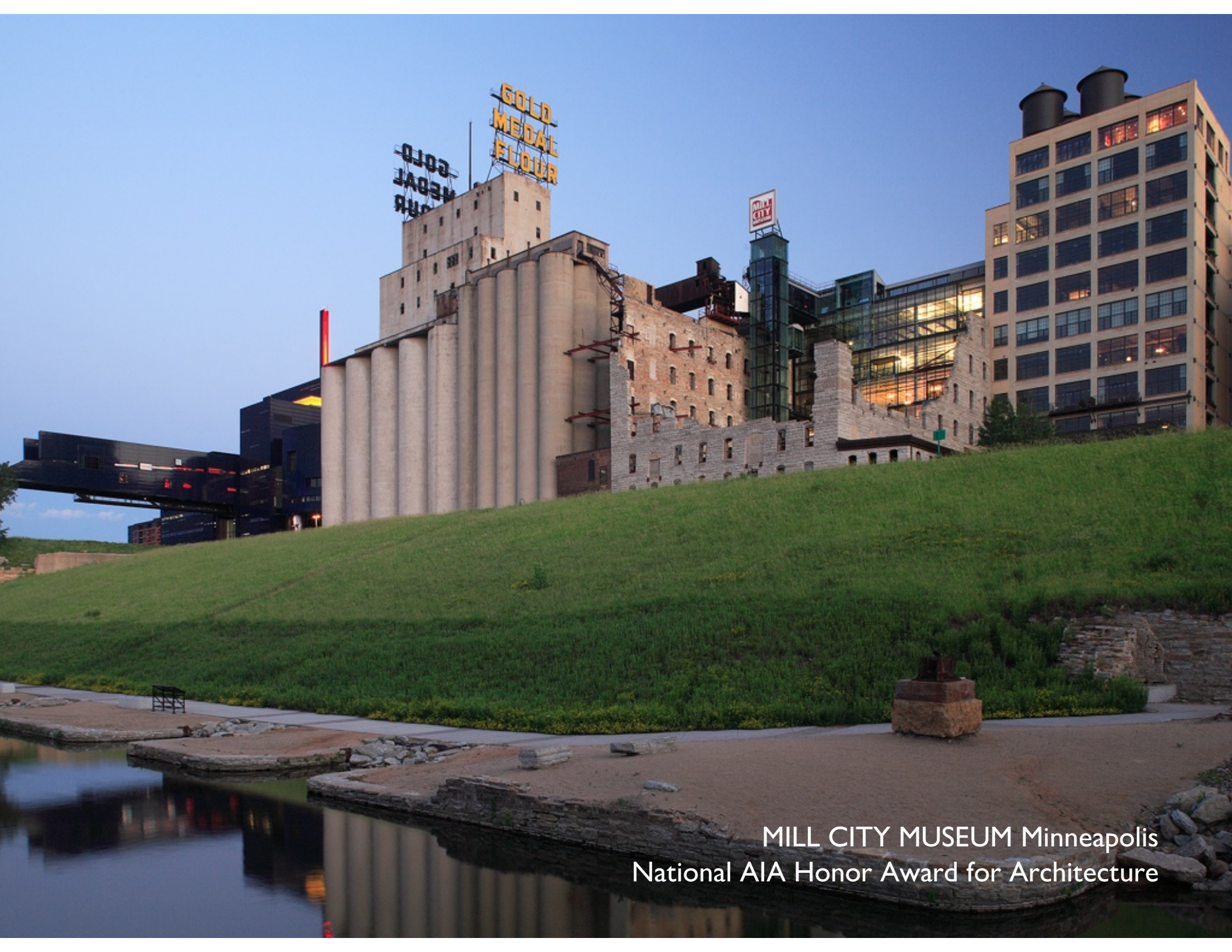


agenda.

our team.

process. precedents. possibilities.

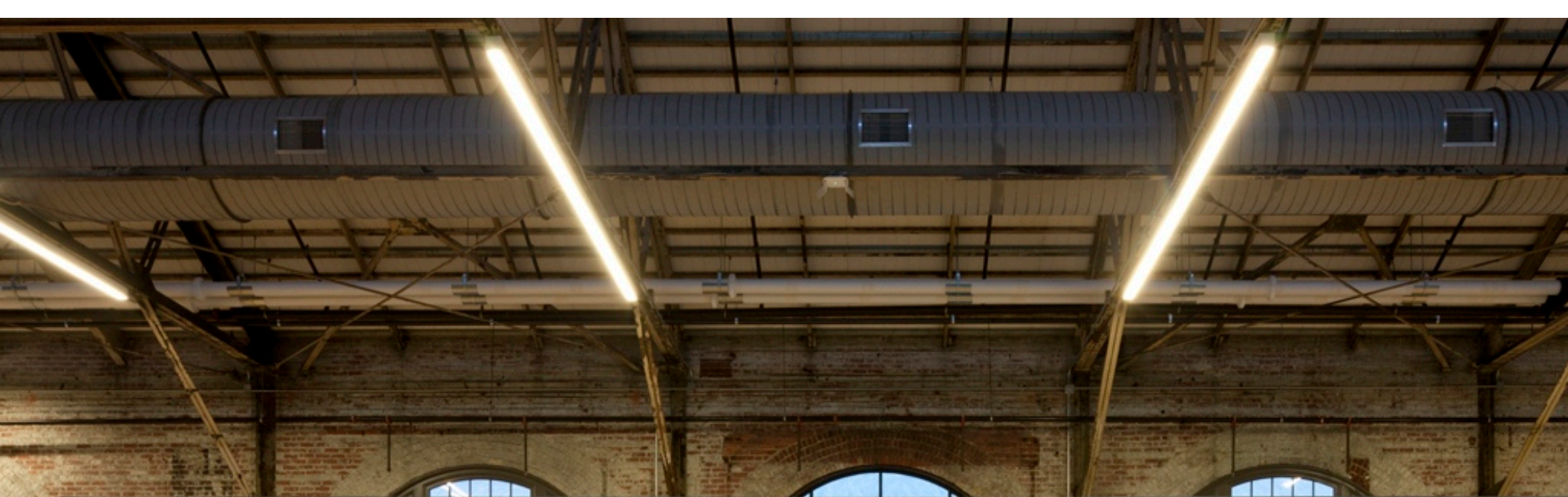
questions and input.



MILL CITY MUSEUM Minneapolis
National AIA Honor Award for Architecture



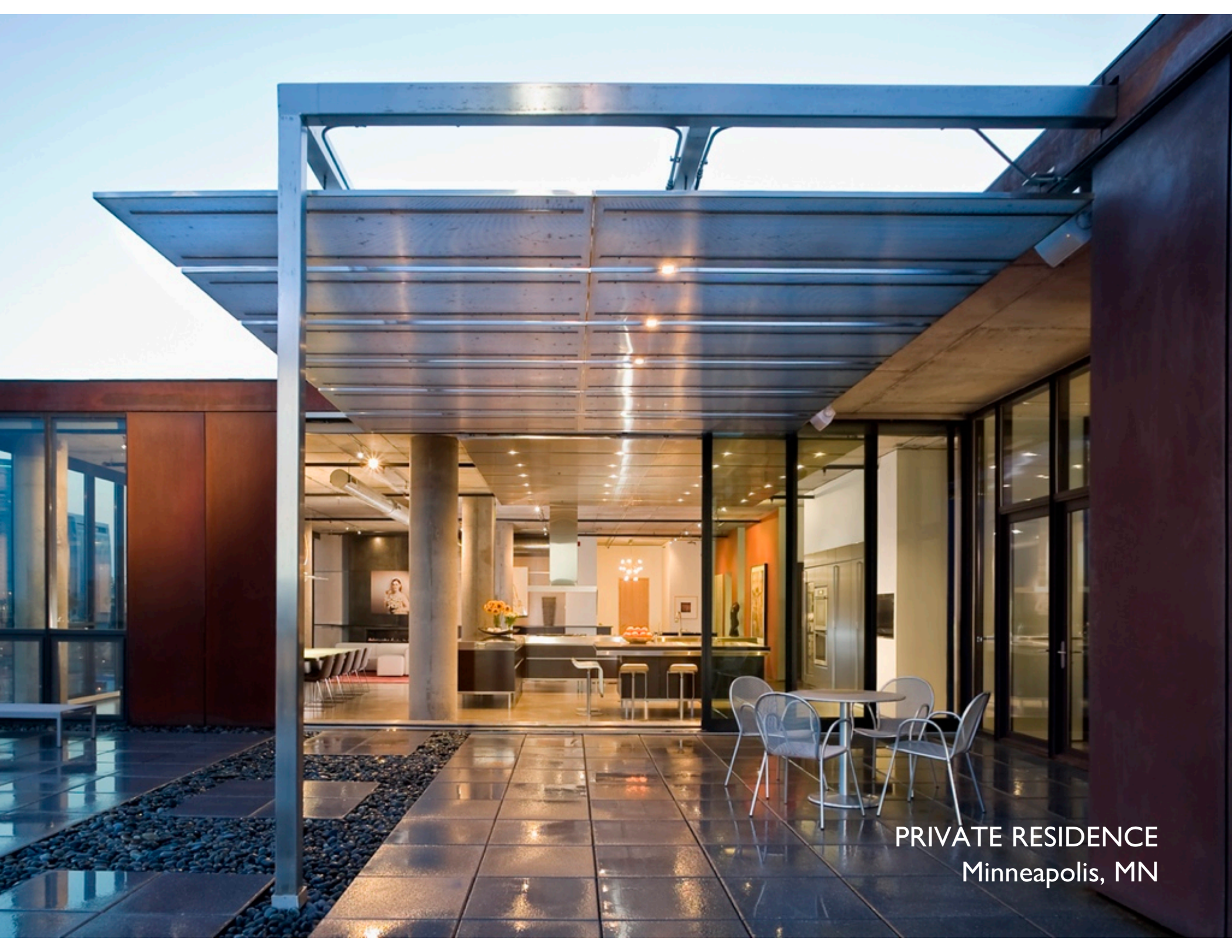
URBAN OUTFITTERS CORPORATE CAMPUS
Philadelphia, PA



URBAN OUTFITTERS CORPORATE CAMPUS
Philadelphia, PA



RANCHO MIRAGE PUBLIC LIBRARY
Rancho Mirage, CA



PRIVATE RESIDENCE
Minneapolis, MN



FORTUNE 500 HEADQUARTERS
Saint Paul, MN



DREXEL UNIVERSITY College of Media Arts & Design
Philadelphia, PA

msr.



our team.

msr

architecture & design

kjww

structural engineering

sebesta

mechanical, electrical & plumbing

saa

landscape & civil engineering

charles j. quagliana

preservation architect

facility engineering inc.

envelope specialist

gallina design

lighting design

summit

fire protection & code consultant

elert

technology design

kurtis straus

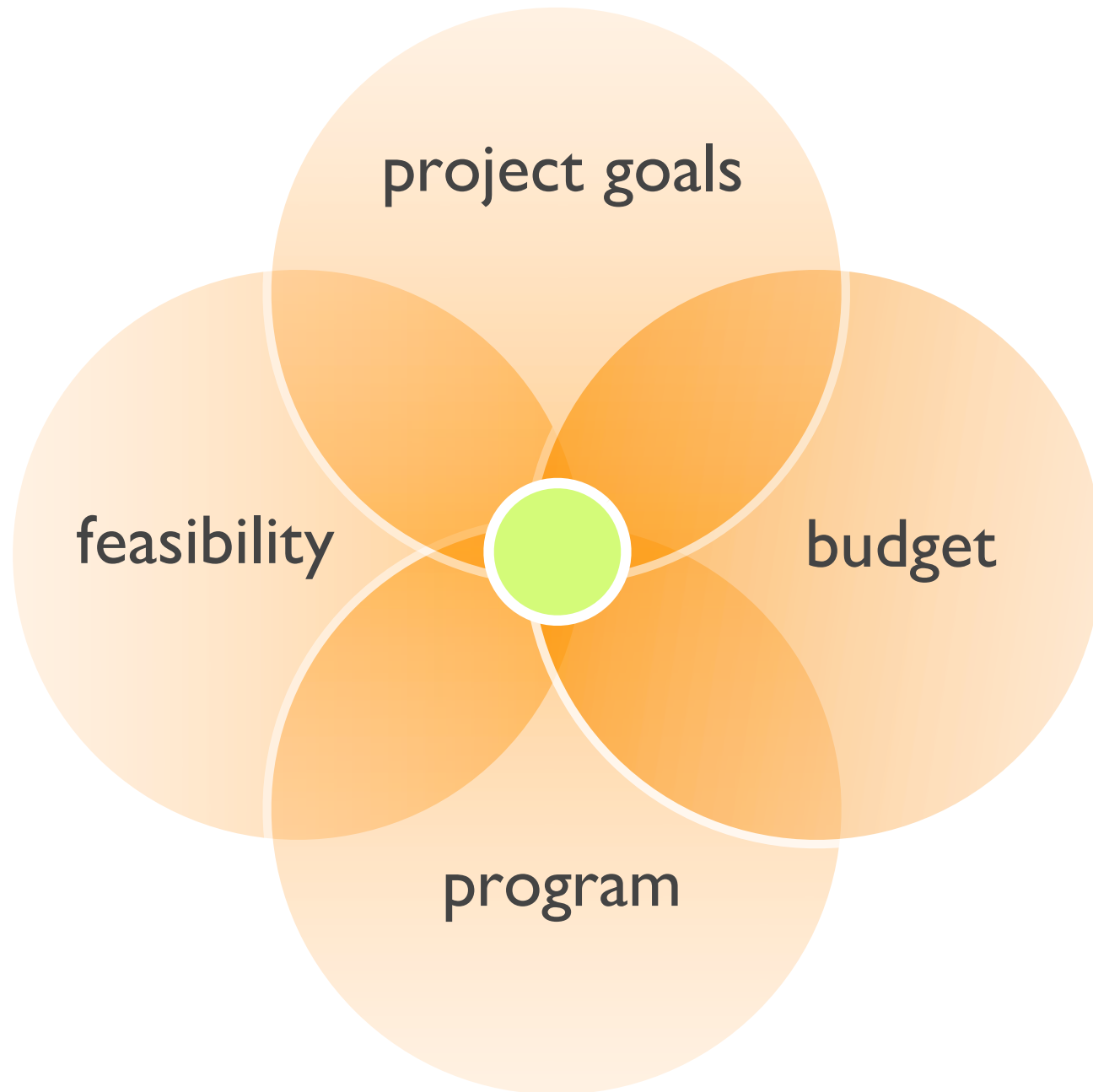
preservation structural engineer

kra

acoustical design

process.

pre-design.



listen and lead.



community center visioning session, pueblo, CO

listen and lead.

1. If you were the customer, how would you want to engage city services? How could design support these changes?
2. What are the impediments to optimizing departmental synergies? How can workplace design address them?
3. What will change in provision of services for the next generations? How can design address these changes?
4. How will workflows change for the next generations? How can design address these changes?

design based on shared principles.

CULTURE



"BETTER A GREAT SUIT"
"WITH A CHEAP SUIT"
Make the ordinary extraordinary.



GRACEFUL CHANGE
Daily, by client, next generation.



A MESSY PROCESS
Embrace the complexity of the creative process.



BACKGROUND AND FOREGROUND
A foil for your creativity and an expression of it.



MATERIALITY
Sight, sound, touch, smell, taste.



THE WALL
Provide a vehicle for your work and
is where "openness" and "closedness" gets played out.



A GREAT TOOL
Offer excellent functionality.



