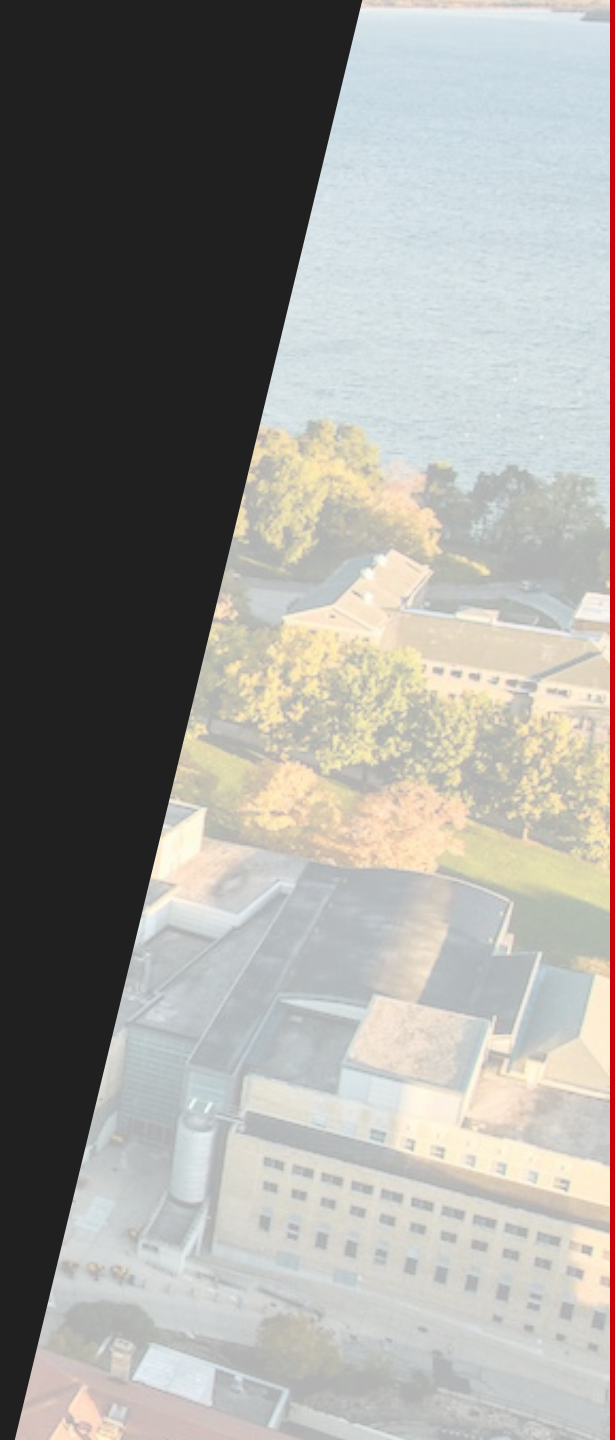
UW-Madison's Future: Creating a Framework with Plans and Studies

Building Manager Lunch and Learn



October 18, 2024

Campus Framework Plan

Scott Utter | Director of Campus Planning and Landscape Architecture

Why Do Institutions Plan?

- Alignment between strategic, academic and research goals and the physical campus
- Effective Resource Management
- Ensure plan adaptability and resiliency
- Incorporation of sustainability goals
- Prioritization of capital projects
- Identification of future planning undertaking
- Community Engagement

Requirements

- **State Building Commission Policy and Statute (13.48)**

  The long-range program shall include the necessary lands, new buildings, and all facilities and equipment required and also the remodeling, reconstruction, maintenance and re-equipping of existing buildings and facilities…

