University of Wisconsin-Milwaukee
An Urban Design Plan for the Campus

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A presentation to the Physical Environment Committee of the University of Wisconsin-Milwaukee on urban design issues and solution.

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School of Architecture and Urban Planning University of Wisconsin-Milwaukee
Welcome to the University of Wisconsin-Milwaukee Walking Tour. Its purpose is to provide the participant with background information about the campus, and raise issues relevant to its design.

The University serves the diverse needs of over 26,000 people, providing them with space to study, live, and work as well as more abstract concepts such as the need for a sense of community.

The campus is compact. Its main buildings are located on a three-block, 90 acre area, and for the most part, its future is constrained by these existing boundaries.

The University's Beginnings
The precursor to UW-Milwaukee was the Milwaukee State Normal School, a teacher's training college, founded in 1855. In 1927, it became the Milwaukee State Teacher's College and in 1951, the Wisconsin State College, Milwaukee. In 1956, when the Wisconsin State College merged with the University of Wisconsin Extension Center, the University of Wisconsin-Milwaukee was formed. In 1961, the campus as we now know it.

The Walk Begins
This walking tour begins in the place where the campus itself began, at the corner of Hartford Avenue and Downer Avenue. To your right, on the north side of the street, are the Downer College buildings of Johnston, Merrill, Greene, and Holton Halls which are all part of the same complex. To your left are the buildings originally belonging to the Downer Seminary. These are Garland, Pierce, and Vogel Halls. The Downer College and Seminary buildings were designated as historic landmarks in 1973.

As you walk westward along Hartford Avenue, the tall, lightly colored, eleven storey building to your right is Enderis Hall, and it houses the needs of the Schools of Education, Library Science and Information Science, and Allied Health Professions.

Immediately west of Enderis Hall is a parking lot. This area raises the first of a series of issues that you will be asked to look at and think about as you travel this walk. This is one of the several points where

ISSUE: Spatial Network. Strengthening the University's spatial network will enhance the image and identity of the campus, unify the three separate blocks, and improve the wayfinding potential of UWM.

University purchased the Milwaukee Downer Seminary, along with over 8 acres of land. In 1964, the Downer College was purchased by UWM, adding 14 buildings and 43 acres of land. In 1965, the University School was acquired, which included Engelmann Hall and the soccer field to form the pedestrian movement and vehicular movement come together.

Little attention has been given to this over the years, but the issue of movement through and around the campus is a critical one.
RECREATIONAL/OPEN SPACE: Politically sensitive site; contradiction of use—passive.

PARKING: Direct access, efficient car parking. No functional conflicts. Use screened from neighborhood.

RECREATIONAL SPACE: Passive—inevitable to access.

PARKING COURTYARD: Functional conflicts between pedestrians and vehicles.

PARKING: Conflicts of use; central location—ideal open space or building site.

ENTRY: Good sense of entry; good visual quality.

FUNCTION?: Ambiguous function; awkward proportion.

PEDESTRIAN SPACE: Important pedestrian space; good proportion and scale; good sense of enclosure—"outdoor room"; well associated with surrounding buildings.

CAMPUS EDGE: Good visual quality.

ENTRANCE: Important campus entry; visually weak—lacks focus.

SPACES—EXISTING

RECREATIONAL SPACE: Good visual quality; potential building (housing) site.

PARKING: Ideal location—at the periphery of campus. Direct access. Minimal conflicts of use between pedestrians and vehicles. Ideal location—at the periphery of campus. Direct access.

SOCCER FIELD: Existing function o.k.; potential future building site.

PARKING: Inefficient; vehicular use conflicts with pedestrians; Potential important development site. Lacks cohesion and visual connection of three blocks.

PARKING/PEDESTRIAN SPACE: Conflicts between pedestrians and vehicles. Ambiguous function; indefinite, nebulous edges—lacks definition.
SPATIAL NETWORK

Concept: The campus is held together by interlocking spatial systems—both pedestrian and vehicular. The basic structure of the campus network consists of three components:

Primary Pedestrian System: provides direct pedestrian linkages between the three campus blocks.

Primary Vehicular System: provides vehicular access to and through the campus interior. This system links the major campus entrances and plays an important role in establishing a strong visual image and identity for UWM.

Secondary Pedestrian System: links localized and remote areas of campus to the primary pedestrian and vehicular systems. Linkages are not necessarily direct—providing spatial diversity and opportunity for exploration.

GOALS AND OBJECTIVES

A primary goal of future campus development should be to provide a physically and visually unified campus environment.

