

University of Wisconsin-Eau Claire Campus Master Plan

Final Master Plan
November 14, 2011



We will be the **premier undergraduate learning community** in the Upper Midwest, noted for rigorous, integrated, globally infused, undergraduate liberal education, and distinctive, select graduate programs.

Transforming our Future, Centennial Plan

A photograph of a concrete bridge with a metal railing, spanning a river. Many people are walking across the bridge. The background features lush green trees and a clear blue sky. The text "Our future will be enlivened by a campus community that dares to take calculated risks as it asks," is overlaid in white at the top left.

Our future will be enlivened by a campus community that dares to take calculated risks as it asks,

“What can we make possible?”

Stewardship means, first and foremost, preserving our **human and natural relationships:**


how we relate to this campus and **our sense of place.**



We have an opportunity to **model sustainable practices, pilot innovative approaches** to resource use,



and work with our community to **create solutions**
to environmental challenges.

An aerial photograph of a city, likely Madison, Wisconsin, showing a river (Monona River) winding through a densely wooded area. The city's urban landscape, including various buildings and streets, is visible in the foreground and middle ground. The text is overlaid on the top left portion of the image.

To foster civic leadership, we will identify better ways to
connect the university with the community,

linking needs and resources and **communicating
opportunities and university resources.**

As **financial stewards** we must be **efficient and strategic**, focusing inevitably limited resources in ways that best advance our vision and goals.



We need to look beyond what benefits the individual, the department, or the unit,



focusing instead on **what best serves our university
and our students.**

The Campus Master Plan will...

- ▶ Emphasize **new buildings** and renovations, ease **transportation** concerns, and enhance the learning environment.
- ▶ Be infused with values of **innovation** and stewardship and rely increasingly on **sustainable** practices.
- ▶ Reflect commitment to diversity and to **eliminating barriers** for people of all abilities.
- ▶ Include **lower-cost cosmetic** and artistic improvements for existing facilities.
- ▶ Foster a more **entrepreneurial** approach to the use of facilities, encouraging ideas for new ways of using space, developing multi-use strategies, and creatively renovating facilities that can provide alternative learning sites.
- ▶ Explore **traditional and non-traditional** revenue sources.

The University of Wisconsin-Eau Claire campus will be **integrated into the Eau Claire community**, yet maintain its character of a higher education institution.

The **density, intensity and activity** of the campus will increase to provide the facilities necessary to achieve its academic mission and strategic values of stewardship and sustainability.

The **beauty and livability** of campus will increase with more and better designed open spaces.

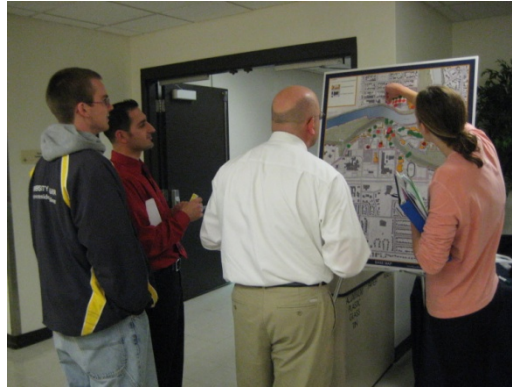
The campus will be **better connected** – among its precincts, to its natural resources and to the community.

CONNECTED AND ENGAGED

GREEN AND OPEN

COMPACT AND INTEGRATED

Extensive Campus Input



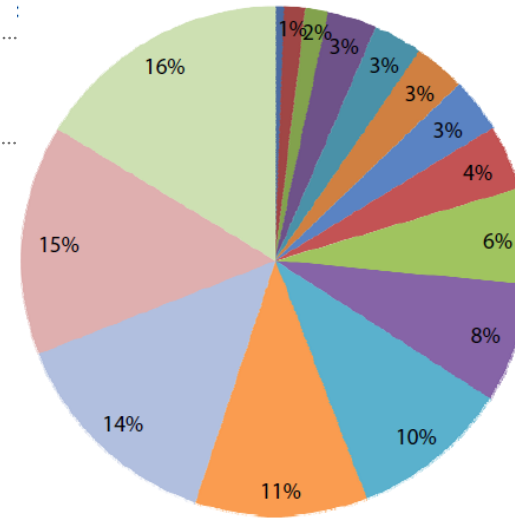
Campus Analyses

- ▶ Campus in the Community
- ▶ Building Timeline
- ▶ Cultural Resources
- ▶ Natural Resources
- ▶ Land Use
- ▶ Open Space
- ▶ Pedestrian/Bicycle/Transit
- ▶ Vehicle



Campus Analyses

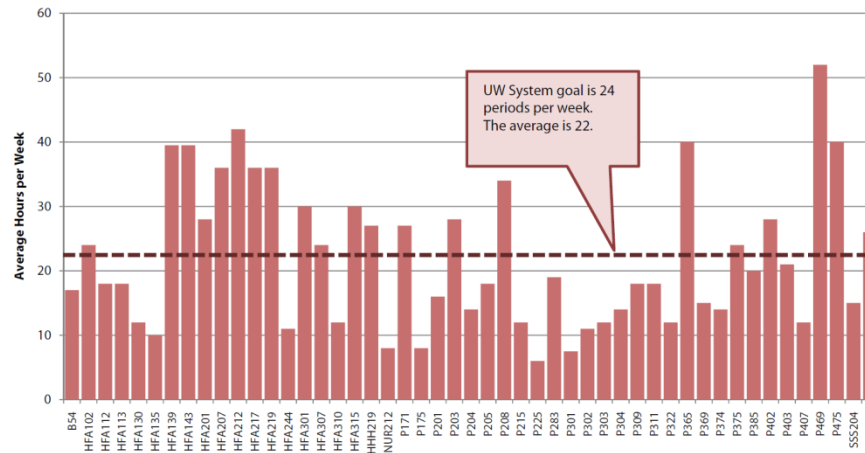
- ▶ Classrooms, Labs, Offices
- ▶ Utilization
- ▶ State and National Benchmarking
- ▶ Future Space Needs



