



INFORMATIONAL PRESENTATION



JOINT CAMPUS AREA COMMITTEE

10-07-2021

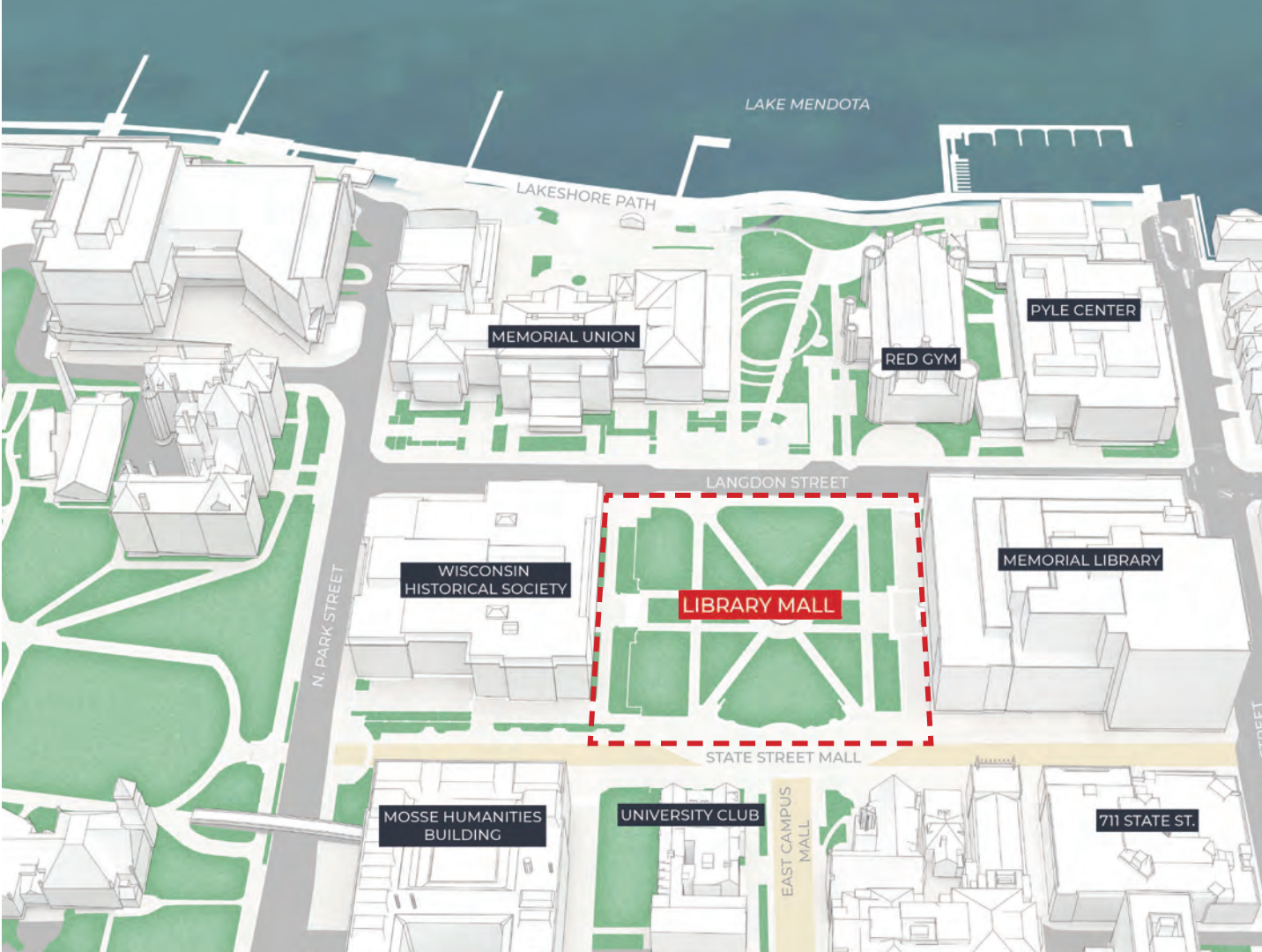
CITY SCALE CONTEXT



CAMPUS SCALE CONTEXT



AREA OF
FOCUS



PROJECT DESCRIPTION & SCOPE



-
- **Feasibility study** for the area bounded by the State Street Mall, Langdon Street, the Memorial Library, and the Wisconsin Historical Society.
 - A successful project will identify the desired elements and programmatic themes to create a **consensus-driven vision**, as well as identifying the scope, timeline, and budget for future implementation.

