UNIVERSITY OF WISCONSIN-LA CROSSE

2019 CAMPUS MASTER PLAN UPDATE

CONTENTS

1

EXECUTIVE SUMMARY

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VISION AND MISSION

UNIVERSITY OF WISCONSIN-LA CROSSE MISSION AND VISION

The campus master plan aims to provide the facilities necessary for the university to achieve its mission and vision.

Mission

The University of Wisconsin-La Crosse provides a challenging, dynamic, and diverse learning environment in which the entire university community is fully engaged in supporting student success. Grounded in the liberal arts, UWL fosters curiosity and life-long learning through collaboration, innovation, and the discovery and dissemination of new knowledge. Acknowledging and respecting the contributions of all, UWL is a regional academic and cultural center that prepares students to take their place in a constantly changing world community. The university offers undergraduate programs and degrees in the arts and humanities, health and sciences, education, and business administration. The university offers graduate programs related to areas of emphasis and strength within the institution, including business administration, education, health, the sciences, and the social sciences.

Vision

The University of Wisconsin-La Crosse aims to foster within each student the curiosity, creativity, and tenacity necessary to solve the regional, national, and international challenges of the 21st century. The university's official motto mens corpusque ("mind and body") will continue to guide our direction as a student-centered university committed to a quality education for the whole person. As such, it will continue to provide opportunities both inside and outside the classroom for the development of sound mental, emotional, and ethical skills, as well as general well-being. Our students, faculty, and staff will experience the world through constantly evolving technologies and cultures. Thus, the skills of effective communication, critical thought, leadership, and an appreciation for diversity must be the hallmarks of a UWL education.

(Adopted by the UWL Joint Planning & Budget Committee, March 2015)

CAMPUS MASTER PLAN INTRODUCTION

2018 CAMPUS MASTER PLAN UPDATE

The University of Wisconsin-La Crosse (UWL) campus master plan update is a guide for both short-and long-term growth and development opportunities. This plan update strengthens the framework established by the 2005 campus master plan. Within this physical framework, campus administrators can prepare for future needs of the physical campus setting in order to meet the goals of University of Wisconsin System (UW System) Administration, UWL, and the needs of its colleges, departments, and the entire student population. The campus master plan responds to the desire for UWL to become a regional benchmark institution among its public and private peer institutions.

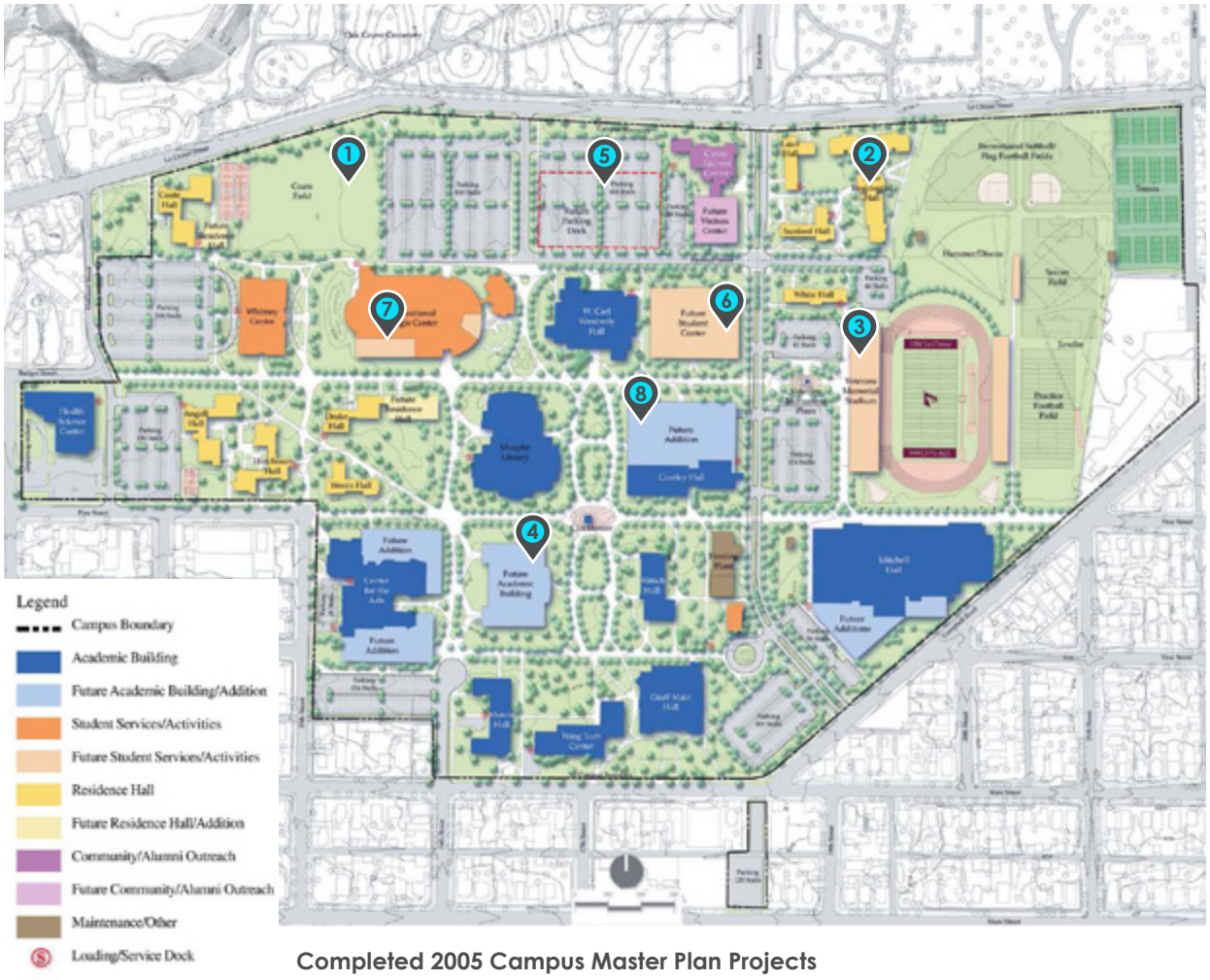
This plan update builds on the 2005 campus master plan, which was a 20-year vision based on a public and collaborative process that involved campus administration, faculty, staff, students, and community members. The 2005 campus master plan ushered in a transformative decade for the university and its campus, and the university has faithfully implemented the campus master plan. This plan update refines and extends the 2005 recommendations for the plan's second decade, incorporating the transformative changes of the past decade and resets the vision for the next decade of change.

PURPOSE OF THE CAMPUS MASTER PLAN

As UWL moves forward in fulfilling its specific mission within the mission of the UW System, the physical campus setting must play a vital role in supporting these goals and achievements. While much of the campus growth of the past has been done in a measured manner with thought to pedestrian needs and building placement, the past decades have brought about new challenges for the university that require a comprehensive approach to the planning of the physical campus. The function of all exterior spaces on the UWL campus, as well as the aesthetic quality of this environment are strongly related to the attraction and retention of students, the quality of the educational experience for current students, and to the long-term maintenance of campus facilities. As a response to challenges such as the desire for state-of-the-art academic, athletic, residence, and student service facilities that meet or exceed those of peer institutions, the university needs to comprehensively assess its buildings and grounds throughout campus.

A campus master plan is designed to examine the needs of numerous groups across the campus; assess the interaction between these often divergent interests and translate these needs into a functional and aesthetic physical form for the campus all within the context of its mission. To be effective it must establish guidelines that clearly articulate the intended design character for campus while remaining flexible enough to respond to future conditions.

PURPOSE OF THE 2018 CAMPUS MASTER PLAN UPDATE

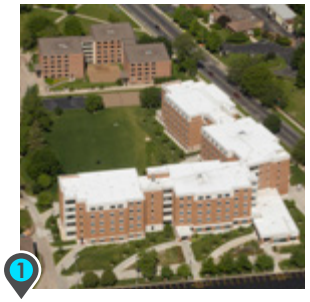


Completed 2005 Campus Master Plan Projects

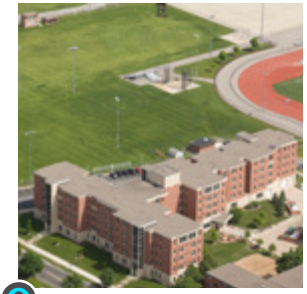
The 2005 campus master plan considered the campus' next two decades. This 2018 update is necessary to bring the 2005 recommendations up to present for four reasons.

1. Incorporate projects that have been completed.

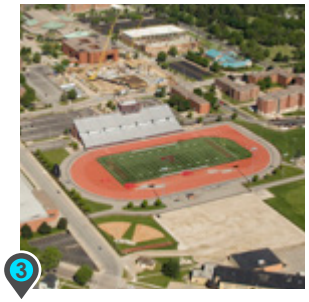
The majority of projects recommended in 2005 have been completed, resulting in a transformation of the UWL campus.



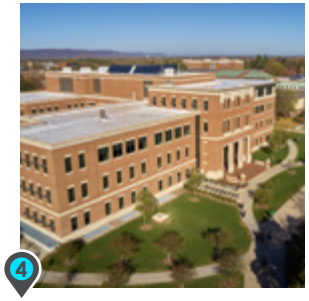
Eagle Hall
Opened in 2011, Eagle Hall expanded the number of on-campus beds. The 2005 campus master plan recommended additions to Coate and Drake Halls, but after additional housing needs analysis, the university determined that a new hall on Coate Field would be more effective and efficient.



Reuter Hall
An existing 50+ year old residence hall (Reuter Hall) was demolished in 2005 and a new suite style residence hall (also Reuter Hall) was completed in 2006.

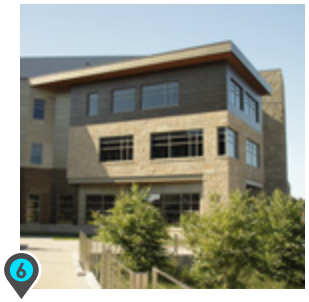


Veterans Memorial Field Sports Complex
The existing stadium and sports complex was reconstructed as Roger Harring Stadium at Veterans Memorial Field Sports Complex in 2009.

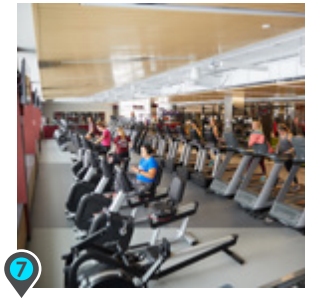


Centennial Hall
A new classroom building, Centennial Hall, was completed in 2011.

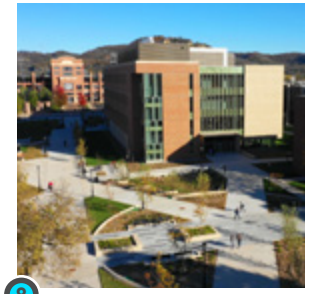
Parking Deck
A 624-stall parking ramp and Police Services Building opened in 2013. An expansion with two additional levels with 382 additional stalls opened in 2015.



Student Union
The Student Union opened in 2016.



Recreational Eagle Center Addition
The recreational addition opened in 2018 in the expansion location per the original building design.



Prairie Springs Science Center Phase 1
The 2005 campus master plan recommended an addition to Cowley Hall. However, after further analysis, the university decided that full replacement of Cowley Hall would be more effective and efficient. The first phase of the Prairie Springs Science Center opened in 2018. Phase 2 will be constructed on the footprint of the existing Cowley Hall.

2. Consider different facility needs based on new circumstances.

The university has changed dramatically since the completion of the 2005 campus master plan. UW-La Crosse has become a destination school with a high demand for entry. Significant growth continues to occur in the fields of the Physical and Life Sciences (Biology, Chemistry, Mathematics, Microbiology, and Physics) and Allied Health (Medical Technology, Occupational Therapy, and Physicians Assistant). Academic programs in Business Administration, Computer Science, Geography/Earth Science, Physical Therapy, Exercise and Sport Science, and Teacher Education, and the demand for access to those programs, have also continued to grow steadily throughout the last decade. In addition, most of the majors within the College of Business Administration have also seen large percentage increases in enrollment in recent years.

To meet the need for expanded access, in 2008 the university implemented its Growth, Quality and Access Plan. The success of this plan has resulted in an increase of enrollment of 1,000 students, 142 faculty, and 32 staff since implementation began in 2008. While the Growth, Quality and Access program has provided increased access to the university, it has also exacerbated the pre-existing problem of program growth that has occurred over the last twenty years at UWL. As academic programs have grown, they have become increasingly compressed by existing building space constraints. Some relief has come in the form of capturing former storage, utility, student study, or administrative work rooms and converting them to offices or program use areas. However, the spaces available for this have been exhausted, and the conversion of this space has caused other difficulties in delivering the programs. At the same time, these areas that have been converted are not typically well suited for their new use.

Expanded facilities and maintenance requirements resulted in the construction of a new 12,000 gross square feet (GSF) storage building addition to the west of the existing Maintenance and Stores Building, which opened in 2017. To provide chilled water requirements from existing west campus buildings and anticipated chiller requirements from proposed west campus development, the university constructed the West Campus Chiller Plant in 2016.

3. Reconsider 2005 Master Plan Recommendations

1. Future Visitor Center

The 2005 campus master plan recommended a campus visitor center be added to the Cleary Alumni & Friends Center at the corner of East Avenue and Farwell Street. The university incorporated this use into the program of the new Student Union. C-12 remains as a surface parking lot and potential future building site.

2. College of Business Administration

The 2005 campus master plan did not consider relocating the College of Business Administration from Wimberly Hall. The university has decided to renovate the historic Wittich Hall as the new home for the college.

3. Residence Hall Renovations

The traditional residence halls require renovations to continue their long-term operations and sufficiently support residence student development.

4. Better define projects that were approximate and long-term in 2005.

The 2005 campus master plan recommended projects to address the needs for athletic and recreation expansion in Mitchell Hall and the need for a performance space in Center for the Arts Addition. The university has since conducted pre-design studies to better define these projects, and the results of those pre-design studies are incorporated in this campus master plan update.

THE LIFE OF THE CAMPUS MASTER PLAN

Campus master plans are effective tools for managing the growth and redevelopment of a campus. However, they are not static documents. This plan update incorporates completed projects, changed assumptions, and new funding models. In the next decade, the university should consider preparing an entirely new campus master plan. Like the 2005 planning effort, a new campus master plan should be prepared from scratch. It should be based on a thorough understanding of existing facility use, in particular classroom and class laboratory utilization after a few years of operation of the Prairie Springs Science Center. After renovation of all older student resident halls, student life planning will have a new focus. The next master planning process should engage the campus and La Crosse communities in a discussion about the future of the UW-La Crosse campus.

CAMPUS MASTER PLAN GOALS

1. Create a physical environment that enhances academic experience.
2. Create a physical environment that reflects an expectation of excellence and encourages interaction among a diverse population.
3. Promote safety and security on campus.
4. Ensure safe and efficient wayfinding and accessibility.
5. Enhance campus image and identity.
6. Preserve and enhance open space.
7. Encourage the use of alternate forms of transportation: improve pedestrian linkages and distribute parking to promote campus walkability.

CAMPUS MASTER PLAN GUIDING PRINCIPLES

PRINCIPLE ONE: ENHANCE THE CAMPUS IMAGE AND IDENTITY

A beautiful and distinct campus will differentiate UW-La Crosse and assist in retention. Campuses with identifiable edges are safer because people passing through or along campus behave more appropriately in relation to pedestrians and students. Tactics to achieve this principle include:

1. Provide visitors and prospective students with a more positive image of the campus.
2. Create more easily understandable walking routes and better wayfinding.
3. Make the campus more conducive to high-impact teaching and learning opportunities.
4. Ease campus maintenance through better unified and longer lasting amenities.
5. Increase campus safety through separation of vehicles from many heavily used pedestrian areas.
6. Improve parking area efficiencies, maintenance, and appearance through consolidation and screening.

PRINCIPLE TWO: CREATE A MORE WALKABLE CAMPUS ENVIRONMENT

The compact nature of the campus at UW-La Crosse allows easy access to most destinations on campus within a relatively short walking distance. The preservation and enhancement of this pedestrian-focused environment, where most vehicle traffic is separated from major walking routes is vital to achieving the goals of the campus master plan update. This principle promotes better pedestrian access and a safer, more enjoyable campus. Tactics to achieve this principle are:

1. Plan major pedestrian corridors to create easier and safer access to campus buildings by students, faculty, and staff.

2. Create more easily understandable walking routes and better wayfinding.

3. Construct an enhanced central campus outdoor space.

4. Reorganize service access routes to reduce potential pedestrian/vehicle conflicts.

5. Add high-quality landscape and site furnishings to better serve pedestrians and cyclists.

PRINCIPLE THREE: PROMOTE BOTH ENVIRONMENTAL AND HUMAN HEALTH ON CAMPUS

The university should strive to significantly reduce the consumption of resources through integrative and collaborative design and construction practices. Tactics to achieve this principle include:

1. Plan campus growth on the most suitable sites possible, avoiding unnecessary environmental impacts to existing campus open space and natural resources.
2. Reduce the impact of automobiles and roadways by providing and encouraging alternative transportation methods and alternative energy vehicles.
3. Develop site features to minimize adverse impacts to the site's microclimate.
4. Provide site lighting that is sensitive to light pollution of the night sky and minimizes impacts on nocturnal environments.
5. Work to reduce the quantity of stormwater runoff impacts.
6. Reduce potable water consumption associated with landscape irrigation.
7. Maintain and expand campus-wide areas for recycling paper, corrugated cardboard, glass, plastics, and metals from building waste streams.
8. Reduce the quantities of construction and demolition waste generated from university projects.

MAJOR INITIATIVES

CAMPUS MASTER PLAN VISION

The 2018 Campus Master Plan Update seeks to continue to build a modern UW-La Crosse campus that is an attractive learning environment for our students, faculty, staff, and host community. The master plan update will improve facilities through the construction of modern classrooms and state-of-the-art laboratories, within both modern buildings and adaptive reuse of historic structures. Residence halls will be renovated and new athletic and recreation facilities will be constructed. The campus master plan update seeks to maintain the UW-La Crosse campus as the pride of La Crosse and western Wisconsin.

Major Initiatives

LEGEND

- New Construction
- Repurposed, Major Renovation
- Existing, Minor Renovation

A ACADEMICS & RESEARCH

- A1 Prairie Springs Science Center Phase 2 with Academic Mall Completion
- A2 Wittich Hall Renovation
- A3 Center for the Arts Performance Hall
- A4 Mitchell Hall Renovation
- A5 Graff Main Hall HVAC
- A6 Wimberly Hall HVAC
- A7 Migratory Insect Research Laboratory

S STUDENT LIFE

- S1 Fieldhouse with Athletic Fields
- S2 Whitney Center Renovation, East Entry Plaza, Badger Street Mall Extension
- S3 New Residence Hall with East Shared Green
- S4 Residence Hall Renovations

C CIRCULATION & PARKING

- C1 Cartwright Demolition with East Avenue Extension and South Entrance and Pine Street Renovation
- C2 Center for the Arts Parking Ramp with Stormwater Improvements
- C3 La Crosse Street Streetscape

F FACILITIES

- F1 Diesel Storage

NORTHWEST QUADRANT SHARED GREEN

One of the distinguishing characteristics of the UWL campus is its compact nature, which is inherently pedestrian-oriented. Existing surface parking lots and open spaces will be considered future building sites. As the campus evolves to be more dense, open space is increasingly important. A new northwest residence hall creates the opportunity to increase passive recreational open space on campus. The shared green will connect residents to the adjacent Badger Street Mall, Coate Field, and renovated Whitney Center.

Northwest Quadrant

WHITNEY CENTER EAST ENTRY PLAZA

The Whitney Center renovation facilitates the creation of an outdoor dining and gathering plazas. The area between Whitney Center and Recreational Eagle Center is now a pass-through sidewalk and conventional lawn swale. From this utilitarian area, UWL has the opportunity to create a campus destination. The entry landscape could consist of a signature stormwater infiltration basin and an outdoor plaza. The basin would provide a focal landscape view from the plaza space and indoor dining spaces. The Whitney Center entry plaza would provide a space for outdoor dining on campus and highlight UWL's commitment to green infrastructure practices.

Whitney Center East Entry Plaza

SOUTHEAST CAMPUS GATEWAY

The removal of the Cartwright Center allows East Avenue to be a continuous vehicular connection through campus. East Avenue would be the new southeast campus gateway into the campus core, as well as a transit route and visitor parking for Graff Main Hall.

The shared green space flanking East Avenue would provide space for stormwater infiltration, gateway signage, and passive recreational space for the campus and neighborhood.

Southeast Campus Gateway

LEGEND

- New Construction
- Repurposed, Major Renovation
- Existing, Minor Renovation

2

CONTEXT

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LA CROSSE

The University of Wisconsin-La Crosse (UWL) is located between the Mississippi River to the west and beautiful bluffs to the east. One mile from downtown La Crosse, UWL is an urban campus situated in the middle of residential neighborhoods to the east, south, and west and Oak Grove Cemetery to the north.

The campus has grown significantly from one building on two blocks in 1909 to 35 buildings on 128 acres. The current campus extents are sufficient to serve the current student enrollment.

The campus lies within and respects established residential neighborhoods. While working to improve the physical UWL campus it is important to be good neighbors to the La Crosse community in which it lies.

La Crosse Context

MASTER PLANNING ISSUES

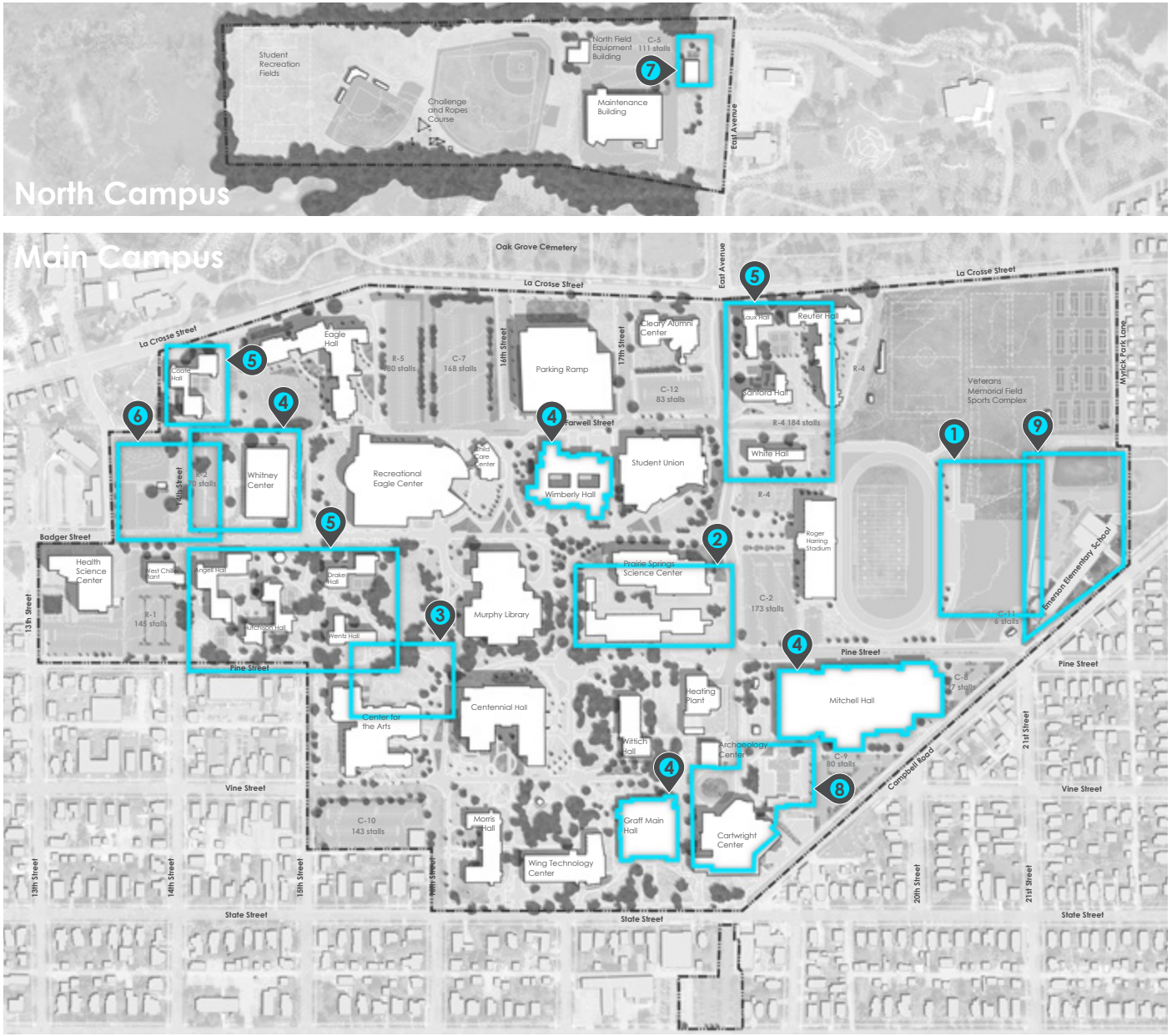
CAMPUS BUILDINGS

The majority of campus buildings are over 35 years old. Of the buildings that have not been constructed since the 2005 campus master plan, only Graff Main Hall, Wing Technology Center, Murphy Library, and Morris Hall have had any significant renovations.