Strengthening the campus spatial network, physically and visually will serve several objectives:

- To enhance campus image and identity
- To unify the three separate campus blocks
- To improve the wayfinding potential of campus
- To minimize conflicts between pedestrians and vehicles

CRITICAL LOCATIONS

Symbolic Front Door: this area occupies a highly visible location at the intersection of the primary pedestrian and vehicular network systems. It is also surrounded by buildings that are significant to the function of the university—the administrative offices and the central library. Design of this space should reflect its physical and symbolic significance as the "front door" of the campus.

Entrances: the three main entrances to the campus provide opportunity to create a strong campus identity. These areas should be designed to create a sense of entry and arrival—both physically and visually. They should be somewhat visually unified to reinforce a strong campus image.

Intersection of Pedestrian and Vehicular Systems: these locations provide the connections between the three campus blocks. They should be designed to strengthen the connection by reducing conflicts between vehicles and pedestrians and by enhancing wayfinding through the strategic use of physical and visual focal elements.
SPATIAL CONCEPTS

INTRODUCTION
Basically there are two categories of spaces relevant to our experience of the university campus: linear spaces and cluster spaces.

LINEAR SPACES
Concept: Linear spaces are the access corridors within the campus. (Figure 1). When moving through linear space, we tend to read it in action terms just as the eye "moves" and "extends", reaching out toward the horizon along the paved surface (Figure 2).

According to Raymond Curran, there are three basic variables that affect the character and quality of linear spaces: shape, scale and the organization of the defining surfaces.

Shape: Straight linear, bent linear and curvilinear. Straight linear space may suggest fast movement, while bent linear and curvilinear space may suggest passive movement and the sense of enclosure (Figure 3).

Scale: Linear space has specific edges. Its overall scale is determined by the ratio between the height, width and length of the edges relative to people (Figure 4a). Variations in the ratio of height to width strongly influence the sense of enclosure experienced within the space. (Figures 4b and c).

In general, a height to width ratio between 1:1 and 2.5:1 is considered optimal. If too large, comfortable contact with the surroundings will be lost. If too small, the space might induce a sense of claustrophobia.

Organization of defining surfaces: The quality of linear space is also affected by the quantity of visual stimulus provided along the defining surfaces.

1. Modifying Linear Space by Means of Architectural Composition: Strong linear spaces emphasize direct and convenient access. However, long, monotonous linear spaces may prove psychologically exhausting. Contrast between spaces may be difficult to appreciate due to the long time taken to get from one space to the next. Monotony can be relieved by the creation of a series of sub-spaces which add visual interest. (Figures 5a and b).

2. Other Edge Treatment: Walls, fences and other vertical elements may provide effective enclosure (Figure 5c). Plant materials (landscaping) provide a sense of balance between the man-made and the natural environment and visually soften edges.
CLUSTER SPACES

Concept: The second basic category of spatial form is cluster space. In essence, cluster spaces are the extension and continuation of interior spaces or—"outdoor rooms". They provide a variety of opportunities for both faculty and students to come together as a community (Figure 1).

There are also three basic elements that affect the character and quality of cluster space: Shape, scale and edge definition.

Shape: In general, simple shapes like squares, rectangles and circles, permit rapid visual exploration from any position within a space. As such, they are more formal and are often used where a clear symbolic expression of place is desired (Figure 2a). In contrast, oblong and more complicated shapes invite, and indeed require, visual exploration, which generally involves physical displacement of the viewer. Such spaces are generally more informal in character (Figure 2b).

Scale: The scale of cluster spaces strongly influences their character and use potential. Generally, a height to width ratio between 1:1 and 4:1 provides a comfortable sense of enclosure. As the ratio increases, spaces tend to lose their sense of enclosure while smaller ratios produce spaces that seem confining and claustrophobic (Figure 3).

Edge Definition: Vertical/Horizonal Organization: Emphasis on vertical organization retards the horizontal sweeping movement of the eye and provides a great deal of visual complexity. This modifies the character of the space, making it more informal and visually "busy". Emphasis on horizontal organization implies a more formal atmosphere (Figures 4a and b).

Hard/Soft Edge: Like linear spaces, cluster spaces also have hard (structural) and soft (plant materials) edges (Figure 4c). Use plant materials provides softening or blurring of the edge. In contrast, hard edges are crisp and definite.

