JJR and River Architects led the kick-off meeting with the Campus Master Plan Steering Committee to begin the preparation of the Campus Master Plan. Jon Hoffman, Neal Kessler and Val Schute presented background information about the nature of the master plan project, the goals and the process for completion. The initial task is preparing campus design guidelines. Val Schute and Neal Kessler discussed architectural and site design guidelines, respectively. This is a summary of the Steering Committee discussion.

Campus Master Plan Process and Schedule

- What will the qualities of a successful UW-Eau Claire Campus Master Plan?
  - Out of box thinking, don't shove more buildings on a tight campus
  - On budget
  - Support strategic vision
  - Comprehensive, unified
  - Plan for future projects
  - Orderly project phasing, priorities
  - Stop constant academic space reorganization
  - Implement “stewardship” of strategic plan
  - Recruitment and retention
  - Stop constant remodeling, reconstruction of previous project; logical changes
  - Orderly and transparent process
  - Support Academics first, Student Life second
  - Respect the Eau Claire fabric (in partnership)

- Will the current Capital Budget constrain Campus Master Plan?
  - The Master Plan can shake out a different vision, but project that are currently funded will move forward
MEETING NOTES

- Last overall facilities master plan was discussed 10 years ago
- What will be the City Representation on the Steering Committee? They will be considered special stakeholders.
- Will a realistic level of resources considered?
  - With limited resources, force interim choices that are less than optional; dreaming big without resources discussion results in worthless plan, the last campus plan was just a list of all the big dreams without winnowing
  - Campus master plan process will start with big thinking, and then strategically move toward a financially realistic vision
  - The 6-year Capital Budget plans will focus on the realistic future, with all other project seen as future
- PEEQ process recommendations are now at Chancellor’s office
- The Advisory Group to the Chancellor is currently in flux now
- Flexibility of plan – will it allow changes if buildings aren’t constructed?
  - Plan will allow for parts of the plan to be implemented without the rest of the plan falling apart
- JJR should include Bollinger Fields within the master plan. It is owned by campus and used for satellite parking. Other off-campus sites (e.g. Carson, Hobbs) are City-owned facilities.
- Campus Dates for future Steering Committee, Stakeholder, and Campus meetings
  - September 14 – 16 won’t work for the stakeholder interviews; accreditation visit that week; September 21 – 22 – Education Building meetings (Sept 21 – Steering Committee; Sept. 22 – Workshops – Community, Senate)
  - Campus Furlough Days – August 7, November 28, December 28, and April 2 (Friday, Spring Break)
  - 1st day of class is Sept 2; exams after November 25th
  - Davies Center meetings – meeting with Student Government on Monday night; campus meeting for students at Tuesday lunch
  - University Senate meets 2nd and 4th Tuesdays, 3:00 p.m. – 5:00 pm. (potential 4:00 p.m. briefing)
  - Student Senate meets every Monday at 6:00 p.m.
  - Chancellor’s Cabinet – no set meeting date
  - Adjacent Neighborhoods
    - Third Ward - 3rd Thursday (more important)
    - Historic Randall Park – 2nd Tuesday
  - City Council meets Tuesdays 4:00 p.m. – 7:00 p.m.; Plan Commission on Mondays; School Board on Mondays
  - Campus Open Houses – could be Mondays or Tuesdays
- Sustainability should be infused within all meetings; not a specific meeting group
  - The chancellor has signed the ACUPCC and the campus is in the process of developing a climate action plan for campus
- Master Plan Web Portal – Campus will create a webpage with information about the Campus Master Plan and all campus building planning

JJR conducted a dot exercise where Steering Committee members indicated their favorite and least favorite campus locations.

- Favorite
  - Good connection – bridge to central campus
  - Good landscaping, river views, views from bridge
  - Steps up the hill – within forest, sheltered (not exposed)

- Least favorite
  - Hibbard – boring, urban, out of place
  - Brewer Hall (Kjer Theater) – antiquated, out of date
  - Zorn – terrible facility, but only regional competition location (recreation has thought conceptually on how to function without Zorn)
  - Winter traversing over river, condition
  - Hill – obstacle for circulation, food service
  - Grade change – huge challenge (especially for disability)
  - Entrances – there’s not an official entrance, existing are terrible
  - Student Center should be at the Putnam Hall site (would be if we had a through-through campus master plan)

Design Guidelines

- Recycling on campus – just had meeting about creating standard for recycling bins/materials
- Guidelines can be prescriptive or descriptive
  - Can also be didactic - teaches other designers of background and philosophy of how to design on campus
MEETING NOTES

• Major Architectural Design Guideline Issues
  - Style direction - interpretative vs. prescriptive
  - Set building height limits - inner campus vs. edge (residential)
  - Adjacent building linkages - encourage?
  - Establish signage standards for all buildings on campus
  - Public art - campus preferences
  - Accessibility vs. Universal Design
  - Sustainability – require a LEED Standard?
  - Micro-climate - significant wind on campus with wind coming down the river; create human gathering spaces
  - Politics – cutting down trees, outdoor classroom

• Open Space issues and preferences
  - Gateways – should not create a fortress (no gates); should be able to walk through the gateway to denote front door; brick area within gateway to create open space; use natural materials; columns are good; UW-Madison’s columns look like kiosks and weren’t distinctive; St. Norbert’s gateway is very good
  - Edges: river edge used to be was tree-lined but trees were taken out for riprap; there’s no seating to see the river; group prefers low walls or low fence with flowers; use native materials; Phoenix Park is a good example of sustainable design; create connecting points to river; landscaped edges are supported
  - Pedestrian paths: new green space where Davies Center is now is intended to replace existing field that will be taken out; use brick to designate major walkways; Univ of MN Scholars Walk is well-liked; central walks should have a brick (or distinctive) pattern
  - Parking Lots: screen parking with landscaping (rather than fencing); dual use streets are OK with a hierarchy of materials
  - Gathering places - engage with Little Niagara

Next steps
  - JJR to send a PDF of the entire PowerPoint presentation, including the schedule graphic
  - The draft design guidelines should be submitted to Campus for distribution – Thursday, Aug. 6th by noon
  - JJR and River to include 6-8 questions for Steering Committee to respond to regarding design guidelines; Rindo to collect responses and forward to JJR

Attachments
  - PDF of entire PowerPoint presentation
  - Scan of Campus Map with Favorite/Least Favorite dots

Our summarization of this meeting is transcribed as above. Please notify the preparer within five (5) business days of this transmission of any disagreement as the foregoing becomes part of the project record and is the basis upon which we will proceed.