University of Wisconsin-Madison
Campus Planning Committee

Facilities Planning & Management
December 15, 2022
Agenda

1. Welcome & Introductions
   a) New Members

2. Old Business
   a) Approval of October 20, 2022, meeting minutes (*Action*)

3. New Business
   a. Status Report: 2023-25 Biennial Capital Budget (Torstveit) – 10 min
   b. Campus Art Advisory Committee (Truman Lowe Sculpture Location & CDIS) – 15 min
   c. Signage & Wayfinding Policy (Williams) – 15 min
   d. West Campus District Plan Update (Seitz/Williams) – 30 min

4. Announcements
   a) Spring 2023 meeting date agenda topics

5. Adjournment
UW-Madison Biennial Capital Budget Update

2023-25
2023-25 Capital Budget Timeline & Status

- **Project Review and Ranking**
- **Agency 6-Year Capital Plan and Biennial Capital Budget Request**
- **DFD Reviews Capital Projects and Plan**
- **SBC & Legislature Briefings and Deliberations**
- **Governor Signs Capital Budget**

**2021**
- **January**: FP&M meets with Schools, Colleges and Divisions (S/C/Ds)
- **July**: FP&M works with S/C/Ds to draft issues, project solutions and budget estimates

**2022**
- **January**: DFD Capital Budget Recommendations
- **March 3**: PHASE II 6-Year Campus Plan Capital Budget Presentation
- **July 1**: PHASE III Facility Profiles
- **August 17**: PHASE IV All Agency Projects List
- **TODAY**: CPC reviews presentations and recommends ranking to Chancellor

**2023**
- **January**: DFD Reviews Capital Projects and Plan
- **July**: SBC & Legislature Briefings and Deliberations
- **Governor Signs Capital Budget

**2024**
- **January**: UW System

**Legend**
- UW-Madison
- UW System
- State of Wisconsin DOA DFD
- Legislature and Governor’s office
### 2023-25 UW-Madison
Enumerated Projects Request List

<table>
<thead>
<tr>
<th>Rank</th>
<th>Project</th>
<th>Total ($ Million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>South Central Campus Steam Utility Replacement (GFSB/PRSB)</td>
<td>$90.771</td>
</tr>
<tr>
<td>2</td>
<td>Engineering Replacement Building / Computer Aided Engineering Facility (GFSB/Gift/BTF)</td>
<td>$347.336</td>
</tr>
<tr>
<td>3</td>
<td>Humanities Art Department Relocation &amp; Consolidation (GFSB/Gift)</td>
<td>$169.072</td>
</tr>
<tr>
<td>4</td>
<td>Music Hall Restoration (GFSB/Gift)</td>
<td>$39.741</td>
</tr>
<tr>
<td>5</td>
<td>Kronshage-Jorns-Humphrey Residence Halls Addition &amp; Renovations (PRSB/Cash)</td>
<td>$79.211</td>
</tr>
<tr>
<td>6</td>
<td>Camp Randall Sports Center Replacement (ex-PRSB/Cash)</td>
<td>$285.163</td>
</tr>
</tbody>
</table>

**Total**: $1,011.294

*As of November 15, 2022*
All Capital Projects*: $1,830,491,960

Budget Breakdown

Projects by Process

State Projects

<table>
<thead>
<tr>
<th>QTY</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>62</td>
<td>$1,451,690,560  (79%)</td>
</tr>
</tbody>
</table>

UW-Managed Projects

<table>
<thead>
<tr>
<th>QTY</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>31</td>
<td>$378,801,400 (21%)</td>
</tr>
</tbody>
</table>

*Does not include 230 small state or FP&M in-house renovation and/or maintenance repair projects totaling approximately $21.6M.
Major Projects in Design: $591,402,400

