



# Library Mall



## Cultural Landscape Inventory

December 2005

(Revisions January 2010)

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## DEFINITIONS

### What is a “cultural landscape”?

The following document is based on concepts and techniques developed by the National Park Service. The NPS has produced a series of manuals for identifying, describing, and maintaining culturally significant landscapes within the national park system.<sup>1</sup>

The National Park Service defines a **cultural landscape** as:

a geographic area, including both cultural and natural resources and the wildlife or domestic animals therein[,], associated with a historic event, activity, or person, or [one] that exhibits other cultural or aesthetic values.<sup>2</sup>

In 1925, geographer Carl Sauer (1889-1975) summarized the process that creates cultural landscapes: “Culture is the agent, the natural area is the medium, the cultural landscape the result.”<sup>3</sup> Similarly, the writer J. B. Jackson (1909-1996) looked upon the landscape as a composition of spaces made or modified by humans “to serve as infrastructure or background for our collective existence.”<sup>4</sup>

### What is a “cultural landscape inventory”?<sup>5</sup>

This cultural landscape inventory for Library Mall is one of eight such studies completed as part of the UW-Madison Cultural Landscape Resource Plan. Each inventory defines the boundaries of a distinct cultural landscape on campus, summarizes its history, describes its current condition, and makes recommendations about its treatment. In addition to these eight cultural landscape inventories, two companion documents address the archaeology and overall history of the campus. This collection of documents is collectively entitled, “Cultural Landscape Report for the University of Wisconsin-Madison.” Within the national park system, a **cultural landscape report** (CLR) serves as the primary guide to the treatment and use of a cultural landscape.

Overleaf: Library Mall, 2004.

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<sup>1</sup> The most recent and comprehensive of these publications is *A Guide to Cultural Landscape Reports: Contents, Process, and Techniques*, published in 1998. Its lead author, Robert R. Page, is director of the Olmsted Center for Landscape Studies, based at the Frederick Law Olmsted National Historic Site in Charleston, Massachusetts: <http://www.nps.gov/oclp>

<sup>2</sup> Robert R. Page, Cathy A. Gilbert, and Susan A. Dolan, *A Guide to Cultural Landscape Reports: Contents, Process, and Techniques* (Washington, DC: U. S. Department of the Interior, National Park Service, Cultural Resource Stewardship and Partnerships, Park Historic Structures and Cultural Landscapes Program, 1998), 129.

<sup>3</sup> Carl Sauer, “The Morphology of Landscape,” in *Land and Life: A Selection from the Writings of Carl Ortwin Sauer*, ed. John Leighly (Berkeley: University of California Press, 1969), 343.

<sup>4</sup> John Brinckerhoff Jackson, *Discovering the Vernacular Landscape* (New Haven, CT: Yale University Press, 1984), 8.

<sup>5</sup> The term “cultural landscape inventory” is not to be confused with the NPS Cultural Landscapes Inventory (CLI), a computerized database of cultural landscapes within the national park system.

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## NATIONAL REGISTER CRITERIA

The U.S. Congress created the National Register of Historic Places in 1966, launching an ongoing census of historic properties. To be eligible for the National Register, a property must meet specific requirements. First and foremost, an eligible landscape must have significance: in American history, in architecture (including landscape architecture and planning), in archaeology, in engineering, or to specific cultures.

Understanding the historic context in which a landscape developed is key to determining its significance. To qualify for the National Register, a cultural landscape must be shown to be significant according to one or more of the four Criteria for Evaluation:

- A. Associated with events that have made a significant contribution to the broad patterns of our history, or
- B. Associated with the lives of persons significant in our past, or
- C. Embodies the distinctive characteristics of a type, period, or method of construction, or that represents the work of a master, or that possesses high artistic values, or that represents a significant and distinguishable entity whose components may lack individual distinction; or
- D. Has yielded, or may be likely to yield, information important to archaeological or historical knowledge.

Properties listed on the National Register of Historic Places are primarily of state or local significance. Nationally significant properties—such as UW-Madison’s Dairy Barn—may be designated National Historic Landmarks (NHL) by the Secretary of the Interior. NHLs also are listed on the National Register.

## GENERAL INFORMATION

**Inventory Unit Name:** Library Mall

**Property Level:** Landscape

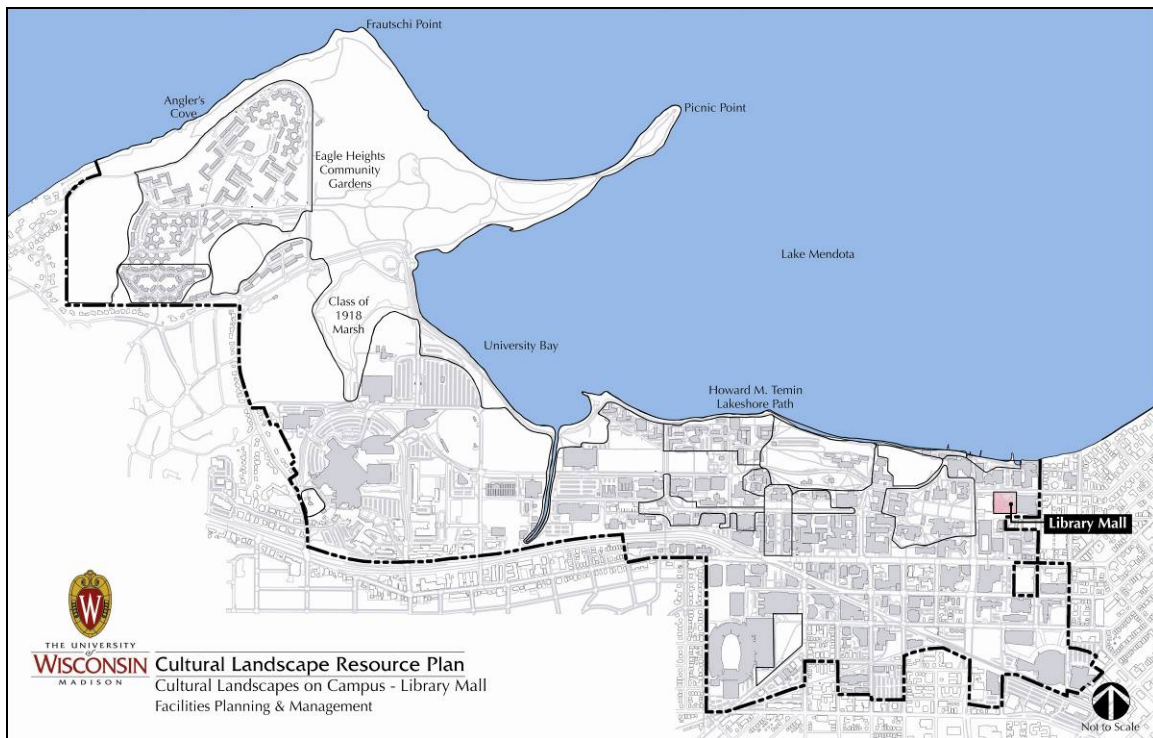
**Current Names:** Library Mall

**Historic Names:** Lower Campus, Library Mall

**National Register Information:**

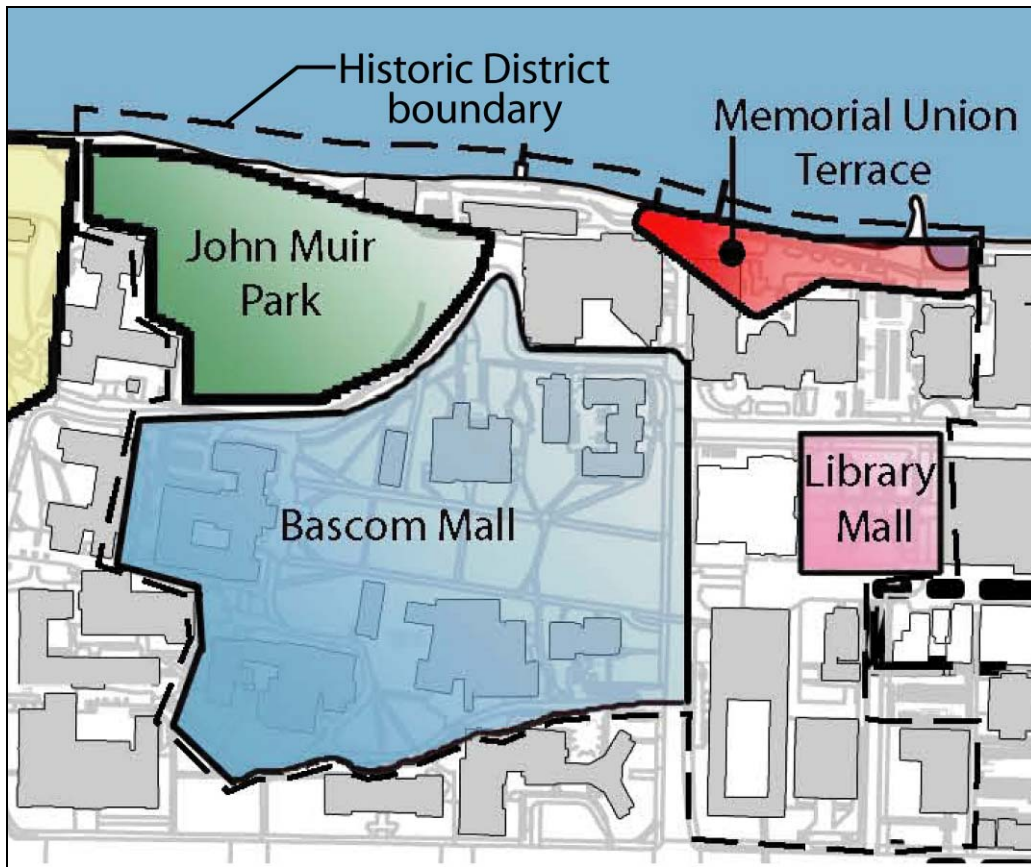
- Library Mall is listed in the National Register of Historic Places as a portion of the Bascom Hill Historic District. It was documented in 1973 and entered in 1974. It has significance in the areas of Conservation and Education, Reference Number 74000065, primary certification date 9/12/1974.

**Location Map:**

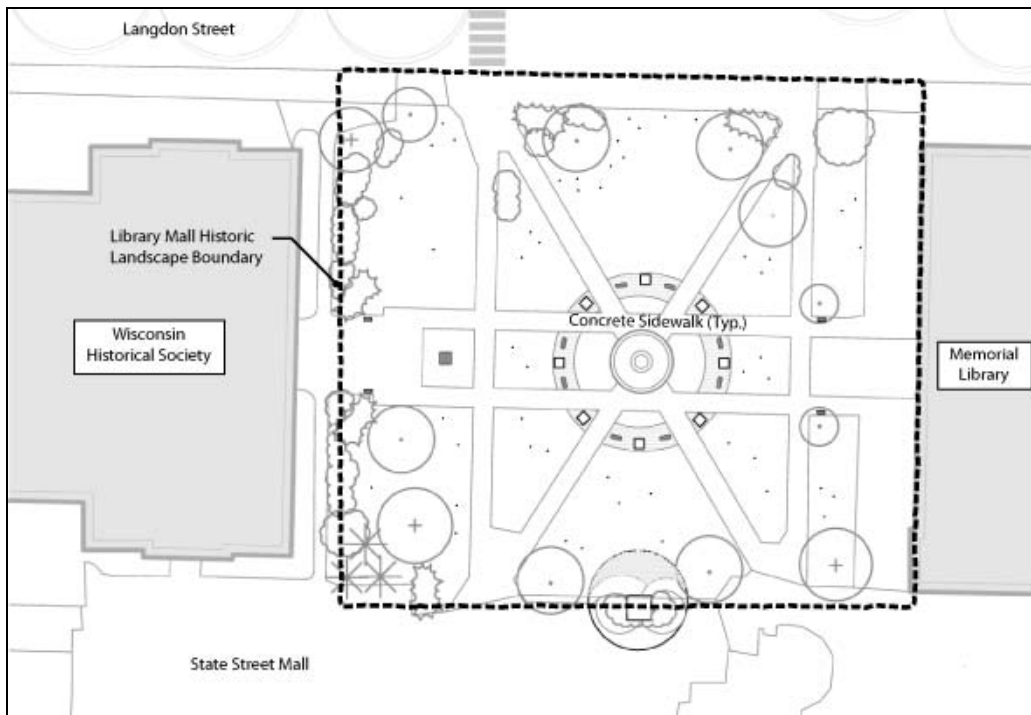


**Figure 1: Location of Library Mall on campus, 2004.**





**Figure 2: Cultural landscapes located within the Bascom Hill Historic District, 2004.**



**Figure 3: Boundaries of Library Mall historic landscape, 2004.**



Library Mall is bounded by Langdon Street to the north, the retaining wall at the Wisconsin Historical Society Building to the west, State Street to the south, and Memorial Library to the east. This includes lots four through nine and lot 21 on block six of the City of Madison.<sup>6</sup>

Table 1: **KEY TO PLACE NAMES**

**Extant Features**

<i><b>Official Name<sup>7</sup></b></i>	<i><b>Location</b></i>	<i><b>Other or former name(s)</b></i>
Armory and Gymnasium	716 Langdon St.	Red Gym, U.W Armory and Gymnasium
Memorial Library	728 State St	
Memorial Union	800 Langdon St.	
Wisconsin Historical Society	816 State St	State Historical Society of Wisconsin, State Historical Library

**Non-extant Features**

<i><b>Official Name</b></i>	<i><b>Status</b></i>
Athletic Annex	Demolished in 1956 for Wisconsin Center
Class of 1907 elms	Two elm trees removed
Quonset huts	Demolished in 1954 for Memorial Library
YMCA	Demolished in 1956 for Memorial Union parking lot

**Commemorative Objects<sup>8</sup>**

<i><b>Name</b></i>	<i><b>Location</b></i>
Class of 1923 clock tower	Confluence of Library Mall and State Street Mall
Class of 1932 flagpole	East entry to Wisconsin Historical Society building
William Hagenah Memorial Fountain	Center of Library Mall
State Historical Society marker	East steps to Wisconsin Historical Society building

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<sup>6</sup> By 1895, the university owned lots one (1) through nine (9) and twenty-one (21) through twenty-four (24) on block six of Madison (*The Proceedings of the Board of Library Building Commissioners*, 1895-1906: p. 69.) On April 29, 1895, Chapter 298 of the Wisconsin State Legislature was passed. This acknowledged the transfer of lots one, two, three, four, twenty-one, twenty-two, twenty-three, and twenty-four to the Wisconsin Historical Society. Lots four and twenty-one would be granted only in part to the society, allowing shared access to both institutions. The 1898 Sanborn Fire Insurance Map labels the remaining area as “football grounds, not enclosed.” It is bounded by Langdon Street to the north, State Street to the south, and residences to the east (lots ten through fifteen on block six).

<sup>7</sup> Space Management Office, University of Wisconsin-Madison, “Facility Name Registry,” [www2.fpm.wisc.edu/smo](http://www2.fpm.wisc.edu/smo) (accessed February 2010)

<sup>8</sup> Daniel Einstein, “UW Commemorative Objects, version 8, Feb. 2010”

## CHRONOLOGY

### **1889-1900: Athletic and Social Space**

- 1889: University owns all of Lower Campus. Before Camp Randall is purchased, Lower Campus is a space for athletics and social gatherings.

### **1895-1900: Planning for the Historical Society Building**

- 1895: The regents transfer six lots on Lower Campus to the state for the Wisconsin Historical Society building. Society members are assured that Lower Campus will provide a proper park-like setting for the building.

### **1900-1901: Early Design Concepts and Opposition**

- March 1900: Regents and the Board of Visitors arrive at a concept for Library Mall that includes four radiating paths with a central focal point. This plan is never implemented; conflicts begin immediately.

### **1900-1906: Simonds' Influence**

- 1901: Simonds recommends a plan to make Lower Campus suitable for the Wisconsin Historical Society while allowing for continued student use.
- 1906: Simonds' master plan continues this concept. Society members plant two trees and the university installs a curved drive according to these plans.

### **1902-1946: Continued Conflicts and Student Use**

- 1904: Students protest on the mall, mocking landscape gardening and parks; a tradition develops among students of returning to the mall to protest issues affecting space and campus life.

### **1908—1925: Master Planning Generates New Concepts**

- 1927: Peabody revises plans from 1906, 1908, and 1915, generating a new concept for Lower Campus that extends a larger mall from University Avenue to Lake Mendota. Minimal implementation has occurred to date.

### **1940s: The Hagenah Plan**

- 1945: William J. Hagenah creates a plan that includes an extended mall encompassing Library Mall. His design reintroduces diagonal paths on Library Mall for the first time since 1900. This becomes the foundation for Longenecker's work on Library Mall.

### **Post War Era, 1946-1954: Temporary buildings and parking**

- Seven Quonset huts erected on Library Mall for use as classrooms, library storage, and a reading room.
- Eastern edge of the Library Mall served as a parking lot.

### **1949-1953: Memorial Library Completes the Mall**

- Memorial Library defines the eastern edge and balances space and function on Library Mall. As soon as the Quonset huts are removed, regents begin reconsidering the mall's development.

### **1952-1958: Longenecker's Influence**

- 1952: Longenecker produces a series of study models for Library Mall beginning in 1952. He adopts Hagenah's path system for his final plan. 1955: Paths are present on the mall.
- 1958: The Hagenah Memorial Fountain and specified vegetation are present. The implementation of Longenecker's design changes Library Mall's appearance and use.

### **1968-present: State Street Pedestrian Mall & Contemporary Planning**

- Regents and city planners transform the 700 and 800 blocks of State Street into a pedestrian mall. This further alters the mall's appearance and use as the two spaces blend together visually and functionally. Mall continues to serve similar functions for the campus and community since the 1970s. It continues to face similar design and planning issues prevalent since the 1920s.

### **1996-2004: A Master Plan for Campus**

- A new commitment to physical planning of the campus is expressed.
- A conceptual design for the Murray Mall Pedestrian Corridor is presented. This design is updated in 2002.
- Over 80% of the Master Plan is implemented or in the construction and development phase by 2004.

