UNIVERSITY OF WISCONSIN-WHITEWATER CAMPUS EXTERIOR DEVELOPMENT MASTER PLAN

Project No. 9305-22

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PREPARED FOR
The University of Wisconsin-Whitewater
Wisconsin Division of Facilities Development
University of Wisconsin System

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UNIVERSITY OF WISCONSIN-WHITEWATER
CAMPUS LANDSCAPE MASTER PLAN

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INTRODUCTION

The University of Wisconsin-Whitewater, and the State of Wisconsin, Division of Facilities Development, have identified the need to develop a Campus Landscape Master Plan. The intent of this Master Plan is to establish a framework that unifies the campus both functionally and aesthetically. The importance of a functional framework is clear. The benefit of a unified and attractive campus image may be less obvious, but its importance as a component in the recruitment of potential students, retention of faculty and staff, promotion of an active alumni and effects on the surrounding community cannot be overlooked.

THE MASTER PLAN DESIGN PROCESS

The Master Plan process is briefly described below, and in more detail in the contract scope of work. (Appendix B)

Base Preparation

The process for developing the Master Plan for the University of Wisconsin-Whitewater campus began with a compilation of base materials, in digital form. It is intended that this digital file can be manipulated to add additional base information, explore design options, provide a current base for updating campus maps and signs. The base information for this project was digitized from the current campus map, and adjusted to correspond with dated campus planimetric maps. The base provided by this process is accurate as a Master Planning tool only, and is not intended to be accurate for needs more specific than this project. The user is cautioned to obtain site survey information for any site specific project.

Inventory/Analysis

Field inventories were recorded as part of the base mapping process. This included an inventory of many of the canopy trees on campus, by approximate location, size and genus. (Appendix G)

Other field inventories were used to define existing conditions and character. These inventories were not compiled in a comprehensive manner, but were used to help define existing land use and circulation patterns and the overall image of the campus. Included were general documentation of pedestrian movements, zones of different campus landscape character, photographic inventory of conditions at various locations on campus, existing signs, and existing site furniture.

Workshop

The next step in the Master Plan design process was to begin to build consensus. To encourage this, the process involved a campus-wide spectrum of interest groups and individuals. A two-day, on-campus workshop allowed interested parties to express their opinions of the campus, its image, function and how things might be improved. Following the workshop a memorandum summarizing all of the interview sessions was published and distributed to all who participated. (Appendix D)

The information gathered, the issues further defined by the workshop, coupled with the data gathered in the site inventory and analysis formed the base for concept development.

Concept Plan

A concept plan was developed, which organized the various functional systems, pedestrian circulation, parking, and, landscape character,and was presented to all interested workshop participants. These plans were accompanied by preliminary ideas for support elements, such as signage, entry features, pedestrian spaces, and perimeter treatments. The presentation was designed as another opportunity for workshop participants to contribute to the project's design direction.

Preliminary Plan

The preliminary plan incorporated adjustments and additions discovered in the review of the concept plan. This plan was submitted to the campus and University System Administration, and reviewed and discussed at an informal presentation on-campus. This review presentation was again open to interested workshop participants. Review comments were relayed, setting direction for the preparation of the final plan.

Final Plan

Following the preliminary plan review, sub-area plan alternatives were circulated for final review and approval. Final written comments were assembled and either rejected or incorporated in the final plan. This final plan was submitted to UW-Whitewater, UW System Administration, and the State Division of Facilities Development for final review and acceptance.

DESIGN ISSUES

Several design issues were defined from the original request for proposals, observations from field investigations and from the discussions of the workshop. Generally, project objectives addressed issues of function and aesthetics. These related to:

- Theme and Image
- Signage
- Circulation
- Parking
- Landscape Character
- Site Amenities
- Services to the Disabled

Theme and Image

A primary goal is that the campus project a unified identity, creating a unique environment, separate from the surrounding neighborhoods. There is also a need to identify sub-areas within the campus, differentiating land use and activity to give each area of campus a "sense of place" that supports its respective function.

Project site analysis and workshop discussion identified several theme opportunities. The existing campus setting and regional influence are suggestive of a "rural" character. This concept is consistent with the perception of one of the campus' positive recruitment attributes.

Existing geological features, and the more mature plantings on campus further define a desirable and unique landscape character. This character, that of an "open woodland", consisting of canopy tree plantings over areas of turf (shown at right), is prevalent throughout the campus, particularly near the campus academic core. The arboretum at the south end of the campus, the tree covered portions of the main drumlin, the area to the north and west of Carlson Hall, the area to the east of Upham Hall, and the area to the east of Fischer Hall are all examples of this "open woodland" landscape.

The more recent campus buildings, the University Center, and the Auditorium, exhibit a contemporary architectural theme, as well as a definitive color and material palette that identify the Whitewater campus. These buildings and their architectural detailing give form and direction to developing a campus theme and image.

Signage

A major concern identified in the original requested scope of services, observed in the site analysis and emphasized by the workshop was the lack of a useable directional signage system. A goal of the Master Plan is to provide design guidelines for a complete campus signage system. This should include campus identification, building, parking, and general information.

Reaction to current campus signage is generally negative in that it is unattractive, hard to read, inappropriately located, and does not reflect the kind of image that the University should portray.

Signage is particularly important for assisting first time and infrequent visitors to campus. There is a significant lack of appropriate signage within the city boundaries to direct a visitor to the campus, and a lack of signage within campus boundaries to direct the visitor to their various destinations.

Parking is an important destination and part of the visitor's orientation on campus. Visitors are not directed to any particular lot when they reach campus, nor given indication of where to go to obtain information about the campus. Parking lot signage (shown at top right) is present, but is not user friendly, due to the complexity of the signs.

Existing building identification signs (shown at bottom right) detract from the overall campus image. Design and materials do not convey an institutional message. Generally, signs are inconsistently located and can have visibility limitations, especially from the street.

An aid in providing on-campus directions for visitors was identified in the workshop. Visitor centers, or information centers have been developed at other UW-System campuses, and offer a single destination to assist the campus visitor.

Circulation

Primary circulation issues are concerned with accommodating the various types of vehicular movements; cars, delivery vehicles, including semis, Disabled Student Services vehicles, maintenance vehicles, and bicycles. The other aspect of campus circulation involves pedestrian patterns. Generally, the goal of the Master Plan is to improve circulation by reducing conflicts between pedestrians and various vehicle types, and providing new routes that recognize existing and future desired paths.

There are a number of pedestrian "cattle paths" throughout campus. They are clear indications of pedestrian desired paths that need to be recognized in the planning process.

There are numerous points of conflict throughout campus. These will be detailed individually, along with their proposed remedies later in the report.

With the exception of a bike lane running along each side of Starin Road, there are no clearly marked or designated bike routes on campus. The lack of identifiable bike routes leads to unsafe conflicts between bicycles and pedestrians in pedestrian zones throughout campus.

Parking

A program to accommodate needed additional parking has been provided. This parking study has determined the numbers of stalls required in the various parts of the campus. The goal of the Master Plan is to incorporate parking expansion, both in terms of number and location, according to the parking study.

Landscape Character

An inventory of the campus revealed a distinct difference of landscape character types present on the campus. Two of these landscape types, the formal planting and the "open woodlands" landscape are prevalent throughout the entire campus. These landscape character types are unique to the design of the campus and have the potential to express the desired image for the campus.

Site Amenities

Site amenities are an important component of the overall appearance of the campus. Existing UW-Whitewater campus site amenities, include benches, trash cans, lighting fixtures, kiosks, bike racks and pieces of public art. Many are unrelated to each other, and in many cases are out of date or in a deteriorating state. These elements serve very important functions, but do not portray the type of visual message the campus desires. A primary goal of the Master Plan is to provide recommendations for a more suitable furniture palette that can be phased in over time. This furniture palette should balance the concerns of cost, maintenance, durability and design impact.

Bicycle parking is a particular site amenity that is in limited supply and most of what is in place is out of date. The existing bike storage lockers are serving a purpose, and there is a waiting list for these lockers. There is a concern, however, about the appearance and the maintenance of these bike lockers. The existing bicycle racks are outdated in that they do not accommodate the popular kryptonite type locks. In addition, the advent of the mountain bike has created a greater base of year-round riders, and although the placement of many of the racks is fine during most of the year, during the winter the racks are moved in order to allow for snow removal, which causes problems for those people who ride in the winter.

Another site amenity issue, which directly affects the appearance of the campus, is the placement of sign boards that various organizations use to announce special events. These boards usually appear at building entrances and are not regulated in any way. Often these boards are not retrieved after an event, this coupled with a lack of maintenance, create potential aesthetic and safety problems.

Lighting fixtures and light levels throughout campus are of concern. Typically the maintenance personnel do a good job of keeping the campus well lit, but there are areas on campus that are less well lit. These include the athletic fields and service drive in the northern portion of the campus west of the playing fields and areas bordered by public areas such as Starin Park or the Cavalry Cemetery, .

Trash and recycling containers are other site amenities that impact the campus' appearance. The existing containers do not contribute in a positive manner to the overall campus appearance. The criteria for trash and recycle containers includes a 55 gallon capacity, a swinging door on the top, and color coding for the various uses of the containers. Current color coding is brown for trash, green for recyclables, and blue for office paper.

There are four bus shelters on campus, however, there is no bus service on campus or in the city. The bus shelters should be removed.

The existing kiosks, in their current locations, are not heavily used or adequately maintained. These kiosks are located out of the mainstream of pedestrian traffic and are not accessible to all campus users. The kiosks are of the same style as the campus signage and benches, and are viewed as less than attractive.

Services for the Disabled

The University of Wisconsin-Whitewater is uniquely committed to serving the needs of disabled students. These needs are an important consideration in the development of the Master Plan and its design and policy recommendations. The routes and drop-off locations for the Disabled Student Services vans are important elements of vehicular movement on campus. A minimum goal for the Master Plan is to maintain existing routes and drop-off locations.

MASTER PLAN RECOMMENDATIONS

PRIMARY DESIGN COMPONENTS

The Campus Master Plan recommends that several areas of campus be redeveloped in order to meet the goals set forth in the plan. The following discussion deals with those areas where changes are being suggested, what those changes are and how they work toward achieving the overall goal of the plan.

Theme and Image

Theme and image development, although not a site specific design project, is an important aspect of the overall Campus Master Plan. Identifying positive design elements that already exist on campus and incorporating them into various aspects of the Master Plan recommendations allows for a common theme and image to develop. Through the repetition of a palette of similar design elements, including distinct forms and colors, a design pattern evolves and works to express a unified and consistent appearance for the campus.

The landscape theme for the campus is based on two types of plantings, formal plantings and informal or "open" plantings. The Master Plan suggests the use of formal plantings, in this case formal meaning the alignment of plants in straight rows, in those parts of campus that are heavily used by pedestrians as thoroughfares or gathering places. These plantings act as physical suggestions of the desired use of the space. Formal plantings help to reinforce desired movements and traffic patterns in urban, and high density pedestrian settings, while informal or "open" landscapes cater to more relaxed and less structured uses.

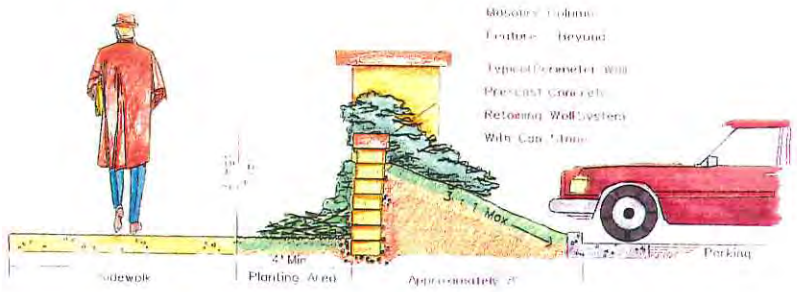
Campus Entrance Experience

The approach to the campus is an important experience, in that it gives the visitor their first impression of the campus. The current condition does not allow for an entrance experience because it is lacking directional signage, as well as a sense of arrival. Both of these aspects are important in creating an entrance experience.

The campus has developed parking primarily on the perimeter of the campus. This allows for the interior of the campus to be oriented toward the pedestrian. This being the case, the parking lot becomes the primary visual element upon arrival to campus, which in terms of image projection, is an undesirable situation.

The concept of parking along the perimeter will not be changed, therefore it is important to create a solution which allows for perimeter parking, yet contributes to the creation of an entrance experience. The Master Plan recommends that a campus perimeter treatment be developed which will signify the campus as a separate and identifiable entity.

The main component of the suggested perimeter treatment is a modular retaining wall system. This wall system is an average of three feet in height, and may vary as to its placement in relation to the sidewalk. In areas where widths are acceptable the setback could be as much as fifteen or twenty feet, while in other areas it may be as little as two or three feet. The wall provides the campus with a well defined edge, giving the visitor an idea of the boundaries of the campus, and a sense of entering the campus. The wall helps to screen the parking areas directly behind it, creating a pleasant and unified visual appearance upon entering campus from any direction.



Another aspect of the perimeter treatment is the entry features. There are two types of entry features incorporated into the perimeter treatment. The first type is a main entry sign. The second type of entry feature is the parking lot entry sign. These features will be discussed later in the report.

An entrance experience, with a grand entryway, is created by designating Starin Road as the main entry drive to the campus. Prince Street and Prairie Street act as the primary approach drives, building a sense of arrival as the visitor nears the intersection with Starin Road, the location of the new entry features. The designation of an entry route provides a sense of approach and arrival. In addition, this entry sequence will guide the visitor to the proposed Information Center, their first destination point.

Information Center

One of the major site design projects recommended by this Master Plan is the development of a new Information Center. This facility will serve to distribute parking information and permits, and will be a location for a campus map and directory to help visitor's orient themselves to the campus. The new facility is located at the head of Wyman Mall to introduce the visitor to the campus core as soon as they reach the campus. This location also places the facility near the campus police and parking offices to more easily facilitate the distribution of parking permits, and provide phasing flexibility. (See subarea plan on page 8).

By placing the Information Center adjacent to the Starin Road parking lot, and by directing incoming University traffic to this location with directional signage, the motorist will be located in the parking lot in which they will most likely be parking for the remainder of their stay. This limits much of the confusion about where to park when first arriving to the campus.

The design incorporates a circle drive and pedestrian plaza. The circle drive allows the newcomer to drive up to the facility, where they can park for a short time, while they obtain their parking permit. It also provides a safe location for those who may be dropping off or picking up passengers. The circle drive also acts as a welcoming element, providing the visitor with a sense of arrival. There is additional short term parking provided in a small lot immediately to the east of the circle drive. These 20 stalls are adequate to accommodate short term visitor and University Bookstore customer parking.

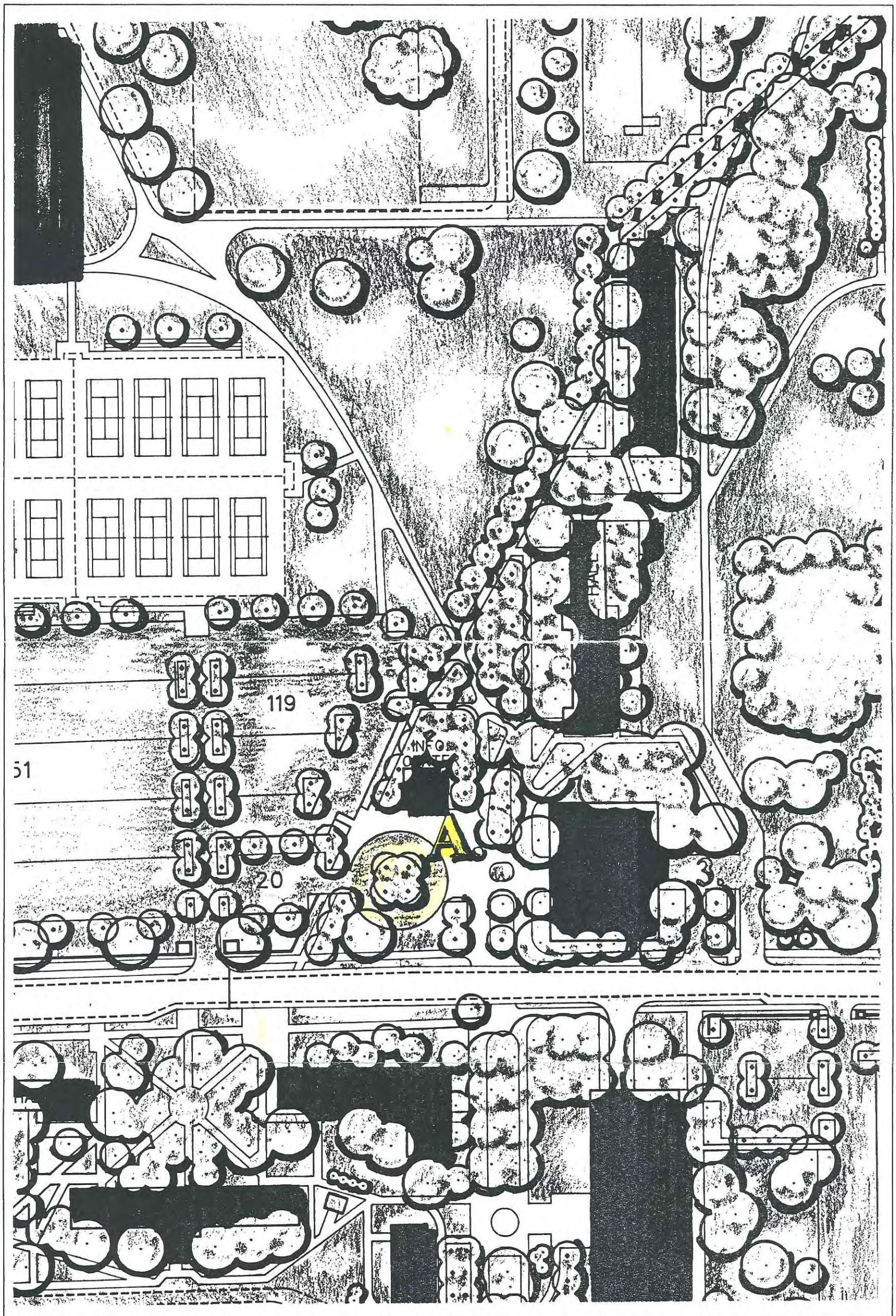
The pedestrian plaza is an important component in the design for several reasons. The plaza space connects the Information Center with the Wyman Mall, by creating an attractive and spacious extension of the mall. In addition this area of campus, particularly at class break, can get very congested and the plaza offers adequate room for small groups to gather, while allowing pedestrian traffic to efficiently flow through the space.

Another aspect of this site design is the new configuration of the parking lot and walkways. The parking lot has been changed to accommodate a new building site and circle drive, as well as a new walkway. Existing "cattle paths" indicate that this is a desired route, therefore the design provides a more direct north-east/south-west route to the Carlson Hall sector.

This new sidewalk meets Starin Road directly across from the Salisbury Hall courtyard, creating another important pedestrian crossing zone. By creating one larger pedestrian zone which extends from the west side of the Wyman Mall to the east side of the new Salisbury Hall courtyard crossing, a safer situation can replace what exists today. By widening the pedestrian zone and making it physically and visually different from the rest of the road, the motorist will become more aware of the importance of this space.

The ideal treatment for this design would be to pave the entire space with concrete pavers. Using concrete pavers has several positive affects. Pavers offer the pedestrian a "warmer", less harsh environment to traverse, as well as offer a different tactile experience for the motorist. This further strengthens this area as an important pedestrian space while suggesting slower and more attentive driving tactics. Finally pavers will add aesthetic qualities to the space. A small speed bump at either end of the zone, accompanied by a pedestrian right-of-way traffic light, will also help to slow traffic along this portion of Starin Road.

In addition to the pedestrian zone on Starin Road, the street has been narrowed. The on-street parallel parking along Starin Road has been removed to allow for wider parkways and wider bike lanes. The narrowing of the street will also help to slow traffic using Starin Road. A final benefit from narrowing the street and creating the pedestrian crossing zone is that it may discourage non-essential traffic from using the road.



INFORMATION CENTER

Another issue related to the pedestrian crossings on Starin Road is the driveway to the east of the Bookstore. This driveway is used by the University Police, as well as by delivery vehicles using the loading dock at the Bookstore. There are two distinct problems created by this situation. First, cars tend to stack up at the stop sign on Starin Road, especially at class break when pedestrian traffic is the heaviest. This can cause the driveway to be blocked, limiting access onto Starin Road from the Police parking area, which in an emergency situation is problematic. The other situation limiting access onto Starin Road occurs on occasion when a delivery vehicle is using the loading dock at the Bookstore. In this situation the truck is usually blocking the entire driveway.

To remedy these problems some changes have been recommended for this area. First, it is important to remove the loading dock traffic from the driveway. To do this, the access driveway has been relocated to the east and the existing driveway becomes an access drive exclusively for the loading dock. This allows trucks to drive in without affecting other traffic, and back into the loading dock without blocking the driveway. Pushing the driveway to the east also allows for more stacking on Starin Road without interfering with the driveway entrance.

A strong pedestrian pattern has been noted to the east of the Bookstore, calling for design improvements to the pedestrian walkway along the eastern edge of the driveway and a clearly designated bike lane.

Wyman Mall

Wyman Mall (see subarea plan on page 10) is a primary pedestrian space on the campus. It is designed to provide a safe and direct route from the southern edge of the campus through the academic core. The mall is an important link from the academic core to many other parts of campus, particularly the Bookstore and East Residence Halls. It is recommended that a strong visual and physical connection be made by extending Wyman Mall across Starin Road and north toward the East Residence Halls.

Wyman Mall is important to the overall design of the campus, not only because it is the major north-south pedestrian link on campus, but also because it acts as a model for the new malls that are proposed by the Master Plan. The formal plantings, the organization of pedestrian traffic, and the campus character are all elements that have been used in the development of the Carlson-Heide Mall, the Case Street Mall, and the pedestrian link from Carlson Hall to the West Residence Halls.

Carlson-Heide Mall

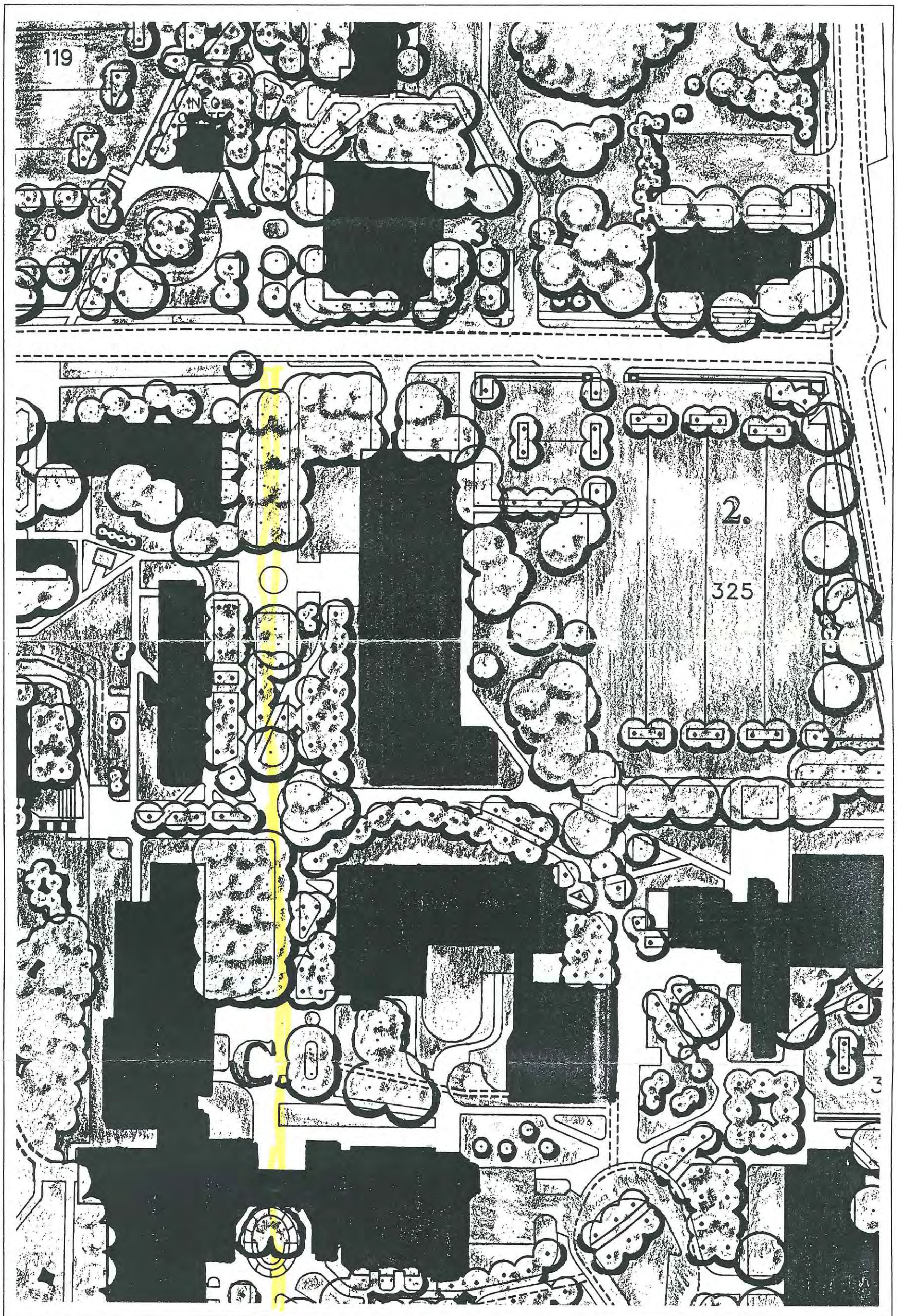
There are two major components to the proposed Carlson-Heide Mall. This new mall (see subarea plan on page 11) connects the Carlson Hall sector with Wyman Mall and on to Heide Hall. The first component is the link being made between the two areas of campus and the second is a plaza space created at Heide Hall.

The pedestrian connection of these spaces traverses the northern end of the drumlin at the location of the two proposed building sites. This is an important east-west connection which the campus is currently lacking. The connection is made from the new Case Street Mall to an existing walkway between Baker Hall and the University Center. The design incorporates a series of stairs and a ramp at the east end of the corridor to accommodate accessible travel across the drumlin, within a limited horizontal distance. This corridor spills into the Wyman Mall crossing the service drive for the University Center loading dock.

