



University of Wisconsin  
**Eau Claire**

**Campus Master Plan  
2010-2030**

**Executive Summary  
November 2011**

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CHANCELLOR'S MESSAGE

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

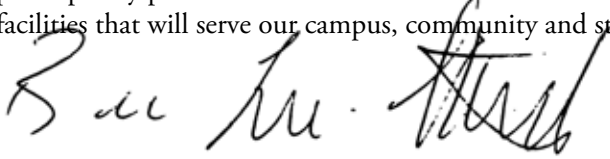
The campus master plan represents two years of collaborative planning activity involving faculty, staff, students, alumni, community partners, neighbors, UW System and state participants. Hundreds of individuals contributed their ideas to develop a framework that will transform the UW-Eau Claire campus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

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

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

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

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



Brian Levin-Stankevich, Ph.D.  
Chancellor



*“We will be the premier undergraduate learning community in the Upper Midwest, noted for rigorous, integrated, globally infused, undergraduate liberal education, and distinctive, select graduate programs.”*

*Transforming Our Future, Centennial Plan, 2008-2016*

The Centennial Plan has created an ambitious and lofty goal for the University of Wisconsin-Eau Claire. To achieve this vision, all resources of the University must be carefully focused. The campus master plan is the 20-year vision for how facilities will grow and change.

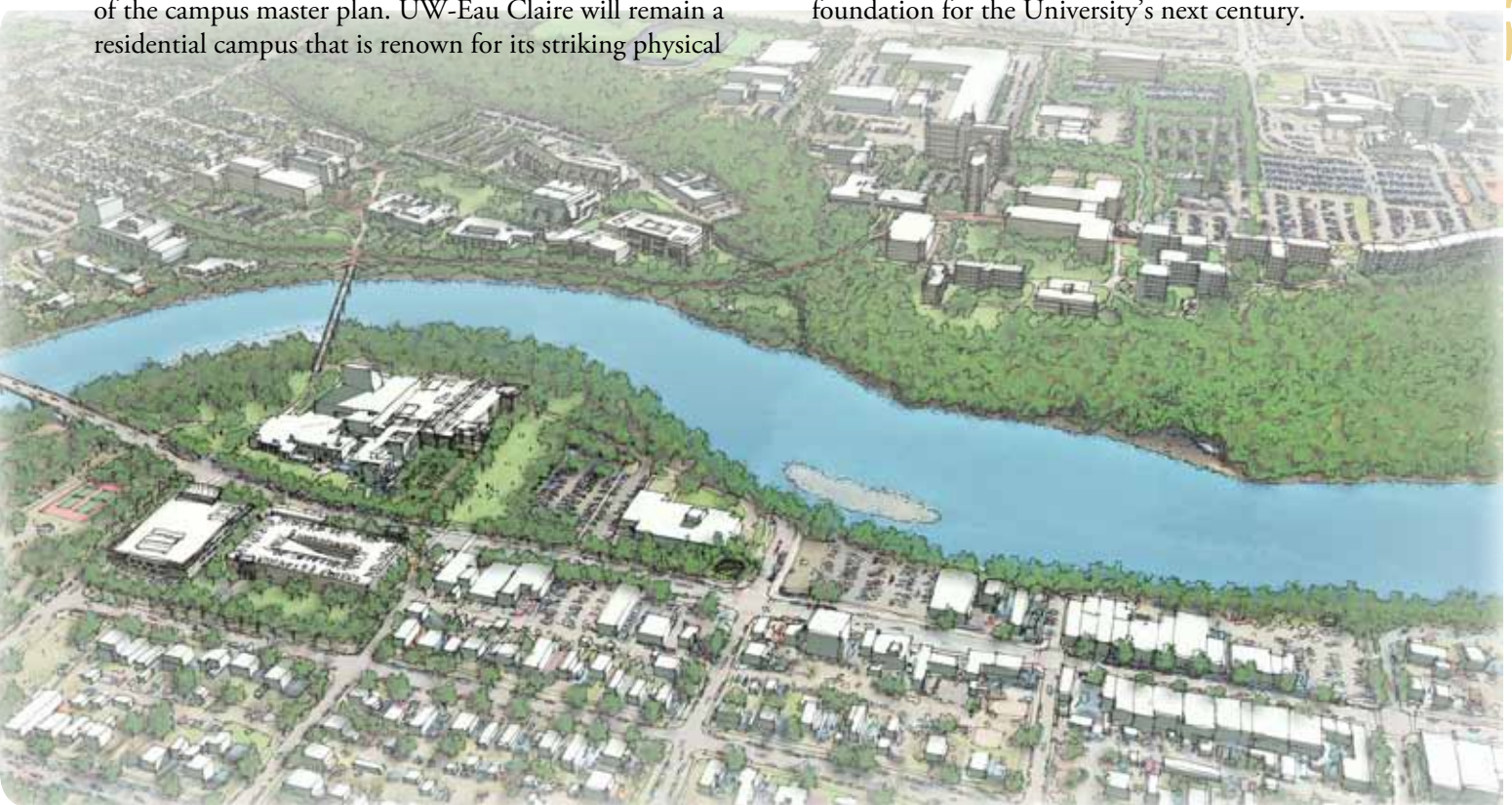
The campus master plan is a result of more than a year and a half of campus and community discussions. Working closely with the campus through workshops, drop-in meetings, focus groups and continuous stakeholder interviews, the campus master planning team explored multiple ways to assure that the University’s physical resources continue to support the academic mission.

