

Campus Master Plan



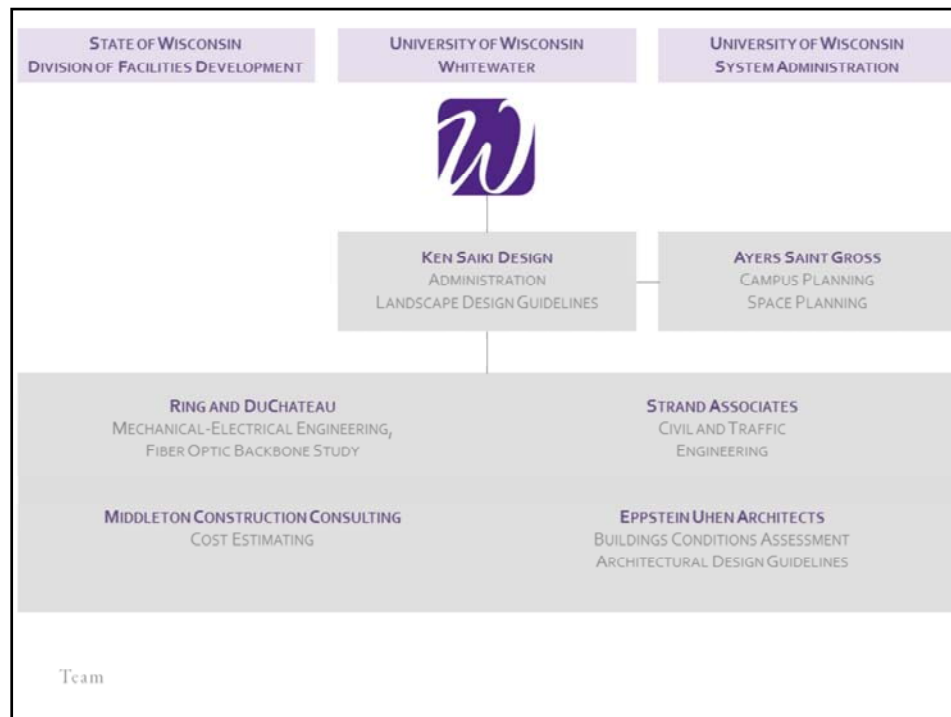


Agenda

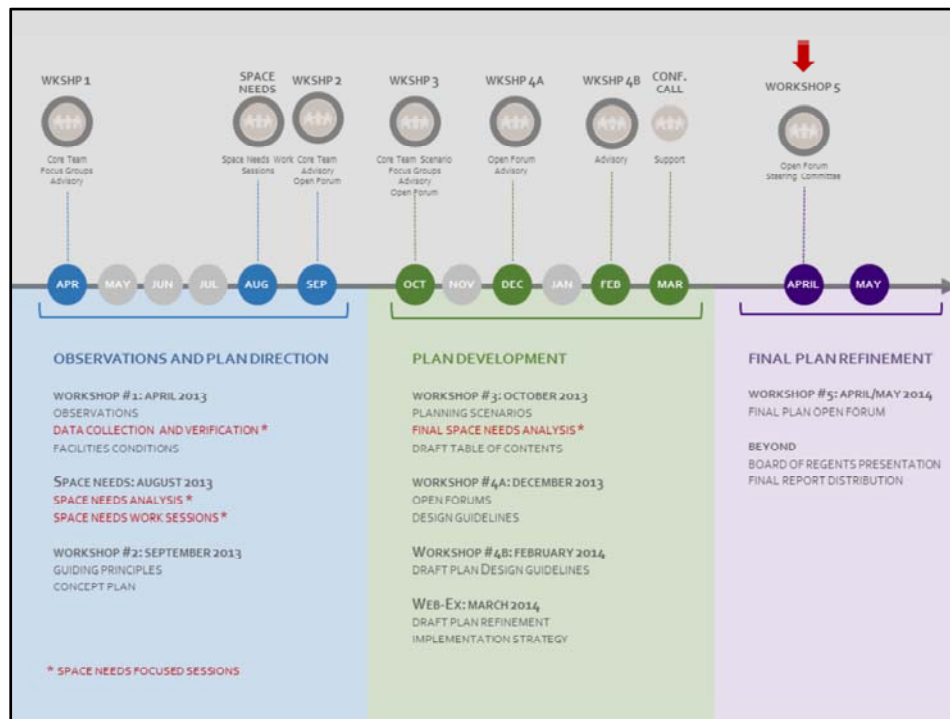
Process Overview

Draft Plan Proposals

- Facilities Reinvestment
- Academics
- Athletics
- Housing
- Entry and Arrival
- Campus-wide Solutions
- Sustainability



The Campus Master Plan covered many aspects of growth for campus. The planning team was organized to provide industry experts who focused their efforts in space planning and projections, campus planning, landscape architecture, building assessment, utilities, parking, traffic, and cost estimating.



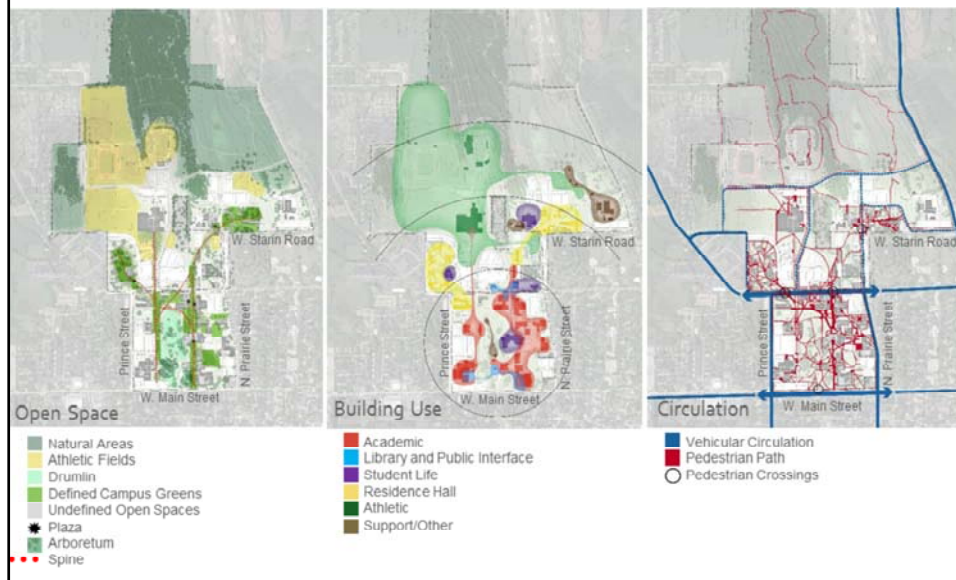
The plan has been developed with campus over the last year. The project kicked-off last spring with the first observation workshops and over the next two days the plan will be presented in a series of Public Presentations available to the campus and local community. Following these presentations, the master plan findings will be detailed in a final report that the Whitewater campus will then present to the Board of Regents.



The campus community has been involved with the development of the campus master plan throughout the process. A number of open forums have been provided to reach the greater campus community. The public presentations over the next two days present the plan to both the campus community and the greater City of Whitewater community. The plan has been guided by an advisory committee of approximately 30 individuals representing the different groups and perspectives of the university, including staff, faculty, administration, and students. Concurrent with these meetings, a series of topic specific focus group meetings were held. The executive leadership of the campus has been updated on a regular basis and has provided critical plan direction. There is also an active master plan website that has many previous presentations available for public review and also provides a link to submit comment. The final master plan report will also be available of this website once completed.

Observations

Natural and Built Systems



Early in the planning effort, our planning team looked at the physical aspects of the campus. Both the natural and built systems were studied and analyzed including pedestrian circulation, open space, building use, among others.



