



**Request for  
Campus Master Planning**

**University of Wisconsin – Stevens Point**

**Project No. 05H1F**

**September, 2005**

## Project Description

The University of Wisconsin – Stevens Point is seeking professional master planning services for a Campus Master Plan. The overall vision and mission requires a new plan for the next phase of development.

UW-Stevens Point needs to move forward with a framework for physical campus development to address their ‘front door’ image, design guidelines, exterior image improvements, signage revisions, renovation and new construction projects, and land acquisition. Therefore it is important to have a plan to guide these activities consistent with one vision and program emphasis of one campus and ensure that as developed they result in consistent and appropriate physical appearances and functions.

A master plan is necessary for the university to not only retain its unique identity, but to also allow it to enhance, and compliment the larger surrounding host community. The City of Stevens Point and Portage County area are in the final stages of documenting comprehensive plans. The Wisconsin Smart Growth initiative is coordinating county-wide planning for all municipalities. This initiative should be responsive these efforts. The UW-Stevens Point Master Plan should consider both community planning processes and also factor in population, transportation, and land use changes.

## Background and Purpose

The original campus master plan was created in 1968 by Daverman Associates, Grand Rapids, Michigan and projected a three phase campus build out to a maximum enrollment of 13,200 students. In 1979 a Campus Development Plan prepared by UWSP staff charted lower student population projections in the range of 8,000 to 9,000 students and responded with revised land-use and development priorities. Major building needs and other physical changes were identified and prioritized in incremental Campus Development Plan Updates prepared by UWSP staff in 1992, 1997, and 2004.

UW-Stevens Point has described their approaches to solving the problem of a shortage of assignable building space in their Campus Development Plan. The solutions involve a combination of reallocation of existing space, renovations to existing buildings, construction of additions to existing buildings, and construction of new facilities. These projects are all part of an overall facility plan developed to address the space needs of the various academic and administrative functions. However, the university does not have a Campus Master Plan to guide the evolution of these, as well as other smaller projects so that they all contribute to a cohesive campus setting.

## Scope of Services

- Create a Master Plan for the University Campus
  - Review the 1968 Campus Master Plan history and subsequent internally prepared Campus Development Plans
  - Prepare architectural guidelines, based on campus functional areas to help define architectural features, styles, and vocabulary of new facilities throughout the campus. Building fenestration patterns, treatment of openings, major organizational elements, and appropriate architectural materials will be evaluated for inclusion in the guidelines.
- Help strengthen the University's overall image
  - Analyze and recommend appropriate campus gateways and "first view" impressions
  - Analyze and recommend appropriate actions to support maintenance, improvement, or redevelopment of residential neighborhoods immediately adjoining the campus
  - Address possible physical relationships between adjoining St. Michaels Hospital, Rice Medical Clinic, Mid-State Technical College, and St. Stanislaus Parish.
- Develop protocol for future land use and development
  - Identify a building opportunities plan defining overall maximum buildable areas with defined setbacks.
  - Develop a comprehensive project sequence and timeframe identifying major building, infrastructure, and site improvements, and priorities aligned with five, ten, and twenty-year horizons.
  - Address sustainable design at every opportunity
- Housing Portion
  - Review the residential living market and housing study now underway. Apply the studies recommendations on quantity, configurations, and locations based on the studies conclusions and implement into the final Campus Master Plan.
- Site and Landscaping
  - Prepare guidelines for the grounds and open spaces to fix and describe the landscape architectural treatment of specific types of streets, roads, public spaces, parks, and woodland environments.
  - Standard treatment of pavement, walls and enclosure systems, generalized plantings and site furnishings, and other elements that help identify special spaces will be included in the plan.
  - Assess current landscaping inventory and needs for open space development
  - Recognize the unique character of the central Wisconsin area in the plan
- Transportation
  - A master plan for parking services shall be developed acceptable to the host community of Stevens Point and campus users
  - Address current and future transportation, parking, and commuter student needs
  - Address pedestrian, bicycle and vehicle circulation
  - Survey grounds and building entries for compliance with ADA
- Identify and plot existing campus utility services and corridors from existing data
  - Identify potential solutions to storm water reduction mandates particularly Natural Resources, NR 151 and NR216 as they relate to new building locations

## Plan Stakeholders

The consultant will be expected to facilitate and manage information gathering from a variety of participants:

- Students
- Faculty
- Administrative Staff
- Potential Donors
- City of Stevens Point and Portage County staff and community members
- Commercial and Residential Neighbors
- UWSP Board of Visitors
- Alumni
- UW System Staff
- Division of State Facilities

The consultant will recommend an optimum local organization structure to process information, provide input, and support the master plan development.