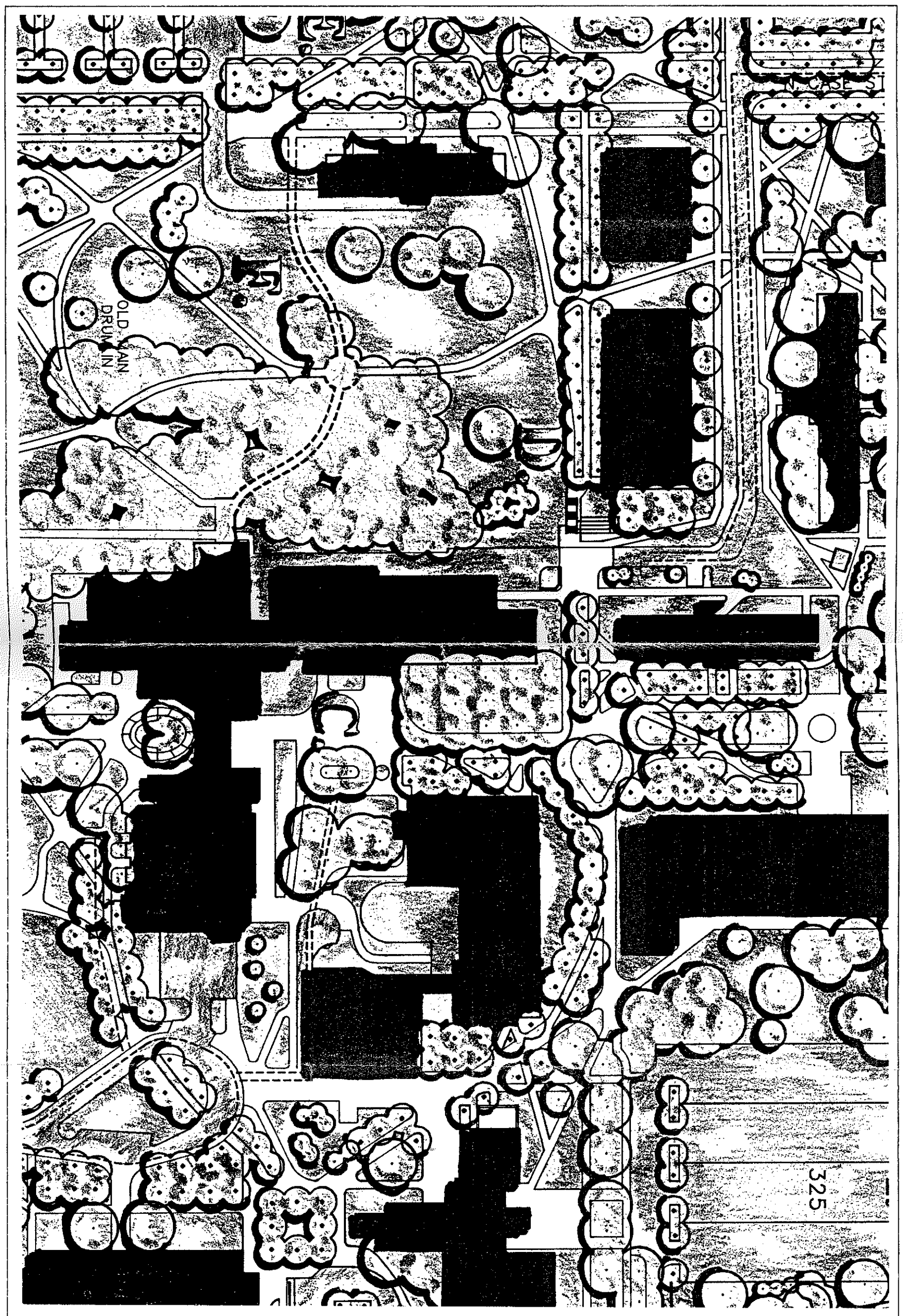
A traffic conflict between service vehicles and pedestrians exists in this location and will remain, but these improvements will give higher priority to the pedestrians. This will be accomplished through the development of a designated pedestrian crossing zone across the service drive. The design solution here is to create a pedestrian zone similar to, yet substantially smaller than, the one created on Starin Road.

The pedestrian connection then continues on past Wyman Mall to Heide Hall, which is a heavily used academic building on campus with substantial pedestrian traffic to and from the building. This is the location of a proposed pedestrian plaza space. Presently the paths between Heide Hall and Winther Hall are inadequate to handle the volume of traffic in this zone, creating problems with trampled turf and muddy conditions. This area is a popular gathering spot during class breaks, but does not cater to the needs of its users. This area is, in fact, such an important people place on campus that it warrants substantial attention. The Master Plan recommends that this space become a hard surfaced plaza area, with a design and site amenities appropriate of one of the main gathering centers on campus.

There are a number of major traffic patterns surrounding Heide Hall, most leading to the north entrance of the building. The largest pedestrian circulation pattern is to the north, running between the west side of Winther Hall and the back of Roseman Hall. This route is an important north-south connection to this part of campus. The Master Plan calls for a strengthening of this corridor by widening the pavement along this route and emphasizing the corridor with a planting treatment.



WYMAN MALL



CARLSON-HEIDE MALL

Another substantial pedestrian traffic pattern in this area is to the west, heading toward Wyman Mall and the University Center. This traffic moves across the circular service drive behind the University Center. This creates a traffic conflict, which cannot be eliminated, but can, with a correctly designed pedestrian route, be limited to one specific crossing zone. This crossing zone should be a design similar to the pedestrian crossing zone on Starin Road, although not as substantial in size.

The last major circulation route in this area runs north, to the east side of Winther Hall, heading toward the East Residence Halls and dining hall. This route is intruded upon by parking lot 13, which lies directly north of Heide Hall. This parking lot is small, but is heavily used. The heavy use is in part due to the misuse of the lot as a pick-up and drop-off point for passengers, a function that is not accommodated in the current design. For these reasons the Master Plan recommends that parking lot 13 be redesigned.

The lot has been redesigned to cater to the practice of using this lot as a pick-up / drop-off zone. The design relocates the western edge of the lot so that it is flush with the edge of the building corner where the entrance door is located. This provides a straight walkway to the north, east of Winther Hall. The lot has been widened to allow a second driveway, and to expand the number of stalls. This second entry allows traffic to enter the lot to use a drop lane and then continue on in the same direction. This will eliminate the need for vehicles to use the handicapped stalls to turn around, thereby lessening congestion in the lot.

The number of stalls in the new design exceed the present volume by fourteen. This coupled with the excess parking produced in the reconfiguration of lots 14 and 12 meet the recommendations of the parking study.

Parking lot 14, immediately north of Winther Hall, was recommended for expansion by the parking study. The required number of stalls are provided by creating a new lot on the site directly to the west of the existing parking lot. The existing lot has been resized and reconfigured to more efficiently utilize this space.

Hamilton Field / University Green

The University Green is an important space in this portion of the campus. Traditionally this area has been used for various Homecoming events. It is also used heavily on nice weekends, for recreational purposes, by students living in private housing in the area . These functions are important to the University, and this area should be preserved for them. This area can be improved without interrupting the space functionally.

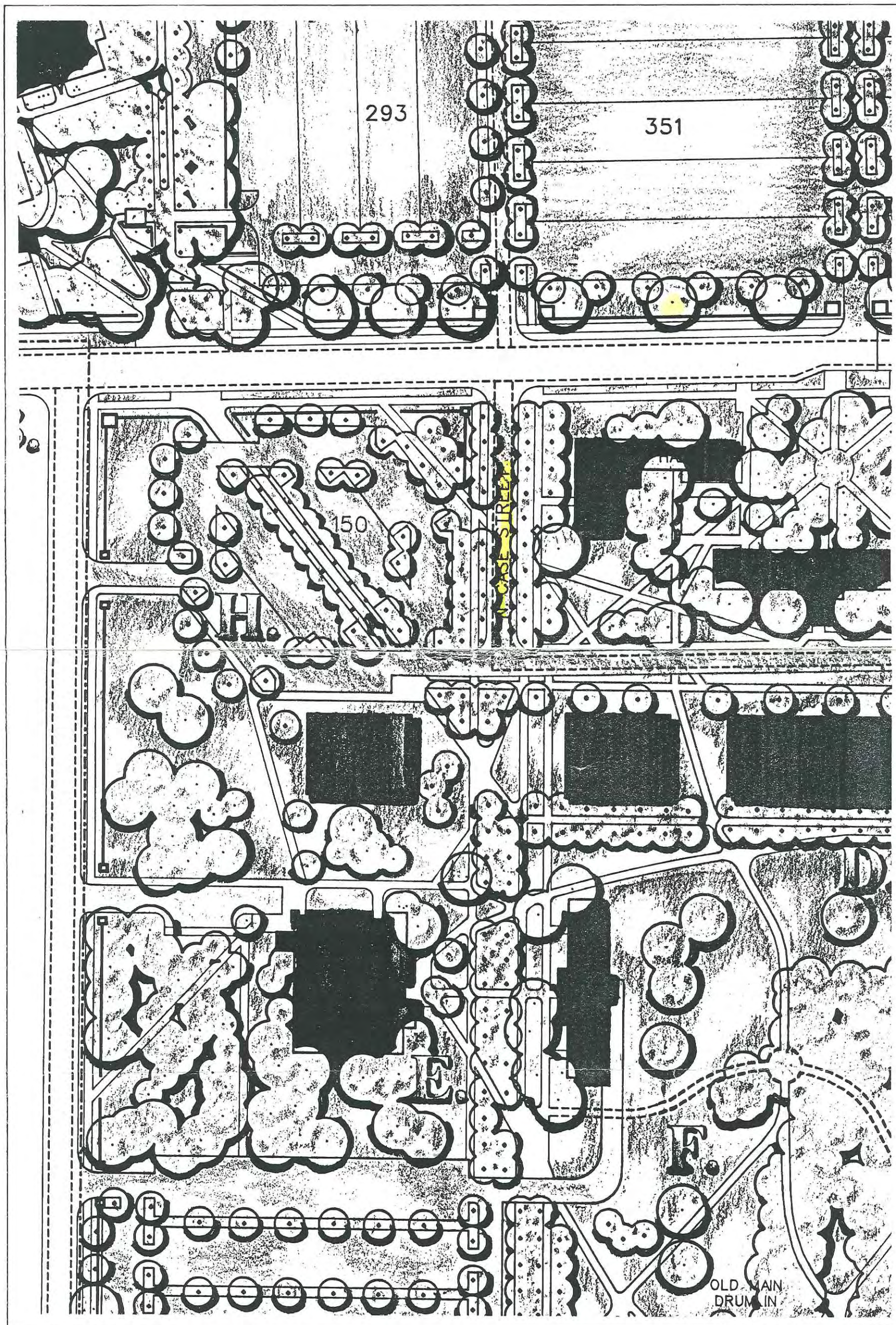
Adding several informal canopy tree plantings to the perimeter of the space helps to frame the space, giving it a stronger identity. These informal tree groupings also provide opportunities to use this space for outdoor study or for informal gatherings, adding to its list of potential uses.

Case Street Mall

The creation of Case Street Mall has been mentioned several times in this report. This area (see subarea plan on page 13) includes the space directly surrounding Carlson Hall, the space currently occupied by Case Street, the proposed future building sites located at the north end of the drumlin, and the new parking lot located at the corner of Prince Street and Starin Road.

The closing of Case Street is an invaluable step in the attempt to create a very pedestrian oriented "campus" for this portion of the University grounds. Closing Case Street allows for the development of a pedestrian mall, which helps tie this part of campus to other parts of the campus, particularly Wyman Mall and the West Residence Halls. The development of this mall provides the opportunity to create plantings, similar to those found on Wyman Mall, which further strengthens this connection.

Pedestrian circulation is facilitated by this design, providing a much safer alternative to what currently exists. Pedestrian movement across the drumlin can also be more easily accommodated. Direct routes can begin closer to Carlson Hall, providing a greater distance over which to traverse the slopes of the drumlin. This permits the walkways to take on a less severe grade, making the route a comfortable passage.



CASE STREET & NEW CARLSON PARKING LOT

Center of The Arts

Another area on campus where design recommendations are being made is around the Center of the Arts (see subarea plan on page 15). With the removal of the parking lots from the drumlin, which will be discussed later in the report, there is a need to replace the stalls that are being lost. For this reason, and from the recommendations of the parking study, all parking lots that serve the Center of the Arts building are being expanded.

Several changes are being made to parking lot 24, the lot north of the building. One change, the removal of Case Street, will not only affect the parking lot but also a large portion of the western campus. The closing of Case Street has a number of benefits. First, it allows parking lot 24 to expand to the east, picking up more usable space for parking stalls, without violating the existing northern edge of the lot. Secondly, this design allows the parking configuration to be changed so that the bays run east to west rather than north to south. This would lessen the visual impact of the lot from both the street and the top of the drumlin.

Parking lot 3, located immediately north of the Center of the Arts building, has also been reconfigured. During the redesign of parking lot 24, it became apparent that in order to produce the most efficient design, lot 3 would have to be slightly altered. The service areas for the Center of the Arts building, which feed off of these lots, have remained unaffected by the changes.

The closing of Case Street affected only one building in terms of service access. McCutchen Hall is currently serviced by a driveway off of Case Street, which leads to the service area and the parking that is located to the south of the building. The redesign provides access for service vehicles via a driveway that is incorporated into parking lot 24. The parking lot behind McCutchen Hall has been removed These stalls are accommodated in lot 24.

An important aspect of the design of this portion of campus, is the incorporation of a circle drive drop-off at the east entrance of the Center of the Arts building. This drive provides for safe and efficient passenger unloading, while at the same time allowing traffic within the parking lot to circulate, unaffected by stacked cars waiting to unload.

The circular form allows traffic to continually flow in one direction, which eliminates the possibility of congestion at the end of the drive. In addition, the sidewalk placed along the entire length of the drive allows passengers in a number of vehicles to safely unload at the same time, helping to move traffic more efficiently. Placing the drive at the back of the parking lot eliminates drop-off patrons from stacking into the street.

This Master Plan recommends that parking lots 1 and 2, which also serve the Center of the Arts, be changed by expanding their capacities. Lot 1 has been reconfigured and joined with lot 2 in order to more effectively expand the lots and gain more stalls. The expansion occurs to the east, on property the University will be acquiring in the near future. The existing entrance off of Prince Street becomes the only entrance for the lot, thereby eliminating access from Main Street. This eliminates congestion on Main Street from stacking vehicles wishing to turn into the lot.

Two connector routes are incorporated into the design to allow for safe and direct pedestrian circulation. One route is an existing sidewalk which begins at Main Street and leads up to the front door of the Center of the Arts. The second route begins at Main Street and leads north to the Carlson Hall sector and beyond to William's Center. This link becomes a very important North / South connector route, allowing users to travel within the University boundaries instead of along City street corridors.

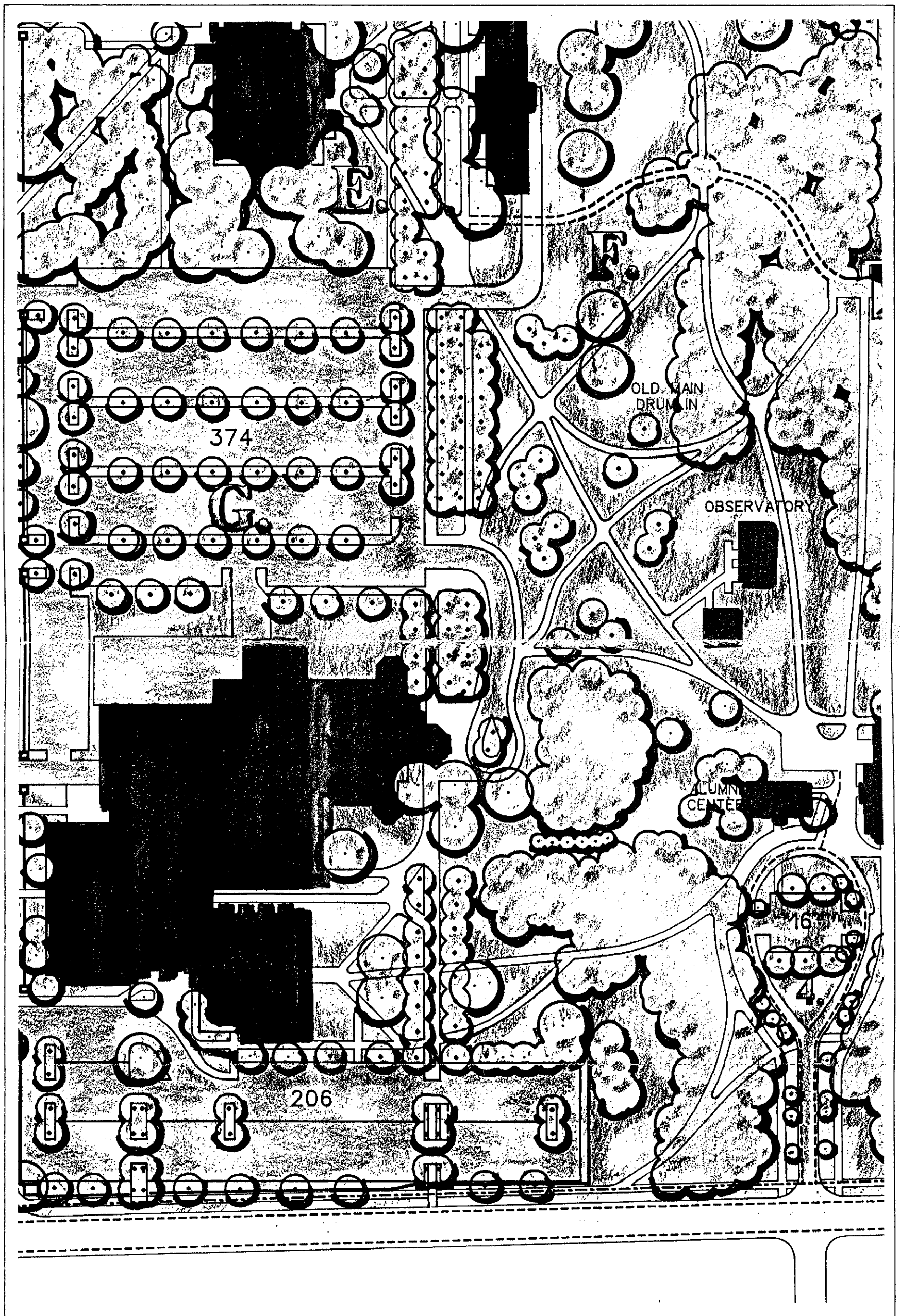
A parking lot has been developed for the Alumni Center to allow for visitor parking, as well as to provide an adequate number of handicapped parking stalls in this area.

Drumlin Area

Following the Information Center development, the most significant change proposed by this Master Plan occurs in the Drumlin area (see subarea plan on page 15). The major change is to remove the parking lots from the main drumlin and reestablish its natural slope. This recommendation is made in order to reinforce the established campus concept of perimeter parking.

From a circulation standpoint, restoring the original slope affords the opportunity to design accessible pedestrian walkways across the drumlin. A system of walkways has been developed which facilitates efficient pedestrian travel from Carlson Hall to the Center of the Arts, to Hyer Hall, and to the University Center.

Reestablishing the natural slope also allows the opportunity to create a unique campus "quad". Unlike the mall, this "quad" provides usable



CENTER OF THE ARTS & DRUMLIN AREA

green space and portrays a more traditional campus setting. Opening this up as green space also makes it possible to plant additional canopy trees in this part of campus, further strengthening the campus landscape theme, by using an "open woodlands" theme and playing up the natural features of the campus.

The concept for an additional, more direct pedestrian route from the Carlson Hall sector to the University Center has also been suggested. It is provided as an option in this plan because of the overwhelming interest to have the most direct route possible crossing the drumlin. This walkway, however, is not strongly recommended for three reasons. One reason is that this particular route would be costly to build. There would be a substantial amount of rock cutting and earth moving involved and it would require a substantial retaining wall. Another reason this route is not strongly recommended is because it would be hard to maintain in the winter. It is bordered on both sides by a retaining wall, which would hinder the snow removal process. Thirdly, cutting a swath of earth away from the drumlin, sacrifices a number of mature trees, thereby reducing the number of elements which help to enforce the desired landscape theme for the campus.

At the north end of the drumlin, two future building sites are recommended that could eventually become part of the new drumlin campus quad. Placing buildings in this location helps to strengthen the drumlin as a campus quad, while keeping the buildings close to area parking lots. The design of these buildings at this point is unknown, but it is a recommendation of this plan that their design accommodate split level access. This would help to facilitate accessible travel lengthwise across the drumlin, by allowing access to the drumlin from a second floor entrance.

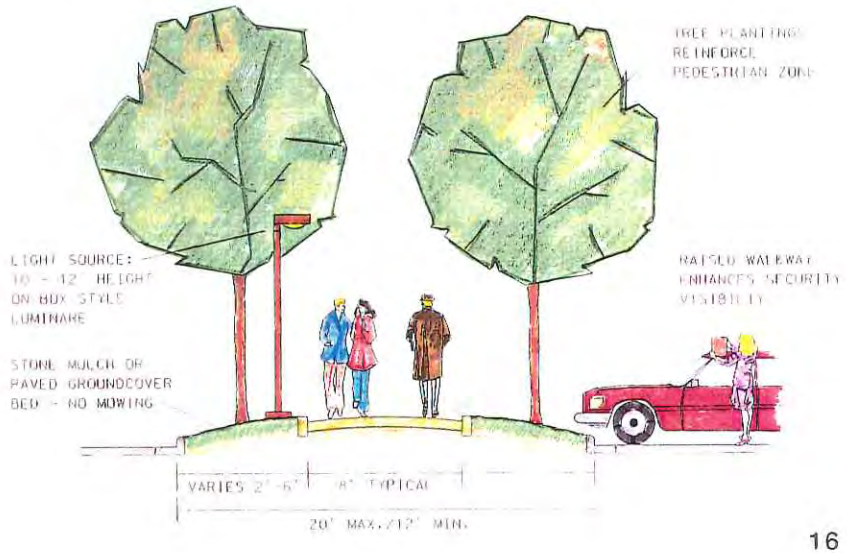
New Carlson Parking Lot

Another important pedestrian connection will be created in the design of the new parking lot just north of Carlson Hall (see subarea on page 13). This linkage has been developed from the current use patterns of pedestrians moving from the West Residence Halls to the Carlson Hall sector and beyond. The design caters to the pedestrian, which allows for safe and efficient pedestrian flow. The lot houses 150 stalls, which exceeds the recommendations of the parking study. The excess stalls in this location help to replace those stalls lost in the removal of the parking lots from the drumlin.

Currently there is a strong diagonal pedestrian movement from the West Residence Halls to the Carlson Hall sector and beyond. The buildings that are currently standing on this property prevent a direct route from developing. Upon the acquisition of these properties by the University, and the removal of the buildings from the site, pedestrians will want to take the shortest and most direct route to the Carlson Hall sector. The design of the parking lot is built around a central pedestrian walkway.

The pedestrian walkway (shown below) is slightly elevated from the parking lot level to provide for greater pedestrian visibility within the parking lot. This increased visibility provides the user with a greater sense of security, it allows police patrol to better survey the area, and it allows drivers within the parking lot to see pedestrians who may be entering a crossing zone.

This design serves these functional purposes, but also provides some aesthetic and visually unifying qualities. The sidewalk is lined on either side with trees, which act as a buffer between the parked vehicles and the pedestrians using the space. This treatment enhances the space visually and its use becomes a more grand experience, making this a special pedestrian space. This design also provides for the continuation of some of the planting patterns set forth in the design of Wyman Mall and the recommended Case Street Mall, further strengthening a sense of uniformity on campus.



This pedestrian connection is very important in terms of pedestrian circulation. It is a key link from the West Residence Halls to the Carlson Hall sector, the Center of the Arts and to Wyman Mall via the proposed Carlson-Heide Mall.

West Residence Halls and the New Interior Road

The recommended changes for the West Residence Halls area (see subarea plan on page 18) deal mainly with circulation issues. The most significant recommendation is the closing of Winnebago Street. From a campus image standpoint, closing Winnebago Street is an important step. The recommendation for one of the vehicular entry sequences is a route up Prince Street to Starin Road, creating a grand entryway at this intersection. If Winnebago Street were to remain in place, one of the first images that visitors would have of the campus would be an unattractive, vehicle cluttered driveway and a loading dock. By eliminating vehicular circulation from the area, safer pedestrian circulation can be accommodated and a greater amount of open green space can be created immediately adjacent to the residence halls.

Access to the Drumlin Dining Hall loading dock and to one of the new recycling stations is affected by these changes. A new access drive has been designed which feeds off of a new interior campus road. This new road runs from Starin Road to Stadium Drive, and is created by placing planting islands in the parking lot to separate through traffic from parking vehicles. The service access provides adequate space for maneuvering back into the loading dock. The recycling center is accessed through the Starin Road parking lot.

To facilitate the development of the new campus road to Williams Center, the tennis courts to the east of the West Residence Halls need to be moved. The courts have been relocated to the south of a proposed addition to Williams Center. This allows Stadium Drive to continue straight past Williams Center creating a T-intersection, a much safer situation than the sharp curve which currently exists in the road. Creating a T-intersection at this location provides the opportunity to reestablish Stadium Drive as a two-way road, if the University desires to do so in the future.

This road is not intended to be a thoroughfare for through traffic. It is to provide University service vehicles an interior route to the Athletic Complex without having to use off-campus, city streets. This route also allows students living in the West Residence Halls to easily get to parking lot 9 without having to leave campus. If it is found in the future that through traffic has become a problem on this road the University may wish to install a gate system to prohibit such use.

Another minor change to this part of campus is to relocate the existing volleyball courts to the interior green space west of the new road. Placing the courts on the west side of the road provides safer access for the residents, and gives them a greater sense of ownership of the courts.

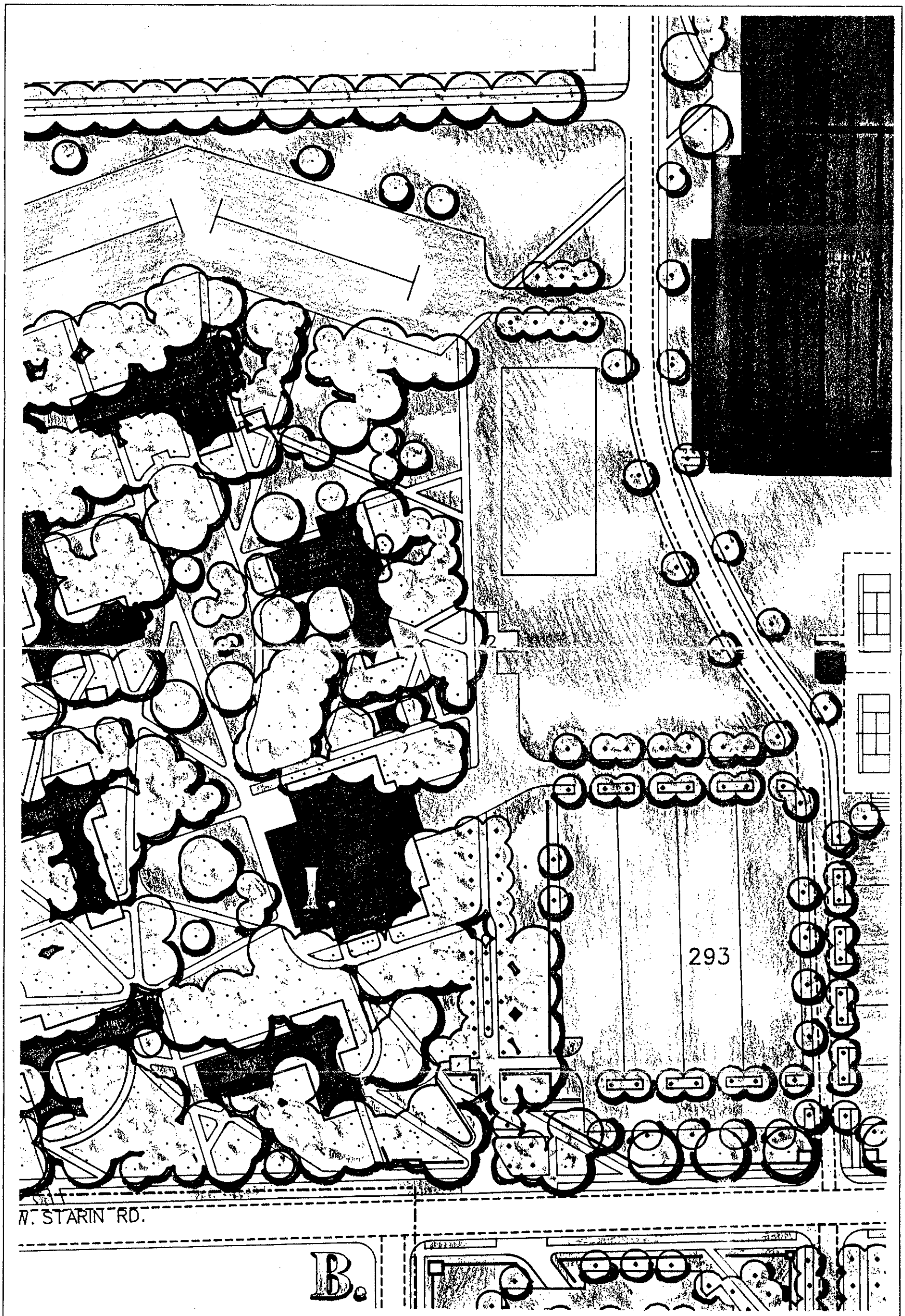
Further changes to the Starin Road parking lot include installing planting islands throughout the lot and adding another bay of stalls to the north end of the lot. These changes accommodate the numbers recommended by the parking study, plus provide for stalls which will be lost with the closing of Winnebago Street and the narrowing of Starin Road. Other design changes have also been made in this lot in order to accommodate the Information Center and its entry circle drive.

