

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

Austin

Boston

Calgary

Charlotte

Chicago

Dallas

Denmark

Denver
- Dublin

Durham

Houston

London

Los Angeles

Miami

Minneapolis

Monterrey

New York
- Ottawa

San Francisco

São Paulo

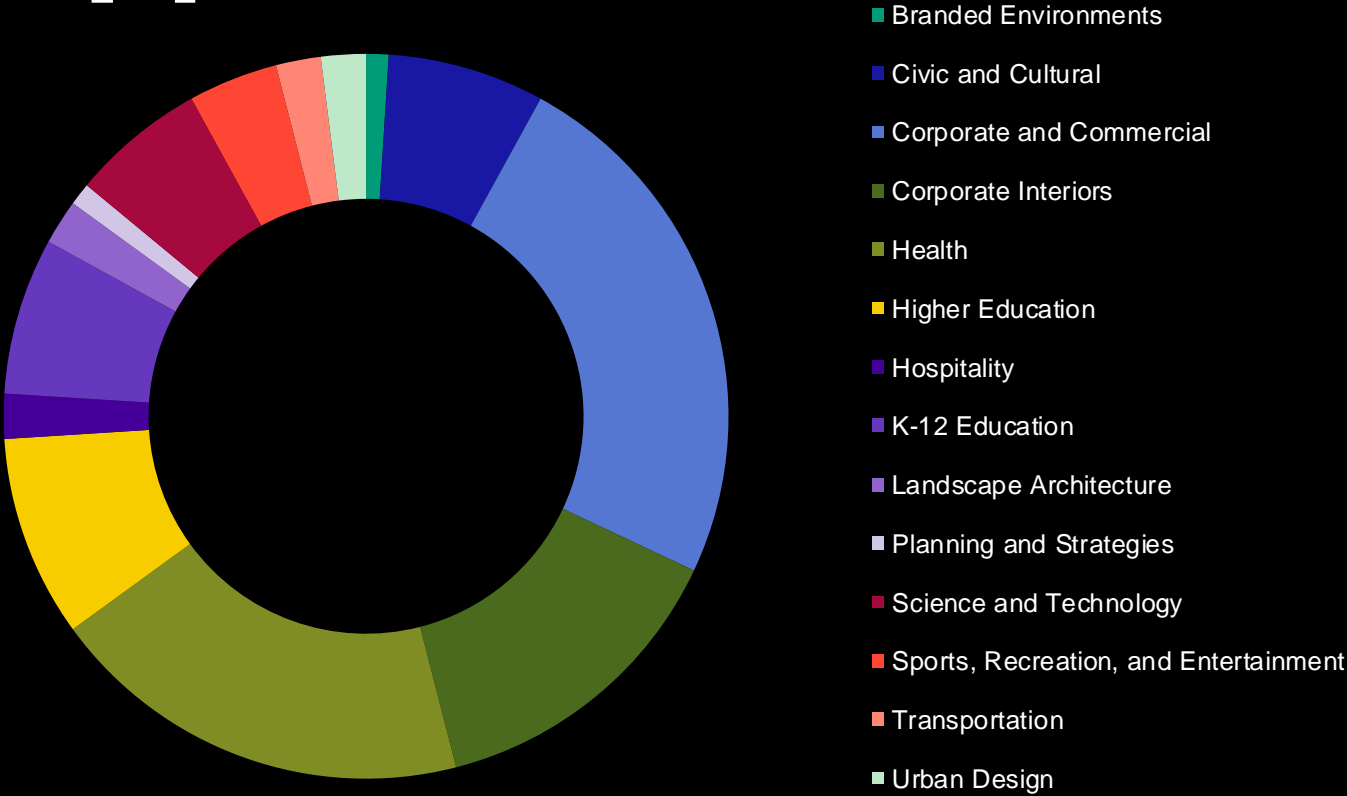
Seattle

Shanghai

Toronto

Vancouver

Washington, DC



# 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

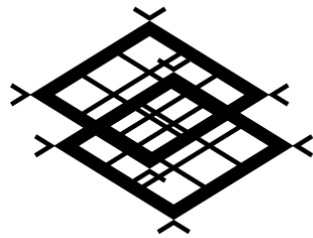
- Academic health science district
- Long-term vision with shorter-term implementation strategies to achieve goals.
- Doubling the existing density by adding almost 7 million square feet.
- Framework serves as roadmap for growth over next 30+ years.



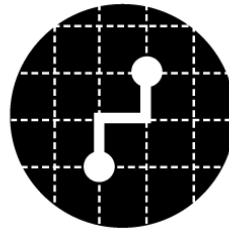
## UC-Davis Aggie Square

- 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.



