AGENDA

- Schedule
- Engagement & Outreach
- Master Plan Goals
- Document Composition
- Initiatives Overview
- Existing Capacity and Land Use
- Campus Institutional (CI) District Zoning
- Design Guidelines & Standards
- Completion Schedule
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◊ Executive Leadership Team  ○ Campus Planning Committee  □ Technical Coordinating Committee  ◇ Campus Public Outreach
ENGAGEMENT & OUTREACH SUMMARY

• Number of meetings: +250
• Number of monthly newsletters: 18
• 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:
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.

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.
Executive Summary

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

Campus Institutional District Master Plan

Campus Design Guidelines & Standards
MAJOR NEW 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
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
Proposed Parking Facilities

- Lot 75 UW Hospital Ramp
- Lot 62 Ramp
- Block South of Grainger Ramp
Potential net gain of up to 2,165 parking stalls.
GREEN INFRASTRUCTURE INITIATIVES

Major Green Infrastructure Initiatives

1. Surface Stormwater Facility
2. Sub-Surface Stormwater Facility
3. Green Streets
4. Recreational Fields Underground Stormwater Treatment
WHAT IS GREEN INFRASTRUCTURE

Green Infrastructure (GI)  /grɛn/ /ˈɪnfrəˌstrək(t)ʃər/

*Green*  Implies something that must be actively maintained and potentially restored

*Infrastructure*  Implies something that we must have (think roads & utilities)

---

1. Benedcit, Mark; McMahon, Edward. 2006 “Green Infrastructure: Linking Landscape and Communities.”
GRAY INFRASTRUCTURE

Gray

- Streets
- Utility Lines
- Sewer
- Water Distribution
- Internet
- Bridges
- Geo Systems
- Built Structures
- PV/Geo/Hydro/Win Power

Human-made single purpose (mono-functional) systems that typically segregate and separate the following basic provisions:

- Water
- Waste
- Transport
- Food
- Energy
GREEN INFRASTRUCTURE

Green infrastructure uses vegetation, soil and natural hydrologic features to manage water AND provide environmental and community benefits.

- Green Roofs
- Porous Pavements
- Bioretention Systems
- Rainwater Harvesting
- Urban Tree Canopy
- Native Vegetation
- Reduced Impervious
- Green Streets
- Waterways
- Streets
- Utility Lines
- Sewer
- Water Distribution
- Internet
- Bridges
- Geo Systems
- Built Structures
- PV/Geo/Hydro/Wind Power

- Green Roofs
- Porous Pavements
- Bioretention Systems
- Rainwater Harvesting
- Urban Tree Canopy
- Native Vegetation
- Reduced Impervious
- Green Streets
- Waterways
Figure 3-18 Campus Watersheds

Legend
- Campus Development Plan Boundary
- Lake Monona Watershed
- Lake Mendota Watershed
- Lake Mendota via Willow Creek

Offsite area to Willow Creek: ~2,000 acres
CAPACITY TO GROW

- Campuswide capacity of over 4.7 million gross square feet.
- West, Near West, and South increase in density.
EXISTING LAND USE
PHASING – BUILDING REMOVALS

• Some known projects will happen in the near term, others are building opportunities that are at least 20+ years away

• New buildings move forward with an identified program need and sufficient resources

• Utilities, parking, and landscapes improved incrementally, often with building projects
PHASING – BUILDING OPPORTUNITIES

Legend
- Campus Development Plan Boundary
- Phase 1 (2017-2023)
- Phase 2 (2023-2029)
- Phase 3 (2029-2035)
- Phase 4 (2035+)

LAKE MENDOTA
BUILD OUT – PROPOSED LAND USE
28.097 CAMPUS-INSTITUTIONAL DISTRICT.

(1) Statement of Purpose.

The CI District is established to recognize the City’s major educational and medical institutions as important activity centers and traffic generators, accommodate the growth and development needs of these institutions, and coordinate the master plans of these institutions with the City’s plans, policies and zoning standards. The district is also intended to:

(a) Permit appropriate institutional growth within boundaries while minimizing the adverse impacts associated with development and geographic expansion.

(b) Balance the ability of major institutions to change and the public benefits derived from change with the need to protect the livability and vitality of adjacent neighborhoods.