Despite their age, most campus buildings have been well maintained. The university should continue to invest in building systems.

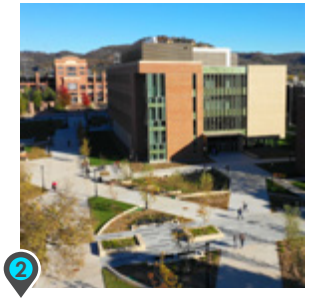
The least functional buildings that are not intended for near-term demolition are:

- Pre-1967 residence halls (Angell, Coate, Drake, Hutchinson, Laux, Sanford, Wentz, White)
- Cartwright Center
- Whitney Center

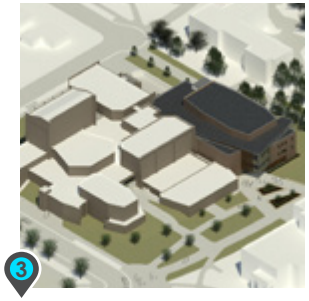


Campus Buildings Analysis

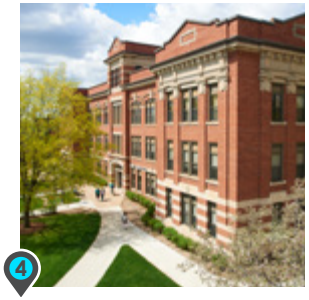
Fieldhouse
Provide NCAA compliant track while making room for academic growth in Mitchell Hall.



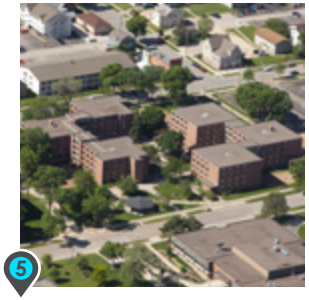
Prairie Springs Science Center
Phase 1 was completed in 2018. Construction of Phase 2, 2020-2022, will replace the south Cowley Hall.



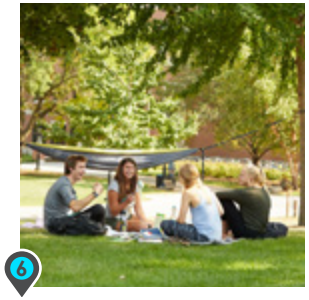
Performance Hall
University and community need for a 1,000 seat concert hall.



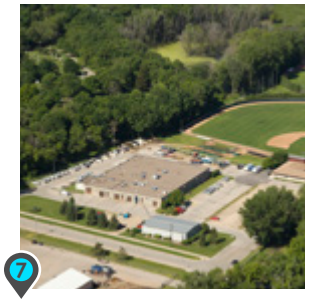
Infrastructure/ Renovation
Renovation and restoration of aging campus buildings to facilitate future campus growth.



Residence Hall Renovations
Residence halls require updating to support student life.

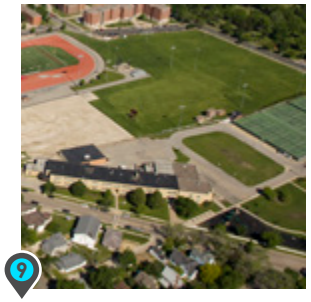


New Residence Hall
Provides needed housing to facilitate renovation of residence halls, and eventually an expansion of on-campus beds.



Insect Laboratory
Insect Research Laboratory requires a permanent location. Potential location on the north campus near the La Crosse River Marsh.

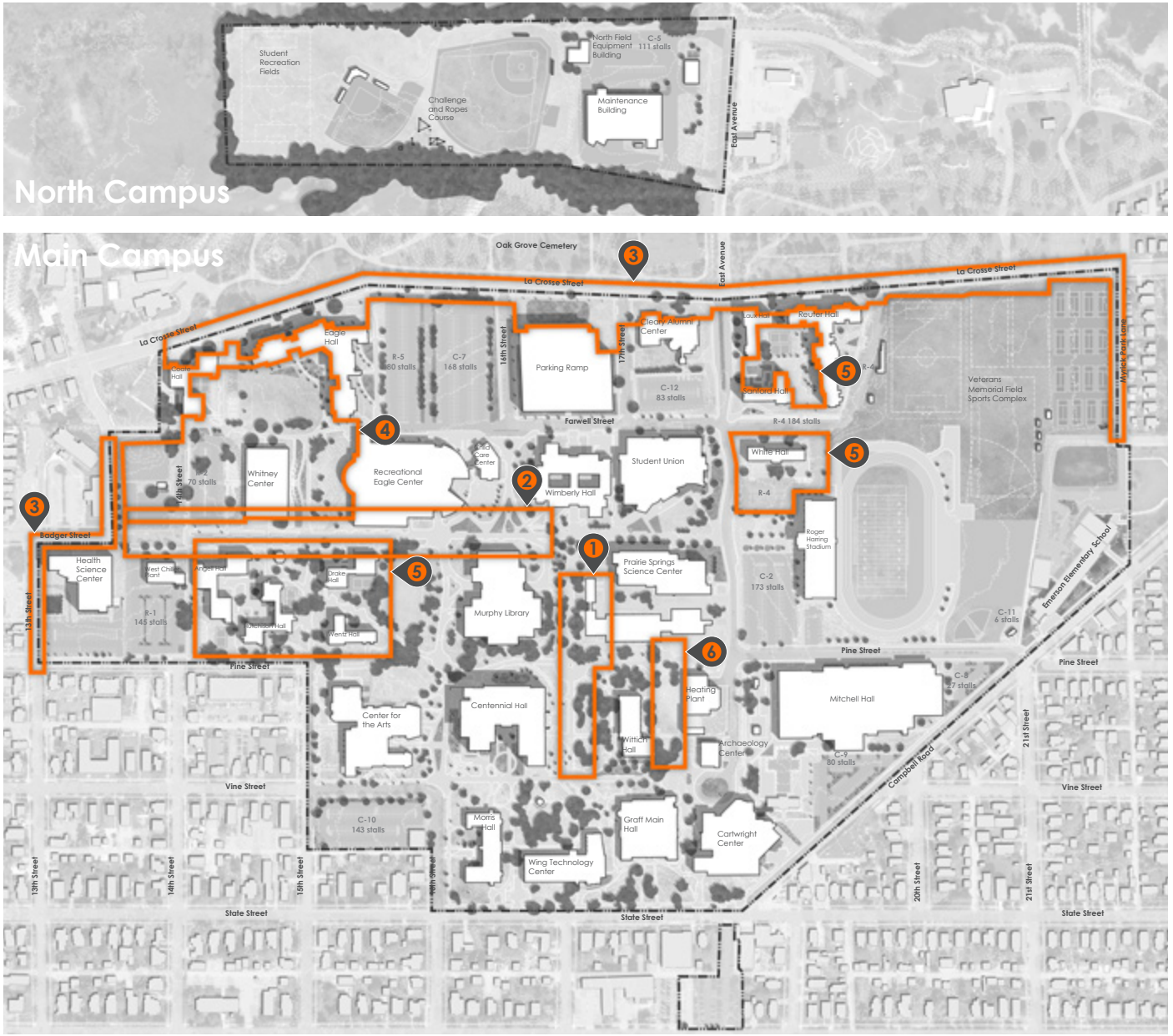
Cartwright Center
Obsolete in long-term campus needs. In the short-term, Cartwright can serve as an overflow space as other buildings are renovated.



Emerson School
Currently located within the campus boundary, the local school district may transfer the building to the university during this campus master plan horizon.

OPEN SPACE

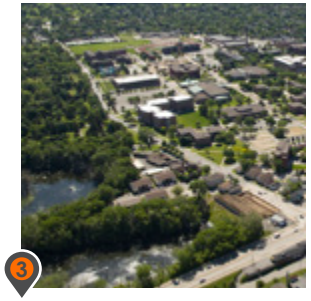
The compact nature of the UWL campus makes improving the quality of open space increasingly important. The following challenges are priorities to improving the campus open space.



Open Space Analysis

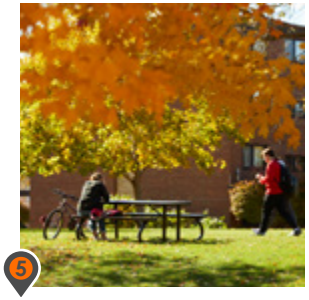
Academic Mall
The campus' evolving signature open space will be redefined by the Prairie Springs Science Center.

Badger Street Mall
Site of vehicle/pedestrian conflicts in the core of the west residential neighborhood.

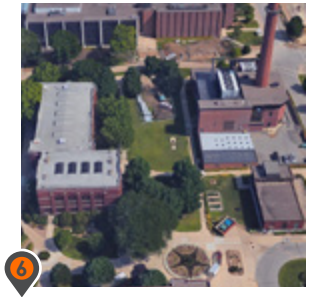


La Crosse Streetscape
Campus edge with greatest vehicle visibility, La Crosse Street lacks gateway signage, street tree canopy, and attractive stormwater plantings.

Northwest Quadrant
Insufficient amount of open space since the construction of Eagle Hall reduced the size of Coate Field.



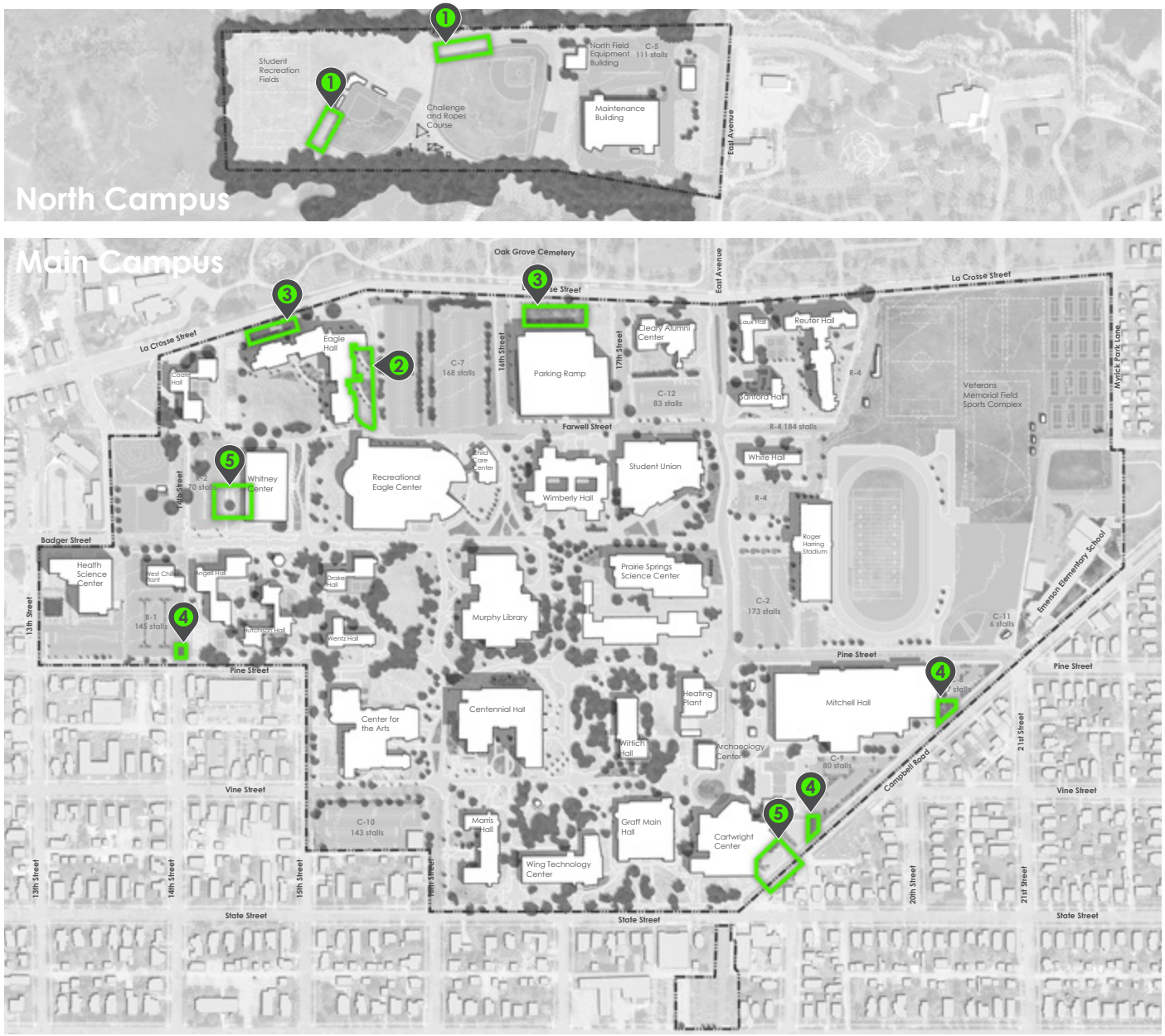
Residence Hall Green Space
Located on the north side of residence halls, the courtyards require reprogramming to remain active during the cold Wisconsin seasons.



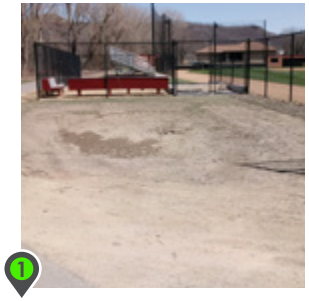
Wittich Green
An under utilized shared green, Wittich Green has the potential to be a central gathering area between adjacent academic facilities.

GREEN INFRASTRUCTURE

Addressing issues with current green infrastructure systems will help maintain the longevity of stormwater management practices throughout campus. Current stormwater infiltration strategies have become a staple of the campus landscape. Learning from what has worked and not worked on campus can help guide future green infrastructure projects.

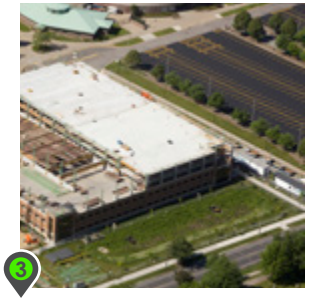


Green Infrastructure Analysis

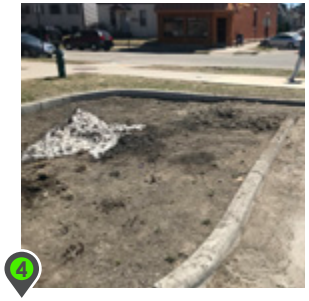


Baseball Field Drainage
Regrade baseball fields or adjacent land to create positive drainage to help prevent standing water in this area.

Eagle Hall Basin Erosion
Erosion in infiltration around inlets and areas are void of vegetation.



Overgrown Infiltration Basin
Utilizing organized planting schemes will reduce the "overgrown" appearance of infiltration basins.

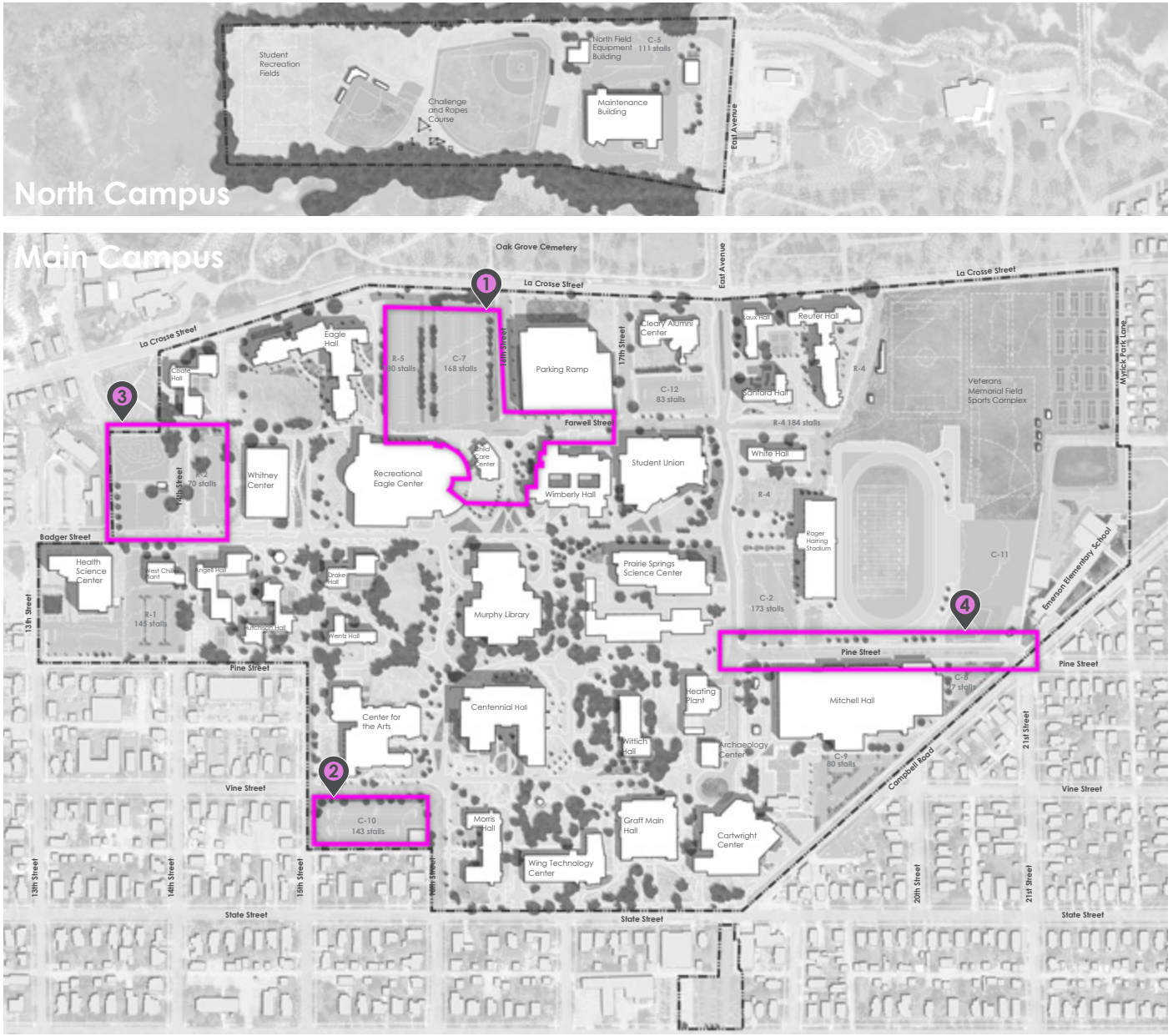


Parking Lot Basin Sedimentation
Sedimentation in parking lots is reducing the efficiency of infiltration basins.

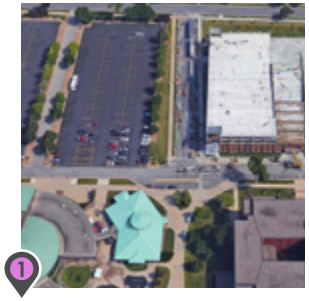
Loading Zone Flooding
Sub-grade loading zones at Cartwright and Whitney Centers flood during large storms.

VEHICLE CIRCULATION AND PARKING

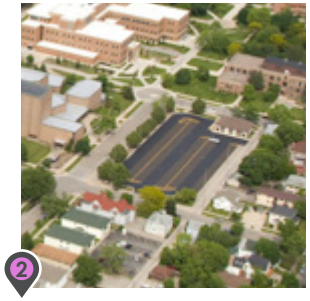
The campus parking ramp has helped significantly to satisfy parking demand and provide a central location for visitor parking. Continuing to improve campus parking facilities and vehicle circulation on the campus edges will help maintain the pedestrian core of campus.



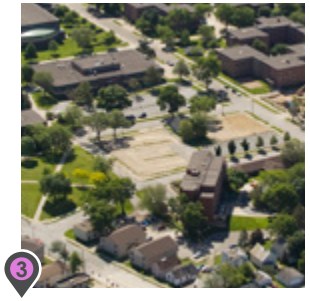
Vehicle Circulation & Parking Analysis



Farwell Street Circulation
Heavy traffic from the child care drop-off and parking ramp entrance creates vehicle and pedestrian congestion along Farwell Street.



Center for the Arts Parking Ramp
Additional parking is needed in the southwest corner of campus to support potential expansion to the Center for the Arts.



Northwest Quadrant Surface Parking
The parking ramp expansion assumed the removal of R-8, C-4, and C-14, which is the site of the new residence hall.

Pine Street Circulation
Vehicles and pedestrians conflict along Pine Street. Improved pedestrian connections between athletic fields and Mitchell Hall is needed.

