I. INTRODUCTION

Scope
The campus mall is defined by Spruce Street on the west; South Sixth Street on the east; the south facades of Karges, Hagestedt, South Hall, Davie Library, Fine Arts, and Centennial Science Hall on the north; and the north facades of the Ag. Science complex, Hathorn Hall, Wyman Education Building, and the University Center to the south.

Objectives & Implementation
The primary goals of the Campus Mall Design Study are to provide a concept plan for the physical development of the central campus mall area and to designate projects for future funding. This study provides an order-of-magnitude cost estimate and phasing diagram for the implementation of mall renovation projects. These renovation projects are anticipated to be implemented as funding becomes available over the next 20 years.

Furthermore, the Mall Design Plan establishes a guiding vision for the campus mall and its component spaces. The detailed design of component spaces illustrated in the Mall Design Plan and supplementary drawings are not intended to be the final construction directive. Rather, they offer an informed vision of what the campus mall could become. Future design and implementation should reference the Mall Design Plan as a launching point for further investigation. Materials, proportions, and precise locations illustrated in the plan are suggestive and should be evaluated through additional design development and construction detailing.

The central campus mall should reinforce UW River Falls’ commitment to provide a quality academic setting that fosters innovation, collaboration, and environmental stewardship. The physical form of the campus mall component spaces must anticipate future needs while honoring its historical identity. Furthermore, because the ‘heart of campus’ lies within the campus mall, the Mall Design Plan has the ability to improve the quality of campus life and express UW River Falls’ unique culture and identity.

II. MALL DESIGN PLAN – COMPONENT SPACES

South Hall Parking Lot
The removal of parking lot B2 and replacement by a pedestrian-oriented space is anticipated to be the first major project implemented after the Mall Design Study. Although not unanimous, the majority of stakeholders and steering committee members voiced strong support for improvements to this space. Disconnecting 3rd Street between Cascade Avenue and Wild Rose Avenue is one of the most transformational elements of the Mall Design Plan. This will reduce pedestrian-vehicular conflicts and create a safer, more continuous pedestrian circulation network. Concurrent with lot B2 removal, parking lot B1, west of South Hall, should be reconfigured and reconstructed to provide a circular turnaround and additional ADA-accessible parking stalls. ADA accessibility must be provided from the parking lot to South Hall and Davie Library. The parking lot design should utilize stormwater best management practices to filter runoff locally, within depressed landscape islands. The use of bioretention basins to infiltrate stormwater is subject to geotechnical investigation and analysis.

As recommended in the 2011 Master Plan, the South Hall site design draws a formal connection between the mall and the South Hall entry. The space should highlight South Hall’s historic facade and provide a scenic place for study and relaxation. South Hall is listed on the National Register of Historic Places, and all site design must occur in cooperation with the State Historical Society.

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<tr>
<td>East-West Promenade: High Point Plaza to 3rd St.</td>
<td>This component project should occur early in the overall sequence of the mall reconstruction due to its strong relationship to the South Hall site. It should establish the framework for circulation that will generate momentum in constructing the remaining east-west promenade. The primary east-west walks should be 14 feet wide. In accordance with campus policy, the expanded sidewalk width will accommodate pedestrian and bike use. Specifically, the outer edges of the walks utilize a specialty paver zone informally designated for bike passing. Bike racks, bike shelters, benches, lighting, and other site</td>
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amenable locations are located in a consistent and predictable manner, just outside the path along the main east-west promenade. New tree plantings along the promenade should create an iconic east-west allée. The allée should utilize large groupings of tree species. However, the allée should avoid a monoculture of trees throughout the entire east-west extent. To strengthen the formal relationship between the pedestrian promenade and South Hall, the campus clock should be moved from its current location near Davee Library. Its new position should be on an axis with the pedestrian promenade and South Hall’s entry. The clock should be reinstalled on a larger monument base that is more proportional with the clock’s scale and which provides passive seating opportunities.

Contingent on geotechnical investigations, a new low point should be created within the central promenade to accept water from Davee Library’s southwest entry area. This area currently has drainage issues that must be corrected. The new low point can function as a rain garden to collect runoff from permeable and non-permeable surfaces. Because of its prominent location, the rain garden should appear formal in form and refined in planting style.