Observation Summary

- Mix of old and new
- Quality inequality
- Identity
- Natural setting
- Residence life
- Pedestrian safety
- Accessibility
- Parking distribution
- Welcome

Concurrent to the physical analysis of campus, our team met with the campus community, focusing on how the community would like to see campus evolve in the future. From those discussions, common themes started to come forward. These themes, as shown here as observation summary, highlight both the challenges and strengths of the University.

OBSERVATIONS	GUIDING PRINCIPLES
Mix of old and new Quality inequality	Quality and Quantity of Space
Identity Welcome	Identity
Residence life Athletics Recreation	Community
Pedestrian safety Accessibility Parking distribution	Connections
Natural setting	Sustainability and Stewardship

Using these themes, a set of guiding principles was developed to outline in words what the plan should aim to accomplish. This matrix allows you to see how the principles were a direct response to the observations that were heard in our meetings.



Planning Principles

Mission

Align the physical campus with the University's mission and values and support the objectives outlined in the Strategic Plan.

Quantity and Quality of Space

Address existing and projected space deficits on campus and ensure consistently high quality space campus-wide.

Identity

Build on existing strengths to further distinguish the University of Wisconsin Whitewater through its physical campus; define campus edges and a clear arrival experience to welcome and encourage engagement with the community.

Community

Develop a compact, residential campus with amenities for students, faculty, and staff that promote interaction, enhance quality of life, and accommodate activity seven days a week.

Connections

Create a dynamic campus with well-defined and accessible pathways that flow naturally between buildings and grounds.

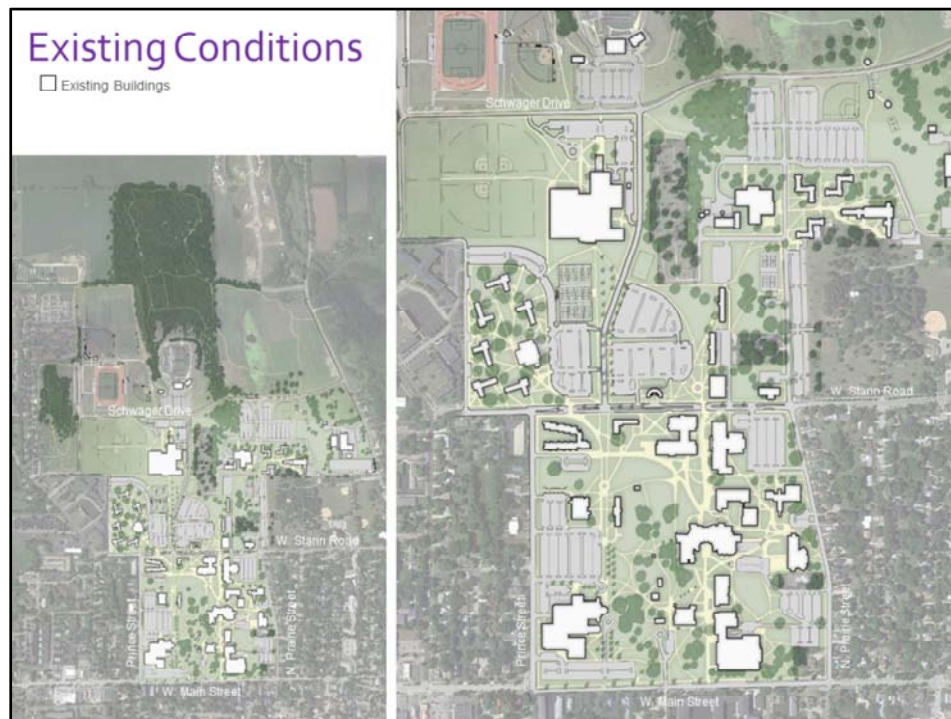
Sustainability and Stewardship

Further sustainable practices by highlighting natural features unique to Whitewater, promoting efficient use of resources, and connecting people with each other and with their environment.

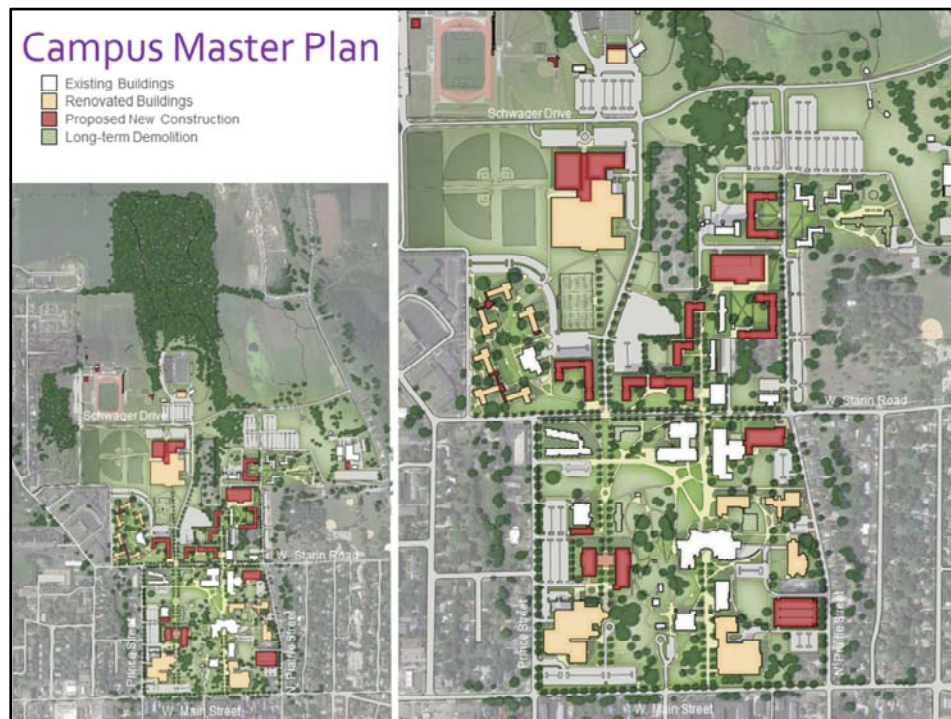
These principles are the foundation of the plan proposals. The principles guide the plan development understanding that the plan and the future campus is all to support the larger mission of the University.



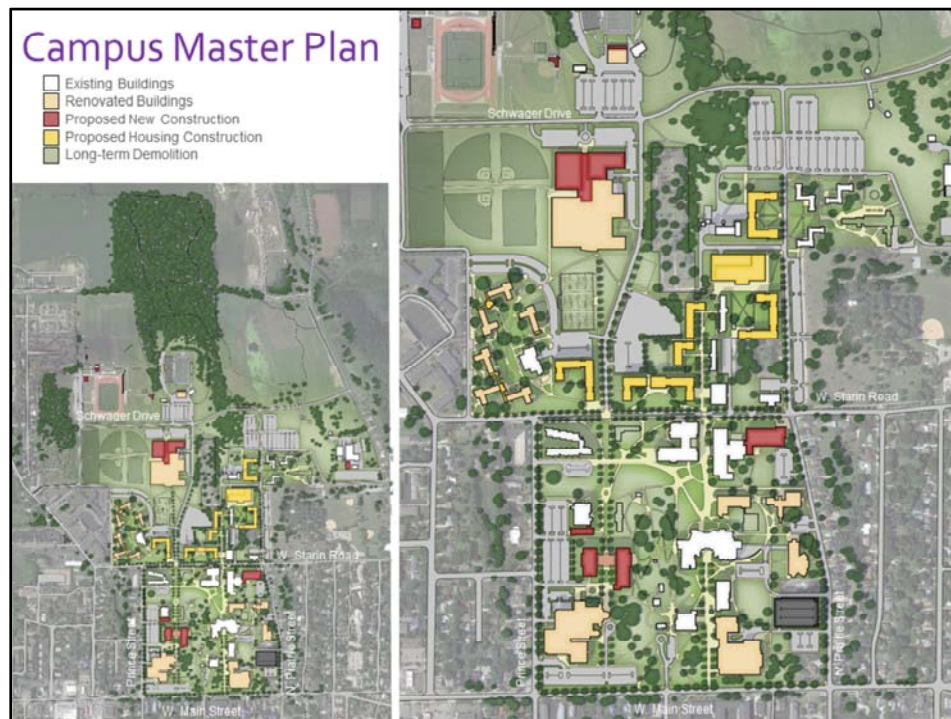
In October, a series of design alternatives were presented to campus. We also spent some time walking campus with the Advisory Committee, seeing together many of the opportunities and challenges that exist today. After an interactive meeting weighing the pros and cons of the four design scenarios, the planning team refined the plan into a preferred draft plan. Our team has continued to refine that plan into the final plan we will present to you today.



