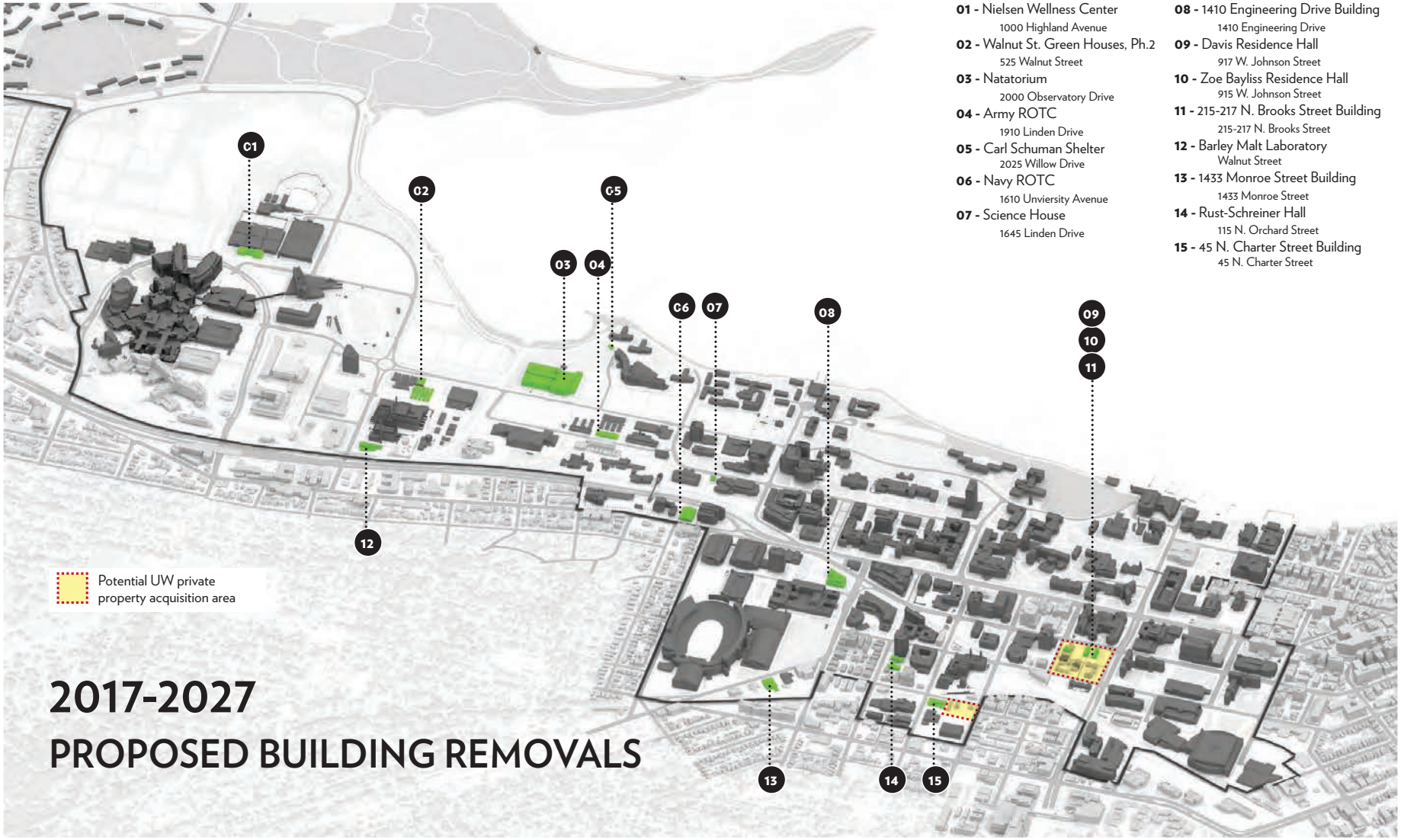
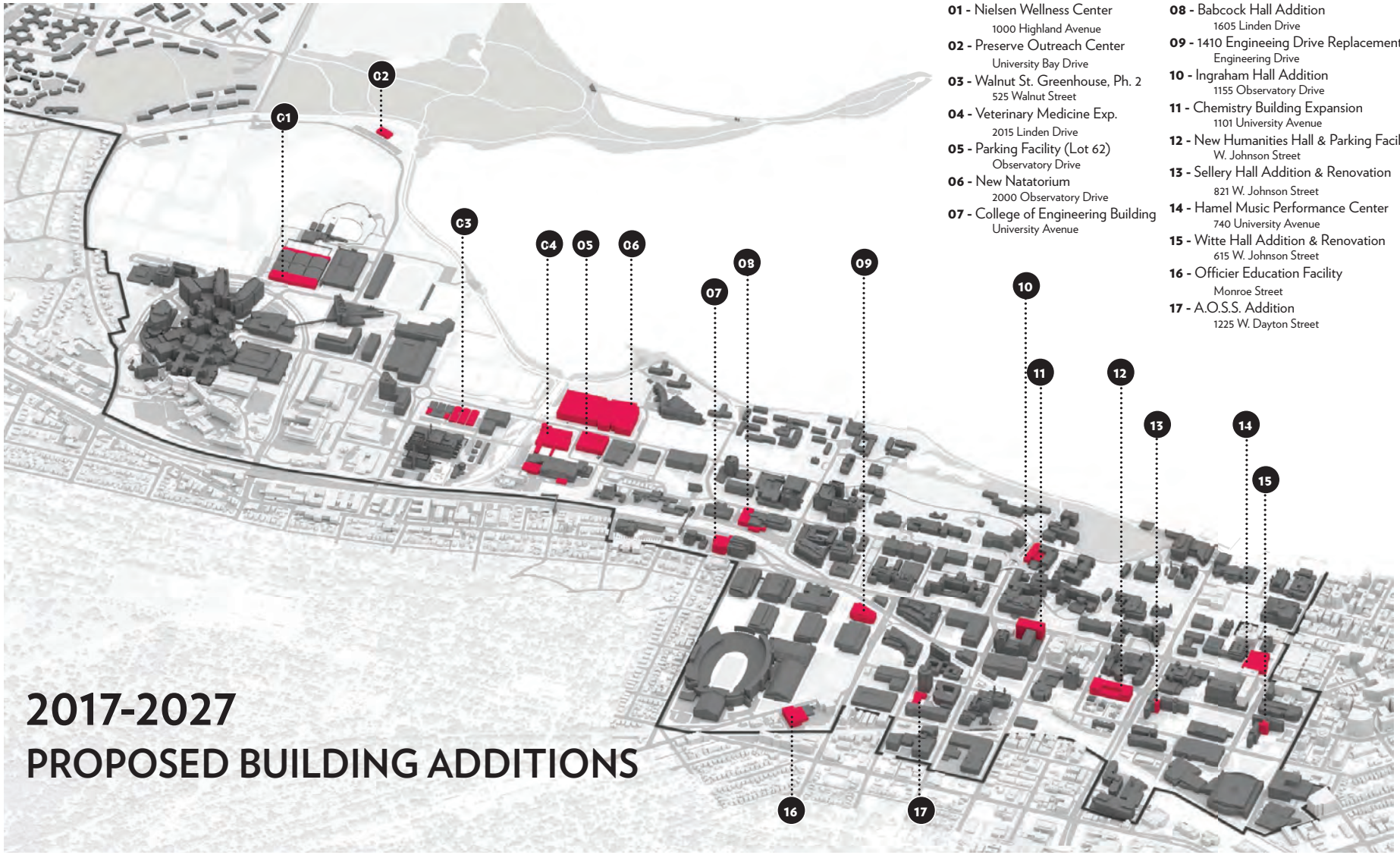


01 - Nielsen Wellness Center
1000 Highland Avenue
02 - Walnut St. Green Houses, Ph.2
525 Walnut Street
03 - Natatorium
2000 Observatory Drive
04 - Army ROTC
1910 Linden Drive
05 - Carl Schuman Shelter
2025 Willow Drive
06 - Navy ROTC
1610 Unviersity Avenue
07 - Science House
1645 Linden Drive
08 - 1410 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

2017-2027
PROPOSED BUILDING REMOVALS



2017-2027
PROPOSED BUILDING ADDITIONS

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 Engineeing 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 - Officier Education Facility
Monroe Street

17 - A.O.S.S. Addition
1225 W. Dayton Street

6. DESIGN REVIEW PROCESS

6.1 UW-Madison Design Review Board

Purpose & Focus

The Campus Design Review Board (DRB) was established to review the architectural and site design of each proposed new building or major structure on the University of Wisconsin-Madison campus. The Board reviews the proposed projects to determine if the architectural site and design follows the intent and guidelines of the approved campus master plan. 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 the university and its representatives.

Composition

The membership of the Design Review Board (DRB) requires approval by the City of Madison Plan Commission. The DRB will focus on consensus-style decision-making. The ideal DRB member will have a background in planning and/or design.

1. **University Architect** (chair) or Assoc. Vice Chancellor FP&M designee
2. **University Landscape Architect** or Assoc. Vice Chancellor FP&M designee
3. **Private National Firm Architect** as designated by UW FP&M
4. **Private National Firm Landscape Architect** as designated by UW FP&M
5. **City of Madison Planning Director** or designee
6. **JWCAC/JSECAC Neighborhood Resident Committee Member** as designated by the committee chair
7. **City of Madison Urban Design Commission Committee Member** as designated by the committee chair
8. ***Ad Hoc University Project Sponsor** - unique per each project
9. ***Ad Hoc Neighborhood Liaison** - selected per project from JWCAC/JSECAC

** non-voting committee member*

Coordination

- The UW-Madison FP&M project manager, for the project to be reviewed, is responsible for facilitating the design review process working in concert with the DRB staff.
- The DRB staff provides information on DRB policies and procedures to the project manager for distribution to the project team.
- Once a project has been identified as subject to DRB review, an outline of the proposed project scope, location, programmatic intent, and project schedule will be provided to the DRB staff by the project manager for distribution to the DRB members.
- All DRB meetings are considered open, public meetings typically held during the standard work day hours.

Format

Each item review session lasts for 90 minutes in accordance with the format that follows. At the discretion of the chair, a project may be allotted 45 – 60 minutes depending on the scope of the review. The following format should serve as a guide for each review meeting agenda item.

- First 20 minutes: the design team presents the project to the Board. (See section on description of materials and key discussion points for each review).
- Next 45 minutes: dialogue between Board and design team.
- Next 15 minutes (if applicable): design team is excused while the board summarizes the previous hour's discussion and agrees on a limited number (three to seven) of key points to communicate to the design team.
- Final 10 minutes: design team is invited back into the room, and the DRB communicates its summary points to the design team. The design team has the opportunity to ask for clarification of any of the points, but not to debate the merits of any of the points.
- See Further Review Section for the process for resolving disagreements.

Project Review Process*

- (10%) Pre-Design /Programming project review by the Design Review Board (DRB).
- Review project with the City of Madison Development Assistance Team (DAT).
- (35%) Review the project with either the Joint West or Joint Southeast Campus Area Committee depending on project location within campus. Projects west of N. Charter Street will be reviewed by the Joint West Campus Area Committee. Projects east of N. Charter Street will be reviewed by the Joint Southeast Campus Area Committee. Informational presentation.
- (35%) Schematic project review by the DRB.
- (60%) Review the project with either the Joint West or Joint Southeast Campus Area Committee depending on project location within campus. Recommendation to the DRB.
- (85%) Design Development project review by the DRB.
- (90%) City of Madison site plan approval submittal

**Existing public WEPA (EIS) and Wisconsin Historical Society contributing landscapes and structures (if applicable) review process remains as it exists today.*

Figure 6-1 Design Review Board Meeting

Materials & Discussion

Pre-Design/Programming Phase:

This review may take place during advance planning, programming, or earlier, but is likely to occur before any drawings have been produced.

Materials which should be provided by the design team for this review include:

- Map or current aerial photo of neighborhood in which project is located;
- Site context plan or plans, showing vicinity of at least one block in each direction, with entry or grade-level plans of each adjacent building. Plans should include existing grading as well as location for existing roads, walks, landscape elements, etc;
- Design and development guideline graphics and text from appropriate planning studies (see 'Considerations' section for each design neighborhood);
- Photographs of adjacent buildings.

Many of the elements required to generate these materials are available from various FP&M departments. Contacts will be provided to the design team by the project manager.

- Key discussion points at this phase of review may include, but are not limited to:
- Analysis of campus master plan documents (including other planning studies for the area in which the project is located).
- Analysis of vehicular and pedestrian circulation patterns in the area.
- Analysis of bicycle parking in the area.
- Analysis of architectural context, including scale, detail and materials of existing adjacent buildings.
- Discussion of relationships between the project site and adjacent and campus-wide open space systems.
- Discussion of program opportunities such as:
  - Location and organization of interior public spaces.
  - Program elements which should or could benefit from a relationship to exterior spaces.
  - Possible or desired entrance location(s).

Schematic Design Phase:

The schematic design review will focus on the building's relationship to its site, its massing and scale, and its contextual relationships.

Materials which should be provided by the design team for this review include:

- Three dimensional massing studies (physical model or 3D drawings) of the proposed building, shown in context with adjacent structures and open spaces.
- Conceptual site plan showing site layout, existing and proposed grading, as well as hard surfaces, and site circulation
- Conceptual floor plans showing relationship between programmed spaces, particularly entrances, lobbies, general assignment classrooms, and other shared or public spaces.
- Proposed entry or ground level floor plans of adjacent buildings.
- Conceptual elevations, showing overall height and relationship and proportion of materials or type of material (i.e. glass versus solid), as well as location and proportions of windows, doors and other openings.

Key discussion points at this phase of review may include, but are not limited to:

- Review of recommendations from previous design phases and whether these have been addressed successfully or not.
- Massing and scale of building in relationship to surrounding structures and open space and master plan guidelines.
- Landscape concepts – planted area versus hard surfaces, relationship of site design and organization to larger campus systems (pedestrian, vehicular and service circulation, open space, and the 2015 Landscape Master Plan).
- Relationship of major public and shared interior spaces to building site and landscape concept and larger context, such as location of entries with respect to adjacent buildings and campus circulation systems.
- Relationship of public versus private zones of the building, and of such zones to the surrounding site and buildings.
- Scale and vertical relationship of major public or shared interior spaces.
- Preliminary types and mix of materials.

Design Development Phase:

Design development review will focus on refinements of the schematic design, especially materials selection and ideas for detailing. Material selections need not be final, and may include a presentation of options and alternatives.

Materials which should be provided by the design team for this review include:

- Three dimensional studies (physical or 3D drawings) of the proposed building, showing refinements of massing and scale concepts, and indicating material and color suggestions.
- Developed landscape plan indicating character of all outdoor spaces, including topography, plant material suggestions, hard surfaces material suggestions, and photographs or drawings of suggested site furnishings and amenities.
- Floor plans showing refinement of relationship between programmed spaces, particularly entrances, lobbies, general assignment classrooms and other shared or public spaces.
- Proposed entry or ground level plan shown in site context plan with landscape design, and entry or ground level floor plans of adjacent buildings.
- Building sections showing scale and vertical relationship of spaces.
- Elevations, showing material suggestions and preliminary detailing ideas, as well as location and proportions of windows, doors and other openings.
- Material samples for building exterior and site.

Key discussion points at this phase of review may include, but are limited to:

- Review of recommendations from previous design phases and whether these have been addressed successfully or not.
- Continued discussion of massing and scale of building.
- Landscape design including overall character of space, plant suggestions, materials and furnishings, and continued discussion of relationship of site design and organization to larger campus open space systems.
- Continued discussion of relationship of the project to the surrounding site and buildings.
- Continued discussion of scale and vertical relationship of the project to the surrounding site and buildings.
- Continued discussion of scale and vertical relationship of major public or shared interior spaces (if necessary).
- Selection, use and mix of building and site materials and preliminary detailing.

Further Review:

On occasion, the DRB may require more than three reviews of a project. In this case, every effort will be made to expedite the review including holding an "in town" members only meeting. For state administered projects, the DRB may also refer outstanding design issues to the DFD for follow-up during its peer review. Some reasons why an additional review may be necessary include:

- Design team did not provide adequate materials or was not prepared to discuss typical key points at one of the previous reviews.
- Remaining unresolved issues or areas of disagreement regarding recommendation(s) from previous reviews.
- Significant changes in the scope or design of a project after the final review has been completed.
- Mutual agreement by all stakeholders that additional review is necessary and desired.
- Determination by the University Architect, in consultation with the State for state administered projects, that additional review is needed.

Documentation and Follow-up

- The DRB staff will be responsible for recording and distributing the minutes following internal FP&M review.
- Comments on the minutes should be sent to the DRB staff prior to the next DRB meeting.
- The design team will receive written minutes of the meeting summarizing key recommendations of the Design Review Board within one week after the meeting.

