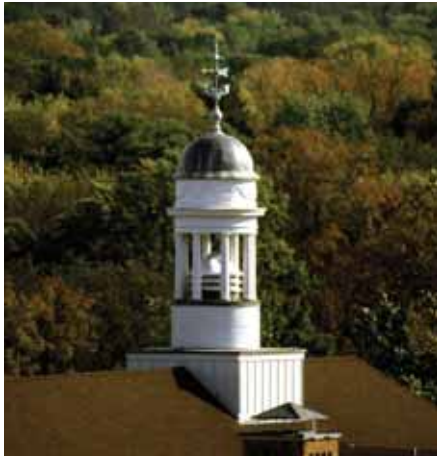


2007

MASTER PLAN REPORT
University of Wisconsin-Stevens Point





Dear friends,

As we embark on VISION 2015, it is my pleasure to introduce the University of Wisconsin-Stevens Point Master Plan as a blueprint for the development of UWSP well into this century. The goal of the master plan is to enhance the unique character of UWSP and offer forward thinking about growth and development over the next several decades. The master plan looks beyond the present to potential long-term campus needs. Such planning will help to avoid hasty decisions that might foreclose important development options for the future.

The master plan builds on our traditions of excellence and holds us to the VISION 2015 goal to project our history and values in the life and look of campus:

- Experience of the liberal arts and sciences
- Responsibility for personal and community wellness
- Stewardship of natural resources
- The power of communication and the arts

Since our beginnings as a normal school in 1894, UWSP has grown to meet the needs of the changing world. As our students become increasingly connected to a global society, we aspire to become a 24-7 campus where spaces invite formal and informal learning opportunities. For this reason, among others, it is important to continue to look to the future and provide the best programs and learning environments for generations.

I would like to extend my sincere thanks to all those involved in this inspiring planning process. Without the support of university students, faculty and staff and valuable input from the greater Stevens Point community, we would not have so fine a master plan.

Linda Bunnell
Chancellor



ACKNOWLEDGEMENTS

UW-Stevens Point Master Plan Steering Committee

Linda Bunnell, Chancellor

Virginia Helm, Provost and Vice Chancellor for Academic Affairs

Greg Diemer, Vice Chancellor for Business Affairs

Bob Tomlinson, Vice Chancellor for Student Affairs

Patricia Kluetz, Interior Architecture, Faculty Senate Representative

Student Government Representative

06-07 Student Government Association President - Ross Cohen

05-06 Student Government Association President- Melissa Cichantec

Carl Rasmussen, Facilities Planning Director

Charles Clark, Deans Representative

Ron Zimmerman, Schmeeckle Reserve Representative

Rosanne Proite and Joe Totman, Housing, Centers and Student Affairs Representatives

Bill Rowe, UWSP Parking and Protective Services Representative

Mark Seiler, Historic Preservation Committee Representative

Todd Kuckkahn, Executive Director of UWSP Foundation

Anna Haines, Sustainability Representative

Jerry Blanche, Former Interim Director of University Relations and Communications

John Gardner, City of Stevens Point Planning Representative

UW System Representatives

Maura Donnelly, Senior Architect

Kate Sullivan, Facilities Planning Director

UWSP Facilities Planning Support Staff

Jerry Walter, Engineering Specialist

Jerry Lineberger, Associate Director University Centers

Soua Cheng, Planning Intern

The Consultant Team

Ken Saiki Design

Ken Saiki

Jessica Thuli

EDAW

Marsha Lea

Eppstein Uhen Architects

Robert D. Cooper

Jonathan Parker

TranSmart Technologies

Seth Johnson

TABLE OF CONTENTS

<i>Introduction</i>	1	<i>Implementation Plan</i>	52
<i>Analysis of Existing Conditions</i>		Phase 1	53
Context within Region and City	2	Phase 2	54
Campus Boundary	4	Phase 3	55
Campus Districts	6	Future Phase	56
Administrative		<i>DESIGN GUIDELINES</i>	
Academic		Purpose	2
West and East Residential		Sustainable Design Practices	2
Recreation/Athletics		Process	3
Schmeeckle Reserve		Site Design	4
Maintenance and Facilities		Parking	5
Commercial		Pedestrian Walkways	6
Vehicular Circulation	8	Stormwater Management	8
Campus Entrances		Planting	8
Campus Circulation		Signage Guidelines	9
Bus Routes		Amenities and Site Furnishings	13
Service		Architecture	17
Parking	14	<i>Appendix</i>	
Pedestrian and Bicycle Circulation	16	Master Plan Process	i
Space Needs	17	Visioning Sessions	i
Open Space, Recreation and Athletics	18	Conceptual Alternatives	i
Image, Identity and Wayfinding	20	Master Planning Meetings	ii
Utilities	20	Concept Main Streets	iii
<i>Master Plan Recommendations</i>		Concept Destination Campus	v
Master Plan Themes	22	Concept Green Scheme	vii
Campus Master Plan Design Principles	24	Master Plan	ix
Campus Boundary	24	Additional Information	ix
Campus Districts	26		
Administrative			
Academic			
West Residential/Athletic			
East Residential/Athletic			
Schmeeckle Reserve			
Maintenance and Facilities			
Commercial			
Vehicular Circulation			
Campus Entrances	28		
Campus Circulation	30		
Pedestrian and Bicycle Circulation	30		
Image, Identity and Wayfinding	32		
Campus Places	34		
Proposed Facilities	40		
Recreation and Athletics	44		
Future Buildings	46		
Parking	48		

INTRODUCTION

In the autumn of 2005, University of Wisconsin-Stevens Point (UWSP) initiated a campus master plan at the direction of the chancellor. The last master plan was completed in 1968. Since then, UWSP has updated its Campus Physical Development Plan periodically as a way of documenting the physical needs of the campus.

The master planning process has been a coordinated effort between UWSP, University of Wisconsin System Administration and the State of Wisconsin Division of State Facilities (DSF). The process was designed to be inclusive and included a steering committee comprised of members of campus administration, faculty and staff, student body government and city staff. It involved work sessions and presentations at key milestones to which the entire staff, student body and interested public were invited. The master plan is meant to guide the physical development of the campus for the next 20 years.

UWSP does not anticipate a significant increase in enrollment and the master planning team was directed to prepare the plan assuming enrollment would remain near current level. To be successful, a master plan must be forward thinking and flexible. To that end, this master plan, while focused primarily on the next 25 to 30 years, looks beyond that time frame to consider potential longer term campus needs. This look forward will help ensure shorter term development needs do not preclude good campus development options in the future.



Old Main

ANALYSIS OF EXISTING CONDITIONS

UWSP is located in central Wisconsin, embedded within the city of Stevens Point, a community of approximately 25,000 people. From its beginnings as a normal school in 1894 to its designation as a campus within the University of Wisconsin System in 1974 (and all of its interim titles), UWSP has grown in academic strength, population and physical size. Annual enrollment is approximately 8,500 students. UWSP is the third largest employer in Stevens Point, and has a significant impact on the character and economic vitality of the city.

Context within Region and City

The campus lies within the city of Stevens Point, just east of the central business district and near the northern edge of the city. The surrounding area includes institutional uses such as St. Michael’s Hospital, Mid-State Technical College, P.J. Jacobs Junior High School, the YMCA, St. Stanislaus Parish and Elementary School, and Sentry Insurance. Close adjacency to the listed institutional entities suggests the possibility of creating a greater institutional district. Residences, both owner-occupied and group house rental, are located west, east and south of the campus. The city and campus have both expressed an interest in collaborating to create a higher quality residential district surrounding the campus.

Located one block east of Division Street, the character of campus is strongly influenced by the adjacent commercial zone along Division Street. Comprised of buildings that vary in size, style, materials, quality and setbacks, this portion of Division Street is a vehicle-oriented strip retail. The retail buildings are primarily oriented to face Division Street, presenting back doors, trash dumpsters, grease barrels and parking lots to the campus. The city of Stevens Point has recently established a Tax Incremental Financing (TIF) district along this portion of Division Street to promote its redevelopment.



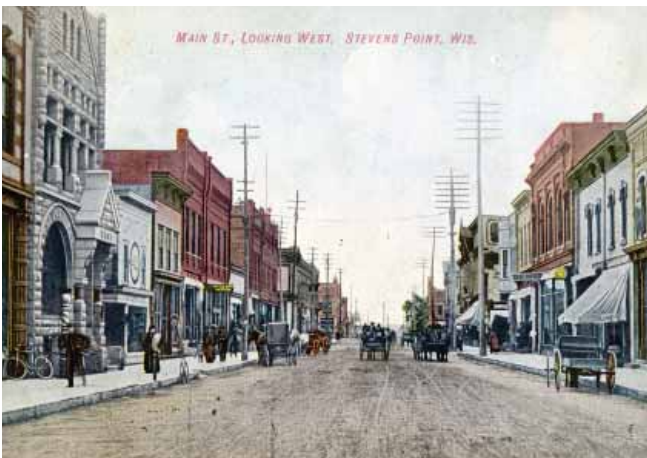
University of Wisconsin System Universities

Natural Features

UWSP is situated on the tension line between several ecological landscapes, defined as “forest transition,” “central sand hills” and “central sand plains” by the Wisconsin Department of Natural Resources. Relatively flat expanses of well-drained soils are typical of these landscapes. Characteristically, the campus has little topographic relief. Soils are sandy with patches of granite substrate. Land use in the region consists of agriculture and timberland. Vegetation ranges in types from wetlands to forests to plains to grassland and prairie.

UWSP is also located near both the Wisconsin River and the Plover River. The campus contains an excavated lake – Lake Joanis, and a natural waterway within its boundary – Moses Creek. Because of flooding in the early 1900s, Moses Creek was piped and connected to the city storm drainage system, which discharges into the Wisconsin River.

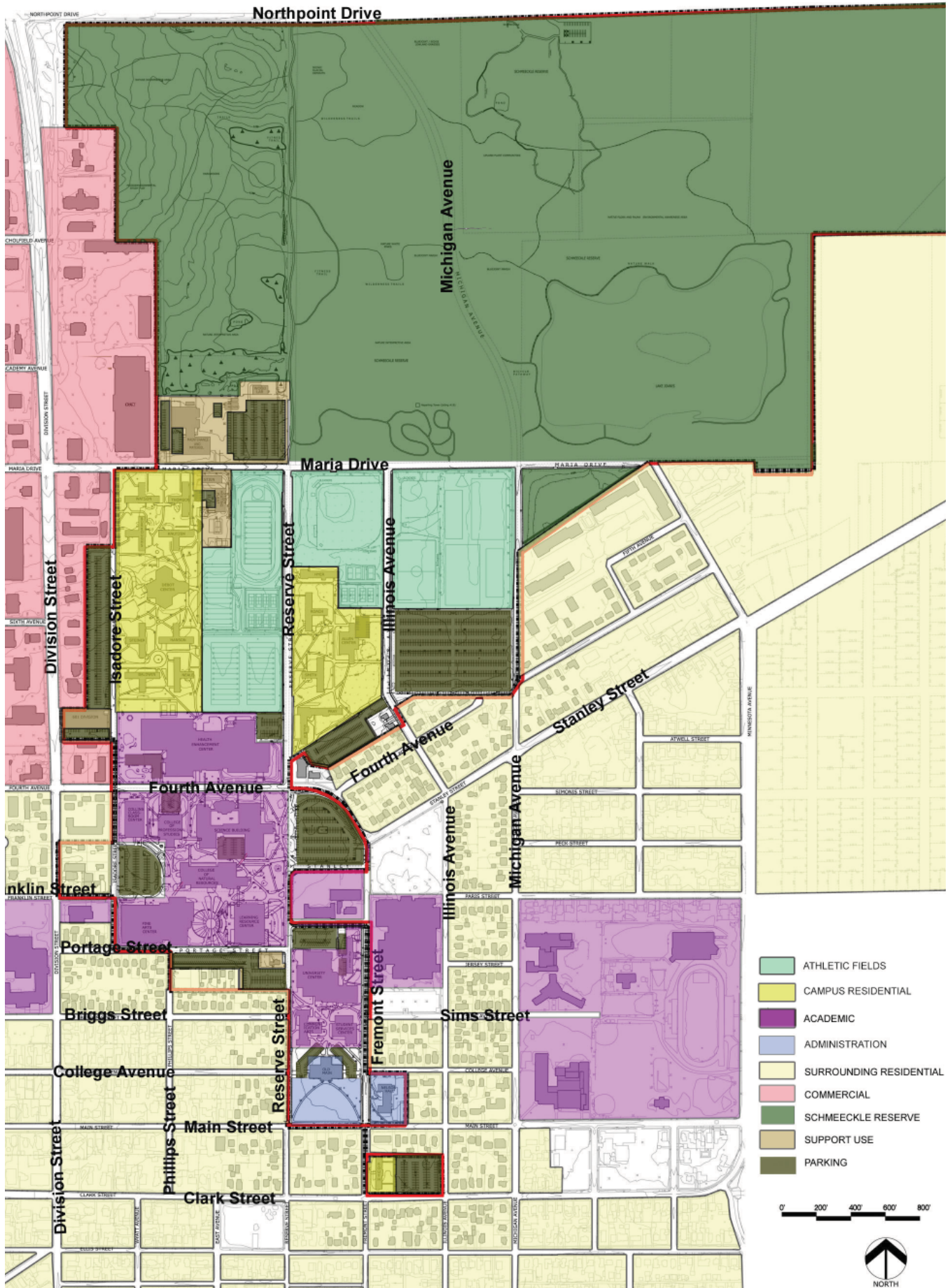
Schmeckle Reserve is a precious natural area within the campus. Established in 1976, the land provides educational and recreational opportunities for students, faculty and area residents.



Downtown Stevens Point - historic rendering



Undergrounding of Moses Creek in 1933



Land Use

Campus Character

Located near the downtown area, the campus enjoys a small town atmosphere. Key elements include the compact academic core and open space limited to the area around the residence halls and in Schmeekle Reserve. Campus architecture also influences the campus character. The majority of buildings were constructed during the 1960s and 1970s of poured-in-place concrete and light tan colored brick, creating monolithic forms containing little color and few human-scale details.

Campus Boundary

Land within the current campus boundary is fully utilized for academic, student life, administrative buildings, parking and open space. With the combination of campus development and development of surrounding land for residential, commercial and institutional uses, the campus has essentially become land-locked. For the past several decades the campus has met its building and parking needs by infilling within the existing boundary. Continuing this strategy will push density to levels that will consume needed parking and open space, thus adversely affecting the ambience of campus. Given this condition, additional strategic acquisition will likely be necessary to allow for replacement of some obsolete academic and administrative buildings and parking may need to be reduced or relocated.



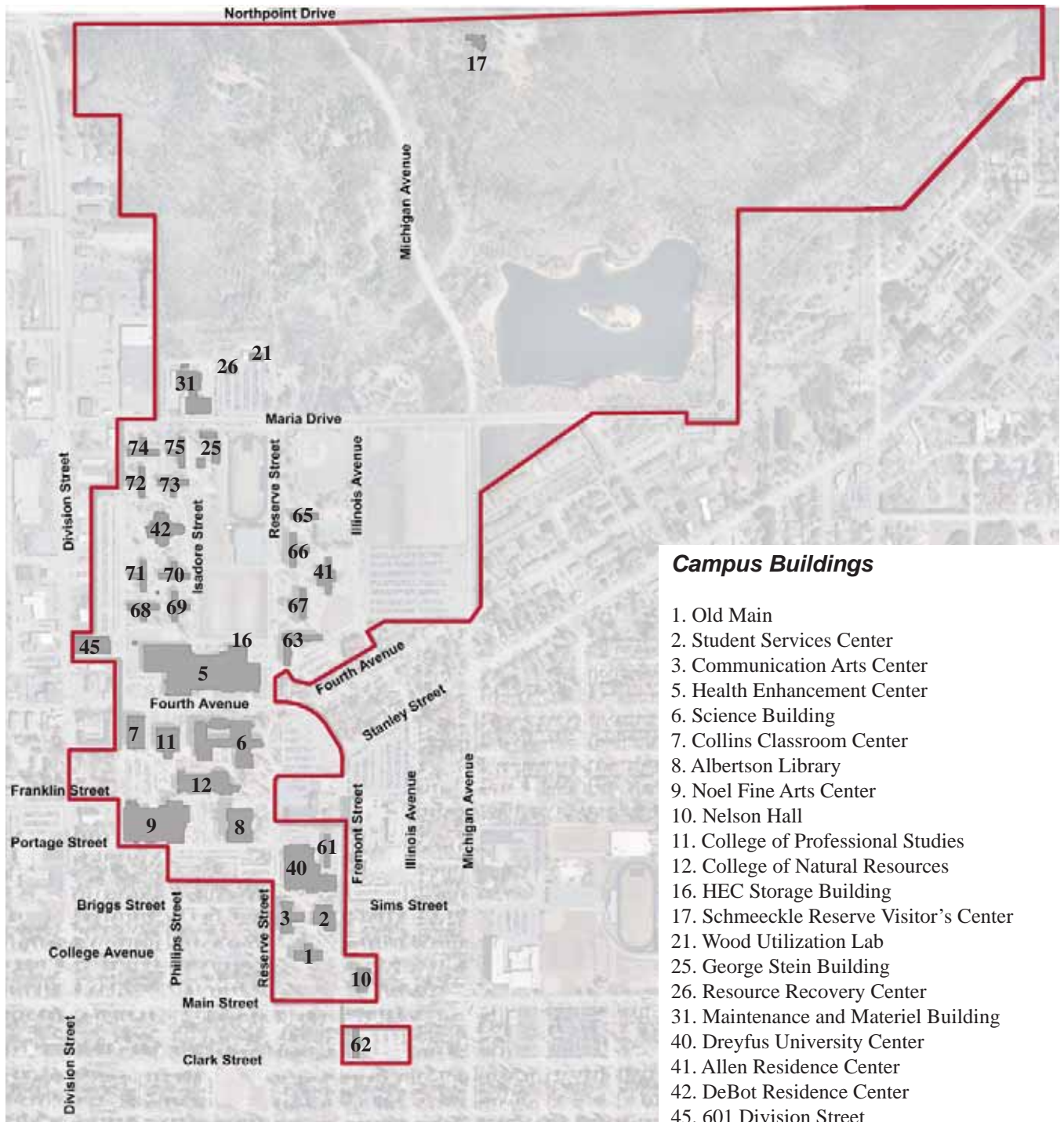
Communication Arts Center



Mural at the College of Natural Resources



Aerial view of campus looking northeast



Campus Buildings

1. Old Main
2. Student Services Center
3. Communication Arts Center
5. Health Enhancement Center
6. Science Building
7. Collins Classroom Center
8. Albertson Library
9. Noel Fine Arts Center
10. Nelson Hall
11. College of Professional Studies
12. College of Natural Resources
16. HEC Storage Building
17. Schmeckle Reserve Visitor's Center
21. Wood Utilization Lab
25. George Stein Building
26. Resource Recovery Center
31. Maintenance and Materiel Building
40. Dreyfus University Center
41. Allen Residence Center
42. DeBot Residence Center
45. 601 Division Street
61. Delzell Hall
62. South Hall
63. Pray-Sims Hall
65. Hyer Hall
66. May Roach Hall
67. Smith Hall
68. Baldwin Hall
69. Neale Hall
70. Hansen Hall
71. Steiner Hall
72. Burroughs Hall
73. Knutzen Hall
74. Watson Hall
75. Thomson Hall

— Campus Boundary

Existing Campus Buildings

Campus Districts

As the UWSP campus expanded over time, it has evolved into a series of districts defined by campus land use, architecture and open space. These districts include: administrative, academic, residential, recreation and athletics, conservancy and maintenance/facilities.

Administrative District

The administrative district is bounded by Main Street to the south, Reserve Street to the west, Fremont Street to the east, including Nelson Hall, and the east-west line just north of the Communication Arts Building. This district contains the oldest buildings on campus including Old Main, Communication Arts and Nelson Hall. These buildings have a traditional, neo-classical aesthetic, with predominately brick exteriors and individual windows. The lawn in front of Old Main is the most formal setting on campus, reminiscent of traditional Jeffersonian campus planning. The historic aesthetic of this district is valued by the campus and the community.

Academic District

The academic core is generally bounded by Isadore Street to the west, the Health Enhancement Center (HEC) to the north, Fremont Street to the east and Portage Street to the south. This district is an arrangement of modern era academic buildings constructed after 1960. Building scale is generally large, constructed of masonry and poured-in-place concrete with a variety of glazed openings. There are several open spaces within the campus core, including an enhanced pedestrian walkway linking the University Center with academic buildings to the north and the Specht Forum.

Several of the existing buildings face Fourth Avenue and several can be seen from Portage Street, an internal campus roadway. One of the key academic buildings, the College of Natural Resources (CNR) Building, is located internal to the academic core. The CNR Building can be seen from Portage Street but not from Fourth Avenue.

Residential Districts

The western portion of residential living is located along Isadore Street and west of the athletic practice fields. The eastern portion of the residential district is defined by Reserve Street to the west and Illinois Street to the east. With the exception of the DeBot Dining Center and the Allen Center, these buildings are residence halls from the 1960s. The remainder of the district contains athletic fields and parking lots.

Recreation/Athletics District

Recreation fields, both intramural and athletic, make up a large portion of the northern part of campus. The designated practice athletic fields, for varsity sport use only, are located within the western residential zone, while the intramural fields, for full campus use, are further from the residence halls. The intramural fields have recently received lighting upgrades to extend hours of use to accommodate increasing demand for intramural sports.

Conservancy District (Schmeckle Reserve)

The UWSP campus includes a conservancy area called Schmeckle Reserve, a 275-acre natural area on the northern tier of the campus, stretching between Maria and Northpoint Drives. The reserve accounts for approximately 70% of the entire campus and serves environmental, recreational and educational purposes. While the reserve is a key campus asset, it is located a distance from the academic core and is separated from the main campus by Maria Drive and the Maintenance and Facilities District.

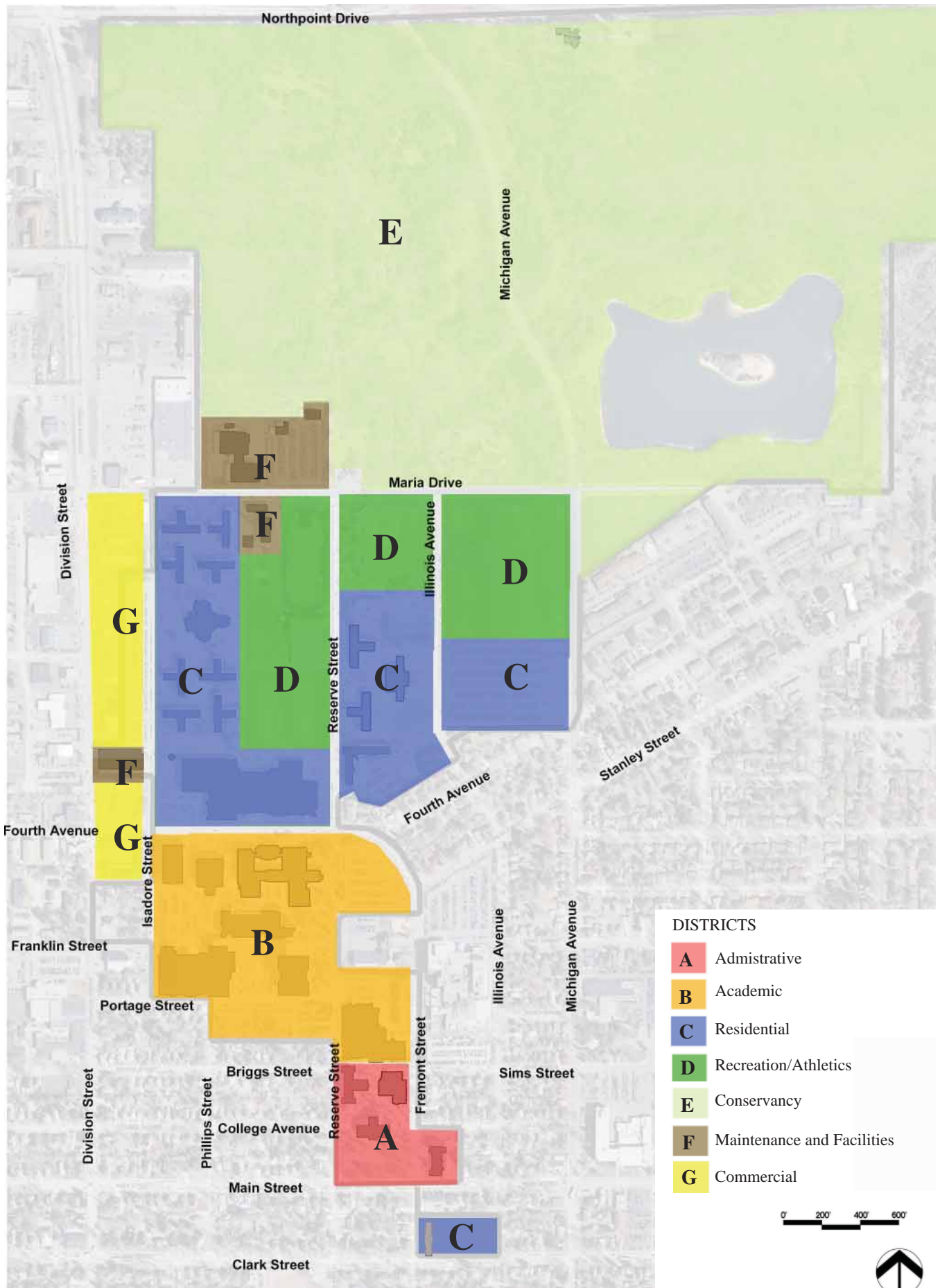
Maintenance and Facilities District

Located north of Maria Drive, these buildings are constructed of brick masonry exteriors or metal exteriors and are generally one or two stories in height. The exception is the heating plant chimney, which towers above all other buildings at 176 feet. The character of the district reflects its maintenance/facilities/storage use. Smaller maintenance facilities are also located within the core of campus.

Commercial District

While not part of the campus proper, the commercial district along Division Street has a significant impact on the character of the campus. The character is that of an outdated, vehicle-oriented strip retail area with a variety of architectural styles. The master plan recognizes the potential synergy between private commercial and office uses and the university.





Existing Campus Districts

Vehicular Circulation

Campus Approaches and Entrances

Campus is currently approached by highway from several directions. There are near-term plans to re-route several major highways in the vicinity of Stevens Point. The accompanying diagram shows the proposed changes, all of which will have some effect on vehicular entrances to UWSP. Highway 10 will no longer be routed on Main Street, instead it will run north and south of the city via Interstate 39. Highway 66 will no longer be on Stanley Street, instead it will be routed onto Main Street. Division Street will no longer be designated as Business 51, it will be transferred to local status and known exclusively as Division Street.

The three primary approaches to campus are Stanley Street, Main Street and Division Street. There is a sign on I-39 for southbound traffic to turn on Division Street to UWSP. There is a sign on I-39 for northbound traffic to exit onto Hwy 10 (Main Street). Currently there is no sign on I-39 directing traffic to turn on Highway 66, although visitors familiar with the area may choose this route. These entrances do not embody the character of campus gateways, consisting of fairly discreet campus identification signage.

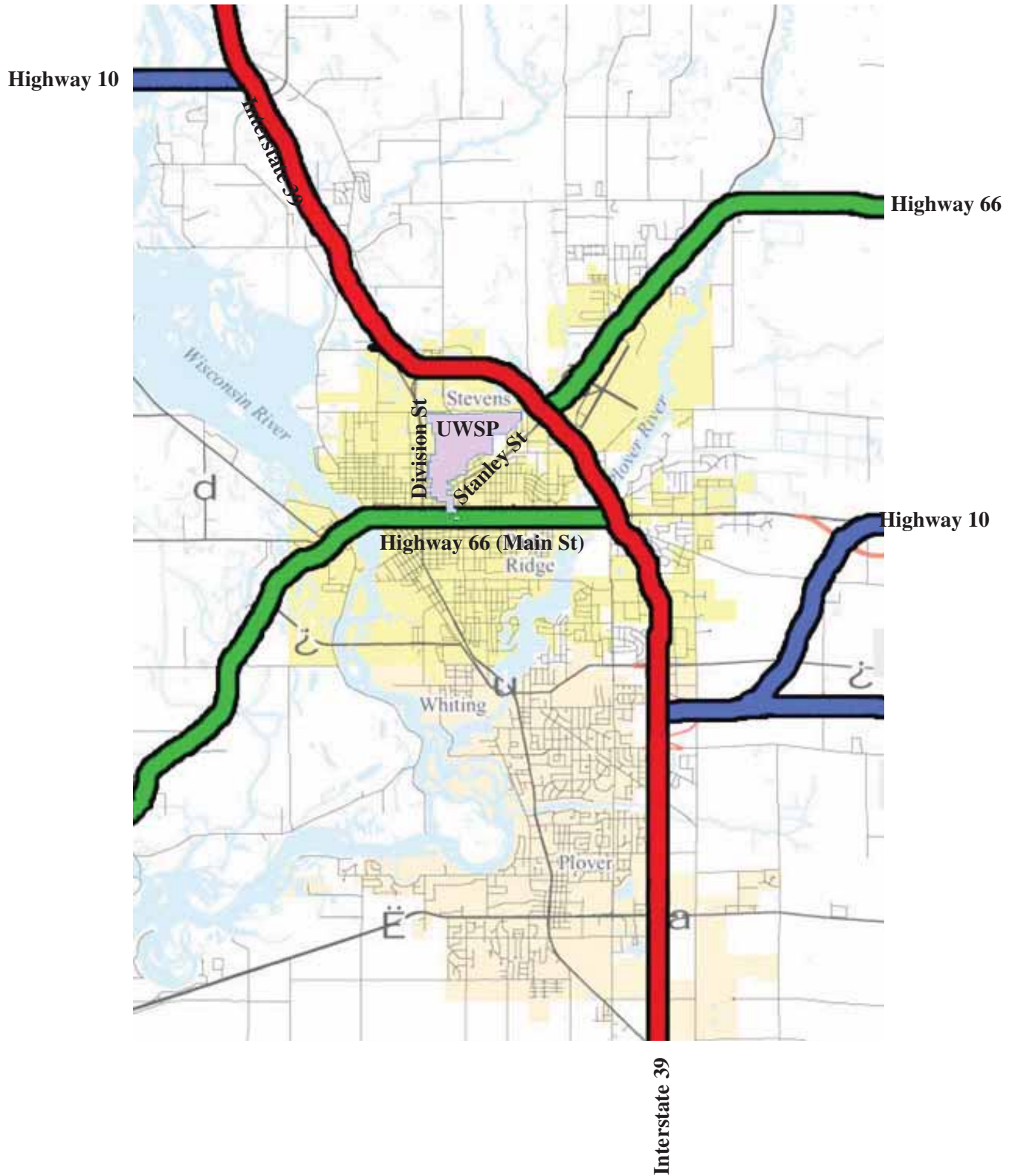
Highway 66 (Stanley Street) approaches campus from the northeast. Stanley Street terminates at parking lot X and Hwy 66 turns south on Michigan Ave and terminates at the intersection with Hwy 10/Main Street. Approaching from this direction, the Albertson Library is visible from quite a distance but is not identifiable as a campus building. Stanley Street provides a good connection to Fourth Avenue, Reserve and Fremont streets at a three-way intersection controlled by a three-way stop sign. It is somewhat confusing and does not provide a sense of arrival.

Fremont Street is the first street providing access into campus if approaching from the Highway 10 exit off Interstate 39. An attractive campus identification sign marks the intersections of Main and Fremont Streets. However, this entrance is frequently passed by mistake, as there is little campus frontage on Main Street to signal that a campus entrance is approaching. The next street to the west of Old Main is Reserve Street. Reserve Street is currently a one-way street heading south and out of campus onto Main Street. This “Do Not Enter” intersection does not welcome visitors to campus. The next opportunity to enter campus occurs at Philips Street, which leads to campus through a residential neighborhood. From a traffic and image perspective, it is desirable to see the university’s iconic building – Old Main – prior to entering campus, and then be able to enter immediately thereafter.

Approaching campus from the north or south via Division Street is also difficult for a visitor as the campus has little identifiable frontage along Division Street. The first indication that the traveler has arrived on campus occurs after turning off of Division onto Portage Street or Fourth Avenue. Drivers accustomed to coming to campus from the north along Division Street generally turn at Fourth Avenue, as there is a traffic light to assist the left turn.

Secondary entrances consist of any number of streets perpendicular to Division Street (Maria, Portage, Briggs and College). These entrances are used mainly by drivers familiar with the area, as they are not intuitive places to enter into campus and lack campus identity.





