

UW-Madison and University Research Park

West Campus District Plan – Stakeholder Overview

Joint Campus Area Committee – August 25, 2022

Perkins&Will



Agenda

Introductions

Planning Process Overview

Facilitated Listening

Summary and Next Steps



View towards Lake Mendota from WARF

Firm Introduction

Firm at a Glance

Founded in

1935

Total Staff

2300+

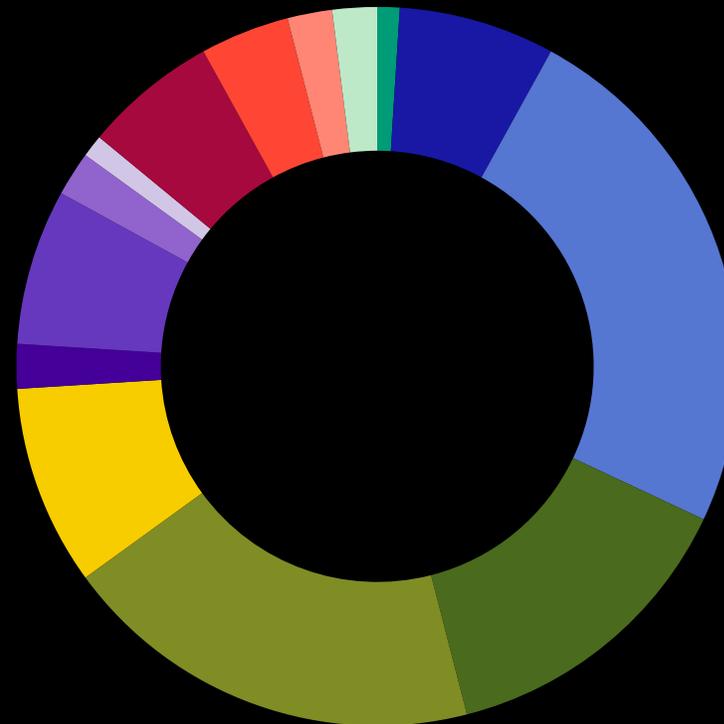
Areas of Practice

14

Studios

26

- | | | |
|-----------|-------------|----------------|
| Atlanta | Dublin | Ottawa |
| Austin | Durham | San Francisco |
| Boston | Houston | São Paulo |
| Calgary | London | Seattle |
| Charlotte | Los Angeles | Shanghai |
| Chicago | Miami | Toronto |
| Dallas | Minneapolis | Vancouver |
| Denmark | Monterrey | Washington, DC |
| Denver | New York | |



- Branded Environments
- Civic and Cultural
- Corporate and Commercial
- Corporate Interiors
- Health
- Higher Education
- Hospitality
- K-12 Education
- Landscape Architecture
- Planning and Strategies
- Science and Technology
- Sports, Recreation, and Entertainment
- Transportation
- Urban Design

University Research Park and UW-Madison are developing the district plan. URP has hired Perkins & Will as a gift to UW-Madison



50 Science Park Plans Nationwide



FAST COMPANY
Brands that Matter, 2021

#2 Architecture Firm, 2019
Architectural Record and Interior Design Magazine

#1 National Planning Firm of the Year, 2015
American Planning Association

#2 **FAST COMPANY**
Most Innovative Company In Architecture, 2018

Recent, Relevant Experience



University of Utah Research Park

- Catalyzing private investment by leveraging university research and academics
- Sustainable technologies are integrated throughout
- Placemaking and vibrancy



University of Washington South Campus

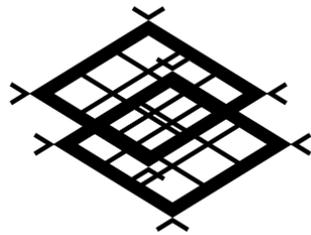
- Academic health science district
- Long-term vision with shorter-term implementation strategies to achieve goals.
- Doubling the existing density by adding almost 7 million square feet.
- Framework serves as roadmap for growth over next 30+ years.



