The University of Wisconsin – Milwaukee
Campus Master Plan
September 29, 2009
1. principles, goals + schedule
2. uwm in the city
3. kenwood re-imagined
4. opportunity sites
5. implementation
1. principles, goals + schedule
Open

...More than 500 participants in master planning presentations and listening sessions
…Over 200 electronic feedback & survey responses to date…
…100+ campus representatives on master plan committees

…100+ meetings, presentations, and listening sessions to campus, community, and partners
UWM’s Access & Research Mission

Academic Planning

Emerging research areas and Partnerships

Opportunity sites
“We envision transformative spaces that promote academic excellence, vigorous institutional growth, and positive societal change.”
“We are committed to providing the rich experience of a learning community that offers greater opportunity for social interaction, maximizes student success, embraces diversity, and offers the benefits of the surrounding dynamic urban environment.”
“We envision a campus environment that sparks disciplinary and interdisciplinary innovation, connected to the community in which it resides, and leading to new knowledge, economic and technological growth, and a contemporary workforce for the knowledge-based economy.”
“We value connectivity within and across campus locations, and with our local, regional and global partners.”
“We envision a campus environment that is supportive, safe and secure; and delivers a high quality campus life and student experiences, all within an ethos of fiscal, social, and environmental sustainability.”
## Schedule

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**PHASE A** - Observations & Assessment

**PHASE B** - Vision

**PHASE C** - Design Studies

**PHASE D** - Implementation

1. Work Sessions
Master Plan Toolkit

Phase A
- Building & Infrastructure Assessments
- Space Needs & Utilization Assessment
- Parking Study

Phase B
- Academic Program Distribution
- Site Studies
- Decision Tree
- Research Objectives

Phase C
- Design Guidelines
- Detailed Site Studies

Phase D
- Implementation Plan
- Final Master Plan Document
2. uwm in the city
2. UWM in the City

- Kenwood as the heart of the academic experience

- Strategic Access mission is achieved by locating facilities at a series of opportunity sites
Research

- Kenwood: multidisciplinary
- USRB: Engineering Research
- Brewery: Public, Community, Clinical Health
- The Harbor: Freshwater Science, Life Sciences, Engineering
- Innovation Park at Wauwatosa: Science and Engineering
2 Residence Life

- Sandburg Halls
- Recent and future housing stretches toward the city at Kenilworth, Riverview, and Cambridge Commons
- Potential partnership housing at CSM
2 Athletics

- Lincoln Park site to accommodate baseball, tennis, soccer, track + a practice facility
- Short-term investment in turf at Engelmann Field
- Continue basketball downtown at U.S. Cellular
- Potential addition to Klotsche
2 Open Space

- The Milwaukee River serves as a connecting element and common open space amenity for the East Side corridor.

- The Lakeshore serves as an open space recreational amenity.
2 Transit Connectivity

- Kenwood as the heart of the academic experience
- Direct connections to instructional, clinical, research, residential, and administrative uses.
2 Transport Network

- The campus and UPARK shuttles continues to connect Kenwood with residential communities.
- A planned transit corridor serves as the functional amenity to connect the East Side.
- City bikeways connect the region.
- The Urban Grid provides vehicular connections.
- Highways provide regional connections.
3. kenwood re-imagined

kenwood space moves
kenwood master plan
### Kenwood Existing Building Space

<table>
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<tr>
<th>Non-Res</th>
<th>GSF</th>
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<tbody>
<tr>
<td>Kenwood</td>
<td>3,240,000</td>
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<tr>
<td>Kenilworth</td>
<td>160,000</td>
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<tr>
<td>GLRF</td>
<td>125,000</td>
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<tr>
<td>Plankinton</td>
<td>100,000</td>
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<tr>
<td>Other</td>
<td>225,000</td>
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<tr>
<td><strong>Total Non-Res</strong></td>
<td><strong>3,850,000</strong></td>
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<tr>
<td>Residential</td>
<td>645,000</td>
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<td><strong>TOTAL UWM</strong></td>
<td><strong>4,495,000</strong></td>
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| Cellular Arena | 200,000 |
### Kenwood – No Further Reinvestment

<table>
<thead>
<tr>
<th></th>
<th>GSF</th>
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<tbody>
<tr>
<td>1</td>
<td>Kunkle (48,000)</td>
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<tr>
<td>2</td>
<td>Mellencamp (29,000)</td>
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<tr>
<td>3</td>
<td>Physics (95,000)</td>
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<tr>
<td>4</td>
<td>Norris (12,000)</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>(184,000)</strong></td>
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</tbody>
</table>
Kenwood Summary Space Need

- Classroom
- Lab
- Office
- Study/Library
- Athletic/Special
- Student Life
- Support
- Health Center
- Residential

Total space need: 1.56 million gsf
Non-residential need: 1.36 million gsf
Kenwood Academic Neighborhoods

1. Kenwood as the heart of the academic experience
2. Improve campus life at Kenwood and the East Side
3. Strengthen relevancy – locate programs throughout the City to respond to regional needs
4. Expand partnership opportunities
5. Enhance connectivity between all UWM sites
Space Moves: Science + Engineering