Regional Highway Network Changes

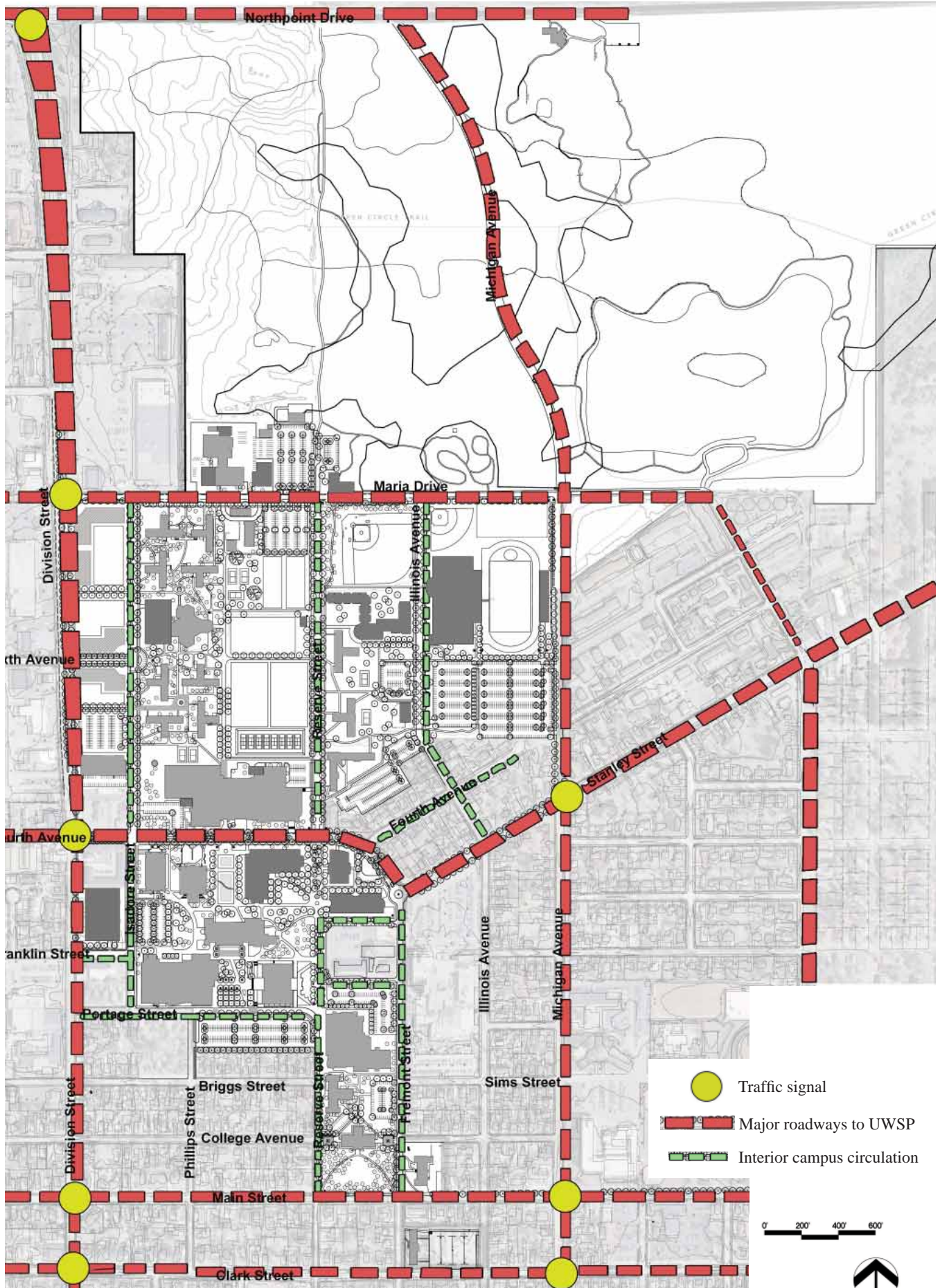
University of Wisconsin-Stevens Point Master Plan

Campus Circulation

Circulation through campus is via both community and campus vehicles, including cars, buses, emergency and service vehicles. Citizens of Stevens Point use Fourth Avenue as an east-west connector street, creating significant pedestrian/vehicle conflicts as students cross Fourth Avenue to move between the academic core and the residential and athletic districts. The conflict between vehicular and pedestrian circulation is an issue along Fourth Avenue between Isadore and Reserve Streets. As a major east-west connector street for the city, Fourth Avenue offers an opportunity to provide a better transition between the campus and the city. It also offers the campus an opportunity to create a campus main street.

Isadore, Reserve, Fremont and Illinois Streets all run north/south within the campus boundary, but in all cases are not continuous for the length of campus, resulting in a somewhat confusing and limiting pattern of internal vehicular circulation.





Roadways around and within UWSP

Bus Routes

One city bus route, the East Side Industrial/Business Park route, currently makes its way through campus en route to more distant locations. Service is provided Monday through Friday, from 6:45 a.m. until 5:30 p.m. Two campus bus routes serve the greater Stevens Point area, making loops as far west as Second Street North and as far east as Green Avenue (Hwy YY) during the weekday daytime hours. Two campus bus routes operate as shopping routes during the evening hours only. All of these routes begin and end on Fourth Avenue in front of Quandt Gym, heading east or west from there.

A special student bus initiative in 2003 has resulted in a program allowing all students to ride any city bus route for free by showing their student identification. In 2004, student fees were allocated to introduce a new city bus line through off-campus student residential areas. The bus passes through these areas twice each hour and back to campus Monday through Friday for 12 hours.



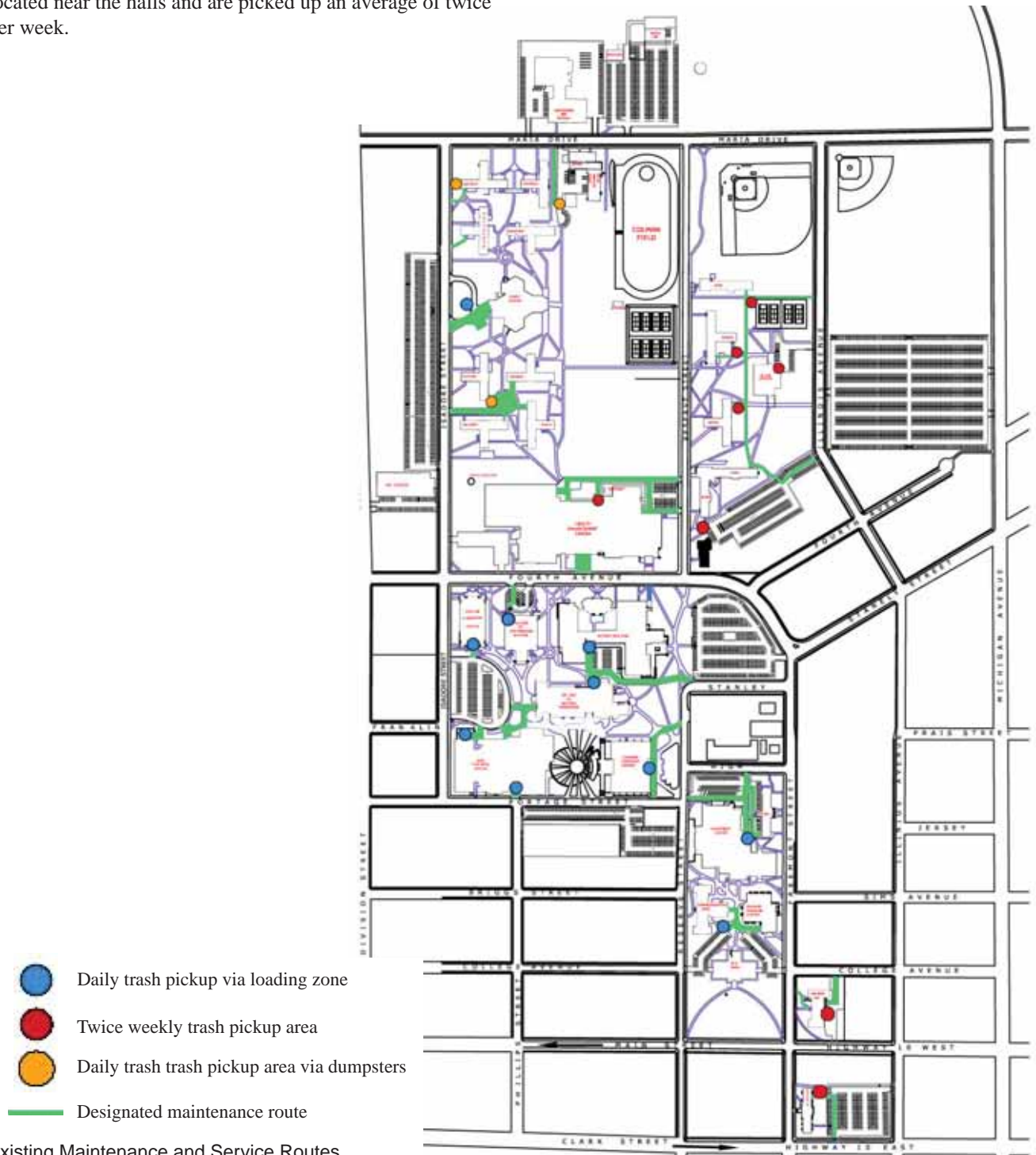
Existing Bus Routes with stops at UWSP

- Campus Property
- Campus Parking Lot
- Designated Bus Stop
- USWSP/Park Ridge Route
- Northpoint/SPASH Route
- UWSP Campus Route (partial)

Service

Service is an important part of the everyday functions on campus. Each building requires service areas for deliveries and routine maintenance. While designated service parking and service drives exist on campus, in some instances service and delivery vehicles use pedestrian spaces such as sidewalks, gathering spaces and building entryways for temporary parking. The visual impact of these intrusive practices is significant.

In general, trash and recycling is picked up daily at each building from the designated loading dock. Exceptions include the residence halls. In these cases, receptacles are located near the halls and are picked up an average of twice per week.



Existing Maintenance and Service Routes

Parking

Campus parking lots are located throughout campus, primarily on the perimeter of campus, as shown on the following diagram. A total of 3,206 parking spaces are currently available as student, faculty, handicapped, visitor, UW vehicles and motorcycle stalls. The lots vary in size, the smallest holding two stalls and the largest holding 1,054 stalls. The demand for parking spaces has been high in the past, thus creating a waiting list and triggering the subsequent addition of parking stalls in recent years. As the demand continued to escalate, the campus acquired more property for parking. In some cases, the lack of contiguous campus land ownership creates oddly shaped and inefficient parking lots. In the spring of 2006 the waiting list for parking spaces was satisfied, in part due to the establishment of 'hunting' permits, where a person is given the choice of several designated lots in which to park.

Currently, any freshman who purchases a parking permit may bring and park a car on campus. A majority of these cars are parked continuously throughout the school week, and used only to leave campus for the weekend. The number of freshman with cars on campus during the 2006 school year was approximately 800, or approximately 31% of the 2,600 permits sold to students and staff.

Existing surface parking lots occupy a large portion of the usable space on campus. The existing campus boundary and intended campus development limit the opportunities to expand surface parking. Many of the existing parking lots are near residential neighborhoods and have not been sufficiently screened. The overall image created is unattractive, especially along approach routes into campus.

Campus faculty/staff and students park along city streets near campus throughout the day. Approximately 1,400 on-street spaces exist as a combination of free, metered and 2-hour parking within close proximity of campus. Many people with parking lot permits would rather (and do) park on the streets in the southern portion of campus if the parking space is closer to their destination. The city is considering changing an existing ordinance prohibiting overnight on street parking for residents. If this passes, residents would be able to park on-street overnight, resulting in fewer spaces available to the students and faculty/staff that currently park on those streets.



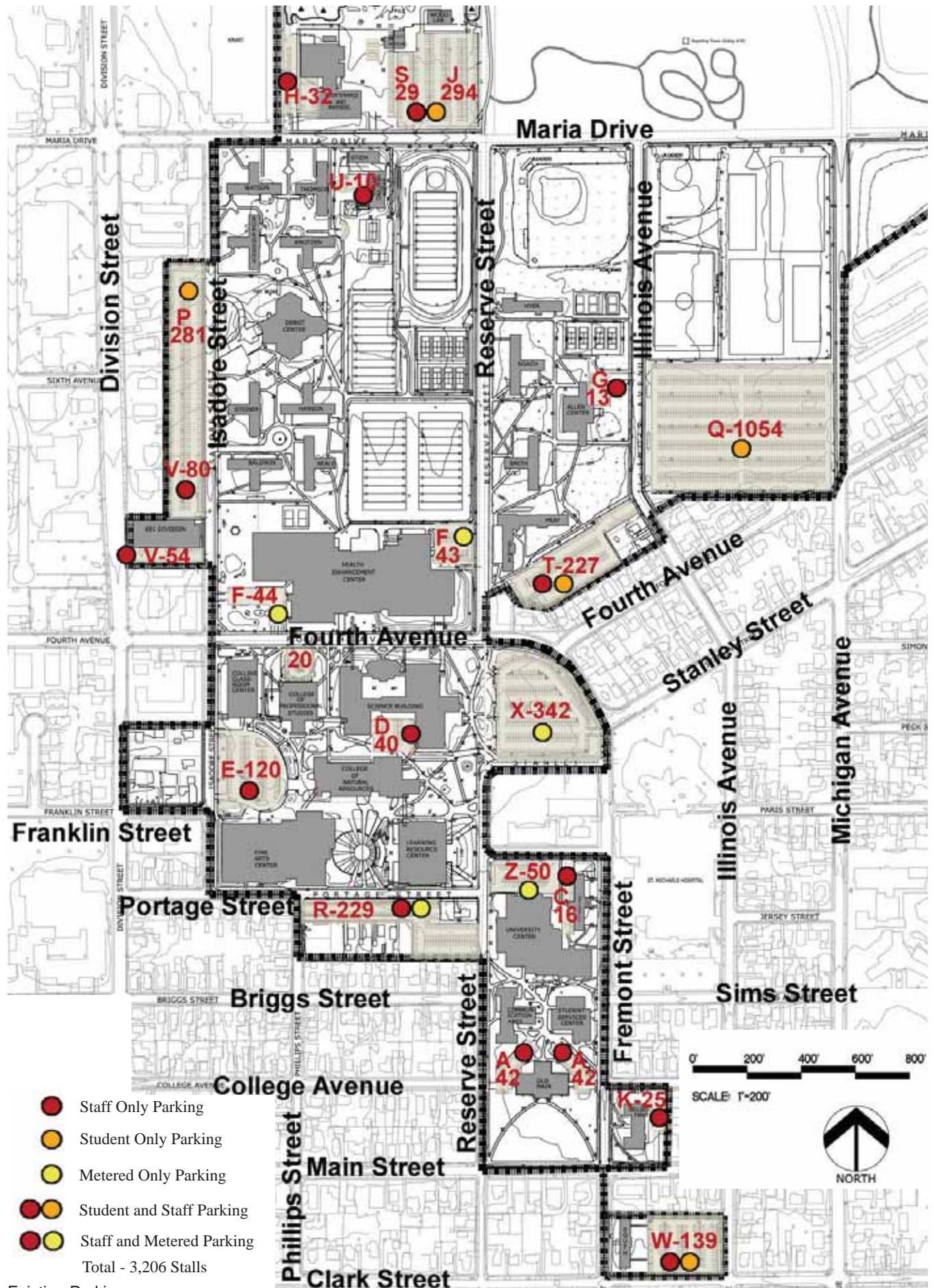
Parking Lot E



Parking Lot A - from Reserve Street



Parking Lot X



Existing Parking

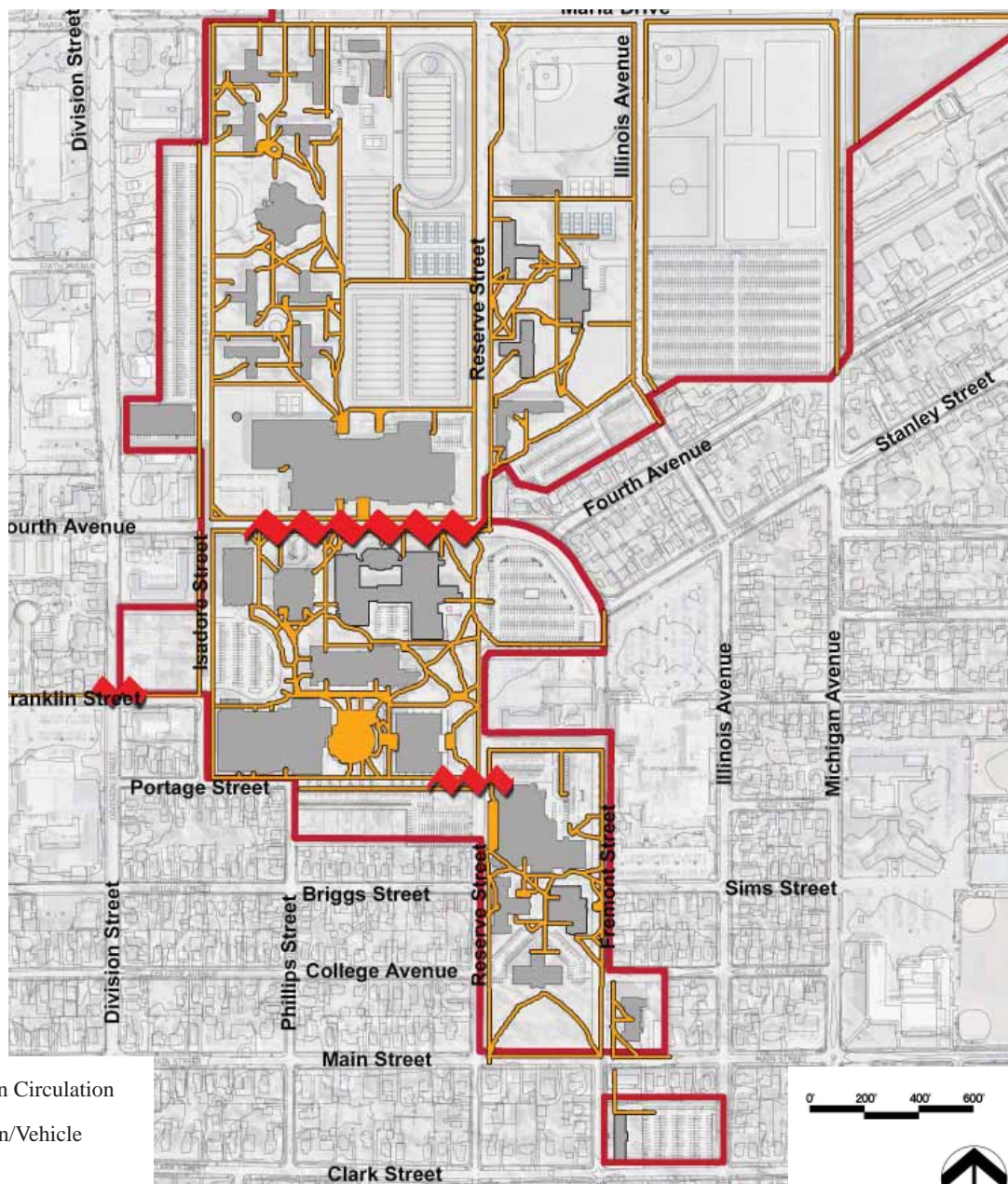
Pedestrian and Bicycle Circulation

The UWSP campus has many interconnected, paved pedestrian walkways, varying from approximately six feet to thirty feet in width. These walk widths do not necessarily correspond to the paths' frequency of use. However, several of the wider pathways are required to satisfy fire access to specific buildings.

For the most part the campus lacks a hierarchy of pedestrian paths, as well as a recognizable organization to the network of walkways connecting various buildings and spaces on campus. Once inside the academic core or the residential districts of campus, pedestrians are generally able to move about without crossing vehicular traffic. Two key exceptions are the mid-block crossing on Fourth Avenue between the HEC and the academic core and between the Dreyfus University Center and the Albertson Library.

There are many redundant walkways in the residence hall area due to the multiple building entrances and the configuration of the building footprints.

UWSP is connected to the Green Circle Trail, a 30-mile natural hiking and biking trail, with headquarters located in the Schmeckle Reserve Visitor's Center. Connections to this regional amenity are important, as they draw a wide visitor base to the Schmeckle Reserve and potentially to the rest of campus.



Existing pedestrian pathways and pedestrian/vehicle conflict points

Space Needs

UW-Stevens Point has updated its Campus Physical Development Plan regularly since the 1968 master plan as a way of documenting the physical needs of the campus. The most recent document was last revised in 2006, and includes a list of near term building/space needs which were used in the development of the master plan and phasing recommendations. The list below indicates the building needs sought to be addressed within the timeframe of this 2006 master plan.

<u>Building</u>	<u>Time Frame</u>
Waste Management Center Additional Building	by 2008
Maintenance & Materiel Center Additions	1-3 years
Military Science Addition to HEC	1-3 years
Childcare Center	2-4 years
Residential Hall(s) (subject to market analysis)	2-4 years
Recreation Restrooms/Storage/Vending	2-5 years
Schmeeckle Environmental Learning Center	5 years
Student Services Center & Campus Visitor's Center	5-8 years
General Academic/Science Facility	5-10 years
Science Building Replacement	15-20 years

During the course of the master planning process, the need for a new child care facility was identified. Currently located in Delzell Hall, the childcare center does not have suitable facilities for long term functions. Prior to razing Delzell, a new daycare childcare will need to be constructed.

In addition to the above stated needs, there are other potential buildings and/or structures that may become necessary over time. These have been discussed by the master planning team and the steering committee in relation to feasibility in terms of land availability and financial capability.

Two housing related studies were conducted on a parallel track with the preparation of the master plan. The first, a Residential Living Market Analysis, focused on the style of residential facilities that students desire. The second focused on analyzing the existing on-campus housing stock with respect to code compliance; including universal accessibility and the condition and configuration of the residence halls. The results of both studies informed the master plan as to types of accommodations and quantity of new/remodeled residence halls the campus should seek to supply to satisfy student needs.

Open Space, Recreation and Athletics

Open space on campus ranges from formal to informal, including both active and passive recreation uses with varying degrees of programming. Type and frequency of use of open spaces also varies greatly.

The lawn at Old Main is a well maintained, lovely space serving as an iconic “front yard” for the campus. It is far enough away from the residential districts that it receives light use; however, it plays an important role as the setting for Old Main.

Specht Forum was once well-used and still remains as a large gathering space for special events such as graduation, and still is a popular area for students to congregate. The southern face of the CNR building hosts a large mural, showcasing the region’s character. It is a well-liked piece of campus art and views to it are important to many on campus. Since the recent addition to the Noel Fine Arts Center, however, this space has been somewhat diminished in size and the geometric “sundial” or radial arrangement of soft and hard surfaces is no longer centered within the space between building facades. There is a need to balance the use of the space for graduation and other outdoor events with an expressed desire to create a greener, more enjoyable environment for the mural and informal interactions.

The area around the residence halls contains active and passive recreation spaces. In the Western Residential District the residence halls create two distinct clusters, referred to as North DeBot and South DeBot. In the case of the South DeBot cluster there is an interior courtyard that contains a vehicular turn-around which is at times a nuisance for residents due to noise generated by those who congregate there in the late evenings.

UWSP has a range of athletic and recreation facilities on campus. The inventory includes: four designated practice football fields, three intramural fields, twelve tennis courts (four are regulation size), seven sand volleyball courts, one multi-purpose field, one fast-pitch field, one baseball field and one track. For the most part, locations of these fields/spaces are not optimal with respect to their frequent user groups. For example, the practice football fields are nearest the residence halls, yet the general student population is restricted from using them. There are four of these fields to allow the varsity football team to rotate use between them in order to avoid damaging the fields from overuse. Intramural sports are becoming increasingly popular each year, and the demand for additional recreation fields has increased without available space for expansion.



Open space between University Center and Old Main



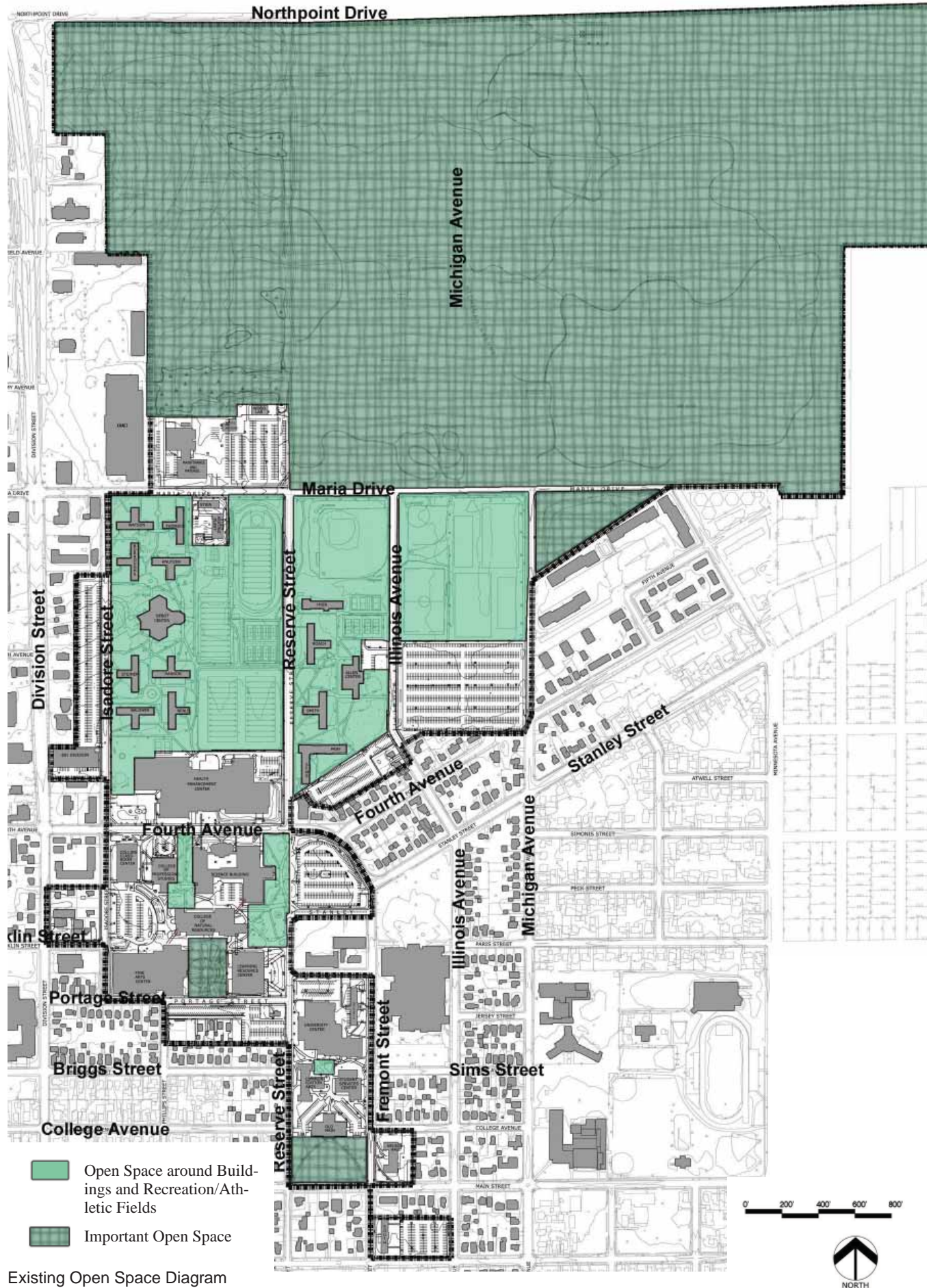
Specht Forum and mural on CNR



Open space near residence halls



Practice athletic fields near residence halls



Existing Open Space Diagram

Image, Identity and Wayfinding

Very little of the UWSP campus is visible from the major streets surrounding the campus. While Old Main and its treed lawn create a wonderful first impression of the campus, it offers a very brief glimpse from the street. There are few discernable entrances into campus and in the few places where the campus abuts a major street the opportunities for campus identification have not been fully realized. Identifying opportunities to link the campus more strongly to adjacent streets, identifying major campus gateways and providing a welcoming but well-defined edge to the community are important.

The campus developed rapidly during the 1960s and 70s, and its architectural style responded accordingly. This architectural style does little to create a positive identity on today's campus. While the residence halls are very similar architecturally, the buildings are not particularly memorable nor are the surrounding landscapes. The campus core contains some significant architecture and outdoor spaces that include sculptures. These elements provide the campus with features unique to UWSP. However, these spaces are relatively minor in scale and are not well connected, contributing to a lack of a strong sense of place.

Schmeeckle Reserve is a wonderful asset for the campus, however it is isolated from the rest of campus and does not contribute to the campus identity for most first time visitors. There are no open views into the reserve, therefore it must be entered to be enjoyed and discovered.



Campus identification signage at Main and Fremont Streets



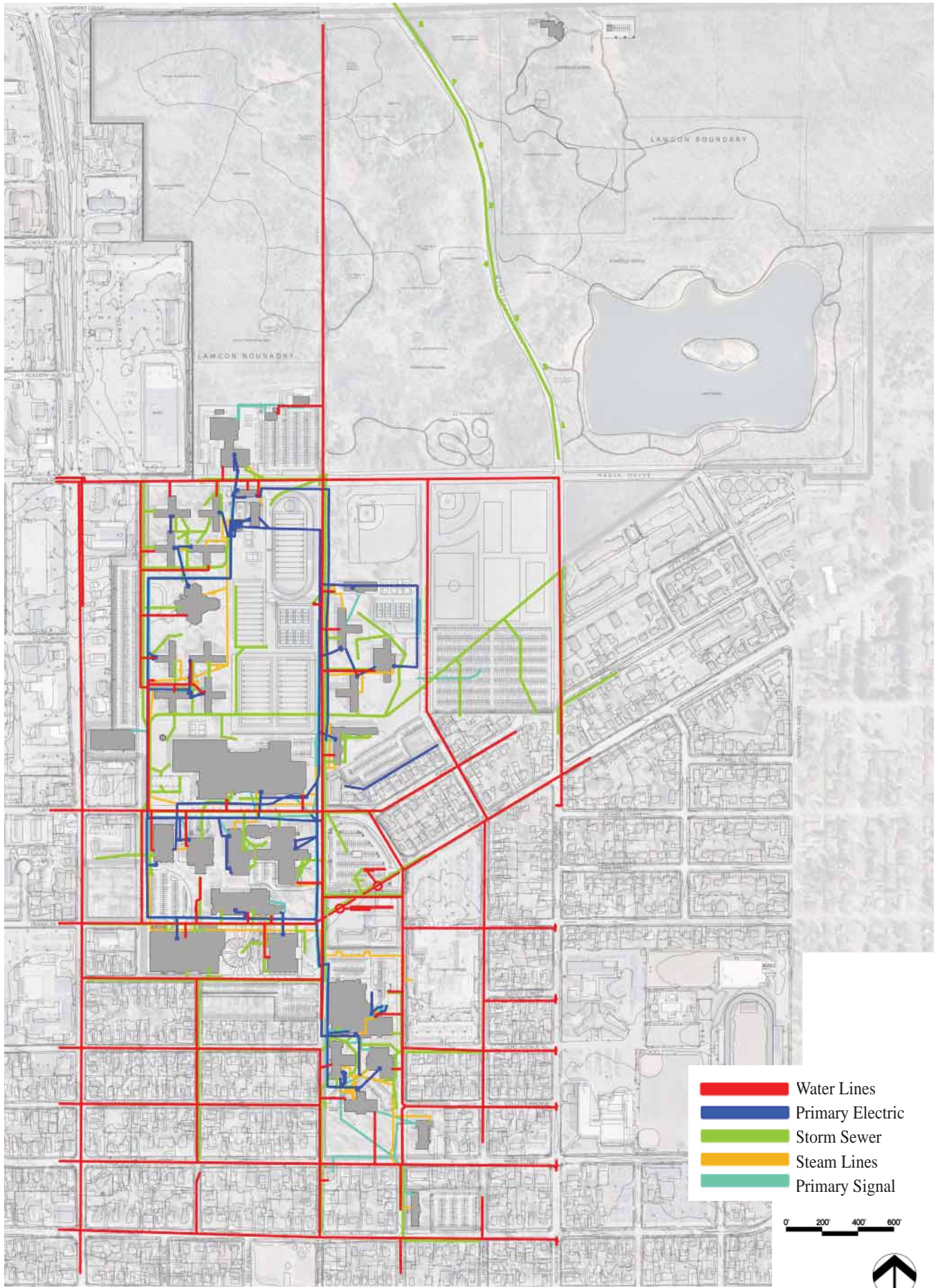
Campus identification signage near residence halls

Utilities

A diagram of existing major underground utility lines has been included for reference. Direct buried steam and condensate pipe continues to cause problems with leaks and reliability. The two primary boilers in the heating plant turned 40 years old in 2004. The need for their replacement is on the near term horizon. The pollution control on these units was recently updated in a major pollution control “bag house” addition in 2006.

Consideration of the capacity and location of existing utilities is one of the important determining factors when identifying potential building locations. If utilities must be relocated to accommodate proposed development, the campus may likely bear the cost of the utility work and those additional costs must be factored into the total project costs. Any proposed buildings and site work in the campus area will need to address existing utility lines and work to locate new utilities based on most efficient use of resources.

A utility right of way exists through the Schmeeckle Reserve in the Reserve Street right of way. Included in this right of way is a sanitary line, natural gas line and primary electric line. These lines serve Sentry Insurance and residential areas north of I-39. The primary electric line is the backup system for the entire campus.



