



**West**

**Campus**

**District**

**Plan**

Sustainable Madison Committee  
November 27, 2023



# Land Acknowledgement



Effigy: Bird Form  
Sculpture by Truman Lowe, Ho-Chunk  
artist

*Sophia Scolman/The Badger  
Herald*

# Future-Focused Real Estate Strategy



## Mission

- Fuel growth of university-based and industry research
- Create collaborative industry partnerships
- Anticipate expectations of future students
- (Re)develop to meet evolving sustainability goals
- Keep UW a competitive and attractive employer



## Community

- Strengthen partnerships with Native Nations
- Improve the quality, livability, and sustainability of this area
- Enable a range of housing types, including affordable
- Create a distinctively Madison sense of place
- Foster new employment opportunities



## Resources

- Generate additional funding sources to advance our mission
- Invest in strategic priorities
  - Increasing financial aid
  - Growing research
  - Updating infrastructure
- Provide quality outcomes for students, faculty, staff, and the community at large



## 150+ STAKEHOLDER MEETINGS

UW-Madison or Affiliate: **100+**

City / State / Federal Partners: **20+**

Neighborhood / Public Open Houses: **20+**

Private Industry: **10+**



# Sustainability Goals in the WCDP



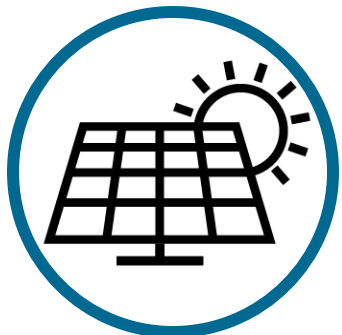
**Create mixed-use neighborhood**



**Improve bicycle and pedestrian connectivity**



**Explore research and educational opportunities**



**Implement green infrastructure**



**Increase access to green spaces**



**Integrate sustainable design into future lab/office spaces**

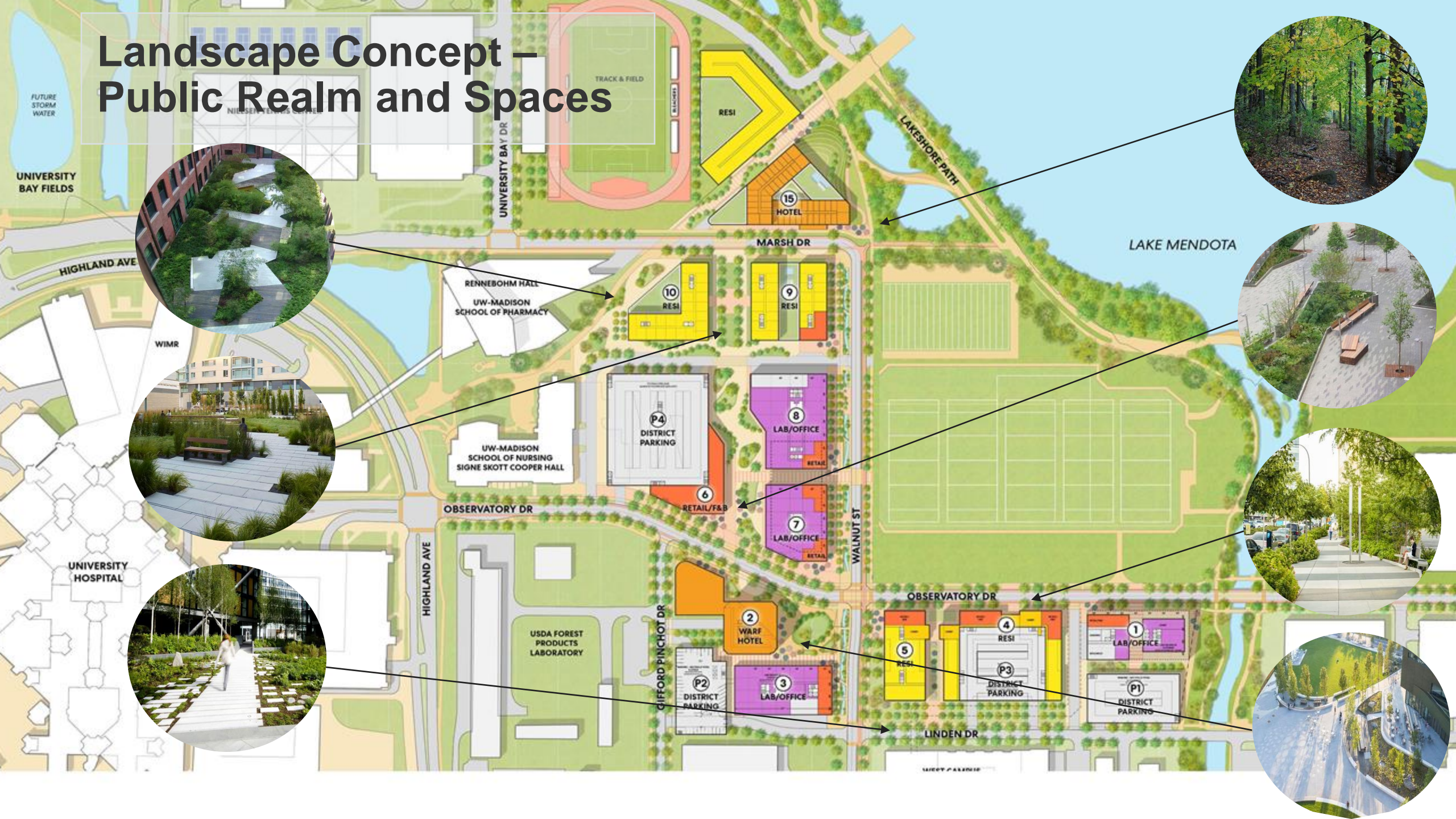
## SUSTAINABILITY MEETINGS

- City of Madison
- Office of Sustainability and Clean Energy
- Wisconsin Office of Energy Innovation (OEI)
- Department of Energy – Better Climate Program
- Community Advocates for Climate Resilience
- Assoc Students of Madison Sustainability group

