

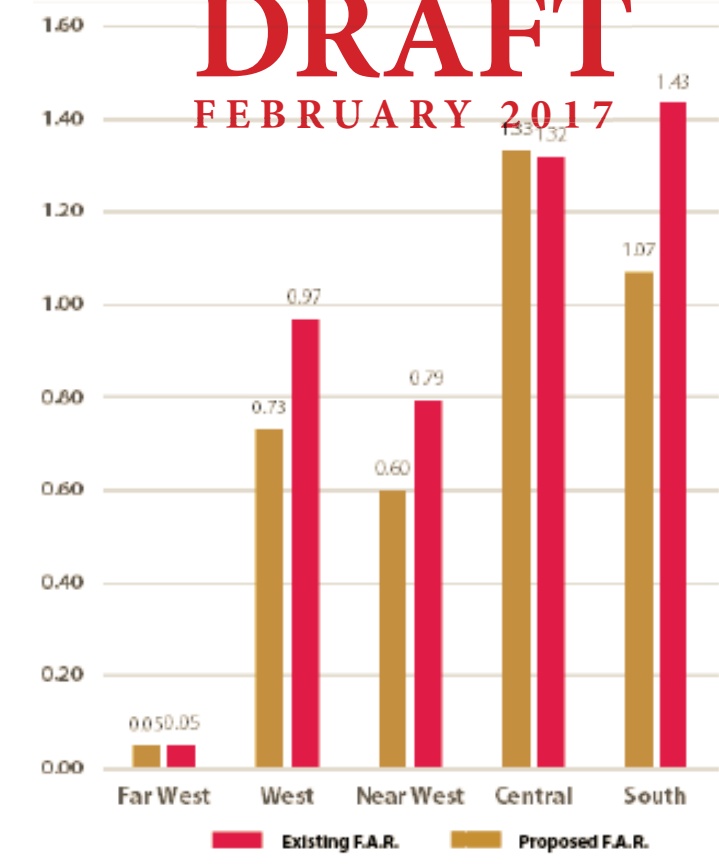
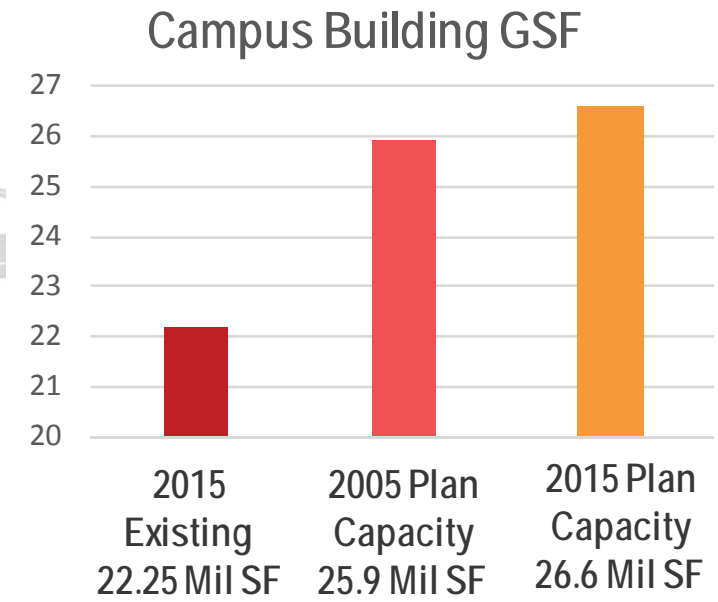
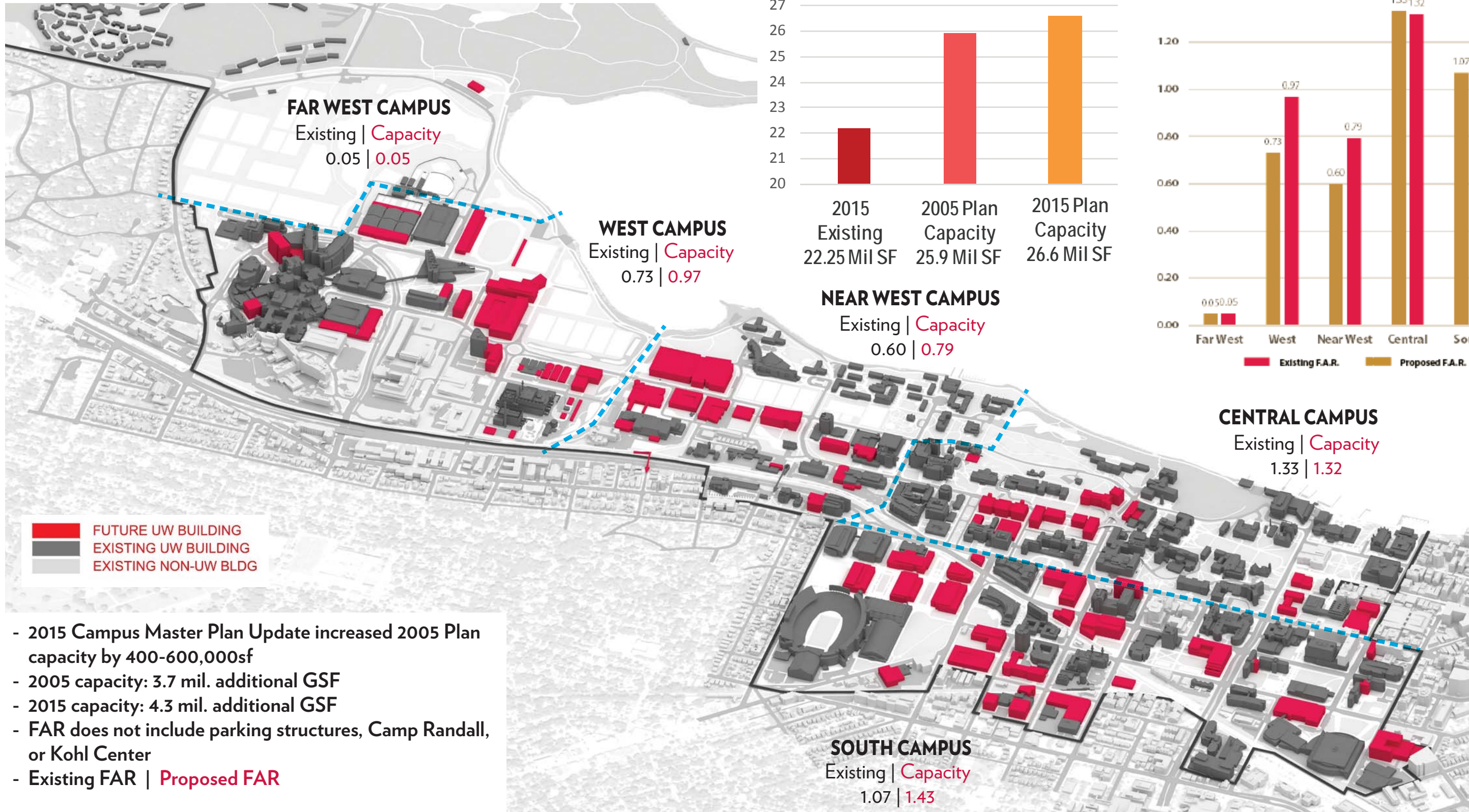
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FEBRUARY 2017



