

**Student Affairs**  
**Facilities Framework Plan**  
 UW-Madison Project #0679-2221  
 UWSA Project #A-22-014

**Joint Campus Area**  
**Committee**  
 July 25, 2024

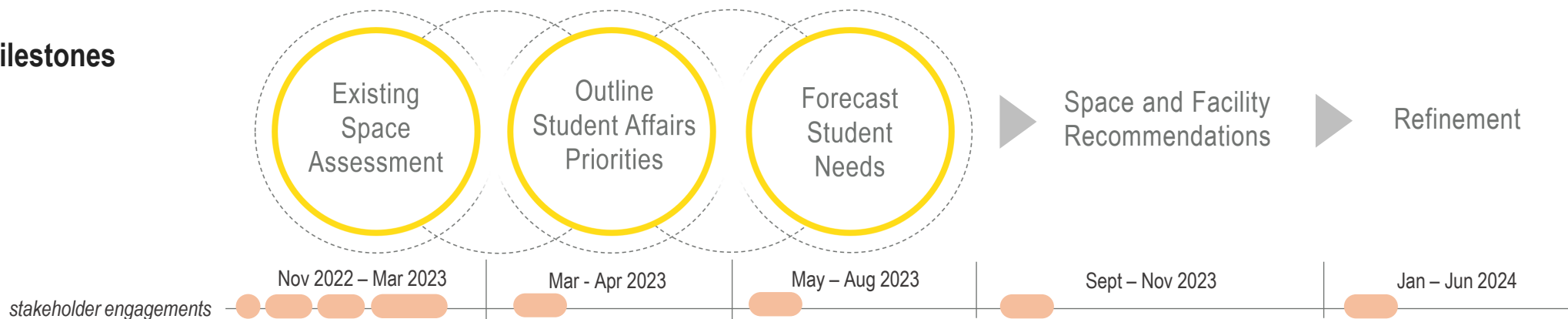


# Project Overview

**Project Statement** Provide a space Framework Plan for Student Affairs (SA) to guide facility development and enhance student academic success and personal growth. Planning consisted of 1) Existing Space Assessment, 2) Outline SA Priorities, 3) Forecasted Student Needs, and 4) Space Recommendations that inform the overall Campus Framework Plan

**Framework Plan Goals** Align highest and best use of existing facilities with strategic priorities and future space needs to identify priorities for future investment.

## Milestones



## Project Team

- Flad Architects – Project lead, planning and design
- Comprehensive Facilities Planning, Inc. – Peer benchmarking / space utilization
- American Design, Inc. – Facilities Assessment support
- Design Engineers – MEP Assessments
- Charles Quagliana – Historic Preservation