## STATEMENT OF SIGNIFICANCE

### **Statement of Significance:**

The Library Mall historic landscape is locally significant according to National Register criterion C as an example of planning and design efforts at the University of Wisconsin-Madison campus from 1900 to 1958. To satisfy criterion C, a property must:

Embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction.<sup>9</sup>

Landscape gardener O.C. Simonds had developed a plan for Lower Campus by 1900 and included this area in his 1906 master plan.<sup>10</sup> A curved drive and two elm trees were planted in front of the Wisconsin Historical Society building between 1900 and 1904 according to his earlier plan. Simonds' design for the mall was a compromise between students, who used the space for athletics, and the regents and Wisconsin Historical Society members, who desired attractive grounds for the new building. Previously, in 1895, members of the Wisconsin Historical Society had agreed to the building's location on the understanding that its grounds would be developed as a park. Since then, planning efforts have preserved Library Mall as an open space in front of the Wisconsin Historical Society building.

Simonds' influence on campus development at the turn of the century is significant. With the rapid expansion of the campus, the regents sought a landscape architect to guide these changes. Simonds began work for the university under President Charles Kendall Adams (1894-1901), producing preliminary sketches of the campus in 1900. These efforts culminated in a master plan in 1906. Reflective of his preferred title, "Landscape Gardener," Simonds' plan identified potential future open spaces and provided a comprehensive vegetation scheme. Specifically, he identified three key spaces on campus: Bascom Mall, Henry Mall, and Library Mall.

State Architect Arthur Peabody's 1925 plan was the earliest to propose an extended, longer mall from University Avenue, through Library Mall, to Lake Mendota. The Lower Campus development plan, as envisioned by the UW Foundation executive William J. Hagenah modified the overall design of Library Mall in the 1940s, reincorporating the diagonal paths proposed by Simonds in 1900. He also proposed the central fountain and provided funding for Library Mall's development according to Longenecker's plans. Hagenah, a 1905 graduate of the University of Wisconsin, had maintained contact with the university through E.B. Fred, who informed him about the State Street Pedestrian Mall and Murray Mall projects. Today, these projects along with

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<sup>9</sup> National Register Bulletin 16A.

<sup>10</sup> Regents' Board Minutes, April 18, 1900, Vol. E, p. 373

current planning continue to draw on the principles set forth in Peabody's, Hagenah's, and Longenecker's plans.<sup>11</sup>

By 1952, landscape architect G.W. Longenecker developed a series of planting plans for a permanent vegetation scheme. His plans reintroduced the diagonal paths, overlaid with trees, shrubs, flowers, and a central fountain. Longenecker's planting plans provided the first formal recommendations for the mall's horticultural development, demonstrating his expertise in orchestrating year-round interest by taking advantage of each species' seasonal characteristics. His design implicitly incorporated many of the details that the regents had first envisioned in 1900. A portion of the vegetation indicated in Simonds' plan was implemented beginning in 1900. However, the regents preferred a more elaborate setting for the mall. Newspaper articles reported that they were considering diagonal paths across the mall with a central focal point.<sup>12</sup> This idea grew more elaborate over the next few years, and their 1904 plans called for diagonal paths, a fountain, trees, shrubs, and flowers.<sup>13</sup> These features were not implemented, though, due to a conflict of interests between the regents and students.

Periods of Significance:

- 1900-1906: O.C. Simonds
- 1921-1945: Peabody's and Hagenah's Plans
- 1952-1958: G. William Longenecker

Cultural Landscape Type:

Historic Designed Landscape

Current and Historic Use/Function:

Social events (fraternity games and class rushes); athletics (early university athletic games were held on site before the university purchased Camp Randall, however, students continued to play baseball and football there afterwards); political, academic, and social functions (use as a public forum and temporary location of Quonset huts); military drill practice; horticultural garden; pedestrian circulation; and general recreation.

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<sup>11</sup> University of Wisconsin—Madison, *Campus Master Plan Technical Report*. Madison: University of Wisconsin Press, 1996; *Wisconsin State Journal*, "UW Unveils Campus Development Plan," 26 November 1996 (UW Archives, Subject File: "Campus Planning and Development Originals"); *Wisconsin State Journal*, "UW Unveils Proposal to Transform Part of Campus," 7 November 2003 (UW Archives, Subject File: "Campus Gateway"); *Capital Times*, "Wiley's Vision Unveiled Today, Takes 15 Years, Many Millions," No Date (UW Archives, Subject File: "Campus Gateway")

<sup>12</sup> *The Daily Cardinal*, "Plans for Campus," 27 March 1900: 1 (UW Archives, Wisconsin Index File)

<sup>13</sup> See page 11 for plans as described in, *The Daily Cardinal*, "Campus Will be a Flower Garden," 30 April 1904: 1, 4 (UW Archives, Wisconsin Index File).

## LANDSCAPE HISTORY

### Introduction

Library Mall is a historic designed landscape that has supported a wide variety of activities and is, like Bascom Mall, an integral part of the image of the University of Wisconsin-Madison campus. Due to its high use and visibility, changes to the physical appearance and use of Library Mall have given rise to controversy over the years.

In the 1880s, the area just east of Bascom Hill, was largely undeveloped. In the 1920s, local citizens reminisced about how this area had once contained an oak grove with ferns and flowers in the 1860s; some also recalled that by the 1880s, it appeared as an open lot containing weeds and scrub oaks.<sup>14</sup> Before the university purchased land parcels in this area people commonly enjoyed picnics here.<sup>15</sup>

In 1891, *The Aegis* reported: “The Lower Campus has just been added to the University property, the last lot having been secured in 1889. Some portions of this property, however, have belonged to the institution for some years.”<sup>16</sup> College Hill (now known as Bascom Mall) was commonly referred to as “Upper Campus,” while the area just below was known as “Lower Campus.”

### 1889-1900: Athletic and Social Space

The regents originally purchased Lower Campus for athletic purposes; accordingly, a running course was laid out in 1889, though it did not fully encircle the grounds.<sup>17</sup> Due to notorious flooding, the regents directed that the eastern portion be raised in 1894, believing that this would make the grounds more suitable for athletic practices. Construction activities from elsewhere on campus generated the necessary fill material.<sup>18</sup> In 1895, the regents authorized a sidewalk along the eastern edge connecting State Street and Langdon Street. At the same time, they resolved to build a fence and cinder track on Lower Campus.<sup>19</sup> The sidewalk was present in 1898 and the fence and cinder track appears in a photograph labeled “about 1890” (figure 4).<sup>20</sup>

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<sup>14</sup> *Capital Times*, 13 April 1922, Custer Files Madison: Wisconsin Historical Society; *Capital Times*, 27 March 1922, Custer Files, Madison: Wisconsin Historical Society

<sup>15</sup> *Ibid.*, 16 June 1924, Custer Files, Madison: Wisconsin Historical Society; *Capital Times*, 13 April 1922, Custer Files, Madison: Wisconsin Historical Society; *Capital Times*, 27 March 1922, Custer Files, Madison: Wisconsin Historical Society

<sup>16</sup> *The Aegis*, 13 March 1891

<sup>17</sup> *Wisconsin State Journal*, 3 September 1889, Custer Files, Madison: Wisconsin Historical Society. This article reports, “The state is to be congratulated on owning such superb grounds for athletic and military purposes.” *Wisconsin State Journal*, 1 November 1899 announced that a track had been constructed. Custer Files, Madison: Wisconsin Historical Society)

<sup>18</sup> The above plans regarding fill were described in, *The Daily Cardinal*, “Changes on Campus,” 4 June 1894: 4.

<sup>19</sup> Regents’ Board Minutes, April 16, 1895, Vol. D, p. 320; Regents’ Executive Minutes, April 2, 1895, Vol. B, p. 446.

<sup>20</sup> *The Daily Cardinal*, “Map of a Portion of the Grounds of the University of Wisconsin Showing Location of Buildings,” 27 January 1898: 2

Library Mall quickly developed into a social center during the late nineteenth- and early twentieth-centuries. Before the university provided on-campus housing, many students lived along Langdon Street, University Avenue, and Dayton Street.<sup>21</sup> With the primary academic nucleus of the campus located on Bascom Hill, along with the scenic beauty and accessibility of the lakeshore, students naturally congregated on the Upper Campus (Bascom Hill) and Lower Campus (Library Mall). Following this trend, other facilities to support campus life were constructed on the Lower Campus, including the U.W. Armory and Gymnasium (Red Gym), the Memorial Union, student libraries, and chapels.

### **1895-1900: Planning for the Wisconsin Historical Society**

Concurrently, other plans to improve the Lower Campus became necessary. On April 29, 1895, the Wisconsin State Legislature passed Chapter 298, which acknowledged the transfer of lots 1, 2, 3, 4, 21, 22, 23, and 24 to the Wisconsin Historical Society. When the officers of the Wisconsin Historical Society and the regents agreed on the building's location (agreement was reached by 1895; exact date unknown), they believed that Lower Campus should provide a proper, park-like setting for the building. By 1900, the building construction was completed (figure 5). The Wisconsin Historical Society held a grand opening ceremony on October 19, 1900.<sup>22</sup>

*Daily Cardinal* articles from early 1895 suggest that students were initially excited about the new building.<sup>23</sup> Several editorials welcomed the improved library facilities to campus and favored its convenient location. Some expressed how beautiful the architecture was, however, others anticipated its formality would destroy the picturesque nature of campus. This sentiment about the building's relation to campus provided meaningful insight into future planning controversies.

### **1900-1901: Early Design Concepts and Opposition**

Conflicts over landscaping the mall began to appear in the *Daily Cardinal* by March of 1900, apparently in response to landscaping planned in conjunction with the new Wisconsin Historical Society building. An article in the *Daily Cardinal*, titled "Plans for Campus: To Make Suitable Surroundings for Library," noted that: "Prompted by the idea that a magnificent library building and a low muddy campus were not in keeping with each other, the regents decided upon the plan of raising the campus with the dirt taken from the excavation of the upper campus." The design entailed "gravel paths leading across the field from corner to corner, and probably one also from the center to the front of the Library building...In the center of the paths a large circular space will be graveled,

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<sup>21</sup> David V. Mollenhoff. *Madison: A History of the Formative Years*. Second Edition. (Dubuque: Kendall/Hunt Publishing Company, 2003), p. 336.

<sup>22</sup> Jim Feldman, *Buildings of the University of Wisconsin* (Madison: The University Archives, 1997), p. 78.

<sup>23</sup> Students published several articles in the *Daily Cardinal* between April 18 and May 28 of 1895 about the new facilities.



and in this space, bon-fires may be built and cannons fired to celebrate victories.”<sup>24</sup> The proposed design appears in a 1907 illustration (figure 6).

Students, however, were less concerned with the image of the campus than with the student experience of the space. In an article published a day prior to the campus plan, one student argued that the Lower Campus could not possibly be used in a worse way than in the creation of a park. Social events traditionally occurring on the mall, such as athletic games, celebrations, fraternity events, and general recreation, provided convenient access to the lake, student residences, and classes on the hill. Moving these activities to Camp Randall would be so inconvenient that it would kill the present spirit of campus life, the student contended. Furthermore, the student claimed that creating a park on Lower Campus is merely “an experiment in landscape gardening (that should be) located to the Upper Campus where it belongs.”<sup>25</sup> Plans to re-landscape the mall did address student concerns by permitting bonfires and military drills to continue on site, but this did not lessen student hostility to the proposed design.

On April 17, 1900, the regents appeared to be making an attempt to accommodate both points of view:

Resolved that the grounds east of the Library building be used as a campus for drilling, baseball, and other athletic sports, provided that the soil or grass shall not be injured or destroyed for football or cinder track purposes, and provided that a suitable approach may be made to the Library building that shall not interfere with the use herein proposed.

The following resolution, introduced by President Noyes, was adopted:

Resolved: That the Executive Committee employ a competent landscape engineer to lay out a drive-way in front of the new library building, and to lay out the campus in front of the building, also to make suggestion for drives and ornamentation of the grounds of the University, and the location of buildings hereafter to be constructed thereon, and to perform such other services as the Committee may require for beautifying the grounds and that there be appropriated a sum not exceeding \$500 therefore; and for carrying out the recommendations of the said engineer.<sup>26</sup>

At approximately the same time, the Board of Visitors rejected the idea of sports and recreational use of the mall, instead advocating a grand design based on the principles of the “City Beautiful” movement inspired by the 1893 World’s Columbian Exposition in Chicago. In their report to the regents for 1900-1901 the Board of Visitors gave their opinion:

We are glad to note that the services of a landscape artist have now been secured, and it is hoped that he may be given large liberty in his work.... The style of architecture

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<sup>24</sup> *The Daily Cardinal*, “Plans for Campus,” 27 March 1900: 1 (UW Archives, Wisconsin Index File)

<sup>25</sup> *The Daily Cardinal*, “Communication,” 26 March 1900: 1 (UW Archives, Wisconsin Index File)

<sup>26</sup> Regents’ Board Minutes, April 17, 1900 Vol. E, p. 323

as well as the arrangement of grounds and location of buildings should be part of the general campus plan. The most wonderful thing at the Columbian Exposition was the harmony between buildings, and between grounds and buildings. Nothing like it was ever seen before. It was the product of the genius of Frederick Law Olmsted. Such a plan should be secured for the University of Wisconsin. This out of doors art is a most important part of education. It will have a profound effect upon students.

It is the opinion of this committee that such buildings as the Historical Library and Gymnasium, costing nearly a million dollars, should not be made to front a ball ground, but should have the finest setting that can be given them in the way of landscape art. The lower campus is the first that meets the eye of the visitor and it is unfortunate to have this as judged by the past, the most poorly kept of any part of the University grounds...Landscape art has produced the greatest artists in America. It has all the dignity and value of architecture and when properly combined with it, will bring a larger return for a given expenditure than can be secured in any other way.<sup>27</sup>

The debate over Library Mall's appearance and management, however, would not be so easily resolved.

### **1900-1906: Simonds' Influence**

Beginning in 1900, noted landscape gardener O.C. Simonds made sketches of the general university grounds that showed the beginnings of a plan to resolve the impasse. By June of 1900, Simonds submitted these to architect J.T.W. Jennings. The Report of the Board of Visitors, 1901-02, states:

It is the understanding of this Board that Mr. Simonds of Chicago, a landscape architect, has suggested a plan by which the ground could still be used for football practice at certain seasons of the year and yet be screened by shrubbery and beautified. It is respectfully suggested that if such improvements can be made it will add to the attractiveness of the University grounds.<sup>28</sup>

At the time, Wisconsin Historical Society director Reuben Thwaites wrote to E.F. Riley, secretary to the regents, stating that April was the best time to plant.<sup>29</sup> Thwaites intended to plant two trees from Simonds' plan on the Wisconsin Historical Society's property; he also asked if he could plant two trees on the university's property. At the bottom of his letter, Thwaites included a quick sketch of Simonds' plan for the entrance area, including an arching "roadway" (figure 7). The constructed roadway can be seen in (figure 8). The two historical society elm trees are clearly visible on the west side of the entry drive in a 1904 photograph (figure 9).

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<sup>27</sup> *Report of the Board of Visitors, 1900-1901*, "Report of the Sub-Committee on Grounds and Buildings, Including Libraries and Museums," p. 36-37.

<sup>28</sup> *Ibid.*, p. 56.

<sup>29</sup> Reuben Thwaites was the Secretary and Superintendent at the Wisconsin Historical Society; E.F. Riley was secretary to the University of Wisconsin Board of Regents.

The regents discussed these plans and an accompanying letter from Simonds at their board meeting on September 18, 1900. Simonds' sketch of the Lower Campus was exhibited, and the following resolution was adopted:

Resolved, that the Board of Commissioners, for the building of the State Historical Library Building, be given the right to control a driveway in front of the library building in accordance with the plans submitted by Mr. Simonds, and under the direction of the Executive Committee; such driveway to be constructed and maintained by the State Historical Society without expense to the University, provided that the Board of Regents reserves the right to cancel this license at any time.<sup>30</sup>

Shortly afterwards, Simonds completed a campus concept plan in 1906 (figure 10). The Biennial Report of the Board of Regents for 1904-5 and 1905-6 described this plan and Simonds' ongoing involvement to this point:

Several years ago when the late Dr. Adams was president of the University, an arrangement was made with O.C. Simonds, a well-known landscape gardener of Chicago, for a report upon a plan for the improvement of the roads and grounds. This work was begun but Dr. Adams was taken ill and the report was never rendered. The regents requested Mr. Simonds to complete his study and render a report. This he has done and his report gives a complete plan for the improvement of the grounds...Professor E.P. Sandsten has been appointed to this place [superintendent of roads and grounds]. Already he has begun the execution of the plan of Mr. Simonds. The grading, making of the lawn, and planting about the new Chemical Laboratory have been completed. A large amount of shrubbery has been planted at a number of places to hide unsightly features and cut off unnecessary pathways. Fences have been erected at several places on campus to prevent such pathways. A large number of elm and ash trees have been planted on the main campus and in the wood lot. All this work is carried on under the general plan furnished by Mr. Simonds.<sup>31</sup>

Simonds' final plan suggested future building locations and illustrated a broadened concept for landscaping the grounds. He preserved several key open spaces on campus, including Henry Mall, Bascom Mall, and Library Mall. After completing this plan, Simonds' work with the university ended. Simonds' influence on the Lower Campus landscape is shown in the Period Plan 1900-1906 (figure 11).

### **1902-1946: Continued Conflicts and Student Use**

Conflicts over management of Library Mall were still occurring in 1902. The regents frequently received complaints about flying baseballs that hit pedestrians on their way into the Wisconsin Historical Society building and broke windows, and the disturbances caused by loud, frequent cheering. Members of the Wisconsin Historical Society submitted a formal letter stating their objection to these occurrences on the mall. As a result, the regents suggested installing backstops and screens, and then referred the

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<sup>30</sup> Regents' Board Minutes, April 18, 1900, Vol. E, p. 373.

<sup>31</sup> *Biennial Report of the Board of Regents, 1904-5 and 1905-6*, "Improvement of Grounds", p. 20-21.

situation to the Athletics Committee.<sup>32</sup> Playing baseball on the mall continued to occur for many decades. A 1938 era humorous campus cartoon shows baseball players enjoying a game on the mall (figure 12).