Budget Breakdown

Projects by Process

<table>
<thead>
<tr>
<th>State Projects (Enumerated Only, More than $1M)</th>
<th>QTY</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Projects</td>
<td>6</td>
<td>$492,763,000 (83%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UW-Managed Projects (More than $1M)</th>
<th>QTY</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Projects</td>
<td>13</td>
<td>$98,639,400 (17%)</td>
</tr>
</tbody>
</table>
## Major Projects in Design

<table>
<thead>
<tr>
<th>Type</th>
<th>Project Description</th>
<th>Total Cost</th>
<th>Funding Sources</th>
<th>Bid Date</th>
<th>Sub Completion Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>DFD</td>
<td>Lakeshore Path Limnology Pedestrian &amp; Bike Bridge</td>
<td>$3.17 M</td>
<td>$3.17 M</td>
<td>April 2024</td>
<td>Oct. 2024</td>
<td>Green/Green/Green</td>
</tr>
<tr>
<td>DFD</td>
<td>Wisconsin Vet Diagnostic Lab:-Barron Reno &amp; Addn</td>
<td>$9.56 M</td>
<td>$9.56 M</td>
<td>Aug 2024</td>
<td>April 2026</td>
<td>Yellow/Green/Green</td>
</tr>
<tr>
<td>DFD</td>
<td>South Campus Utility Improvements</td>
<td>$4.29 M</td>
<td>$2.96M</td>
<td>$1.33 M</td>
<td>Jan 2023</td>
<td>March 2024</td>
</tr>
<tr>
<td>DFD</td>
<td>Eng Drive Utilities Replacement and Renovation</td>
<td>$60.30 M</td>
<td>$41.61 M</td>
<td>$18.69 M</td>
<td>Jan 2023</td>
<td>June 2026</td>
</tr>
<tr>
<td>DFD</td>
<td>Letters &amp; Science Academic Building: Levy Hall</td>
<td>$115.44 M</td>
<td>$60.36 M</td>
<td>$20.08 M</td>
<td>$35.0 M</td>
<td>July 2023</td>
</tr>
<tr>
<td>DFD</td>
<td>College of Engineering Building - Phase I</td>
<td>$300.0 M</td>
<td>$150.0 M</td>
<td></td>
<td>Sept 2025</td>
<td>July 2026</td>
</tr>
<tr>
<td>UW</td>
<td>Law Building 4th Floor Office Renovation</td>
<td>$1.15 M</td>
<td>$1.15 M</td>
<td>May 2023</td>
<td>Nov. 2023</td>
<td>Yellow/Green/Green</td>
</tr>
<tr>
<td>UW</td>
<td>Engineering Centers MOCVD Lab Renovation</td>
<td>$1.66 M</td>
<td>$1.66 M</td>
<td>Feb. 2023</td>
<td>Sept. 2023</td>
<td>Yellow/Green/Green</td>
</tr>
<tr>
<td>UW</td>
<td>Primate Center Backup Generator</td>
<td>$1.90 M</td>
<td>$1.90 M</td>
<td>June 2018</td>
<td>Oct. 2023</td>
<td>Red/Yellow/Green</td>
</tr>
<tr>
<td>UW</td>
<td>Eng Hall - Experimental Mechanics Lab 1313 Reno</td>
<td>$2.06 M</td>
<td>$2.06 M</td>
<td>Feb. 2023</td>
<td>Dec. 2023</td>
<td>Yellow/Green/Green</td>
</tr>
<tr>
<td>UW</td>
<td>Camp Randall East Bowl Recoating</td>
<td>$2.36 M</td>
<td>$2.36 M</td>
<td>Oct. 2023</td>
<td>Aug. 2024</td>
<td>Yellow/Green/Green</td>
</tr>
<tr>
<td>UW</td>
<td>KRC-SRC Rowe Bldg Elect &amp; Cooling Upgrade-WHAM</td>
<td>$2.56 M</td>
<td>$2.56 M</td>
<td>Oct. 2022</td>
<td>Oct. 2023</td>
<td>Yellow/Green/Green</td>
</tr>
<tr>
<td>UW</td>
<td>SoE Multibldg (Lathrop/Teachers Ed) Classroom Reno</td>
<td>$3.0 M</td>
<td>$3.0 M</td>
<td>Oct. 2023</td>
<td>June 2024</td>
<td>Red/Yellow/Green</td>
</tr>
<tr>
<td>UW</td>
<td>Grainger 2nd Flr Student Spaces &amp; 5th Flr Office Reno</td>
<td>$5.40 M</td>
<td>$5.40 M</td>
<td>April 2023</td>
<td>Nov. 2023</td>
<td>Yellow/Green/Green</td>
</tr>
<tr>
<td>UW</td>
<td>WARF SMPH Floors 4,5 &amp; 7 Renovation</td>
<td>$5.43 M</td>
<td>$5.43 M</td>
<td>Jan. 2023</td>
<td>Sept. 2023</td>
<td>Yellow/Green/Green</td>
</tr>
<tr>
<td>UW</td>
<td>Chemistry L&amp;S Buildings 2nd &amp; 4th Floor Renovation</td>
<td>$10.26 M</td>
<td>$10.26 M</td>
<td>March 2023</td>
<td>March 2024</td>
<td>Yellow/Green/Green</td>
</tr>
<tr>
<td>UW</td>
<td>Elvehjem Building Envelope Renovation</td>
<td>$12.09 M</td>
<td>$12.09 M</td>
<td>Nov. 2022</td>
<td>Aug. 2024</td>
<td>Yellow/Green/Green</td>
</tr>
<tr>
<td>UW</td>
<td>Near East Play Fields Renovation</td>
<td>$16.21 M</td>
<td>$16.21 M</td>
<td>June 2023</td>
<td>July 2024</td>
<td>Yellow/Green/Green</td>
</tr>
<tr>
<td>UW</td>
<td>Libraries Collections Preservation Facility</td>
<td>$33.01 M</td>
<td>$33.01 M</td>
<td>Dec. 2023</td>
<td>Feb 2025</td>
<td>Yellow/Green/Green</td>
</tr>
</tbody>
</table>

