



# West Campus District Plan

February 23, 2023

Joint Campus Area Committee

# Project Overview, Vision & Principles



## Defining “West Campus”

14% of Total UW Land

This area of campus is approximately **127 acres of the 936 acre campus - 14% of total UW Madison Land.**

### Leverage Existing Anchor Assets

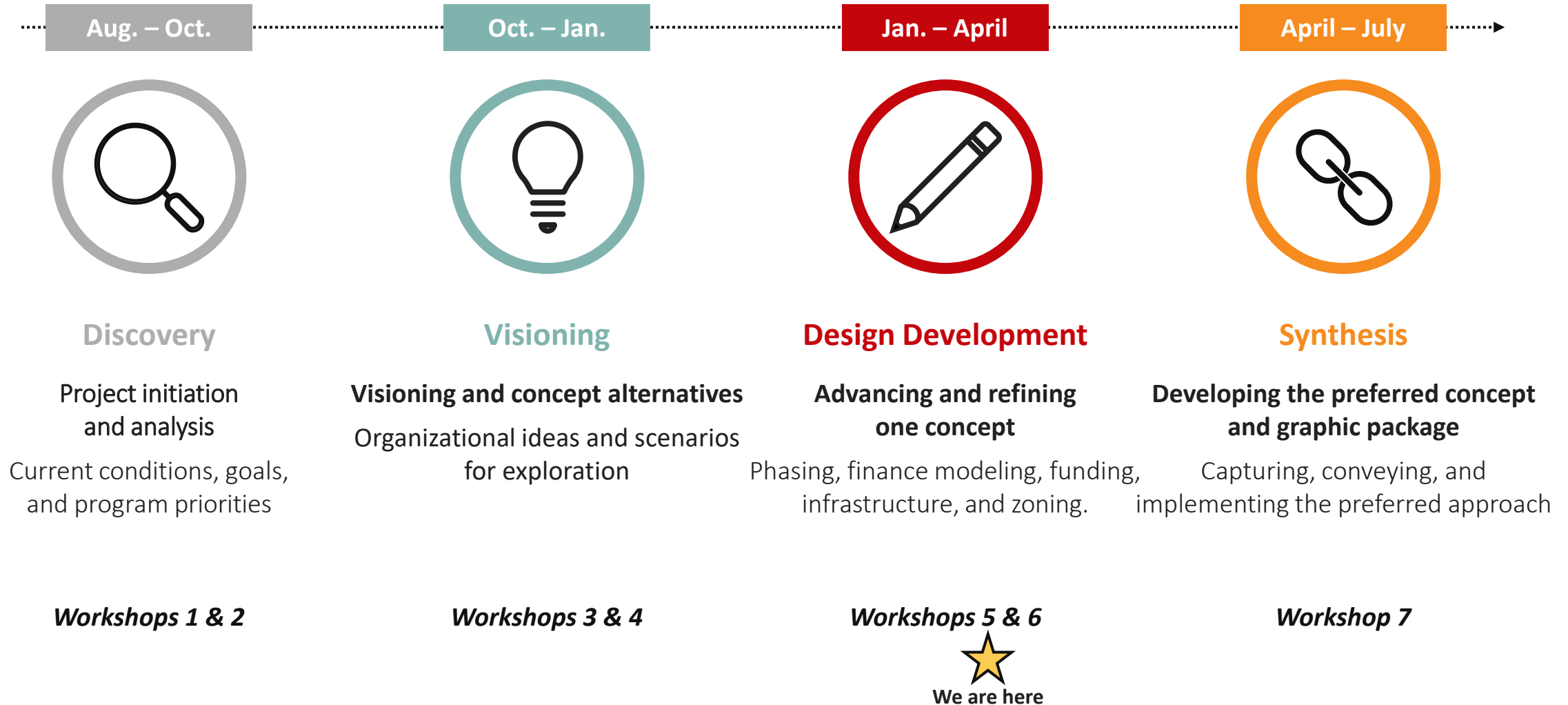
Notably, West Campus is defined by large anchor facilities. This includes:

- School of Medicine and Public Health
- School of Nursing
- School of Pharmacy
- College of Agricultural and Life Sciences
- American Family Children’s Hospital
- Middleton Memorial Veterans Hospital
- The United States Department of Agriculture

Over the past sixty years West Campus evolved from farmland to a home for world class academic, research, healthcare, and intercollegiate athletic facilities. West Campus is also an area of untapped future potential where underutilized real estate exists. More can be done to improve the character, connections, and uses in West Campus so that it can operate more cohesively.



# West Campus Process and Timeline





# West Campus engagement and outreach summary

## Interactive Tool & Surveys

Averaging 25 views per day on [StoryMap](#)

More than 130 unique comments on [interactive tool](#) and more than 490 individual [surveys](#) received

More than 900 unique reactions (780+ likes, 130+ dislikes) on 130 unique comments

## Meetings & Engagement Sessions

Total number of stakeholder meetings: 70+

UW-Madison or Affiliate: 60+

City of Madison, State of Wisconsin, & Federal Agencies: 9

Neighborhood Administrations or Public Open Houses: 5

Private Industry: 4

## Website Utilization

More than 2,100 page views in the last 12 months

Of 2,100, more than 400 views in the last month as marketing for open houses increases



