



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

REQUEST FOR CONSULTING SERVICES

FOR

DIVISION OF INTERCOLLEGIATE ATHLETICS

FACILITIES MASTER PLAN UPDATE

AT

UW-MADISON

September 2015

Project No. 15I2B

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Background and Purpose

The Division of Intercollegiate Athletics currently consists of over 2 million gross square feet of building space and 30 acres of grounds, which serve 23 Division I sports, administrative and support staff, and patrons attending both internal and external events.

The ever changing demands of competitive sports and expectations of patrons have challenged the Division of Intercollegiate Athletics to become increasingly diligent in its effort to meet or exceed the facility needs of athletes and patrons.

To aid in this effort, the Division undertook a [master plan in 2007](#) which assessed the Division's flagship facilities (Camp Randall Stadium and the Kohl Center) as well as the Goodman Diamond, Porter Boathouse, McClain Center and Nielsen Tennis Stadium. The completed study made facilities recommendations for the programs housed in these facilities as well for the golf, track and swimming programs. As a result of the 2007 Master Plan, the Division constructed the LaBahn Arena, the Student Athlete Performance Center, the Irwin A. and Robert D. Goodman Softball Training Center, and the Indoor Practice Facility at University Ridge.

As it continues to look to the future, the Athletic Department wishes to update its 2007 plan and undertake assessments of the current and future needs of the sports, patrons, staff and department related functions.

Project Scope and Description

The Division of Intercollegiate Athletics is seeking a consultant to update its 2007 Athletic Department Facilities Master Plan to define and confirm its strategic planning, design, budget and construction into the future. The master plan update should include:

- An inventory and utilization analysis of approximately 776,580 ASF of existing space (see list appended at the end of the document) per FICM codes, with the exception of pool facilities for the collegiate swimming programs. An existing pool at the Southeast Recreational Facility (SERF) is jointly shared by Recreational Sports and Intercollegiate Athletics and is being replaced as part of the SERF Replacement project (DFD 14L2T).
- A determination of how to best meet defined and emerging programmatic needs via either new or renovated space.
- Complete Facilities Condition Assessments for buildings indicated.
- Preliminary cost estimates for all proposed capital improvements and new facilities and an implementation sequence based on realistic funding opportunities.
- Coordination with the 2015 Campus Master Plan update process.

Scope of Services

The consultant team is being asked to provide facilities master planning services for this project. In general the consultant team is expected to prepare a plan that will be used to guide the programmatic assessment and improvement of the UW-Madison Division of Intercollegiate Athletics for the next ten years. The consultant should be prepared to engage in an interactive information gathering and plan development process with stakeholders that include:

- UW-Madison Office of the Athletic Director
- UW –Madison Athletics' coaching and administrative staff
- UW-Madison Facilities Planning and Management
- UW System Administration

- State of Wisconsin Division of Facilities Development
- Selected other stakeholders and user groups

UW-Madison Facilities Planning and Management and UW-Madison Division of Intercollegiate Athletics staff will work together to guide and interact with the consultant team during the master planning process. At a minimum it is anticipated that there will be a core team to provide direction, facilitate planning, and provide information and feedback. Recommendations developed by the facilities master plan update will provide direction for renovations or changes to existing space, as well as planning for new/future spaces.

Potential audiences and uses for the plan include:

- Institutional leadership
 - Guiding campus and the Division of Intercollegiate Athletics' planning decisions
 - Improving the Division of Intercollegiate Athletics' physical environment
- Institutional community and students, faculty and staff
 - Ensuring stakeholders of a coherent, comprehensive physical identity and future vision
 - Sharing of future development guidance
- Campus community and surrounding neighborhoods
 - Review by the Joint West and Joint Southeast Campus Area Committees to gather public input on the overall master plan draft recommendations and the final plan.
 - Design Review Board (two or three meetings)
- Potential donors

As noted above, it is expected that the consultant team provide support to staff in UW Athletics and FP&M including adding and presenting the draft master plan to local community groups including the Joint West Campus Area Committee and the Joint Southeast Campus Area Committee for input during the planning process. This will likely take the form of two presentations at each group (draft plan and final plan) for a total of 4 public meetings.

Some of the existing UW Athletic facilities are either on the National Register of Historic Places or are eligible for listing (see listing of buildings below). As such, any recommendations for capital improvements will need to be coordinated with staff at the Wisconsin Historical Society. Those coordination efforts will be led by FP&M staff with the assistance of the master plan consultant team.

Refer to Attachment C – *Master Planning Consultant Services Checklist* for a specific list of services to be provided.

Project Deliverables

Deliverables will include:

- Draft table of contents and document format
- Draft preliminary document (30% review draft)
- Preliminary document (60% review draft)
- Draft final document (100% review draft)
- Final document to include all the planning and design criteria, facility database information, capital improvement plan, and all other documents required to provide a comprehensive plan. The final master plan document should include a comprehensive list of projects or improvements with a potential schedule and sequence for execution and planning level cost estimates for all capital improvement recommendations. It should also include all text, database and graphics.
- An Executive Summary that summarizes findings, goals, principles, key recommendations, and Implementation, and can be used as a stand-alone document.
- Twelve (12) printed and bound copies PDFs of the final document, either downloadable or on CD's/DVD's/flash drives.

