We will be the **premier undergraduate learning community** in the Upper Midwest, noted for rigorous, integrated, globally infused, undergraduate liberal education, and distinctive, select graduate programs.

*Transforming our Future, Centennial Plan*
Our future will be enlivened by a campus community that dares to take calculated risks as it asks,

“What can we make possible?”
Stewardship means, first and foremost, preserving our human and natural relationships: how we relate to this campus and our sense of place.
We have an opportunity to **model sustainable practices**, pilot innovative **approaches** to resource use,

and work with our community to **create solutions** to environmental challenges.
To foster civic leadership, we will identify better ways to connect the university with the community, linking needs and resources and communicating opportunities and university resources.
As financial stewards we must be efficient and strategic, focusing inevitably limited resources in ways that best advance our vision and goals.
We need to look beyond what benefits the individual, the department, or the unit, focusing instead on what best serves our university and our students.
The Campus Master Plan will...

- Emphasize **new buildings** and renovations, ease **transportation** concerns, and enhance the learning environment.
- Be infused with values of **innovation** and stewardship and rely increasingly on **sustainable** practices.
- Reflect commitment to diversity and to **eliminating barriers** for people of all abilities.
- Include **lower-cost cosmetic** and artistic improvements for existing facilities.
- Foster a more **entrepreneurial** approach to the use of facilities, encouraging ideas for new ways of using space, developing multi-use strategies, and creatively renovating facilities that can provide alternative learning sites.
- Explore **traditional and non-traditional** revenue sources.

*Transforming our Future, Centennial Plan*
The University of Wisconsin-Eau Claire campus will be integrated into the Eau Claire community, yet maintain its character of a higher education institution.

The density, intensity and activity of the campus will increase to provide the facilities necessary to achieve its academic mission and strategic values of stewardship and sustainability.

The beauty and livability of campus will increase with more and better designed open spaces.

The campus will be better connected – among its precincts, to its natural resources and to the community.
Extensive Campus Input
Campus Analyses

- Campus in the Community
- Building Timeline
- Cultural Resources
- Natural Resources
- Land Use
- Open Space
- Pedestrian/Bicycle/Transit
- Vehicle
Campus Analyses

- Classrooms, Labs, Offices
- Utilization
- State and National Benchmarking
- Future Space Needs
Campus Analyses

- Residential Demand
  - Return students from hotels
  - Add 1,250 suite beds and 300 apartment beds

- Campus Dining
  - Renovate and expand dining on upper campus precinct
Campus Best Practices

- Focus on **purpose**
- Enhance academic and social **interaction**
- Strive for **environmental** sustainability
- Strive for **financial** sustainability
- **Anticipate** change
- Design for function and **flexibility**
- Craft a sense of **place**
- Move toward **visual coherence**
- Respect the built and environmental **context**
- **Integrate** with the host community
- Create a clear **identity**
- Put **pedestrians** first
- Recognize **bicycles** and **vehicles**
- Seek diversity and **inclusiveness**
- Maintain campus **safety**
Existing Conditions
Campus Master Plan Principles

- Campus Patterns
- Campus Movement
- Commitment to the Community
Campus Master Plan Principles

- Campus Patterns
  - Concentrate Academics in the Center of Campus
  - Broaden and Increase the Residential On-Campus Living Options
  - Distribute On-Campus Dining Options and Improve Quality and Service
  - Create A Sense of Place Throughout Campus
  - Preserve and Enhance Views on Campus and Into Campus
  - Establish the Campus Edge
  - Welcome Visitors to Campus
  - Prepare for a Mixed-Use and Integrated Campus
Campus Patterns

- Concentrate Academics in the Center of Campus
- Consolidate the College of Education Departments on the Lower Campus Precinct
- Accommodate the Growth of the Physical Sciences
Broaden and Increase the Residential On-Campus Living Options

- Construct Two Suite Style Residence Halls on the Upper Campus Precinct
- Reconstruct Horan Hall as Suite Style Residence Hall
Campus Patterns
Campus Patterns

- Broaden and Increase the Residential On-Campus Living Options
  - Construct Residential Hall on the Lower Campus Precinct
  - Support Off-Campus Street Student Housing
### Campus Patterns

- **Broaden and Increase the Residential On-Campus Living Options**
- **Renovate and De-Densify Existing Residence Halls**

