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A SPECIFIC PHYSICAL SETTING

The University of Wisconsin–Madison is located in an extraordinary physical location. Fierce development should capitalize on our unique landscape southeast-facing sites and natural areas while preserving their scenic and historical qualities.

EMPOWERING INFLUENCE OF PLACE

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PROTECTING OUR ENVIRONMENT

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The plan’s four major components include recommendations for buildings, open space, transportation and utility systems. A series of master plan goals provided direction for the plan.

Goal ’1
SUSTAINABILITY
Promote, enhance and celebrate our lakeside setting.
Develop sustainability guidelines using "green" building strategies, materials and techniques. Reduce our impact on the land and focus strategic energy use. Invest in alternative fuels for heating plants and fleet vehicles.

Goal ’2
COMMUNITY, ACADEMIC AND RESEARCH CONNECTIONS
Promote the Wisconsin Idea by enhancing academic connections. Enhance academic connections by facilitating large Learning spaces and improving the public and quantity of academic facilities. Promote interdisciplinary learning and research with flexible new facilities.

Goal ’3
STUDENT LIFE
Renew a commitment to student life by renovating, rebuilding or restoring our unions and adding upgraded recreation facilities. Add new academic learning spaces and continue to promote learning communities. Create new outdoor spaces for informal student gatherings.

Goal ’4
BUILDINGS AND DESIGN GUIDELINES
Design campus by renewing obsolete buildings that cannot be remediated. Develop buildings with nutritious design and a palate of life of at least 100 years. Provide significant historic buildings. Design existing neighborhoods of buildings to ensure new buildings fit into their campus context. Develop comprehensive design guidelines to provide architectural coherence.

Goal ’5
OPEN SPACE
Promote and enhance existing open spaces and create new gathering areas. Maintain lands in the Lakeshore Nature Preserve as natural areas that support our mission of teaching, research and outreach. Promote and enhance historic and cultural landscapes, quadrangles and courtyards. Elevate our beauty and unordered environments with more trees.

Goal ’6
TRANSPORTATION AND UTILITIES
Provide attractive opportunities for driving, walkable, bicycle and pedestrian parking capacity. Provide more pedestrian areas. Provide trees, connected paths and bicycle commuter facilities. Plan for future development of commercial rail and streetcar corridors. Provide a reliable utility network to meet current and future demands.