Existing Need CEAS/NS:
605,000 gsf

Existing + Future Program:
1,105,000 gsf

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Total Existing Capacity:
558,000 gsf
(Physics/Künklem demo)

Total New Development:
453,000 gsf

Total Capacity:
1,011,000 gsf

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Deficit:
(94,000) gsf

Opportunity Site:
- Innovation Park
- USRB
- GLRF
**Existing Need:**
270,000 gsf

**Existing + Future Program:**
416,000 gsf

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**Total Existing Capacity:**
168,000 gsf

**Total New Development:**
270,700 gsf

**Total Capacity:**
438,700 gsf

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**Surplus:**
22,700 gsf capacity; however limited parking supply for clinic and limited access for greater Milwaukee

**Opportunity Sites:**
- Downtown
- CSM
Space Moves: Letters and Science

Existing Need:
396,000 gsf

Existing + Future Program:
527,000 gsf

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Total Existing Capacity:
419,000 gsf
(Norris demo + retained Bolton classrooms)

Total New Development:
108,000 gsf

Total Quad Capacity:
527,000 gsf

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Surplus/Deficit:
0 gsf
3 Space Moves: Arts

Existing Need:
366,000 gsf

Existing + Future Program:
417,000 gsf

---------

Total Existing Capacity:
376,000 gsf
(includes Kenilworth)

Total New Development:
45,000 gsf

Total Arts Capacity:
421,000 gsf

---------

Surplus/Deficit:
1,700 gsf

Opportunity Site:
Kenilworth
Space Moves: Campus Main Street

Existing Need:
271,000 gsf

Existing + Future Program:
308,000 gsf

Total Existing Capacity:
283,000 gsf

Total New Development:
34,000 gsf

Total Capacity:
317,000 gsf

Surplus/Deficit:
9,000 gsf
(for future acad growth)
Existing Need:
852,000 gsf

Existing + Future Program:
1,358,000 gsf

Total Existing Capacity:
914,000 gsf

Total New Development (distributed in acad):
230,000 gsf

Total New Development (in building additions):
220,000 gsf

Total Capacity:
1,364,000 gsf

Surplus/Deficit:
6,000 gsf
3. kenwood re-imagined

- kenwood space moves
- kenwood master plan
Kenwood Re-imagined

New Building
Existing Building
3 Kenwood Re-imagined
A new face to Kenwood Boulevard
Extending Downer Woods south
Engelmann Quad Re-imagined
3 East-west connectors
3 Engelmann Quad

Engelmann Quad

Cunningham

Before
Arriving from the west
3 Maryland Avenue Gateway
3 IRB Gateway
A new face to Kenwood Boulevard
Kenwood Boulevard - view west
3 Kenwood Connections + Gateways

- Points of arrival
- Strong east/west + north/south connections
Kenwood Interconnected Learning Environments

- Interior spine of social and learning spaces
- Outdoor campus connections
- Nodes of activity
3 Interconnected Learning Environments: IRB

- Interior spine of social and learning spaces
- Outdoor campus connections
Interconnected Learning Environments: Library

- Interior spine of social and learning spaces
- Outdoor campus connections
3 Kenwood Landscape

- Campus quads
- Natural landscape
- Connecting spaces
3 Kenwood Microclimates

- Building massing to minimize uncomfortable winds
- Landscape helps to create appropriate micro-climates
- Warm and sunny south facing campus quads
3 Kenwood Functional Landscape

- Integration of the natural landscape
- Educational value of the heritage landscape
- Outdoor places for learning and program
- Visible rainwater management raises awareness
3 Rainwater Management
Kenwood Parking + Service

- Minimize surface lots to maximize development potential
- Keep parking access and service to the periphery
- Minimize traffic on Hartford and Maryland
Strategies to Reduce Parking Demand

- Maximize utilization of existing on-campus parking facilities (~175 spaces)
- Restrict population that is able to use in-car meters
- Increase number of remote parking spaces (opportunity at Summerfest lot)
- Opportunity for shared parking at a Park + Ride on Oakland?
- Relocate clinical components with high parking demand off the Kenwood campus
- Parking accommodation at opportunity sites (Harbor, Innovation Park, etc) reinforced by strong transit connections.
- Locate administrative support downtown in Plankinton, where ample parking exists (~125 people)
3 Existing Kenwood Campus Mode Share

- Successful UPASS program
- Limited parking and relatively expensive parking passes
- ¼ of students live within ½ mile of the campus
- Limited bicycle network connectivity and parking

Source: UWM Transportation Survey
Future Kenwood Campus Student Mode Share Goal

- Decrease in Drive Self by 11%
- Increase Walk by 6%
- Increase Bicycle by 3%
- Increase Bus by 2%
3 Strategies to Increase Walk Share

- Increase student housing near campus or along transit
- Increase cost or restrict parking permits within “walk zone”
- Provide comfortable and safe walking environment
3 Strategies to Increase Bike Share