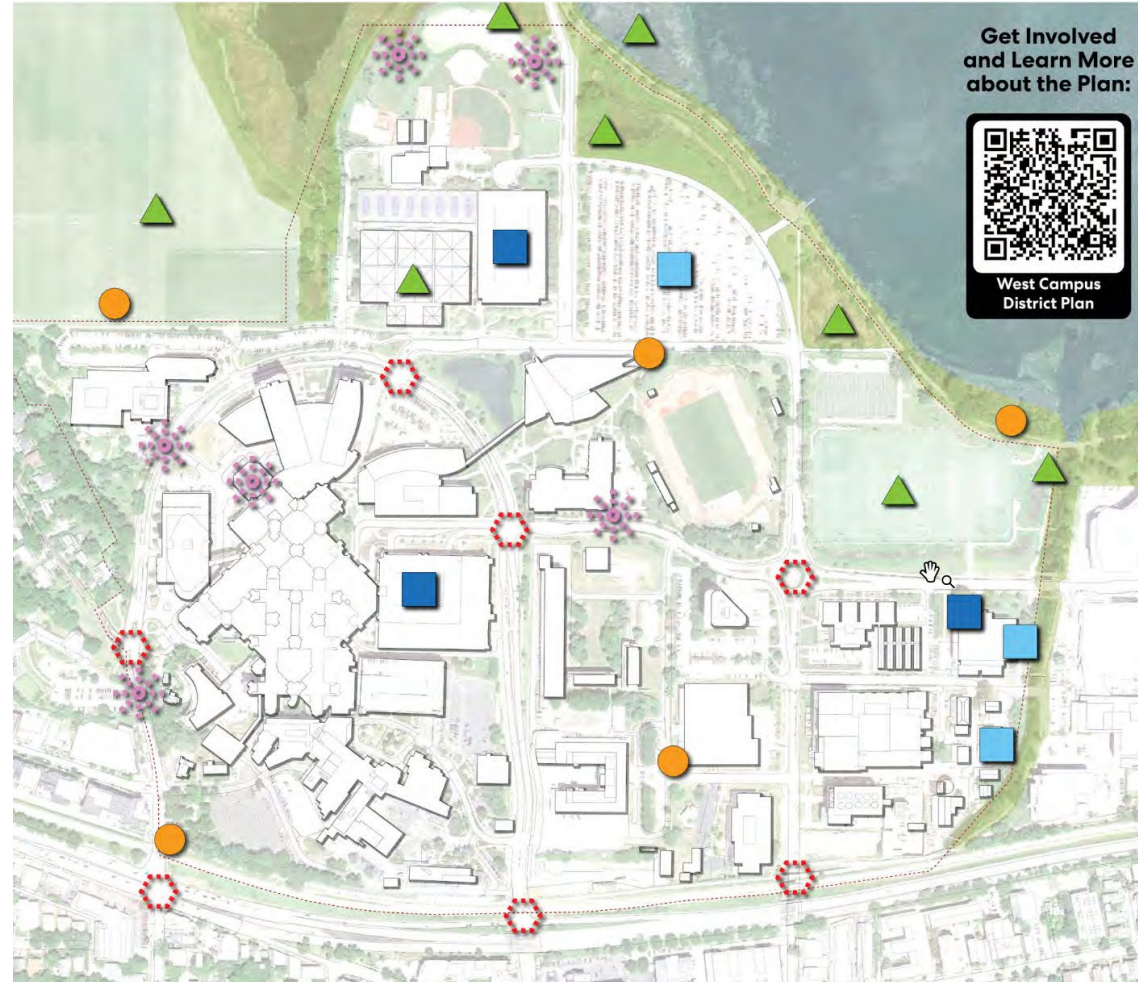
# Initial Feedback

## Existing needs and priorities for West Campus users:







- Research & Innovation
- Affordable & Equitable Access to Housing
- Shared Collaboration Spaces
- Accessible Child Care
- University Health Services
- Food & Beverage

## The most important physical elements the WCDP can address:

- Natural environment
- Outdoor spaces
- Connection to lakeshore
- Research spaces
- Parking & transportation
- Outdoor recreation



## Map Your Inputs:

-  Community Assets
-  Desired Development
-  Undesired Use
-  Problematic Intersections
-  Public Safety Concerns
-  Key Transit Destinations



# Design Principles



- **Spark discovery** by enhancing critical mass of research and innovation activity in close proximity to one another



- **Ignite a “sense of place and belonging”** by providing a mix of usages that drive stickiness (access and a welcoming environment) and serendipitous interaction



- **Embrace the natural environment** – create open spaces and connections to Lake Mendota



- **Embrace cultural/community and historical significance** - augment, and invest in area’s rich and complex history, in particular acknowledging the ties to the original Native Nations land, Teejop.



- **Prioritize ‘walkability’** by strengthening the pedestrian network, provide “*one- minute destinations*”



- **Transportation and mobility considerations are essential** to developing a modern and accessible district plan.

# Case Studies



**Georgia Tech**  
Tech Square



**NC State University**  
Centennial



**Purdue University**  
Discovery District

Attract talent and activity by **providing a diverse mix of uses and an attractive public realm.**

Leverage **adjacencies to university** to drive corporate partnership, economic development, and demand for real estate.