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

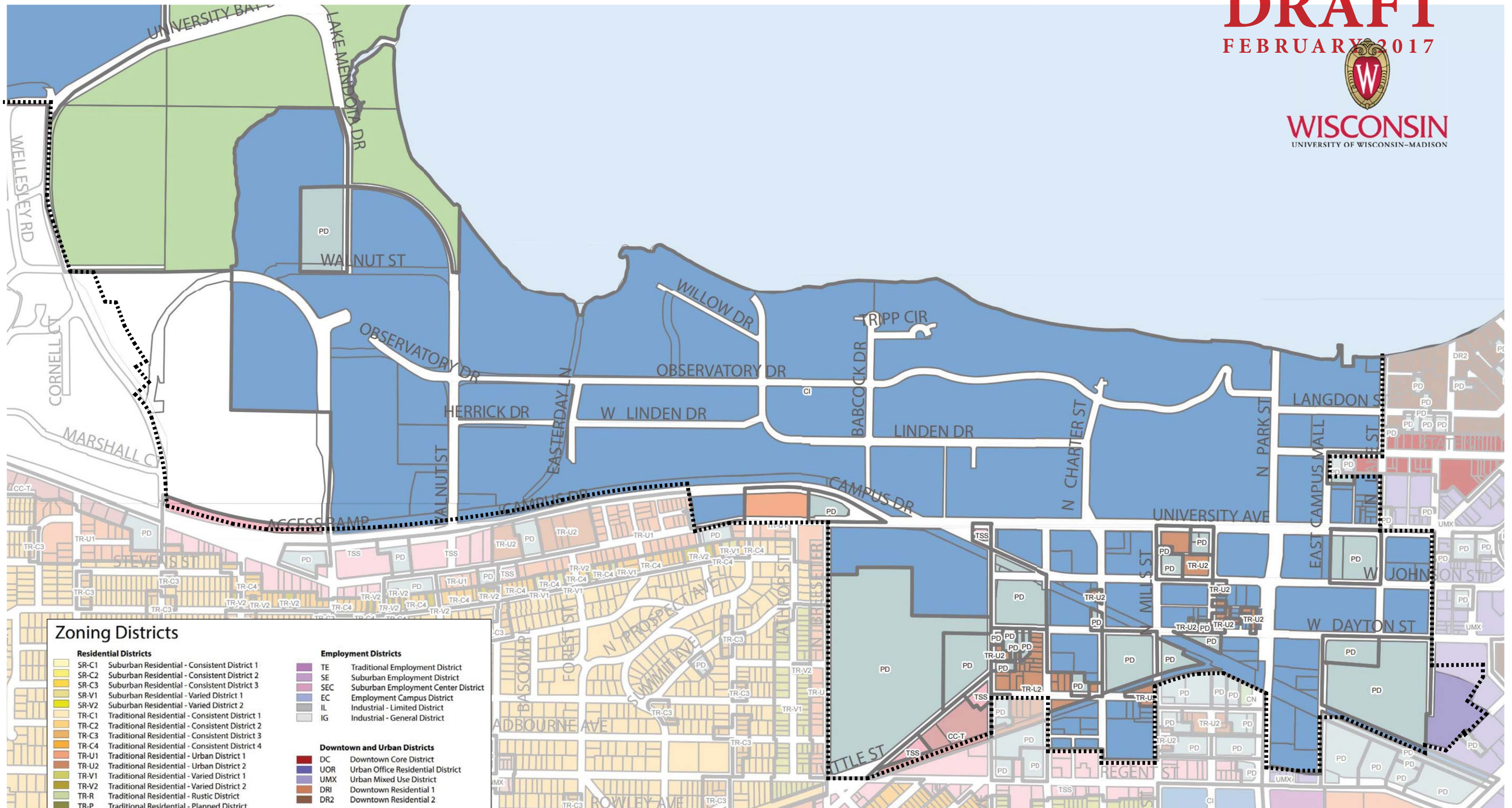
2015 Campus Master Plan





- 2015 Campus Master Plan Update increased 2005 Plan capacity by 400-600,000sf
- 2005 capacity: 3.7 mil. additional GSF
- 2015 capacity: 4.3 mil. additional GSF
- FAR does not include parking structures, Camp Randall, or Kohl Center
- Existing FAR | Proposed FAR

CAMPUS CAPACITY & FLOOR AREA RATIOS (FAR)