# Project Overview

**1.1M**

Assignable  
Square Feet

Space in

**18**

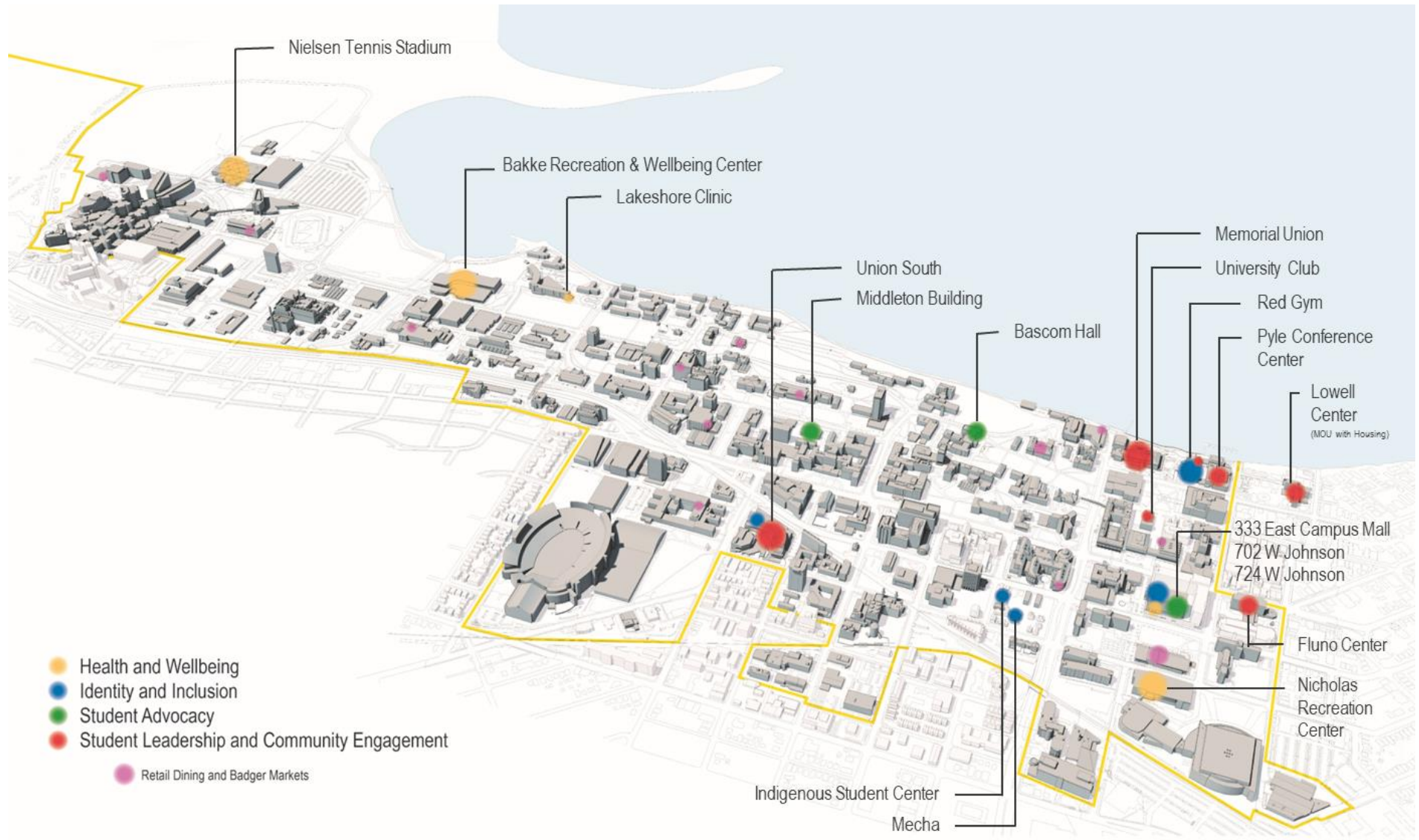
Buildings

**100+**

Staff & Students  
Engaged in Focus  
Groups

**1,750**

Student Survey  
Responses



# Facility Quality Summary

## LEGEND

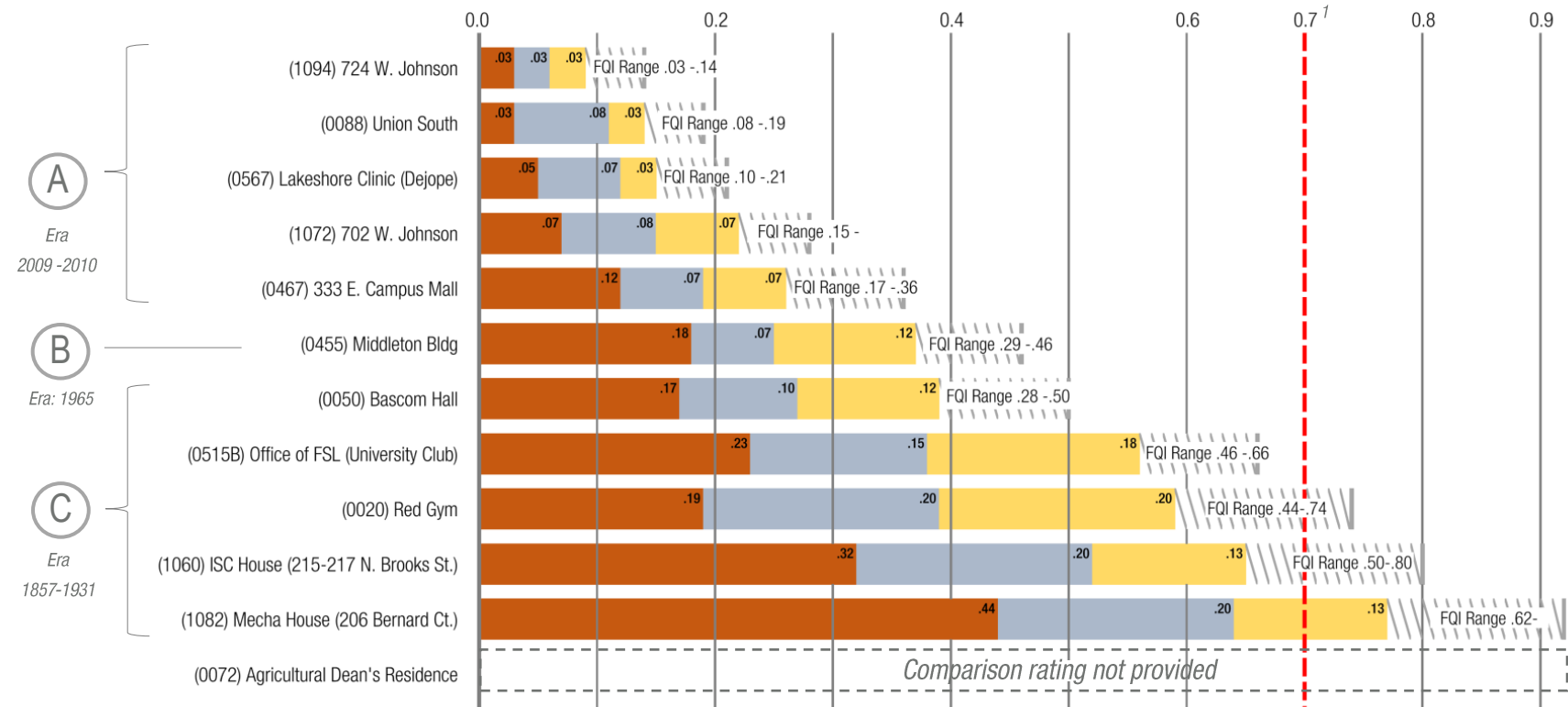
- Conditions Rating
- Functional Grade
- Value Premium

Median FQI shown; hatched pattern represents maximum FQI range

**A** SA space in **recently constructed facilities that are in satisfactory / fair condition and well aligned with function**

**B** SA space in the **Middleton Building**, constructed in 1965 and listed on the NRHP **is well aligned with use. Higher FQI is due to conditions and value premiums, but overall rating does not suggest removal or alt. use.**

**C** SA-occupied spaces in facilities of historic and/or cultural significance vary in condition and function **Office of Fraternity & Sorority Life (University Club), ISC House, Red Gym, and Mecha House** having FQIs which approach or exceed the 0.70 Threshold

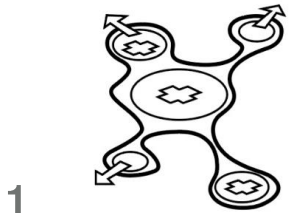


<sup>1</sup>The FQI represents as a ratio the cost to repair, maintain, continue utilization relative to the cost to replace.

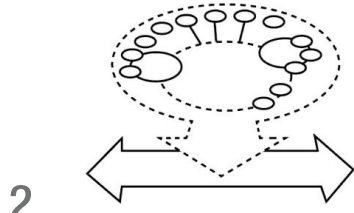
A threshold of .70 has typically been used to identify buildings that trigger heightened attention relative to investments required for continued use and suggest consideration for removal, replacement and/or alternative use.

# Framework Plan Priorities

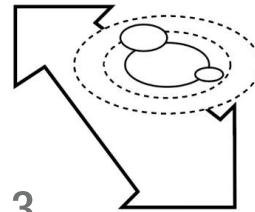
Areas of focus that will achieve the greatest impact for Student Affairs



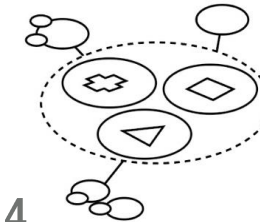
1 Provide Environments that Promote Student Health and Wellbeing



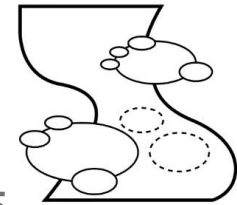
2 Strengthen the Physical Network of Student Belonging Locations