CLIMATE:
Sunlight and breezes contribute to the physical comfort of spaces. As such, these elements must be considered when determining the size and scale of cluster spaces. Techniques such as height limits and setbacks may be used to ensure desired sun access. Structures and plant materials may be used to filter and direct wind to minimize negative "wind tunnel" effects, and to channel breezes into desired locations (Figure 5).
The campus is held together by connecting pedestrian and vehicular spatial systems. These systems make it possible to go from one block to another, and provide access to and through the campus interior.

**ISSUE: Primary Pedestrian Network**
A primary pedestrian network begins here, moves south to the Union, and then west across Maryland Avenue to the Science Block.
Many of us have not considered the visibility of this space, or the importance it could play in the development of the character of UWM. The Office of the Chancellor sits directly west in Chapman Hall, making this parking lot one of the most visible areas on this campus. It has the potential to act as a focal point within the University where people may gather for important events. It is the symbolic front door of the campus.

ISSUE: Symbolic Front Door
It is important that there is a sense of arrival at the campus - that this is a special place
SCHEMES - symbolic front door

With the new building east of the Maga, the hard square space becomes one. Further west moves with Maggie and therefore gives a quieter inward traffic that goes through the space in fragments.

The green dramatic space of the stage and the stage becomes the key space where the space between the north and south partially.

The space is strongly divided by east sides into the parts forming a visual, character forming on the inner place, while the north blocks form a hard island that responds to the space both of it.

The streets form the dominant views from then and is shaped by hard edges. Each side has its own character.

A further step is taken. Hardwood avenue is described the space than is one and is strengthened by the space that run along the site.
The largest building on campus, located across the street and to your left, is the Golda Meir Library. The first stage of construction of the Golda Meir Library was finished in 1967, and was designed by Fitzhugh Scott Architects. The building won design awards from The Wisconsin Chapter of the American Institute of Architects and from the Milwaukee Art Commission. The second phase was designed by Kahlert & Slater, and the third stage was completed in 1987, and the design was a joint venture by Miller Meier Kenyon Cooper Architects and The Durrant Group, a Madison architectural firm.

Cross the street and walk between the two main wings of the library.

Straight ahead of you, the landscaped University Commons appears. In the warm weather, this major campus open space functions as a gathering place for students. Entertainment is sometimes provided, while bratwursts and hamburgers are prepared and sold from an outdoor grill.

To your right is Bolton Hall, which is used mainly by the Business School. The building in front of you Building is its confusing layout. If you are not familiar with the building, it is nearly impossible to find your way around. This must be especially true for casual visitors.

Turn sharply to your left, and continue walking up to the tall, lightly colored building straight ahead which is Curtin Hall.

If you take time to notice where most people enter and exit Curtin Hall, you would discover that the most frequently used entrance is an almost insignificant fire door. Why, you might ask, would people choose to use this entrance? The door is small, heavy and clumsy. There are steps to climb, visibility is poor, and numerous other users are not plainly visible to you as you wind through this maze.

The answer is simple. This entrance is located at the end of an important pedestrian pathway. People are therefore drawn to use this entrance.

Students are also often rushing to classes, and are not likely to walk the additional distance to reach the main entrance to the building located to your left behind the Downer Seminary buildings. This is

### ISSUE: Building Entrances

The problem of inappropriate building entrance occurs throughout the campus.

is the Student Union. To your left is the Fine Arts Building, which not only provides dance, art and music instruction, but serves the the broader Milwaukee community through the many fine arts programs it provides. One of the Fine Arts building's problems, however, is its entrance for the community. Located in the center of the campus, it is not easily accessible to the public. Another problem with this especially true when the weather is bad, as Wisconsin weather can sometimes be.

Main entrances do not always face places where people are, and for that reason, they remain underutilized. The result is that building entrances which were never designed for heavy use are becoming primary entrances because of their relationship to the flow of pedestrian traffic.
Building entrance can also result from the inappropriate location of a building. For example, some buildings on campus are used by the public, but because of their location, are not easily accessible to people entering from outside of the campus.

An entrance is successful when it addresses the users of the building. You should sense that you have reached your destination when you approach an entrance. Additionally, you should feel comfortable and secure that once you enter the building, you will be provided with the means to find what you are looking for. Throughout this walk, you will encounter several buildings whose entrance is inconveniently located, difficult to find, or uninviting once you have located it.
Entrances need to address the needs of the building's users, and they must address the main pedestrian networks. By doing this, the buildings will better adhere to the campus and become more integrated with both its immediate neighboring buildings, but with the whole campus as well.