In 1904, plans to decorate the Lower Campus for Jubilee Week created further tension. At the same time, the Board of Visitors strongly urged that permanent improvements be instituted on Lower Campus. Their 1904 report expressed their frustration with its condition:

This campus is the most conspicuous example presented by the university of disregard for good order and fitness in the use of grounds. The location of the historical building was accepted by the officers of the society on the agreement often repeated that the proper setting should be given the building by putting the lower campus in order as a park. When a resolution of the Board of Regents was asked for, the president of the University requested that the attention of the public should not be called to the matter by such a resolution, but that it was well understood that the lower campus should be converted into a space that could be planted in its border and covered with turf. This understanding has been persistently ignored, and one of the noblest buildings in the country is the background of an alternating dust heap and mud hole.

The Jubilee Decoration Committee worked with contractors from Chicago to devise at least two alternatives. The first would create a Court of Honor on Lower Campus, but was too costly to implement.<sup>33</sup> The second plan shared similar elements with the concept from 1900:

Down the center of the campus will extend a broad promenade: this being intersected by another crossing the campus to the gymnasium and by narrower diagonal walks. The intervening spaces will be transformed into a lawn with flowers and shrubbery. In the center will be erected a large fountain constructed of boulders.<sup>34</sup>

However, students were still opposed to the “improvements.” The *Daily Cardinal* printed several students’ responses, including: “We ought to show our visitors Wisconsin as it is, not as it can be made;” “There seems to be a good deal of objection to the idea and it was tried unsuccessfully a couple of years ago;” and “I hate to see the campus spoiled for use simply for the purpose of devoting it to pretty things.”<sup>35</sup> Students became so upset that they constructed a protest on the mall. On the morning of April 30, 1904, Lower Campus was decorated with sticks and rags symbolizing trees, signs stating, “To the Park,” and, “Keep off the Grass,” and bricks were arranged to spell criticisms of the plan. In response, the regents offered to make these improvements on a temporarily basis for

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<sup>32</sup> Regents’ Board Minutes, April 15, 1902, Vol. E, p. 510; *Wisconsin State Journal*, “Screen Adorns Lower Campus,” 19 May 1902, Custer Files, Madison: Wisconsin Historical Society

<sup>33</sup> *The Daily Cardinal*, “Convert Campus into a Garden,” 28 April 1904: 1 (UW Archives, Wisconsin Index File)

<sup>34</sup> *Ibid.*, “Campus Will be a Flower Garden,” 30 April 1904: 1, 4 (UW Archives, Wisconsin Index File)

<sup>35</sup> Eben Minahan, E.S. Jordan, and C.H. Gaffin, respectively. *The Daily Cardinal*, “Campus Will be a Flower Garden,” 30 April 1904: 1, 4 (UW Archives, Memorial Library Facilities, Wisconsin Index File) This article includes additional responses. The above quotes represent common thoughts among interviewees.

Jubilee Week, and then to return the grounds to their previous condition afterwards. However, the strong and continued objections from students led all plans to be dropped by May 7<sup>th</sup>.<sup>36</sup>

Students retained their right to use Lower Campus for athletics and social events until Quonset huts were installed in 1946. Students particularly enjoyed playing the “Bag Rush” played by freshmen and sophomores (figure 13). By tradition, the field on the freshmen side was flooded every year to make their competition more difficult. From the 1910s through the 1940s, the mall continued to host fraternity baseball, softball, and football games. Throughout the 1920s, performances and class rushes occurred in front of the Wisconsin Historical Society. In the winter, Library Mall was often flooded for hockey games and ice skating (figure 14). In the meantime, the regents and the Board of Visitors continued to plan for improvements.

### **1908-1925: Master Planning Generates New Concepts**

Following Simonds’ work with the university in the early 1900s, the regents appointed an Architectural Commission on October 17, 1906 to report on the “Future Constructional Development of the University.”<sup>37</sup> A few months prior, on April 17, 1906, campus architect Arthur Peabody requested funds to travel east and consult with Warren Laird.<sup>38</sup> On April 28<sup>th</sup>, President Charles Van Hise wrote to Peabody reminding him to bring Simonds’ general plat of the grounds.<sup>39</sup> It is possible that the commission used Simonds’ plan as a base map when creating their design.

In 1908, the Architectural Commission of Arthur Peabody, Warren Laird, and Paul Cret completed “The General Plan for the Future Constructional Development of the University of Wisconsin” (figure 15). The plan was the first comprehensive proposal to take future growth and development of the university into account, and its aesthetics followed those of the City Beautiful Movement. Regarding Lower Campus, the plan called for two formal malls, one on either side of State Street, and displayed converging diagonal lines directed at the capitol. Each mall included a circular feature at its center. Though the 1908 plan had great influence on the campus’ academic organization, its aesthetic principles were only partially carried out. The specific design conceived for Library Mall highly contrasts with other plans as well as its current appearance. No documentation indicating efforts to implement the Library Mall concepts from the 1908 plan have been located.

Due to the continued growth of the campus, the regents requested that Peabody update earlier plans for Lower Campus in the 1920s. In 1926, Peabody identified Lower Campus as a premium site for development and proposed a new concept that would be carried down to the present day: a linear, north-south mall extending from University Avenue

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<sup>36</sup> *The Daily Cardinal*, “Abandon Plans for Decoration,” 7 May 1904: 1 (UW Archives, Wisconsin Index File).

<sup>37</sup> Correspondence: Warren Laird to President Van Hise. UW Archives: Series 4/10/1, Box. 6, folder 82. A letter written by Warren Laird states the date of his appointment with Mr. Peabody and Mr. Cret.

<sup>38</sup> Regents’ Board Minutes, April 17, 1906, Vol. F, p. 400.

<sup>39</sup> Correspondence: C.R. Van Hise to Mr. Peabody (April 28, 1906). UW Archives: Series 24/8/10, Box 2.

through Murray Street and Library Mall to Lake Mendota. He also proposed closing State Street between Lake Street and North Park Street (figure 16):

The street car track is turned south into Lake Street and thence into University Avenue. This design leaves the street car service in an advantageous condition. It obviates the continual crossing of the tracks by students....It provides an open plaza or lower campus about three times the size of the present.<sup>40</sup>

Although a continuous axis would extend from University Avenue to Lake Mendota, the entire area would not be the same width, nor landscaped continuously. Specific to Peabody's plan, four grassy sectors would be created, which appeared to be lined with shrubs. Two square sectors were planned in the center at a width of 400 feet each (the northern one being Library Mall), and two rectangular sectors were planned at the far north and far south measuring 250 feet by 400 feet.<sup>41</sup> Tall, columnar plants stood at their junction. Buildings also lined the mall along its eastern and western edges, with a new Finance Building opposite the Wisconsin Historical Society building, instead of a library. Peabody did plan for a separate "University Library," which was identical in appearance to the "Historical Library," but he located it across State Street, orientated east, like the Wisconsin Historical Society building. He also proposed Memorial Union, which was the first building to be erected accordingly.

In 1928, the regents instructed a committee to report on the desirability of implementing Peabody's plan. However, no action was taken on this matter.<sup>42</sup>

### **1940s: The Hagenah Plan**

In 1945, William J. Hagenah produced a plan for Lower Campus (figure 17). The Hagenah plan was similar in formality to the 1908 plan by Laird and Cret, but included the new mall concept from Peabody's 1926 design. Hagenah, a 1905 graduate of the University of Wisconsin with a law degree, had generously supported the university since his graduation. His plan for the mall developed a similar north-south axis to the lake at an even grander scale than before. He situated Memorial Library opposite the Wisconsin Historical Society building, and revived circulation patterns from ca. 1900. Hagenah used these paths as a strong design feature that he repeated throughout the elongated space. The regents accepted Hagenah's proposal to extend the mall north to Lake Mendota, and also stated that parking would continue there until the plan was implemented.<sup>43</sup>

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<sup>40</sup> "Addendum to Comment of the State Architect Upon the Proposed Locations of Buildings about the Lower Campus of the University of Wisconsin." UW Archives: Series 24/1/1, Box 12.

<sup>41</sup> Formal dimensions provided in, Wisconsin State Journal, "Plan Buildings in Harmony with Unified Campus Program," 4 March 1926; ("Campus Planning" Subject File, UW Archives; *Wisconsin State Journal*, "Lower Campus Development Good Argument for Extending Avenue," 7 March 1926 (referenced in "Campus Planning" Subject File, UW Archives).

<sup>42</sup> Regents' Board Minutes, March 6, 1929, Vol. M, p. 100, 101.

<sup>43</sup> Ibid., September 8, 1956, p. 13.

## 1949-1953: Memorial Library Completes the Mall

From 1946 until 1954, seven Quonset huts were erected on the mall to accommodate a greatly increased post-war student population (figure 18). Six of these structures provided additional classroom space, while a larger structure served as storage for the library.<sup>44</sup> The presence of the buildings eliminated athletic use of the mall. The eastern side of the mall served as a parking lot. As enrollment increased, expanded library facilities became a necessity. By 1949, the situation had become urgent as space originally designed for 1,800 was serving 18,000.<sup>45</sup> The university commissioned State Architect Roger Kirchoff to design Memorial Library. Though its design is undeniably modern, he organized the fenestration pattern to mirror the façade of the Wisconsin Historical Society building (figure 19).<sup>46</sup> Planning for the new library began in 1949 and books were transferred to the new building in 1953. Memorial Library and the Wisconsin Historical Society building provided structures of similar mass at the eastern and western boundaries of the mall. Their similar height and width defined a rectilinear three-dimensional space and provided significant motivation to implement a formal landscape design.

## 1952-1958: Longenecker's Influence

G.W. Longenecker began study models for Library Mall in 1952, which the regents had secured funding for by August 1954.<sup>47</sup> Again, students resisted these changes. In December of 1954, the Figure Skating Club wrote to the regents requesting an outdoor skating rink for the site.<sup>48</sup> The students even offered to spend their Christmas break constructing it, but the regents denied the request. The question of developing a parking lot on the mall site was also considered, but this caused an even greater controversy, and a designed landscape won in the end.<sup>49</sup>

Longenecker's model studies considered a variety of options for the mall. His final planting plan, from 1956, enhanced the traditional circulation patterns (from 1900) with vegetation and a central fountain (figure 20). In 1956, William Hagenah provided \$16,500 for the mall's development.<sup>50</sup> He also wrote the inscription for the fountain, built in 1958, which reads: "Teachers and books are the springs from which flow the waters of knowledge."<sup>51</sup>

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<sup>44</sup> *Capital Times*, "U.W. Mall between Libraries to be Horticultural Wonderland," 18 June 1956 ("Library Mall" Subject File, UW Archives).

<sup>45</sup> Feldman, Jim. *The Buildings of the University of Wisconsin*. (Madison: Wisconsin Historical Society Press, 1997), 266.

<sup>46</sup> Feldman, 266.

<sup>47</sup> *The Daily Cardinal*, "Old Quonset Area to be Landscaped as Mall with Pool," 10 August 1954: 1, 7 (UW Archives, Wisconsin Index File).

<sup>48</sup> *Ibid.*, "Decision Not to Build Skating Rink between Libraries is Final," 1 December 1954: 1 (UW Archives, Wisconsin Index File).

<sup>49</sup> *Capital Times*, "U.W. Mall between Libraries to be Horticultural Wonderland," 18 June 1956 ("Library Mall" Subject File, UW Archives).

<sup>50</sup> Regents' Board Minutes, January 7, 1956, Vol. A, p. 6.

<sup>51</sup> Memo, written by E.B. Fred (not dated), located in Series 4/16/4, Box 34 at UW Archives. This memo notes the changes occurring on campus and states that the inscription on the new fountain was by Mr. Hagenah.



Unfortunately, the fountain became the center of relentless criticism, its main flaw a poor waterline connection that created a weak spray of water (figure 21). Descriptions of the fountain stated it was “a piddling puddle” coming from “a low central shaft shaped somewhat like a mushroom.” Jerome North wrote in *The Capital Times* that it was not only a poor design element, but that it shamed the university’s image given its location. Further complaints resulted in plans to modify it in 1959 before the following spring (figure 22).<sup>52</sup> This design gave way in 2006 to yet another spray design modification. This most recent spray pattern is intended to conserve water. Up until the 1970s the fountain used water pumped directly from Lake Mendota, however, water is currently piped from city wells and passes once through the fountain before entering a drain.

Before committing to the traditional pathways, Longenecker initiated a study of “student walking habits...to determine the best arrangement of sidewalks.”<sup>53</sup> The chosen arrangement is strikingly similar to Hagenah’s plan of 1940 and to the Simonds plan endorsed by the regents in 1900. A planting plan prepared by Longenecker and dated 1956 includes the diagonal paths. The paths were implemented before the end of 1956 and much of Longenecker’s specified vegetation was in place by 1958 (figure 23). By the 1950s, active recreation no longer occurred on the mall. Longenecker’s influence on the Library Mall landscape is shown in the Period Plan 1955-58 (figure 24).

### **1970-present: State Street Pedestrian Mall & Murray-Library-Union (MLU) Place**

In the early 1970s, Library Mall was embroiled in another controversy when the regents banned unlicensed peddlers from the Library Mall area. Unlicensed peddlers began appearing in increasing numbers selling unapproved items such as underground newspapers. In September 1970, the *Daily Cardinal* reported that “the mall, which is between Langdon Street and State Street, hosts so many peddlers that on a warm afternoon it takes on the flavor of a bazaar.”<sup>54</sup> The police also filed numerous complaints about illegal selling in the area, and as a result, arrests were made, with two resulting in criminal charges. However, the judge in the case issued a restraining order against the regents for “inhibiting free expression.”<sup>55</sup> Now, not only students but the general community retained a right to exercise their views on the mall and to choose what type of activities occurred there.

During this era, many planning activities for this campus area continued to reference Peabody’s 1926 concept (and, similarly, Hagenah’s 1945 concept). In 1959, planners proposed an extended mall to reach the southeast dormitories on Johnson Street.<sup>56</sup> The

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<sup>52</sup> *Capital Times*, “Some Remarks on U.W. Fountain and What it Signifies,” 2 July 1958 (UW Archives, Subject File: “Library Mall”).

<sup>53</sup> Ibid., “U.W. Mall between Libraries to be Horticultural Wonderland,” 18 June 1956 (“Library Mall” Subject File, UW Archives, Memorial Library Facilities.)

<sup>54</sup> *The Daily Cardinal*, “Mall Off Limits for Unlicensed Local Peddlers”, 22 September 1970: 4 (UW Archives, Wisconsin Index File).

<sup>55</sup> Ibid., “Restraining Order Issued Against U’s Prosecution of Mall Peddlers”, 24 November 1970: 1 (UW Archives, Wisconsin Index File).

<sup>56</sup> Ibid., “Regents Approve \$20 Million Plan for Library Area”, 17 November 1959: 1, 8 (UW Archives, Wisconsin Index File).

Murray Mall Project (1960s) incorporated symmetrical evergreen plantings that emphasized the mall's geometry and the larger axis running through it (figure 25). It also planned to link major destinations in the area with a series of designed open spaces. In the 1970s, planning activities formally situated Library Mall within a cross-shaped urban space. The proposed Murray Mall Project and State Street Pedestrian Mall created the two axes. A Campus Pedestrian Report (c. 1970s) described this area as the "Murray-Library-Union (MLU) Place":

The proposed MLU Place extends like a cross linking Bascom Hill with State Street on an east-west line and the Dormitories and the Lake on the north-south axis. The central focus, junction of State and Murray, broadens out to a 700' x 300' space. The main enclosure of this space is contained to the west by the State Historical Society (neoclassic) and the Humanities Building (post modernist) and the Student Union (mixed period). The east is the Old Armory (burned Scottish Baronial [sic]), Memorial Library (1930 obscure), Lutheran University Chapel (post medieval), and delightful [handwritten in the margin is "McDonalds?"]. To the south on either side of the Murray Street axis is the Elvehjem Art Center (post modernist) and the Administration Building (international modern). Centrally located to the southwest is the University Presbyterian Church Center (neo medieval American gothic)...

The fundamental idea of the proposed MLU Place would be the design of a pedestrian dominant space with the total elimination of vehicular traffic from State Street between Park and Lake Streets and also from Murray Street. A partial bridging of Langdon Street allows car access to the upper end of Langdon Street.

MLU Place would become a symbolic doorway located at the foot of State Street linking the University and the City. The State Street Mall development would have a fitting terminal climax. In essence, the MLU Place would provide a revitalized high intensity pedestrian 'heart space' for the expanding campus.

The following study, with texts, plans, sections and sketches, shows one approach illustrating the potential of this campus is to become a magnificent urban open space—a veritable Piazza San Marco of the Midwest.<sup>57</sup>

Since pedestrian traffic was intense in this area, the report proposed mostly hardscape for Library Mall and MLU Place. It also criticized the obstructed view to Lake Mendota:

The view north from State Street linking the Library Mall and Union to the unique campus setting of Lake Mendota provides the walking observer with a series of visual embarrassments. A glance through the milling crowds of pedestrians on the way to the Union exposes first the sunken traffic gorge of Langdon Street once lined with dismembered street trees, edges with parked cars and rows of motorcycles. A tangle of parked bicycles sits closely behind and following in mid distance sits a ragged, scruffy parking lot adjacent to the Union—all this is visual foreground pollution to the

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<sup>57</sup> Planning Report, c. 1970, undated and untitled. UW Archives, Subject File: "Campus Planning—1970's."

enchanting view of Lake Mendota with its boats and yachts in the distance. The whole scene presents a fitting challenge to any savoir of the environment.<sup>58</sup>

As a solution, the report proposed removing the parking lot, building vertical structures in place of the Armory and Gymnasium, and creating a tall, streaming jet of water on Lake Mendota (figure 26). It stated that the doorway at State, Park, Murray, and Lake Streets “should be marked as a significant focus with trees, fountains and sculpture.” The design for Library Mall was radically different from past and present appearances and concepts; details included the construction of broader, curved steps at the Wisconsin Historical Society building, the planting of a grove of trees within the central mall space and a reworking of the façade of Memorial Library (figure 27).

