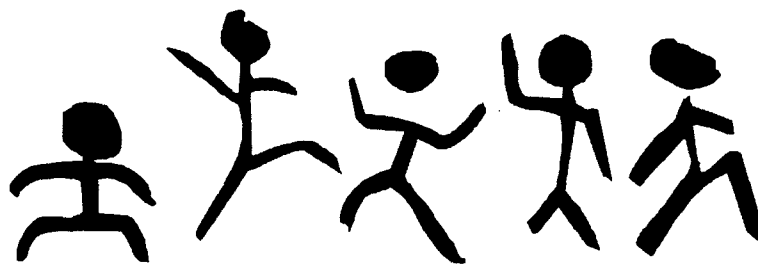


SPACES AND TRACES OF THE CAMPUS

UNIVERSITY OF WISCONSIN-MILWAUKEE



An Assessment of
Public Spaces of the UWM Campus
with Design Recommendations

Fall 1999

PUBLICATIONS IN ARCHITECTURE AND URBAN PLANNING

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*An Assessment of
Public Spaces of the UWM Campus
with Design Recommendations*

Fall 1999

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Architecture 302: Architecture and Human Behavior
School of Architecture and Urban Planning



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INTRODUCTION



The efficiency of a campus plan is not merely to provide the physical setting in which the formal activities of the university are to take place. Much of the education of anybody occurs outside and separate from the formal courses in which he is registered, and only if the plan has the kinds of qualities which will stimulate curiosity, prompt casual encounters and conversation... will the atmosphere which it produces be truly educational in the broadest sense.

(William R. Keast, 1979)

This class project is a component of the Campus Design Solutions of the Milwaukee Idea (see web site: www.uwm.edu/Milwaukeeidea/). Under this initiative, University of Wisconsin-Milwaukee (UWM) is actively engaged in efforts to re-envision and enhance our campus environment. As William R. Keast claims in the quote above, one meaningful and important element of the campus environment are those spaces not formally tied to academic or administrative activities, but *places in which one can derive both social and aesthetic pleasures*.

The overall intent of this particular project is to assess physical conditions that detract from or enhance social and esthetic qualities of a number of public spaces on campus, and to make informed recommendations for design changes. This project involved 4 phases and was undertaken by 65 undergraduate students enrolled in the course, "Architecture and Human Behavior" (Arch 302). In brief, the 4 phases included:

Design Review & Inventory: with questions and categories based on past evaluations of college campuses and public spaces, documenting design and physical features that may enhance or detract from social interaction and aesthetic pleasures on the campus

Tracking People In Places: through behavioral mapping and counting techniques, observing people's social interaction in various public places on the campus

Viewpoints and Visions: interviewing different campus and neighborhood constituents about their use, perceptions, and visions/preferences of campus places for enhancing social interaction and aesthetic pleasures; as well as their perceptions of campus identity

Design Ideas: based on information gathered in phases 1-3, making recommendations for changes.

This booklet describes the project assignment and presents some of the surveys, observations, analyses, and design recommendations that various students completed. While this represents only a small segment of the work undertaken, we have selected a range of work to best illustrate how the project was undertaken. We hope that the proposed re-design schemes will encourage UWM campus administrators to rethink ways in which to enhance our campus environment.