**TOTAL COST:** $591.4 M

- **Green:** On target.
- **Yellow:** At risk of schedule delay, budget overrun, and/or gift funding.
- **Red:** Current schedule delay, budget overrun, and/or gift funding.

*As of September 21, 2022*
Major Projects in Construction: $1,073,760,460

Budget Breakdown

State Projects
(Enumerated Only, More than $1M)

<table>
<thead>
<tr>
<th>Projects</th>
<th>QTY</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Projects</td>
<td>10</td>
<td>$799,790,460 (74%)</td>
</tr>
</tbody>
</table>

UW-Managed Projects
(More than $1M)

<table>
<thead>
<tr>
<th>Projects</th>
<th>QTY</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Projects</td>
<td>9</td>
<td>$273,970,00 (26%)</td>
</tr>
</tbody>
</table>
## Major Projects in Construction

<table>
<thead>
<tr>
<th>Type</th>
<th>Project Description</th>
<th>Total Cost</th>
<th>Funding Sources</th>
<th>Bid Date</th>
<th>Sub Completion Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DFD</strong></td>
<td>Bascom Hill/Lathrop Dr Utilities Replacement Phase 2</td>
<td>$20.08 M</td>
<td>GFSB: $14.66 M, PRSB: $5.42 M, GPR-Cash: $15.0 M, PR-Cash: $10.0 M</td>
<td>March 2021</td>
<td>Nov. 2022</td>
<td>On target.</td>
</tr>
<tr>
<td><strong>DFD</strong></td>
<td>Lathrop Dr/Bascom Util Repairs Ph1, Pkg 1, 2, 3, 4</td>
<td>$32.66 M</td>
<td>GFSB: $23.84 M, PRSB: $8.82 M, GPR-Cash: $15.0 M, PR-Cash: $10.0 M</td>
<td>Jan. 2022</td>
<td>Nov. 2022</td>
<td>On target.</td>
</tr>
<tr>
<td><strong>DFD</strong></td>
<td>Kohl Center Addition &amp; Renovation</td>
<td>$48.07 M</td>
<td>GFSB: $23.07 M, PRSB: $8.82 M, GPR-Cash: $15.0 M, PR-Cash: $10.0 M</td>
<td>Nov. 2021</td>
<td>Jan. 2025</td>
<td>Current schedule delay, budget overrun, and/or gift funding.</td>
</tr>
<tr>
<td><strong>DFD</strong></td>
<td>Camp Randall/Field House Reno (South End Zone)</td>
<td>$77.66 M</td>
<td>GFSB: $68.05 M, PRSB: $6.60 M, GPR-Cash: $3.0 M</td>
<td>Dec 2019</td>
<td>Aug. 2023</td>
<td>On target.</td>
</tr>
<tr>
<td><strong>DFD</strong></td>
<td>Bakke: Gymnasium/Natatorium Replacement</td>
<td>$111.39 M</td>
<td>GFSB: $74.79 M, PRSB: $36.60 M</td>
<td>Dec. 2020</td>
<td>March 2023</td>
<td>Current schedule delay, budget overrun, and/or gift funding.</td>
</tr>
<tr>
<td><strong>DFD</strong></td>
<td>Veterinary Medicine Addition &amp; Renovation</td>
