



UNIVERSITY of WISCONSIN  
**GREEN BAY**  
*Connecting learning to life*




# 2006 MASTER PLAN

March 2006 DSF Project #03F1Y



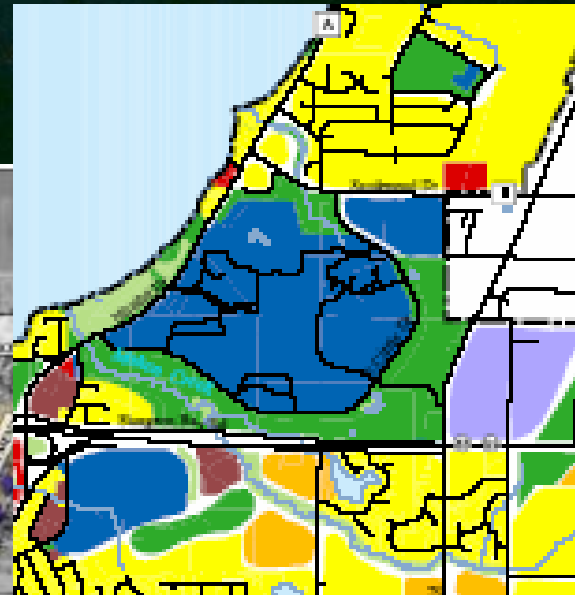
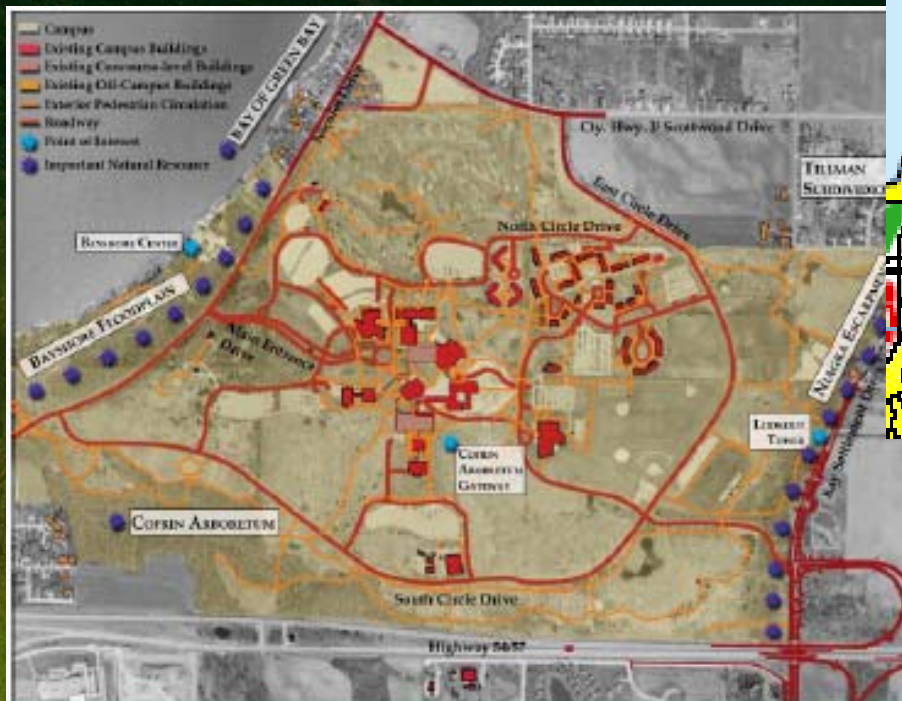




