



**WISCONSIN**  
UNIVERSITY OF WISCONSIN-MADISON

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# CAMPUS DESIGN GUIDELINES & STANDARDS

**An Approach to a Pleasing Composition**  
*(rev. August 2017)*



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# Introduction

## Purpose

The purpose of the UW-Madison Campus Design Guide is to establish a framework for fruitful engagement between designers, the campus community, UW System Administration, the State’s Division of Facilities Development, the city of Madison, the Village of Shorewood Hills, and other stakeholders as we collectively interpret the intent of the current Campus Master Plan. The ultimate goal of such an effort is to enhance the university’s sense of place by creating a well-defined, functional, sustainable, beautiful and coherent campus environment that promotes intellectual and social exchange.

These guidelines, therefore, are intended to help designers of landscapes and buildings look for common unifying themes in order to strengthen the best physical features of the campus. They will also provide structure to the design review process to encourage design teams to leverage their creativity to ensure a harmonious balance between unity and uniqueness of designs within the overall campus context.

All projects on campus should be designed in accordance with these guidelines. Design review by the Campus Design Review Board and FP&M staff will provide oversight and guidance to ensure that quality and character of the campus are preserved and enhanced.

## Planning Tradition

Since it was established in 1848, the flagship and land grant university of the State of Wisconsin has maintained a rich campus planning tradition. As the campus continued to grow over time, successive campus master plans have responded to the evolving strategic directions of the university by developing buildings and landscapes that represented the spirit of their age while speaking with their own unique voices. The result of this evolution is the eclectic mix of architectural styles and aesthetic in our present day campus buildings and landscapes.

## Campus Character

The character of the UW-Madison campus is defined primarily by Lake Mendota with its four-mile shoreline creating the campus’ north boundary. Other defining features include the wooded 300-acre Lakeshore Nature Preserve, the historic campus with Bascom Hill as its focus, and the urban campus south of University Avenue in intimate dialogue with the city.

*“As many have observed, the axis of the Campus is at an angle with State Street on the east. Many have regretted this, and the architect, not being able to move mountains, have accepted the situation, and promise a dignified and adequate entrance to the campus at the intersection of State and Park streets.”*

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

As the 936-acre campus developed over time, the number of buildings arranged on the landscape multiplied taking up more open space. These buildings are stylistically eclectic as they represented the different periods in which each were built. Their sizes, heights and massing varied considerably with the smaller buildings located closer to the lake-shore on the north which maintains a more parklike feel.

*“The University Campus now sustains the condition of a beautiful park with university buildings in it. It has been the effort of the commission to preserve this so far as possible. It cannot be forgotten, however, that the university must one day dominate the campus, rather than have the campus dominate the university. As time passes and the demands press more imperatively, some of the wide open spaces must inevitably be built upon. Certain elements, like the wild-wood northwest of University Hall, will be permanently conserved, not only for its beauty, but for its value as the habitat of plants and animals of scientific interest. The picturesque views of Lake Mendota will likewise be as little disturbed as possible.”*

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



*Education Building*

The campus open space and landscape systems are as equally important as the buildings and provide the framework and connective tissue between the buildings. They are the life blood pumping through the organs and the whole could not survive without them. As we design for the campus buildings, we too must design for the landscapes that surround them such that they help integrate the building into the campus environment and blend those spaces into their respective neighborhoods.

*“These, comparable to the lungs of the organism, as the thoroughfares suggest its arteries, add to the convenience of communications, permanently assure abundance of unobstructed natural light and protect the plan against congestion or overcrowding.”*

– Arthur Peabody, Supervising Architect, “Report of the Architectural Commission on the General Design of University of Wisconsin,” d. 1909.

In general, the traditional collegiate campus open spaces, north of University Avenue, have a more fluid and picturesque quality utilizing native plantings and less formal landscape designs. The exception to this are the formally designed pedestrian malls (Henry Mall & Bascom Mall) as well as the linear streetscape systems that cross the campus (Observatory Drive, Linden Drive, etc.) Just as important are the large, sweeping open lawns in the traditional campus

that provide for large canopy trees on their edges, helping to define these spaces are outdoor rooms. Care must be taken in future building projects to preserve or create large open areas to accept the necessary large growth areas for these large trees. The open lawns must also be preserved as part of the landscape character of the traditional collegiate campus. Spaces such as Bascom Mall, Henry Mall, the lawn at Human Ecology (as part of the Greater Mall) and others would be devoid of their character and sense of place without these large panels of green lawn.

In the urban collegiate campus south of University Avenue, the campus landscapes take on a more rectilinear, formal urban landscape with more courtyards, hardscape plazas and defined open spaces based on the urban street grid. Taller, and higher density, building developments in this area however requires that the open spaces be more carefully designed so that they provide spaces for beneficial outdoor use and help mitigate the vehicular dominated urban grid.

Organized streetscapes are important across campus, not only in the south campus, but also in the more pastoral traditional collegiate campus to the north. Street trees help provide a sense of enclosure, provide shade for pedestrians walking along the sidewalks, mitigate stormwater, and help slow traffic by visually narrowing the field of view along the streets. This will be extremely important in the urban campus south of University Avenue as a means of mitigating vehicular traffic impacts and speeds as vehicles traverse through campus. The streetscape must also take into consideration spaces for benches, trash receptacles, traffic signage, directional signage, appropriate street and sidewalk lighting, as well as bus stops and transit oriented amenities.

The campus is blessed with large open play fields and recreation spaces, mainly on the west campus with a few on the east campus near the residence halls. These large open fields are important in providing organized recreational sports activities (football, soccer, rugby, ultimate frisbee, softball, etc). These spaces must be preserved for long term use as open recreation fields to help students socially interact outside the classroom, for regular exercise and for general

personal enjoyment. They also function as outdoor classrooms for teaching recreational sports through the physical education department on campus. The Campus Master Plan protects these areas from future building development so that they remain open for active and passive recreational use.

Finally, the 300-plus acres of the Lakeshore Nature Preserve provides soothing respite from the rigors of campus life with its various environmental corridors and naturalistic landscapes. These areas are defined by their stark contrast with the traditional and urban campus landscapes and rely on the abundance of trees, understory plantings and open savannah landscapes. Their immediate adjacency to the traditional collegiate campus required that new facilities in the transitional areas between them be designed to help blend the picturesque campus landscapes with the naturalized landscapes of the Preserve.

Building setbacks that help define the open spaces shall comply with the Campus Master Plan to complement and reinforce existing building settings (Refer to the Campus Design Neighborhoods). The scale and continuity of site design should be in keeping with the size of the campus buildings and landscapes that surround the project site. Site designs should be of a dignified character appropriate to an institution of higher education.

Landscape plantings should typically be selected keeping hardiness in mind as well as survivability in sometimes harsh urban conditions. The campus typically does not use irrigation but in some cases it has become necessary to keep the plantings alive and to the character required of the institution. In general, landscape architects should utilize native plantings whenever possible as they typically require less care and maintenance in the long run. They survive better under extreme changes in the weather and generally fit better with the character of the Wisconsin landscape. Invasive species, as defined by the Wisconsin Department of Natural Resources, should always be avoided. Non-native and cultivated plant selections can be used with discretion to help educate students on their use in the landscape.

Two basic exterior campus lighting standards have been defined for use across campus. A historic character fixture is used in the historic neighborhood around Bascom Hill as well as along the East Campus Mall. A more modern, refined fixture is used through the remainder of the campus so as to unify the various site designs as well as blend with the eclectic nature of the campus buildings. These include sidewalk and street lighting as well as parking lot lighting. In rare instances, unique light fixtures may be allowed in special-use plazas. Please see our on-line construction and technical design guidelines at: UW-Madison Capital Planning & Development website: [www.cpd.fpm.wisc.edu](http://www.cpd.fpm.wisc.edu)

Site furnishings are also standardized across campus to help provide a sense of unity and visual cohesion to the overall campus landscape. Standards are established for benches, picnic tables/chairs, trash receptacles, ash urns, planters, bicycle racks and signage. Please see further information under 'Construction and Technical Guidelines' at: UW-Madison Capital Planning & Development website: [www.cpd.fpm.wisc.edu](http://www.cpd.fpm.wisc.edu)

## A Pleasing Composition

What should the campus look and feel like? The answer to this seemingly simple question provides the philosophical basis for all facility designs on campus. It is rooted in our sense of place. Sense of place is the emotional bond that exists between an individual or group with a geographic location (Bott et al., 2006). To sense a place is to know it through sight, hearing, touch, smell and taste. Hence, sense of place has two meanings: one deals with the visual aesthetic aspect, while the other has to do with the other four senses (Tuan, 1979). According to Tuan (1979), "The eye needs to be trained so that it can discern beauty where it exists; on the other hand, beautiful places need to be created to please the eye". "So, places are locations that have visual impact" (Tuan, 1979, p.410). While beauty, or the aesthetic qualities of a location can be appreciated immediately, senses of hearing, touch, taste, and smell would require a person to have close interaction with an environment over a long time in order to know it (Tuan, 1979). According to Wallace Stegner (1986):



Washburn Observatory

*... a place is not a place until people have been born in it, have grown up in it, lived in it, known it, died in it – have both experienced and shaped it, as individuals, families, neighborhoods, and communities, over more than one generation. Some are born in their place, some find their place, some realize after long search that the place they left is the one they have been searching for. But whatever their relation to it, it is made a place only by slow accrual, like a coral reef.”*

The UW-Madison campus has a great sense of place because of its lakeside beauty, rich history and amazing long-standing traditions. The physical setting has an influence on one’s sense of place. An individual may become attached directly to the attributes of the physical setting, such as a lake or forest; or indirect attachment may occur where certain features of the setting enable behaviors that either produce attachment or result in important meaning to which an individual becomes attached (Stedman, 2003). The spectacular setting of the UW-Madison campus along four miles of Lake Mendota shoreline with a 300-acre Lakeshore Nature Preserve, within the context of the intimate physical relationship between the city and campus, is the most significant contributor to its sense of place. This setting creates many favorite places for members of the campus community.

A favorite place is a reflection of a strong sense of place, and represents a “secure comfortable environment conducive to self-reflection, problem solving, and stress-relief” (Scannell & Gifford, 2010, p. 6). It is a “safe haven where individuals can plan for implementation of their goals, and evaluate their progress” (Scannell & Gifford, 2010, p. 6). Therefore sense of place may be a precursor to student success in college and good for everyone in the campus community.

As a proxy for sense of place, we asked members of the campus community to identify their favorite places. Over the years, students, staff, faculty, and visitors consistently identify the most meaningful places on campus as being our signature buildings and, most notably, the memorable landscapes of the campus.

Favorite places can be indoor or outdoor. Such places, according to an informal study of students, are easily accessible, allow flexibility of use or are easily re-configurable, provide emotional warmth and thermal comfort. Today they have amenities such as comfortable seating and wireless access. They also have 24-hour access whenever possible, and combine social and academic life. These places are aesthetically pleasing to all. They have enticing spaces for different kinds of activities for different kinds of users and different kinds of events.

The least favorite places lack most of these qualities. They are sometimes out-of-the-way and not welcoming. While the studies that yielded these results are neither rigorous nor scientific, the responses are consistent with what students elsewhere are identifying as important to them. Findings from a study at Loyola University of Chicago, titled “Searching for ‘Third Places’ on Loyola’s Campus: Rethinking Loyola’s Plan for the Future” (2007) are similar. The report concludes that,

*“...when students lack the social spaces necessary to interact and create meaningful bonds with their peers, and feel that they have little control or access to the few places they use as third places, there could be a sense of alienation that manifests as an obstacle to establishing (a) meaningful social atmosphere”.*

Therefore it is important for everyone involved in the design of our campus places to understand the impact of their design on success in the academy. The natural and built physical environments of the campus shape behavior by permitting certain kinds of activity while limiting others or making them impossible (Strange & Banning, 2015). Moreover, students' commitment in terms of persistence and loyalty to the institution can be strengthened by intentionally creating a strong "sense of place" through connecting campus architecture and site design to meaningful experiences and memories of activities (Kuh, Kinzie, Schuh, Whitt, & Associates, 2005).

Students, and the campus community at large, can experience the campus through their interactions with the exterior of buildings, the open spaces and landscapes or outdoor rooms that these buildings help to define, and the primary interior spaces within buildings. However, their experience of place is enhanced through memorable social interaction within those interior and exterior spaces.

Students are increasingly seeking environments that are inviting and make them feel comfortable both inside and out. The same thing can be said about faculty, staff and all members of the campus community. Campus designers & leaders should therefore seek to provide such environments. In his book, "The Great Good Place" (1999), Ray Oldenburg describes the importance of such a place which he calls the "third space". He calls one's home or residence the "first place" and one's workplace the "second place". The "third place" is everything in between those two where people gather and socialize. According to Oldenburg:

*"The character of a third place is determined most of all by its regular clientele and is marked by a playful mood, which contrasts with people's more serious involvement in other spheres. Though a radically different kind of setting for a home, the third place is remarkably similar to a good home in the psychological comfort and support that it extends..."*

These "third places" are the heart of the community's social vitality, the

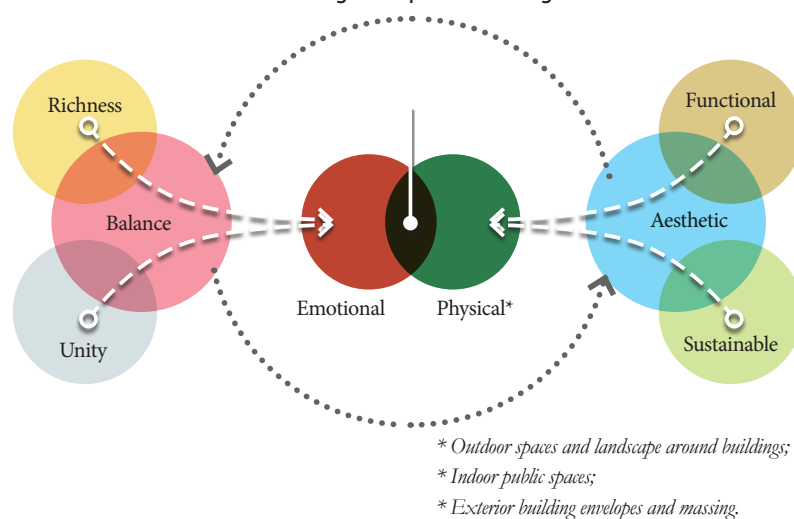
grassroots of democracy, but sadly, they constitute a diminishing aspect of the American social landscape (Project for Public Spaces, 2006). According to Rebekah Nathan, "...65 percent of learning occurs outside of classes and class-related activities while 35 percent occurs within" (Nathan, 2005). It follows that all campus places are important to student development especially those places where much of their learning takes place. Today, mobile technology also plays an important role in how the campus community learns and socializes and how our campus landscapes are designed and developed. The "Town Center" at the Wisconsin Institutes for Discovery, the Wisconsin Union facilities and the "Living Room" at the Education Building on Bascom Mall, and the outdoor spaces around them, are a few examples where students and other members of the larger campus community go to study, have formal or informal meetings, or just hang out on a warm spring day.

The physical environment can contribute to a college student's development in two important ways. First, the actual features of the physical environment can encourage or discourage the process of learning development. Second, the process of designing the physical environment can also promote the acquisition of skills at the core of student development. (James H. Banning and Manuel R. Canard, 1986). Given that the physical environment affects student development, and that students spend most of their time in college out of the classrooms, how should campus landscapes and places be designed to make them inviting and help to engage students? And more broadly, how should they be designed to support learning, living, working, research, and outreach?

The campus landscape should reinforce the importance of the physical environment and face-to-face interactions within an ever increasingly digital and virtual world. It starts with an understanding of how the campus is laid out and layered in terms of physical features, amenities, and activities. Variation in character of these design elements is important across their boundaries.

As noted above, the UW-Madison campus has two parts divided by University Avenue. The traditional collegiate campus north of University Avenue, and the urban collegiate campus is to the south. Within these two parts, there are

A Pleasing Composition Diagram



neighborhoods each with its own different character defined by its physical features as well as the predominant programs and activities that take place in them. In other words, the campus is a complex composition consisting of neighborhoods of design. Each neighborhood, in turn, is a composition made of other compositions such as buildings, open spaces, and other site features. Therefore, the construct is a complex nested arrangement of compositions within compositions from the large scale down to the smallest perceivable details. So the campus becomes a layered tapestry of spaces, buildings, road networks, landscapes, and other site features, as well as colors, materials, scales, textures, and patterns that need to be resolved when designing new campus buildings and spaces. Understanding how students and all members of the campus community interact and function within these complex layers is a necessary first step to a successful people-centric, student-centered campus design.

Second, campus buildings and landscapes must be designed to function well and adequately meet the needs of users. They must be sustainable and sublime at the same time. In addition, they should incorporate “draws” to pull people into them and create an environment that is conducive to intellectual and

social exchange. A space or geographic location is only transformed into a place when people are drawn to it, experience it, and then give it energy. Whereas it is not too difficult to come up with standards and checklists that could guide conversations regarding what is considered sustainable and functional, it can be tricky to arrive at a consensus regarding what is beautiful, comfortable, and inviting for many various and diverse users of this campus.

Third, any winning strategy to develop the kinds of campus places that students and other members of the campus community really want and need, should start by engaging students; they and the campus community should provide input to designers in order to determine how the spaces can best meet their needs. Coomes and DeBard (2004) state that there are five distinct generations on college campuses: the silents (born between 1925 and 1942), the Boomers (born between 1943 and 1960), Gen Xers (born between 1961 and 1981), and Millennials (born between 1982 and 2002). The campus currently sees incoming student groups as Gen Z’ers (those born after the Millennials) and will continue to see them as students in the coming years out to 2033. If one or two of these groups are making all the design decisions for everyone else, they are likely to overlook important considerations that may not have been important to their own generation. Such an inclusive approach recognizes the diversity on campus, in all its many various forms, and allows us to leverage diversity-engendered creativity to make the campus a much better and welcoming place for all.

The ‘Pleasing Composition Diagram’ represents a framework around which conversations with all stakeholders could be organized. This recognizes that a pleasing composition should be functional, sustainable, and aesthetically pleasing. However, what is visually and emotionally appealing can only be arrived at through well structured dialogue that addresses essential qualities of design aesthetics as they apply to key components of the physical campus.

The diagram is designed to emphasize that campus places must be sustainable and function well, physically and emotionally. Established standards alone cannot be the sole basis for judging the functionality of a campus place. Benchmarking, and physical assessment of similar places through site visits is



another way to judge how a place functions emotionally and psychologically. Gathering quantitative and qualitative data through surveys, focus groups, and interviews, and analyzing is also key to gaining critical insight into how ensure user satisfaction. Hathaway (1988) stated that anxiety levels of building occupants increase when buildings are operated at or near maximum capacity. He also stated that “buildings may be psychologically full at approximately 80% to 90% of actual maximum capacity”. Therefore quantitative measures alone should not be relied upon entirely to determine what students, faculty, staff and the campus community want from their physical campus environment.

It is equally important that the campus are environmentally, fiscally, and socially sustainable. This means that there is a general attitude and a sense of stewardship in the management of all our campus resources. This should lead to savings in resources, reduction in carbon footprint and an overall healthier environment. This sense of stewardship should be infused into all aspects of campus life, including the curriculum, so that all members of the campus learning community could learn from one another. “Development is sustainable when it meets the needs of the present without compromising the ability of future generations to meet their needs” (United Nations World Commission on Environmental Development, 1987).

Therefore it is important to design with life cycle considerations in mind. Thus, designing for flexibility and changeability allows new facilities to be more adaptable to other programmatic uses as institutional needs change. Whereas LEED certification may address energy use reduction and indoor air quality, adaptability is more significant in addressing the embodied energy in buildings over its entire productive lifespan. A building that is not easily adaptable may require extensive, costly renovations should a change in be necessary. Such significant renovations over the life of a building would have huge implications for embodied energy, in particular, and environmental sustainability in general.

In reviewing the natural and built forms that attract people, certain qualities emerge: these are richness, balance and unity. Richness is exhibited by places on campuses that employ a diversity of compositional elements such as details,

colors and a variety of patterns, textures and materials to imbue the place with visual vitality. A pleasing composition is also one that exhibits unity because it is perceived as a whole; it also demands scaling coherence such that there is a perception of an inherent natural scaling factor that pervades the composition and relates it to the human scale. Arranging tables and chairs in small groups where students can work closely in more intimate settings enhances interaction. Corridors that are designed with recessed areas and seating areas increase the likelihood of chance encounters among students, and between students and faculty. Breaking down a large space into smaller or several varying sizes of space help to make such places more psychologically comfortable for users.

For a design to be successful, a balance must exist between this diversity that engenders richness and vibrancy on the one hand, and unity that conveys a sense of coherence on the other. The “Pleasing Composition Diagram” also shows that conversations about aesthetic appropriateness should focus on addressing these three qualities as they apply to open spaces and landscapes, building exteriors, and the primary interior public gathering spaces. We must also understand how they all overlay the patterns of movements across campus. For instance, a discussion on the appropriate design of a gathering space could revolve around questions such as these:

*What is important to the users?  
How is it intended to be used?  
Can it be configured in order to serve multiple needs at the same time?  
Could it accommodate passive and active functions simultaneously?  
Does it have comfortable seating and have homelike qualities?  
Is it located to serve as a node along vibrant paths across campus?  
What kinds of other “draws” does it have?  
Are students and other end users involved in this design effort?*

Buildings and campus landscapes must function well and adequately meet the needs of their users. Facilities must be designed to be sustainable so that present needs can be met without compromising the ability of future generations to meet their needs. It is equally important that the physical learning environment of college campuses be aesthetically pleasing. Therefore they must exhibit



*Union South Plaza*

richness, unity, and balance. After all, the academy is enriched, intellectually and socially, by its embrace of diversity in all its forms. It is also unified by a common purpose that is centered on its mission of teaching, research, and outreach. It thrives when it achieves a harmonious balance between unity and diversity. The physical campus should reflect this ideal, so that it not only supports learning but also encourages all within the academic community to learn from it.

In the end, the way that the campus community of faculty, staff, students, and visitors experience the physical campus is important. They must see it as sublime and functional at the same time. It must also be sustainable and make them feel comfortable. The designers' role is to help create appropriate stage sets for the plays that take place every day within the campus community. These plays or patterns of events and activities infuse the campus with energy; therefore buildings and campus places should incorporate "draws" that could support and enhance these patterns. Ultimately, the campus' physical environment should afford all users an intellectually, socially, and personally transformative experience.

- Dan Okoli, University Architect, September 2016

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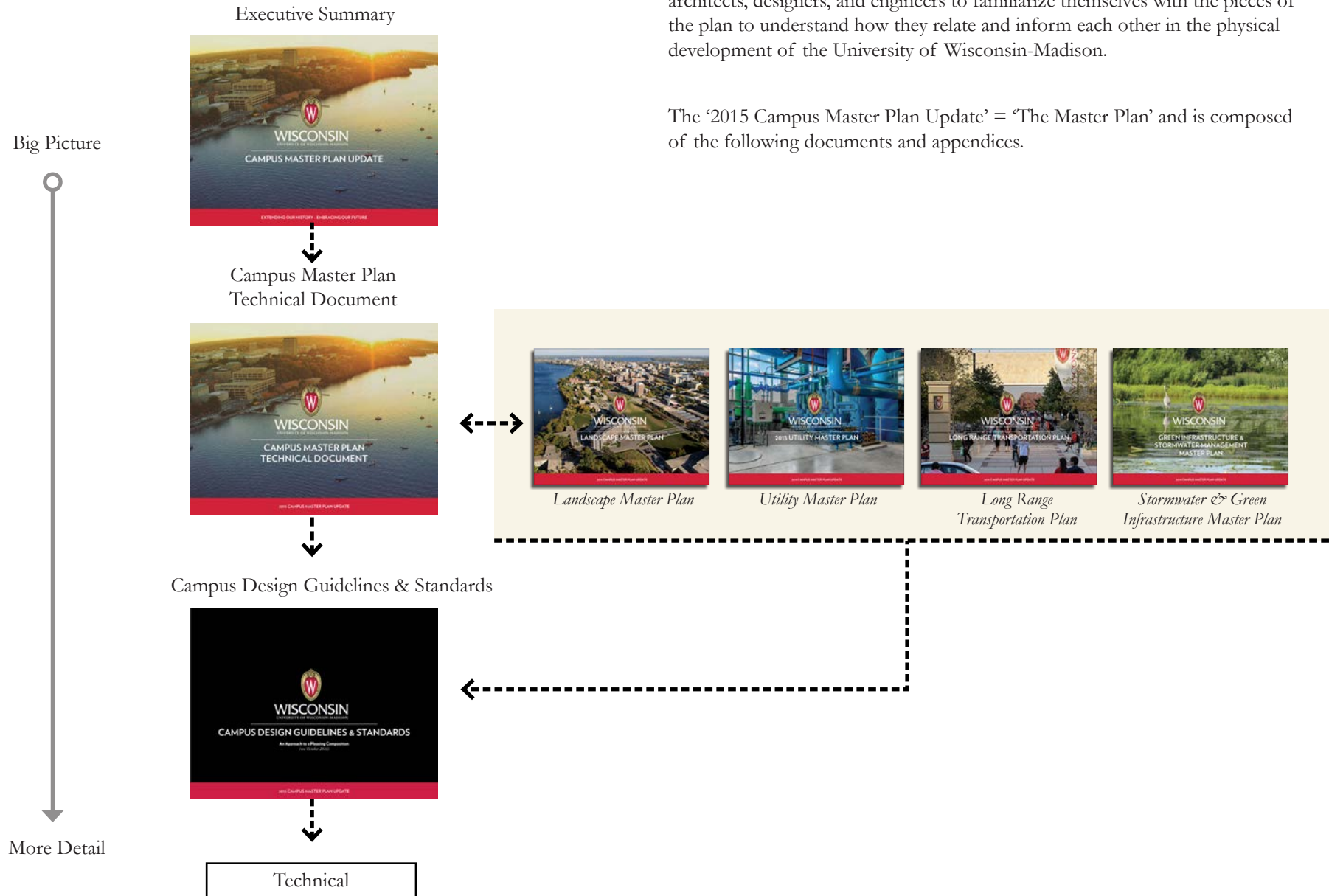
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# Document Composition

The “2015 Campus Master Plan Update” is comprised of the Executive Summary, the Technical Document, which includes the four (4) supporting appendix documents; Landscape Master Plan, Utility Master Plan, Long Range Transportation Master Plan, and Stormwater & Green Infrastructure Master Plan, and the Campus Design Guidelines. It is important for planners, architects, designers, and engineers to familiarize themselves with the pieces of the plan to understand how they relate and inform each other in the physical development of the University of Wisconsin-Madison.

The ‘2015 Campus Master Plan Update’ = ‘The Master Plan’ and is composed of the following documents and appendices.





### 2015 Campus Master Plan Executive Summary (EX)

*A full color 24-page report that summarizes the major goals and guiding principles for the Master Plan. The document includes the Chancellor's vision and the major goals and initiatives for each of the identified focus topics (appendices to the Technical Document). Welcomes and sets the tone for users and viewers of the master plan document. It is both a marketing piece for future development and a summary of the planning process.*



### 2015 Campus Master Plan Technical Document (TD)

*The unabridged thought and support behind the goals and guiding principles for the Master Plan. This nearly 200-page document presents a road map for campus development over the next 30-50 years by referencing what has come previously and embracing what the future holds. Together with the Campus Design Guidelines, the Technical Document strives to give physical form to the University's mission, vision, and programs through the effective use of human, environmental and fiscal resources.*



### UW-Madison Campus Design Guidelines (CDG)

*The site specific framework that has been established to create the ground rules for a fruitful dialogue between planners, architects, engineers, campus community, and city/state authorities. Divided into nine Campus Design Neighborhoods, the goal of the guidelines is to enhance the university's sense of place by creating well-defined, functional, sustainable, beautiful and coherent campus environments that promote intellectual and social exchange.*

#### Appendices:

**Landscape Master Plan:** Establishes a 'sense of place' where phased growth and future development can occur while maintaining a cohesive campus environment.

**Utility Master Plan:** Confirms status of the 2005 recommendations, acknowledges completed projects, and makes recommendations to meet the 2015 plan revisions.

**Long Range Transportation Plan:** Updated from the previous LRTP, the plan is the university's transportation vision and describes baseline conditions, travel behaviors, and recent trends for all modes.

**Stormwater & Green Infrastructure Master Plan:** A campus wide plan that recommends solutions to meet current and projected stormwater management regulations as well as existing campus stormwater policy.

# Campus Zoning

This is the first University of Wisconsin-Madison campus master plan to be approved by the City of Madison. As part of this approval process the university has requested a Campus Institutional (CI) District designation for all currently owned lands within the Campus Development Plan Boundary. The exception would be for the Campus Randall and Kohl Center Planned Development parcels. The CI District is established to recognize the City's major educational and medical institutions as important activity centers and traffic generators and to accommodate the growth and development needs of the institutions. Per Sec. 28.097 Campus-Institutional District of the Madison General Ordinance the district further intends to:

- Permit appropriate institutional growth within boundaries while minimizing the adverse impacts associated with development and geographic expansion.
- Balance the ability of major institutions to change and the public benefits derived from change with the need to protect the livability and vitality of adjacent neighborhoods.
- Encourage the preparation of Campus Master Plans that enable adjacent neighborhoods and the broader community to understand the levels of development being proposed, their likely impacts, and appropriate mitigation measures.

The following graphics identify the proposed future development of the campus buildings and open spaces in the context of the underlying zoning conditions. Of particular note are the building developments in south campus which are shown over existing private property. Although the time line for construction of these buildings is dependent on program need and funding, the campus master plan is identifying the long range vision and land acquisitions within the Campus Development Plan Boundary.





**WISCONSIN**  
UNIVERSITY OF WISCONSIN-MADISON

L A K E M E N D O T A



Highland Ave.

Walnut St.

Observatory Dr.

University Ave.

W. Johnson St.

N. Randall Ave.

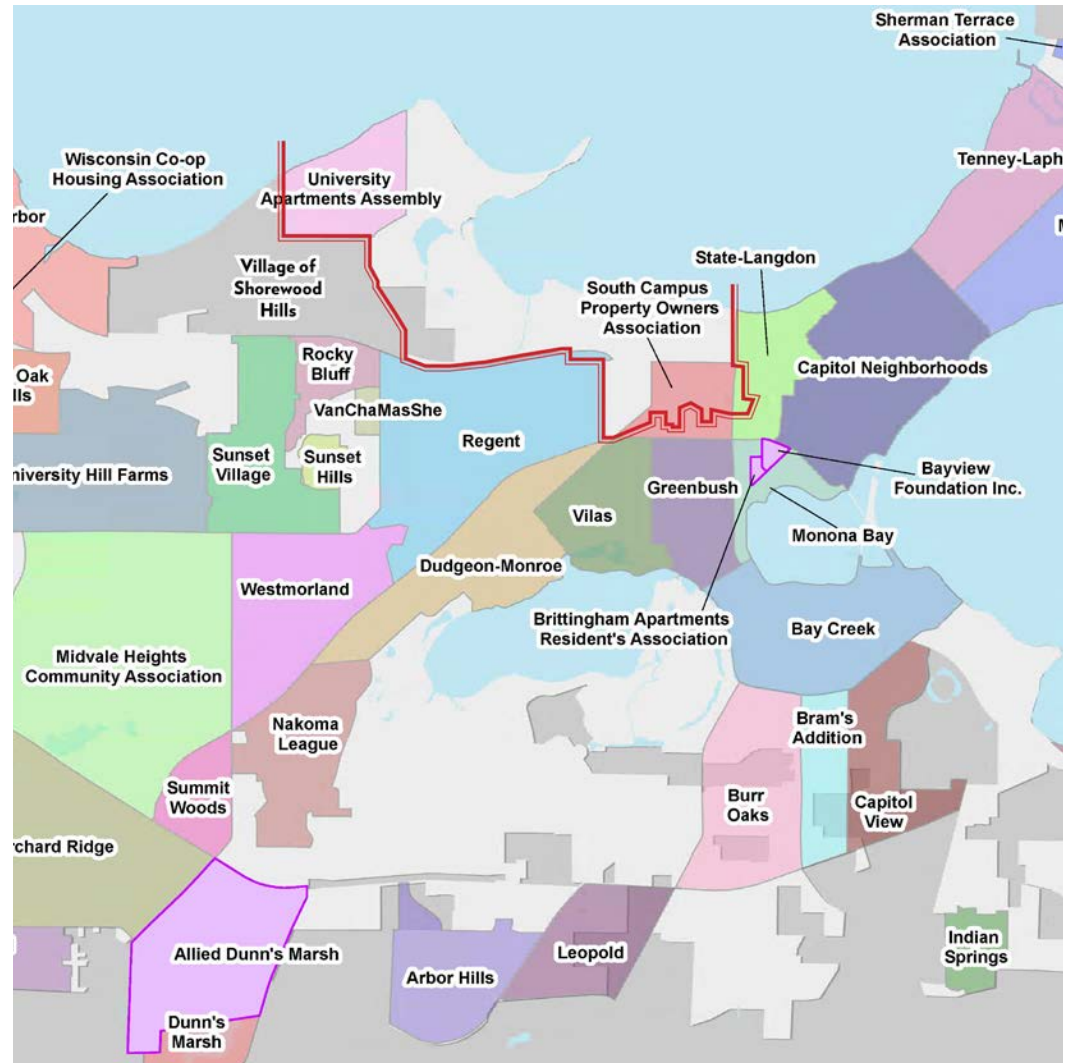
N. Park St.



