

SENSE OF PLACE DEFINED: Students vs. Design Review Group

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Process

1. Online Survey of Students in Engineering
2. Student Focus Groups
3. DRB Focus Group

Online Survey

Student Views of the UW-Madison Campus



Demographics

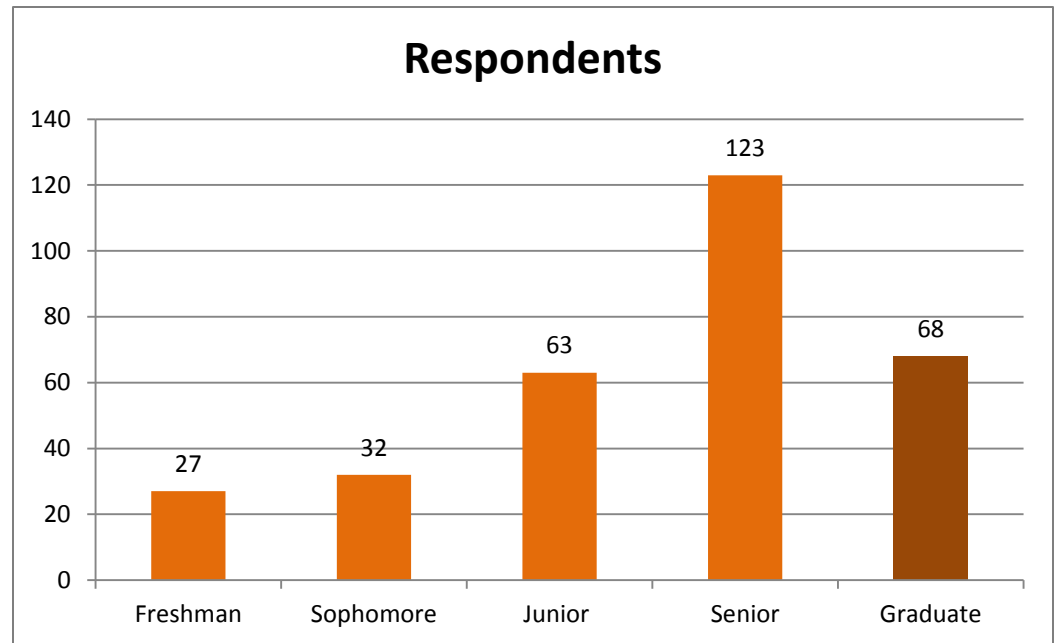
Distributed to

- 3,800 students in the College of Engineering
- 3,000 randomly selected from the undergraduate population

320 respondents

- 245 undergraduates
- 75 graduates
- 214 Engineering Students
- 106 'Other Major' Students

