

Real Estate Initiatives and West Campus District Plan

JCAC

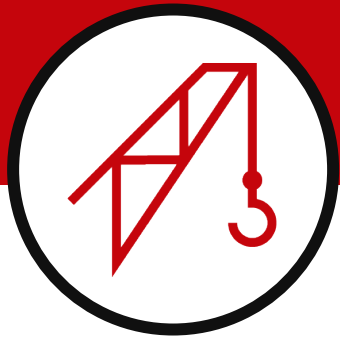
May 25, 2023

UW-Madison





UW-Madison priorities for advancing the mission



Create a physical infrastructure that supports excellence



Help students thrive as learners, community members, and people



Attract outstanding students to WI and keep top UW grads in the state



Grow research enterprise



Make the case for increased state investment in UW



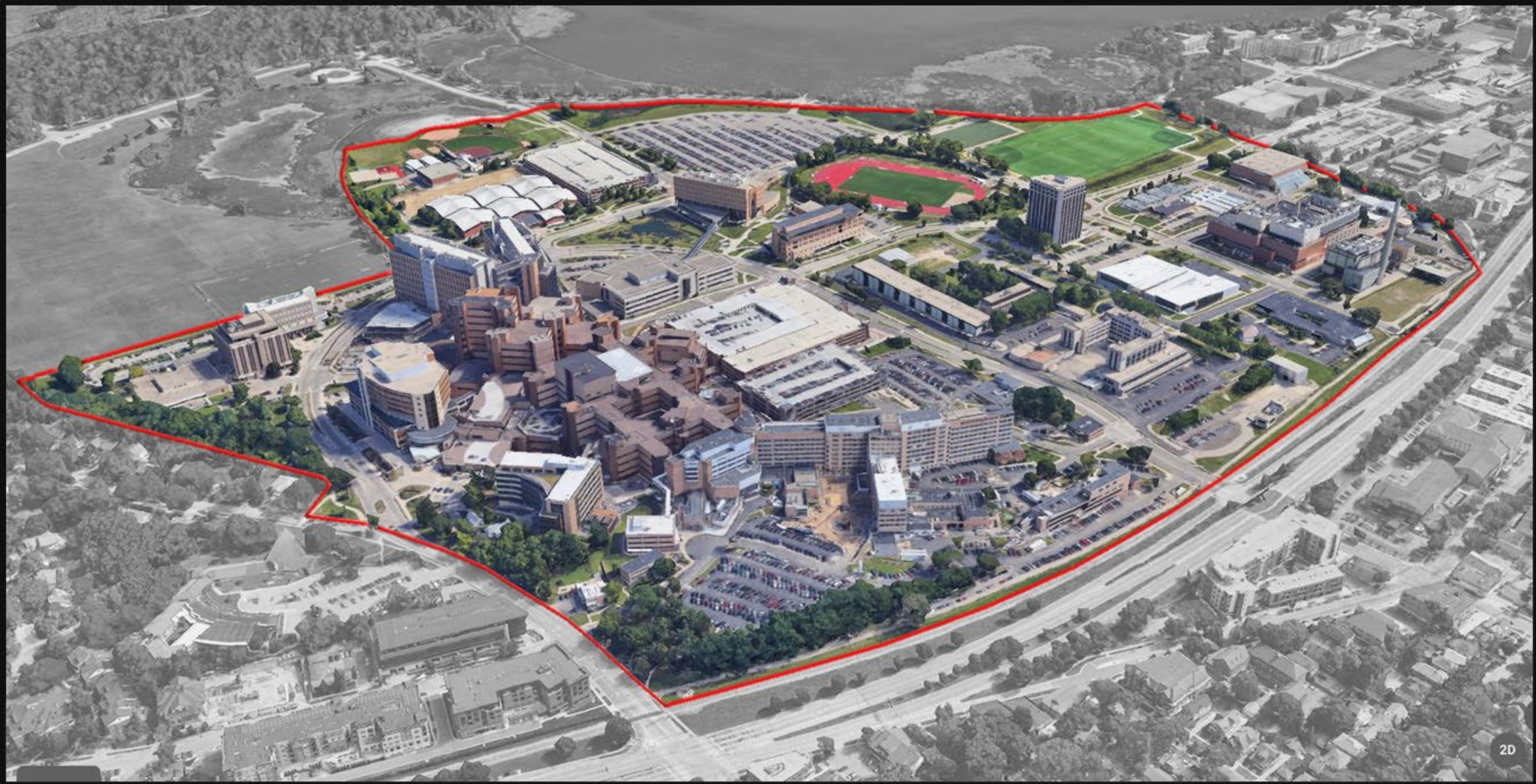
Amplify UW-Madison's economic impact



Informed by key guiding principles to shape our revenue initiatives.