Process for resolving disagreements and appealing decisions

- As feasible, all areas of disagreement with the DRB commentary should be discussed and resolved with the University Architect.
- Issues that remain unresolved with the University Architect may be referred to the Campus Planning Committee (CPC) for review and to receive a recommendation. The decision of the CPC will be final.
- If, as the result of an appeal, the DRB finds that design guidelines or review criteria need to be revised, such revisions shall be recommended for consideration to the CPC.

Meeting Scheduling, Timing, and Deadlines

Generally, the DRB should meet approximately six (6) times a year, with meeting dates set aside for each month of the year to allow for maximum flexibility. At times there will be a reduction in the number of projects which are in design, and the DRB may not need to meet as frequently. Currently, the third Tuesday of each month is set aside for DRB, with a thirty (30) day minimum cancellation notice if there are no projects for review in any given month.

- A proposed schedule of meetings and projects for review will be developed six months ahead (typically covering three (3) meetings).
- If a project must be reviewed before the next scheduled DRB meeting in order to stay on schedule, a special meeting may be convened. Such a special meeting may link up members via webcast. The DRB coordinator is responsible for collecting and distributing materials to the members before the meeting.
- Materials will be distributed so they are received by the DRB members at least seven (7) days in advance of the scheduled meeting.
- The project manager is responsible for getting materials from the design team, and providing them to the DRB coordinator no later than 14 days before the scheduled DRB meeting.
- Handouts for the DRB meeting shall include seven (7) copies of these materials. Clear, legible black and white or color copies of drawings and photographs are acceptable, but may be no larger than 11x17. In place of paper documents, materials for review may also be presented in electronic format. The design team is always encouraged to discuss alternative format and media if it simplifies the process.

Figure 6-2 Willow Creek Area of Campus

7. CAMPUS DESIGN GUIDELINES & STANDARDS

7.1 Campus Master Plan Graphic

The 2015 Campus Master Plan Update provides a framework for open space, circulation, land use relationships, and building placement. To achieve campus objectives, the master plan is envisioned as a flexible framework of land uses, open spaces, and infrastructure. Campus design guidelines ensure each major and minor campus decision is in support of the university's long-term mission, vision, and values. Implementation recommendations create an ambitious yet reasonable action plan.

The 2015 Campus Master Plan Update is not intended to be so constraining and prescriptive as to stifle creativity, analysis, and judgment. The plan and its graphics are not specific building or site designs and they should not predict design solutions. The design standards within this master plan allow flexibility and imagination while ensuring consistent, sustainable, and quality implementation. It is a baseline that guides project designers while allowing and encouraging creativity.

However, the 2015 Campus Master Plan Update should not be interpreted so loosely as to permit entirely different initiatives and conceptual directions. The goal is to achieve a balance between the 2015 Campus Master Plan Update and the mutual decisions that must be reached throughout each project's development process. The skillful use of this master plan by university planners, designers, reviewing agencies, and facility managers will result in a functional, memorable, and sustainable campus.

Figure 7-1 Campus Master Plan


WISCONSIN
UNIVERSITY OF WISCONSIN–MADISON
L A K E M E N D O T A
Highland Ave.
Walnut St.
Observatory Dr.
Campus Dr.
University Ave.
University Ave.
N. Randall Ave.
W. Johnson St.
N. Park St.

7.2 Building Principles & Guidelines Summary

Design Principles

Promote Intellectual and Social Exchange

- Create spaces that increase the opportunity for chance encounters.
- Create spaces that promote collaboration in teaching, learning and research
- Ensure that campus spaces provide opportunity for a variety of activities and functions to accommodate all users.
- Design places to draw people in and make them stay once in the place.
- Strengthen existing civic spaces and create new ones inside and out.

Enhance Sense of Place

- Strengthen the identity of the campus.
- Strengthen the UW-Madison brand and image.
- Draw the essence of the lake into the rest of campus.
- Strengthen the visual unity and coherence of the campus.
- Create a rich composition of campus landscape and buildings.
- Strive for balance in the composition of campus landscape and buildings.

Promote stewardship of physical campus

- Preserve and restore significant historic landscapes and buildings
- Design with adaptability in mind to address current needs and plan for the future.
- Address deferred maintenance.
- Match building use to building type when considering adaptive reuse and renovation.

Promote Environmental Sustainability

- Design with life-cycle cost considerations in mind.
- Conserve and steward university resources.
- Set sustainable design goals for every project from the outset.
- Promote environmental awareness through design and construction.

Promote Health and Wellness

- Encourage walking and biking by design.
- Create inviting and universally accessible campus places.
- Design in a manner that would encourage users to take responsibility for the quality of the air, water and land on campus.

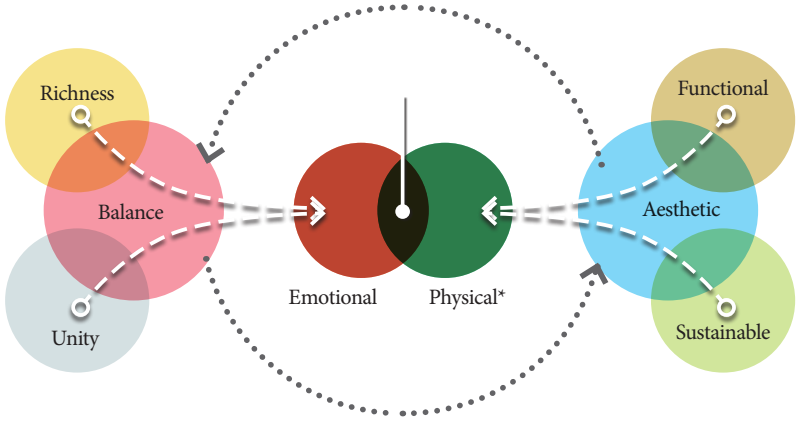
Site Selection

The campus has a clear existing building use pattern and the 2015 Campus Master Plan strengthens and extends that pattern. Once a project is identified, a specific site will then be selected within the parameters set by the Campus Master Plan. Site selection is undertaken during the scoping/feasibility study or the pre-design phase by looking at advantages and disadvantages of available sites with respect to the specific program needs and the future needs of the campus.

In making a site selection, consideration should be given to:

- *Options that are compatible with the Campus Master Plan.*
- *Capacity of site to accommodate future expansion.*
- *Options that promote environmental sustainability.*
- *Functional relationships between programs in the neighborhood.*
- *Minimizing site development costs.*
- *Site accessibility, visibility and image appropriate for the intended use.*
- *Aesthetic character that is appropriate for the context and neighborhood.*
- *Options that preserve or enhance existing open spaces and significant view corridors.*

Figure 7-2 A Pleasing Composition Diagram



** Outdoor spaces and landscape around buildings;*
** Indoor public spaces;*
** Exterior building envelopes and massing.*

Universal Design

> *"Universal design is an approach to the design of all products and environments to be as usable as possible by as many people as possible regardless of age, ability or situation."*

It is the intent of this guide that all buildings and campus places be physically barrier-free or inclusive. While our technical guidelines adopt the most restrictive provisions of ADAAG and ANSI standards, this guide considers those as minimum standards. The universal design approach goes beyond these standards. No user should receive negative special treatment. The accessible features of all buildings and campus places should be well integrated with the design aesthetically and functionally such that all users are equally accommodated in the same manner. For example, accessible ramps that are not integrated with primary entries, could be substituted with gently sloping sidewalks that bring all users to the same place at building entrances, eliminating the need for stairs or expensive switchback ramps.

The strong message here, is that designers must consciously and actively strive to create buildings and campus landscapes that are inclusively accessible to all, (emotionally, socially, physically, and psychologically).

Sustainability

UW-Madison is committed to renovating and constructing buildings and landscapes that aid in the success of its students and staff, and are sustainable for years to come. In order to benchmark these practices, the university is pursuing a minimum of LEED Silver certification on its new and renovated facilities. Also, all projects should use the Sustainable SITES Initiative as a guideline for all future development. This initiative along with others, continues to transform UW-Madison's campus to meet the needs of development today, without compromising the needs of future generations. The UW-Madison adheres to the Wisconsin State Building Commission Sustainable Facilities Policy as outlined below:

Purpose

It is the policy of the State Building Commission to be a leader in improving the overall quality and performance of state facilities and to minimize the total cost of occupancy. The Building Commission adopts this Policy to promote the planning, improvement, and management of state facilities in a sustainable manner that:

- *Promote the effective use of existing state space;*
- *Respects the larger environmental and social context into which they fit;*
- *Promotes human health, comfort and performance;*
- *Conserves natural resources and reduces detrimental effects on the environment;*
- *Ensures energy efficiency;*
- *Considers the life-cycle cost of initiatives.*

Policy

"The Department of Administration shall develop and implement guidelines and minimum standards to incorporate environmentally responsible and sustainable concepts and practices into the planning, design, construction, operation and maintenance of all state facilities. These guidelines and minimum standards shall include, but not be limited to: establishing performance criteria in the following categories: portfolio management, sustainable sites, water efficiency, energy and atmosphere, materials and resources, adaptive use and preservation of existing buildings, indoor environmental quality, construction waste and recycling, operation and maintenance, and purchasing of furniture, fixtures and equipment."

See DFD Master Specifications/Design Guidelines webpage:
http://www.doa.state.wi.us/Divisions/Facilities-Development/Document-Library/Master-Specifications-Design-Guidelines

Building Siting & Massing

"University Hall (now Bascom Hall) on the crest of the Hill, and the two dormitories, North Hall and South Hall, at the right and the left. Too much credit cannot be given to the architect of these first buildings. Their simple, dignified style, correct proportions and honest treatment of materials gave the keynote for future work. Fewer regrets for present conditions would be felt had his example been followed more closely."

– Arthur Peabody, Supervising Architect,
"General Design of University of Wisconsin, d. 1908"

The massing of campus buildings, that is, the overall geometry of their perceived forms – footprint, height, and roof form – should demonstrate sensitivity to nearby buildings within their design neighborhoods as well as their adjacent land use (residential, commercial, institutional, recreation).

The shapes of future building footprints shown in the Master Plan represent broad guidelines. Existing building footprints throughout campus are predominantly simple geometrical shapes such as North Hall or a combination of these simple shapes to form more complex ones for larger buildings. The following architectural elements shall be considered in relationship to each other when creating architectural solutions:

- Build-To Lines
- Facade Organization
- Roofs
- Features
- Materials
- Views
- Miscellaneous Design Considerations

Each of these elements is further summarized (following) to give design teams a general intention for their application across campus. Refer to each individual campus design neighborhood for nuances and specifics to application of these summaries.

Figure 7-3 Build-to Limits

Build-To Lines:

The required build-to lines preserve/create strategic open space and/or promote streetscapes that are consistent with the desired character of the campus design neighborhoods, and reflect the context within which those neighborhoods are located. Build-to lines are determined from existing right-of-way lines or if no right-of-way exists from back of existing sidewalk edge. The area between these lines and the required build-to line shall be known as the buffer zone.

The alignment of future buildings shall follow the build-to lines established within each Design Neighborhood as identified in the Campus Design Guidelines & Standards document. Figure 7-3 indicates the following build-to line requirements:

Build-To lines

- Frontages along corridors, streets, multi-use paths, naturalized landscapes and open spaces.
- Intended to allow campus standard walkway widths, streetscape/site amenities, green infrastructure opportunities where appropriate and limiting encroachments upon campus natural areas and open spaces.
- A minimum 60% and no more than 80% of the structure shall be located at the build-to line.
- Minor projections allowed such as eaves, fire escapes, water collection cisterns and planters, uncovered stairways, wheelchair ramps, and uncovered patios or balconies, may project into the required buffer zone (up to 20% of offset distance, i.e. 20' built-to offset from right-of-way would allow minor projections of up to 4' within the buffer zone).
- The following items are allowed to fully project into the buffer zone: Canopies, awnings, signage, and/or approved signature architectural features. Uncovered stairs and wheelchair ramps that lead to main building entrances assuming adequate walkway widths are met.
- Arcades, colonnades, porticos, and other supported elements shall be considered part of the main architectural body of the building.

Scale & Proportion:

It is important that the size of buildings and campus places be related to the human scale and be perceived to be so. Careful consideration should also be given to the relationship of the parts to the whole; these may be details and elements of a building in relation to larger elements, or relationships between groups of buildings and spaces – or outdoor rooms – they create. In general, those buildings and campus places that exhibit a clear hierarchy of scales, from the largest dimensions to the smallest perceivable differentiations, are among the favorite places on campus.

Facade Organization:

The façade of favorite campus buildings have a tripartite division of base, middle and top. In addition, fenestration patterns and window material, scale and proportions are sensitive to the architectural character of each design neighborhood. The fenestration pattern in the Historic Campus core, for example, consists principally of punched windows that are single or ganged horizontally, and aligned vertically. Sometimes the exterior walls have rhythms of recessions and projections that are coordinated with window placements to create depth, and shadows. In contrast, the Health Sciences Campus is characterized predominantly by horizontal banding or patterns. Buildings in this area are also massive and tall requiring gestures that would relate them more to the human scale.

Roofs:

Roof forms and material also vary throughout campus. There are red tiled pitched roofs, flat roofs, as well as pitched asphalt roofs. The general principal is to unify the design neighborhoods and make them read more like a whole. Therefore areas of campus like the Lakeshore neighborhoods that employ a good amount of red tile roofs, may be best served by employing a similar material. No specific material is prescribed but through dialogue and design review, an appropriate choice would be made.

Architectural designs shall limit the use of flat roof buildings throughout campus in an effort to promote skyline and architectural interest.

It is recommended that architectural responses to program statements consider green roofs, functional roof spaces, and/or hybrid approaches where open space and/or stormwater management can be achieved via integrated architecture blurring the lines between landscape and structure.

Features:

Features such as porticos, gables, cornices, columns, dormers, and canopies are present in some of the favorite buildings on campus. These architectural features are not style-dependent but could help to define the character of buildings and grounds by regulating their massing, scale, and façade rhythm. Canopies and accents at major door ways (such as the main south entry of the new Microbial Sciences building), protective projections (such as entries at the Kronshage Halls), or recessed doorways (as seen at the Red Gym) are encouraged to protect occupants and visitors from inclement weather. These features shall be of a material and character that is consistent with the design of the building and its neighborhood. The main entrance to buildings should be easily identifiable, and part of a larger “entrance feature”. This feature should be in scale with its building facade.

Materials:

Durable, quality materials that are consistent with each design neighborhood are to be used for new campus buildings. Materials that do not convey a sense of permanence and institutional quality, such as EIFS, vinyl siding, unfinished poured-in-place concrete, and concrete blocks are not acceptable finish options. Modern and innovative materials shall be encouraged provided that they are composed in a manner that exhibit richness, balance and unity.

Views:

Campus landmarks are important within the specific districts and regions of campus, but the connection to the lake is paramount. Preserving and enhancing views to Lake Mendota and the Capitol is essential. This visual connection reinforces the campus’ unique setting and strengthens the sense of place. The following view types are summarized here and referenced more specifically within each campus design neighborhood section as well as the Landscape Master Plan document.

Protected Views:

- Two viewsheds are protected on campus, these include views to the natural areas and the lake from both the WARF (Figure 11) and east hospital wing. Proposed building development within these viewsheds are subject to review. The intent is to preserve the uncluttered view of the lake and Lakeshore Nature Preserve.

Campus Views:

- Primary campus views include those visual connections to the lake, significant campus landmarks, open spaces, and city icons. These views are organizing features in the landscape, such as the view to the State Capitol from Bascom Hall and the view down Henry Mall to Engineering from Agricultural Hall.

Elevated Views:

- Observatory Hill is an example of an elevated view, but a collection of viewsheds has also been created through the development of open spaces atop roof deck structures. These occur at the UW Hospital, Nancy Nicholas Hall and Education Sciences. These new open spaces have created new ways to connect with the lake.

Lake Mendota Views:

- Campus is also experienced from Lake Mendota and across University Bay at Picnic Point. The naturalized lakeshore edge unifies and blends campus and the lake together. Opportunities exist to improve the view through the removal and relocation of parking areas and structures adjacent the lake.

Miscellaneous Design Considerations:

Transparency and Permeability:

- To the extent possible and consistent with functional requirements, new buildings should be designed with a certain degree of transparency and permeability at the pedestrian level to encourage visual engagement between the interior and exterior of the building. It is important that buildings and campus landscapes enhance public awareness and feelings of involvement in the institution The large windows or glazed walls along pedestrian paths being used at WID, Biochemistry II, Chazen Museum and other campus buildings, are good examples of how the larger campus, as a public place, can be experienced from within the buildings. Glass also allows those outside to feel like they are a part of what happens inside. Solid walls, particularly at the ground level tend to emphasize boundary and separation, thereby undermining the notion of a campus as public place. Design teams should be sensitive to glazing use in regard to bird strikes and mortality, especially when sited adjacent to open spaces and natural areas.