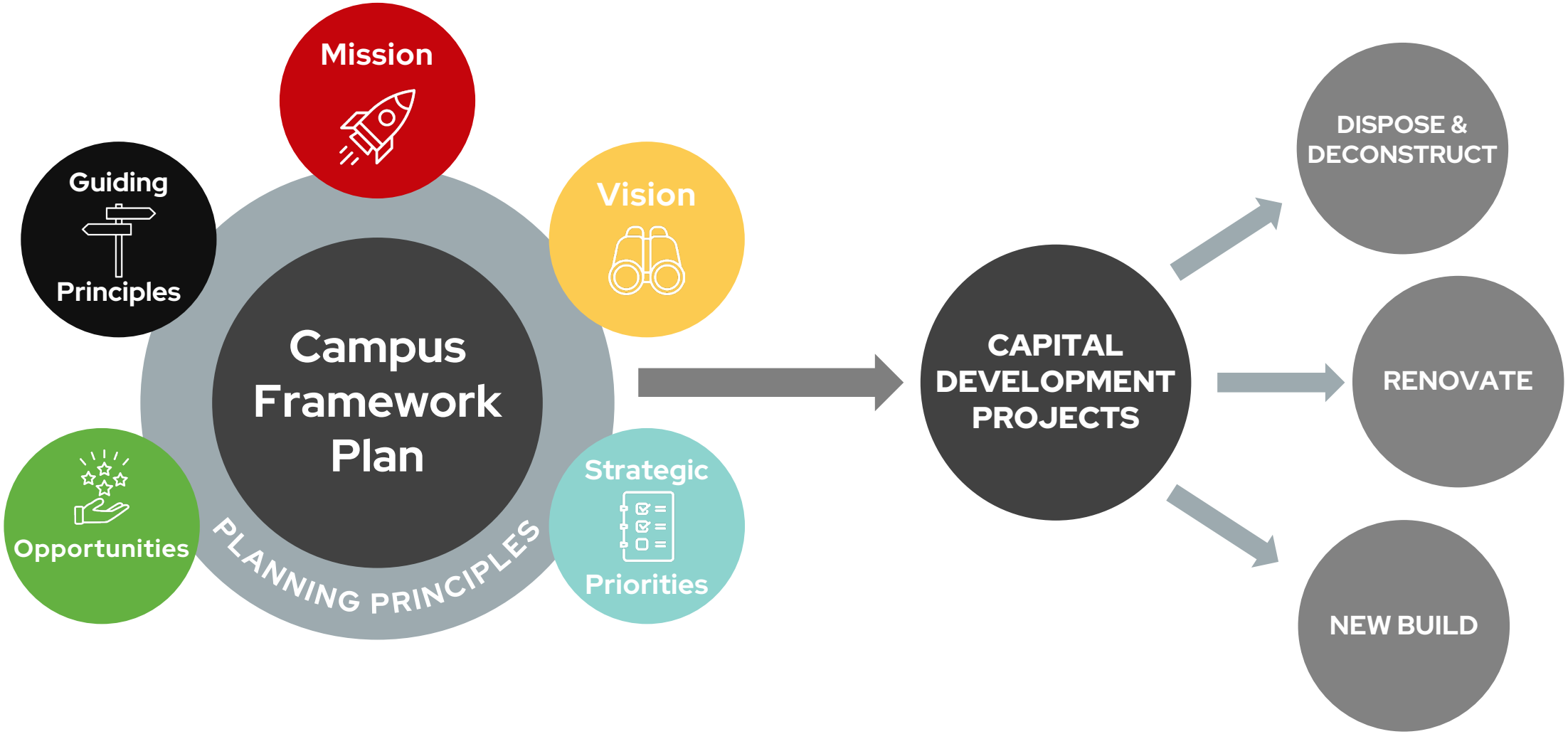
- **Board of Regents Policy – 19-15**

  Integrated planning driven by programmatic needs, physical concerns, and within financial realities.