Lapham - Barrier to circulation. Hidden entrances, doesn't address the pedestrian network.

Curtin - Main entrance badly located, small fire door on the end that terminates the main access is the most consistently used entrance.

EMS - Main entrance on the pedestrian network is invisible, and the area between EMS and the Chemistry building is cold, windy, bleak and uninviting.
Chapman - Lack of space, no front door on the street.

Union - "Drive Through", recessed entrance, gives the Union no street presence, no window on the street.

Bolton - Recessed Entrances are even harder to see with 2X4s holding lintels up.

Klotsche - An almost hidden entrance makes it not very accessible to students.
Curtin addition provides an end for a major axis, brings in people where they already want to go. It is a simple but effective design solution.
Union changes opens the building up to the street, provides a heated waiting area for the bus, and creates a more appropriate student entrance on the street.
Entrance and Courtyard emphasized on the south entrance, which is the major axis.

Improving the windy space between EMS and the Chemistry Building doesn't necessarily require a built solution - Possible ways to invite pedestrians and reduce harshness include simple devices such as wind generated items like flags, weather vanes, mobiles, etc.
Chapman's new front doors face the public, faculty, and students, while providing required extra space, and conforming to the existing building.
The building to your right is still part of the Fine Arts Complex. As you approach Curtin Hall, turn right and head towards Kenwood Avenue. Walk past the covered walkway connecting the Fine Arts Building with Mitchell Hall, the building to your left.

Mitchell Hall was the first building constructed on the new site of the Milwaukee Normal School. Outside of Mitchell Hall is a quiet open space, providing shade and solitude in the summer. Contrast this space with the much larger, busier University Commons that we passed earlier.

ISSUE: Secondary Spaces
This type of secondary spaces is an asset to the University. Similarly designed courtyards that establish a sense of balance between the built elements of the campus and the natural environment of Downer Woods should be implicit in overall site planning and the landscaping of the campus plan.
When you reach Kenwood Boulevard, turn west and continue down the street.

The building on your right is Mellencamp Hall, which is a potential building site. Mellencamp has become obsolete because its small size does not maximize the potential of this site. The ideal building for this location would help to clarify the University's image to the community. Because this space is on the edge of campus, it has the potential to be a gathering place for the public and University members alike.

There are more buildings needed than there are places to put them. The sites that have been identified for future buildings are already used for other purposes - either old, obsolete buildings, or parking lots.

ISSUE: Building Sites
The growing population of the campus has created a demand for new and better buildings.

The redevelopment of the Mellencamp Hall site would present the opportunity to provide an key entrance to the campus from the surrounding community, particularly those for those people coming to the fine arts complex. There are plans for a Concert Hall/Convocation Center to be located on the campus. If this plan is seriously explored perhaps the Mellencamp Hall site would make an ideal location for this use.
FINE ARTS
CONCERT HALL
STREET PRESENCE
CAMPUS GATEWAY
MALL FOCAL POINT
UNION CONNECTION
INCREASE SCALE
SIMILAR FUNCTION

NEW BUILDING WILL ENCLODE SPACE
TALLER BUILDING FOCAL POINT

STREET PRESENCE AND ACCESSIBILITY

PROVIDE A HEIGHT DATUM

MELLENCAMP SCALE TO SMALL FOR STREET

KEEP SIMILAR ACTIVITIES TOGETHER

PEDESTRAIN GATEWAY TO CAMPUS

PARKING
ACTIVITY
BOOKSTORE
FOOD
As you continue walking, you will pass the Union underground parking entrance. Usually, there is a long line of cars, trailing out into the street, waiting to get into the structure.

Like Mellencamp Hall, the parking structure entrance does not convey the type of image that the University wants to present at the edge of campus. This is the first introduction to the campus presented to many visitors. Rather than welcoming the visitor, this entrance has the appearance of a back alley.

The Student Union is the next building you will encounter. The original Union was built at the west end of the present site. In 1963, it was enlarged by Maynard W. Meyer & Associates. The second stage second stage of construction was added in 1972, and underground parking was added at that time.

The Union is one of the primary buildings on campus, serving many of the students’ daily needs. But ironically, the entrance and facade do not convey the building’s purpose. It accommodates cars - not people - and its circular drive mimics a fast food drive-thru. Look around the front of the Union. Most likely, you will see buses coming and going; students waiting outside and also entering the building. How does the Union address the needs of these people?
People usually walk to this area or arrive by public transportation. Despite this, there is no place to wait for the bus where you can stay warm and dry, and feel a sense of safety at night. The tiny shelters cannot meet the needs of students when the weather is bad. If you should decide to wait inside of the Union, visibility is hindered by the location of the doors in relation to the street. Additionally, people entering and exiting the building will interfere with your view of the outside. The doors are separated from each other by walls, and anyone waiting in this area is disrupting movement in and out of the building.