The High-Point plaza caps the east end of this phase. This location northwest of the University Center is one of the highest points in the campus mall, and it is a major intersection of pedestrian, bike, and service vehicle traffic. Consequently the space should be designed both as a gathering space to facilitate student interaction and also as a hub for the efficient flow of traffic. Although occasional service vehicles must have access to the University Center northwest entry, the High Point Plaza should give priority to the pedestrian traffic. Within this space a major monument, fountain, or other vertical element should serve as a landmark and destination visible from multiple directions.

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### University Center Plaza & Lawn

The space outside the University Center should be sized for programming needs and oriented to improve the indoor-outdoor connection of the campus “heart.” As a prime destination, it should have the highest concentration of amenities including bike parking, kiosks, and irrigated bluegrass lawn. Utilities such as electric, water, and wireless internet should extend into the central landscape to streamline performance setup, ease maintenance activity, and increase student usability.

While moving east or west along the main promenade, the University Center Plaza should instinctively cause students and visitors to pause in realization that they’ve entered a congregation place. In contrast to the linear east-west corridor, the University Center Plaza should be perceived as an outdoor gathering room with definable edges and some degree of enclosure. To achieve this perception, the University Center Plaza should utilize specialty materials with variation in texture and color. Because of its high visibility, the plaza should showcase innovative features such as LED light fixtures, solar bike shelters, and solar kiosks.

The UC lawn uses the University Center Building as the central backdrop. This relationship strengthens the identity of the landscape but also draws attention to the University Center’s prominence as a campus hub. A continuous low seat wall defines the space as an outdoor room and is penetrated by sidewalk only in specific locations to limit pedestrian traffic patterns. Furthermore, the walk provides increased seating opportunities in sunny locations. Ornamental trees enclose the lawn to shelter the space from winds and potentially lengthen the season of comfortable usability. The clusters of ornamental trees flanking the UC lawn offers a more intimate leisure space where individuals or small groups can find respite under the canopy of the trees while still watching the activity around them.

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### Amenities Cost Estimate

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<tr>
<th>Component Description</th>
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East-West Promenade: UC to East Gateway Node

As the central promenade passes east from the University Center, its parallel walkways should contour with the natural fall in topography. Finally, the parallel paths should converge to a single crossing at 6th Street. Sixth Street is a major vehicular entrance to the University from Cascade Avenue, and confining the pedestrian crossing to one point will greatly increase safety. The Mall Design Plan uses ornamental fence and masonry piers to restrict east-west pedestrian cross-traffic to the single crossing location. The 6th Street crossing utilizes an elevated tabletop street condition to give priority of the east-west pedestrian movement over the north-south vehicular movement. The masonry piers and ornamental fence also serve to create a threshold that establishes a physical boundary to public vehicular traffic while also evoking curiosity as to what lies beyond, inside the mall. Because the campus does not end at 6th Street, the gateway must be reflected on both sides of the street and reveal a continuity of the pedestrian mall to the east.

Amenities in the gateway plaza should include way finding signage and event-posting kiosks. The design of the gateway must respond to the renovation of Rodli as a Student Services Building and, therefore, a major campus destination.

<table>
<thead>
<tr>
<th>Item Description</th>
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</tr>
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</table>

East-West Promenade-Gateway

Furthermore, the gateway utilizes vehicular movement. Because it is located on the then-elevated grade of Center Promenade, the gateway establishes an elevated threshold to the campus. The gateway also establishes a visual threshold between the student services building, with a large open classroom space, and the adjacent and older library. The gateway should accommodate the segment as a larger, more open space that is accessible to the campus environs. The art installations should fit into the gateway, and this is currently located at the Kinnickinnic River. The outdoor classroom is sized to accommodate groups of 20 to 40 people. Because of underground storm and sanitary utilities, the terraces should be designed without the need for footings and deep excavations. Natural stone outcroppings set on grade with the appropriate base preparations may be one solution to the terrace seating design. Other detailed design considerations include the classroom’s relationship to the style, movement, and views into and out of Dahlia Gardens. Dahlia Gardens must be protected during construction of the outdoor classroom and all other campus mall projects. In regards to the overall phasing sequence, the outdoor classroom is less dependent on adjacent mall projects and could be constructed as soon as funds become available.