3 Establish 333 East Campus Mall as a Vibrant Student Hub






4 Increase Student Engagement With SA Spaces



5 Promote Student Connections Utilizing Multi-Modal Spaces

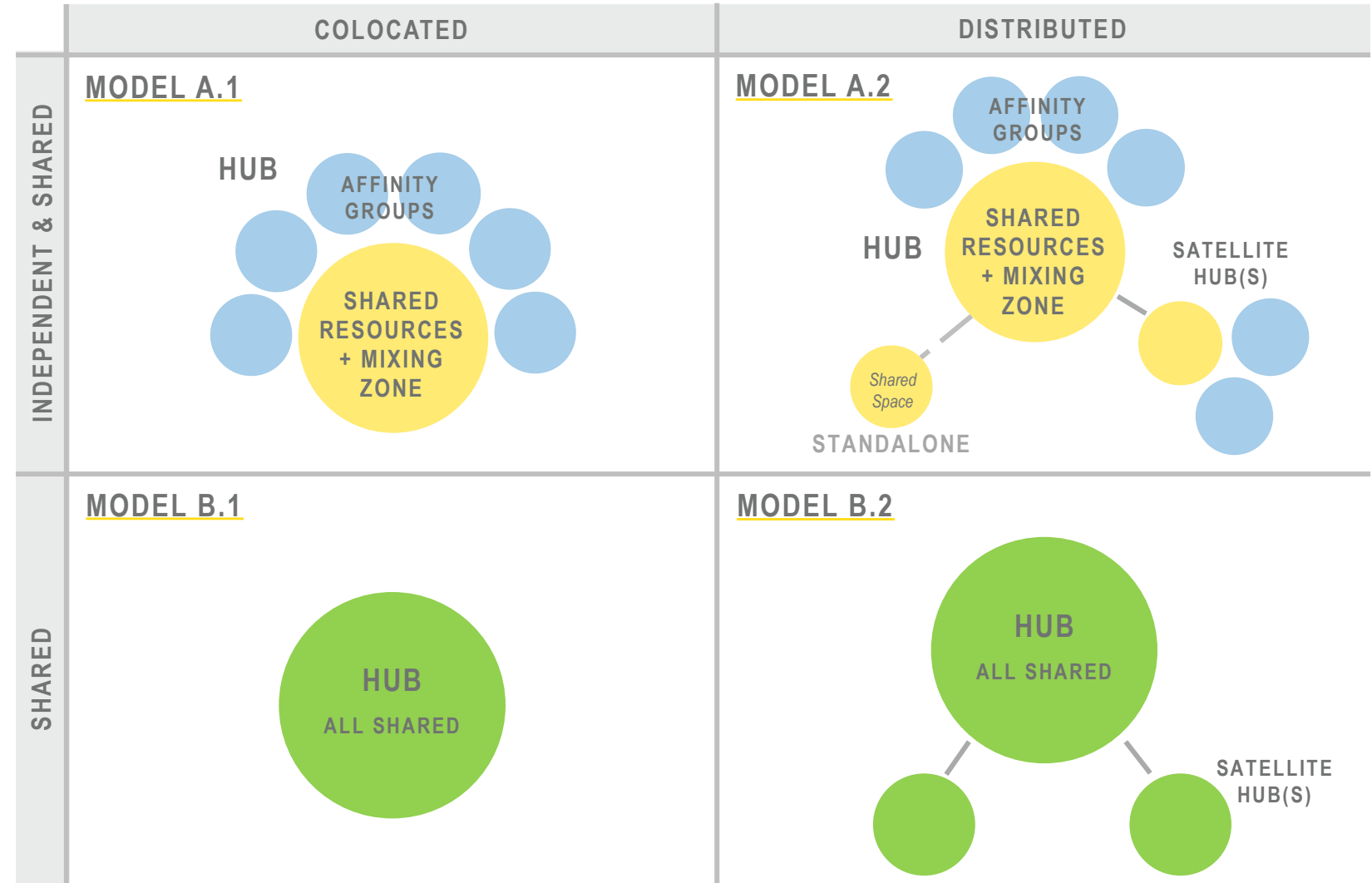
# Recommendations

## ★ Impacts to Facility & Site

Theme	A. Network of Student Belonging Locations		B. Vibrant Student Hub			C. Spaces to Meet Evolving Student Needs	
	Establish a cohesive network of physical spaces to support the growing need for affinity centers and improve existing space quality and functionality.		Transform 333 East Campus Mall by activating and integrating space, enhancing the facility's anchor identity along a primary campus thoroughfare.			Identify opportunities to repurpose space, increase multi-purpose flexibility, and better match location with function for staff and students.	
Recommendations	<div><b>1</b></div> <div>Create a Network of <b>Belonging</b> Spaces Across Campus</div>	<div><b>2</b></div> <div><b>Improve Quality</b> of Space at the Red Gym</div>	<div><b>3a</b></div> <div><b>Activate</b> the Mall &amp; Entry at 333 ECM</div>	<div><b>3b</b></div> <div>Increase <b>Multipurpose Use</b> of RSO Space</div>	<div><b>3c</b></div> <div><b>Promote Synergies</b> at 333 ECM</div>	<div><b>4</b></div> <div>Provide Spaces to Support <b>Wellbeing &amp; Multi-Modal Use</b></div>	<div><b>5</b></div> <div>Rebalance Space to Increase Student <b>Engagement</b></div>
Detail Components	<ul style="list-style-type: none"><li>Models for optimizing space shared resources, and multi-modal use</li><li>Establish scalable space components to meet belonging-space needs &amp; foster wellbeing</li></ul>	<ul style="list-style-type: none"><li>Address facility quality, accessibility, and wayfinding</li><li>Placemaking concepts for improved student belonging and engagement</li></ul>	<ul style="list-style-type: none"><li>Physical design opportunities to increase vibrancy and engagement</li><li>Extend use, views, and expression inside-out</li></ul>	<ul style="list-style-type: none"><li>Increase openness and flexibility of SAC L3-L4 floorplates</li><li>Accommodate RSO-space deficit</li></ul>	<ul style="list-style-type: none"><li>Share multi-modal resources vertically</li><li>Programming utilizing roof terrace</li><li>Foster sense of belonging &amp; wellbeing</li></ul>	<ul style="list-style-type: none"><li>Provide multi-modal space types to encourage, connections, engagement &amp; wellbeing</li><li>Accommodate student collaboration-space deficit</li></ul>	<ul style="list-style-type: none"><li>Opportunities to foster engagement through repurposed space for alternate uses</li><li>Address space needs for collaboration / multi-modal / wellbeing, and belonging network</li></ul>

