KENWOOD CAMPUS AND THE EAST SIDE
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As UWM continues to build upon the intellectual and physical critical mass that exists on the Kenwood campus, the University has identified opportunities throughout the East Side to meet the evolving programmatic and student life needs. Properties that comprise UWM's East Side land and lease holdings include the Kenwood campus, the Alumni House, The Heft Center, Zelazo, the Chancellor’s Residence, University Services and Research Building, Riverview and Cambridge Commons, and Kenilworth.

SITE STRATEGY

The following rationale and use strategy applies to the East Side properties:

Kenwood

The Kenwood campus serves as the primary hub for the academic experience and student life. The campus includes several academic buildings, as well as administrative offices, a student union, athletic and recreational facilities, and student housing in the Sandburg and Purin Halls. New academic facilities will primarily host programs for science, technology, engineering, and mathematics (STEM) and the arts. These new facilities will allow for backfill opportunities for the remaining academic programs and administrative offices.
Alumni House
The UWM Alumni House, formerly known as the Kenwood Conference and Alumni Center, is an historic structure that sits on 3.9 acres of land at the east end of Kenwood Blvd. The Alumni House will continue to house the offices for Alumni Relations. Future renovation of this facility will be considered depending on funding availability.

University Services and Research Building
The University Services and Research Building (USR), located approximately three miles northwest of the Kenwood campus, is a UWM facility that currently hosts physical plant facilities services. The USR will continue to serve in this capacity in the future, as well as provide facilities for some components of engineering research.

Riverview and Cambridge Commons
As the demand for University housing has increased, UWM has expanded beyond the Kenwood footprint. Located south of Kenwood campus along North Avenue, Riverview houses approximately 475 first-year students. The complex includes dining and fitness facilities and is served by a 24/7 shuttle system that connects students with the Kenwood campus.

The University is currently constructing a new housing facility, known as Cambridge Commons, similar to the existing Riverview and on an adjacent site.

Kenilworth
Kenilworth is a mixed-use complex of approximately 500,000-square-feet, which houses some components of the Peck School for the Arts, as well as the Apartments at Kenilworth Square for graduate students and visiting faculty. The facility also includes indoor parking, event space, and first-floor retail. Originally built in 1914 as part of the Ford Motor Company, UWM’s reuse of this historic structure contributes added vibrancy to the urban district in which it is located.

As UWM continues to build upon the intellectual and physical critical mass that exists on the Kenwood campus, the University has identified opportunities throughout the East Side to meet the evolving programmatic and student life needs.

The Children’s Center
The Children’s Center, currently located in the Kunkle Building, is a critically important asset, which serves both the campus and the broader community. In the context of the overall master plan and development proposed for the southwest quadrant of campus, the relocation of the Children’s Center will be necessary. Key criteria for the relocation of this facility include close proximity to the Kenwood campus, adequate pick-up and drop-off access, an adjacent outdoor play area, and a footprint large enough to accommodate ground-level classrooms.

The Norris Health Center
The Norris Health Center provides an important service for UWM students. This Center, along with other reunited Student Health Services, could be potentially relocated to the Southwest Precinct to benefit from the adjacency with programs in Health, Education, and Social Welfare, as well as to improve access, enlarge the facility, and provide additional exam rooms. Other locations under consideration include the Columbia-St. Mary’s Opportunity Site. The current site of the existing Norris Health Center will be developed for much needed classroom and laboratory space for the Social Sciences.

The Hefter Center
The Edith S. Hefter Conference Center, located on the corner of Hartford Avenue and Lake Drive, houses a one-of-a-kind venue well-suited for University departmental retreats, small faculty gatherings, seminars, and official receptions.
KENWOOD DESIGN FRAMEWORK

Vision
The following fundamental themes and ideas characterize the campus vision:

Urban Campus
The Master Plan supports UWM’s role as an urban campus. Programmatically, the Plan provides venues where both the campus and neighborhood communities can come together, such as the theatre and bookstore. Building placement and height responds to the neighborhood context, with higher density located in the UWM campus core and with lower heights along campus edges. Building setbacks allow for significant and graceful campus landscape edges that ease the transition from campus to neighborhood. Transportation portals provide key arrival points to the campus from the City’s public transit and campus shuttles.

Interconnected Learning Environments
Collaboration is encouraged through building and land use, as well as strategic architectural and open space interventions. The Master Plan considers programmatic adjacencies, and provides flexible venues that encourage collaboration and interdisciplinary interaction. Interdisciplinary nodes are planned as centers for academic faculties that foster an open and collegial atmosphere for faculty and student engagement between departments.