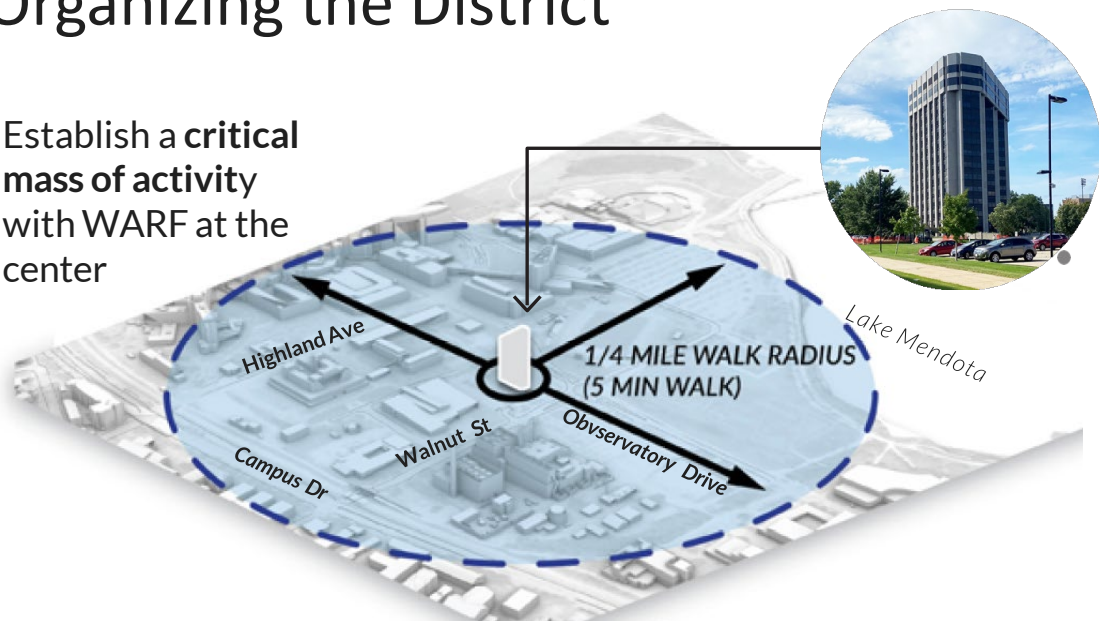
**State, city, community, and institutional alignment** critical to successful development





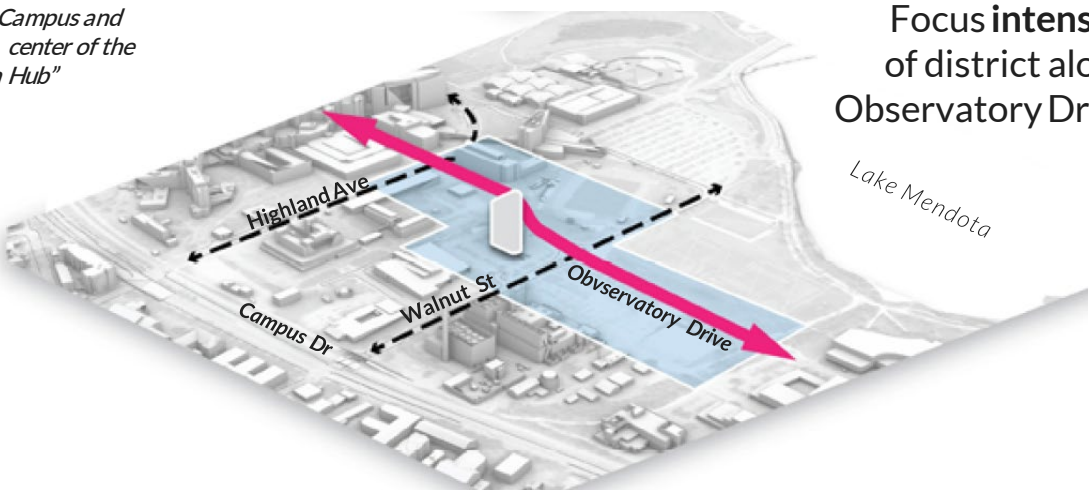
# Organizing the District

Establish a **critical mass of activity** with WARF at the center

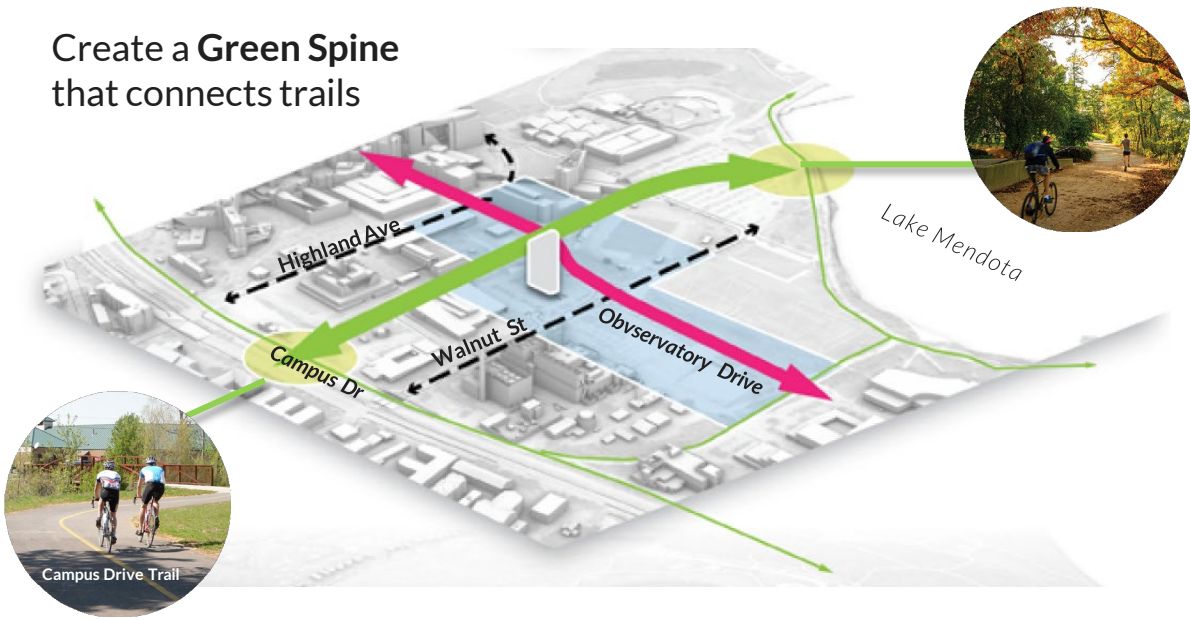


*WARF Tower will anchor the West Campus and will be the center of the "Ecosystem Hub"*