Average GPA: 3.5



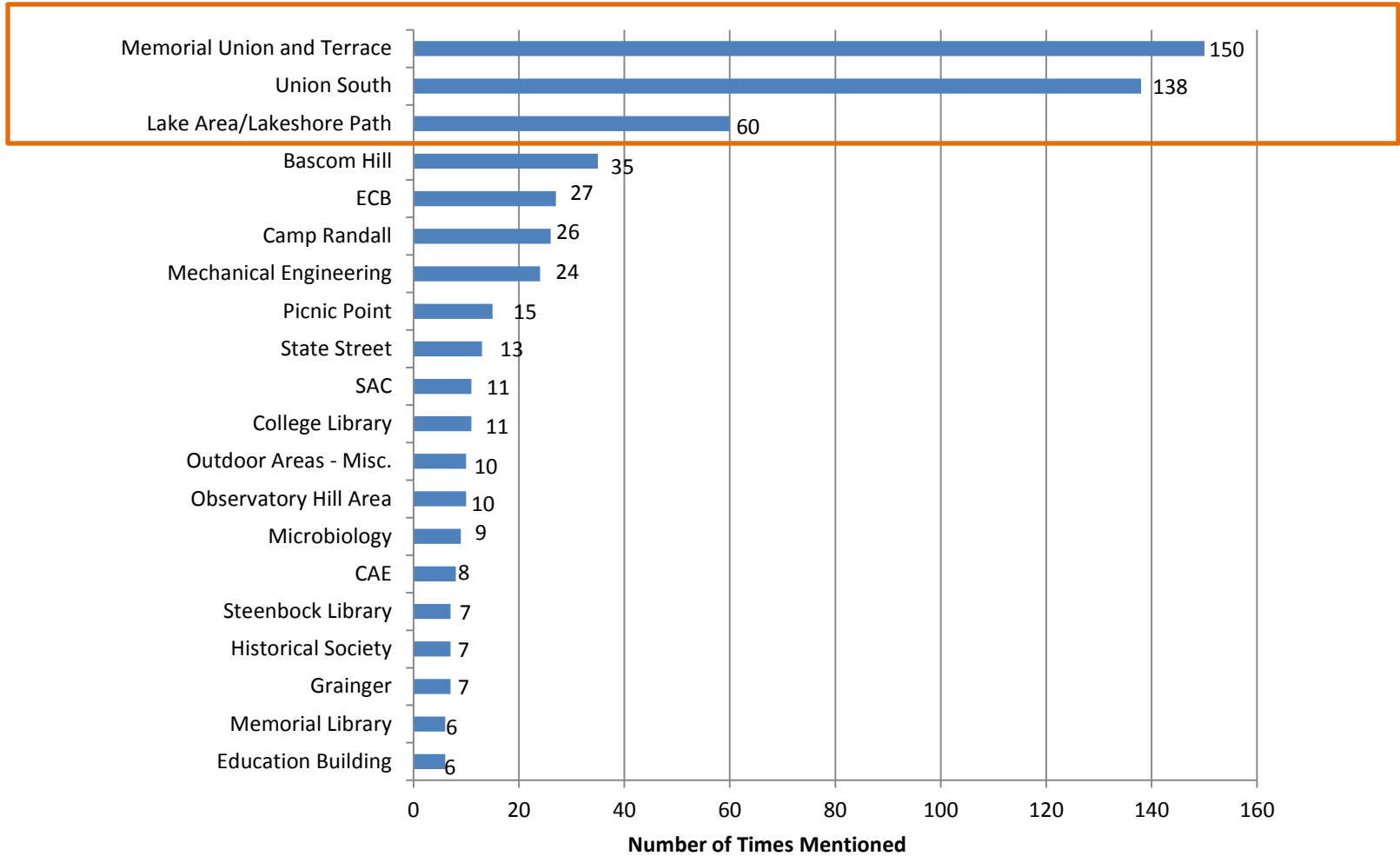
Student Life Facts

Most students

- Spend the majority of time in the areas where they take their classes
- Are very familiar with the UW-Madison campus