Campus Building Academic ASF

Water St.CE	4,409
Kjer	11,031
Brewer	11,984
Zorn	25,798
Campus Sch.	25,838
Nursing	26,887
HSS	28,488
Old Library	34,126
Schneider	50,603
Schofield	62,788
HFA	83,537
Hibbard	90,346
Phillips	115,233
McIntyre Lib.	120,779
McPhee	135,202

Weekly 210 Lab Utilization by Room



Projected Building Space: 2,992,169 gsf

Current Building Space: 2,478,049 gsf

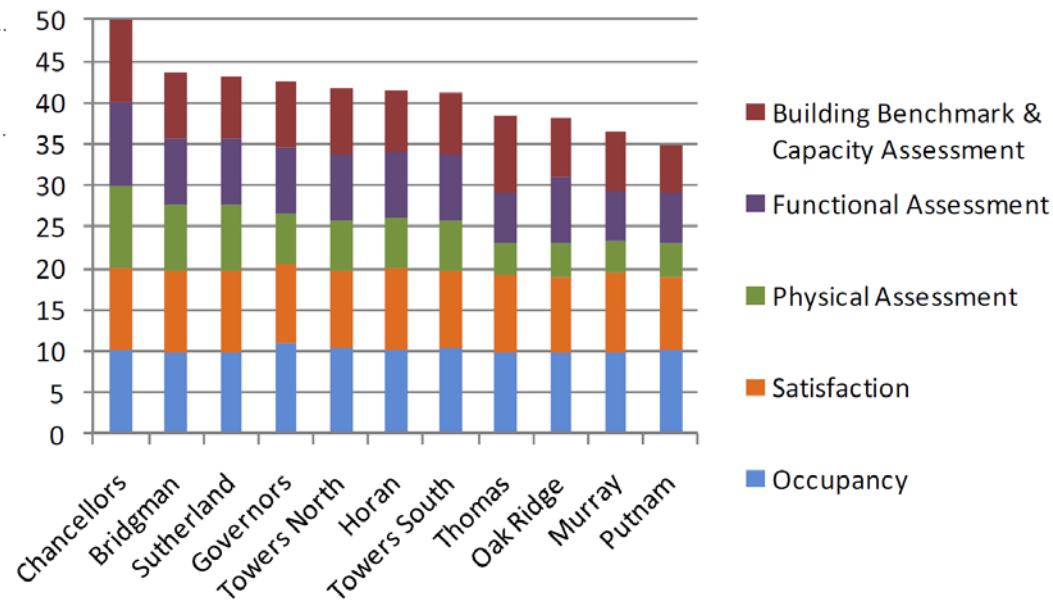
Campus Analyses

▶ Residential Demand

- ▶ Return students from hotels
- ▶ Add 1,250 suite beds and 300 apartment beds

▶ Campus Dining

- ▶ Renovate and expand dining on upper campus precinct

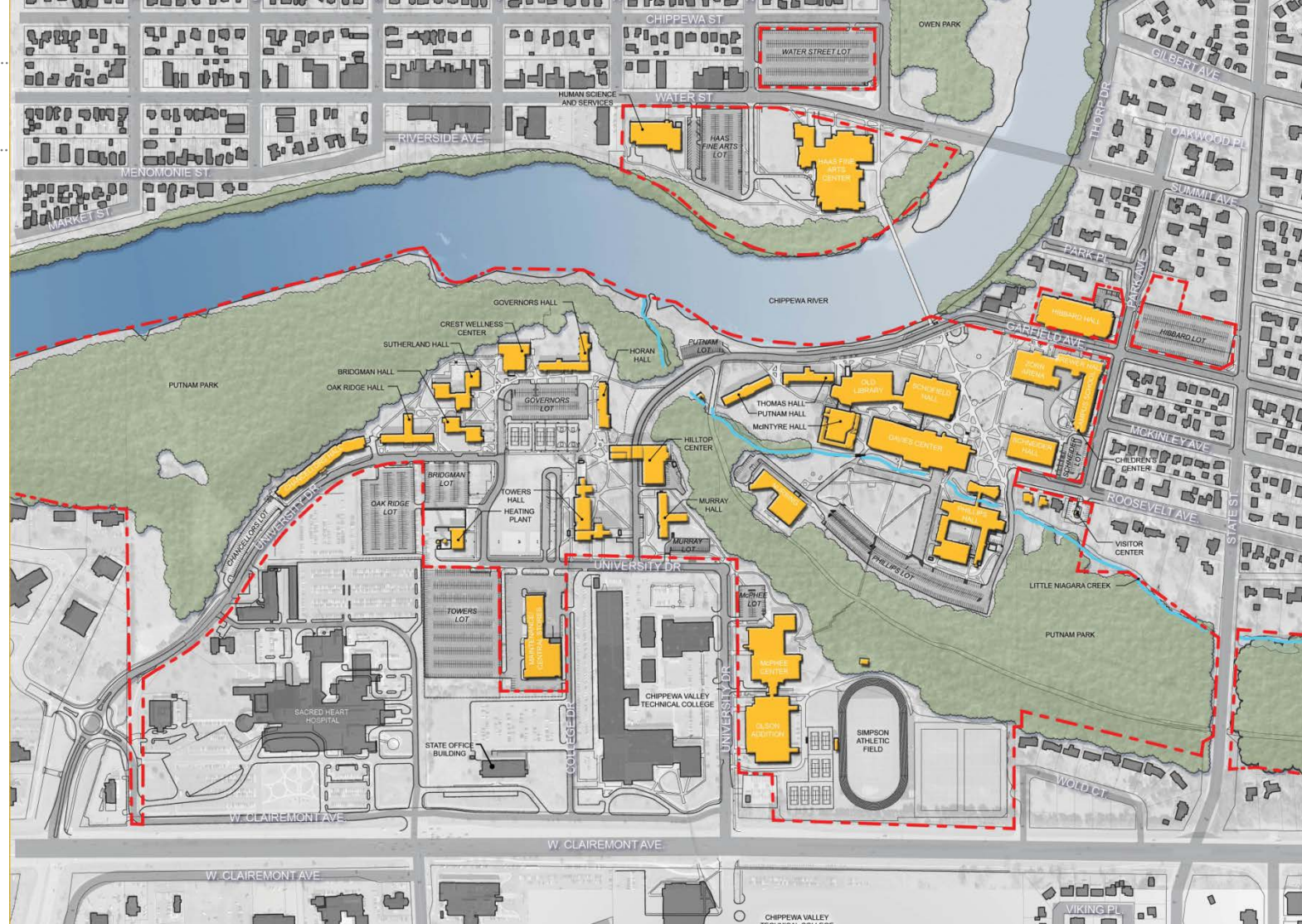


Summary View		Type	Space Demand		
Activity					
1	All You Care to Eat	Sq. Ft.	23,700	to	26,900
3	Food Court	Sq. Ft.	4,200	to	5,000
5	Conv. Store / Grab and Go	Sq. Ft.	1,600	to	2,000
6	Coffeehouse	Sq. Ft.	1,000	to	1,200
			30,500		35,100