1. Generate substantial new streams of revenue to support the mission.
2. **Recognize UW-Madison's history of placing value on the medium- to long-term.**
3. Align with the campus strategic framework.
4. **Support agenda to enhance diversity, equity, and inclusion; healthy communities; and our obligation to sovereign Native Nations.**
5. Respect principles of shared governance.
6. Enhance the student learning and growth experiences on and off campus.
7. Protect the overall wages and benefits of employees.
8. Trial potentially scalable innovations in new technologies and technology transfer, performance and operations, campus design, transactions and procurement, partnerships, governance, and regulation.
9. Improve the accessibility, livability, sustainability, and quality of the campus environment, and city-region more generally.
10. **Support and build positive relations and ties with the community, the nonprofit and business sector, and the public sector.**

West Campus District Plan





Project Aspirations

- Create a **compelling and actionable vision** for West Campus that energizes the Board of Regents and other internal and external stakeholders;
- Develop a place for learning, research, innovation, community engagement, and economic development that **meaningfully contributes** to the campus, city, region, and state; and
- Ensure the vision and strategy can be **monetized for the university's benefit** while advancing mission-aligned institutional goals in teaching, research, and outreach.



Communication, feedback, and decision-making will depend on several key groups.



District Advisory Committee

- Athletics
- CALS
- City of Madison
- DoIT
- FP&M
- Housing
- MG&E
- Native Nations_UW (NN_UW)
- Neighborhoods
- Pharmacy
- Recreation & Wellbeing
- School of Medicine & Public Health
- School of Nursing
- School of Veterinary Medicine
- Union
- University Relations
- University Research Park
- UW Health
- USDA
- UWPD
- VCFA
- VCRGE
- Veterans Services
- Waisman Center
- WARF



Decision-Making Groups

- Board of Regents
- Chancellor and Executive Committee (advised by Campus Planning Committee)

