

CAMPUS MASTER PLAN



EXECUTIVE SUMMARY

University of Wisconsin
PARKSIDE

Southeastern Wisconsin's University of Opportunity

AUGUST 2006



We are pleased to present this new Master Plan for the University of Wisconsin-Parkside. It represents the first new look at planning since the campus was created in the late 1960s. As we grow to serve the needs of our region over the next 20 years, we will look to this document as our guide for growth.

Changes to the plan will be necessary over time. Planning is a continuous process that must reflect the institution's evolving needs. Nevertheless two things shall remain constant: our commitment to responsible stewardship of our remarkable natural setting and our respect for the unique architectural resource that our campus represents. Designed in the Modern Style by a talented group of architects in the late 1960s and early 1970s, UW-Parkside offers a cohesiveness of building design that is rare among university campuses.

We extend our sincere thanks to all who participated in the development of the plan. This includes the entire campus community of students, faculty, staff and alumni who provided essential feedback at key points during the planning process. Input from residents and government officials of neighboring communities was also critical because we intend to make our campus more inviting and encourage our neighbors to visit us often. Finally, we thank the University of Wisconsin System Capital Planning & Budget Office, the State of Wisconsin Division of State Facilities and, especially, our planning consultants, the Madison office of JJR, LLC, for helping us make this plan a reality.

The design of our new Student Union is the first of many exciting changes we can look forward to in the 21st century as our new Master Plan guides the creative growth of the University of Wisconsin-Parkside, "*Southeastern Wisconsin's University of Opportunity*".

Sincerely,

A handwritten signature in black ink, which reads "John P. Keating". The signature is written in a cursive, flowing style.

John P. Keating
Chancellor

UW- PARKSIDE CAMPUS MASTER PLAN

INTRODUCTION

The University of Wisconsin-Parkside Master Plan has been developed to identify short and long-term opportunities for growth and change. It will serve as a guide for the implementation of future developments on campus by establishing a framework that builds upon existing successful patterns and adapts other facilities to meet current and foreseeable needs.

This master plan is based upon a collaborative process that utilized input from students, faculty, staff and administration at UW-Parkside. It responds to the specific desires of the university community to enhance the public image of the campus and the fundamental ways in which people move about the campus. Careful thought has been given to ensure that as UW-Parkside grows in population and in the numbers and sizes of its facilities, its unique architectural character and its “woodland and prairie” image remain a hallmark of the “Signature Campus” that is UW-Parkside.

THE LIFE OF THE PLAN

To be effective, a master plan must provide a clear yet flexible vision for guiding change on campus while adhering to the core missions of both UW-Parkside and UW System Administration. The UW-Parkside Master Plan does this by establishing guiding principles that are intended to inform developments within several phases over the next 20 years. This phasing, as well as some portions of the plan, will need to be periodically reviewed and adjusted to respond to actual implementation of campus developments and future needs of the campus that may arise.



Campus buildings blend with the landscape to form Parkside's "woodland and prairie" image.

WHY A MASTER PLAN?

Since the creation of its campus in 1969, UW-Parkside has operated under its initial master plan that formed the campus we see today. While many of the principles of this plan have served the campus well, other base assumptions and initiatives have changed or are no longer relevant. This master plan builds upon the successes of the campus and sets forth a plan for the next 20 years of Parkside's growth and development.

The Master Development Plan of 1969 put forth six premises that formed the basis of that plan. In large part, these are still relevant in the campus environment today, and will remain so as the campus evolves in the future. These include:

Relationships - "The location of facilities should enhance their role and function; locational decentralization and functional integration should be the keys to the plan."

Site Use - "The plan should reflect the topography of the site and take advantage of its natural beauty."

Circulation - "Heavy vehicular and pedestrian traffic must be accommodated quickly and efficiently."

Flexibility - "The design concept should provide a system for development that will accommodate institutional change."

Phasing - "The plan should be valid – the campus should function well- at any stage of development."

Expression - "A warm, humane, and stimulating environment must be achieved, reflecting concern for the individual, and recognition of the interdependence of all members of the university community."

Plan diagram from the 1969 Master Development Plan illustrating a fully built campus serving 25,000 students.

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- 9 - Botanical Instruction Area
- 10 - Arboretum
- 11 - University Related Facilities
- 12 - Petrifying Springs Park
- 13 - Student Centers



By far, the most successful and prominent manifestation of these premises on the campus today is the core group of campus buildings that were constructed between 1969 and 1973. Greenquist, Molinaro and Wyllie Halls and the Communication Arts building are essentially the first phase of the original development plan. These strikingly elegant buildings reflect the university's original mission to encourage a multidisciplinary education by forming "routes" for both learning and logical building expansion. This connectedness and a clear commitment to building cohesiveness created distinct period architecture that is worth both preserving and perpetuating.