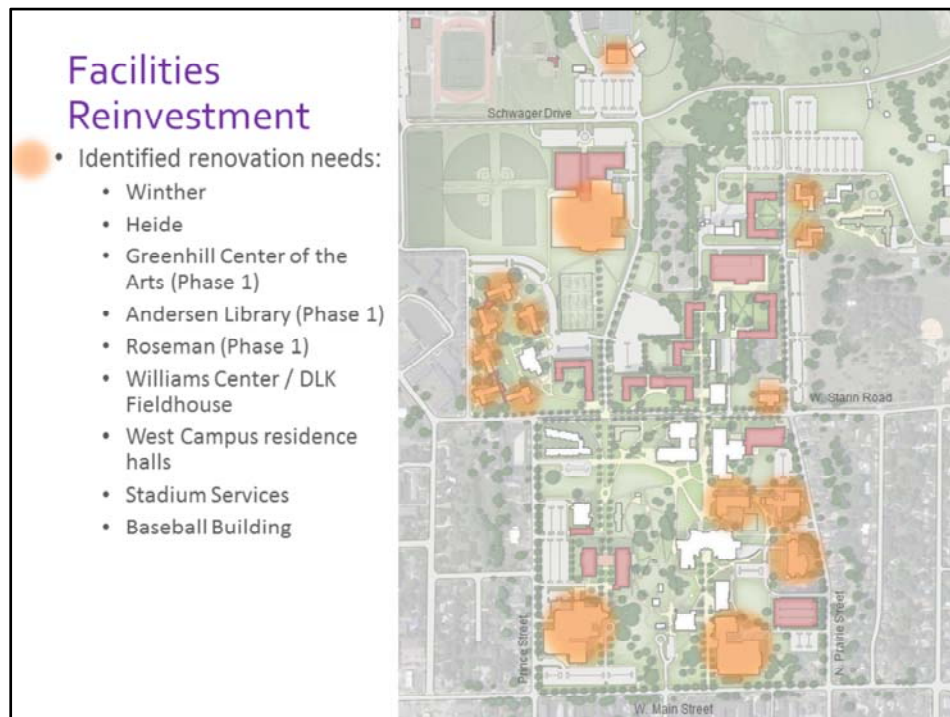
These plans show the existing campus today.



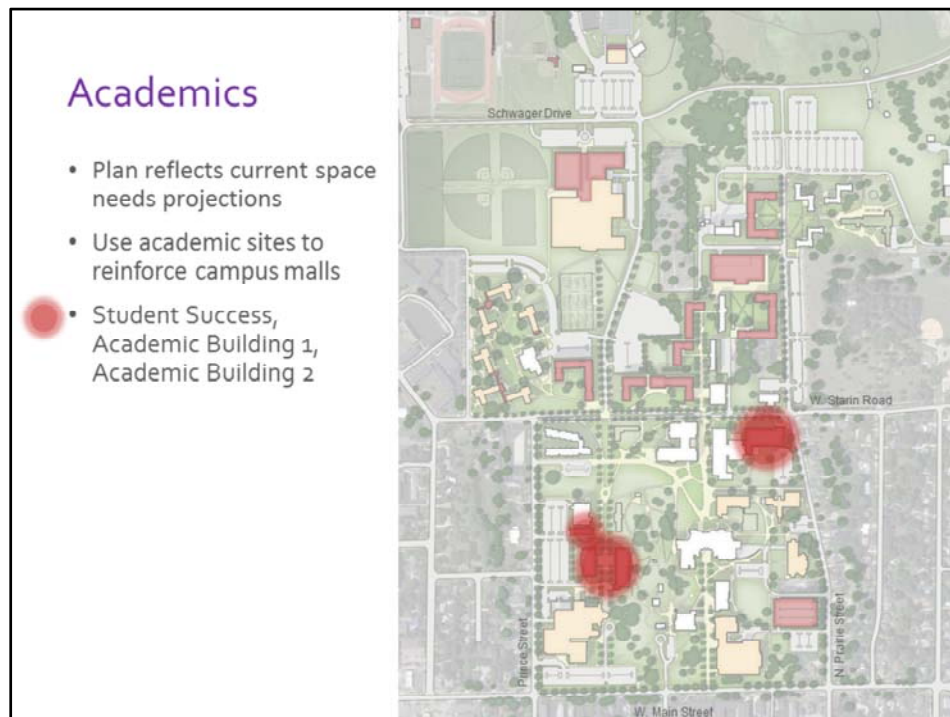
The proposed master plan shows plan growth for the next 20 years. The growth shown on the plan represents the projected growth for the next 20 years. The growth accommodated current and anticipated needs of the University over this period of time.



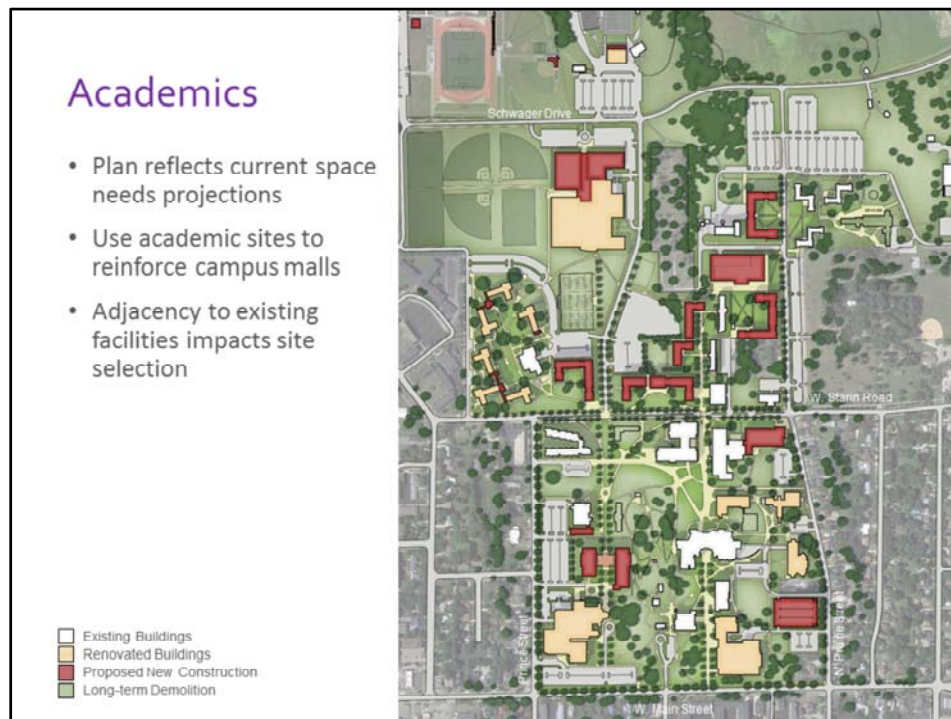
Facilities to support academic growth, housing expansion, and support needs have been identified.