This Executive Summary captures the ambition and audacity of the campus master plan. UW-Eau Claire will remain a residential campus that is renowned for its striking physical

beauty. UW-Eau Claire will help lead the Chippewa Valley’s economic and cultural development by building on its existing facilities collaboration with the Eau Claire community. UW-Eau Claire will demonstrate for the region how to grow sustainably and responsibly.

The campus master plan is a visionary yet prudent plan. Investment in the campus facilities will continue to be necessary and the campus master plan ensures that scarce facility dollars are focused on sensible priority projects. University and community resources are maximized through collaboration, partnership and joint facilities.

This master plan describes projects that are both affordable and necessary for the next 20 years, while strengthening the foundation for the University’s next century.



# Enhance the Learning and Living Environment with New Buildings and Renovations

As teaching and research techniques evolve and departments expand, the campus buildings must continue to support the University's mission.

## ***New Student Center***

The new student center will replace the obsolete Davies Center. Students and faculty will enjoy more space for meetings, new lounge areas, redesigned food courts and larger auditoriums.

## ***Education Building***

The education departments of the College of Education and Human Sciences will consolidate in one building that simultaneously fronts the lower campus precinct mall and Schofield Hall and forms the Park Avenue frontage.

## ***Haas Fine Arts Center Renovation and Renewal***

Internal renovation and space reallocation will enhance fine and performing arts as well as make possible instruction to all students.

## ***Science Buildings (Phase 1 and Phase 2)***

Phillips Science Hall has insufficient space and facilities to support the growth of multi-disciplinary science and technology education. The sciences will move to a riverfront complex that is built in phases as space is needed and resources are available.

## ***Putnam Outdoor Classroom***

Ecological learning extends into the riverine environment as the Putnam lot is transformed into an outdoor classroom and a passageway to the Chippewa River's edge.

## ***Hilltop Dining and Crest Recreation Centers Renovations***

With more students living on the upper campus precinct, the cramped and outdated Hilltop and Crest Centers will be renovated to improve dining and recreation services.

## ***University Outreach Center***

The campus opens up to its host community by locating Continuing Education and other community-focused offices in the renovated Eau Claire State Office Building on West Clairemont Avenue.

## ***Architectural Design Guidelines***

All new constructions and major renovations must follow design recommendations that will strengthen the traditional style exemplified by Schofield Hall yet strive to maximize sustainability.

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The traditional character of the lower campus precinct is preserved while better connecting to the Chippewa River and the Little Niagara.

## Bring Students Back to Campus

Because demand for campus housing exceeds limited supply, students have been living off-campus in hotels leased by campus housing for decades. The master plan brings these students back to campus into modern and renovated residential halls.

### *Residential Halls West of Towers Hall*

Two new suite-style halls will flank an upper campus precinct pedestrian mall.

### *New Residence Hall on Horan Site*

The upper campus precinct density is increased as Horan Hall may be replaced with a larger suite-style residence hall.

### *Residential Hall on Roosevelt Avenue*

This smaller residence hall will maintain a lower campus precinct residential opportunity.

### *Off-Campus Residential Project*

The University seeks to partner with the private and/or non-profit sector to provide upperclass student housing at an off-campus site in close proximity to campus.

### *Hall Renovations*

Over the next twenty years, Towers North, Towers South, Governors, Murray, Oak Ridge, Sutherland and Bridgman Halls will be upgraded and modernized.

