

MEETING NOTES | Master Plan Meeting #1 Minutes

Division of Facilities Development and Management Project No. 20A1M

Engberg Anderson Project No. 203162

DATE & TIME October 7, 2020
 LOCATION Electronic Teams Meeting
 PURPOSE Master Plan Update Preparation Meeting with Core Team
 PRESENT

X	Robert Hoffmann – DFDM Project Manager
X	Thomas Bittner – UW System Administration
X	Paul Pinkston – UWGB Director Facilities Management and Planning
X	Jeffery Schulz – UWGB Campus Facilities Planner
X	Jim Brown – Engberg Anderson
X	Jared Vincent – Saiki Design
X	Craig Schuh – Ayres Associates
X	Chris Ulm – Ring & Du Chateau
X	Frank Lopez - Ring & Du Chateau
X	Patrick Stiemke - Ring & Du Chateau
X	Robert Novak - Ring & Du Chateau
X	Josh Nickols - Ring & Du Chateau
X	Mathew Litchfield -

1. Introductions
 - a. Core team in attendance.
2. Kick-off meeting minutes review
 - a. No comments
3. Schedule
 - a. Overall schedule outline depicting each general planning phase was presented.
 - b. Special attention was given to the current Organizational Phase.
 - i. First step is to meet with campus leadership.
 1. Pinkston to coordinate meeting date/time with Chancellor’s schedule.
 - ii. Identify focus groups
 - iii. Schedule meetings with each focus group (FG).
 - iv. EA to develop and provide content to each FG prior to meetings.

- c. Hoffman suggested the team move as fast as possible in order to get in front of the concurrent planning projects (Union study and Health Sciences pre-design).
 - i. 400 bed housing pre-design to be completed in November.
 - ii. Union study awaiting the contract.
 - iii. Health Sciences contract executed and project is just getting underway.

- 4. Focus Groups
 - a. Focus groups from 2006 Master Plan were reviewed for continuity.
 - b. Open forum – due to COVID there will be no open forum.
 - c. Meeting will be held virtually.
 - d. Meet with representatives from each of the 4 colleges.
 - e. City of GB possibly working on update to their 2022 plan.
 - f. Campus to finalize list of focus groups.

- 5. General Discussion
 - a. Campus to discuss good quality surge space.
 - b. Surge space has been filled as campus has grown.
 - c. Currently, surge space is non-existent.
 - d. Future renovations or building replacements will create need.
 - e. Classroom master programming
 - i. Counts appear to be good.
 - ii. Campus to verify need of specialized classrooms.
 - iii. Bittner suggested a need for 90 person capacity classrooms.
 - f. UWGB is an access University. Might not have been publicized previously as much.
 - g. Satellite campus enrolment is down compared to historical figures.
 - h. Main entrance is off Nicole Dr. Secondary entrance is via Leon Bond Dr off Bat Settlement Rd.

- 6. Core Planning themes
 - a. Pastoral campus vs automobile.
 - i. Students are bring more automobiles to campus than ever before.
 - ii. Public transportation programs have not been successful.
 - b. Campus concourse
 - i. Seen as asset and an expected amenity.
 - ii. Campus hears about the lack of expansion to new STEM facility.
 - c. Size
 - i. Campus has grown since last Master Plan.
 - ii. Future growth expected.

- 7. Summary of previous master planning goals and key components were reviewed.

- 8. Planning Principles
 - a. Enrollment growth
 - i. 5,500 students in 2005
 - ii. 7,000 students in 2018
 - iii. Campus projection of 8,600 students in 2025 (UWSA projects 7,700).
 - iv. The number of parking stalls is not an issue
 - b. Area for expansion is available.
 - c. Continue sustainable growth.

- d. Continue to work towards integration with the City of Green Bay.
 - i. Campus to provide recent “core service area” information as to where students come from.

