



University of Wisconsin  
**Eau Claire**

**Campus Master Plan  
2010-2030**

**Technical Report  
November 2011**



## July 2011

The University of Wisconsin-Eau Claire Campus Master Plan is the foundation for future facilities and physical plant development in support of the University's strategic goal of becoming the premier undergraduate learning community in the upper Midwest.

The campus master plan represents two years of collaborative planning activity involving faculty, staff, students, alumni, community partners, neighbors, UW System and state participants. Hundreds of individuals contributed their ideas to develop a framework that will transform the UW-Eau Claire campus into a 21st century learning environment while preserving the natural beauty and resources of its unique landscape.

The plan strives to balance opportunities for the development of new academic and student life facilities, demolition of obsolete buildings, renovation of existing facilities, infrastructure and transportation improvements, acquisition of additional land, and open space preservation and enhancements. It does so in keeping with our strategic values of stewardship and sustainability, including our commitment to positively impact our environment by optimizing our facilities and energy use.

The plan also recognizes the importance of strengthening existing facilities partnerships with the greater Eau Claire community in the form of several new shared facilities. This is in keeping with the philosophy of extending the physical presence of the campus, along with our intellectual and cultural capacities, to benefit the community.

While it is an important first step, successful implementation of the campus master plan will require considerable campus and community discussion and collaboration. With the University's centennial on the horizon, the plan serves as a powerful reminder that we must act as responsible stewards of this special place while at the same time focusing on improvements that will benefit future generations of Blugolds.

I thank the Master Planning Committee for its efforts to lead a comprehensive and participatory process that culminated in the creation of a long-term vision to develop facilities that will serve our campus, community and state.



A handwritten signature in black ink, which appears to read "Brian Levin-Stankevich". The signature is fluid and cursive, written over a light-colored background.

Brian Levin-Stankevich, Ph.D.

Chancellor



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The Technical Report is supported by two supporting volumes.

- Executive Summary
- Technical Report Appendix
  - Campus Outreach
  - Space Needs Analysis and Recommendations
  - Residential Demand Study
  - Campus Dining Study
  - Campus and Community Mapping and Analysis

Approved by the University of Wisconsin System Board of Regents in December, 2011.

All photos JJR or River Architects unless otherwise noted.







# VISION





*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.*

The campus master plan is the preferred vision for UW-Eau Claire's continued growth and evolution over the next 20 years. As the campus master plan is implemented, UW-Eau Claire's image and identity will improve, academic and support programs can grow and change and campus growth and expansion will occur in logical sequencing.

The campus master plan recommendations address existing facilities, site and space needs and anticipate future opportunities and challenges. Throughout the campus, the use of valuable existing space is intensified. The historic lower campus precinct will continue to intensify as low-density structures are replaced by the student center, the education building, two science buildings and a residence hall. The upper campus precinct will grow in density as two new residence halls are constructed and a low-density hall is replaced with a larger mixed-use hall. A fine and performing arts center(s) and a Haas renovation and addition may increase the activity on the Water Street campus precinct.

This growth and intensification does not come at the expense of open space. Large well-designed quads will be preserved or created on each campus precinct. The Chippewa River and Little Niagara Creek will become better integrated and connected to campus.

As the campus grows, it will become more focused on the pedestrian. A connected pedestrian and bicycle network will connect all parts of campus and the transit service will be expanded and transformed. Personal automobiles and parking will be accommodated on campus but kept to the edges.

The University's commitment to its immediate neighbors and the Eau Claire region will renew and develop new partnerships. The campus will respect and preserve the historic adjacent neighborhoods while actively leading change in adjacent redevelopment districts. The University's partnership with the City will expand beyond athletic fields to a multi-purpose event center and a fine and performing arts center.

The University will accomplish these goals through a series of efficient, logical and reasonable steps. The University will rely on existing funding sources, but also seek new and expanded collaboration with the Eau Claire public and private sectors.



## Connected and Engaged

The campus is connected to itself and its environment and is fully engaged in its community.

Garfield Avenue is transformed into a campus artery for pedestrians, bicyclists and transit. Transit circulation is improved with direct service between the lower and upper campus precincts. A linking boulevard connects areas where students live and play directly to areas where students learn and advance.

The Chippewa River and Little Niagara Creek are recognized and highlighted. Improvements to the views and access to the Chippewa River from the lower campus precinct will increase the river's potential. The Little Niagara Creek will be transformed from a hidden ditch into a focus of a central open space.

The University will become even more engaged in its community. City residents already enjoy the joint athletic facilities at Bollinger Fields, Carson Park and Hobbs Ice Center. They will also enjoy regional performances at the joint fine and performing art centers and at the joint multi-purpose event center.

## Green and Open

UW-Eau Claire's character is now defined by how the lower campus precinct buildings define and are shaped by its rivers and open spaces. That character will be strengthened and expanded. A new expansive passive open space will open up the lower campus precinct for more outdoor activities that are both academic and informal.

The upper campus precinct will be transformed from residential halls scattered among asphalt parking lots to an integrated neighborhood of residential halls and dining commons around informal quadrangles. The Water Street campus precinct will become a creative hub of expression, characterized by the central quadrangle.

The campus will become more green and sustainable. It will use less energy and less water and feature more biking and more walking. The campus itself will become a demonstration site for sustainable building and site technologies. More students will live on campus and in new apartment housing just off campus. The life of many existing structures like Hilltop Center, Crest Center and many residential halls will be extended through reinvestment. Older poor performing structures will be replaced with higher density and more efficient structures. More students and commuters will bike to and around campus, supported with better cycling paths and storage infrastructure. Surface parking will be replaced by a more efficient parking structure, buildings and green space.

## Compact and Integrated

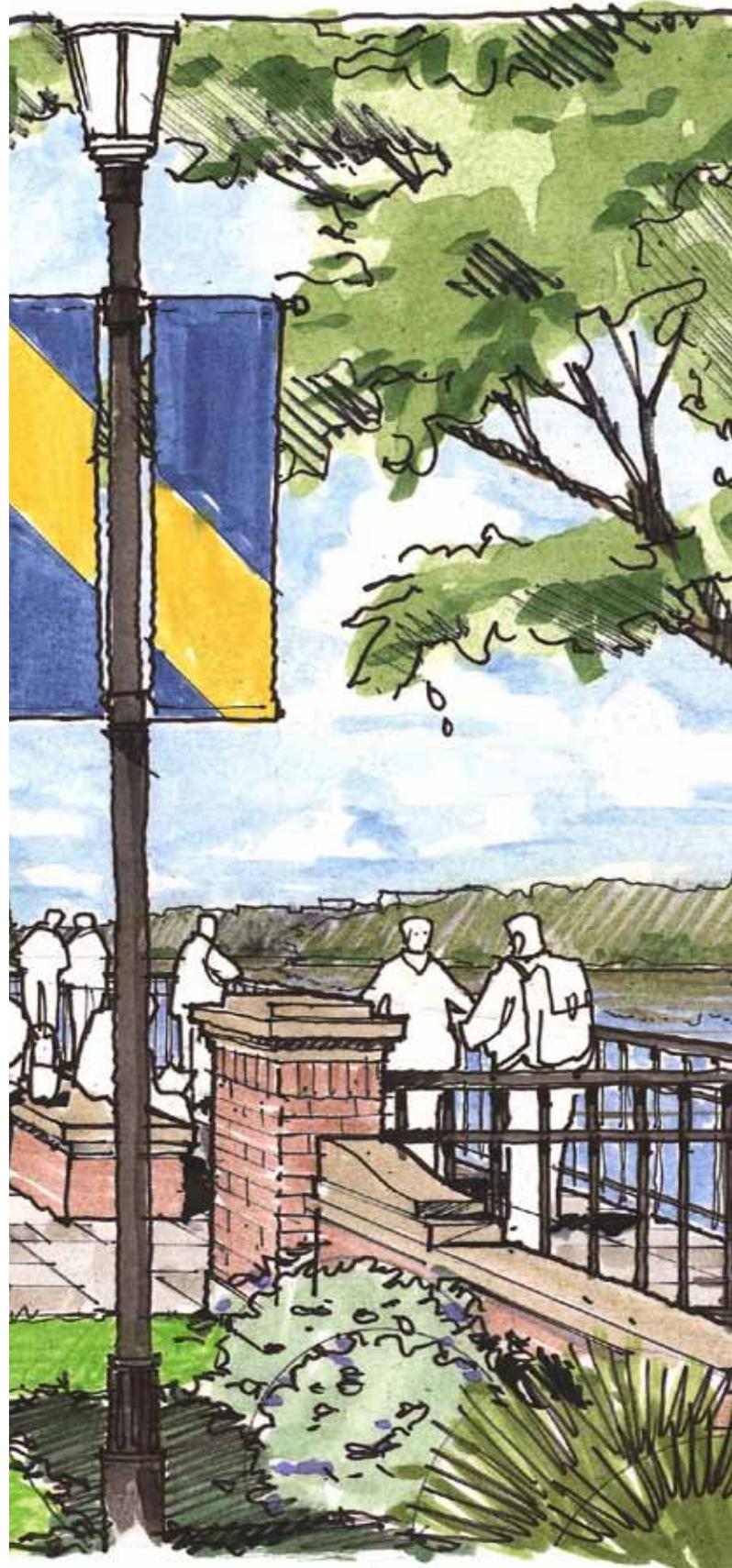
Creativity and learning will be enhanced by bringing people, disciplines and ideas together. The campus master plan concentrates academics and learning into a more compact and integrated lower campus precinct.

With the new education building and two new science buildings, programs and departments will expand and reorganize for better resource sharing.

The new quadrangle south of Schofield Hall will be the mixed-use nexus for integrating the entertainment and dining in the new student center, the campus leadership in Schofield Hall, the academics of McIntyre Library, Schneider Hall and the education building and the residents in the Roosevelt Avenue residential hall.

The campus is better integrated into its community neighborhoods. Bike paths, pleasure drives and sidewalks extend into adjacent neighborhoods, inviting the Eau Claire community to pass through gateways to enter campus and enjoy its open spaces and cultural attractions.

The identity of campus is better defined on all its edges. The campus will establish a front door and visitor center at State and Garfield, a location that all new campus visitors will seek out. Campus gateways along Park Avenue, Water Street and West Clairemont Avenue announce and reinforce the campus's edges and identity, yet still invite outsiders in.







# INTRODUCTION

*“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, 2008-2016*

## The Challenge

The UW-Eau Claire campus is one of Wisconsin’s most unique and beautiful campuses. Its attributes are enviable – nestled in historic neighborhoods, arching over a river, entwined with a park, and dramatic bluff views.

Yet the campus challenges mount. The University faces the complexities of multiple de facto mini-campuses, a muddled identity and growing demands in the midst of decreasing resources.

Circulation among the three campuses and off-campus athletic facilities is difficult. Expansion room is running out on the lower campus precinct. The upper campus precinct is devoid of the academic character of the campuses down the bluff. While no significant increase in student enrollment is expected, existing structures are aging and no longer support modern teaching styles.

The campus master plan provides a framework for the development of the UW-Eau Claire campus – with recommendations for land use patterns, future building and open space placement and circulation improvements. Overall, it seeks to improve the functionality and the image of the University in order to meet the goals of the Centennial Plan.

The campus master plan builds on the accomplishments of nearly 100 years of University evolution. The plan will guide University of Wisconsin-Eau Claire’s campus development through the next 20 years and reinforce a framework for its next century.

## Strategic Guidance

The goals and measures for success of the campus master plan were established in 2008 when *Transforming our Future – Centennial Plan, 2008-2016* was published. Through four shared values and seven goals, the strategic plan set high expectations for the University and its campus.

Goal 7 directly calls to explore partnerships for new facilities, create a comprehensive facilities plan and commit campuswide to sustainable operations and practices. The strategic plan’s vision, values and full text of Goal 7 are excerpted on the next page. Throughout this document, the master plan’s recommendations will be related back to the strategic plan and its shared values.

## Our Values

- Diversity and Inclusiveness
- Stewardship and Sustainability
- Innovation and Continuous Improvement
- Leadership

## Foundational Goal: Transform Learning

1. Foster purposeful learning
2. Promote connected learning
3. Accelerate global learning

## Foundational Goal: Transform the University

4. Nurture human resources
5. Amplify financial resources
6. Focus programmatic resources
7. *Steward physical resources*

## Goal 7: Steward Physical Resources

### Explore partnerships for new facilities

### Create a comprehensive facilities plan

- 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
- Consider lower-cost cosmetic and artistic improvements made to 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

### Commit campuswide to sustainable operations and practices

- Sustainable and green practices a hallmark of new building efforts, renovation of existing facilities and transportation and energy use

Excerpted from: *Transforming Our Future, Centennial Plan, 2008-2016*

# Campus Best Practices

The direction from the UW-Eau Claire strategic plan was combined with the state-of-the-art practices in campus master planning. The campus planning team led by JJR brought the lessons learned from the nation's campuses to UW-Eau Claire.

A successful campus master plan must:

- **Focus on Purpose:** The University is a place of intellectual, cultural and social education and exchange. Provide the physical spaces necessary to meet the diverse goals of the University. Campus change and evolution should enhance and support that purpose. Reinforce the environmental and aesthetic qualities of the campus to help attract and retain students, faculty and staff.
- **Enhance Academic and Social Interaction:** Campus design and function should support both the academic and social success of students. Locate buildings and open spaces in close proximity to enhance synergistic learning and social interaction. Enhance campus amenities and encourage a lively urban texture.
- **Strive for Environmental Sustainability:** Design buildings, landscapes and infrastructure to be compatible with the regional environment and to conserve natural resources.
- **Strive for Financial Sustainability:** University facilities require significant financial and material resources to design, build, operate and maintain. Establish capital priorities that emphasize efficiency, effectiveness and the optimal use of valuable existing resources. Project design should make efficient use of the funds budgeted for their initial design and construction and consider the life cycle cost of their continuing operation and maintenance.
- **Anticipate Change:** Create a forward-thinking and flexible campuswide framework for current and future campus decisions. Maintain and enhance the unique character of the campus while accommodating growth and change.
- **Design for Function and Flexibility:** Satisfy the initial program and functional requirements for buildings and open spaces without compromising future flexibility and adaptability for changing uses. University buildings, open spaces and infrastructure should accommodate changing pedagogy, technologies and user requirements. Building designs should anticipate future additions.
- **Craft a Sense of Place:** Make campus a distinctive and memorable place for all members of the campus community and the surrounding region. Strengthen and re-establish the *Genius Loci* of the campus and its precincts. Create and preserve significant view corridors. Create a single integrated campus design in which the parts all relate to one another, regardless of when and where they are built.
- **Move Toward Visual Coherence:** Consistent architecture, landscaping and signage should create visual unity among all precincts and all campus facilities. Provide a clear and direct sense of orientation and direction.
- **Respect the Built and Environmental Context:** Respect the University's heritage and the context of the overall campus physical organization. Buildings and open spaces should be designed so that they enhance their surroundings and the overall campus. Respect and address the environmental context of the campus and its unique features. Buildings and open spaces should reflect their climate.
- **Integrate with the Host Community:** The University and its host community thrive only when both are successful. Ensure campus decisions meet both the University's academic goals and the community's goals. Design and place buildings and open spaces to respect the massing, scale and character of the adjacent community.
- **Create a Clear Identity:** Establish a clear campus identity within the community. Orient buildings, pathways and open spaces to create prominent campus and building entrances.
- **Put Pedestrians First:** Maintain the core of the campus as a pedestrian-dominant area. Create an environment that is coherent, comfortable and human-scale.
- **Recognize Bicycles and Automobiles:** Recognize and sensitively accommodate the need for bicycles, automobiles and parking on campus without compromising the convenience and safety of pedestrians. Promote non-motorized access and circulation.
- **Seek Diversity and Inclusiveness:** Ensure that persons with disabilities can effectively and safely access campus buildings and facilities.
- **Maintain Campus Safety:** Support security concepts, such as Crime Prevention Through Environmental Design principles.

## Principle-Based Master Planning

Throughout its preparation, the campus master plan has been guided by the strategic plan and the master plan purposes. The recommendations further the purpose and vision of the University, translating its academic and community mission into physical facilities.

The campus master plan principles will outlast the plan's recommendations. This master plan cannot anticipate or identify every situation the University will encounter over the long term. To guide future decision makers, the master plan provides a flexible framework based on core principles. Within this framework of principles and intents, the campus can comfortably understand new concerns and make wise decisions that still seek the University's defined future. The specific issues most assuredly will change, but the campus master plan's principles and campus structure will remain constant.



# UW-Eau Claire Campus Master Plan

## Principles

This is a summary of the core principles around which this master plan has been prepared. The full master plan connects these principles to recommended projects.

### Campus Master Plan Vision

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 the 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.

### Principles

- Protect and Enhance the Chippewa River and the Little Niagara Creek
- Protect and Enhance Putnam Park
- Respect and Enhance Surrounding Neighborhoods
- Partner with and Promote Institutional Neighbors
- Reach Out to the Community
- Strengthen and Extend University Programming in the Community
- Establish the Campus Edge
- 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
- Welcome Visitors to Campus
- Preserve and Enhance Views on Campus and Into Campus
- Prepare for a Mixed-Use and Integrated Campus
- 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

# Scope of the Campus Master Plan

The campus master plan provides a framework for open space, circulation, use relationships and building placement. To achieve the UW-Eau Claire objectives, the campus master planning team created a flexible framework of land uses, open spaces and infrastructure. Campuswide design guidelines ensure each major and minor campus decision is in support of the University’s long-term mission, vision and values. Implementation recommendations create an ambitious yet reasonable action plan.

The campus master plan shapes growth and change on the main campus, consisting of the lower, upper and Water Street campus precincts. The campus master plan does not directly address the following off-campus University facilities:

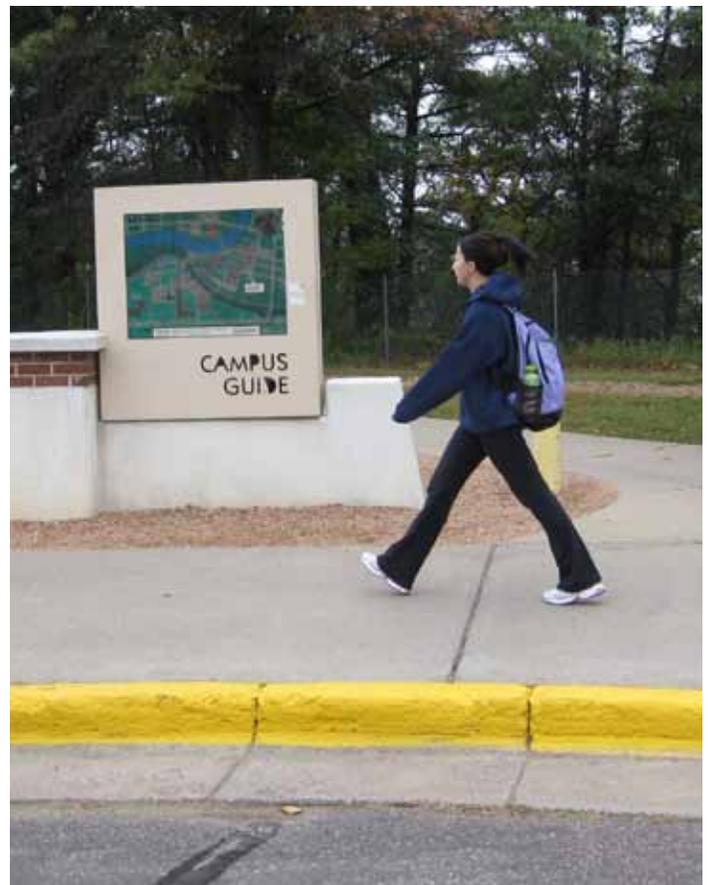
- Bollinger Fields (40 acres owned): Bollinger Fields are located one half mile south of the main campus. The recreation and athletic fields are shared with the City of Eau Claire and local school districts. Except for the fields, there is little site development.
- Carson Park Athletic Facilities (0 acres owned) and Hobbs Ice Center (0 acres owned): The University utilizes Carson Park fields, located one mile west-northwest of the campus, for football, softball and baseball. It utilizes Hobbs Ice Center, located one mile west of the campus, for hockey. The University has contributed to the improvement of these City facilities in a shared use agreement.
- Continuing Education (0 acres owned): The offices of Continuing Education are located in a commercially-owned facility on Water Street that is leased by the UW-Eau Claire Foundation.
- St. Joseph’s Hospital – Marshfield (0 acres owned): 85 miles east of the main campus. The College of Nursing and Human Services collaborates with the hospital for delivery of nursing courses. The University utilizes 13,477 GSF in the hospital buildings for faculty offices and distance education classrooms.

The campus master plan is a framework for UW-Eau Claire’s future. It is not intended to be so constraining and prescriptive as to stifle creativity, analysis and judgment, or to predicate design solutions. However, the campus master plan should not be interpreted so loosely as to permit entirely different initiatives and conceptual directions. The goal is to achieve a balance between the campus master plan and the mutual decisions that must be reached throughout the each project’s development process. The skillful use of this master plan by University planners and designers in concert with the

Division of State Facilities and UW System will result in a functional, memorable, sustainable and successful campus.

The master plan should apply throughout all UW-Eau Claire campus areas. The lower, upper and Water Street campus precincts should have a consistent design standard. For current and future off-campus sites that are shared with the City of Eau Claire or another users, the master plan recommendations will structure these partnerships and its design guidelines should be incorporated unless otherwise unacceptable to the partner agency.

The campus master plan will direct campus development and reinvestment to meet the academic and campus needs and trends anticipated in the next 20 years. Yet the master plan should be a living document, re-examined and updated as campus challenges evolve. It is expected that the campus master plan will be updated in 2020 and completely re-examined in 2030.



## Master Planning Process

The planning process for the campus master plan commenced in summer of 2009 and ended in summer 2011. Through a forward-thinking, interactive and inclusive campus planning process, UW-Eau Claire's staff, faculty and students defined the campus's physical future.

Assisted by the campus master planning team and UW-System staff, UW-Eau Claire staff, faculty and students developed the campus master plan through sequential steps. The master planning team understood the pressing campus issues, analyzed the campus buildings and site, interpreted the University's academic plan, analyzed existing and future space needs and determined how best to expand on-campus residential living.

In response to this input and analysis, the campus master planning team prepared three viable and contrasting alternatives for development. Inspired by the opportunities uncovered in these alternatives, UW-Eau Claire staff, faculty and students crafted a consensus campus concept. The master planning team then refined and illustrated this concept and created a phasing plan.

Master planning was inclusive and transparent at all stages. The Master Plan Steering Committee represented UW-Eau Claire students, faculty, staff and UW-System. It directed the campus master planning team's work at every stage. The master plan commenced with interviews with dozens of campus leaders. Scores more faculty, staff, students and community members participated in workshops, open houses and presentations to confirm campus analysis and direct future decisions. The campus repeatedly reached into the community to meet with adjacent neighborhoods, institutions and City staff off campus. The University's website provided access to planning materials for review and facilitated written responses to the alternative concepts and the preliminary master plan. As a result of this collaborative process, the campus master plan has widespread understanding and support within all groups on campus and within the community.

## Plan Organization

**Vision** describes and illustrates the over arching vision for the campus.

**Introduction** introduces the purpose and goals of the master plan.

**Context** reviews the campus context of building and site analysis and campus views opinions that guide the master plan.

**Recommendations** provides recommended projects and policies as they pertain to the master plan principles.

**Campuswide Design Guidelines** provides detailed campuswide design guidelines for the design of buildings and open spaces.

**Implementation** describes the implementation framework, including project phasing.

Finally, the **Aspiration Plan** is an epilogue, looking forward to a possible campus future beyond the horizon of this master plan.



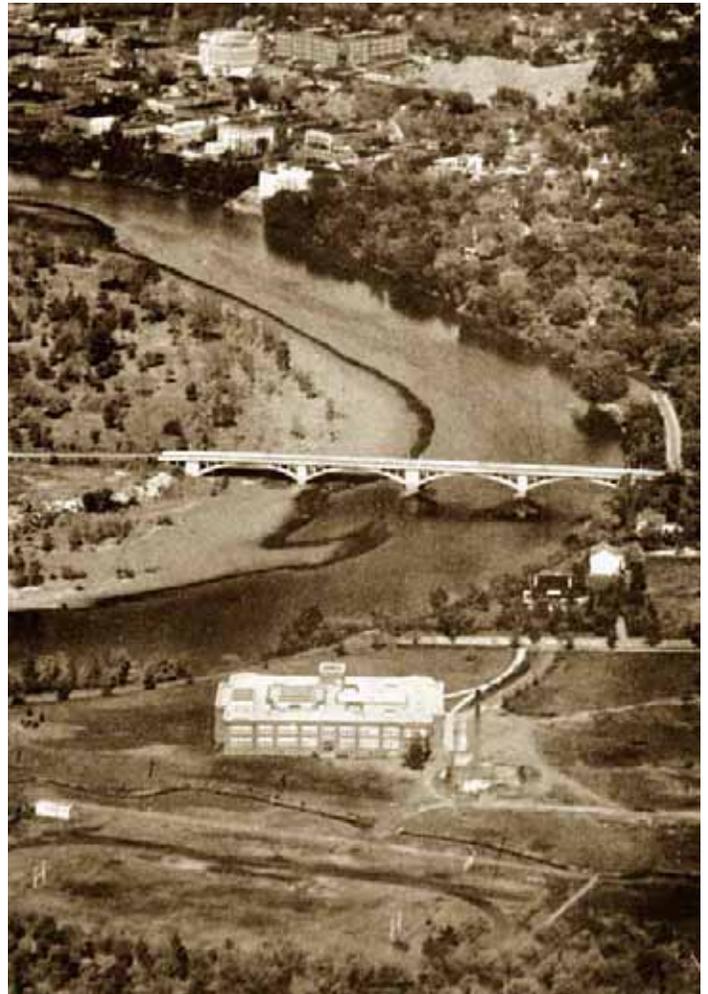




# CONTEXT

## A Brief History of Campus

UW-Eau Claire was founded in 1916 as the Eau Claire State Normal School, housed in a single building situated on 12 acres of land. The institution evolved into a State Teachers College in 1927, the Wisconsin State College at Eau Claire in 1951, and Wisconsin State University – Eau Claire in 1964. In 1971 the University became a full partner in the new UW System and has since continued to expand its mission of providing quality undergraduate programs in liberal arts and sciences, business, education, nursing, human sciences and services, and pre-professional programs and distinctive graduate programs serving regional needs.



Aerial Photo ca. 1920 (UW-Eau Claire McIntyre Library web site)

## Campus in 2011

As one of the Midwest's top public universities, UW-Eau Claire continues to build its national reputation based on the achievements of its students and faculty and its safe and friendly campus community and beautiful surroundings.

- Location: Eau Claire, Wisconsin
- City population 65,000+; metropolitan population 151,000
- Campus: 28 major buildings, 333 acres
- Undergraduate students: 10,784
- Graduate students: 559
- International students: 215
- Multicultural students: 652
- Students studying abroad: 434
- Men-to-women ratio: 7-to-10
- Students engaged in faculty-mentored research, scholarly and creative activity: 800+
- ACT composite average: 24.5
- Average high school rank: 74%
- Faculty and academic staff: 765
- Faculty-student ratio: 1-to-21
- Full-time faculty with Ph.D.s or terminal degrees: 81%
- Average class size: 28
- Student organizations: 220+
- In-state tuition/fees, room and board (two semesters): \$13,194
- Nickname: Blugolds
- Colors: Navy and old gold
- Motto: Excellence. Our measure, our motto, our goal.
- Seal: Council oak tree

The University is distinguished by its programs in undergraduate student/faculty collaborative research and study abroad. The most popular programs are elementary education, business management, mass communication, nursing and psychology. Undergraduate academic programs are organized into four colleges.

- College of Arts and Sciences: American Indian studies, art & design, biology, chemistry, communication and journalism, computer science, economics, English, foreign languages, geography and anthropology, geology, history, Latin American studies, materials science, mathematics, music and theatre arts, philosophy and religious studies, physics and astronomy, political science, psychology, sociology and women's studies
- College of Business: accounting and finance, business communications, information systems and management and marketing
- College of Education and Human Sciences: elementary education, K-12 special subjects, secondary education, special education, athletic training, communication sciences & disorders, kinesiology and social work
- College of Nursing and Health Sciences: under graduate and graduate nursing and environmental public health

## Blugold Commitment and Growth

Wisconsin's future will demand citizens ready to compete in and contribute to a rapidly changing global, technological and knowledge-based economy. Graduates prepared for the future need more than academic preparation, however. They require experience with the world, with technology and diverse ideas and with collaborative problem-solving. UW-Eau Claire is a national leader in providing these high impact learning opportunities. To meet the needs of Wisconsin, the University seeks to expand these experiences to all its students while simultaneously improving timely graduation.

In response to these trends, the UW System Board of Regents approved the Blugold Commitment in 2010. This initiative is a partnership of students, faculty, staff, alumni and friends of UW-Eau Claire. It is a shared commitment to fulfill three goals:

1. To assure affordable access for Wisconsin families;
2. To preserve and expand the distinctive, high-quality Blugold advantage; and
3. To produce more globally-competitive graduates for Wisconsin.