- Provide bicycle parking at convenient locations such as building entrances.
- Provide covered, secure parking and showers.
- Coordinate with City Bike Plan to enhance connectivity between the campus and destinations.
- Education and promotion.
Strategies to Increase Bus Share

- Continue to support and promote UPASS program
- Include Wisconsin Coach in UPASS program
- Work with MCTS to provide bus service between campuses
Strategies to Maintain/Increase Carpool Share

- Varied student schedules can be difficult to coordinate carpools
- Create campus carpool site to provide central coordination for those interested in carpooling
3 Strategies to Decrease Self Drive Share

- Maintain current parking ratio
- Use parking pricing as a management tool

- Drive Self 31%
- Bus 35%
- Carpool 2%
- Bicycle 7%
- Walk 25%
4. opportunity sites
Harbor: Urban Design Framework

- Partnership regeneration project
- Extend the grid
- Landscape to reinforce east-west connections
Harbor: Circulation

- Pedestrian connections to 3rd and 5th Wards
- Strengthen connections to future transit
Brewery: Urban Design Framework

- Highly integrated into urban fabric
- Higher education collaborative
- Use landscape to reinforce connection to downtown
Brewery: Circulation Framework

- Connect to the grid
- Strengthen connections to future transit
4 Innovation Park: Urban Design Framework

- 3 Development Zones:
  - Academic and Research
  - Mixed Use
  - Corporate partnerships
Columbia St. Mary's

- Partnership Opportunity
  - Academic
  - Residential
  - Student Life
  - Children’s Center
5. implementation
Implementation Considerations

Campus Priorities

Sequencing Drivers

Capital Budget Planning

BALANCE

BALANCE
# Implementation Example

## Kenwood IRB – Phase 1

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<tr>
<td>• Relocate Child Care</td>
<td>GFSB</td>
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<td>• Private off-site</td>
<td>Gifting or grants?</td>
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<tr>
<td>• Lease</td>
<td>PRSB (parking, child care)</td>
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<tr>
<td>• Build</td>
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<tr>
<td>• Parking – replace lost spaces</td>
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<tr>
<td>• Other off-site</td>
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<td>• At grade</td>
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<tr>
<td>• Under building or separate free-standing</td>
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<tr>
<td>• Verification of Phase 1 scope</td>
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<tr>
<td>• Computational</td>
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<tr>
<td>• Research / teaching</td>
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<td>• Phy / Bio</td>
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<td>• Utilities</td>
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<td>• Union bridge connection ½</td>
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<td>• Renovation / backfill</td>
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## Consultation & Approvals

- Campus
- Enumeration
- EIS
- SEG fee / user fee
- BOR / SBC
- Neighborhood

## Miscellaneous


5 Implementation

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<th>Project</th>
<th>Project Scope Budget</th>
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<td>Freshwater Science Facility &amp; Research Vessel</td>
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<td>Bolton, Curtin, Enderis Additions</td>
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<td>Theater / Fine Arts</td>
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<tr>
<td>Union / Transit Hub/ Bookstore</td>
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$812M

Note: First four projects are priority projects; the remainder are listed in alphabetical order
“We envision transformative spaces that promote academic excellence, vigorous institutional growth, and positive societal change.”

- The plan creates a system of internal circulation with learning and social spaces
- The plan establishes academic neighborhoods throughout the Kenwood campus
- The plan creates new outdoor spaces for gathering
- The plan identifies opportunities for major new academic and research buildings
“We are committed to providing the rich experience of a learning community that offers greater opportunity for social interaction, maximizes student success, embraces diversity, and offers the benefits of the surrounding dynamic urban environment.”

- Multiple locations provide access opportunities throughout the region
- UWM presence at opportunity sites improves the urban environment and contributes to campus life
- UWM locations are linked by enhanced transit services
- Indoor-outdoor circulation network is viewed as a continuous learning environment
- Focus on the learning environment establishes opportunities for engagement
We envision a campus environment that sparks disciplinary and interdisciplinary innovation, connected to the community in which it resides, and leading to new knowledge, economic and technological growth, and a contemporary workforce for the knowledge-based economy.

- The master plan distributes research activities throughout the city in collaboration with partners.
- The master plan identifies opportunities to provide research and innovation.
- The master plan supports interdisciplinary research environments.
We value connectivity within and across campus locations, and with our local, regional and global partners.

- The master plan encourages a multimodal transportation network to improve access.
- The enhanced transit system provides connectivity and improves access at all UWM locations.
- Transit portals are intended to enhance the transit experience and provide a common identity for UWM across all locations.

“We value connectivity within and across campus locations, and with our local, regional and global partners.”
“We envision a campus environment that is supportive, safe and secure; and delivers a high quality campus life and student experiences, all within an ethos of fiscal, social, and environmental sustainability.”

- The master plan encourages investment in student life amenities
- The distribution of UWM serves community engagement, economic development, and urban regeneration
- The overall quality of the campus environment is improved by the measures set out in the master plan
- The master plan embraces the goals of the University's sustainability plan and provides design recommendations for energy, water, transportation, and landscape
Q and A