9. Primary Planning Issues

- a. Circulation and wayfinding
 - i. Continue inner loop road in selected spots.
 - ii. Large capital improvement projects (non-building) are difficult to accomplish given the current funding models.
 - iii. Active reduction in linear feet of roadway.
- b. Parking
 - i. Expanding parking is not needed at this time.
 - ii. Issues with students driving to class from the res life facilities.
- c. Building Opportunities
 - i. Continuation of the concourse is important.
 - ii. Lantern-like building features not necessary – wayfinding and campus focal points are important.
 - iii. Concourse improvements continue.
 - iv. Library, union, housing, health sciences – planning projects underway.
 - v. Utilities – Chilled water not expanded when buildings have been added.
- d. Context / Community
 - i. City transit is not utilized regardless of programs offered.
 - ii. Working with City on bike path along Nicole Dr.
 - iii. Arboretum is used by community.
 - iv. Retail has been slow to develop.
- e. Sustainability
 - i. Sustainability office has been created and is one of the focus groups tapped for input.
 - ii. Stormwater management. Will need financial assistance from the state to implement.

10. Secondary Planning Issues

- a. Arboretum
 - i. Partnered with North East Wisconsin Land Trust (NEWLT) on the purchase of 78 acres 3.5 miles north of campus.
- b. Campus Entry
 - i. Incremental improvements have been made when possible.
 - ii. Financial constraints prohibit large scale enactment.
- c. Pedestrian Spaces
 - i. Created Phoenix park
 - ii. Quad is not easily accessed. Undulating Terrain.
- d. Site Specific Studies
 - i. Retail
 - ii. Housing quad
 - iii. Pedestrian walks

- 11. Campus Strategic Vision included for reference but not discussed.
- 12. Campus Mission Statement – Select Mission included for reference but not discussed.
- 13. Campus Mission Statement – Core Mission included for reference but not discussed.
- 14. Campus Mission Statement – System Mission included for reference but not discussed.

15. Closing

- a. Action Items & Homework/Assignments for next meeting
 - i. A/E/Consultant:
 - 1. Develop Questionnaire for release to focus groups prior to meetings.
 - 2. Project Directory.
 - ii. DFDM: None.
 - iii. UWSA: None.
 - iv. UWGB:
 - 1. Schedule meeting with campus leadership prior to focus group meetings.
 - 2. Schedule focus group meetings.
 - 3. Provide red-lined 2006 Master Plan document.
 - a. Provide various studies and document for review.
- B. Next Meeting – Date, Time, Location: TBD

These meeting minutes constitute the author's understanding of the issues discussed and the decisions reached. Please contact the undersigned with any additions, deletions or changes.

Prepared by

Jim Brown, AIA
Principal

Copied Attendees

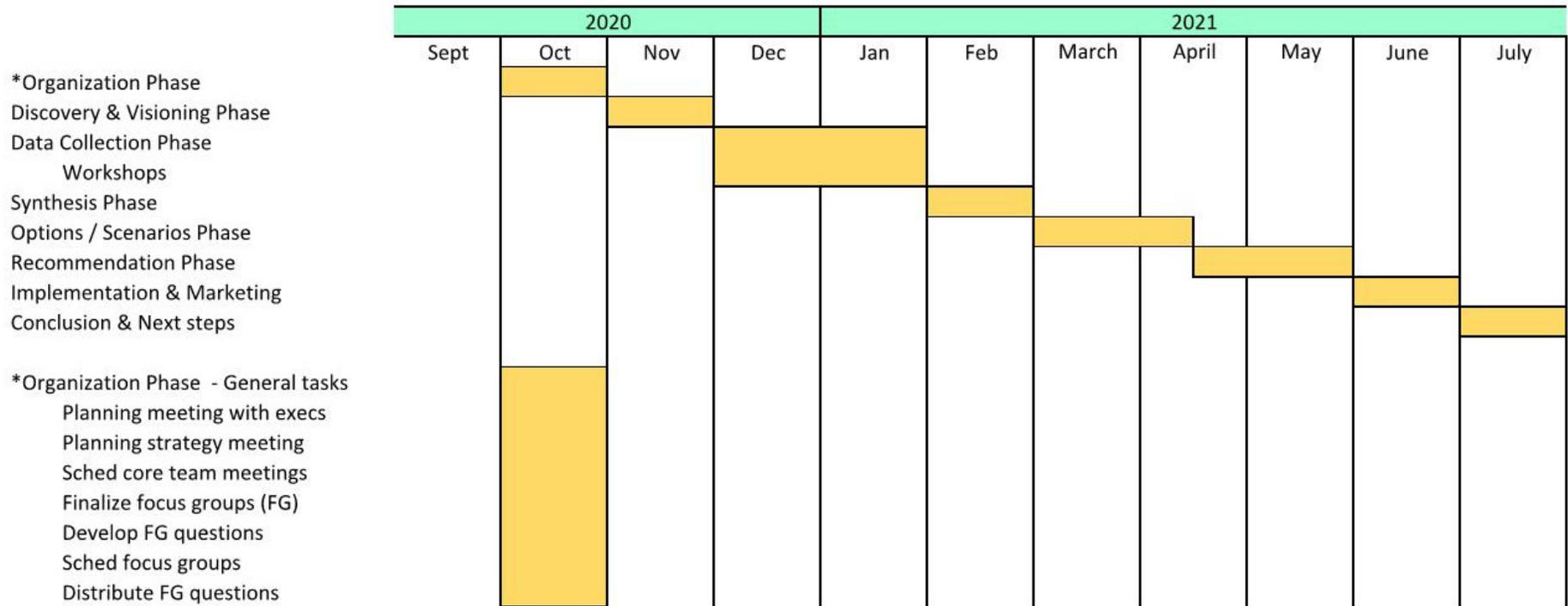
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UNIVERSITY OF WISCONSIN – GREEN BAY
MASTER PLAN UPDATE

