancellor
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Master Plan Vision

Extending Our History

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



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



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



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



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

Embracing Our Future

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



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



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



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



As we meticulously plan and improve our facilities, we will reduce our operating costs and wisely manage the state's physical assets. We will promote our resource stewardship and improve our service delivery, efficiency, and sustainability.

Master Plan Goals and Guiding Principles

These master plan goals and the guiding principles on how to achieve each were updated and expanded from the 2005 Campus Master Plan. They drove decision-making throughout the master planning process.



1. Support Our Mission

- Support our mission of teaching, research, and outreach by enhancing our physical identity.
- Demonstrate and support the Wisconsin Idea in how we perceive and develop our physical campus.
- Maintain/renovate/replace campus buildings to support a high quality academic and research environment.
- Support and create interdisciplinary academic connections through improved campus facilities and landscapes.
- Support the integration of education, research, and outreach into campus operations with hands-on learning opportunities.
- Leverage the Lakeshore Nature Preserve as natural areas that support our mission of teaching, research, and outreach.

2. Manage Our Resources

- Manage our physical resources as effectively and efficiently as possible.
- Provide buildings with designed flexibilities to meet a planned life of at least 50-100 years or more.
- Demonstrate leadership in environmental sustainability both on- and off-campus.
- Develop and respect sustainable design guidelines to create sustainable facilities.
- Preserve and enhance our environmentally sensitive and culturally important areas by improving, expanding, and monitoring their long term viability.
- Establish long-range goals to become a future zero-waste campus by 2025.
- Make data-informed decisions regarding infrastructure and building services as the campus evolves.
- Manage and improve our water resources by continuing our water conservation initiatives.
- Construct a reliable utility infrastructure network to meet current and future demands.
- Use Sustainable SITES Initiative® as a guideline for all future development.



3. Make Travel Easy

- Support convenient alternatives to driving by maximizing our Transportation Demand Management initiatives.
- Make it efficient to travel to and move around campus.
- Construct accessible and convenient bicycle/pedestrian facilities that connect users to destinations on campus and beyond.
- Provide an efficient and convenient commuter and circulator transit system, connecting campus destinations and linking campus with the city and surrounding areas.
- Improve our streetscapes, making them more comfortable, safe, and convenient for pedestrians and bicyclists.
- Provide the minimal amount of parking needed to meet the needs of the campus and its visitors.



4. Celebrate Our Lakeside Setting

- Protect and celebrate our lakeside setting while reducing our impacts on land and water.
- Leverage our lakefront setting and natural areas in the Lakeshore Nature Preserve.
- Enhance and sustain our campus natural resources for future generations.
- Work with our local partners to continue to improve the water quality of Willow Creek, Lake Mendota, and the entire Yahara Lakes system to meet current and future water quality regulations.

5. Revitalize Outdoor Spaces

- Develop our physical environment so that it communicates our institutional values and strategic priorities.
- Respect and celebrate the history and cultural diversity of the university.
- Promote a clear sense of place by protecting, enhancing, and maintaining our existing quadrangles, courtyards, and streetscapes.
- Explore the need for new outdoor spaces for informal gatherings.
- Protect and enhance our historic buildings, historic districts, and cultural landscape resources.
- Nurture wellness through a broad spectrum of outdoor open spaces and encourage physical activity throughout the seasons.
- Refine and unite our on-campus neighborhoods by revitalizing outdoor gathering spaces and utilizing the campus for experiential learning, health, and wellness.
- Ensure our available land is put to the highest and best use.
- Design buildings and landscapes so that they fit into their campus neighborhood context.
- Develop and respect comprehensive design guidelines to further design coherence.



6. Be Good Neighbors

- Be responsive to our neighbors to assure we are good community partners, maintaining a high quality of life for everyone.
- Create an environment that invites participation by the surrounding community in our educational and entertainment events.
- Welcome visitors to campus with a sense of arrival through defined gateways at major entry points.
- Delineate an identifiable and inviting campus boundary where appropriate.
- Establish efficient and attractive connections across campus and with the surrounding neighborhoods.