## Campus Neighborhood Association

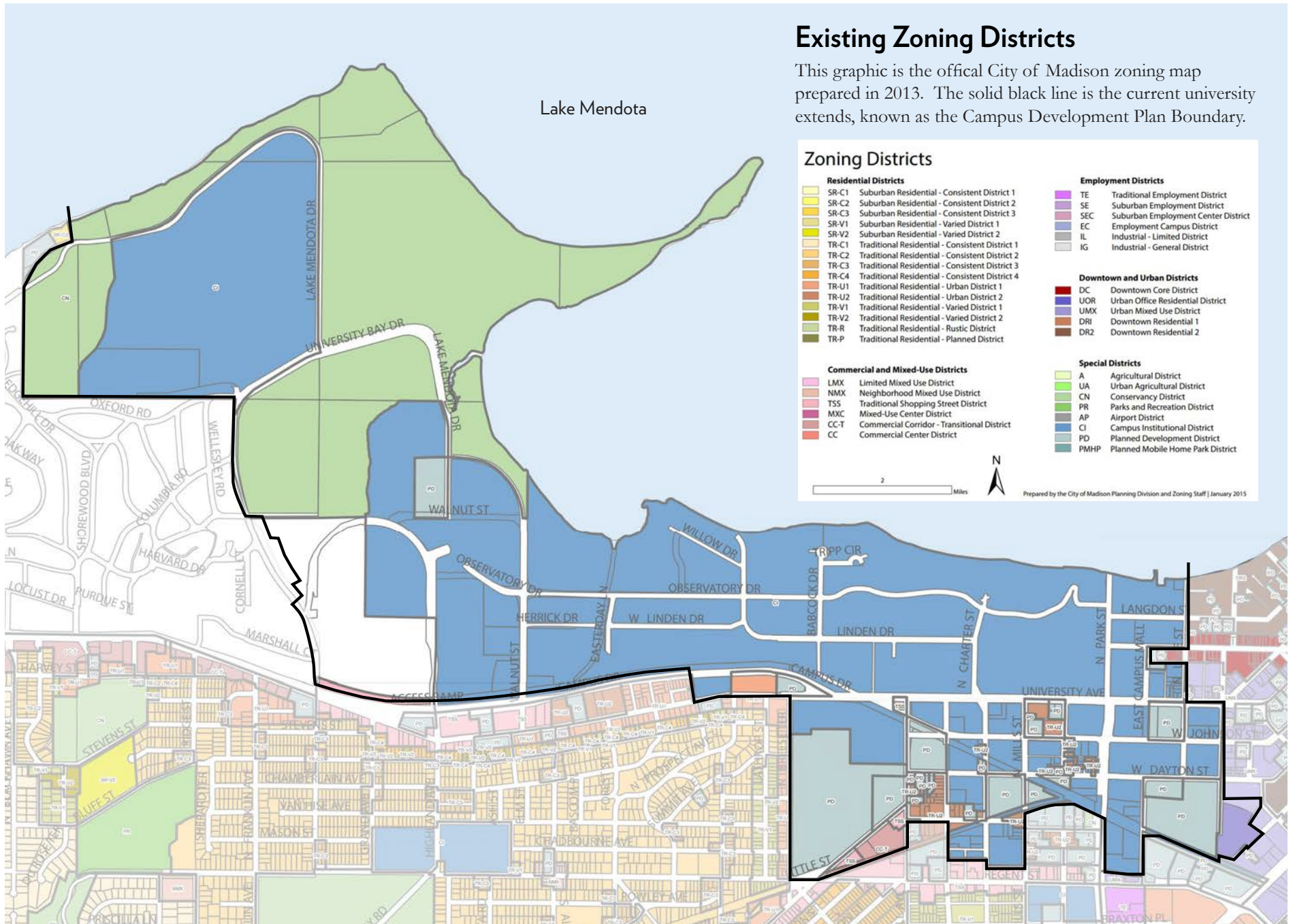
The UW-Madison's main campus is contained within the City of Madison and the Village of Shorewood Hills. It is also bordered by a number of established neighborhood associations. There is a robust tradition of shared decision making and transparency at the university (and in Madison's neighborhoods) that is deeply rooted in shared governance and the belief that we are all passionate problem solvers that can bring insights, expertise, and ideas to create a better solution.

The development that occurs on campus maintains a strong commitment to the context in which the physical campus resides. During the development of the Campus-Institutional District Master Plan, the Joint West and Joint Southeast Campus Area Committees were combined into a singular Joint Campus Area Committee consisting of nineteen (19) voting members and one (1) non-voting member. The intention of this committee is to facilitate participation in facilities planning activities which affect the campus, city, village, and surrounding neighborhoods. The committee is composed of university, city, and village staff, as well as neighborhood representatives, alders, and a UW student. The charge of the committee (Madison General Ordinance Sec. 33.32) is to identify community-wide and neighborhood impacts of campus initiated, city/village related, and private sector development projects within the context of sound planning principles that afford the greatest benefit.



## Existing Zoning Districts

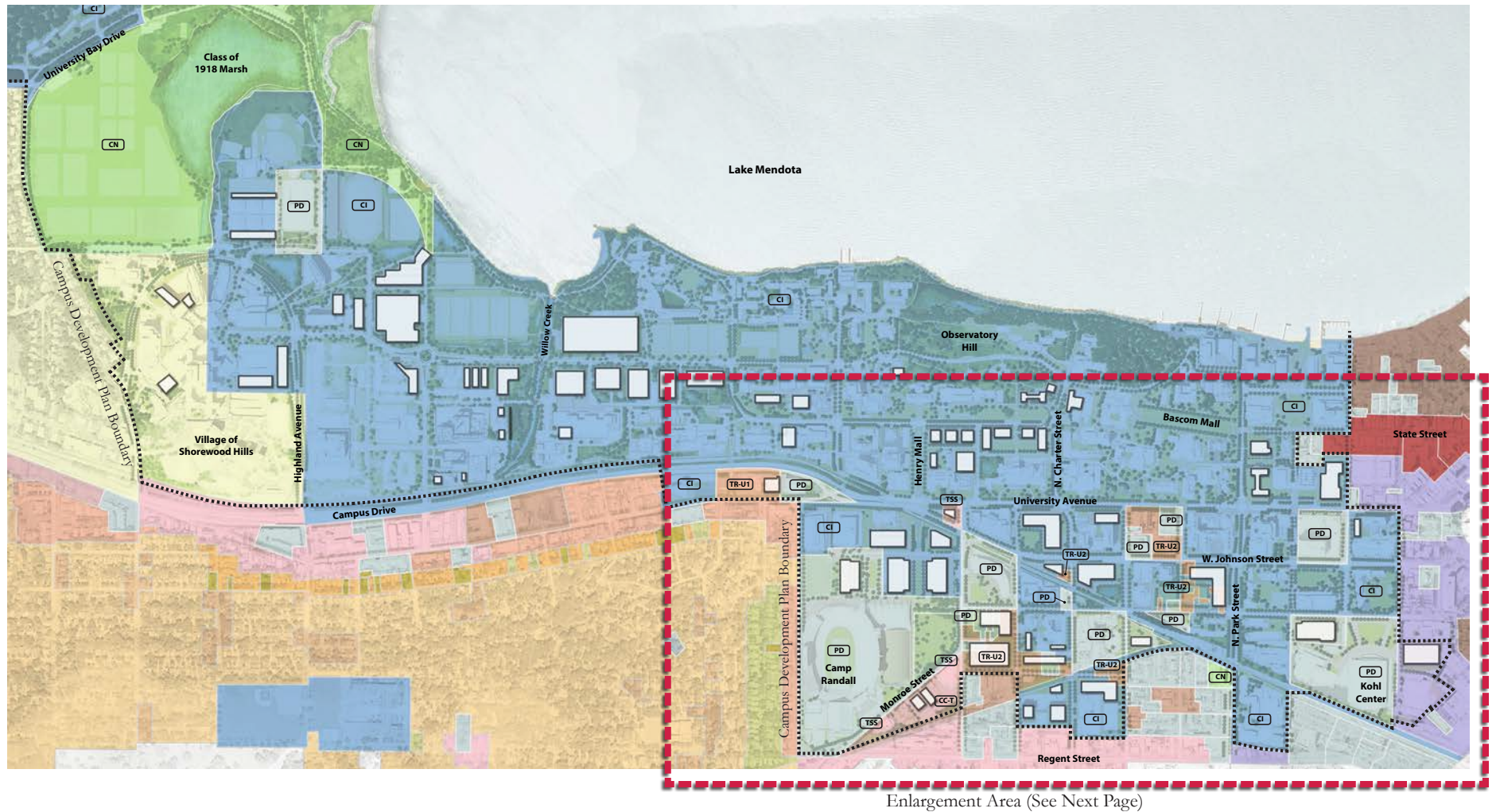
This graphic is the official City of Madison zoning map prepared in 2013. The solid black line is the current university extends, known as the Campus Development Plan Boundary.





## Master Plan + Zoning Overlay

The graphic below indicates an overlay of the City of Madison zoning designations and the Campus Master Plan graphic. The 'white' boxes indicate the proposed future buildings across campus and how they overlap with the existing zoning. Note where the Campus Development Plan Boundary is identified in the south campus (south of University Avenue) there are a number of parcels not owned by the university and as such not yet zoned Campus Institutional (CI) District. Since this is the only area where this condition occurs, an enlargement graphic (next page) is provided for existing and proposed land use clarity within this area of campus. All non-CI properties will have to undergo a zoning change before the university can develop these parcels in accordance with the Campus Master Plan.



## Master Plan + Zoning Overlay Enlargement

The enlargement graphic below identifies the area of campus south of University Avenue where a number of non-university owned parcels exist within the Campus Development Plan Boundary. The 'white' boxes indicate the proposed future buildings across campus and how they overlap with the existing zoning. The 'red' parcels consist of the following zoning districts; TSS, CC-T, TR-U1, TR-U2. The graphic also identifies a number of Planned Development (PD) parcels (formerly Planned Unit Developments) that the university intends to convert to Campus Institutional (CI) districts since the conditions have been met and the development reflects the purpose and intent of the larger zoning district. The two exceptions to this would be the Camp Randall and Kohl Center PD. Both of these sites are unique land uses which require specific



# Campus Design Review Board

Per Madison General Ordinances (MGO 28.097(7)) referenced below and, via the 2015 Campus Master Plan Update approved by the city of Madison in 2017, UW-Madison is required to have an architectural review committee to review and approve all major capital building projects within the approved Campus-Institutional (C-I) Zoning District on campus.

## Madison General Ordinance 28.097(7)

*It is expected that Campus Master Plans will identify building location and maximum height, but will not include detailed designs of each building. All buildings constructed within a CI district must be reviewed and approved by an architectural review committee. The committee shall be established by the institution and shall meet the following standards:*

- a) *The building design review standards and guidelines, review procedures, categories of membership, and the language of any deed or plat restriction must be approved by the Urban Design Commission.*
- b) *Membership on the committee, including representation of planning staff and registered neighborhoods, and committee procedures must be approved by the Plan Commission. Committee meetings shall be public.*
- c) *Until an architectural review committee is established and approved by the Plan Commission, all building and site plans shall be reviewed and approved by the Urban Design Commission, with an appeal process to the Plan Commission as established in MGO Section 33.24.*

## Glossary of Terminology

**AE** = architect/engineer, landscape architect, etc. design team

**AVC** = UW-Madison Associate Vice Chancellor, Facilities Planning & Management

**C-I, CI** = City of Madison “Campus-Institutional” Zoning, per MGO 29.097

**CPC** = UW-Madison Campus Planning Committee

**DRB** = UW-Madison Design Review Board (or the Board)

**FP&M** = UW-Madison Facilities Planning & Management

**JWCAC/JSECAC** = Joint West/Joint South East Campus Area Committee

**MGO** = Madison General Ordinances

**UDC** = City of Madison Urban Design Commission

## Committee/Board Charge

The UW-Madison architectural review committee shall be known as the “UW-Madison Design Review Board” (aka “the Board”, “the DRB”). The Board is established to review the architectural and site design for all new buildings, building additions, landscape designs, or studies for major physical change on the University of Wisconsin-Madison campus as defined in the most recent, City of Madison approved, Campus Master Plan.

## Purpose & Focus

The Design Review Board will review all projects with a focus on:

- Compliance with the current approved Campus Master Plan including building height, mass, scale, setbacks, step-backs and green infrastructure/stormwater management.
- Design quality of public open spaces and landscape architecture, building architectural form and exterior building appearance, as well as primary interior public spaces.
- The relationship between the building and its public interior spaces to the larger campus context including pedestrian and vehicular circulation pattern and open space systems.
- Compliance with approved campus design guidelines.
- Compliance with design modifications recommended by the university and its representatives.
- Compliance with previously approved studies and local neighborhood plans.

## DRB Member Composition & Appointment Process

The DRB membership categories are approved by the City of Madison Plan Commission as part of the overall Campus Master Plan Campus-Institutional zoning district approval process, which occurs every 10 years. Specific membership appointments are coordinated by the DRB chair in consultation with the Director of the City of Madison Planning Department and approved by the Associate Vice Chancellor for Facilities Planning & Management. The ideal DRB member will have a background in facilities planning & design and/or campus planning; or will have previously served on a Joint Campus Area Committee with respect to neighborhood appointments.

Membership terms will be for 3-years, starting on a staggered basis. All members may be nominated for a second, 3-year term but shall not serve more than six consecutive years on the Board. In the event that a member of the DRB leaves the Board prior to the end of their term, the DRB chair, in consultation with the AVC for FP&M and the City Planning Director, will appoint a replacement member to serve out the final term of the departing member.



## Categories of Membership

The membership of the Board shall consist of the following categories:

1. UW-Madison University Architect or Assoc. Vice Chancellor FP&M designee (chair)
2. UW-Madison University Landscape Architect or Assoc. Vice Chancellor FP&M designee
3. Private, national-firm Registered Architect as designated by UW FP&M
4. Private, national-firm Registered Landscape Architect as designated by UW FP&M
5. City of Madison Planning Director or designee
6. City of Madison Urban Design Commission member (as designated by the chair of the UDC)
7. Joint Campus Area Committee Representative from a registered City of Madison Neighborhood Association (one rotating position based on project location) as designated by the joint area committee impacted (Joint West or Joint Southeast)
8. City of Madison Alder (based on project location, ad-hoc, non-voting)
9. Registered Neighborhood Association Rep. (based on project location, ad-hoc, non-voting)
10. UW-Madison Project Sponsor (one rotating position per project; ad-hoc, non-voting)
11. UW Campus Planning Committee Representative (designated by the CPC; ad hoc, non-voting)

## 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.



*Willow Creek Area of Campus*

# 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

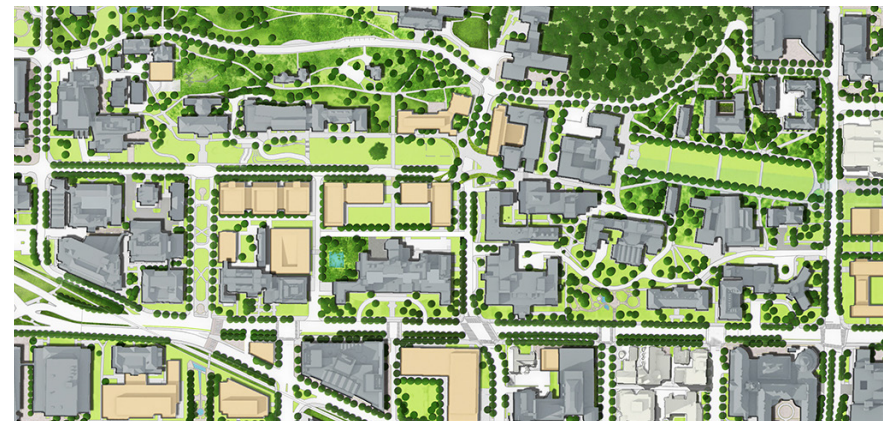
- Encourage walking and biking by design.
- Create inviting and universally accessible campus places.
- Design in a manner that would encourage users to take responsibility for the quality of the air, water and land on campus.

## 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.*



Historic Campus Area

## 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).



**Sustainable  
SITES  
Initiative™**



## 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, university buildings (new and renovated) should be designed to a minimum of LEED Silver certification standards. 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

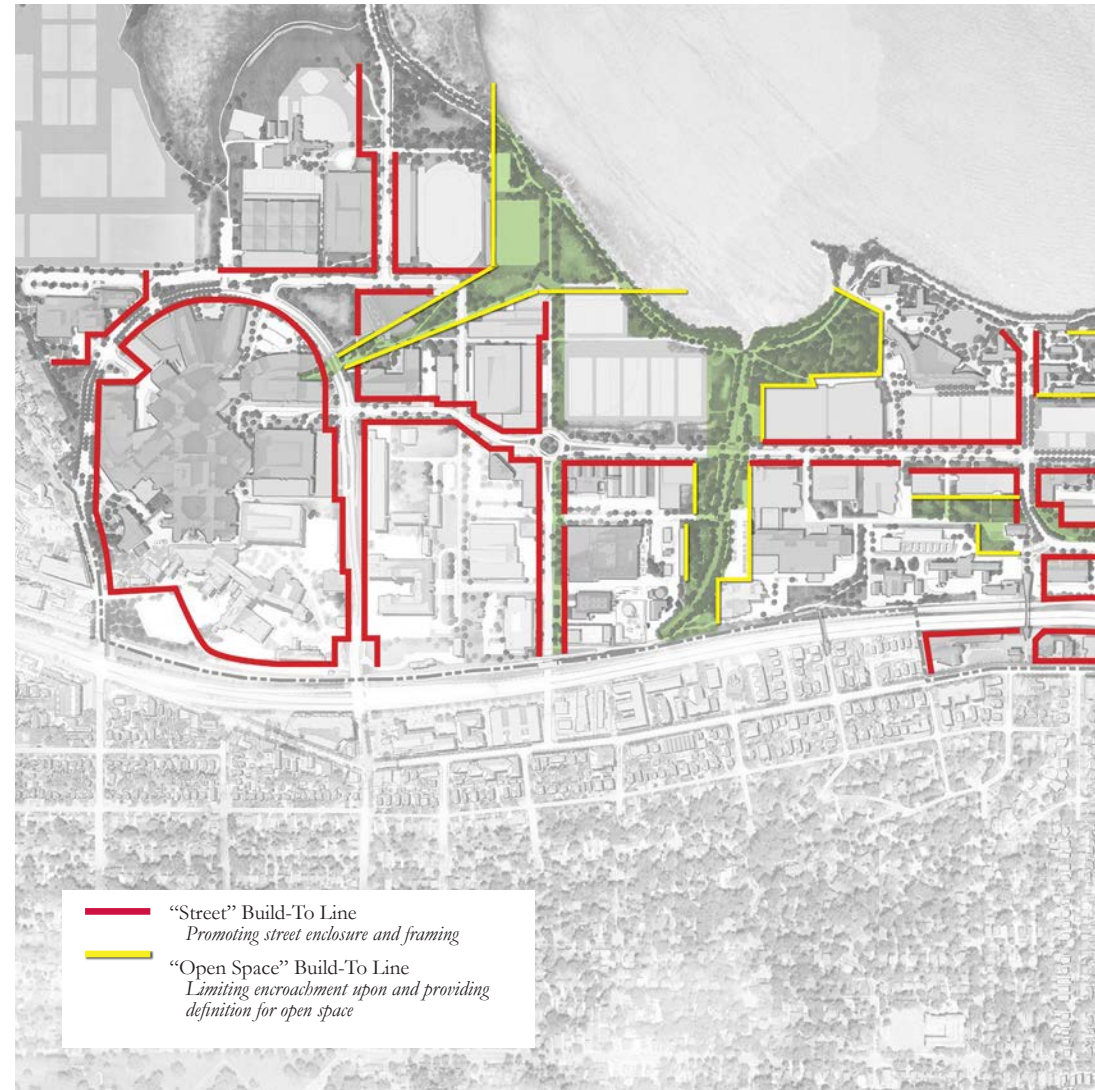


Figure 7-3 Build-to Limits



### 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*

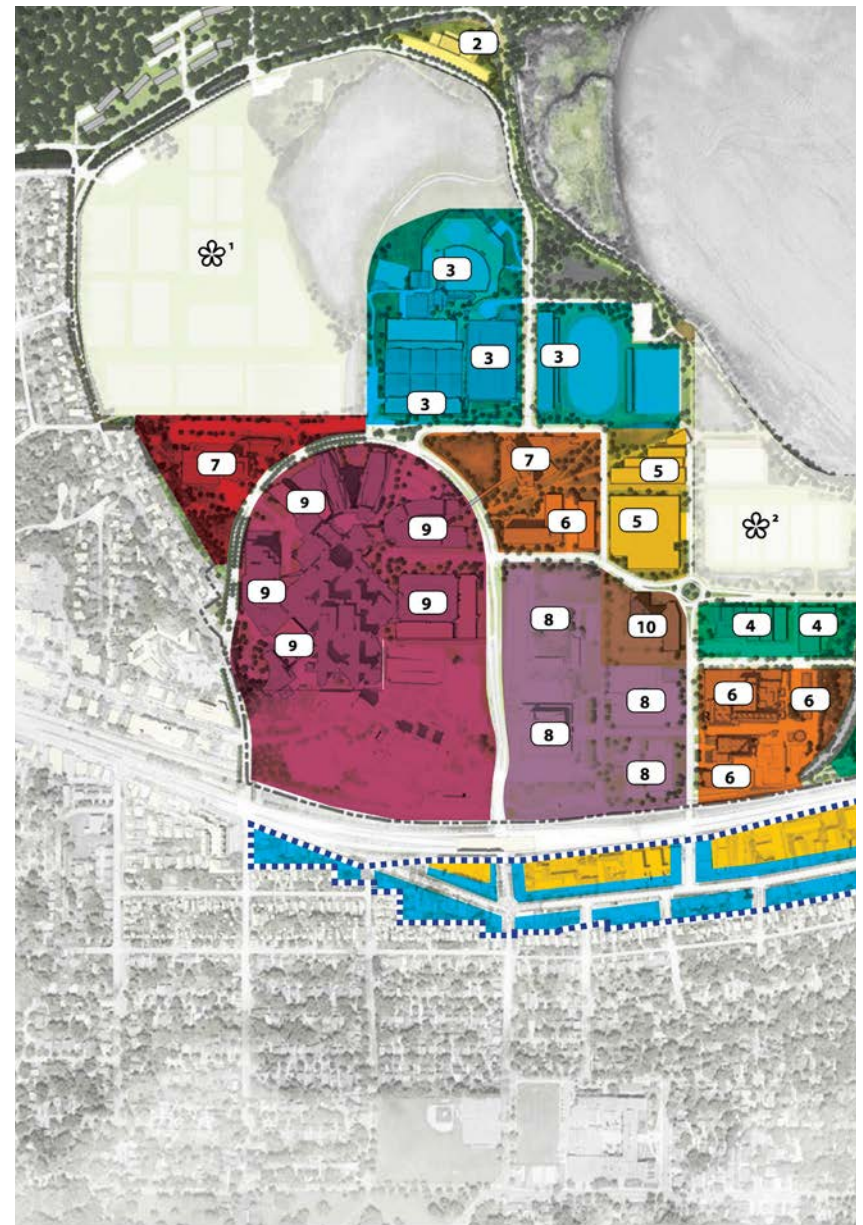
Building heights for the UW-Madison campus are shown as a range between 15-17' floor to floor heights, depending on the ultimate program of the facility. Although an adopted plan may indicate a maximum 12 story building, the master plan graphic reflects a 10 story building to match the overall height 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.
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Proposed Maximum Building Heights

**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

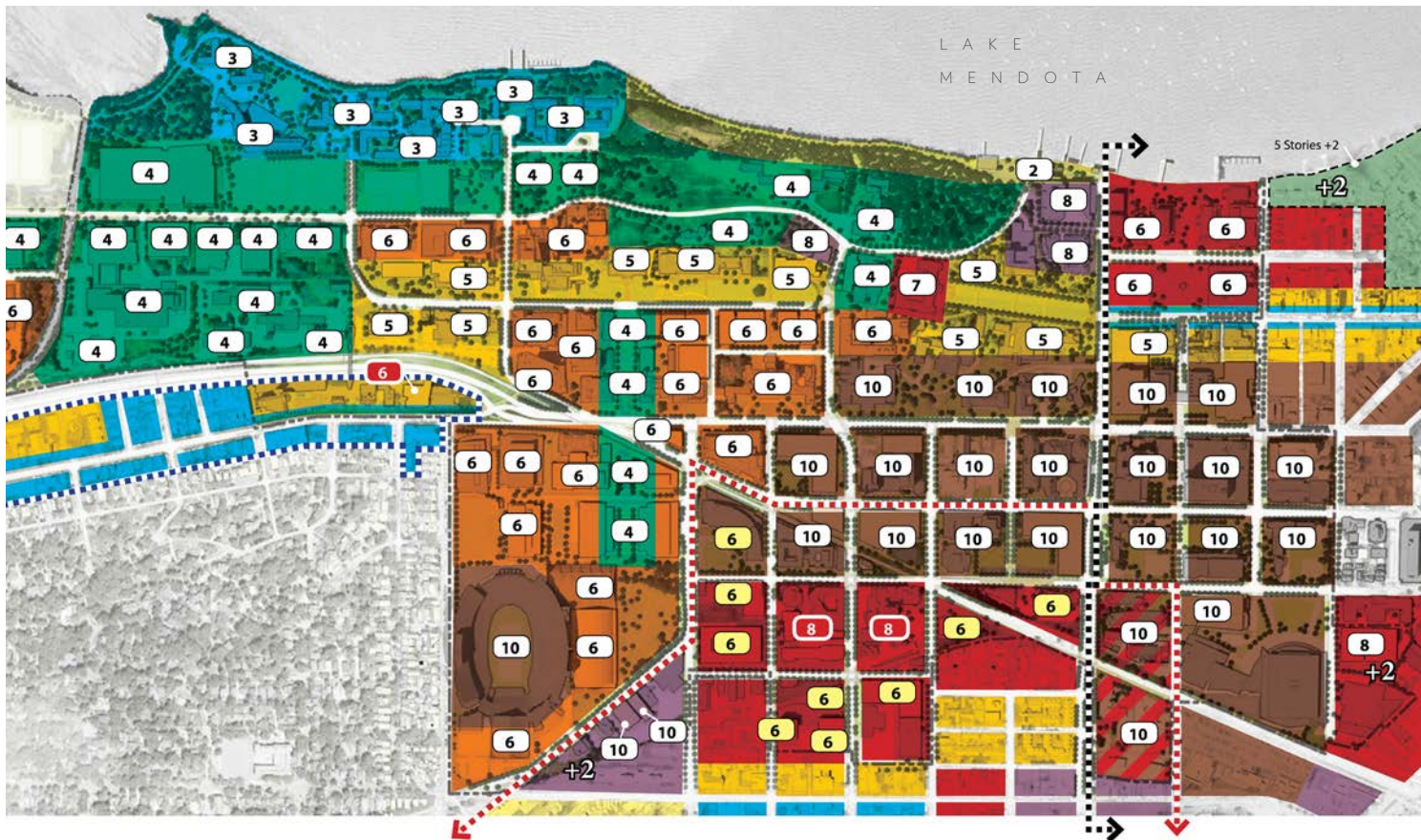
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**UW-Madison Campus Master Plan**

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



Proposed Maximum Building Heights

# Campus Design Neighborhoods Overview

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*

### 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

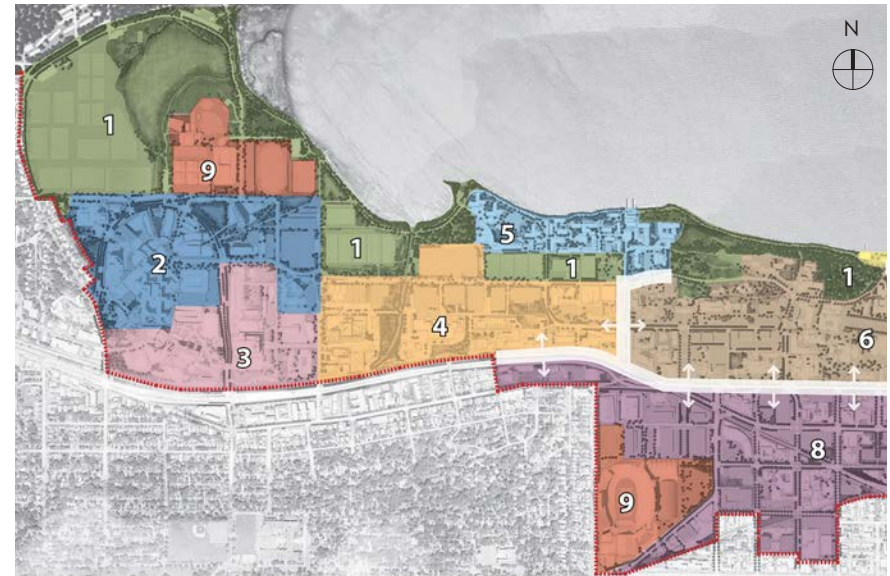
Defined by large contiguous open spaces that provide research, recreation, relaxation, stormwater management, habitat, and restorative functions. These areas are considered significant scenic resources and are located primarily along the lake. Architectural development within this area is atypical. When 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 lake front 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.

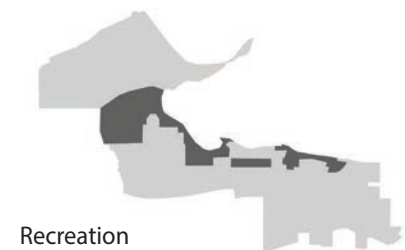
*Note: The Lakeshore Nature Preserve that lies approximately north and east of University Bay Drive is not included in this design neighborhood. Reference the Lake Shore Nature Preserve master plan for information specific to this area.*

**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*



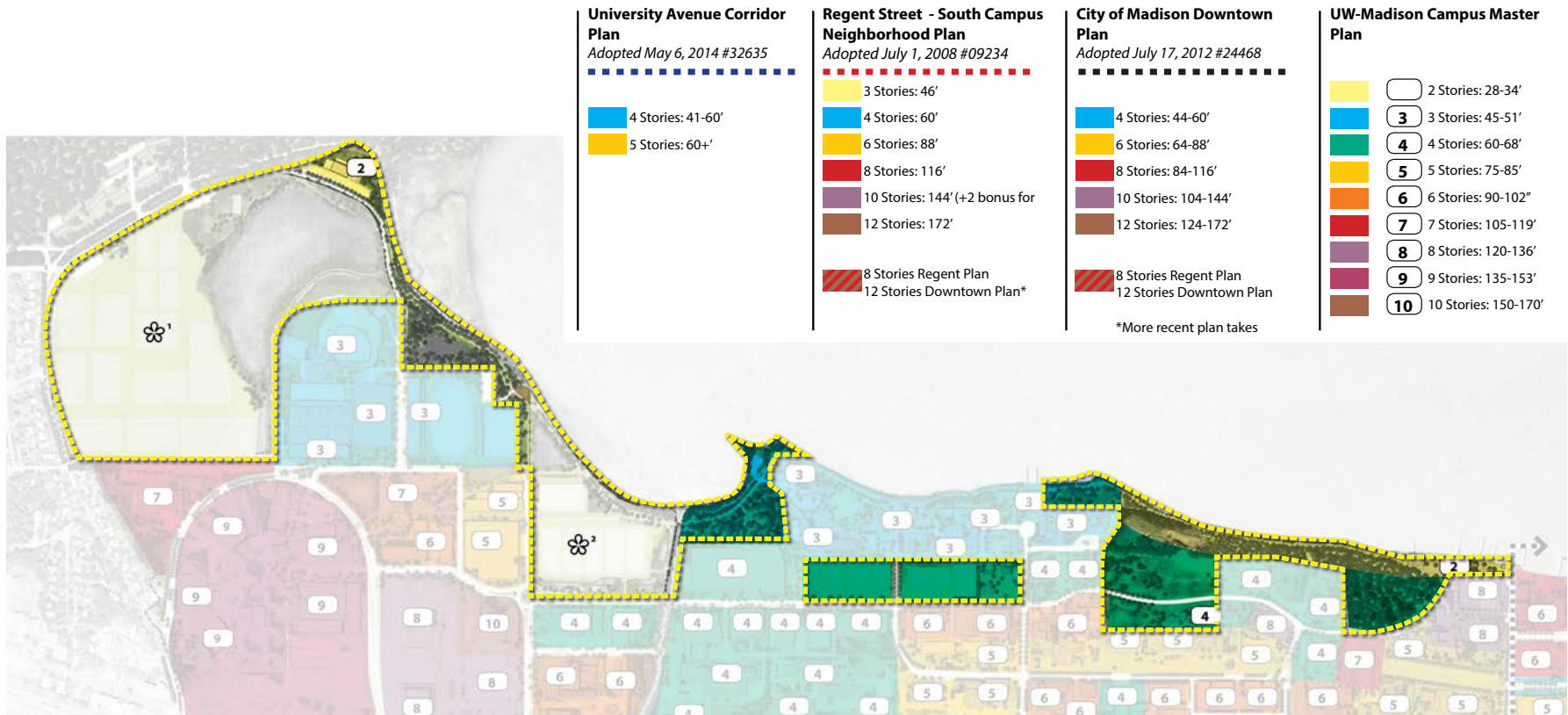
Recreation  
Neighborhood Key Plan



## 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:

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2. Where discrepancies arise between adopted plans, most current plan takes precedent.
3.  Numbers indicate UW-Madison 2015 Campus Master Plan proposed maximum building heights. Floor quantities indicated equate to 15-17' floor to floor heights.
4.  Indicate proposed HIGHER maximum heights than approved plans.
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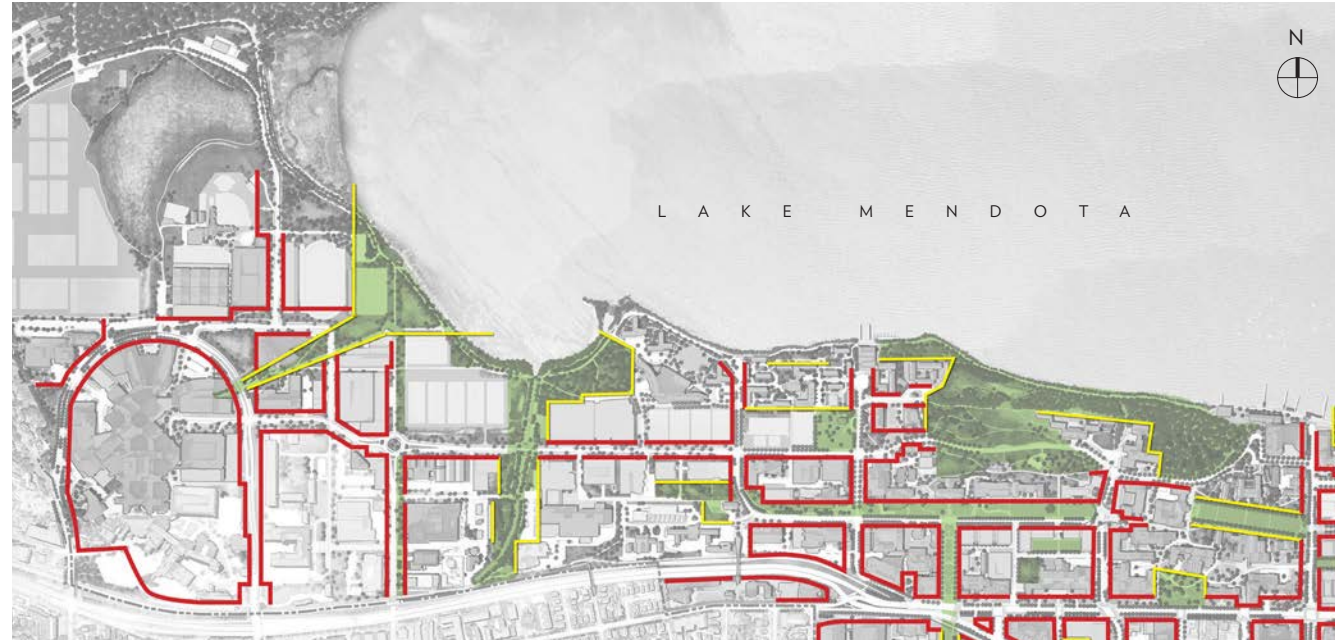
## RECREATION NEIGHBORHOOD



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 build-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\*:* Identified existing width per Dane County mapping data.
- *Orientation:* What side of street segment guidelines are being applied.
- *Build-To Line<sup>1</sup>:* 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.
- *Stormwater<sup>2</sup>:* Is the area between the sidewalk/path and street appropriate for green infrastructure.