Screening of Site Elements:

- The following elements shall be screened in a manner that is consistent with the architectural character of the building and campus design neighborhood at a minimum height of 6' above finish surface. Refuse/recycle areas, outdoor storage areas, loading docks, rooftop and site located mechanical equipment.

Connections, Transitions, & Thresholds:

- Pedestrian bridges are good connectors but should only be employed to improve functional ties between facilities where topographically it makes sense. However, primary movement paths should be developed and maintained at the street level to promote "eyes on the street" and safe streets. Pedestrian bridges are proposed at critical locations to alleviate congestion, and traffic conflicts for pedestrians and/or vehicles. Such areas are context specific taking advantage of existing topographic conditions. Bridges and tunnels are highly functional and convenient but they can compromise the quality of the pedestrian environment at the street level. Designer teams are encouraged, whenever possible, to explore the use of colonnades, arcades, and overhangs, not only as transitions and thresholds between exterior and interior spaces, but also as protection from inclement weather (rain, heat, snow)thereby encouraging pedestrians to engage more with such buildings

Parking Structures:

- Parking structures are necessary for our campus to function well but their often austere architectural appearance needs to be softened. The design of parking structures should demonstrate sensitivity to the character of the neighborhoods. Wherever possible, fenestration patterns should more closely resemble inhabited buildings in the neighborhood. Screening may be a useful device to make the façade surface more regular yet not compromise required air flow. Where possible, the first floor level of parking garages should be used for occupied space, such as retail or service functions that will maintain activity at the ground level.

Exterior Signage:

- Each building shall have one campus standard building sign displaying the official Regent-approved name of the building and the official street address. As an option, signage may be incorporated into the face of the building as long as it is up and out of reach of pedestrians passing by at street level.
- *(Please see Signage Standards on file with Facilities Planning & Management.)*

Building Heights

The following exhibit indicates the proposed maximum building heights within the campus development boundary. The heights are shown in the context of the following three plans:

- *University Avenue Corridor Plan (bounded by: ▪▪▪▪▪▪▪▪▪)*
  Adopted May 6, 2014 #32635
- *Regent Street - South Campus Neighborhood Plan (bounded by: ▪▪▪▪▪▪▪▪▪)*
  Adopted July 1, 2009 #09234
- *City of Madison Downtown Plan (bounded by: ▪▪▪▪▪▪▪▪▪)*
  Adopted July 17, 2012 #24468

Building heights for the UW-Madison campus are shown as a range between 15-17' floor to floor heights, depending on the ultimate program of the facility. Although an adopted plan may indicate a maximum 12 story building, the master plan graphic reflects a 10 story building to match the overall height desired for the area. Not all buildings will be built to the heights indicated, they are assigned more to define potential physical form of the campus and limit heights where views and or adjacencies dictate. Generally the primary arterials of University Avenue and W. Johnson Street are proposed to have taller buildings, while heights decrease as you transition to the neighborhoods and Lake Mendota.

Maximum building heights shall be for the entire physical structure of the building and include roof peaks, dormers, utility enclosures, photovoltaic arrays, etc. Building communication antennas and supporting infrastructure may exceed these heights per city of Madison ordinance requirements.

These heights do not represent rigid prescriptions, but instead a guide to what is considered appropriate for the context. In certain areas of campus, generally east of N. Charter Street, the Capitol View Preservation height limit governs the maximum height of buildings (WI Stat § 16.842 (2013 through Act 380). Proposed heights respect this stature.

NOTES:

1. *Colors relate to building heights.*
2. *Where discrepancies arise between adopted plans, most current plan takes precedent.*
3. *(x) Numbers indicate UW-Madison 2015 Campus Master Plan proposed maximum building heights. Floor quantities indicated equate to 15-17' floor to floor heights.*
4. *(x) Indicate proposed HIGHER maximum heights than approved plans.*
5. *(x) Indicate proposed LOWER maximum heights than approved plans.*
6. *"+2" Additional floors approved for exceptional design/LEED.*
7. *❀¹ Zoned Conservancy District, buildings not anticipated*
8. *❀² Viewshed agreement, any proposed buildings require additional approval.*

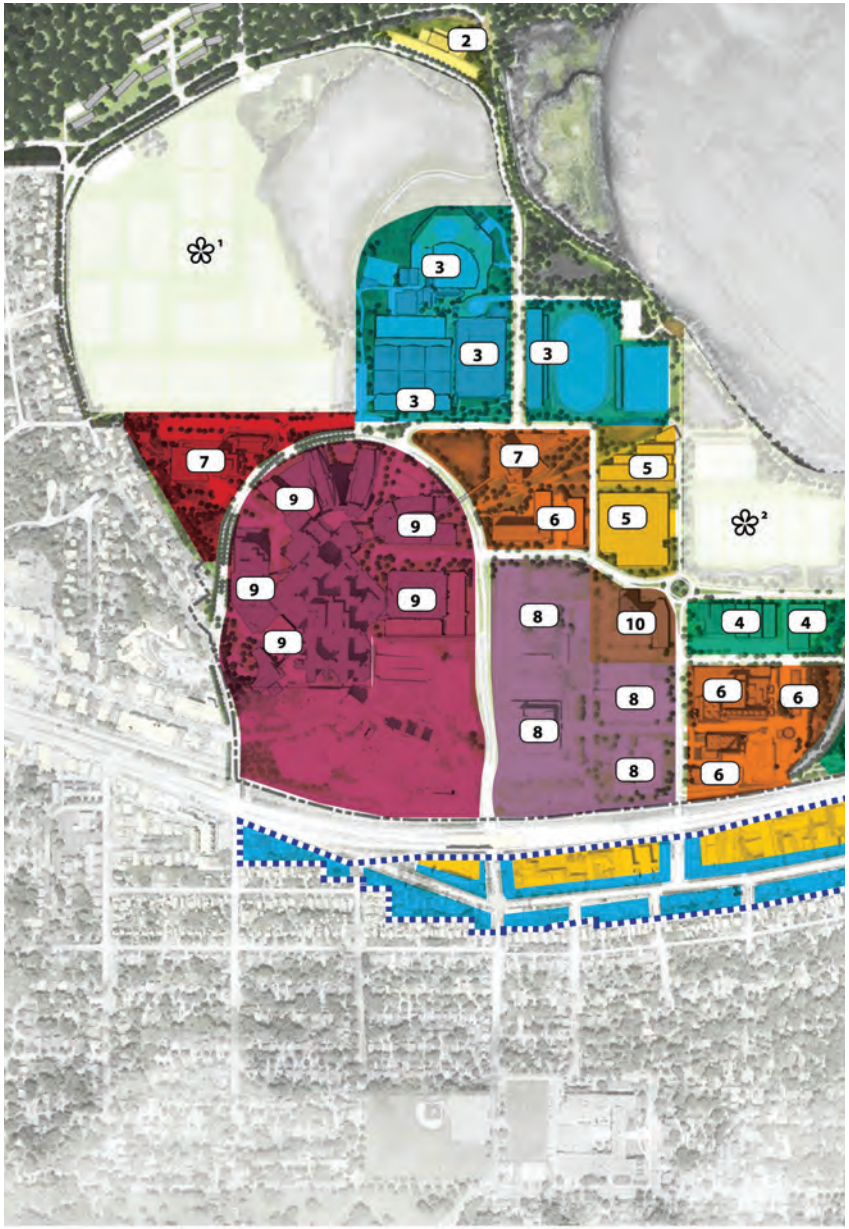
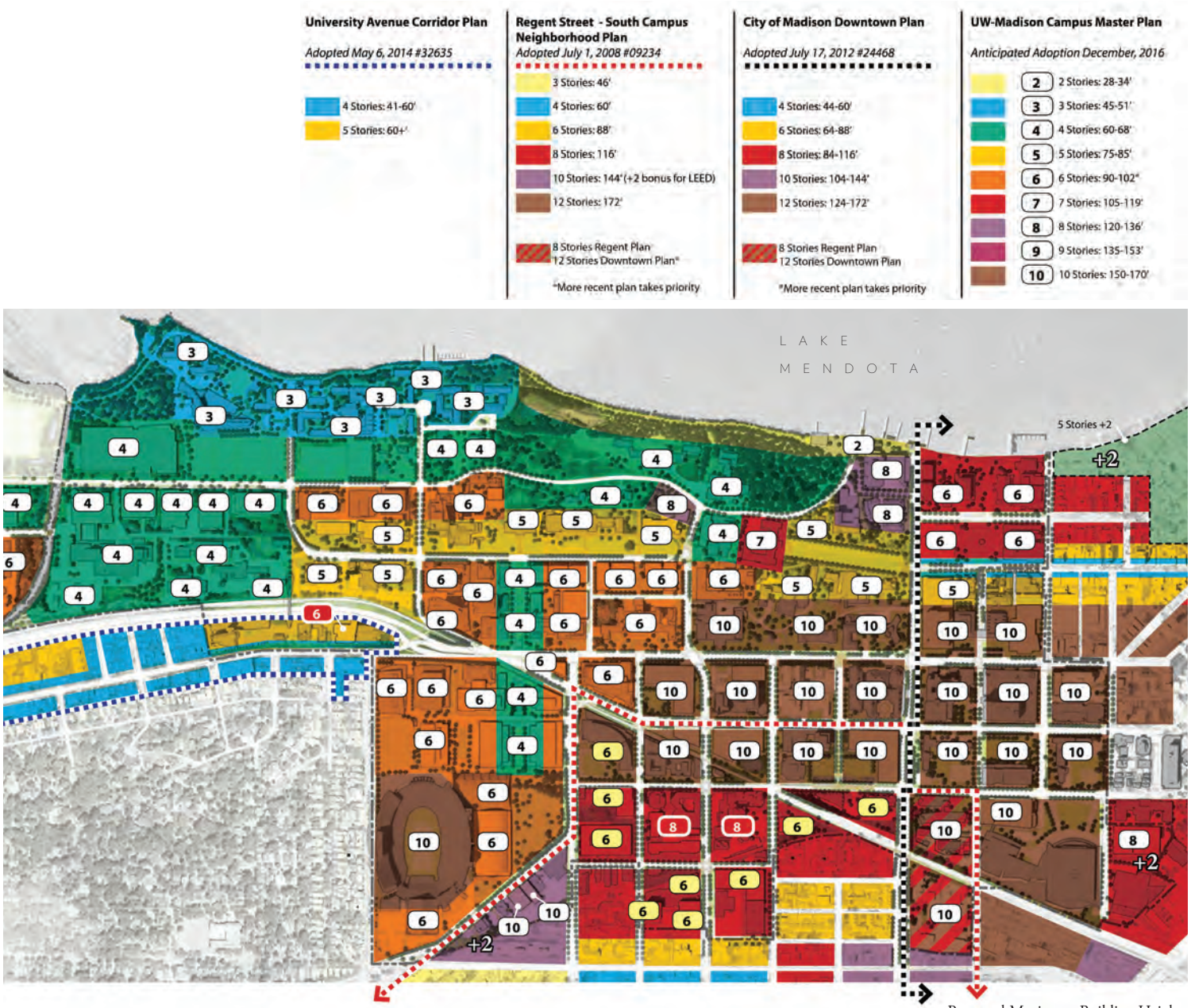


Figure 7-4 Proposed Building Heights



Proposed Maximum Building Heights

7.3 Campus Design Neighborhoods

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

Recreation Neighborhood

Defined by large contiguous open spaces that provide outdoor research, recreation, stormwater management, and restorative functions. Areas are considered significant scenic resources and are located primarily along the lake. Architectural development along these edges should consider interplay between these resources.

Health Sciences Neighborhood

Defined by clinical and related health sciences research and teaching functions. In addition, the master plan envisions a series of social opportunities for meetings, food, and gathering. Located on the west side of campus, the area includes both city of Madison and Village of Shorewood Hills jurisdictions.

Federal Neighborhood

Land not controlled by the University of Wisconsin. Located on the west side of campus, the area includes both city of Madison and Village of Shorewood Hills jurisdictions with ownership being divided among the Federal Government and the Veterans Administration Hospital Authority.

Near West Campus Neighborhood

Contains both a service and infrastructure area for utility production as well as both public and campus uses. As a topographic low point of campus and seen as a connecting link between Historic and West campus, this area is important for research, teaching, production particularly for the College of Agricultural and Life Sciences, and for campus-wide recreation.

Lakeshore Neighborhood

Defined as the core residential life neighborhood along Lake Mendota shoreline, this area should embrace its natural context and re-orient itself to the lake maintaining view corridors from public spaces, pedestrian walks, and street ends. The neighborhood should create places for community gathering and student oriented activities.

Historic Campus Neighborhood

Defined as the academic and historic core of campus, this area primarily includes classrooms and offices for faculty/staff, and administration. As the oldest portion of campus, it presents a traditional collegiate quad aesthetic with an architectural rich building inventory set in a verdant landscape setting.

East Campus Neighborhood

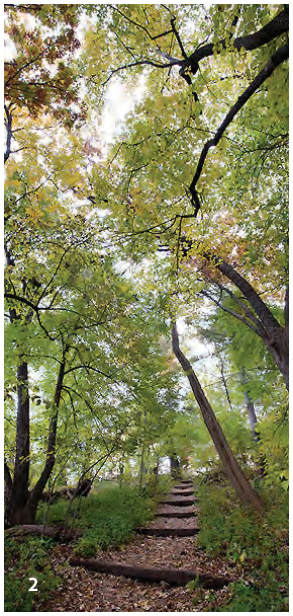
Defined as the portion of campus where town and gown interface, this area is mixed use neighborhood with housing and student services set along side performing arts, communication, and administrative activities. The inclusion of the Memorial Union, Library Mall, conference facilities, and dining services make this area a social hub. East Campus Mall provides a critical north-south linkage through the campus.

South Campus Neighborhood

Defined generally as the area south of University Avenue, this contains a number of individual schools and departments in buildings based around the urban street grid. Research, classroom, and office spaces are the primary use of the area. Taller buildings with minimal setbacks lend a dense urban character that is in need of additional open space. This area should maintain active street frontage uses to encourage a sense of civic life and keep "eyes on the street."

Event Center Neighborhood

Defined as three distinct nodes within the campus that contain the major event venues and as such, must be accessible for thousands of campus users and visitors. These areas must be respectful of adjacent neighborhoods and consider treatments that break down the scale of the large building masses. They must also provide for extensive pedestrian access and event programming while maintaining a campus feel when not in use.



1. Howard Temin Lakeshore Path

2. John Muir Woods

3. Far West Playfields

Recreation Neighborhood

Overview & Location

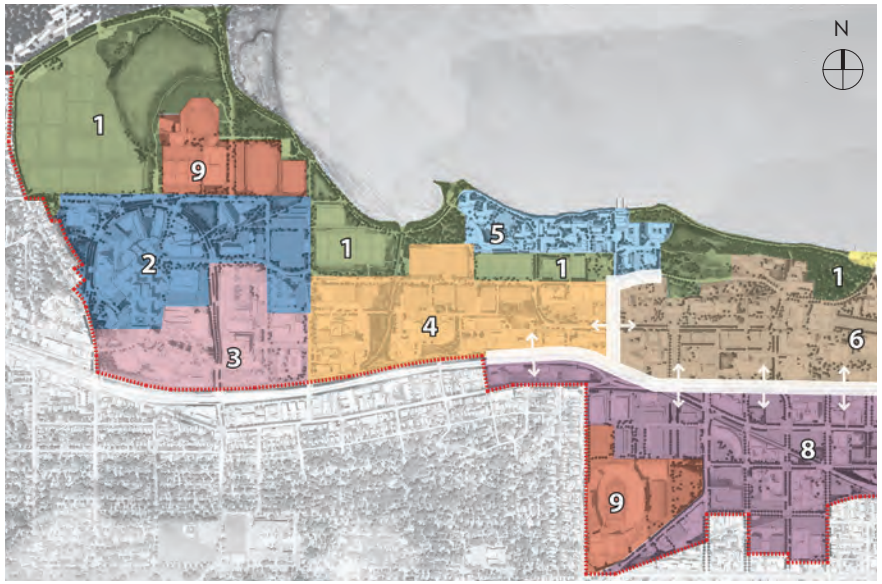
Defined by large contiguous open spaces that provide research, recreation, relaxation, stormwater management, habitat, and restorative functions. These areas are considered significant scenic resources and are located primarily along the lake. Architectural development within this area is atypical. When proposed, development should be heavily influenced by the surrounding natural context and place an emphasis on sustainability. Buildings should be lower in scale and mass to preserve lake viewsheds and reduced densities.

