

*"Always design a thing by considering it in its next larger context - a chair in a room,
a room in a house, a house in an environment, an environment in a city plan."
- Eliel Saarinen"*



MASTER PLAN UPDATE PRELIMINARY DRAFT PLAN

Academic Staff Assembly
March 14, 2016

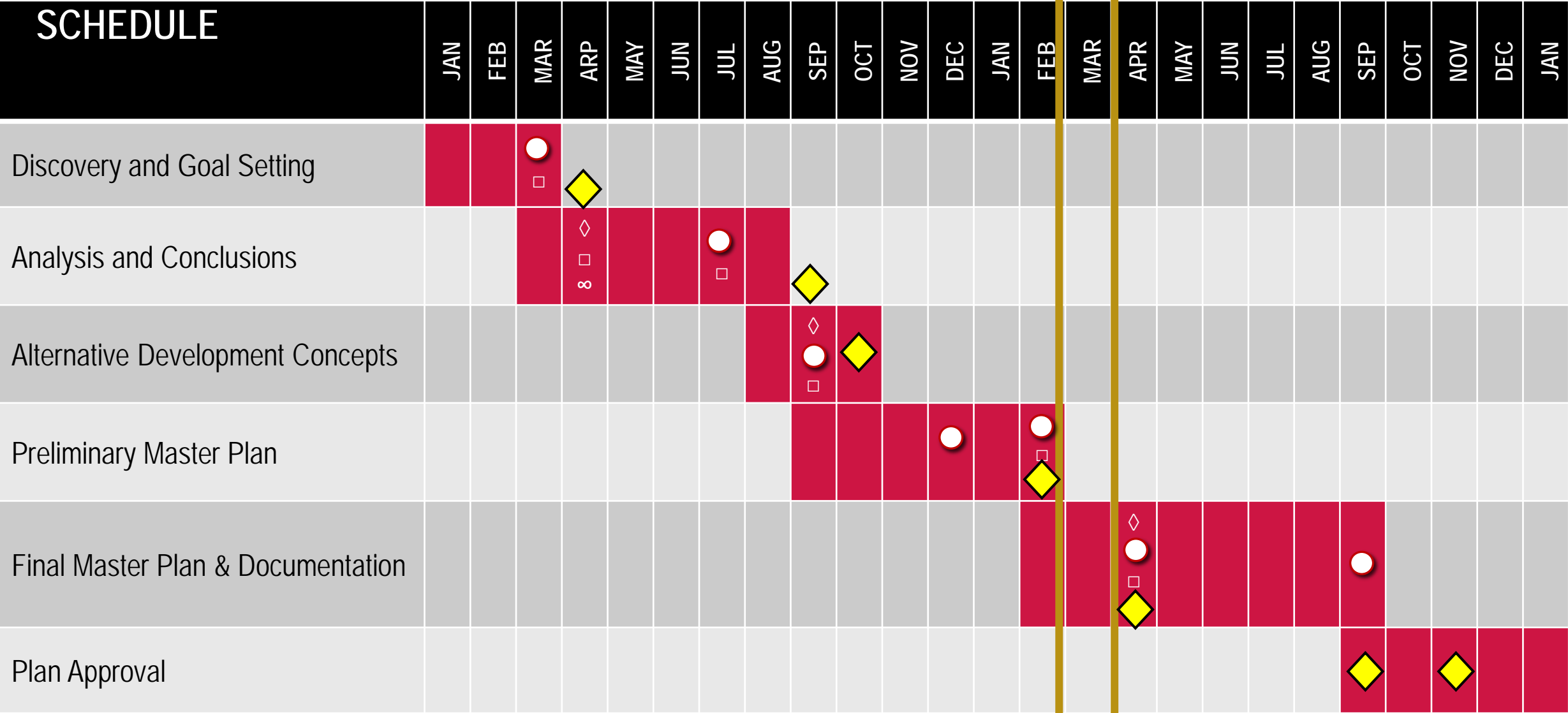
AGENDA

1. Project Update + Status
2. Plan Introduction
3. Preliminary Master Plans
 - Preliminary Draft Landscape Plan Master Plan
 - Preliminary Transportation Plan
 - Infrastructure – Renewable Energy
4. Focus Areas
5. Next Steps

