

Campus Master Plan Update and Student Success Project Feasibility Study

Master Plan Open Houses
November 18 & 19, 2013



PAULIEN & ASSOCIATES, INC. | Workshop Architects |



SMITHGROUPJJR

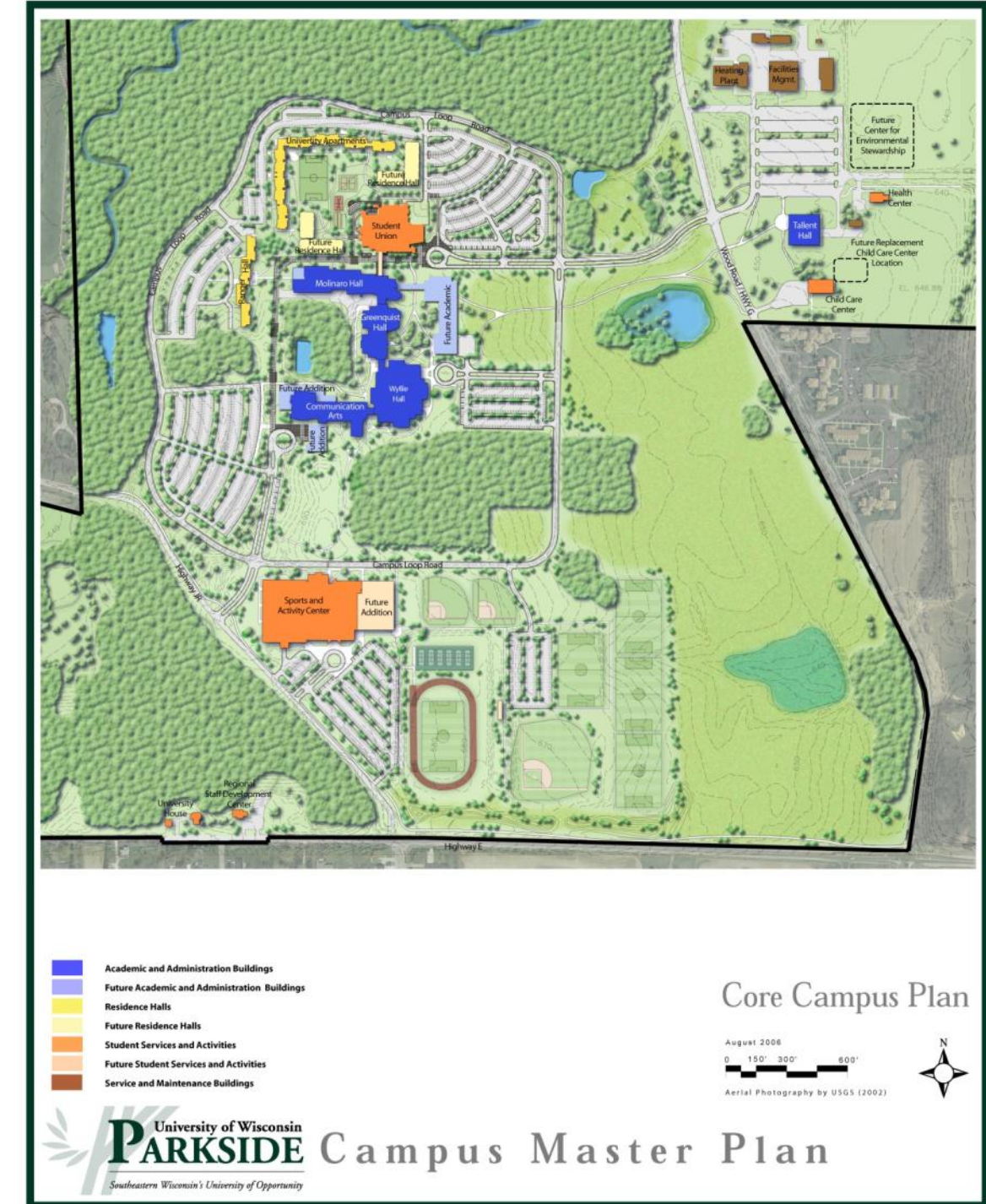
CONTENTS.



