

MASTER PLAN GOALS & GUIDING PRINCIPLES



Extending Our History

The vision of the 2015 Campus Master Plan Update is to capture the best characteristics of our historic campus core, and extend and strengthen them throughout our evolving campus. Understanding that it is the culmination of pieces that supersede any one element placed within or on the landscape.



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.



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Extending Our History-Embracing Our Future

LETTER FROM CHANCELLOR REBECCA M. BLANK



This newly adopted 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 169 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



NEED FOR A CAMPUS MASTER PLAN

The 2015 Campus Master Plan is intended to provide a guide for managing the efficient and planned future campus development. The plan provides a framework for growth at the university by designating sites for short-term capital development projects as well as providing a framework for long-term future projects. The Campus Master Plan addresses both the location of buildings as well as the spaces in between them with an emphasis on the campus landscape. By placing equal importance on both buildings and outdoor space, the plan sets a precedent that ensures the development of a campus in harmony with its natural environment, provides much-needed new outdoor gathering spaces, provides ample growth for existing and future programs and research, and provides well-designed open space connections across campus. The plan also continues to raise aspirations and provide a positive direction for potential donors interested in investing in the future of the campus.

The implementation of this plan will help ensure that the UW-Madison campus develops with the high level of quality associated with the

institution and its long-range strategic plan. In light of inevitable changes in programs, priorities, and capital development funding in the future, this plan should be viewed as a flexible document that is a comprehensive tool for setting the vision and directing decisions. As a result, the goals and principles of the plan are equally as important as the specific building and open space recommendations. This plan is not intended to prescribe solutions or limit creativity, but rather to establish a framework for development which strengthens the identity and physical character of the UW-Madison campus.

The 2015 Campus Master Plan was also developed to satisfy the City of Madison's Campus-Institutional (C-I) zoning district requirements that include having an approved campus master plan. That approved plan is required to be updated every ten years to maintain the C-I district on property the university currently owns. As the university acquires privately held land within the approved Campus Development Plan Boundary, campus planning staff will facilitate a zoning change to that land to bring it in alignment with the current approved C-I district campus master plan.



2015 CAMPUS MASTER PLAN Extending Our History-Embracing Our Future

The plan's four major components include recommendations for transportation, green infrastructure and stormwater management, utility infrastructure, and the university's first ever landscape and open space master plan. A series of master plan goals guided plan direction and future implementation.

Goal #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.
- Leverage the Lakeshore Nature Preserve as natural areas that support our mission of teaching, research, and outreach.

Goal #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.
- Use Sustainable SITES Initiative" as a guideline for all future development.

Goal #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.
- Improve our streetscapes, making them more comfortable, safe, and convenient for pedestrians and cyclists.
- Provide the minimal amount of parking needed to meet the needs of the campus and its visitors.

Goal #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.

Goal #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.
- Nurture wellness through a broad spectrum of outdoor open spaces and encourage physical activity throughout the seasons.

Goal #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.