STOUT
UNIVERSITY OF WISCONSIN
WISCONSIN'S **POLYTECHNIC** UNIVERSITY

CAMPUS MASTER PLAN REPORT
Fall 2009

Malcolm Baldrige National Quality Award
2001 Award Recipient
University of Wisconsin-Stout

The University of Wisconsin-Stout is a recognized leader in educational innovation and the only UW System institution *(and only one of about 175 schools nationwide)* to provide a laptop computer to all undergraduate students. We are one of the few schools to adopt effective assessment tools for the program. As a wireless and wired campus, 90 percent of our classrooms are modern, mediated learning centers, and we are committed to using modern technology for all education and business functions. Lab-based experiences are provided for the majority of students in all programs.

UW-Stout was officially designated Wisconsin's Polytechnic University by the Board of Regents in March 2007. This initiative is simply the natural outgrowth of our historic tradition. The designation guides UW-Stout when adding degree programs; it elevates the already excellent reputation the university has with business and industry; it increases national recognition which means more opportunities for research and partnerships with business and industry; and it builds on UW-Stout's already exceptional placement rate providing excellent co-op, internship and job opportunities. We are organizing an aggressive plan for extramural funding, a strong honors program, a branding/marketing campaign, and we have adopted a plan for academic program realignment. The program array for a polytechnic is broad, career focused and includes programs in the arts, social and related sciences, and education. There is a sharp focus on sciences, mathematics, engineering and related technologies as well as very specialized programs, such as dietetics and packaging engineering. Our newest building project – the renovation and expansion of UW-Stout's science building, Jarvis Hall – will provide students with a state-of-the-art building for the sciences, mathematics, computer science, statistics and general classrooms.

To ensure that UW-Stout remains at the forefront of innovation, we use an open, participatory strategic planning system that fosters continuous quality improvement. And, the Campus Master Planning Process will provide long-term guidance and direction; and will comprehensively coordinate the planning of facilities, academic programs, utility infrastructure, land acquisition and campus services.

As a campus of dedicated professionals, UW-Stout is poised to continue moving forward in a positive manner to meet the needs of our students and stakeholders.

Charles W. Sorensen
Chancellor

TABLE OF CONTENTS

TABLE OF CONTENTS

Under the direction of Chancellor Sorensen, the University of Wisconsin–Stout embarked on a campus master plan initiative in the summer of 2007. Since its founding in 1891 the University has not been guided by a comprehensive master plan until the inception of this plan; except for the 2001 North Campus Master Plan. The vision of the campus master plan aligns the outcome of the previous plan, and creates the framework for a twenty year campus development plan. Furthermore, the campus master plan seeks to respond to near-term physical needs while considering long-term aspirations of the university.

The campus planning process was a collaboration between UW-Stout, University of Wisconsin System Administration (UWSA) and the State of Wisconsin Division of State Facilities (DSF). Integrated into the process were the Master Planning Steering Committee, faculty, staff, administration, students, community and local government officials. The planning process included workshop sessions with the steering committee, group discussions with all pertinent campus constituents, and evening and lunch-time open forums to obtain input from community and neighbor members. Milestone presentations of the analysis findings, alternate planning scenarios and preferred scenario were open to the entire campus community.

Six Sections of the Campus Master Plan:

Guiding Principles

Campus History & Development

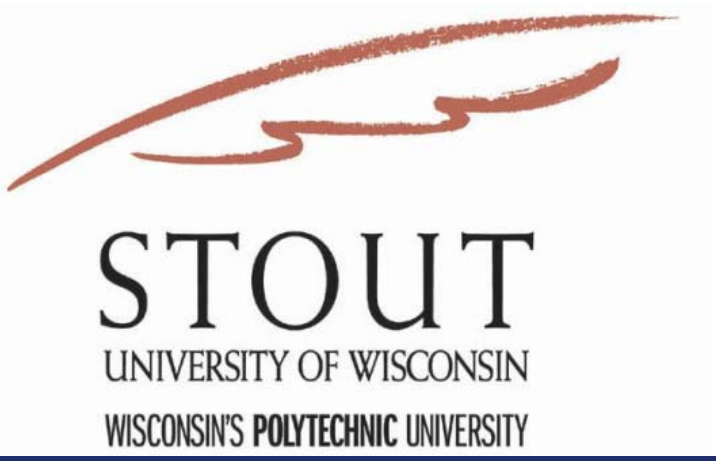
Existing Conditions

Campus Master Plan

Implementation Plan

Campus Development Guidelines

This document provides the record of the process, recommendations for the Campus Master Plan and is divided into six major sections:
Guiding Principles outlines the goals, objectives and assumptions of the campus master planning process.
Campus History & Development includes a brief history of the physical development of the University.
Existing Conditions is an analysis of existing conditions of the campus land-use and campus context.
Campus Master Plan Recommendations is an illustrative and narrative description of the campus master plan.
Implementation Plan is an illustrative description of incremental implementation of the master plan consistent with six-year increments utilized in the Campus Physical Development Plans.
Campus Development Guidelines describes the architectural character of campus development through landscaping; building texture, scale, massing; image and identity; and site furnishings.



GUIDING PRINCIPLES

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Early in the planning process, overarching imperatives intended to inform the campus master plan and planning process were developed with the Administration and Steering Committee which resulted in *Campus Master Planning Objectives, Planning Assumptions and Key Planning Components.*

Campus Master Planning Objectives:
To develop a comprehensive and cohesive master plan capable of guiding the physical campus development for the next twenty years. Furthermore, the campus master plan will inspire to make UW-Stout a vibrant center of learning and living.

Strengthen and reinforce the ability of UW-Stout to meet its unique polytechnic role in educational and community environments.
In March 2007 the University of Wisconsin Board of Regents approved UW-Stout to be designated *"Wisconsin's Polytechnic University"*. All facilities, including academic and administrative buildings, social and recreation spaces and outdoor spaces, should be planned for an eye toward strengthening the "polytechnic" designation on campus.

Incorporate emerging needs of students.
Students' emerging needs take on multiple dimensions in the development of a campus plan. Consideration must be given to changing trends of pedagogy, health and fitness, transportation and technology.

Integrate a diverse set of issues and needs into the framework of the master plan.
The inherent nature of a master plan integrates a diverse set of issues into a single, coherent plan.

Respond to academic planning, utility infrastructure, land-use and acquisition.
Being one of the smallest land-holders of any University of Wisconsin System four-year institution (131 acres), it is vital to the formation of the master plan that current land-use and potential boundary expansion be carefully considered. All growth models will embody the latest academic planning projections.

Be sensitive toward relationships with the City of Menomonie and Dunn County and their future development plans.
Being that UW-Stout is intricately woven into the fabric of downtown Menomonie, future growth of the campus should be sensitive to the downtown's vitality and also respect the city's 2007-2027 Comprehensive Plan. In addition, collaborative efforts are encouraged between the university and the City of Menomonie whenever possible.

Integrated and collaborative design approach to embrace consensus of the master plan.
UW-Stout derives its uniqueness through the integration of technology and applied learning philosophies, embracing the concept of "Hands On, Mind On". These defining institutional qualities should be reflected in the evolution of the campus plan and the process should engage students, faculty, staff, administration, local government and campus neighbors.

Planning Assumptions

In addition to the *Planning Objectives*, the vision for the university recognizes several operating assumptions that will assist in formation of the campus plan:

During the master plan's twenty year horizon, the university intends to grow enrollment from the current level of 8,800 students to about 9,000 students.
Minimal or no increase in enrollment has a significant impact on all aspects of the future campus including student on-campus living options, parking and transportation systems, campus boundary expansion and facility growth.

When Hovlid Hall Renovation and Addition project is complete, the existing Jeter –Tainter-Callahan Halls are to be demolished.
Opportunities for the Jeter –Tainter-Callahan Halls site should be explored as part of the master plan process.

The plan should incorporate at least one multi-story, 130,000 – 150,000GSF academic building.
The campus plan needs to incorporate options for a minimum of one new academic building. Planning for future buildings should reinforce the creation of exterior "places" that further foster community formation and intellectual growth.

The plan should consider the Parking Development Master Plan completed in 2005.
The Parking Development Master Plan is an approved campus document that is a guide for actual vehicular growth expectations and conceptual parking lot development areas. While parking growth is an intrinsic dimension of the campus plan, future plans should mitigate scale and visual impact of hard surface development.

The plan should integrate the Main Campus and North Campus.
The campus should be planned to grow as a whole, not as separate campuses. Future plans should consider possible linkage methods to reinforce the cohesiveness of the physical campus environment.

Key Components of the Master Plan

The key components below have been identified by the university for inclusion in the master plan process.

Campus Flow

North Campus Link
Pedestrian/Vehicular Circulation
Review Parking Development Master Plan
Building Entrance Locations
Accessibility of Campus
Vehicular Traffic
Building Servicing

Future Development Areas

Analyze Topography
Review Location of Current Utilities
Develop Site Options
Align with Projects in Campus Physical Development Plan (2009-2015)
Integrate with Academic Planning
Identify Campus Functional Relationships
Identify Available Sites
Review Land Acquisition Opportunities

Campus Image

Explore Polytechnic Designation
Analyze First Impression Analysis
Develop Gateway/Campus Entrance
Develop Architectural Theme/Styles/Standards
Develop Campus Signage, Directories and Wayfinding

Campus Sustainability

Identify Opportunities for Sustainability
Review State Requirements
Review Stormwater Plan

Recreation and Athletics Land-Use

Perform Needs Assessment
Develop General Planning Guidelines

STOUT

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CAMPUS HISTORY & DEVELOPMENT

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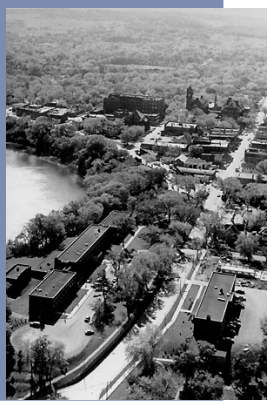
To assist in planning for the future growth of the university, the history of the physical evolution of the campus and its current state should be given consideration.

***Stout Manual Training Schools**—1891 to 1908*
Under the auspices of the Menomonie Public Schools, James Huff Stout funded various educational enterprises. In 1891, manual training and domestic science training was introduced through the Stout Manual Training School. 1894 brought the introduction of kindergarten classes and in 1899 the Kindergarten Training School began to prepare kindergarten teachers. A School of Physical Culture providing physical training opened in 1901; training schools for manual training teachers and domestic science teachers were added in 1903. By 1907, a Homemaker's School had opened and a trade school was planned.

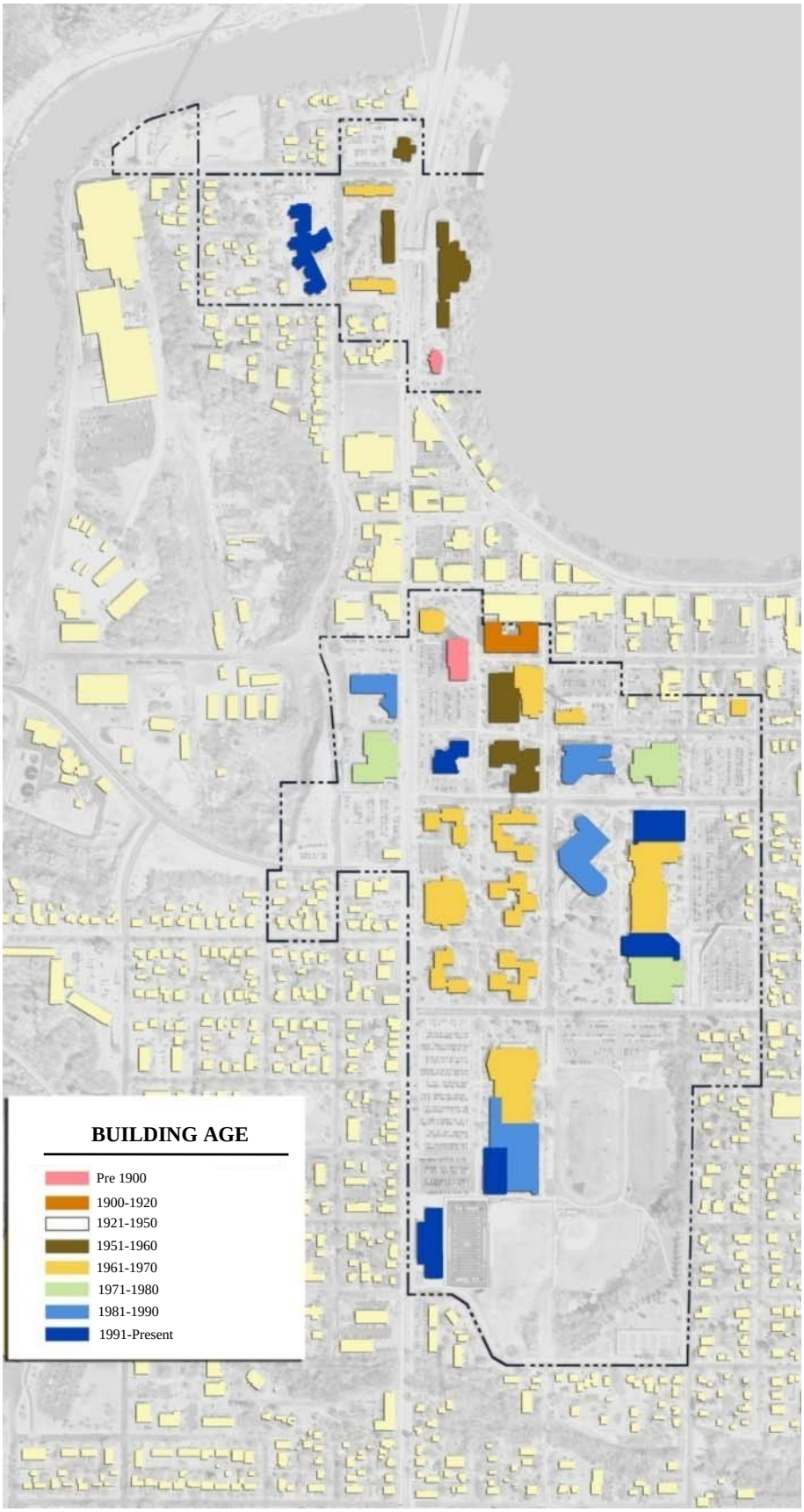
***The Stout Institute**-- 1908 to 1955*
To simplify administration, clarify ownership and responsibility for the various public and Stout Training Schools, The Stout Institute was formed in 1908. The institute was designed to "provide facilities in the way of buildings, equipment, and teachers, through which young people of both sexes may secure such instruction and training in industrial and related lines of educational effort as will enable them to become efficient industrial, social, and economic units within their environment." In 1911, following Senator Stout's death, ownership transferred to the State of Wisconsin.



***Stout State College** -- 1955 to 1964*
The Stout Institute Board of Trustees was abolished in 1955, and the institution came under the jurisdiction of the Board of Regents of the State Colleges. It was a move that the institute board resisted, fearing a loss of prestige from being a special college. In retrospect, joining the "League," as President Fryklund expressed it, proved to be a distinct advantage to the school and its faculty.

Stout State University *--1964 to 1971*
The name change was authorized by the Board of Regents who believed that the "state colleges had reached another plateau in their development." Increased enrollment brought new and enlarged facilities; the historic focus was maintained even while new majors were added and new directions were given to established majors.

University of Wisconsin-Stout *--1971 to present*
The Wisconsin State Universities and the University of Wisconsin campuses merged to form the University of Wisconsin System. UW-Stout was designated by the Board of Regents as one of only two special mission universities in the UW System. Stout was to offer focused programs "related to professional careers in industry, technology, home economics, applied art and the helping professions." In 2001UW-Stout becomes the first Malcolm Baldrige Award recipient in higher education. In March 2007, UW-Stout was designated "Wisconsin's Polytechnic University" by the UW System Board of Regents.



Evolution of Campus

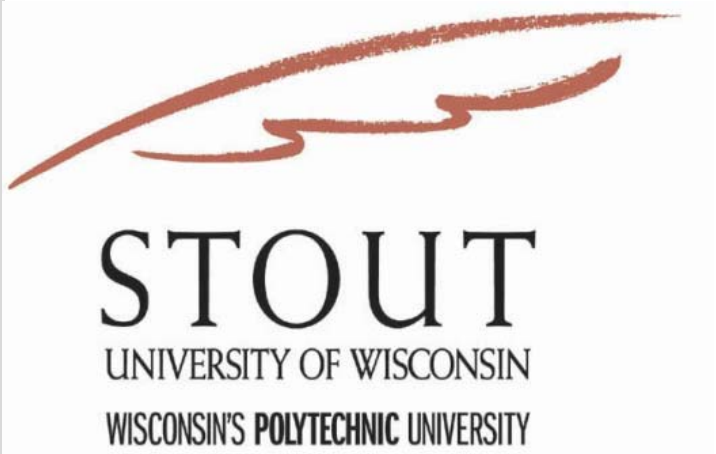
Over the past 117 years, the campus has evolved from a two building manual training school to a 40 plus facility, major university serving a diverse student population.

During the first sixty years of the institution, instruction occurred in four facilities, two of which still serve the university: Bowman Hall and Harvey Hall . Bowman Hall, constructed in 1891, is one of the oldest existing facilities on campus and its enduring clock tower is the visual icon of the university to this day.

Early Commitment to North Campus:
Before the college expanded south beyond 10th Avenue, it committed to north campus with Hovlid Hall, Jeter-Tainter-Callahan residence hall and Student Health Services. This added 513 additional beds to campus and changed the institution into a residential campus.

Period of Substantial Growth:
The decade from 1961-1970 saw the greatest growth in the physical environment with the construction of over 15 structures, accounting for over 2500 beds and 500,000 GSF. These structures still play a vital role in the overall educational experience of UW-Stout students.

To the Present:
The Jarvis Hall renovation and expansion project, slated for completion in 2009, will propel the University forward in science teaching and research.



ANALYSIS OF EXISTING CONDITIONS

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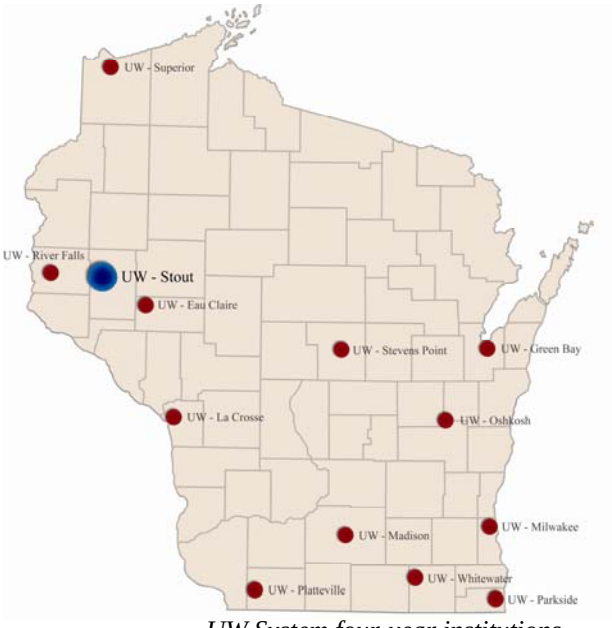
ANALYSIS OF EXISTING CONDITION

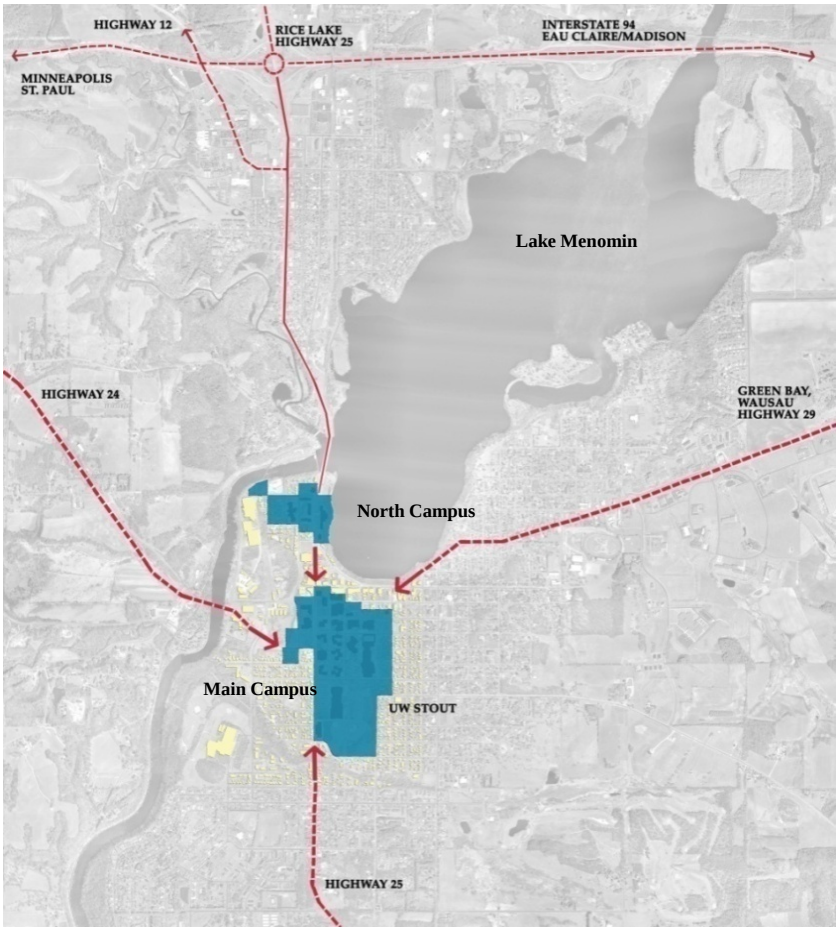
Located in west central Wisconsin, UW-Stout is geographically equidistant between UW-River Falls and UW- Eau Claire, the three institutions making up the closest concentration of independent schools in the 13, 4-year school UW System. Intricately woven into the fabric of historic downtown City of Menomonie, UW-Stout plays a significant role in the economic vitality of the region and city. Many of the university's 8,800 students add to the City of Menomonie's 15,000 population.



UW System four-year institutions

REGIONAL CONTEXT

UW-Stout and the City of Menomonie surround the southwest and south shores of Lake Menomin. The northern portion of Lake Menomin is bordered by Interstate 94. The historic central business district and core of the city is located on the southern edge of the lake and has grown to encompass the west and eastern shores. In recent years the city expanded with several retail centers beyond the northern I-94 corridor. UW-Stout is located in the central section of the city and is embedded in the historical district downtown. The northern edge of the main campus, including Clock Tower Plaza, Bowman Hall and Harvey Hall, are formally part of the central business district historical boundary.



Regional Map

Bordering the main campus are several neighborhood types:

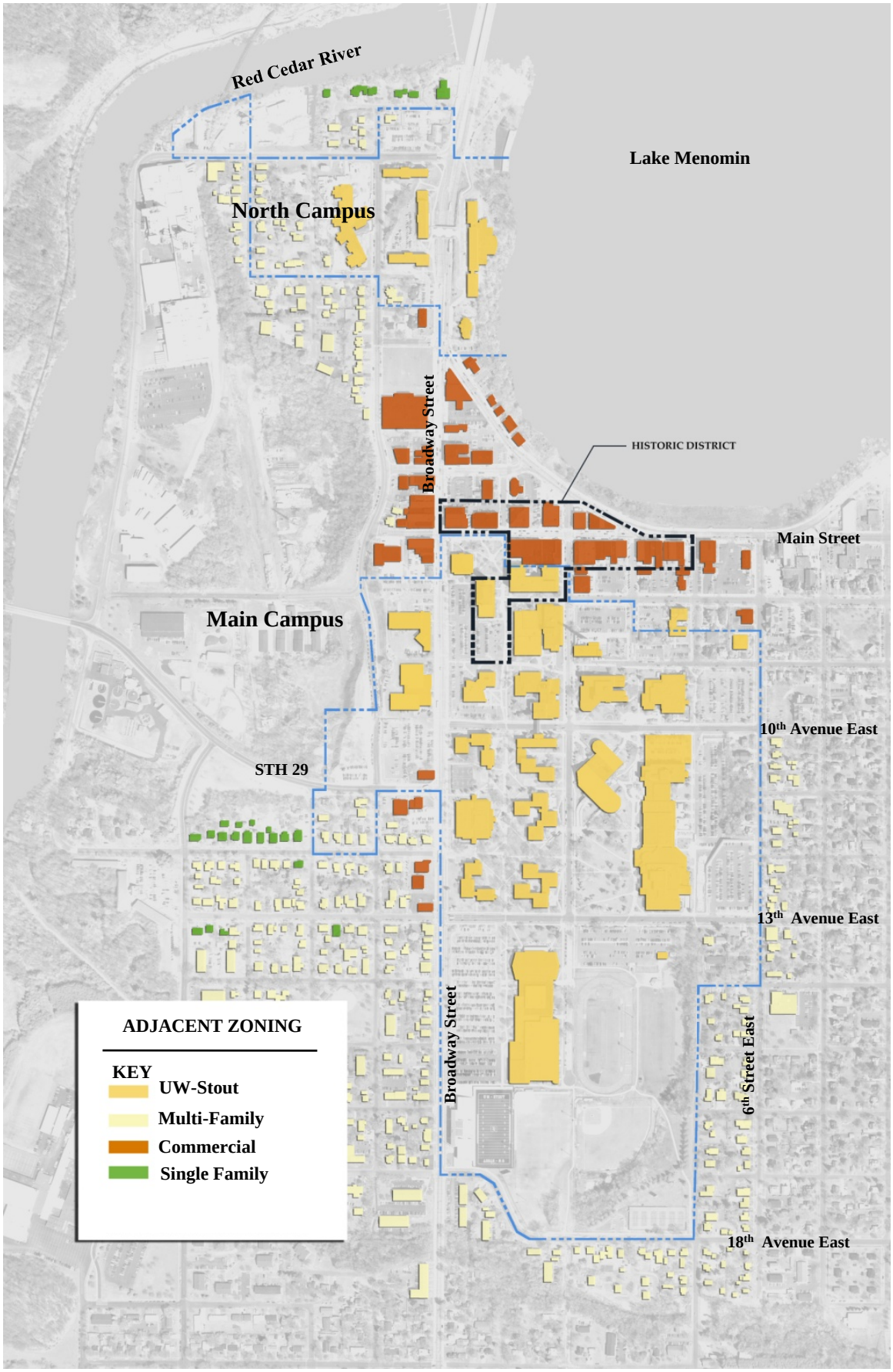
North: In addition to the historical district encompassing a portion north of the main campus, the campus abuts Wilson Street and the back of many Main Street businesses. East of Harvey Hall, along Wilson Street, are the backs of many downtown buildings which present an unsightly face to the university. Embedded into some of these lots are single, standalone buildings used for worship or service-type businesses.
West: Except for two administrative and four parking lots, the western border of campus is generally regarded as Broadway Avenue and includes several small retail and convenience centers to the north and single family and multi-family structures along the southwestern edge of Broadway Avenue.
South: The southern edge of campus is 17th/18th Street West and is primarily multi-family structures leased to students.
East: The east edge of campus is defined by 6th Street East and contains predominantly multi-family and single family structures.


Main Street Looking East

The north campus is neighbored by mainly residential structures:
North: The boundaries of the northern edge of campus are several private, single family residences that overlook Red Cedar River.
West: Multi-family residences that mainly are used as student apartments.
South: Multi-family and single family residences; some used as student apartments
East: Lake Menomin.

14th Avenue East Looking South

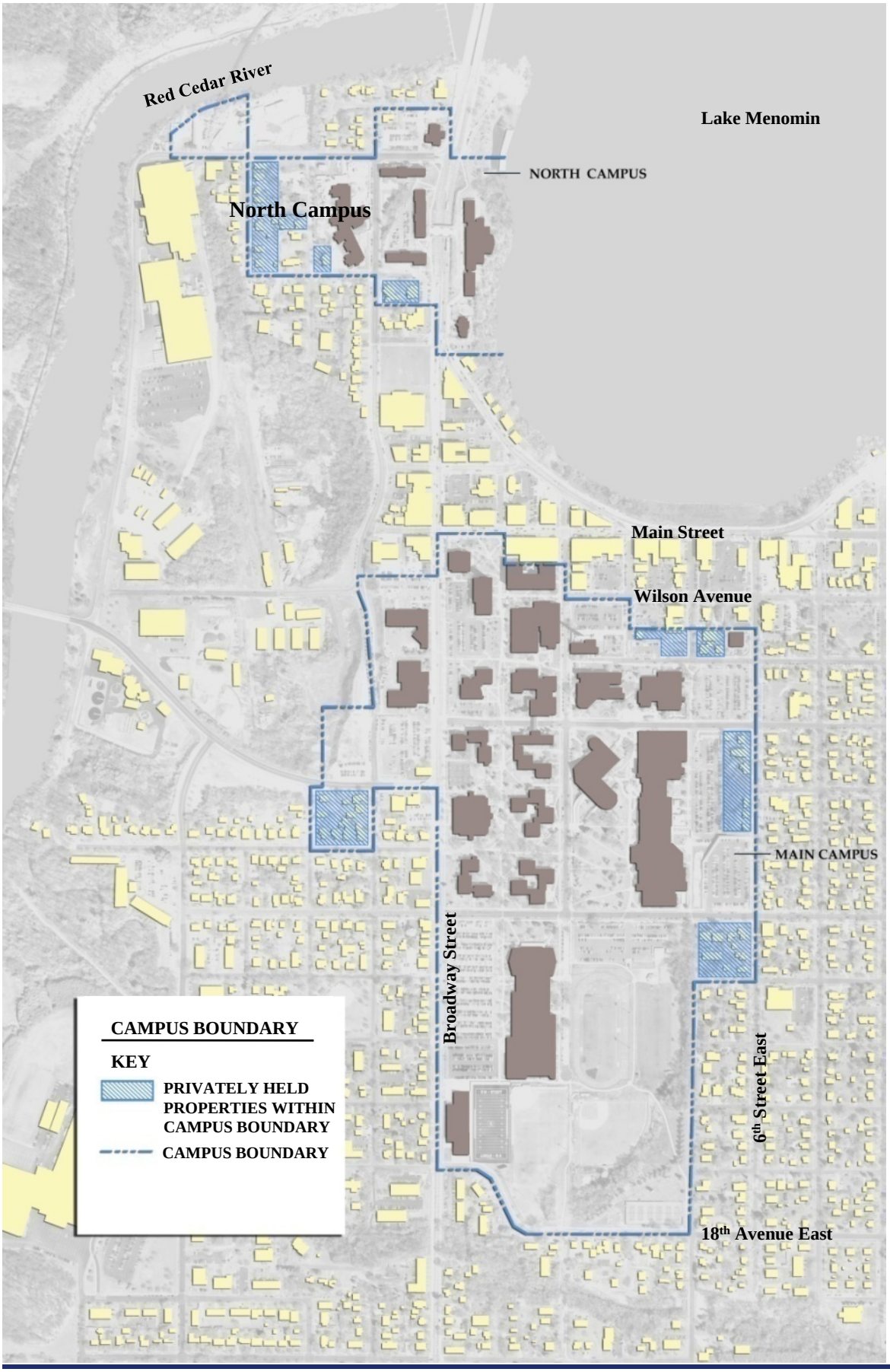

5th Street Looking South


Red Cedar River
Lake Menomin
North Campus
Broadway Street
HISTORIC DISTRICT
Main Street
Main Campus
10th Avenue East
STH 29
13th Avenue East
Broadway Street
6th Street East
18th Avenue East
ADJACENT ZONING
KEY
UW-Stout
Multi-Family
Commercial
Single Family

CAMPUS BOUNDARY

Having one of the smallest footprints of any UW-System four-year campus (131 acres), UW-Stout continues to optimize use of their limited grounds. Until recently this resourcefulness has served them well by eliminating the need to acquire many adjacent properties to expand campus functions. However, lack of a formal master plan has had some negative effects on the outcome of growth. Many of the buildings are sited (placed) with minor relationship to one another or regard to the spaces between the buildings as “outdoor corridors”. An example is the space between Harvey Hall and Communication Technologies (originally constructed as a student union) building. The location of Communication Technologies has created a visual barrier to the primary face of Harvey Hall and removed any visual foreground to the entrance of the building which now relies heavily on side entrances for access. By using the side entrances versus the front, south facing entrance, the use and functionality of the building has been altered.

Functional issues are directly related to lack of planning of appropriate boundary expansion to accommodate campus growth.


Red Cedar River
Lake Menomin
NORTH CAMPUS
North Campus
Main Street
Wilson Avenue
MAIN CAMPUS
Broadway Street
6th Street East
18th Avenue East
CAMPUS BOUNDARY
KEY
PRIVATELY HELD PROPERTIES WITHIN CAMPUS BOUNDARY
CAMPUS BOUNDARY

Pedestrian Mall Looking North

Pedestrian Mall Looking South

Jarvis Hall Looking Northeast

CAMPUS LAND USE ZONES

Analysis of existing campus land use zones gives an understanding of how UW-Stout functions in its own boundaries and within the context of the city. Campus zoning plans are divided into the following zones: academic, student life – (including residence halls), recreation and athletics, support, and green space. The diagram on page 21 informs the master plan by illustrating the major campus land-use patterns and where future physical expansion opportunities lie.