- **City of Madison – Zoning Ordinance (MGO. 28.096)**

  Identifies predictable institutional growth and requirements

Plan Overview



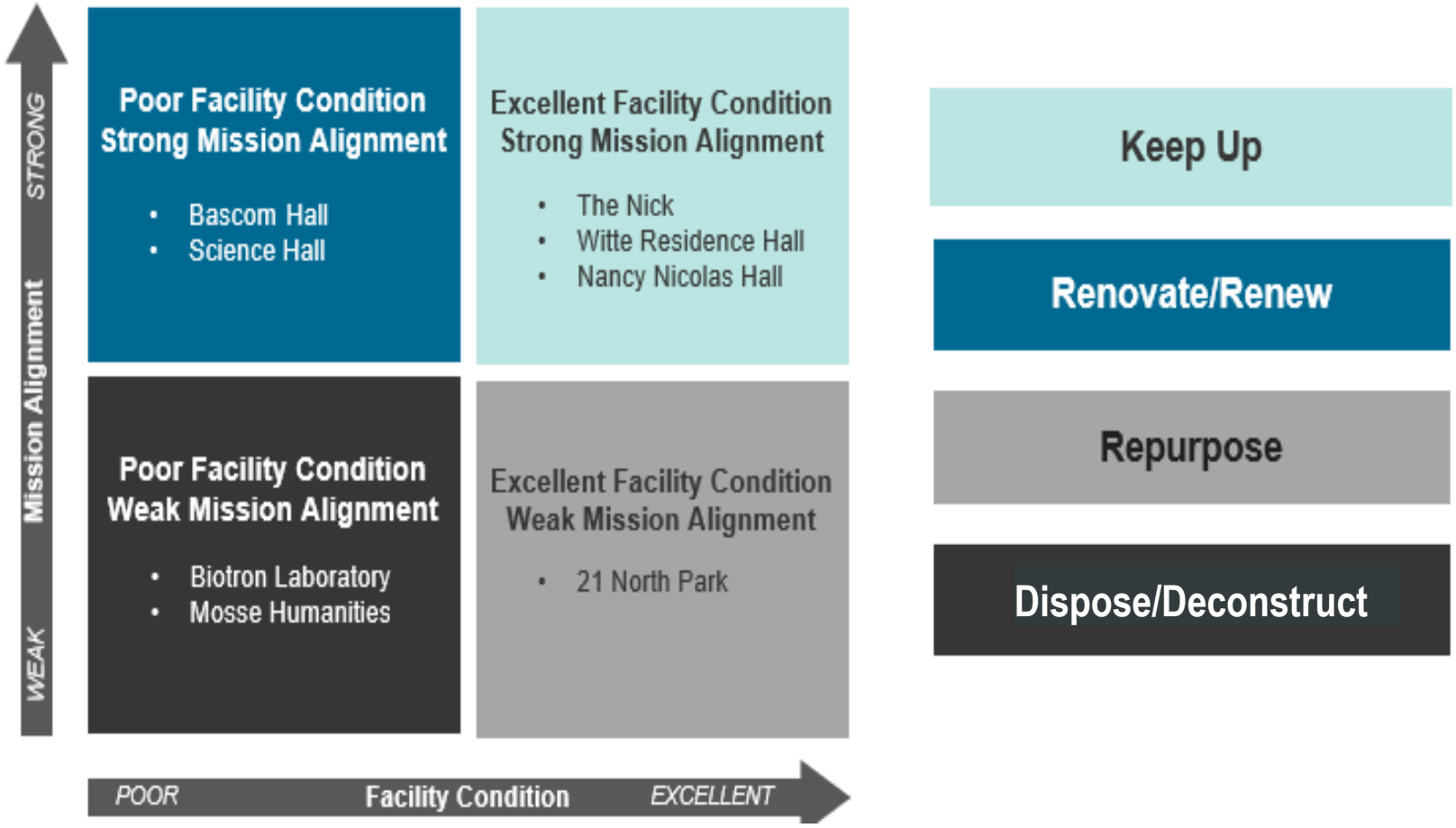