The Blugold Commitment calls for a \$1,200 differential tuition increase, phased in over four years. Investment in the Blugold Commitment will provide the following 10-year outcomes:

- All UW-Eau Claire students, regardless of socioeconomic background, will participate in multiple high-impact educational practices before graduation, including at least one of the following: collaborative undergraduate research, global or multicultural study beyond the campus, and internships/practical experiences.
- Every freshman at UW-Eau Claire, working with faculty and staff advisors, will develop and regularly update a four-year graduation plan.
- The four-year graduation rate will increase from 23 to 40 percent.
- The University will achieve a student-to-faculty ratio of 19 to 1.
- Academic advising will achieve a 90 percent student approval rating.

In response to this initiative, the University has established its enrollment projections for the next twenty years of growth. The student enrollment of UW-Eau Claire is not expected to grow significantly, with the number of

undergraduates expected to hold steady at approximately 10-11,000. The number of graduate programs and students is expected to increase. The number of faculty and staff is anticipated to grow by 50 positions.



# Supporting Master Plan Analyses

To understand the current and future academic, residential and support needs, the master plan team conducted three focused analyses.

## Academic Space Needs

To link the University's academic goal with the campus master plan, Facilities Programming and Consulting (FPC) prepared an academic space needs analysis.

The University hired Paulien & Associates in 2009 to conduct a campuswide classroom utilization analysis and classroom mix analysis. Building off this work, FPC conducted a laboratory utilization analysis and campuswide space needs analysis. Through interviews and questionnaires, FPC understood the desired space need at the department level. After verifying these needs with the provost and campus leaders and through national benchmarking, FPC prepared "building blocks", that is, concepts of new building or renovation projects needed to meet the specific current and projected space requirements.

The "building blocks" recommendations are integrated into the master plan recommendations. The "building blocks" use two different measures to indicate necessary space:

- Gross Square Feet (GSF): the sum of all areas on all floors of a building included within the outside faces of its exterior walls, including all vertical penetration areas, circulation spaces and shaft areas that connect one floor to another.
- Assignable Square Feet (ASF): the sum of all areas on all floors of a building assigned to, or available for assignment to, an occupant or specific use.

The full space needs analysis, located in the appendix, examines existing space use, analyzes space utilization with a focused analysis on lab utilization, establishes benchmarking guidelines for space types with a focus on lab spaces, summarizes space requests and needs, describes "building blocks" in detail and recommends backfill program movements.

The space needs analyses completed by FPC and Paulien & Associates were snapshots in time. Additionally, the FPC analysis considered the entire campus at a level appropriate for a long-range master plan. The UW-Eau Claire environment is very dynamic, with changes in pedagogy, budget reductions and the implications of the Blugold Commitment. The specific details of the space needs recommendations are likely to become outdated. The FPC

recommendations should be considered a general guide for the overall space needs on campus, currently and over the life of the master plan. As a part of any recommended project, the University should review and update the Paulien & Associates and FPC findings to ensure that the space needs analysis and subsequent backfill plans reflect current and anticipated campus needs.

## On-Campus Residential Needs

Student housing facility improvements are essential to meeting UW-Eau Claire's student demand and the University's strategic objectives. To support the campus master plan, Brailsford and Dunlavey prepared a residential demand analysis.

The residence hall construction and renovation recommendations are integrated into the master plan recommendations. The full residential demand analysis, located in the appendix, describes the extensive surveying of existing on-campus facilities, off-campus facilities and student preferences and tolerances. It also describes in detail the recommended new on-campus housing and demonstrates how these new beds can be constructed in a financially sound and absorbable manner.

## Campus Dining Needs

Campus dining is an important component to student life and a tool for student recruitment and retention. Campus dining is undergoing a transition with the construction of a new student center that will change dining options from an all-you-can-eat cafeteria with a small retail dining area, to an expanded retail food court and no all-you-care-to-eat option. To understand the implications of this change on campus dining, particularly on Hilltop Center, Brailsford and Dunlavey conducted a campus dining study.

A student survey indicated a large interest in the all-you-care-to-eat option, at least in the short term before dining patterns reset with the new student center. Therefore, Brailsford and Dunlavey recommend that Hilltop Center be renovated for all access dining on the upper campus precinct. The dining construction and renovation recommendations are integrated into the master plan recommendations. The full campus dining study, located in the appendix, includes an analysis of the student survey, the demand based program and conceptual budget development.

## Concerns and Dreams

There is no better way to understand the UW-Eau Claire campus than to talk to the people who live, learn and work here. Over summer and fall 2009, over 100 people representing all areas of the campus and the community were interviewed and consulted. Students, faculty, staff, neighbors and City staff were all interviewed. From these interviews emerged several themes that capture shared concerns and dreams for the campus. This input shaped the campus master plan throughout its preparation.

### Campus Trends

- Undergraduate population will remain stable at 10-11,000
- On/off-campus residential ratio will remain stable
- Blugold Commitment will increase need for faculty offices
- Student body is 60 percent female, 40 percent male due to offered programs
- Need to better tie the upper/lower/Water campus precincts together
- Students appreciate academics physically separated from residential – work during the day on the lower campus precinct, live and play at night on the upper campus precinct
- Campus needs a grand entrance
- Campus should have presence on West Clairemont Avenue
- University should create a combined Alumni, Foundation, Continuing Education office
- Need to take advantage of Chippewa riverfront
- Sustainability is a priority for students, faculty and staff

### Academic Needs

- Other than kinesiology, no academic program wants to be on the upper campus precinct
- Nursing Building has inadequate parking, needs clinic access
- Athletics is hosted both on campus and through the surrounding community; wants to be more centralized
- There's only event-focused transportation from campus to Bollinger Fields, Hobbs Ice Center, Carson Park
- Band practice area next to Haas is important
- An outdoor classroom should replace Putnam lot

- Crest Center and Hilltop Center are in poor shape and need work to support programs
- Zorn Arena doesn't work for events, games

### Campus Movement

- Garfield Hill is dangerous – pedestrian/bike/automobile conflicts
- Should the lower campus precinct be car-free?
- More bicycle parking and circulation is needed
- Students troll for parking spaces on the lower campus precinct; parking is always available in Water Street and Towers lots
- Campus is virtually inaccessible for students with mobility disabilities – old buildings, bluff, bridge
- Parking structure – many want one, few willing to pay for it
- The lower campus precinct needs a centralized delivery area
- Students feel safe on campus
- Concern about drunk students returning from Water Street bars back to the upper campus precinct; some end up in Chippewa River

### Campus Living

- Freshman have been housed in hotels for decades, including 8 of last 10 years; residence halls over capacity
- Residence halls out of date
- Need more Live/Learn communities
- Is there a better use for the Katharine Thomas Hall and Putnam Hall sites?
- Need residence hall/floor on the lower campus precinct to maintain accessibility
- Any residential hall on Water Street should be for upper classmen only

### Campus in the Community

- City has prepared a West Clairemont Education-Medical Corridor Plan – Chippewa Valley Technical College (CVTC) willing to move out of portion of their campus
- City has prepared a Water Street Plan that limits development to commercial uses and three-story height
- City wants to improve transit service to campus; “Blue Bus” wants to expand

- Historic Third Ward concerned about more intrusion; university offices/outreach on Hibbard lot would be acceptable
- Could the University partner with the City on major events center?
- Garfield Avenue connection between the lower and upper campus precincts is not critical for city street network

## Faculty/Staff Workshops

Workshops conducted with the faculty and staff provided the campus master planning team with preferences, values and opportunities for future campus projects.

**Preserve:** areas of campus that participants like very much and want to preserve

- Chippewa River banks and views
- Campus views of parks and mall
- Compact nature of campus
- Residential character
- Schofield Hall
- Council Oak/site

**Enhance:** areas that do not currently add to campus in a meaningful way but could if they were enhanced

- Entrance to campus
- Garfield Avenue (traffic and pedestrian conflicts)
- Parking (need a ramp)
- Continuing Education (location and visibility)

**Transform:** areas that are missed opportunities that need a complete transformation

- Presence on Clairemont (acquire CVTC & Eau Claire State Office Building)
- Zorn Arena/Kjer Theatre
- Water Street campus precinct
- Crest Center
- Footbridge (pedestrian/bicycle/automobile conflicts)
- Live/Learn communities

## Student Open Houses

Similar to the workshops with faculty/staff, open houses revealed the students favorite and least favorite places on campus.

### *Favorite Places/Spaces*

- Davies Center
- Putnam Rock/falls
- Campus mall and clock area
- Wooden staircase through Putnam Park
- Chippewa River
- Towers Hall/open space
- Residential/academic separation (upper/lower)

### *Least Favorite Places/Spaces*

- Hotels (too far from campus)
- Human Sciences and Services (too far from upper campus)
- Footbridge (pedestrian/bicycle/automobile conflicts, cold and windy)
- Garfield Hill
- Hilltop Center
- Phillips Science Hall



Faculty and staff participate in a brainstorming exercise.

## Built and Environmental Context

The University campus includes a number of natural topographical features that contribute to its beauty. These same features, however, create significant planning challenges for facilities development. The campus is divided into three distinct precincts, each with its own set of factors that limit development.

The center of campus is the lower campus precinct, bounded to the north by the Chippewa River, to the east by the Historic Third Ward (a well-established, quality residential area) and to the south and west by Putnam Park (a nature preserve and river terrace). The only physically possible direction of expansion is to the east. However, because of the cost of acquiring the high-end residential properties in this area and the strong negative reaction that can be expected from the neighborhood to any plan that would call for removal of residences for construction of campus facilities, expansion of the lower campus precinct boundary is not practically feasible.

The Water Street campus precinct lies across the Chippewa River from the lower campus precinct. It is bounded on the south and east by the river, to the west by commercial properties, and to the north by the Randall Park neighborhood. The cost of acquiring commercial properties on Water Street that would be most attractive for campus expansion is likely to be very high, if current owners even have an interest in selling.

The upper campus precinct is the site of most of the residence halls, residence dining operations, physical education/recreation facilities and plant maintenance and operation facilities. The upper campus precinct sits at the edge of a high bluff overlooking the Chippewa River and Putnam Park. Expansion in these directions is not possible. Other properties bounding the upper campus precinct include the Chippewa Valley Technical College (CVTC) Clairemont campus, the Eau Claire State Office Building (Division of State Facilities) and the Sacred Heart Hospital complex.

The UW-Eau Claire campus is compact and landlocked in many locations. The simple and easy building sites have been taken. Limits to expanding the current campus boundaries meant that campus planning was done with great attention to the effective utilization of the few available building sites. The campus master plan densifies the campus – additions to buildings and the removal and replacement of buildings – to make efficient use of available land.

The lack of available land on campus is also a major constraint in the development of additional automobile parking capacity. The demand for more parking will become more acute over time as enrollment grows and as more part-time and adult students enroll in courses. To counter this demand, the campus master planning assessed long-term strategies to reduce the demand for private automobiles.

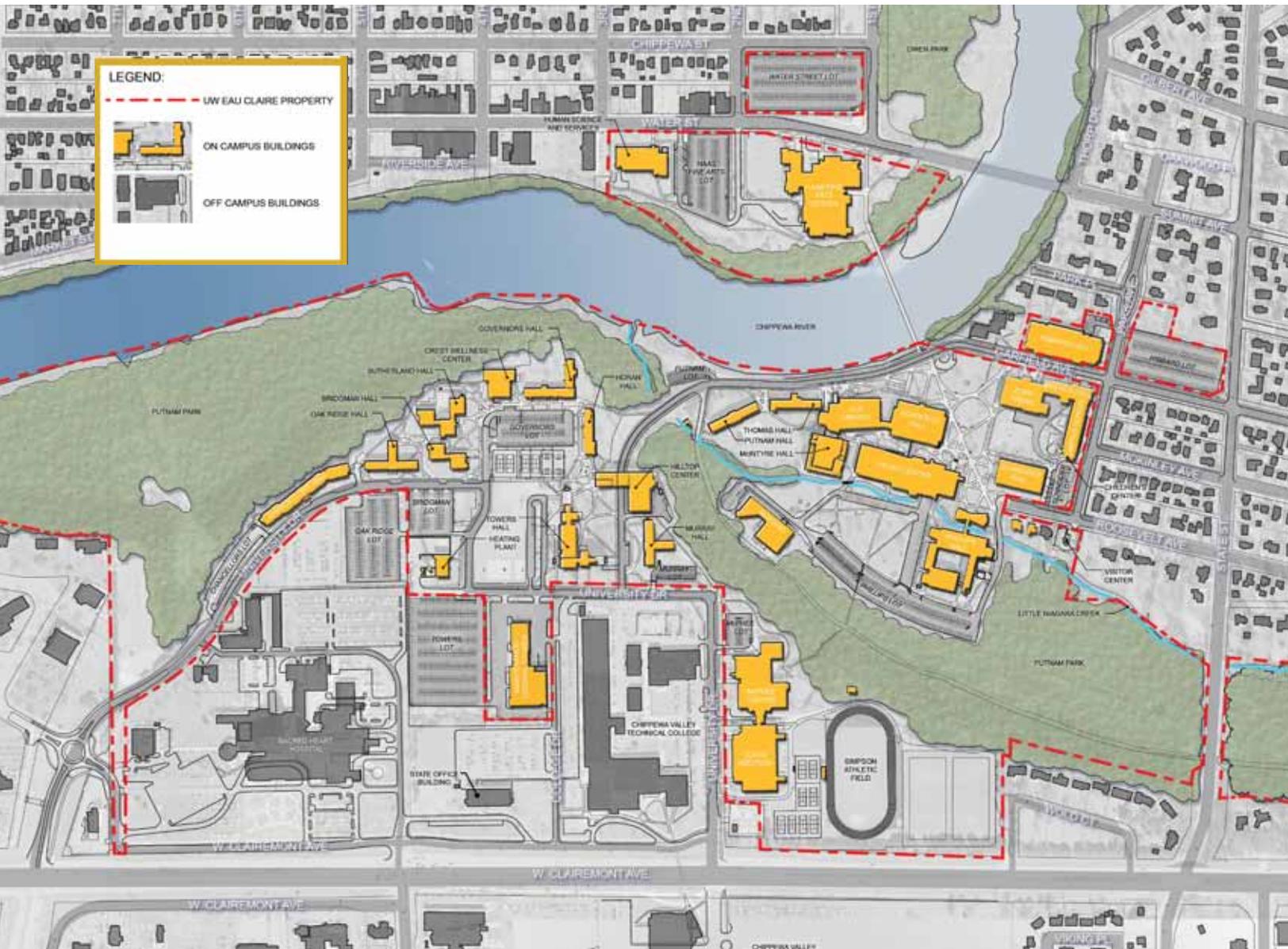
Expansion of the campus boundary is possible in the medium and long-terms. The State of Wisconsin has indicated the desire to eventually move out of the office building on West Clairemont Avenue, but also has recently approved a significant renovation project. CVTC has indicated the desire to move some of its Clairemont Campus programs to its West Campus, allowing reuse of the northern portion of its site, but the move is dependent on receiving significant funding. Both of these opportunities are uncertain.

# Key Challenges

In addressing the broad range of issues and opportunities facing the campus, the campus planning process sought to balance various interests and resolve existing and potential conflicts among the different voices on campus and in the larger community. While there were many challenges to resolve, the following were the most significant:

- Accommodate the desire for increased academic, administrative and residential program growth on the lower campus precinct without compromising the campus beauty and sense of openness.

- Extend the pattern of open spaces and connection to the natural environment between lower and upper campus precincts.
- Promote pedestrian and bicycle circulation while accommodating automobiles.
- Replace aging campus facilities with University-City joint facilities on and off campus.
- Allow the campus to evolve without adversely affecting surrounding neighborhoods and institutions.



Existing campus base map





# RECOMMENDATIONS

This section describes the campus master plan's project recommendations. The detailed projects directly advance the campus-building principles listed below.

## **Commitment to the Community**

Protect and Enhance the Chippewa River and the Little Niagara Creek

Protect and Enhance Putnam Park

Respect and Enhance Surrounding Neighborhoods

Partner with and Promote Institutional Neighbors

Reach Out to the Community

Strengthen and Extend University Programming in the Community

Establish the Campus Edge



## **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

Welcome Visitors to Campus

Preserve and Enhance Views on Campus and Into Campus

Prepare for a Mixed-Use and Integrated Campus

## **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



# COMMITMENT TO THE COMMUNITY

The UW-Eau Claire campus is an essential part of the Eau Claire community. The University is a major employer and traffic generator, the Blugolds are a hometown favorite and the school helps to define the City's image statewide. The campus controls a large section of the Chippewa riverbank, owns and manages Putnam Park, contributes to athletic facilities throughout the community and influences development at its many edges. The University and its campus are inextricably linked with its home community and the vitality and success of each are symbiotic.

The campus master plan considers the physical, ecological, social, cultural, economic and academic ties the University has with the greater community. The campus master plan recognizes that the University's leadership and stewardship role extends well beyond the campus boundaries. This section sets out broad objectives and strategies that will guide the University's relationship with its host community.



# Protect and Enhance the Chippewa River and the Little Niagara Creek

The Eau Claire community's regional natural resources has shaped the boundaries and character of the UW-Eau Claire campus. The Chippewa River and bluff define, and ultimately limit, growth on the lower campus precinct, necessitating expansion to the top of the bluff and across the river. The Chippewa River, the Little Niagara Creek and bluff adds dramatic beauty to the campus as they continue to fundamentally define the shape, image and experience of the campus.

## Uncover the Little Niagara Creek

The Little Niagara Creek flows through the lower campus precinct. It has been a resource that has been negatively impacted by campus development and has not been celebrated. It currently runs under and is hidden by Phillips Science Hall and McIntyre Library and runs along the backside of the Davies Center.

With the new student center and the demolition of the Davies Center, the Little Niagara Creek will flow through the campus's newest, largest and most central quadrangle. Its banks should be restored and its water course made more visible.

The Little Niagara Creek corridor should feature an informal riparian landscape. The corridor could serve as a research/academic lab, perhaps developed as a demonstration of riparian plant communities with plant identifications. An informal path should run parallel the stream, with occasional informal seating areas alongside it. The creek should be continuously exposed and serve as an organizing element of the informal quad south of Schofield Hall.

## Increase Access to the Chippewa River

Access to the Chippewa River from the lower campus precinct should be enhanced. The reconstruction of Garfield Avenue will allow easy access to overlooks along the south bank of the river.

The Putnam parking lot should be reconstructed into an outdoor classroom. The open space should provide views to the river and access to the trail down to the river's edge. The open space should include interpretive signage and passive recreation facilities such as benches and tables. The open spaces could also include a bioretention area on the west side of the lot to treat stormwater from Garfield hill. This steep section of Garfield Avenue is heavily sanded during the winter months and a bioretention area would help to reduce the amount of large sediment found in the street's runoff.

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- ***Stewardship and Sustainability:*** Stewardship ... means, first and foremost, preserving our human and natural relationships: how we relate to ... this campus and our sense of place — how we interact with our planet and its resources. 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.
- ***Innovation and Continuous Improvement:*** We want to spark the collective imagination to find creative solutions. While a spirit of innovation is vital to reaching our goals, continually improving our established practices also is essential.
- ***Leadership:*** 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.

Right Above: The Chippewa River defines the edge on the lower campus precinct. Right Below: The Little Niagara Creek is hidden by campus development. After Davies Center and Phillips Science Hall are demolished, the creek will again be visible and integrated into campus.



The outdoor classrooms on the redeveloped Putnam lot should be designed to host river focused ecology and other classes and become a gateway down to the river's edge.

Although internal to campus, the south bank of the Chippewa River is visible to those traveling on the Water Street/Summit Avenue bridge and thus should be considered a campus edge. Above the area required for bank stability, the riverbank should be landscaped with native plants of varying textures, colors and characteristics to add interest along the bank.

Canopy trees well suited to the environment should be incorporated sporadically along the slope without blocking views to the river from campus. All plant material should be low enough or high enough to frame clear views to the river.

The natural areas of the north bank of the Chippewa River should have a completely different character than the structured organization of the rest of campus. Tree massing should define and reinforce the natural area, screen out adjacent uses and create a naturalistic open space/park area.

## Stormwater Management

UW-Eau Claire has taken steps to implement high standards and best practices in stormwater management, thus improving the water quality of the recipient Little Niagara Creek and Chippewa River. The University shares a joint stormwater management permit with the City of Eau Claire and the master plan integrates many recommended projects from the Storm Water Management Plan (2006).

The Storm Water Management Plan reviews existing campus efforts, summarizes pertinent state and local codes and recommends best management practices. Excerpts from that report include the following:

- “UW-Eau Claire has been an active participant in the storm water quality improvement effort of the campus for many years. The management of University land from the main campus shows a conscious effort of storm water management.”
- “Future BMPs will be required to achieve the storm water regulations that correspond to the land use described in the pertinent subchapters of NR 151 and City of Eau Claire requirements.”
- “The construction of new facilities must comply with NR 151 and the City of Eau Claire storm water management performance standards.”

The University should utilize best management practices for stormwater management for all campus projects, including new and existing buildings, roads, sidewalks and landscaping or where significant runoff is expected. Any changes to the existing stormwater runoff or the storm sewer system should also employ best management practices for stormwater management and minimize storm water discharge into Little Niagara Creek.

The campus master plan recommends and incorporates the following specific projects from the Storm Water Management Plan to improve stormwater performance:

- Phillips Science Hall lot: Construct a bioretention area or constructed wetland southwest of the parking lot near Nursing Building. Avoid encroaching on protected areas of Putnam Park.
- Oak Ridge Hall, Sutherland Hall and Towers Hall: Raise the existing field drain and construct a bioretention area around it or excavate around drain to create a bioretention area, and use drain as an outlet and overflow drain.
- Campus Buildings: Disconnect roof drains and divert roof runoff into bioretention areas between sidewalks.
- Parking lots: Construct bioretention areas in parking lot islands, on the lot perimeter or in lawn areas between sidewalks. Direct runoff to a filter strip first to remove coarse sediment.
- Campus Roads: Construct grassed swales leading to bioretention areas.
- Building Remodeling: Construct bioretention areas located in lawn areas between sidewalks, at least 10 feet from building foundations.
- New Buildings: Reuse stormwater as much as possible.
- New Open Spaces: Construct bioretention areas in lawn areas. Direct runoff to filter strip first for pretreatment.

See the Storm Water Management Plan for additional information, including a typical cross-section design for infiltration/recharge facilities.

Right: Natural stormwater management system. Below: Little Niagara Creek should be integrated into daily campus life and adjacent quads. (Jordan River, Indiana University-Bloomington Campus Master Plan, 2009)



## Protect and Enhance Putnam Park

Putnam Park is a 230-acre natural area owned and managed by UW-Eau Claire. Most of the park is forested, although there is a small marsh area at the eastern end of the park and a small prairie area at the western end. Most of the park's land was donated to the City of Eau Claire in 1909 by Henry C. Putnam, who wished to see the land remain in its natural state and serve as a botanical laboratory and park in perpetuity. Ownership of the park was transferred from the City to the University in 1957 and additional lands have been added since then through gifts.

Putnam Park extends in a long curving, narrow strip through the City of Eau Claire and divides the lower and upper campus precincts. Campus intrusions into areas adjacent to the original Putnam Park are limited to Garfield Avenue and the boardwalk staircase. Areas east of the State Street bridge and west of Garfield Avenue were designated a Wisconsin State Natural Area in 1976.

The campus master plan maintains the University's commitment to Putnam Park. Development is limited to essential infrastructure connections. No new structures are sited within Putnam Park. New buildings in sensitive areas of the park should only be allowed where there is a compelling academic rationale and there is no viable alternative location. In such cases, they should be designed to blend with the natural setting and have no significant adverse environmental impact.

At the top of the bluff, buildings should be set back from the edge. Their height should step back to allow safe pedestrian access along the bluff edge and views from the lower campus precinct up the bluff should not be dominated by structures.

The natural areas of Putnam Park should have a completely different character than the rest of campus. Tree massing should define and reinforce the natural area, screen out adjacent uses and create a naturalistic open space/park area that is in sharp contrast to the rest of the campus. The campus should consider native plantings whenever possible and maintain the natural edge of Putnam Park where the park borders residential parcels on Wold Court and Roosevelt Avenue.

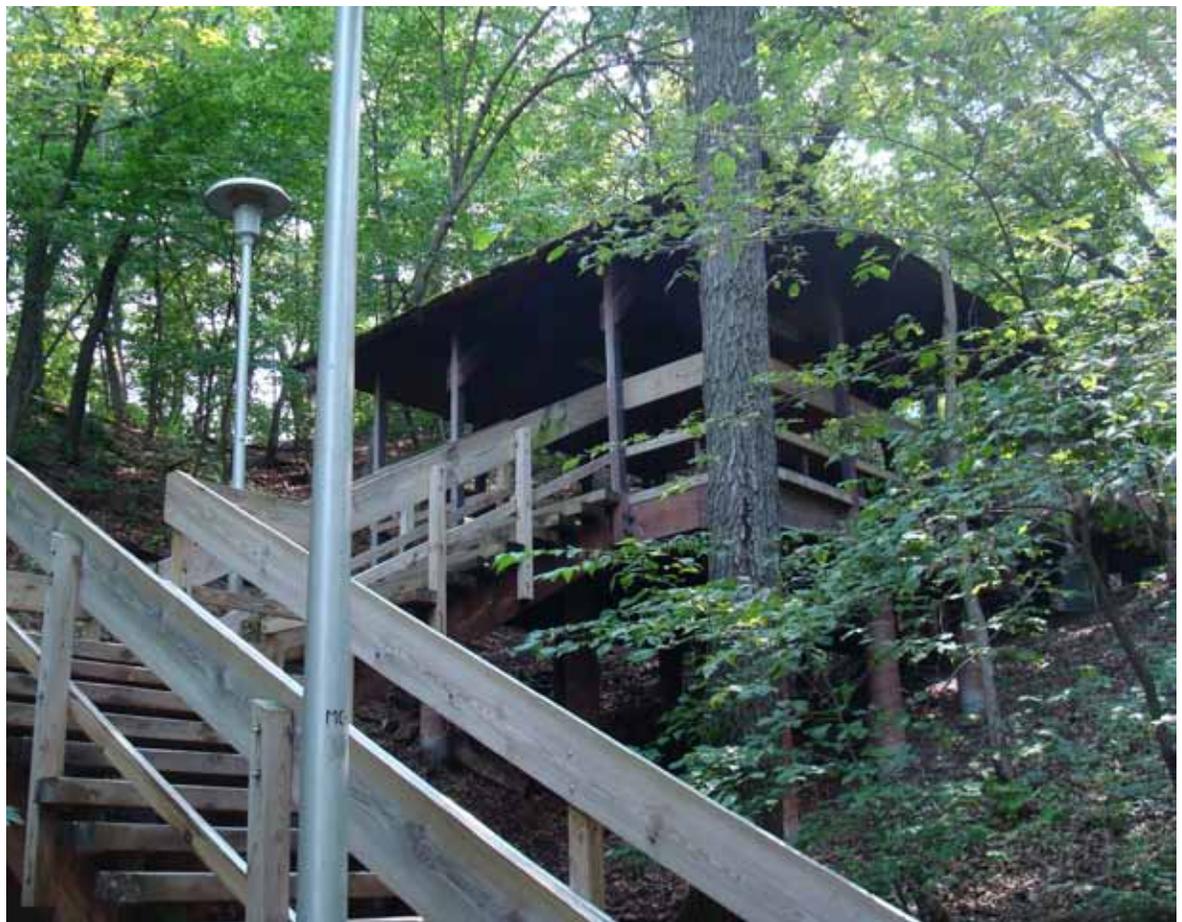
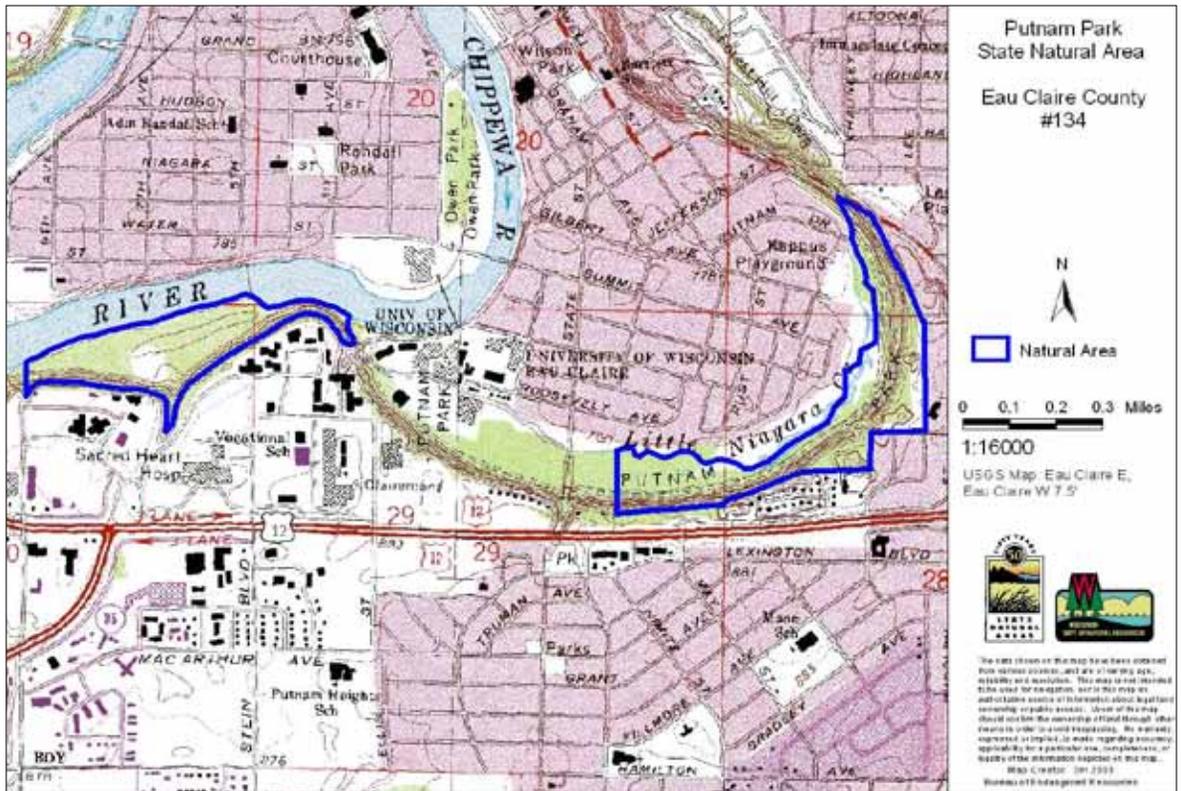
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The campus is also a natural habitat and wildlife roam through Putnam Park and along the creek and river.