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>Location</th>
<th>GSF</th>
<th>Capacity</th>
<th>% of Benchmark</th>
<th>Existing Average SF per Student</th>
<th>Standard (225 SF per student)</th>
<th>New Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bridgman Hall</td>
<td>Traditional</td>
<td>Upper</td>
<td>50,922</td>
<td>242</td>
<td>207</td>
<td>92%</td>
<td>222</td>
<td>222</td>
</tr>
<tr>
<td>Chancellor Hall</td>
<td>4 BR Apt</td>
<td>Upper</td>
<td>133,979</td>
<td>324</td>
<td>414</td>
<td>105%</td>
<td>324</td>
<td>324</td>
</tr>
<tr>
<td>Governors Hall</td>
<td>Traditional</td>
<td>Upper</td>
<td>65,283</td>
<td>310</td>
<td>211</td>
<td>94%</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>Horan Hall</td>
<td>Traditional</td>
<td>Upper</td>
<td>39,925</td>
<td>206</td>
<td>194</td>
<td>86%</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Murray Hall</td>
<td>Traditional</td>
<td>Upper</td>
<td>56,737</td>
<td>306</td>
<td>185</td>
<td>82%</td>
<td>252</td>
<td>252</td>
</tr>
<tr>
<td>Oak Ridge Hall</td>
<td>Traditional</td>
<td>Upper</td>
<td>63,383</td>
<td>346</td>
<td>183</td>
<td>81%</td>
<td>282</td>
<td>282</td>
</tr>
<tr>
<td>Sutherland Hall</td>
<td>Traditional</td>
<td>Upper</td>
<td>76,378</td>
<td>400</td>
<td>191</td>
<td>85%</td>
<td>339</td>
<td>339</td>
</tr>
<tr>
<td>Parmann Hall</td>
<td>Traditional</td>
<td>Lower</td>
<td>36,769</td>
<td>236</td>
<td>156</td>
<td>69%</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Thomas Hall</td>
<td>Traditional</td>
<td>Lower</td>
<td>35,496</td>
<td>144</td>
<td>247</td>
<td>110%</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Towers Residence Hall North</td>
<td>Traditional</td>
<td>Upper</td>
<td>133,880</td>
<td>657</td>
<td>204</td>
<td>91%</td>
<td>595</td>
<td>595</td>
</tr>
<tr>
<td>Towers Residence Hall South</td>
<td>Traditional</td>
<td>Upper</td>
<td>111,738</td>
<td>585</td>
<td>191</td>
<td>85%</td>
<td>497</td>
<td>497</td>
</tr>
<tr>
<td>New Governors Parking Lot</td>
<td>Suites</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>New Tennis Courts</td>
<td>Suites</td>
<td>Upper</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>New Horan Site</td>
<td>Suites</td>
<td>Upper</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>New Lower Campus Precinct Hg</td>
<td>Semi-Suites</td>
<td>Lower</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>On Campus</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>3,756</strong></td>
<td></td>
<td></td>
<td><strong>4,051</strong></td>
<td></td>
</tr>
<tr>
<td>New Off-Campus</td>
<td>4 BR Apt</td>
<td>Water St</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>4,051</strong></td>
<td></td>
<td></td>
<td><strong>4,351</strong></td>
<td></td>
</tr>
</tbody>
</table>
Campus Patterns

- Distribute On-Campus Dining Options and Improve Quality and Service
  - Renovate Hilltop Center for All Access Dining
  - Renovate Crest Center for Recreation
Campus Patterns

- Create A Sense of Place Throughout Campus
  - Create a Network of Campus Quadrangles
    - Lower Campus Precinct Mall
    - Quadrangle South of Schofield Hall
Campus Patterns

- Create A Sense of Place Throughout Campus
  - Create a Network of Campus Quadrangles
    - Quadrangle South of Governors Hall
Campus Patterns
Campus Patterns
Create A Sense of Place Throughout Campus
  - Create a Network of Campus Quadrangles
    - Quadrangle West of Towers Hall
Campus Patterns

- Create A Sense of Place Throughout Campus
  - Create a Network of Campus Quadrangles
    - Water Street Quadrangle
Campus Patterns

- Create A Sense of Place Throughout Campus
  - Prepare a Public Art and Monument Master Plan
Campus Patterns

- Preserve and Enhance Views on Campus and Into Campus
Campus Patterns

- Establish the Campus Edge
  - Establish a Network of Major Gateways
  - Strengthen Minor Gateways
Campus Patterns
Campus Patterns
Campus Patterns

- Welcome Visitors to Campus
  - Construct a New Visitor Center
Campus Patterns
Campus Patterns
Campus Patterns

- Welcome Visitors to Campus
  - Develop and Comprehensive Signage and Wayfinding Plan
  - Strategically Locate Information Kiosks
Campus Patterns

