



City of Madison Planning Division
215 Martin Luther King Jr. Blvd. | Room LL.100 | P.O. Box 2985 | Madison, WI 53701-2985

Madison Landmarks Commission APPLICATION

1. LOCATION

Project Address: 716, 790 & 800 LANGDON ST. Aldermanic District: 8

2. PROJECT

Date Submitted: 09.30.13

Project Title / Description: MEMORIAL UNION, PHASE II / ALUMNI PARK

This is an application for: (check all that apply)

- Alteration / Addition to a Designated Madison Landmark
- Alteration / Addition to a building adjacent to a Designated Madison Landmark
- Alteration / Addition to a building in a Local Historic District (specify):
 - Mansion Hill
 - University Heights
 - Third Lake Ridge
 - Marquette Bungalows
 - First Settlement
- New Construction in a Local Historic District (specify):
 - Mansion Hill
 - University Heights
 - Third Lake Ridge
 - Marquette Bungalows
 - First Settlement
- Demolition
- Variance from the Landmarks Ordinance
- Referral from Common Council, Plan Commission, or other referral
- Other (specify): _____

CITY OF MADISON

SEP 30 2013

3. APPLICANT

Planning & Community
& Economic Development

Applicant's Name: GARY BROWN Company: UNIV. OF WISCONSIN-MADISON
 Address: 610 WALNUT ST. City/State: MADISON, WI Zip: 53726
 Telephone: 608-263-3023 E-mail: gbrown@tpm.wisc.edu
 Property Owner (if not applicant): BOARD OF REGENTS OF THE UW SYSTEM
 Address: 1220 UNDER DR. City/State: MADISON, WI Zip: 53706

Property Owner's Signature: Gary Brown Date: 09.30.13

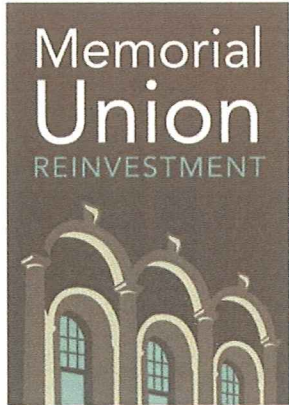
GENERAL SUBMITTAL REQUIREMENTS

Twelve (12) collated paper copies and electronic (.pdf) files of the following: (Note the filing deadline is 4:30 PM on the filing day)

- Application
- Brief narrative description of the project
- Scaled plan set reduced to 11" x 17" or smaller pages. Please include:
 - Site plan showing all property lines and structures
 - Building elevations, plans and other drawings as needed to illustrate the project
 - Photos of existing house/building
 - Contextual information (such as photos) of surrounding properties
- Any other information that may be helpful in communicating the details of the project and how it complies with the Landmarks Ordinance, including the impacts on existing structures on the site or on nearby properties.

Questions? Please contact the
Historic Preservation Planner:
Amy Scanlon
Phone: 608.266.6552
Email: ascanlon@cityofmadison.com

NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.



Imagining the Next 100 Years

Landmarks Commission Submittal

Memorial Union Phase II
&
Alumni Park

September 30, 2013



WISCONSIN UNION REDEVELOPMENT PROJECT
PHASE 2

DFD #: 09K1K-01

SMITHGROUP JJR

UTILEIN/WILSON
MOODY•NOLAN

Table of Contents

1. Project Description: History of Red Gym and the Project

2. Building Floor Plans

- a. New floor plans including new underground loading facility and tunnel serving the Memorial Union, Red Gym, Pyle Center and Alumni House. Minor exterior building revisions include glass enclosed stair on Tripp Deck and east roof dormer for mechanical systems.

3. Terrace Design

- a. Existing Condition photos
- b. New site plan, perspectives and renderings.
- c. New al fresco seating is created with nano-walls on the west, north and east sides of the east wing at ground level providing direct access to the site and Terrace. Grade is being raised around the east wing to provide this pedestrian connection. Accessible ramps and stairs connect the resulting terrace levels leading to the Lakeshore. The stage is shifting west slightly and is enlarged and a food service opportunity is being explored at the northeast corner of the Terrace.

4. Southeast Entry Plaza Design

- a. Existing Photos
- b. New site plan, perspectives and renderings.
- c. A new mechanical basement fills the northwest corner of the plaza creating a raised seating area. The main stair is reconstructed centered on and symmetrical to the doors replicating the historic original design with an open walk leading out to Langdon Street. Bike parking is provided at the southwest corner and open plaza space for student organization tabling and general seating is created east of the main walk.

5. Alumni Park

- a. Lot 1 will be removed and replaced with Alumni Park and the underground loading facility. Grade of the parking lot is being elevated to match the first floor of the Union providing direct connections between the Union and the Park. The park will feature exhibits communicating the story of Wisconsin Alumni and their contributions to the world.

6. Site Sections

7. Red Gym Impacts

- a. Loading facility and Alumni park are being built up to the Red Gym west property line. Changes within the Red Gym property will be minor. Mostly sidewalk and landscape revisions.
- b. Loading Facility exhaust venting routing is proposed to connect underground from the loading facility to the southwest turret of the Red Gym west building extension.

8. WAA West Entry Renovation Concept

- a. Conceptual plans for creating a formal west entrance to the Wisconsin Alumni Association from Alumni Park.