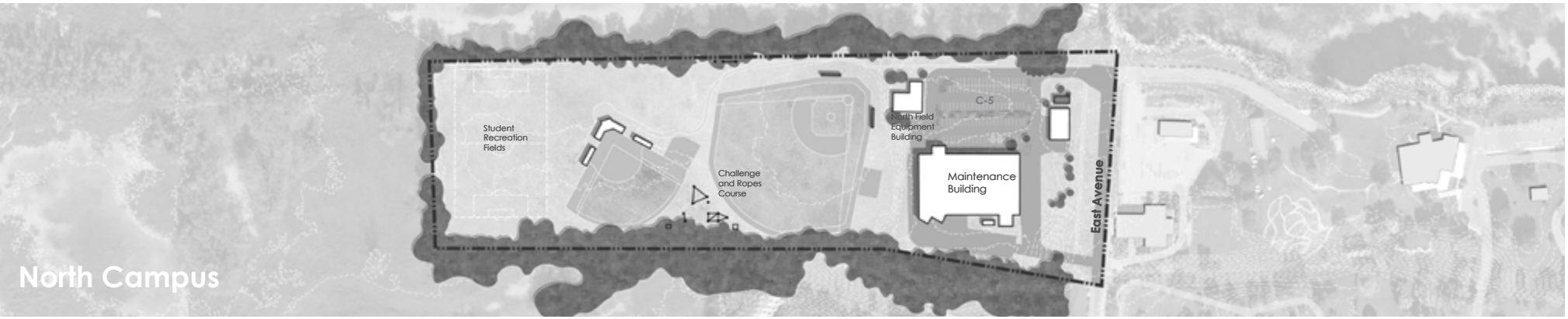
IDENTIFIED CAMPUS UTILITIES

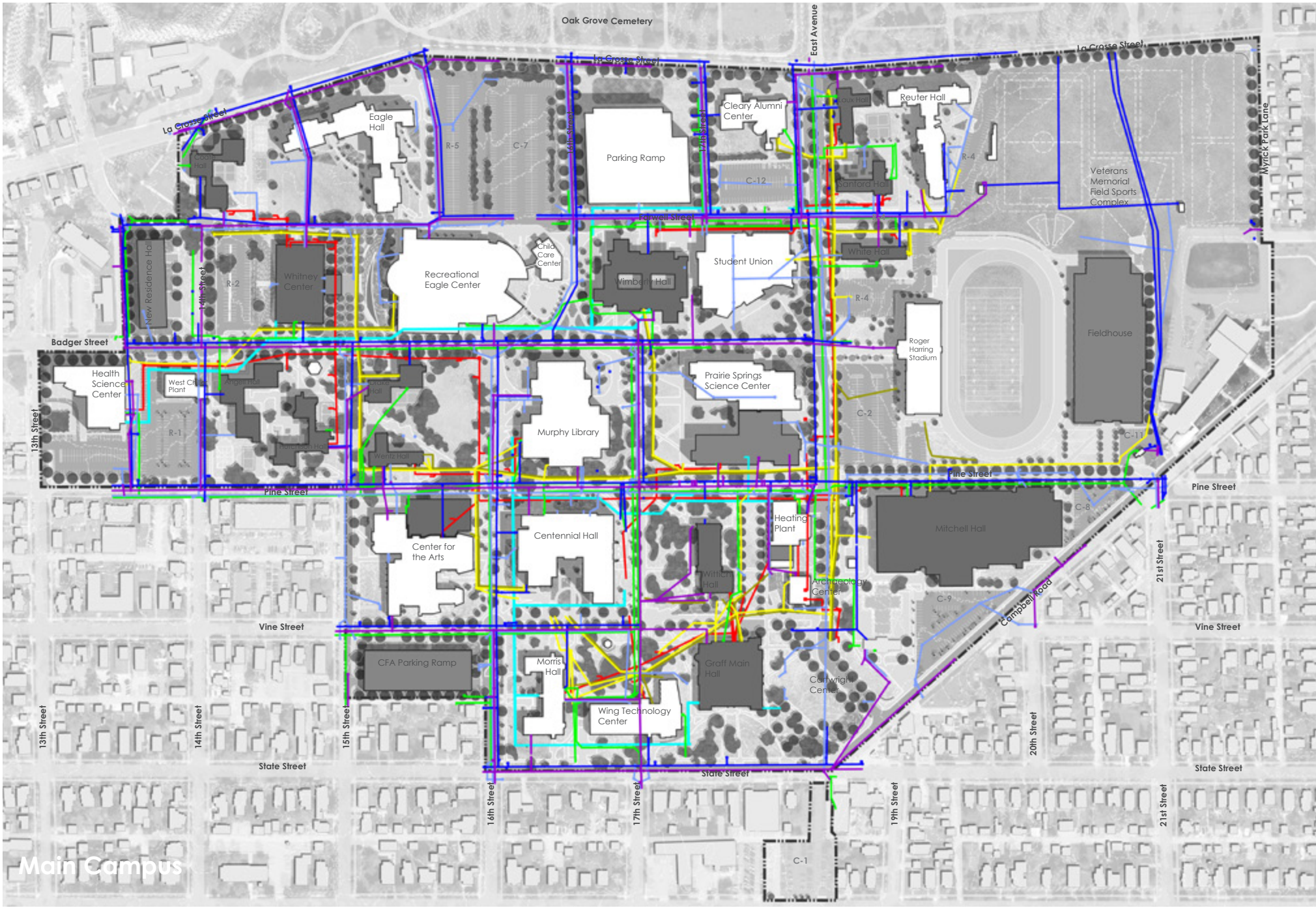
Utilities are generally located within the rights-of-way of former public streets. In particular, the Pine Street right-of-way has significant utility lines. Existing utility locations on north campus were not provided.

This plan update did not include an assessment of the adequacy of utility generation and distribution.

LEGEND

- Steam
- Chilled Water
- Stormwater
- Sanitary
- Gas
- Communication
- Electrical




Oak Grove Cemetery
East Avenue
La Crosse Street
Eagle Hall
Parking Ramp
Cleary Alumni Center
Reuter Hall
Veterans Memorial Field Sports Complex
Myrick Park Lane
Sanford Hall
Powell Street
Recreational Eagle Center
Child Care Center
Whitney Center
New Residence Hall
Student Union
White Hall
Fieldhouse
Roger Harring Stadium
Badger Street
Health Science Center
Prairie Springs Science Center
Murphy Library
Wentz Hall
Pine Street
Center for the Arts
Centennial Hall
Heating Plant
Mitchell Hall
Archaeology Center
Campbell Road
Vine Street
CFA Parking Ramp
Morris Hall
Graff Main Hall
Carlwright Center
Wing Technology Center
State Street
13th Street
14th Street
15th Street
16th Street
17th Street
19th Street
20th Street
21st Street
Main Campus

3

RECOMMENDATIONS

CAMPUS MASTER PLAN VISION

The 2018 Campus Master Plan Update seeks to continue to build a modern UW-La Crosse campus that is an attractive learning environment for our students, faculty, staff, and host community. The master plan update will improve facilities through the construction of modern classrooms and state-of-the-art laboratories, within both modern buildings and adaptive reuse of historic structures. Residence halls will be renovated and new athletic and recreation facilities will be constructed. The campus master plan update seeks to maintain the UW-La Crosse campus as the pride of La Crosse and western Wisconsin.

LEGEND

- New Construction
- Repurposed, Major Renovation
- Existing, Minor Renovation

Major Initiatives

CAMPUS MASTER PLAN RECOMMENDATIONS

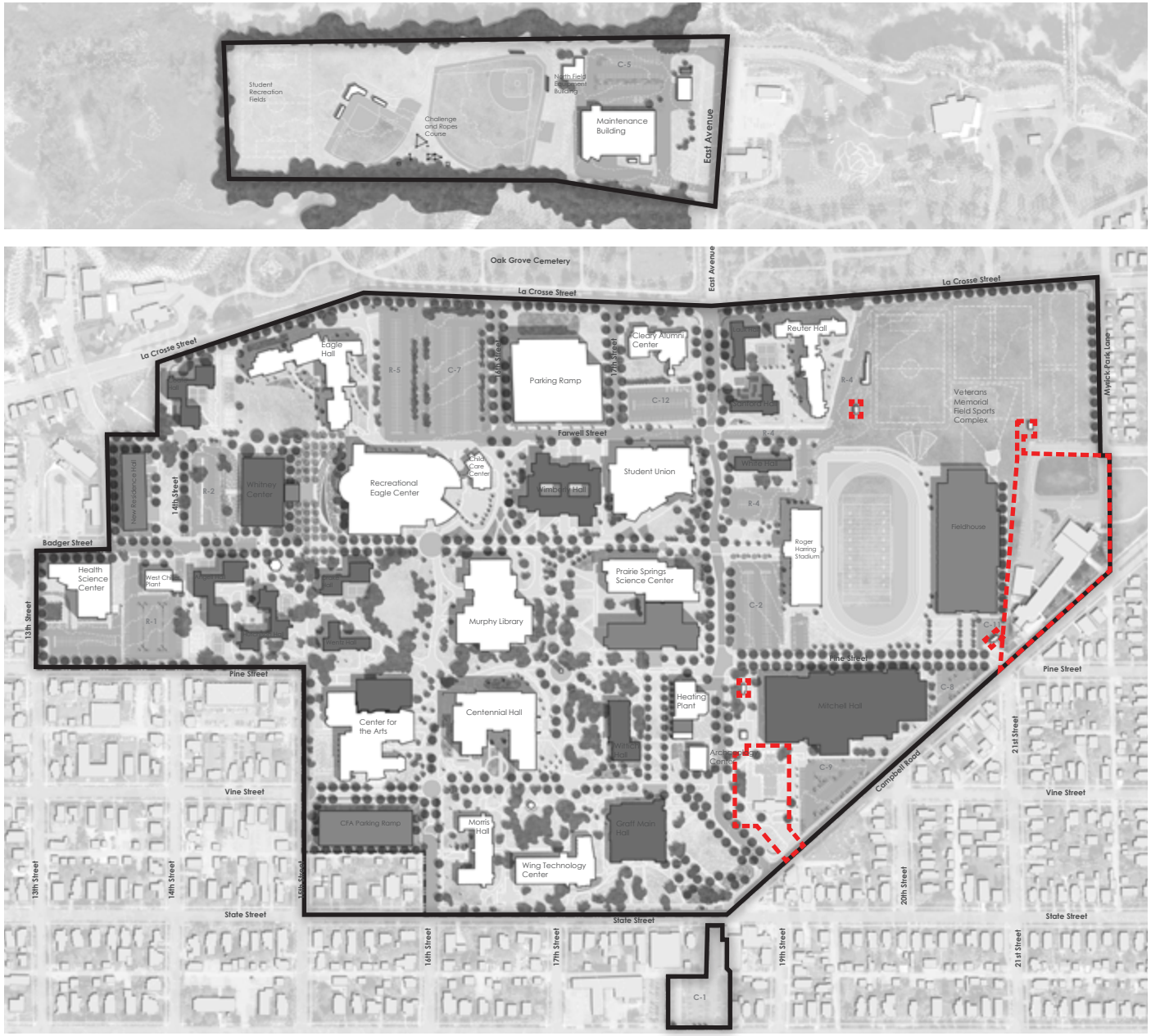
INTRODUCTION

The campus master plan recommendations in this chapter are organized into six categories:

- Campus Development Plan Boundary
- Major Initiatives – More than fifteen projects, divided into:
  - Academics & Research
  - Student Life
  - Circulation & Parking
  - Facilities
- Open Space
- Green Infrastructure
- Circulation
- Utility Corridors

CAMPUS DEVELOPMENT PLAN BOUNDARY

The university continues to be interested in purchasing parcels within the existing boundary: Emerson School and city pool.



Campus Development Plan Boundary

LEGEND

- Non-Campus Properties
- Campus Development Plan Boundary

MAJOR INITIATIVES

A ACADEMICS & RESEARCH

- **A1** Prairie Springs Science Center Phase 2 with Academic Mall Completion
- **A2** College of Business Administration Wittich Hall Renovation
- **A3** Center for the Arts Performance Hall
- **A4** Mitchell Hall Renovation
- **A5** Graff Main Hall HVAC
- **A6** Wimberly Hall HVAC
- **A7** Migratory Insect Research Laboratory

S STUDENT LIFE

- **S1** Fieldhouse
- **S2** Whitney Center Renovation, East Entry Plaza, Badger Street Mall Extension
- **S3** New Residence Hall with East Shared Green
- **S4** Residence Hall Renovations

C CIRCULATION & PARKING

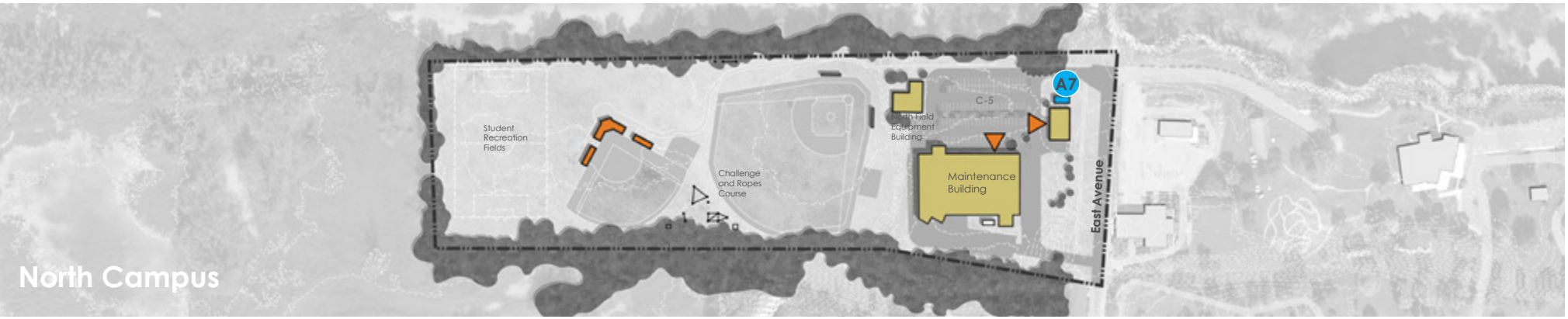
- **C1** Cartwright Demolition with East Avenue Extension and South Entrance and Pine Street Renovation
- **C2** Center for the Arts Parking Ramp
- **C3** La Crosse Street Streetscape

F FACILITIES

- **F1** Diesel Storage

LEGEND

- Academic
- Residence Halls
- Athletics/Recreation
- Parking Ramp
- Community/Alumni Outreach
- Maintenance/Other
- Primary Entrances




Oak Grove Cemetery
East Avenue
La Crosse Street
Eagle Hall
Coate Hall
Parking Ramp
Cleary Alumni Center
Laux Hall
Reuter Hall
Sanford Hall
Veterans Memorial Field Sports Complex
Mytick Park Lane
Farwell Street
Whitney Center
Recreational Eagle Center
Child Care Center
Wimberly Hall
Student Union
White Hall
New Residence Hall
Badger Street
Health Science Center
West Circle Plant
Angell Hall
Drake Hall
Hutchison Hall
Wentz Hall
Murphy Library
Prairie Springs Science Center
Roger Harring Stadium
Fieldhouse
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F1
S1
S2
S3
S4
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R-2
R-4
R-5
C-1
C-2
C-7
C-8
C-9
C-11
C-12

Main Campus

A1 PRAIRIE SPRINGS SCIENCE CENTER PHASE 2

Project Need

UWL has experienced significant growth since the 2008 implementation of the Growth, Quality and Access program -- 1,000 additional students, 142 new faculty, and 32 new staff. The majority of this growth has been in Science and Health programs. Prairie Springs Science Center Phase 1 addressed the primary need of the sciences for instructional laboratories and research space. The most critical space issue faced by the university is the lack of instructional space for delivery of the curricula in the physical and life sciences.

Project Description

Phase 2 is essential to support growing science program needs for classrooms, active learning spaces, faculty offices, and departmental support spaces.

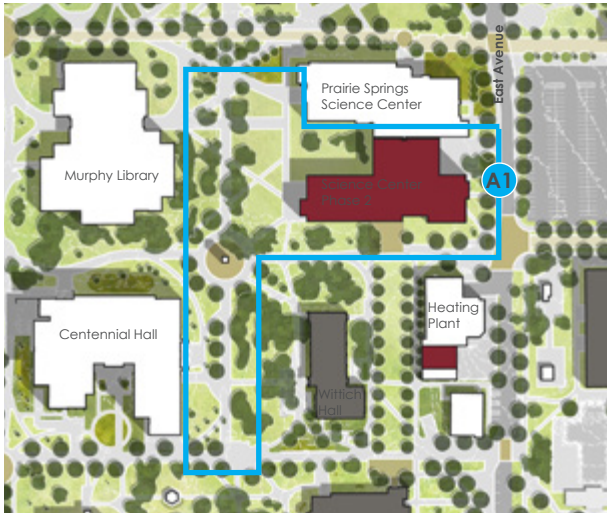
Site and Open Space Recommendations

The Prairie Springs Science Center Phase 2 presents the opportunity to complete the Academic Mall. A piece of the north portion of the mall was completed with Phase 1. The Academic Mall is a top open space priority. This area is located in the geographic and academic center of campus. Academic Mall is the main pedestrian walkway and gathering place for students, faculty, staff, and visitors. It is UWL's iconic open space.

Phasing and Sequencing

Programs within south Cowley Hall should be temporarily moved to the Cartwright Center during Prairie Springs Science Center Phase 2 construction.

Centennial Hall Concept Development Site Design



Prairie Springs Science Center Phase 2

A2 COLLEGE OF BUSINESS ADMINISTRATION WITTICH HALL RENOVATION

Project Need

A decade of enrollment and staffing growth with limited facility expansion required significant office space compression across the institution. To provide needed academic and office space, the university should convert Wittich Hall's 35,000 gross square feet (GSF) from recreational use to academic use. Wittich Hall should become the home for the College of Business Administration, including the Small Business Development Center, allowing programs now in Wimberly Hall to expand in place. Constructed in 1916, Wittich Hall requires extensive renovation/remodeling to bring the building envelope, interior space, and infrastructure up to current standards and code requirements.

Project Description

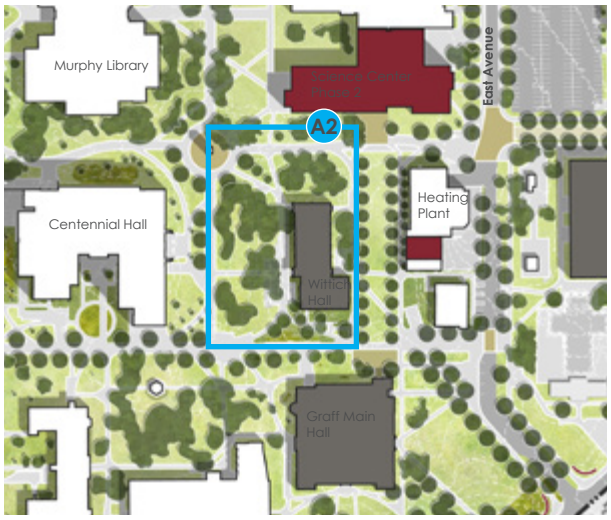
The Wittich Hall renovation is scheduled for completion in 2020 and will provide a single location for the College of Business Administration. The project includes relocation of a small amount of temporary office space for various programs and a temporary practice gymnasium space for the Women's Gymnastics team. The pool has been permanently closed.

Site and Open Space Recommendations

The west entrance plaza of Wittich Hall should be renovated to accommodate small outdoor gatherings for the College of Business Administration. Improving ADA access to the west entrance of the building and creating a direct connection to classroom space within Centennial Hall are major site initiatives. Bioinfiltration should also be incorporated into the Wittich Hall site.

Phasing and Sequencing

In anticipation of the Wittich Hall Renovation project, Adaptive Physical Education was relocated from Wittich Hall to Mitchell Hall. Gymnastics was relocated to a temporary Gymnastics Practice Facility within the Cartwright Center.



Wittich Hall Renovation

A3 CENTER FOR THE ARTS PERFORMANCE HALL

Project Need

The three current performance venues in the Center for the Arts are aging, not completely ADA compliant, and not of sufficient size to support School of Arts and Communication programs and performances. For example, the entire band and choir cannot perform in the current theater as the stage size is too small. Large performances are currently held at off-campus facilities.

Project Description

The performance hall program has three components:

- The Front-of-House provides lobby circulation, ticketing, coat storage, and box office functions.
- The Concert Hall is programmed as a three-level design that provides seating for 500 on the main floor, 300 on the first balcony, and 200 at the second balcony. This breakdown of seating capacities will provide more opportunity for various sized performances. The performance platform is sized to accommodate 120 seated performers while a choral balcony will provide the opportunity for combined choral and orchestra performances, control rooms, and backstage circulation.
- Back-of-House spaces support student performers, guest performers, and concert hall support staff. These spaces include a Green Room, changing rooms, and storage of instruments, lighting, audio, chairs, and risers.

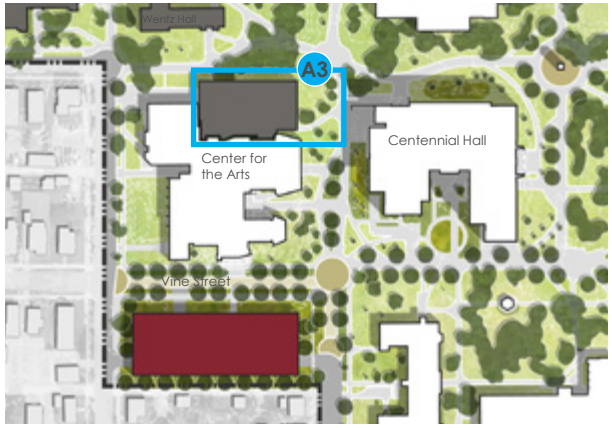
Site and Open Space Recommendations

A significant ADA accessible entrance plaza should be provided to support the performance center programming and increased circulation to the Center for the Arts.

Phasing and Sequencing

The Center for the Arts Performance Hall is a long-term vision that can be phased independently from other campus projects. The Center for the Arts Parking Ramp may occur with the Performance Hall construction.

Performance Hall Feasibility Study



Center for the Arts Performance Hall

A4 MITCHELL HALL RENOVATION

Project Need

The programs located in Mitchell Hall have outgrown their space. The building configuration is outdated and does not function well. The offices are small and cannot accommodate more than one person at a time.

The majority of the existing pieces of HVAC equipment in Mitchell Hall are original to the building construction in 1966. In addition, the building had very little air conditioning when it was originally designed and so several DX and once-through domestic water type units have been installed throughout various areas of the building to cool the offices and classrooms. These units, along with the original building air handling equipment are all beginning to fail with increased frequency, leaving portions of the building without ventilation or air conditioning for extended periods of time. Also, the various large ceiling-hung ventilation units in the fieldhouse have mostly either failed or have been shut down because they cannot be effectively controlled and they cause more mechanical issues than they solve.

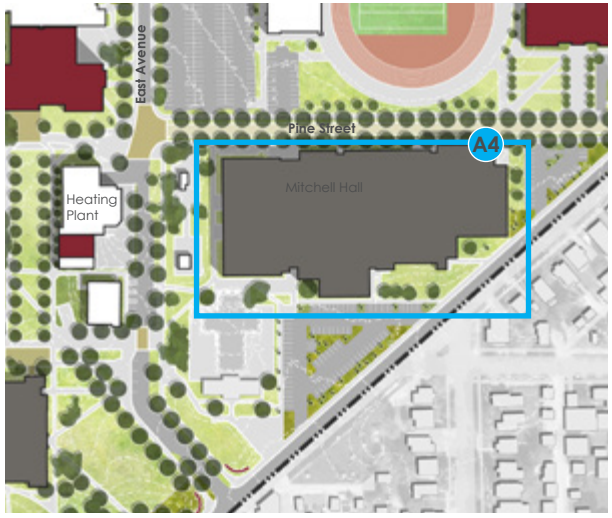
Project Description

Construction of the Fieldhouse would allow the Mitchell Fieldhouse to be renovated for Gymnastics, Wrestling, and Exercise and Sport Science.

The intent of infrastructure upgrades is to replace all of the individual cooling units that are continually failing and upgrade all of the air handling systems to accommodate the anticipated use of the building. In addition, updating the Andover system will allow physical plant to much better control the heating and cooling, resulting in more efficient use of energy.

Phasing and Sequencing

The construction of the Fieldhouse must be completed before major renovations to Mitchell Hall due to the already over programmed space. During Mitchell Hall renovations, the use of overflow space within the Cartwright Center must be coordinated with other renovations.