The zones of UW-Stout are clearly defined for an institution of this size:

Academic District

The university's academic core is largely concentrated in the northern third of the main campus bounded by Main Street and Wilson Avenue to the north, Broadway Avenue to the west, 10th Avenue East to the south and 6th Street to the east. The academic district includes Bowman Hall, Harvey Hall, Communication Technologies, Fryklund Hall, Vocational Rehabilitation, Robert S. Swanson Learning Center and Home Economics. These buildings constitute the highest concentration of usable instructional square footage on campus. The area around Bowman and Harvey Halls is highly regarded as the most collegiate-feeling space on campus while Clock Tower Plaza is UW-Stout's front lawn. However, the location of the plaza in relation to campus access points, means it is not as memorable as it could be.

Directly south of the academic core is Jarvis Hall, Micheels Hall and Applied Arts as a unified building group creating the largest contiguous enclosed space on campus. The north-south orientation of the building clearly defines the east pedestrian edge of campus.

Hansen-Keith-Milnes-Chinnock Halls Looking Northeast

Curran-Kranzusch-Tustison-Oetting Halls Looking Northwest

Residential Districts

Residential and student life areas of campus are equally well defined. The middle third of the main campus is comprised of five residence halls, Price Commons with primary student dining, and the Memorial Student Center. As illustrated on the *Building Age* diagram on Page 10, most of these structures were built in the 1960's and give the zone a neutral and uniform appearance. These are all conveniently located in close walking proximity to one another and have a generous amount of green space for informal recreation. The north campus is primarily composed of student life structures: five residence halls, university advancement office (LST) and Student Health Services building. The biggest short-coming of the north campus is a lack of green space and psychological /physical disconnection from the main campus.

Service District

The service district, including Central Services and University Services Building, is conveniently located adjacent to Broadway Avenue and has loading and unloading spaces for on and off campus service vehicles. Although located on the western edge of campus, its central north-south orientation provides easy access for campus and non-campus interfaces.

Red Cedar Hall Looking Northwest

Jeter-Tainter-Callahan Halls Looking East

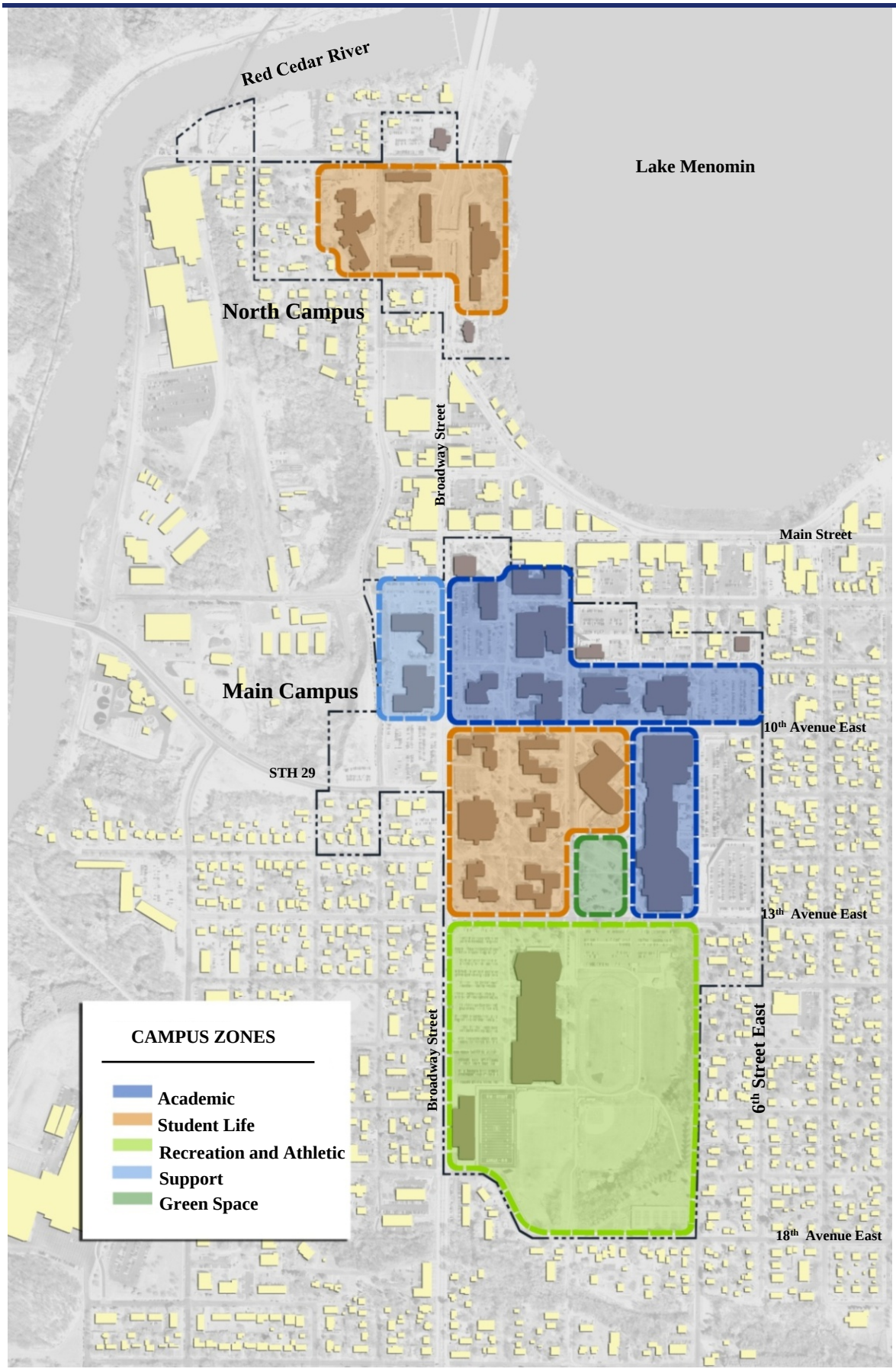
Recreation and Athletic District

Recreation and athletic uses occur at the southern third of the main campus in an area referred to as the Recreation and Athletic Complex, which embodies exterior recreation and athletic fields, Williams Stadium, and the Sports and Fitness Center. The outdoor recreation and athletic fields are heavily utilized by organized athletics, recreation intramural programs, club sports and local high schools. Over the past few years, use of field time has dramatically increased, stressing both the recreation and athletic programs. Utilization of the Sports and Fitness Center has also increased substantially in recent years, taxing programs and requiring the facility to expand hours of operation.

In the summer of 2008, Williams Stadium was improved to include synthetic turf which wears similar to natural turf without the maintenance.

Deficiencies of the Recreation and Athletic Complex include a competitive softball field that does not meet NCAA regulations and as well as the outdoor track that needs to be resurfaced and reoriented to meet NCAA specifications. These deficiencies are preventing the university from hosting conference or national events for each respective sport.

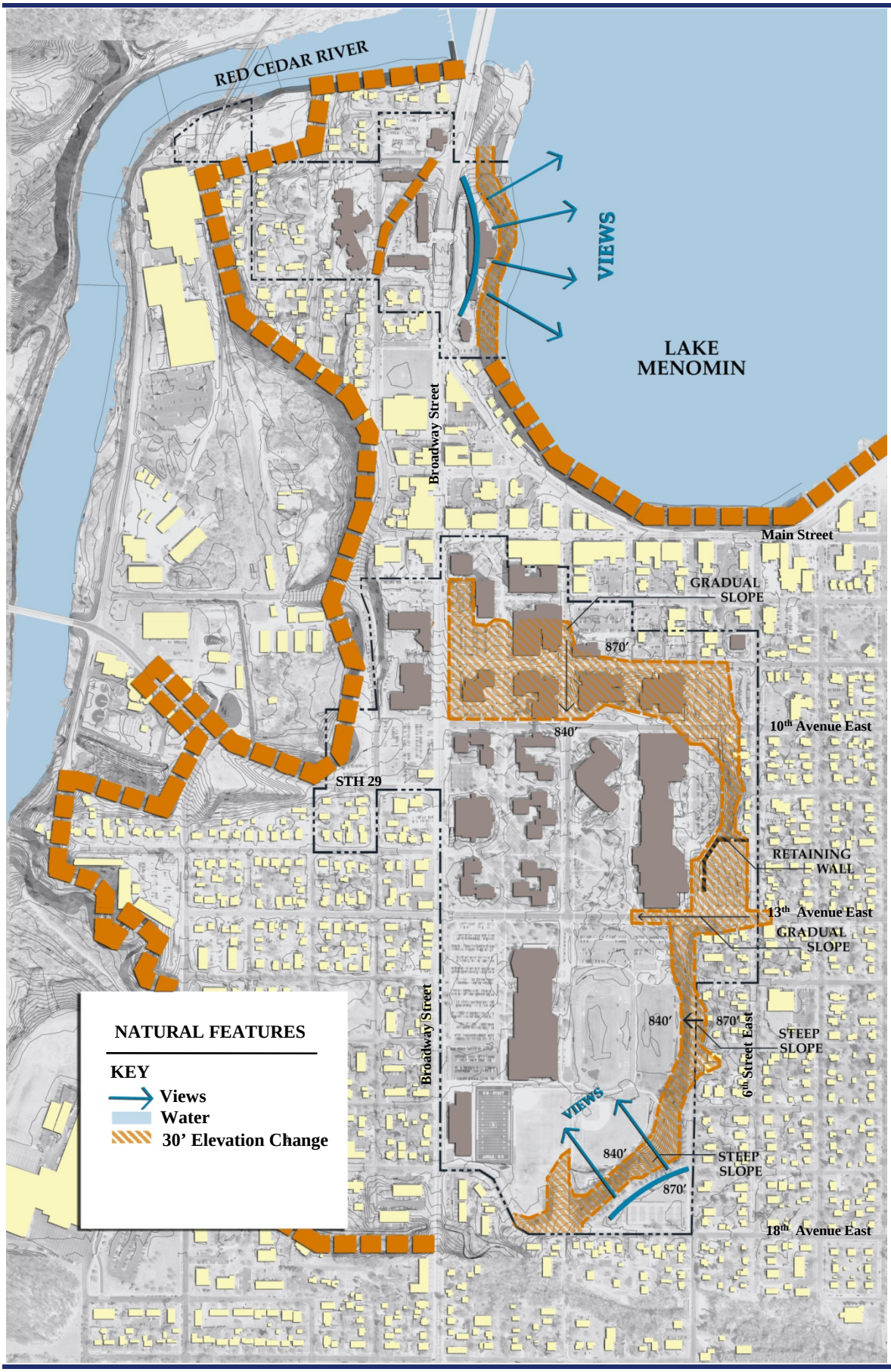
Recreation and Athletic Complex Looking North


Red Cedar River
Lake Menomin
North Campus
Broadway Street
Main Street
Main Campus
10th Avenue East
STH 29
13th Avenue East
Broadway Street
6th Street East
18th Avenue East
CAMPUS ZONES
Academic
Student Life
Recreation and Athletic
Support
Green Space

NATURAL FEATURES

For the City of Menomonie and the surrounding region, the natural terrain is rolling hills with deep ravines and steep hills. Elevation deviation in these areas range from 800 feet above sea level along the Red Cedar River to over 1100 feet on some out-lying hills. Much of the level land in Menomonie is located on top of a glacial outwash in an area ¼ mile to four miles wide on each side of the Red Cedar Basin.

Within the campus boundaries there is significant variation in elevation. The greatest impact is on the eastern boundary of campus parallel to 6th Street, between 10th Avenue East and 18th Avenue East. The grade differential along this ridge is consistently 30 feet of elevation change and in many instances greater than 20 percent slope. Between 10th Avenue East and 13th Avenue East this condition is straddled by parking: Lot 18 on the lower elevation and Lot 34 at the upper elevation. In both cases the edge is treated with retaining walls constructed from concrete masonry units which add an unarticulated, massive vertical plane to the campus environment. Fortunately, the Jarvis Hall/Micheels Hall/Applied Arts complex visually masks the presence of the vertical retaining wall from the campus. Future development along the ridge needs to be sensitive to the visual impact of such vertical walls. Between 13th Avenue East and 18th Avenue East, the steep slope is in a natural, vegetative condition: mature trees, native grasses and underbrush. The natural vegetative slope acts as a pleasant backdrop to the recreation and athletic complex. For visual and environmental purposes, this edge condition should be preserved.


RED CEDAR RIVER
VIEWS
LAKE MENOMIN
Broadway Street
Main Street
GRADUAL SLOPE
870′
840′
10th Avenue East
STH 29
RETAINING WALL
13th Avenue East
GRADUAL SLOPE
Broadway Street
840′
870′
STEEP SLOPE
6th Street East
VIEWS
840′
STEEP SLOPE
870′
18th Avenue East
NATURAL FEATURES
KEY
Views
Water
30’ Elevation Change

Other areas on campus affected by slope include the main campus's northern quadrant and the north campus. The north quadrant of the main campus has a constant but gradual 3-4 percent slope which is manageable for campus landscaping as well as future building placement. The north campus has elevation variation between Fleming, Hovlid and Wigen Halls. This change in grade is being positively incorporated into the Hovlid Hall Renovation and Addition project massing by taking advantage of the slope for fenestration and walkout.

Hovlid Hall Renovation and Addition Project
Note: Master Plan anticipates road vacation along western edge.

Most dramatic is the drop in grade at the Jeter-Tainter-Callahan site: the ridge drops over 50 feet to the water giving captivating views of Lake Menomin. Future development of the Jeter-Tainter-Callahan site should be sensitive to natural terrain and the lake view corridor.

Bowman Hall Clock Tower

CAMPUS LANDMARKS

Campus landmarks are highly-visible architectural iconic features that serve to orient campus users and leave an impressionable memory of the campus. The unsurpassed landmark on campus is clearly the seven-story Bowman Hall clock tower.

As one of the oldest structures on campus, the clock tower not only serves as a visual icon of the university, but signifies longevity and strength of the institution. One block east of the clock tower is the 220-feet tall power plant chimney which is also a visual reference of the university. As the tallest structures in the region, both tower over the typically three to four story landscape of the university and city of Menomonie.

The north campus pedestrian footbridge spanning Broadway Avenue represents a less prominent class of landmark but functions primarily as a navigational aid and transitional guide for visitors and the greater Menomonie community.

VEHICULAR PATTERNS & ACCESS

Vehicular access is a necessary component of a functioning university network and this is no exception at UW-Stout. Being integrated into the fabric of downtown Menomonie, UW-Stout is woven into the city's road grid and does not have any "private" university roads.

The primary vehicular access to campus is via Broadway Street/STH 25 which is a principle north-south arterial linking the city and Interstate 94. The section of STH 25 that bisects the north campus has traffic volumes over 20,000 vehicles per day, compared to about 13,000 vehicles per day on the main campus. Although convenient for visitors and commuters traversing to and from campus, this volume of traffic has limiting factors for both pedestrian systems and physical campus growth.

STH 29 is a principle east-west arterial that weaves through downtown and is adjacent to campus on the west side doubling with STH 25. Through downtown, traffic volume is 15,000 vehicles per day compared to 5,000 vehicles on the section perpendicular to west side of campus. A secondary access point to campus is via STH 29 from the east. All other streets that bisect, or are adjacent streets to campus, generate less than 5,000 vehicles per day.

Corner of Main Street and 4th Street East

With the high volume of traffic penetrating and adjacent to the campus, there are high occurrences of vehicular accidents. In the period from 2002-2006, frequent accidents occurred at various campus intersections and in addition to points between north and main campus. The corner of Broadway and Main Street had the highest frequency of accidents in the city with over 96 accidents. One intersection to the north, Broadway Street and 6th Avenue, had the fourth highest incident rate at 41 accidents. Broadway Street and 4th Avenue had 27 accidents while other Broadway accident prone intersections include 11th Avenue with 21 accidents and 13th Avenue with 22 accidents. Given the high number of incidents, the master plan should give consideration to campus access points along with flow to parking areas. Furthermore, bicycle and pedestrian patterns should be carefully integrated into campus master planning.

East-west streets that bisect the center of the main campus, 13th Avenue East and 10th Avenue East, are city arterials with moderate volume that connect economic centers to principle arteries. Although it may be advantageous on some campuses to consider closing these types of streets to form contiguous interior pedestrian campuses, in UW-Stout's case, such a move would create additional volume on already high traffic perimeter roads.

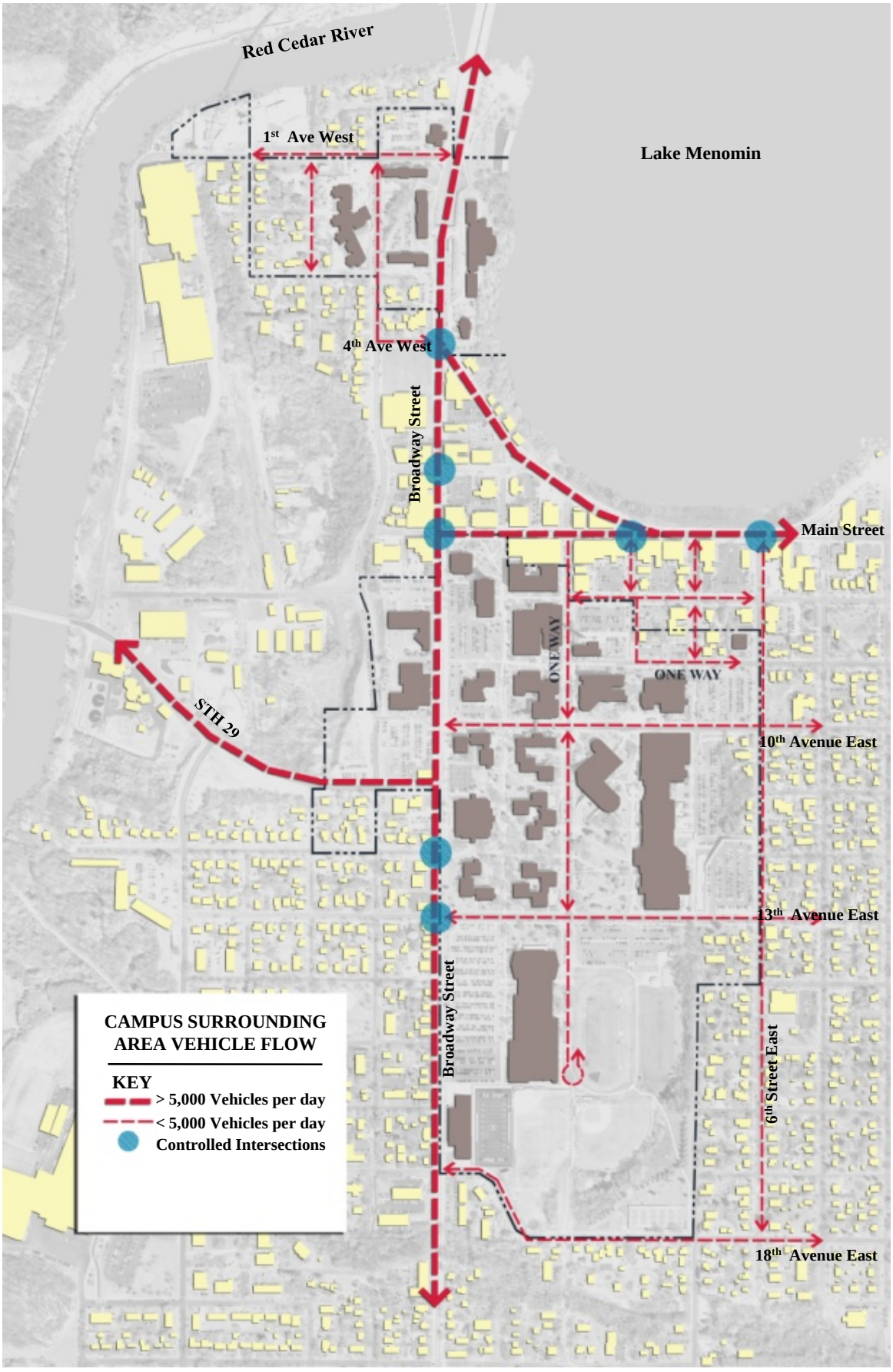
There is only one north-south street through the main campus: 3rd Street East. The section of 3rd Street East, south of 13th Avenue East runs parallel to the length of Sports and Fitness Center and dead-ends at the end of this building. Currently the university is working with the city in an effort to abandon this section of 3rd Street East. Closing the street will create an attractive corridor through the recreation complex, further inviting students and visitors to this end of campus. The section of 3rd Street East between 10th Avenue East and 13th Avenue has a strong north/south physical presence in the center of campus. However, it also has the lightest amount of traffic of any of the bisecting campus streets.

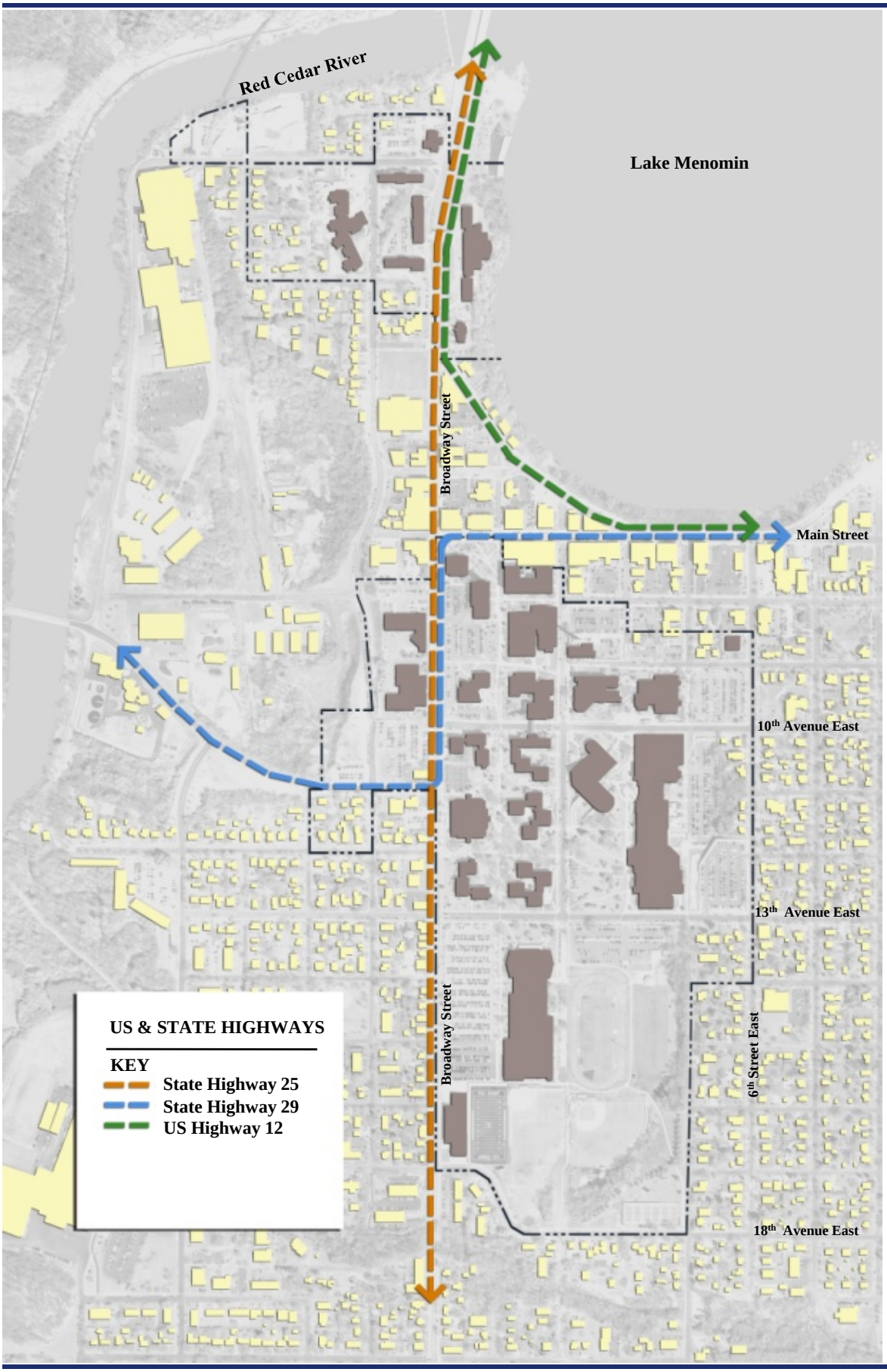
Main Street and Broadway Looking Southeast

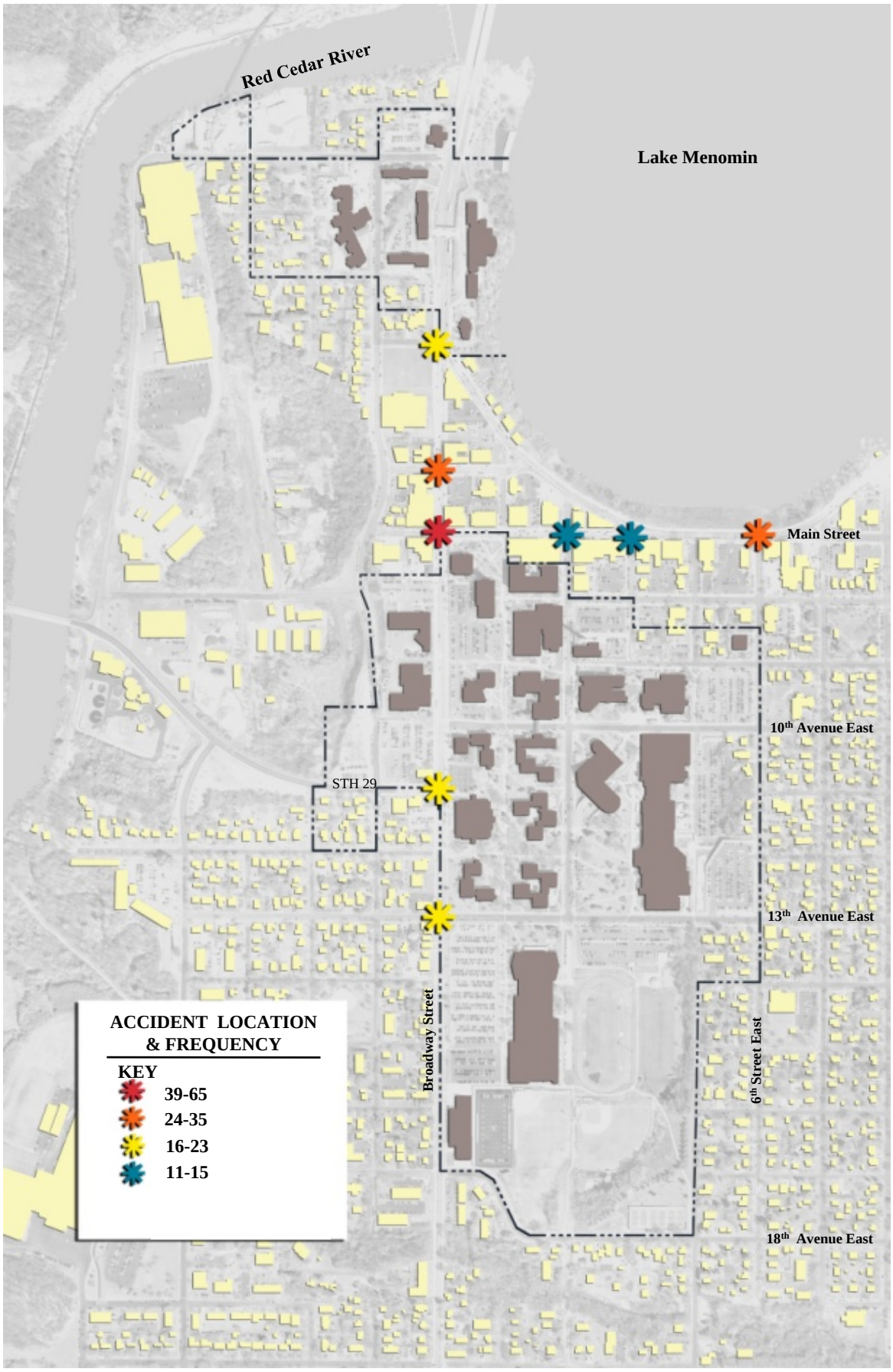
2nd Street West looking south toward Red Cedar Hall

A series of one-way streets affect the flow of vehicles in the northeast quadrant of the main campus, 9th Avenue East between 4th Street East and 6th Street East. Directing traffic eastward, this one-way street has a negative impact on vehicular flow coming into campus from the east by redirecting traffic to either 10th Avenue East or away from campus to Wilson Avenue. Adding to the confusion, 3rd Street East between Wilson and 10th Avenue East is one-way, to the south, thus creating an artificial loop around north end of main campus. At this time, the city has not expressed a desire to vacate the one-way designations for these streets. In the long-term, the university should pursue removal of the one-way designations for these roadways to ease vehicle flow into and around this portion of the main campus.

The north campus is heavily influenced by STH 25 which is the busiest section of road in the city, generating over 20,000 vehicles per day. Unlike the main campus where primary traffic volume is at the periphery, STH 25 bisects the residence halls of the north campus which creates a barrier between the two sides. To the west are Red Cedar Hall, Wigen Hall, Fleming Hall, Hovlid Hall and Student Health Services; to the east are Jeter-Tainter-Callahan Hall and Louis Smith Tainter House. While the university and city created a bridge over STH 25 to help connect the two areas, the highway is still viewed as an barrier. Furthermore, high traffic volume and change in terrain make access to the Jeter-Tainter-Callahan Hall site problematic. Access to the west side of the north campus is via 1st Avenue West or 4th Avenue West, with parking primarily at the perimeter. 2nd Street West penetrates the area between Hovlid-Wigen-Fleming and Red Cedar halls and should be considered for closing and turned over for green space. A possible obstacle to this is that city of Menomonie fire department utilizes this street for access to north Menomonie. However, with the recent erection of a fire station to serve north Menomonie, 2nd Street West becomes less critical for emergency response.


Red Cedar River
1st Ave West
Lake Menomin
4th Ave West
Broadway Street
Main Street
ONE WAY
ONE WAY
STH 29
10th Avenue East
13th Avenue East
Broadway Street
6th Street East
18th Avenue East
CAMPUS SURROUNDING AREA VEHICLE FLOW
KEY
> 5,000 Vehicles per day
< 5,000 Vehicles per day
Controlled Intersections


Red Cedar River
Lake Menomin
Broadway Street
Main Street
10th Avenue East
13th Avenue East
Broadway Street
6th Street East
18th Avenue East
US & STATE HIGHWAYS
KEY
State Highway 25
State Highway 29
US Highway 12


Red Cedar River
Lake Menomin
Main Street
10th Avenue East
STH 29
13th Avenue East
Broadway Street
6th Street East
18th Avenue East
ACCIDENT LOCATION & FREQUENCY
KEY
39-65
24-35
16-23
11-15

PARKING

Parking planning on campus is a dynamic process, shifting on an annual basis to accommodate changing demands, new buildings and relocation of existing spaces. Parking policies are adopted to reflect the every-changing demographics of the university as well as land use changes that result in the construction of new buildings or land-reuse. Recently, the university has been guided by the Parking Development Master Plan, (2005), to which a holistic view of on-campus parking with the intent of providing long term parking guidance.

Parking lots are located throughout campus with the majority being perimeter lots. See *Parking Diagram* on page 33 for current parking lot access and locations. There are a total of 3,072 off-street parking stalls on campus serving faculty, staff, student, motorcycle, visitor and disabled needs. The variation in lot size is mostly due to change in terrain. Demand for parking continues to be high, especially with the absence of a public transportation system within the city.

Existing parking lots consume nearly 23 acres of usable campus open space and many of these parking lots face established residential neighborhoods. Additionally, these do not have appropriately screened edges with the result being that the amount of hard surface that actually exists appears to be magnified. Lastly, parking lots 17 and 22 are gravel and add to the unappealing nature of the parking surfaces to both the campus and the community., although development of these lots are scheduled for 2009-2010.

Parking Lot 14

Parking Lot 17

Parking Lot 29

PARKING SNAPSHOT

3072 Total Number of Stalls

2402 Main Campus Stalls

670 North Campus Stalls

1675 Campus Resident Stalls

1038 Commuter Stalls

34 Campus Parking Lots

Lot 4 has 665 Stalls

Lot 17 and 22 are not paved

For the fall 2008 semester, freshman account for 855 parking permits, or approximately 28% of parking stalls, while sophomores tally 600 permits, or approximately 20% of parking stalls. Junior and senior students only account for 245 stalls. Discussions with students revealed that most freshman park their cars during the week and use them only periodically for retail excursions. Most of these parking stalls are located in Lot 4: a prominent lot that is conveniently located near residence halls as well as the Sports and Fitness Center. It should be noted that of the 665 stalls in Lot 4, 645 are designated as resident parking stalls. Conversely, sophomore students regularly utilize their vehicles during the week for off-campus course placement and work. Hence, parking for sophomore students close proximity to the residence halls needs to be considered.

