



West

Campus

District

Plan

**Retirement Association
February 14th, 2024**





Future-Focused Real Estate Strategy



Mission

- Grow university-based and industry research
- Create industry partnerships
- Anticipate students' expectations
- Meet evolving sustainability goals
- Remain a competitive and attractive employer



Community

- Strengthen Native Nations partnerships
- Improve the quality, livability, and sustainability of this area
- Enable a range of housing types, including affordable
- Create a distinctively Madison sense of place
- Foster new employment opportunities



Resources

- Generate additional funding sources to advance our mission
- Invest in strategic priorities
 - Increasing financial aid
 - Growing research
 - Updating infrastructure
- Provide quality outcomes for students, faculty, staff, and the community at large



Contributions to Wisconsin and Beyond



Enrollment: ~50,000 students
> 12,000 degrees awarded annually
Undergraduate time to degree:
3.84 years



Annual Economic Impact: \$30 billion
Operating Budget: \$3.7 billion



National research ranking: 8 (FY22)
\$1.52 billion in expenditures
12th in patents granted to U.S.
universities



Flagship institution at the Universities of Wisconsin:
13 schools and colleges on campus



Faculty and staff: ~25,000
Living alumni: >480,000



Main campus: 939 acres, 420
buildings



Using revenue to invest in UW–Madison priorities

Tuition Promise Programs

Graduate student support

Faculty and staff compensation

Academic support services

Research enterprise

Infrastructure and facility
maintenance

+ Chancellor-led initiatives, including **Wisconsin RISE** (announced Feb. 8, 2024)

UW-Madison continues to pursue new and innovative revenue sources





Revenue Innovation Study Group

Recommendations

Corporate and industry partnerships

Auxiliary and asset optimization

Real estate

Key Guiding Principles



For more info visit:

<https://finadmin.wisc.edu/revenue-innovations/>



Evolution of the West Campus District Plan

REIMAGINING OUR SUCCESS
REVENUE INNOVATIONS TO SUPPORT THE UW-MADISON MISSION

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, many of which compete with us for students and federal research funding. While several strategic initiatives have helped close this gap, we have not been able to catch up fast enough. The impact of the COVID-19 pandemic has exacerbated the need to pursue new revenue solutions beyond increased state government support. UW-Madison's long history of economic innovation includes its status as a land grant institution, the creation of WARF as a steward of campus-based research into the marketplace, and the development of University Research Park to nurture economic and technological development. The time is now for UW-Madison to pursue new innovative revenue strategies that will drive the next era of growth, development, and discovery.

UW-Madison is a major economic growth engine for the state of Wisconsin, with a \$24.1 return on investment. Each year, the university attracts students and scholars from across the country and around the world to engage with our academic and research mission.

\$15 billion
overall economic impact on Wisconsin

\$2.3 billion
to the Wisconsin economy from 342 startup companies founded by UW-Madison research.

\$847.5 million
in fees and total tuition from UW-Madison, UW Hospital and Clinics, and affiliated organizations and research companies.

FACTORS DRIVING THE NEED FOR REVENUE INNOVATION	WHAT WE'VE DONE SO FAR
<ul style="list-style-type: none">• Campus history of innovation and as an economic growth machine• Increased competition from other universities• Declining levels of state government support• Growing infrastructure costs (including deferred maintenance)• Enhanced goals related to sustainability• Impact of COVID-19	<ul style="list-style-type: none">• Summer session enrollment growth• Philanthropic support (All Ways Forward)• Research and development• Professional and non-resident tuition• Professional master's degrees• Undergraduate enrollment growth

Revenue Innovation Study Group

Expanded partnership (MOU) with URP

Real Estate Revenue Strategy



West Campus District Plan



The WCDP aligns with UW–Madison’s mission, strategic initiatives, and future plans







Institutions with successful real estate initiatives



Georgia Tech
Tech Square



NC State University
Centennial



Purdue University
Discovery District

Attract talent and activity by **providing a diverse mix of uses and an attractive public realm.**

Leverage **adjacencies to their university** to drive corporate partnership, economic development, and demand for real estate. **Intentionally build a community** integrated with faculty, students, and campus life.