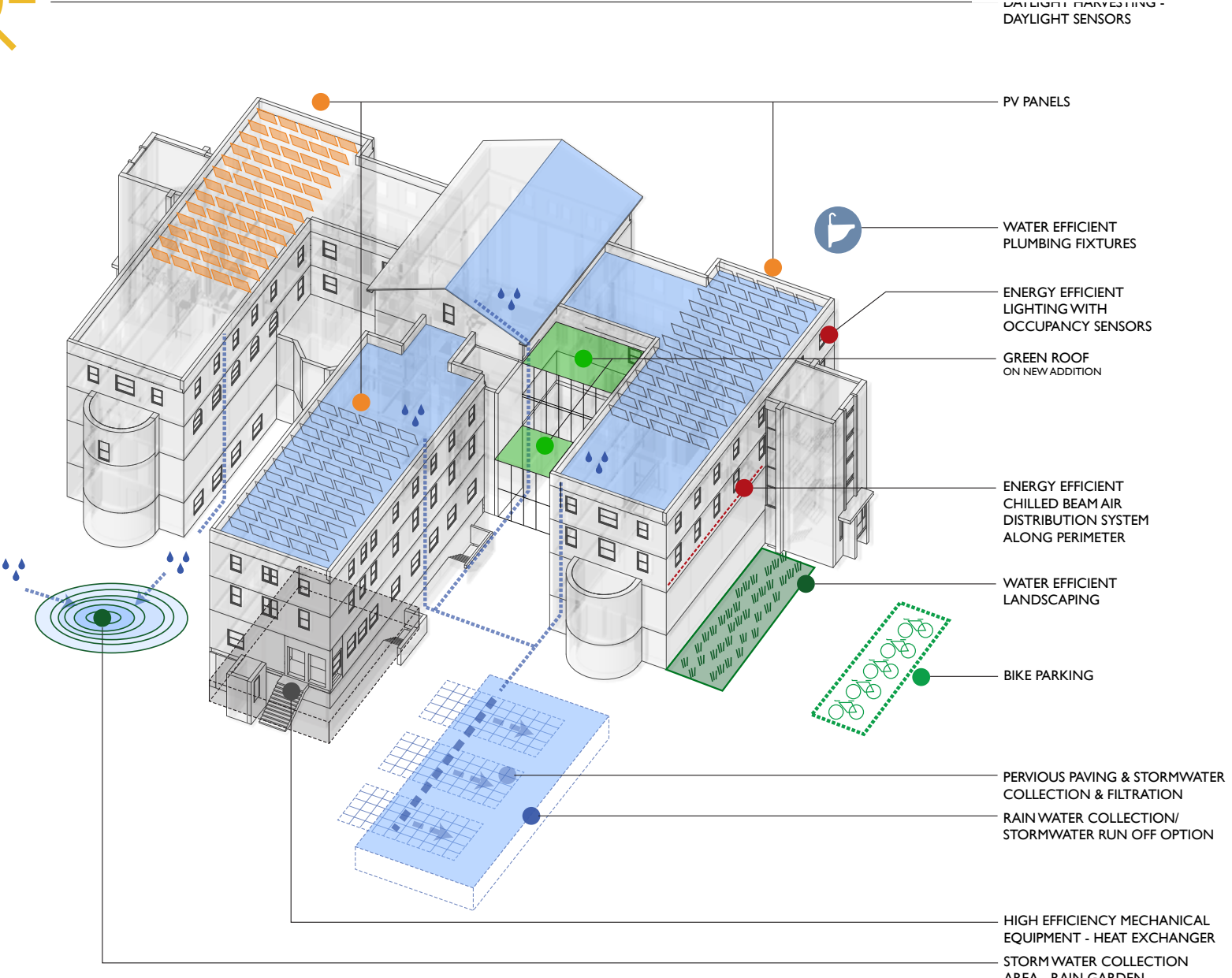
THE NEIGHBORHOOD
The site and surrounding context influence design.



BASIC BUILDING
The best characteristics of the building.

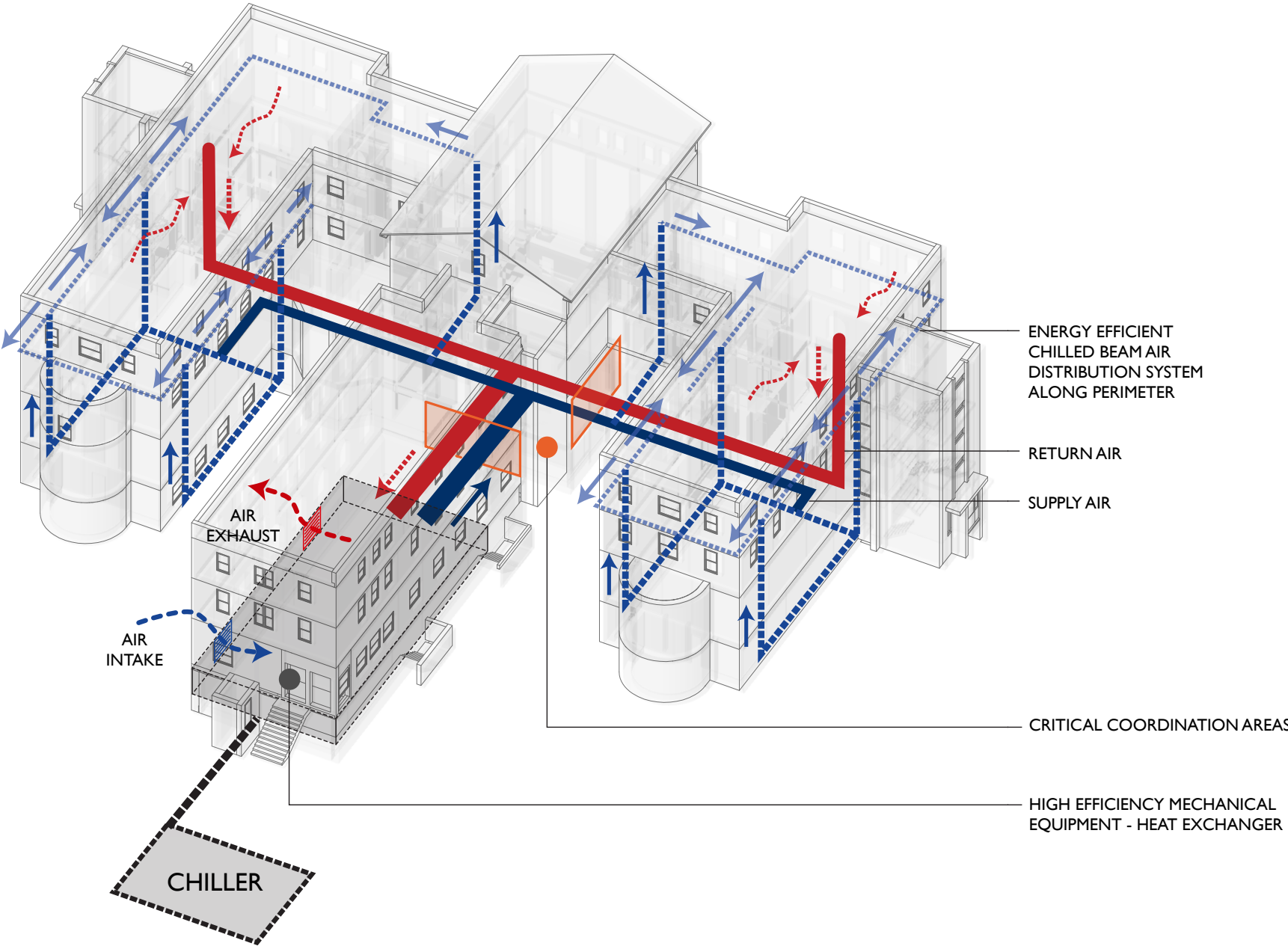
CREATIVITY

sustainable design.



luther seminary bockman hall, st. paul MN

integrated, inclusive approach.



luther seminary bockman hall, st. paul MN

integrated, inclusive approach.

Workplace Questionnaire : All Employees

Thank you for your participation! Please answer the following questions to the best of your ability. Think about your existing space and how your new space may better serve your department and

Who I Am & Who I Work With



Most days I work...*

- In CCB
- I AMO

7. Do you see any opportunities for you to collaborate with additional departments? *
Please list potential departments.

.....
.....
.....
.....
.....

8. What suggestions do you have for increasing the effectiveness of your collaborations with other departments? *
Please list ideas & the groups they relate to.

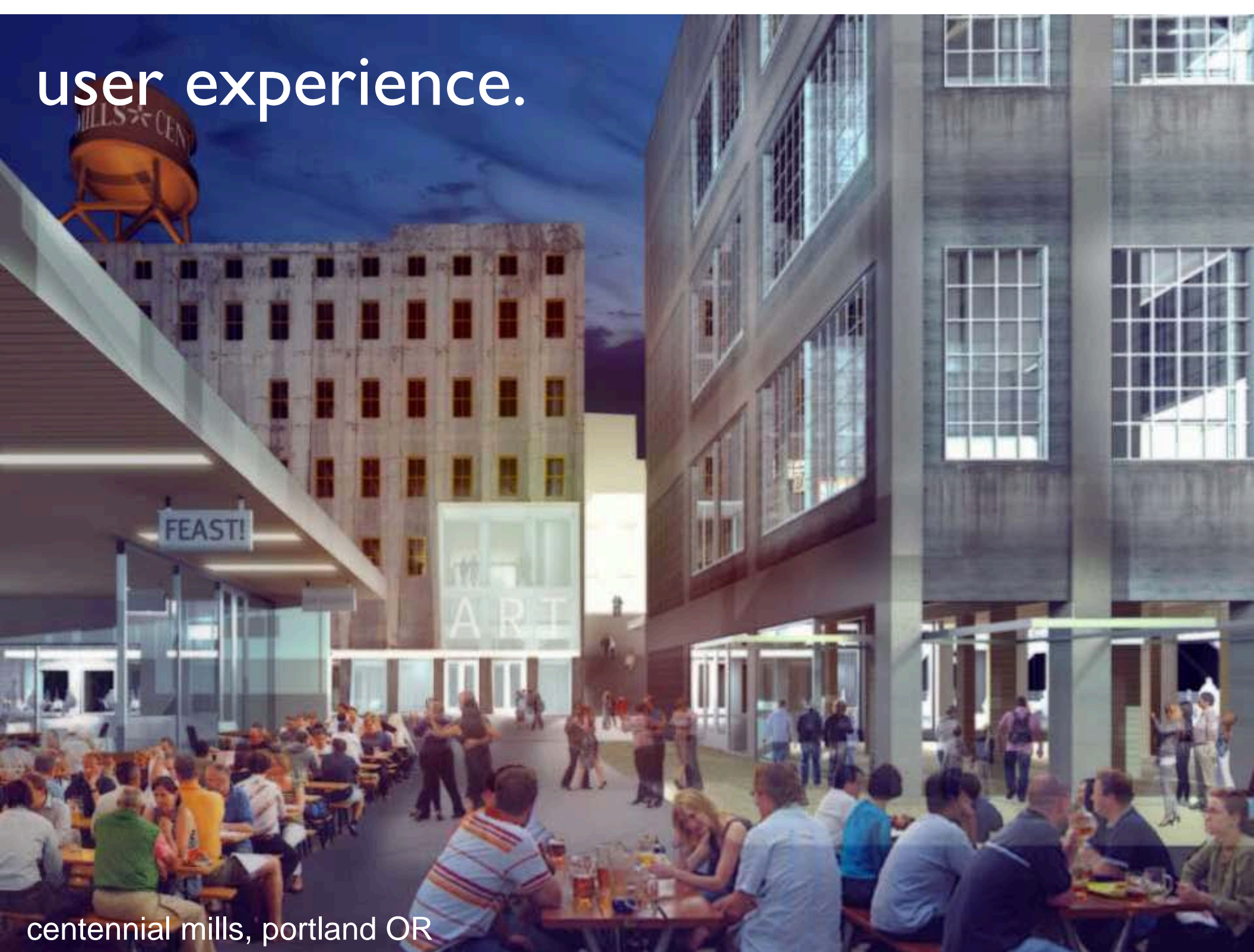
.....
.....
.....
.....
.....

How I Work

An important part of the programming phase is learning about your workflow. Please help us understand how you work now and how you would like to work in the future.

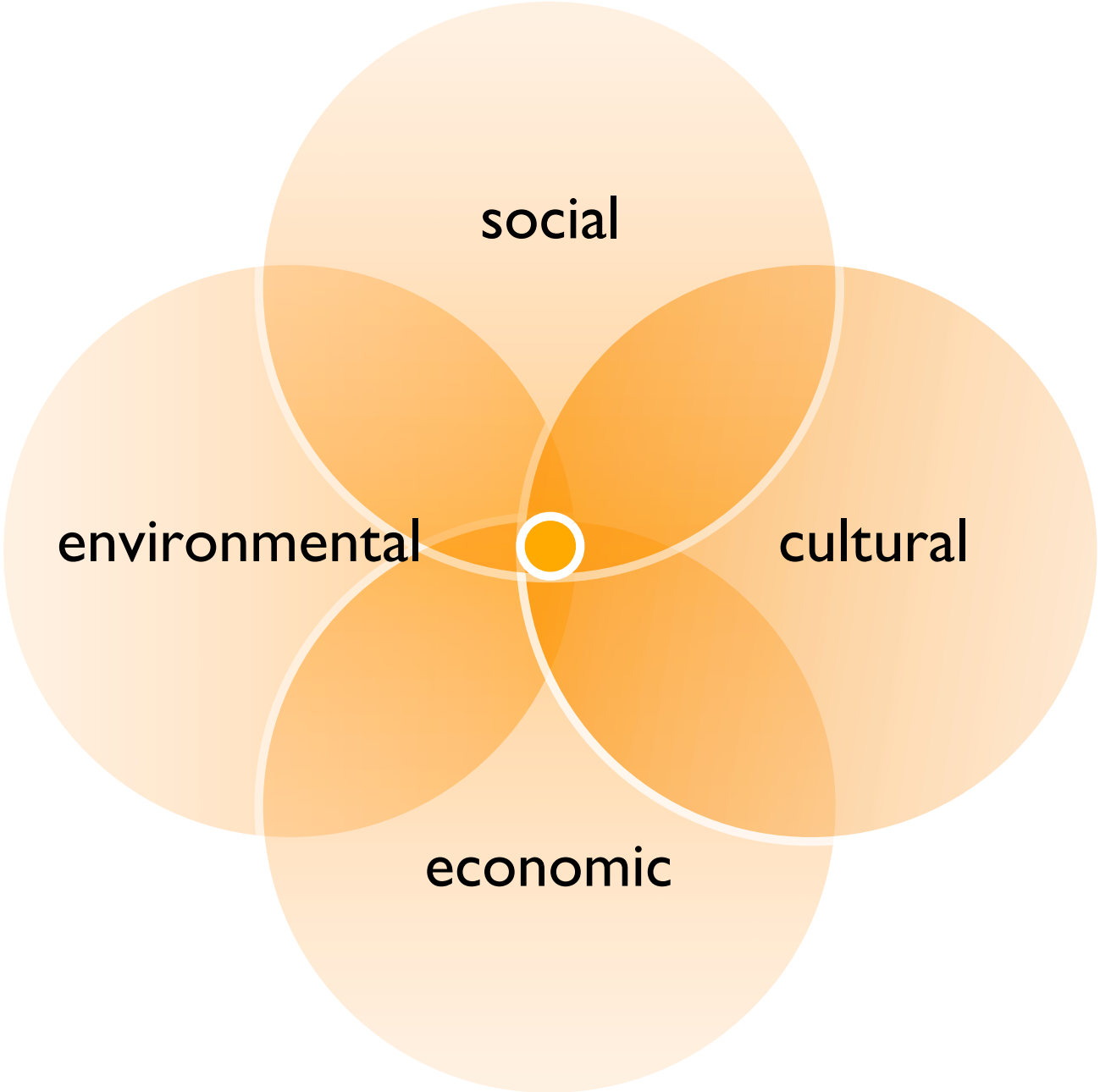


user experience.



centennial mills, portland OR

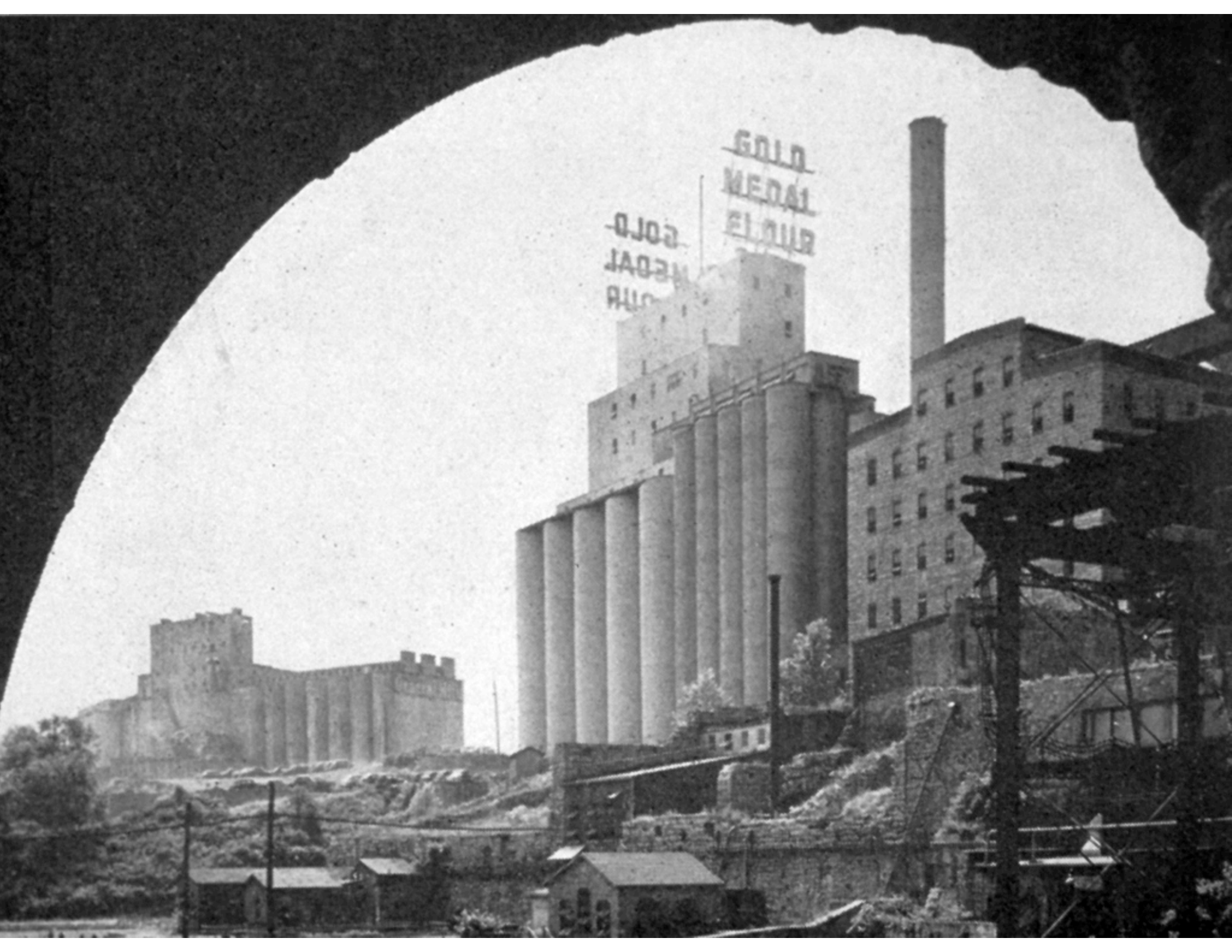
evaluate comprehensively.