**Why a new UW-Green Bay  
master plan?**



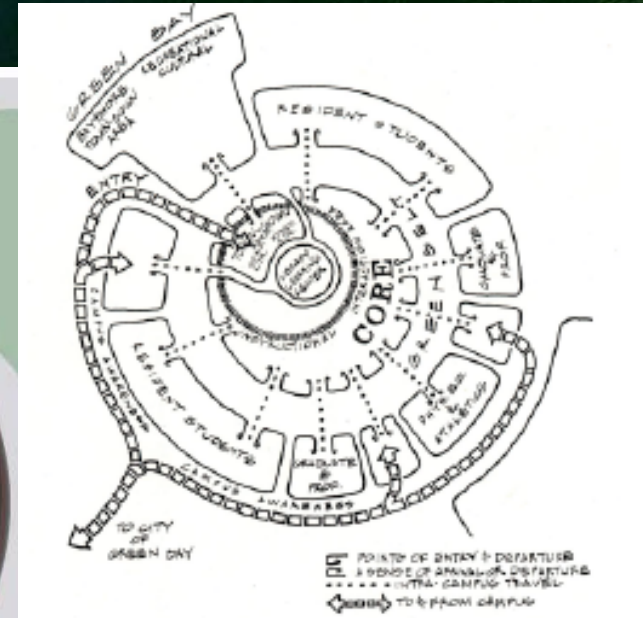
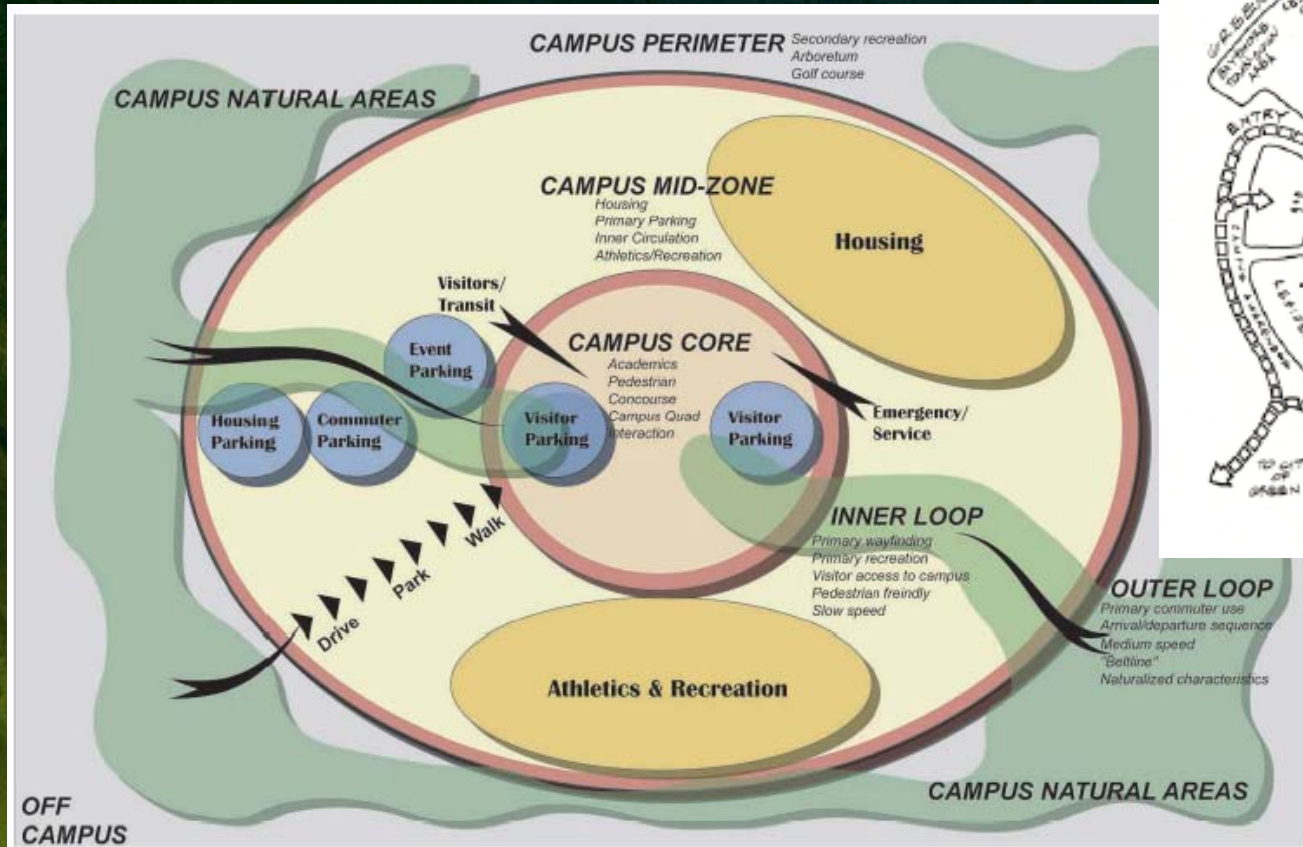
# To understand the maturation of plant, programs and relationships



Existing Conditions Existing resources on campus include parking, building locations, roadway and pedestrian circulation networks, and points of interest or important natural resources.