While significantly contributing to UW-Madison sense of place, this neighborhood spans the edge of Lake Mendota and transitions into the 300-acre Lakeshore Nature Preserve. The Recreation Neighborhood's location and character afford the best opportunities for the campus to engage the lakefront and promote education and interpretation to a wide audience. The area consists of a wide spectrum of functions, from untouched and naturalized landscapes, to horticultural gardens and active recreation.

The southern boundary of the neighborhood is generally defined by Marsh Drive (extended) on the west and Observatory Drive throughout the remainder of the campus. While the Lakeshore Neighborhood graphically divides this area, buildings here should have the sense of being in nature and situated to preserve views and quality naturalized vegetation. The Recreation Neighborhood areas of Observatory Hill, and Muir Woods to the north of the Historic Campus Neighborhood are considered passive and natural areas and help to define what people consider the traditional collegiate campus, especially along the iconic lake front.

Note: The Lakeshore Nature Preserve that lies approximately north and east of University Bay Drive is not included in this design neighborhood. Reference the Lake Shore Nature Preserve master plan for information specific to this area.

Area: 130 acres (20 percent of 636-acre planning area)



Recreation = Active & Passive

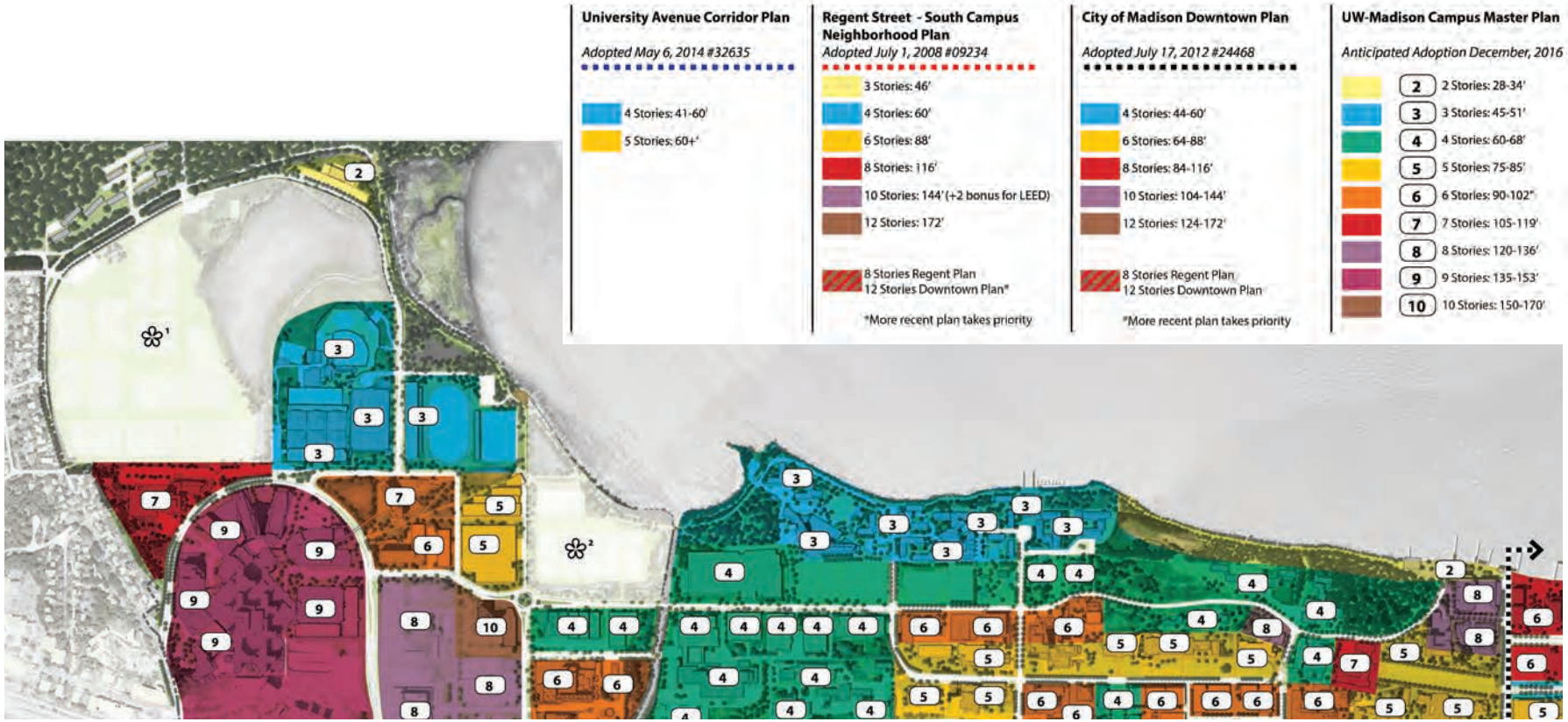
The refreshment of mind, body, or spirit through play and/or relaxation

Recreation
Neighborhood Key Plan

Key Plan

Massing & Scale

- Building edges facing important pedestrian corridors, gathering spaces, or exceptional natural resources shall have transparent treatments to enhance visual access between inside and outside, as well as enliven outdoor spaces to promote activity. Transparency shall occur where building activity is highest to balance energy efficiency needs.
- Proposed building massing shall consider daylight penetration into all spaces of the building.
- Limit buildings and structures within this neighborhood to preserve existing natural amenities and characteristics.
- Proposed buildings shall be smaller in size with maximum footprints of 40,000 GSF within a maximum 4-story structure.
- Building massing shall be of a human scale that is highly articulated to provide visual interest and blend with the natural context.



Building Heights

- Building heights are to generally match the urban context to the south and east, crescendo in height along the campus arterials of University Avenue and Johnson Street and become lower as the lakeshore is approached.
- Consider existing topography and the natural campus setting when determining building heights.
- Building heights are recommended to be set below the adjacent tree canopy and have limited visibility when viewed from Lake Mendota.
- Buildings are recommended to be a maximum of 4 floors to promote interaction with the natural environment and respond to the adjacent context.
- Buildings should generally have pitched or butterfly type roofs.
- Consideration of accessible and/or highly visible green roofs shall be considered.

NOTES:

1. *Colors relate to building heights.*
2. *Where discrepancies arise between adopted plans, most current plan takes precedent.*
3. *(x) Numbers indicate UW-Madison 2015 Campus Master Plan proposed maximum building heights. Floor quantities indicated equate to 15-17' floor to floor heights.*
4. *x Indicate proposed HIGHER maximum heights than approved plans.*
5. *x Indicate proposed LOWER maximum heights than approved plans.*
6. *"+2" Additional floors approved for exceptional design/LEED.*
7. *Zoned Conservancy District, buildings not anticipated*
8. *Viewshed agreement, any proposed buildings require additional approval.*

Key Plan

Build-To Lines

- Refer to the Build-To Dimensions matrix for specific distances related to street frontages and major open space corridors.
- The primary build-to lines in the recreation neighborhood involve interaction with the Lakeshore Nature Preserve and open space frontages. As such, planning and design associated with tree preservation, construction staging, and erosion control will be of primary interest.
- Where buildings are proposed adjacent to the Recreation Neighborhood and no build-to line is indicated, it is recommended that planning and design be considered on an individual basis to balance program and open space.
- Build-to lines are given to prevent flat, expansive, lifeless street or open space facades. The majority of the building facade should be brought to the suggested buid-to line while still achieving facade articulation and interest that is compatible within the neighborhood.

Note: *The placement of new buildings should respond to the alignment of adjacent buildings and adhere to the landscape framework plan which defines signature open space corridors. New buildings should be placed to engage and improve the quality of the campus landscape. While proposed buildings should be placed to maximize efficiency and use of the site, they should not block major pedestrian, habitat, stormwater, or visual corridors. Placement is ultimately dictated on a site by site basis to respond to the immediate context and ensure the building positively contributes to the whole of the campus.*

Build-To Dimensions

The neighborhood matrix references each of the streets within the Campus Design Neighborhood and further identifies the nuances along that street frontage to provide guidance when determining architectural build-to limits. These limits ensure architectural framing of the street is occurring where appropriate, green space is preserved, and that a pleasing human-scaled pedestrian space is created that allows for street activation and socialization.

- *Street Name: Name of street located within the neighborhood.*
- *Description: Segment of street in neighborhood, as widths and character may vary.*
- *Existing Corridor Width (CW): Identified existing corridor width is per Dane County mapping data.*
- *Orientation: What side of street segment guidelines are being applied.*
- *Build-To Line: Distance from back of the sidewalk where majority of the building should interface.*
- *Building Ht. Max: As identified by neighborhood/city plans and per anticipated UW program need.*
- *Step Back Req'ts: Recommended story height at Build-To line/distance (feet) of step back.*
- *CW Stormwater: Is the area between the sidewalk/path and street appropriate for green infrastructure.*

1. RECREATION NEIGHBORHOOD							
Street Name	Description	Existing RW*	Orientation	Build-to Line from RW*	Building Ht. Max.	Step Back Req'ts	RW* Stormwater
University Bay Drive	Oxford Rd. to Colgate Rd.	72-86'					
			E	-	2	-	NO
	Oxford Rd. to Marsh Dr.	66'	N (W/E)	-	2	-	YES
			S (W/E)	-	2	-	YES
Walnut Street (Pedestrian)	Marsh Dr. to Observatory Dr.	80'					
			E	-	-	-	NO
Observatory Drive	Walnut St. to Willow Creek	70'	N	-	-	-	YES
	Willow Creek to Babcock Dr.	64'	N	25'	4	None	YES
	Babcock Dr. to Park St.	60-64'	N	-	4	None	NO
			S	25'	4	3rd & Above - 15' Min.	NO
Willow Drive	Lot 58 to Observatory Dr.	68'	W	The Preserve	-	-	YES
			E	-	4	None	YES
Elm Drive	Lot 37 to Observatory Dr.	62'	W	20'	4	3rd & Above - 15' Min.	YES
			E	20'	4	3rd & Above - 15' Min.	YES
Babcock Drive	Tripp Circle to Observatory Dr.	60'	W	30'	4	3rd & Above - 15' Min.	NO

* RW = Street corridor width

Key Plan

Landscape Principles

This area contributes to the primary physical identify of campus through its relationship to the lakefront, the Lakeshore Nature Preserve, and the naturalized landscape character of rolling topography, woods, riparian corridors, and wetlands. Future development should ensure these resources are preserved and enhanced.

- Vegetation shall be managed to promote engagement with the lakeshore and support native habitat for a diverse mix of flora and fauna.
- Foster naturalized landscapes to reduce maintenance needs and promote ecosystem services. These under used landscapes contribute in functional ways to stormwater management and habitat creation.
- Many of our campus cultural resources, Allen Centennial Gardens, Muir Woods, and Native American burial mounds, reside in this area. Ensure proper management and development respect.
- The Howard Temin Lakeshore Path is a heavily used recreational and transportation corridor along the lakeshore linking the Recreation Neighborhood together. Balance human uses and natural habitat.
- As the physical and psychological lungs of the campus, preserve and restore these areas for health and wellness of campus, as well as the community and the region at large.

Note: *The list of statements characterize the neighborhood in regard to the Landscape Master Plan Guiding Principles. These principles were established to assist landscape recommendations in reaching the goals of the Campus Master Plan. Refer to the Landscape Master Plan and Landscape Development Standards for further information.*

Landscape Guidelines

The Recreation Neighborhood contains two primary recreation typologies: playing fields and naturalized environments. These scenic areas reveal the natural history of campus and contribute significantly to UW-Madison.

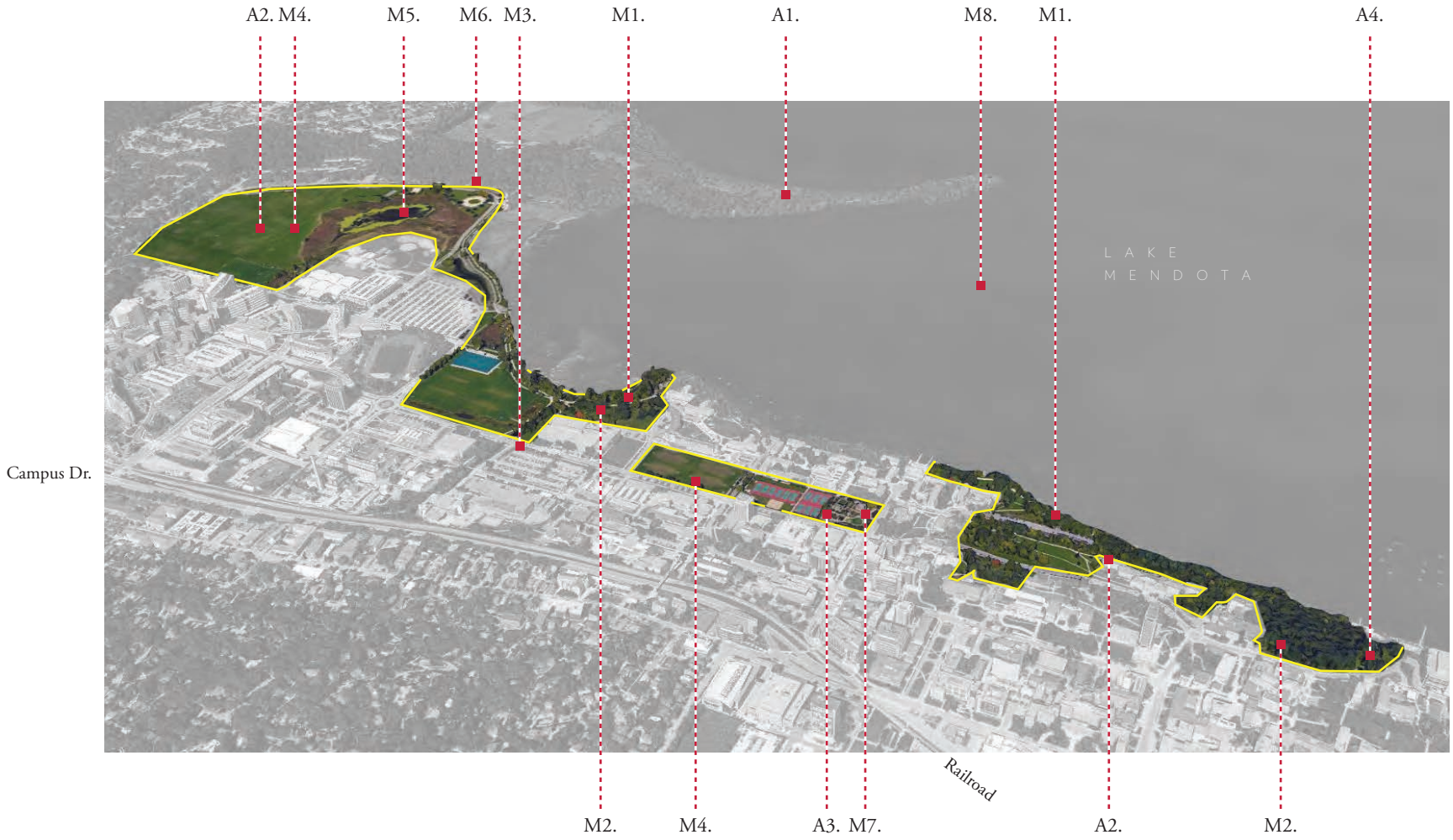
- **Naturalized landscapes:** Maintain and restore woodland areas such as Muir Woods as natural areas that provide ecosystem services and human enjoyment. New stormwater features should be naturalistic in form and use native plants along the lakeshore and west near the Lakeshore Nature Preserve. Avoid hard edges and provide opportunities for people to interact without dividing contiguous natural areas.
- **Athletics and recreation:** Maintain contiguous open spaces with minimal plant palette. Maintain views to the lake. Locate playing fields with north-south orientation for optimal playing conditions.
- **Parking and service:** Consider stabilized aggregate or pervious pavers as low impact development alternatives adjacent to the lakeshore. Integrate parking areas into the landscape and provide vegetative screening to buffer views of cars. Consider the view from Lake Mendota and avoid runoff to the lake or natural areas.

Campus Greens
Courtyards, Plazas, & Gardens
Campus Fabric
Naturalized Landscapes
Streetscapes
Parking and Service

Note: *The list of statements characterize the nature of the identified typologies as defined by the Landscape Master Plan. Refer to the Landscape Master Plan and Landscape Development Standards for further information.*

Materials & Styles: Existing Conditions

Reference the opposite page for material (Mx) and architectural feature (Ax) references.

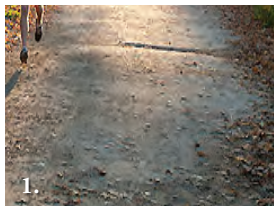


Materials & Styles

The Recreation Neighborhood has very few buildings set within the defined boundaries of the neighborhood. New construction within these areas shall be informed by the context integrating both the natural environment and sustainability features. Aspects related to green building, renewable resources, restorative environments, and low impact development shall be common characteristics of buildings within this neighborhood. This neighborhood shall also have a contextual impact on its adjacencies, informing a relationship between the interior and exterior environment.

