



## Small Town Big Ideas

**Client:** [Toole Design Group](#)

**Site Area:** 31.6 acres

**Completion:** December 2024

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Subconsultant for:

**TOOLE**  
DESIGN

VMWP contributes urban design expertise as a subconsultant to Toole Design Group supporting their on-call urban design and mobility services for the City of River Falls. River Falls, Wisconsin is a city of 16,000 and home to a campus of the University of Wisconsin. VMWP has contributed to a Small Area Plan for an institutionally-anchored subarea bordered by the north edge of downtown, the Kinnickinnic River, and Mound Park.

VMWP and Toole collaboratively envisioned this district as a gateway to downtown and used the planning process to highlight opportunities for land consolidation to create parcels suitable for market-oriented and institutional redevelopment. Enhanced mobility infrastructure, and street safety improvements were proposed. The Small Area Plan also identified opportunities for consolidation of public land, mixed-use infill development, and additional affordable housing on land controlled by the River Falls Housing Authority.

### Design Features

- Reconfigurations and safety improvements to street network
- Master planning to allow growth of existing institutional anchors
- Identification of opportunities for enhanced recreational access

### Sustainable Design

- Enhancement of Kinnickinnic River frontage for recreational access
- Integration of current efforts to remove Junction Falls and Powell Falls dam impoundments, restoring the River Falls segment of the Kinnickinnic River as a Wisconsin Class 1 Trout Stream.