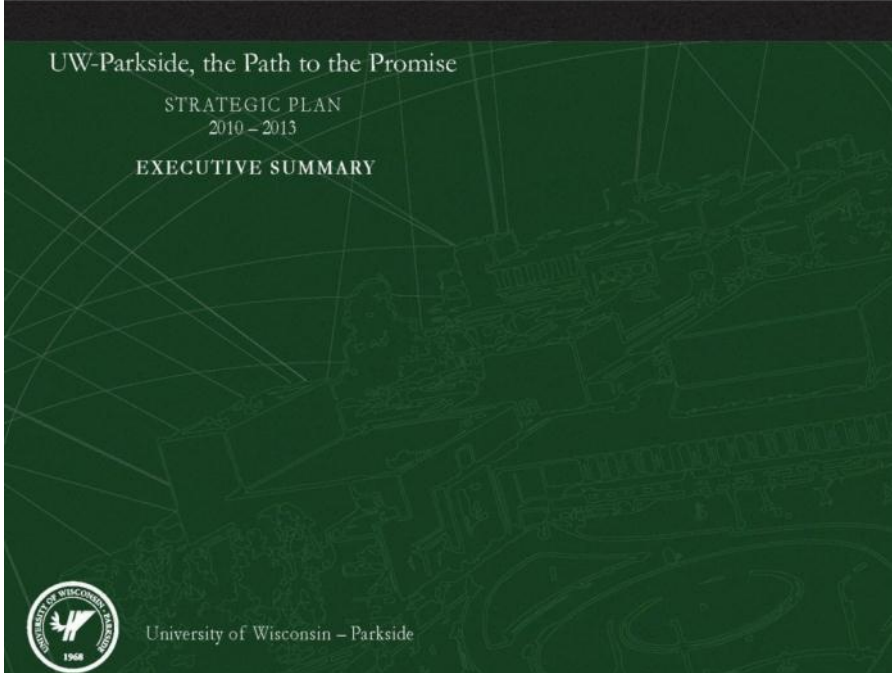

- ① Master Plan Introduction
- ② Team Introduction
- ③ Master Plan Process +
Schedule
- ④ Discussion
- ⑤ Next Steps

PURPOSE OF MASTER PLAN UPDATE.

- Process to align strategic, academic, spatial, fiscal, and physical vision
- Responds to Strategic Plan
- Establishes capital priorities
- Optimizes resources and adjacencies
- Implementable, identifies short and long term actions
- Participatory and consensus based
- Visionary yet realistic



Strategic Initiatives

- 
- UW-Parkside, the Path to the Promise
- STRATEGIC PLAN
2010 – 2013
- EXECUTIVE SUMMARY
- 
- University of Wisconsin – Parkside



THE EQUATION HAS CHANGED.

