Appendix A3: Initial Master Planning Workshop Summary

Over the course of two days (March 2 and 3, 2004), the UW-Green Bay Master planning team, including representatives from the University of Wisconsin Green Bay, UW System Administration, Ken Saiki Design, Berners-Schober Associates, and TranSmart Technologies, conducted a series of information gathering meetings and forums. The fourteen meetings and two open fora targeted a diverse group of participants including UW-Green Bay administration, faculty, staff and students; City of Green Bay and Brown County representatives; and concerned citizens and neighbors. Through the process, major themes or ideas were brought to life and a broad range of issues was discussed. The following summary highlights the major issues, concerns, and opportunities extracted from these participatory workshops.

Major Issues:

- **Wayfinding and Signage**
  - This is a primary issue for all visitors and infrequent campus visitors identified in any workshop session
  - Roadway and building signs are important
  - Non-signage landmarks could be enhanced throughout campus

- **Circulation (Pedestrian and Automobile)**
  - There was a strong push to keep and expand the concourse system connections
  - Automobile congestion is an issue when exiting campus, especially at peak times or after large events or gatherings
  - Multiple campus entrances often make circulation difficult to navigate through or describe to others
  - Delivery and service entrances to campus and buildings are often difficult for pedestrians as well as drivers

- **Parking**
  - Distribution, management, and expansion are issues that should be addressed
  - Visitor or accessible parking and drop-off spots are lacking in quantity, hard to find, and difficult to describe to others

- **Infrastructure/Maintenance**
  - Storm water, systems, and electrical and emergency power were all raised as concerns
  - Chilled water capacity will need to be increased with new anticipated buildings

- **City Growth and Proximity**
  - Impacts and opportunities associated with City of Green Bay growth

- **City Connections**
  - Enhancing connections to Green Bay is important

- **Campus Appearance**
  - General consensus is that the UW-Green Bay campus is beautiful
  - The arboretum is a wonderful asset
  - Upkeep of existing facilities such as campus open spaces as well as interior tunnel spaces is important

- **Campus Tradition and Sacred Spaces**
  - Creation or establishment of spaces of tradition is important to integrate into the fabric of the campus
  - There doesn't appear to be one traditional campus space or building—the place where you take a graduation photograph
  - Existing “sacred” elements include the arboretum, shoetree, and concourse system
  - Potential creation of a “memorial grove” area for alumni tree donations
  - Theatre plaza as a sculpture garden and entry to Lawton Gallery

- **Recreation**
  - There is a shortage of facilities in the spring due to wet field conditions
  - Volleyball tournament and other large activities are important
  - Golf course is an asset and there is a desire for the campus community to use it more often
  - Arboretum provides recreation activities for campus community and the public, although the purpose and focus continues to be education and research

Driving Factors:

- **Known building projects (adding, remodeling, new construction)**
  - Student Union expansion, Kress Events Center addition

- **Potential building projects in future (adding, remodeling, new construction)**
  - Additions: Visitor Center, Alumni House
  - Renovations: Student Services Building, Rose Hall/Wood Hall

- **Bay shore (floodplain status) focusing on connections and use**

- **Desire for central student gathering space/quad space and downtown Green Bay facility**

- **Original master plan—focusing on interdisciplinary, ecological, green building principles**