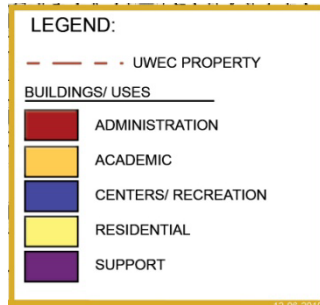
Campus Best Practices

- ▶ Focus on **purpose**
- ▶ Enhance academic and social **interaction**
- ▶ Strive for **environmental** sustainability
- ▶ Strive for **financial** sustainability
- ▶ **Anticipate** change
- ▶ Design for function and **flexibility**
- ▶ Craft a sense of **place**
- ▶ Move toward **visual coherence**
- ▶ Respect the built and environmental **context**
- ▶ **Integrate** with the host community
- ▶ Create a clear **identity**
- ▶ Put **pedestrians** first
- ▶ Recognize **bicycles** and **vehicles**
- ▶ Seek diversity and **inclusiveness**
- ▶ Maintain campus **safety**

Existing Conditions



Final Master Plan



Campus Master Plan Principles

- ▶ Campus Patterns
- ▶ Campus Movement
- ▶ Commitment to the Community

Campus Master Plan Principles

▶ Campus Patterns

- ▶ Concentrate Academics in the Center of Campus
- ▶ Broaden and Increase the Residential On-Campus Living Options
- ▶ Distribute On-Campus Dining Options and Improve Quality and Service
- ▶ Create A Sense of Place Throughout Campus
- ▶ Preserve and Enhance Views on Campus and Into Campus
- ▶ Establish the Campus Edge
- ▶ Welcome Visitors to Campus
- ▶ Prepare for a Mixed-Use and Integrated Campus

Campus Patterns

- ▶ Concentrate Academics in the Center of Campus
 - ▶ Consolidate the College of Education Departments on the Lower Campus Precinct
 - ▶ Accommodate the Growth of the Physical Sciences



Campus Patterns

- ▶ Broaden and Increase the Residential On-Campus Living Options
 - ▶ Construct Two Suite Style Residence Halls on the Upper Campus Precinct
 - ▶ Reconstruct Horan Hall as Suite Style Residence Hall



Campus Patterns



Campus Patterns



Campus Patterns

- ▶ Broaden and Increase the Residential On-Campus Living Options
 - ▶ Construct Residential Hall on the Lower Campus Precinct
 - ▶ Support Off-Campus Street Student Housing



Campus Patterns

- Broaden and Increase the Residential On-Campus Living Options
- Renovate and De-Densify Existing Residence Halls

Name	Type	Location	GSF	Capacity	% of Benchmark		New Capacity
					Existing Average SF per Student	Standard (225 SF per student)	
Bridgman Hall	Traditional	Upper	50,022	242	207	92%	222
Chancellors Hall	4 BR Apt	Upper	133,979	324	414	103%	324
Governors Hall	Traditional	Upper	65,283	310	211	94%	290
Horan Hall	Traditional	Upper	39,925	206	194	86%	n/a
Murray Hall	Traditional	Upper	56,737	306	185	82%	252
Oak Ridge Hall	Traditional	Upper	63,383	346	183	81%	282
Sutherland Hall	Traditional	Upper	76,378	400	191	85%	339
Putnam Hall	Traditional	Lower	36,769	236	156	69%	n/a
Thomas Hall	Traditional	Lower	35,496	144	247	110%	n/a
Towers Residence Hall North	Traditional	Upper	133,880	657	204	91%	595
Towers Residence Hall South	Traditional	Upper	111,738	585	191	85%	497
New Governors Parking Lot	Suites	Upper	n/a	n/a	n/a	n/a	350
New Tennis Courts	Suites	Upper	n/a	n/a	n/a	n/a	350
New Horan Site	Suites	Upper	n/a	n/a	n/a	n/a	350
New Lower Campus Precinct Hsg	Semi-Suites	Lower	n/a	n/a	n/a	n/a	200
On Campus				3,756			4,051
New Off-Campus	4 BR Apt	Water St.	n/a	n/a	n/a	n/a	300
Total							4,351

Campus Patterns

- ▶ Distribute On-Campus Dining Options and Improve Quality and Service
 - ▶ Renovate Hilltop Center for All Access Dining
 - ▶ Renovate Crest Center for Recreation



Campus Patterns

- ▶ Create A Sense of Place Throughout Campus
 - ▶ Create a Network of Campus Quadrangles
 - ▶ Lower Campus Precinct Mall
 - ▶ Quadrangle South of Schofield Hall



Campus Patterns

- ▶ Create A Sense of Place Throughout Campus
 - ▶ Create a Network of Campus Quadrangles
 - ▶ Quadrangle South of Governors Hall



Campus Patterns



Campus Patterns



Campus Patterns

- ▶ Create A Sense of Place Throughout Campus
 - ▶ Create a Network of Campus Quadrangles
 - ▶ Quadrangle West of Towers Hall



Campus Patterns

- ▶ Create A Sense of Place Throughout Campus
 - ▶ Create a Network of Campus Quadrangles
 - ▶ Water Street Quadrangle



Campus Patterns

- ▶ Create A Sense of Place Throughout Campus
 - ▶ Prepare a Public Art and Monument Master Plan



