



UNIVERSITY OF WISCONSIN  
**WHITEWATER**

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**REQUEST FOR COMPREHENSIVE CAMPUS  
MASTER PLANNING SERVICES**

**University of Wisconsin - Whitewater**

September 2012

Project No. 12I1D

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## **Project Description**

The University of Wisconsin-Whitewater (UW-Whitewater) is requesting professional planning services to develop a Campus Master Plan (MP). Master planning will address assessment and recommendations for: campus image and identity; space use, facility renovation and new construction opportunities; campus boundaries and land use needs; parking, access and circulation; utility infrastructure; student housing and dining needs; sustainability; a sense of place, open spaces, landscape and associated attributes; and community context. The University requires a comprehensive plan to facilitate the next phase of campus development.

This master plan project will include a comprehensive analysis of existing physical conditions; a comprehensive analysis of existing and projected physical needs; and well-developed recommendations for meeting those physical needs. This MP will be an integration of UW-Whitewater's academic, financial and physical development planning processes. It is expected that this process and its associated products will be interactive in nature and will generate a MP capable of guiding the future comprehensive development of the campus. The Campus Master Plan will strengthen and reinforce the ability of UW-Whitewater to meet its unique role in educational, community, and regional environments. The University Mission, Values and Strategic Plan are listed below:

### **UNIVERSITY MISSION**

The University of Wisconsin-Whitewater is committed to the development of the individual, the growth of personal and professional integrity and respect for diversity and global perspectives. These are met by providing academic and co-curricular programs that emphasize the pursuit of knowledge and understanding and a commitment to service within a safe and secure environment.

The mission of the University of Wisconsin-Whitewater is:

1. To provide a range of undergraduate programs and degrees, including interdisciplinary programs, in letters, sciences, and the arts as well as programs and degrees leading to professional specialization.
2. To offer graduate education built clearly upon its undergraduate emphases and strengths with particular emphasis in the fields of business, education, communication, and human services.
3. To engage in scholarly activity, including research, scholarship and creative endeavor that support its programs at the associate and baccalaureate degree level, its graduate programs, and its select mission.
4. To create and maintain a positive and inviting environment for multicultural students, students with disabilities, and nontraditional students, and provide support services and programs for them.
5. To serve as a regional cultural and economic resource center through its service initiatives.
6. To provide continuing education and outreach programs as integrated institutional activities.
7. To provide a variety of co-curricular activities to enhance out-of-class learning opportunities.
8. To encourage and maintain a high level of personal and professional integrity in all University life and activities.

*Approved by the UW System Board of Regents, February 11, 2005*

## UNIVERSITY VALUES

The following values lie at the heart of UW-Whitewater:

1. Commitment to the pursuit of knowledge and understanding
2. Development of the individual
3. Personal and professional integrity
4. Commitment to serve
5. Commitment to develop a sense of community, respect for diversity, and global perspectives

## UNIVERSITY STRATEGIC PLAN

Regional Leadership | National Presence | Global Vision

In the quest for premier status among regional comprehensive colleges and universities, the University will pursue sustainable excellence in five strategic areas:

### **Programs and Learning**

*In order to expand and extend learning, we must provide dynamic and accessible educational and co-curricular programs.*

### **The Educator-Scholar Community**

*We must further develop UW-Whitewater's reputation as a community of scholar-educators and professionals who possess and practice excellence in the creation of new knowledge and its effective integration in teaching, research, learning and problem-solving.*

### **Diversity and Global Perspectives**

*We desire a reputation as an institution that truly values and nurtures diverse intellectual, cultural, creative and service opportunities.*

### **Regional Engagement**

*With a desire to be a valued educational, economic and cultural resource, we will continue to seek out new ways of serving regional communities.*

### **Professional and Personal Integrity**

*We aim to build on our reputation as an institution of lasting integrity which is actively and visibly demonstrated through the words and deeds of faculty, staff and students.*

## **Background and Purpose**

The University of Wisconsin-Whitewater, located in Whitewater, Wisconsin, is currently a campus of approximately 11,600 students. It first began as the Whitewater Normal School in 1868. It was the second Normal School in the state and its original mission was the training of teachers for one room schools in Wisconsin. In 1927, the school became the Whitewater State Teachers College; then when liberal arts studies were added, the Wisconsin State College-Whitewater was formed in 1951; the Wisconsin State University-Whitewater in 1964; and finally in 1971, the University of Wisconsin-Whitewater.