# Landscape Concept – Green Infrastructure and Stormwater Management



# Landscape Concept – Public Realm and Spaces





# A 30-year vision for the future of West Campus



# West Campus Today

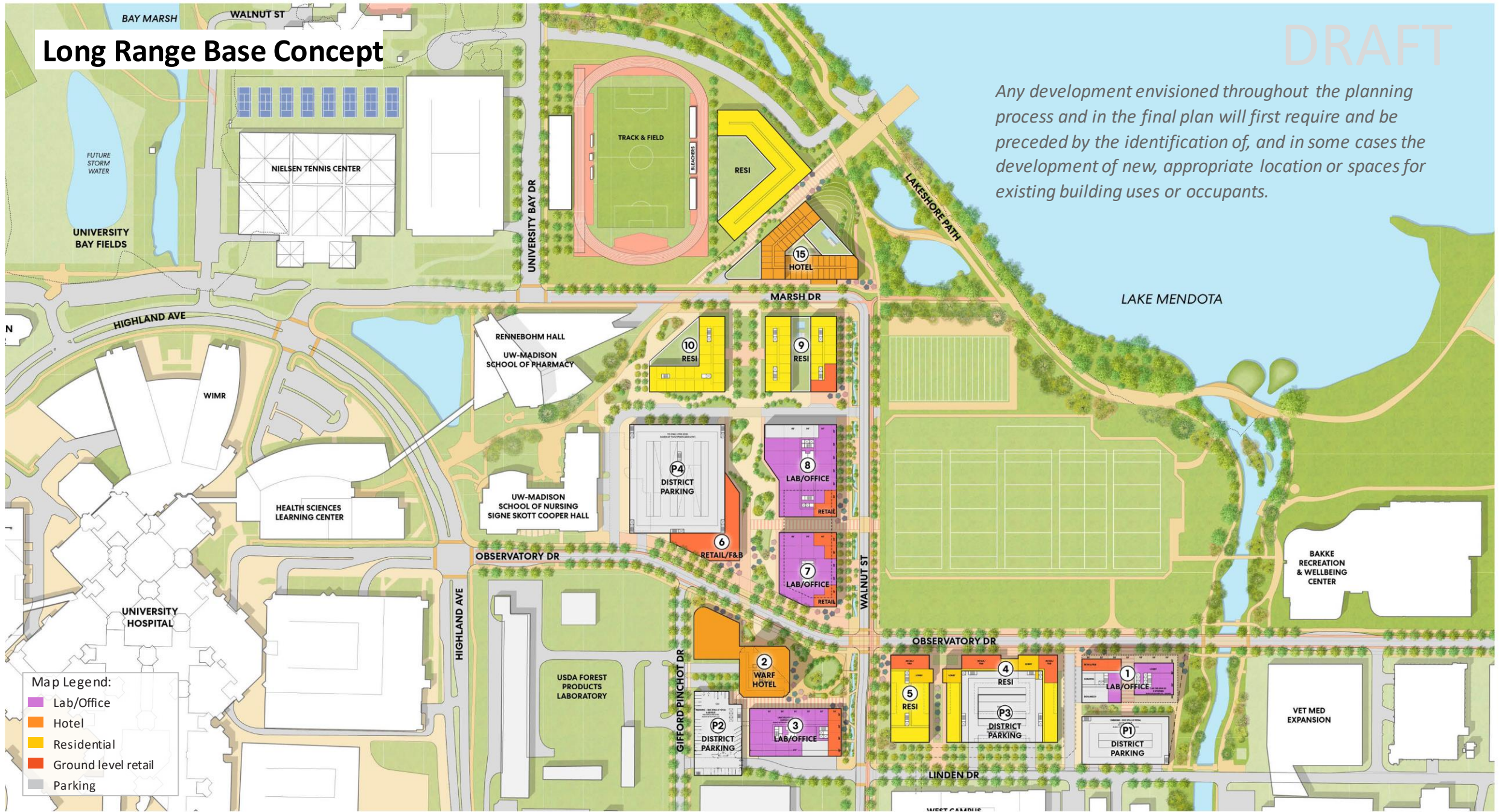
DRAFT



# Long Range Base Concept

DRAFT

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 location or spaces for existing building uses or occupants.



- Map Legend:
- Lab/Office
  - Hotel
  - Residential
  - Ground level retail
  - Parking



# West Campus Next Steps

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- **Fall/Winter 2023**