(c) Encourage the preparation of Campus Master Plans that enable adjacent neighborhoods and the broader community to understand the levels of development being proposed, their likely impacts, and appropriate mitigation measures.

(2) Master Plan Requirement.

(a) Any Campus Institutional District created after the effective date of this ordinance shall submit a Campus Master Plan, which shall be approved as part of the map amendment.
Campus Institutional District Zoning

(5) Contents of Master Plan.
The Master Plan shall include the following elements and information:
(a) Background/History. A summary of previous planning efforts by the institution in conjunction with the City and/or abutting neighborhoods or other interest groups, a description of the campus master planning process and participants, and any other relevant background material.
(b) Mission/Guiding Principles. A statement that defines the organizational mission and objectives of the institution and describes the role of the master plan within the context of the mission.
(c) Facilities Plan. Includes a description of existing conditions on the campus and the proposed conditions under the Master Plan, including:
1. Existing Conditions.
   a. Land uses and buildings.
   b. Building form (building type, height, bulk, etc.).
   c. Landmarks, historic sites and districts.
   d. Natural features and significant open-space areas.
2. Proposed Conditions.
   a. Future needs/capital improvements.
   b. Phasing of proposed improvements.
   c. Future land uses and buildings.
   d. Building Form (building type, height, bulk, etc.).
   e. Landscape treatment.
   f. Open-space areas and other open-space uses.
   g. Relationship to transportation/access plan (parking, transportation demand management, etc.).
Neighborhoods
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
Zoning

Campus Institutional District
Planned Development District
Traditional Residential - Urban District 2
Commercial Center District
Proposed Master Plan
Zoning + Master Plan Overlay
DRAFT v4.0

CAMPUS DESIGN GUIDELINES & STANDARDS

An Approach to a Pleasing Composition
(rev. September 2016)

2015 CAMPUS MASTER PLAN UPDATE
ZONING PROCESS

• Overall review process reduced by 4-6 months
• Removes UDC and Plan Commission and replaces with more robust DRB
• City Staff retains final sign-off
ZONING PROCESS
TYPICAL MAJOR PROJECT

- Typical Major Project
- Generic January Start Date
- PD Parcels Follow ‘Existing’
- ‘Month-2’ Indicates Year 2
PROPOSED DESIGN REVIEW BOARD

1. Associate Vice Chancellor for Facilities Planning & Management
2. University Architect
3. University Landscape Architect
4. Ad Hoc Member (Dean/Director or Project Sponsor)
5. Campus Community Representative (Faculty or Retired Faculty)
6. A practicing or retired architect
7. A practicing or retired landscape architect
8. A city of Madison Planning staff member
9. A city of Madison JWCAC or JSECAC member based on project location
10. A representative from the Division of Facilities Development
11. A representative from UW System Administration
12. One student representative, appointed by the Associated Students of Madison

(Existing DRB members)
CAMPUS DESIGN NEIGHBORHOODS

Historic Campus Design Neighborhood
Historic Campus Neighborhood

Overview & Location

Defined as the academic and historic core of campus the area primarily includes classrooms and offices for faculty/staff. As the oldest portion of campus it presents a traditional collegiate aesthetic with an architectural rich building inventory set in a vibrant landscape setting.

While being the most building-dense neighborhood on campus, the entire area lacks low urban hills north of University Avenue. This is tied to quantity and quality of open spaces, including the iconic Bucky B Idaho quadrangle which itself is appropriately scaled and framed to relate to the architecture. An emphasis is placed on pedestrian walkability and scale, with limited street infrastructure throughout the area. This design neighborhood is most commonly associated with the UW-Madison physical bond and as such material use and design principles shall be of a quality and craftsmanship in par with the existing precedents.

Although the streets around and through this design neighborhood shall have a clear and consistent quality per the streetscape typology recommendations, the architecture is allowed more freedom to draw from its immediate adjacencies. The identified ‘Architectural Mixing Zones’ are highlighting primary streets within the campus development boundary where building styles and materials can more appropriately draw from their immediate contexts. In essence, the goal is promote a dialogue along these corridors that is not identifiable with any one design neighborhood, but part of the UW-Madison physical experience.

The design neighborhood is bounded by Babcock Drive to the west, N. Park Street to the east, University Avenue to the north and primarily Observatory Drive to the north. The area also includes Elizabeth Waters Hall and William H. Sewell Social Science Building located north of Observatory Drive.