2015

2016

2017

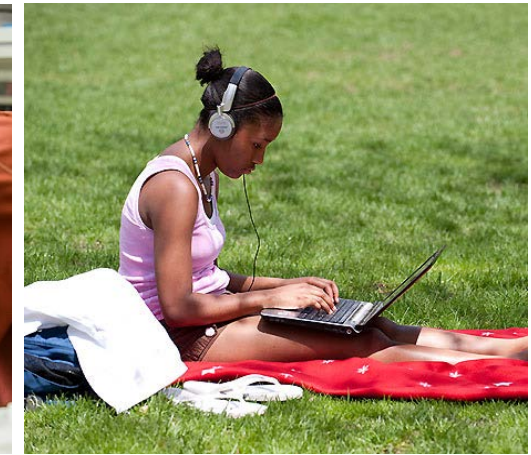


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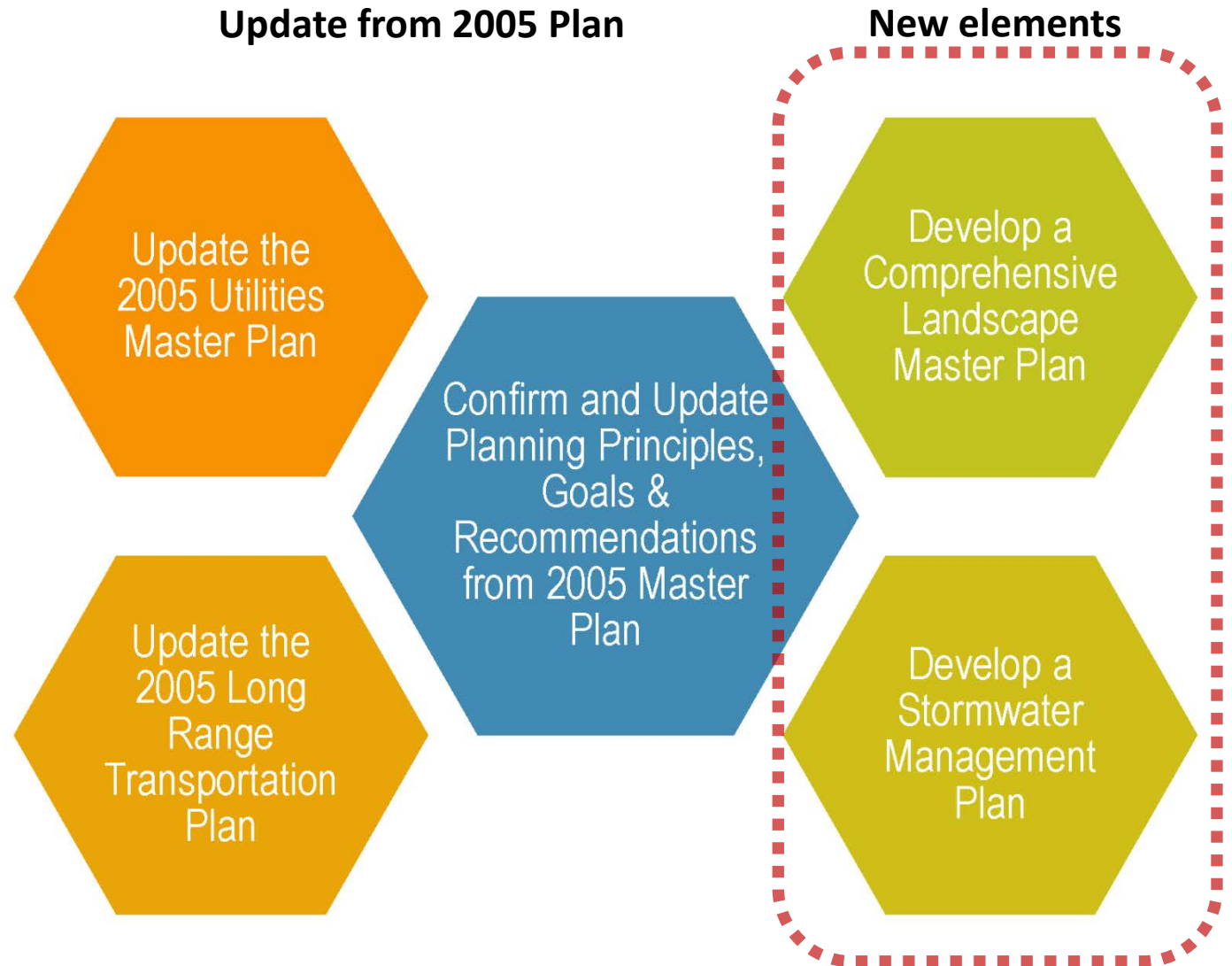
◇ Executive Leadership Team ○ Campus Planning Committee □ Technical Coordinating Committee ◆ Campus Public Outreach

GOALS

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



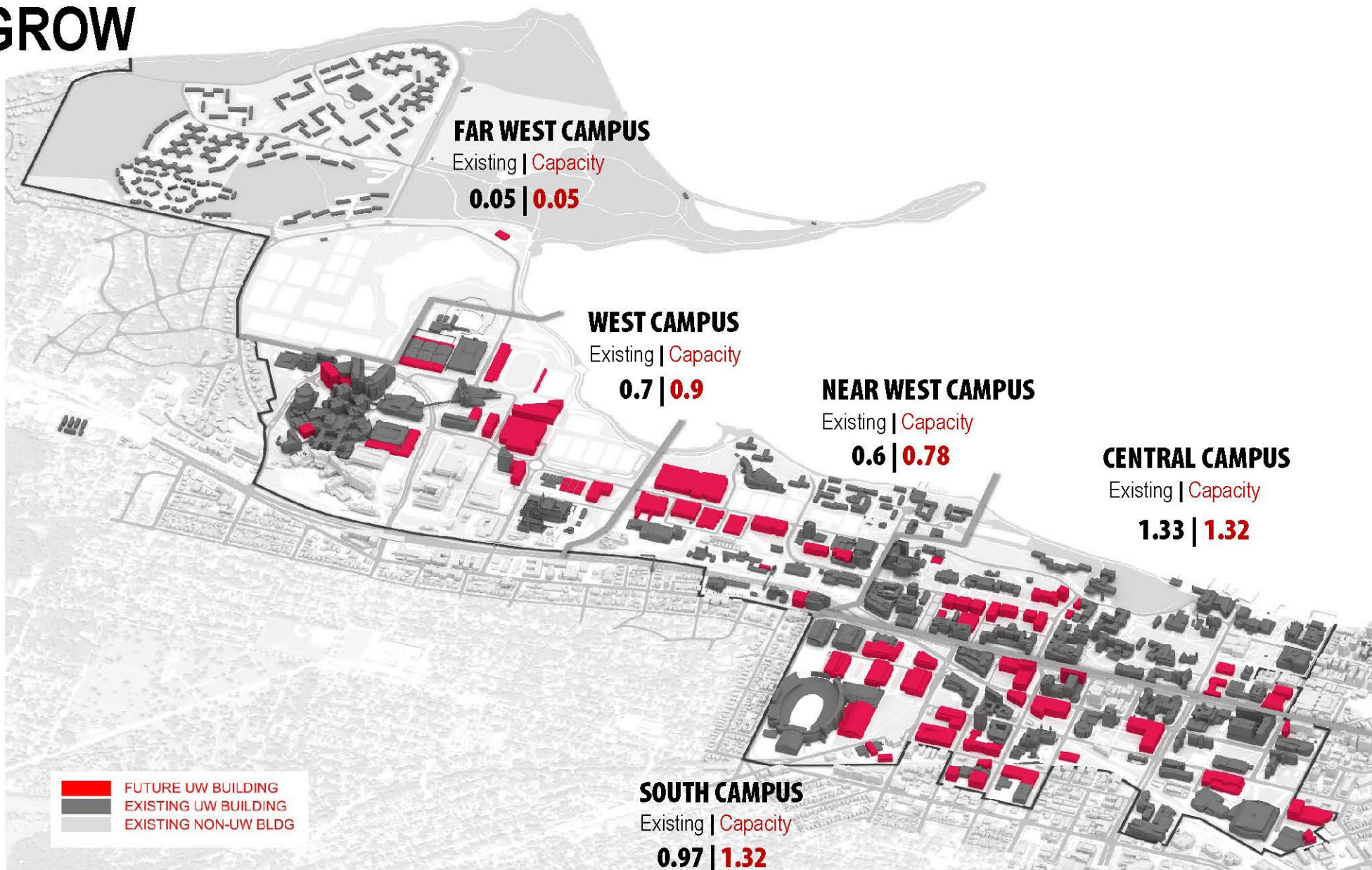
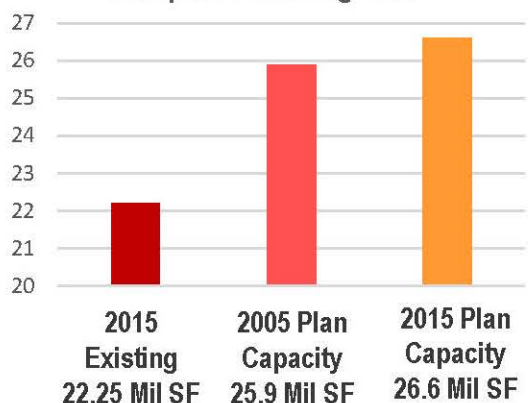
MASTER PLAN UPDATE SCOPE