# To re-evaluate key institutional values, behaviors and culture



1968

2006

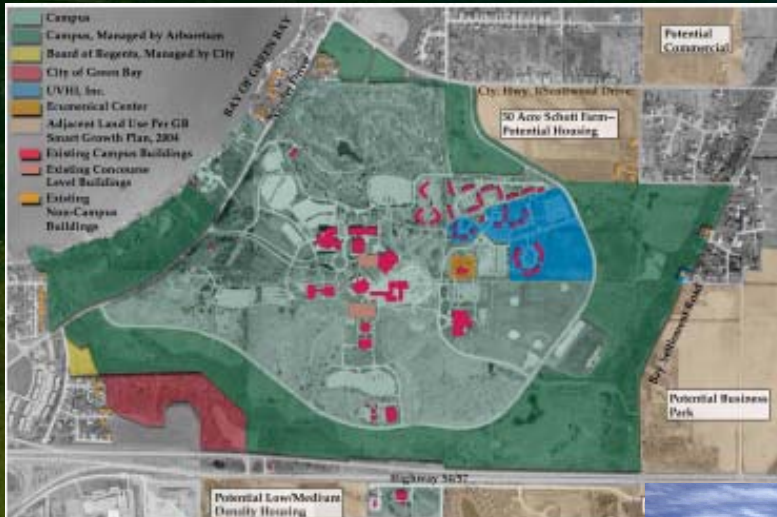


# To prepare for emerging trends and new requirements

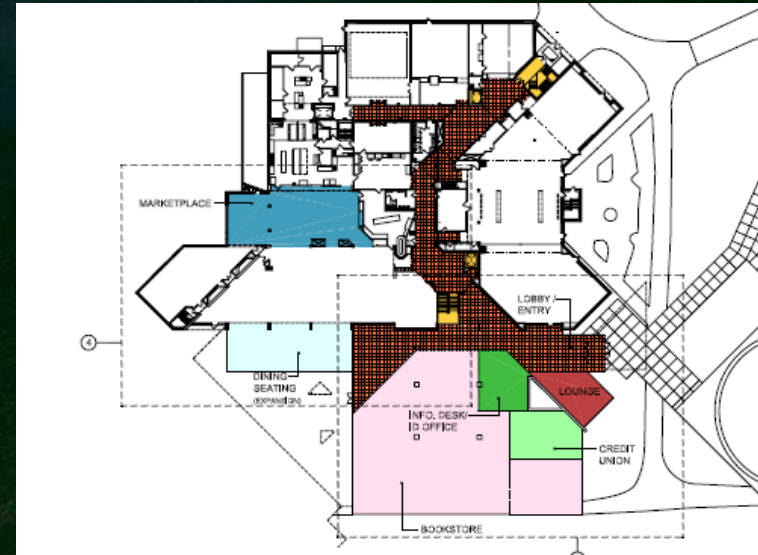




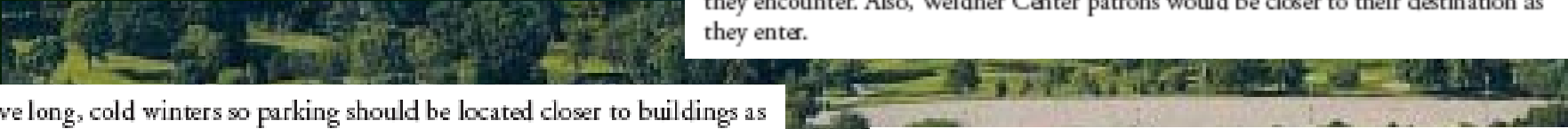
# To analyze the capacity of physical resources and guide future development



Existing Landholdings Parcels of land within the planning area for UW-Green Bay by outside entities such as the Ecumenical Center, UVH, and the City of Green Bay and location of the Coffin Memorial Arboretum is also depicted.