The Business Education program first started in 1913 and was a one year certificate program. In 1962 a separate College of Business and Economics was formed; it is now recognized as one of the top programs in the nation.

The University now has four colleges: a) the College of Arts and Communication, b) the College of Business and Economics, c) the College of Education and Professional Studies, and d) the College of Letters and Science; plus the School of Graduate Studies and Continuing Education. UW-Whitewater is accredited by numerous accreditation bodies, including the Higher Learning Commission, The Association to Advance Collegiate Schools of Business and the National Council for the Academic Accreditation of Teacher Education. Additionally, the University has a Distance Education Program, numerous Special Academic Programs, and a multi-national championship Athletics program within the Student Affairs Division for both collegiate and intramural sports.

Recently, there has been substantial growth in student population as the result of a) renewed efforts to reach students of opportunity, first generation students and students with disabilities; b) growth in traditional programs, and c) the addition of new programs. Significant enrollment growth is also occurring in the distance education programs offered by the university; new programs are being developed and growth is anticipated to continue for the next five to ten years. The needs of the university's distance education programs are included in all references to academic programs and needs. Together with a System-wide initiative to increase the number of college graduates, these initiatives are likely to lead to additional enrollment growth at the campus and at a distance. Supporting economic development will require the campus to provide expanded services to businesses, faculty and students including expanded research partnerships with supporting facilities and infrastructure.

The University and the City of Whitewater have a very strong relationship through the development of the Whitewater Technical & Business Park as well as open communication and coordination of planning efforts and improvements. The City of Whitewater completed the development of a comprehensive plan in 2010, which includes economic impact data provided by UW-Whitewater. The Wisconsin Smart Growth initiative is coordinating county-wide planning for all municipalities. This MP initiative should be responsive to these efforts.

#### Demographic Character (Fall 2011):

The University of Wisconsin-Whitewater is located in southeastern Wisconsin entirely within the small rural community of the City of Whitewater. Approximately 37% of the state's population resides within this region, with 14,390 people living within the City of Whitewater municipal limits (2010 US Census). For the fall semester of 2012, 4,342 students (37%) have signed housing contracts, including 450 who are being housed in off-campus apartments managed by UW-Whitewater Residence Life.

The character of the student body (11,629 enrolled) at the UW-Whitewater provides a number of very important factors for planning. A few of these are:

- Women represent 50% of the total enrollment at the university.
- Full-time students in the undergraduate programs comprise 93%; in the graduate program 39% of the students are full-time.
- International students comprise 1.9% of the total enrollment, and represent 41 countries.
- 89% of the students come from within a 100-mile radius.
- 32% of the entering freshmen rank in the top quarter of their high school class.
- Students with physical disabilities that are serviced by UW-Whitewater represent 5% of the total enrollment.

Also important to the success of any university is the faculty, administrative staff, and academic staff. There are 537 instructional faculty at UW-Whitewater, of whom 439 are full time. Of these full-time instructional faculty, 82% hold the highest academic degree offered in their field of study. Currently over 200 full and part time staff work on campus to support the faculty and students.

### Regional and Campus Physical Character:

The University of Wisconsin-Whitewater is located on a 400-acre campus with 43 buildings, including academic buildings, residence halls, student center, outdoor athletic/recreation venues, a central heating and cooling plant, and various other support facilities.

The 400-acre campus is split between two counties. Approximately 130 acres are in Walworth County with the remaining 270 acres in Jefferson County. Although located in a rural area of Wisconsin, the University and the City of Whitewater have convenient access to four interstate highways (I-90/39, I-94, I-43), US Highway 12, and State Highways 59 and 89. The Wisconsin metropolitan centers of Milwaukee and Madison are each just over a sixty-minute drive from Whitewater. Chicago, Illinois is a 2.5-hour drive and Rockford, Illinois is only a 90-minute drive from Whitewater.