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WISCONSIN UNION REDEVELOPMENT PROJECT
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Project Description: Phase II

Red Gym History

The UW Armory and Gymnasium (aka Red Gym), located at 716 Langdon Street, was designated as a City of Madison Landmark in September 2007. It is also listed on the National Register of Historic Places (Nov. 1993) and has been designated a National Landmark (Nov. 1993). The original building was designed by Allan Conover and Lew Porter in 1891 and constructed between 1892 and 1894. It is a significant and outstanding example of its building type. The "castellated medieval fortress" variation of the Romanesque Revival marks it unquestionably as an armory, while the interior spaces and large open spans made it a state-of-the-art nineteenth century gymnasium. The Armory features a rusticated coursed sandstone ashlar foundation, and load-bearing brick walls in common bond with sandstone trim. Distinguishing features include stepped gables, turrets and towers with corbelled and crenellated battlements, and broad arched entryways on the south and west facades.

The UW Armory was the site of the 1904 Wisconsin Republican Convention, a seminal event in the history of the Progressive Movement. At this convention, Robert M. La Follette's Progressives defeated the Stalwarts for control of the Wisconsin Republican Party. Widespread favorable publicity launched La Follette on the national scene. The controversy and legal suit engendered by the "Gymnasium Convention" and La Follette's subsequent vindication by the Supreme Court of Wisconsin led the Progressives to victory that November, giving them a majority in the state legislature the following year. This allowed the enactment of substantial reforms, many of which were subsequently adopted by many states across the Nation.

The Memorial Union / Alumni Park project includes site work west and north of the Red Gym.

Project History

Renovation of the Memorial Union was conceived as a two phase process. Initial planning, which began in the spring of 2010, included programming and concept development for the entire building and site. From this overall concept, detailed design plans were developed for the west wing (Phase I), and in 2012 construction commenced on this portion of the work. Major elements of Phase I include the Union and Fredric C. March Play Circle Theaters, Outdoor Program and Hoofers club space, the Craftshop, and various office, meeting room, and support spaces including a new west entry and campus information counter. Phase I also included some spaces within the central core of the Memorial Union - in particular rooms in immediate contact with the west wing, a major corridor/ramp in the basement, and the entire fifth floor which is dedicated to office use.

In June of 2013, with construction of the west wing well underway, the Division of Facilities Development (DFD), the WI Union, and the University of WI-Madison decided to proceed into final design of Phase II.

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Project Description: Phase II

Alumni Park & Union/Campus Loading Dock

A major design problem encountered during Phase I was what to do about the existing Memorial Union loading dock. In addition to being deficient for the Union's needs, it currently occupies land that the Campus Master Plan targeted for extension of the East Campus Mall to the shoreline of Lake Mendota. Development of this space into a park became a reality with a commitment from the UW Alumni to fundraise for its construction. While not part of the original Memorial Union scope, but because of the need for close coordination in the design of the Union, the dock and the park, now called Alumni Park, have all been consolidated into Memorial Union Phase II. The dock was placed underground and will also serve the Red Gym and Pyle Center whose service entries cross the Alumni Park footprint. The underground loading dock will have some minor impact on the Alumni House.

Union Site

The goal for the union site design is to enhance the user's experience of the facility by engaging the newly designed interior spaces visually and physically (indoor/outdoor connections). The southeast entry plaza is redefined as an area that engages the interior coffee and retail portions of the building while also functioning as a formal entry to the building and site in conjunction with the Alumni Park welcome gateway. The east façade is enlivened with retail space and seating that visually and physically connected to Alumni Park along a north/south walk that traverses the site. This interaction with Alumni Park will allow direct access into the Union from multiple locations along the East Wing/Alumni Park interface. Minor modifications and replacements are made to the Historic Upper Terrace while grade changes north of the East Wing will now allow for direct access from the building to the Terrace. These direct connections create a new dynamic around the Union East Wing creating destinations and giving the first floor spaces life.

The southeast plaza sits over mechanical space similar to the southwest entry plaza. This infrastructure affects grade and building access by raising current elevations and providing the opportunity for terracing and creating new plaza/seating spaces that complement the coffee, ice cream and retail components programmed just inside the building entry. These spaces are designed with material treatments to complement the building materials and work well with the southwest plaza materials of exposed aggregate concrete and precast concrete planter walls.

Alumni Park and the north-south connection to the East Campus Mall immediately flank the east side of the union. The area of Alumni Park is being raised 3.5' along the entire east façade to meet the first floor elevation of the Union. This move, facilitated by the underground load-in facility, provides direct access to the first floor program spaces creating opportunities in support of the interior retail/vending programs. Opportunities realized include fluid pedestrian connections, open air dining atmosphere and al fresco seating. Winter activities in the park will also benefit from the new access by providing direct connections to food and respite from the cold.

The primary design goals of the Terrace are to improve the stage (size and access), stage viewshed (area viewing to the stage), create additional seating, maintain and create a vegetated canopy, provide opportunities for additional food and beverage points of sale and provide connections to Alumni Park.

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Project Description: Phase II *continued*

The historic upper terrace remains largely unchanged. The retaining walls will be rebuilt in kind and the pavement will be re-laid to accommodate the grade change around the East Wing. Care is being taken to minimize disturbance around the historically significant large Oak trees. Immediately north of the East Wing, the terrace elevation is being raised to meet the first floor similar to the east side of the Union. This elevation change provides at-grade connections between Alumni Park, north façade of the Union and the Historic Terrace. Similar to the east façade, this elevation change provides access to the first floor program spaces and creates pedestrian connections, open air dining and al fresco opportunities in support of the interior building program. This change also eliminates the separation in grade between the Terrace and the north face of the East Wing.