State, city, community, and university alignment critical to successful development



Sustainability in the WCDP



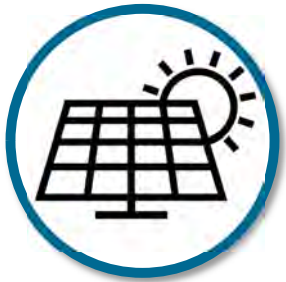
Create mixed-use neighborhood



Improve bicycle and pedestrian connectivity



Explore research and educational opportunities



Implement green infrastructure



Increase access to green spaces



Integrate sustainable design into future lab/office spaces

SUSTAINABILITY MEETINGS

- Associated Students of Madison
- UW Madison Office of Sustainability
- City of Madison Sustainability & Resilience
- WI Office of Sustainability and Clean Energy
- Wisconsin Office of Energy Innovation (OEI)
- Department of Energy – Better Climate Challenge



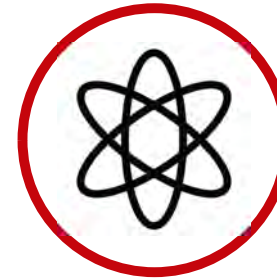
Campus sustainability priorities



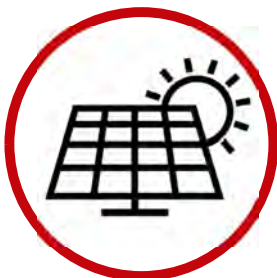
Zero Waste by 2040



All students have sustainability touchpoints



Launching Sustainability Research Hub



100% renewable electricity by 2030



Net-zero emissions by 2048 (UW-Madison bicentennial)



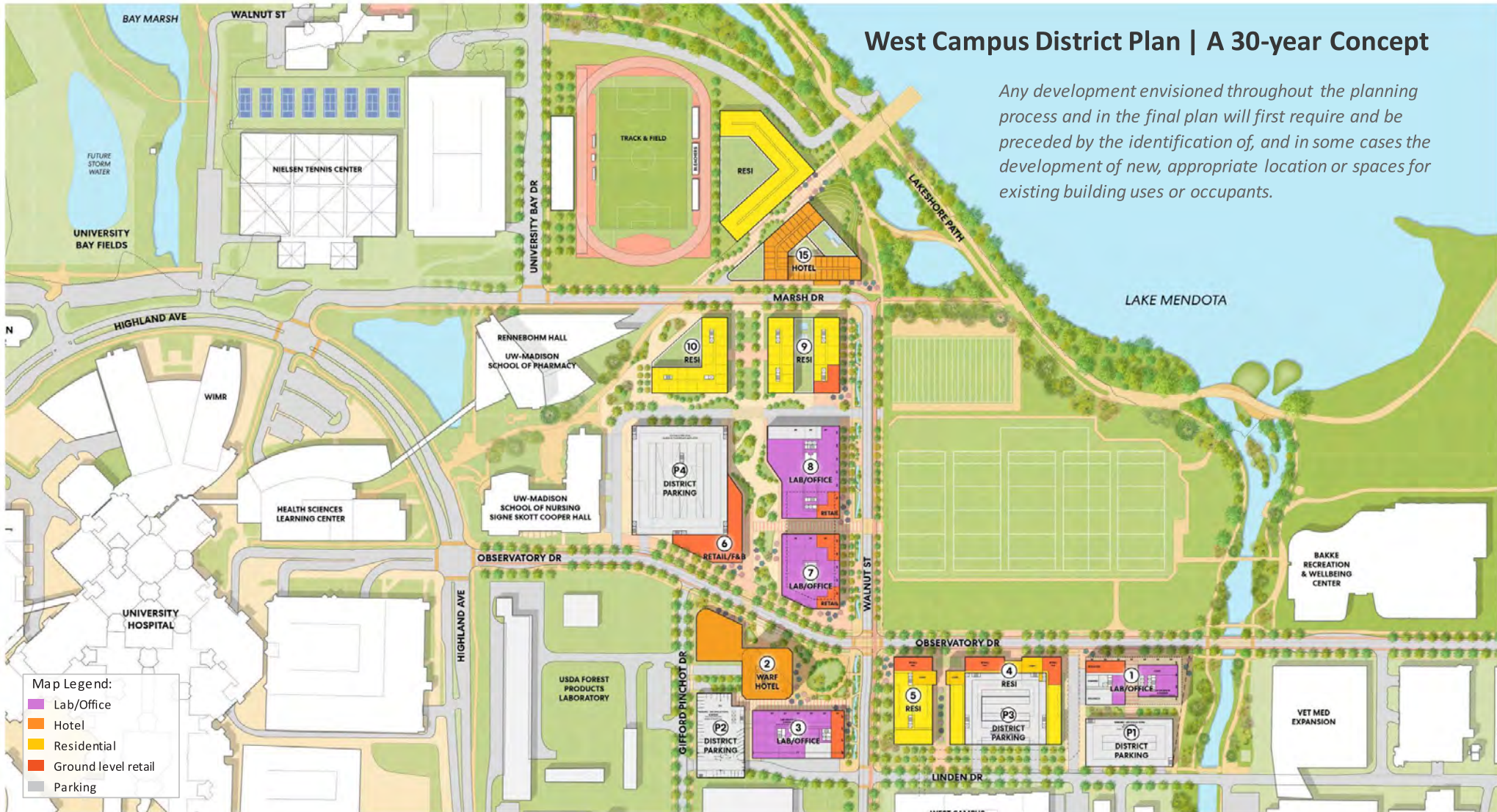
Earn STARS Gold rating by 2025

West Campus Today



West Campus District Plan | A 30-year Concept

Any development envisioned throughout the planning process and in the final plan will first require and be preceded by the identification of, and in some cases the development of new, appropriate location or spaces for existing building uses or occupants.