The campus glacial topography reflects the regional character of southeastern Wisconsin that was created by the last ice age 10,000 to 12,000 years ago. The campus and community are situated five miles west of the Kettle Moraine State Park- Southern Unit and reflect a similar glacial topography of rolling hills and prairies.

The landscape includes five glacial drumlins, the largest of which is 1.10 miles in length. Future landscape planning and site design will be sensitive to these historic, regional geological formations. The drumlin located in the center of the academic core has been partially restored as part of a campus site development project. The restored drumlin now accommodates walkways, pedestrian lighting, grass, trees and shrubs thereby returning the land to “green space” for pedestrian use.

Some of the native hardwood trees remain on the glacial drumlins, again reflecting regional uniqueness. For the most part, UW-Whitewater has sited buildings to accommodate the glacial landscape, thereby preserving a southeastern Wisconsin landscape for students from all parts of the world to experience. This unique glacial topography is what contributes to the beauty and character of the region. It does however pose some significant challenges for campus development, stormwater management and accessible route maintenance for students, staff and faculty with disabilities.

### Main Campus Property:

The main campus has three distinct zones: a) the academic core is located on the southern 74 acres of the campus, south of Starin Road, with 13 academic buildings, the University (student) Center and the new residence hall on the northwest corner of this core; b) residence halls, dining services, some open recreational areas and commuter parking are located in the central and upper northeast portions of campus; and c) the athletics department, supporting fields and remaining open recreational areas are located in the upper central and northwest portion of campus.

On the northern and northeast areas of campus there are 60 acres of native prairie restoration with 24 acres currently planted. Through the nature preserve and wooded areas are trails that are used by students, staff and Whitewater residents.

Surface parking in the academic core is located on the periphery of the 74 acres in order to provide a pedestrian atmosphere in and around the academic and student service facilities. Additional residence parking and overflow commuter parking are located in the northeast portion of campus.

A Campus Master Plan was last developed in 1994, with Ken Saiki Design of Madison. This plan has guided the campus through considerable growth and change in the subsequent years, culminating with the renovation of and addition to the Connor University Center; the construction of Hyland Hall which houses the College of Business and Economics; construction of a new 446-bed residence hall, Starin Hall; and a nearly complete Carlson/Laurentide Hall Renovation and Student Success Center Addition.

However, that plan is now over 15 years old and through development of the campus 6-year development plans, it has become clear that the 1994 Master Plan no longer addresses current trends and needs in education delivery. Nor does it lend any assessment in the condition of the campus infrastructure, most of which was constructed in the 1960's, and has reached or is nearing the end of its useful life. Critical systems, such as IT infrastructure and the chiller plant are being pushed to their capacity. The condition of the campus infrastructure needs to be carefully analyzed and assessed with anticipated program growth in order to successfully and appropriately plan for the future growth of the campus. It is expected that this new planning process will generate a dynamic UW-Whitewater Campus Master Plan to guide ongoing cohesive and comprehensive development of the campus and help sustain it as a vibrant center of learning and living.

### **Scope of Services**

The Campus Master Plan (MP) 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. Items to be incorporated as part of the final MP shall include the separate but related studies and analyses listed below. Appendix B contains a proposed Example Table of Contents.

The MP document should recognize the unique natural character of the Whitewater area, the academic program and space needs of UW-Whitewater, growth during the past 10 years and projected for the future, and the larger financial context (including both operational and capital budgets).

The consultant team should have experience in Campus Master Planning of a scope and size similar to this project. The consultant team should have experience in working with a diverse constituency in a highly interactive design process.

The consultant team will need to craft plans that are strong yet flexible. It is anticipated that the consultant will use a highly interactive, iterative scenario planning approach to test a variety of scenarios for best fit to campus needs and opportunities.