The State Street Pedestrian Mall project moved forward during this same period, but not without significant public controversy as extensively chronicled in local newspapers.<sup>59</sup> Articles beginning in 1971 reported that merchants opposed the mall while students favored it. Merchants feared that closing State Street to vehicular traffic would dramatically decrease sales. The University Planning Department decided to experimentally close the 700 and 800 blocks to study its effects on traffic. The street was officially closed from August 1, 1971 through March 15, 1972. By March 1, no serious traffic problems had resulted. Following this study, the regents and city planners began discussing permanent changes to the area. An article in *The Capital Times* reported:

Long-range possibilities discussed at the meeting included terracing the lower portion of Bascom Hill and developing canopies of trees within a mall reaching from the lakefront near the Memorial Union to the new Humanities Building. A model provided by city planners showed another possibility: a pedestrian mall stretching up State Street from the campus to Gilman Street.<sup>60</sup>

Though no serious traffic problems occurred from the closing of State Street, debate still centered on how the corridor would be accessed. Some people preferred allowing bus traffic through State Street, while others wanted to see a complete transformation that removed the roadway altogether. Curiously, conflicts arose in the public opinion. It was soon discovered that students had conducted the surveys and altered their statistics. Throughout the 1970s, students continued to feel a strong sense of identity and ownership with the area; during this period, however, they favored the proposals to close the street instead of resisting them.

Proposals for user amenities along the new mall included the construction of a clock tower. This became a gift from the Class of 1923, for which the University Planning Department completed a design in 1977 and installed on Library Mall shortly thereafter (figure 28).

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<sup>58</sup> Ibid.

<sup>59</sup> UW Archives: “State Street Mall” subject file. The collection extends from 1971 through 1979. Many of the same concerns were republished from article to article.

<sup>60</sup> *Capital Times*, 1 March 1972. (UW Archives, Subject File: “State Street Mall”).

Early plans for State Street called for an exclusively pedestrian mall from Park Street to West Gorham and a partial mall for the remaining distance to the capitol. Charrette planning began in October 1973, where the public identified the character and activities of Maxwell Street Days as a positive vision. A young and very active participant in the process would become a Madison legend. Paul R. Soglin was an alderman on the Madison Common Council for several terms before being elected mayor in 1973. He served six terms as mayor. The city hired the New York landscape architecture and urban design firm of M. Paul Friedberg and Partners to develop a design for the mall.<sup>61</sup>

Due to progress on the State Street Pedestrian Mall, E.B. Fred wrote to William Hagenah in December 1974, explaining that plans similar to his 1945 concept were being implemented. However, a planning document issued one year later declared that Murray Mall would be implemented “in the most minimal way,” requiring no additional land or costing any extensive funds. In May 1975, the regents ended funding for the Murray Mall Project.

On July 29, 1975, construction began on the 700 and 800 blocks of State Street. Again, E.B. Fred contacted Hagenah regarding these activities. In a telephone conversation on September 12, 1975:

EBF expressed his appreciation to Mr. Hagenah for all the wonderful things Hagenah has done for the University of Wisconsin—making special mention of the Hagenah fountain on the lower campus. He said it appears now that Mr. Hagenah’s idea of having a “vista” on the lower campus looking toward Lake Mendota now appears to be a reality some time in what is hoped will be the not too distant future.<sup>62</sup>

A few days later, on September 16th, E.B. Fred wrote to Hagenah:

We are progressing slowly—keeping in mind your desire (as I mentioned in my letter to you of last winter) of some day having an open view from University Avenue looking north toward Lake Mendota in the area to the east of the Wisconsin Memorial Union. It is necessary, of course, to remove several “landmarks” in this area before such a “vista” can be provided. The “old red gym” is among those “landmarks.” The area between State Street and University Avenue—and the removal of certain properties there—is even more complicated.

There are some great changes going on in the lower State Street area. The Mall concept (with no vehicles at all) has been adopted and much of the work is under way. This should fit in with your Vista concept, as the whole 800 block of State Street has been converted to a grassed area with trees, etc. The Mall will extend far up State Street to join the Concourse, which is planned for the Capitol Square. Madison is changing!<sup>63</sup>

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<sup>61</sup> Friedberg is a fellow of the American Society of Landscape Architects. He founded M. Paul Friedberg and Partners in 1958.

<sup>62</sup> Telephone Conversation between William J. Hagenah and E.B. Fred (September 12, 1975). Notes on file at UW Archives: Series 4/16/4, Box 34.

<sup>63</sup> Correspondence from E.B. Fred to Bill (William J. Hagenah) (September 16, 1975). UW Archives: Series 4/16/4, Box 34.

The question of on-campus parking created complications that exist to this day, particularly as the number of cars continued to increase. Parking occurred temporarily on the mall between 1946 and 1954 while the Quonset huts were present. Longenecker had considered incorporating parking into his designs for the mall, but this idea led to considerable opposition. Later, in 1961, a plan indicated the possibility of underground parking at Library Mall.<sup>64</sup> From a campus planning perspective, the idea seemed to offer a logical solution to the parking problem. Students anticipated that underground parking would destroy an important public space, further congest the Lower Campus area, and cater to the “elite” who would park there for art exhibits and theatre performances. These plans were ultimately discarded.

Renewing the physical environment of campus became the focus in the 1990s. Beginning in 1994, the university developed a Comprehensive Master Plan to address “upgrading existing systems and accommodating new facilities” to create an “exciting and inviting campus environment.”<sup>65</sup> The two-year planning effort used a participatory approach that involved UW-Madison faculty, academic staff, and student, as well as neighborhood, municipal governments, and state representatives. A team of campus planning consultants led by Johnson, Johnson & Roy, Inc. (now JJR), were hired to lead the effort. The final plan was published in 1996.

The 1996 Master Plan identified a corridor on east campus as an important future open space. The corridor was identified as “Murray Mall” and a conceptual design for the north-south oriented pedestrian mall was presented (figure 29). The Murray Mall design included landscaped open spaces, sitting nooks, plazas, fountains, sculpture, and a variety of activity nodes. Among these sites was Library Mall, which the plan identified as a major destination along the corridor, increasing its visibility. The design for the mall eliminated the Hagenah fountain and reoriented the major pedestrian crossing of Langdon to the center of the overall mall. In addition, the space between the Memorial Union and the Armory and Gymnasium was to serve as a more pedestrian-oriented plaza; parking and service access were still included in the space, however. The name of the Murray Mall project was changed in 2002 to the “East Campus Pedestrian Mall” and the design concept was altered to retain the fountain. The new design also called for alterations to the base of Bascom Mall and the western portion of State Street Mall.

In 2004, the university confirmed its renewed commitment to physical planning by initiating efforts to update the campus Master Plan. A consulting team headed by Ayres Saint Gross of Baltimore, Maryland, was hired to lead the effort. The focus of the update is on four major themes: buildings, open space, transportation, and utilities. At the outset of the project, the project team outlined seven planning principles to guide the update.

These principles are: 1) taking advantage of a spectacular setting; 2) enhancing experience of place; 3) protecting the environment; 4) developing connections; 5) defining and addressing edges and boundaries; 6) addressing the regional community;

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<sup>64</sup>UW Archives: Wisconsin Index File. See items listed under the subject heading “Library Mall.”

<sup>65</sup> Ward, Chancellor David, 1996. A letter from the Chancellor in *Comprehensive Master Plan Summary Report*, University of Wisconsin-Madison.

and 7) serving the world beyond. Each of the principles is described in detail on the Master Plan project web site, and all are relevant to the consideration of cultural landscapes on campus. Two in particular relate directly to the Cultural Landscape Project. To enhance the experience of place on campus, the Master Plan web site states:

All campus open spaces and buildings should support the University's mission to provide "a learning environment in which faculty, staff and students can discover, examine critically, preserve and transmit the knowledge, wisdom and values that will help insure the survival of this and future generations, and improve the quality of life for all." Chief among our concerns is the acknowledgment that we are creating places for people to come together and share their learning experiences. These places should be designed foremost for the pedestrian, but with respect for the multiple uses and users that they must serve. The Campus Master Plan should promote a clear sense of place, respect the history and diversity of the University, and stimulate the academic and social growth of the University population. The plan should promote renovation, restoration and remodeling of existing facilities whenever possible and practical. The plan should commit to the historic preservation of key buildings and open spaces that make this place a unique learning environment.<sup>66</sup>

Principle number three, protection of the environment, also relates directly to the Cultural Landscape Project:

The university's support for the environment is found throughout its history from our early ties to John Muir and Aldo Leopold's land ethic to Jens Jenson, Alden Aust and G. William Longenecker who helped shape the grounds of our campus. The university continues to embrace this core value of protecting our environment through its academics, research, culture and physical environment. The Campus Master Plan must continue that tradition through the development of sustainable design guidelines, a commitment to protecting environmentally sensitive areas, and by reducing our physical impact on the land. We embody this environmental consciousness through our built environment, and design and care for the campus ecosystems in thoughtful and responsible ways so that no issue is considered in isolation.<sup>67</sup>

As the Master Plan Project and the Cultural Landscape Project progressed concurrently, the university staff and project teams shared information to better achieve their goals. The Cultural Landscape Project has identified key cultural elements within the campus landscape that need to be maintained and protected in the future. It has also provided an historical perspective of prior campus master plans and how they may shape future development. The design guidelines presented in the Master Plan rely heavily on recommendations made as part of the Cultural Landscape Project.<sup>68</sup>

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<sup>66</sup> University of Wisconsin-Madison Master Plan web site at [www.uc.wisc.edu/masterplan/principles.html](http://www.uc.wisc.edu/masterplan/principles.html)

<sup>67</sup> Ibid.

<sup>68</sup> Gary Brown, Director of Planning and Landscape Architecture, University of Wisconsin-Madison, 23 February 2005, personal communication with Brenda Williams.



**Figure 4: Lower Campus, circa 1890.** Photo caption: “Lower Campus from Science Hall, about 1890.” This view, eastward on Langdon, shows the athletic track in the open lawn space at the bottom of Bascom Hill.



**Figure 5: State Historical Library, circa 1900.**



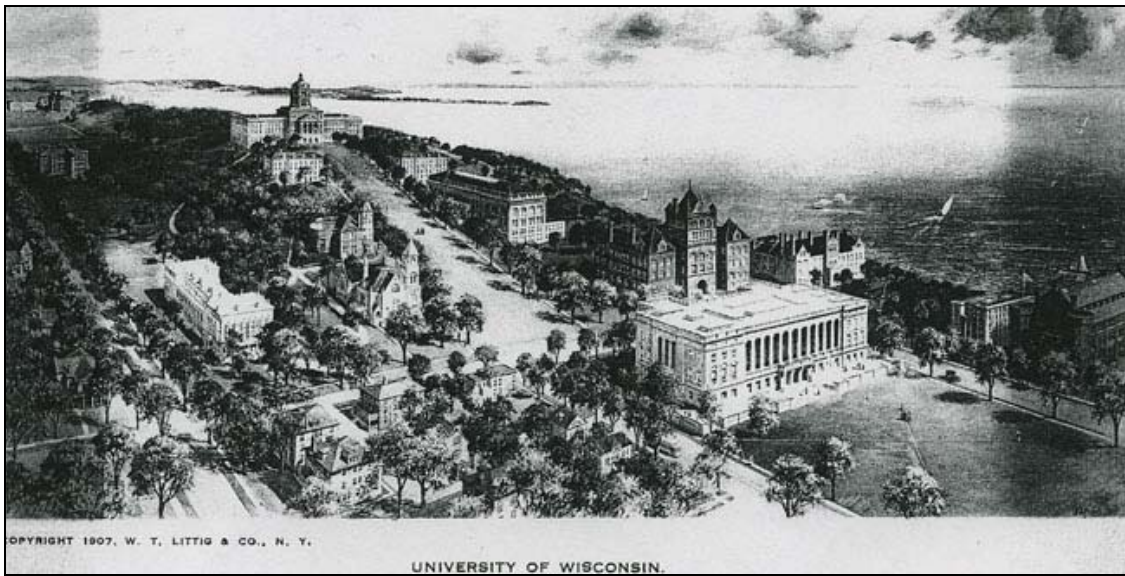


Figure 6: Campus illustration, 1907. Note the radial path concept for Lower Campus on east side of State Historical Society building.

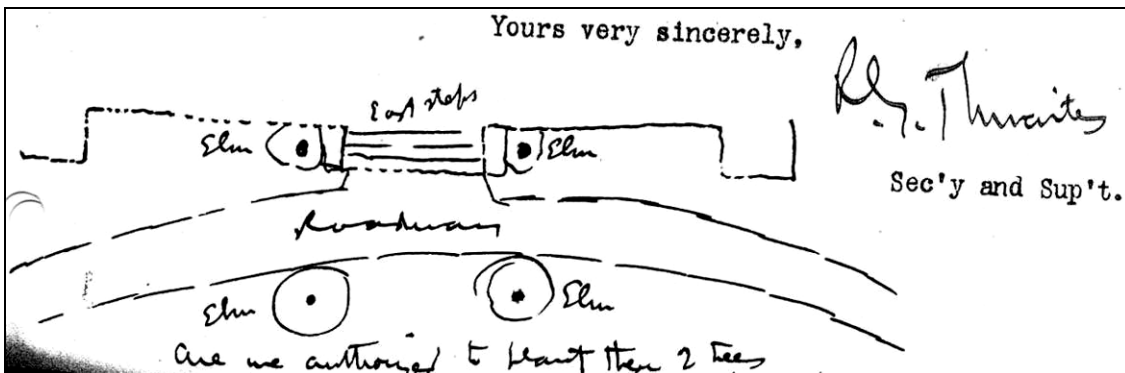
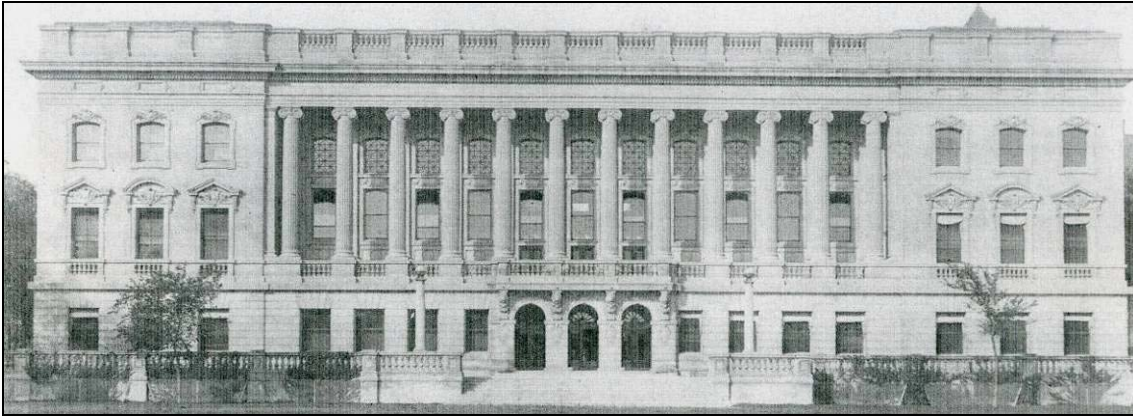


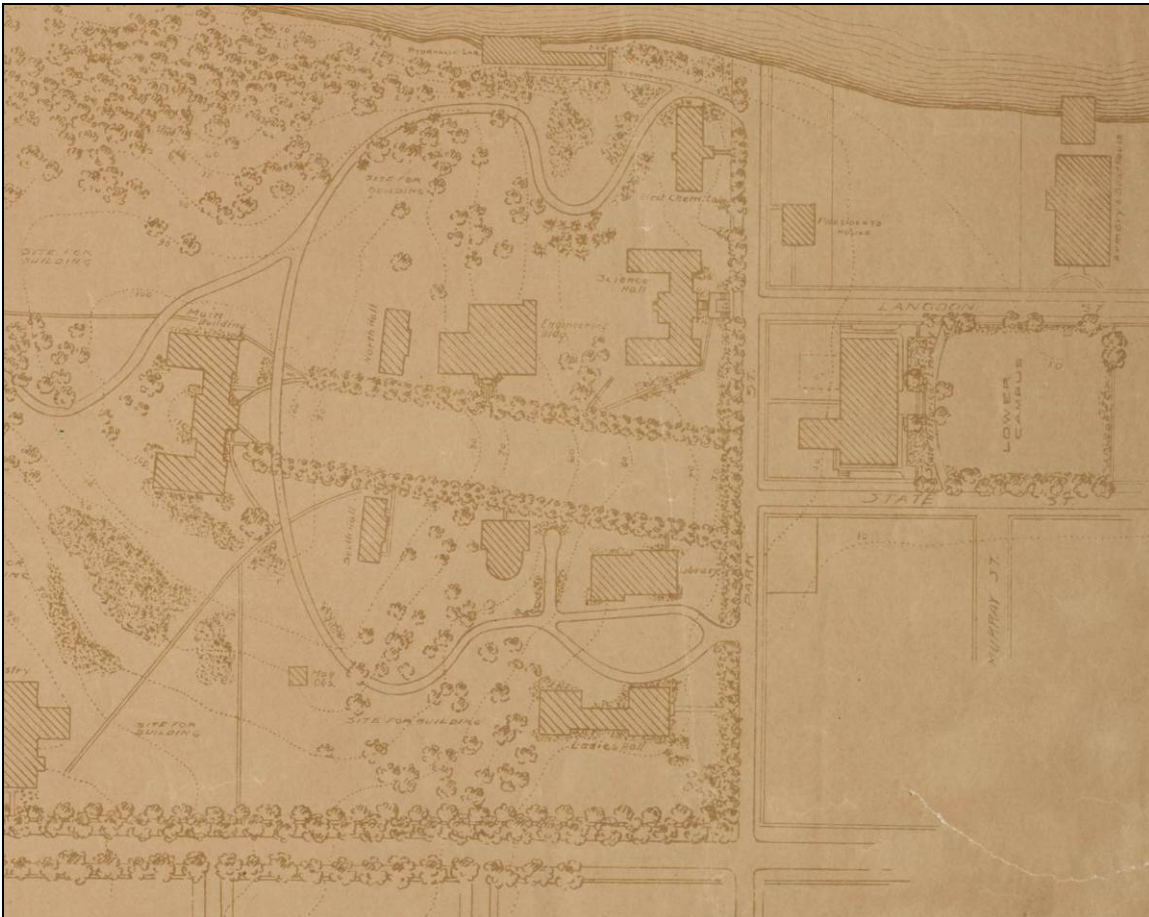
Figure 7: Sketch by Thwaites, 1901. Concept based on the Simonds' recommendations for elm trees on Lower Campus.



Figure 8: State Historical Library, early 1900s. Note entrance roadway.