### *Quadrangle South of Governors Hall and Upper Campus Precinct Recreation*

Parking is moved to the campus edges so a quadrangle south of Governors Hall can be restored as a passive recreational space for upper campus precinct residents. Recreation spaces such as tennis courts, basketball courts and sand volleyball are relocated and consolidated. The blufftop ropes course is preserved.

The lower campus precinct buildings and open spaces connect to the Chippewa River across the linking boulevard.



## Focus on the Pedestrian, Accommodate the Automobile

The compact campus will become more welcoming to those walking, cycling and taking transit, while still accommodating those that need to drive personal automobiles. Walking remains the primary circulation mode on campus and an interconnected network of sidewalks, bridges and staircases connects all parts of campus.

### Garfield Pedestrian Mall and Transit Loop

Garfield Avenue is reconstructed into a pedestrian-focused circulation boulevard that links the lower and upper campus precincts. The promenade will welcome pedestrians, cyclists and transit, while accommodating service and emergency vehicles.

### Expanded Bluff Staircase

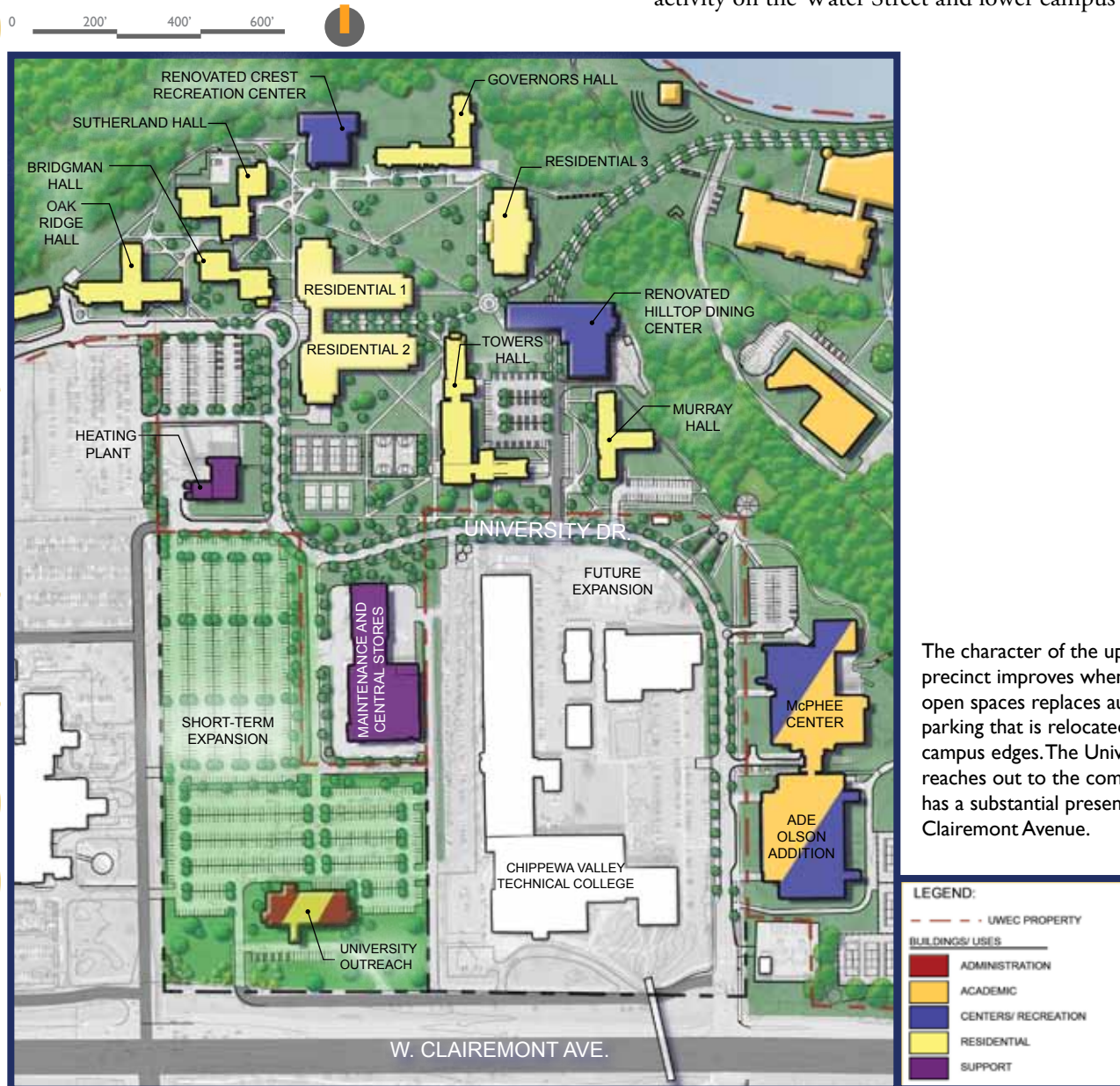
An expanded bluff staircase near Hilltop Dining Center will dramatically and directly connect the lower and upper campus precincts.

