



South Campus Neighborhood

Overview & Location

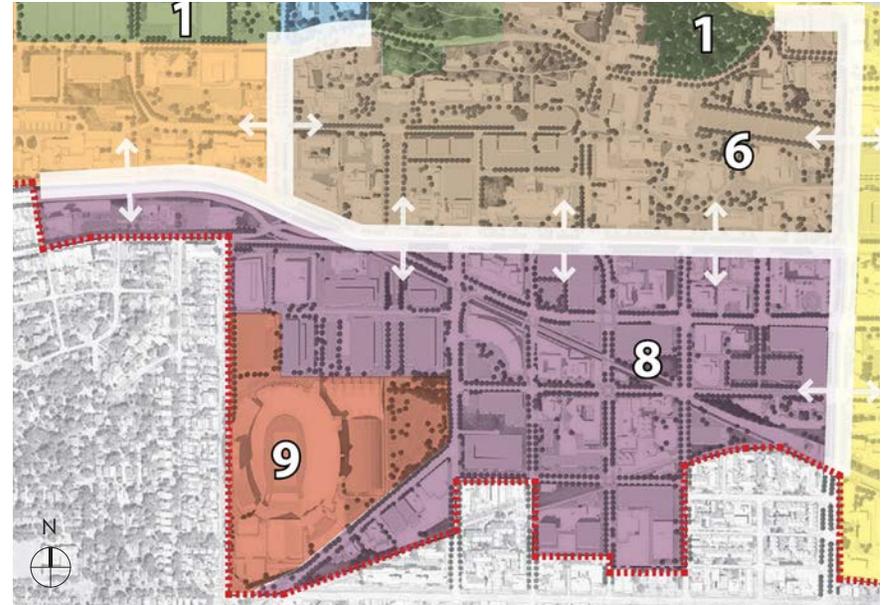
Defined generally as the area south of University Avenue, it contains a number of individual schools and departments. Research, classroom, and office space are the primary uses of the area. Taller buildings with minimal setbacks lend an urban character that is in need of additional open space. Area should maintain active street frontage uses to encourage a sense of civic life. This area is also unique to the campus in that the street right-of-ways are owned and maintained by the city of Madison. Close collaboration and planning needs to occur between the city and university to ensure the vision and goals of both entities are being met.

This design neighborhood can be divided into a variety of identifiable areas which the Master Plan intends to better unify through the following:

- Open space creation and connectivity.
- Streetscape definition and consistency.
- Civic-use and transparent ground floor building spaces.
- Sustainable architecture that blurs the line between indoor and out.
- Emphasis on pedestrian and multi-modal transportation enhancements.

The design neighborhood is bounded by the Regent Neighborhood to the west, N. Part Street to the east, University Avenue/Campus Drive to the north, and private student housing/Regent Street corridor businesses to the south. The southern edge of the campus development boundary generally aligns with the southwest commuter path, receding back to Spring Street for one-block between N. Randall Avenue and N. Orchard Street and pushing down to Capitol Court/College Court extension between N. Orchard Street and N. Mills Street.

Area: 90 acres (14% of 636 acre planning area)





Massing & Scale

- Buildings are to support the campus civic structure, giving 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 design 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-floor heights.
- Build out structures toward railroad right-of-way with the understanding this area may become a public transportation corridor in the future. Do not neglect the public face this corridor could play in the future.
- Provide larger, more meaningful open spaces framed by architecture with a strong indoor/outdoor relationship.
- Where buildings are set back at upper stories, use lower roofs as green roofs, balconies, terraces, and gardens.
- Buildings to be planned around internal open spaces, courtyards, and/or green roofs.
- Utilize architectural articulation such as changes in material, fenestration, architectural detailing, or other elements to break down the scale.





NOTES:

1. Colors relate to building heights.
2. Where discrepancies arise between adopted plans, most current plan takes precedent.
3. (x) Numbers indicate UW-Madison 2015 Campus Master Plan proposed maximum building heights. Floor quantities indicated equate to 15-17' floor to floor heights.
4. (x) Indicate proposed HIGHER maximum heights than approved plans.
5. (x) Indicate proposed LOWER maximum heights than approved plans.
6. "+2" Additional floors approved for exceptional design/LEED.
7. 🌿 Zoned Conservancy District, buildings not anticipated
8. 🌿 Viewshed agreement, any proposed buildings require additional approval.



University Avenue Corridor Plan

Adopted May 6, 2014 #32635

- 4 Stories: 41-60'
- 5 Stories: 60+'

Regent Street - South Campus Neighborhood Plan

Adopted July 1, 2008 #09234

- 3 Stories: 46'
- 4 Stories: 60'
- 6 Stories: 88'
- 8 Stories: 116'
- 10 Stories: 144' (+2 bonus for LEED)
- 12 Stories: 172'

- 8 Stories Regent Plan
- 12 Stories Downtown Plan*

*More recent plan takes priority

City of Madison Downtown Plan

Adopted July 17, 2012 #24468

- 4 Stories: 44-60'
- 6 Stories: 64-88'
- 8 Stories: 84-116'
- 10 Stories: 104-144'
- 12 Stories: 124-172'

- 8 Stories Regent Plan
- 12 Stories Downtown Plan

*More recent plan takes priority

UW-Madison Campus Master Plan

- 2 Stories: 28-34'
- 3 Stories: 45-51'
- 4 Stories: 60-68'
- 5 Stories: 75-85'
- 6 Stories: 90-102'
- 7 Stories: 105-119'
- 8 Stories: 120-136'
- 9 Stories: 135-153'
- 10 Stories: 150-170'

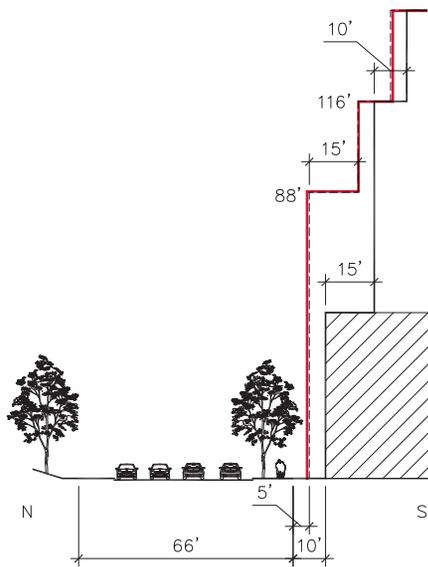
Building Heights

- Building heights are to generally match the urban context. Crescendo in height along the campus arterials of University Avenue and Johnson Street and become lower as Regent Street is approached.
- When directly abutting the community, building heights should not significantly exceed that of neighboring community buildings. Height differences shall be mitigated by orienting taller building masses toward the campus. Similarly, upper floors may be stepped back away from the street frontage.
- Buildings should generally have flat roofs with an emphasis on multiple planes.
- Consideration of accessible and/or highly visible green roofs shall be considered to create a greater availability of usable open space in the south campus.