CAPACITY TO GROW

- 2015 Master Plan Update increases 2005 Plan capacity by 400-600,000 SF
- 2005 capacity: 3.7 mil. additional GSF
- 2015 capacity: 4.3 mil. additional GSF

Campus Building GSF



PRELIMINARY DRAFT PLAN

Areas of Change

Areas of Change from 2005 Master Plan:

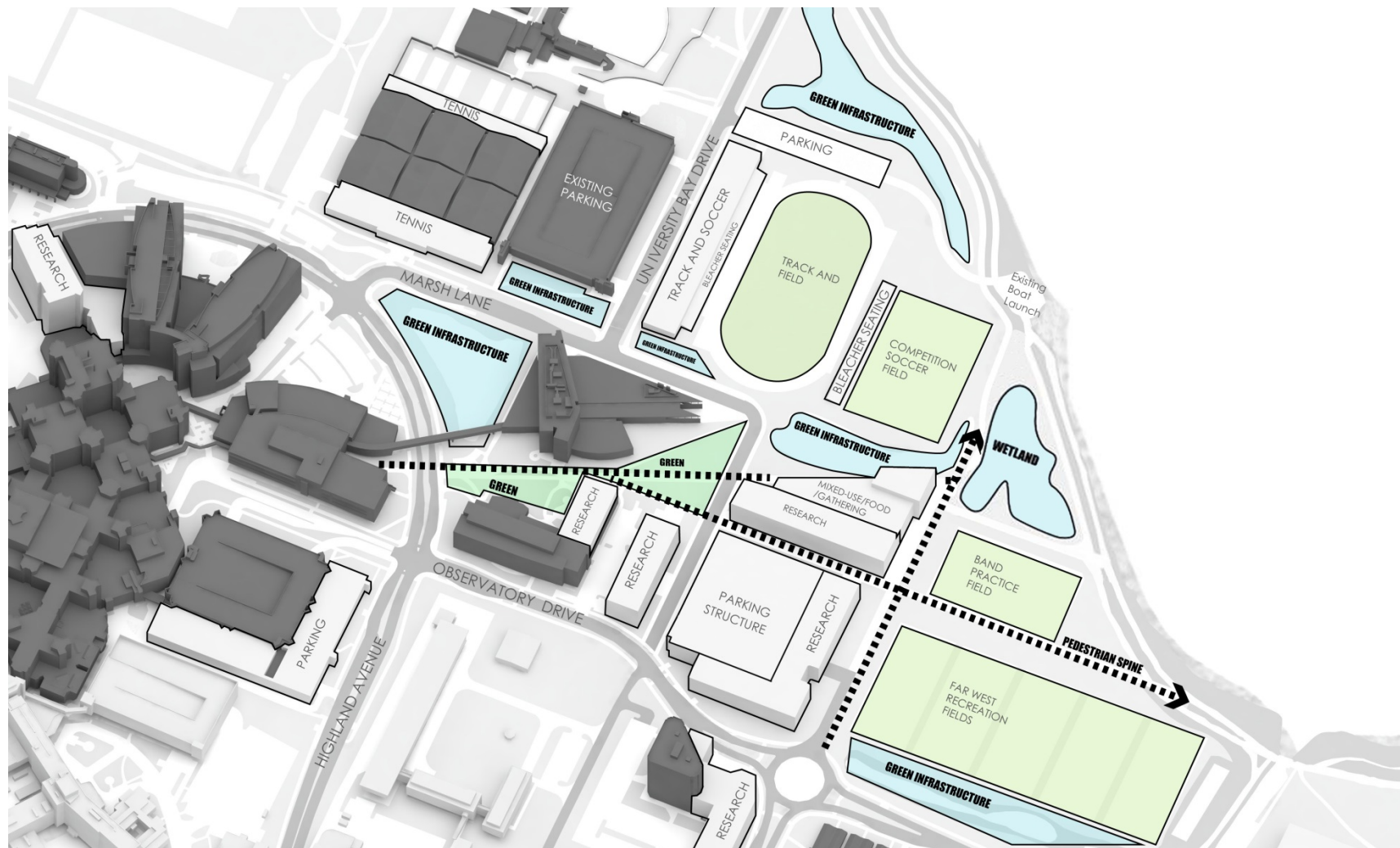
1. West Campus at Health Sciences
2. Near West Campus
3. Central Campus – Superblock
4. South Campus
5. Engineering Precinct



WEST CAMPUS

Urban Form

- Separate track and soccer fields
- Future mixed use/amenity building facing lakefront
- Expanded parking structure from previous plan
- Expanded research capacity from previous plan
- Gain approx. 150,000 GSF of additional research capacity at Health Sciences district