### Bicycle Circulation and Storage

To encourage cycling, the campus master plan establishes a connected bicycle path network and requires bicycle racks and covered storage throughout campus.

### Relocated and Structured Parking

Automobile parking is moved to the edges of each campus, but the number of spaces is maintained. New parking is provided on surface lots east of Towers Hall, on the Zorn Arena/Brewer site, on the Phillips Science Hall site and north of the Eau Claire State Office Building. In addition, a parking structure on the Water Street lot serves increased activity on the Water Street and lower campus precincts.



The character of the upper campus precinct improves when new passive open spaces replaces automobile parking that is relocated to the campus edges. The University reaches out to the community and has a substantial presence on West Clairemont Avenue.



## Establish the UW-Eau Claire Identity

Just as UW-Eau Claire reaches out into in the community, the identity of campus is strengthened on its edges.

### *Visitor Center and Lower Campus Precinct Gateways*

The Visitor Center is relocated to the corner of State and Garfield – the University’s “front door”. A pedestrian entry portal at the end of Roosevelt will welcome the community into the campus’s newest and largest quad. Gateway plazas and signage at the State/Garfield intersection and Park Avenue at Hibbard Hall further define the campus identity within the Historic Third Ward Neighborhood.

### *Upper Campus Precinct Gateways*

The University’s edges within the West Clairemont Education/Medical Corridor are defined with signage and plazas at the West Clairemont Avenue intersections at University Avenue and Stein Boulevard, as well as near Chancellors Hall.

### *Water Street Campus Precinct Gateways*

Gateways on Water Street at 1st Avenue and 3rd Avenue will solidify the University’s commitment to Water Street and the Randall Park Neighborhood.

The Roosevelt Gateway at the end of Roosevelt Avenue will open up to the campus’s largest open space, highlighting the new student center, McIntyre Library and public art opportunities.

The Visitor Center at the corner of State Street and Garfield Avenue – the University’s “front door” – will welcome the community onto campus and contribute to the character of the Historic Third Ward neighborhood.





The residents on the upper campus precinct will recreate and relax in the recreated quadrangle south of Governors Hall.

## Increase the Beauty of Campus

The master plan extends the natural open space and beauty of the historic lower campus precinct to the rest of campus.

### *Lower Campus Precinct Mall and Plaza*

The space between Schofield Hall and the education building is the campus's heart, where students hang out and where parents take graduation photos. This cherished space remains as a formal quadrangle, anchored by a new plaza where students can better gather to celebrate and organize.

### *Quadrangle South of Schofield Hall*

The demolition of Davies Center will transform the lower campus precinct, creating the campus's largest open space that is framed by buildings both historic and new. The Little Niagara Creek should be a featured element.

### *Water Street Quadrangle*

With renovation of the Haas Fine Arts Center and potentially the construction of performing and fine arts centers, the Water Street campus precinct should be centered on a quadrangle, a simple open space that also encompasses the band practice field.

### *Linking Boulevard on the Upper Campus Precinct*

The active place on the upper campus precinct will be a pedestrian mall between two new residence halls. The linking boulevard will also serve as the gateway into the upper campus precinct from University Avenue.

## Collaborate with the Eau Claire Region

The University successfully partners with the City of Eau Claire with athletic facilities at Bollinger Fields, Hobbs Ice Center and Carson Park. The campus master plan extends this collaboration.

Both the University and the community share a need for a performing arts center and a fine arts center. The facilities, which could be combined or stand-alone, would replace the Kjer Theatre and expand the community's arts venues. The University welcomes joint facilities in a location that supports both University and community needs, whether on campus or in close proximity to it. The campus master plan graphic shows one potential location for the fine and performing arts facilities on the Water Street parking lot near Haas Fine Arts Center.

The University also welcomes the opportunity to partner with the community on a multi-purpose event center that would not only replace the Zorn Arena but also host events and meetings for the entire Chippewa Valley. The facility will be located off-campus in a location convenient to both the University and the Eau Claire community.





