

09/22/2025

University of Wisconsin-Madison

Campus Master Plan Amendment #8

1111 Highland Ave - WIMR East Wedge Cyclotron &  
Expansion Project

REDLINE INDICATED WHAT CHANGED



**WISCONSIN**  
UNIVERSITY OF WISCONSIN-MADISON

# CAMPUS-INSTITUTIONAL DISTRICT MASTER PLAN

Madison, Wisconsin  
EFFECTIVE JANUARY 1, 2019

EXTENDING OUR HISTORY—EMBRACING OUR FUTURE



REVISE GRAPHIC/UPDATE  
TOTAL GSF

**FAR WEST CAMPUS**  
Total Building GSF: 871,064  
Total District GSF: 17,639,456  
Floor Area Ratio: 0.05

L A K E M E N D O T A

**NEAR WEST CAMPUS**  
Total Building GSF: 3,713,680  
Total District GSF: 4,679,994  
Floor Area Ratio: 0.79

**CENTRAL CAMPUS**  
Total Building GSF: 7,636,898  
Total District GSF: 5,792,264  
Floor Area Ratio: 1.32

**WEST CAMPUS**  
Total Building GSF: 5,881,018  
Total District GSF: 6,073,475  
Floor Area Ratio: 0.97

TOTAL BUILDING GSF: 5,935,278  
TOTAL DISTRICT GSF: 6,127,735  
FLOOR AREA RATIO: 0.97

### Legend

- Campus Development Plan Boundary
- Proposed Facilities
- Buildings shown for planning purposes, only. Not all lands owned by UW.

North



**SOUTH CAMPUS**  
Total Building GSF: 9,582,435  
Total District GSF: 6,687,740  
Floor Area Ratio: 1.43

Figure 4-5 Capacity Density

## Far West Campus

The general goals for the Far West Campus district (approximately all land north of UW Hospital, Nielsen Tennis Stadium, and Goodman Softball Complex) are to:

- Maintain existing recreation fields and open space connections, understanding much of the land is zoned Conservancy (CN).
- Maintain existing low-scale residential in Eagle Heights
- Continue strong preservation and management of the Lakeshore Nature Preserve, per the goals and recommendations of the Lakeshore Nature Preserve Master Plan

The 2015 Campus Master Plan Update recommends one new facility, a Preserve Outreach Center (W-29). This facility would welcome visitors, provide maps, educational displays, and interpretive information for the entire, 300-acre Lakeshore Nature Preserve. It could provide an overlook as part of the structure to enhance views across University Bay and toward the Class of 1918 Marsh, year-round restroom facilities, and better organized parking for cars and bicycles.

REVISE TO:  
Expansion opportunities remain within the Highland Avenue ring road - the Wisconsin Institutes for Medical Research Phase 3 (W-01), a WIMR East Wedge Cyclotron expansion(W-03) and a reservation of space for an additional hospital module (W-04A)

## West Campus

The general goals for the West Campus district are to:

- Increase building density to provide for potential future growth in the health sciences
- Change the general character of the West Campus from suburban to more of a traditional campus with large buildings organized around quadrangles and green spaces
- Set heights to generally reflect existing buildings in the area
- Preserve and create new viewsheds to Lake Mendota, particularly for the UW Hospital and WARF Building

The primary focus of the West Campus is health sciences services, medical and affiliated education, and research. Other uses include athletic facilities, recreational fields, and supporting parking and service facilities.

The 2015 Campus Master Plan Update continues the migration of the medical school and UW Hospital from its original home in the Central Campus district on University Avenue. As outlined in earlier campus master plans, the university seeks to move medical research and teaching facilities near the teaching hospital to facilitate a closer bench-to-bed technology transfer. The consolidation of the hospital and medical school on the West Campus continues what was initially envisioned in the original hospital master development plan developed in 1970 by HOK.

Health sciences-related research will continue to grow and expand. Space expansion is likely for the UW Hospital, Medical School, Pharmacy, and Nursing, in addition to swing space necessary for efficient remodeling. Two expansion opportunities remain within the Highland Avenue ring road – the Wisconsin Institutes for Medical Research Phase 3 (W-01) and a reservation of space for an additional hospital module (W-04A).