Right: Putnam Park extends east beyond the campus boundary (source: Wisconsin Department of Natural Resources, 2003). Below: The only significant impact on the bluffside is Garfield Avenue and this boardwalk staircase connecting the new student center and McPhee Physical Education Center/Ade Olson Addition.



# Respect and Enhance Surrounding Neighborhoods

The Historic Third Ward and Historic Randall Park neighborhoods are strong residential neighborhoods that share jagged and blurred borders with the campus. Both neighborhoods contain local historic districts that include many national and state designated historic structures. The function and image of campus are dependent on the strength of adjacent neighborhoods. Working together, the University and its residential neighbors can ensure these areas remain attractive and healthy.

## Build Compatible Structures at the Residential Edges

All development at the campus edges should be compatible in scale and character with its adjacent neighborhoods. The architectural design guidelines require that new development near the campus residential edge respect a height and setback buffer zone.

The placement of campus structures along Park Avenue should create an urban streetscape. The setback should not contain surface parking, but rather landscaping that is appropriate for a residential neighborhood, such as lawn or small urban plazas. Although the Park Avenue residential edge will be defined by imposing massings of multiple buildings, the building massing should not create a physical and visual barrier between the campus and the neighborhood. The campus should consider crossable boundaries that allow unobstructed pedestrian access into campus.

The setback for structures on State Street should respect the street setbacks for the historic structures between Garfield Avenue and Summit Avenue. The setback should contain landscaping that is appropriate for a residential neighborhood, such as mowed lawn.

The intersection of Garfield Avenue and State Street will become the front door of campus, with a new visitor center in the corner of the Hibbard parking lot. The architectural design guidelines require the visitor center be compatible with the surrounding historic residential structures and allows only durable and attractive construction material.

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- ***Stewardship and Sustainability:*** Our commitment to stewardship also is reflected in the ways in which we collectively and individually support all the people who make up our campus community.
- ***Innovation and Continuous Improvement:*** While a spirit of innovation is vital to reaching our goals, continually improving our established practices also is essential.
- ***Leadership:*** 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.

## Maintain or Reduce Off-Campus Parking Pressure

Like many university neighborhoods, Historic Third Ward is impacted by off-campus parking on the streets. The campus master plan aims to reduce this parking demand in two ways. The supply of on-campus automobile parking within walking distance of the lower campus precinct will be maintained and increased within this master plan horizon, despite the removal of the Putnam and Schofield lots. Additionally, the campus master plan seeks to reduce the overall automobile travel to and from the campus through transportation demand management strategies including more efficient transit service and more bicycle facilities.

Travelers must pass through the Third Ward neighborhood to access the lower campus precinct from State Street and Summit Avenue. Although this campus master plan recommends an increase in density of uses on the lower campus precinct, no additional automobile traffic is expected on the neighborhood streets. Student enrollment will remain relatively equal to current enrollment and those attracted to the lower campus precinct via automobile will not change, including first time visitors and delivery vehicles to the student center and other lower campus precinct buildings. Vehicular turning circulation at State Street will improve with the new visitor center with campus visitor traffic shifting from Roosevelt Avenue to Garfield Avenue, where there is an existing traffic signal at State Street.

Third Ward neighborhood has many historic and contributing structures.



### **Respect the Spirit and Intents of the Water Street Redevelopment Plan**

The University will be a partner with the City in strengthening Water Street. Water Street is where the campus and community meet in campus focused commercial uses. It is dominated by student oriented housing, dining, entertainment and other retail. The City seeks to improve the design and land use mix of the corridor through the Water Street Redevelopment Plan, so that becomes is a thriving commercial strip that supports both the University and the Randall Park neighborhood.

The University will support off-campus upper classmen higher density housing to promote redevelopment and retail demand in close proximity to the Water Street campus precinct.

The University will also offer its Water Street campus precinct as a potential location for performing and fine arts centers, which are joint University-community ventures. If not built on campus land, such facilities should be located in close proximity to campus. These joint venture facilities

should be developed in a way that will draw a regional audience that will support economic development in the city core and spur additional dining and nightlife options that are not focused on student drinking.

New development on the Water Street campus precinct will respect the spirit and intents of the Water Street Commercial District Plan. The University’s contributions to the Water Street commercial streetscape, including building placement, circulation and landscaping, should support the goals of the plan. Buildings should be located with a minimal setback that complements setbacks of Water Street’s historic commercial structures. The setback of campus structures should not contain surface parking, but rather be landscaped/hardscaped in a manner appropriate for a low-speed urban commercial street. The streetscape open space should be very urban and an equal balance of hardscape and landscape.

# Partner with and Promote Institutional Neighbors

The University has long partnered with its institutional neighbors – Chippewa Valley Technical College (CVTC), the Eau Claire State Office Building and Sacred Heart Hospital. The University leases parking from Sacred Heart and the Eau Claire State Office Building and CVTC students have lived within UW-Eau Claire residence halls. The City brought together these institutions and other neighbors to create the West Clairemont Avenue corridor plan, focused on improving the function and aesthetics of these educational and medical resources. The University will deepen its collaboration with its upper campus precinct neighbors.

The boundaries of the upper campus precinct are blurred with its institutional neighbors and consists of large expanses of parking lots that separate the campus from the surrounding community. This poorly defined outer edge of the upper campus precinct creates confusion for users of the University and its institutional neighbors.

## Expand Upper Campus Precinct Boundary onto CVTC Campus

CVTC has indicated that it intends to construct an Energy Education Center within the next 10 years on its West Campus. Programs would move out of the north end of the Business Education Center on its Clairemont Campus. Funding for the construction of the CVTC Energy Education Center is uncertain but key to that move will be the University’s contribution in purchasing the northern portion of the Business Education Center for future campus expansion. The University should continue close cooperation to understand the CVTC timeline.

### *Project Justification:*

- In the medium-term, upper campus precinct circulation will improve if University Drive is re-routed through a portion the north end of the CVTC parcel. The parcel also offers additional surface automobile parking.
- In the long-term, the University will expand the upper campus precinct.

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- ***Leadership:*** 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.

## Partner in a West Clairemont Parking Structure

The University has long leased surface parking from Sacred Heart Hospital. As the hospital implements its own campus master plan, its parking needs will change, likely resulting in changes to the existing parking leases. Once hospital campus activity is dense enough, the hospital has indicated that it may consider a parking structure on one of its northeast surface lots. The University should be a partner with the hospital to finance and occupy a parking structure.

### *Project Justification:*

- In the long-term, surface automobile parking will need to transition to structured parking to allow for continued densification of the upper campus precinct while maintaining necessary open space.
- The University should partner with Sacred Heart Hospital on a parking structure, which is a project that neither institution could likely afford alone.

## Improve the Circulation and Aesthetics of the Ed-Med Corridor

The University's contributions to the internal and shared streetscapes on the upper campus precinct, including building placement, circulation and landscaping, should be compatible with the Clairemont Avenue Medical and Educational District Plan.

The streetscape design for these circulation routes should follow the design guidelines from the Clairemont Avenue Medical and Educational District Plan, as modified by the campus master plan and campuswide design guidelines (particularly street connections and gateway placement and design). The University should prioritize improving the edge shared with Sacred Heart Hospital, which is the edge between the medical and educational sub-districts. The University and Chippewa Valley Technical College share the educational subdistrict, thus campus edge definition should be a lower priority. Additionally, this master plan anticipates over the long term that the CVTC site will become a part of the UW-Eau Claire campus.

The scale and character of redevelopment along West Clairemont should be influenced by the suburban-style development that fronts this highway. The setback of University structures should not contain surface parking other than limited convenience parking, but rather be landscaped in a manner appropriate for a high-speed suburban arterial road. Any new or renovated campus structures should prominently establish a campus identity visible by motorists on West Clairemont.

The campus should consider view corridors, alignment and points of reference from the motorist's perspective. The Xcel Energy electrical substation should be screened.



The CVTC campus is on both sides of West Clairemont Avenue, connected by a pedestrian overpass.



West Clairemont Avenue from the CVTC pedestrian overpass. Eau Claire State Office Building on the right, Sacred Heart Hospital beyond it.

# Reach Out to the Community

The University seeks a more integrated relationship with its host community, yet its facilities do not support those efforts. University offices that have a focus on the Eau Claire community are spread throughout campus. Access and parking to many parts of campus is difficult for occasional campus visitors. The number of structures and the density of campus is intimidating for many community members. The University should reach out to the community, taking community-focused programs out to facilities that are more convenient for those off-campus.

## Create a University Outreach Center on West Clairemont

University outreach programs should be collected and relocated to a site that is convenient for community users. Programs that could be relocated include Continuing Education (from leased space on Water Street), front desks for admissions and financial aid and a ticket office for cultural and athletic events. The space needs analysis indicated that continuing education will require approximately 18,000 ASF, 26,000 GSF.

## Repurpose the Eau Claire State Office Building and Stein Boulevard

University outreach programs should be located in the existing Eau Claire State Office Building, which is in an ideal location and is an appropriate size. The Eau Claire State Office Building is on a high-profile site, along one of the busiest traffic corridors in Eau Claire and offers convenient parking in front of the building. It is also within walking distance of hotels and restaurants, which are necessary to support adult and community training and events.

Locating university outreach programs here would also connect the upper campus precinct to West Clairemont Avenue and provide a needed University presence.

The University should work with the Division of State Facilities on the transition of the Eau Claire State Office Building and its site. The University should conduct a programming and facility assessment study to determine the appropriateness of this structure for re-purposing. The agency offices in this building should be moved to another office building in Eau Claire, perhaps downtown as part of the City's redevelopment efforts. Once the building is vacated, the University should purchase the building for the use of university outreach programming and encourage the movement of state agency offices out of the structure at a

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- **Leadership:** 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.

pace that allows continuous agency service in the Eau Claire community.

After the University has secured the Eau Claire State Office Building and its site, it should coordinate with Sacred Heart Hospital on Stein Boulevard. The street is owned by the hospital, provides critical access to the hospital's emergency room and passes adjacent to the helipad area. Stein Boulevard would be an ideal access point to the office building site and the upper campus precinct. The hospital has indicated that they would be open to shared use of the Stein Boulevard right-of-way as long as the intensity of uses on the office building site does not increase dramatically and unrestricted access to the emergency room can be maintained. Once the University owns the Eau Claire State Office Building site, new options emerge for the expansion of the Stein Boulevard cross-section and traffic engineering solutions.

### Project Justification:

- The UW-Eau Claire strategic plan calls for better ways to connect the University with the community, but the existing campus is not welcoming to community members.
- Repurposing the Eau Claire State Office Building will be a financially and environmentally sustainable approach to creating a University presence on West Clairemont.



The master plan recommends that the Eau Claire State Office Building on West Clairemont Avenue be acquired and renovated for university outreach functions.

## Strengthen and Extend University Programming in the Community

The University is not restricted to its campus borders. It owns and uses facilities throughout the City of Eau Claire through a successful partnership with its host community.

### Maintain Existing Partnership with City at Bollinger Fields, Hobbs Ice Center and Carson Park

The UW-Eau Claire campus is densely developed with little room for expansive athletic competition, practice and recreation fields. To address this, the University has partnered with the community on off-campus sites. The benefits of this arrangement are two-fold, allowing the campus to gain access to higher quality facilities for a fraction of the cost.

Bollinger Fields are owned and maintained by the University. They are located south of the upper campus precinct and West Clairemont Avenue, a short walk down Stein Boulevard. The University's soccer teams practice and compete at this joint facility. Community members may recreate on these fields outside the times they are needed for athletic practice and competition, intramural competitions and other campus recreation.

The Hobbs Ice Center is located on the west end of Water Street and is owned and maintained by the City. UW-Eau Claire men's and women's hockey teams practice and compete in this joint 1,100-seat facility. The University Foundation and Student Senate contributed to a renovation and expansion project that constructed a new lobby, concession area, rest rooms and changing rooms, expanded seating capacity and a dedicated area for Blugold Hockey operations consisting of new locker rooms and a weight and training room that would be available for other user groups. The facility is now a source of pride for both University and community ice athletics.

Carson Park is located northwest of campus at the west end of Lake Street and is owned and maintained by the City. The men's football team competes at the 6,500-seat artificial turf stadium and the women's softball team competes at Gelein Field in Carson Park. The University and Student Senate contributed to the installation of the artificial turf on the football field in 2004.

In each of these cases, the University and City have successfully partnered, dividing up responsibilities for ownership, maintenance and use.

### Our Values

- ***Diversity and Inclusiveness:*** Connected learning includes creating an environment in which students learn with and from people who are different from themselves.
- ***Stewardship and Sustainability:*** As financial stewards we must be efficient and strategic, focusing inevitably limited resources in ways that best advance our vision and goals. 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.
- ***Innovation and Continuous Improvement:*** Within the funding constraints of a public comprehensive university, we must develop innovative approaches to staffing, pedagogy, programs, curriculum, and governance. Our future will be enlivened by a campus community that dares to take calculated risks as it asks, "What can we make possible?" 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.
- ***Leadership:*** 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.

The campus master plan seeks to build on this successful city-campus partnership on athletic facilities and extend it into joint arts facilities and a multi-purpose event center.

## Collaborate with the City to Construct a Multi-Purpose Event Center

The University has a demonstrated need for a multi-purpose event center that is currently not met on campus. The University should broaden its collaboration with the community on athletic facilities to extend to an off-campus multi-purpose event center. This new facility will replace the Zorn Arena, which currently houses men's and women's basketball competition and has a capacity of 3,500 seats. The new multi-purpose event facility will be larger than Zorn Arena and will become the location for men's and women's basketball competition with associated lockers for home and visiting teams and officials and appropriate support spaces.

In addition to accommodating basketball, the new multi-purpose event center could include convention center spaces with exhibit halls, large and smaller meeting rooms, a catering kitchen, classrooms, administrative space and support spaces. These spaces would be utilized jointly by both the University and the community. The space needs analysis suggests the entire facility could be approximately 160,000 GSF in size.

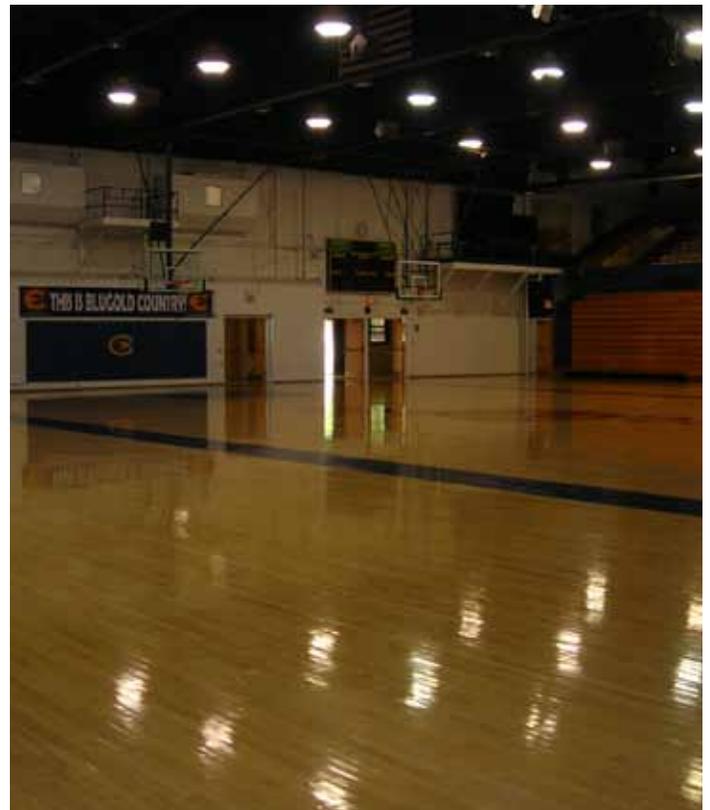
A high-profile site on West Clairemont Avenue in close proximity to the upper campus precinct would provide the visibility and accessibility necessary for this facility. Alternatively, the facility could be located with or near another off-campus athletic facility, such as Hobbs Ice Center or Carson Park. Convenient transit service between campus and the multi-purpose event center will be necessary.

When the multi-purpose event center is constructed, the men's and women's basketball teams will join the other Blugold sports that practice and compete off-campus. In addition to those sports at Bollinger Fields, Hobbs Ice Center and Carson Park, men's golf competes at the Eau Claire Country Club, women's golf at the Mill Run Golf Course and the cross country team at the Whitetail Golf Course in Colfax. Sports remaining on campus will include track, tennis, swimming, wrestling, gymnastics and volleyball, all of which practice and compete in the McPhee Physical Education Center, the Ade Olson Addition and Simpson Field.

### *Project Justification:*

- Zorn Arena does not adequately serve the athletic, recreational, cultural and gathering event needs of the campus.

- Parking for Zorn Arena events negatively impacts the Historic Third Ward.
- The campus intends to demolish Zorn Arena, to which the campus has assigned a physical rating of "v. Major Renovation (Unsatisfactory)". A replacement space is required.
- The City has indicated a willingness to financially partner with the University on such a project.



Zorn Arena no longer meets the campus's athletic and gathering needs.

## Collaborate with the City to Construct a Fine Arts Center and a Performing Arts Center

The University has demonstrated demand for enhanced fine and performance art facilities that are not currently met on campus. The community has indicated a willingness to financially partner with the University to develop new fine and performing arts facilities.

Currently, the fine arts are all located on the Water Street campus precinct, but the performing arts are split between the lower and Water Street campus precincts. Due to insufficient facilities and faculty support, the University does not offer fine arts instruction to non-major undergraduate students.

Currently the Haas Fine Arts Center, a 85,300 ASF structure on the Water Street campus, contains the departments of art & design and music and theatre arts, general assignment classrooms and computer labs, the Foster Gallery, the Gantner Concert Hall (600-seat facility used for ensemble concerts, solo recitals, dance, opera and musical theatre), the Riverside Theatre (200-seat thrust stage facility) and Phillips Recital Hall (200-seat facility with a small, open stage). Many of these performance and rehearsal spaces do not meet current academic needs. The demand of current programs and continued evolution of the departments of art & design and music and theatre arts will require new and modified spaces.

A new fine arts center would allow art & design majors to move out of Haas Fine Arts Center, thus providing facilities for non-major instruction. The space needs analysis suggests that the University requires approximately 45,000 GSF in size, comprised of spaces for teaching, administrative and faculty, exhibits and support.

Kjer Theatre, on lower campus precinct, is an 11,000 ASF structure with a 400-seat proscenium stage that houses theatre arts programs and productions, including scene construction and costuming shops. The facility does not meet the needs of the theatre arts program, cannot be remodeled to meet their needs and is not adjacent to the remainder of the theatre program.

Kjer Theatre is in fair physical condition. The campus has assigned the building a physical rating of “iii. Moderate Renovations (fair)”. Masonry in exterior walls is weathered and requires tuckpointing. Spline and plaster ceilings hinder access to building systems for repair. Interior doors and hardware are worn. Contemporary ADA compliance would

be expensive or not possible. Piping, insulation and radiation units are in poor condition and past useful life. HVAC distribution and ductwork provide insufficient make-up air in the theater shop. The theatrical lighting system is in poor condition, obsolete and requires renovation. Domestic water supply, piping and insulation are in poor condition and are past their useful life.

A new performing arts center would replace Kjer Theatre and many performance and rehearsal spaces in Haas Fine Arts Center. The space needs analysis indicate that the University requires approximately 73,000 GSF for a new performing arts center that could contain a 1,000 seat theater, educational spaces, large rehearsal hall, practice rooms, support spaces such as costume and scene shops, green room and administrative spaces.

The campus master plan demonstrates how the fine and performing arts centers may be located on the Water Street campus precinct, but the University will consider other sites that are convenient for it and community partners. These facilities could be collocated in many arrangements (for example, the fine art and performing arts could be combined in a single facility) or sited independently. Off-campus locations would need to be in close proximity to Haas Fine Arts Center and be linked by transit to campus.

University participation in these joint facilities is dependent on finding sites that are convenient to the University and its programming. Additional arts programming in close proximity to campus will support the redevelopment of Eau Claire’s city core.

### *Project Justification:*

- The fine arts and performing arts programs are split between the lower and Water Street campus precincts and do not provide necessary academic and performance spaces.
- The campus intends to demolish Kjer Theatre, to which campus has assigned a physical rating of “v. Major Renovation (Unsatisfactory)”. A replacement space is required.
- The space needs analysis indicated a master-plan level program and the associated gross square feet necessary.
- The City has indicated a willingness to financially partner with the University on such a project.

## Construct a Parking Structure on the Water Street Lot

If density of uses significantly increases on the Water Street campus precinct as a result of a new fine and performing arts center, demand for automobile parking will also increase. While improved pedestrian and bicycle connections will reduce on-campus automobile use, the fine and performing arts centers will attract users from the community and region and thus adequate automobile parking will be necessary.

The campus master plan shows how the fine and performing arts center and a parking structure could be constructed on the Water Street parking lot. While the master plan recommends an increase in parking spaces on the lower campus precinct, a parking structure on the Water Street parking lot will also serve the lower campus precinct as parking changes are phased in and, in the long-term, when the Zorn and Phillips parking lots are converted to building sites.

The University and the City should collaborate on the construction and management of a parking structure either adjacent to arts center development on Water Street or off-campus locations in close proximity to campus. Development of such a public parking structure will also support the City's efforts at redeveloping the commercial and residential uses on Water Street or other areas of the city's core.

The design of all campus parking structures should consider the following:

### **Ground Level Interest**

Where parking structures and pedestrian walkways or public rights-of-way adjoin, the parking structure should have landscape features and architectural detail, materials and textures that establish a comfortable and well-proportioned human scale. Where appropriate, maintain the urban street front activity at the ground level adjacent to the street side of the facility with offices or other uses.

### **Exterior Facades**

The exterior walls of parking structures should be finished with materials similar to adjacent campus buildings. Exterior elevations should contain horizontal rather than angled design elements; ramps or sloping floors should be located away from the visible perimeter of the structure.

The scale of the large structure should be visually broken down by sensitive articulation of horizontal and vertical



Kjer Theatre is an aging structure that requires replacement.

elements and variations in massing, openings and materials to establish a harmonious elevation.

Exterior openings should attempt to emulate the window patterns of adjacent campus buildings. Parking structure walls facing residential areas should have openings sized and located to avoid automobile noise and light impacts on adjacent residences.

### **Security**

Elevators and stairs should be located on the perimeter of the structure to provide natural surveillance from exterior public areas. The stairs, elevator shaft and cab should have glass facing the exterior public areas. Floor plans should be open to improve sight lines, eliminate hiding places and enhance visibility from the surrounding areas.

### **Project Justification:**

- The Water Street campus precinct will require additional parking as regional facilities are phased in.
- A parking structure will reduce the demand for off-campus off-street parking, improving relations with the Historic Randall Park neighborhood.

- The City has indicated a willingness to financially partner with the University on such a project.

### **Renovate and Renew Haas Fine Arts Center**

After these new facilities are constructed through partnerships with the City and the community, approximately 12,000 ASF will free up in Haas Fine Arts Center. Renovation will be necessary to maximize the use of existing Haas Fine Arts Center space and to make necessary improvements to the aging existing facility. The changing and growing space needs for art & design and music and theatre arts will be accommodated in the fine and performing arts facilities and/or within the existing footprint of Haas Fine Arts Center.

#### *Project Justification:*

- See “Collaborate with the City to Construct a Fine Arts Center and a Performing Arts Center” for a justification of the fine and performing arts centers.
- The space needs analysis indicated a need for renovation and backfill of Haas Fine Arts Center.

### **If Necessary, Construct Fine Arts, Performing Arts and Multi-Purpose Event Facilities On Campus**

The fine arts, performing arts and multi-purpose event facilities are significant investments and they require extensive programming. Both the University and the community desire expansive and state-of-the-art facilities, however, independently neither have the resources to construct these facilities on their own. It is likely that the University and community can collaborate on joint facilities of which the region can be proud or, alternatively, they will each construct their own facilities that only partially meet the needs of each.

If a joint fine and performing arts center cannot be constructed as part of municipal partnership, the master plan recommends that the University consider a west addition to the Haas Fine Arts Center and construction on the Water Street parking lot. The addition would include a Kjer Theatre replacement and needed expansions for art & design and music & theatre arts. In order to accommodate the needs of departments currently in Haas Fine Arts Center, as well as to replace the Kjer Theatre, the space needs analysis calculates that an addition of approximately 52,000 ASF in size will be needed.

If a multi-purpose event center facility cannot be constructed as part of partnership, then the master plan recommends that the Zorn Arena be replaced with a facility with a similar number of seats.



Haas Fine Arts Center houses all the performance spaces except the Kjer Theatre.

## Establish the Campus Edge

Key to integrating the University into its community is establishing and reinforcing the campus edges. Campus gateways mark the threshold between the campus and its context and create the sense of arrival and departure.

The lower and Water Street campus precincts have clear boundaries that help to establish the campus identity. Although there are several automobile approaches into the campus, there are few indications that someone has arrived on an academic campus. The campus does not currently have an effective campus gateway, with the exception of the westbound approach to Haas Fine Arts Center from the Water Street/Summit Avenue bridge.

### Our Values

- ***Diversity and Inclusiveness***
- ***Stewardship and Sustainability:*** Our commitment to stewardship also is reflected in the ways in which we collectively and individually support all the people who make up our campus community.
- ***Innovation and Continuous Improvement***
- ***Leadership:*** 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.



A gateway can be established with a building. The lower campus precinct major gateway will be designated with the new visitor center at the northwest corner of State Street and Garfield Avenue.

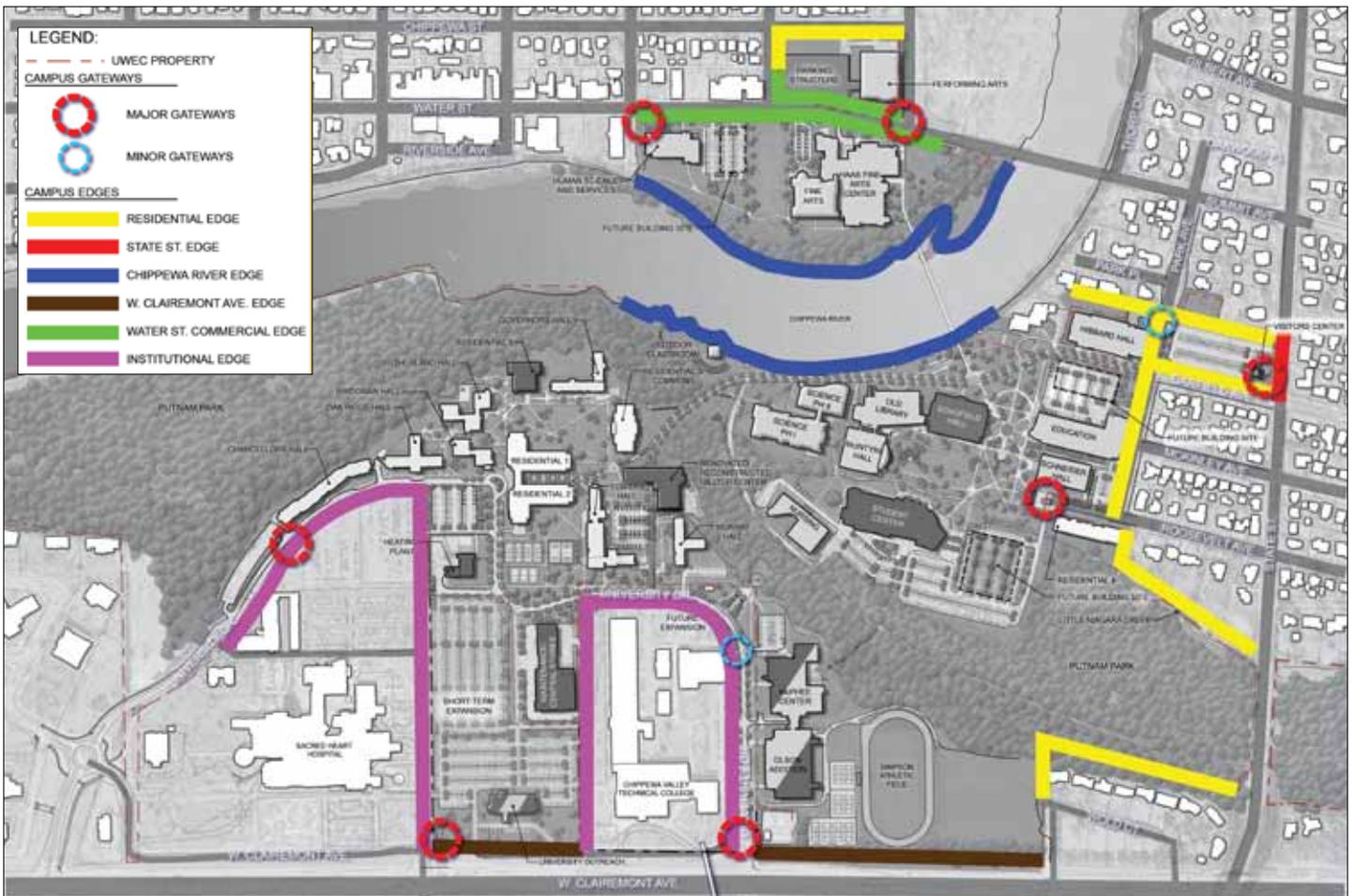
## Establish a Network of Major Gateways

The University should enhance and beautify the landscape treatment at designated campus gateway locations to create significant and memorable portals. When properly designed, campus gateways support the identity and image of the University, enhance the visitor experience and assist in wayfinding. Gateways also denote the transition from city neighborhoods into the University campus should consistently mark the edge of the campus.