The terrace transitions north as smaller plaza spaces separated by grade changes no greater than 30" to minimize and avoid guardrail conditions. Each space is designed to maximize seating opportunities with table and chairs as well as seat walls. The levels are connected via ramps to the east providing ADA access and routes for service carts. At the lower terrace level an access ramp leads to the Load-in Facility (via internal lift) to provide direct access for bands hauling equipment to the stage and for day to day service needs for refuse, recycling and food service support supplies.

The stage itself is enlarged to 24' x 38' and is accessed via service ramp or 2 risers around the perimeter of the stage itself. Below the stage is dry storage. The lower terrace level is the largest of all levels mimicking the existing conditions. This affords an area around the stage for dancing, increased circulation space and additional seating. A food and beverage station is located at the northeast corner of the terrace in conjunction with a ramp that allows for a connection to the lakeshore elevation. The lower terrace northern edge is shifted slightly to the north but still allows for a 12-15' wide area along the shoreline edge to accommodate circulation and limited lakeside seating.

The Terrace will be served by area drains and a storm network that will daylight to Lake Mendota using the existing bulkhead connection. Irrigation will be provided in all planters and tree areas. Silva Cell tree plantings are being evaluated for use around new plantings in the Terrace. Pavement and wall materials will be heavy duty and reflect the character of the building improvements and the special character of the Terraces spaces. Utility infrastructure required for food or beverage service in the Terrace (other than the Brat Stand) will be routed to the Load-in facility or the Union basement. New lateral connections for water, storm and sanitary will be provided to existing utilities in Langdon St.

continued

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Project Description: Phase II *continued*

Alumni Park

The design goal of Alumni Park is to honor University of Wisconsin Alumni and inspire future generations to live the Wisconsin Idea. Celebrating the Alumni's contributions to the world, Alumni Park will become a new lakefront destination that welcomes and brings together students past and present. This beautiful green space will host a variety of year-round co-created festivals and events that support the Alumni Association's commitment to lifelong learning and it will connect the Library Mall to the lakefront. Embedded throughout the park, both physically and digitally, discovery points will encourage conversation, creative collaboration, and personal reflection. The park will be a year-round celebration of the Wisconsin Idea in action, reaffirming the alumni's commitment to giving back and inspiring visitors to make a positive change in the world.

Alumni Park will feature entry gateways to address access from Langdon Street, The Terrace and One Alumni Place (Alumni House). Those gateways will introduce the park to the users and provide interpretive guidelines about the story the park tells. Interior to the park, program components include a central path (Alumni Way), discovery gardens, sustainable site features, an iconic feature, green space, picnic knoll and an outdoor classroom.

Universal access is provided via ramped walks at the southwest and northeast areas of the site. Service (refuse, recycle, etc.) access will be shared with the Terrace via the ramp/lift access to the load-in facility below. Surface drainage will be combined with subsurface drainage for portions of the park over the load-in facility and will be gravity drained for the areas north and south. All landscape areas will be irrigated and soils will be engineered for intense use, compaction resistance and positive drainage. Pavements will be designed for heavy duty use and wear resistance.

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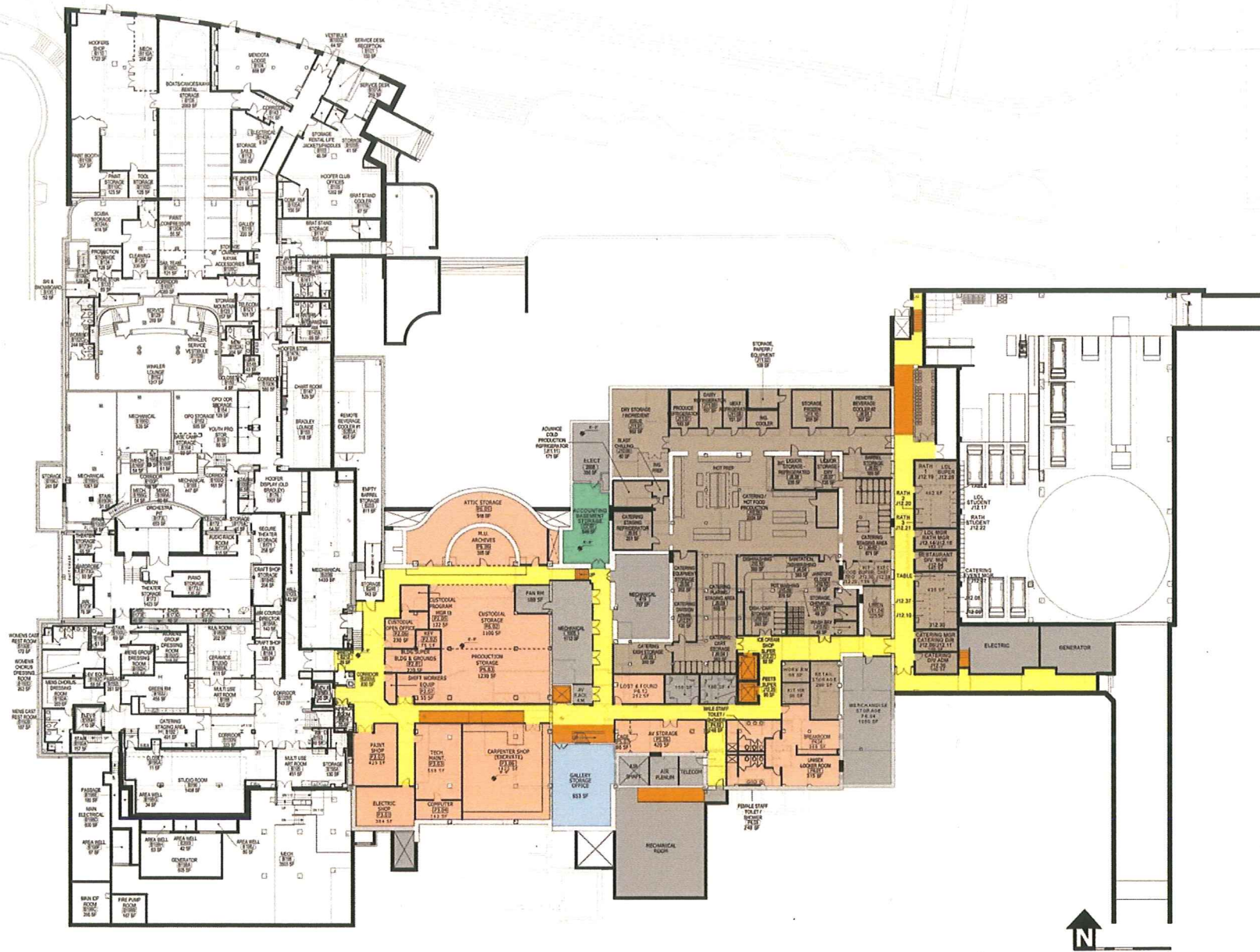