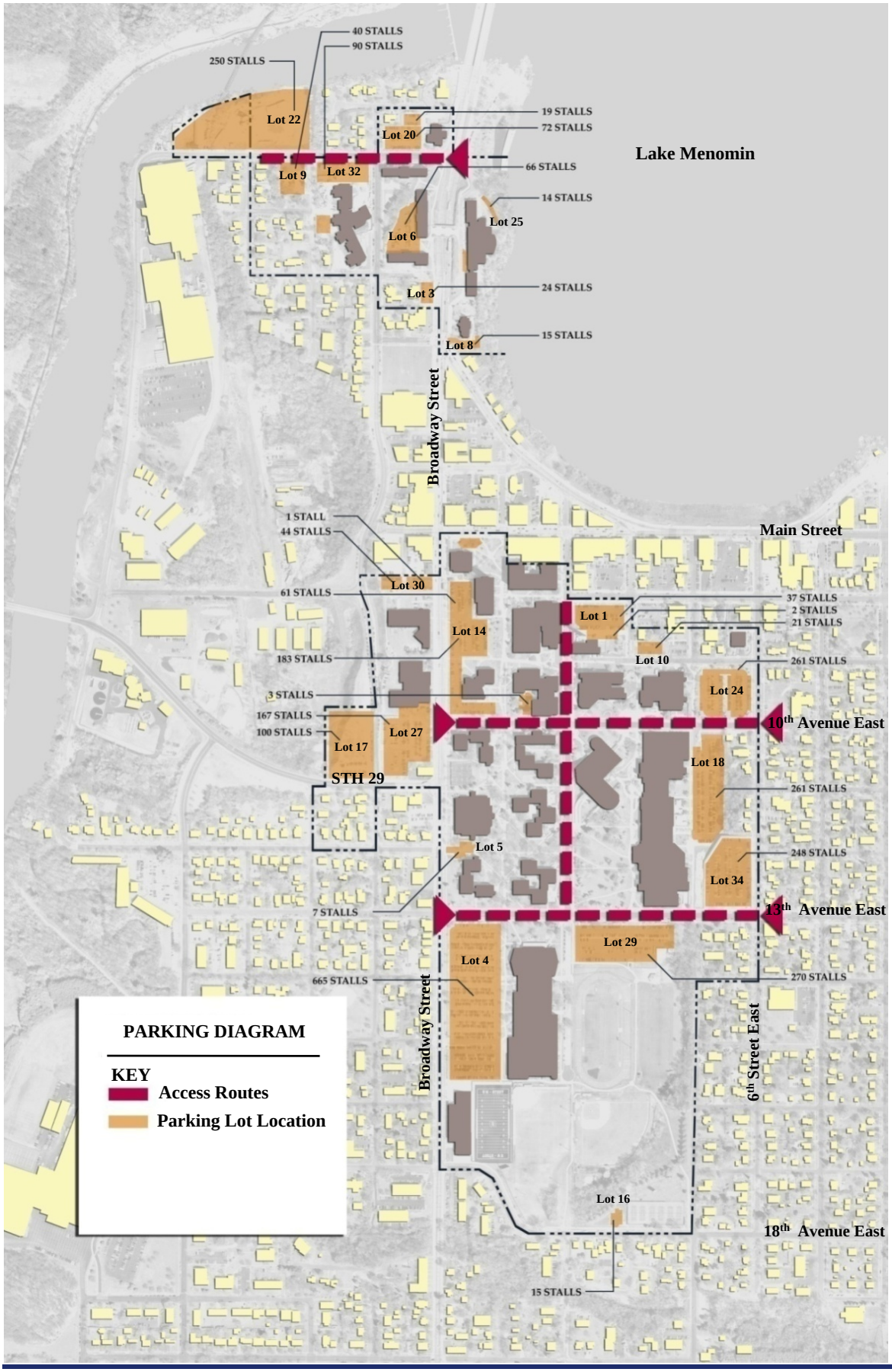
Faculty and staff have 800 allotted parking stalls near the core of the main campus. Although there are fewer stalls allocated than the actual number of faculty and staff, the allocation reflects the transient nature of these groups. Currently, the allocation of 800 stalls is based on a user ratio of one stall per two full-time equivalent (FTE). For peak periods, there are over 200 metered, off-street parking stalls. The current location of parking stalls for commuter students, faculty and staff are within a five minute walking radius.

Trends in parking for the Fall 2008 semester include an increase in demand with no decline in the parking number of parking permits issued. One trend that is having an impact on overall campus parking is the implementation of on-line courses. These courses are reducing on-campus parking demand, especially for summer sessions, and increasingly noticeable in Fall and Spring semesters. At this time, there is not a quantifiable consistency to this trend, but university officials responsible for parking will continue to monitor this situation and will revise parking requirements accordingly. In addition, as a result of recent higher fuel prices, there is a dramatic increase in the number of moped, scooters and bicycles on campus.

Attachment 2

Parking Space Inventory Tables as of August, 2008

Lot #	Total Spaces	Campus Resident	Commuter	Reserved	Disabled	Meter	Visitor / Open
Atrim Froggat	3						3
1	87		70	13	4		
2	3	3					
3	24	22		1			1
4	665	645		8	12		
5	7				1		6
6	66	59		1	2		4
7	6	0					6
8	15		10		1		4
9	80	80					
10	21					21	
11	70	68		2			
13	61		40	11	4		6
14	183		79	14	14	76	
15	45	45					
16	15				1		14
17	155	155					
18	261		184	10	10	57	
20	19	18			1		
21	72	68		1	1		2
22	250	250					
24	160		135	17	4		4
25	14		10	3	1		
27	167		160	5	2		
28	3				3		
29	270		263		5		2
30	45		43	2			
32	90	90					
34	248	203	45				
39					2	64	
North Campus	700	655	20	8	6	0	11
Main Campus	2405	1051	1019	80	62	218	41
Totals	3105	1706	1039	88	68	218	52


40 STALLS
90 STALLS
250 STALLS
Lot 22
19 STALLS
72 STALLS
Lot 20
Lake Menomin
Lot 9
Lot 32
66 STALLS
14 STALLS
Lot 25
Lot 6
24 STALLS
Lot 3
15 STALLS
Lot 8
Broadway Street
1 STALL
44 STALLS
Main Street
Lot 30
61 STALLS
37 STALLS
2 STALLS
21 STALLS
Lot 1
Lot 14
183 STALLS
Lot 10
261 STALLS
Lot 24
3 STALLS
167 STALLS
100 STALLS
Lot 27
10th Avenue East
Lot 17
Lot 18
STH 29
261 STALLS
Lot 5
248 STALLS
Lot 34
7 STALLS
13th Avenue East
Lot 29
Lot 4
665 STALLS
270 STALLS
Broadway Street
6th Street East
PARKING DIAGRAM
KEY
Access Routes
Parking Lot Location
Lot 16
18th Avenue East
15 STALLS

PEDESTRIAN PATTERNS

The analysis of pedestrian circulation patterns on campus was based on three categories: circulation within in each campus precinct; circulation between campuses; and pedestrian/vehicular conflict areas.

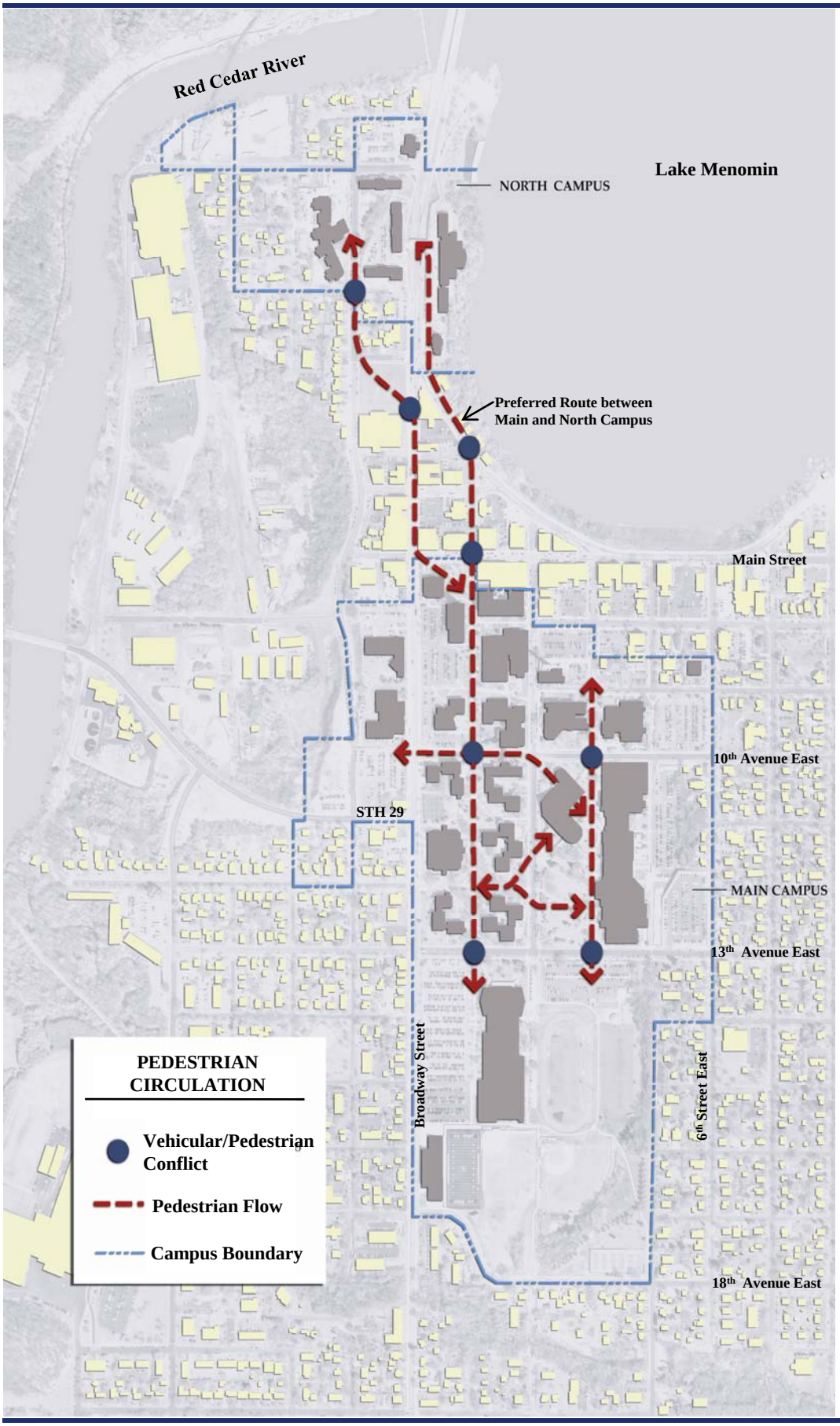
Circulation within each campus precinct: The main campus has two distinct north-south pedestrian patterns. The first is a route from the Clock Tower Plaza/Bowman Hall/Harvey Hall south through the residence hall district to the Sports and Fitness Center. Because this pathway connects many diverse building types, it is the primary pedestrian route on campus. The second primary pathway is from the Robert S. Swanson Learning Center/Home Economics building along Memorial Student Center and the Jarvis Hall/Micheels Hall/Applied Arts Complex to parking lot 29. Linking these two primary pedestrian arteries are secondary east-west path. The first, link is between Curran-Kranzusch-Tustison-Oetting Halls and Hansen-Keith-Mines-Chinnock Halls to Micheels Hall. The second route is via 10th Avenue East from Millennium Hall to the Memorial Student Center.

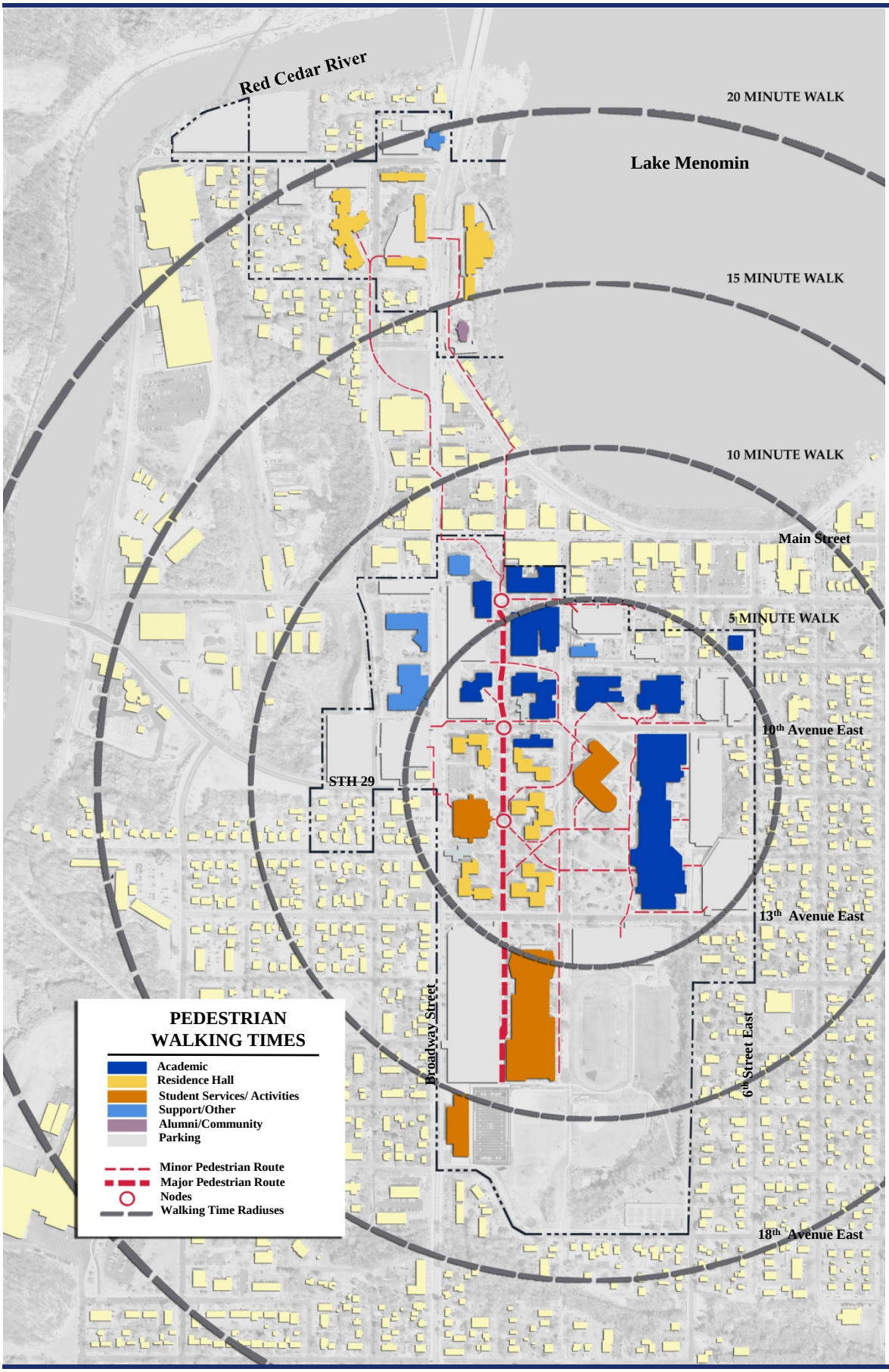
Pedestrian movement on North Campus is incoherent since the majority of the buildings are residence halls and there is limited informal recreation space. The Student Health Services building and the Louis Smith Tainter House are both destination-oriented facilities with little interaction from north campus residents.

Circulation between the North and Main Campuses: Pedestrian circulation between campuses occurs via two routes. The first is a dedicated route developed in cooperation between the university and city. From the north campus, the route commences at the pedestrian bridge going south on the east side of Crescent Street to 2nd Street East. Pedestrians cross Crescent Street to 2nd Street East and continue with crossings at 6th Avenue East and Main Street before arriving on campus at the Clock Tower Plaza. The second route is less formal and not necessarily endorsed by the city or university. From the north campus, pedestrians navigate south on 2nd Street West, diagonally transverse the vacant retail center parking lot to the corner of 6th Avenue and Broadway Street then to campus.

Although the first route is the official route between the campuses there are some spots of conflict; most notably being the crossing at Crescent Street to 2nd Street East. This intersection is marked only by flashing yellow hazard lights and striped crosswalk but no control function. Furthermore, it is located on a bend of road which has a volume of 15,000-20,000 vehicles per day. The second route is equally dangerous due primarily to students crossing Broadway Street. Since the bulk of the north campus students live west of Broadway Avenue, the perceived shortest way to campus is not to take the pedestrian bridge but to go through downtown. This will only intensify once Jeter-Tainter-Callahan Hall is taken off-line.

Students that reside in the north campus report having a fifteen to twenty minute walk to the main campus, depending upon destination (see *Walking Radiuses* diagram). With the exception of the north campus, most primary facilities on campus are within a five minute walk radius.


Red Cedar River
Lake Menomin
NORTH CAMPUS
Preferred Route between
Main and North Campus
Main Street
10th Avenue East
STH 29
MAIN CAMPUS
13th Avenue East
Broadway Street
6th Street East
18th Avenue East
PEDESTRIAN CIRCULATION
Vehicular/Pedestrian Conflict
Pedestrian Flow
Campus Boundary


Red Cedar River
20 MINUTE WALK
Lake Menomin
15 MINUTE WALK
10 MINUTE WALK
Main Street
5 MINUTE WALK
10th Avenue East
STH 29
13th Avenue East
Broadway Street
6th Street East
18th Avenue East
PEDESTRIAN WALKING TIMES
Academic
Residence Hall
Student Services/ Activities
Support/Other
Alumni/Community
Parking
Minor Pedestrian Route
Major Pedestrian Route
Nodes
Walking Time Radiuses

Pedestrian/vehicular conflict areas:

An overlay of campus pedestrian patterns indicates several areas of pedestrian/vehicular conflicts:

- Crescent Street crossing; traffic pattern between the main campus and the north campus.
- Main Street and 2nd Street East; uncontrolled intersection for students traveling between the north and main campuses.
- Mid block crossings on 10th Avenue East; heavy on-campus pedestrian circulation.
- Mid block crossing on 13th Avenue East; heavy on-campus pedestrian circulation.
- Broadway Street

Crescent Street Looking Toward Campus

CAMPUS GREEN & OPEN SPACE

For the purpose of analysis, three types of green/open space are noted: traditional/historically significant, informal recreation and gathering, and recreation and athletic.

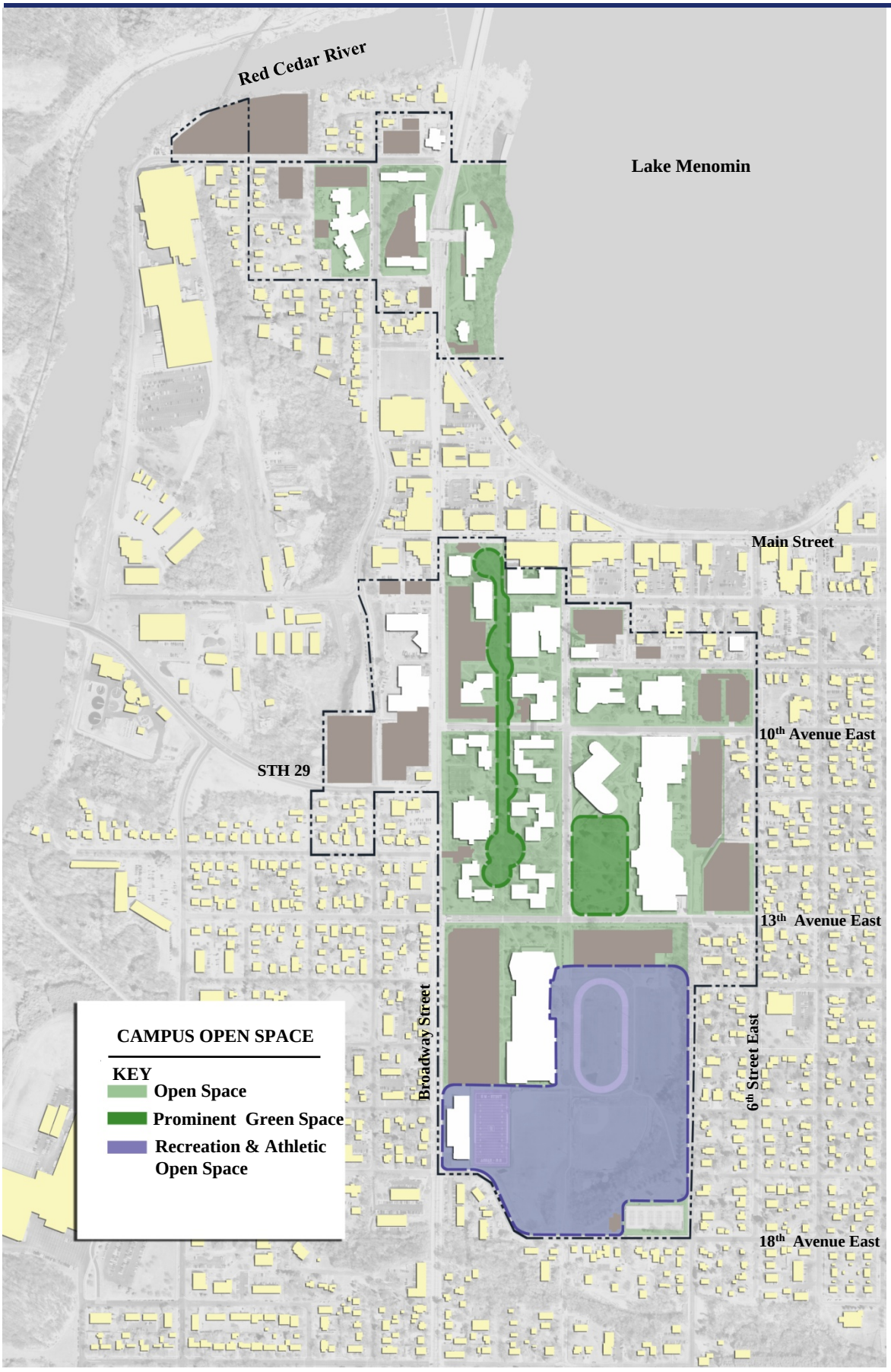
Traditional/historically significant open spaces are those places that represent the university's history. These open spaces foster a sense of place that recall the institution's past and link it to the modern campus environment. These iconic places form a lasting image of the university for those who experience the environment. The Clock Tower Plaza exemplifies this concept but could be enhanced by creating an internal open space with Bowman Hall in the background.

Informal recreation and gathering spaces include those places on campus that provide open space for informal recreational use and function as gathering spots, outdoor classrooms and/or significant intersections. These spaces are designed with clear spatial definition and may include paved plazas, quadrangles, lawns, and open green spaces that promote passive and active recreation for all campus users. Such spaces on the UW-Stout campus include, the outdoor space referred to as the "arboretum", south of Memorial Student Center. This green space, in the center of campus, is mostly utilized by students, faculty and staff for passive recreation and outdoor instruction. The Applied Arts Complex and Micheels Hall to the east are the principal building feeders, while the pedestrian corridor between Curran-Kranzusch-Tustison-Oetting and Hansen-Keith-Milnes-Chinnock residence halls feed from the west. Opportunities to energize the space include future Memorial Student Center expansions to which could provide an interactive southern building edge; open the south end and formalizing the landscape to somewhat engage the edges of the space and more robustly be a woody plan "museum".

Recreation and athletic open spaces consist of playing fields located on the southern end of campus. These open spaces contribute to the open green setting of campus and provide for organized recreation and athletics. However, due to their location, they do not foster social gathering or passive recreation.

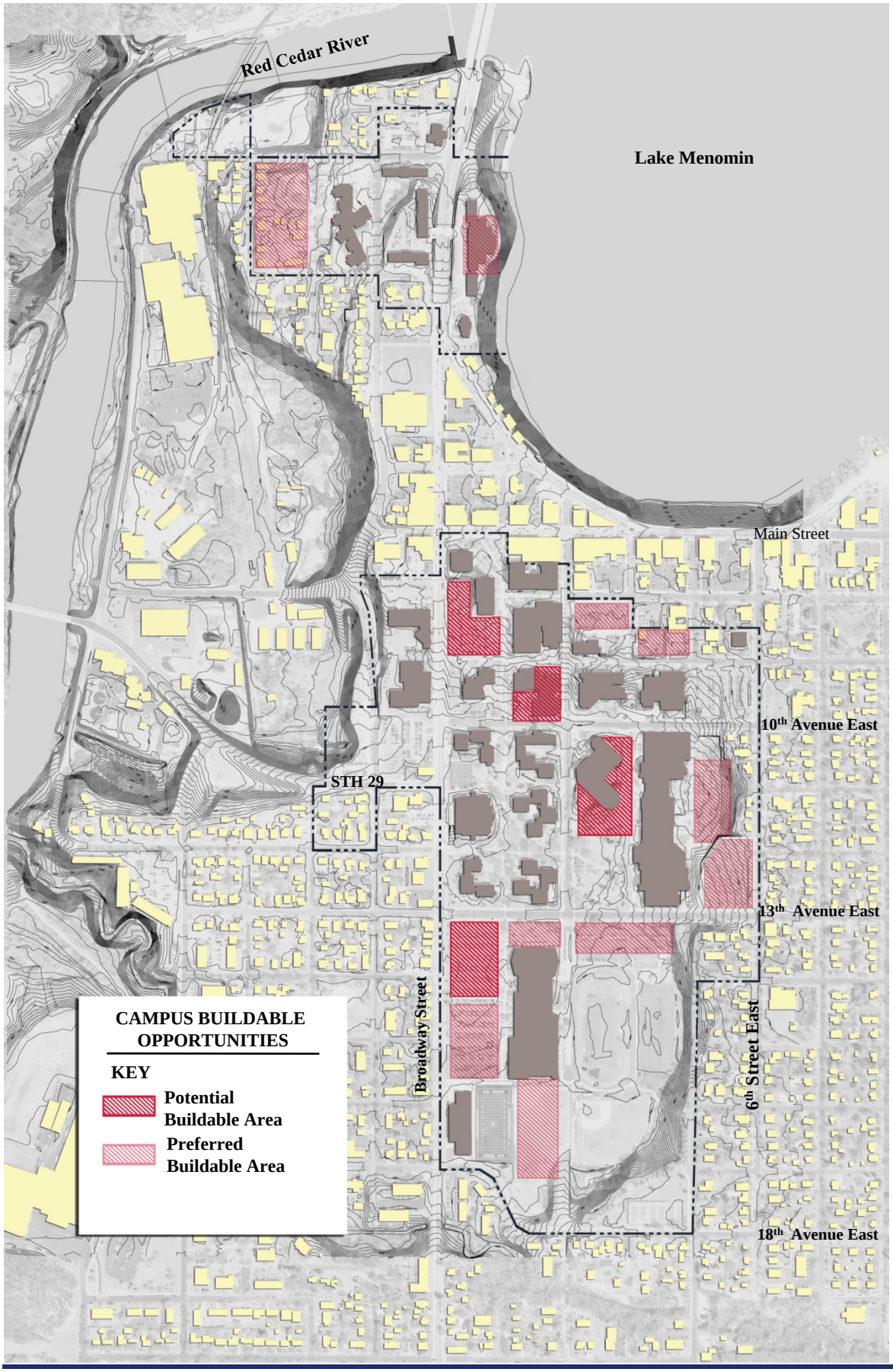
Historic Bowman Hall

Campus "Arboretum"


Red Cedar River
Lake Menomin
Main Street
10th Avenue East
STH 29
13th Avenue East
Broadway Street
6th Street East
18th Avenue East
CAMPUS OPEN SPACE
KEY
Open Space
Prominent Green Space
Recreation & Athletic Open Space

BUILDABLE AREA

The compactness of the UW-Stout campus and the limited opportunities to expand the campus borders constrain the available buildable area. Additionally, the optimum size for a new academic building is estimated to be between 130,000 - 150,000 GSF which further reduces the building site opportunities. The *Campus Buildable Opportunites* diagram represents potentially suitable development opportunities, not considering other dynamics that may influence ultimate building sites. An analysis of the diagram illustrates approximately ten sites that could support the square footage requirements of a new building. When these sites are overlaid with other determining criteria such as utility and infrastructure locations; site access; impact on open space; program appropriateness; effect on campus flow of vehicular, pedestrian and service traffic; and parking displacement and the possibilities narrow to only a few preferred sites. These sites include the areas west of Bowman Hall, south and west of the Sports and Fitness building, east of Home Economics and east of Jarvis Hall.


Red Cedar River
Lake Menomin
Main Street
10th Avenue East
STH 29
13th Avenue East
Broadway Street
6th Street East
18th Avenue East
CAMPUS BUILDABLE OPPORTUNITIES
KEY
Potential Buildable Area
Preferred Buildable Area

IMAGE, IDENTITY and WAYFINDING

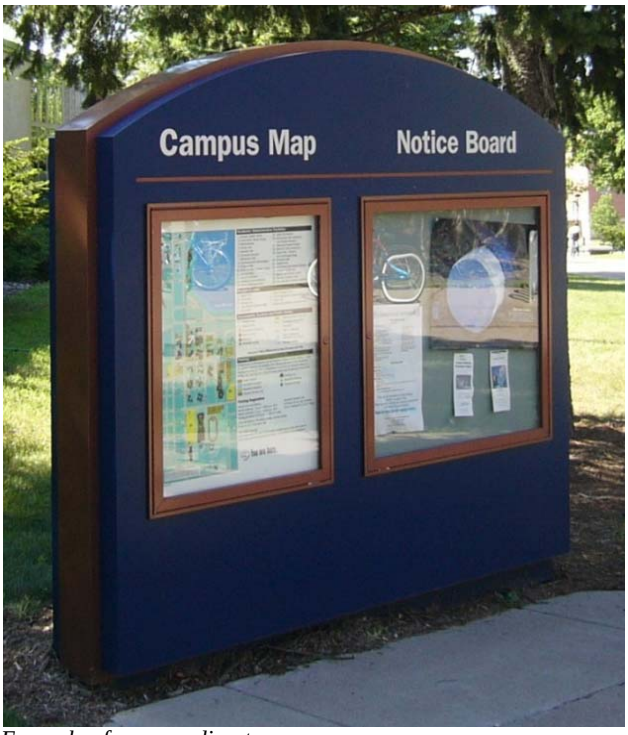
Campus image and identity are the "first impression" of the university and need to be projected by campus architecture, signage, site furnishings and landscape. These elements are integrated into the landscape to form the public image of the institution. Such elements define campus edges, mark vehicular/pedestrian nodes and denote transitional zones through gateways, signage, kiosks and landscaping.

The university has executed an appealing exterior signage package that conveys a consistent and colorful theme of building identification, campus and information directories. However, the integration of campus markers, or gateways, at the edge of campus lack the size, scale and consistent character needed to define campus entrances and boundaries.

In the planning listening sessions, students, faculty and staff talked about their first experience on campus and a reoccurring theme emerged: most first time visitors found it difficult to distinguish the campus from non-campus areas, especially when initially encountering the north campus. This can be attributed to several factors:

1. High volume and traffic speed make it difficult to discern campus presence.
2. Signage not appropriated located (eg: left-hand side of the road) or sized based on traffic patterns. (see photo below)
3. No "linkage" wayfinding between the north and main campuses.

Campus identity at north campus



Example of campus directory

Example of building identification signage

Edge conditions describe the appearance and character of the campus and form the first impression for the visitor. As the campus has evolved, especially during the 1960's, there has been very little consideration given to how the "edges" of the campus are regarded, giving the campus an unwelcome and rigid appearance. Most notable is the section of Broadway Avenue along main campus where mostly unscreened, expansive parking lots create the "front yard" of the institution. This condition makes it very difficult for a first time campus visitor to discern the physical parameters of the institution. The *Opportunity and Constraints* diagrams graphically illustrate where the edge definition opportunities exist.

Parking Lot 4

Micheels Hall from the West

STH 29 and Broadway Intersection Looking East

Campus Signage at Broadway and 18th Avenue

UTILITIES

Underground campus utilities form a matrix which influences where future development can occur and where surface access to existing utilities must be preserved. The expense of relocating significant utilities can be prohibitive to future building sites. Fortunately, most major underground utilities are consistently located within the existing and original city street grid and, for the most part, do not interfere with potential building sites. The most concentrated utility corridors are the north/south corridors where 2nd Street East and 4th Street East have been abandoned and are now pedestrian circulation routes.

One issue facing the university utilities includes the aging infrastructure in the oldest quadrant of campus including Bowman Hall, Harvey Hall, the Communication Technologies building and Vocational Rehabilitation building. Based on meetings with the Physical Plant, there is adequate capacity for expansion based on projects outlined in the 2009-2015 Campus Physical Development Plan.