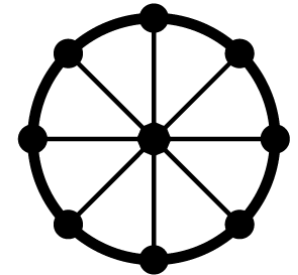
Multi-Dimensional



Interconnected



Collaborative

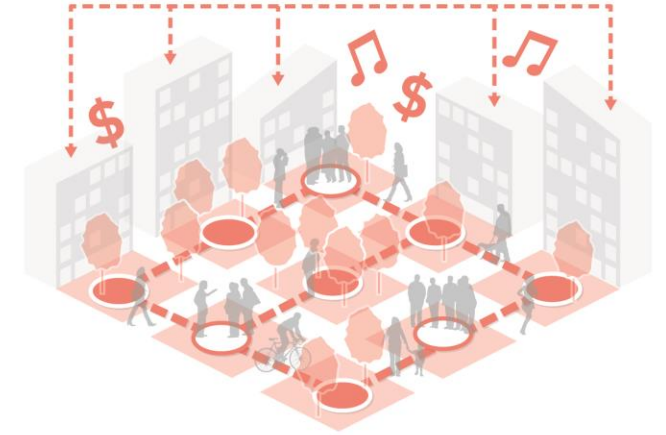
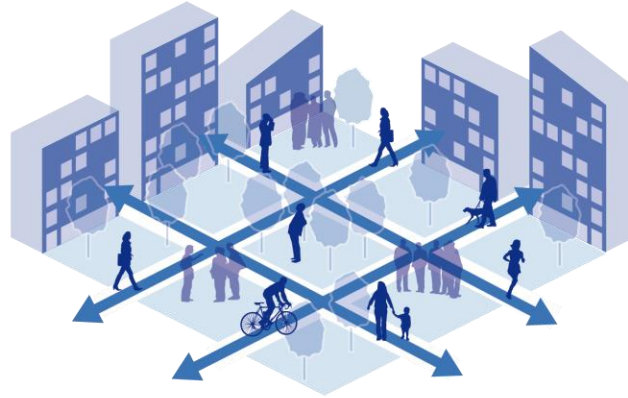


Integrated



# Three Lenses

Perkins&Will



**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

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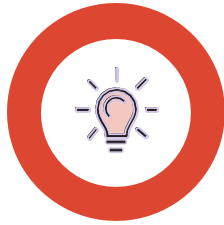
**AUGUST - OCTOBER**