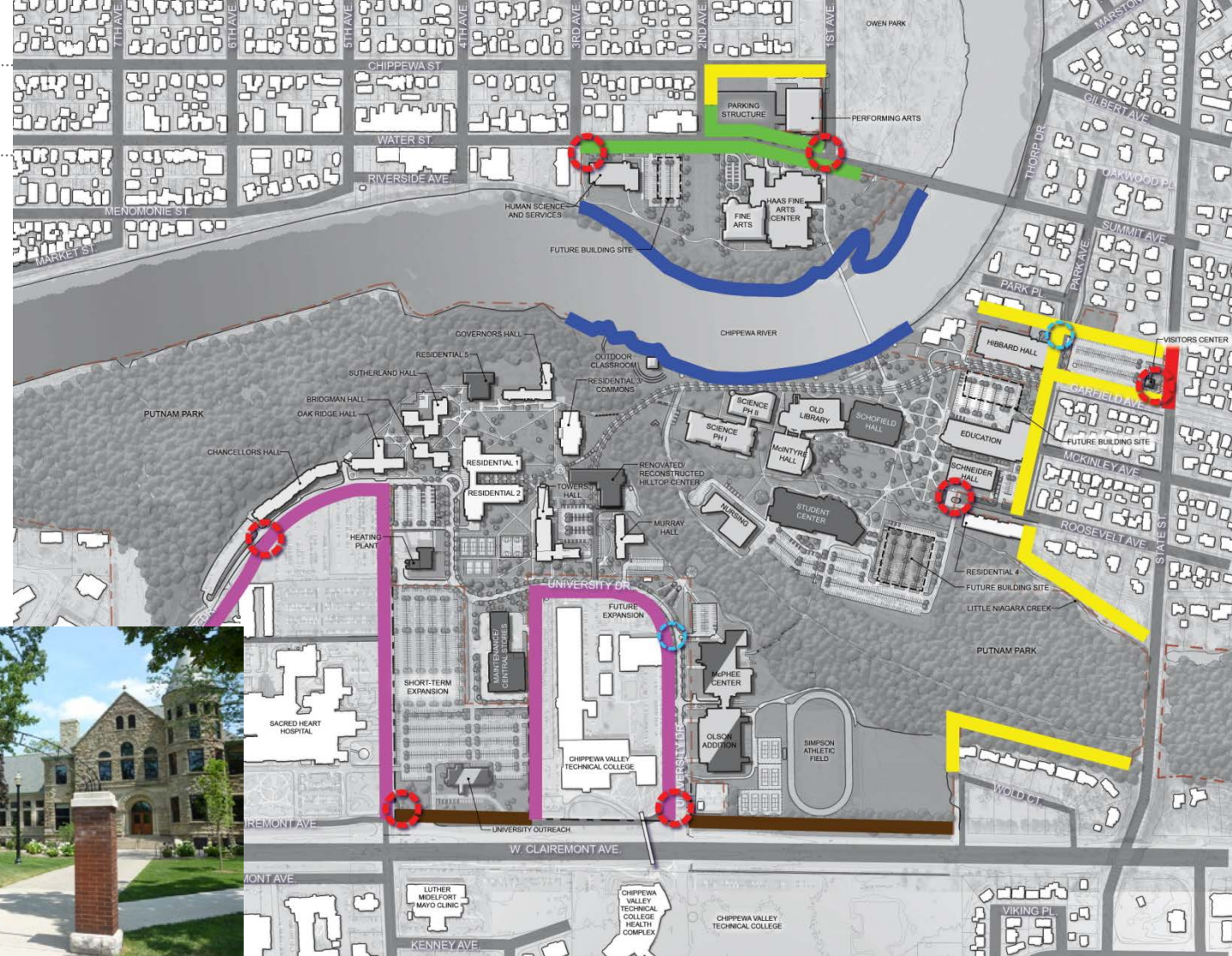
Campus Patterns

- ▶ Preserve and Enhance Views on Campus and Into Campus



Campus Patterns

- ▶ Establish the Campus Edge
- ▶ Establish a Network of Major Gateways
- ▶ Strengthen Minor Gateways



Campus Patterns



Campus Patterns



Campus Patterns

- ▶ Welcome Visitors to Campus
 - ▶ Construct a New Visitor Center



Campus Patterns



Campus Patterns



Campus Patterns

- ▶ Welcome Visitors to Campus
 - ▶ Develop and Comprehensive Signage and Wayfinding Plan
 - ▶ Strategically Locate Information Kiosks



Campus Patterns

- ▶ Prepare for a Mixed-Use and Integrated Campus
 - ▶ Reserve Sites for Residential on Lower Campus Precinct
 - ▶ Establish an Academic Village on Upper Campus Precinct



Campus Master Plan Principles

- ▶ **Campus Movement**
 - ▶ Create a Dense Network of Walks and Trails
 - ▶ Design Safe, Multimodal and Green Campus Streets
 - ▶ Encourage Cycling
 - ▶ Improve and Integrate Transit
 - ▶ Move Parking to the Campus Edges