# To provide opportunities to connect: comments from participants



People unfamiliar with campus would appreciate the main entrance being the first they encounter. Also, Weidner Center patrons would be closer to their destination as they enter.

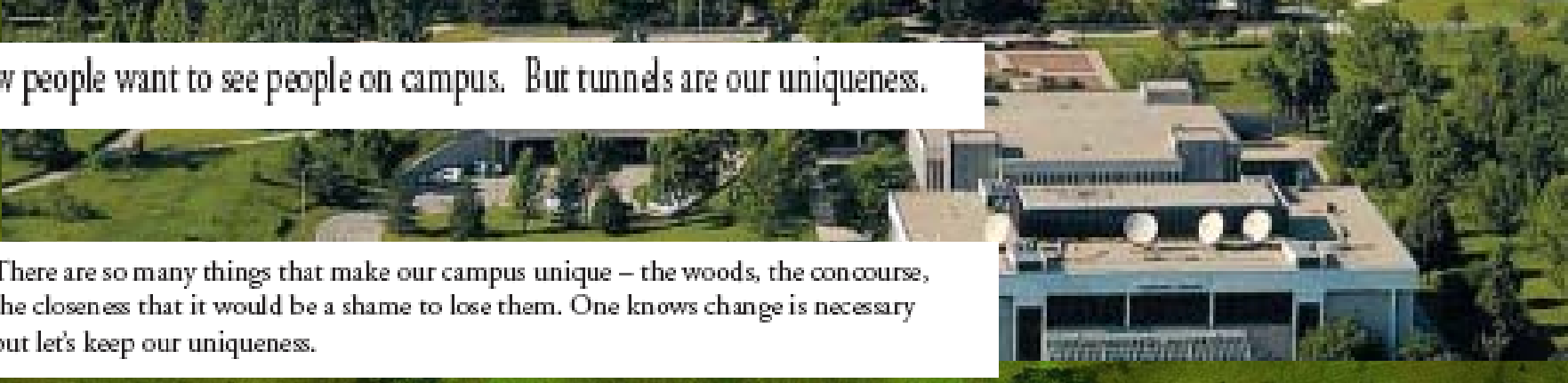
We have long, cold winters so parking should be located closer to buildings as opposed to along the periphery.

People who whine about walking on this campus should go to UWM or Madison for a day.



This increases the opportunity for the best of both worlds – density in a 700 acre campus of 5,800 or 7,800 students.

I know people want to see people on campus. But tunnels are our uniqueness.



There are so many things that make our campus unique – the woods, the concourse, the closeness that it would be a shame to lose them. One knows change is necessary but let's keep our uniqueness.