The 2006 UW-Stout Storm Water Management Plan recommends several best management practices (BMP) for the university to comply with Wisconsin Administrative Code Chapter NR 216 and NR 151. The recommended BMP's are intended to reduce sediment loading, decrease run-off volume, and promote storm water infiltration. The document also realizes that cooperation between the city and university is essential since the city owns all storm water sewers within the campus. These minimum practices focus on three areas of implementation: existing urban areas, new construction and campus redevelopment areas.

Attached are the specific recommendations of the report:

Table 7-1

Recommended BMPs For Areas of New Construction

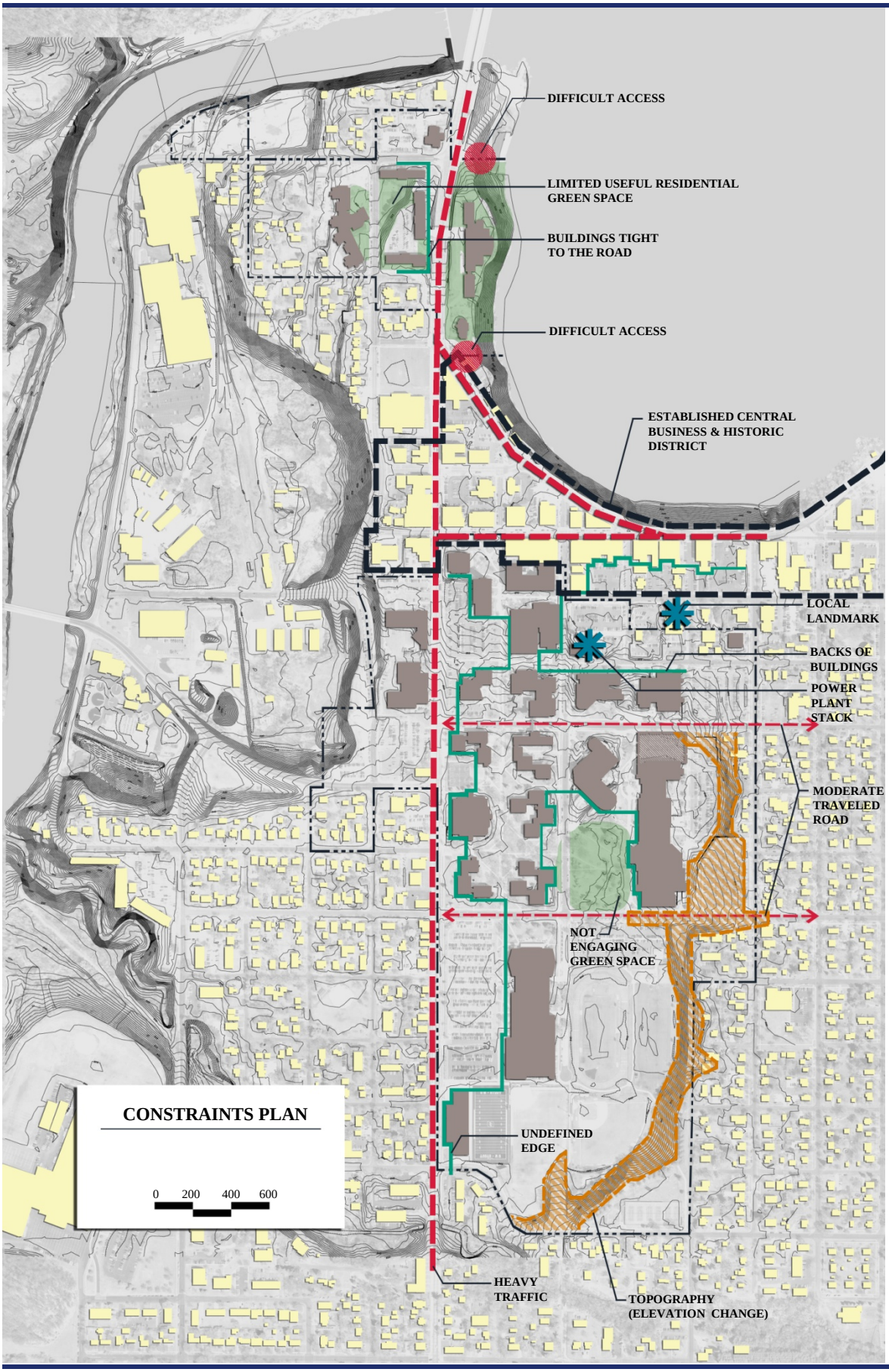
LOCATION	SUGGESTED BMP
PARKING LOTS & ROADS	
▪ Parking Lots	Bioretention areas in parking lot islands, on lot perimeter, or in lawn areas between sidewalks – direct runoff to filter strip first to remove coarse sediment
▪ Roads	Grassed swale leading to bioretention area
BUILDINGS & SIDEWALKS	
▪ New Buildings	Storm water reuse
▪ Renovations	Bioretention areas in lawn areas – direct runoff to filter strip first for pretreatment

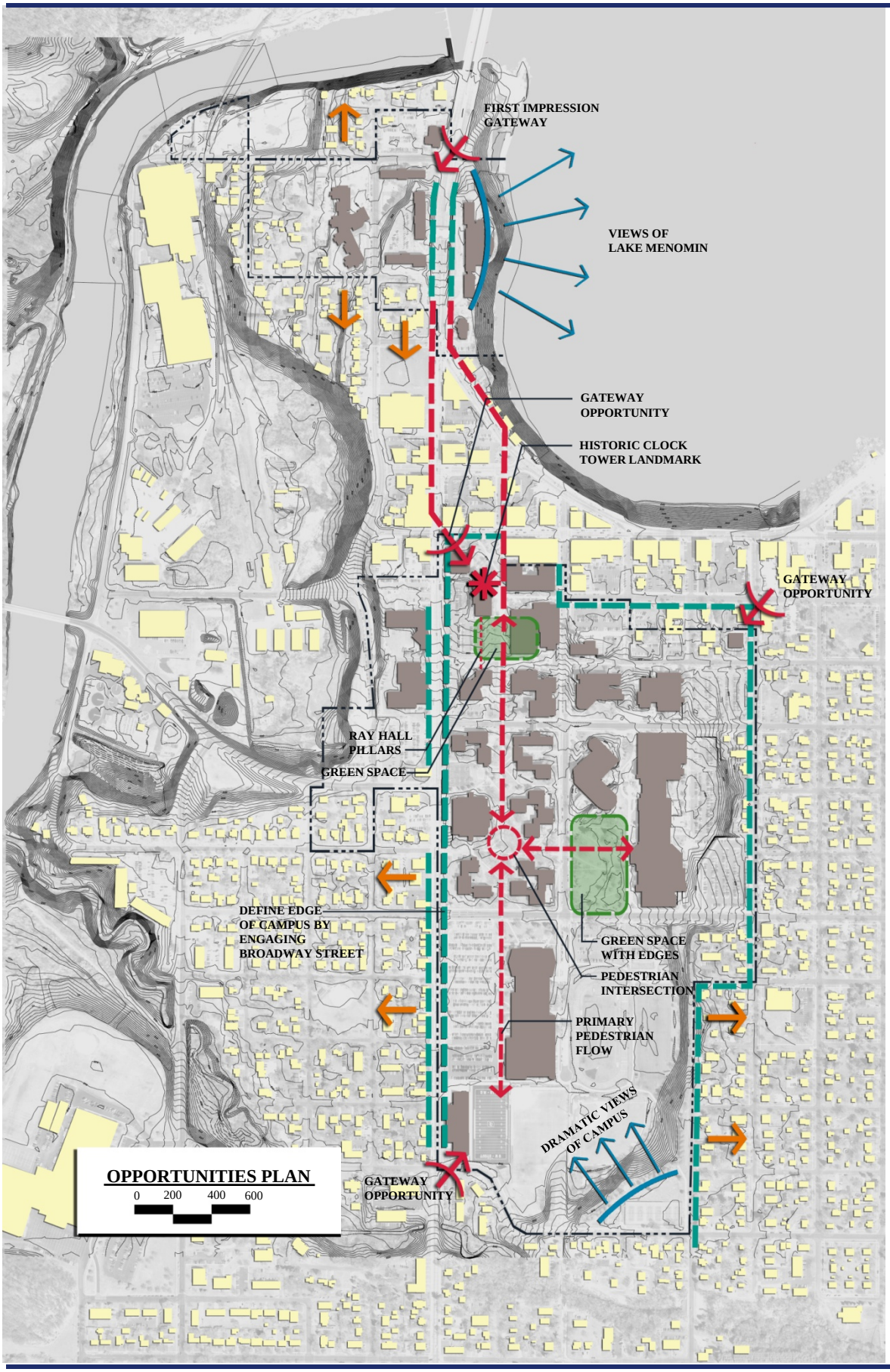
Table 7-2
Recommended BMPs For Existing Campus Areas

LOCATION	SUGGESTED BMP
PARKING LOTS	
▪ Parking Lot 34	Construct a bioretention ditch system on the west side
▪ Parking Lots 14, 18 & 27	Remove curb and gutter, construct a grass swale in the center, and install infiltration catch basins
▪ Parking Lot 24	Cut openings in curbs and construct vegetated filters and bioretention areas
▪ Parking Lot 17	Construct a vegetated filter and infiltration trench along the north and west sides
▪ Other Parking Lots	Install catch basins with sumps or proprietary devices
BUILDINGS	
▪ All Buildings	Disconnect the roof drains wherever space allows and drain to bioretention areas

One example of BMP integration is Red Cedar Hall, completed in 2005, which utilizes bio-retention areas within the parking lot to reduce run off and contain sediments. The Hovlid Hall renovation and expansion plan is currently being designed and will consider all BMP's.

Regardless of future project type, location, and size, BMP has a significant impact on all aspects of the campus environment and should be implemented where and whenever feasible.


DIFFICULT ACCESS
LIMITED USEFUL RESIDENTIAL GREEN SPACE
BUILDINGS TIGHT TO THE ROAD
DIFFICULT ACCESS
ESTABLISHED CENTRAL BUSINESS & HISTORIC DISTRICT
LOCAL LANDMARK
BACKS OF BUILDINGS
POWER PLANT STACK
MODERATE TRAVELED ROAD
NOT ENGAGING GREEN SPACE
CONSTRAINTS PLAN
0 200 400 600
UNDEFINED EDGE
HEAVY TRAFFIC
TOPOGRAPHY (ELEVATION CHANGE)


FIRST IMPRESSION GATEWAY
VIEWS OF LAKE MENOMIN
GATEWAY OPPORTUNITY
HISTORIC CLOCK TOWER LANDMARK
GATEWAY OPPORTUNITY
RAY HALL PILLARS
GREEN SPACE
DEFINE EDGE OF CAMPUS BY ENGAGING BROADWAY STREET
GREEN SPACE WITH EDGES
PEDESTRIAN INTERSECTION
PRIMARY PEDESTRIAN FLOW
DRAMATIC VIEWS OF CAMPUS
GATEWAY OPPORTUNITY
OPPORTUNITIES PLAN
0 200 400 600

CAMPUS MASTER PLAN CONSTRAINTS

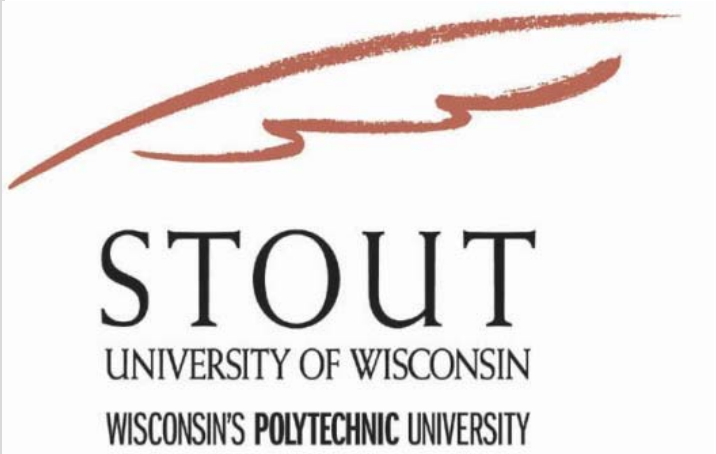
Every campus has inherent constraints to the development of a master plan. The UW-Stout campus is no different and has several constraints that will impact decisions and the implementation of the master plan:

1. Steep topography on the east edge of campus
2. High traffic volume on edges and between campuses, especially along Broadway Street
3. Growth limitations to the north due to Lake Menomin, an established central business district and historic buildings.
4. Expansion limitations due to surrounding established neighborhoods.
5. Limited access to Jeter-Tainter-Callahan Halls for future development.
6. Back of central business district buildings facing the north side of the main campus.

CAMPUS MASTER PLAN OPPORTUNITIES

Opportunities to implement campus improvements can occur in several areas:

1. Define the edges of campus – bring campus to community.
2. Create a campus entry/gate at multiple access points.
3. Views of Lake Menomin.
4. Maximize the prominence of the Bowman Hall clock tower.
5. Strengthen the pedestrian route, nodes and campus open/green spaces.
6. Integrate sustainable principles.



MASTER PLAN RECOMMENDATIONS

MASTER PLAN RECOMMENDATIONS
MASTER PLAN RECOMMENDATIONS
MASTER PLAN RECOMMENDATIONS

The master planning process engaged the entire campus community in a spirit of open collaboration and dialogue to best direct the physical campus development for the next twenty years. In addition to the guiding principles and analysis of existing conditions, thoughts expressed during the listening sessions and critiques of alternate campus master plan scenarios all greatly influenced the direction of the campus master plan recommendations.

The recommendations set forth are organized into three parts:

1. Facilities - presents overarching campus facility issues and briefly describes facility projects contained in the master plan.

2. Campus Master Plan Enlarged Areas - an enlarged area of the campus master plan with supportive description of each project implemented.

3. Supportive Data - a series of master plan analysis diagrams and descriptions which clarify decisions incorporated into the campus master plan.

FACILITIES

Academic Building

A new academic building is needed to remedy many of the deficiencies experienced by programs housed in second-use, inflexible facilities; specifically Communication Technologies and Vocation Rehabilitation. Additionally, many of the classroom buildings on the main campus are inadequate to meet the evolving needs of students, primarily in the areas of classroom size and technology. The planned footprint of a new facility is estimated between 130,000 and 150,000 GSF and is geared toward larger classrooms to accommodate multiple teaching styles and increased class sizes. The placement of this building is described in more detail in the *Academic Districts* section.

In developing the master plan, consideration was given to an alternate, or second option, for an academic building. Within the horizon of the master plan additional academic programs may be introduced requiring dedicated instructional space and, hence, the need for an additional building. Consideration was given to many sites, but the Vocational Rehabilitation site was ultimately chosen because it fits well into the academic quadrangle and would replace a building that has second-use deficiencies.

Sports and Fitness Center Expansion

A Sports and Fitness Center expansion is needed to accommodate increased interest in wellness, recreation and athletic-related activities that the existing facility can no longer adequately support. Expansion includes at least two full-size activity courts (basketball size), a primary entrance, offices and a general purpose/multiuse recreation/athletic room. The size of this building is recommended to be 100,000 GSF to be consistent with UW System standards. The placement and further description of Sports and Fitness Center expansion is detailed in the *Recreation and Athletics* section.

Memorial Student Union Expansion

The Memorial Student Center is the physical and psychological “center” of campus and ironically the only structure on the main campus that is juxtaposed to the orthogonal campus geometry: creating an “object” building verses an “edge” or “background” building. Additionally, the “internal” focus of the building does not lend itself to engaging exterior places as a building of this type should. Future expansion of this building should be considered to the south as to engage green space with a pedestrian terrace or other architectural transition space.

The university is presently engaged in the planning and design of a renovation project to accommodate changing student expectations, recognized functional deficiencies, infrastructure deterioration, and overall building aesthetics. Expanding the footprint is not an objective of this project.

Outdoor Recreation and Athletic Complex Service Building

This building consolidates many of the support functions of the recreation and athletic field areas, specifically the northern end areas. The service building will contain adequate equipment storage for multiple sports including track and field, soccer, football and baseball. Additional functions include concessions and public toilet facilities.

HIGHLIGHTS OF THE CAMPUS MASTER PLAN

A. New Academic Building

B. Sports and Fitness Center Expansion

C. Memorial Student Center Expansion

D. Formation of Campus Green Space

E. Expanded Perimeter Parking

F. Reduce Perceived Distance Between Main Campus and North Campus

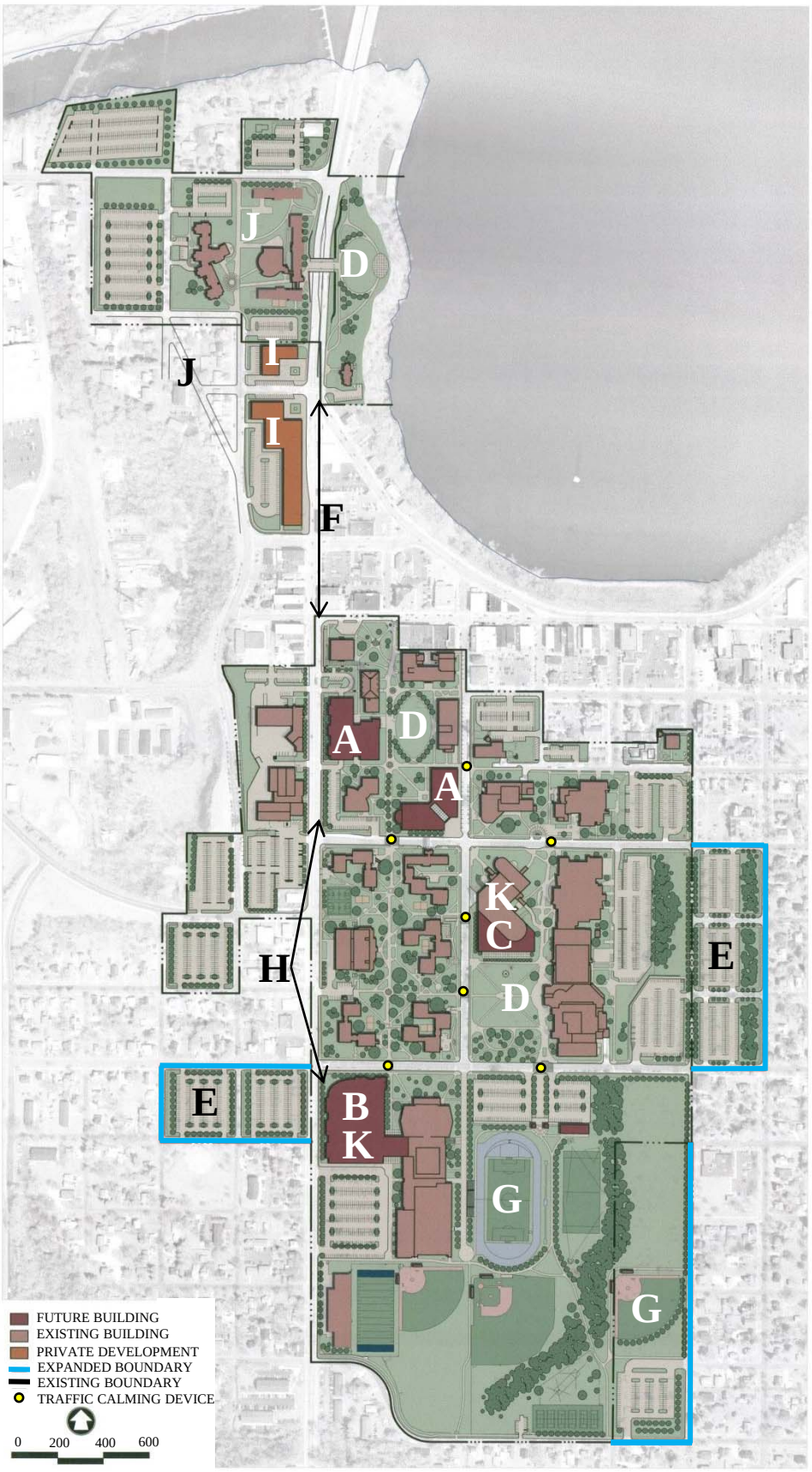
G. Recreation & Athletic Field Reconfiguration

H. Campus Engages Broadway Street/STH25

I. University Friendly Private Development

J. 2nd Street Realignment

K. Potential Student Health Center Location



PROPOSED CAMPUS MASTER PLAN

CAMPUS MASTER PLAN ENLARGEDAREA 1

North Campus

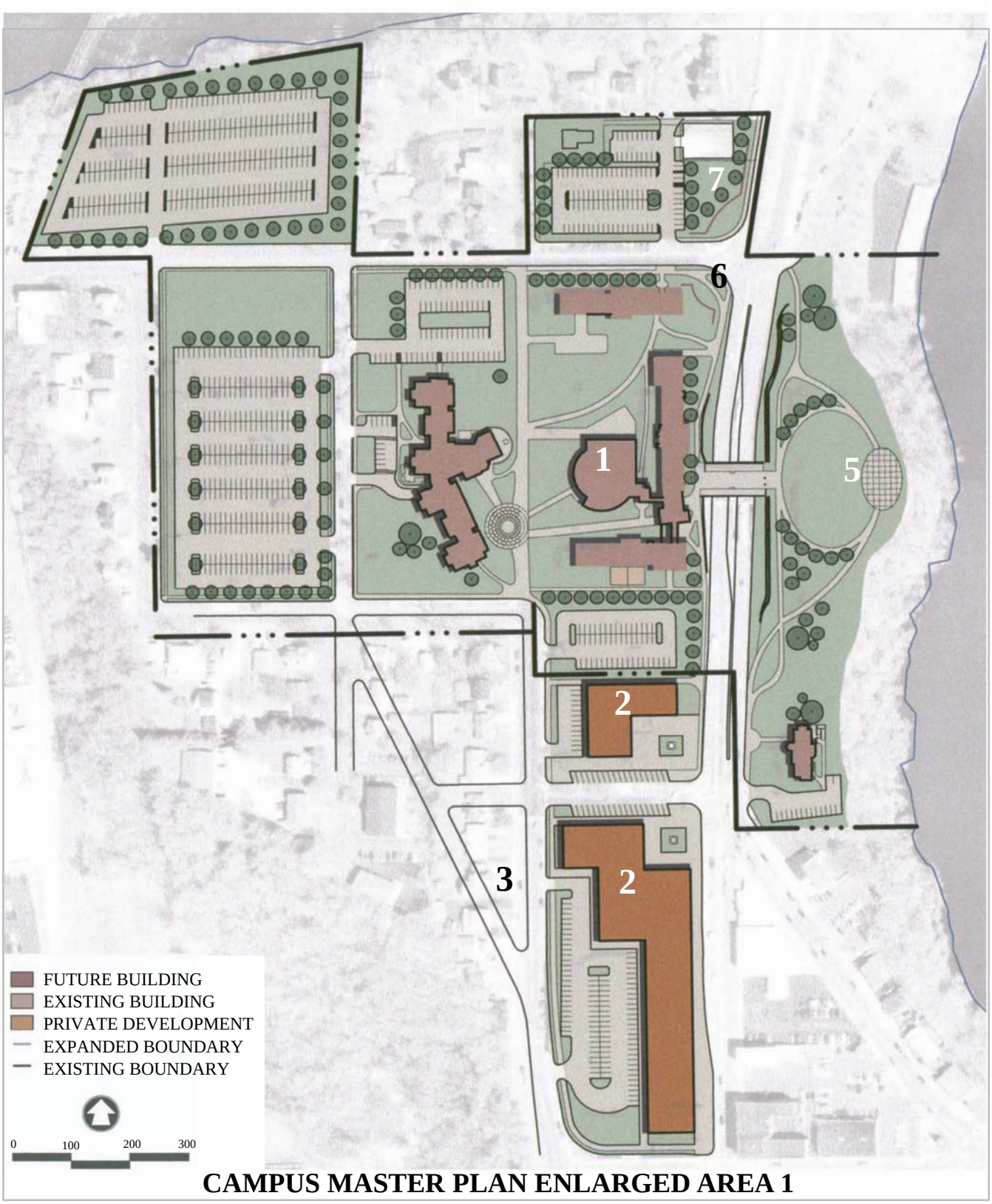
In 2001 the university completed a north campus master plan that studied options and potential impact of new residence halls. In 2005, Red Cedar Residence Hall was completed which provided the university with 296 suite style arrangement beds. With Red Cedar coming on line and the Hovlid Hall Renovation and Addition project in line for implementation, Jeter-Tainter-Callahan hall will subsequently be demolished. The transformation of North Campus is in progress, and when complete, will decrease the overall number of beds from 1254 beds to 935. These remaining beds will cater to upper level student living styles. During the master plan dialogue with residents of the north campus, a consistent theme emerged: most students living on North Campus felt isolated because of perceived distance from Main Campus. Furthermore, students expressed concern that, prior to living on North Campus they did not realize how limited the green space is compared to their freshman Main Campus experience. The location of Red Cedar Hall, in combination with the Hovlid Hall Renovation and Addition project has eliminated a considerable amount of green space on North Campus.

Jeter-Tainter-Callahan Site

The site that Jeter-Tainter-Callahan Hall occupies is truly one of the unique sites on campus due to the panoramic view of Lake Menomin, along with its relationship to downtown and the historic Louis Smith Tainter house. Future use of the site presented few options due to the narrowness of the site and problematic access. For this reason, the master plan recommends dedicating this site as green space for North Campus students, providing adequate open space for informal gathering and recreation. The success of this outdoor space is dependent on landscaping and maintaining the center as an unobstructed open green space conducive to multiple activities.

Miscellaneous

The Student Health Services building, located on North Campus at the corner of 1st Avenue West and Broadway Street, serves the health needs of all students. In addition to the remoteness of this location relative to freshman residence halls, the wood frame facility is near the end of its useful life and, barring substantial investment, will require eventual demolition. Finally, the building encroaches on the street right-of-way. Functions of this facility necessitate careful consideration for future location options due to the sensitive nature of the service. The land vacated by Student Health Services will allow for additional foreground to North Campus buildings for persons approaching from the north.



CAMPUS MASTER PLAN ENLARGED AREA 1

1. Hovlid Hall Renovation & Addition (under construction)
2. University Friendly Private Development
3. 2nd Street Realignment
4. JTC Site (vacated) as Green Space
5. Campus Entry and Landscape
6. Student Health Services

CAMPUS MASTER PLAN ENLARGED AREA 2

Main Campus Academic District

The most dramatic transformation in implementing the master plan is within the academic core of main campus. As noted in the analysis section of this document, the primary shortcoming of this district is insufficient planning of exterior spaces and the randomness of building placement. With the twenty year horizon of the master plan, two academic buildings are planned to replace two second-use facilities in this district: Communication Technologies and Vocational Rehabilitation. Replacement of buildings was not lightly considered in the development of the plan and was weighed against property acquisition, second-use nature of the buildings, utilization and deferred maintenance. A significant consideration in the decision to replace these structures was the incapability of these buildings to adapt to their low potential for further adaptive reuse.

The concept for this district is to increase density and to create an outdoor room which becomes the desired iconic "green" which will evoke a memorable impression of the institution. To realize this objective, several master planning aspects need be implemented:

1. The construction of a proposed +/- 150,000 GSF academic building located between Bowman and Millennium Halls, incorporating the existing parking lots 13 and 14. The scale and articulation of this building are critical to the success of the overall concept because of its multi-dimensional role within the master plan: face Broadway Avenue to establish the vital campus edge; north-to-south structure massing that is sympathetic to both adjacent buildings; and appropriately define the western edge of the new quadrangle. The location of this building displaces roughly 100 parking stalls, and planning should include an analysis of the feasibility of underground parking for this structure.

2. The Communications Technologies building is removed and the west facing of Fryklund Hall is refaced to define the eastern backdrop of the quadrangle. Removal of this building can only occur once the proposed academic building is realized. The creation of this space exposes the long-hidden front door of Harvey Hall to the campus core, which will strengthen the historic presence of this outdoor space. Lastly, with additional green space created in front of Bowman Hall, the clock tower will be even more striking and provide a visual anchor to the this "place" and the entire campus.

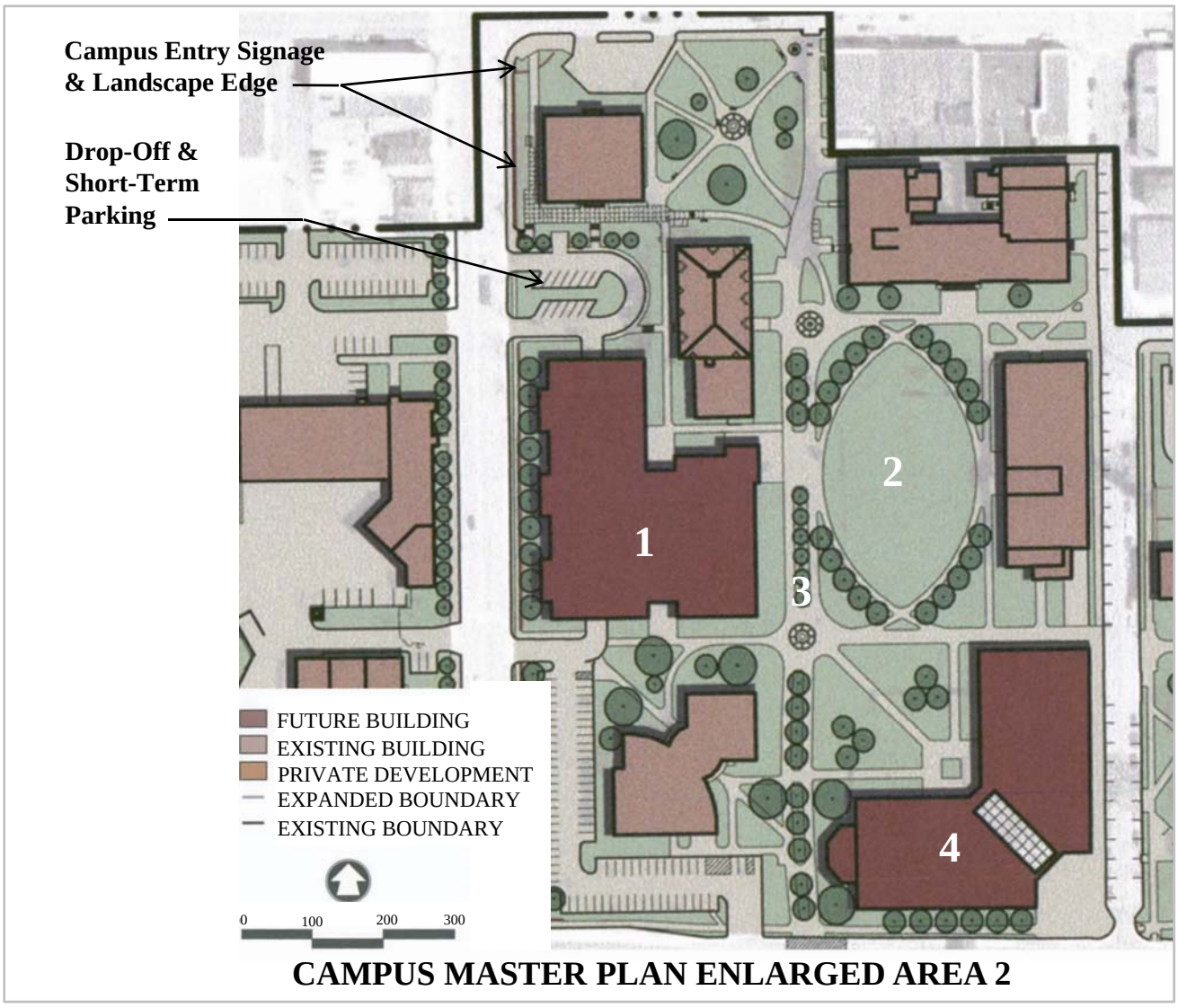
Academic District, continued

3. Recognizing the heavy utilization and link to the historic corridor created by this new quadrangle space, a new sidewalk boulevard is proposed which would incorporate planned landscape features such as light poles, formally placed trees, non-directional benches and the Ray Hall pillars.

4. The second new academic building anchors the southeast corner of the academic quadrangle. The configuration affords the necessary square footage requirements but, more importantly, forms the edges and backdrop of the quadrangle. Additionally, placement of the building entrance suggests a relationship between the academic quadrangle and the Memorial Student Center. Because the site slopes slightly south, the area north of this footprint could incorporate a rain-garden to capture roof top water from surrounding buildings.

For this quadrangle to be successful, careful consideration must be given to the placement of new buildings to create an outdoor space that has appropriate massing, scale and articulation. Furthermore, great emphasis should be given to the location of entrances of each building so as to "feed" the space with pedestrians and provide users with opportunities for informal gathering, "hands-on" instruction, and individual studying. Lastly, attention to landscaping is crucial: the space should have native shade trees that accommodate benches and appropriately scaled sculptural art.