Assess, Align and Advance

Understanding the Current Portfolio

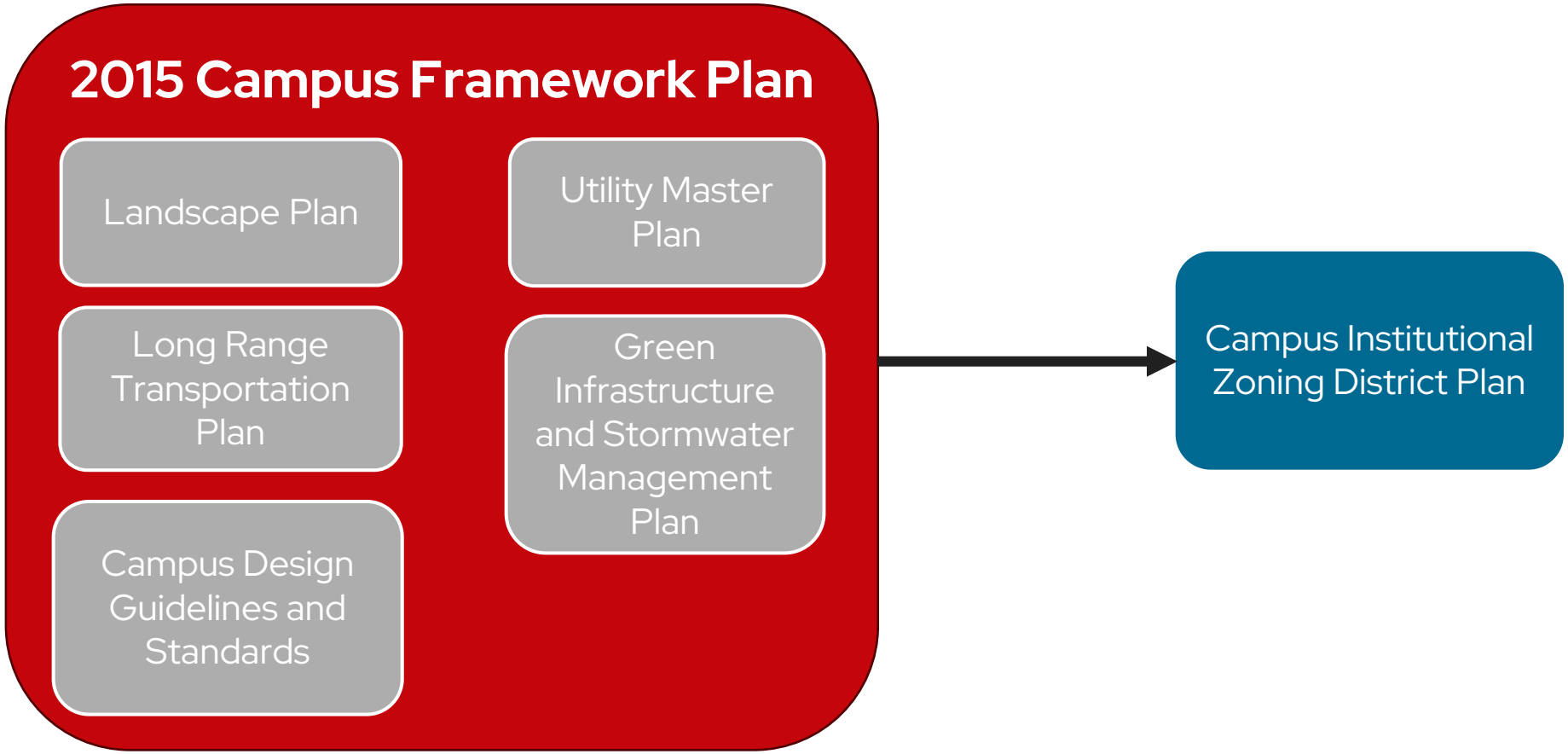
- Facilities Condition Assessment
- Space Utilization and Demand Study
- Survey for Programmatic Alignment