# UWGB Planning Principles

Enrollment growth is expected and desired

The campus has room to expand

Greater integration with the city will reduce isolation

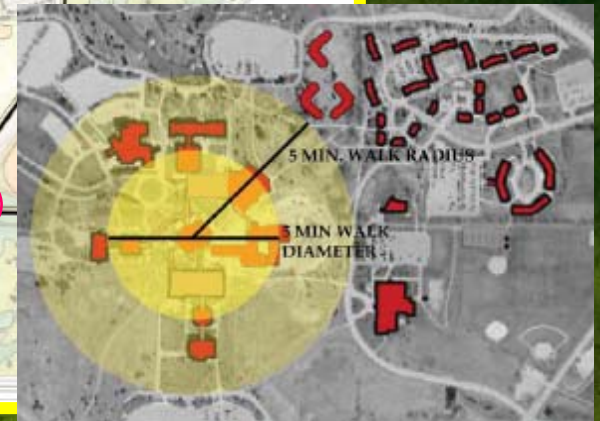
Sustainable growth is essential



# Primary Planning Elements

## Circulation

*Construct an Inner Loop Road*





# Primary Planning Elements

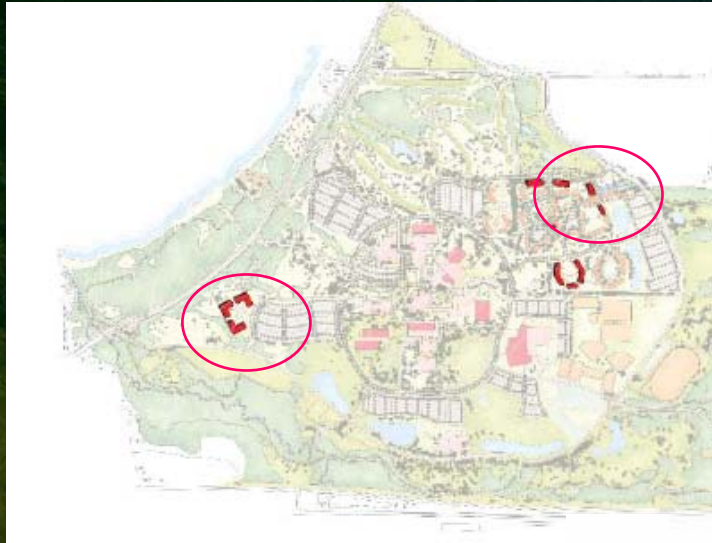
## Wayfinding

*Create entries and sense of arrival*





# Primary Planning Elements



*Encourage retail*

**Building opportunities**



*Connect interior and exterior*

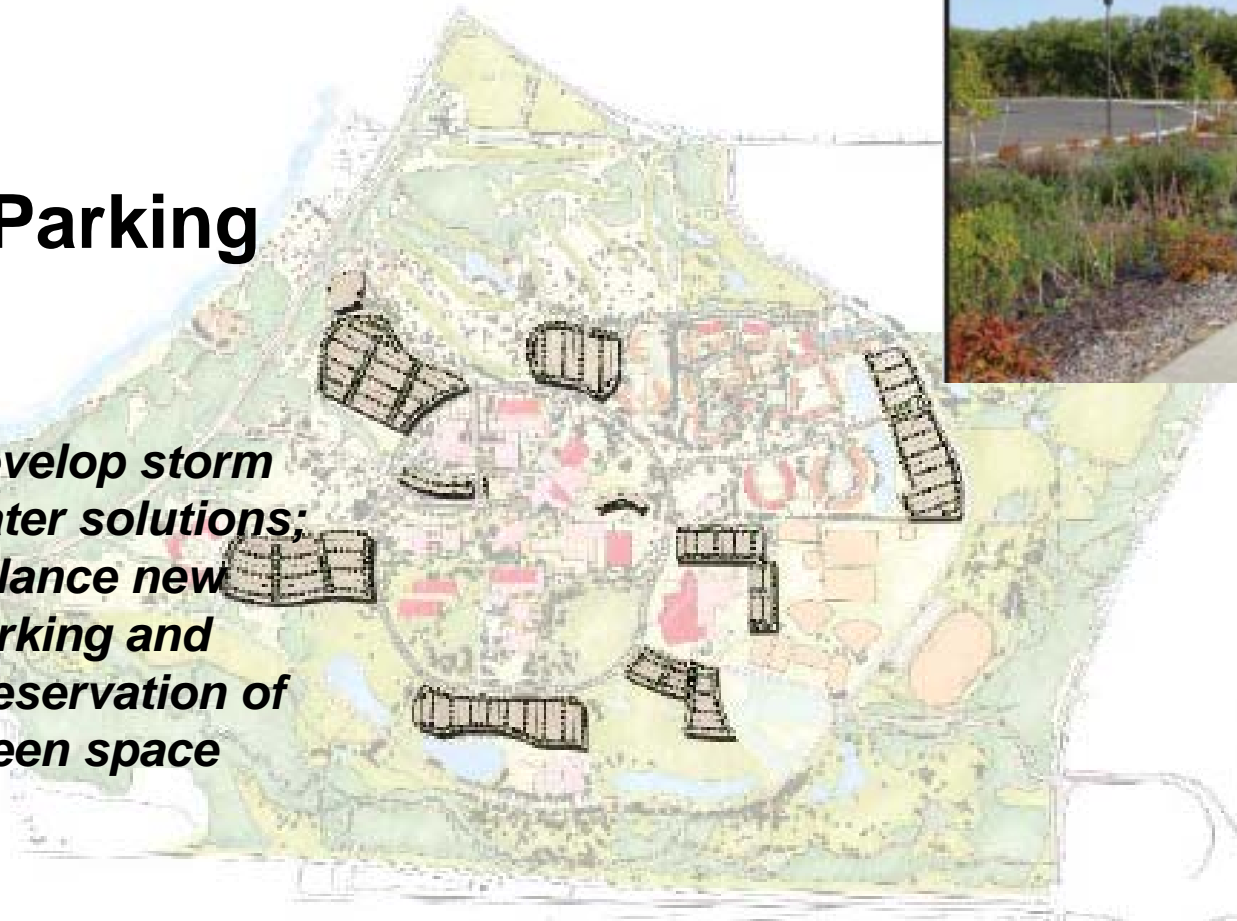




# Primary Planning Elements

## Parking

*Develop storm water solutions;  
balance new parking and  
preservation of green space*





# Primary Planning Elements

## Context and community

*Acknowledge Smart Growth plans; build on connections*



- Arboretum Units**
- Bayshore Forest
  - Entrance Hill Woods
  - Escarpment Forest
  - Fencerow Woods
  - Gateway