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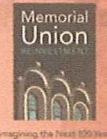
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Lower Level Plan



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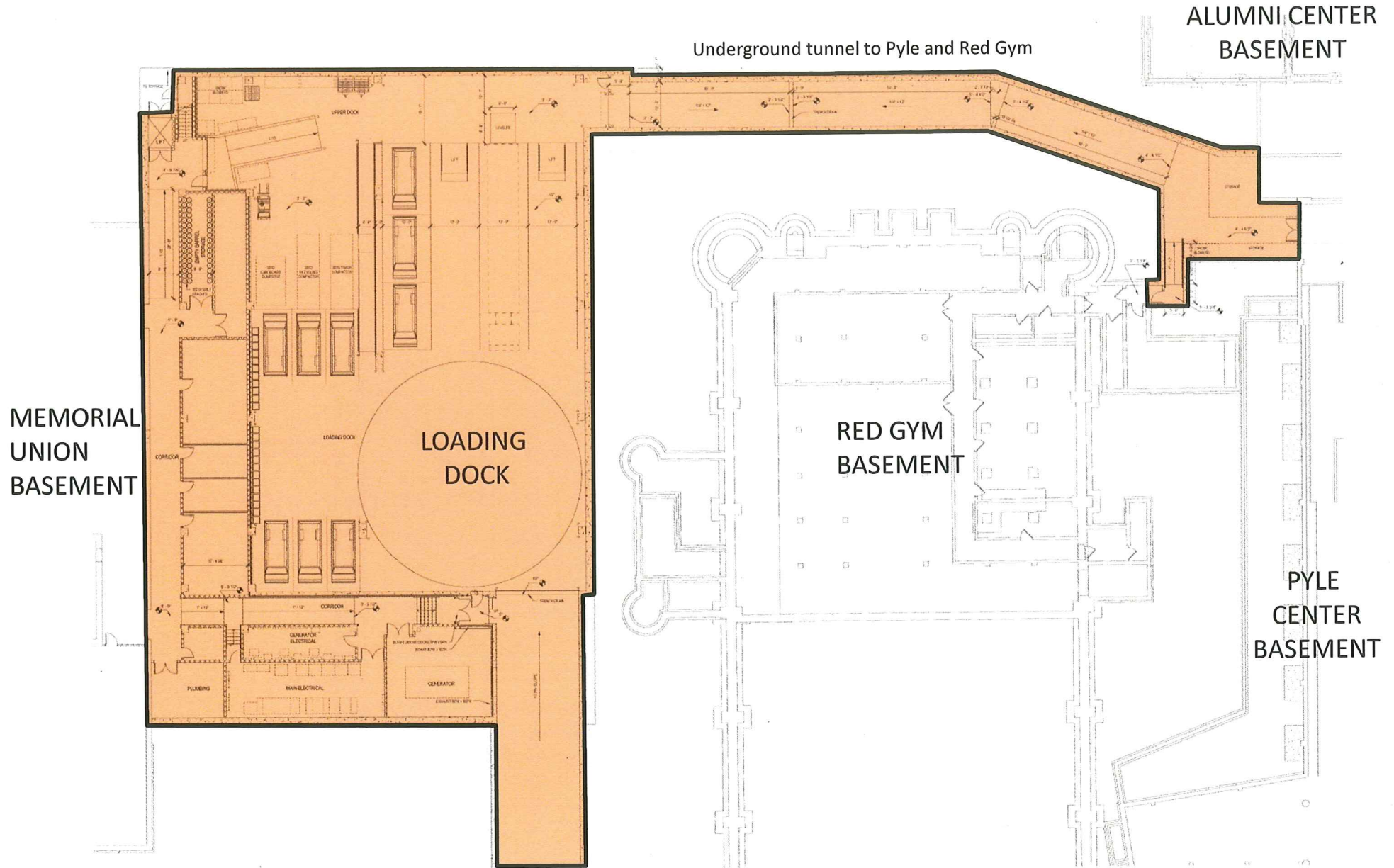