- Prepare for a Mixed-Use and Integrated Campus
  - Reserve Sites for Residential on Lower Campus Precinct
  - Establish an Academic Village on Upper Campus Precinct
Campus Master Plan Principles

- Campus Movement
  - Create a Dense Network of Walks and Trails
  - Design Safe, Multimodal and Green Campus Streets
  - Encourage Cycling
  - Improve and Integrate Transit
  - Move Parking to the Campus Edges
Campus Movement

- Create a Dense Network of Walks and Trails
- Connect the Upper and Lower Campus Precinct with a Linking Boulevard
Campus Movement

- Create a Dense Network of Walks and Trails
  - Expand Bluff Stairs into a Grand Staircase
  - De-Compress Modes on the Pedestrian Bridge Landing
Campus Movement

- Create a Dense Network of Walks and Trails
  - Create a Fine-Grained Pedestrian Network
  - Connect to and Extend the Community Pedestrian and Bicycle Network
Campus Movement

- Design Safe, Multimodal and Green Campus Streets
  - Narrow Street Cross-Section Elements
  - Improve Pedestrian Safety
Campus Movement

- Design Safe, Multimodal and Green Campus Streets
- Construct “Green Streets”
Campus Movement

- Encourage Cycling
  - Create a Connected Network of Bicycle Paths
  - Provide Short and Long-Term Bicycle Parking
  - Investigate Innovative Campus Cycling Programs
Campus Movement

- Improve and Integrate Transit
Campus Movement

- Move Parking to the Campus Edges
  - Maintain Existing Number of Parking Spaces (3,100 spaces existing; 3,359 proposed)
  - Automobile Parking Design
  - Prepare to Support Evolving Mode Split
Campus Master Plan Principles

- **Commitment to the Community**
  - Strengthen and Extend University Programming in the Community
  - Reach Out to the Community
  - Partner with and Promote Institutional Neighbors
  - Respect and Enhance Surrounding Neighborhoods
  - Protect and Enhance the Chippewa River and the Little Niagara Creek
  - Protect and Enhance Putnam Park
Commitment to the Community

- Strengthen and Extend University Programming in the Community
  - Maintain Existing Partnership with City at Bollinger Fields, Hobbs Ice Center and Carson Park
  - Collaborate with the City to Construct a Multi-Purpose Event Center
Commitment to the Community

- Strengthen and Extend University Programming in the Community
  - Collaborate with the City to Construct a Fine Arts Center and a Performing Arts Center
  - Construct a Parking Structure on the Water Street Lot
  - Renovate and Renew Haas Fine Arts Center
Commitment to the Community

- Reach Out to the Community
  - Create a University Outreach Center on West Clairemont
  - Repurpose the Eau Claire State Office Building and Stein Boulevard
Commitment to the Community

- Partner with and Promote Institutional Neighbors
  - Expand Upper Campus Precinct Boundary onto CVTC Campus
  - Partner in a West Clairemont Parking Structure
  - Improve the Circulation and Aesthetics of the Ed-Med Corridor
Commitment to the Community

- Respect and Enhance Surrounding Neighborhoods
  - Build Compatible Structures at the Residential Edges
  - Maintain or Reduce Off-Campus Parking Pressure
  - Respect the Spirit and Intents of the Water Street Redevelopment Plan
Commitment to the Community

- Protect and Enhance the Chippewa River and the Little Niagara Creek
  - Uncover the Little Niagara Creek
  - Increase Access to the Chippewa River
  - Stormwater Management
Commitment to the Community

- Protect and Enhance Putnam Park
Final Master Plan
Supporting Documents

- Architectural Design Guidelines
  - Historical Context
  - Architectural Style
  - Scale
  - Massing/Height
  - Connections Between Buildings
- Exterior Cladding Materials
  - Primary Material – Clay Brick
  - Secondary Materials
Supporting Documents

- Architectural Design Guidelines
  - Windows
  - Ground Level Articulation
  - Roofs
  - Entrances
  - Accessibility
  - Service and Mechanical Facilities
  - Sustainability and Stewardship
  - Building Signage
Supporting Documents

- Site Design Guidelines
  - Building Landscaping
  - Existing Tree Preservation
  - Athletic Fields
  - Other Campus Open Spaces

- Site Furnishing Standards
  - Pedestrian Lighting
  - Street and Parking Lot Lighting
  - Trash and Recycle Receptacles
  - Bicycle Storage
### Phasing

- Ambitious yet prudent project sequencing
- Balance between GPR, Mixed Use, and PR funding sources

