# The Milwaukee Idea: Campus Design Solutions Initiative

## Outcomes as of January 2003

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<th>PROGRAM</th>
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| **Quick Response Team and general CDS administration** | **M.I. Resources:**  
- 1 50% Grad P.A.  
- 1 33% Grad P.A.  
- Student hours  
- 15% coordinator  
- Worked with approx. 24 individuals, 12 community orgs  
- 4 UWM Schools  
- S&E  
- Equipment—2 high tech computers, a digital camera and a printer | Team provides preliminary short-term design and planning services, which are not readily available in the private sector, to campus and non-profit groups in Wisconsin.  
- Surveys, interviews,  
- Public relations campaigns, Presentations of work products,  
- Design and drawing  
- Literature reviews  
- POEs  
- Neighborhood and building inventories  
- Adding design elements upon request to non-CDS projects  
- Working with City Facade grants office to assist targeted businesses with preparation of facade grant applications  
- Preparation of public relations materials about QRT and its projects and proposals including maintenance of CDS website  
- Presentations at State and regional conferences | completed 23 community projects (designs or products)  
Completed 10 campus projects  
3 underway, 2 more anticipated for spring  
Provided some level of assistance to 40 groups  
Provided 18 students with field/community service experiences/ training  
CDS Website: http://www.uwm.edu/MilwaukeeIdea/CDS  
Made 20 public presentations to neighborhood groups  
3 T.V. shows  
Presented poster at Outreach Scholarship Conference, October 2002  
Published article in  
MANDI finalist, 2003  
Data and design images | Satisfied clients  
Campus and community has increased knowledge of and comfort with seeking CDS services.  
Began development of corps of design professionals highly trained in working with community groups.  
Acted as a catalyst for further action by client groups on design issues and successful applications for grants or BID status.  
Catalyst for collaboration between CDS and other Milwaukee Initiatives and SARUP and other disciplines on campus.  
Assisted in reception of BID status for North Avenue  
Assisted in a number of businesses receiving facade grants from City on near northside and southside.  
Designs were basis for re-designs of streetscapes and facades recently completed on southside and underway on southside, near northside, and WAshington Heights. |

Measurable improvement is made in physical environment of Clients.  
Increased interest and attention to the built environment on UW campuses and Wisconsin communities.  
Measurable gains in quality of life as result of changes to the physical environment.  
Wisconsin professional planners/architects are skilled in participatory processes and better able to with practical design.  
Citizens of Wisconsin are visually literate.
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<td>Initial (actual)</td>
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<td>Advisory Council</td>
<td>Admin Coordinator 5%</td>
<td>Council members, representing campus (student, faculty and administration), other academic, local and state government, design and planning professionals and community groups, meet twice a year or as needed. Meeting Expenses</td>
<td>Two meetings a year to establish priorities for year, role of Council, and give input on Quick Response Team, Grant Program, procedural guidelines, budget issues, share expertise. Individual members acted as reviewers and expert advisers, networking providers.</td>
<td>Guidelines for campus-wide RFP Guidelines for prioritizing assistance requests. Assistance in better coordination of our efforts with City and other community organizations. Student training for working in the community – input on process.</td>
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<td>Milwaukee Idea House &amp; Optimum Housing Technology</td>
<td>Stan Wrzeski (1997-present)</td>
<td>CDS funding 33% PA, two years CDS Salary support for PI - $20,000 MMSD funds support Engineering PA Arch 390/790 (1997-1999) – 23 design students Supplies &amp; Expense Over $300,000 financial and technical assistance from Wisconsin Partnership for Housing Development, Inc. Neighborhood Improvement Development Corporation,</td>
<td>Students inventoried design options, developed design concepts &amp; resolved design details in for-credit DAR course. Wrzeski developed Milw Idea Home concept &amp; strategic vision for Optimum Housing! Technology Program Is currently working as architectural consultant to Developer of Milwaukee Idea Home construction (Begun 1/03 to be completed by spring) Is developing plans for two low-income multi-family</td>
<td>In-kind Gifts, $65,000 Raised Gifts/Grants, $265,000 From June, 2000 to February, 2001 • 68 meetings • 37 presentations Drawings • design concept drawings (1998) • revised design concept (1999) Publications • Optimum Housing! Technology Program proposal • OH/Milw Idea Home web site developed</td>
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<td>City of Milwaukee</td>
<td>Initial (actual)</td>
<td>units to be built spring, 2003 by City of Milwaukee, Housing Development</td>
<td>Successful proposals to numerous agencies, foundations, etc.</td>
<td>Long-Term (anticipated)</td>
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<td>Wells Fargo Bank</td>
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<td>Wisconsin Energy Corp.</td>
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<td>Focus on Energy Program</td>
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<td>MMSD</td>
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<td>Land provided by Independence First for home.</td>
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**Grant Programs**