Gateways should be appropriately reinforced with landscape and architectural features. The form of the marker, the materials used and landscaping should complement the historic architecture of the lower campus precinct, strengthen the campus identity and be consistent throughout campus. All campus gateways should be designed simultaneously to create a common design.



St. Norbert's pedestrian-oriented minor gateway has columns but not gates, welcoming visitors to campus.



Campus gateways and edge zones

Major gateways are key entry points into campus and areas where first-time visitors are introduced to campus. The major gateways should boldly celebrate the University's role within the City of Eau Claire yet also boldly identify the campus.

Recommended major gateway locations:

- Lower campus precinct – Northwest corner of State Street and Garfield Avenue, oriented to those entering campus from State Street. A new visitor center, low wall with signage and landscaping will anchor the corner. The signage and landscaping should be scaled for a low-speed arterial street.
- Lower campus precinct – West end of Roosevelt Avenue at Schneider Hall. The view into the new quadrangle south of Schofield Hall from the Roosevelt Avenue minor gateway will become a new iconic view of the lower campus precinct. Centered on art installations in the mid-ground and McIntyre Library in the background, the view should be framed by pedestrian

scale columns or similar architectural feature and become a gateway onto campus from the Third Ward. Changes to the roadway should reshape the cul-de-sac facilitating a safe drop zone and turnaround.

- Upper campus precinct – University Drive at the campus parcel boundary near Chancellors Hall, oriented to those entering campus from the University Drive roundabout. The signage and landscaping should be scaled for a low-speed arterial street.
- Upper campus precinct – Northside of West Clairemont Avenue at University Drive, oriented to those entering campus from West Clairemont. Campus signage and landscaping should be scaled for the wide and high-speed arterial.
- Upper campus precinct – Northeast corner of West Clairemont Avenue and Stein Boulevard, oriented to those entering campus from West Clairemont. Campus signage and landscaping should be scaled for the



Columns at the lower campus precinct minor gateway at the west end of Roosevelt Avenue will frame the view into the new informal quadrangle south of Schofield Hall.

wide and high-speed arterial. This gateway should be constructed after the Eau Claire State Office Building has been repurposed for University uses. See page 50 for information regarding access agreement with Sacred Heart Hospital.

- Water Street campus precinct – Corner of Water Street and 1st Avenue, oriented to those traveling westbound on the bridge. The performing arts center, signage and landscaping will mark the entryway into the Water Street campus as well as the Water Street redevelopment area. The signage and landscaping should be scaled for a low-speed arterial street.
- Water Street campus precinct – Southeast corner of Water Street at 3rd Avenue, oriented to those traveling eastbound on Water Street. Human Science and Services will mark the entryway into the Water Street campus. The signage and landscaping should be scaled for a low-speed arterial street.

Major gateways should be appropriately scaled and influenced by the speed and distance of motorists that pass by and enter the campus. Landscape treatment for major gateways should be significant and imposing, with gateway walls, monumentation, graphics and colors that indicate a major educational institution. Landscape elements should be bold and simple in arrangements, massing and alignment.

Major gateways should feature low walls and columns of significant height (12'-14'), capped with a coordinating stone. They should include lighting with banners that is at an automobile scale and, where appropriate, could include planters affixed to the low wall, featuring colorful annuals. The major gateway columns should be located as close to the vehicular travel way as safely permissible.

### Strengthen Minor Gateways

Minor gateways are secondary entry points into campus and should balance automobile and pedestrian scales. Minor gateway design should be integral to streetscape design with walls, monumentation, graphics and colors in scale with the surrounding community. Plantings around minor gateways should be low and formal to assure visibility. They should be simple in arrangement, massing and alignment.

The minor gateways should include:

- Lower campus precinct – Park Avenue at the north campus parcel boundary near Hibbard Hall



Pedestrian-scale minor gateways

- Upper campus precinct – University Drive northwest of McPhee Physical Education Center

Minor gateways should feature low walls and columns of moderate height (5'-6'), capped with a coordinating stone. Minor gateways should include lighting and banners that are at a pedestrian scale. Columns should be placed on the edges of the pedestrian path and any associated minor entry plaza area. At least 12 feet of width of circulation area should be between the minor gateway columns.

# CAMPUS PATTERNS

The pattern of activities, buildings and open spaces defines the functionality, livability and beauty of campus. As the campus has grown and expanded, its internal patterns have continually shifted. This master plan continues this evolution, defining land uses and characters for each campus precinct, establishing and expanding the open space network and preserving key vistas.

The University evolution will continue past this master plan, but the campus patterns established now will influence change for decades. The master plan prepares the campus for its next stage of growth and maturation.



## Concentrate Academics in the Center of Campus

The lower campus precinct is the historic core of the campus, its academic and administrative core. Schofield Hall, the new student center, McIntyre Library and most academic programs are on the lower campus precinct. The desire for new and expanded academic programs to be on this precinct will likely not abate. Yet, space on the lower campus precinct is finite. Putnam Park, Chippewa River and the Third Ward neighborhood limit its expansion. Almost all of the land on the lower campus precinct is now occupied by buildings, open space, streets and parking lots. There is still potential, however, to accommodate most identified academic programming on the lower campus precinct while also improving open spaces and creating new ones.

### Consolidate the College of Education Departments on the Lower Campus Precinct

The next academic facility and the first academic facility to be built on the UW-Eau Claire campus since 1981, will be an education building. This project will consolidate the education departments of the College of Education and Human Sciences in one location. Currently, education is located in three buildings. Two of those buildings – the Campus School and Brewer Hall – date from 1952, have considerable deferred maintenance needs and can no longer function effectively for any current programs. Special education is housed in Human Sciences and Services, a third building in a different campus precinct.

The new education building will consist of new general assignment classrooms that will partially resolve an existing campus imbalance of available classroom sizes compared with demand. The construction of the education building relieves space shortages across campus and creates the opportunity to backfill the proposed vacated spaces in the other academic buildings.

The project site is the space south of the Kjer Theatre/Brewer Hall/Zorn Arena complex, which will require the demolition of Campus School and minor modifications to the remaining south wall of Kjer Theatre. The Children’s Center will move to St. Bede Monastery in 2012. According to the project’s programming study, the new facility will be approximately 101,481 ASF (174,276 GSF).

#### *Project Justification:*

- See the new education pre-design report for full justification of this project.

### Our Values

- ***Diversity and Inclusiveness***
- ***Stewardship and Sustainability:*** We create a rigorous learning experience and program array that help prepare them for the future — but we also foster a supportive environment in which they can thrive and be transformed.
- ***Innovation and Continuous Improvement:*** Within the funding constraints of a public comprehensive university, we must develop innovative approaches to staffing, pedagogy, programs, curriculum, and governance.
- ***Leadership:*** Our learning goals support the development of student leaders, especially when the lessons in the classroom are supported through connected curricular and cocurricular learning experiences for leadership development.

### Accommodate the Growth of the Physical Sciences

Phillips Science Hall is the current home for physical sciences, including biology, chemistry, physics and astronomy, geology, geography and anthropology, computer science, a bird museum, greenhouses, the planetarium and general assignment classrooms and computer labs. The University desires that the math department, now located in Hibbard Hall, be collocated with the physical sciences to share physical and faculty resources and achieve more programmatic synergy.

Phillips Science Hall contains approximately 115,000 ASF. The campuswide space needs analysis surveyed physical science faculty and deans to understand the current and future space needs. Those requests were tested against national benchmarking, particularly for laboratories. The space needs report recommends that the physical sciences requires approximately 158,000 ASF for current programs and known expansions.

Structurally, Phillips Science Hall functions fairly well as an academic building. The campus has assigned a physical rating of “i. Minimal Renovations (good)”. The masonry/precast concrete is fair, single pane windows are original and the exterior doors are in need of repair work. Many finishes have been updated with infrastructure work, but many more still require work. Ceramic tile in corridors and rest rooms is

in very poor condition. The rest rooms are in poor condition and the plumbing piping is aged and often requires repair.

The building does not adequately support desired learning and research environments, with classrooms that are small, crowded and poorly proportioned. There is poor structural story height for desired uses. The campus has assigned a functional rating of “b. Satisfactory”.

If an addition to Phillips Science Hall were to be considered, the space needs analysis indicates the addition would need to contain at least 43,000 ASF. However, Phillips Science Hall’s location and close proximity to the new student center and non-buildable areas of Putnam Park means that additions to the building are not feasible. A science expansion is necessary, but it will need to happen either through a larger building on that same site or on another site.

The campus master plan recommends that the physical sciences be moved into a new building on the site currently occupied by Putnam and Katherine Thomas residential halls. These two traditional residence halls are the oldest on campus, constructed in 1956 and 1953 respectively.

The campus has assigned them both physical ratings of “iv. Significant Renovations (poor)”, noting that architectural, mechanical, electrical and plumbing systems are past their useful lives. As a part of the residential housing demand analysis, the strategic hall assessment ranked all on-campus residence halls based on occupancy, resident satisfaction, physical assessment, functional assessment and building benchmark and capacity assessment. Putnam Hall ranked lowest on campus, while Katharine Thomas Hall ranked fourth lowest. Demand for additional academic space on the lower campus precinct is high and these residence halls use their sites inefficiently.

The recommended building size of 158,000 ASF for the new science facility is a very large structure. To accommodate budgetary and phasing needs, the master plan recommends that the building be constructed in two phases. The first possible phase could be a 86,000 ASF structure that contains chemistry, computer science, materials science, physics & astronomy, math (from Hibbard Hall), commonly assigned classrooms and shared space. A second possible phase could be a 72,000 ASF connected structure that contains biology, geography, geology and commonly assigned classrooms.



Phillips Science Hall does not have the internal spaces or external expansion room necessary for the physical science departments.

The new science complex will expand the academic core of the lower campus precinct. The building should front and open up to the recommended linking boulevard and the Chippewa River.

Once both phases are complete, Phillips Science Hall could be demolished. The abandoned site should be constructed as a parking lot. Automobile parking should be screened from the lower campus precinct open spaces and minor gateways and include stormwater design to improve the water quality of the Little Niagara Creek. In the long term, the parking lot will be a future building site.

*Project Justification:*

- Although the building is functional, Phillips Science Hall and its site cannot provide the necessary expansion room for the combined physical sciences.
- The space needs analysis indicated that the combined physical sciences will need approximately 158,000 ASF. To divide the cost of the project over multiple funding cycles, the new science complex should be built in more than one phase.
- There is a high demand for lower campus precinct space for academic use and Putnam and Katherine Thomas residential halls ranked low in the strategic hall analysis.



# Broaden and Increase the Residential On-Campus Living Options

Student housing facility improvements are essential to meeting student demand and the University's strategic objectives. The renovation and addition of new residence halls would reinforce the University's brand as a university committed to providing on-campus housing, support recruitment and retention goals and increasing student life on campus.

Approximately 4,000 students live on campus in 11 residence halls. All but two halls, Putnam Hall and Katharine Thomas Hall, are located on the upper campus precinct. The lower campus precinct halls were constructed in the 1950's and the upper campus precinct halls were constructed in the 1960's. All university housing is traditional double occupancy rooms. The exception is the most recent residence hall, Chancellors Hall, an apartment residence hall that was constructed in 1999 along the bluff ridge on the western edge of the upper campus precinct.

The upper campus precinct is the center of resident student non-academic life. Hilltop Center (dining and recreation), Crest Wellness Center (student health, police and recreation), McPhee Physical Education Center/Ade Olson Addition (recreation) and the passive open spaces provide complementary dining and recreation. In surveys and interviews, students report that they enjoy the division between academic work of the lower campus precinct and recreating and sleeping of the upper campus precinct.

Demand for on-campus student housing well exceeds its existing capacity. During the 2009-2010 academic year, the residence halls were at 108 percent occupancy, a typical percentage for the last decade. The University has accommodated demand by utilizing lounge spaces, assigning double rooms as triple occupancy, assigning roommates to residential hall advisors and renting approximately 200 beds at two West Clairemont Avenue hotels. These stopgap measures are inconsistent with University student development goals, but have been in place for over a decade.

Off-campus housing options for students include apartments and houses. Although off-campus housing is not student focused in design and amenities, the occupancy was healthy at 91 percent in 2009-2010.

In comparison to other UW System schools, UW-Eau Claire's on-campus room rates are 15 percent below average. On-campus room rates are also comparable in cost to the off-campus market. Typically, on-campus housing is priced at a premium to off-campus housing because of the increased convenience and student focused amenities.

## Our Values

- **Diversity and Inclusiveness:** Connected learning includes creating an environment in which students learn with and from people who are different from themselves. We will create an environment in which prejudicial assumptions and disabling stereotypes have no place and where equity is affirmed for all.
- **Stewardship and Sustainability:** We create a rigorous learning experience and program array that help prepare them for the future — but we also foster a supportive environment in which they can thrive and be transformed.
- **Innovation and Continuous Improvement:** Within the funding constraints of a public comprehensive university, we must develop innovative approaches to staffing, pedagogy, programs, curriculum, and governance. While a spirit of innovation is vital to reaching our goals, continually improving our established practices also is essential.
- **Leadership:** 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.

Both of these factors indicate an opportunity to increase on-campus housing charges to support renovations and new construction.

In order to meet student demand and its strategic goals, the University needs to increase the total supply of beds to approximately 4,400 by adding 1,250 suite beds and 300 apartment beds. The University also needs to renovate/densify existing residence halls by 12 percent. The renovation and addition of new residence halls would reinforce UW-Eau Claire's brand as a university committed to providing on-campus housing, supporting recruitment and retention goals and increasing student life on campus.

Right: Nearly all of UW-Eau Claire's residence halls are like Bridgman Hall, traditional halls constructed in the 1960's. Below: Chancellors Hall, constructed in 1999, is the only apartment-style housing available on campus.



## Construct Two Suite Style Residence Halls on the Upper Campus Precinct

The University should construct two new suite-style residence halls on the upper campus precinct. This new housing should be developed on the upper campus precinct to reinforce the existing campus neighborhood. Suite-style units, which are not currently available on campus, will create greater variety and support the student development continuum. Each hall should have a capacity of approximately 350 beds.

The two residence halls should be constructed on a portion of the current site of the Governors parking lot and the tennis courts. The two halls should flank the linking boulevard as it passes through the upper campus precinct that ends at University Drive. The residence hall design should open up to the linking boulevard, making the corridor an active and observed space. The two halls could be constructed as a single project and be connected over the linking boulevard. The

connected residence halls could be more financially efficient by sharing facilities and staff.

## Reconstruct Horan Hall as Suite Style Residence Hall

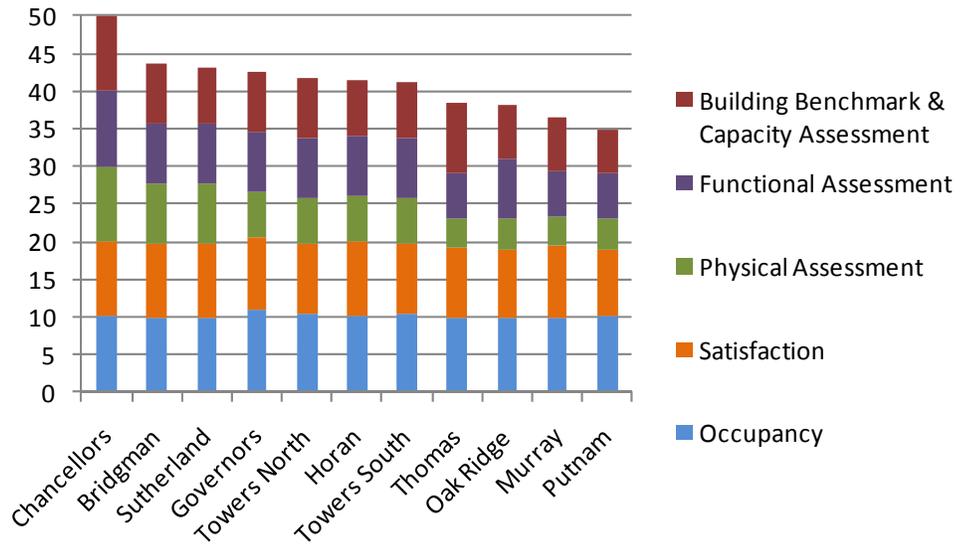
Horan Hall, constructed in 1960 as the first structure on the upper campus precinct, is ranked sixth in the strategic hall assessment. With a capacity of 206 beds, it has the lowest capacity of the upper campus precinct residence halls. Its site is strategic, located at the top of the bluff in a prominent location that can be seen from the lower campus precinct and the Water Street bridge.

As the density of campus increases, the Horan Hall site may be necessary for a new residence hall. A larger and denser suite-style residence hall with approximately 350 beds could replace Horan Hall. Given its prominent site, any new residence hall should be constructed to open up to the view from the lower campus precinct, the expanded bluff staircase and linking boulevard, as well as the new quadrangle south of Governors Hall.



The first two residence hall projects on upper campus precinct can be constructed simultaneously. An upper floor connection could create a gateway over the linking boulevard. This sketch looks east from Bridgman Hall and imagines the upper campus precinct end of the linking boulevard.

Right: The strategic hall analysis ranked halls based on student satisfaction, occupancy and physical and functional ratings. Below: The building benchmark & capacity assessment adjusted the capacity of existing halls to assume an average of 225 square feet per bed, resulting in an estimate capacity of the de-densified halls.



Name	Type	Location	GSF	Capacity	Existing Average SF per Student	% of Benchmark Standard (225 SF per student)	New Capacity
Bridgman Hall	Traditional	Upper	50,022	242	207	92%	222
Chancellors Hall	4 BR Apt	Upper	133,979	324	414	103%	324
Governors Hall	Traditional	Upper	65,283	310	211	94%	290
Horan Hall	Traditional	Upper	39,925	206	194	86%	n/a
Murray Hall	Traditional	Upper	56,737	306	185	82%	252
Oak Ridge Hall	Traditional	Upper	63,383	346	183	81%	282
Sutherland Hall	Traditional	Upper	76,378	400	191	85%	339
Putnam Hall	Traditional	Lower	36,769	236	156	69%	n/a
Thomas Hall	Traditional	Lower	35,496	144	247	110%	n/a
Towers Residence Hall North	Traditional	Upper	133,880	657	204	91%	595
Towers Residence Hall South	Traditional	Upper	111,738	585	191	85%	497
New Governors Parking Lot	Suites	Upper	n/a	n/a	n/a	n/a	350
New Tennis Courts	Suites	Upper	n/a	n/a	n/a	n/a	350
New Horan Site	Suites	Upper	n/a	n/a	n/a	n/a	350
New Lower Campus Precinct Hsg	Semi-Suites	Lower	n/a	n/a	n/a	n/a	200
<b>On Campus</b>				<b>3,756</b>			<b>4,051</b>
New Off-Campus	4 BR Apt	Water St.	n/a	n/a	n/a	n/a	300
<b>Total</b>							<b>4,351</b>

## **Construct Residential Hall on the Lower Campus Precinct**

The master plan recommends that Putnam Hall and Katharine Thomas Hall be demolished to enable the construction of a multi-phase science complex. The campus desires to maintain residential options on the lower campus precinct to ensure that the campus is welcoming to a diverse student body.

After the visitor center is constructed on the Hibbard parking lot, the existing welcome structure and the adjacent University-owned single family homes along the south side of Roosevelt Avenue should be demolished. On the site, the University should construct a small suite-style residence hall, with approximately 200 beds.

The new residence hall should be compatible with the Historic Third Ward residential fabric and be no more than two stories high. The site design should seek to improve the water quality of the Little Niagara Creek.

## **Support Off-Campus Street Student Housing**

The University should expand the number of quality apartments for upper classmen. Demand for Chancellors Hall has been high since its opening. The housing demand study recommends an apartment residence hall on off-campus land with approximately 300 rooms. The University should partner with a private or non-profit developer on a residential project in close proximity to campus. If possible, the hall should be programmed by the University.

## **Renovate and De-Densify Existing Residence Halls**

The majority of the existing housing stock is undersized in relation to national benchmarks and does not adequately provide common study and programming space necessary to meet student development goals. Housing students at more than the designed capacity of the residence halls detracts from a quality student life experience.

After students are brought back to campus from the off-campus hotels and after additional housing supply is created through the new residence hall projects, the University should systematically renovate the existing halls. During the renovations, each hall should be modernized and commons spaces restored. Where possible, rooms should be right-sized to provide approximately 225 square feet per bed.

Based on the strategic hall analysis, the first phase of renovations should focus on Murray Hall, Oak Ridge Hall, Towers South and Towers North.



Students taking advantage of unprogrammed open space and great weather.

# Distribute On-Campus Dining Options and Improve Quality and Service

Campus dining is a critical component of campus life. Not only is it necessary for a residential campus, the quality of food and service is fundamental in student recruitment and retention.

The type and quantity of on-campus dining will undergo a transformation with the student center and the need for renovation at Hilltop Center. Dining services are now split between the Davies Center, in the lower campus precinct academic core and the Hilltop Center, in the upper campus precinct residential core. Locational demand fluctuates throughout the day – Hilltop Center’s Riverview Cafe is the most popular dining location for breakfast and dinner and the Davies Center’s Terrace is the most popular location for lunch.

The JJR team conducted a strategic visioning session with campus leadership to determine the strategic objectives for on-campus dining. Campus leadership identified the following prioritized objectives for on-campus dining facilities:

- On-campus dining should complement academic endeavors with event support (living/learning communities, theme nights, special events, etc.).
- A high level of quality and service with a range of options should be provided (all you care to eat, food court, grab and go, coffeehouse, etc.).
- Facilities should be conveniently located and operated with hours of operation to serve both the on- and off-campus community.
- The University seeks to provide a high level of service while maintaining affordability for users.
- All projects should achieve a high level of sustainable practices.

## Renovate Hilltop Center for All Access Dining

Any new or renovated dining facilities should provide convenience, value and healthy choices to support student demand. There are four categories of dining – all-you-care-to-eat, food court, convenience store and coffeehouse/cart. Through a campuswide survey, Brailsford and Dunlavey estimates that campuswide demand for dining space is between 30,000 and 35,000 gross square feet (GSF) for dining types. Over 70 percent of students prefer the All Access meal plan. The new student center will accommodate 23,500 GSF of food court space, 400 GSF coffee house and a 600 GSF convenience store. Therefore, the Hilltop Center

### Our Values

- **Diversity and Inclusiveness:** We will create an environment in which prejudicial assumptions and disabling stereotypes have no place and where equity is affirmed for all.
- **Stewardship and Sustainability:** We create a rigorous learning experience and program array that help prepare them for the future — but we also foster a supportive environment in which they can thrive and be transformed. As financial stewards we must be efficient and strategic, focusing inevitably limited resources in ways that best advance our vision and goals. 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.
- **Innovation and Continuous Improvement:** While a spirit of innovation is vital to reaching our goals, continually improving our established practices also is essential.
- **Leadership:** 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.

renovation should accommodate the remaining demand as follows:

- 26,900 GSF of all-you-care-to-eat dining
- 1,400 GSF of convenience store
- 800 GSF of coffee shop

Coffeeshop/cart and convenience store could also be accommodated at satellite locations on-campus such as the existing Library Grounds, the coffeecart at McIntyre Library and a proposed cafe at the new education building.

Renovation of Hilltop Center will be necessary to accommodate this type and quantity of upper campus precinct dining. Renovation should occur in place and can be the renovation of just the 27,000 GSF needed for dining or the entire 73,000 GSF building. Renovation should address the structural repairs that have been identified. The Campus Dining Study, located in the Appendix, provide conceptual cost budgets for these three options.

Eagle's View Challenge Ropes Course located between Crest Center and the bluff.



A follow-up student dining survey should also be conducted 6 to 12 months after the student center is open, as the shift in the type of dining offered in the new facility will likely result in modified usage patterns, meal plan preferences and demand of spaces.

### **Renovate Crest Center for Recreation**

To enable the renovation of Hilltop Center, the recreation uses in the building must be relocated. All recreation activities currently housed at Hilltop Center should be moved to Crest Center to create swing space in Hilltop Center during renovation work in the short term and a more centralized location for recreation in the long term. The Crest Center facility will be dedicated to recreation uses and its renovation and maintenance should be supported by recreation funding.

To make space for the relocation of recreation offices from Hilltop to Crest, the University should re-locate non-recreation services, including Health Services and University Police, from Crest Center to other campus locations. Higher Ground should move to the other dining services in Hilltop Center.

### **Phase Improvements to Hilltop Center and Crest Center**

Dining services must continue to be provided in Hilltop Center while it is renovated in place. The renovation phasing should be carefully considered to maintain adequate space for campus operations during construction. Conceptual phasing should progress as follows:

- Re-locate non-recreation services from Crest Center to other campus locations.
- Move recreation services from Hilltop Center to Crest Center.
- Use former recreation area in Hilltop Center for upper campus precinct dining space while the second floor of Hilltop Center undergoes renovation (Phase I)
- Open renovated dining space within Hilltop Center upon Phase I renovation completion
- Renovate remaining space within Hilltop Center to enhanced dining space (Phase II)
- Open Phase II Hilltop Center all-you-care-to-eat dining space

# Create A Sense of Place Throughout Campus

Each of the campus precincts has its own character, defined by a wide variety of architectural designs, presence of natural resources and balance between green space and automobile parking. Open spaces and outdoor amenities link and unify the eclectic precincts and frame the campus buildings. The internal campus open spaces are linked to the larger landscape and are locations for formal and informal outdoor circulation and activities.

## Create a Network of Campus Quadrangles

The campus quadrangles are iconic landscapes that provide the campus and each precinct with a strong identity. Quads provide opportunities for many activities, including outdoor teaching and studying, small and large social gatherings and passive and active recreation. As buildings are sited and programmed, there are a variety of opportunities for relationships between these outdoor uses and indoor activities.

Views across quads are particularly important to establish the beauty of campus. Quads divide up the campus into human-scaled rooms, so views across them must respect that scale. They should create a formal order while incorporating and referencing the natural landscape of rivers and bluffs.

Quad design should be simple and utilize walkways that define the boundaries of the quadrangle and diagonal walkways that respect pedestrian desire lines. Features such as fountains, monuments, art installations and special site furniture can occur at selected intersections of walkways and in expanded pavement areas. Pedestrian lighting, site furnishings and signage should all complement and reinforce the sense of a unified open quadrangle space.

Quadrangle landscaping should also reinforce significant visual straight lines, points of connections, axial relationships and building entrances. Simple and open lawn areas and tree massings should reinforce the open space. Plant groupings can be formally or informally spaced, but the overall treatment should reinforce qualities of space and place within the quadrangle. Since they form the quad's edges, landscape treatments of adjacent buildings should reinforce the quad's character and sense of place.

### Lower Campus Precinct Mall

The existing lower campus precinct mall is a popular landscape meeting place, often the site of outdoor concerts and other events. It is known for its two landmarks, the bronze "Sprites" sculpture and the 3,000-pound four-faced 1890's-style bronze street clock. This open space was created

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- **Innovation and Continuous Improvement**
- **Leadership:** 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.

in 1986 with the reconstruction of the Schofield Hall parking lot.

The character of this formal quad should be preserved as changes occur on its edges – demolition of Davies Center, the creation of a new quadrangle south of Schofield Hall, the education building, the linking boulevard reconstruction and a future structure on the Zorn Arena site. The lower campus precinct mall should be the campus's most formal and traditional open space, featuring decorative landscape plantings, the existing clock, existing and new art installations and a reconstructed central plaza (see next recommendation).

