

**DRAFT****University of Wisconsin-Madison  
Campus Master Plan****CAMPUS PLANNING STEERING COMMITTEE****MINUTES for January 27, 2005****8:00 – 9:30 a.m.****3190 Grainger Hall****Committee Members - Present**

| <b>Name</b>         | <b>Department Represented</b>             |
|---------------------|-------------------------------------------|
| Dean Elton Aberle   | CALS, Chancellor's Appointee              |
| Mary Behan          | University Committee                      |
| Connie Brachman     | Space & Remodeling Policies Committee     |
| John Chadima        | University Athletics                      |
| Alan Fish           | Facilities Planning and Management        |
| Michael Gould       | Biological Sciences Division              |
| Sandra Guthrie      | Recreational Sports Committee             |
| Evelyn Howell       | Arboretum Committee                       |
| Ann Hoyt            | Social Studies Division                   |
| Frank Kooistra      | Academic Staff                            |
| Anne Lundin         | Library Committee                         |
| Robert McMahon      | Physical Sciences Division                |
| Cyrena Pondrom      | Humanities Division                       |
| Ken Potter          | Environmental Representative              |
| Terri Reda          | UW System                                 |
| Chris Richards      | UW Foundation                             |
| Dean Gary Sandefur  | Letters & Science, Chancellor's Appointee |
| Provost Peter Spear | Chair, Chancellor's Designee              |
| Brenda Spsychalla   | Information Technology Committee          |
| Troy Vosseller      | Associated Students of Madison            |

**Committee Members - Absent**

\*Absence indicated in advance

|                      |                                            |
|----------------------|--------------------------------------------|
| Dean Michael Knetter | School of Business, Chancellor's Appointee |
| Brian Ohm            | Transportation Board                       |
| Mark Wells           | Medical School                             |
| Terry Wilkerson      | UW Hospital and Clinics                    |

**Also in Attendance**

|                 |                                         |
|-----------------|-----------------------------------------|
| Arnold Alanen   | Department of Landscape Architecture    |
| Gail Bliss      | Wisconsin, Division of State Facilities |
| Gary Brown      | FP&M-Planning & Landscape Architecture  |
| Chris Bruhn     | Letters & Sciences                      |
| Dale Carruthers | Recreational Sports                     |
| Dawn B. Crim    | Chancellor's Office                     |
| Gwen Drury      | FP&M-Planning & Landscape Architecture  |
| Kathi Dwelle    | Division of Information Technology      |
| Daniel Einstein | Facilities Planning and Management      |
| Julie Grove     | Facilities Planning and Management      |
| John Harrod     | Facilities Planning and Management      |

|                   |                                    |
|-------------------|------------------------------------|
| Pete Heaslett     | Facilities Planning and Management |
| Andy Howick       | UW Hospital and Clinics            |
| Lance Lunsway     | Facilities Planning and Management |
| Rebecca Marquardt | Facilities Planning and Management |
| Sue Riseling      | UW Police Department               |
| Doug Sabatke      | Facilities Planning and Management |
| Dwayne Sackman    | University Health Services         |
| John M. Smith     | Division of Information Technology |

## MINUTES

Peter Spear called the meeting to order at 8:00 am. Spear explained that during this time slot, both the Campus Planning Steering Committee and the Campus Planning Committee meetings will be held back to back. This combination allows us to cancel the Campus Planning Committee meeting scheduled for February 3, 2005.

Spear asked for any corrections to December 9, 2004 CPSC meeting minutes. Minutes stand approved as submitted.

Spear introduced Gary Brown, to do a presentation about the Cultural Landscape Project. Brown prefaced his remarks by pointing out that we are entering the public meeting phase of the campus master planning process. He described the schedule of public meetings and highlighted the fact that there will be three separate Town Hall meetings, each focused on one of the three “study areas.” Brown encouraged people to attend these, in order to hear the concerns and issues brought up by the public.

Brown explained that in addition to the Campus Master Plan process itself, FP&M is also engaged in a “Cultural Landscape Project” (CLP) which is funded by a grant from the Getty Foundation. This is essentially an inventory of the spaces between buildings, especially of their historical uses and importance to the campus, culturally. They are working with a consulting firm, Quinn Evans, and the consultant is a UW graduate. They are also doing archeological studies, and this consultant is also a UW graduate. They are following National Park Service guidelines for this process, and are being very systematic. They have gone through all of the photos in the University Archives, and will be making many photographic images available through the State Historical Society website. (see link at [www.wisconsinhistory.org/whi](http://www.wisconsinhistory.org/whi), then search on “University of Wisconsin”. *Note that the CLP additions to the site will not be available until April.*)

The CLP process started off with a “reconnaissance survey” of all the areas on campus. They looked at the current integrity of different areas, as well as potential threats to these areas. Overall, 15 significant sites were identified, and they narrowed the number of sites for the focus of this grant (at this time) to 8 sites. They include Observatory Hill, the Agriculture Campus, Henry Mall, Bascom Hill, Camp Randall Memorial Park, Henry Mall, Library Mall, and the Memorial Union Terrace.