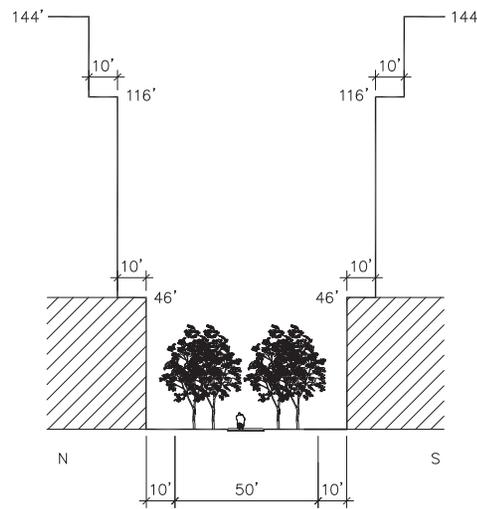
Development(s) should relate to the First Congregational Church at the southwestern corner of University Avenue and Breese Terrace with preservation of the sightline to the street. Articulation, mass, and scale will be important considerations in new building designs to ensure the relationship of the building to University Avenue is one that is pedestrian friendly.

SOUTH CAMPUS NEIGHBORHOOD

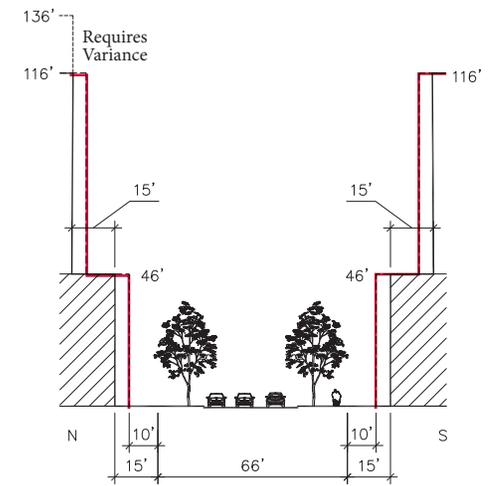
— Regent Street-South Campus Neighborhood Plan
 // UW C-I District minimum height



Monroe St. - Regent St. to N. Randall St.
 (View Northeast)



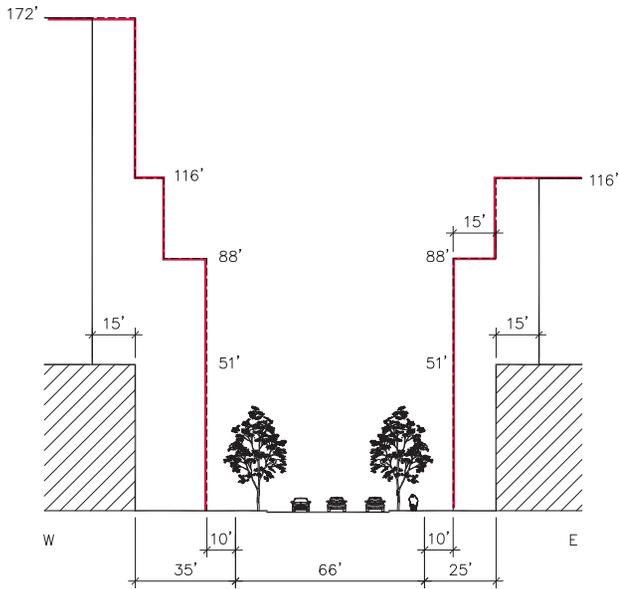
Bike Path - Regent St. to Kohl Center
 (View Easterly)



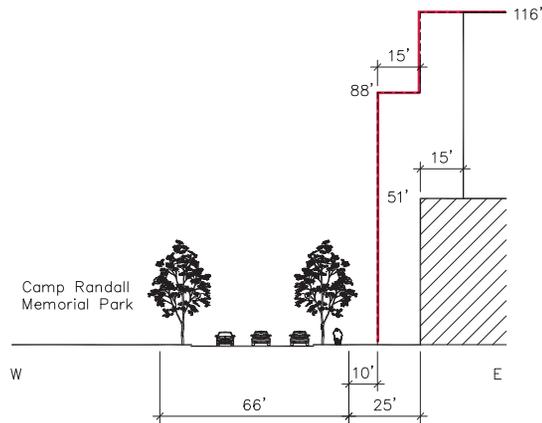
Spring St. - N. Randall St. to N. Mills St.
 (View East)



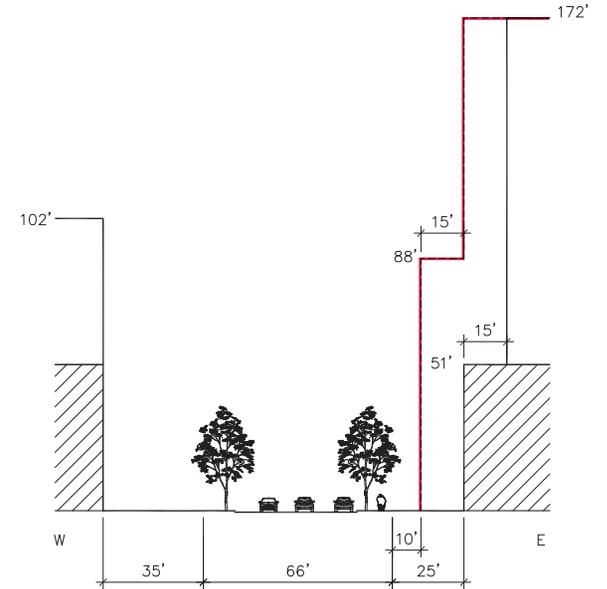
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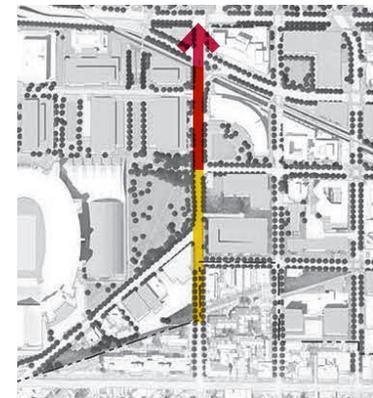
N. Randall St. - Bike Path to Monroe St.
 (View North)



