Building for the Future: The 2006 Campus Master Plan

 ► Process Improved: Interested in learning how to create an effective facilities master plan for your organization? UW-Madison is building for the future: erecting new laboratories, academic buildings, and residence halls as part of its biggest construction boom since the 1960s. The University's new campus master plan defines the principles by which the physical spaces of campus are organized. But as they lay the foundations of tomorrow's campus, UW planners are guided as much by the University's past, as its future.

 ► Unit(s): Facilities Planning & Management

 ► Customers of the Process and Their Needs: Our customers are the entire campus community from faculty, staff and students, to the greater Madison community and the residents of the State of Wisconsin. We had over 200 public meetings with the various constituency groups interested in campus planning and development.

 ► Problem/Opportunity Statement: How will the campus grow over the next 20 years? What can we do to help direct and shape growth under a new set of design guidelines and still maintain our incredible campus setting and open spaces along the shores of Lake Mendota? Can we “recreate ourselves in place” and continue to provide new and first rate facilities for our students, teachers and researchers without creating a satellite campus or expand our boundaries significantly?

 ► Changes Made: For the first time, we have completed a comprehensive review of our buildings, our landscapes, our utilities and our transportation system on campus. Key to the process was the fact it was led by a team of faculty, staff and students with the able assistance of an outside design consultant. This is “our” plan, not the consultants and it will be our job to implement the campus future. We also looked hard at how to be more sustainable and environmentally friendly in our facilities planning and development.

 ► Results: After 18 months of work, we have a far-reaching, comprehensive campus master plan that will guide development over the next 20 years. A set of design guidelines will be developed as an outcome of the planning process that will shape how our building look. We can grow the campus by almost 7 million gross square feet (net) without buying large quantities of land outside our approved boundaries and do not need to look at a satellite campus for future growth. We looked back at our history of campus planning to help guide ideas and concepts for the future.
▶ **Lessons Learned:** We found it extremely important to get people involved on the ground level and help them understand this is their campus and they can impact the future by providing input and comments. We provided an interactive website of information and the ability to provide comments online throughout the process. We also found it very helpful to have a good private consultant that can assist with graphic media and provide third-party expertise on university campus planning.

▶ **Next Steps:** More detailed neighborhood and campus district plans will be developed (i.e. Recreation Sports, Housing, Engineering, East Campus, West Campus, Arts District, etc.) that provide more detailed planning initiatives. Major construction projects will use the campus master plan to define how they will be designed and how they fit into the overall campus physical environment.

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