- **Complete the East Campus Mall vision** connecting Regent Street to Lake Mendota.
- Deliver East Campus Mall as a **destination** within the UW-Madison campus and City.
- **Eliminate existing operational challenges** related to perpetual maintenance issues.
- **100% privately gift funded project.**

GOALS



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- Provide a **welcoming and inclusive vision** for the redevelopment of Library Mall.
 - **Engage a broad cross section of the community** in an equity-based approach.
 - **Integrate the public civic space** into the overall East Campus Mall/ State Street context.
 - **Prioritize sustainability** to meet campus goals and resiliency planning efforts.
 - Create a **flexible vision** allowing a variety of programming opportunities.
 - **Support and foster awareness** of the Association of American Colleges & Universities Principles of Excellence in the development of Library Mall.

PROJECT ORGANIZATION

CORE TEAM

- City of Madison Mayor's Office - Rueben Sanon
- City of Madison Planning - Rebecca Cnare
- Downtown Madison, Inc. - Jason Ilstrup
- UW ASM/President of Campus Area NA - Amol Goyal
- UW Community Relations - Brenda Gonzalez
- UW Division of Diversity, Equity & Educational Achievement (DDEEA) - Cheryl Gittens
- UW Division of Student Affairs - Gabe Javier
- UW Office of Sustainability - Missy Nergard
- UW/University Relations (Tribal Relations) - Aaron Bird Bear
- UW Facilities Planning & Management - Gary Brown & Aaron Williams

PROJECT TEAM

- UW-Madison
- Project Manager
- University Landscape Architect
- FP&M

UW System Administration

- Project Delivery Representative
- Architect & Planning Representative

Olin - A/E Consultant

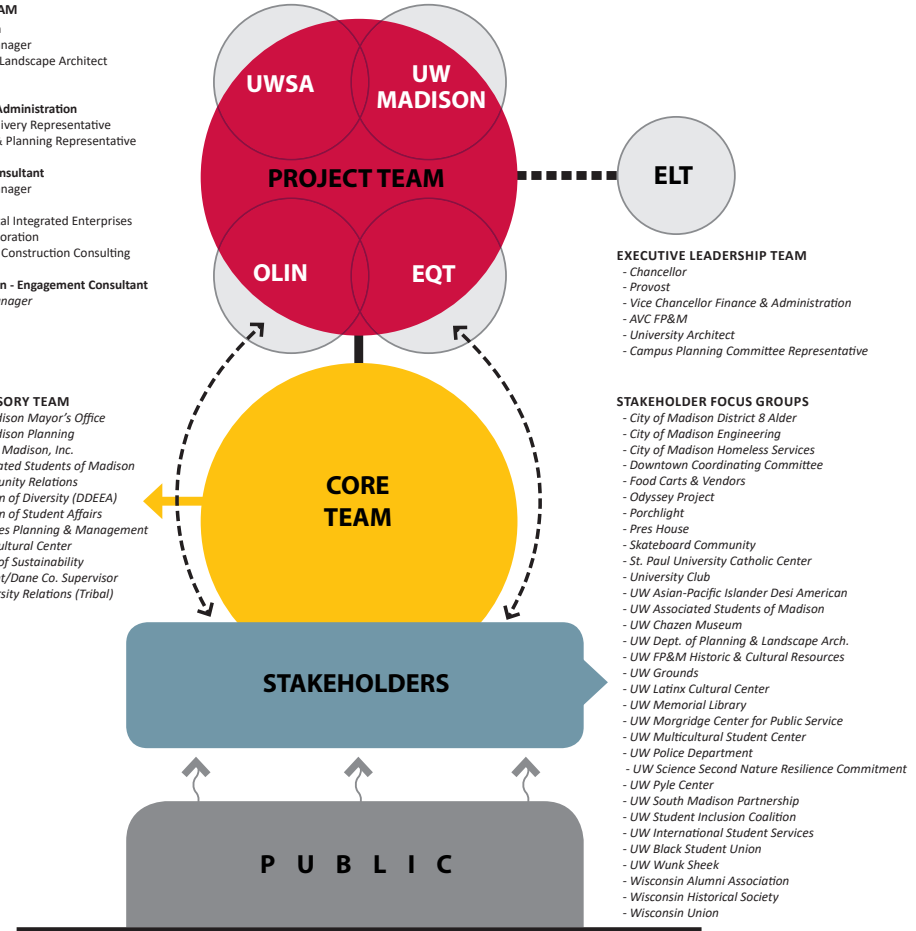
- Project Manager
- Staff
- Oneida Total Integrated Enterprises
- IMEG Corporation
- Middleton Construction Consulting