# 1 Create a Network of Belonging Spaces Across Campus


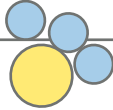

Models for Optimizing Space, shared resources, and multi-modal use





# 1 Create a Network of Belonging Spaces Across Campus

Establish scalable space components

Standalone 	Satellite Hub 	Network Hub 
Welcome/ Touchdown	Welcome/ Touchdown	Lobby
Flex Room	Flex Room (x2)	Flex Room (x3)
Lounge (30 ppl)	Lounge (30 ppl)	Lounge (50 ppl)
Meeting Space (20 ppl)	Meeting Space + (Dividable, 50 ppl)	Meeting Space ++ (Dividable; 150 ppl)
-	Kitchenette	Kitchen
		Catering Support
-	-	Care Closet
-	-	Reflection Room
-	Affinity Centers (2 to 3) <sup>1</sup>	Affinity Centers (4-6) <sup>1 &amp; 2</sup>
2,000 to 2,400 SF	6,000 to 8,000 SF	16,000 to 20,000 SF

For reference, the existing MSC space, excluding staff offices, is 4,275 ASF. Its affiliated centers range from 600 to 2,150 ASF.

1. If pursuing the Shared Model (Approach B), space allocated to individual centers would be redistributed between shared lounge and meeting spaces.

2. Reflects current SA-space allocation at Red Gym



## 2 Improve Quality of Space at the Red Gym

Address facility quality, accessibility, and wayfinding

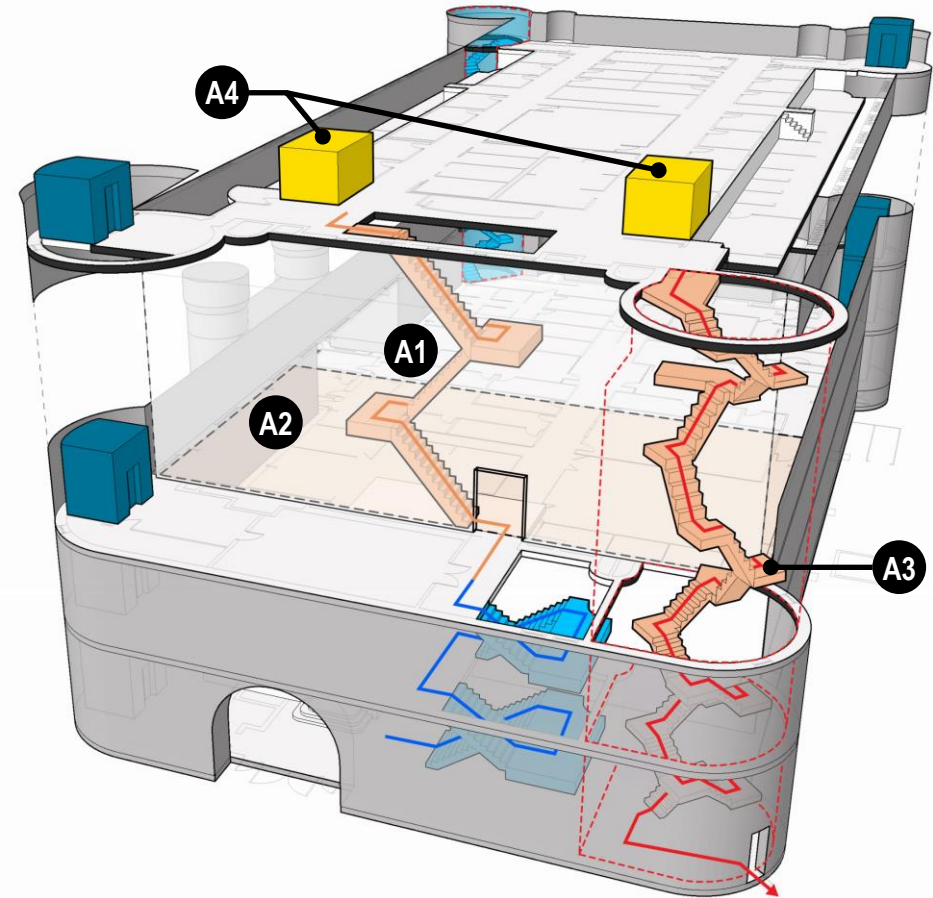


## 2 Improve Quality of Space at the Red Gym

Address facility quality, accessibility, and wayfinding

### Option A – New Internal Stair

- A1** New stair from the Level 2 South Mezzanine to Level 3 providing continuous vertical access from the building's entry.
- A2** Relocated Level 2 Mezzanine providing access from the main public circulation routes.
- A3** Additional enclosed stair in the southeast turret and a new exterior door on Level 1.
- A4** Level 3 toilet rooms, displaced by extended stair, to be relocated elsewhere on the floor.



1. While a connection could be added from the main public stair to the existing north mezzanine, this is not recommended as it would be an inefficient use of the limited square footage with most of it being circulation and not occupiable space. Additionally, expanding the existing north mezzanine without a connection would not provide the critical access from the public circulation core.

2. As the monumental stair has been deemed an item of historical importance, it is not able to be physically altered to the degree that would be required for it to serve as a means of egress.