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Underground Loading Facility Plan



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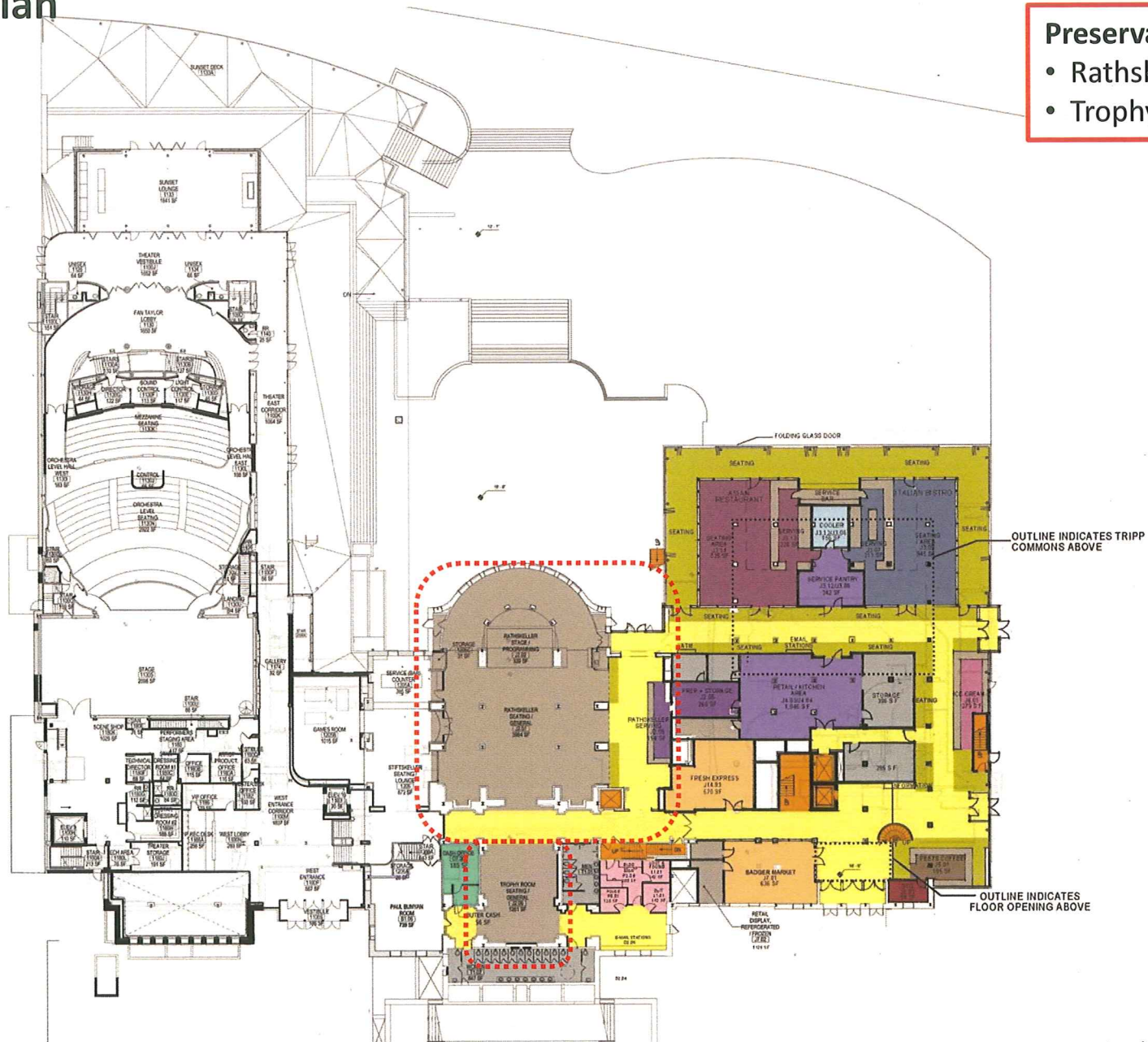
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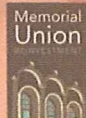
First Floor Plan

- Preservation Spaces:**
- Rathskeller
 - Trophy Room



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Der Rathskeller Servery becomes Gateway to the Terrace