EQT by Design - Engagement Consultant

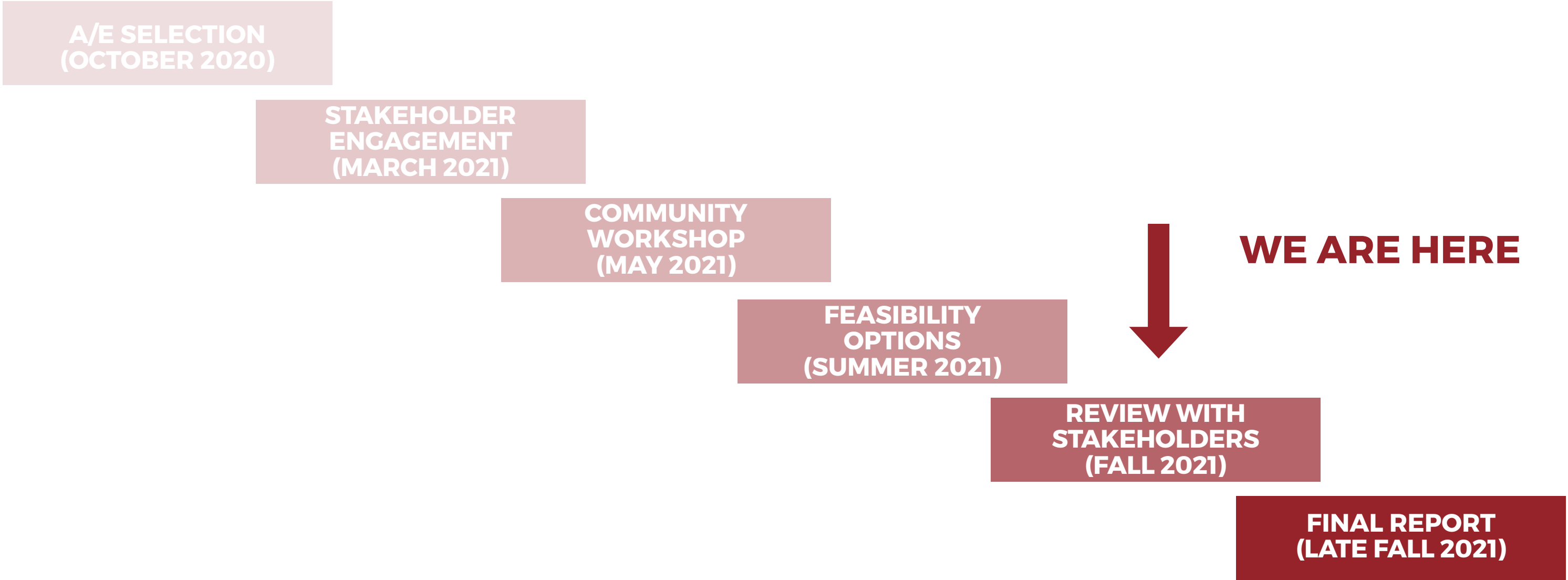
- Project Manager
- Staff

CORE ADVISORY TEAM

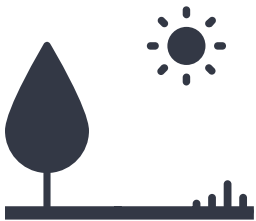
- City of Madison Mayor's Office
- City of Madison Planning
- Downtown Madison, Inc.
- UW Associated Students of Madison
- UW Community Relations
- UW Division of Diversity (DDEEA)
- UW Division of Student Affairs
- UW Facilities Planning & Management
- UW Multicultural Center
- UW Office of Sustainability
- UW Student/Dane Co. Supervisor
- UW/University Relations (Tribal)