precedents.

mill city

minneapolis, minnesota



GOLD
MEDAL
FLOUR

GOLD
MEDAL
FLOUR











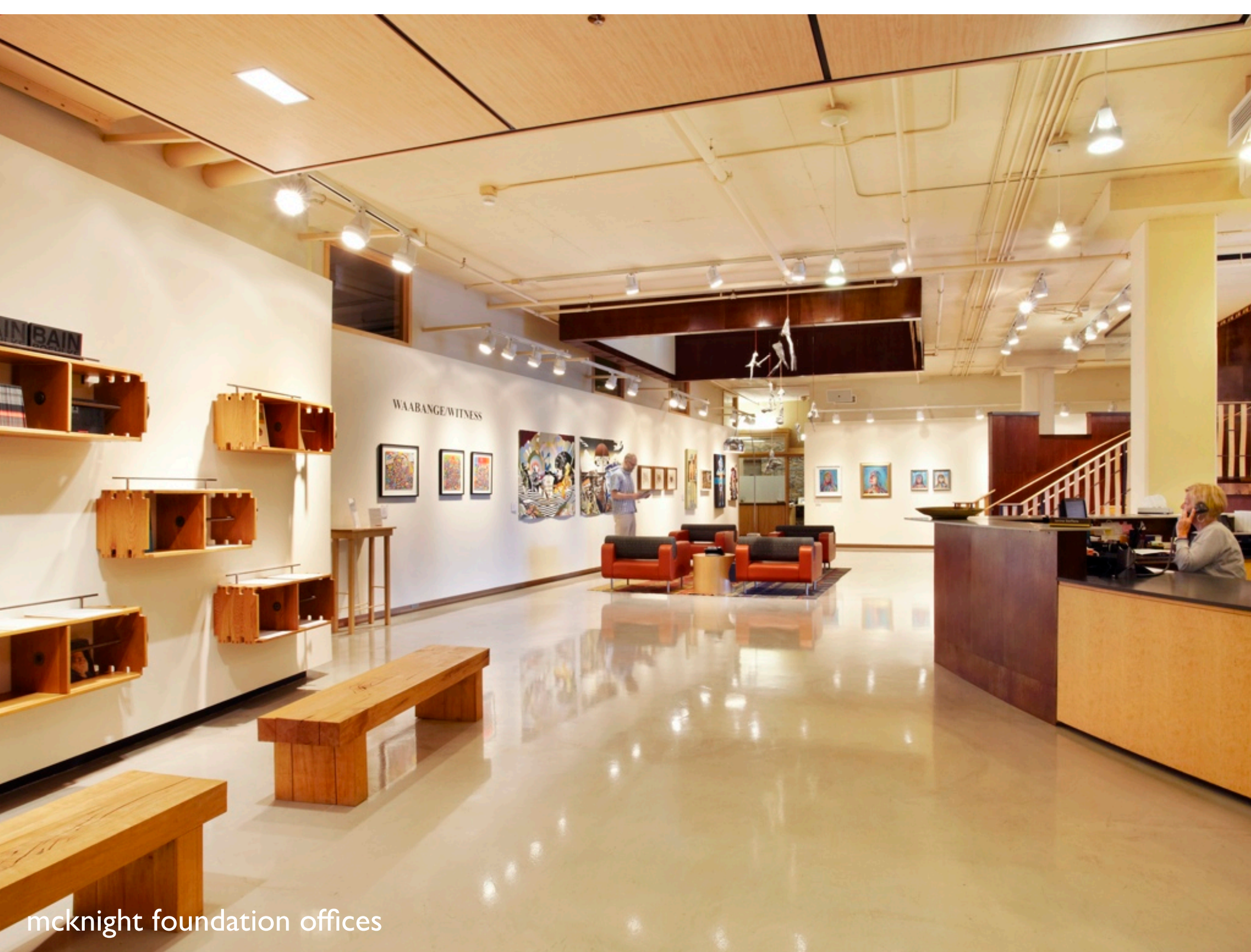


GOLD
MEDAL
FLOUR
MILL

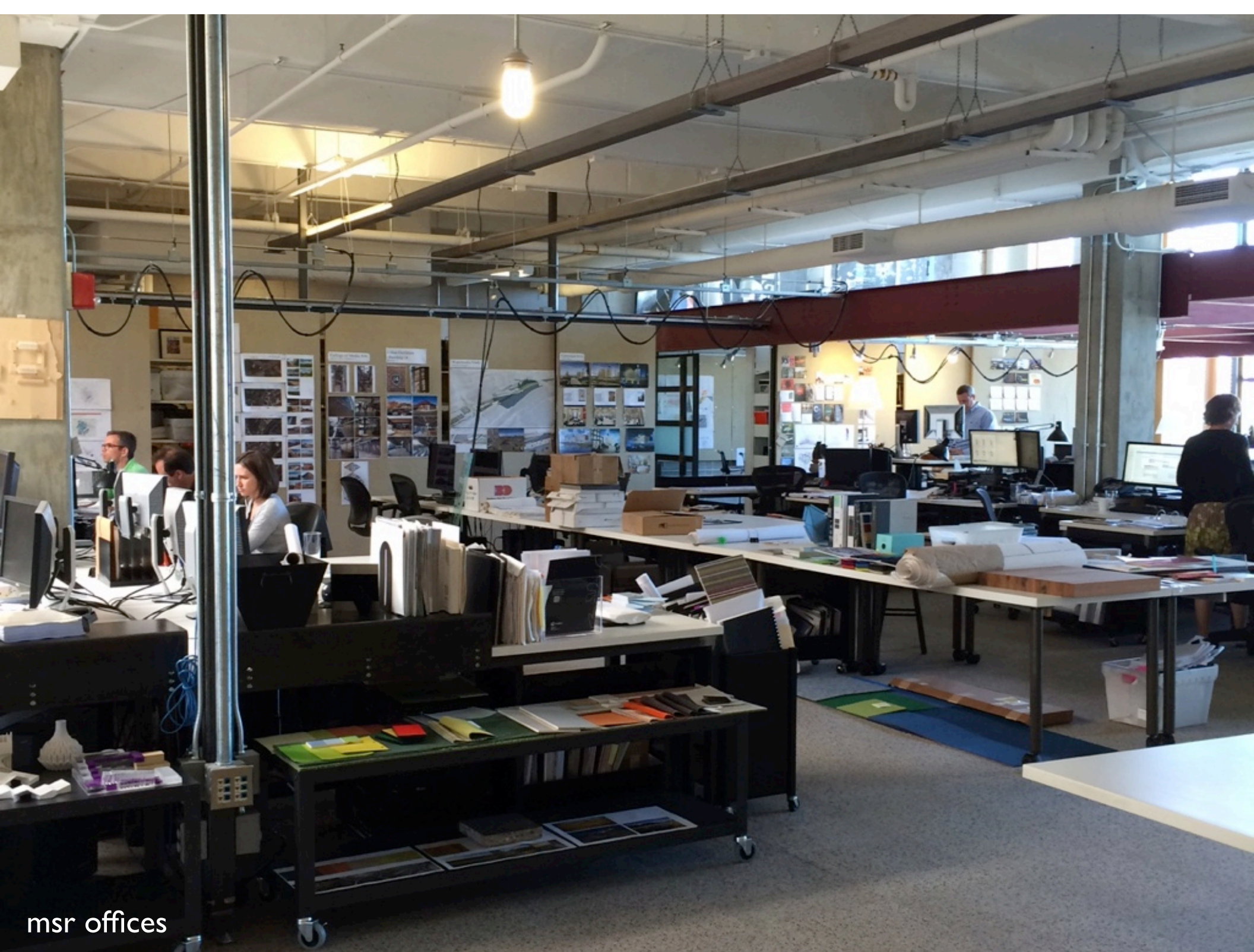
BARRETT
21

AFRICA





mcknight foundation offices



msr offices





mill city summer opera



mill city farmer's market

GUTHRIE THEATER
(2006)

MILL RUINS PARK
(2005)

MILL CITY MUSEUM
(1991 – 2003)



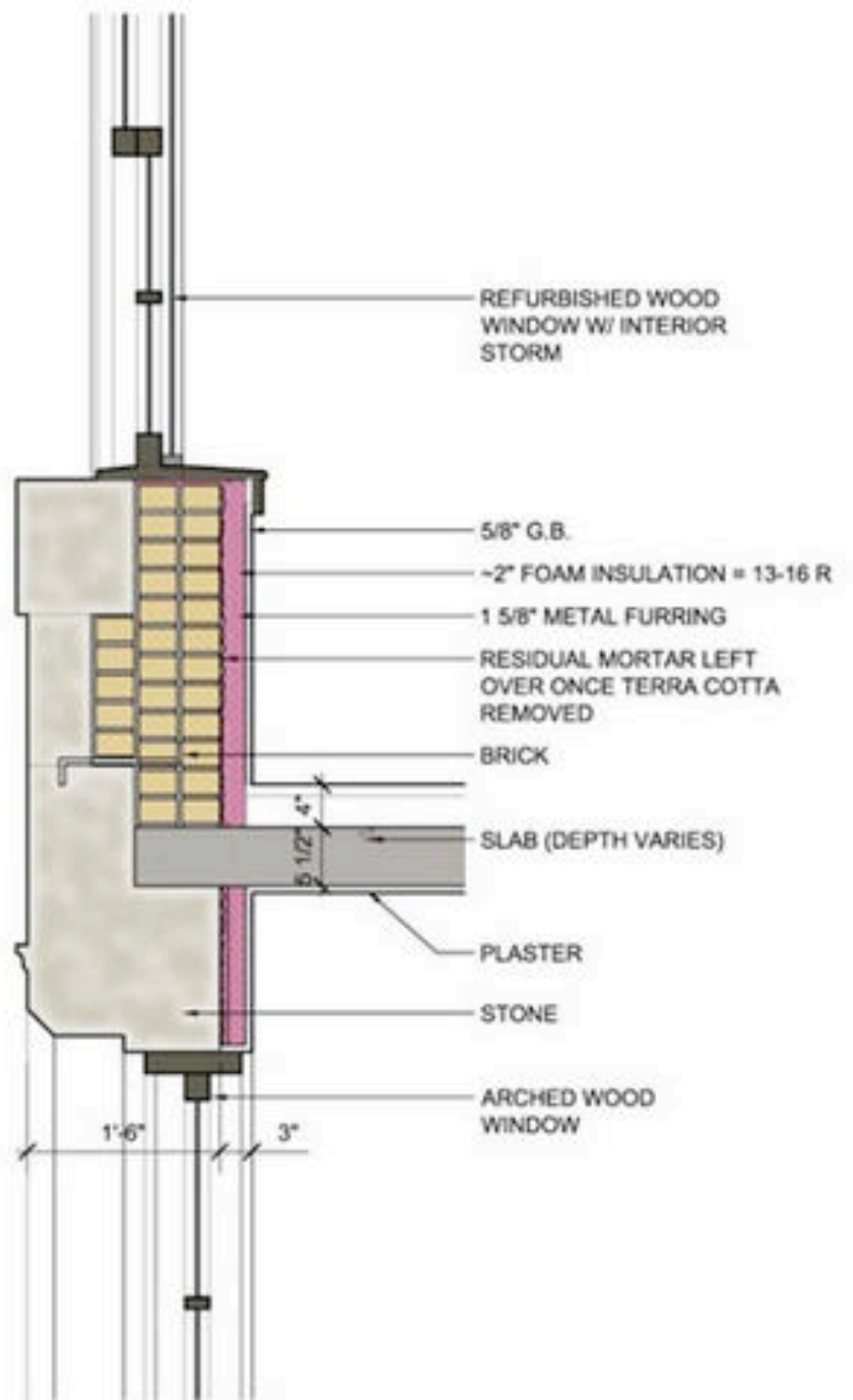
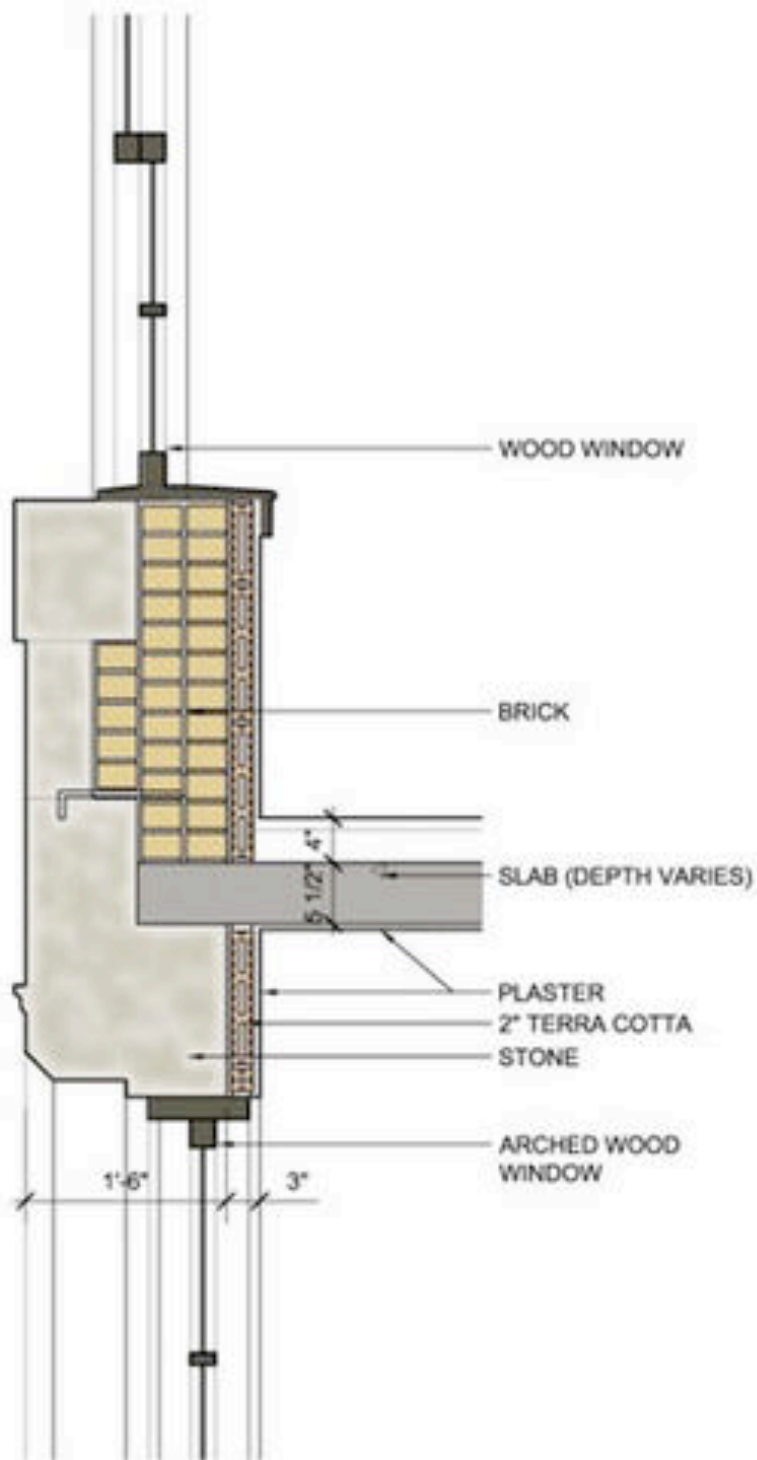
wayne n. aspinnall federal building
and us courthouse
grand junction, colorado



westlake reed leskosky



westlake reed leskosky





westlake reed leskosky

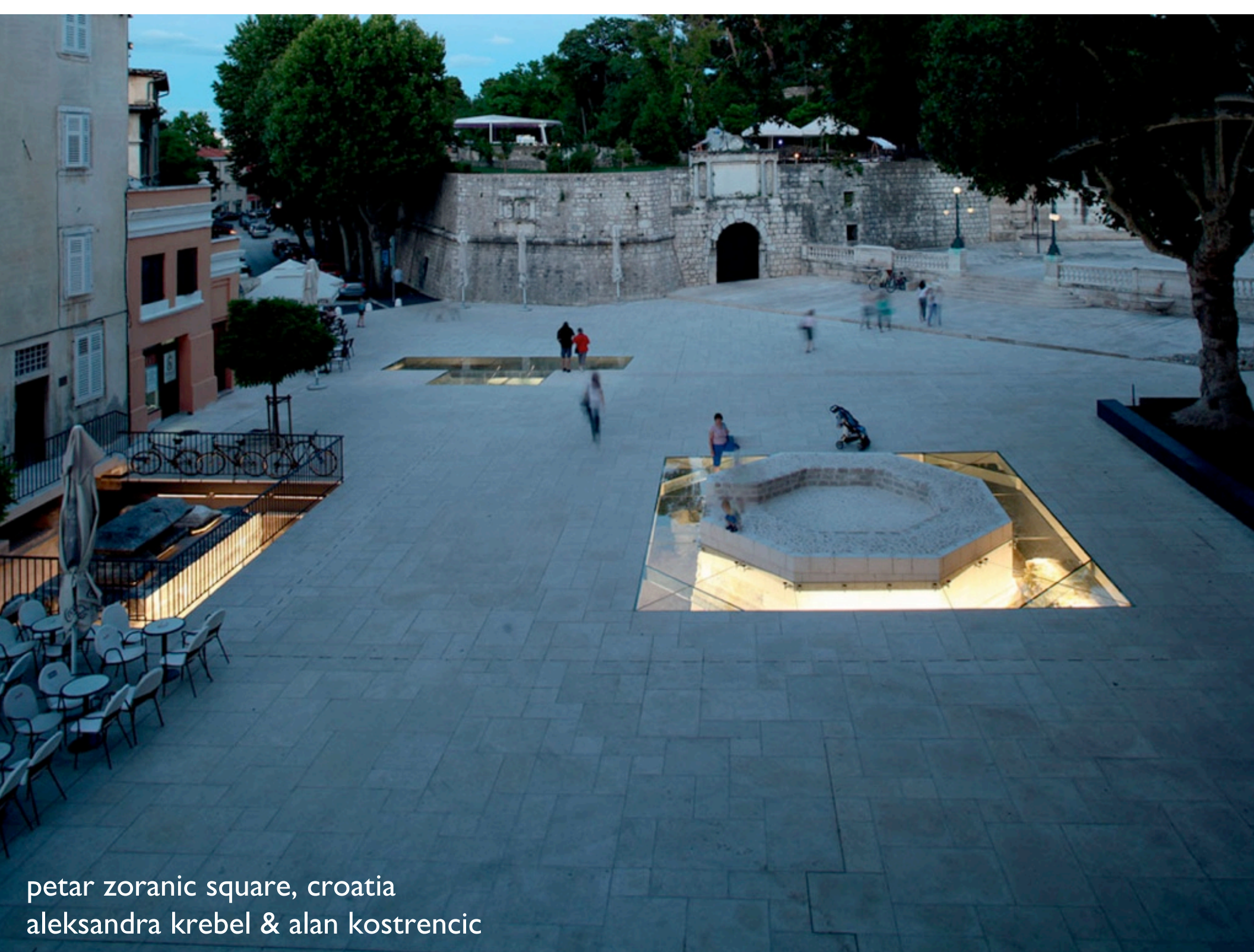
50 united nations plaza
san francisco, california