N. Randall St. - Monroe St. to W. Dayton St.
 (View North)

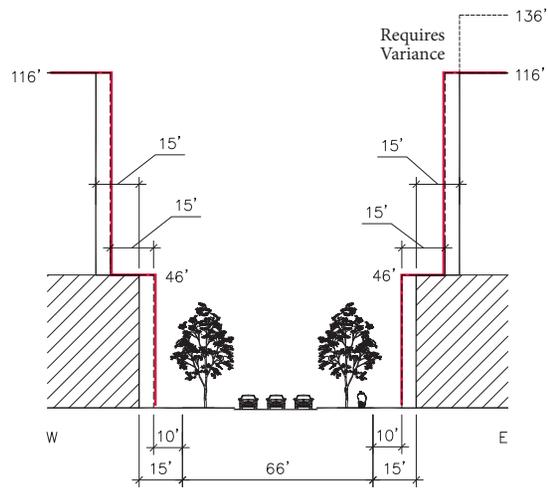


N. Randall St. - W. Dayton St. to University Ave.
 (View North)

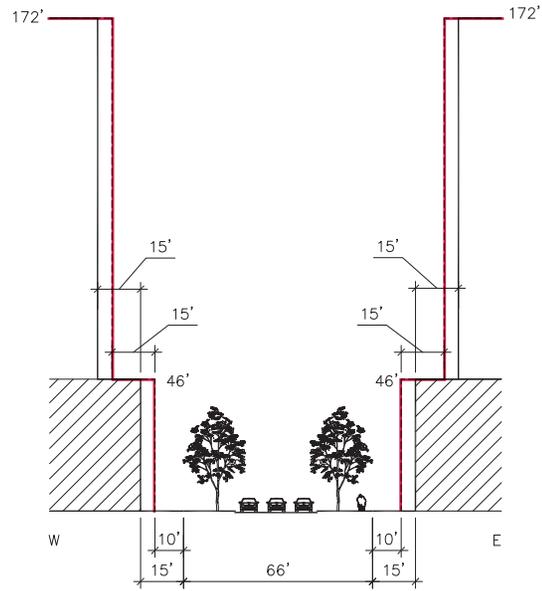


SOUTH CAMPUS NEIGHBORHOOD

— Regent Street-South Campus Neighborhood Plan
 // UW C-I District minimum height



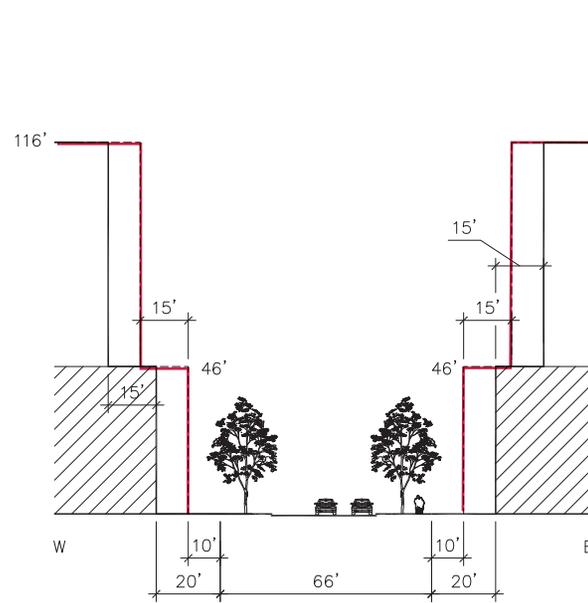
N. Orchard St. - Capitol Ct. to W. Dayton St.
 (View North)



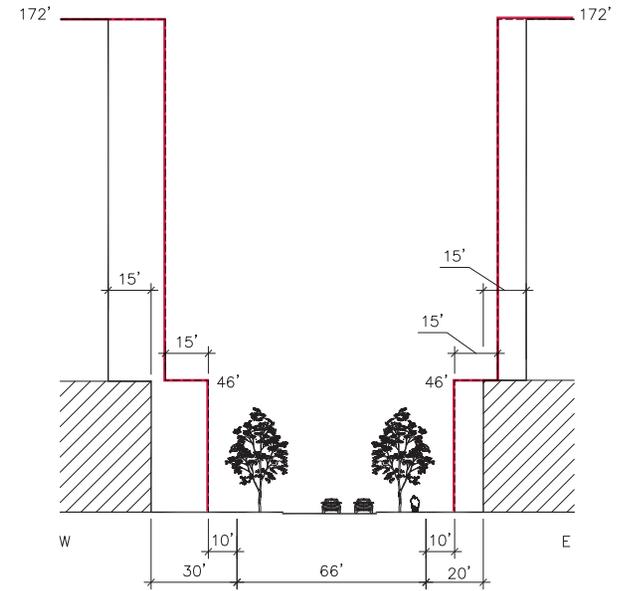
N. Orchard St. - W. Dayton St. to University Ave.
 (View North)



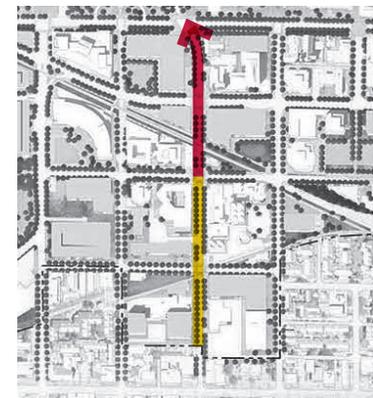
— Regent Street-South Campus Neighborhood Plan
 // UW C-I District minimum height