Mitchell Hall Renovation

A5 GRAFF MAIN HALL HVAC UPGRADE

Project Need

The majority of the existing pieces of HVAC equipment in Graff Main Hall are over 40 years old. The system does not have reheat coils, which makes it harder to provide users with desirable levels of temperature control and ventilation.

Project Description

The intent of this project is to renovate academic spaces and to replace all of the outdated, worn out, and under-performing equipment with a new variable air volume (VAV) system with reheat and VAV terminal units. Existing ductwork and equipment that is functionally adequate will be cleaned, repaired, and put back into service. In addition, updating the Andover system will allow physical plant to much better control the heating and cooling, resulting in more efficient use of energy.

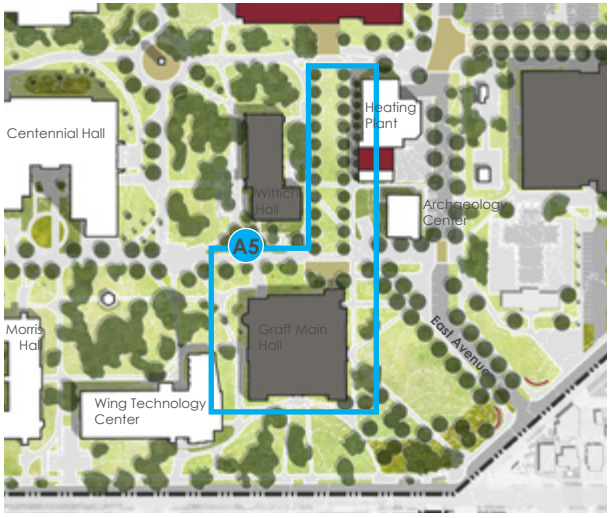
Site and Open Space Recommendations

Wittich Green is likely to be the staging area first for the Prairie Springs Science Center Phase 2 and then for the Graff Main Hall HVAC upgrade. The university should restore Wittich Green as a central green between Wittich Hall, Graff Main Hall, and the Prairie Springs Science Center to activate this space.

Similar to the outdoor gathering space planned for the west entrance of Wittich Hall, the north entrance of Graff Main Hall should have an entrance plaza. The plaza would open onto Wittich Green and could accommodate small outdoor events hosted by users in Wittich Hall, Graff Main Hall, and the Prairie Springs Science Center. The Graff Main Hall north gathering plaza should also visually connect the vehicle drop-off along East Avenue and improve wayfinding.

Phasing and Sequencing

The HVAC upgrade will be disruptive to Graff Main Hall occupants. Cartwright Center will serve as swing space during renovations.



Graff Main Hall HVAC Upgrade

A6 WIMBERLY HALL HVAC UPGRADE

Project Need

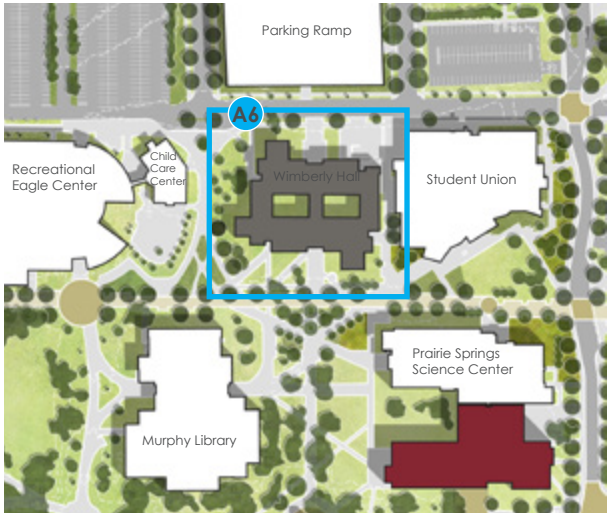
The majority of the existing pieces of HVAC equipment in Wimberly Hall is original to the building construction in 1974. The system is a constant volume system, which is less energy efficient than a modern variable air volume system. Constant volume systems are also harder to provide users with desirable levels of temperature control and ventilation.

Project Description

The intent of this project is to replace all of the outdated, worn out, and under-performing equipment with a new variable air volume (VAV) system with reheat and VAV terminal units. Existing ductwork and equipment that is functionally adequate will be cleaned, repaired, and put back into service. In addition, updating the Andover system will allow the physical plant to much better control the heating and cooling, resulting in more efficient use of energy.

Phasing and Sequencing

The HVAC upgrade will be disruptive to Wimberly Hall occupants. Cartwright Center will serve as swing space during renovations.



Wimberly Hall HVAC Upgrade

A7 MIGRATORY INSECT RESEARCH LABORATORY

Project Need

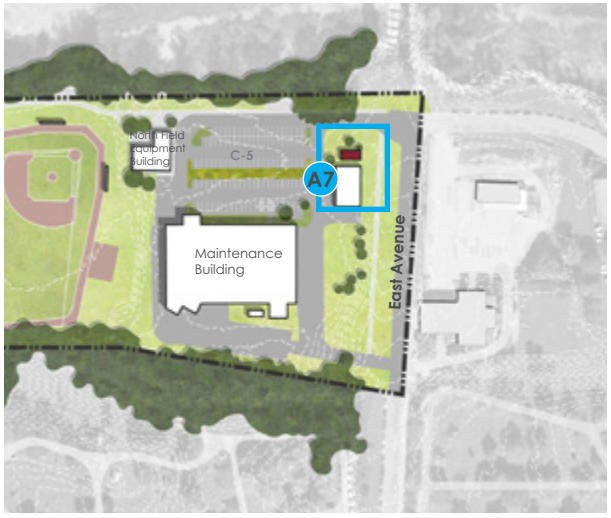
The current research facility is temporarily located within an anatomy laboratory in Cowley Hall. The removal of Cowley Hall to create a site for Prairie Springs Science Center Phase 2 and the urbanizing nature of the campus core creates a need for a permanent home for the Migratory Insect Research Laboratory.

Project Description

The Migratory Insect Research Laboratory would provide dedicated research and classroom space. The laboratory would be located within north campus, adjacent to the landscape maintenance facility. The research facility would be within close proximity to the La Crosse River Marsh offering a unique natural amenity for research and classroom activities.

Phasing and Sequencing

If the Migratory Insect Research Laboratory is not relocated to north campus as a part of the Prairie Springs Science Center Phase 2 project, a temporary location for the program may need to be determined.



Migratory Insect Research Lab

S1 FIELDHOUSE

Project Need

Mitchell Hall is currently over programmed with both academic and collegiate athletic activities. The relocation of Adaptive Physical Education from Wittich Hall to Mitchell Hall exacerbated the space constraints. Additional space is required to accommodate academic and collegiate activities on campus. Athletics needs to provide a NCAA-compliant indoor track.

Project Description

This project will construct a 139,000 GSF Fieldhouse. It consists of a 200-meter NCAA competition indoor track with all sport surface infield and space for a minimum of 1,500 spectators. The second level of the track area will have a walking/jogging track. The south end of the Fieldhouse will have service space including men's and women's team locker rooms and showers, a team meeting room, two multipurpose rooms, a training room, one office suit, and equipment storage for Athletics, Exercise and Sports Science, and Recreation. Mechanicals will be located in a basement area. A utility corridor will need to be constructed in Pine Street to serve the Fieldhouse, future renovation of Mitchell Hall, and possible campus expansion to the east.

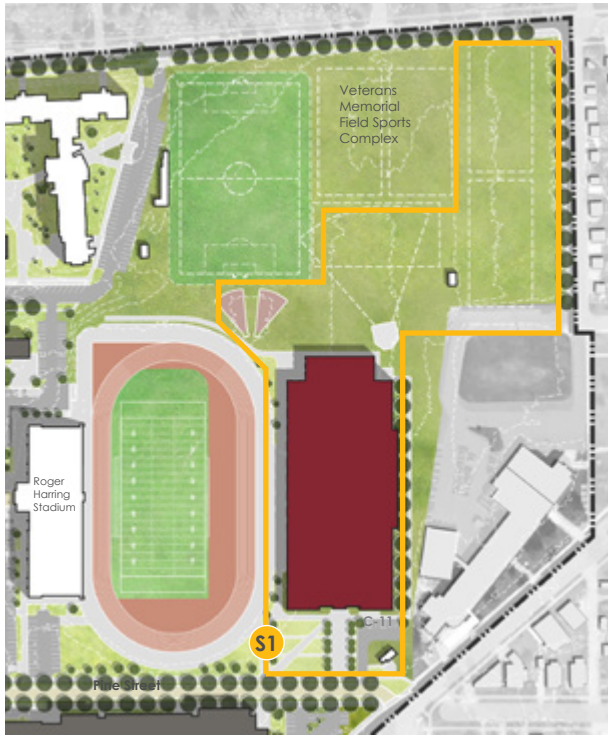
Site and Open Space Recommendations

The Fieldhouse will be located east of the existing Roger Harring Stadium on the C-11 parking lot. Site improvements include relocating the soccer support buildings. The outdoor tennis courts are being relocated to a new tennis venue with indoor and outdoor courts at shared facility with the City at Green Island Park, a ten-minute drive from the campus.

Phasing and Sequencing

The C-11 parking lot spaces are considered temporary and not permanently part of the campus parking supply. After Fieldhouse construction, Mitchell Hall can be renovated. See the Southeast Campus Gateway project for recommendations to convert Pine Street to a shared street.

Fieldhouse Rendering by RDG



Fieldhouse

S2 WHITNEY CENTER RENOVATION, BADGER STREET MALL EXTENSION

Project Need

The Whitney Center provides the university's main food service and dining function. The Whitney Center was constructed in 1965 and has had only minor renovations over the years. The Whitney Center's location among the west side residence halls is ideal for a dining facility.

Project Description

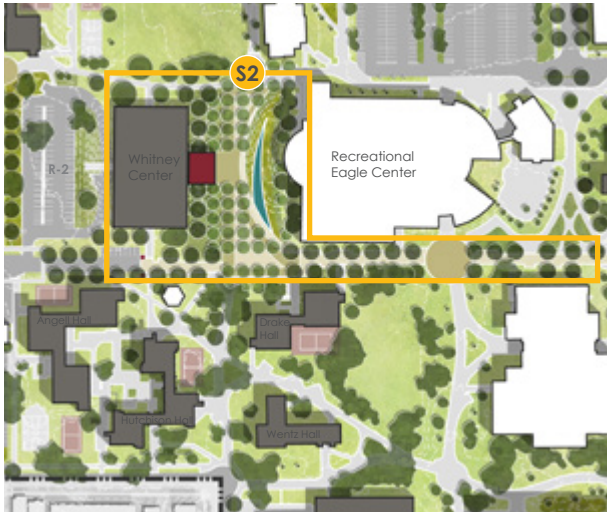
A renovation feasibility study has been completed. The intent of the project is to completely replace all building systems including food service delivery to accommodate an expanded student population and provide food service preparation and delivery strategies that align with current and future trends.

Site and Open Space Recommendations

The proposed renovation will remove the existing west-side entrance, construct a new primary entrance on the east side, and improve the minor entry vestibules on the north and side sides.

The south entry should open onto the west extension of the Badger Street Mall. The mall is a primary east-west pedestrian corridor, converted from a vacated roadway. The Badger Street Mall has been completed from the Student Union to the north end of the Academic Mall, and should be extended west to the south entry of Whitney Center. The mall should include a variety of pedestrian gathering spaces and adjacent open spaces. The mall should include stormwater management and landscape interventions including street trees within silva cells, bioinfiltration basins, and permeable pavement. The western extension of the mall should be constructed with Whitney Center site improvements.

The Whitney Center feasibility study describes two potential public entry points on the east side of the building – a mid-level entry addition and a lower-level entry addition. The master plan discourages the lower level entry due to stormwater flooding threats to the building's lower level. As rain and flooding events continue to worsen, an improvement in the under-capacity city stormwater system is not likely. Therefore, UWL should make its own facilities more resilient. The lower level of the Whitney Center currently floods, which is now handled through a pump system. However, as flooding becomes more extreme and frequent, a pump system cannot be expected to sufficiently handle stormwater when there is no other place for the stormwater to go. Frequent flooding will damage the expensive kitchen prep equipment on the lower level.



Whitney Dining Hall Renovation

Therefore, the master plan recommends the mid-level entrance, which will be at the same elevation of the existing north-south sidewalk. There will be no lower level entrances on the east side, and thus existing paths leading to the lower level should be removed and the space filled in, preventing flooding on the east side. The intent of the proposed lower-level entrance is activate the Whitney Center lower level; rather, UWL should make the lower level space a destination through programming.

A new east mid-level entrance facilitates the creation of an outdoor dining and gathering plaza. The area between Whitney Center and Recreational Eagle Center is now a pass-through sidewalk and conventional lawn swale. From this utilitarian area, UWL has the opportunity to create a place. It may construct a signature stormwater infiltration basin and an outdoor plaza. The basin would provide a focal landscape view from the plaza space and indoor dining spaces. The Whitney Center east entry plaza would provide a space for outdoor dining on campus and highlight UWL's commitment to green infrastructure practices.

Concept for space between Whitney Center and Eagle Rec

Phasing and Sequencing

The Whitney Center renovation is proposed for the 2021-2023 biennium. Cartwright Center will serve as dining/kitchen swing space while the Whitney Center is renovated.

S3 NEW RESIDENCE HALL

Project Need

When constructing and renovating the eight residence halls constructed in the 1960's, it is necessary to incrementally change the number of beds to maintain financial revenue projections. Renovating the residence halls will bring them off-line for two years at a time, and each renovation will reduce the number of beds as lounges are restored. Therefore, a new residence hall must first be constructed to provide a pool of beds that can serve as swing beds. Additionally, Eagle Hall doubles will be de-tripled. At the end of the sequential renovations, the campus-wide number of beds will increase, but by a lower number than the ~300 beds in the new residence hall.

The construction of Eagle Hall reduced the size of Coate Field and created a need for additional open space in the campus core.

Project Description

This project will construct a four-story, ~300 bed, semi-suite style residence hall that is approximately 112,000 GSF. It will provide living units with double occupancy bedrooms and shared bathrooms. The building will provide common spaces on each floor for lounges, kitchens, and study rooms.

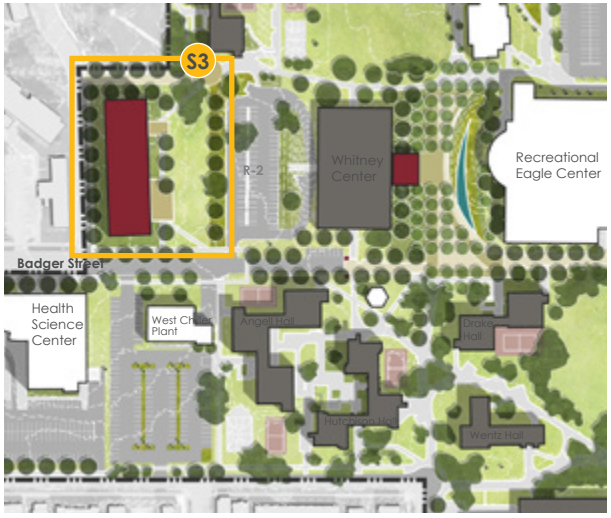
Site and Open Space Recommendations

The preferred location for the new residence hall is the C-4/C-14/R-8 parking lot. The loss of these parking spaces was assumed in the parking ramp expansion and thus these spaces do not need to be replaced.

A shared green would provide additional open space for passive student recreation within the west residential neighborhood. Stormwater infiltration along the west edge of the R-2 parking lot could treat stormwater on northwest edge of campus.

Phasing and Sequencing

The New Residence Hall construction is proposed for the 2021-2023 biennium. The construction of a new residence hall should occur before the sequential renovations of the 1960's residence halls.



New Residence Hall

S4 RESIDENCE HALL RENOVATIONS

Project Need

Eight residence halls – Laux, Wentz, Sanford, Coate, Angell, Hutchison, Drake, and White Halls – require renovation of building infrastructure and accessibility. They have not been substantially improved since their construction in the 1960's and they hurt student recruitment efforts.

Project Description

The university should embark on a multi-biennial plan to sequentially renovate all eight residence halls. The intent will be to completely replace the infrastructure of the buildings, add fire suppression systems, revise the shower and toilet areas, and bring the buildings into compliance with ADA. Bed counts in each residence hall may slightly decrease as lounges are restored and triple rooms are restored to doubles.

Site and Open Space Recommendations

The university should renovate the residence hall green spaces with additional program amenities to make these spaces more usable for student activity.

Phasing and Sequencing

The construction of a new residence hall must precede the renovation of existing student housing. After the new residence hall is constructed, the existing residence halls will be renovated in the following sequence, with each stage taking two years.

- Laux and White Halls
- Sanford and Coate Halls
- Angell and Hutchison Halls
- Drake and Wentz Halls

Residence Hall Renovations

C1 SOUTHEAST CAMPUS GATEWAY AND PINE STREET RENOVATION

Project Need

Pine Street is a public street with on-street parking. After the construction of the Fieldhouse, the close programmatic relationship between uses in the Fieldhouse and Mitchell Hall will remain. A significant pedestrian flow between the buildings is expected, increasing pedestrian/vehicle conflict on Pine Street. On-street parking will limit site distances for mid-block pedestrian crossings, decreasing the safety of the crossing.

Project Description

The Cartwright Center will continue to function as a swing space for the majority of the next decade. After its role as swing space ends, the building should be demolished. Demolition will remove one of the campus below-grade loading zones that regularly floods.

East Avenue should be extended to Campbell Road, providing a public street through campus. The university should then work with the City of La Crosse to reconstruct Pine Street to a shared street, similar in design to Badger Street Mall. The shared Pine Street should provide access to service vehicles and bus parking for athletic events.

Site and Open Space Recommendations

The East Avenue extension will create a new Southeast Campus Gateway. The gateway should include campus gateway signage, stormwater treatment areas open space for passive use, and temporary parking and drop-off for Graff Main Hall. See page 22 for an illustration of the Southeast Campus Gateway.

Phasing and Sequencing

The Cartwright Center can be demolished after its swing space role ends. Pine Street can become a shared street after East Avenue is extended to Campbell Road.

Southeast Campus Gateway

C2 CENTER FOR THE ARTS PARKING RAMP WITH STORMWATER IMPROVEMENTS

Project Need

The construction of the Center for the Arts Performance Hall creates the need for additional parking near the Center for the Arts.

Project Description

The construction of a Center for the Arts parking ramp will replace the existing C-10 surface parking lot. This ramp will provide additional parking for university staff and visitors to the performance hall.

With the existing ramp on the north side of campus, the Center for the Arts Parking Ramp would serve the southern portion of campus allowing additional parking to be removed from the center of campus.

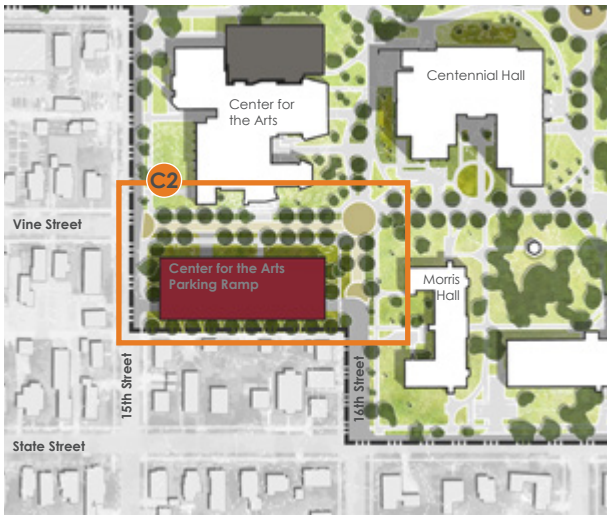
Site and Open Space Recommendations

The Center for the Arts Parking Ramp should be accessed from Vine Street to improve drop-off facilities for the performance hall. Vine Street should be converted to a shared street that can be used as a drop-off and pedestrian circulation.

Stormwater improvements should be incorporated into the reconstructed Vine Street and along the perimeter of the parking ramp.

Phasing and Sequencing

The Center for the Arts parking ramp and its associated stormwater improvements should be constructed in conjunction with the Center for the Arts Performance Hall.



Center for the Arts Parking Ramp

C3 LA CROSSE STREET STREETSCAPE

Project Need

La Crosse Street is the main vehicle route to campus and the first impression for those coming to campus. Establishing a strong campus gateway is important to form a positive first impression of the campus and UW-La Crosse.

Project Description

The proposed renovation will strengthen the primary East Avenue Gateway with signage, streetscape, and landscape interventions. Gateway signage will signal the arrival to campus. UWL should plant more extensive landscaping, perhaps including a tree allee. Special pavement marking at the La Crosse/East crosswalk will increase safety for students walking to north campus and parking and will define La Crosse Street as a campus space.

If La Crosse Street is reconstructed, the university should support designated bicycle lanes, wider sidewalks, and underground utilities. Subsurface utilities allow the use of a consistent planting of street trees to calm traffic and better define the La Crosse Street corridor.

Stormwater basin design should be improved. At both Eagle Hall and the parking ramp, redesign and replant the infiltration basins with a more traditional, classic collegiate, non-native planting design. Routine maintenance of the stormwater infiltration basins will improve their appearance.

Replace and upgrade fencing, particularly along the recreation fields, to the standard set for secondary areas in the lansdcape design guidelines - black vinyl coated chain link fencing.

Install campus edge signage at the corners of campus at Myrick Park Lane and Oakland Street.

Phasing and Sequencing

Incremental improvements to the corridor can occur during athletic field improvements, landscape improvements, and any La Crosse Street utility or roadway projects. The university should partner with the City of La Crosse for these improvements both within and outside the city street right-of-way.

La Crosse Street Streetscape

F1 DIESEL STORAGE

Project Need

Currently, there is not sufficient fuel storage for long-term gas outages. Also, the existing diesel fuel tanks for the university's back up generator are located underground. These underground tanks are difficult to service and are in need of replacement.

Project Description

A 70,000-gallon above-ground diesel storage tank would provide enough power for three days of full operation. Removal of the subsurface tanks would reduce the long-term maintenance of the storage tanks.

Site and Open Space Recommendations

The above ground diesel storage tanks should be located adjacent to the Heating Plant. Screening the view of above ground fuel tanks from nearby spaces such as Wittich Green will be important to the functionality and aesthetics of campus open spaces.

Phasing and Sequencing

As State of Wisconsin facilities transition away from use of coal as a fuel source, additional work may be needed to convert the steam plant to other energy sources. The diesel fuel storage tank facility may overlap with future improvements or conversion to the steam plant.

Diesel Storage

OPEN SPACE

OPEN SPACE CHARACTER

The open space character of UWL can be divided into seven categories. Improving each individual component of the campus open space can create a physical environment that better supports the university's mission and services students and faculty.

LEGEND

- Existing
- Proposed
- Pedestrian Focused Core
- Shared Greens
- Entrance Plaza
- Streetscapes
- Residence Hall Green Spaces
- Recreational Fields
- Transitional Landscapes

Open Spaces

Pedestrian Focused Core
The characteristic pedestrian-only campus core should be expanded upon wherever possible. The Academic and Badger Street Malls create the framework that extends the pedestrian core to perimeter campus streets.

Shared Greens
It is essential to maintain and enhance the existing shared greens within campus. The creation of the Southeast Campus Gateway and improvement to Wittich Green will provide more space for informal recreation on campus.