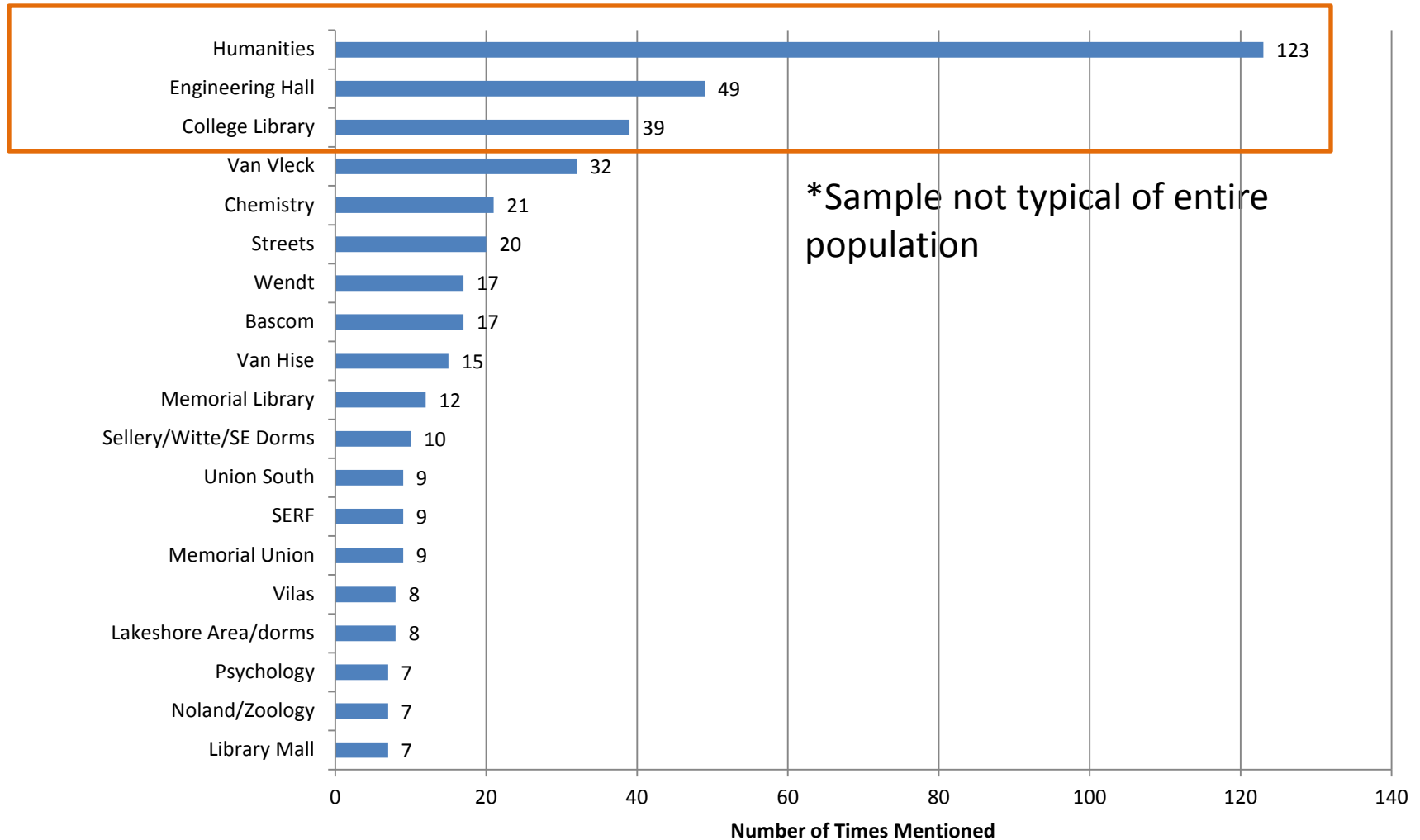
Favorite Places



Reasons for the Favorite Places

	1. Memorial Union & Terrace	2. Union South	3. Lakeshore Area & Path
Variety of Spaces	—"I feel comfortable no matter what my mood" —"You could live in that building and do anything you wanted to" —"Loud and quiet spaces"	—"Variety of things to do" —"Diverse atmosphere" —"Great atmosphere for college students to fit in some recreation" —"Nice outdoor space"	—"Outdoor space"
Social	—"Social studying" —"Brings everyone together - young and old"	—"Hangout after lectures" —"Great places to get away from studying" —"Great place to eat and listen to music" —"Good public events and concerts"	
Feelings	—"Good ambiance" —"Old time feel" and "Classical" —"Comfortable" —"Beautiful views"	—"Feel proud to have on my campus" —"Vibrant" and "Visually appealing" —"Comfortable homey atmosphere" —"Calm vibe"	—"Relax" and "Calming" and "Quiet" —"Scenic" and "Beautiful" —"Escape" —"Reminds me of home"
Use	—"Hoofers" —"Craft shop" —"Kayaking" —"Academic work"	—"Great venues for student activities" —"Great place to study and relax with friends" —"Conference spaces" —"Marquee Theater"	—"Running" —"Biking" —"Sit with feet in water while studying"
Proximity		—"Close to Engineering" —"Close to Psychology" —"Close to home"	—"Close and convenient"
Other	—"Memories" —"Icon of downtown area" —"Historic architecture" —"People watching" —"Fireplaces in the Rathskellar"	—"Lots of good food nearby" —"SOAR Memories"	—"Connect two other great places: Lakeshore dorms and Memorial Union"