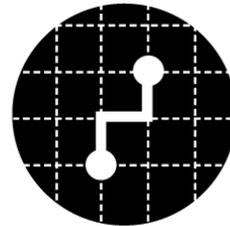
UC-Davis Aggie Square

- Creating a vibrant urban hub
- Phased buildings with supporting amenities
- Sustainable technologies are integrated throughout
- Placemaking

Four key design principles help drive the success of research environments.



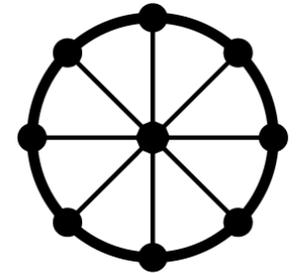
Multi-Dimensional



Interconnected

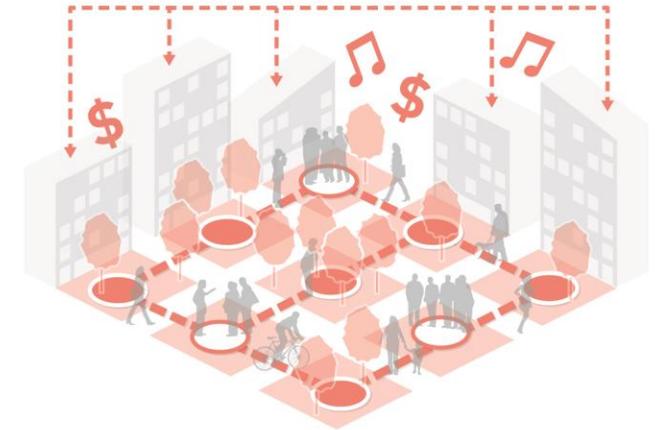
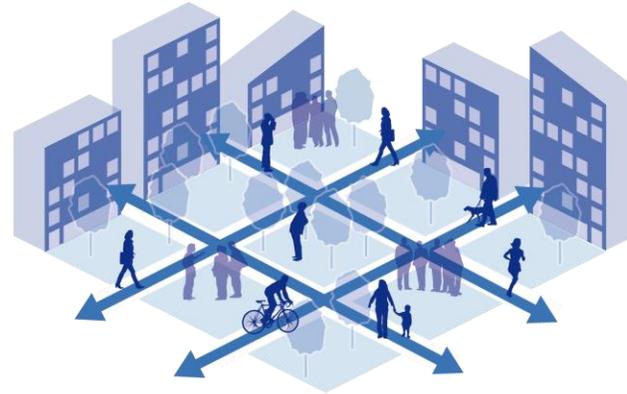


Collaborative



Integrated

Three Lenses



Economy



Place



**Culture &
Community**

Core Activities
Research Drivers
Governance
Business Ecosystem

Feel and Function
Development Scale
Mixed Use Campus
Design Character

Programs
Tenant Services
Marketing
Operations

Revenue Innovations Study Recommendations

- Corporate & industry partnerships
- Auxiliary & asset optimization
- Real estate initiatives
- Endowment-like vehicles

Guiding Principles

- Generate substantial new streams of revenue to support the mission.
- Recognize UW-Madison's history of placing value on the medium-to long term.
- Align with the campus strategic framework
- Support agenda to enhance diversity, equity, and inclusion; healthy communities; and our obligation to sovereign Native Nations.
- Respect principles of shared governance.
- Enhance the student learning and growth experiences on and off campus.
- Improve the accessibility, livability, sustainability, and quality of the campus environment, and city-region more generally.



Three 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.



Ensure the vision and strategy can be monetized for the university's benefit, while advancing **mission-aligned institutional goals** in teaching, research, and outreach.

Planning Process Overview

Process and Timeline

AUGUST - OCTOBER



1. Discovery

Project initiation and analysis
What are the current conditions, goals, and program priorities?