<table>
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<tr>
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</table>

Art Gardens

The space between the University Center Plaza, Davee Library, and the Kleingel Fine Arts building is currently home to several well-loved landscape planting beds, but also a vehicular drop-off and two truck loading docks. In accordance with the 2011 Master Plan, the public vehicular access should be removed from the campus interior and limited to a redesigned drop-off and accessible parking loop immediately adjacent Cascade Avenue. Because the loading docks on the library and Fine Arts building will remain, truck access must also remain. The result is reconfiguration of vehicular space is minimized to that needed by delivery truck turning movements with a few temporary parking stalls for campus maintenance vehicles. Furthermore, truck access to the northwest corner of the University Center from Cascade must remain. The site design utilizes roll curbs to prevent public access but still allows delivery vehicles to jump the shallow curb for drop-offs.

Outdoor Classroom

The open lawn north of Hathorn functions as a passive recreation space and is a valuable asset to the residential hall and greater campus community. This quad space also contains several mature evergreen trees. The primary goal of the Mall Design Study is to preserve this space, protecting both the open lawn and historic trees. Improvements should be limited to minor adjustments in sidewalk connections. Any modifications to the current sidewalk layout should avoid construction within the root zone of the existing trees.
trees. The existing deciduous trees that are scattered throughout the landscape should be evaluated individually for health, and selective removal to expand the open lawn is acceptable. Additional trees around the periphery should be added to help define the space. East and west of Hathorn Hall, a low-maintenance meadow groundcover should replace traditional lawn where steep topography descends south towards the river floodplain.

North-South Pedestrian Walkway

The existing connection from the campus mall to the south campus athletic area is a heavily used corridor. In accordance with the 2011 Campus Master Plan, the link between the future loop road and the campus mall should be designed as a primary pedestrian walkway. The walk should be 14' wide and designed to receive pedestrian traffic and occasional service, maintenance, and emergency vehicle traffic. Traffic modes will be consolidated into a single paved walkway. However, roll curbs and signage should restrict public vehicular access from the future Loop Road to the north-south pedestrian walkway. The Mall Design Plan suggests that heavy-duty concrete be used as the paving material. A gateway feature should terminate the north-south walkway where it intersects with the east-west promenade. It is anticipated that the gateway will be constructed in a future phase coinciding with the New Science Building and West Quadrangle construction.

New Science Building Quad/ West Gateway

The area designated under the New Science Building West Quad is the most expansive phase of the Mall Design Plan. After the South Hall project disconnects 3rd Street, the west end of the campus mall will be perceived and experienced as a cohesive mall quadrangle. Future demolition of Karges & Hagestad, construction of the west loop road, and creation of the new Science Building will create an entirely new western boundary to the campus mall. The north end of the quadrangle, commonly known as the Hagestad Grove, should remain intact and protected from construction activity and future development. Sidewalks that no longer function to effectively service the new Science Building should be removed with care not to disturb existing mature trees. Furthermore, existing trees should be buffered from maintenance operations with fingers of native meadow plantings. Because Hagestad Grove is a window into central campus from Cascade Avenue, the meadow groundcover should be no taller than three feet and planted in sweeping drifts to draw views into campus.

The Chancellor’s Grove is yet another existing asset that should be protected during the transformation of west campus. Construction activities may partially disturb this informal arrangement of roses and shade trees that are located at the north intersection of Ag Sciences and Food Sciences. However, the Mall Design Plan recognizes an opportunity to restore and memorialize the Chancellor’s Grove with a new gathering space or landmark node along the east-west promenade.

The presence of evergreens blanketed in snow is an iconic piece of UW River Falls imagery. Expanded use of evergreen trees can increase winter interest and provide shelter from prevailing winds. Therefore, the Mall Design Plan recommends that the new quad space framed by the Chancellor’s grove, Ag Sciences, and the new Science Building holds a bosque of evergreen trees. Several precautions must be taken to ensure safety in groupings of evergreen trees. The trees should be limited up to provide open sight-lines. Additionally, accent lighting can integrate with dense evergreen plantings as a safety measure and help create iconic nighttime spaces.