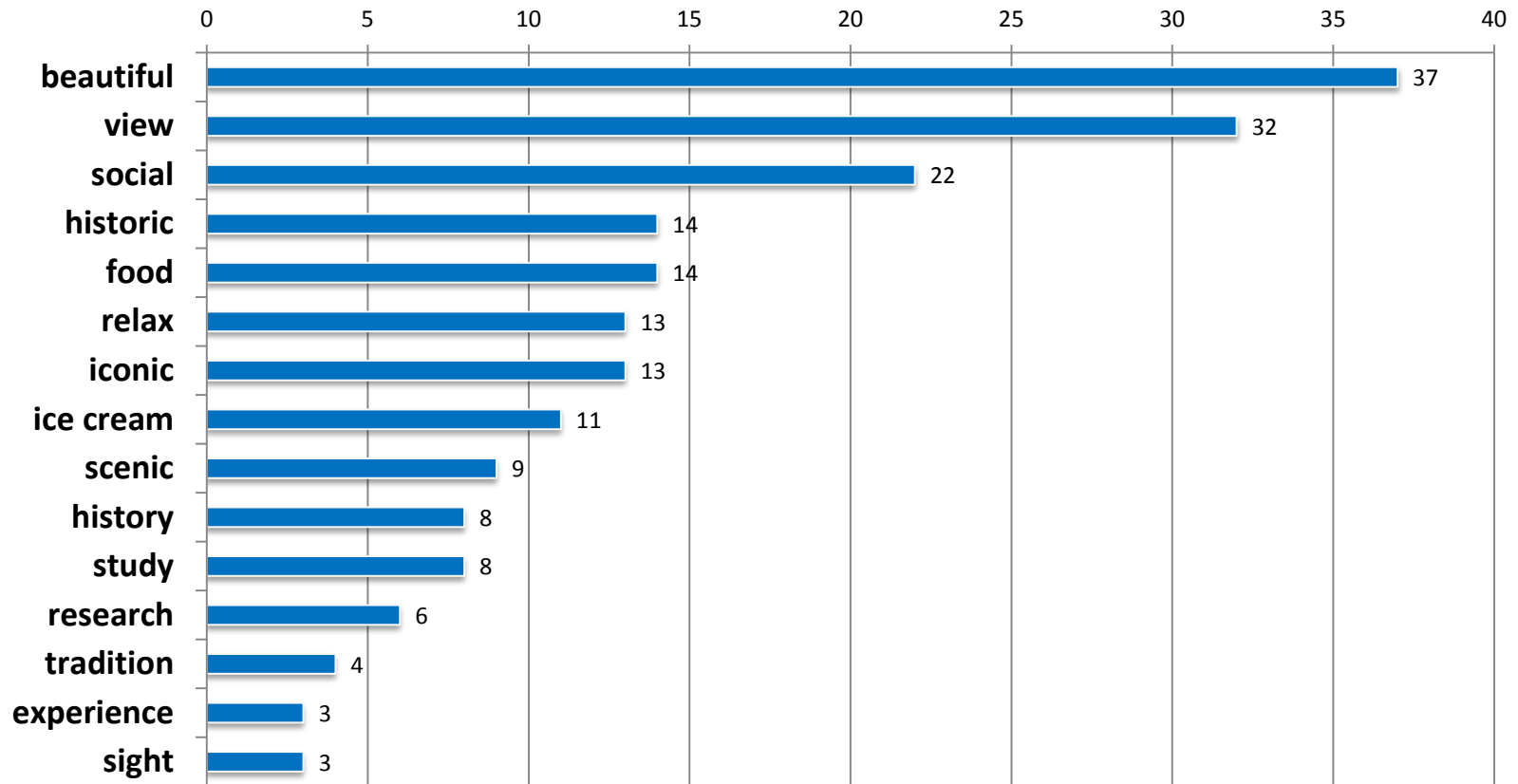
Least Favorite Places



Reasons for the Least Favorite Places

	1. Humanities	2. Engineering Hall	3. College Library
Use	—“Small, old rooms” —“Bad temperature control” —“Concert halls echo” —“Dangerous when ice is falling”	—“Most classrooms are old, dirty, uncomfortable” —“Erratic heating and cooling” —“No outlets” —“Classroom sizes are terrible: too long for effective teaching and learning”	—“Too much of the space is silent space” —“ —“Always crowded and noisy” —“Too busy” —“Too much activity/socializing” - Study space is too open, too noisy”
Form	—“Ugly and hard to navigate” —“Ugliest building in the center of campus” —“No natural light. Very shut-in”	—“Confusing layout” —“Difficult to navigate” —“Old building with a new face”	—“Gaudy building was not the greatest option for prime lakefront property” —“Old and outdated”
Feelings	—“Building that turned me off most on my initial visit to UW” —“Smells like mold and sweat” —“Dark and damp”	—“Uninviting” —“Depressing. Dark hallways” —“Cold. Sterile”	—“Bland building” —“Old and outdated”
Other	—“Maps include only portions of each floor”	—“Food isn’t very good and it’s expensive”	—“Needs an outdoor courtyard” —“Some great window views on the 4h floor”