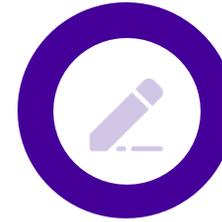
OCTOBER - JANUARY



2. Visioning

Visioning and concept alternatives
What are the organizational ideas, scenarios to explore?

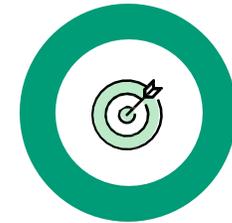
JANUARY - APRIL



3. Design Development, Phasing

Advance and refine one overall concept--add further detail to phasing, finance modeling, funding, infrastructure, and zoning.

APRIL - JULY



4. Synthesize

Preferred concept & graphic package development
How can the preferred approach be captured, conveyed, and implemented?

Organizational Updates – Who We are Meeting With

- **Board of Regents (March and July 2023)**
- **Chancellor & Leadership Team**
 - **Four total meetings– September, November. February, and May**
- **District Advisory Committee**
 - **One meeting per workshop for a total of seven meetings (the first workshop will be in small group settings)**
- **Campus Shared Governance Groups**
 - **Four total meetings in September, November, February, and May**
- **Technical Stakeholders**
 - **Will engage with representatives from Student Life, Academics/Research, Health Sciences, Industry and Federal Partners as needed during the plan development process**
- **WCDP Core Team**
- **Community Stakeholders**
 - **Public Agencies and Quasi-Public/Neighborhood Groups- two total meetings for P&W in Fall ‘22 and Winter ‘23**

