Dear Friends and Colleagues of UW-River Falls:

With 226 acres of rolling land on its main campus, a picturesque central pedestrian mall, and the flowing South Fork Kinnickinnic River, the University of Wisconsin-River Falls is a uniquely beautiful place to study, live, work and visit. We recognize, however, that our campus must be more than just beautiful.

UW-River Falls must offer facilities capable of supporting 21st century student learning, pathways and entrances that welcome visitors, and an infrastructure that preserves the natural environment. I am confident that the plan summarized in this document meets each of these challenges.

I want to thank everyone who contributed to the development of our campus master plan, including our Campus Planner, Dale Braun. The final product is the result of countless hours of input from faculty, staff, students, alumni, community partners and external consultants. This visionary plan helps to ensure that UW-River Falls grows in a manner respectful of our heritage and our environment.

I encourage you to review this document with an eye to the future. I am certain that upon doing so, you will share my excitement about what the UW-River Falls campus will offer future generations of Falcons.

Dean Van Galen, Ph.D.
Chancellor

Our mission is to:

Help students learn so that they are successful as productive, creative, ethical, engaged citizens and leaders with an informed global perspective.
The UW-River Falls Campus should be:

DEDICATED TO MISSION
We will be the learning nucleus of the St. Croix Valley. The campus should support and cultivate academic growth, providing open, collaborative, and flexible environments for teaching, research, and outreach, the exchange of ideas, and the nurturing of innovation.

INWARDLY AND OUTWARDLY CONNECTED
The campus welcomes first-time visitors, community members, and faculty, staff, and students. Pedestrians can seamlessly move among the campus core, the campus farm, the south campus sports and recreation complex, and both sides of Cascade Avenue. The campus connects fully to its community, including downtown River Falls and adjacent neighborhoods.

ENVIRONMENTALLY SUSTAINABLE
UW-River Falls is a steward of the South Fork Kinnickinnic River, which serves to define our character and campus patterns, but is also a living laboratory in our back yard. The river is a central feature of campus life while water quality and riverbanks are improved. The campus demonstrates sustainable technologies for river enhancement and energy efficiency.

COMMUNITY-BUILDING
UW-River Falls strengthens the community-building aspects of campus. It broadens student housing options, expands the campus’s social and cultural infrastructure, and promotes a healthy and vital River Falls.

COMPACT AND INTEGRATED
Creativity and learning depend on bringing disciplines, people, and ideas together. The campus concentrates academics and learning into an expanded and defined campus core. Campus design is focused on the needs of the pedestrian.

COORDINATED AND ENGAGED
In the planning and design of the campus, UW-River Falls continues to integrate multiple disciplines, engages both the campus and River Falls communities, and coordinates academic, development, landscape, and infrastructure initiatives.
A Campus in Evolution

Need for a Campus Master Plan

UW-River Falls was founded in 1874 as a state normal school providing training for rural teachers. Agriculture education, added in 1912, quickly expanded into a general agriculture curriculum. The campus lands stretch over 800 acres of land, including a 300-acre farm northwest of the City of River Falls.

The campus is facing current and anticipated pressures. Student enrollment has grown dramatically since the late 1990s. It will continue to grow as UW-River Falls responds (as resources permit) to UW-System’s Growth Agenda, as we contribute to building the Wisconsin economy, and as our region becomes more integrated with the Twin Cities. Our enrollment has grown by over 1,000 students in last ten years and is expected to increase by another 1,000 students in the next decade.

Larger student bodies bring more demand for on-campus living spaces, more open space, and more vehicle parking. The campus’s characteristic east-west campus orientation was set with the last campus master plan in 1968. The campus identity is defined by the South Fork Kinnickinnic River as it passes through the center of campus, yet the river and its floodplain constrain campus growth and change.

The Campus Laboratory Farm not only symbolizes our history but is also ground were breakthrough research literally takes root. Yet the farm is threatened as the campus athletic and recreational needs increase and the City of River Falls grows around the campus.

Like all Wisconsin universities, UW-River Falls must maximize its limited financial resources. Our existing structures must be fully utilized and repurposed to meet our faculty’s modern teaching methods, our students must be proud to live in our residence halls, and our utility costs must come down as our demands rise.

Building Only the Space We Need

The master plan’s building and classroom recommendations are based on a solid understanding of how the existing campus spaces are used and what the future demand for campus space will be.

The university will maximize the utilization of existing spaces before new classrooms, labs, offices, library, and physical plant spaces are constructed. All new and renvoated campus spaces will be “right-sized” to meet state and national benchmarks and guidelines, to accommodate not only existing needs but also future student enrollment and changing methods of instruction.