The areas in which the evolution of the campus has diverged from this earlier planning effort are predominantly related to anticipated student populations and the nature of the vehicular circulation and parking system. It was anticipated that enrollment would reach 25,000 students at Parkside by the year 2000, and campus phasing plans were intended to accommodate this growth. Today's student population of approximately 5,000 requires far less infrastructure than was originally planned. Similarly, the original vehicular circulation and parking system plan accommodated up to 13,000 parked vehicles on campus within remote lots and included a shuttle system to provide transport to the campus core. Students, faculty, staff and visitors were afforded access to campus buildings via an outer loop road and drop-off areas that did not include parking within the loop. Service vehicles were accommodated through a restricted access inner loop road. As the campus developed, the Inner Loop Road and a portion of the Outer Loop Road were completed. Parking areas were developed within the Outer Loop Road, not as originally planned in consolidated remote lots.

This new master plan builds upon the sound principles that formed the UW-Parkside campus while identifying needed improvements to the campus image, improvements to wayfinding and circulation, and appropriate placement of new buildings and amenities. This plan identifies opportunities for managing campus growth that is based upon enrollment projections, biennial Campus Physical Development plans, regional and national campus trends, and adjacent community growth expectations. While some projects or constraints will inevitably arise that will require adjustments, it is important that each exterior campus development be examined throughout its design process in light of the guidance provided within this master plan. This plan is to be a framework for future policy and development decisions. The changes to physical facilities, enrollment assumptions and policies recommended in this plan are a framework to guide future decisions and do not imply approval by the university or by the state of Wisconsin.

GUIDING PRINCIPLES OF THE PLAN

The master plan is shaped by many individual guidelines that affect most areas of the campus. There are, however, three over-arching principles that respond to core values expressed at UW-Parkside.

GUIDING PRINCIPLE ONE

ENHANCE PARKSIDE'S IMAGE AND IDENTITY THROUGH BETTER VEHICULAR AND PEDESTRIAN WAYFINDING AND CIRCULATION.

- Create identifiable campus entries
- Simplify vehicular circulation
- Provide better pedestrian and bicycle access within campus and links to surrounding neighborhoods

With its picturesque location within the Pike River watershed and an early attention to architectural integrity, UW-Parkside enjoys a campus image that is unique among other UW System schools and within the region. Methods of improving Parkside's image are found throughout this plan. Major elements such as adjustments to the existing roadway and parking network will allow for more understandable vehicular movements. This will also afford the opportunity to create recognizable campus entrances and areas for vibrant pedestrian spaces.



GUIDING PRINCIPLE TWO

KEEP THE CAMPUS “GREEN” AND PROMOTE AN ETHIC OF SUSTAINABILITY.

- Maintain and enhance Parkside’s “woodland and prairie” image
- Preserve places for study of the environment
- Identify sustainability programs for development and implementation across campus

This principle addresses two separate but integrally linked concepts. The Parkside campus is uniquely sited to take advantage of its woodland and prairie setting through views from inside most campus buildings and through outdoor recreation and study opportunities scattered among its 720 acres. The primary image that any campus visitor leaves with is the “green” that one sees all around campus. This plan sets forth changes to the physical campus and guidelines for the preservation of existing natural areas that are intended to maintain and in many cases enhance this sense of the “green” Parkside campus.

The second concept that is linked to this principle is that of creating a more environmentally sustainable campus. Strategies to achieve greater degrees of sustainability are found within section two of the master plan document.



Greenquist Pond is a valuable educational, environmental, and visual amenity that will remain as a part of the core campus.

GUIDING PRINCIPLE THREE

PROMOTE A MORE UNIFIED CAMPUS COMMUNITY THROUGH CAREFUL PLANNING AND DESIGN.

- Honor and build upon existing architectural patterns
- Create more of a traditional campus experience for resident students
- Strengthen ties to the surrounding communities

As future buildings expand on campus, Parkside’s Modernist architecture lineage should be honored by preserving and perpetuating the patterns set with the campus core buildings. Architectural guidelines should be adhered to in order to provide a vision for ways to maintain Parkside’s unique “Signature Campus” aesthetic.