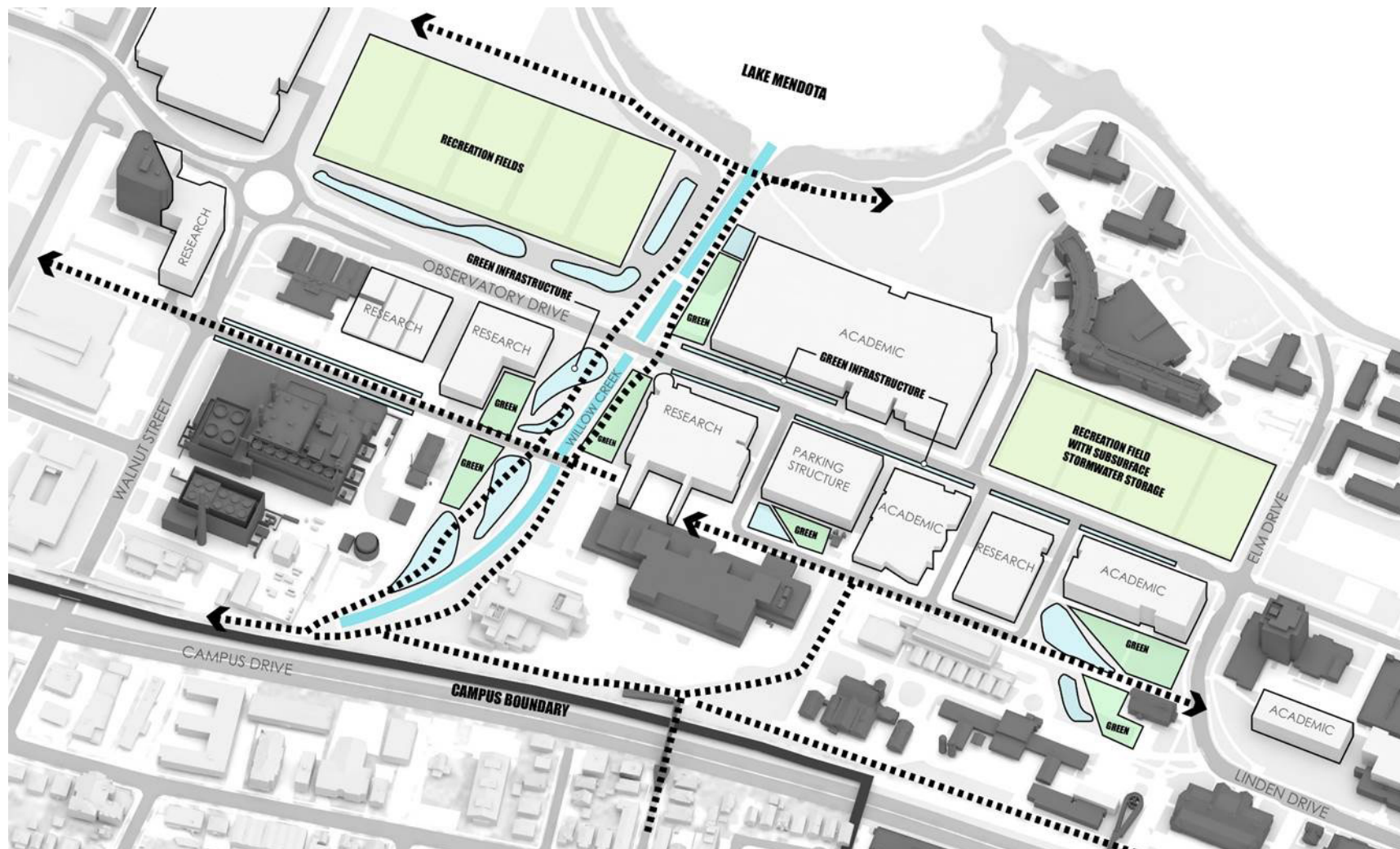
..... Non-motorized Movement

NEAR WEST CAMPUS

Urban Form

- Updated footprints for:
 - Natatorium
 - Vet Med expansion
 - Meat & Muscle facility
 - New parking garage
- New green infrastructure along Linden corridor and Willow Creek
- Expanded green space around horse barn
- Proposed vehicular bridge across Willow Creek at Linden
- Future density remains consistent with 2005 plan capacity