The consultant team will be responsible for handouts, reading material, project updates, and other preliminary material. The consultant team will also be responsible for all presentation materials to be used in any forum, workshop, or meeting conducted. The consultant team will be responsible for facilitation of forums, workshops, and meetings and for the completion of minutes for all forums, workshops and meetings. The University will establish a master planning web site and will post materials to the site. Most materials will be delivered by the consultant as PDF files for posting.

Costs will be prepared for the preferred scenarios to allow for comparison within reality-based financial models. A phased implementation strategy will be developed that identifies specific initiatives and actions; assigns responsibility to an entity; determines operating and capital costs; identifies potential funding sources; evaluates which initiatives and actions are dependent/independent of others; and identifies a realistic time frame for achieving the actions/initiatives.

Provide the following services:

- Review previous Campus Master Plans and subsequent campus planning documents.
- Review the comprehensive master plan for student housing for the UW-Whitewater Department of Residence Life prepared by Einhorn Yaffee Prescott in 2003 and any subsequent planning documents.

- Review comprehensive plans for Athletics developed by the UW-Whitewater Department of Recreation Sports, prepared by Rettler Corporation of Stevens Point, and HGA of Milwaukee.
- Develop and implement a process for interacting with stakeholders to identify planning issues and build consensus for the new plan that evolves.
- Create a comprehensive campus master plan that will guide the planning and development of projects anticipated over the next 20 years. The campus master planning initiative should be informed by existing conditions and strategic academic planning; engage the campus community and host municipality in an interactive process; define the planning principles by which the physical spaces of campus are organized and future development occurs; and record these recommendations using text and graphics in a concise, high quality document.

This plan should detail:

- Program and institutional directions and initiatives
  - Summary of space needs and an in-depth analysis of existing use patterns Building conditions and remaining useful life (i.e. facility condition assessment)
  - Building opportunities and siting locations (including envelope and capacity parameters)
  - Campus image and identity;
  - Campus gateways and wayfinding opportunities
  - Delineation of distinct campus districts and appropriate development opportunities and constraints within each area
  - Access and circulation (disabled, pedestrian, bicycle, and vehicular including emergency, delivery, service, etc.);
  - Parking (including capacity and distribution)
  - Physical security and personal safety for students, employees and visitors
  - Athletic, recreation, and open space;
  - Utilities and infrastructure (including condition, proximity, location, and capacity) for support of existing campus facilities and relative to future campus growth. *Please refer to specific scope below for “Specific Utilities and Infrastructure Study” and “Fiber Optic Backbone Study”.*
  - Land acquisition, disposition, and potential campus boundary changes;
  - Sustainability and stewardship opportunities
  - Prioritization of planned development projects, project sequencing, and phasing opportunities for major new buildings, building remodeling, infrastructure and site improvements
    - Align priorities within 6, 12, and 18-year horizons with an additional phase for future projects likely beyond that timeframe.
    - Incorporate sustainable and high-performance design concepts at every opportunity.
  - Financial and life-cycle (first cost, life expectancy, and operating costs) considerations in physical plant management
  - Potential physical and programmatic relationships between the campus and City of Whitewater
- Create a clear and concise Implementation Plan that addresses what efforts will be undertaken, by whom, when, and associated costs and funding sources of those efforts.
  - Create a brochure that acts as an executive summary that can be widely disseminated to communicate the content of the master plan.

- Update or Develop a Campus Stormwater Management Plan
  - Assess current conditions and available modeling data
  - Take into account planned future development (site and building)
  
