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 the timeline to see our progress.

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

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.

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.

SPRING 2016
Terrace reopens
Work on Alumni Park begins
Alumni Park will create a corridor that runs between the Red Gym and Memorial Union, turning a parking lot into a beautiful green space that will foster social activity and celebrate the University.

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

SPRING & SUMMER 2014
Stifelkeller 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.

WINTER 2017
Strada, a new Italian street food restaurant; Carte, a fresh market; and der Rathskeller begin serving customers.

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Spring & Summer 2014
Stifelkeller 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.

2016
Memorial Union first floor reopens
The first floor features reimagined eateries and dining spaces to meet the needs of students and guests and a beautiful dining and studying lounge with views of the Terrace and Lake Mendota. Daily Scoop, Badger Market, and Peet’s Coffee & Tea begin serving customers.

2017
Alumni Park grand opening celebration
Memorial Union Reinvestment complete