SUMMARY OF COMPREHENSIVE MASTER PLANNING SERVICES

The Comprehensive Campus Master Plan (CCMP) will have an impact on essentially all physical revisions and improvements of the campus. It must address a wide range of issues and speak to a wide range of audiences with different interests. Items to be incorporated as part of the final CCMP shall include the separate but related studies and analyses listed below.

The CCMP document should recognize the unique natural character of the Whitewater area, the academic program and space needs of UW-Whitewater, growth during the past 10 years and projected for the future, and the larger financial context (including both operational and capital budgets).

The consultant team should have experience in Campus Master Planning of a scope and size similar to this project. This team will need to craft plans that are strong yet flexible. It is anticipated that the consultant will use a highly interactive, iterative scenario planning approach to test a variety of scenarios for best fit to campus needs and opportunities.

Costs will be prepared for the preferred scenarios to allow for comparison within reality-based financial models. A phased implementation strategy will be developed that identifies specific initiatives and actions; assigns responsibility to an entity; determines operating and capital costs; identifies potential funding sources; evaluates which initiatives and actions are dependent/independent of others; and identifies a realistic time frame for achieving the actions/initiatives.

Provide the following services:

- Review previous Campus Master Plans and subsequent campus planning documents.
- Review the comprehensive master plan for student housing for the UW-Whitewater Department of Residence Life by Einhorn Yaffee Prescott in 2003 and any subsequent planning documents.
- Review comprehensive plans for Athletics developed by the UW-Whitewater Department of Recreation Sports, Rettler Corporation of Stevens Point, and Hammel Green and Abrahamson of Milwaukee.
- Develop a process for interacting with stakeholders to identify planning issues and build consensus for the new plan that evolves.
- Create a Comprehensive Campus Master Plan that will guide the planning and development of projects anticipated over the next 20 years. The campus master planning initiative should be informed by existing conditions and strategic academic planning; engage the campus community and host municipality in an interactive process; define the planning principles by which the physical spaces of campus are organized and future development occurs; and record these recommendations using text and graphics in a concise, high quality document.

Source: UW-Whitewater Master Plan Request
September 2012
This plan should provide the following components:

- Land Use Plan
- Campus Stormwater Management Plan
- Utility and Infrastructure Study (with recommendations and costs)
- Sustainability Opportunities and Constraints
- Landscape and Open Space Plan
- Distinct Campus District Plans
- Campus Image and Identity
- Parking Demand, Capacity, and Location Study
- Transportation and Circulation Planning (vehicles, bicycles, and pedestrians)
- Accessibility Access Plan
- Campus Space Program Analysis and Statement
- Building expansion opportunities
- Potential Growth Opportunities
- Building Opportunities Siting, Massing, Setbacks, and Height Limitations Study
- Potential Land Acquisition, Disposition, and Campus Boundary Study
- Development Project Sequencing and Prioritization Study (including short-, mid-, and long-term Implementation Plans)
- Construction Phasing Opportunities
- Preliminary Opinions of Project Costs

All of the above deliverables are key components that comprise the CCMP, but they may be published or referred to as separate pieces or as attachments, as recommended by the consultant team and deemed appropriate by the university. Each deliverable will be reviewed and evaluated separately and as a contributing part of the overall planning effort. The university reserves the right to convene different internal review teams for the different deliverables.

The entire master planning process will be a collaborative process in order to solicit input, stimulate discussion and create a sense of ownership of the Campus Master Plan by UW-Whitewater and the local community. This will require the interaction of consulting team members, students, faculty, staff and local community representatives on a regular basis and in a variety of formats (e.g., public information meetings, input sessions, workshops, and interactive internet sites).