The USDA Forest Products Lab and the William S. Middleton Veterans Memorial Hospital comprise over 45 acres of land within the Campus Development Plan Boundary and adjacent to the hospital. Expansion into the federal property is currently not possible. These two federal properties are shown to be continuing without significant changes. Both the USDA Forest Products Lab and the Veterans Hospital are consolidating their functions from around Wisconsin and the Midwest to their facilities here in Madison making them even more viable than in the past. Purchasing land from the federal government will be difficult, if not impossible. Potential does exist however for joint development projects between these two entities and the university. If either entity vacates these locations, the land reverts back to the Board of Regents.



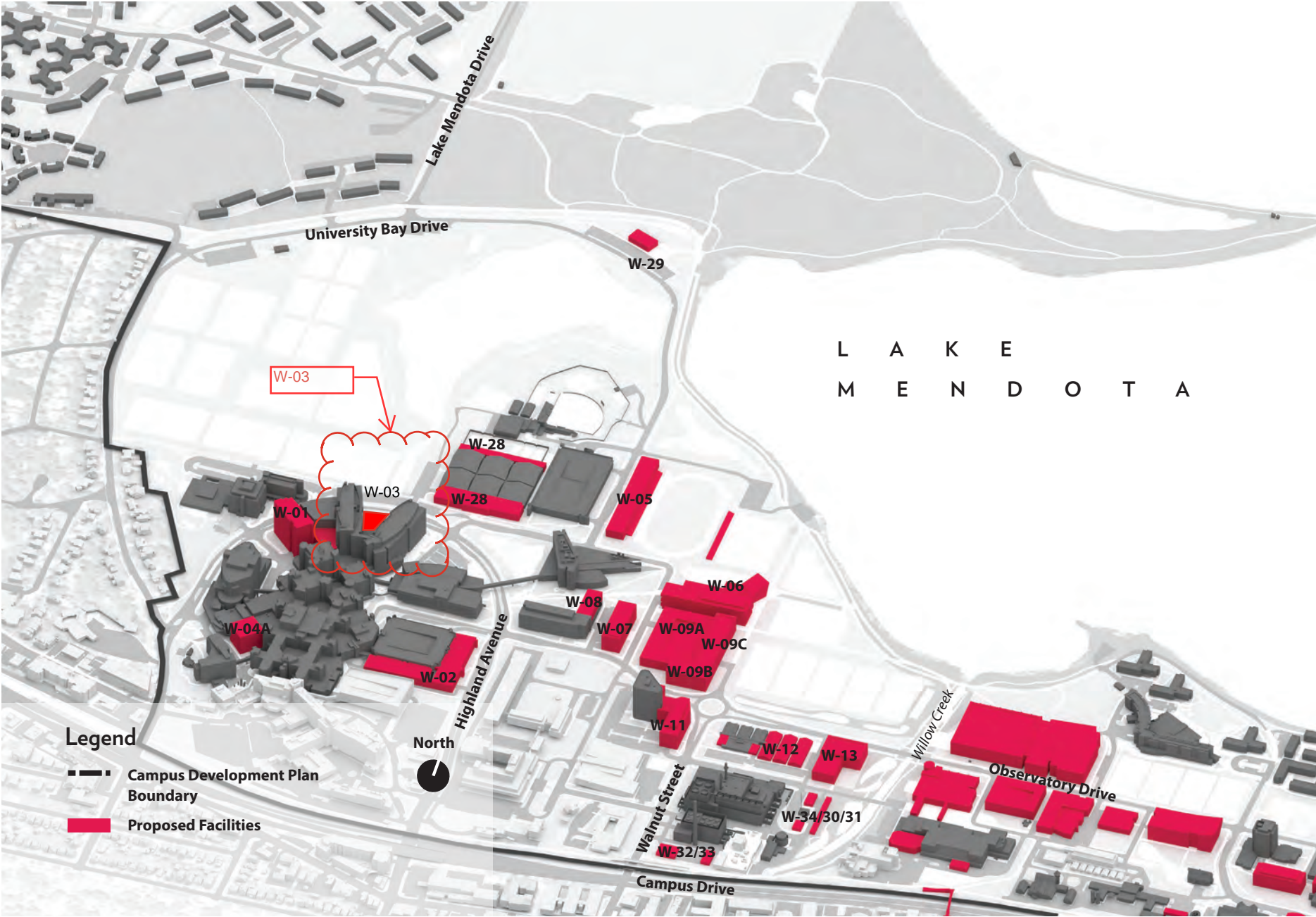


Figure 4-7 Far West and West Campus Building Key

REVISE TABLE  
ADD W-03

Table 5-2 Phase 2 – 2023 to 2029 Mid-Term Improvements (continued)