**Figure 9: State Historical Library, 1904. Two of the four proposed trees from Thwaites sketch are visible.**



**Figure 10: Detail of Simonds' campus master plan, 1906. His interior treatment of Lower Campus appears similar to Thwaites' sketch from 1901.**



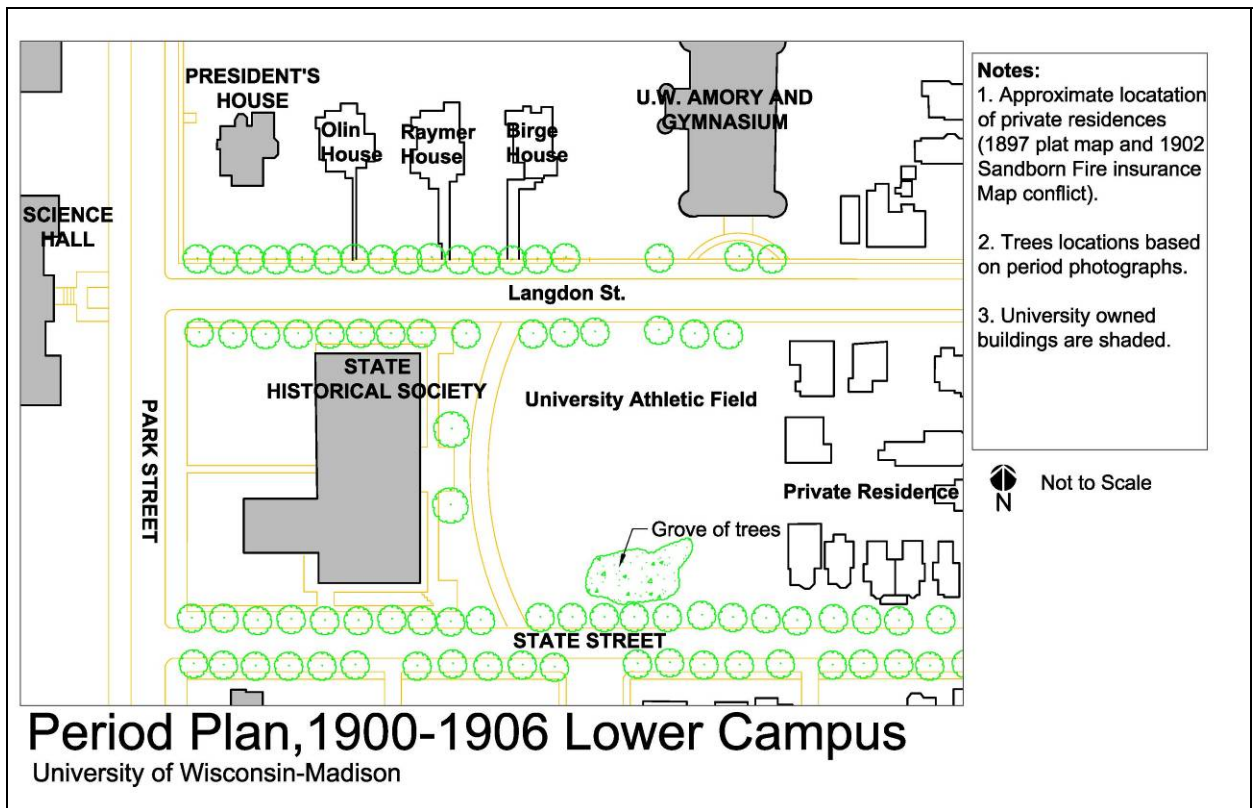


Figure 11: Period plan, 1900-1906: O.C. Simonds' landscape design influence.

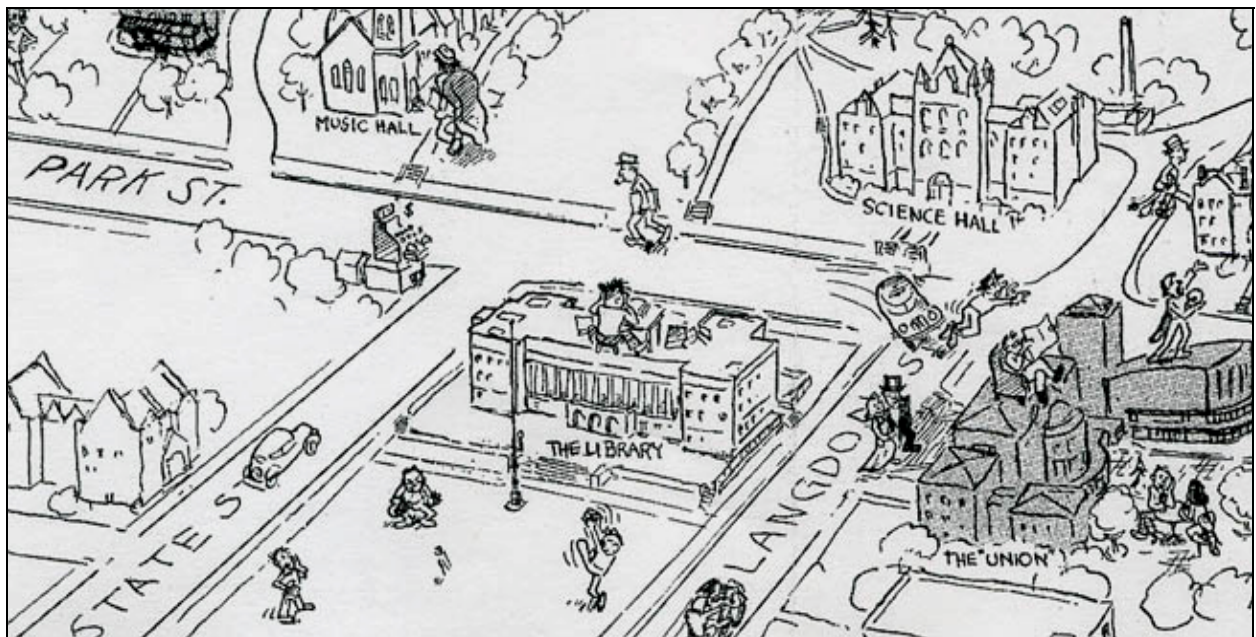
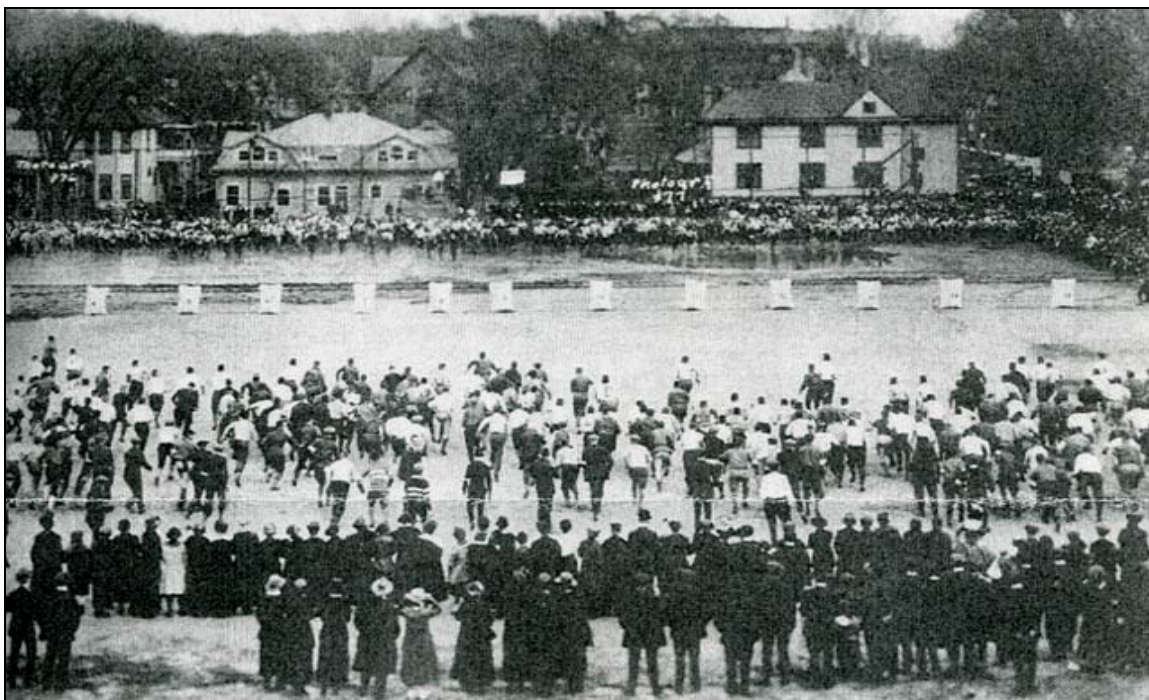


Figure 12: Detail from caricature of Lower Campus, circa 1938. Note baseball players on the mall. The presence of the Memorial Union Theater indicates a post-1938 date.



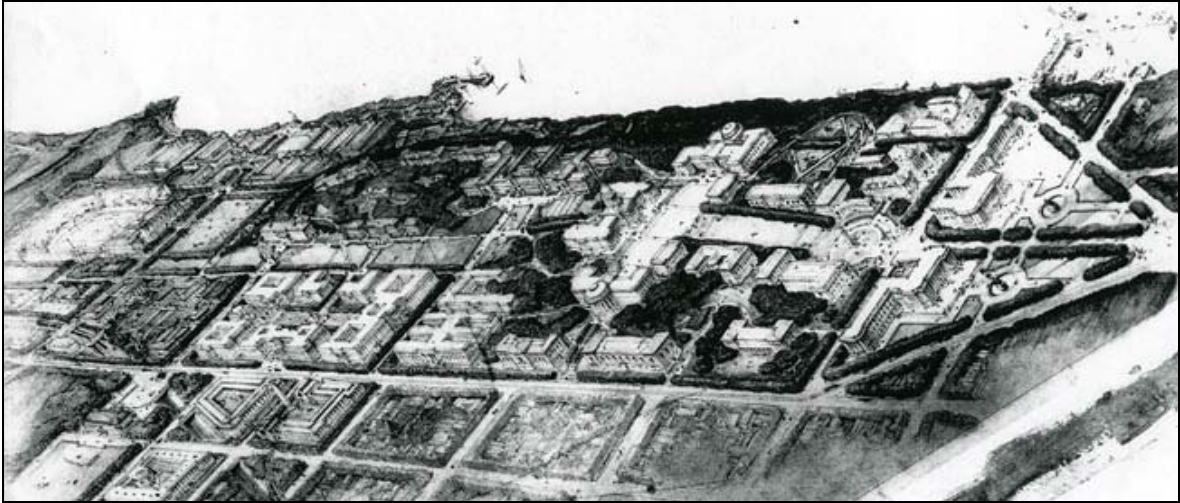


**Figure 13: Bag Rush on the Lower Campus looking east, 1919.**

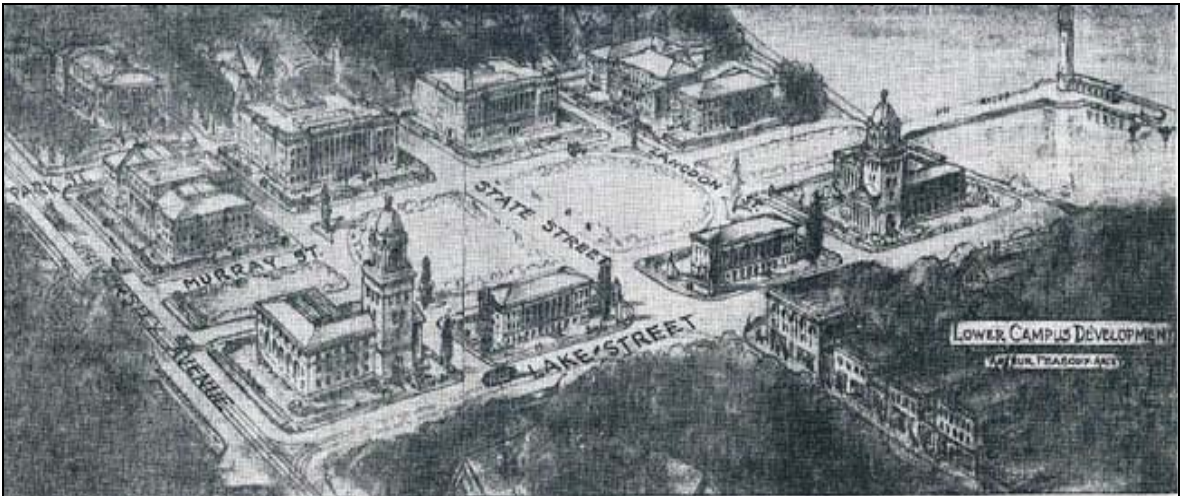


**Figure 14: Ice-skaters on Lower Campus, date unknown. The Red Gym is visible in the background. Photo caption: “Women’s Physical Education activities—ice skating.”**

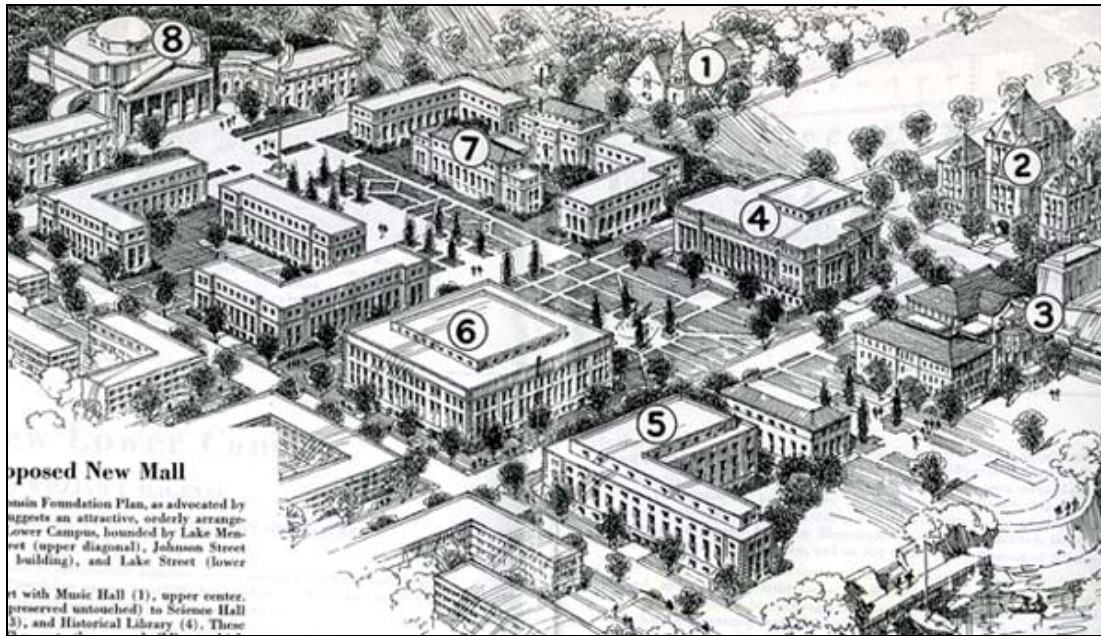




**Figure 15: General Plan: Laird and Cret, 1908.**



**Figure 16: Axonometric view of Lower Campus by Peabody, 1926.**



**Figure 17: Hagenah Plan for Murray Mall and Lower Campus, 1945.**

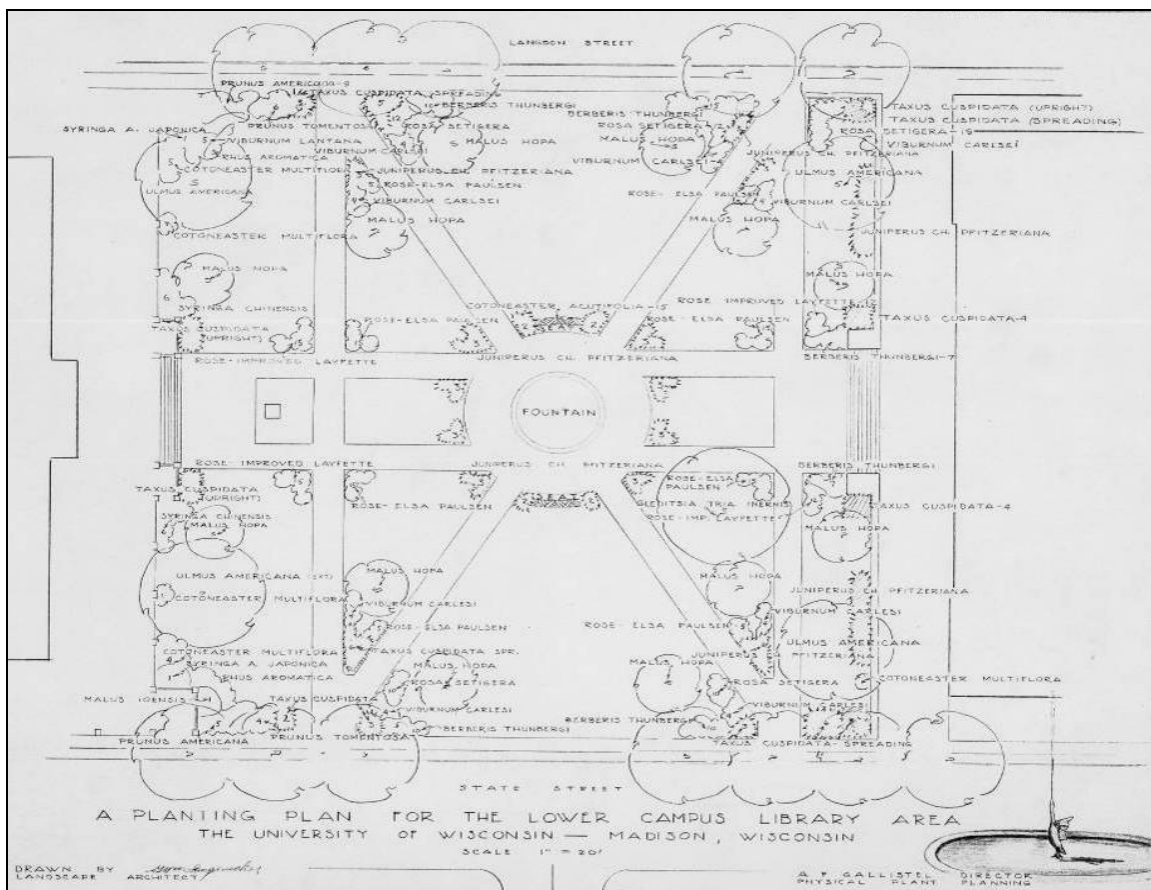


**Figure 18: Quonset Huts and parking on Lower Campus, circa 1946 -53. The large Quonset hut served as the Reserved Reading Room until the Memorial Library was opened in September 1953.”**