<td>$128.60 M</td>
<td>GFSB: $90.10 M, PRSB: $38.50 M</td>
<td>June 2021</td>
<td>Jan. 2025</td>
<td>At risk of schedule delay, budget overrun, and/or gift funding.</td>
</tr>
<tr>
<td><strong>UW</strong></td>
<td>DoIT DPPS Relocation and Renovation</td>
<td>$2.21 M</td>
<td>GFSB: $2.21 M, PRSB: $2.21 M</td>
<td>Oct. 2021</td>
<td>April 2022</td>
<td>At risk of schedule delay, budget overrun, and/or gift funding.</td>
</tr>
<tr>
<td><strong>UW</strong></td>
<td>Biochemical Sciences Coon Lab Renovation</td>
<td>$2.27 M</td>
<td>GFSB: $2.27 M, PRSB: $2.27 M</td>
<td>Aug. 2022</td>
<td>June 2023</td>
<td>On target.</td>
</tr>
<tr>
<td><strong>UW</strong></td>
<td>Engineering Hall Sprinkler Addition &amp; Gas Lines</td>
<td>$4.73 M</td>
<td>GFSB: $4.73 M, PRSB: $4.73 M</td>
<td>Dec. 2021</td>
<td>Nov. 2022</td>
<td>At risk of schedule delay, budget overrun, and/or gift funding.</td>
</tr>
<tr>
<td><strong>UW</strong></td>
<td>Memorial Union Addition and Repairs</td>
<td>$5.0 M</td>
<td>GFSB: $5.0 M, PRSB: $5.0 M</td>
<td>Sept. 2022</td>
<td>June 2023</td>
<td>On target.</td>
</tr>
<tr>
<td><strong>UW</strong></td>
<td>Eng Hall CBE Instruction &amp; Research Lab Reno</td>
<td>$12.43 M</td>
<td>GFSB: $0.0 M, PRSB: $0.0 M, GPR-Cash: $12.43 M</td>
<td>Aug. 2022</td>
<td>Sept. 2023</td>
<td>On target.</td>
</tr>
</tbody>
</table>

**As of September 21, 2022**

**TOTAL COST:** $1,073.7 B

- **On target.**
- **At risk of schedule delay, budget overrun, and/or gift funding.**
- **Current schedule delay, budget overrun, and/or gift funding.**
Current Strategy:
Transform the Built Environment

Understand the Current Portfolio
Use Common Sense Financial Strategies
Leverage Existing Delivery Options
Campus Art Advisory Committee

1. Truman Lowe Sculpture “Effigy, Bird Form (1997)” Acquisition & Location
2. Computer, Data and Information Sciences (CDIS) Art
POLICY UW-6044: Charge
Campus Art Advisory Committee

- The UW-Madison campus hosts several art collections, with distinct but overlapping management structures. The university’s Division of Facilities Planning and Management (FP&M) is responsible for coordinating the stewardship of artworks not otherwise included in collections managed by the Chazen Museum of Art, the Wisconsin Union, and the UW Hospitals and Clinics Authority.