PROJECT No. 20A1M

Schedule



Core Planning Themes (from 2006 MP)

The Environmental Ethic.

Approach to campus planning that married academic programs, residential life, and the physical campus environment. While many academic programs maintain an environmental emphasis, it no longer provides the integration across programs and operations that it once did. The environmental ethic finds clearest expression in a commitment to maintaining a green, pastoral campus. However, this commitment competes with the social and physical realities of a dependence on automobiles at UW-Green Bay. Alternative transit options are limited.

The Campus Concourse.

The concourse system is a major campus asset and must be developed. Designed to create spaces to foster interaction, it is convenient for users, particularly because of the climate in which the campus is located, and forms an internal service corridor. However, this asset has its down sides. Future development must expand the concourse, it restricts sight of the outside environment, reducing orientation and wayfinding cues, and hides campus activity even on a beautiful day. Physically and psychologically, it separates unconnected destinations. It defines a central campus exterior space that is difficult to reach, particularly for visitors, and is an underutilized space in the campus core. Added cost for new projects.

Size.

The ultimate size of the institution is an unresolved issue at the time of publication of this Master Plan. The campus clearly possesses the land mass and the infrastructure to support growth. Leaders of the Green Bay community have indicated their strong desire for the university to grow, however the ultimate enrollment, student mix, and timeline for growth have not been resolved by the campus.



Master Plan Summary (from 2006 MP)

Goals

- Establish a plan for future development for use by city officials, students, faculty, and staff.
- Identify potential for campus physical growth within the context of indeterminate population growth.
- Identify campus improvements in a “growth” scenario.
- Enhance pedestrian and vehicular circulation and wayfinding.
- Foster continued interaction between the UW Green Bay campus and the Green Bay community.
- Reach consensus on issues important to the future development of the campus.
- Initiate a participatory, inclusive process to bring together diverse stakeholders.

Key Components of the Plan

- Improved circulation system for vehicles and pedestrians.
- Efficient development of the campus core.
- Efficient expansion of on-campus housing.
- Preservation of quality campus open spaces.
- Addition of traditional elements and spaces to support the collegiate experience.
- Use of existing infrastructure resources whenever, wherever possible.
- Increased parking capacity on campus.
- Increased connections between campus and the surrounding community.
- Promotion of sustainability in buildings and utilities.
- Development of land use planning to accommodate future multimodal transportation expansion.



Campus Planning Principles (from 2006 MP)

Enrollment Growth is Possible

Approximately 5,500 students are enrolled on campus (2005).

Assumption was 50-percent growth in enrollment over a ten-year period. Increase from 5,500 students in 2005 to 7,500 students in 2015.

Enrollment in 2015 was approximately 6,500 students.

Enrollment in 2018 was approximately 7,000 students.

UW System projects enrollment in 2025 to be 7,712 students.

UW Green Bay projects enrollment in 2025 to be 8,616 students (based on 3% annual growth from 2018).