Major Existing Utilities

MASTER PLAN RECOMMENDATIONS

An initial responsibility of the master planning process was the identification and recognition of primary themes on campus, as well as developing a strategy to incorporate those themes into the master plan. They are important in terms of creating a distinct, functional and aesthetically pleasing campus. These themes support the life and mission of the campus.

The master plan themes include:

UWSP is a Sustainable Campus

UWSP is home to one of the premier natural resource programs in the country. In keeping with this campus-wide land ethic, this master plan has identified respect for natural resources or “sustainability” as a core value. The campus has begun to actively embrace sustainability with the installation of solar panels on two of the residence halls; photo-voltaic panels on the Noel Fine Arts Center addition; rain gardens around Old Main; and a green roof on the Albertson Library. In September 2006, Governor Doyle named UWSP as one of four state universities selected for an energy independence project.

During the master planning process, the steering committee and other key stakeholders expressed interest in bringing their commitment to sustainability to a higher level. This includes exploring additional aspects of the campus in relation to sustainability. Potential opportunities include: reducing the amount of impervious surface area; using innovative stormwater management systems; planting native species; encouraging dense, human-scale land use patterns; using ‘green’ architectural design and interior building functions; reducing imported/produced energy and the levels of its consumption; and promoting alternative transportation and attitude toward parking.

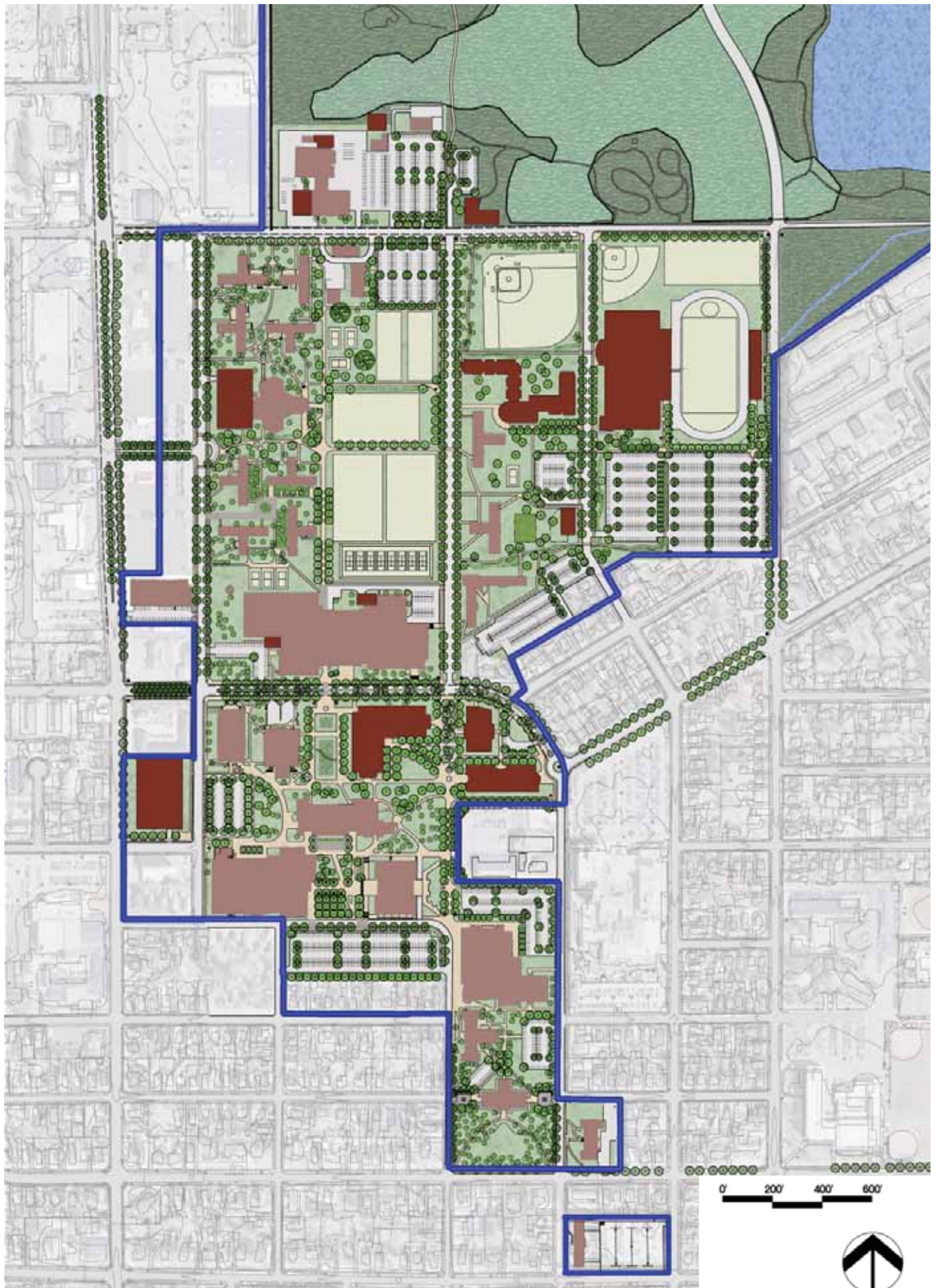


UWSP is a 24/7 Campus

UWSP has developed a reputation as a “suitcase campus”, defined when students pack their belongings and go home or to other campuses for most weekends. This mass exit effectively drains life from the campus and actually encourages other students to leave for the weekend. This master plan seeks to change the current culture that has many students leaving campus on Thursday evening and returning on Monday morning. It is a core value of this master plan to make the campus a place of learning *and* living. Although achieving this goal will also need to be supported by academic programming and institutional changes, this is considered critical to the campus achieving evermore success and recognition as a vibrant destination for a high quality academic experience.

UWSP is a Wellness Campus

In the 1970s UW-Stevens Point began to focus on overall personal wellness, and became known as a “wellness” campus. This concept promotes a healthy lifestyle for students/staff of the university. Wellness remains an important aspect of the culture and development of the campus and readily supports sustainability by emphasizing walking and bicycling. In addition, good design and art stimulate the senses and intellect and support good emotional health. Providing for and supporting wellness opportunities are core values of the master plan.



Campus Master Plan

University of Wisconsin-Stevens Point Master Plan

Campus Master Plan Design Principles

As a result of the analysis of existing conditions; thoughts and ideas discussed during the listening sessions; review of the master plan alternatives; and establishment of the themes of sustainability, 24/7, and wellness, the concept of a “Destination Green Campus” evolved. A set of design principles is articulated below and will be used to further develop the master plan and provide planning guidance to the campus, especially given the inherent uncertainty of the future.

Campus development will:

1. Showcase campus academic strengths.
2. Enhance the image and identity of campus.
 - Exhibit the uniqueness of UWSP through design and event programming.
 - Enliven the visual environment.
 - Increase visibility of campus on surrounding main streets.
 - Improve internal campus identity.
3. Encourage informal learning opportunities and gathering spaces.
4. Bring people to campus; create memorable, destination-quality places and events.
5. Develop Fourth Avenue as the campus “main street.”
6. Create better connections between campus, city and adjacent land uses.
 - Enhance approach routes to campus.
 - Simplify wayfinding and create intuitive circulation patterns.
7. Accommodate current and future space needs.
8. Reduce the impact of parking on campus neighbors, campus image and decision making with respect to development needs.
9. Draw the cherished nature of Schmeckle Reserve into the entire campus through increased use of sustainable design practices.

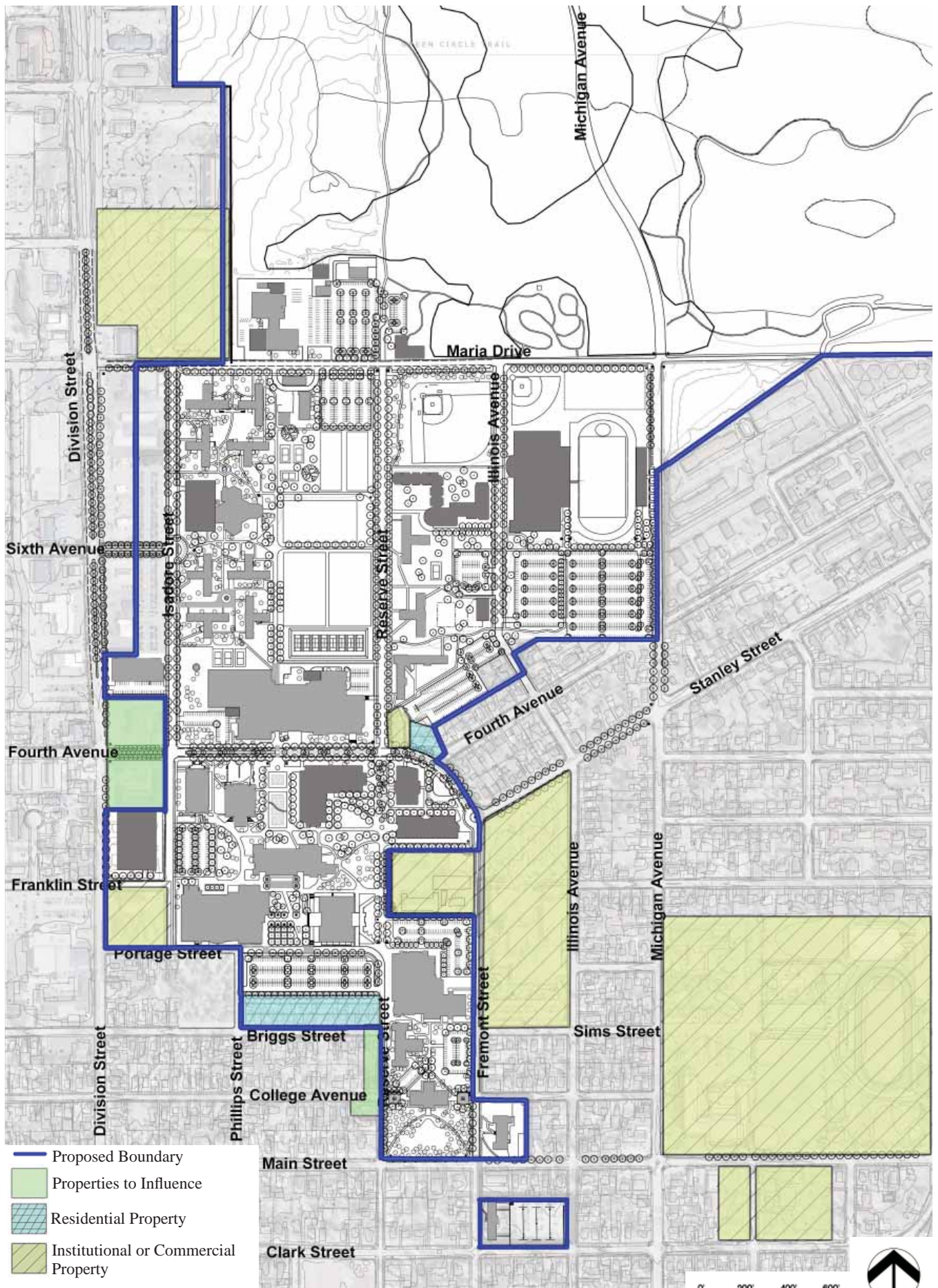
Campus Boundary

There are several properties outside the campus boundary yet adjacent to the campus that would allow UWSP to provide the necessary facility and open space in a way that would benefit both the campus and the community, should these properties become available for purchase. Boundary expansion may include institutional, residential and commercial uses. St. Stanislaus and the Newman Center are of interest because they are adjacent to the campus in areas and close to the academic core, readily accessible by city streets, highly visible and are already being used for institutional uses. They would provide the campus with opportunities to provide for future needs in locations near existing academic facilities.

Other properties are deemed important for acquisition because they would allow the campus to develop along several major streets adjacent to campus, linking the campus more strongly to the community physically and through increased visibility. Increased campus presence along Division Street, Main Street, and Fourth Avenue would also make entry to campus more clear and reduce the use of residential streets. Although the campus is interested in swapping land for property along Division Street, no proposal is shown at this time. The campus feels that it is important to hear the proposal from a potential developer before making a decision. The campus will not aggressively promote a land swap or releasing its lands in this area at this time.

The block between Portage/Briggs and Phillips/Reserve, if owned by the university, would provide the campus with a parcel of land with enough north-south dimension to be a future building site with sufficient space to buffer the adjacent houses and appropriate setbacks for the building. Alternatively, this wider site could accommodate a parking structure faced with residential units on the south side or discrete academic uses such as art studio space on the north face.

There are several key properties that the campus is not interested in purchasing, but is interested in influencing their redevelopment. The redevelopment of these properties provides an opportunity for public/private relationship between a developer and the campus, to be determined on a case-by-case basis.



UWSP Campus Boundary Changes

University of Wisconsin-Stevens Point Master Plan

Campus Districts

Administrative District

While the master plan does not foresee new buildings in this district, its historic character should be considered for site development projects proposed. Projects should pay special attention to and respect and enhance the historic architecture and the scale of this district and the adjacent residential neighborhood. The lawn at Old Main should be carefully preserved and maintained.

Academic District

This campus district will be impacted with new developments as this master plan is implemented. A particular challenge in this district will be accommodating space needs in new buildings while preserving and enhancing the open space and pedestrian circulation network. Contemporary academic, research and support buildings all demand more square feet per function than their predecessors. Given the land constraints in the academic core, it is likely that new buildings will need to be taller than existing buildings to accommodate programs and maintain good quality open space. Appropriate setbacks from streets, quadrangle spaces and other buildings are critical to create the desired scale of environment. The master plan indicates the allowable building footprints and the important setback lines.

West Residential/Recreation District

This district represents the heart of on-campus living. While open spaces are present in relatively large quantities, the proportions of these spaces, particularly as they are bisected by pedestrian walks, do not lend themselves to large field uses or large scale recreation. Achieving efficient and effective use of open space for recreation while providing safe and direct pedestrian circulation, are important issues to consider in this district.

East Residential/Athletic District

This area of campus will be transformed by the master plan. The master plan calls for the addition of a multi-purpose sports complex on the corner of Maria Drive and Michigan Avenue, where the recreation fields are currently located. There is the possibility that an ice arena and a replacement for the Allen Center may also be built in this location, creating a dense sports and recreation zone to the east of Illinois Avenue. New larger scale campus housing buildings will offer desired housing options with improved open space amenities.

Design challenges in this district will be related to building types and scale. The athletic facilities can become large, unrelieved, windowless facades. There will be pressure to construct these facades from inexpensive but durable building materials. Yet the importance of human scale in this district will need to be considered and enhanced because there will be a large number of district residents.

Conservancy District (Schmeeckle Reserve)

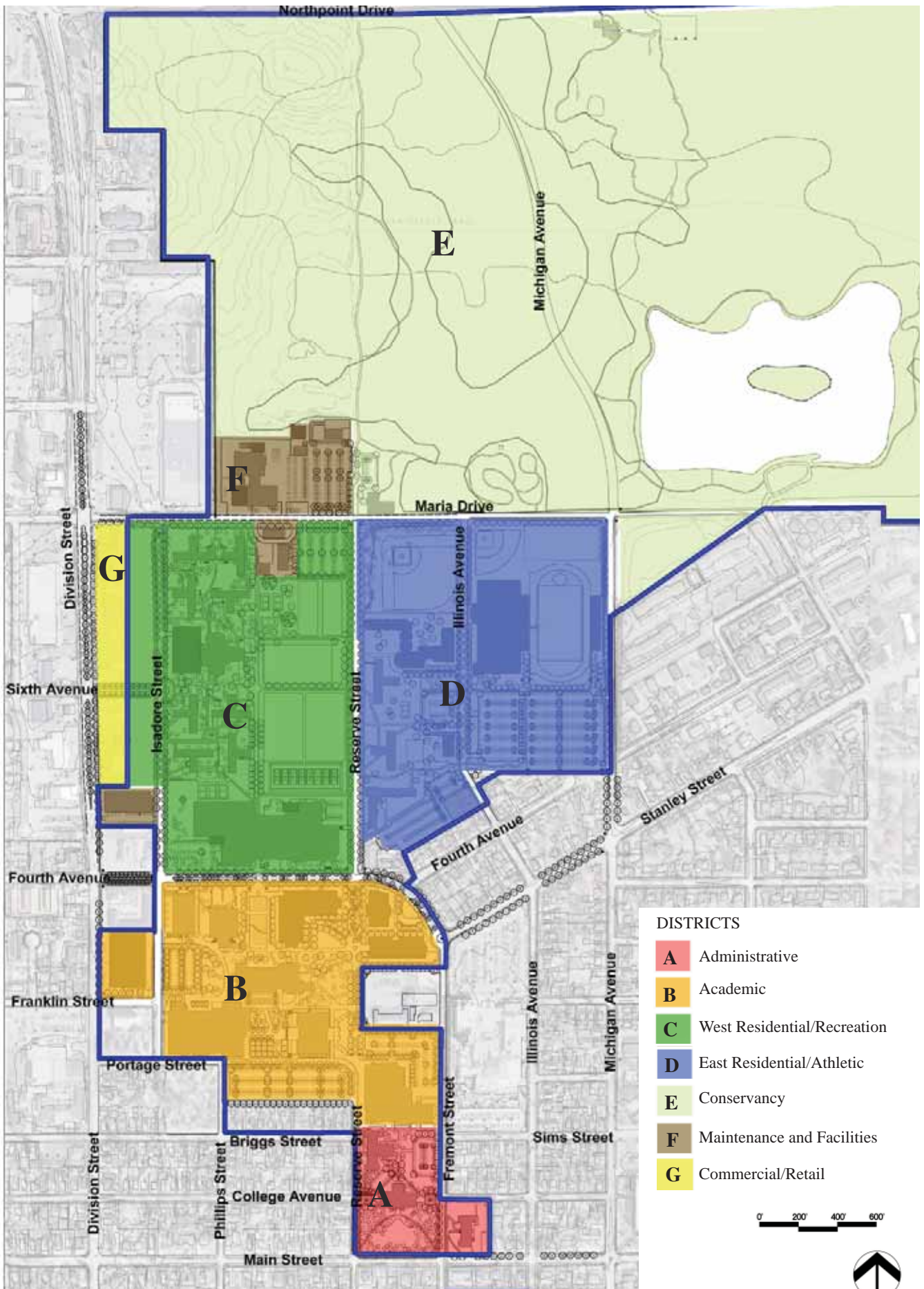
Schmeeckle Reserve plays a key role in campus life. The master plan recommends retaining the reserve's current sustainable use and management approach. A new visitor's center is planned for a small site within the southern portion of the reserve to accommodate space needs. This location will also provide a stronger link between campus and the reserve. Master plan recommendations for open space and landscape treatments, described on the following pages, also strive to incorporate the natural character of the reserve in key locations on the main campus; define the campus edge and gateways to include the reserve; and strengthen the visual link between the reserve and the main campus. The addition of appropriately designed signage or identity features at key locations on the streets surrounding the reserve are also recommended.

Maintenance and Facilities District

The master plan recommends keeping maintenance facilities concentrated in its current location, they are already established away from the heart of campus. Several small buildings or additions are proposed for this district to fulfill space needs. Proper, effective screening of parking and loading areas is recommended to reduce the visual impact of these facilities and reinforce the less public nature of this district.

Commercial District

The city of Stevens Point has designated the properties along Division Street from Maria Drive to Fourth Avenue as part of a Tax Incremental Financing (TIF) district. The campus is interested in negotiating their property boundary in this area so that the commercial district and campus can develop high quality buildings and sites. Commercial redevelopment in this area should serve the daytime campus population and on-campus residents as well as the broader community of Stevens Point. Buildings should be sited to establish convenient and safe pedestrian connections. Since this area does not have a "back" side, buildings should be designed with the intent that all façades are treated with equal articulation and level of finish. Creative development in this area will provide increased employment and business opportunities, while presenting an attractive and welcoming front door to the campus.



- DISTRICTS**
- A** Administrative
 - B** Academic
 - C** West Residential/Recreation
 - D** East Residential/Athletic
 - E** Conservancy
 - F** Maintenance and Facilities
 - G** Commercial/Retail



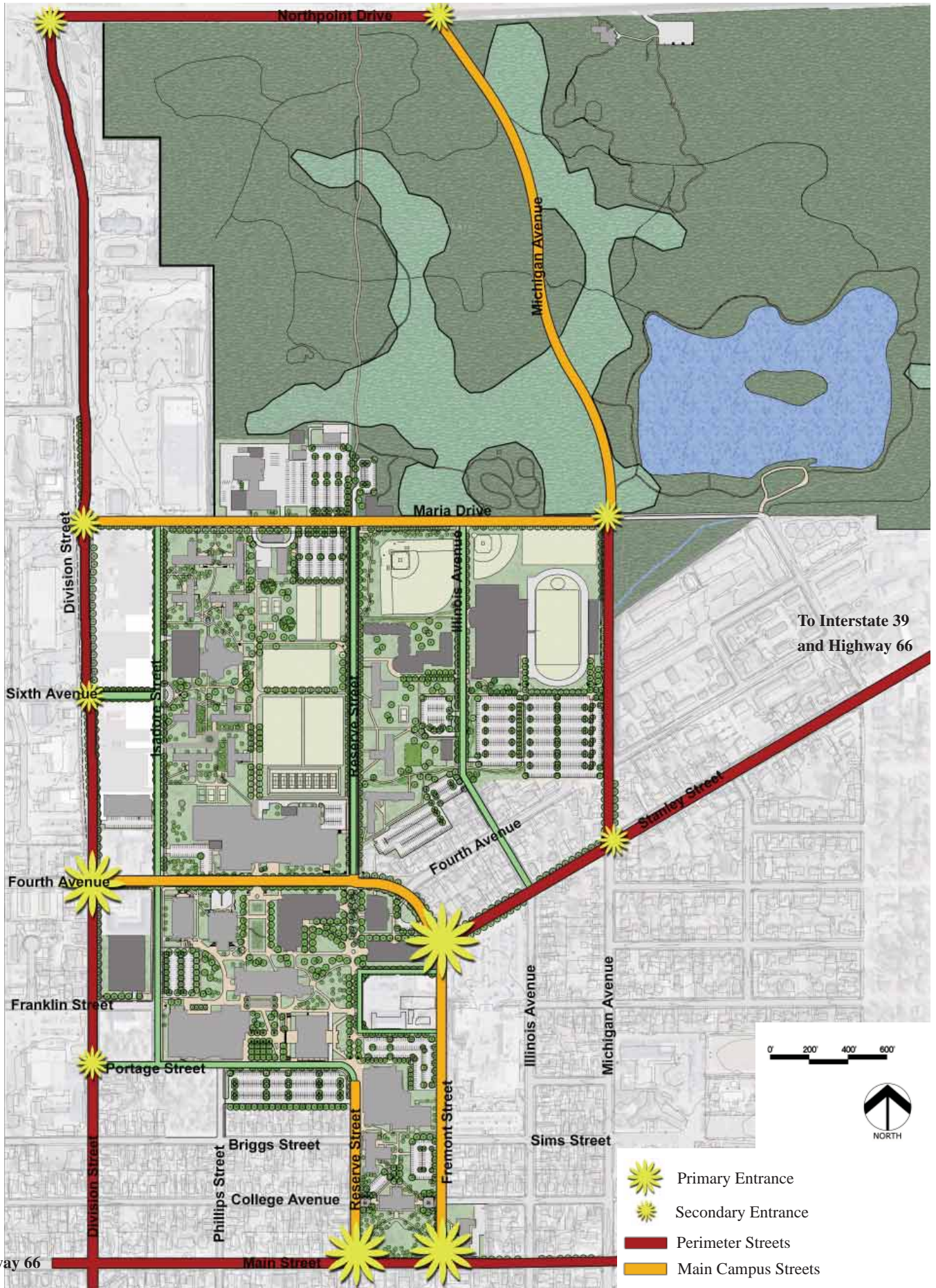
Vehicular Circulation

Campus Entrances

Changes in highway designation, as identified during the analysis phase, will have some effect on vehicular circulation as it relates to campus approaches and entrances. Three choices for access to campus should all be identified on Interstate 39: Hwy 66 (Main Street), Stanley Street and Division Street. Since traffic will consist of both visitors and everyday commuters and residents, it is important that all approaches be equally inviting. These three exits from the interstate will correspond to three major campus entrances: Main Street at Fremont and Reserve Streets; Stanley Street at Fremont Street; and Division Street at Fourth Avenue.

Several secondary entrances to campus exist and should be announced as well. They include Michigan Avenue at Northpoint Drive, Maria Drive and Stanley Street. These will become more important in the future with the addition of the multi-use sports complex. Along Division Street, secondary entrances are recommended at Northpoint Drive, Maria Drive, Sixth Avenue and Portage Street. Campus entrances should be identified, treated as gateways to campus and include campus identification signage. They should also include street furnishings: street lighting, banners, street trees and other plantings and seating.

The campus master plan recommends the campus undertake a project to design entrance features for the gateways to campus shown on the campus master plan. These gateway designs should reinforce the proposed streetscape improvements, consider the proposed new buildings adjacent to the gateways and respond to the existing sign program on campus.



Highway 66

Campus Approaches and Gateways

University of Wisconsin-Stevens Point Master Plan

Campus Circulation

The most immediate vehicular improvement suggested in the master plan is relatively simple – return Reserve Street to a two-way street. This will require Reserve Street to be widened slightly, and the campus will need to sacrifice a sliver of land on the west edge of the Old Main lawn for this purpose. The result will be improved access into campus at this significant location.

Converting Fourth Avenue into the campus “main street” is another significant recommendation that will change the overall campus character, improve wayfinding and engage more fully with the community. The main feature proposed is a median with a bioswale to showcase innovative stormwater management techniques. The new Fourth Avenue will have one vehicle travel lane and a designated bicycle lane in each direction. Pedestrian crossings will, by design, be more concentrated and controlled at “traffic table” locations with bioswale “bridges” at mid-block and at Fourth Avenue intersections with Isadore and Reserve Streets. Bus drop-off and parking currently occurring on Fourth Avenue will need to be relocated when Fourth Avenue is reconstructed. Drop-offs will occur on the west side of Reserve Street, north of Fourth Avenue, which will accommodate bus stacking. Buses will then move to a different location for parking during events. Depending on the phase that Fourth Avenue reconstruction occurs, this exact location may vary.

Another circulation improvement would include the introduction of a roundabout at the intersection of Stanley Street and Fremont Street to improve traffic flow and create one of three major gateways to campus. The roundabout will be designed to accommodate the buses, trucks and emergency vehicles that travel this route.

Closure of a short segment of Reserve Street to alleviate safety concerns at the very busy pedestrian crossing between Portage and High Streets at the Albertson Library and the Dreyfus University Center is recommended. Closing this one block segment to through vehicular traffic will provide a safe pedestrian connection between the academic core and the University Center. Because it is important to retain service, loading and fire access to the area, this pedestrian zone will be designed to accommodate these needs.

As previously stated, service access to all buildings on campus is important and shall be retained or re-configured, depending on the specific design changes.

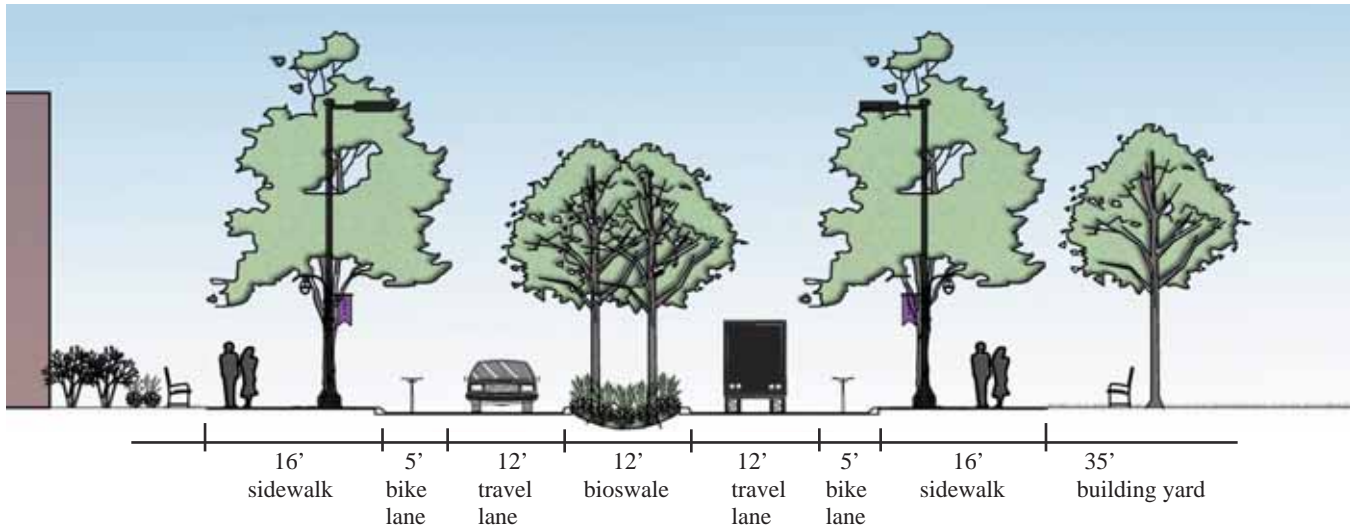
Perimeter Campus Streets

As a major campus entry, Division Street is proposed to be reconfigured to include a vegetated boulevard, where dimensions allow. This will permit the addition of street trees and other vegetation, signage, lighting and banners to announce to vehicles that they have entered the campus area. When the TIF district is redeveloped, buildings should have a maximum setback from the street to create a pedestrian scaled streetscape along Division Street, see section on the following page.

Pedestrian and Bicycle Circulation

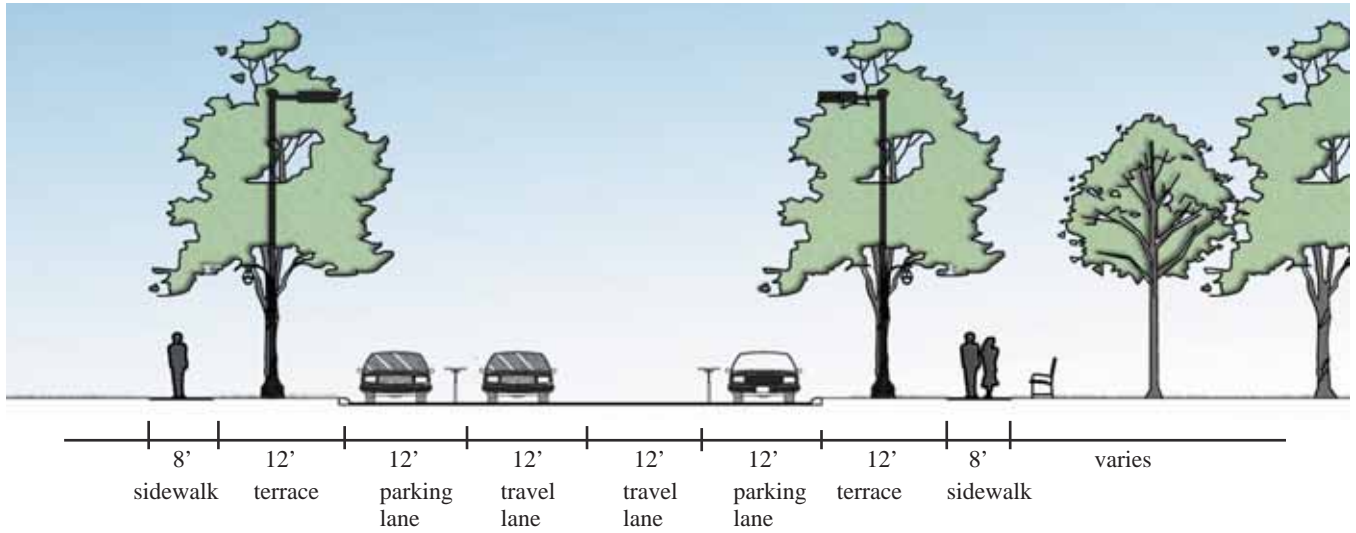
The master plan proposes creating a clear hierarchy of pedestrian pathways within campus. The significance of each pathway will be reflected in path width, materials, landscaping and amenities provided. Creating a hierarchy also improves way-finding on campus, as circulation routes become more logical and obvious. The diagram depicts the proposed primary, secondary and tertiary pathways. Consideration should be given to reducing the amount of walks, while still providing convenient access, as a way of clarifying circulation routes and reducing impervious surfaces and maintenance costs.