- $110,000 M.I $
- Other funding including
  - SARUP
  - UWM Fdn.
  - UWM Grad School
  - NEA
  - Community Groups
  - City
  - Professional Groups
  - Focus on Energy Program
- S&E
- 10% coordinator
- UW Foundation funding personnel
- Advisory Council
- Reviewers

- SARUP RFPs distributed, reviewed, awarded, funded and monitored.
- Campus-wide RFPs distributed, reviewed, awarded, funded and monitored.
- Discretionary grants provided by CDS Director in response to written proposals or to assist in completion of pre-CDS programs. Special emphasis in 2002-2003 on curriculum offerings related to goals of CDS. Major project includes studying cultural history of Menomonee Valley and relating it to future development of the Valley.
- Prepare and work with P.I.s on budgets and other administrative tasks connected with individual grants
- Preparing public relations material on projects
- Coordinating seeking of ex-

- 1 disseminated publication (Spaces and Traces)
- Three CD ROM publications
- Public presentations
- Website http://www.uwm.edu/SARUP/sgcity
- Articles in professional and campus newsletters/local papers
- Annual evaluations
- Energy system, monitoring system and educational display in Schlitz Audubon Center to be completed by spring.
- Façade changes to Kenilworth Building, marketing of building to developers
- Engelmann Field Pavilion design/construction.
- Design exhibits from studios on various themes related to improving the physical environment on

- Greater degree of collaboration among design interested individuals and groups on campus.
- Working relationships with a diverse variety of off-campus organizations and individuals to improve parts of the community.
- Opportunity to do innovative and unique projects in planning and designs.
- Participation of students as workers and in courses in more diverse design/community activities.
- Improved and expanded course offerings that combine service, learning, and innovative design alternatives.

- Campus Design Solutions will serve as a model program nationally for both applied research and community service projects in the area of design and planning.
- Projects initially funded through these grants will result in design and planning innovations, which include new products, new processes, and improved physical environments.
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<td>ternal funding for projects with Metro-Milwaukee group, energy group, Allied Health, others</td>
<td>campus or in the adjacent community.</td>
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<td>Major cross-disciplinary grant proposals (2). FIPSE, State Focus on Energy, RW Johnson Foundation</td>
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<td>Other grant proposals: Graham Foundation, National Park Service, Focus on Energy</td>
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<td>Five service agreements entered into with Focus on Energy Administrators</td>
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<td>Campus of the Future</td>
<td>Director’s time</td>
<td>Archival research of designs related to future of campus</td>
<td>Exhibit</td>
<td>Involvement of students, local professionals, campus leadership and city and business interests in planning for how the campus will be constituted and how it will look in the future.</td>
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<td>QRT team time</td>
<td>Development of alternative visions of the campus</td>
<td>Publication website</td>
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<td>UWM Chancellor’s Office</td>
<td>Development of alternative visions of specific buildings that will be built on campus in the next few years</td>
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<td>Team responsible for campus planning.</td>
<td>Preparation for a June exhibit of these visions in conjunction with Annual UW Board of Regents Meeting</td>
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<td>Coursework in three spring architecture classes</td>
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<td>From both an education planning and design planning stand-point, a ten year plan that presents a creative but realizable map to the UWM campus of the future.</td>
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<td>S &amp; E</td>
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