Materials

M1. Wisconsin Limestone Screenings
M2. Nature
M3. Limestone Veneer (Ashlar Pattern)
M4. Recreational Fields
M5. Wetland/Marsh
M6. Glacial Erratic Stone (Color Mix)
M7. Tan Brick
M8. Lake


1.

2.

3.

4.

5.

6.

7.

8.

Architectural Styles

– Environmental Modernism




Schlitz Audubon Nature Center

Architectural Features

A1. Framed Views/Long Views
A2. Large Open Spaces
A3. Ornamental Detailing
A4. Integration with Nature


1.

2.

3.

4.

Building Inventory

The building inventory lists all of the buildings within the defined campus neighborhood. Buildings are listed alphabetically by the official campus building name (per the Campus Map). Additional inventory information includes:

- *Year building construction was completed.*
- *Year(s) major renovation projects were completed.*
- *Defining architectural style.*
- *Primary exterior material use.*

Building	Built	Renovated	Style	Materials
Agricultural Dean's Residence	1897			Brick
Hasler Laboratory for Limnology	1963	--	Post World War II	Steel, Reinforced Concrete
Water Science & Engineering Lab	1905	1928 add., 1970-1980's remodel	Georgian Revival	Brick, Concrete

Considerations

Considerations include information related to the planning, design, and approval of a typical building and/or landscape architecture campus project. It is to be reviewed as a resource identifying locations of materials that UW project teams reference most often. Not all projects will require each identified item. All projects should review the reference list and determine with the UW project manager applicability to the project.

Site Amenities & Vegetation

- 2015 Landscape Development Standards
- Division of Facilities Development Master Specifications–Division 32
- UW-Madison Technical Guidelines–Division 32

Past Plans

- 2006 Lakeshore Nature Preserve Master Plan Cultural Landscape Report
- 2016 Allen Centennial Garden Master Plan

Restoration/Preservation Efforts

- Class of 1918 Marsh Restoration
- University Bay Restoration
- Willow Creek Restoration Project
- Observatory Hill
- John Muir Woods

Neighborhood Specific Conditions

- Viewshed Protection Agreement–WARF
- Friends of Lakeshore Nature Preserve

Historical and Cultural Resources

- Cultural Landscape Report
- Historic Property Review Requirements
- Archaeological Site Review Requirements
- Archaeological Management Guidelines
- Indian Burial Mound Management Policy

Well Head District/Locations

- City of Madison Unit Well 6 (University Bay Drive & University Ave.)
- City of Madison Unit Well 19 (Lake Mendota Drive)
- City of Madison Unit Well 27 (N. Randall Ave. & Bike Path)

City of Madison Zoning (Chapter 28)

- Campus Institutional District (CI)
- Conservancy District (CN)

1. West Campus from Lake Mendota

2. Hospital back toward Historic Campus

3. Hospital Complex & V.A. Hospital

Health Sciences Neighborhood

Overview & Location

Defined by clinical and related health sciences research and teaching functions. In addition the master plan envisions a series of social opportunities for meetings, food, and gathering. Located on the west side of campus, the area includes both city of Madison and Village of Shorewood Hills jurisdictions with ownership being dispersed between the Board of Regents, UW Hospital Authority, and the VA Hospital.

The UW Hospital complex and supporting facilities are the defining characteristic of this area. Many of the buildings are physically connected, but are designed and detailed to appear as separate buildings through material change and setback differentials. A key recommendation to this area is the enhancement of the lake connection. This connection is recommended to occur both visually from the hospital complex and physically via a green corridor from Highland Avenue to the lakeshore. Buildings shall be placed to frame this corridor and programmed to encourage activity.

The northern boundary of the neighborhood abuts the Far West Playfields, which are currently zoned Conservancy (CN) in the Madison General Ordinance (Chapter 28). Buildings and structures along this frontage are recommended to thoughtfully interface with this land use type. The western boundary is defined by residential land in the Village of Shorewood Hills and University Bay Drive. On the east, where much of the proposed development is planned over the long-term, the area consists of recreational fields and Health Sciences expansion. The southern edge is defined by ownership and consists of the VA Hospital and Federal lands. Buildings along this area are recommended to consider VA Hospital master planning efforts.

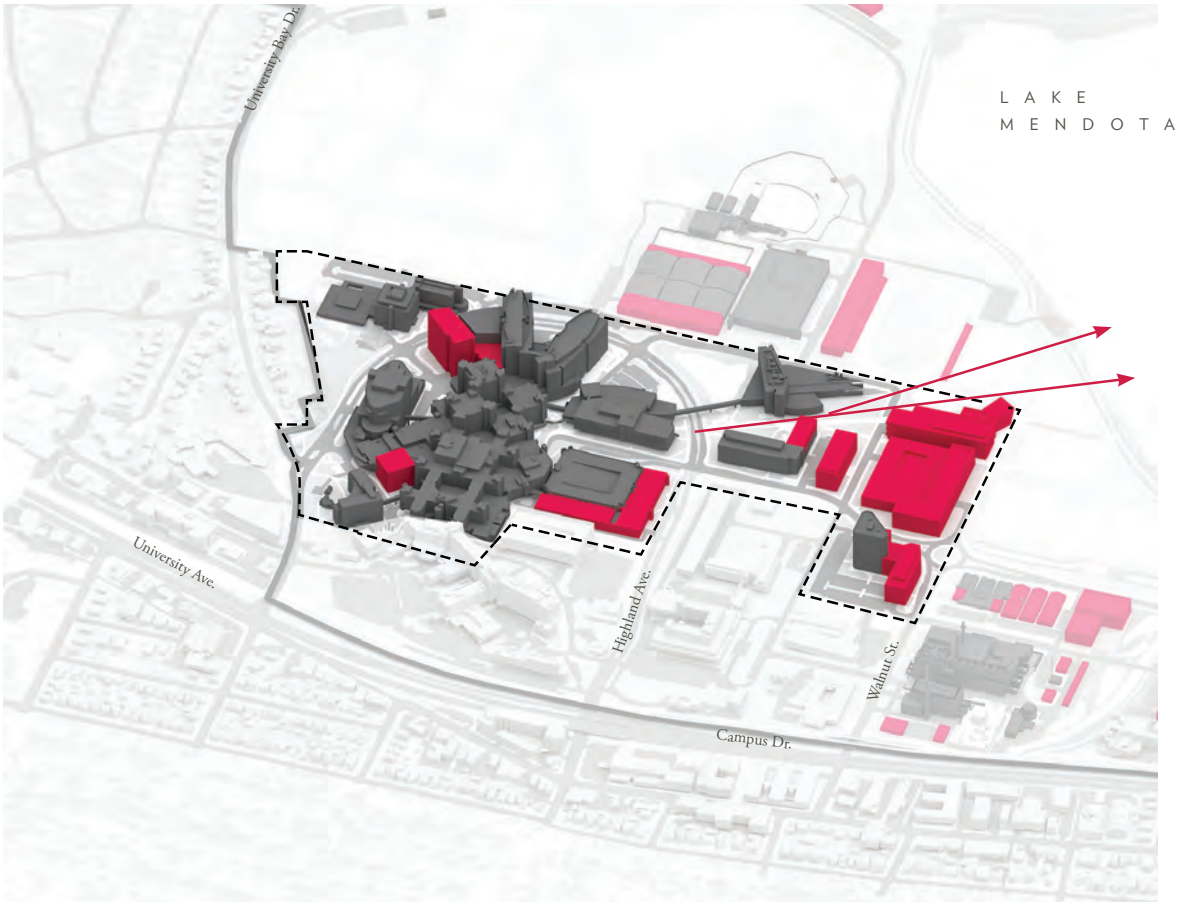
Area: 64 acres *(10% of 636 acre planning area)*

Health Sciences
Neighborhood Key Plan

Key Plan

Massing & Scale

- Buildings shall have a base, middle, and top. Visual emphasis is to be given to the ground floor through door and window scale, architectural detailing, and greater floor-to-floor heights.
- New buildings should correspond to their neighbors in volume, scale, and level of detail. Necessarily large buildings should either be located among other such buildings or be broken down into smaller masses and given an appropriate level of detail.
- Where buildings are set back at upper stories, use lower roofs as green roofs, balconies, terraces, and gardens.
- Buildings are to be planned around internal open spaces, courtyards, and/or green roofs.
- Utilize architectural articulation such as changes in material, fenestration, architectural detailing, or other elements to break down the scale.
- Joint development projects with and on the Federal Neighborhood lands to the south should consider increased heights and bulk, creating a more cohesive area.
- Limit building/structure heights toward the east boundary to maintain the visual lake connection.
- Density is recommended for the eastern portion of this design neighborhood along Walnut Street.



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4. (x) Indicate proposed HIGHER maximum heights than approved plans.
5. (x) Indicate proposed LOWER maximum heights than approved plans.
6. "+2" Additional floors approved for exceptional design/LEED.
7. [1] Zoned Conservancy District, buildings not anticipated
8. [2] 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 Stories: 28-34'
- 3 Stories: 45-51'
- 4 Stories: 60-68'
- 5 Stories: 75-85'
- 6 Stories: 90-102'
- 7 Stories: 105-119'
- 8 Stories: 120-136'
- 9 Stories: 135-153'
- 10 Stories: 150-170'

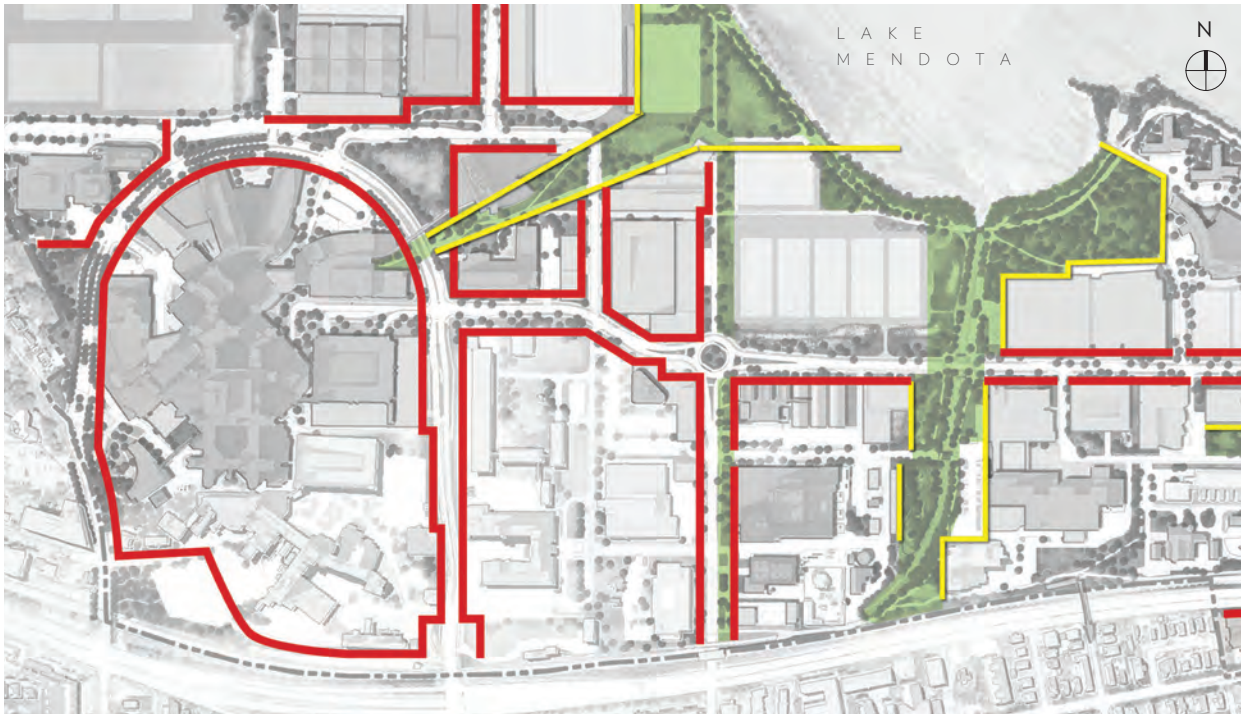
Building Heights

- Buildings along the edges of the neighborhood may be taller, but should be designed to lessen their mass and bulk against these more natural areas of campus.
- Building heights to step down toward the lake to promote views from the hospital complex.
- Buildings along the northern Walnut Street frontage should be kept at 5 stories or less to ensure the WARF building viewshed is preserved.
- Buildings should generally have flat roofs with a variety of planes and steps. Activate spaces with roof terraces and/or gardens.
- Consideration of accessible and/or highly visible green roofs shall be considered.

Key Plan

Build-To Lines

- Refer to the Build-To Dimensions matrix for specific distances related to street frontages and major open space corridors.
- The primary build-to lines in the Health Sciences Neighborhood promote a maximizing of available land while being involved with a variety of land owners. program and open space.
- Where buildings are proposed adjacent to open space, it is recommended that building placement be considered on an individual basis to integrate an inside/outside relationship.
- Build-To lines are given to prevent flat, expansive, lifeless street or open space facades. The majority of the building facade should be brought to the suggested build-to line while still achieving facade articulation and interest that is compatible within the neighborhood.



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Build-To Dimensions

The neighborhood matrix references each of the streets within the campus design neighborhood and further identifies the nuances along that street frontage to provide guidance when determining architectural build-to limits. These limits ensure architectural framing of the street is occurring where appropriate, green space is preserved, and that a pleasing human-scaled pedestrian realm is created that allows for street activation and socialization.

- *Street Name: Name of street located within the neighborhood.*
- *Description: Segment of street in neighborhood, as widths and character may vary.*
- *Existing Corridor Width (CW): Identified existing corridor width is per Dane County mapping data.*
- *Orientation: What side of street segment guidelines are being applied.*
- *Build-To Line: Distance from back of sidewalk where majority of building should interface.*
- *Building Ht. Max: As identified by neighborhood/city plans and per anticipated UW program need.*
- *Step Back Req'ts: Recommended story height at Build-To line/distance (feet) of step back.*
- *CW Stormwater: Is the area between the sidewalk/path and street appropriate for green infrastructure.*

2. HEALTH NEIGHBORHOOD							
Street Name	Description	Existing RW*	Orientation	Build-to Line from RW*	Building Ht. Max.	Step Back Req'ts	RW* Stormwater
University Bay Drive	Highland Ave. to Marshall Ct.	60'					
			E	40'	9	3rd & Above - 15' Min.	NO
Highland Avenue	University Bay Dr. to Lot 75 Exit	64-74'	N (W/E)	20' (step as indicated)	7	None	NO
			S (W/E)	20' (step as indicated)	9	None	NO
Marsh Drive	Highland Ave. to New Road	60-84'					
			S	10'	7	3rd & Above - 30' Min.	YES
Observatory Drive	Highland Ave. to Walnut St.	62'	N	35'	6|5	5rd & Above - 15' Min.	YES
			S	30'	10	3rd & Above - 15' Min.	NO
New N/S Road (60' RW* min.)	Marsh Dr. to Observatory Dr.	-	W	15'	6|7	None	YES
			E	15'	5	None	YES
Walnut St. (Pedestrian & Street)	Marsh Dr. to Linden Dr.	56'	W	30'	5	5th & Above - 15' Min.	YES

* RW = Street corridor width

Key Plan

Landscape Principles

Develop the character of the Health Sciences Neighborhood as a traditional campus within a campus with large buildings organized around quadrangles, courtyards, and naturalized green spaces.