For many years, UW-Parkside has largely been a commuter campus with most of its students living in surrounding communities. Currently, approximately 800 of its 5,000 students reside on campus in Ranger Hall and the University Apartments. As the campus experiences its anticipated growth, current trends indicate that more students will choose to live on campus and new residence halls will be required. This plan sites two new residence hall locations that can accommodate up to 800 additional students. By placing these future residence halls in close proximity to existing halls and the Union dining facility, the university will be able to attain the critical mass of on-campus students to offer increased recreation, entertainment, social and dining options to students. This will, in turn, help resident students to engage more actively in university life and to feel a greater sense of a campus community.

While the university has for many years engaged in outreach and entertainment programs that bring in visitors to campus, multiple entries and roadways and confusing interior and exterior wayfinding have been a hindrance for these activities. This plan addresses the need to provide clear wayfinding through consolidated campus entries to guide visitors as they enter the campus. This plan also focuses entry experiences on two facilities that will hold prominent public events: the renovated Student Union and an expanded Communication Arts building.



HIGHLIGHTS OF THE PLAN

This plan used guiding principles, analysis of existing physical conditions, and input from across the university community to create a broad set of recommendations. These existing conditions and recommendations are described within a systems-based approach. Highlights of the recommendations within each system include the following.

IMAGE AND IDENTITY

- Build upon Parkside’s successful “Signature Campus” development pattern.
- Create distinctive and easily recognizable primary and secondary campus entries.
- Develop a more cohesive and connected system of outdoor gathering spaces that range from a pedestrian mall that serves as an active gathering and walking space to quiet naturalistic spaces that offer areas for retreat and study.
- Enhance campus edges through landscape treatments that clearly distinguish campus from the surrounding community while honoring the naturalistic character of this edge.
- Build upon and enhance the current wayfinding signage system to reflect changes to campus circulation and development. Provide clear direction for campus visitors through entry signage, auto-oriented building location signs, and pedestrian-oriented campus maps and key facilities signage.
- Preserve prominent campus views through careful planning and a commitment to high quality contextual design of new buildings.

CAMPUS BUILDINGS

- An expansion of the Communication Arts building to include classroom space, new theater space, and set design/shop areas, two-dimensional art studios and music practice and performance spaces.
- A new academic building to contain general academic classrooms and computer lab space, and to provide a more permanent home for several key academic departments.
- The creation of a more lively and concentrated residential quadrangle through the addition of two new 400-bed residence halls. These residence halls will be constructed in phases as a means of satisfying increasing housing demand.
- Potential expansion of the Sports and Activity Center to allow a larger basketball arena.
- A new Child Care Center building to replace the aging existing structure.
- A potential Center for Environmental Stewardship that will offer education, training and outreach programs designed to enrich the K-12 learning experience and engage and benefit the community as a whole.

VEHICULAR CIRCULATION, PARKING, AND SERVICE ACCESS

- A revised roadway system that creates a single easily navigated campus loop road connecting all major buildings and parking areas. This two-way road will be formed from portions of the existing Inner and Outer Loop Roads and will create two major campus entry points and clearly defined access turnarounds at the Union, Communication Arts and Wyllie Hall.
- Expanded parking for a total of 3,283 cars (822 new spaces) to meet expected campus populations through the life of the plan.
- A relocated main service dock location incorporated within the design of the new Academic Building.

NATURAL AREAS AND OPEN SPACES

Campus open spaces within this plan are defined by their expected uses and activity levels, as well as by their importance as both natural resources and as visual amenities. These spaces include:

- A formal campus common
- A residential green
- Active recreation field enhancements
- Enhanced campus entry open spaces
- Meadow and woodland conservation areas

PEDESTRIAN AND BICYCLE CIRCULATION AND TRAILS

While outdoor walkways and bicycle trails are not the dominant mode of transportation, several important enhancements are recommended in order to encourage broader use.

- A paved pedestrian mall will replace a portion of the existing Inner Loop Road and provide primary pedestrian access between the Union, campus residence halls and Communication Arts. This mall will include decorative paving, gathering spaces with benches and other amenities, and enhanced plantings.
- A segment of paved multi-use pathway will be located on the Parkside campus along Highways E and JR that will provide a vital link between Petrifying Springs Park, surrounding neighborhoods and the nearby county bike trail.
- The Anna Maria Williams Tree Trail will be maintained and expanded as an educational resource and ecological amenity. Small portions of the existing trail that will be impacted by planned development will be relocated or re-planted.
- The Disc Golf course will be maintained as both a campus and community recreational amenity. Several holes will be adjusted as future campus developments are realized. This plan also recognizes an expansion of another nine holes to the course within the meadow areas adjacent to Wood Road.