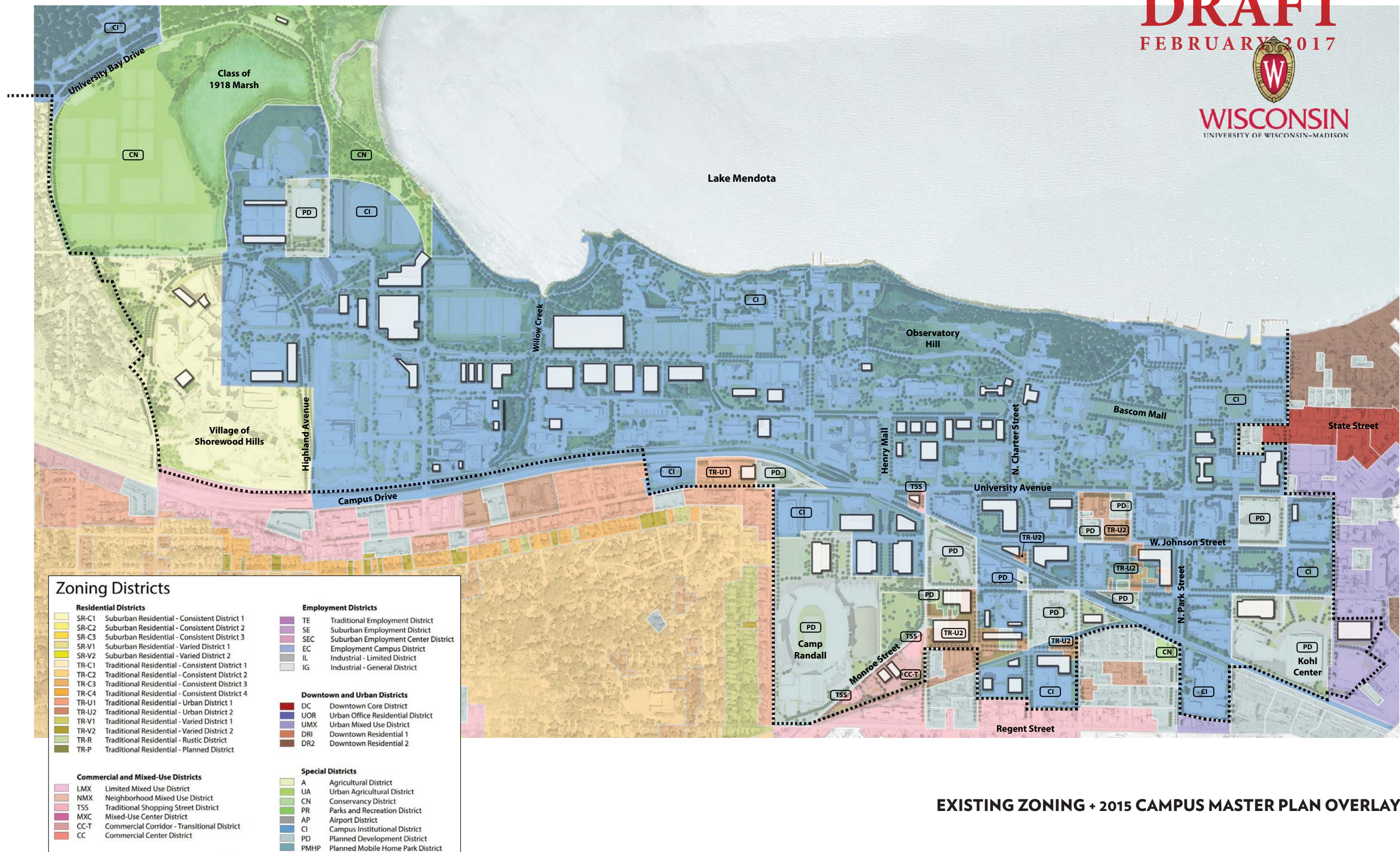
Zoning Districts

Residential Districts		Employment Districts	
SR-C1	Suburban Residential - Consistent District 1	TE	Traditional Employment District
SR-C2	Suburban Residential - Consistent District 2	SE	Suburban Employment District
SR-C3	Suburban Residential - Consistent District 3	SEC	Suburban Employment Center District
SR-V1	Suburban Residential - Varied District 1	EC	Employment Campus District
SR-V2	Suburban Residential - Varied District 2	IL	Industrial - Limited District
TR-C1	Traditional Residential - Consistent District 1	IG	Industrial - General District
TR-C2	Traditional Residential - Consistent District 2		
TR-C3	Traditional Residential - Consistent District 3		
TR-C4	Traditional Residential - Consistent District 4		
TR-U1	Traditional Residential - Urban District 1		
TR-U2	Traditional Residential - Urban District 2		
TR-V1	Traditional Residential - Varied District 1		
TR-V2	Traditional Residential - Varied District 2		
TR-R	Traditional Residential - Rustic District		
TR-P	Traditional Residential - Planned District		

Downtown and Urban Districts		Special Districts	
DC	Downtown Core District	A	Agricultural District
UOR	Urban Office Residential District	UA	Urban Agricultural District
UMX	Urban Mixed Use District	CN	Conservancy District
DRI	Downtown Residential 1	PR	Parks and Recreation District
DR2	Downtown Residential 2	AP	Airport District
		CI	Campus Institutional District
		PD	Planned Development District
		PMHP	Planned Mobile Home Park District

Commercial and Mixed-Use Districts	
LMX	Limited Mixed Use District
NMX	Neighborhood Mixed Use District
TSS	Traditional Shopping Street District
MXC	Mixed-Use Center District
CC-T	Commercial Corridor - Transitional District
CC	Commercial Center District

EXISTING ZONING & CAMPUS BOUNDARY



EXISTING ZONING + 2015 CAMPUS MASTER PLAN OVERLAY



EXISTING ZONING + 2015 CAMPUS MASTER PLAN OVERLAY ENLARGEMENT

‘New’ Campus Design Review Board

The Board will review projects with a focus on:

- Compliance with the current campus master plan.
- Design quality of public open space and landscape, architectural form and exterior building appearance, and primary interior public spaces.
- The relationship between the building and its public interior spaces to the larger campus context including pedestrian and vehicular circulation patterns and open space systems.
- Compliance with campus design guidelines.
- Compliance with design modifications recommended by reviewing committees.

Composition

The membership positions (listed below) of the ‘NEW’ Design Review Board (DRB) require approval by the City of Madison Plan Commission. Individuals assigned to each position will be determined by the University and City of Madison. The ideal DRB member will have a background in planning and/or design.