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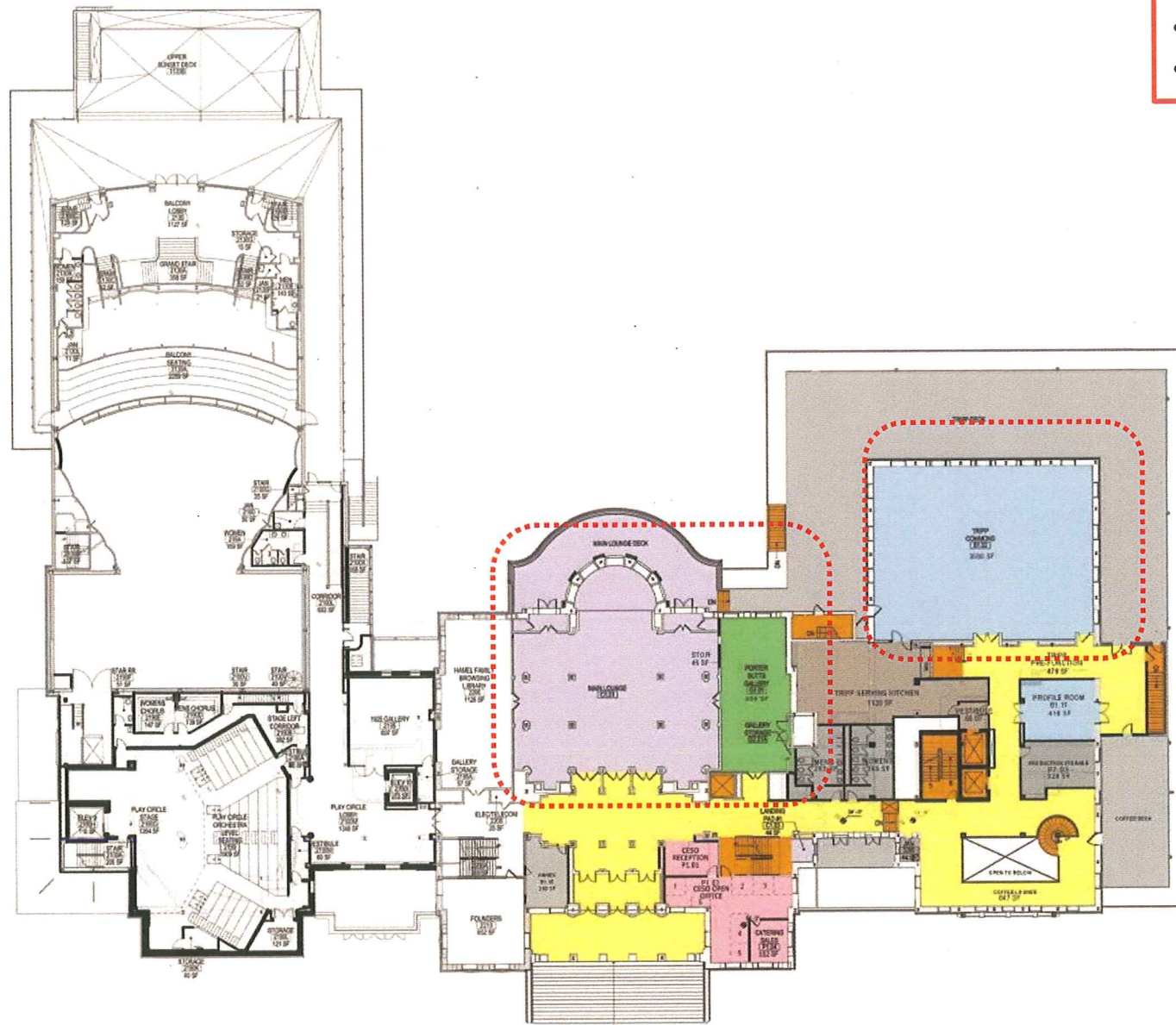
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Second Floor Plan

Preservation Spaces:

- Tripp Commons
- Main Lounge
- Porter Butts Gallery



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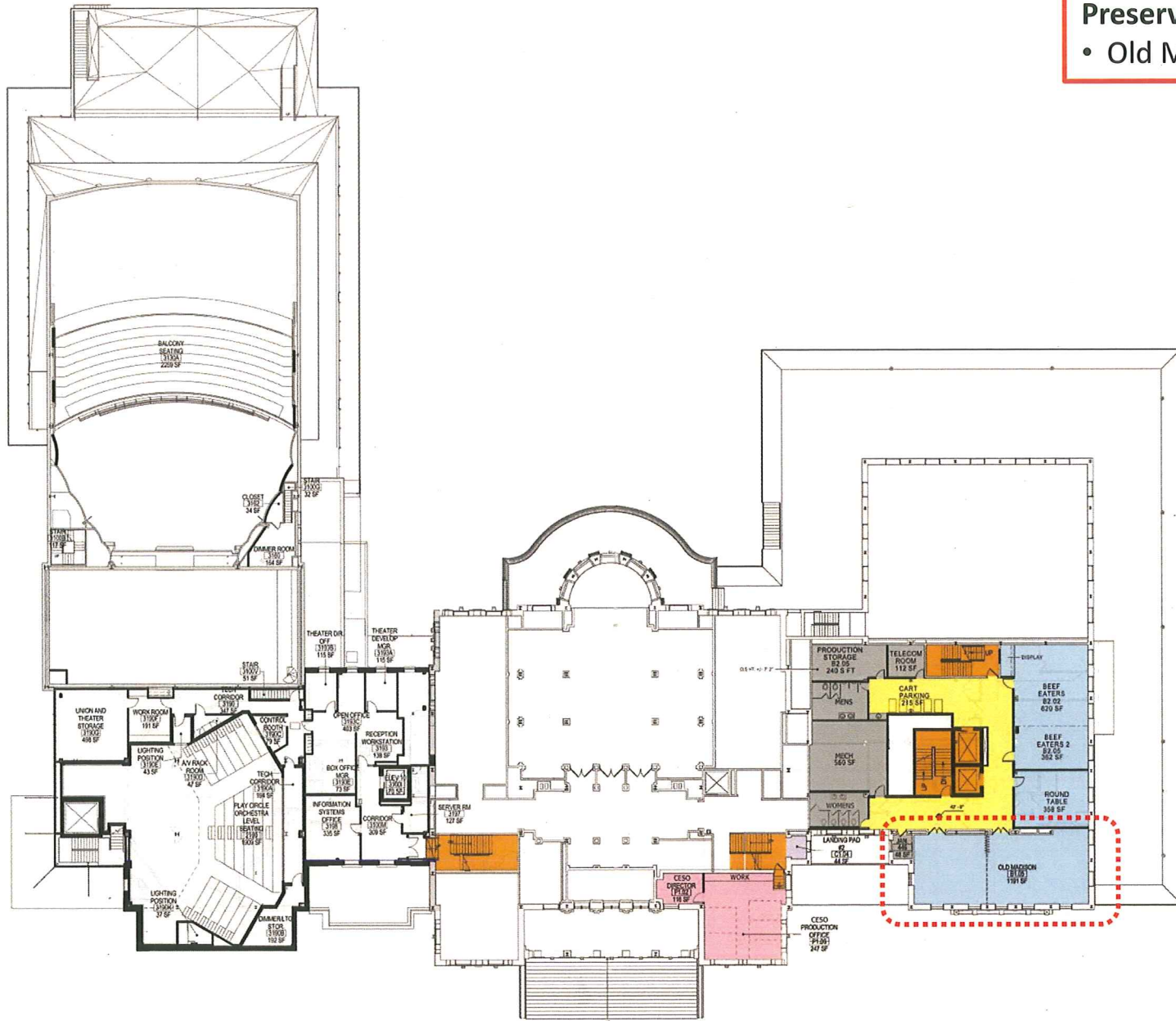
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Third Floor Plan