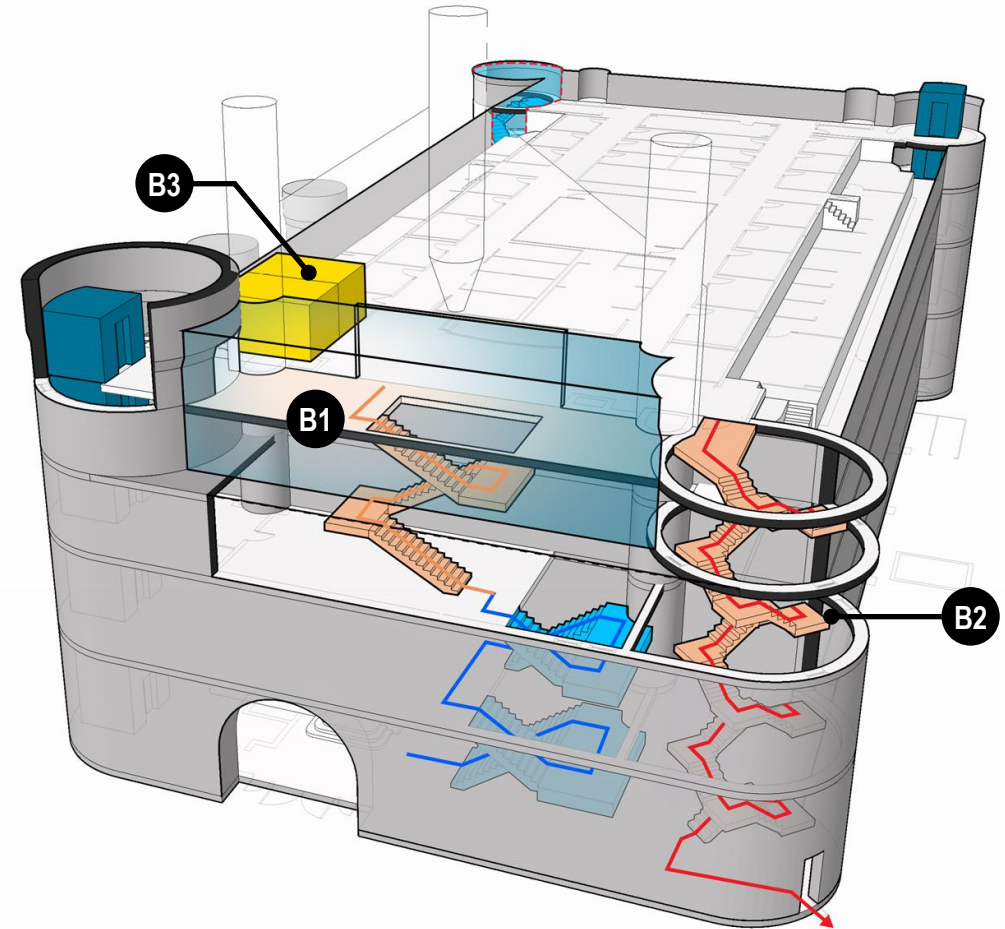
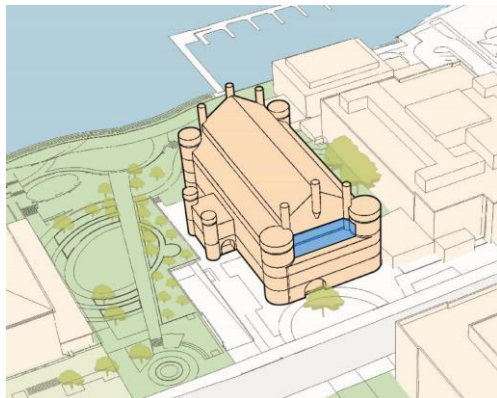


## 2 Improve Quality of Space at the Red Gym

Address facility quality, accessibility, and wayfinding

### Option B – Vertical Addition on the South Facade

- B1** Create vertical addition to accommodate extension of the monumental stair up to Level 3, providing a common landing space for the stair and elevator
- B2** Like Option A, Option B incorporates second means of egress in the southeast turret and
- B3** Relocation of toilet rooms on Level 3





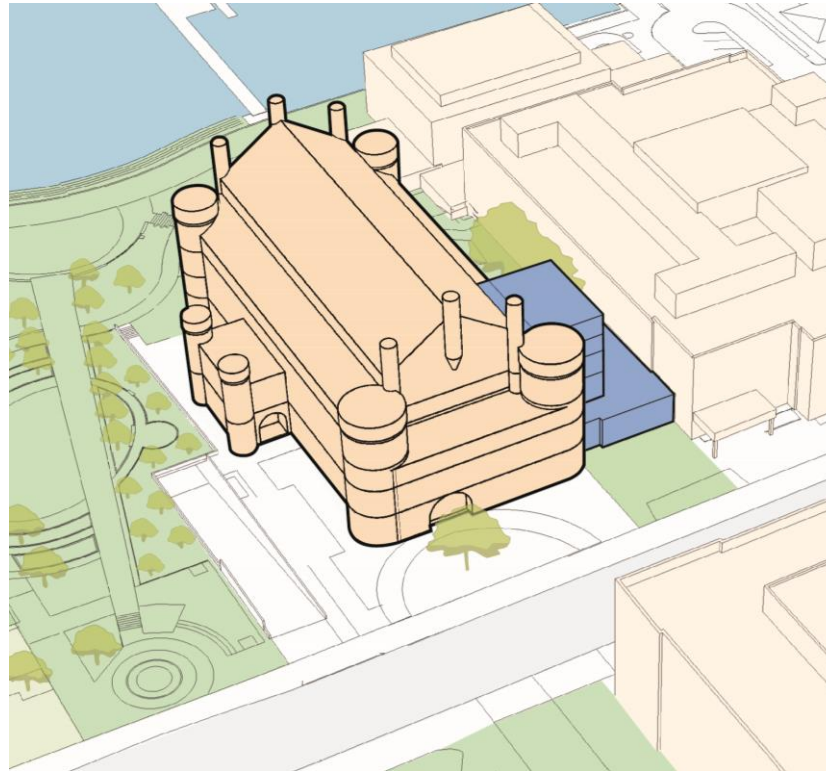
## 2 Improve Quality of Space at the Red Gym

Address facility quality, accessibility, and wayfinding

### Option C – Building Addition to the East / New Core

Provides a continuous vertical core, including egress stairs, elevator and toilet rooms.