N. Charter St. - South boundary to W. Dayton St.
 (View North)

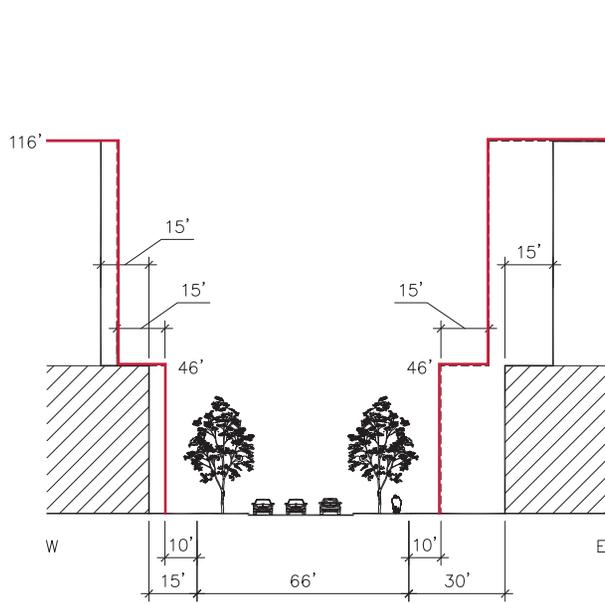


N. Charter St. - W. Dayton St. to University Ave.
 (View North)

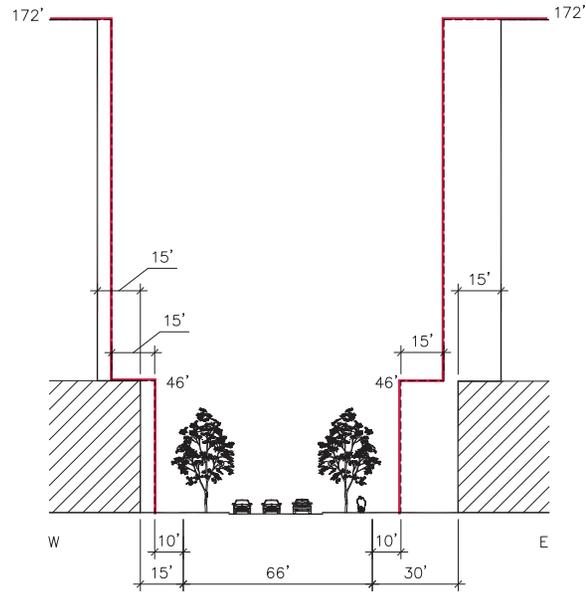


SOUTH CAMPUS NEIGHBORHOOD

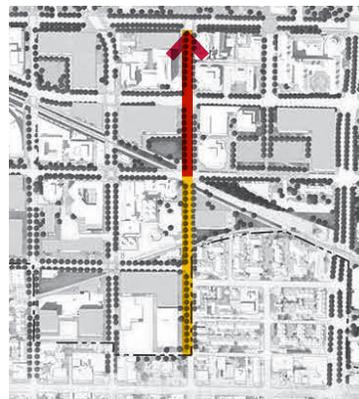
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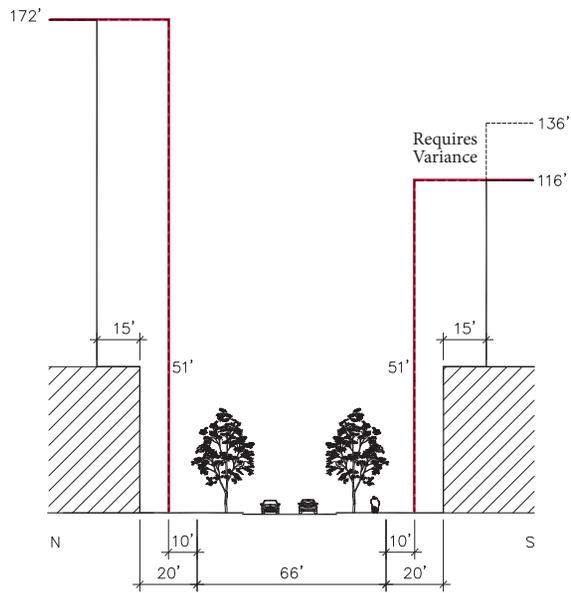
N. Mills St. - College Ct. to W. Dayton St.
 (View North)



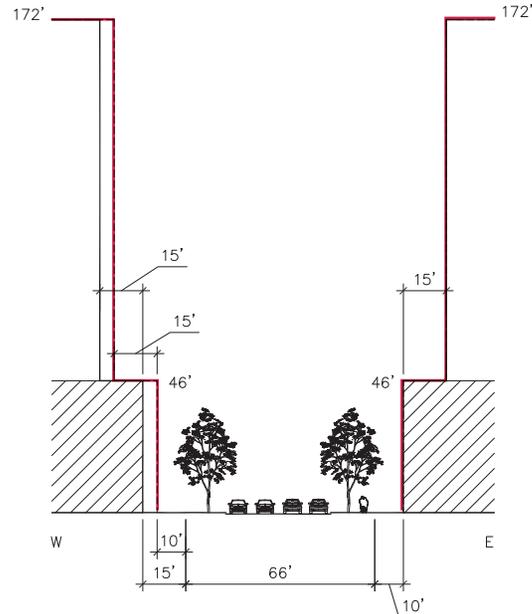
N. Mills St. - W. Dayton St. to University Ave.
 (View North)



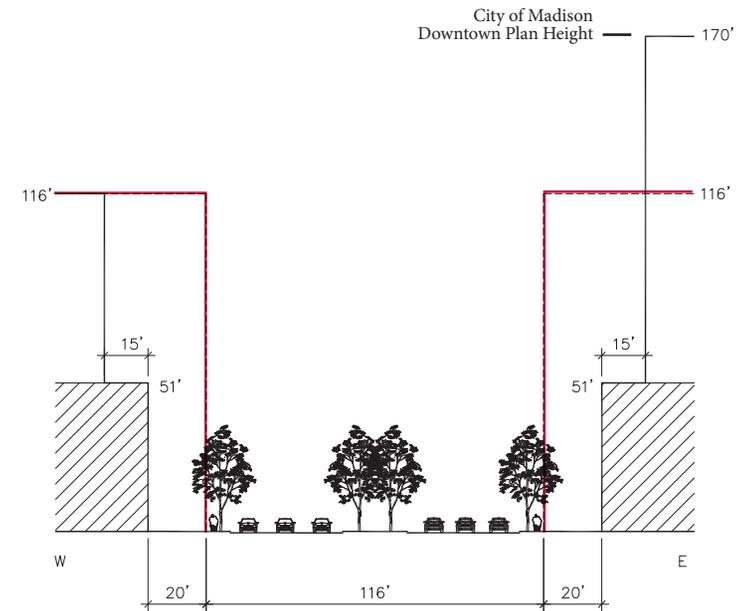
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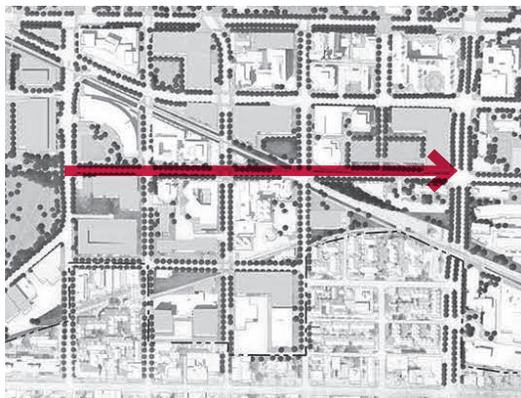
W. Dayton St. - N. Randall St. to Park St.
 (View East)