1. RECREATION NEIGHBORHOOD							
Street Name	Description	Corridor Width*	Orientation	Build-to Line <sup>1</sup>	Building Ht. Max.	Step Back Req'ts	Stormwater <sup>2</sup>
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

\* Corridor Width = Right-of-way width or if no right-of-way, back of sidewalk to back of sidewalk where right-of-way would typically be located.

<sup>1</sup> Right-of-way line or in the case of no right-of-way, the distance from back of sidewalk.

<sup>2</sup> Does the terrace condition support green infrastructure as part of the development of this area of street?

## RECREATION NEIGHBORHOOD



Key Plan

### Landscape Principles

This area contributes to the primary physical identity of campus through its relationship to the lake front, 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

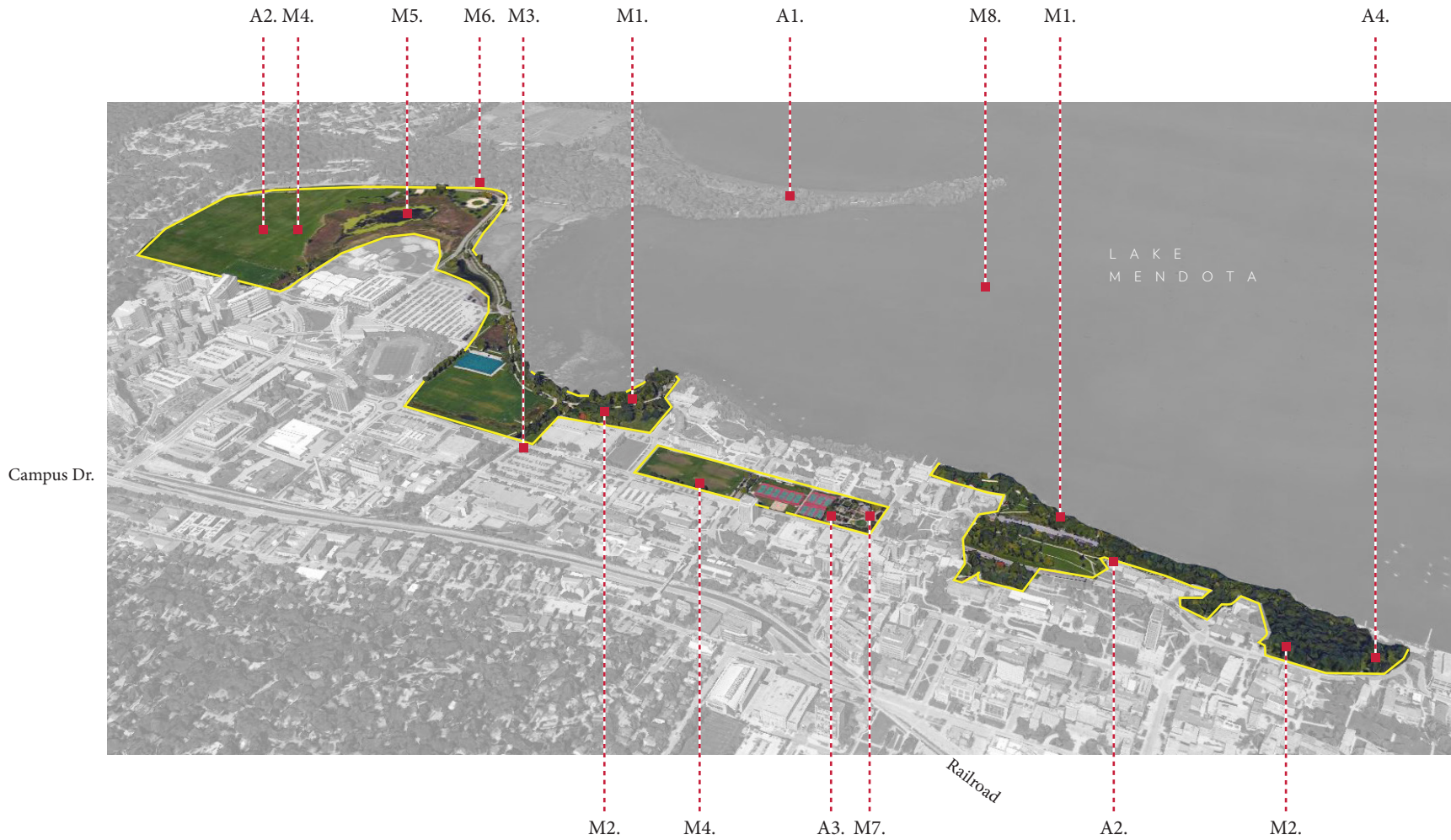
**Note:** The list of statements characterize the nature of the identified typologies as defined by the Landscape Master Plan. Refer to the Landscape Master Plan and Landscape Development Standards for further information.





## 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



### 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





## 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.*

<b>Building</b>	<b>Built</b>	<b>Renovated</b>	<b>Style</b>	<b>Materials</b>
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

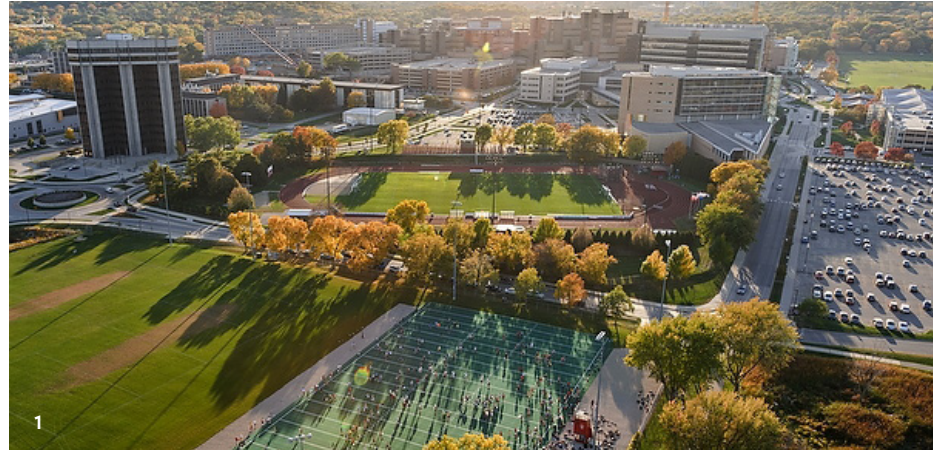
- Cultural Landscape Report
- Historic Property Review Requirements
- Archaeological Site Review Requirements
- Archaeological Management Guidelines
- Indian Burial Mound Management Policy

### 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 (C-I)
- 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)

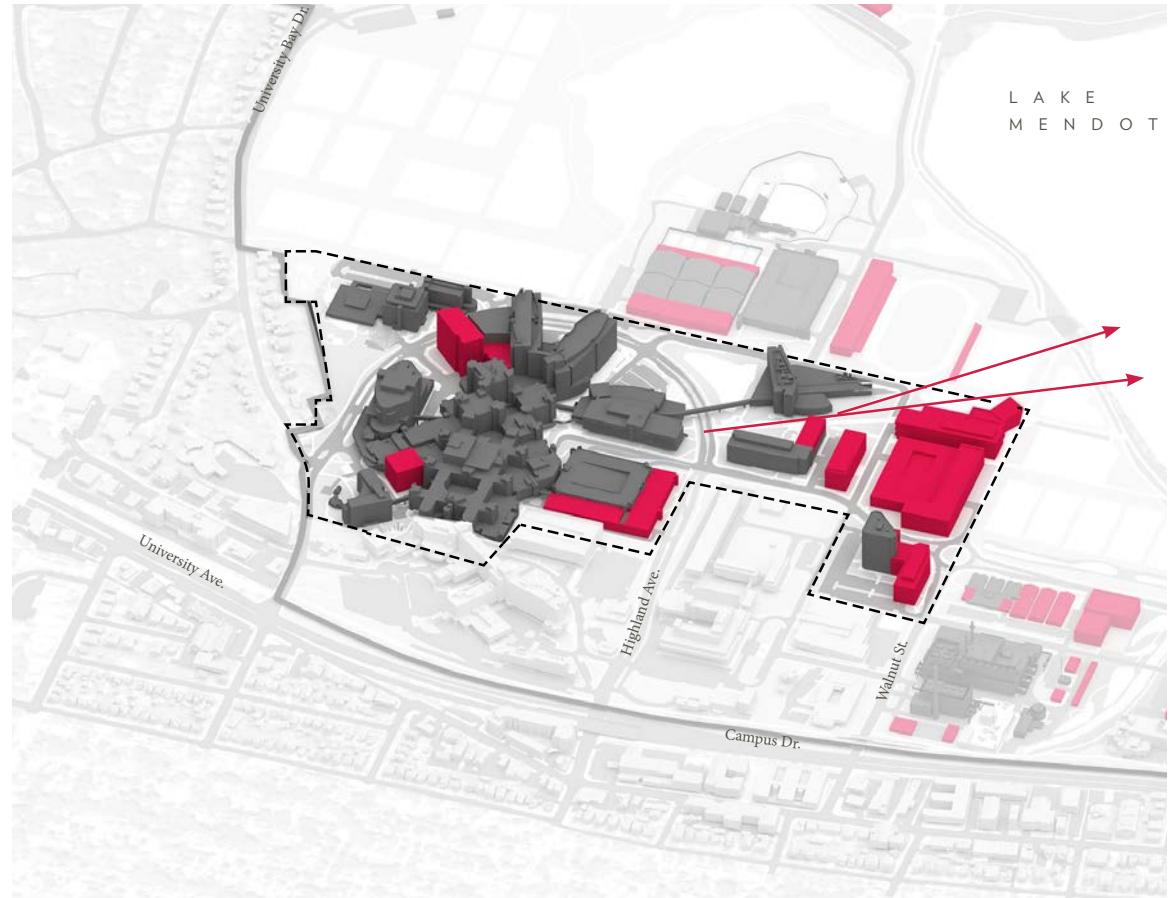


Health Sciences Neighborhood Key Plan



## 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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6. "+2" Additional floors approved for exceptional design/LEED.
7. 🌸 Zoned Conservancy District, buildings not anticipated
8. 🌸<sup>2</sup> Viewshed agreement, any proposed buildings require additional approval.



## 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.

**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

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- 8 Stories Regent Plan
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\*More recent plan takes priority

**City of Madison Downtown Plan**

Adopted July 17, 2012 #24468

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**UW-Madison Campus Master Plan**

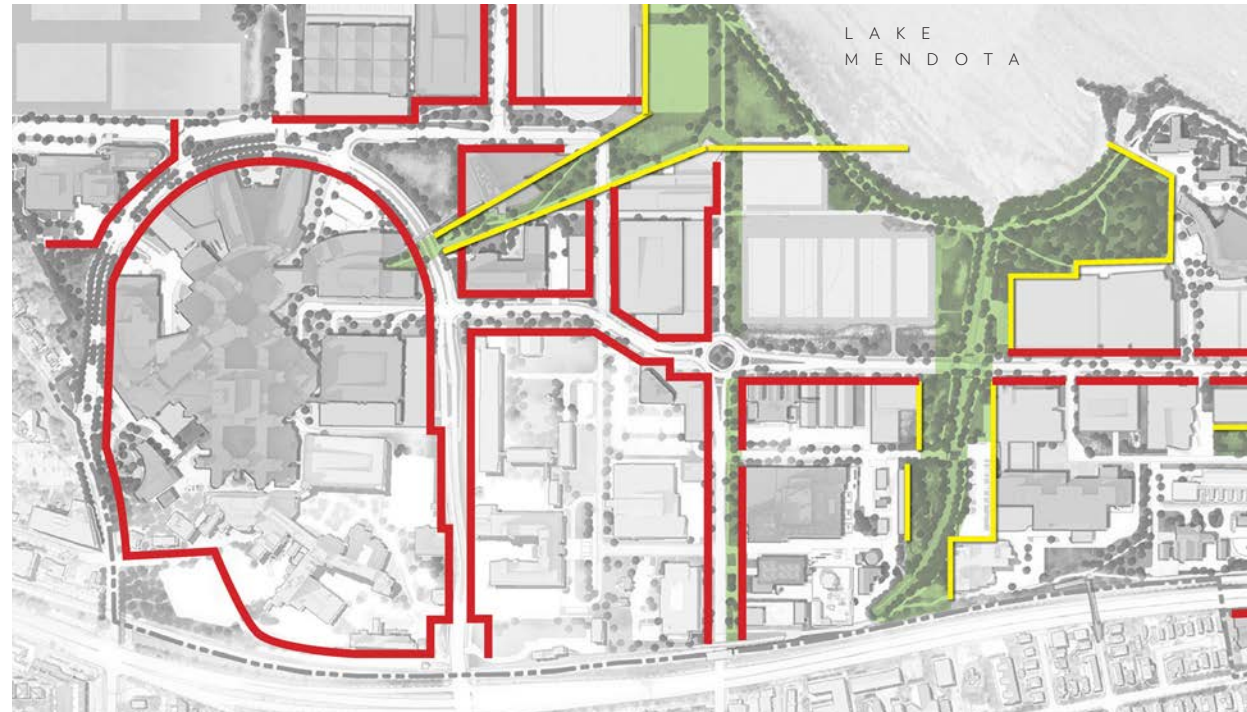
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- 4 Stories: 60-68'
- 5 Stories: 75-85'
- 6 Stories: 90-102"
- 7 Stories: 105-119'
- 8 Stories: 120-136'
- 9 Stories: 135-153'
- 10 Stories: 150-170'





## 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.



**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\*:* Identified existing width per Dane County mapping data.
- *Orientation:* What side of street segment guidelines are being applied.
- *Build-To Line<sup>1</sup>:* 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.
- *Stormwater<sup>2</sup>:* Is the area between the sidewalk/path and street appropriate for green infrastructure.

2. HEALTH NEIGHBORHOOD							
Street Name	Description	Corridor Width*	Orientation	Build-to Line <sup>1</sup>	Building Ht. Max.	Step Back Req'ts	Stormwater <sup>2</sup>
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

\* Corridor Width = Right-of-way width or if no right-of-way, back of sidewalk to back of sidewalk where right-of-way would typically be located.

<sup>1</sup> Right-of-way line or in the case of no right-of-way, the distance from back of sidewalk.

<sup>2</sup> Does the terrace condition support green infrastructure as part of the development of this area of street?



## 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.



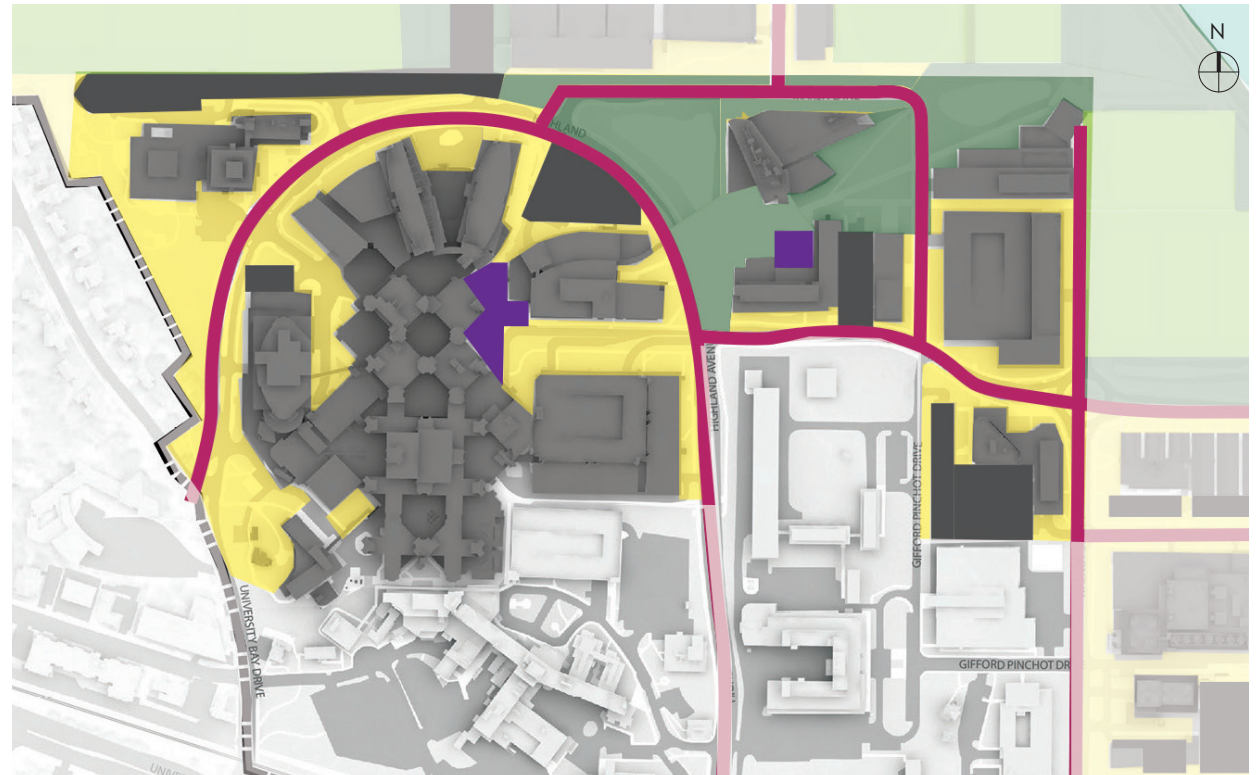
**Note:** The list of statements characterize the neighborhood in regard to the Landscape Master Plan Guiding Principles. These principles were established to assist landscape recommendations in reaching the goals of the Campus Master Plan. Refer to the Landscape Master Plan and Landscape Development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



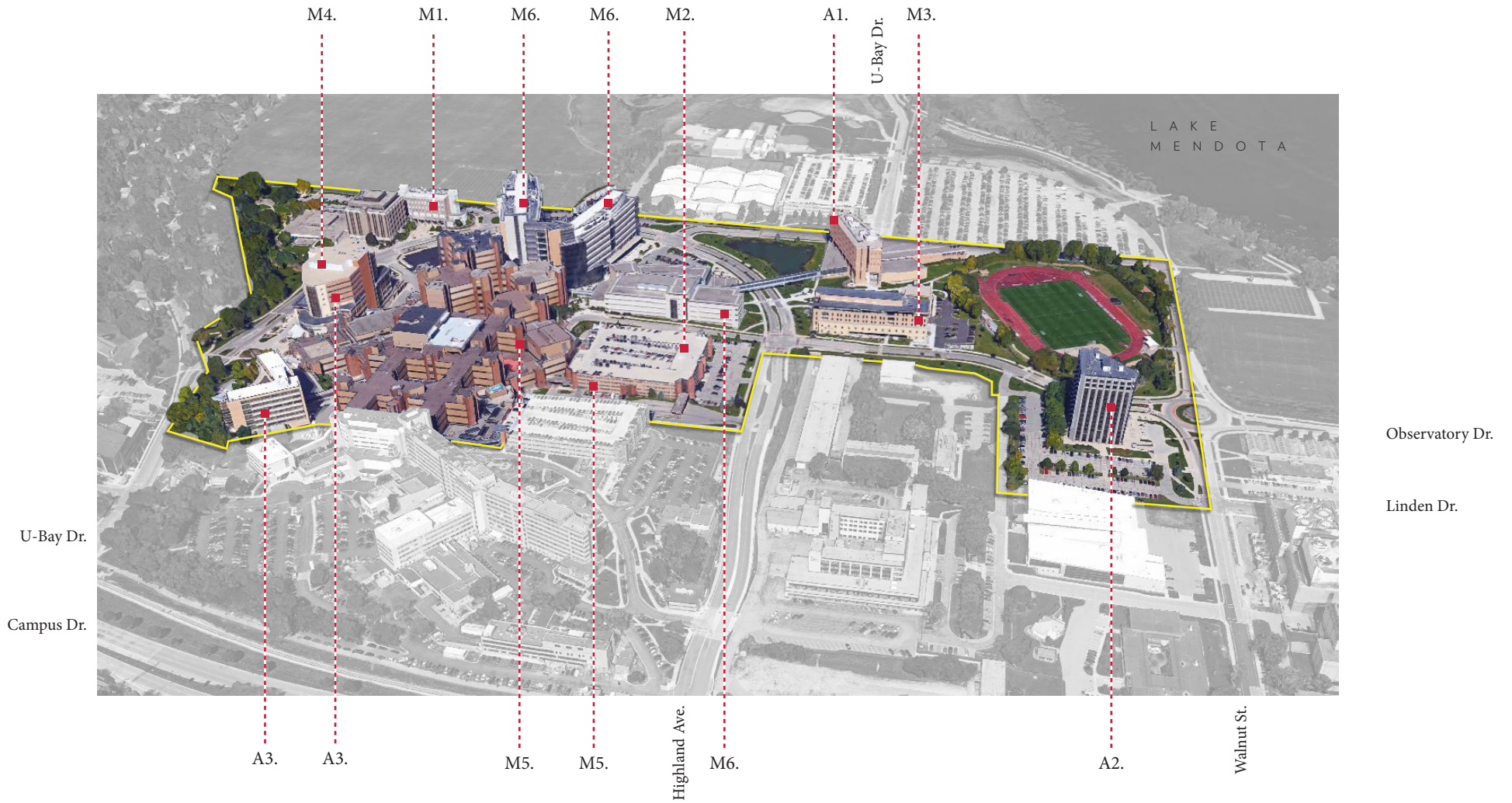
- Campus Greens
- Courtyards, Plazas, & Gardens
- Campus Fabric
- Naturalized Landscapes
- Streetscapes
- Parking and Service

**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.



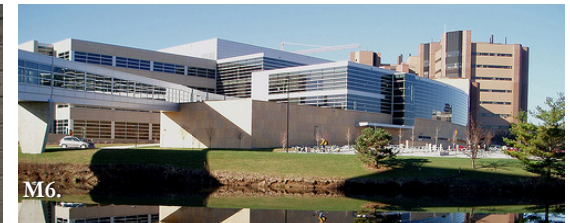
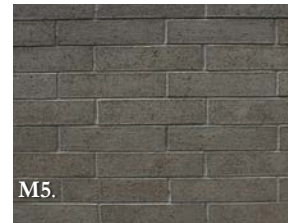


## Materials & Styles

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



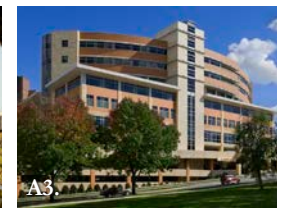
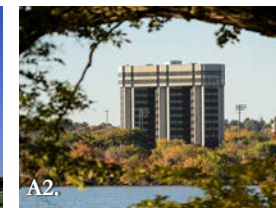
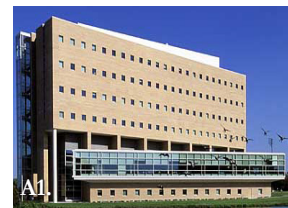
### Architectural Styles

- 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





## 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 (C-I)





1. *Design Neighborhood Overview*
2. *Forest Products Laboratory Buildings*
3. *VA Hospital (Foreground)*



## Overview & Location

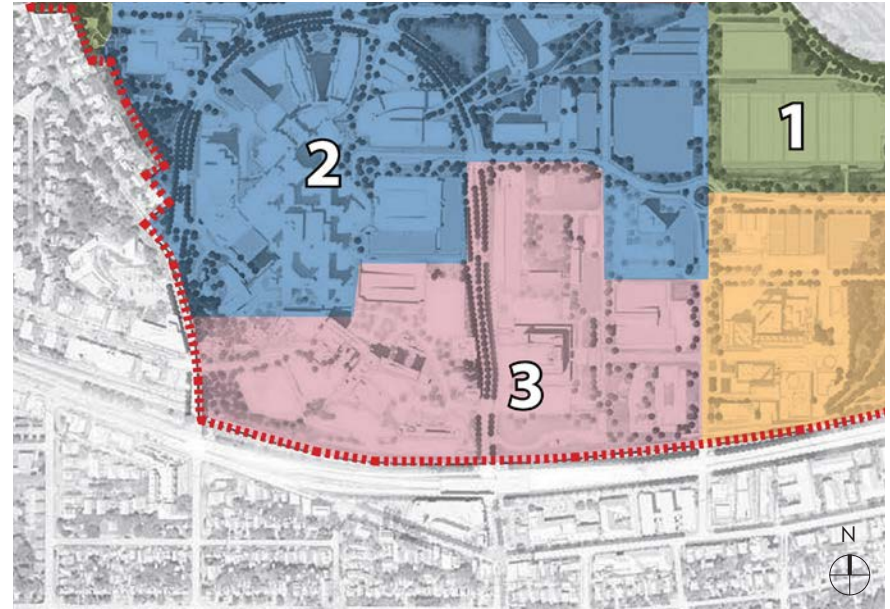
Land not owned by the University of Wisconsin. Located on the west side of campus, the area includes both City of Madison and Village of Shorewood Hills jurisdictions with ownership being divided among the Federal Government and the Veterans Administration (VA) Hospital Authority. The design neighborhood 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.

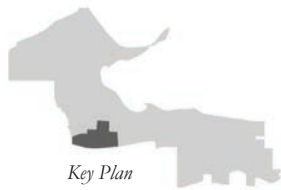
The Campus Drive Shared-Use Path and the Wisconsin & Southern Railroad (WSOR) line run along the southern frontage. A wooded area at the northeast corner of University Bay Drive and Campus Drive creates a welcoming aesthetic for both the Village of Shorewood Hills and the Far West Campus.

Lands in this area were given by the Board of Regents to the Federal Government when the university was in its infancy. Lands were 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

## 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. ☼ Zoned Conservancy District, buildings not anticipated
8. ☼<sup>2</sup> Viewshed agreement, any proposed buildings require additional approval.



## 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.

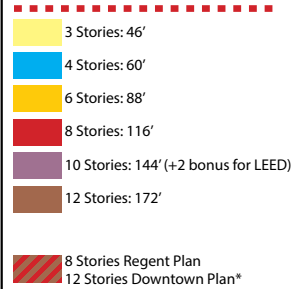
**University Avenue Corridor Plan**

Adopted May 6, 2014 #32635



**Regent Street - South Campus Neighborhood Plan**

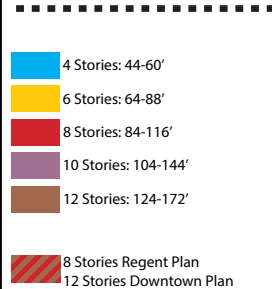
Adopted July 1, 2008 #09234



\*More recent plan takes priority

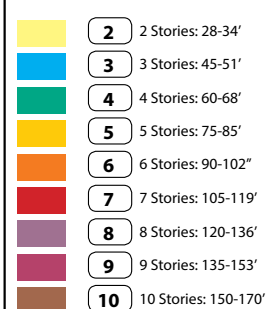
**City of Madison Downtown Plan**

Adopted July 17, 2012 #24468



\*More recent plan takes priority

**UW-Madison Campus Master Plan**

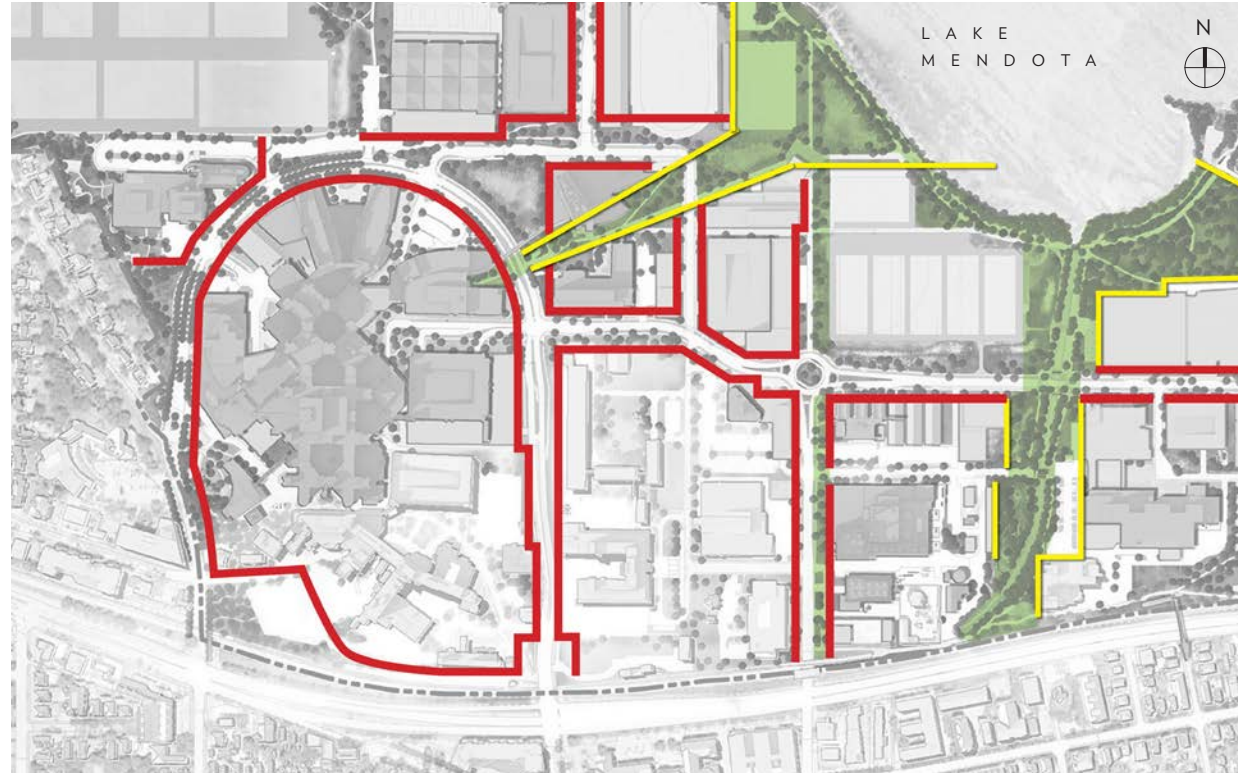


## FEDERAL NEIGHBORHOOD



### 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\*:* Identified existing width per Dane County mapping data.
- *Orientation:* What side of street segment guidelines are being applied.
- *Build-To Line<sup>1</sup>:* 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.
- *Stormwater<sup>2</sup>:* Is the area between the sidewalk/path and street appropriate for green infrastructure.

3. FEDERAL NEIGHBORHOOD							
Street Name	Description	Corridor Width*	Orientation	Build-to Line <sup>1</sup>	Building Ht. Max.	Step Back Req'ts	Stormwater <sup>2</sup>
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

\* Corridor Width = Right-of-way width or if no right-of-way, back of sidewalk to back of sidewalk where right-of-way would typically be located.

<sup>1</sup> Right-of-way line or in the case of no right-of-way, the distance from back of sidewalk.

<sup>2</sup> Does the terrace condition support green infrastructure as part of the development of this area of street?

## FEDERAL NEIGHBORHOOD



### 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.



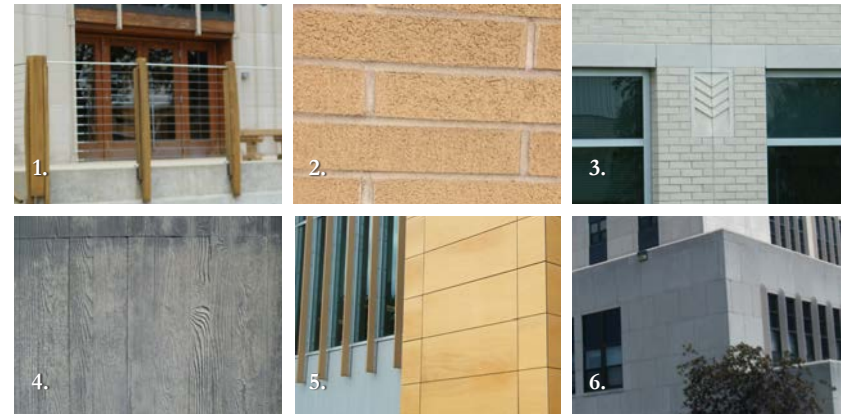
## Materials & Styles

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.