East Residence Halls

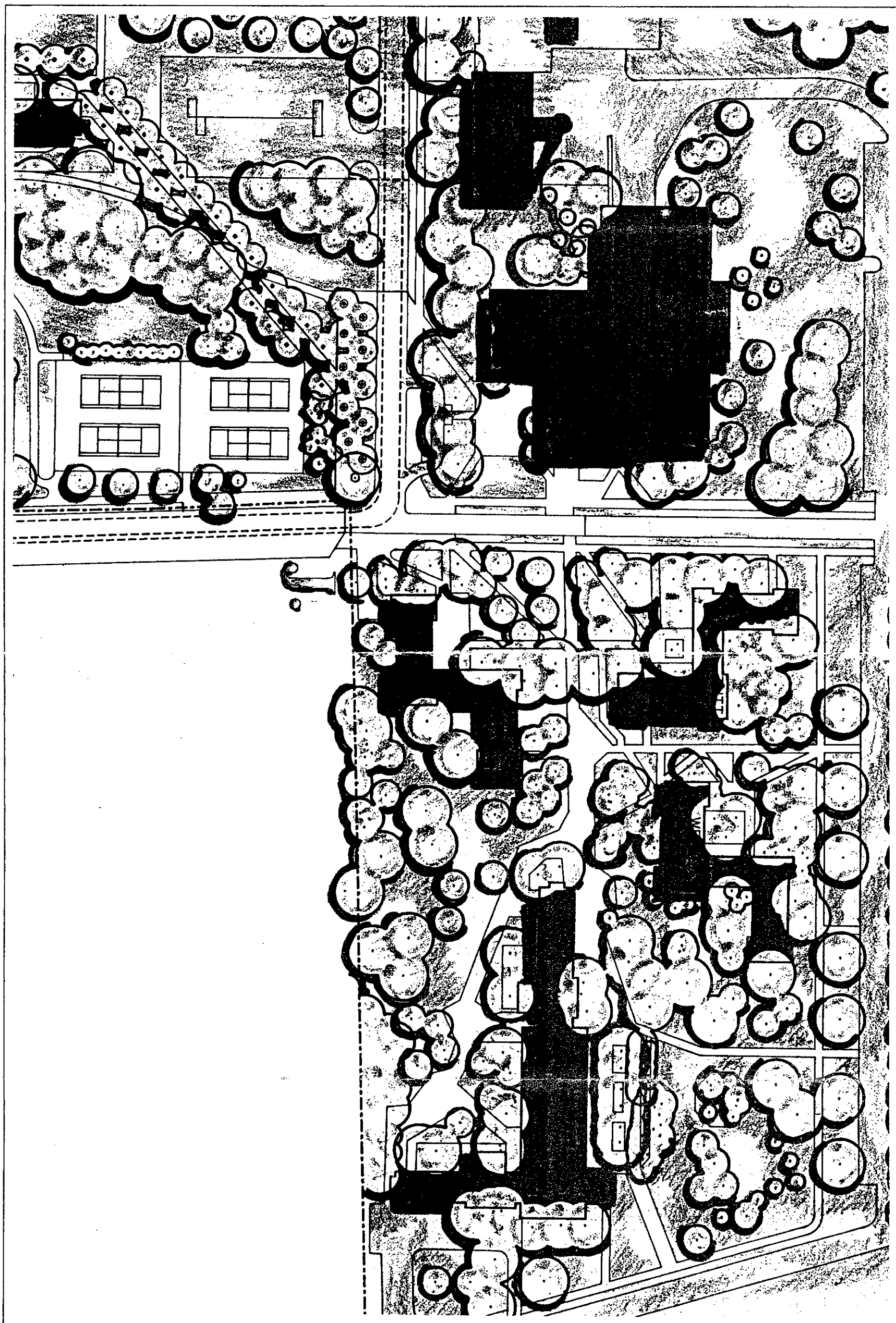
Only one significant recommendation has been made for the East Residence Halls (see subarea plan on page 19). The change is recommended in order to better facilitate safe and efficient pedestrian circulation to and from the East Residence Halls. The parkway between the roadway and the tennis courts, directly south of Esker Dining Hall is badly trampled and eroded. These conditions are unacceptable and a permanent solution needs to be developed for this site. The Master Plan recommends that the terrace area on both sides of the street be changed to a hard surface. It is also recommended that this treatment be carried across the intersection to portray this space as a distinct pedestrian crossing zone similar to the Starin Road crossing.

A concrete paver treatment would be the ideal construction material for this development. Pavers would add a certain richness to the design and an added tactile experience. This tactile experience will help to reinforce to motorists that this area is an important pedestrian crossing space.

It is recommended that trees be planted within this space, in a manner similar to those planted along the sidewalks in parking lots 1 and 2, and the new Carlson parking lot. Although the design of the space is slightly different, by planting the same types of trees and in the same general pattern, some of the planting themes recommended for the campus can be reinforced. This theme connection also helps to strengthen the visual connection of this area with other parts of campus.



WEST RESIDENCE HALLS & NEW INTERIOR ROAD



EAST RESIDENCE HALLS

Another important change that is recommended for this area is the strengthening of the pedestrian link between the East Residence Halls and the northern portion of Wyman Mall. By widening the sidewalk along this route and reinforcing this movement with formal tree plantings a strong suggestion can be made that will direct pedestrian traffic to Wyman Mall.

LAWCON Site

The LAWCON site (see subarea plan on page 21), which includes the area directly north of the East Residence Halls, has been redesigned in order to accommodate a parking lot large enough to meet the recommendations set by the parking study. Some of the existing LAWCON land has been redesignated and recreation facilities relocated to the athletic fields in the northwest portion of the campus.

The design for the site includes an expanded parking lot, with 468 parking stalls with planting islands, a softball diamond, and a basketball court. The parking lot is designed on a north-south configuration to cater to the pedestrian movements that will be occurring there. The existing LAWCON picnic shelters will remain and the softball diamond has been moved to be more closely associated with the shelters. Due to the topography in this area a certain amount of earth-work may be required in the redesigning of the site.

SECONDARY DESIGN COMPONENTS

SIGNAGE SYSTEM

A comprehensive campus signage system is a key aspect to the success of the overall development of the campus. Both functional and aesthetic goals can be met by developing and implementing a new signage system. The proposed signage system includes off-campus directional signage, on-campus directional signage, campus identity signage, parking lot identity signage, and building identity signage.

Off-Campus Directional Signs

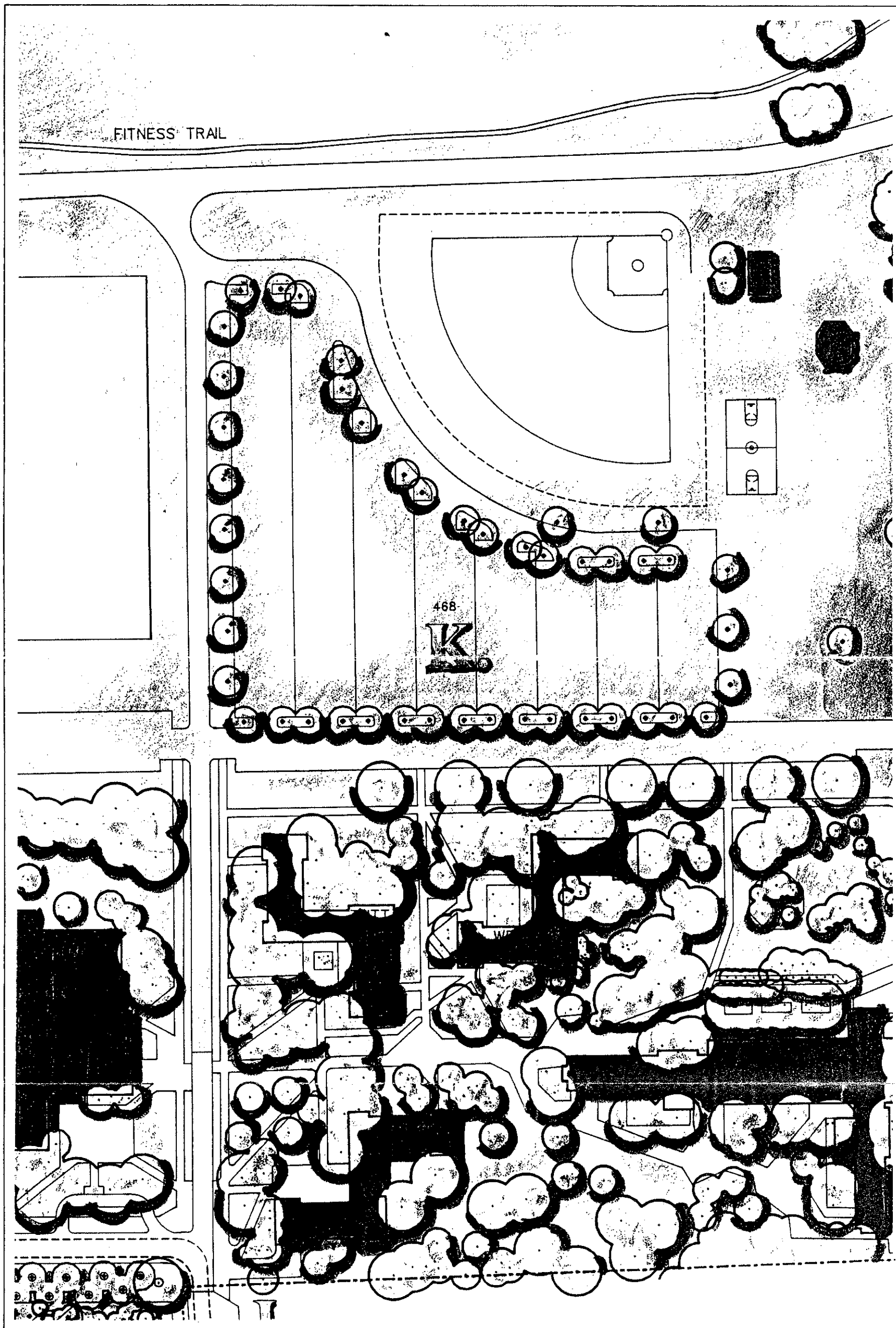
Signage to the campus needs to begin at the Interstate and continue to the campus destination. Particular routes include State Highway 59, Rock County Highway "N", State Highway 12 (Main Street), and Tratt Street. Generally speaking, directional signs are adequate up to the City limits.

Within the City of Whitewater directional information is not easily identified. Signs should follow a standard City direction sign format. The City has suggested that signs could be designed to combine City and University functions in a new format. The design could play off of the forms and colors used for the University signage, which would further strengthen the overall signage system.

On-Campus Directional Signs

Directional signage is signage placed on the campus perimeter to direct the visitor to specific destination points. Two specific destination points warrant directional signage, Warhawk Stadium and Williams Center, collectively called the Athletic Complex, and the proposed Information Center. Providing directional signage to these two destinations only, will simplify the way-finding system and create a predictable entrance sequence.

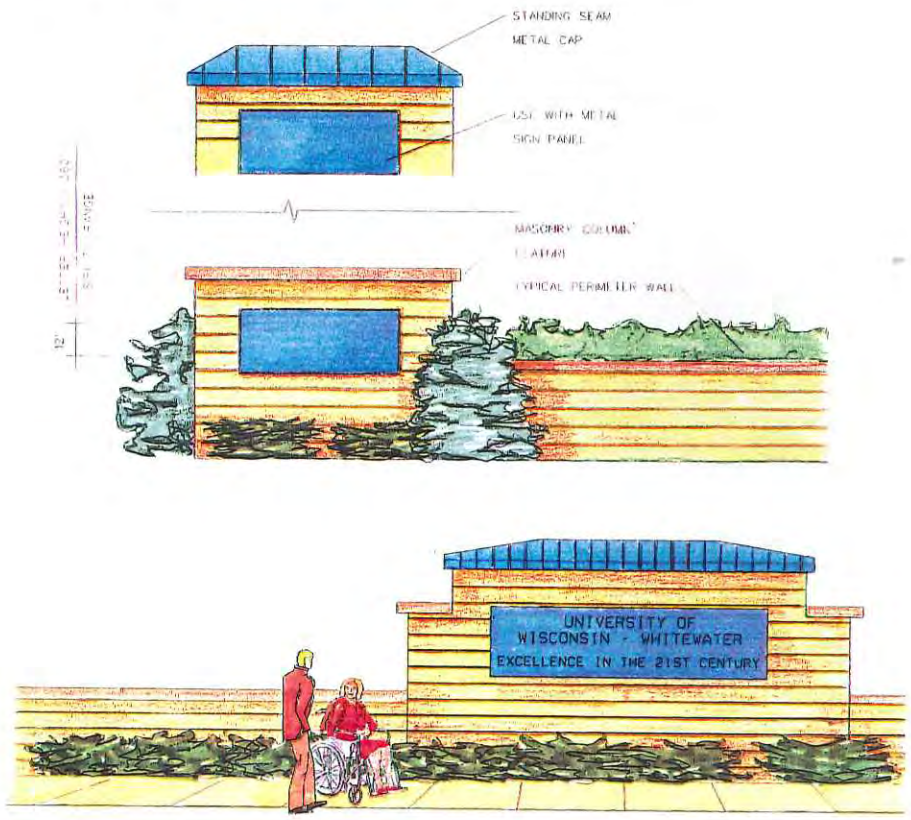
The design of the directional signs (shown below) recall the form of the University Center arches. This form is used in place of the seamed roof motif used in the design of other signs in the system. This is because the directional signs are two-dimensional and lack the physical character necessary to support the seamed roof motif effectively. The color of the directional signage repeats the theme color.



LAWCON SITE

Campus Identity Signs

Campus identity signs, of which there are two types (both shown below), announce the visitor's arrival and welcomes the visitor to the campus. These signs act as entry features to the campus, as well as anchors for the perimeter treatment developed around the campus. The signs, set into a masonry wall, use materials common to many of the buildings on campus and recall the distinctive architectural form of a seamed roof. The message on the main entry sign will read, " The University of Wisconsin-Whitewater, Excellence in the 21st Century", which is the motto that the school has adopted for its academic image. The main signs will be placed at either end of Starin Road, one at the top of Prince Street, and one at the top of Prairie Street. Other intermediate entry signs may be located at parking lot enrtyways or other entries to campus.



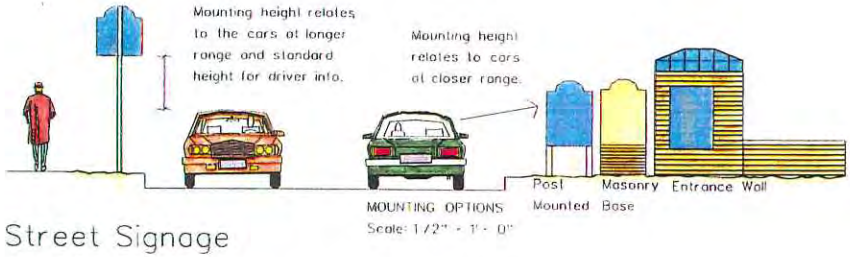
The wall is similar in color to the masonry of many of the buildings on campus. The sign plate utilizes the blue color found in the Center of the Arts building and the University Center. The blue color is repeated in a wall cap which recalls the standing seam roof of significant buildings. This cap emphasizes the importance of the entry feature, while acting as a unifying feature in the landscape.

Parking Lot Identification Signs

The proposed parking lot signage reinforces the form, materials and colors of the sign system. The message is simple and concise to quickly communicate the identification of the lot and where visitors are allowed to park. The signs should be placed at the entry drive of each parking lot. Where there are multiple entries there should be multiple signs.

The design of these signs (shown below) is three dimensional, allowing the signs to take on greater importance in the landscape. They help to reinforce the "edge" of the campus, serving as anchors for the perimeter treatment.

There are three options for mounting these signs (shown below). In areas where the parking lot is bordered by the perimeter treatment, the sign could be set into the wall. The wall would have the same cap treatment as the entry sign. Other options for mounting these signs include a solid masonry base the same thickness as the sign box, or mounting on metal posts. Each parking lot entry is different, so it is conceivable that all of these options will be implemented.



Street Signage

Building Identity Signs

The Master Plan recommends using a building mounted sign for building identification. This option, rather than a free-standing post mounted sign has several advantages. The building mounted sign poses fewer maintenance problems, while a post mounted system complicates mowing and other maintenance practices. The post mounted system is more prone to vandalism, while the building mounted system is well out of reach.

The design (shown at right) incorporates simple wording to quickly and easily communicate with the visitor. The signs contain the name of the building and a tag line for the departments housed in the building or the functions that it serves. Some buildings have multiple functions to be reflected in the tag line. The signs provide two lines of larger text for the building name, and two lines of smaller text for the tag line.

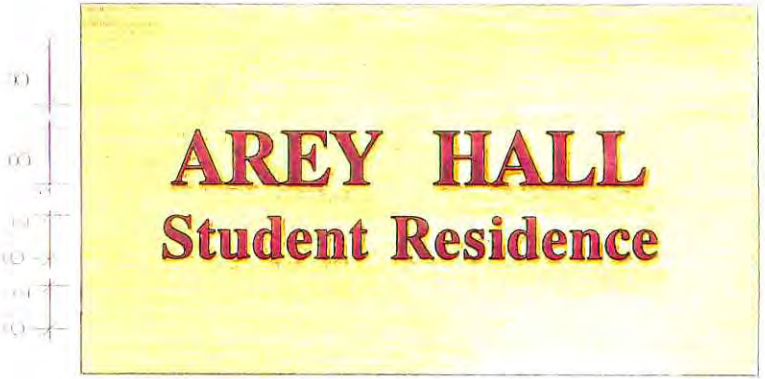
The signs are modelled after a corner stone, which reinforces an institutional character to the campus. These signs will be a stone or stone-like material set into, or applied to the building facade. The text will be raised, contrasting colored letters.

In each case the sign will be placed in the same location on every building, just above the first floor level and in the right one-third of the facade. This placement method establishes a viewer pattern for building sign locations throughout campus. The signs should be placed on the fronts of all buildings, as well as on any side which has significant viewing potential. For example, if a large pedestrian path is headed toward the side of a building, then that side should also be signed. The placement of the signs may need to vary slightly due to building design or existing vegetation.

Building signs will be lighted with low voltage, wall mounted florescent lighting units. This lighting fixture allows for direct lighting of the signs while minimizing the flow of light into nearby windows. This fixture also eliminates the possibility of vandalism or maintenance problems that could be posed by a ground mounted unit.

Some miscellaneous signage issues include the need to manage the temporary sign boards and the need to provide, in a more attractive manner, the basic functions currently served by the two existing wooden kiosks on the mall. These issues will be discussed in the section dealing with site amenities.

All sign designs are to comply with the City of Whitewater Municipal Codes. (Appendix E)



Bicycle Circulation

A great number of campus users prefer the bicycle as their mode of transportation to and around campus. For this reason, and to reduce the potential for pedestrian / bicycle conflict a campus bicycle route has been incorporated into the Master Plan. (The route is delineated on the plan with a dashed line). The development of a separate bicycle route through campus relieves heavily used pedestrian corridors of hazardous bicycle traffic. Bicyclist want, as do pedestrians, the quickest and most direct route to their destination. The Master Plan designates bicycle routes that afford the cyclist very direct routes to and from most areas of campus with very few pedestrian and vehicular conflicts.

The Master Plan recommends using asphalt for the development of any new bike paths, because it is the most affordable option. Another, more expensive alternative, would be to use a colored concrete, particularly a color such as red or blue, which would stand out and identify the bike path as a distinctly different use space.

The routes have been designed to provide primary north/south, and east/west circulation. There are two primary north/south interior bicycle routes and three primary east/west routes. Each route begins with access to a city street, providing opportunities to link the campus bicycle route with a potential city bicycle system.

The primary north/south routes are important for linking the residential hall complexes with the academic core, while the primary east/west routes are important for linking different parts of the academic core to one another. All paths provide adequate space for two bikes to pass each other while in motion. Conflict zones will exist where bicycle paths cross pedestrian paths, but with proper signage, these intersection can be controlled. It is a suggestion of this Master Plan that bicycle sized traffic signs, including yield and stop signs, be placed in appropriate locations along the bicycle route, and that caution or warning signs also be placed along the pedestrian routes where a bicycle path crosses.

Main pedestrian malls are envisioned as "no ride" zones, with bicycle storage and parking located strategically on the perimeter of the main pedestrian core.

Site Amenity System

Site Furniture

Site furniture includes a wide range of site amenities. These include benches, trash containers, lighting fixtures, and bicycle parking facilities. It is the recommendation of this Master Plan that the campus begin a program of replacing the existing site furniture throughout campus. The choice of a particular product brand or style will not be recommended in this plan, but some general guidelines should be considered during the decision process. One guideline is that the Campus chose a line of site furniture that is designed in the same style. This will provide a uniform appearance and insures that the various elements will be easy to coordinate. Another recommendation of this plan is that the Campus chose a site amenities series that is a metal based construction. Choosing a metal based series gives a greater flexibility in color choice, and is more durable and more vandal resistant than wood products.

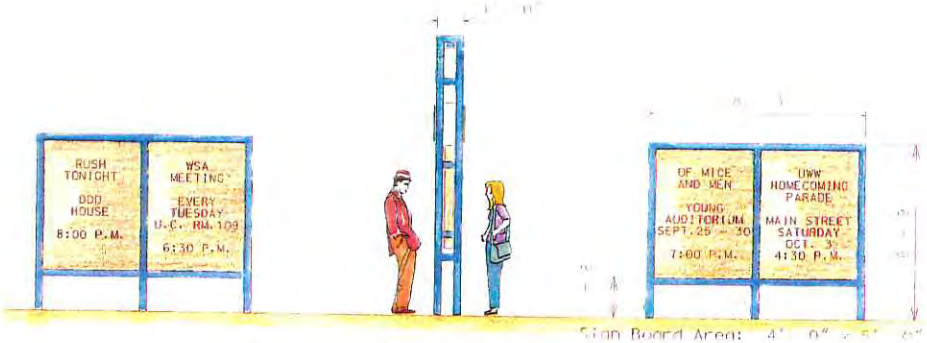
In terms of lighting fixtures, the Master Plan recommends that the campus engage in a process of unifying the lighting fixtures on campus. Rather than removing all existing light fixtures and beginning the process from scratch, the plan recommends that the campus continue to install the brown box light fixtures that already exist on campus. The style of this fixture is very appropriate to the campus complementing the style of the theme buildings. The process of replacing the other light fixtures on campus should be done as funds become available. The highest priority for replacing existing light fixtures should be in the heaviest pedestrian trafficked areas.

Information Kiosks

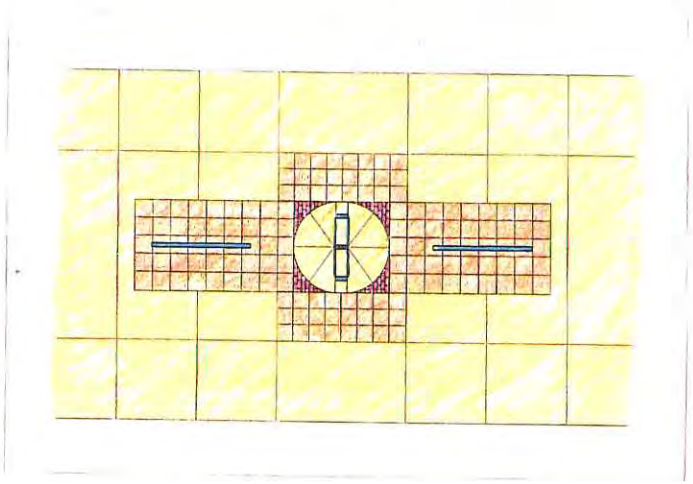
A new system of kiosks is proposed by the Master Plan. This system incorporates many of the same design themes, colors and materials, as the proposed signage system. There are three different components to the kiosk system. The first is a main kiosk that is to be placed in each of the four main pedestrian malls. The locations of the four main kiosks include the space in front of the steps to the University Center, in front of Carlson Hall, on the proposed Case Street Mall, in the proposed Heide Hall plaza space, and the fourth at the Information Center. A kiosk at the Information Center location could serve as the Phase One Information Center, and as other phases of the Information Center develop the kiosk can remain, or be relocated to another appropriate location.

The kiosks (shown below) are designed to serve pedestrian traffic from two directions, allowing an announcement to be seen by all persons using the mall, if posted on both sides of the kiosk. The kiosk consists of a blue metal framework, housing an enclosed posting surface. For safety purposes, the structural frame is open and allows for clear viewing of pedestrian traffic coming from other directions. The posting area on the main kiosks is large enough to accommodate six announcements each sized at 11" x 17".

The second component of this kiosk system is a sign board framework to be used by organizations wishing to advertise an event in a larger format. These frameworks (shown at right) provide an aesthetic and safe solution to the problem of sign boards which are randomly placed around campus, and are not maintained or retrieved after they have served their purpose. It is the suggestion of this plan that the random placement of sign board be prohibited, and instead organizations can use the frameworks if they design their signs appropriately. In order for this stipulation of the plan to work it will be necessary that all illegally placed sign boards be promptly removed by University personnel.



The placement of these sign board frameworks is important in order to encourage compliance. There are several places on campus where these frameworks would be appropriate, but limiting their use to a few areas is advisable. The frameworks should be placed in the main pedestrian mall areas, and placed in conjunction with the main kiosks. The frameworks can be extended to any number of sign board areas, but a maximum of five per each side of the kiosk is advisable. The area around the kiosk and sign board frameworks should be designed to a pedestrian scale, as shown in the plan below.



The third component of the kiosk system is an auxiliary kiosk. This kiosk design is to be used throughout campus wherever there is a need for such a facility. The auxiliary kiosk is a smaller structure, standing one and one half feet shorter than the main kiosk and two and one half feet narrower. The sign posting area on the auxiliary kiosk is also smaller.

Bicycle Racks

The existing bicycle racks on campus are extremely out of date in terms of the function they perform. It is the suggestion of this Master Plan that the campus engage in a process of replacing the existing bicycle racks. The replacement racks, regardless of the brand name chosen, should be of the design that accommodates the use of the kryptonite locks, which are the most popular type of lock being used today.

Planting Issues

Planting recommendations fall into two main categories. The plan has included a discussion of landscape theme, which, in broad terms, consists of an informal, open woodland character similar to the wooded areas of the main drumlin and a formal tree planting in the pedestrian mall areas.

The other category deals with turf grass species selection and management. As with many large area institutional facilities, a large percentage of maintenance time and dollars are expended on mowing and maintaining turf. There are some more recently available turf grass mixes that can minimize maintenance requirements.

Fescue mixes require no fertilizing, and can dramatically reduce mowing time. During the hot summer months, mowing may only be needed every six weeks. Some fescue mixes have a maximum growing height of 10" - 15", and could be used on steep slopes in the open woodland areas to eliminate mowing entirely. This would also provide an opportunity to intersperse bulbs and perennials within the naturalized areas because mowing would be eliminated. Because fescues are sod forming, weed control requirements will be similar to bluegrass installations after establishment.

