



Wisconsin School of Business - WSB

2025-27 Capital Plan Request

Campus Planning Committee Meeting

November 2, 2023

Dean Vallabh Sambamurthy



Grainger Hall Reconfiguration Overview

Project Description

Grainger Hall has been a wonderful home for Business Badgers for the past 30 years. The building was constructed in 1993 with the East Wing added in 2008. Another renovation was completed in 2018 to expand and modernize the business school library and computer lab into our Learning Commons. Due to a growing faculty and student base and a demand to compete with other prestigious institutions for top talent, Grainger Hall must once again reinvent itself.

Project Goals

- **Instructional Delivery Innovation:** Reworking classrooms to be flexible spaces for multiple types of learning and equipping these classrooms with the technology needed for hybrid learning
- **Student Experience Enhancements:** Create ample study areas, food and beverage service to accommodate growing demand on campus and cater to student consumer preferences, inviting community and social spaces, and better utilization of our outdoor footprint
- **Scalable Operations:** Reconfiguring underutilized space to better support student activity space and provide office space to accommodate growth in our faculty and staff
- **Aspirational Peer Alignment:** Ensuring that the school's physical footprint remains a captivating selling point for prospective students

Project Components

- Reimagined first floor
- Student engagement spaces
- Classroom Upgrades

Reimagined First Floor



Overview: To meet the needs of WSB's growing enrollments and growth in campus overall, a redesign of our first-floor east wing will offer a modern dining facility and student study space, including:

- A new coffeehouse and dining facility with premier franchising vendors that leverage our central campus location and cater to student food preferences
- Enclosure of our courtyard to provide a central indoor/outdoor dining and gathering location on campus
- Creation of new outdoor spaces for study, socializing and events
- Upgrade student gathering space and premier event space, including 250 seat theater and 100 seat dining room



Competitive Business Schools & Emerging Threats



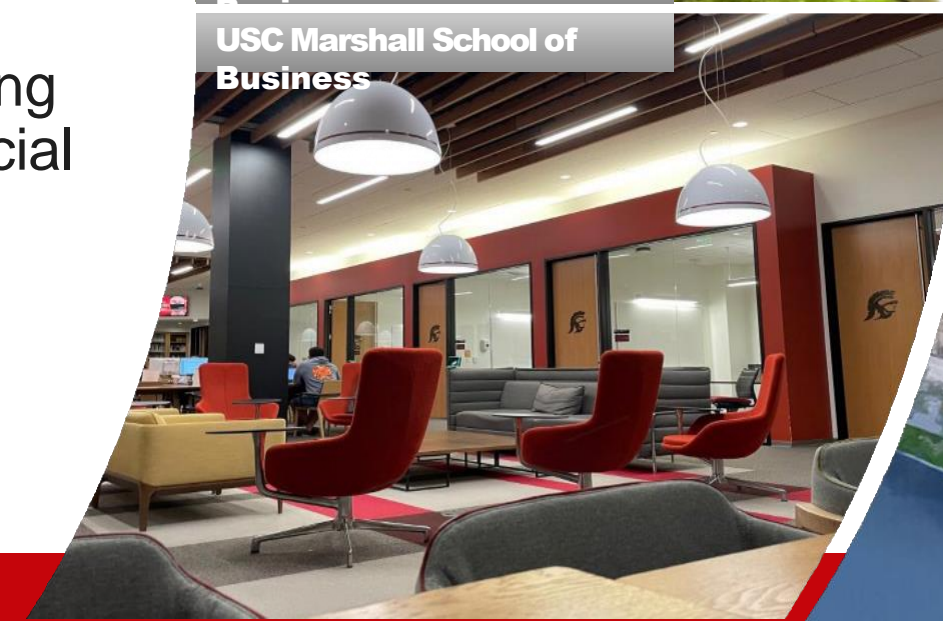
- Other Institutions have doubled their rate that they are investing in physical infrastructure
- Facilities are found to have a major impact in student school selection
- New generations are demanding change to the learning and social environments than what was traditionally offered



Berkeley Haas School of Business



Illinois Gies College of Business



USC Marshall School of Business



Purdue Mitchell Daniels School of Business

Grainger Hall Winter Garden (“The M”)



- 8,200 Square Feet
- Added capacity: 300 seats
- 2 Stories with open circulation into Grainger
- Natural light via south facing curtain wall and skylight at north wall; vegetation roof
- Large AV display creates functional event space



Grainger Hall Rooftop Terrace



- 6,300 Square Feet
- Added capacity: 120 seats
- Utilizing Winter Garden rooftop to provide third Floor access
- Premier event and student gathering space
 - Integrated power, screens for technology
 - Bar/kiosk for event service



Grainger Hall Food Venues



- 13,400 Square Feet
- Featuring a 4,900 Square Foot Coffee Venue
 - Added capacity: 150 seats
 - Storefront windows to University Ave Outdoor Cafe
- An additional Food venue and convenient store will also be included in this remodel



Conference Space



- 10,100 Square Feet
- Featuring a 6,000 Square Foot remodel of our Executive Dining Room and Plenary
- Increasing the capacity and accessibility of our event spaces
- Upgrading technology and furniture to deliver premium board meetings and signature events
- Adding catering prep space to maintain clean, professional experience



Fireplace Lounge & Commons



- 13,300 Square Feet
- Added capacity: 130 seats
- Upgrade the main thoroughfare in Grainger Hall
- Better utilize our square foot by creating a casual lounge space in between the Winter Garden and East Wing
- Create technology-enabled co-working neighborhoods for eating and study



Student Engagement Space



- 2,500 Square Feet
- Added capacity 50 seats
- Construct flexible office space to allow Undergraduate staff the ability to work more closely with the student orgs and their cohorts
- Create open and private workspace for student orgs to engage and collaborate with the student community
- Increase locker space to better accommodate our student org storage needs





Connecting Strategic Plan to a Facilities Plan - WSB

1. **Program Support**

- *Provide opportunities and public infrastructure for students*
- *Develop additional revenue streams*
- *Create new industry partnerships*

2. **Meeting the university's strategic priorities**

- *Living the Wisconsin Idea*
- *A Vibrant Campus Community*
- *A High Performing Organization*

3. **Meeting Campus sustainability, deferred maintenance, and optimization goals**

- *Update infrastructure systems*
- *Better utilization of space*

4. **Innovation of Revenue Production**

- *Increase revenue streams*
- *Increase and improve event space inventory for WSB and campus*

Major Project Priorities 2025-27

Winter Garden w/Rooftop Terrace

- 14,500 Sqft
- \$13.4 Million

Food Venues w/ Sidewalk Cafe

- 13,400 Sqft
- \$6.7 Million

Conference Space

- 10,100 Sqft
- \$3.7 Million

Fireplace Lounge & Commons

- 13,300 Sqft
- \$5.1 Million

Student Engagement Space

- 2,500 Sqft
- \$755K

Major Project Total = \$30 Million