**Figure 19: Library Mall, shortly after the completion of Memorial Library, 1954. Concrete slabs are all that remain from the former the Quonset huts.**



**Figure 20: Longenecker planting plan, 1956. Note the traditional path system with vegetation and a central fountain.**

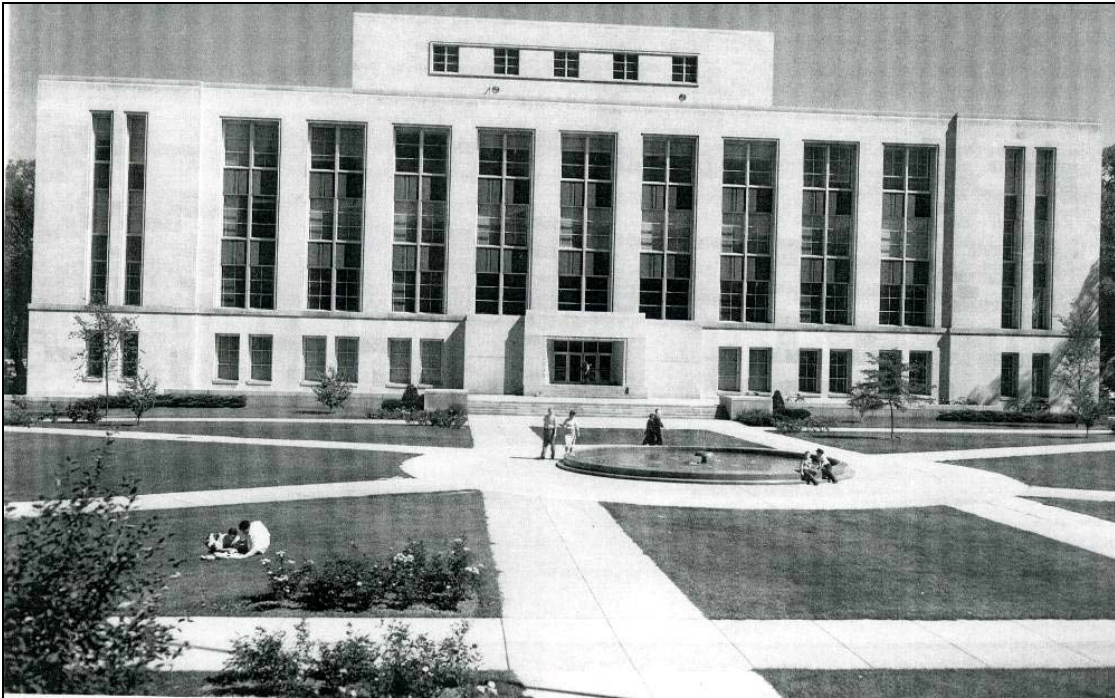




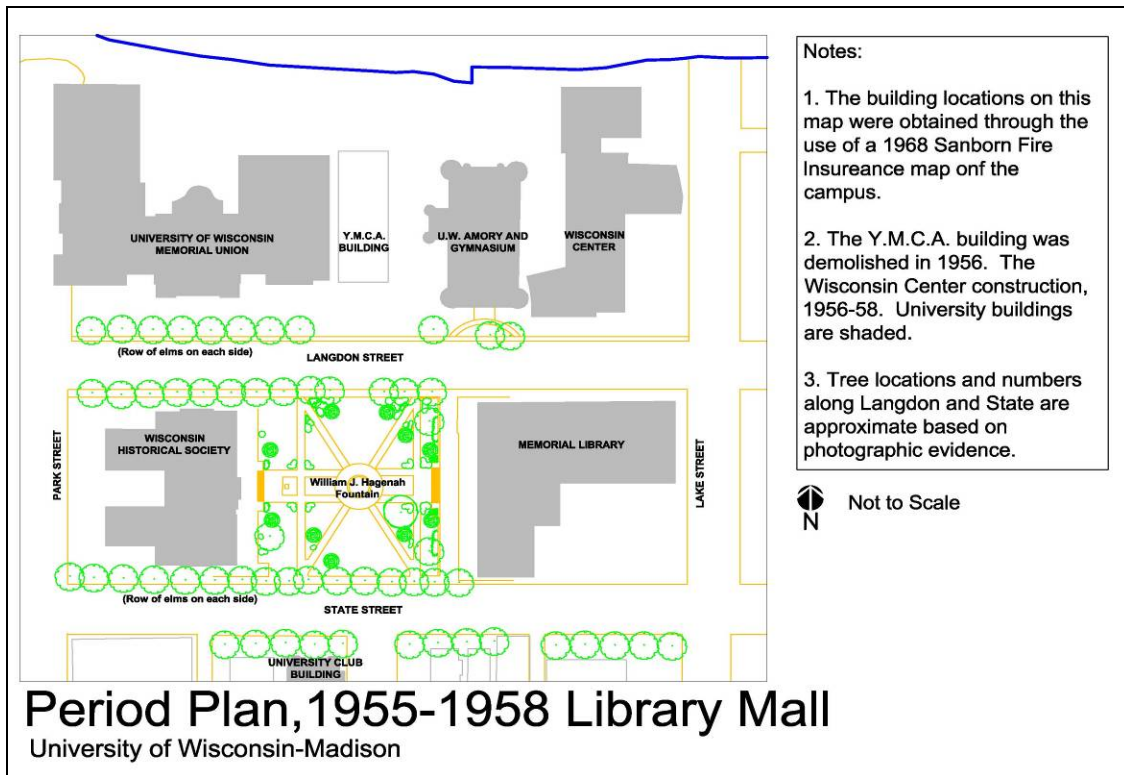
**Figure 21: Hagenah Memorial Fountain, original design, 1958. A poor waterline connection created this spray, which students considered unacceptable.**



**Figure 22: Hagenah Memorial Fountain, improved spray design, 1959.**

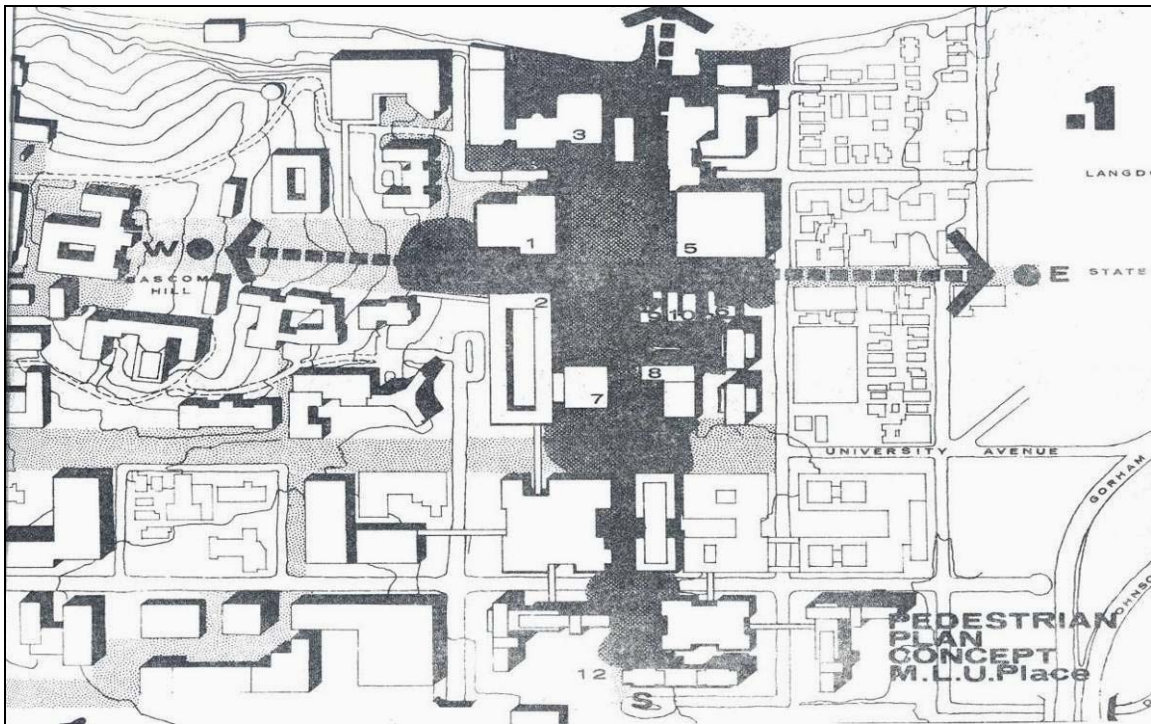


**Figure 23: Library Mall after implementation of the Longenecker Plan, 1958. The result is a formal park-like setting with paths, vegetation and a fountain. Athletics no longer occurred on site.**

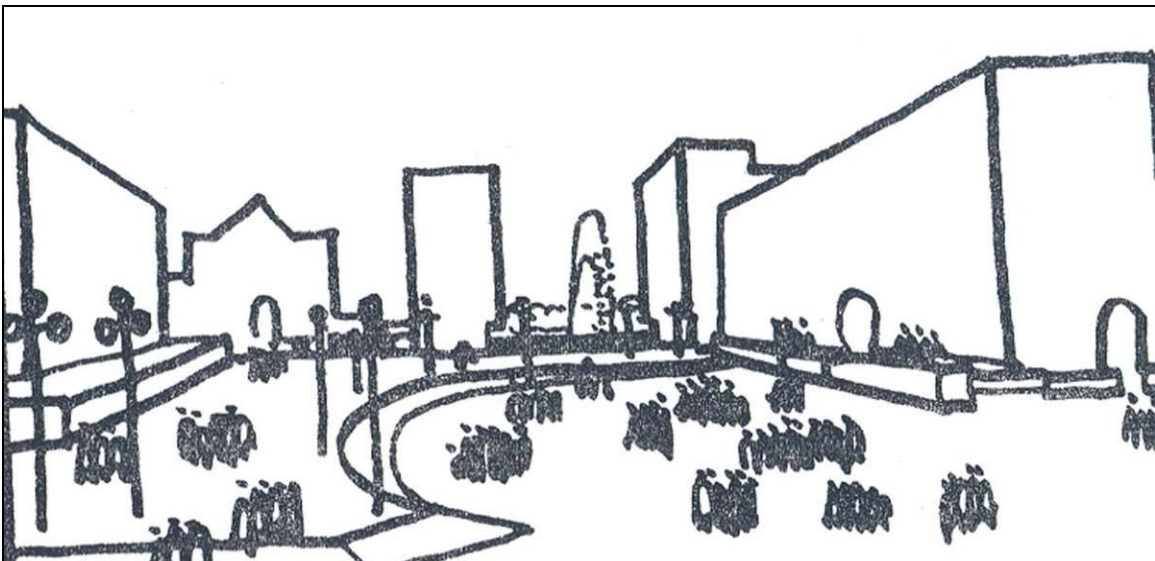


**Figure 24: Period plan - 1955-1958: G.W. Longenecker's landscape design influence.**





**Figure 25: Concept for Murray-Library-Union (MLU) Place, circa 1970.**



**Figure 26: Concept for lake vista from proposed MLU Place, circa 1970. Note lake fountain spray at center of sketch.**

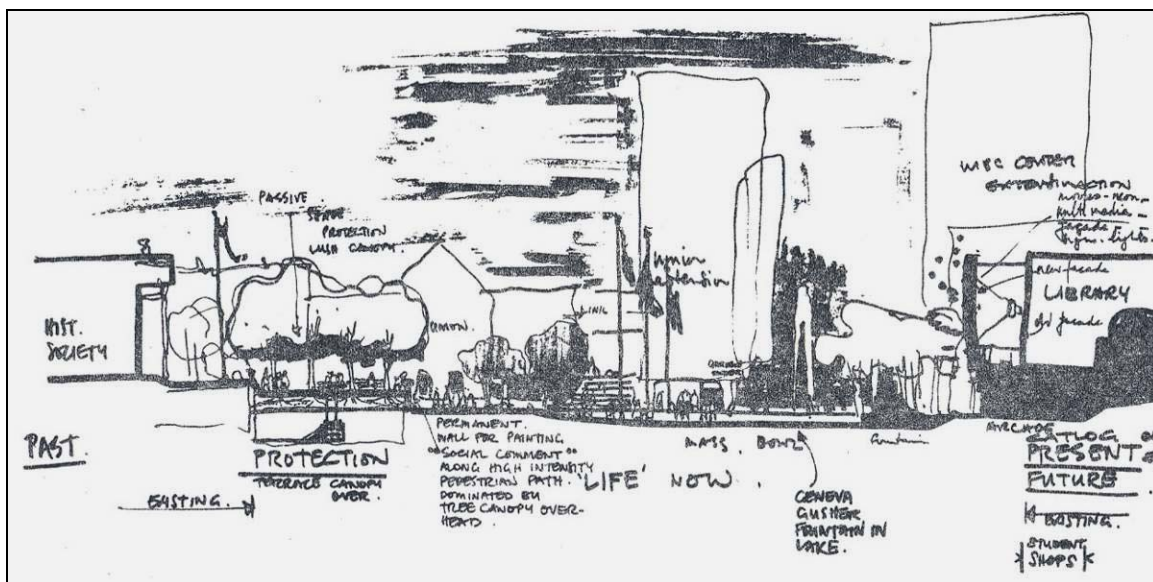


Figure 27: Concept sketch for Library Mall, circa 1970.

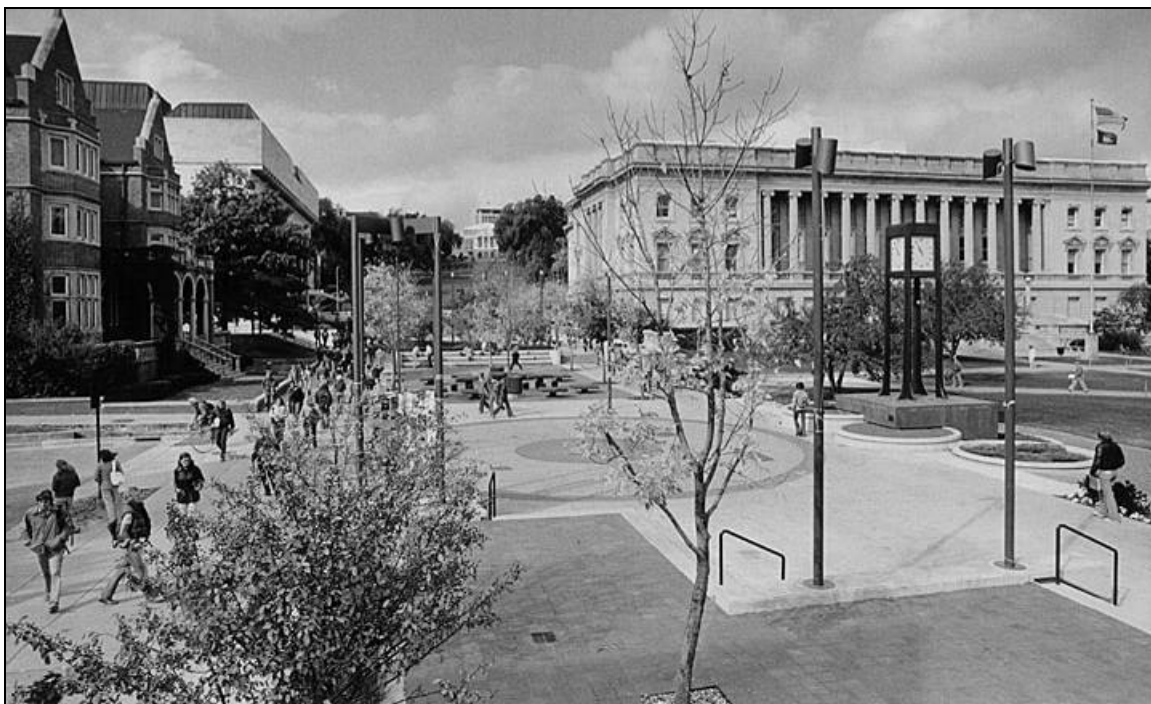
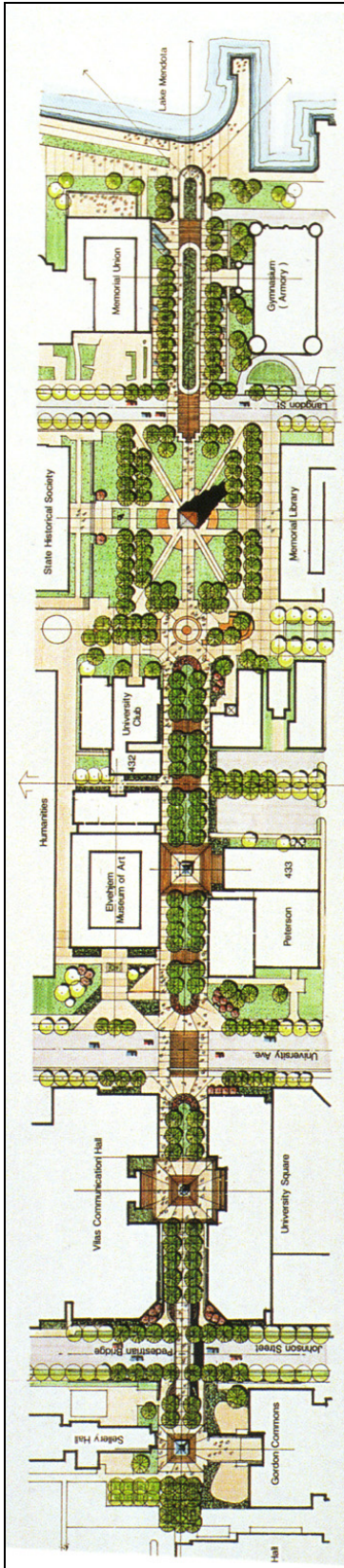


Figure 28: State Street Pedestrian Mall and Class of 1923 clock tower, 1977.

