



UNIVERSITY OF WISCONSIN – GREEN BAY  
**MASTER PLAN UPDATE**

DFD PROJECT No. 21C1U

# Introductions

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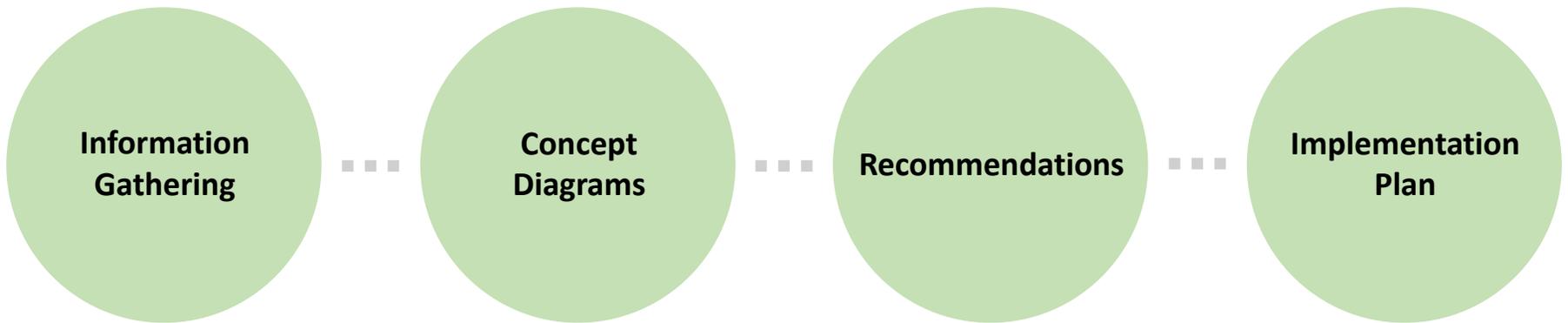
UNIVERSITY of WISCONSIN  
**GREEN BAY**

**Campus Master Plan Update**  
DFD PROJECT NO. 21C1U  
AUGUST 11, 2023



# Agenda

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Previous Planning Efforts

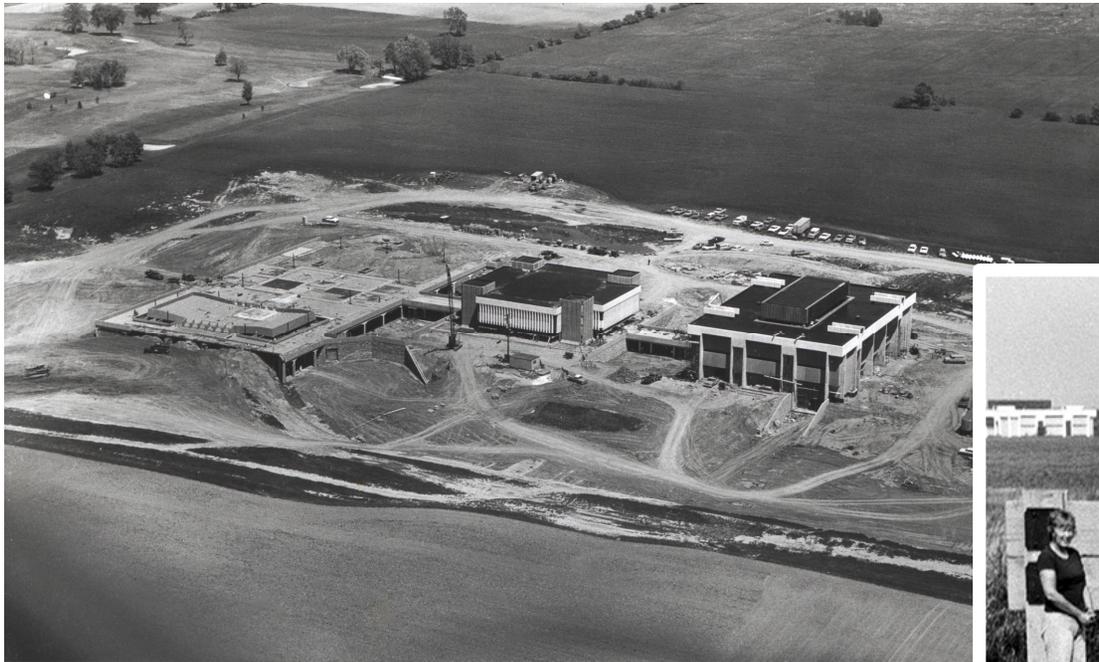
Focus Group Findings

Physical Environment Analysis

Goals & Guiding Principles



# Academic Core Construction



**Instructional Services, Environmental Sciences, and Laboratory Sciences buildings under construction (ca. 1967-69)**

**UW-Green Bay formally established in 1965.**

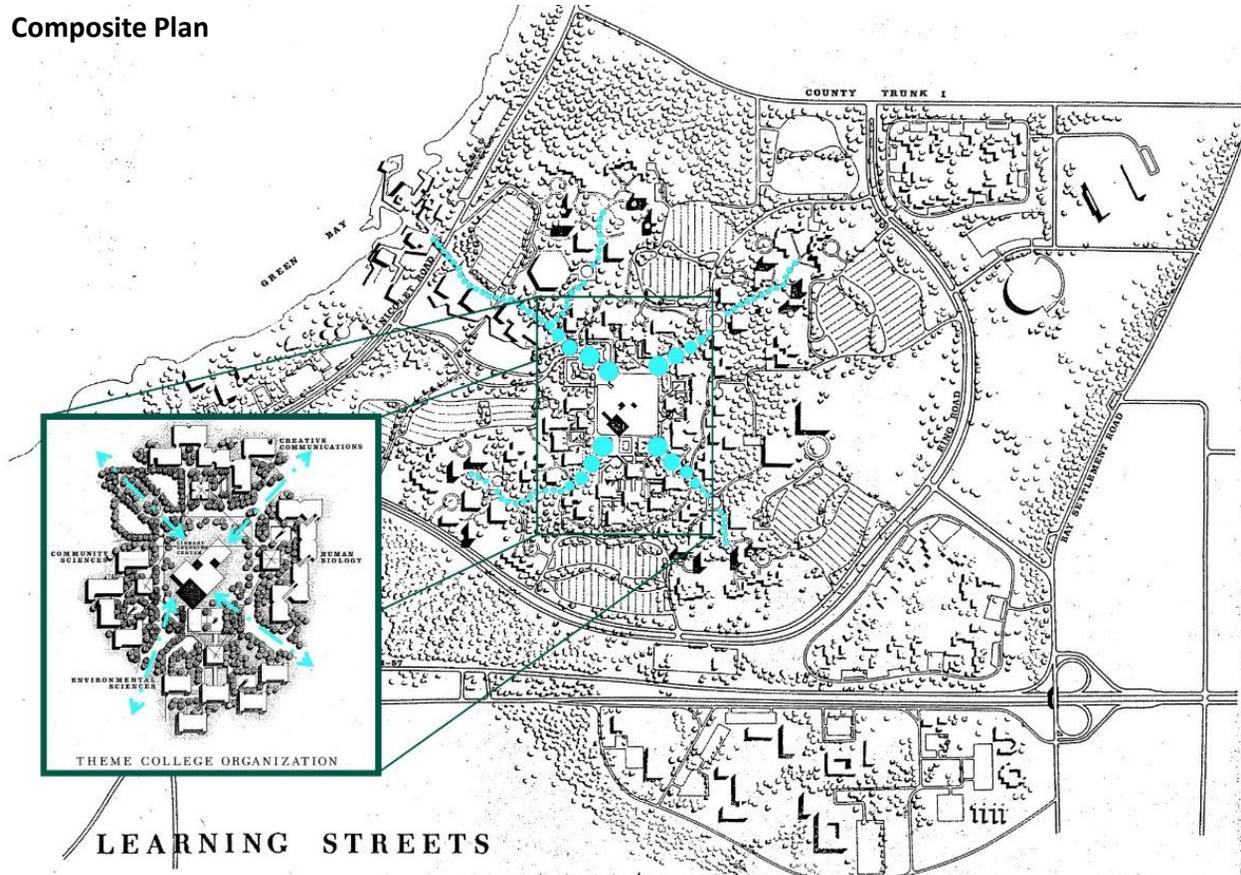
**Classes began to be held in fall 1968.**

**Classes moved to the current site in fall 1969.**

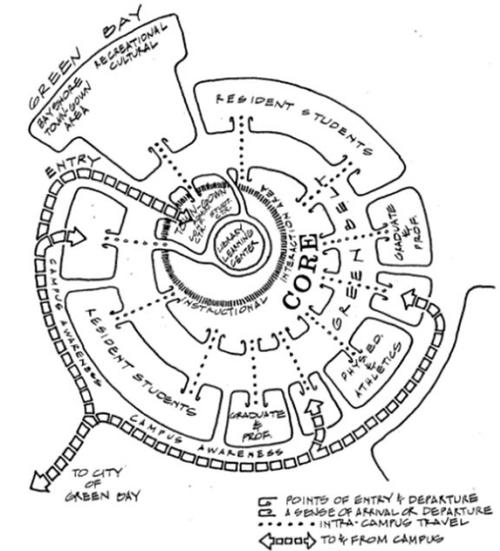


# Previous Planning Efforts - 1968

## Composite Plan



## Concept Diagram



# Previous Planning Efforts - 2006

## Composite Plan

### EXISTING BUILDINGS

- |  |                               |
|--|-------------------------------|
| 1. Heating/Cooling Plant                   | 101-109. Student Apartments   |
| 2. Facilities Management                   | 110. Housing Maintenance      |
| 3. Kress Events Center                     | 200. Community Center         |
| 4. Laboratory Sciences                     | 201. Ted Lenfestey Hall       |
| 5. Environmental Sciences                  | 202. Arlene Walter Hall       |
| 6. Instructional Services                  | 203. Byron Walter Hall        |
| 7. Cofrin Library                          | 204. Josephine Lenfestey Hall |
| 8. John M. Rose Hall                       | 205. R.E. Small Hall          |
| 9. L.G. Wood Hall                          | 206. Cletus Vanderperren Hall |
| 10. Student Services                       | 207. Bob Warren Hall          |
| 11. University Union                       | 208. Donald Lang Hall         |
| 12. Theatre Hall                           | 209. Bob Schaefer Hall        |
| 13. Studio Arts                            | 210. James Temp Hall          |
| 14. Weidner Center for the Performing Arts | 211. John Robinson Apartments |
| 15. Shorewood Center                       |                               |
| 16. Language House                         |                               |
| 17. Mary Ann Cofrin Hall                   |                               |
| 18. Lambeau Cottage                        |                               |
| 19. Ecumenical Center                      |                               |

### PROPOSED BUILDINGS

- |  |
|--|
| A. Kress Events Center Expansion, Under Construction |
| B. University Union Expansion                        |
| C. General Academic Expansion                        |
| D. Undergraduate Housing Expansion                   |
| E. Graduate/Married Student Housing                  |
| F. Retail Opportunity                                |

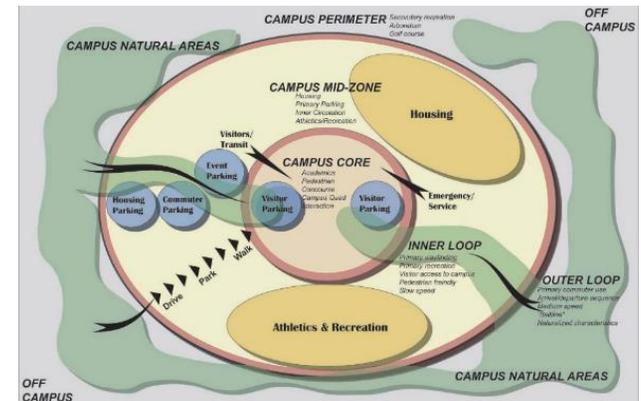
### PARKING LOTS

- |                                     |                                 |
|-------------------------------------|---------------------------------|
| aa. Weidner Center, 1084 Stalls     | gg. Visitor Parking, 187 Stalls |
| bb. Wood Hall, 1163 Stalls          | hh. Housing, 1001 Stalls        |
| cc. Lab Sciences, 858 Stalls        | ii. Studio Arts, 642 Stalls     |
| dd. Kress Events Center, 485 Stalls |                                 |
| ee. Cofrin Hall, 527 Stalls         |                                 |
| ff. Visitor Parking, 75 Stalls      |                                 |



**Campus Master Plan** The Plan provides a physical representation of potential campus growth over the next ten years based on goals and objectives identified through an interactive process with the campus community.

## Concept Diagram



# UW-Green Bay Focus Groups

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## **Met Virtually in October / November 2020**

Athletics

Austin E. Cofrin School of Business

Brown County

Campus Administration

City of Green Bay

Cofrin Center for Biodiversity

College of Arts, Humanities, and Social Sciences

College of Health, Education, and Social Work

College of Science, Engineering, & Technology

Council of Trustees

Enrollment Services

Intramurals

Information Technology

Office of the Chancellor

Police / Parking

Provost

Residence Life

Student Affairs

Sustainability

University Union

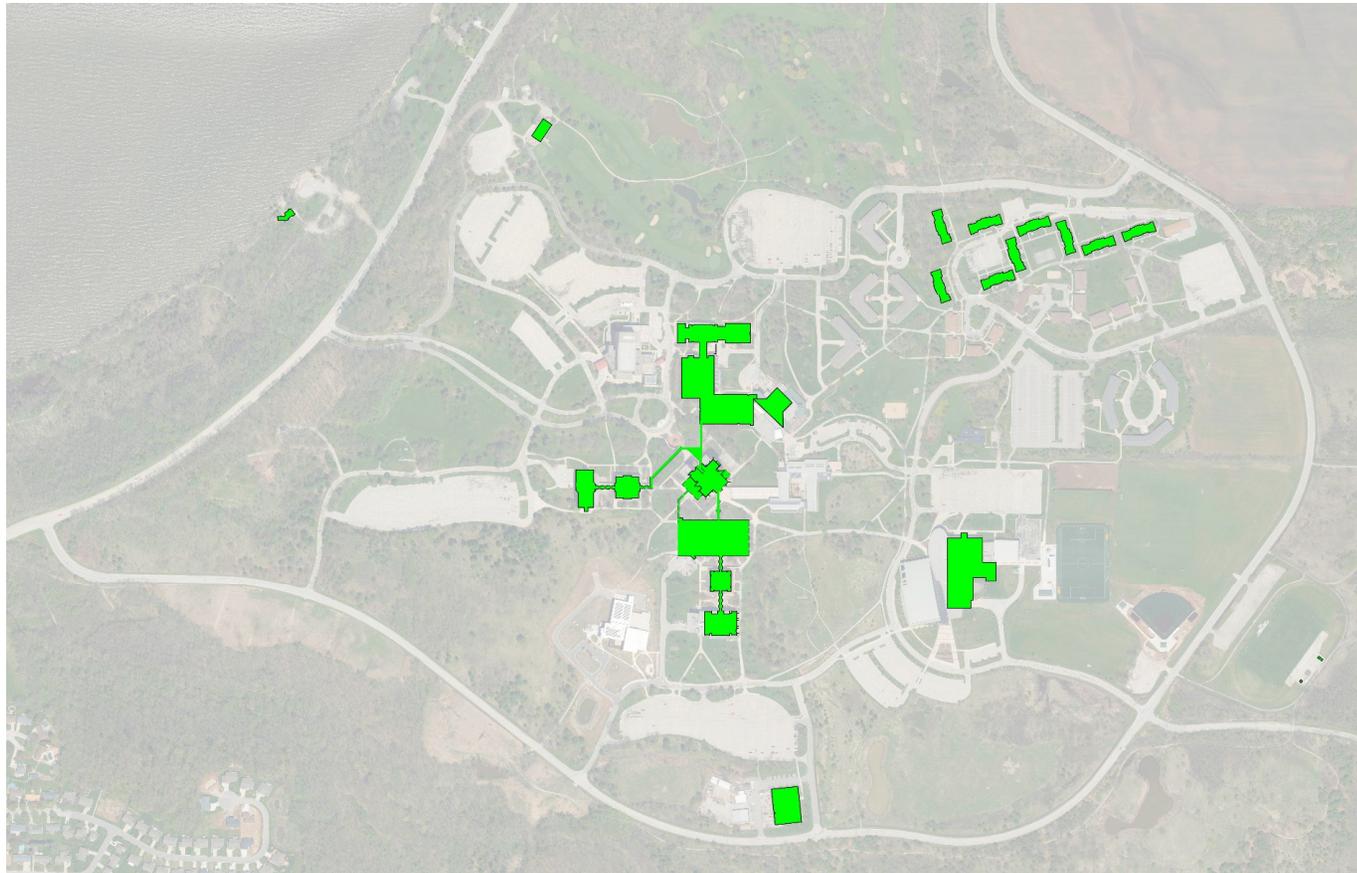
Weidner Center

# Focus Group Findings

- **Entry and arrival experience is confusing.**
- **There is no “front door” or sense of arrival.**
- **Vehicular circulation lacks organization.**
- **Outdoor spaces lack amenities and connection to the rest of campus.**
- **There is not enough engagement with the bayfront.**
- **Pedestrian circulation is complicated by grade changes on the exterior and level changes on the interior.**
- **There is not enough informal meeting/lounge space along indoor and outdoor circulation paths.**
- **There are few connections between campus and the community.**
- **Find ways to create redundancy in mechanical, electrical, and optical fiber utility systems.**