At night, this area is even more hostile to its users. It is dark and isolated, and conveys a feeling of insecurity. The atmosphere discourages students from using this entrance, and makes time spent waiting for the bus seem even longer than it is.

Enter the Union through the main entrance, walk up the stairs one storey to the first level, and continue northward until you are in the North Enclosure (Elevators are located behind the staircase for wheelchair access).

As you leave the Union you are confronted with an area of campus which lacks any sense of design cohesiveness. To your immediate right is a temporary parking lot. This is the future location of a new building for the School of Business Administration.

To your left is the corner of Kenwood Boulevard and Maryland Avenue. It is a point of entrance to the University from the surrounding community. For this reason, it serves a particularly important visual purpose. Here lies a perfect opportunity to strengthen and define the image of the University.

Points of entrance should signal that something different lies beyond. Anyone who passes through these spaces should feel a sense of arrival. It is essential that at this location and other important entrances to the University, that the distinction between neighborhood and University be viewed as positive, and that design decisions made at the edge of the campus contribute to the interest and variety of this diverse campus setting.

The corner of Kenwood Boulevard and Maryland Avenue is one of these major entrance points.

ISSUE: Entrances to the University
There are important areas of the campus which can be used to give identity to the campus.

The North Enclosure was converted into an indoor eating area in 1987 to meet student demand for food service on campus. This space has become a major student meeting place on the campus. From here, turn to your left, walk down the corridor with the skylights, pass the Credit Union, and exit the building.

Unfortunately, the importance of this area has been ignored in the past. Similarly, the block of campus you are about to enter does not provide you with any clear visual clues as to where you are, where to go, or what you will find.
proposed

CORNER ENTRANCE TIES THE TWO PLACES TOGETHER.

PROPOSED NEW BUILDING

TOP GARDEN IS DEFINED BY BUILDINGS AND TREES
WILL CREATE WHITE SPACE

A SMALLER SCALE OF CANTON FRONT GARDEN

LARGE FRONT SPACE, A PLACE THAT CAMELS
FOR CEREMONIAL AND GATHERING PURPOSES

GATE FOR STREET
N EARLY 20TH CENTURY AMERICAN ARCHITECTURE
TO MATCH SURROUNDING

EXISTING

ENTRANCES

GATES (FORTIFIED ADOBE)
NOT NECESSARY TODAY

GATEWAY HALL

CONFERENCE HALL

DINING HALL

SCHOOL HALL

LABORATORY HALL

HALL HALL

THE 'OFFICE' OF TRANSPORTATION
THAT CAN DISTRIBUTE CARGO
AND FROM 'OFFICE' TO

THE SPACE, ENCLOSED BY
TREES, CREATES A PHASE
OF ANIMAL AND PATHWAYS
FAILED 'ENTRANCES' FROM
THE SURROUNDING

THE SURROUNDING

THE SURROUNDING
The right of trees creates an "aura" to the site wall.

The parking remains important as part of the entry "threshold.

Set side boundary complimenting one other point to another.

Entrance

Maryland & Kenwood
**Proposed**

- Trees are used to enhance the space.
- Past good transparency in relation to the street.
- Flat roof promotes views of the schedule.

**Existing**

- Flat roof is designed as an extension of the facade.
- Entrance at street level.

**Entrance - Hartford & Downer**
As you stand at the center of the bridge and look across the street, you can see that this entire block lacks any clear sense of direction. Buildings have been added haphazardly, and the primary pedestrian path (mentioned earlier) which runs through the Science Block is undefined. Throughout this vast concrete jumble, there are no places to gather or relax, such as the plaza located outside of Mitchell Hall or the University Commons. There are no visible elements to help people to find their way from one place to another. The huge expanse of parking lots make the Science Block look more like the back side of a shopping mall than the center of a university.

be like to walk the other way from Cramer Street toward the Union. The grade climbs from one block to the next, and the bridge reaches even higher than the street. Because of this, anyone walking from the Science Block towards the University Commons does not have a visual sense of what lies ahead. The view is obstructed, and there is nothing encouraging the you to move forward. When you finally reach the peak of the bridge, the path abruptly ends at the Union door. There are no real alternatives to take.