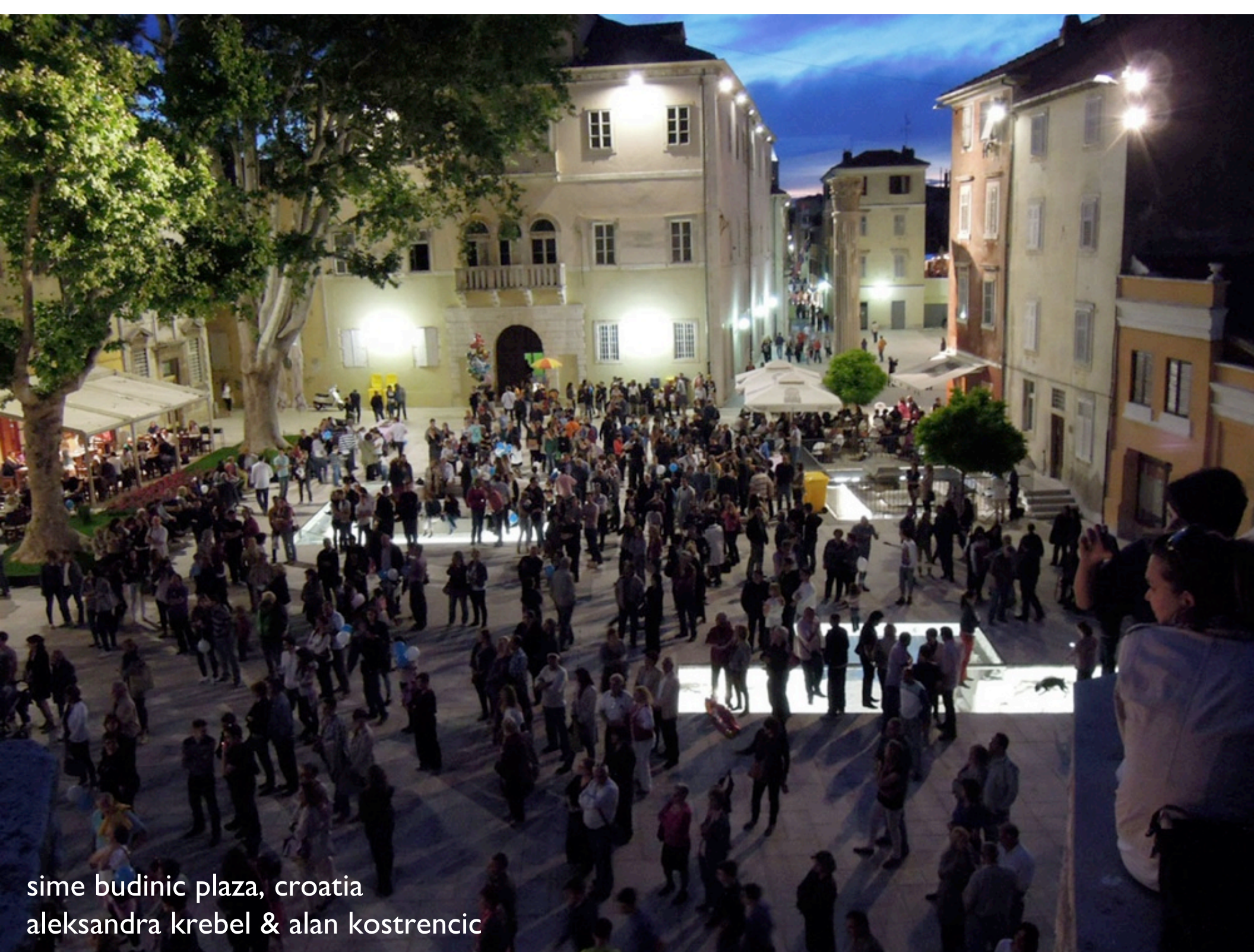


hathaway dinwiddie

civic gathering precedents



petar zoranic square, croatia
aleksandra krebel & alan kostrencic



sime budinic plaza, croatia
aleksandra krebel & alan kostrencic



rathausplatz / vienna, austria



rathausplatz / vienna, austria



piazza sordello a mantova / mantova, italy (madison sister city)



salt lake city library

madison central library

madison, wisconsin

we asked “what if?”



The library was the “think tank” for the next generation of top executives or heads of a NGO?



The library was voted the coolest spot in Madison for an outdoor concert, art opening, or wedding?



The library could positively impact global climate change?



The library staff couldn't wait to get to work?





MADISON
PUBLIC
LIBRARY
Central
Everyone gains
when everyone
gives.
Your new library opens
September 20

MADISON PUBLIC LIBRARY









possibilities.

madison's values.

The vision for the City of Madison is to be a **safe and healthy place to live, work, learn and play**. Madison will be a place where:

Diversity is valued;

Freedom of **expression** is encouraged and protected;

Everyone has the **opportunity** to realize his/her full potential;

The **beauty** of the urban environment and natural environment is preserved.

madison's values.

mission statement:

The City of Madison, through the efforts of dedicated employees and elected officials, will **deliver the highest quality services** and provide a fair and orderly system of governance for our citizens and visitors.

service philosophy:

Put our **customers as the focus** of everything we do.

Educate first, regulate when necessary.

Support and inspire each other.

Continuously improve the City's services.

project design principles.

transform | the design will be a tool in transforming city services, as it transforms the building and site.

link | the design will create strong relationships between MMB and CCB, block 88 development (JDS), and Monona Terrace, strengthening the civic center of Madison and increasing opportunities for civic engagement.

honor & innovate | the design will respect the existing architecture of the MMB and CCB buildings, and will incorporate the best of 21st century design.

sustain | the design will perform to high standards of sustainable practice, be an example of Madison's values, reduce energy usage and support the health and well-being of the buildings' users.

adapt | the design will respond gracefully to changes in technology and program, in response to diverse and changing users over generations.

propel | the design will embody workplace best practices to enable staff to better serve their customers.

leverage | the design will responsibly leverage the budget to achieve project priorities and reduce long-term operational costs.

inspire | the design will inspire productivity, positive behaviors and community and civic engagement.

lighten | the design will promote health and well-being, lightness of spirit and will incorporate daylight in the workspaces.

transform

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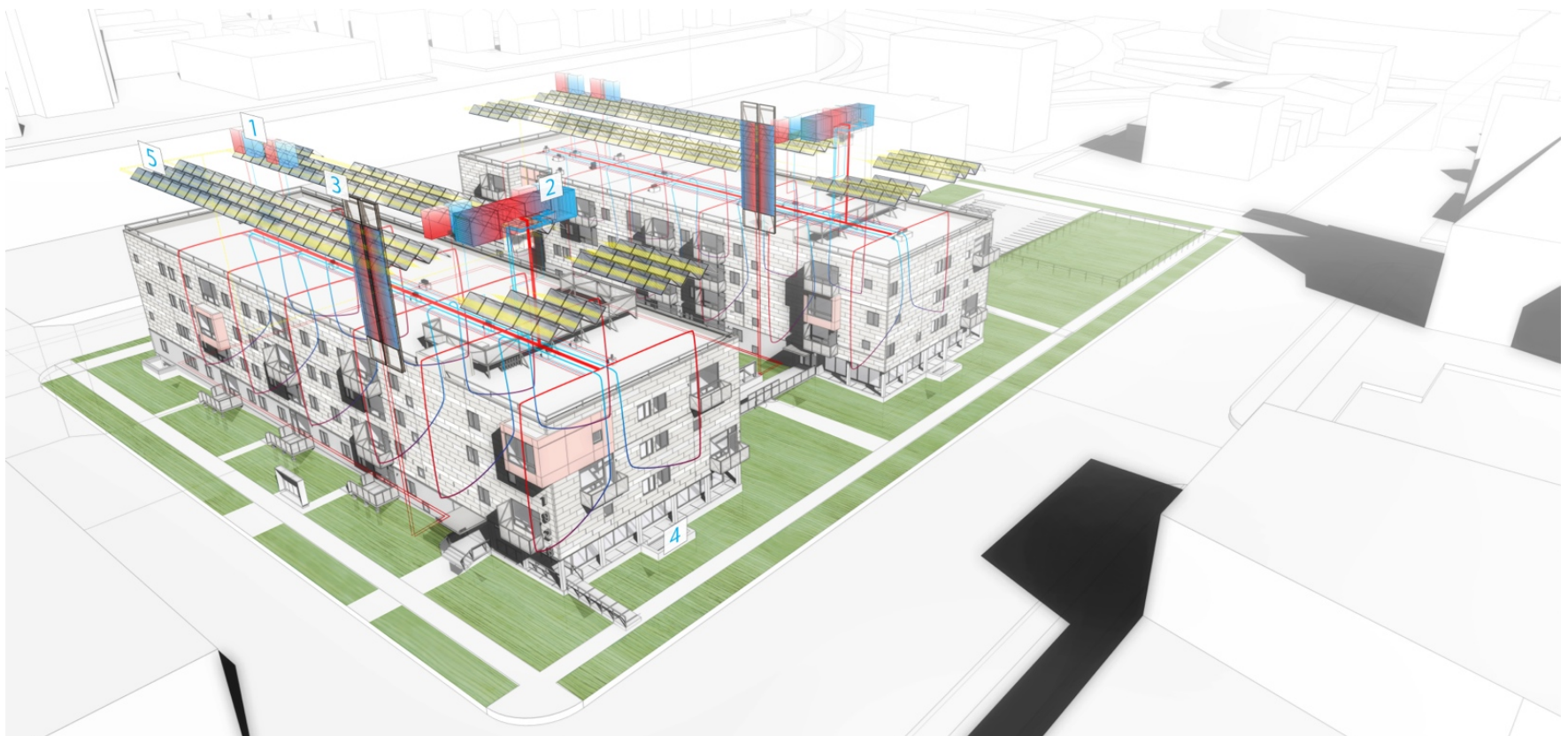
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inspire

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and community and civic engagement.



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primary design drivers.

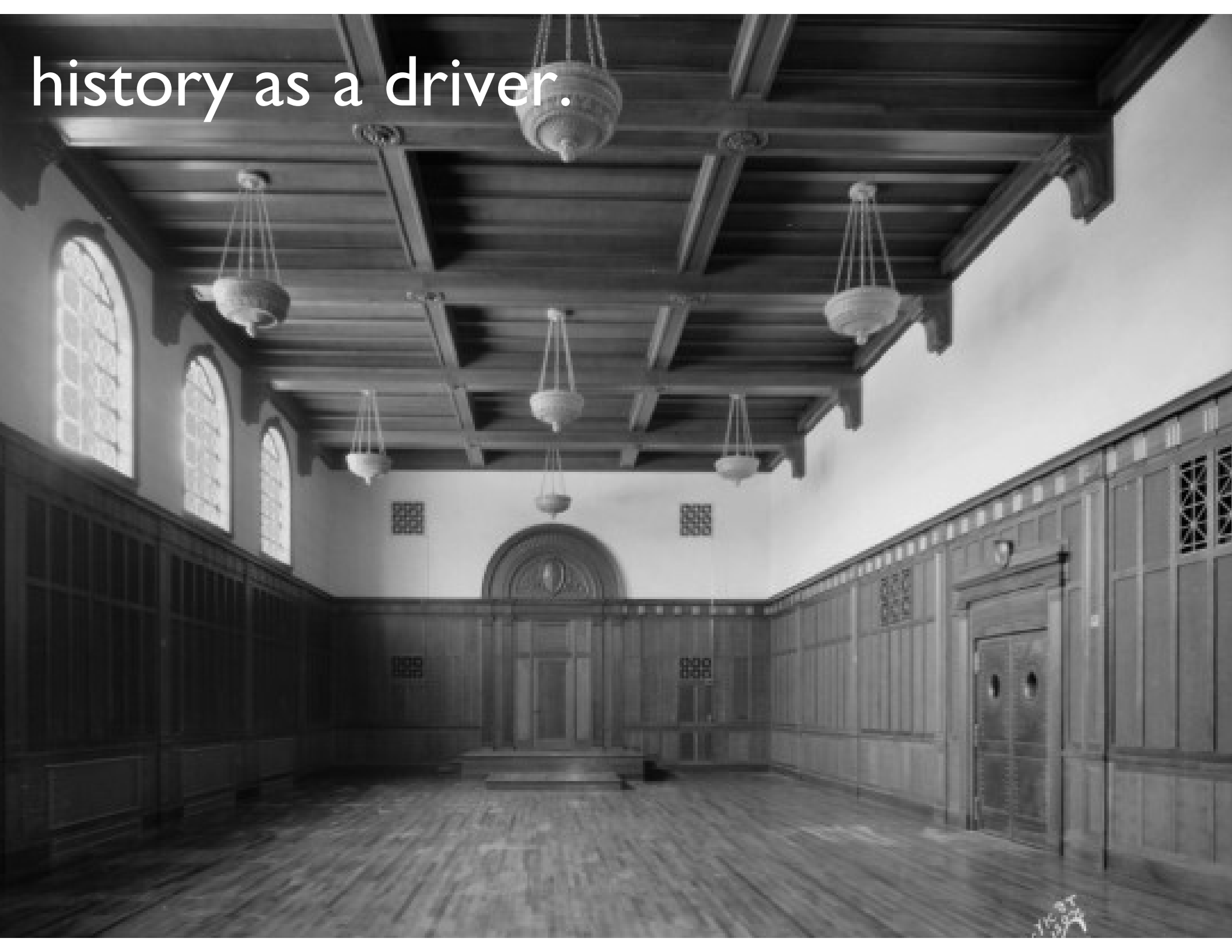
history.

sustainability.

civic place-making.

programming.

history as a driver.