  - Keith White Prairie
  - Ledge Creek Unit
  - Mahon Woods
  - Northern Barrrens
  - Oak Savanna
  - Sager Tract
  - Shorewood Forest
  - Southeast Forest
  - Succession Plots
  - Teal Pond Unit
  - Upahke Pond Unit
  - Weather Station
  - Mahon Creek





# Sustainability

The university's long-standing  
environmental ethic

Building practices

Landscaping

Organizing to embrace this  
issue



# The master plan as a learning and research tool



# Approach and Organization

## Graduate Seminar in Environmental Science & Policy

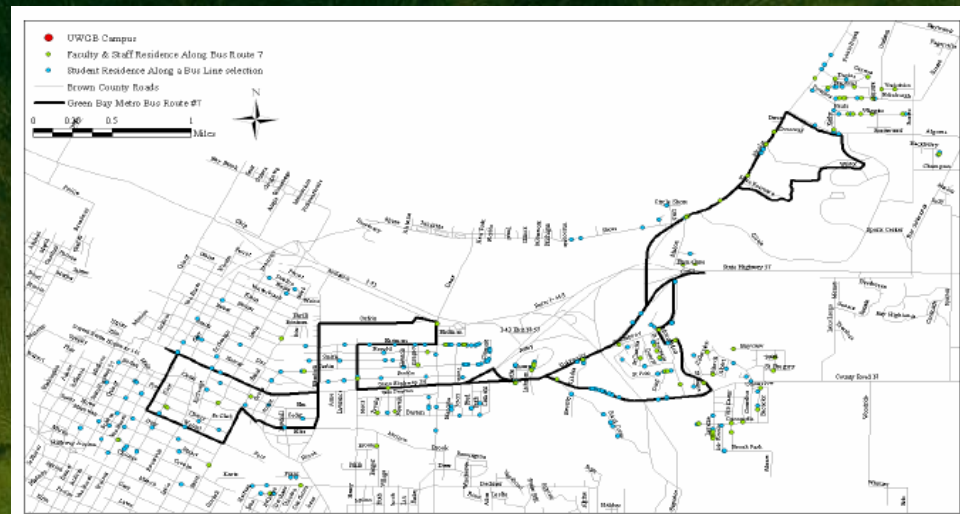
Five work groups to address central issues

- Transportation
- Storm Water Management
- Organization
- Energy
- Arboretum



# Transportation issues

- Expanded parking: 1,815 new, 6,141 total
- 19% of faculty/staff and 27% of students commute more than 40 miles roundtrip
- 10,857,041 total miles/year driven
- 93 faculty/staff and 367 students live within ½ mile of bus route