N. Brooks St. - W. Dayton St. to University Ave.
 (View North)



Park St. - Railroad to W. Dayton St.
 (View North)

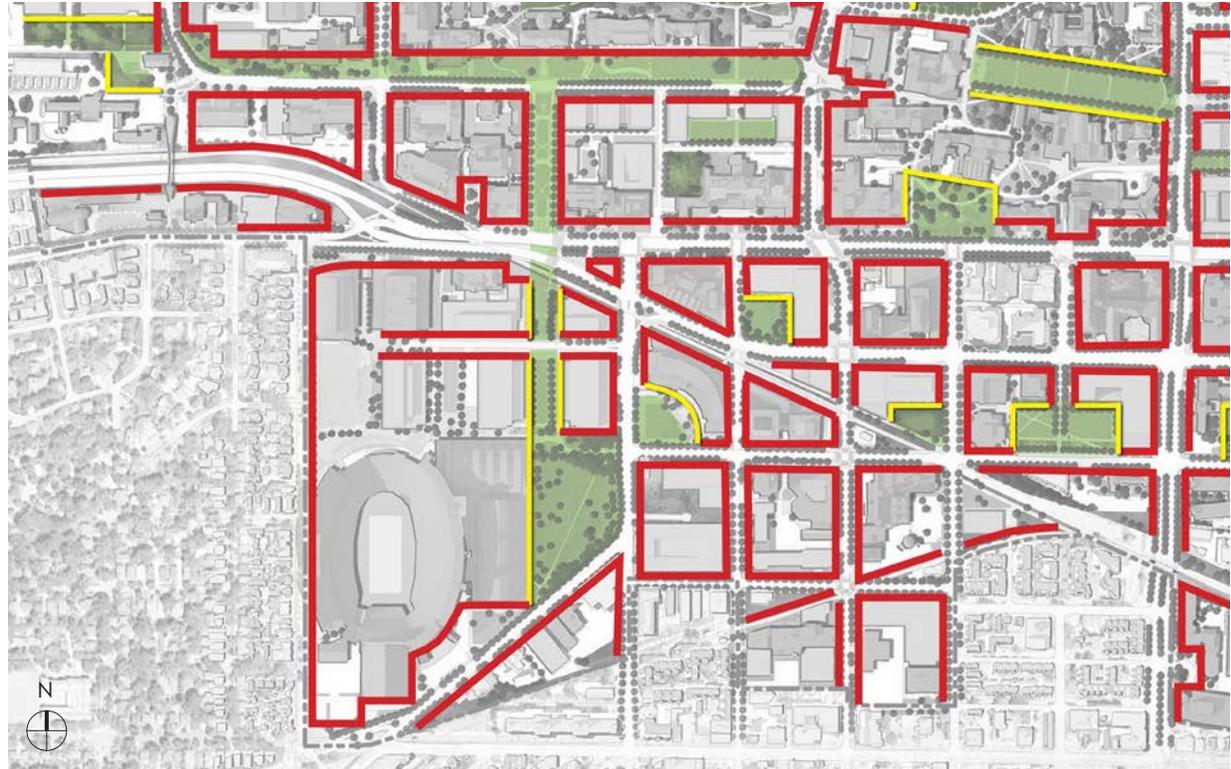


SOUTH CAMPUS NEIGHBORHOOD



Build-To Lines

- Refer to the Build-To Dimensions matrix for specific distances related to street frontages and major open space corridors.
- The primary build-to lines in the South Campus neighborhood involve interaction with the city of Madison right-of way.
- Build-to lines are given to prevent flat, expansive, lifeless street or open space facades. The majority of the building facade should be brought to the suggested build-to line while still achieving facade articulation and interest that is compatible within the neighborhood.
- Buildings should visually embrace the rail line and physically embrace the multi-use commuter path as prominent corridors of campus.



Note: *The placement of new buildings should respond to the alignment of adjacent buildings and adhere to the landscape framework plan which defines signature open space corridors. New buildings should be placed to engage and improve the quality of the campus landscape. While proposed buildings should be placed to maximize efficiency and use of the site, they should not block major pedestrian, habitat, stormwater, or visual corridors. Placement is ultimately dictated on a site by site basis to respond to the immediate context and ensure the building positively contributes to the whole of the campus.*



Build-To Dimensions

The neighborhood matrix references each of the streets within the campus design neighborhood and further identifies the nuances along that street frontage to provide guidance when determining architectural build-to limits. These limits ensure architectural framing of the street is occurring where appropriate, green space is preserved, and that a pleasing human-scaled pedestrian realm is created that allows for street activation and socialization.

- *Street Name:* Name of street located within the neighborhood.
- *Description:* Segment of street in neighborhood, as widths and character may vary.
- *Existing Corridor Width*:* Identified existing width per Dane County mapping data.
- *Orientation:* What side of street segment guidelines are being applied.
- *Build-To Line¹:* Distance from back of the sidewalk where majority of the building should interface.
- *Building Ht. Max:* As identified by neighborhood/city plans and per anticipated UW program need.
- *Step Back Req'ts:* Recommended story height at Build-To line/distance (feet) of step back.
- *Stormwater²:* Is the area between the sidewalk/path and street appropriate for green infrastructure.