Entrance Plaza
Establishing significant entrances to campus buildings improves wayfinding and provides gathering space. Create identifiable building entrances at all new and renovated buildings to improve the connection between interior and exterior spaces.

Streetscapes
Increase tree canopy along campus streetscapes to define the pedestrian zone. Traffic calming strategies should also be incorporated near intersections with heavy pedestrian traffic.

Residence Hall Green Space
Create backyards for resident students at new and renovated residence halls. Increase seating, access to power, and cold season amenities such as fire tables to help activate these spaces.

Recreational Fields
Intramural sports are one of the most popular activities on campus. Increased access to recreational fields for formal and informal use is important to the physical and mental health of students.

Transitional Landscapes
Incorporate native vegetation that provides habitat, harvests stormwater, and provides shade. The existing endangered bee habitats adjacent to Wittich and Murphy Halls are prime examples of habitats to create in other transition landscapes.

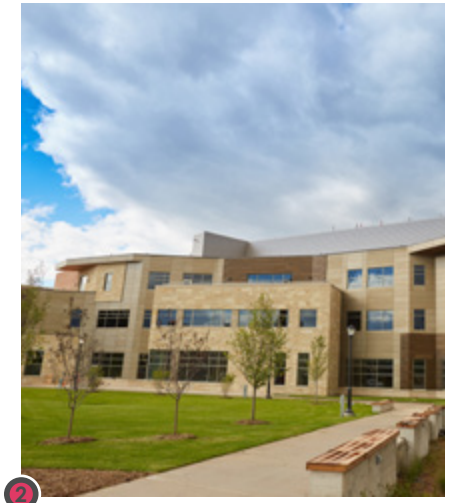
MEMORABLE OPEN SPACES

During the master planning process, four sacred open spaces were identified for their importance to the campus identity. Drake Green and the Student Union plaza are important for student recreation and gatherings. The Academic Mall and Graff Main Hall courtyard were identified for their historic and academic quality. These spaces should be protected from development and enhanced where possible. Create connections between these memorable open spaces and extrapolate their qualities to other campus open spaces to enhance the overall quality of the campus environment.

Memorable Open Spaces

1 Drake Green

3 Academic Mall

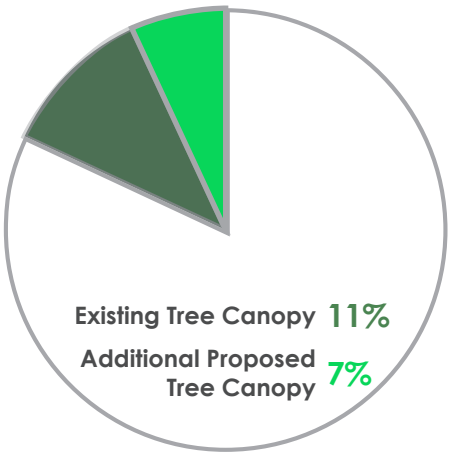


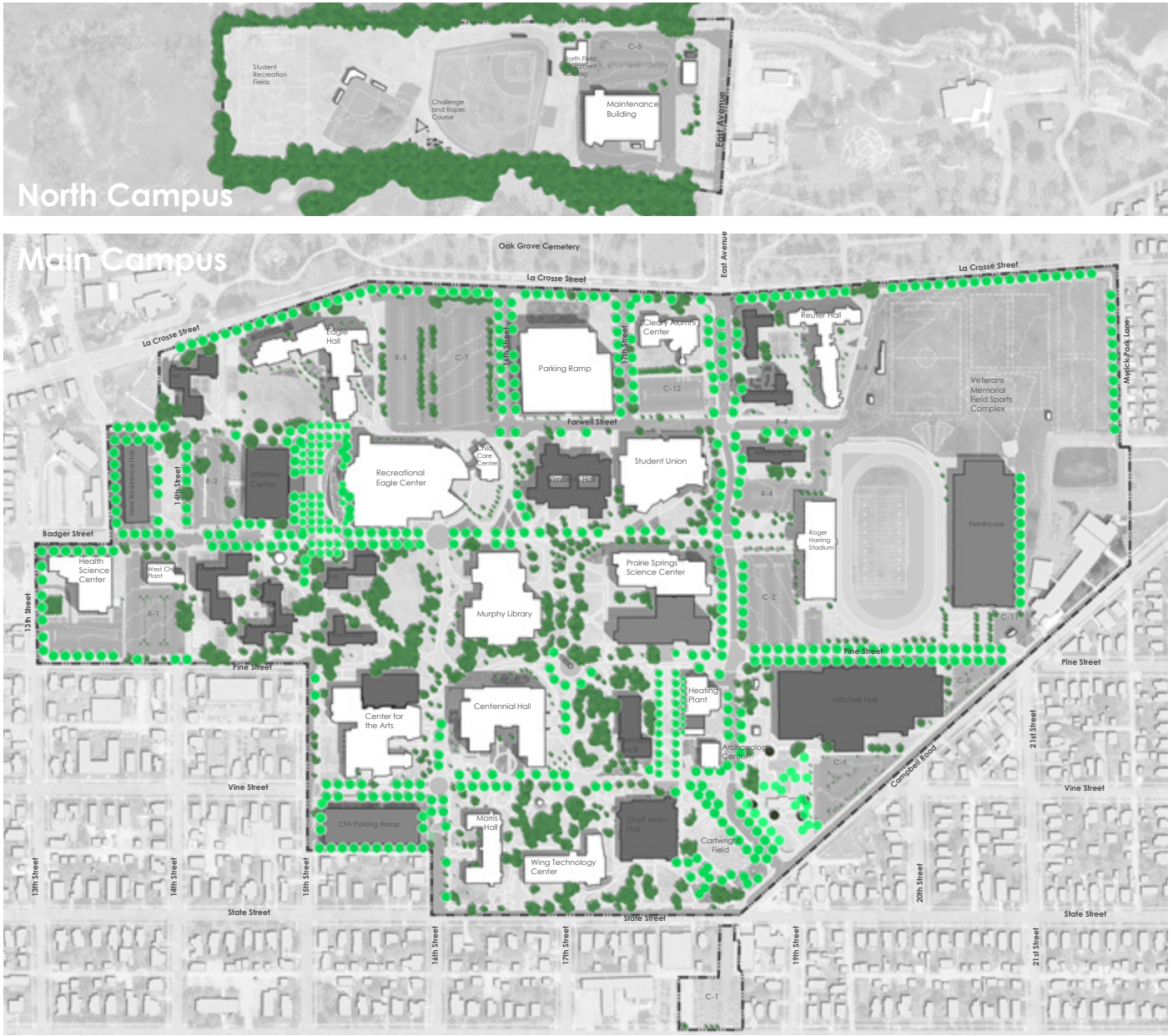
2 Student Union

4 Graff Main Hall

TREE CANOPY

Tree canopy contributes to the landscape structure of campus and defines the university as a unique space. Improvements to canopy cover are focused on defining pedestrian and vehicle corridors. Functionally, tree canopy provides shade, habitat, manages stormwater, and buffers pedestrians from traffic.





Tree Canopy

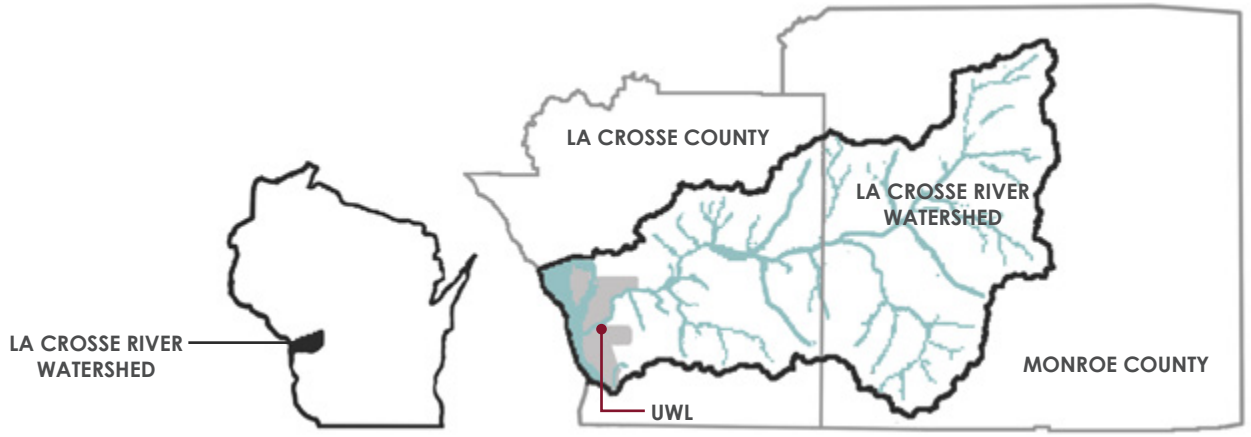
GREEN INFRASTRUCTURE

CAMPUS WATERSHED

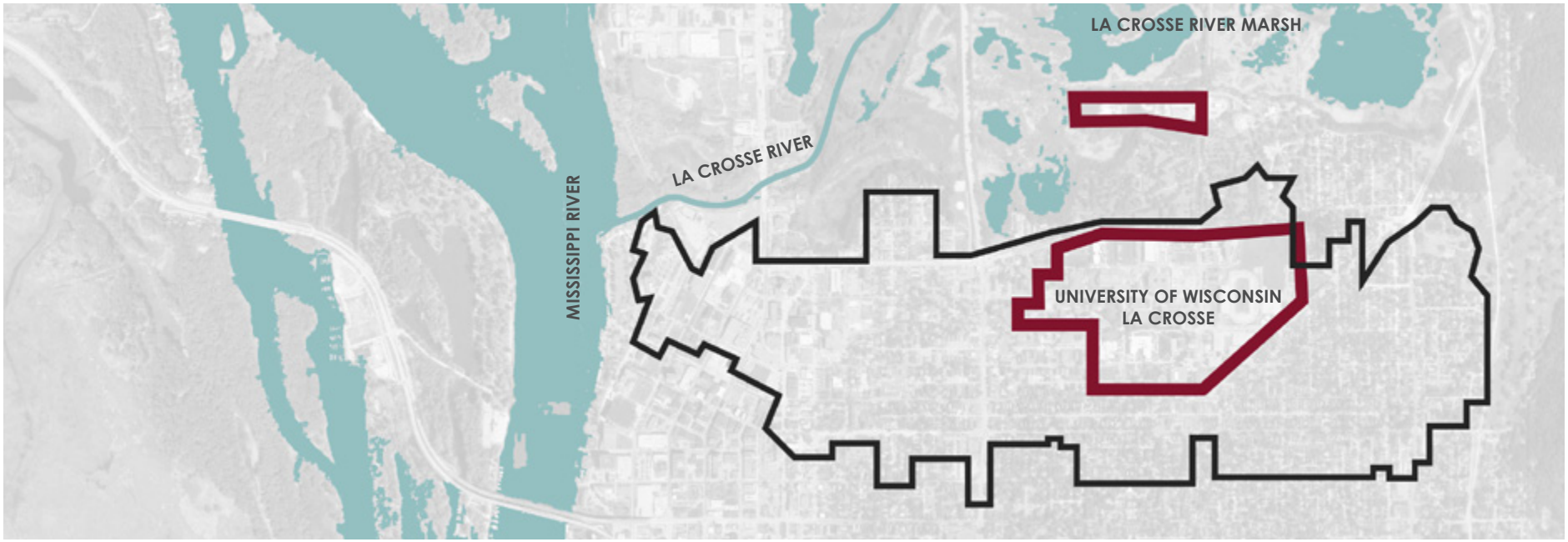
The UW-La Crosse campus is located within the La Crosse River watershed near its confluence with the Mississippi River. A majority of the approximately 500 square mile watershed is forested or agricultural land. La Crosse and its suburbs are the major urban population with the watershed.

According to the 2002 Wisconsin Department of Natural Resources (DNR) watershed study, the following are the primary recommendations for urban areas such as UWL:

- Conduct mandatory stormwater permits
- Reduce urban non-point source pollution
- Protect the La Crosse Marsh Natural Resource Area



Regional Watershed



Campus Subwatershed

PERVIOUS AREAS

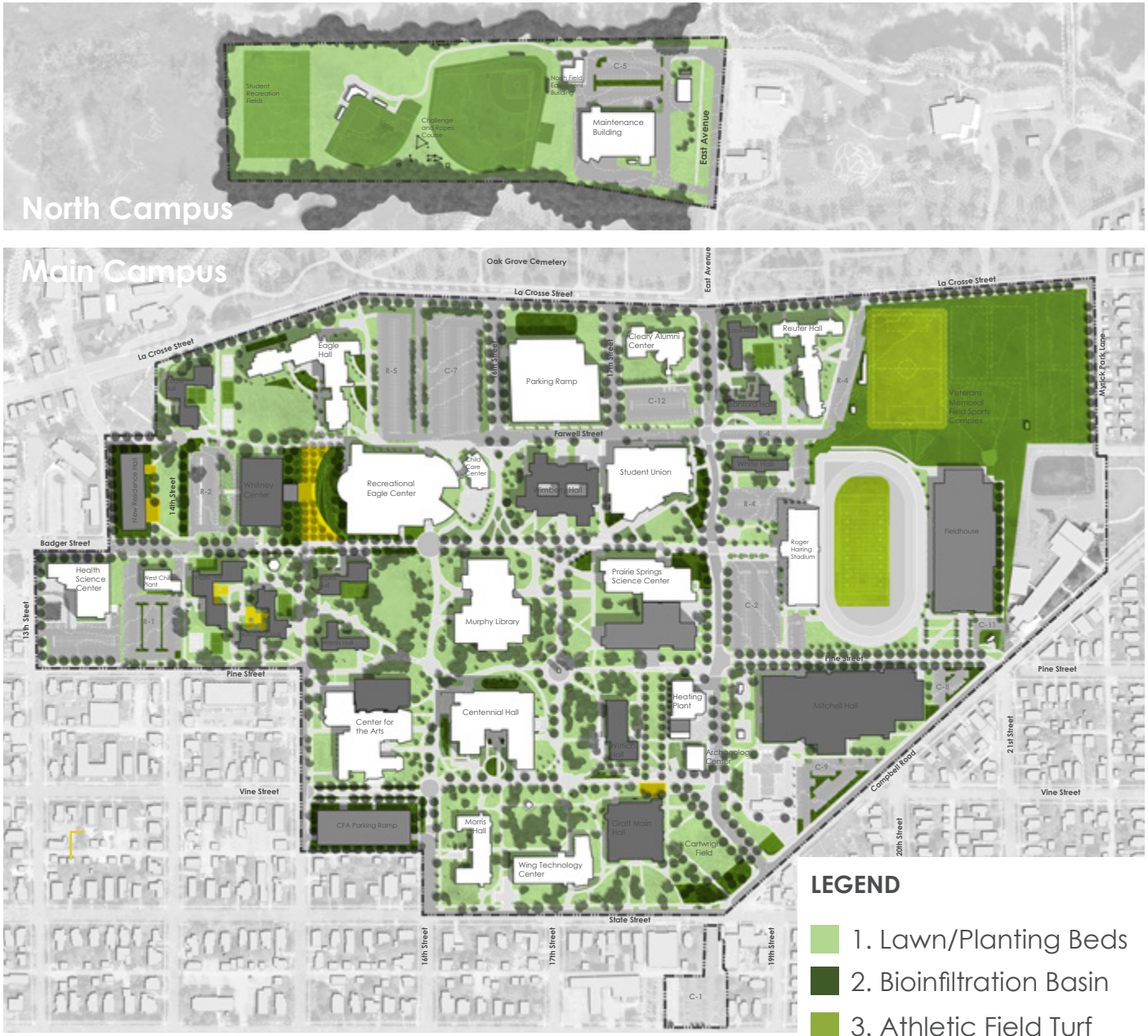
The unique sandy soils on the UWL campus makes pervious surfaces increasingly valuable for aquifer recharge and reduced demand on stormwater infrastructure lower within the City of La Crosse watershed.

Recommendations

- Utilize pervious pavements in areas with low vehicle traffic.
- Incorporate bioinfiltration basins in areas suitable for infiltration.
- Convert underutilized expanses of lawn to no-mow lawn or other low maintenance planting.

Significant Changes

- 0.4 acres of impervious campus pedestrian walks converted to pervious pavement.
- 0.6 additional acres of bioinfiltration basins capture stormwater from 12.7 acres of campus that currently do not drain to green infrastructure systems.



Pervious Area

IMPERVIOUS AREAS

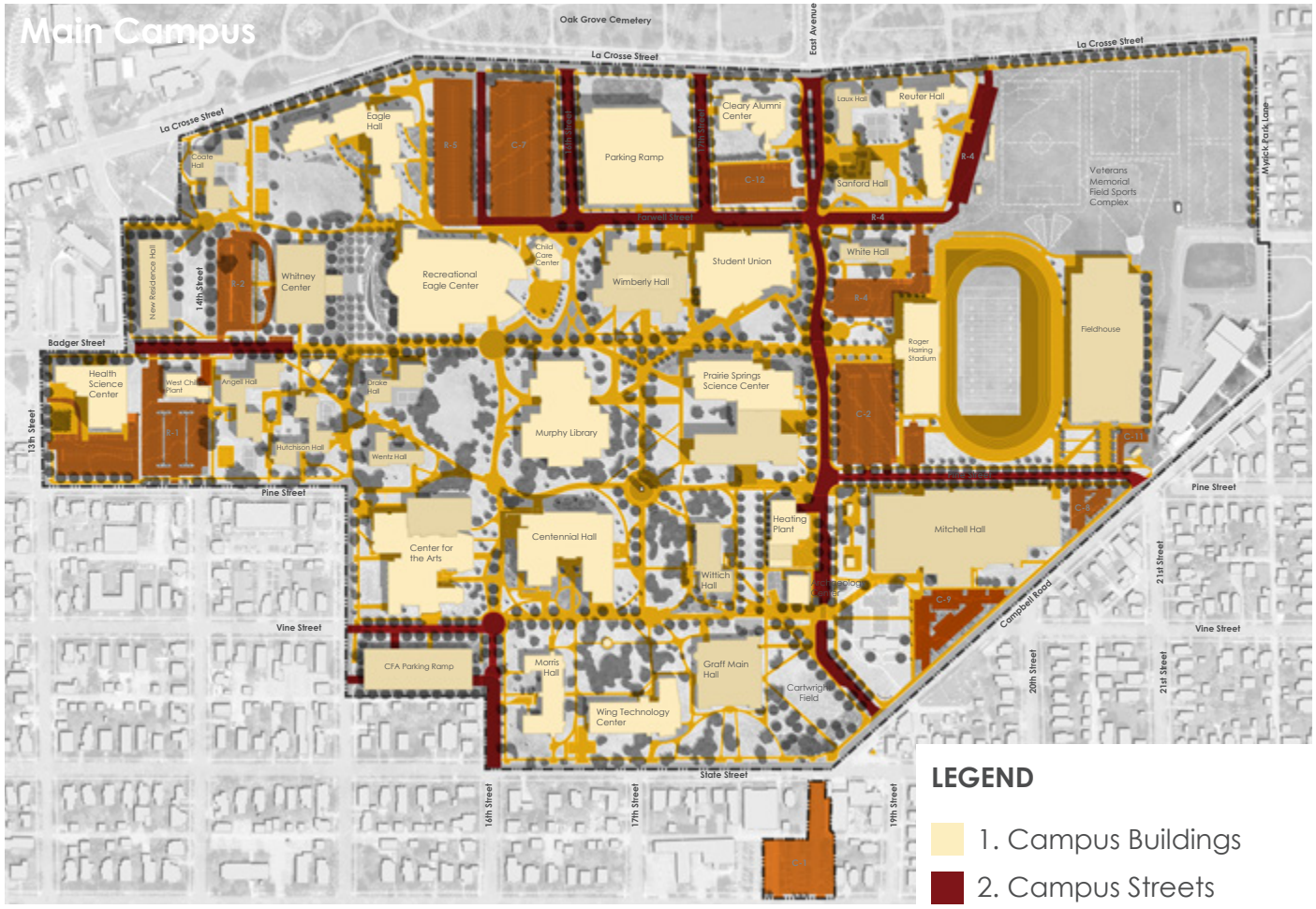
Although the university has made significant strides in managing campus stormwater, reducing impervious surfaces will decrease the demand on the city-wide stormwater system during large storm events.

Recommendations

- Concentrate impervious surfaces in areas that support heavy vehicle traffic.
- Harvest stormwater from impervious rooftops for reuse in irrigation.
- Ensure impervious areas have a purpose and reduce the use of pavement in spaces where it serves no functional use.

Significant Changes

- 1.17 acres of the impervious Cartwright Center Site converted to open space.
- 70% of all new building development occurs over existing parking lots.



Impervious Area

LEGEND

1. Campus Buildings
2. Campus Streets
3. Parking Lots
4. Pedestrian Walks

GREEN INFRASTRUCTURE

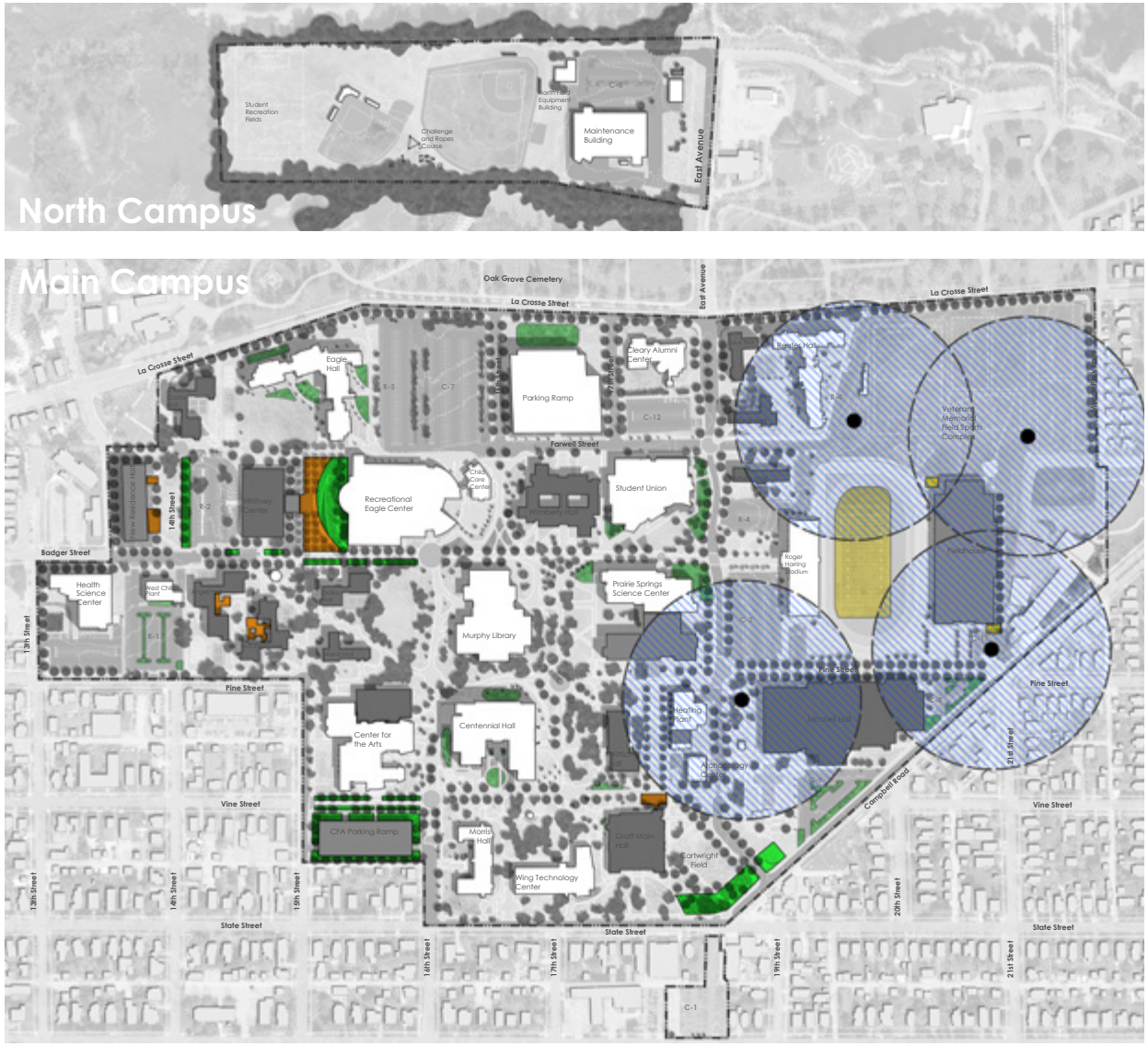
UWL has reduced Total Suspended Solids (TSS) by 34 percent which significantly surpasses the 20 percent required by the DNR. The use and aesthetic of infiltration basins have become a characteristic element of the campus landscape and align with the University goal to become a leader of sustainability. Recommendations:

- Direct runoff from streets and parking lots to infiltration basins. Regularly sweep pavement areas to avoid sedimentation.
- Store and filter stormwater in areas of campus within the wellhead protection zones.
- Introduce alternative green infrastructure practices such as permeable pavement, modular suspended pavement systems (such as Silva Cells), and hydrodynamic sediment separators.