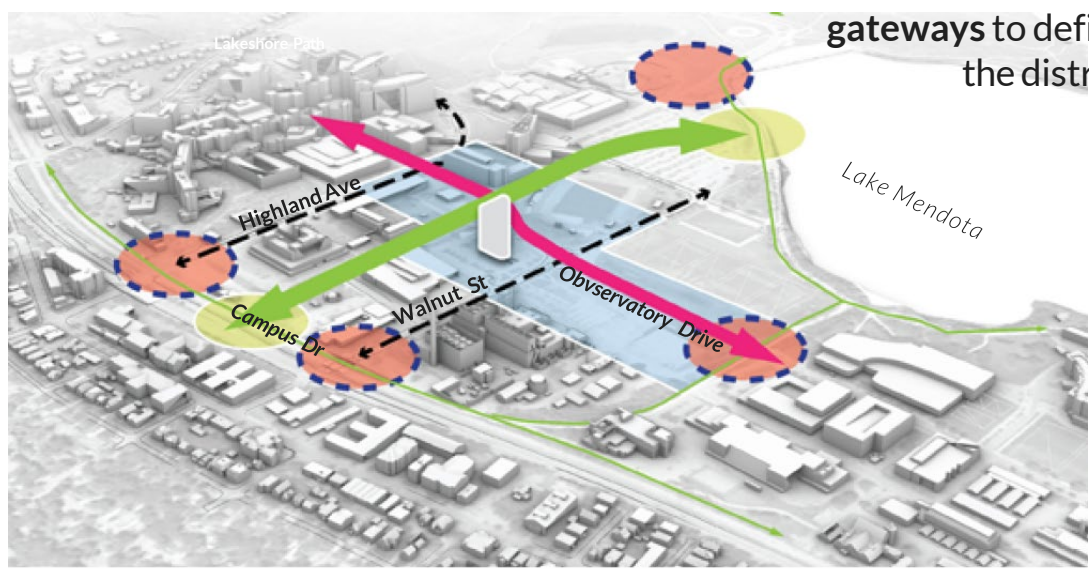
Focus **intensity** of district along Observatory Drive



Create a **Green Spine** that connects trails



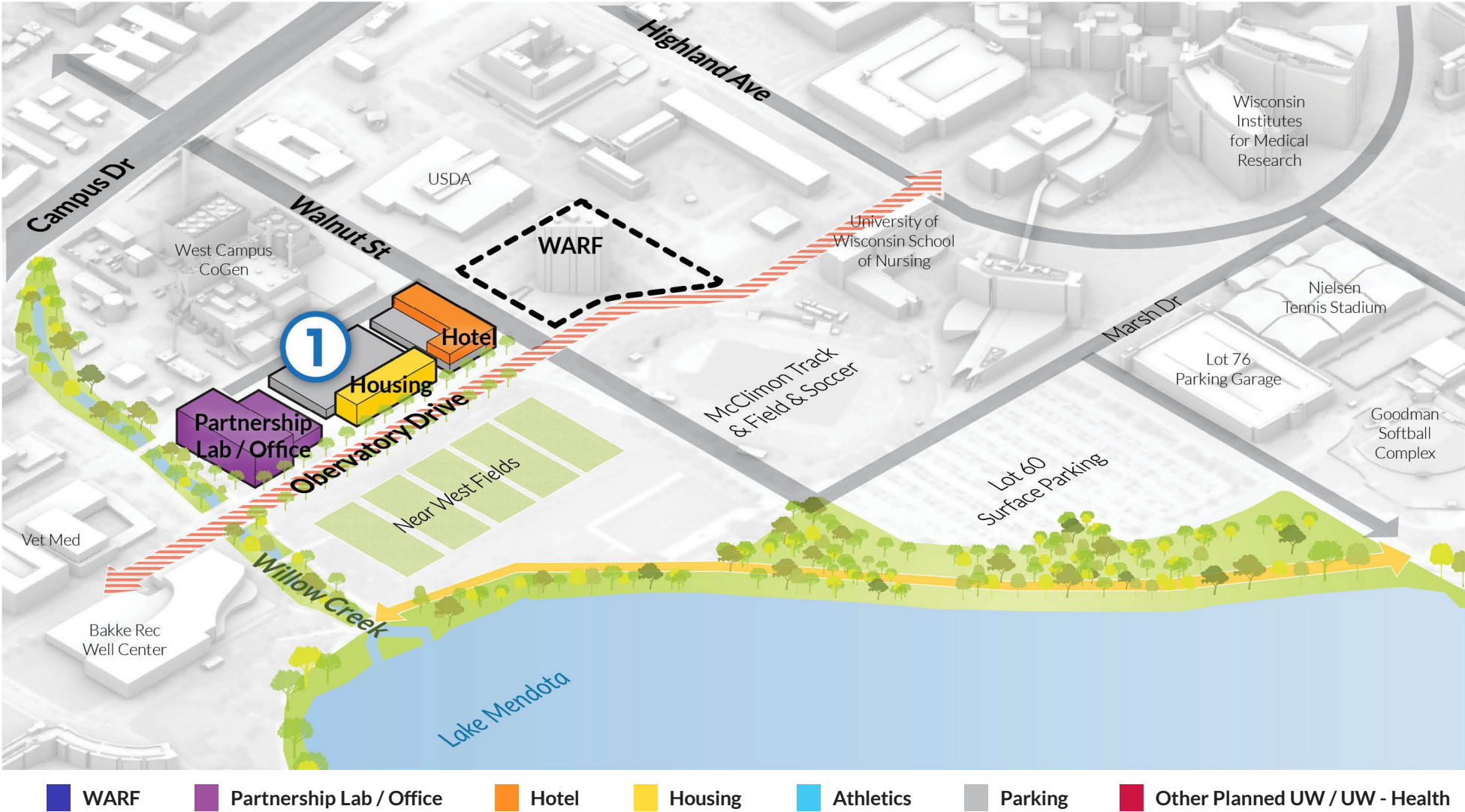
Establish major **gateways** to define the district