In the upper campus precinct a pedestrian mall passes through two new residential halls and ends at University Drive.

## Prepare for the Future

On the entire campus, and on the lower campus precinct in particular, needs are great and space is limited. The master plan recommends that the campus's least efficient structures be demolished to allow for higher density redevelopment. These structures are Davies Center, Brewer Hall, Kjer Theatre, Zorn Arena, Campus School, Phillips Science Hall, Putnam Hall, Katharine Thomas Hall, Horan Hall and several minor structures.

Although visionary and ambitious, this campus master plan directs change for only the next 20 years. The campus master plan prepares for the future by reserving space on the riverfront for future academic, residential, or other campus needs on the Zorn Arena/Brewer Hall/Kjer Theatre site and the Phillips Science Hall site. In the interim, these sites will serve as convenient surface parking lots.

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When the campus and the community collaborate on a fine and performing arts center, the new facilities could be located on the Water Street campus precinct, convenient to the Haas Fine Arts Center.





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



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



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

# Building the Campus Master Plan

The campus master plan is the product of over a year and a half of deliberate and sequential steps that included analysis, outreach and interviews.

## Campus Outreach

Students, faculty, staff, campus neighbors, City staff and the community contributed to the campus master plan through focus groups, workshops, drop-ins and presentations. Master planning contributors identified major issues to be addressed, judged and assessed multiple campus master plan alternatives and refined the preliminary master plan.

## Space Needs Analysis

The campus master planners analyzed the need for new and renovated classrooms, labs, offices and other spaces across campus. Through an analysis of the utilization of existing spaces, interviews with academic leaders and benchmarking campus needs against national standards, the master planners identified current and future space needs for renovated and new academic buildings.

## Residential Demand Analysis

The demand for more on-campus student housing was clear – students have been living in off-campus hotels for decades. Chancellors Hall only briefly relieved this excess demand. To determine the amount and types of housing needed, the campus master planners surveyed the entire student body and reviewed off-campus housing options. The master planners verified and refined the need through benchmarking against national standards and trends and through detailed financial analysis. The campus needs to increase its on-campus housing supply to approximately 4,700 beds by adding 1,250 suite-style beds and 300 apartment beds and “de-densifying” existing halls by moving students out of study lounges. The addition of new residence halls and the continuing renovation of existing halls will support recruitment and retention goals and improve student life on campus.

## Campus Dining Analysis

On-campus dining will be transformed with the new student center and the renovation of Hilltop Dining Center. A student survey assessed student demand and expectations for the variety and location of dining options. Hilltop Dining Center should be renovated in place for all-access dining.



# Join Us as We Build Our Future

The campus master plan charts the next 20 years for the University of Wisconsin-Eau Claire. Yet it will take collaboration among the University and its many partners to achieve our strategic goals and implement this vision.

## State of Wisconsin

As a component of the UW System, the UW-Eau Claire relies on support from the State of Wisconsin and the state's taxpayers for operating and capital support. In return for educating our state's future business and community leaders, the State expects that its resources be efficiently and wisely spent. The campus master plan continues UW-Eau Claire's commitment to remain an effective investment.

## UW-Eau Claire Students

Through their segregated fees and residential hall and dining plan charges, students will fund and implement much of the campus master plan. Students will directly fund the student center, dining and recreation facilities and residence halls, so the planning and design of these projects should engage students and Student Government.

## City of Eau Claire

The University encourages a deeper partnership with the City, expanding its collaboration beyond athletic facilities to encompass joint arts and event facilities.

## Community , Private and Non-Profit Investors

The University seeks to be a leader in the redevelopment of Eau Claire's city core and West Clairemont Avenue, but progress will only come through partnerships with property owners and the development community.

## Institutional and Residential Neighbors

When UW-Eau Claire is successful within its borders, we can best contribute to the success of our adjacent residential neighborhoods, Chippewa Valley Technical College, Eau Claire State Office Building and Sacred Heart Hospital. Our campus growth and change will impact our neighbors, but we will grow and change in ways that also benefit them.

## Alumni and Other Contributors

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



## Campus Master Planning Team

JJR, LLC, Madison, WI; Ann Arbor, MI  
River Architects, La Crosse, WI  
Facility Programming and Consulting, San Antonio, TX  
Brailsford & Dunlavey, Washington, DC  
UW System Administration, Madison, WI  
Division of State Facilities, Madison, WI

INVITATION