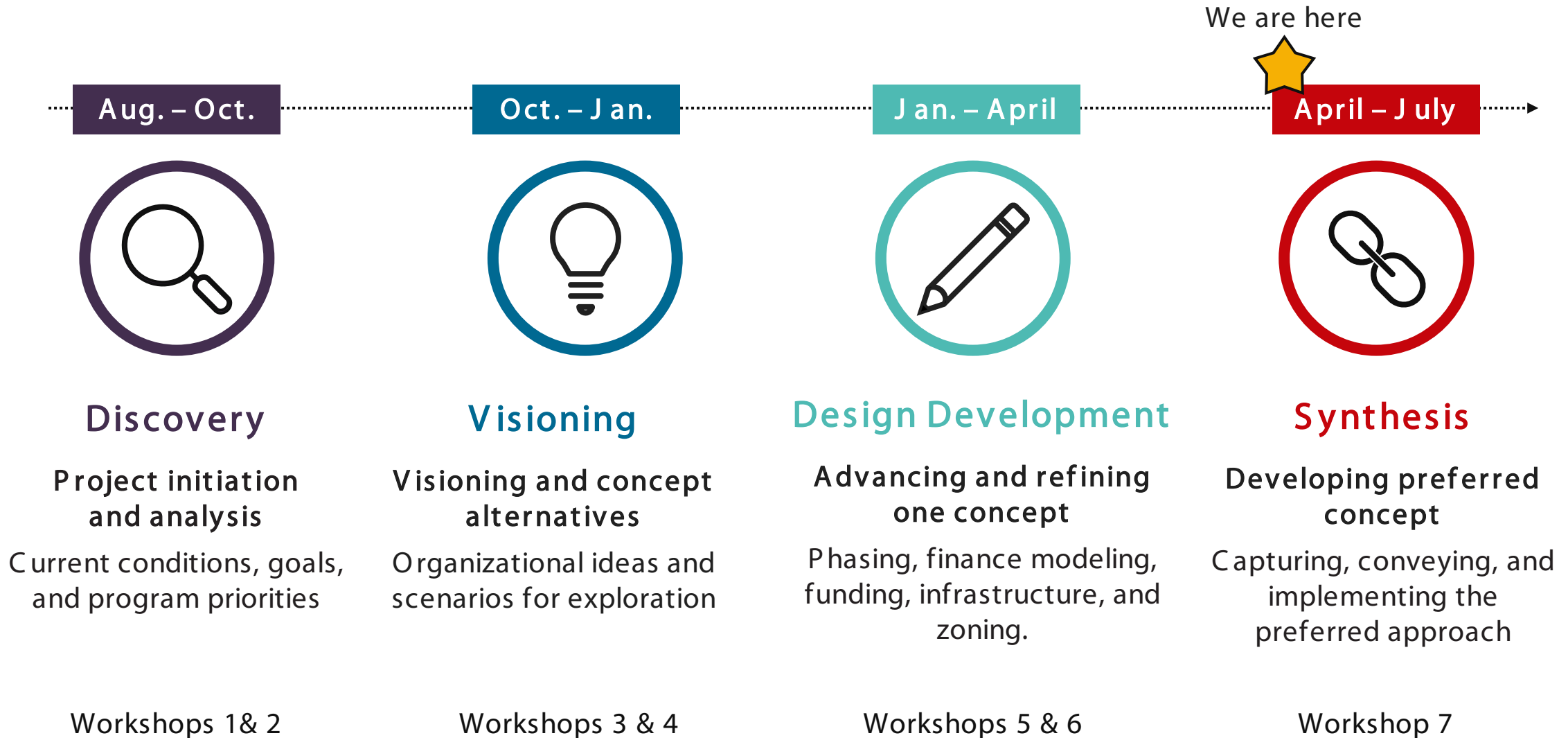


Shared Governance Engagement

- Regular leadership updates
- West District Plan Process – public sessions



West Campus Process and Timeline





Existing Priorities for West Campus Users

Research and innovation



UW Health expansion



Housing



Shared collaboration



Amenities



Native Nations engagement



Stakeholder Feedback

Most Important Physical Elements to Address



Research spaces



Patient care expansion



Parking and transportation



Connection to nature



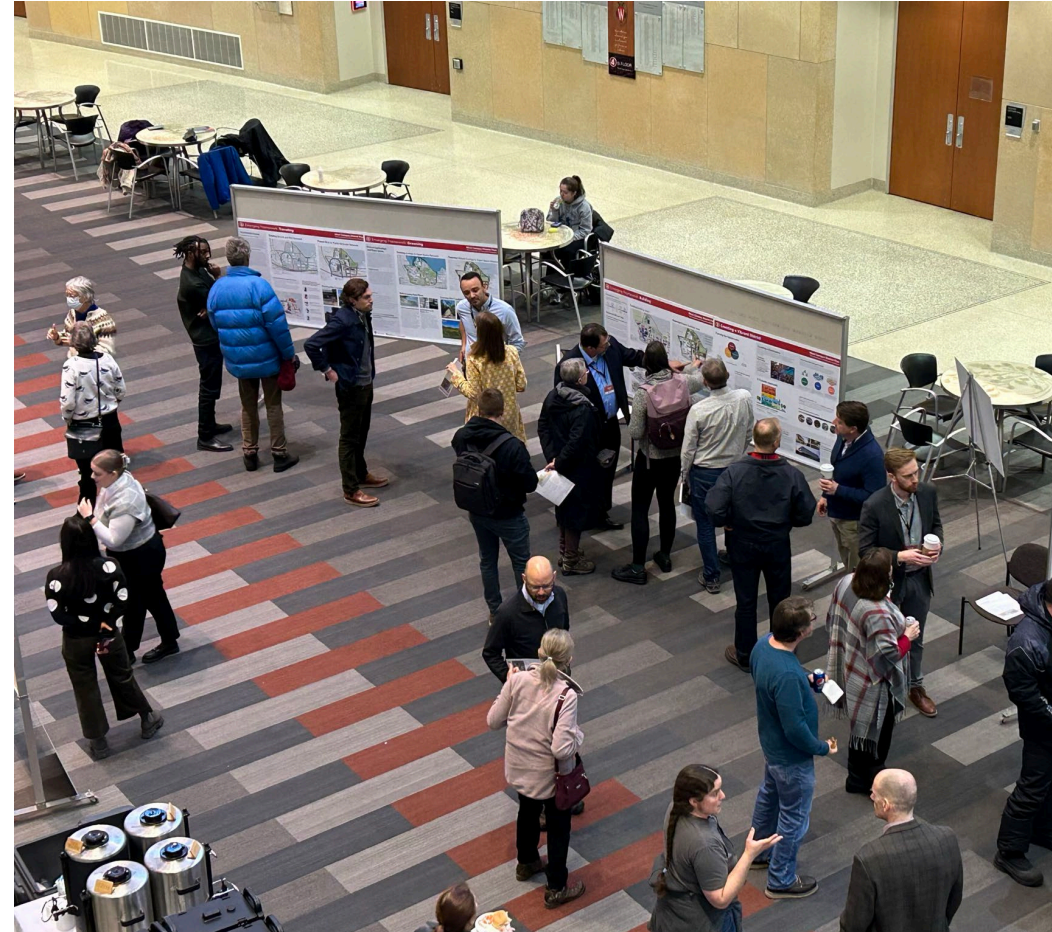
Outdoor recreation

100+ STAKEHOLDER MEETINGS

UW-Madison or Affiliate: 70+ | City / State / Federal Partners: 10+ | Neighborhood / Public Open Houses: 15+ | Private Industry: 5+

Main Points of Feedback from February Open Houses

- Transportation, Traffic, & Mobility
- Parking & Lot 60
- Sustainability & Greenspace
- Amenities
- Hotel & Housing



Concept investigations & iterations in progress

- Traffic analysis & TDM mitigation strategies
- Updated parking strategies and phasing
- Landscape design





Transportation Demand Management Strategies:

A mixed-use (residential) district = less parking and less traffic

A mixed-use district that includes housing **reduces the number of parking spaces** needed because more users can share the same parking space over the course of the day.

A mix of uses also **helps mitigate traffic** by spreading trips/traffic more evenly throughout the day and allowing for internal capture (short trips that start and end within the site)

Illustrative example:

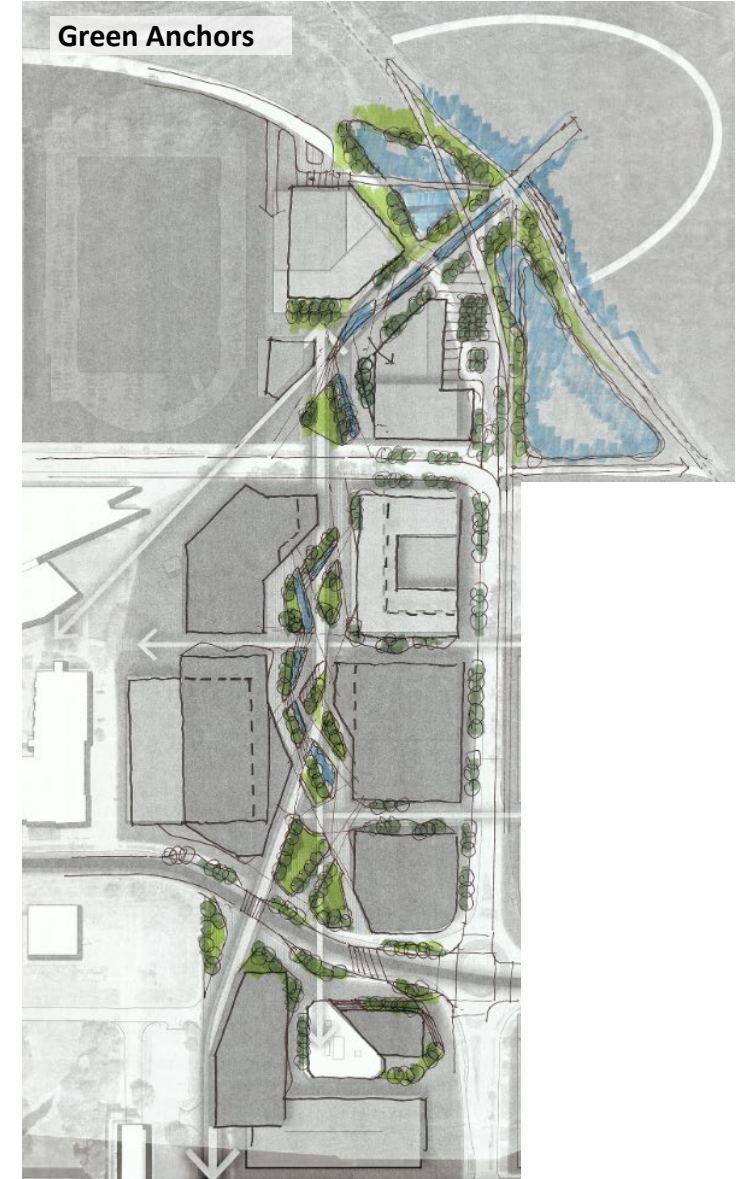


Parking needed in Phase 1
with only office/lab uses:
1,144 spaces needed

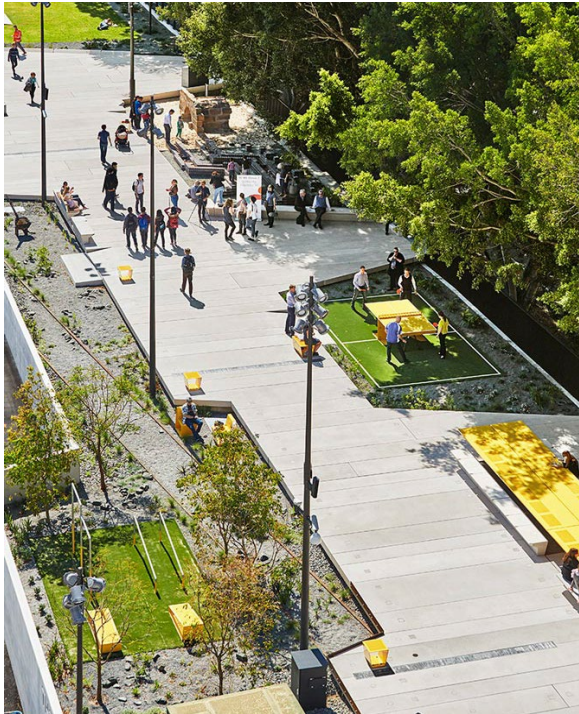
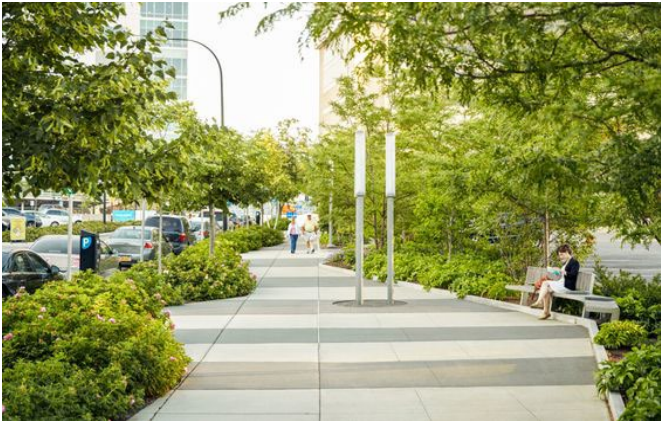
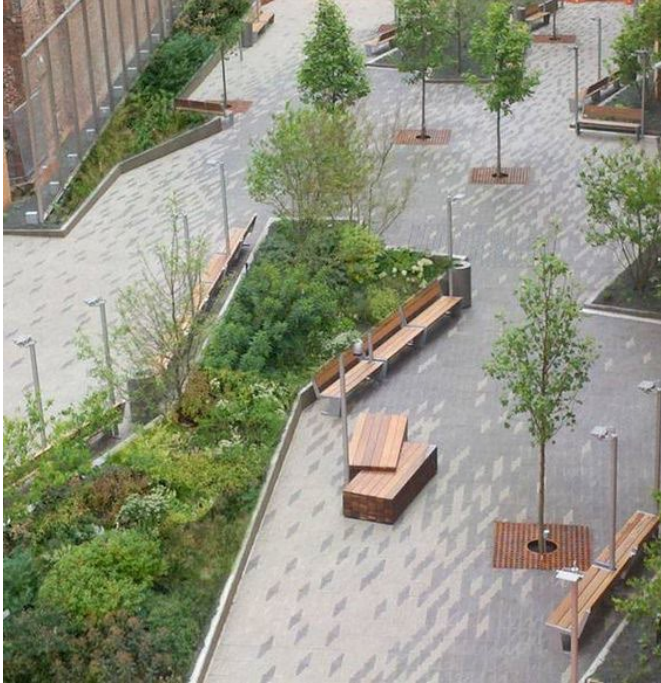