# Phase 1 Focus along Observatory Drive





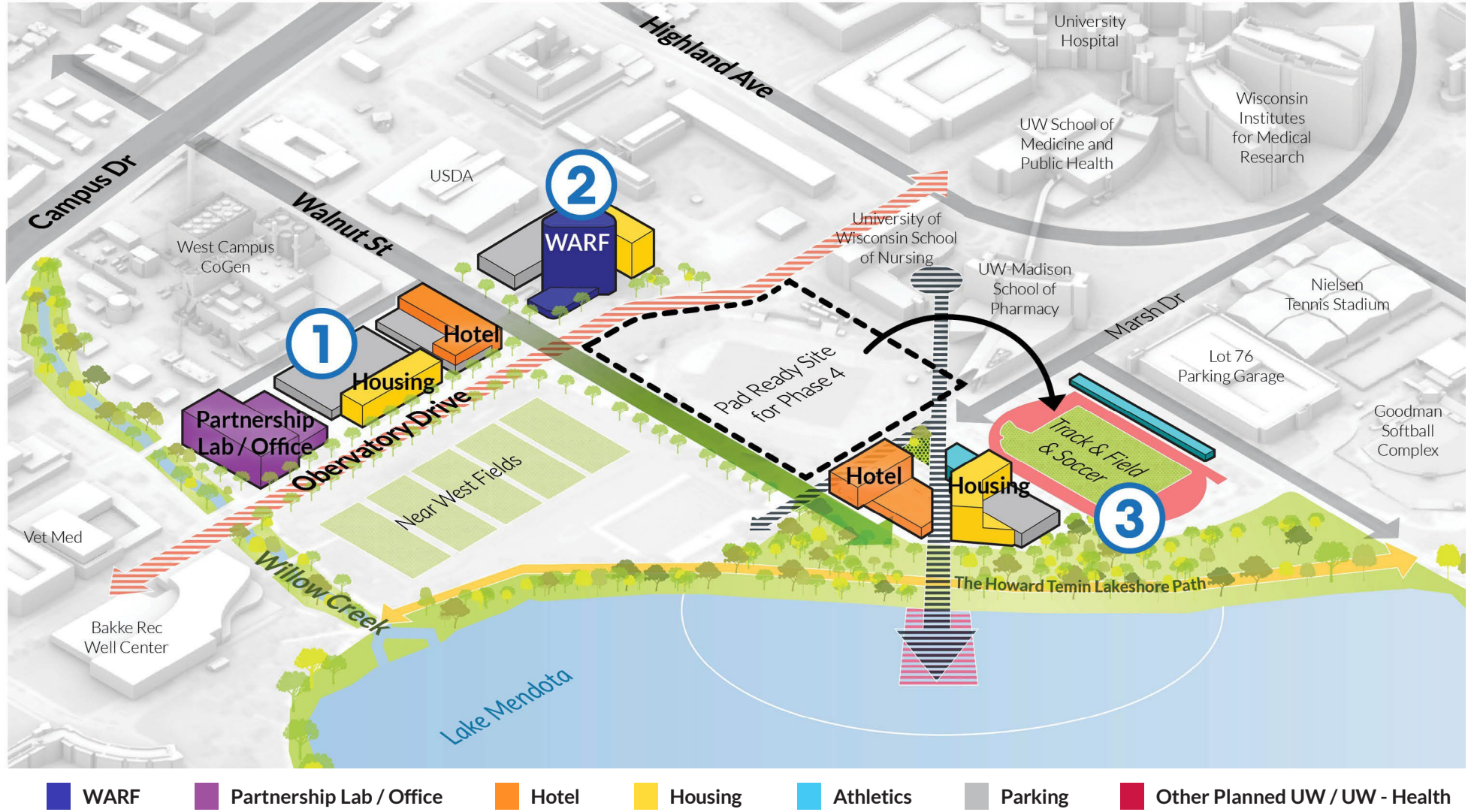
# Phase 2 Redevelop WARF Site







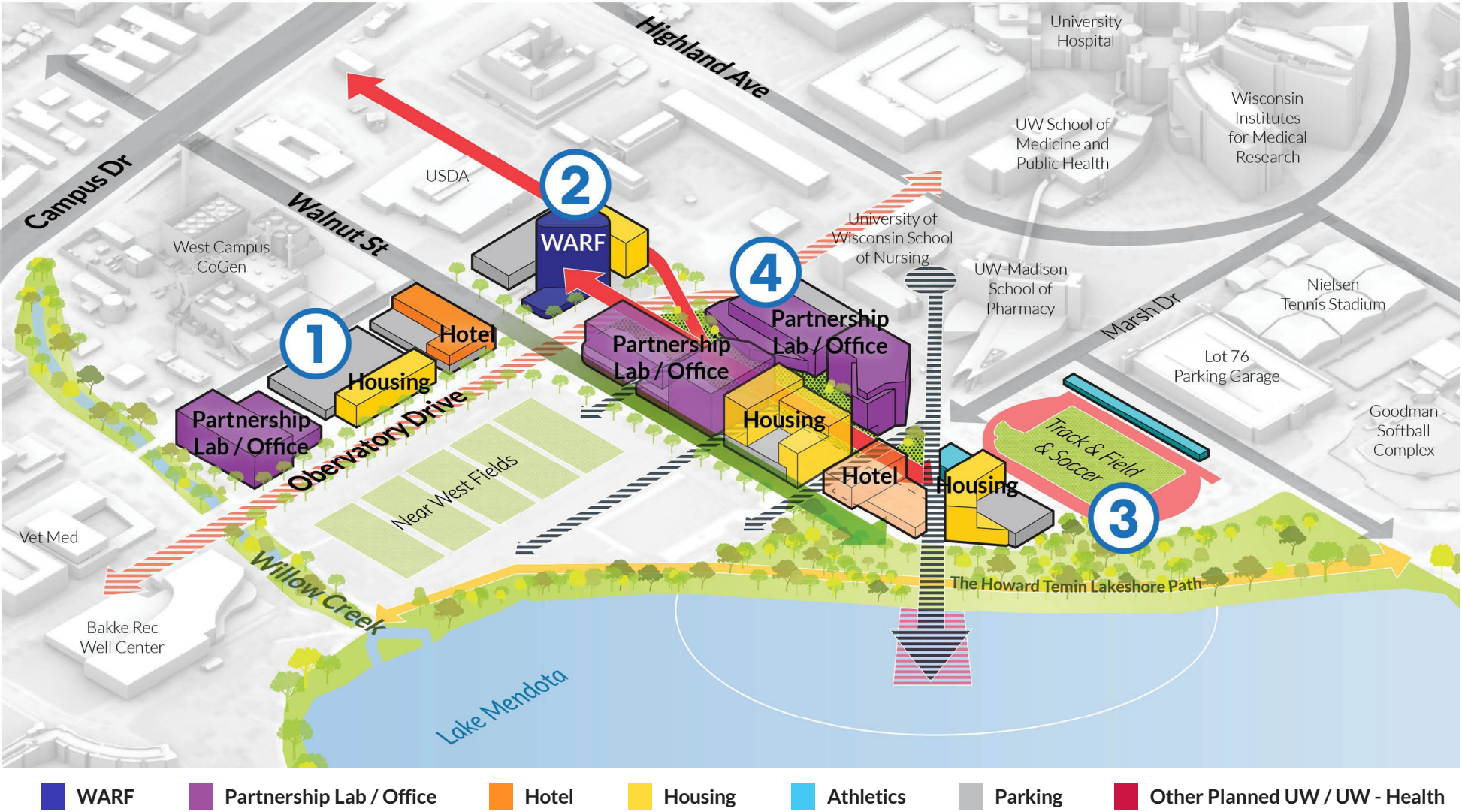
# Phase 3 Move Sports Complex and Redevelop Lot 60







# Phase 4 Mixed Use Development





Potential Future Building Uses