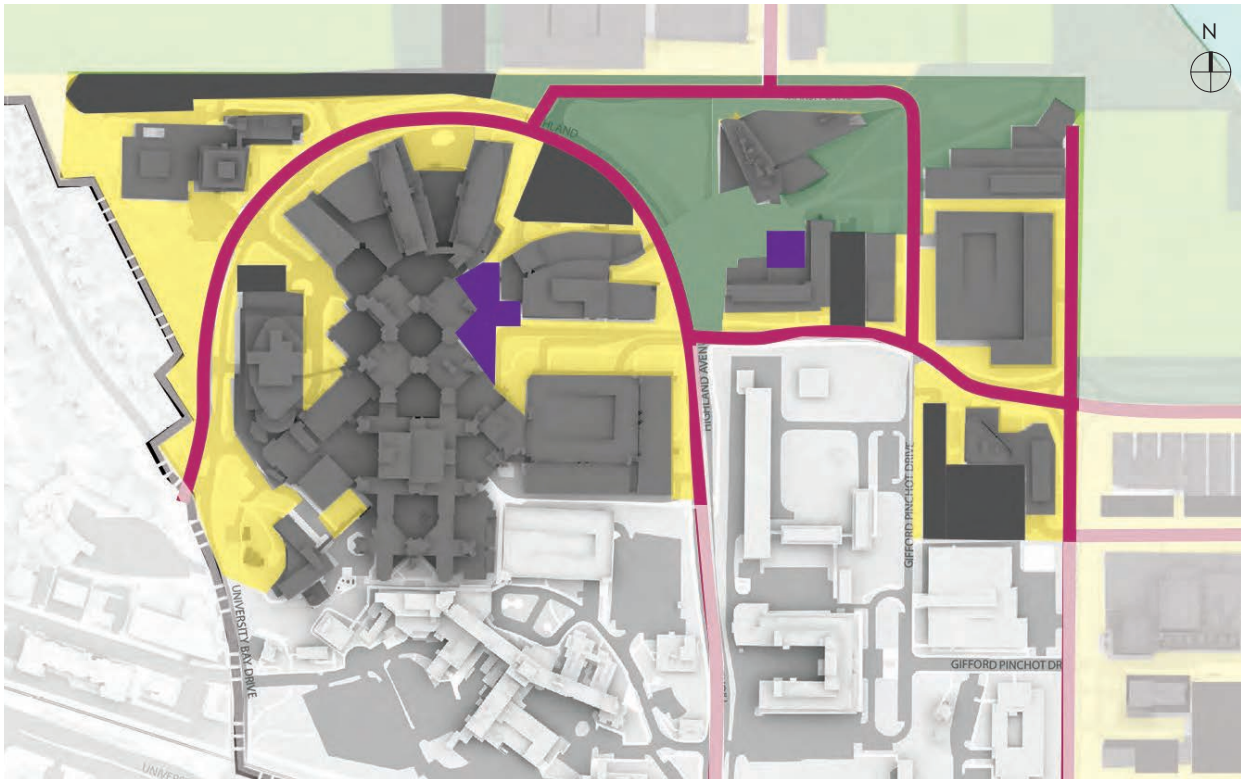
- Traditional landscape aesthetic on the hospital grounds, becoming increasingly naturalized toward the lake.
- Preserve, enhance, and create new viewsheds to Lake Mendota from the UW Hospital and WARF Building.
- Announce the arrival to UW Hospital, enhance pedestrian comfort, and better manage stormwater through street tree planting and green infrastructure.
- Encourage restorative landscape experiences through the implementation of therapeutic gardens and green roofs, living walls, and naturalistic landscape treatments.
- Continue to foster naturalized landscapes to promote ecosystem services and restorative health qualities.

Note: *The list of statements characterize the neighborhood in regard to the Landscape Master Plan Guiding Principles. These principles were established to assist landscape recommendations in reaching the goals of the Campus Master Plan. Refer to the Landscape Master Plan and Landscape Development Standards for further information.*

Landscape Guidelines

Reflecting its large building footprints and sprawling pattern of development, the landscape structure of the Health Sciences Neighborhood is composed largely of the campus fabric typology.

- **Campus fabric:** Gardenesque landscape character south of Highland Avenue to project the UW Hospital brand. Plant large deciduous trees to provide human scale and buffer the building mass. Moving east from UW Hospital, the landscape transitions to become increasingly irregular and naturalized as it approaches the lake.
- **Naturalized landscapes**: Naturalistic stormwater retention ponds and short-grass meadow planting strengthening the connection to the lake and reducing maintenance costs. Trees planted in irregular stands mimic the original oak savanna.
- **Courtyards, plazas, terraces, and gardens:** Courtyards and areas between buildings should integrate ornamental deciduous canopy trees to provide a human scale and screen views from upper building levels. Spaces directly reflect the surrounding architectural context, reinforcing the sense of place. Use a high degree of native planting to enhance the connection between the immediate campus and the lands of the Lakeshore Nature Preserve.

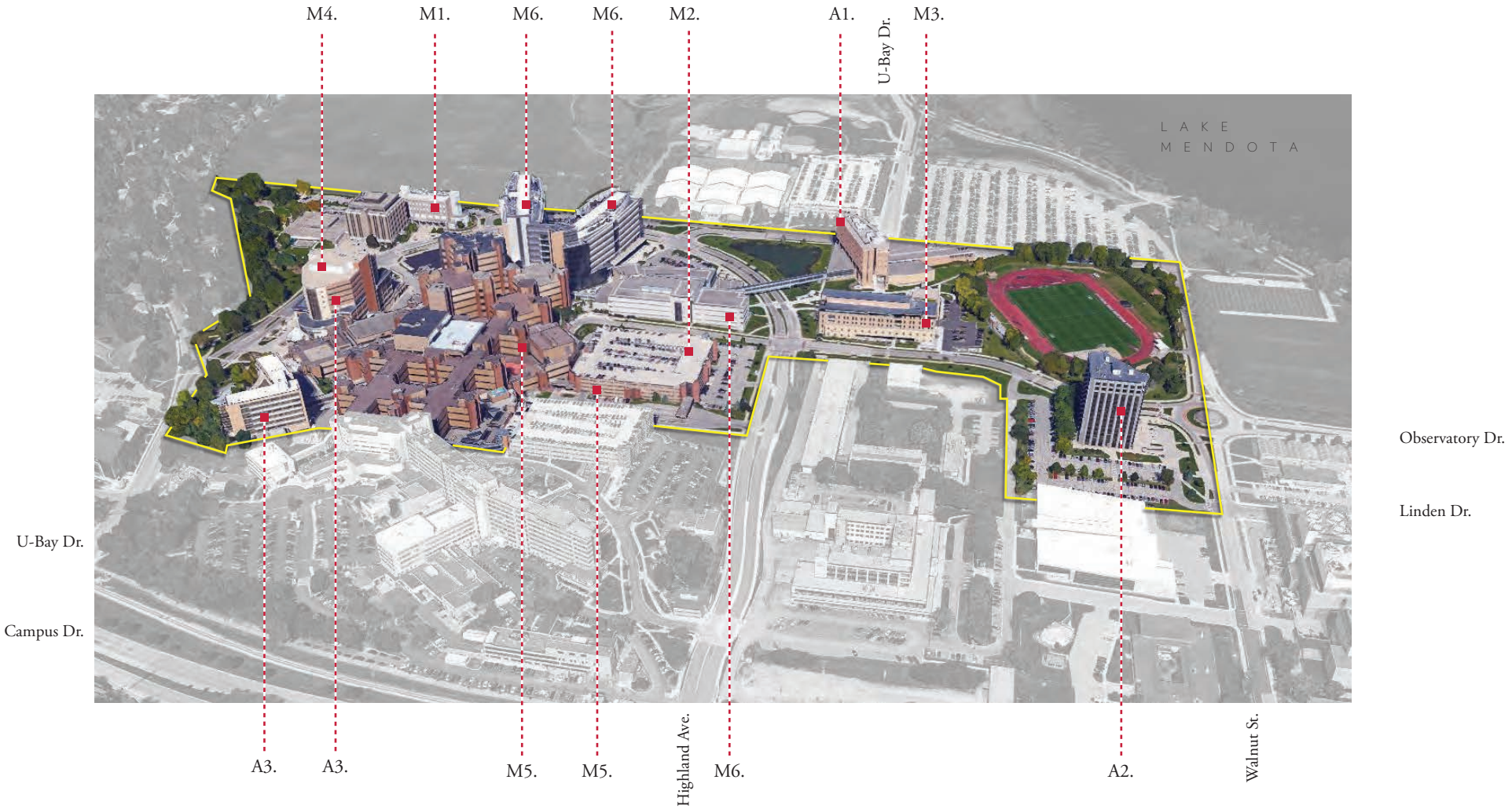


- Campus Greens
- Courtyards, Plazas, & Gardens
- Campus Fabric
- Naturalized Landscapes
- Streetscapes
- Parking and Service

Note: *The list of statements characterize the nature of the identified typologies as defined by the Landscape Master Plan. Refer to the Landscape Master Plan and Landscape Development Standards for further information.*

Materials & Styles: Existing Conditions

Reference the opposite page for material (Mx) and architectural feature (Ax) references.



Materials & Styles

The Health Sciences Neighborhood is primarily composed of a complex of buildings and reads as a singular entity. While material differentiation is visible between the core hospital building and the ring buildings along Highland Avenue, there is a cohesiveness that defines this area of campus. New construction within this area shall be informed by the building use, including aspects of technology, leading-edge research, and health and wellness aspects to design. Building materials and styles should evoke a more natural aesthetic as they approach the lakeshore and recreational fields to the north.

Materials

M1. Brick, Glass, Metal
M2. Precast Concrete
M3. Kasota Limestone
M4. Light Colored Metal
M5. Dark Colored Brick
M6. Glazing Bands


M1.


M2.


M3.

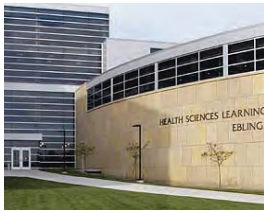

M4.


M5.


M6.

Architectural Styles

– *Modern*
– *Post World War II*
– *Environmental Modernism*



Architectural Features

A1. Large building scales and massings
A2. Lake views (from & toward)
A3. Horizontal banding, facade arcs


A1.


A2.


A3.

Building Inventory

The building inventory lists all of the buildings within the defined campus neighborhood. Buildings are listed alphabetically by the official campus building name (per the Campus Map). Additional inventory information includes:

- *Year building construction was completed.*
- *Year(s) major renovation projects were completed.*
- *Defining architectural style.*
- *Primary exterior material use.*

Building	Built	Renovated	Style	Materials
901 University Bay Drive	1853	1943 restoration		Local Sandstone, Timber
American Family Children's Hospital	2005	--		Limestone, Sandstone, Brick
Health Sciences Learning Center	2002	--	Contemporary	Precast Concrete Panels, Masonry, Aluminum, Glass
McArdle	1962	2000 remodeled	Post World War II	Brick, Concrete
Rennebohm Hall	1998	--		Masonry, Brick, Glass, Metal, Concrete
UW Hospital and Clinics	1977	2012	Beaux Arts	Brick
UW Medical Foundation Centennial Building	2008	--		Sandstone, Brick, Limestone
Waisman Center	1971	2007	Post World War II	Brick, Concrete
WARF Building	1969	--	Post World War II	Granite, Porcelain Spandrel Panels
Wisconsin Institute of Medical Research	2005	--	Contemporary	Precast Concrete Panels, Kasota Stone Panel, Aluminum, Glass

Considerations

Considerations include information related to the planning, design, and approval of a typical building and/or landscape architecture campus project. It is to be reviewed as a resource identifying locations of materials that UW project teams reference most often. Not all projects will require each identified item. All projects should review the reference list and determine with the UW project manager applicability to the project.

Site Amenities & Vegetation

- 2015 Landscape Development Standards
- Division of Facilities Development Master Specifications–Division 32
- UW-Madison Technical Guidelines–Division 32

Past Plans

- 2013 University of Wisconsin Hospital & Clinics Master Plan
- 2014 University Avenue Corridor Plan

Restoration/Preservation Efforts

- Class of 1918 Marsh Restoration

Neighborhood Specific Conditions

- Viewshed Protection Agreement–WARF
- Viewshed Protection Agreement–UW Hospital
- Village of Shorewood Hills

Historical and Cultural Resources

- 2005 Cultural Landscape Report
- Historic Property Review Requirements
- Archaeological Site Review Requirements

Well Head District/Locations

- City of Madison Unit Well 6 (U-Bay Drive & University Ave.)

City of Madison Zoning (Chapter 28)

- Campus Institutional District (CI)

1. Design Neighborhood Overview

2. Forest Products Laboratory Buildings

3. VA Hospital (Foreground)

Federal Neighborhood

Overview & Location

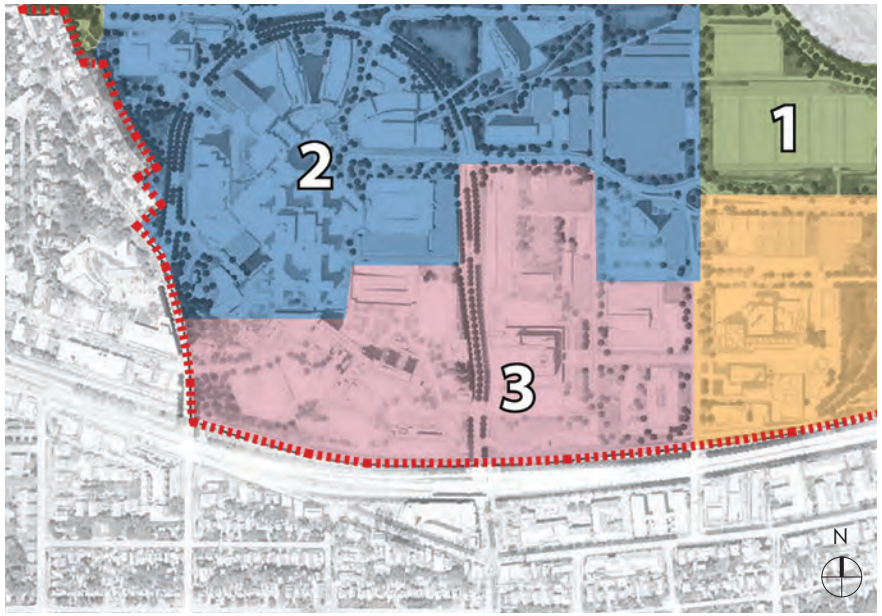
Land not owned by the University of Wisconsin. Located on the west side of campus, the area includes both City of Madison and Village of Shorewood Hills jurisdictions with ownership being divided among the Federal Government and the Veterans Administration (VA) Hospital Authority. The design neighborhood is bounded by Campus Drive to the south, University Bay Drive to the west, the UW Hospital and Observatory Drive to the north, and Walnut Street to the east.

The area is defined by the VA Hospital building complex and the Forest Products Laboratory building complex. The VA Hospital, which varies in height from 2-8 stories, is typical of hospital development where the central core has been added onto over the years creating a complex series of connected buildings. The remainder of this site is composed of surface parking lots and landscape patches. The Forest Products Laboratory area is a series of interconnected low slung buildings laid out on a orthogonal grid. While the land owners and uses are similar throughout this portion of the design neighborhood the area has a research park feel where buildings have corresponding parking lots and landscape buffers separating the structures. Future development in this area is recommended to include greater density and better shared land use strategies.

The Campus Drive Shared-Use Path and the Wisconsin & Southern Railroad (WSOR) line run along the southern frontage. A wooded area at the northeast corner of University Bay Drive and Campus Drive creates a welcoming aesthetic for both the Village of Shorewood Hills and the Far West Campus.

Lands in this area were given by the Board of Regents to the Federal Government when the university was in its infancy. Lands where given with the condition that if the receiving governmental agency no longer needed said lands, they would revert back to campus property, hence the importance of guidelines for this area.

Area: 42 acres *(6% of 636 acre planning area)*



Federal
Neighborhood Key Plan

Key Plan

Massing & Scale

- Where building type or program requires a larger, broad floor area, the building mass should still be articulated. Smaller wings and additions to the main building mass will help modulate the scale.
- Buildings shall have a base, middle, and top. Visual emphasis is to be given to the ground floor through door and window scale, architectural detailing, and greater floor-to-floor heights.
- New buildings should correspond to their neighbors in volume, scale, and level of detail. Necessarily large buildings should either be located among other such buildings or be broken down into smaller masses and given an appropriate level of detail.
- Buildings are to be planned around internal open spaces, courtyards, and/or green roofs.
- Utilize architectural articulation such as changes in material, fenestration, architectural detailing, or other elements to break down the scale.
- Joint development projects with the Health Sciences Neighborhood lands to the north should consider increased heights and bulk, creating a more cohesive area.

NOTES:

1. Colors relate to building heights.
2. Where discrepancies arise between adopted plans, most current plan takes precedent.
3. (x) Numbers indicate UW-Madison 2015 Campus Master Plan proposed maximum building heights. Floor quantities indicated equate to 15-17' floor to floor heights.
4. (x) Indicate proposed HIGHER maximum heights than approved plans.
5. (x) Indicate proposed LOWER maximum heights than approved plans.
6. "+2" Additional floors approved for exceptional design/LEED.
7. ❀¹ Zoned Conservancy District, buildings not anticipated
8. ❀² Viewshed agreement, any proposed buildings require additional approval.