A significant number of existing facilities have been identified for reinvestment. In some cases this means a full building renovation. In other cases, phased or partial renovations are planned. A number of these projects are already in design. Some of the first renovations that will be implemented are the updates to the west campus housing.



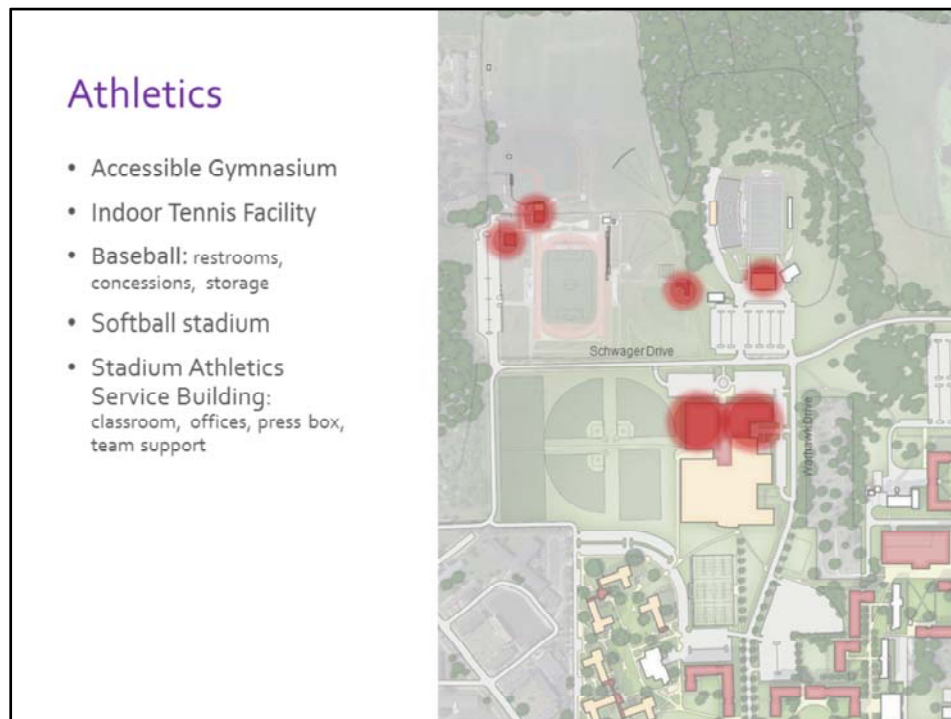
Based on the space needs projections, three facilities have been identified for academic growth; the Student Success Center, Academic Building 1 (corner of Prairie St. and Starin Rd.) and Academic Building 2 (Carter Mall).



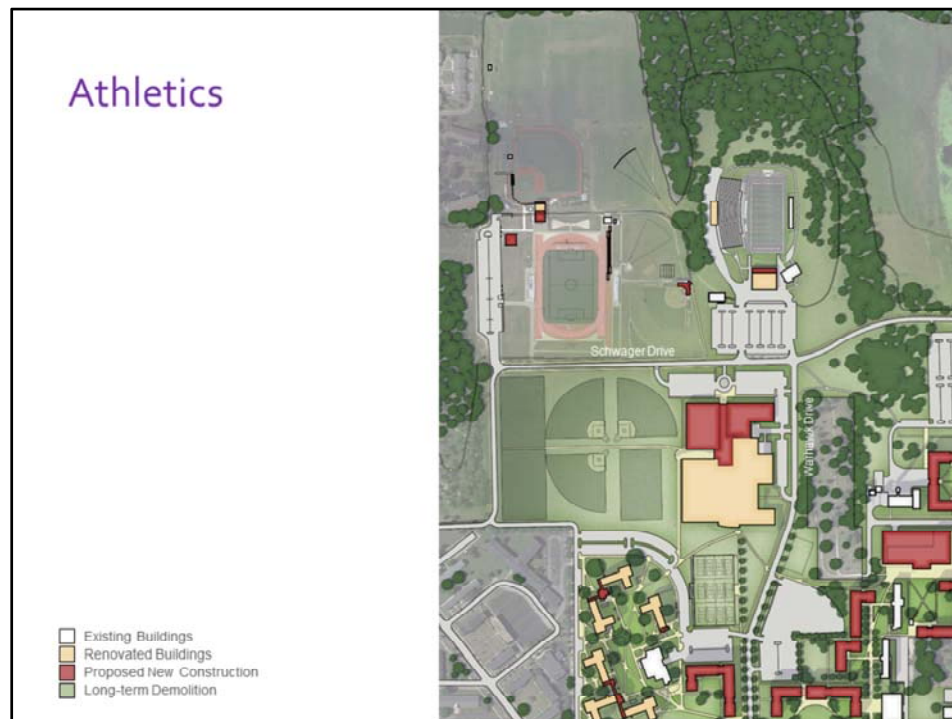
All the academic expansion has been located to reinforce the academic core and generate activity along the two academic malls, Carter Mall, and Wyman Mall. In addition to academic space, the Carter Mall facility will also house a Visitor's Center (aka one stop shop) that would provide a singular location for everything first time and returning students need in one location (welcome center, admissions, financial aid, etc.).



The Carter Mall facility has been sited to help navigate the drumlin, providing a more accessible east/west connection across campus. Just as the UC allows you to have vertical circulation within the building and exit the building on the upper level, the new facility provides the same opportunity. By allowing users to exit at an upper level, then a more accessible east/west connection through the middle of campus is possible.



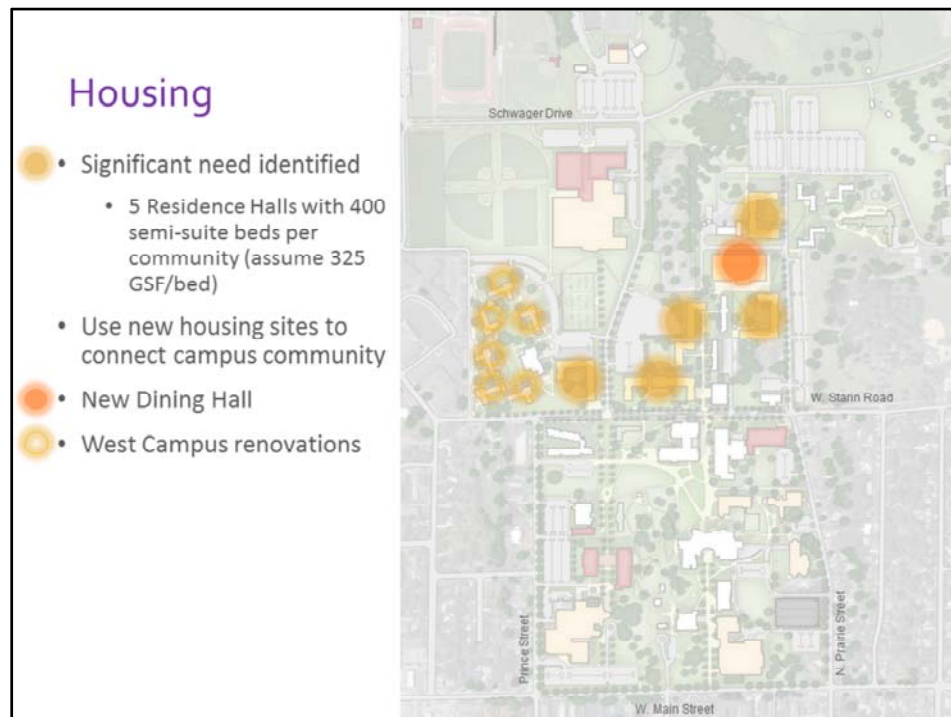
A number of athletics facilities have been located on campus to address both immediate and long term needs. An accessible gymnasium and the indoor tennis facility have been shown with an addition to the William Center. Improvements and expansion of the baseball building, softball stadium, and stadium Athletics Service Building have also been accommodated.