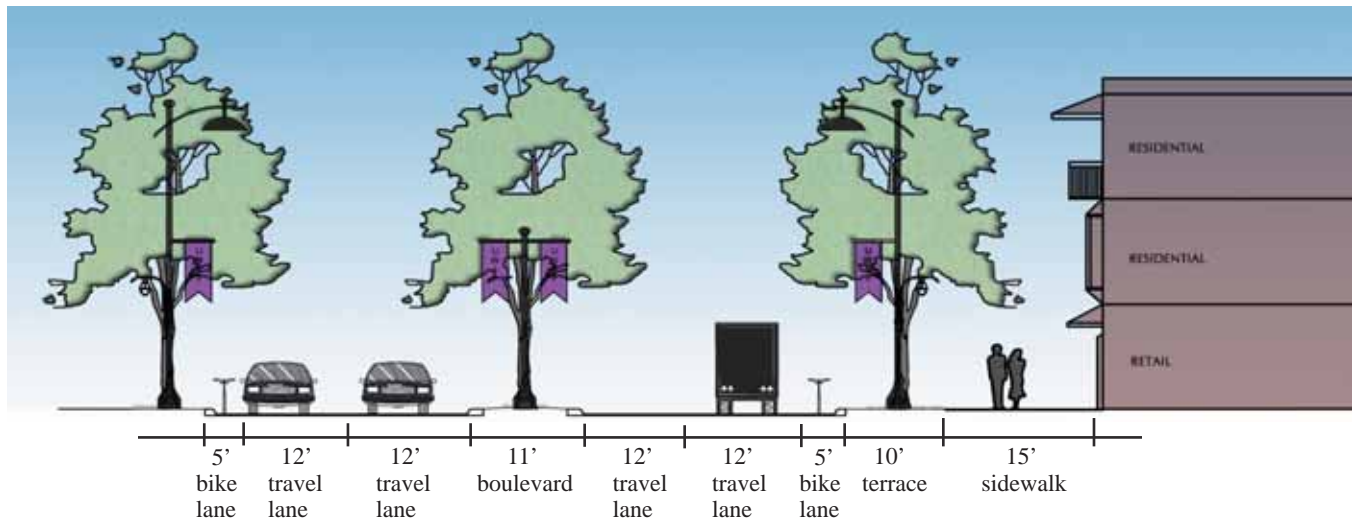
16' sidewalk
5' bike lane
12' travel lane
12' bioswale
12' travel lane
5' bike lane
16' sidewalk
35' building yard

Fourth Avenue as campus "Main Street"



8' sidewalk
12' terrace
12' parking lane
12' travel lane
12' travel lane
12' parking lane
12' terrace
8' sidewalk
varies

Reserve Street north of Fourth Avenue



5' bike lane
12' travel lane
12' travel lane
11' boulevard
12' travel lane
12' travel lane
5' bike lane
10' terrace
15' sidewalk

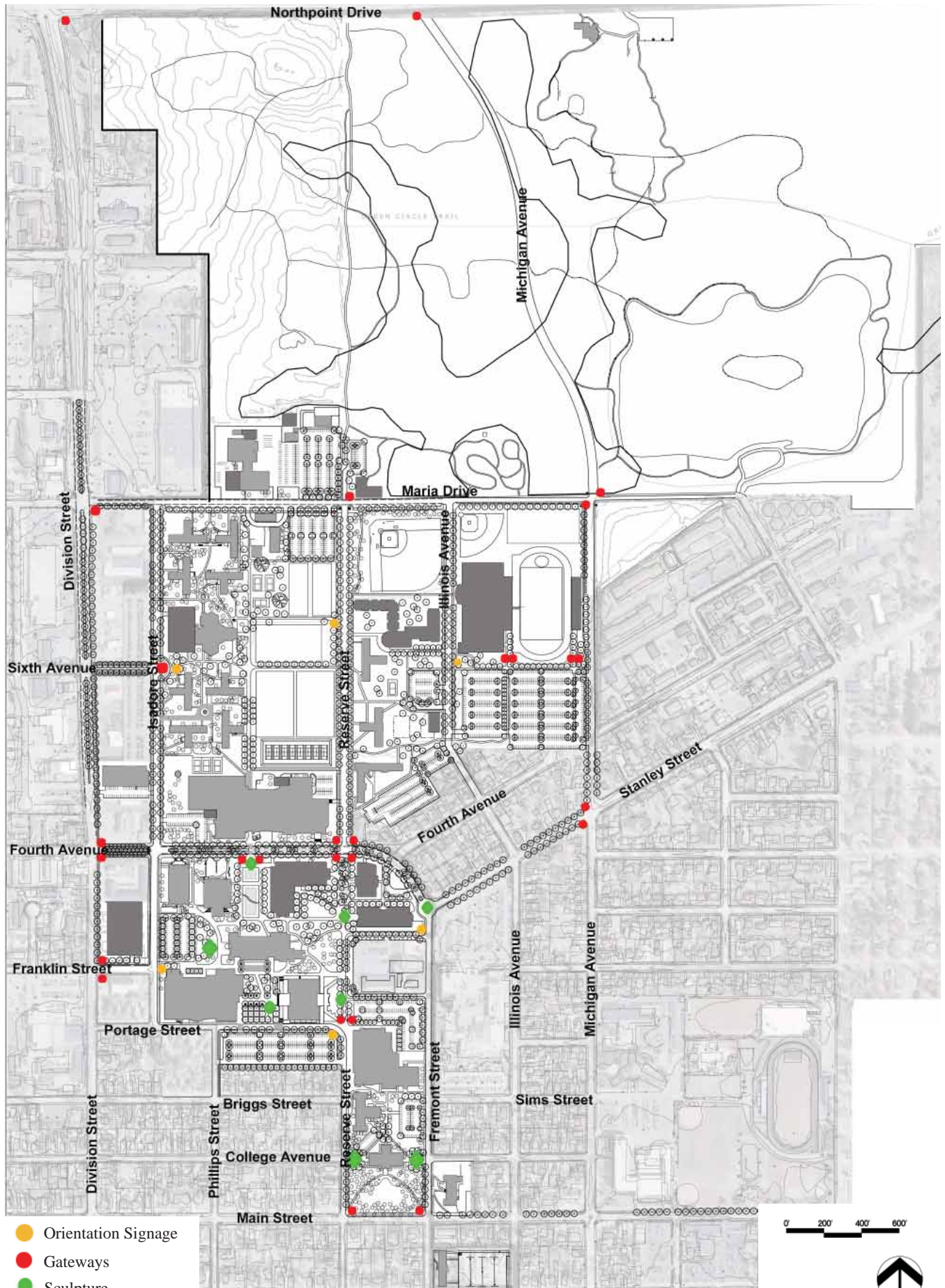
Division Street

Image, Identity and Wayfinding

Providing vibrant on-campus spaces and activities promote socializing, encourage incidental learning and foster a strong sense of on campus community. Enhancements to existing spaces and the creation of new places will support the desire to change the current culture of a four-day-a-week campus to a 24/7 campus. In addition, focusing attention on enhancements to open space, streetscapes and gateways will improve wayfinding by more clearly defining the campus edges, entrances and streets. Circulation and aesthetic changes discussed previously are recommended as both functional and aesthetic improvements that are also intended to dramatically improve campus identity and image. These enhancements will give the campus several identifiable gateways and more readily definable edges. The addition of new campus buildings as a distinctive terminal view of Stanley Street and along Fourth Avenue will provide the campus with a sense of entry and revitalization.

In addition, upgrading amenities on campus will provide a perceivable change in character. The addition of furnishings from the same design “family,” such as benches, street lights, banners and signage will contribute to building a memorable, positive identity for UWSP.

In some instances, existing campus buildings would benefit from the addition of building-mounted banners to enhance campus identity, reinforce a building’s identity, or announce a special program or event. The eastern wall of the Albertson Library can be seen from several blocks away approaching the campus on Stanley Street. A large banner identifying campus and/or the Albertson Library would be a welcome addition of color and identity for the campus. The blank walls of the Health Enhancement Center as seen from Fourth Avenue could benefit from the use of banners, to announce seasonal sports events, the Special Olympics or other programs. A smaller banner, added to the façade of the Science Building near the main entrance, could showcase science programs or celebrate the planetarium.



Campus Image and Identity

University of Wisconsin-Stevens Point Master Plan

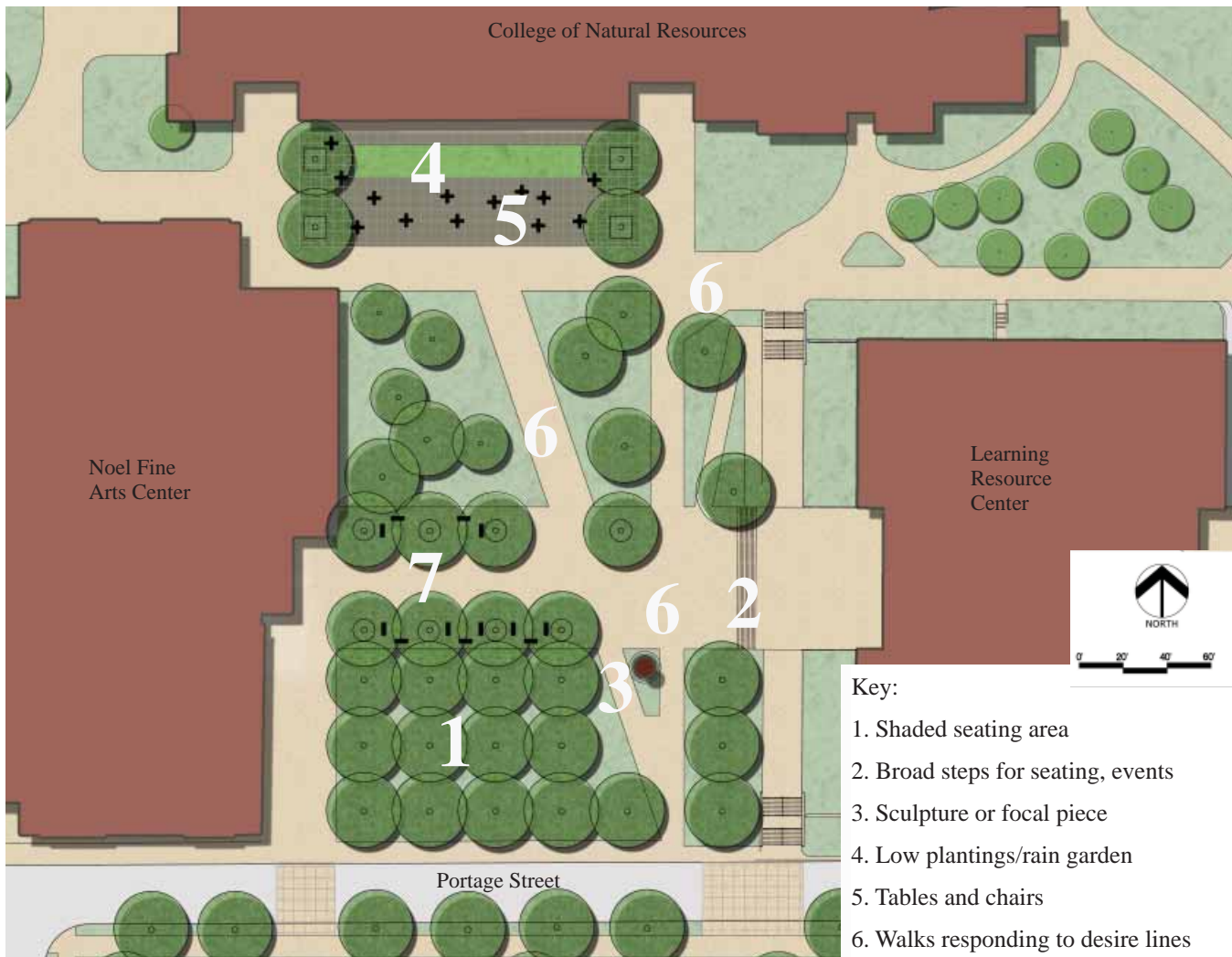
Campus Places

“Campus places” is a term that is used to describe prominent areas of campus identified by the master plan for redesign or new outdoor spaces created by the campus master plan. These enhanced or new spaces will improve the campus image and provide enhanced outdoor spaces for a variety of uses including group study, recreation, relaxation, education and events. These include the redesign of open spaces surrounding the College of Natural Resource (CNR) including the Specht Forum, North Quadrangle, West Quadrangle, East Quadrangle, Residence Promenade, Pointer Promenade, Pointer Plaza, Class Gift Courts and Reserve Pedestrian Mall. In general, campus places are areas that can be improved significantly without the need for major building construction or demolition to drive them.

Specht Forum

While this area was once a popular gathering space, its character has been altered with the recent addition to the Noel Fine Arts Center. Although still used, these changes have created an environment that is less than conducive to comfortable relaxation. Improvements have recently been made to the Specht Forum, including the addition of a walk providing direct access to the mural, and perennial/shrub/tree plantings as part of the fine arts addition.

The following graphic is meant to be conceptual only. More details will be explored when a full re-design is promoted. The master plan illustrates a revitalized space, well balanced between hardscape and softscape. The landscape is a combination of lawn and shade trees and gardens of native plantings. The mural is showcased by the addition of a linear planter containing low perennial native plantings. Rain gardens to manage storm water run off from the pavement are integrated into the native plantings. Sculpture enlivens the space and helps balance the now off center mural. Seating is provided in a variety of arrangements; traditional benches, seat walls, tables and chairs, located in both shaded areas and the sun pocket created near the mural. Walks are arranged to address pedestrian circulation patterns, with a key diagonal walk focusing attention on the mural. A grove of tree plantings between the Specht Forum and Portage Street defines the southern border of the space. The final design of Specht Forum must provide a 30’ fire access lane between the Noel Fine Arts Center and CNR.



Specht Forum

The Terraces at Old Main

Recommended enhancements to the landscape around Old Main include removing sections of parking Lot A on each side of Old Main, and replacing them with pedestrian-oriented terraces containing sculpture, seating, plants or other amenities. These highly visible locations offer an opportunity to showcase class or other donor gifts and create places for both informal and formal gatherings. Programmed activities in the terraces will draw people to Old Main, and strengthen the link between it and the campus core. Decorative paving and high quality materials will enhance the traditional setting of Old Main and its surrounding landscape. Once a design is developed, such plaza spaces could be developed in phases as donations are accumulated and donor pieces are received.



West and East Terraces at Old Main

Moses Creek Natural Corridor

The master plan recommends creating a natural corridor reminiscent of Moses Creek, the stream that previously dissected the land on the north tier of campus and was piped in the 1930s. While “day-lighting” Moses Creek was deemed impractical, recreating a natural corridor to capture and manage storm water runoff is appropriate and realistic. This green corridor will also draw some of the natural features of the reserve into the main body of campus. The Moses Creek Natural Corridor will follow an “urban” pathway through the campus, as the need for parking and buildings precludes following its original route. The corridor will be vegetated with species tolerant of both moist and dry conditions, as these systems can adapt to a broad range of rainfall.



Key:

- 1. Bioswale
- 2. Picnic area
- 3. Rain garden
- 4. Research/Organic Gardens

Pointer Plaza

Pointer Plaza provides the campus with a lively and colorful space for tailgating and other social gatherings prior to or after an event at the new stadium. On the outside of the stadium fence, the area includes a bioswale flanked by lawn areas equipped with grills and picnic tables. Once inside the gates, the tree shaded plaza offers a graciously scaled space for food and Pointer paraphernalia vending, seating and circulation.



Key:

1. Bioswale
2. Picnic area
3. Gates to plaza
4. Vending/Food Court

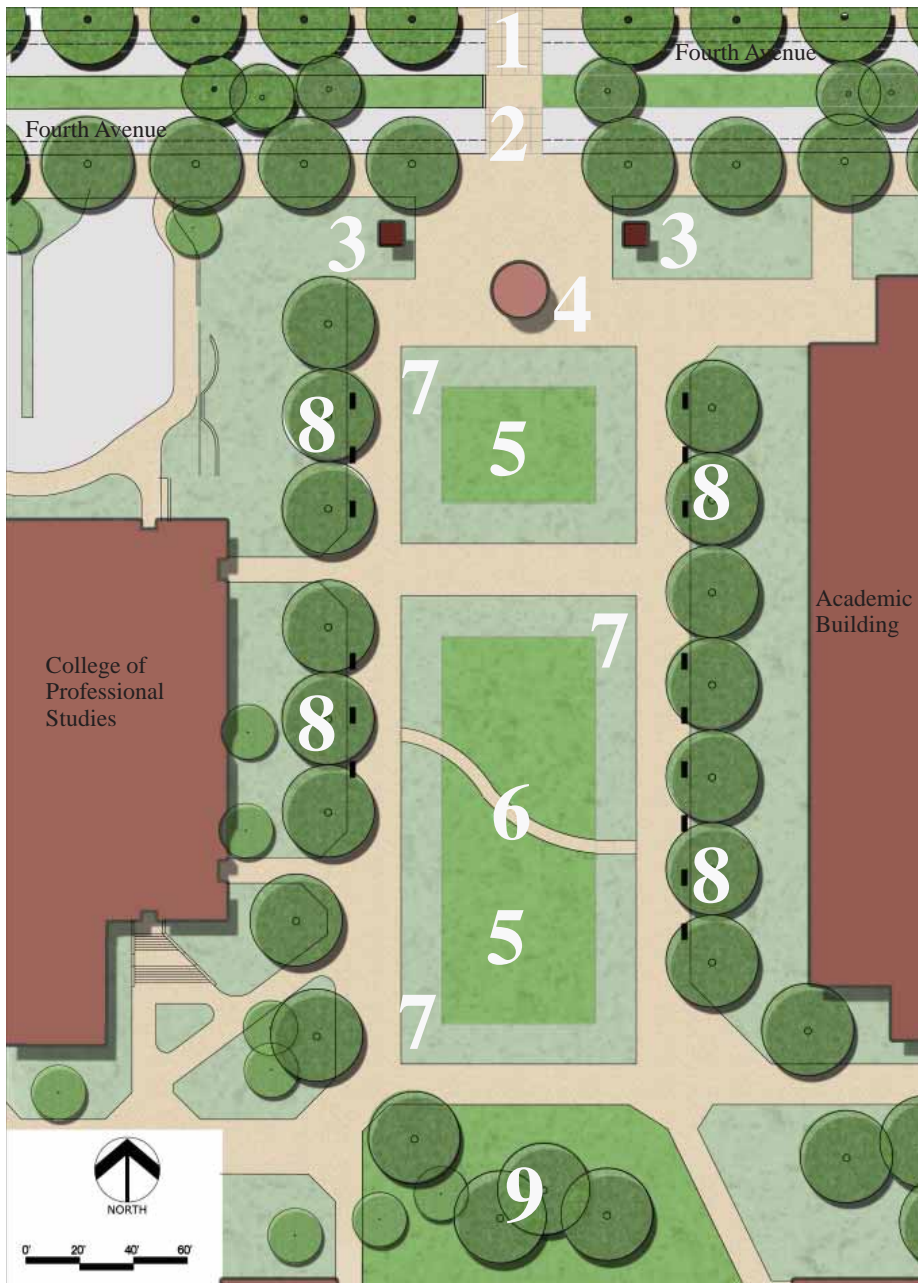
North Quadrangle

A new quadrangle is created when the existing Science Building is razed and replaced with a new building. Pedestrian circulation will change location across Fourth Avenue, from the interior corridor through the HEC to the academic core. A “bridge” over the bioswales allows a pedestrian to cross Fourth Avenue mid-street. This major pedestrian corridor expands to become a quadrangle formed by the buildings surrounding it. A gateway element welcomes pedestrians to North Quadrangle as they enter from Fourth Avenue. The interior of the quadrangle incorporates a raingarden edged with lawn. The raingarden will infiltrate roof water from the surrounding buildings. Walks on either side of this new open space will allow for seating, lighting and bicycle parking. The south end of the quadrangle offers an opportunity to provide a featured landscape of native plantings suitable for a more shaded

environment. Pathways with special paving will connect the Health Enhancement Center directly into the academic core. On the north side of Fourth Avenue, near the entrance to the HEC, a smaller hardscape plaza will provide seating, bicycle racks, an orientation kiosk with information on athletic and intramural events and a spacious scaled space for circulation.

West Quadrangle

Parking lot E will be reduced in size to minimize intrusion of parking into the campus core. The recaptured green space creates an opportunity to enhance pedestrian circulation; provide the CNR building with a more suitable landscape setting; and increase space for an environment that fosters incidental learning, individual studying and relaxation.



North Quadrangle

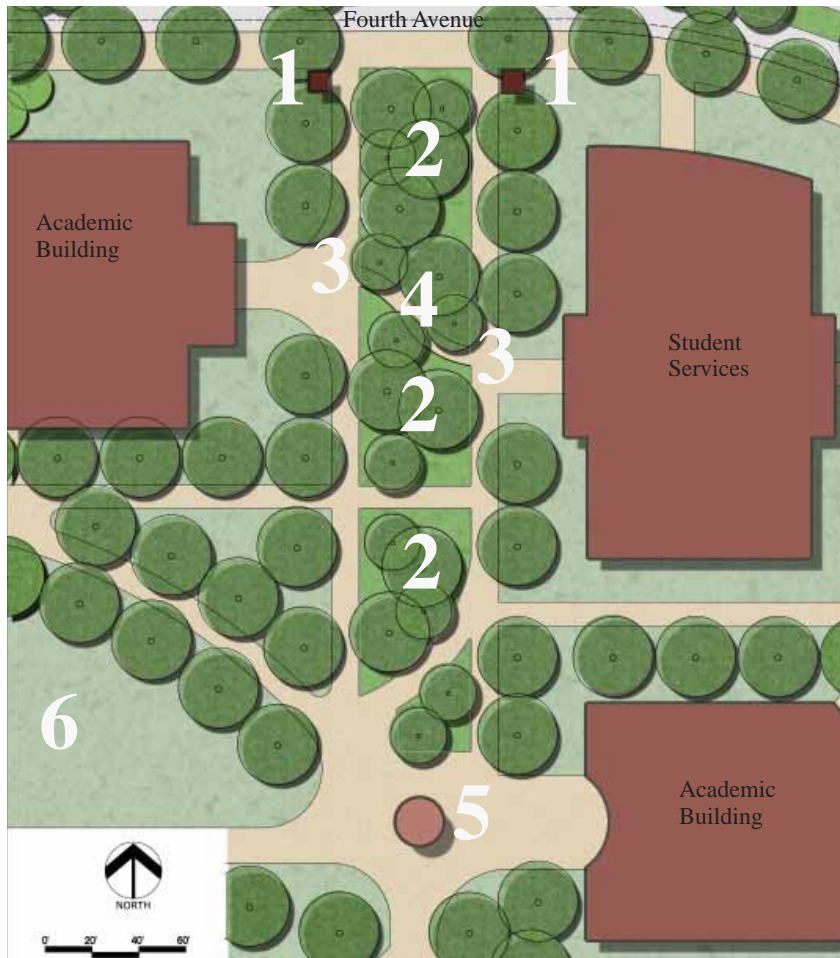
Key:

1. HEC Entry Plaza
2. Bioswale bridge
3. Pedestrian gateway feature
4. Sculpture
5. Rain garden
6. Boardwalk through rain garden
7. Lawn panel
8. Benches under the trees
9. Native plantings

East Quadrangle

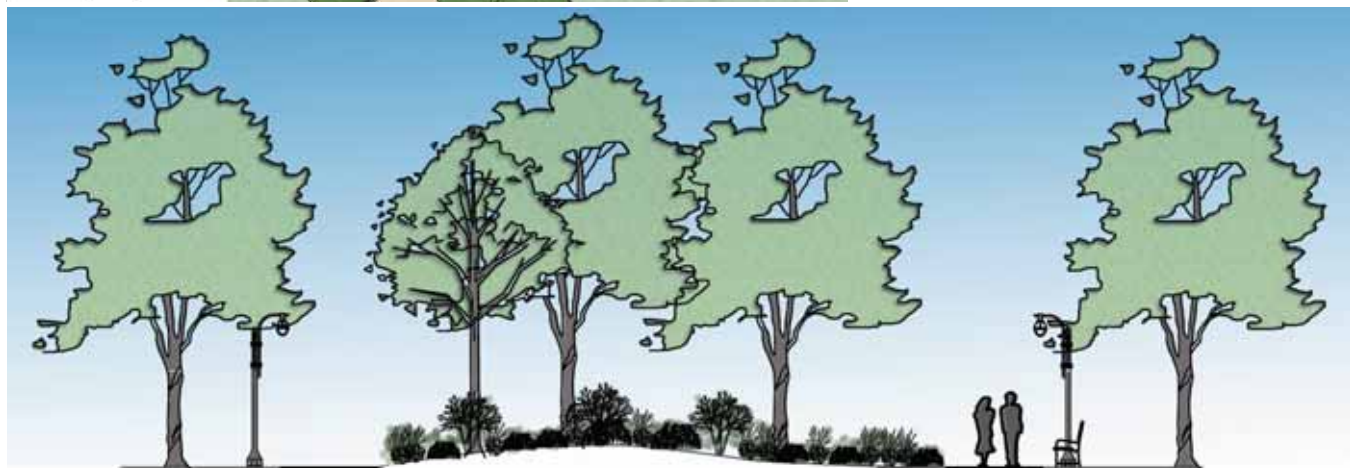
The following graphic is meant to be conceptual. This area currently serves as a naturalized pathway on the old Reserve Street corridor. When the new Student Services Center is constructed on Lot X, this space will need to be restored or redesigned. The East Quadrangle provides the campus with an outdoor space that is different in character from the Forum, West and North Quadrangles. It offers the campus one of its strongest opportunities to link Schmeeckle Reserve to the core of campus. The landscape of this quadrangle takes its character from the wooded

landscape of the reserve, visible at the north end of Reserve Street. Native trees and ground cover, with minimal areas of manicured lawn, repeat the landscape palette found to the north. Whether this area is restored or redesigned, walkways should provide clear circulation and contain seating and other site amenities. A pedestrian gate at Fourth Avenue announces the quadrangle and is visible to vehicular traffic as it passes by. A vehicular gate to the north side of campus completes the intersection. The area will bring the naturalized experience of Schmeeckle Reserve further into the campus core.



Key:

1. Gateway
2. Native woodland ground covers, shrubs and trees
3. Walk with seating, lighting, trash receptacles
4. Walkway through native plantings
5. Sculpture
6. Sloping lawn in sun pocket



East Quadrangle

Proposed Facilities

New facilities have been sited in response to known space needs and future space needs not yet identified for specific programs.

Locating new facilities along Fourth Avenue and in other key locations will also create a “Main Street” for the campus and strengthen the connection between the campus and the community. Proposed building locations are based on land availability at the time when the facility is needed, and the functional relationship of the proposed facility’s use to other campus functions. Properly located new buildings can create vibrant new open spaces on campus. Anticipating future needs will insure that shorter term decisions do not preclude opportunities for making good planning choices in the future.

Residence Halls – (identified as “A” in the adjacent graphic)

UWSP will be updating the housing options available to students who prefer to live on campus. Current and incoming students expect more housing options, so it would be beneficial to remodel or rebuild most of the existing facilities. In addition, the current residence halls have many deficiencies with respect to universal accessibility. Since it is not financially feasible to undertake a wholesale replacement of the housing stock, a combination of remodeling, renovation and a new residence hall are in the plans. In fact, renovation and reuse of existing buildings is a sustainable approach to upgrading on-campus living.

Residence halls north and south of DeBot Dining Center are recommended for renovation, including updated interior finishes. Renovations will be done using recycled, and/or sustainable materials as practical. The residence halls east of Reserve Street will also be renovated into a style that will be determined in the future by the housing services. A new 300-bed suite-style residence hall will be located east of Reserve Street. In the future, Hyer Hall may be razed and replaced with an additional 200-bed suite-style residence hall. The new halls will provide frontage on Reserve Street. It is important that the new halls relate to the multi-purpose sport complex. The increased and improved on-campus housing styles will encourage students to stay on campus during the weekends and to live on-campus for a greater length of their undergraduate experience.

Nelson Hall is a historic building that was once used as a residence hall. When the residence halls north of Fourth Avenue were erected, Nelson Hall was converted into office space. The campus would like Nelson Hall to remain in campus use, although the program for the space needs to be determined. Re-converting it to a residence hall is not financially realistic. However, uses such as a visitor center, alumni center, or international student center are more realistic options. Given its prominent location opposite

of Old Main, Nelson Hall should be viewed as valuable campus property.

South Hall is an attractive residence hall for upper classmen and should remain online until it is no longer needed due to the construction of new facilities or becomes financially inefficient.

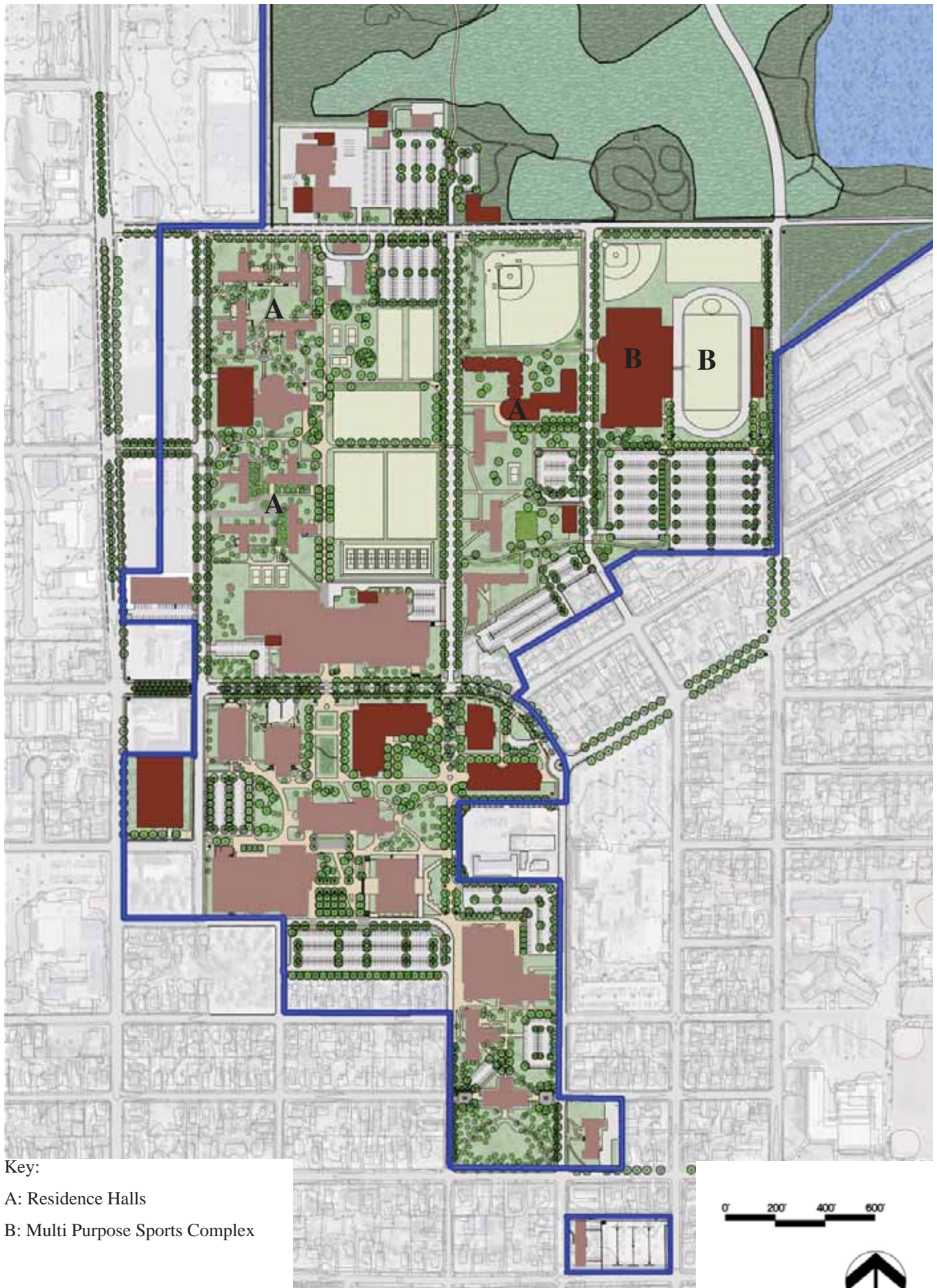
MultiPurpose Sports Complex - (identified as “B” in the adjacent graphic)

The master plan recommends that UWSP become a destination. Many campus athletic events are currently held off-campus, using facilities that are not owned by the university. As a result, alumni and students who might linger on campus before or after a sporting event do not even visit the campus for those activities.

The high demand and need for multiple practice football fields results in a large majority of campus open spaces that are off-limits to the general campus population. Increased demand for intramural sports further exacerbates this shortage of space for recreational fields. Consolidating practice fields and creating more recreational/intramural fields will benefit the entire campus.

To address these needs, a new multipurpose sports complex is proposed. It is recommended that the complex include a combination track, soccer and football field, stadium seating for 6,000, storage, athletic offices and an indoor ice arena. A synthetic field will reduce the need for multiple practice fields, and would free up land in the north campus for more inclusive uses. The complex is located near the intersection of Maria Drive and Michigan Avenue, which provides good vehicular and pedestrian access. Given that a majority of its use will occur on weekends and evenings, parking could be shared in Lot Q, south of the proposed site.

In addition to athletic and recreational sporting events, additional uses could be accommodated in this venue. These include: outdoor commencement, Special Olympics, concerts and performances. Public and private high schools and other organizations in need of a venue of this size and type could work out a rental agreement with the university.



