FACILITIES MASTER PLAN STUDY FOR
THE WISCONSIN UNION, UNIVERSITY OF
WISCONSIN-MADISON

Architects: Strang, Inc. in association with Venturi, Scott Brown and
Associates, Inc.

Location: Madison, WI

Client: University of Wisconsin-Madison

Size: Approximately 460,800 gsf: 327,800 gsf in 2 existing buildings,
133,000 sf proposed additions

Completion: 2003 (Phase I Study)

The purpose of this study was to provide options for improving and
expanding Memorial Union and Union South so that these buildings
can continue to support the evolving mission and activities of the
Wisconsin Union. Memorial Union, located at the intersection of
“town and gown” on Lake Mendota, has provided a place for the
University community to gather since 1927, and its Italianate portico
and lakeside terrace have become emblems of the Union and of the
University as a whole. Union South was built in 1969 to meet the
needs of a rapidly expanding campus, and now provides activities
and amenities to an under-served area of campus.

Key themes and goals of the Plan were to:

- establish an overall framework and hierarchy for improving the
  Union's buildings, relating physical priorities to social and financial
  policies
- provide spaces and physical linkages encouraging and nurturing
  a sense of community and interaction
- encourage an intensity of cultural, recreational, and social
  activities that will continue to attract students and members to
  Union facilities
- increase the beauty and utility of Memorial Union and Union
  South
- promulgate an understanding of the Union’s buildings -- their
  physical development, aesthetic dimensions, present conditions, and
  future options -- and their place, historically and today, on campus
  and in Madison
- consider opportunities for expansion
- consider Memorial Union and Union South in the context of
  plans for their surroundings
- provide functional, efficient, and pleasant space for Union users
  and staff, and upgrade technology throughout the building for the
  benefit of all
- provide space for a balance of revenue and non-revenue-
  producing activities in a way supporting the Union’s mission and
  allowing it to thrive.