



# REQUEST FOR CAMPUS MASTER PLANNING

University of Wisconsin – La Crosse  
2003-2005

Project No. **XXXXXX**

June 2002

1 **PROJECT SCOPE AND DESCRIPTION**

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4 **Background and Purpose**

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6 The approaches to solving the problem of a shortage of assignable building space have been described  
7 in the university's Physical Development Plan. The solutions will involve a combination of reallocation of  
8 existing space, renovations to existing buildings, construction of additions to existing buildings, and  
9 construction of new facilities. These projects are all part of an overall facility plan that was developed to  
10 address the space needs of the various academic and administrative functions.

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12 However, the university does not have a Campus Masterplan to guide the evolution of these, as well as  
13 other, smaller projects, so that they all contribute to a cohesive campus setting. As with all institutions, in  
14 the coming years the University of Wisconsin – La Crosse will move forward with construction projects,  
15 exterior signage revisions, landscaping, the enhancement of pedestrian and vehicle transportation routes,  
16 and small maintenance projects. As such, it is important to have a plan to guide these activities and  
17 ensure that they are developed so that they result in consistent and appropriate physical  
18 appearances and functions. A plan is necessary for the university to not only retain its unique identity,  
19 but to also allow it to exist in harmony with, and as a part of, the larger surrounding community.

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24 **Scope and Description**

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26 Since the Master Plan will have an impact on essentially all physical revisions and improvements of the  
27 campus, it must address a wide range of issues. As such, items the Master Planning consultant must  
28 incorporate as part of the final plan document include, but are not limited to the following:

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- A brief overview or description of the Plan
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32 • Goals of the Plan
    - 33 ○ Establish Campus look or identity
    - 34 ○ Develop protocol for land use and development
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36 • Conceptual Elements of the Plan
    - 37 ○ Provide consistent guidelines for building exteriors
    - 38 ○ Address accessibility of facilities
    - 39 ○ Address pedestrian and vehicle circulation and storage
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41 • Implementation of the Plan
    - 42 ○ Architectural design, style, etc.
    - 43 ○ Building materials, textures, colors, etc.
    - 44 ○ Open spaces and view corridors
    - 45 ○ Landscaping, types of plants, trees and other treatments
    - 46 ○ Plazas and walkways
    - 47 ○ Gathering areas
    - 48 ○ Roadways and parking, for both motorized and non-motorized vehicles
    - 49 ○ Signage – both wayfinding and monument
    - 50 ○ Exterior lighting
    - 51 ○ Site amenities
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53 • A description of the process used to develop the Plan
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1 **Scope and Description – continued**

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3 As extensive and varied as the number of issues the Plan must address, the audience that the plan must  
4 speak to is equally as large and diverse. A brief listing of some of the obvious constituents of this plan is  
5 shown below. It is important to note that this list is not exhaustive – there will most certainly be other  
6 stakeholders that are not listed.

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- 9 • Campus officers such as the Chancellor, etc.
    - 10 ○ The Plan will provide guidance for making campus planning decisions
    - 11 ○ The Plan will guide improvements to the physical campus setting
  - 12 • Regents/UW System Administration
    - 13 ○ The Plan will promote the existence of a campus identity
  - 14 • State Building Commission / Division of Facilities Development
    - 15 ○ The Plan will assist the various agencies in evaluating proposed projects on this
    - 16 campus
  - 17 • Potential Donors
    - 18 ○ The Plan will be used for marketing, promotion and fundraising for future projects
  - 19 • Project Consultants
    - 20 ○ The Plan will provide guidelines for design at the earliest phases of development
    - 21 of any projects on campus
  - 22 • City of La Crosse
    - 23 ○ Keep the city government and department heads informed about the future of the
    - 24 campus and how it can work with the city's future development
    - 25 ○ Enhance the synergy between the campus and the surrounding community
    - 26 ○ Provide hard copy of the Plan to the Mayor's Office for display and reference by
    - 27 potential new business, employers, and citizens in La Crosse.
  - 28 • Current Campus Community and Prospective Students, Faculty and Staff
    - 29 ○ Ensure stakeholders that the campus has a sense of identity and a vision for the
    - 30 future
    - 31 ○ Allow constituents to stay informed of how future development is guided
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40 **Deliverables**

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42 In order to communicate the Plan effectively to such a wide audience, the final version must have certain  
43 characteristics. Some examples of the qualities the delivered product must possess are listed below:

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- 45 • The final document must be appropriate for use in the Public Domain
  - 46 • It must be a Plan Statement
  - 47 • It must be forward focused
  - 48 • The main body must be clear and concise
  - 49 • It must have a professional or "published" appearance and format
    - 50 ○ Contains color graphics
    - 51 ○ Bound with a cover that has a professional look
  - 52
  - 53 • It must have the substance to be used as a reference document for decision making and  
54 implementation
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