LEGEND

Existing
Proposed

- Infiltration Basin
- Permeable Pavement
- Subsurface Retention Basin
- 400' Wellhead Protection Zone



Green Infrastructure

Subsurface Stormwater Retention, Veterans Memorial Field Sports Complex

Naturalistic Infiltration Basin, Centennial Hall

Permeable Pavement

Structured Infiltration Basin, Centennial Hall

Parking Lot Basin Sedimentation

Removal of sediment will increase the infiltration of parking lot basins. Alternative snow pile placement will reduce sedimentation.

Eagle Hall Infiltration Basin Erosion Prevention

Routine maintenance of infiltration basins will reduce basin erosion, such as that occurring at Eagle Hall.

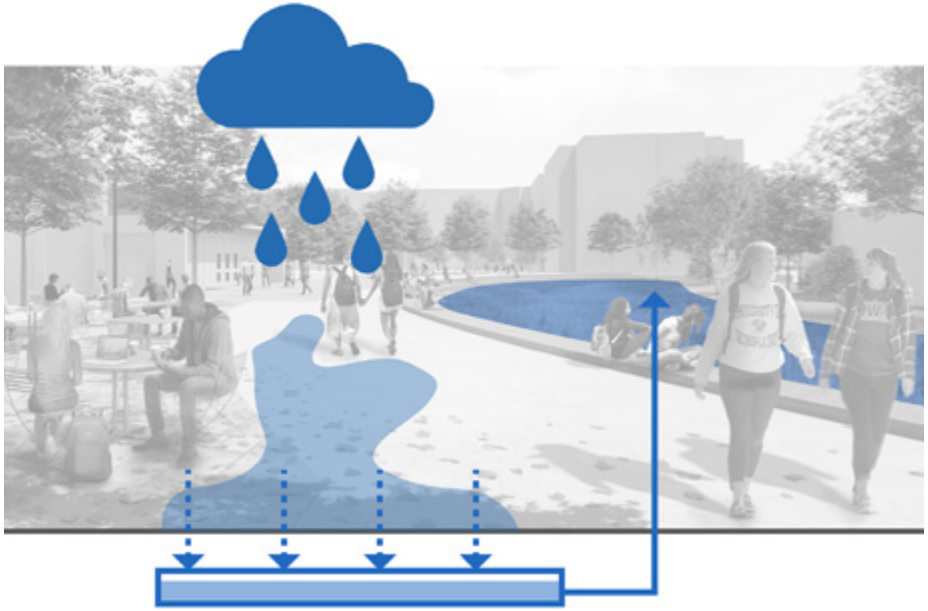
Activity	*Frequency*
Water plants	As necessary during first growing season
Water as necessary during dry periods	As needed after first growing season
Re-mulch void areas	As needed
Treat diseased trees and shrubs	As needed
Inspect soil and repair eroded areas	Monthly
Remove litter and debris	Monthly
Add additional mulch	Once per year

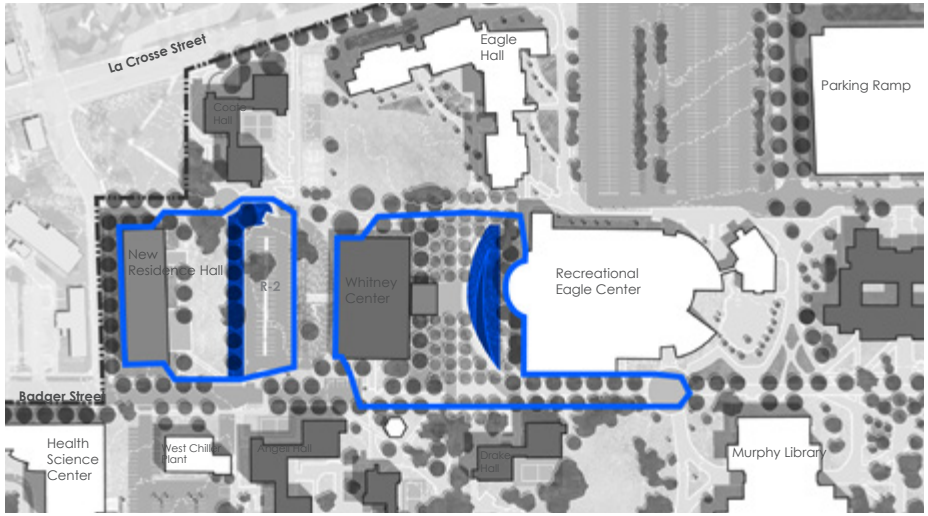
NORTHWEST QUADRANT STORMWATER BASIN

The New Residence Hall and the Whitney Center renovation are two projects with viable green infrastructure components.

The New Residence Hall project should include a 4,000 square foot open space dedicated to stormwater management. A biofiltration basin would capture and infiltrate stormwater runoff from the new building, shared green space, and adjacent R-2 parking lot. The catchment area is shown outlined in the figure to the right. This biofiltration basin has the potential to capture and infiltrate 1.7 acre-feet of stormwater runoff that is currently not treated by green infrastructure strategies.

The Whitney Center renovation creates several green infrastructure opportunities. The current depressed lawn between the Recreational Eagle Center and Whitney Center should be converted to an infiltration basin. The blue outline in the adjacent figure shows the proposed catchment area for the infiltration basin. The Whitney Center east entry plaza should utilize permeable pavement within pedestrian zones of campus. Together the permeable pavement areas and infiltration basin could capture and infiltrate 1.8 acre-feet of stormwater runoff.





Northwest Quadrant Stormwater Basin

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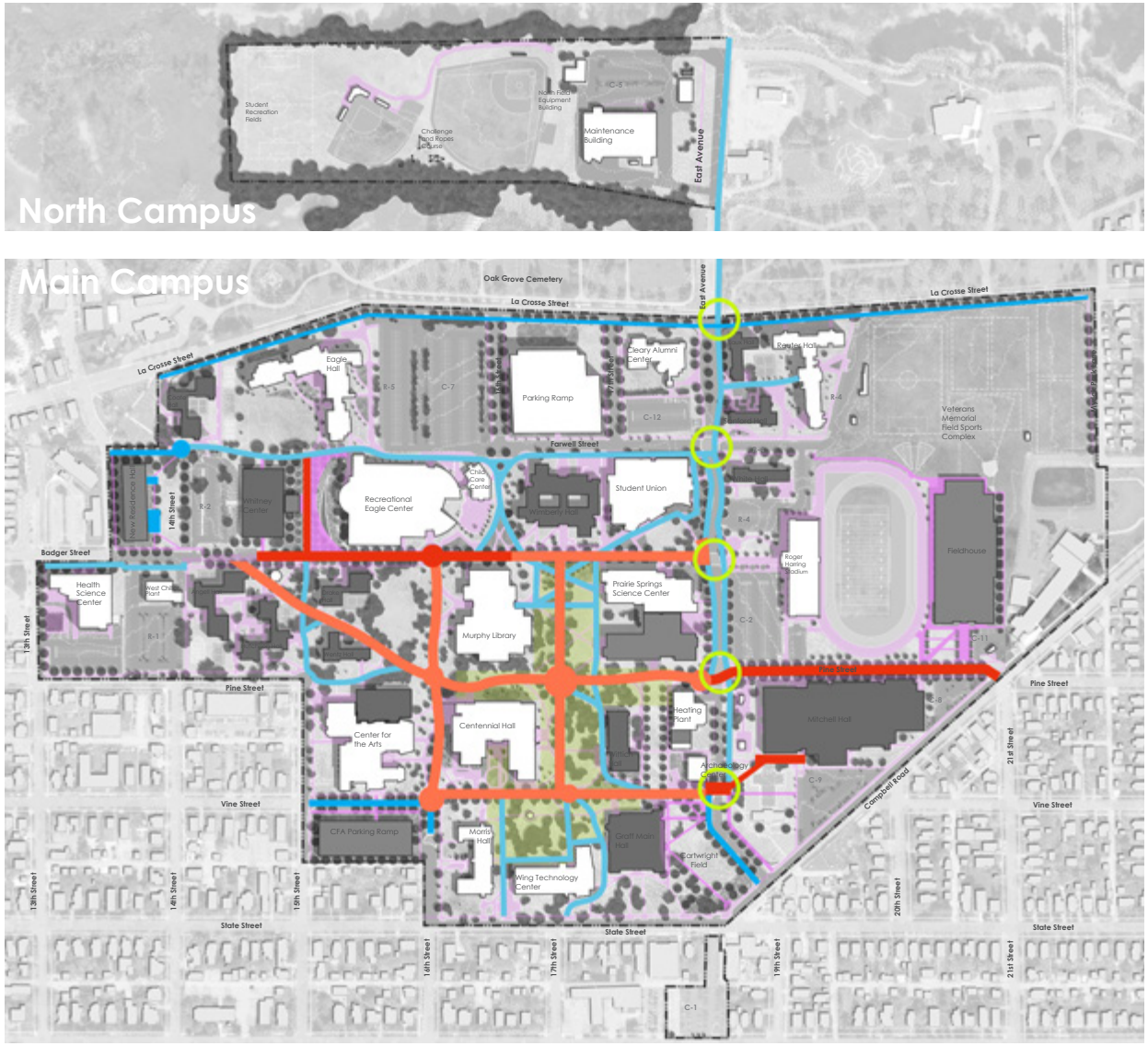
CIRCULATION

PEDESTRIAN CIRCULATION

The lack of a dense network of public streets through campus makes walking and biking a fundamental form of transportation on campus. The robust pedestrian path network is built upon the former street rights-of-way. This network should be expanded wherever possible.

Recommendations

- Convert Pine Street and Badger Street east of the R-2 parking lot to shared streets – wide paths designed for pedestrians that can accommodate daily service vehicles and event-driven other vehicles.
- Strengthen the connection between North and Main Campus. Sharrows and a more defined La Crosse Street crosswalk will improve the safety of this connection.
- Improve pedestrian crossings at intersections with significant pedestrian and vehicle conflicts. Potential intersection improvements include speed tables or narrowing streets at pedestrian crossings.
- Provide sufficient bicycle parking near building entrances.
- Incorporate vegetation buffers in locations where paving pedestrian desire lines are not feasible.



Pedestrian Circulation

LEGEND

Existing
Proposed

Primary Pedestrian Circulation

Secondary Pedestrian Circulation

Tertiary Pedestrian Circulation

Pedestrian Only Zone

Improved Intersections

Tertiary Pedestrian Circulation

Primary Pedestrian Circulation

Secondary Pedestrian Circulation

VEHICLE CIRCULATION AND PARKING

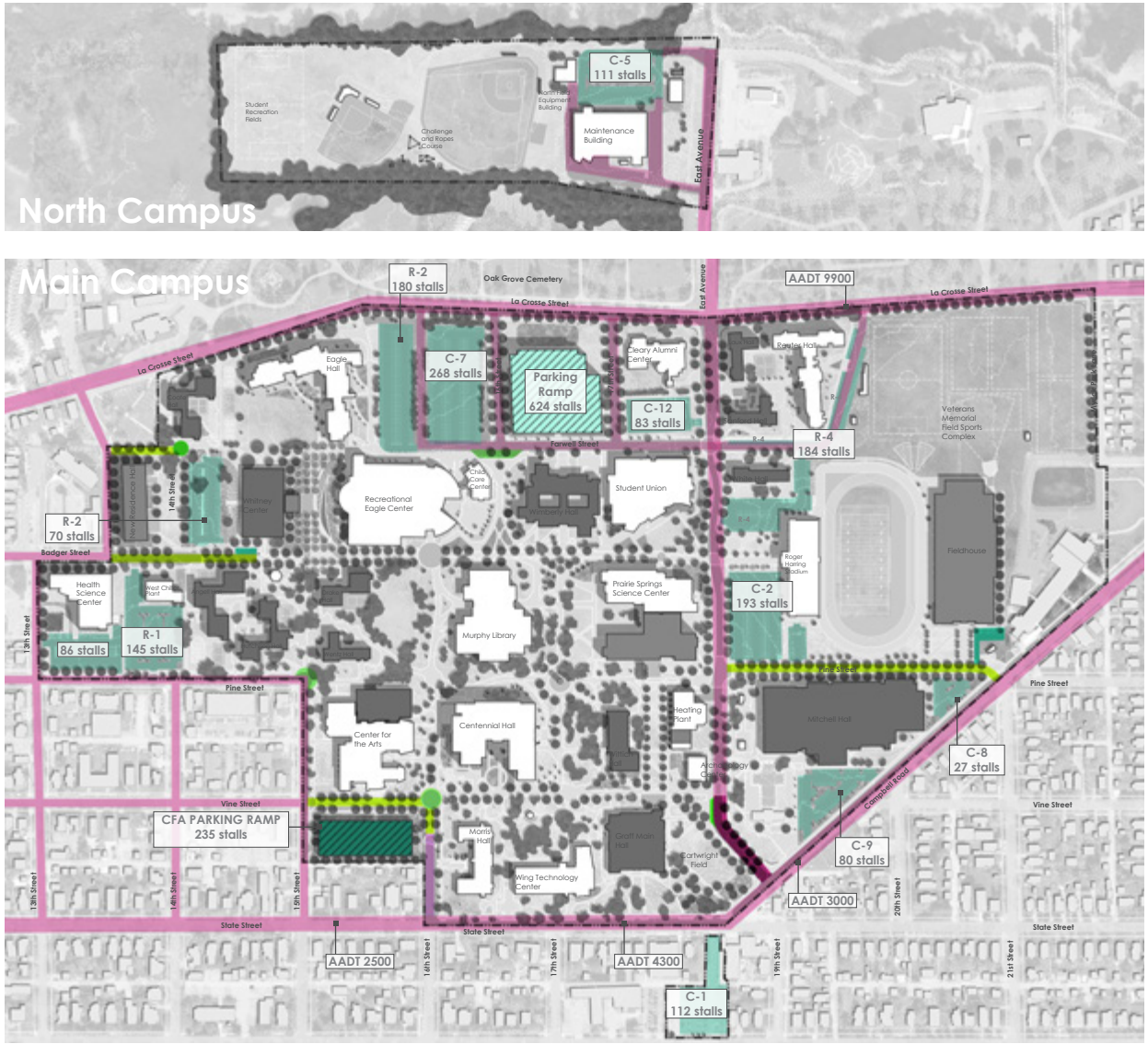
Maintain vehicle circulation and parking on the edges of campus to protect and serve the pedestrian core of campus. The projects described in this master plan would result in 41 net new parking stalls.

Recommendations

- Extend East Avenue through campus to connect to Campbell Road. Convert Pine Street to a shared street.
- Remove parking from the campus interior in feasible locations, while maintaining sufficient ADA vehicle access.
- Increase the capacity at vehicle drop-offs to meet the current and future use of shared vehicle programs (like Uber and autonomous shared vehicles).

Parking Changes

- Remove: R-8 (-72 stalls)/C-14 (-32 stalls)/C-4 (-36 stalls) for residence hall. These stalls were assumed in the parking structure expansion and do not need to be replaced.
- Remove: C-11 (-116 stalls) for Fieldhouse
- Remove: C-10 (-143 stalls) for Center for the Arts Parking Ramp (+440 stalls) The parking structure would consist of 1 level underground, 2 covered levels, and 1 roof level.
- Net Gain: 41 parking stalls



Vehicle Circulation and Parking

LEGEND

Existing
Proposed

- Parking Ramp
- Parking Lot
- Shared Street
- Pedestrian Drop-offs
- Pedestrian Drop-offs

AADT 2017 Annual Average Daily Traffic Count

Parking Lot C-2

Parking Ramp, Farwell Street

Vine Street Drop-off

SERVICE ROUTES

Service, delivery, and EMS vehicles should be the only permitted vehicles within the pedestrian core of campus.

Recommendations

- Separate service entrances from primary pedestrian entrances.
- Provide dumpster enclosure to screen waste and service facilities.

LEGEND

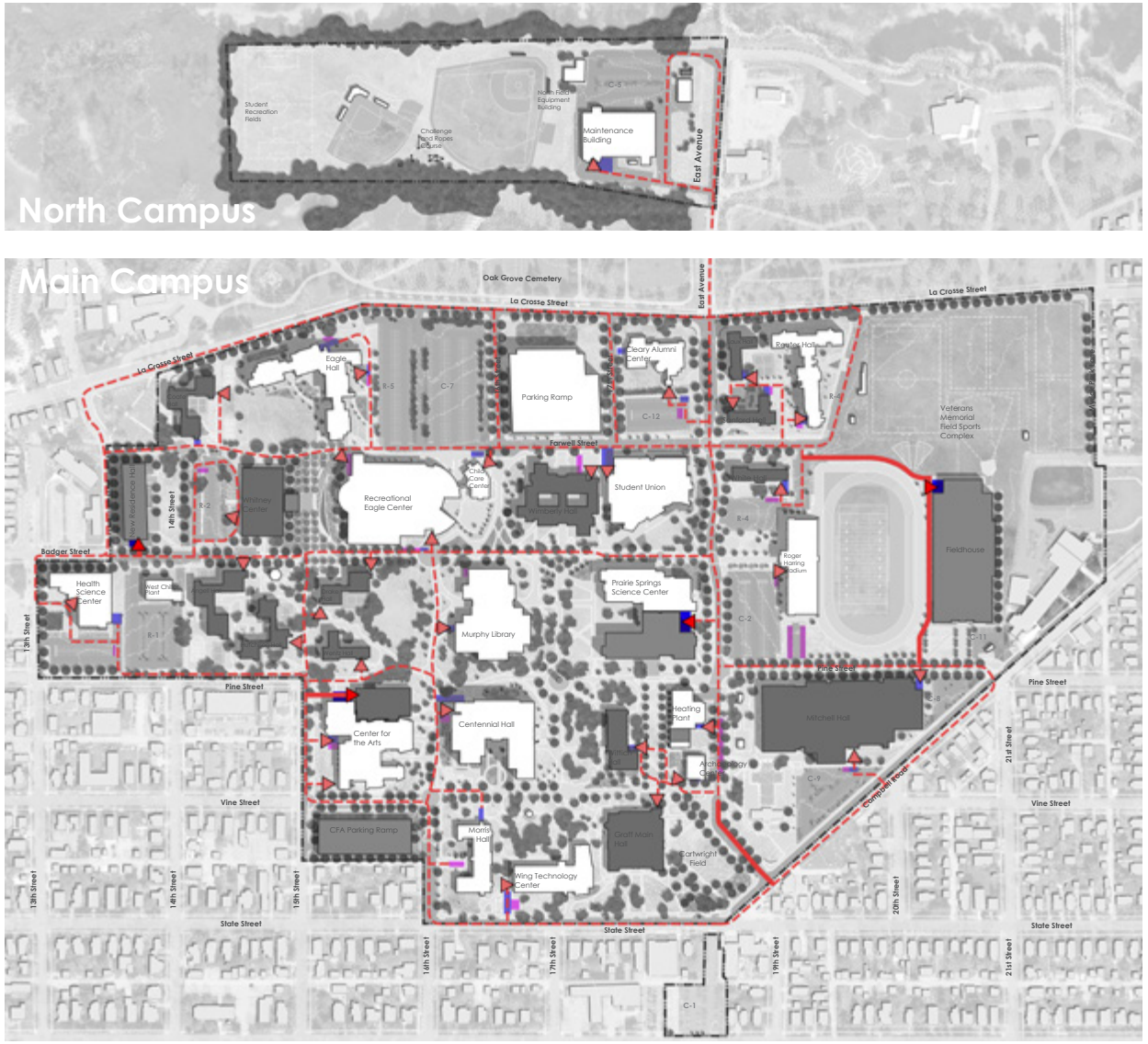
Existing
Proposed
Service Routes

Service Parking

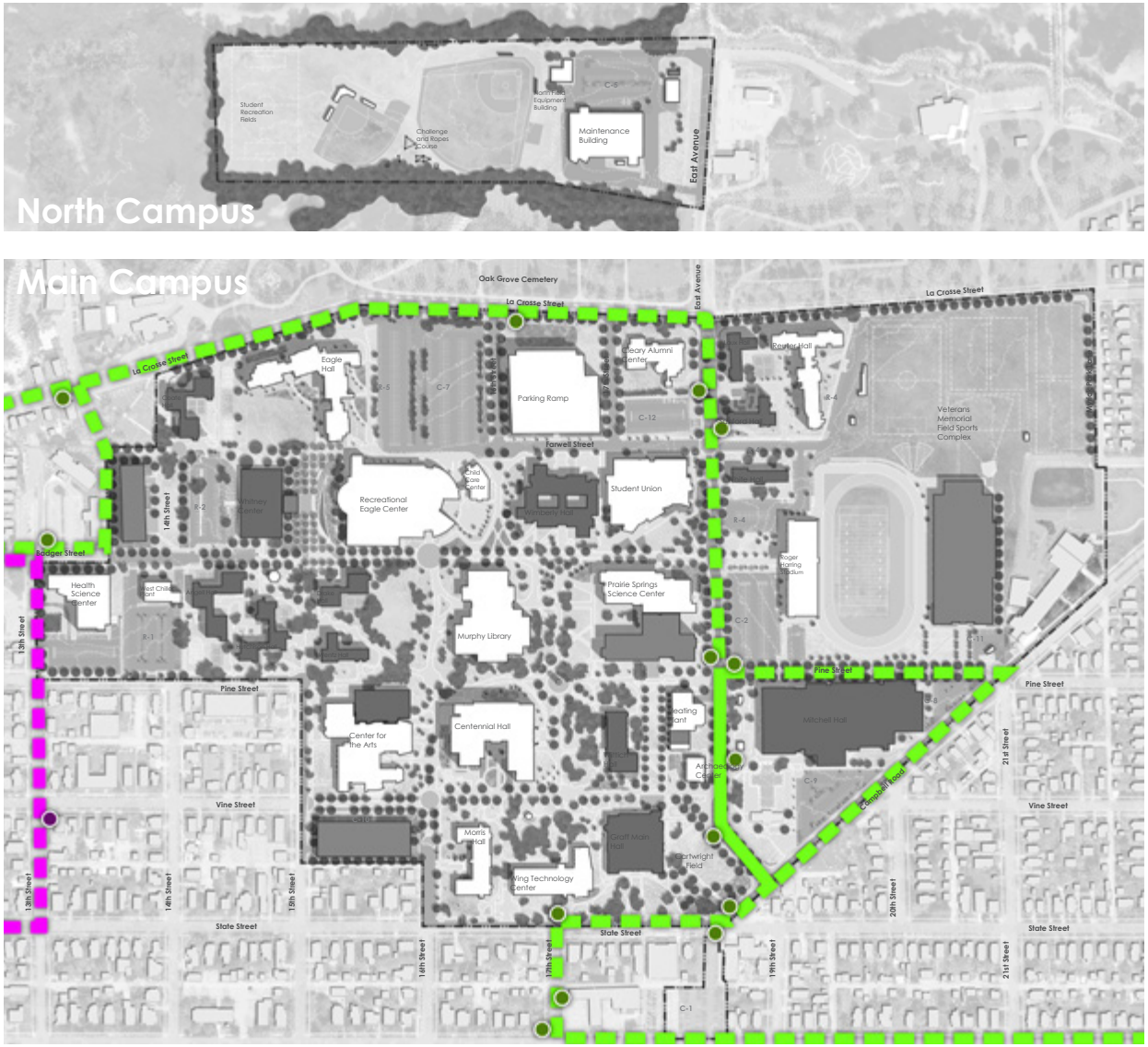
Loading Zone

Delivery Stops

Centennial Hall Service Zone



Service Routes



Campus Transit Routes

TRANSIT ROUTES

Reroute Transit Route 4 along East Avenue to Campbell Road. This alternative transit route will create a more direct circulation system through campus and remove transit/pedestrian conflicts along Pine Street.