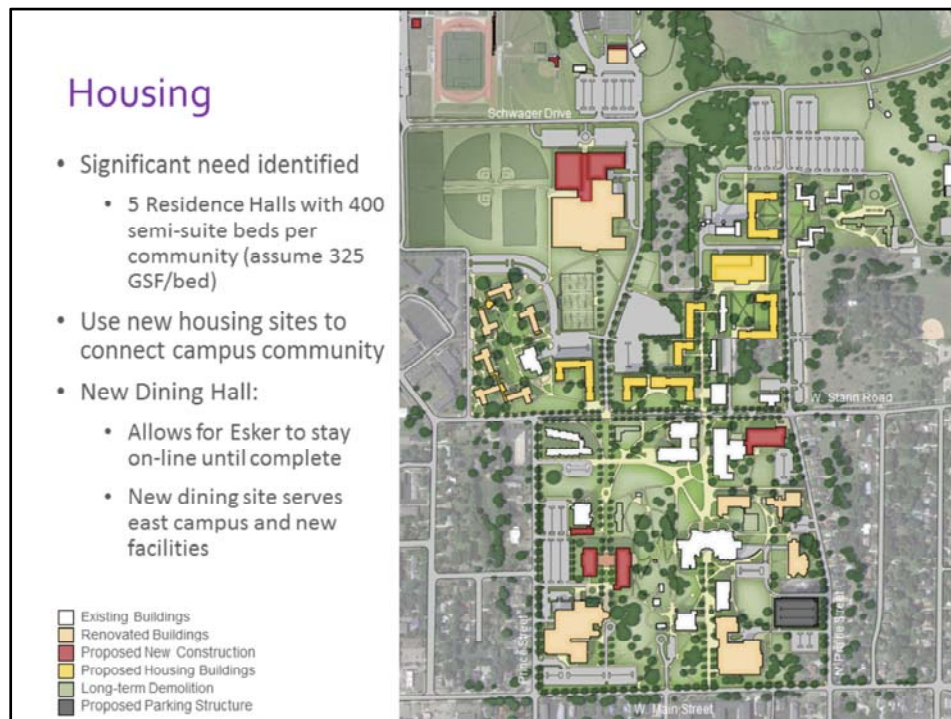
Expansion of the Williams Center to the north provides a unique opportunity to have a second primary entrance to the facility to the north, facing the athletics field complex and the stadium.



View of the Athletic Expansion looking south from Schwager Drive.



Significant housing need has been identified, including a need for five residence halls, supporting dining facility, and planned renovations to the west campus housing.

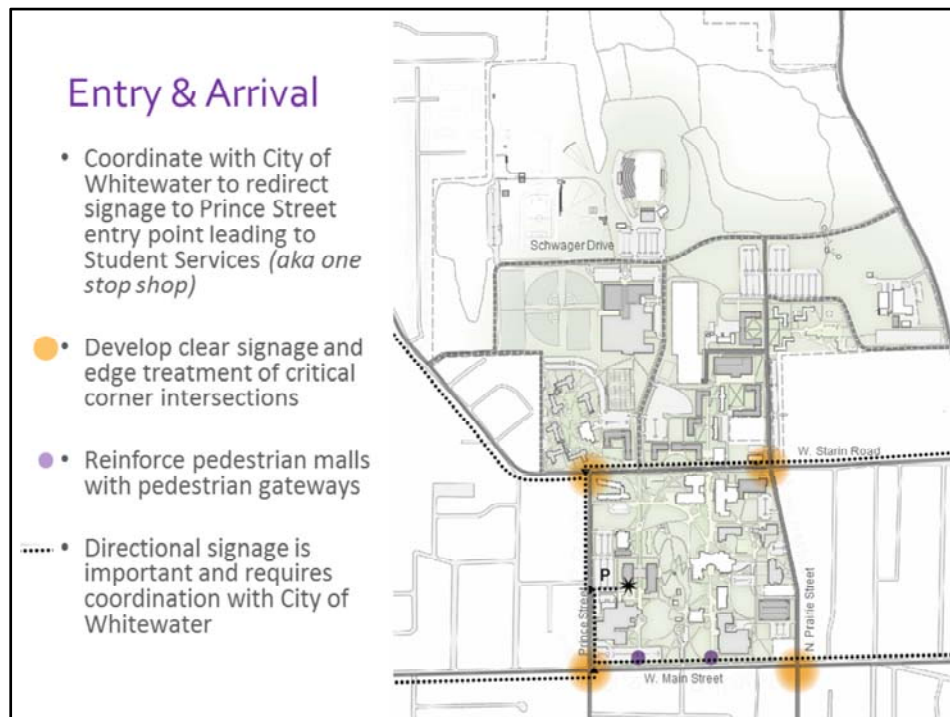


The new residence halls have been sited to try to better connect the existing west and east campus housing. The facilities allow for adjacent open space and quadrangles to provide much needed casual recreation space for students. The dining facility was located to serve the new facilities as well as the displaced Esker Hall. The new dining facility also provides a space for a large venue meeting space, larger in size than the current Hamilton Room.