Why students would take visitors to certain places on campus.



What students would change about the UW-Madison campus

- 4 main categories:
 - Green spaces
 - Construction
 - Buildings (exterior and interior)
 - Traffic and parking

What would you change about the UW-Madison Campus?

Greenspaces

– More green spaces

- Make an even proportion of open/green space compared to buildings
- More large, open recreational space (esp. in the center of campus)
- More benches and nooks and crannies
- More grass areas, more trees, more flowers

“too much in the city”

“doesn’t need to be a concrete jungle”

What students would change about the UW-Madison campus

Construction

- Amount of construction ruins students enjoyment of campus
- Length of construction / Never-ending construction projects (esp. in Henry and Library Mall)
- Make sure new buildings are functional and not just a demonstration of money

“I don’t know if there is any place on campus where you can stand, turn 360 degrees and not see at least one sign of construction”

“Focus on fewer projects and complete them faster”

“building all these new buildings just to attract more students”

What students would change about the UW-Madison campus

Buildings (exterior and interior)

- Renovate the older buildings is possible, older architecture is beautiful
 - Improve the interior of buildings to meet current student needs
- Keep uniform, consistent style
- Like that buildings have their own personalities
- Make cement buildings less imposing / tear down all buildings from the 60's

“Education and Chamberlin are great examples of this preservation that ensures modern amenities as well”

“Some of the buildings are modern and don't seem to mesh with some of the older buildings”

What students would change about the UW-Madison campus

Traffic and Parking

- Dislike amount of vehicles driving through campus
- Dangerous to walk or bike on campus because of vehicles
- More bike paths and pedestrian bridges
- More parking desired

“Pedestrian and traffic nightmare at the corner of University, Johnson, Campus Drive, and Randall areas”

“I wish less traffic went through campus and that the campus was more quiet and condensed”

“UW-Madison is probably one of the worst campuses in regards to driving and parking”

Student Focus Groups

Details

- A session was made up of 15 student survey participants
- Participants divided into 3 sessions
- Focus group questions formulated from survey
- Answers were more detailed than the survey

Focus Groups

- “What does sense of place mean to you?”

Place Identity

Self-identity

Uniqueness

Place Attachment ?

Memories

Comfort

Belonging

Familiarity

Inspiration

Ownership

Beauty

Ambiance

Picturesque

Place Dependence

Function

Ease of Use

Resources

Availability

1. The Terrace

- Number of people listed as favorite = 7/15

Ranking (on 1-10 scale)

- Average score = 9.43
- Range = 9-10

Reasons supporting scores

- Connection to Lake Mendota
- Memories
- Social atmosphere
- Activities
- Food/drink



2. Union South

- Number of people listed as favorite = 6/15

Ranking (on 1-10 scale)

- Average score = 8
- Range = 6-10

Reasons supporting scores

- Can relax
- Modern/new
- Study there
- Outdoor terraces
- Social atmosphere
- Food/drink



3. Memorial Union

- Number of people listed as favorite = 4/15

Ranking (on 1-10 scale)

- Average score = 8.75
- Range = 7-10

Reasons supporting scores

- Memories
- Study there
- Tucked away places
- Social atmosphere
- Activities
- Food/drink



Focus Groups –
Favorite buildings and their SOP ratings

Summary

	Favorite Places and their SOP Rating (scale 1-10)		
	Terrace	Union South	Memorial Union
Frequency (number of times mentioned in sessions)	7	6	4
Mean SOP Score (1-10 scale)	9.4	8	8.8
Total SOP Points (Frequency x Mean)	66	48	35

Comparison (overlap)