- **University Architect (chair)** or Assoc. Vice Chancellor FP&M designee
- **University Landscape Architect** or Assoc. Vice Chancellor FP&M designee
- **Private National Firm Architect** as designated by FP&M
- **Private National Firm Landscape Architect** as designated by FP&M
- **City of Madison Planning Director** or designee
- **JWCAC/JSECAC Member** (per project location) – as designated by each committee chair
- **City of Madison UDC Committee Member** – as designated by the chair

Joint Campus Area Committees

Composition and requirements per Madison General Ordinance Sec. 33.32(1)

PROPOSED PROJECT REVIEW PROCESS

Project % Complete	Typical Capital Project
10%	<ul style="list-style-type: none"> • Project A/E Kick-Off Meeting • ‘New’ DRB Meeting #1 • City of Madison DAT • Joint ‘X’ Campus Area Committee Meeting – Informational
35%	<ul style="list-style-type: none"> • ‘New’ DRB Meeting #2 • Joint ‘X’ Campus Area Committee Meeting – Recommendation • ‘New’ DRB Meeting #3 (final) • Approvals – BOR & SBC (Board of Regents & State Building Commission)
90%	<ul style="list-style-type: none"> • City of Madison Site Plan Approval

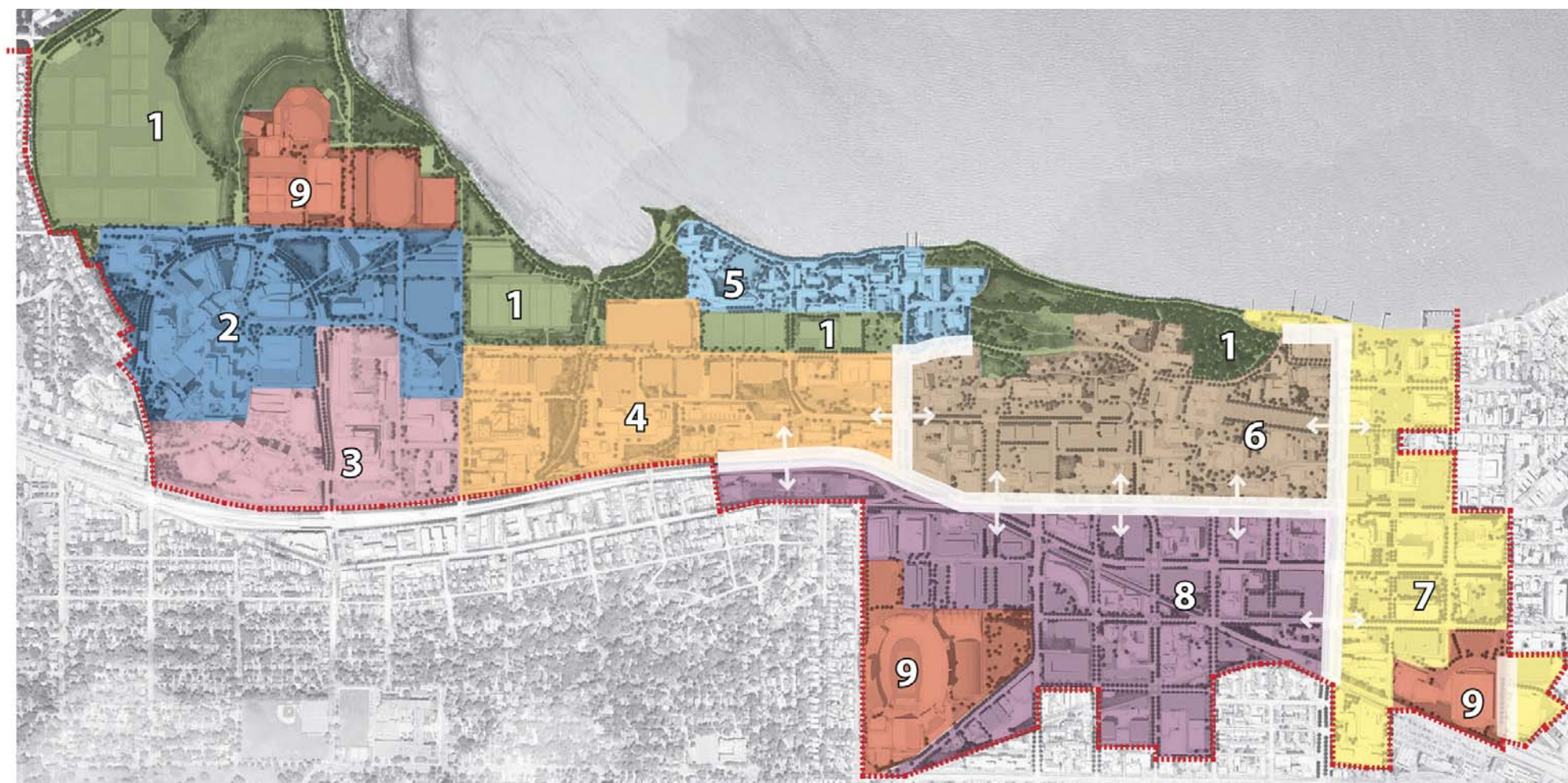
Campus Design Neighborhoods Overview

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The Campus Design Guidelines outline nine (9) design neighborhoods based on special physical characteristics, challenges or design themes, functions, or land use within these districts. These design neighborhoods represent a complex nested arrangement of compositions and are intended to blend across perceived boundaries. While it may be difficult to differentiate between the East Campus and the Historic Campus, there is a noticeable difference between East Campus and West Campus. Neighborhoods further from each other contain fewer similarities. The landscape matrix throughout campus becomes the connective tissue instilling a greater sense of place and physical continuity. It is important to understand and respect the special characteristics of these neighborhoods in order to successfully implement the current campus master plan. The nine (9) neighborhoods are identified to the right.

This section presents each of the Campus Design Neighborhoods in greater detail. It is recommended that members of both internal and external project development teams familiarize themselves with the specific neighborhood in which their project resides, as well as a general understanding of the adjacent neighborhoods.