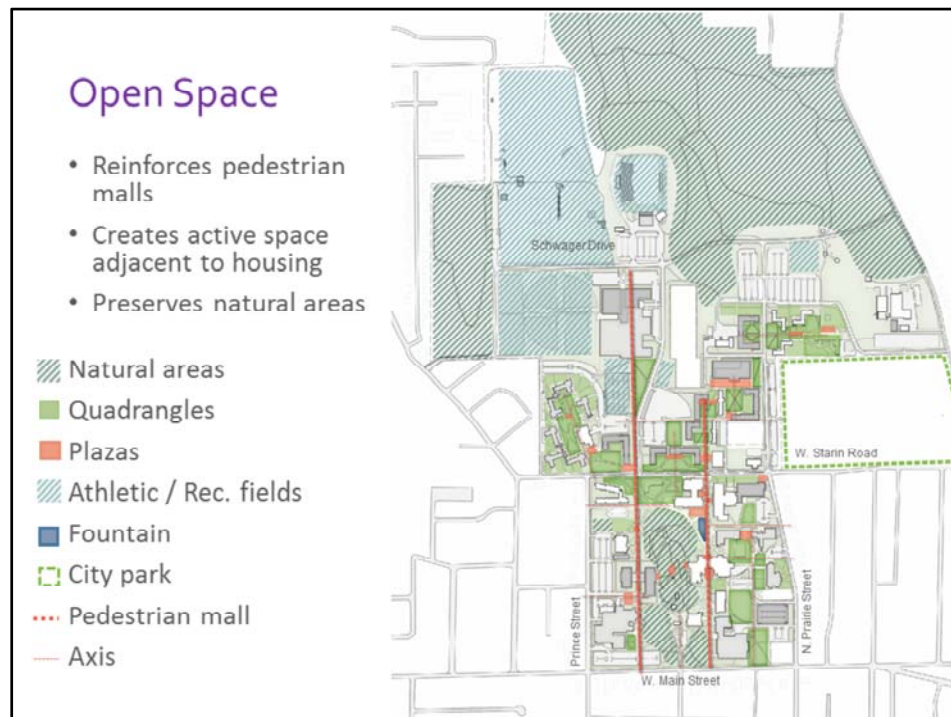
Housing



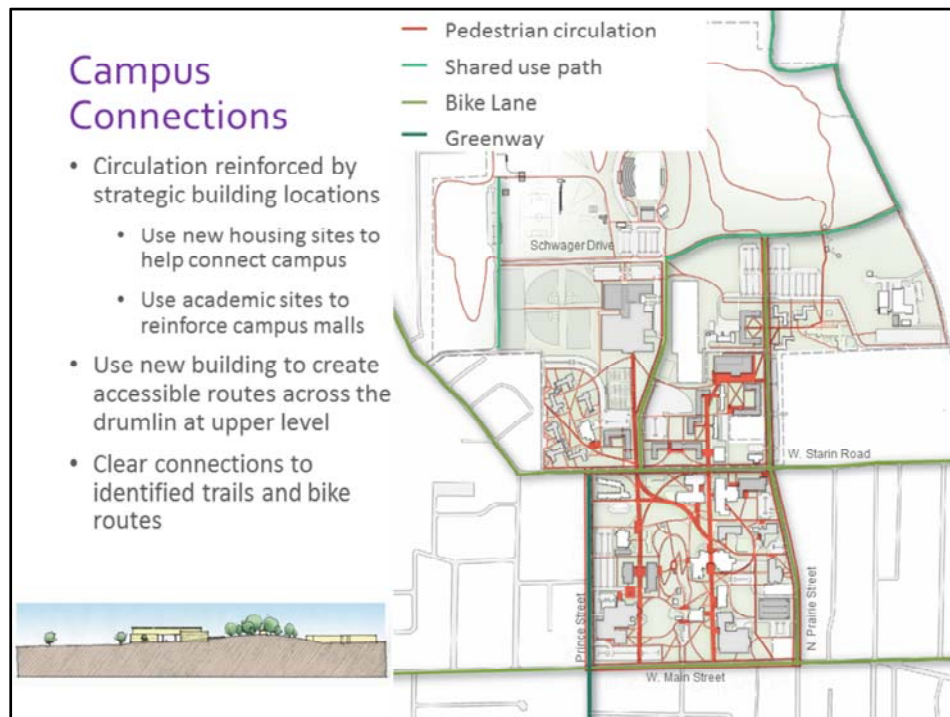
View of new residence halls and dining facility, looking north from Starin Road.



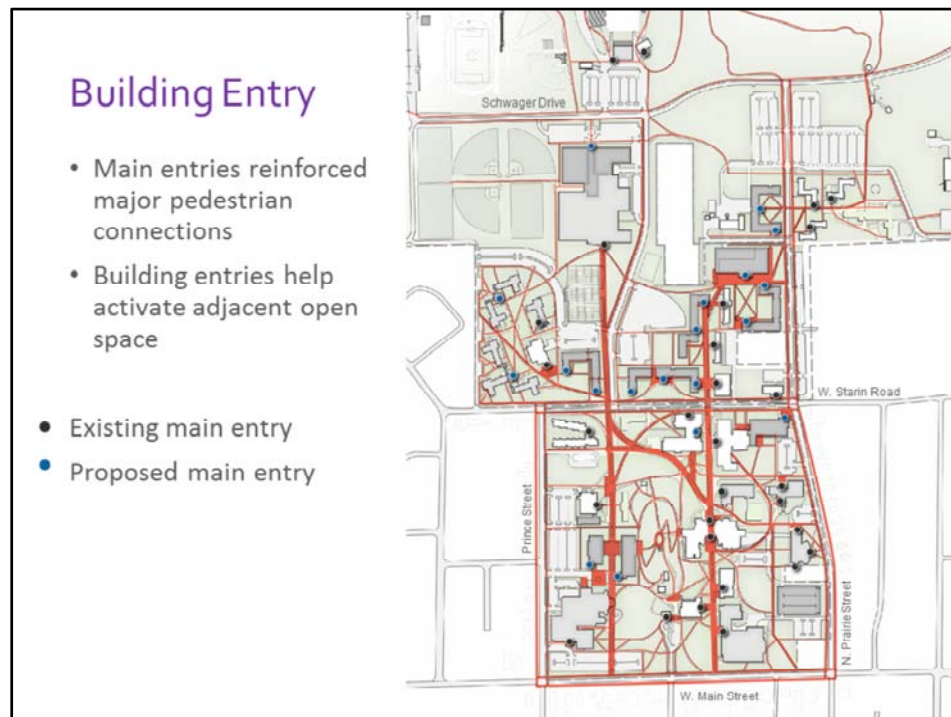
The campus needs to address the four major corners in a way that defines campus and welcomes visitors. Reinforcing the existing gate at Starin Road and Prairie Street with similar entry treatments at the other three corners would start to establish a clear campus arrival. Redirecting first time visitors down Prairie Street and to a new Visitor Center at the proposed Carter Mall facility would provide a more direct and pleasant arrival experience. Reinforcing the two pedestrian malls with pedestrian gates along Main Street would similarly help define the campus experience, edges, and identity.



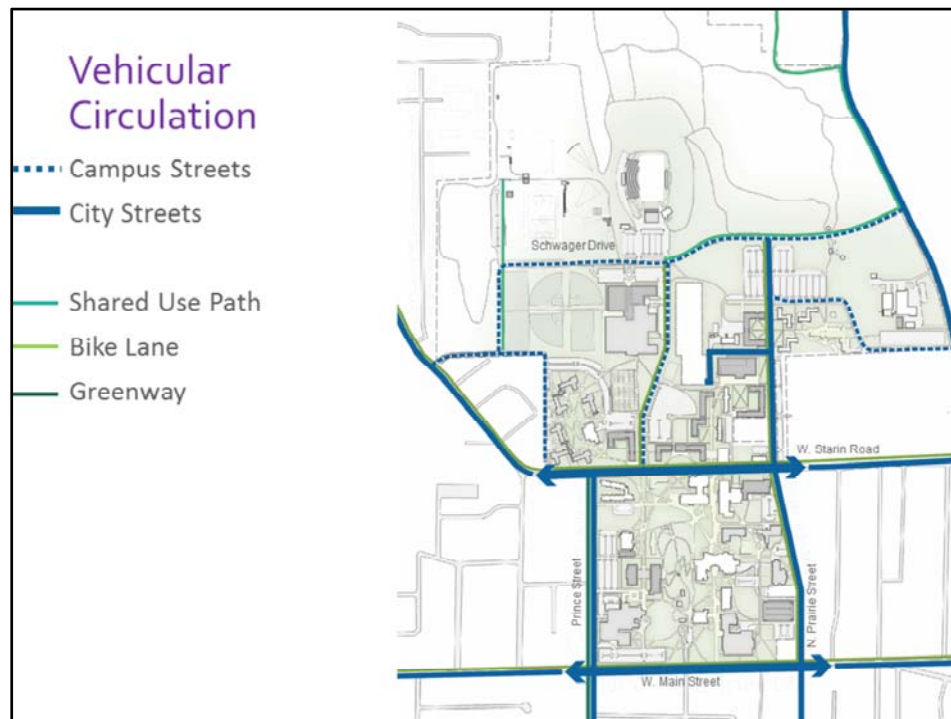
The master plan identifies a variety of open space types that work together to provide an integrated network of campus experiences.