*Requires demolition of Pyle 106 (AT&T Lounge).*



*Xintai Warehouse Renovation; Kokaistudios*



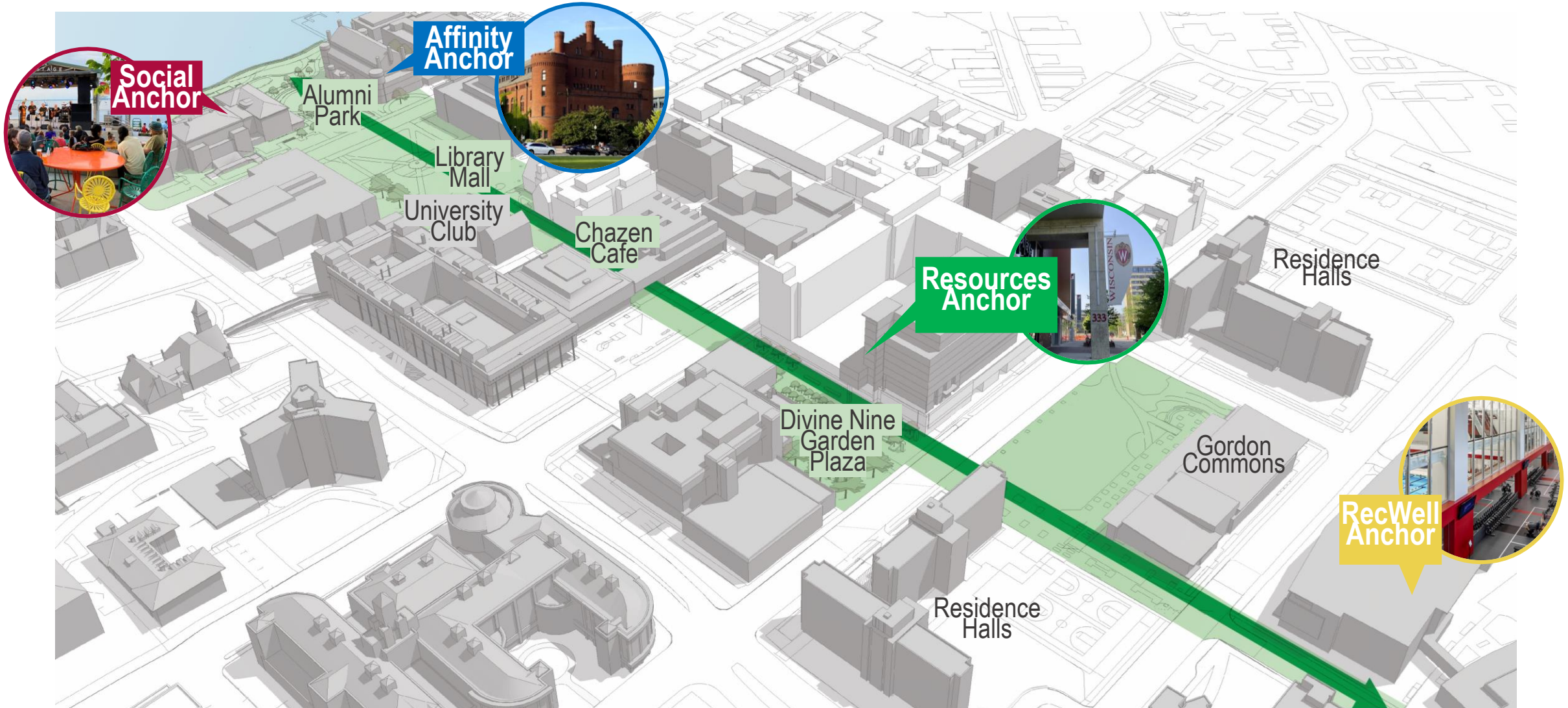
## 2 Improve Quality of Space at the Red Gym