8. SOUTH CAMPUS NEIGHBORHOOD										
Street Name	Description	Corridor Width*	Orientation	Build-to Line ¹	RSSC Setback	Building Ht. Max [Min]	RSSC Ht. Max [Min]	Step Back Req'ts	RSSC Step Back Req'ts	Stormwater ²
Campus Drive	West edge to University (incl. RR)	156'	S (W/E)	20'		6 [3]		None		NO
University Avenue	1848 University Ave. to Breese Ter. ³	Varies	N	-		6 [3]		3rd & Above - Min. 15'		NO
	Intersection to N. Charter St.	100'	S	10'		4 6 10 [3]		5th & Above - Min. 15'		Buffer Only
	N. Charter St. to N. Francis St.	100'	S	10'		10 [3]		5th & Above - Min. 15'		Buffer Only
Engineering Drive	Lot 17 to N. Randall Ave.	64'	N	25'		4 6 [3]		None		YES
			S	20'		4 6 [3]		4th & Above - Min. 15'		YES
W. Johnson Street	N. Orchard St. to N. Park St.	68'	N	20'		10 [3]		8th & Above - Min. 15'		NO
			S	20'		10 [3]		4th & Above - Min. 15'		NO
W. Dayton Street	N. Randall Ave. to N. Park St.	66'	N	20'	10'	10 [3]	12 [3]	4th & Above - Min. 15'	none	YES
			S	20'	10'	7 8 [3]	8 [3]	4th & Above - Min. 15'	none	YES
Monroe Street	N. Breese Ter. to Randall Ave.	66'	S	10'	5'	10 - 170' [3]	10 [3]	4th/9th & Above - 15'/10'	7th - 15' & 9th - 10'	YES
Spring Street	N. Randall Ave. to N. Mills St.	66'	N	15'	10'	7 - 116' [3]	8 [3]	4th & Above - Min. 15'	4th - 15'	YES
			S	15'	10'	7 [3]	8 [3]	4th & Above - Min. 15'	4th - 15'	YES
Capitol Court	N. Orchard St. to N. Charter St.	30'	N	15'		6 [3]		None		NO
			S	0'		6 [3]		None		NO
N. Breese Terrace	University Ave. to Engineering Dr.	60'	E	10'		6 10 [3]		4th & Above - Min. 15'		NO
N. Randall Avenue	University Ave. to W. Dayton St.	66'	W	35'		6 - 102' [3]		None		NO
	W. Dayton St. to Monroe St.	66'	E	25'	10'	10 - 120' [3]	12 [3]	4th & Above - Min. 15'	6th - 15'	NO
			W	35'	10'	10 - 170' [3]	12 (172') [3]	4th & Above - Min. 15'	7th - 15' & 9th - 10'	NO
N. Orchard Street	Monroe St. to bike path	66'	E	25'	10'	6 - 116' [3]	8 (116') [3]	4th & Above - Min. 15'	7th - 15'	NO
	University Ave. to W. Dayton St.	66'	W	15'	10'	7 - 119' [3]	12 [3]	4th & Above - Min. 15'	4th - 15'	YES
			E	15'	10'	10 - 170' [3]	12 [3]	4th & Above - Min. 15'	4th - 15'	YES
W. Dayton St. to Capitol Ct.	66'	W	15'	10'	7 [3]	8 [3]	4th & Above - Min. 15'	4th - 15'	YES	
N. Charter Street	University Ave. to W. Dayton St.	66'	E	15'	10'	7 8 [3]	8 [3]	4th & Above - Min. 15'	4th - 15'	YES
			W	30'	10'	10 - 170' [3]	12 [3]	4th & Above - Min. 15'	4th - 15'	YES
	W. Dayton St. to south boundary	66'	W	20'	10'	10 - 170' [3]	12 [3]	4th & Above - Min. 15'	4th - 15'	YES
N. Mills Street	University Ave. to W. Dayton St.	66'	E	20'	10'	7 - 116' [3]	8 [3]	4th & Above - Min. 15'	4th - 15'	YES
			W	15'	10'	10 - 170' [3]	12 [3]	4th & Above - Min. 15'	4th - 15'	NO
	W. Dayton St. to College Ct.	66'	W	15'	10'	7 - 116' [3]	8 [3]	4th & Above - Min. 15'	4th - 15'	NO
N. Brooks Street	University Ave. to W. Dayton St.	66'	E	30'	10'	7 - 116' [3]	8 [3]	4th & Above - Min. 15'	4th - 15'	NO
			W	15'	10'	10 - 170' [3]	12 [3]	4th & Above - Min. 15'	4th - 15'	YES
	W. Dayton St. to railroad	120'	E	10'	10'	10 - 170' [3]	12 [3]	4th & Above - Min. 15'	4th - 15'	YES
N. Park Street	University Ave. to W. Dayton St.	120'	W	10'		10 [3]		4th & Above - Min. 15'		YES
	W. Dayton St. to railroad	120'	W	20'	0'	7 - 116' [3]	8 [3]	4th & Above - Min. 15'	none	YES

RSSC = Regent Street-South Campus Neighborhood Plan

* Corridor Width = Right-of-way width or if no right-of-way, back of sidewalk to back of sidewalk where right-of-way would typically be located.

¹ Right-of-way line or in the case of no right-of-way, the distance from back of sidewalk.

² Does the terrace condition support green infrastructure as part of the development of this area of street?

³ New development shall relate to First Congregational Church at the southwestern corner of University and Breese, with preservation of the sightline to the east.

SOUTH CAMPUS NEIGHBORHOOD



Landscape Principles

The South Campus Neighborhood is an increasingly urban and institutional neighborhood that is experienced primarily by streetscape.

- Improve neighborhood streetscapes making them more walkable and sustainable.
- Plant a robust and contiguous urban tree canopy improving human comfort, while providing urban wildlife habitat and reducing the heat-island effect.
- Provide new campus open spaces for social interaction.
- Emphasis shall be placed on subgrade soils and infrastructure to support vegetative growth and to meet stormwater goals.



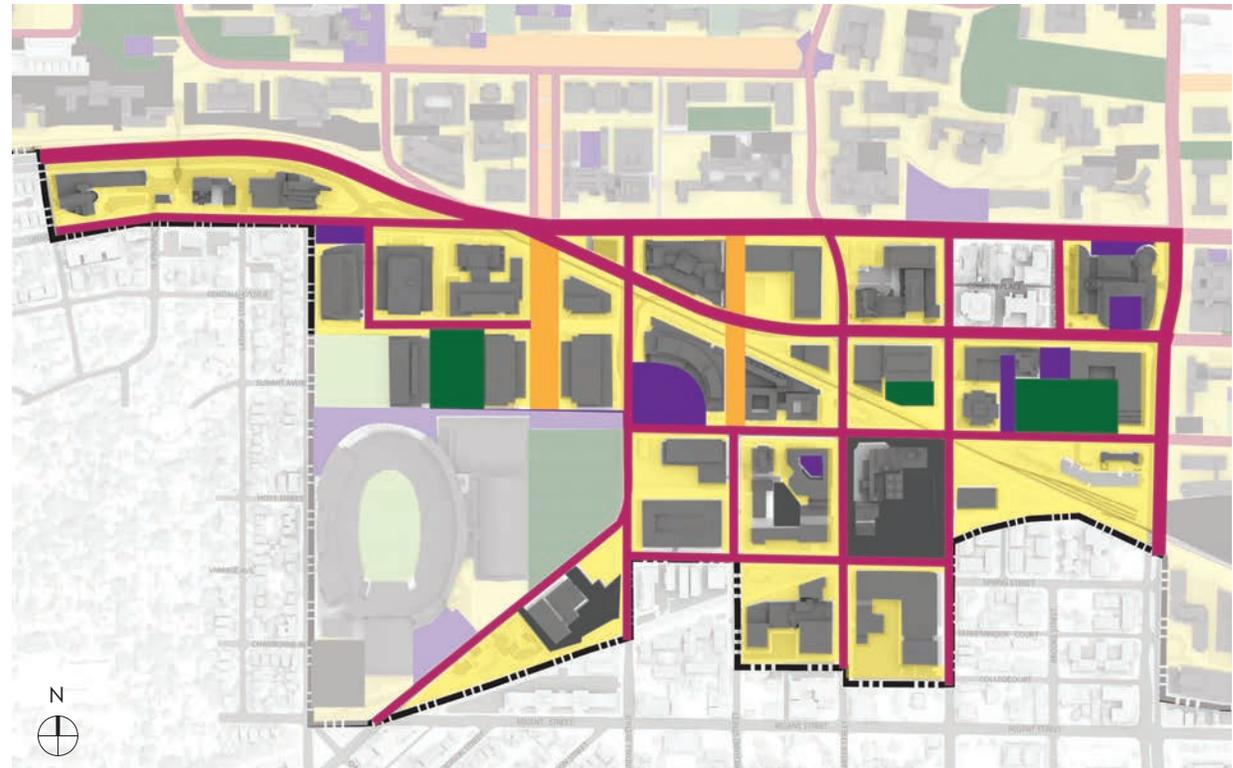
Note: The list of statements characterize the neighborhood in regard to the Landscape Master Plan Guiding Principles. These principles were established to assist landscape recommendations in reaching the goals of the Campus Master Plan. Refer to the Landscape Master Plan and Landscape Development Standards for further information.