Pedestrian-oriented Campus
The Master Plan preserves and enhances the pedestrian qualities of the campus. It aligns interior and exterior circulation, coordinates pedestrian movement with transit portals, and enhances pedestrian paths and bicycle routes in coordination with the regional system, thereby improving the way in which one experiences the overall campus.

Working Landscape
The proposed open space and landscape system is planned to function as a “working landscape” that embraces, integrates, and embodies design, environmental, and academic values. The working landscape responds to the climate and natural conditions of the site, working with its features to maximize their functional qualities. Through sustainable design and dedication to environmental responsibility will emerge a rigor to placemaking and a commitment to creating vibrant campus environments.

Indoor-Outdoor Engagement
The Master Plan emphasizes physical and visual connections between indoor and outdoor environments. Facades are articulated with transparent materials, while circulation is brought to the edges of buildings wherever possible. Open spaces and student life programs are strategically situated along southern facades of proposed buildings to capture sunlight, activate building edges, and ease the transition between the indoor and outdoor spaces.
Land and Building Use Framework

The Kenwood campus is comprised of three distinct precincts: the southwest precinct, the southeast precinct, and the north precinct. These precincts are distinct both architecturally and programatically, and each is characterized by a series of buildings that strongly relate to an open space element. At the same time, each precinct is linked to one another via an interconnected pedestrian network.

Southwest Precinct

The southwest precinct is bounded by Cramer Street to the west, Kenwood Blvd to the south, Maryland Avenue to the east, and Hartford Avenue to the north. Existing buildings in this precinct include Cunningham Hall, Englemann Hall, Architecture and Urban Planning Building, Physics Building, Kunkle, Chemistry Building, Engineering, Math, and Sciences (EMS) Building, and Lapham Hall. Together, these buildings form a district identity of Science, Technology, Engineering, and Health.

Redevelopment Sites

The Physics Building, Kunkle, and the adjacent surface parking lot offer opportunities for redevelopment in this precinct of campus. The Physics Building is in poor condition, as determined by the Phase A Facility Condition Report. While Kunkle’s condition is considered fair, both Kunkle and the Physics Building do not maximize use of this parcel.

As noted in the space analysis, the campus has a pent-up demand for interdisciplinary teaching and research lab space, which is needed to foster collaboration and partnership among the sciences. The health sciences also have a demand for additional space, particularly Nursing.

Interdisciplinary Research Center (IRC)

The Master Plan includes a series of new buildings, collectively known as The Interdisciplinary Research Center (IRC), in the southern portion of the southwest precinct, adjacent to the existing science and technology-related buildings and on the sites at the corner of Kenwood and Maryland. Three new buildings march along Kenwood Blvd in an east-to-west fashion, framing the street edge. The easternmost of these buildings, along Maryland Avenue, is planned as the Phase 1 IRC. The remaining three buildings are located directly to the west. Collectively, this series of buildings is united by an east-west, two-level interior spine of social and learning spaces. This spine provides the opportunity for informal collaboration among students, faculty, and staff in an environment that is protected from the outdoor elements. At the same time, these spaces relate strongly to the outdoor environment, reinforced with strong visual connections. Three new quads are planned for this area, all of which are intimately scaled and have southern exposure that maximizes sunlight and minimizes wind exposure.

Health, Education, and Social Welfare

A series of new health, education, and social welfare-related buildings anchor the western edge of this precinct, occupying the site of the former Cunningham parking lot. The presence of these buildings forms the eastern edge of Englemann Field, which will be maintained as a recreation amenity, but which will be shifted slightly to the east. The western edge of these buildings, which step down to a neighborhood scale of three stories, frame Cramer Street. The new buildings provide primarily classroom and laboratory space for Nursing, Health Sciences, and Public Health, as well as for the College of Education and the School of Social Welfare. The buildings are configured to accommodate a direct north-south pedestrian connection that links to the IRC in the south.

Englemann Hall is maintained as an iconic building in this precinct, with uses related to Health, Education, and Social Welfare, as well as general student life and study space. The existing administrative uses will be consolidated and relocated to a more appropriate space, as the administrative use currently in Englemann is not the highest and best use for this location. A new entryway for Englemann is envisioned as a way to improve the linkage between the southwest precinct and the Columbia-St. Mary’s parcel.