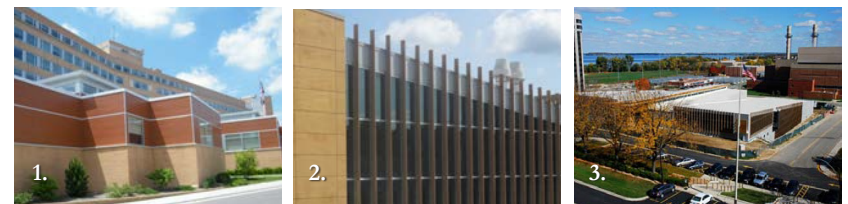
### Architectural Styles

- Art Deco
- International
- Post World War II
- Environmental Modernism



### 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			
<b>3. FEDERAL NEIGHBORHOOD</b>							
Street Name	Description	Existing R/W	Orientation	Build to Line from C/W	Building Ht. Max.	Step Back Req'ts	R/W Stormwater
University Bay Drive	Highland Ave. to University Ave.	70'					
			E	45'	9	3rd & Above - Min. 30'	NO
Highland Avenue	Lot 75 to Campus Dr.	82'	W	20'	9	3rd & Above - Min. 30'	NO
			E	20'	8	3rd & 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



## 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 (C-I)



1. *West Campus Cogeneration Facility*

2. *Meat Science Laboratory*

3. *Stock Pavilion*

# Near West Neighborhood



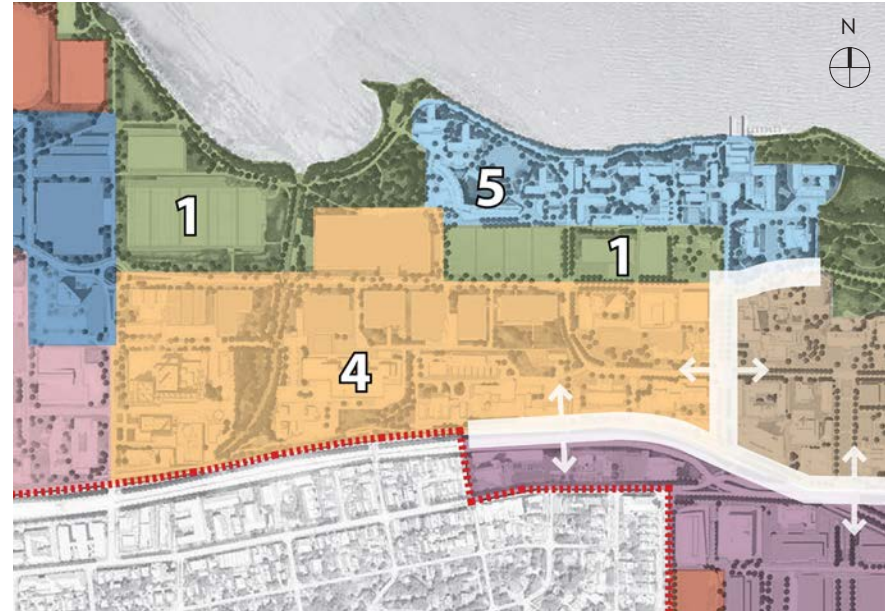
## Overview & Location

As a topographic low point of campus between Walnut Street and Babcock Drive, the area is seen as a connecting link between 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. Noted 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)





## Massing & Scale

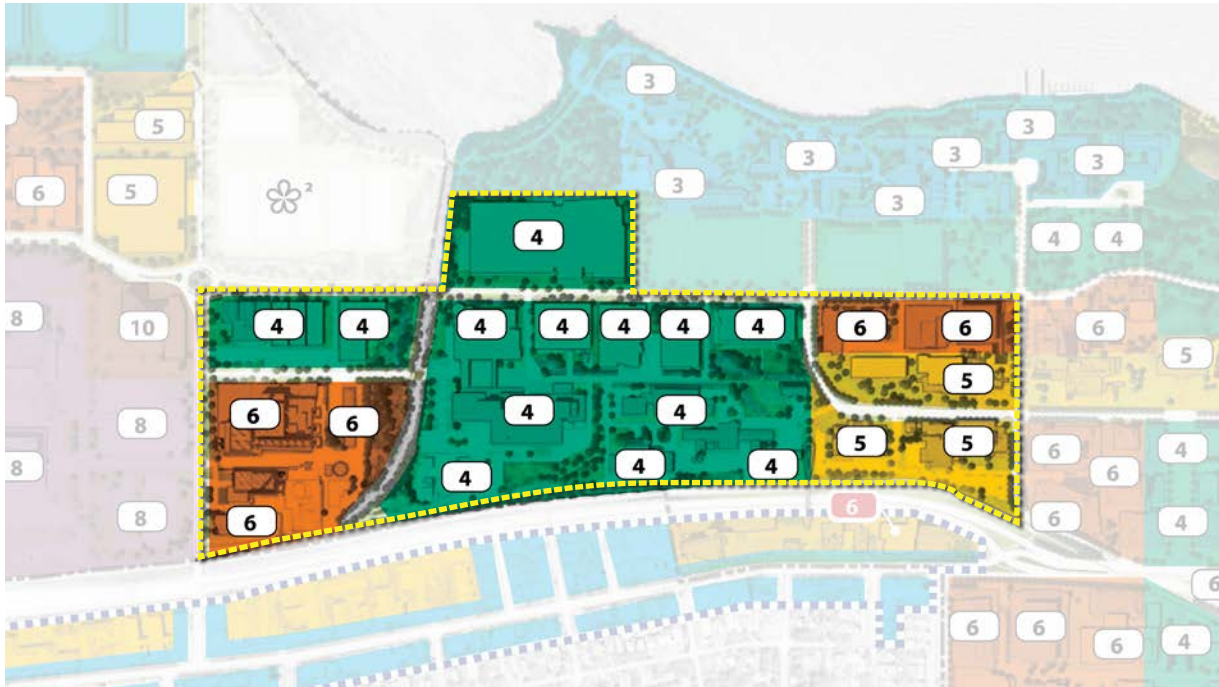
- Where building type or program requires a larger, broad floor area, the building mass should still be articulated. Smaller wings and additions to the main building mass will help modulate the scale.
- Buildings shall have a base, middle, and top. Visual emphasis is to be given to the ground floor through 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:

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. ☼<sup>1</sup> Zoned Conservancy District, buildings not anticipated
8. ☼<sup>2</sup> Viewshed agreement, any proposed buildings require additional approval.



## 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.

**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**

- 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'

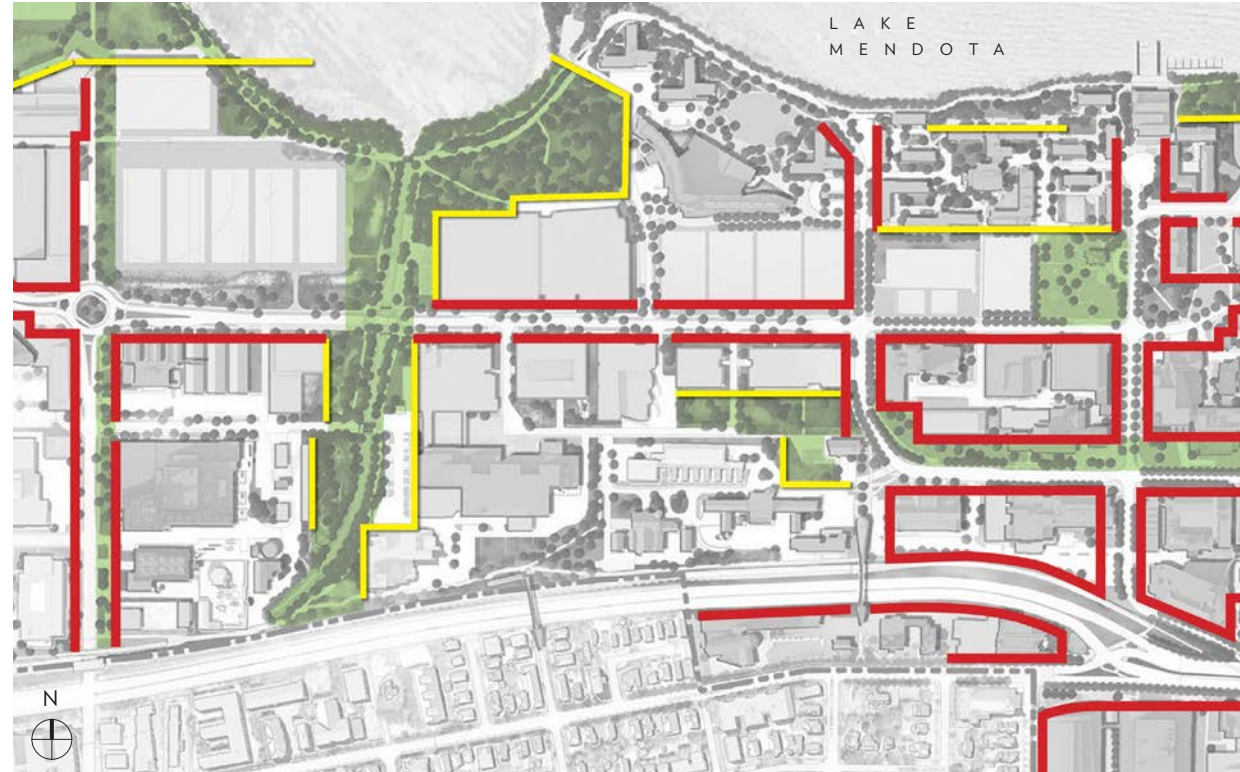
## NEAR WEST NEIGHBORHOOD



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 emphasis 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 organic to reflect their 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.



**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

- *Street Name:* Name of street located within the neighborhood.
- *Description:* Segment of street in neighborhood, as widths and character may vary.
- *Existing Corridor Width\*:* Identified existing width per Dane County mapping data.
- *Orientation:* What side of street segment guidelines are being applied.
- *Build-To Line<sup>1</sup>:* 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.
- *Stormwater<sup>2</sup>:* Is the area between the sidewalk/path and street appropriate for green infrastructure.

4. NEAR WEST CAMPUS NEIGHBORHOOD							
Street Name	Description	Corridor Width*	Orientation	Build-to Line <sup>1</sup>	Building Ht. Max.	Step Back Req'ts	Stormwater <sup>2</sup>
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. (incl. 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
			W	20'	4	None	YES
Easterday Lane (new location)	Observatory Dr. to Linden Dr.	62'	E	20'	4	None	YES
			W	-	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

\* Corridor Width = Right-of-way width or if no right-of-way, back of sidewalk to back of sidewalk where right-of-way would typically be located.

<sup>1</sup> Right-of-way line or in the case of no right-of-way, the distance from back of sidewalk.

<sup>2</sup> Does the terrace condition support green infrastructure as part of the development of this area of street?



## NEAR WEST NEIGHBORHOOD



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.



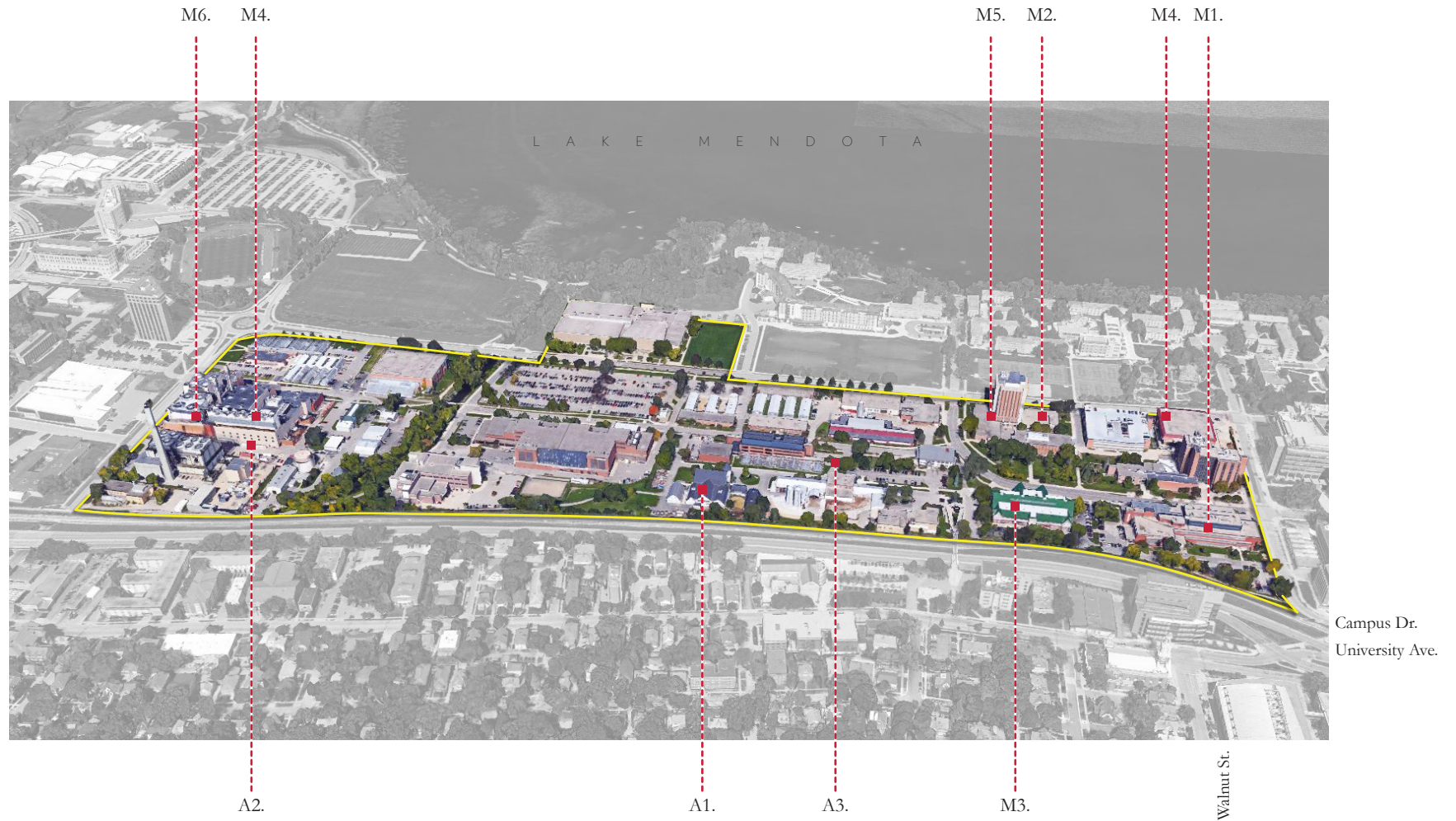
- Campus Greens
- Courtyards, Plazas, & Gardens
- Campus Fabric
- Naturalized Landscapes
- Streetscapes
- Parking and Service

**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.



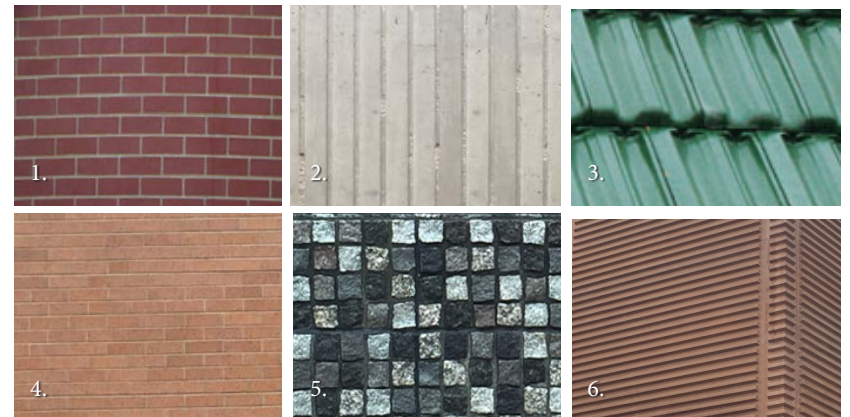


## Materials & Styles

The Near West Campus Design Neighborhood covers 68 acres of the original agricultural campus. As such the area has developed around three architectural significant agrarian-style buildings (The Dairy Barn, The Horse Barn, 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. Ohcre Brick*
- M5. Dark Granite*
- M6. Precast Panels*



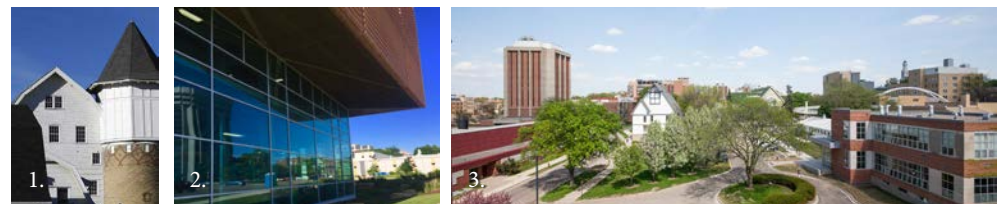
### Architectural Styles:

- 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



## 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
- 2007 Recreational Sports Facilities Master Plan
- 2014 University Avenue Corridor Neighborhood Plan
- 2016 Letters & Science Facilities Master Plan

### Restoration/Preservation Efforts

- Willow Creek Restoration Project

### Neighborhood Specific Conditions

- Viewshed Protection Agreement–WARF
- Friends of Lakeshore Nature Preserve
- Regent Neighborhood Association

### 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 27 (N. Randall Ave. & Bike Path)

### City of Madison Zoning (Chapter 28)

- Campus Institutional District (C-I)



- 1. *Dejepe Residence Hall*
- 2. *Porter Boathouse*
- 3. *Carson Gulley Center*



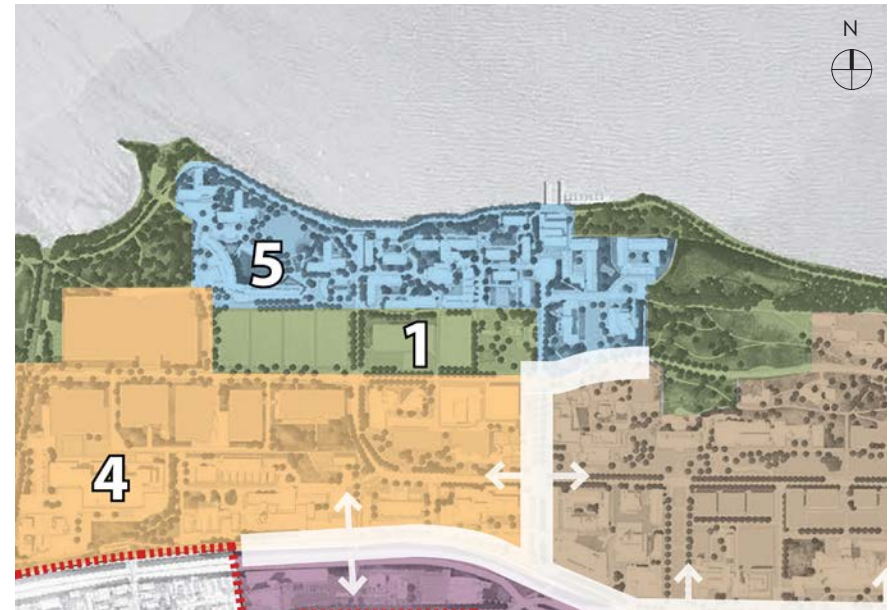
## Overview & Location

Defined as the core residential life neighborhood along the Lake Mendota shoreline, this area should embrace its natural context and reorient itself to the lake. The neighborhood shall create places for community gathering and student-oriented activities.

Development in this area should be kept to an appropriate human scale with generally lower height buildings oriented around community quadrangles, terraces, and/or courtyards. An emphasis should be placed on creating a cohesive environment between building and site that heightens the student-life experience while fostering interaction and with peers and nature. Design should embrace its context through the use of natural materials and organic forms. Where appropriate, design is encouraged to inform and educate the user and/or viewer in the areas of stormwater management, ecosystem services, flora and fauna habitat, renewable energy, geomorphology, and sustainability.

The design neighborhood is bounded by Willow Drive to the west, Observatory Hill to the east, Near East Playfields/Cole Beach to the south, and Lake Mendota to the north. It contains a mix of traditional residence halls oriented around interior courtyards (Tripp/Adams Halls) as well as the more recent DeJope Hall which embraces the lake via expansive views and open space to the water's edge.

**Area:** 24 acres (4% of 636 acre planning area)



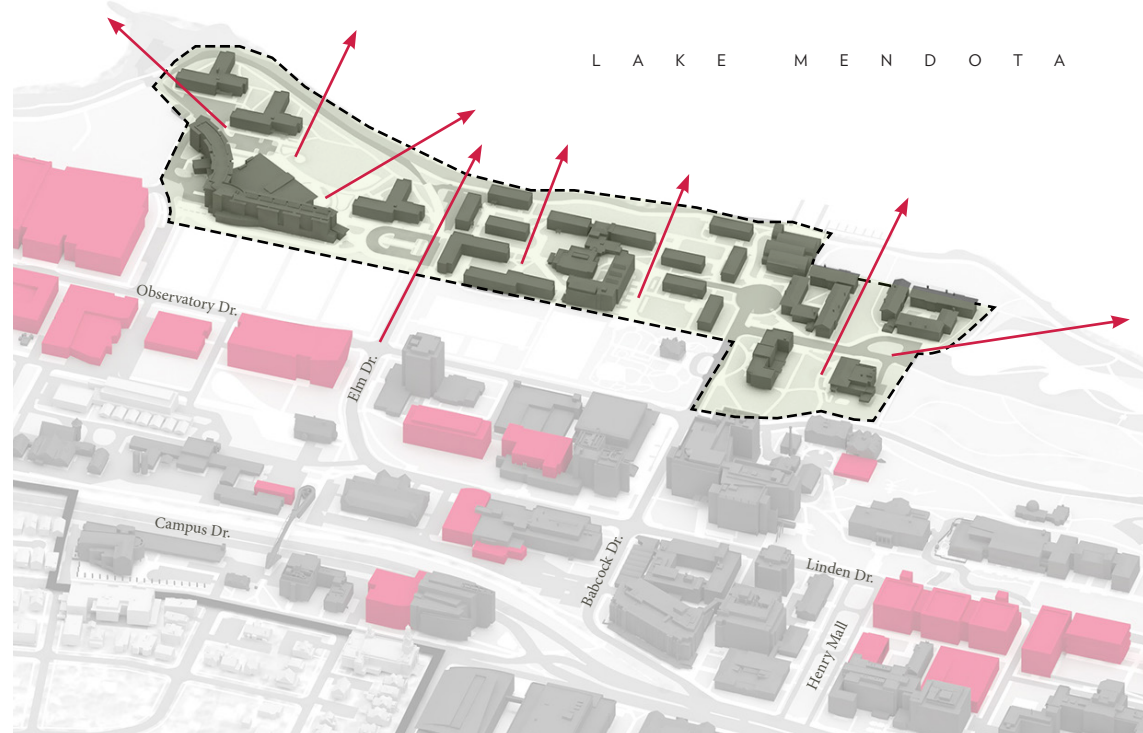
*Lakeshore  
Neighborhood Key Plan*





## Massing & Scale

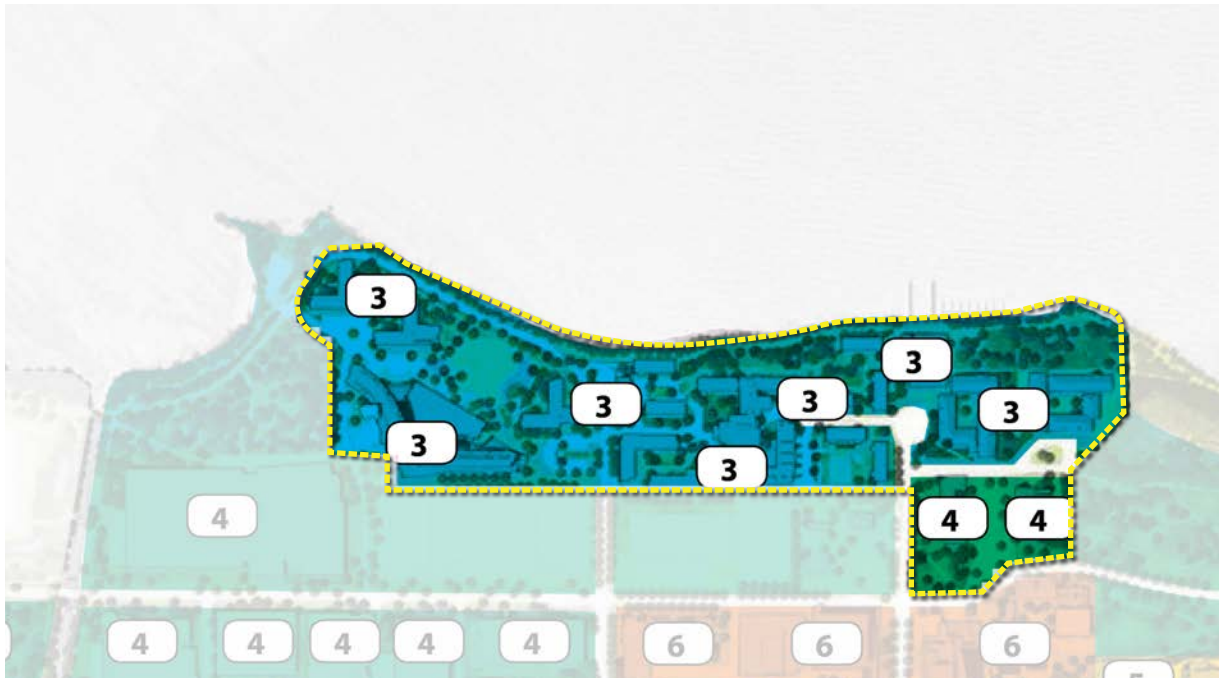
- Building edges facing important pedestrian corridors, gathering spaces, or exceptional natural resources shall have transparent treatments to enhance visual access between inside and outside as well as enliven outdoor spaces to promote activity. Transparency shall occur where building activity is highest to counterbalance energy efficiency needs.
- 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.
- Minimize footprint widths as necessary to balance program need with interior building daylighting and energy efficiency.
- 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.
- Proposed building massing shall consider daylight penetration into all spaces of the building.





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. 🌳<sup>1</sup> Zoned Conservancy District, buildings not anticipated
8. 🌳<sup>2</sup> Viewshed agreement, any proposed buildings require additional approval.



## Building Heights

- Building heights are to generally match the context and stay below the mature tree canopy heights.
- 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 should generally have hip or gabled roofs.
- Consideration of accessible and/or highly visible green roofs shall be considered above building steps.

**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

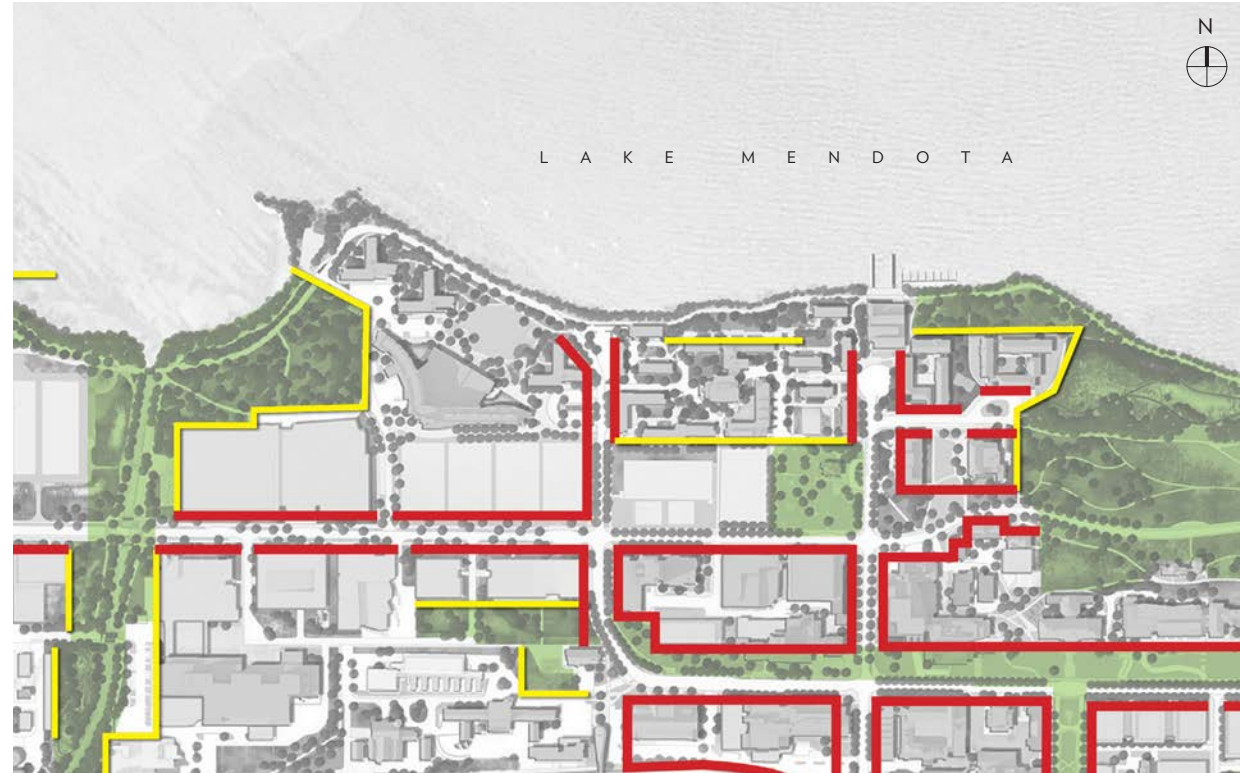
**UW-Madison Campus Master Plan**

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



## 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 Lakeshore neighborhood involve interaction with uses to the south and allow for more freedom of placement along Lake Mendota.
- Where buildings are proposed adjacent to open spaces and the lake, it is recommended that planning and design reference and acknowledge this unique and limited campus condition.
- 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.



**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\*:* Identified existing width per Dane County mapping data.
- *Orientation:* What side of street segment guidelines are being applied.
- *Build-To Line<sup>1</sup>:* 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.
- *Stormwater<sup>2</sup>:* Is the area between the sidewalk/path and street appropriate for green infrastructure.

5. LAKESHORE NEIGHBORHOOD							
Street Name	Description	Corridor Width*	Orientation	Build-to Line <sup>1</sup>	Building Ht. Max.	Step Back Req'ts	Stormwater <sup>2</sup>
Tripp Circle	Lot 35 to Lot 34	62'	N	10'	3	None	NO
			S	10'	4	None	NO
Observatory Drive	Babcock Dr. to King Hall	64'	N	80'	4	None	NO
Willow Drive	Lot 58 to Observatory Dr.	68'					
			E	-	3	None	YES
Elm Drive	Lot 37 to Cole Beach	60'	W	10'	3	3rd & Above - Min. 15'	YES
			E	10'	3	3rd & Above - Min. 15'	YES
Babcock Drive	Lot 35 to Observatory Drive	62'	W	30'	3	None	NO
			E	55'	4	None	NO

\* Corridor Width = Right-of-way width or if no right-of-way, back of sidewalk to back of sidewalk where right-of-way would typically be located.

<sup>1</sup> Right-of-way line or in the case of no right-of-way, the distance from back of sidewalk.

<sup>2</sup> Does the terrace condition support green infrastructure as part of the development of this area of street?

## LAKESHORE NEIGHBORHOOD



Key Plan

### Landscape Principles

The Lakeshore Neighborhood is unique in that it is in use 24 hours a day, seven days a week, during the academic year. This high level of use puts additional demands on the landscape. Dominated by residence halls, the landscape spaces are intimate in scale, defined by the historic buildings. The character of the neighborhood is one of a small community nestled in the remnant forest along the lake.

- Maintain the UW-Madison identity through the preservation and enhancement of the lakeshore. Manage vegetation to promote engagement with the lakeshore and support habitat for a diverse mix of flora and fauna.
- Promote a park-like, naturalistic aesthetic of irregular groupings of native trees with a clear ground plane and open sight lines.
- Create key interventions where natural plantings interrupt the park character, bleeding the transition between the natural lakeshore edge and picturesque residence hall grounds.
- Manage stormwater on site implementing green infrastructure approaches such as rain gardens and bioswales.



**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

- **Campus fabric:** Transitional landscape from the formal lawns of the Historic Campus Neighborhood to the naturalized lakeshore edge. The campus fabric should be naturalistic, enhancing the connection to the lake. Plant irregular stands of native trees and convert low-use areas of turf grass to no-mow fescue or short-grass meadow.
- **Campus green:** Maintain the campus greens at DeJope Residence Hall and Carson Gulley as flexible, passive open spaces.
- **Naturalized landscapes:** Maintain the natural lake edge and the character of the Howard Temin Lakeshore Path. Selectively remove trees to open up views to the lake.
- **Courtyards, plazas, terraces, and gardens:** Intimate courtyards and plazas should respond to the surrounding building architecture and be designed with enduring-high quality materials. Integrate pervious paving to promote infiltration of stormwater, reducing direct discharge to the lake.
- **Parking and service:** Screen views of parking from Lake Mendota. Maintain view sheds to the lake.