Parking needed in Phase 1
with a mix of uses:
640 spaces needed

Sustainability & Greenspace: Landscape Concepts



Sustainability & Greenspace: Landscape Character



Phases 1 & 2

10+ year buildout



Key Highlights:

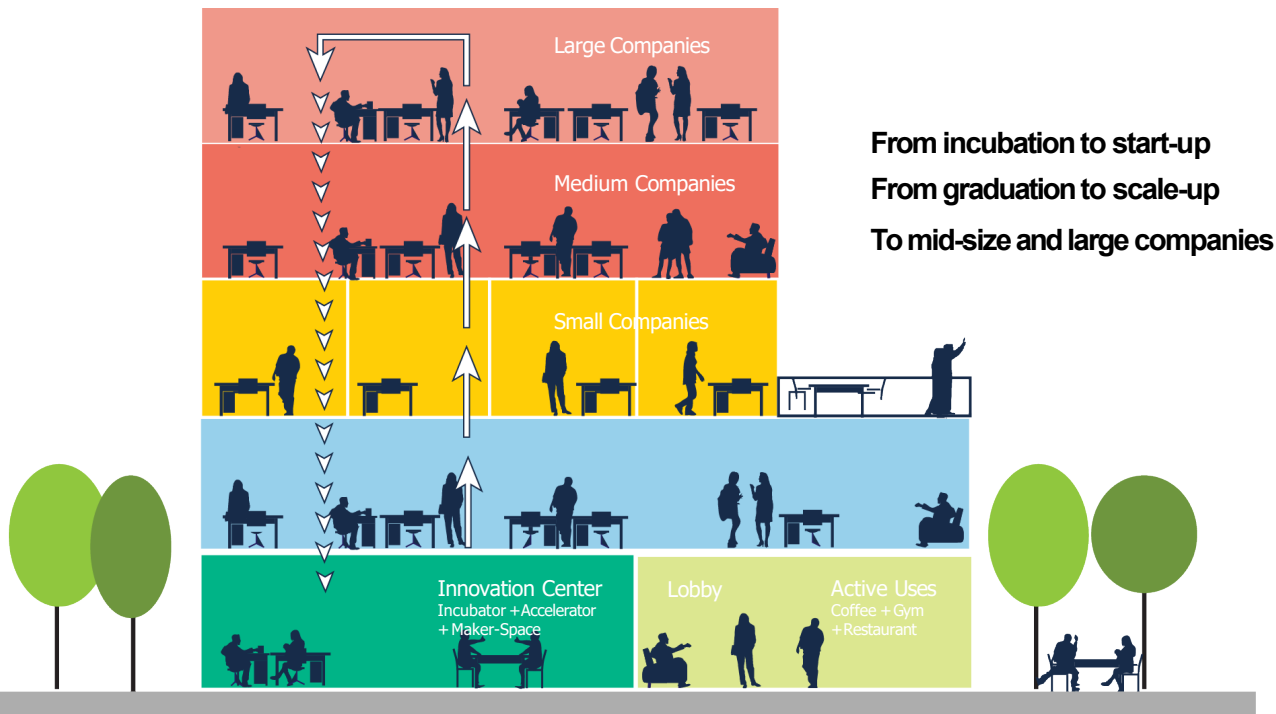
- Replace Biotron facility with research, office, and corporate partnership space.
- Develop around WARF and explore potential WARF renovation
- Relocate CALS greenhouses elsewhere on campus in accordance with CALS master plan
- Add parking, housing, and hotel to former CALS site.
- Mixed use development mitigates traffic impacts while increasing density