Key:

A: Residence Halls

B: Multi Purpose Sports Complex

Proposed Facilities

University of Wisconsin-Stevens Point Master Plan

Cardio/Strength Facility - (identified as “C” in the adjacent graphic)

The majority of cardio and strength uses are currently segregated between the Allen Center and the Health Enhancement Center, respectively. Some conflicts between varsity practice/training sessions and non-varsity athletes workout sessions currently exist at the HEC, which would be resolved with a new and enlarged facility. It is recommended that the Allen Center be replaced as the new residence hall east of Reserve Street is constructed. The new residence hall footprint is large enough that it will preclude retaining the Allen Center without severely compromising circulation patterns and its relationship to the residence halls.

The new center should be located near the new multi-purpose sports complex, as it is near the residence halls yet the building scale and style fit closely with this redeveloped area of campus. This new facility will serve the general campus population.

Academic/Science Building - (identified as “D” in the adjacent graphic)

A new academic building is needed to satisfy current space deficiencies on campus. Because the campus is in a modest growth mode and because the style of teaching and learning has changed dramatically over the past few decades to include more group learning, larger rooms are needed to accommodate additional students, new equipment layout and different use patterns. While this affects all programs, the science labs are the most difficult to modify/update because of the permanent nature of the lab setup. It may be most efficient to build a new Science Building and raze all or a portion of the existing Science Building.

A new academic building is located on part of parking Lot X. The prominent location of this building will serve as a gateway into campus at Stanley Street. As it also faces Fourth Avenue, the building will enhance the redevelopment of Fourth Avenue as the campus “Main Street.” This site is large enough that it will allow for future building expansion.

The building location allows the existing Science Building to be utilized during construction. After construction, the Science Building could be renovated for another use, or demolished and replaced, based on adaptive reuse potential. Once a new science building is constructed, or the potential reuse/obsolescence of the current science building is determined, the eastern portion of the existing Science Building could be demolished; this would provide additional space for new construction. This site is sufficiently large enough to allow either a second building on the site or room for future building expansion. Segregating the diverse uses would facilitate operations and building facility space would alleviate the space shortage. The master plan recommends full replacement of the Science Building in the future.

Student Services Center - (identified as “E” in the adjacent graphic)

The existing Student Services Building was constructed in 1952 as the campus library and is located northeast of Old Main. There is an inadequate amount of space for the number of services provided. Although it houses the disability office, ADA accessibility is poor throughout the building. It is necessary for the campus to replace this building in the near future.

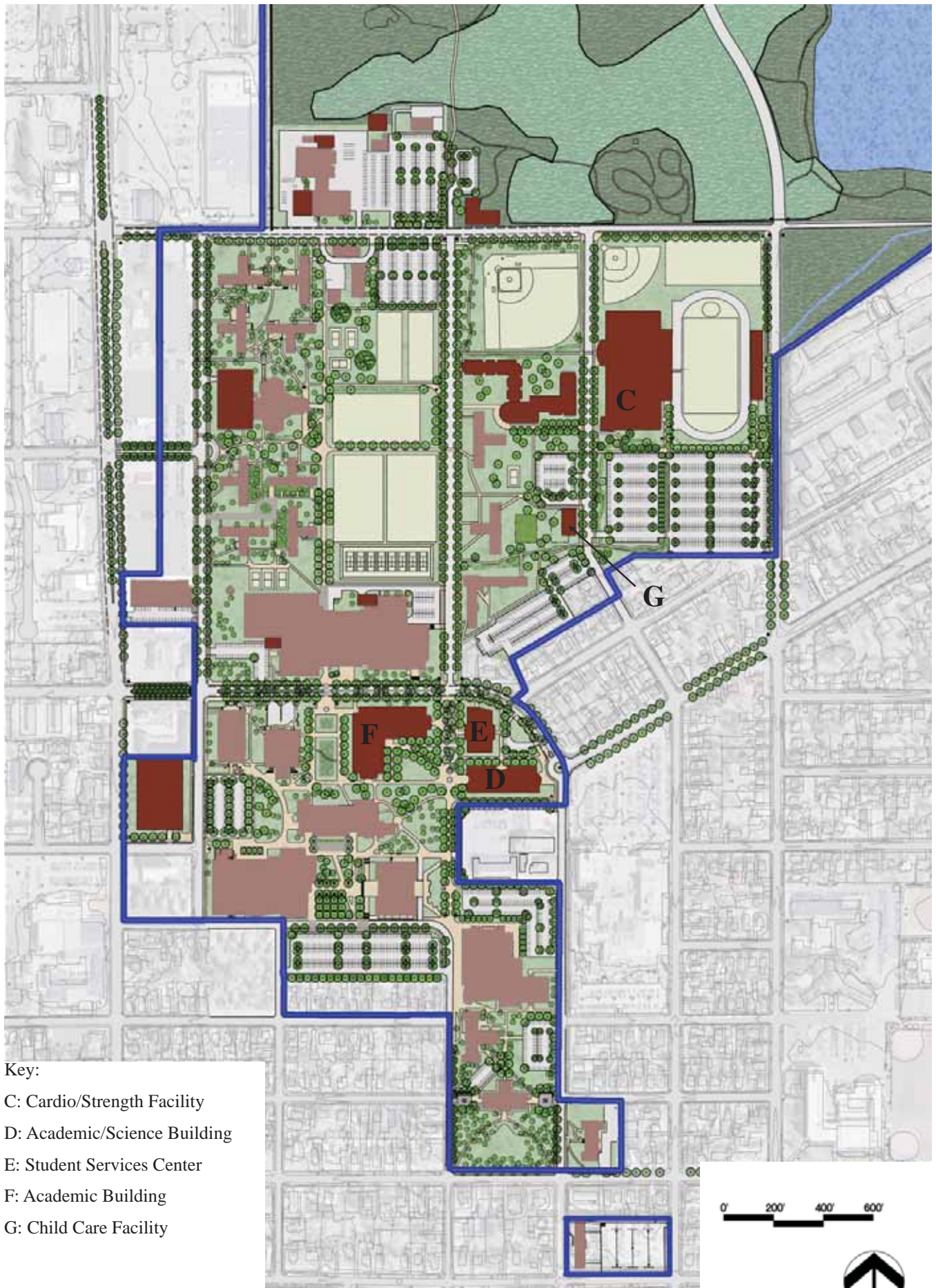
The location of this building is important because it serves the students on campus. This building is shown to be located on a portion of parking Lot X for several reasons: the land is currently available; it is closer to the residence halls than the current Student Services building; it is near the academic core and the Dreyfus University Center; and is in a prominent location within campus – on Fourth Avenue and near Stanley Street. The program and design of this building should house the student services currently in the Park Student Services, Delzell Hall, and Old Main buildings with the potential of a few other related service departments.

Academic Building - (identified as “F” in the adjacent graphic)

A new academic building is proposed to replace the Science Building, should it be found to need replacement due to obsolescence or excessive renovation costs. This location allows for improved pedestrian circulation; building to building relationships; and enhanced building frontage on Fourth Avenue. This is also a potential location for a new University Center, as it is between the academic core and the residence halls, and is very close to the new Student Services Center.

Child care Facility - (identified as “G” in the adjacent graphic)

A new child care facility is needed to replace the Helen Godfrey Child Care when Delzell Hall is razed. This new facility is recommended to be farther away from the academic core than it is now to provide for a safer setting. Located just south of the Allen Center, there is ample space for fenced-in outdoor activities, parking, and a drop-off area.



Key:

- C: Cardio/Strength Facility
- D: Academic/Science Building
- E: Student Services Center
- F: Academic Building
- G: Child Care Facility

Proposed Facilities

University of Wisconsin-Stevens Point Master Plan

Recreation and Athletics - (identified as “H” in the adjacent graphic)

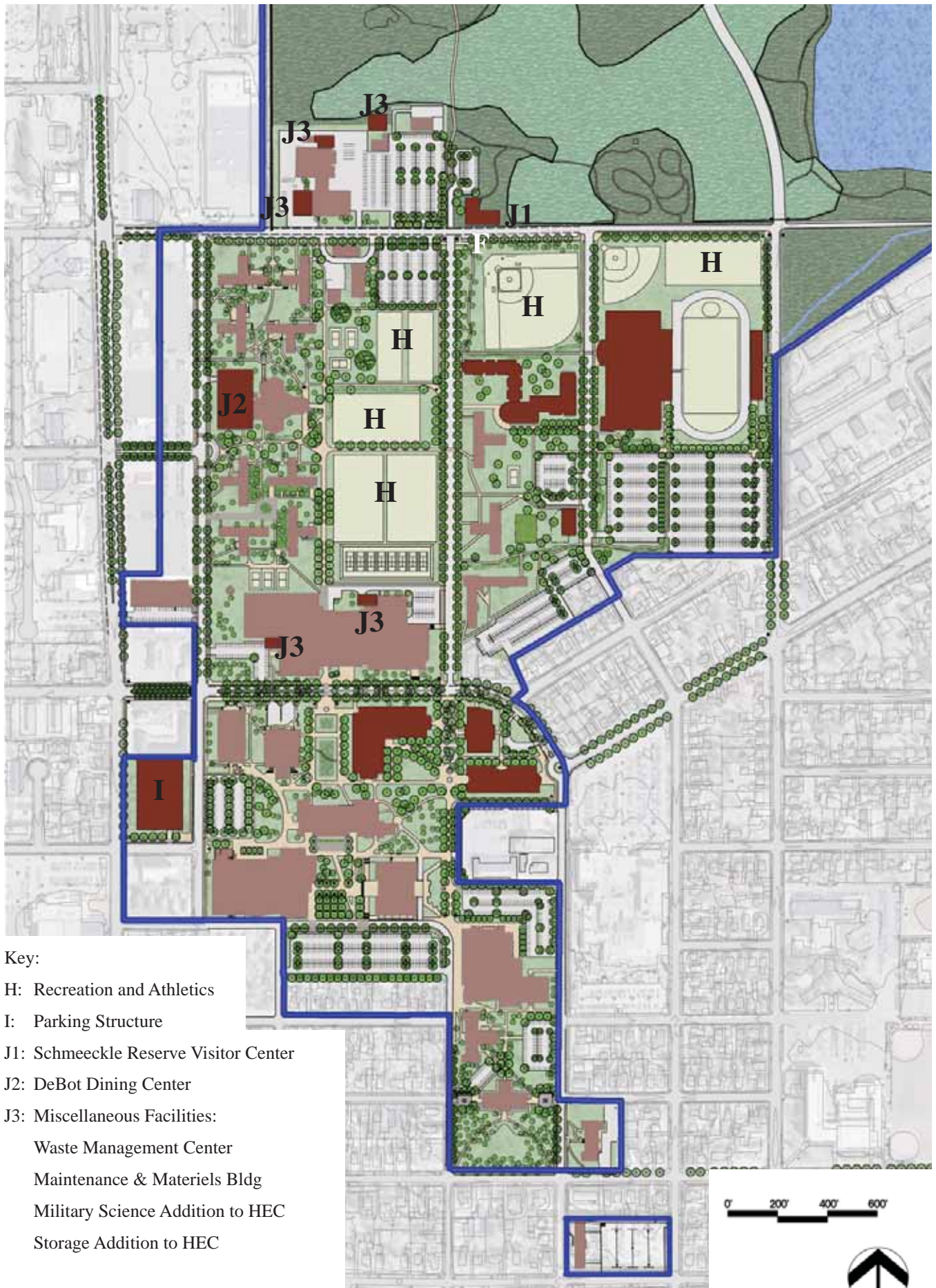
The practice athletic fields (for varsity sport use only) are located near the residence halls, while the recreation fields (for campus wide and intramural use) are located in the northeast corner of campus. These uses should be flipped so that the recreation fields are in closer proximity to the residence halls. The relocation of these fields can be done at anytime; however, it would work best in conjunction with the construction of the proposed multi-purpose sports complex.

Parking Structure - (identified as “I” in the adjacent graphic)

The master plan recommends an overall reduction of on-campus parking and a reallocation of these lands to other uses. A parking structure is proposed just west of the campus core to provide convenient, consolidated parking on campus.

Miscellaneous Facilities - (identified as “J” in the adjacent graphic)

- J1: Making up 70% of the UWSP campus, Schmeeckle Reserve is a great asset, sometimes referred to as an “island of green.” Although it is within short walking/ biking/driving distance from campus activity, it is not fully integrated into campus. The visitor center is located at the northern end of Michigan Avenue, the most northern part of the campus. Even so, the Schmeeckle Reserve Visitor Center is well used by the campus and the broader community. It serves as the trailhead to the Green Circle Trail, holds environmental and educational exhibits and is the location of county, state and Midwest regional meetings. This popular facility cannot support the number of uses that it currently accommodates. A larger facility would be beneficial to both the campus and the public at large. An ideal location for this new building is on axis with Reserve Street, just east of the Maintenance and Facilities District. This allows for close proximity to the residence halls, yet is still embedded within the reserve.
- J2: Replacement of the DeBot Dining Center. Significant changes in the characteristic configuration and operation of commons facilities hinders efficient use. This building should be just west of the existing DeBot Dining Center to allow for the continued use of the center as the new facility is being constructed. Existing DeBot Dining center could be renovated or razed, depending on campus needs at the time.
- J3: Other miscellaneous facilities include: storage additions to existing buildings; storage area to the Waste Management Center, the Maintenance & Materiels Building, and Military Science; and storage additions to the Health Enhancement Center.



Key:

H: Recreation and Athletics

I: Parking Structure

J1: Schmeckle Reserve Visitor Center

J2: DeBot Dining Center

J3: Miscellaneous Facilities:

Waste Management Center

Maintenance & Materials Bldg

Military Science Addition to HEC

Storage Addition to HEC

Proposed Facilities

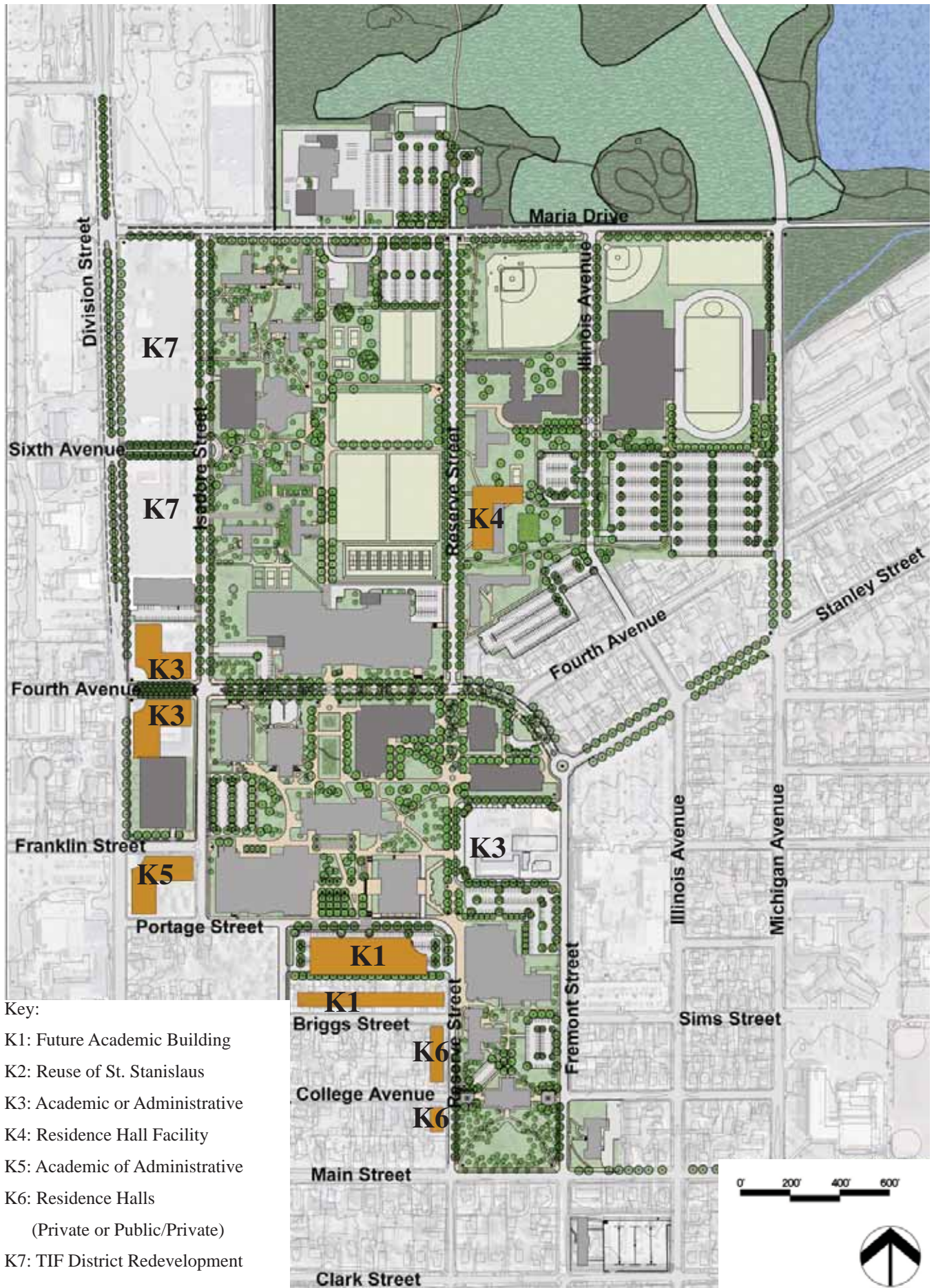
University of Wisconsin-Stevens Point Master Plan

Future Buildings - (identified as “K” in the adjacent graphic)

Although the new facilities previously listed will fulfill the needs of the campus as identified by UWSP prior to the master planning process, there may be unforeseen needs that arise over time or occur beyond the time frame of this master plan. Additional facility locations are identified to preserve future options and insure facilities planned as part of this master plan do not preclude options for future expansion. These new facilities may serve academic, administrative, residential and parking functions. The following facilities are potential development sites:

- **K1:** Future academic building and/or combination academic building and residential units. The new academic building would complete the fourth side of the Specht Forum, continuing to reinforce the academic core of campus. To the east, a small portion of the existing parking lot could remain to support the need for parking on the southern end of campus. Potential residential units would transition from the large scale of the academic building to the single family adjacent neighborhood homes. Townhouse style units with an alley and parking at their rear are realistic for this area. Housing of this type would appeal to graduate students or faculty/staff. It could also be rental or owner occupied. The configuration of this lot will be determined by the future needs and vision of the campus.
- **K2:** If, at some point in the future St. Stanislaus is no longer a church and a school, the university would be well served to acquire it for campus use. While the existing buildings would require evaluation to determine their capacity to be renovated for reuse, adaptive reuse of the existing buildings, especially the church, would retain an important community resource, and support the campus goal of increasing sustainable design practices.
- **K3:** Academic or administrative building. Provides additional campus presence along Division Street while continuing to focus facilities near the campus core. Another use of that parcel of land could be additional parking. A well landscaped parking lot in that location would provide parking for the southern tier of campus. It would also open a view to campus from Division Street and give the Noel Fine Arts Center “room to breathe”.
- **K4:** Replacement and/or expansion of on-campus living facilities. Building should be oriented toward Reserve Street.
- **K5:** Future academic or administrative building. This site might also be viewed as a potential location for a well landscaped surface parking lot, serving the western edge of the academic core and in particular supporting event parking for the Noel Fine Arts Center.
- **K6:** Redevelopment of residential units by private or public/private partnership. The campus should have influence on the character of these units, as the campus image and identity will be affected by this future redevelopment.
- **K7:** Redevelopment of entire TIF District would necessitate campus boundary modifications. Such decisions will be made when the potential for redevelopment presents itself or when the campus wants to promote the redevelopment of the area in conjunction with city support.

This diagram should be viewed as a series of development opportunities. It is doubtful that all of the potential building locations would be necessary to develop in the time frame just beyond that of the master plan.



Key:

- K1: Future Academic Building
- K2: Reuse of St. Stanislaus
- K3: Academic or Administrative
- K4: Residence Hall Facility
- K5: Academic of Administrative
- K6: Residence Halls
(Private or Public/Private)
- K7: TIF District Redevelopment

Future Buildings

Parking

The campus has worked hard in recent years to meet an increasing demand for parking by adding parking spaces and changing the permitting approach. Future demand may be reduced by economic and environmental interests. Given the trade off between providing convenient surface parking and meeting other campus needs and goals, the campus has committed to the reduction of on-campus surface parking over time. The result of this progressive decision will open up land within the campus boundary for a higher and better use and offer opportunities to transform the character of the campus.

The reduction of parking will help the campus achieve many of the goals identified for the master plan: walking will be promoted as a primary mode of transportation and support the health and wellness goal; reduction in parking is more environmentally defensible; and less parking, especially for younger students, means they will be more likely to stay on campus for the weekend, supporting the goal of creating a 24/7 campus lifestyle.

Freshman attending UWSP are currently allowed to bring cars to campus and purchase a parking permit. It is not unusual for university campuses to restrict freshman and even sophomores from having cars on campus. Given the environmentally responsible emphasis this campus would like to showcase, eliminating spaces used by freshman is a policy change that is warranted and supportable. Approximately 800 freshman park on campus each year. Eliminating that number of parking permits would substantially lessen the impact of the reduction in the total number of available parking spaces for the remainder of the campus body.

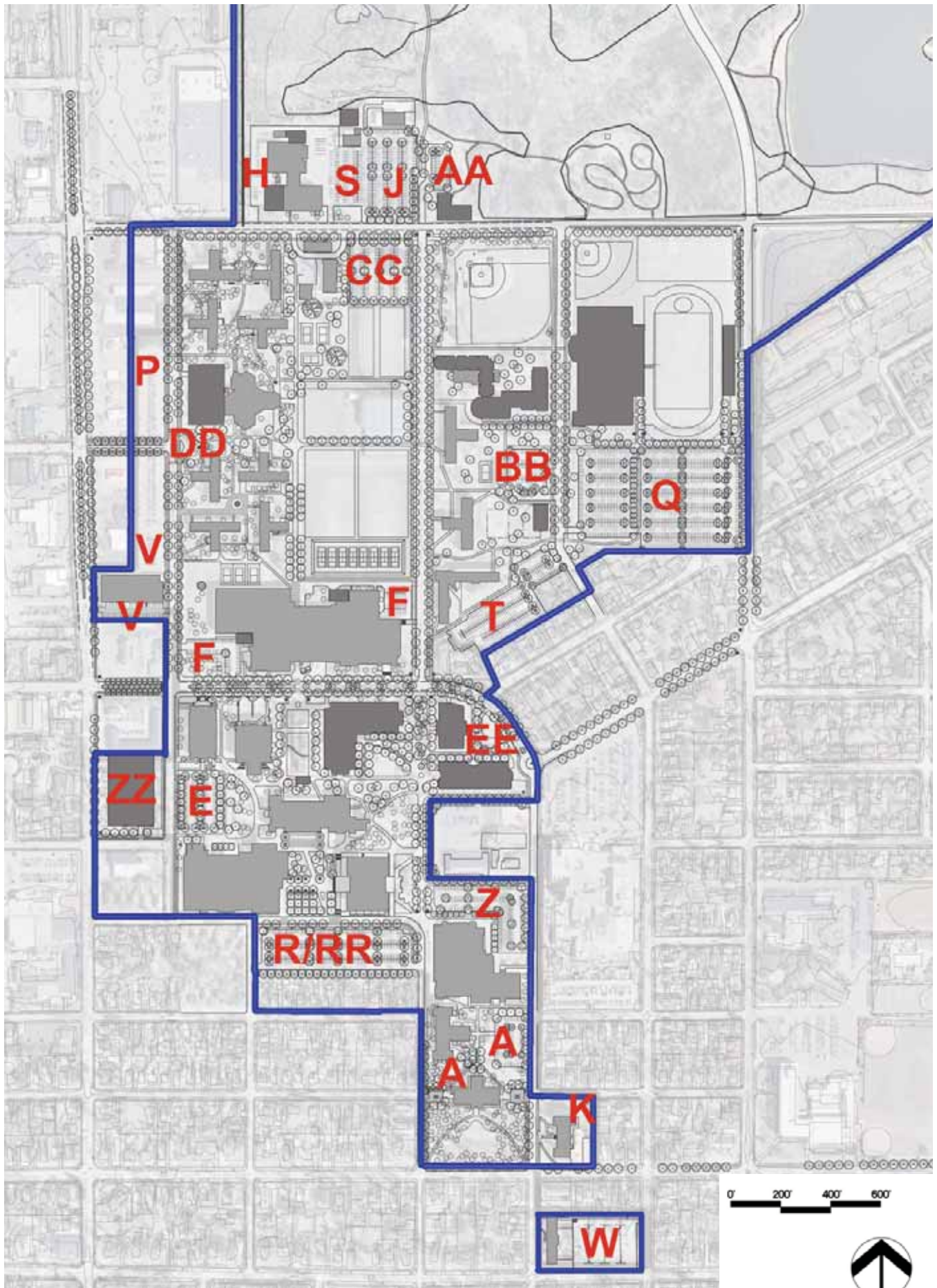
The proposed parking plan includes the removal and addition of several parking lots. In general, parking lots located within the academic core are eliminated due to poor relationship with adjacent buildings; poor relationship to adjacent open space; negative impacts on pedestrian circulation; and opportunities for better land use to meet campus facility needs.

A parking inventory showing proposed parking quantities is located on the adjacent page. For the purpose of this master plan, the campus is divided into three parking zones: west, east and south. This allows an evaluation of the parking spaces lost per phase and per parking zone.

Parking Structure

The proposed campus development will mean a loss of parking in order to achieve new building placement and quality open space. The majority of people driving to and parking on campus are faculty/staff, upperclassman, nontraditional students and students with off-campus jobs. The highest demand is for parking near the academic core of campus, in the area where most of the parking loss will occur as new facilities are constructed. Should a parking structure become necessary, the optimal location is north of Franklin Street between Division and Isadore Streets. This location offers easy to find, safe and convenient parking for campus visitors, and is convenient for visitors to events at the Noel Fine Arts Center and the Health Enhancement Center.

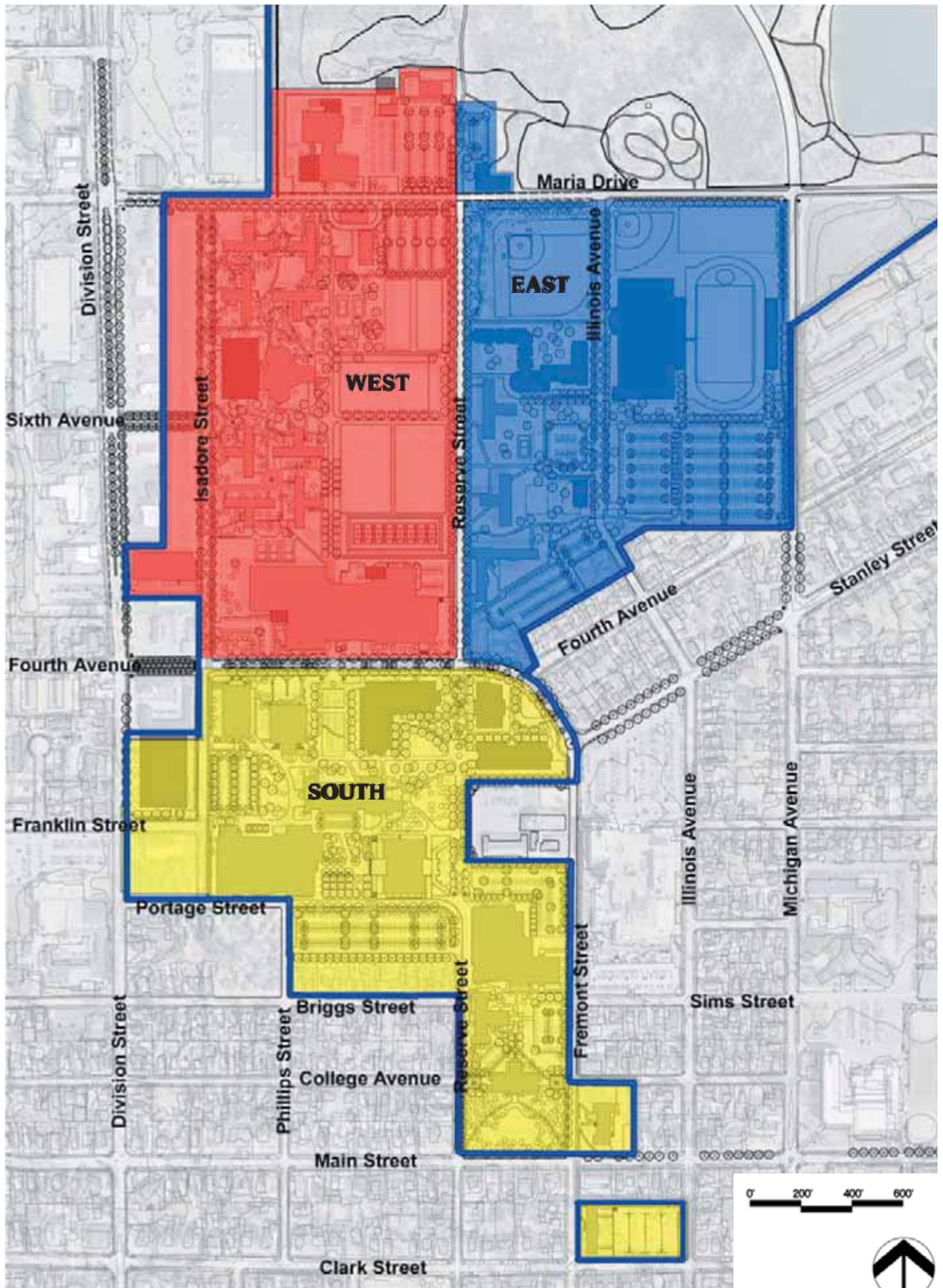
The parking structure can provide campus identity along Division Street. Facing the structure with retail uses on the ground floor facing Division Street and studio space for artists on the east side will enliven the streetscape and reduce the visual impact of the parking structure. This location is within the current campus boundary, but would require additional property acquisition before it can be constructed.



Proposed Parking

PARKING LOT	Existing Sold Stalls	UW Service Stalls	Total Existing Stalls	After Phase 1	After Phase 2	After Phase 3	On-Street (open and metered)
East Zone							
G	13	4	17	17	17	0	
Q	1054	12	1066	1066	1066	650	
Schmeeckle (existing)	39	0	39	39	39	39	
AA	0	0	0	50	50	50	
T	227	2	229	229	240	240	
BB	0	0	0	0	0	80	
<i>subtotal</i>	1333	18	1351	1401	1412	1059	596
West Zone							
M	2	3	5	5	5	5	
F&FW	97	5	102	95	95	95	
H	32	66	98	98	98	98	
J	294	0	294	238	238	238	
P	281	0	281	281	180	180	
S	29	0	29	10	10	10	
CC	0	0	0	0	160	160	
U	10	2	12	12	12	12	
V (North)	80	5	85	85	0	0	
V (South)	54	5	59	59	59	59	
DD	0	0	0	0	12	12	
<i>subtotal</i>	879	86	965	883	869	869	277
South Zone							
A (existing)	84	6	90	24	24	24	
A (new)	0	0	0	79	80	80	
C	18	5	23	0	0	0	
D	40	3	43	43	0	0	
E	121	11	132	132	90	90	
K	25	1	26	26	26	26	
B	8	10	18	18	18	18	
R	161	4	165	0	0	0	
ZZ	0	0	0	0	350	350	
W	139	2	141	141	141	141	
X	342	3	345	14	14	14	
Z	49	3	52	135	135	135	
EE	0	0	0	15	15	15	
RR	0	0	0	265	265	265	
<i>subtotal</i>	987	48	1035	892	1158	1158	534
TOTAL	3199	152	3351	3176	3439	3086	1407
Total Reduction				0.052	-0.026	0.079	
South Reduction				0.138	-0.119	-0.119	
West Reduction				0.085	0.099	0.099	

*These quantities reflect eventual removal and relocation of parking lot P and a portion of parking lot V. Such changes would not be made until the campus approves land swapping along the west side of Isadore Street. However, since this is a likely scenario, the quantities above show the corresponding reduction in parking



Parking Zones

IMPLEMENTATION PLAN

This master plan directs a vision that covers approximately 25 years of campus redevelopment and growth. Phasing of projects is important so that the campus functions smoothly during demolition and new construction. Phasing generally depends on the urgency of the need, availability of developable land and availability of other necessary resources. As such, the build out of this master plan may extend beyond the next 25 years.