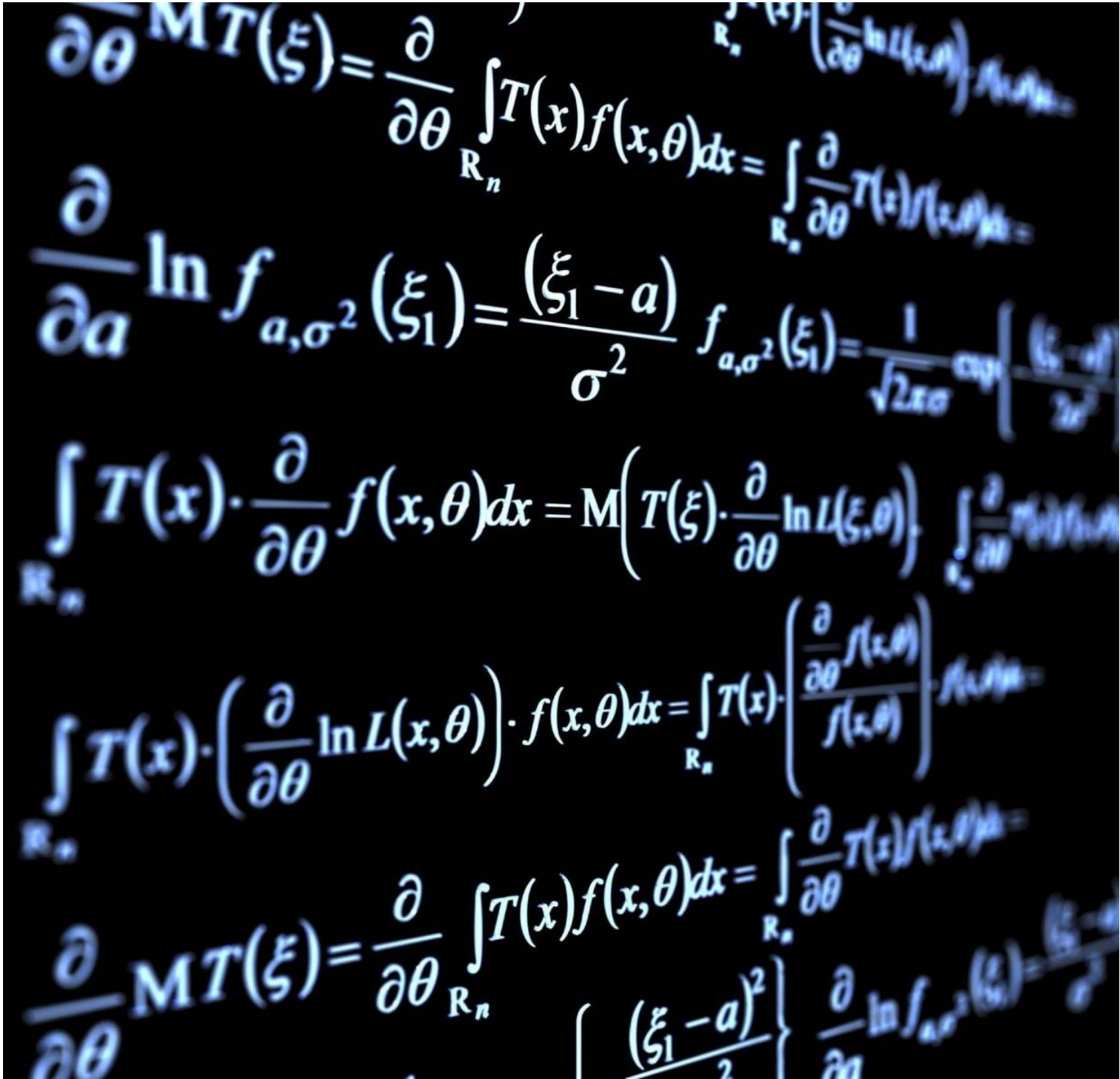


image + opportunity + amenity = old plan

STRATEGY	+	SPACE	+	FUNDING	=	NEW PLAN
academic research completion value		quantity/quality utilization renovate or replace		sources amount timing performance		

A NEW NORMAL IN PLANNING.

The New Normal

- Creating identity in a crowded market
- Competition for limited state funding
- Smaller donor pool
- Shrinking debt capacity
- Flat population trajectory
- Retention issues
- Increasing international student population
- Outdated teaching facilities (esp. sciences)
- Need for new housing models



A NEW NORMAL IN PLANNING.

Right Sizing the University

- Institutional sustainability
- Strengthen core competencies
- Match enrollment and spatial needs to facilities
- Increase quality, efficiency and utilization
- Be visionary yet pragmatic



A NEW NORMAL IN PLANNING.

Identity and Student Experience

- Campus image and first impression
- Amenities for 4,800 “customers”
- Quality of on-campus residential
- Game day experience