- The oversight for the campus art collection will be assisted by the expert input of an ad hoc advisory committee. The committee will report to the Associate Vice Chancellor of FP&M. The committee will be chaired by a member of the FP&M Department of Campus Planning and Landscape Architecture.
POLICY UW-6044: Charge

Campus Art Advisory Committee

• The committee chair will convene the group, as needed, to address issues as they arise. Consultations may be requested outside of regular meetings. Agenda items may be identified or brought before the committee by any member.

• Recommendations made by the committee will be forwarded to the associate vice chancellor of FP&M, for a final decision.

• Recommendations involving substantial permanent acquisitions for outdoor installations or significant artwork de-accessioning decisions may be forwarded to the shared governance Campus Planning Committee for their consideration, at the discretion of the Associate Vice Chancellor of FP&M.

• This policy does not include installation of temporary works of art either inside buildings or outdoors in the campus landscape. A separate temporary outdoor art exhibit process exists.
Effigy, Bird Form (1997)
Truman Lowe Sculpture: *Effigy, Bird Form* (1997)

- Chancellor Blank provisionally accepted the sculpture provided it was approved via the Campus Art Advisory Committee and management policy (UW-6044).
- Truman Lowe (Ho-Chunk) had a 32-year career at UW.
- Sculpture created for a White House exhibit feature 12 Native sculptors.
- Piece needs to be ground mounted on concrete footings set within landscape bed.
- Constructed of aluminum rods.
- 42” tall, 20’-6” wide, 11’ long – 3,000 lbs. (1.5 TN)
- Designed to be viewed from above (Marine One specifically)

“Being from the woodlands, I wanted my inspiration to come from a culture that inhabited this area & left its mark with earth mounds -- a unique way of showing respect & living with the earth. This is my attempt to pay my respects, to celebrate the longevity of our history & our traditions. We have endured & I know we will survive.” — Truman Lowe
Truman Lowe Sculpture:
Effigy, Bird Form (1997)

- NN_UW Working Group
- Truman Lowe Family
- Campus Art Advisory Committee
- Facilities Planning & Management
- Campus Planning Committee
Truman Lowe Sculpture: Effigy, Bird Form (1997)
CDIS EXTERIOR ART

• The location of the art piece will be **prominent** in a **high-traffic area** for the UW-Madison Campus and the broader Madison area. We hope to **create a visual and physical invitation** to join our CDIS community. The commissioned work can **draw inspiration from technology** and be responsive to the building's architectural design concepts. The art piece can **embrace and celebrate** the natural features and **seasonality of our local Wisconsin landscape.**
CDIS EXTERIOR ART:

Clayton Binkley
Seattle, WA
CDIS EXTERIOR ART:

Michael Szivos
New York, NY
CDIS EXTERIOR ART:

StudioKCA - Jason Klimoski
Brooklyn, NY
CDIS EXTERIOR ART:

Po Shu Wang
Berkeley, CA
Exterior Signage and Wayfinding Policy Update

University of Wisconsin-Madison
Facilities Planning & Management
December 15, 2022
Work Group Charge

• Review and update of the current “Exterior Graphics, Wayfinding and Signage Policies and Design Guidelines” policy (#UW-6037)

