THE UNIVERSITY OF WISCONSIN-MILWAUKEE

CAMPUS PLAN 1965
UWM Campus Plan 1965

APPROVED BY UWM CAMPUS PLANNING COMMITTEE  APRIL 1, 1965
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UWM CAMPUS PLAN - 1965

I. REVIEW OF 1960 CAMPUS PLAN

A review of a long range plan is necessary at least every five years in order to bring it up to the realities of the changing situations and assumptions. The UWM Plan approved by the Board of Regents on April 9, 1960, has for some time been under review by the UWM Department of Planning and Development.

Since the 1960 plan was approved, the decision has been made that UWM will strive to achieve national status as a major university. The long range campus plan must now be modified to meet the realities of the long range academic program.

II. THE ACADEMIC PLAN

The campus plan shall be a physical manifestation of the academic program, drawing on the old and looking to the new. This program approach is squarely in the Wisconsin tradition.

The academic mission of UWM is that of quality. Teaching, Research, and Service are its ties with the UW system. But UWM also has a mandate to innovate in its programs and academic activities in order to emerge as a leading, national urban university.

In this way, its professional schools, its graduate research operations,
its undergraduate and graduate teaching roles, and its interest in the growing activity in continuing education shall be housed in buildings identified with the specific purposes for which they are designed. These buildings should remain flexible enough to accommodate the changing scope, content and direction of the academic programs. New methods of teaching, research facilities, and the relationship of buildings to each other in large subject-area complexes shall be accessible to the large and varied student body of all interests. These are the academic requirements that must be met in achieving an effective campus plan. Quality, growth, flexibility, and identity shall mark both the physical character of the campus and the academic programs.

III. BASIC PRINCIPLES AND A VITAL PLAN

In order to provide for the students, faculty and supporting staff expected by the end of the century, it shall be necessary to make the most effective use of existing space and to accelerate the building program to major proportions.

The philosophy and aims expressed here are the overall guidelines accepted for the development of this campus. They are not the detailed and specific aspects of the overall plan. Under the dynamic conditions of the development of this University no plan can be established as a fixed and static scheme. The plan itself must be kept alive and as active as the institution itself -- this means that it shall remain under constant review, with a formal review every five years. However, the basic principles
set here are not expected to vary significantly. In this context, the details shall be examined, reviewed and meshed with the overall aims as each project is planned, designed and actually developed.

IV. ACADEMIC BUILDINGS

The University will take on the best environmental qualities of urban surroundings. Therefore, buildings shall be developed in planned clusters, that is, as organized complexes and shall possess the quality reflected by the whole campus design rather than scattered development found on conventional campuses.

Such complexes shall be closely related, in order to facilitate the operation of an effective academic program and integrate student and faculty activities. There are other needs as well: protection from extreme weather; shortening of all routes, pedestrian and vehicular; and the need to create a desirable university environment. By organizing the relationship of buildings, these goals can be achieved, both in terms of environment and function.

High rise structures shall be developed wherever the function and group design calls for them. The high rise shall in their design be mounted on top of lower structures, varying from one to four floors. These shall serve as podiums for the towers. The towers shall rise to a minimum of ten stories, and rise higher for purpose of esthetics as well as economics and function. These multi-purpose complexes shall have housing, car parking, and offices, as well as facilities to serve academic functions.
V. THE PHYSICAL ORGANIZATION

The actual campus of the University, so far as possible, will be organized into certain areas: The Humanities and Social Sciences, Natural Science, and Socio-Cultural. Each of these larger groups will of necessity interlock both in area and in physical design as the academic programs relate to each other. In this way students and faculty of different academic departments will be encouraged to mix and stimulate informal interchange of ideas that is so necessary for the intellectual atmosphere of a campus.

VI. A CAMPUS OF HIGH DENSITIES AND URBAN CHARACTER

The core of the campus shall develop at the highest physical density to provide for the more active programs and interrelated activities. Open spaces and courts shall not be neglected. These spaces will vary in nature, depending on the quality and scale of the building complexes which form the enclosures. Some may have seats and lights; trees, flowers and water; others may house the major sculpture exhibits, or shall simply be paved spaces. Every item of indoor and outdoor campus furniture shall be carefully chosen for its location, function and esthetics, but reflect the integrated aspects of the total campus character and design.

Covered ways are planned as routes through or alongside building complexes. These will provide protection from the weather.
A limited range of exterior building materials shall be selected for use throughout several building groups. These shall be simple, time-proven, natural materials.

VII. INFORMAL RECREATIONAL AREAS AND WALKWAYS

Most of the green spaces and grassed areas shall be eased out of the high density core of the campus as buildings are erected, and some green shall be retained on the north area of the campus. This shall be in the form of a campus green and recreational area for free and informal recreation, such as strolling, unorganized games, and informal gathering. Wherever trees can be retained in the higher density building areas, this shall be done. Planting and paved areas of various types shall be substituted, wherever possible, for grass areas which cannot withstand the heavy student traffic.

Direct routes, paved in large units, shall be the basic characteristic of the walkway system. Changes in level on major routes shall be effected by steps and ramps to offer a reasonable alternative for the physically handicapped. The pedestrian system shall be interrelated with the main road system to keep walking distances from public transport stops and parking areas to a minimum.