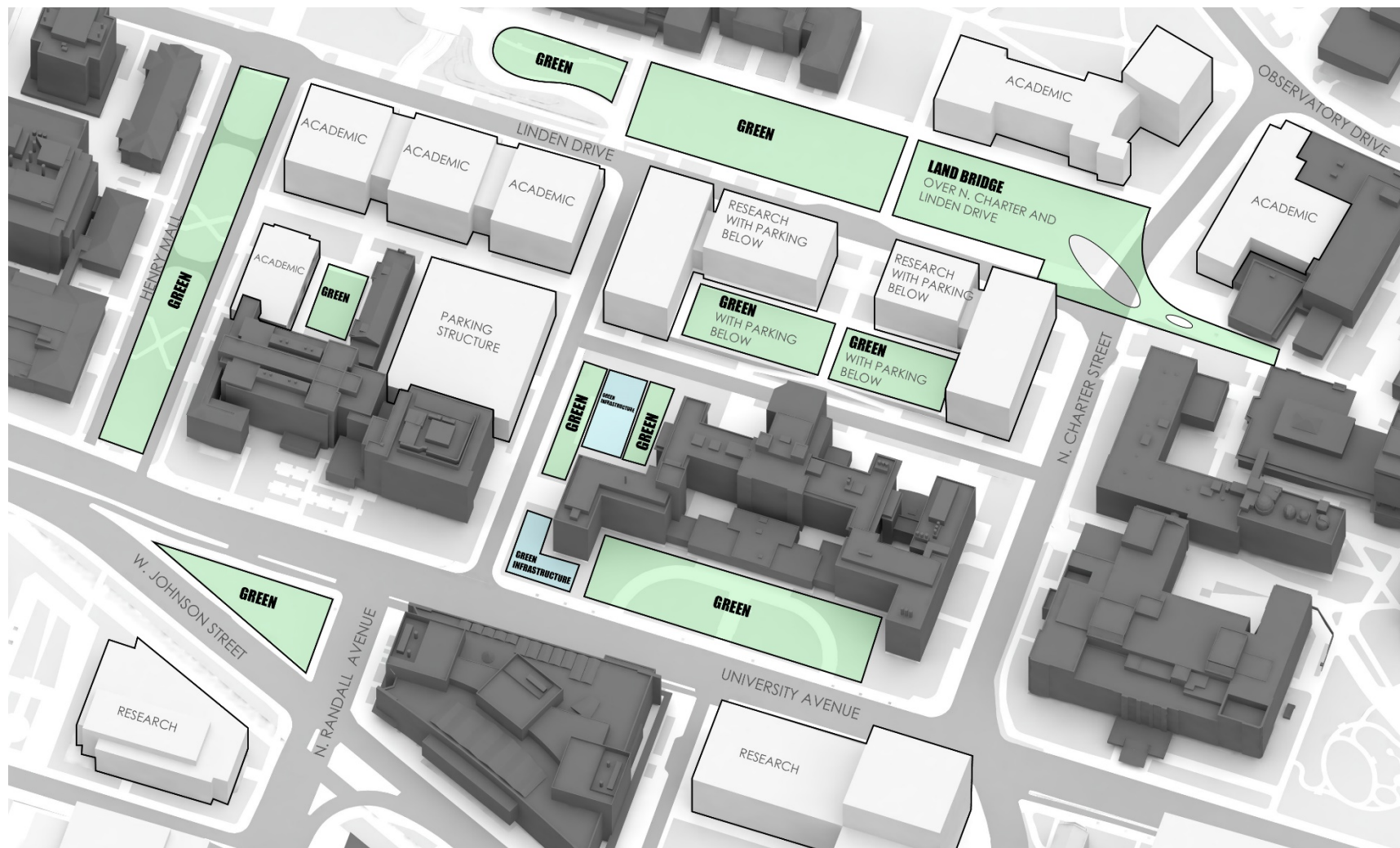
..... Non-motorized Movement



CENTRAL CAMPUS SUPERBLOCK

Urban Form

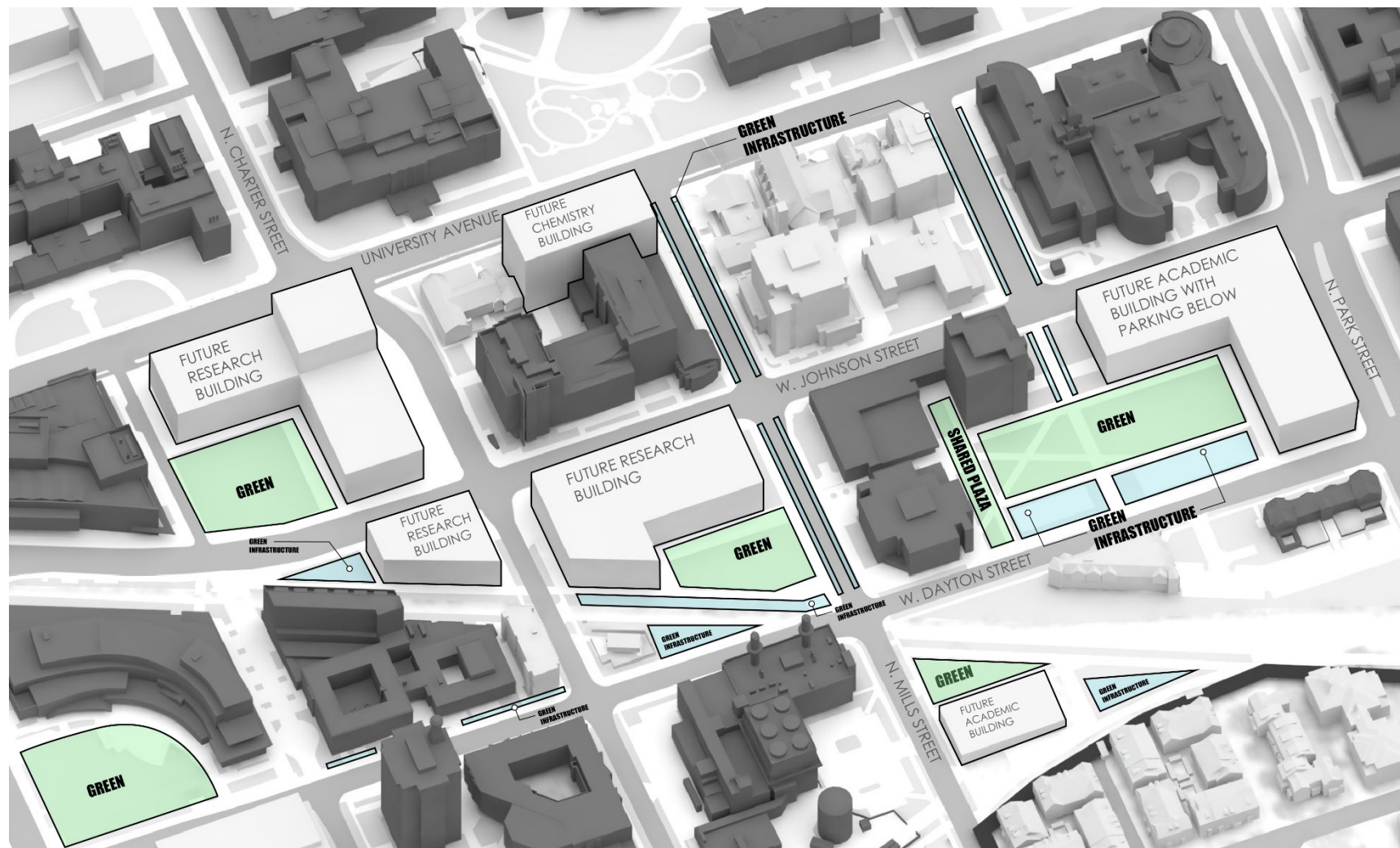
- Future development creates consistent streetwall fronting Linden Drive
- Interior circulation opened up for vehicular, service, bike and pedestrian movement
- Demolition of McArdle Hall allows for expansion and redesign of structured parking
- Future district green with parking below
- Superblock provides replacement parking for Lot 34 & Observatory Hill spaces
- A slight capacity decrease with demo of McArdle Hall (capacity re-captured in South Campus)



SOUTH CAMPUS

Urban Form

- Consistent urban streetwall fronting major corridors on University Avenue + Johnson St.
- New south-facing open space for each block
- New South Quad proposed on Dayton Street for additional activity + programmed space on Dayton (*assumes apartment building removed in long term*)
- Brooks Street from Johnson to Dayton Street converted to pedestrian mall with shared emergency access