Together, the pedestrian boulevard/mall and academic quadrangle will create a strong, formal, spatial organization that will serve to visually connect the northern district of Main Campus.



CAMPUS MASTER PLAN ENLARGED AREA 2

1. Academic Building
2. Academic Quadrangle
3. Pedestrian Boulevard
4. Future Academic Building

CAMPUS MASTER PLAN ENLARGED AREA 3

STUDENT RESIDENTIAL DISTRICT

With the overall goal to have enrollment remain constant during the life of this master plan, there is not a recommendation for a new residence hall facility. However, that is not to conclude that changes in residence life and student expectations will not be met. As such, during the life of this plan, most residence halls will be renovated to meet accessibility, toilet room and programmatic needs.

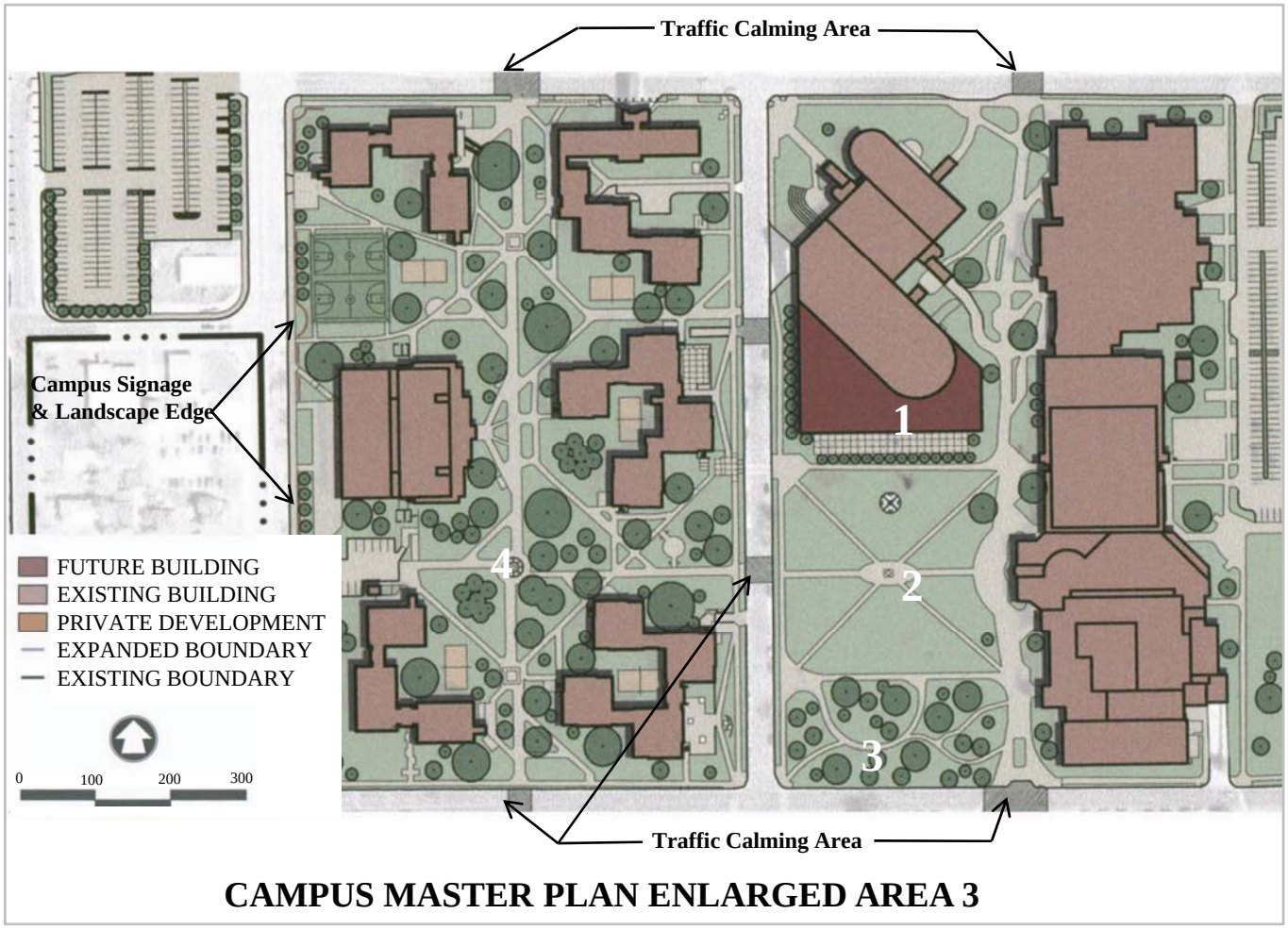
Main Campus Residence Halls

All five Main Campus residence halls were constructed within a ten year span and have the same general architectural appearance, massing and room type. These structures, located in one large block near the center of campus, are the heart of living on campus with the overwhelming majority of freshman students residing in these halls. The primary north-south campus pedestrian route bisects this area and serves as a convenient conduit to other areas on campus. Green space surrounding the residence halls provides ample opportunities for informal recreation, gathering and social interaction.

Over the horizon of the master plan, all five Main Campus residence halls will be renovated to accommodate more privacy within the restrooms; improve overall accessibility, including elevators; and provide other amenities that enhance the on-campus residential experience. In each case, the university anticipates a decrease in the number of beds in order to accommodate the improvements. In the long-term, in order to accommodate the reduction of beds, McCalmont Hall needs to be reassigned to residence life and its rooms converted back to residence hall rooms. In the short-term, a portion of McCalmont Hall could easily be converted to resident hall “swing space” with existing functions in McCalmont Hall possibly relocated to other available areas on campus.

Memorial Student Center Expansion and South Green

The current planning for the Memorial Student Center being conducted does not include any type of expansion. However, during the horizon of the master plan, it is anticipated that some expansion of the footprint could occur and should be planned to engage the south quadrangle.



CAMPUS MASTER PLAN ENLARGED AREA 3

1. Memorial Student Center Expansion and Terrace
2. South Green
3. Arboretum
4. Significant Campus Sculpture

CAMPUS MASTER PLAN ENLARGED AREA 4

Recreation and Athletic Complex:
Although it appears there are minimal changes to exterior fields within the master plan, the plan recognizes expected change in use and modest expansion to accommodate the trend of high utilization. Several key moves are made to accommodate the changes in field use:

1. Reorientation of the outdoor track to provide the proper number of lanes and correctly position the finish line on the southwest corner of the track.

2. Spectator bleachers to accommodate 300-400 spectators.

3. A dedicated soccer field within the track oval. Relocating soccer to the west, inside the track oval, has many advantages over the current location. First, soccer and track can utilize the same bleachers for their respective functions. The current dilapidated bleachers on the eastside of the existing soccer field can be removed for safety reasons. Second, the current soccer field has a substantial crown from when it was a football field, so a new soccer field can be constructed to meet soccer requirements. Third, with synthetic turf technology continuing to progress, soccer can be played on synthetic turf with little effect on the play of the game, and additionally, provide much better maintenance and wear of the field. Furthermore, with synthetic turf, this field can be utilized by clubs and intramural sports without creating wear issues with organized athletics. Lastly, by incorporating new light standards, this field can be utilized at all times of the day, especially in late fall and early spring when natural daylight in evenings is lacking.

4. A proposed NCAA regulation-size, competition softball field on the east edge of campus will alleviate many issues with the current softball site. First, the existing softball location does not meet NCAA regulations, thus not allowing UW-Stout to host any tournaments. Creating a new softball field allows the existing field to be used for club/intramurals. Additionally, the outfield fence can be adjusted and/or removed to allow for field event space and supplementary intramural space.

5. A football practice field to be located on the eastern edge of the Recreation and Athletic Complex. This field currently has a crown from once being the university's football field and has an irrigation system to maintain turf growth during dry seasons. This field space can also be utilized for intramurals and club sports. Before this can be realized, additional study of drainage in the southeast corner needs to occur due to consistent ponding of water. A project is under consideration to remove the crown in the soccer field.

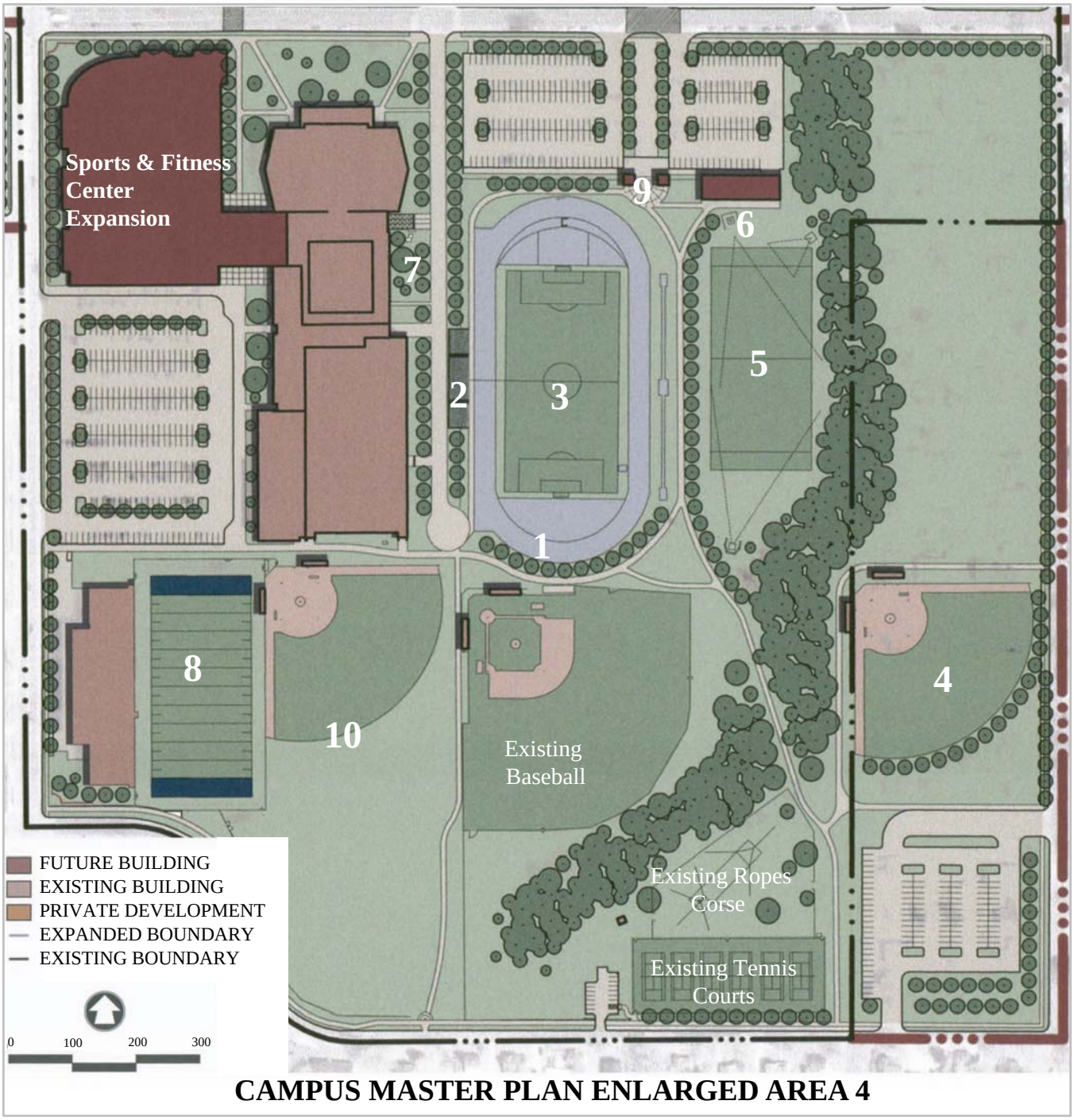
6. A proposed service/concession/toilet room facility replacing the multiple structures that are currently randomly located at the north end of the complex. The location of this building will consolidate functions in addition to having the same architectural character as the entrance gate.

7. Conversion of 3rd Street East, south from 13th Avenue East, from a dead-end street to pedestrian corridor. This eliminates some parking, but allows for additional room for new track & field / soccer bleachers and makes for a more pedestrian-friendly end of campus. Due to the length of the Sports and Fitness Center, emergency vehicles will still need access to the southeast corner of the facility.
8. In the summer of 2008, Williams Stadium received new synthetic turf which has the characteristics of natural grass versus the previous artificial turf. With this improvement, the stadium meets the intent of the master plan that the stadium be dedicated to football.

9. A dedicated gateway entrance to the recreation and athletic complex from the north. Located with axial relationship to north-south, eastern corridor, the gateway frames a view to the recreation and athletic complex and provides a ceremonial arrival point for visiting teams. Utilizing parking lot 29 for visitor drop off and creating a formal entrance to Recreation and Athletic Complex removes vehicular and bus pressure from parking lot 4. Additionally, with the north-south orientation of Sports and Fitness Center, the building acts as a "wall" between lot 4 and Recreation and Athletic Complex, so transferring traffic from parking lot 4 to parking lot 29 will eliminate unnecessary foot traffic from/through Sports and Fitness Center. Parking and visiting team access to Williams Stadium will remain in parking lot 4.

These campus master plan concepts and recommendations establish a baseline of improvement in order to reduce the current and expected dramatic competition for outdoor recreation and athletic space.

Sports and Fitness Center and Facility Demand:
The dramatic increase in the number of students participating in extracurricular recreational and athletic events has had a significant impact on Sports and Fitness Center. The largest demand occurs when inclement weather forces activities inside to an already heavily-utilized facility. The greatest need, therefore, is additional large, contiguous, open multi-use space for use by all campus groups.



CAMPUS MASTER PLAN ENLARGED AREA 4

1. New Track
2. New Bleachers
3. Soccer Field
4. Competition Softball Field
5. Football Practice/Multi-purpose Field
6. Storage/Concession/Rest Room Building
7. Pedestrian Corridor
8. Williams Stadium
9. Recreation and Athletics Complex Gateway
10. Intramural Softball, Multi-purpose & Field Events Area

LAND ACQUISITION

It is anticipated that acquisition of large areas (e.g. a whole block) will take possibly 15-20 years. Permanent development of the areas should not be considered until all properties are secured.

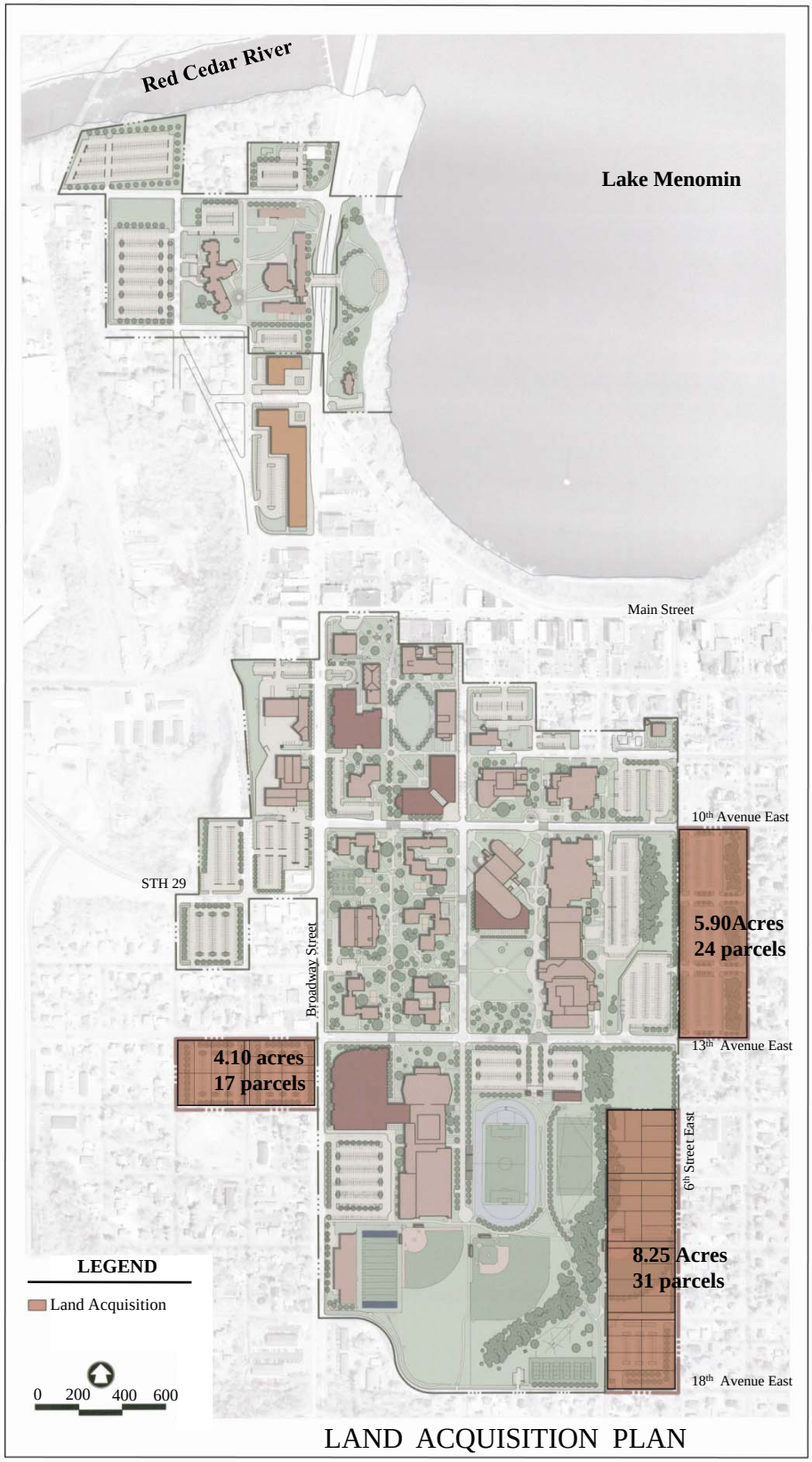
Expansion to the southeast:
The parcels of property one city block wide, from 14th Avenue East south to 18th Avenue East, will provide the necessary expansion opportunities for the campus. Expansion in this area will fulfill recreation and athletic field growth. Proposed parking on the corner of 18th Avenue East and 5th Street East will accommodate activity at the tennis courts, ropes course and a proposed softball field. The recreation and athletic space expansion includes a competitive softball field. This would allow the current softball field outfield fence to be removed, thus affording more flexibility of the surrounding green space.

The area south of 13th Avenue East and the proposed softball field poses many topography challenges and is not suitable for any formal development. One possible use for the space is as a natural classroom adjacent to the current natural classroom.

Lastly, expanding the boundaries southeast further provides opportunities for the university to create an attractive edge and unified appearance of campus.

Expansion to the west:
Acquisition of the parcels of property to the west of the Sports and Fitness Center between 13th Avenue West and 14th Avenue West and between Broadway Avenue and 3rd Street West will provide required parking for any expansion of Sports and Fitness Center. This parking need/requirement is a direct result of any expansion of the facility and represents a suitable quantity of spaces. The proposed parking lot is located to best utilize the controlled intersection at 13th Avenue and Broadway Street both for vehicular and pedestrian. It is proposed as a replacement for the student resident parking spaces which will result from the expansion of Sports and Fitness Center. Careful consideration was given to expansion west of Broadway Street due to the high traffic volume on this street. Thus, the recommendation is to utilize the only controlled intersection south of 13th Avenue adjacent to campus boundaries.

Expansion to the east:
Although possibly perceived as remote parking, proposed parking lots 41 and 42 will provide 333 stalls of necessary parking for on-campus freshman students, freeing prominent spots in parking lot 4. Additionally, this parking expansion will be parking for events held in Memorial Student Union.

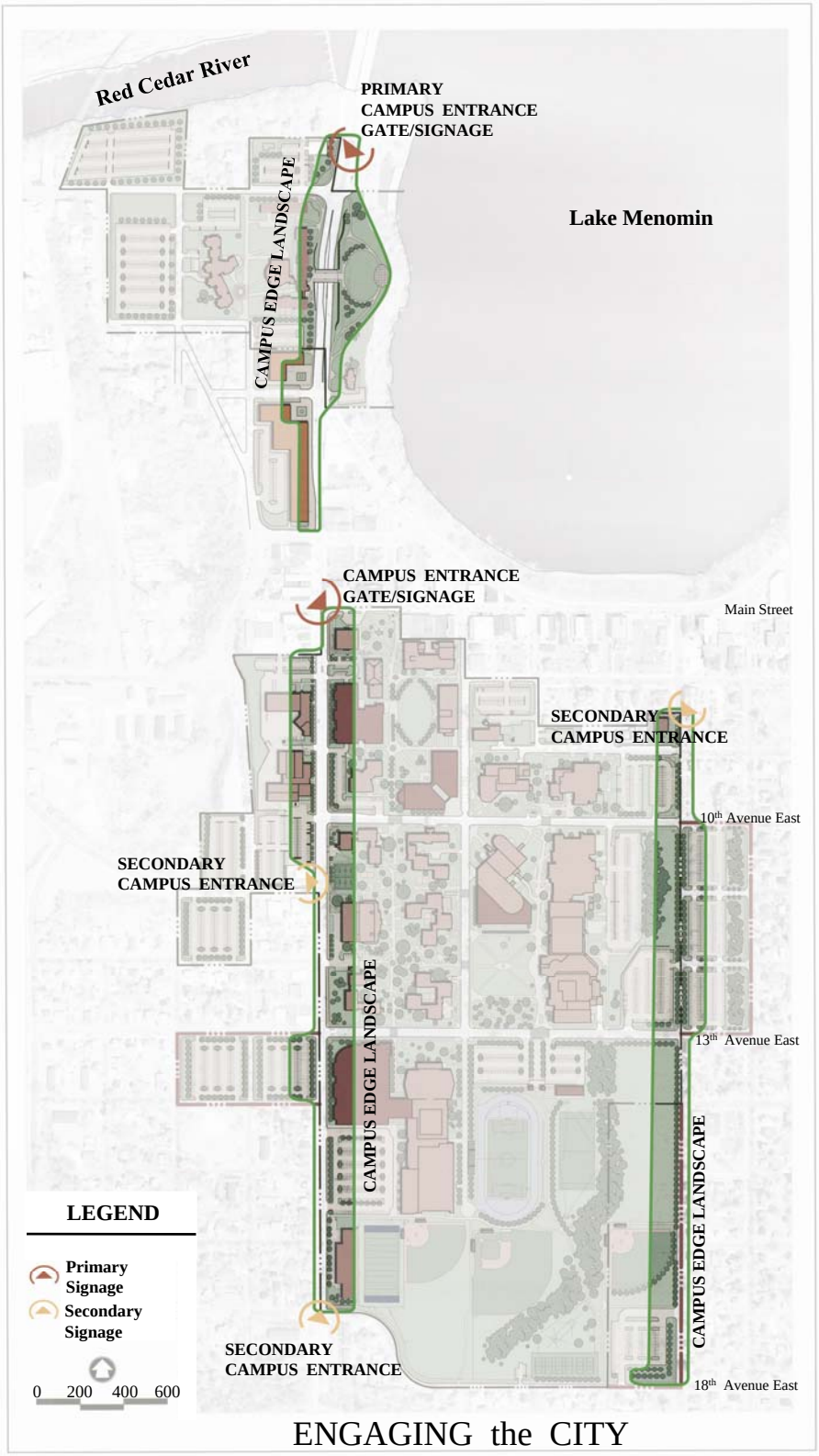


LAND ACQUISITION PLAN

CAMPUS ENTRANCES and GATEWAYS

The campus master plan will have little, if any, impact on traffic generators within the region and city. Thus, STH 25 / Broadway Street will continue to be the primary approach to campus from the north for visitors, commuters and local residents. This approach route encounters the north campus initially, then four blocks of downtown commercial buildings before arriving at the main campus. The master plan recommends the following "PRIMARY" entrance designations for:

1. From the north, North Campus is the first impression of UW-Stout. With Jeter-Tainter-Callahan Hall coming off-line in the future, a campus entrance emphasis is required on the northwest corner of 1st Avenue West and Broadway Street. Wigen and Hovlid Halls form a natural backdrop which allows for this corner to mark the northern entrance to the campus. Additionally, the removal of the Student Health Services site provides even more foreground to this corner. In conjunction with marking this corner, the pedestrian bridge will remain after Jeter-Tainter-Callahan Hall comes off-line and will need to be cleaned and/or painted to present an attractive image of the university.
2. The southeast corner of Broadway Street and Main Street is the most prominent corner of the Main Campus and needs to incorporate an entrance sign of similar scale and appearance as the north campus. Furthermore, this sign needs to be prominent enough to screen out some unattractive features of this view corridor.



There are several key secondary access points that should be articulated with appropriate signage. The most notable is the northeast corner of Broadway and 18th Avenue East. Currently there is a small UW-Stout sign at this location, but this corner defines the southern edge of campus and needs to be announced as such with appropriate signage. Other secondary intersections markings include the STH 29 "T" midblock intersection with Broadway Street and the southwest corner of 9th Avenue East and 6th Street East.

Edge Definition

Integral to creating a positive and consistent institution image is proper edge definition on designated, prominent streets. Perimeter edges provide an interface between the campus and the community so the campus edge treatment is a critical component of the overall campus image. Furthermore, appropriate planning of edge treatments can act as physical pedestrian barriers and assist in funneling pedestrians to controlled intersections along high traffic streets. As noted, Broadway Street is a busy, primary artery through campus encompassing both the north and main campuses. During the planning process, a theme of "bringing the campus to the street" emerged and set the expectation that the edges of the campus be more defined. Thus, the edge of Broadway Street provides many edge improvement opportunities:

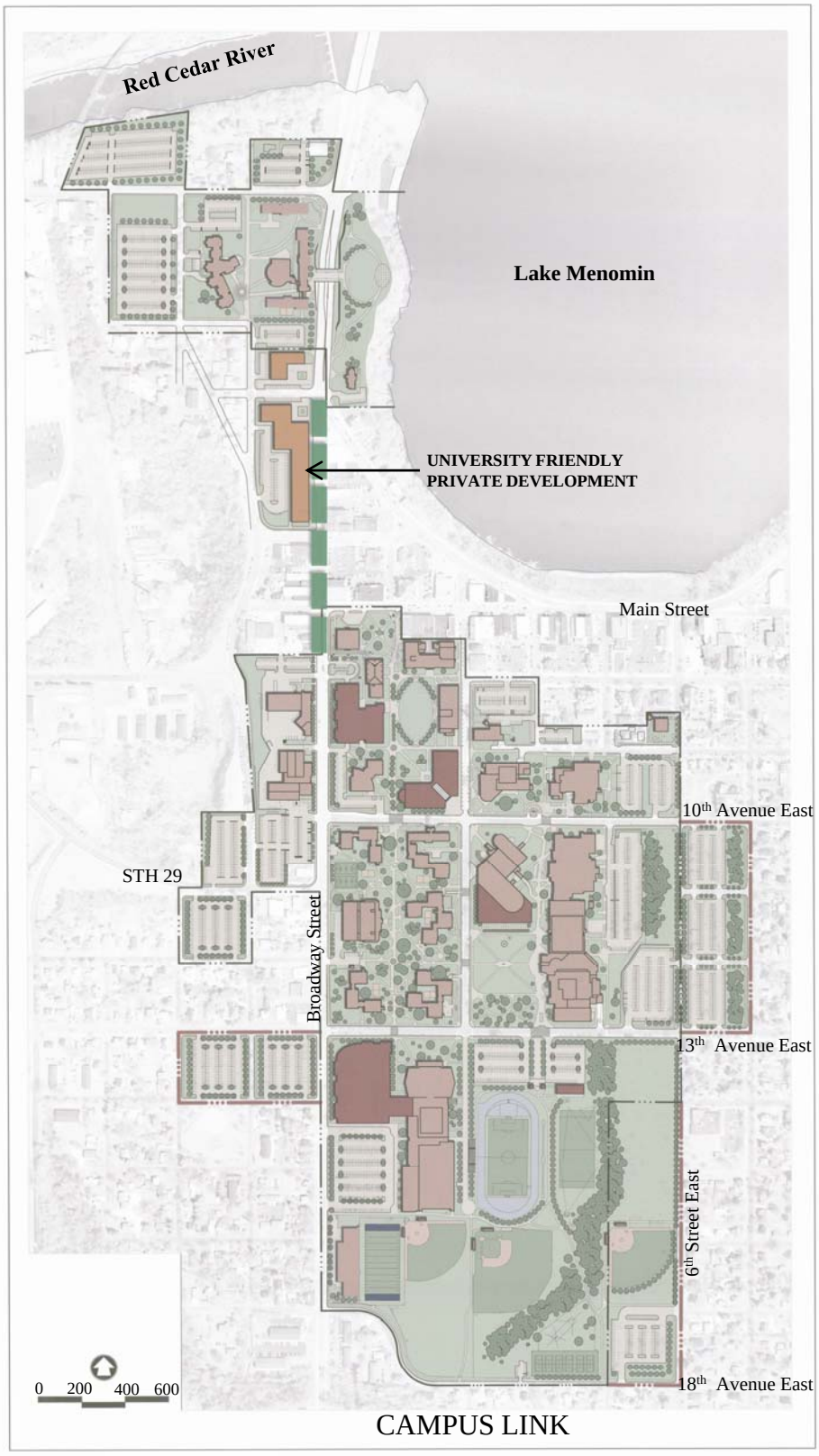
1. Adequate depth between parking lots and sidewalks to incorporate light standards, trees, low shrubs, architectural piers and fencing. In particular, parking lots 14, 27, 4 and new lot 11 require screening of parked vehicles. Especially along the stretch of Broadway, it is important that the edge treatment also aid pedestrian flow to designated crosswalks.
2. Screening of service buildings along the west side of Broadway Street using low to medium height trees to allow visual access to the buildings while reinforcing a forward view.
3. The proposed new academic buildings and Sports and Fitness Center expansion are both positioned to engage the street and act as edge definers. With the exception of the Merle M. Price Commons, existing buildings on Broadway turn their backs to the street and do not engage the community. These structures do have an impressionable impact on the campus and community through proportion, massing, transparency of fenestration and entrance locations.
4. The commercial district edge is vital to unifying north and main campus. Redevelopment along Broadway should include ample sidewalk space to accommodate both pedestrians and bicycles. Additionally, consideration should be given to light poles, banners and signage.

6th Street East Edge:

1. Unlike Broadway Street, edge treatment on 6th Street should have less emphasis on image and more prominence on screening parked cars from neighborhood view. This side of campus has less pedestrian cross traffic issues, so pedestrian controls can be relaxed.

CAMPUS LINK

The stretch of property between Main Campus and North Campus along Broadway Street is of interest to the university and the university is interested in the long-term redevelopment of this area. This stretch of properties provides a pivotal physical and psychological link of the main and north campuses and provides an opportunity for public/private development between the university, city and developers. Great care should be taken by all parties to ensure that potential redevelopment not only strengthens the physical relationship between the campuses but also provides an attractive, pedestrian-friendly, and suitable development for the city. If done correctly, this development could attract more students to utilize the overall downtown area, adding to the vitality of the downtown district.