• Framework for consistent wayfinding and signage

• This is not a redesign of the existing signage design standards, but a thorough review of policy #UW-6037 with additional attention given to:
  • New sign types not currently addressed. Including:
    • Construction Signs
    • Construction Banners
    • Corporate Signs
    • Electronic and Digital Signs
    • Exterior Facing Interior Signs
    • Interpretive Signs
    • Portable and Temporary Signs
    • Retail Signs
    • Temporary Signs
    • Window Graphics
  • Review and approval processes of signage requests
  • Current deficiencies and ambiguity within the policy

• Current policy and guidelines created in 2003.
Work Group Membership

Composition:

- FP&M – Campus Planning & Landscape Architecture Chair – Jonathan Bronk
- Chancellor’s Office Representative – Brenda Gonzalez
- University Marketing Representative – Kelly O’Loughlin
- University Housing Representative – Tonia Pittman
- CPC Member – Katie Effertz
- CPC Member – Joel Gerrits
- CPC Member – Kurt Paulsen
Policy vs. Design Standards

Recommendation #1:
• Clarify the rationale and purpose of the policy.

Recommendation #2:
• Create a companion UW-Madison Exterior Signage Graphics Standards document to remain flexible to updates and responsive to customer needs.

Recommendation #3:
• Streamline signage request and approval process.

Recommendation #4:
• Identify unique exceptions and a process for conditional approval.

Recommendation #5
• Merge Banner Policy (UW-6036) into Exterior Signage and Wayfinding Policy to improve customer service.

Through coordination with the UW-Madison Policy Librarian and Workgroup members the proposed policy will go from +/-5,000 words (30 pages) down to +/-500 words (3 pages).

Information is rearranged and formatted into a user-friendly ‘Standards’ document (+/-50 pages).
Design Standards: Table of Contents

Exterior Signage Guidelines
- Table of Contents
- Executive Summary
- Introduction

Background, Purpose and Scope
- Glossary of terms
- Contacts and References
- Process

System Standards
- Information Hierarchy
- System Symbols
- Fonts & Typography

Removal, Restoration & Repair
- Existing Signs
- Related Policies & Standards
- Installation and Maintenance

Exterior Sign Types
- Sign Type Summary
- Branded Crest Sign
- Bronze Plaque
- Building Identification Sign – Historic
- Building Identification Sign – Ground mount
- Building Identification Sign – Wall mount
- Building Mounted Dimensional Lettering
- Building Supplemental Information Sign
- Building Window & Door Decals
- Campus Directional Sign
- Campus Gateway Sign
- Campus Kiosk
- Campus Trailblazer Sign
- Electronic Marquee Sign
- Heritage Plaque
- Lakeshore Nature Preserve Signs
- Memorial & Recognition Signs
  - Commemorative Plaques
  - Donor Bench Plaques
  - Outcropping Stone Plaques
- Parking Lot Stall Sign
- Parking Lot Monument Sign
- Regulatory Sign
- Retail Sign
- Street Name Sign
- Temporary Signs
  - A-Frame Sign
  - Banners – Pole Mounted
  - Banners – Wall Mounted
  - Construction Sign & Screening
- Wisconsin DOT Sign
Campus Planning Committee
West Campus Development Plan
December 15, 2022
Perkins&Will
West Campus District Plan Area
Campus Planning Committee Participation

Provides leadership and vision for district plan development as a campus joint governance committee.

• Provide school, college, division, or department input and direction to Core Team and Perkins & Will for development of district plan.

• Participate in presentation discussions at the Campus Planning Committee though late spring 2023.

• Provide constituency representation and context to support planning recommendations.

• Provide recommendations throughout the engagement process on issues and concerns affecting the physical development of campus.

• Collaborate with other school, college, division, departments as needed to provide a shared campus vision for the district plan.
West Campus District Plan

Three Aspirations

Create a **compelling and actionable vision** for West Campus that energizes the Board of Regents and other internal and external stakeholders.

Develop a place for learning, research, innovation, community engagement, and economic development that **meaningfully contributes** to the campus, city, region, and state.

Ensure the vision and strategy can be monetized for the university’s benefit, while advancing **mission-aligned institutional goals** in teaching, research, and outreach.
1. Discovery
Project initiation and analysis
What are the current conditions, goals, and program priorities?