### 1. Discovery

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

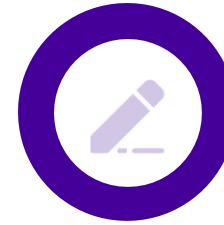
**OCTOBER - JANUARY**



### 2. Visioning

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

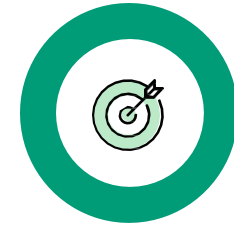
**JANUARY - APRIL**



### 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

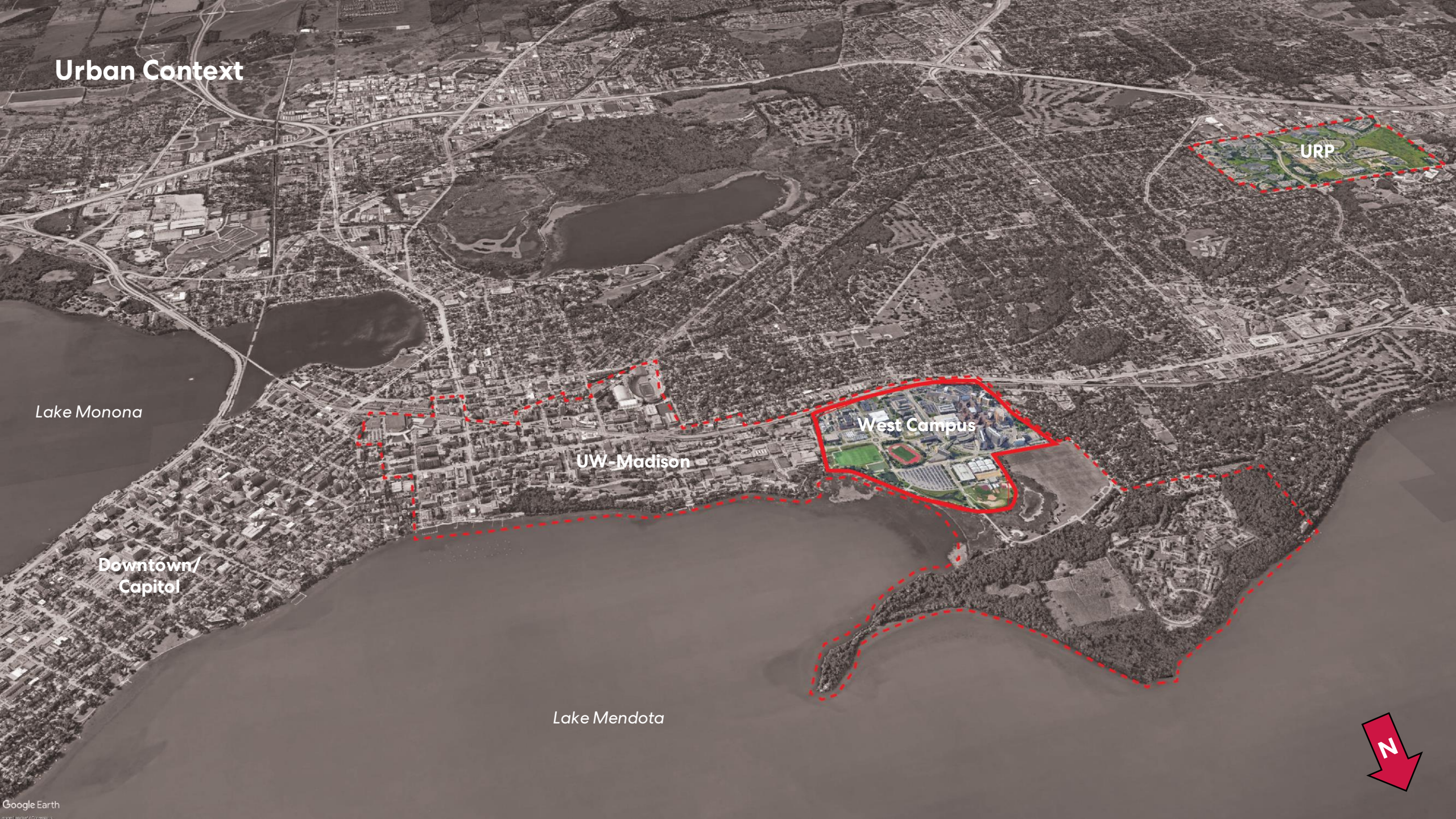
Preferred concept & graphic package development  
How can the preferred approach be captured, conveyed, and implemented?