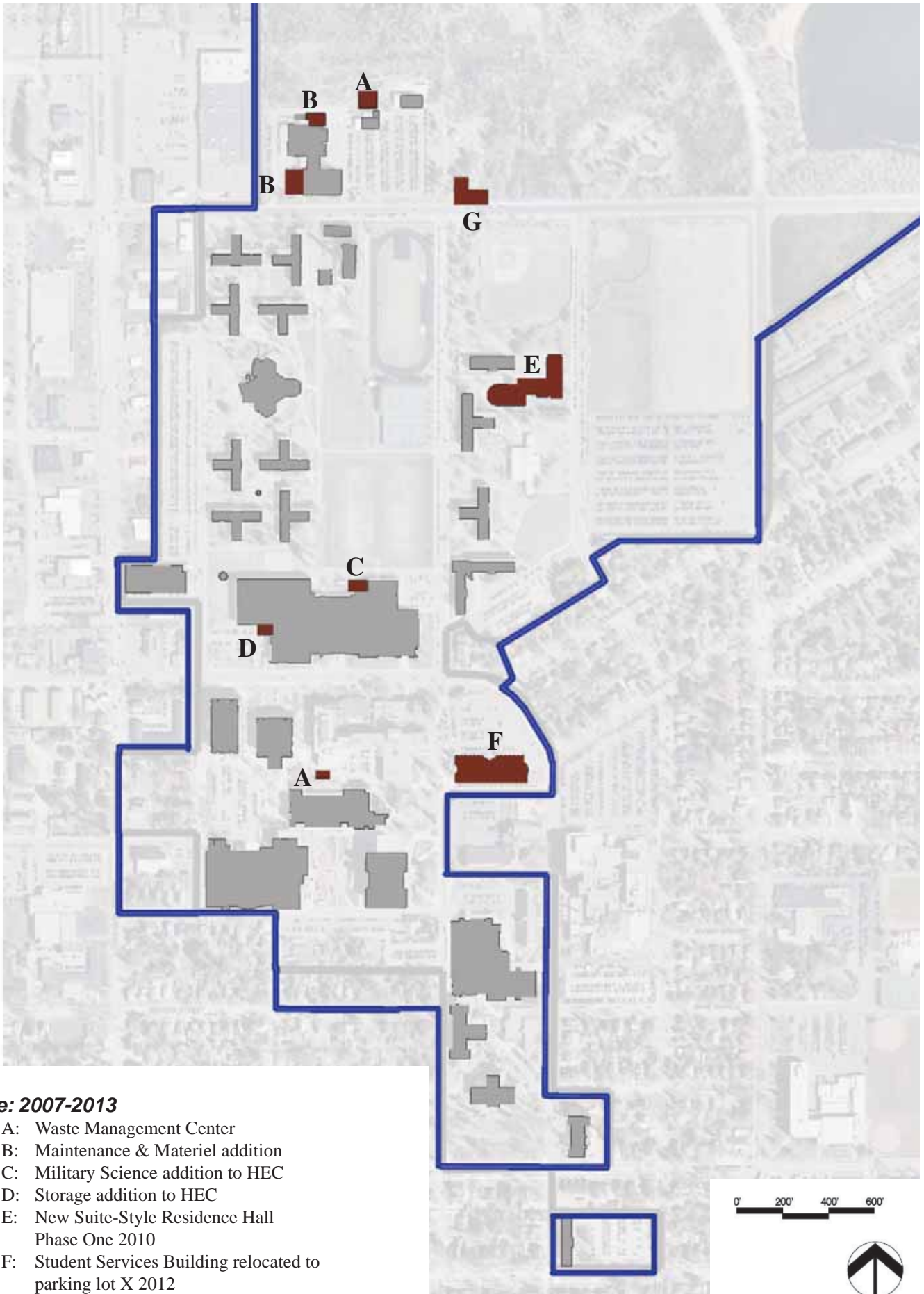
Several of the recommendations in the master plan are not building or parking related and instead are focused on creating or enhancing the campus exterior spaces and character. Often these projects are not linked to a building project and can be undertaken at any time funds are available. The place-making and gateway projects will create new energy and enthusiasm on campus as they begin to change the campus aesthetic in positive ways. Showcasing the native landscape of Central Wisconsin will further highlight the unique character of this campus and underscore UWSP's commitment to environmental stewardship. In some cases, campus improvement projects will require the active participation and cooperation of the city. These include:

- Reconstruction of Fourth Avenue. This will necessitate city approval, as it is a city street. City funding is not likely unless the street is in poor condition.
- Re-designation of Reserve Street as a two-way street between Main and Portage Streets. This is a relatively simple change, but requires city approval and funding. Creating a two-way street for this two block stretch will have a significant impact on day to day access to campus and the perception of visitors to campus. A high priority should be placed on implementing this relatively discrete project in the near future.
- Roundabout at Stanley and Fremont Streets. This will also require cooperation with the city. Implementation of this piece of the master plan may best be linked to the construction of the first proposed new building on the site of parking lot X.
- Changes to High Street. These include making it a one-way street, which could be done in conjunction with the proposed building on parking Lot X.
- Closure of Reserve Street between Portage and High Street. This will need to be coordinated with

several entities, including St. Stanislaus Parish and School and city bus transportation, emergency and fire protection, and the city. Representatives from each have been contacted in the process of this planning, and all have expressed interest in supporting the goals of the master plan if necessary parameters are met.

- Creation of Sixth Avenue. This should be done as part of the TIF redevelopment along Division Street.

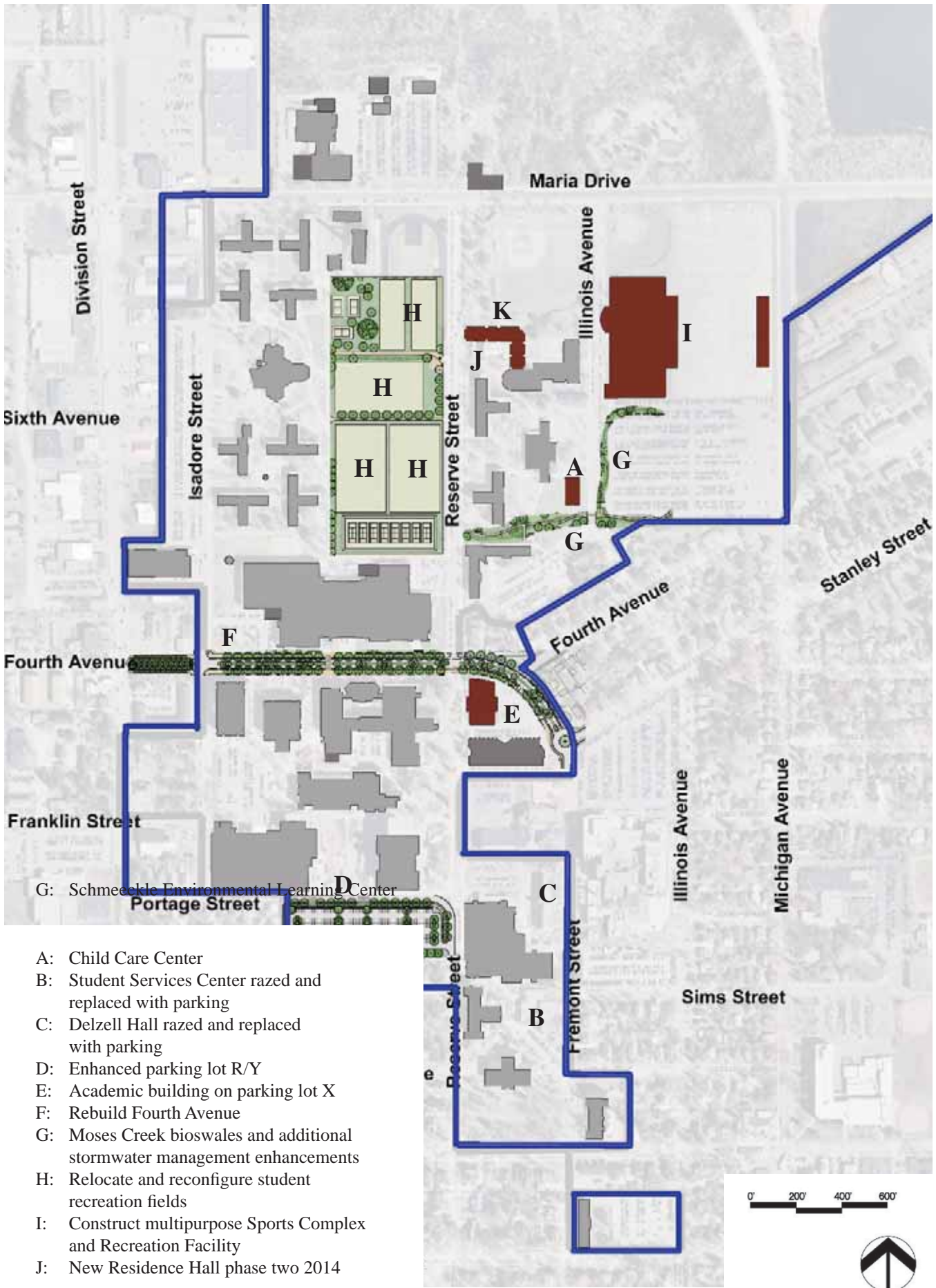
Following are the phasing recommendations, based on UW-Stevens Point's six-year scheduling interval:



Phase One: 2007-2013

- A: Waste Management Center
- B: Maintenance & Materiel addition
- C: Military Science addition to HEC
- D: Storage addition to HEC
- E: New Suite-Style Residence Hall
Phase One 2010
- F: Student Services Building relocated to
parking lot X 2012

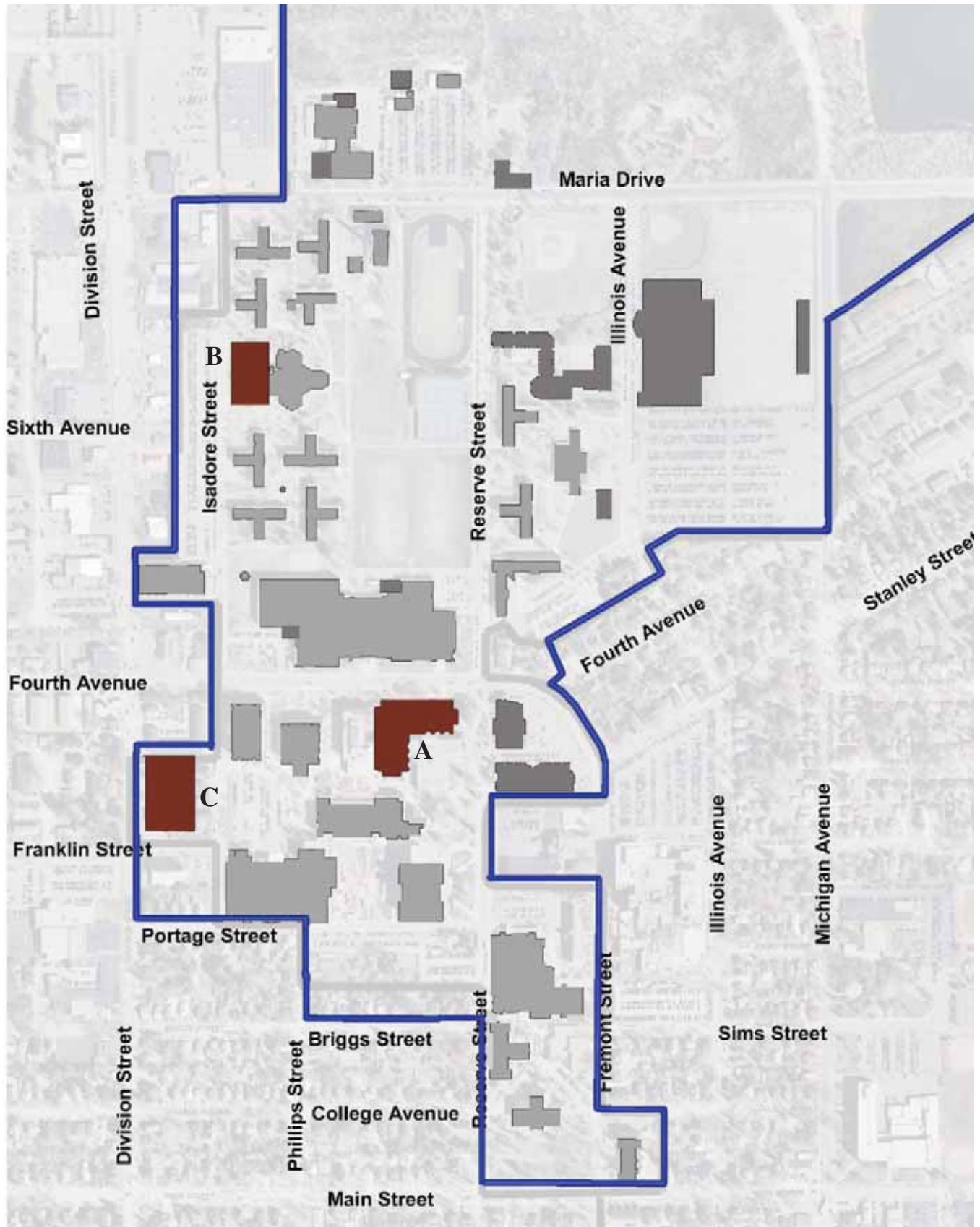
Phase One: 2007-2013



G: Schmeckle Environmental Learning Center

- A: Child Care Center
- B: Student Services Center razed and replaced with parking
- C: Delzell Hall razed and replaced with parking
- D: Enhanced parking lot R/Y
- E: Academic building on parking lot X
- F: Rebuild Fourth Avenue
- G: Moses Creek bioswales and additional stormwater management enhancements
- H: Relocate and reconfigure student recreation fields
- I: Construct multipurpose Sports Complex and Recreation Facility
- J: New Residence Hall phase two 2014

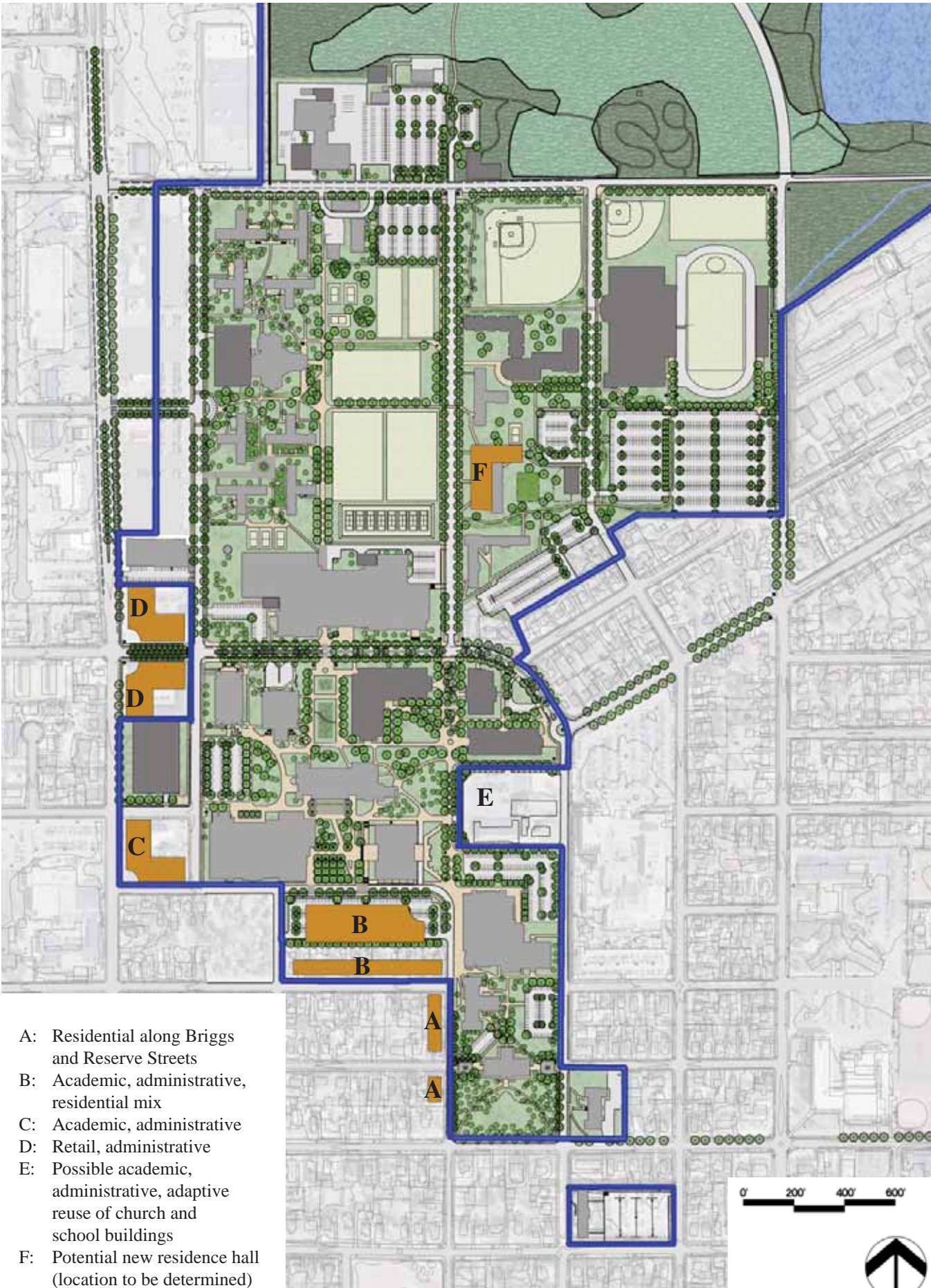
Phase Two: 2013-2019



er Hall

- A: Academic building to replace Science Hall
- B: DeBot Center replacement
- C: Parking structure west of parking lot E

Phase Three: 2019-2025





Aerial View - Academic District



Aerial View - Residential District

2007

DESIGN GUIDELINES
University of Wisconsin-Stevens Point



INTRODUCTION

Purpose

Design guidelines are established to influence the decision making process and new campus developments to achieve a high level of quality in the physical environment. The design guidelines support and more clearly illustrate the goals of the master plan, address functional and aesthetic concerns and assist the campus in implementing the planning and design principles established by the master plan.

Sustainable Design Practices

UW-Stevens Point is committed to a sustainable physical and programmed environment, and wishes to express that ethic in the design and operation of the campus. New development on campus should integrate a sustainable attitude for projects that will be identified, programmed, funded and designed.

Several references exist to aid in developing high performance and sustainable buildings: State of Wisconsin (DSF) Energy Policies, US Green Building Council (USGB), Leadership in Energy and Environmental Design (LEED) program, and Governor of Wisconsin Energy Directives. These documents shall be referenced for all campus building and site designs. It is recommended that LEED be used as a checklist in order to meet the campus goal of creating new and remodeled buildings that are environmentally friendly and highly efficient in energy performance.

Evaluation of the appropriateness of criteria stated in the above references to the specific project should balance sustainable objectives with programmatic requirements, Division of State Facilities (DSF), UW System standards, local conditions and regulations and project budget.

Building Materials

Use of building materials plays an important role in the sustainability of the design. Materials should be nontoxic in their final form and not environmentally polluting or wasteful of natural resources in their manufacture. When possible and practical, materials should be purchased from sources within a 500-mile radius of the campus. Materials with the ability to be reused or recycled should be considered.

Operational Systems

Mechanical, electrical and plumbing systems that conserve energy and natural resources should be considered for evaluation by the project team, UW System and the DSF.

The following process was established for reviewing projects for compliance with the design guidelines and the master plan. The process is designed to:

- Evaluate projects to ensure that they meet the intent of the planning principles, design criteria and standards, campus environmental concerns, policies and guidelines defined in the Campus Master Plan
- Review projects from the perspective of the overall physical campus context in which the project is located.

Both goals should place emphasis on creating an identity for the campus open spaces and landscapes and architectural form and exterior appearance. Each project's relationship and contribution should respond to the larger campus context.

Design Guidelines Committee

UWSP should establish a design review process for the design guidelines. This review body will be charged with review of major capital improvement project designs on behalf of the campus. They will play a major role in maintaining the highest level of quality for the built environment at UWSP.

The committee will be composed of regular members representing campus leadership, Facilities Planning Department, faculty and a student representative. They will meet at established milestones during the course of project design to review and comment. They are empowered to direct a project design team to modify proposals to follow the design principles embodied in the campus master plan and the design guidelines.

Project review recommendations shall be reported to the Chancellor and the Facilities Planning Department. If design proposals must be revised, such revisions shall be recommended for consideration to the Chancellor and the Facilities Planning Department. Interaction with local municipal entities (i.e. Stevens Point Plan Commission), will take place after the review committee has approved the design proposal.

Design Review Process

The campus design guidelines overlay existing processes involving campus and the state of Wisconsin through the DSF and the UW System. The design guidelines target specific, local criteria and do not duplicate or otherwise protract the existing design and review process.

Projects that are subject to review include new buildings, building additions and major open space projects. Design review will be integrated into the typical DSF UW System project development process at the following milestones:

Project concept: The DSF, UW System and the campus will use the master plan and design guidelines to inform the project's scope of work, as described in Request for Proposals.

RFQ/RFP: The master plan and design guidelines will be referenced as contract requirements in the Request for Proposal for new buildings, building expansions, parking facilities, regularly enumerated projects, and new or renovated campus open spaces.

Start Up Meeting: A discussion of the campus master plan and design guidelines, as they relate to a specific project, will occur during the start up meeting for the project.

Preliminary Review: The design consultant will rely on the campus master plan and the design guidelines during the development of early conceptual alternatives. A presentation to the campus and DGC at this early stage of project design will help insure design thinking is progressing in line with the design guidelines and campus master plan. For the Preliminary Review the design team should present site plan alternatives, massing studies, elevations, sections, including site sections, and three dimensional drawings as needed to illustrate preliminary design thinking.

10% and DSF Peer Review: Projects will be reviewed and commented on by the DGC and DSF based on compliance with design guidelines at a point where the project is at approximately 10% complete. This review will include conceptual site plan, architectural floor plans, elevations, sections and three dimensional drawings as needed to illustrate the design.

35% Review: Projects will again be reviewed for compliance with design guidelines at approximately 35% completion. Initial selection of materials for site and building elements are also required for the 35% review.

95% Review: Projects will again be reviewed at 95% completion of design, including the site plan, architectural floor plans, elevations, sections and three dimensional drawings necessary to illustrate the project's design. Additional information on materials for site and building, special site and architectural features is expected at this review presentation.

Subsequent review and recommendations: If necessary, additional presentations will be initiated to address specific details or material selections relative to the design guidelines and which have not been adequately addressed in previous reviews.

SITE DESIGN

Site Organization

Should UWSP decide that one project site is to support multiple buildings in separate phases, a detailed site plan should be created to show how high-quality configuration and relationships for these future project(s) will be accomplished.

Building and parking setbacks are to be provided as required by city of Stevens Point Zoning Code and as shown in the master plan. As illustrated in the master plan, buildings are to address adjacent streets, other buildings, and open spaces in ways that enhance street frontages and reinforce campus open space and pedestrian patterns.

Building setbacks from the street and other open spaces are important, as they define a sense of space at both the pedestrian and vehicular scale. Setback distances are also used to promote a desired density, something that is important to UWSP given their restricted land ownership. Setbacks include a minimum and maximum distance that building can be from the corresponding street or property line, in response to the building height. Precise setbacks for individual projects shall be reviewed and approved on a case-by-case basis by the city of Stevens Point Plan Commission and Common Council.

Building Orientation

New buildings should be positioned on the site to take advantage of energy savings. Typically, directing the long axis of a building to the south is desirable. This orientation allows for desirable winter solar gain on the south side, which, if properly controlled, will reduce heating costs. The entire site layout should maximize natural day-lighting whenever possible. Fenestrations on the building can also support use of natural daylight. Efforts should be made to align classrooms on a north/south axis for maximum use of natural light.

The master plan illustrates outdoor spaces that are created through the location and configuration of new buildings and building additions. These opportunities to organize and define exterior spaces should be integrated into the site plans for new buildings. All buildings should be parallel or perpendicular to the streets and quadrangles they abut.

Service

Access to service areas should be designed to create a positive interface with adjacent buildings and nearby pedestrian circulation. The service areas themselves should be screened from view by walls, fencing, planting, use of grade separation, or any combination of these.

Parking

When a parking area is a requirement of the project, it must be designed to meet or exceed the minimum requirements of city standards.

Parking - Stall Size

Standard parking spaces (90 degree angle to curb) should be 9 feet by 16 feet when the stall is adjacent to a curbed condition, and 9 feet by 18 feet when facing another car. Handicap parking spaces should be designed to accommodate a van and should be 8 feet wide by 18 feet deep, with an adjacent stall of the same size for unloading. Handicap stalls shall be located near accessible building entrances.

All perimeter and interior landscape areas should have protective curbs around edges. Curbs separating parking areas from landscaped islands intended to be used for storm water infiltration should be designed to allow stormwater runoff to enter landscaped area.

Parking - Surface Materials

The use of recycled materials is encouraged whenever possible. Porous pavement is also encouraged as it reduces the amount of impervious surface on campus, increasing groundwater recharge, reducing pollutants in stormwater runoff, and alleviating flooding and contamination to the Wisconsin River.

Parking - Planting Requirements

Parking lot landscaping provides multiple benefits. Vegetation within parking lots reduces the urban heat island effect, infiltrates stormwater on-site, and visually reduces the impact of broad expanses of paving. An attractively landscaped parking lot invites use by creating a pleasant and comfortable pedestrian experience for both users and passersby. Landscaping, particularly trees, will also reduce air temperature, reduce stormwater runoff, and improve air quality.

New and reconstructed parking lots shall meet the city zoning requirements for planting. In addition, landscaped areas must be designed to provide on-site stormwater management; designers are encouraged to use bioswales and rain gardens within parking areas and on their perimeters to manage stormwater by the most sustainable methods possible.

Parking Management

To address sustainability at yet another level, new parking lots should designate prime stalls for vehicles using alternative energies such as electricity, ethanol, biofuel, hybrid cars, community cars and those used for carpooling. This designation can be enforced and promoted with a well designed parking restriction sign for the above vehicles. When existing parking areas are modified, dedicated parking spaces for alternative fuel and car pool vehicles should be included and identified with signage.



Pedestrian walkway through parking lot is enhanced with vegetated buffer.



Restricted parking signage allows priority parking stalls for alternative fueled vehicles.

Bus Stops

Bus stops should be outfitted with benches, sufficient lighting and equipped with schedule information and signage identifying the bus stop location. The signage should also include UWSP identification.

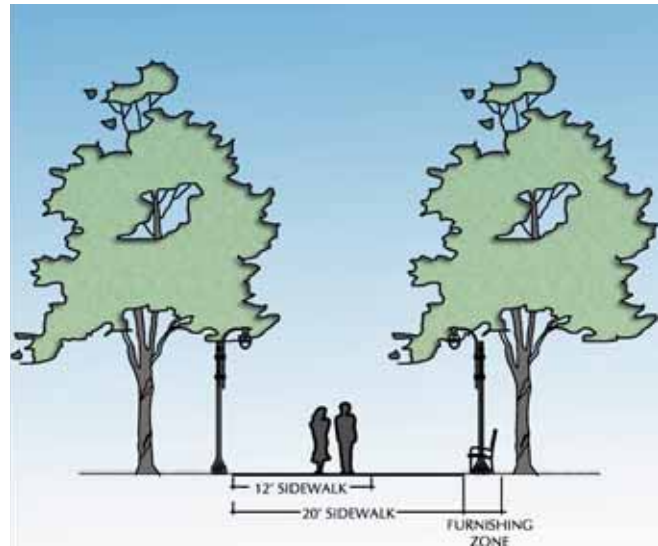
Pedestrian Walkways

The master plan creates a hierarchy of pedestrian walkways that signify primary, secondary and tertiary access to buildings/sites and also aid in way-finding. These pathways vary in width and character and incorporate distinctive amenities. Where possible, existing pathways should be consolidated to reduce the amount of impervious surfaces and increase the quantity and quality of open space.

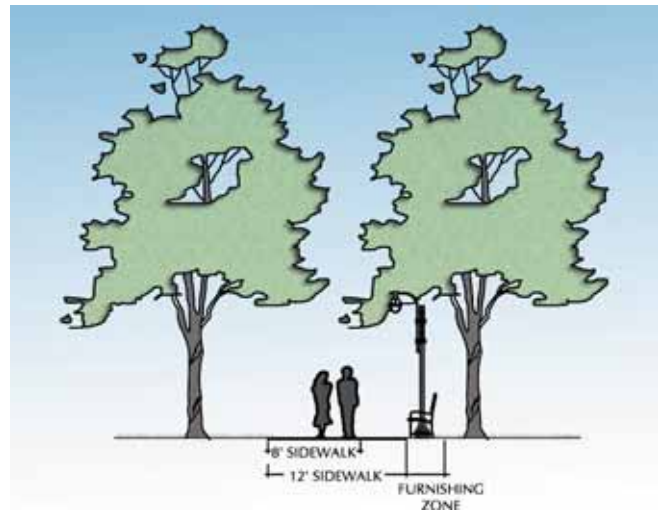
Primary walkways may double as service routes, and shall be between 15 to 20 feet in width. They shall incorporate lighting, seating, trash/recycling receptacles, bicycle racks, sculpture and major landscaping. Primary pathways should be constructed of concrete or unit pavers, preferably recycled.

Secondary walkways shall be between 10 to 12 feet in width, incorporating pedestrian amenities as well. They should also be constructed of permanent material, again preferably recycled.

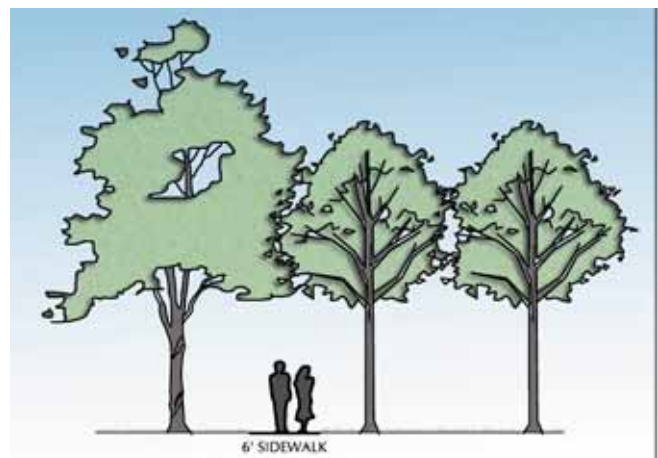
Tertiary walkways may be as narrow as 8 feet in width. They are the least traveled paths on campus. They may be constructed of permanent materials, although that may not be necessary in all situations. Compacted limestone, brick or granite may suffice, depending on the need for the walk to be universally accessible, the level of use and nature of the path location. Loose surface material is not recommended for locations near building entrances or in areas that require snow removal. The use of manufacturing by-products such as crushed brick or stone for porous paving is encouraged in areas that can accommodate loose surface material.



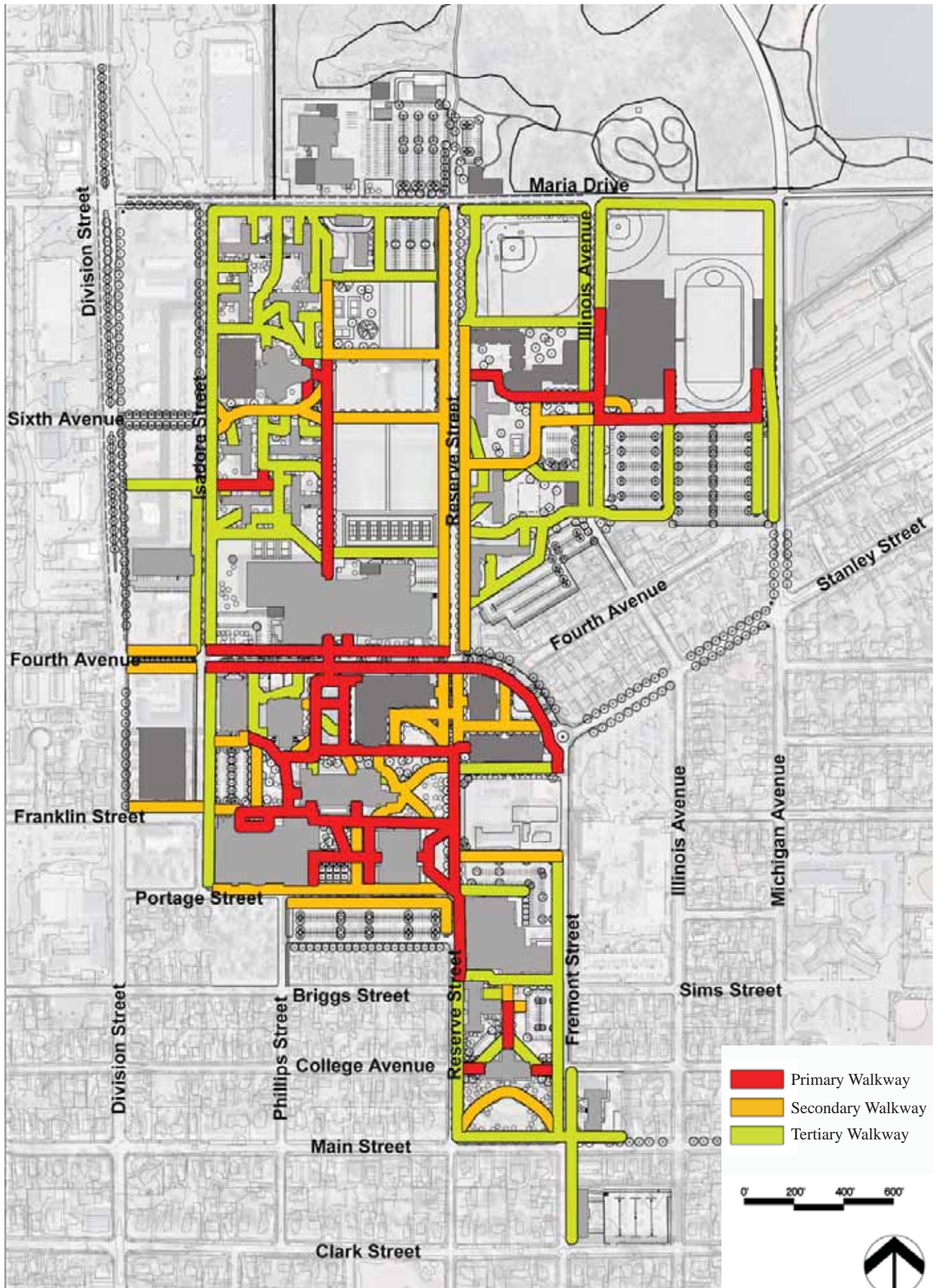
Primary pathway - 15'-20' in width



Secondary pathway - 10'-12' in width



Tertiary pathway - 8' in width



Pedestrian Walkway Hierarchy

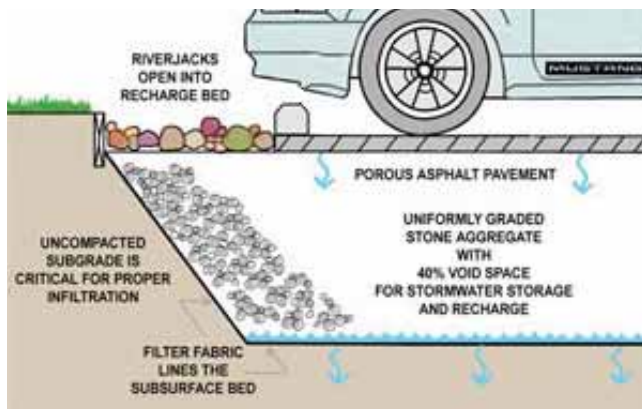
University of Wisconsin-Stevens Point Master Plan

Stormwater Management

Addressing stormwater management at the campus-wide level will lead to superior results in efforts to reduce runoff, improve water quality in nearby rivers and streams and serve as educational tools. Several on-site techniques may be used including bioswales, rain gardens, water harvesting tanks and pervious pavement. These items are relatively inexpensive to install, and not only support sustainable design goals but also educate by visibly portraying water-saving techniques.