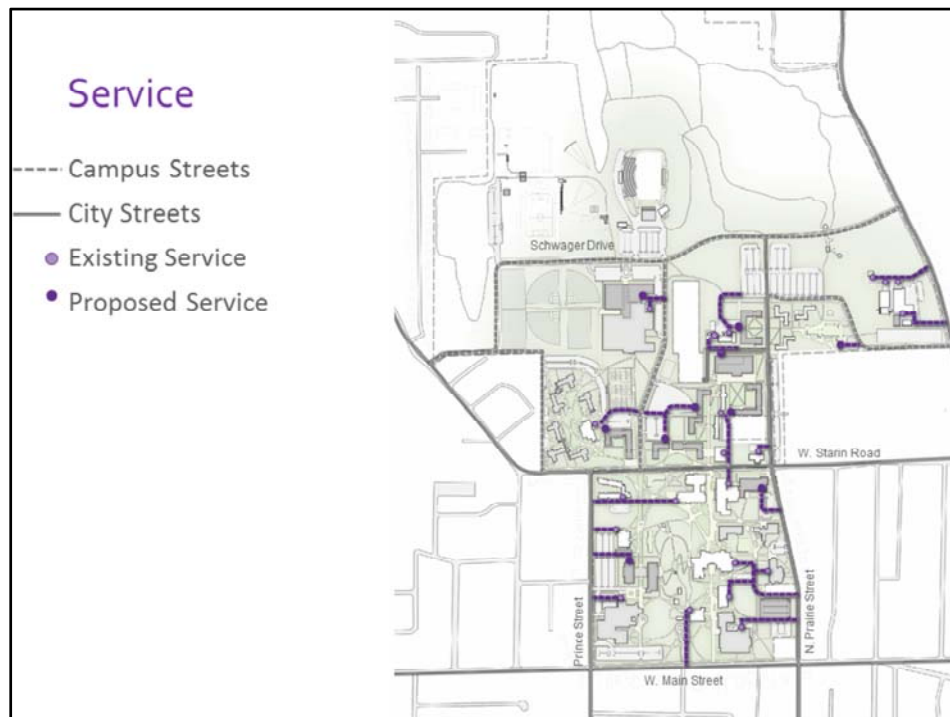
The plan provides clear circulation across campus reinforcing the two north/south academic malls, the major east/west connections, and receives the planned bicycle improvements that were identified as part of the City of Whitewater bicycle Planning effort.



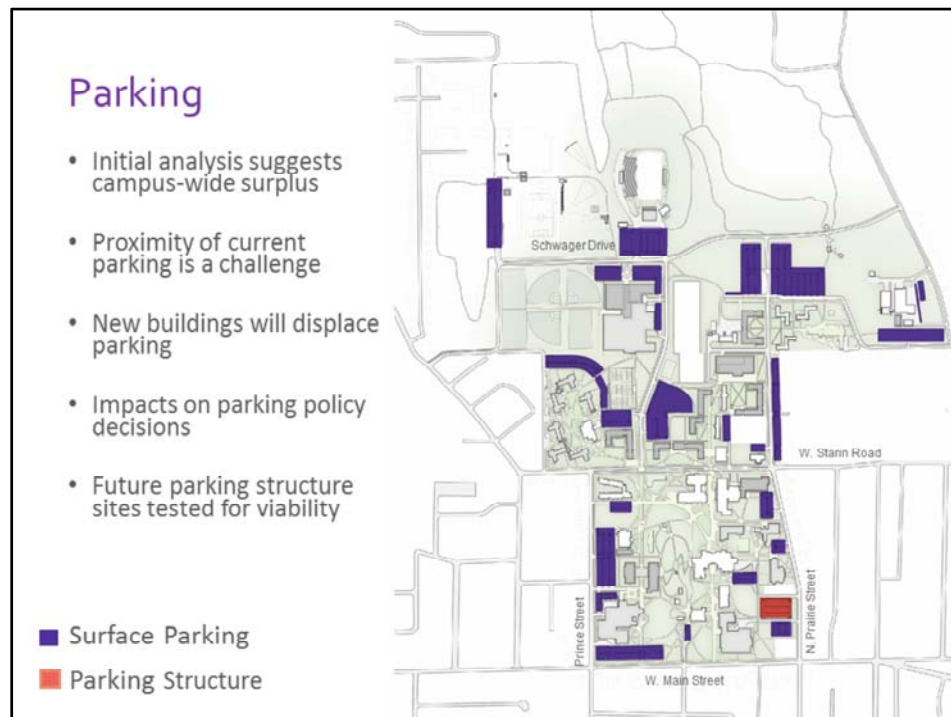
Existing and proposed major entries to buildings are located to help activate the adjacent pedestrian malls and open spaces.



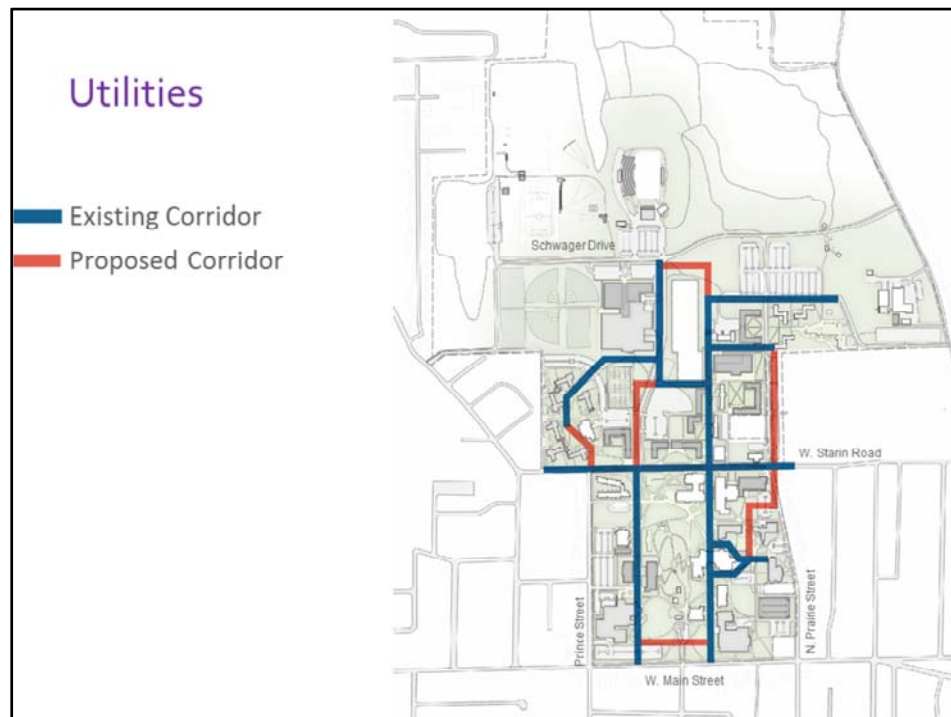
Vehicular access has been provided while also preserving large portions of campus for pedestrians.



Service access has been accommodated to serve the existing and proposed facilities.