### Quadrangle South of Schofield Hall

This informal quad, defined by Schofield Hall, Old Library, McIntyre Library and the new student center, will be created after the demolition of the Davies Center. This quadrangle should support informal student gathering, casual recreation, impromptu outdoor classroom activities and other informal events. It should serve an extension of the new student center programming and the Little Niagara Creek should

Right Top: The open space around the 1890's-style street clock is already the busy center of campus activity. The space should be redesigned to accommodate a wider range of campus activities. Right Middle: Tree canopies and permanent seating should be located at quadrangle edges to preserve large lawn panels for a variety of activities. Right Below: Iconic monuments can center and identify quadrangles.



be a featured element. The quad should have a less formal arrangement of walks, tree canopy and landscaping. It should contain both large areas of lawn shaded with large canopy trees as well as large open sunny lawn areas.

### ***Quadrangle South of Governors Hall***

This informal quad, defined by Governors Hall, Horan Hall, Sutherland Hall and one of the new upper campus precinct residence halls, will be formed with conversion of the Governors parking lot back into open space. This quadrangle should be designed as an open space for informal recreation, with areas of sun and shade. The tree canopy should occur primarily at edges, leaving the center mostly open for recreation. Residence hall programming should spill into the quad.

### ***Quadrangle West of Towers Hall***

This recreational open space will be redesigned with the first two upper campus precinct residence hall projects, relocation of the Towers drop-off/parking lot and the realignment of University Drive. This open space will continue to serve the active and passive recreational needs of the upper campus precinct residents. A portion of the space will consist of basketball, sand volleyball and tennis courts. The remainder should be open space for casual recreation and relaxing, with areas of sun and shade. The tree canopy should occur primarily at edges.



The quadrangle south of Governors Hall is intended to be the passive gathering space for upper campus precinct residents.

### ***Water Street Quadrangle***

The Water Street quadrangle will be the center of the Water Street campus precinct. It will be an informal quad formed by Haas Fine Arts Center, Water Street, the Chippewa River recreational path and the future building site. It should be the organizing open space of the Water Street campus precinct, a location for informal recreation for students, pre-event activities for art openings and performances and a practice field for the Blugold Marching Band. The full design and orientation of this quadrangle will be the result of possible campus/community partnerships and phasing for the fine and performing arts center.

### **Define a Plaza within the Lower Campus Precinct Mall**

A new hardscape plaza should be constructed within the lower campus precinct mall between Schofield Hall and the education building. The plaza should be the heart of campus activity, a site of heavy and frequent pedestrian use and the place where students instinctively gather. It should be designed to attract different kinds of people for many purposes. It should offer many choices of things to do – socializing, protesting, eating, reading, raising consciousness, rallying for an impending game, playing and interacting with art.

The design of the lower campus precinct mall plaza should support the intended mix of activities. Understanding how students are using or will use the plaza is critical to its design. The lower campus precinct mall plaza and any other campus plaza should have:

Right Top: Small courtyard gathering area adjacent to building should be incorporated into site design. Right Below: Benches and seating arrangements in plazas should support a variety of activities.



- Clear definition of space through plantings, seating, elevation changes or other landscape elements
- Ability to move through the plaza that matches the intended activities
- Views into and out of the plaza
- Interactive and stimulating sculpture or other “hard” elements
- Benches and seating arrangements that support a variety of activities (e.g. intimate discussions, people-watching, quiet studying, group gatherings, etc.)
- Special surface texture that define the space
- Slopes that are at least 1 percent for drainage but not more than 2 percent
- Minimal stairs
- Increased pavement thickness and reinforcement to accommodate occasional use by maintenance and emergency vehicles
- Plantings that bring a human scale and intimacy, define the space and provide shade
- Sheltering trees or shrubs that are located close together to provide quiet areas
- Energy-efficient lighting and power for outdoor events
- Trash and recycling containers

The relationship between the plaza and the surrounding buildings and significant landscape features should be an important consideration in the plaza design. The design should consider the microclimate of area, including sun exposure and seasonal conditions.

### **Feature Courtyards in Each Building Site Designs**

Quadrangles are supported by smaller courtyards in each building complex. Courtyards are secondary spaces that serve as adjuncts to a building or a cluster of buildings. Courtyard landscape treatment can be more flexible and relate more to individual building design than quad landscape treatments. Courtyard areas should offer a variety of landscape treatments that responds to the scale and use of the space and sets it apart from quadrangles. Courtyards should include seating areas for informal study and gathering and should provide areas of sun and shade. Site furnishings and signage should be consistent with the campus standards.

### **Prepare a Public Art and Monument Master Plan**

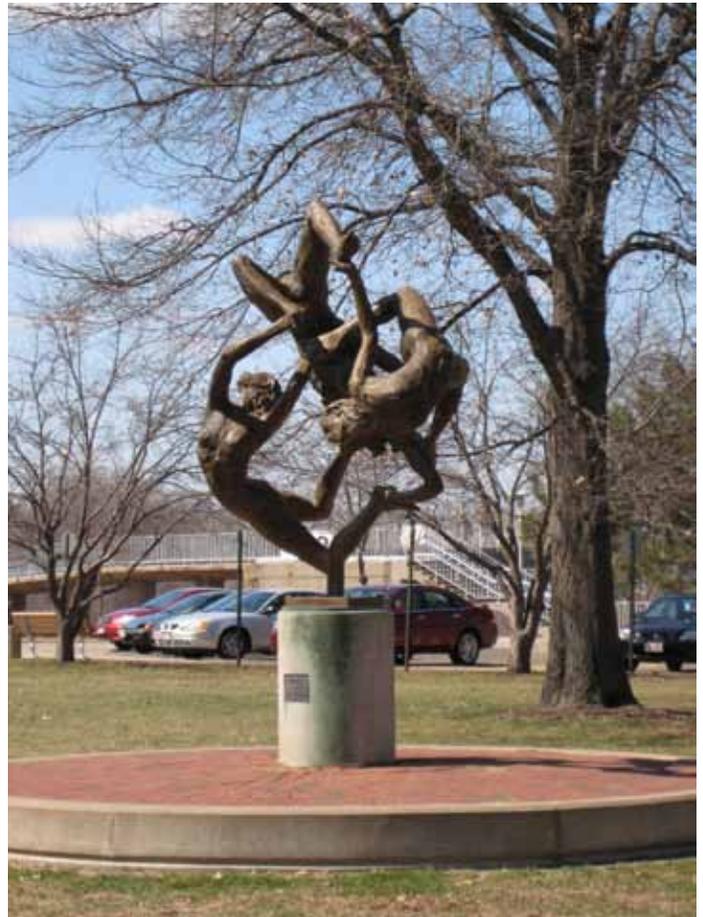
Public art is an important ingredient in the campus landscape that can broaden the cultural perspectives of the university community. Public art and monuments promote social gathering and discourse, contributes to the character of the campus, serves as a memorable touchstone and orientation feature in the campus context.

UW-Eau Claire has successfully integrated public art into all of its campus precincts. The campus should continue to create a beautiful and engaging campus through installations of public art and monuments.

Care needs to be given to the placement and execution of each piece of art. The work must be sensitively sited in relation to its context within the campus. The campus master plan generally recommends public art be located in quadrangles and at major pedestrian junctions, however, these recommendations are not location specific. Therefore, the University should formulate a Public Art and Monument Master Plan to comprehensively document existing public art and monuments and suggest new locations for new works of various types and scales. The master plan will provide the University with a guide to use in decisions about siting and types of new artwork and monuments. This document could develop guidelines for displaying student and faculty art as well as artist selection policies for donor or campus-funded works. Although potentially a controversial subject, this document could develop policies and procedures for the replacement, removal or relocation of public art and monuments that have deteriorated, are aesthetically obsolescent or are otherwise inappropriate.

As a totality, the University’s public art collection should speak to diverse cultural and aesthetic viewpoints. The work should be vandal-resistant, appropriately lit and low maintenance. The public art master plan should contain strategies to maintain installations.

Signage for public art and monuments should be, discrete, consistent and recognizable across the campus setting. It should not obstruct or interfere with the work of art. Signage should include the artist's name, title, date and material of the work, a concise design statement and donor recognition. Signage should use durable materials such as cast bronze or stainless steel. Metal signs should be mounted to a concrete or stone base. Signage placement should not conflict with landscape care and snow removal activities. Ideally, signs would remain visible during the winter months. The placement of signage is required to comply with the Americans with Disabilities Act and the University's accessibility coordinator should be consulted about signage design and placement.



"Sprites" by Paul Granlund



A cast metal plaque flush mounted on the concrete base would be an appropriate way to provide signage for works such as "Big Wheelbarrow."



Signage type and location for "Encounter" would comply with design guidelines for material and location. The signage is visible during the months when the ground is snow covered.

# Welcome Visitors to Campus

Most potential students decide whether to attend a university within the first half-hour of arriving on a campus. This first time visitor’s experience of campus is critical and a positive first impression is important. The current visitor center is a non-impressive building buried within the Third Ward neighborhood on a residential street.

Since UW-Eau Claire seeks a deeper partnership with the community, the campus must be understandable and navigable for the occasional community visitor. With multiple disconnected precincts, visitors do not know how to enter the campus or find major destinations. Municipal road signage is confusing, with separate directions for each precinct.

## Construct a New Visitor Center

The campus master plan seeks to transform and improve the experience of the first-time visitor. A new visitor center should be reconstructed at the newly designated front entrance of campus, on the northwest corner of State and Garfield at the east end of the Hibbard parking lot. The intersection of State and Garfield is a signalized intersection with high visible from State Street and an important corridor that connects downtown and the greater region.

The site is also convenient for pedestrians. It is near the historic campus center and within walking distance of the primary visitor destinations – the new student center, McIntyre Library and Schofield Hall. It is a convenient starting location for Admissions campus tours.

The visitor center should be reconstructed at the new front entrance on the northwest corner of State and Garfield at the east end of the Hibbard parking lot. The structure should respect and support the residential scale, design and materials of the surrounding historic neighborhood. A new and prominent entry sign supplemented with landscaping will create a positive first impression.

The visitor center could house an outpost of the Admissions office. Campus tours would begin at the east end of the linking boulevard, between Hibbard Hall and the future structure on the Kjer/Zorn Arena site. The visitor center will have an ample supply of parking in the Hibbard lot for interim use until the visitor obtains directions and a parking pass for their final destination.

The University should work with the City to establish clear off-campus wayfinding signage to direct visitors to the is designated visitor center and designated front entrance.

## Our Values

- ***Diversity and Inclusiveness:*** We strive to create an environment of equity in opportunity for all students, employees, and visitors, and to enhance our existing reputation for broad intellectual inquiry and collegiality.
- ***Stewardship and Sustainability:*** Stewardship ... means, first and foremost, preserving our human and natural relationships: how we relate to ... this campus and our sense of place — how we interact with our planet and its resources.
- ***Innovation and Continuous Improvement:*** While a spirit of innovation is vital to reaching our goals, continually improving our established practices also is essential.
- ***Leadership:*** 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.

## Develop and Comprehensive Signage and Wayfinding Plan

The University should develop and implement a comprehensive and appropriate signage plan that addresses the campus’s image in a comprehensive scheme as soon as is feasible. This scheme needs to work at all scales, from major gateways to small directional and regulatory sign plaques. All of the basic sign groups should be consistent and work as a system to create a unified visual effect. Gateway and wayfinding signage is best implemented when viewed as a distinct system on campus.

The comprehensive signage and wayfinding plan should address all sign types:

- Entrance monument campus identifying signs
- Campus area or “neighborhood” identification signs
- Parking lot identification and regulatory signs
- Campus map directory signs
- Visitor destination signs
- Street name signs
- Light pole banners

Right: The existing Visitor Center does not make a good first impression. Below: The relocated visitor center at State Street and Garfield Avenue will welcome first-time visitors and community members,



- Electronic signs (freestanding, mounted to building exterior, internal)
- Wayfinding signs adjacent to sidewalks
- Freestanding building name signs
- Exterior building name graphics

### **Strategically Locate Information Kiosks**

Information kiosks are important furnishings for the campus environment. They allow a means of presenting information and announcements relative to student groups and university activities. They also serve to reduce the amount of litter and minimize the use of other vertical surfaces, such as lamp posts and building facades, by providing a place to post both student postings and official notice functions.

Information kiosks should be located at major pedestrian crossing points within quadrangles or wherever there will be large volumes of pedestrian traffic. Kiosks should be located outside the new student center, McIntyre Library and along the linking boulevard. Units with maps should be located at designated visitor parking locations.

The kiosk should be placed within an area of pavement adequate to allow circulation around all sides. The minimum dimension of pavement out from the kiosk should be six feet. Ideally the pavement should be comprised of unit pavers to differentiate it from adjacent walkways.

The kiosk unit should reflect architectural materials and design that are common to the campus fabric and complement recommended building materials. The materials should be durable or easily replaceable.



Existing kiosk south of Davies Center



Kiosks, you-are-here signs, campus signs and building identification signs should have similar materials and design elements.



Kiosks can be both architectural elements that denote pedestrian gathering spaces and a functional method to disseminate information and reduce inappropriate posting.

## Preserve and Enhance Views on Campus and Into Campus

The campus's dramatic topography and natural setting creates multiple panoramic views on and into campus. Viewed from the top of the bluff, the long vista of the Chippewa River as it bends around Owen Park contrasts with shorter views of the buildings and open spaces of the lower campus precinct. The residents and community of Eau Claire can also enjoy views of the lower and upper campus precincts from the Water Street bridge.

### Preserve and Refine the Chippewa River Long View

The campus should protect and highlight long views along the Chippewa River from many vantage points, including the top of the bluff, the lower campus precinct, the pedestrian bridge and the Water Street bridge. New overlooks on the south bank of the Chippewa River on the linking boulevard will enable new picturesque images of the river as it flows by campus. The design of the pedestrian bridge should remain as light as possible so that it does not mar long views from the Water Street Bridge or block river views for those on the pedestrian bridge.

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- ***Stewardship and Sustainability:*** Stewardship ... means, first and foremost, preserving our human and natural relationships: how we relate to ... this campus and our sense of place — how we interact with our planet and its resources. Review of campus policies, procedures, and structures to identify practices that support ... a workplace that facilitates personal health [and] personal growth. 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.
- ***Innovation and Continuous Improvement***
- ***Leadership:*** 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.





The view into the informal quadrangle south of Schofield Hall through the Roosevelt Avenue minor gateway will highlight the lower campus precinct character, McIntyre Library and public art opportunities.



## **Further Define Views Among Campus Precincts**

The appearance of the lower campus precinct is important not only from within the precinct, but also from the upper campus precinct and the blufftop. The view from the upper to the lower precinct should be improved. Architectural design guidelines include recommendations for rooftop materials and equipment placement that improve the views to the lower campus precinct.

Equally important are views from the lower campus precinct, Third Ward and Randall Park to the upper campus precinct. The dramatic images seen from the pedestrian bridge and from the Water Street Bridge of the lower campus precinct and the Putnam Park bluff are unique within the UW system. Existing bluff top buildings follow the upper campus precinct ridge line, creating multiple skylines when viewed from below. The campus master plan maintains this pattern with the renovation of Hilltop Center and the reconstruction of Horan Hall.

Right: The rooftop materials and equipment of lower campus precinct buildings are visible from the upper campus precinct. Below: Towers Hall, Hilltop Center and Horan Hall shape the bluff skyline.



# Prepare for a Mixed-Use and Integrated Campus

Ideally, the campus should be comprised of precincts that provide a full mix of land uses within walking distance, are defined by open spaces and are interconnected. A mix of uses within each campus precinct could include academic, student residential, student dining and other services, passive or active recreation and open spaces.

The Water Street campus precinct, for example, is currently the most mixed area on campus. Within easy walking distance are many complementary uses – the academic uses in Haas Fine Arts Center and Human Sciences and Services Building, the on- and off-campus open space, Randall Park student residential and Water Street services. The lower and upper campus precincts do not have a mix of uses.

The existing boundaries of the campus and the distances between precincts are within a reasonable walking distance, so the existing segregation of campus uses within the lower and upper campus precincts is acceptable. Thus, within the horizon of this campus master plan, the existing land use patterns are maintained and strengthened.

However, as the campus boundaries continue to expand, the campus will grow out of this comfortable walking distance. The campus will expand to include the university outreach center in the Eau Claire State Office Building, a possible multi-purpose event center, a fine and performing arts center and new student apartments, all located in close proximity to campus.

The campus should prepare for mixing and integrating land uses within each campus precinct. While mixing and integrating new land uses on the lower and upper campus precincts are beyond the horizon of this master plan, it is recommended that the campus prepare for this necessary and eventual evolution of campus as it grows and expands.

## Our Values

- ***Diversity and Inclusiveness:*** Connected learning includes creating an environment in which students learn with and from people who are different from themselves.
- ***Stewardship and Sustainability:*** 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.
- ***Innovation and Continuous Improvement:*** Within the funding constraints of a public comprehensive university, we must develop innovative approaches to staffing, pedagogy, programs, curriculum, and governance. Our future will be enlivened by a campus community that dares to take calculated risks as it asks, “What can we make possible?” 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.
- ***Leadership:*** Our learning goals support the development of student leaders, especially when the lessons in the classroom are supported through connected curricular and cocurricular learning experiences for leadership development. 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.

## Reserve Sites for Residential on Lower Campus Precinct

The lower campus precinct is now the academic and administrative center. The master plan maintains limited residential housing on Roosevelt Avenue, but the campus should prepare to integrate additional residential uses on the lower campus precinct. The campus master plan reserves two key sites – the Zorn Arena and Phillips Science Hall sites – for future buildings and residential uses could be placed on either site or both.

## Establish an Academic Village on Upper Campus Precinct

The upper campus precinct hosts nearly all residential and recreational uses. Limited academic uses are located in McPhee Physical Education Center/Ade Olson Addition. Beyond the horizon of this master plan, the acquisition of a portion of the CVTC site will create a tremendous opportunity for a new academic village on the upper campus precinct. There is currently little interest among academic departments in moving to the upper campus precinct since it is viewed as remote and disconnected from the lower campus precinct. However, with a campus expansion of a significant size that is affiliated and adjacent to the academic uses in McPhee Physical Education Center/Ade Olson Addition, the campus will be able to create a new academic village by moving an established and relatively independent college or program to this new site.

The campuswide space needs analysis indicated that the University has a current and future need for academic facilities that are not included within the time frame and budget constraints of this campus master plan:

- Nursing: Either an addition to the existing structure (5,200 ASF, 8,700 GSF) or a new facility
- New kinesiology facility: 63,000 ASF, 97,000 GSF
- Kinesiology/recreation/athletics in McPhee Physical Education Center/Ade Olson Addition: address the significant shared space deficit

Future academic programming and analysis will determine which college(s) and/or department(s) would be the best candidates to establish this new academic village on the upper campus precinct.



Upper campus precinct residents playing sand volleyball with Sacred Heart Hospital in background. The campus should prepare for a substantial area of academic uses on the upper campus precinct.

# CAMPUS MOVEMENT

The dramatic topography and natural resources define the campus character, but it also makes circulation challenging. The campus experience depends in large part on how people move about and how well connected its various precincts are to one another. The campus should be highly walkable.

This chapter addresses all aspects of the campus's movement networks and focuses on strategies that will make the campus more friendly to pedestrians, bicyclists and transit users while still accommodating automobiles.



# Create a Dense Network of Walks and Trails

The campus is internally connected through primary connections between the distinct campus precincts. A single pedestrian bridge connects the Water Street campus precinct to the rest of campus. Most students use Garfield Avenue and its staircases to connect between the lower and upper campus precincts, while others use a wooden staircase between McPhee Physical Education Center and the Phillips Science Hall parking lot.

Within each campus precinct, there are few primary pedestrian paths. On the lower campus, pedestrians move in all directions through the lower campus precinct mall, with major destinations at Davies Center, Hibbard Hall and the pedestrian bridge. On the upper campus precinct, students climb the bluff and quickly disperse to residential hall entrances.

Pedestrian walkways should provide a structure that organizes the campus and defines movement corridors. Walkways should connect quads and building entrances, but should also serve as meeting and gathering points. The pedestrian bridge and the linking boulevard will bring all students together.



Hibbard Hall, the new student center and McIntyre Library are major pedestrian generators on the lower campus precinct.

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## Connect the Upper and Lower Campus Precinct with a Linking Boulevard

The most problematic mix of traffic is currently on Garfield Avenue, with serious congestion on the hill, at the pedestrian bridge landing and outside Hibbard Hall. The campus master plan addresses this congestion by restricting automobiles on the linking boulevard. The center of campus should be focused on the pedestrian, bicyclist and transit user and be virtually car-free.

A linear pedestrian focused linking boulevard should connect the lower and upper campus precincts from Bridgman Hall to Hibbard Hall. The linking boulevard will serve as the central spine and provide a clear connection across difficult topography.

The design of the boulevard should allow shared access to pedestrians, bicycles and occasional select vehicles such as transit, maintenance and emergency vehicles. The boulevard should have clear lanes that designate paths for pedestrian, bicycle and transit traffic and allow safe and easy pedestrian crossing along its entire length.



Campus paths can safely accommodate pedestrians, bicyclists and transit vehicles.



Garfield Avenue should be reconstructed into a linking boulevard that safely accommodates pedestrians, cyclists and transit vehicles.

New campus buildings that are adjacent to the linking boulevard, such as the two new science buildings, renovated Hilltop Center, reconstructed Horan Hall and the new upper campus precinct residential halls, should face and embrace the activity and movement of the linking boulevard.

The materials for the linking boulevard should be elegant, simple and timeless. The boulevard should be detailed with special pavement and/or accent banding to provide interest and pedestrian scale. The pavement material should also be capable of being repaired and replaced with ease and consistency. The placement of benches, pedestrian lights and landscaping should reinforce the linear form of the linking boulevard.

The linking boulevard should feature side plazas that include places for seating and socializing and dramatic overlooks of the Chippewa River. Where the boulevard is adjacent to the Chippewa River, decorative walls and/or guardrails should prohibit campus users from scaling the south bank of the Chippewa River while still preserving views of the river. Regularly spaced large canopy trees should border it.

Pavement changes, landscaping and site furnishings should prominently mark the ends of the linking boulevard. Both ends should be designed to discourage automobile entrance onto the linking boulevard. On the upper campus precinct, the end point of the boulevard is at University Drive near Bridgman Hall, where it is marked with an entry plaza and a transit vehicle turnaround.

On the lower campus precinct, automobiles should be allowed on the linking boulevard between Park Avenue and the parking lot entrance of the Ecumenical Religious Center. An automobile turnaround should allow those that accidentally enter the linking boulevard to turn around. The typical cross-section of the linking boulevard should begin at Park Avenue, but elements that discourage automobile traffic should be placed just west of the automobile turnaround. The University will need to collaborate with the privately-owned Ecumenical Religious Center and the City, which owns and maintains Park Avenue east of the Ecumenical Religious Center. If the site's use or automobile entrance patterns change at this section of the boulevard, the automobile barrier should be moved to the Park Avenue termination point.

## **Expand Bluff Stairs into a Grand Staircase**

The linking boulevard will scale up the bluff between the reconstructed Horan Hall and the renovated Hilltop Center via an expanded and upgraded staircase. The wide stairs should accommodate significant pedestrian traffic. While serving as topographical conveyance, the staircase should also be a dramatic design statement that will be seen from the Water Street bridge. It should include landscaping and landings that serve as a gathering and resting points. The stairs should be accessible for pedestrians and walking bicyclists.

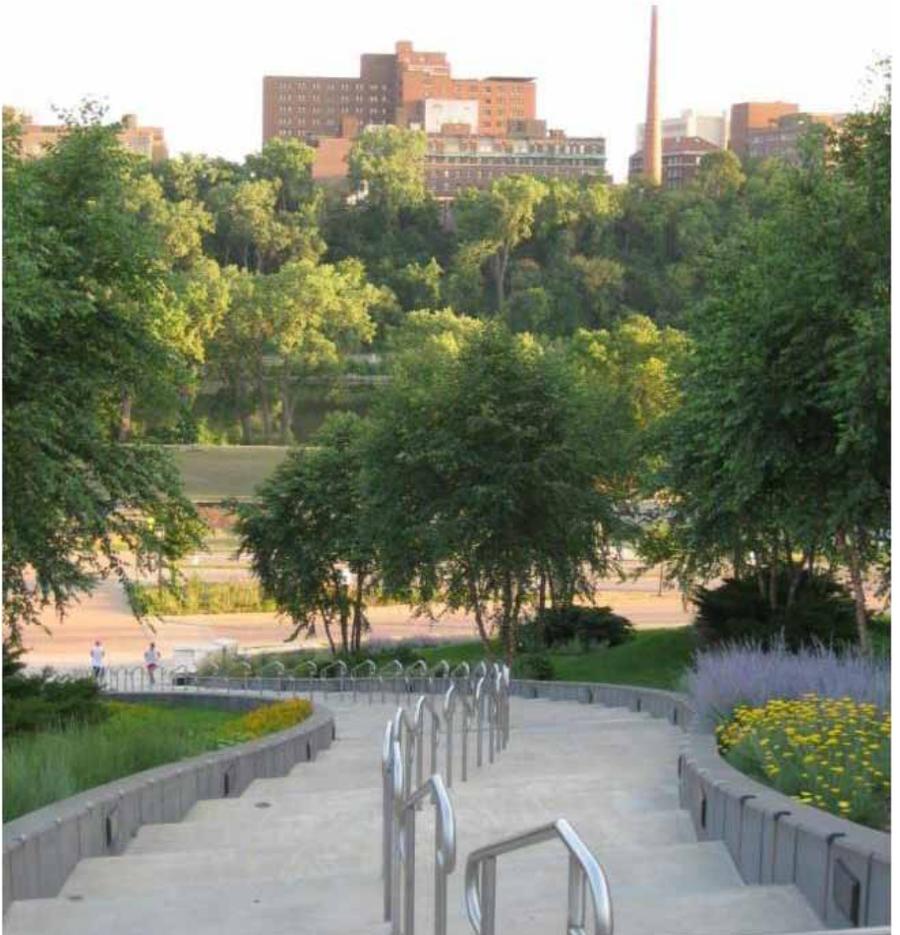
The stairs should be a 15'-20' wide or wider to accommodate significant pedestrian traffic. Landings should occur every 8-10 risers (or as required by code) and should be well landscaped and lit. A wider mid-level landing should serve as a gathering/resting point with additional lighting, benches and special paving.

The staircase should include bike ramps parallel to the stairs to assist cyclists. Given the number of pedestrians and cyclists expected to use this staircase, there should be a ramp on each side of the stairway so ascending and descending cyclists can use the stairs simultaneously. The ramps should be designed into the staircase. As most cyclists prefer to stand to the left of their bike when pushing it, the ramp should be installed on the outside edges of the stairs if possible. Safety for pedestrians is paramount. Cycle ramps should be clearly visible to avoid accidents and ramps should be fixed securely, avoiding any trip hazards. Ramp design should discourage skateboard use. (No bicycle stair ramps are required for the Putnam Park stairway behind McPhee Physical Education Center/Ade Olson Addition.)

The bluff, unique within the UW system, defines the campus and its circulation. Any form of conveyance between the lower and upper campus precincts will require a significant commitment to traverse it. The campus will need to commit the resources necessary to design, construct and maintain the staircase. To address issues related to winter maintenance, the campus should investigate heated pavement options on the steps (e.g. a glycol loop through the concrete), which will be more costly up front but eliminates most snow removal. Metal railings at ramps or stairs should be of non-ferrous metals that do not require periodic repainting. Railings at wood stairs should be of composite materials that do not require periodic staining, sealing or frequent replacement.



Example stair ramps that enable cyclists to climb stairs.



Landscaping should highlight the linking boulevard staircase.

## **De-Compress Modes on the Pedestrian Bridge Landing**

The pedestrian bridge over the Chippewa River will continue to be the only link to the lower campus precinct from Water Street and the Randall Park neighborhood. The lower campus precinct bridge landing has an undefined path system that creates an uncomfortable crossing mix of pedestrians, bicyclists and campus service vehicles.

The lower campus precinct landing should be expanded and reconstructed to create an accessible and stairless connection directly into the lower campus precinct mall. Garfield Avenue should be realigned to provide space for the expanded landing and its accessible slope down to grade. The bridge should be wide enough to allow for both pedestrians and bicyclists mix in the wide plaza at its base. The plaza design should allow for free pedestrian and bicyclist circulation movements. Staircases on either side of the bridge landing along the current Garfield Avenue right-of-way could provide additional pedestrian access points.

## **Create a Fine-Grained Pedestrian Network**

The master plan creates a clear network of primary and secondary pedestrian walks that safely and efficiently distribute pedestrians and cyclists throughout campus. The campus design should prioritize and encourage pedestrian/cyclist travel over other transportation methods and the should include existing and new sidewalks, bridges and staircases in all areas of campus.

The campus should establish a hierarchy of networks, typology, scale, consistency of materials and structure of pedestrian walkways to help define and articulate open spaces and enhance campus wayfinding. The pedestrian network should frame the campus open spaces and key views within campus. The network should also promote and encourage a lively urban pedestrian environment in the streets surrounding the campus. The pedestrian network will be built in phases as new buildings and their sites are constructed.

### ***Network***

The pedestrian walk network should be continuous and aligned so that it connects major destinations and offers pedestrians a safe, interesting and relatively direct means of travel across campus.