Area: 90 acres (32% of 305-acre planning area)
Massing & Scale

- Buildings are to support the campus civic structure, giving an architectural definition to the campus streets, quadrangles, and other open spaces. Buildings are to front directly onto these spaces and to support them by their form, massing, and the slopes of their facades.
- Buildings shall have a base, middle, and top. Visual emphasis is to be given to the ground floor through door and window scale, architectural detailing, and greater floor-to-ceiling heights.
- Minimize exceptions as necessary to balance program needs with providing an exemplary collegiate setting.
- Begin each new building with symmetry in plan, although asymmetrical ideas can be introduced when necessary. Use an assemblage of repeating and matching forms for interest and economy of cost. Buildings should follow a typology that will allow for flexibility of simple plan forms.
- Unify architectural articulation such as changes in material, fenestration, architectural detailing, or other elements to break down the scale.
- Proposed building massing shall consider daylight penetration into all spaces of the building.

Building Heights

Building heights are to generally match the urban context to the southwest and east, crescendo in height along the campus arcades of University Avenue and Johnson Street and become lower as the lakeshore is approached. Consider existing topography and the natural campus setting when determining building heights. Buildings along the edges of the neighborhood may be taller, but should be designed to lessen their mass and bulk against these more natural areas of campus.

Roofs: Buildings should generally have hip or gabled roofs.
Building Heights

University Avenue Corridor Plan
Adopted May 6, 2014 452605

Regent Street - South Campus Neighborhood Plan
Adopted July 12, 2012 242468

City of Madison Downtown Plan
Adopted July 17, 2012 242468

UW Madison Campus Master Plan
Anticipated Adoption: December 2016

Building Heights Legend:
- 3 Stories: 38'-91'
- 4 Stories: 48'-51'
- 5 Stories: 58'-60'
- 6 Stories: 68'-70'
- 7 Stories: 78'-80'
- 8 Stories: 88'-90'
- 9 Stories: 98'-100'
- 10 Stories: 100'-110'
- 11 Stories: 110'-120'
- 12 Stories: 120'-130'
- 13 Stories: 130'-140'
- 14 Stories: 140'-150'
- More recent plans take priority

Legend:
- 6 Stories: 60'-68'
- 5 Stories: 50'-59'
- 4 Stories: 40'-49'
- 3 Stories: 30'-39'
- 2 Stories: 20'-29'
- 1 Story: 10'-19'
- No Stories: 0'

*More recent plans take priority
### Build-To Lines

- **Build-To Lines** refer to the ‘Build-To Dimensions’ within the campus design neighborhood and further identify the nuances along that street frontage to provide guidance when determining appropriate ‘Build-To’ limits. These limits ensure architectural framing of the street occurring where appropriate, green space is preserved, and that a pleasing human-scaled pedestrian realm is created that allows for street activities and socialization.

### Build-To Dimensions

- **Street Name:** Name of street located within the neighborhood.
- **Erosion:** Street name and current walkway, as visible and unique character may vary.
- **Existing R/W:** Existing right-of-way, the distance from back of sidewalk.
- **Dimensions:** Dimensions of street frontage where supports of building should conform.
- **Building R/W:** Distance from back of sidewalk where supports of building should conform.
- **Step Back:** Step Back is the same height as Build-To limitation (front of step back).
- **Turn G-1:** Is the area between the sidewalk/path and street appropriate for greens infrastructure.

### Note:

The presence of street buildings should respond to the disposition of adjacent buildings and streets in the landscape. Highlight the plans which define space open space corridors. New buildings should be placed in relation to the quality of the campus landscapes. With the proposed building, our intent is to maintain, define, and use of the quality of the landscape. Placement is already discussed once the site is given as a guide to the development of the building and its contribution to the overall design of the campus.
Build-To Lines
Landscape Principles

The Historic Campus Neighborhood is the heart of campus. This landscape encapsulates the history of campus. Care should be taken to restore and enhance these spaces with attention to restoring the original formal design elements.

- Preserve and enhance the formal quality of the landscape.
- Remove original roads to give campus clearer sightlines.
- Focus on high-quality materials that enhance the nature of the Historic Campus Neighborhood.
- Impact naturalized landscapes on Observatory Hill.
- Manage stormwater on-site through green infrastructure approaches such as infiltration and constructed wetlands.