SCHEDULE



SUMMARY OF THEMES



OPEN SPACE



**BALANCE OF
SOFT TO HARD**



**GREENSPACE /
NATURE**



FLEXIBILITY OF SPACE



**MOVEMENT /
ACCESS**



HONOR THE HISTORY



ACTIVITIES



LANDSCAPE WATER



**SEATING /
SEATING OPTIONS**



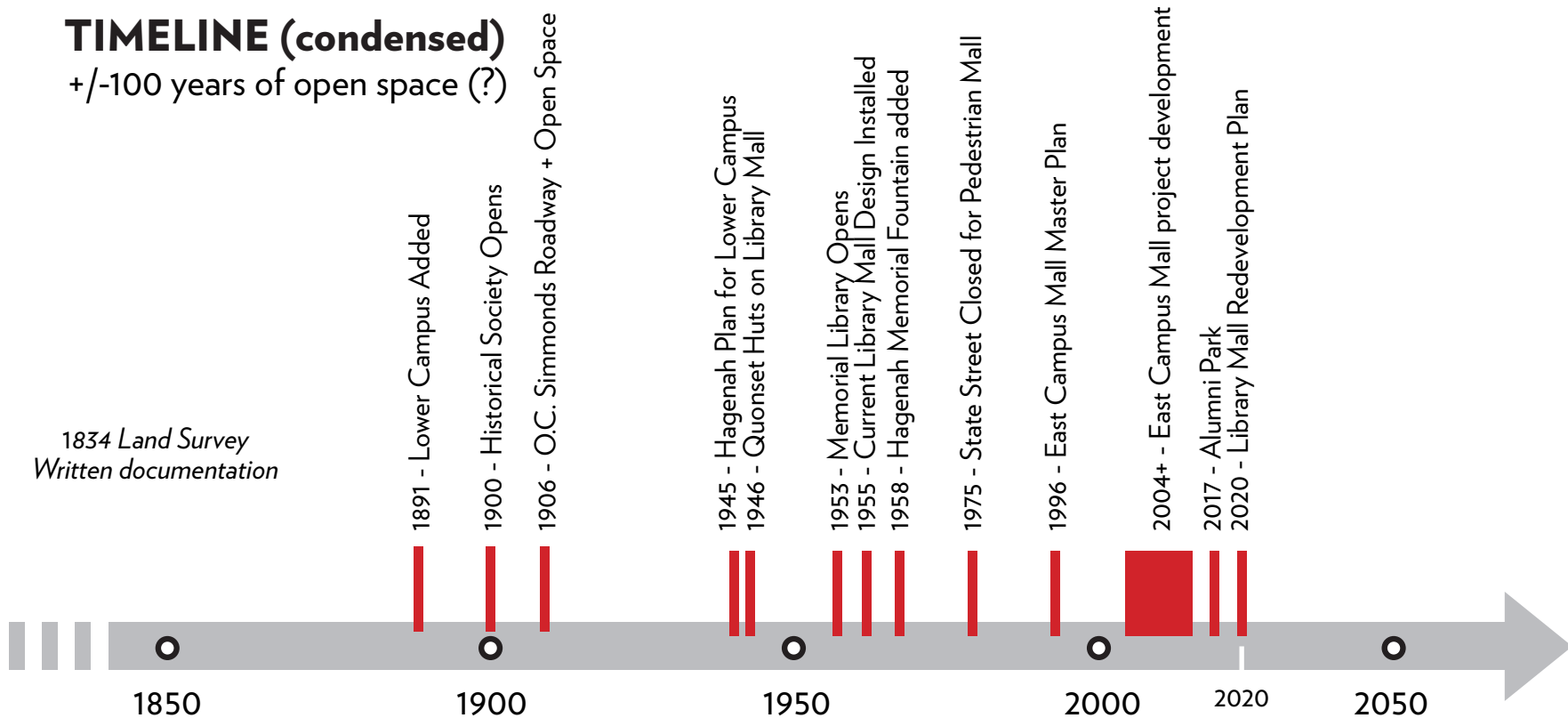
VIBRANT COLOR

Icon sources: Mohammed Salim, ProSymbols, Adrien Coquet, Maria Zamchy, Blair Adams, Andreas Vögele, popcornarts, Manohara, P Thanga Vignesh, Park by mynamepong from the Noun Project

TIMELINE (condensed)

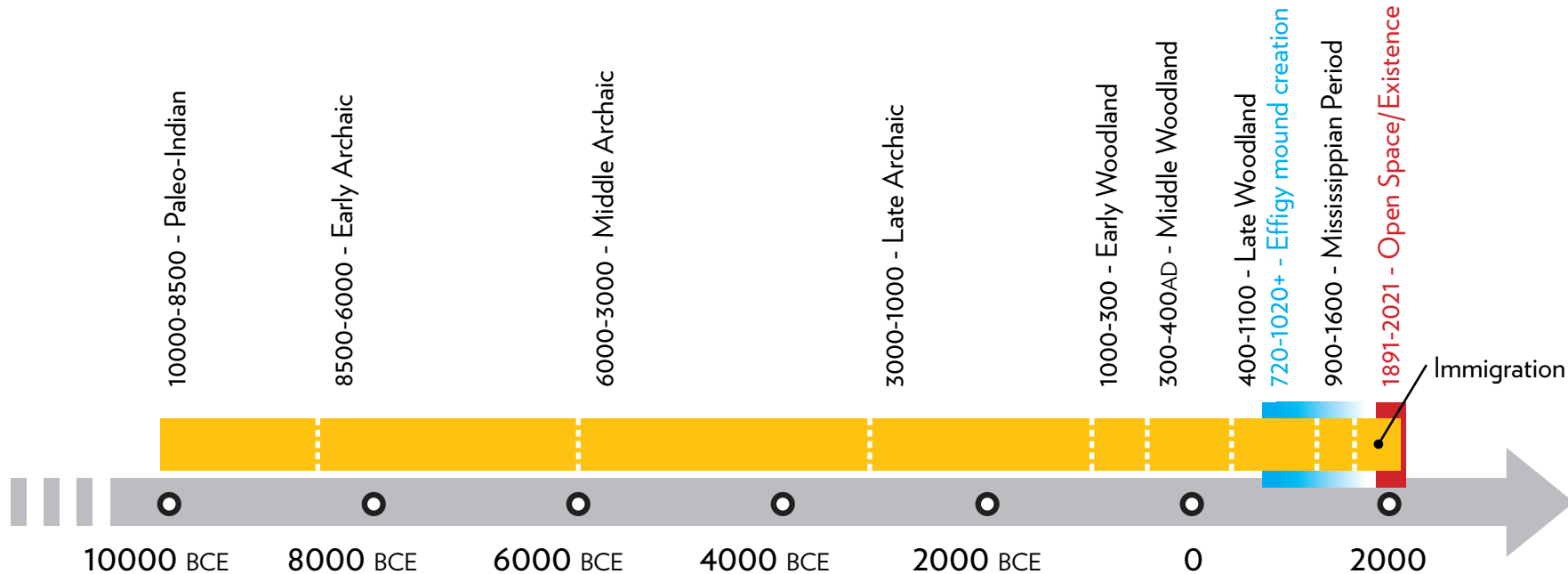
+/-100 years of open space (?)