-  *Recreation Neighborhood*
-  *Health Sciences Neighborhood*
-  *Federal Neighborhood*
-  *Near West Campus Neighborhood*
-  *Lakeshore Neighborhood*
-  *Historic Campus Neighborhood*
-  *East Campus Neighborhood*
-  *South Campus Neighborhood*
-  *Event Center Neighborhood*



CAMPUS DESIGN NEIGHBORHOODS LOCATION MAP

CAMPUS DESIGN NEIGHBORHOODS (typical sheets/information)

Typical sheets found in the Campus Design Guidelines & Standards for each of the nine (9) campus design neighborhoods. Content pages include:

- Summary
- Massing & Scale
- Building Heights
- Build-to Lines
- Landscape Principles
- Landscape Guidelines
- Existing Context
- Materials & Styles
- Building Information
- Add'l Considerations



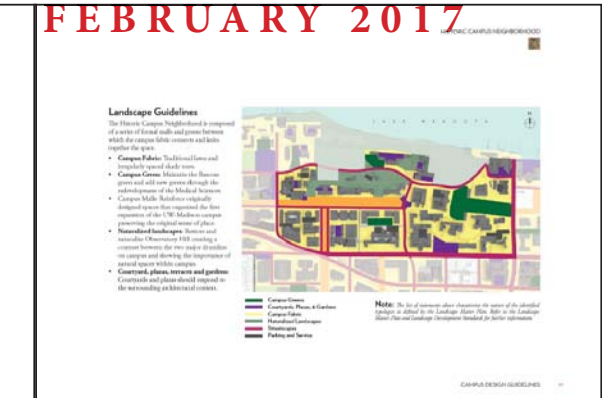
Page 1: Iconic features of design neighborhood.



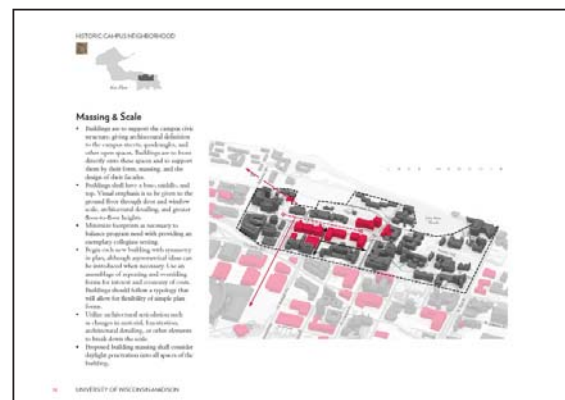
Page 2: Summary of design neighborhood and Location within campus.



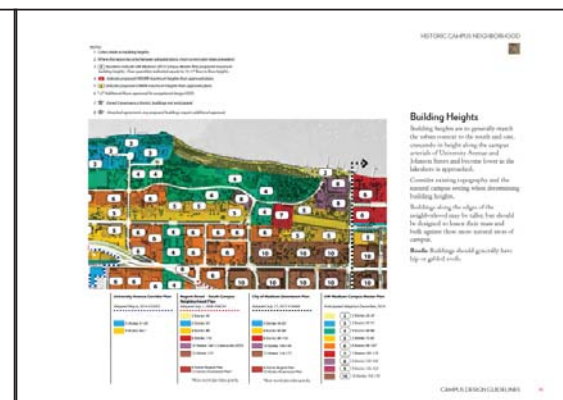
Page 7: Landscape principles based on the Landscape Master Plan.



Page 8: Landscape guidelines identifying how to maintain specific areas as well as preferred aesthetic and function.



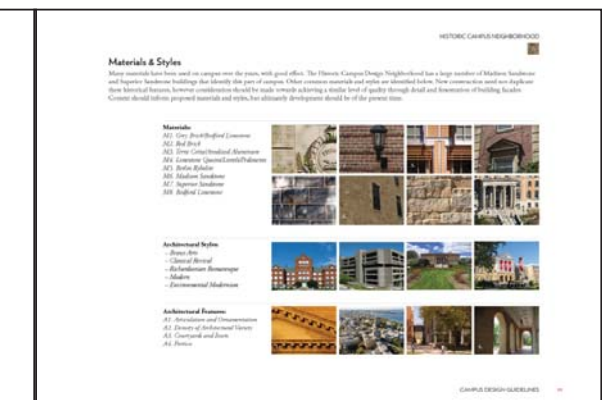
Page 3: Massing and scale within campus context.



Page 4: Building heights compared to existing planning studies and neighborhood plans.



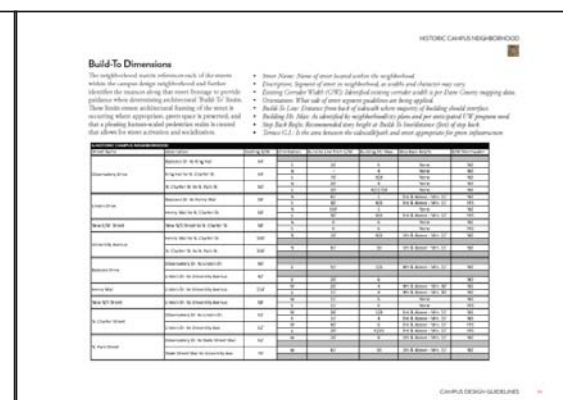
Page 9: Existing conditions of design neighborhood.



Page 10: Materials and styles typical of the design neighborhood. Images keyed to locations on Page 9.



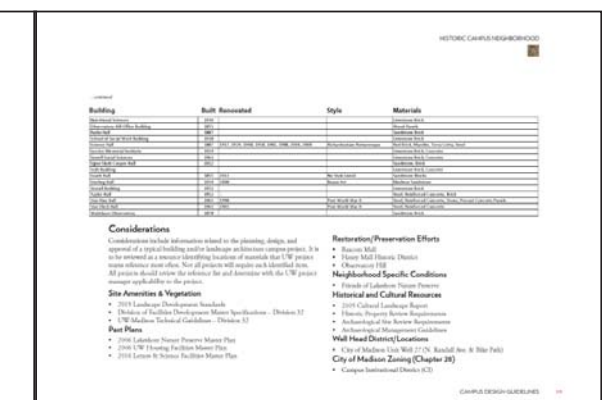
Page 5: Build-to lines for architecture.



Page 6: Build-to dimensions per street block face along with step back requirements for proposed buildings.

