

MAJOR GOALS

1. Support our Mission

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

2. Manage our Resources

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

3. Make Travel Easy

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

4. Celebrate our Lakeside Setting

- a. Protect and celebrate our lakeside setting while reducing our impacts on land and water.
- b. Leverage our lakefront setting and natural areas in the Lakeshore Nature Preserve.
- c. Enhance and sustain our campus natural resources for future generations.
- d. 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

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

6. Be Good Neighbors

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