Major Initiatives

Since the construction of North Hall on Bascom Hill in 1851, our Madison campus home has served us very well. For over 160 years, we have grown and changed, requiring new buildings, open spaces, and support spaces. Through strategic renovations, removals, and new construction, we can continue our institutional evolution within our existing campus footprint.

The 2015 Campus Master Plan Update is a comprehensive vision. Through its major initiatives, it seeks to address the campus's most pressing issues and prepares the campus for more decades to come.

The proposed facilities shown in tan are potential redevelopment sites. Some of these buildings are programmed and will be redeveloped in the next few years. Others are very long-term facilities development opportunities.

Major Building Initiatives

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



L A K E M E N D O T A



Major Transportation Initiatives

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

Major Landscape Initiatives

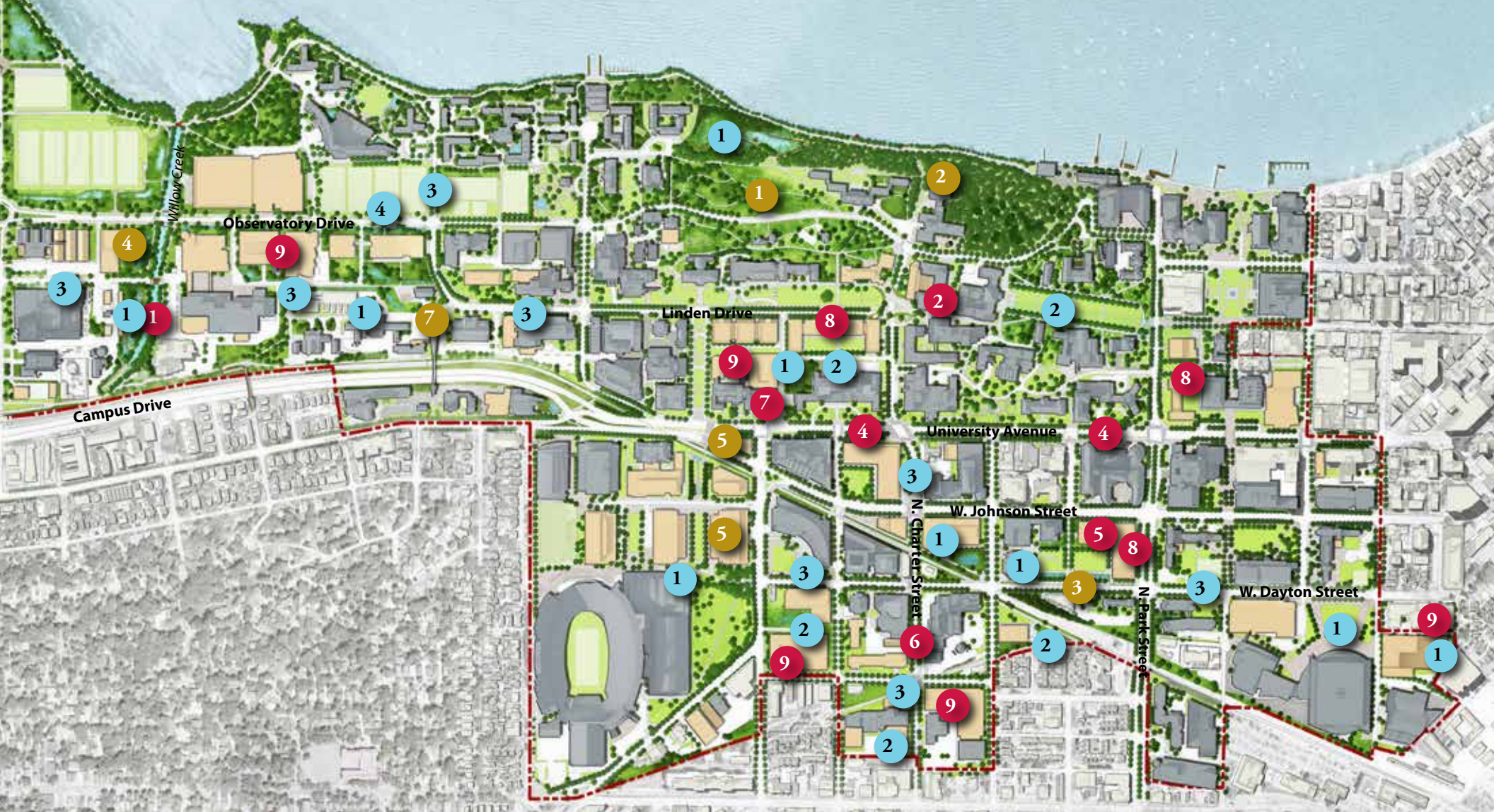
- 1 Naturalized Observatory Hill
- 2 Sewell Social Sciences Stair and Boardwalk
- 3 Southern Urban Campus Quad
- 4 Revitalized Willow Creek
- 5 Henry Mall Extension to Camp Randall Memorial Park
- 6 Health District Lake Mendota Connection
- 7 Open Space Commons at Horse Barn