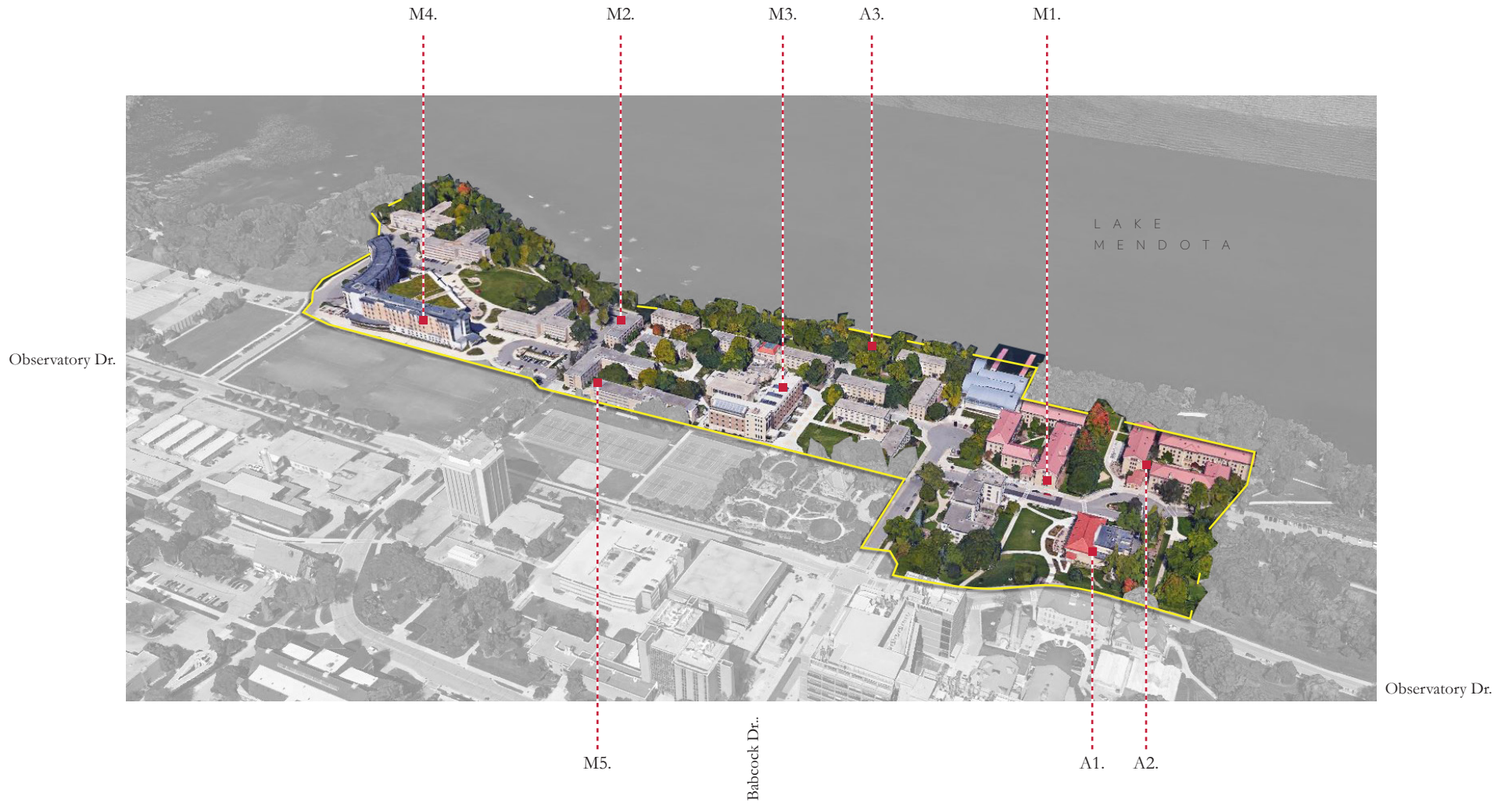


**Note:** The list of statements characterize the nature of the identified typologies as defined by the Landscape Master Plan. Refer to the Landscape Master Plan and Landscape Development Standards for further information.



## Materials & Styles: Existing Conditions

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



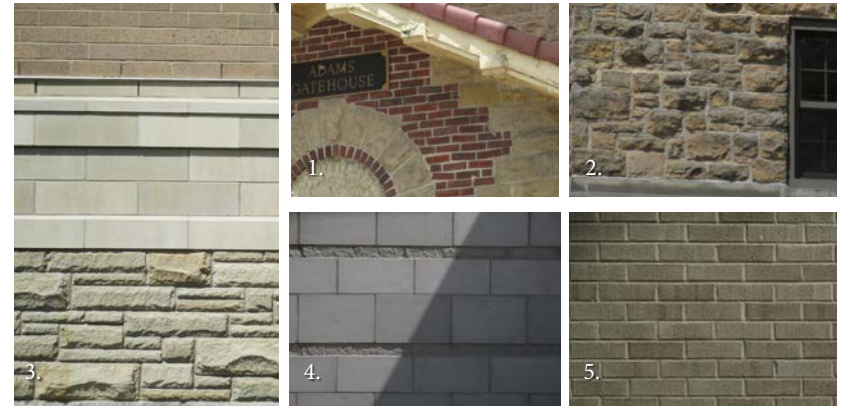


## Materials & Styles

The Lakeshore Campus Design Neighborhood is defined by both its materials and spaces created by its architecture. Materials reference the lakeside setting and are typically more rusticated, earth toned, and natural in origin than throughout the rest of campus. Appropriately scaled materials are imperative to maintaining a sense of intimacy and reflecting its context within campus. Durability and weathering are also important considerations due to the users of these buildings and the location along Lake Mendota.

### Materials:

- M1. Red Brick/Bedford Limestone/Terra Cotta (Roof)
- M2. Bedford Limestone
- M3. Tan Brick/Limestone
- M4. Limestone (Multiple Finishes)
- M5. Tan Brick



### Architectural Styles:

- *Beaux Arts*
- *Classical Revival*
- *Richardsonian Romanesque*
- *Environmental Modernism*



### Architectural Features:

- A1. *Human Scaled Spaces and Courtyards*
- A2. *Classical Forms and Ornamentation*
- A3. *Natural Picturesque Views*







## 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			
<b>5. LAKESHORE NEIGHBORHOOD</b>							
Street Name	Description	Existing R/W	Orientation	Build to Line from C/W	Building Ht. Max.	Step Back Req'ts	R/W Stormwater
Tripp Circle	Lot 35 to Lot 34	62'	N	10'	3	None	NO
			S	10'	4	3rd & Above - Min. 15'	NO
Observatory Drive	Babcock Dr. to King Hall	64'	N	80'	4	3rd & Above - Min. 15'	NO
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Babcock Drive	Lot 35 to Observatory Drive	62'	W	40'	3	None	NO
			E	55'	4	3rd & Above - Min. 15'	NO



## 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
- 2006 UW Housing Facilities Master Plan

### Restoration/Preservation Efforts

- University Bay Restoration
- Tree Canopy Preservation

### Neighborhood Specific Conditions

- Friends of Lakeshore Nature Preserve

### 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 27 (N. Randall Ave. & Bike Path)

### City of Madison Zoning (Chapter 28)

- Campus Institutional District (C-I)



1. *Agricultural Hall*
2. *DeLuca Biochemical Sciences Building*
3. *Education Building*



# Historic Campus Neighborhood

## Overview & Location

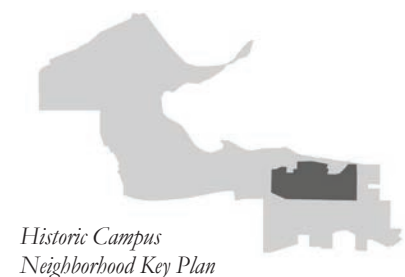
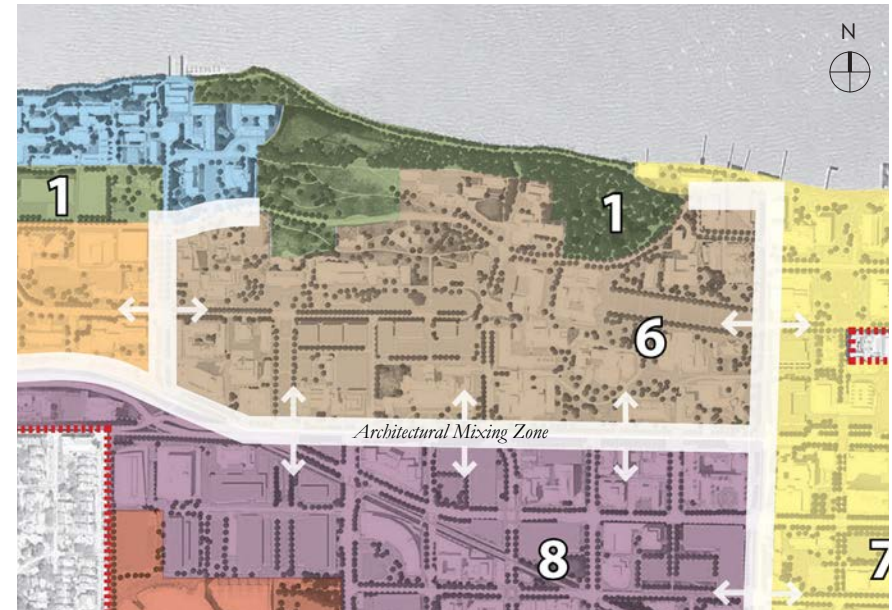
Defined as the academic and historic core of campus the area primarily includes classrooms and offices for faculty and staff. As the oldest portion of campus it presents a traditional collegiate aesthetic with an architecturally rich building inventory set in a verdant landscape setting.

While being the most building-dense neighborhood on campus, the entire area feels less urban than south of University Avenue. This is related to quantity and quality of open spaces, including the iconic Bascom Mall quadrangle which is appropriately scaled and massed to relate to the architecture. An emphasis is placed on pedestrian walkability and scale, with limited street infrastructure throughout the area. This design neighborhood is most commonly associated with the UW-Madison identity and as such material use and design principles shall be of a quality and craftsmanship on par with a world class institution.

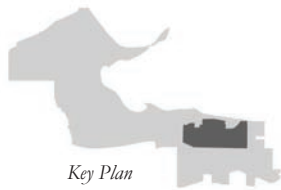
Although the streets around and through this design neighborhood shall have a clear and consistent quality per the streetscape typology recommendations, the architecture is allowed more freedom to draw from its immediate adjacencies. The identified Architectural Mixing Zones are highlighting primary streets within the campus development boundary where building styles and materials can most appropriately draw from their immediate context. In essence, the goal is promote a dialogue along these corridors that is not identifiable with any one design neighborhood, but part of the UW-Madison physical experience.

The design neighborhood is bounded by Babcock Drive to the west, N. Park Street to the east, University Avenue to the south, and primarily Observatory Drive to the north. The area also includes Elizabeth Waters Hall and Williams H. Sewell Social Science Building located north of Observatory Drive.

**Area:** 80 acres (12% of 636 acre planning area)



## HISTORIC CAMPUS NEIGHBORHOOD



Key Plan

## Massing & Scale

- Buildings are to support the campus civic structure, giving architectural definition to the campus streets, quadrangles, and other open spaces. Buildings are to front directly onto these spaces and to support them by their form, massing, and the design of their facades.
- 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.
- Minimize footprints as necessary to balance program need with providing an exemplary 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.
- Proposed building massing shall consider daylight penetration into all spaces of the building.





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.
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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. 🌿<sup>2</sup> Viewshed agreement, any proposed buildings require additional approval.



## 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.
- 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.
- Consider building heights in conjunction with exemplary view corridors (i.e. Looking up Bascom Hill to Bascom Hall and seeing Van Hise in the background).

Buildings should generally have hip or gabled roofs.

**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

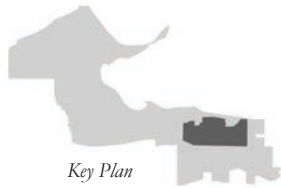
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**UW-Madison Campus Master Plan**

- 2 Stories: 28-34'
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- 5 Stories: 75-85'
- 6 Stories: 90-102'
- 7 Stories: 105-119'
- 8 Stories: 120-136'
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## HISTORIC CAMPUS NEIGHBORHOOD



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 Historic neighborhood promote existing quadrangle definition and arterial corridor definition.
- 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 are the most strict around open spaces in this neighborhood to reinforce the importance and prominence of structures in these areas.



**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\*:* Identified existing width per Dane County mapping data.
- *Orientation:* What side of street segment guidelines are being applied.
- *Build-To Line<sup>1</sup>:* 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.
- *Stormwater<sup>2</sup>:* Is the area between the sidewalk/path and street appropriate for green infrastructure.

6. HISTORIC CAMPUS NEIGHBORHOOD							
Street Name	Description	Corridor Width*	Orientation	Build-to Line <sup>1</sup>	Building Ht. Max.	Step Back Req'ts	Stormwater <sup>2</sup>
Observatory Drive	Babcock Dr. to King Hall	64'	S	10' (steps)	6	None	NO
	King Hall to N. Charter St.	64'	N	20'	4	None	NO
			S	70'	4 8	None	NO
	N. Charter St. to N. Park St.	60'	N	20'	4	None	NO
S			20'	4 5 7 8	None	NO	
Linden Drive	Babcock Dr. to Henry Mall	68'	N	100'	5	4th & Above - Min. 15'	NO
			S	30'	4 6	4th & Above - Min. 15'	YES
	Henry Mall to N. Charter St.	68'	N	100'	5	None	NO
			S	30'	4 6	4th & Above - Min. 15'	YES
New E/W Street (60' RW* min.)	New N/S Street to N. Charter St.	-	N	10'	6	5th & Above - Min. 15'	NO
			S	10'	6	5th & Above - Min. 15'	YES
University Avenue	Henry Mall to N. Charter St.	100'	N	50'	4 6	5th & Above - Min. 15'	NO
	N. Charter St. to N. Park St.	100'	N	50'	10	5th & Above - Min. 15'	NO
Babcock Drive	Observatory Dr. to Linden Dr.	60'	E	35'	5 6	4th & Above - Min. 15'	NO
	Linden Dr. to University Avenue	42'	E	20'	6		NO
Henry Mall	Linden Dr. to University Avenue	114'	W	15'	4	4th & Above - Min. 30'	NO
			E	15'	4	4th & Above - Min. 30'	NO
New N/S Street (60' RW* min.)	Linden Dr. to University Avenue	68'	W	10'	6	None	NO
			E	10'	6	None	YES
N. Charter Street	Observatory Dr. to Linden Dr.	62'	W	30'	5 8	3rd & Above - Min. 15'	NO
			E	20'	4	3rd & Above - Min. 15'	NO
	Linden Dr. to University Ave.	62'	W	40'	6	3rd & Above - Min. 15'	YES
			E	20'	6 10	3rd & Above - Min. 15'	YES
N. Park Street	Observatory Dr. to State Street Mall	62'	W	50'	8	5th & Above - Min. 15'	NO
	State Street Mall to University Ave.	70'	W	45'	10	8th & Above - Min. 15'	NO

\* Corridor Width = Right-of-way width or if no right-of-way, back of sidewalk to back of sidewalk where right-of-way would typically be located.

<sup>1</sup> Right-of-way line or in the case of no right-of-way, the distance from back of sidewalk.

<sup>2</sup> Does the terrace condition support green infrastructure as part of the development of this area of street?



## HISTORIC CAMPUS NEIGHBORHOOD



Key Plan

### Landscape Principles

The Historic Campus Neighborhood is the heart of campus. This landscape encapsulates the history of campus. Care should be taken to restore and enhance these spaces with attention to reinforcing the original formal design gestures.

- Preserve and enhance the formal quality of the landscape.
- Restore original malls to give campus clearer legibility.
- Focus on high quality materials that enhance the stature of the Historic Campus Neighborhood.
- Expand naturalized landscapes on Observatory Hill.
- Manage stormwater on site through green infrastructure approaches such as rain gardens and constructed wetlands.



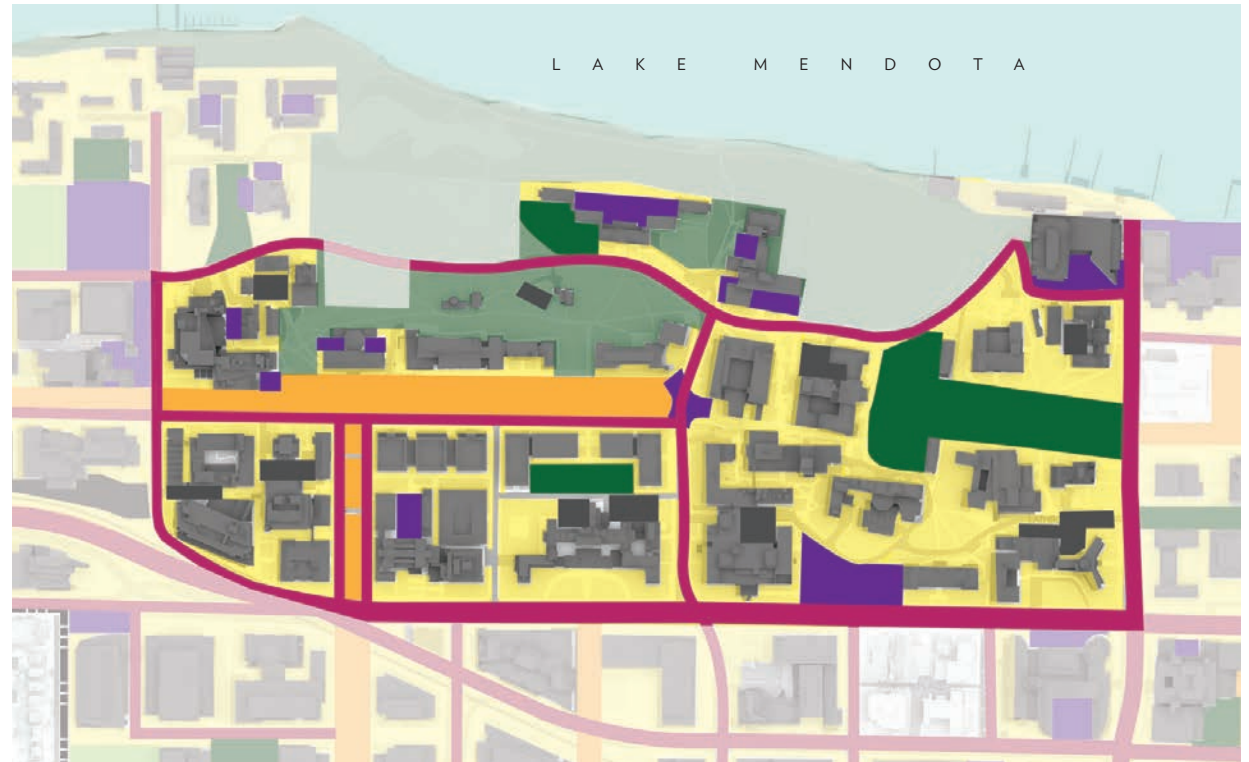
**Note:** The list of statements characterize the neighborhood in regard to the Landscape Master Plan Guiding Principles. These principles were established to assist landscape recommendations in reaching the goals of the Campus Master Plan. Refer to the Landscape Master Plan and Landscape Development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



## Landscape Guidelines

The Historic Campus Neighborhood is composed of a series of formal malls and greens between which the campus fabric connects and knits together the space.

- **Campus fabric:** Traditional lawn and irregularly spaced shade trees.
- **Campus green:** Maintain the Bascom green and add new greens through the redevelopment of the Medical Sciences campus.
- **Campus malls:** Reinforce originally designed spaces that organized the first expansion of the UW-Madison campus preserving the original sense of place.
- **Naturalized landscapes:** Restore and naturalize Observatory Hill creating a contrast between the two major drumlins on campus and showing the importance of natural spaces within campus.
- **Courtyards, plazas, terraces, and gardens:** Courtyards and plazas should respond to the surrounding architectural context and be constructed of high quality materials and craftsmanship.



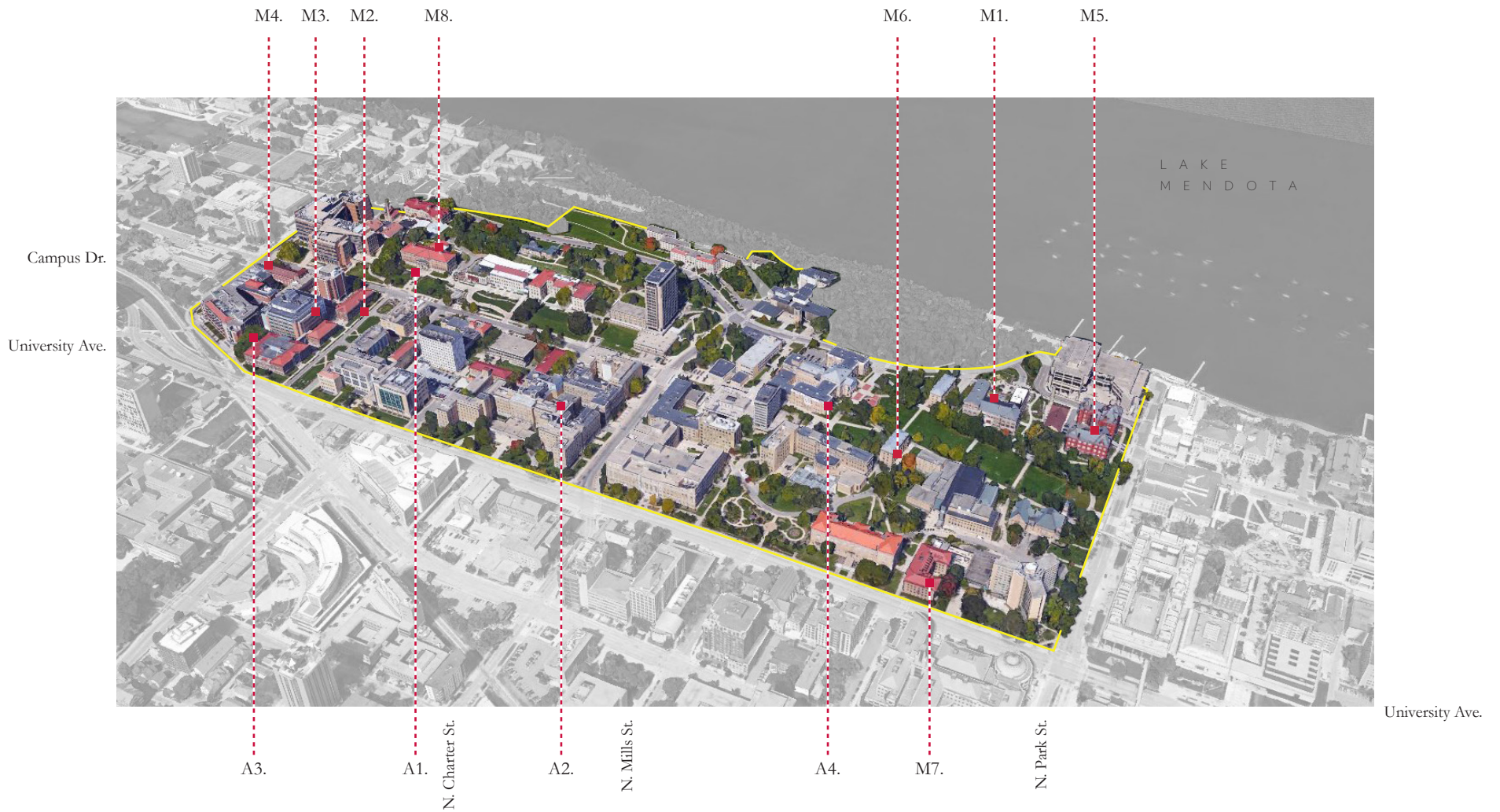
- Campus Greens
- Courtyards, Plazas, & Gardens
- Campus Fabric
- Naturalized Landscapes
- Streetscapes
- Parking and Service

**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.



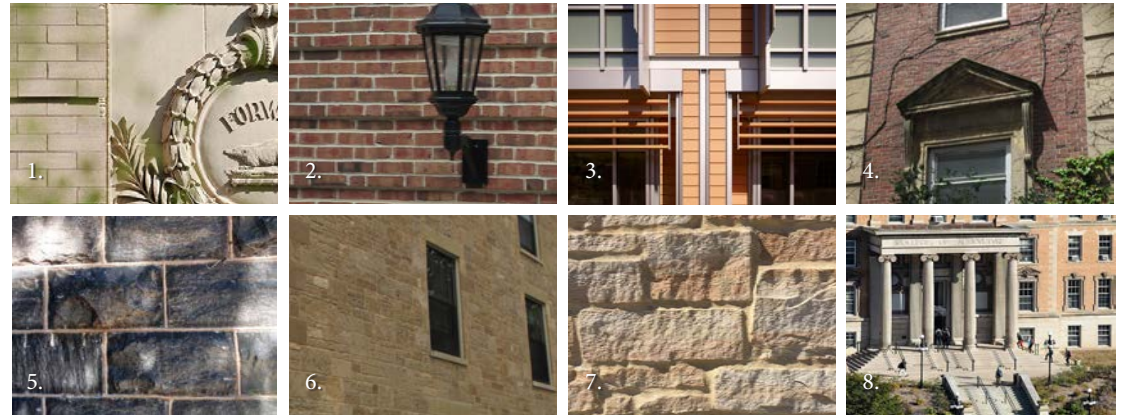


## Materials & Styles

Many materials have been used on campus over the years, with good effect. The Historic Campus Design Neighborhood has a large number of Madison Sandstone and Superior Sandstone buildings that identify this part of campus. Other common materials and styles are identified below. New construction need not duplicate these historical features, however consideration should be made towards achieving a similar level of quality through detail and fenestration of building facades. Context should inform proposed materials and styles, but ultimately development should be of the present time.

### Materials:

- M1. Grey Brick/ Bedford Limestone
- M2. Red Brick
- M3. Terra Cotta/ Anodized Aluminum
- M4. Limestone Quoins/ Lintels/ Pediments
- M5. Berlin Ryholite
- M6. Madison Sandstone
- M7. Superior Sandstone
- M8. Bedford Limestone



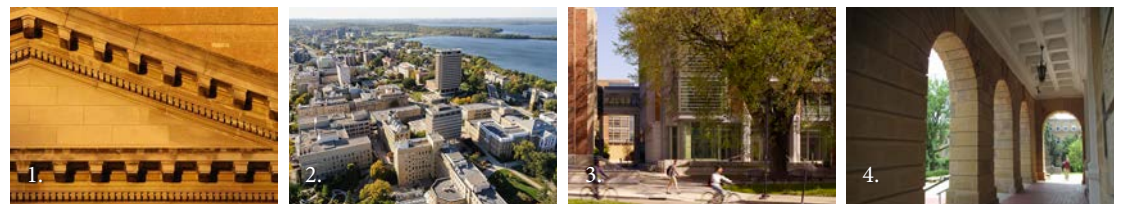
### Architectural Styles:

- *Beaux Arts*
- *Classical Revival*
- *Richardsonian Romanesque*
- *Modern*
- *Environmental Modernism*



### Architectural Features:

- A1. *Articulation and Ornamentation*
- A2. *Density of Architectural Variety*
- A3. *Courtyards and Insets*
- A4. *Portico*





## 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			
<b>6.HISTORIC CAMPUS NEIGHBORHOOD</b>							
Street Name	Description	Existing R/W	Orientation	Build to Line from C/W	Building Ht. Max.	Step Back Req'ts	R/W Stormwater
Observatory Drive	Babcock Dr. to King Hall	64'	S	10'	6	None	NO
	King Hall to N. Charter St.	64'	N	-	4	None	NO
			S	70'	4 8	None	NO
	N. Charter St. to N. Park St.	60'	N	20'	4	None	NO
S			20'	4 5 7 8	None	NO	
Linden Drive	Babcock Dr. to Henry Mall	68'	N	45'	5	3rd & Above - Min. 15'	NO
			S	30'	4 6	3rd & Above - Min. 15'	YES
	Henry Mall to N. Charter St.	68'	N	100'	5	None	NO
			S	30'	4 6	3rd & Above - Min. 15'	YES
New E/W Street	New N/S Street to N. Charter St.	68'	N	0	6	None	NO
			S	0	6	None	YES
University Avenue	Henry Mall to N. Charter St.	100'	N	50'	4 6	5th & Above - Min. 15'	NO
	N. Charter St. to N. Park St.	100'	N	45'	10	5th & Above - Min. 15'	NO
Babcock Drive	Observatory Dr. to Linden Dr.	60'	E	35'	5 6	4th & Above - Min. 15'	NO
	Linden Dr. to University Avenue	42'	E	20'	6		NO
Henry Mall	Linden Dr. to University Avenue	114'	W	20'	4	4th & Above - Min. 30'	NO
			E	15'	4	4th & Above - Min. 30'	NO
New N/S Street	Linden Dr. to University Avenue	68'	W	15'	6	None	NO
			E	15'	6	None	YES
N. Charter Street	Observatory Dr. to Linden Dr.	62'	W	30'	5 8	3rd & Above - Min. 15'	NO
			E	15'	4	3rd & Above - Min. 15'	NO
	Linden Dr. to University Ave.	62'	W	40'	6	3rd & Above - Min. 15'	YES
			E	20'	6 10	3rd & Above - Min. 15'	YES
N. Park Street	Observatory Dr. to State Street Mall	62'	W	50'	8	5th & Above - Min. 15'	NO
	State Street Mall to University Ave.	70'	W	45'	10	5th & Above - Min. 15'	NO

see next page...



...continued

Building	Built	Renovated	Style	Materials			
Babcock Drive	Observatory Dr. to Linden Dr.	60'	E	35'	5 6	4th & Above - Min. 15'	NO
	Linden Dr. to University Avenue	42'	E	20'	6		NO
Henry Mall	Linden Dr. to University Avenue	114'	W	20'	4	4th & Above - Min. 30'	NO
			E	15'	4	4th & Above - Min. 30'	NO
New N/S Street	Linden Dr. to University Avenue	68'	W	15'	6	None	NO
			E	15'	6	None	YES
N. Charter Street	Observatory Dr. to Linden Dr.	62'	W	30'	5 8	3rd & Above - Min. 15'	NO
			E	15'	4	3rd & Above - Min. 15'	NO
	Linden Dr. to University Ave.	62'	W	40'	6	3rd & Above - Min. 15'	YES
			E	20'	6 10	3rd & Above - Min. 15'	YES
N. Park Street	Observatory Dr. to State Street Mall	62'	W	50'	8	5th & Above - Min. 15'	NO
	State Street Mall to University Ave.	70'	W	45'	10	5th & Above - Min. 15'	NO

## 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
- 2006 UW Housing Facilities Master Plan
- 2016 Letters & Science Facilities Master Plan

## Restoration/Preservation Efforts

- Bascom Mall
- Henry Mall Historic District
- Observatory Hill

## Neighborhood Specific Conditions

- Friends of Lakeshore Nature Preserve

## Historical and Cultural Resources

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

## Well Head District/Locations

- City of Madison Unit Well 27 (N. Randall Ave. & Bike Path)

## City of Madison Zoning (Chapter 28)

- Campus Institutional District (C-I)



MacLeod-Siretti



1. East Campus Mall & Chazen Museum of Art

2. Memorial Union

3. Ogg Residence Hall





# East Campus Neighborhood

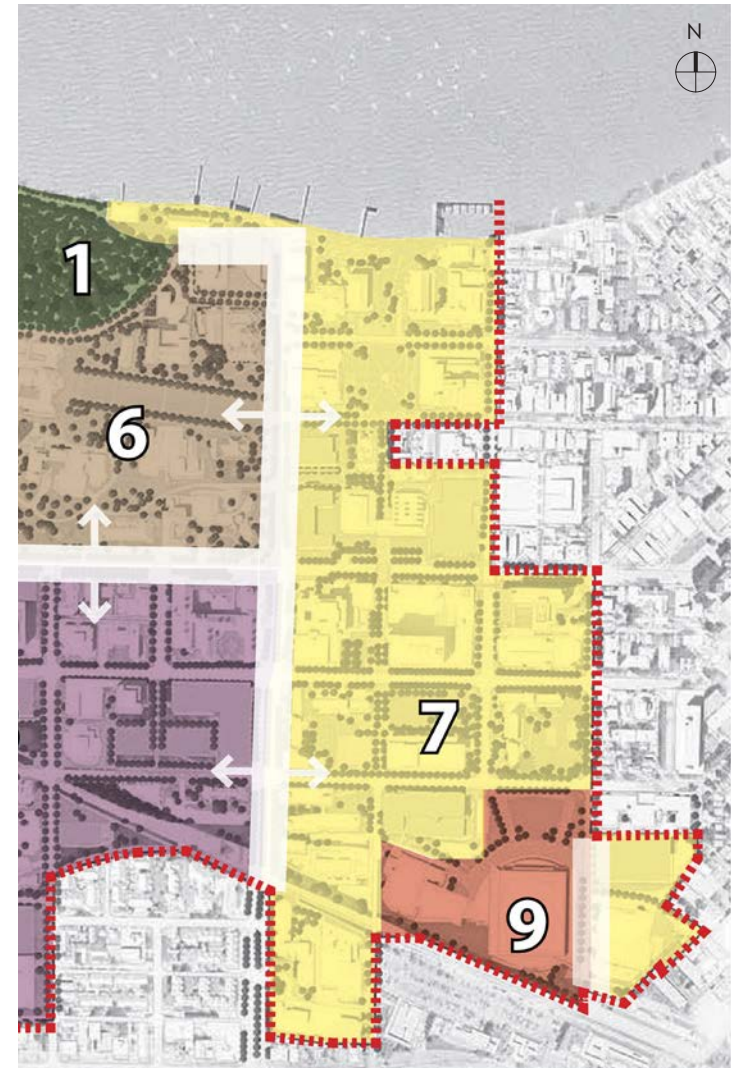
## Overview & Location

Defined as the portion of campus where town and gown interface. A mixed use neighborhood with housing and student services set along side performing arts, communication, and administrative activities. The inclusion of Memorial Union, Library Mall, and conference facilities make this area a social hub. East Campus Mall provides a critical north-south linkage through this area connecting the following uses and characteristics of each block (north to south):

- Lake Mendota to State Street. Buildings with traditional architecture buildings frame Library Mall and Alumni Park. Beyond the university faculty, staff, and student populations, a large percentage of users include visitors and public patrons making this area a vibrant node of campus at all times of the year.
- State Street to University Avenue. Composed of a mix of architectural styles and urban courtyards the area supports both academic buildings and performance/visual art facilities.
- University Avenue to W. Johnson Street. An area consisting of large-footprint buildings that are a mix of institutional and partnership development.
- Regent Street to W. Johnson Street. The location of the southeast residence halls and home to a large population of underclassmen including supporting recreational and food establishments.

The design neighborhood is most cleanly bounded by N. Park Street on the west and Lake Mendota on the north. The remaining two edges interface with the City of Madison but can generally be defined as Regent Street/Railroad to the south and N. Lake Street/N. Francis Street to the east. It is important to denote the sliver of State Street that is not within the campus development boundary and the far southeastern corner of the campus which includes the Art Loft Building and parking Lot 91 which is shared with the Madison Metropolitan School District located in the Doyle Administration Building.