- Continued engagement with District Advisory Committee, UW-Madison leadership and shared governance, and community stakeholder groups.
- Deepen focus and partnership on sustainability and housing
- Solidify concept designs with project team
- Conduct further analysis of future Biotron programming

- **Future**

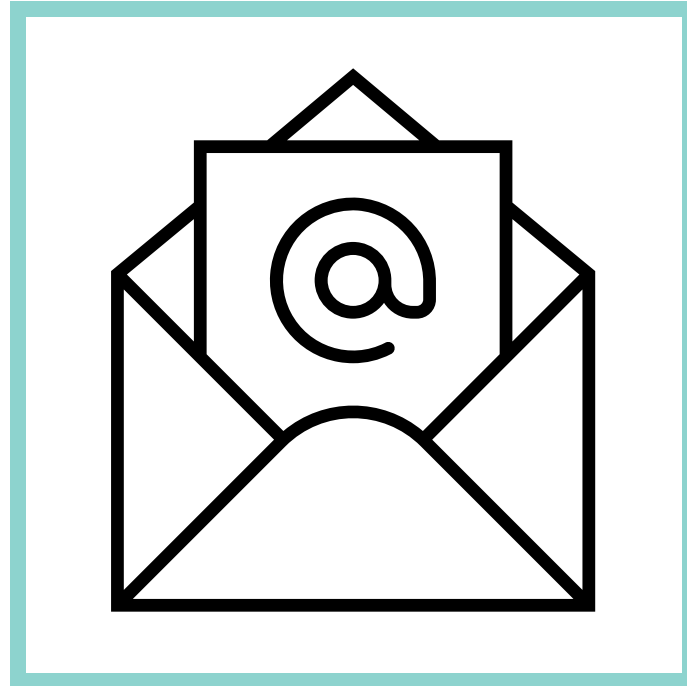
- District Plan update to the Board of Regents

# Any Questions?

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**WCDP Website:**  
[admin.wisc.edu/westcampus](http://admin.wisc.edu/westcampus)



**Email:**  
[wcdp@realestate.wisc.edu](mailto:wcdp@realestate.wisc.edu)