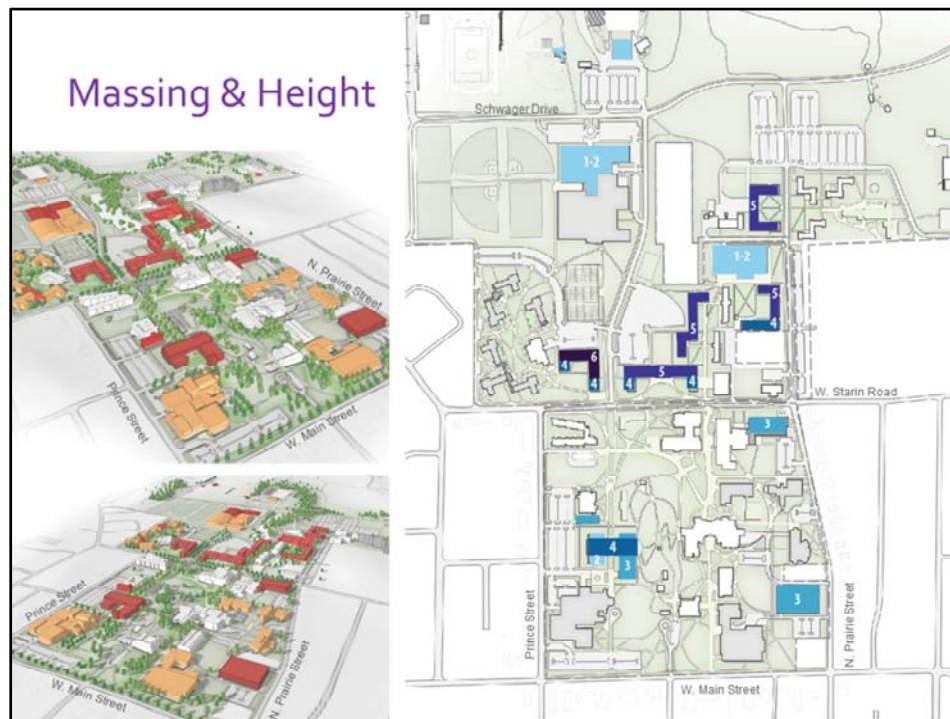
A series of surface parking lots and a parking structure have been identified. A recommendation of this master plan is a detailed study of parking and traffic that will assess parking policy and identify different approaches to resolve parking and demand management in the future.



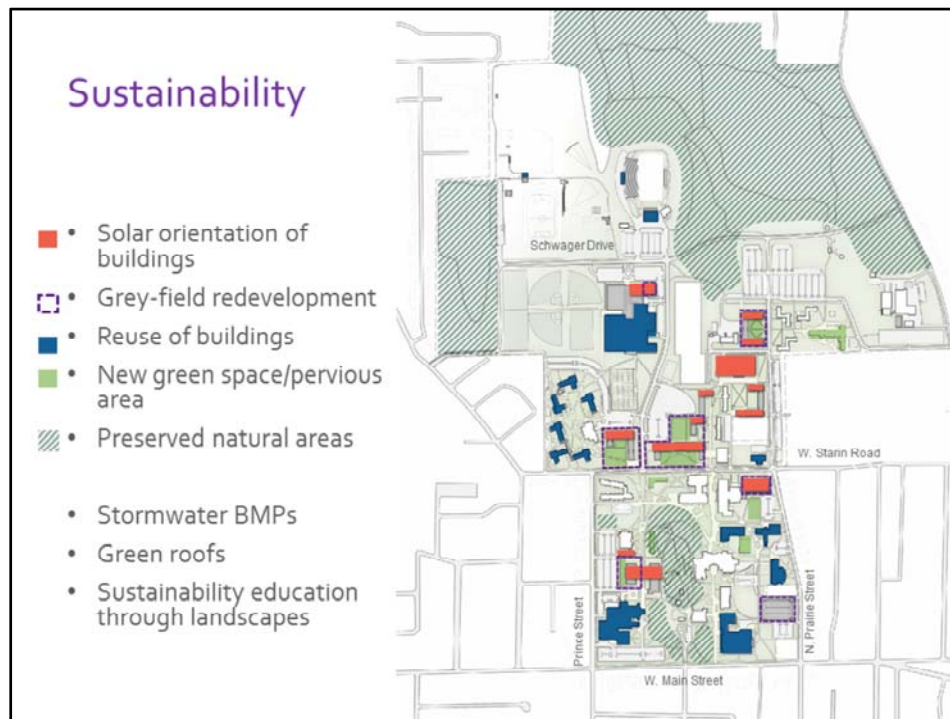
The utility proposal identifies upgrades necessary to meet current needs as well as the capacity necessary for all the facilities located in the master plan proposal.



Building heights have been identified to compliment the existing and adjacent structures. Academic buildings are three to four levels. Residence Hall are primarily four to five levels. Athletic and dining facilities will be one to two levels.



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The campus master plan sited buildings as sensitively as possible. Buildings have been placed to provide the optimal solar orientation. New development has been identified within existing grey fields or surface parking lots. Existing buildings will be reinvested so as to limit the need for new construction. New pervious areas have been identified in locations that were previously impervious (green space where buildings and surface parking was previously located). All campus proposals have been carefully sited to preserve and enhance the existing natural areas of campus.

In addition to these planning level approaches to sustainability, individual projects have the opportunity to incorporate sustainability within their design with storm water Best Management Practices (BMPs), green roofs, among others. The University of Whitewater has great opportunity to integrate these practices into the campus experience and the curriculum.

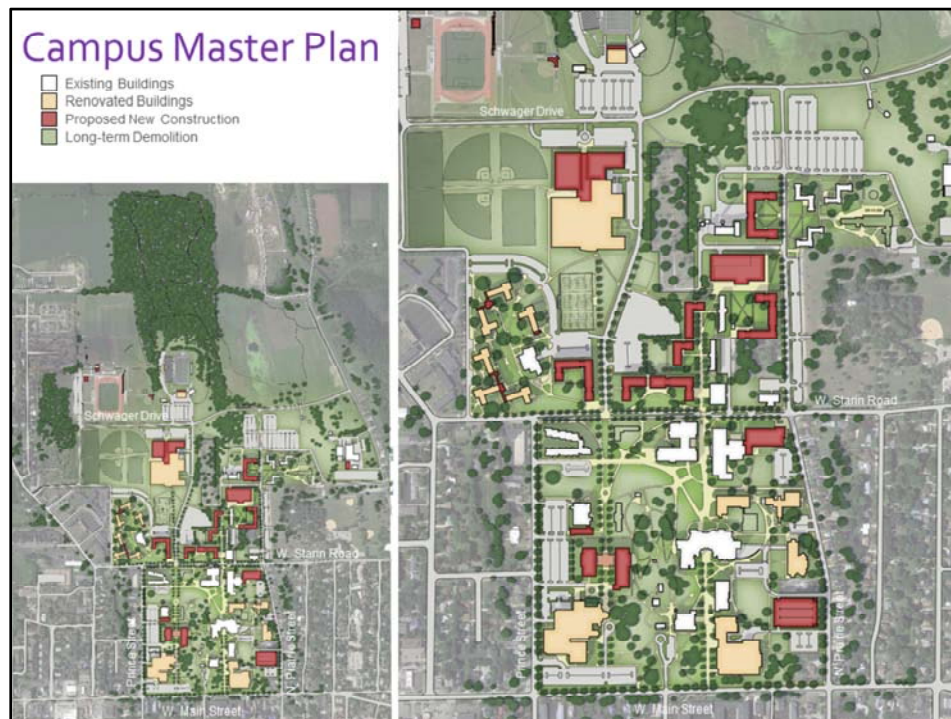
Sustainability

Campus Intent

- Signatory of American College and University President's Climate Commitment (ACUPCC)
- AASHE STARS self-assessment
- Define attainable goals for campus through a Sustainability Plan



The University is already doing a number of exciting sustainable things on campus. Whitewater is a signatory of the ACUPCC. Campus is currently undergoing a STARS self-assessment that will highlight areas where it is successfully implementing sustainable practices as well as opportunities for improved sustainable efforts. This master plan suggests that a more focused sustainability plan be a follow-up study to this effort.



The twenty-year campus master plan.



View from intersection of Main Street and Prairie looking northwest.



View from intersection of Main Street and Prince looking northeast.

Direct any questions or comments to
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