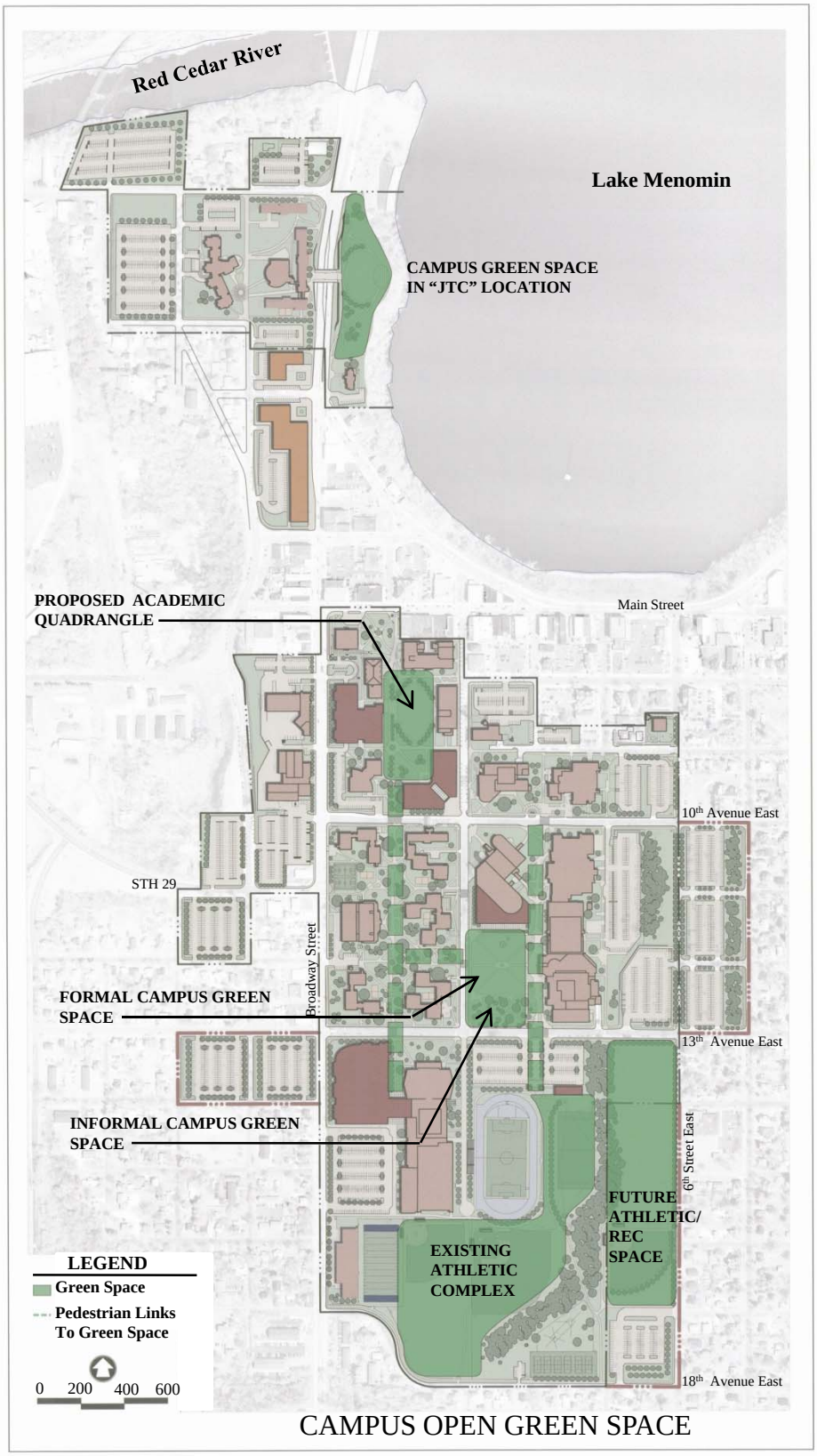


CAMPUS LINK

CAMPUS OPEN GREEN SPACE

The campus network of open green spaces must strengthen the overall connectivity of the campus environment and act as an organizing framework that fosters a strong visual character and creates memorable sense of place. More importantly, this creates an inclusive campus learning environment that further reinforces the UW-Stout's polytechnic core belief of "Hands on, Minds on" education. The success of this master plan centers on the formation of these outdoor rooms and cohesive connective corridors.

Each space is described in more detail within the respective enlargement.



CAMPUS OPEN GREEN SPACE

PEDESTRIAN AND BICYCLE CIRCULATION

The campus is currently comprised of both primary and secondary pedestrian routes filtering through campus. The master plan recommends further definition of these routes, especially primary corridors, to establish a clear hierarchy of pathway designations.

Primary Walkways/Bikeways – 8 feet to 16 feet in width. These are primarily designed for pedestrians and secondarily for bicycles, yet allow for limited service vehicle access. These pathways form the spine of the campus pedestrian circulation network. Since these primary routes also accommodate bicycles they logically should connect with each other across campus.

Secondary Walkways – 5 feet to 8 feet in width. Primarily for designated pedestrians, these walkways make up the vast majority of non-primary walkways on campus. They are typically concrete surfaces and should remain as such.

The urban link between Main Campus and North Campus should be planned into any redevelopment of Broadway Street and include a well-defined and designed pathway for pedestrian and bicycle traffic. This designated route should also encourage students to cross Broadway at controlled intersections. The removal of Jeter-Tainter-Callahan Hall means that North Campus residence halls are west of Broadway Street hence shifting foot traffic between campuses across Broadway Street

The node on the south end of Main Campus within the residential district will develop into a key focal point on campus and become a natural gathering spot. Considerable thought should be given to the development of this, including incorporating a significant visual marker. This may include a pedestrian gate, signature piece of art, or a kiosk. Since the buildings in this part of campus are mostly 3-4 stories tall, uniform and modern in appearance, this is an excellent opportunity to develop a signature marker that personifies "polytechnic" and while also reinforcing a pedestrian scale.

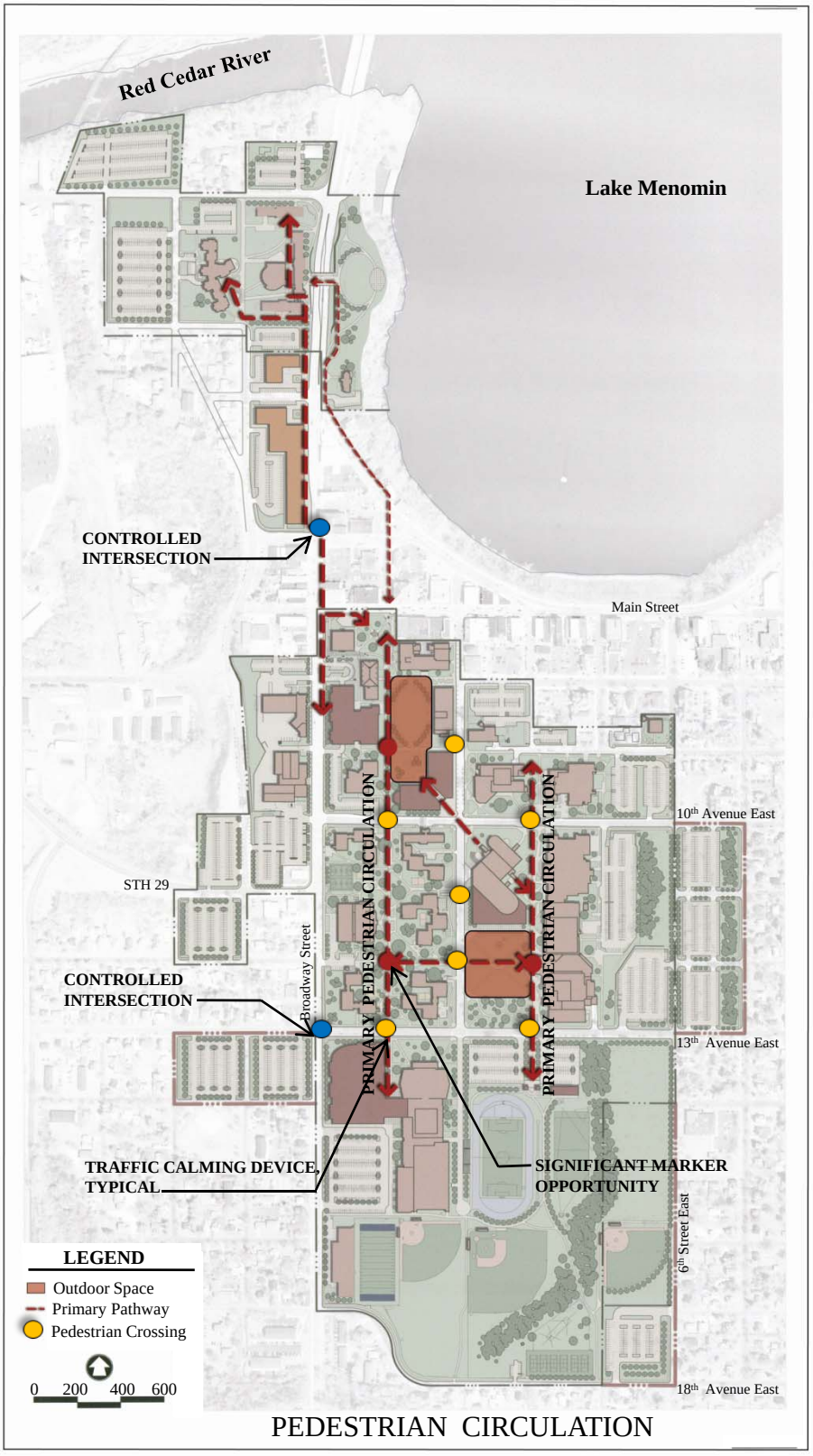
Pedestrian movement on campus

Campus gathering area outside of Price Commons

Entry areas and plazas will also be an integral part of the pedestrian campus, particularly when located as part of a building entry to provide outdoor gathering spaces. These should be constructed with materials consistent with those already used on campus such as concrete, native stone or patterned concrete. Brick or larger pavers may be used as accent elements rather than as primary use material. As with all exterior entrance design, bicycle and moped management and accessibility needs are to be strongly considered.

Where feasible, new construction should consider interior circulation routes and their connectivity. The goal is to create alternative options within the interior of public buildings for pedestrian use and strengthen links between campus outdoor spaces.

Pedestrian-vehicular conflict areas must be dealt with in a consistent and effective manner. Areas noted on the *Pedestrian Circulation* diagram as "traffic calming devices" are areas where primary pedestrian circulation crosses city streets; in particular 10th Avenue East, 13th Avenue East and 3rd Street East. Signage, raised devices, and reduced speeds are recommended to heighten vehicular user awareness of pedestrian crosswalks on campus. These traffic calming devices also reflect the image and psychology that one is traversing through a campus versus next to campus.



PEDESTRIAN CIRCULATION

PARKING

Over the past ten years, the university has been active in purchasing properties in proximity to campus achieve the objectives outlined in the Parking Development Master Plan which was approved by the university in 2005. This plan identifies a target of approximately 3,500 on-campus, off-street stalls to address the demand for parking. Parking demand is a result of continued student and family lifestyle changes, increased visitor needs, and commuter, faculty, staff, and student resident expectations.

It should be noted that the parking provided in the master plan is consistent with parking projections set forth in the Parking Development Master Plan.

The expanded parking areas identified in the campus master plan were considered both to their relationship to campus functions, but also with respect on their to adjacent community and neighborhood areas.

Residence Parking: Due to the City of Menomonie on-street overnight parking restrictions, student residents park in resident parking lots. Adequate resident parking is important to the attraction and retention of students at UW-Stout. In particular the master plan recognizes and provides solutions for known parking deficiencies on North Campus. Most North Campus residents are upper level students who have co-op or applied learning opportunities off-campus, necessitating having a vehicle on campus, and thus creating the need for appropriate on-campus parking. Lot 9 is currently being expanded to compensate for parking losses generated by the Hovlid Hall Renovation and Addition project and will ultimately accommodate 168 stalls, or a net gain of 62 stalls. Since there is no public transportation system serving the region, a greater need is placed on students having a vehicle. The university is currently examining alternative options, such as car pooling, public transportation and lease-by-the-hour to encourage more efficient driving and parking patterns.

Main Campus student residents are primarily freshman and account for nearly 800 parking permits annually. These stalls are conveniently located to the residence halls in parking lot 4, parking lot 15, parking lot 17 and parking lot 34.

In sessions with students, it was revealed that most freshman students only use their cars once or twice a week for errands. These same students indicated that they would not mind if vehicles were parked in less convenient lots if they had convenient access to drop-off zones close to residence halls. The master plan reflects this shift in parking attitude and the university should examine freshman parking at newly developed remote lots. Also, the university is in regular contact with city officials regarding parking and is encouraged to work with local officials to have on-street parking stalls on the west side of 3rd Street East dedicated for peak pick-up and drop-off periods. Lastly, to help curb the increasing demand for parking, the university should continue the practice of discouraging freshman from bringing cars to campus.

Commuting Students, Faculty and Staff: The UW-Stout parking system integrates all commuter parking to best serve this transient user group in an efficient manner. The parking system allows for flexibility across most campus parking areas to effectively provide stalls at appropriate times and locations. Due to changes in higher education instruction delivery, this type of parking and its demand must be closely monitored as the master plan becomes a reality.

Visitors: The current visitor system is by permit or by metered parking. When the master plan is realized, there will be adequate parking to accommodate most visitor parking needs on campus. First, the parking loop road will accommodate thirteen convenient, dedicated stalls for visitors to Bowman Hall, specifically for prospective students and their families visiting the campus. In addition to the convenience of this lot, the entry loop area will provide a controlled experience to the Admissions Office. Second, parking for larger events can be achieved with the expansion of lots 11 and 12, and the relocation of freshman permit parking to lots 41 and 42. Lastly, metered parking spaces will still be available for visitors and individual events throughout campus.

Comparison of Parking for University of Wisconsin 4-year Institutions

UW PARKING INVENTROY									
Institution	Acreage	FTE	Students in Campus Housing	Parking Spaces	Public Transit Available	% Parking Sapces/ FTE	% Parking Spaces/Students in Campus Housing	% FTE Students in Campus Housing	Acerage/ FTE
UW Eau Claire	297	9578	3905	3200	Y	33.4%	81.9%	40.8%	0.0310
UW Green Bay	680	5021	1906	4690	Y	93.4%	246.1%	38.0%	0.1354
UW LaCrosse	110	9190	3250	2460	Y	26.8%	75.7%	35.4%	0.0120
UW Madison	933	37337	6962	13017	Y	34.9%	187.0%	18.6%	0.0250
UW Milwaukee	92	22467	3250	2569	Y	11.4%	79.0%	14.5%	0.0041
UW Oshkosh	112	10154	2917	3600	Y	35.5%	123.4%	28.7%	0.0110
UW Parkside	720	3985	826	2457	Y	61.7%	297.5%	20.7%	0.1807
UW Platteville	300	6270	2732	2838	N	45.3%	103.9%	43.6%	0.0478
UW River Falls	303	5841	2400	2283	N	39.1%	95.1%	41.1%	0.0519
UW Stevens Point	400	8145	3250	3180	Y	39.0%	97.8%	39.9%	0.0491
UW Stout	131	7320	3105	3105	N	42.4%	100.0%	42.4%	0.0179
UW Superior	124	2246	590	1649	N	73.4%	279.5%	26.3%	0.0552
UW Whitewater	400	9465	3600	5400	N	57.1%	150.0%	38.0%	0.0423
Mean	354	10540	2976	3881		45.6%	147.5%	32.9%	0.0510
Median	300	8145	3105	3105		39.1%	103.9%	38.0%	0.0423
Master Plan Projection									
UW Stout	131	7500	3105	3579	N	47.7%	115.3%	41.4%	0.0175

Note: Comparison is based on FTE in lieu of Head Count figures.

During the course of the master plan development, there was much dialogue surrounding parking demand and the validity of the target numbers forecasted in the Parking Development Master Plan. A couple key factors were examined to verify the long term demand of parking on campus:

1. The City of Menomonie does not have a public transportation system or links to a larger regional transportation network. The lack of public transportation in conjunction with several on-campus majors that require transportation contribute significantly to the need to accommodate additional parking demand. For example, many students enrolled in Retail Merchandising and Management courses have internships with key retailers outside of Menomonie, thus requiring vehicles for regular transportation.
2. The comparative analysis above of Wisconsin's 4-year institutions illustrates the impact of UW-Stout's demand versus other peer UW institutions.
    A. The parking demand increases the parking space/FTE ratio to 47.7%. This percentage is still well below the current mean of the four institutions (not including UW-Stout) that do not have public transportation which is 53.7%. Furthermore, when the demand target is met it is only 2 percentage points higher, or within 5 percent, of the mean for all UW 4-year institutions.
    B. When this comparative analysis is compared with a cross-section of approximately 200 institutions, nationally, the national mean is 50% parking space/FTE. See appendix for this survey.

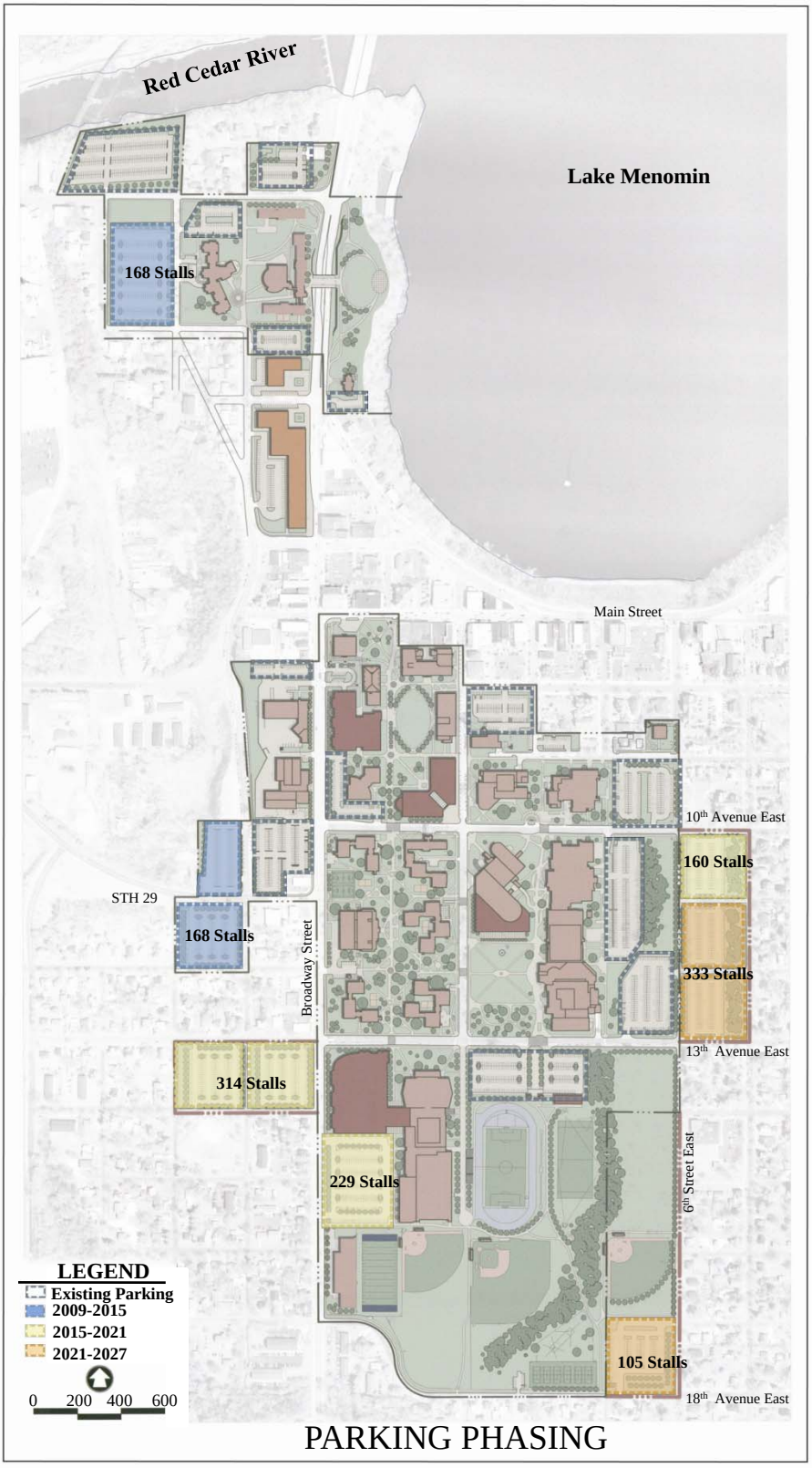
PROPOSED PARKING INVENTORY

	Campus Master Plan				
Lot No.	Total Spaces Current	Parking Spaces Removed	Parking Spaces Gained	Total Spaces Proposed	Notes
H (Antrim Froggatt)	3			3	
Lot 1 (Heating Plant)	87	40		47	Loss of spaces due to substation project
Lot 2 (Red Cedar Hall)	3			3	
Lot 3 (South of Fleming Hall)	24		65	89	Expansion of existing lot
Lot 4 (SFC)	665	436		229	SFC expansion
Lot 5 (South of Price Commons)	7			7	
Lot 6 (Hovlid Hall)	66	66		0	Hovlid Hall addition
Lot 7 (West of JTC)	6	6		0	JTC to be demolished
Lot 8 (LST House)	15			15	
Lot 9 (South of 1st Avenue)	80		88	168	Some terrain issues at northern edge
Lot 10 (North of Home Ec)	21			21	
Lot 11 (South of 2nd Ave West)	70	70		0	Included in Lot 9 in proposed Master Plan
Lot 13 (West of Bowman Hall)	61	48		13	Loss of spaces due to proposed academic facility
Lot 14 (South of Bowman Hall)	183	50		133	Loss of spaces due to proposed academic facility
Lot 15 (South of Hwy 29)	45		168	213	Expansion of existing lot
Lot 16 ((Tennis Courts)	15			15	
Lot 17 (Hwy 29 and 2nd Street)	155	51		104	Loss of spaces due to lot development
Lot 18 (East of Jarvis Hall)	261			261	
Lot 20 (West of Student Health)	19			19	
Lot 21 (West of Student Health)	72			72	
Lot 22 (Former Cenex Lot)	250		25	275	Gain of spaces due to lot development
Lot 24 (East of Home Ec)	160			160	
Lot 25 (East of JTC)	14	14		0	JTC to be demolished
Lot 27 (South of General Services)	167			167	
Lot 28 (Vocational Rehabilitation)	3	3		0	Loss of spaces due to proposed academic facility
Lot 29 (North of Athletic Fields)	270			270	
Lot 30 (North of University Services)	45			45	
Lot 32 (North of Red Cedar Hall)	90			90	
Lot 34 (East of Applied Arts)	248			248	
Proposed Lots 11 and 12			314	314	Corner of 13th Avenue and Broadway
Proposed Lot 37			105	105	Corner of 18th Avenue and 6th Street
Proposed Lots 40, 41 and 42			493	493	East of 6th Street
Totals	3,105	784	1,258	3,579	
Net Gain/(Loss)				474	
North Campus	709	156	178	731	
Net Gain/(Loss)				22	

Accessible Parking: UW-Stout meets International Building Code, 2006 and American with Disabilities Act requirements for quantity, size and location. As the master plan is implemented, the physical environment will change, thus continued focus on location and quantity of accessible parking stalls will need to be continually monitored and addressed.

A parking inventory indicating proposed parking quantities and growth by 6-year phasing are noted on the diagram located on this page. The parking phasing plan is based on the implementation plan. The quantity of each type of parking should be analyzed on a project-by-project basis to ensure that the fluid needs of the university parking customers are met.

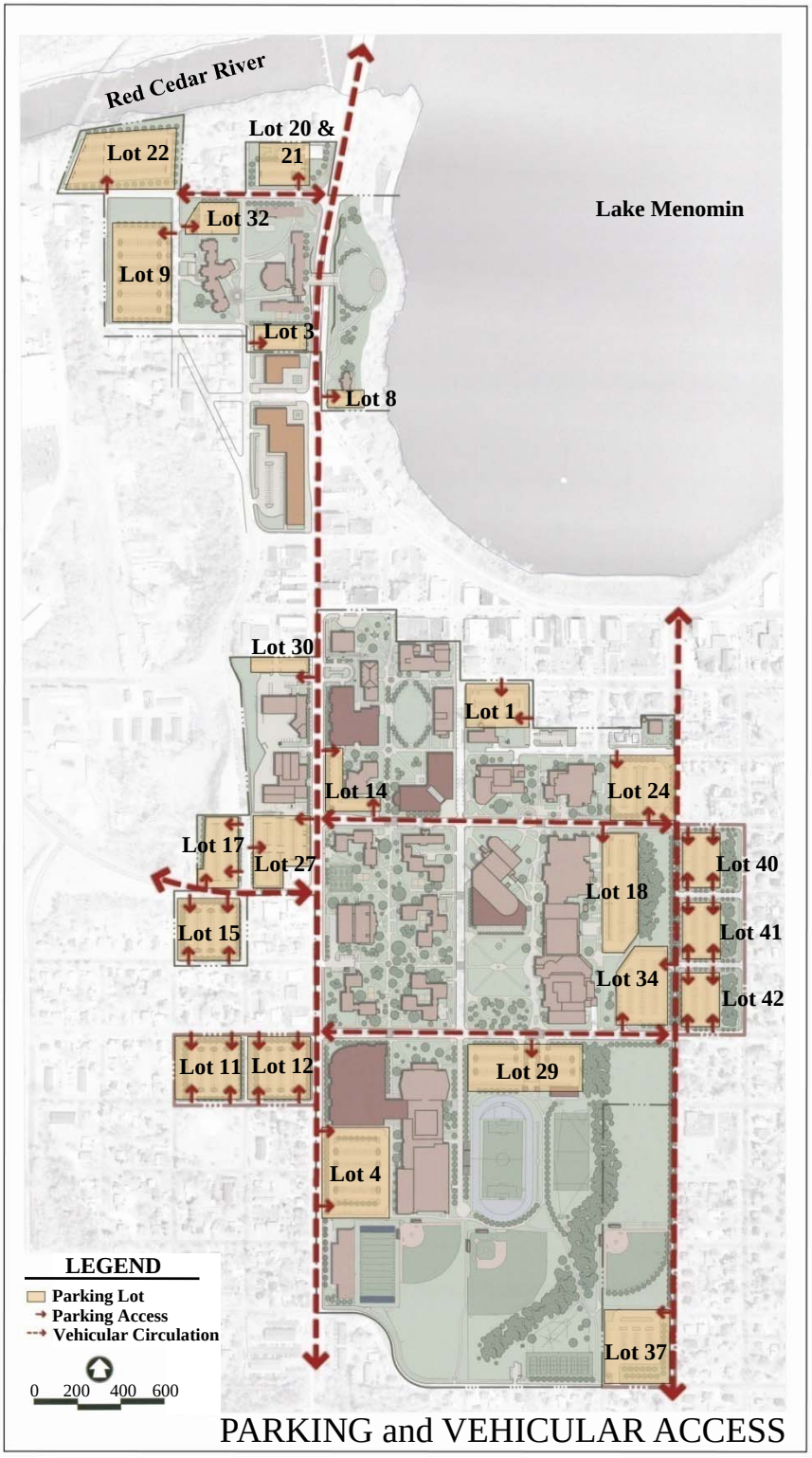
During the course of the master planning process, various groups proposed that the ideal solution to campus parking is a parking structure. Although this may appear appealing, the feasibility of a parking structure depends upon a number of factors. First, there needs to be a real demand for parking that will utilize the structure on a regular basis. Second, the cost to erect a structure is substantially more than that of a surface lot, resulting in much higher parking rates for the user. Lastly, to make a structure feasible, there needs to be economy in the scale and design of the structure, which would necessitate the creation of a large number stalls and a uniform configuration. It is the recommendation of this plan that the university continue to focus on developing surface parking lots since erection of a parking structure is not economically feasible.



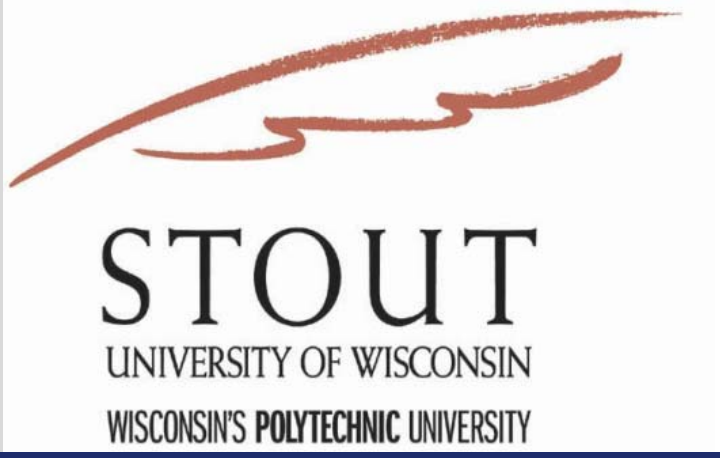
PARKING PHASING

Parking Lot Quantities

Lot No.	No. Stalls
Lot 1	*47*
Lot 2	*3*
Lot 3	*89*
Lot 4	*229*
Lot 8	*15*
Lot 9	*168*
Lot 11	*143*
Lot 12	*171*
Lot 13	*13*
Lot 14	*133*
Lot 15	*168*
Lot 16	*15*
Lot 17	*104*
Lot 18	*261*
Lot 20	*19*
Lot 21	*72*
Lot 22	*275*
Lot 24	*160*
Lot 27	*167*
Lot 29	*270*
Lot 30	*45*
Lot 32	*90*
Lot 34	*248*
Lot 37	*105*
Lot 40	*160*
Lot 41	*166*
Lot 42	*167*



PARKING and VEHICULAR ACCESS



IMPLEMENTATION PLAN

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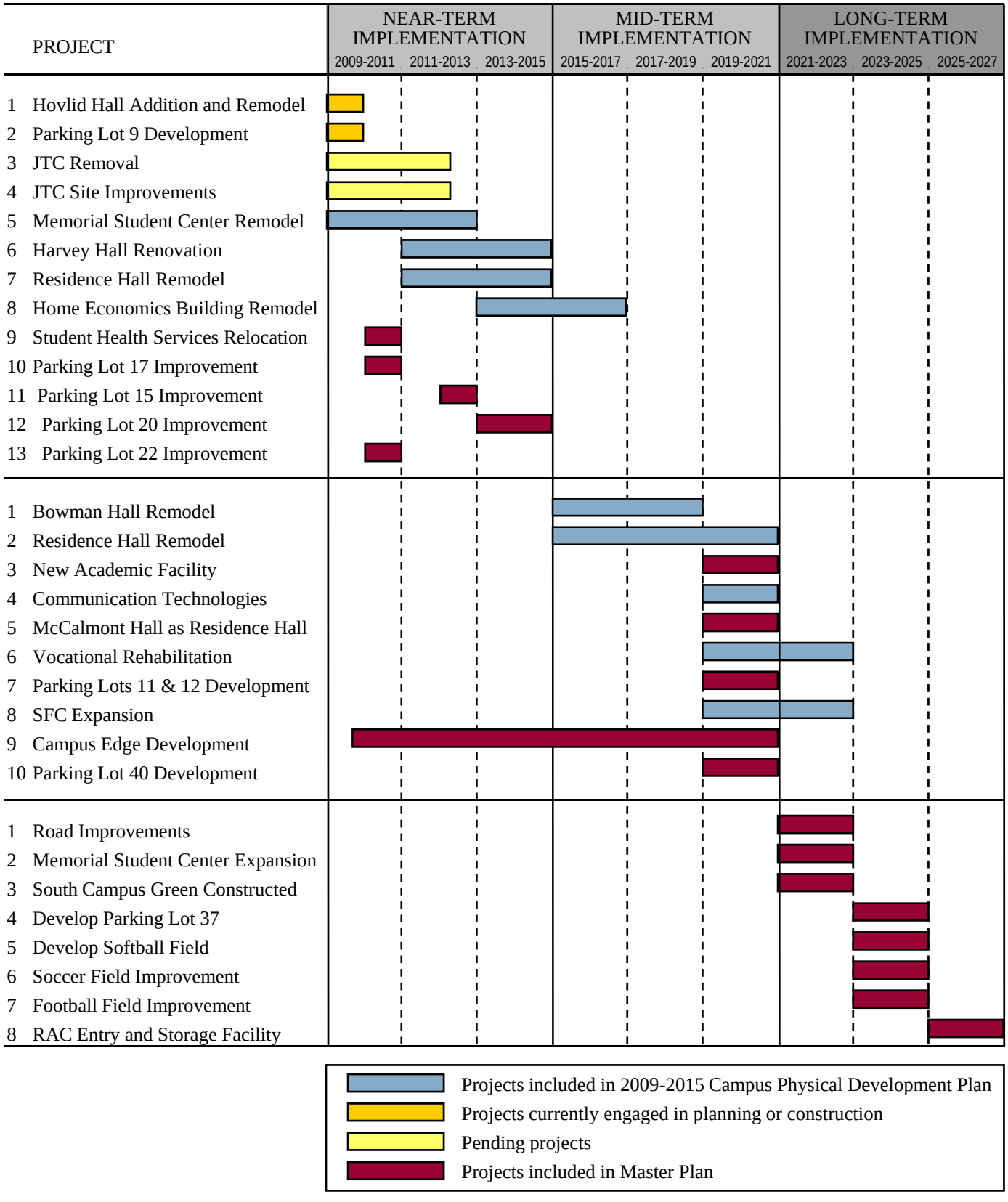
IMPLEMENATION PLAN

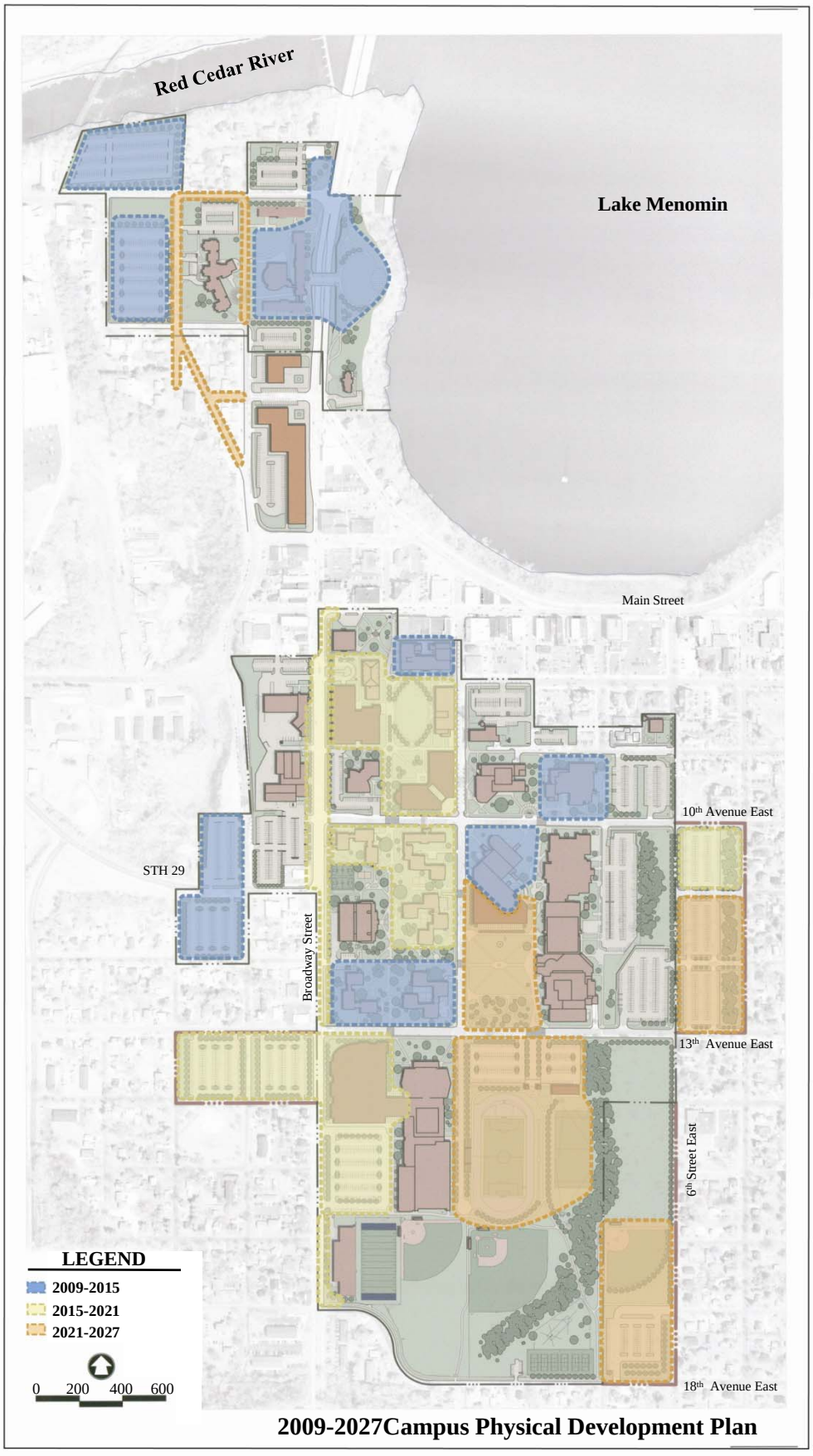
Implementation of the master plan is of comprehensive action, aligning with each of the six year Campus Physical Development Plans including horizons 2009-2015, 2015-2021 and 2021-2028. Although the window for realization of the master plan is approximately 20 years, many factors influence the fruition of projects which may result in a longer projected window for growth and development. Implementation of a master plan is a fluid and dynamic process which requires consistent review and revision based on institutional planning and needs.