Major Green Infrastructure Initiatives

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



L A K E M E N D O T A



Landscape and Open Space

This is the first comprehensive Landscape Master Plan for the campus, marking a significant milestone in our history. Focused on improving and maximizing the spaces between the buildings, the plan sets an overall vision for the campus landscape. Most importantly, it creates a framework of guiding principles for designers, landscape architects, architects, and planners to ensure the cohesive integration of future expansion projects.

The history of the UW–Madison 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.

The southern urban campus will be more dense and active, but also more open and green. View Looking north from above Regent Street. Eye-level illustration top of next page.





W. Dayton Street (Proposed), at the southern urban campus quad, looking east



W. Dayton Street (Existing)

The southern urban campus today lacks the special outdoor places like Bascom Hill and the lakefront that make the historic campus so special. The 2015 Campus Master Plan Update seeks to create new gathering spaces along W. Dayton Street, near Educational Sciences, the Noland-Zoology block, and Union South. These new spaces will be connected to the heart of campus with a Henry Mall extension to Camp Randall Memorial Park, a reimagined and greener N. Charter Street, and a new N. Brooks Street pedestrian mall.



Lot 34 now dedicates the foot of Observatory Hill to surface parking.



Lot 34 will be replaced by attractive and interactive engineered wetlands.

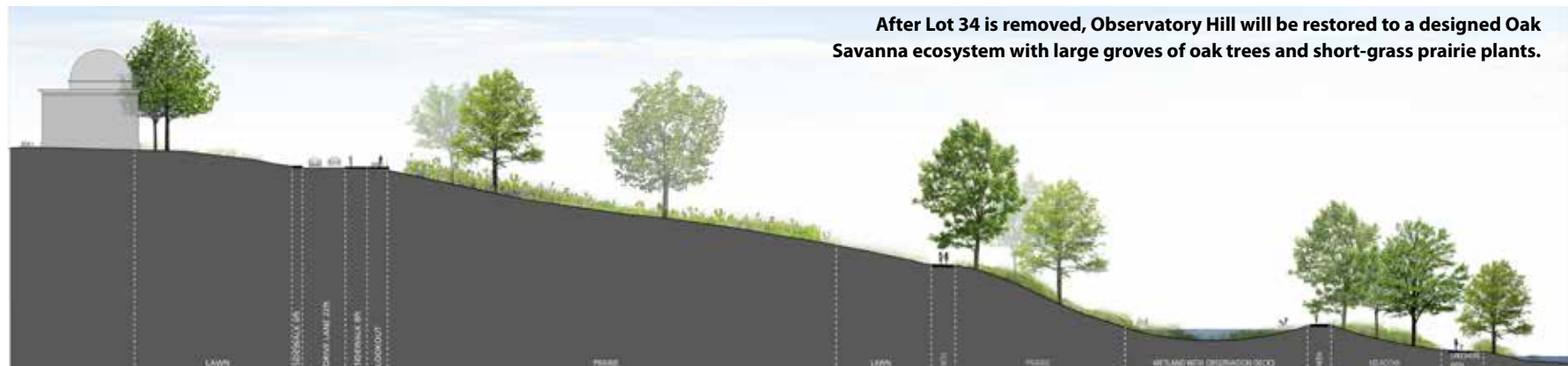
Observatory Hill

Observatory Hill is a sacred, historic landscape. It is one of the few remaining large open spaces in the central historic campus and its view of Lake Mendota and Picnic Point are treasured by all.