Pathways and building entrances must present themselves so that anyone going from one place

ISSUE: Wayfinding
Clues in the visual environment can be of considerable assistance in finding your way through a complex built environment

Rather than being a pleasant place to be, this area of the campus has been reduced to an obstacle one must walk through simply to get from one place to another.

This problem not only exists when you are walking into the Science Block. Try to imagine what it would
to another can feel comfortable moving through the campus. Focal points should pull people towards important parts of the campus. Pathways must develop their own unique character presenting clarity and giving confidence to the people who walk along them.
WAY FINDING
As you turn right and look across the street from the center of the bridge, you will see the Kunkle Center.

Here is an example of a building that has outlived its usefulness. Its one storey layout is too small, and presents an inefficient use of a valuable site. The Kunkle building is located at an entrance point of the University, and should present a more favorable impression to those who enter the campus from this section of Kenwood Boulevard.

Still standing on the bridge, look to your right, and you will see Lapham Hall. An addition has been scheduled for this building that will modify the use of the whole building but the problems of building entrances discussed earlier are still evident in the proposals. It is difficult to enter Lapham Hall either from the street or the bridge. People who do not exit discouraging people from using it. One suggestion proposes lessening the grade and creating an entrance to Lapham from the same height as the bridge. This would encourage people to use the bridge because the entrance to Lapham Hall would be located at the bridge.

People will rarely climb up a bridge simply to cross a street. This is true even when a bridge offers relief from conflicts resulting from heavy street traffic as this one does.

Now that you have been able to see the next section of our campus walk, we can proceed down the bridge and through the Science Block.

As you look past Kunkle, the next building to your left is the “E” Building. The “E” Building was the first UWM building constructed after the 1956 merger. It

ISSUE: Primary Pedestrian Network
The primary pedestrian network commences on the north side of Hartford Avenue, moves south to the Union, and then west across Maryland Avenue to the Science Block.

from the Union, but still wish to cross the street at this location are forced to create their own walkways to enter the building. This is evident from the muddy paths worn through the bushes between the bridge and Lapham Hall. The grade of the bridge from the side of Lapham can prove to be excessive, was not intended to be a permanent building, but was nonetheless remodeled in 1972. It will soon be replaced by a six storey parking structure. The building beyond the “E” Building is the Physics Building.
sections & plans: physics & e.m.e. courtyards
new-building-site design-guidelines

- staggered facades of building
  - to create ‘room’ between the bridge and building
  - to avoid enclosing the bridge with high walls

- parapet of new building
  - to give the sense of wider pathway
  - to minimize the scale of building to pathway; no tall wall directly enclosing the pathway
  - to discourage people coming to the open space below; yet still provide access
new building site

design guidelines
The building to your right after Lapham Hall is the Chemistry Building. There is a definite need to soften the facade of this building. Its exterior is extremely harsh and the entrances are equally stark. Strong winds accentuated by the location of buildings in this area add to the unpleasantness of this space. As you stand in front of the Chemistry building facing west, you will see the Engineering, Math and Science Building (EMS) to your right. The Physics building with the circular Olson Planetarium are to your left.

The new parking structure, which was previously mentioned will block out the view of the Physics building for anyone entering the Science Block from Maryland Avenue. For that reason, the pedestrian network must draw people into this area, signaling that something lies beyond. This could be done by strengthening the pedestrian network.

The open space in front of the Physics building also poses other opportunities. A green space is needed here, but this one was poorly planned. It would fit into the area much better if it were part of the secondary space network, and tied together with other spaces from a design standpoint.

Now, let's go on to the northern end of the block. Turn right and walk between the Chemistry and EMS Buildings. Two buildings will appear in front of you. Engelmann Hall is the long, two storey building, and the tall, rectangular building, to its left is Cunningham Hall. Follow the stairway, turn left to follow the pathway around the soccer field.

The soccer field is equipped with a special heating system. It sits idle for most of the year - an inefficient use of this potential site.

The County of Milwaukee has proposed the building of a soccer field elsewhere in the county. The use of this new facility, which could be utilized by the University and other organizations would, in essence, free the present soccer field for future construction, and would result in an additional campus building site without the actual acquisition of land.

Before reaching Cunningham Hall, you will notice a parking lot located on North Cramer Street. This is another potential building site. Special care should be given to any new development in this area because it is location in a neighborhood area. Any major improvements should be planned in cooperation with the community.