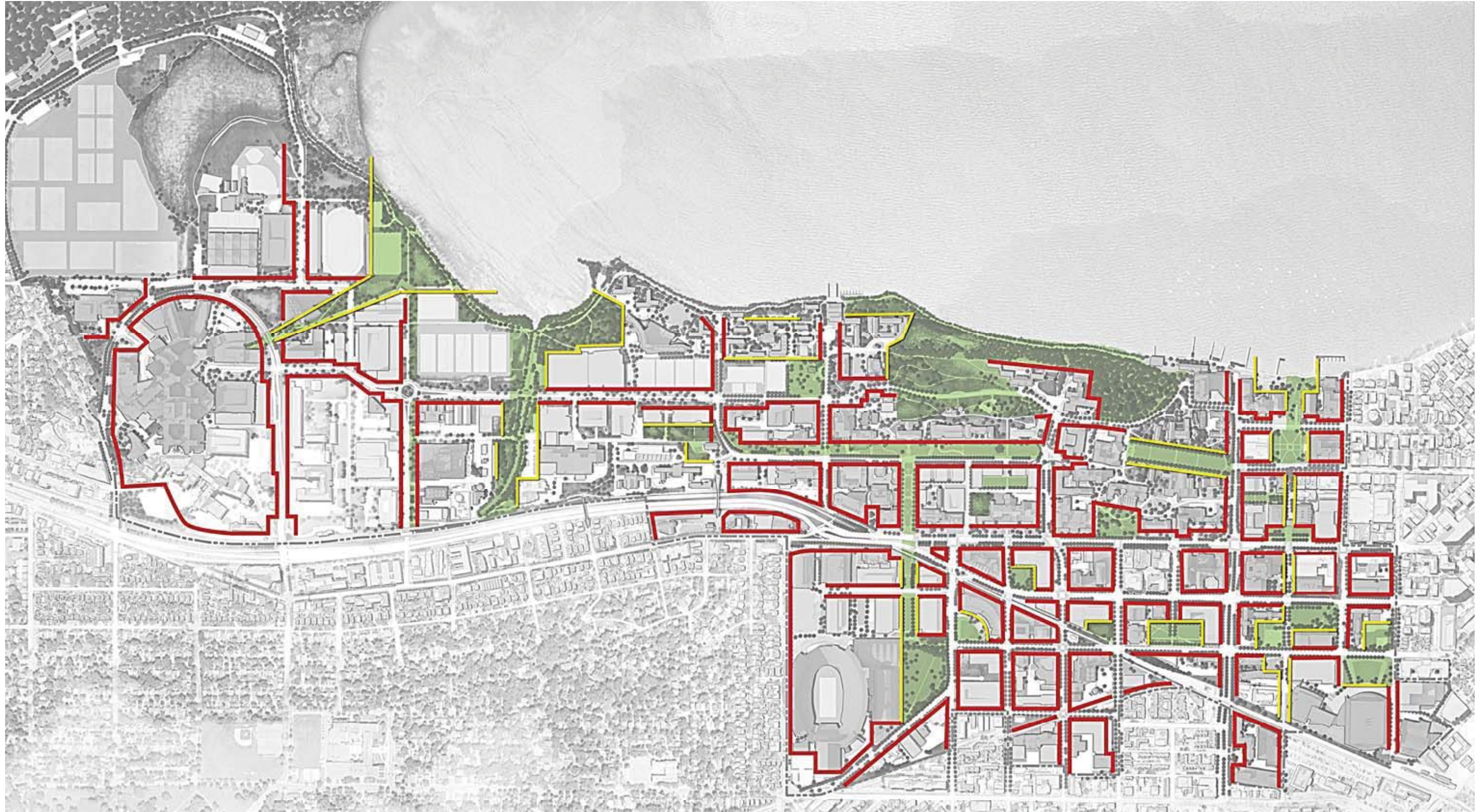


Page 11: List of buildings within the design neighborhood. Information about year constructed, architectural style, and primary materials.

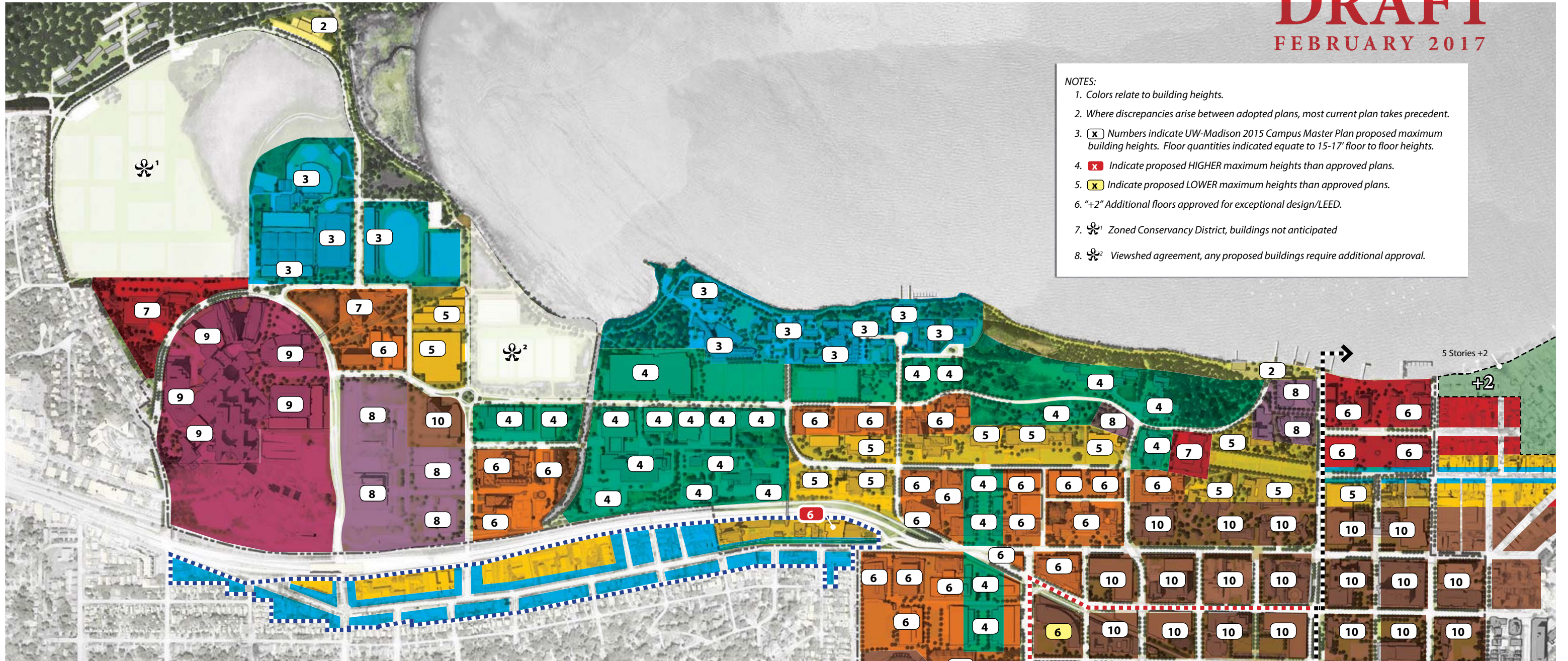


Page 12: Additional considerations and reference documents for consults information.