Even before the campus located Washburn Observatory on the apex of the drumlin, this landscape was utilized for thousands of years. Native Americans built effigy mounds atop the hill which visually connected to other mound groups at Willow Creek, Picnic Point, and across Lake Mendota. Centuries later, the university terraced the hill and built an orchard; the remnants of which are still visible today.

Today, the landscape has become a pass-through space that has lost much of its historic prominence. Beyond winter sledding, the hillside gets little active and dedicated use.

Observatory Hill is a landscape steeped in history and thus worthy of preservation. Despite its revered status, opportunities exist to revitalize this open space, strengthening its connection to the lake, while providing both restorative and educational environments for students and staff.





Our lakefront is one of our most important resources. A lakefront surface parking lot will be removed, replaced by attractive and functional ponds and wetlands. The iconic view from Observatory Hill will be enhanced and restored to a naturalized prairie/savannah landscape. Linden Drive will be converted to a green street and new pedestrian land bridge will be created above the N. Charter Street/Linden Drive intersection.

Green Infrastructure

UW–Madison is already a leader in sustainable stormwater practices. We have implemented dozens of progressive practices from green roofs to wetlands throughout our 936-acre campus. The 2015 Campus Master Plan Update pushes us forward, going beyond the easy projects to maximize our efforts to capture, hold, and clean the stormwater that falls on and flows through our campus. We are committed to cleaner Lakes Mendota and Monona.

The 2015 Campus Master Plan Update also lays out a plan for a more sustainable utility infrastructure. In addition to replacement of aged utilities with more modern and efficient systems, it also explores a dramatic expansion of renewable energy generation systems. On the energy demand side, the university has already implemented multiple building energy conservation retrofits and completed new construction projects with improved energy performance standards. On the supply side, the 2015 Campus Master Plan Update recommends proven renewable energy generation systems tailored to specific building and site opportunities.

Both the near west agricultural campus and the west health sciences campus have turned their backs on Willow Creek, an urban creek that is the only tributary on Lake Mendota on campus. This district of campus is poised for significant redevelopment, bringing an incredible opportunity to create a new campus vernacular of working landscapes and a revitalized creek, rooted in the agricultural and natural history of the area.



Willow Creek will become an attractive and engaging backbone for the stormwater management system in the near west agricultural and life science campus. Eye-level illustration top of next page.

Willow Creek (Proposed) – Linear terraces stepping down to the water’s edge will allow students to engage with and access the creek. Outdoor terraces will provide direct access from the School of Veterinary Medicine expansion and new Natatorium to the Willow Creek edge.



Willow Creek (Existing) – View looking north from Observatory Drive bridge.

The Willow Creek riparian zone should be restored by expanding the vegetative buffer to manage non-point source pollution. The removal of Easterday Lane will provide much needed green space for rain gardens to manage stormwater, cleansing and slowly releasing it to Willow Creek. Perched wetlands along the west side of the creek will intercept stormwater runoff from the Physical Plant Grounds Department service yard prior to it entering Willow Creek. Interpretive signage along boardwalks will educate students and visitors to the university’s cutting-edge stormwater management research.

Transportation and Parking

Walking, biking, and transit are fundamental to getting to and moving around campus, and the university already places a high priority on providing connected and comfortable facilities for pedestrians and bicyclists. We are a national benchmark. Among our national peers, UW–Madison ranks second in the country in the number of faculty, staff, and students who commute to and move around campus in other than a private vehicle.