A 30-year phased strategy

Timeline ~ 0 to 5 Years ~ 5 to 10 Years ~ 10 to 20 Years ~ 20+ Years

Phase 1 Redevelop Biotron Site



Create a Catalytic Development & Innovation Gateway along Observatory Drive

Phase 2 Develop CALS Greenhouses and WARF Site



2A - Establish a Vibrant Live-Work-Play Residential Community
2B - Transform WARF Tower into a Gathering Space for the Innovation Economy

Phase 3 Redevelop the McClimon Sports Complex Site



Reinforce a Balanced Neighborhood with New Living & Employment Opportunities

Phase 4 Develop Lot 60



Leverage Lake Mendota Shoreline & Create an Iconic Waterfront Gateway

Map Legend:

- Lab/Office
- Hotel
- Residential
- Ground level retail
- Parking



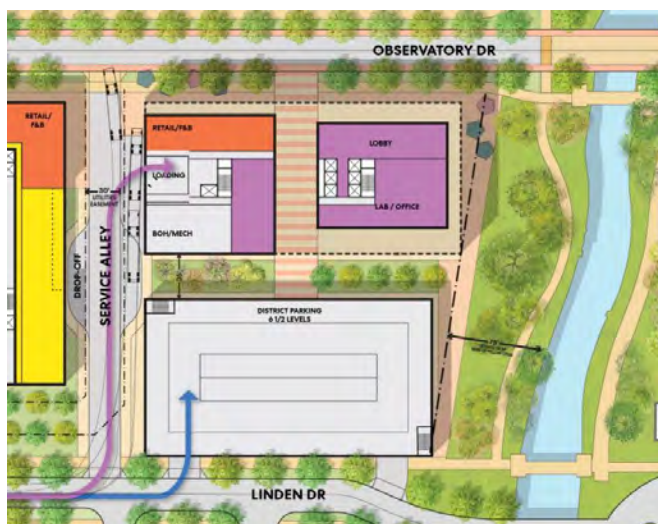
West Campus Next Steps

- Continued engagement with
 - District Advisory Committee
 - UW-Madison leadership, including shared governance
 - Student groups
 - Community stakeholder groups
- Deepen focus and partnership on key district priorities, including sustainability
- Further analyze future Biotron programming
- Further discussions for integrating WCDP into future Campus Master Plan