## 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



Lake Monona

Downtown/  
Capitol

UW-Madison

West Campus

URP

Lake Mendota

N



# Existing Study Area





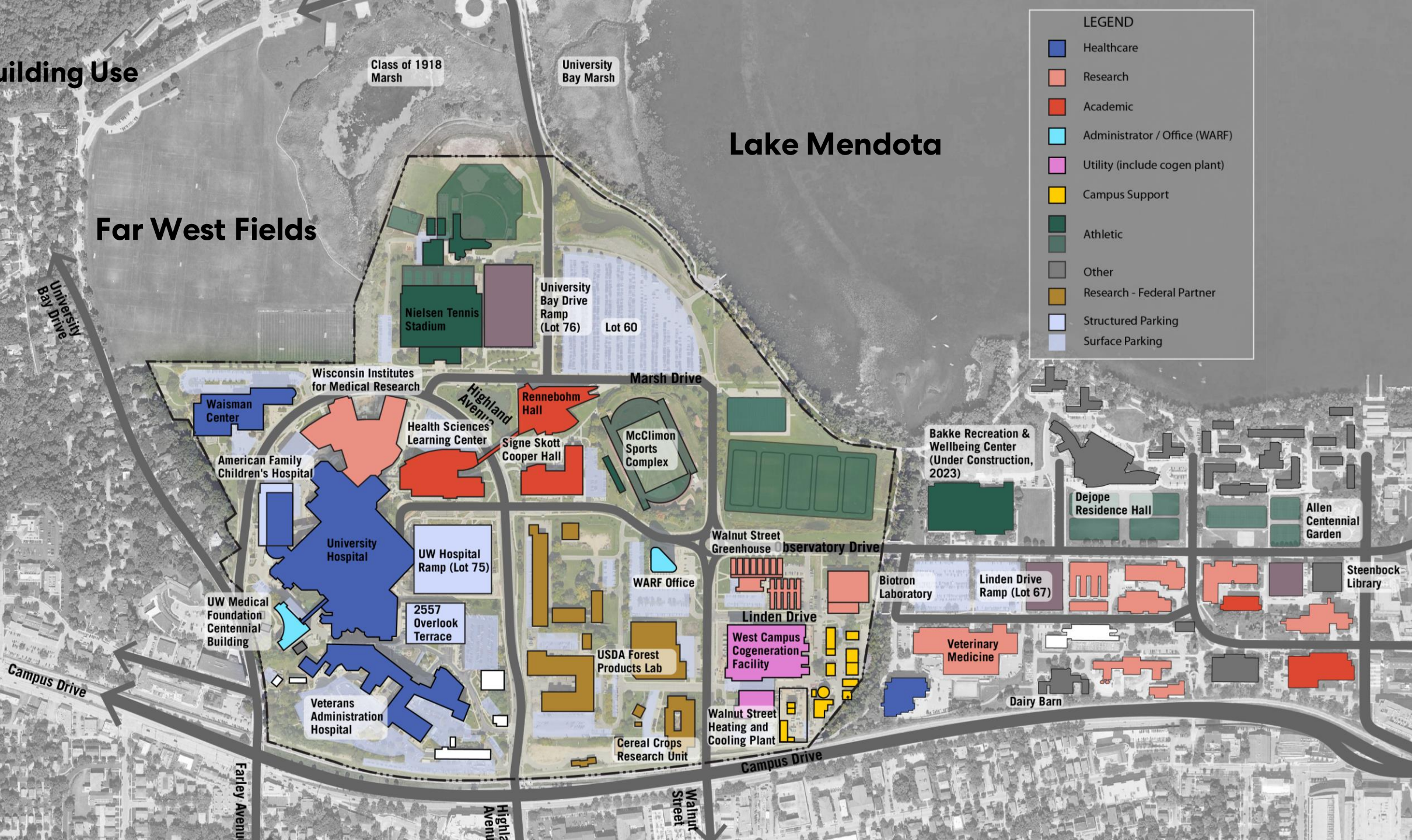
## Building Use

## 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