MADISON MUNICIPAL BUILDING

215

TRASH

TRASH

NO ENTRY
FOR THE HAND
WHEELCHAIR

NO ENTRY
FOR THE HAND
WHEELCHAIR



EXIT

FIRM
CALL 12

STAMP VENDING
MACHINE 12

LETTER
DROPS 13

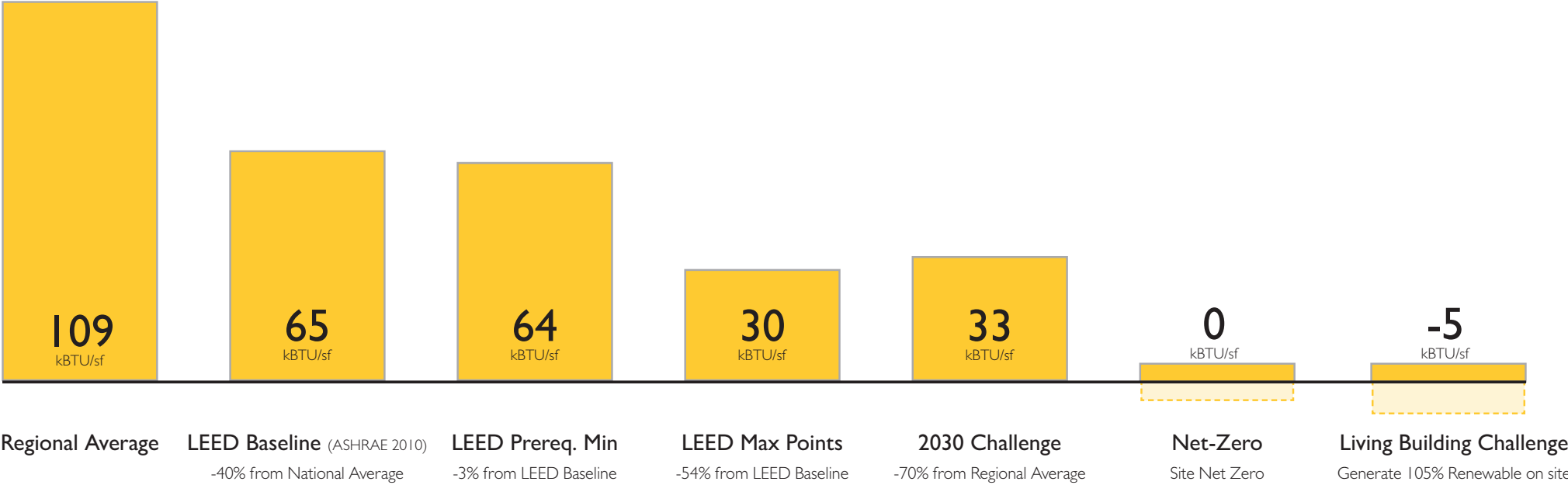
STAMP VENDING
MACHINE

14

STAMPS



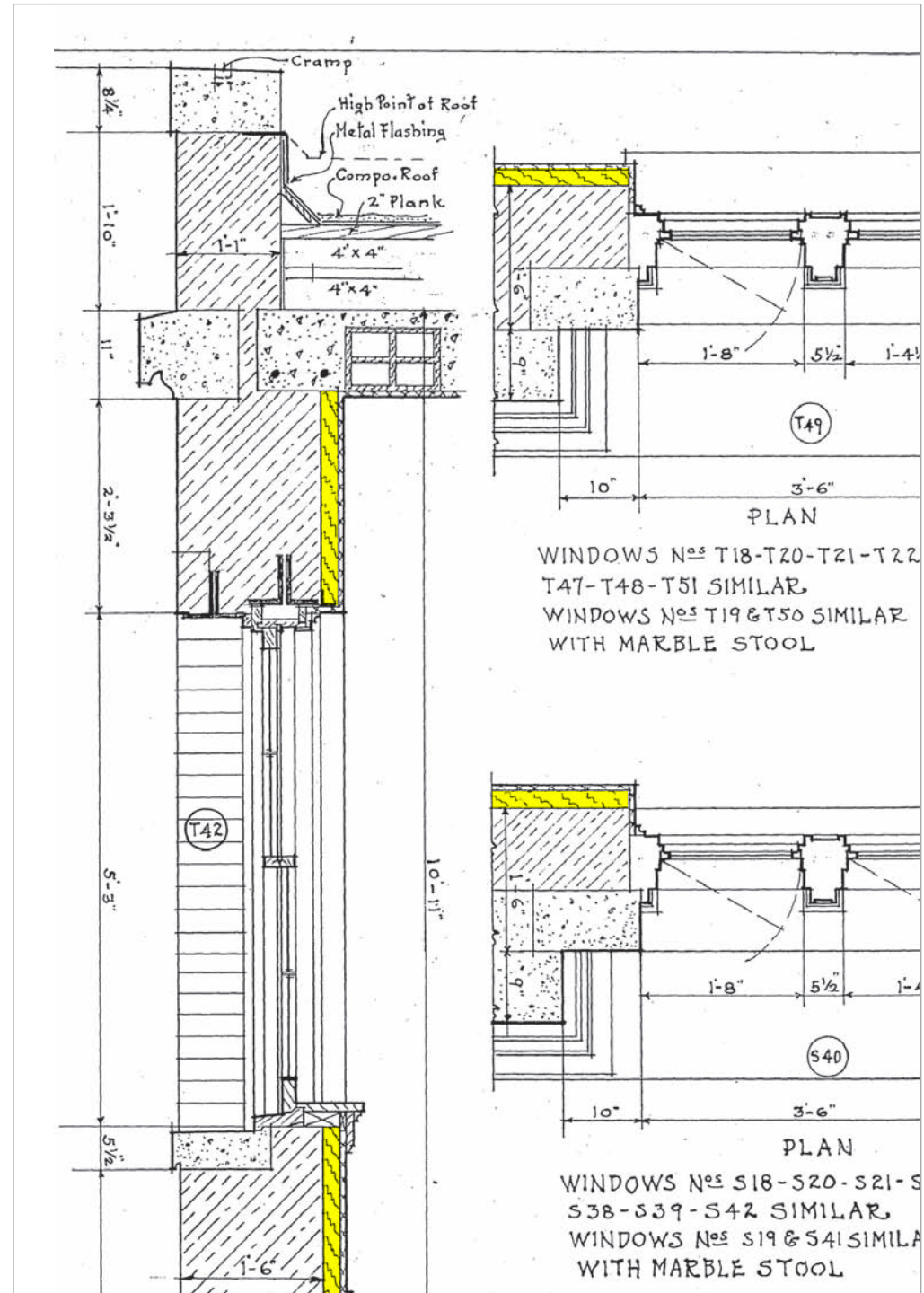
sustainability as a driver.

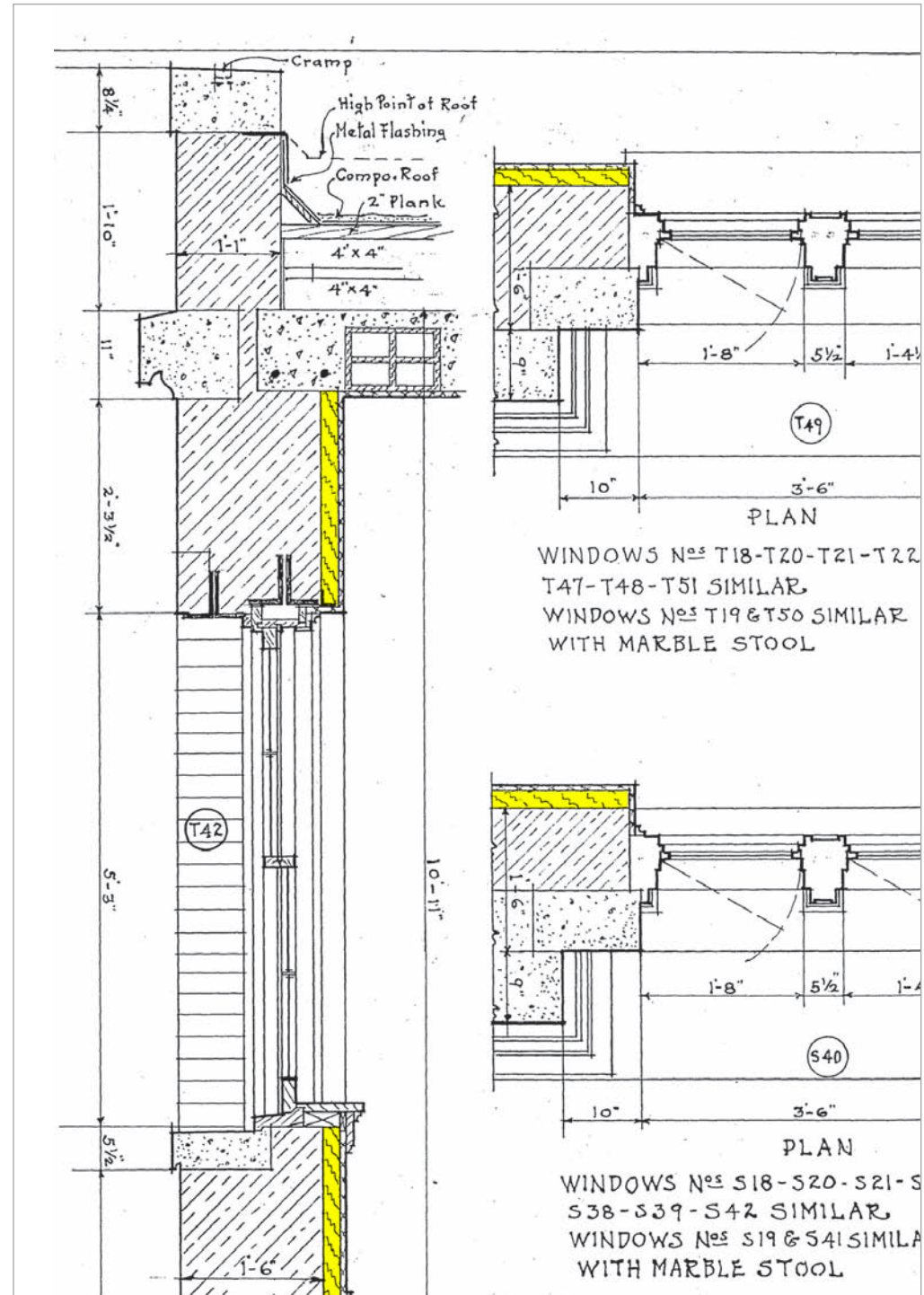




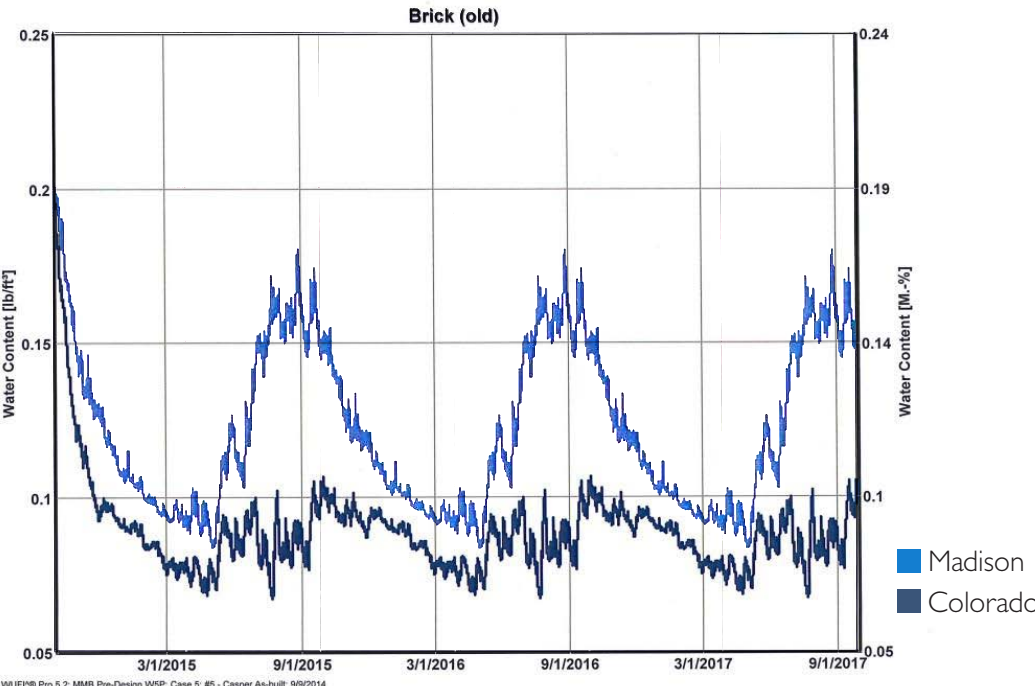
MMB Insulation Study

Condition	R-Value
Existing Condition	5.2
2" EPS in lieu of soap tile	12.4
2" Mineral wool in lieu of soap	13.8
2" XPS in lieu of soap tile	16.4