SOP Places from focus group:

Terrace

Lakefront

Memorial Union

College Library

Lakeshore Path

Eagle Heights Gardens

WID

Union South

Camp Randall (game days)

Places with signage about
achievements on campus

Kohl Center (game days)

Vilas Hall (basement)

Humanities

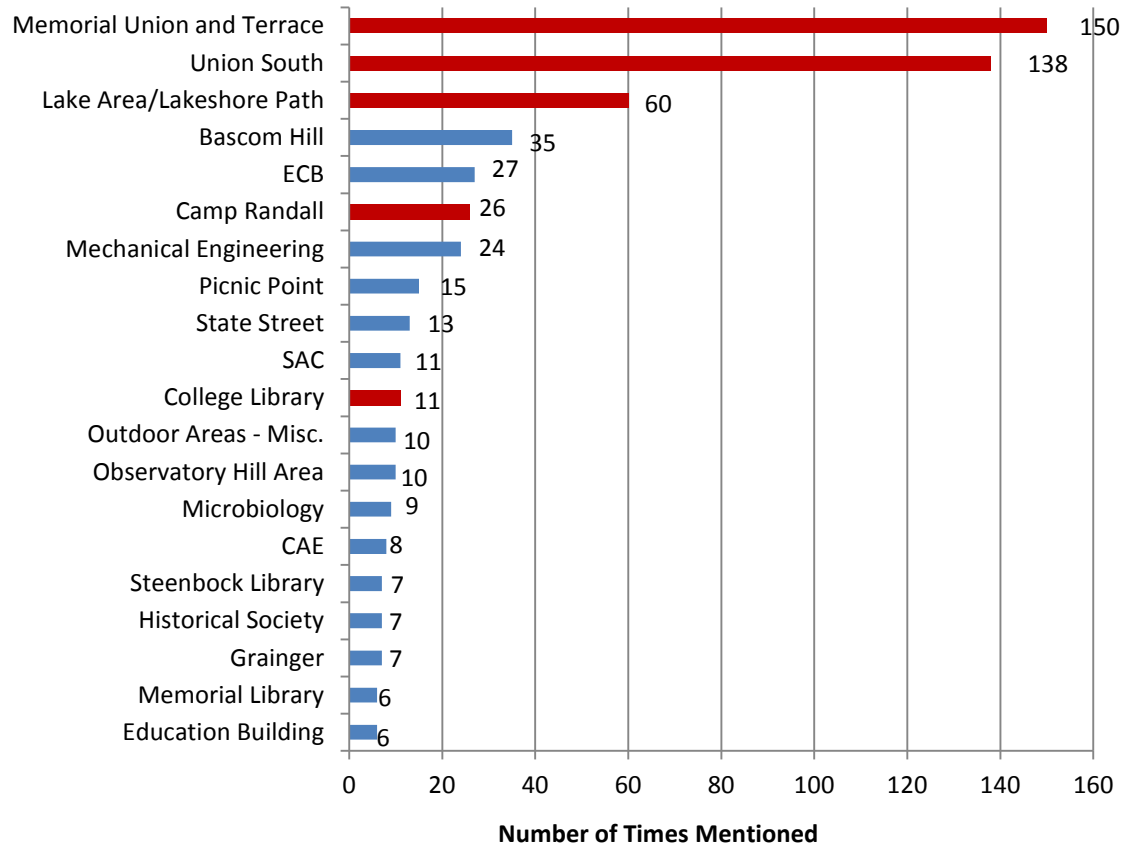
Moore Hall

DC Smith Greenhouse

Walnut Street Greenhouses

Agriculture Hall

Favorite Places From Survey:



Comparison (overlap)