Placemaking concepts for improved student belonging and engagement



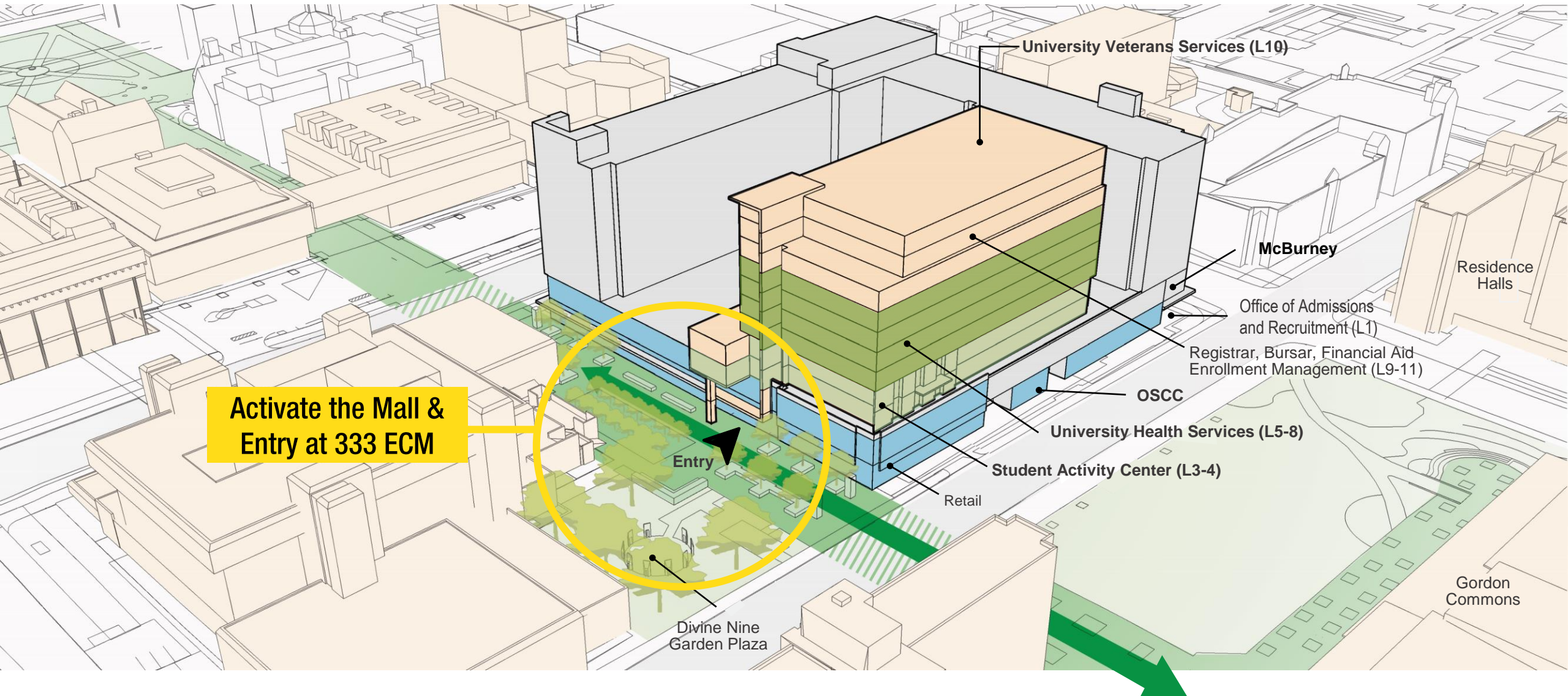


# 333 ECM: A Vibrant Student Resource Hub





# 333 ECM: A Vibrant Student Resource Hub





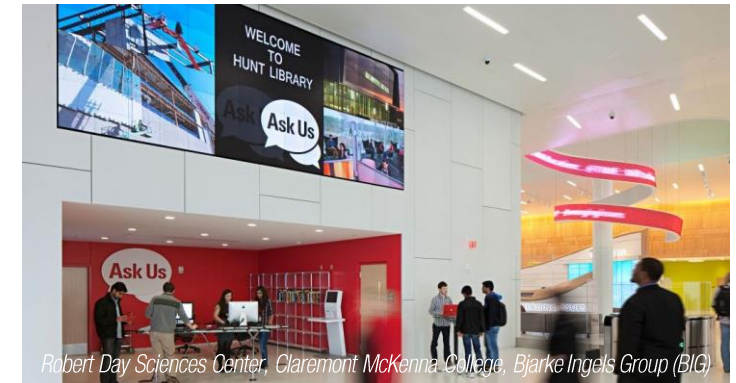
# 3a Activate the Mall & Entry at 333 ECM

## Physical design opportunities to increase vibrancy and engagement

*Note: Developer lease agreement requirements for 333 ECM would need to be addressed as part of solution generation; intent of aspirational imagery below is to communicate a big idea / opportunity that would be refined if identified as a preferred strategy*



3a1 Extend Mall Inside: Operable Wall



3a4 Entry Kiosk: Help Desk



3a2 Extend Views Inside: Identity Wall



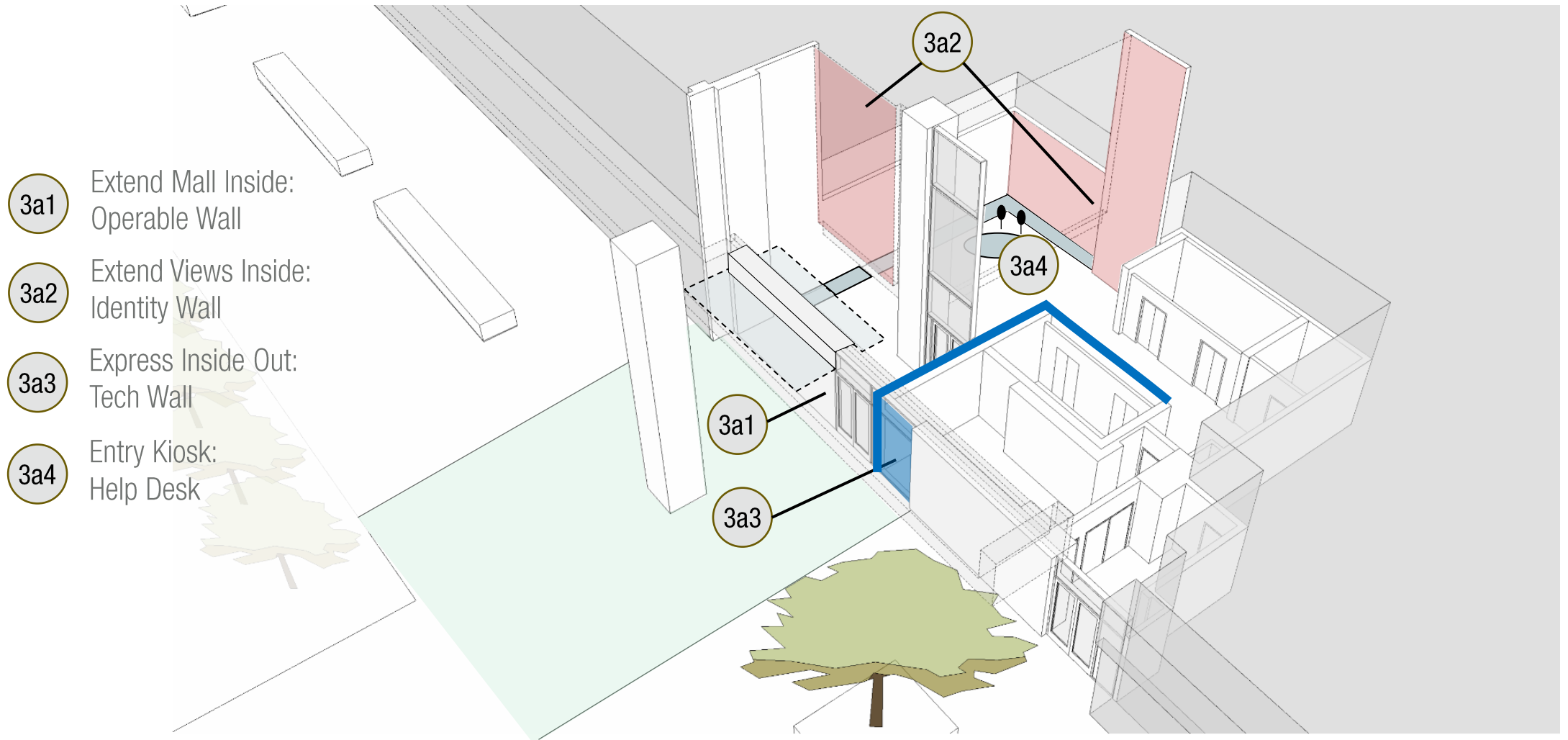
3a3 Express Inside Out: Tech Wall



3d Outdoor Programming

# 3a Activate the Mall & Entry at 333 ECM

Physical design opportunities to increase vibrancy and engagement





# 3a Activate the Mall & Entry @ 333 ECM

## Activation of the Mall through Programming

*Note: Outdoor programming opportunities to be incorporated into larger 2025 framework plan for campus. Framework Plan to identify programs that could utilize spaces and Campus will combine with other Schools, Colleges and Division ideas*