Residence Halls

Approximately 40 percent of our students live on campus, making UW-River Falls a very residential campus, contributing to both community-building and higher retention and graduation rates. To maintain the residential character in the face of rising student enrollment, two new residential halls in addition to the George R. Field South Fork Suites Addition will be needed over the life of this master plan.
Campus Road Network
The master plan recommends a dramatic change in campus circulation.

Third Street now cuts through the middle of campus between South Hall and the Greenhouse, creating a vehicle/pedestrian conflict and detracting from the appearance of the campus mall. Third Street will be removed, unifying the central mall and making it more pedestrian-focused.

Circulation on the campus west end is now disconnected from the campus road network and the Spruce Street entrance is threatened by the Cascade Avenue reconstruction project. A new entrance off the Second Street roundabout will connect to a campus ring road that will keep vehicles out of the campus mall area.

Roads like Fourth Street are redesigned to provide limited access for deliveries and reduced parking. Roads and parking lots in the center of the east neighborhood are removed, making room for more recreational open space.

The new segment of the ring road north of the river will become a “South Fork Parkway” with sidewalks, bicycle facilities, and stormwater treatment.

Pedestrian and Bicycle Network
The east-west orientation of campus was established decades ago. The master plan establishes a prominent east-west promenade that connects the entire campus, from George R. Field South Fork Suites to the gateway into downtown River Falls. Minor sidewalks connect this central spine to every major building entrance.

A more prominent north-south path over the river will connect the academic core to the south campus sports and recreation complex. A north extension crosses Cascade Avenue to the new parking structure and North Hall.

Campus Parking
The growing on-campus population will demand more parking. Although the master plan recommends improvements to pedestrian and bicycle facilities, it assumes no significant shift away from vehicles. Since the campus foresees no car ownership restrictions and since no additional off-campus on-street parking will become available, the master plan expands on-campus parking supply by approximately 700 spaces.

To improve the pedestrian orientation and the aesthetic of the campus mall and to improve the river’s water quality, internal campus and riverfront parking will be relocated to the campus edges.

Parking is expanded on campus edges, including expanded surface parking east of George R. Field South Fork Suites, north of the east residence halls, and at the south campus sports and recreation complex. A parking structure west of North Hall will provide significant parking close to both the academic core and downtown River Falls.

Yet campus parking must be balanced with other campus goals. Campus sustainability goals suggest reducing the amount of impervious surfaces and the use of single-occupant vehicles. To prepare the campus for this transition, the campus will expand and strengthen facilities for bike commuting and walking.

Where this path crosses Sixth Street near Rodli Hall, pedestrians should be visible, vehicles slowed, and the crossing safe.
UW-River Falls seeks to combine the faculty and physical resources of the pure and applied sciences. A new science building at the west end of the campus mall further establishes the campus's science precinct. Science programs in the inadequate Centennial Science Hall move into a new science building on the Hagestad site with modern wet and dry labs, offices, and collaboration spaces. The new building is adjacent and possibly connected to the existing Agriculture Science Complex. Chemistry, physics, and math can closely collaborate with biology and the applied agricultural sciences.

The west residential neighborhood, comprised of Johnson Hall, May Hall, Prucha Hall, and Stratton Hall, is an intimate collection of residence halls. These existing halls are preserved and incrementally improved through on-going maintenance.

Campus parking is removed from the center of campus and relocated to edge parking lots and a parking structure.

To improve water quality and provide passive recreational space, Parking Lots N & K are removed and replaced with open spaces and stormwater treatment areas.

Road connections along and near the river respect setbacks and capture storm water. The campus master plan recommends best management practices including rain gardens, detention ponds or swales, and other features at specific locations across campus.

A boardwalk and trail system on both sides of the South Fork Kinnickinnic River brings campus users closer to the river, while encouraging routes that protect critical areas. The boardwalk will feature sitting areas that could include interpretative signage. The campus will open views to the river between Third Street and Sixth Street bridges and maintain a naturalized streambank elsewhere.

South of the river, the south campus sports and recreation complex contains all athletic, indoor recreation, and related academic programs and an extensive array of outdoor competition and intramural spaces. Students will access the complex using river bridges and wooded pathways.
3 Rodli Hall is a prominent and underutilized asset that must be repurposed. Rodli Hall is renovated to feature campus offices that focus on students and campus visitors. Rodli Hall could house enrollment services and become the first stop for those visiting campus.

