

WEST CAMPUS DISTRICT PLAN

Leveraging UW-Madison real estate to fund and advance the campus mission.

PURSUING INNOVATIVE REVENUE STRATEGIES

Over the last 10–15 years, UW–Madison’s revenue growth has substantially lagged behind peer institutions in the Big Ten and other elite public universities. The Revenue Innovations Study Group was appointed in 2019 to provide recommendations for innovating revenue growth in support of the University’s academic and research mission.

GOALS

These recommendations would generate a long-term endowment, amplify the University’s mission, develop other non-monetary assets, and cultivate immediate and recurring income streams. The Study Group focused on new revenue innovation ideas that could be accomplished at the institutional level without putting new demands on schools and colleges. The recommendations support university initiatives and complement city, region, and state development agendas.

GETTING STARTED WITH THE WEST CAMPUS DISTRICT PLAN

The West Campus District Plan is the first major real estate project focused on generating new revenue sources that will support UW–Madison’s core mission. The plan launched in summer 2022 and will extend through summer 2023. The final plan will be delivered to the Board of Regents in summer 2023. Any proposed development will be informed by the Revenue Innovation Study Group’s guiding principles and will consider broader social, cultural, and historical implications.

PHASES OF CONCEPT DEVELOPMENT



STAKEHOLDER ENGAGEMENT

Throughout Project

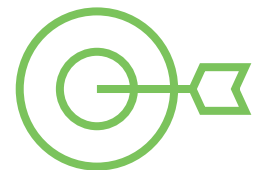
Identify current conditions, goals, and program priorities



DESIGN & PHASING

Winter & Spring 2023

Advance and refine one overall concept



SYNTHESIS

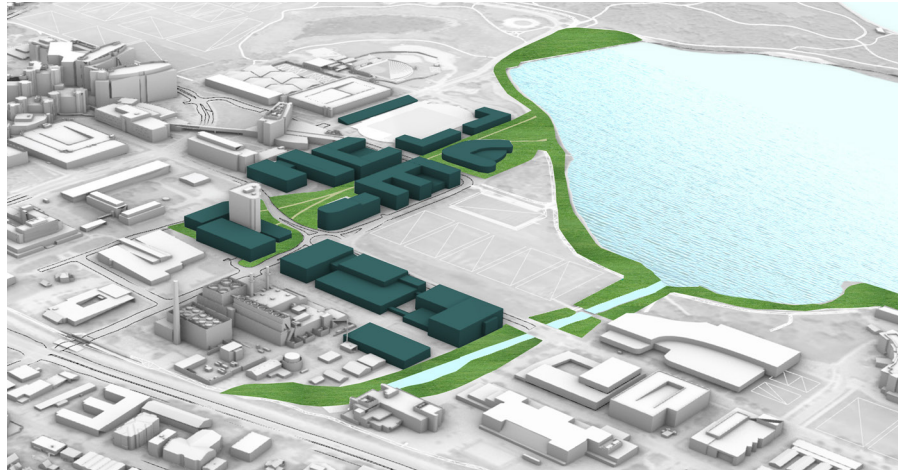
Summer 2023

Develop preferred concept and graphic package



STAKEHOLDER ENGAGEMENT

Stakeholder engagement is critical to delivering a data-informed, visionary, and actionable district plan. Shared interests, needs, and concerns of district occupants and the broader campus community will directly inform the final proposed district plan and the physical development of spaces. Since the start of the project, the planning team has held more than 70 stakeholder engagement sessions.



Additionally, there have been multiple campus-wide email communications and a public interactive feedback tool, which launched November 2022.

A District Advisory Committee represents stakeholder interests and priorities during the planning process. UW-Madison, federal agencies, adjacent neighborhoods such as the Village of Shorewood Hills and Regent Neighborhood, and the City of Madison Economic Development Division are represented on the District Advisory Committee.

BOARD OF REGENTS UPDATES

UW-Madison provided a progress update to the UW Board of Regents in September 2022 and expects to provide another update to the Board in March 2023. The final district plan will be presented to the Board in July 2023, in advance of presenting the final district plan to the Board in July 2023.

SHARE YOUR THOUGHTS ABOUT WEST CAMPUS

UW-Madison invites our campus and community partners to use an interactive feedback tool to share thoughts about the west side of campus as it is today and ideas for future improvements.

Input and questions from community members provide helpful information throughout the project.

Provide feedback on the West Campus District Plan
by using the interactive feedback tool at

[GO.WISC.EDU/WESTCAMPUS-FEEDBACK](https://go.wisc.edu/westcampus-feedback)



For more information about the West Campus District Plan, visit vc.wisc.edu/westcampus.