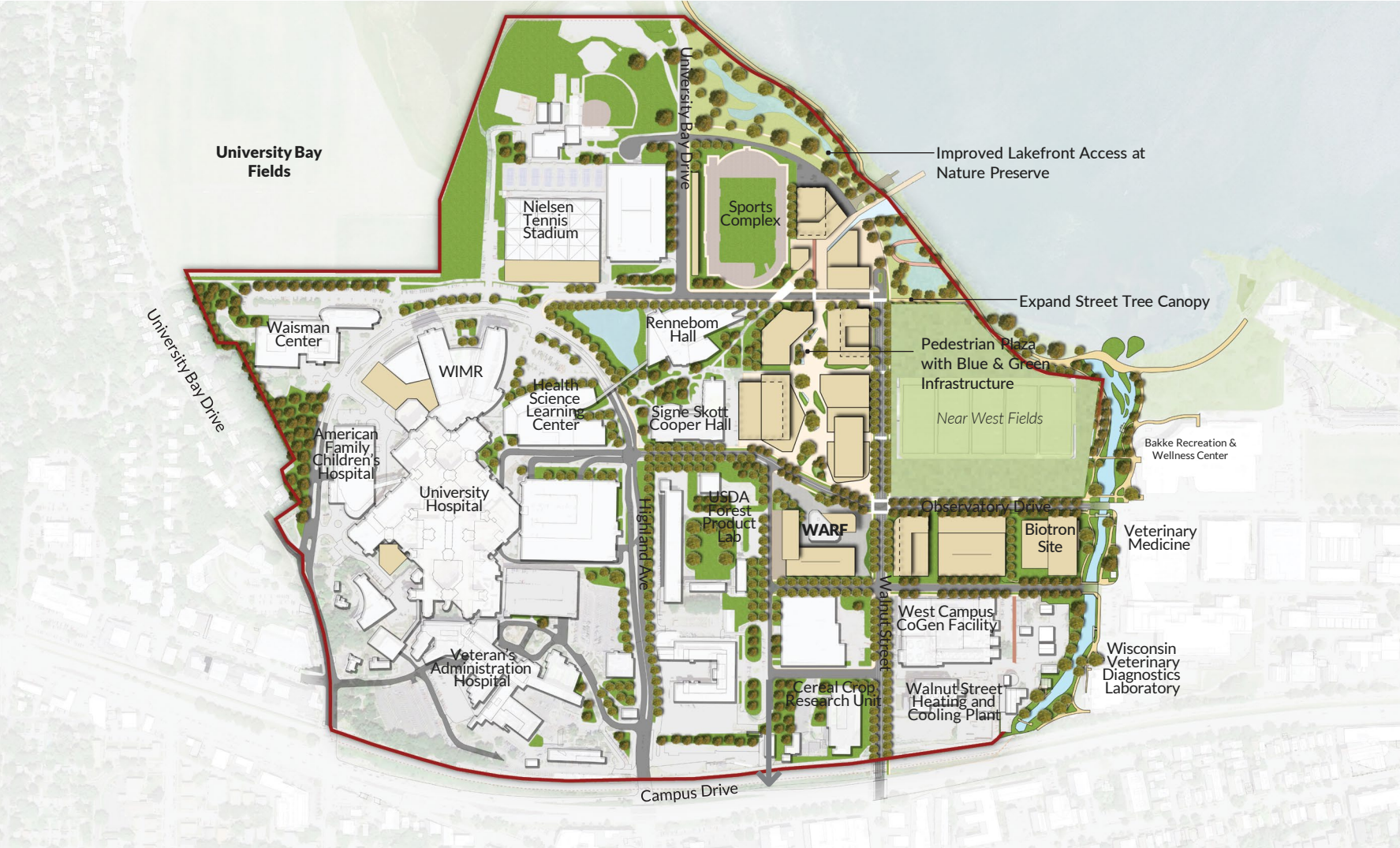
- 1 "Green Spine" – multiuse trail, linear greenspace connecting to lakefront
- 2 "Green Spine" – open space with mixed use development
- 3 WARF Site Redevelopment – "Innovation Ecosystem Hub"
- 4 "Green Spine" – southern connection to existing Campus Drive Trail