Campus Framework Plan

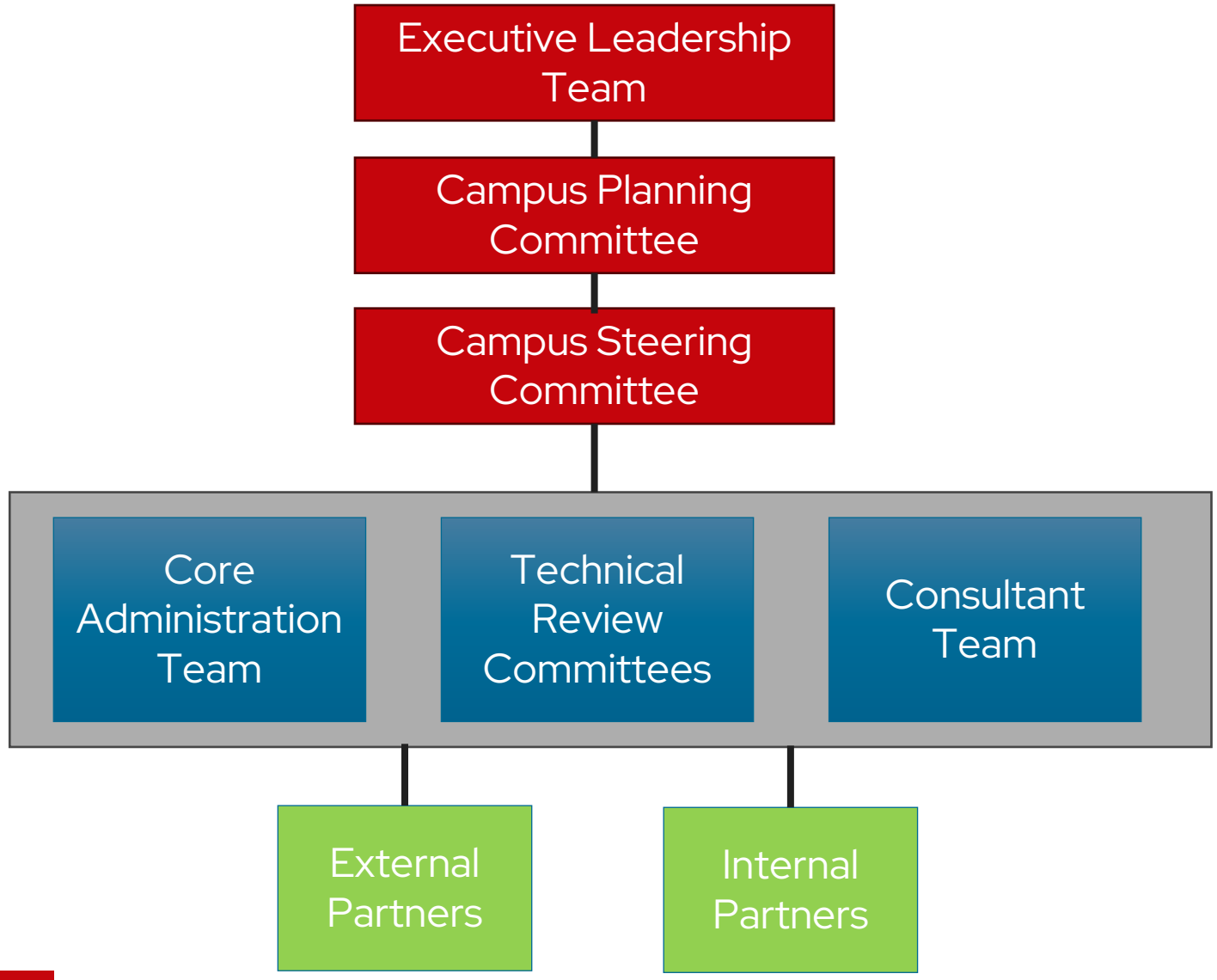
- Framework for campus growth and development.
- Completed every 10 years, next plan to be complete in 2025.