Campus Movement

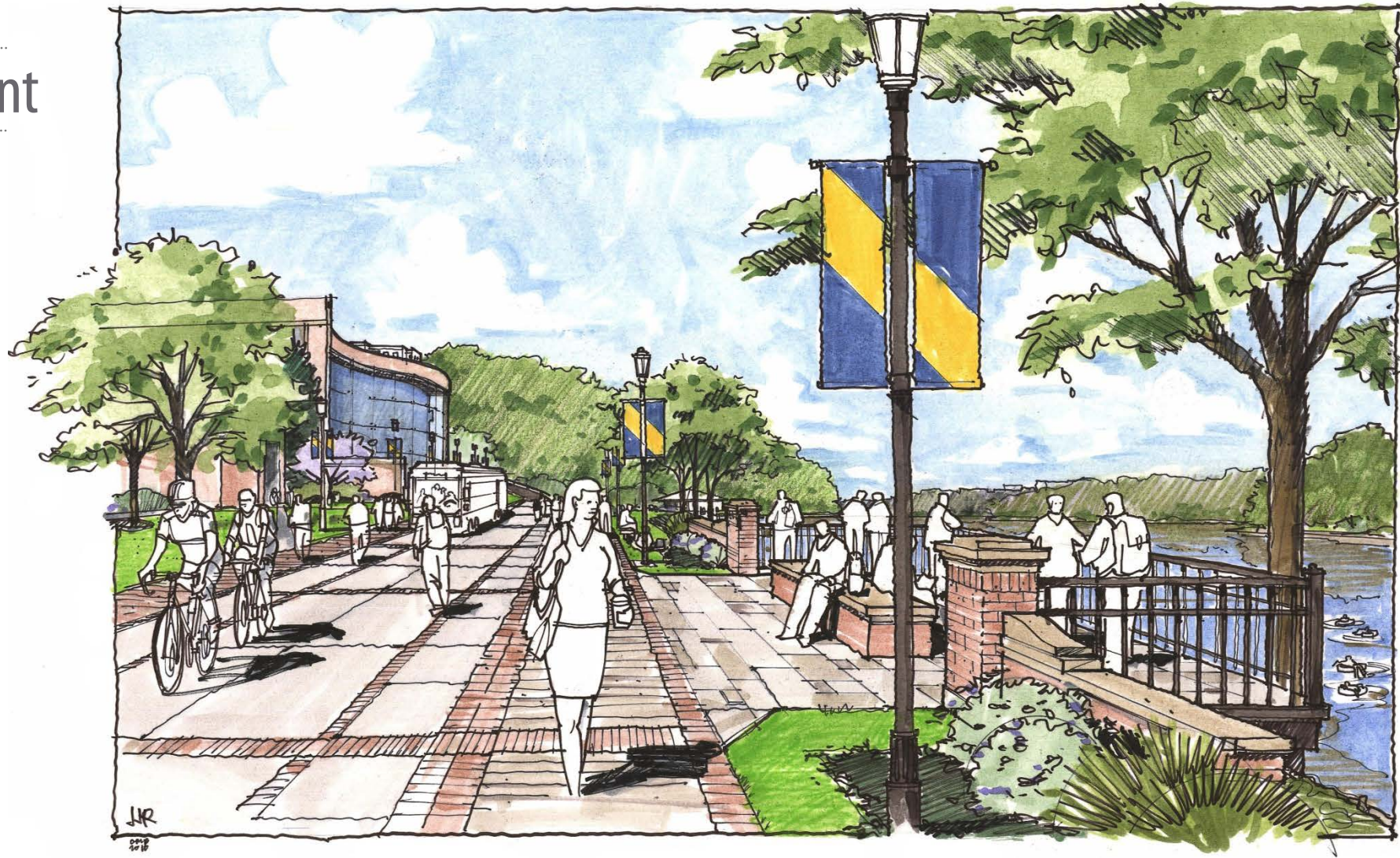
- ▶ Create a Dense Network of Walks and Trails
 - ▶ Connect the Upper and Lower Campus Precinct with a Linking Boulevard



Campus Movement

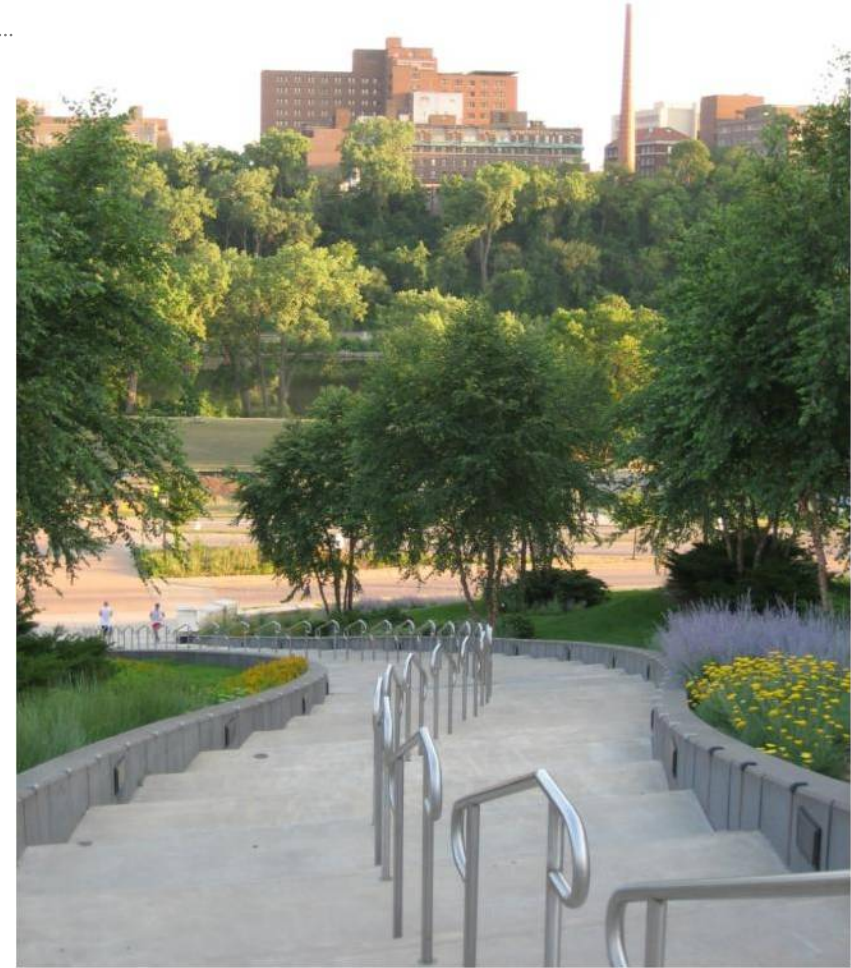


Campus Movement



Campus Movement

- ▶ Create a Dense Network of Walks and Trails
 - ▶ Expand Bluff Stairs into a Grand Staircase
 - ▶ De-Compress Modes on the Pedestrian Bridge Landing



Campus Movement

- ▶ Create a Dense Network of Walks and Trails
 - ▶ Create a Fine-Grained Pedestrian Network
 - ▶ Connect to and Extend the Community Pedestrian and Bicycle Network



Campus Movement

- ▶ Design Safe, Multimodal and Green Campus Streets
 - ▶ Narrow Street Cross-Section Elements
 - ▶ Improve Pedestrian Safety



Campus Movement

- ▶ Design Safe, Multimodal and Green Campus Streets
- ▶ Construct “Green Streets”