WORKSHOPS #1 AND #2

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

WORKSHOPS #3 AND #4

3. Design Development, Phasing
Advance and refine one overall concept--add further detail to phasing, finance modeling, funding, infrastructure, and zoning.

WORKSHOPS #5 AND #6

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

WORKSHOPS #7
The Bigger Picture

West Campus District Plan

Central Campus District Plan DRAFT

East Campus District Plan DRAFT

Potential signature or anchor district developments
Opportunities: Initial findings from listening sessions and initial benchmark visits

- Research space
- Industry partnerships
- Natural environment
- Federal agency coordination
- New amenities that create a better sense of place

- Food, beverage, and retail
- Daycare
- Fitness and recreation
- Housing and lodging
- Shared parking
- Meeting space
Challenges: Initial findings from listening sessions and initial benchmark visits

- Developable land controlled by many
- UW Hospital growth needs
- Constrained mobility
- Community buy-in and support
- Private business integration
EXECUTIVE SUMMARY

Conservatively, the West Campus site has the potential to absorb ~200K-350K square feet of new development annually.

<table>
<thead>
<tr>
<th>OFFICE</th>
<th>LAB</th>
<th>MULTIFAMILY</th>
<th>RETAIL</th>
<th>HOTEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>40K–75K SF</td>
<td>30K–60K SF</td>
<td>100-200 units</td>
<td>Ground Floor Amenity</td>
<td>50 Keys</td>
</tr>
<tr>
<td>150K SF building every ~2-3 years</td>
<td>150K SF building every ~2-5 years</td>
<td>200 unit building every ~1-2 years</td>
<td>To be included in the other buildings</td>
<td>175 key building every ~3.5 years</td>
</tr>
</tbody>
</table>
Lessons Learned from Case Study Visits

- Strong community and industry/economic partnership is critical.
- Solving infrastructure critical to unlocking potential.
- City, community, and institutional alignment for the greater good.
- Corporate users in proximity to campus creates amenities, innovation, activity, quality of life, and sense of place.
- Development approaches and parcels accelerate / amplify institutional mission AND community interests (e.g., housing, infrastructure, land use, economic opportunity)
Communication, feedback, and decision-making will depend on several key groups.

**District Advisory Committee**

Provides leadership and vision for district plan development.

**Decision-Making Groups**

Approves final plans.

**Shared Governance Engagement**

Provides campus perspective.
CPC Questions

• How is this project resonating with you as you hear about it in the press or have discussions with colleagues?

• What are we missing in the messaging and/or market support?

• How do we strengthen and expand engagement with the private sector at UW (Dean’s or otherwise)? What is the role of real estate and facilities in growing this engagement? Are the required improvements consistent across all schools and colleges? Is it based more on industry segment / expectations?

Project Site

https://www.vc.wisc.edu/realestate/
## Announcements

<table>
<thead>
<tr>
<th>Date</th>
<th>Tentative Agenda Topic(s)</th>
<th>Location</th>
</tr>
</thead>
</table>
| February 16, 2023  | 2025 Campus Master Plan Discussion  
                        2025-27 Biennial Capital Budget                  | Hybrid  
                        In-Person + Webex  
                        Bascom Hall Room 260                           |
| March 9, 2023      | Signage and Wayfinding Design Guidelines  
                        2025-27 Biennial Capital Budget                  | Hybrid  
                        In-Person + Webex  
                        Bascom Hall Room 260                           |
| April 20, 2023     | 2025-27 Biennial Capital Budget                              | Hybrid  
                        In-Person + Webex  
                        Bascom Hall Room 260                           |
| May 18, 2023       | 2025-27 Biennial Capital Budget                              | Hybrid  
                        In-Person + Webex  
                        Bascom Hall Room 260                           |
ADJOURN

University of Wisconsin-Madison
Facilities Planning & Management
December 15, 2022