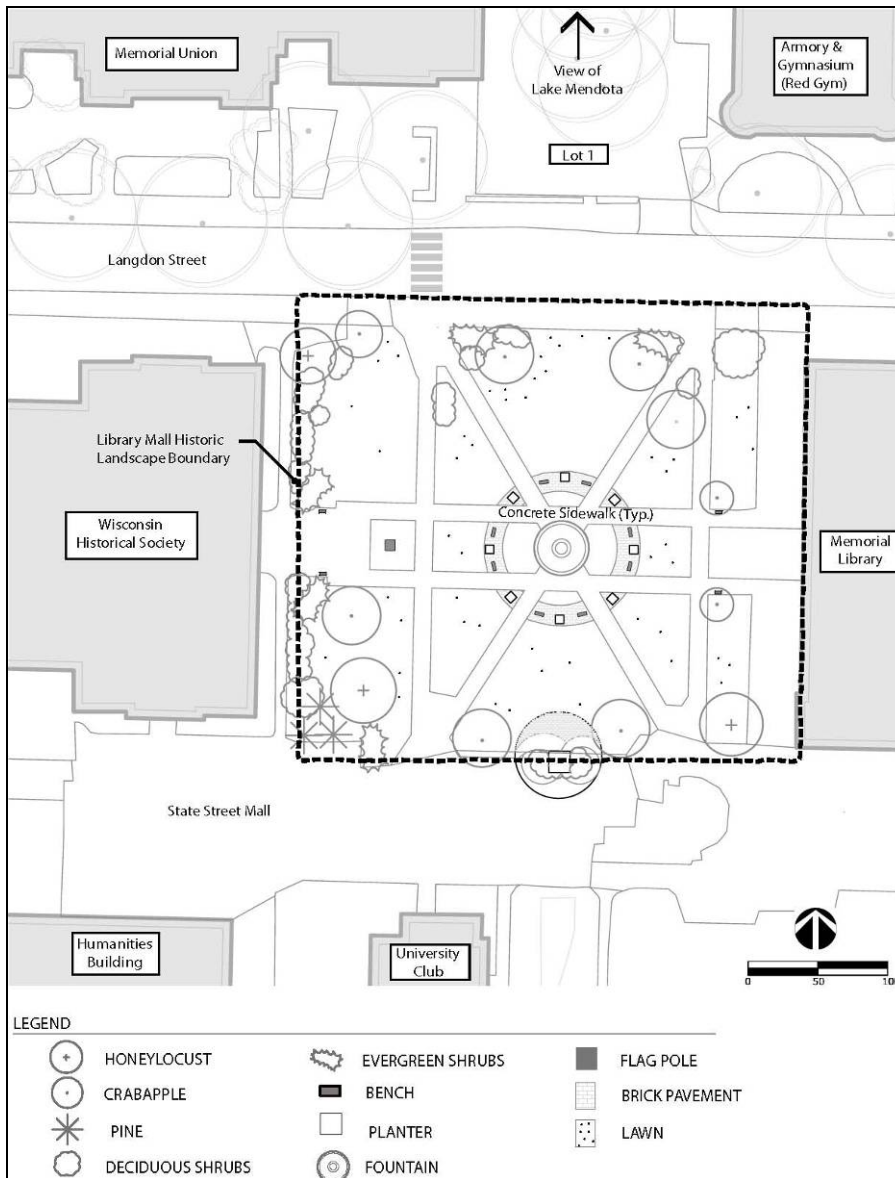




**Figure 29: Murray Mall Concept Plan, 1996.**

## EXISTING CONDITIONS

Existing conditions were recorded for the Library Mall historic landscape in the summer of 2004. Since that time, several projects have been undertaken at the site and changes have occurred. The information herein should be field verified in order to ensure accuracy.



**Figure 30: Existing conditions plan, 2004.**

## **Spatial Organization**

The volume and scale of Library Mall are defined by three groups of buildings. Memorial Library and the Wisconsin Historical Society create one group, directly fronting the mall. Both buildings have a similar massing, providing solid vertical planes to the east and west, and defining the scale of the mall.

The second and third groups of buildings create a sense of volume and scale, but do not front the mall directly. The facades of Memorial Union and the Armory and Gymnasium (Red Gym) are apparent to the north; the Humanities building, University Club, Pres House, and University Book Store are present to the south. The Memorial Union, and the Armory and Gymnasium, help to delineate vertical enclosure for the northern portion of the mall. The buildings south of Library Mall and across State Street have similar heights and setbacks. Both clusters of exterior buildings are located across a circulation route to the north and south of Library Mall. These routes also define the open space. Langdon Street runs along the north end of the mall. It does not create a vertical edge but does provide a horizontal boundary where grass meets the sidewalk and roadway. State Street is located to the south. These streets, combined with the facades of Memorial Library and the Wisconsin Historical Society building, create a square-shaped ground plane.

The Class of 1923 clock tower (1977) stands between the mall and State Street, and includes a series of concrete planters at its base. This base partially delineates the boundary by providing a vertical structure and horizontal mass to the tower; however, pathways at each corner permeate the southern edge of the base. In addition, the clock tower does not hold enough substantial vertical mass to visually separate Library Mall and State Street.

The formal character and symmetry between the Wisconsin Historical Society building and Memorial Library dictate the mall's interior organization. Circulation patterns reflect this formality by creating a strong axis connecting the two buildings, and diagonal paths that meet at the center of the mall. The overall path configuration divides the mall surface into distinct sections: a circular pool and fountain at the central focal point where the paths converge; benches and planters encircle the pool and alternate between path intersections; and vegetation clustered at each corner entrance.

## **Water Features and Small Scale Objects**

The site contains a number of small-scale objects. These include a memorial, two class gifts, and the circular pool and fountain. An alternating series of seven benches and six planters encircle the William Hagenah Memorial Fountain. The benches and planters are minimal in form, incorporating cement and aggregate pebbles. The two-tiered fountain rests in a circular pool constructed of red granite with a mosaic tile floor. Hagenah's inscription is engraved around the inner rim of the pool. Trash receptacles are positioned at each corner entrance and where each radial path terminates at the center. Metal receptacles replaced the previous vertical wooden board receptacles in the fall of 2004.

A system of post-and-chain fencing runs along the north-south pathways in front of Memorial Library and the Wisconsin Historical Society. Skateboard deterrents are attached to the railing and walls in front of Memorial Library and to the wall north of the Wisconsin Historical Society. A brown metal sign at the northwest corner displays the name and address of the Wisconsin Historical Society. The flagpole at the entrance to the Wisconsin Historical Society facing Library Mall is a gift from the Class of 1932; the clock tower to the south is from the Class of 1923. Four lampposts, consisting of a simple black pole and white globe shade, light the façade of Memorial Library. Two ornate lampposts light the entrance to the Wisconsin Historical Society building. These feature a rectangular base, classical columns as posts, a capital with egg and dart molding, and a globe top with metal swags.

### **Circulation**

Within the mall, four diagonal paths extend from each corner and converge at the center, where a large circular area is paved around the Hagenah Memorial Fountain. From here, two parallel paths extend west to the Wisconsin Historical Society and east to Memorial Library. On each side of the mall, a path parallel to the building facades extends north-south. All paths provide direct routes in- and-out of the mall, to its center, and to both buildings on the mall. Two diagonal and converging paths lead to a central focal point, the fountain, directing users into Library Mall. Although users are not restricted to walking on these paths, this layout provides strong visual direction throughout the space.

A sidewalk runs parallel to Langdon Street and a cross walk connects Memorial Union to the northwest corner of Library Mall. This circulation zone transports vehicular and pedestrian traffic along the edge of the mall; non-service vehicles do not have access to the mall. A parking lot is located directly north of the mall, between the Memorial Union, and the Armory and Gymnasium. On-street parking is available along Langdon Street.

The entire length of State Street is closed to all vehicular traffic except mass transit, service, and emergency vehicles. The roadway terminates at the 800 block, which is southeast of Library Mall. Posted signs also urge cyclists to walk their bikes across this area. Large volumes of pedestrian traffic frequently circulate through this area. Murray Street also provides access to Library Mall. This street also transports vehicular and pedestrian traffic, but it is not a through street and does not support large amounts of vehicular traffic.

### **Land Use**

Library Mall is currently managed as a designed landscape that incorporates paving, vegetation, a water feature, and user amenities. These design elements do not inhibit the mall's current use. The water feature is highly interactive and users tend to congregate around it. The space is used as a public forum for celebrations, protests, speeches, concerts, informal recreation, and fundraising.

### **Vegetation**



Large geometric areas of lawn enforce the formal pattern of the pavement and fountain in Library Mall. In addition to the lawn, Japanese yews, Phitzner junipers, and crab apples are the most prevalent plant species on Library Mall. These shrubs are generally low and spreading, or larger and trimmed into a rounded form. As evergreens, they provide a consistent green effect year-round. The concrete planters at the base of the Class of 1923 clock tower contain low, spreading masses; a similar effect is also created at the corner entrances to the north. Larger evergreens are located along the wall of Memorial Library. Some are trimmed while others are not; a pattern is not apparent. Large viburnums are present throughout the mall's northern half and near the entrance to the Wisconsin Historical Society. The greatest density and variety of vegetation are along the wall of the Wisconsin Historical Society building where evergreen and deciduous trees and shrubs are present.

The planters at the center and along the southern edge of the mall hold annuals and perennials. Broad-branching, medium-height trees are stationed at each corner of the mall. These help create structure to the north and south. When in leaf, the trees have a dense form and create a feeling of separation between the Library Mall and State Street Mall. In the winter months, the trees branching patterns create interesting features in the landscape.



**Figure 31: Wisconsin Historical Society and Hagenah Fountain, 2004.**



**Figure 32: Library Mall facing south towards Murray Street, 2004.**



**Figure 33: Library Mall facing east, 2004.**





**Figure 34: State Street Mall facing east, 2004.**



**Figure 35: State Street Mall facing northeast, Memorial Library on right, 2004.**





**Figure 36: State Street Mall, speaker's platform area, 2004.**



**Figure 37: Weekend festivities at State Street Mall, 2004.**



**Figure 38: Row of trees on the left provided a distinct boundary between Library Mall and State Street, circa 1904.**

## ANALYSIS OF INTEGRITY

### Land Use

Library Mall continues to be culturally significant to the students who enjoy the space for recreation and for the ability to express their views. Since the 1890s, athletics, bonfires, victory celebrations, ice skating and Jubilee Week occurred here. Students, fearing that early planning activities would limit their connection to this space, began a series of protests about how the mall appeared and functioned. Following this conflict, students continued to identify Library Mall as a place to speak about matters affecting the mall and campus life.

By 1967, the regents had discussed formally using Library Mall as an open forum. Shortly after, the podium and circular performance platform on State Street were constructed. Currently, Library Mall and State Street simultaneously serve this function, one that is integral to the development of Library Mall, and the spirit of the university and the City of Madison. The university manages the land between Langdon Street, State Street, and the Wisconsin Historical Society as an urban plaza, used for formal and informal gatherings, demonstrations, speeches, sales, recreation, and relaxation. The current use of the mall is dynamic and consistent with the historic use.

### Spatial Organization and Cluster Arrangement

The Wisconsin Historical Society and Memorial Library create one cluster of buildings that defines the mall's eastern and western boundaries. The construction of the Wisconsin Historical Society initiated planning activities to develop Library Mall as a designed landscape. Since 1898, its exterior has provided the western boundary and design inspiration for this space. Memorial Library created the space's primary definition as a mall by providing another university building that reflected a similar massing and organization along the eastern boundary. During its construction, formal design plans were adopted for the space between these libraries.

Residences ranging in height from one-and one-half and two-and-one-half stories formerly lined the northern side of Langdon Street. The Armory and Gymnasium (1894), YMCA building (1907), and Memorial Union (1928) replaced these homes with structures ranging in height from two-and-one-half stories to nine stories tall.<sup>69</sup> The current structures along the north side of Langdon Street provide a consistent height and setback that reinforces the mall's cubical volume. In 2005, the University Club and Pres House also have two-and-one-half stories with a consistent setback. However, the State Street Pedestrian Mall has changed their relationship with the street.

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<sup>69</sup> 1902 Sanborn Fire Insurance Map, p. 29, 30; 1942 Sanborn Fire Insurance Map (Revised 1968), p. 27, 30.

State Street continued to define the mall's southern boundary until 1976, when the 700 and 800 blocks of State Street were closed to vehicular traffic, creating the State Street Mall. The Class of 1923 clock tower and surround (1977) offers a partial separation between State Street and Library Mall.

Since the trees are no longer present to the north and south of Library Mall (c. 1977), the buildings along Langdon and State Streets have become the mall's strongest defining elements. When the trees were removed, the volume of Library Mall expanded as visual access moved up to building roofs and out to bordering facades across the street. As a result, these buildings now assume greater significance in defining the mall's volume.

State Street and the trees along its terrace provided a distinct southern boundary to Library Mall (figure 38). With the loss of street trees to Dutch elm disease, and the closing of State Street to, this boundary became blurred. Yet State Street continues to provide an important link between the campus and the capitol.

When the last two blocks of State street closest to Bascom Hill were converted from a vehicular route to a pedestrian mall, planning efforts specifically intended for this zone to be the terminus of a more comprehensive urban renewal project along State Street; however, the relationship between Library Mall and State Street Mall was not actively considered.

The interior path system that Longenecker and Hagenah designed provides symmetry, balance, and rhythm on the ground plane of Library Mall. The Hagenah Plan (1945) illustrated this as four diagonal paths converging upon a central focal element. Longenecker incorporated these paths into his plans, placing a fountain at the center and organizing the vegetation around them. These paths appeared on the mall by 1955 and the fountain was constructed in 1958. The organizational scheme developed by Longenecker and Hagenah was actually the realization of planning efforts dating back to 1904, and even earlier, to the design intentions inspired by the construction of the Wisconsin Historical Society building.

### **Water Features and Small Scale Objects**

Many elements within the mall have been added to address current needs. The lampposts on the Wisconsin Historical Society's terrace are original to the building and have been present since completion. Additional lighting, in the form of a simple black post and white globe, appeared on the mall by 1983. The large planters and extensive post and chain fencing were implemented in the 1970s. The more recent addition of these items affords pedestrian comfort and directs traffic, and while practical, they do not contribute to the mall's historic integrity.

Longenecker's design for Library Mall used the Hagenah Memorial Fountain (1958) as a centerpiece. The only other objects proposed by Longenecker were two benches to the north and south of the fountain; these were not implemented. The fountain's current design is original except for the spray pattern. Other items not contributing to the historic



landscape include: the Class of 1932 flagpole, placed on site around 1935; the State Street Pedestrian Mall, implemented in 1975; and the Class of 1923 clock tower, designed and installed in 1977.

## **Circulation**

The present interior circulation system was first conceived in 1900, reiterated in 1904, and 1945, and was fully implemented in 1955. By March 1900, the regents accepted the concept of four diagonal, gravel paths intersecting at the center with a fountain or statue as the focal point. One path would also lead from the center of the mall to the Wisconsin Historical Society. Students protested that this was too elaborate and intrusive, so instead, O.C. Simonds recommended a curved drive running only in front of the Wisconsin Historical Society. Almost immediately, social paths formed in various directions across the open lawn space.

The Hagenah plan reintroduced the concept of intersecting diagonal walks in 1945. Hagenah proposed four separate walks, beginning at each corner of the mall that would converge upon a central element. He also proposed two parallel walks extending from the center to the Wisconsin Historical Society and Memorial Library, and straight walks extending from State and Langdon streets to the center of the mall.

Longenecker commissioned a circulation study for Library Mall to determine how students would traverse the open space after the Quonset huts were removed. The same traffic patterns connecting to each corner of the mall and to each building entrance prevailed. Longenecker adopted Hagenah's circulation system, which the university had installed by 1955. This is present today. It not only provides direct and practical circulation routes but also creates a significant organizing element on the mall. This interior circulation system contributes to Longenecker's design influence on the mall, and is the realization of early planning efforts inspired by the Wisconsin Historical Society building.

With its proximity to the Memorial Union and to State Street (serving Bascom Hill and the capitol), Library Mall sees a large volume of pedestrian traffic. Since the university transformed the 700 and 800 blocks of State Street into a pedestrian mall, people tend to congregate in this space and Library Mall simultaneously. Much traffic flows between these two spaces through the southern boundary of Library Mall. The pathway reaching from the southeast corner at State Street to the northwest corner at Memorial Union consistently receives the heaviest traffic. Since State Street Pedestrian Mall was created, Murray Street has served primarily pedestrian traffic.

## **Vegetation**

By March of 1900, the regents arrived at a general concept for the mall as it related to the Wisconsin Historical Society. This basic plan included diagonal paths from each of the four corners with sod covering the remaining surface. Four years later, the Board of Visitors recommended the permanent addition of shrubs and flowers, however, they did not implement them due to strong opposition from students.



The vegetation currently present on Library Mall reflects Longenecker's design influence. G. William Longenecker produced the first detailed planting plans for the horticultural development of the space. His overall concept provided seasonal interest through planting design. Initially, this included a variety of flowering annuals and perennials; however, due to the costs of implementation and maintenance, he advised using trees and shrubs with attractive characteristics (i.e., leaves, flowers, and fruit). He identified cherry and lilac trees, floribunda roses, Japanese barberries, viburnums, junipers, and crab apples. Since the 1970s and 1980s, large planters around the Hagenah Memorial Fountain and at the base of the Class of 1923 clock tower contain a variety of annuals and perennials. This type of vegetation is compatible with Longenecker's original concept, but it does not contribute to his final plans.

Longenecker's planting plan (figure 20) incorporated the remaining elm to the left of the Wisconsin Historical Society, while also proposing the replacement of the other elm to the right. He also specified the addition of two elms on either side of the Memorial Library façade to incorporate the mall's vegetation with the surrounding elms still lining Langdon and State streets. This was never implemented. He also located numerous crab apples (*Malus hopa*) and evergreen masses (*Juniperus chinensis Phitzneriana* and *Taxus cuspidata*) throughout the mall. Several of these plants are still present (see Current Conditions Plan) and contribute to Longenecker's design.

Library Mall currently retains an open lawn space between the walkways while vegetation is concentrated on the perimeter. The central lawn is the most prevalent vegetative feature. Several of the plants specified by Longenecker are extant. These elements contribute to the mall's historic integrity.