1834 Land Survey
Written documentation

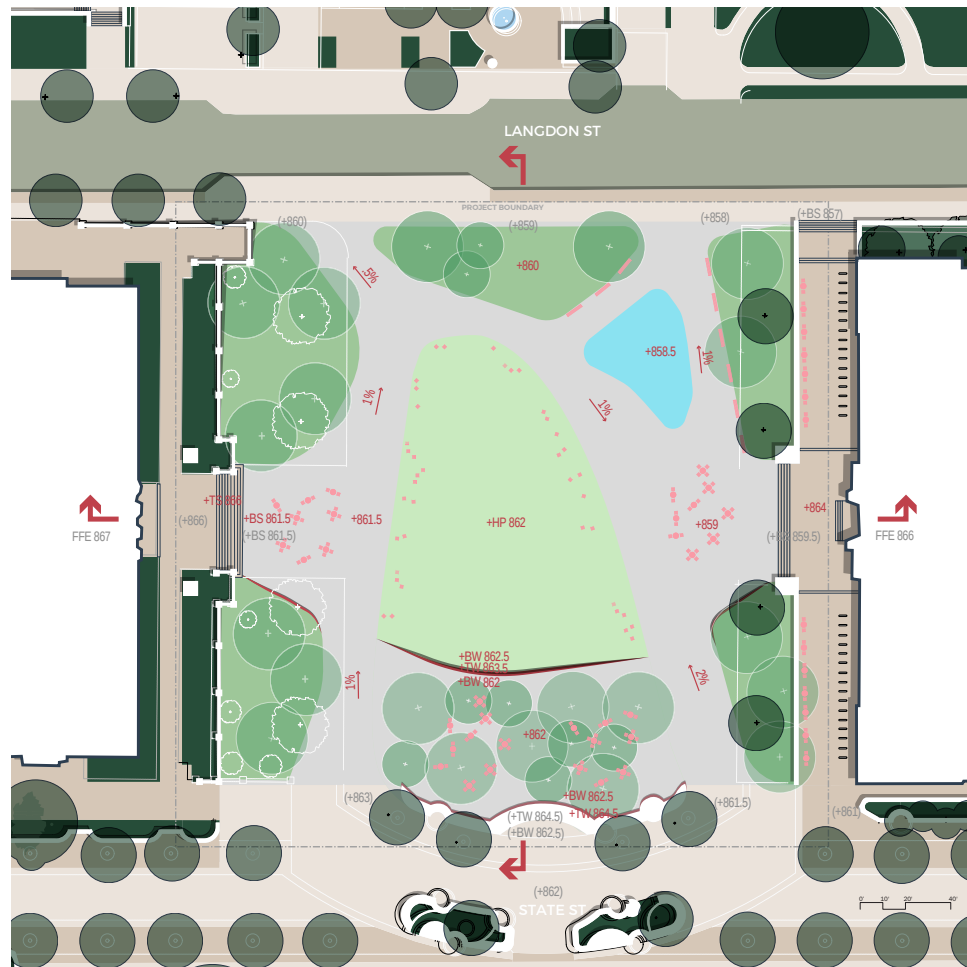


TIMELINE (expanded)