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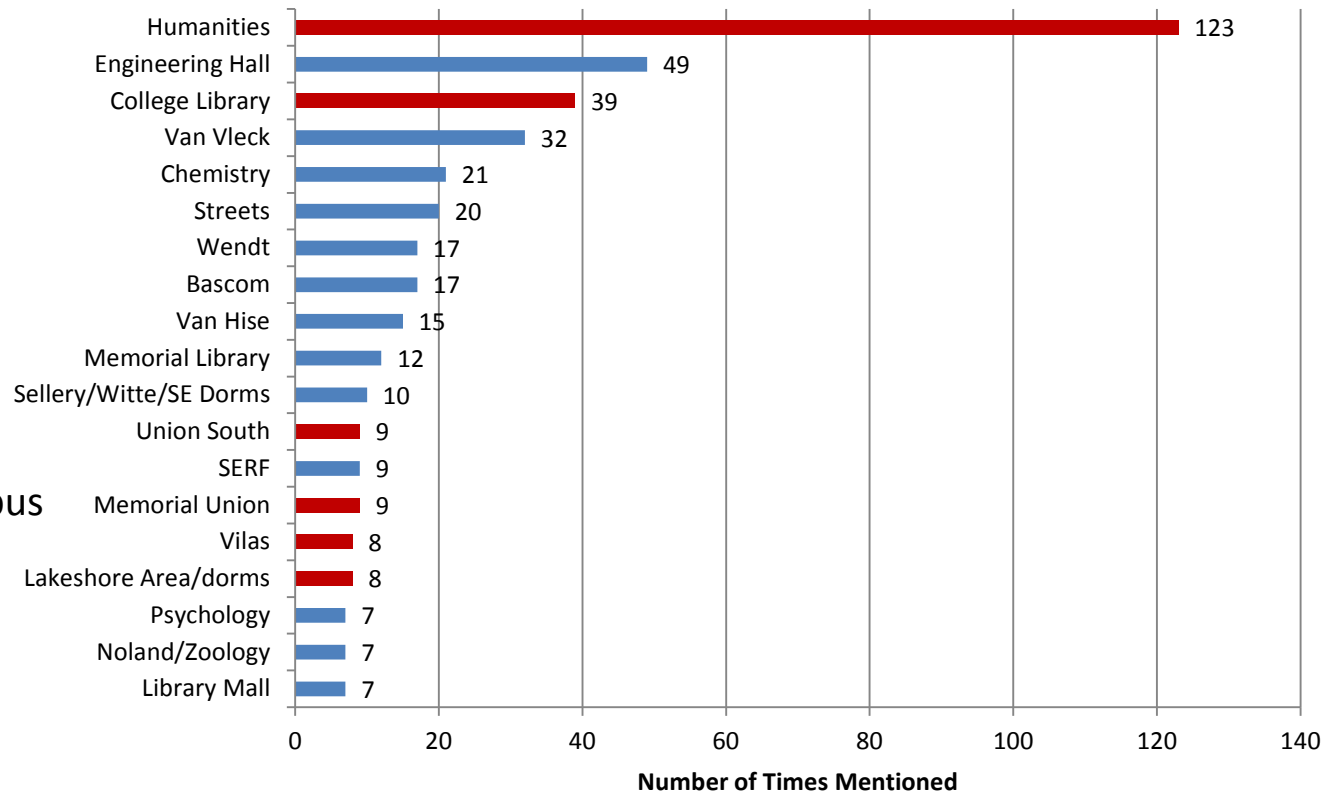
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Least Favorite Places From Survey:



Focus Groups – Campus SOP

Overall campus

- “What sense of place score, on a scale of 1-10 would you give to campus as a whole?”

Ranking

- Average score = 8
- Range = 6-10



Focus Groups

- “What words would use to describe the physical campus of UW?”

Description	Frequency mentioned
Big	6
Exciting/activities to do/busy	3
Diversity	3
Lake Mendota	2
Terrace	1
Green landscape (in some places)	1
Developing to become modern	1
Scenic	1
Hard to navigate due to its size	1

Focus Groups – Campus SOP

Reasoning supporting scores

Rating	Reasons
10	"When I go back home I feel uncomfortable because I spend so much time here"
10	Graduated and loves it, hoping to find employment through the University
10	"I've not lost amazement for this campus, for this University, and there's always a new building, or there's always something new to see"
9	Transferred sophomore year of undergrad, enjoys stumbling upon little known buildings for job
9	Love the sense of exploration, however some buildings aren't inviting for outside people.
9	"I think I give it a high score because of the transformative nature, the effect being here 5 years has had on me"
9	Nontraditional student, "Even though I haven't been a student the campus is a major part of living in Madison..." has had a lot of time to know it, loves it
8.5	"If I give Platteville a 10, I still give this and 8 or a 9 even though I didn't go to school here"
8	In comparison to undergrad school, hasn't formed memories here yet
8	Like the campus as a whole, but not his building
7	Really likes the campus and has great memories. However she hasn't discovered many places and the campus doesn't seem unified to her
7	Many little pockets which don't connect, not unified
7	Campus is beautiful but as a grad student don't feel attached as to undergraduate institution
6	"I feel a little disconnected from it [campus], I'm not from Wisconsin..." She feels disconnected from the study body, especially compared to her undergraduate institution with New England style buildings

