Real Estate Initiatives and West Campus District Plan

March Board of Regents
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February Takeaways

- Create a physical infrastructure that supports excellence
- Help students thrive as learners, community members, and people
- Attract outstanding students to WI and keep top UW grads in the state
- Grow research enterprise
- Make the case for increased state investment in UW
- Amplify UW-Madison’s economic impact
UW-Madison continues to pursue new and innovative revenue sources.

Ongoing priorities:
- Summer session enrollment growth
- Philanthropic support
- Research and development
- Market rate tuition (excluding resident undergrads)
- Professional master’s degrees
- Undergraduate enrollment growth (targeted)

Emerging areas:
- Innovative Revenue & Margin Strategies
  - Corporate and industry partnerships
  - Auxiliary and asset optimization
  - Real estate
  - Working Capital
  - Strategic Procurement
Our competitors are investing to enable growth
Goals of the Real Estate Initiative

- Generate long term resources to support UW-Madison’s mission
- Advance our strategic priorities with the physical development of campus parcels
- Promote the strategic use of university real estate assets
Memo of understanding with URP

In October 2021, the Board of Regents approved a joint MOU between UW-Madison and URP that dictates how a parcel of land gets developed and how financial returns come back to the university.

<table>
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<tr>
<th>COORDINATION</th>
<th>LAND TRANSFER</th>
<th>DEVELOPMENT</th>
<th>PROCEEDS</th>
<th>INVESTMENT</th>
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<tbody>
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<td><strong>UW-Madison</strong> selects parcels and establishes campus master plan.</td>
<td><strong>BOR</strong> approves an option for <strong>URP</strong> to purchase parcel at price mechanism defined in MOU.</td>
<td><strong>URP</strong> develops or works with <strong>UW-Madison</strong> to select a developer, typically on a pre-paid ground lease.</td>
<td>Proceeds from land value are held for the benefit of <strong>UW-Madison</strong>. <strong>URP</strong> retains portion to cover costs of facilitating transaction.</td>
<td>Funds invested for the benefit of UW-Madison’s core teaching, research, and public service mission.</td>
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The Board of Regents maintains long-term control of the land and has the right to repurchase it at the original sales price (plus transaction costs) when the ground lease expires.
West Campus Process and Timeline

**Discovery**
- Project initiation and analysis
  - Current conditions, goals, and program priorities
- Workshops 1 & 2

**Visioning**
- Visioning and concept alternatives
  - Organizational ideas and scenarios for exploration
- Workshops 3 & 4

**Design Development**
- Advancing and refining concepts
  - Phasing, finance modeling, funding, infrastructure, and zoning.
- Workshops 5 & 6

**Synthesis**
- Developing preferred concept
  - Capturing, conveying, and implementing the preferred approach
- Workshop 7

We are here
80+ STAKEHOLDER MEETINGS

UW-Madison or Affiliate: 60+  |  City / State / Federal Partners: 10+  |  Neighborhood / Public Open Houses: 10+  |  Private Industry: 5
West District
Current concept

- Connect to existing Lakeshore Path and Nature Preserve

- Improve Willow Creek per Past Plan

- 3.3 million+ gross sq. ft of development
  - 2.1m building / 1.2m parking

- 1.1 million+ gross sq. ft of lab/offices
  - Biotron – 250,000 gross sq. ft

- ~3,050 new parking spaces (net increase of 1,000+)

- ~675 new residential units
Next steps

• Develop and advance economic and phasing models for West Campus
• Develop an ongoing engagement process for Native Nations topics (land uses, resources, etc.)
• Make district plan recommendation to the Board of Regents in July 2023
• Use real estate planning tools for future site, area, and district development concepts

For more information, visit vc.wisc.edu/westcampus
For questions or concerns, reach out to us at wcdp@realestate.wisc.edu