# Building Ages

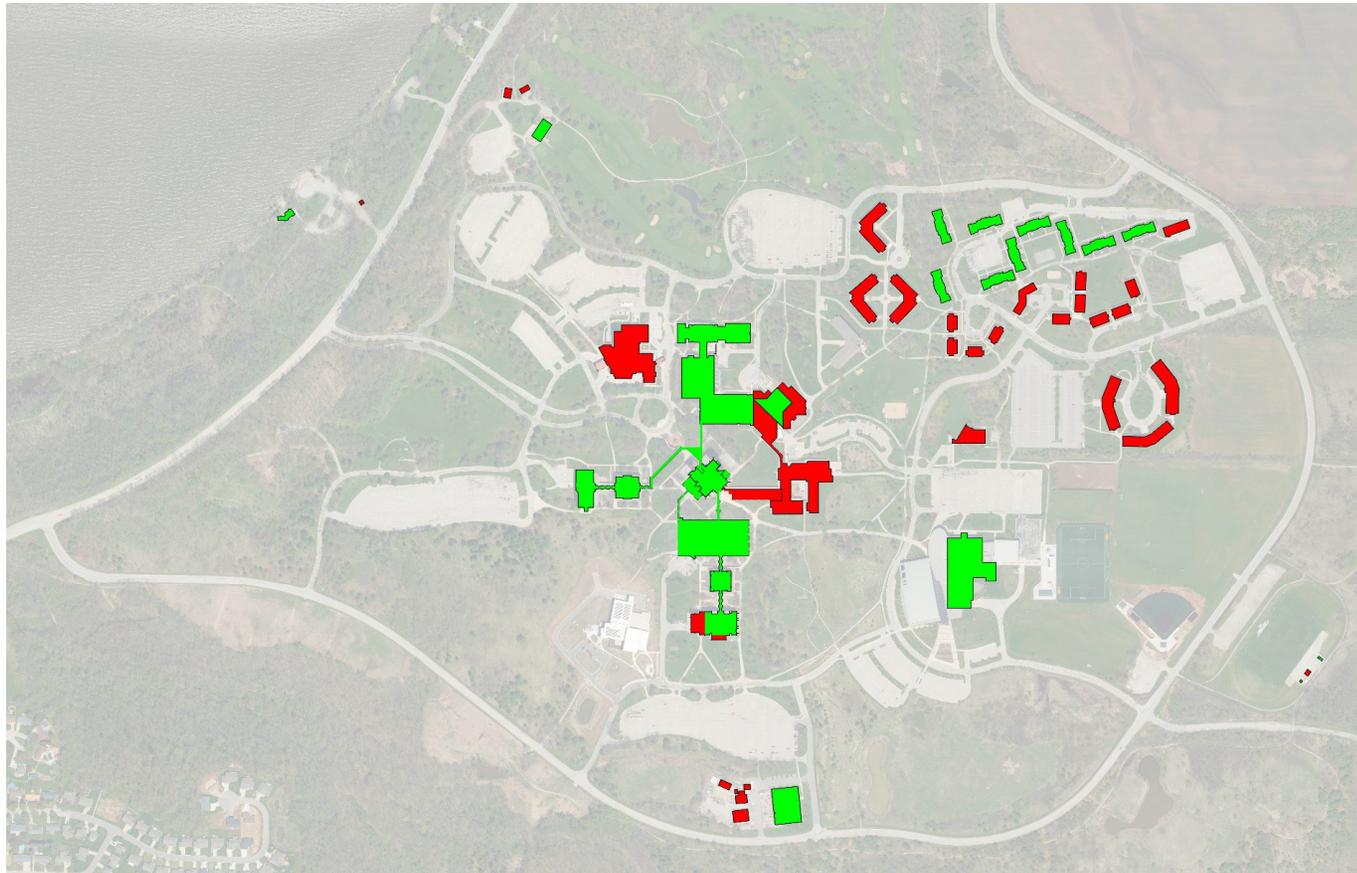


**Key:**



Construction  
Before 1978

# Building Ages



**Key:**

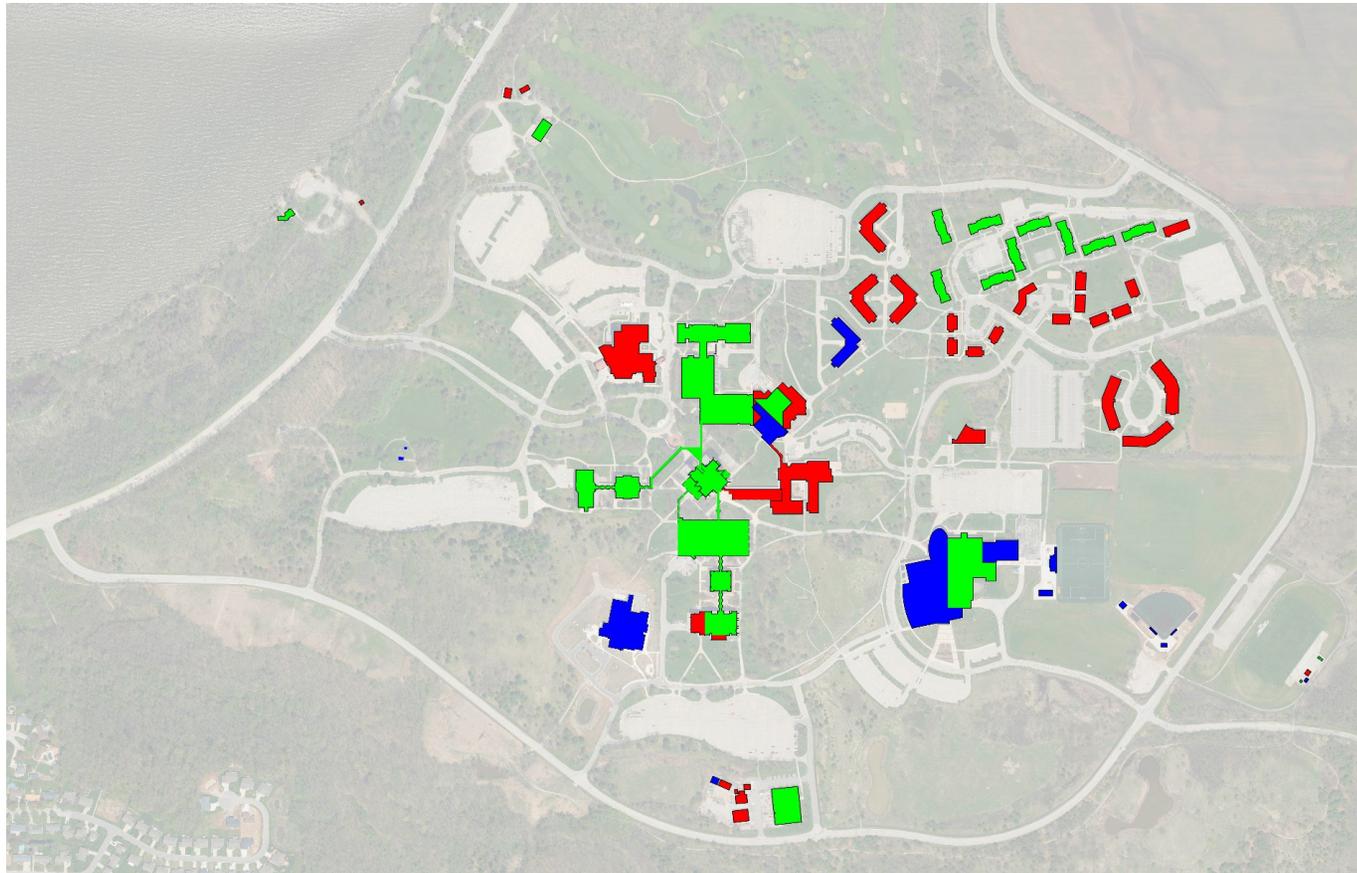


Construction  
Before 1978



Construction  
1978-2005

# Building Ages



**Key:**



Construction  
Before 1978

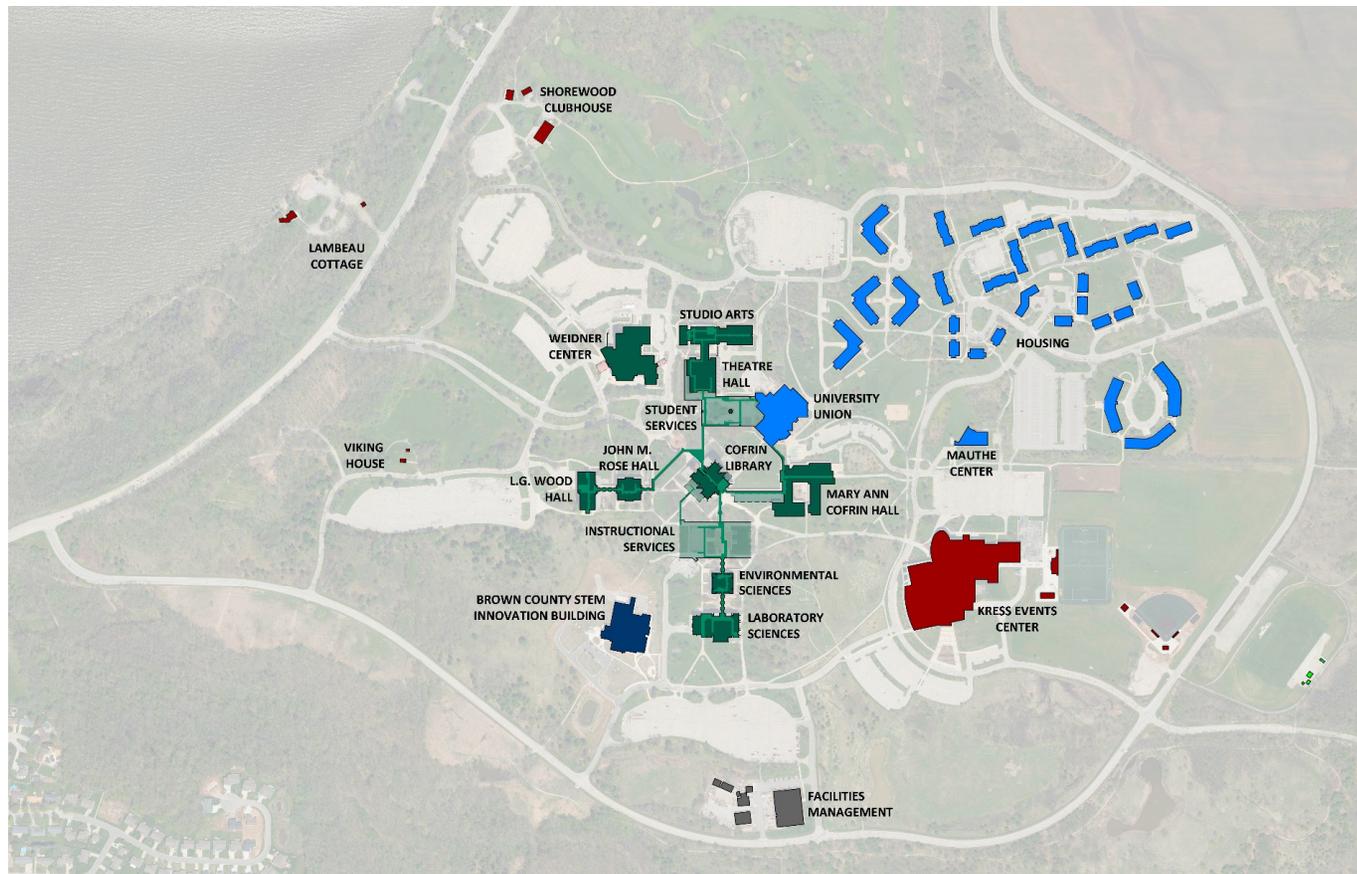


Construction  
1978-2005



Construction  
Since 2005

# Campus Organization



## Key:

-  Campus Core
-  Housing & Student Life
-  Athletics & Recreation
-  Brown County STEM
-  Facilities

# Space Utilization Assessment

## Tasks

**Engberg Anderson and Comprehensive Facilities Planning evaluated classrooms and labs to provide a space needs, use, and suitability analysis for current and anticipated future needs.**

### **Building condition analysis completed by Engberg Anderson**

- Framework and Floor Assessment
- Functional/Space Use Assessment
- Physical Condition Assessment

### **Space utilization analysis completed by Comprehensive Facilities Planning**

- Space Inventory
- Space Allocation



# Space Utilization Assessment

## Steps

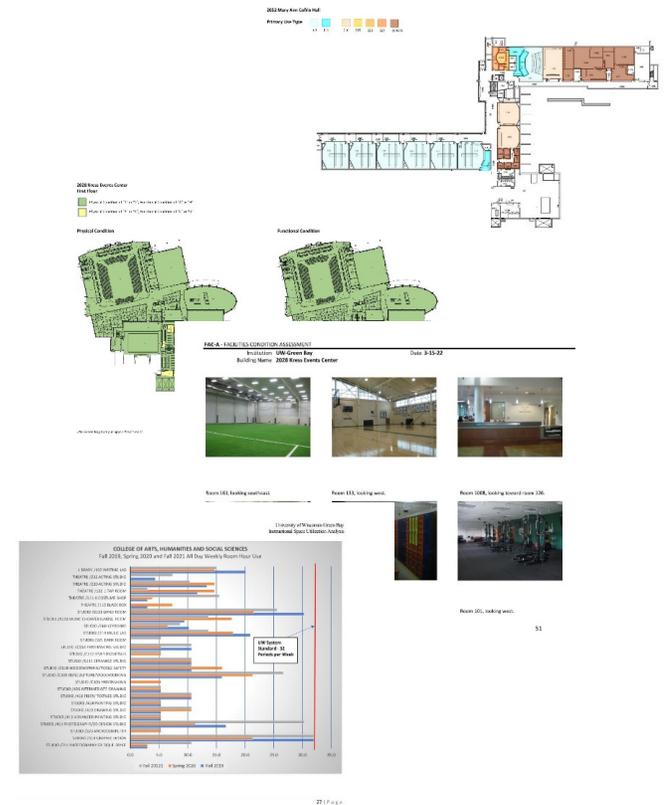
### Analyzed space inventory provided by the University

Space inventory maintained by Facilities Planning and Management  
Schedule of class files maintained by Registrar

### Conducted field observations for condition assessments

### Provided questionnaires to University faculty

### Utilization and condition metrics based on UW System standards



# Space Utilization Assessment

## Outcome

**Current supply of classrooms can support an 80% enrollment increase.**

**Current supply of labs can support a 71% enrollment increase.**

**Physical and functional condition assessments did not reveal any imminent need to renovate or replace academic buildings.**

**The master plan recommendations still identify potential sites for future academic buildings.**

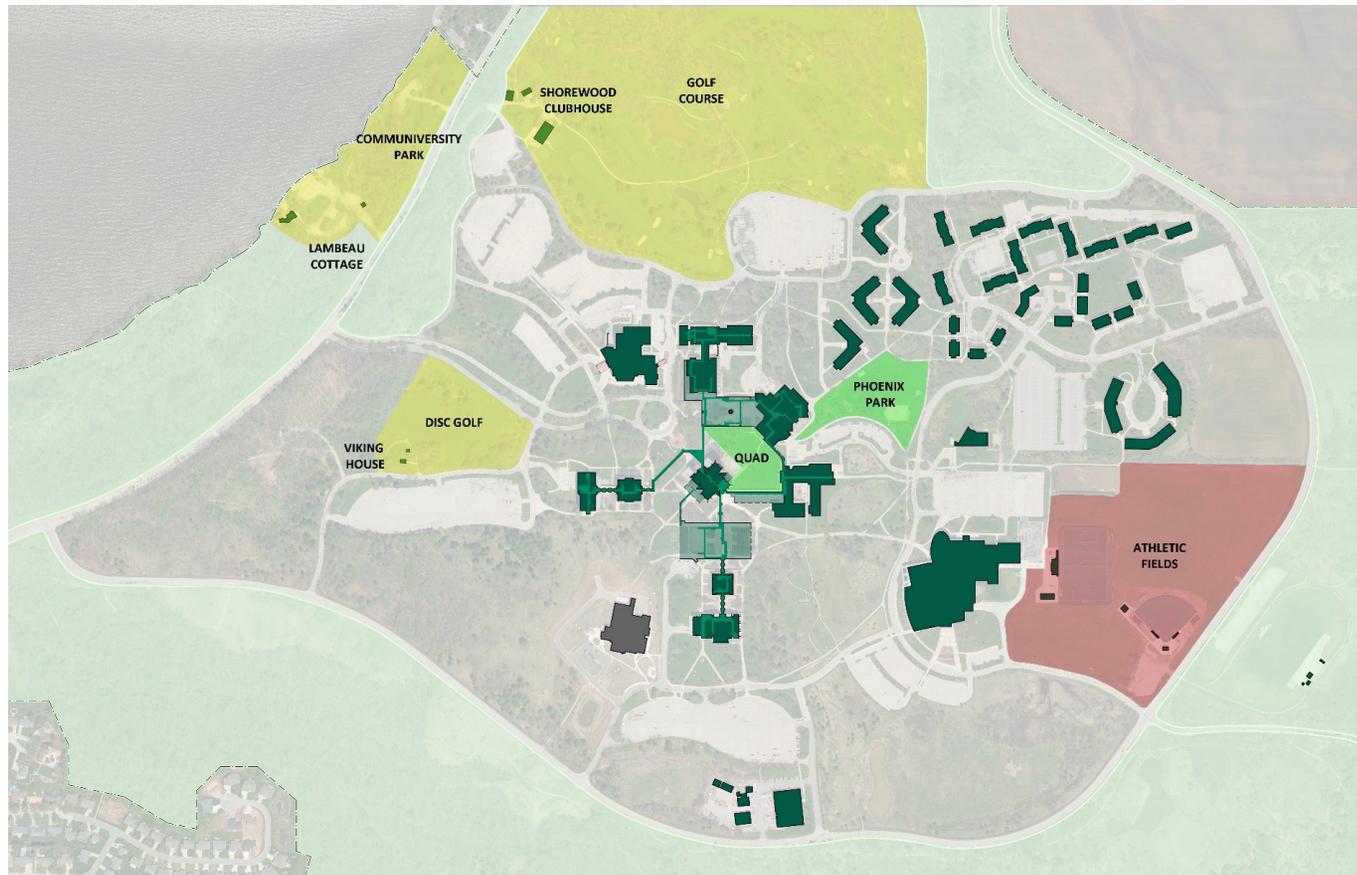
- Size and location should be considered further when exploring renovation and expansion options as academic program needs dictate



# Campus Contours



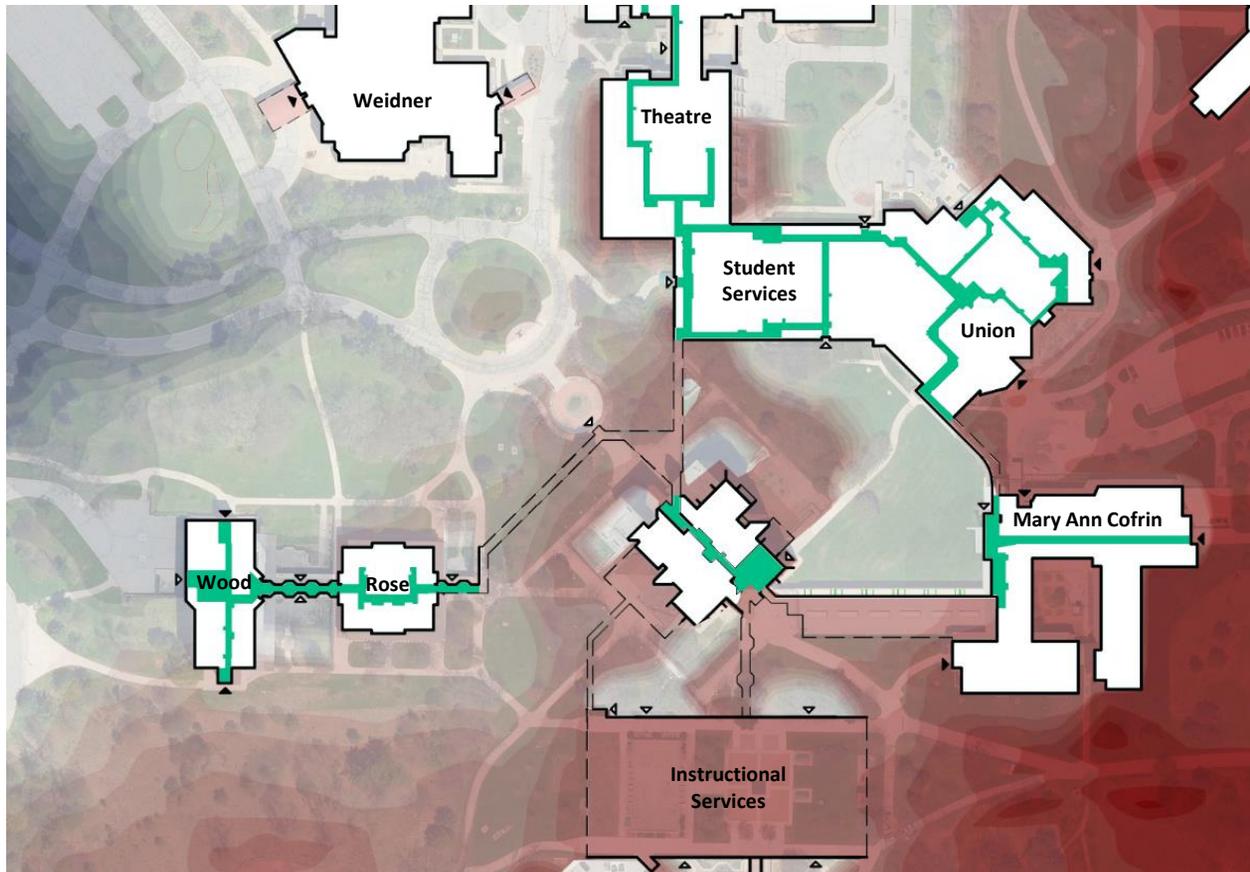
# Existing Open Spaces



## Key:

-  Open Lawns
-  Recreation Areas
-  Programmed Athletics
-  Arboretum

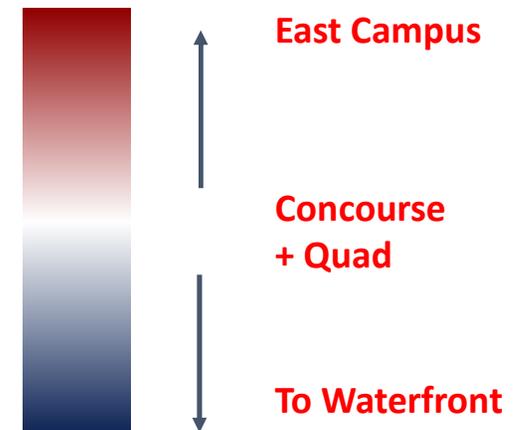
# Central Core Contours



Entry points are difficult to see while approaching the center of campus.