LEGEND

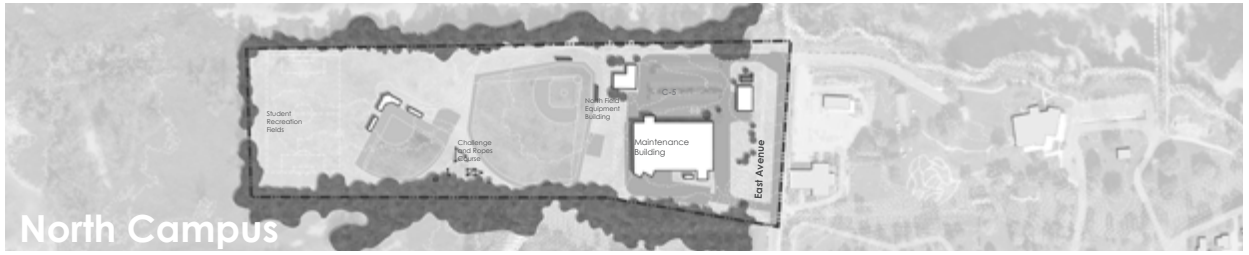
Existing Proposed

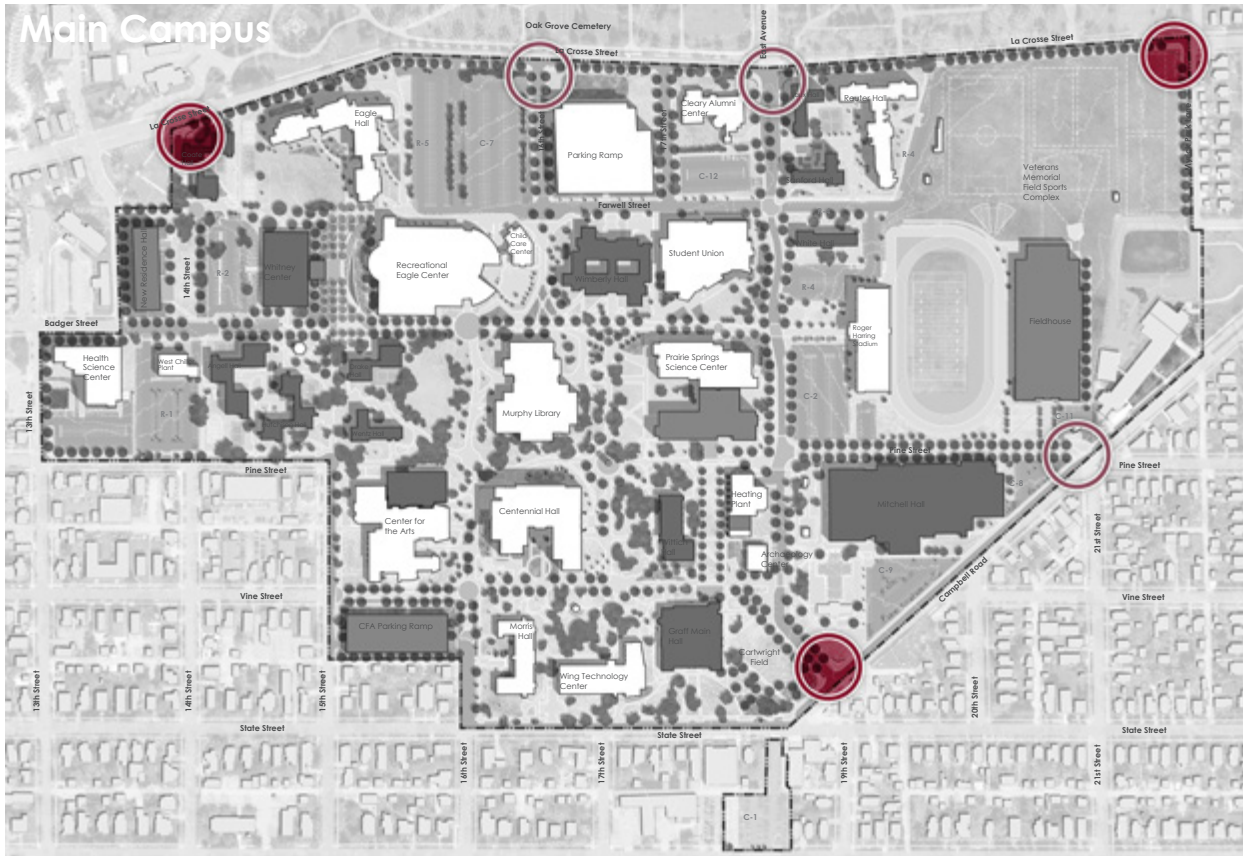
- Transit Route 4
- Transit Route 5
- Transit Route 4 Stops
- Transit Route 5 Stops

Transit Route 4 East Avenue Bus Shelter

GATEWAYS AND STREETSCAPES

The edges of the UWL campus should be clearly marked to establish a UWL identity, assist with wayfinding, and encourage appropriate vehicle speeds through campus. Currently, signage located at the entrances of East Avenue, Pine Street, and 16th Street are precedents for significant gateway elements. Establish similar gateway amenities at primary corners and other access points to define the campus as a unique space.





Campus Gateways

LEGEND

Existing Proposed

Campus Gateways


UWL
PROUD
UNIVERSITY of WISCONSIN
LA CROSSE

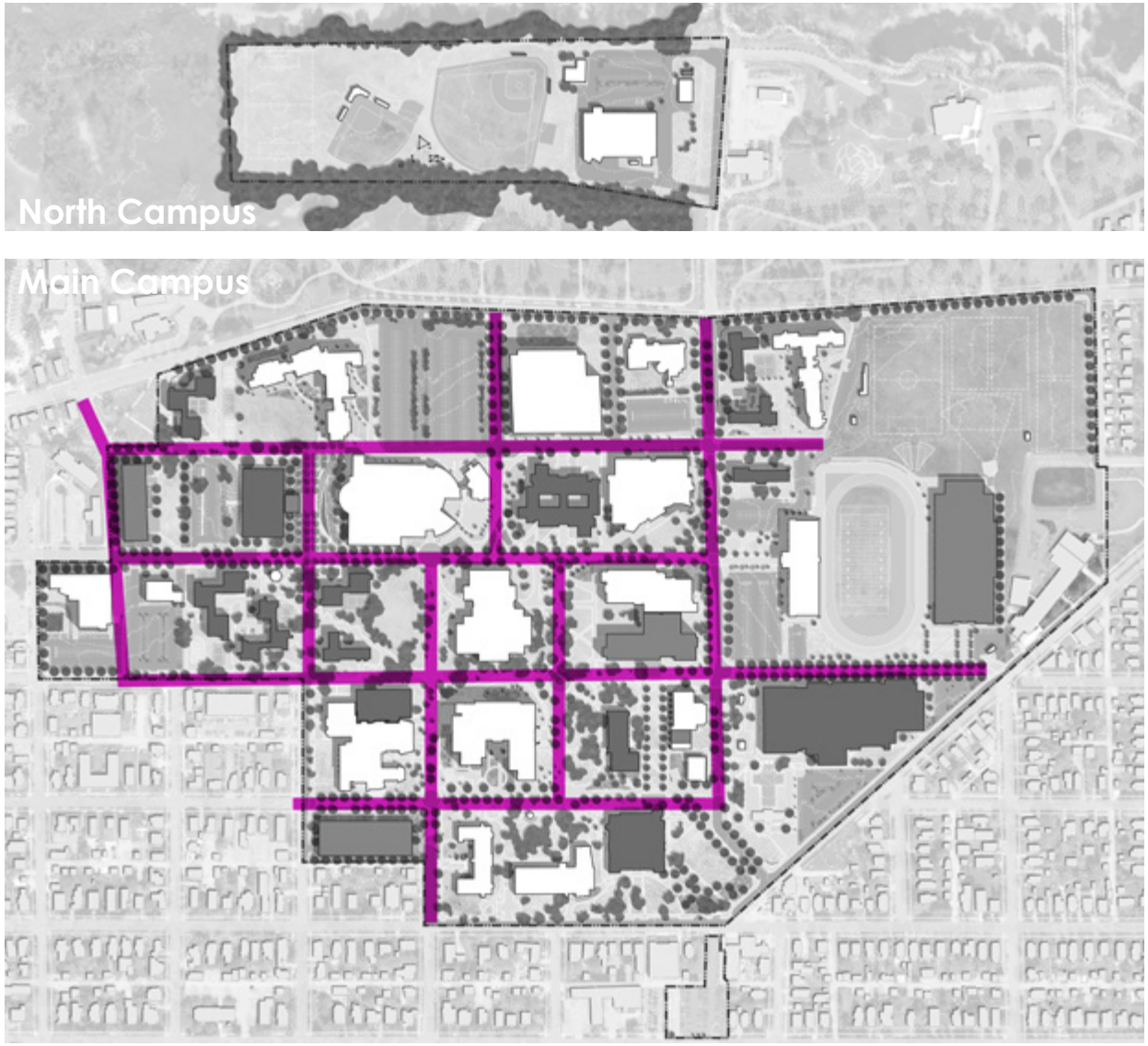
UTILITY CORRIDORS

Significant utility corridors exist along the Farwell, Pine, and State Street corridors, and Pine Street has the most dense concentration of underground utilities. Maintain pedestrian and vehicle circulation above these corridors to avoid significant building costs in the future.

No utility information for north campus was provided.

LEGEND

Utility Corridors



Utility Corridors

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4

PROJECT PHASING

PROJECT PHASING

The long-term value of the campus master plan will be its power to establish capital priorities and optimize limited and valuable resources. Through the master planning process, more than 15 potential large projects were identified including renovation, new construction, parking, and open space. They range in complexity from streetscape improvements to the construction of the Prairie Springs Science Center.

With many potential projects and limited funding and institutional capacity, the potential projects were prioritized and phased. The strategic plan and the campus master plan principles shaped project prioritization.

Project Phasing

LEGEND

- New Construction
- Repurposed, Major Reno
- Existing, Minor Reno

A ACADEMICS & RESEARCH	S STUDENT LIFE	C CIRCULATION & PARKING	F FACILITIES
PHASE 1 2018-2024			
A1 Prairie Springs Science Center Phase 2 with Academic Mall Completion	S1 Fieldhouse		F1 Diesel Storage
A2 Wittich Hall Renovation	S2 Whitney Center Renovation, East Entry Plaza, Badger Street Mall Extension		
A4 Mitchell Hall Renovation	S3 New Residence Hall with East Shared Green		
A5 Graff Main Hall HVAC	S4 Residence Hall Renovations		
A6 Wimberly Hall HVAC			
A7 Migratory Insect Research Laboratory			
PHASE 2 2024-2030			
A3 Center for the Arts Performance Hall		C1 Cartwright Demolition with East Avenue Extension and South Entrance and Pine Street Renovation	
		C2 Center for the Arts Parking Ramp	
		C3 La Crosse Streetscape	

PROJECT SEQUENCING

This section indicates the preferred sequencing of projects. Often when the immediate construction of a high-profile project is desired, it is necessary that smaller less visible projects must precede it. Some minor projects must occur prior to major ones. Precedent projects clear a site before construction or move programs out of a building before repurposing or major HVAC upgrades.

The recommended projects are grouped into two project bundles plus two independently phased projects. These groups of projects are connected physically (e.g. a demolition before construction) or programmatically (e.g. moving a program to a new home before the current location is renovated). The sequential numbering indicate sequencing, but do not indicate timing. The university may wish to pause at the completion of any project.

INDEPENDENTLY PHASED PROJECTS

Some projects are independent and may be started at any time that the program is necessary and enough funding is available.

The construction of the Center for the Arts Performance Hall and La Crosse Street Streetscape are not directly connected to the sequencing of other campus projects. These facilities can be upgraded without directly affecting the progression of other campus projects.

Center for the Arts Performance Hall Construction. Vine Street is converted to shared street with performance hall drop-off. Construct the Center for the Arts parking structure on lot C-10.

La Crosse Street Streetscape.

LEGEND

- Campus Context
- Temporary Program Location
- Building Renovation
- New Construction
- Open Space Project
- Temporary Program Relocation
- Permanent Program Relocation

RESIDENCE HALL PROJECT SEQUENCING

When constructing and renovating residence halls, it is necessary to incrementally change the number of beds to maintain financial revenue consistency. Renovating the residence halls will bring them off-line for one spring semester and one summer at a time. Each renovation will reduce the number of beds as lounges are restored. Therefore, a new residence hall must first be constructed to replace beds. Additionally, Eagle Hall doubles will be de-tripled. At the end of the sequential renovations, the campus-wide number of beds will increase, but by a lower number than the ~300 beds in the new residence hall. Ideally, the new residence hall would be completed before the renovations, but the renovations will proceed as planned regardless of the new residence hall construction.

1.

Parking Lots R-8, C-3, C-14 are removed and New Residence Hall is constructed. Site is restored with shared green space.

2.

Laux and White Halls are renovated and students are temporarily housed in the New Residence Hall. Laux and White residence hall green spaces are reprogrammed and restored. Students return to Laux and White Halls.

3.

Sanford and Coate Halls are renovated and students are temporarily housed in the New Residence Hall. Sanford and Coate residence hall green spaces are reprogrammed and restored. Students return to Sanford and Coate Halls.

4.

Angell and Hutchinson Halls are renovated and students are temporarily housed in the New Residence Hall. Angell and Hutchinson residence hall green spaces are reprogrammed and restored. Students return to Angell and Hutchinson Halls.

5.

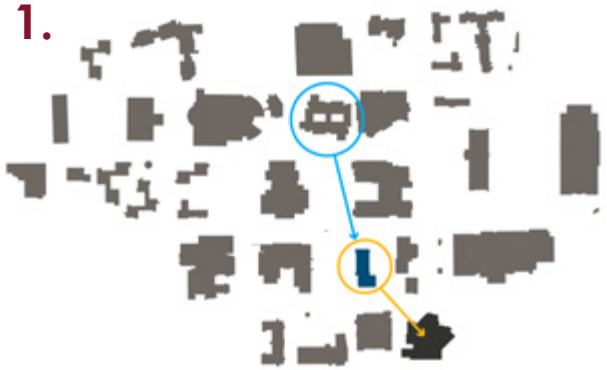
Drake and Wentz Halls are renovated and students are temporarily housed in the New Residence Hall. Drake and Wentz residence hall green spaces are reprogrammed and restored. Students return to Drake and Wentz Halls. The new Residence Hall increases the overall number of beds.

ACADEMIC BUILDINGS AND DINING HALL PROJECT SEQUENCING (CARTWRIGHT CENTER)

Since the construction of the Student Union, the Cartwright Center has served as swing space; that is, it has temporarily housed uses allowing for disruptive renovations elsewhere on campus.

The Cartwright Center will continue to serve as swing space, enabling a wide variety of renovation projects. At the end of the sequential renovations, the Cartwright Center will be demolished and replaced by the Southeast Campus Gateway.

1.



Wittich Hall Renovation. Offices and the Gymnastics program in Wittich are temporarily moved from Wittich Hall to the Cartwright Center during renovation. After Wittich Hall renovation, the College of Business Administration moves from Wimberly Hall into Wittich Hall and the College of Business Administration offices return from the Cartwright Center. Gymnastics program remains in the Cartwright Center until Mitchell Hall renovation is complete in sequence 4.

2.

Parking Lot C-11 removed and Fieldhouse is constructed.

3.

Prairie Springs Science Center Phase 2. Sciences offices from Cowley Hall are moved to the Cartwright Center, Migratory Insect Research Laboratory is constructed on north campus. Cowley Hall is demolished and Prairie Springs Science Center Phase 2 is constructed on its site. Sciences offices return from the Cartwright Center to the Prairie Springs Science Center. Academic Mall is completed.

LEGEND

- Campus Context
- Temporary Program Location
- Building Renovation
- New Construction
- Open Space Project
- Temporary Program Relocation
- Permanent Program Relocation

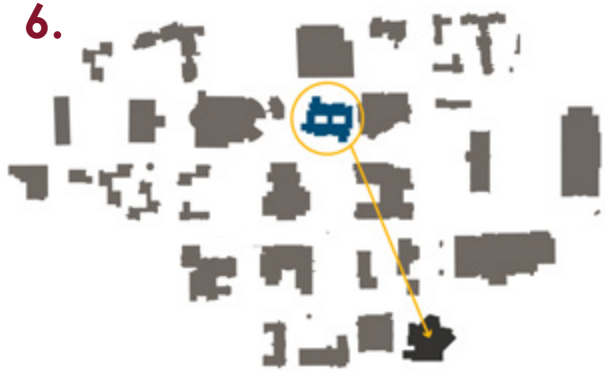
4.

Mitchell Hall Renovation and HVAC Upgrade. Athletics programs permanently move to new Fieldhouse. ESS and Wrestling temporarily move to the Cartwright Center and the Fieldhouse, Mitchell Hall is renovated, and ESS, Wrestling, and Gymnastics move back into Mitchell Hall.

5.

Graff Main Hall Renovation and HVAC Upgrade. Classroom program is temporarily moved to Centennial Hall and offices are moved to the Cartwright Center. Wittich Hall shared green is restored after Graff Main Hall renovations.

6.



Wimberly Hall HVAC Upgrade. Wimberly Hall program is temporarily moved to the Cartwright Center, Wimberly Hall HVAC is upgraded, and Wimberly Hall program returns.

7.

Whitney Center Renovation. Student dining is moved to the Cartwright Center (which has preserved kitchens). Whitney Center is renovated. Student dining returns to the Whitney Center. Badger Street Mall and Whitney East Entry Plaza are completed with Whitney Center renovation.

8.

Southeast Campus Gateway. Cartwright Center demolition. East Avenue is extended south to Campbell Road, the Southeast Campus Gateway open space is constructed, and Pine Street is converted to a shared street.

5

DESIGN GUIDELINES

CAMPUS DESIGN GUIDELINES

INTRODUCTION

The role of the Campus Design Guidelines is to establish tangible and interpretive parameters that support the campus master plan principles for a unified, high-quality design character for UWL that honors the campus' history and context while creating a characteristic and memorable sense of place. For ease of use, these guidelines have been described in two complementary and reinforcing parts:

- Campus site design guidelines
- Campus architectural design guidelines

CAMPUS SITE DESIGN GUIDELINES

These design guidelines support the overall campus image and identity through careful selection of site furnishings that will create an easily recognizable campus environment that is distinct from its surrounding community. Major site amenity items found on campus include:

- Benches
- Trash and Recycling Receptacles
- Dumpster Enclosures
- Picnic Tables
- Bicycle Racks
- Fences and Edge Treatments
- Pedestrian and Vehicular Lighting
- Emergency Telephones
- Pedestrian Walkway Pavements
- Entry and Wayfinding Signage

Implementation of these guidelines will give the campus an image that is more distinctive and easier to maintain. This focus on the enhancement of the campus core is in response to the goals and guiding principles of this plan. Each of the sections below addresses existing conditions followed by improvement guidelines.

Benches

Existing: Benches are some of the most used and most prevalent of site amenities to be found on campus. Currently there are numerous different styles of benches on campus that are made of materials including steel, stone, and concrete and wood combinations.

Guideline: A 6-foot powder-coated steel, ribbon-style bench in black is to become the standard bench on campus. All benches within the campus core area should be replaced with this bench and existing benches in usable condition should be relocated to the campus perimeter. New benches associated with new construction and renovation and incremental bench replacement should utilize this bench.

Trash and Recycling Receptacles

Existing: Mix, including exposed aggregate and wood receptacles.

Guideline: Trash and recyclable material receptacles, often associated with benches, are to be chosen from within the same design family as the bench. The existing exposed aggregate and wood receptacles are to be replaced with black powder-coated steel, ribbon-style receptacles in the campus core. Usable existing receptacles are to be moved to the campus perimeter and replaced with the ribbon-style as maintenance is required. Both trash and recycling receptacles are to be identical in construction, however, recycling receptacles should include graphics such as those shown to designate the types of acceptable recyclables.

Dumpster Enclosures

Existing: Dumpsters and large multi-bay recycling receptacles are currently found throughout campus and are often unscreened and near or within parking areas, walkways, or green spaces.

Guideline: Screened dumpster enclosures should be provided for each building and, where possible, should be centralized to serve multiple buildings. Enclosures should fully screen dumpsters and should be appropriately sized to hold all refuse for the building or area being served. Masonry should be chosen to correspond with the building(s) being served. Where multi-bay recycling bins are needed, they should be located immediately outside the enclosure and be sited so that they do not obstruct walkways or become visually obtrusive. Wherever possible, evergreen landscape plantings should be planted to further screen these uses.

Picnic Tables

Guideline: A black metal-framed table with a perforated metal top is recommended. Further, the specific style chosen needs to include surface mounting capability for installation in paved areas; and the table must meet ADA accessibility standards.

Bicycle Racks

Existing: Bicycle racks are heavily used, primarily by students, throughout the campus. Currently there are many different styles and configurations for locking bicycles, with most being a single post design with a locking ring. While the single post design is very low in profile and does not collect leaves or litter, thereby easing maintenance, many of the styles used include small locking rings that do not provide a stable base to keep a bicycle upright.

Guideline: As new construction projects occur on campus or as maintenance requires replacement, a single post style in a black or galvanized finish should be used that has a large half or full circle locking ring.