Plan Structure – 2015 Campus Framework Plan



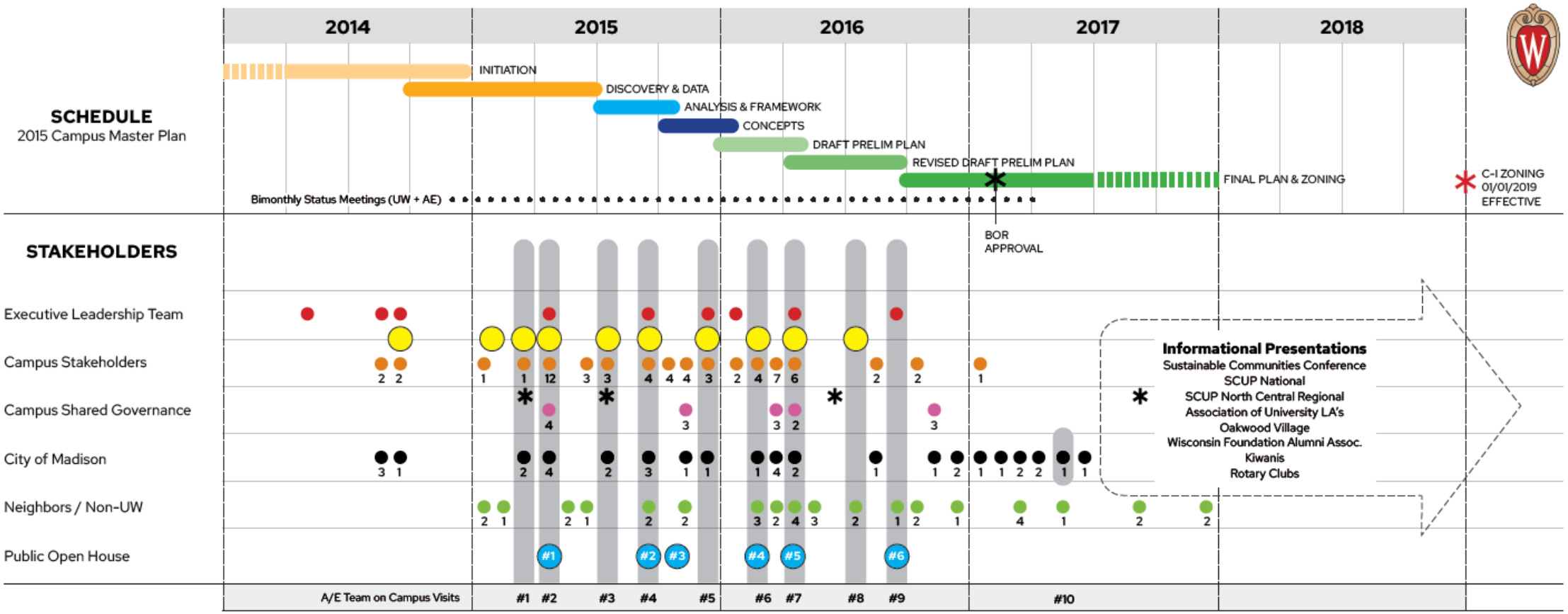
Organization – 2015 Campus Plan



2015 Campus Plan Approach

Framework Phases

Visioning – Current Phase
Consultant Selection
Discovery and Data Collection
Analysis and Framework
Concepts and Recommendations
Draft Plan
Final Plan
Campus Institutional Zoning Plan



Space Utilization and Demand Study (SUDS)

Jesse Luckey Winters | Space Management Director

Space Utilization and Demand study

The Space Utilization and Demand Study will:

- **Understand current usage patterns**

  Show how current spaces are used and what drives their use, helping the university plan better by optimizing space based on real needs and usage trends.

- **Project future demand**

  Help predict future needs by assessing how evolving classroom and workplace trends will impact UW-Madison, ensuring the 2025 Campus Framework Plan accommodates anticipated changes in teaching methods and work environments.

- **Propose recommendations for improvement**

  Offer actionable recommendations to enhance space utilization and productivity, helping to better support the university's mission by optimizing existing spaces and planning for future needs.

Study Scope

In scope

Four space types:

- Classrooms - 620,000 square feet (sf)
- Class Labs - 512,000 sf
- Research Labs – 2.2M sf
- Office Space – 3.5M sf

Not in scope:

- Spaces that are not office, research lab, classroom, or class labs
- Predesign deliverables – focusing on utilization and standards to inform planning, not specific solutions

Methodology

- ***Study consultants:*** *Huron Consulting with Ayers Saint Gross were selected.*
- **Information will be gathered by:**
  - collecting existing data.
  - completing on-site visits and utilization sampling via wi-fi data.
  - conducting space surveys and targeted interviews.
- **Process**
  - FP&M, Space Management Office (SMO), and campus stakeholders provide guidance and direction.
  - Relying on consultant team to provide resources, expertise, and perspective.
  - SMO will support the study and look to operationalize findings/recommendations going forward.

Timeline

Project is 15% complete.

Upcoming Activities

Occupancy Survey

Site Visits

Advisory and Working Groups

Interviews

Occupancy Survey:
Office Occupant and Research PIs

- Each Department Contact will receive a space survey later this month:
  - A list of office and research lab rooms assigned to their department in an online survey tool.
  - For offices - review and update occupant assignments.
  - For research labs – review and update PI assignments.
- Survey tool will be preloaded with occupants and PIs from campus space records.

Occupancy Survey:
Office Occupant and Research PIs

- Huron Consulting is creating and managing the survey.
- Plan for survey to be sent to Department Contacts no later than October 28.
  - Each department will have approximately 2 weeks to complete the survey
  - Time will vary based on the size of the department and accuracy of campus records.
- Huron will provide more information and training prior to survey.
  - Also support resources during survey as needed.

Site Visits: Office and Research Lab Spaces

- **Oct 28-30:** Huron and Ayers Saint Gross staff will walk through a sample of campus office and research lab spaces.
  - Four teams on site each – 2 office, 2 lab.
  - SMO staff will accompany each team on all visits.
  - SCD/Dept staff are welcome to join but it is not required.
  - We will have limited ability to set specific visits time for specific spaces.

Advisory Group and Working Groups

- **Advisory Group**
  - 20-30 leaders to provide high-level consultation on the study
- **Working Groups**
  - We are looking for subject matter experts related to specific areas of the study
  - There will be three Working Groups:
    - Classroom/Class Lab
    - Office
    - Research Lab
- **FP&M/SMO contacted potential candidates for these groups**
  - Questions or recommendations? Send them to smo@fpm.wisc.edu

Interviews

- Huron and team will schedule interviews with various stakeholders soon.
- Formats:
  - 1 on 1's
  - Small groups
  - Focus groups

Resources

- SUDS page with FAQs:
  go.wisc.edu/space-study

Questions?

Jesse Luckey Winters

Space Management Director

- jesse.winters@wisc.edu
- smo@fpm.wisc.edu

Scott Utter

Director of Campus Planning and Landscape Architecture

- utter3@wisc.edu

Thank You!

Please take this short survey

go.wisc.edu/building-manager-survey