CAMPUS SUSTAINABILITY OPPORTUNITIES

Parkside has long enjoyed its pristine campus setting and surrounding environment that is one of the hallmarks of its “woodland and prairie” campus. Many within the campus community view Parkside as the “green” campus in its efforts to retain its beautiful natural setting and in ongoing conservation efforts throughout the campus. This plan includes a framework for ways in which Parkside can continue the dialogue of improving its sustainable practices in areas such as:

- Air Quality
- Buildings
- Educational Programs
- Energy Usage
- Food
- Waste and Hazardous Materials
- Land Use
- Transportation
- Water Resources

PHASING OF CAMPUS DEVELOPMENTS

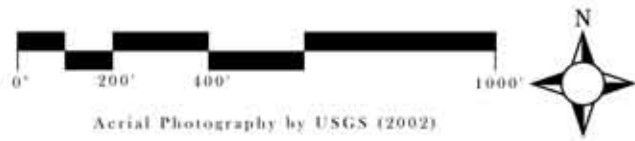
A phasing plan for campus improvements has been developed that outlines a reasonable sequence for their implementation. This phasing plan is based upon expected campus population levels, the needs of many departments and administrative functions, and the constructability of the improvements. With the current renovation of the Student Union and several other proposed building projects within the next two campus physical development plans, Parkside has the opportunity to make large portions of this master plan a reality and to significantly impact the ways that people experience the campus.

CAMPUS SITE DESIGN GUIDELINES

Guidelines for amenities such as benches, trash receptacles, lights, planting areas and other site elements are included with the master plan document in order to help create a more cohesive set of outdoor spaces on campus. These are intended to be implemented over time as replacements are necessary or as new campus developments are completed.

CAMPUS ARCHITECTURAL GUIDELINES

UW-Parkside is an elegant collection of interconnected building forms that is an honest expression of Modern architecture and a high-quality, well-preserved example of this period that is unique within the UW System. These buildings create a whole that is more than the sum of its parts - a signature campus, not just an assemblage of signature structures. The campus design is valued and should be maintained as the campus grows. Diluting the forms is a threat to the strength of the existing. As future buildings expand on campus, this lineage should be honored by making connections within this rectilinear chain pattern; building materials should not be compromised by new designs. Architectural guidelines provide a vision for ways to maintain Parkside’s unique “Signature Campus” aesthetic for both core academic and auxiliary buildings.



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|---------------------------------------|-----------------------------------|--------------------------------|----------------------------------|------------------------|
| Academic and Administration Buildings | Student Services and Activities | Primary Pedestrian Walk | Secondary Campus Vehicular Entry | Service Access or Dock |
| Residence Halls | Service and Maintenance Buildings | Primary Campus Vehicular Entry | Parking Lot | Disc Golf Hole |

Existing Conditions

Campus Master Plan

Core Campus



- Academic and Admin. Buildings
- Future Academic and Admin. Buildings
- Residence Halls
- Future Residence Halls
- Student Services and Activities
- Future Student Services and Activities
- Service and Maintenance Buildings



ACKNOWLEDGEMENTS

In order for a master plan to be successfully implemented, it is vitally important that it be based on both sound planning principles and significant university community involvement. The University of Wisconsin-Parkside Master Plan included the dedicated focus of many administrators, faculty and staff at the university along with the consultant planning team. The individuals listed below served the vital roles of providing input on their vision for the future of the university, and providing feedback on alternatives and recommendations.

The Master Plan Steering Committee served to provide direction, guidance and advice to the consultant team during the planning process. This group was instrumental in providing an understanding of existing conditions, confirming information, assessing public meeting comments, and providing feedback regarding planning concepts. Members of the Master Plan Steering Committee included the following:

William W. Streeter	UW-P Vice Chancellor, Administrative and Fiscal Affairs
Steve McLaughlin	UW-P Vice Chancellor, Student Services/Dean of Students
Gerald Greenfield	UW-P Associate Provost
John Desch	UW-P Campus Planner
John Levek	UW-P Student Representative
Jeff Kosloske	UW System Administration
Bob Kilgust	Wisconsin Division of State Facilities

Many individuals and members of the university administration, faculty, staff and student body also provided feedback during planning workshops and in response to planning concepts and recommendations. This input provided an important user perspective that helped shape this plan.

CONSULTANT PLANNING TEAM:



JJR, LLC – Madison, Wisconsin
HGA Inc. - Milwaukee, Wisconsin
DAAR Engineering – Milwaukee, Wisconsin
Arnold and O'Sheridan - Madison, Wisconsin