DRB Focus Group

Favorite Places

Top 3 Favorite Place on campus for the DRB members

(and the number of times they were mentioned):

- Observatory Hill/Area (3)
- Lakeshore Area including Ag Hall, Henry Mall, and the Education Building, and Lakeshore dorms (3)
- Bascom Hill (2)
- Memorial Union Terrace (2)



How the DRB discussed changing the UW-Madison campus

Ideas:

- Pull the lake into the campus
- Bring back the topography
- Exploit the uniqueness of campus
- Add diagonal routes or views
- Add fun negative space
- Overlay the natural system and the geometric organization
- Create a big scale shift in the grid
- Create contiguous open space



“How would you define sense of place?”

Place Identity

Uniqueness

“Want to be a
Badger!”

Surprise/Discovery

History

Geographic-
Four Seasons

Lake

Place Attachment

5 Senses

Attitude/
Stewardship

Comfort/ Expanding
into the Place

Emotional
Connection

Feeling of Home

Age

Memory

Place Dependence

“What places come to mind when you think of Sense of Place?”

Locations on Campus with a Strong Sense of Place:

- Bascom Hill
- Observatory Drive
- Linden Drive
- Animal Sciences
- Henry Mall
- Engineering Mall
- Union Terrace
- WID
- Union South
- Lake Edge
- Lodge Architecture
- Indian Mounds
- Ag Dean’s Residence
- Allen Gardens

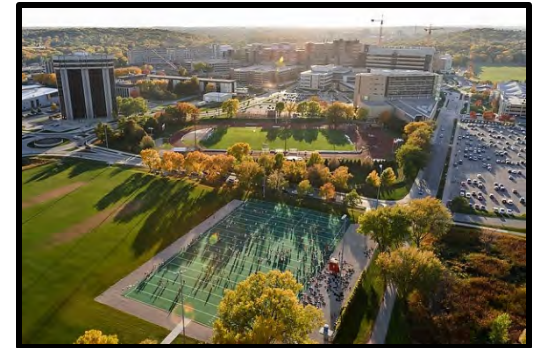


Overall campus

“What sense of place score, on a scale of 1-10 would you give to campus as a whole?”

Ranking

– Average score = 7



Favorite Places

Student Favorite Places: (Ranked in order)

1. Memorial Union Terrace
2. Union South
3. Lake Area/Lakeshore Path
4. Bascom Hill

DRB Favorite Places: (Ranked in order)

1. Bascom Hill
2. Lakeshore Dorm Area
3. Observatory Area
4. Memorial Union Terrace

Comparison

“How would you define sense of place?”

Student Definition

Place Identity

Uniqueness

Self Identity

Place Attachment ?

Memories

Comfort

Belonging

Familiarity

Inspiration

Ownership

Beauty

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Place Dependence

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Place Attachment ?

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Age

5 Senses

Comparison Locations on Campus with a Strong Sense of Place

Student Locations:

- Union Terrace
- Lakefront
- Memorial Union
- College Library
- Lakeshore Path
- Eagle Heights Gardens
- WID
- Union South
- Camp Randall (game days)
- Kohl Center (game days)
- Vilas Hall (basement)
- Humanities
- Moore Hall
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- Bascom Hill
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- Linden Drive
- Animal Sciences
- Henry Mall
- Engineering Mall
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- Union South
- Lake Edge
- Lodge Architecture
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Conclusion

- Students and design review professionals shared some common understanding of sense of place but differed fundamentally on an important dimension of sense of place which deals with how well a place functions to meet the need of users.
- There is need for more input in the design process on campus, and it may take the form of more research before design.