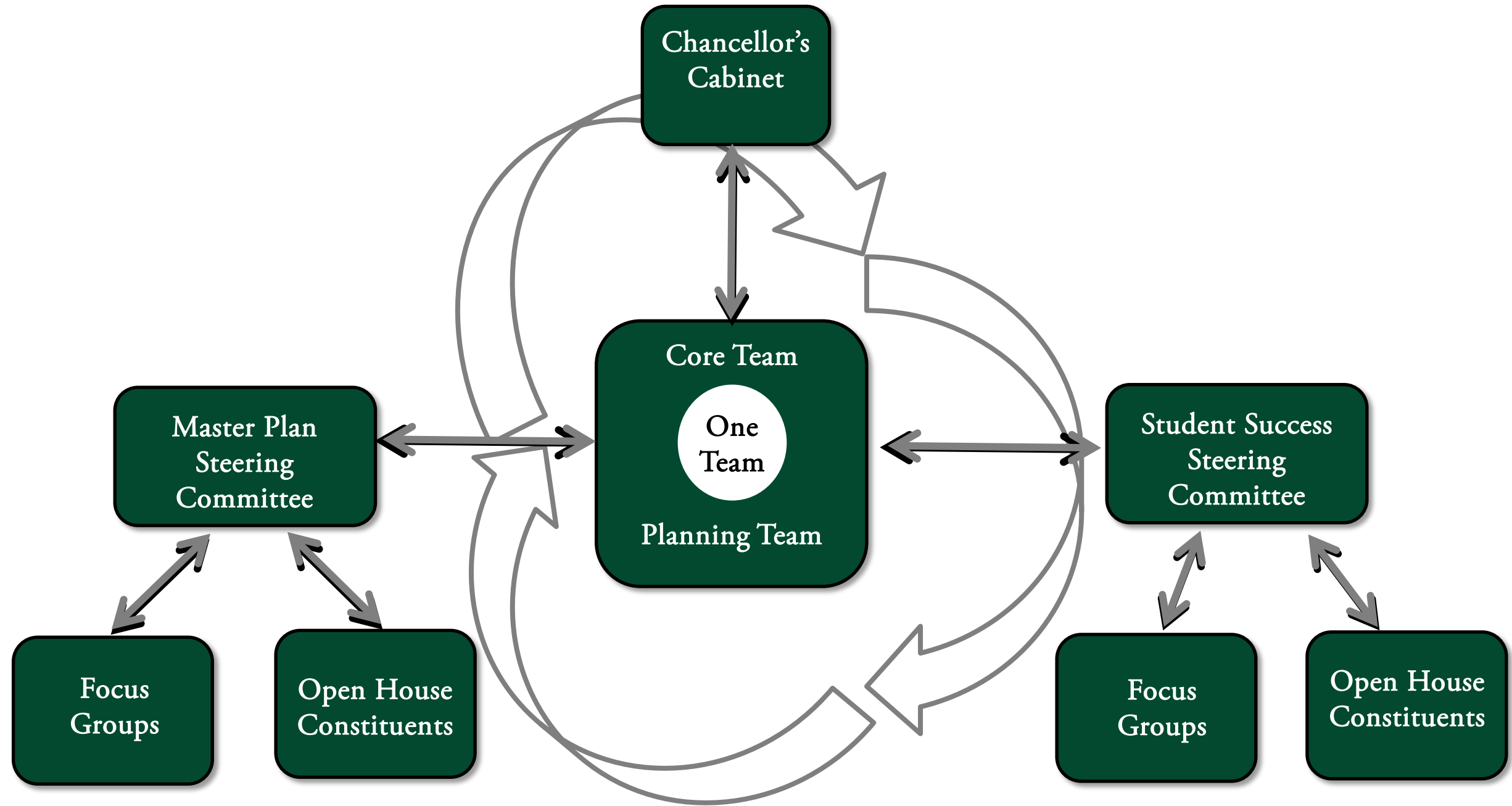


YOUR MASTER PLANNING TEAM.

SMITHGROUPJJR + **PAULIEN & ASSOCIATES, INC.** + **WORKSHOP** + **RJ RING & DUCHATEAU**
PLANNING CONSULTANTS Consulting Engineers



INTEGRATED & COORDINATED.



summer break

[illegible]

METHODOLOGY AND APPROACH.

Listen, Listen, Listen

1

DISCOVERY

SPATIAL ANALYSIS

STUDENT SUCCESS
FEASIBILITY STUDY

MASTER PLAN
UPDATE

DOCUMENTATION



METHODOLOGY AND APPROACH.

Academic Space Utilization and Future Needs

DISCOVERY

2 SPATIAL ANALYSIS

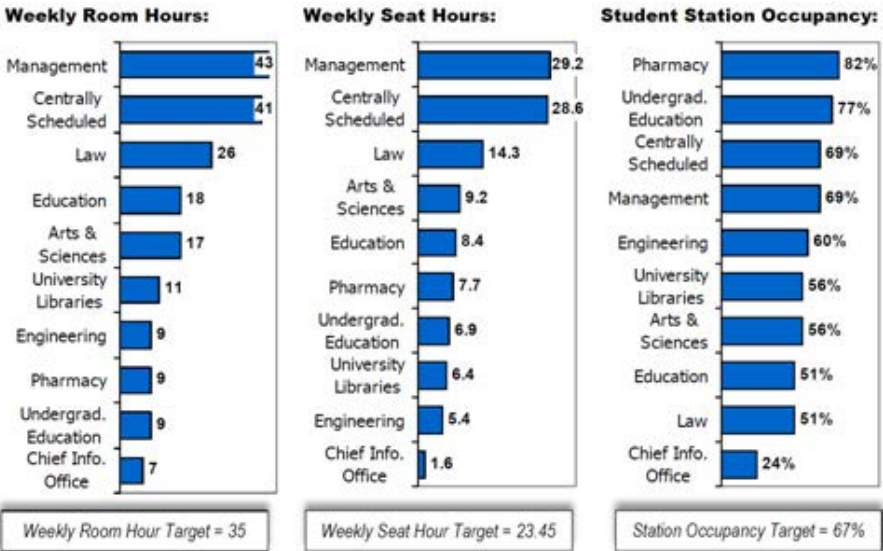
STUDENT SUCCESS
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MASTER PLAN
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DOCUMENTATION