Fences and Edge Treatments

Fences, bollards, and other edge treatments are used in many areas of the campus as a means of providing security, restricting vehicular traffic, and directing pedestrian movements. In order to provide for each use as well as to achieve the intended standard of consistent high-quality campus edges, descriptions of each type are as follows:

Security Fencing
Security fencing is used around the Veterans Memorial Field Sports Complex, athletic fields, and other perimeter areas of the campus to limit access. Primary areas are preferred to have decorative black steel fence with periodic masonry piers to be used. Secondary areas are to receive black vinyl coated chain link fencing.

Bollards to Restrict Vehicular Access
Pressure treated wooden 4x4 bollards and temporary barriers are currently used in some areas of campus to restrict vehicular access. As the pedestrian corridors on campus are developed or enhanced as outlined in this plan, these areas should be delineated through other site design means such as plantings, walls, or mountable curbing.

Decorative Fencing

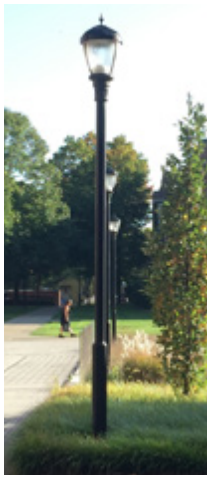
Decorative fencing is used in many locations across the campus, primarily to direct pedestrian traffic. Decorative fencing is to be incorporated into the edge screening and landscaping along La Crosse Street. This is to include wrought iron-style black fencing in conjunction with low masonry accent walls and landscaping.

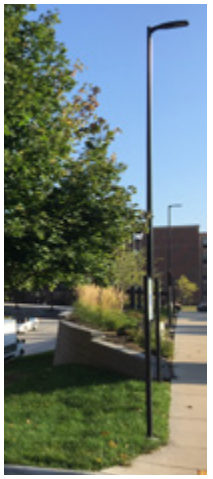
Within the campus core, many areas contain wooden rail fences. A detailed evaluation of the function of all fencing should be conducted. A majority can likely be eliminated; necessary segments should be replaced with a combination of low black steel fencing and black metal posts and chains as a means of controlling pedestrian movements.

Pedestrian and Vehicular Lighting

Pedestrian lighting fixtures in the campus core are to be replaced with a decorative black pole and full "cutoff" fixture. Existing vehicular lighting fixtures in parking areas and along Farwell Street can be retained. A decorative pole and full "cutoff" fixture is to be used along the redeveloped East Avenue.

Note: "cutoff" fixtures direct light only to the needed areas, typically walkways, while reducing light pollution or spillover to other areas.





Emergency Telephones

Replace all freestanding campus emergency phones with a more modern style such as that shown.

Pedestrian Walkway Pavements

Two different levels of pedestrian walkways are to be used within the campus boundary. Primary and secondary pedestrian corridors are illustrated on page 74.

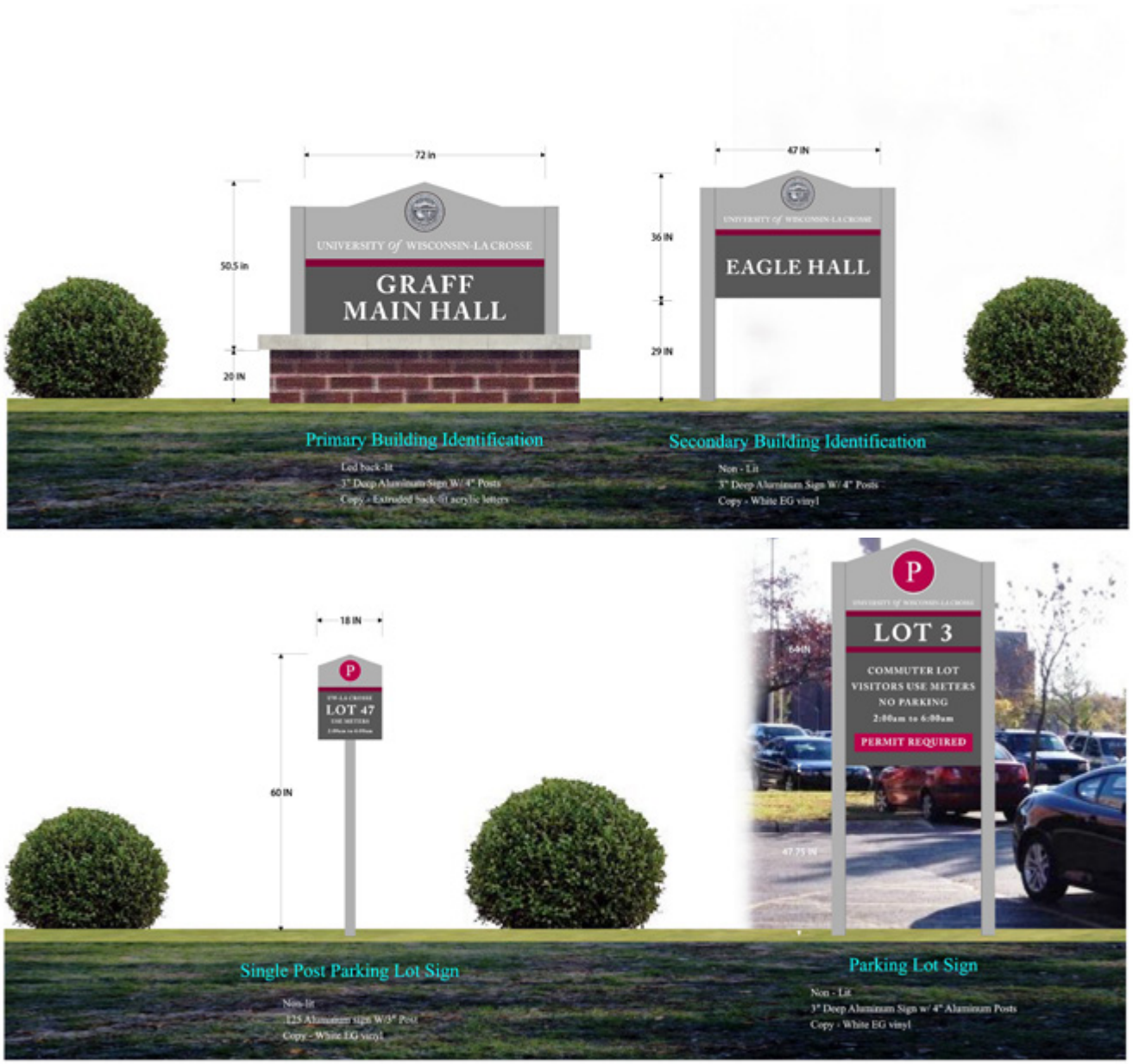
Primary pedestrian corridors such as the Badger Street and Pine Street corridors are to be 12- to 16-feet wide, and composed of 7-inch thick reinforced standard gray concrete with a broomed finish. A "square on square" scoring pattern (as shown in the photo) is to be used in order to tie into other existing campus walkways. This scoring pattern also serves as a guide for emergency service personnel identifying accessible and vehicle rated routes through campus.

Secondary pedestrian walkways serve as the connections to most buildings from the primary pedestrian corridors. These walkways also provide access between buildings and to secondary entrances or outdoor facilities such as picnic shelters or parking areas. These walkways are to be 8-feet wide and composed of 5-inch thick standard gray concrete with a broomed finish. A basic scoring pattern at 6-foot intervals is to be used.

Entry and Wayfinding Signage

Distinctive signage can greatly enhance the image of the campus and effective wayfinding can leave a very positive impression with visitors and others getting to know campus. This signage is best implemented when viewed as a distinct "system" on campus. The campus wayfinding standard is to be used for all campus buildings.

Wayfinding Signage



Wayfinding Signage

Signage system guidelines

- Each building should have a building sign at its primary entrance(s)displaying the name of the building. Depending on this location, some buildings will receive secondary building signs at other entrances.
- Lettering should be appropriately sized to be easily readable and a font family that complements UWL's current standard fonts should be used.
- The use of internally lit letters, box signs, or individual letters mounted on horizontal bars is discouraged.

These pages include examples of the signage family appropriate to the building styles, materials, and image of the UWL campus.

Accessibility

All campus spaces and facilities should include reasonable and equitable access points for persons with disabilities within the guidelines of the Americans with Disabilities Act (ADA). As well, amenities such as tables and signage need to be designed to be utilized by persons with disabilities. These guidelines apply to exterior facilities and amenities.

Due to its relatively level topography and upgrades to building entrances, currently much of the UWL campus is accessible. Every major academic building and all campus residence halls, except Sanford Hall have at least one ADA entry point. Due to its extensive sidewalk system, the majority of access routes between buildings are also accessible. As renovations occur with existing buildings, every effort should be made to provide ADA accessibility to primary building entry points.

In order to better understand all of the necessary upgrades to provide ADA access to exterior facilities, the university should perform an inventory of all exterior facilities and related signage. Improvements should be identified and a time frame for their implementation should be outlined.

Flexibility

Change is certain in the academic community. To this end, all future work should be designed so that buildings have planned expansion considerations and inherent interior flexibility to adapt to future use patterns. A new building should be designed and sited so that space can be added. As part of the new building design, the architect's charge should be to present future expansion possibilities to the university.

Sustainability

Sustainable practices in design as well as the use of materials and methods for the construction of buildings and continuing operation of facilities is becoming an important aspect of university campus operations nation-wide. The university should strive to achieve integrative and collaborative design and construction practices that significantly reduce the consumption of resources wherever feasible. To do so, UWL should initiate an audit of current sustainability practices on campus and develop policies for future facilities and outline ways to enhance the sustainability of day-to-day maintenance and the delivery of services. The guidelines and policies that result from this process should become an amendment to this plan and should be consulted in conjunction with all new campus development. The ultimate goal is to create structures and spaces that promote both environmental and human health on campus.

Sustainability within a campus setting can be achieved in many ways. At UWL, avenues to pursue sustainability goals that are applicable to this campus master plan include:

- Plan sustainable sites
- Safeguard water
- Conserve materials and resources
- Improve energy efficiency

Examples of goals and initiatives related to the areas listed above that could contribute to the overall level of sustainable practices at UWL include:

- Plan campus growth on the most suitable sites possible, avoiding unnecessary environmental impacts to existing campus open space and natural resources.
- Reduce the impact of automobiles and roadways by providing and encouraging alternative transportation methods and alternative energy vehicles.
- Develop site features to minimize adverse impacts to the site's microclimate.
- Provide site lighting that is sensitive to light pollution of the night sky and minimizes impacts on nocturnal environments.
- Work to reduce the quantity of stormwater runoff impacts.
- Reduce potable water consumption associated with landscape irrigation.
- Maintain and expand campus-wide areas for recycling paper, corrugated cardboard, glass, plastics, and metals from building waste streams.
- Reduce the quantities of construction and demolition waste generated from university projects.

The following Campus Architectural Guidelines set forth the criteria by which new building and building expansion/renovation projects will be guided to work both individually and collectively to achieve a desirable campus character. These guidelines represent the university's commitment for future building projects to create a more cohesive campus environment.

The guidelines are not intended to be so prescriptive that they restrict creativity. Their purpose is to raise the bar and achieve a balance between the prescribed criteria and the mutual decisions that must be reached throughout the project development. The skillful use of these guidelines will contribute significantly to the creation of a remarkable campus experience.

"Many a college has suffered architectural ruin through the practice of erecting individual buildings without regard to the total effect produced upon the campus, or to the larger purpose of the institution."

Jens Frederick Larson
Architectural Planning of the American College
1993

Context

The physical character of the UWL campus has evolved over a 100-year period with a variety of buildings that reflect the architectural influence of their time. The general architectural expression has been set by three major construction periods that are marked by distinctive character traits. The early period of the original La Crosse Normal School and the later La Crosse State Teachers College reflect a nostalgia that hearkens back to a Collegiate Gothic, or Neo-Classicism, that is represented in Graff Main Hall (1908) and Wittich Hall (1916).

Graff Main Hall

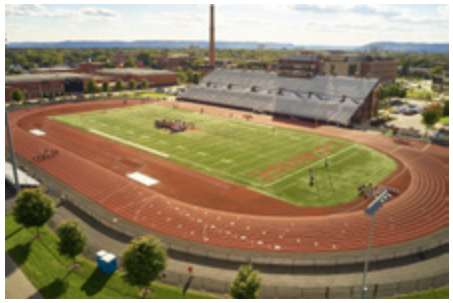
Wittich Hall

The second influential period of construction activity was a 23-year period from 1951 to 1974 when 20 new buildings with a distinctly Modernist influence were built. Typical of this period are Cowley Hall (1965) and Cartwright Center (1959).

The period from of construction, from 1995 to 2006, is characterized by buildings that combine the historical and the modern styles in a Post-Modern approach. Two representative examples of these buildings are the Murphy Library (1993) and the Medical Health Science Center (2000).

The most recent period from 2006-2018 include many new construction projects including Reuter Hall, Veterans Memorial Field Sports Complex, Centennial Hall, Eagle Hall, Student Union, and Prairie Springs Science Center.

The overall result is a campus with a collage of disparate interpretations of architectural styles that reflect the rich history of the institution, but lack a cohesive campus identity. The confrontation of two primary and very distinctive architectural styles on campus creates an interpretive design opportunity, rather than a single stylistic choice. The characteristics of these divergent styles are often at odds with each other; however, by focusing on the common elements of form, scale, material, and color these buildings find common ground and exist on campus in relative harmony. This range of architectural styles enhances the campus' aesthetic experience and can be further heightened by the sensitive orchestration of critical associative design characteristics. Emphasis needs to be placed on incorporating interpretive elements of the early period of the campus architecture.



Veterans Memorial Field Sports Complex

Centennial Hall

Student Center

Prairie Springs Science Center

Character

Central to the idea of achieving a unified design for the campus is the need to develop clear ties between new and existing buildings. These ties involve the building characteristics such as size, massing, shape, material, color, etc. Buildings that possess similar characteristics will be perceived as a unified group. The more characteristics that are similar, the greater sense of unity is achieved. The challenge of new architecture is to contribute to the visual unity of the campus while expressing its own design character.

No single characteristic is responsible for achieving design unity, rather a combination of factors specific to each situation contribute to the building's successful contribution to campus unity. Some of the characteristics are more important and merit the additional explanations, which follow. Scale, form, and materials are each discussed in more detail below.

Scale

The scale of a building can be read in a variety of ways. The building's location, height, and massing work individually and collectively to influence the viewer's experience of a building's scale. The importance of these design characteristics cannot be underestimated. The scale components are dissected individually below to illustrate their principles.

Location

The positioning of new buildings 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 needs to be encouraged. Setbacks and separation from roadways and other land uses should also be considered.

Height

The height of buildings on campus varies by function but has been held to a maximum of five stories. Height of new facilities is a critical factor in maintaining a homogeneous character to the campus both at the residential edges and the campus core, while careful consideration of height relationships to adjacent buildings is critical for maintaining views of the campus, the surrounding bluffs, and the open space to the north.

- Any new construction on the campus perimeter adjacent residential areas will not exceed three stories in height without special considerations.
- Any new construction on the interior of the campus will not exceed five stories.
- New buildings shall be integrated within the campus master plan and situated in a manner that reinforces visual continuity of adjacent buildings while adding definition to the campus landscape and open spaces.

Massing

By academic program and building function, scale and mass of buildings will vary. Variety in itself is not disharmonious. The mass (think visible "weight") of a building or group of buildings can help visually define the building function externally and contribute to the setting of adjacent structures. There must be a coherent relationship of the mass of an individual building to neighboring structures to maintain a harmonious campus "neighborhood".

- A new building's mass will be complementary to adjacent long-term structures through its use of scale, materials, color, or detail.
- Large, over-scaled walls, if necessary for building function, will have the mass of the wall diminished via relief in the plane of the wall, variation of texture or color, and articulation of detail inherent in the wall materials and structure.
- Effort needs to be exerted to maximize natural daylight and enhance view vistas and opportunities.

Form

The elements of form are varied and provocative. These elements work together, whether deliberately or by happenstance, to convey memorable or forgetful images. The elements include shape, walls, roofs, entrances, and transparency (opacity). These elemental details can be interpreted collectively and recorded as a particular "style." These campus architectural design guidelines have eschewed selecting a "style" for the campus in favor of recommending design characteristics, or attributes, that will reinforce an interpretive design direction.

Shape

General building shape should be basically rectilinear and respective of the orthogonal grid expressed on campus. Exceptions to this standard needs to be exercised with restraint and purpose. Shape is manipulated to advantage in the vertical axis advantageous by "layering" to establish a pronounced base, middle, and top.

Centennial Hall

Graff Main Hall

Walls

The exterior wall is one of the principal defining elements of a building. A variety of design elements work in unison to reinforce the importance of the building wall in the campus setting. The materials, openings, surface pattern, proportions, and rhythm are some of the critical elements that need to be addressed:

- Majority of the wall surface must be constructed of reddish brown brick masonry units. Accent materials, such as natural stone, metal, and glass, may be used as contributing subordinate elements in the overall wall composition.
- Openings for windows may be punched (i.e., singular windows), banded groups (i.e., multiple singular windows), or massed (i.e., small curtain wall areas). Large, unpunctual expanses of plain glass curtain walls are discouraged. Size and shape of the window units, or areas, must be compatible with preexisting campus patterns.
- Recognition of the potential for pattern in the surface of the wall is encouraged. Use of surface articulation and pronounced material layering is desirable over plain, flat, unarticulated wall surfaces.
- The rhythm of the wall surface, openings, and materials should possess a discernible, repetitive pattern in lieu of bland, static consistency, and show progression from top to bottom and side to side.

Wittich Hall

Graff Main Hall

Parking Ramp

Centennial Hall

Eagle Hall

Prairie Springs Science Center

Roof

The UWL campus has generally followed the systemic practice of buildings with flat roof design. A vast majority of the buildings on campus have flat roofs with perimeter parapet walls. A few of the recent building projects at the end of the 20th and the start of the 21st centuries have experimented with a combination of flat and sloped roof forms successfully.

Design thought should be given to alternative roof forms with conscious consideration for the impacts of snow accumulation, ice dams, icicles, and up-lift wind forces. These may reflect the lower slopes of the Collegiate Neo-Classical style without being intrusive on the overall skyline of the campus. The cost benefit ratio for alternate roof forms and/or materials should be a consideration in the design and specification of building roofs for all new and replacement construction on the campus. A life-cycle cost analysis of roof systems should be a standard practice for all facilities projects.

Any building systems placed on the building roof (HVAC systems, large exhaust units, vents, laboratory scrubbers, and equipment) shall be visually screened from the campus grounds, adjoining buildings, and adjacent neighborhoods and incorporated into the design of the building form and appearance using materials compatible with the overall building design.

Graff Main Hall

Wittich Hall

Entrances

Building entrances, like campus entries, should be distinctive and welcoming. The entrance works effectively on two planes: the campus' connection to the individual building and as portal from the campus exterior to the interior of the building. The strategic positioning of the primary entrance(s) will reinforce specific campus planning objectives and simplify wayfinding. The primary entrance(s) should be articulated in an appropriate manner that clearly distinguishes it as a major building element. The entrance, as portal, orients the user to the building functions and sets the "tone" for the interior spatial experience.

- Recognizing severe weather conditions of Wisconsin winters, building entries should be protected by either recessing the entry or by extending canopies.
- All facilities shall meet or exceed barrier-free accessible entry requirements to allow for equitable entrances that contribute to the overall building integrity.
- All entrances shall have vestibules with water-resistant, non-skid flooring with absorptive and secure floor mats.
- All primary entrances shall have identifying signage to denote the building (refer to Signage).
- Vehicular and service entries shall be located away from main pedestrian routes.
- Explore linkage opportunities to adjacent buildings when feasible.

Wittich Hall

Prairie Springs Science Center

Transparency

The degree of visual penetration of the planar surface of the building form is an effective design tool that needs to be carefully used. The transparency, or openness, helps increase feelings of involvement in and awareness of the campus setting. The opacity, or the closedness, tends to emphasize boundaries and separation. These two opposing forces, when understood and harnessed effectively, allow for a sense of direction, orientation, and assist both physically and psychologically in establishing an environment.

Student Union

Prairie Springs Science Center

Materials

Considering that the earliest buildings on the UWL campus have been in use for over a century, the durability of materials is clearly a major factor for any new construction or renovation of existing buildings.

Brick has been the primary building material utilized throughout the campus. Harvest Blend Brick is the campus standard for brick materials. The brick should be modular size units; use of non-modular or oversized units are acceptable by exception only and must be pre-approved. Secondary materials include stone, glass, and metal. Consistency in the use of building materials is important in maintaining a coordinated and related appearance.

- As much as possible, primary material selections (brick, stone, concrete block, etc.) should be made from materials available or manufactured within a 150-mile-radius of the campus to preserve the indigenous material palette.
- Glass should be double or triple insulated Low-E in aluminum anodized thermal break frames. Highly reflective or deeply tinted glass is discouraged.
- All material selections should be reviewed with facilities maintenance staff so as to not introduce materials that require specialized maintenance or cleaning procedures or cleaning substances.
- No materials with known toxins are to be specified or used for construction.
- Deviations from the campus' primary material palette will only be in the instance of a signature building or to create focus detail on a building and shall be undertaken only under consensus of those involved in the building design process.

Colors of exterior brick materials on campus have been largely held to the warm reddish brown tones of brick complemented by natural stone. In some instances metallic exterior wall surfaces and colored metal roof systems have been introduced.

To maintain a coherent (not monotonous) campus fabric, a similar color palette, using variations of hues and textures, should be maintained for new construction. For additions to existing buildings, materials and colors should be in keeping with the existing building.

Responding to Wisconsin's winter climate, interiors should allow as much natural light as feasible while meeting the stringent requirements of the state's energy use regulations and should also be designed to incorporate cool daylighting standards as defined by the Wisconsin Division of Facilities Development. Coupled with natural lighting, interior colors should be light in shade and refreshing in spirit.

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PHOTO CREDITS

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SmithGroup (top left, top center) 31
Google Earth (bottom right) 31
SmithGroup (top & bottom left, top & bottom center) 33
Google Earth (bottom left) 33
Google Earth (top & bottom left) 35
SmithGroup (top right) 46
River Architects (top right) 48
RDG (top right) 53
Google Earth (bottom left) 63
SmithGroup (bottom left, bottom center) 71
Unilock (top right) 71
SmithGroup (bottom right) 75
SmithGroup (top right, left bottom) 77
Google Earth (bottom right) 77
SmithGroup (bottom left) 80
Google Earth (bottom right) 79
Google Earth (left) 96
Seegars Fences (left) 98
SmithGroup (top right) 97
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DFD Project 17F2A

THE NEXT STEPS

This plan charts the university's path for the next decade. It sets the overall vision for campus, which we will achieve through many component projects.

We will fulfill the vision incrementally and over time. The plan describes each project, how that project should be sequenced, and guidelines for its design. The plan's vision will inform all facility decisions, from the largest of new buildings to the smallest of landscape efforts.

It will take collaboration among the university and our many partners to achieve our strategic goals and implement this vision. We seek to deepen our partnership with the State of Wisconsin, City of La Crosse, industry leaders, students, alumni and friends.

Throughout the university's history, our success has depended on the generosity of the State of Wisconsin and the university's dedicated students, alumni, and friends. This plan's proposed projects are opportunities for alumni and other friends to contribute to the university in a remarkable and lasting way.

Join us to make UW-La Crosse a more challenging, dynamic, and diverse learning environment. Contact us for more detail about our vision, the projects that will fulfill that vision, and opportunities to partner with us.


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