Finally, a west gateway should cap the east-west promenade and unite the parallel walks into a single 14' wide path. The single path connects the west residential halls to the campus mall and should be designed with the same materials as the promenade. The gateway is located on axis with the east-west promenade and the north-south pedestrian walkway. Like the East Gateway, vertical elements such as masonry piers, ornamental fence, or small-scale wind turbines should establish a destination visible in multiple sightlines across campus. The vertical elements should be designed with a monumental scale and frame what will become an iconic view into the central campus mall. The memorable experience of passing through the West Gateway should also serve as a mental landmark, useful in place-making and campus way finding. However, the gateway must also acknowledge that not only pedestrians will move through the space, and for that reason it should not restrict the movements of emergency vehicles. Aside from its purpose as a landmark and threshold, the West Gateway should also serve as a meeting and gathering place. Specialty paving, landscaping, seating, and other amenities should work in harmony to provide yet another opportunity for individual or small group gatherings. Materials and overall design aesthetics should be consistent with the East Gateway at Sixth Street.
Future Clinical Services Addition

The future clinical services addition is anticipated to be a later phase of the 2011 Master Plan build-out. Therefore, site work around the building addition will be one of the last components of the mall to be implemented. The primary focus of the site design is to facilitate an attractive and efficient entry into the future building. Because the Clinical Services Addition may connect to the University Center, the entry should be designed to receive high volumes of traffic and integrate with the nearby University Center outdoor dining spaces. Construction of a temporary landscape to attractively and effectively move people into the University Center's northwest entry must occur prior to the Clinical Services Addition. Work associated with this entry connection will occur during the University Center Plaza phase, but will likely be redesigned and reconstructed during work on the Clinical Services Addition.

III. COST ESTIMATE

The primary objective of the cost estimate is to associate each phase of the campus mall vision with a ballpark cost. The detail represented in the cost estimate serves only to formulate an overall schematic budget for each phase based on 2013 material and labor costs. The materials and quantities are based on schematic design and should not be used for bidding or contracted work. The cost estimate provides hard construction costs with contingencies based on the Capital Budget Cost Estimating Guidelines for the 2013-2015 Biennium. Contingencies for soft costs such as design services, Department Management, geotechnical investigation, environmental assessments, plan review, material testing, and permitting are not included. The contingency for the New Science Building West Quad and Gateway is 5% greater due to the degree of unknown information related to the design and construction of the Future Science Building. In contrast, the Outdoor Classroom includes a smaller contingency because of the scale of the project and its reduced dependency on adjacent projects.

IV. MALL DESIGN PLAN – GENERAL DESIGN CHARACTERISTICS

The campus mall design plan is a hybrid strategy influenced by elements of the three initial concepts and refined by stakeholder comments. Its basic structure retains the parallel east-west walkway system from initial concepts 1 and 3. However, outer walkways are allowed to slightly bend with the landscape as desired by most reviewers. The plan strikes a unique balance between formal campus design and an informal natural aesthetic.

The mall is compartmentalized into component spaces or outdoor rooms that relate to the associated departments and adjacent architecture. These rooms are connected to each other through the central east-west promenade. The promenade contains a progression of gateways and landmarks to foster social interaction and way finding. Additionally, the landmarks add structure and multi-seasonal interest to a landscape which can be particularly bleak throughout the long winter season. Attention to the winter experience is critical to the success of the campus mall. Therefore, the campus mall must address the challenges associated with comfort, activity, circulation, and maintenance in River Falls’ winter climate.

The campus mall should integrate with future building projects to promote the relationship of the campus interior to the Kinnickinnic South Fork and allow interpretation of the river’s aesthetic to penetrate into the campus mall. The Kinnickinnic River is classified as a statewide Legacy Place by the Wisconsin DNR and is therefore inherently a part of the campus identity. Although the river lies several hundred feet outside of the campus mall boundary, its significance should resonate throughout campus. The Mall Design Plan encourages visual and physical connections to the Kinnickinnic natural area by adding sidewalk connections through gaps in the built environment. Furthermore, landscape and site design should emphasize view corridors to the Kinnickinnic.