- Develop Campus Design Guidelines (for site and building architecture), based on campus functional areas. Building fenestration, treatment of openings, major organizational elements, and appropriate architectural materials will be evaluated for inclusion in the guidelines. Campus “Campus Design Guidelines” with supporting Universal Design components. Note that the campus supports sustainable design and construction, and Universal Design concepts. Every effort should be made to infuse these high priorities into the master plan multiple scales.
  - Site design guidelines should include the following:
    - Guidelines for landscape treatments and site furnishings for streets, roads, sidewalks, public spaces and natural areas. (Guidelines should address design vocabulary, patterns, accessibility, and materials use.)
    - Analyzed and recommended standardized treatment of pavement, retaining walls, fencing, enclosures, plantings, site furnishings and other landscape elements which identify accessible routes, special spaces and improve wayfinding.
    - Low maintenance landscape design for all seasons, sustainability, native species plantings, and aesthetics.
    - Assessments of current landscaping inventory and open space development.
    - Identified transitions and edges of the campus and opportunities for enhancement
    - Recognition of the unique natural character of the Whitewater area.
    - Adherence to the UW-Whitewater Grounds Philosophy and Goals through creation of a Landscape Development Plan.
  - Architectural design guidelines should include the following:
    - Building setbacks, height restrictions, and massing parameters
    - Building material choices and usage
    - Stylistic and design parameters
    - Universal design guidelines as appropriate with special attention to building entrances and restrooms.
    - Delineation of precinct-specific guidelines as relevant for the following areas:
      - Residence hall communities
      - Academic core area.
      - Athletic and Recreation facilities
  
- Conduct a Specific Utilities and Infrastructure Study
  - Study Expectations  
 The MP shall include a comprehensive engineering and economic analysis of existing utility systems and envisioned improvements to provide a framework for utility infrastructure development through the next twenty years. The utilities to be analyzed are: high pressure steam heating, steam condensate, chilled water, electric power, telecommunications, natural gas, domestic water, sanitary and storm sewer systems, campus automation and fire alarm central reporting. Using available data, modeling software, and other state-of-the-art methods, the consultant shall analyze the current capacity versus load condition of the campus and will identify potential performance, code violations and deficiency areas. Future incremental loads will also be modeled based on the information for proposed future building use. In addition, information gathered on the existing conditions of utility systems shall be used to create a comprehensive status quo maintenance needs assessment.

Utilities infrastructure scenarios shall be presented concurrently with other overlapping operating and program needs within a timeframe that minimizes capital outlay and maximizes operating cost reduction impact. The overlapping infrastructure needs include:

- Replacing decaying infrastructure.
- Expanding capacity to accommodate intended building development.
- Reducing the unit cost for energy.
- Minimizing environmental impact and promoting sustainability.
- Improving reliability and redundancy.
- Improving campus aesthetics.

The utility plan should clearly document a) the anticipated investment profile over time, and b) how the identified strategies benefit the campus, operating resources, and financial expectations. The final element of the utility plan shall be a conceptual mapping of proposed campus utility corridors and systems to guide future planning and design based on thorough coordination with the balance of the master planning process.

The expectation is that this planning and operations-based approach will maximize existing utility assets, manage peak loads effectively, look for looping and cross-connection opportunities, diversify energy portfolios, take advantage of load diversity with centralization, capitalize on pre-investment opportunities, address campus sustainability goals, and encourage creative thinking.

- Existing Conditions:

The Central Heating Plant serves thirty-three buildings on campus. The plant is multi-fueled steam plant, and does not produce compressed air or electricity. The primary fuels for the Heating Plant are natural gas and fuel oil (as a backup). The Heating Plant consists of (2) 125 psig high pressure steam boilers that are gas and fuel oil fired (No. 3 Boiler rated 50,000 lbs/hr and No. 6 Boiler rated 115,000 lbs/hr) and (2) 125 psig high pressure steam boilers that are gas fired (rated 45,000 lbs/hr each. These 2 boilers are currently laid up. The plant has a total firm output capacity of 165,000 lbs/hr (255,000 lbs/hr when Boilers 1 and 2 are returned to service).

High pressure steam is distributed to campus through an underground piping distribution system. The piping system is buried in a combination of concrete box conduit and insulated direct buried. Steam and steam condensate piping are located in the same underground piping distribution system.

A chilled water plant addition to the Heating Plant was constructed in 1999 and another Addition to it in 2006 serves eighteen buildings on campus. The chilled water plant consists of three absorption units rated at 800 tons each and one centrifugal chiller rated at 1400 tons with a total output capacity of 3,800 tons.

Chilled water is distributed throughout most of the campus through an underground piping distribution system. The piping system is direct buried.

Electrical power to the campus is supplied by the local electrical utility WE Energies at 26.4 kV to a campus substation located near the central heating plant via underground cables. The substation feeds campus facilities at distribution voltage of 4,160 Volts in a radial-looped configuration. Pad mounted switches are placed to sectionalize distributed feeder loads.