Proposed Construction			
	ID	Name	GSF
Far West	W-29	Preserve Outreach Center	8,700
West	W-28	Nielsen Tennis Stadium Expansion	47,075
South	S-02	Engineering Drive 1410 – Replacement	169,091
Total Building Space Gained			224,866
Parking Spaces Proposed			0 Spaces

Phase 2 – 2023 to 2029 Mid-Term Improvements

Total Building Space Removed	349,953
Total Building Space Gained	224,866
Phase 2 Total Net Change	(125,087)



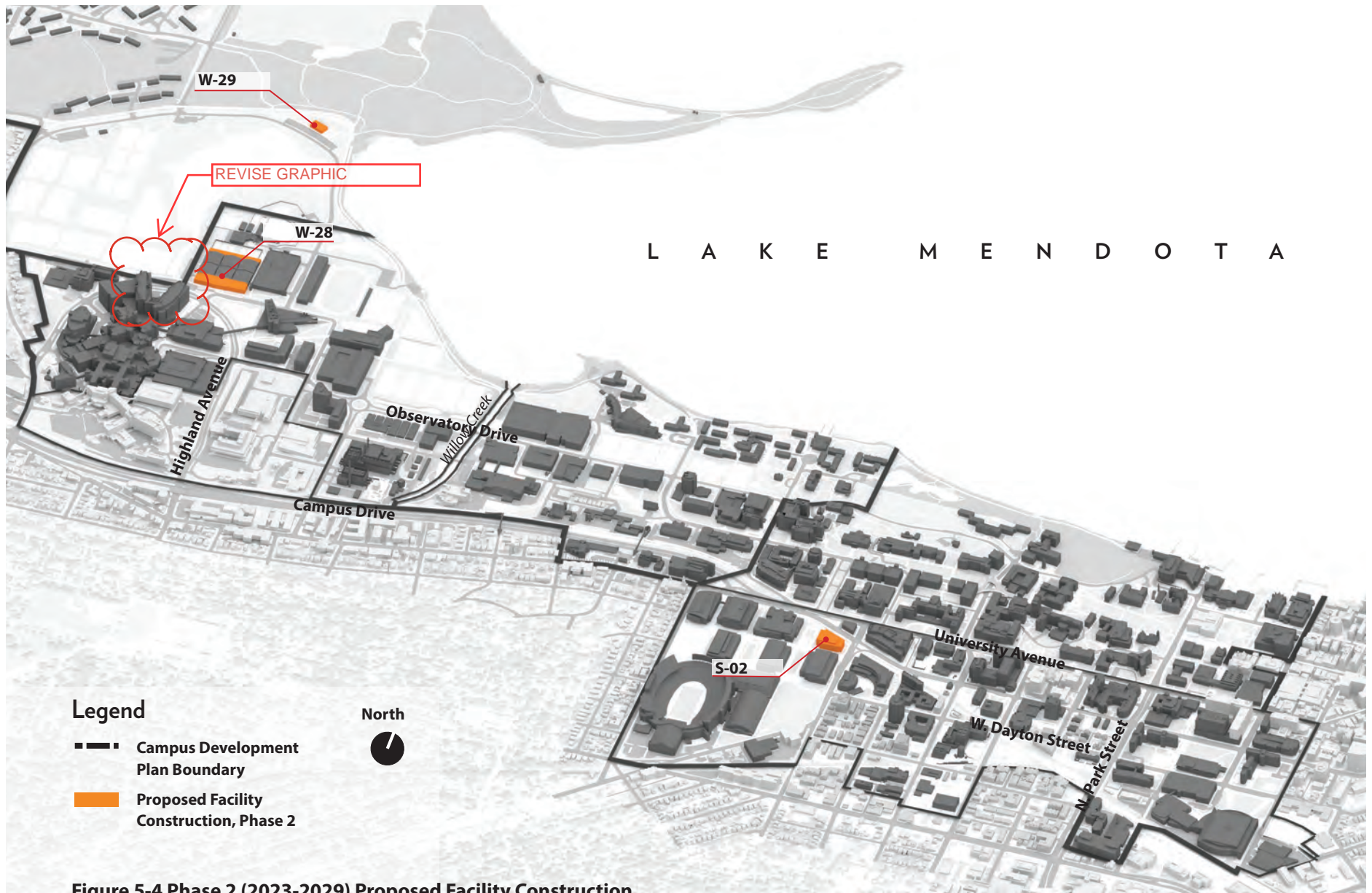


Figure 5-4 Phase 2 (2023-2029) Proposed Facility Construction



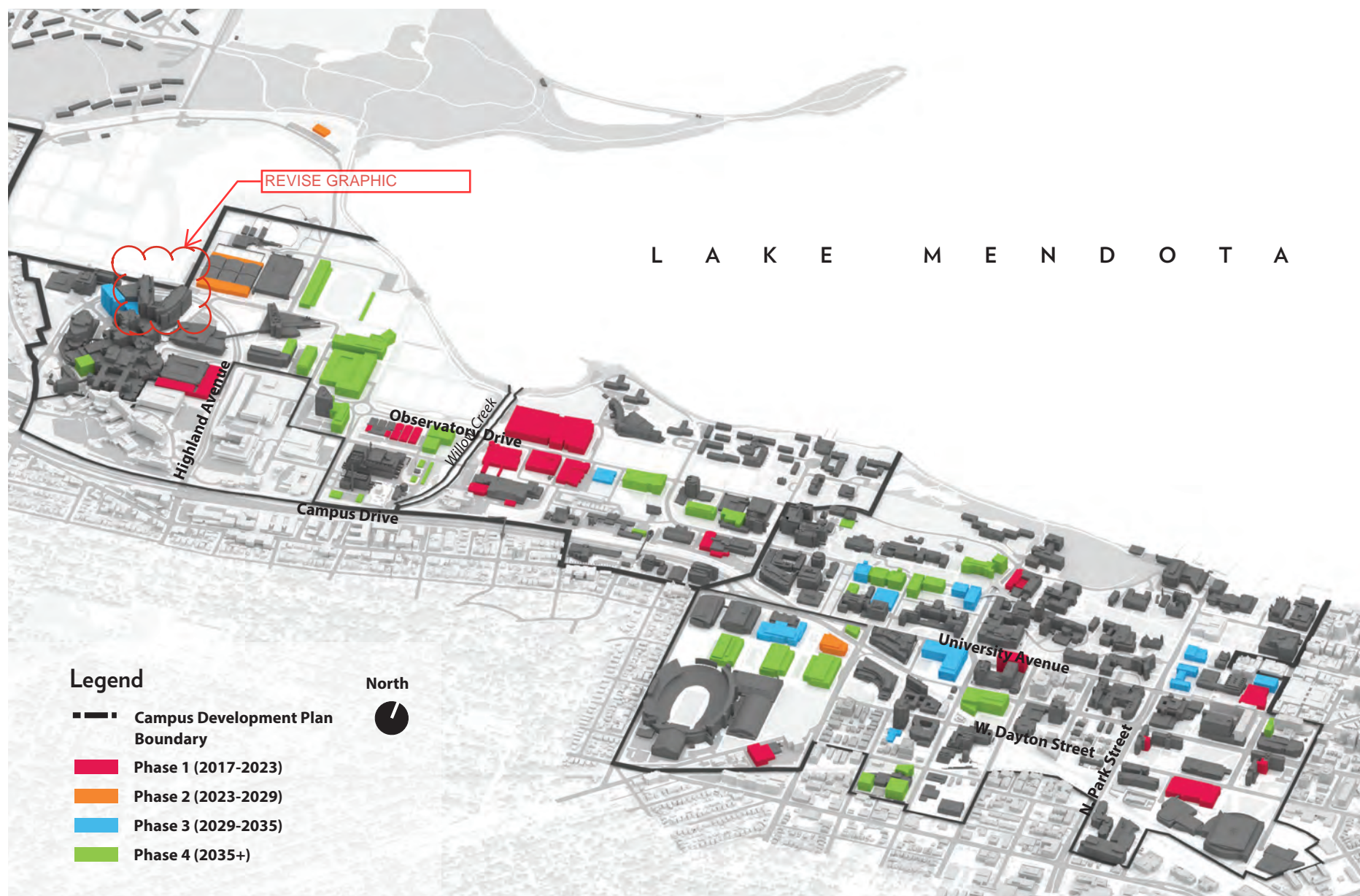


Figure 5-10 All Phases Proposed Facility Construction



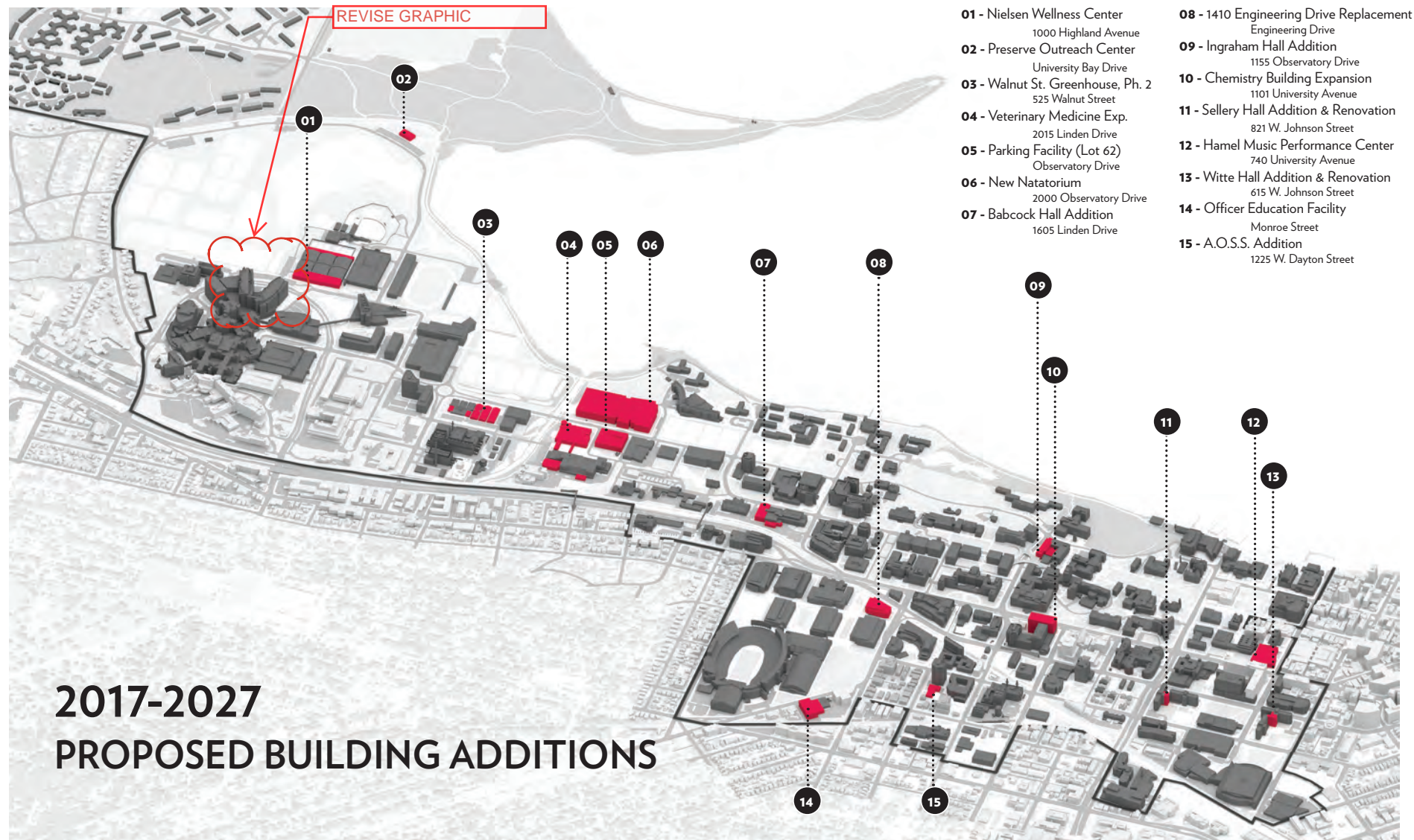


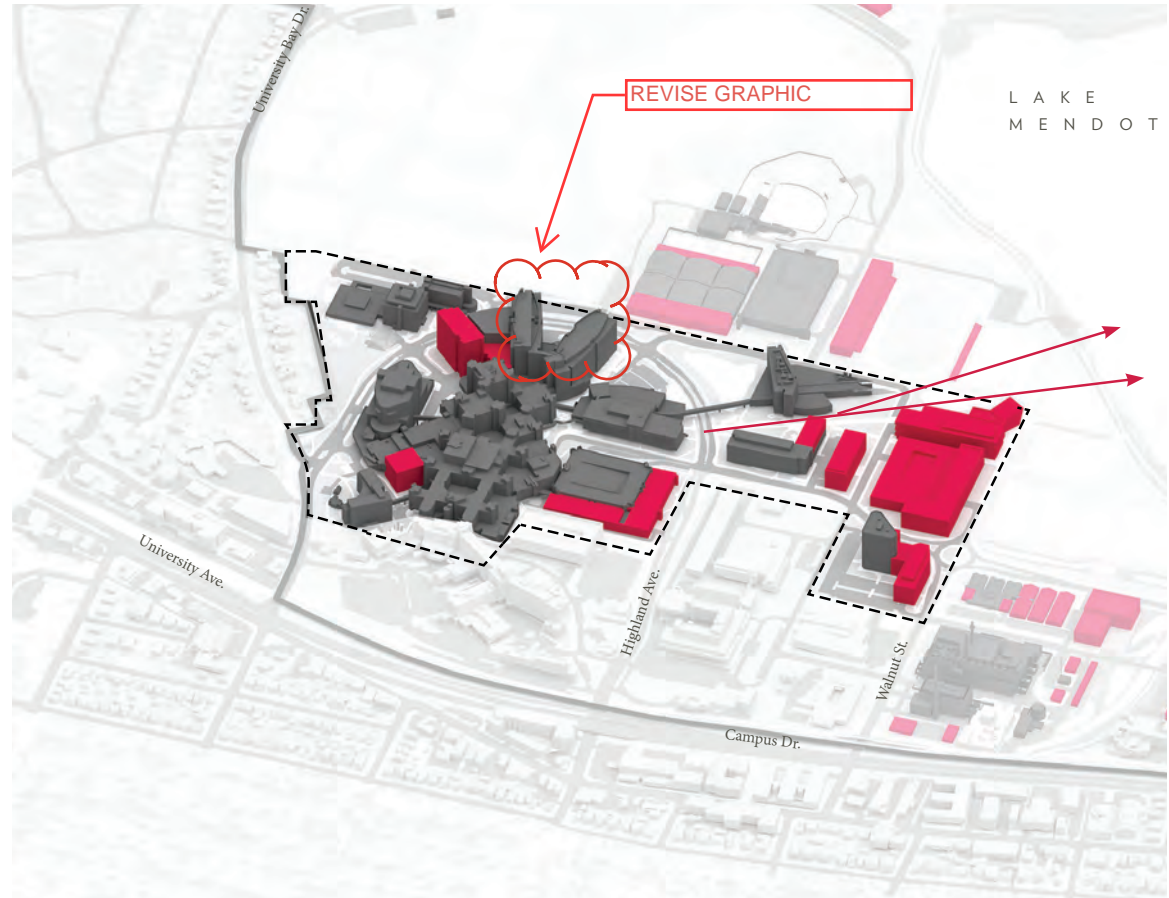
Figure 5-12 2017-2027 Proposed Building Additions





## Massing & Scale

- 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.
- New buildings should correspond to their neighbors in volume, scale, and level of detail. Necessarily large buildings should either be located among other such buildings or be broken down into smaller masses and given an appropriate level of detail.
- Where buildings are set back at upper stories, use lower roofs as green roofs, balconies, terraces, and gardens.
- Buildings are 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.
- Joint development projects with and on the Federal Neighborhood lands to the south should consider increased heights and bulk, creating a more cohesive area.
- Limit building/structure heights toward the east boundary to maintain the visual lake connection.
- Density is recommended for the eastern portion of this design neighborhood along Walnut Street.