Urban Context



URP

West Campus

UW-Madison

Lake Monona

Downtown/
Capitol

Lake Mendota



Existing Study Area



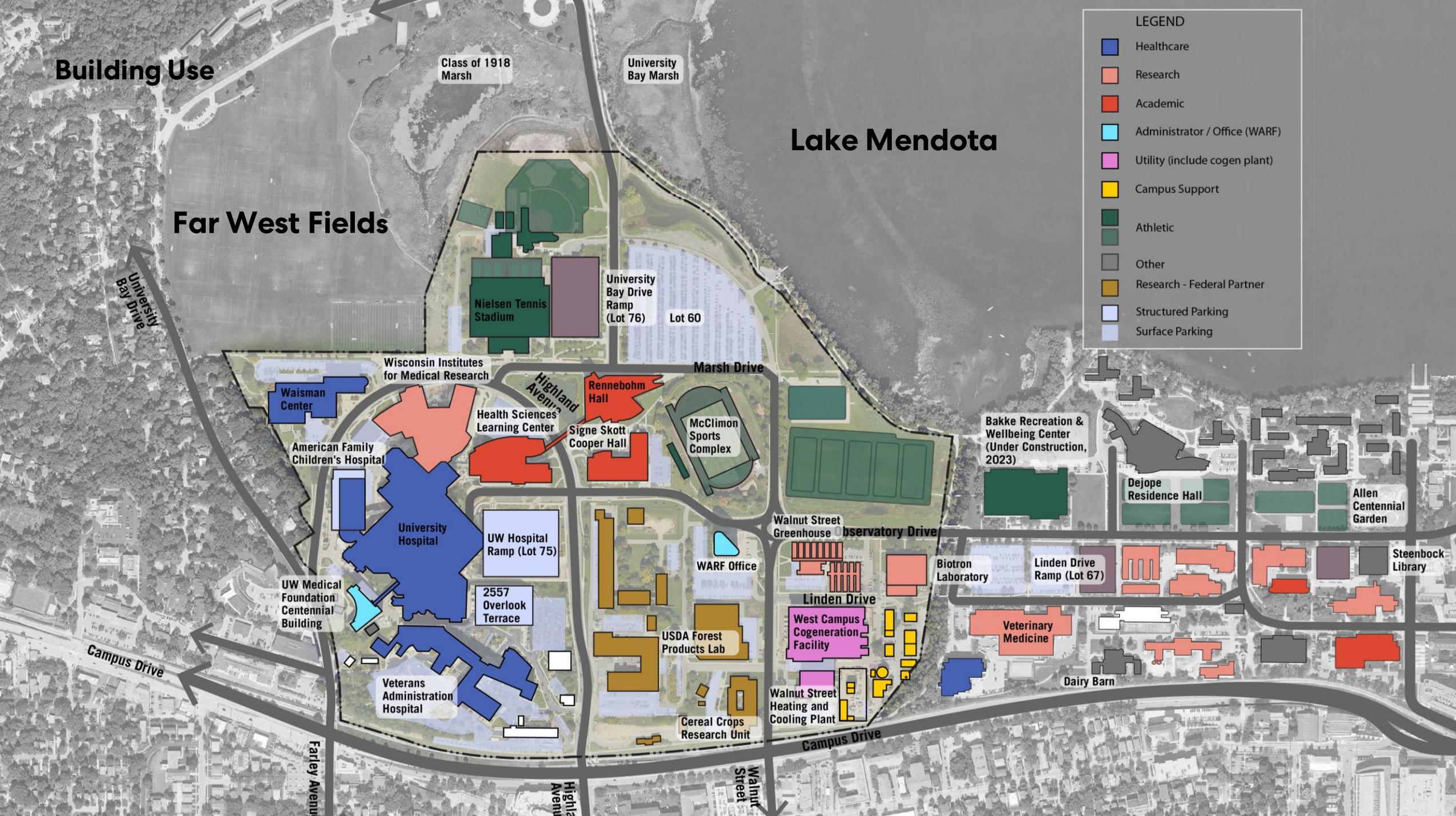
Building Use

Far West Fields

Lake Mendota

LEGEND

- Healthcare
- Research
- Academic
- Administrator / Office (WARF)
- Utility (include cogen plant)
- Campus Support
- Athletic
- Other
- Research - Federal Partner
- Structured Parking
- Surface Parking



Class of 1918 Marsh

University Bay Marsh

University Bay Drive Ramp (Lot 76) Lot 60

Wisconsin Institutes for Medical Research

Waisman Center

American Family Children's Hospital

University Hospital

UW Medical Foundation Centennial Building

Veterans Administration Hospital

UW Hospital Ramp (Lot 75)

2557 Overlook Terrace

Health Sciences Learning Center

Signe Skott Cooper Hall

Rennebohm Hall

McClimons Sports Complex

WARF Office

USDA Forest Products Lab

Cereal Crops Research Unit

Walnut Street Greenhouse

Linden Drive

Walnut Street Heating and Cooling Plant

Observatory Drive

Biotron Laboratory

Linden Drive Ramp (Lot 67)

Veterinary Medicine

Dairy Barn

Bakke Recreation & Wellbeing Center (Under Construction, 2023)