VIII. UNIVERSITY RESIDENCES

In order to extend the experience of living and learning to as many
students as possible, it is contemplated that 20 per cent of the students shall be housed within the University environment. Living units shall be built on a variety of sites on the campus in association with a variety of building uses, not only for the purpose of making multiple use of the land but to facilitate an integration of studying and living experience. The grouping of University residences into colonies as experienced on some other campuses shall be avoided. Variety of types of residential units will be provided.

IX. THE AUTOMOBILE AND PARKING

When it is necessary for vehicular traffic to penetrate the campus for servicing and parking, the vehicle shall be confined to routes which are least hazardous to pedestrian traffic. The automobile shall not penetrate the green or recreational areas and the spaces for congregation.

Surface and open air parking shall have to be abandoned as the new buildings claim the land, and parking shall be provided in the building complexes themselves and shall be of a size commensurate with the use. It is hoped that in this manner ample space can be provided to serve those who must of necessity drive to the campus proper.

X. A LONG-RANGE LAND ACQUISITION PROGRAM

In order to provide the University the facility to grow at a pace commensurate to its own vitality, and to pave the road for its academic and physical
development, a program of future land acquisition must be established and the following principles should serve as the guiding framework for this effort:

1. The assembling of property under one ownership at the mutual convenience of all parties involved is a time-consuming effort and requires a great deal of lead-time, advance preparation and planning.

2. Proper programming may permit the occupants to retain use of property through rental, lease, or deferred purchase arrangements until such time as the property is required by the University or it is convenient for the occupants to vacate. This serves to extend the stability of the surrounding areas and removes the anxiety of property owners and may to a great extent offset the costs of future land to be acquired by the University.

3. Gradual acquisition over a long period of time makes it possible for owners to sell their property at a mutually convenient time and for the occupants to adjust to the changing situations and to make the proper moves. This avoids hasty purchases accompanied by a great displacement resulting from delayed expansion.
(4) In acquiring land, the University should make every effort to avoid disturbances of religious, social and business institutions performing essential service to the surrounding community as well as to the University.

(5) The University, whenever possible, should acquire property in its area of expansion as it comes on the market and thus encourage owners to sell their property at a convenient time and through proper negotiations. Because of the great amount of time required by this method, the University should as soon as possible arrange for additional funds for buying property as it becomes available. The University's intent to buy at market value will also contribute to the stability of the area. It is therefore proposed that a special item for such land acquisition be included in the building priority list for the biennium of 1967-69 and for several biennia following.

(6) As property is acquired by the University it should be maintained at a proper standard in order to conserve neighborhood conditions and the property values of the surrounding community. It should be held in good condition until the time of new construction, at which time the old structures are to be removed.
XI. THE LONG RANGE EXPANSION PLAN

1. Phase One
   a. The "L" shaped campus of the University constitutes phase one of the campus plan. (See map following) This is bounded by Downer on the east, Kenwood on the south, Cramer on the southwest, Hartford and Maryland on the northwest, and Edgewood on the north. (Some 98.5 acres)
   b. Academic buildings shall be located on the "L" shaped campus, with some University housing to accommodate a projected 1973 enrollment of 25,000 students.
   c. Land acquisition plans have now been formally approved, and the purchase (as they become available) of the residential dwellings along Maryland and Cramer, to partly fill out the "L" shape, is in process.
   d. Arrangements with the Milwaukee public schools should be worked out as soon as possible for acquisition of the present Hartford Avenue School property, to further complete the "L" shaped campus.

2. New Heating Plant Site
   A new heating plant will be needed by mid-1968 to meet expanded requirements beyond present plant capacity. This installation is an
immediate requirement - also located off the "L" shaped campus, requiring approximately three acres, probably to be located near the Milwaukee River at one of several alternative sites now under study.

3. **Phase Two**
   
a. The Phase Two (see map following) area is bounded by Cramer on the east, Kenwood on the south, the Milwaukee River on the west, and Hartford on the north. (Some 20 acres)
   
b. For the period beyond 1973, academic buildings will need to be constructed on additional new acreage acquired beyond the present "L" shaped campus.
   
c. The "L" shaped campus does not provide replacement acreage for UWM's present athletic fields which will be encroached upon by mid-1967 due to building construction now planned. Such replacement of recreational and athletic acreage is planned for the area bordering the Milwaukee River and should add to the park-like character planned for the river area by Milwaukee County.

4. **Phase Three**

   This expansion area is in two sections, 3a and 3b (See map). The first (3a) is bounded by Oakland on the east, Hartford on the south, the Milwaukee River on the west, and Newport on the north (9.7 acres). The
second (3b) is bounded by Farwell on the east, Linnwood on the south, the Milwaukee River on the west, and Kenwood on the south. (Some 25 acres)

The acquisition of Phases Two and Three will provide a campus of some 155 acres and will suffice for the development of the campus to the end of the century, accommodating a projected enrollment of 40,000 students.

The Direction of Expansion

After considerable study, the area described is considered to be the most suitable area of expansion for the following reasons:

a. It confines the University campus to a generally compact institutional area and thus contributes to the stability of the surrounding residential area, allowing for appropriate development both to the north of Newport and south of Linnwood.

The University expansion to the west and southwest will contribute to the stability of the surrounding community and help to maintain and upgrade the existing residential character of the property on Downer Avenue facing the University and east of Downer Avenue to Lake Michigan.

b. The new form the campus will take by this expansion is in conformity with the accepted principles of compactness, high density development and rounding out the area surrounding the developing core of the campus.

Expansion to the south of Kenwood is primarily to accommodate the science
expansion and other academic development.

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by the Department of Planning and Development
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