Other primary elements that contribute to the campus mall character include:

- **Circulation**: Circulation is a major component of the campus mall. Bikes, vehicles, and pedestrians all use the mall to varying degrees.
  - **Automobiles**: Public vehicle circulation should be removed through a phased effort from central campus. Service, maintenance, and emergency vehicle use must be retained. However, even acceptable forms of vehicular traffic should be reduced or carefully managed to minimize disruption to the pedestrian-oriented environment.
  - **Bikes**: The University faces a challenge common to campuses across the country: How to safely integrate bike traffic with pedestrians. Although bike lanes were a common request by stakeholders, they are not recommended for several reasons:
    - Dedicated bike lanes will increase bike speeds.
    - The network of pedestrian sidewalks will inevitably intersect with the bike lane. The frequency of intersections and potential for increased bicyclist speeds would create an unsafe condition.
    - Adequately separating bike lanes from pedestrian traffic will be difficult to enforce. Bike users and pedestrians are all traveling to the same destinations.
    - Physical space limitations. The campus mall is home to many functions. The creation of bike lanes would severely limit the activities than can occur within the campus mall.
  - **Pedestrians**: Sidewalk widths should be 10' minimum based on maintenance requirements and standard pedestrian traffic loads. High-use pedestrian walkways that also accommodate large volumes of bicycle traffic, such as the main east-west promenade, should be 14' wide. Many of the walkways within the campus mall receive routine vehicular traffic and should be designed with heavy-duty profiles. The campus standard for heavy-duty concrete is 7" reinforced concrete.

  Additionally, the Mall Design Study proposes that the east-west promenade integrate heavy-duty concrete pavers with the heavy-duty poured-in-place concrete sidewalk in order to visually designate it as a primary corridor and enhance the tactile experience. Furthermore, pavers should be used to delineate bike and pedestrian traffic in a flexible and passive manner. Use of permeable pavers in the east-west promenade should be considered.

- **Sustainability**
  - The 2012 Sustainable Campus Community Plan and 2012 Climate Action Plan provide the core vision, objectives, and recommendations for sustainable policy on the UW River Falls campus. The Mall Design Study should contribute to the campus’ holistic effort by addressing several objectives:
    - **Reduce Energy Use:**
V. INITIAL CONCEPTS

Three initial design concepts for the Campus Mall were developed based on three distinct themes. Each concept stays true to its theme with the objective of flushing out a diverse spectrum of initial opinions and perspectives.

Concept 1

In appropriate areas outside of the central promenade, traditional bluegrass lawn should be replaced by less maintenance-intensive fine fescue groundcovers.

Wherever possible, specific site design should utilize durable, local materials. Reduced shipping distances require less fuel consumption and are typically more budget-friendly.

LED site lighting

Durable materials with recycled content. For example, this may include pavers made from recycled fly-ash or site amenities constructed from post-consumer content.

Promote pedestrian and bike circulation. Basic improvements to the bike and pedestrian infrastructure can make low-impact forms of transportation more desirable and accessible to the greater campus community. Also, strategic design can shorten the perceived distances between destinations. For example, deliberate view corridors, beautiful scenery, and protection from the wind and weather can make a trip across campus by bike or foot more advantageous than travel by a personal automobile.

Timeless design is perhaps one of the most sustainable actions that the university can employ in the campus mall. Construction activity is a large source of energy use. Spaces that remain flexible, utilize quality materials, and stay aesthetically relative over the course of time will last decades without the need for reconstruction.

- **Stormwater**: The South Fork of the Kinnickinnic River receives nearly all runoff from central campus. Where possible, the campus should continue its environmental commitment to water quality in the South Fork Kinnickinnic watershed by utilizing the stormwater BMP’s described in detail in the 2009 Stormwater Management Plan. This includes green infrastructure devices such as rain gardens and bio-infiltration basins to pre-treat water. Furthermore, modification to the campus storm sewer should always avoid direct pipe outfall into the river.

- **Irrigation**: Drought-tolerant plants that require no permanent irrigation should be selected for landscape use. However, in areas of the campus mall where turf lawn is inherent to the desired program and under high traffic abuse, smart irrigation systems should be utilized. Smart irrigation, which automatically responds to the real-time environmental demand, is a more sustainable long-term approach to maintaining high-use lawn areas, such as the University Center plaza. Routine replacement of lawn due to predictable patterns of activity is neither environmentally nor financially sustainable. Re-grading and replacement of the campus mall sidewalks also provides an opportunity for stormwater recapture through permeable pavers and underground cisterns. A recapture system which uses stormwater runoff to irrigate the campus mall lawn should be further evaluated for use in the mall east-west promenade.

- **Energy Capture**: Small-scale energy capture through features such as solar canopies or wind turbines is an excellent way to showcase the university’s commitment to innovation. The energy generated by such features could be delivered back to the grid or used to power electric site amenities such as digital kiosks.