The Architecture and Urban Planning Building, located on the northeastern edge of this precinct, will continue as both the programmatic and physical seam between science and technology in the southwest and the more centrally-located professional schools, including the Lubar School of Business.
CHARACTER SKETCH OF INTEGRATED LEARNING ENVIRONMENT AT IRC, LOOKING WEST FROM THE UNION

2-LEVEL CIRCULATION SPINE LINED BY TRANSPARENT LEARNING SPACES, INDICATED IN PURPLE
CHARACTER SKETCH OF THE INTEGRATED LEARNING ENVIRONMENT AT THE LIBRARY
CIRCULATION SPINE LINED BY TRANSPARENT LEARNING SPACES, INDICATED IN PURPLE
Southeast Precinct

The southeast precinct is bounded by Kenwood Blvd to the south, Maryland Avenue to the west, Hartford Avenue to the north, and Downer Avenue to the east. Historically, this precinct has served as the hub of student life, accommodating both the Union and Library, as well as hosting programs in Business, the Arts, and the College of Letters and Science. In addition to the Union and Library, facilities in this precinct include the Lubar School of Business, Bolton Hall, Mitchell Hall, Curtin Hall, Garland Hall, Pearse Hall, Mellencamp Hall, Music Building, Theatre Building, Art Building, and Arts Lecture Hall.

Redevelopment Sites

Mellencamp Hall, a two-story building in poor condition, occupies a key parcel within the arts district and along the highly visible Kenwood corridor. Currently in use by Enrollment Services and Financial Aid and Student Employment Services, the site is better suited to accommodate needed arts-related facilities. As such, the student services will be relocated. Together with the student services already located on the ground floor of Bolton, the pair form a new student services spine that runs north-to-south through the underbelly of the Library. Mellencamp will then be demolished to make way for a new performing arts facility, which will serve as an iconic building to welcome both the UWM and the broader community onto campus. The large open space to the east of the performing arts facility, which also wraps around Mitchell Hall, is envisioned to become a sculpture garden.

Proposed Improvements

Other improvements along the Kenwood corridor include an addition to the south side of the Union as well as a new addition along the Union’s western edge at the corner of Maryland and Kenwood, which could accommodate a range of functions including designated space for UWM Alumni activities. Both facilities are planned with transparent facades to reveal internal activity. Together with the planned theatre, these facilities form an active edge along Kenwood that announces the UWM presence and which celebrates Kenwood Blvd as the front door of the Kenwood campus.

The Library undergoes a transformation from a traditional-style study environment to a dynamic learning community space with the addition of new flexible space in the currently open area that transects the Library from north to south. A building addition is also planned for the north side of the Library, further reinforcing the major north-south spine that connects the campus from Kenwood Blvd northward to the Pavilion. This addition also brings the entrance of the Library to Hartford Avenue, thereby receiving pedestrians from the north into the Library, Spaight Plaza, and the student life zone. This building addition will support collaborative teaching and learning, and be an extension of the already completed Sorensen Learning Commons. An addition to the north side of Bolton Hall further reinforces this spine as the student life corridor and provides additional space for one-stop-shop student services.

Garland, Pearse, and Curtin Halls will continue to provide space for the humanities. An addition to the north side of Curtin Hall will not only provide new space to accommodate growth in these programs, but also will serve as an iconic element both along the north-south campus spine and also as the eastern terminus of the east-west spine that connects the sciences in the west to the humanities in the east.

The Hartford School will remain as an important partner to UWM and entity within the Milwaukee Public School system. While this situation will remain for the foreseeable future, UWM may be interested in University re-use should this parcel ever become available.
North Precinct

The north precinct is bounded by Hartford Avenue to the south, Maryland Avenue to the west, Edgewood Avenue to the north, and Downer Avenue to the east. This zone is characterized by student life—particularly residence halls and athletics and recreation facilities—as well as academic programs in Education and Social Science. The Downer Woods is also a prominent feature of this precinct, providing an emblematic natural open space amenity that anchors the northern edge of campus. Buildings here include Sabin, Johnston, Merrill, Holton, Enderis, and Chapman Halls, the Greene Museum, Klotsche Center, the Pavilion, and Sandburg Residence Halls.

Redevelopment Sites

Norris Hall offers a redevelopment opportunity, as the building’s limited size and height do not take advantage of the parcel. The demolition of Norris allows for the construction of a new academic building for use by social sciences and potentially others, which includes research spaces and classrooms for the Psychology department. In doing so, Psychology maintains its adjacency to the other social sciences. The demolition of Norris also allows for the expansion of Klotsche on its southern façade to provide additional athletic and recreation space for the campus.