Landscape Guidelines

The South Campus Neighborhood is structured by the urban grid. Invest heavily in streetscapes to improve the landscape quality of the neighborhood.

- **Streetscapes:** Develop a clear hierarchy of streetscape treatments as defined in the Landscape Master Plan.
- **Campus fabric:** Urban character characterized by minimal building setbacks. Provide shade trees and understory planting between the building and sidewalk for human scale and comfort. Lawn areas are discouraged.
- **Campus green:** Flexible and programmable open spaces, these lawns should be designed with proper drainage and base materials to withstand heavy pedestrian use.
- **Courtyards, plazas, terraces, and gardens:** Courtyards and plazas should respond to the surrounding building architecture's general urban character. Planting may be native, but primarily ornamental.



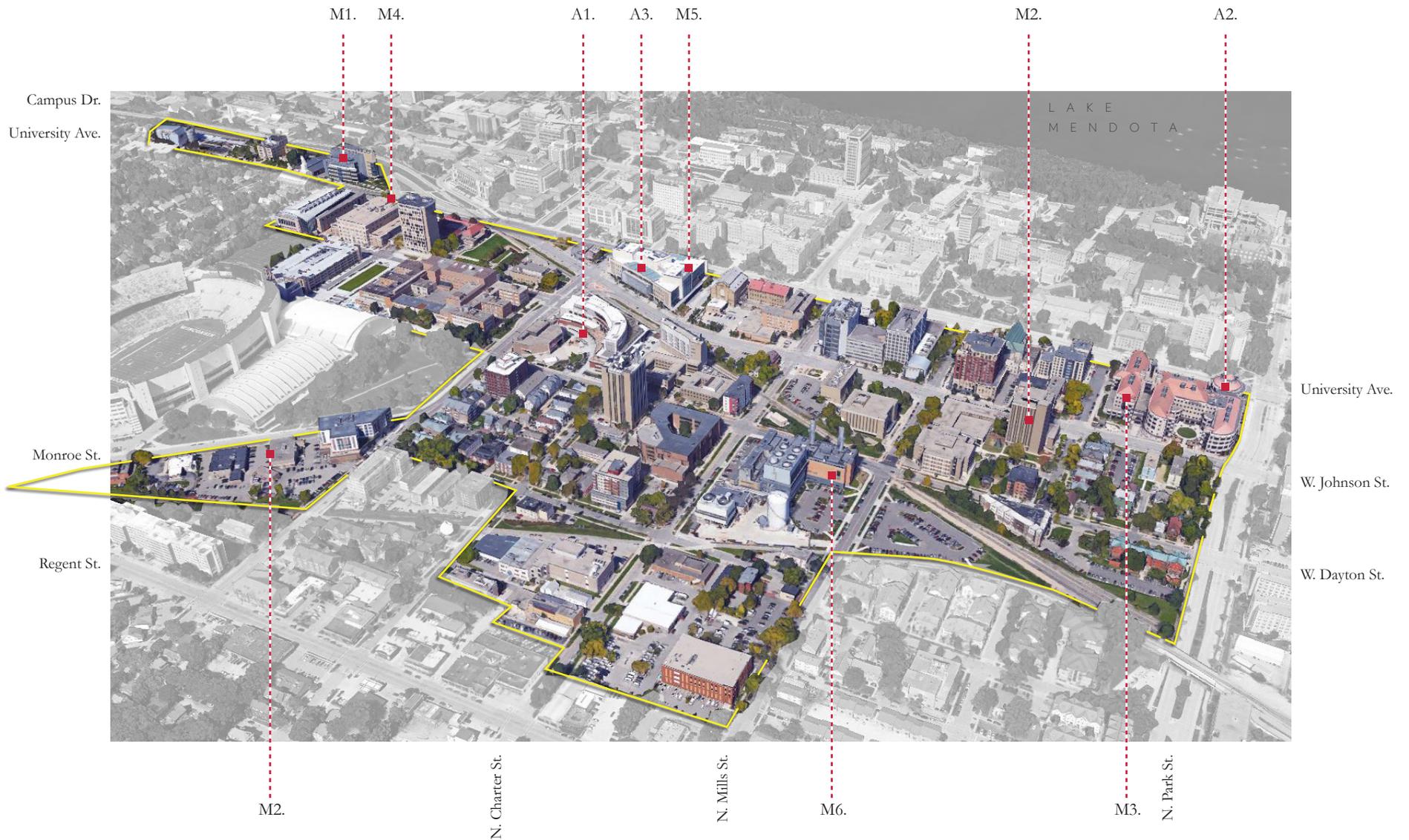
- Campus Greens
- Courtyards, Plazas, & Gardens
- Campus Fabric
- Naturalized Landscapes
- Streetscapes
- Parking and Service

Note: The list of statements characterize the nature of the identified typologies as defined by the Landscape Master Plan. Refer to the Landscape Master Plan and Landscape Development Standards for further information.



Materials & Styles: Existing Conditions

Reference the opposite page for material (Mx) and architectural feature (Ax) references.