*Any development envisioned throughout the planning process and in the final plan will first require and be preceded by the identification of, and in some cases the development of new, appropriate locations or spaces for existing building uses or occupants.

New developments on campus can enable partnerships, start-ups, and scale



Forming an Ecosystem on Innovation:



Convergence Center at Purdue's Discovery Park District

"Industry's 'front door to Purdue'"

- 143,000sf' \$32m; Opened in 2020
- Tenants:
 - Purdue Foundry (startup incubator)
 - Bayer: Global life sciences
 - Becks: Agricultural seed company
 - Wabash: Transportation logistics, distribution
 - Lobby/Conference/Café

UW-Madison West Campus District Concept

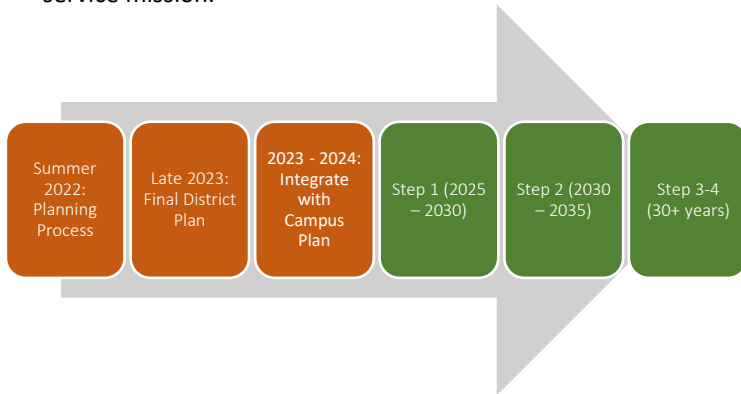


Plan the Future of West Campus!

UW-Madison's West Campus currently has robust research, health care, recreation, and related academics, but there is more we can do with this space. We are looking for new ways to create a vibrant and connected community while using the developed land more efficiently and enhancing the natural landscapes.

Project Timeline

In summer 2022, UW-Madison began reimagining west campus to improve research, teaching, learning, healthcare, and industry connections. This is the first project using the real estate revenue strategy, creating new opportunities to fund the university's academic, research, and public service mission.



For more information
 Visit vc.wisc.edu/westcampus/
 or email wcdp@realestate.wisc.edu



- Other Planned Development
- WARF
- Hotel
- Parking
- Lab and Office
- Housing
- Recreation & Athletics

- Step 1 (2025-2030):** Replace Biotron facility with research, office, and corporate partnership space.
- Step 1 (2025-2030):** Add housing and parking around WARF building.
- Step 2 (2030-2035):** Relocate CALS Greenhouses on campus. Add parking, housing, and hotel.
- Step 3 (2035+):** Relocate parking from Lot 60 and move track and soccer field to new location.
- Step 4 (2040+):** Create research, office and corporate industry partnership space with potential for housing.

Para más información
 Visite: vc.wisc.edu/westcampus/ o escríbanos por correo electrónico a: wcdp@realestate.wisc.edu

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如需更多信息
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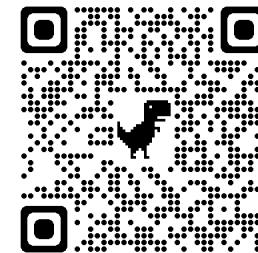
Upcoming Open Houses



Health Sciences Learning Center Atrium
June 20, 2023– 11:00AM – 1:30PM



Bakke Center
June 21, 2023 – 4:00PM-6:30PM





Project Website and Information

For more information, visit our website at <https://www.vc.wisc.edu/westcampus/>

For questions or concerns, please feel free to reach out to us at wcdp@realestate.wisc.edu