There are many recommended projects that are not currently factored into any of the three 6-year windows of development and are not driven by sequence or funding sources. Most of these projects are inserted throughout the life of the implementation plan where deemed necessary by UW-Stout and UW-Systems Administration officials. Many of the projects that are sequence-driven are deferred to the later development window, but depending upon funding could be implemented at any time.

Land acquisition will influence the order of some projects. Most notably the Sports and Fitness Center expansion requires a considerable amount of parking relocation which necessitates acquisition and development of parking lots 11 and 12 prior to construction. University officials charged with land acquisition should actively pursue available parcels of property ear-marked for future development as funding allows. The plan also recognizes that at times a single parcel may prevent development from progressing and, accordingly, there is flexibility in the overall number of campus parking stalls to accommodate for potential project delays. This plan reflects the spirit of UW-Stout's optimization of its land resources to grow the institution, since the implementation of projects maximizes growth opportunities on campus and is not solely dependent upon acquisition of property to fulfill the mission of the master plan.

CAMPUS PHYSICAL DEVELOPMENT PLAN - SCHEDULE OF PLANNED PROJECTS



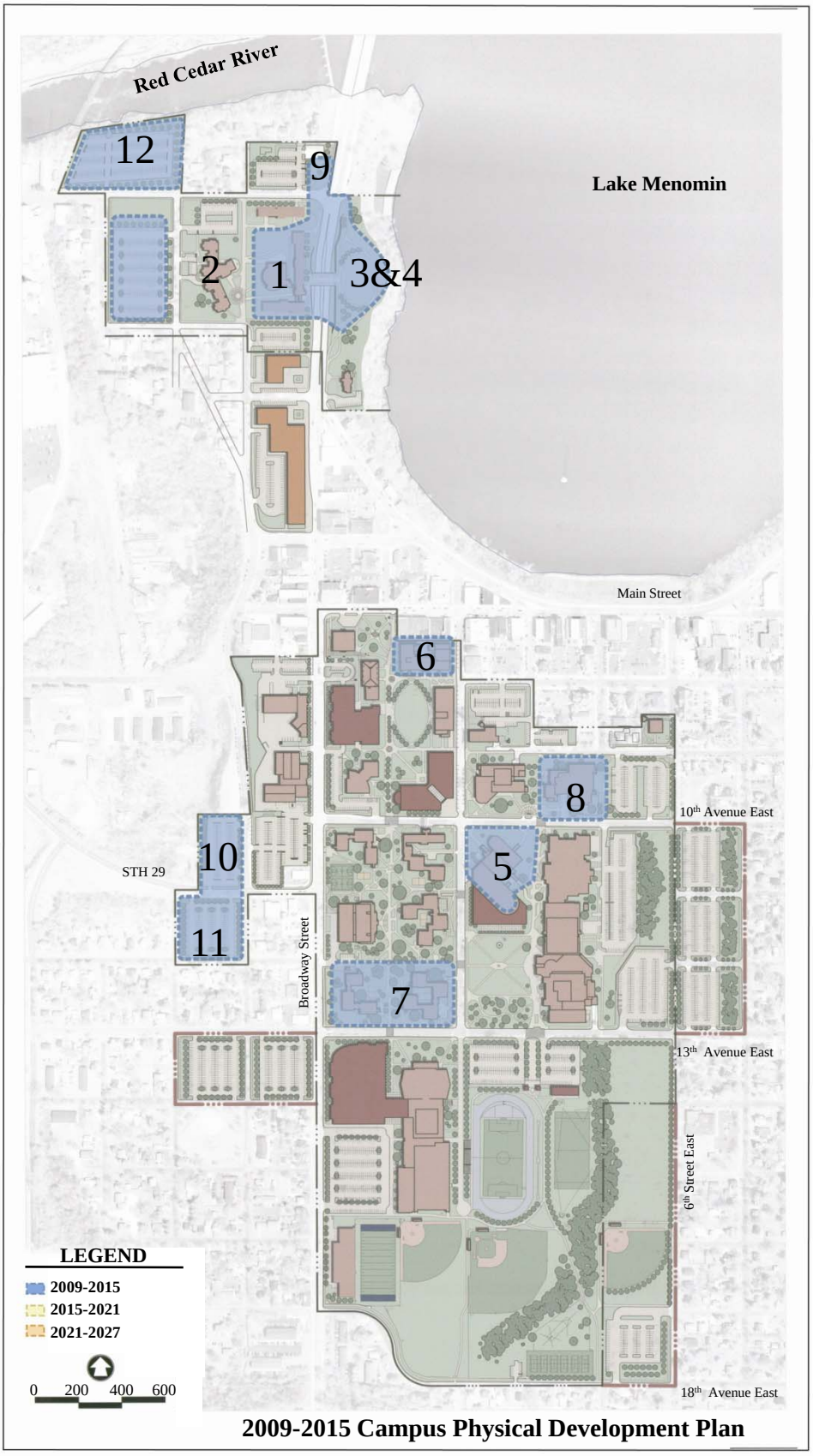


2009-2027Campus Physical Development Plan

2009-2015 Campus Physical Development Plan – Near-Term Implementation

Note that the items in bold face are the projects that are enumerated in the 2009-2015 Campus Physical Development Plan. Projects not highlighted are currently being planned, and are not influenced by the Campus Physical Development Plan, or are required improvement prior to commencing a project. The projects are listed in sequential order and reflect the desired university prioritization.

1. *Hovlid Hall Addition and Remodel*—This Project is currently being planned and designed for 2010 occupancy.
2. *Parking Lot 9 Development*— Replacing parking lot 6, which is coming off-line due to the Hovlid Hall Renovation and Addition project.
3. *Jeter-Tainter-Callahan Removal*—After the Hovild Hall project is complete and operational, Jeter-Tainter-Callahan can be taken off-line.
4. *Jeter-Tainter-Callahan Site Improvements*—Development of the Jeter-Tainter-Callahan site should be coordinated with the removal of the structure. The long-term plan is to develop this area for green space, thus a modest investment will not only transform this prominent locale, but also generate much excitement about campus identity, North Campus open space and community goodwill.
5. *Memorial Student Center Remodel*—Currently in the preliminary consultant planning stage, this project is slated for mostly interior renovations and will have only minor impacts on other scheduled projects.
6. *Harvey Hall Renovation, Phase II*— Interior renovation and infrastructure renovation is scheduled for planning completion in 2013 and construction in 2015.
7. *Residence Hall Remodel*—The first in a series of residence hall renovations, it is imperative - especially after Jeter-Tainter-Callahan is offline—that resident staging space be available in McCalmont Hall.
8. *Home Economics Building Remodel*—Scheduled for planning during this first 6 year plan and construction during 2015-2021 plan.
9. *Student Health Services Relocation*—Not scheduled to be removed, but may be considered for relocation in the current Memorial Student Center study or Sports and Fitness Exapansion.
10. *Parking Lot 17 Improvement*—Improvement to the parking lot can occur at anytime.
11. *Parking Lot 15 Improvement*—Can occur anytime but prior to the construction of the new academic building.
12. *Parking Lot 20 Improvement* – Improvement to the parking lot can occur at anytime.
13. *Campus Edge Development* - This project can occur at any time but most likely developed in phases and linked to other capital improvements.



2009-2015 Campus Physical Development Plan

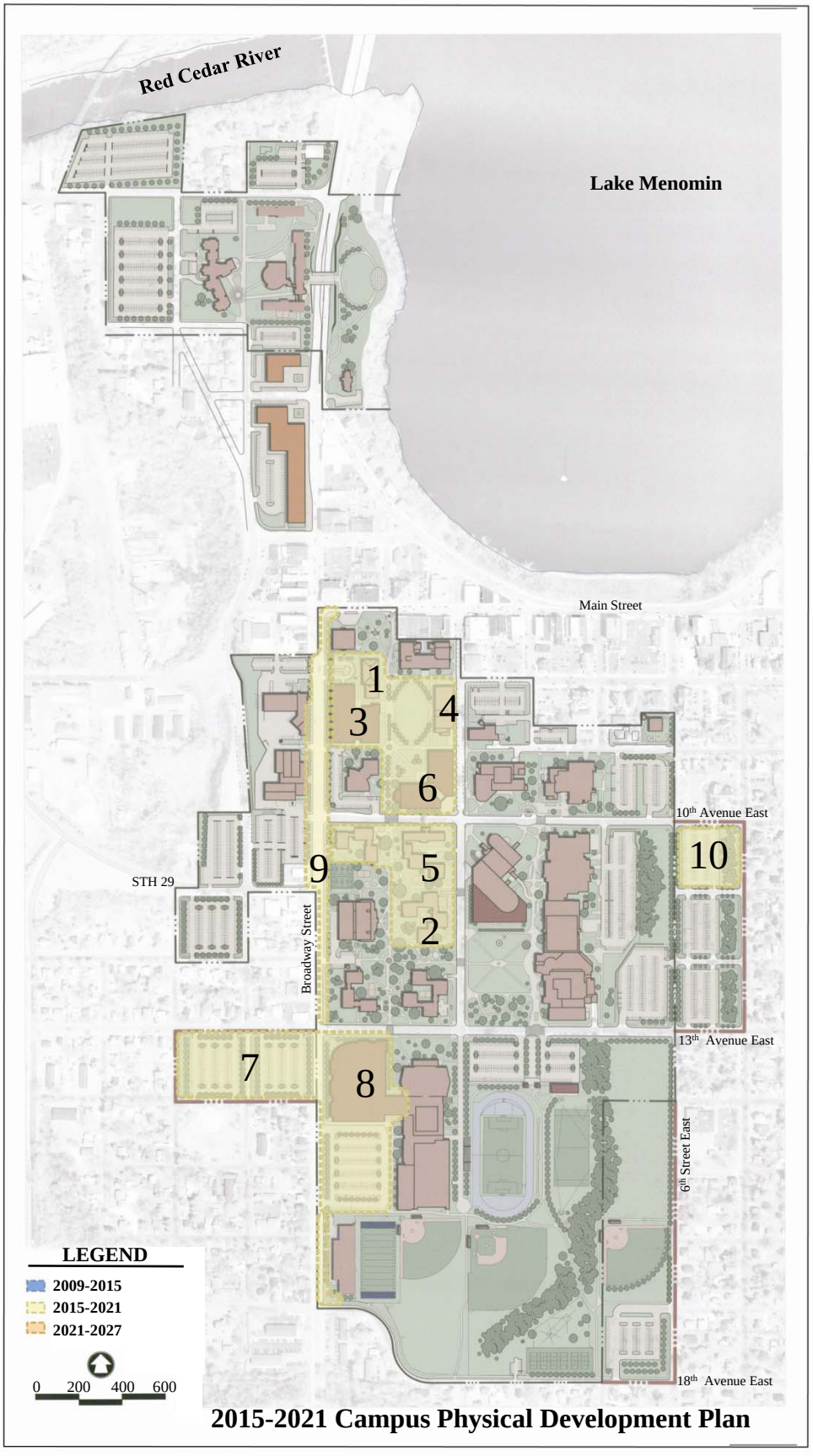
KEY

1. Hovlid Hall Addition and Renovation
2. Parking Lot 9 Development
3. JTC Removal
4. JTC Site Improvements
5. Memorial Student Center Remodel
6. Harvey Hall Renovation
7. Residence Hall Remodel
8. Home Economics Building Remodel
9. Student Health Services Relocation
10. Parking Lot 17 Improvement
11. Parking Lot 15 Improvement
12. Parking Lot 22 Improvement
13. Campus Edge Development

2015-2021 Campus Physical Development Plan – Mid-Term Implementation

Please note that the items in bold face are the projects that are enumerated in the Campus Physical Development Plan. Projects not highlighted are, currently being planned, are not influenced by the Campus Physical Development Plan, or are required improvement prior to commencing a project. The projects are listed in sequential order and reflect the desired university prioritization.

1. *Bowman Hall Remodel* - Interior and infrastructure renovation is scheduled for planning completion in 2017 and construction in 2019.
2. *Residence Hall Remodel* - The second phase of renovation scheduled planning through 2019 and construction in 2021.
3. *New Academic Facility* - This building can be developed independent from other projects on campus. The sequencing of this building is not contingent upon other origin destination factors.
4. *Communication Technologies* - Can only be removed when a new academic building is installed on campus to replace space vacated by this building.
5. *McCalmont Hall as Residence Hall* - After the new Academic Facility is constructed, the remaining beds should be dedicated to residence life.
6. *Vocational Rehabilitation* - Renovation of this facility can occur at anytime, but demolition can only occur after adequate space is allotted in other buildings.
7. *Parking Lots 11 & 12 Development* - Required to be developed prior to construction of Sports and Fitness Center expansion.
8. *Sports and Fitness Center Expansion* - This building can be developed independent from other projects on campus. The sequencing of this building is not contingent on other origin destination factors. However, replacement parking needs to be provided.
9. *Campus Edge Development* - This project can occur at any time but most likely developed in phases and linked to other capital improvements.
10. *Parking Lot 40 Development* - Is not project specific and can occur at anytime



2015-2021 Campus Physical Development Plan

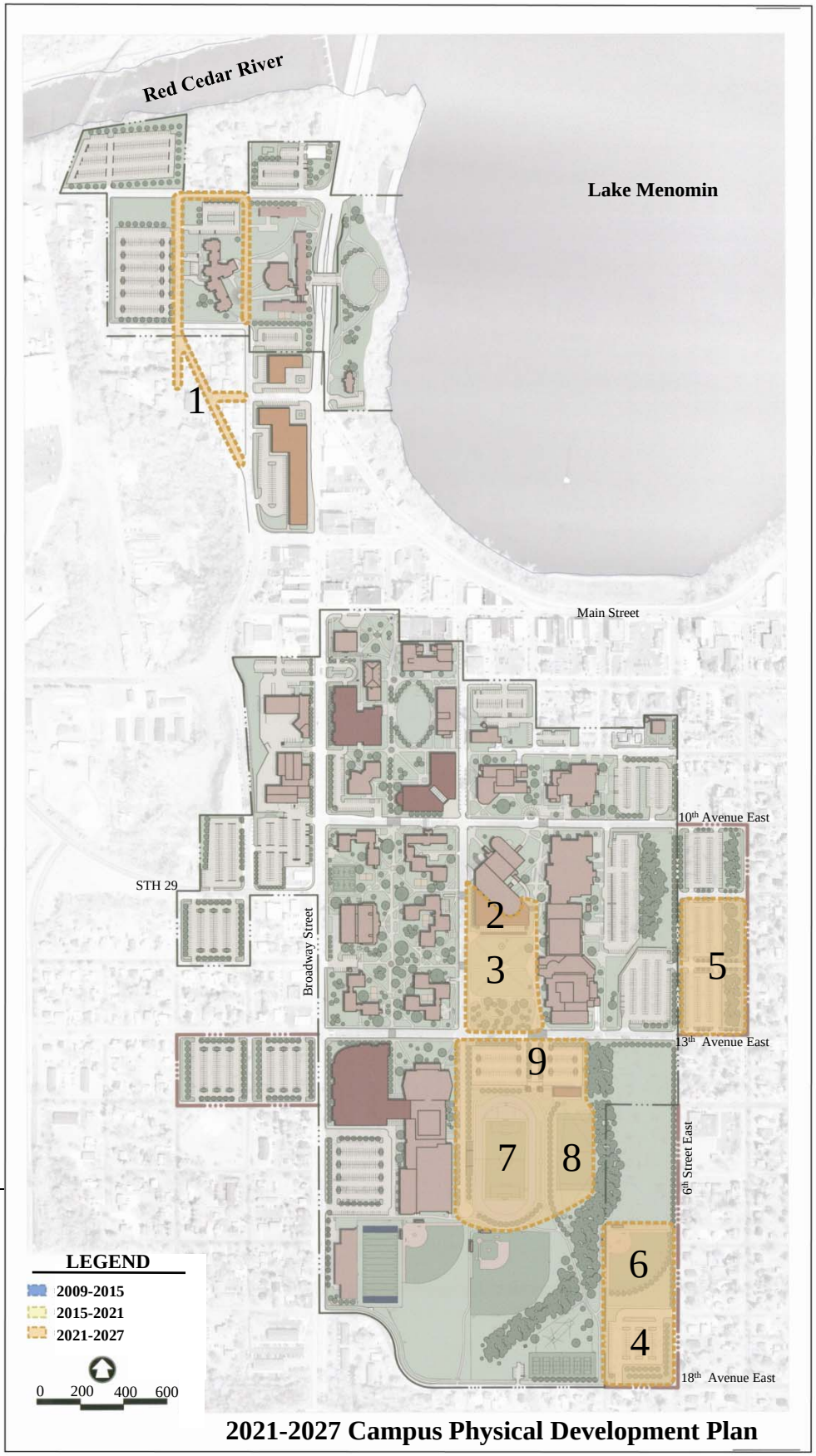
KEY

1. Bowman Hall Remodel
2. Residence Hall Remodel
3. New Academic Facility
4. Communication Technologies
5. McCalmont Hall as Residence Hall
6. Vocational Rehabilitation
7. Parking Lots 11 & 12 Development
8. Sports & Fitness Center Expansion
9. Campus Edge Development
10. Parking Lot 40 Development

2021-2027 Campus Physical Development Plan – Long-Term Implementation

For the most part, projects enumerated in this horizon of development are not dependent upon sequencing to be completed. If funding is available, they could be started at any time within the plan.

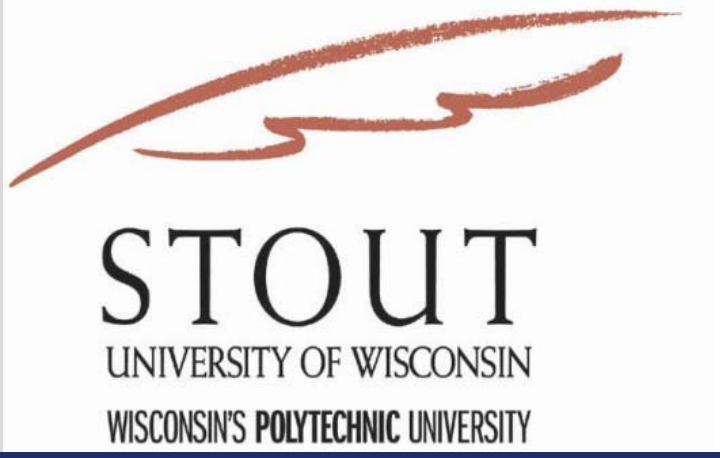
1. *City Road Improvements* – This project will require collaboration between the city and the university.
2. *Memorial Student Center Expansion* – Although this project can occur at any time, current planning for renovation will satisfy program needs for the foreseeable future.
3. *South Campus Green Constructed* – Based on funding this project can occur at any time within the duration of the master plan.
4. *Develop Parking Lot 37* – Least critical of all parking, this lot can occur within the last phase of the master plan or when land is acquired.
5. *Develop Parking Lots 41 & 42*
6. *Develop Softball Field* – Can occur anytime within the duration of the master plan, but should be coordinated with the football practice field, track improvements and soccer field relocation. Depending upon land acquisition, there is some flexibility in the final location of this field.
7. *Soccer Field Relocation* – Can occur at any time but needs to be coordinated with the football practice field and the entrance gate.
8. *Football Field Improvement* -- Can occur at any time but needs to be coordinated with soccer field relocation and entrance gate.
9. *Recreation and Athletics Entry and Storage Facility* -- Can occur at anytime but should be coordinated with the soccer field relocation and creation of the football practice field.



2021-2027 Campus Physical Development Plan

KEY

1. Road Improvements
2. Memorial Student Center Expansion
3. South Campus Green Constructed
4. Develop Parking Lot 37
5. Develop Parking Lots 41 & 42
6. Develop Softball Field
7. Soccer Field Relocation
8. Football Field Improvement
9. Recreation & Athletic Complex Entry and Storage Facility



DESIGN GUIDELINES

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CAMPUS DEVELOPMENT GUIDELINES

Campus design guidelines are intended to promote high-quality architecture and contextual design throughout campus and enhance the image and identity of UW-Stout. The guidelines describe the distinguishing characteristics of the architecture and context, and further provide specific guidelines for how new buildings and additions should be designed to enhance that character. They are intended to establish essential relationships with the campus and surrounding buildings, and also allow for creative architectural expression. Accompanying the guidelines are some illustrative examples from other institutions that exemplify a range of possible architectural expressions that would be appropriate for the campus. These guidelines are to be considered for future building projects and used by campus committees for design review purposes.

Design Review Process

The campus design guidelines overlay existing processes involving the campus and the State of Wisconsin through the Division of State Facilities and University of Wisconsin System Administration. The design guidelines are intended to inform development and do not duplicate or otherwise protract the existing design and review process.

Projects that are subject to review by UW-Stout, Division of State Facilities and University of Wisconsin System Administration and include new buildings, building additions and major open space projects. Design review will be integrated into typical Division of State Facilities and University of Wisconsin System Administration project development processes at the following milestones:

Project Concept/Capital Budget Project Request Documents: The campus, Division of State Facilities and University of Wisconsin System Administration will use campus master plan design guidelines to inform future projects scopes of work as described in the Request for Architectural/Engineering Design Services.

Request for Architectural/Engineering Design Services: The master plan and design guidelines will be referenced as contract requirements in this request for new buildings, building expansions, parking lot development, and new or renovated campus open spaces.

Project Kick-off Meeting: A discussion of the master plan and design guidelines, as they relate to specific projects, will occur at the commencement of a project.

Preliminary Review and Division of State Facilities Peer Review: The design consultant will rely on the campus master plan guidelines during the development of conceptual alternatives. Presentation to the campus committees at this juncture will help insure that the project development is consistent with the campus master plan guidelines. For the preliminary review, the design team should present site plan alternatives, massing studies, elevations, building and site sections, and three- dimensional drawings, as needed, to illustrate design intent.

35% Review: Projects will be reviewed and commented on by the campus committees and UW System Administration, and Division of State Facilities based on compliance with the campus master plan design guidelines at a point where the project is approximately 35% complete. This review will include site plan, architectural floor plans, elevations, design sections and three-dimensional drawings, as needed, to illustrate the design. Additional information on materials for site and building, as well as special site and architectural features are expected at this review.

Final Review: Projects will also be reviewed at completion of design, including the site plan, architectural floor plans, elevations, sections and three-dimensional drawings, as necessary, to illustrate the project's design.

BUILDING MASSING, HEIGHT and SETBACKS

Building design guidelines separate building types into three categories: transitional buildings, background buildings, and additions and renovations.

Transitional buildings are new buildings that are adjacent to historical campus and community structures and hence need a compatible relationship with these buildings. These buildings bridge different eras of building design through height, rhythm, scale, proportion, massing and setback.

Background buildings, conversely, are more subtle and quiet in their presence and form the edges of outdoor spaces. Therefore, these buildings must have appropriate massing and scale to fit within the context of the respective district.

Additions and renovations need be designed to not compromise the existing building, while improving the internal and external pedestrian flow and enhancing the context of the district.

Materials

UW-Stout campus buildings are predominantly comprised of unit masonry, precast and stone accents. As the campus master plan becomes implemented, acceptable exterior materials will vary depending upon location, adjacencies and functional building type. In general, the list of suitable materials for the UW-Stout campus is detailed below. As technology and innovation enhance material characteristics, the Campus will review acceptable materials to be incorporated into campus buildings.

Transitional Building – St. Olaf College

Background Building – St. Thomas University

Addition and Renovation, Lawrence University

Brick: Modular brick is the predominant material on campus and new buildings should include masonry as the major exterior enclosure element. Brick colors and textures should be in the range of texture, dimension and color of adjacent buildings, with only minor variation. Excessive patterning or striping is discouraged as well as the use of concrete masonry units and "utility" bricks. It is encouraged that a mix of traditional brick patterns be used: running, Flemish, common, etc., but the use of stack-bond should be limited. Large expanses of "blank" unarticulated brick walls are discouraged.

Stone: The type and use of stone should be compatible with surrounding buildings. Limestone is the primary stone seen on campus and is used primarily for building detail and accentuation. The use of limestone for exterior walls is acceptable if the stone has a smooth articulation and "panel" appearance versus a rough-texture ashlar appearance.

Architectural Precast: Precast can be used as trim or, in some districts of campus, as wall panels. The area on campus where this type of system would be acceptable is the Recreation and Athletic Complex, specifically the expansion of the Sports and Fitness Center. This wall cladding should be in the color and texture of adjacent masonry textures. The use of exposed aggregate faced cladding should be avoided.

Metal: Metal may be used as trim or wall cladding to compliment and reduce scale of masonry clad buildings. Red Cedar Hall is an example of how metal is appropriately integrated into the exterior design to reduce the scale of the architecture and also accentuate "pods" of the building. Copper, lead-coated copper, and aluminum are acceptable. Use of standing seam and corrugated metal panel systems are discouraged.

Use of masonry, stone and overhang to emphasize building entry, University of Texas - Austin

Use of varying materials, color and forms give this building a human scale and fits within the context of other adjacent residence halls. UW-Stout, Red Cedar Hall

Wood: Wood cladding should not be used on campus. The high-maintenance and limited long-term durability of wood does not make it compatible for use on UW-Stout campus.

Curtain Wall: Curtain wall systems should be integrated into "public" or highly visible building areas such as lobbies, lounges, vertical circulation (stairways), corridors and appropriate instruction spaces. The frames can be clear anodized or painted to match the color theme of the respective building and glazing should be non-reflective, high performing glass. Sun screen devices should be utilized on southern exposures to reduce direct sunlight and provide scale. The Jarvis Science Wing Renovation and Addition project is utilizing curtain wall systems to emphasize circulation, entry and lounge spaces. Many buildings, such as those constructed in the 1960's and 1970's, have large expanses of blank masonry walls. These building faces detract from the overall appearance of the campus environment and act often as visual barriers. Integration of strategically placed curtain wall systems in new and renovated buildings will give the campus a transparency and depth that it currently does not have. Additionally, the inclusion of transparent cladding into the campus fabric will reinforce the "hands-on, minds-on" polytechnic philosophy by giving the public an opportunity to see "inside" UW-Stout.

Windows: Windows should be metal/aluminum units that have a vertical proportion, versus a horizontal or "ribbon" window affect. Windows/natural light should be considered in academic, instruction, recreation and lounge spaces where feasible.

Doors: Exterior doors should be durable and aluminum or metal clad with glazing. Overhead cover should accompany each entrance and be carefully designed to shed weather elements from users.

Use of curtain wall provides for rhythm, scale and transparency, Yale University

Curtain wall unifies, vertically, the floors of the building, Brown University

Pattern of the curtain wall system provides sense of scale at entry. Transparency gives the building depth, Gettysburg College.

Main Campus Academic District

The main campus academic district is the academic core of the entire campus and the buildings in this district, specifically Harvey Hall, are highly-utilized structures.

Implementation of the campus master plan will transform this district into the signature space of UW-Stout. The master plan calls for the eventual removal of two buildings: Communication Technologies and Vocational Rehabilitation: the addition of two new buildings and the creation of a central green space which unifies all buildings in the district. The primary north/south pedestrian pathway will connect this space to the campus network of open spaces. Designs for new buildings in the academic core need to be critically evaluated to ensure that the massing, scale and proportions align with the long-term objectives of the district.

Massing, Height and Character

Contemporary academic building construction within the University of Wisconsin System has seen the typical building size increase to nearly 150,000 gross square feet. An increase in program sizes, more sophisticated mechanical systems and sustainable orientation have been key factors in the rise of gross square footages. Within the academic core this will result in buildings having vertical massing to achieve the square footage requirements while allowing for the creation of proportional exterior open spaces.

The new "infill" academic building located between Bowman Hall and Millennium Hall will need to be designed to fulfill multiple design issues:

1. Transitional- Located between buildings of two transitional eras, the massing, fenestration and detail of the new building must marry the two using a simple and clean approach.
2. To fulfill the concept of "bringing the campus to the edge of Broadway" this building will engage the street and the architecture must be sensitive to the implications of the "edge" condition.
3. As a backdrop to the academic quadrangle, the fenestration, enclosure materials and massing must create a unified appearance.

Massing, pathway placement and building entry location help unify this quadrangle, University of Notre Dame

Scale, height, and window placement help this building fit into a traditional context, Syracuse University

Massing and color accentuation mark the entrance, University of Vermont

4. All sides of the building must be designed, with no “service side” to the building.
5. Due to the slope in grade, the possibility of incorporating underground parking should be explored.

Bowman Hall and Harvey Hall are the signature buildings within this district and will influence the massing and character of the new buildings. Harvey Hall is four and a half stories tall and Bowman hall is three stories with a fourth floor attic. New buildings in this district need to respect the height of these structures and not exceed four stories in height above grade. Floor-to-floor heights in contemporary buildings are higher than in the older buildings within the district, resulting in a slightly taller four-story structure.

Entrances for new buildings should correspond to the pathways and enhance the development of the open spaces within the district. It is important to have entrances that are scaled appropriately to the size of the building and also to the open space it engages. Entrances should be detailed for visual interest and be transparent for visual connection between the interior and exterior spaces.

Bowman Hall is the only building having a pitched roof and to maintain the signature status of this structure, no building within this district should have a pitched roof atop the highest floor level. Having flat roofs will also allow for opportunities to integrate green roof technologies.

Use of varying color and glass mark the entrance to the building

Transparency, change of material and raised plaza mark building entry, Harper College

Natural light and visual connectedness to campus has positive impact on building users, Brown University

Residence Hall District

All residence halls located within the main campus residence hall district are 1960's style with punched openings and minimal exterior detail or character. Within the horizon of the master plan, no new residence halls are scheduled and no buildings are being considered for removal. However, the residence halls will have a substantial renovation and possibly modest additions to alleviate toilet room and accessibility deficiencies. Renovations to these buildings should explore opportunities to add visual interest through transparency, enhancing building entrance, and/or distinctive form to expansion areas.