Specifications for both fescue mix seed and sod are included in Appendix I. Implementation of a new turf mix system can be phased in over several years. Newly installed turf should utilize the fescue mixes. Phased implementation may want to begin with the steeply sloping areas on the drumlin, to eliminate mowing requirements there first.

Construction and Materials Guidelines

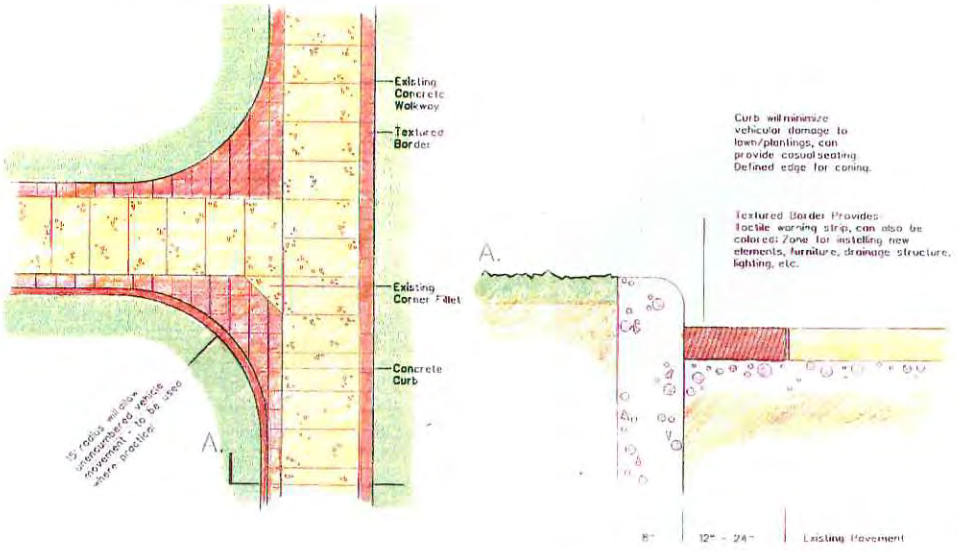
In addition to design recommendations it is important that this plan also provide general guidelines for construction. Construction methods and materials should be made standard so that new projects are developed in keeping with the design themes for the campus. Without standard materials and construction methods, the campus will become a piecemeal mixture of different colors and textures. Specific design issues include sidewalk widening, new sidewalk construction and the construction of campus support structures.

Widening walks (as shown on page 27) can address worn turf, eroding ground and tire tracks created by excess pedestrian traffic and service and maintenance vehicles. In most cases, increasing the walk width by two to four feet will be sufficient to address most situations. The plan recommends that this width increase be installed on both sides of the walk in a material that will contrast visually and texturally with the main walk. This material could be concrete with a detailed scoring pattern, or dry set, pre-cast concrete pavers. This will add color and texture to the pedestrian corridor, enhancing the aesthetic value of the sidewalks. Brick pavers add a unique tactile experience that can be beneficial to maintenance vehicles, as well as visually impaired users, by helping to guide them along the route. This brick paver space can also act as a zone for the placement of functional and site amenities such as drainage structures, site furniture, lighting elements, or trash receptacles.

In some situations it might be advisable to install a curbed edge to the sidewalk. The curb further helps to minimize damage to lawns and plantings by creating a barrier between the sidewalk and the plantings. A curb also increases the tactile experience and guiding qualities by adding a definite edge to the pavement.

In cases where the corner of a sidewalk intersection is being cut and trampled, a corner fill should be added. The current practice for treating these situations seems to be to fill the corner with a small triangular section of concrete. This tends to be a temporary solution, because eventually there will be another rut created along the side of the infill. This is because a triangular infill piece does not provide for the desired circulation motion. A more permanent solution recommended by the Master Plan for filling corners is to install an infill created with a radius. A 15 foot radius would allow plenty of space for pedestrian movements and to provide for unencumbered vehicle turning motion. Again to further enforce the edge, a curb may be installed.

In cases of new sidewalk construction, the same design procedures should be followed. A standard concrete sidewalk should be built, accented with an edge.



Another situation where standards should be made is in the construction of any new support structures on campus. This includes structures such as trash enclosures, recycling container enclosures, and bicycle shelters. Many new trash and recycling enclosures have been recently constructed. To maintain some uniformity it is recommended that the styles and materials that have been used on these structures be used for future support structure building projects.

Conclusion

This Master Plan has been developed as a tool to help guide the campus in future planning and development, to provide a common theme, to establish a distinct campus identity, and to provide for the safe and efficient movement of campus users. The recommendations in this plan should be viewed as guidelines that may change or evolve as site specific designs are developed.
The campus has a number of positive attributes that can be used in coordination with the ideas set forth in this plan to create for the campus an image that is desirable to portray to the public.

APPENDIX A

REQUEST FOR PROPOSALS

UNIVERSITY OF WISCONSIN - WHITEWATER
800 W. Main Street, Whitewater, Wisconsin 53190-1790
Assistant Chancellor for Administrative Services (414) 472-1922
FAX (414) 472-1518

January 4, 1993

Ken Saiki Design
4610 University Avenue, #640
Madison, WI 53705

To Whom It May Concern:

UW-Whitewater is interested in engaging the services of a Landscape Architectural firm to assist with the development of a campus master plan for developing campus exterior space. The planning process would assess total campus land use, pedestrian and vehicular traffic flow, signage needs, safety and lighting needs, landscaping and all other exterior elements. Because of the maturing status and the stability of the campus exterior environment, it is believed that a comprehensive study and plan will provide the framework for completing the campus exterior space for the next decade and beyond.

However for us to proceed with such an effort we must determine the scope of services desirable and then must evaluate the cost/benefit of these services. We are also proceeding with a separate parking needs study. A copy of that proposal is enclosed along with the following material:

- Campus Six Year Physical Development
- Scope of Services for Campus Master Planning
- Statement of Client Responsibilities
- Master Plan Fee Estimate Sheet Format

If your firm would be interested in participating in such an effort I would request that you study the material and submit a proposal. We would like to initiate the project in early spring. Consequently if you are interested I would need your proposal no later than February 1, 1993.

If you have any questions regarding the request plan, please contact me.

Sincerely,

James W. Freer

James W. Freer

Attachments

JWF:jll

SCOPE OF SERVICES
CAMPUS MASTER PLANNING
UNIVERSITY OF WISCONSIN - WHITEWATER

The purpose of developing a campus master plan is to establish an overall framework that functionally and aesthetically unifies the campus area. The campus will be broken down into seven areas (A-G) for ease of discussion and for further development of detailed physical improvement plans when appropriate. The campus master plan will:

- Identify vehicular and pedestrian circulation needs, conflicts and opportunities for improvements.
- Assess campus signage (campus identification, building identification, parking lot regulations, general information) and make recommendations for a coordinated system of campus signage.
- Assess existing permanent and seasonal campus plantings and make recommendations for new or renovated landscape development.
- Assess current site amenities and make recommendations for additional or renovated amenities.
- Develop site design standards and criteria which will enhance the aesthetics and reinforce and unify the visual character of the campus.

The Campus Master Plan objectives listed above are included in the following major components:

A. Evaluation of existing campus facilities and recommended changes for individual areas will include:

1. Outdoor "use areas" (configuration, construction concepts, special furnishings and landscape development including integration of Bike Stands, Trash/Recycling Storage Areas, Benches, etc.

   a. pedestrian malls
   b. Hamilton Field Area

2. Pedestrian circulation patterns

   a. walkways (width, pavement pattern and configuration)
   b. areas used for pedestrian transition from East to West across drumlin and North and South movement across campus
   c. pedestrian traffic control (fencing bollards, grade changes, etc.)

3. Integrate Landscape plan with Parking study project.
4. Landscape development themes and standards with emphasis on low cost maintenance alternatives.

   a. general location and array of tree and shrub plantings
   b. general plan for perennial plantings
   c. general plan for annual plantings
   d. general plan for use and type of ground cover
   e. general planning for maintenance of what is proposed in 4a-d

5. Signage (location , size, shape, color, special graphics, letter style and material standards)

   a. regulatory
   b. directional (pedestrian and vehicular)
   c. informational maps
   d. building identification (making positive entry(s) statement)

6. Summary Report detailing all assumptions and criteria used to develop the final plan recommendations. The summary report will also include reduced copies of all graphics used to define the recommendations set forth in the text.

B. Schedule

It is anticipated that the duration of the project will take six months to complete.

C. Meetings

Meetings will be held on a regular basis throughout the project to keep members of the operational ad hoc planning group apprised of the progress of the planning effort and gather valuable input from the individual members and the group as a whole in terms of the plans ability to meet their goals. It is anticipated that no more than 6 meetings will be held with the group including a full presentation to a designated campus group including the Chancellor.

D. Deliverables

Conceptual plans will be presented at the scale of _____. A report summarizing the findings and recommendations will be produced at the conclusion of the master planning effort. The Summary Report will contain reduced copies of all final plans and graphics produced during the course of the study.

Ten copies of the final report will be provided to the University.

UNIVERSITY OF WISCONSIN - WHITEWATER CAMPUS
MASTER PLAN

CLIENT RESPONSIBILITIES

The outlined Scope of Services and corresponding Fee Estimate are to be based on the following assumptions:

1. The Client would take responsibility for assembling a Campus Master Plan Advisory Committee for timely review of the project's progress (monthly meetings).

2. The Client would provide consultant with current reproducible base maps of existing campus conditions indicating building location, drive location, walkway location, parking lot location, existing vegetation location, existing utility locations, names of existing buildings and two foot contour intervals.

3. The Campus Master Plan Committee would respond to master plan concepts in a timely manner.

4. A campus "project representative" would be established having the responsibility of ongoing communications between the consultant and the Campus Master Plan Advisory Committee.

5. Review of the Draft Report, by the Campus Master Plan Advisory Committee, shall take no longer than two weeks, allowing consultant two weeks from the receipt of comments to the printing of the final report.

University of Wisconsin - Whitewater Campus
Master Plan
Fee Estimate

discipline hourly rate	Senior Land. Arch.	L.A./ Planner	Tech	Clerical	Total Hours	Expense Amount	Expense (reprographics, photographics mileage, etc.)
TASK							
SITE ANALYSIS							
Base Map Preparation							
Campus Tours & Photography							
Framework Plans							
CONCEPTUAL PLANS							
Pedestrian/Bicycle Circulation							
Landscape Planting							
Amenity Locations							
Signage Type & Location							
DESIGN STANDARDS							
Signage Design Options							
Recommended Planting Lists							
Miscellaneous Details							
COORDINATION							
Project Development Meetings (6)							
Technical Staff Meetings (4)							
Presentation of Recommendations							
FINAL RECOMMENDATIONS							
Final Plan Production							
Master Plan Report							
Project Management							
TOTAL HOURS							
TOTAL LABOR COST							

TOTAL FEE

APPENDIX B

PROPOSAL

UW–Whitewater Campus
Exterior Development
Master Plan

Proposed Turn-Around

Expanded Parking Facilities

PRACTICE FIELD

PHYSICAL EDUCATION FIELDS

UW. - WHITEWATER NATURE PRESERVE AND RECREATION AREA

NATURE TRAIL

FITNESS TRAIL

PICNIC AREA

STARIN DRIVE

W. STARIN RD.

S. HARMONY LANE

S. TRATT STREET

W. FLORENCE STREET

LAUSEN COURT

N. PRAIRIE STREET

N. STEELE STREET

MAIN STREET

293

351

119

20

3

150

325

2

374

206

38

1

113

56

16

4

Scale 0 100 200 400 North

KEN SAIKI DESIGN

PLAN KEY

- **A.** INFORMATION CENTER
- **B.** CAMPUS ENTRANCE EXPERIENCE
- **C.** WYMAN MALL
- **D.** CARLSON-HEIDE MALL
- **E.** CASE STREET MALL
- **F.** DRUMLIN AREA
- **G.** CENTER OF THE ARTS
- **H.** NEW CARLSON PARKING LOT
- **I.** WEST RES. HALLS & NEW ROAD
- **J.** EAST RES. HALLS
- **K.** LAWCON SITE
- **L.** SECONDARY DESIGN COMPONENTS
  - **1.** HEIDE HALL PARKING LOT
  - **2.** WINTHER HALL PARKING LOT
  - **3.** BOOKSTORE LOADING DOCK
  - **4.** ALUMNI CENTER PARKING LOT

UNIVERSITY OF WISCONSIN-WHITEWATER
COPY OF PROPOSAL

CAMPUS EXTERIOR SPACE MASTER PLAN
UNIVERSITY OF WISCONSIN-WHITEWATER

SCOPE OF SERVICES

Task 1 - Base Map Preparation

1.1 Digitize Campus Plan Update
The consultant will establish the existing map of the Campus Development Plan in digital format. This will be developed in layers to maximize flexibility in data retrieval, and will include all information present in the existing document. This documentation will serve as part of the working base information for the Campus Exterior Space Master Plan process, and final report.

1.2 Additional Base Information - (Optional)
The consultant will, upon written request, add other information to the Campus Development Plan database. This could include utility lines, lighting locations, and other information requested by the Client. Cost for these services will be negotiated upon determination of scope.

Task 2 - Coordination with Parking Study

2.1 Attendance at Planning Meetings
The consultant will attend up to four appropriate planning sessions dealing with the development of the Campus Parking Study.

2.2 Information Exchange
Upon request, the consultant will provide copies of all in-progress or completed Exterior Space Master Plan base and inventory documents to assist in the Parking Study process.

2.3 Review of Documents
The consultant requests that the client provide access to copies of developing Parking Study documents, in a timely manner, in order to remain informed as to the direction and findings of that study

Task 3 - Preliminary Site Inventory and Analysis

The consultant will conduct a comprehensive site inventory to become familiar with the campus setting and the components of the physical environment. Documentation of this task will take the form of plan drawings, diagrams, photographs, sketches and text. Plan drawings and diagrams will be prepared as part of the overall digital information package, and photograph locations will be indicated on the plan diagrams. Elements that will be included, and method of data gathering are listed as sub-tasks, below.

3.1 Pedestrian Circulation

The consultant will conduct general observations of pedestrian movements on-site. Site work will be scheduled to allow observations during various times of the school day. The inventory will record other indications, such as worn turf areas and existing pavement widths to establish a general understanding of overall circulation.

Bicycle routes and parking areas will be documented. Additional information will be sought as part of the first workshop.

Part of the circulation inventory will include a general, ADA pedestrian accessibility audit consisting of a cataloguing of building entrances, barrier free walkways, and inaccessible slopes as indicated by the Americans with Disabilities Act. A diagram locating the findings of this audit will be prepared as an overlay to the overall plan package.

The findings of the circulation inventory will be confirmed and expanded as one aspect of the first workshop. Staff input will be used to expand on circulation issues as related to delivery, operations and maintenance circulation.

Existing vehicular circulation patterns will be inventoried through collection of existing data such as traffic counts, and data generated by the Parking Study. On-site observations will also be used to identify pedestrian/vehicle conflicts.

3.2 Signage

The consultant will conduct a general inventory of existing signage. This will consist of a photographic record of various sign types, and sketch documentation of size, mounting detail, and other general characteristics. This will not be a comprehensive listing of individual signs and locations, but will serve as a general record of the state of the sign system, and a beginning for the development of comprehensive sign guidelines for the campus.

Particular attention will be given to directional signage locations. All observable directional signs will be inventoried for message and location. Additional inventory and analysis of the existing directional system will be solicited from staff as part of the first workshop.

3.3 Existing Vegetation

The consultant will conduct a campus-wide assessment of existing vegetation. This will be limited to major plantings within areas associated with primary buildings; generally, the area contained by Main St., Prairie St. , Prince St. and Starrin Road, the two residence life areas, and the Williams Center and Phy Ed. areas of the campus. This assessment will evaluate plantings by application, (e.g. ground cover, foundation, canopy structure, parking areas, detail or display and turf), condition, life expectancy, landscape theme, maintenance requirements, and subjective valuation.

Canopy tree and evergreen tree plantings, within the main vegetation study area described above, will be catalogued and located by individual tree. This data will be collected from existing documents and from a comprehensive field survey. The consultant will provide a plan overlay showing the existing campus forestry by species, size and approximate location. This will provide critical base information for new and renovated landscape recommendations.

Areas in more naturalized and less developed sections of campus will be inventoried in a more general manner. This will consist of general observations taken within accessible sections of these areas. Information gathered will be description of plant community association, indicator species, general health, and general subjective valuation of areas of vegetation.

Areas of significant annual and perennial plantings will be identified in the field, and from interviews with campus staff. Evaluation of perennial plant conditions will be conducted in the field if the schedule is conducive to growing season observations. Staff evaluation will reinforce or replace on-site observations.

3.4 Site Amenities

The consultant will conduct a general inventory of existing site amenities.This will consist of a photographic record of various site furniture types, materials and general characteristics. This will not be a comprehensive listing of individual amenities and locations.

3.5 Architectural

The consultant will conduct an on-site visual inventory of existing building stock. This will include architectural style and materials, and will assist in the evaluation of overall campus visual character. Overall architectural inventory will consist of photographic montages of significant building elevations and their relationship to the exterior spaces. Photographic inventory will be keyed to a location plan for reference.

Particular attention will be given to buildings that will be considered for expansion within the next 10 year period. Schematics of existing floor plans for these buildings will be collected or developed as part of the inventory process. Adjacent site areas available for expansion will be identified. Complete elevational photographic montages will be provided for buildings under consideration for expansion.

3.6 Views

The consultant will document existing view conditions throughout the project site. This will include views into the campus from adjoining properties and roadways, and views out of and between campus areas. The inventory will document significant views through photographs keyed to a location plan.

3.7 Land Use

The consultant will document existing land uses within the campus boundaries, immediately adjacent to campus properties, and significant uses near to campus if appropriate. Campus and adjacent land uses will be documented as an overlay on the CADD plan package. If required, outlying significant land use patterns will be documented as part of another mapping system such as air photography, or other appropriately scaled system.

3.8 Visual Character/Quality

The consultant will conduct an on-site inventory of existing visual characteristics. This will be a subjective assessment of the visual and spatial qualities of the campus environment. Quality will be measured through a combination of multiple criteria, including many of the characteristics listed above.

The findings of this assessment will be documented in a diagrammatic form in plan, and with photography and accompanying text.

Task 4 - Workshop Preparation

4.1 Workshop Schedule and List of Participants
The consultant will work with the Client representative to confirm a list of workshop participants and to schedule a series of on-site interviews to explore the issues to be addressed in the Master Plan. The consultant will provide copies of questions for distribution to workshop participants prior to interviews in order to facilitate discussion. Draft copies of some inventory/analysis plans will be provided for review and feedback.

4.2 Preparation of Base Documents
The consultant will provide draft copies of inventory drawings and organize photographic record to serve as reference during the workshop sessions.

Task 5 - On-site Workshop

The consultant will facilitate a two day, on-site workshop, that will focus on expanding and confirming the site inventory, identifying areas of common need and areas of conflicting need, exploring the physical requirements of the various campus operations, and developing a direction for campus aesthetic theme and visual character. Information will be assembled through a series of interviews. Interviews will be planned to involve representatives from discreet campus planning interests in order to explore individual issues in depth.

5.1 Interviews
The consultant will facilitate a series of interviews with members of the Campus Master Plan Advisory Committee, Campus Planning staff, and other designated individuals or groups. These interviews will be scheduled within a two day period, at a common location on-site.

5.2 Memorandum of Understanding
The consultant will publish a summary memorandum, outlining the findings of the interview process, by issue or topic. This memorandum will be delivered to the Client for circulation to workshop participants.

5.3 Refined Final Inventory and Analysis
The consultant will revise and refine the inventory and analysis documents to reflect input from the workshop session. Questions raised by the workshop may require that additional information be assembled. This information will be added to the inventory/analysis database.

Task 6 - Concept

Based on the findings of the project inventory and analysis, and the information from the initial workshop, the consultant will develop a series of concept recommendations for the many issues of the master planning process. Where appropriate, alternative concepts may be developed. Concept recommendations will consist of plan diagrams, sketches and outline text.

6.1 Circulation

Concept design will explore overall pedestrian and bicycle circulation issues in diagrammatic form. A hierarchy of main, secondary and tertiary routes will be identified. Areas of pedestrian/vehicular conflict will be identified, and solutions explored. Areas of significance will be identified for possible increased amenity integration and landscape development.

Findings of the Parking Study are expected to be an integral part of the circulation concept.

6.2 Signage System Concept

Signage concept development will focus on the directional system, exploring the entrance sequences, again in diagrammatic form. Sign system development will begin with identity and theme creation, and move through the main directional elements, building identification, regulatory, informational and other desired signage elements. Options for phased implementation will be explored, along with options for graphic design and materials.

6.3 Plantings

Concept direction for campus plantings will focus on development of treatment zones. Zones will be differentiated by land use, potential for theme creation or reinforcement, response to existing vegetation, maintenance requirement and expectation. Planting recommendations will also explore treatment and design direction according to plant type, i.e. canopy tree, evergreen tree, ornamental tree, shrubs, perennials, and annuals.

Concept development will be illustrated in plan diagram form, and with supporting sketches and text.

6.4 Site Amenity System Concept

Consideration of site amenity system development will begin with prioritization of development areas. High priority areas may include main pedestrian circulation intersections, entry feature areas, main outdoor use areas, etc.

6.5 Architectural

Based on information from the planning workshop, and the Physical Development Plan, the consultant will develop architectural massing scheme alternatives for scheduled building expansions. This information will set some parameters for exterior space development near buildings to be expanded.

6.6 Design Theme

Concept design will begin to assemble the various components of the concept design to create an overall aesthetic design theme for the campus. Design theme development will suggest visual unification of campus components where possible, and suggest visual transition for divergent areas. Theme development will address formal/informal issues.

Task 7 - Preview Work Session

The consultant will provide an informal review of developing concepts with Client representative. This is intended to provide an opportunity to fine tune the initial concept direction, prior to the second workshop session.

Task 8 - Concept Review Workshop

The consultant will facilitate a concept review workshop that will focus on an in-depth review of concept directions. The workshop will begin with an overall presentation of project findings and concept development. Additional input will be solicited from workshop participants in regards to more detailed development of the concept direction. If necessary, the workshop will continue by braking out focus groups to address particularly complex issues.

Task 9 - Preliminary Master Plan

The consultant will develop the concept plan into a preliminary master plan. The plan will illustrate actual improvements in plan and sketch form with supporting text. Plans will differentiate dimensional differences, materials, and order of magnitude cost alternatives.

9.1 **Circulation**
Circulation improvements will be identified. Pavement widths will be identified, as well as pavement details to deal with issues of maintenance, accessibility, and cost.

9.2 **Signage System**
Sign design proposals will be developed for all sign types, i.e., identity, informational, directional, regulatory, etc. Sign system implementation recommendations will be proposed, including prioritization of system elements.

9.3 **Plantings**
Planting redevelopment will be identified for main infrastructural plantings, i.e. canopy and evergreen trees, by species. Specialty detail plantings, such as entrance feature areas will also be identified by species. General planting guidelines will be developed for building foundation, perennial, annual and other herbaceous plantings.

General maintenance procedure guidelines will be developed, with a focus on decreasing the extent of overall maintenance operations, while improving overall image and appearance.

9.4 **Site Amenity System Concept**
Site amenities will be presented in terms of style and material, and if necessary, manufacturer. Redevelopment of site amenity system will be prioritized for phased implementation.

9.5 **Architectural**
Building expansion areas will be identified. Where necessary, multiple expansion zones will be delineated on plan drawings.

9.6 **Design Theme**

Design theme will be the culmination of the various elements of the master plan development. Design theme will be communicated through a series of elevational sketches, sections and perspective renderings, suitable for use in promotional publications. Renderings will be provided as full color illustrations.

Task 10 - Review Work Session

The consultant will present preliminary master plan documents to Client representatives, and solicit comments and revisions.

Task 11 - Draft Master Plan Report

The consultant will prepare text discussion of the master planning process, and the findings of the master plan. Draft master plan report will not include reduced drawings at this time, but will refer to full size drawings for reference. Location of graphics in the final report will be noted. 10 copies of the draft report will be delivered to the Client for review and revision.

Task 12 - Final Master Plan and Report

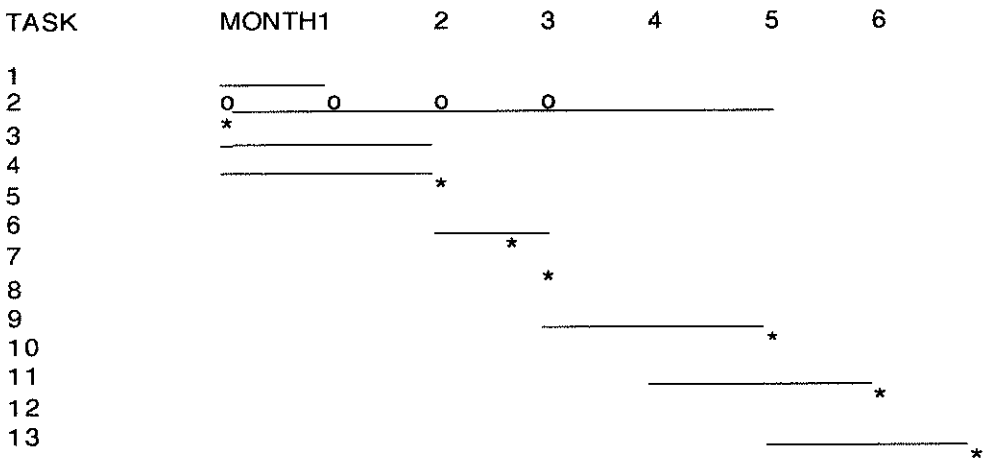
The consultant will incorporate final comments and revisions into final master plan documents. Final graphics will be produced in color versions, as well as reduced black and white. Final plan drawings will also be provided on computer disk, in Dxf format.

Task 13 - Final Presentation

The consultant will provide a final presentation of master plan documents to Client representative, and deliver 10 copies of the Final Master Plan and Report.

SCHEDULE

The consultant will provide a schedule, outlining target dates upon authorization to proceed. The proposed scope of services contains significant field investigations as part of initial inventory and analysis processes which should be scheduled during the academic year, and preferably during reasonable weather. Based on the ability to begin the project either in April or August of 1993, the project schedule is diagrammed below.



MEETINGS

Meetings are diagrammed in the project schedule above. Meetings indicated by * are review and presentation meetings for the Master Plan. Meetings indicated by o are associated with the Parking Study, and are for purposes of coordination. All meetings indicated in the scope of services, and indicated in the schedule are included in the base fee proposal.

DELIVERABLES

Conceptual plans will be presented at an appropriate scale. All plans, including base drawings, inventory/analysis plans and diagrams, and final master plan will be provided as reproducible full size drawings, reduced size drawings, and on computer disk, in Dxf format.

The consultant will provide a report summarizing the process and findings of the Master Plan. Final plans, supporting graphics and significant photographic record will be included in the summary report. Graphics and photographs will be reproduced through color photocopying processes. Ten copies of the final report will be provided as part of the base service and expense proposal.

APPENDIX C

LIST OF WORKSHOP QUESTIONS

University of Wisconsin-Whitewater
Workshop Questions

Introduction

Thank you for agreeing to participate in our planning workshop for the UW Whitewater Campus Landscape Master Plan. Your input will help to insure that we address the issues most important to the success of the campus. Please review these questions prior to our workshop. Note that not all questions will apply equally to everyone.

General Questions

What is your interpretation of the strategic priorities, and the campus goals and objectives for the next five to ten years? What is your overall vision for the campus? What things should the campus do now, or in the near future to achieve this vision?