Outdoor spaces at equal elevations are disconnected.

No direct access to Quad without going indoors or over hills. Presents accessibility issues.



# Campus Core Entries



**Campus core entries primarily serve as a means of entering the concourse system from parking and on-campus housing.**

**Cofrin Library**

**Student Services**

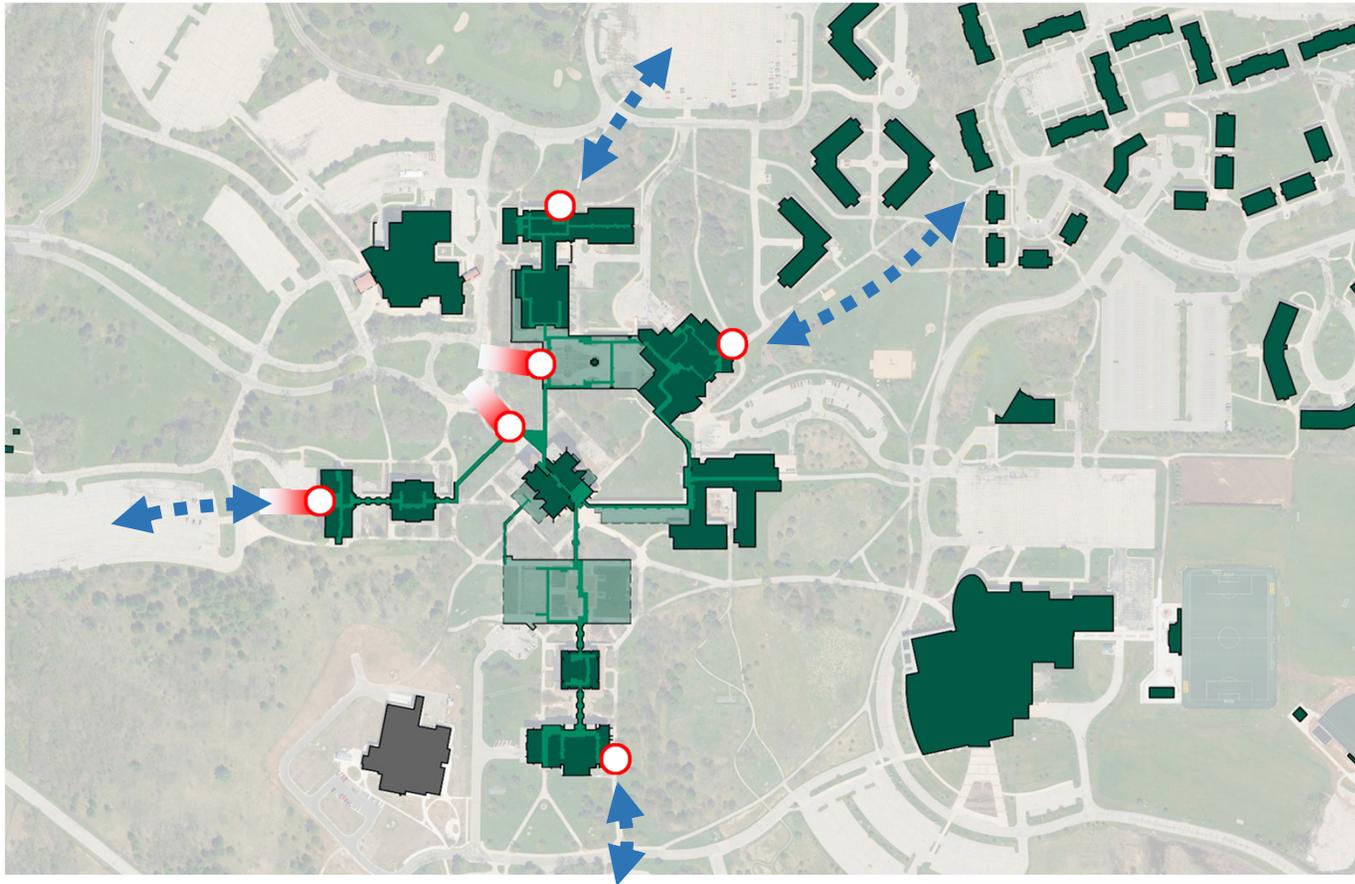
**Wood Hall**

**Studio Arts**

**University Union**

**Laboratory Sciences**

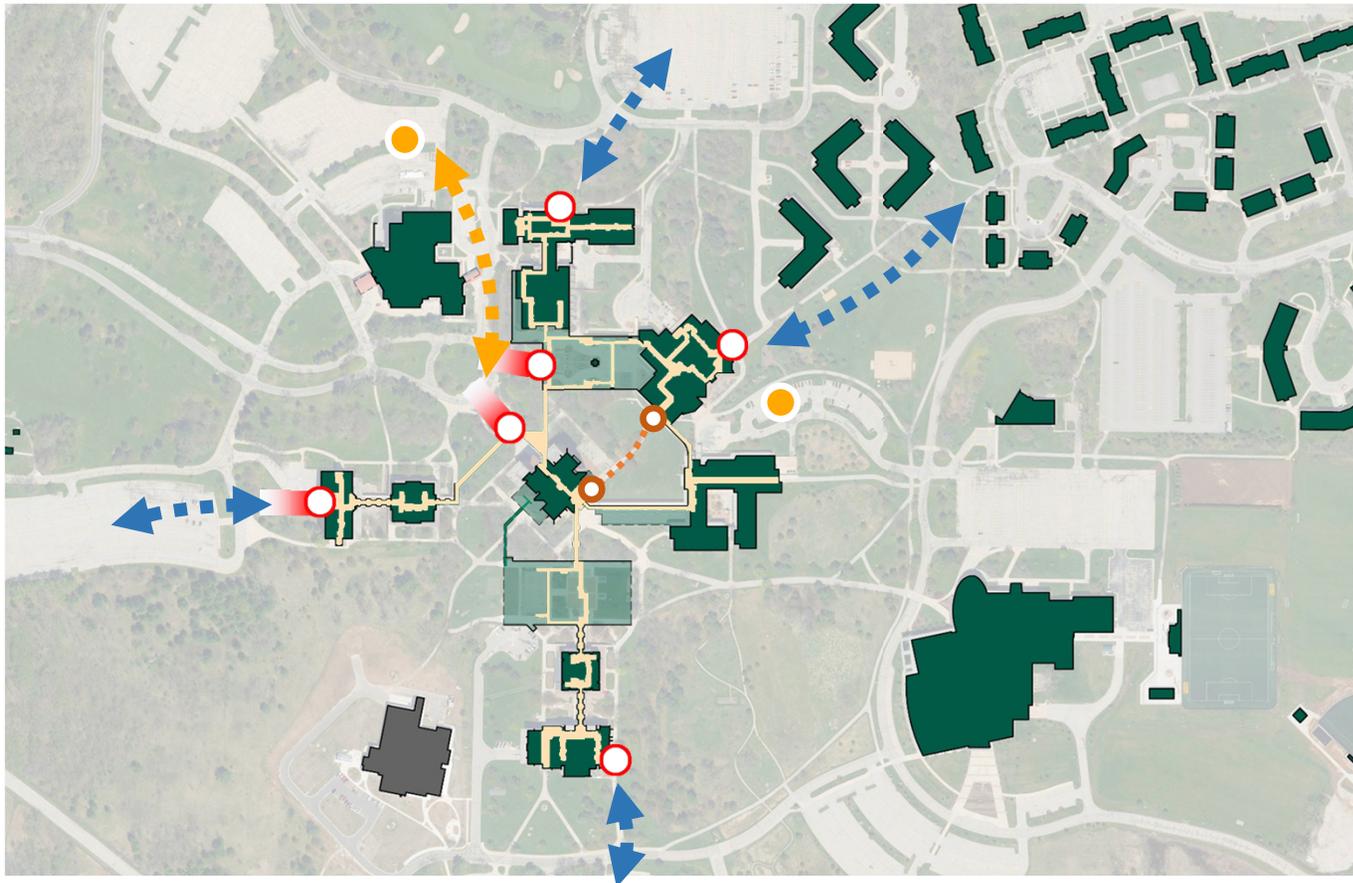
# Campus Core Entries



**Campus core entries primarily serve as a means of entering the concourse system from parking and on-campus housing.**

**Entries to Cofrin Library, Student Services, and Wood Hall entries are sunken and difficult to see or access.**

# Campus Core Entries



Campus core entries primarily serve as a means of entering the concourse system from parking and on-campus housing.

Entries to Cofrin Library, Student Services, and Wood Hall entries are sunken and difficult to see or access.

Confusing entry experience from visitor parking on the back side of the Weidner Center.

# Existing Vehicular Circulation

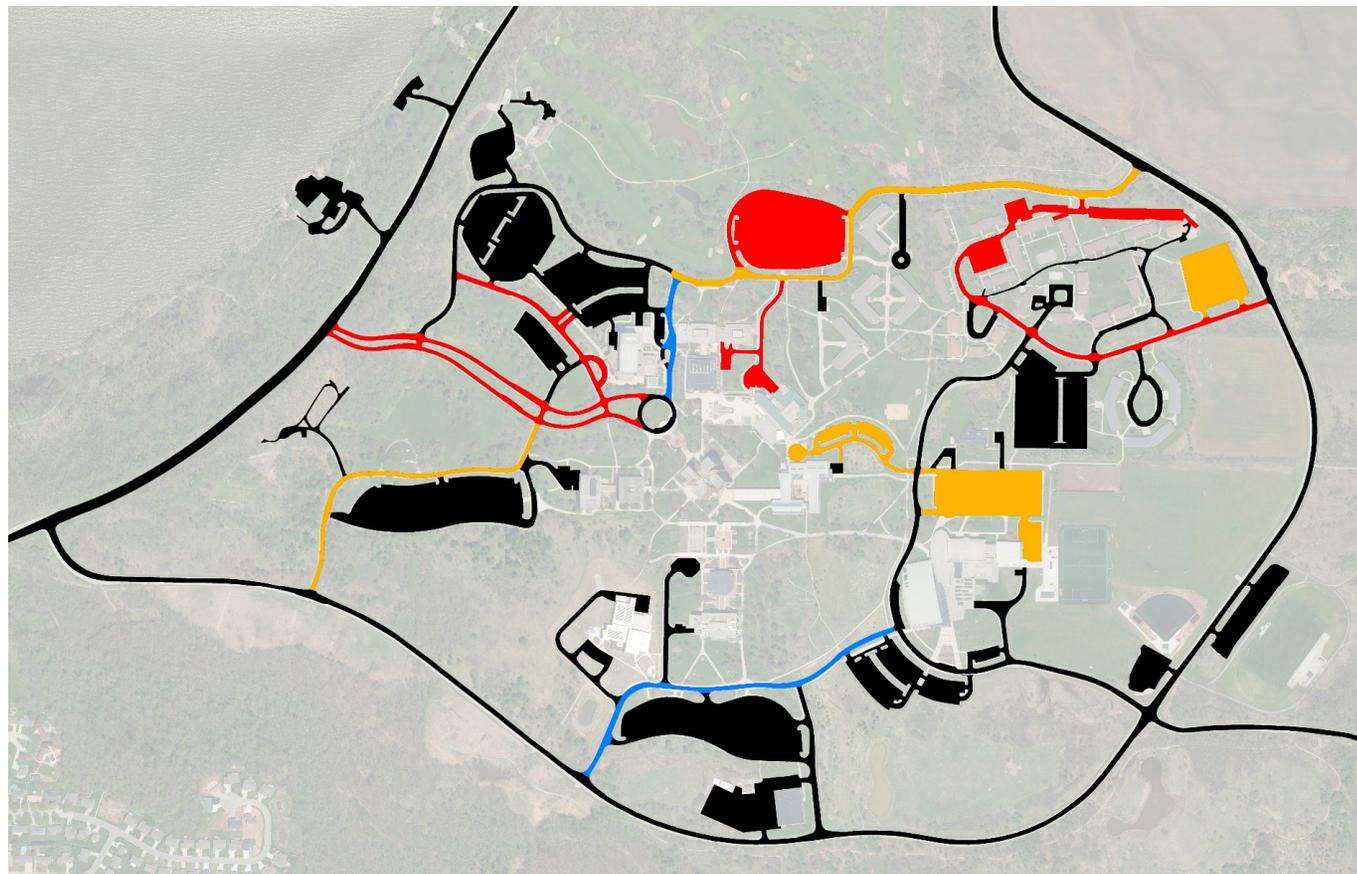


## Key:

-  County Highway
-  Primary Circulation & Visitor Parking
-  Secondary Circulation & General Parking
-  Service Drive
-  Primary Campus Entry



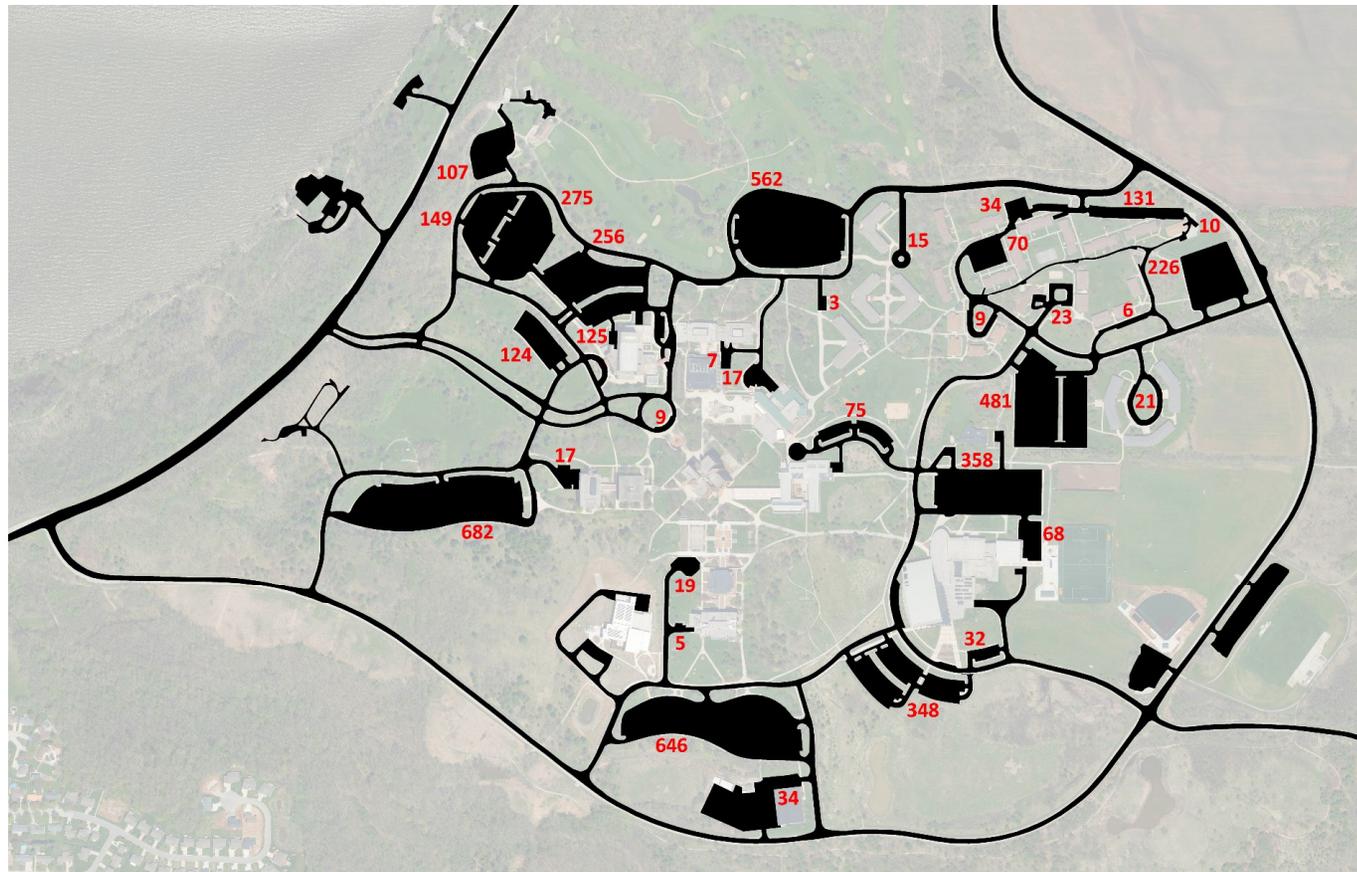
# Pavement Maintenance Study (DFD #15I2A-04)



**Key:**

-  Immediate Priority for Replacement
-  Secondary Priority
-  Long-Term Priority
-  Not Reviewed by Study