As you reach Cunningham Hall, turn right and continue to walk around the soccer field. Take the steps located between Cunningham and Engelmann Halls down to the street (Elevators are available inside of Cunningham Hall). Turn right and walk eastward along Hartford Avenue.

Columbia Hospital is located across the street. The Hospital is not affiliated with UWM in any way, but sometimes it is visually mistaken for being a part of the campus. This section of Hartford Avenue provides a pleasant environment in which to walk. It is especially welcoming during the Fall when leaves on the trees turn their rich, autumn colors.
Engelmann Hall has reached a point where it can no longer satisfy the needs of the who use it. The School of Architecture and Urban Planning are cramped within its walls. A new building has been planned for the adjacent site along Maryland Avenue and Engelmann Hall will be converted again for use by another component of the part of the University community. The new School of Architecture and Urban Planning is scheduled for completion in 1993.

As you continue walking along the street, you will come to the corner of Hartford Avenue and Maryland Avenue, which is the center point of the L-shaped campus.

Modifying the traffic on Hartford Avenue and Avenues. Another suggestion is to restrict traffic flow at this intersection by only allowing right turns. This would discourage vehicles from using Maryland Avenue as a through route alternative to Oakland Avenue.

As you cross the street, you may notice young children on the playground. The Hartford Avenue School is not part of the University. Discussions have been held between the University and The City of Milwaukee to acquire this site which has the potential to act as a major point of entrance to the University. This is an awkward location for a school. It sits in one of the most visible areas of the campus. This location would be ideal for an important administrative

ISSUE: Boundaries
If the boundaries of the campus are more clearly identified, the end result will be a stronger image for the University.

Maryland Avenue would enhance the pedestrian environment of the campus. But before any decisions are implemented, an impact study should be conducted to evaluate the future effects to the campus and the community. One suggestion is to close Hartford Avenue between Maryland and Downer building, which would be frequented by people from outside of the campus.

An easily identifiable edge will define that place which is the University of Wisconsin-Milwaukee.

An effective means of doing this is to create more defined entrances and gateways to the campus.
When you reach the corner of Maryland and Hartford Avenues, cross the street to the northernmost block of the campus. Follow the diagonal path which heads eastward.

The large building complex to your left is the Sandburg Residence Halls. Not only do these towers house students, but also provide offices, lounges, meeting rooms, dining areas, and parking facilities for its residents. The West Tower also accommodates the University administration departments.

inadequate to meet demand, and there is a long waiting list each year for campus housing. New facilities must be provided.

Housing solutions exist on and off campus. One proposition extends low-rise housing along Maryland Avenue, and also from Sandburg Halls out towards Hartford Avenue.

Another alternative would be to provide housing off campus with easy access either by foot or public transportation. Perhaps this housing could target

ISSUE: Student Housing
The University must decide upon the role it is willing to play to house its students.

The complex is named after Carl Sandburg, who lived briefly in Milwaukee, and worked as a journalist. The Green Commons, inside of Sandburg, is named for William T. Green, a former state capitol janitor, who was the first African-American to graduate from Madison's University of Wisconsin Law School, and authored a Civil rights bill signed into law in Wisconsin in 1895.

At present there is accommodation for 1,950 students in these buildings. However, this is couples and families where both partners attend the university. More mature students would also be capable of contributing culturally and academically to the community.

The goal of any new residential structure should be to improve the quality of student life. Alternatives should explore off campus housing in the form of purchased residential buildings, or building new structures on or off the campus.
Continue along the path in this eastward direction.

The building to your right is Chapman Hall, a building that you looked at from the other side at the start of this walk. This building was originally the library of Downer College. It became the Office of the Chancellor in 1964, and for that reason, remains a very important administrative building on the campus.

There are two problems associated with this building. The first problem deals with entrance. The back of the building faces the street. This can be confusing to a visitor. The second problem has to do with the need for parking places for those who visit the Chancellor.

As you continue down the path, and looking north, you will see a wooded area known as Downer Woods, which has been preserved in its natural state. By law, no alterations may take place on this land.

Downer Woods is considered one of the University’s important natural assets. Its peaceful, natural setting could evolve into an important component of the campus landscape. Since many people identify Downer Woods with the campus,

The building is cramped and inadequate to meet present student needs.

Immediately south of Norris is the Klotsche Center. It is the massive, dark building next to Downer Woods that has no windows, and apparently no doors. Entrance is obviously a problem for Klotsche. The most used entrance to this building is located on the west end of the building, across from Downer Woods. Not only is this entrance difficult to find, its isolated location may leave the user feeling unsafe or uncomfortable. This would be especially true at night.