From your own experience, on-campus, how would you change or improve the environment? How well does it function? How does the setting influence your activities?

From your knowledge of the history of the campus, are there consistent ideas that should be respected and continued? Are there problem areas that should be corrected?

How does the campus interact with the University System or the community at large? What is the nature of this relationship? How can it be improved?

How would you characterize the visual appearance of the campus? How does it relate to the overall mission of the campus? What message does it send? How can this be improved?

Specific Questions

Are the present site facilities adequate for your operations or activities? How can they be improved?

We have been specifically asked to investigate the following issues. What concerns or problems do you see relating to these particular areas?

Vehicular and pedestrian circulation- conflicts and opportunities for improvements. Of particular concern is east/west pedestrian movements across the drumlin.

Campus signage

Plantings

Site amenities such as benches, trash containers, bike racks, etc.

Unification of the visual appearance of the campus

APPENDIX D

WORKSHOP SUMMARY MEMORANDUM

University of Wisconsin-Whitewater
Workshop Memorandum

INTRODUCTION

We would like to thank all of those individuals who participated in the Campus Master Landscape Planning Workshop. We held eleven interview sessions, which were attended by more than 50 people, representing a number of various campus and community interest groups. Sign in sheets, circulated at the beginning of each interview session are attached. Participants were asked to give their impressions of the campus' overall appearance, identify a visual theme, and identify specific problems or concerns. Through these discussions, we were able to identify what appear to be the major design issues for the campus. Among those are signage, pedestrian circulation particularly over the "drumlin", conflicts between pedestrian and vehicular traffic especially on Starin Rd., and the development of a visitor/information center.

What follows is a summary of the discussions of the various interview sessions. We encourage you to read through this material to gain a greater perspective of the two day workshop event and the views others have of the problems and opportunities the campus offers. Many topics overlap, and may be mentioned more than once, or may be discussed in another topic area.

SIGNAGE

Signage was mentioned by every group in the workshop as a major problem for the University of Wisconsin - Whitewater. Directional signage, to the campus from outlying areas and within the campus was perhaps the biggest concern of workshop participants.

Signage to the campus needs to begin at the interstate and continue to the campus destination. Particular routes mentioned in the workshop were State Highway 59, County Highway N, State Highway 12 (Main Street), and Tratt Street. Needs mentioned include clear directional signage to the Warhawks Stadium, the Residence Halls, the LAWCON site, Baker Hall, the Police and Parking Offices, and a potential Visitor's Center or Information Booth.

Several comments were made regarding an entry or gateway feature as part of the signage system. This feature would act as an identifying element, announcing the visitor's arrival to the campus, as well as distinguishing the campus as an entity separate from the surrounding neighborhoods and community. This may be a single feature or a series of features, but regardless would act as an identifiable entry and landmark for the University.

Another signage issue is the "locator map" or University directory map which tells you, "you are here", and identifies destinations and parking. This was mentioned several times during the interview sessions, with particular emphasis being given to the fact that it should be accessible both for pedestrian and automobile traffic. This feature could be incorporated into a Visitor's Center or could be a stand alone feature, perhaps with multiple locations.

Other needs include, directional, parking, and building signage. Comments regarding the current campus signage were generally negative. The great majority of workshop participants feel that the current signage is unattractive, hard to read, placed inappropriately, and does not reflect the kind of image that the University wants to portray.

A number of suggestions were made regarding building signage including placing signs directly on the buildings rather than on sign posts in front of the building, placing building signs not only in the front of the building but on all sides of the building (or at least those side of the building that face the direction of significant traffic patterns), lighting signs so that they are readable at night, provide a function title on the building sign as well as the name of the building, and that the signs be designed so as to be seen from a distance.

Comments were also made regarding parking signage. The current parking signs are full of information and not easily digested in a short amount of time. Suggestions were made that these signs be much simpler, making them easier to read and understand, perhaps by using a coding system or icons to communicate intended purposes for the different lots. Handicapped stalls must be clearly marked.

Miscellaneous signage issues include the need to manage the temporary sign boards and the need to provide the basic function served by the two wooden "kiosk" signs.

Some general comments on a signage system is that it be uniform throughout the campus, both in its design and placement. That signs be readable from a number of directions and distances and be relatively maintenance free and vandal resistant, and most of all be "user friendly".

CIRCULATION

Another issue discussed in detail in most of the interview sessions was circulation. Issues identified included both general and specific conflict areas.

One particular area that was discussed in detail and recognized as a problem for pedestrians is the drumlin area. The drumlin creates a physical barrier between two sections of the campus, and is generally viewed as inaccessible and hard to cross. Crossing becomes particularly difficult and uncomfortable in the winter with ice and snow accumulation, and cold winds.

On-campus, particularly off-roadway, vehicular circulation was discussed. Elements include Disabled Student Services vehicles, maintenance vehicles, delivery vehicles, both internal and non-University, visitors, Police and other emergency vehicles, Parking regulation vehicles, commuter student vehicles, University faculty and staff vehicles, special event participant vehicles, and external service vehicles such as trash or recycling removal vehicles.

Another very important issue raised by many workshop participants relating to circulation is the conflict between pedestrian and vehicular traffic. There are areas where conflict has been identified as a priority area for concern.

A major conflict exists along Starin Road. Information provided from workshop participants indicates that between 80-90% of the traffic volume on Starin Road is University related. Pedestrian crossing causes traffic backups on Starin Road particularly at times when classes break. This causes lengthy delays for waiting vehicles and creates problems for police vehicles entering Starin Road from the driveway east of the Bookstore. Another crossing conflict on Starin Road is at the corner of Starin and Prairie, near the Health Center Building. The parking area just to the East of the Bookstore, Goodhue Hall and Fischer Hall carries heavy pedestrian traffic, which conflicts with delivery vehicles and the University Police.

Another traffic conflict area noted by workshop participants is on Main Street, particularly near the Library. Main Street carries significant vehicular traffic and is difficult to cross. Some workshop participants feel that Main Street is poorly lit. Also, there should be consideration of the street widening project which is slated for construction in 1995.

Other areas of campus cited for circulation problems include the circular drive behind the University Center because of the large volume of semis and other delivery vehicles, loading dock areas for Upham Hall, the University Center and the Bookstore, a drop-off for the Young Auditorium, and parking lot 13 being used as a drop-off for Heide Hall.

Bicycle circulation was mentioned by workshop participants. Currently the campus does not cater to the needs of bicyclists, whether commuters or just on-campus riders. Some workshop participants believe that the integration of a bicycle route through campus should be a major consideration in the master plan. The City Planning Commission has expressed some interest in the possibility of linking a University Bicycle Route with a future City of Whitewater Bicycle Route. This could also connect to the Ice Age Trail.

The on-campus bike system needs additional bike storage support. Participants recognized the need for more and improved bicycle storage, including, substitution for existing bike lockers, properly located and detailed bike racks.

PARKING

Parking issues are primarily being dealt with in the Campus Parking study, which will be giving recommendations for numbers of stalls needed and locations for those additional stalls. However, parking issue are a concern of the master plan where they related to the functions and efficiency of the campus as a whole. Specific examples of problem areas were noted by a number of workshop participants, and they have been noted.

These specific examples include the parking for the University Police, this specific example is sited due to the importance, in some cases, that they have quick and easy access to their squad cars for emergencies or when dangerous situations that might arise.

Another parking issue, which will not be covered in the Parking Study, is parking for a potential Visitor's Center. The need to bring people to a specific location for acquiring parking permits and information was a highly regarded issue by many workshop participants, and the need to provide parking at this site was considered to be very important. In the event that the University Center were to become the official "Visitor's Center" (that is not to say they are not currently the campus' primary information center), this facility would need additional parking, an issue most likely not dealt with in the Parking Study.
Additional parking for the Alumni Center might be a valid consideration of the master plan. This may be a consideration in that there is a safety issue involved with the arrival of elderly alumni at the Alumni Center and the need for convenient and safe short term parking.

THEME / IMAGE

Discussions about the image of the University and a Theme for the campus, prompted by the workshop questionnaire, varied from session to session, but a number of general comments on the subject came out. One of the most commonly mentioned problems with the image of the campus is the absence of a theme and visual unity. (A side note to the problem of lack of image and continuity to the campus is the current

logo design. Discussions about the University logo were brought up during some of the sessions and it was suggested that the logo be redesigned to coordinate with the image or theme that will be created for the University and the campus by the master plan.)

Another general observation made by workshop participants is that the University is a "rural" school. The region and surrounding community were the most prominent reasons for these observations, but a few comments on the rural nature of the campus also related back to the style of the existing signage. The concept of utilizing plant materials native to Southeastern Wisconsin, using a native landscape as a unifying element was mentioned. This concept could also relate to a "rural" aspect to the campus. Many participants feel that the campus landscape should not be a highly formalized design, but rather should be more park-like in it appearance.

A landscape design theme that was mentioned by several participants was a glacial theme, using the glacial features present on and unique to the campus as the basis. Suggestions as to how to portray this image were not offered, but it was stated that some of the art work in the University Center, including the neon light work in the entryways were designed with this theme. Many of the buildings on campus are named after glacial features.

Another suggestion for theme was to work with the architectural elements already present on campus. The blue arches of the University Center was one suggestion, as well as the pitched roofs of some of the newer buildings. The comments related to this suggestion were that these architectural elements are much more recognizable to the students of today, and for the past twenty years, because the Tower burned down in the 1970's. These suggestions were also based on the idea of viewing the University as a progressive, forward thinking and acting school. A place were young people can envision themselves living and learning.

On the other hand, however, it was suggested that the University incorporate the history of the school into the theme of the campus. The Old Main Tower, which currently appears on the University logo, was one suggestion for reflecting the history of the school. It was suggested that a replica of the tower could be built, and/or an historical plaque could be placed near Hyer Hall explaining some of the history of the campus. Another comment was to incorporate the past, present and future into the theme (and logo) for the University. An educational theme was another suggestion for the theme of the campus, focusing on the expression that has become the verbal theme for the University, which is "Excellence for the 21st Century".

Students would like a more "Ivy League" type feel to the campus, with more main quad spaces, and more relaxed, tree covered, study spaces.

VEGETATION

The comments about campus vegetation varied from group to group. One comment was that this campus isn't as beautiful as others, in part due to the lack of trees throughout the campus. Some specific areas were cited for needing additional plant material; the walkway behind parking lot 7 to the William's Center, the north side of parking lot 7, and the University Green. There were also comments on the overabundance of mowed lawn areas.

Comments were also made that the present plantings are out of control, causing safety and maintenance problems. With the separation of maintenance tasks between the general grounds crew and the Residence Life grounds crew, plant material is being maintained in different ways, creating an inconsistent appearance of the overall campus plantings.

A need exists for standard maintenance and development practices for planting , and it was suggested that the master plan include recommendations for guidelines for planting techniques, plant material selection, plant maintenance, and placement of plantings, particularity for donated specimen trees.

All-season interest was another concern. The incorporation of more evergreen plant material, and plant material with other winter interest was suggested as an improvement to the overall appearance.

Safety issues relative to plantings should be an important consideration of the Landscape Master Plan.

Several functional applications were mentioned for campus plantings, including, trees to provide shade on the Children's Center playground, wind screening plantings along the mall and the walkway leading to William's Center, plantings to screen a number of different parking lots, and planting along the perimeter of the campus for aesthetic purposes.

The planting of annuals vs. perennials was another issue mentioned by a number of different groups. While most participants agreed that the annual plantings done every year around the campus are attractive, many question the cost effectiveness of those plantings, due to their labor intensive nature. The fact is that these plantings do not go into the ground until late May, when the student labor force is available. This gives the University a time period of about four months when these plantings are effective. This is appropriate timing for many of the preview and recruiting sessions that occur during the summer, but there are several on campus days during the year, which could also benefit from an attractive planting display.

SITE AMENITIES

Site amenities are an important component of the overall appearance of the campus and was a topic of many of the workshop sessions. A general comment made by a number of participants was that the existing site amenities, benches, trash cans, lighting fixtures, kiosks, bicycle racks, lighting fixtures, and pieces of public art, are unrelated to each other and out of date. These elements serve very important functions on campus, but do not portray the type of visual message the campus desires. Particular site amenities mentioned as inappropriate or unattractive include the fountain on the north end of the mall, the mismatched lighting fixtures throughout campus, the building signage, and the color of the benches on campus (which match the brown of the campus building signs).

One particular site amenity that was discussed by several different groups was the boardwalk on the top of the drumlin. It was stated that this boardwalk is highly used during the nice weather, but poses not only maintenance problems, but safety problems as well. It is the type of amenity that students seem to want more of and many participants feel it should remain, but renovation should occur for safety concerns.

Bicycle parking is another issue that generated a great deal of discussion. The current bike storage lockers are serving a purpose, and there is a waiting list for these lockers. There is a concern about the appearance and maintenance of the bike lockers. Many of the bike racks on campus are outdated in that they do not accommodate the new, popular, kryptonite locks. The placement of many of many of the racks is fine during most of the year, but during winter the racks are moved in order to allow for easier snow plowing, causing problems for those who ride in the winter. The advent of the mountain bike has created a greater base of year round riders. Another issue related to year round bike riders is the storage of bicycles, particularity for commuter bicyclists. A couple of comments were made related to the need for appropriately designed, roofed storage areas to keep the ice and snow from accumulating on the bike and adversely affecting the gears and other components.

Other site amenity issues, which directly affect the appearance of the campus as a whole, include newspaper vending machines near the Bookstore, and the sign boards that various organizations use to announce special events. These boards usually appear at building entrances and are not regulated in any way. Often times these boards are not retrieved after the event or maintained, and in some cases can pose safety issues if left unattended.

The historic buildings located at the top of the drumlin were also discussed. The function of these buildings was discussed, as was the appropriateness of their location. These buildings are closed, with no physical or visual access to the inside, except for a Junior High School annual event. Removing the structures or donating them to another community or organization was discussed.

Lighting was commonly mentioned in the sessions. There is a lack of a unified lighting fixture or system of fixtures. There is also an apparent lack of appropriate lighting level in certain areas of the campus. Areas needing additional lighting include the athletic fields and service drive in the northern portion of the campus, parking lot 9 west of the playing fields, and areas bordered by private property such as near Starin Park or the Calvary Cemetery.

Trash and recycling containers areother site amenities discussed in several of the workshop sessions. A number of participants mentioned the need for trash containers in the parking lots. On the other hand, it appears that most of the trash generated in the parking lots comes from cases of beer, smuggled into the dorms, and is not likely to be deposited in trash containers. Criteria for trash containers includes a 55 gallon capacity, a swinging doors on the top, and color coding for the various uses of the containers. Color coding is brown for trash, green for recylables, blue for office paper.

The appropriateness of the four bus shelters occurred in a couple of the workshop sessions. The participants said that the shelter on Main Street in front of the library is regularly used as a waiting place for people being picked up by car. The other shelters are not used. It was also suggested that the bus shelters might be used as sign shelters or as kiosks.

The existing kiosks in their current locations, are not heavily used or maintained. They are off the beaten path and not accessible to all campus users. The kiosks are of the same style as the campus signage and benches, and are viewed as less than attractive.

MAINTENANCE

Maintenance is an important issue, both its function and its aesthetic impact. There were several issues related to the topic of maintenance, including plant material maintenance, snow plowing, sidewalk conditions, and vandalism.

An important issue is the lack of coordination between the different agencies performing maintenance tasks.

Another major issue is mowing. The campus has a great number of lawn areas which, constantly need to be mowed. A couple of these areas, including the glacial drumlin and some of the tree planted berms on the mall, pose problems for the mowers, and must be mowed by hand.

Snow removal is a big part of the duties performed by the campus maintenance department. Most snow removal is done with plows, and in some cases brushes. Some hand shoveling must also be performed, such as on the boardwalk on top of the drumlin and on all exterior stairs

and ramps. The snow is deposited on site, rather than being removed and hauled to a disposal site. (There was some mention of a snow removal plan in the maintenance discussion... if there is a formal document the consultants would request a copy of the plan.)

Snow removal on this campus is not only a reality, but is an important safety issue as far as maintenance practices are concerned. Safety issues are particularly applicable to the use of sidewalks by the more than 50 disabled students on campus. Snow and ice removal practices were discussed which would be most effective and at the same time least harmful to students' wheelchairs. The Drumlin seemed to pose the most difficult winter maintenance problems as far as making all sidewalks accessible.

Sidewalks were another topic of discussion in several of the workshop session. In general the comments related to two main issues, the lack of sidewalks in appropriate places and the development of "cattle paths" throughout campus, and the rutting of the edges along the sidewalks during the winter, leaving muddy "gutters" along most of the sidewalks. Construction guidelines for sidewalks should be part of the Master Plan recommendations. Other maintenance issues include plant selection for low maintenance in terms of cutting and pruning, and litter removal, drainage problems on various sidewalks, ash urns and the litter problems associated with smokers at the entrances of buildings, and the problem with sign maintenance. Many of the signs and fences on campus are continually vandalized and must be repaired on a routine basis.

SAFETY

Safety is a main concern for the campus master plan. Issues of safety dealing with lighting levels were mentioned repeatedly by workshop participants. Specific areas were mentioned and the topic will be further explored on the 16th of November when campus police will be conducting a lighting walk around campus to identify those areas that may be lacking the appropriate amount of light for pedestrian safety. This consultant will atttend the lighting walk.

Another safety issue for pedestrian safety is the overplanting. At this point no specific areas were discussed, but one of the Campus Police Officers mentioned a seminar held by the National Crime Prevention Organization on Crime Prevention through Environmental Design. The consultant is obtaining information on and will be trying to arrange attendance at one of the seminars.

Another safety issue are conflicts that exist between pedestrian, bicycle and rollerblade, and vehicular traffic throughout campus, particularly at the intersection of the mall and Starin Road, crossing Main Street near the Library, and internal areas of the campus where delivery and University services vehicle traffic is high. Also noted by some of the participants was the speed of some of University related vehicles.

Plantings were another issue brought up during the discussion of safety for pedestrians on campus, in particular for those students with physical and visual impairments. Limbs hanging over sidewalks can be dangerous for anyone, but in particular for students with visual impairments. Excessive natural litter (i.e. wet leaves, fruits etc.) on the sidewalk can present problems to those with mobility problems.

SUMMARY

These are the general issues raised in the two day Landscape Master Plan Workshop, many smaller issues or issues which relate specifically to a particular area or building may not be included in this memorandum, but are in our meeting notes and will be considered in the master

planning process. If there are any misinterpretations present in these notes, or significant ommissions, please inform us at your earliest convenience.

We appreciate all those who took time out of their busy schedules to join us in the workshop interviews and invite you all to attend the preliminary conceptual presentations that will be held on December 14, location to be announced. There will be two sessions on that day, one from 10:00 a.m. - Noon, and the second from 1:00 - 3:00 p.m., and you are invited to attend whichever of these sessions best fits into your schedule.

APPENDIX E

CITY OF WHITWATER
SIGNAGE ORDINANCE DRAFT

ORDINANCE NO. ____

AN ORDINANCE REPEALING AND RE-ENACTING
CHAPTER 19.54 ENTITLED SIGNS

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin does hereby ordain as follows:

SECTION 1: Section 19.54 is hereby repealed and re-enacted to read as follow:

CHAPTER 19.54 - SIGNAGE REGULATIONS

Section 19.54.010 Sign Permits

(1) The following sign uses and purposes are permitted in all zoning districts without the need for a sign permit. Such signs shall not count as part of the maximum permitted sign area as regulated by Table 19.54.052.
   (a) Address numerals and identification signs not exceeding one square foot in area.
   (b) Legal notices.
   (c) Signs established by, or by order of, any governmental agency.
   (d) Memorial signs and tablets displayed in cemeteries.

(2) **Community information signs** shall be permitted only as a conditional use within all zoning districts and upon any property within the jurisdiction of the City. As such, the review of a request for the erection of a community information sign shall comply with the requirements of Section 19.54.020(1)(d). The proposed size, configuration, and design of the sign shall be described as part of the conditional use requirements. As a conditional use, the City of Whitewater may revoke the designation of an approved community information sign if such sign fails to comply with the requirements of this Article. Such action shall proceed per the requirements of Section 19.75. Upon revocation, the owner of said sign shall have 30 days to remove the sign at the owner's expense.

(3) No person shall erect, alter, or relocate within the City of Whitewater any sign without first obtaining a sign permit, except for the exceptions in (1) and (2) above.

Section 19.54.020 Definitions and Regulations Specific to Certain Signs

The following definitions shall be used by this Chapter to assist in the establishment of clear cut signage regulations. In general, Sign Purposes refers to where or how a sign is used, Sign Configurations refers to the style of the sign, and Sign Measurement explains how the dimensions of a sign are determined.

Sign: any object, device, display, structure, or part thereof, situated outdoors, which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event, or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, illumination, or projected images. Signs do not include the flag or emblem of any nation, organization of nations, state, city, religious, fraternal, or civic organization; also merchandise and pictures or models of products or services incorporated in a window display, works of art which in no way identify a product, or scoreboards located on athletic fields. Definitions of particular functional, locational, and structural types of signs are listed in this Section. (Traffic control and other public agency signs located within a right-of-way are not included within this definition and are not regulated by the provisions of this Article.)

(i) Temporary sign: a sign or advertising display intended to be displayed for a period not exceeding a total of thirty cumulative days within any 12 month period (except as permitted by Section 19.54.060). Included in the definition of "temporary signs" are retailers' signs temporarily displayed for the purpose of informing the public of a "sale" or special offer (6 sq.ft. max.) or for the designation of a new building, promotion of a new development or announcement of a special event (32 sq.ft. max.). If a sign display area is permanent but the message displayed is subject to periodic changes, that sign shall not be considered as temporary. A business shall be limited to no more than a total of 30 cummulative days for displaying all temporary signs during any 12 month period.

(j) **Residential business sign:** a sign that is located in a Residential District for a joint commercial/residential use which requires approval by the Zoning Administrator and to meet the requirements of the Conditional Use Section 19.66. All signs must be monument style signs or arm/post type. (Refer: Sec's. 19.54.024, 19.54.026, and 19.54.052

(2) **Sign Configurations**

(a) **Freestanding sign:** a self-supporting sign resting on or supported by means of poles, standards, or any other type of base on the ground. This type of sign includes monument signs and pylon signs. The base or support(s) of any and all freestanding signs shall be securely anchored to a concrete base or footing. The footing and related supporting structure of a freestanding sign including bolts, flanges, brackets, etc., shall be concealed by the sign exterior, masonry covering, earth and permanent groundcover, or through the use of evergreen shrubs. (Refer to Sections 19.54.020(3). and 19.54.050.)

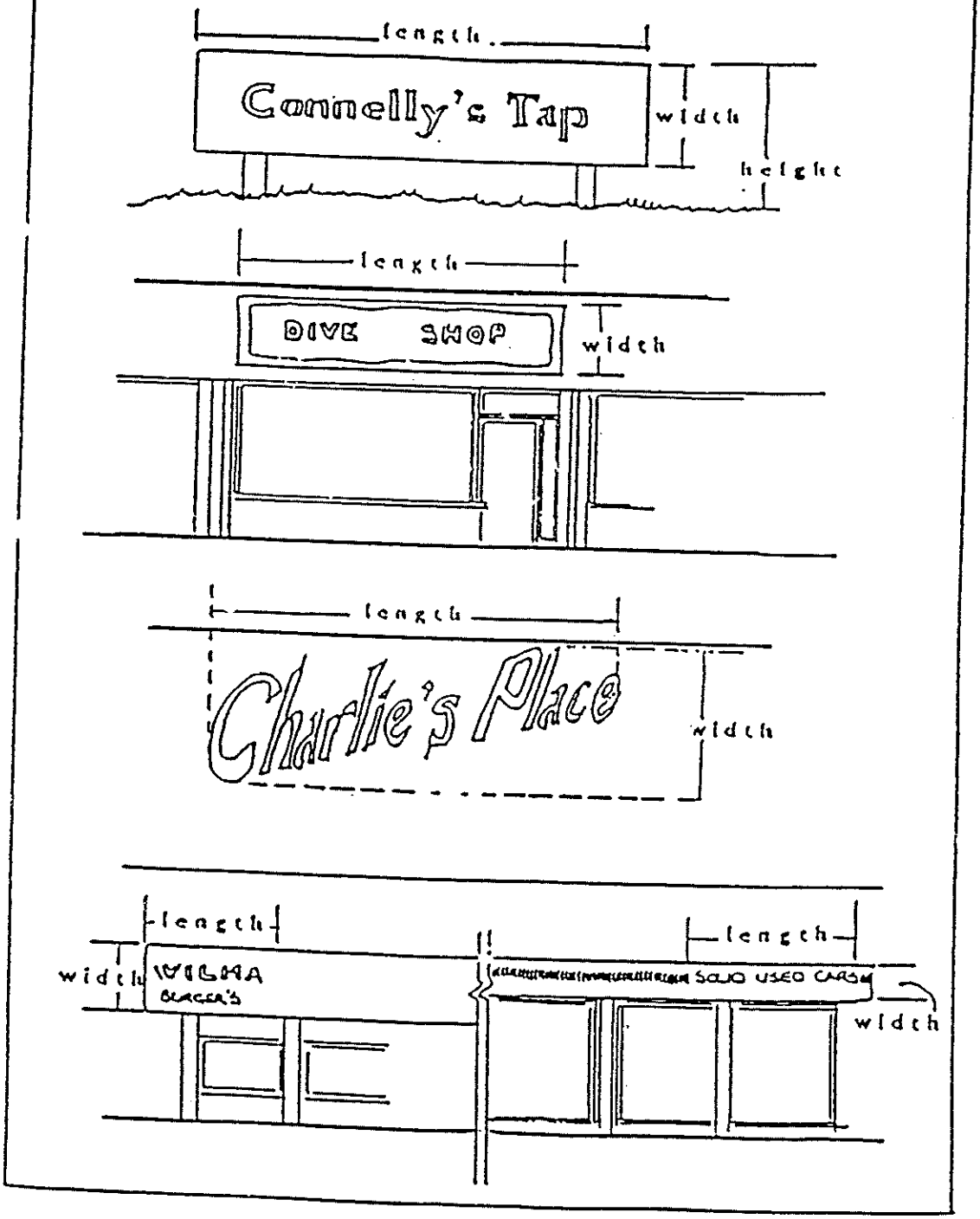
(b) **Mobile/Portable sign or banner:** a sign or banner mounted on a frame or chassis designed to be easily relocated. These are prohibited unless approved by the Zoning Administrator for the purpose of recognizing a business opening, annual business anniversary, or a community celebration. Sign use shall not exceed thirty days within any 12 month period and 32 square feet in area. A mobile or portable sign shall not be considered a temporary sign or used for such a purpose.

(c) **Monument sign:** a freestanding sign whose bottom edge is located within one foot of ground level and whose top edge is located no more than eight feet from ground level. The base or support(s) of any and all monument signs shall be securely anchored to a concrete base or footing. The height of a monument sign shall not exceed 8 feet in height, nor shall it be otherwise erected so that they impede visibility for safe pedestrian and/or vehicular circulation. The footing and related supporting structure of a freestanding sign including bolts, flanges, brackets, etc., shall be concealed by the sign exterior, masonry covering, earth and permanent groundcover, or through the use of evergreen shrubs. (Refer to Section 19.54.040 and Table 19.54.024, 19.54.026, and 19.54.052).)

(d) **Projecting sign:** a sign, other than a wall sign which is attached to and projects more than one foot, generally perpendicular from a structure or building face. The bottom edge of such sign shall be located a minimum of ten feet from the ground level directly under the sign. Such sign shall be mounted directly to a building. The sign must be located in a B-2 District (Central Business) or proposed as a certified historic renovation project and in no instance shall such sign be located closer than three feet to the edge of a street curb, drive, or parking area. (Refer to Subsection 19.54.030(2)(f).) Maximum area and placement, see table 19.54.060(6).