# Existing Pavement



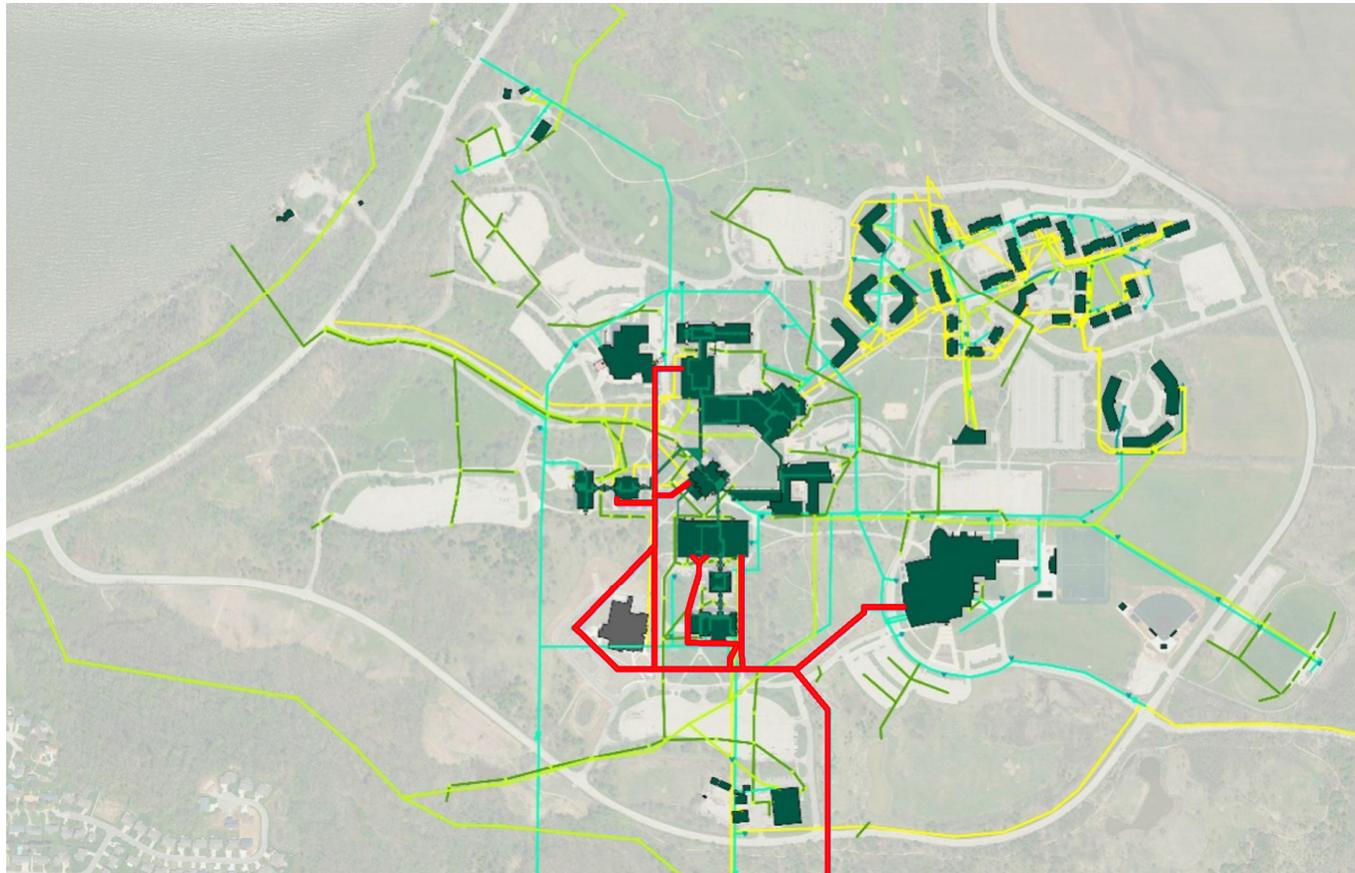
**4,935 total campus parking stalls. Expected that 3,902 student/staff permits will be sold by the 2024-25 academic year.**

**Outskirts of parking lots are far removed from building entrances.**

**UW-Green Bay is responsible for maintenance of all campus roads.**

**New projects should seek ways to minimize pavement, remove underutilized pavement, and find more effective uses of existing pavement.**

# Existing Underground Utilities



**Key:**

-  Steam Tunnel
-  Water
-  Gas
-  Sanitary
-  Storm

# Goals & Guiding Principles

- **Forward Facing Campus**
- **Welcome Visitors to Campus**
- **Community Connectivity**
- **Accommodate Emerging and Growing Academic Programs**
- **Enhance the Interior / Exterior connections while Creating a Sense of Place Throughout Campus**
- **Enhance / Activate the Quad while Reinforcing the Academic Core**
- **Update On-Campus living accommodations**
- **Embrace, Protect and Enhance the Arboretum and Natural Setting**
- **Respect and Enhance the Campus Ecology**
- **Identifiable Concourse Entries**
- **Transportation – Walk, Bike, Park**



# Concept Diagrams

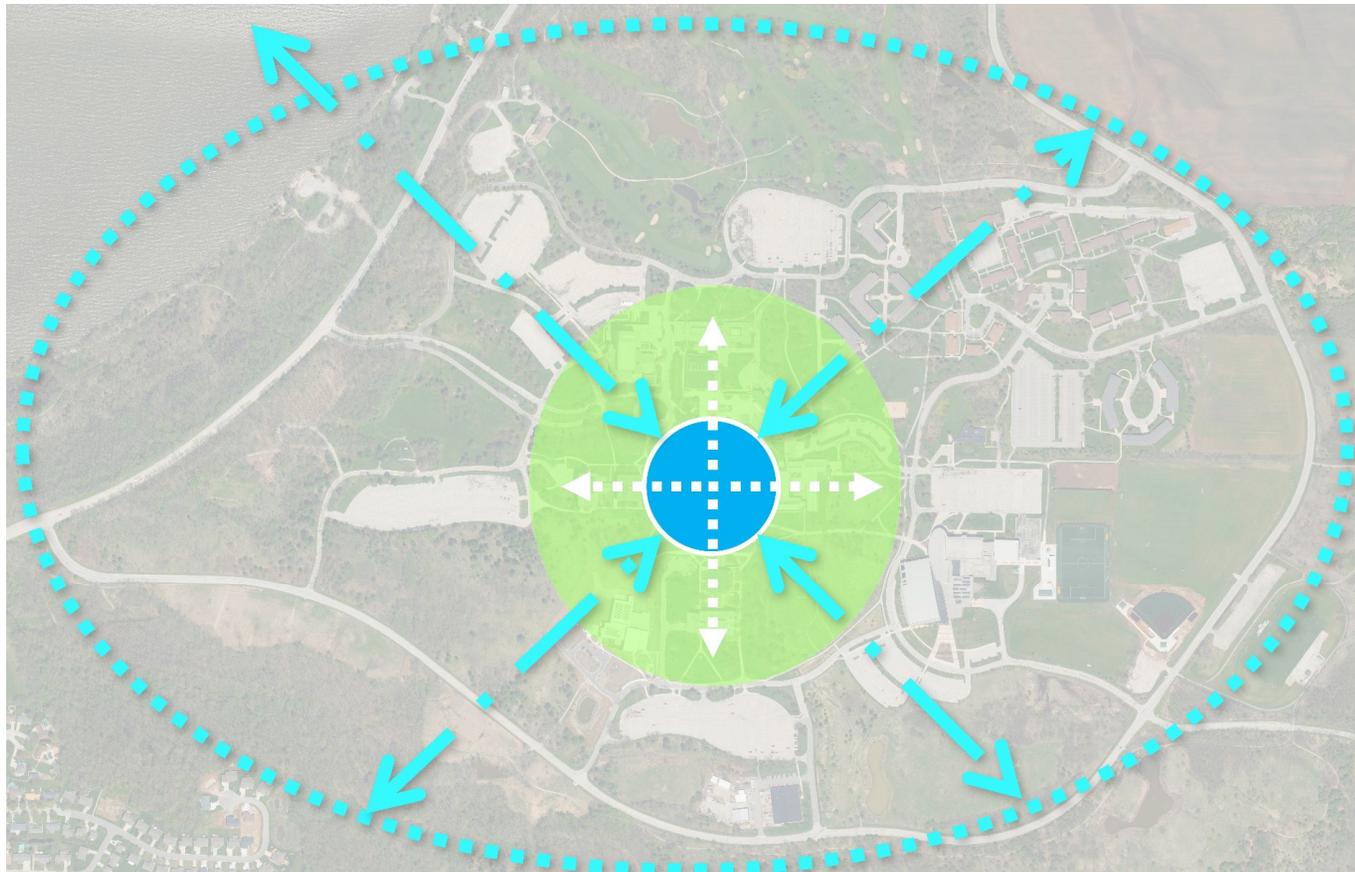


## Establish Central Pedestrian Core

### Key:

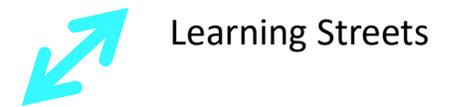
-  Academic Core
-  Heart of Campus  
Cofrin, Quad, Union
-  Circulation through Academic Buildings

# Concept Diagrams



## Central Core Connection To Arboretum

Key:

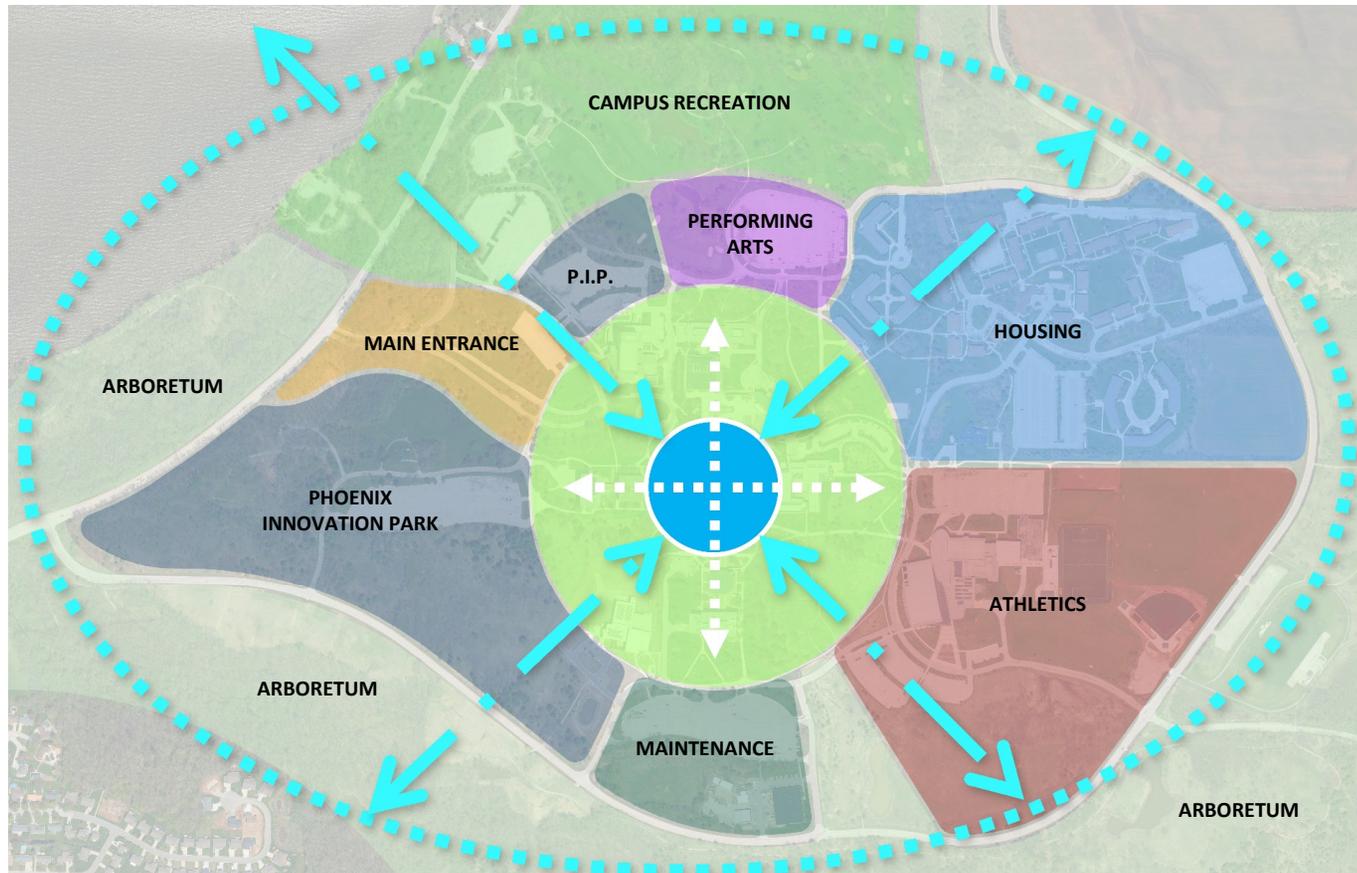


Learning Streets



Arboretum Loop

# Concept Diagrams

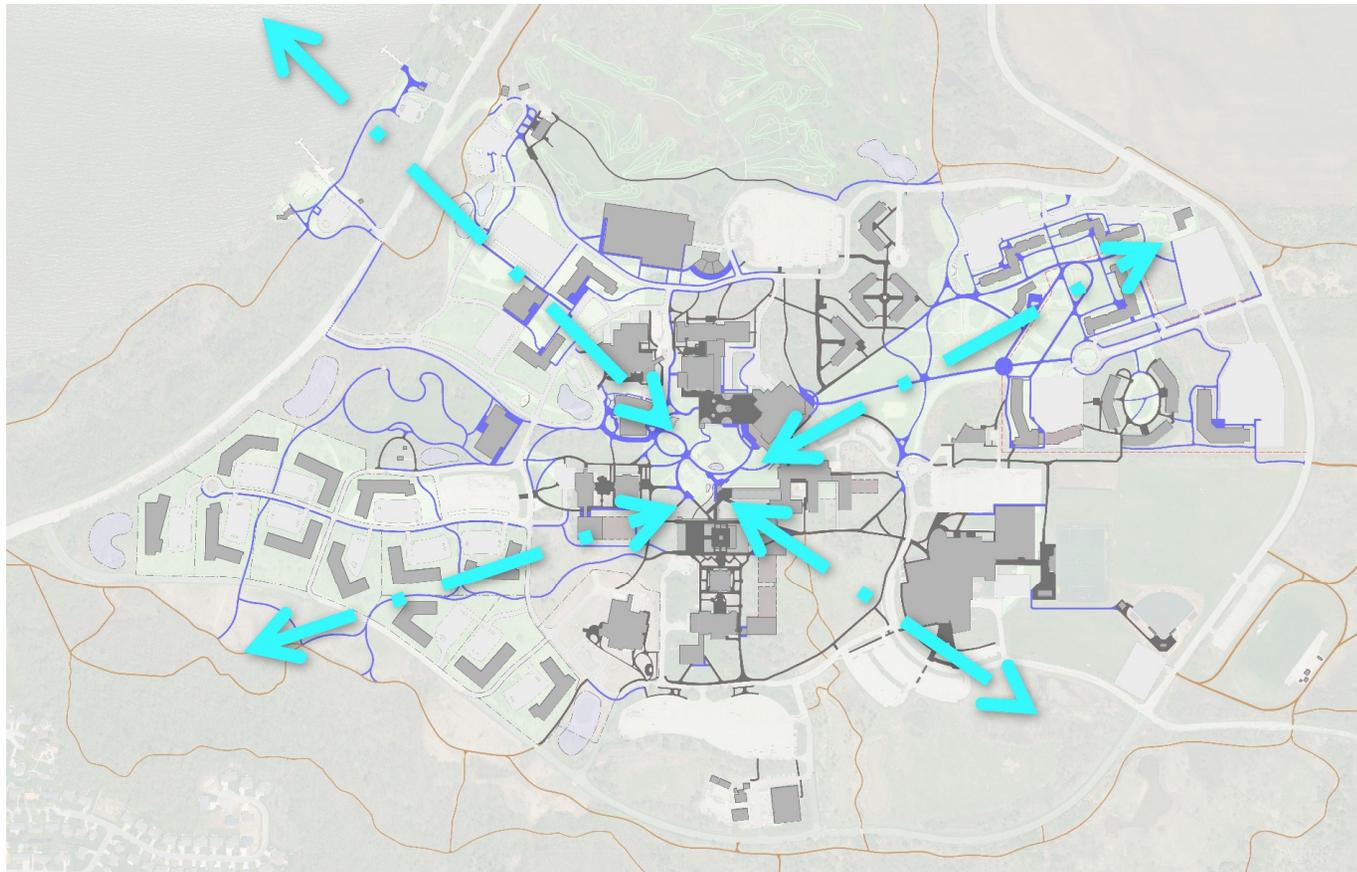


## Campus Uses

The campus is organized around general uses of building and space, similarly to the 1968 Comprehensive Development Plan.

Connections between zones and back to the heart of campus improve wayfinding, establish a sense of place, and create a cohesive whole which will serve the student body and community at-large.