- The majority of the enrollment growth will occur among traditional and/or on-campus students
- Enrollment growth will occur incrementally
- UW-Green Bay will continue to allocate parking assignment and revenue as it currently does
- UW-Green Bay will strive to provide on-campus housing options for 40 percent of students

The above assumptions are subject to change as the campus continues to develop and evolve its enrollment plan. The impact of a fully-developed enrollment plan on the master plan should be evaluated.



Campus Planning Principles (from 2006 MP)

Campus has Room to Expand

Campus has sufficient physical capacity for growth of the student population. The institution holds land available for expansion of buildings, both academic and residential, as well as expanded circulation networks and recreation spaces.

Sustainable Growth is Essential

Issues of environmental as well as operational sustainability were at the forefront of the planning effort, from siting conceptual building footprints and maximizing solar orientation to recommending an increase in multimodal transportation options.

Greater Integration with the City will Reduce Isolation

UW–Green Bay is surrounded almost entirely by low-density residential developments interspersed with commercial or industrial clusters. Its location outside of the City of Green Bay inherently isolates the campus from the urban fabric of the city. Depending on the nature of growth, it would be prudent for the university to consider expanding its facilities in downtown locations or identifying other ways to achieve greater integration with the larger community.

UW-Green Bay identified the “core service area”, or area from which most commuter students originate and compared these locations to Green Bay Metro full bus service routes.

Does campus have an updated “core service area”?

Primary Planning Issues (from 2006 MP)

Circulation and Wayfinding – While there is a strong desire to maintain the park-like quality of the campus, roadway configurations, lack of visual connection to the campus core, and multiple entry points make it difficult to navigate the campus.

Recommendations:

- Create the Inner Loop Road
 - Only from Lab Science Drive to Kress Events Center. Half of the segment from Lab Science to Wood Hall.
- Design and implement a welcoming entry
 - No
- De-emphasize secondary entrance points
 - Nothing in particular
- Create safe, logical intersections
 - No changes in roads
- Establish circulation pattern: drive, park, walk
 - We already have a Circle Drive and perimeter parking.
- Create lantern-like features at all campus core buildings, visible from the Inner Loop Road
 - No



Primary Planning Issues (from 2006 MP)

Parking – While there is an abundance of parking and a desire to keep parking lots out of the campus core, existing parking lots are frequently filled to capacity. It is difficult for campus visitors to find parking close to their destination.

Recommendations:

- Introduce buffer strips to all parking lots
 - No. Creates additional maintenance and repair.
- Incorporate additional strategies to address concerns about the size of parking lots and to control heat island effects and storm-water runoff
 - We did change Wood Hall in 2010. Perimeter greenspace is larger than when it had islands.
- Consider coupling physical and operational measures to regulate parking use and distribution
- Increase parking fees to fund improvements
 - Parking rates increases are on hold due to budget cuts. We have reduced mowing berms to EOW strategies and increased lawn height to 3.5" minimum.
- Use existing lots to expand parking, if necessary
 - None has occurred yet, but is being considered for KEC lot and East Housing Lot.



Primary Planning Issues (from 2006 MP)

Building Opportunities – While the campus has excess physical capacity in terms of land and much of the infrastructure, increased enrollment, program expansion or updated building space may require expansion of academic and residential facilities.

Recommendations:

- Maintain a concourse connection to future academic buildings within the academic core
 - Yes, for future Health Sciences building.
- Create pedestrian-friendly, interactive concourse spaces
 - Some corridors have been improved with graphics and seating.
- Include courtyards, glass hallways, and other daylighting opportunities in the design and construction of new buildings
 - No new buildings yet.
- Include lantern-like entry features within the architecture of all new buildings
 - No
- Provide for potential expansion of residential and academic building space
 - Have concurrent Res Life building study now.



Primary Planning Issues (from 2006 MP)

Context/Community – While the campus seeks to enhance its tradition of connecting to the community, there is also a strong desire to maintain its identity and boundary.