Preservation Spaces:

- Old Madison



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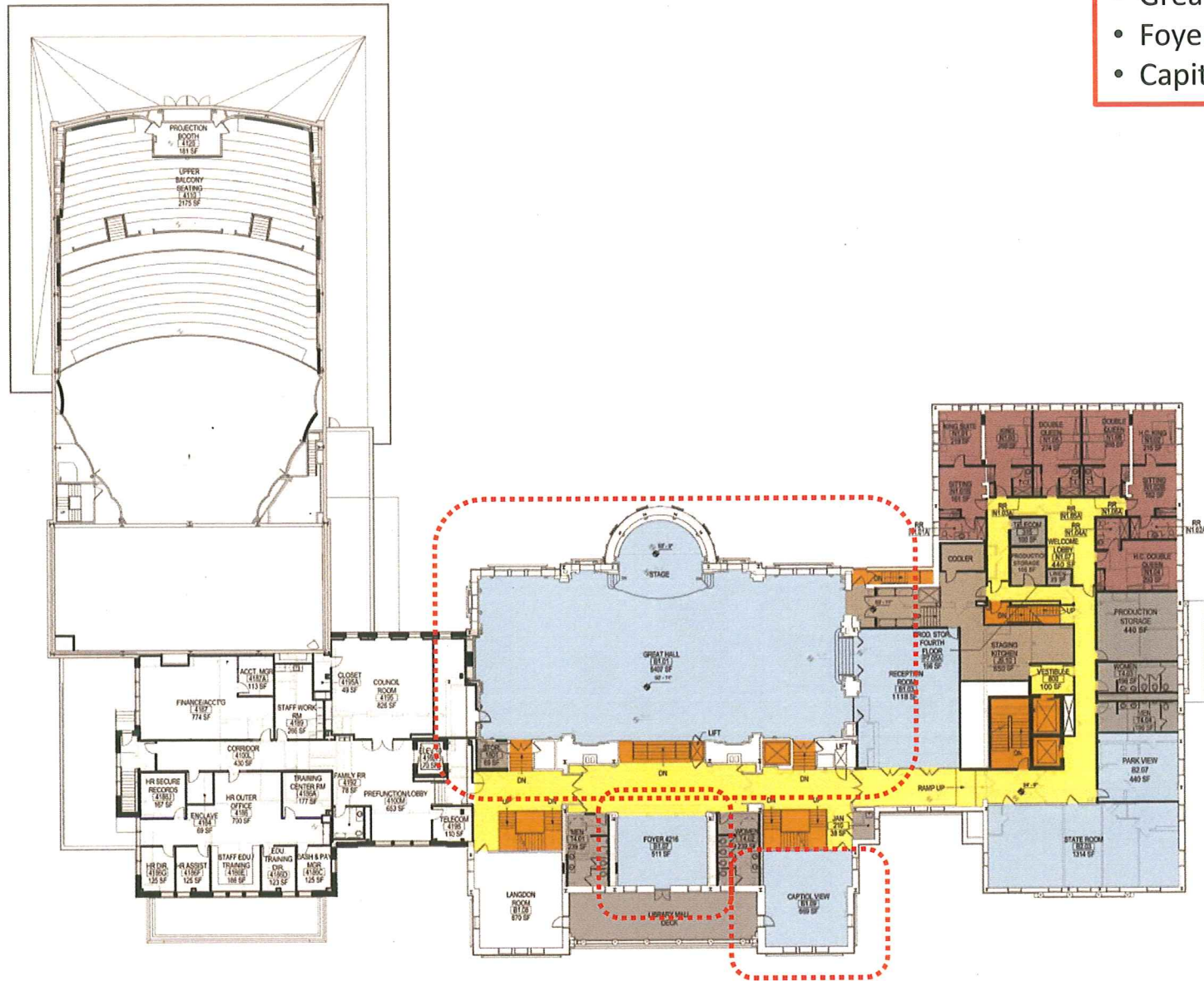