Planting islands with curb cuts allow for stormwater infiltration.



Porous pavement allows for stormwater infiltration.

Planting

Landscaping provides many opportunities to support goals of greater sustainability. The use of plant species native to Central Wisconsin is highly recommended as they will create a campus environment and aesthetic unique to Stevens Point. Native plantings provide wildlife habitat and require less water, fertilizer and pesticide to maintain. Cultivars of native species should be considered for their typically superior qualities (form, color, aesthetics, etc). Exceptions include vegetation where educational purposes suggest another approach, or where a design statement is to be made, both of which may require the use of non-native species. Invasive and overly aggressive native species are prohibited.

The need for campus security, especially in parking lots, should be addressed with regard to plantings. The campus Night Safety Walk Committee reports areas with low shrubs and conifers as perceived to be unsafe and a hiding place for predators. It is important to balance the planting design with both aesthetics and security in mind. The planting designs for such areas could be reviewed with the Night Safety Walk Committee to develop a plan that balances both needs.



Native plants have deep roots that allow maximum stormwater infiltration.



Bioswale allows for stormwater infiltration.

SIGNAGE GUIDELINES

An in-depth study should be conducted to analyze the functionality and aesthetics of the existing signage package. This study should look at all signs as a system and recommend modifications to their locations and/or aesthetics. General recommendations are included for initial contemplation, but should be weighed against recommendations of this proposed study.

Gateways

Gateways provide a unique sense of identity, transition and anticipation. Materials should be local to the region, such as granite or limestone. Gateways identify entrance points to the campus and may have a variety of configurations and scales to relate to their surroundings, how they will be viewed and the significance of a particular gateway. As an example, the gateways at Old Main are seen from a vehicle but at a relatively slow speed and with the lawn and Old Main as a backdrop. Gateways at this location must be designed to “fit” in that context. On the other hand, gateways along Division Street will be seen from a faster moving vehicle with an eclectic mix of noncampus buildings as a backdrop suggesting a larger scale gateway structure will be required in these locations. Gateway elements are proposed for locations which include vehicular and pedestrian entrances and pedestrian only gateways.

Signage is an important component of gateway design. The campus logo should be incorporated along with text identifying campus. Gateways, especially those at key pedestrian entrances, might be named. Naming gateways, such as the “Reserve Street Gate” or the “North Gate,” imbues an added sense of place and aids way finding. Signs on gateway elements should use the font style already in use for campus signage. The size of text and logo must be readable for the primary reader (vehicular or pedestrian). The logo and letters on gateway elements should be “pinned on” to match existing building mounted signs, fabricated of metal and be bronze colored. Alternatively, logo and lettering in pedestrian gateways may be incised into cast stone components set within the masonry.

Lighting is also an integral part of gateway design. Up lighting or internal lighting of gateway elements is encouraged. If up lighting is provided using ground mounted fixtures, care must be taken to select low profile, small fixtures with a bronze finish which can be positioned to avoid glare and be screened from view. Care shall be taken to avoid over lighting and spill over into the night sky and adjacent properties.



Secondary gateways or gateways to pedestrian areas are smaller in scale and enhance the sense of place.



Gateway elements can be constructed of a variety of materials.



Gateway elements should be incorporated into the surrounding landscape.

Campus Identification

An integrated, coordinated system of both pedestrian and vehicular scale signage will contribute to the overall image of the campus, clarify directions for pedestrians and drivers alike and identify buildings and places. The existing campus signage system was developed in 1998 and serves the campus relatively well. Signage consists of campus identification signs, ground mounted building identification signs, building mounted identification signs and parking lot identification signs. For the most part, the signs incorporate the campus logo and use a consistent font style and size for the sign text.

Campus Identity Signs

Campus identification signs exist at Old Main, at Fourth Avenue and Isadore Streets and at Fourth Avenue and Stanley Street. The sign at Old Main is a horizontally oriented sign made of granite and set in landscaping. It has only one sign face, as Main Street is a one-way street. The body of the sign is dark reddish brown granite with pinned on bronze color logo and letters. The sign is in scale and appropriate in design for its setting on the lawn in front of Old Main. A similar one-sided sign should be developed for the proposed campus gateway at Reserve and Main Street.

The campus identification sign at the Fourth Avenue and Isadore Street intersection is also horizontal in orientation but is similar to the building identification signs. Located at the corner of the street, the sign rests on a berm and has been minimally landscaped. This sign should be replaced when gateway signage is developed at the corner of Division and Portage.

New campus identification signs should be incorporated into the gateway elements as described above. By nature of their functions as gateways, and recognizing the limited land available to the campus for the gateways, these may be horizontally or vertically oriented.

Building Identification Signs (ground mounted)

The ground mounted signs are horizontal in orientation. They have a light colored base, while the backdrop to the text is a darker bronze color with a purple band across the top of the sign defining the campus colors as purple and gold. These signs are scaled to be readable by a passing vehicle. They are located along streets but do not necessarily correspond to a building entrance.

Building identification for new buildings should continue to use ground mounted signage, with possible modifications in the design. The placement for the sign(s) should be integrated into the site design early in the design process to insure a well designed setting for the sign. Plantings around the sign must be sufficient in quantity to provide a strong base and backdrop of plant material. Plants should be selected to provide at least three seasons of interest and be native species whenever possible.



Existing campus identification at Old Main



Existing building identification - ground mounted

Design Rationale:

- Campus identification should be located in a landscaped area.
- Should be located at major entrances to campus.
- High quality materials are necessary to create a rich campus identification.
- Size to be determined by speed of passing vehicles and space allotment.
- Campus logo should be on all campus identification signs.

Building Identification Signs (building mounted)

New campus buildings should continue to be identified with building mounted signs in addition to ground mounted building identification signs. Building mounted signage should use the same system already in place and should include the building street number near the entrance to the building facing the public street façade. Street numbers should be of the same material, color and font style as the identification signs. Building mounted signs should be located at all building entrances. These signs should not identify individual departments within each building.

Parking Lot Identification Signs

Existing parking lot signs are located at each parking lot to identify the lot by name and any restrictions for use of the lot. The signs are similar in design to the ground mounted building identification signs except they are vertical. When new parking lots are constructed or re-designed, parking identification signs should be installed to match the existing signs.

Campus Orientation Signs

Several places on campus have been recommended as key locations for campus orientation maps. These locations are near visitor parking lots and major pedestrian pathways and gathering spaces.

Campus signage used to orientate within the campus should incorporate the entire campus map, a “you are here” marker, building names, place names, street names, visitor parking lots, north arrow and scale. The maps must be located in a setting that is open and accessible. Seating, lighting and other site amenities should be incorporated into the design of the area around the orientation sign. The pedestal and background for the map should be designed to blend with other campus signage.

Temporary Building Mounted Banners

Building mounted banners should be introduced in strategic locations to add color to the campus, enliven building façades and announce special events. Banners could be located on blank building façades with key vantage points from both a pedestrian or vehicle perspective. Such buildings include the west and east building façades of the Albertson Library, several façades of the Fine Arts Center and the HEC. Other buildings could host banners as well on a case-by-case basis.



Existing building identification - building mounted



Existing parking lot identification signs



Retrofit colorful banners to building facade to enliven the campus environment, identify campus buildings and programs.

Design Rationale:

- Building banners break up blank facades.
- Used to announce special event or time of year.
- Adds color to campus identity.

Light Post Mounted Banners

The campus master plan identifies certain streets within the campus as special campus streetscapes. One means of creating a distinctive streetscape is by introducing banners on the streetlight poles. In these locations the streetlight used will be capable of supporting banners. Banners should be made from durable fabric, incorporate the text “UWSP;” campus logo and campus colors. Banner size, text and logo size should be appropriate to the scale of the light post or banner post it will be mounted on.



Banners help to define a sense of place.



Banners should incorporate campus colors and logo.

Design Rationale:

- Post mounted banners help to define the campus edge.
- Use on the main campus streets clarifies and enhances street hierarchy.
- Banners to be proportionate to the mounting height and light fixture size.
- Banners should incorporate campus colors and logo.

AMENITIES AND SITE FURNISHINGS

Campus amenities and site furnishings help to create a sense of identity within a campus and so should be carefully selected to reflect an appropriate aesthetic and functionality. Some amenities may vary by district, while others may be uniform throughout campus. Even so, all amenities should be related aesthetically to create a sense of cohesiveness to the campus. To promote sustainable practices, all amenities shall be purchased within a 500 mile radius from the campus in keeping with the LEED Reference Guide standards.



Design Rationale:

- Bench is contemporary in style yet has historic undertones to compliment all districts. Option for wood/metal combination or metal only benches. Four foot and six foot lengths for varied seating arrangements.
- Complimentary trash receptacles available. Receptacles should have lids for ease of year-round use.
- Bike rack allows for U-locks and chain locks. Clean lines make this rack aesthetically pleasing. Efficient use of space and clean - all metal finishes should be bronze to compliment predominant metal color found on campus.



Seating

Seating on campus should be provided in a variety of configurations: seat walls, benches (with and without backs and arms), and arm chairs and tables with chairs to allow for a variety of situations and uses. Seating should be located to offer users a range of options – lone benches set in the landscape perfect for studying, seating for small groups of two or three, and group seating for larger gatherings. All seating on campus will be made of durable materials.

Seating in the historic district should reflect the character of this unique area and architecture. Traditional benches with backs and arm rests will respect the historic character of this zone while also supporting the goal of continuity. The proposed bench is a combination of bronze metal and durable wood, in a style reminiscent of the historic district.

Seating types in the academic core and recreational district should be varied as noted above but consistent in materials and style. Durability and comfort are important criteria in the selection of seating for this area. Entirely metal benches, matching the metal and wood bench used in the historic district, offer an attractive and timeless style which is also durable and comfortable.

Seating organization in the residential zone should reflect the more relaxed atmosphere of the residence halls. Bench choice remains consistent, but seating configurations should offer opportunities for individuals studying by themselves or in small groups. Arm chairs, low tables and bench swings are also appropriate for this residential setting, and should be clustered near residence halls. Materials should be comfortable for lounging and relaxation, such as wood or carefully molded metal. The location of benches, especially for small groups, must be carefully planned to avoid creating noisy areas adjacent to living areas.

Moveable tables and chairs add a touch of sophistication and flexibility for seating opportunities. Areas that could include this style of seating include Specht Forum (with its redesign), and areas near the residence halls. Another option, though not as elegant or flexible, are surface mounted table and chair combination.

Design Rationale:

- Increased size of vertical supports creates a visually strong structure.
- Current design could be modified or a new style selected.



Family 1 - Academic and Residential Districts

Design Rationale:

- Wood/metal combination appropriate for historic district.
- Similar all-metal style available for campus wide use.
- High percentage of recycled materials used in fabrication (recycled steel).
- Timeless style, bronze metal color .

Structures

Future gazebo-like structure should design the vertical supports at a larger size than currently exist to create a strong looking structure. The bottom half of the vertical supports should be the bulkiest part of the structure. This also gives an opportunity to introduce rich materials such as stone.



Lighting

To create distinct lighting patterns and aesthetics, the master plan proposes that pedestrian lighting vary within campus, yet within the same lighting ‘family’. Continuation of the existing pedestrian light in the historic district will enhance this environment. A different pedestrian light for the rest of campus will accentuate a more modern aesthetic. Area and parking lot fixtures and light levels should be consistent throughout campus to create a unified visual statement. Light levels will also vary by district, perhaps even within each district, depending on the level of pedestrian use, nighttime activity, adjacent uses, etc. All light fixtures shall comply with dark sky standards.



Existing and proposed pedestrian light - historic district



Proposed pedestrian light and pole - use campuswide



Design Rationale:

- Retain existing lighting in historic district, as it is of an appropriate style.
- Campuswide pedestrian light to be less ‘industrial’ in style.
- Dark sky standards apply.
- Foot-candles to be determined.

Trash/recycling receptacles

Trash and recycling receptacles should come from the same family of furnishings as the benches. All existing receptacles shall be replaced to create a cohesive identity that promotes use throughout campus. All containers shall have a lid to prevent snow and rain from entering the receptacles. Blue lids shall be placed on each recycling container with a label designating the type of waste it will accommodate. Receptacles shall be grouped together to allow the campus to divide recycling as needed.



Proposed trash and recycling receptacles

Design Rationale:

- Metal is a long lasting, durable material.
- Lid prevents snow from accumulating.
Different colored lids available for trash and recycling.
- Style is simple yet timeless.
- Receptacles can be arranged in a variety of configurations.
- Local manufacturer and high percentage of recycled materials.

Bicycle Racks and Circulation

Bicycle rack quantity varies by district to reflect the unique character determined by the architecture, open space, use and scale. Although the campus has a preferred bicycle rack, a change in style to an accepted campus standard bicycle rack would allow for more efficient bicycle parking. Assessment of quantity of bicycle parking needed per building should be determined during the projects' design stages. Racks should be located within 50 feet of the major building entryway.

Bicycle parking should be provided in convenient locations including near all new buildings and new athletic and recreational facilities. As part of the renovation projects at the residence halls and new residence hall construction, each hall should be provided with bicycle parking spaces in sufficient numbers to meet LEED requirements. Racks should be located near building entrances, in locations and configurations which do not interfere with pedestrian circulation. They should be located on paved surfaces of sufficient size to accommodate the bicycle rack and circulation to and from the parking area.

In addition to bicycle racks, covered bicycle lockers should be provided at trail heads for the Green Circle Trail, and possibly in other places on campus, including near residence hall areas.

When Division Street is reconstructed, it should be designed to accommodate a five-foot bicycle lane in each direction. In the short term, five-foot-wide designated bicycle lanes will be located on Fourth Avenue and Maria Drive. All other campus streets shall accommodate bicycles, although they will not have designated bicycle lanes. When any campus street requires reconstruction in the future, a traffic study shall be conducted to determine if the traffic volume justifies installation of a designated bicycle lane. It is expected that not all campus streets will require designated bicycle lanes, as traffic volumes will likely remain low on many of these streets. In addition, widening the street to accommodate them may be cost prohibitive, encroach on proposed buildings and open spaces, will increase the amount of impervious pavement, and reduce on-street parking quantities. If a street requires designated bicycle lanes, they shall be designed with five-foot-wide lanes in each direction.



Proposed bicycle rack - U-lock compatible, compact and efficient storage

Design Rationale:

- Rack allows for easy use of U-lock.
- Efficient, compact bicycle parking.

ARCHITECTURE

An attractive campus is dependent on the coherence, quality and balance between its grounds and buildings. These architectural guidelines are not intended to prescribe solutions nor limit creativity, but rather establish a framework that respects the past and addresses current challenges, while allowing innovation in establishing the future campus image.

New and Remodeled Buildings

Most of the existing buildings on the UW-Stevens Point campus, as with most American universities, were built in an era that emphasized speed of delivery and single (original) use. Other aspects of campus planning and design, creation and integration of rational open spaces, human scale detail and warmth, careful study of façade articulation and, particularly, a long term view of building flexibility were not emphasized. Building stock from this era will continue to be part of the campus setting. The challenge for new buildings and building additions will be to aspire to create an improved collegiate environment while maintaining a balanced relationship with the existing campus setting.

New buildings should be compatible with the existing buildings in their district but should not necessarily copy their architectural style. New buildings should be sympathetic to their surroundings yet architecturally reflect the era in which they will be constructed. Building additions need to have a closer relationship with the original building but may not necessarily be able or find it desirable to duplicate the architectural detail. Even building additions should aspire to contribute positively to an enhanced campus aesthetic.

Scale, Character and Height

The scale, character and height of new buildings are influenced by the neighborhood that the building lies within. This does not mean that new buildings and additions should be constrained by existing heights and massing. Current space needs and programs demand larger buildings, larger floor to floor heights and flexible public spaces that do not necessarily address specific program needs. The challenge is to provide modern buildings that are compatible with their neighborhood setting, realizing that context may change over time.

Buildings should be designed to be proportionate to their adjacent open space and to avoid leaving adjacent exterior spaces in shadow throughout the day. Blank walls should be minimized; active ground floor uses should be encouraged. A building's façade should be designed in such a way that it reinforces the public uses of the spaces it defines and connects. Hierarchical elements such as towers should be located only in areas where they support the open space structure. These spaces include prominent corners, T intersections, bends, and openings to places and parks.

Materials

Materials for new buildings should be in context and compatible with their surroundings, while, at the same time, offering a transition to a new and future context. This may be accomplished in a variety of ways, such as:

- Using a palette of materials similar to adjacent buildings in material selection, size, texture and color.
- Using a palette of materials that are dissimilar yet compatible with those used on existing and adjacent buildings.
- A combination of the above.

The general palette of materials used in existing buildings consists of brick masonry, stone and/or architectural pre-cast accents, poured-in-place concrete with a warm light gray tone, and aluminum-framed glass and glazing system. The majority of brick masonry used on existing buildings is a light tan colored blend. Use of materials in these or similar materials within the existing color ranges for new buildings and additions is encouraged.

New buildings should look for opportunities to enliven the façade of buildings. Places for banners celebrating the various athletic teams during their season of play should be incorporated into building façade design for the multi-purpose sports complex.



Articulated facade reduces perceived scale of large building.



Character and articulation relates to adjacent open space.

Roofs

A majority of buildings on campus have flat roofs with appropriate shallow pitches for drainage. It is recommended that the majority of the new roofs be similar to this, since it accommodates a green roof or other energy saving/generating devices such as photo voltaic panels. If not part of the initial new building program or budget, new buildings and building additions should be designed to support the future addition of green roofs or other sustainable technologies.

Alternative roof forms may be proposed and will be evaluated by the campus based on the location of the building on campus, the appropriateness of the roof shape to the building design, the compatibility of the roof with adjacent buildings and the impact of the roof related to high performance building design issues. If not made an integral design element, rooftop equipment such as stacks, exhaust fans, and laboratory venting systems shall be screened from view.

Service

Receiving and service areas should be located as remotely from new building entrances and existing adjacent building entrances as possible. These areas should be screened from view unless otherwise approved by the Campus Planning Review Committee. Screening options include fences, walls and vegetation. Choices for these elements must be compatible with the respective building in design and material finishes. Views of service areas from main building entrances should be avoided.



UWSP Noel Fine Arts Center



UWSP Learning Resources Center - example of existing materials.



Material selection, combination, size, texture and color affect the overall building appearance.



Green roof on UWSP Learning Resources Center

Administrative District

Existing buildings in the historic neighborhood are of high aesthetic quality and are among the preferred buildings on campus. Future development in this neighborhood shall be especially sensitive to the existing setting. New buildings and additions should be visually compatible with the existing historic buildings without attempting to mimic their design and, moreover, should be visually subservient.



UWSP Communication Arts Center

Scale, Character and Height

The traditional character of the historic buildings in this district should be maintained, and Old Main should remain the central and dominant building in this district. The master plan does not include any new buildings within the historic district. If future circumstances indicate a need for a new building or addition, the architectural design must be exceedingly sympathetic to Old Main, the collegiate icon of the institution. Classic three-part building (base, middle, top) architecture is strongly encouraged. Building size should be limited in overall height, length and width to not overpower Old Main.

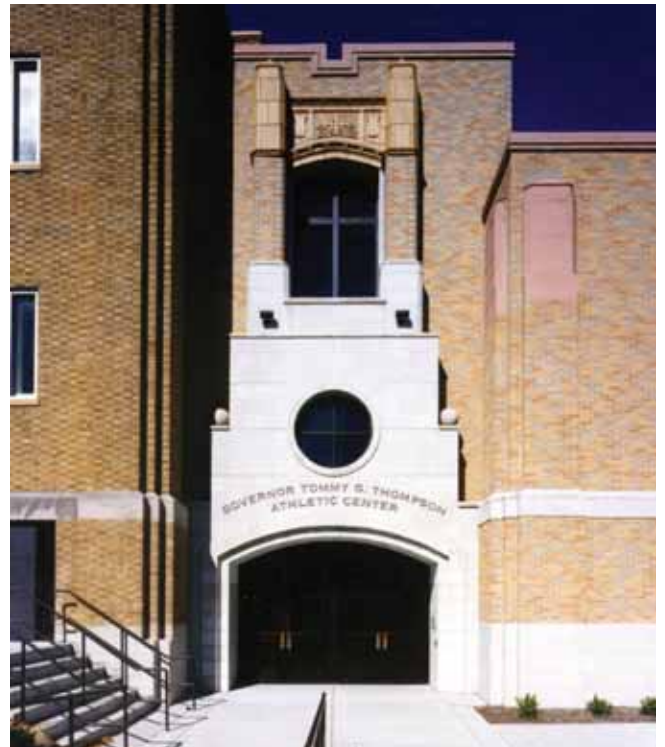


Building addition sympathetic to historic character yet of contemporary style.

University of Wisconsin-Stevens Point Master Plan



UWSP Old Main



Entrance with change in material and facade articulation.

Entrances (public, service)

Entrances for any new building should correspond to the existing entrances to Old Main, Communication Arts Center and Nelson Hall while meeting ADA accessibility requirements.

Service drives should be designed to be unobtrusive.

Materials

Material selection for new buildings in the historic district should be brick masonry, stone, or cast stone using warmer tones sympathetic to Old Main, Communication Arts Center and Nelson Hall.

Roofs

Roofs for new buildings in the historic district should be sloped to be sympathetic with Old Main.

Academic District

Existing buildings within the academic core are the workhorses of the institution and are inherently not flexible. Over time, these buildings will be replaced, renovated and reused if the campus is to keep pace with the demands of education and research.

The master plan envisions a transformation of the academic core that occurs with the addition of a few key buildings, the replacement of one existing building and the enhancement of open spaces. The master plan indicates locations and footprints for future buildings, and the open spaces that are created by their arrangement. New building proposals in the academic core should be critically evaluated on the quality of the exterior spaces and the character of the streetscapes they create.

Scale, Character and Height

Academic/research buildings may have larger massing and entrance/glazed opening sizes than buildings in the other districts (with the exception of athletic facilities) in response to interior building functions. Contemporary needs



UWSP College of Professional Studies

require larger buildings than older buildings providing similar programs. With limited available land and the desire to maintain a compact academic core, new buildings and additions will likely need to consider more verticality to achieve program requirements and maintain quality open spaces. All buildings within the academic core should be treated as four-sided buildings with no “throw away” or “back-of-house” elevations. Service requirements must be addressed sensitively to maintain aesthetic quality and to not disrupt interior pedestrian circulation routes.

The relationship between building height and open space width for major courtyards and quadrangles should not exceed 1:1.

Key academic buildings may warrant special architectural features to highlight off campus views or relationships to adjacent buildings.

New buildings located across from existing non-university residential areas shall not exceed five stories above main entrance grade elevation. Buildings surrounded by campus use should not exceed eight stories in height. Note that floor to floor heights will likely exceed that of existing buildings, resulting in taller buildings within the academic core.

Buildings should have a high degree of visual interest and activity at the ground level to enhance the pedestrian environment. Buildings should clearly express the activities occurring inside. Window and door openings should be well detailed, especially at the ground level. Simple punched window openings are not recommended for lower story windows, especially where buildings have public spaces on the ground floor. In these cases, windows should allow ample natural light into the space. Punched windows can be considered in upper stories to give designers another tool to articulate and differentiate building facades.



Academic Core - proposed buildings shown in eight-story height.

Entrances (public, service)

Entrances should be obvious to the building user, located along main pedestrian circulation paths. They should be scaled to reflect the building's function and the public spaces located inside the entrance. Glass panels, meeting DSF Day-Lighting Guidelines, should be used in conjunction with the entrances to provide transparency and increase the visual connection between the building interior and the exterior landscape. It is important that the amount of glass panels used is evaluated so that energy consumption and heat gain affects are considered sustainable, while still making visual interior/exterior connections.

Entrances for new buildings should relate to the pathway system shown in the master plan and also relate to the entrances of adjacent existing buildings. Entries will likely need to be located on multiple sides of new buildings and additions. Canopies, building recesses or similar architectural weather protection elements should be provided at all new building entrances.

Materials

The majority of the buildings on the UW-Stevens Point campus use light toned brick masonry as a predominant material. Buildings in the academic district also incorporate architectural pre-cast concrete panels, poured-in-place concrete and stone, with various glazing sizes and types.

Materials for new buildings and additions should be brick or stone masonry as a first option. Pre-cast concrete used creatively could also be acceptable. Cast-in-place concrete should be limited as much as possible and in no case should exceed more than 20% of any one building façade, regardless of use. In any case, large expanses of blank wall surfaces are not acceptable.

Roofs

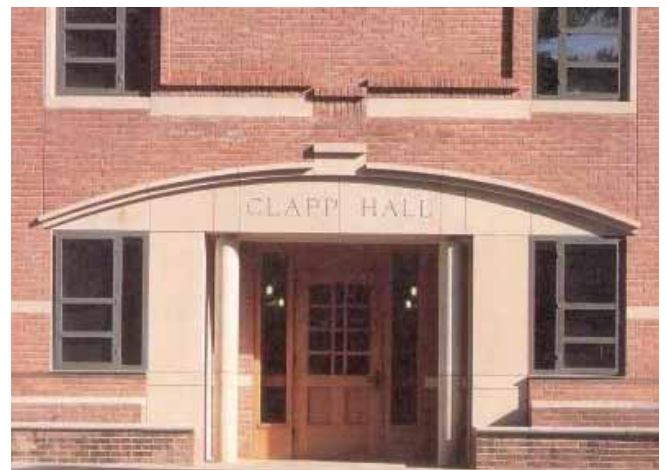
Flat roofs, with a shallow slope to drains, are typical in this area of campus. The continued use of flat roofs in building additions and new buildings will accommodate green roofs in the future if they are not incorporated in the initial design.



Entrance defined with facade articulation and materials.



Entrance defined with architectural elements and lighting.



Entrance defined with change in materials and articulation.

Western Residential and Recreation District

Scale, Character and Height

Residence halls are 1960s-style, four-story (with basement), predominantly brick dormitory buildings with punched window openings. Many of these buildings will remain through the planning horizon of this master plan. All will remain essentially in their current configuration, with interior remodels. Little exterior architectural change is anticipated within the west residential neighborhood. There may be opportunities to enhance or highlight building entries as part of remodeling projects. These renovations should add visual interest to these buildings and should support efforts to clarify circulation and provide more usable open space around buildings. Architectural elements, such as elevator penthouses or energy saving devices such as photovoltaic panel systems, may be added or modified at the roof level.

Entrances (public, service)

Existing entrances and stair towers could be enhanced in conjunction with the interior renovation of these residence halls to emphasize the entrance locations and reflect the lobby space inside. Canopies should be provided in conjunction with all new or remodeled entrances.

Eastern Residential and Athletic District

The master plan creates a new residential and athletic/recreational complex for campus. A new multisports stadium, ice arena and a replacement campus recreational facility are planned. This building type is large in scale and represents a different architectural challenge. A new residence hall is planned in this area that has similar design issues relative to its massing. These seemingly disparate buildings need to be designed to create a new neighborhood where students will live and recreate.

Scale, Character and Height

Athletic/recreation facilities are larger in scale than the nearby residence halls. These buildings should appear open and welcoming through the use of natural day-lighting techniques and/or the introduction of vision glass wherever possible. Design of these buildings should resolve the scale differences between them and the new residential facilities, as they face each other across Illinois Avenue. At this time, existing residence halls in this area will undergo interior remodels.



UWSP typical residence hall



Sports complex located within residence halls. Scale of recreation/athletic buildings have a positive relationship to their adjacent district.



Architectural articulation and material selection on this sports complex reduces its perceived scale.

Entrances (public, service)

Entrances and stair towers should be visually open and welcoming in order to emphasize the entrance location and reflect the lobby space inside. Therefore, these architectural elements may be of a larger and contrasting scale to the rest of the building. Canopies should be used to provide weather protection and to encourage use of the entrances. Lobby spaces for athletic facilities more than one story in height are also encouraged to provide a space that is more conducive to larger crowds that may gather for athletic events. Entrances to the athletic facilities should relate to the residence halls and the adjacent parking.

The use of glass panels at key activity areas within the building helps to communicate interior activity to the exterior spaces. The quantity of glass panels used shall be evaluated so that energy consumption and heat gain affects are considered sustainable, while still making visual interior/exterior connections. These areas include recreation rooms, lounges, entrances and common spaces.

Materials

In general, new residence halls should have materials, massing and openings that are less monumental in scale than academic buildings and athletic facilities to reflect the



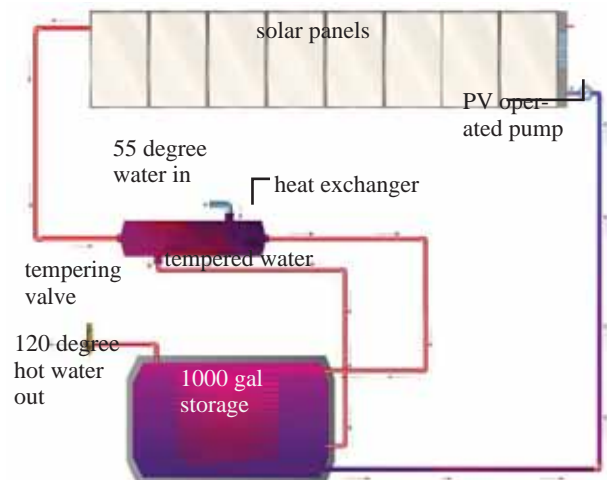
Entrance to residence hall is defined with visually welcoming and open materials and articulation.

residential character of these buildings. Paving at building entrances should also have a more residential scale in size and texture. Variation of the plane of the building façade, consistent with the building plan and budget, is also encouraged. The design of new residential facilities should focus on making the buildings appear less massive than they may be.

Roofs

Since the existing roofs of residence halls are flat, the roofs of new residence halls should also be flat. Sloped roofs may be used if specifically approved by the campus and DSF. Knutzen Hall and Pray-Sims Hall, two existing residence halls, are equipped with solar panels on their roofs, which produce enough hot water to offset the buildings total demand for fossil fuels by 10%. This type of system, along with green roof technologies should be considered with the design of the new residence hall(s).

The large footprints required for athletic/recreation facilities correspond to a large roof area – thus a large amount of rainwater runoff will need to be addressed. The master plan has proposed a system of vegetated bioswales near these new facilities to accommodate rooftop, artificial turf and parking lot stormwater. Roof drainage and other impervious surfaces should be directed to the bioswales for maximum infiltration.



Solar panel system on UWSP Knutzen and Pray-Sims Halls



Sports complex uses material combinations and building articulation to reduce perceived scale of large buildings.

Conservancy District

Scale, Character and Height

The only new building proposed in the Schmeeckle Reserve is the new visitor center. The design for this building should showcase sustainable design practices and follow the LEED Reference Guide Checklist to a high degree. The architectural and site character should be designed to reflect the building's natural surroundings.