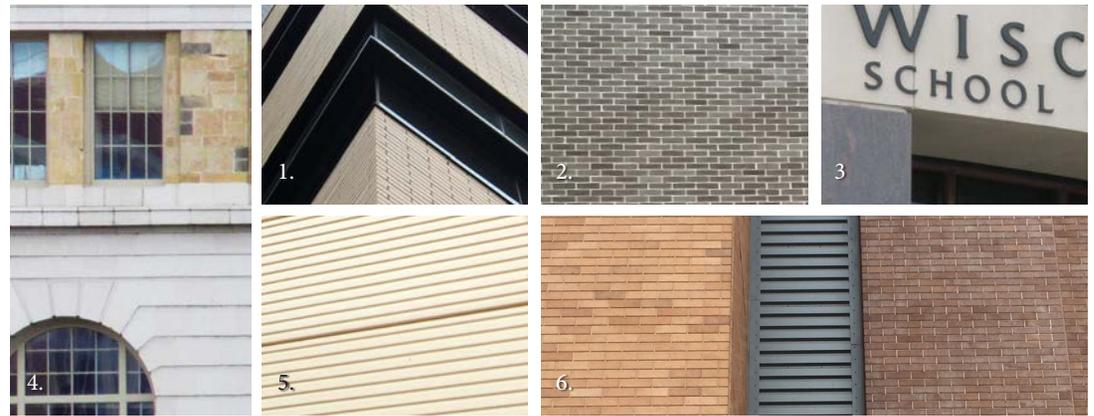


Materials & Styles

The South Campus Design Neighborhood is defined by the urban street grid and repetition this land use creates. Materials and styles are the most varied throughout this neighborhood and reflect a block by block development pattern. While there are connections in material use and styles to other parts of the campus it is the heterogenous collection within the urban grid that is most distinctive. Structures proposed within this campus design neighborhood have the most latitude in material use and architectural style. Ultimately, the increase in green space and indoor/outdoor engagement shall help inform building materials and architectural styles.

Materials:

- M1. *Crepe Brick*
- M2. *Brown Brick*
- M3. *Buff Precast/Dark Granite*
- M4. *Madison Sandstone/Bedford Limestone*
- M5. *Terra Cotta Panels*
- M6. *Ochre Brick/Metal Panel/Reddish Brick*



Architectural Styles:

- *Modern*
- *Post World War II*
- *Modern Prairie Style*
- *Modern Historicism*
- *Environmental Modernism*



Architectural Features:

- A1. *Sustainable Design*
- A2. *Buildings Built to Street Grid*
- A3. *Dense Pedestrian and Vehicular Traffic*





Building Inventory

The building inventory lists all of the buildings within the defined campus neighborhood. Buildings are listed alphabetically by the official campus building name (per the Campus Map). Additional inventory information includes:

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

Building	Built	Renovated	Style	Materials
1220 Capitol Ct.	1946			Brick
1410 Engineering Dr.	1938			Brick
1610 University Ave.	1942			Brick
1800 University Ave.	1909			Wood Panels
206 Bernard Ct.	1911			Wood Panels
209 N. Brooks St.	1929			Brick
215-217 N. Brooks St.	1931			Brick
30 N. Mills St.	2009			Brick
45 N. Charter St.	1962			Mixed Rock
Atmospheric, Oceanic and Space Sciences	1966	1989		Limestone Brick
Brogden Psychology Building	1964			Brick
Charter Street Heating & Cooling Plant	1958	1965, 1973 add.	Post World War II	Brick
Chemistry Building	1960	1999 add. & reno.		Brick, Concrete, Steel, Glass
Computer Sciences & Statistics	1965	1970 add., 1986 add.	Post World War II	Concrete, Steel
Davis Residence Hall	1961			
Discovery Building	2008			Granite, Metal
Educational Sciences	1970	--	Post World War II	Concrete, Brick
Engineering Centers Building	2000	--	Modern	Stone, Glass
Engineering Hall	1948	1952, 1962, 1993	Post World War II	Brick, Steel
Engineering Research Building	1966			Limestone Brick, Concrete
Enzyme Institute	1949	1959, 1968 add.	Post World War II	Brick
Fleet & Service Garage	2004	--	Garage	Brick, Steel
Grainger Hall	1992	2002 add.	Contemporary	Limestone, Glass
Harlow Primate Lab	1964	2009 add.	Post World War II	Brick
Materials Science and Engineering Building	1910	1975, 1996 add.	Georgian Revival	Red Brick, Red Tile Rood, Brick, Modillion Cornice
Mechanical Engineering	1929	1959, 2007 add., 1978, 1981 remodel	Renaissance Revival	Madison Rubble Sandstone, Bedford Limestone, Red Tile Roof
Meiklejohn House	1914			Wood Panels
Merit House	1985	2011		Brick
Noland Zoology Building	1970			Limestone Brick
Rust-Schreiner Hall	1955			Limestone
Service Building	1910			Limestone Brick
Service Building Annex	1908			Limestone Brick
Teacher Education	1971	2014	Post World War II	Concrete, Brick

see next page...



...continued

Building	Built	Renovated	Style	Materials
Union South	2009	--	organic prairie-style	Stone, Metal, Brick
UW Foundation	1994	--		Metal
UW Police Station	1927	1990		Limestone Brick
Weeks Hall	1972	--	Post World War II	Brick
Wendt Library	1976	2011	Post World War II	Brick
Wisconsin Energy Institute	2010			Limestone Brick, Metal
Wisconsin Institutes for Discovery	2008	--	Modern	Terra Cotta Tiles, Glass
Wisconsin Primate Center	1964			Limestone Brick, Concrete
Zoe Bayliss Co-Op	1955			Limestone
Zoology Research Building	1962			Limestone Brick

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 projects will require 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

- 2006 Wisconsin Union Facilities Master Plan
- 2006 UW Housing Facilities Master Plan
- 2007 Regent Street South Campus Neighborhood Plan
- 2015 College of Engineering Master Plan
- 2016 Letters & Science Facilities Master Plan

Neighborhood Specific Conditions

- Greenbush Neighborhood Association
- Vilas Neighborhood Association
- Regent Neighborhood Association
- Wisconsin & Southern Railroad

Historical and Cultural Resources

- Historic Property Review Requirements

Well Head District/Locations

- City of Madison Unit Well 27 (N. Randall Ave. & Bike Path)

City of Madison Zoning (Chapter 28)

- Campus Institutional District (C-I)
- Conservancy District (CN)
- Commercial Corridor-Transitional District (CC-T)
- Planned Development (PD)
- Traditional Residential-Urban District 2 (TR-U2)
- Traditional Shopping Street District (TSS)