**Area:** 76 acres (12% of 636 acre planning area)



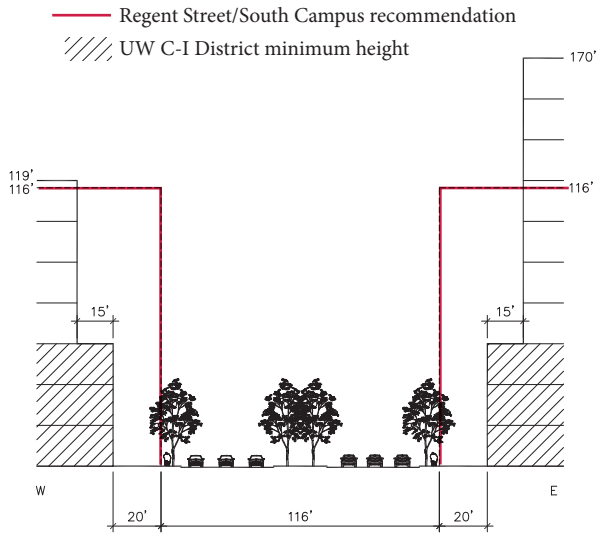




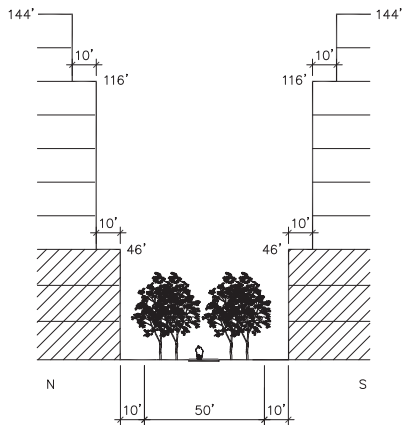
## Massing & Scale

- Buildings are to support the campus civic structure, giving architectural definition to the campus streets, quadrangles, and other open spaces. Buildings are to front directly onto these spaces and to support them by their form, massing, and the design of their facades.
- Architectural composition should particularly emphasize a distinct identity for the buildings along East Campus Mall. This identity should be legible from critical viewpoints, as well as within the overall campus skyline when seen from a distance.
- 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.
- 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.
- Where buildings are set back at upper stories, use lower roofs as green roofs, balconies, terraces, and gardens.
- Utilize architectural articulation such as changes in material, fenestration, architectural detailing, or other elements to break down the scale.





Park Street - Railroad to W. Dayton St. (View North)



Bike Path - Park St. to Kohl Center (View Easterly)



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. ☼<sup>1</sup> Zoned Conservancy District, buildings not anticipated
8. ☼<sup>2</sup> Viewshed agreement, any proposed buildings require additional approval.

## 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.
- When directly abutting the community, building heights should not significantly exceed that of neighboring community buildings. Height differences shall be mitigated by orienting taller building masses toward the campus. Similarly, upper floors may be stepped back away from the street frontage.

Buildings should generally have a mix of roof shapes.

Consideration of accessible and/or highly visible green roofs shall be considered.

**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**

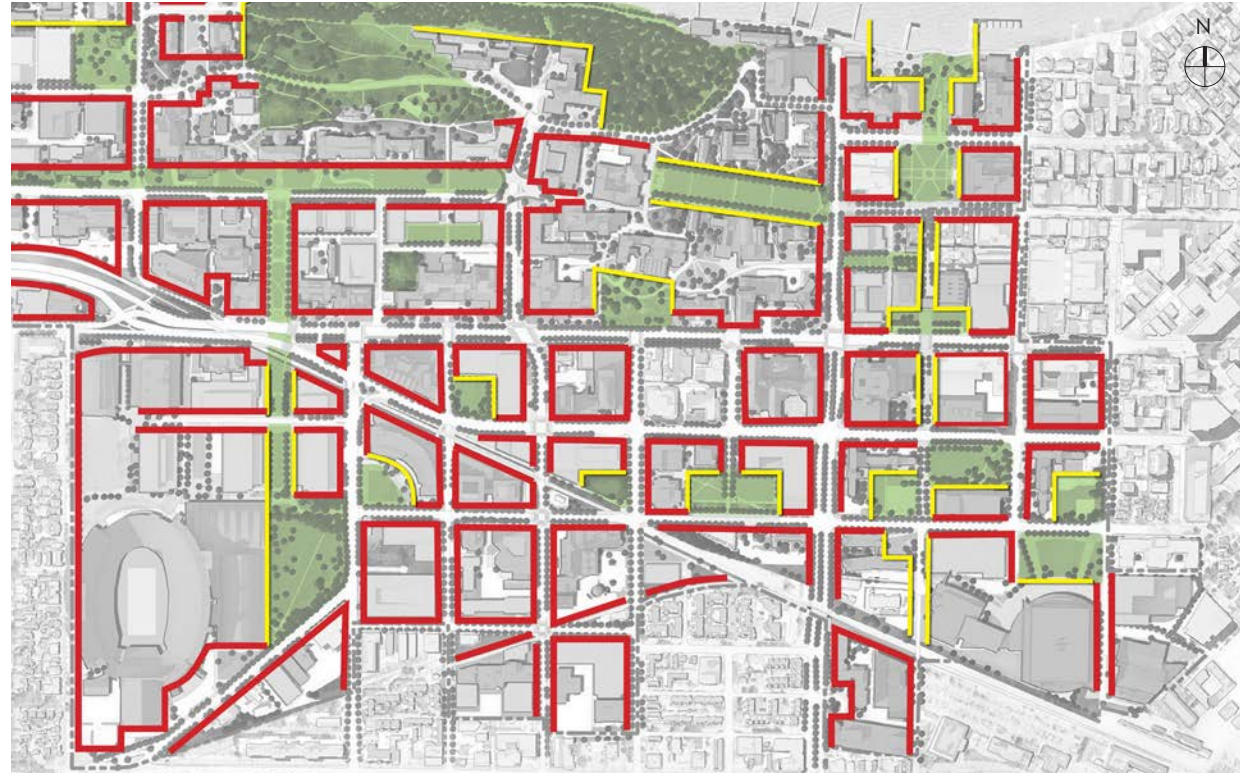
- 2 Stories: 28-34'
- 3 Stories: 45-51'
- 4 Stories: 60-68'
- 5 Stories: 75-85'
- 6 Stories: 90-102'
- 7 Stories: 105-119'
- 8 Stories: 120-136'
- 9 Stories: 135-153'
- 10 Stories: 150-170'



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 East Campus neighborhood involve interaction with existing street right-of-ways and the creation of traditional urban forms.
- Build-to lines along the East Campus are indicated as open space and therefore shall interplay and offer a diversity of first floor offsets and indoor/outdoor experiences.
- 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.



**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-

- *Street Name:* Name of street located within the neighborhood.
- *Description:* Segment of street in neighborhood, as widths and character may vary.
- *Existing Corridor Width\*:* Identified existing width per Dane County mapping data.
- *Orientation:* What side of street segment guidelines are being applied.
- *Build-To Line<sup>1</sup>:* 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.
- *Stormwater<sup>2</sup>:* Is the area between the sidewalk/ path and street appropriate for green infrastructure.

7. EAST CAMPUS NEIGHBORHOOD							
Street Name	Description	Corridor Width*	Orientation	Build-to Line <sup>1</sup>	Building Ht. Max.	Step Back Req'ts	Stormwater <sup>2</sup>
Langdon Street	N. Park St. to N. Lake St.	68'	N	50'	6	4th & Above - Min. 15'	NO
			S	25'	6	5th & Above - Min. 15'	NO
State Street	N. Park St. to N. Lake St.	66'	N	10'	3 stepping to 6	3rd & Above - Min. 30'	NO
			S	10'	3 stepping to 5	3rd & Above - Min. 30'	NO
University Avenue	N. Park St. to N. Francis St.	100'	N	20' / 100' Step	10	4th & Above - Min. 15'	NO
			S	20'	10	8th & Above - Min. 15'	NO
W. Johnson Street	N. Park St. to N. Francis St.	68'	N	10'	10	8th & Above - Min. 15'	NO
			S	15'	10	4th & Above - Min. 15'	NO
W. Dayton Street	N. Park St. to N. Lake St.	68'	N	10'	10	4th & Above - Min. 15'	YES
			S	20'	10	8th & Above - Min. 15'	YES
	N. Lake St. to Frances St.	68'	N	20'	10	4th & Above - Min. 15'	YES
N. Park Street	Lakeshore path to Langdon St.	46'	W	30'	2	4th & Above - Min. 15'	NO
			E	5'	6	4th & Above - Min. 15'	NO
	Langdon St. to University Ave.	70'	E	10'	5 6 10	4th & Above - Min. 15'	YES
	University Ave. to W. Johnson	120'	E	0'	10	5th & Above - Min. 15'	YES
	W. Johnson St. to W. Dayton St.	120'	E	10'	10	4th & Above - Min. 15'	YES
	W. Dayton St. to 21 N Park St.	134'	E	20'	10	4th & Above - Min. 15'	YES
East Campus Mall	State St. to University Ave.	66'	W	15'	5 10	4th & 9th - Min. 15'	YES
			E	15'	5 10	4th & 9th - Min. 15'	YES
	University Ave. to W. Johnson St.	66'	W	15'	10	4th & 9th - Min. 15'	YES
			E	15'	10	4th & 9th - Min. 15'	YES
	W. Johnson St. to Railroad Bridge	66'	W	15'	10	4th & 9th - Min. 15'	YES
E	15'	10	4th & 9th - Min. 15'	YES			
N. Lake Street	Lake Mendota to University Ave.	68'	W	10'	5 6 10	3rd & Above - Min. 15'	NO
	University Ave. to W. Johnson St.	72'	W	20'	10	4th & Above - Min. 15'	NO
			E	20'	10	4th & Above - Min. 15'	NO
	W. Johnson St. to W. Dayton St.	68'	W	20'	10	4th & Above - Min. 15'	NO
E			20'	10	4th & Above - Min. 15'	NO	
N. Frances Street	University Ave. to W. Dayton St.	62-72'	W	15'	10	3rd & 9th - Min. 15'	NO
	W. Dayton St. to Railroad Tracks	66'	E	15'	8	5th & Above - Min. 15'	YES

\* Corridor Width = Right-of-way width or if no right-of-way, back of sidewalk to back of sidewalk where right-of-way would typically be located.

<sup>1</sup> Right-of-way line or in the case of no right-of-way, the distance from back of sidewalk.

<sup>2</sup> Does the terrace condition support green infrastructure as part of the development of this area of street?

## EAST CAMPUS NEIGHBORHOOD

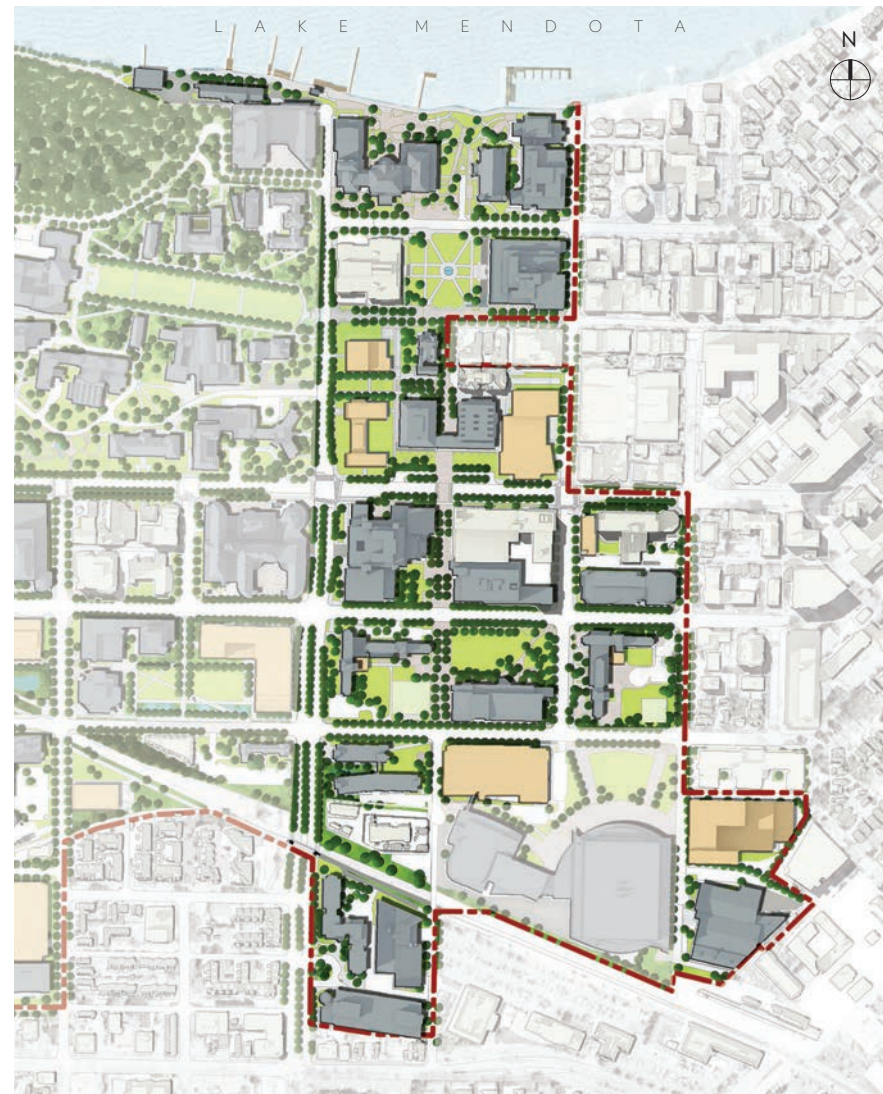


Key Plan

### Landscape Principles

The East Campus Neighborhood's civic character transitions the City of Madison to the Historic Campus Neighborhood. The East Campus Mall is the defining spatial organizing element, providing free pedestrian movement from Regent Street to Lake Mendota. Library Mall, one of the most prominent and heavily used spaces on campus, functions as a confluence between the two malls at the termination of State Street.

- Predominated by urban hardscape spaces amid higher building densities.
- Simple, low-maintenance landscapes. Avoid overly fussy detailing and design.
- Consider underground stormwater management approaches where space is limited.
- Material use should be robust, durable, and relate to the greater campus vernacular.
- Robust street tree program, calming streets, and reinforcing character.
- Consider landscape experience and views from the pedestrian level as well as the elevated adjacent residential tower perspective.



**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.

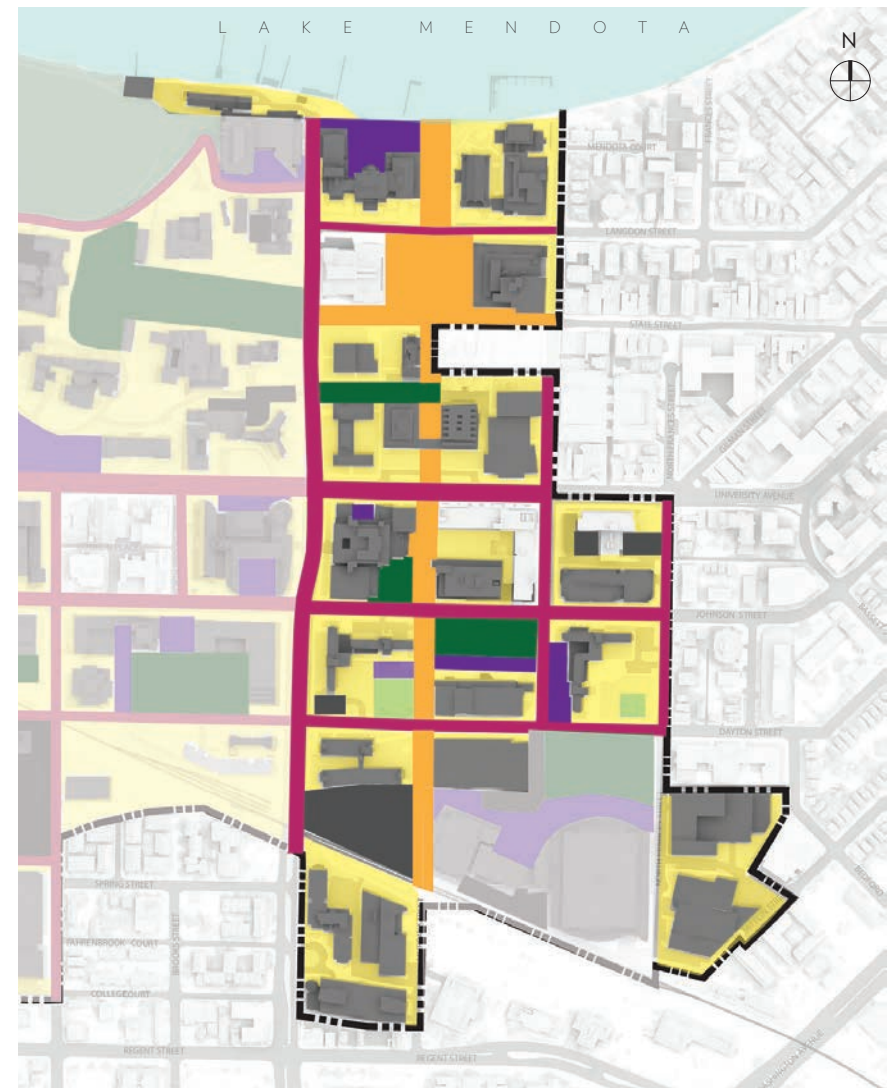


## Landscape Guidelines

The East Campus Neighborhood is organized along the East Campus Mall.

- **Campus mall:** Maintain the East Campus Mall as a linear corridor and civic space. Hardscape materials and planting should remain simple and highly resilient. State Street Mall is a continuation of the city State Street corridor.
- **Campus green:** Maintain the campus greens associated with residence halls Gordon Dining & Event Center and Vilas Hall as flexible, passive open spaces. Create a new campus green through the redevelopment of the Humanities Building. These lawns should be designed with proper drainage and base materials to withstand heavy pedestrian use.
- **Courtyards, plazas, terraces, and gardens:** Courtyards and plazas should respond to the surrounding building architecture. Maintain civic scale and urban character.
- **Streetscapes:** Invest in streetscapes, implementing the streetscape guidelines recommended in the Landscape Master Plan. Create a contiguous urban tree canopy with robust understory planting in terraces.

**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.

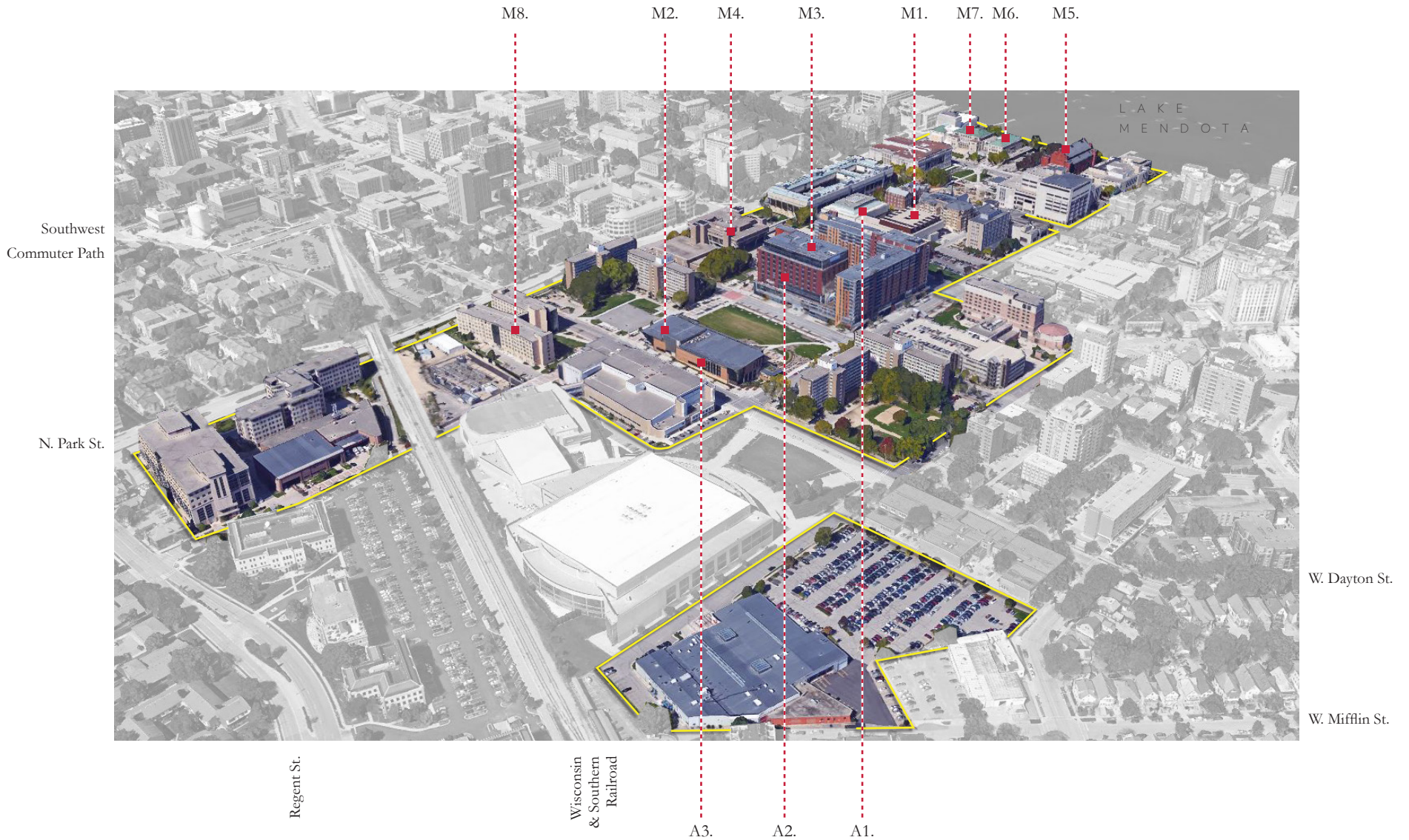


- Campus Greens
- Courtyards, Plazas, & Gardens
- Campus Fabric
- Naturalized Landscapes
- Streetscapes
- Parking and Service



# Materials & Styles: Existing Conditions

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



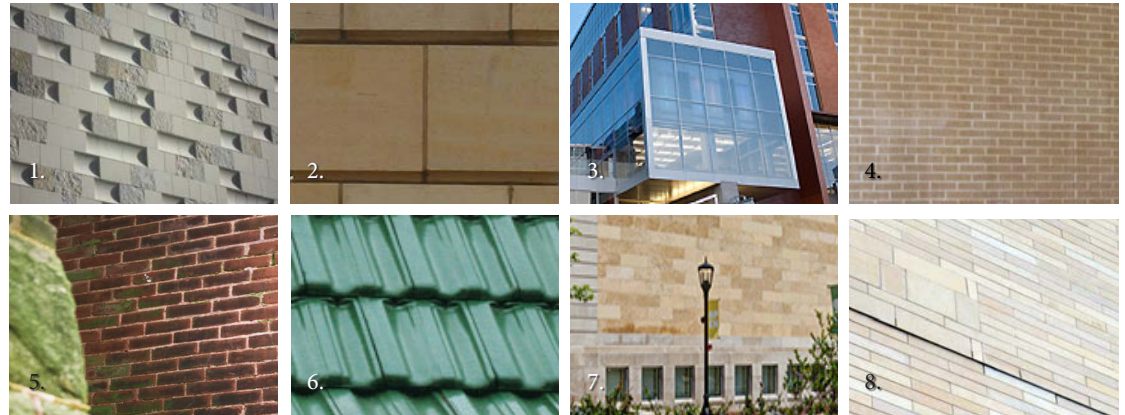


## Materials & Styles

The East Campus Design Neighborhood draws heavily on its adjacent context to the west. North of University Avenue the neighborhood reflects the Historic Campus Neighborhood with classical styles and architectural ornamentation. South of University Avenue building materials and styles are more mixed and reflect the time period they were constructed. Most recently buildings in this area are using more golden buff toned stone along with large expanses of glazing. Ultimately, all materials and styles in this area shall engage the East Campus Mall and effectively transition the university to the city of Madison. Town and gown blend within this neighborhood.

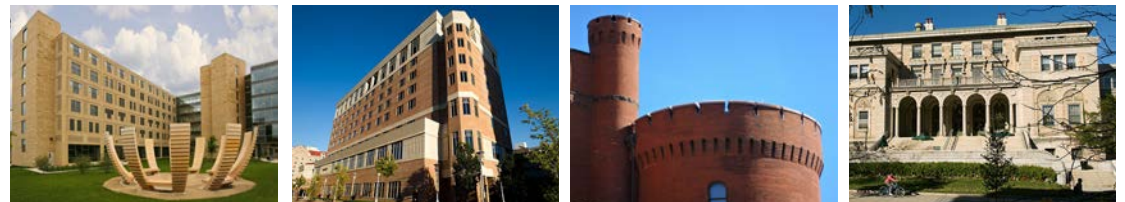
### Materials:

- M1. Stone Textural Variety
- M2 Golden Buff Limestone
- M3. Anodized Aluminum/ Glazing
- M4. Brown Brick
- M5. Berlin Rhyolite/ Red Brick
- M6. Green Tile Roof
- M7. Bedford Limestone/ Madison Sandstone  
(Winona Travertine)
- M8. Buff Brick



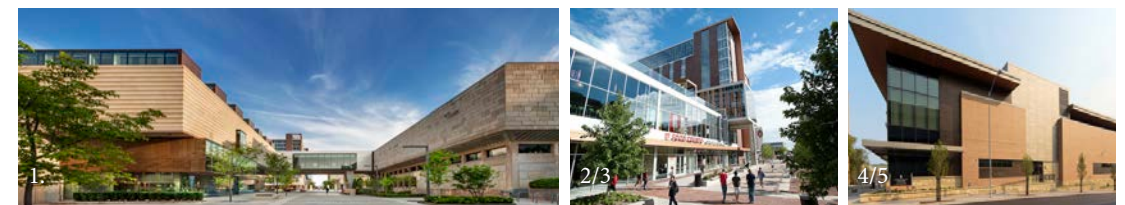
### Architectural Styles:

- Italianate
- Romanesque Revival
- Classical Revival
- Modern
- Post World War II
- Environmental Modernism



### Architectural Features:

- A1. Orientation Around Pedestrian Mall
- A2. Mixed-Use Urban Interaction
- A3. Larger Expanses of Glazing
- A4. Rusticated Stone
- A5. Buildings Frame Open Spaces







## 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
21 N. Park Street	2004	--	Postmodernism	Steel, Concrete, Stone
432 East Campus Mall				Brick
711 State St.	1971	1996	Postmodernism	Concrete
Art Lofts	2009	--	Unknown	Concrete, Brick
Below Alumni Center	1965	--	Post World War II	Steel, Reinforced Concrete
Chazen Museum of Art	1970	2009-addition	Post World War II, Modern	Concrete, Steel
Conrad A. Elvehjem Building	1965			Sandstone Brick
East Campus Mall	2009	--	Unknown	Steel, Brick, Concrete, Glass
Environmental Protection & Safety Building	1984	--	Post World War II	Brick
Extension Building	1960			Limestone Brick, Concrete
Fluno Center	1998	--	Postmodern	Brick, Limestone
Gordons Dining and Event Center	1964	2013 remodeled	Post World War II, Modern	Brick, Sandstone
Lowell Center	1965			Limestone Brick
Memorial Library	1950	1975, 1988 add.	Post World War II	Steel, Bedford Limestone, Brick
Memorial Union	1927	1939, 1956, 1964, 1975 add.	Renaissance Revival	Bedford Limestone, Madison Sandstone, Tile Roof, Winona Travertine
Mosse Humanities Building	1966			Concrete, Sandstone Brick
Ogg Hall	1963	2007 new	Post World War II	Stone, Concrete
Pyle Center	1956	1998 reno.	Modern	Brick
Red Gym	1894	--	Richardsonian Romanesque	Red Brick
Sellery Hall	1961	1998, 2016	Post World War II	Reinforced Concrete, Brick
Smith Residence Hall	2004			Limestone, Concrete
Southeast Recreational Facility	1982	--		Steel, Concrete, Brick, Aluminum
State Historical Society	1901	1914, 1940, 1965, 2009 reno.	Classical Revival	Steel, Bedford Limestone
University Club	1908	1912, 1924 add.	Eclectic Resurgence	Dark Brick, Concrete
University Square	2006	--	Modern	Brick, Metal, Concrete, Glass
Vilas Communications Hall	1969	--	Post World War II	Brick, Precast Concrete
Witte Hall	1962	2001, 2011, 2018	Post World War II	Reinforced Concrete, Brick



## 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
- 2006 Wisconsin Union Facilities Master Plan
- 2006 UW Housing Facilities Master Plan
- 2007 Recreational Sports Facilities Master Plan
- 2012 City of Madison Downtown Plan
- 2016 Letters & Science Facilities Master Plan

### Restoration/Preservation Efforts

- Memorial Union Terrace
- Library Mall

### Neighborhood Specific Conditions

- Capitol Neighborhood Inc.
- Friends of Lakeshore Nature Preserve

### Historical and Cultural Resources

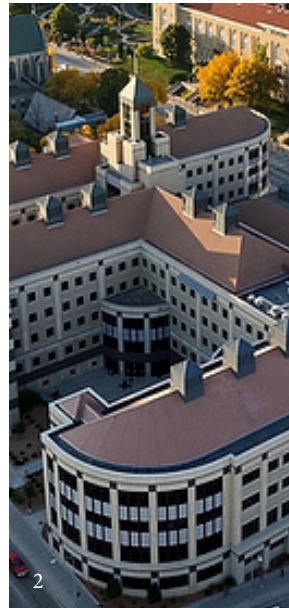
- 2005 Cultural Landscape Report
- Historic Property Review Requirements
- Archaeological Site Review Requirements

### Well Head District/Locations

- City of Madison Unit Well 27 (N. Randall Ave. & Bike Path)

### City of Madison Zoning (Chapter 28)

- Campus Institutional District (C-I)
- Planned Development (PD)



1. College of Engineering Overview

2. Grainger Hall

3. Union South



# South Campus Neighborhood

## Overview & Location

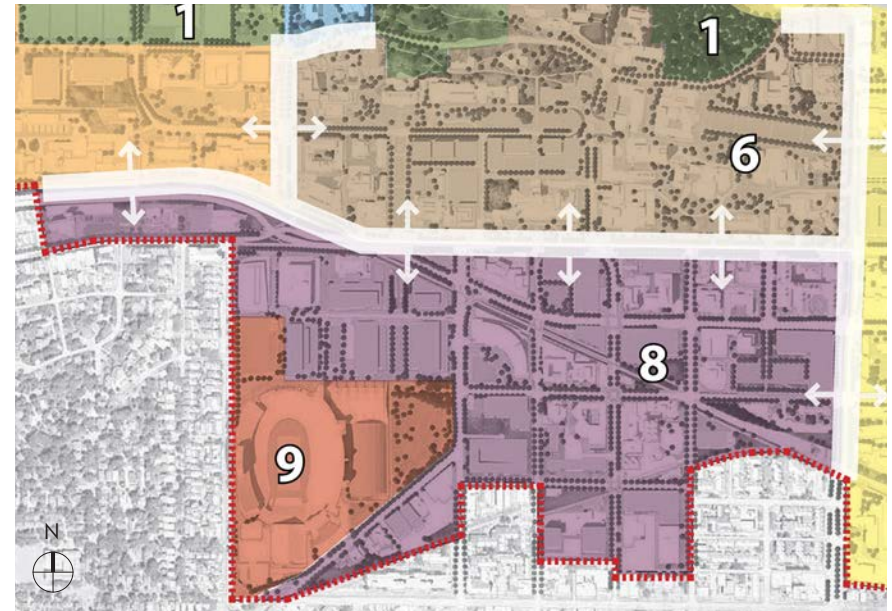
Defined generally as the area south of University Avenue, it contains a number of individual schools and departments. Research, classroom, and office space are the primary uses of the area. Taller buildings with minimal setbacks lend an urban character that is in need of additional open space. Area should maintain active street frontage uses to encourage a sense of civic life. This area is also unique to the campus in that the street right-of-ways are owned and maintained by the city of Madison. Close collaboration and planning needs to occur between the city and university to ensure the vision and goals of both entities are being met.

This design neighborhood can be divided into a variety of identifiable areas which the Master Plan intends to better unify through the following:

- Open space creation and connectivity.
- Streetscape definition and consistency.
- Civic-use and transparent ground floor building spaces.
- Sustainable architecture that blurs the line between indoor and out.
- Emphasis on pedestrian and multi-modal transportation enhancements.

The design neighborhood is bounded by the Regent Neighborhood to the west, N. Part Street to the east, University Avenue/Campus Drive to the north, and private student housing/Regent Street corridor businesses to the south. The southern edge of the campus development boundary generally aligns with the southwest commuter path, receding back to Spring Street for one-block between N. Randall Avenue and N. Orchard Street and pushing down to Capitol Court/College Court extension between N. Orchard Street and N. Mills Street.