Proposed Improvements

A ground floor addition to the base of Enderis could accommodate the student services once located in Mellencamp Hall. In this way, services are aligned along the highly active north-south pedestrian spine that leads through the Library and past the other student services on the ground floor of Bolton. Together, all three building additions—Enderis, Social Sciences building, and Klotsche—form an active edge along this heavily utilized north-south corridor. The corridor terminates to the north at a new iconic entryway to the Pavilion.

Sandburg Residence Halls and Chapman Hall remain unchanged; however, the open space around these facilities becomes more usable. While some parking spaces will be maintained, the removal of the Chapman parking lot not only minimizes traffic congestion along Maryland, but also creates an extension of the Downer Woods to the south.
Open Space and Landscape Framework

The proposed open space and landscape framework is intended to function as a “working landscape” that embraces, integrates, and embodies design, environmental, and academic values. The working landscape responds to the climate and natural conditions of the site, working with its features to maximize their functional qualities. Through sustainable design and dedication to environmental responsibility emerge a rigor to placemaking and a commitment to creating vibrant campus environments.

The landscape framework considers treatment of the following zones: Downer Woods, the historic landscape of the eastern portion of campus, and new development parcels in the southwest precinct. Downer Woods will be maintained as a key component of the landscape framework and will symbiotically extend southward. Landscape design in the historic zone will respond contextually to the existing buildings and open space structure. In the southwest precinct, new entry courts, plazas, and quads establish an open space network that connects to the broader campus system. Specific recommendations are contained in the Design Guidelines section of this report.

Landscape Types

The campus landscape and open space framework operates as an integrated overlay that seamlessly links the formal and informal open spaces on campus. The Master Plan strengthens the existing landscapes, establishes a sense of hierarchy and identity, and improves connections between open spaces. The campus contains a variety of open space and landscape elements, which are guided by the following landscape design objectives.

Landscape Design Objectives:
- Understand the campus’ assets and opportunities
- Create a rich and layered landscape
- Establish an open space framework with a variety of landscape typologies, enhancing and complementing the existing landscape
- Create an open space network with multi-functional places where people can walk, gather, rest, work and play outdoors
- Create ‘places to be’ rather than ‘passage-ways’
- Emphasize the ‘inside-outside’ relationship between architecture and landscape
- Improve movement across campus with a clear, comprehensible yet minimal network of pathways
- Establish places for art displays on campus
- Develop innovative and integrated open space concepts that emphasize sustainability for an environmentally responsible landscape
- Integrate the idea of rainwater management practices into the various landscape types encompassed in the open space
- Introduce native trees and plant material that adapt to the site conditions and plantings that do not require irrigation or significant watering.
Primary Gateways
The Master Plan reinforces the unique identities of all campus entries. The gateways are located along campus edges at key intersections. In particular, three gateways will serve as primary campus entrances. As gateways to the University, each celebrates the identity of the campus and enhances the sense of arrival. Each of the gateways aligns with existing and planned transit stops so that visitors can be received and welcomed into UWM.

Southwest Gateway
A potential future transit line along Oakland Avenue serves as an impetus for establishing a campus gateway at the corner of Cramer Street and Kenwood Blvd. In this way, the Southwest Gateway serves as a primary pedestrian entrance, and encourages connections to both the campus and the surrounding residential neighborhood to the west. The new IRC defines this entrance and receives visitors into the Science and Engineering academic precinct. The plaza and landscape surrounding the IRC provide a unified entrance where students, faculty, staff, and visitors can wait and socialize.

Maryland and Kenwood Avenue Gateway
A gateway at the corner of Maryland Avenue and Kenwood Blvd welcomes visitors into the central portion of campus. This functional entrance serves as a major bus drop-off zone and is anchored to the west by the new IRC and to the east by the Union addition. A new indoor bridge connection links the Union across Maryland Avenue to the IRC.

Union Gateway
As it does currently, the Union will serve as a primary gateway into the campus via its entry along Kenwood Blvd. A new addition to the southern façade of the Union will serve as an iconic element to welcome students and visitors to campus. This gateway will serve as the primary visitor entrance and will incorporate a transit portal featuring an indoor waiting and lounge area and commuter amenities such as convenience retail and limited food/coffee services.
Pedestrian Connectors

Several pedestrian connectors are proposed in the Master Plan. Connectors serve as both landscape and building linkages through the site that complement and connect the buildings and open space elements.

North—South Connectors

In addition to the street network that connects the campus north to south, several planned corridors link the campus internally.