Historic Campus Design Neighborhood shown as representative example.



CAMPUS BUILD-TO BOUNDARIES



- NOTES:**
- Colors relate to building heights.
 - Where discrepancies arise between adopted plans, most current plan takes precedent.
 - X** Numbers indicate UW-Madison 2015 Campus Master Plan proposed maximum building heights. Floor quantities indicated equate to 15-17' floor to floor heights.
 - X** Indicate proposed HIGHER maximum heights than approved plans.
 - X** Indicate proposed LOWER maximum heights than approved plans.
 - "+2" Additional floors approved for exceptional design/LEED.
 - Flower** Zoned Conservancy District, buildings not anticipated
 - Flower** 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*

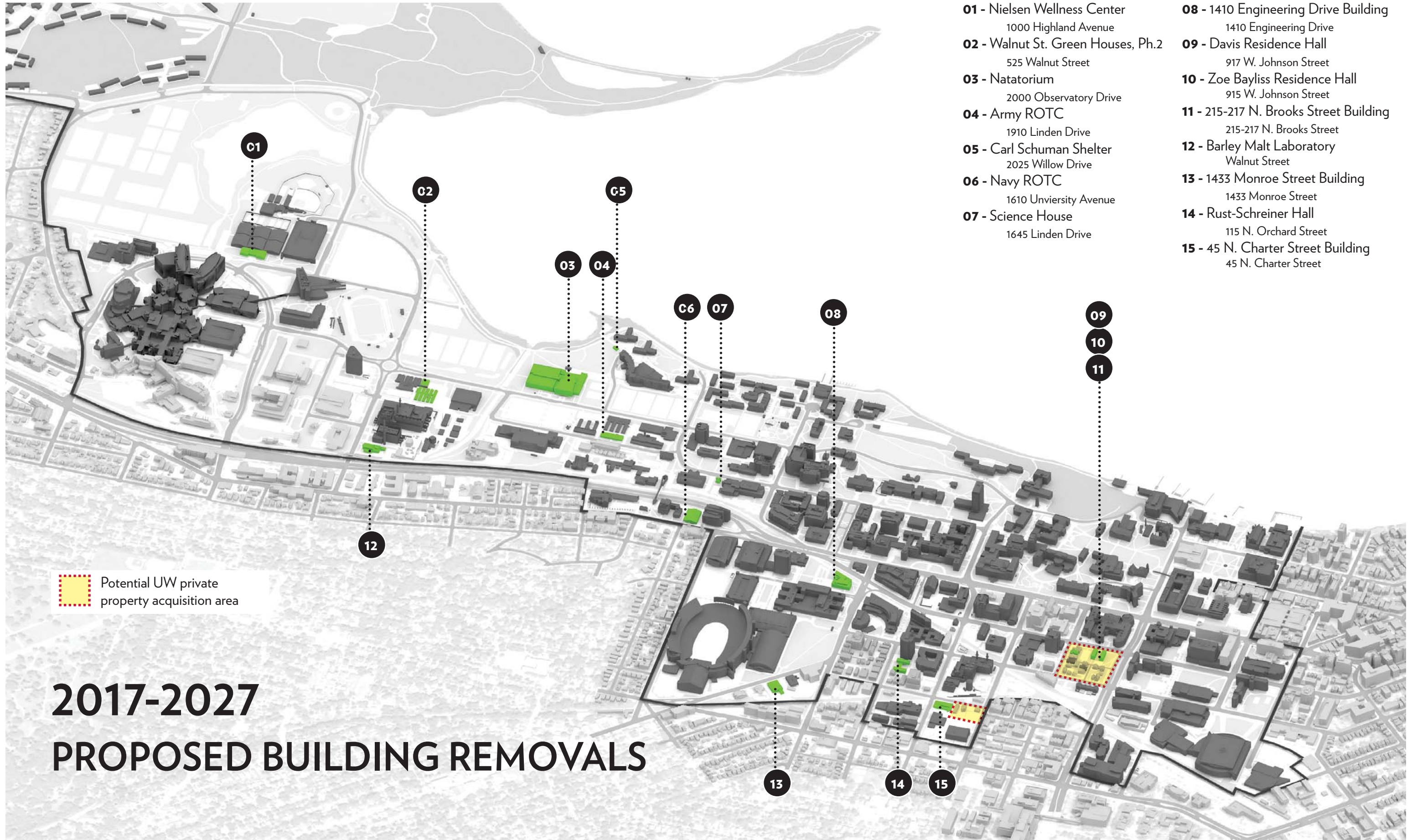
*More recent plan takes priority

UW-Madison Campus Master Plan

Anticipated Adoption December, 2016

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

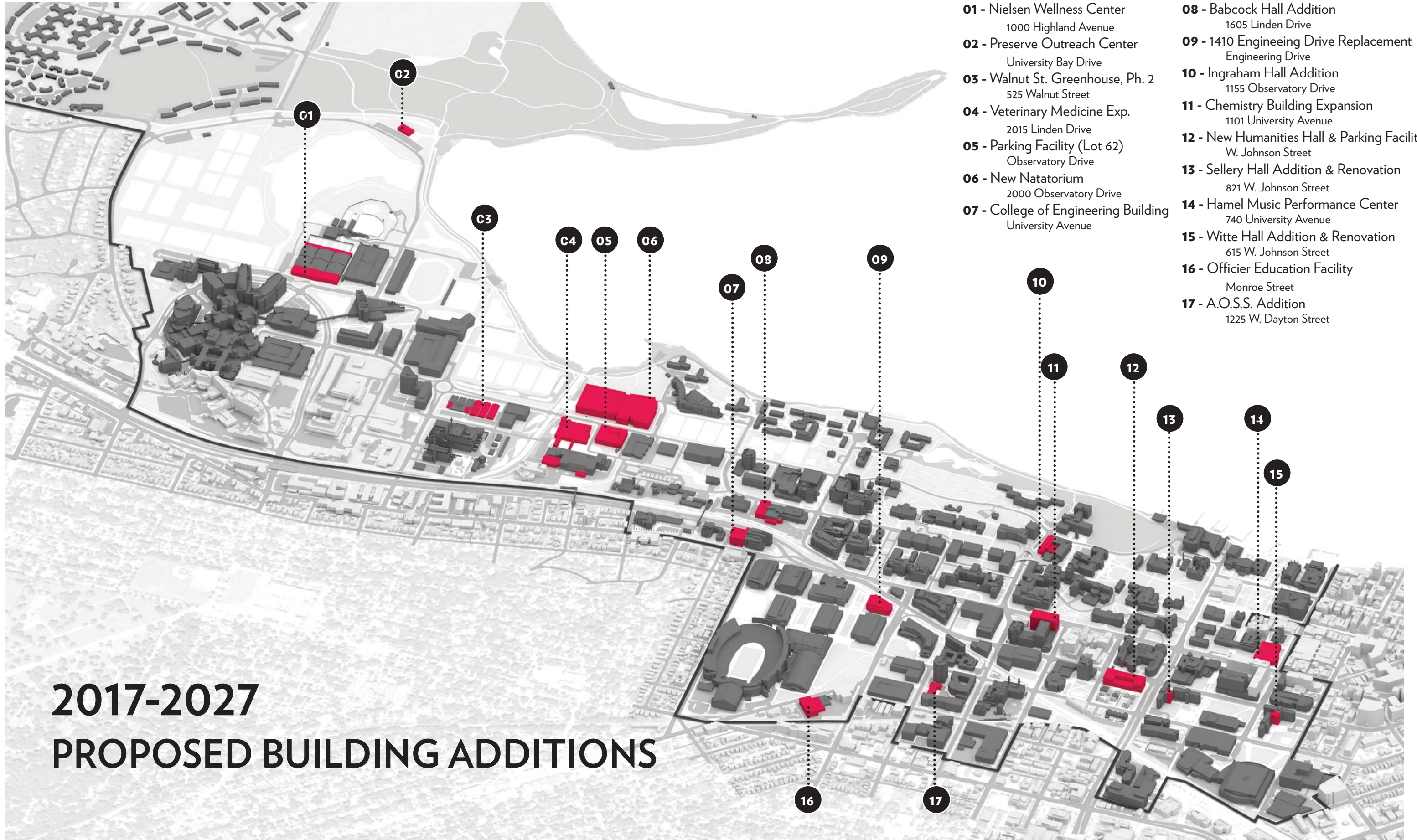
CAMPUS PROPOSED MAXIMUM BUILDING HEIGHTS



- 01** - Nielsen Wellness Center
1000 Highland Avenue
- 02** - Walnut St. Green Houses, Ph.2
525 Walnut Street
- 03** - Natatorium
2000 Observatory Drive
- 04** - Army ROTC
1910 Linden Drive
- 05** - Carl Schuman Shelter
2025 Willow Drive
- 06** - Navy ROTC
1610 University Avenue
- 07** - Science House
1645 Linden Drive
- 08** - 1410 Engineering Drive Building
1410 Engineering Drive
- 09** - Davis Residence Hall
917 W. Johnson Street
- 10** - Zoe Bayliss Residence Hall