(e) **Pylon sign:** a freestanding sign, other than arm post type, erected upon one or more pylon or post. The base or support(s) of any and all pylon signs shall be securely anchored to a concrete base or footing. The height of a pylon sign shall be measured from the centerline elevation of the nearest road to the top of the sign. The height of a pylon sign shall not exceed 20 feet. Pylon signs shall be erected so that the vertical distance between the bottom edge of the sign and the elevation of the centerline of the nearest road to said sign exceeds 8 feet. The footing and related supporting structure of a freestanding sign including bolts, flanges, brackets, etc., shall be concealed by the sign exterior, masonry covering, earth and permanent groundcover, or through the use of evergreen shrubs. (Refer to Sections 19.54.024, 19.54.026, and 19.54.052.)

SIGN FACE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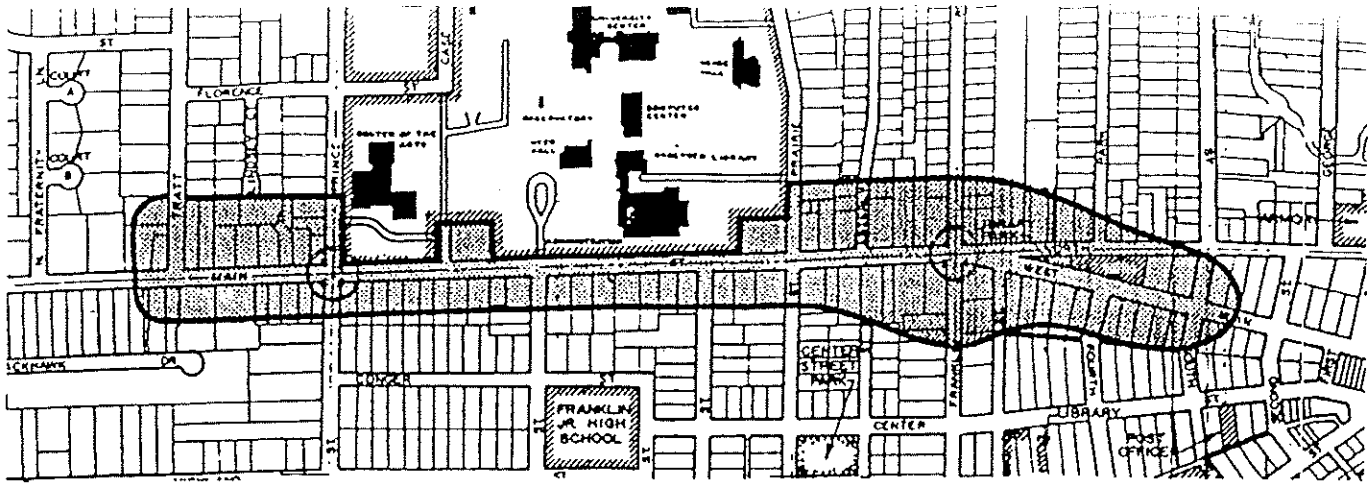
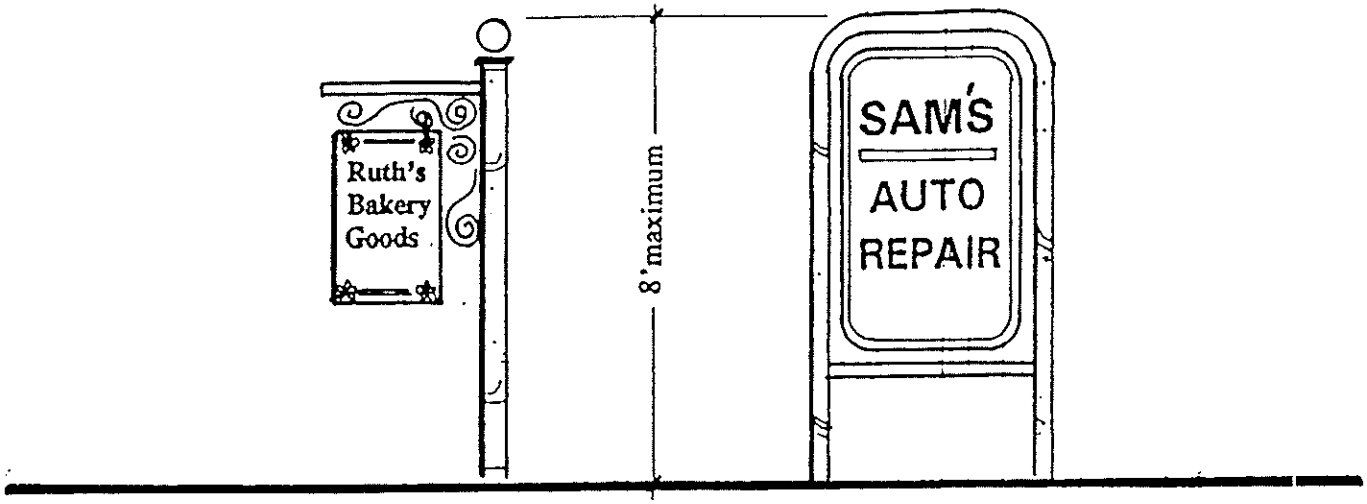
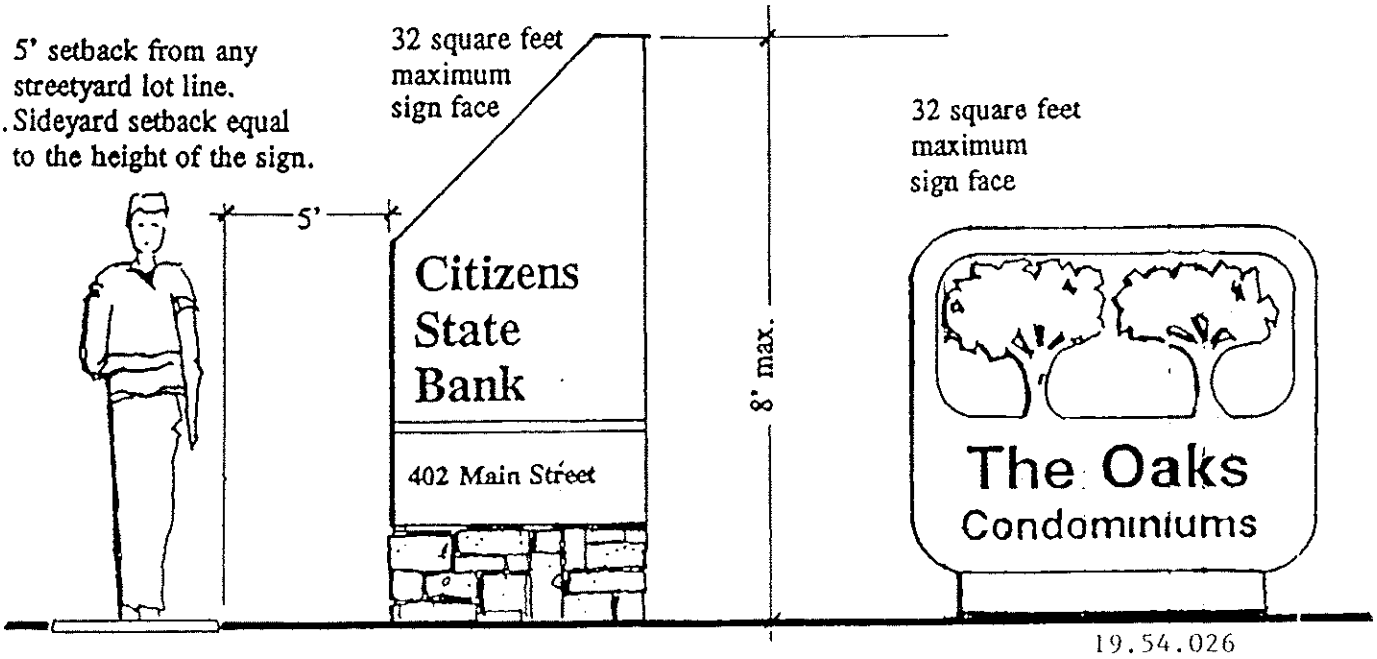


Residential/Business Signage Area

West Main Street from Fremont Street to Tratt Street, fronting on Main Street and all other residential properties.



Arm/Post Type Signage



19.54.026

Monument Type Signage

Section 19.54.040 Sign Regulations Applicable to Residential Districts

In all residential zoning districts, signage shall be permitted per the requirements of Sections 19.54.010-19.54.040 and 19.54.052-19.54.080 and per the following:

(1) **Wall, monument, and projecting signs (for certified historic properties)** are permitted in residential zoning districts. Other forms of signage are prohibited.

(2) For each single-family lot, or multi-family lot containing four or fewer dwellings units, one **identification sign**, not to exceed three square feet in area, is permitted for each dwelling unit. Said identification sign may include one or more of the following: name, address, and/or home occupation title.

(3) For each multi-family or institutional residential lot containing more than four dwelling units, one **identification sign**, not to exceed 6 square feet in area, 12 units or more-one identification sign not to exceed 32 sq.ft. is permitted. The sign shall indicate nothing more than the name and address of the premises and the name of the management company.

(4) **Permanent subdivision identification signs** are authorized if approved as part of an approved site plan (per Section 18). Detailed plans of proposed signs must be submitted at the time of subdivision review. Such sign shall comply with the visibility standards with approval by the Plan Commission.

(5) For all **Institutional signs**, (churces, schools, universities), one monument type sign per building, not to exceed 32 square feet in area, is permitted. The sign shall indicate nothing more than the name and address of the premises and the schedule of services or other information relevant to the operation of the premises.

(6) **Temporary Signs**, after approval of the Zoning Administrator, are permitted per the requirements of Section 19.51.060.

(7) For more information, see Sec. 19.54.020(2)(a-h) and the sign table.

Section 19.54.050 Sign Regulations Applicable to Nonresidential Districts

In all nonresidential zoning district, signage shall be permitted per the requirements of 19.54.010-19.54.030 and 19.54.050-19.54.080 and per the following:

(1) The owners of **multi-tenant properties** shall allocate sign size to each business, in writing to the zoning administrator, up to a specified maximum for the entire property. All multi-tenant signs must be of compatible in dimensions, in location, in design, in color and the same material, and shall be compatible with the appearance of the building and the surrounding area in the opinion of the property owner and the city.

(2) The total surface area of all **business and identification signs** on a lot shall not exceed the maximum permitted by Table 19.54.052.

(3) The number of **business and group signs** for a business use shall not exceed the number shown in Table 19.54.052.

(4) Only one **freestanding sign** shall be permitted to be erected within the required street yard for each lot. Such sign may be either a business sign or a group sign. No lot shall be permitted more than one freestanding sign, except directional/auxillary signs allowed by this Ordinance. All signs shall be located so that no part of the sign shall exceed the lot line set back from all lot lines as stated in Section 19.51 and the sign table, Section 19.54.024, or impede visibility (refer to Section 19.51).

(5) **Auxiliary signs** may only be permitted when specifically approved as part of the site plan review process. Said signage shall be calculated independently of the requirements of Subsection (1) above, and shall not exceed 50% of the maximum permitted area.

(6) **Maximum sign sizes** for non-residential districts shall be permitted per the requirements of the Table of Maximum Sign Sizes (see 19.54.052).

(7) **Temporary Signs** are permitted per the requirements of Section 19.54.060.

(8) **Signs carrying secondary advertising messages** restricted. The use of signs carrying secondary advertising media or messages, such as brand names of a product, unless the message represents the product logo for the exclusinve franchised dealer occupying the premises, shall be prohibited; in all other instances signs on the premises shall represent only the individual establishment occupying the premises (unless approved by Conditional Use).

A) Building wall area is determined by using the square foot of the exterior wall of the 1st floor area to be signed.

B) Equal 10% area of the first floor wall shall be divided equally between each tenant space. Maximum size equals 10%.

C) Window Signs, attached to the exterior of the window, cannot exceed 1/3 of the total window area for the business. These signs shall be counted as to the total area of walls.

D) Arm/Post sign may not exceed the height allowed by the chart from any lot line and not to exceed sq.ft. allowed in the chart for sign board sign.

E) Monument sign may not exceed 32 sq.ft. The sign face size, or exceed the height or the setback (sq.ft.) from any lot line as stated by this code.

Section 19.54.060 Temporary Signs

Only one temporary sign may be displayed on a property at any one time. Except as provided by (1) through (5) below, any one lot is permitted to display a temporary sign for a maximum of thirty days within any 12 month period. Furthermore, any one lot is limited to a maximum of two temporary signs in any 12 month period (temporary signs 1-2-4 are exempt from this restriction). Time limit is subject ot review of the city.

(1) For each lot or leasable space: one "For Sale" and "For Rent" sign, not more than 12 square feet in area, and no more than two signs in total;

(2) For construction on or development of a lot, one sign not more than 32 square feet in area, indicating the name of the contractors, engineers or architect, or products being used in the construction of a building but only during the time that construction or development is actively under way (Time limit subject to time of construction and to be removed 60 days after completion);

(3) For a temporary event of public interest such as a neighborhood garage sale or church fair, one sign, not over 32 square feet in area, located upon the site of the event. Such sign shall not be erected more than 30 days before the event and shall be removed immediately after the event. Also permitted are directional signs, not more than four square feet in area, showing only a directional arrow and the name of the event. Such signs shall not be erected more than 30 days before the event and shall be removed not more than five days after the completion of said event;

(4) Temporary political signs may be permitted for a period of not more than 14 days before and two days after an election. The total of all political signs on a lot shall not exceed 32 square feet;

(5) For each real estate subdivision that has been approved in accordance with the City of Whitewater Subdivision Regulations, a minimum of one temporary development project identification sign is permitted to be located on some portion of the subject subdivision. Each such sign shall be not more than 32 square feet in area. One additional similar sign shall be permitted for each access point onto a collector or arterial street, or for each 100 lots in the subdivision in excess of said original 100 lots. These signs shall comply with the visibility standards of Section 19.51. These signs shall be permitted to be remain within the subject subdivision until a time at which Building Permits have been issued for 80 percent or more of the lots in the subdivision.

(2) Removal of Nonconforming Signs

(a) Alteration of Signs

1. For the purpose of this ordinance, alteration of a sign is considered to be any change to the exterior appearance of any part of the sign, its frame, its supporting structure, or its lighting including: changing the message (except for menu type/letter board signs), symbols, color, material, height, location, or any other alterations as determined by the Zoning Administrator.
2. Altering a sign does not include maintaining the existing appearance of the sign or replacing the sign face or the supporting structure with identical materials, colors, and messages nor changing the message of a menu type/letter board sign.

(b) All signs found not to be in compliance with the provisions of this Chapter shall be removed within 30 days of receiving written notice of noncompliance and removal from the Zoning Administrator.

(c) The penalties of Section 19.75 shall be applicable to violations of the provisions of this Chapter.

(3) Modification Sign Location/Height Requirement

(a) Location is required under Section 19.54.030(2), and 19.54.052.

1.The above may be waived by the Zoning Administrator and/or the Plan and Architectural Review Commission, in instances where a hardship is created by this ordinance for any freestanding sign existing at the time the ordinance is adopted.

(b) The petitioner must demonstrate that compliance with location requirements for the freestanding sign will create a public safety hazard (such as visibility hazard) or result in a sign which is not possible because of building setbacks and/or other obstructions located near the public right of way, or is not clearly visible from pedestrian and/or vehicular traffic on nearby public rights-of-way.

(c) This modification shall not be applicable to limitations on types of signage, area of signage, color or signage, or other standards except location and height of signage.

SECTION : This ordinance shall take effect upon passage and publication as provided by law.

Ordinance introduced by Councilmember Plumitis, who moved its adoption.

Second by Councilmember Fischer.

AYES: Plumitis, Fischer, Shroble, Tris, Coulthart.

NOES: None

ABSENT: Hayes, Nosek

ADOPTED: September 7, 1993

City Manager

City Clerk

APPENDIX F

CITY OF WHITEWATER
PARKING LOT ORDINANCE

19.48.080 Number of structures on one lot. Within the I district, more than one principal structure may be located on a lot (see Section 19.06.150). (Ord. 994 §3.17(G), 1982).

Chapter 19.51

TRAFFIC, PARKING AND ACCESS

Sections:

19.51.010 Intersection visibility requirements. A. At all intersections of streets or alleys, no fence, hedge, wall, sign or other structure shall be erected, placed, planted or allowed to grow in such a manner as to collectively impede more than fifteen percent of the vision area between a height of two and one-half feet and ten feet above the established curb level of the intersection of streets or alleys in the area bounded by the right-of-way lines and a line joining points along the right-of-way fifteen feet from the point of intersection. (Refer to diagram below.)

B. In the case of major streets and highways intersecting with other arterial streets or railways, the corner cut-off distances establishing the triangular vision clearance space shall be increased to forty feet.

19.51.050 Size and location of parking spaces. A. The size of each parking space shall be nine feet wide and not less than one hundred eighty square feet exclusive of the space required for ingress and egress, except for end parking spaces which can be seven and one-half feet wide and not less than one hundred fifty square feet exclusive of the space required for ingress and egress.

B. Location shall be on the same lot as the principal use or not over six hundred feet from the principal use. Such parking areas shall be in the same ownership as the principal use or leased on a long-term basis (more than five years). (Ord. 994 §4.3(B), 1982).

19.51.060 Lighting of parking areas. Lights provided in any parking area shall be hooded or beamed so as not to create undesirable glare or illumination of adjacent residential property. (Ord. 994 §4.3(C), 1982).

19.51.070 Buffer screening of on-grade parking areas. When a required off-street parking area for five cars or more is located within fifteen feet of any lot line or a public right-of-way line in any district, a buffer yard or screen shall be required in accordance with Section 19.57.140. (Ord. 994 §4.3(D), 1982).

19.51.080 Front and side yard parking limitation. In all residential districts, not more than two vehicles shall be parked in the required front yard or side yard area, and in no case shall vehicles be parked closer than three feet to any abutting property line or on any lawn area. (Ord. 1082 §8, 1986).

19.51.090 Designated parking areas. Vehicle parking shall only be permitted in designated parking areas approved in the issuance of a zoning permit. Expansion of existing parking areas requires issuance of an approved zoning permit. (Ord. 994 §4.3(F), 1982).

19.51.100 Landscaped islands for parking bays. Landscaped islands shall be required at the ends of parking bays to clearly define lane and turning patterns, except in the M-1 district. (Ord. 994 §4.3(G), 1982).

19.51.110 Surfacing of parking areas. All off-street parking areas shall be graded and surfaced so as to be dust-free and properly drained. Hard surfaces shall be required for all multifamily residential and commercial uses. Any parking areas for more than five vehicles shall have the aisles and spaces clearly marked. (Ord. 994 §4.3(H), 1982).

19.51.130 Number of parking stalls--General requirements. The minimum number of parking stalls required is as follows:

Uses within the B-2 central business district are exempted from this requirement;	
Single-family dwellings	2 stalls;
Mobile homes	2 stalls for each dwelling unit;
Duplex and multifamily dwellings	
Efficiency/one bedroom	2 stalls for each dwelling unit;
Two bedrooms	3 stalls for each dwelling unit;
Three or more bedrooms	4 stalls for each dwelling unit;
Hotels, motels	1 stall for each guest room plus 1 stall for each 2 employees working per shift;
Sororities, dormitories, boardinghouses and similar group-dwelling quarters	1 stall for each 2 persons plus 1 stall for each 3 employees working per shift;
Nursing homes	1 stall for each 5 beds plus 1 stall for each 2 employees working per shift;
Medical and dental clinics and offices	3 stalls for each doctor plus 1 stall for each 2 employees;
Churches, theaters, community centers, and other places of public assembly	1 stall for each 5 seats;
Schools (elementary and secondary)	2 for each classroom;
Restaurants, bars, places of entertainment	1 stall for each 200 square feet of primary floor area;
Retail and service, commercial	1 stall for each 250 square feet of primary floor area;
Manufacturing and processing plants, laboratories and warehouses	1 stall for each 2 employees per working shift;
Financial institutions; business, governmental and professional offices	1 stall for each 300 square feet of primary floor area.

19.51.140 Number of parking stalls--Combination uses. Combinations of any of the uses listed in Section 19.51.130 shall provide the total of the number of stalls required for each individual use. (Ord. 994 §4.3(K), 1982).

19.51.150 Number of parking stalls--Uses not listed. In the case of structures or uses not mentioned in Section 19.51.130, the provision for a use which is similar shall apply. (Ord. 994 §4.3(L), 1982).

19.51.160 Parking exemption in B-2 center business district. In order to encourage and stimulate the revitalization in the downtown area of Whitewater, uses within the B-2 central business district are exempted from the minimum number of parking stalls required in this chapter. Where parking is voluntarily provided, it shall meet the development standards of this section. (Ord. 994 §4.3(M), 1982).

19.51.170 Computation of required parking area. In determining required parking area ratios, the floor measurement shall be taken to include only service, sales and office space, and shall not include warehouse, utility and other accessory space which does not generate parking demand. (Ord. 994 §4.3(N), 1982).

19.51.180 Truck, trailer, mobilehome and equipment parking restrictions. No truck, commercial trailer, house or camper trailer, motor home, or other vehicular equipment or implements of a commercial, agricultural or industrial nature, shall be parked regularly in any zoning districts other than B-3, M-1 and AT districts, except as hereinafter specifically provided for as follows:

A. One panel or pickup truck, exceeding three-quarter ton but not exceeding one and one-half tons, shall be permitted;

B. The unenclosed parking of either one unoccupied house trailer, motor home, or one unoccupied camp trailer in the rear yard, provided that the house trailer or camp trailer is parked at least five feet from the lot lines;

C. Camper trailers shall be permitted to park for purposes of loading, unloading and servicing for a period of three days. (Ord. 994 §4.3(O), 1982).

19.51.190 Highway access limitations. A. No direct private access shall be permitted to the existing or proposed rights-of-way of expressways, nor to any controlled-access arterial street without permission of the highway agency that has access-control jurisdiction.

B. No direct public or private access shall be permitted to the existing or proposed rights-of-way of the following:

APPENDIX G

CAMPUS CANOPY TREE INVENTORY

The campus canopy tree inventory on the following pages shows all existing canopy and ornamental trees currently existing on campus. Each tree is labeled by species type and approximate size. The locations of each plant are approximate and cannot be used for exact locations in terms of site specific design. If site specific design is to occur in an area, a detailed survey should be completed before further design begins.

The plant species are labeled with a letter symbol designating each tree type. A list of the species symbols are provided on the following page.

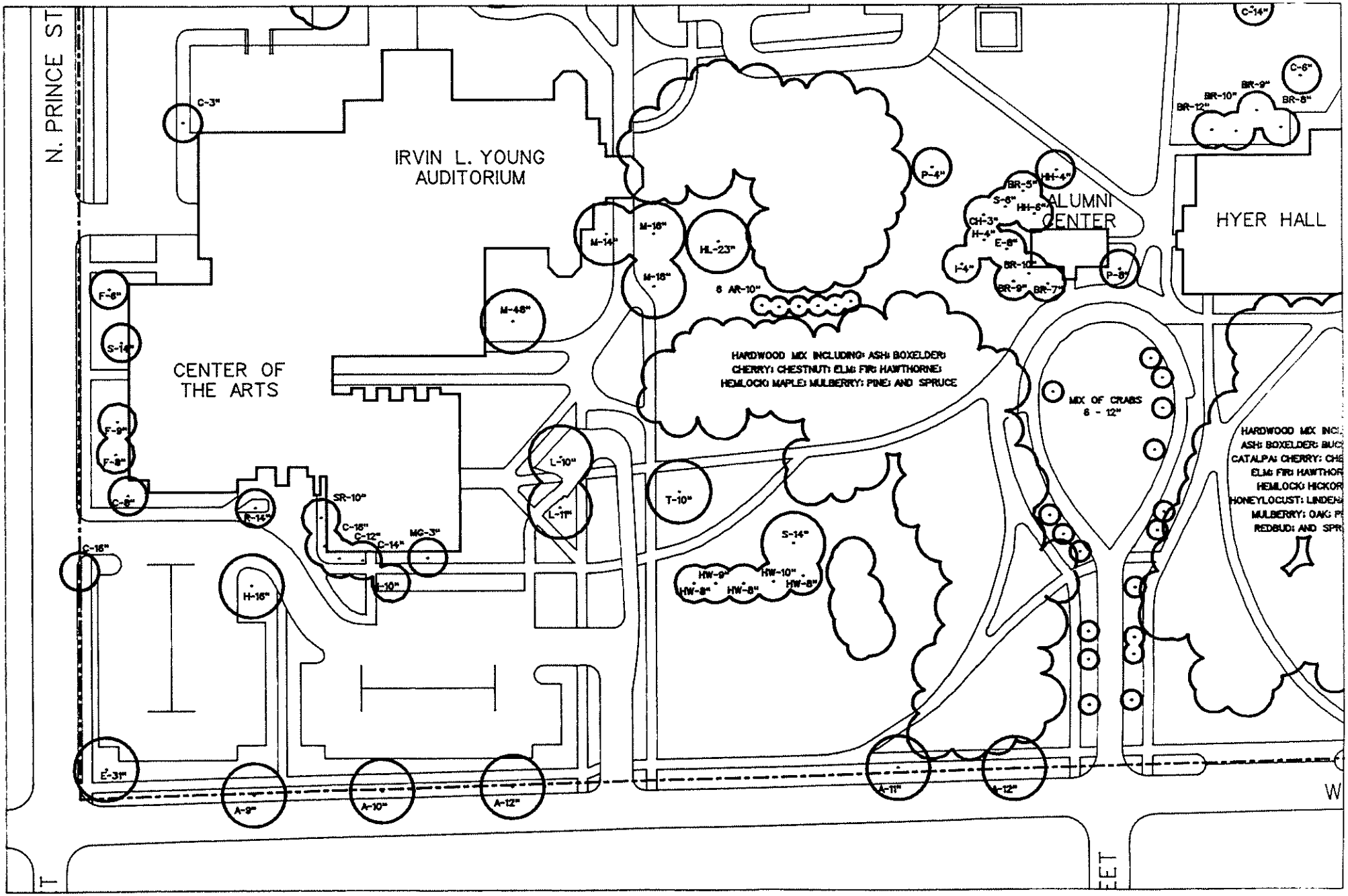
Plants located within a large group of trees have been labeled with a general description of the type of plant community and representative species. Trees located within the arboretum have not been labeled individually because most of these plants are already labeled in the field.