Pedestrian walks should generally follow the natural desire lines between destinations, with the recognition that in most

cases 90-degree turns are not comfortable and therefore not realistic for pedestrian movement. Landscaping can be used to encourage certain pedestrian movements, but will not be adequate to force an action that does not approximate natural pedestrian flow.

Students and faculty will always discover new and apparently more direct routes. It is impractical to add new walks in all such instances, but where pedestrian volume is greater than the width of the existing walk, additional pavement should be added. Conversely, walkways not being used, as well as under-used short paths that are repetitive of other nearby paths, should be removed rather than be repaired.

Sidewalks should parallel all automobile circulation routes. Pedestrian walks should connect major pedestrian origin/destination points, including the pedestrian bridge landings, bluff staircases and major entrances to buildings. Pedestrian walks should interconnect with quadrangles and respect major desire lines across open spaces, but otherwise preserve large unbroken lawns.

To the extent possible, all pedestrian walks should be handicapped accessible and should not have stairs. The topographic changes among lower, upper and Water Street campus precincts will require some use of stairs, but pedestrian walks within each precinct should be handicapped accessible.

Service drives should not be alongside pedestrian walks and service crossings of pedestrian walks should be minimized. Service vehicles should never park directly on walks, but rather at designated service parking spaces located adjacent to walks with appropriate landscaping to minimize the negative visual effect to pedestrians.

### ***Hierarchy***

A hierarchy of walks should be established that includes select primary pedestrian walks that connect all areas of campus and collect large volumes of students. These primary walks should be given dominance over other walks in width and materials. Secondary walks should connect the primary walks with destinations. The most prominent primary pedestrian walk will be the linking boulevard.

### ***Junctions and Crossings***

Junctions of primary pedestrian paths should accommodate a significant volume of pedestrian traffic and function as major collection points. At significant intersections and connecting points, expanded plazas can serve as focal points and meeting

Top: The footbridge is a key link between Water Street and the lower campus precinct that must accommodate pedestrians, cyclists and trucksters. Middle: Special paving areas should highlight primary pedestrian walkways. Below: This campus pedestrian walk at the University of Minnesota is a good example of a primary pedestrian walk.



places (see plaza design guidelines). Landscaping around junctions should be more urban in character, with tree pockets, art installations, seating and special features such as specimen plant material, a wayfinding element, a fountain or a kiosk.

Walks should merge when approaching public streets to condense the number of street crossings to a minimum. When pedestrian walks cross automobile roads, it should always be at a right angle with an open view of the street. Pavement markings or special street pavement materials should be used to highlight pedestrian movement at major pedestrian crossings, including each location where primary pedestrian walks end at a road or other automobile routes. Crosswalks and barrier-free ramps that are constructed to meet ADA, state and local code requirements should be constructed at roadway intersections.

### ***Width and Materials***

Walks must be wide enough to accommodate anticipated pedestrian volumes and those widths should be consistent across campus. Primary pedestrian walks should be 12 feet wide and secondary walks should be 8 feet wide. Where needed, the width of the pedestrian circulation routes should vary and be established by hierarchy, usage and urban design considerations. The pavement width can be wider where pedestrian walks accommodate an unusually large number of people, include multiple transportation types or serve as an emergency vehicle access route. A width of 8 feet is necessary to accommodate two people walking side by side and still allow another to pass, so in no case should any new or reconstructed pedestrian walk be narrower than 8 feet.

Consistent walkway material is a critical element for achieving campus unity. Existing paving materials and patterns should be continued as a means of maintaining visual continuity and quality. As a base material, concrete should be the dominant walkway material for durability and ease of maintenance and repair. The finish, scoring and connection details should be consistent and uniform. Heavily articulated and patterned pavement is discouraged. Paved pedestrian building entrance areas should be simple and relate to overall campus walk pavement. Walkway materials and special pavements should not become subservient to individual buildings and their materials.

Paving materials of contrasting color and texture should only be used in special areas, such as junctions and termination points of primary paths and at major building entrances. Special materials, patterns, banding, etc., may be used to

articulate these special areas. These special paver walks should ideally utilize a flexible base system, due to its lower initial cost, proven durability and ease of accommodating future alterations. Brick may be utilized on a project specific basis.

ADA codes require that all walks should have no more than a two percent cross slope. Walks should be engineered to provide water runoff, prevent ponding water and to permit easy snow removal.

All primary and some secondary pedestrian paths will be used by maintenance and emergency vehicles. In addition, walks near residence halls need to be designed to accommodate move-in and move-out automobile traffic. Increased pavement thickness and reinforced thickened edges should be used to support these automobiles. The campus should continue the current use of smaller-scale vehicles for maintenance and delivery needs.

### ***Linear Landscaping***

The primary pedestrian walks should have a single row of regularly spaced canopy trees along both sides of each walk, spaced 30 feet to 40 feet on center. The trees should be in a consistent alignment to distinguish them from adjacent landscape treatment and to reinforce the major pedestrian walks. A mix of informally planted shade trees should be incorporated just outside the formal primary pedestrian walk.

### ***Recreational Trails***

Recreational trails should have different materials and widths depending on the type of use. Multi-use paths/regional connecting trails, such as campus trails that connect to the City's trails along the north side of the Chippewa River and along Clairemont Avenue, should be wide enough to accommodate bicyclists and pedestrians and should be asphalt. Walking/jogging trails, such as those in Putnam Park, can be narrower, should be naturalistic and meandering and be made of a crushed stone.

### ***Construction Access Plans***

The campus master plan recommends an extensive building construction and renovation program. When construction projects do occur, the network needs to accommodate pedestrians and bicyclists. Pedestrian pathways should remain unobstructed wherever possible with signed detours when blocking sidewalks is absolutely necessary. Likewise, construction vehicles should be prohibited from parking on sidewalks; building construction plans should indicate where construction staging and parking should occur. The

University should require that bicycle and pedestrian access plans for all phases of construction be reviewed and approved before construction projects begin.

### **Connect to and Extend the Community Pedestrian and Bicycle Network**

The campus pedestrian and bicycle network should connect to Eau Claire’s network wherever possible, encouraging commuting by foot and by bicycle. Multi-modal paths along the Chippewa River and Clairemont Avenue should seamlessly connect with the campus’s circulation network.



Regularly spaced canopy trees along primary pedestrian walks



University of Minnesota’s Scholar’s Walk is a good example of a strong primary pedestrian walk.

# Design Safe, Multimodal and Green Campus Streets

Automobiles and service vehicles must continue to have access in all parts of campus, yet this access should be secondary to pedestrian circulation both in design and in function.

The campus should demonstrate a clear and consistent hierarchy through its street system. The street design and landscaping should emphasize the predominance of pedestrians over automobiles. Each precinct should be accessible by automobiles, but automobile should not travel between precincts without exiting and re-entering campus via city streets. These guidelines apply to internal campus streets and those surrounding the campus.

## Narrow Street Cross-Section Elements

Campus streets should be designed to slow traffic to safe levels, with travel lanes as narrow as possible and minimized turning radii.

Campus streets should be multimodal, allowing for bicycle circulation within the street and pedestrian circulation on adjacent sidewalks. Automobile speeds should be kept low enough so that bicyclists can safely share the travel lane without a separate painted bicycle lane. Pedestrian crossings should be permitted wherever safe, with major crossings designated through paint or materials.

Sidewalks should border both sides of all campus streets, with the exception of the park side of any lower campus precinct street that borders Putnam Park. Streetscape treatments should be coordinated with campus standards for site furnishings and signage.

On-street parking should be avoided on campus streets. Off-campus streets should include on-street parking wherever appropriate.

The campus should establish clarity for automobile circulation routes by utilizing landscape treatment on the internal circulation routes. Landscape treatments should reinforce automobile corridors, project a consistent campus image, promote pedestrian/cyclist visibility and safety and encourage a lively urban texture. In contrast to the formal tree placement along the major pedestrian walks and within major open spaces, the landscaping adjacent to on-campus streets should be informal. The street alignment should not set the landscaping pattern, but rather intrude into the campus environment. Outside the automobile and pedestrian travel paths, the street ground plane should be predominantly lawn.

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An example of a prominent raised crosswalk ([www.pedbikeimages.org/Dan Burden](http://www.pedbikeimages.org/Dan_Burden))



Campus streets should be narrow and multimodal.

## Improve Pedestrian Safety

Interactions between pedestrians and automobiles on campus present the greatest threat to pedestrian safety. In order to increase pedestrian safety, all areas where large pedestrian volumes interact with automobiles should be highly visible. Crosswalks should be clearly defined, either by introducing a new material for crosswalks or raised crosswalks.

Well-lit streets and paths are critical to encouraging walking, especially past daylight hours and during short winter days. The campus master plan recommends new standards for pedestrian lighting levels and lighting standards. A program of energy-efficient lighting improvements should be developed and implemented for all existing and new walkways and sidewalks.

Off-campus, the University should continue to work with the City to allow safe pedestrian crossing of major corridors such as West Clairemont Avenue, State Street and Water Street. Relocating student residents out of hotels and back into on-campus housing will reduce the daily student crossings of West Clairemont Avenue, but crossings to Bollinger Fields and student oriented retail will continue.

## Construct “Green Streets”

The University should consider using “green” street design strategies to infiltrate stormwater on site. These strategies support the University’s Storm Water Management Plan and the joint University-City discharge permit. Integrated stormwater treatment reduces the volume and velocity of stormwater that reaches the Little Niagara Creek and the Chippewa River and improves water quality. When designing and constructing campus streets, the University should consider best management practices for stormwater, including:

- Street alignment and design: preserve wetlands, buffers and high-permeability soils, minimize impervious areas
- Swales: infiltrate stormwater and reduce flow velocity, but ensure pedestrian convenience through design
- Bioretention curb extensions and sidewalk planters: accept and treat street runoff in tree boxes, planter boxes or curb extensions
- Permeable pavement: on low-volume streets, consider permeable concrete, permeable asphalt, permeable interlocking concrete pavers and grid pavers



Capture, hold and treat stormwater within the street cross-section.

Examples of integrating stormwater treatment and infiltration in street design.

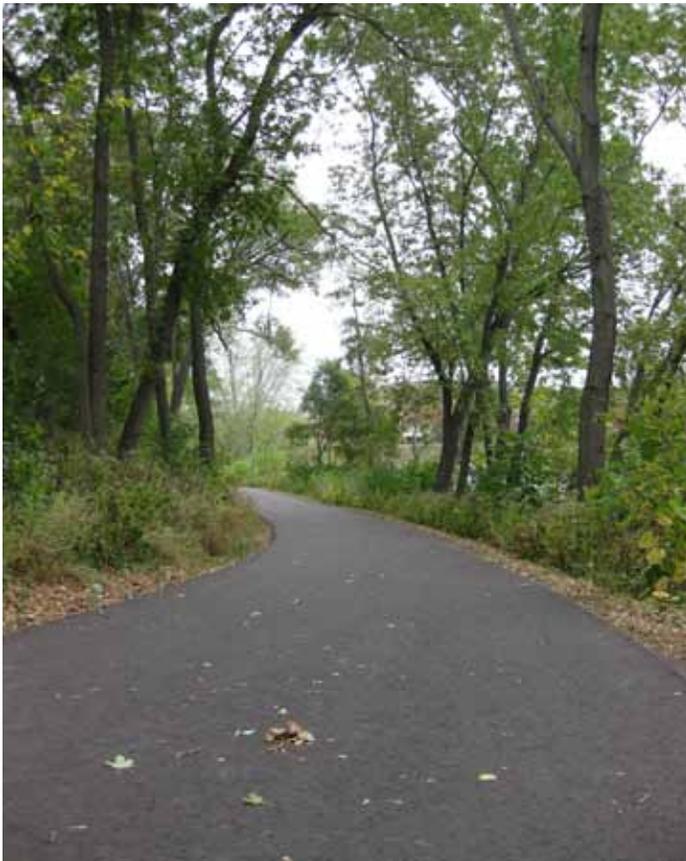


## Encourage Cycling

One key component of creating a more sustainable campus is to encourage cycling on campus as an alternative to commuting to and circulating around campus via a personal automobile. Although the campus topography and the harsh Wisconsin winters mean that cycling cannot be the everyday choice for everyone, the campus master plan seeks to make cycling a viable mode that is more attractive year-round. Bicycle commuting and circulation are important contributors to reducing the negative impacts from automobile trips and parking, including impervious surfaces, automobile emissions and the heat island effect.

The completion, improvement and maintenance of the campus's bicycle network should be priorities. The bicycle network will be comprised of the linking boulevard, the pedestrian bridge, primary pedestrian walkways and on-campus roads. Paved routes should be well-maintained and cleared of snow to ensure safe use by bicyclists.

Signage should remind bicyclists to look out for and give way to pedestrians.



This multi-use path along the south side of the Chippewa River is a part of the community's regional recreational trail network.

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### Create a Connected Network of Bicycle Paths

The campus should have a connected, complete bicycle network that consists of off-street recreational trails, on-street bicycle lanes, bicycle-friendly streets and primary pedestrian walks. Bicyclists should not be permitted to use secondary pedestrian walks. The bicycle network should contain no stairs. The exception will be the expanded bluff staircase, which will include parallel ramps that allow bicyclists to roll their bicycle uphill and downhill.

The bicycle network should connect major bicycle origin/destinations, including the pedestrian bridge landings, outdoor bicycle parking areas, access points to indoor bicycle storage areas and bicycle access points from off-campus. The bicycle network should connect directly and seamlessly to the City of Eau Claire's trail network, including the path along the north bank of the Chippewa River and the path on the north side of Clairemont Avenue.

On primary pedestrian walks where bicycle and pedestrian volumes are too great to maintain the safety of both groups, the campus should consider a parallel bikeway designed in a manner that suggests the circulation routes are part of a unified circulation system and not two separate systems.

Top: Sheltered cycle parking is located under Towers. However, there is insufficient space for access, storage racks are inefficient and difficult to clean around, and there are insufficient storage spaces. Below: Scooters should be provided storage space designed for them and those parked elsewhere should be ticketed.



## Provide Short and Long-Term Bicycle Parking

Bicycle storage, either short-term racks and/or long-term units, should be located outside of all buildings, with weather protection provided wherever possible. Bicycle parking should be a vital part of the design of each new building and facility, not an afterthought. The campus should have two levels of bicycle parking.

Short-term bicycle parking will serve students and others making frequent stops. Students are expected to use a bike throughout the day, biking between residence halls, campus buildings and to off-campus services. Short-term parking should be located near each public non-residential campus building. All short-term parking should be secure and at least 25 percent of short-term bicycle parking should also be weather-protected (wherever more than 10 short-term spaces are required). (See the Site Furnishing Standards for more information on criteria and location for short-term parking.)

Long-term bicycle parking will provide faculty, staff and off-campus student commuters a secure and weather-protected place to store their bicycles. Commuters are expected to park their bicycles in long-term parking once a day, walking the campus throughout the day. At least one centralized long-term bicycle parking location is needed on both the lower and Water Street campus precincts, since bicycle commuters are generally willing to walk a short distance if they are confident the parking is secure. At centralized long-term bicycle parking locations, all parking should be secure and at least 25 percent of long-term parking should also be weather-protected.

Long-term parking should also be located at every residence hall. Each residence hall should provide secure bicycle parking for 15 percent of hall residents, with at least 50 percent weather-protected. Long-term parking may occur within residence halls such as in a basement. Wall-mounted racks are well suited to indoor storage.

See the Site Furnishing Standards for more information about secure parking, weather-protected parking, equipment criteria and location requirements.

## Investigate Innovative Campus Cycling Programs

The University should research campus programs that increase bicycling on campus, including a bike-share program. A bike-share program would allow a member to pick up a bike at one location on campus and leave it at separate location, avoiding a long walk or short drive to a class, meeting or appointment.

Transit vehicles that serve campus should include bicycle racks.



Many existing bicycle parking areas are on pedestrian walks, creating conflict and congestion



Eau Claire Transit buses feature bike racks that can accommodate two bicycles.

Examples of weather-protected bicycle parking. Top Right and Center: free-standing cover. Bottom Right: indoor bicycle parking. Bottom Left: canopy attached to building with both wall and ground-mounted racks.



## Improve and Integrate Transit

Public transit is well-used within the campus's existing transportation network. Eau Claire Transit serves the campus edges, with stops on the south edge of the upper campus precinct, along Park Avenue and along Water Street. Student use is significant and growing; the number of student transit users grew 33 percent between 2009 and 2010. Increasing transit use is an important contributor to reducing the negative impacts of automobile trips and parking. To better connect all parts of campus and discourage driving to and on campus, the transit option must be more convenient, understandable and attractive.

### Serve the Campus Core with Transit

The campus master plan invites municipal transit service into the heart of campus. The linking boulevard will feature a transit lane, allowing a direct and more time efficient connection between the lower and upper campus precincts.

To further improve transit service, UW-Eau Claire, either on its own or in partnership with Eau Claire Transit, should investigate a campus transit circulator that will provide high-frequency transit service throughout campus. The campus circulator should make it fast and easy for students, faculty, staff and visitors to move around the campus late into the night. It should connect the lower campus precinct with the expanding campus edges along West Clairemont and Water Street and encourage parking at the edges of campus. So that the circulator can make the campus more accessible for those with disabilities and mobility injuries, the transit vehicle should be low-floor.

#### *Transit Routing*

Stops for the campus circulator should be located next to heavily used academic and administrative buildings and large parking facilities. This will functionally equalize parking spaces on the campus's periphery with those in the center of campus, some of which will be future building sites after the horizon of this master plan.

In order to maximize ridership, transit stop locations should be spaced so that transit users are never more than a two to three-minute walk from a transit stop. Major campus buildings that service students, including residence halls and dining commons, should have a nearby transit stop within 500 feet of the entrance. Potential stops are Haas Fine Arts Center, the new visitor center, Hibbard Hall, the pedestrian bridge landing, the science buildings, Hilltop Center, periphery parking with a stop near the heating plant and the turnaround at Bridgman Hall. The University should

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work early and closely with Eau Claire Transit regarding the location of transit stop locations and transit routes through campus and future increases in service levels.

During athletic and recreational events, the campus circulator should also connect to Bollinger Fields, Hobbs Ice Center, Carson Park and the off-campus multi-purpose event center. Transit service for the new student center should occur along the linking boulevard, but special direct service should be extended to the student center for large events.

#### *Transit Stop Design*

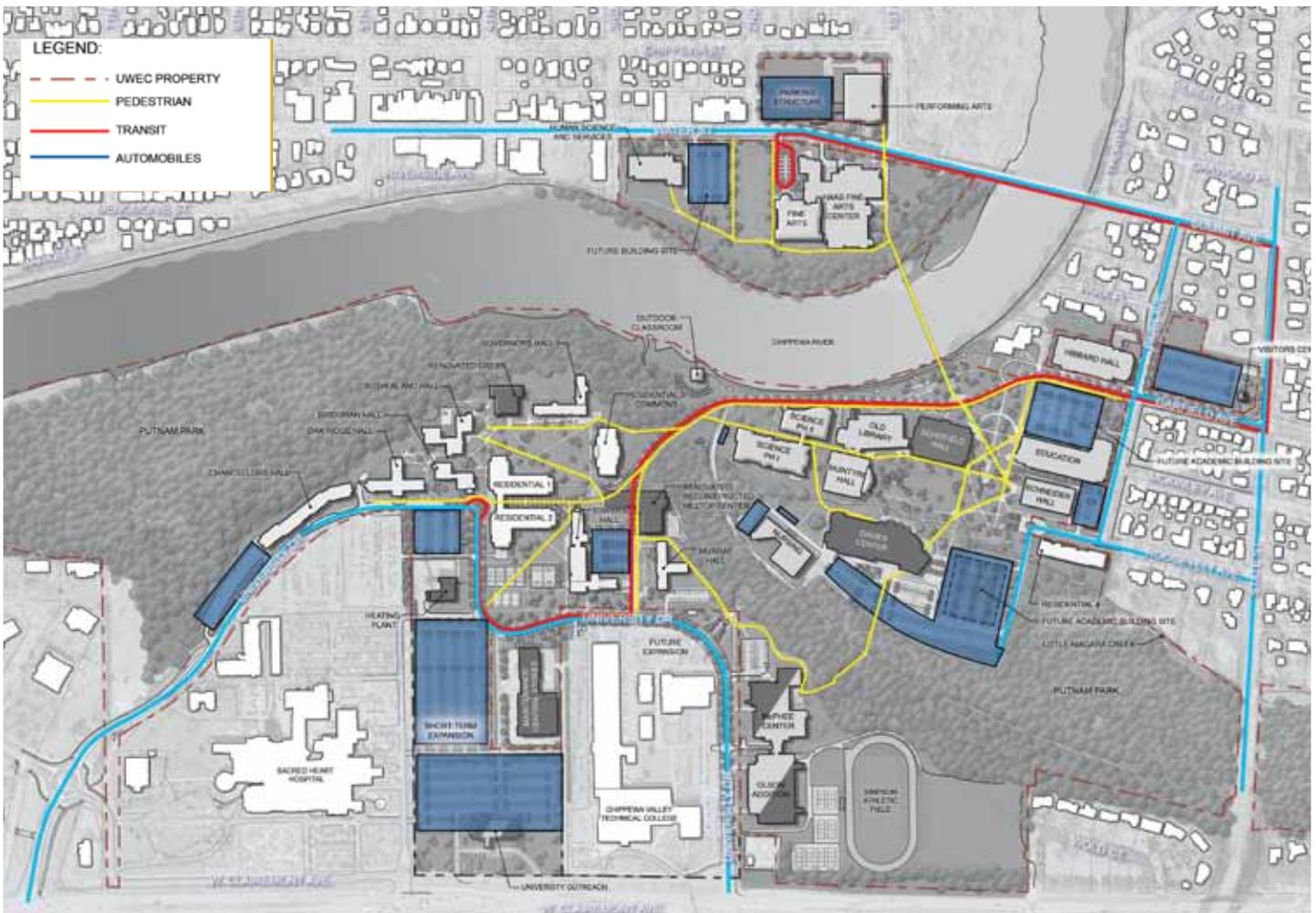
Transit stops should be designed as focal points for the campus and could become iconic locations that contribute to placemaking through streetscaping and incorporation of stops into adjacent buildings. Eau Claire Transit should be involved in any bus stop design.

All on-campus bus stops should include shelters to offer waiting riders protection from the weather. Alternatively, weather protection can be incorporated into nearby buildings. Bus stops should be well lit and clearly signed. Bus stop amenities should include an emergency phone,

trash receptacles and benches. Kiosk locations should feature easy-to-understand information about the transit circulator, connections to city-wide routes and next-bus arrival times. Bus stop should also have enough paved area around it to provide adequate waiting/queuing space; five square feet/person is typical.



Transit will more directly service the upper campus precinct using the pedestrian/transit linking boulevard..



Proposed transit routing

## Move Parking to the Campus Edges

UW-Eau Claire has a sufficient parking supply to meet the demand, both currently and through the horizon of this master plan. Yet, that does not stop complaints about the location of parking. Many feel there are not enough parking spaces on the lower campus precinct, while the far parking rows of the Water Street lot and the upper campus precinct lots are often empty.

The campus master plan seeks to adjust the balance of campus towards pedestrians and bicyclists and away from the prominence of the automobile. By locating parking at the edges, the number of automobiles driving through the centers of each precinct will be reduced, the walking and cycling experience will be enhanced and land will be made available for building sites and open spaces.

The campus master plan maintains the existing campus parking supply. Any surface spaces removed within the Water Street precinct will be replaced within the parking structure. On the lower campus precinct, parking located in the campus core on the Putnam parking lot and near Schofield Hall are replaced on the Zorn Arena and Phillips Science Hall sites.

On the upper campus precinct, parking on the Governors lot and on leased parking from Sacred Heart is replaced with new surface lots on the Eau Claire State Office Building site. The campus circulator and the pedestrian network will connect each of these parking lots to the center of campus.

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The existing Governors parking lot, shown above provides minimal parking for the upper campus precinct residents yet occupies a strategic space among existing halls and new hall sites.

The chart to the below is an approximate tally of existing and recommended parking spaces by campus precinct. The proposed total is approximate, based on master plan-level parking lot design.

	<i>Existing Total</i>	<i>Change</i>	<i>Proposed Total</i>
<b>Lower Precinct</b>			
Brewer LD	1	(1)	0
Davies lot	98	(16)	82
Garfield Avenue	16	(16)	0
Hibbard lot	271	(57)	214
Nursing lot	23	0	23
Phillips East LD	6	(6)	0
Phillips lot	341	(125)	216
Putnam lot	42	(42)	0
Roosevelt Circle	4	0	4
Schneider lot	58	0	58
Schofield Circle	8	(8)	0
Visitor Center lot	18	(18)	0
Zorn Visitor lot	22	(22)	0
Phillips Site lot	0	230	230
Zorn Site lot	0	197	197
<i>Precinct Sub-Total</i>	<i>908</i>	<i>116</i>	<i>1,024</i>
<b>Upper Precinct</b>			
Bridgman lot	118	0	118
Chancellors lot	87	0	87
Crest lot	2	(2)	0
Governors lot	167	(167)	0
Hilltop LD	19	0	19
McPhee lot	55	0	55
Murray front	11	0	11
Murray lot	39	0	39
Oakridge lot	299	(299)	0
Olson lot	16	0	16
Towers Circle	38	18	56
Towers lot	609	0	609
University Dr	21	0	21
State Office Bldg	0	530	530
<i>Precinct Sub-Total</i>	<i>1,481</i>	<i>80</i>	<i>1,561</i>
<b>Water Street Precinct</b>			
Haas Circle	10	2	12
Haas LD	8	(8)	0
Haas lot	223	(133)	90
HSS and LD	33	7	40
Water Street lot	432	200	632
<i>Precinct Sub-Total</i>	<i>706</i>	<i>68</i>	<i>774</i>
<b>Campus Total</b>	<b>3,095</b>	<b>264</b>	<b>3,359</b>



## Prepare to Support Evolving Mode Split

Within the horizon of this campus master plan, the parking supply will remain relatively constant. However, the University's goal should be to slowly reduce the parking supply by not always replacing every space that is lost when a parking lot is redeveloped. A fundamental shift away from personal automobiles toward walking, biking and transit will be necessary to achieve this goal. This master plan prepares for the future transition away from private automobiles by increasing the viability of other modes.

The first challenge to parking supply will be on the upper campus precinct. While the parking supply will remain relatively constant, the number of students living on the upper campus precinct will increase as students residents are brought back into on-campus housing. The campus should provide the amenities and incentives necessary to reduce the demand for residential, long-term parking.

On the lower campus precinct, the campus should prepare for when the Zorn Arena or the Phillips Science Hall sites are redeveloped as building sites. The campus may either not need to replace these parking space due to the success of its transportation demand management strategies or it may need to invest in a parking structure on the Phillips Science Hall site.

## Automobile Parking Design

Surface parking spaces within the campus core should be limited to service and handicapped parking. All other parking should occur in perimeter parking lots. A limited number of metered spaces should be provided within the campus core for short-term parking needs. Automobile parking design should consider the following guidelines:

- Pedestrian access to and from lots should be carefully considered to minimize automobile-pedestrian conflicts.
- Where parking lots border major sidewalks, campus roads or residential off-campus neighborhoods, the edges of lots should be landscaped to provide a buffer zone and vegetative screening.
- The interior should incorporate wide islands with appropriately scaled plantings to soften the visual effect of the lot, provide shade, reduce the heat generated by the large paved area and allow stormwater infiltration.
- Generally, larger islands placed further apart provide better stormwater infiltration opportunities, more snow storage and better tree/plant health. Break parking

lots into manageable chunks of pavement (such as approximately 300 automobiles) separated by larger landscaped islands (20' wide). Attention should be paid to the location of the islands to allow for pedestrian paths that lead directly to campus destinations. Avoid small islands such as those often placed at the ends of parking aisles.

- The campus soils will support stormwater infiltration. Consider integrating stormwater treatment through permeable pavement and other infiltration best management practices.
- Lots should be appropriately lit to increase safety. Lights should be appropriately shielded to minimize glare and light pollution.
- Entryways and automobile circulation should be easily accessed with safe viewing angles for oncoming traffic and clear signage should occur at each main entrance.
- Lots should have the appropriate number of service and handicapped spaces to accommodate the surrounding buildings.
- Lots should be double-loaded for the most efficient parking layout.
- The layout of surface parking lots should allow efficient plowing methods and provide locations to store snow. Parking lot islands should be at least ten feet wide and be designed and aligned to facilitate snow removal and snow storage.

Top and Center: Examples of pervious pavement and stormwater infiltration swale in parking lots. Bottom: Parking lot screening and landscape enhancements







# CAMPUSWIDE DESIGN GUIDELINES

These campuswide design guidelines describe the University's expectations for campus facility improvements. They will guide campus staff as they design, construct and maintain the campus. They will also clarify the University's expectations for facility design professionals that are commissioned by the University.

These design guidelines recognize the current diversity of buildings and landscapes at UW-Eau Claire. The intent of these guidelines is not to create visual homogeneity, but to provide an overall conceptual framework for campus development, establish a high level of quality of design, create an order and structure to the campus and link eclectic building styles through common open space design. Sustainable building and open space strategies are incorporated into this master plan and these guidelines.

# Architectural Design Guidelines

The following Architectural Guidelines set forth the criteria by which new buildings, additions and renovation projects will be guided to collectively achieve a desirable campus character.