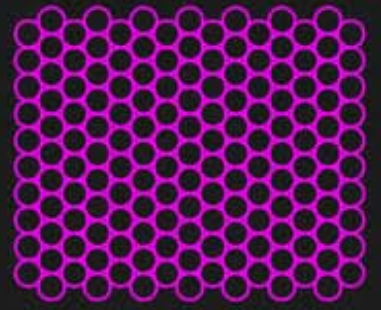




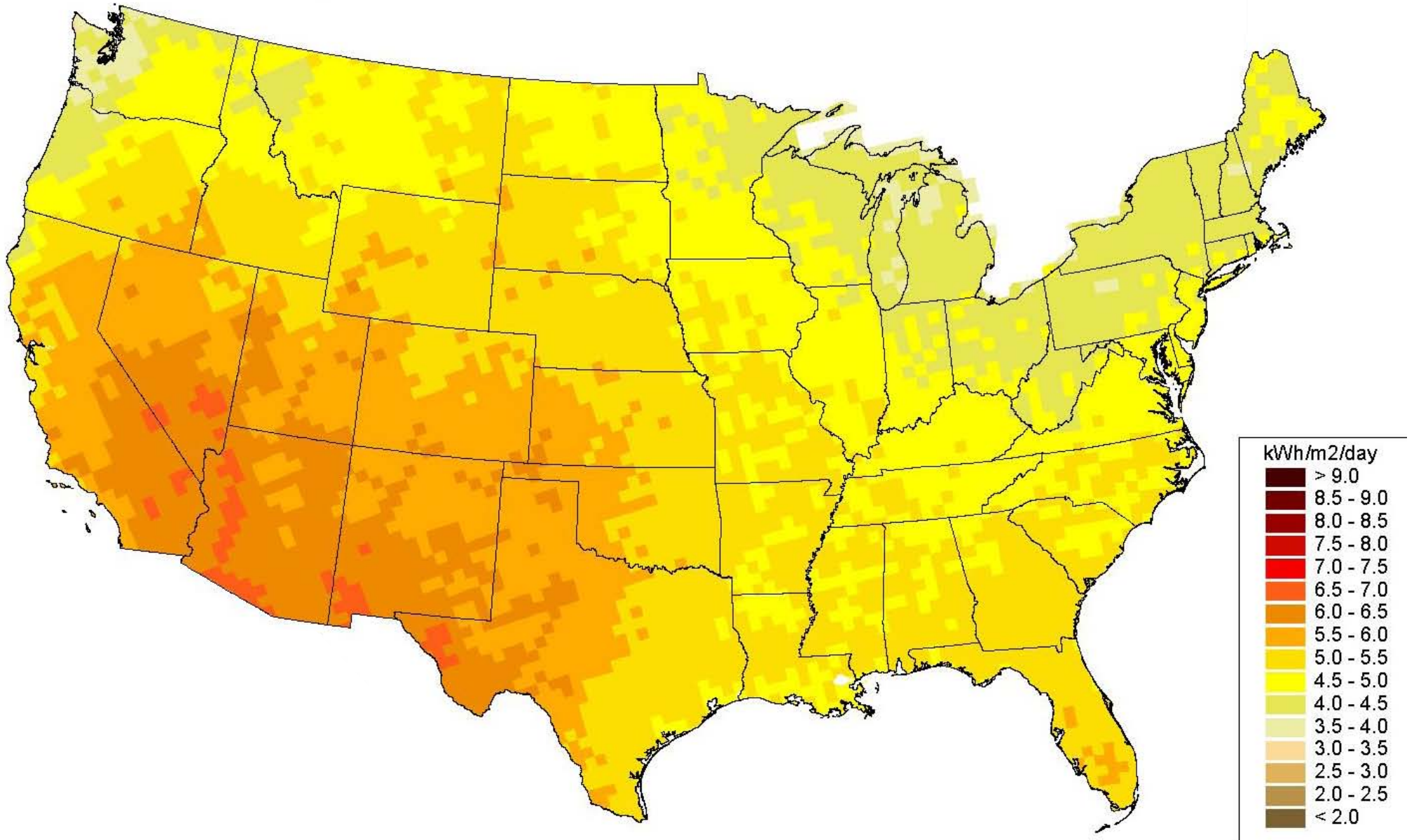
MMB and Aspinnall Hygrothermal Analysis

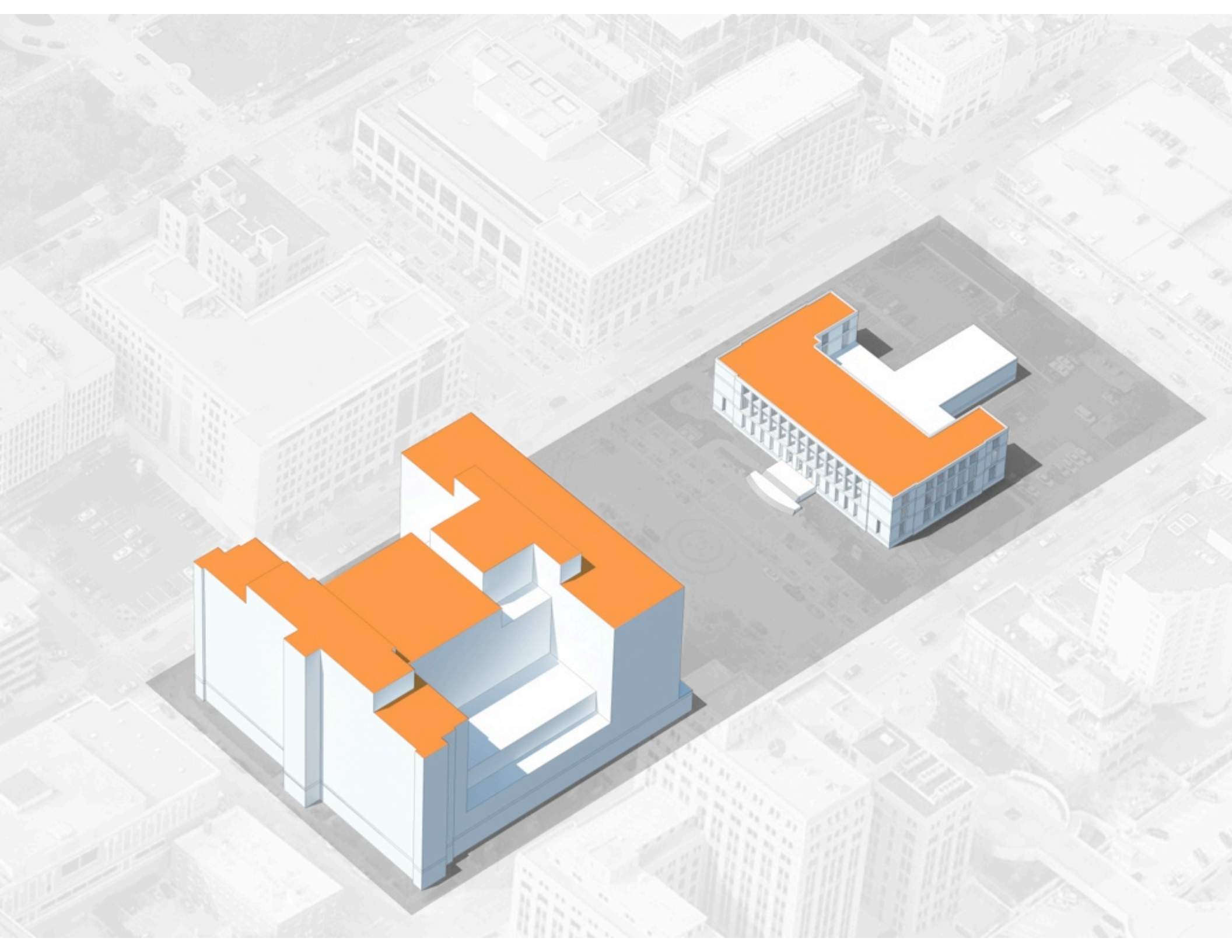


WUJFH Pro 5.2; MMB Pre-Design.WSP; Case 5: #5 - Casper As-built; 9/9/2014



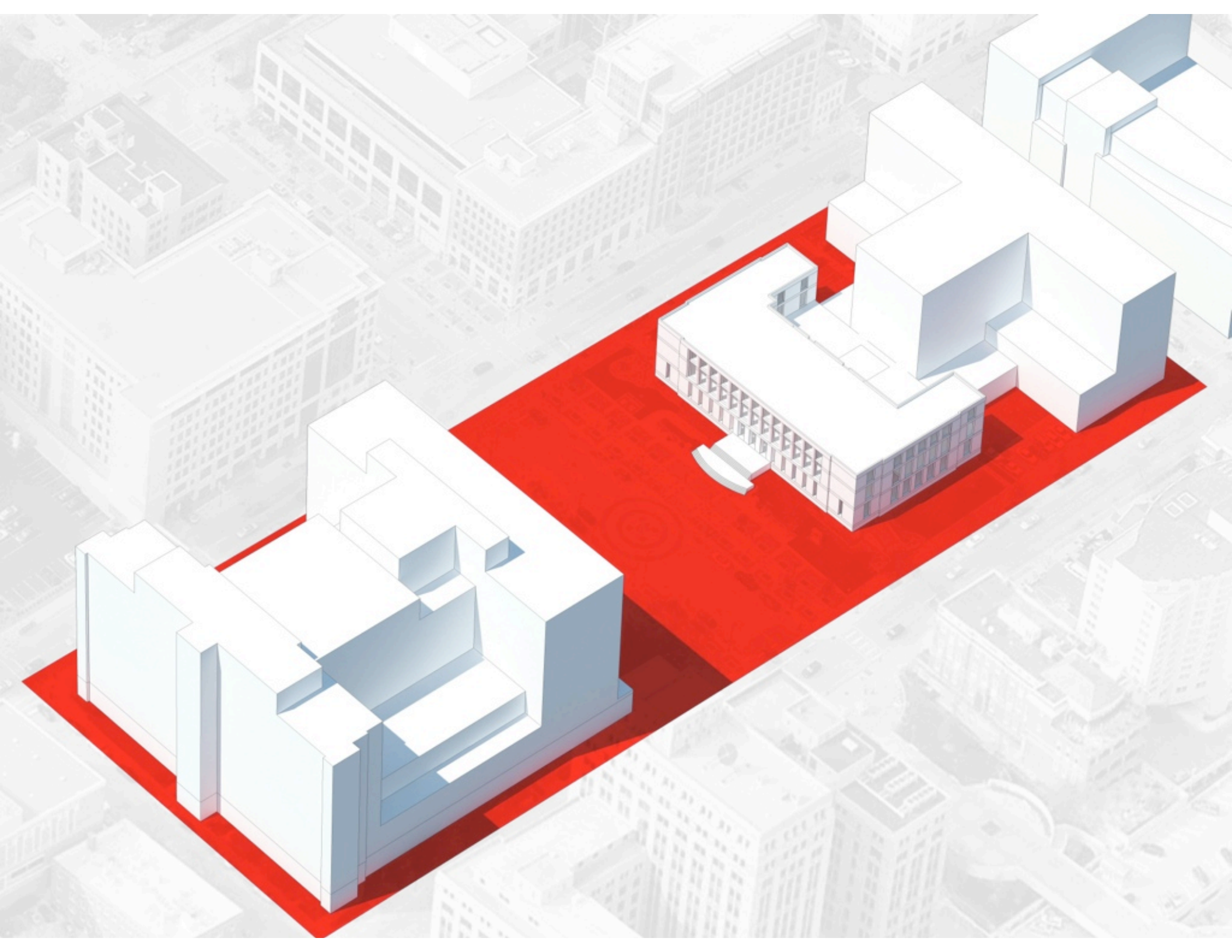
4 to 5 kWh / m² / day of sun energy

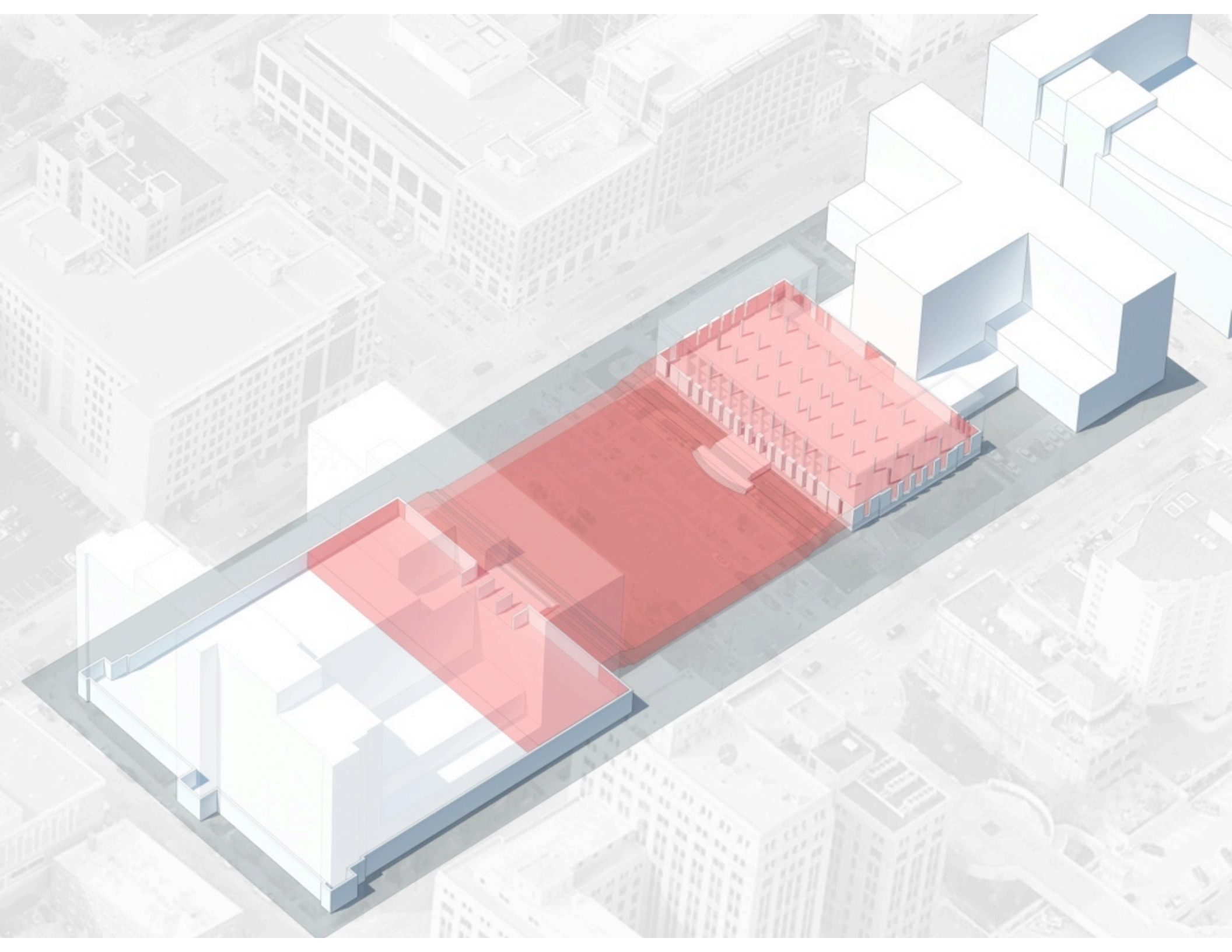


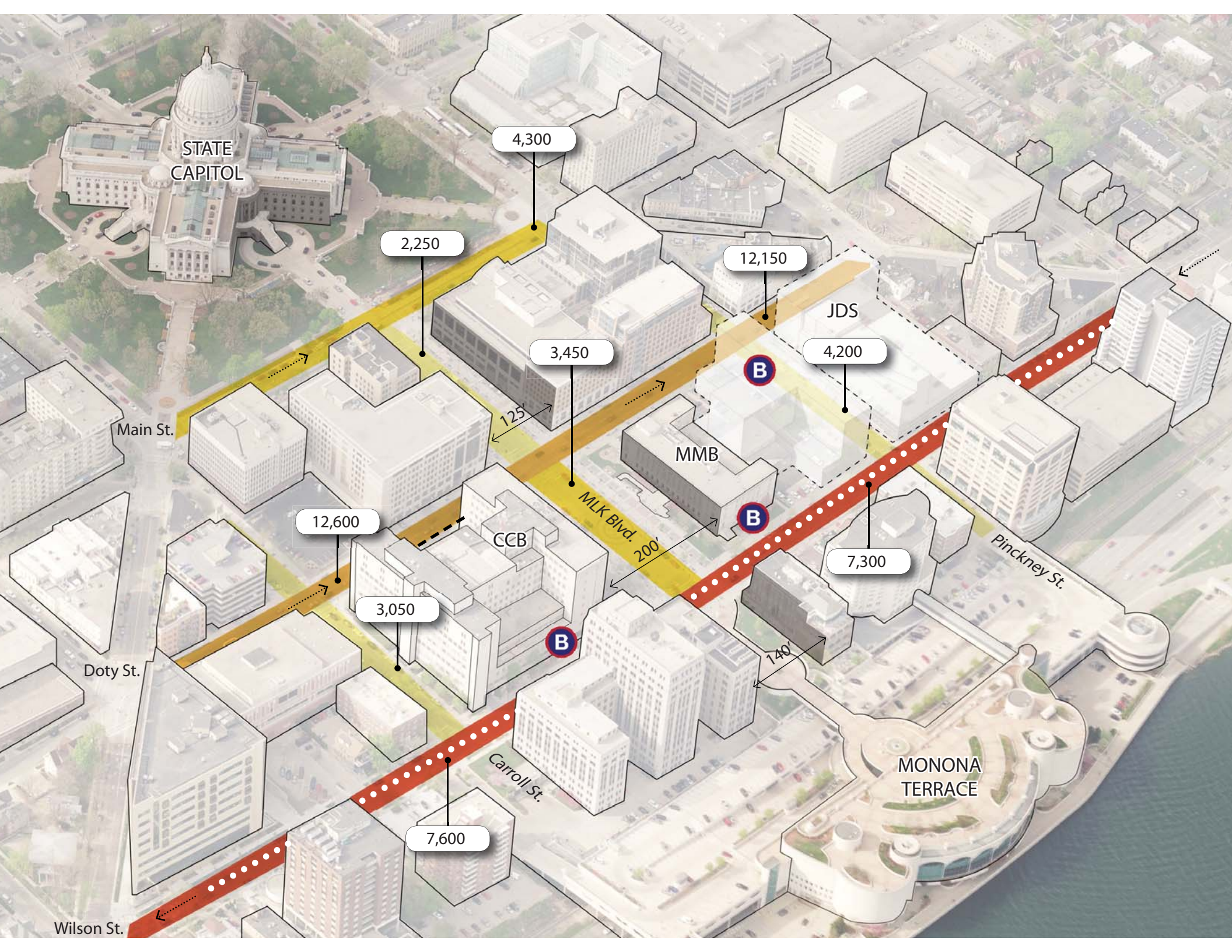


civic place-making as a driver.









STATE
CAPITOL

4,300

2,250

12,150

3,450

4,200

B

Main St.

125'

MMB

JDS

12,600

CCB

MLK Blvd. 200'

7,300

Pinckney St.

Doty St.

3,050

B

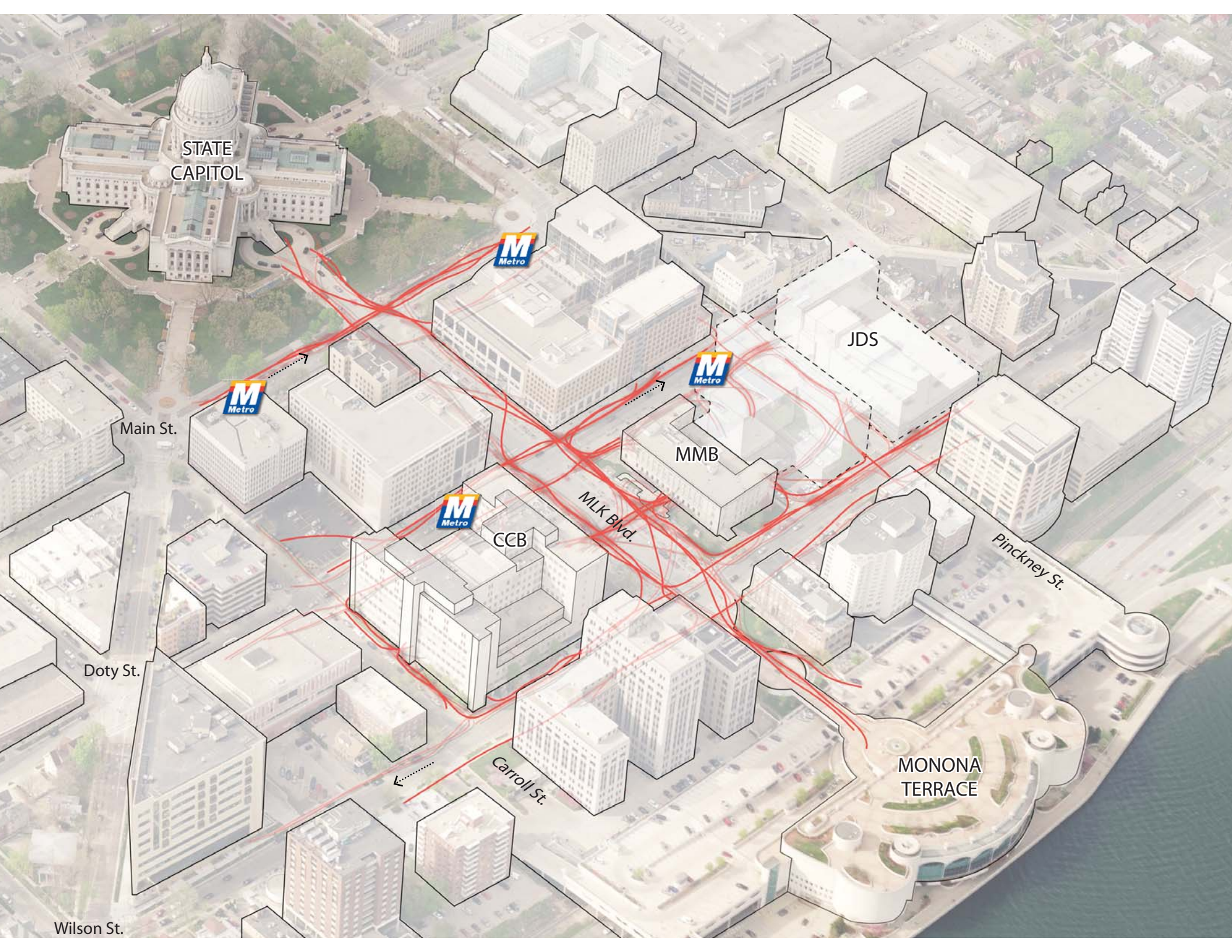
140'

Carroll St.

MONONA
TERRACE

7,600

Wilson St.