# Learning Streets



**Key:**



Existing Pathways



Proposed Pathways

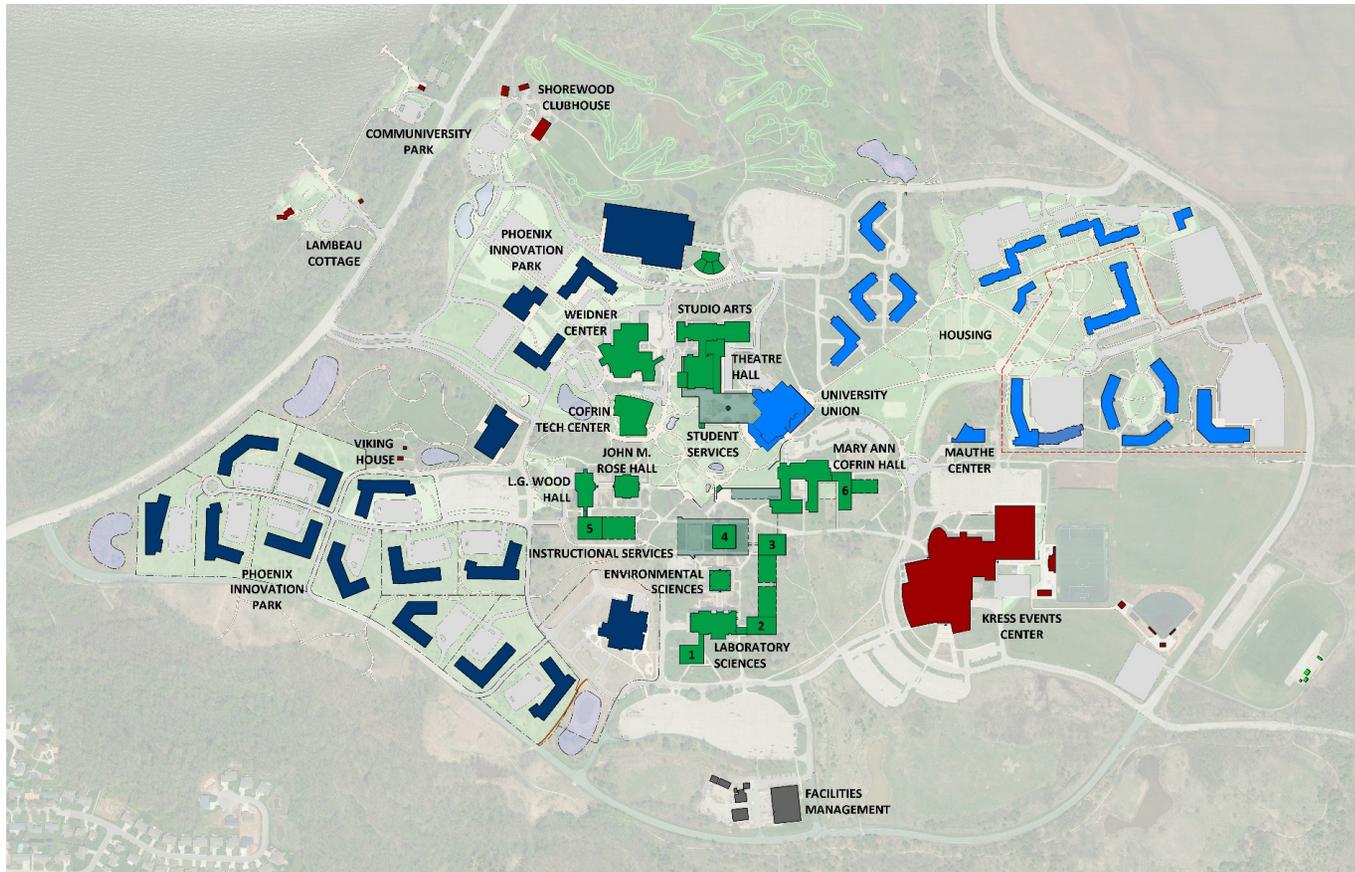


Arboretum Pathways



Learning Streets

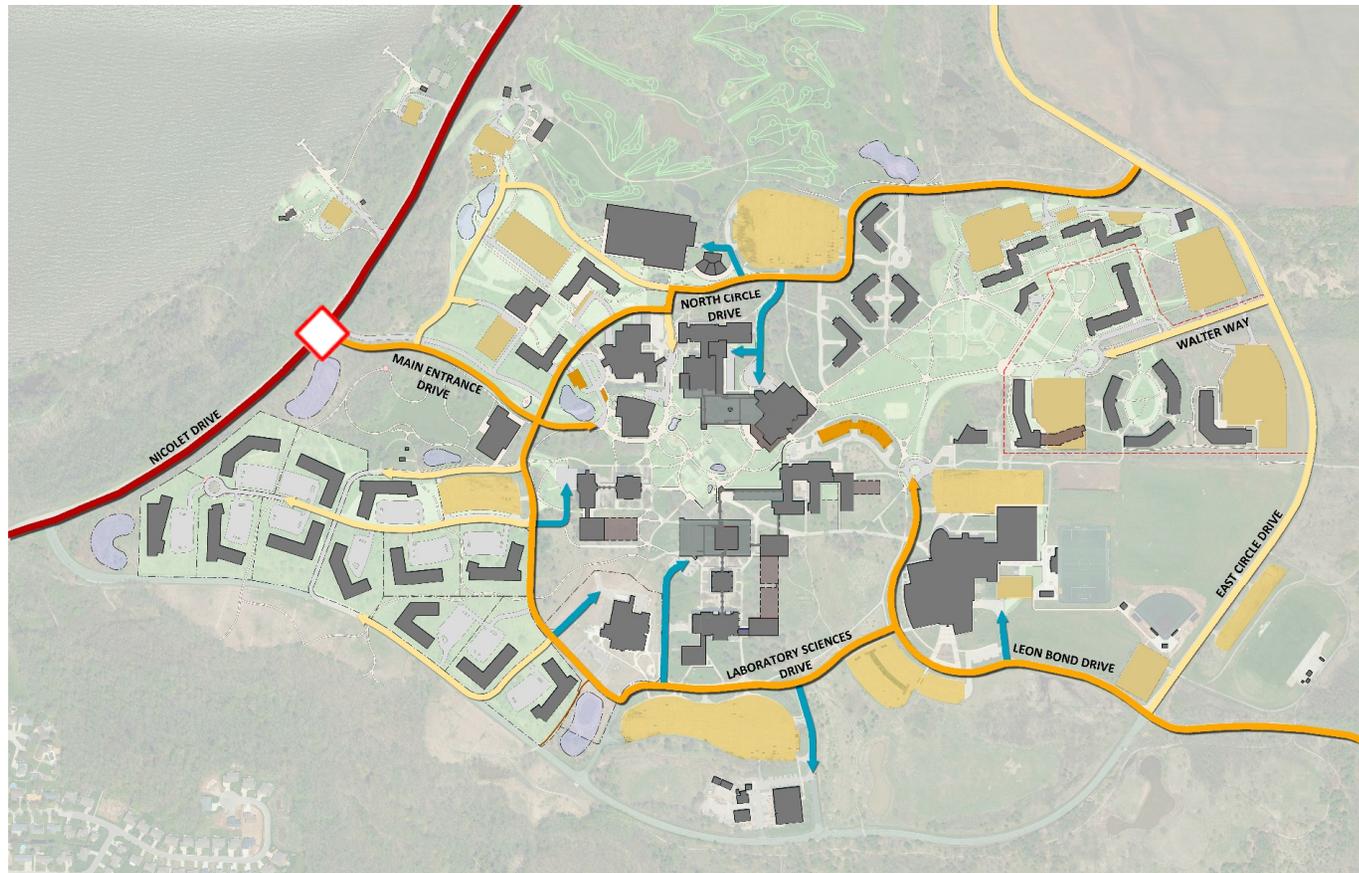
# Campus Organization



## Key:

- Campus Core
- Housing & Student Life
- Athletics & Recreation
- Phoenix Innovation Park
- Facilities

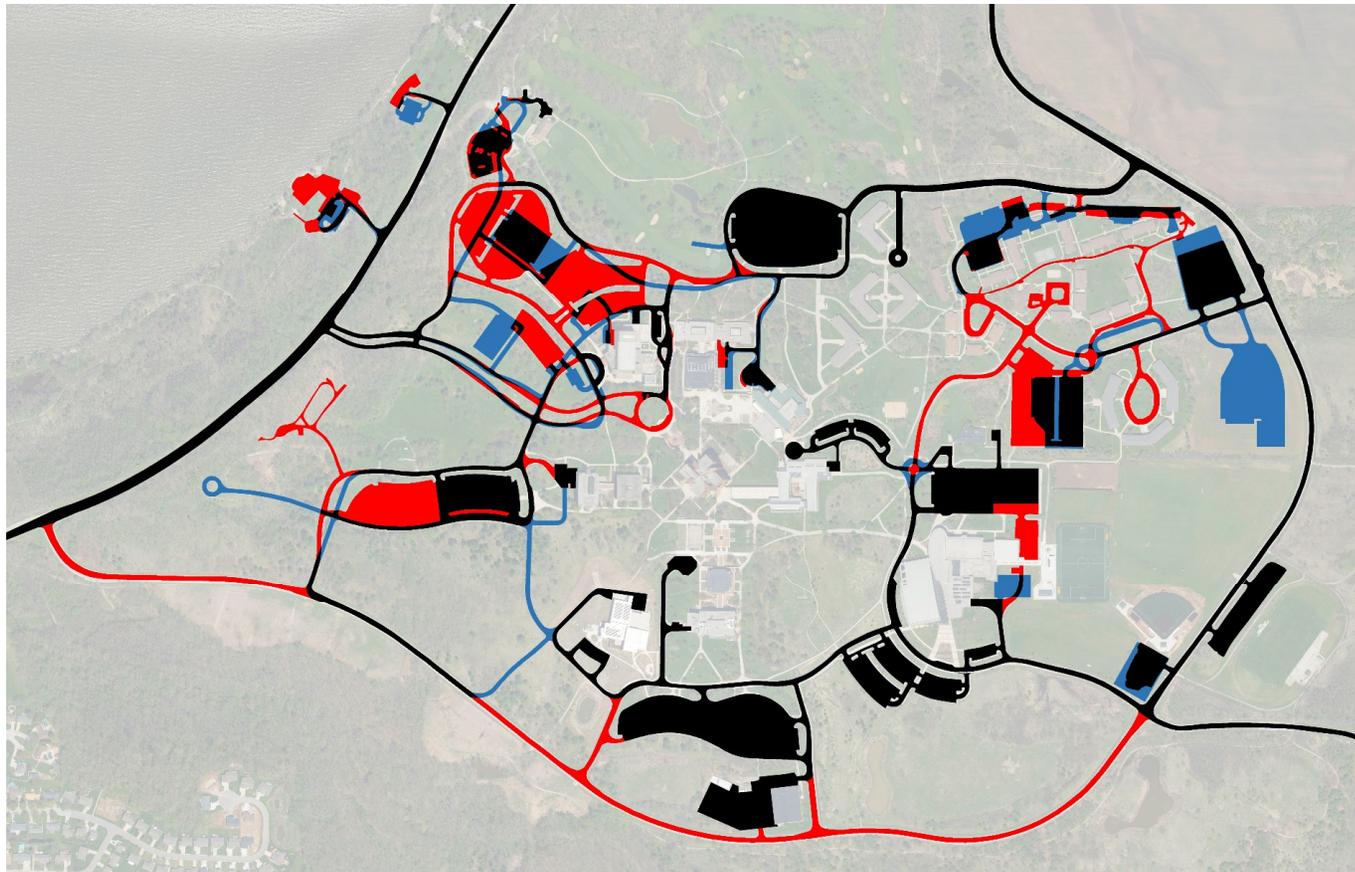
# Vehicular Circulation



## Key:

-  County Highway
-  Primary Circulation & Visitor Parking
-  Secondary Circulation & General Parking
-  Service Drive
-  Campus Entry Signage

# Pavement Reductions



## Key:

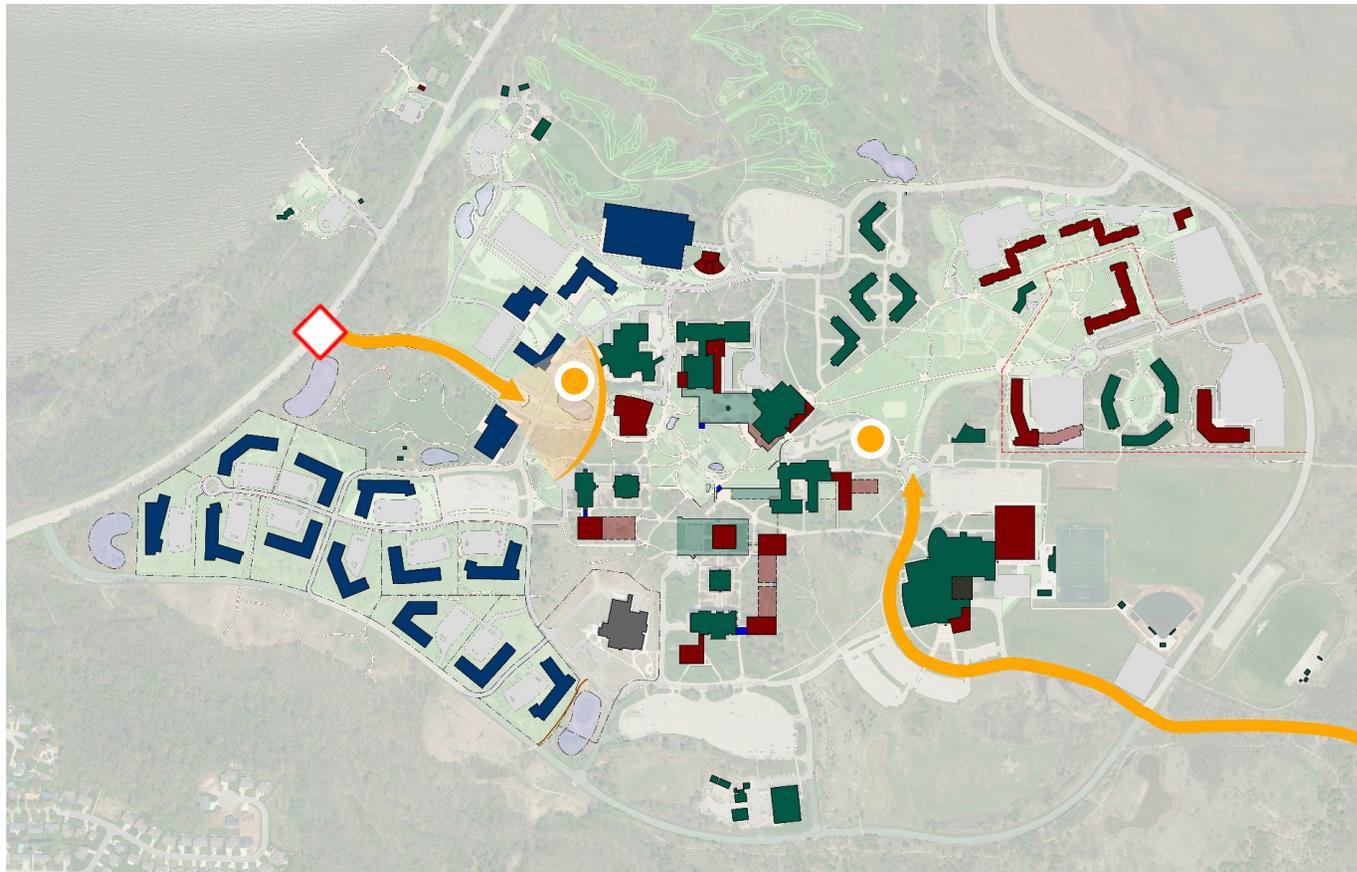
-  Existing Pavement
-  Proposed Pavement
-  Removed Pavement

**Traffic into campus is directed to Main Entrance Drive and Leon Bond Drive.**

**Inner loop road completed.**

**Parking configured to better serve existing and proposed buildings.**

# Visitor Arrival



**Key:**



Campus Entry Signage



Visitor Entry Drive



Visitor Parking

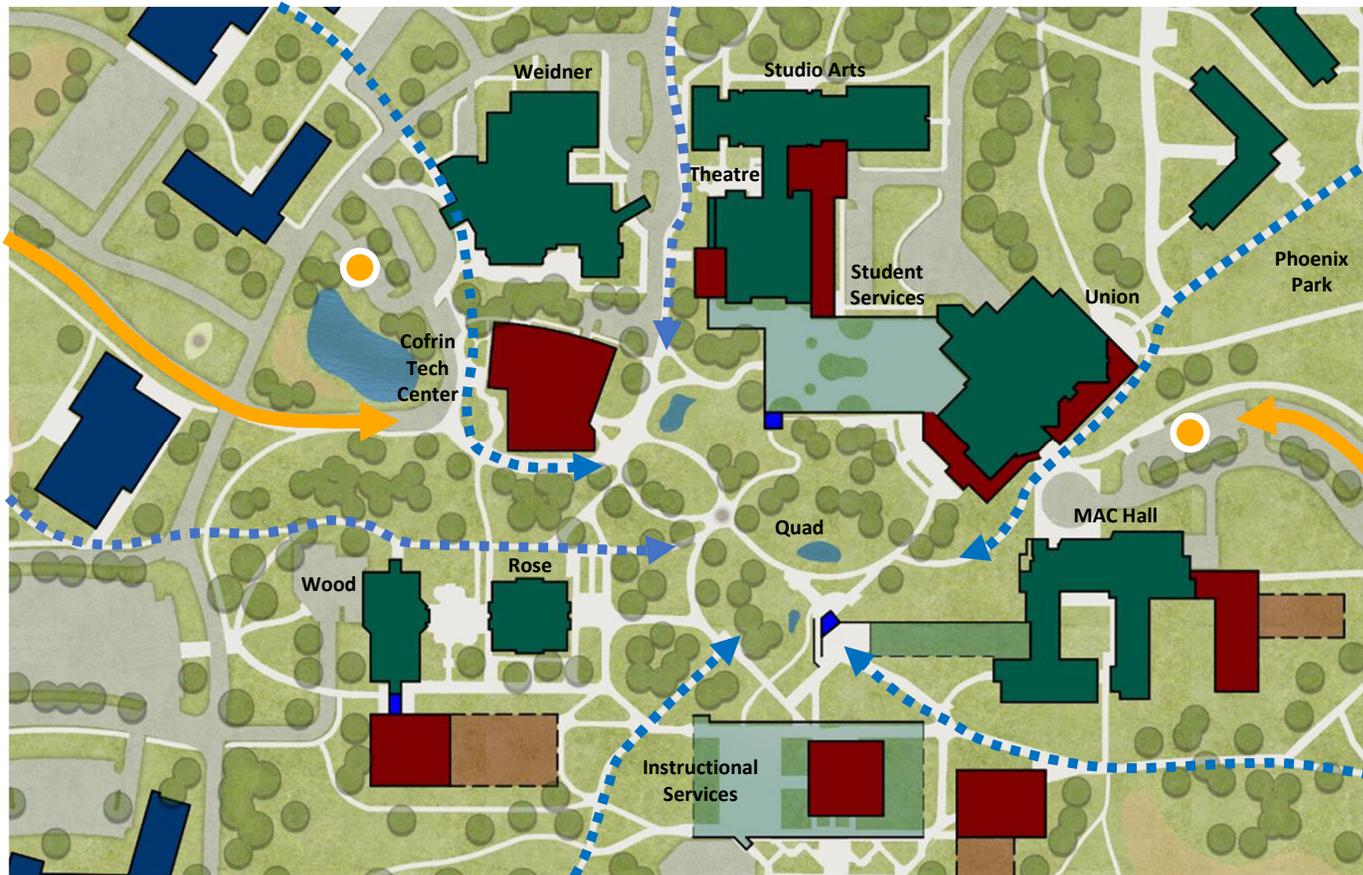


Visual Introduction to Campus

# Entering Campus on Main Entrance Drive



# Heart of Campus

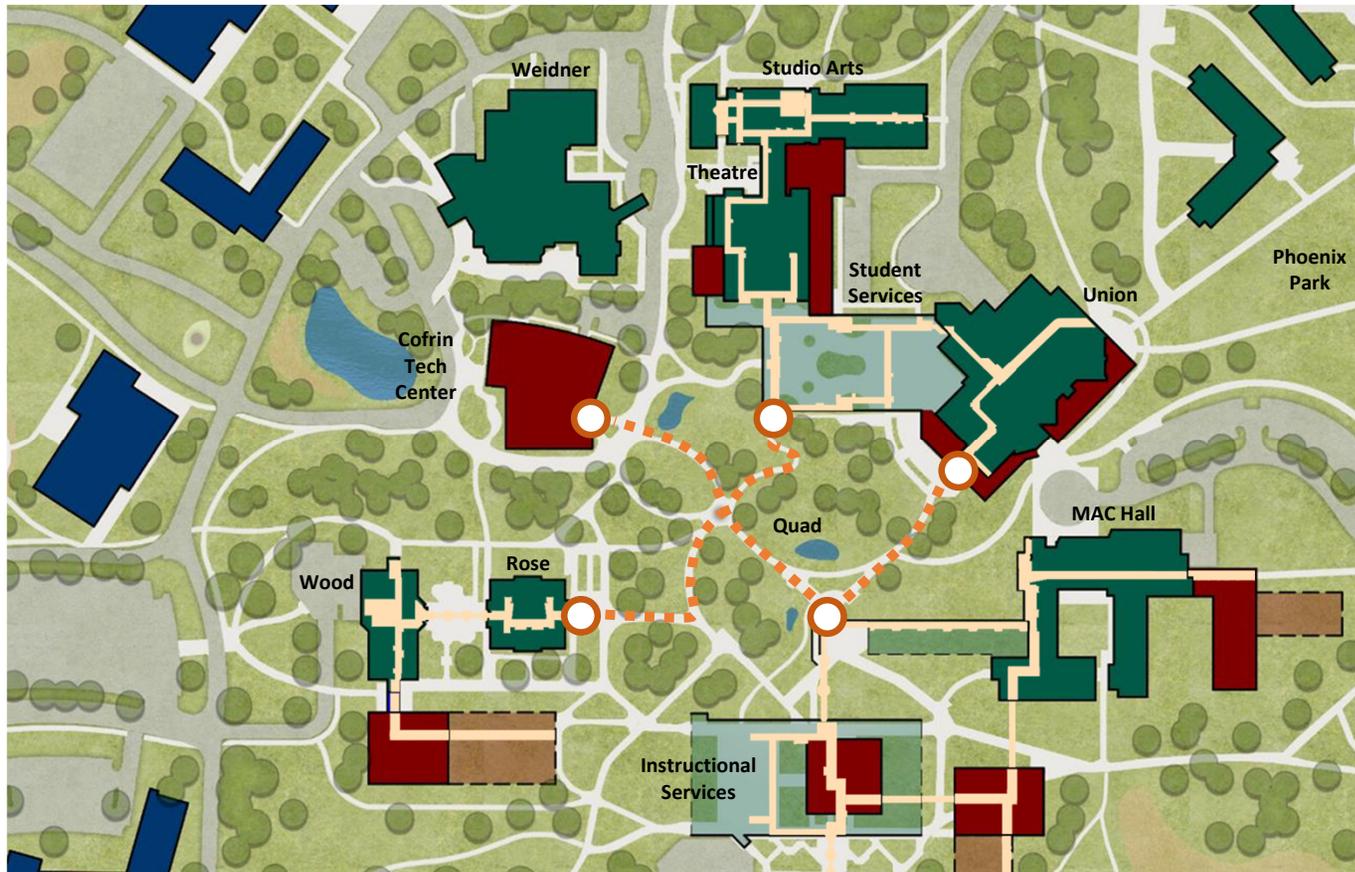


**Cofrin Technology & Education Center becomes the face of campus and a clear entry point for visitors.**

**The University Union engages with the Quad and Phoenix Park, both inside and outside the building footprint.**

**Pedestrian circulation along Learning Streets allows for outdoor access between the Quad and the periphery of campus.**

# Heart of Campus



Connections to and through the Quad are moved outdoors, improving wayfinding and promoting cross-disciplinary interaction.