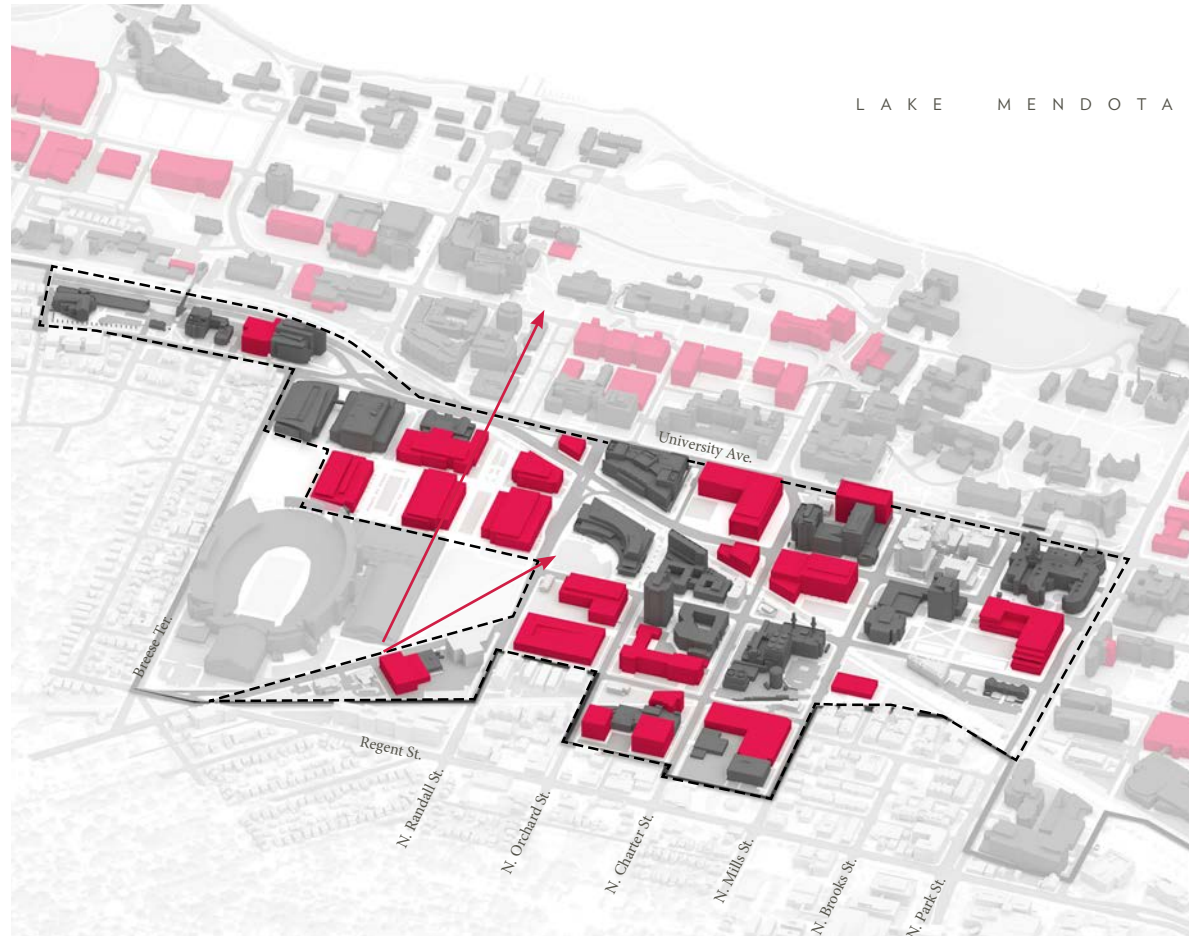
**Area:** 90 acres (14% of 636 acre planning area)





## Massing & Scale

- Buildings are to support the campus civic structure, giving architectural definition to the campus streets, quadrangles, and other open spaces. Buildings are to front directly onto these spaces and to support them by their form, massing, and the design of their facades.
- 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.
- Build out structures toward railroad right-of-way with the understanding this area may become a public transportation corridor in the future. Do not neglect the public face this corridor could play in the future.
- Provide larger, more meaningful open spaces framed by architecture with a strong indoor/outdoor relationship.
- Where buildings are set back at upper stories, use lower roofs as green roofs, balconies, terraces, and gardens.
- Buildings 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.





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.



## Building Heights

- Building heights are to generally match the urban context. Crescendo in height along the campus arterials of University Avenue and Johnson Street and become lower as Regent Street is approached.
- When directly abutting the community, building heights should not significantly exceed that of neighboring community buildings. Height differences shall be mitigated by orienting taller building masses toward the campus. Similarly, upper floors may be stepped back away from the street frontage.
- Buildings should generally have flat roofs with an emphasis on multiple planes.
- Consideration of accessible and/or highly visible green roofs shall be considered to create a greater availability of usable open space in the south campus.

**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

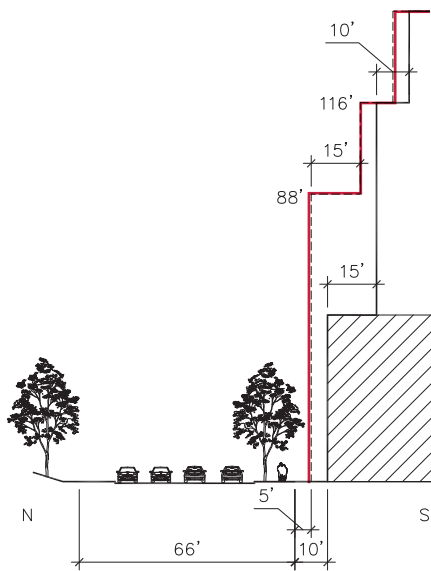
**UW-Madison Campus Master Plan**

- 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'

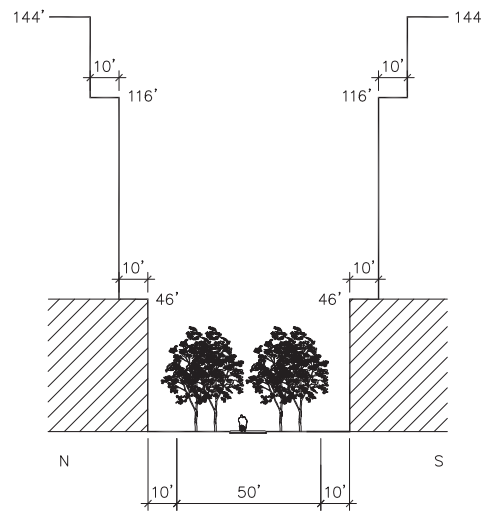
Development(s) should relate to the First Congregational Church at the southwestern corner of University Avenue and Breese Terrace with preservation of the sightline to the street. Articulation, mass, and scale will be important considerations in new building designs to ensure the relationship of the building to University Avenue is one that is pedestrian friendly.

# SOUTH CAMPUS NEIGHBORHOOD

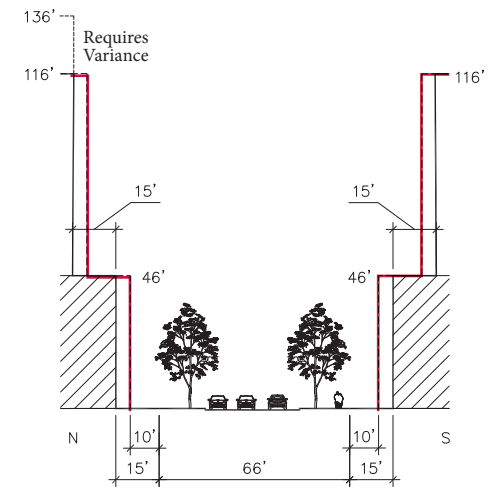
— Regent Street-South Campus Neighborhood Plan  
 // UW C-I District minimum height



Monroe St. - Regent St. to N. Randall St.  
 (View Northeast)



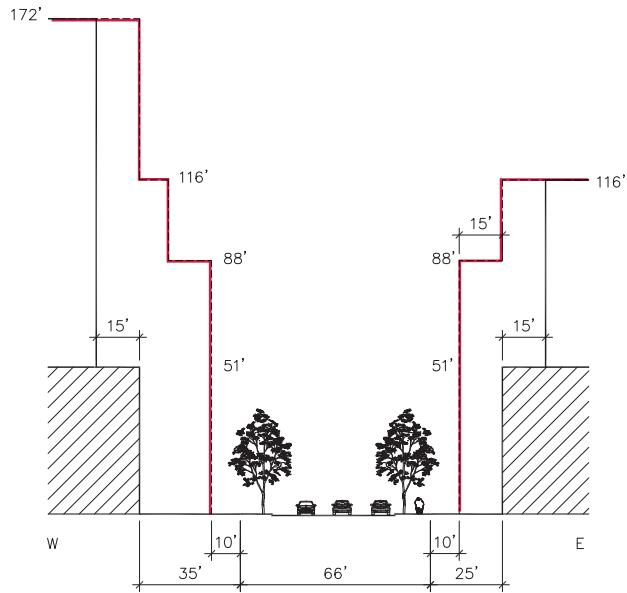
Bike Path - Regent St. to Kohl Center  
 (View Easterly)



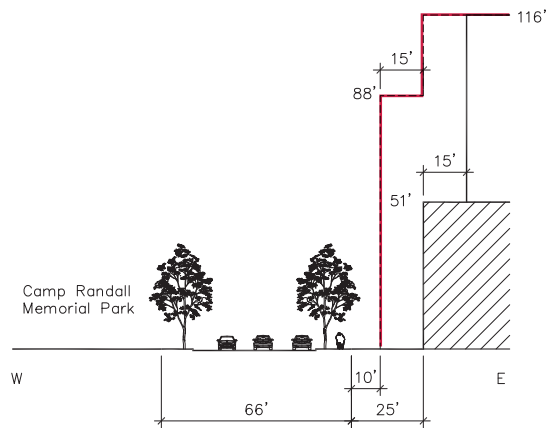
Spring St. - N. Randall St. to N. Mills St.  
 (View East)



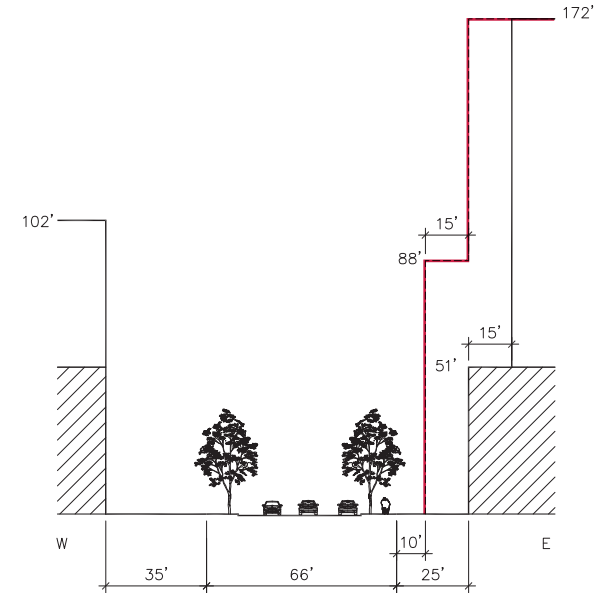
— Regent Street-South Campus Neighborhood Plan  
 // UW C-I District minimum height



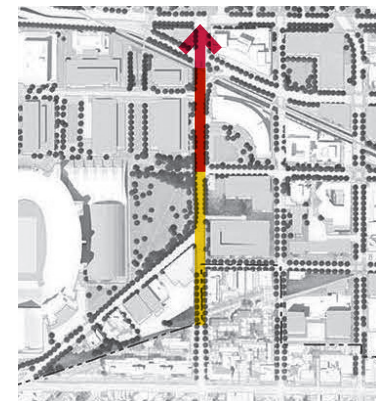
N. Randall St. - Bike Path to Monroe St.  
 (View North)



N. Randall St. - Monroe St. to W. Dayton St.  
 (View North)



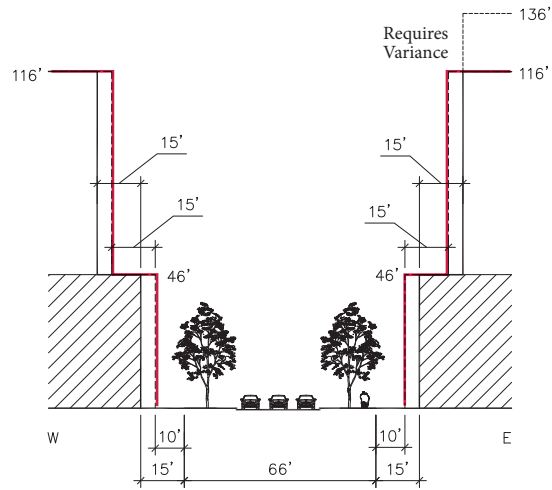
N. Randall St. - W. Dayton St. to University Ave.  
 (View North)



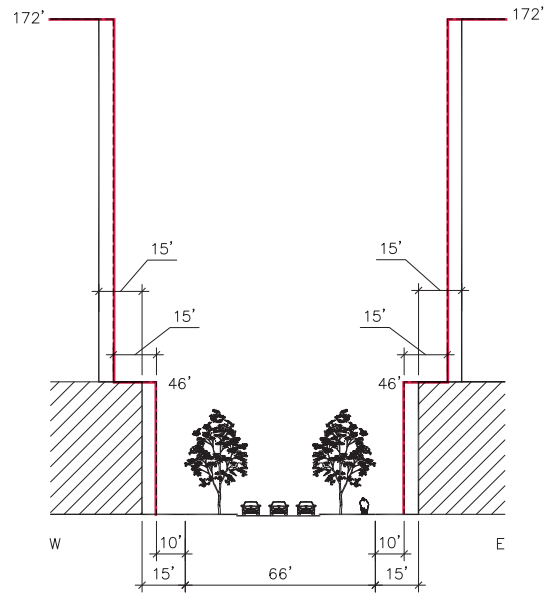


# SOUTH CAMPUS NEIGHBORHOOD

— Regent Street-South Campus Neighborhood Plan  
 // UW C-I District minimum height



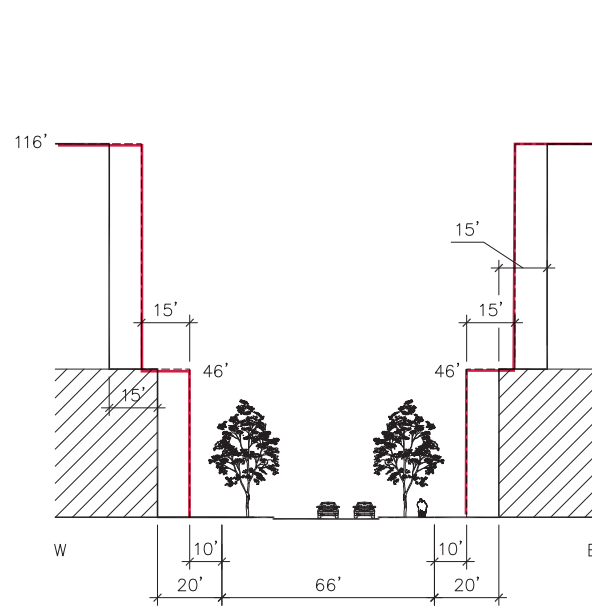
N. Orchard St. - Capitol Ct. to W. Dayton St.  
 (View North)



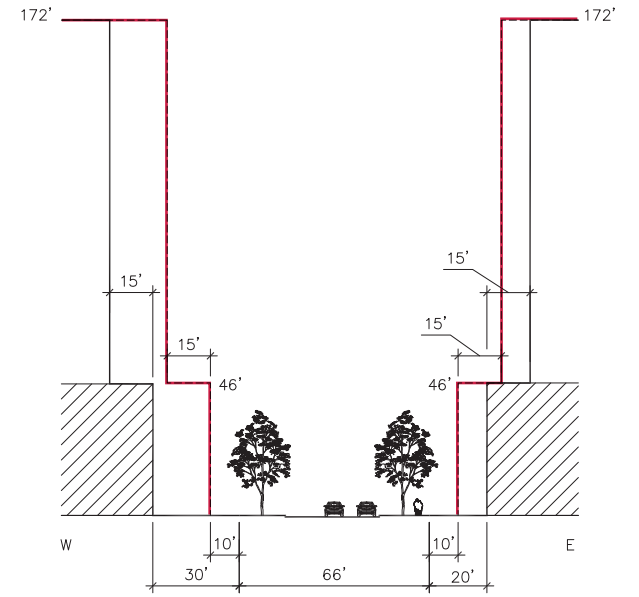
N. Orchard St. - W. Dayton St. to University Ave.  
 (View North)



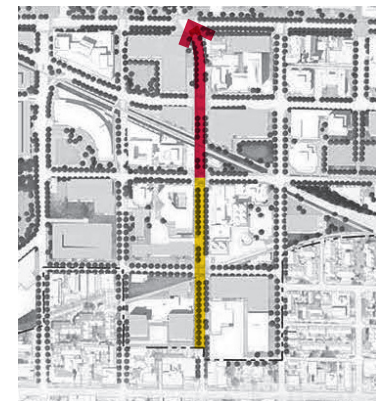
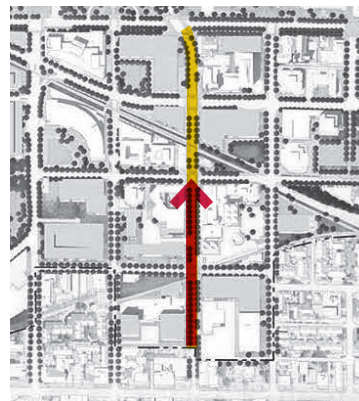
— Regent Street-South Campus Neighborhood Plan  
 // UW C-I District minimum height



N. Charter St. - South boundary to W. Dayton St.  
 (View North)

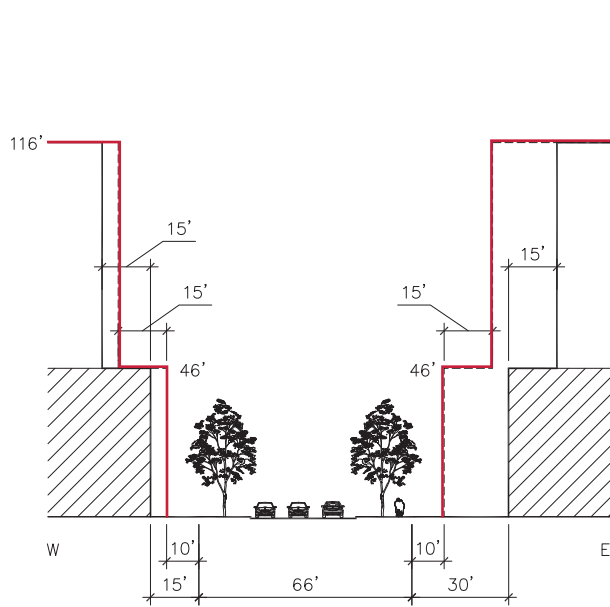


N. Charter St. - W. Dayton St. to University Ave.  
 (View North)

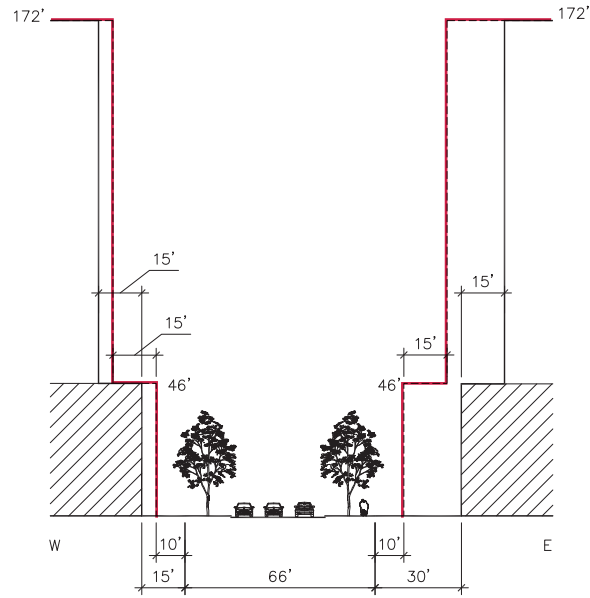


# SOUTH CAMPUS NEIGHBORHOOD

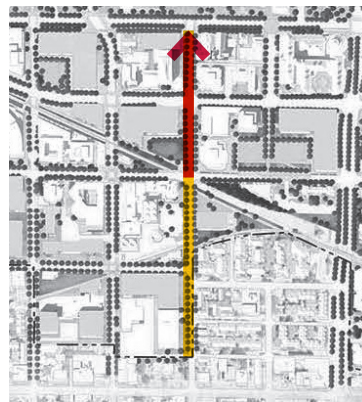
— Regent Street-South Campus Neighborhood Plan  
 // UW C-I District minimum height



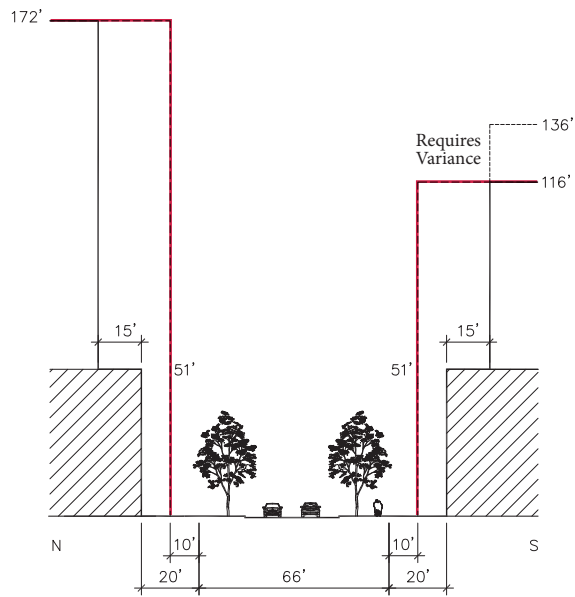
N. Mills St. - College Ct. to W. Dayton St.  
 (View North)



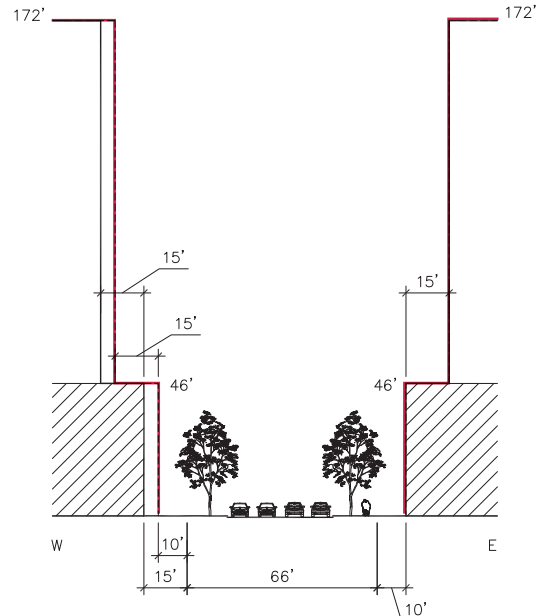
N. Mills St. - W. Dayton St. to University Ave.  
 (View North)



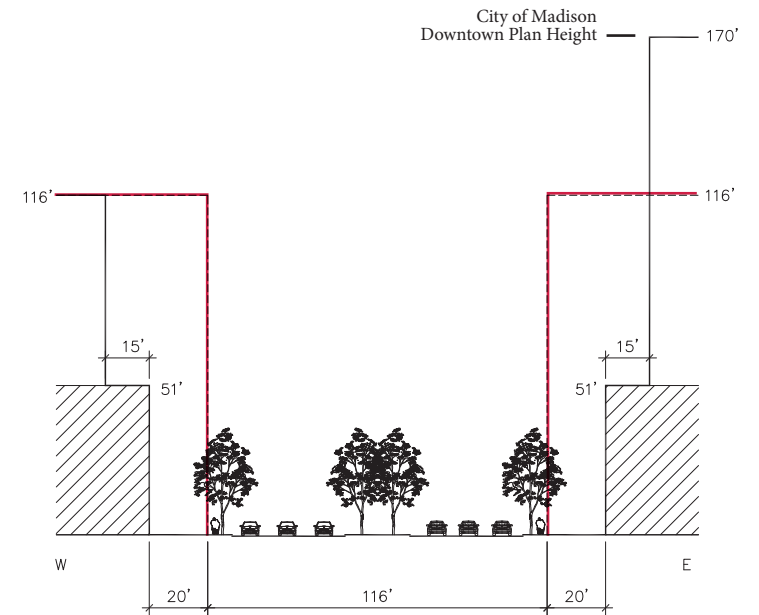
— Regent Street-South Campus Neighborhood Plan  
 // UW C-I District minimum height



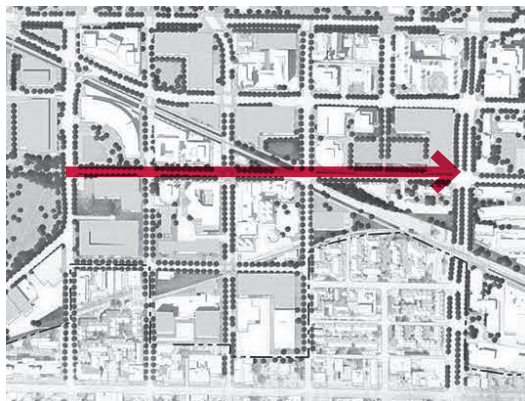
W. Dayton St. - N. Randall St. to Park St.  
 (View East)



N. Brooks St. - W. Dayton St. to University Ave.  
 (View North)



Park St. - Railroad to W. Dayton St.  
 (View North)

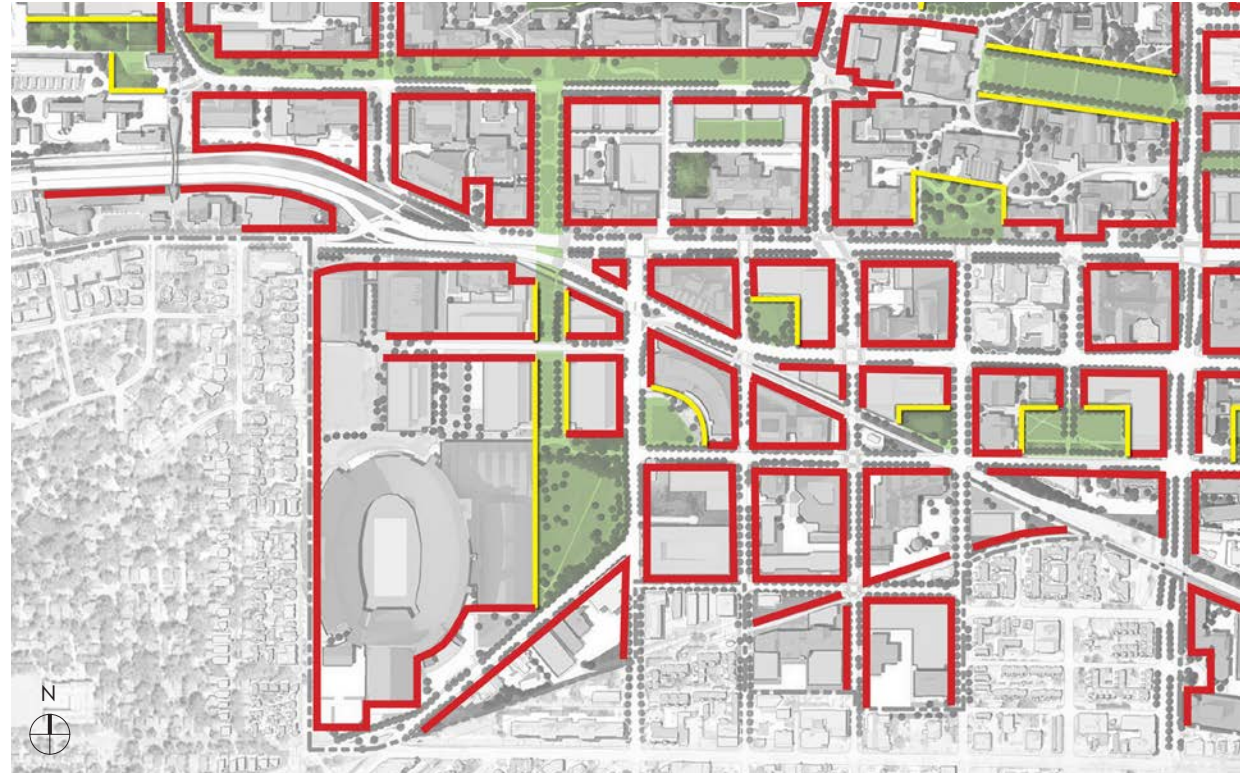


## SOUTH CAMPUS NEIGHBORHOOD



### 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 South Campus neighborhood involve interaction with the city of Madison right-of way.
- 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.
- Buildings should visually embrace the rail line and physically embrace the multi-use commuter path as prominent corridors of campus.



**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\*:* Identified existing width per Dane County mapping data.
- *Orientation:* What side of street segment guidelines are being applied.
- *Build-To Line<sup>1</sup>:* 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.
- *Stormwater<sup>2</sup>:* Is the area between the sidewalk/path and street appropriate for green infrastructure.

8. SOUTH CAMPUS NEIGHBORHOOD										
Street Name	Description	Corridor Width*	Orientation	Build-to Line <sup>1</sup>	RSSC Setback	Building Ht. Max [Min]	RSSC Ht. Max [Min]	Step Back Req'ts	RSSC Step Back Req'ts	Stormwater <sup>2</sup>
Campus Drive	West edge to University (incl. RR)	156'	S (W/E)	20'		6 [3]		None		NO
University Avenue	1848 University Ave. to Breese Ter. <sup>3</sup>	Varies	N	-		6 [3]		3rd & Above - Min. 15'		NO
	Intersection to N. Charter St.	100'	S	10'		4 6 10 [3]		5th & Above - Min. 15'		Buffer Only
	N. Charter St. to N. Francis St.	100'	S	10'		10 [3]		5th & Above - Min. 15'		Buffer Only
Engineering Drive	Lot 17 to N. Randall Ave.	64'	N	25'		4 6 [3]		None		YES
			S	20'		4 6 [3]		4th & Above - Min. 15'		YES
W. Johnson Street	N. Orchard St. to N. Park St.	68'	N	20'		10 [3]		8th & Above - Min. 15'		NO
			S	20'		10 [3]		4th & Above - Min. 15'		NO
W. Dayton Street	N. Randall Ave. to N. Park St.	66'	N	20'	10'	10 [3]	12 [3]	4th & Above - Min. 15'	none	YES
			S	20'	10'	7 8 [3]	8 [3]	4th & Above - Min. 15'	none	YES
Monroe Street	N. Breese Ter. to Randall Ave.	66'	S	10'	5'	10 - 170' [3]	10 [3]	4th/9th & Above - 15'/10'	7th - 15' & 9th - 10'	YES
Spring Street	N. Randall Ave. to N. Mills St.	66'	N	15'	10'	7 - 116' [3]	8 [3]	4th & Above - Min. 15'	4th - 15'	YES
			S	15'	10'	7 [3]	8 [3]	4th & Above - Min. 15'	4th - 15'	YES
Capitol Court	N. Orchard St. to N. Charter St.	30'	N	15'		6 [3]		None		NO
			S	0'		6 [3]		None		NO
N. Breese Terrace	University Ave. to Engineering Dr.	60'	E	10'		6 10 [3]		4th & Above - Min. 15'		NO
N. Randall Avenue	University Ave. to W. Dayton St.	66'	W	35'		6 - 102' [3]		None		NO
	W. Dayton St. to Monroe St.	66'	E	25'	10'	10 - 120' [3]	12 [3]	4th & Above - Min. 15'	6th - 15'	NO
			W	35'	10'	10 - 170' [3]	12 (172') [3]	4th & Above - Min. 15'	7th - 15' & 9th - 10'	NO
N. Orchard Street	University Ave. to W. Dayton St.	66'	E	25'	10'	6 - 116' [3]	8 (116') [3]	4th & Above - Min. 15'	7th - 15'	NO
			W	15'	10'	7 - 119' [3]	12 [3]	4th & Above - Min. 15'	4th - 15'	YES
	W. Dayton St. to Capitol Ct.	66'	E	15'	10'	10 - 170' [3]	12 [3]	4th & Above - Min. 15'	4th - 15'	YES
N. Charter Street	University Ave. to W. Dayton St.	66'	W	30'	10'	10 - 170' [3]	12 [3]	4th & Above - Min. 15'	4th - 15'	YES
			E	20'	10'	10 - 170' [3]	12 [3]	4th & Above - Min. 15'	4th - 15'	YES
	W. Dayton St. to south boundary	66'	W	20'	10'	7 - 116' [3]	8 [3]	4th & Above - Min. 15'	4th - 15'	YES
N. Mills Street	University Ave. to W. Dayton St.	66'	E	20'	10'	7 - 116' [3]	8 [3]	4th & Above - Min. 15'	4th - 15'	YES
			W	15'	10'	10 - 170' [3]	12 [3]	4th & Above - Min. 15'	4th - 15'	NO
	W. Dayton St. to College Ct.	66'	W	15'	10'	7 - 116' [3]	8 [3]	4th & Above - Min. 15'	4th - 15'	NO
N. Brooks Street	University Ave. to W. Dayton St.	66'	E	30'	10'	7 - 116' [3]	8 [3]	4th & Above - Min. 15'	4th - 15'	NO
			W	15'	10'	10 - 170' [3]	12 [3]	4th & Above - Min. 15'	4th - 15'	YES
	W. Dayton St. to railroad	120'	E	10'	10'	10 - 170' [3]	12 [3]	4th & Above - Min. 15'	4th - 15'	YES
N. Park Street	University Ave. to W. Dayton St.	120'	W	10'		10 [3]		4th & Above - Min. 15'		YES
	W. Dayton St. to railroad	120'	W	20'	0'	7 - 116' [3]	8 [3]	4th & Above - Min. 15'	none	YES

RSSC = Regent Street-South Campus Neighborhood Plan

\* Corridor Width = Right-of-way width or if no right-of-way, back of sidewalk to back of sidewalk where right-of-way would typically be located.

<sup>1</sup> Right-of-way line or in the case of no right-of-way, the distance from back of sidewalk.

<sup>2</sup> Does the terrace condition support green infrastructure as part of the development of this area of street?

<sup>3</sup> New development shall relate to First Congregational Church at the southwestern corner of University and Breese, with preservation of the sightline to the east.

## SOUTH CAMPUS NEIGHBORHOOD



### Landscape Principles

The South Campus Neighborhood is an increasingly urban and institutional neighborhood that is experienced primarily by streetscape.

- Improve neighborhood streetscapes making them more walkable and sustainable.
- Plant a robust and contiguous urban tree canopy improving human comfort, while providing urban wildlife habitat and reducing the heat-island effect.
- Provide new campus open spaces for social interaction.
- Emphasis shall be placed on subgrade soils and infrastructure to support vegetative growth and to meet stormwater goals.