The campus signal ductbanks run alongside the primary power ductbanks throughout campus. The data network consists of a backbone of both single mode and multimode fiber optic cables connected in a radial redundant loop configuration with head-end facilities in McGraw Hall and secondary in Goodhue Hall. Telephone service is provided by AT & T and is primarily a VOIP system. A campus video system head-end facility is located in the Andersen Library, with coaxial cable routed to each campus building. The campus utilizes a wireless satellite clock system installed in each building. Campus fire alarm central reporting is routed via the campus fiber optic network to the campus' General Services Building, then via an automated dialer to Simplex which then reports the alarm to the Whitewater Fire Department.

Water and sewer utilities are owned by the City of Whitewater Water and Sewer Utility. Each building is metered by the Utility. Water and sewer services are billed together with an estimated total cost of to the campus of \$400,000 (?) per year.

Storm sewer system components are typically owned by the University; however, some components are owned by the City of Whitewater. The University is operating under a (separate) MS4 WPDES permit. The required total suspended solid reduction rate is 20%; the University current reduction rate is 1%. The state has suspended the 40% reduction requirement in the current state budget.

Natural gas system underground distribution and building metering and pressure regulators are owned and maintained by WE Energies.

- Study Deliverables
  - The consultant shall provide, at minimum, the following:
  - Condition assessment including remaining useful life of primary mechanical and electrical equipment.
  - Site utility plan identifying utility corridors, piping/ductbank sizes, invert information, age and condition assessment where known, including accessible manholes.
  - Documentation of all estimated existing building loads.
  - Identification of future building loads by facility type.
  - Diversity factors for campus central utilities.
  - One-Line Campus Primary Electric Distribution Diagram showing existing and future loads.
  - Site utility plan showing power distribution feeder sizes, and feeder # identification for each power conduit.
  - Site utility plan showing signal cable types and percent signal conduit fill for each signal conduit. See below for additional fiber optic backbone study requirements.
  - Capacity / load analysis of domestic water, sanitary sewer and storm sewer for existing conditions and future phased implementation conditions including adequacy of fire flow. Should consider the effects of fire suppression in all residence halls and any new academic buildings)
  - Loop analysis identifying the redundancy in the domestic water system and the location of isolation valves.
  - Identification and documentation on the site plan of alternative storm water pollutant control options to meet the 40% Total Suspended Solids (TSS) reduction requirement.
  - Identification of an optimum means to manage utility energy usage including renewable energy opportunities.

- Conceptual projects and cost estimates for necessary utility plant and distribution system upgrades to accommodate future growth and utilities at the end of their useful life.
  - Draft and final comprehensive report, including recommendations with associated advantages and disadvantages as applicable, and a proposed scheme for phased implementation as applicable.
- Conduct a Fiber Optic Backbone Study
    - Intent: This study will assess the adequacy of the campus inter-building and intra-building fiber optic cable plant and associated cable pathways with a goal of identifying improvements needed to meet the increasing academic, administrative and student demands that will be placed on the data network over the next twenty years.
    - Study Deliverables:
      - Review of UW-System Nine Campus original backbone design (P#9006-55), UW-System Signal System Study (P#03H1K) and UW-Whitewater Wyman Mall Utility Upgrade - central campus signal ductbank and fiber backbone upgrade (P#06B2D).
      - Verification of existing fiber backbone cable, phone cable, CATV cable, campus control cable numbers and percent conduit fill, and adequacy of cable pathways between buildings.
      - Identification of inter-building signal cable that is not utilized or is underutilized and could be removed to recover duct space.
      - Identification of cable that is not owned by the University.
      - Verification of existing backbone structure and the adequacy of cable pathways between building entry facilities and telecom rooms/closets within buildings.
      - Identification of any code issues.
      - Options to increase the data network capacity without significant interruption to any signal utility.
      - Options to increase network reliability and redundancy.
      - Recommended options with associated implementation costs.
      - Conceptual project scope and cost estimate for selected option(s).