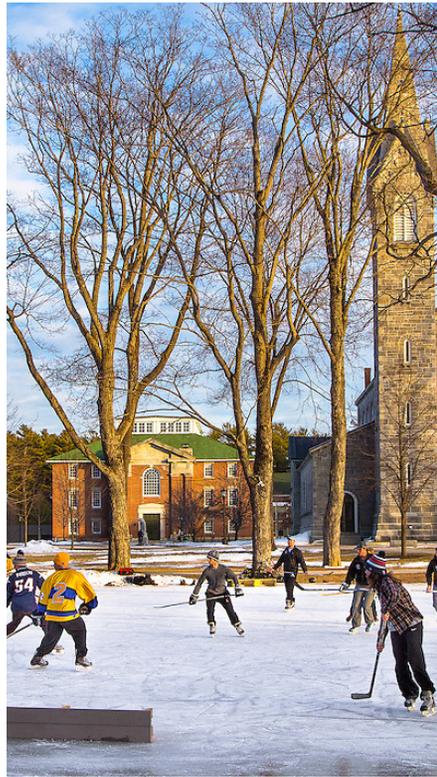
Clear entry points to academic buildings surrounding the Quad enclose vertical circulation, allowing for year-round use.

# Reimagining the Quad

Events



Recreation



Meetings



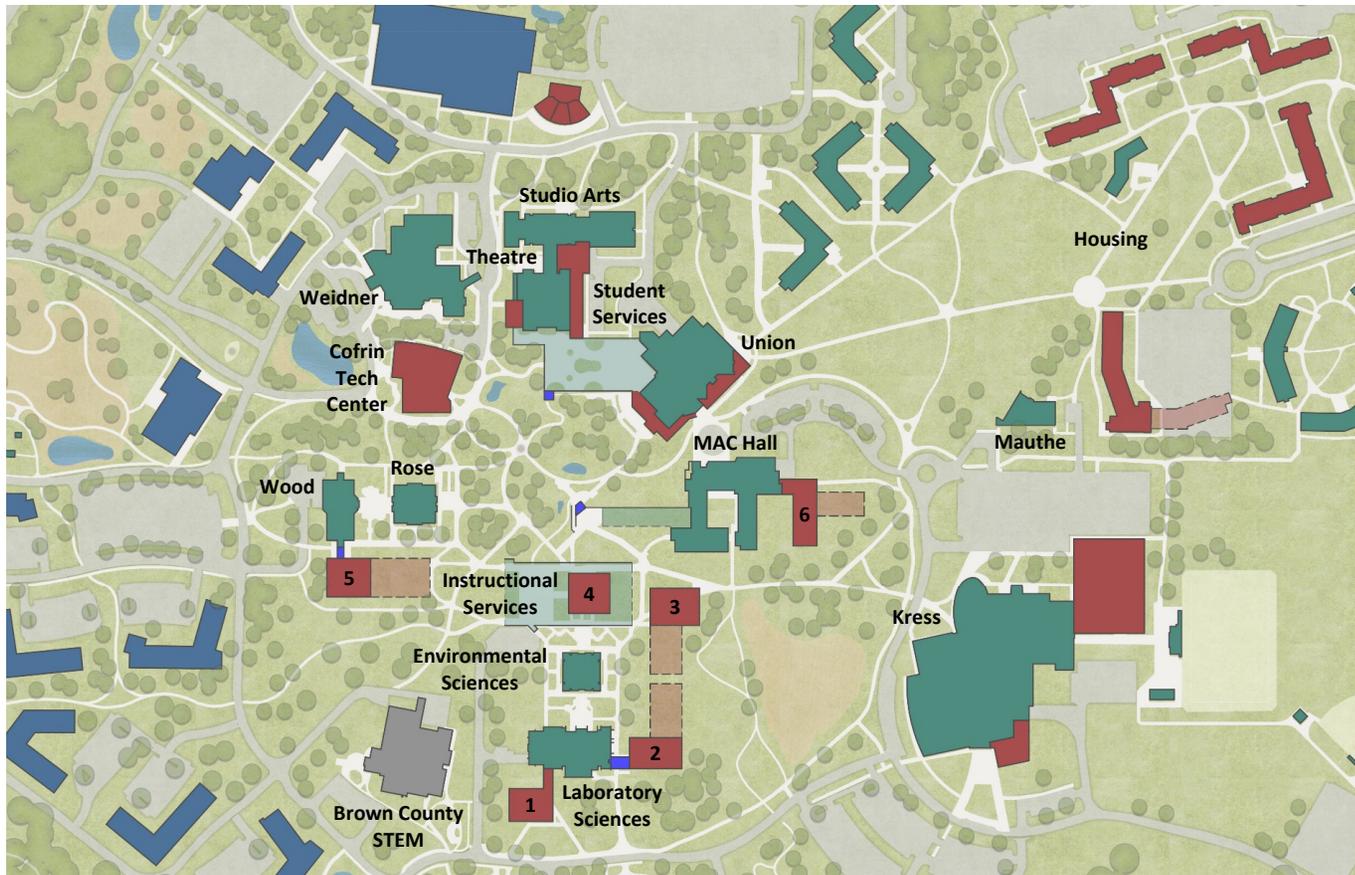
Memories



# Quad & Cofrin Tech Center



# Academic Core

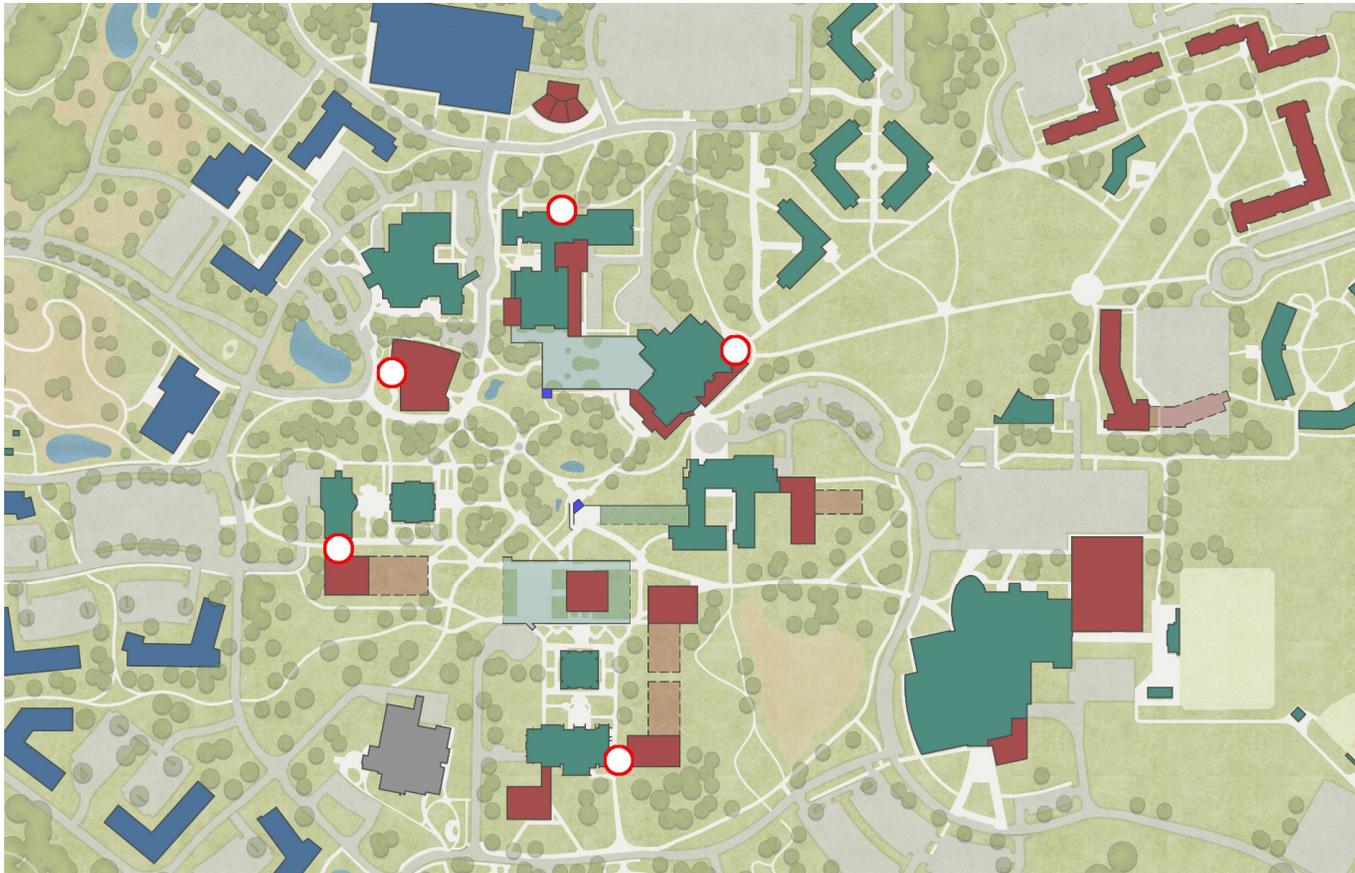


Multiple potential academic buildings are proposed and located to strengthen the identity of campus arrival.

Theatre Drive becomes pedestrian-oriented with outdoor connection between Theatre Hall and Weidner Center.

Replacement turf gym and sports sciences program expansion proposed for Kress Events Center.

# Academic Core



**Primary academic core entries are placed at the periphery and offer access to multiple buildings and services:**

**Cofrin Technology Center  
(Visitors)**

**Wood Hall  
(Business, Health, Education,  
Social Work)**

**Studio Arts  
(Arts, Humanities, Social Sciences)**

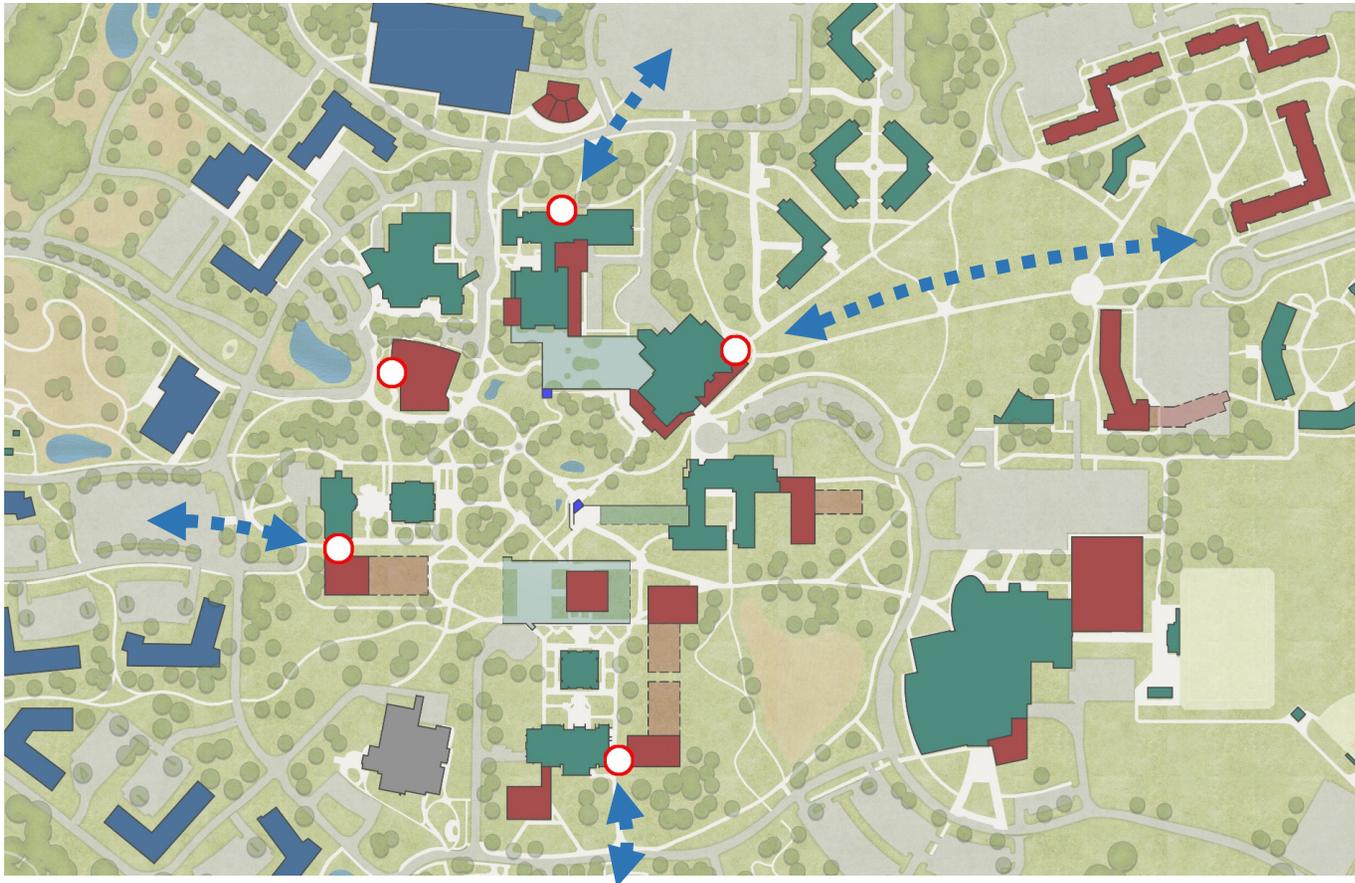
**Laboratory Sciences  
(Science, Engineering, Technology)**

