

The University of Wisconsin – Milwaukee Campus Plan 1965

1.0 General Purpose & Goal

During the review of the 1960 campus plan for UW-Milwaukee, it was decided that UWM would strive to achieve national status as a major university. To accomplish this, the campus plan must be modified to match the long-range academic program. In order to provide for the number of students, faculty, and supporting staff expected by the end of the century, it shall be necessary to make the most effective use of existing space and to accelerate the building program significantly.

2.0 Academic Buildings

The University will take on the best environmental qualities of urban surroundings. Buildings will be developed in planned clusters, as organized complexes, and will possess the quality reflected by the whole campus design rather than scattered development. Complexes will be closely related in order to provide protection from extreme weather, shorten all routes (pedestrian and vehicular), and create a desirable university environment.

High-rise structures will be developed wherever the function and group design calls for them. The high-rise structures will be built on top of lower structures, ranging from one to four stories. The towers themselves will rise to a minimum of ten stories or higher for aesthetic purposes, as well as economics and function. These multi-purpose structures will have housing, car parking, offices, and facilities to serve academic functions.

3.0 Campus Organization

The campus itself will be organized into the following areas:

- Humanities and Social Sciences
- Natural Science
- Socio-Cultural

Each of these larger groupings will interlock in both area and design as the academic programs relate to each other. Covered walkways are planned as routes through or alongside academic buildings to provide protection from the weather.

The Core & Open Spaces

The core of the campus will be developed with the highest physical density to provide for the more active programs and interrelated activities. Open spaces will vary in nature, depending on the quality and scale of the adjacent building complexes. Amenities could include seats and lights; trees, flowers, and water; major sculpture exhibits; or simple, paved open spaces. However, most of the green spaces and grassed areas will be eased out of the high density core as buildings are erected, except for some green space that will be retained in the north area of the campus. Trees will be retained within the high-density core wherever possible.

Housing

It is estimated that 20% of the students will be housed within the University environment. Living units will be built on a variety of sites in association with a variety of buildings uses, in order to facilitate an

integration of studying and living experiences. The grouping of University housing into colonies will be avoided.

Vehicular Traffic & Parking

When it is necessary for vehicular traffic to penetrate the campus, the vehicle will be confined to routes that are least hazardous to pedestrian traffic. Routes will not interrupt green or recreational spaces. Surface and open-air parking will need to be abandoned as new buildings are planned and parking will be provided within the complexes themselves.

4.0 A Long-Range Expansion Plan

The expansion of the University is planned in the following phases:

Phase I

The “L” shaped campus of the University is the first phase of the Plan. This is bounded by Downer on the east, Kenwood on the south, Cramer on the southwest, Hartford and Maryland on the northwest, and Edgewood on the north (98.5 acres).

- Academic buildings will be located on the “L” shaped campus, with some University housing to accommodate a projected 1973 enrollment of 25,000 students
- Land acquisition plans have been formally approved and the purchase (as they become available) of the residential dwelling along Maryland and Cramer, to partly fill out the “L” shape is in process
- Arrangement with the Milwaukee Public Schools should be worked out as soon as possible for acquisition of the present Hartford Avenue School property to further complete the “L”
- New Heating Plant Site: a new heating plan will be needed by mid-1968 to meet expanded requirements. This is an immediate requirement, necessitating approximately three acres, probably to be located near the Milwaukee River at one of several alternative sites

Phase II

The Phase II area is bounded by Cramer on the east, Kenwood on the south, the Milwaukee River on the west, and Hartford Avenue on the north (approximately 20 acres).

- For the period beyond 1973, academic buildings will need to be constructed on additional new acreage acquired beyond the present “L” shaped campus
- The “L” shaped campus does not provide replacement acreage for UWM’s athletic fields, which will be encroached upon by mid-1967 due to building construction now planned. Replacement of recreation and athletic acreage is planned for the area bordering the Milwaukee River and should add to the park-like character planned for the river area by Milwaukee County

Phase III

This expansion is in two sections. The first (3a) is bounded by Oakland on the east, Hartford on the south, the Milwaukee River on the west, and Newport on the north (9.7 acres). The second (3b) is bounded by Farwell on the east, Linnwood on the south, the Milwaukee River on the west, and Kenwood on the south (approximately 25 acres). The acquisition of Phases II and III will provide a campus of approximately 155 acres and will suffice for the development of a campus to the end of the century, accommodating a projected enrollment of 40,000 students in 2000.