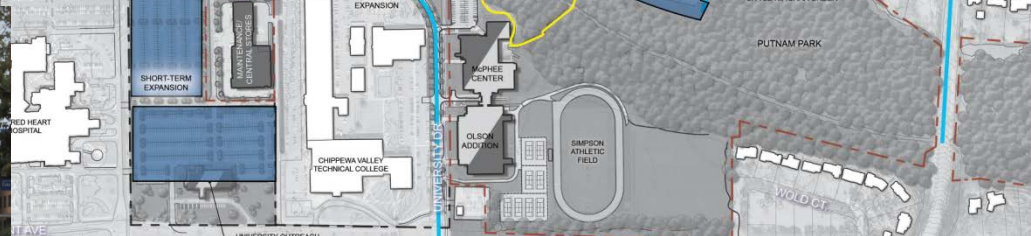


Campus Movement

- ▶ Encourage Cycling
 - ▶ Create a Connected Network of Bicycle Paths
 - ▶ Provide Short and Long-Term Bicycle Parking
 - ▶ Investigate Innovative Campus Cycling Programs

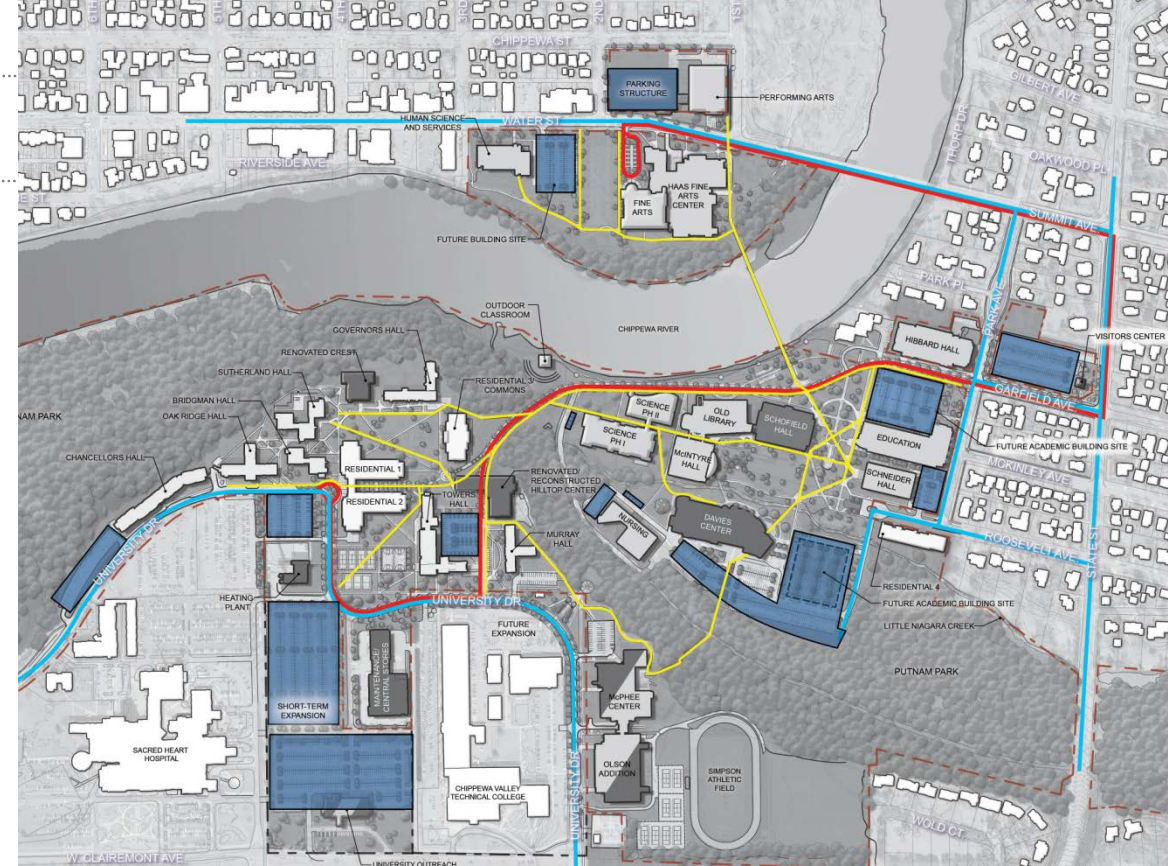


► Improve and Integrate Transit



Campus Movement

- ▶ Move Parking to the Campus Edges
- ▶ Maintain Existing Number of Parking Spaces (3,100 spaces existing; 3,359 proposed)
- ▶ Automobile Parking Design
- ▶ Prepare to Support Evolving Mode Split



Campus Master Plan Principles

- ▶ **Commitment to the Community**
 - ▶ Strengthen and Extend University Programming in the Community
 - ▶ Reach Out to the Community
 - ▶ Partner with and Promote Institutional Neighbors
 - ▶ Respect and Enhance Surrounding Neighborhoods
 - ▶ Protect and Enhance the Chippewa River and the Little Niagara Creek
 - ▶ Protect and Enhance Putnam Park

Commitment to the Community

- ▶ Strengthen and Extend University Programming in the Community
 - ▶ Maintain Existing Partnership with City at Bollinger Fields, Hobbs Ice Center and Carson Park
 - ▶ Collaborate with the City to Construct a Multi-Purpose Event Center



Commitment to the Community

- ▶ Strengthen and Extend University Programming in the Community
 - ▶ Collaborate with the City to Construct a Fine Arts Center and a Performing Arts Center
 - ▶ Construct a Parking Structure on the Water Street Lot
 - ▶ Renovate and Renew Haas Fine Arts Center



Commitment to the Community

- ▶ Reach Out to the Community
 - ▶ Create a University Outreach Center on West Clairemont
 - ▶ Repurpose the Eau Claire State Office Building and Stein Boulevard