915 W. Johnson Street
- 11** - 215-217 N. Brooks Street Building
215-217 N. Brooks Street
- 12** - Barley Malt Laboratory
Walnut Street
- 13** - 1433 Monroe Street Building
1433 Monroe Street
- 14** - Rust-Schreiner Hall
115 N. Orchard Street
- 15** - 45 N. Charter Street Building
45 N. Charter Street

Potential UW private property acquisition area

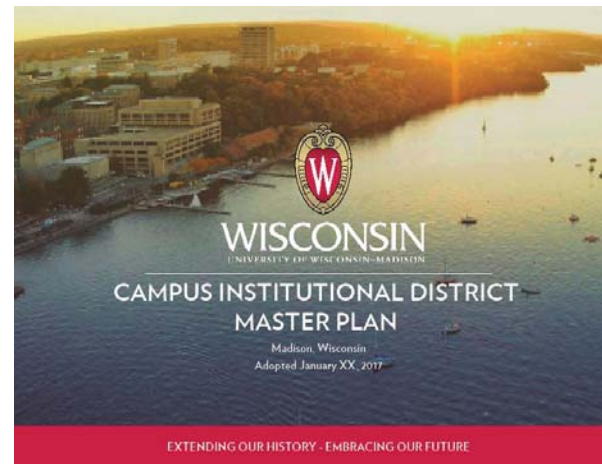
2017-2027 PROPOSED BUILDING REMOVALS



- 01** - Nielsen Wellness Center
1000 Highland Avenue
- 02** - Preserve Outreach Center
University Bay Drive
- 03** - Walnut St. Greenhouse, Ph. 2
525 Walnut Street
- 04** - Veterinary Medicine Exp.
2015 Linden Drive
- 05** - Parking Facility (Lot 62)
Observatory Drive
- 06** - New Natatorium
2000 Observatory Drive
- 07** - College of Engineering Building
University Avenue
- 08** - Babcock Hall Addition
1605 Linden Drive
- 09** - 1410 Engineering Drive Replacement
Engineering Drive
- 10** - Ingraham Hall Addition
1155 Observatory Drive
- 11** - Chemistry Building Expansion
1101 University Avenue
- 12** - New Humanities Hall & Parking Facility
W. Johnson Street
- 13** - Sellery Hall Addition & Renovation
821 W. Johnson Street
- 14** - Hamel Music Performance Center
740 University Avenue
- 15** - Witte Hall Addition & Renovation
615 W. Johnson Street
- 16** - Officer Education Facility
Monroe Street
- 17** - A.O.S.S. Addition
1225 W. Dayton Street

2017-2027 PROPOSED BUILDING ADDITIONS

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