They started by trying to understand the significance of the areas. They looked at native settlements, Civil War uses, town & gown interaction, who designed various places (like Laird & Cret). They considered the influence of the City Beautiful Movement. They looked at view sheds. Effigy mounds are often related to view sheds on our campus. They are mapping these all out, for the State Historical Society. They hosted an archeological field day/dig at the base of Bill’s Woods, in May 2004, and found many artifacts from previous cultures.

The Campus Natural Areas share an important tie to these areas, but won’t be dealt with in the Cultural Landscape Project because the Campus Natural Areas committee has their own master plan process, that will cover many of the items.

They are highlighting some of the famous people who have been involved with the shaping of this campus, like John Muir, Aldo Leopold, Dan Kiley & Peter Walker, Laird & Cret, O.C. Simonds, J.W. Jennings, Arthur Peabody, John Nolen, and Lawrence Halprin.

They looked at how buildings were sited, like how Bascom Hall is sited relative to the State Capitol building. They are interested in how buildings create a space over time, and how those spaces are used.

In 1906, O.C. Simonds did a landscape (not building) plan for the campus. Some of the plantings from that plan still exist.

In 1908/09, Laird & Cret presented the plan they had worked on with Arthur Peabody since 1906. This plan was inspired by the City Beautiful Movement, and included lots of rectilinear spaces, formal quads and buildings done in a classical manner. Though Agricultural Hall was already on Linden Drive, it was built in the Beaux Arts style that was synonymous with the City Beautiful Movement. Laird & Cret incorporated Ag Hall into their design by proposing a “Greater Mall” along Linden Drive, and a “Lesser Mall” that we now call Henry Mall. These areas still exist, though they didn’t originally include ornamental flower plantings on Henry Mall.

Arthur Peabody was the Campus Architect from 1905 until 1915, when he became the State Architect. He stayed very involved with the design of our campus.

Brown then showed a series of slides of historic images of the campus.

- A map from 1893 shows the location of orchards and farm fields on campus
- A map from 1918 by Arthur Peabody
- A 1920s plan map showing where the Lakeshore dorms would be located.
- A 1920s promotional map, sponsored by a local bank, featuring cartoons that indicate where various sports and activities take place
- A map of housing plats that were once proposed for Picnic Point
- An image from when what we now know as Library Mall was the athletic field closest to the Red Gym.

Brown stressed that they are looking back at these historic plans and historic uses to try to learn any lessons they might yield for today and the future. For example, they are considering bringing back the “Greater Mall” concept along Linden Drive, from the 1908 Laird & Cret plan.

They are trying to develop period plan maps – snapshots in time – to get a sense of how things look & change over time. This approach can help us understand things like why the Civil War arch was placed where it is. Was it the view shed from Dayton Street? From the 8 areas highlighted through the Cultural Landscape Project, what can we learn that should inform our Campus Master Plan process?

Brown introduced Daniel Einstein who has been working on the Cultural Landscape Project. Einstein mentioned that they are currently adding the meta-data to the photos to be placed on the web, and that they anticipate making these available to the public by April. Brown also introduced Arne Alanen, Professor of Landscape Architecture, who has been helping to lead this project as well.

Gary Sandefur pointed out that the Ho-Chunk and other nations would be very interested in this project. Brown said that there are members of the Ho-Chunk nation on the Cultural Landscape Project oversight committee. Sandefur asked who “Bill” is, of “Bill’s Woods.” Einstein answered that as far as they’ve determined, it appears to have been a caretaker’s son.

Einstein mentioned that he will be doing a presentation, with George Christiansen (the archeologist) to the Friends of the Campus Natural Areas, in April.

Mary Behan said she’d heard that there was another observatory, that was removed. She wanted to know why it was removed. Einstein replied that the website will show a lot of images. There are images of two other observatories that no longer exist. One was a wooden structure, which was the “student observatory.” It was removed, and may have been moved off-site. The other was a cut-stone structure, known as “Watson’s Mystery House.” It was actually a solar observatory, whose intent was to provide conditions by

which Professor Watson could prove that there was another, small planet orbiting closer to the sun than any of the known planets. This research went nowhere, and the building languished and was eventually demolished.

Michael Gould asked how the Cultural Landscape Project would influence the Campus Master Plan. Brown said that the two groups have met twice, and the Campus Master Plan consultants are very excited about the information gathered. Brown gave the example of potentially restoring the “Greater Mall” idea, along with redesign ideas for Henry Mall. For instance, what would happen if we took down Stovall Hall and Genetics? What kind of architecture should replace those buildings? The consultants love it.

Provost Spear adjourned the Campus Planning Steering Committee meeting at 8:35 am. He promptly convened the Campus Planning Committee meeting at that time.

Notes by Gwen Drury