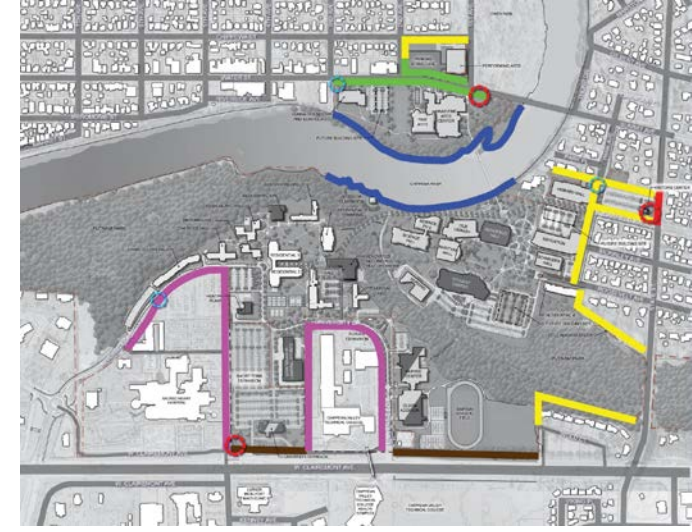
Commitment to the Community

- ▶ Partner with and Promote Institutional Neighbors
 - ▶ Expand Upper Campus Precinct Boundary onto CVTC Campus
 - ▶ Partner in a West Clairemont Parking Structure
 - ▶ Improve the Circulation and Aesthetics of the Ed-Med Corridor



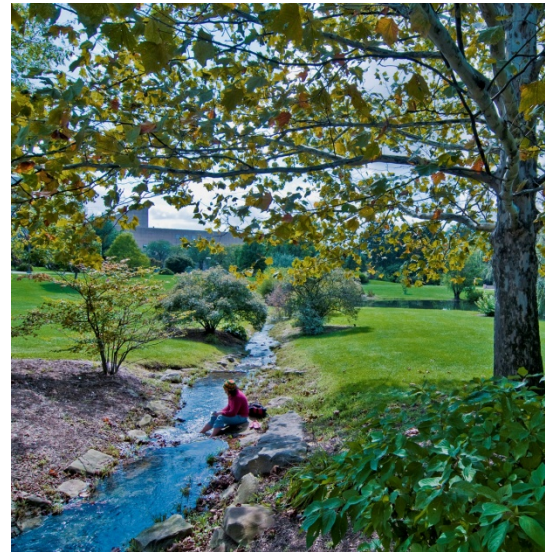
Commitment to the Community

- ▶ Respect and Enhance Surrounding Neighborhoods
 - ▶ Build Compatible Structures at the Residential Edges
 - ▶ Maintain or Reduce Off-Campus Parking Pressure
 - ▶ Respect the Spirit and Intents of the Water Street Redevelopment Plan



Commitment to the Community

- ▶ Protect and Enhance the Chippewa River and the Little Niagara Creek
 - ▶ Uncover the Little Niagara Creek
 - ▶ Increase Access to the Chippewa River
 - ▶ Stormwater Management

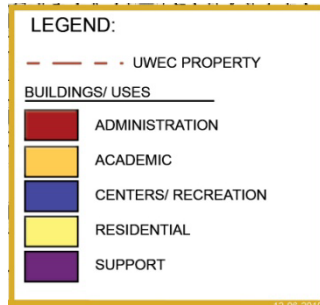


Commitment to the Community

► Protect and Enhance Putnam Park



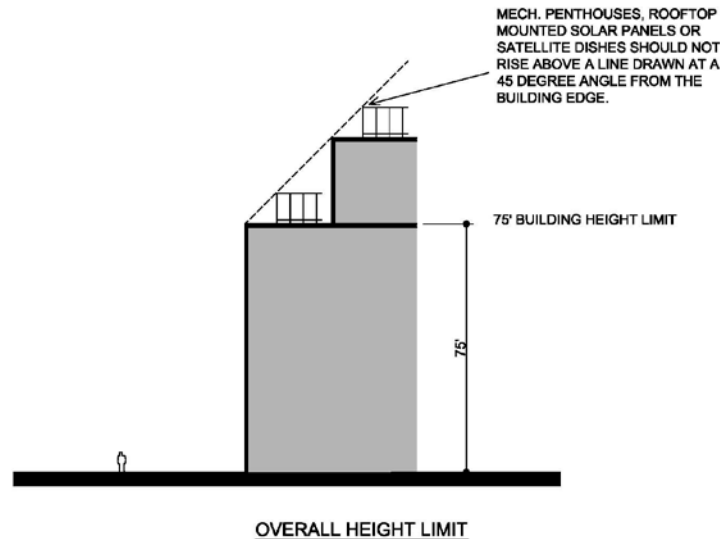
Final Master Plan





Supporting Documents

- ▶ Architectural Design Guidelines
 - ▶ Historical Context
 - ▶ Architectural Style
 - ▶ Scale
 - ▶ Massing/Height
 - ▶ Connections Between Buildings
 - ▶ Exterior Cladding Materials
 - ▶ Primary Material – Clay Brick
 - ▶ Secondary Materials



Supporting Documents

- ▶ Architectural Design Guidelines
 - ▶ Windows
 - ▶ Ground Level Articulation
 - ▶ Roofs
 - ▶ Entrances
 - ▶ Accessibility
 - ▶ Service and Mechanical Facilities
 - ▶ Sustainability and Stewardship
 - ▶ Building Signage



Supporting Documents

- ▶ **Site Design Guidelines**
 - ▶ Building Landscaping
 - ▶ Existing Tree Preservation
 - ▶ Athletic Fields
 - ▶ Other Campus Open Spaces
- ▶ **Site Furnishing Standards**
 - ▶ Pedestrian Lighting
 - ▶ Street and Parking Lot Lighting
 - ▶ Trash and Recycle Receptacles
 - ▶ Bicycle Storage



Phasing

- ▶ Ambitious yet prudent project sequencing
- ▶ Balance between GPR, Mixed Use, and PR funding sources