**University Union  
(Student resources)**

# Primary Academic Core Entry



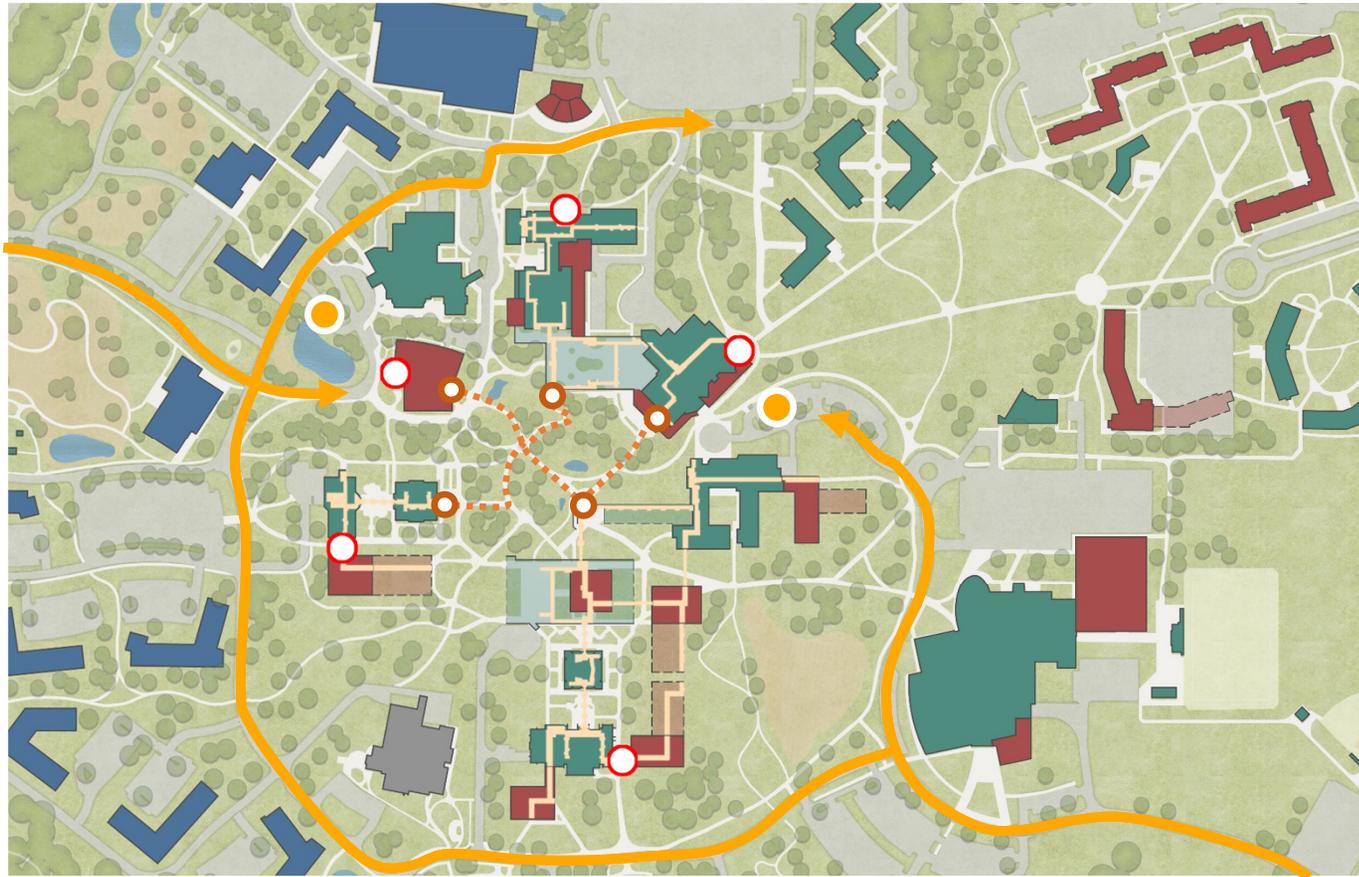
# Academic Core



**Primary academic core entries are clearly visible from parking and on-campus housing.**

**Vertical circulation for concourse access is clearly defined within entry points.**

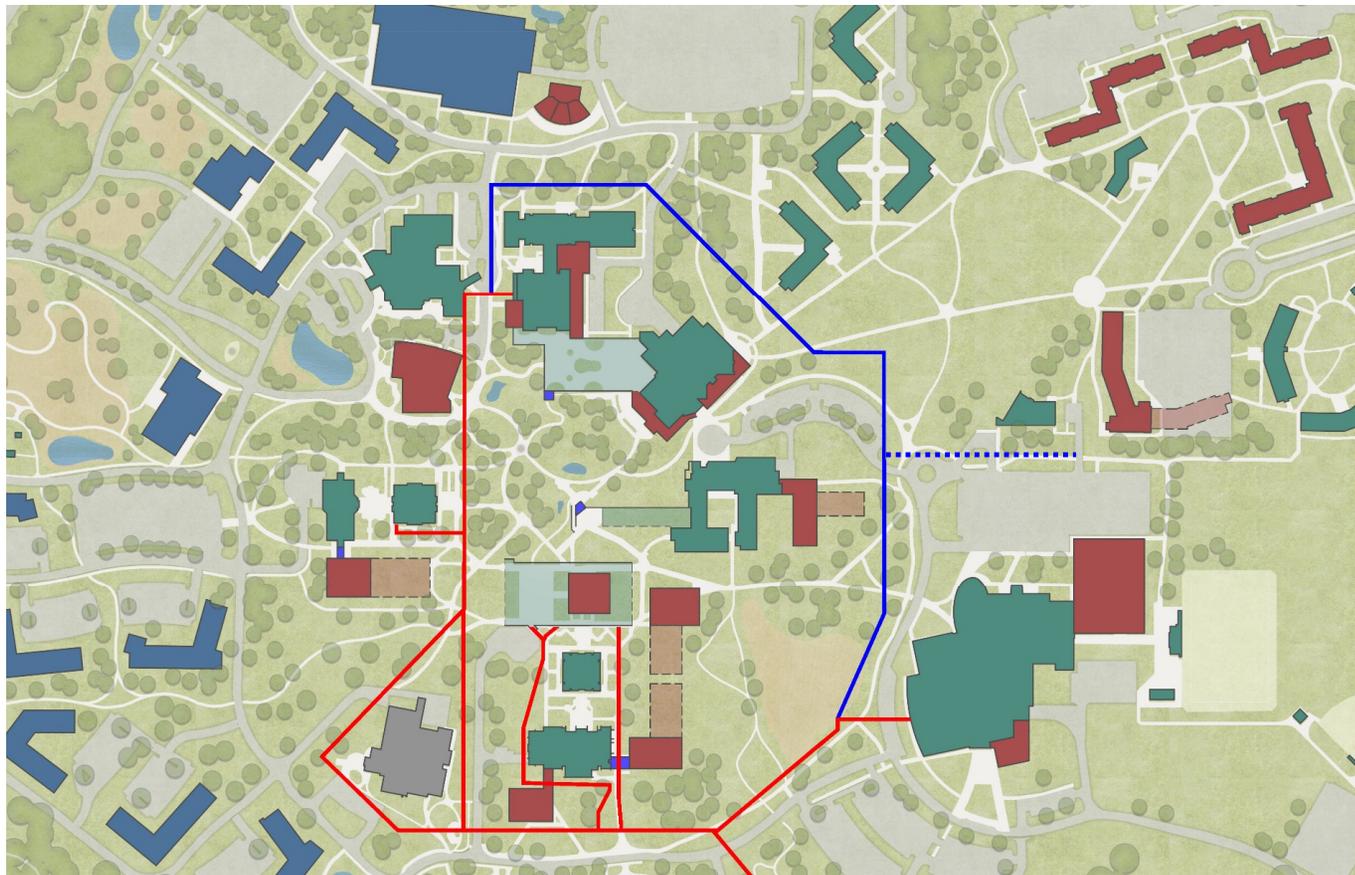
# Academic Core



**Completing the inner loop road allows for seamless integration of visitor arrival and building entry experience.**

**The academic core is reserved for pedestrian circulation between campus buildings.**

# Steam Tunnel Loop



**Key:**



Existing Steam Tunnel



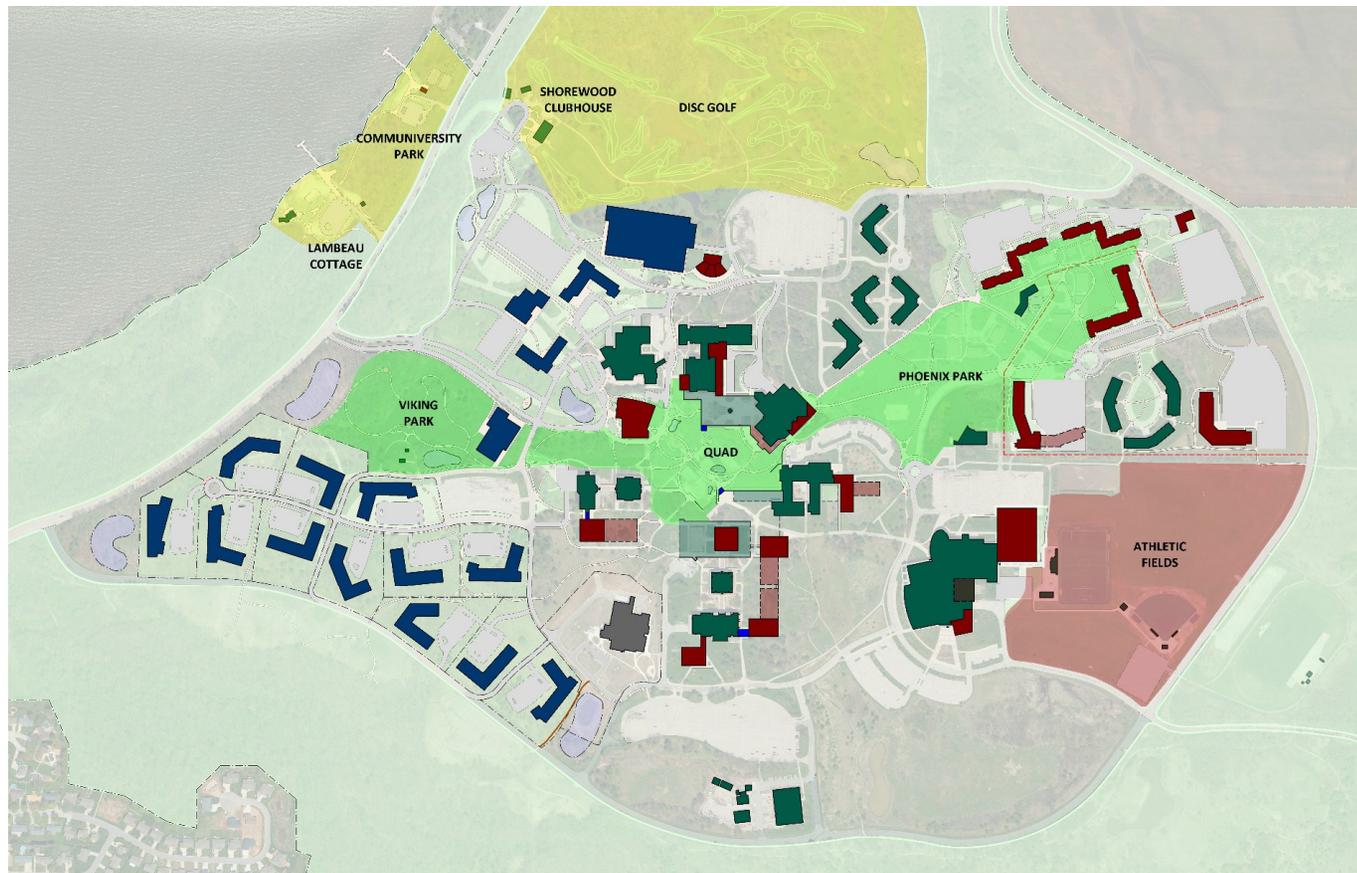
Proposed Completion of Steam Tunnel Loop

**Completed steam tunnel loop provides redundancy to improve system functionality.**

**An extension of the steam tunnel loop will pick up new residence halls.**



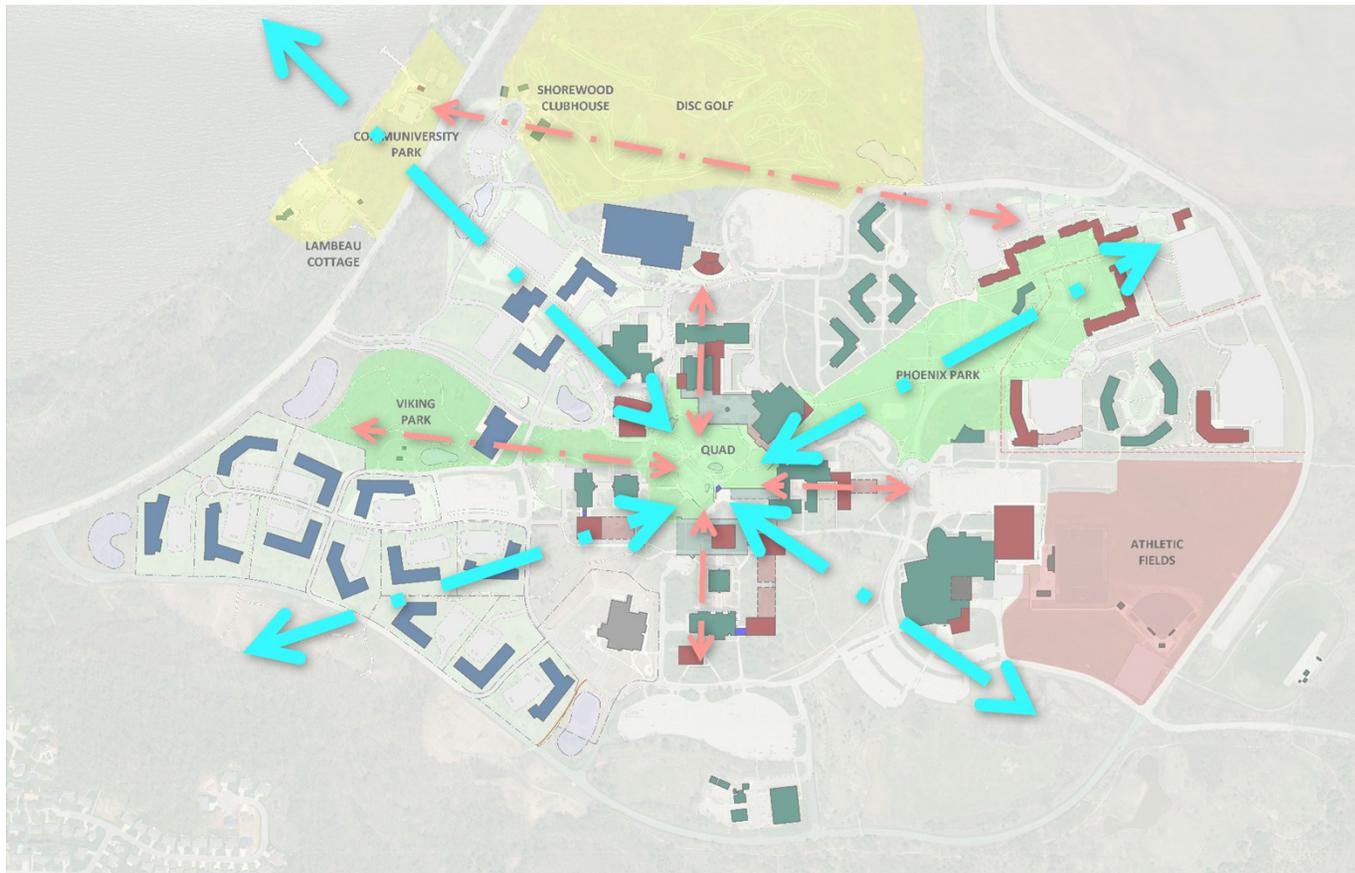
# Open Spaces



## Key:

-  Open Lawns
-  Recreation Areas
-  Programmed Athletics
-  Arboretum

# Connections Between Open Spaces



**Natural areas become the destinations of the learning streets and means of connecting campus zones with pedestrian circulation.**

**Viking Park around the existing Viking House becomes the pedestrian connection between campus and Phoenix Innovation Park.**

**Adding programming to the bayfront will enhance the overall campus experience and provide amenities for the entire community.**

# Bayfront Parks + Shorewood Clubhouse



**Shorewood Clubhouse** repurposed as the hub for campus rec sports with an event lawn sloping to the east.

**Communiversity Park** equipped with a shelter, kayak launch, picnic tables, sand volleyball, and lawn games.

**Lambeau Cottage** becomes the trail head for the Arboretum and a meeting/event space along the Bay.

# Reimagining the Parks

**Water Access**



**Socializing**



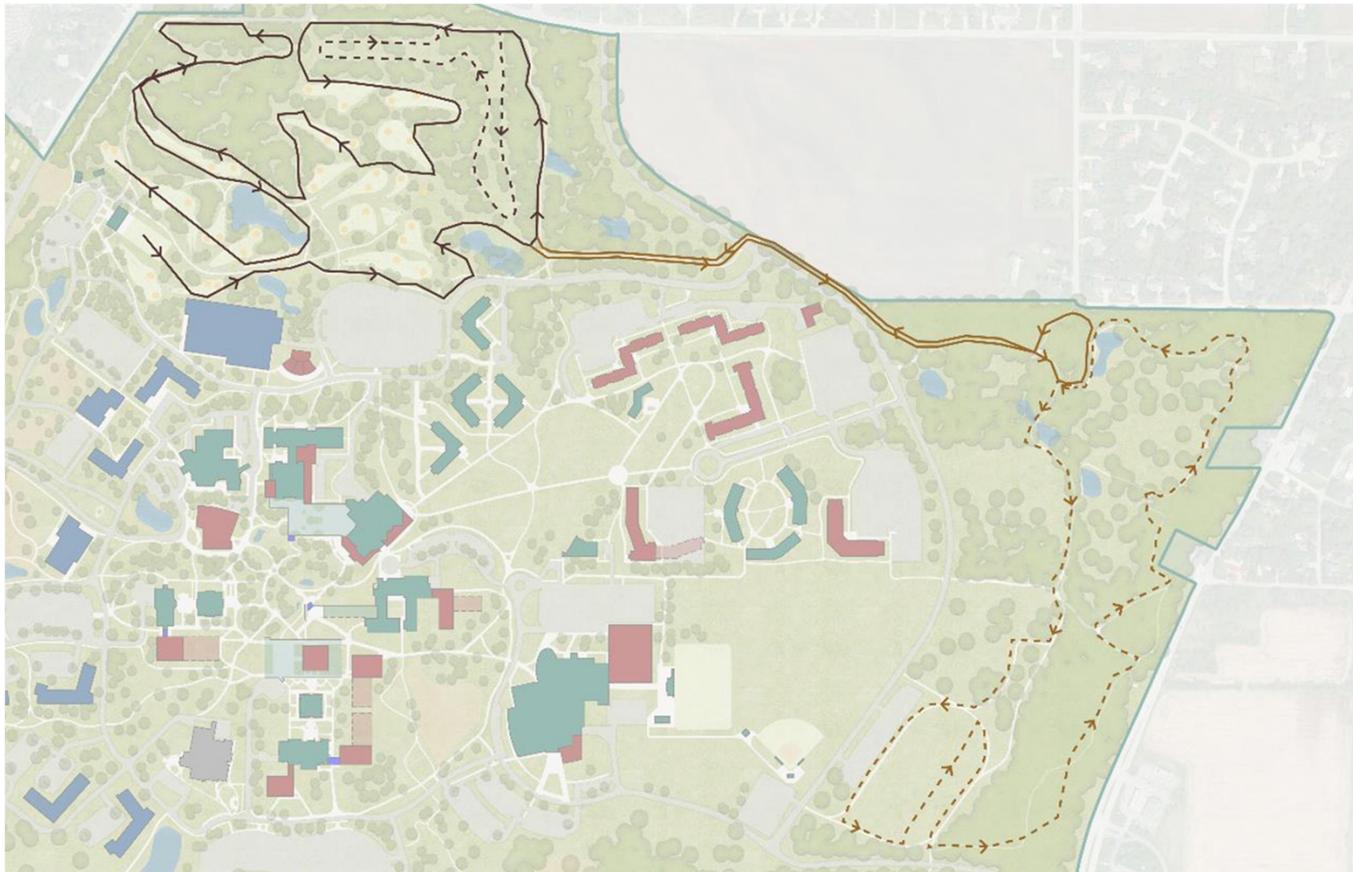
**Outdoor Activities**



**Athletic Events**



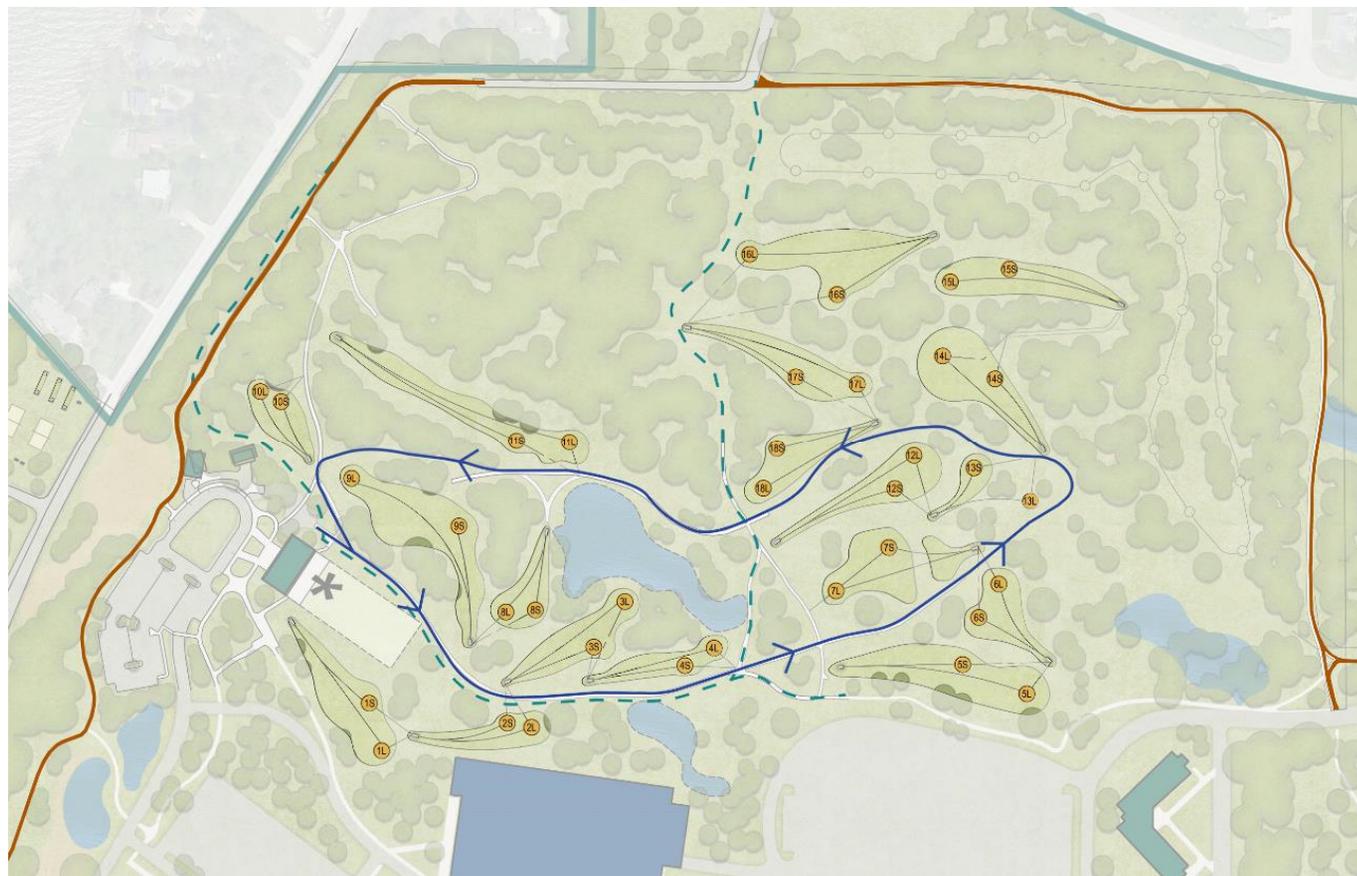
# Cross Country Courses



## Key:

- HS Girls' XC Course (2.5 miles)
- + - - HS Boys' XC Course (3.1 miles)
- + — NCAA D-1 Women's XC Course (3.7 miles)
- + — + - - NCAA D-1 Men's XC Course (6.2 miles)