4 Centennial Hall, which is a solid building but has furnishings that do not support modern teaching methods, will be renovated for additional classrooms, collaboration space, offices, and meeting spaces. With additional classrooms in Centennial Hall, the classrooms in North Hall can be renovated into administrative offices, reducing the demand for students walking across Cascade Avenue on an hourly basis.

5 The demand for space in Wyman Hall will increase clinical services to the community are expected to grow. A north addition to Wyman allows for expansion while also possibly creating another functional entrance to University Center.

6 A new suite-style residence hall will be constructed as an addition to the popular Hathorn Hall, increasing the number of students living within the academic core.

7 The existing east neighborhood open spaces will be improved to accommodate both programmed and passive outdoor recreation space.

8 Facilities Management offices will be relocated to RDI Building. Existing offices in RDI will be relocated into the academic core, perhaps into North Hall or Rodli Hall.

9 The George R. Field South Fork Suites addition will complete the residential housing in the east neighborhood.

10 The master plan recommends the expansion of the campus boundary to provide more land for horticulture and equine programs at the campus laboratory farm. The campus farm should expand south to Cemetery Road and east to South Wasson Lane.
Open Spaces
The character of the campus is defined by its open spaces.

The removal of Third Street and interior parking lots will result in a pedestrian-focused central mall that is extended west to the science precinct.

University Center’s plaza will be the central campus gathering and activity spot. The campus mall will feature smaller and intimate open spaces like Dahika Garden, an amphitheater, the Chancellor’s Grove, and the clock tower.

Passive and unprogrammed spaces will allow for outdoor classrooms and resident relaxation. These spaces include the east neighborhood play spaces, the Hagestad/South Hall grove of trees, and the open space north of Hathorn Hall. The space between the historic North Hall and South Hall will become an important open space that is shared with the River Falls community and first time visitors.

Campus Edges
The campus must be respectful of its host community and particularly to adjacent neighborhood and commercial corridors. The campus has many different types of edges and they will be designed to support the adjacent residential, commercial, and rural areas.

Cascade Avenue is a prominent corridor for both the campus and the city. The City and the university collaborated on a major reconstruction plan that removes on-street parking, creates a landscaped median, accommodates bicycles and pedestrians, and changes the Second and Sixth Street intersections into roundabouts. The campus master plan embraces the new corridor design, utilizing the two roundabouts for prominent campus entrances. The plan will urbanize the road with a parking structure, while reducing class-change pedestrian crossings.

Campus open spaces should be functional throughout the year. Above is a potential design of a winter skating rink between the University Center and the South Fork Kinnickinnic River.

Wide and prominent pedestrian paths will connect the campus from the George R. Field South Fork Suites to downtown River Falls.

Campus roads should be narrow, slow, and pedestrian-friendly.
The function and appearance of the Cascade Avenue corridor is important for both UW-River Falls and the City of River Falls. The proposed gateway at Second Street and the parking structure will improve the appearance of the corridor.

**Gateways**

The long Cascade Avenue frontage and the many road connections into campus confuse those coming to the campus for the first time. This master plan establishes strong campus entry points.

The major gateway into the campus will be the new Sixth Street roundabout. The entrance, including the interior of the roundabout, will be designed with major campus signage. Sixth Street will provide access to major attractors like Rodli Hall, its student services and University Center.

Other campus entrances will be designed as minor gateways with campus signage. Those are the Second Street roundabout, Birch Street at Cascade Avenue, a new Chalmer Davee Library/E.H. Kleinpell Fine Arts drop-off on Cascade Avenue, the Main Street entrances into Parking Lot E and south campus sports and recreation complex, and the South Wasson entrance into the Campus Laboratory Farm.
Phased Improvements

The campus master plan is a twenty-year vision, comprised of small incremental projects.

In the first six-year phase (2011-2017), the south campus sport and recreation complex opens and the city will construct the first phase of the Cascade Avenue project, from Main Street to Sixth Street, with roundabouts at Second Street and Sixth Street. Rodli Hall is renovated as a student services center and the campus’s new front door. The campus further reduces its dependence on the electrical grid with a wind energy project. Many structures are internally remodeled.

In the second six-year phase (2017-2023), the long planned science building is constructed, prompting a wave of projects such as west campus chilled water plant, the parking ramp construction, the removal of Third Street, and the North Hall stewardship project. Additionally, the efficiency of University Center increases with the mezzanine project. Campus core residential options increase with the Hathorn Hall addition.