University Avenue Corridor Plan

Adopted May 6, 2014 #32635

- 4 Stories: 41-60'
- 6 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 Stories: 28-34'
- 3 Stories: 45-51'
- 4 Stories: 60-68'
- 5 Stories: 75-85'
- 6 Stories: 90-102'
- 7 Stories: 105-119'
- 8 Stories: 120-136'
- 9 Stories: 135-153'
- 10 Stories: 150-170'

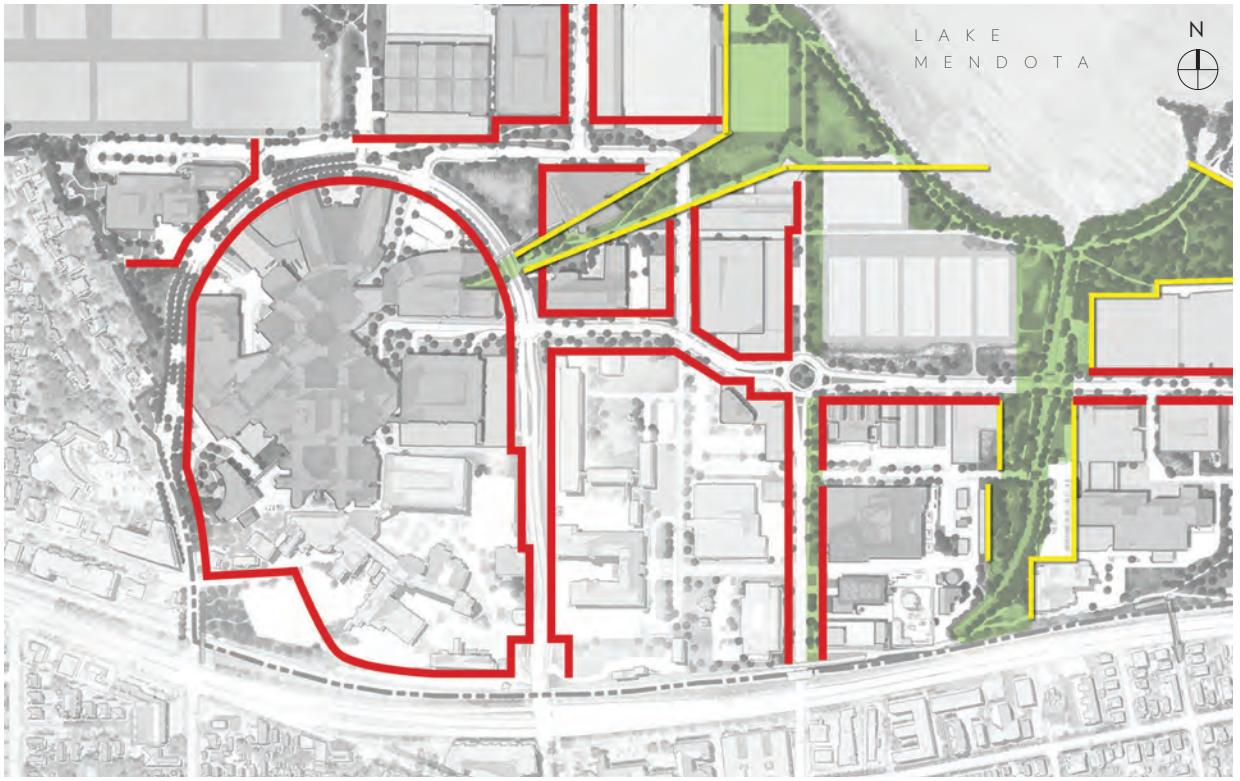
Building Heights

- Building heights are to generally match the urban context to the south and east, crescendo in height along Campus Drive and become lower as the lakeshore is approached.
- Generally 8 stories is recommended for this area with significant modulation to reduce building mass.
- Buildings should generally have flat roofs with the addition of green roofs where feasible.

Key Plan

Build-To Lines

- Refer to the Build-To Dimensions matrix for specific distances related to street frontages and major open space corridors.
- The primary build-to lines in the Federal Neighborhood involve interaction with the Health Science Design Neighborhood. As such, planning and design associated with these areas shall be coordinated in tandem.
- Build-to lines are given to prevent flat, expansive, lifeless street, or open space facades. The majority of the building facade should be brought to the suggested build-to line while still achieving facade articulation and interest that is compatible within the neighborhood.
- Build-to lines preserve the wooded area on the corner of University Avenue and University Bay Drive.
- Creation of an arrival portal is indicated along Highland Avenue at the existing underpass.
- Walnut Street is indicated to have a wider cross section to provide street tree plantings and better pedestrian experience.



Note: *The placement of new buildings should respond to the alignment of adjacent buildings and adhere to the landscape framework plan which defines signature open space corridors. New buildings should be placed to engage and improve the quality of the campus landscape. While proposed buildings should be placed to maximize efficiency and use of the site, they should not block major pedestrian, habitat, stormwater, or visual corridors. Placement is ultimately dictated on a site by site basis to respond to the immediate context and ensure the building positively contributes to the whole of the campus.*

Build-To Dimensions

The neighborhood matrix references each of the streets within the campus design neighborhood and further identifies the nuances along that street frontage to provide guidance when determining architectural build-to limits. These limits ensure architectural framing of the street is occurring where appropriate, green space is preserved, and that a pleasing human-scaled pedestrian realm is created that allows for street activation and socialization.

- *Street Name: Name of street located within the neighborhood.*
- *Description: Segment of street in neighborhood, as widths and character may vary.*
- *Existing Corridor Width (CW): Identified existing corridor width is per Dane County mapping data.*
- *Orientation: What side of street segment guidelines are being applied.*
- *Build-To Line: Distance from back of sidewalk where majority of building should interface.*
- *Building Ht. Max: As identified by neighborhood/city plans and per anticipated UW program need.*
- *Step Back Req'ts: Recommended story height at Build-To line/distance (feet) of step back.*
- *CW Stormwater: Is the area between the sidewalk/path and street appropriate for green infrastructure.*

3. FEDERAL NEIGHBORHOOD							
Street Name	Description	Existing RW*	Orientation	Build-to Line from RW*	Building Ht. Max.	Step Back Req'ts	RW* Stormwater
University Bay Drive	Highland Ave. to University Ave.	70'					
			E	45'	9	5th & Above - Min. 30'	NO
Highland Avenue	Lot 75 to Campus Dr.	82'	W	20'	9	5th & Above - Min. 30'	NO
			E	20'	8	5th & Above - Min. 30'	NO
Walnut St.	Linden Dr. to Campus Dr.	80'	W	30'	8	3rd & Above - Min. 30'	NO
Observatory Drive	Highland Ave. to lot 64	62'					
			S	40'	8	3rd & Above - Min. 15'	NO

* RW = Street corridor width

Key Plan

Landscape Principles

The Federal Neighborhood landscape is utilitarian in character with little hierarchy of spaces. This area of the campus landscape is under Federal Government jurisdiction.

- Soften landscape edges for a smooth transition between Federal and UW-Madison managed landscapes.
- Use campus typologies to create a hierarchy, emphasizing important spaces and connections to surrounding campus.
- Strengthen the Highland Avenue streetscape to unify the Federal Neighborhood with the Health Sciences Neighborhood.
- Promote robust street tree plantings along Walnut Street and Observatory Drive.

Note: *The list of statements characterize the neighborhood in regard to the Landscape Master Plan Guiding Principles. These principles were established to assist landscape recommendations in reaching the goals of the Campus Master Plan. Refer to the Landscape Master Plan and Landscape Development Standards for further information.*

Materials & Styles

The Federal Neighborhood, although consisting of buildings not designed by the university or State of Wisconsin, has a distinctive aesthetic and character. This area is primarily composed of large floor plate, low-expansive buildings that have minimal architectural articulation. Buildings tend to be more blocky in form with repetition in fenestration occurring both vertically (research-based buildings) and horizontally (service-based buildings).

Materials

M1. Wood Elements
M2. Light Colored Brick
M3. Architectural Medallions
M4. Textured Concrete
M5. Composite Cladding
M6. Precast Panels

** No oblique view provided, intentionally.*

Architectural Styles

– *Art Deco*
– *International*
– *Post World War II*
– *Environmental Modernisn*




Architectural Features

A1. Blocky Massing
A2. Vertical Repetition
A3. Low Expansive Buildings

Building Inventory

The building inventory lists all of the buildings within the defined campus neighborhood. Buildings are listed alphabetically by the official campus building name (per the Campus Map). Additional inventory information includes:

- *Year building construction was completed.*
- *Year(s) major renovation projects were completed.*
- *Defining architectural style.*
- *Primary exterior material use.*

Building	Built	Renovated	Style	Materials
Cereal Crops Research Unit	2005	--		Brick
Forest Products Laboratory	1910	1975, 1996 add.	Georgian Revival	Brick
Veterans Administration Hospital	1981	1995	Post World War II	Steel, Reinforced Concrete, Brick Facing, Precast Concrete Panels

Considerations

Considerations include information related to the planning, design, and approval of a typical building and/or landscape architecture campus project. It is to be reviewed as a resource identifying locations of materials that UW project teams reference most often. Not all projects will require each identified item. All projects should review the reference list and determine with the UW project manager applicability to the project.

Site Amenities & Vegetation

- 2015 Landscape Development Standards
- Division of Facilities Development Master Specifications–Division 32
- UW-Madison Technical Guidelines–Division 32

Past Plans

- 2013 University of Wisconsin Hospital & Clinics Master Plan
- 2013 Madison Transit Corridor Study

Neighborhood Specific Conditions

- Village of Shorewood Hills

Historical and Cultural Resources

- Historic Property Review Requirements
- Archaeological Site Review Requirements

Well Head District/Locations

- City of Madison Unit Well 6 (University Bay Drive & University Ave.)

City of Madison Zoning (Chapter 28)

- Campus Institutional District (CI)

1. West Campus Cogeneration Facility

2. Meat Science Laboratory

3. Stock Pavilion

Near West Neighborhood

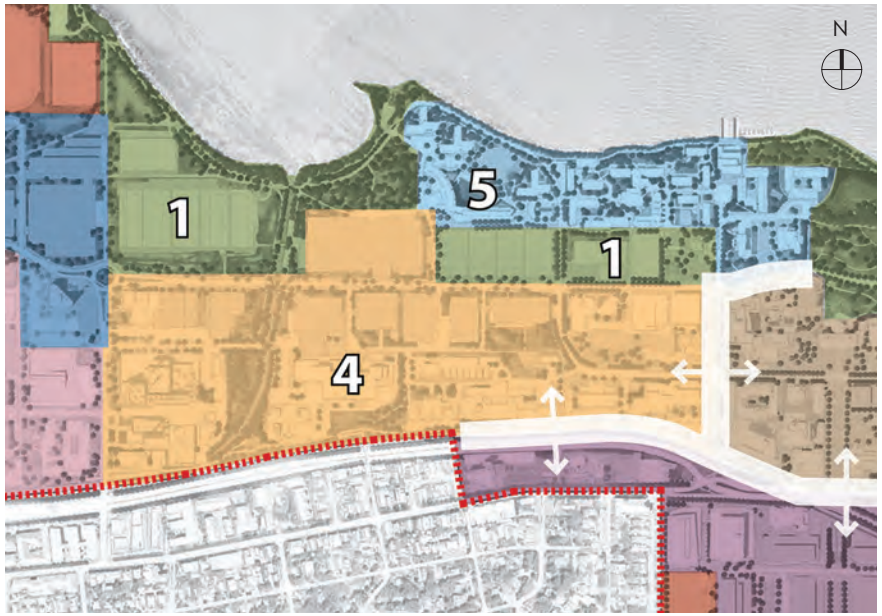
Overview & Location

As a topographic low point of campus between Walnut Street and Babcock Drive, the area is seen as a connecting link between the Historic and West campus design neighborhoods. This area is important for research, teaching, and production particularly for the College of Agriculture and Life Sciences. Containing both an academic/research function as well as a service and infrastructure function, the design neighborhood also includes the West Campus Cogeneration Facility and the Walnut Street Heating Plant.

The area has two unique ways in which it is experienced and must address both in proposed designs. From the south the experience is via vehicular travel and site lines are toward the back-of-house operations toward many of the buildings. Design should address this situation to create a pleasing aesthetic via architectural features, service access, and/or screening treatments. The other method the area is experienced is internal via pedestrian movements. Architecture and landscape need to work together to ensure a desirable human experience is achieved. As a green district, the area shall employ strategies to reduce energy dependence, enhance eco-system services, honor the historic structures, and promote green infrastructure practices.

The design neighborhood is bounded by Walnut Street to the west, Babcock Drive to the east, Campus Drive to the south, and Observatory Drive to the north. The Natatorium is also included in this neighborhood to reinforce the importance of its architectural design and presence to Observatory Drive and the area in general.

Area: 68 acres *(11% of 636 acre planning area)*

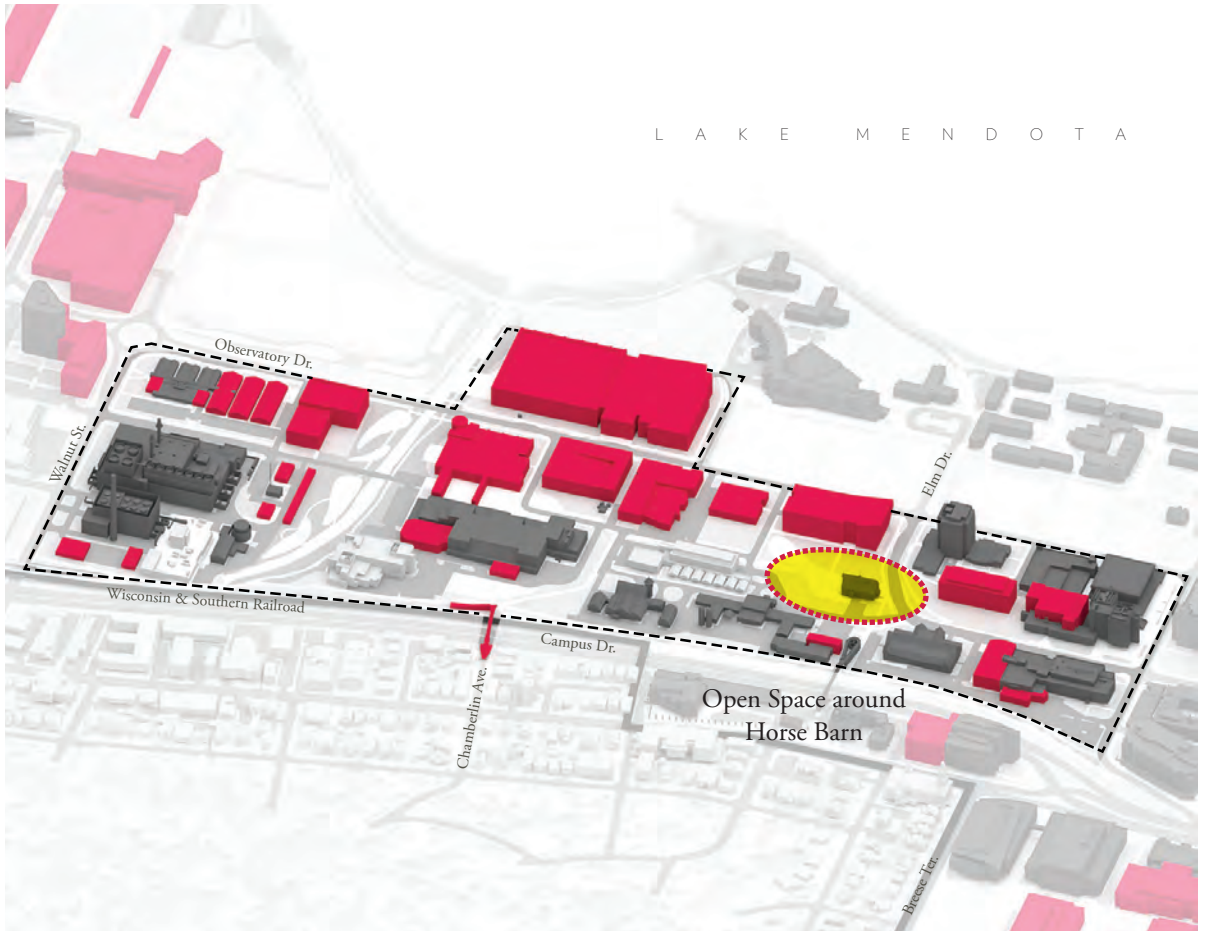


Near West
Neighborhood Key Plan

Key Plan

Massing & Scale

- Where building type or program requires a larger, broad floor area, the building mass should still be articulated. Smaller wings and additions to the main building mass will help modulate the scale.
- Buildings shall have a base, middle, and top. Visual emphasis is to be given to the ground floor through door and window scale, architectural detailing, and greater floor-to-floor heights.
- New buildings should correspond to their neighbors in volume, scale, and level of detail. Necessarily large buildings should either be located among other such buildings or be broken down into smaller masses and given an appropriate level of detail.
- Minimize footprints as necessary to balance program need with providing an exemplary green district and collegiate setting.
- Begin each new building with symmetry in plan, although asymmetrical ideas can be introduced when necessary. Use an assemblage of repeating and overriding forms for interest and economy of costs. Buildings should follow a typology that will allow for flexibility of simple plan forms.
- Utilize architectural articulation such as changes in material, fenestration, architectural detailing, or other elements to break down the scale.