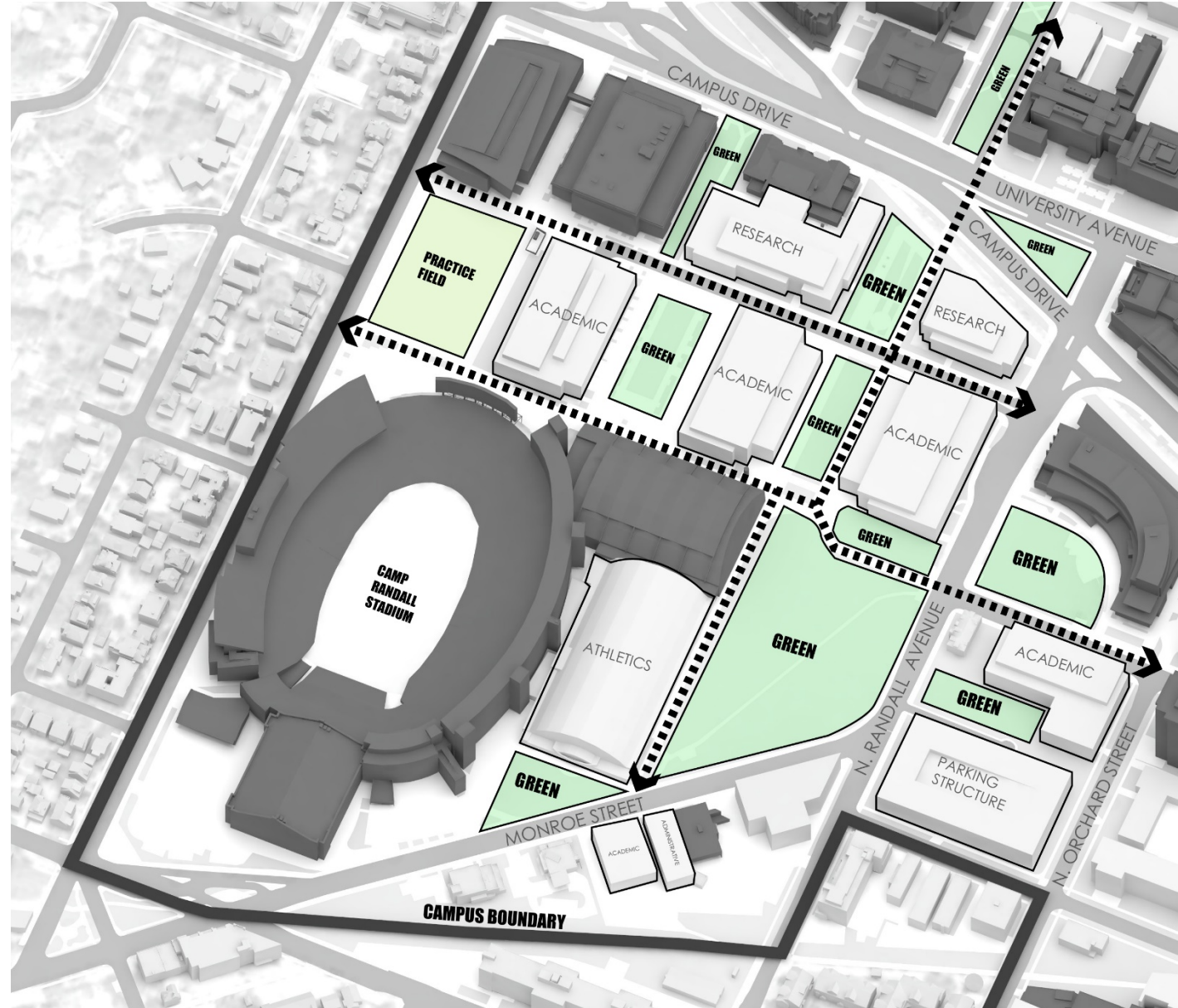


ENGINEERING / ATHLETICS PRECINCT

Urban Form

- New Engineering Precinct Plan provides for long term replacement and expansion of academic and research uses
- Redevelopment of Engineering Hall permits extension of Henry Mall open space and view corridor to Camp Randall Memorial Park
- Relocation of existing parking garage to Randall at Monroe Street reduces pedestrian/vehicular conflicts north of stadium
- Future shared green and activity space at Union South with relocation of Wendt Library

..... Non-motorized Movement



OBSERVATORY HILL FOCUS AREA

Prairie and Wetland

- Locate visitor parking outside of critical landscape viewshed
- Provide passive lawn area adjacent to Elizabeth Waters Hall
- Re-route pathways around Native American mound group

