

OAKLAND AVENUE BID

2001



VIEW OF PROPOSED PLAZA

Raw Data

Design Development

Preliminary

Intersection of Oakland and Locust (only 1 image - jpg)

Revisoning of the intersection (jpg)

Address Design interventions at the intersection of Oakland and Locust

Client + Contact Jim Plaisted; Oakland Ave. BID

Start Date 2001

Finish Date

Project Title 'The University Square' on Oakland Avenue, Milwaukee

Online Access

Project Assistant Kapila Silva

Project Team

Proj. Description The North Oakland Avenue "University Square" commercial district, located in eastside Milwaukee, spans across two blocks between East Linwood Ave and East Newberry Blvd. Its business improvement program included improvement of the streetscape and the facades of the properties. The streetscape revitalization program primarily consisted of four steps: a questionnaire survey; study of comparable commercial districts; analysis of the problems in the area; and, design recommendations.

The residents in the area, UWM students, and business and property owners of the commercial strip participated in the survey discussing the preferred activities and aesthetic measures for the streetscape. An observation study of comparable revitalized commercial districts included North Oakland Avenue-Shorewood, State Street- Madison, and Oak Park-Chicago.

A visually unattractive parking lot located at the busy intersection of Oakland and Locust Avenue is transformed into a small plaza. It acts as a central square that gives a sense of place by bringing the four segments of the area divided by the two streets together. Using the natural slope of the site, the parking lot is hidden under the raised floor of the plaza

Design Deliverables Select all that apply

Others

Presentation to group

**Report was submitted to client, but no copy available in records.*

Report submitted to client

Exhibit Boards

Handouts

Model



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VIEW OF PROPOSED PLAZA



“THE UNIVERSITY SQUARE”
 NORTH OAKLAND AVENUE, MILWAUKEE
 REVITALIZATION OF THE STREETScape



CAMPUS DESIGN SOLUTIONS INITIATIVE
 SCHOOL OF ARCHITECTURE AND URBAN PLANNING
 UNIVERSITY OF WISCONSIN - MILWAUKEE