Tables 2 and 3 provide lists of all of the contributing and non-contributing features within the Library Mall historic landscape, and a brief description of each.

**TABLE 2: Contributing Features**

<i><b>Contributing Feature</b></i>	<i><b>Description</b></i>	<i><b>Condition</b></i>
Sidewalks	Concrete and brick sidewalks retain a pattern consistent with the design for the space. These reinforce the formal symmetrical design.	Good
Wisconsin Historical Society	1900, Ferry and Clas, Milwaukee. Neo-Classical Revival. Listed on National Register of Historic Places in 1972.	Good
Memorial Library	1954, Roger Kirchoff, State Architect. Modern design with fenestration pattern that mirrors the façade of the Wisconsin Historical Society Building.	Good
Hagenah Fountain	Two-tier fountain rests in a circular pool of red granite with a mosaic tile floor. Inscription is engraved around the inner rim of the pool.	Good
Lawn	Geometric shapes between sidewalks contain turf. Excessive use, intense pedestrian traffic, and poor drainage, result in bare patches and muddy areas.	Fair
Flagpole	Class of 1932 gift.	Good
Lamp posts and light fixtures at Wisconsin Historical Society	Two ornate fixtures	Good
Plants specified by Longenecker	Elm, crab apples, and evergreen masses.	Fair

**TABLE 3: Non-Contributing Features**

<i><b>Non-Contributing Feature</b></i>	<i><b>Description</b></i>	<i><b>Condition</b></i>
Benches	Seven, exposed aggregate concrete.	Good
Planters	Six, exposed aggregate concrete.	Good
Trash receptacles	Metal receptacles installed in fall 2004.	Good
Clock tower and associated features	Class of 1923 gift, concrete structure with plaza/steps at base.	Good
Post and chain fence/barrier	Short posts with chains used to control pedestrian traffic.	Fair
Lamp posts and light fixtures in the mall	Four, simple black pole with white globe fixture.	Good

## LANDSCAPE TREATMENT

### Approaches to treatment

The Secretary of the Interior is responsible for establishing professional standards and providing advice on the stewardship of cultural resources listed in or eligible for the National Register of Historic Places. The Secretary's standards describe four basic approaches to treatment of historic landscapes.<sup>70</sup>

- **Restoration** is the act or process of accurately depicting the form, features, and character of a property as it appeared at a particular period in time. This includes reconstruction of missing features from the restoration period, and removal of features from all other periods. The approach can be considered only when the property's significance during a particular period of time outweighs the loss of extant elements from other historical periods; and when there is substantial physical and documentary evidence for the work; and when contemporary alterations and additions are not planned.<sup>71</sup> Restoration is not an appropriate approach for Library Mall because adequate documentary evidence does not exist to restore the property to one period, while contemporary needs may require some alterations.
- **Reconstruction** is the act or process of using new construction to depict a non-surviving site, landscape, building, structure, or object as it appeared at a specific period of time in its historic location. The approach is appropriate only when the property's significance during a particular period of time outweighs the potential loss of extant features that characterize other historical periods. In addition, there must be substantial physical and documentary evidence for the work, and the work must be clearly identified as a contemporary re-creation.<sup>72</sup> Library Mall is not eligible for reconstruction because adequate documentary evidence does not exist to reconstruct the property to one period, and contemporary needs require some alterations.
- **Preservation** involves applying measures to sustain the *existing* form, integrity, and materials of a historic property. This approach focuses upon stabilizing and protecting extant historic resources, rather than replacing missing elements. It is appropriate when a historic property is essentially intact and does not require extensive repair or replacement; depiction at one particular period of time is not appropriate; and when continuing or new use does not require additions or

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<sup>70</sup> National Park Service, *The Secretary of the Interior's Standards for the Treatment of Historic Properties with guidelines for the Treatment of Cultural Landscapes*, edited by Charles A. Birnbaum with Christine Capella Peters. (Washington: 1996), 3.

<sup>71</sup> Ibid., 89-90.

<sup>72</sup> Ibid., 127-129.

alterations.<sup>73</sup> Although preservation is applicable to Library Mall, the need to allow for adjustments for contemporary needs could be counter-productive to choosing this philosophy.

- The act or process of **Rehabilitation** allows repairs, alterations, and additions necessary to enable a compatible use for a property as long as the portions or features which convey the historical, cultural, or architectural values are preserved. This approach is appropriate when depiction at one particular period of time is not appropriate; repair or replacement of deteriorated features is necessary; and alterations or additions are needed for a new use.<sup>74</sup> Rehabilitation is the most appropriate management philosophy for Library Mall. This philosophy has been selected because of the need for alterations within the district to accommodate contemporary use, and the existence of elements related to more than one significant period.

### **Management concerns**

The identification of a landscape as one that has historic significance does not necessarily lead to the protection of that resource. Listing on the National Register or even designation as a National Historic Landmark provides no protection from impacts or complete destruction. The entity in charge of managing the landscape, in this case the University of Wisconsin, can serve as a guardian for the resource by carefully considering the significant extant resources and implementing a management plan designed to retain integrity related to historic significance. Given that the main mission of the university is education and research, the current and future needs of the university must be considered when directing management and treatment of these resources.

### **Overall considerations**

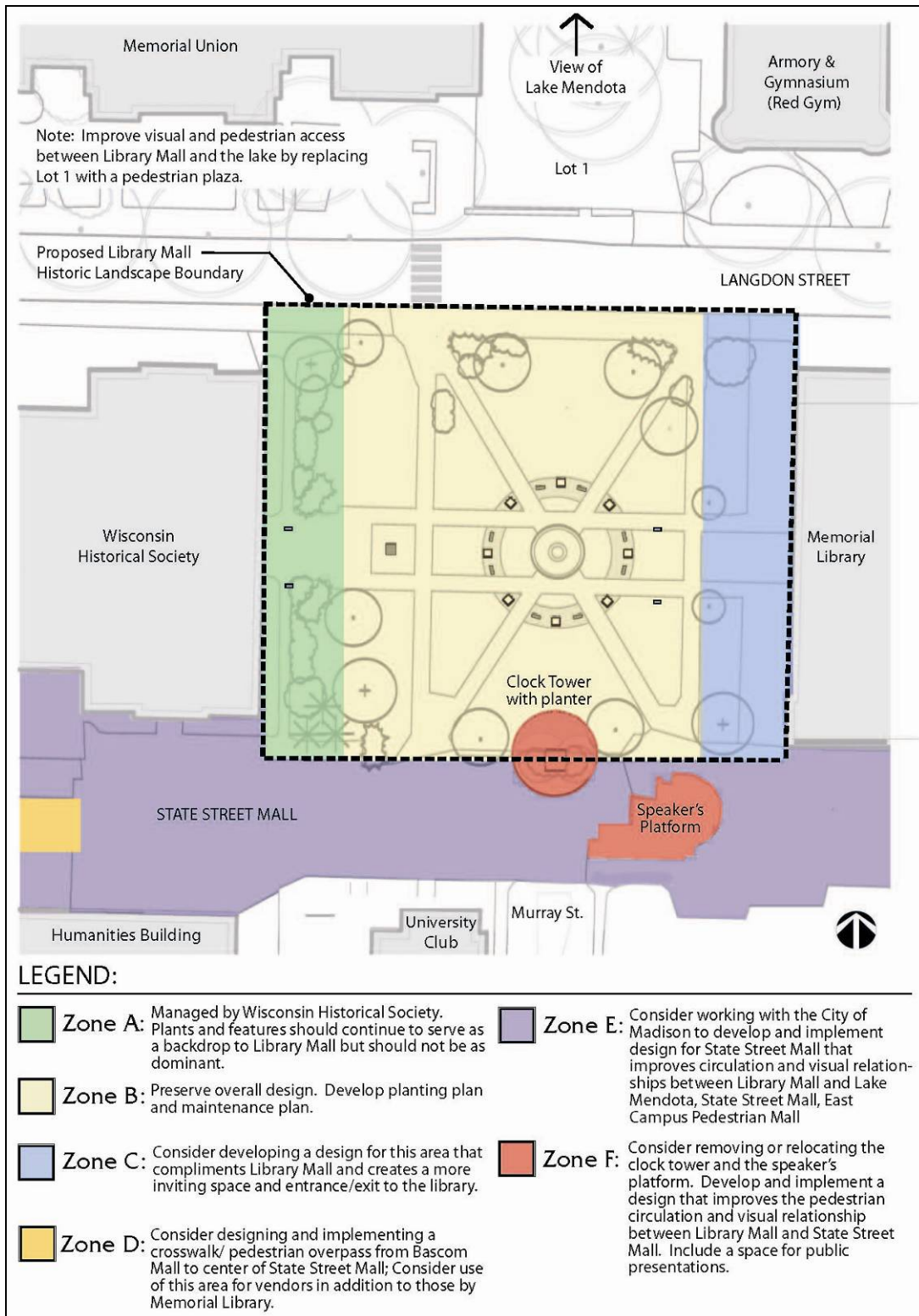
- The relationship between Library Mall and Lake Mendota is weak because of the presence of traffic and parking on Langdon Street and in the Memorial Union parking lot.
- There is not a strong outdoor pedestrian circulation route between the Memorial Union terrace and Library Mall. These spaces are both heavily used and pedestrian connections should be strengthened.
- The southern edge of Library Mall is blurred in relationship to State Street Pedestrian Mall; the design styles of the two spaces also do not complement each other.
- The relationship between Bascom Mall, the capitol, and the State Street Pedestrian Mall/Library Mall is unclear.
- The site is in need of a landscape maintenance plan.
- The plaza at the façade of the Memorial Library is stark and underused.
- The City of Madison-owned speaker's platform and university's clock tower impede views between Library Mall, State Street Pedestrian Mall, the capitol, and Bascom Mall.

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<sup>73</sup> Ibid., 17-18.

<sup>74</sup> Ibid., 47-48.

- Implementation of an overall plan for the East Campus Pedestrian Mall needs to be coordinated with the City of Madison.



**Figure 39: Recommended treatment zones, 2005.**

## Treatment Recommendations

### General Recommendations

- All planning and design projects related to this landscape should be developed through careful consideration of: the Cultural Landscape Resource Plan and Cultural Landscape Report for the university and the Campus Master Plan.
- Rehabilitation is the recommended treatment philosophy for the landscape.
- Manage the landscape based on the treatment recommendations provided in Tables 3 and 4 and according to the management zones illustrated in figure 39.
- Consider developing an interpretive plan for the historic landscape.
- Preserve the contributing buildings.
- Preserve the overall structure of the mall including the massing of the space as defined by adjacent buildings, the circulation patterns, the proportion of lawn to hardscape, and the plant massings.
- Implement the East Campus Pedestrian Mall design (figures 40 and 41) to:
  - Strengthen the relationship between Library Mall and State Street Pedestrian Mall.
  - Connect these spaces with Lake Mendota and the Memorial Union terrace.
  - Connect these spaces to the southern portion of the east campus.
  - Respect the contributing historic landscapes and buildings that are within or adjacent to the corridor.
  - Improve the relationship between Bascom Mall and State Street Pedestrian Mall.
  - Strengthen the connection between State Street, Bascom Mall and the capitol.
  - Maintain the circular pool and fountain.
  - Maintain the lawns.
- Develop and implement architectural design guidelines to ensure that the design style, materials, colors, textures and workmanship applied to new development (of landscapes and structures) within the district compliments the historic resources.
- Develop a planting plan and landscape maintenance plan for the site.
- Develop and implement landscape design guidelines to ensure that important landscape features are preserved.
- Continue to work with the City of Madison to encourage use of the Library Mall and State Street Pedestrian Mall for speeches, demonstrations, and other formal and informal gatherings.

**Zone A:** Managed by the Wisconsin Historical Society. Plants and features in this zone should continue to serve as a backdrop to Library Mall and as ornamental elements for the building façade. Coordinate with Wisconsin Historical Society to ensure proper management and maintenance of the plants.

**Zone B:**

- Preserve overall design.
- Consider replacement of the metal posts and chains at the edges of lawns with an edge treatment that will discourage trampling of the lawns while maintaining a low visible profile.

**Zone C:**

- Consider developing a design for the plaza at the façade of the Memorial Library that would complement the design and function of the Library Mall.

**Zone D:**

- Consider replacing the present pedestrian bridge. Design and implement a crosswalk/pedestrian overpass from Bascom Mall to the center of State Street Pedestrian Mall.
- Consider use of this area for vendors in addition to those at the Memorial Library section of the mall.

**Zone E:**

- Consider developing and implementing a design for State Street Pedestrian Mall that improves circulation and visual relationships between Library Mall and Lake Mendota, State Street Pedestrian Mall, and the East Campus Pedestrian Mall.
- Continue to work with the City of Madison to encourage use of the State Street Pedestrian Mall for vendors.
- Consider establishing use of the portion of State Street Pedestrian Mall between the Wisconsin Historical Society building and the Humanities building for vendors. Work with the City of Madison to develop a plan.
- Continue to work with the City of Madison to address long-term management of State Street Pedestrian Mall.
- Work with non-university property owners within and adjacent to State Street Pedestrian Mall to address long term management of this portion of campus.

**Zone F:**

- Consider working with the City of Madison to remove or relocate speaker's platform and the clock tower located within State Street Pedestrian Mall. Develop and implement a design that improves the pedestrian circulation and visual relationships between Library Mall and State Street Pedestrian Mall. Include a space for public presentations.

**TABLE 4: Recommended Treatment for Contributing Features**

<i>Contributing Feature</i>	<i>Recommended Treatment</i>
Sidewalks	Maintain
Wisconsin Historical Society	Preserve
Memorial Library	Preserve
Hagenah Fountain and pool	Maintain
Lawn	Maintain
Flagpole	Maintain
Lamp posts and light fixtures at Wisconsin Historical Society	Maintain
Plants specified by Longenecker	Maintain

**TABLE 5: Recommended Treatment for Non-Contributing Features**

<i>Non-Contributing Feature</i>	<i>Recommended Treatment</i>
Benches	Maintain
Planters	Maintain
Trash receptacles	Maintain
Class of 1923 clock tower and associated features	Work with the city to remove or relocate speaker's platform and the clock tower located within State Street Pedestrian Mall to improve the relationships between the spaces.
Post and chain fence/barrier	Consider replacement of the metal posts and chains at the edges of lawns with an edge treatment that will discourage trampling of the lawns while maintaining a low visible profile.
Lamp posts and light fixtures in the mall	Maintain







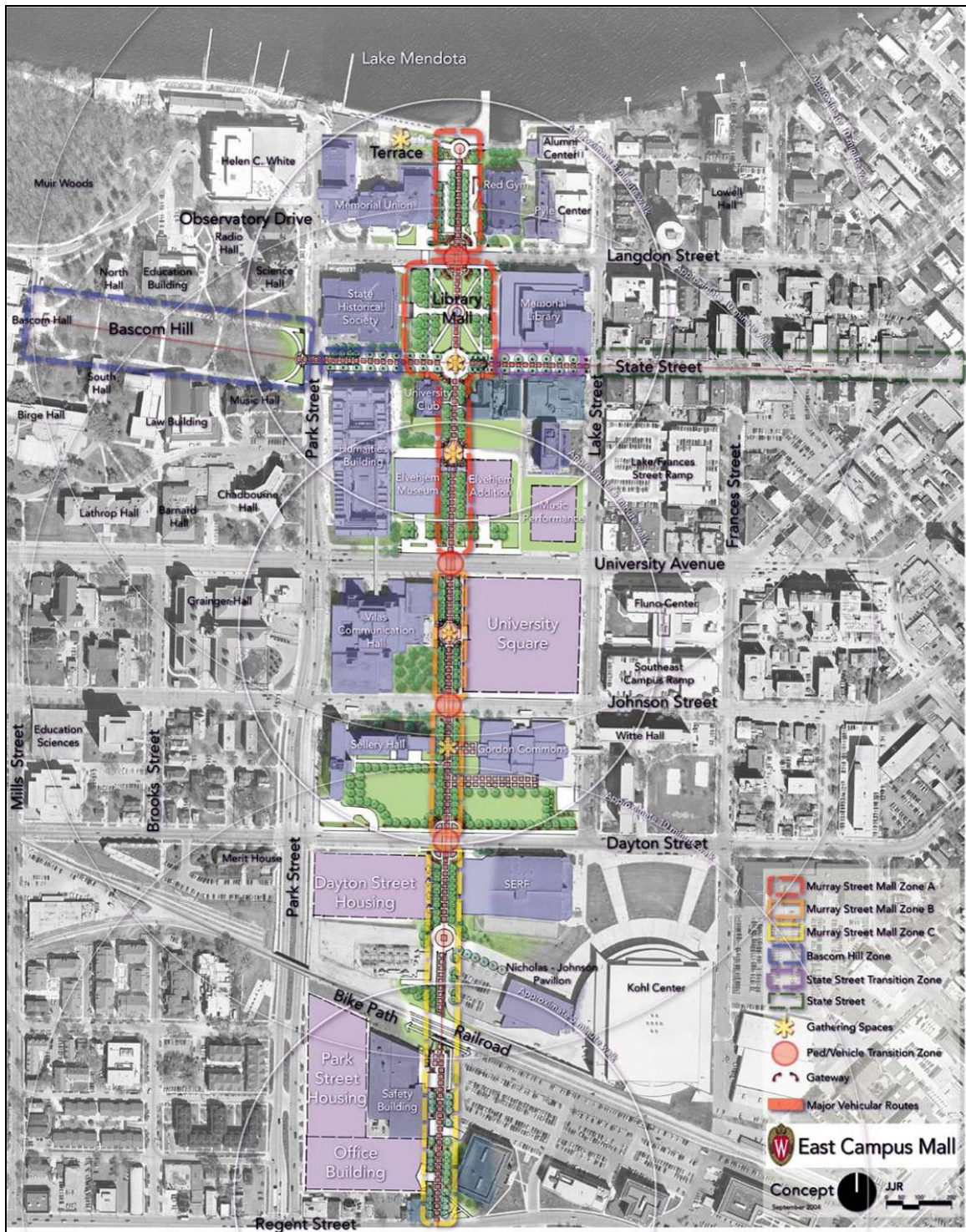


Figure 41: East Campus Mall schematic, 2004.

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\* FPM = Facilities Planning and Management