Landscape Guidelines

The Historic Campus Neighborhood is composed of a series of formal roads and gardens between which the campus fabric connects and limits contiguous spaces.

- Campus Fabric: Traditional lawns and irregularly spaced shade trees.
- Campus Greens: Maintain the balanced green and add new greens through the redevelopments of the Medical Sciences.
- Campus Malls: Retain/restore originally designed spaces that organized the first expansion of the UW-Madison campus preserving the original sense of place.
- Naturalized landscapes: Restore and naturalize Observatory Hill creating a contrast between the two major dendrological zones on campus and showing the importance of natural space within campus.

- Courtyards, plazas, terraces and gardens: Courtyards and plazas should respond to the surrounding architectural context.
Materials & Styles: Existing Conditions

Reference the opposite page for material (M) and architectural feature (A) references.

Materials & Styles

Many materials have been used on campus over the years, with good effect. The Historic Campus Design Neighborhood has a large number of Madison Sandstone and Nepice Sandstone buildings that identify this part of campus. Other common materials and styles are identified below. New construction need not duplicate these historical features, however consideration should be made towards achieving a similar level of quality through detail and refinement of building facades. Colors should inform proposed materials and styles, but ultimately development should be of the present time.

Materials:
- M1: Gray Brick/Buff Sandstone
- M2: Red Brick
- M3: Stone Carved Sandstone
- M4: Lime-Washed/White Paint
- M5: Beton Béton<br>
- M6: Madison Sandstone
- M7: American Sandstone
- M8: Buff Sandstone

Architectural Styles:
- Beaux Arts
  - Classical Revival
  - Neoclassical Revival
- Modern
- Environmental Modernism

Architectural Features:
A1: Articulation and Ornamentation
A2: Diversity of Architectural Variety
A3: Courtyard and Inset
A4: Porch
Building Inventory

Building

- Year building construction was completed.
- Type(s) major renovation projects were completed.
- Defining architectural style.
- Primary exterior material use.

Considerations

Considerations include information related to the planning, design, and approval of a typical building and/or landscape architecture campus project. It is to be reviewed as a resource identifying locations of materials that UW project teams reference most often. Not all project will apply to each identified item. All projects should review the reference list and determine with the UW project manager applicability to the project.

Site Amenities & Vegetation
- 2015 Landscape Development Standards
- Division of Facilities Development Master Specifications – Division 32
- UW-Madison Technical Guidelines – Division 32

Past Plans
- 2004 LaBahn Arts Nanoscience Master Plan
- 2006 U.W. Housing Facilities Master Plan
- 2016 Lemos Science Facilities Master Plan

Restoration/Preservation Efforts
- Bascom Mall
- Henry Mall Historic District
- Observatory Hill

Neighborhood Specific Conditions
- Friends of Lakeshore Nature Preserve
- Historical and Cultural Resources
- 2005 Cultural Landscape Report
- Historic Property Review Requirements
- Archaeological Site Review Requirements
- Archaeological Management Guidelines
- Wall Hall District/Locations
- City of Madison East West 27 (N. Randall Ave & Blue Path)
- City of Madison Zoning (Chapter 28)
- Campus Institutional District (CID)
PROPOSED FINISHING SCHEDULE – DRAFT

- UW Submit Materials to CoM Planning Leadership September 29, 2016
- Neighborhood Presentation Open House December 12, 2016
- LRTPC and Transit & Parking Commission December 14, 2016
- City of Madison Planning & Zoning – Part II December 16, 2016
- Submit to City Plan Commission (all draft documents) December 2016
- Board of Public Works January 2017
- UDC #1 (Informational-Approach) January 2017
- Ped/Bicycle/Motor Vehicle Commission January 2017
- Joint Southeast Campus Area Committee - Recommendation February 2017
- Joint West Campus Area Committee - Recommendation February 2017
- UDC #2 (Recommendation) February 2017
- City of Madison Plan Commission February 20, 2017
- City of Madison Common Council (Final approval) February 28, 2017
- Board of Regents Meeting February 2017
FOR MORE INFORMATION

www.masterplan.wisc.edu

All Document Sections uploaded under the ‘Current Information’ tab.
Questions & Comments
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