The 2015 Campus Master Plan Update seeks to complete all missing links in the bicycle and pedestrian network throughout campus. The Campus Drive bike path will directly connect to Babcock Drive and along the redeveloped Willow Creek to the Temin Lakeshore Path. N. Charter Street will be converted to a green street with two-way operation and bike lanes to welcome commuters from our southern neighborhoods. We will better connect across University Avenue through a new N. Brooks Street pedestrian mall, new streets between Linden Drive and University Avenue, and a Henry Mall extension to Camp Randall Memorial Park.

Expanded park-and-ride facilities and more direct and effective transit service will encourage faculty, staff, and students to leave their vehicles at home. To address a lack of sufficient parking for our first-time and occasional campus visitors, the 2015 Campus Master Plan Update recommends possible long-term expansion of regulated parking for our campus visitors.

Vehicle parking will become more compact – most surface parking lots will be converted to above-ground or underground parking structures. Parking structures will reduce our environmental impact with incorporated renewable energy generating roofs and green roofs for stormwater management.



N. Charter Street and Linden Drive pedestrian bridge and landscape redevelopment. Eye-level illustration top of next page.



N. Charter Street (Proposed) – Looking north toward Linden Drive



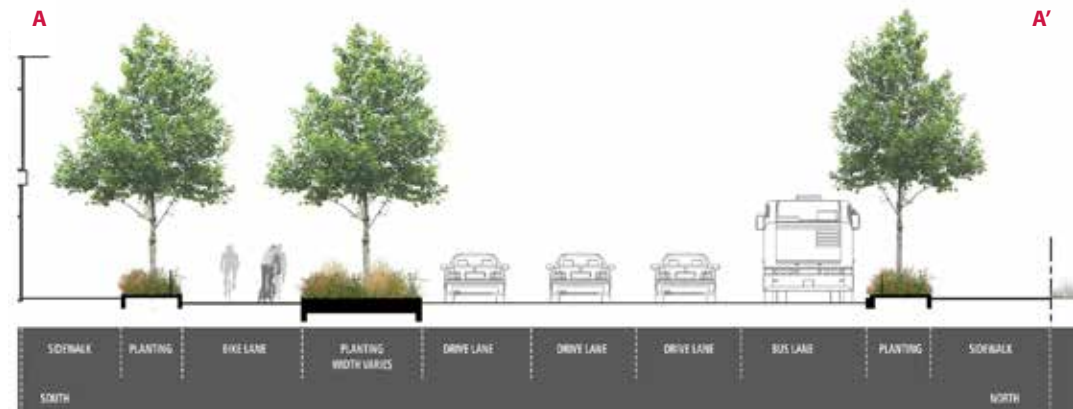
N. Charter Street (Existing) – Looking north toward Linden Drive

Perhaps the most difficult transportation challenge is the N. Charter Street and Linden Drive intersection, which has pedestrian volumes during class changes rivaling Midtown Manhattan intersections. The 2015 Campus Master Plan Update recommends a dramatic grade-separated pedestrian bridge. The bridge will flow with the existing topography, directly connecting pedestrian destinations east to west and serving as an extension of the landscape along Linden Drive.

University Avenue

The 2015 Campus Master Plan Update envisions a long-term redevelopment of our most prominent street – University Avenue. The street design now serves a very high volume of vehicles, but it separates our urban campus from the historic core. The eastbound cyclists are in a comfortable separated lane, but westbound cyclists are uncomfortably stranded between moving traffic and an active bus lane.

The 2015 Campus Master Plan Update envisions a new University Avenue. Combining bike lanes into a separated two-way lane makes cycling more comfortable and safe for many users, and completes a regional off-street path. The transit lane and streetscape on the north will welcome the introduction of bus rapid transit service. The addition of landscaping within and at the edges will improve the appearance of our most visible transportation corridor. We understand University Avenue's role in the region, so these changes will not reduce its vehicular capacity.



University Avenue (Proposed) – Cross-section (A-A')



University Avenue (Proposed) – at Lake Street

Acknowledgements

Executive Leadership Team

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