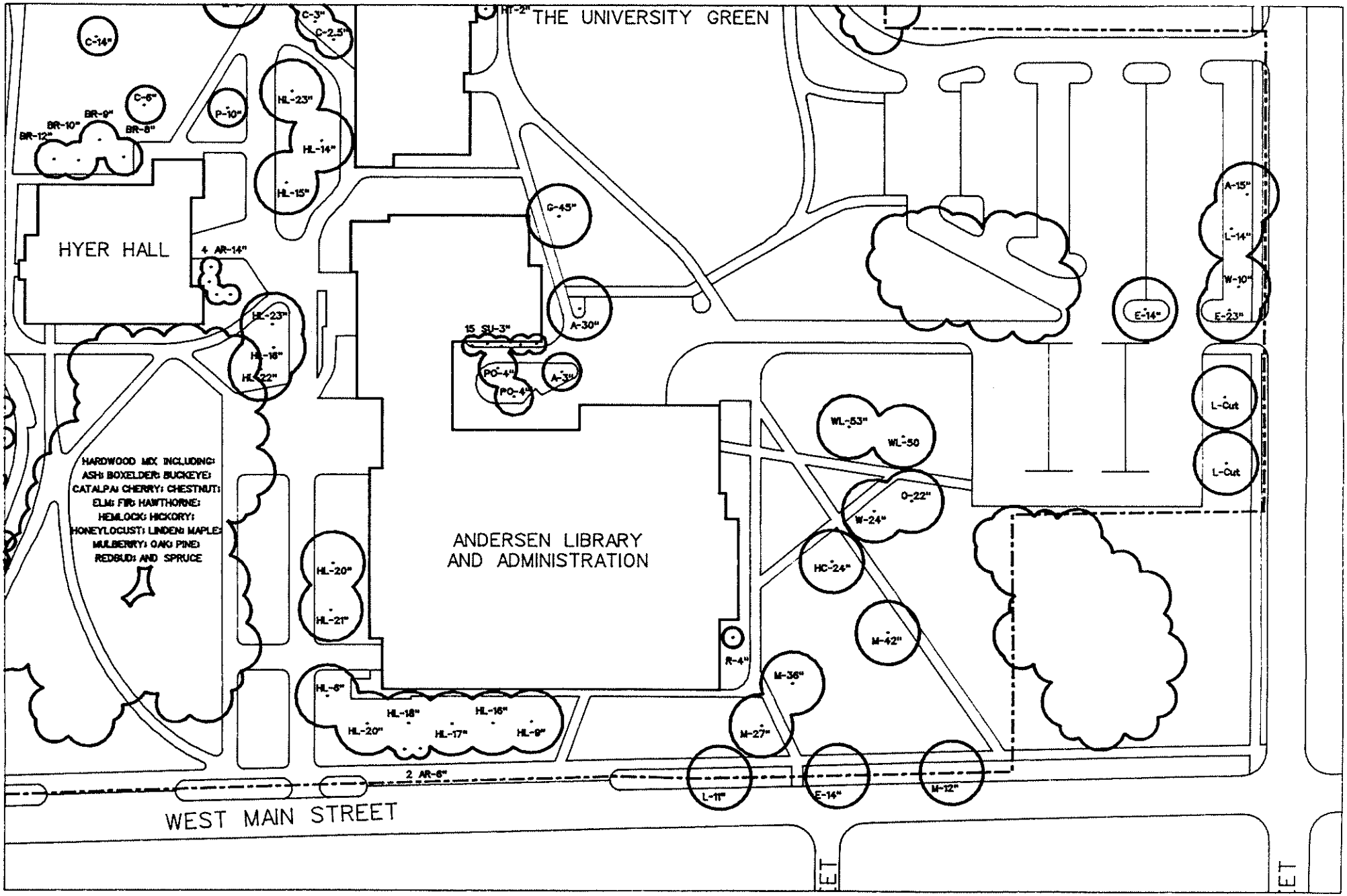
The maps are drawn at a scale of 1" = 100'. The maps follow a zig zag progression around the campus. The progression of drawings begins in the south-west corner of the campus near the Center of the Arts.

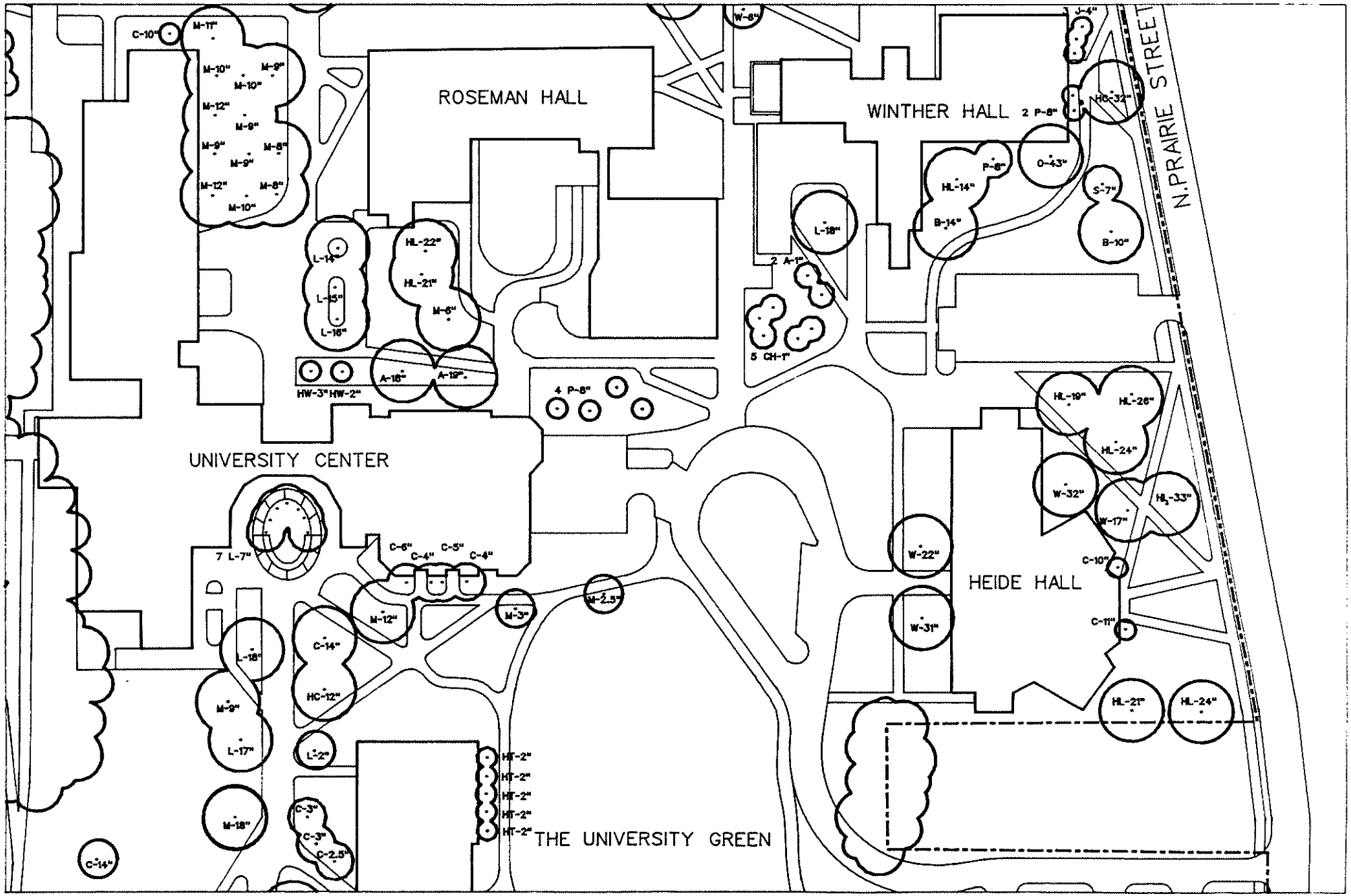
University of Wisconsin-Whitewater
Canopy Tree Inventory Symbol List

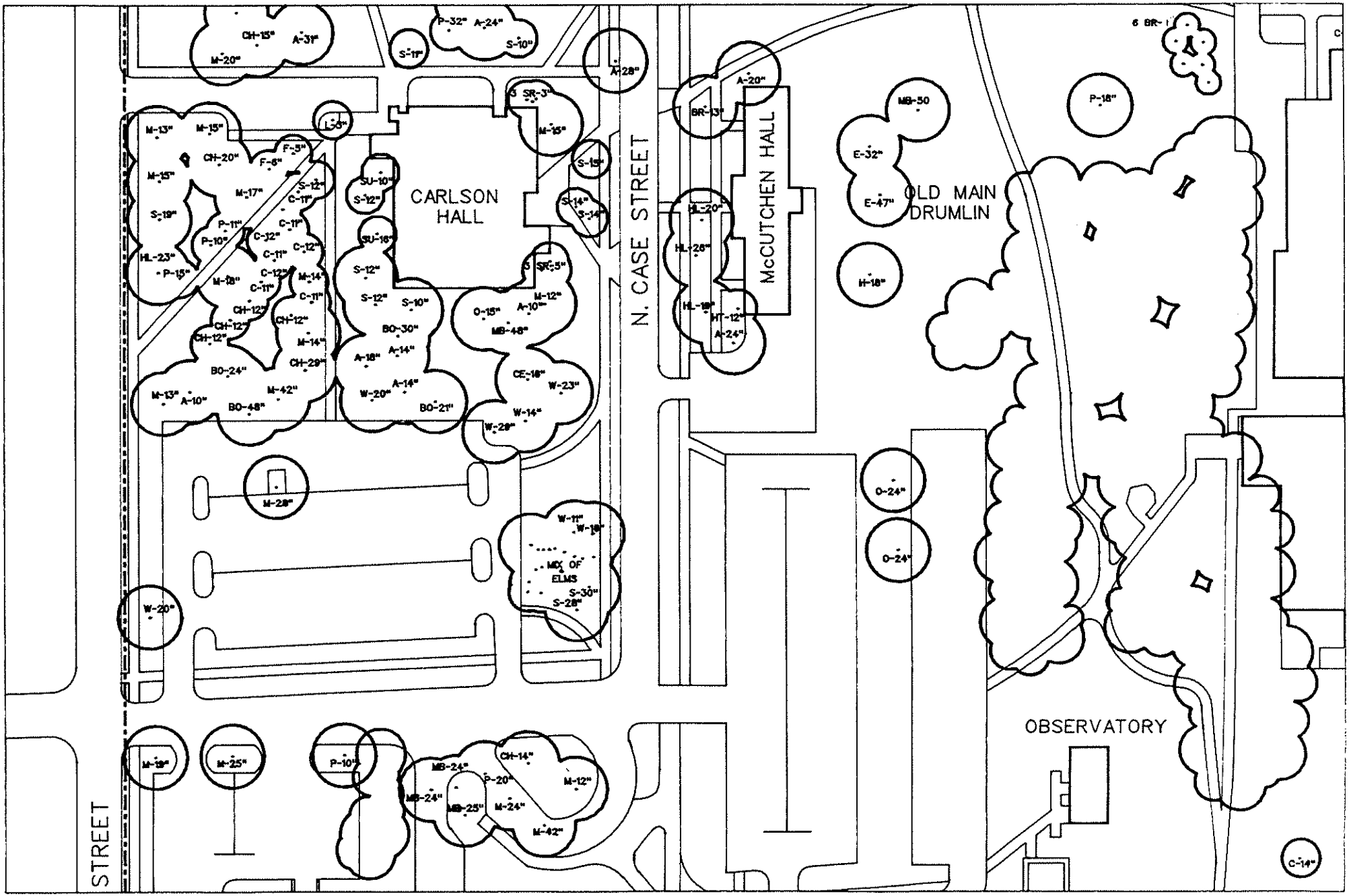
	SPECIES	SYMBOL
1.	Alder	AL
2.	Ash	A
3.	Arborvitea	AR
4.	Apple	AP
5.	Beach	B
6.	Birch	BR
7.	Black Locust	BL
8.	Boxelder	BO
9.	Catalpa	CA
10.	Cedar	CE
11.	Cherry	CH
12.	Crabapple	C
13.	Dogwood	D
14.	Elm	E
15.	Fir	F
16.	Ginko	G
17.	Hackberry	H
18.	Hawthorn	HT
19.	Hickory	HI
20.	Honey Locust	HL
21.	Hophornbeam	HH
22.	Horse Chestnut	HC

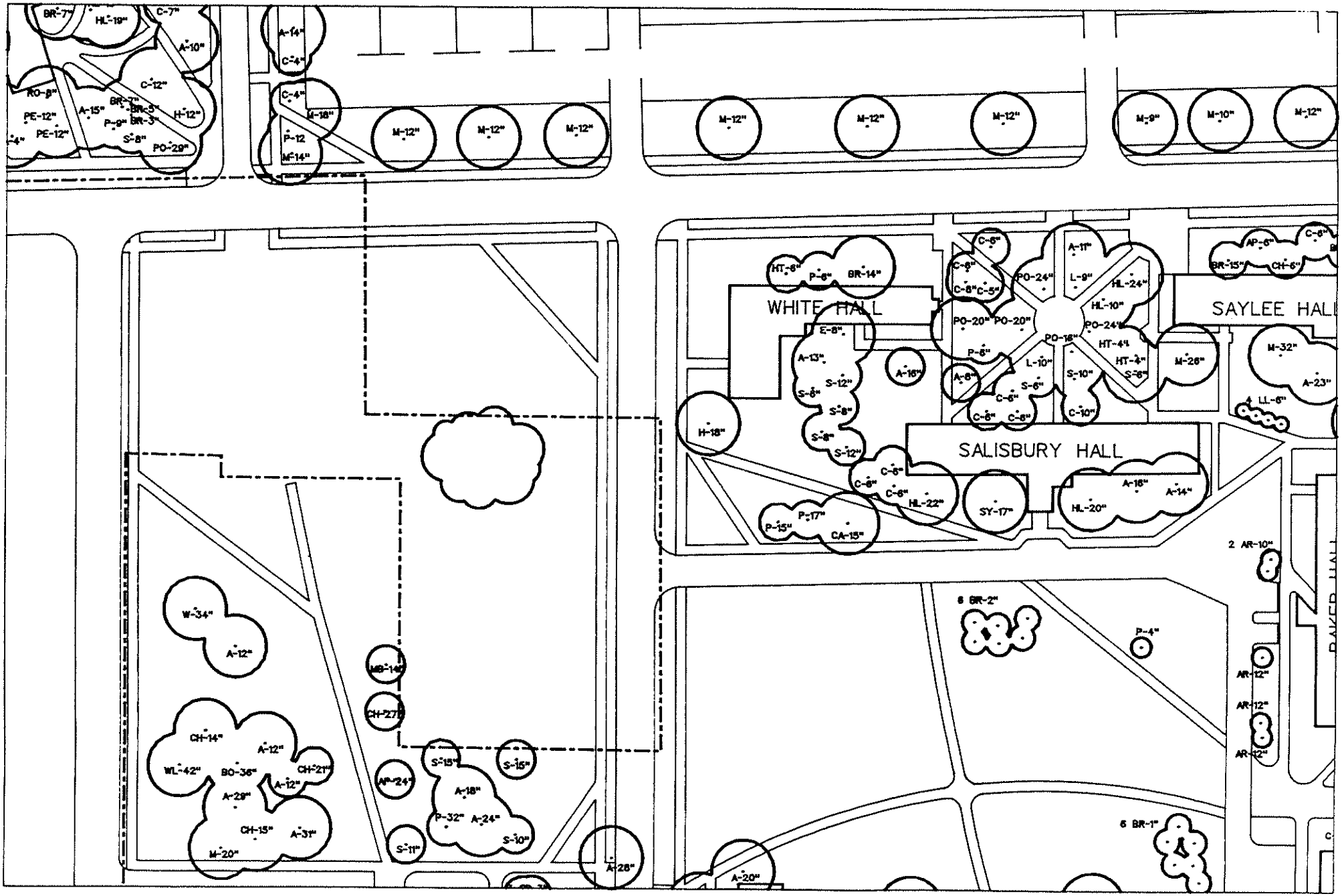
	SPECIES	SYMBOL
23.	Ironwood	I
24.	Juniper	J
25.	Lilac	LL
26.	Linden	L
27.	Maple	M
28.	Magnolia	MG
29.	Mulberry	MB
30.	Oak	O
31.	Ohio Buckeye	OB
32.	Pine	P
33.	Pear	PE
34.	Poplar	PO
35.	Redbud	R
36.	Russian Olive	RO
37.	Serviceberry	SR
38.	Spruce	S
39.	Sumac	SU
40.	Sycamore	SY
41.	Tulip Tree	T
42.	Walnut	W
43.	Willow	WL
44.	Yew	Y

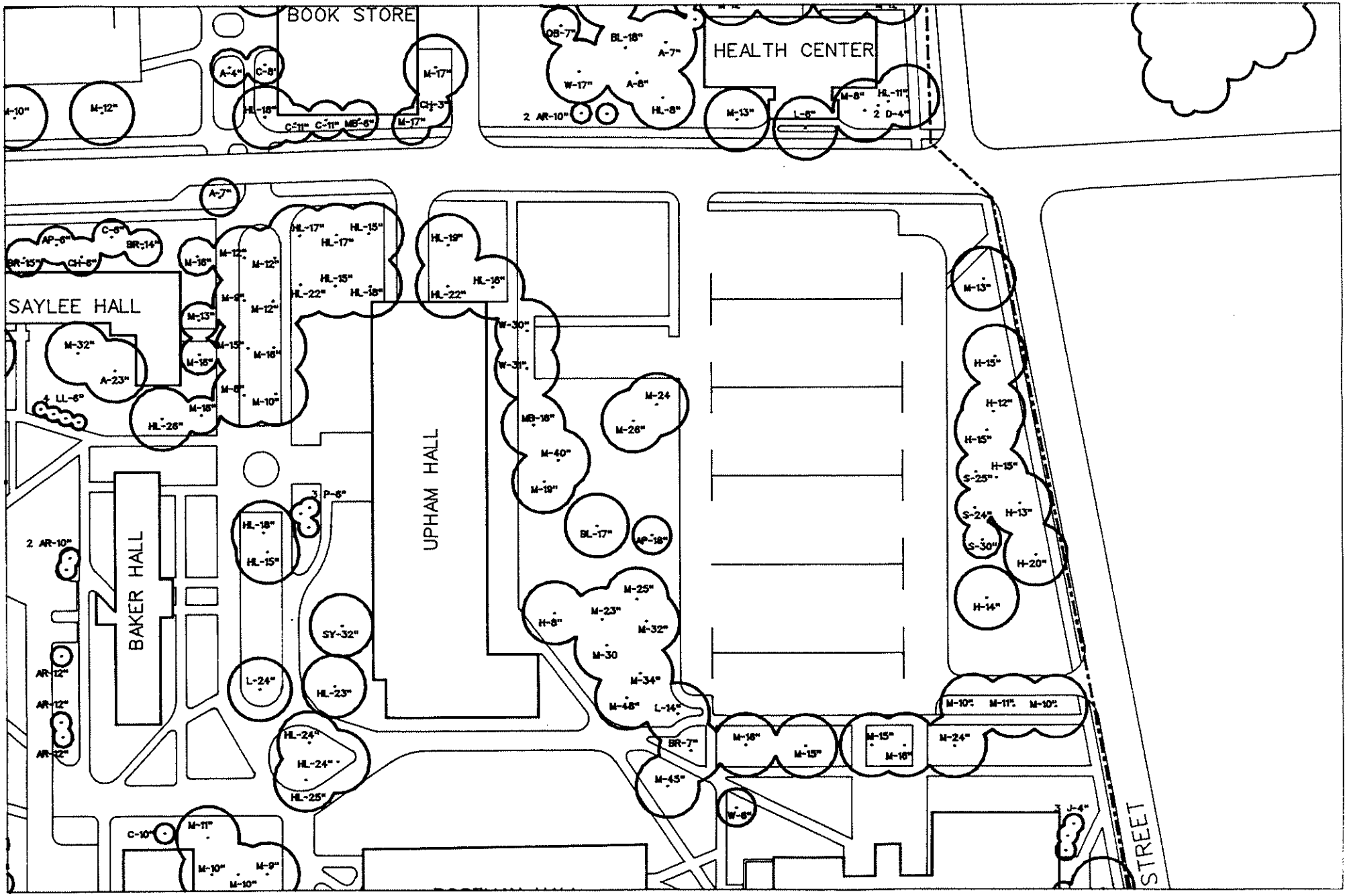

N. PRINCE ST
IRVIN L. YOUNG AUDITORIUM
CENTER OF THE ARTS
ALUMNI CENTER
HYER HALL
HARDWOOD MIX INCLUDING: ASH; BOXELDER; CHERRY; CHESTNUT; ELM; FIR; HAWTHORNE; HEMLOCK; MAPLE; MULBERRY; PINE; AND SPRUCE
MIX OF CRABS 6 - 12"
C-3"
F-8"
S-14"
F-9"
F-8"
C-8"
R-14"
SR-10"
C-16"
C-12"
C-14"
MG-3"
C-10"
C-16"
H-16"
E-31"
A-9"
A-10"
A-12"
M-14"
M-16"
M-16"
M-48"
HL-23"
6 AR-10"
P-4"
L-10"
L-11"
T-10"
S-14"
HW-9"
HW-10"
HW-8"
HW-8"
HW-8"
A-11"
A-12"
BR-5"
HH-4"
S-6"
HH-6"
CH-3"
H-4"
E-8"
I-4"
BR-10"
BR-9"
BR-7"
P-8"
C-14"
C-6"
BR-9"
BR-10"
BR-8"
BR-12"
W
T
FEET

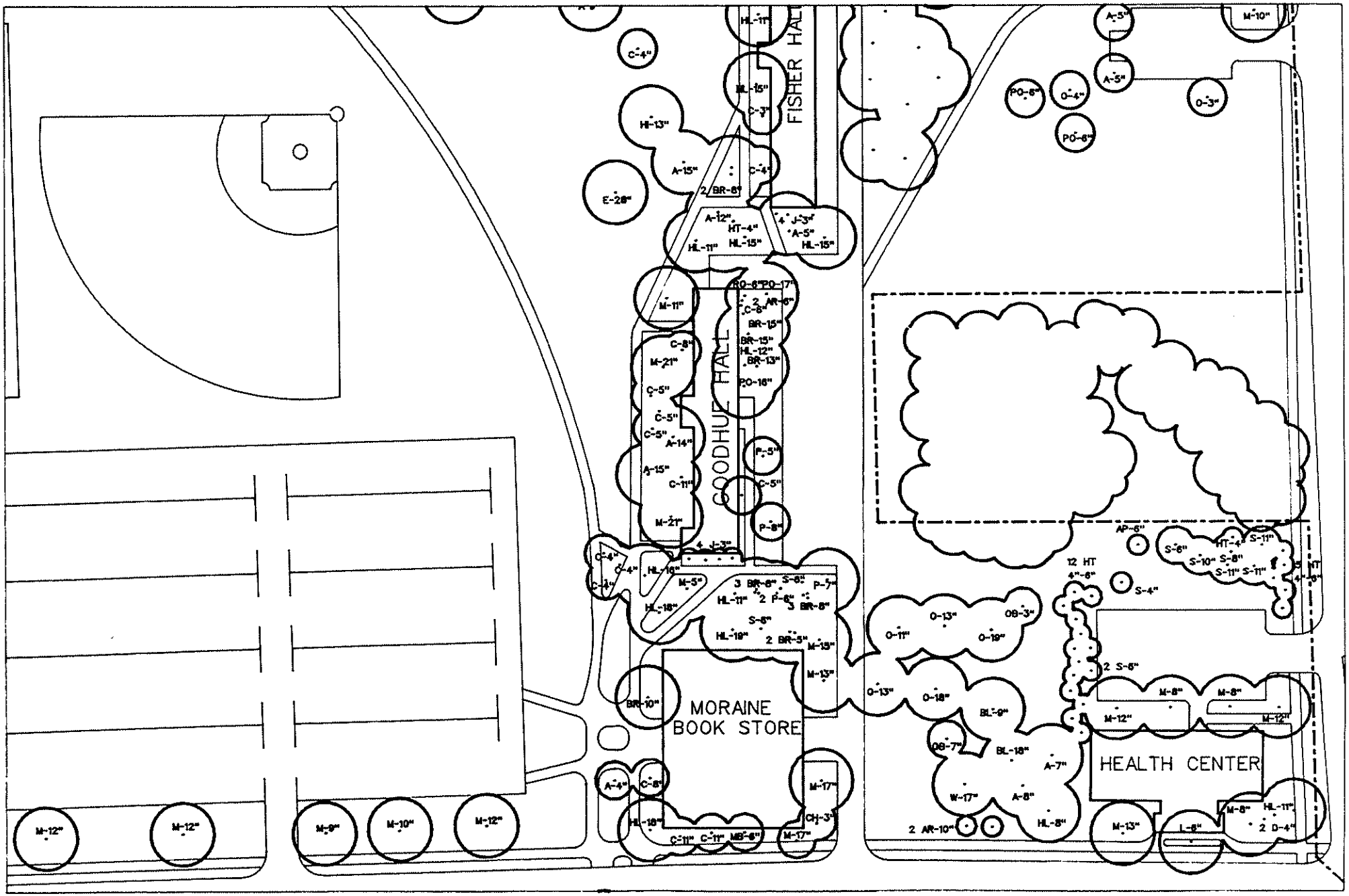

THE UNIVERSITY GREEN
HYER HALL
ANDERSEN LIBRARY
AND ADMINISTRATION
WEST MAIN STREET
HARDWOOD MIX INCLUDING:
ASH; BOXELDER; BUCKEYE;
CATALPA; CHERRY; CHESTNUT;
ELM; FIR; HAWTHORNE;
HEMLOCK; HICKORY;
HONEYLOCUST; LINDEN; MAPLE;
MULBERRY; OAK; PINE;
REDBUD; AND SPRUCE
C-14"
C-3"
C-2.5"
C-6"
P-10"
BR-12"
BR-10"
BR-9"
BR-8"
HL-23"
HL-14"
HL-15"
4 AR-14"
HL-23"
HL-18"
HL-22"
HT-2"
G-45"
A-30"
15 SU-3"
PO-4"
PO-4"
A-3"
HL-20"
HL-21"
HL-6"
HL-18"
HL-16"
HL-20"
HL-17"
HL-9"
2 AR-6"
R-4"
WL-53"
WL-50
O-22"
W-24"
HC-24"
M-42"
M-36"
M-27"
L-11"
E-14"
M-12"
A-15"
L-14"
W-10"
E-23"
E-14"
L-Cut
L-Cut