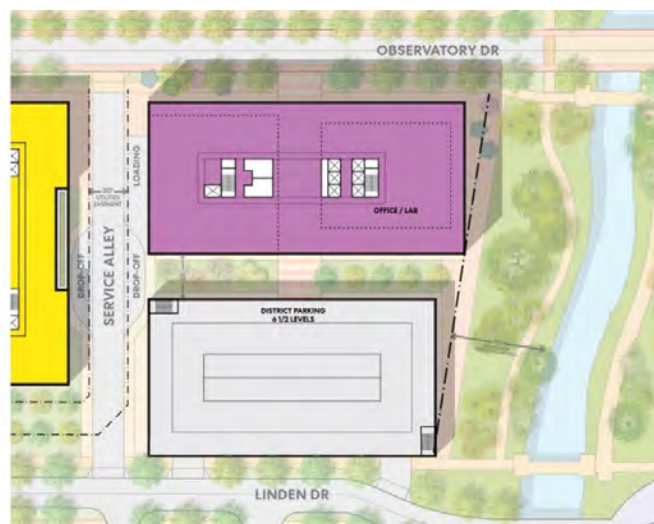


Phase 1

Creating a Catalytic Development and Innovation Gateway



Ground Floor Plan



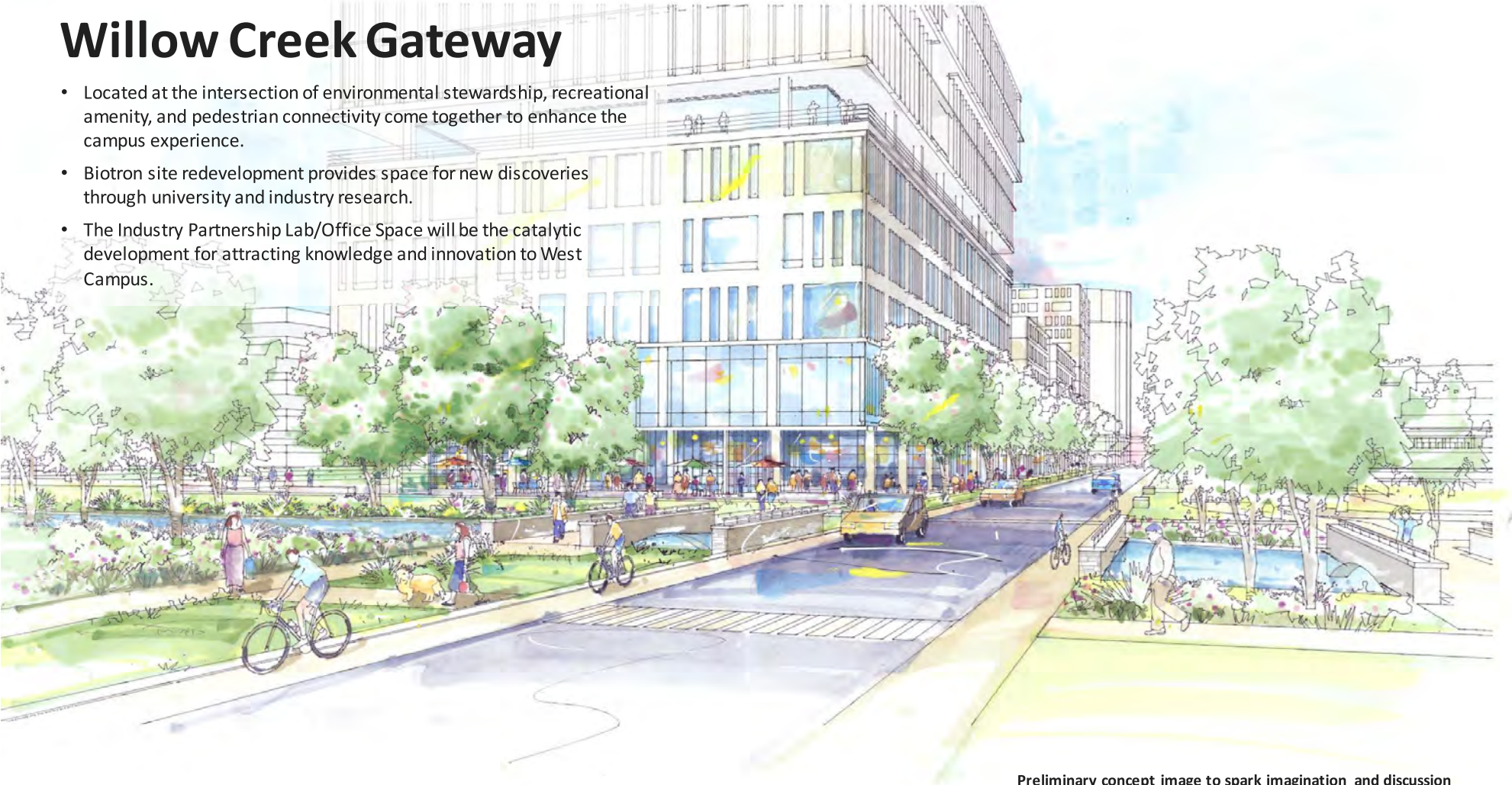
Typical Upper-Level Plan

Program Legend

- Lab / Office Ground Level Retail
- Shared Parking Garage
- Service & Loading Parking
- Entry

Willow Creek Gateway

- Located at the intersection of environmental stewardship, recreational amenity, and pedestrian connectivity come together to enhance the campus experience.
- Biotron site redevelopment provides space for new discoveries through university and industry research.
- The Industry Partnership Lab/Office Space will be the catalytic development for attracting knowledge and innovation to West Campus.



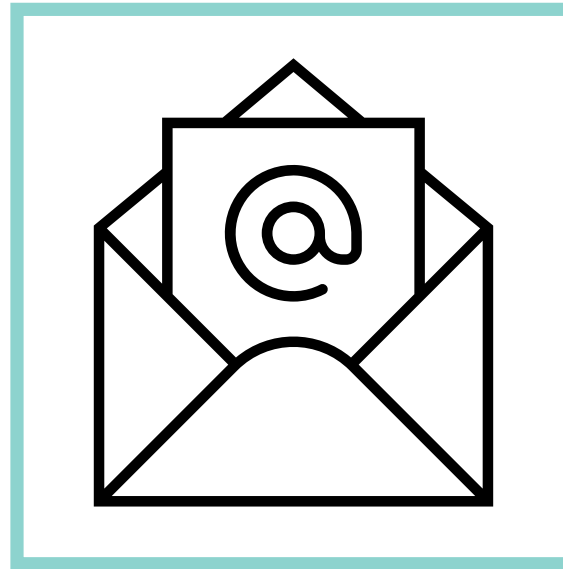
Preliminary concept image to spark imagination and discussion



Any Questions?



WCDP Website:
admin.wisc.edu/westcampus



Email:
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