Recommendations:

- Promote use of city transit options
 - We have many programs, but few riders.
- Build multimodal transportation routes to and from campus and within campus boundary
 - Working with City of GB on their bike routes along Nicolet Drive.
- Coordinate with the City of Green Bay, Brown County, and the Wisconsin Department of Transportation
 - See above
- Continue to invite the public to enjoy campus amenities
 - They do and expect it for free.
- Encourage use of the arboretum as a unique educational and recreational space
 - It is and is expected to be without rules
- Promote Weidner Center for Performing Arts and Kress Events Center
 - It is
- Continue tradition of “Connecting Learning to Life”
 - That phrase is outdated
- Create partnerships with the City of Green Bay and private developers to encourage adjacent development that supports campus needs and responds to campus customers
 - City has improved University Avenue, but retail is slow to follow.



Primary Planning Issues (from 2006 MP)

Sustainability – While sustainable campus design and growth is valuable it must continually be evaluated against UW-Green Bay’s specific needs and constraints.

Recommendations:

- Establish a Sustainable Development Policy with defined action plans and clear targets for all departments
 - An office has recently been created.
- Create campus-wide sustainability committee
 - Has been active since 2009.
- Create a comprehensive “Best Management Practices” (BMP) guideline for the campus
 - Not complete.
- Orient buildings for solar access
 - Dependent on building and site.
- Enhance and promote multimodal transportation options in and around campus
 - Offered many programs that did not last more than 1 year.
- Incorporate recommendations from separate stormwater management study
 - Completed the MS4 update in 2019. Will need state funding for all improvements.



Secondary Planning Issues (from 2006 MP)

Arboretum – While the Cofrin Memorial Arboretum is an important element of the campus identity and provides a valuable research and recreational function, it forms a physical and perceived barrier between campus and community.

Recommendations:

- Continue to preserve and maintain existing arboretum land holdings
 - [We have partnered with NEWLT on another 78A next to Point Au Sable.](#)
- Continue to make the arboretum accessible to non-campus community users
 - [Trails offer different substrates.](#)
- Encourage the use of the Cofrin Memorial Arboretum Land and Resource Management Plan, drafted by the Cofrin Center for Biodiversity, in management of the arboretum
 - [We have signage at trailheads.](#)



Secondary Planning Issues (from 2006 MP)

Campus Entry – While UW-Green Bay seeks to open its doors to community users, prospective students, and other visitors, the campus lacks an obvious point of arrival and key destination points are visually and/or physically inaccessible.

Recommendations:

- Create a gateway into the academic core and a destination point for visitors
 - Added to LED signs at main entry roads.
- Provide a pedestrian connection to key destination points such as Student Services, University Union, and Cofrin Library
 - Already exists
- Preserve space for potential terrace feature with food service at grade in the campus quad
 - Not implemented.
- Design and implement the quad as a “traditional” campus gathering space
 - Not implemented.
- Link the Weidner Center and Studio Arts to the entry plaza
 - Not implemented.



Secondary Planning Issues (from 2006 MP)

Pedestrian Spaces – While the UW–Green Bay campus wishes to promote safe, inviting spaces for students, faculty, staff, prospective students, and other visitors, it lacks some of the basic physical planning elements familiar to campuses worldwide.

Recommendations:

- Create a campus entry that allows visual access to many major buildings within the academic core and provide visitor parking at the entry feature
 - [Not implemented.](#)
- Create a campus quad that becomes a social, active space at the heart of campus
 - [Created Phoenix Park \(east of University Union and west of Res Life\)](#)
- Continue to promote the use of courtyards and windowed hallways adjacent to concourse connections
 - [We have plenty of seating for students at these points.](#)



Secondary Planning Issues (from 2006 MP)

Site Specific Studies – While the Master Plan seeks to focus on broad issues of campus growth and development, site specific studies offer more detailed conceptual developments of smaller projects that could improve the experience of the UW–Green Bay user.

Recommendations:

- Develop a small retail area on or immediately adjacent to the northeast corner of campus near undergraduate student housing
 - [Business models show lack of sustainable revenue.](#)
- Develop housing quads as pedestrian oriented spaces rather than automobile-dominated drop-off zones
 - [Created a Residence Life Master Plan.](#)
- Convert existing housing drop-off zones into pedestrian quads when improvements become necessary
- Provide pedestrian walks wide enough to accommodate emergency and event access
 - [All walks are currently wide enough for vehicles, but not all walks are designed to support large emergency or event vehicles.](#)



Next Steps

Closing

Anything else?