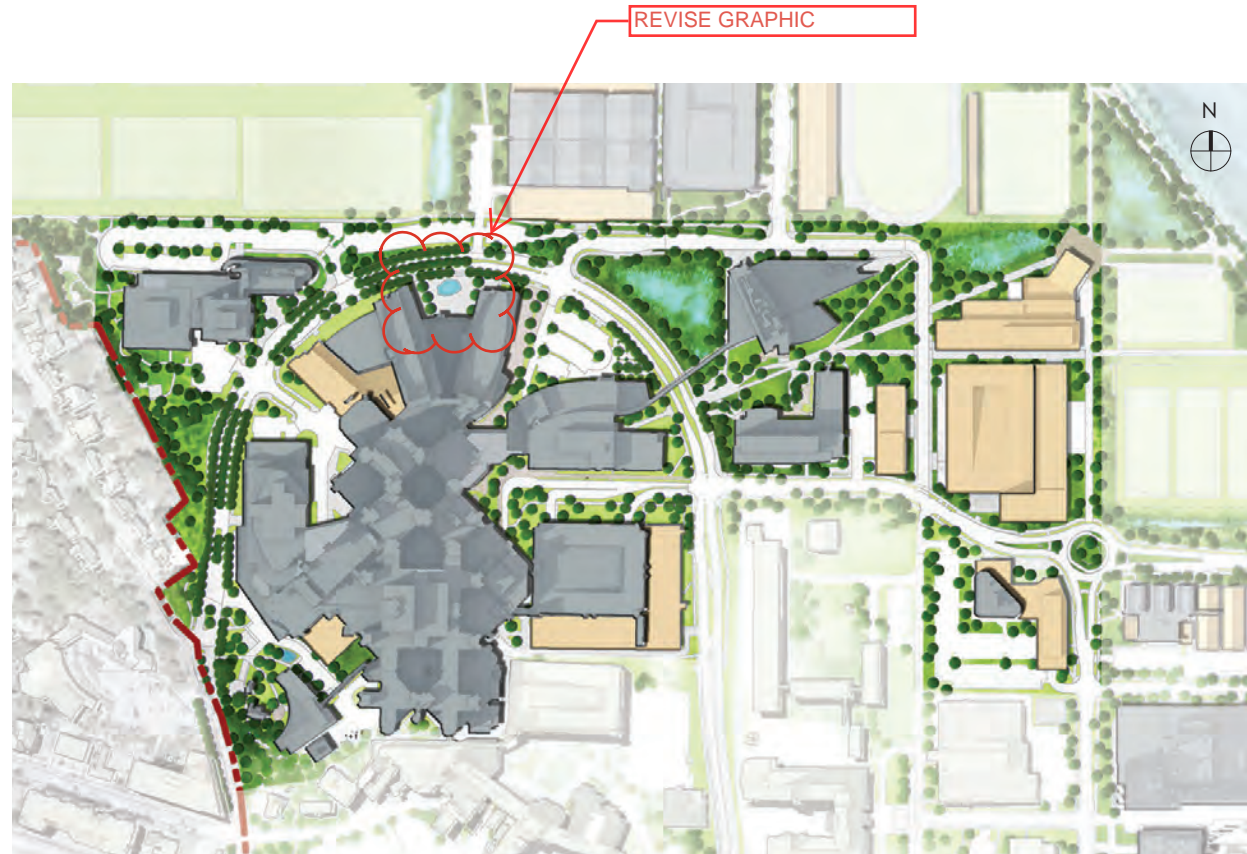




## Landscape Principles

Develop the character of the Health Sciences Neighborhood as a traditional campus within a campus with large buildings organized around quadrangles, courtyards, and naturalized green spaces.

- Traditional landscape aesthetic on the hospital grounds, becoming increasingly naturalized toward the lake.
- Preserve, enhance, and create new viewsheds to Lake Mendota from the UW Hospital and WARF Building.
- Announce the arrival to UW Hospital, enhance pedestrian comfort, and better manage stormwater through street tree planting and green infrastructure.
- Encourage restorative landscape experiences through the implementation of therapeutic gardens and green roofs, living walls, and naturalistic landscape treatments.
- Continue to foster naturalized landscapes to promote ecosystem services and restorative health qualities.



**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

Reflecting its large building footprints and sprawling pattern of development, the landscape structure of the Health Sciences Neighborhood is composed largely of the campus fabric typology.

- **Campus fabric:** Gardenesque landscape character south of Highland Avenue to project the UW Hospital brand. Plant large deciduous trees to provide human scale and buffer the building mass. Moving east from UW Hospital, the landscape transitions to become increasingly irregular and naturalized as it approaches the lake.
- **Naturalized landscapes:** Naturalistic stormwater retention ponds and short-grass meadow planting strengthening the connection to the lake and reducing maintenance costs. Trees planted in irregular stands mimic the original oak savanna.
- **Courtyards, plazas, terraces, and gardens:** Courtyards and areas between buildings should integrate ornamental deciduous canopy trees to provide a human scale and screen views from upper building levels. Spaces directly reflect the surrounding architectural context, reinforcing the sense of place. Use a high degree of native planting to enhance the connection between the immediate campus and the lands of the Lakeshore Nature Preserve.

