University of Wisconsin - Milwaukee

Master Plan Update

Presentation to: University Neighborhood Association

December 11, 2008
6:30 p.m. at Urban Ecology Center
Process and Approach
Consultant Team, Work-to-date, Project Schedule
Planning Process

A
Observations & Assessment
- Interviews
- Reconnaissance
- Affirm Goals / Principles
- Data / Information Review
- Space Needs Analysis
- Circulation / Parking Analysis
- Infrastructure Assessment

B
Concepts / Scenarios
- Scenario Definition
- Scenario Development
- Scenario Evaluation

C
Site, Area & Precinct Planning
- Site Design Concepts
- Site and Planning Details
- Design Guidance

D
Integration Plan & Master Plan
- Implementation Plan
- Master Plan
# UWM Master Plan Schedule

<table>
<thead>
<tr>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>APR</td>
<td>MAY</td>
</tr>
<tr>
<td>PHASE A - Observation &amp; Assessment</td>
<td>PHASE B - Concepts/Scenarios</td>
</tr>
<tr>
<td>1 Work Sessions</td>
<td>1</td>
</tr>
</tbody>
</table>
Guiding Principles - Process

- Open
- Responsive
- Rigorous
- Bold
Guiding Principles - Goals

- Innovation & Partnerships
- Access & Campus Life
- Learning & Discovery
- Location & Connectivity
- Stewardship
Phase A – Observations & Assessment Summary
Campus Context

- Development History
- Historic Buildings
- Building Use
- Building Assessment
- Development Density
- Climate Considerations
- Landscape Character
- Infrastructure
- Housing
- Circulation & Access
- Development History
Historical / Cultural Significance

Campus Context

Significance
1 Significant
2 Contributing

Source: Quinn-Evans
Building Assessment

Campus Context

Physical

Systems

Functional

Source: HGA
Site Capacity – Floor Area Ratio

**Campus Context**

- The University of Michigan Core FAR: 3.37
- Ohio State University Core FAR: 2.0

**Site Capacity**

- **North Campus**
  - Program: 1,348,277 sqft
  - Parcel Area: 1,050,741 sqft
  - FAR: 1.283

- **West Campus**
  - Program: 1,259,000 sqft
  - Parcel Area: 939,125 sqft
  - FAR: 1.341

- **South Campus**
  - Program: 1,621,000 sqft
  - Parcel Area: 1,155,167 sqft
  - FAR: 1.403

**F.A.R:**

- **F.A.R: 1.344**
- **F.A.R: 1.283**
- **F.A.R: 1.403**

The diagram illustrates the floor area ratio (F.A.R) for different campus areas, comparing the University of Michigan and Ohio State University.
Student Housing – UWM Residence Halls

Existing Total: 3,598 students
15% of headcount

Unmet Demand: 1,200-1,500 beds
- 700 beds in new residence hall

Goal: 5,000 beds
Need: 700 beds
Transit: Bus Lines

Campus Context

Transit Ridership, Daily Average

- 0-26
- 26-85
- 86-194
- 195-500

Source: MCTS / Fehr & Peers
Vehicular Circulation: Avg Daily Volumes

Source: Bloom/ Fehr & Peers
## Existing Space Needs

<table>
<thead>
<tr>
<th>HEGIS</th>
<th>USE</th>
<th>Existing Floor Area (asf)</th>
<th>Current Space Need (asf)</th>
<th>Surplus / Deficit (asf)</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>Classrooms</td>
<td>156,029</td>
<td>161,923</td>
<td>(5,894)</td>
</tr>
<tr>
<td>210</td>
<td>Teaching Laboratory</td>
<td>130,543</td>
<td>109,648</td>
<td>20,895</td>
</tr>
<tr>
<td>220</td>
<td>Research Lab</td>
<td>297,7853</td>
<td>361,278</td>
<td>(63,493)</td>
</tr>
<tr>
<td>300</td>
<td>Office</td>
<td>682,664</td>
<td>614,775</td>
<td>67,889</td>
</tr>
<tr>
<td>400</td>
<td>Library</td>
<td>247,710</td>
<td>348,307</td>
<td>(105,249)</td>
</tr>
<tr>
<td>500</td>
<td>Special Use</td>
<td>222,587</td>
<td>317,492</td>
<td>(94,905)</td>
</tr>
<tr>
<td>600</td>
<td>General Use</td>
<td>297,978</td>
<td>523,229</td>
<td>(225,252)</td>
</tr>
<tr>
<td>700</td>
<td>Support</td>
<td>197,744</td>
<td>113,206</td>
<td>84,538</td>
</tr>
<tr>
<td>800</td>
<td>Health</td>
<td>5,392</td>
<td>8,115</td>
<td>(2,723)</td>
</tr>
<tr>
<td></td>
<td><strong>Total Deficit</strong></td>
<td></td>
<td></td>
<td><strong>(497,516)</strong></td>
</tr>
</tbody>
</table>

765,409 GSF
(65% efficiency)
Total Space Required

- New space required totals **1.6 million gross square feet**
- Existing space totals **4 million gross square feet**
- A **40% increase in space** is required to meet goal of increased emphasis on research

- Can the Kenwood campus accommodate 1.6 million gsf of new space?
- Which components of the projected space requirement belong on the Kenwood campus?
- Which program components might be relocated?
- What options are there for relocation?
Partnerships

Health Care
Aurora Health Care, Blood Center of WI, Milwaukee Health Department, Informatics & Software Start-ups