Action Items & Homework/Assignments for next meeting

A/E/Consultant:

DFDM PM:

Campus Planning Rep:

Agency/User Group Rep:

Next Meetings – Date, Time, Location:

Next Meeting – Campus Leadership

Required Attendees: Core Team

Urban-Serving Strategic Vision

The University of Wisconsin-Green Bay is an access-driven, urban-serving comprehensive university that provides a world-class education and promotes economic growth and sustainability as well as health, wellness and social equity in Green Bay and the surrounding areas through a commitment to interdisciplinary learning, scholarship and problem-solving.

To realize this vision, UW-Green Bay must be:

- A university that makes student success its highest priority.
- A large university (10,000 total headcount) approaching 15% out-of-state students with one of the highest proportions of international students in the UW System.
- A diverse university that reflects the community.
- A leading comprehensive, Division I university recognized for connecting community partners in innovative programs of development, education and sustainability.
- An internationally-recognized university that instills the benefits of interdisciplinary thinking and learning.
- A university known for distinctive programs, including traditional and professional graduate programs.
- A university that invests in its people, values innovation and creativity, and strives to create a work environment that supports personal and professional growth.



Mission Statement | I. The Select Mission

The University of Wisconsin-Green Bay is a multi-campus comprehensive university offering exemplary undergraduate, master's and select doctoral programs and operating with a commitment to excellence in teaching, scholarship and research, and service to the community. The University provides a problem focused educational experience that promotes critical thinking and student success.

The culture and vision of the University reflect a deep commitment to diversity, inclusion, social justice, civic engagement, and educational opportunity at all levels. Our core values embrace community-based partnerships, collaborative faculty scholarship and innovation.

Our commitment to a university that promotes access, career success, cross-discipline collaboration, cultural enrichment, economic development, entrepreneurship, and environmental sustainability is demonstrated through a wide array of programs and certifications offered in four colleges: College of Arts, Humanities and Social Sciences; College of Science, Engineering and Technology (including the Richard Resch School of Engineering); College of Health, Education and Social Welfare; and the Austin E. Cofrin School of Business, leading to a range of degrees, including AAS, BA, BAS, BBA, BM, BS, BSN, BSW, MS, MSW, MSN, and Ed.D.



Mission Statement | II. The Core Mission

As an Institution in the University Cluster of the University of Wisconsin System, the University of Wisconsin-Green Bay shares the following core mission with other institutions of the Cluster:

1. Offer associate and baccalaureate degree level and selected graduate programs within the context of its approved select mission.
2. Offer an environment that emphasizes teaching excellence and meets the educational and personal needs of students through effective teaching, academic advising, counseling, and through university-sponsored cultural, recreational, and extracurricular programs.
3. Offer a core of liberal studies that support university degrees in the arts, letters, and sciences, as well as for specialized professional/technical degrees at the associate and baccalaureate level.
4. Offer a program of pre-professional curricular offerings consistent with the university's mission.
5. Expect scholarly activity, including research, scholarship and creative endeavor, that supports its programs at the associate and baccalaureate degree level, its selected graduate programs, and its approved mission statement.
6. Promote the integration of the extension function, assist University of Wisconsin-Extension in meeting its responsibility for statewide coordination, and encourage faculty and staff participation in outreach activity.
7. Participate in inter-institutional relationships in order to maximize educational opportunity for the people of the state effectively and efficiently through the sharing of resources.
8. Serve the needs of women, minority, disadvantaged, disabled, and nontraditional students and seek racial and ethnic diversification of the student body and the professional faculty and staff.
9. Support activities designed to promote the economic development of the state.



Mission Statement | III. The System Mission

The University of Wisconsin-Green Bay shares in the mission of the University of Wisconsin System.

The mission of this System is to develop human resources, to discover and disseminate knowledge, to extend knowledge and its application beyond the boundaries of its campuses, and to serve and stimulate society by developing in students heightened intellectual, cultural, and humane sensitivities; scientific, professional, and technological expertise; and a sense of value and purpose. Inherent in this mission are methods of instruction, research, extended education, and public service designed to educate people and improve the human condition. Basic to every purpose of the System is the search for truth.