Deliverable requirements:

- The final document should have a professional published appearance and format. Graphics should be readable in either color or black and white printed formats. The document should be letter size, either portrait or landscape, but may contain tabloid size foldouts.

Consultant Qualifications

The consultant should have completed a master plan for an athletic program at a Division I university similar in size to that of the UW-Madison.

Well-qualified teams will have either the prime consultant or a sub-consultant with specific design experience with Division I athletic space use planning and needs assessment.

Letter-of-Interest Submittal Requirements

The letter-of-interest should not exceed fifteen pages, and should include the following information:

- A listing of all firms who will be sub-consultants to the prime consultant, and services that each sub-consultant will be providing. At a minimum, identification of consultants for the areas of expertise noted in “Consultant Qualifications” above will be required.
- A listing of key staffers for the consultant and sub-consultants, roles of each key staffer, and a listing of pertinent areas of experience and expertise for each key staffer.
- A listing of similar master planning projects for Division I athletic facilities.

Contacts

UW-Madison	Ann Hayes	ahayes@fpm.wisc.edu	608-265-4673
UW-System	Maura Donnelly	mtonnelly@uwsa.edu	608-263-5742

Project Budget

The total budget for this study is expected to be \$300,000.

Project Schedule

Below is the general project schedule that will be finalized upon consultant selection and during the final scoping process of the planning project.

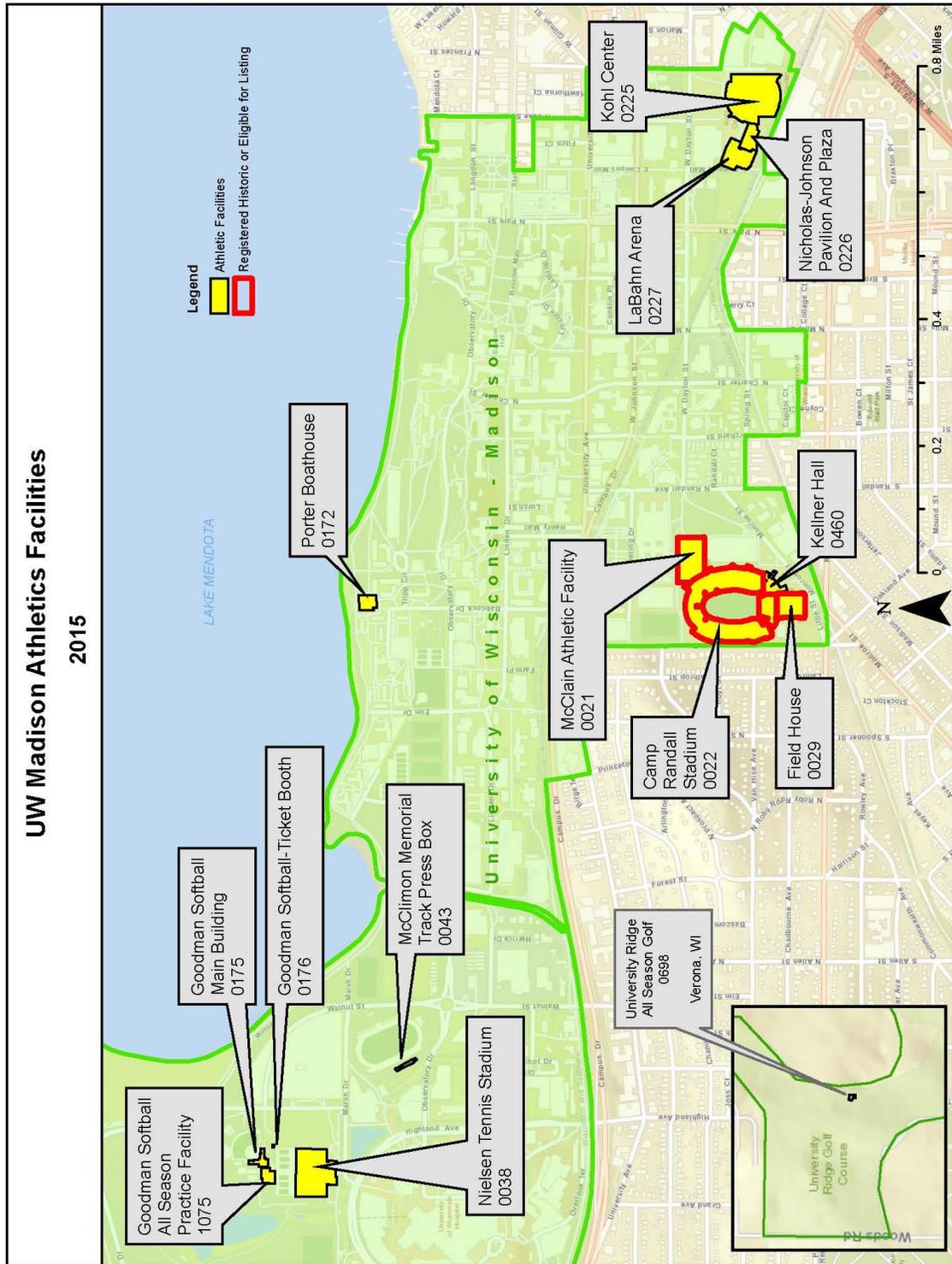
Consultant selection	November 2015
Initiate project, gather and analyze data	January 2016
Receipt/Review of 60% Draft Report	August 2016
Complete project and deliverables	September 2016