Entrances (public, service)

The main entrance to the Schmeeckle Reserve Visitor Center should face onto Maria Drive to draw pedestrian traffic from the main campus. Another entrance to the building should face onto the Reserve itself to connect the building with the natural area.

Materials

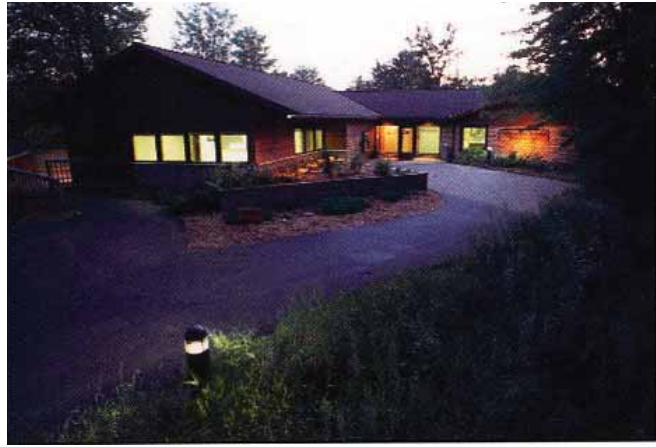
Materials should include a combination of stone, timber and glass with an emphasis on the use of recycled material.

Roofs

A vertical architectural element related to the main entrance and building lobby should be visible from Reserve Street. Flat roofs with green roof or other energy saving/generating elements are encouraged.

Storm water management

Storm water management techniques used at the visitor center site should also showcase sustainable design practices by increasing on-site infiltration. The system should be designed to be apparent and interpreted for visitors to the center.



UWSP Schmeeckle Reserve Visitor Center



UWSP's concept for the Schmeeckle Reserve Visitor Center

Parking Structures

Scale, Character and Height

Parking structures should incorporate materials, articulation, and screening that will minimize the impact of these large-scale buildings on adjacent buildings and uses. The parking ramp should not exceed four parking levels in height, although “liner” buildings may be taller. Opportunities to face parking structures with commercial or academic uses such as art studios, retail or offices should be explored. Where the parking structure façade is fully exposed, the building should be designed to create architectural interest, stair towers, entries and other elements accented to articulate the structure.

Entrances (public, service)

Locate stair towers to respond to nearby sidewalks, campus connections and adjacent campus building entrances. Towers should be designed to be visually open for safety reasons. Campus identification, through the use of building mounted logos or signage, should be provided at stair towers.

Materials

Brick masonry and glazing, especially at stair towers, should be used to break up large expanses of pre-cast concrete for the parking structure itself. Liner buildings should use materials appropriate to their uses.



Stair tower articulated with use of materials. Ground level of ramp is lined with retail uses to bring to a pedestrian scale.

Maintenance and Facilities District

Utilitarian buildings are a necessary part of the campus infrastructure. Mitigating potential negative visual impacts of these buildings can be accomplished through proper siting, architectural design, materials and landscape design.

Scale, Character and Height

Height should not exceed the height of the existing Maintenance and Material Building. Any additions to the north and east of existing buildings should be sensitive to the natural setting of Schmeeckle Reserve. No building or parking lot unrelated to the Reserve should extend across the boundary into Schmeeckle Reserve. Building facades should be articulated to avoid large un-relieved planes of one material.

Entrances (public, service)

Maintenance facilities tend to be nonpublic destinations. Entrances need to be conveniently located for ready access to the building, but do not need to have the higher degree of identity or articulation other campus buildings require.

Materials

Materials should be durable, using the same color and tone found on existing buildings. Brick masonry, concrete block masonry and a combination of those materials are acceptable.

Roofs

Consideration should be given to green roof construction or use of the roof to collect runoff for gray water uses.



UWSP 601 Division Street



UWSP Maintenance and Material Building

Commercial and Retail District

The master plan envisions a multiple use, public/private joint venture to redevelop the area between Division St. and Isadore St., west of campus. A Tax Increment Finance District including this area has been established by the city, and will provide financial support to facilitate redevelopment. Campus concerns should be represented as the planning and design for this redevelopment occurs.

Scale, Character and Height

Building height should not exceed city zoning height requirements for commercial facilities on these sites. Local zoning currently allows building heights between 35' and 125' in this area. The height of campus buildings located to the east of this district should be governed by the local zoning height restrictions. New buildings in this area will vary in size and materials related to use and ownership. Parking structures should be designed through the use of exterior materials and or screens to reduce the visual scale of these facilities as much a possible. Commercial buildings should present a finished façade to both Division Street and the campus to the east.

Entrances (public, service)

Pedestrian entrances into commercial/retail buildings should be from Division and Isadore Streets. Good access from the adjacent parking lot should be provided.

Materials

Brick, stone masonry or architectural pre-cast concrete, and glazing should be primary building materials, especially at ground level. Use of exterior insulation finishing systems should be limited to canopy soffits and not used for wall systems. Wall surfaces above glass areas and entrances should be designed to accommodate signage.

Roofs

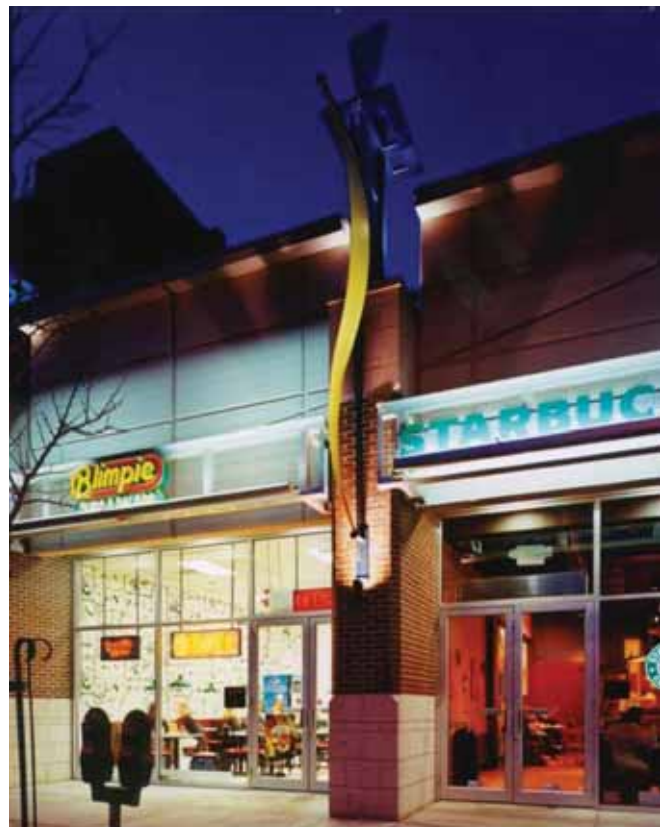
Roofs may be flat or sloped, or a combination. Roof runoff should be integrated into an infiltration storm water management strategy for this area.



High quality materials enhance character.



Signage opportunities on building facade.



Finished facade with an open, welcoming pedestrian scale.

APPENDIX

Master Plan Process

The development of this master plan has taken a process-oriented approach; an open, participatory process that resulted in a consensus-based solution. The steering committee and the master planning team worked to create effective dialogue between the campus community, surrounding neighborhoods and the city of Stevens Point to advance the master plan in a realistic and sustainable direction. Several on-campus workshops were organized to obtain input on numerous issues from the campus and community as a whole.

Sources for digital and printed reference material and base maps include: digital base map and footprints for all of the campus academic buildings, 1968 master plan, 1992 and 1997 Campus Physical Development Plans, and 1983 Transportation Plan from the University of Wisconsin-Stevens Point; digital base information and building footprints for surrounding areas from the city of Stevens Point. Field observation data was collected by consultants during campus visits. Frequent conversations with campus representatives filled information gaps as needed.

Base maps were used as an orientation and navigation tool by the consultant team to formulate working knowledge of the campus. Analysis of wayfinding, circulation, pedestrian flow, and landscape character were documented. Campus character and existing conditions were photographed.

Visioning Sessions

After analyzing and synthesizing the base materials, the planning team held a series of workshops over a three-day campus visit. A Red Dot-Green Dot exercise utilized a base map of the existing campus in which participants could place a green dot over the positive aspects of the campus, and a red dot over the negatives. The sessions offered valuable input on what the faculty and students find valuable as well as the things that they dislike on campus. A public session was held during the evening when the greater community had a chance to share their visions for the future of the campus. The results were compiled and used throughout the master planning process.

Master Planning Meetings

Listed below are the formal meetings held throughout the project duration. In addition to these, many e-mails and phone calls were exchanged throughout this project to ensure a successful product.

November 29, 2005

Kickoff meeting with Steering Committee to discuss direction of project

February 1-2, 2006

Visioning Sessions held at UWSP with diverse campus and community groups

March 15-16, 2006

Conceptual Alternatives Workshops for feedback on three master plan alternatives

May 10-11, 2006

Draft Master Plan Workshops for feedback on one concept

July 26, 2006

Review meeting with Steering Committee for modifications to draft master plan

August 16, 2006

Conference call with campus and state representatives to discuss master plan

September 9, 2006

Conference call with design team and campus and state representatives to discuss specifics of master plan and design guidelines

October 11-12, 2006

Final Master Plan Workshops with diverse campus and community groups to present and receive feedback on master plan

Concept Main Streets

Goals of the concept include:

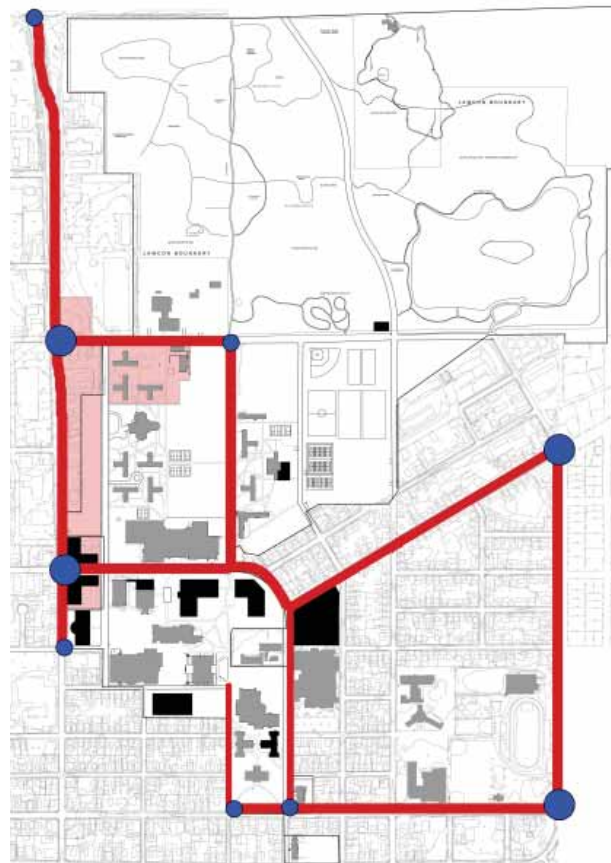
1. Increase visibility of campus on main streets
2. Enhance connection between campus and community
3. Develop Fourth Avenue as campus ‘main street’
4. Strengthen image of interior campus streets

Elements of the concept include:

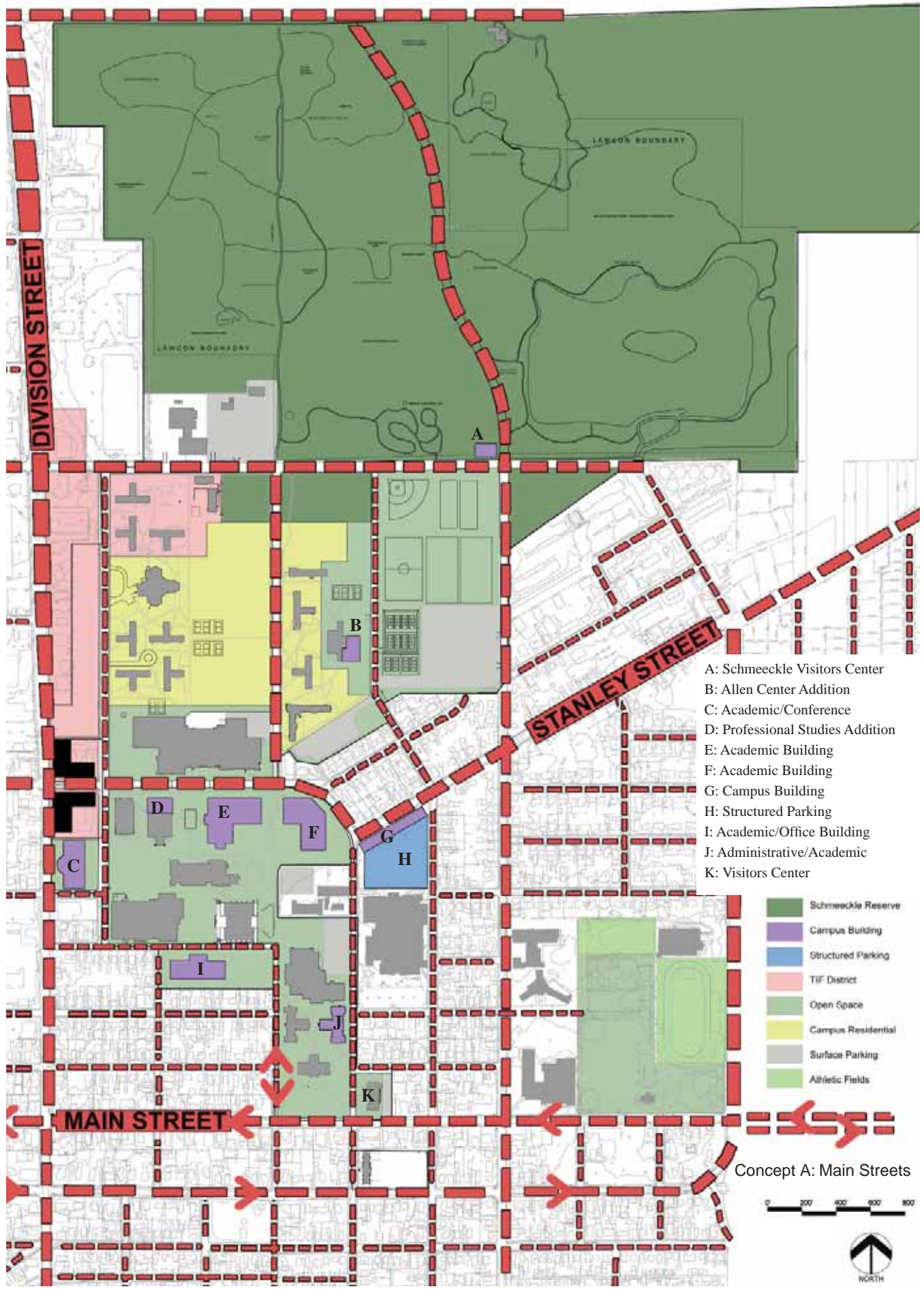
1. Campus Identity
 - a. Improve streetscape between Old Main and Goerke Field
 - b. Purchase Goerke Field to extend campus into community
 - c. Return Reserve Street to two-way circulation
 - d. Improve streetscape along TIF district and work with its development on Division Street
 - e. Create campus gateways along Division at Fourth, Maria and Northpoint
 - f. Collaborate with St. Michael’s Hospital for a parking structure/campus building on Stanley Street
 - g. Improve streetscape from existing Lot X to Minnesota Avenue along Stanley Street
 - h. Develop Fourth Avenue as campus ‘main street’
2. Open Space
 - a. Assume responsibility for Goerke Field
 - b. Relocate football, track, men’s hockey to Goerke Field
 - c. Opportunity to use existing on-campus fields for other uses
 - d. Install synthetic turf on Goerke Field to reduce number of practice fields needed on campus
3. Campus redevelopment
 - a. Convert Nelson Hall into Visitor/Alumni Center
 - b. Land swap South Hall with city
 - c. Relocate Schmeckle Visitor Center to Reserve and Maria
 - d. New campus building at Division and Fourth
4. Parking
 - a. Maintain existing parking quantity through addition of structured parking

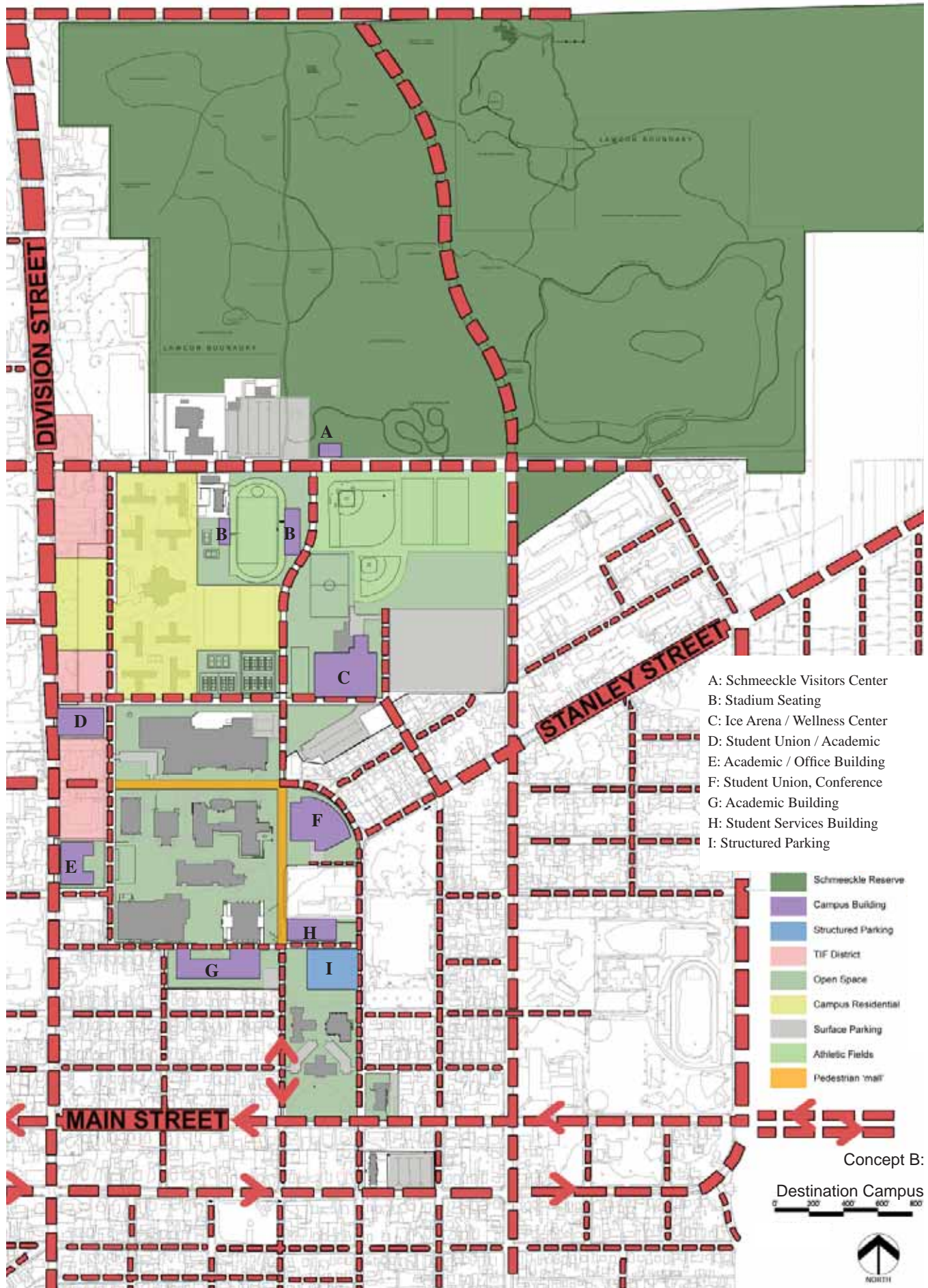
Big decisions of the concept include:

1. Collaborate with city on TIF District
2. Collaborate with hospital on parking structure
3. Construct new buildings along Fourth Street
4. Land swap South Hall with city
5. Assume responsibility for Goerke Field
6. Return Reserve Street to two-way circulation
7. Slightly elevate crosswalk (speed table) and enhance with special paving across Fourth Avenue
8. Enhance Reserve Street and others as interior campus streets
9. Construct new campus residential along Reserve Street



Schematic diagram of Main Streets Concept





Concept Green Scheme

Goals of the concept include:

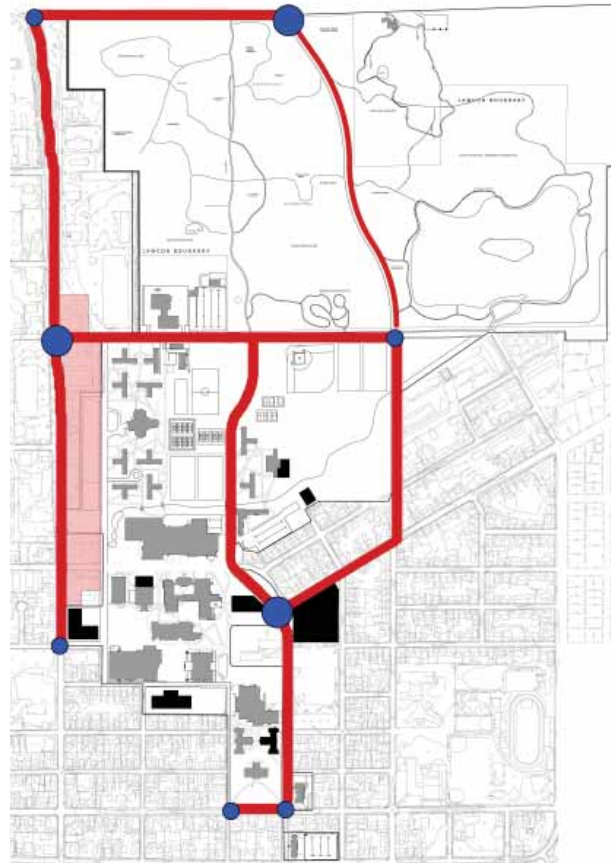
1. Become a showcase as a sustainable campus
2. Integrate Schmeckle Reserve into campus
3. Create a “green” campus
4. Expose urban storm water

Elements of the concept include:

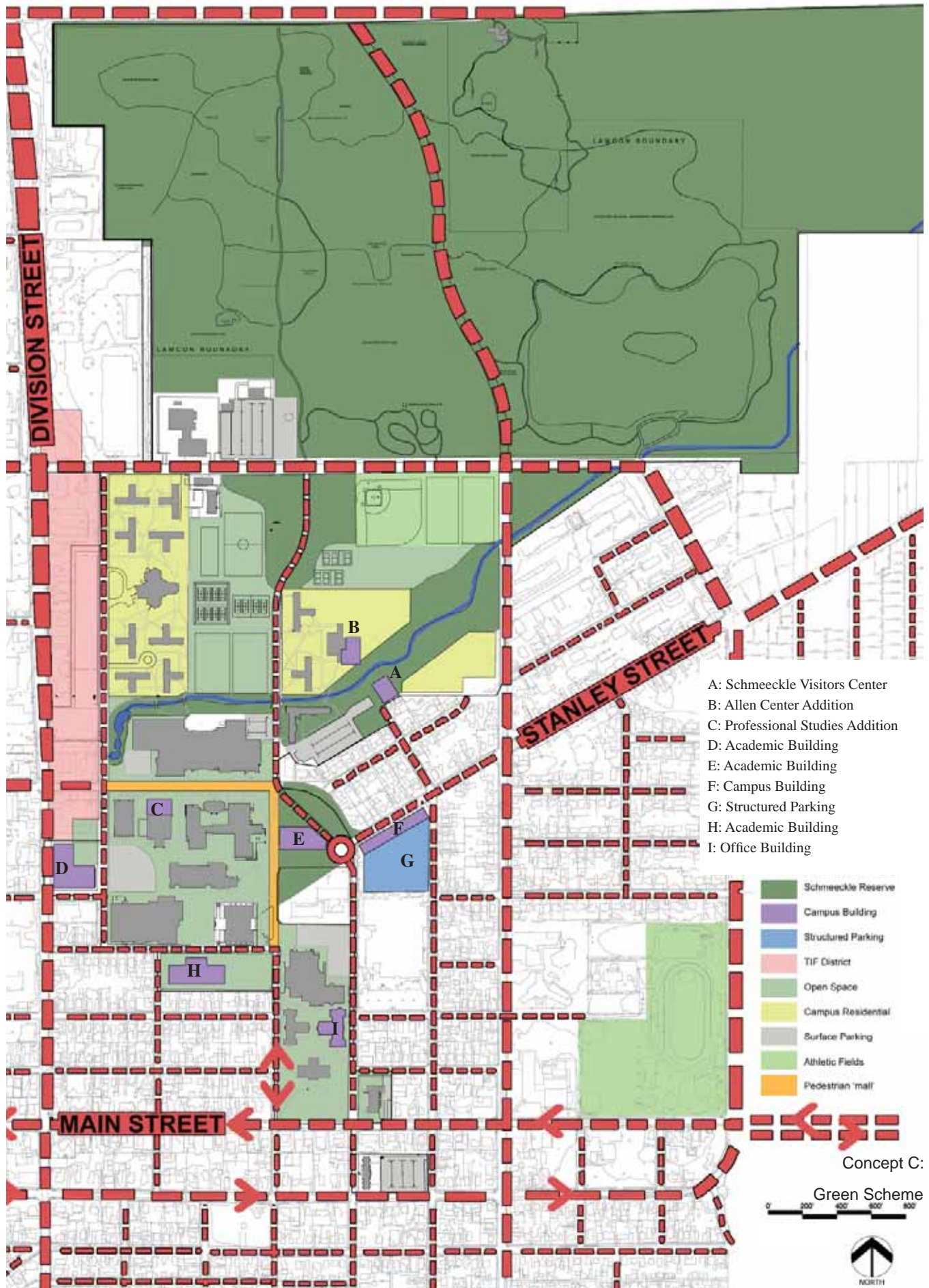
1. Circulation: Improve entrances into campus
 - a. Main Street
Entry into campus on Fremont Street
 - b. Division Street
Improve streetscape along TIF district and work with City on its development
Create campus gateway at Division Street and Maria Drive
 - c. Stanley Street
Create gateway at Stanley and Fremont – possible roundabout
View into campus across campus collegiate green space
 - d. Remove Fourth Avenue, allow access only to emergency vehicles
 - e. Remove Illinois Avenue north of Fourth Avenue
 - f. Direct traffic along Division Street through TIF district and to Maria Drive
 - g. Create a Pedestrian ‘Mall’
Give priority to pedestrians, bicyclists and mass transits
Utilize existing Fourth Avenue and a portion of Reserve Street for pedestrians only
2. Open Space
 - a. Restore natural systems of Moses Creek and provide opportunities for education and research
 - b. Bring natural Schmeckle Reserve into campus through ‘green corridor’
 - c. Provide pedestrian/bike trail along Moses Creek
 - d. Install synthetic turf on track field(s) and reduce number of practice fields needed
3. Campus Redevelopment
 - a. Continue to utilize existing buildings and Goerke Field
 - b. Consolidate campus boundaries by swapping South Hall with City
 - c. Relocate Schmeckle Visitor Center south of Moses Creek at the north end of Illinois Avenue
4. Parking
 - a. Reduce parking by 25%
 - b. Introduce structured parking

Big decisions of the concept include:

1. Provide fewer parking spaces on campus
2. Remove Fourth Avenue and create pedestrian ‘mall’ at Fourth Avenue and portion of Reserve Street
3. Remove portion of Illinois Avenue
4. Restore and daylight Moses Creek
5. Establish ‘green corridor’ through campus
6. Negotiate land purchase with church to create collegiate green space on axis with Stanley Street entry
7. Collaborate with hospital on parking structure
8. Restore Reserve Street to two-way circulation



Schematic diagram of Green Scheme Concept.



Conceptual Alternatives

Based on feedback from the visioning sessions, three distinctive conceptual master plans were presented to the campus as an attempt to gain direction on various issues. The plans incorporated analysis of existing conditions and reports and studies completed by the campus.

Early in the process, direction was given to the design team that the campus would not increase enrollment. However, physical classroom space was no longer sufficient for current teaching styles, so the team addressed the need for new buildings. In addition, each plan focused on a theme considered important to the majority of visioning session participants.

The consultants presented the alternatives during a series of workshops held over a two-day period. Sessions included discussion with diverse campus groups, students, and the greater community. Campus participants also had access to these alternatives via an interactive Web site hosted by the university. However, this method generated very few postings. Comments generally supported a combination of elements from all three alternatives.

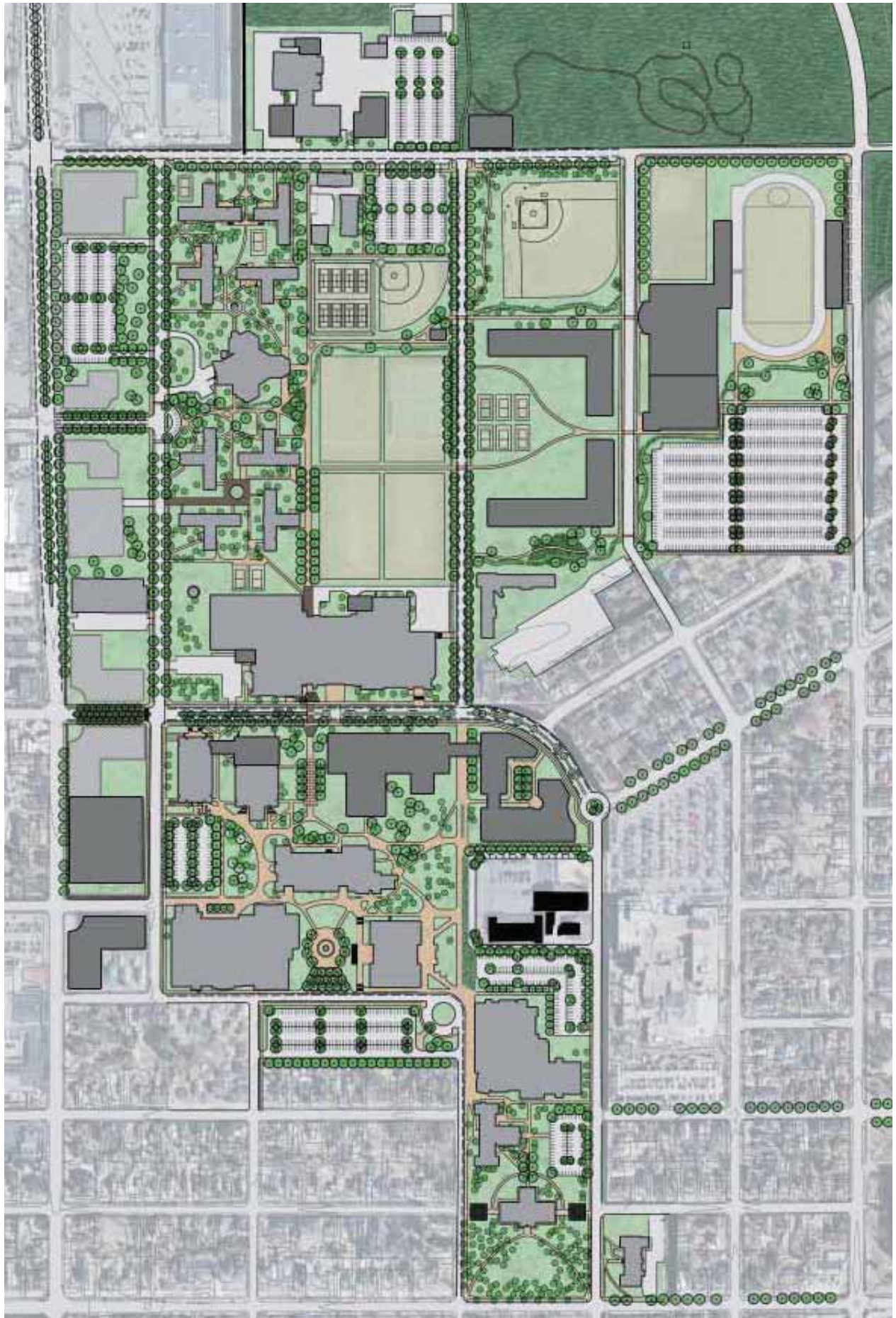
Master Plan

A draft of the master plan was guided by and produced with feedback from the conceptual alternatives stage of the master planning process. The challenge was to incorporate the feedback generated from the three concepts and effectively synthesize them into one cohesive plan. The resulting plan was presented to the campus through a series of workshops in May 2006. Based on comments from these workshops, and additional meetings and conversations with campus, the draft was revised several times into the final master plan presented in this document.

Additional Information

In addition to the information included in this document, several studies and reports have been compiled on a parallel track to this master plan.

- A. UWSP Campus Housing Condition Study, Part 1
- B. UWSP Campus Housing Condition Study, Part 2
- C. UWSP Campus Housing Report, Nelson Hall
- D. Ken Saiki Design Memo, January 16, 2007: TranSmart Technologies Information and Data
- E. UWSP Comprehensive Plan for Student Housing
- F. Meeting Minutes and Agendas for Master Planning Workshops



Draft Master Plan as of July 26, 2006.

University of Wisconsin-Stevens Point Master Plan