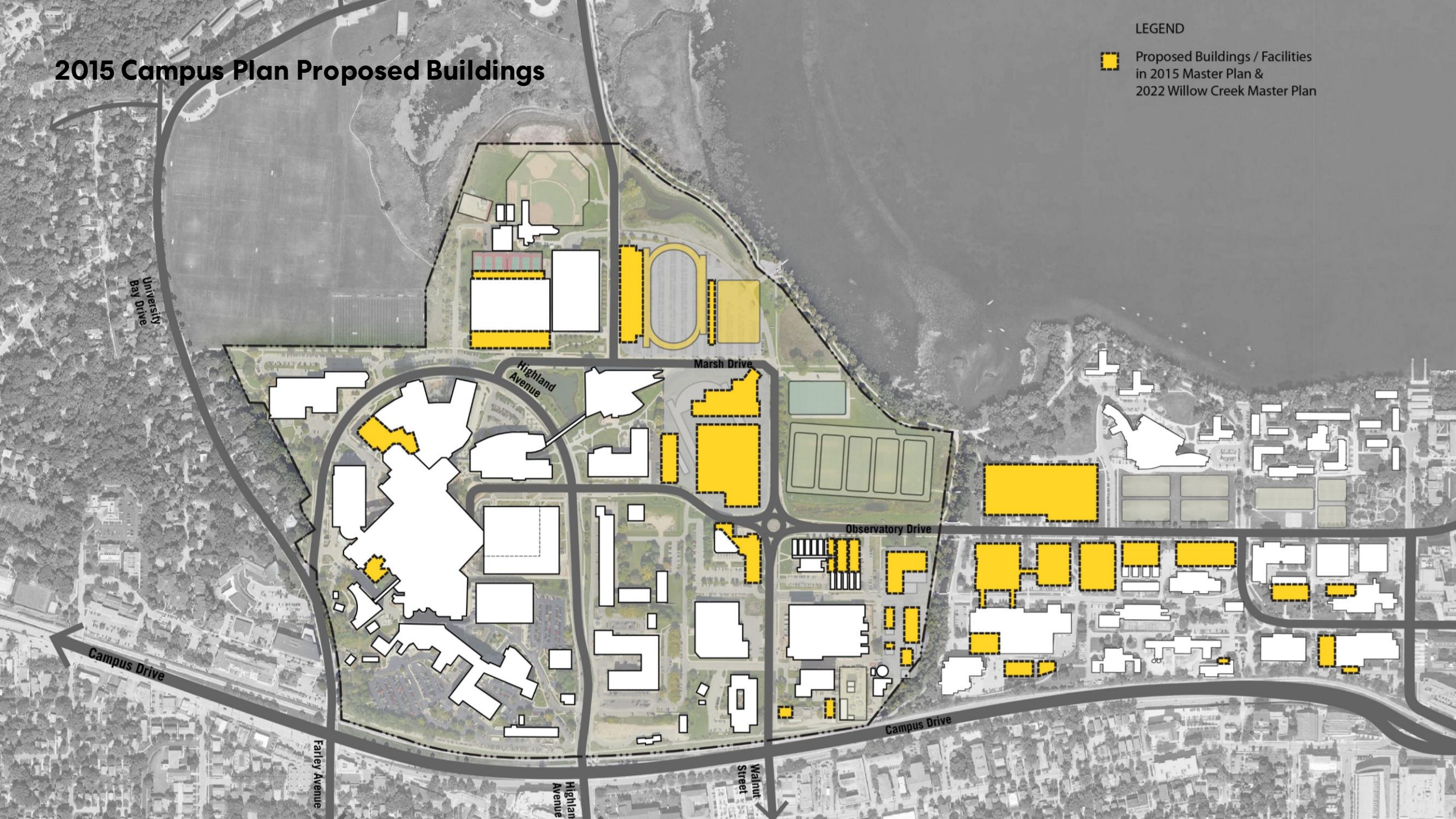




# 2015 Campus Plan Proposed Buildings

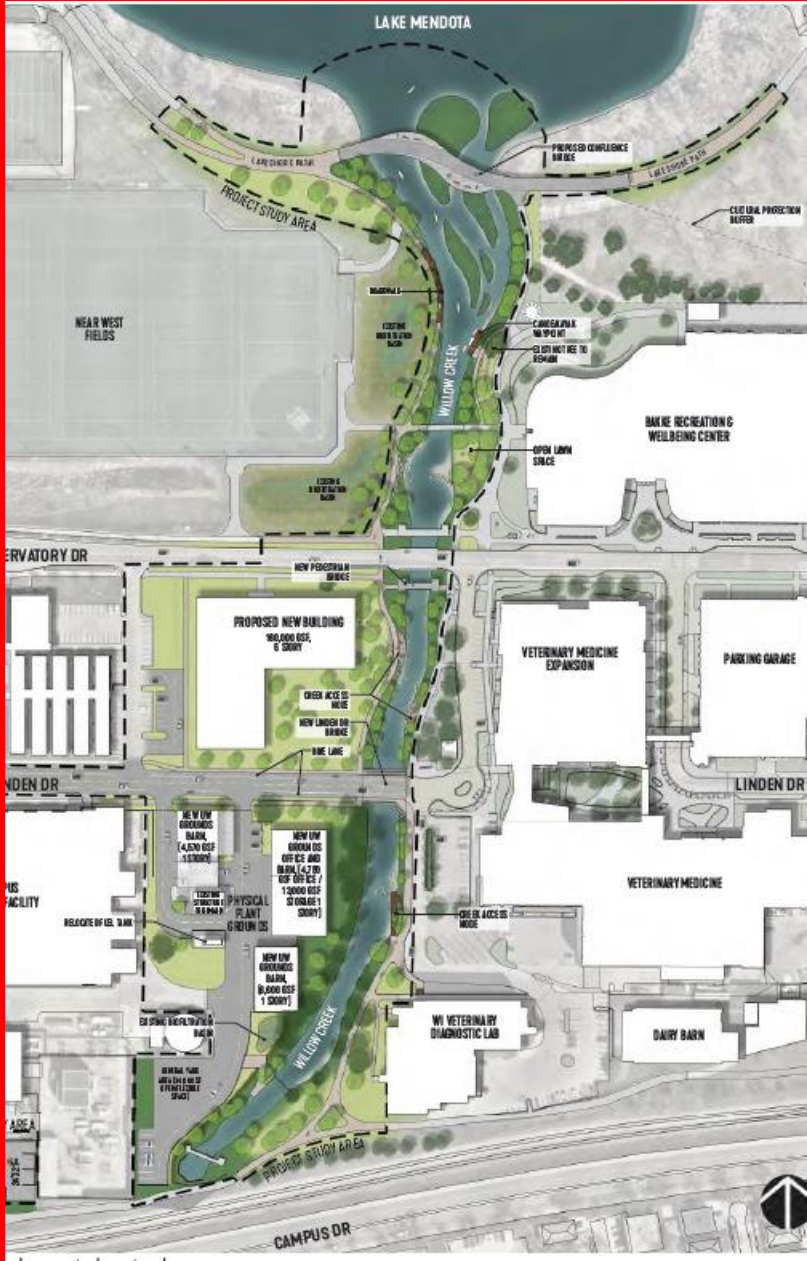
LEGEND

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





Ecology



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.