ATTACHMENT A – Athletic Facility Inventory

Facility #	Building Name	ASF
0021	McClain Athletic Facility*	131,762
0022	Camp Randall Stadium*	169,988
0029	Field House*	79,352
0038	Nielsen Tennis Stadium	31,495
0043	McClimon Memorial Track Press Box	474
0172	Porter Boathouse	37,501
0175	Goodman Softball Main Building	2,876
0176	Goodman Softball-Ticket Booth	66
0225	Kohl Center, The	229,704
0226	Nicholas-Johnson Pavilion And Plaza	22,309
0227	LaBahn Arena	21,831
0460	Kellner Hall	26,621
0698	University Ridge-All Season Golf	10,325
1075	Goodman Softball All Season Practice Facility	12,276
		776,580

* Facilities listed on the National Register of Historic Places or are eligible for listing; both of which will need coordinated reviews with the Wisconsin Historical Society for any proposed changes.

ATTACHMENT B – Campus Map



ATTACHMENT C – Master Planning Consultant Services Checklist

Provide the following services indicated by

Special Studies

- | | | |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|
| A. | Space Needs Analysis and Recommendations based on scheduling/ utilization data, program delivery patterns, research and enrollment trends, and appropriate benchmarks | <input checked="" type="checkbox"/> |
| B. | Housing Market Study that includes the following: | <input type="checkbox"/> |
| C. | Food Service Study that includes the following: | <input type="checkbox"/> |
| D. | Traffic Study that includes the following: | <input type="checkbox"/> |
| E. | Parking Study that includes the following: | <input type="checkbox"/> |
| F. | Athletic and Recreational Fields Study that includes the following: | <input type="checkbox"/> |
| G. | Campus Utilities Analysis including: | |
| | a. Condition Assessment | <input type="checkbox"/> |
| | b. Capacity Assessment | <input type="checkbox"/> |
| H. | Facility Condition Assessments for the buildings listed above: | <input checked="" type="checkbox"/> |
| I. | Other | |

Standard Master Planning Services

- | | | |
|----|---------------------------------------------------------|-------------------------------------|
| J. | Development of draft and final work plans that include: | <input checked="" type="checkbox"/> |
| | 1. Committee meetings | |
| | 2. Workshops | |
| | 3. Review sessions | |
| K. | Review of existing plans that include: | |
| | 1. 2007 Athletic Master Plan | <input checked="" type="checkbox"/> |
| | 2. 2005 Campus Master Plan | |
| | 3. 2015 Campus Master Plan Update (drafts) | |

L.	Land use analysis and recommendations that include:	
	1. Academic use	<input type="checkbox"/>
	2. Residential use	<input type="checkbox"/>
	3. Athletic and recreational use	<input type="checkbox"/>
	4. Conservancy, arboretum, and other open spaces	<input type="checkbox"/>
	5. Agricultural Use	<input type="checkbox"/>
M.	Access, circulation, and parking analysis and recommendations that include:	
	1. Roads, vehicular traffic, delivery, ADA access, emergency access, and parking	<input type="checkbox"/>
	2. Bicycle routes, traffic, and storage	<input type="checkbox"/>
	3. Pedestrian routes and amenities	<input type="checkbox"/>
	4. Modal assessment	<input type="checkbox"/>
N.	Utilities condition and capacity analysis and recommendations for the following:	
	1. Central steam	<input type="checkbox"/>
	2. Central chilled water	<input type="checkbox"/>
	3. Central electrical	<input type="checkbox"/>
	4. Telecommunications and data	<input type="checkbox"/>
	5. Campus water	<input type="checkbox"/>
	6. Campus sanitary sewer	<input type="checkbox"/>
	7.	
O.	Stormwater management analysis and recommendations:	<input type="checkbox"/>
P.	Design guidelines for the following:	
	1. Architecture	<input type="checkbox"/>
	2. Roads, sidewalks, and hardscaping	<input type="checkbox"/>
	3. Landscaping	<input type="checkbox"/>
	4. Site furnishings and edge treatments	<input type="checkbox"/>
	5. Signage and gateways	<input type="checkbox"/>
Q.	Sustainability analysis, based on STARS or other framework, and recommendations that include the following:	<input type="checkbox"/>
	1. Analysis of existing sustainability strategies and initiatives	<input type="checkbox"/>
	2. Recommendations for potential sustainability strategies and initiatives	<input type="checkbox"/>
R.	Other (Specify)	<input type="checkbox"/>
Reimbursable Expenses		
	1. Topographic site survey	<input type="checkbox"/>
	2. Additional conceptual renderings for fund raising	<input type="checkbox"/>