- **Trees**: Trees are an essential element of the campus mall. They provide climate moderation and carbon-dioxide exchange. Trees also create opportunities for outdoor education. A list of desired species has been identified for horticultural education.

Concept 2 provides the functional improvements desired by the campus such as circulation enhancements and gathering spaces, but it delivers the elements in a more organic form. The backbone of Concept 2 is a single east-west promenade between the university center and Spruce Street.

The design recognizes the ability to slightly bend the path of pedestrian and bicycle travel to create an enjoyable experience without causing cow-path shortcuts. Although formality may exist in the design of smaller features and gathering nodes, the overall character of the campus mall follows the flowing aesthetic of the Kinnickinnic River and the recently completed Cascade Avenue streetscape.

Nodes are organized along the promenade to facilitate gathering, interaction, and way finding. The single east-west promenade splits at the University Center entrance to draw attention to the space considered by most as the heart of campus. A seat wall arches around the University Center lawn to both define the space and strictly limit circulation patterns to the areas where walkways penetrate the wall.

While all three concepts adopt elements of sustainability, Concept 3 really establishes this philosophy as the primary organizing element. Concept 3 draws from the principles laid forth by the 2012 Sustainable Campus Community Plan and the 2012 UWRF Climate Action Plan. These principles include the desire to reduce human impact on the land, to create an environment that relates to its historical and regional context, and to support a community that can sustain itself.

The mall design acknowledges the campus’s impact on local hydrology and the Kinnickinnic River watershed. It uses alternative groundcovers to reduce maintenance and dependence on energy-intensive equipment. The design also reduces consumption from traditional energy sources by utilizing alternative energy production. Photovoltaic panels and small-scale wind turbines integrate into bike shelters, kiosks, and landmarks to provide educational contexts where academics integrate with the physical environment. A significant element of Concept 3 is the elimination of public vehicular traffic from central campus, thus creating a safer and more cohesive pedestrian and bike transportation network.

Vegetation and landscaping is modeled after the local natural environment but within a formal geometry similar to Concept 1. The unexpected expression of naturalism combined with formality structures a memorable campus space that sets UW River Falls apart from its competition. Furthermore, edible landscape plantings move beyond aesthetics and contribute to regional identity, self-sufficiency, and outdoor education.
VI. BACKGROUND INFORMATION

The Request
The 2011 Campus Master Plan identified a need to renovate the campus mall. Sidewalks are laid out to align with building entrances that no longer exist. Stormwater management has never been adequately addressed throughout the mall. Mature trees have been lost due to construction, wind damage, and disease over the years. Yet replacement trees have not been planted due to the lack of a coordinated mall design. The mall sports an eclectic mix of picnic tables, benches, a clock tower, trash and recycling receptacles, and other site amenities. Some improvements have been made, particularly in planting beds and in an alumni-funded area known as the Dahlka Garden. The campus is committed to renovating the mall as funds become available. A consistent design and phasing plan is needed in order to coordinate these projects.

Interpretation of the 2011 Campus Master Plan
The Mall Design Study builds off of the Campus Master Plan and serves as a transition from the Master Plan to actual construction projects. Therefore, the Mall Design Study will adopt the critical values, guidelines, goals and recommendations set forth in the 2011 Master Plan while providing more detail in design and cost of the campus mall improvements.

Input & Advisory Process
Input from a diverse group of stakeholders was critical to developing a comprehensive plan that met the present and future needs of all parties connected to campus operations and experience. On October 9th and 10th 2012, Ken Siaki Design (KSD) facilitated a series of input sessions to obtain essential information from multiple campus user groups. Campus interview groups included representatives from Student Services, Campus Police and Parking, St. Croix Institute for Sustainability, University Center Staff, Admissions, Campus Communications, Student Senate, and Campus Grounds Staff.

The River Falls community was also engaged through interviews with former mayor Don Richards, River Falls Fire Department, City Planning, City Engineering and Public Works, and Facility Management Engineering. During the two-day input sessions, an open forum was also held to receive additional input from campus faculty, staff, and alumni. A final presentation was held March 13th 2013 to present the preferred design plan and collect another wave of input and review by the larger campus community and public audience.