The guidelines are not intended to be so prescriptive that they restrict creativity. Their purpose is to achieve a balance between the guidelines and the mutual decisions that must be reached throughout each project's development process. The use of these guidelines by designers in concert with Division of State Facilities, UW-System and Campus representatives will contribute to the creation of a desirable campus character.

## Historical Context

The oldest building on campus is Schofield Hall, constructed in 1916 as the Eau Claire State Normal School. Early aerial photos show the remainder of the lower campus precinct as open lawns and athletic fields; the future upper campus precinct was farm fields.

The current campus architectural character was primarily formed by the 25 building projects or additions constructed between 1952 and 1972. The Water Street area of campus began with the construction of the footbridge across the Chippewa River and the Haas Fine Art Center in 1970. Six projects were constructed in the remainder of the 1970's and the 1980's, with three additional projects constructed from 1990 to the present time.

Schofield Hall is a designated Local Landmark and is listed on the National Register of Historic Places. Additions to or renovations of this building should comply with the "Secretary of the Interior's Standards for the Treatment of Historic Properties". Designers should consult with Architectural Services at the Wisconsin Historical Society for review of rehabilitation work for conformance with the Secretary of the Interior's Standards for Rehabilitation. New construction near Schofield Hall should respect the building's scale and historic integrity.

## Architectural Style

The University does not have a preferred architectural style for new construction. New buildings should express current ideas on form, function and aesthetics. In this way, new buildings become a continually evolving record of ideas about architecture and campus life and add diversity and variety to the campus.

However, a balance needs to be maintained between the perils of bland uniformity and false historicism on the one hand versus following short-lived stylistic fads without respect to the overall campus ensemble on the other. These campuswide design guidelines as a whole are intended to help achieve that balance.

In some cases, it may be appropriate for new buildings to have a bold iconic design; such buildings may serve a symbolic function as a gateway to campus or an anchoring building to a major open space. More commonly, however, new buildings, while reflecting current design thinking, will need to quietly meld with the existing context, in deference to existing iconic buildings or open spaces. New building design should pay attention to the creation of new outdoor spaces and the reinforcement and enhancement of existing open spaces and pathways that will be preserved.



Aerial Photo ca. 1920 (UW-Eau Claire McIntyre Library web site)



Schofield Hall – Designated Local Landmark & listed on National Register of Historic Places



Massing moderates the bulk of Hibbard Hall in this view from Garfield Avenue

## Scale

The building's location, massing and height work individually and collectively to influence the viewer's experience of a building's scale.

## Location

The positioning of new buildings and additions should pay careful attention to the creation of new outdoor spaces and the reinforcement and enhancement of existing spaces and pathways. Sensitive handling of the proximity and relationship to existing buildings to create favorable spaces without a negative sense of enclosure is encouraged. Buildings should be sited to respect existing geometric/orthogonal development patterns. Since existing land is very limited, new construction should use the site as efficiently as possible so as not to preclude future development. Setbacks and separation from roadways and other land uses should also be considered.

## Massing

Scale and mass of buildings will vary by building program and function. Variety in itself is not disharmonious. The massing of a building or group of buildings can help visually define the building function externally and contribute to the setting of the adjacent structures. There must be a coherent relationship of the mass of an individual building to neighboring structures to provide an acceptable density of development and maintain a harmonious campus "neighborhood".

## Height

Height of new facilities is a critical factor in maintaining a homogenous character to the campus. Careful consideration of the height relationships to adjacent buildings is important for maintaining views of the campus and river. Consideration should also be given to the shadows cast by the building in relation to important outdoor spaces, walkways and natural resources like the Little Niagara Creek. The shadows cast by the building should also be considered to avoid shading existing or proposed solar panels mounted on adjacent buildings.

The campus is zoned P-Public Properties District by the City of Eau Claire and does not have prescribed building height zoning limits or setback requirements. P-Public Properties District zoning requires City approval of the site plan for each new building; building height, setbacks and compatibility with surrounding neighborhoods are among

the factors considered as part of the approval process. Please refer to Chapter 18.07 in the City of Eau Claire Code of Ordinances for a description of the items considered in the approval process. (For more information regarding City zoning: [www.ci.eau-claire.wi.us/images/stories/city\\_attorney/pdf/ordinances/title\\_18.pdf](http://www.ci.eau-claire.wi.us/images/stories/city_attorney/pdf/ordinances/title_18.pdf))

The tallest buildings currently on campus are Towers Hall on the Upper Campus at 110 feet tall and Hibbard Hall on the Lower Campus at 125 feet tall. UW-System and the University agree that these existing buildings should not be used to set a precedent for high-rise buildings and the campuswide height limit for new construction should be at a lower height. The height of new buildings on campus should not exceed 75 feet (not including rooftop equipment or mechanical penthouses).

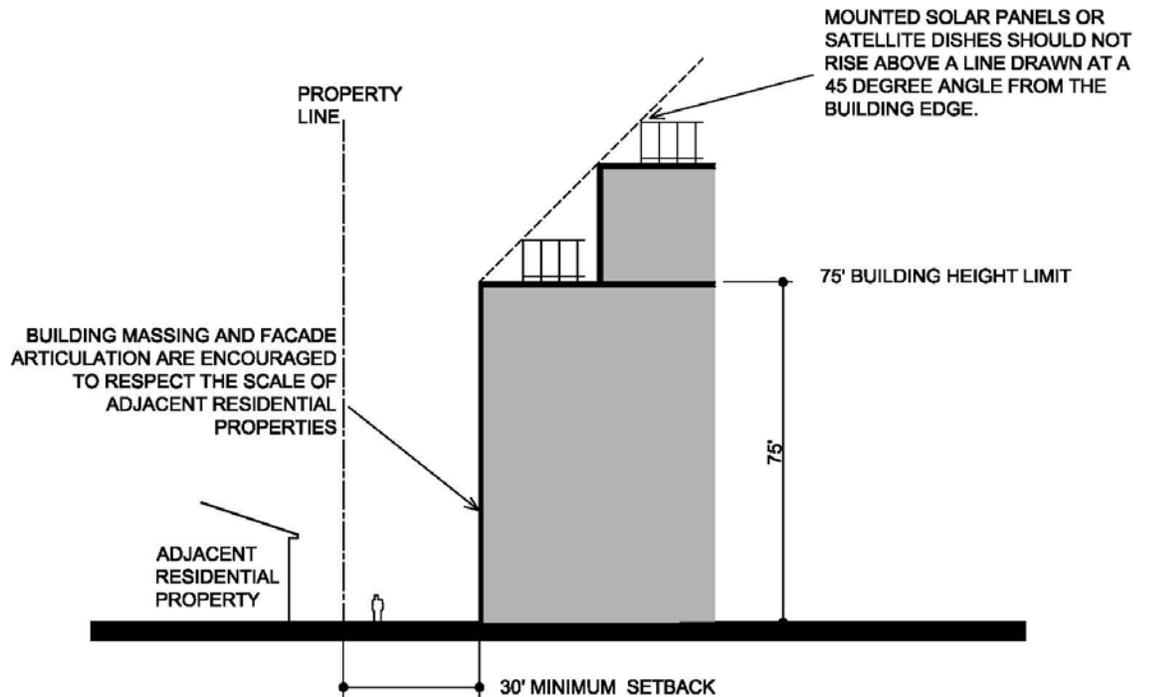
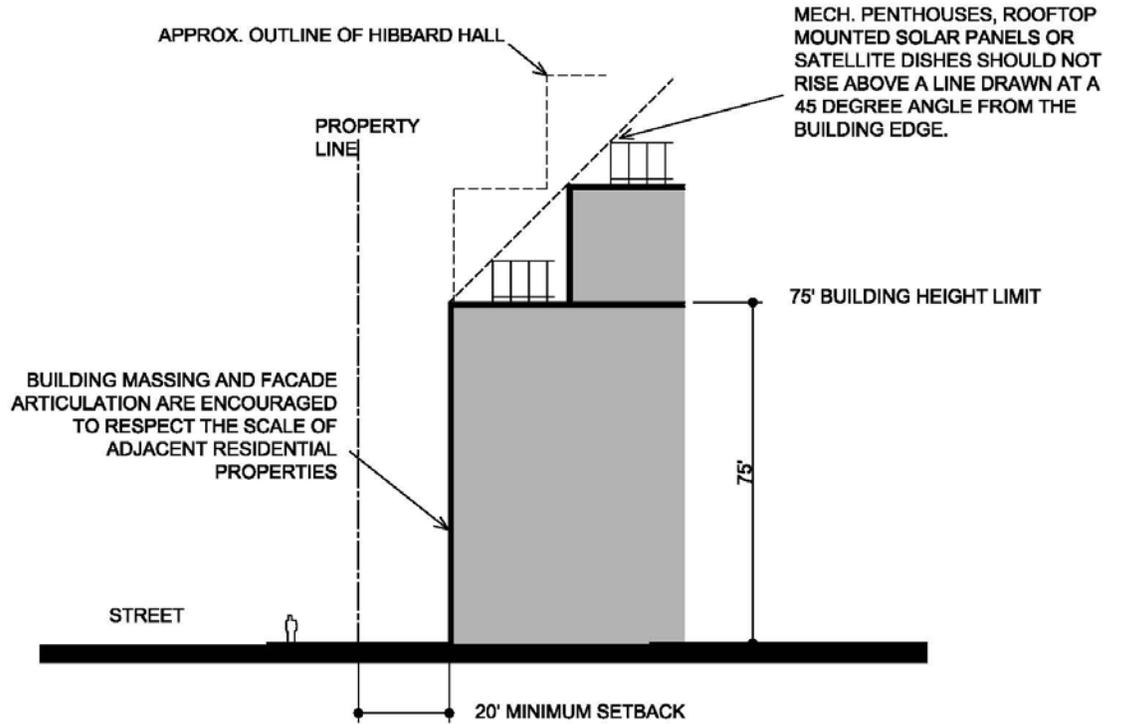
The area where the campus edge adjoins existing single-family residential neighborhoods requires special consideration to establish setbacks and to encourage massing and articulation that respect the scale of adjacent residential properties. These Residential Buffer Zones are indicated on the map on page 109 and shown in diagrams on page 110.

- Adjacent to the Public Right of Way: Setback requirements for the residential buffer zone for buildings that adjoin a street or other public right of way.
- Adjacent to Residential Parcel: Setback requirements for the residential buffer zone for buildings that are adjacent to single-family residential properties.



Top: Building Height Limit – Residential Buffer – Adjacent to the Public Right of Way  
 Setback requirements for the residential buffer zone for buildings that adjoin a street or other public right of way are shown in the diagram below.

Below: Building Height Limit – Residential Buffer – Adjacent to Residential Parcel  
 The diagram below shows the height limits and setback requirements for the residential buffer zone for buildings that are adjacent to single-family residential properties.



### ***Connections Between Buildings***

Given the northern Wisconsin climate, there is an understandable desire to provide covered or interior connections in locations where significant pedestrian traffic occurs between buildings in close proximity.

The planning for connections between buildings should consider the negative implications. Ground level connections, particularly multi-level above grade connections, block views and access between buildings, interrupt exterior pedestrian routes, and have the potential to create the perception of an unbroken “wall” of buildings. Additionally, tacked on building connections do not respect historic structures. The unsympathetic connections to historic buildings can distract from the historic structure.



The Schofield Hall-Old Library multi-level at-grade connection blocks views and access from the quadrangle south of Schofield Hall to the Chippewa River.

## Exterior Cladding Materials

### Primary Material – Clay Brick

The selection of exterior cladding materials is important to how the building relates to its context and in the creation of visual unity on the campus. From the construction of the first building in 1916 to the present time, clay brick has been the exterior cladding material most utilized throughout the campus. The use of brick masonry as a primary material is an appropriate starting point for new buildings on campus.

The variables of brick bond, pattern, mortar color and brick color allow brick masonry to be used in a variety of styles and settings. The University's current brick palette has a variety of shades and tones; bricks typically have a modest color range and are not strongly textured or irregular. Brick colors should coordinate and harmonize with nearby buildings; introducing new color ranges including bright colors is discouraged. New buildings should not use bricks with wide color ranges, strong textures or which are irregular.

For additions to existing buildings, materials and colors should be in keeping with the existing building. Standard modular size brick is preferred. If economics dictate a larger masonry unit, larger sizes of clay brick are preferred over concrete masonry units.

### Secondary Materials

Secondary or accent materials would be defined as materials which in total make up less than 50% of the non-glazed areas of the façade. Materials complimentary to brick with the appearance of cut or natural stone are the preferred secondary materials. Metal panels may also be appropriate as an accent material. The use of muted complimentary or earth tone colors is preferred over bright or shiny metal finishes on metal panels or windows and door frames. In soffit locations protected from weathering, the judicious use of wood would not be out of character with the University's natural setting.

While the durability and aesthetics of brick has stood the test of time, the aesthetics of some of the secondary materials on campus (most notably cast in place concrete and exposed stone aggregate panels) have not fared as well. Split-faced concrete masonry units have also proven to be problematic in university buildings. New use of these materials should be avoided.

All material selections should be reviewed with University facilities and maintenance staff so as not to introduce materials that require specialized maintenance or cleaning procedures. The preference is for materials that have stood the test of time and are likely to be durable and attractive throughout their lifespan. Recently introduced materials should be carefully investigated by designers and approved by the University prior to their use.



Left: The aesthetics of exposed concrete can deteriorate with age. Center: Exposed aggregate panels were once fashionable. Right: These brick samples show examples of strong textures or irregular brick that should be avoided.

Top: Schofield Hall – Exemplary brickwork. Brick has limited color range, from a distance it appears uniform; color variations appear when closer. Standard size, medium texture brick with use of brick bond pattern and rhythm. Muted mortar color means each brick does not read as an individual unit surrounded by light mortar. Cut stone trim as secondary material.

Bottom: Example of brick masonry that would not be encouraged by the architectural design guidelines for the following reasons:

- Oversized, strongly textured brick.
- Light contrasting mortar visually defines each individual brick.
- Brick with a wide color range



## **Windows**

The University is a place of intellectual and social interaction and academic activities should be visible to passers-by when possible. Windows not only provide light and views to internal spaces, but also give adjacent outdoor paths and spaces the security and richness from the visibility of adjacent activity. Therefore, highly reflective or deeply tinted vision glass should not be used. (These materials may be utilized for curtain wall spandrel panels.) The introduction of new colors of tinted glass should be avoided; instead, colors should utilize the existing palette. Window frames should be thermally broken aluminum with an anodized or high performance fluoropolymer finish, in colors to match those of the existing context.

## **Ground Level Articulation**

Campus buildings often have substantial pedestrian traffic immediately adjacent and designers are encouraged to pay particular attention to the ground level; using articulation, pattern and detailing to provide pedestrian scale and visual interest.

Top: Oak Ridge Hall-Large unbroken and undifferentiated masses of brick die into the ground plane with no recognition of pedestrian scale and visual interest.

Bottom: Residence hall example from Penn State showing ground level articulation recognizing pedestrian scale.



## Roofs

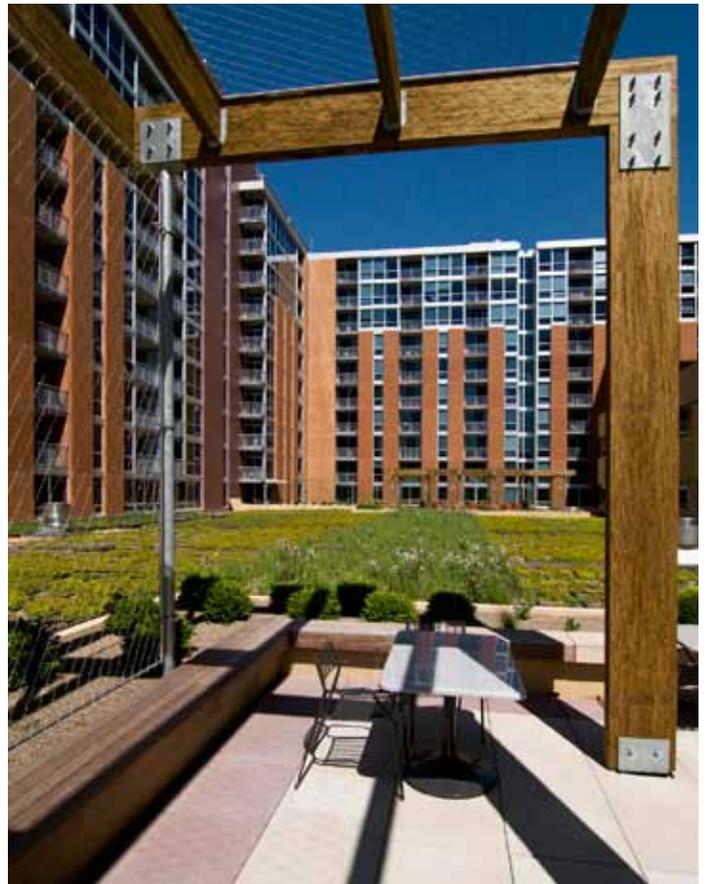
These guidelines do not prescribe a particular type or style of roof or roofing material. Most of the current buildings on campus have flat roofs, but this precedent does not need to be followed in planning new projects. Because of the unique topography of the Eau Claire campus, the roofscapes of buildings in the lower campus precinct are very visible from the upper campus precinct. The uniform color of the stone ballast currently on the flat roofs is unobtrusive and blends quite well with the earth tone brick colors.

Current sustainability practice looks favorably on vegetated roofs and flat roofs with high solar reflectivity, often white. Vegetated roofs may prove beneficial to the University's stormwater management and can reduce the urban heat island effect. However, roof and plant maintenance and cost/longevity concerns would counsel against mandating large scale vegetated roofs until small scale installations prove successful. The Division of State Facilities has developed design guidelines and standards for vegetated roofs.

The use of white roofing materials should be carefully considered. While they do reduce the urban heat island effect, there are potential disadvantages. In this climate, studies show little or no energy savings. The ice that forms on the roof is not very visible and may be a hazard to maintenance personnel. In addition, the roofs quickly become gray without periodic cleaning or recoating. Roofs that will be visible from the upper campus precinct should be carefully considered with an eye to how the roofs will appear after aging.

Pitched roofs should be a color and texture that does not distract from the natural setting. Use of metal roofing is acceptable, but bright or highly specular roof materials should be avoided. Experience with asphalt shingle roofs has shown that they have shorter usable lives and wind damage has been a frequent problem. Therefore, use of asphalt shingles should be limited to buildings where relatively frequent roof replacement can be performed simply and inexpensively.

Rooftop mechanical equipment should be visually screened with materials and structures compatible with the overall building design. Where rooftop equipment must be exposed (for example, exhaust stacks), the equipment should be painted in a color compatible with the building color palette. Acoustic mitigation should be considered to minimize objectionable noise impacts on pedestrians and neighbors.



Greenroof with outdoor terrace

Top: View of the lower campus precinct from the upper campus precinct.

Bottom: Cooling tower at McIntyre Library – An example of rooftop mechanical equipment not being properly visually screened.



## Entrances

Building entrances should be distinctive and welcoming. The strategic positioning of primary entrances will reinforce specific campus planning objectives and simplify wayfinding. The primary entrance should be articulated in an appropriate manner that clearly distinguishes it as a major building element. Building entrances should be visible and contribute to the life and activity of streets and walks. Entrances are frequently meeting places and gathering places for building users and should be designed to encourage interaction.

Recognizing severe weather conditions of Wisconsin winters, building entries should be protected by either recessing the entry or by extending canopies. All entrances shall have vestibules with water resistant, non-skid flooring with walk-off matting grates.

## Accessibility

The University is committed to providing equal access to its facilities for those with physical challenges. Any new construction, additions or renovations must comply with the Americans with Disabilities Act guidelines and the accessibility requirements of applicable building codes. Improving accessibility must be an important consideration in the planning of upgrades, maintenance and repairs to existing facilities. Renovations to existing buildings should improve barrier-free accessibility while being sensitive to the architectural fabric of the entrance setting.

Project designers should consult with the campus administration whether additional accessibility features not required by code should be included to meet the needs of the campus community. Where feasible, universal design principles should be considered to provide consistent and dignified access for all building users.



Ideally, new construction should have ground floors that do not require stairs or ramps to access. However, site or floodplain constraints occasionally necessitate elevated ground floors. The preferred response is gradually sloped grade up to entrances. Nursing Building entrance is an acceptable response on a tight site with a sloping walk that does not segregate building users.



The entrances at the Hilltop center are recessed for protection from the elements, but would not meet design guidelines for visibility, contributing to activity of walks and encouraging interaction.



The entrance to the Todd Wehr Memorial Library at Carroll University would meet all entrance design guidelines.

## Service and Mechanical Facilities

Areas devoted to trash removal, building services, emergency generators and mechanical and electrical equipment should be designed so that the sights, sounds and possible smells of the service location be minimized from walkways and other public areas. Landscaping, fences, topography, walls or other visual barriers should be used to visually screen these areas.

Service access routes allow campus vehicles and outside vendors to access campus buildings for deliveries and service, as well as temporary short term (15 minute) parking spaces. Appropriate service access should be accommodated in the design of all new campus buildings. Service access should be limited to one access point per building and where possible service courts should serve multiple adjacent buildings. Service entrances should not be located in view of the main entrances, but also should not be difficult to access for deliveries.

Service access roads should be separated from pedestrian travel. When possible, automobile and service entries should be located away from main pedestrian routes and main entrances.

## Sustainability and Stewardship

The University has a commitment to sustainability in building planning and design, construction, maintenance and operations. At a basic level this includes site-specific responses to improving building performance, but in a world of finite resources, buildings must also function in a way that can be sustained over the long term. Sustainability and building performance should be considered in all phases of the building process:

- Planning – for example, building siting and orientation should be considered to minimize energy use
- Design – for example, using energy modeling early in the design process can improve building performance
- Construction – for example, recycling construction waste preserves resources and saves money
- Maintenance – for example, replacement materials can be selected that are locally manufactured to minimize transportation impacts, contain recycled or rapidly renewable materials and do not contain toxins.
- Operations – for example, finish materials should be selected to minimize environmental impacts of cleaning operations, e.g. materials that require only clear water cleaning to reduce the use of cleaners and acids. Building

designs should support recycling and cleaning operations and material operations (loading docks/receiving & handling areas)

The Wisconsin Department of Administration Division of State Facilities (DSF) Sustainable Facilities Standards must be followed in all new construction projects. The DSF Sustainable Facilities Standards are generally based on LEED (Leadership in Energy and Environmental Design). LEED is the current international standard for measuring and tracking building performance and sustainability. The decision whether to pursue LEED certification (and if so, what certification level to pursue) will be made by the University in consultation with the DSF and UW System on a project-by-project basis. It should be noted that LEED is still evolving. The possibility exists that future DSF guidelines, building codes, regulations or laws may eventually supplant or replace LEED.

On April 11, 2006, Wisconsin Governor Jim Doyle signed Executive Order #145. As implemented in the DSF Sustainable Facilities Standards Energy & Atmosphere Credit 1, this requires new building projects greater than \$2,000,000 to perform a minimum of 30 percent better than ASHRAE/IESNA Standard 90.1-2004 (without amendments).

The Chancellor has signed the American College & University Presidents Climate Commitment, which pursues climate neutrality. LEED Silver equivalency is recognized by the Climate Commitment as a tangible short-term action to reduce greenhouse gases while the University's more comprehensive plan is being developed. In the medium to long term, it is certain that achieving climate neutrality will require reducing greenhouse emissions far beyond the levels typically achieved in current LEED Silver buildings and beyond the 30 percent better than code requirement of Executive Order #145. Therefore, improving building performance and reducing greenhouse emissions should be emphasized in all future building projects.

## Building Signage

### *Exterior Building Name Graphics*

All primary building entrances shall have the building name (at a minimum) identified at the main entrance in a location easily visible to pedestrians from a distance. The building name shall be individually surface mounted letters. Building name font size should be all uppercase, 8" minimum height. Letter visibility varies depending many factors including

font type, size, letter proportions and spacing, color, contrast with background, viewing angle, visual acuity of reader and whether viewer is moving or stationary. These factors may require the font size to be increased above the minimum in order to achieve the desired visibility.

**Electronic Signs**

Electronic signs should not be mounted on building exteriors without approval of the University. The only potential scenarios where electronic signs will be considered are at athletic and performing arts venues. This prohibition would not apply to approved works of public art involving electronic display panels or projected images.

**Exterior Dedication Plaques**

Interior dedication plaques are preferred over plaques mounted to the building exterior. Where exterior plaques are necessary, they should be incised stone or durable cast metal such as bronze. Dedication stones and cornerstones should be of a material and color compatible with the surrounding masonry.



McPhee Physical Education Center signage and street name and number are consistent fonts and materials.



School of Nursing name letters are less than 8" high. Ideally would be located closer to the main entrance.

Street name and number font and materials/color are not consistent with building name.

Schofield Hall name letters meet height, location and materials guidelines. Street number font is consistent with building name. Location chosen is a good compromise preserving the symmetry of the façade. A color closer to the surrounding stone would have been preferable for the dedication stone.



Building names carved in stone look refined and understated but also may be difficult to read from a distance. Therefore, they should not be used for primary building name signage.





# Site Design Guidelines

## Building Landscaping

Plantings should not mask building entrances, but enhance and focus attention to the entrances and other architectural features.

Outdoor transition space should be designed between the building approach and indoor lobbies. This transition space should include materials that relate to the materials used in the building interior or on the exterior walls. This space should also provide some protection from rain, sun and wind.

Small landscaped areas should be located near the building entrance to serve the building occupants during lunch breaks and between classes. These areas should be relatively intimate in scale and should frame views out of the space.

Landscape treatment adjacent to buildings should be simple with a limited plant palette. Planting beds and foundation planting should be in areas that serve to transition open space areas to individual buildings. Massing and size of planted areas should be in scale with buildings and complement or reinforce the landscape of the open space areas and the campus landscape character.

Plantings should not be located in a way to create hazardous conditions and should not create dark pockets near entrances or along sidewalks at night. To maintain safety, heights of shrubs and small trees should be limited to ensure adequate sight availability.



Landscaping should frame views of the building entrances to strengthen wayfinding.

Large plantings should be located far enough from building walls so to allow for air movement and should not completely obstruct views from building windows. Plants located near windows should be near enough to filter glare and bright sunlight. To protect building façade from lawn mower damage provide mulched planting beds or gravel borders around buildings.

## Existing Tree Preservation

Large and significant trees contribute to UW-Eau Claire's special character and add interest to the campus. Such trees take thirty years or more to develop and cannot be easily replaced. Therefore, all significant trees should be protected. Maintenance and construction projects may cause damage or require the removal of existing vegetation. However, these instances should be thoroughly evaluated and only permitted when absolutely necessary. The University should develop a standard tree replacement strategy for trees lost due to construction. One possible replacement requirement could be that when trees must be removed, three of the same species with a 4" minimum caliper shall be provided as a replacement.

## Athletic Fields

The landscaping around the athletic fields at Bollinger Fields, Simpson Field and Carson Park should consist of large lawn areas defined by large tree massings. The athletic fields should be the only campus open spaces that are irrigated. The planting of trees between and around fields should create large, outdoor rooms that serve to scale down the expansive open space. Landscaping should also serve as a transition from the fields to the adjacent neighborhoods.

## Other Campus Open Spaces

For other campus open spaces not described in the project recommendations, the ground plane should be predominantly lawn, with low maintenance groundcovers or native shrub areas at special points. For all open spaces, the campus should limit mown areas, use native plant materials and limit the use of chemical fertilizers and pesticides.

# Site Furnishing Standards

These site furnishing standards contribute to a positive campus character and achieve a unified and clearly defined campus. Site furnishings such as pedestrian and street lights, benches, trash/recycling receptacles and bicycle racks enhance the functionality of campus. But when those site furnishings are coordinated, they contribute to a sense of orientation and achieve an increased sense of order.

Like the overall campuswide design guidelines, the site furnishing standards, recommended design family and specific units should be used throughout campus and at all off-campus facilities owned or leased by the University.

The campus should limit its site furnishings to only one family. A single family of furnishings works together in terms of their materials, style, detailing, color and scale so that they establish a unified, cohesive image. The family of site furnishing recommended in these guidelines preserves and enhances the aesthetic characteristics of the existing campus by extending the brushed aluminum/silver color of existing furnishings while better coordinating design and improving materials.

Existing campus site furnishings vary in age, condition, style and material. Existing furnishings that are outdated, vandalized or deteriorated should be replaced as needed with the recommended style until all site furnishings conform with the design guidelines. Implementation of these recommendations will by necessity occur over time through separate physical improvement projects and regular replacement. It is important that University representatives take advantage of opportunities to replace damaged or worn-out units with the recommended replacement units so that consistency is maintained.

The site furnishing standards should increase the efficiency and efficacy of limited site facilities campus budgets. The selection and installation criteria will minimize maintenance efforts and costs. Limiting site furnishings to a single family will reduce the need of storage of spare parts and reduce staff training needs, thus achieving a higher level of cost effectiveness. To ensure that current site selections will be long-term investments, the site furnishing standards recommend traditional designs that are not fads and suggest styles and sources that will be available for the long term. The standards simplify and expedite purchasing decisions.