Dejope Residence Hall

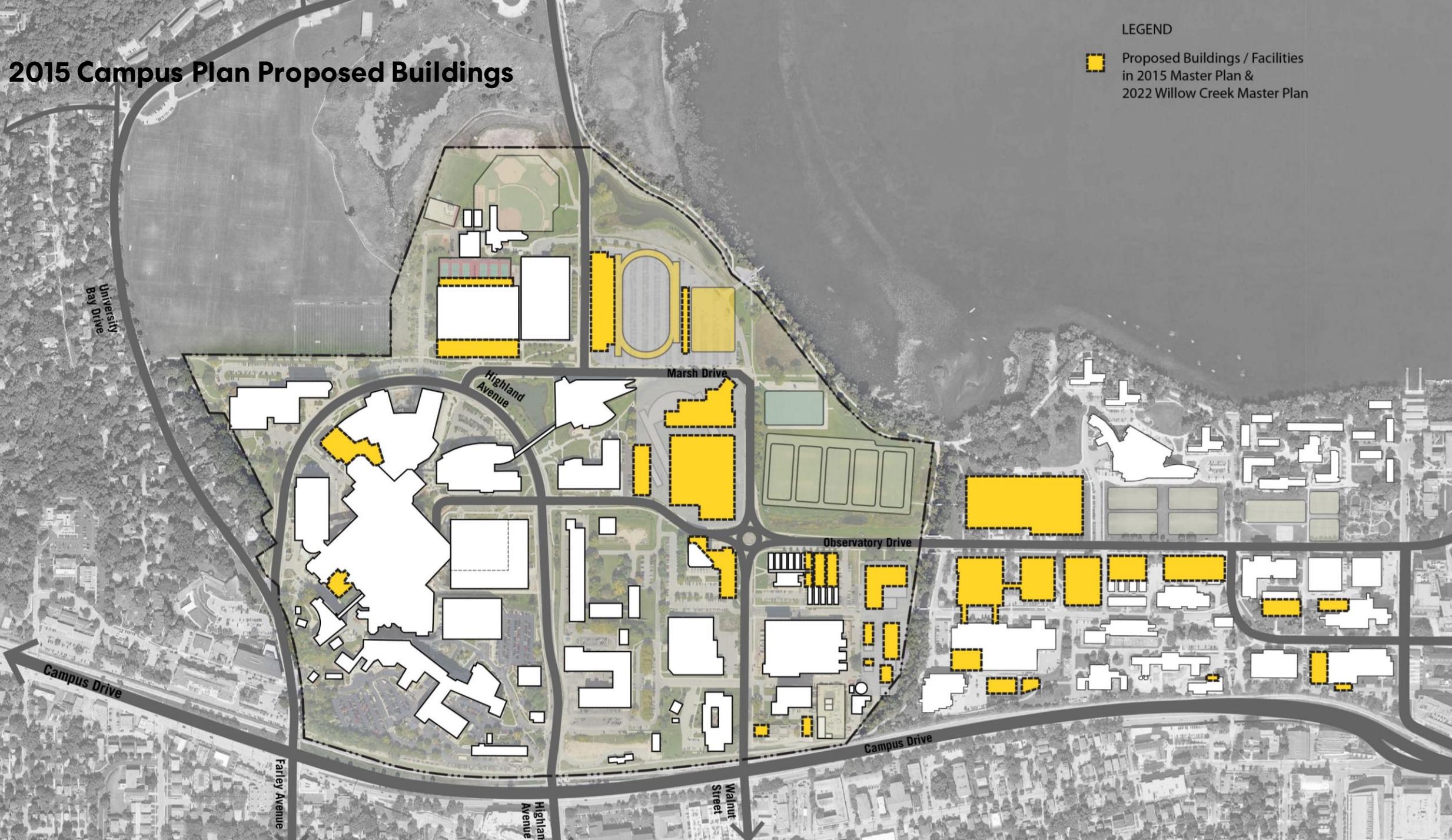
Allen Centennial Garden

Steenbock Library

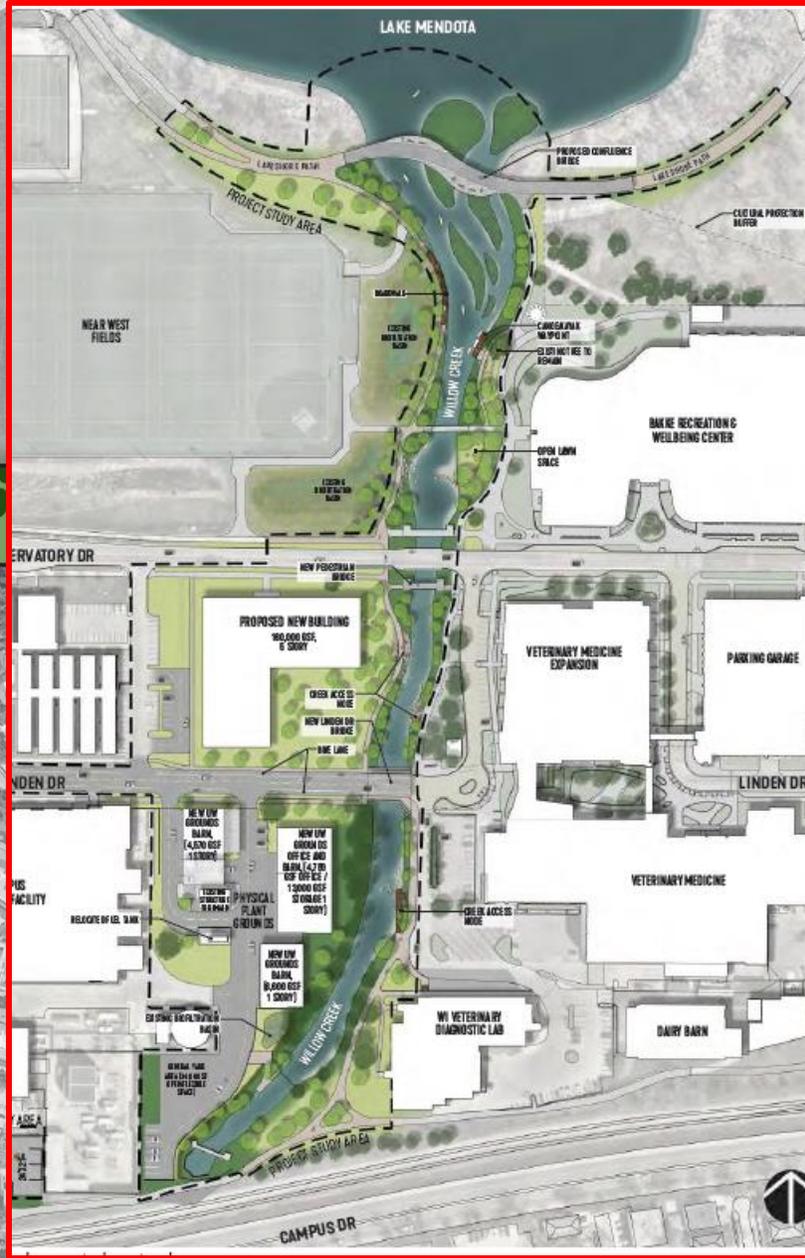
2015 Campus Plan Proposed Buildings

LEGEND

-  Proposed Buildings / Facilities in 2015 Master Plan & 2022 Willow Creek Master Plan



Ecology



Class of 1918 Marsh

University Bay Marsh

LAKE MENDOTA

WILLOW CREEK

NEAR WEST FIELDS

BAKKE RECREATION & WELLBEING CENTER

SERVATORY DR

PROPOSED NEW BUILDING
100,000 GSF
6 STORY

VETERINARY MEDICINE EXPANSION

PARKING GARAGE

LINDEN DR

NEW UNV BARRACKS
BANK
14,000 GSF
1 STORY

NEW UNV OFFICE AND
LAB (4.2 TO 100,000 GSF
1 STORY)

NEW UNV BARRACKS
BANK
10,000 GSF
1 STORY

NEW UNV BARRACKS
BANK
10,000 GSF
1 STORY

WI VETERINARY DIAGNOSTIC LAB

DAIRY BARN

AGE A

CAMPUS DR

Lakeshore Nature Preserve

Surface Stormwater
City

Surface Stormwater
Facility

Surface Stormwater
Facility

Green Streets

Green Streets

LEGEND

- 1% Annual Chance Flood Hazard
- Marsh
- Major Green Infrastructure Initiatives (2015 MP)
- Impervious Surface
- Pervious Surface
- Existing Trees

Facilitated Listening

What do we hope to gain in the first workshop?

Communicate our scope, approach, process, basic ideas about innovation district planning.

Obtain insight into the goals, needs, opportunities, and challenges.

Where appropriate, **ask questions** about market, real estate, and demand drivers for the project.

Gain an understanding of current projects or policies in place that will impact the plan.

“Listen first, act second.”

Prompts for Discussion

1. Identify 2 to 3 goals or future aspirations for your neighborhood that should be considered as part of West Campus planning.
2. Identify 2 to 3 big challenges or barriers that should be considered as part of West Campus planning.