SPACE CATEGORY	Fall 2009 <i>Student Headcount = 14,211 Staffing FTE = 1,007</i>				Plan Horizon <i>Student Headcount = 16,605 Staffing FTE = 1,200</i>		
	Existing ASF	Guideline ASF	Surplus/ (Deficit)	Percent Surplus/ (Deficit)	Existing ASF	Guideline ASF	Surplus/ (Deficit)
Academic Space							
Classroom & Service	98,226	130,445	(32,219)	(33%)	118,077	145,363	(27,286)
Teaching Laboratories & Service	85,186	107,082	(21,896)	(26%)	95,168	113,368	(18,200)
Open Laboratories & Service	29,807	36,758	(6,951)	(23%)	29,555	42,512	(12,957)
Research Laboratories & Service	28,903	38,440	(9,537)	(33%)	28,903	43,750	(14,847)
Academic Offices & Service	150,562	168,675	(18,113)	(12%)	164,942	184,445	(19,503)
Other Academic Department Space	35,735	41,658	(5,923)	(17%)	39,455	48,182	(8,727)
<i>Academic Space Subtotal</i>	<i>428,419</i>	<i>523,058</i>	<i>(94,639)</i>	<i>(22%)</i>	<i>476,100</i>	<i>577,620</i>	<i>(101,520)</i>
Academic Support Space							
Administrative Offices & Service	83,129	81,335	1,794	2%	84,051	88,415	(4,364)
Library	112,027	146,757	(34,730)	(31%)	112,027	166,806	(54,779)
Assembly & Exhibit	38,076	65,962	(27,886)	(73%)	48,282	77,472	(29,190)
Physical Plant	62,747	65,162	(2,415)	(4%)	63,297	76,793	(13,496)
Other Administrative Department Spa	17,697	18,378	(681)	(4%)	17,897	21,257	(3,360)
<i>Academic Support Space Subtotal</i>	<i>313,676</i>	<i>377,594</i>	<i>(63,918)</i>	<i>(20%)</i>	<i>325,554</i>	<i>430,743</i>	<i>(105,189)</i>
PE / Recreation / Athletics							
Recreation	14,599	76,261	(61,662)	(422%)	61,965	85,850	(23,885)
Athletics/PE	125,124	159,619	(34,495)	(28%)	125,124	176,881	(51,757)
<i>PE / Recreation / Athletics Subtotal</i>	<i>139,723</i>	<i>235,880</i>	<i>(96,157)</i>	<i>(69%)</i>	<i>187,089</i>	<i>262,731</i>	<i>(75,642)</i>
Auxiliary Space							
Student Center	57,331	110,269	(52,938)	(92%)	62,945	127,530	(64,585)
Student Health Care	4,244	4,776	(532)	(13%)	4,244	5,351	(1,107)
Graduate Business Center	28,644	28,644	0	0%	28,644	28,644	0
<i>Auxiliary Space Subtotal</i>	<i>90,219</i>	<i>143,689</i>	<i>(53,470)</i>	<i>(59%)</i>	<i>95,833</i>	<i>161,525</i>	<i>(65,692)</i>
CAMPUS TOTAL	972,037	1,280,221	(308,184)	(32%)	1,084,576	1,432,619	(348,043)

- Existing types and amounts of space
- Analyze academic space utilization
- Compare with trends/best practices
- Determine current and future types and amounts of space
- Student Success program space allocation detail



METHODOLOGY AND APPROACH.

Student Success

DISCOVERY

SPATIAL ANALYSIS

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STUDENT SUCCESS
FEASIBILITY STUDY