The plan must speak to an audience that is large and diverse. The audience may include:

- Campus officers
  - The Plan will provide guidance for making campus planning decisions
  - The Plan will guide improvements to the physical campus setting
- Regents/UW System Administration
  - The Plan will promote the existence of a UW System and campus identity
- State Building Commission / Division of State Facilities
  - The Plan will assist the various agencies in evaluating proposed projects on this campus
- City of Stevens Point and Portage County
  - Keep local government and department heads informed about the future of the campus and how it can work with the city's future development
  - Enhance and build a new synergy between the campus and the surrounding neighborhoods, businesses, and larger community
  - Provide hard copy of the Plan to the Mayor's and County Executive Offices for display and reference by potential new business, employers, and citizens of Stevens Point and Portage County.
- Current Campus Community and Prospective Students, Faculty and Staff Consultants
  - Ensure stakeholders that the physical campus has a sense of identity and a vision for the future
  - Allow constituents to stay informed of how future development is guided

- Potential Donors
  - The campus seeks to develop and enhance partnerships with local and world-wide supporters of physical and programmatic aspects of UWSP

## Consultant Qualifications

- Expertise and experience in providing campus master planning services for mid-sized, public universities of a size and population similar to UW-Stevens Point; and demonstrated evidence of comprehensive master planning experience and consensus building in a land-locked, urban university setting (including land planning, facility use planning, environmental & landscape architectural planning, transportation planning, and fiscal analysis of proposed projects).
- The consultant team should include experience related to the residential living planning, design and construction.
- Expertise and experience in transportation and parking planning for mid-sized urban universities of 8,000 to 10,000 students, as part of their team.
- The planning team should also include experience with sustainable design and building concepts.

## Project Deliverables

The entire planning process will be a collaborative process in order to solicit input, stimulate discussion, and create a sense of ownership of the Plan by the campus and local municipalities. This will require the interaction of consulting team members, faculty, students, staff, and local community representatives on a regular basis and in a variety of formats (i.e. public information meetings, input sessions, town hall meetings, and interactive internet sites).

Since the Master Plan will have an impact on essentially all physical revisions and improvements of the campus, it must address a wide range of issues and speak to a wide range of audiences with different interests. As such, items the consultant must incorporate as part of the final plan document to include, but are not limited to the following:

- The final document must be appropriate for use in the public domain
- The main body must be clear and concise and forward focused
- It must have a professional or “published” appearance and format
  - Contain color graphics
  - Bound with a cover that has a professional look
  - 40 copies of the final document
  - must also be delivered in electronic data file in a file extension capable of being shared, edited and printed
- It must have the substance to be used as a reference document for decision making and implementation of future campus development
- Must include a separate summary colored brochure or other appropriate quick view introduction to the Plan’s recommendations. Beyond an initial 300 copies

this summary shall be delivered in electronic format with editing capability for further printing in volumes needed by the campus

- An editable PowerPoint presentation will be developed to easily present the final Campus Master Plan update to a variety of audiences.
- Internet based web appropriate pages introducing the plan, summarizing its recommendation and linking to the full document shall be created for installation at a designated UWSP web address.
- All final site plans shall be delivered in AutoCAD 2002 format or higher

## Available Existing Data

The UW–Stevens Point staff or designated committee members will provide necessary information concerning academic arrays or enrollment planning initiatives that could affect the overall campus master plan.

Once a consultant is selected, the following inventory, assessments, plans, and studies will be made available to the team for the overall planning process:

- 1968 Campus Master Plan and supporting documentation
- 1979, 1992, 1997, and 2004 Campus Development Plans
- Space Use Plan
- Long Range Facility Maintenance Plan
- 2005-07 Capital Building Plan
- 2005-2013 Capital Projects List
- 2005 Housing and Dining Market/Preference study (in process)
- UW-Stevens Point base campus map in AutoCAD (version 2002) format (includes building footprints, 3-D building surfaces, streets, roads, walks, parking stalls city parcels, utility information and major tree information.)
- UWSP property ownership map
- UWSP Long Range Land Acquisition Plan
- 1982 UWSP Transportation Plan and 2001 Parking Study by UW-Milwaukee
- 2001 digital aerial photography, (a spring 2005 photo flight was completed but not yet available)

## Project Schedule

Consultant Selection Process	October 2005
Project Kickoff	December 2005
Develop concepts and meet with constituency groups	January - March 2006
Preliminary campus/public meeting	April 2006
Present final draft plans in a public forum	October 2006
Complete project and deliverables	December 2006

## Project Contacts

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