Board of Regents
March 2007 Meeting

William Streeter
Steve McLaughlin
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Southeastern Wisconsin’s University of Opportunity

- Most diverse campus in the UW System
- 21% students of color
- 50% of freshmen work > 16 hours/week
- 85% of students commute to campus
- 21% of those seeking a degree > 25 years old
- 40% from lowest two quintiles of family income
- 71% of students receiving financial aid
- 66% of entering freshmen are first generation students
Plan diagram from the 1969 Master Development Plan illustrating a fully built campus serving 25,000 students.
Original campus vehicular circulation plan with restricted access ring roads and consolidated remote parking lots.
Guiding Principle One

Enhance Parkside’s image and identity through better vehicular and pedestrian wayfinding and circulation.

- Create identifiable campus entries
- Simplify vehicular circulation
- Provide better pedestrian and bicycle access within campus and links to surrounding neighborhoods
Guiding Principle Two

Keep the campus “green” and promote an ethic of sustainability.

• Maintain and enhance Parkside’s “woodland and prairie” image

• Preserve places for study of the environment

• Identify sustainability programs for development and implementation across campus
Guiding Principle Three

Promote a more unified campus community through careful planning and design.

• Honor and build upon existing architectural patterns

• Create more of a traditional campus experience for resident students

• Strengthen ties to the surrounding communities
Campus Master Plan

Diagram G.

Vehicular Circulation, Parking, and Service Access
Proposed Primary New Campus Entry from Wood Road (Right) and Secondary Campus Entry from Hwy JR (Left)
Diagram H.
Pedestrian and Bicycle Circulation

- Academic and Administration Buildings
- Future Academic and Admin Buildings
- Residence Halls
- Future Residence Halls
- Student Services and Activities
- Future Student Services and Activities
- Service and Maintenance Buildings
- Primary Pedestrian Walk
- Campus Roadway Bike Lanes
- Anna Maria Williams Tree Trail
- Soft Surface Walking Trails (approximate locations)
* To be renamed Dhaliwal Hall upon completion of the addition
Landscape Design Guidelines
Architectural Design Guidelines – Campus Patterns
Flexible Planning – Functional Relationships

Organic Growth – Orthogonal Grid

Campus in Motion – Ring & Restricted Roads
Interconnected Objects – Continuous Corridor

Movement Systems as Form Generators – Volumetric Expression

Modern Movement – Daylight & Transparency
Campus as Destination – Family of Entrances

The Academic Concourse – Public & Private Layers

The Connected Campus – Visual Connectivity
Campus with a Heart – Student Centers
Visual Criteria:

Materials

Different but related roof/ceiling systems provide continuity and surprise.

Skylights, exposed concrete and brick combine to create colorful and patterned walls.

Careful and creative detailing allows for a high degree of variety using a limited collection of materials.
“Buildings within the academic area should not exceed four or five stories, except where overriding functional or symbolic purposes demand higher structures. No building should be taller than the Learning Center. Five stories represents the maximum practical walkup height.”

Master Development Plan, 1969

Visual Criteria:
Heights
Prominent building details in each visual area should be alike or compatible. These details include such items as exposed structural elements, window openings, and parapets.”

Master Development Plan, 1969
Visual Criteria: Related Design Elements