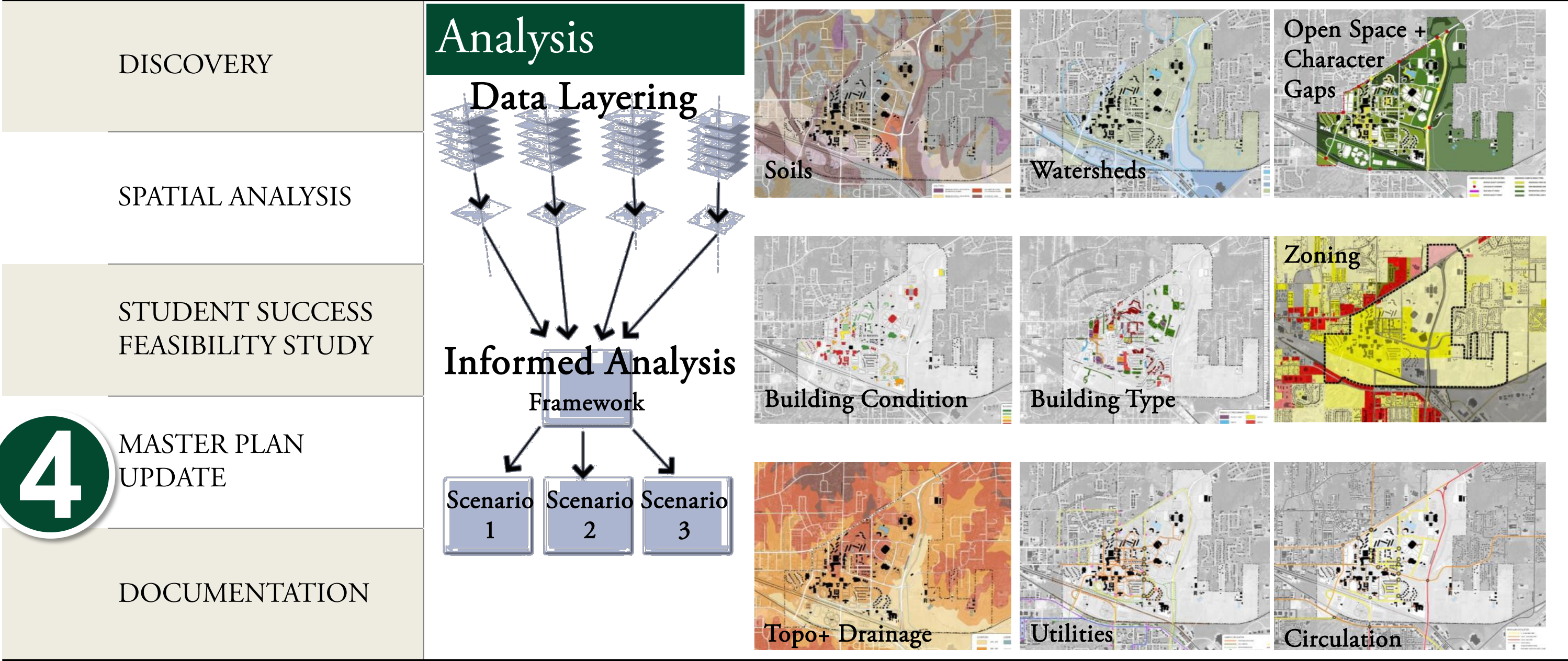
MASTER PLAN
UPDATE

DOCUMENTATION



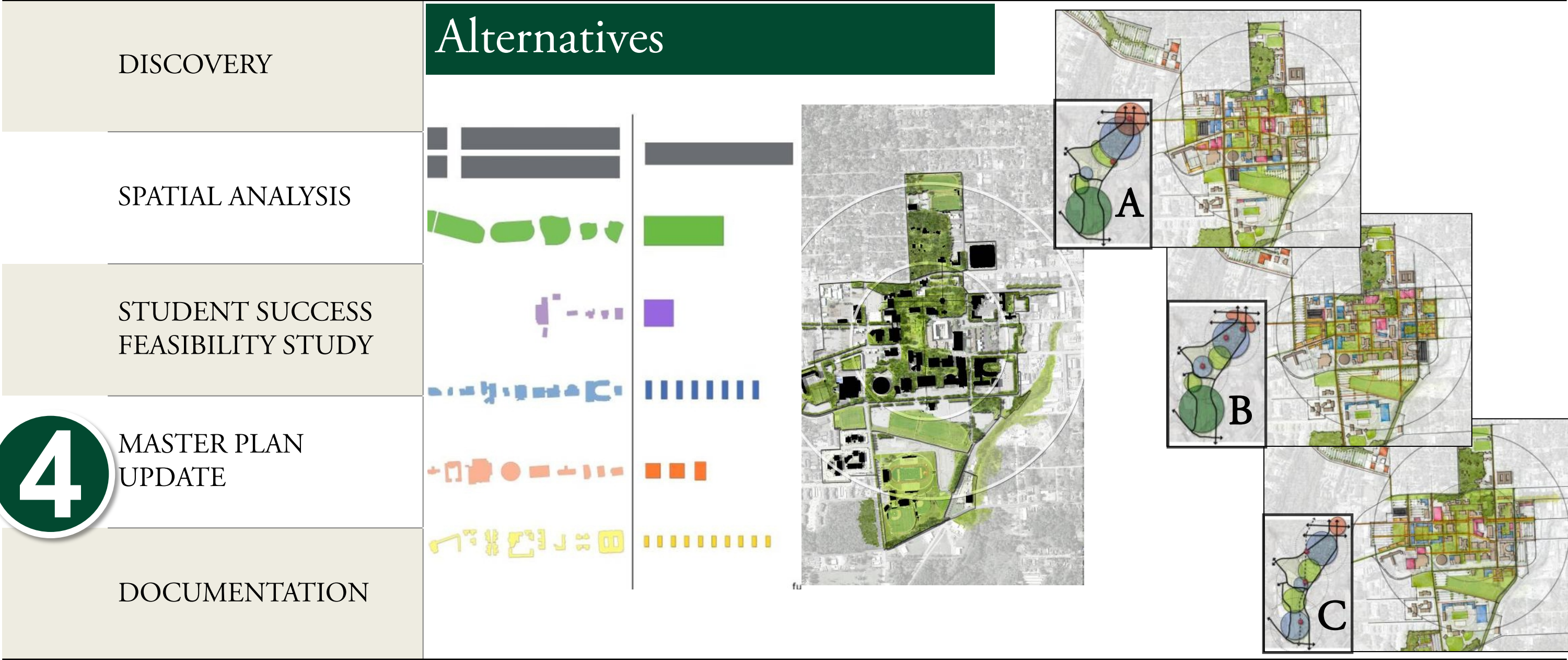
METHODOLOGY AND APPROACH.

Breakdown Campus Systems



METHODOLOGY AND APPROACH.

Same Future, Different Paths



METHODOLOGY AND APPROACH.

Refinement

DISCOVERY

SPATIAL ANALYSIS

STUDENT SUCCESS
FEASIBILITY STUDY

4 MASTER PLAN
UPDATE

DOCUMENTATION

Preliminary to Refined



METHODOLOGY AND APPROACH.

Project Phasing

DISCOVERY

SPATIAL ANALYSIS

STUDENT SUCCESS
FEASIBILITY STUDY

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MASTER PLAN
UPDATE

DOCUMENTATION

Balance Priorities



METHODOLOGY AND APPROACH.