An important goal of the University is the availability of recreational opportunities for students, and adequate space for publicly attended sporting events. As UWM nears the Division I position, the projected need for space will increase. The present facility is inadequate to satisfy the projected need.

Two things must be done. First, more facilities must be provided to meet the needs of the student population. And second, a new, more visible entrance must be built to provide convenient public access to the Center.

ISSUE: Building Sites
As discusses earlier finding sites for new buildings is a critical problem

In the past, people have assumed that expansion of the Klotsche Center means the disruption of Downer Woods, but there are other, more responsible alternatives that will solve this problem. One solution would be to construct an addition to the building reaching towards Hartford Avenue. This would call for the relocation of the Health Center.
CONCEPTS

- Preserve Downer Woods
- Create Chapman/Dorm Link
- Replace existing entrance
- New proposed entrance
- Improve existing parking
- Formal Athletic Dept. Entry
- Athletics vacate temporary
A parking lot is located behind the Klotsche Center, well hidden from the surrounding neighborhood. This site would be the ideal location for a parking structure. Because of its location on the edge of campus, increased vehicular traffic in this area of the campus would not disturb the pedestrian network. Secondly, parking structures are not typically pleasant to look at, and this out of the way location would not detract from the character of the campus. And finally, a parking structure in this location would facilitate the needs of the Klotsche Center during special events.

Ideally, parking should be located at the edges of campus to avoid unnecessary traffic running through

ISSUE: Space for Car Parking
Parking is a problem here at the University. Not only does the campus lack adequate space, but the surrounding community suffers from parking congestion.

the campus. If parking is located in a highly visible area, it should be screened from public view in an attractive, orderly manner, but yet maintain enough visibility to be recognized by the public, and provide a sense of safety to its users.

Attempts have been made to encourage

used rather than on a semester-to-semester basis? Are there other viable locations for park-ride lots? What effects will these decisions make upon the surrounding neighborhoods? These questions must be answered before the University can begin to solve its parking problems.
CAMPUS PARKING AND TRANSIT

Goals:
- to maximize parking/transit opportunities and efficient campus-wide
- to reduce on-campus conflicts between vehicles and pedestrians

Objectives:
- to consolidate parking into large lots or parking structures located near
  the campus periphery or entrances.
- to eliminate small, inefficient parking areas, located in the campus
  interior, which conflict with pedestrian circulation.
- to provide convenient off-campus parking opportunities.

On-Campus Proposals:
1. Implement the scheduled construction of a five story parking
   structure on the E Building site; parking capacity = 580 spaces.
2. Explore the feasibility of building parking structures on existing parking
   lots west of the soccer field and north of Klotsche Center; potential
   parking capacity = 1000 spaces.

Off-Campus Proposals:
1. Develop the existing UPARKs to their maximum parking capacity; and
   identify additional UPARK sites.
2. Increase the UBUS service lines; study the feasibility of establishing a
   jitney type transit system in the neighborhoods surrounding UWM.
3. Conduct a study to determine the possibility of constructing off-campus
   dorm/housing combined with the UBUS program.
As you walk in front of the Klotsche Center and look slightly to your right, the Power Plant will become visible. It includes the pumping station in Lake Michigan, and pipes to bring water from the lake to the campus to cool air conditioning condensers.

Between Klotsche and Sabin Hall, look to your left. Here you will see the Temporary Academic Building. Some of the Geology instructors have offices here, and many athletic programs are administered from this building. This is also a potential building site.

Sabin Hall is the next building along the walk. It was originally part of the Downer College buildings. It serves the Department of Geography.

Turn to your right as you reach Downer Avenue. The small building to your right as you walk along the street is the Greene Museum, where a permanent display of 90,000 fossils, minerals and rocks can be viewed. It was compiled in the 19th century by W. T. Greene, who lived in Milwaukee.

At this point, you have come in contact with each of the buildings on campus, you know the pedestrian networks, and have become aware of those areas of the University which could be modified to create a more cohesive campus setting.

You have seen how UWM has grown over the years; sometimes successfully, and other times not. UWM has suffered through its share of growing pains, especially during the 1960s and 1970s, when growth occurred at an unprecedented rate. We have tried to evaluate the results of this growth, and suggest modifications for the future development.

UWM has matured into an impressive university, attracting students and faculty worldwide. For this reason, it is important that its physical image of the University of Wisconsin reflect the outstanding role it plays as an educational institution.