In the third six-year phase (2023-2029), academic spaces continue to improve and expand. The Agriculture Science complex is renovated, the Greenhouse gets a headhouse addition. Clinical spaces expand with the Wyman addition. The second and third floor offices and art labs of E.H. Kleinpell Fine Arts are renovated. Continued enrollment growth will require the construction of the second residence hall at Spruce and Cascade Avenue. Improvements are made to the South Fork Kinnickinnic River, better connecting the river to campus.
Environmentally and Economically Sustainable

The UW-River Falls Campus Master Plan must be sustainable. It must move the campus in the direction of less environmental impact, including improving the South Fork Kinnickinnic River water quality, reducing impervious surfaces, and increasing building energy performance.

RECYCLING EXISTING STRUCTURES

The master plan reuses and repurposes many existing structures. Rodli Hall is repurposed from a dining commons to a student services office cluster. Centennial Science Hall is renovated from an antiquated science building to house general classrooms and meeting spaces. A new building for cramped Maintenance is avoided by reusing the RDI building. The core of the south campus sports and recreation complex is the existing Hunt Ice Arena and Knowles Recreation Center.

NEW AND EFFICIENT BUILDINGS

The worst performing structures are demolished and replaced. R.A. Karges Center and Emogene Nelson Building are removed with the south campus sports and recreation complex project. Hagestad Hall will be repurposed in the near-term for studio classrooms. In the long-term, the functionality of the building will decline and it will be demolished for a new science building.

The master plan’s architectural design guidelines focus on efficiency and performance. The new structures – the new residence halls, the south campus sports and recreation complex, the Wyman addition, and the science building – will be constructed to modern standards for efficiency and performance, with energy use a minimum of 30 percent better than code. New buildings should reflect the current state of the art in building efficiency, performance, and energy generation, including integrated renewable energy sources.

When new and renovated structures are designed and constructed, they must maximize energy efficiency, respect their built and environmental context, be cost effective in the long-term, be both functional and flexible, and focus on purpose.

The prescribed exterior building materials are primarily clay brick, supplemented with cut or natural stone and/or metal panels, all of which are proven materials that are durable and attractive throughout their lifespan.

REDUCING OUR CARBON FOOTPRINT

The campus will provide beds for 40 percent of the student body, a very high on-campus residential rate, which will reduce commuting and vehicle use. Campus utilities will continue its transformation to more sustainable and efficient energy use.

SUSTAINABLE SITES

The site must be as sustainable as the structures. Parking lots and their impervious surfaces are removed, with parking replaced in a parking structure. New road segments and parking lots will integrate stormwater infiltration into the design. Lots N & K are reconstructed from asphalt lots that dump heated runoff into the river into bioretention areas. A dense pedestrian and bike facility network will encourage pedestrians and bicyclists. Native plants are encouraged.

ECONOMICALLY SUSTAINABLE

Yet the plan must also be economically sustainable. While the master plan is far-reaching and visionary, it is easily divided into incremental and discrete projects that can be funded. Projects will tap many funding sources including GPR and PR funding, grants, non-state funding, and partnerships with the City of River Falls.

University Center sets the new campus standard for sustainable building design and operation.

North Hall is a historic structure that sets expectations for building materials and heights for new structures.

Stormwater should be infiltrated through vehicle parking surfaces using best practices such as permeable pavers.
The Campus Master Plan charts the next twenty years for the University of Wisconsin-River Falls. Yet it will take collaboration among the university and its many partners to achieve our strategic goals and implement this vision.

STATE OF WISCONSIN
As a component of the UW System, UW-River Falls relies on support from the State of Wisconsin and the state's taxpayers for operating and capital support. In return for educating our state's future business and community leaders, the State expects that its resources be efficiently and wisely spent. The Campus Master Plan continues UW-River Falls' commitment to remain an effective investment.

UW-RIVER FALLS STUDENTS
Through their tuition, residential hall charges, and student activity fees, students will fund and implement much of the Campus Master Plan. Students will partially fund the athletic and recreation complex and directly fund residence halls and sustainability demonstration projects, so the design of these projects should engage students and Student Government.

CITY OF RIVER FALLS
The university encourages a deeper partnership with the City. The symbiosis will deepen with projects such as the Cascade Avenue reconstruction and design, improving the South Fork Kinnickinnic River water quality and recreational connections, and improving economic activity in downtown, and shared utility provision.

RESIDENTIAL NEIGHBORS
When UW-River Falls is successful within its borders, we can best contribute to the success of our adjacent residential neighborhoods, Cascade Avenue, and Main Street. Our campus growth and change will impact our neighbors, but we will grow and change in ways that also benefit them.

ALUMNI AND FRIENDS
The many recommended projects are opportunities for alumni and other donors to contribute to the campus in a remarkable and lasting way.