NOTES:

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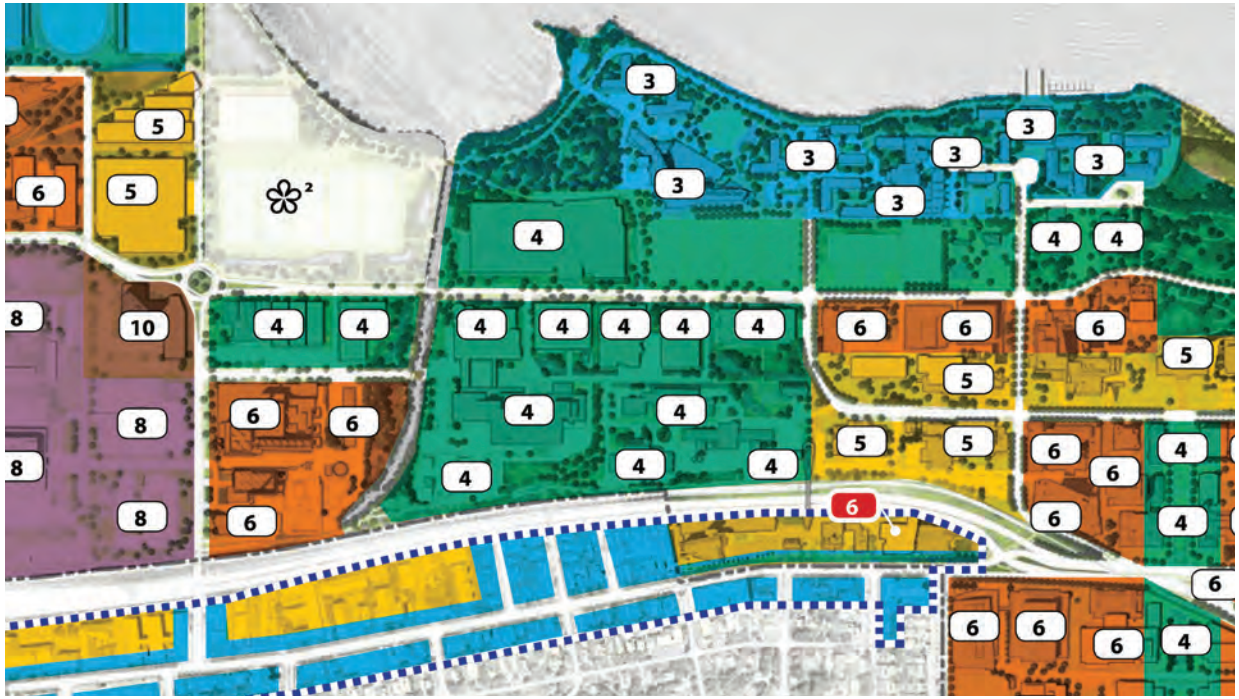

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- 5 Stories: 60+'

Regent Street - South Campus Neighborhood Plan

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- 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

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- 5 Stories: 75-85'
- 6 Stories: 90-102'
- 7 Stories: 105-119'
- 8 Stories: 120-136'
- 9 Stories: 135-153'
- 10 Stories: 150-170'

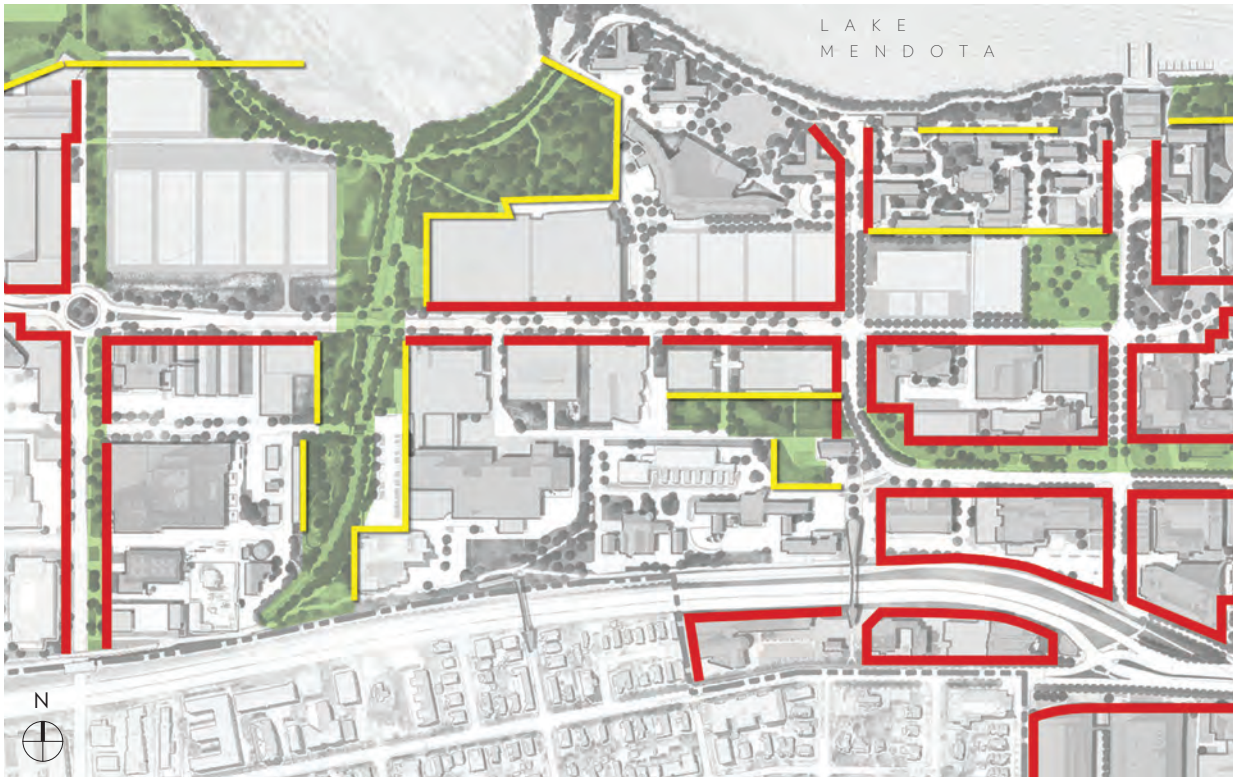
Building Heights

- Building heights are to generally match the urban context along campus edges.
- Buildings along the edges of the neighborhood may be taller, but should be designed to lessen their mass and bulk.
- Buildings should generally have flat roofs but reference historical agrarian structures in the area as precedent architecture.
- Consideration of accessible and/or highly visible green roofs shall be considered.

Key Plan

Build-To Lines

- Refer to the Build-To Dimensions matrix for specific distances related to street frontages and major open space corridors.
- The primary build-to lines in the Near West neighborhood reflect the linear east/west orientation of the area with emphais placed along Observatory Drive.
- Where buildings are proposed adjacent to the recreation neighborhood and no build-to line is indicated, it is recommended that planning and design be considered on an individual basis to balance program and open space.
- Buildings along open space networks shall be more varied and orgnaic to reflect there unique campus location.
- Build-to lines are given to prevent flat, expansive, lifeless street or open space facades. The majority of the building facade should be brought to the suggested build-to line while still achieving facade articulation and interest that is compatible within the neighborhood.



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Build-To Dimensions

The neighborhood matrix references each of the streets within the campus design neighborhood and further identifies the nuances along that street frontage to provide guidance when determining architectural build-to limits. These limits ensure architectural framing of the street is occurring where appropriate, green space is preserved, and that a pleasing human-scaled pedestrian realm is created that allows for street activation and socialization.

- *Street Name: Name of street located within the neighborhood.*
- *Description: Segment of street in neighborhood, as widths and character may vary.*
- *Existing Corridor Width (CW): Identified existing corridor width is per Dane County mapping data.*
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- *Build-To Line: Distance from back of sidewalk where majority of building should interface.*
- *Building Ht. Max: As identified by neighborhood/city plans and per anticipated UW program need.*
- *Step Back Req'ts: Recommended story height at Build-To line/distance (feet) of step back.*
- *CW Stormwater: Is the area between the sidewalk/path and street appropriate for green infrastructure.*

4. NEAR WEST CAMPUS NEIGHBORHOOD							
Street Name	Description	Existing RW*	Orientation	Build-to Line from RW*	Building Ht. Max.	Step Back Req'ts	RW* Stormwater
Observatory Drive	Walnut St. to Willow Creek	70'					
			S	25'	4	3rd & Above - Min. 15'	YES
	Willow Creek to Elm Dr.	66'	N	25'	4	3rd & Above - Min. 15'	YES
			S	25'	4	3rd & Above - Min. 15'	YES
	Elm Dr. to Babcock Dr.	60'					
			S	25'	6	3rd & Above - Mn. 15'	YES
Linden Drive	Walnut St. to Willow Creek	68'	N	15'	4	None	NO
			S	10'	6	5th & Above - Min. 30'	NO
	Willow Creek to Elm Dr.	55'	N	20'	4	None	YES
			S	30'	4	None	YES
	Elm Dr. to Babcock Dr.	60-70'	N	100	5	3rd & Above - Min. 15'	NO
			S	10'	5	5th - Min. 15'	NO
Campus Drive	Walnut St. to Babcock Dr. (incld. RR)	140'	N	Not Applicable	4|5|6|	3rd & Above - Min. 30'	NO
Walnut Street	Observatory Dr. to Campus Dr.	80'					
			E	45'	4|6	5th & Above - Min. 30'	NO
Easterday Lane (new location)	Observatory Dr. to Linden Dr.	62'	W	20'	4	None	YES
			E	20'	4	None	YES
Willow Drive	Lot 58 to Observaotry Dr.	68'	W	-	4	None	YES
Elm Drive	Observatory Dr. to Linden Dr.	74'	W	15'	4	3rd & Above - Min. 15'	YES
			E	30'	5|6	3rd & Above - Min. 15'	NO
Babcock Drive	Observatory Dr. to University Ave.	54'	W	40'	5|6	3rd & Above - Min. 15'	NO

* RW = Street corridor width

Key Plan

Landscape Principles

The Near West Neighborhood is a transitional area on campus between the academic Historic Campus Neighborhood and the mixed professional Health Sciences and Federal neighborhoods. Originally developed with few space limitations, the redevelopment of this neighborhood places emphasis on improving the aesthetic, performing and restorative qualities of the landscape and its brand as a modern agricultural research campus.

- Develop the Near West Neighborhood as a unified green district of sustainable working landscapes. Manage stormwater on site through green infrastructure approaches such as rain gardens, bioswales, and constructed wetlands.
- Promote a naturalistic landscape aesthetic of no-mow lawns and irregular groupings of trees.
- Use native plants to transition the landscape from the formal Historic Campus Neighborhood to Willow Creek and the Lakeshore Nature Preserve.
- Provide outdoor spaces that engage with Willow Creek as a restorative landscape experience.
- Back of house operations should be screened from view along Campus Drive.

Note: *The list of statements characterize the neighborhood in regard to the Landscape Master Plan Guiding Principles. These principles were established to assist landscape recommendations in reaching the goals of the Campus Master Plan. Refer to the Landscape Master Plan and Landscape Development Standards for further information.*

Landscape Guidelines

Similar to the Health Sciences Neighborhood, the Near West Neighborhood is composed largely of the campus fabric typology. As this area has matured, its needs have evolved resulting in the creation of new open spaces like the Near West Commons and a re-vitalized Willow Creek.

- **Campus fabric:** Transitional landscape between the formal lawns of the Historic Campus Neighborhood and the naturalized Willow Creek corridor. Accordingly, the campus fabric should be picturesque becoming increasingly naturalized moving west toward Willow Creek.
- **Campus green:** The new campus green at the Horse Barn should be pastoral in character with open lawn and irregular stands of oak trees. Incorporate naturalistic rain garden swales to manage stormwater on site.
- **Naturalized landscapes**: Restore the riparian edge of Willow Creek and create naturalistic constructed wetland features west of the creek to manage stormwater from the immediate watershed.
- **Courtyards, plazas, terraces, and gardens:** Courtyards and plazas should respond to the surrounding architectural context while unifying the neighborhoods transitional aesthetic.

Campus Greens
Courtyards, Plazas, & Gardens
Campus Fabric
Naturalized Landscapes
Streetscapes
Parking and Service

Note: *The list of statements characterize the nature of the identified typologies as defined by the Landscape Master Plan. Refer to the Landscape Master Plan and Landscape Development Standards for further information.*

Materials & Styles: Existing Conditions

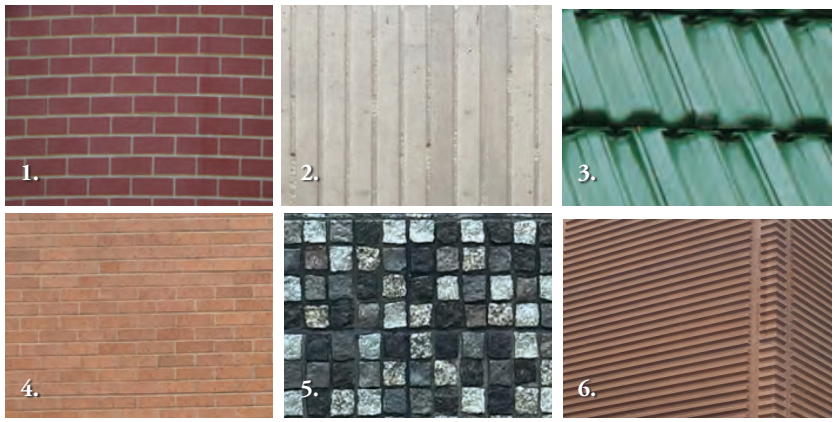
Reference the opposite page for material (Mx) and architectural feature (Ax) references.

Materials & Styles

The Near West Neighborhood covers 68 acres of the original agricultural campus. As such the area has developed around three architecturally significant agrarian-style buildings (Dairy Barn, Horse Barn, and the Stock Pavilion). Although materials and styles throughout this area do not directly relate to these historic structures, the ideas of form, texture, and mass are recommended to relate. New buildings should maintain a red/tan brick field with darker base materials with styles dictated by the building program and use.

Materials

M1. Red Brick
M2. Concrete Form
M3. Green Tile Roof
M4. Ochre Brick
M5. Dark Granite
M6. Precast Panels



Architectural Styles

– Modern
– Post World War II
– Picturesque

Architectural Features

A1. Agrarian Elements
A2. Buildings which show their function
A3. Lower Elevation Buildings (Horizontal)

Building Inventory

The building inventory lists all of the buildings within the defined campus neighborhood. Buildings are listed alphabetically by the official campus building name (per the Campus Map). Additional inventory information includes:

- *Year building construction was completed.*
- *Year(s) major renovation projects were completed.*
- *Defining architectural style.*
- *Primary exterior material use.*

Building	Built	Renovated	Style	Materials
1645 Linden Dr.	1868			Stucco, Wood Panels
1910 Linden Dr.	1956			Brick
502 Herrick Dr.	1961			Limestone Brick
Animal Sciences Building	1970	--	Post World War II	Brick, Concrete
Babcock Hall	1948	1956-milk tower add., 1988	International Style	Steel Reinforced Concrete, Brick, Aluminum
Barley and Malt Laboratory	1949	--	Unknown	Concrete, Brick
Biotron Laboratory	1964			Brick
Dairy Barn	1897	--	Normandy Design	Brick, Asphalt Shingles
Dairy Cattle Center	1953	--	Post World War II	Metal
Hanson Biomedical Sciences Building	1962			Brick
Horse Barn	1899	1935 reno	Normandy Design	Stone
Livestock Laboratory	1991			Brick,Aluminum
Meat Science and Muscle Biology Lab	1930			Limestone Brick
Natatorium Gymnasium	1965	--	Post World War II	Brick, Concrete
Poultry Research Laboratory	1956			Brick
Russell Labs	1963	1989 add.	Post World War II	Concrete, Brick
Seed Building	1936			Brick
Steenbock Memorial Library	1967	1995, 2006	Post World War II	Concrete, Brick
Stock Pavilion (animal husbandry)	1909	1957 add.	Picturesque	Red Brick, Concrete Trim, Yellow Brick, Green Tile
US Dairy Forage Research Center	1980	1988		Brick
Veterinary Medicine Building	1981	2003, 2013		Steel, Concrete Sheathed, Face Brick, Aluminum
Walnut Street Greenhouses	1954	1968 add.	Post World War II	Glass, Metal
Walnut Street Heating & Cooling Plant	1974	2013 add.	Post World War II	Precast Ribbed Panels, Brick, Concrete
West Campus Cogeneration Facility	2002	2013 add.	Unknown	Brick, Concrete
Wisconsin Veterinary Diagnostic Lab	2004	--	Unknown	Brick, Concrete