

Outdoor Multipurpose/Gathering Space on Campus March 12, 2012

Project History

- Students who live on campus would like an outdoor area close to the residential facilities that may be used for large outdoor programs, activities and events.
- The Office of Residence Life would like the residential grounds to be perceived as more physically connected to the core of campus by prospective students touring UW Green Bay.
- A large contingent of students (including representatives from SGA and RHAA) and staff (including representatives from Residence Life, Student Life, the Union and Athletics) meet on June 16, 2010 to discuss constructing an outdoor multipurpose area at the proposed location. At that time, the group enthusiastically supported the proposed project.
- The project proposal was presented again to SGA on November 14, 2011 and RHAA on November 16, 2011. The group again enthusiastically supported the proposed project.
- The Dean of Students brought this idea to the Chancellor's Cabinet in fall 2011. She was encouraged to continue working on this project (including revisiting with students).
- The project proposal was presented to the Chancellor's Sustainability Committee in fall 2011. The committee voted in agreement to support the project. The committee also recommended that the project incorporate sustainability-related ideas (e.g., develop a water runoff holding area that could be used to water a student garden - should a student garden become part of the project; identify another 3 acres on campus that we can stop maintaining so as to not increase the size of our campus' carbon footprint). The student gardens are now part of the new Student Services Roof project.
- A Multipurpose Planning Committee started to meet formally in spring 2012. This committee is led by the Dean of Students, but includes students and staff from many areas of campus.
- The project was presented to Student Senate and SGA Executive Board in March 2012. The students were supportive of moving forward with this idea.

Project Description/Goals-Phase One (2012-2013)

This project is intended to create a park-like setting which includes a balance between active and quiet activities for students, faculty, staff and visitors to enjoy.

- To create an outdoor multipurpose/gathering space on the three acre site identified on the attached map that integrates all aspects of the campus community.
- Going clockwise on the attached map, the proposed location is bordered in by: a) student housing to the north; b) the Mauthe Ecumenical Center, Kress Events Center, and the housing parking lot (where additional housing may be built in the future) to the east; c) MAC hall and the visitor parking lot to the south; and d) the Union and Keith Pamperin Hall to the west.
- Develop a site located at the core of campus for hosting large programs, activities and events
- Fit within the context of the existing campus-this includes the look and feel of the area. Work on adding color (via perennials, benches, art) whenever possible.
- Highlight and enhance the connection between the various entities on campus. Make this an outdoor destination area. This area could become an outdoor gathering/community space.
- Create a physical space which may serve as an out-of-classroom/co-curricular link to the classroom/University curriculum

- Enhance programmatic opportunities for students
- Enhance student life and residential living on campus
- Enhance students' personal growth, sense of institutional satisfaction and academic success
- Locate centrally for primary user groups
- Provide a panoramic view of various aspects of campus for prospective students and University guests. Make this a memorable spot for guests touring the campus
- Design to minimize disruption to academic operations
- Incorporate an ADA accessible site
- Incorporate paths and natural walkways. Let the student determine the paths before permanent paths are incorporated
- Integrate vehicular/pedestrian traffic patterns and proximity to parking
- Keep as many healthy existing trees as possible
- Include at least one large platform for student to host events, speakers, etc. This could eliminate the need to set up staging for every outdoor program.
- Tie in the overall design with the existing carillon area. Open the carillon area to the rest of the space
- Develop a large flat space or spaces for students to informally gather to play Frisbee, soccer, football, kickball, etc.
- Include at least two sand volleyball courts
- Potentially purchase mobile or permanent fire pits to be placed on the sand volleyball court in the late Fall-Winter months
- Design an area with picnic tables and grills
- Include some outdoor art installations and stone seating
- Design with the idea of including electricity or access to an electrical source
- Identify a space for future development of a pavilion or similar structure
- Review current use of space and future potential throughout the first year
- Consider using similar elements (e.g. planters/planting boxes or trellis structure) to link SS roof area to this outdoor space – tie it together in some visual manner that shows linkage.

Phase Two (2013-2015)

- Review current use, and plan for future development
- Review current use of adjacent spaces on campus (Residence Life, Union, Student Services new roof, Kress Events Center, etc.)-identify needs/gaps
- Consider adding an amphitheater and/or pavilion to expand use and visibility

Project Justification

- Four new residence halls have been constructed on campus over the past several years, increasing the housing capacity from 1596 to 2088 students. All freshmen who wish to live on campus, and 40% of the student body at UW Green Bay now lives on campus.
- Declining high school graduation rates have created increased competition for recruiting new incoming freshmen. The Target X and Noel Levitz consultants hired by the university both acknowledged the importance placed on the campus tour when recruiting. All tour groups pass this area.
- Living on campus contributes to student success, satisfaction and retention; however, the uncertain economic climate, combined with the rising cost of education and diminishing financial aid, has contributed to students questioning whether they can afford to live on campus.

- UW Green Bay needs to continue investing in creating and maintaining a vibrant student life on campus to leverage its competitiveness in today's higher education marketplace.

Project User Groups

- Admissions (Campus Tour Experience)
- Alumni Affairs (e.g., Alumni Reunions)
- American Intercultural Center
- FOCUS Program
- Freshmen Seminars
- International Education
- Intramural Sports
- Phuture Phoenix
- Residence Life
- Residence Hall and Apartment Association (RHAA)
- Student Government Association (SGA)
- Student Life
- Student Organizations
- Precollege / TRIO Programs
- University Union / Good Times Programming
- Youth camps and summer conferences

Project Budget

- The concept of constructing an outdoor multipurpose area at the proposed location was presented to the University Village Housing, Inc. Board of Directors during the summer of 2010. At that time, the Board unanimously supported funding the proposed project.

• Estimated budget	
Landscape architect	5,000
Clear, fill and grade site	55,000
Runoff drain	3,000
Flatwork	15,000
Landscaping (plantings, mulch, etc.)	20,000
Furnishings (picnic tables, grills, etc.)	10,000
Replace emergency phone	5,000
Lights and electricity (feed from KPH)	50,000
Contingency	<u>15,000</u>
Estimated total	178,000

Project Schedule-Phase One

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| • Secure Campus approval and funding | Fall 2011 |
| • Student input on design and furnishings | Spring 2012 |
| • Begin site development | Summer 2012 |
| • Complete site development | Fall 2012 |