STATE
CAPITOL



JDS

MMB

CCB

MLK Blvd.

Pinckney St.

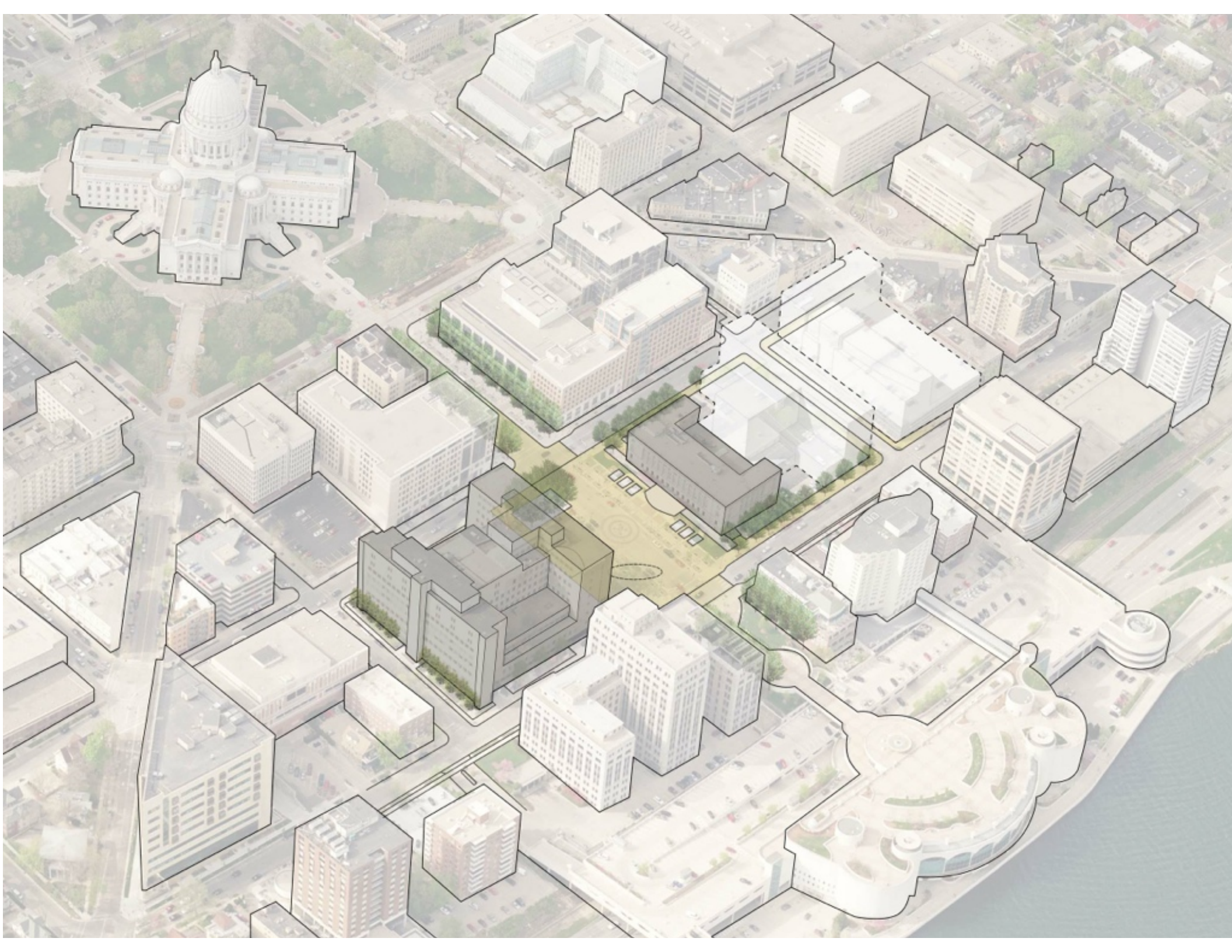
MONONA
TERRACE

Main St.

Doty St.

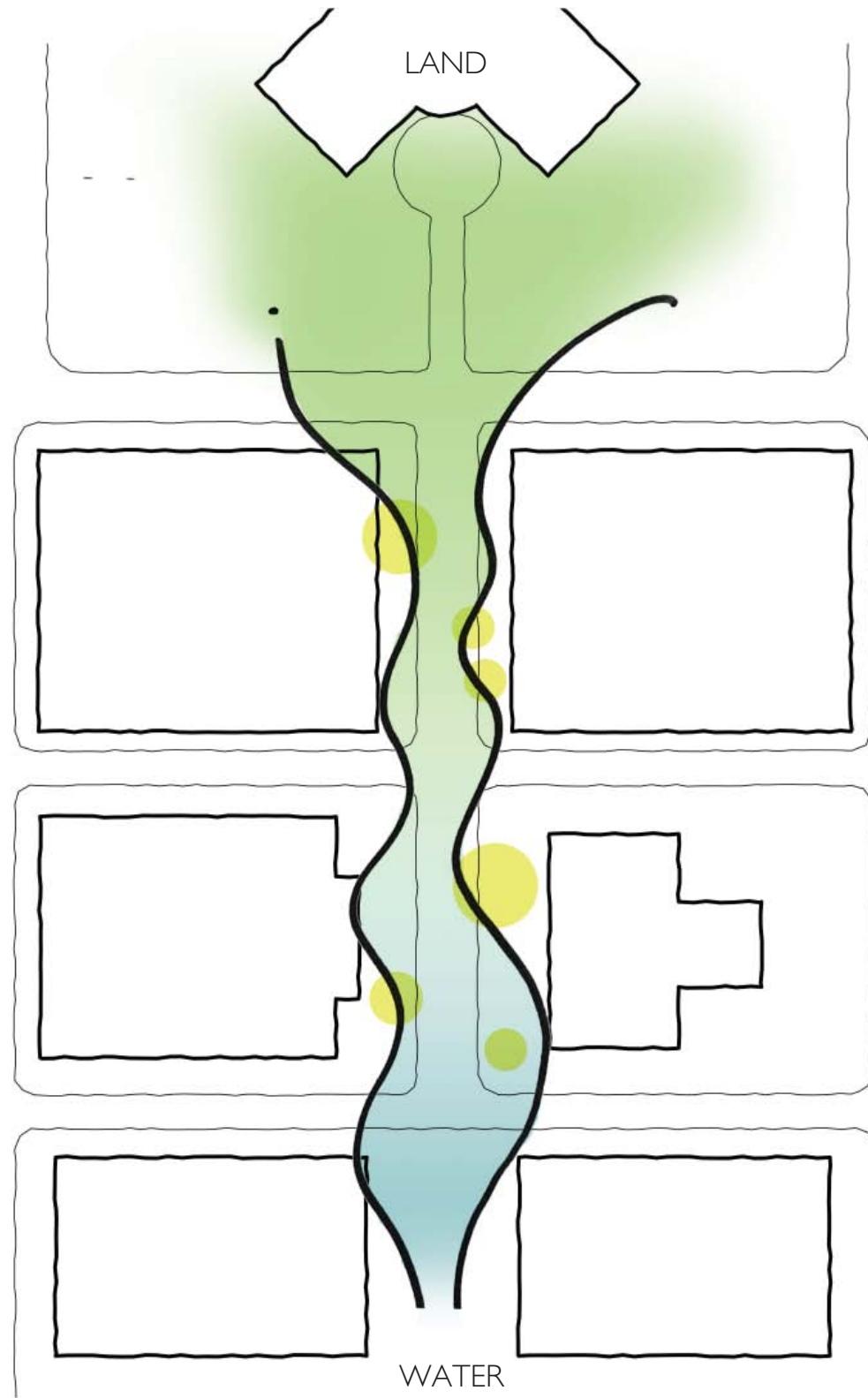
Carroll St.

Wilson St.



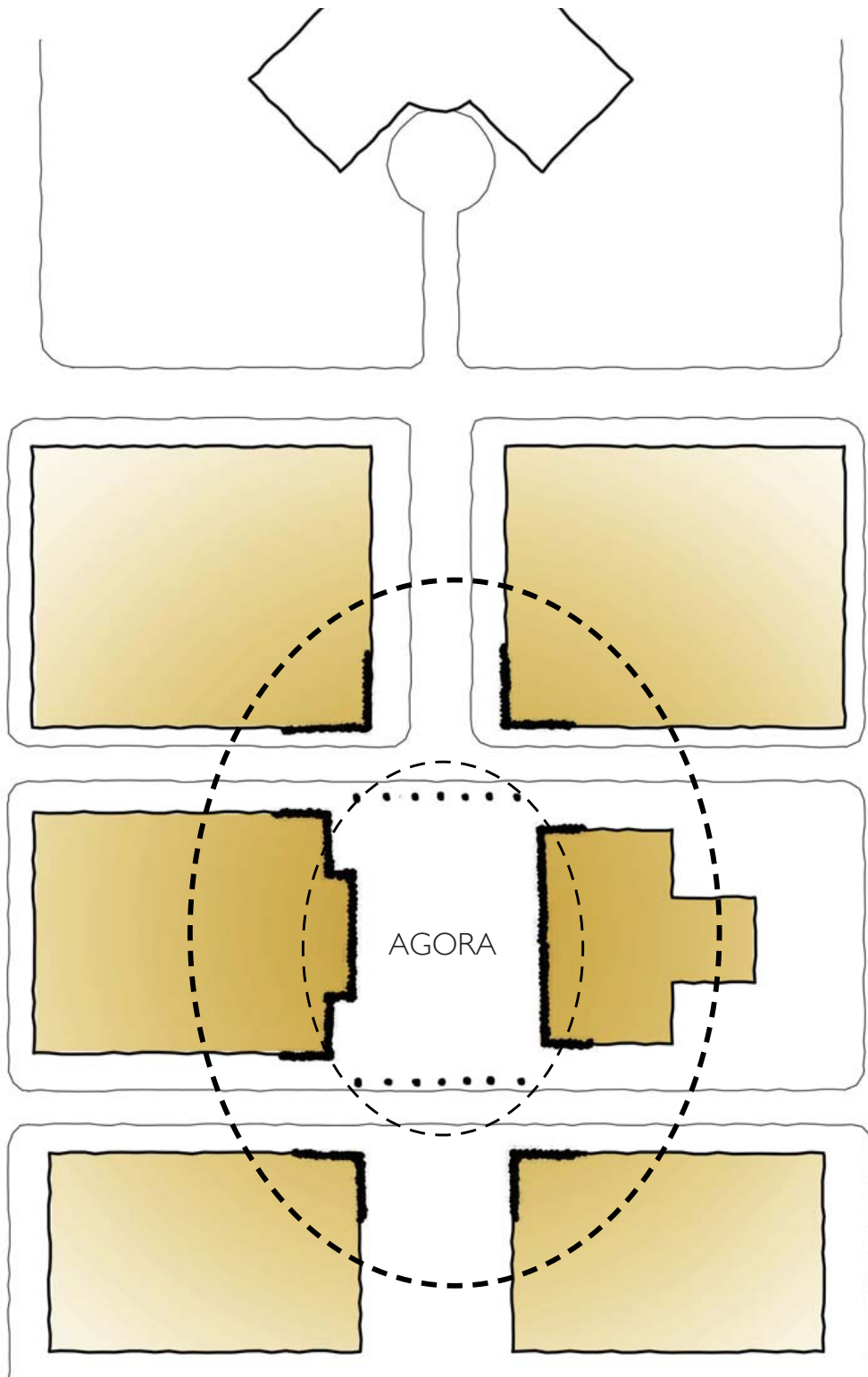




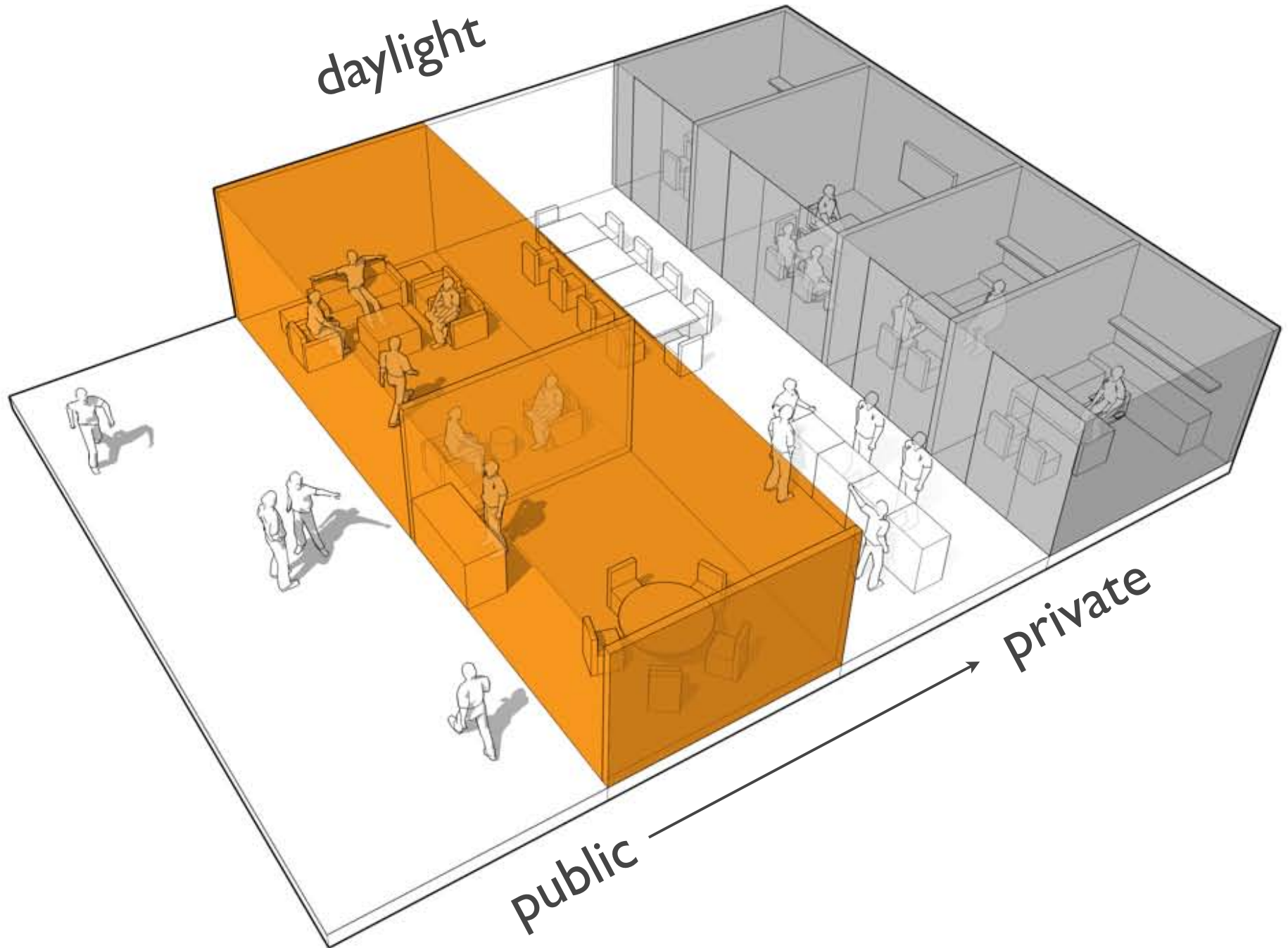


LAND

WATER



programming as a driver.



healthy workplace.



efficient workflows.



customer service.

The screenshot shows the NYC 311 website interface. At the top, there is a blue banner with the text "Visiting NYC? Find events, attractions, deals, and more at nycgo.com". Below this is the NYC 311 logo and the text "The Official Website of the City of New York". The main navigation bar includes links for "NYC Resources", "311", "Office of the Mayor", "Events", "Connect", and "Jobs", along with a search box. The main content area is yellow and features the heading "How can we help you?" with a "311 Search" box. Under "START HERE:", there are five buttons: "Make a Complaint", "Check Status", "Make a Payment", "My Neighborhood", and "Download 311 App". Under "TOP REQUESTS:", there is a grid of nine service categories: "Alternate Side Parking", "Pay a Parking Ticket", "NYC Jobs", "Noise from Neighbor", "Affordable Housing Information", "Property Record Information", "Civil Service Exam Information", "Public Assistance or Welfare Information", "Yellow Taxi Lost and Found", "Birth Certificate", "Food Stamp Information", "New York City Rent Increase Information", "About 311", "Text 311-692", and "Download the 311 app". The footer contains four sections: "TODAY" with the date "AUG 06" and a parking sign icon; "Service Status" for Subway, Rail, Bus, and Bridges & Tunnels, all showing "GOOD SERVICE"; "Upcoming Holidays" for "Feast of the Assumption" (8/15/2014) and "Labor Day" (9/01/2014); and "Notify NYC" with a "GET MOBILE ALERTS" button and a notification about "DOH West Nile Virus Spraying 8/6 - 8/7 (QN)".

Visiting NYC? Find events, attractions, deals, and more at nycgo.com

NYC 311 The Official Website of the City of New York

Translate Text-size

NYC Resources 311 Office of the Mayor Events Connect Jobs Search

How can we help you?