*Example: Kohl Center promenade*

Student Organization Fairs



*Example: Chazen Café*

Outdoor Dining



*Example: snow sculpture (artist unknown)*



*Example: Azimuth (NY) by Cheryl Wing-Zi Wong*

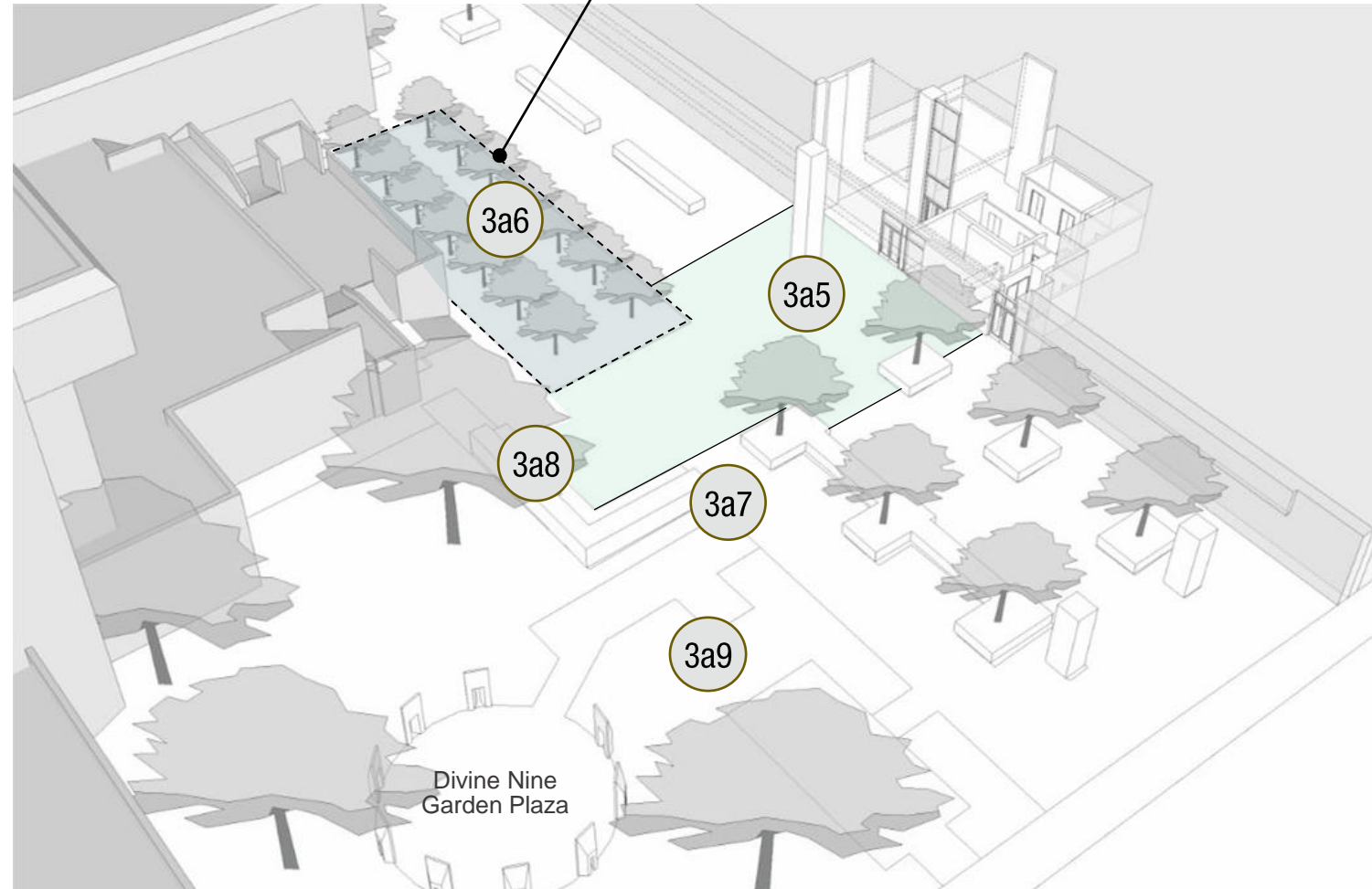
*Cheryl Wing-Zi Wong*

Public Art (all seasons)

# 3a Activate the Mall & Entry at 333 ECM

## Activation of the Mall through Programming

- 3a5 Paving to highlight entry
- 3a6 Refresh site furnishings, specialty lighting to support a variety of programmed meetings and events
- 3a7 Transition materials to Divine Nine Garden Plaza
- 3a8 Further enhancements to existing amphitheater to extend seasonal use
- 3a9 Informal seating additions to Vilas Green area





# Recommendations

## ★ Improved Space Utilization

Theme	A. Network of Student Belonging Locations		B. Vibrant Student Hub			C. Spaces to Meet Evolving Student Needs	
	Establish a cohesive network of physical spaces to support the growing need for affinity centers and improve existing space quality and functionality.		Transform 333 East Campus Mall by activating and integrating space, enhancing the facility's anchor identity along a primary campus thoroughfare.			Identify opportunities to repurpose space, increase multi-purpose flexibility, and better match location with function for staff and students.	
Recommendations	<div>1</div> <div>Create a Network of <b>Belonging</b> Spaces Across Campus</div>	<div>2</div> <div><b>Improve Quality</b> of Space at the Red Gym</div>	<div>3a</div> <div><b>Activate</b> the Mall &amp; Entry at 333 ECM</div>	<div>★ 3b</div> <div>Increase <b>Multipurpose Use</b> of RSO Space</div>	<div>★ 3c</div> <div><b>Promote Synergies</b> at 333 ECM</div>	<div>★ 4</div> <div>Provide Spaces to Support <b>Wellbeing &amp; Multi-Modal</b> Use</div>	<div>★ 5</div> <div>Rebalance Space to Increase Student <b>Engagement</b></div>
Detail Components	<ul style="list-style-type: none"><li>Models for optimizing space shared resources, and multi-modal use</li><li>Establish scalable space components to meet belonging-space needs &amp; foster wellbeing</li></ul>	<ul style="list-style-type: none"><li>Address facility quality, accessibility, and wayfinding</li><li>Placemaking concepts for improved student belonging and engagement</li></ul>	<ul style="list-style-type: none"><li>Physical design opportunities to increase vibrancy and engagement</li><li>Extend use, views, and expression inside-out</li></ul>	<ul style="list-style-type: none"><li>Increase openness and flexibility of SAC L3-L4 floorplates</li><li>Accommodate RSO-space deficit</li></ul>	<ul style="list-style-type: none"><li>Share multi-modal resources vertically</li><li>Programming utilizing roof terrace</li><li>Foster sense of belonging &amp; wellbeing</li></ul>	<ul style="list-style-type: none"><li>Provide multi-modal space types to encourage, connections, engagement &amp; wellbeing</li><li>Accommodate student collaboration-space deficit</li></ul>	<ul style="list-style-type: none"><li>Opportunities to foster engagement through repurposed space for alternate uses</li><li>Address space needs for collaboration / multi-modal / wellbeing, and belonging network</li></ul>