The principal north-south connector, serving as “Main Street” for the campus, framed by student services and campus life functions. The connector is envisioned as having both indoor and outdoor components. Building façades with ground-floor transparency frame the pathway, maximizing the visual connection between the indoor and outdoor environments. This includes the opening up of the east façade of Bolton Hall, the enclosure of the “underbelly” of the Library, the ground floor addition to Enderis, and a new academic building north of Enderis Hall. The axis is marked with an addition to the Pavilion that serves as a beacon at the terminus of this key corridor.

A second north-south connector is located west of the “Main Street” spine, extending from the Union, northward past the east side of Lubar and the Hartford School and ultimately connecting to the Sandburg Towers. This connector is improved by the addition of trees and new pavement materials.

A third north-south connector begins at the entry court along Kenwood, immediately west of the Phase 1 Interdisciplinary Research Center (IRC) and extends northward west of Lapham Hall, through Englemann Hall, and ultimately connects to the Columbia-St. Mary’s parcel. This corridor passes through both a new Engineering and Life Sciences quad as well as the re-imagined Englemann Field, providing gathering spaces at points along this corridor.

A fourth north-south connector extends from the IRC at the corner of Cramer and Kenwood Avenue, northward through the series of buildings associated with the Health Sciences, Education, and Social Welfare. This corridor is primarily internal in nature but relates strongly to the exterior environment through the use of transparent materials.

East—West Connectors

In addition to the role that both Kenwood and Hartford Avenues play in providing east-west connectivity, new corridors are planned to provide clear and direct pedestrian connections within the interior of the campus.

The primary outdoor east-west spine extends eastward from the Health Sciences district and ultimately connects to a new building addition at Curtin Hall that marks the terminus of this axis. Active ground floor uses and an alley of trees clearly define this connection and make it an enjoyable pedestrian experience.

The primary indoor east-west spine extends eastward from the IRC, passes over the proposed enclosed Maryland Avenue bridge and connects into the new Union addition. This connection continues eastward through the existing “spine” of the Union to a new theater and ultimately terminates at Mitchell Hall. These internal corridors are conceived as lively places for interaction and collaboration, with student life spaces and classrooms that frame this circulation network.

Nodes of Activity

Nodes of activity are located at key areas along the north-south and east-west connectors. These nodes are areas of the campus that express the collaborative social learning environment and serve as anchors of student activity. The primary nodes are located at the Union, the Library, the IRC and Sandburg Commons.
Quadrangles

Quadrangles are central features of the open space and landscape framework. The Master Plan includes one new large quad and a series of smaller quadrangles. In each case, the quadrangles are framed by academic and student life buildings and provide human-scaled and habitable environments for gathering and socializing.

Englemann Field is transformed from a special-use space for athletics to a community-wide quadrangle for passive recreation. This transformation will occur only after adequate soccer facilities are provided at Lincoln Park or elsewhere. The new quad will serve as the anchor to unite the health sciences, science and engineering, and the School of Architecture and Urban Planning in the southwestern portion of campus. In this way, Englemann Quad serves as an informal space for student, faculty, and staff interaction and a forum in which various academic disciplines can come together.

The Master Plan also recommends the creation of two new quads in the southwest precinct, one of which is located south of EMS and the other located southwest of Lapham Hall. The first is an intimately-scaled quad that creates strong visual relationships between buildings and provides comfortable micro-climates. The second is a sunken quad that serves the dual purpose of both a gathering space and a functional rainwater management space. All of the quads in this area of campus are connected by tree-lined pedestrian corridors.

Plazas

The Master Plan re-conceptualizes Spaights Plaza. While the space will still serve as a civic node and a part of the daily pedestrian movement on campus, Spaights will undergo a transformation to be more hospitable for congregating, ultimately serving as a type of “living room” for the campus. The Plaza will serve as an essential component within the larger north-south pedestrian corridor that links the campus from Kenwood Avenue northward to Downer Woods. Enhanced seating will foster a sense of community within this space during the warmer months. Year-round, new ground floor transparency to the façade of Bolton Hall will enhance the visual access between inside and outside public spaces. Specific design recommendations for transforming Spaights Plaza will be the subject of future studies.

Entry Courts

In addition to the larger campus open spaces, the landscape and open space framework includes a system of small-scale entry courts or courtyards. These paved courtyards primarily frame the Kenwood Avenue corridor and serve as an entrance to the academic clusters and IRC. The spaces are defined by a canopy of trees, tables, chairs, and benches to encourage informal studying and socializing. These spaces provide a transition from the pedestrian routes to the buildings.