	General Purpose Revenue/Mixed Use Projects	Program Revenue Projects
2011-2016	Education Building	Student Center
	Garfield Ave Infrastructure Improvements	Children's Center at St. Bede
	Campus Exterior Signing and Wayfinding	Residence Hall # 1 – Governors Lot/Tennis Courts
	Outdoor Classroom	Residence Hall # 2 – Horan Site/Governors Lot
	Performing Arts Center (potentially off-campus)	Off Campus Residential # 3 – privately developed
	Fine Arts Center (potentially off-campus)	Horan Hall Demolition (if required)
	Relocate Campus Police	Relocate Student Health Services
	Visitor Center	Crest Center Repurposing and Addition
		Towers South Renovation
		Towers North Renovation
2017-2022	Eau Claire State Office Building and Land Acquisition	Governors Hall Renovation
	Haas Fine Arts Center Renovation	Hilltop Center Repurposing
	Water Street Infrastructure Improvements	Eau Claire State Office Building Parking
		Roosevelt Ave Residential Housing Demolition
2023-2029	Putnam/Katharine Thomas Halls Demolition	Residential Hall # 4 – Lower Campus
	Science Hall Phase 1	Surface Parking on Zorn Arena/Brewer Hall Site
	Science Hall Phase 2	Surface Parking on Phillips Science Hall Site
	Schneider Hall Stewardship	Water Street Parking Structure
	Phillips Science Hall Demolition	Murray Hall Renovation
	Multi-Purpose Arena/Rec (potentially off-campus)	Oak Ridge Hall Renovation
	Zorn Arena/Brewer Hall/Kjer Theatre Demolition	
	Upper Campus Infrastructure Improvements	
	Lower Campus Infrastructure Improvements	

Phasing -2011-2016

- ▶ Student Center
- ▶ Education Bldg
- ▶ Visitor Center
- ▶ Garfield
- ▶ Fine/ Perf Arts
- ▶ Upper Res Halls
– new, Towers
- ▶ Outdoor Classroom
- ▶ Crest Center



Phasing -2017-2022

- ▶ Haas
Renovation
- ▶ Governors Hall
- ▶ State Office
Bldg
- ▶ Hilltop Center



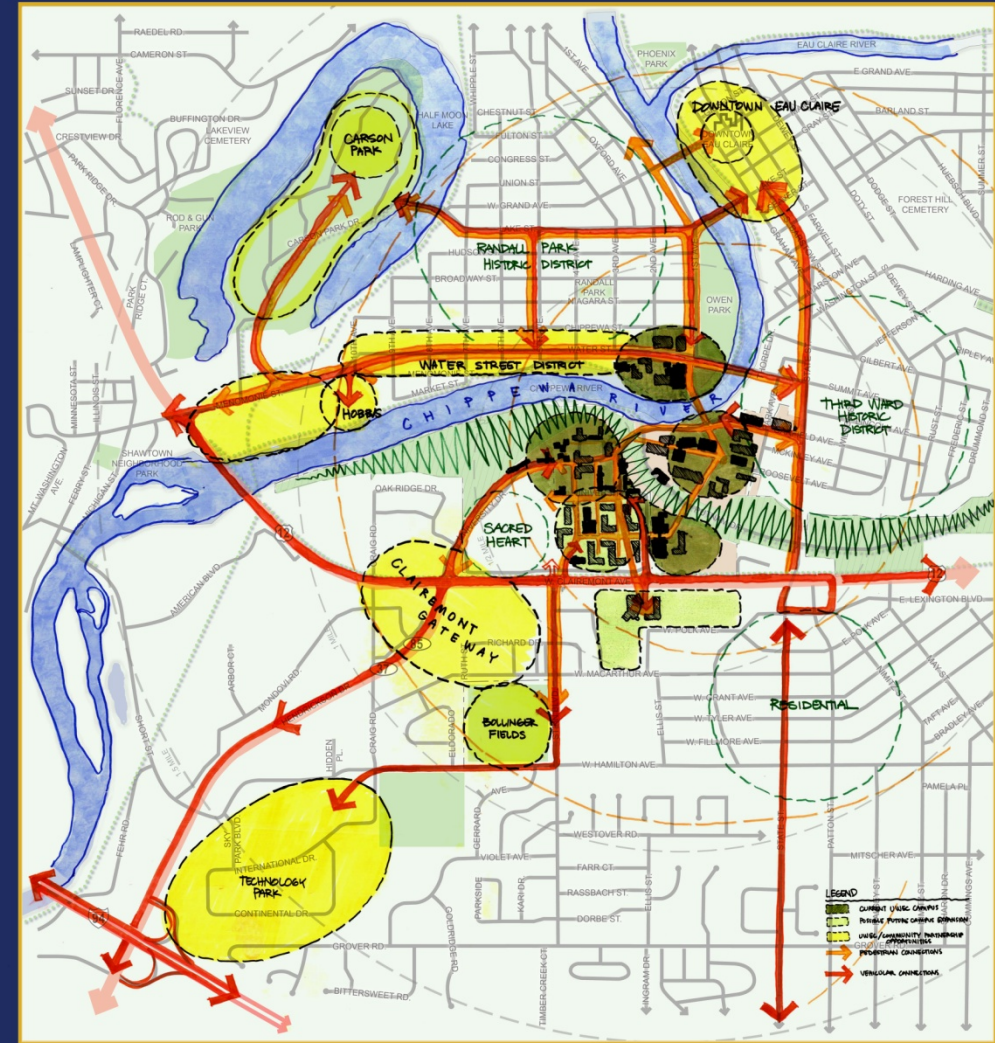
Phasing -2023-2029

- ▶ Science Phase 1
- ▶ Science Phase 2
- ▶ Schneider
- ▶ Multi-Purpose Event Center
- ▶ Lower Campus Res Hall
- ▶ Murray, Oak Ridge



Aspirational Plan

- ▶ The campus master plan is only the first 20 years of this long-term vision.
- ▶ Major player in the vitality of Eau Claire, regional economic engine
- ▶ Fluid connectivity between campus and city
- ▶ Continue to partner on projects
- ▶ Break down the “us vs. them” mentality



Questions and Comments

- ▶ Open House, 1-2pm
- ▶ Facilities Projects website:
<http://www.uwec.edu/facprojects/masterplan.htm>
- ▶ Final Master Plan documents
- ▶ All interim documents
- ▶ Mike Rindo, Assistant Chancellor for Facilities
- ▶ Rick Gonzales, Director of Facilities Planning

Next Steps

- ▶ Implementation has already begun
 - ▶ Student Center
 - ▶ Education Building
 - ▶ Children's Center
 - ▶ Garfield Avenue improvements
 - ▶ Upper campus residence halls

INSERT PHOTO OF STUDENT CENTER
CONSTRUCTION
xxx

The best way to **predict the future** is
to **invent it**.
- Alan Kay



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