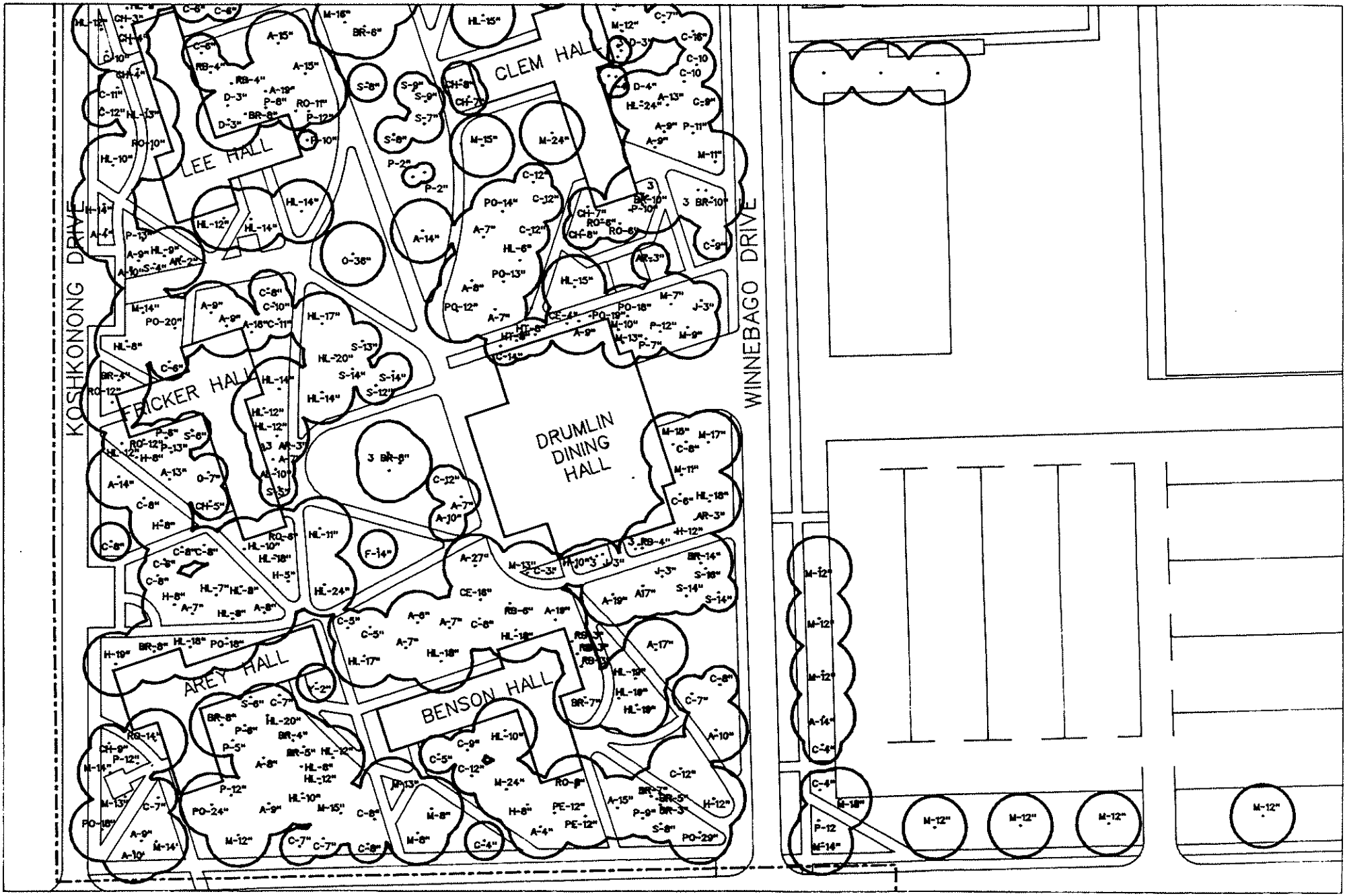

ROSEMAN HALL
WINTHER HALL
N.PRAIRIE STREET
UNIVERSITY CENTER
HEIDE HALL
THE UNIVERSITY GREEN
C-10"
M-11"
M-10"
M-9"
M-10"
M-12"
M-9"
M-9"
M-8"
M-9"
M-12"
M-8"
M-10"
L-14"
L-15"
L-16"
HL-22"
HL-21"
M-6"
A-16"
A-19"
HW-3"HW-2"
4 P-8"
W-6"
J-4"
HC-32"
2 P-8"
O-43"
P-8"
HL-14"
B-14"
S-7"
B-10"
L-18"
2 A-1"
5 CH-1"
HL-19"
HL-26"
HL-24"
W-32"
W-17"
HL-33"
C-10"
C-11"
W-22"
W-31"
HL-21"
HL-24"
7 L-7"
C-6"
C-4"
C-5"
C-4"
M-12"
M-3"
M-2.5"
L-18"
M-9"
L-17"
M-18"
C-14"
C-14"
HC-12"
L-2"
C-3"
C-3"
C-2.5"
HT-2"
HT-2"
HT-2"
HT-2"
HT-2"

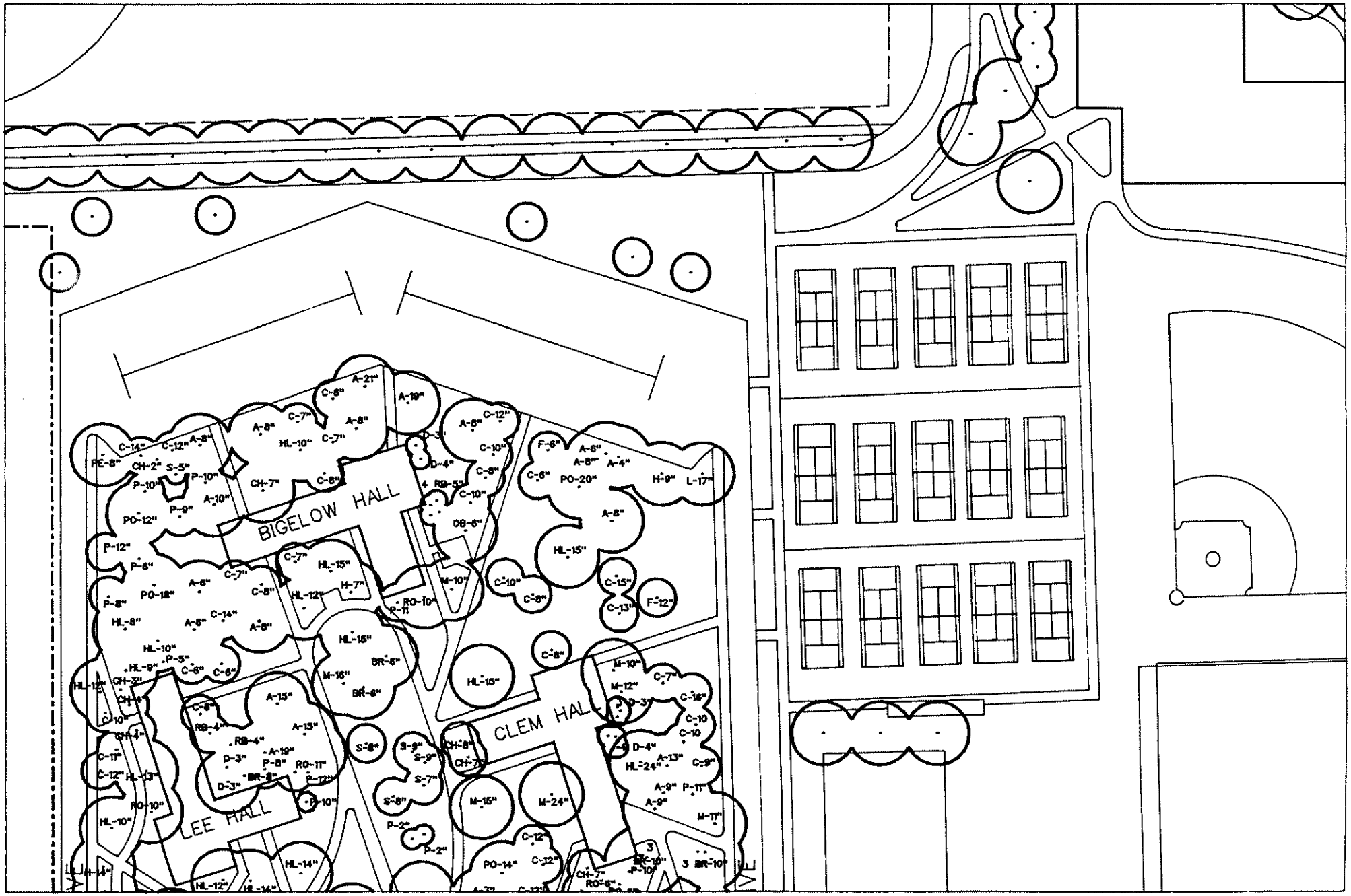

CARLSON HALL
N. CASE STREET
McCUTCHEN HALL
OLD MAIN DRUMLIN
OBSERVATORY
STREET
MX OF ELMS

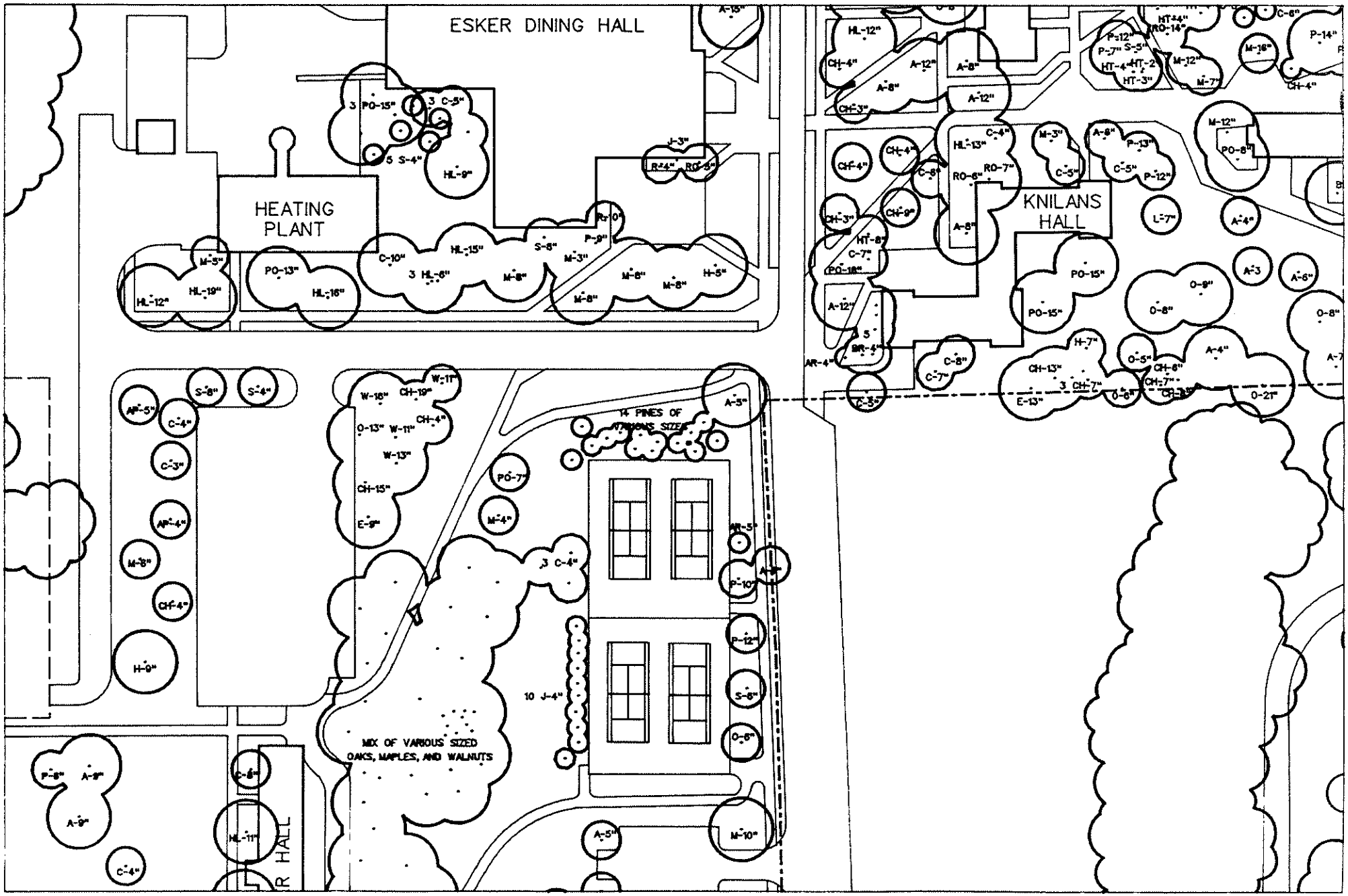

WHITE HALL
SAYLEE HALL
SALISBURY HALL
BAKER HALL
BR-7"
HL-19"
C-7"
A-10"
A-14"
C-4"
C-12"
RO-8"
PE-12"
A-15"
BR-7"
BR-5"
P-9"
BR-3"
H-12"
S-8"
PO-29"
M-18"
P-12
M-14"
M-12"
M-9"
M-10"
HT-6"
P-6"
BR-14"
E-8"
A-13"
S-8"
S-12"
A-16"
H-18"
C-6"
C-8"
C-5"
PO-24"
A-11"
L-9"
HL-24"
HL-10"
PO-20"
PO-16"
HT-4½"
HT-3"
S-6"
L-10"
S-10"
C-10"
M-28"
AP-6"
BR-15"
CH-6"
M-32"
A-23"
LL-6"
C-22"
HL-22"
SY-17"
P-17"
P-15"
CA-15"
HL-20"
A-18"
A-14"
2 AR-10"
6 BR-2"
P-4"
AR-12"
6 BR-1"
W-34"
A-12"
MB-14"
CH-27"
CH-14"
WL-42"
BO-36"
CH-21"
A-29"
CH-15"
A-31"
M-20"
AP-24"
S-15"
A-18"
P-32"
A-24"
S-10"
S-11"
A-28"
A-20"

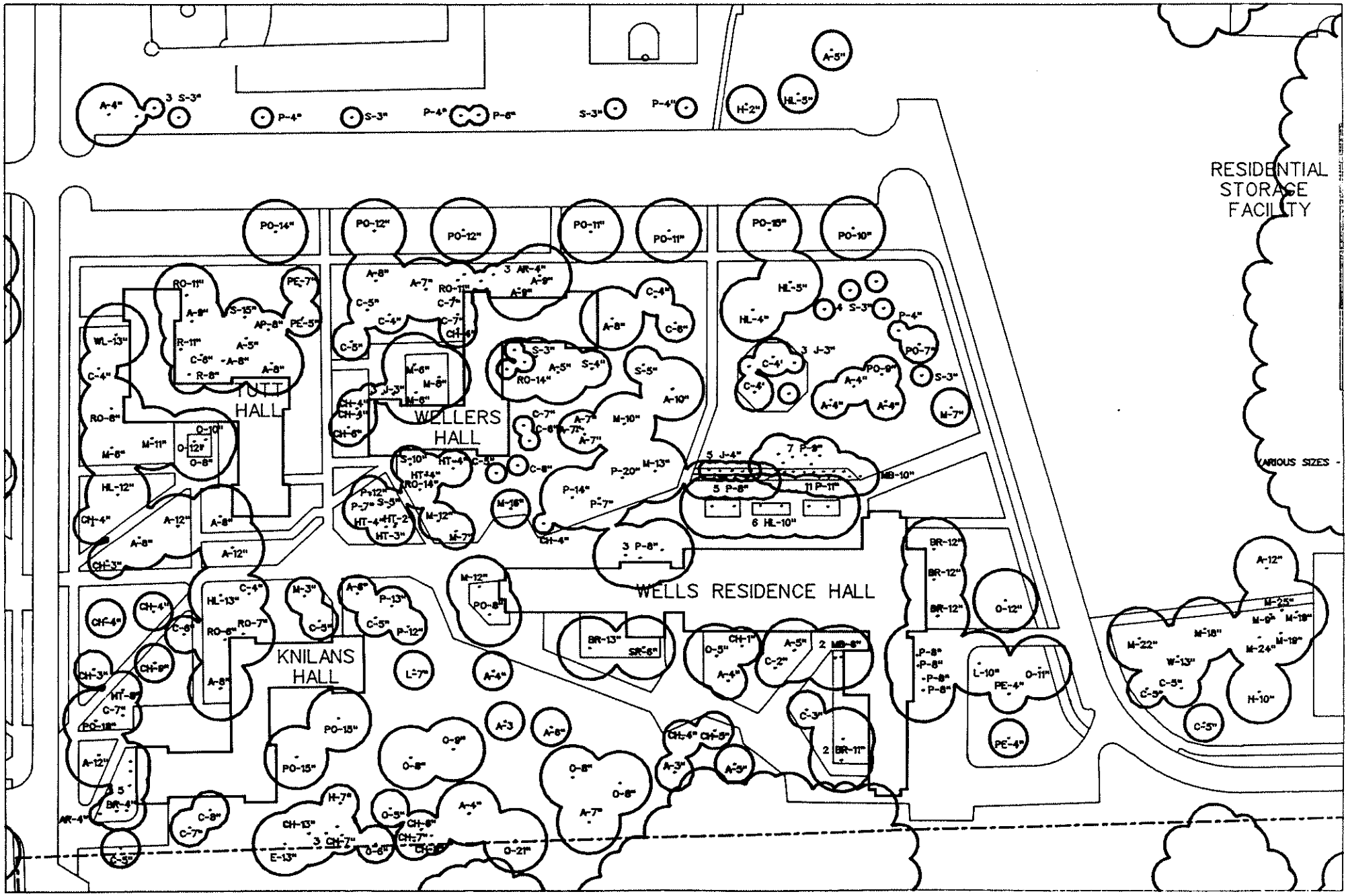

BOOK STORE
HEALTH CENTER
SAYLEE HALL
UPHAM HALL
BAKER HALL
STREET

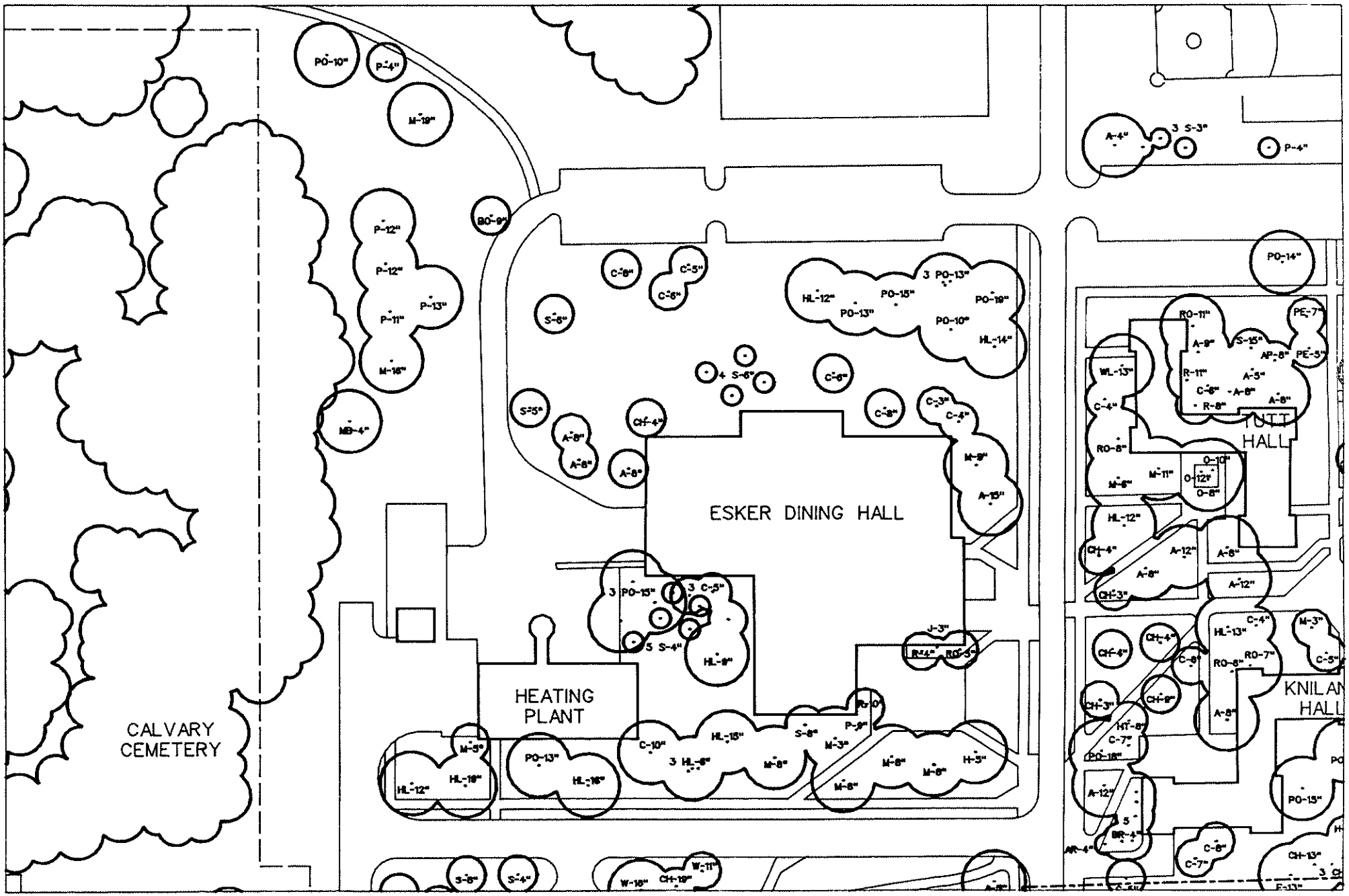

FISHER HALL
GOODHUE HALL
MORAINE
BOOK STORE
HEALTH CENTER


KOSHKONONG DRIVE
WINNEBAGO DRIVE
LEE HALL
CLEM HALL
FRICKER HALL
DRUMLIN DINING HALL
AREY HALL
BENSON HALL


BIGELOW HALL
CLEM HALL
LEE HALL


ESKER DINING HALL
HEATING PLANT
KNILANS HALL
MIX OF VARIOUS SIZED OAKS, MAPLES, AND WALNUTS


TUTT HALL
WELLERS HALL
KNILANS HALL
WELLS RESIDENCE HALL
RESIDENTIAL STORAGE FACILITY
VARIOUS SIZES


CALVARY
CEMETERY
HEATING
PLANT
ESKER DINING HALL
TUTT
HALL
KNILAN
HALL

University of Wisconsin-Whitewater
CADD Level Reference Guide

LEVEL	ON/OFF	TITLE
1	On	Walkways, streets and parking lots
2	On	Street and building names
3	On	Building footprints
4	Off	Empty level
5	On	Existing vegetation - mass plantings
6	On	Existing and proposed vegetation
7	Off	Existing canopy tree labels
8-40	Off	Empty levels
41	Off	200 scale drawing border and title block
42	On	100 scale drawing border and title block
43-51	Off	Empty evels
52	On	Esker dining hall vehicle drop-off
53	On	LAWCON site
54-56	Off	Empty levels
57	Off	Existing contours
58	Off	Empty level
59	On	Proposed walk south of esker dining hall
60	Off	Spot elevations for option one drumlin crossing
61	On	Option one drumlin crossing
62	Off	Existing features to be removed
63	Off	Option two drumlin crossing

APPENDIX I

SEEDING AND SODDING SPECIFICATIONS

The seeding and sodding specification that follows is a general specification that can act as a guideline for projects involving seeding and sodding. The seed and sod mixes listed in these sample specifications are appropriate for the campus and are the recommended mixes for the campus. However, exact project specifications would need to be developed if a site specific design were being developed and implemented.

SEEDING AND SODDING - OUTLINE SPECIFICATIONS

PART 1 GENERAL

1.01 DELIVERY, STORAGE AND HANDLING - (Subject to the specific project parameters and time of planting, but may read something like the following.)

A. Cut, deliver, and install sod within a 24-hour period. Protect sod from sun, wind, and dehydration prior to installation.

B. All seeds shall be packed and covered in such a manner as to ensure adequate protection against damage and maintain dormancy while in transit, storage, or during planting operations.

C. Provide hose and lawn watering equipment as required. Water shall be supplied by the Contractor.

PART 2 PRODUCTS

2.01 MATERIALS

A. Seed for General Seeding Areas: Fresh clean, 90% pure, and new crop seed mixture.

Composed of the following varieties, mixed to the specified proportions by weight and tested to minimum percentages of purity and germination.

Seed Mix	Proportion by Weight	Min. % Germination	Seeding Rate
Loft's Ecology Mix:			4#/1,000 s.f.
Reliant Hard Fescue	80%	85%	
Jamestown Chewing Fescue	20%	85%	

B. Seed for Seeding In and Around Parking Lot Areas (and other locations requiring salt tolerant plant material): Fresh clean, 90% pure, and new crop seed mixture.

Composed of the following varieties, mixed to the specified proportions by weight and tested to minimum percentages of purity and germination.

Seed Mix	Proportion by Weight	Min. % Germination	Seeding Rate
			150#/acre
'Dawson' Creeping Red Fescue	50%	85%	
Hard Fescue	10%	85%	
Sheep Fescue	15%	85%	
'Fults' Puccinellia distans	25%	85%	
Nurse Crop: annual rye		5#/acre	

C. Straw mulch: Clean, weed free mulch of sedge marsh hay .

D. Tackifier: Dry powder concentrate; Terra Tack AR or equal.

E. Sod: An approved nursery grown salt tolerant sod, as grown by H&E Sod, Havard, Illinois, 708-596-7200, composed of 15% 'Fults' Puccinellia distans, 30% Buffalo Grass, 20% 'Gallway' Tall Fescue, 15% 'Dawson' Creeping Red Fescue, 5% 'Rugby' Bluegrass, 15% Hard Fescue.

F. Fertilizer for Seed Mix A: Granular, non-burning product composed of not less than 50% organic slow acting, guaranteed analysis fertilizer.

1. Type A: Starter fertilizer containing 20% nitrogen, 26% phosphoric acid, and 6% potash by weight or similar approved composition.

2. Type B: Top dressing fertilizer containing 31% nitrogen, 3% phosphoric acid, and 10% potash by weight or similar approved composition.

G. Herbicide: Non-selective, broad spectrum, low toxicity, non-persistant, equal to Round-Up, Ranger or Kleenup. Follow all manufacturer's instructions.

PART 3 EXECUTION

3.02. PREPARATION - (Subject to the specific project parameters, but may read something like the following.)

A. Limit preparation to areas which will be immediately seeded or sodded.

B. Treat with herbicide to eliminate all existing vegetation/weeds, time application prior to seeding according to manufacturer's specifications.

C. Loosen topsoil of lawn areas to minimum depth of 4". Remove stones over 1" in any dimension and sticks, roots, rubbish, and extraneous matter.

D. Dampen dry soil prior to sodding.

3.03 INSTALLATION - (Subject to the specific project parameters, but may read something like the following.)

A. Seeding:

1. Seed immediately after preparation of bed.

2. Seed indicated areas within contract limits and areas adjoining contract limits disturbed as a result of construction operations.

3. Apply seed at rates indicated, with a rotary or drop type distributor. Install seed evenly by sowing equal quantities in two directions, at right angles to each other.

4. After seeding, rake or drag surface of soil lightly to incorporate seed into top 1/8" of soil. Roll with light lawn roller.

B. Mulching:

1. Place straw mulch on seeded areas within 24 hours after seeding.

2. Place straw mulch uniformly in a continuous blanket at the rate of 2-1/2 tons per acre, or two 50 lb. bales per 1,000 sq. ft. of area.

3. Contractor may crimp straw into soil by mechanical means or anchor straw mulch with tackifier applied according to manufacturer's directions.

C. Sodding:

1. Lay sod to form a solid mass with tightly-fitted joints. Do not overlay edges. Stagger strips to offset joints in adjacent courses. Install sod top flush with adjacent curbs, sidewalks, drains, and seeded areas.

2. Do not lay dormant sod. Do not install sod on saturated or frozen soil.

3. Peg sod on slopes greater than 3 to 1 and in drainage swales to prevent slippage at a rate of 2 stakes per yd. of sod.

4. Water sod thoroughly with a fine spray immediately after laying.

5. Roll with light lawn roller to ensure contact with sub-grade.

3.04 MAINTENANCE - (Subject to the specific project parameters, but may read something like the following.)

A. Maintain lawns until completion and acceptance of seeding and sodding operations. Maintenance shall include watering, spot weeding, mowing, and re-seeding.

1. Water to maintain adequate surface soil moisture for proper seed germination. In the absence of rain, watering shall be provided every third day for all seeded areas. Continue watering until seed has germinated. Water sod thoroughly every 2 to 3 days, as required to establish proper rooting.
2. Repair, re-work, and re-seed all areas that have washed out, are eroded, or do not germinate.
3. Mow lawn areas as soon as lawn top growth exceeds a 6" height. Cut back to 3" in height. Repeat mowing as required to maintain specified height.
4. Remove sod pegs.

3.05 ACCEPTANCE - (Subject to the specific project parameters, but may read something like the following.)

A. Inspection to determine acceptance of lawns will be made by the Architect, upon Contractor's request. Provide notification at least 5 working days before requesting inspection date.

1. Lawn areas will be acceptable provided all requirements, including maintenance, have been met, and a healthy, uniform, close stand of the specified grass is established.
2. No individual areas shall have bare spots or unacceptable cover totaling more than 2% of the individual areas, in areas requested to be inspected.

B. Upon acceptance, maintenance will be performed by Contractor according to maintenance specifications and maintenance Schedule.

3.06 CLEANING - (Subject to the specific project parameters, but may read something like the following.)

A. Perform cleaning during installation of the work and upon completion of the work. Remove from site all excess materials, debris and equipment. Repair damage resulting from seeding and sodding operations.