UW-Stout main campus residence hall

Sports and Fitness Center Expansion

The master plan creates a 100,000 gross square foot expansion to the existing Sports and Fitness Center. The current two-story building is over 700 feet in length, has large expanses of blank wall and does not engage the campus in any manner. The master plan places this large addition at the northwest of the existing structure for several reasons:

1. Provide central parking with access to many points of the building as well as Williams Stadium.
2. The link between the two buildings can be a new lobby positioned to visually anchor the north/south pedestrian pathway.
3. Overall massing to engage the corner of 13th Avenue East and Broadway Street and reinforce defining the Broadway Street edge.

Placement of the building is conducive to a more expressive style of architecture which could have contemporary and fluid massing, appropriate use of glazing, and architectural accents. The overall massing height should respect the two-story Sports and Fitness center massing and be sympathetic to the color of the existing masonry.

Athletic building with expressive form and materials, Gonzaga University

Athletic building with expressive form and materials, University of North Dakota

South Quadrangle and Memorial Student Center

The Memorial Student Center is the only building on campus that has a considerably different style of architecture than other campus buildings -- pitched standing seam roof, rotated off campus grid, and elevated and lower level entries. The campus master plan identifies expansion of this facility to the south, engaging the south campus quadrangle. The opportunity for this expansion is not necessarily to modify the appearance of the building but to ensure the first floor functions can have a strong presence facing the quadrangle. This may take the form of a raised, stepped terrace or outdoor plaza. Treatment of the south elevation is in the form of a "background" building versus any type of formal geometric architectural expression.

Outdoor terrace, Brigham Young University

Outdoor terrace, Tulane University

Outdoor terrace, Alveraz College

SUSTAINABLE DESIGN

High performance, sustainable, energy-conserving buildings are imperative to ensure the future of the environment for generations to come. Accordingly, the State of Wisconsin, under the direction of Governor Doyle, has addressed and implemented environmental guidelines.

Through Conserve Wisconsin and Executive Order 145, Governor Doyle has committed Wisconsin to leading by example in improving the energy and environmental performance of existing and new state-owned buildings. By adopting US Green Building Council's LEED (Leadership in Energy and Environmental Design) – EB (Existing Building) guidelines and implementing sustainable practices with the facilities it owns, the State of Wisconsin is cutting energy use and conserving resources. Governor Doyle's Executive Order 145 does not require certification to the US Green Building Council's LEED-EB, Green Building Rating System, but contains minimum performance standards based on LEED tools and approaches as well as measurement and reporting requirements.

Sustainable practices recommended in the Sustainable Facilities Policy and Guidelines as outlined in Executive Order 145 include, briefly:

- Portfolio Management and Assessment of Need
- Property
- Program Development
- Integrated Design
- Sustainable Sites
- Design
- Water Efficiency
- Energy & Atmosphere
- Materials and Resources
- Indoor Environmental Quality
- Operation & Maintenance
- Purchasing of Furniture, Fixtures and Equipment
- Accountability, Verification and Reporting on Results

Each category list has a guide to inform sustainable design practices for state projects, from pre-project planning through completion.

Varying implementation of green roof systems on university building types.

As the campus environment evolves, two primary elements factor heavily into the expansion of impervious footprint; parking areas and building footprint. Fortunately, technology and sustainable practice methods have dramatically reduced the impact of impervious surfaces on our environments.

For parking areas on campus to be environmentally conscious and neighborhood friendly, the following should be considered

1. Using bio-retention areas to treat storm water.
2. Use of landscape islands with shade trees to reduce the amount of asphalt surface exposed to sunlight, thus reducing ambient air temperatures.
3. Maintain perimeter landscape buffer to reduce visual impact on community and immediate neighbors as well as reducing glare from car headlights.
4. Fence perimeter as required, to focus pedestrian traffic to desired control points.
5. Keep parking area well lit with cut-off light fixtures that provide appropriate light levels to maintain sense of security and prevent light pollution into residential areas.

New building design standards continue to evolve to improve energy efficiencies. Most notable include:

1. Green roof design minimizes storm water, reduces cooling loads and decreases the ambient air temperature.
2. Efficient building envelope design including high performance glazing, increase insulation values in walls and roof, and sun-shading devices.
3. Efficient mechanical systems, including geothermal technology, that have setback control for lower occupancy times.
4. Building orientation to maximize natural light opportunities in the building.

Bio-retention area in parking lot

Bio-retention area in parking lot

Sun shading devices

PEDESTRIAN PATHS

The campus pedestrian circulation system supports the entire university community and is part of the campus environment. This network must function on several levels:

1. The pathway alignment must follow traffic patterns and preferred lines of pedestrian circulation throughout campus.
2. The pathway widths and surface must accommodate use, volume, service, delivery and emergency vehicles.
3. Pathway design and construction must be highly stable, readily maintained and able to withstand the harsh Wisconsin weather.

Currently there is a wide array of paving patterns, pathway widths and surfaces throughout the campus walkways. There appears to be no systematic application of pavement or surface material types. A consistent vocabulary of material application should be adopted for both renewal and new pathway systems. The campus has three major types of pathways:

Multi-Use Pathways

Twenty feet in width to accommodate emergency and service vehicles and will only occur in one location on campus: 3rd Street East along the Sports and Fitness Center if it is closed to vehicular traffic in the future.

Primary Walkways/Bikeways

8 feet to 16 feet in width and be able to support both bicycle and pedestrian traffic with limited access for service and emergency vehicles. Varied and alternate pavement patterns should be considered along these routes.

Secondary Walkways

5 feet to 8 feet in width used primarily for pedestrian circulation. These routes are recommended to be lower use and are mostly constructed from concrete with little, if any, variation in material use.

Limiting Pathway Areas

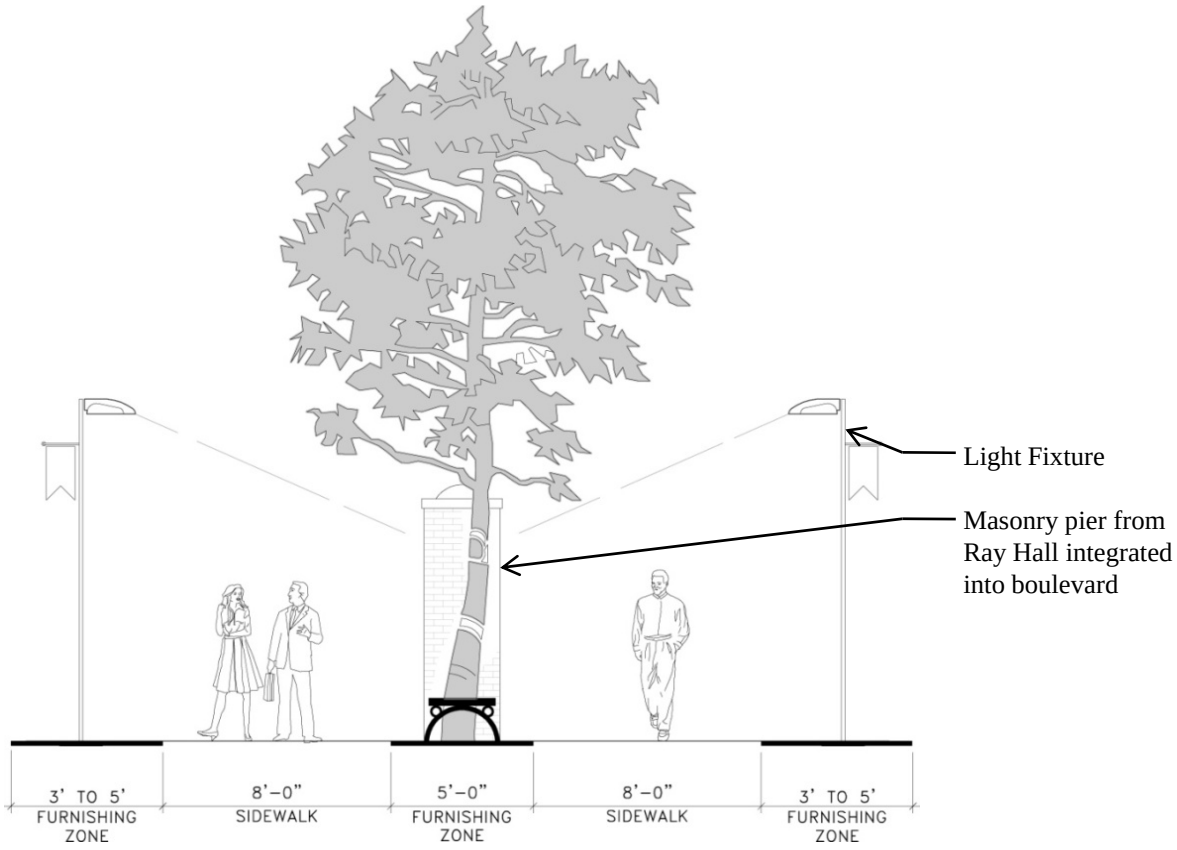
When most university campuses expand, they suffer from the proliferation of "cow paths" or eroded pathways worn through lawn or planted areas. As UW-Stout implements the master plan projects, consideration will need to given to how pathways may be altered to eliminate the development of undesirable pathways. Planning for new pathways needs to reflect the origins and destinations of pedestrian circulation. This will eliminate unnecessary paths and reduce impervious surfaces.

Inset paver pattern reduces scale

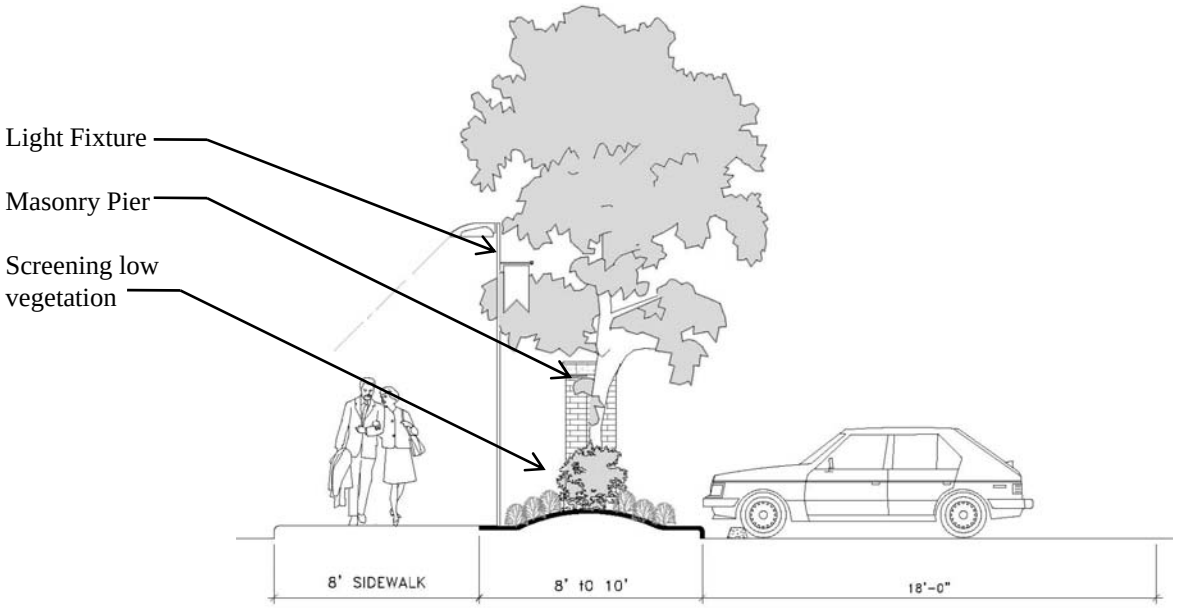
Staggered pattern with retention gravel at edges

Rotated pavers in alternating pattern

Inset pavers for vehicle use



PRIMARY PATHWAY – BOULEVARD AT NORTH MAIN CAMPUS



TYPICAL SIDEWALK/PARKING INTERFACE ALONG BROADWAY STREET

SITE ELEMENTS & FURNISHINGS

UW-Stout has a wide array of site furnishings on campus that have, over time, been placed for different purposes and functions.

Overall guidelines for Site Elements and Furnishings

A consistent theme of form and color for site elements and furnishings should be employed to create a unified appearance and promote a sense of place on campus. Site amenities are comprised of site seating, site lighting, trash receptacles, cigarette receptacles, and bicycle storage racks.

Seating

Exterior campus seating plays a vital role in the functionality and appearance of a campus environment. Seating should be located proximate to major campus destinations and campus building entries and provide for an array of options. Depending upon location and space, locations should consider exposure to the sun. It is important to seize opportunities where seating can face activities, capture views or promote interaction.

Seating located in the historic district, or north academic quadrant of main campus, should maintain the unique character of this area of campus. Traditional benches with backs and arm rests with ornamental detailing is appropriate. These benches should be constructed of steel and have a black powder coat finish.

Seating located in the student resident district should "Stout Blue" to blend in with other site furnishings in the district. The remainder of the campus should be black.

Traditional bench outside Price Commons, UW-Stout

Traditional bench

Traditional bench

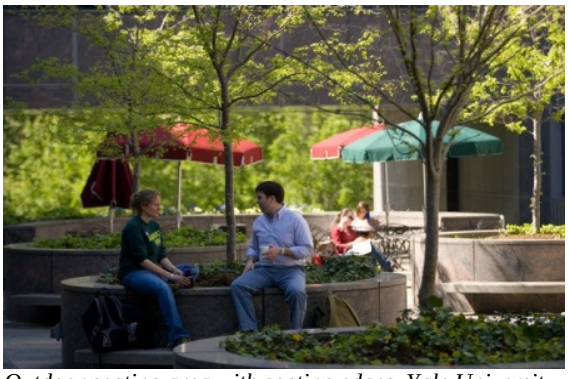
Current seating in the residence hall district is an eclectic assemblage of pieces collected over the years, ranging from vinyl-coated picnic table units to historic- styled benches. This district of campus can support a broad array of site furnishings, but the style should be unified. Seating in this zone should be a relaxed and casual assortment of benches, picnic tables and arm chairs to accommodate a variety of activities. Durability is paramount. The furnishings should be constructed from durable materials, yet provide for maximum user comfort. Placement of seating should be appropriate to the use. For example, a cluster of small benches should not be placed adjacent to living quarters, and conversely, a single quiet bench should not be located near a recreation sport area. Other seating options in this district include low-wall, retaining wall or planter wall seating. This could be included into the design of the "node" space within this district.

Seating in other areas of campus, most notably the academic and recreation areas, should be consistent with the remainder of campus in color, materials and style. Seating walls are utilized quite effectively on campus and should be considered in future development areas. These walls are typically integrated into the landscape and located at the edges of either a pedestrian way or open space to create an informal seating option. These walls should be designed to control bicycle, skate boarding and roller blading activity.

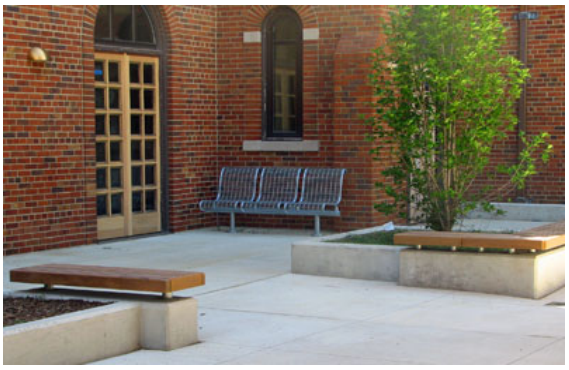
Should the Memorial Student Center ever be expanded, there is potential to incorporate flexible seating into the design of the south-facing terrace. Café style eating, including movable tables and chairs with either a trellis or colored umbrellas, could provide a pleasant backdrop to the new south quadrangle.

Outdoor seating area with seating edges, Yale University

Outdoor retaining wall seating in form of small amphitheater



Outdoor seating area with seating edges, Yale University



Building entry seating, University of Michigan

Bicycle Racks

A number of bicycle racks are present on campus. The “ribbon” rack design which is located outside of the Memorial Student Center and the Applied Arts Complex provides an aesthetically clean appearance and efficient use of space. Proper planning for location of these racks must be considered as to not overcrowd a building entrance, parking area or pedestrian sidewalk. The bicycle rack to the east of the Memorial Student Center is an excellent example of how to integrate racks into the campus environment: the rack is located off a primary circulation spine and is appropriately screened with native landscaping. When feasible, this design practice should be used across campus. For maintenance purposes the campus specifies galvanized finish.

Bike rack east of Memorial Student Center, UW-Stout

Bike rack at residence halls

Preferred bike rack in galvanized finish

Trash Receptacles

There are various trash and cigarette receptacle designs used on campus. These site furnishings are showing signs of high use and a new system that has a uniform appearance should be considered. Integrated recycling systems need to be included with implementation of any new trash receptacles. Any trash and recycling receptacles need to be adequately sturdy and easy to service.

Preferred trash receptacle

Handrails/Guardrails

With the change of terrain on campus the use of guardrails and handrails is a vital component within the landscape of the campus. All exterior handrails and guardrails are to be constructed from steel and have a matte black powder coat finish. These need be properly attached to a secure foundation system to be safe and protect against damage. In all situations, the design needs to conform to ADA provisions. Exceptions may be made for specially designed handrails that are incorporated into new building design.

Preferred cigarette receptacle

Dumpster, Service Entrances and Utility Screening

Service areas should be appropriately screened. Gated enclosures should be considered for dumpsters. These enclosures should be of durable construction and match the aesthetics of the respective buildings they serve. Screening of utility structures, such as electrical transformers, emergency generators and HVAC equipment, needs to be in the form of landscaping, preferably a species of arborvitae

Current campus receptacles

Lighting Standards

Fall, spring and winter seasons in Wisconsin have late sunrises and early sunsets, necessitating artificial light to illuminate campus. Night-time lighting is an essential component of the campus environment as it provides safety, security and guidance for campus users. In general, lighting standards need to be established to provide consistent and uniform illumination on campus and are categorized in three areas:

1. *Pedestrian Lighting* – pedestrian lighting is for use on primary, secondary and tertiary pedestrian circulation throughout campus. These routes should be lit to a minimum of 1 footcandle which requires a fixture height of 12-15 feet.

2. *Campus Open Space* – Campus open space and quadrangles, where people may walk or gather at night, maybe lit slightly below 1 footcandle, but should have ample ambient light to afford a sense of security.

3. *Campus Parking Lots*—Campus parking lots, service areas and major traffic routes should be lit to a minimum 2 footcandles.

For every lighting project, proper lighting ratios need be applied to provide uniform light levels between similar and dissimilar fixture types. Every year the Campus Physical Development Committee, comprised of students, faculty and staff conduct, a night time campus walk to evaluate campus pedestrian and parking lot lighting. Recommendations from these walks are included in campus improvement projects.

Future development of campus lighting should include metal halide lamps instead of high-pressure sodium fixtures. Metal halide fixtures render a more natural light such that buildings, landscape and signage resemble daylight characteristics. Furthermore, metal halide lamps are more energy efficient than high pressure sodium fixtures.

Historic District light fixture

Lighting in the historic district of campus should expand upon the lights of the 2rd Street corridor and include areas such as the new academic quadrangle and pedestrian routes.

As an example, Lithonia Lighting, Aeris series, is flexible enough to meet the minimum lighting requirements in all three areas of campus: Pedestrian routes, open spaces and parking lots. Additionally, the Aeris series conforms to all major light pollution and dark sky requirements. The preferred fixture color is brown.

Accent lighting

Many buildings, exterior artwork and signage warrant exterior lighting to compliment the required campus lighting. This type of lighting requires pedestal-type lighting which performs better in the Wisconsin climate compared to fully recessed exterior fixture. Wall-pack type lighting should be avoided due to its blinding effect on people.

Lithonia, Aeris Series light fixture

SIGNAGE and WAYFINDING

UW-Stout sign and wayfinding standards that are currently in place provide an appropriate level of directional value to campus visitors. These signs are visually appealing, incorporating UW-Stout colors and logos, and should be expanded upon as the campus continues to define wayfinding and campus borders.

It is critical that the signage standards are in place and designed to provide identification, information, and guidance for the campus community, visitors, and the public. A consistent image and traditional design of the graphic standard help to convey a sense of place as well as define campus boundaries. The campus signage system needs to be developed in a hierarchical approach:

Level one signs are designed for vehicular interface and mark the primary and secondary entrance points of campus and are designed to provide a unique sense of identity. These gateway signs fit into the surrounding context and should incorporate major campus materials such as masonry, stone and metal. The campus logo should be included, along with text, identifying the campus and be large enough to be readable for vehicular traffic.

1. Primary campus signage: corner of Broadway and 1st Avenue West at north campus, and Broadway and Main Street at main campus.
2. Secondary campus signage: corner of Broadway and 17th Avenue East, intersection of STH 29 and Broadway, and corner of 6th Street East and 9th Avenue East

Level two signs are vehicular directional signs that mark and inform of campus parking/buildings. These signs identify parking lots and provide necessary parking information. Construction of such signs is a two-pole, aluminum sign or freestanding monumental sign that integrates the UW-Stout logo and colors.

SIGNAGE and WAYFINDING

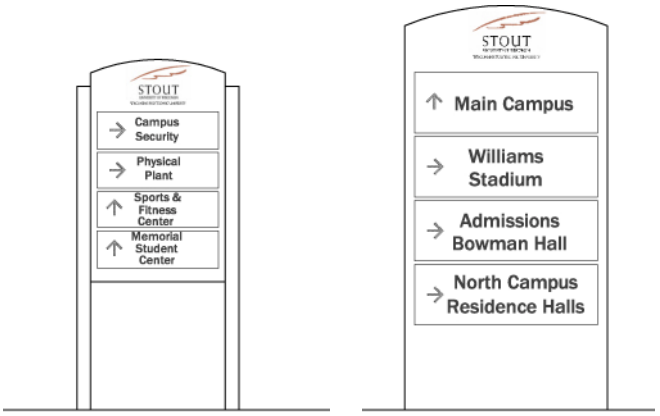
Level three signs are parking information signs that focus on regulatory requirements and directions within each respective parking lot. These mark accessible parking stalls, reserved stalls, special parking permit, etc.

Level four signage is at the pedestrian scale which includes campus directional maps/kiosks, building identification and banners. These informational elements are strategically located in key pedestrian traffic areas to assist pedestrians. Building identification signs are a critical layer in the university signing system and take several forms based on the function and scale of the building:

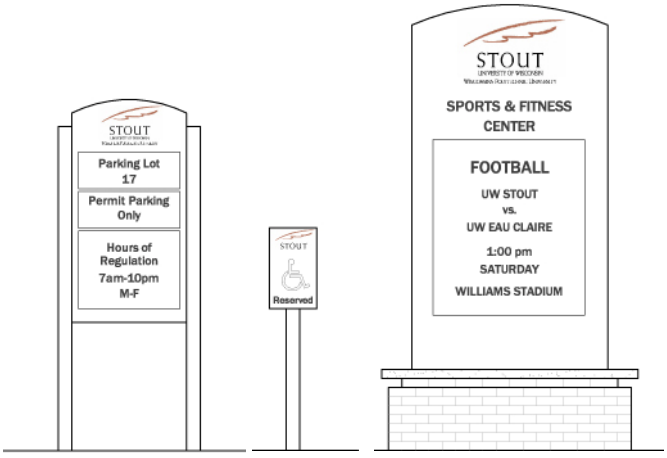
1. Freestanding for major buildings – Jarvis/Micheels/Applied Arts complex; Memorial Student Center (street side), Bowman Hall as examples.
2. Freestanding with changeable panels to announce special or athletic events – Sports and Fitness Center/Williams Stadium
3. Building mounted identification signage

The campus recently introduced a series of colorful light pole banners which help provide identification and a sense of place as well as adding scale to the campus environment. UW-Stout has several buildings with expansive, unarticulated surfaces where large banners could have a considerable positive impact on reducing the scale of the buildings in addition to providing color to the campus. Potential banner sites could include Williams Stadium (facing the street), the Sports and Fitness Center, Home Economics, and Applied Arts.

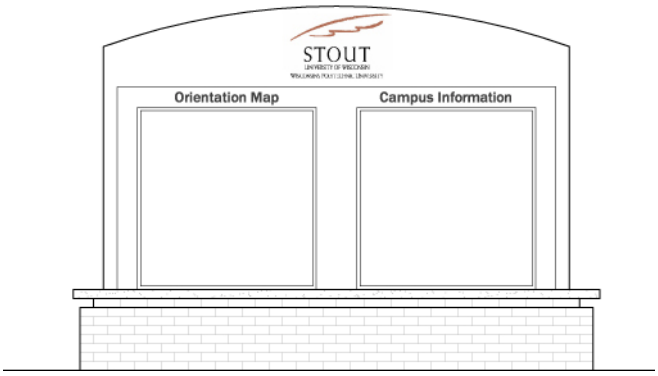
Signs are to be located at sufficient distance from roads and sidewalks to prevent damage from salt or snow removal.



Level Two Signage



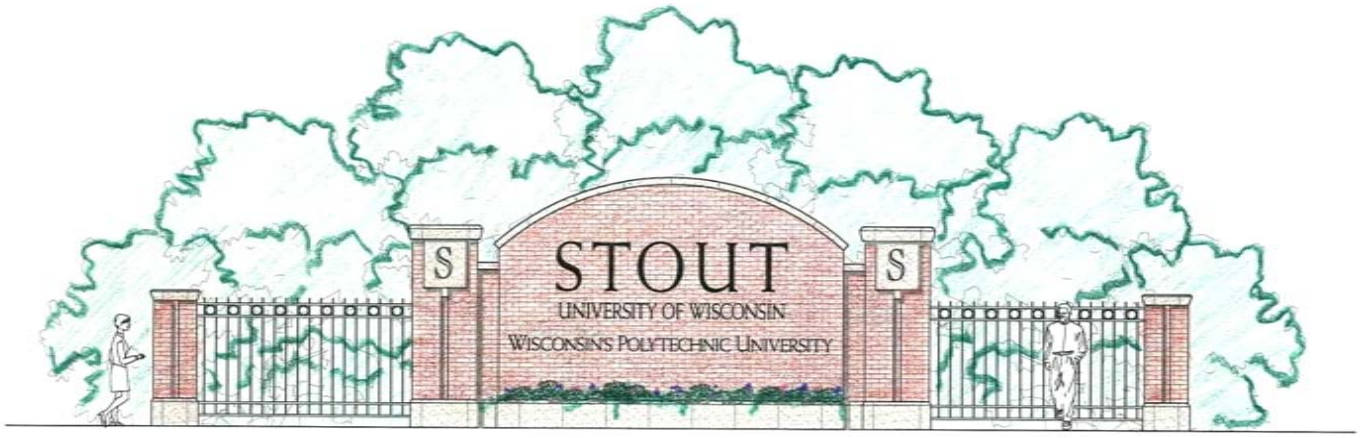
Level Three Signage *Level Four Signage*



Level Four Signage

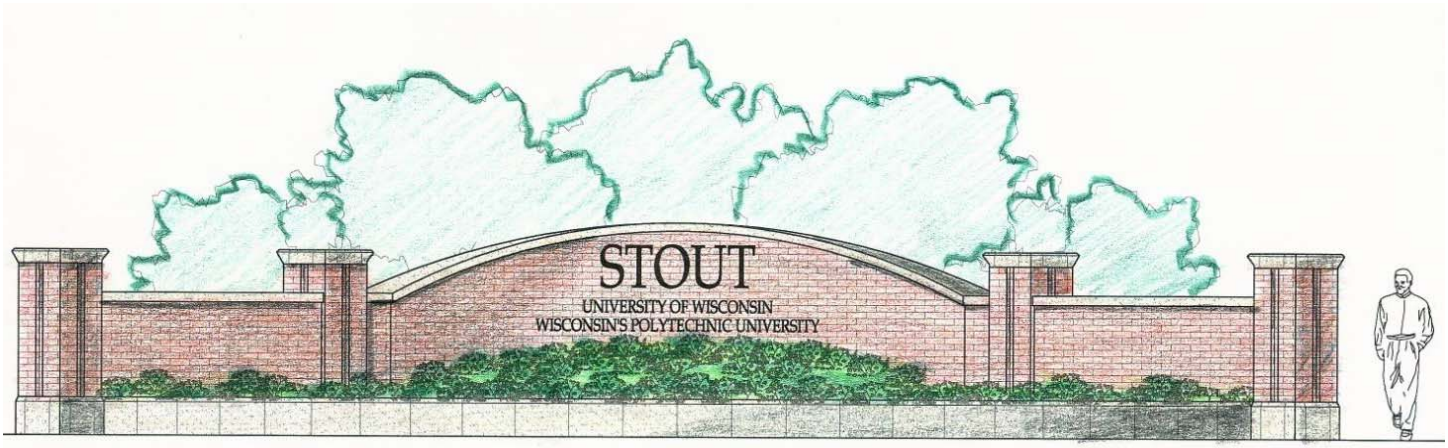
SIGNAGE and WAYFINDING

The following images display potential gateway designs for the campus.



Level One sign from intersection STH 29 and Broadway Avenue

View of intersection STH 29 and Broadway Avenue



Level One sign at Broadway Avenue and 1st Avenue West

View of Broadway Avenue and 1st Avenue West

Recreation and Athletic Complex Gate from main campus looking south

Recreation and Athletic Complex Gate from main campus looking south

LANDSCAPING

As the UW-Stout implements the open space concepts of the master plan, the landscape patterns will provide the backdrop to the campus setting. It is imperative that the campus landscape reinforces the social and academic diversity that is characteristic of a vibrant center of learning. It is equally important that the landscape is developed and managed in a sustainable and functional manner. A beautiful, well maintained, ecologically sensitive campus environment will present an image of an environmentally sensitive campus while creating an engaging network of open spaces. UW-Stout is currently in the process of updating the Landscape Development Plan in the context of the Campus Master Plan. Its development should consider ideas presented in these design guidelines.

Traditional campus "green", University of Virginia

University "green", Yale University

Native Plant Material

The composition of the campus landscape is, and should continue to be, comprised of a diverse population of hardy, native plant selections. The harshness of the Wisconsin climate and the recent trend of unseasonable patterns have stressed plant materials. The threat of invasive species and destructive pests has also increased. Native plant material planted in adequate soils and in suitable locations is the best defense against these ailments.

Campus Arboretum

While the landscaping of new open spaces will primarily contain native species, the designated new arboretum is an informal setting where unique and ornamental species can be planted. Whereas the new quadrangles are formal in their development, the arboretum is intended to be a casual setting with meandering paths, distinctive plantings and unique landscape features. This area will not only serve as a valuable learning tool, but also create a new focus for campus enhancement.

Ecological Design

Species selection and location should reinforce diversity rather reliance on a single family of species. The logic for this approach is to ensure a healthy variety of planting throughout campus. Single species planting, although historically appropriate for campus planting, is susceptible to significant loss due to pest or disease infestation.

Functional Planting

Trees, shrubs and groundcover provide functional and aesthetic advantages to the campus surroundings. There are several landscape design strategies that contribute to energy conservation for both internal and external campus environments:

1. Properly positioned canopy trees can provide shade for building fenestration, thus reducing air conditioning load.
2. Canopy trees located within parking lots visually break up excessive asphalt areas, prolong the life of the pavement and reduce the ambient air temperatures.
3. Evergreen trees and shrubs are useful in visually screening utility items, reinforcing visual cues and serving as windbreaks.

Certain varieties of shrubs can provide necessary screening for parking areas while maintaining visual control for pedestrian safety and security. These species also assist in directing pedestrian flow to controlled points on campus and can minimize the development of “cow paths”.

As the case with all functional planting, a key consideration is the safety and security of the public. Planting near building entrances and along pathways should not have dense foliage or low limbs to obstruct site lines and minimize illumination levels. Consideration should also be given to signage and plantings at street intersections so as to not interfere with the city’s code for vision triangles.

Annuals

UW-Stout does an excellent job of providing colorful seasonal planting of annuals that adds interest and vitality to the campus environment. This practice should continue and will be especially important to complement new campus gateway structures.

Use of colorful annuals make dramatic impact on campus environment

Use of colorful annuals make dramatic impact on campus environment

Use of colorful annuals make dramatic impact on campus environment

Natural Areas

Natural vegetation is predominantly located on the eastern edge of main campus, specifically the dramatic 30' slope, and contains trees, shrubs and prairie grasses. The root structure and ground cover significantly control the stability and run-off of this slope and should not be altered.

Retaining Walls

With the dramatic elevation change throughout campus, development of parking lots and projects has incorporated a considerable number of retaining walls. There is a broad array of sizes, styles and texture to these structures and can either enhance or detract from the physical environment. The retaining wall east of Applied Arts is nearly 30 feet tall and has minimal surface articulation, creating a visual and pedestrian barrier. Applications such as this should be avoided in lieu of tiered solutions which stress scale, access, and vegetation. The color palette and texture will be reviewed on a case-by-case basis, but earth-tone colors with varied textures are encouraged.

Natural edge – to right in photo– to remain undisturbed

Retaining wall along Broadway Avenue in collegiate red. Scale is reduced by vegetation and blending color.

Retaining wall along 2nd Street West is monolithic and harsh edge between north campus residence hall.