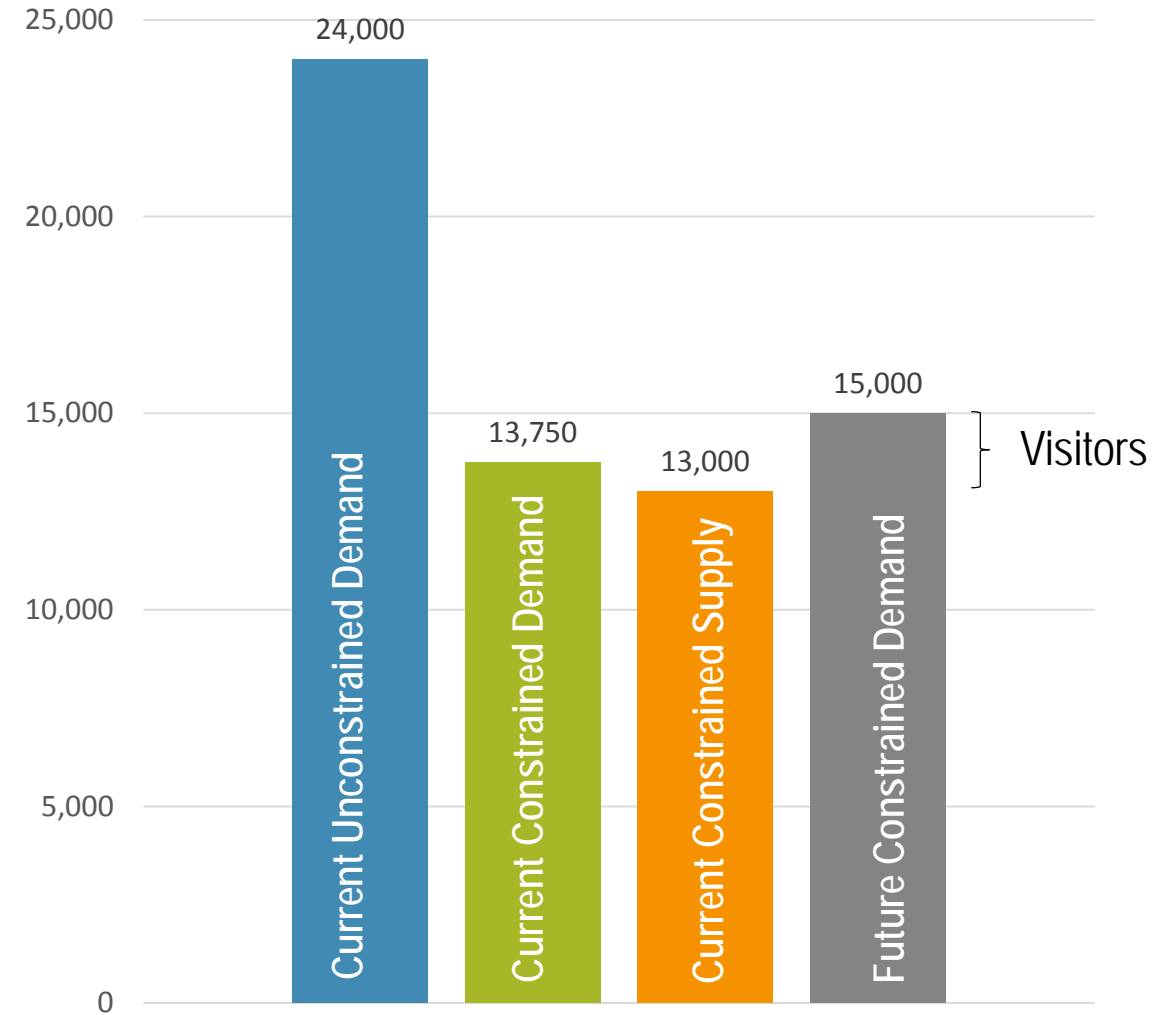


Parque del Humedal, Minghu, China, Turenscape



PARKING AND TRANSPORTATION DEMAND MANAGEMENT

- UW-Madison is a national leader in transportation demand management (TDM) and alternative commuting communication and marketing strategies
- Continuously improve Transportation Demand Management (TDM) program.
- Provide convenient and balanced alternative travel options available for students, faculty, and staff
 - Walking and biking
 - Transit
 - Park-and-Ride
 - Carpool and vanpool
- Continue focus on meeting **visitor parking** demand by district.