## **Stakeholders**

The consultant will be expected to manage information gathering from, and facilitate numerous highly interactive forums with, a variety of stakeholders including:

- Students
- Faculty
- Administrative staff
- Alumni
- City of Whitewater
- Walworth County
- Commercial and residential neighbors
- UW System Administration
- Division of State Facilities
- State Legislators
- Other state agencies (WDNR, Commerce, etc.) as required
- Potential donors

It is anticipated that a Steering Committee comprised of a cross-section of campus stakeholders will serve as the guiding entity for decision making. 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 a large and diverse audience that may include:

- Campus representatives
  - Guiding campus planning decisions
  - Supporting instructional and housing needs and other strategic priorities
  - Improving the physical campus environment
  - Maintaining current and future buildings and utilities
- Board of Regents and UW System Administration
  - Evaluating proposed campus master plan and projects
  - Building campus and UW System identity
- State Building Commission and Department of Facilities Development
  - Evaluating proposed campus projects
  - Management of capital projects
- City of Whitewater and Walworth County
  - Relating the MP to City of Whitewater comprehensive planning
  - Sharing intended campus development information with local government and businesses
  - Strengthening the synergy and relationships between the campus and surrounding neighborhoods, businesses and community
- Campus Community and prospective students, faculty and staff
  - Contributing to a coherent, comprehensive physical campus identity and future vision
  - Sharing of ideas and context for future campus development
- Alumni and Potential donors
  - Developing and promoting partnerships with local, state, national and international supporters of the physical and programmatic aspects of UW-Whitewater

Information gathered by the consultant team will be recorded in written meeting notes by the consultant and distributed to DFD, UW System and the Facilities Planning Office within five days of interaction. The consultant team will be responsible to submit a report to DFD and the Facilities Planning Office every month outlining the progress, activities that have taken place, anticipated progress during the following month, upcoming milestones, and other pertinent information. All minutes and reports shall have action/outstanding items clearly identified with responsibilities and scheduled completion dates.

### **Project Deliverables**

The final documents will be the property of DFD, UWSA and the university. The university will reserve the right to modify and update the MP for future use. The final document must be clear, concise, and appropriate for posting in the public domain. The final hardcopy and electronic .pdf documents must have a professional (“published”) appearance and format, liberal use color graphics and photographs; the hardcopy document shall be bound with a professional cover. The final MP and supporting documents shall be divided into manageable file sizes by section or topic. All color graphics must also be readable printed in black and white formats; no text shall be smaller than 9 pt fonts. Any mapping, spreadsheet or database analyses will be prepared in software/document formats acceptable to DFD, UWSA and the University.

The university is interested in developing the plan using 3D rather than 2D presentations including video and fly-through graphics to communicate current campus conditions and planned conditions. The

university is also interested in utilizing GIS technology to interface with current campus mapping initiatives. All documents published to the web will include appropriate embedded links between documents to ensure easy navigation through the materials.

The format and table of contents for the final document will be submitted to the steering committee within four months of the kick-off meeting for review and approval. The contents of the MP and supporting documents will be issued to the university in an editable electronic format to be selected by the university. The final document will not be released by any party until the document has been presented to the Board of Regents. No portion of the document may be used for marketing or public relations purposes without the expressed written consent of the university. All draft and final submittals must be suitable for use in the public domain without additional authorization or cost to the university. The university will post and maintain the documents to university controlled websites.

Primary deliverables of this project are described above in the Scope of Services. In particular, the Campus Master Plan, shall be a culmination of well-coordinated planning efforts on each of these scope elements.

All of the above key components that comprise the MP may be published or referred to as separate pieces or as attachments, as recommended by the consultant team and deemed appropriate by the university. Each component will be reviewed and evaluated separately and as a contributing part of the overall planning effort. The university reserves the right to convene different internal review teams for the different deliverables. After consultant selection, the consultant will propose a work plan; consultant will revise the work plan following review and interaction with the client group regarding the sequence and timing of each deliverable. It is understood that many of these deliverables can be studied simultaneously.