- 58% indicate carpooling would be preferred method



# Recommendations: Transportation

- Create a carpool and buddy system database
- Reduced-rate parking permits and reserved parking spaces for carpoolers
- Gradually increase parking fees
- Dormitory-lot-only parking permits
- Reduced fees based on fuel-efficiency of vehicles (long-term)



# Stormwater Management Issues

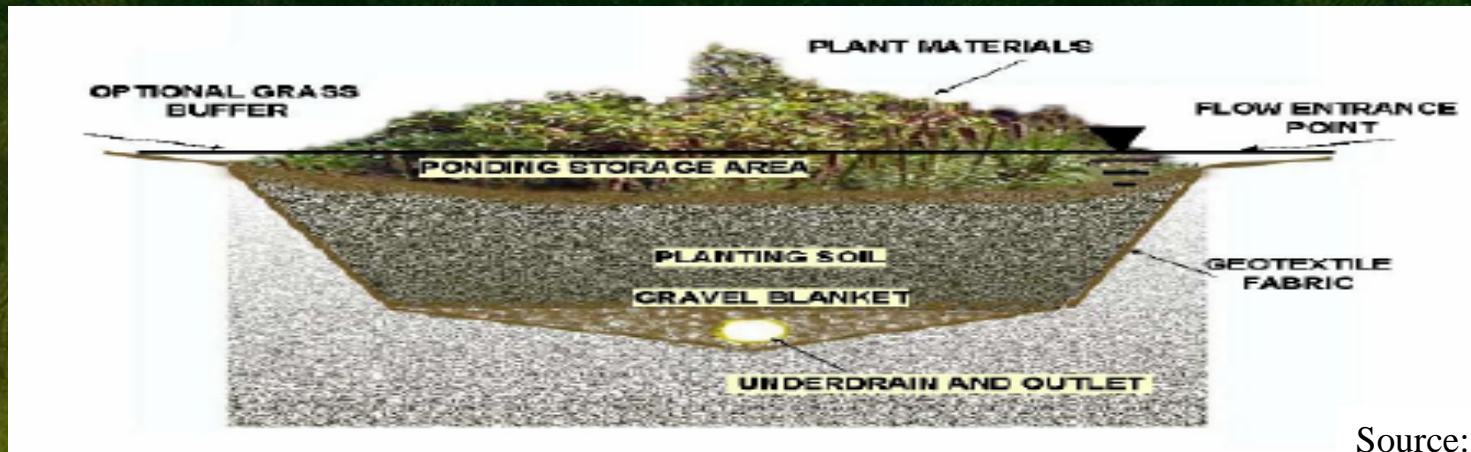
- Sediment/pollutant reductions required under EPA Phase II Final Rule
- Cost of current permit = \$80,000/yr
- Need for a proactive community leader to implement improved stormwater management practices





# Recommendations: Storm Water Management

- UW-Green Bay should be permitted under EPA Phase II regulations as a separate municipality from Green Bay
- Use of bioretention cells, treatment trains and porous pavements



Source: Low Impact  
Development Center

- Low maintenance
- Adaptable to current drainage systems and future designs
- Low cost of installation
- Current application possible in plaza at Kress Event Center



# Reasons for Pursuing Campus Sustainability

- Cost savings
- Obligations of an academic institution
- Community leadership
- Campus as a laboratory
- Campus among leaders in a growing movement





# Importance of Sustainability Committee

- Guide allocation of resources among competing projects: wind turbine versus permeable parking lots
- Provide a forum for integrating stakeholder views
- Provide a platform for interdisciplinary initiatives and education



# UWGB: Already a leader

- **Mary Ann Cofrin Hall**
  - Photovoltaic, solar pre-heating, sustainable materials, native landscaping and rainwater harvesting in Lenfesty Courtyard
- **Kress Events Center**
  - Leadership in Energy & Environmental Design silver standard checklist for design
- **Nature Wise participation**





# Current Status of Sustainability Committee

- The University of Wisconsin - Green Bay Sustainability Council
  - volunteers from University administration,
  - undergraduate and graduate programs,
  - Faculty
- Proposals for permanent core steering committee with task forces formed as needed



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