Oversight was provided by an advisory committee comprised of Joe McIntosh (Grounds Maintenance), Dale Braun (UWRF Campus Planner), Mike Stilfer (Administrative Services), and Lisa Pearson (DOA Landscape Architect). Additional review and input was given by Kate Sullivan (UW System), Chris Mueller (Executive Director of University Advancement), and Chancellor Dean Van Galen.

Inventory and Data Collection
Base survey files were provided by campus. The campus survey includes all above-ground utilities, features, topography, and underground utilities. Cascade Avenue alignment design files were provided through the city’s engineering consultant. On-site photographic documentation was conducted by KSD.

Site Analysis
The presence of a protected open space at the center of campus is in itself an extremely valuable asset. Although many stakeholders expressed a fond connection to the existing campus mall, several common deficiencies were repeated throughout the input sessions and confirmed by consultant observational analysis:

- Sidewalk capacity of primary walks is insufficient for current volume of pedestrians and bikes. Bike traffic in the campus mall must be addressed.
- General lack in seating, gathering spaces, place-making monuments and destinations.
- Lack in hierarchy of outdoor open spaces.
- The appearance and functionality of the University Center plaza does not embody its significance as the heart of campus.
- Lack of expression of true local identity.

Expressed concern for the lack of local identity should not be confused with a lack of beauty. Most stakeholders voiced appreciation of the existing beauty. However, beauty is subjective and much more dependent on the weather. Identity is more definable. Within the immediate vicinity of the central campus mall, several site features do stand out as unique examples of the university’s identity. Hagested oak grove, South Hall’s paved emblem, Dahlka Garden, Kleinpell Fine Arts south west garden, Wyman entry landscape, and the campus clock are a few such examples. Furthermore, the South Fork of the Kinnickinnic River is a valued natural resource that defines the identity and organization of the entire campus. However, hap hazard arrangement of lawn, shade trees, and sidewalks contribute to an aesthetic that is neither inherent to River Falls nor effective in distinguishing UW River Falls from an array of competing institutions. The campus mall should create memorable spaces with the goal of generating memorable experiences.

Other observations made by the design consultant:
- To its detriment, the mall is divided by Third Street. As a result, the space west of Third Street is underutilized and disconnected from the remaining central campus.
- The scale and spatial relationship between open space and buildings could be improved.
- Lack of consistency in materials.
- Central campus bears little connection to the region’s ecological landscape: Wisconsin’s Western Prairies. Likewise, the relationship to the Kinnickinnic River Natural Area could be enhanced.
- The recently re-constructed Cascade Avenue is an influential component of the campus fabric. It serves as a window, connector, and boundary. It also establishes the initial impressions of visitors entering campus from downtown River Falls or other major regional transportation routes. The campus mall aesthetic should display some relationship to Cascade Ave.
- The campus has very few long, unobstructed sightlines.
- Numerous mature White Pine, Norway Spruce, Scotch Pine, and other evergreen species dot the existing campus landscape and contribute to its identity.
VII. REFERENCES & RELATED DOCUMENTS

Request For Small Project Approval, July 2012. State Of Wisconsin Department Of Administration Division of State Facilities.


VIEW TO CAMPUS MALL FROM 6TH STREET EAST GATEWAY
VIEW OF UNIVERSITY CENTER
PLAZA & LAWN FROM 3rd FLOOR
CONFERENCE ROOM
VIEW TO SOUTH HALL FROM CAMPUS MALL
CONCEPT 1

UW River Falls - Mall Design Study - November 26th, 2012

1. Monuments and focal points
2. Gateways to establish boundaries
3. Gathering and outdoor classroom spaces
4. Landmarks for multi-seasonal interest
5. Repetition and rhythm in landscape design
6. Healthy lawn for active & passive use
7. Flexible-use paved plaza spaces
8. Highly-delineated formal lawn panel
9. Linear circulation and tree alleys
10. Thresholds and axial views
CONCEPT 3

UW River Falls - Mall Design Study - November 26th, 2012

1. Stormwater storage for irrigation
2. Solar canopies for bike storage
3. Mimic local aesthetics with low maintenance materials
4. Wind energy harvesting
5. Energy use reduction - prairie landscape
6. On-site food production
7. Sustainable industry demonstration
8. Alternative transportation - bike lanes
9. Energy use reduction - no more frigid lawn
10. Rainwater infiltration