Final Plans

DISCOVERY

SPATIAL ANALYSIS

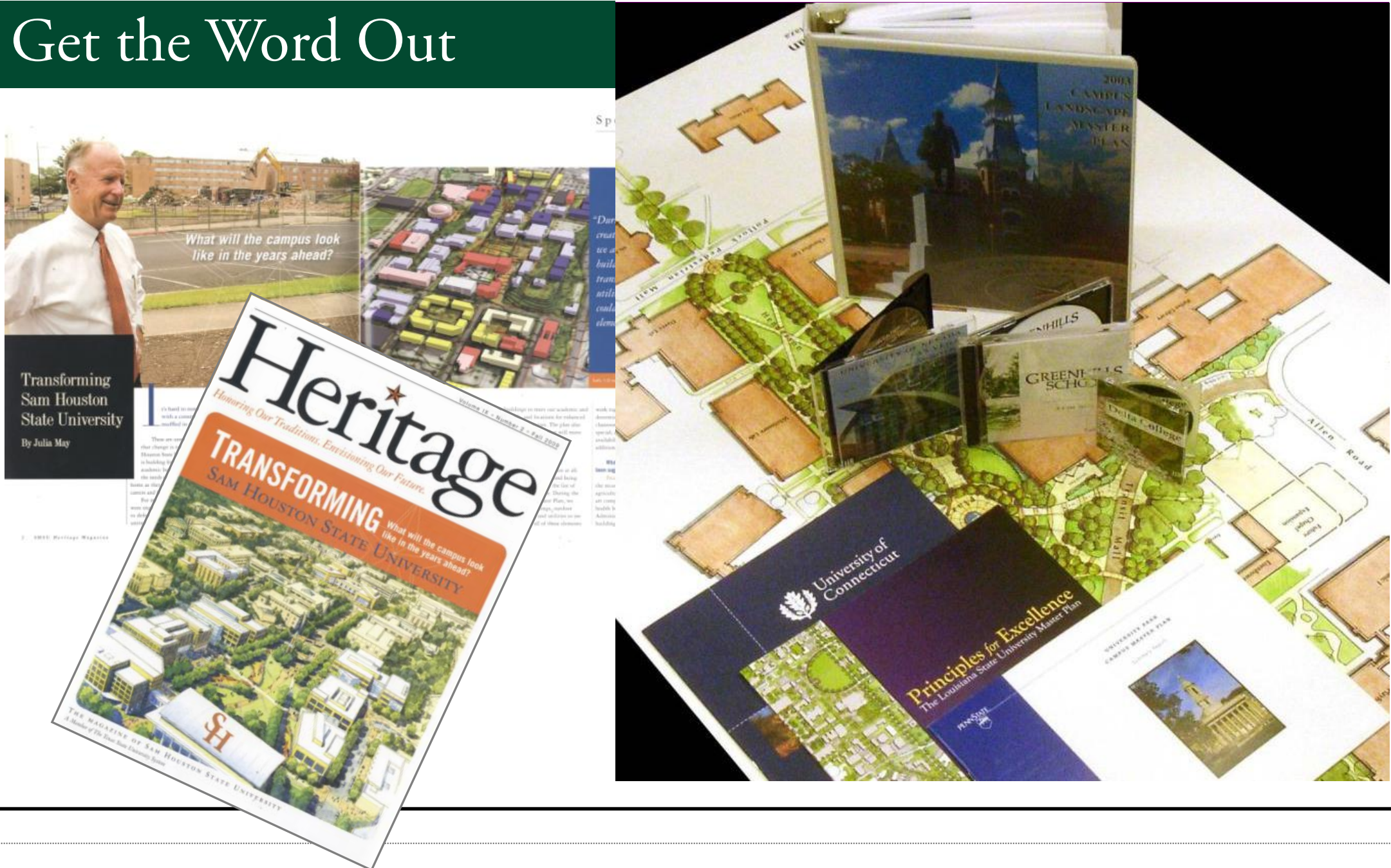
STUDENT SUCCESS
FEASIBILITY STUDY

MASTER PLAN
UPDATE

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DOCUMENTATION

Get the Word Out



MASTER PLAN – 2006



Completed:

- Pike River Suites
- RTP Regional Center for Arts and Humanities
- Student Union
- Circulation and Parking

Future:

- Science Building
- Student Success
- East Parking and Access Road
- Residential Hall
- Sports and Activity Center Addition
- Athletic Fields and Circulation