The site furnishing standards are organized under the following headings:

- **Criteria:** General design considerations to follow in selecting equipment
- **Location:** Special considerations regarding where the specific unit should be used in the campus setting
- **Source:** Recommended sources and styles

## Pedestrian Lighting

Light fixtures can be a very iconic elements in the campus landscape. Pedestrian lighting design should organize and articulate the campus setting and enhance safety and security.

### Criteria

- Lighting design should organize, articulate and enhance the campus setting and enhance safety and security.
- Pedestrian lighting should be of a different scale from street and parking lot lighting.
- The style of the fixture should be neither traditional nor contemporary but a blend of the two to both reflect the past as well as look ahead to the future.
- Illumination, intensity, quality and distribution should respond to the character and patterns of use.
- The source of illumination should be concealed. Distracting, uncontrolled glare must be minimized and the lit surface emphasized.
- A full cutoff fixture should be utilized to reduce light pollution in the night sky and to reduce glare on the upper campus precinct from pedestrian lights on the lower campus precinct.
- The campus should choose lamp types that have superior lamp life ratings. The campus currently is using induction lighting due to its long-life. For pedestrian lighting, the campus should also consider a metal halide bulb for security and aesthetic reasons. The metal halide bulb emits a white light which allows better recognition of facial characteristics at greater distances and provides better color representation of architectural materials, cars, clothing, etc.
- When selecting a fixture, the maintenance and cost effectiveness considerations should include:
  - Limiting the number of luminaire and pole types;
  - Pole/luminaire height; and
  - Ease of maintaining, servicing and replacement; and
- To facilitate lawn maintenance, a concrete maintenance collar should be created at the base of the pole. The collar should be slightly below ground level to allow for mower overhang during lawn cutting, thus minimizing hand-trimming.
- To facilitate snow removal and to reduce damage by maintenance equipment, the use of bollard-type light fixtures should be avoided.

- To avoid long-term maintenance concerns, light fixtures imbedded in the ground or in paving should not be used except in extraordinary lighting designs and locations.
- Attached banner mounts should be utilized in specific areas to identify special university events, campus entry or edges or designate other special use areas.
- Smooth round poles are recommended since square poles are not as strong and aligning multiple square poles is difficult.

### Location

- Strategic placement of units will optimize light distribution and minimize the number of units.
- Pedestrian lighting should be located along pedestrian paths spacing approximately 50 feet on-center to allow adequate light levels.
- Care should be taken in locating the poles to ensure consistent alignments and setbacks (5') from walkway edges. All fixtures should be set plumb and level.
- Luminaires can be located on top of brick columns such as in gateways, in plazas, on curbs or in paved areas.
- Multiple luminaire configurations should be utilized for special effects where a greater level of detail and attention is desired.

### Sources

- Architectural Area Lighting Spectra Very Large Scale SP-10: A contemporary fixture with an arts and crafts type style, continues the tradition of the hi-hat. The Very Large Scale SP-10 accommodates induction lamp. Full cutoff. Silver. Single round pole.
- Lumec Optima Series: Accommodates induction lamp. Silver. Single round pole.



Left: Existing pedestrian lighting. Center: Architectural Area Lighting Spectra. Right: Lumec Optima

## Street and Parking Lot Lighting

Lighting design should articulate the campus vehicular circulation system (streets and parking lots) for user orientation and safety.

### Criteria

- Lighting design should articulate the campus automobile circulation system (streets and parking lots) for user orientation and safety.
- Units with standardized style, color, height, diameter and location should be simple and unobtrusive. Since luminaires and poles are visually prominent during the day, a coordinated system compatible with other site furnishings is needed.
- Concealed light sources for street and parking lot lighting are desired. Distracting glare is to be minimized; the lit surface is important, not the source itself.
- Light distribution should be controlled to optimize intensity and ensure uniformity of illumination.
- Illumination appropriate to automobile use should be selected. Driving requires recognition of vertical objects in the field of vision; therefore, vertical illumination is equally important as horizontal illumination. Intersections require higher levels of illumination. Rules of thumb for illumination footcandle (FC) levels are suggested in the chart on the following page.
- Maintenance and cost effectiveness considerations include:
  - A limited variety of luminaires is desirable to simplify maintenance requirements and stocking of replacement parts and units.
  - A quality lighting plan will improve cost effectiveness by optimizing intensity and distribution with the least number of fixtures.
  - Consideration should be given to utilizing new fiberglass spun poles due to their light weight, damage resistance and ease of maintenance/replacement.
  - Lighting fixtures must be safe to maintain in difficult locations, for example, on the pedestrian bridge.
- The campus should choose lamp types that have superior lamp life ratings. The campus currently is using induction lighting due to its long-life.
- A full cutoff fixture should be utilized to reduce light pollution in the night sky and to reduce glare on the

upper campus precinct from pedestrian lights on the lower campus precinct.

- Pole style should be simple and modern.
- Smooth round poles are recommended since square poles are not as strong and aligning multiple square poles is difficult.

### Location

- Streetlights are to be regularly spaced along major streets and offset from the road a consistent and safe distance.
- Parking lot lighting should be at sufficient levels of intensity for safety; the poles should be located in planting islands so they are less visually obtrusive. If this is not feasible, the poles should be set on 3' – 4' high concrete bases to protect them from damage by automobiles and snow removal equipment.

### Source

- Kim Lighting Archetype: A shoe-box style lighting that meets dark sky recommendations and accommodates induction lighting. Silver. Single round poles.



Kim Lighting Archetype



<b>Area Type</b>	<b>Measured</b>	<b>Target maintained illuminance at night</b>	<b>Max:Min not to exceed</b>
Building Entrances	Horizontal at grade Vertical at 6' above grade	5 FC average 5 FC average	4:1
Primary Pedestrian Paths and Plazas	Horizontal at grade Vertical at 6' above grade	0.7 FC minimum 2 FC average	6:1
Secondary Pedestrian Paths	Horizontal at grade Vertical at 6' above grade	0.5 FC minimum 2 FC average	8:1
Parking Areas and Driveways	Horizontal Vertical	0.25 FC minimum 2 FC average at pedestrian crossings	12:1
Maximum illuminance on paths or parking areas at night	Horizontal	10 FC maximum	
Parking Decks	Horizontal Vertical	0.5 FC minimum 2 FC average	8:1
Maximum trespass outside perimeter of parking decks	Horizontal	0.5 FC maximum	
Maximum illuminance on focal objects such as art or featured landscape objects	Vertical	20 FC maximum	
Illuminance on building facades	Vertical	20 FC maximum 2 FC average on lighted surfaces	

## Benches

### Criteria

- Style should be clean and simple and add to the atmosphere of its surroundings.
- Benches should be structurally adequate to withstand extensive student use, inclement weather conditions and most vandalism.
- Bench should be comfortable and functional.
- Bench should require little or no maintenance.
- Benches should have backs for maximum comfort.
- Material of the bench should be powdercoated steel on a steel base for resistance to moisture, insects, splinters, cracks and vandalism.
- Benches should contain mostly recycled material and be easily recyclable at the end of their useful life.

### Location

- Along pedestrian corridors especially where major pedestrian walks cross.
- In plazas and courtyards, benches should be organized with other site elements such as light poles, trash receptacles, etc.
- Chippewa River overlooks

### Source

- Landscape Forms Plainwell: Landscape Forms benches are made from recyclable and durable materials and are used on many university campuses. Silver.



Landscape Forms Plainwell

## Trash and recycle Receptacles

### Criteria

- Trash and recycle receptacles should be located where needed, but should remain visually inconspicuous.
- Receptacles should have a simple design style, be an appropriate size for anticipated use levels, collect trash, glass and paper, and have an internal canister with lid for trash control and ease of trash removal.
- The unit should be sturdy and secured to discourage vandalism and to extend the life of the unit. Installation will vary according to location.
- Trash and recycle collection schedules should reflect waste receptacle capacity and use levels.
- Glass and paper recycling receptacles should be integrated into the trash receptacles or be located adjacent to trash receptacles.

### Location

- Receptacles should be located at the intersections of major pedestrian walks, in plazas, in courtyards, in automobile and bicycle parking areas, at building entries and where groups of pedestrian seating are provided.
- Receptacles within athletic areas should be located adjacent to bleachers, fence gates, rest room facilities and other building entrances.
- The units should be placed contiguous to walks and on a concrete surface extending outward from the walk. The unit should be level and firmly secured to the ground.

### Source

- Landscape Forms Scarborough Litter Receptacle: Silver.



Landscape Forms Scarborough

## Bicycle Storage

All bicycle parking should be secure in well-lit, highly visible areas within view of streets or pedestrian walks. Bicycle racks provide adequate security while bicycle lockers provide highest security. If necessary, additional security is possible in areas enclosed by a fence with a locked gate.

A portion of bicycle parking should be weather-protected. Weather-protected bicycle parking protects bicycle frames, seats and tires from damaging rain and sun and further encourages bicycle uses. The cover should be designed to protect the bicycle from rainfall. Covered bicycle parking can be located under overhead building connections, under building overhangs or under awnings or canopies. Freestanding bicycle shelters are also acceptable and should be designed to withstand code snow and wind loads, be well lit and not obstruct visibility from streets and pedestrian walks.

### *Bicycle Racks (short-term parking)*

#### *Criteria*

- A simply designed bicycle rack having little visual impact is preferred. When bicycles are not present, the rack should be relatively inconspicuous.
- The rack should accommodate a wide range of bicycle frame types, sizes, wheel sizes and locking apparatuses (including a U-shaped shackle lock, chain and cable). The rack should hold the bicycle frame, not just a wheel. Bike racks should have two points of contact.
- The unit must be structurally adequate to withstand most vandalism, extensive student use and inclement weather conditions. It should be covered with material that will not chip the paint of a bicycle that leans against it. Bike racks should be installed and maintained to avoid hazards such as sharp edges and welds must be grounded and smoothed.
- Bike racks must be at least 32 inches tall so that the bike rack will be clearly visible to pedestrians and will not be a trip hazard.

#### *Location*

- Bicycle parking may be provided in floor, wall or ceiling mounted racks. Mounted bike racks should be placed on a flat paved surface not to exceed a two percent slope.
- Bicycle racks need to be conveniently located, yet separate from major pedestrian walks and building entrances. Wherever feasible, bicycle racks should be

located contiguous to, but set back from, primary pedestrian walkways since these corridors also serve as bicycle routes. Six feet of clear zone should be maintained from a pedestrian walkway. Short-term bicycle parking should be located within reasonable and convenient proximity to building entrances, but kept at least two feet from edge of doors.

- Bike racks should be conveniently located to serve multiple buildings.
- Locate parking in visible and prominent locations. Bicycle racks that are visually or physically isolated will not be used and are targets for thieves.
- If a bicycle rack layout includes two or more aisles, the design should assume a bike length of 72 inches and double locked bike width of 32 inches. Aisles space should allow a minimum of 48 inches, increased to 72 inches in high traffic bicycle parking areas where many racks might be located, such as the new student center or the library. These large parking areas should also have at least two entrances to ease congestion during times of high turnover.
- To promote year-round biking, some bicycle parking should be covered with a roof or similar covering, using bicycle lockers or within a building.
- Most bicycle racks should be permanently secured to the ground per manufacturer's recommendations. In some locations where bicycle usage is low and snow storage is necessary, bicycle racks may be removed during the winter months.
- Grouping bicycle rack allows for a greater level of aesthetic control and policing. Grouped bicycle storage areas should utilize a contrasting paving color or texture surface differentiating it from the main pedestrian walkways. Bicycle parking areas are ideal environments for pervious pavement. These areas should be properly illuminated and visually screened by a low hedge or site wall.

#### *Source*

- Madrax Co. "U" Rack Model U238 (or similar from local fence or metal fabricator): The upside down U rack is made of bent pipe, is very efficient, allows both the wheel and frame to be secured and is low maintenance. Silver.

### ***Bicycle Lockers (long-term parking)***

Bicycle lockers are the highest security type of bicycle parking. The bicycle is fully enclosed and protected from weather and from potential thieves. Relative to bike racks, bicycle lockers have many disadvantages:

- Bicycle lockers typically are rented by the semester or year. The University will need to create and administer a reservation and payment system.
- Bicycle lockers are the most expensive type of bicycle parking.
- Bike lockers take up more space than bicycle racks.
- When located in insecure locations, locker windows may be required so that security officers may look into the storage compartments to prevent inappropriate use.

### ***Criteria***

- Typical bike lockers accommodate two bicycles per unit and can be connected to accommodate additional bicycles.

### ***Location***

- Due to their cost and disadvantages, bike lockers should be placed only in high density areas where there is a demonstrated demand.
- There needs to be at least three feet of clearance in front of the locker door and a six-foot clearance between lockers is needed to open doors and to move bicycles in and out.

- Bike lockers should be placed on a flat paved surface not to exceed a two percent slope.
- Bike lockers must not obstruct a sidewalk and should not be placed in a spot that blocks safe sight-lines for automobiles.
- Bike lockers should not be placed in front of a loading dock or unloading area at a bus stop.
- Bike lockers should be placed in a well lit area that is not hidden from public views. Areas that are under surveillance are recommended for bike lockers.
- It is recommended that lockers be placed in a covered location. Bike locker placement should allow snow to be cleared.



Madrax: "U" Rack





## IMPLEMENTATION

The long-term value of the campus master plan will be its power to establish capital priorities and optimize limited and valuable resources. The master planning process identified over fifty potential projects, including site improvements, building expansions and renovations and new buildings.

## Sequencing and Phasing Considerations

### Implementing the Design Guidelines

In addition to specific building and site improvements, the campus master plan identifies goals, intents and planning principles. In order for these goals, intents and principles to be realized, the University must establish a process for reviewing all design and construction projects that will impact the campus's physical setting. These design guidelines should be followed for all campus improvements, from major building construction to routine landscaping and maintenance.

The ambassadors of the campus master plan and its design guidelines will be campus facilities planning staff, supplemented by the members of the Campus Facilities Committee. These staff must represent the campus master plan continuously and consistently at all levels.

- In daily decision-making, campus facilities planning staff must communicate the intent, principles and requirements of the design guidelines internally to campus staff and campus leadership.
- For routine campus maintenance, these staff must train campus maintenance staff and service providers regarding these design guidelines so that they are integrated into the everyday work of facilities and maintenance staff.
- For major building design and construction projects, these staff must educate and guide the members of ad hoc committees that oversee major building projects, UW System staff, DSF project managers, as well as design and documentation consultants. Adherence to these guidelines should begin at a project's identification, site selection and programming, extend through preliminary and final design stage and ultimately through project construction and completion.

Even when specific design decisions are not directly addressed in these design guidelines, the design character of every campus project should strive to meet the master plan's goals, intents and principles. Interpretation will be required periodically and consultation from JJR should be sought as required.

These guidelines are not intended to restrict creative expression. Rather, they are intended to guide physical planning and design to unify the campus image and enhance livability.

Working with the campus planning team, the Campus Master Plan Steering Committee identified sequencing and phasing considerations. This analysis took into account:

- Strategic vision/major initiatives
- Student needs and preferences
- Current space use and projected space utilization
- Desire to eliminate off-campus housing leasing
- Funding sources and statewide budget constraints
- Ability to generate revenue and ability to drive fundraising
- Impact on student and faculty recruiting
- UW-Eau Claire Centennial Celebrations

The campus master plan horizon is 20 years. The phasing is split into six-year periods to correspond with UW System planning and budgeting cycles.

This summary chart describes recommended projects relative to their phasing and potential funding sources.

	<b>General Purpose Revenue/Mixed Use Projects</b>	<b>Program Revenue Projects</b>
<b>2011-2016</b>	Education Building	Student Center
	Garfield Ave Infrastructure Improvements	Children’s Center at St. Bede
	Campus Exterior Signing and Wayfinding	Residence Hall # 1 – Governors Lot/Tennis Courts
	Outdoor Classroom	Residence Hall # 2 – Horan Site/Governors Lot
	Performing Arts Center (potentially off-campus)	Off Campus Residential # 3 – privately developed
	Fine Arts Center (potentially off-campus)	Horan Hall Demolition (if required)
	Relocate Campus Police	Relocate Student Health Services
	Visitor Center	Crest Center Repurposing and Addition
		Towers South Renovation
		Towers North Renovation
<b>2017-2022</b>	Eau Claire State Office Building and Land Acquisition	Governors Hall Renovation
	Haas Fine Arts Center Renovation	Hilltop Center Repurposing
	Water Street Infrastructure Improvements	Eau Claire State Office Building Parking
		Roosevelt Ave Residential Housing Demolition
<b>2023-2029</b>	Putnam/Katharine Thomas Halls Demolition	Residential Hall # 4 – Lower Campus
	Science Hall Phase 1	Surface Parking on Zorn Arena/Brewer Hall Site
	Science Hall Phase 2	Surface Parking on Phillips Science Hall Site
	Schneider Hall Stewardship	Water Street Parking Structure
	Phillips Science Hall Demolition	Murray Hall Renovation
	Multi-Purpose Arena/Rec (potentially off-campus)	Oak Ridge Hall Renovation
	Zorn Arena/Brewer Hall/Kjer Theatre Demolition	
	Upper Campus Infrastructure Improvements	
Lower Campus Infrastructure Improvements		
<b>2029+</b>	Nursing Building Stewardship	Sutherland Hall Renovation
	Eau Claire State Office Building Renovation	Bridgman Hall Renovation
	Old Library Hall Stewardship	
	Schofield Hall Stewardship	
	Facilities/Warehouse/Police/Surplus/Storage	
	Expansion into Northern end of CVTC property	

## Phase 1 – 2011-2016

In the first six-year phase (2011-2016), the lower campus precinct is redefined with the student center, education building and outdoor classroom. The Visitor Center welcomes the community onto campus. The University and community have collaborated on a fine and performing arts center. Student residents are no longer in hotels with two new residence halls on the upper campus precinct, an off-campus residential hall and possibly a reconstructed Horan Hall. The transformation of the campus residence halls continues with renovations of Towers Hall. Crest Center is renovated into a recreational complex.





2011-2016

**General Purpose Revenue/Mixed Use Projects**

- Education Building
- Garfield Ave Infrastructure Improvements
- Campus Exterior Signing and Wayfinding
- Outdoor Classroom
- Performing Arts Center (potentially off-campus)
- Fine Arts Center (potentially off-campus)
- Relocate Campus Police
- Visitor Center

**Program Revenue Projects**

- Student Center
- Children’s Center at St. Bede
- Residence Hall # 1 – Governors Lot/Tennis Courts
- Residence Hall # 2 – Horan Site/Governors Lot
- Off Campus Residential # 3 – privately developed
- Horan Hall Demolition (if required)
- Relocate Student Health Services
- Crest Center Repurposing and Addition
- Towers South Renovation
- Towers North Renovation

## Phase II – 2017-2022

In the second six-year phase (2017-2022), Haas Fine Arts Center and Governors Hall are renovated and Hilltop Center is repurposed and renovated as the upper campus dining facility.





**General Purpose Revenue/Mixed Use Projects**

- Eau Claire State Office Building and Land Acquisition
- Haas Fine Arts Center Renovation
- Water Street Infrastructure Improvements

**Program Revenue Projects**

- Governors Hall Renovation
- Hilltop Center Repurposing
- Eau Claire State Office Building Parking
- Roosevelt Ave Residential Housing Demolition

2017-2022

## Phase III – 2023-2028

In the third six-year phase (2023-2028), the sciences are transformed with the construction of Science Hall and the demolition of Phillips Science Hall. The University and community have collaborated on an off-campus multi-purpose event center and Zorn Arena is demolished. Residential options on the lower campus precinct improve with the new Roosevelt Avenue hall. The renovation of residence halls continues with Murray and Oak Ridge Halls.





**General Purpose Revenue/Mixed Use Projects**

- Putnam Hall/Katharine Thomas Halls Demolition
- Science Hall Phase 1
- Science Hall Phase 2
- Schneider Hall Stewardship
- Phillips Science Hall Demolition
- Multi-Purpose Arena/Rec (potentially off-campus)
- Zorn Arena/Brewer Hall/Kjer Theatre Demolition
- Upper Campus Infrastructure Improvements
- Lower Campus Infrastructure Improvements

**Program Revenue Projects**

- Residential Hall # 4 – Lower Campus
- Surface Parking on Zorn Arena/Brewer Hall Site
- Surface Parking on Phillips Science Hall Site
- Water Street Parking Structure
- Murray Hall Renovation
- Oak Ridge Hall Renovation

2023-2029

## Master Plan Update

The campus master plan is an integrated document that identifies the complex relationships among the built, open space and natural environments that will directly support UW-Eau Claire to achieve its ambitious vision for the next 20 years.

But times change and so will academic and administrative goals. The campus master plan should be checked periodically with regard to such changes and against development that has occurred under the plan to ensure it remains a living document, responsive and relevant to the University's needs.

The campus's Assistant Chancellor for Facilities should be charged with oversight and implementation of the campus master plan, supported by the campus planner and facilities management. The Assistant Chancellor for Facilities should, biennially with the preparation of the biennial Campus Physical Development Plan, indicate the University's progress in meeting the plan's objectives; review recent projects in relation to the policies and guidelines of the plan; rank remaining next steps in the campus master plan for follow-up; add new goals to the campus master plan as appropriate; and update plan elements as needed.

A more comprehensive review and updates of the campus master plan should occur in 10 years, 2021. At that time it should be reviewed to confirm that it continues to be an effective guide, fully responsive to changing circumstances.







## ASPIRATION PLAN

The campus master plan is a guide for the campus's next 20 years. However, it sets up patterns and preferences that will last for decades longer. This chapter describes a potential future for UW-Eau Claire. This campus master plan will not achieve this aspirational plan, but it will move the campus toward this 50+ year goal.

# Goals for a UW-Eau Claire/Community of Eau Claire Partnership

The campus master plan is only the first 20 years of this long-term vision.

- UW-Eau Claire is a major player in the vitality of the Chippewa Valley and is an economic engine spurring redevelopment in the region, including the Eau Claire-Chippewa Falls metropolitan area.
- There is fluid connectivity between UW-Eau Claire and its host community of Eau Claire.
- The University and the City of Eau Claire continue to partner on projects for mutual benefit.
- The campus and community have broken down the “us versus them” mentality and reduced the image of the academe as cloister.

## Water Street

- Seek opportunities to partner with developers along the Water Street commercial corridor for housing, office, graduate academic programs and outreach in a mixed use infill format to strengthen the vitality of the entire Water Street district.
- Development in the Water Street district should reinforce the pedestrian environment and unique architectural character and scale of the district and support the intents of the adopted Water Street urban design standards.
- Support infill development that will reinforce the pedestrian connections between the Water Street campus precinct and Hobbs Ice Center.
- Provide enhanced transit, bike and pedestrian connections along the Water Street corridor.

## Downtown

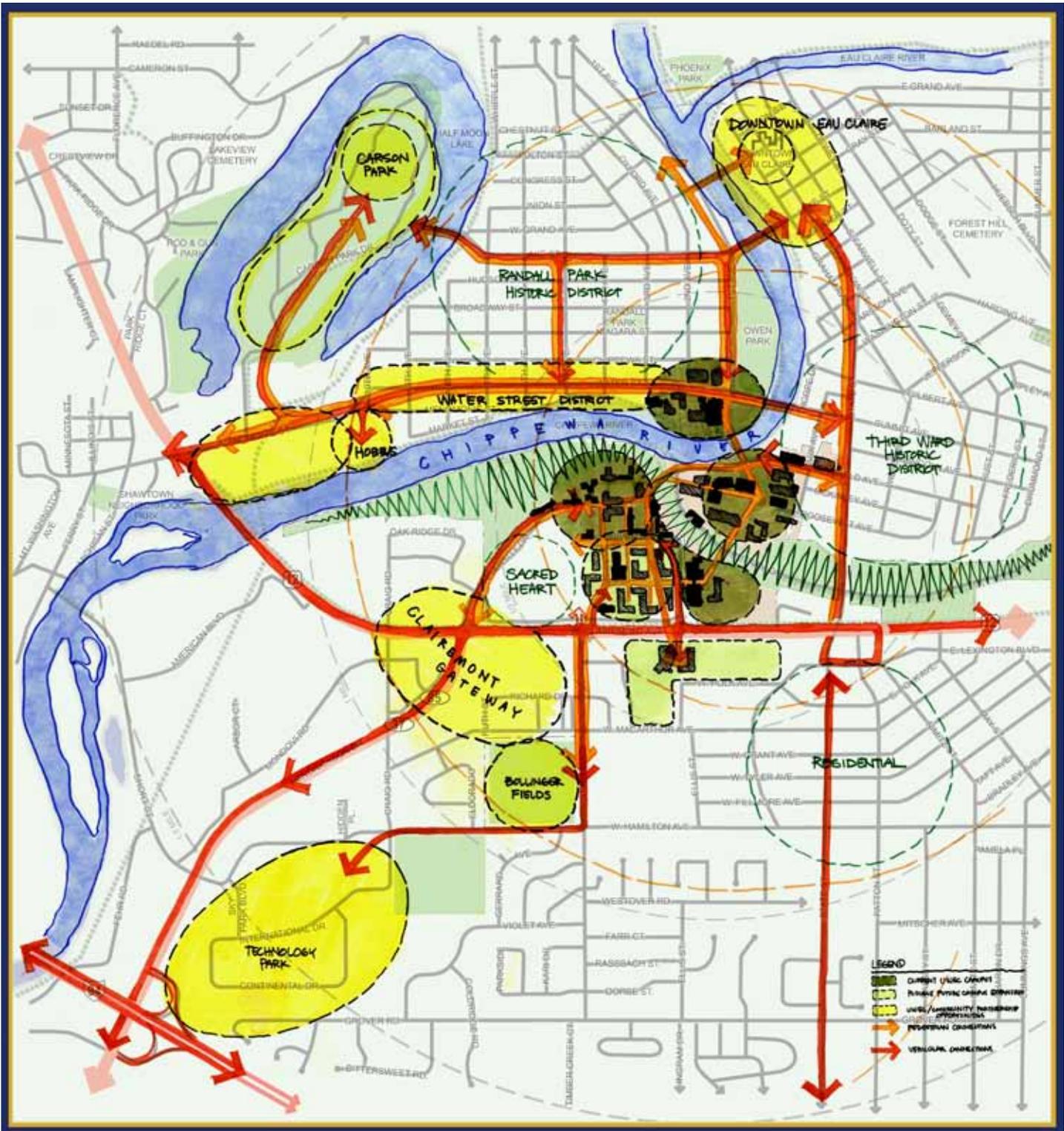
- Seek opportunities to develop partnerships with downtown Eau Claire property owners for creative building re-use options for non-core academic programs, associated housing, outreach, continuing education, foundation, etc. to strengthen the vitality of downtown and create a viable link between the Eau Claire business community and campus.
- Provide enhanced transit, bike and pedestrian connections between campus and downtown along the 1st Avenue/Owen Park corridor.

## Clairemont Avenue Corridor

- Create an understandable and positive UW-Eau Claire presence along Clairemont Avenue, one of the busiest automobile corridors in Eau Claire.
- Partner with the City of Eau Claire to redevelop important properties in the greater Clairemont Avenue/Hendrickson Drive intersection to strengthen the “Gateway into Eau Claire”.
- Partner with CVTC at a mutually beneficial time to assist in redeveloping the CVTC campus to provide academic and athletic growth opportunities on the upper campus precinct.
- Develop a new academic village of health-related academic programs such as nursing, kinesiology and other related programs building in the upper campus precinct adjacent to McPhee Physical Education Center/Ade Olson Addition and in keeping with the Ed/Med Corridor Plan. With academic programs on the upper campus precinct, additional housing density can be explored on the lower campus precinct.
- Consolidate recreation and athletics as well as parking within the West Clairemont area and thus better tie Bollinger Fields to the upper campus precinct.

## Hendrickson Drive/Highway 37/85

- Establish Interstate 94 exit 65 as the entry way to the upper campus precinct and the Clairemont Gateway.
- Develop and expand research at the University.
- Partner with City of Eau Claire to program, intensify and redevelop existing SkyPark Business Park into an emerging technology park.







# WITH APPRECIATION

This master planning effort has been led by the Master Plan Steering Committee. These individuals dedicated significant time to meeting with the campus master planning team and representing the campus master plan within and outside UW-Eau Claire.

The Campus Master Plan Steering Committee members were:

- MJ Brukardt, Special Assistant for Strategic Planning
- Terry Classen, Director of Facilities Planning and Management
- Bernard Duyfhuizen, Associate Dean of Arts & Sciences
- Ricardo Gonzales, Campus Planner
- Kate Hale-Wilson, Sustainability Fellow
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- Beth Hellwig, Vice Chancellor for Student Affairs and Dean of Students
- Pat Kleine, Provost
- Frederic Kolb, Faculty, Economics
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- Kimberly O’Kelly, Program Supervisor, Parking
- Mike Rindo, Special Assistant to the Chancellor and Executive Director – University Communications
- Phil Rynish, Student Body Vice President
- Susan Turell, Associate Vice Chancellor for Academic Affairs and Dean of Undergraduate Studies
- Michael Umhoefer, Student Body President
- Kim Way, Executive Director – UW-Eau Claire Foundation
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- Kate Sullivan, University of Wisconsin System
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In addition, the Campus Master Plan Steering Committee and master planning team wish to thank the dozens of interviewed stakeholders and the hundreds of faculty, staff and students that participated in input and review sessions.







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