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

### **Available Existing Data**

UW-Whitewater will provide necessary information concerning academic arrays or enrollment planning initiatives that could affect the Campus Master Plan.

Upon consultant selection, the following inventory, assessments, plans and studies will be made available to the team for the master planning process:

- Campus Physical Development Plan: 2013-15 Capital Budget
- Campus Physical Development Plan: 2011-13 Capital Budget
- All-Agency Project Lists for 2011-13 and proposed 2013-15 Capital Budget
- UW-Whitewater Residence Life Master Plan
- Athletics, Physical Education, and Recreation Facilities Master Plan
- Campus Space Tabulations
- Campus Map in AutoCAD format (version 2010)
  - Includes campus boundaries, building footprints, campus parking lots, streets, sidewalks and adjacent city parcels
- Campus Map in GIS
- Campus utility mapping and construction records

- 1994 Campus Exterior Development Master Plan
- City of Whitewater Comprehensive Plan 2030 (adopted 2010)
- Stormwater Management Plan – December 2008

The university will also provide any existing floor plans, databases and other pertinent material to assist the consultant team.

### **Project Schedule**

Consultant Selection	Oct 2012
Kick-off	Nov 2012
Presentation of Preliminary Plan	Apr 2013
Presentation Final Plan (public forum)	Sept 2013
Board of Regents Presentation	Nov 2013
Final Deliverables complete	Dec 2013

### **Contacts**

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### **Qualifications**

Well qualified teams will have:

- Sufficient staff and current workload capacity to complete the project expeditiously;
- Strong written and graphic communication skills;
- Appropriate specialists or specialized firms as necessary to meet the project goals, including recognized experts in campus development planning and design, space assessment and gap analysis, facility condition assessment, architecture, landscape architecture, campus sustainability planning, residential facilities planning, utility planning, costing and fiscal analysis of proposed projects;
- Expertise and experience in providing campus master planning services for large, public universities of a size and population similar to UW-Whitewater;
- Demonstrated evidence of ability to facilitate meaningful stakeholder participation and build consensus for comprehensive master planning concepts in a land-locked, highly participatory, university setting;
- Experience with the incorporation of Universal Design principles into design guidelines;
- Expertise and experience in transportation and parking planning for mid-sized universities of 10,000 to 12,000 students, as part of their team;
- Expertise and experience in the athletic facilities planning and development; and,
- Experience with sustainable design and high-performance building concepts.

The completion of the contract will require substantial on-site presence for investigations, meetings, workshops, forums, and presentations. Most meetings with university personnel will need to be scheduled around the availability of key campus individuals. Depending on the subject matter and the stakeholders to be assembled, it may be necessary to conduct some meetings after normal business hours, and the consultant team will be required to meet that need as required. Video-conferencing and/or web-conferencing capabilities will be required to complete some interim meetings between major milestones.

# Appendix A

## Campus Map



## **Appendix B**

### **E X A M P L E T A B L E O F C O N T E N T S**

#### ***Executive Summary***

##### ***Analysis of Existing Conditions***

Campus Profile  
Context within Region and City  
Campus Boundary and Potential Acquisition  
Campus Districts  
Image, Identity and Way finding  
Access and Vehicular Circulation  
Parking  
Pedestrian and Bicycle Circulation  
Open Space, Recreation and Athletics  
Facilities Space Needs to Support Academic Plan  
Utilities

##### ***Master Plan Recommendations***

Goals  
Campus Master Plan Design Principles  
Campus Boundary and Potential Acquisition  
Campus Districts  
Image, Identity and Way finding  
Access and Vehicular Circulation  
Parking  
Pedestrian and Bicycle Circulation  
Open Space, Recreation and Athletics  
Proposed Future Facilities (locations, general massing, setbacks/stepbacks, and SF capacities)

##### ***Implementation Plan***

Phase 1  
Phase 2  
Phase 3  
Future Phase

##### ***Campus Design Guidelines***

Introduction  
Site Design Guidelines  
Architectural Design Guidelines

##### ***Appendix***

Master Planning Process  
Master Planning Meeting Notes  
Summary of Input  
Additional Information