Core Campus Plan

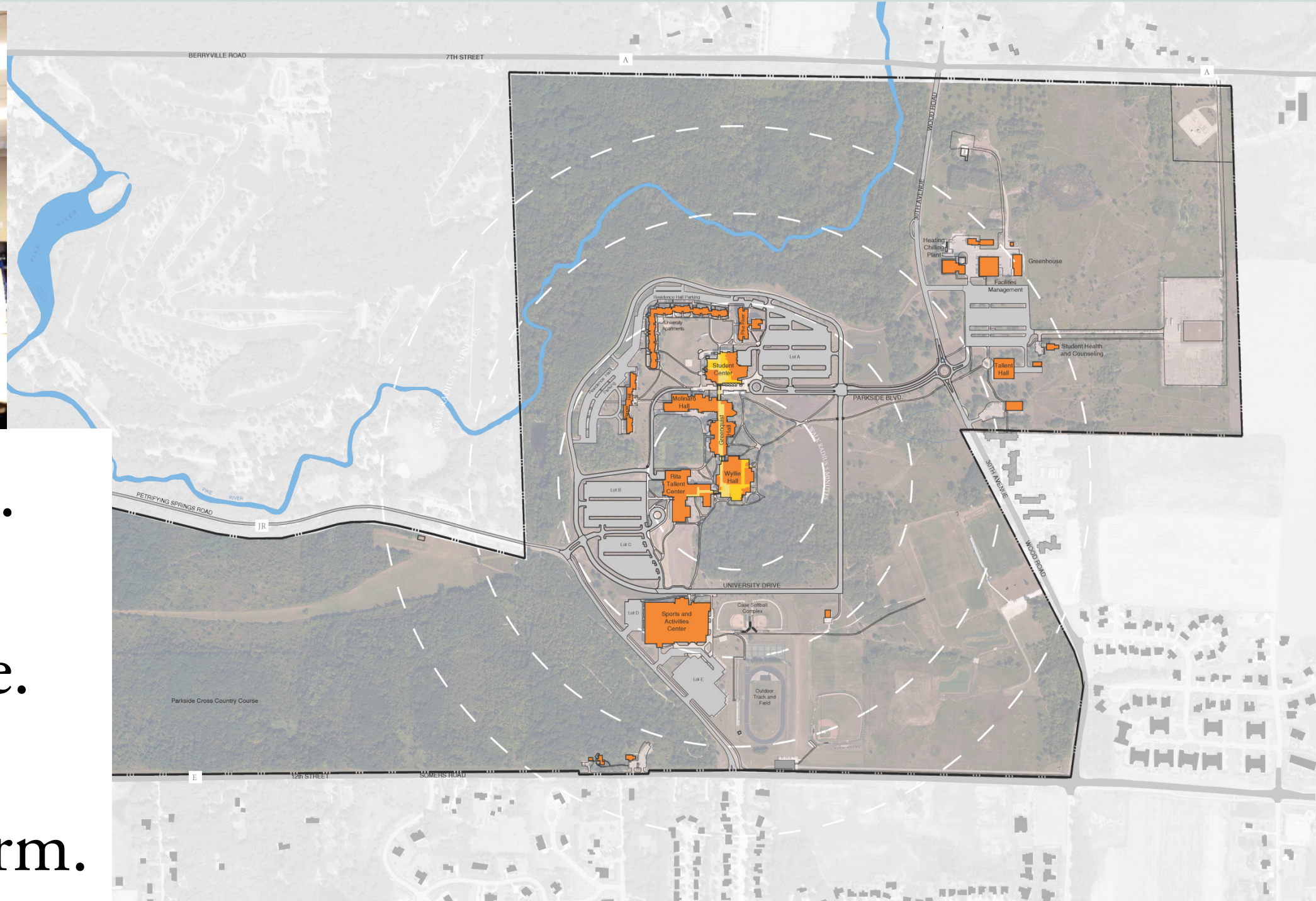
August 2006



Aerial Photography by USGS (2002)



PRESERVE, ENHANCE, TRANSFORM.



● Preserve.

● Enhance.

● Transform.



NEXT STEPS.

- Today
 - 9-11am, Ballroom B
 - 5-7pm, Ballroom B
 - Tomorrow
 - 12-1pm, Brickstone
 - 1-3pm, Ballroom B
 - February
 - Master Plan Alternatives
-

PLANNING THE FUTURE OF PARKSIDE.

masterplan.uwp.edu



A Facebook post from the University of Wisconsin-Parkside (UWP) announcing a master plan project. The post features a green logo with a stylized 'P' and leaves. The text asks for input on the future of UW Parkside's physical surroundings. A large red diagonal stamp reads 'COMING SOON!'. The post includes a 'PROJECT DETAILS' sidebar with links to 'About the Project' and 'How It Works', and a 'Future Vision' section with a text input field for a 10-20 year vision.

HELP IMPROVE UW PARKSIDE MASTER PLAN ABOUT THE PROJECT

What should UW-Parkside's physical surroundings look like in 5 years? 20 years? Suggest ideas and leave your feedback. Your ideas will be shared with the Master Plan Steering Committee to guide decision-making and for the purpose of creating a vision for the future of UW-Parkside.

COMING SOON!

PROJECT DETAILS

- About the Project
- How It Works

Future Vision

What is your vision for UW-Parkside in the next 10 years? next 20 years?