Advanced Manufacturing
Johnson Controls, Rockwell Automation, MATC, Red Prairie, MSOE, Harley-Davidson, Quad Graphics, Metal Processing Industry

Biomedical Engineering
Medical College of Wisconsin, Children’s Hospital, GE Healthcare, Early Stage & Start-ups

Water Industries
Procorp Enterprises, Veolia, MMSD, M7/GMC
Partnerships: Private Industry

- Medical College of WI
- Children's Research Institute
- Froedert
- Wheaton Franciscan Healthcare
- GE Medical
- GE Healthcare Technologies
- Procorp
- Research Park
- Boys & Girls Clubs of the State of WI
- Aurora
- Aurora
- Rockwell Automation
- Johnson Controls
- Columbia - St Mary's
- MMSD
- Harley-Davidson
- Veolia
- GMC
- M7
- Aurora
- Badger Meter HQ, Milwaukee
- Milwaukee Health Department HQ
- Pentair HQ, MN
- Quad Graphics HQ, Sussex WI
- Red Prarie HQ, Waukesha WI
- Milwaukee
- Milwaukee
Partnerships: Research Funding Comparison

- University of Wisconsin - Milwaukee: $33m
- Marquette University: $18.9m
- Medical College of Wisconsin: $130m
- Milwaukee School of Engineering: $5m
- Blood Center of WI: $16.7m

Source of funding numbers: Blood Center Annual Report, Medical College of WI website, Marquette University Annual Report, UWM Research Foundation
Campus Neighborhood

- Edges
- Access
- Shared Resources
Multiple Locations

- Plankinton Building
- Great Lakes Research Facility
- Kenilworth
- Riverview
- Kenwood Campus
Key Drivers for the Master Plan

1. The Academic Plan
2. Space Needs
3. The Emerging Vision for UWM
4. Campus Life
Phase B – Concept Plans & Scenarios
Investing in the East Side: UWM Ownership & Open Space

UWM Properties
Open/Public Space
Wetlands

Key Roads

Kenilworth
Riverview
Kenwood
Lake Park
Lincoln Memorial Dr.

Heft Center
Alumni House

North Ave.
Riverview
New Housing Site
Kenwood
Hamford
Hammond
Investing in the East Side

- UWM Properties
- Commercial Zones
- Neighborhoods

Key Roads
- Proposed Rapid Bus Transit
- Campus Circulator
- Rail Lines
- U-Park Shuttle
- U-Park Shuttle Stops
University in the City: Land Use & Transportation

- UWM Properties
- Key Properties
- Neighborhoods

- Interstates
- Key Roads
- Proposed Rapid Bus Transit
- Proposed Downtown Connector
- Rail Lines
- Future Connector Extensions
Distributed Campuses: Land Use

- Proposed Development Site
- Key Properties
- Neighborhoods

- Interstates
- Key Roads
- Proposed Rapid Bus Transit
- Rail Lines
- Proposed Zoo Interchange Modifications

Key Properties: Froedtert, Children’s Hospital, MCW, Blood Center of WI, WI Lutheran College, Milwaukee County Zoo

Physical Development Frameworks

- Interdisciplinary Campus
  Investing in the East Side

- Integrated Model
  The University in the City

- Distributed Model
  Distributed Campuses
Interdisciplinary Campus
Investing in the East Side

East Side Campus
Plankinton
GLRF
Interdisciplinary Campus
Investing in the East Side

**Learning & Discovery**
+ concentrates undergraduate experience
- does not distribute learning in the city

**Innovation & Partnerships**
+ supports interdisciplinary research activity
+ co-locates partners on the campus
- Ltd real estate opportunities for partnership

**Access & Campus Life**
+ concentrates campus life
+ catalyst for neighborhood improvements
- East side may not be viewed as "accessible"

**Location & Connectivity**
+ integrates research and academic space
+ concentrates student services
- more inward than outward focused

**Stewardship**
+ maintains a compact development pattern
+ maximizes use of existing facilities
- potential opposition
Integrated Model

University in the City
Integrated Model

University in the City

Learning & Discovery
+ utilizes the city as a learning laboratory
+ distributes learning
- research and learning facilities separated

Innovation & Partnerships
+ locates research near partners
+ promotes economic development
- reliance on private partners that may relocate

Access & Campus Life
+ distributes access opportunities
+ engages community in new ways
- Less integration of students at all levels

Location & Connectivity
+ provides visibility for UWM throughout city
+ potential to support transit goals of the city
- travel impacts on faculty and students

Stewardship
+ positions UWM to drive urban regeneration
+ utilizes Kenwood facilities for most activities
- less efficient operationally
Distributed Model

Distributed Campuses

- East Side Campus
- Downtown Campus
- County Grounds
- Plankinton
Distributed Model

Distributed Campuses

**Learning & Discovery**
+ creates new campuses for consolidated teaching and learning by focus area
+ provides a range of learning environments
- dependence on IT

**Innovation & Partnerships**
+ locates UWM research near partners
+ positions UWM to support economic dev.
- Interdisciplinary research more challenging

**Access & Campus Life**
+ multiple locations widens access
+ specialized campuses attract partners
- duplication of services

**Location & Connectivity**
+ decreases parking pressures at Kenwood
+ provides visibility for UWM
- reliant on efficient transportation

**Stewardship**
+ positions UWM as driver for change
- duplication of services