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Fourth Floor Plan

- Preservation Spaces:**
- Great Hall
 - Foyer
 - Capitol View

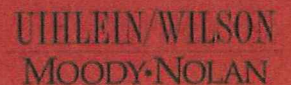


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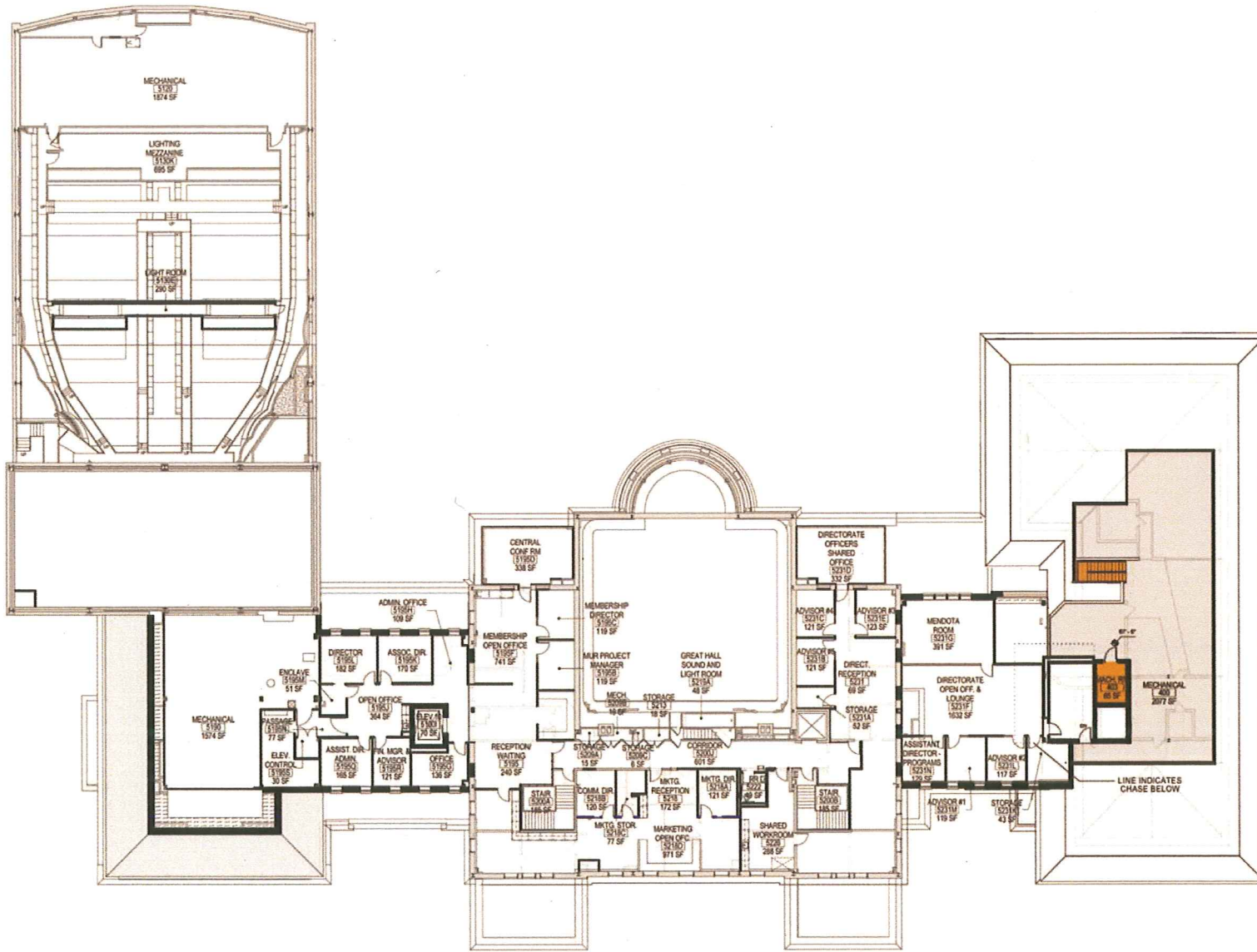


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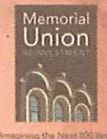
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Fifth Floor Plan



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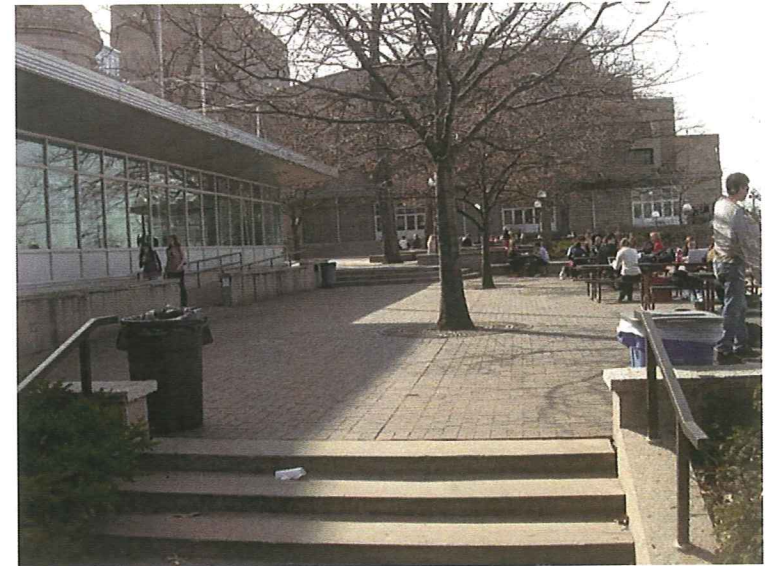
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Exterior Elevations – Lakefront on Langdon



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Aerial View looking West – Proposed East Glass Stair and HVAC Dormer



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