# Disc Golf, Skate Skiing, Nordic Trails



## Key:

-  Arboretum Pathway
-  Skate Skiing Course
-  Nordic Trails
-  Disc Golf Hole

# Phoenix Innovation Park

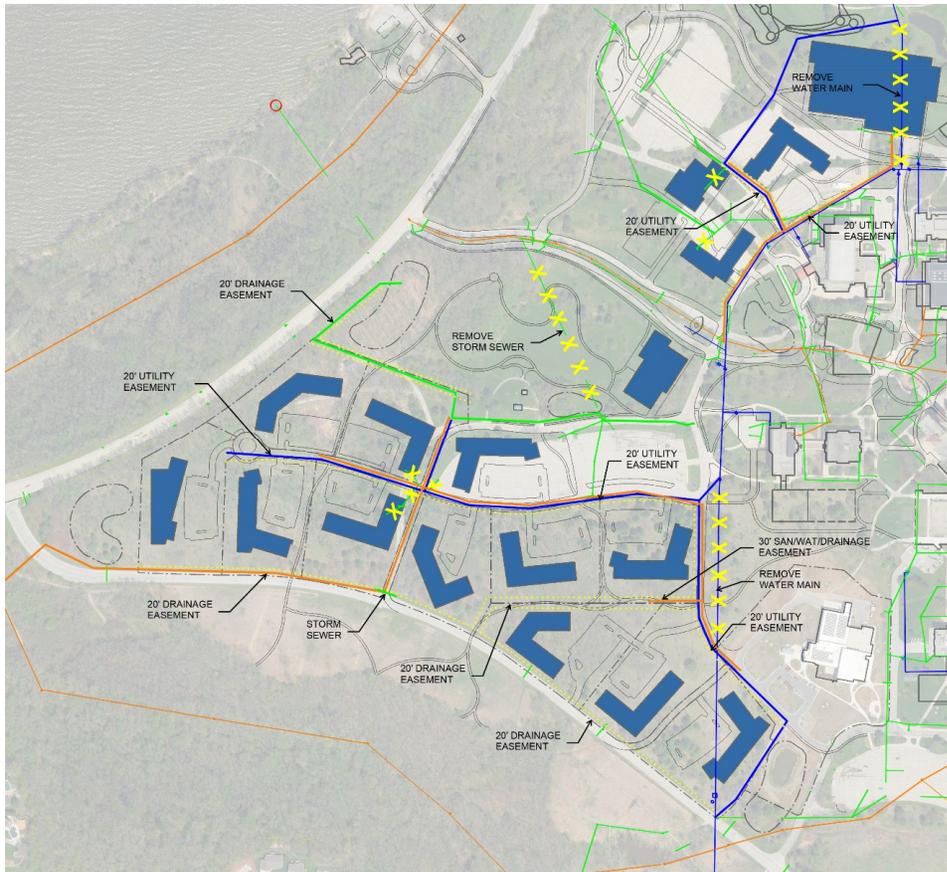


**Phoenix Innovation Park parcels organized to integrate with campus organizational concepts, as well as pedestrian and vehicular circulation.**

**Parcel uses intended to strengthen the culture of continuous improvement by enhancing community connections and university philanthropy.**

**Add amenities with bring the community onto campus for business partnerships, events, and enjoyment of the natural setting.**

# Phoenix Innovation Park Utilities



## Key:

-  Sanitary Sewer
-  Storm Sewer
-  Water Main
-  Existing Main / Sewer to be Removed

# Near-Term Implementation Plan (0-6 Years)



## 1. Visitor Approach/Experience

- a. Remove entry signage at Nicolet Drive and South Circle Drive and add signage to emphasize campus entry at Main Entrance Drive
- b. Relocate visitor parking at Weidner Center to a more visible location with clear signage indicating direction to Student Services.
- c. Complete inner loop by connecting Wood Hall Drive and Technology Way to simplify wayfinding and because of de-emphasized South circle Drive entry.
- d. Adjust service drive routing to University Union; provide dedicated address to loading dock for ease of wayfinding

## 2. Heart of Campus

- a. Re-imagined Cofrin Technology & Education Center (DFD project #21E2W), Quad, Main Entrance Drive approach, and Theatre Drive roundabout
- b. Disconnect Cofrin from the concourse system

# Near-Term Implementation Plan (0-6 Years)



### 3. Academic Core

- a. Improve near-term signage and wayfinding to and through the concourse system
- b. Renovate existing classroom and lab space to accommodate changing academic needs

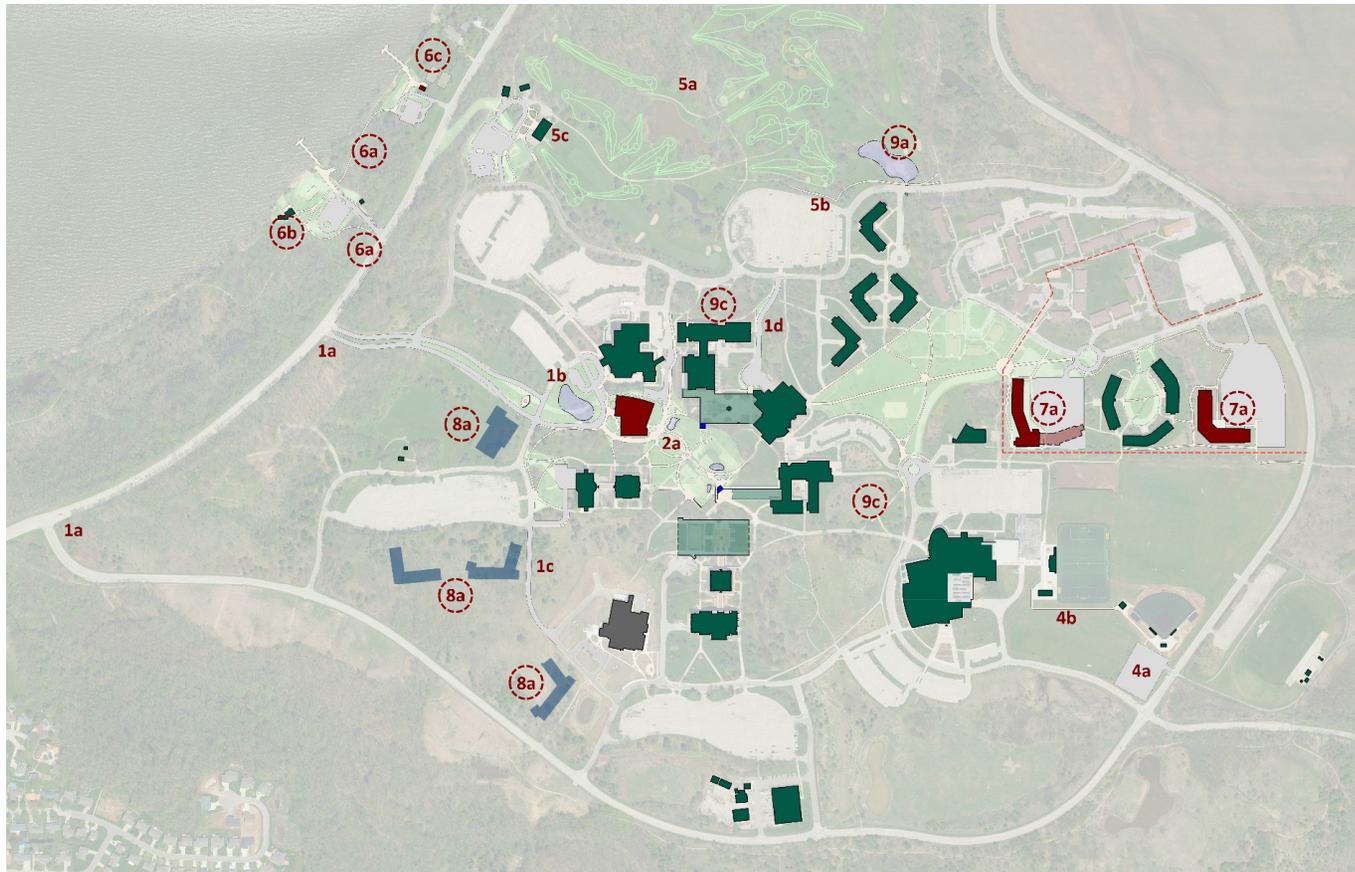
### 4. Athletics

- a. Repave softball stadium parking lot
- b. Add pathway between soccer and softball stadiums

### 5. Campus Recreation

- a. Convert golf course into cross country course; move disc golf course to former golf course
- b. Create path through cross country course to connect housing to bayfront
- c. Repurpose Shorewood Clubhouse as campus recreation space for meetings and equipment storage/rentals

# Near-Term Implementation Plan (0-6 Years)



## 6. Arboretum

- a. Create arboretum pathway connecting Shorewood Clubhouse, Lambeau Cottage, and Community Park
- b. Establish Lambeau Cottage as the Arboretum trail head
- c. Provide amenities for students and the community at Community Park

## 7. Housing

- a. Implement Phase One and Two of Housing Master Plan

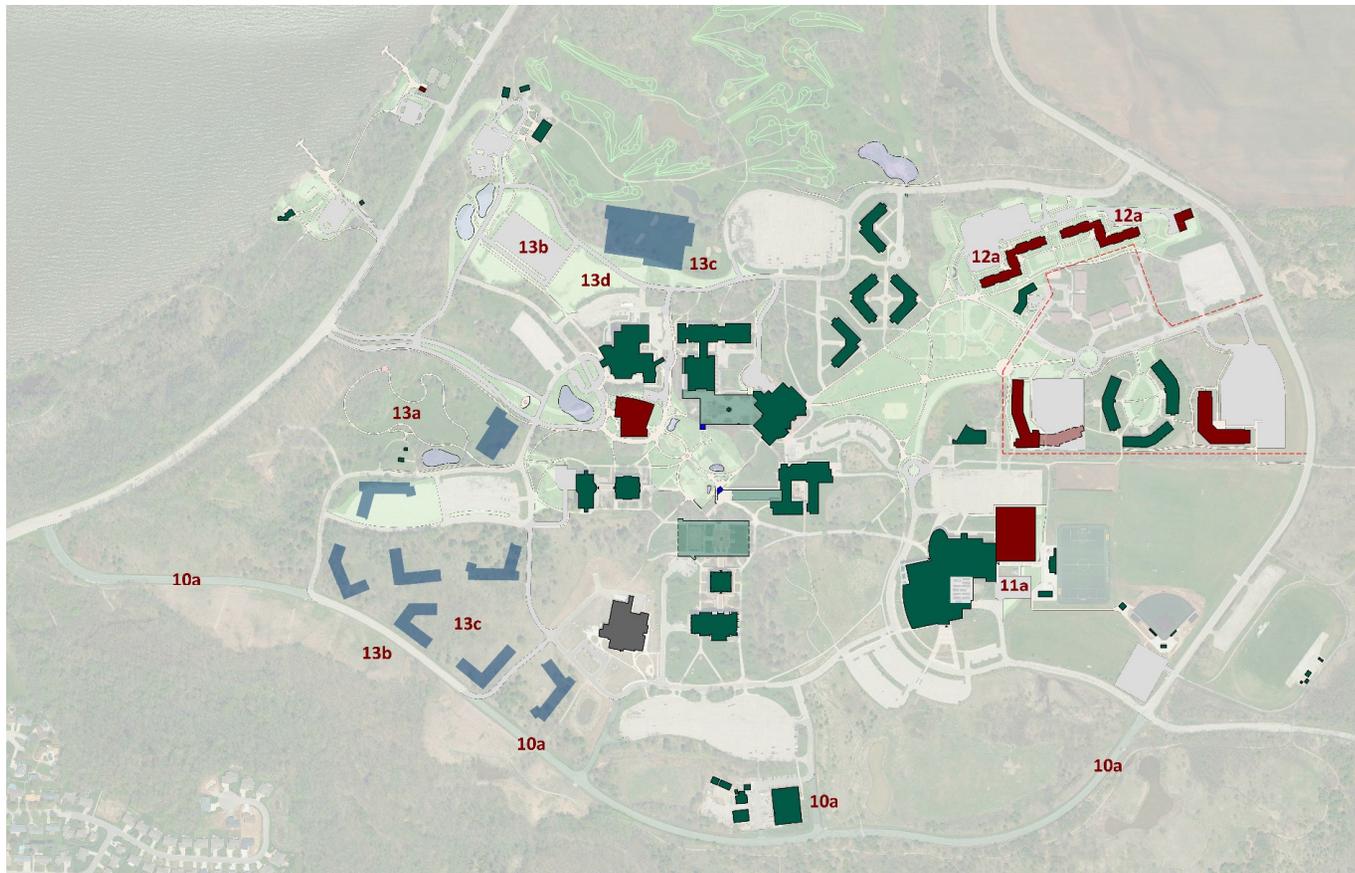
## 8. Phoenix Innovation Park

- a. Begin leasing Phoenix Innovation Park properties where services are in place

## 9. Utilities

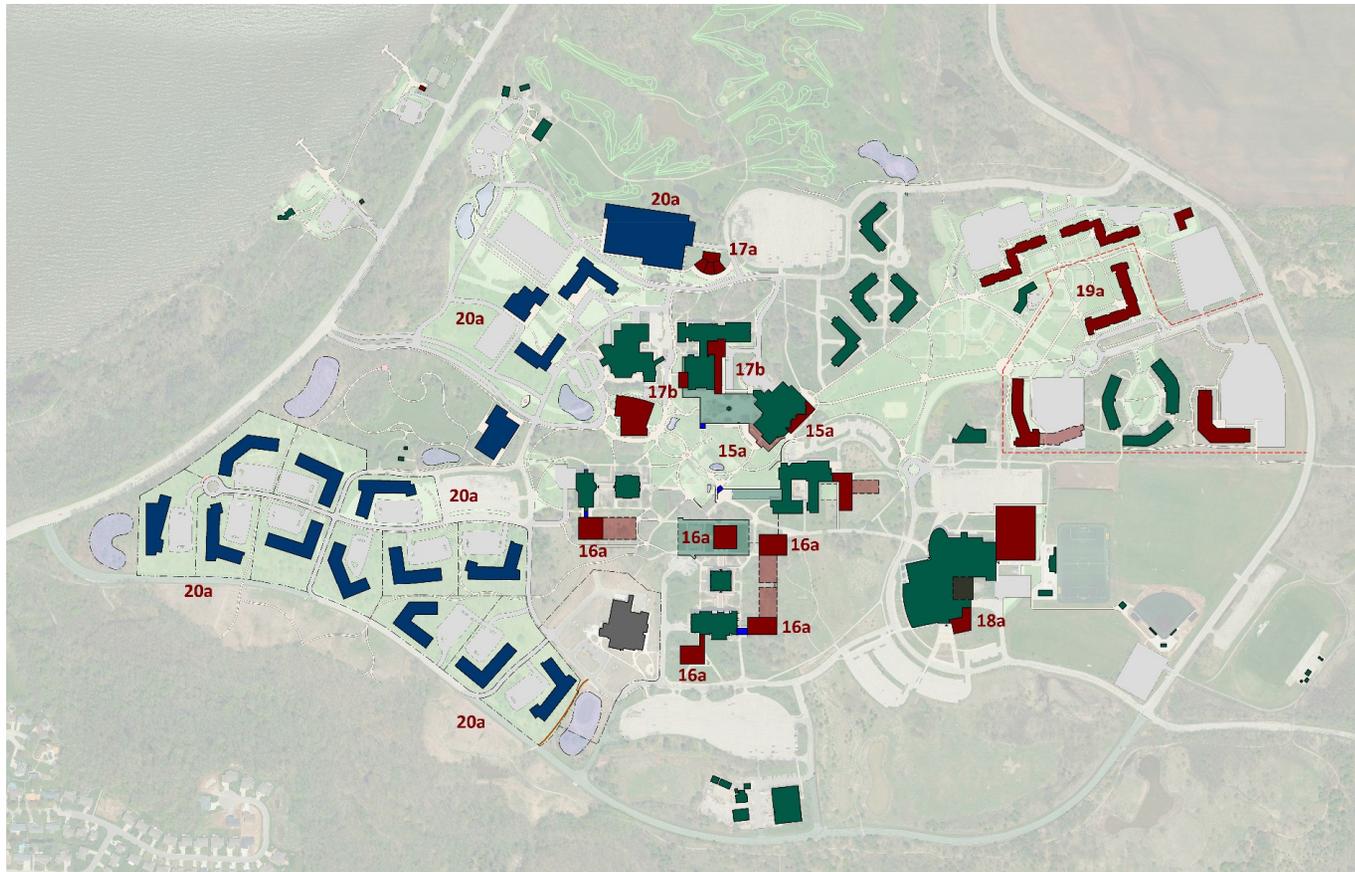
- a. Expand stormwater ponds to meet TMDL% and TP%
- b. Develop fiber optic master plan
- c. Complete steam tunnel loop for serviceability and redundancy.

# Mid-Term Implementation Plan (7-12 Years)



- 10. Visitor Approach/Experience**
  - a. Close South Circle Drive and turn back into greenspace
  
- 11. Athletics**
  - a. Expand turf gym and relocate booster parking
  
- 12. Housing**
  - a. Implement Phase Three and Four of Housing Master Plan
  
- 13. Phoenix Innovation Park**
  - a. Complete Viking Park
  - b. Begin building infrastructure and utilities for future development of Phoenix Innovation Park parcels
  - c. Lease out Phoenix Innovation Park parcels where services are in place
  - d. Reroute North Circle Drive
  
- 14. Utilities**
  - a. Replace MultiMode fiber with SingleMode fiber
  - b. Create an independent fiber optic signal duct

# Long-Term Implementation Plan (13-18 Years)



## 15. Heart of Campus

- a. Implement University Union expansion

## 16. Academic Core

- a. Evaluate academic building expansion as necessitated by program growth

## 17. Performing Arts

- a. Construct amphitheater on former golf course
- b. Implement Theatre Hall expansion

## 18. Athletics

- a. Expand sport science program space

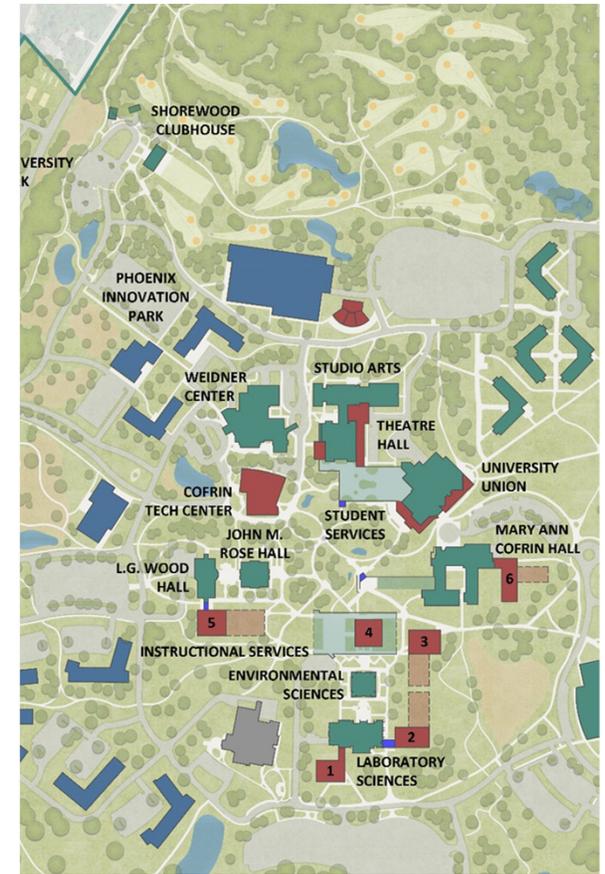
## 19. Housing

- a. Implement Phase Five of Housing Master Plan

## 20. Phoenix Innovation Park

- a. Lease all Phoenix Innovation Park parcels for development

# Composite Plan





UNIVERSITY OF WISCONSIN – GREEN BAY  
**MASTER PLAN UPDATE**

DFD PROJECT No. 21C1U