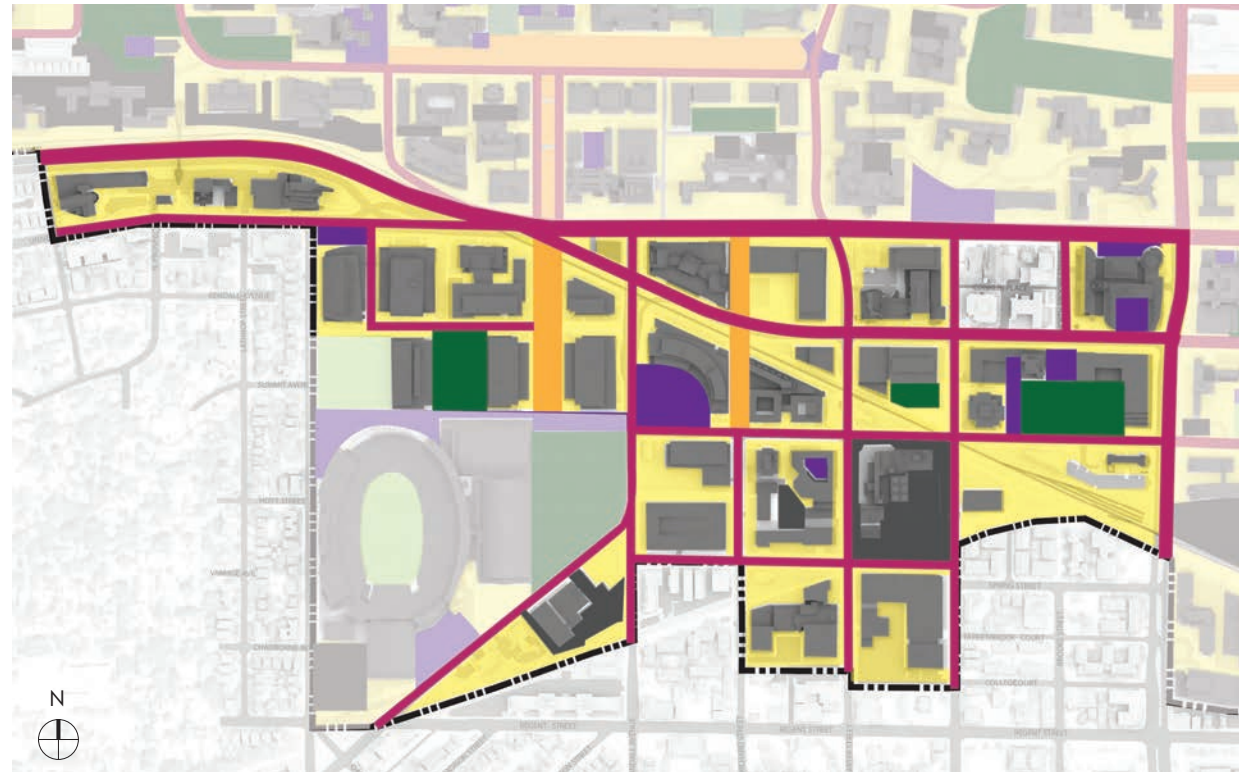
**Note:** The list of statements characterize the neighborhood in regard to the Landscape Master Plan Guiding Principles. These principles were established to assist landscape recommendations in reaching the goals of the Campus Master Plan. Refer to the Landscape Master Plan and Landscape Development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



## Landscape Guidelines

The South Campus Neighborhood is structured by the urban grid. Invest heavily in streetscapes to improve the landscape quality of the neighborhood.

- **Streetscapes:** Develop a clear hierarchy of streetscape treatments as defined in the Landscape Master Plan.
- **Campus fabric:** Urban character characterized by minimal building setbacks. Provide shade trees and understory planting between the building and sidewalk for human scale and comfort. Lawn areas are discouraged.
- **Campus green:** Flexible and programmable open spaces, these lawns should be designed with proper drainage and base materials to withstand heavy pedestrian use.
- **Courtyards, plazas, terraces, and gardens:** Courtyards and plazas should respond to the surrounding building architecture's general urban character. Planting may be native, but primarily ornamental.



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

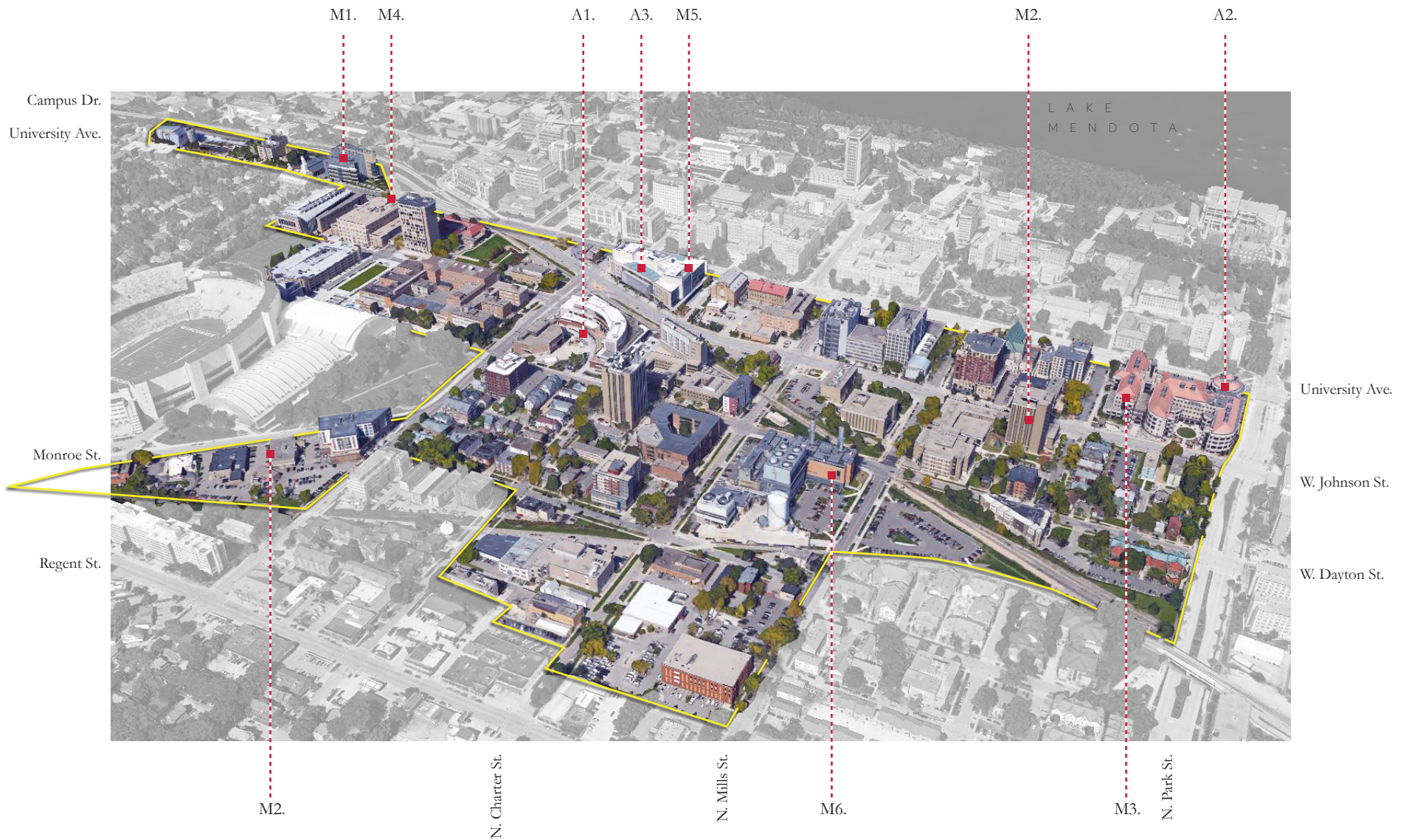
**Note:** The list of statements characterize the nature of the identified typologies as defined by the Landscape Master Plan. Refer to the Landscape Master Plan and Landscape Development Standards for further information.





# Materials & Styles: Existing Conditions

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



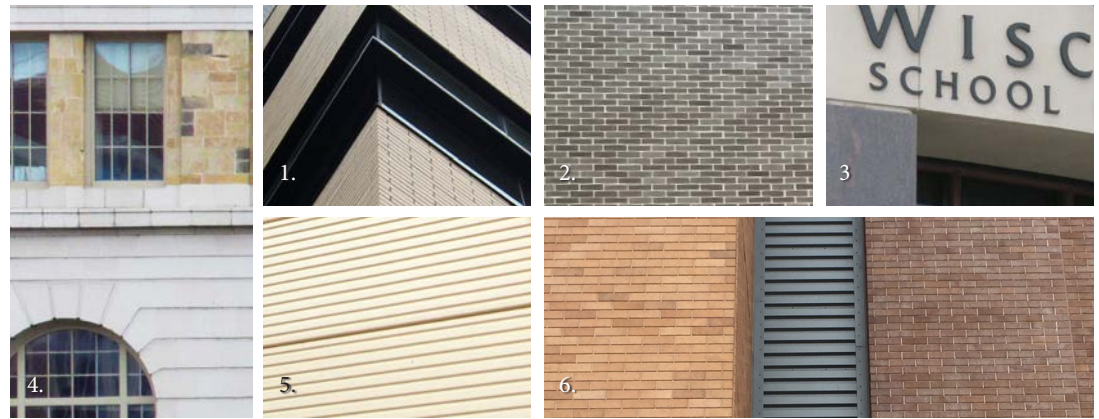


## Materials & Styles

The South Campus Design Neighborhood is defined by the urban street grid and repetition this land use creates. Materials and styles are the most varied throughout this neighborhood and reflect a block by block development pattern. While there are connections in material use and styles to other parts of the campus it is the heterogenous collection within the urban grid that is most distinctive. Structures proposed within this campus design neighborhood have the most latitude in material use and architectural style. Ultimately, the increase in green space and indoor/outdoor engagement shall help inform building materials and architectural styles.

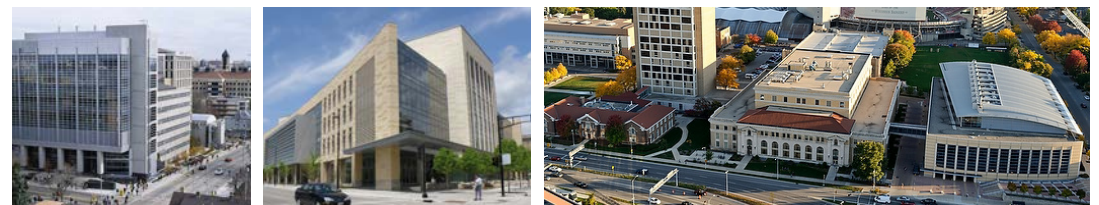
### Materials:

- M1. *Crepe Brick*
- M2. *Brown Brick*
- M3. *Buff Precast/Dark Granite*
- M4. *Madison Sandstone/Bedford Limestone*
- M5. *Terra Cotta Panels*
- M6. *Ochre Brick/Metal Panel/Reddish Brick*



### Architectural Styles:

- *Modern*
- *Post World War II*
- *Modern Prairie Style*
- *Modern Historicism*
- *Environmental Modernism*



### Architectural Features:

- A1. *Sustainable Design*
- A2. *Buildings Built to Street Grid*
- A3. *Dense Pedestrian and Vehicular Traffic*





## 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
1220 Capitol Ct.	1946			Brick
1410 Engineering Dr.	1938			Brick
1610 University Ave.	1942			Brick
1800 University Ave.	1909			Wood Panels
206 Bernard Ct.	1911			Wood Panels
209 N. Brooks St.	1929			Brick
215-217 N. Brooks St.	1931			Brick
30 N. Mills St.	2009			Brick
45 N. Charter St.	1962			Mixed Rock
Atmospheric, Oceanic and Space Sciences	1966	1989		Limestone Brick
Brogden Psychology Building	1964			Brick
Charter Street Heating & Cooling Plant	1958	1965, 1973 add.	Post World War II	Brick
Chemistry Building	1960	1999 add. & reno.		Brick, Concrete, Steel, Glass
Computer Sciences & Statistics	1965	1970 add., 1986 add.	Post World War II	Concrete, Steel
Davis Residence Hall	1961			
Discovery Building	2008			Granite, Metal
Educational Sciences	1970	--	Post World War II	Concrete, Brick
Engineering Centers Building	2000	--	Modern	Stone, Glass
Engineering Hall	1948	1952, 1962, 1993	Post World War II	Brick, Steel
Engineering Research Building	1966			Limestone Brick, Concrete
Enzyme Institute	1949	1959, 1968 add.	Post World War II	Brick
Fleet & Service Garage	2004	--	Garage	Brick, Steel
Grainger Hall	1992	2002 add.	Contemporary	Limestone, Glass
Harlow Primate Lab	1964	2009 add.	Post World War II	Brick
Materials Science and Engineering Building	1910	1975, 1996 add.	Georgian Revival	Red Brick, Red Tile Rood, Brick, Modillion Cornice
Mechanical Engineering	1929	1959, 2007 add., 1978, 1981 remodel	Renaissance Revival	Madison Rubble Sandstone, Bedford Limestone, Red Tile Roof
Meiklejohn House	1914			Wood Panels
Merit House	1985	2011		Brick
Noland Zoology Building	1970			Limestone Brick
Rust-Schreiner Hall	1955			Limestone
Service Building	1910			Limestone Brick
Service Building Annex	1908			Limestone Brick
Teacher Education	1971	2014	Post World War II	Concrete, Brick

see next page...



...continued

<b>Building</b>	<b>Built</b>	<b>Renovated</b>	<b>Style</b>	<b>Materials</b>
Union South	2009	--	organic prairie-style	Stone, Metal, Brick
UW Foundation	1994	--		Metal
UW Police Station	1927	1990		Limestone Brick
Weeks Hall	1972	--	Post World War II	Brick
Wendt Library	1976	2011	Post World War II	Brick
Wisconsin Energy Institute	2010			Limestone Brick, Metal
Wisconsin Institutes for Discovery	2008	--	Modern	Terra Cotta Tiles, Glass
Wisconsin Primate Center	1964			Limestone Brick, Concrete
Zoe Bayliss Co-Op	1955			Limestone
Zoology Research Building	1962			Limestone Brick

## 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 Wisconsin Union Facilities Master Plan
- 2006 UW Housing Facilities Master Plan
- 2007 Regent Street South Campus Neighborhood Plan
- 2015 College of Engineering Master Plan
- 2016 Letters & Science Facilities Master Plan

### Neighborhood Specific Conditions

- Greenbush Neighborhood Association
- Vilas Neighborhood Association
- Regent Neighborhood Association
- Wisconsin & Southern Railroad

### Historical and Cultural Resources

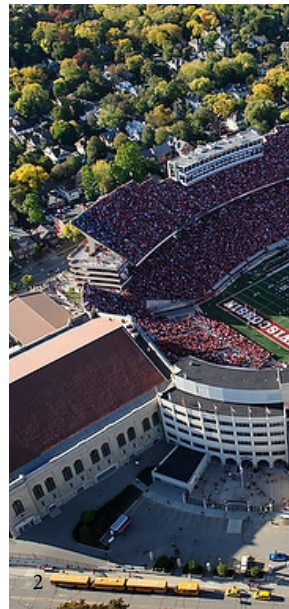
- Historic Property Review Requirements

### Well Head District/Locations

- City of Madison Unit Well 27 (N. Randall Ave. & Bike Path)

### City of Madison Zoning (Chapter 28)

- Campus Institutional District (C-I)
- Conservancy District (CN)
- Commercial Corridor-Transitional District (CC-T)
- Planned Development (PD)
- Traditional Residential-Urban District 2 (TR-U2)
- Traditional Shopping Street District (TSS)



1. Kohl Center

2. Camp Randall

3. Nielsen Tennis Stadium & Goodman Softball Complex



# Event Center Neighborhoods

## Overview & Location

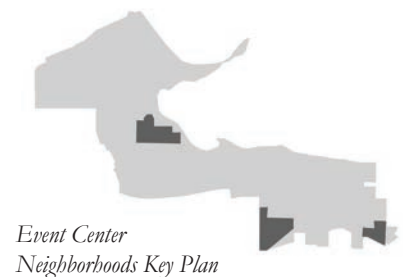
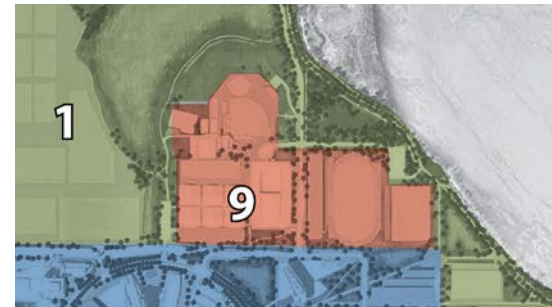
Defined as three distinct nodes within campus that contain the major event venues and as such must be accessible for thousands of campus users and visitors. Areas must be respectful of adjacent neighborhoods and consider treatments that break down the scale of the large building masses. Areas must provide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

The area north of the Health Sciences Neighborhood currently sees events at both Goodman Field and the Nielsen Tennis Stadium. The 2015 Campus Master Plan is recommending the relocation of the McClimon Track facility north of Marsh Drive, making this area a multi-season event center. Bounded by Lake Mendota and the Lakeshore Nature Preserve to the east, the 1918 Marsh to the north, and active recreation fields to the west, the area is set within a more natural landscape with broad expanses of lawn and lake. Considerations during project development shall consider the historical lake-bed land use, northeasterly winds off Lake Mendota, and the adjacent neighborhood in regard to noise, light pollution, structure height, and visual aesthetic.

W. Dayton Street is an important internal campus transportation corridor and also connector between Camp Randall and the Kohl Center. Constructed in 1916, Camp Randall borders the Regent, Dudgeon-Monroe, and Vilas neighborhoods. Any proposed development within this area shall have close resident coordination as well as convey a design aesthetic and quality fitting of a Division I athletic program. The Kohl Center area is located in the southeast portion of campus and also provides a large green space for use by the general public.

Many of the proposed projects within this Campus Design Neighborhood are zoned PD and not subject to the C-I District master plan.

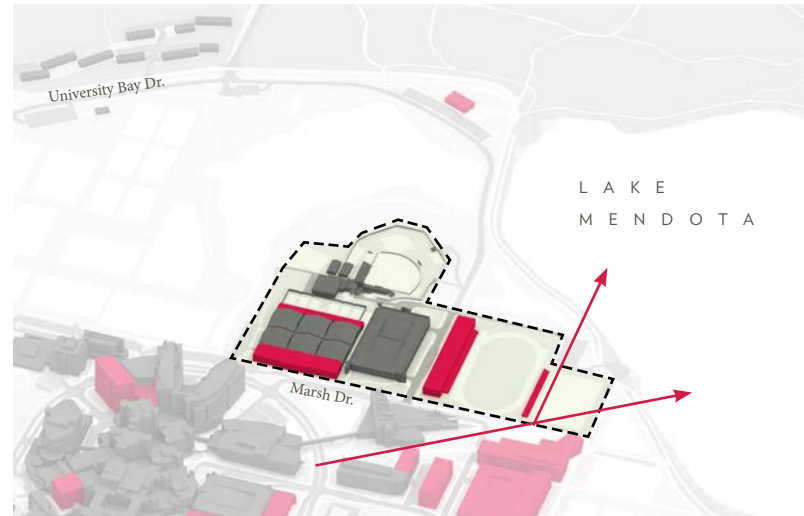
**Area:** 62 acres (11% of 636 acre planning area)

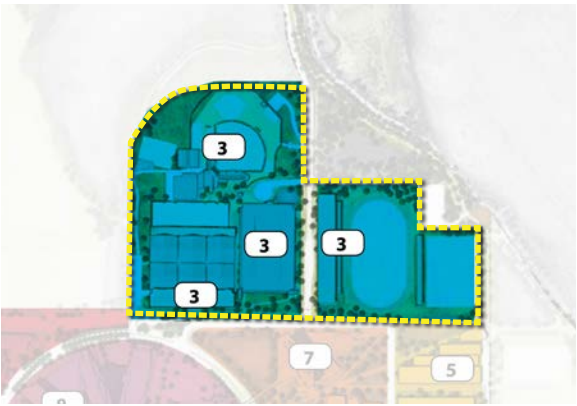




## Massing & Scale

- Buildings are to support the campus civic structure, giving architectural definition to the campus streets, quadrangles, and other open spaces. Buildings are to front directly onto these spaces and to support them by their form, massing, and the design of their facades.
- 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.
- Utilize architectural articulation such as changes in material, fenestration, architectural detailing, or other elements to break down the scale.
- The existing Field House building is a recommended reference for architectural detail, scale adjacent to a neighborhood, and materiality.
- Design neighborhood appropriate for signature architectural expressions.





- 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. (Zoning symbol) Zoned Conservancy District, buildings not anticipated
  8. (Zoning symbol) Viewshed agreement, any proposed buildings require additional approval.



### Building Heights

- Building heights shall remain sensitive to their context and in the case of south campus may be taller to reflect existing conditions or to support Division I athletic programming needs.
- Height differences shall be mitigated by orienting taller building masses toward the campus. Similarly, upper floors may be stepped back away from the street frontage.
- Buildings roofs should generally reflect the program for which they are constructed. Variation and articulation in both the vertical and horizontal plane is encouraged.
- The Field House is an appropriate example of a large building with a gabled roof.

**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**

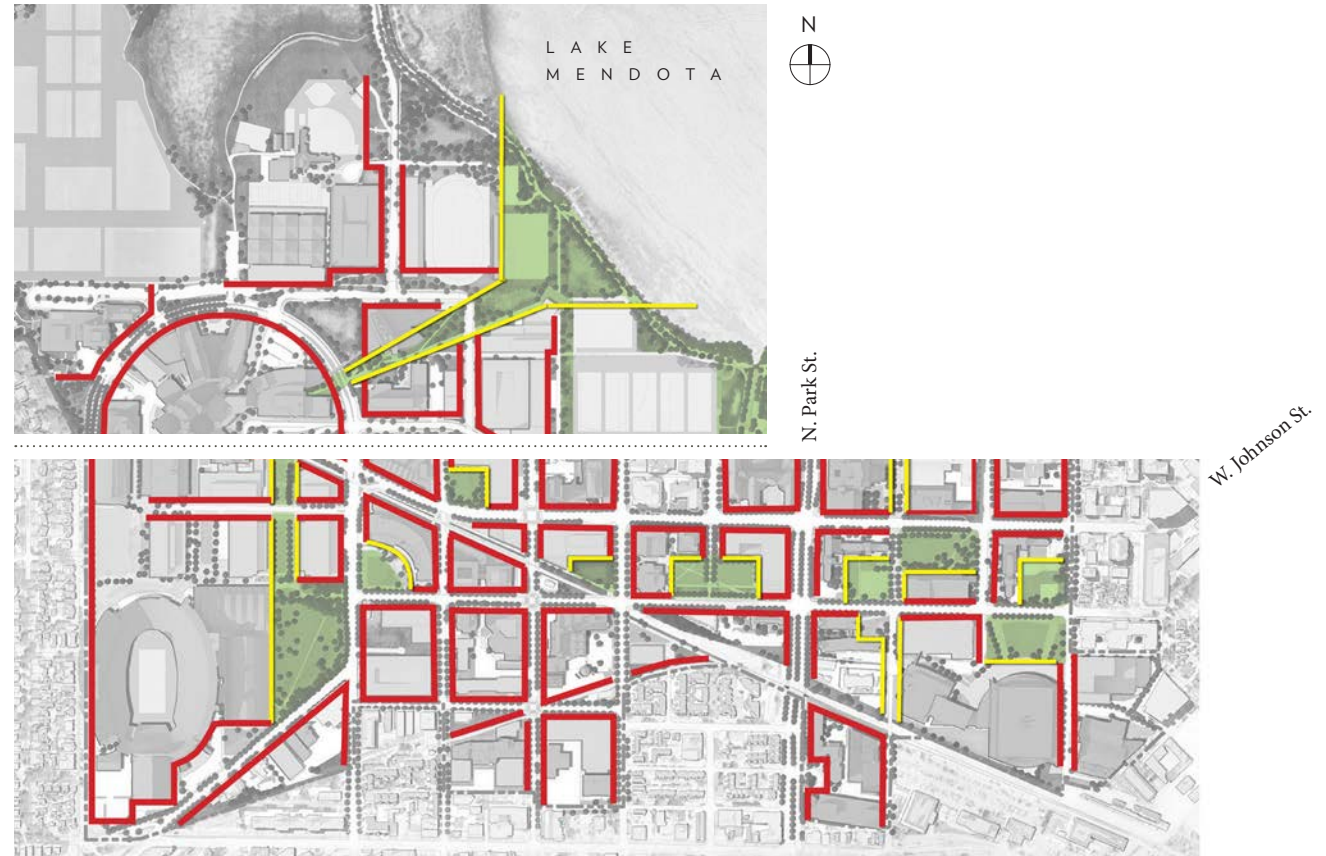
- 2 Stories: 28-34'
- 3 Stories: 45-51'
- 4 Stories: 60-68'
- 5 Stories: 75-85'
- 6 Stories: 90-102"
- 7 Stories: 105-119'
- 8 Stories: 120-136'
- 9 Stories: 135-153'
- 10 Stories: 150-170'





## 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 Event Center neighborhood reflect a strong campus edge condition and allow for prominent building placement.
- 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 achieving facade articulation and interest that is compatible within the neighborhood.
- Camp Randall Memorial Park and the Kohl Center Lawn are two important open spaces that shall not be infringed upon with facility expansion.



**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

- *Street Name:* Name of street located within the neighborhood.
- *Description:* Segment of street in neighborhood, as widths and character may vary.
- *Existing Corridor Width\*:* Identified existing width per Dane County mapping data.
- *Orientation:* What side of street segment guidelines are being applied.
- *Build-To Line<sup>1</sup>:* 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.
- *Stormwater<sup>2</sup>:* Is the area between the sidewalk/path and street appropriate for green infrastructure.

9. EVENT CENTER NEIGHBORHOOD							
Street Name	Description	Corridor Width*	Orientation	Build-to Line <sup>1</sup>	Building Ht. Max.	Step Back Req'ts	Stormwater <sup>2</sup>
University Bay Drive	Lot 76 entry to Marsh Dr.	68'	W	40'	3	3rd & Above - Min. 15'	YES
			E	20'	3	None	YES
Marsh Drive	Highland Ave. to Walnut St.	60-82'	N	15' (Nielsen) / 100'	3	3rd & Above - Min. 15'	YES
Monroe Street	N. Breese Ter. to Randall Ave.	70'	N (W/E)	65'	6	3rd & Above - Min. 15'	NO
N. Breese Terrace	Lot 17 to Regent St.	60'	E	10'	6   10	3rd & Above - Min. 15'	NO
N. Randall Avenue	W. Dayton St. to Monroe St.	70'	W	-	-	None	NO
East Campus Mall	W. Dayton St. to Railroad	68'	E	10'	10	3rd & 9th - Min. 15'	NO
W. Dayton Street	N. Lake St. to N. Frances St.	70'	S	195'	10	9th & Above - Min. 15'	NO
N. Frances Street	W. Dayton St. to railroad	66'	W	30'	10	5th & 11th - Min. 15'	YES

\* Corridor Width = Right-of-way width or if no right-of-way, back of sidewalk to back of sidewalk where right-of-way would typically be located.

<sup>1</sup> Right-of-way line or in the case of no right-of-way, the distance from back of sidewalk.

<sup>2</sup> Does the terrace condition support green infrastructure as part of the development of this area of street?



## Landscape Principles

The Event Center Neighborhood landscape must be resilient and endure infrequent but very intense use. Designed open spaces must accommodate large volumes of people, provide a strong visual brand to visitors and be enjoyable during all seasons of the year.

- Use vegetation to provide pedestrian scale and soften building massing, particularly along campus edges.
- Construct simple, low-maintenance landscapes; use robust and durable landscape construction materials to withstand heavy pedestrian use.
- Integrate security barrier design early in project development for seamless design solutions that protect the safety of pedestrians during large sporting events.
- Mimic collegiate feel of the historic campus greens to reinforce the connection to the main campus.



Goodman Field & Nielsen Tennis Center



Camp Randall Stadium & Camp Randall Memorial Park

Kohl Center

**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.



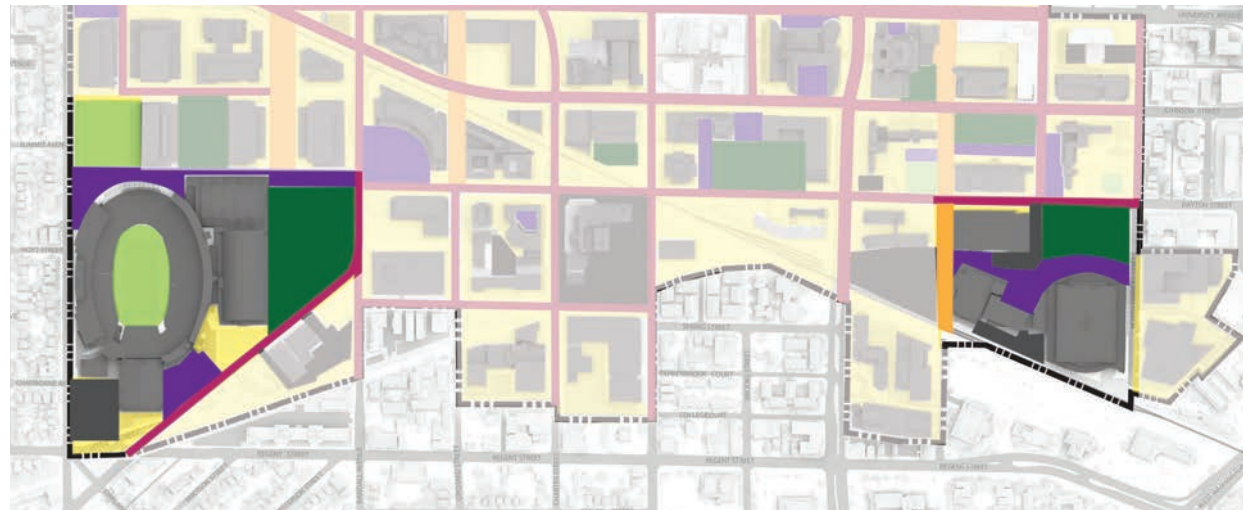
## Landscape Guidelines

The Event Center Neighborhood is composed of a series of athletic competition and practice fields, campus greens, and plaza spaces. The campus fabric connects and knits together the different landscape spaces.

- **Athletics and recreation:** Both competition and non-competition synthetic turf athletic fields. Limited plant palette; maintain views to the lake or major landmarks where applicable.
- **Campus fabric:** Low-maintenance lawn with large tree and shrub massings to buffer the scale of the architecture. At the Goodman Field and Nielsen Tennis Center, the connective spaces between facilities may assume a naturalistic appearance in connection with the lake.
- **Campus green:** Maintain the green in front of the Kohl Center as an open and flexible passive use space. Maintain the picturesque quality of Camp Randall Memorial Park as a cultural landscape.
- **Courtyards, plazas, terraces, and gardens:** Open hardscape plazas designed to accommodate large pedestrian volumes. Integrate safety barrier design early in project development. Planting should be simple and low-maintenance, responding to the scale of the gathering space.



Goodman Field & Nielsen Tennis Center



Camp Randall Stadium & Memorial Park

- 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.



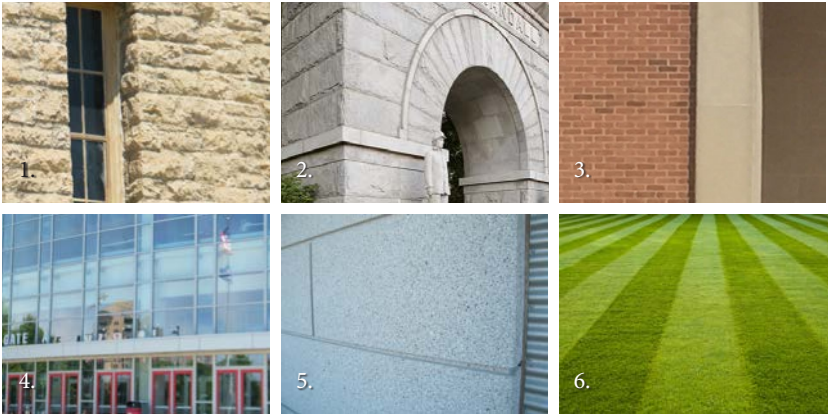


# Materials & Styles

The Event Center Design Neighborhood consists of three different areas of campus, each embedded within and adjacent to more traditional campus design neighborhoods. Athletic venues are unique programmatic venues and hence buildings on campus. Context should inform proposed materials and styles, but ultimately development should be of the present time. Generally, the far west design neighborhood shall impose architecture more fitting of the natural environment and Lakeshore Nature Preserve. Camp Randall area additions should respect the Fieldhouse materials and the Kohl Center area should reflect more contemporary materials, forms and styles.

**Materials:**

- M1. Madison Sandstone Rubble
- M2. Bedford Limestone
- M3. Ochre Brick
- M4. Large Expanses of Glazing
- M5. Concrete/Metal Panels Terra Cotta Trim
- M6. Turf (Real & Artificial)



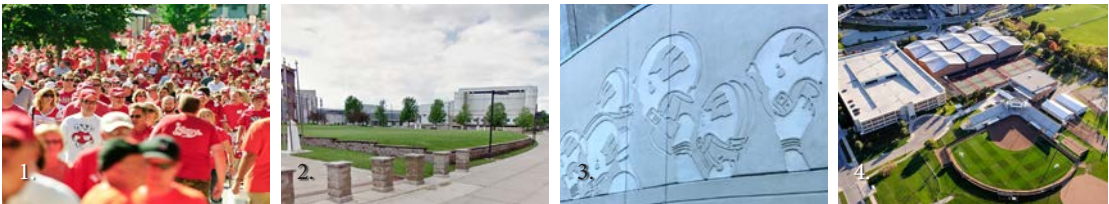
**Architectural Styles:**

- Italian Renaissance
- Post World War II
- Modern



**Architectural Features:**

- A1. Accommodation of Large Crowds
- A2. Security Requirements
- A3. Precast Concrete Graphics
- A4. Multi-pitched Roof





## Building Inventory

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

Building	Built	Renovated	Style	Materials			
<b>9. EVENT CENTER NEIGHBORHOOD</b>							
Street Name	Description	Existing R/W	Orientation	Build to Line from C/W	Building Ht. Max.	Step Back Req'ts	R/W Stormwater
University Bay Drive	Lot 76 entry to Marsh Dr.	68'	W	40'	3	3rd & Above - Min. 15'	YES
			E	20'	3	None	YES
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## Considerations

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### 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
- 2007 Recreational Sports Facilities Master Plan
- 2007 Regent Street South Campus Neighborhood Plan
- 2012 City of Madison Downtown Plan
- 2016 Athletics Facilities Master Plan

### Restoration/Preservation Efforts

- Class of 1918 Marsh
- Camp Randall Memorial Park

### Neighborhood Specific Conditions

- Friends of Lakeshore Nature Preserve
- Greenbush Neighborhood Association
- Regent Neighborhood Association
- Village of Shorewood Hills

### Historical and Cultural Resources

- 2005 Cultural Landscape Report
- Historic Property Review Requirements

### 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 (C-I)
- Conservancy District (CN)
- Planned Development (PD)