TAKING THE CAMPUS LAKEFRONT VISION

Further.

LAKEFRONT GATEWAY AT A GLANCE

The Lakefront Gateway project - the Memorial Union Reinvestment, Alumni Park and Lakeshore Restoration - is the final link to fulfill the vision of the East Campus Mall, a lively pedestrian thoroughfare from Regent Street to Lake Mendota. The trio of projects will make the area an even more vibrant community asset through improving lakefront access for all, adding green space and making much-needed updates to the historic Memorial Union.

Take a look at our timeline to see what is projected to unfold over the next couple of years.

SUMMER 2012
Memorial Union Reinvestment Groundbreaking
Construction begins in the west wing with major restoration of the Union Theater and renovations to the Craftshop, and Hoofers spaces.

FALL 2015
Memorial Union Renovation final phases begin
Construction begins on the east wing and central core of the Memorial Union. Work includes much-needed mechanical, fire and sprinkler upgrades, cosmetic preservation and restoration of iconic spaces, significant evolution of eateries and dining operations, and improvements on the Terrace.

Spring & Summer 2014
Stiftskeller reopens
Memorial Union west wing reopens
The Wisconsin Union Theater spaces reopen just in time to celebrate its 75th anniversary. Other west wing highlights include a brand new Play Circle Theater, a new art gallery, Wheelhouse Studios and the Shannon Sunset Lounge.

SUMMER 2016
Terrace reopens

FALL 2016
Alumni Park opens
Memorial Union first floor reopens
The first floor features remodeled eateries and dining spaces to meet the needs of students and guests. An Italian bistro, ice cream parlor, fresh food grad & go store, Badger Market, improved Peet’s Coffee & Tea space, and a beautiful dining and studying area with views of the Terrace and Lake Mendota.

2013
The Lake Mendota shoreline is rebuilt and restored, and a new swimming pier is installed. The new Bird Stand opens on the Terrace.

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Terrace renovation begins
Work includes improving accessibility, enhancing sight lines and adding seating. A second concession stand will be added to the Terrace, and the Terrace stage will be improved to foster a better programming experience for all.

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2017
der Rathskeller reopens
der Rathskeller receives much-needed infrastructure updates and will improve customer service with a streamlined service area.

Memorial Union Reinvestment complete

More information at
UNIONREINVESTMENT.WISC.EDU