Balanced Mixed-Use  
Make West Campus an  
Ecosystem of Complementary  
Uses





# Potential Future Ecology & Open Space Network



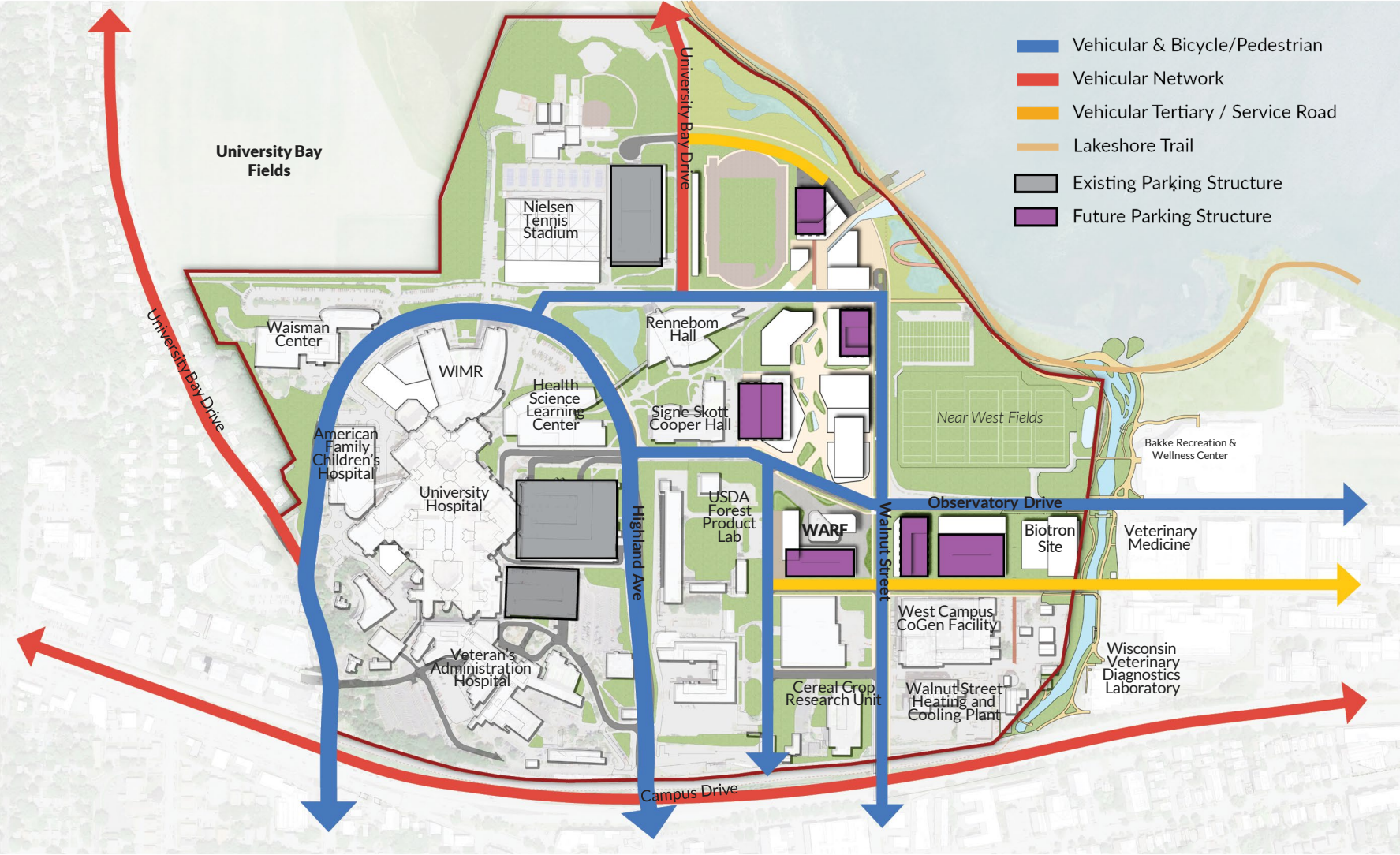
## West Campus Open Spaces





# Emerging Framework: Traveling

## Future Bicycle, Ped & Vehicular Network





# Emerging Framework: Our Shared Future



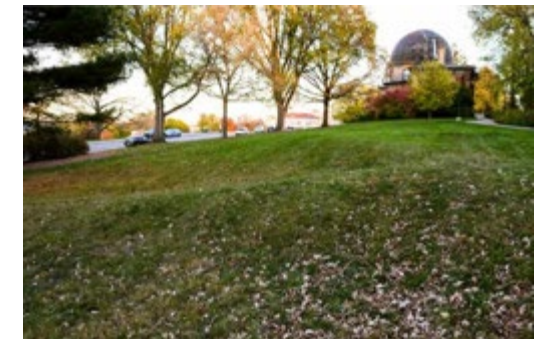
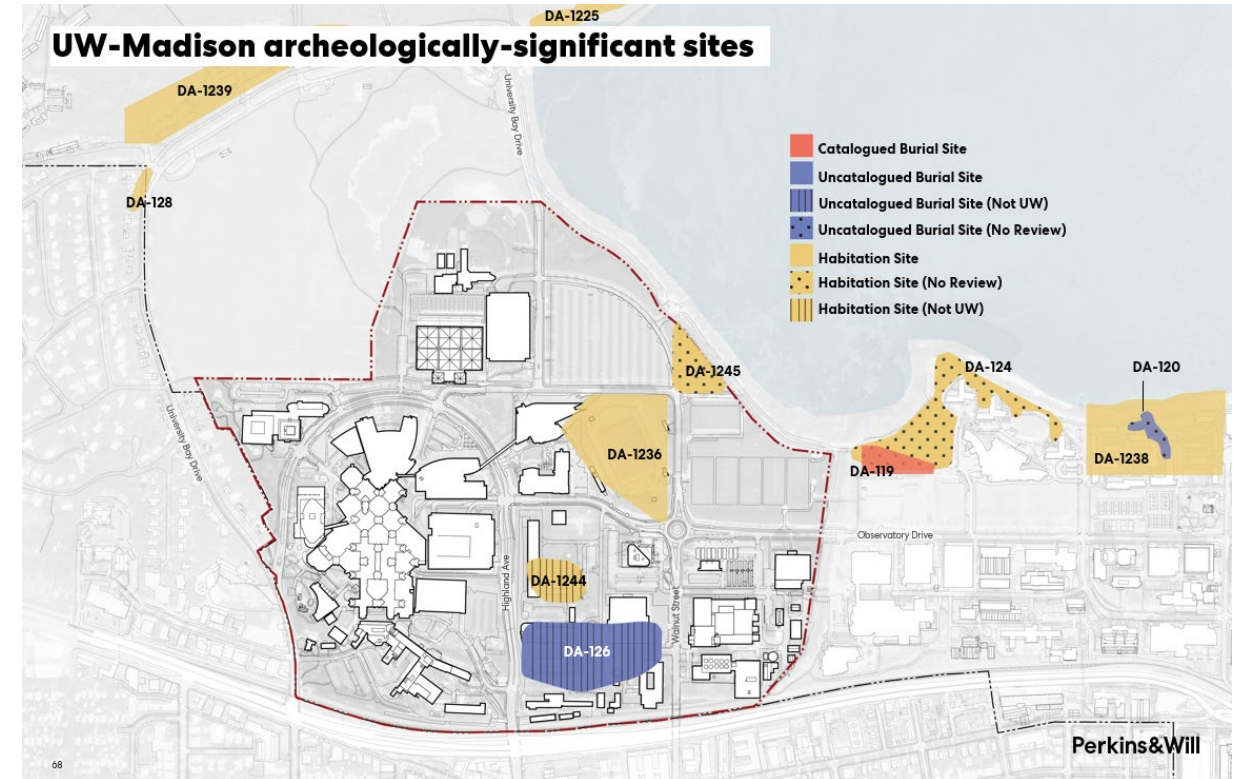
## Recognizing and Celebrating 12,000 Years of History and Diverse Experiences

### Ancestral Ho-Chunk Land

The West Campus District Plan scope area along with the rest of campus occupies ancestral Ho-Chunk land, a place their nation has called Teejop (day-JOPE) since time immemorial. In an 1832 treaty, the Ho-Chunk were forced to cede this territory. Decades of ethnic cleansing followed when both the federal and state government repeatedly, but unsuccessfully, sought to forcibly remove the Ho-Chunk from Wisconsin.

### Forging a Future Together

This history of colonization informs our shared future of collaboration and innovation, including the planning efforts of the West Campus District Plan. The West Campus District Plan, as with all campus planning efforts, presents both an opportunity to celebrate the Ho-Chunk people and to identify and advance opportunities to create a better future together, in ways that positively impact student well-being, placemaking, and research.





## Project Website and Information

For more information, visit our website at <https://www.vc.wisc.edu/westcampus/>

For questions or concerns, please feel free to reach out to us at [wcdp@realestate.wisc.edu](mailto:wcdp@realestate.wisc.edu)