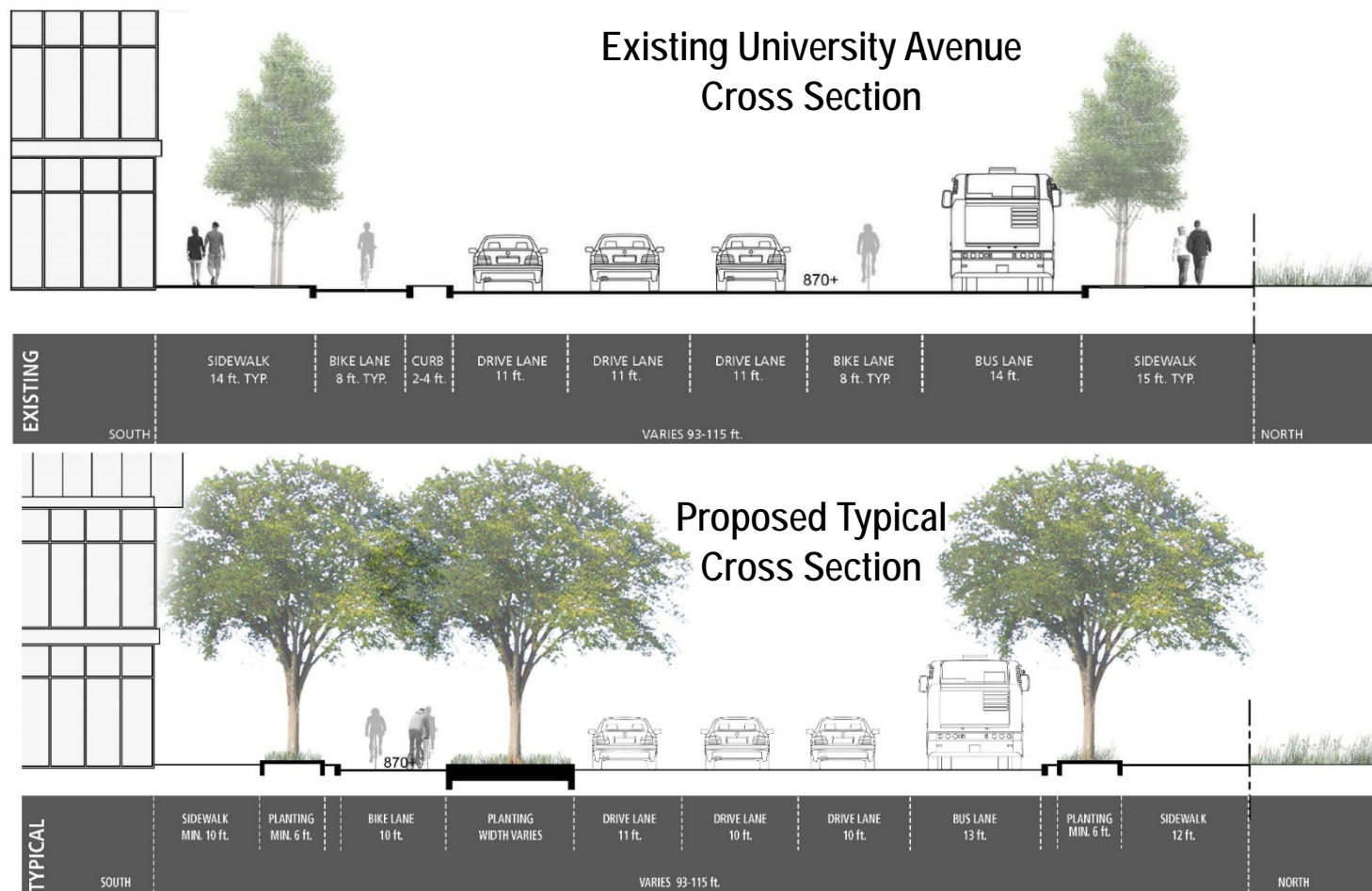
PARKING REDUCTIONS AND ADDITIONS



UNIVERSITY AVENUE BICYCLE IMPROVEMENTS

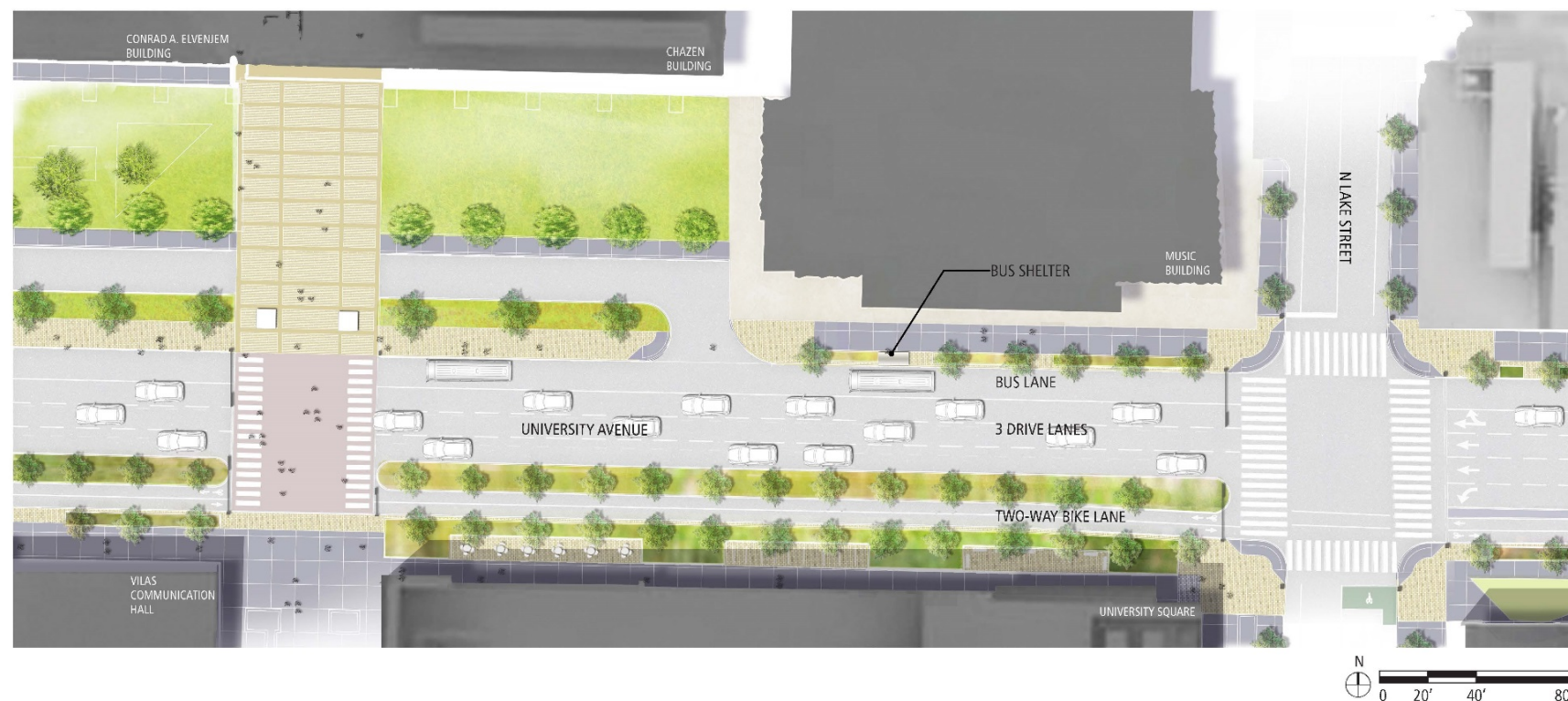
Proposed South Side Cycle Track Cross-Section:

- 13 ft. bus lane
- 11 ft., 10 ft., 10 ft. travel lanes
- 10 ft. left turn lane (where needed)
- Landscape median with varied width
- 10 ft. combined two-way cycle-track
- Minimum 10 ft. sidewalk south side
- 8-12 ft. sidewalk on the north side



UNIVERSITY AVENUE BICYCLE IMPROVEMENTS – TYPICAL BLOCK

- Cycle track location proposed on the south side
- Landscape medians provide a buffer between bicyclists and vehicle traffic
- Street trees and planted terraces slow traffic, improve pedestrian experience, and improve campus image



The background of the slide is a faded image of the University of Wisconsin-Madison campus, featuring a large, light-colored building with many windows and a green lawn in the foreground. A solid red rectangular bar is located at the top left of the slide.

NEXT STEPS

Revised Preliminary Master Plan

- Public Open House #5
- April 13, 7-9pm, Cooper Hall Auditorium, 701 Highland Ave

Over the Summer

- Finalize plan and document

City Review and Approval Process

- April 2016: Urban Design Commission
- May/June 2016: Neighborhood Associations, Joint Southeast, Joint West, Plan Commission
- October 2016: Neighborhood Associations, Joint Southeast, Joint West
- October/November 2016: Urban Design Commission, Plan Commission, Common Council

NEXT STEPS

- www.masterplan.wisc.edu
- engageuwmadisonmasterplan.com



**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
701 Highland Avenue

Public Parking:
Available in Lot 75 & Lot 76 parking ramps
Refreshments will be provided

**Revised Preliminary
Master Plan Presentation**



UW-Madison Facilities Planning & Management
30 N. Mills Street, 4th Floor
608-263-3000 · www.fpm.wisc.edu



UW-Madison 2015 Campus Master Plan Update

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How well do you feel you understand the 12,000 year history of campus? «

About this Interactive Site

Your voice is important and we want to hear from you! Join our campus community and provide feedback to posted questions and plans...also ask us your own questions or just sign-up for the monthly newsletter and project updates.

This site is your online hub for discussions related to the 2015 UW-Madison Campus Master Plan. There is a robust tradition of shared decision making and transparency here at UW that is deeply rooted in the 2015 Campus Master Plan process. We believe there is a community of passionate problem solvers out there just waiting to use their insights, expertise and ideas. Whether you are a current student, past alum, neighbor, faculty, staff, city resident or just plain interested in the UW, this is the place for you to interact!

This website is a companion to the University of Wisconsin-Madison official [2015 Campus Master Plan Update](#).

Master Plan Alternatives Workshop

On October 27, the University unveiled the master plan alternatives. The master planning team is considering multiple concept designs each for 7 areas of campus: Observatory Hill, the Central Superblock, South Campus, University Avenue, Charter Street, Linden Drive/Willow Creek, and West Campus. This is a critical stage in the master planning process, and we need your review, reactions, and suggestions.

[Alternatives Workshop >>](#)

Status Report: February 2016

Welcome to 2016! Even though the calendar year has inched up by one, the 2015 Campus Master Plan is just clearing the 54% completion point. Note the prefix of '2015' will continue as this is the official name and year of the plan.

Timeline



**Public Open House #3:
Draft Alternatives**

10/27/2015 - 5:00pm to 7:00pm



Consultant Campus Visit #5

12/09/2015 - 7:00am to 3:00pm



**Public Open House #4:
Draft Preliminary Master**

02/24/2016 - 7:00pm to 9:00pm



**Public Open House #5:
Revised Preliminary**

04/13/2016 - 7:00pm to 9:00pm

**Past Presentations, Meeting
Notes & Newsletters**

QUESTIONS?

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www.masterplan.wisc.edu



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