<table>
<thead>
<tr>
<th>General Purpose Revenue/Mixed Use Projects</th>
<th>Program Revenue Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education Building</td>
<td>Student Center</td>
</tr>
<tr>
<td>Garfield Ave Infrastructure Improvements</td>
<td>Children’s Center at St. Bede</td>
</tr>
<tr>
<td>Campus Exterior Signage and Wayfinding</td>
<td>Residence Hall # 1 – Governors Lot/Tennis Courts</td>
</tr>
<tr>
<td>Outdoor Classrooms</td>
<td>Residence Hall # 2 – Horan Site/Governors Lot</td>
</tr>
<tr>
<td>Performing Arts Center (potentially off-campus)</td>
<td>Off Campus Residential # 3 – privately developed</td>
</tr>
<tr>
<td>Fine Arts Center (potentially off-campus)</td>
<td>Horan Hall Demolition (if required)</td>
</tr>
<tr>
<td>Relocate Campus Police</td>
<td>Relocate Student Health Services</td>
</tr>
<tr>
<td>Visitor Center</td>
<td>Crest Center Repurposing and Addition</td>
</tr>
<tr>
<td></td>
<td>Towers South Renovation</td>
</tr>
<tr>
<td></td>
<td>Towers North Renovation</td>
</tr>
<tr>
<td>2011-2016</td>
<td></td>
</tr>
<tr>
<td>Eau Claire State Office Building and Land Acquisition</td>
<td>Governors Hall Renovation</td>
</tr>
<tr>
<td>Haas Fine Arts Center Renovation</td>
<td>Hilltop Center Repurposing</td>
</tr>
<tr>
<td>Water Street Infrastructure Improvements</td>
<td>Eau Claire State Office Building Parking</td>
</tr>
<tr>
<td></td>
<td>Roosevelt Ave Residential Housing Demolition</td>
</tr>
<tr>
<td>2017-2022</td>
<td></td>
</tr>
<tr>
<td>Putnam/Katharine Thomas Halls Demolition</td>
<td>Residential Hall # 4 – Lower Campus</td>
</tr>
<tr>
<td>Science Hall Phase 1</td>
<td>Surface Parking on Zorn Arena/Brewer Hall Site</td>
</tr>
<tr>
<td>Science Hall Phase 2</td>
<td>Surface Parking on Phillips Science Hall Site</td>
</tr>
<tr>
<td>Schneider Hall Stewardship</td>
<td>Water Street Parking Structure</td>
</tr>
<tr>
<td>Phillips Science Hall Demolition</td>
<td>Murray Hall Renovation</td>
</tr>
<tr>
<td>Multi-Purpose Arena/Rec (potentially off-campus)</td>
<td>Oak Ridge Hall Renovation</td>
</tr>
<tr>
<td>Zorn Arena/Brewer Hall/Kier Theatre Demolition</td>
<td></td>
</tr>
<tr>
<td>Upper Campus Infrastructure Improvements</td>
<td></td>
</tr>
<tr>
<td>Lower Campus Infrastructure Improvements</td>
<td></td>
</tr>
<tr>
<td>2023-2029</td>
<td></td>
</tr>
</tbody>
</table>
Student Center
Education Bldg
Visitor Center
Garfield
Fine/ Perf Arts
Upper Res Halls – new, Towers
Outdoor Classroom
Crest Center
Phasing -2017-2022

- Haas Renovation
- Governors Hall
- State Office Bldg
- Hilltop Center
Phasing -2023-2029

- Science Phase 1
- Science Phase 2
- Schneider
- Multi-Purpose Event Center
- Lower Campus Res Hall
- Murray, Oak Ridge
Aspirational Plan

- The campus master plan is only the first 20 years of this long-term vision.
- Major player in the vitality of Eau Claire, regional economic engine
- Fluid connectivity between campus and city
- Continue to partner on projects
- Break down the “us vs. them” mentality
Questions and Comments

- Open House, 1-2pm
- Facilities Projects website: 
  http://www.uwec.edu/facprojects/masterplan.htm
  - Final Master Plan documents
  - All interim documents
- Mike Rindo, Assistant Chancellor for Facilities
- Rick Gonzales, Director of Facilities Planning
Next Steps

- Implementation has already begun
  - Student Center
  - Education Building
  - Children’s Center
  - Garfield Avenue improvements
  - Upper campus residence halls

INSERT PHOTO OF STUDENT CENTER CONSTRUCTION
xxx
The best way to **predict the future** is to **invent it**.

- Alan Kay
University of Wisconsin-Eau Claire
Campus Master Plan

Final Master Plan
November 14, 2011