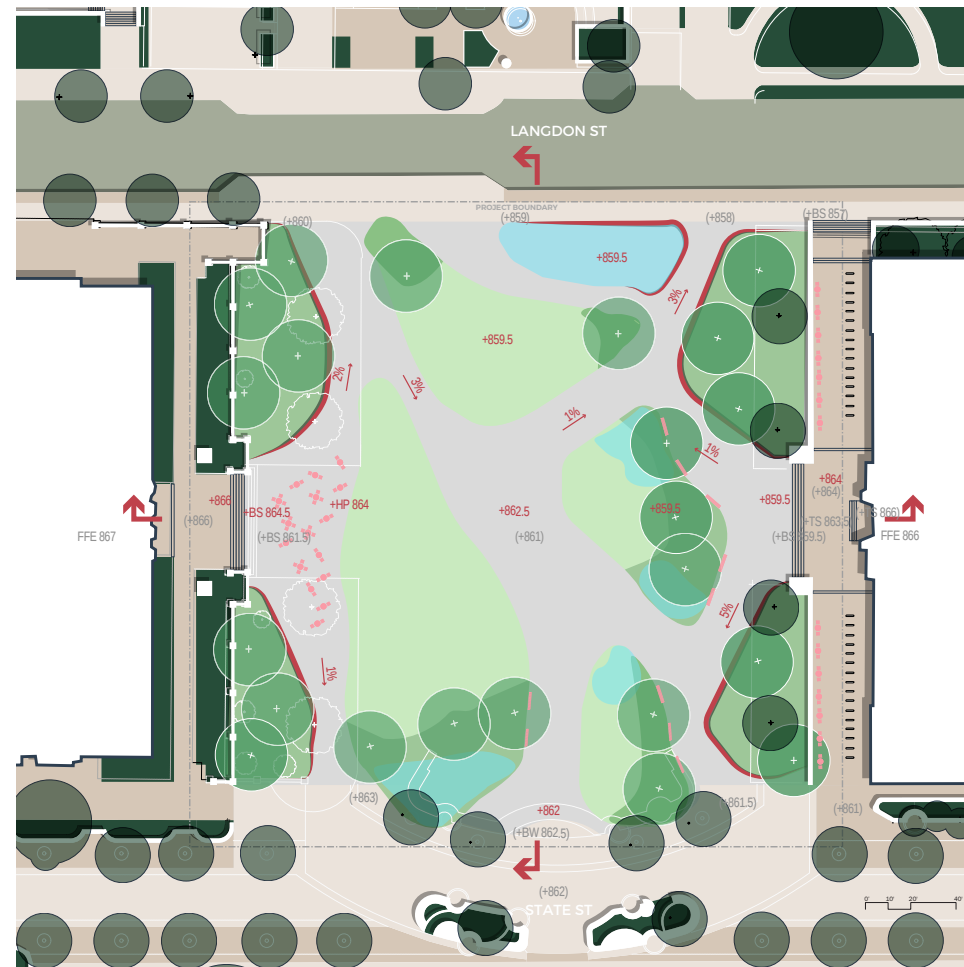
12,000 years of habitation



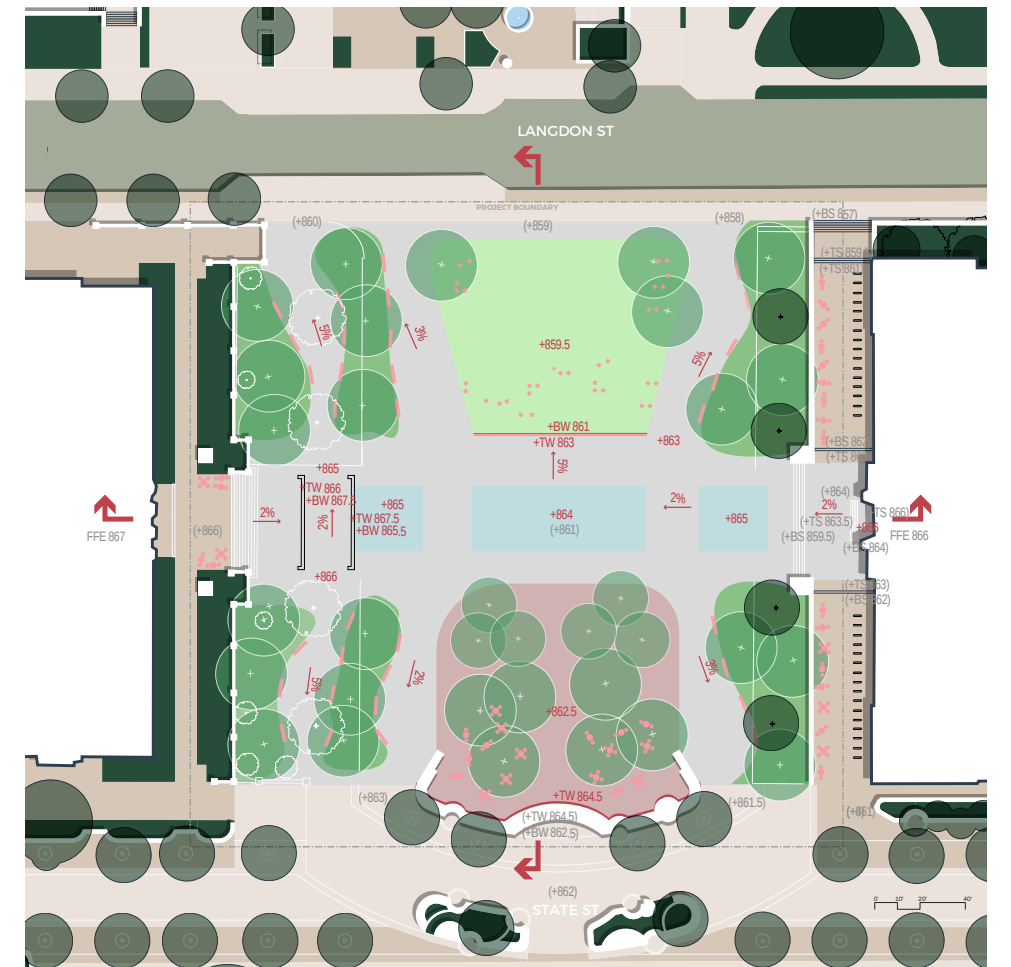
DESIGN CONFIGURATIONS



CENTRAL GREEN



DISTRIBUTED GREEN



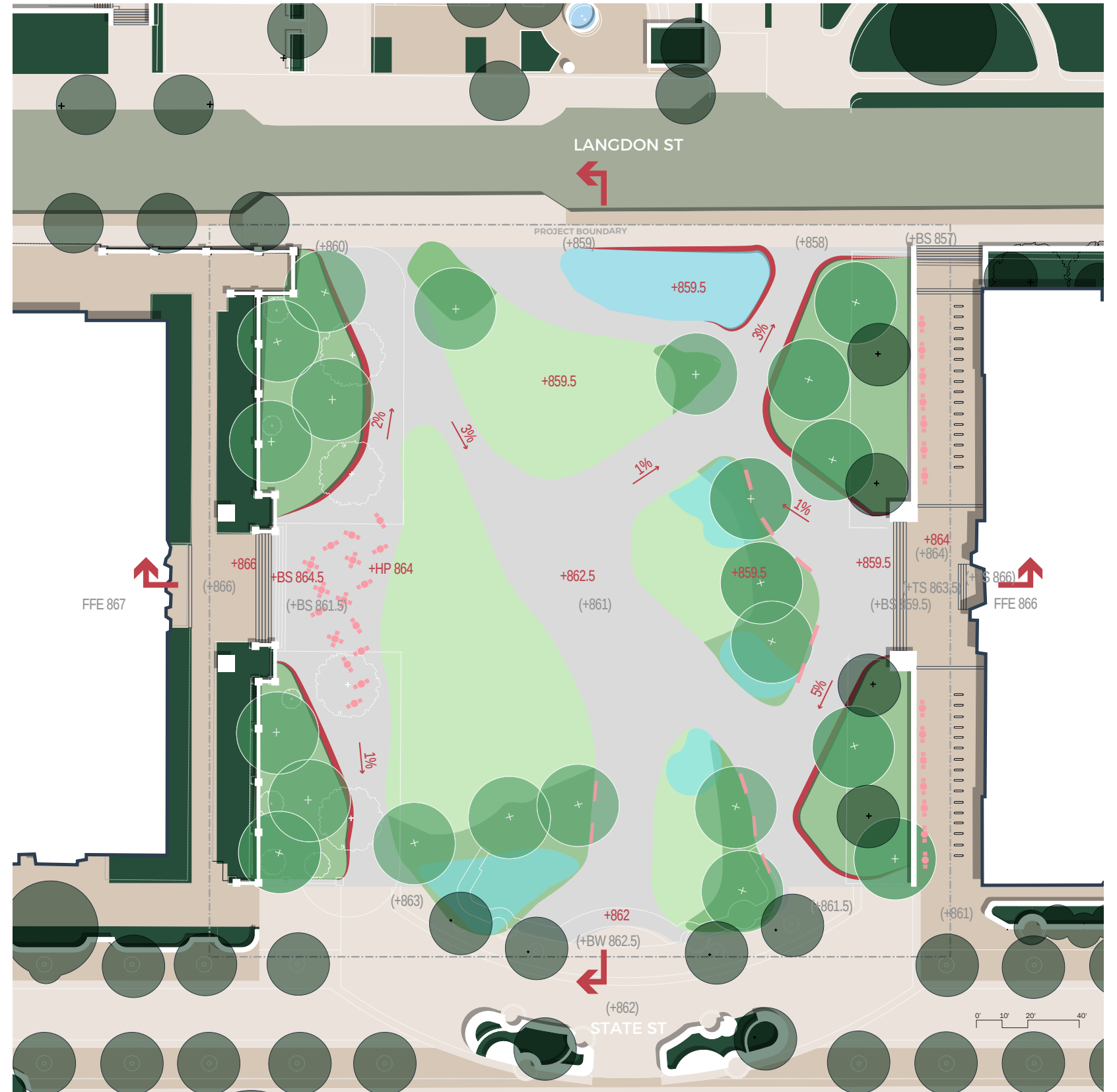
DIVIDED GREEN

VIBRANT COLOR



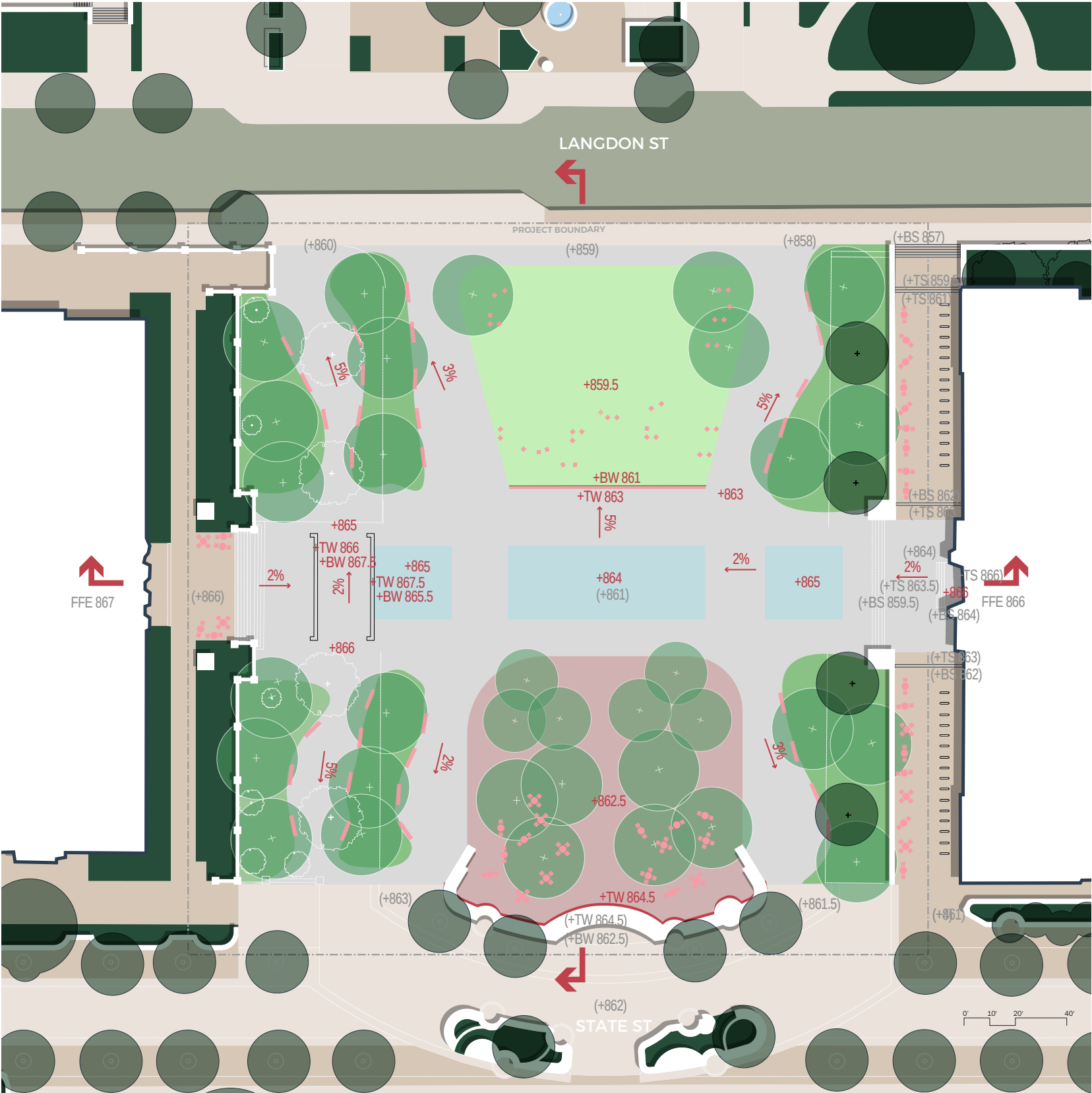
DISTRIBUTED GREEN

BALANCE OF SOFT TO HARD
HONOR THE HISTORY
LANDSCAPE WATER
GREENSPACE / NATURE
SEATING / SEATING OPTIONS
OPEN SPACE
ACTIVITIES
FLEXIBILITY OF SPACE
MOVEMENT / ACCESS
VIBRANT COLOR



DIVIDED GREEN

- MOVEMENT / ACCESS
- SEATING / SEATING OPTIONS
- HONOR THE HISTORY
- LANDSCAPE WATER
- OPEN SPACE
- BALANCE OF SOFT TO HARD
- ACTIVITIES
- GREENSPACE / NATURE
- FLEXIBILITY OF SPACE
- VIBRANT COLOR



NEXT STEPS

- Finalize feasibility study
- Fundraising
- A/E Selection Implementation Project
- 35% Design Report Implementation Project
- Construction Implementation Project
- Completion Implementation Project



WHAT'S NEXT





PROJECT
WEBSITE

www.cpd.fpm.wisc.edu/projects/



PROJECT INFORMATION