311 Search

START HERE:

- Make a Complaint
- Check Status
- Make a Payment
- My Neighborhood
- Download 311 App

TOP REQUESTS:

Alternate Side Parking	Pay a Parking Ticket	NYC Jobs
Noise from Neighbor	Affordable Housing Information	Property Record Information
Civil Service Exam Information	Public Assistance or Welfare Information	Yellow Taxi Lost and Found
Birth Certificate	Food Stamp Information	New York City Rent Increase Information
About 311	Text 311-692	Download the 311 app

TODAY
AUG 06
Alternate Side Parking
Alternate side parking and meters in effect

Service Status
Last updated: 8/6/2014 3:28:01 PM

SUBWAY	RAIL	BUS	BRIDGES & TUNNELS
1 2 3	GOOD SERVICE		
4 5 6	GOOD SERVICE		

Upcoming Holidays

- 08/15/2014
Feast of the Assumption
- 09/01/2014
Labor Day

Notify NYC

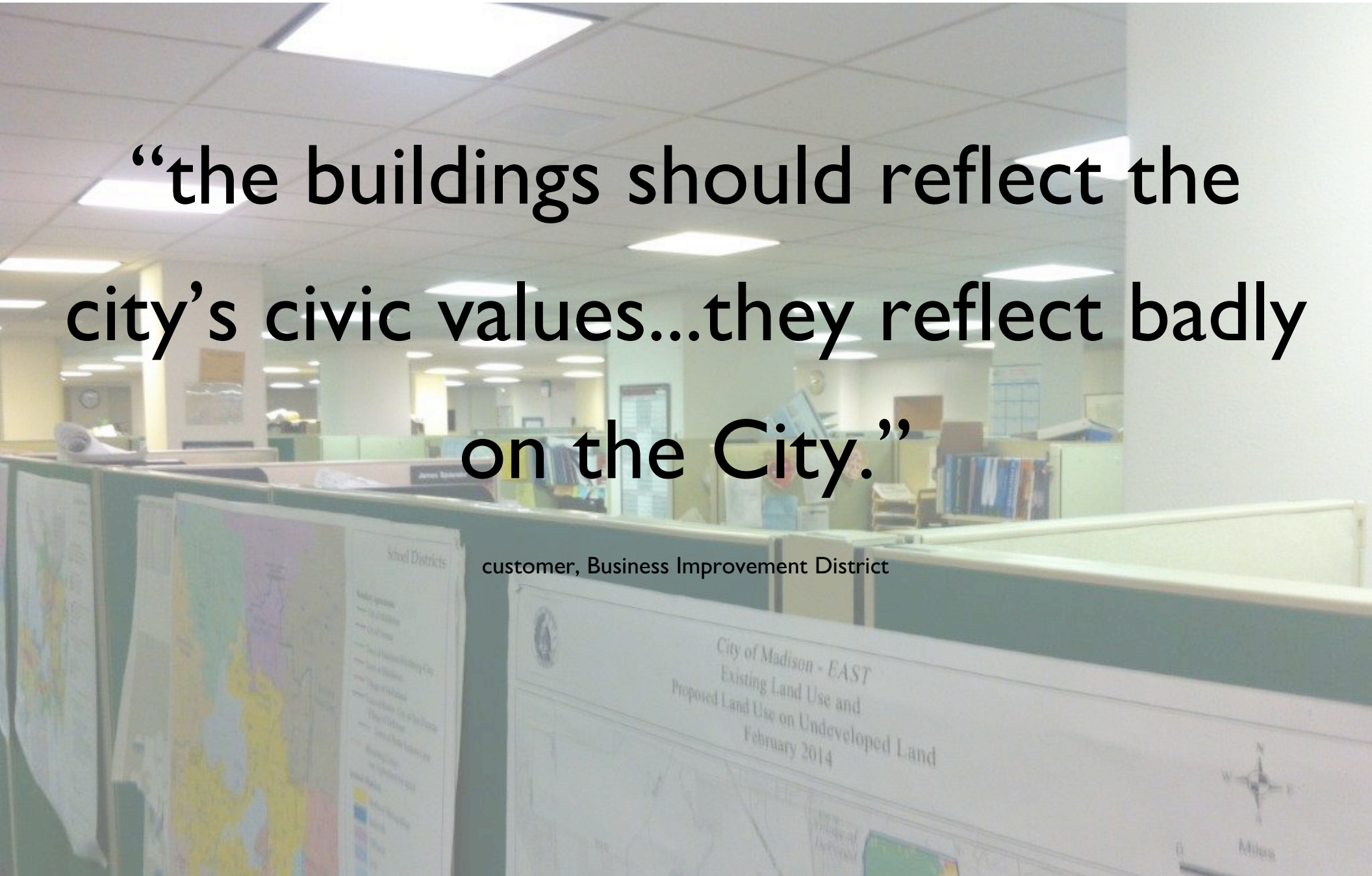
GET MOBILE ALERTS

8/6/2014 2:59:00 PM
DOH West Nile Virus Spraying 8/6 - 8/7 (QN)
Notification issued 8/6/14

what your customers are saying.

“the buildings should reflect the city’s civic values...they reflect badly on the City.”

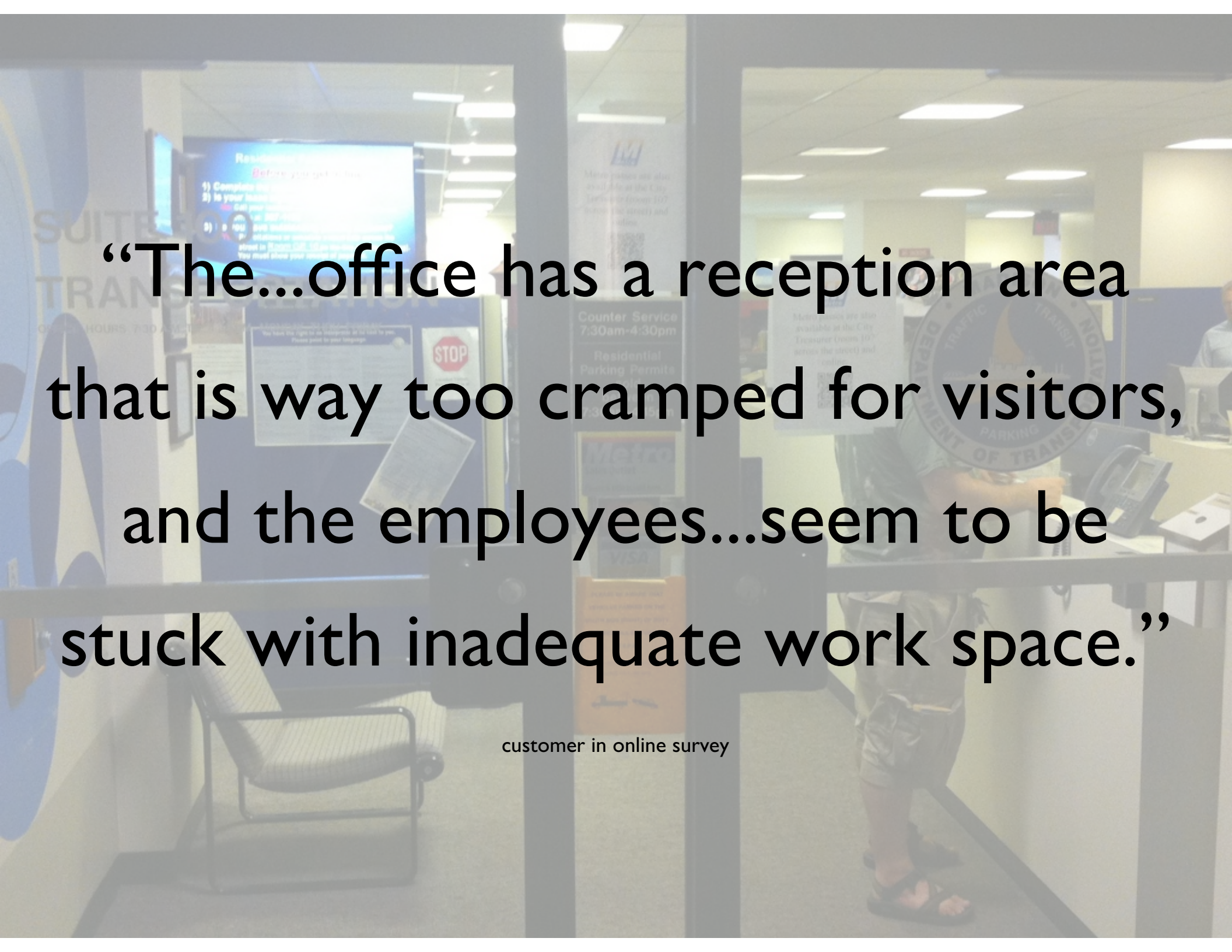
customer, Business Improvement District





**“you can’t even hear what’s being
said half the time...the room
discourages civic discourse.”**

multiple customers, about room 260

A photograph of a crowded office reception area. In the foreground, a person is seated at a desk, partially obscured by a large, semi-transparent text overlay. The background shows a narrow hallway with various signs, including a 'STOP' sign, a 'Metro' sign, and a 'Residential Parking Permits' sign. A person is standing at a desk in the background, and another person is visible further down the hallway. The overall atmosphere is cramped and busy.


“The...office has a reception area that is way too cramped for visitors, and the employees...seem to be stuck with inadequate work space.”

customer in online survey

A photograph of an office hallway. In the foreground, a man with curly hair, wearing a grey t-shirt and dark shorts, stands at a white reception desk. He is looking down at something on the desk. The desk has a blue banner that reads "RECEPTION" and "DEPARTMENT OF PLANNING & COMMUNITY & ECONOMIC DEVELOPMENT". There is also a sign on the desk that says "Attn: All Visitors Please Check In With the Receptionist". In the background, there are other desks and cubicles. A sign on a pillar says "INSPECTION UNIT" and another says "ZONING". There are also some maps or charts on the walls. The hallway is lit with recessed ceiling lights.

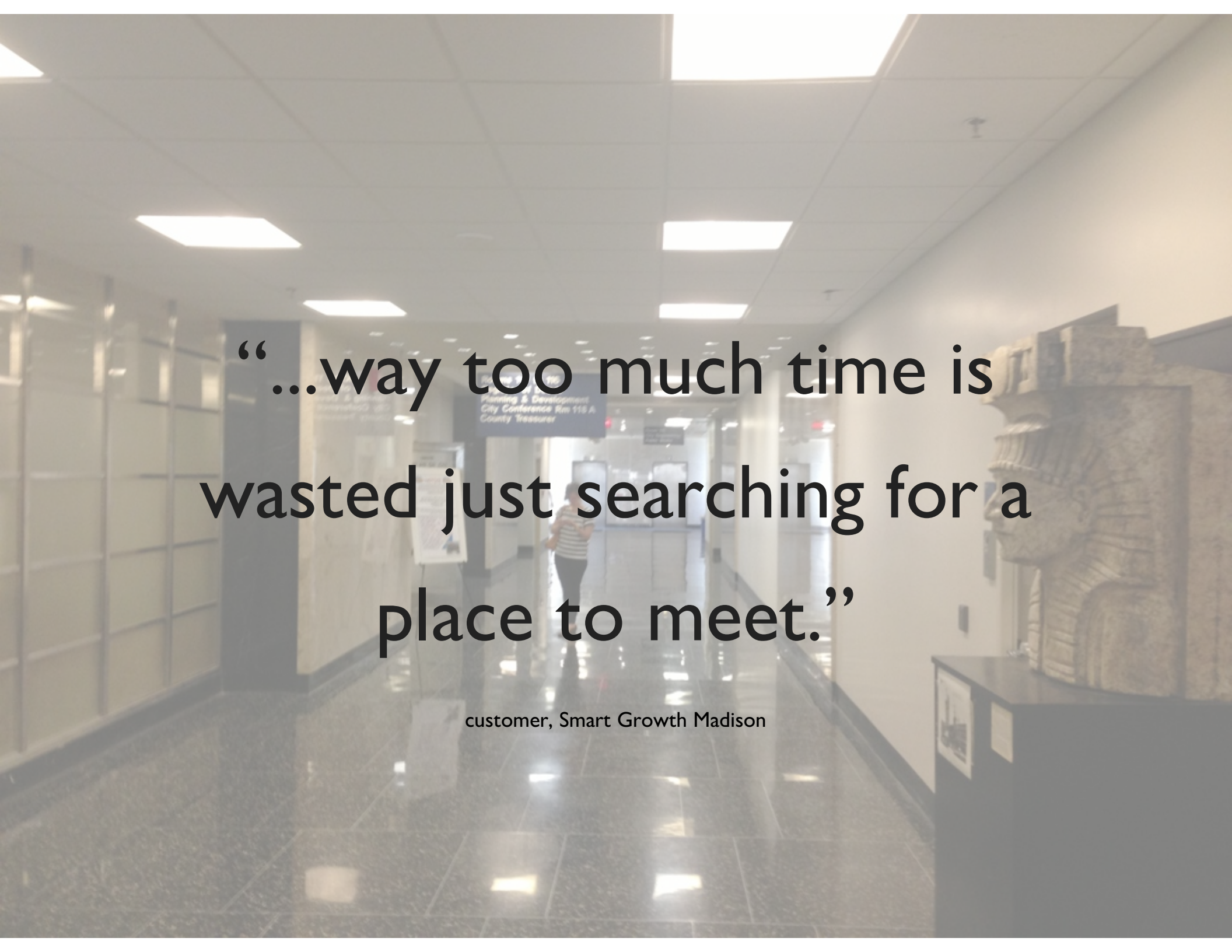
“the process is broken.”

customer, Smart Growth Madison



**“why aren’t all the departments in
the same building?”**

multiple customers, SGM, DMI, BID



**“...way too much time is
wasted just searching for a
place to meet.”**

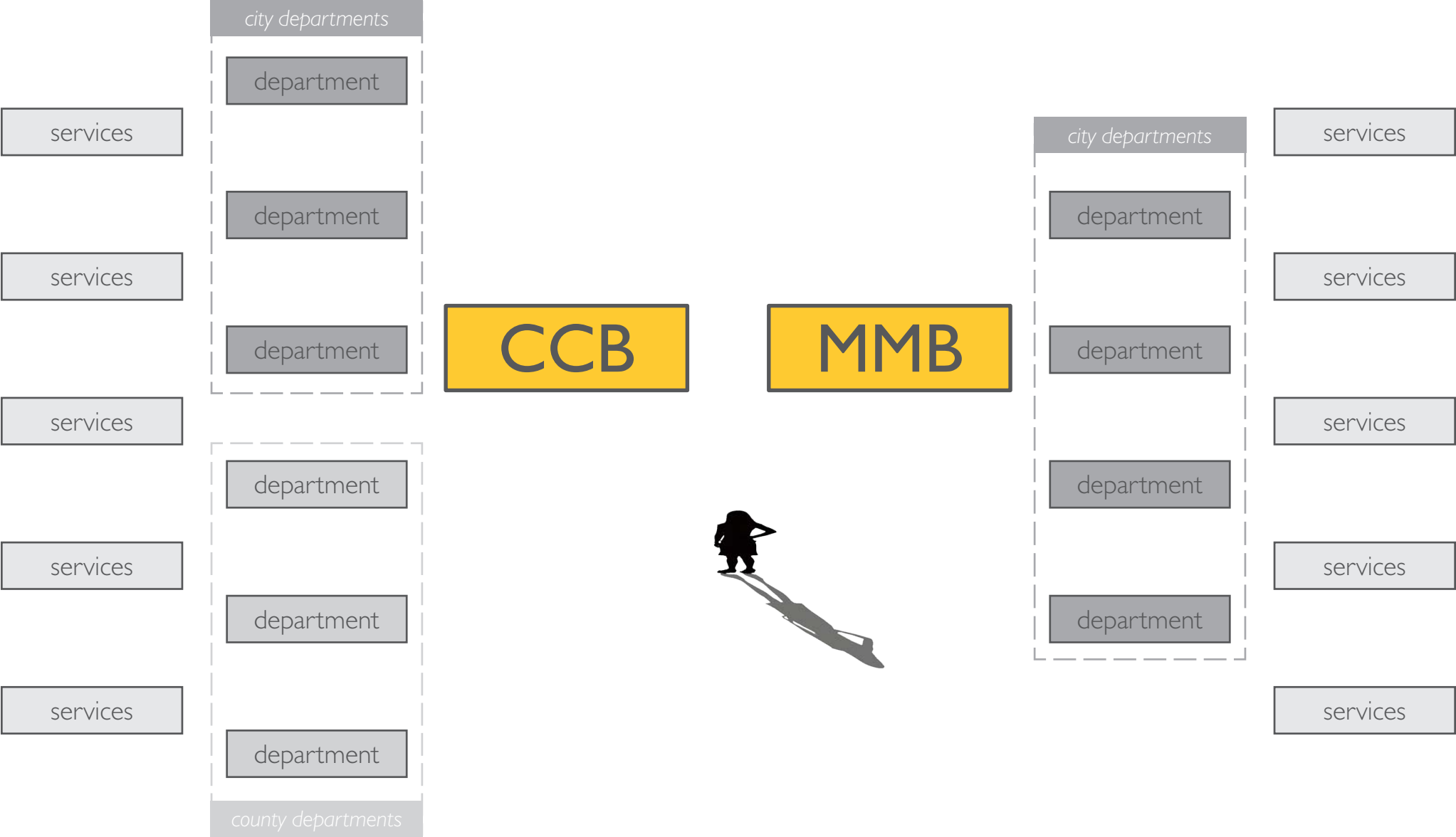
customer, Smart Growth Madison

putting customers first.

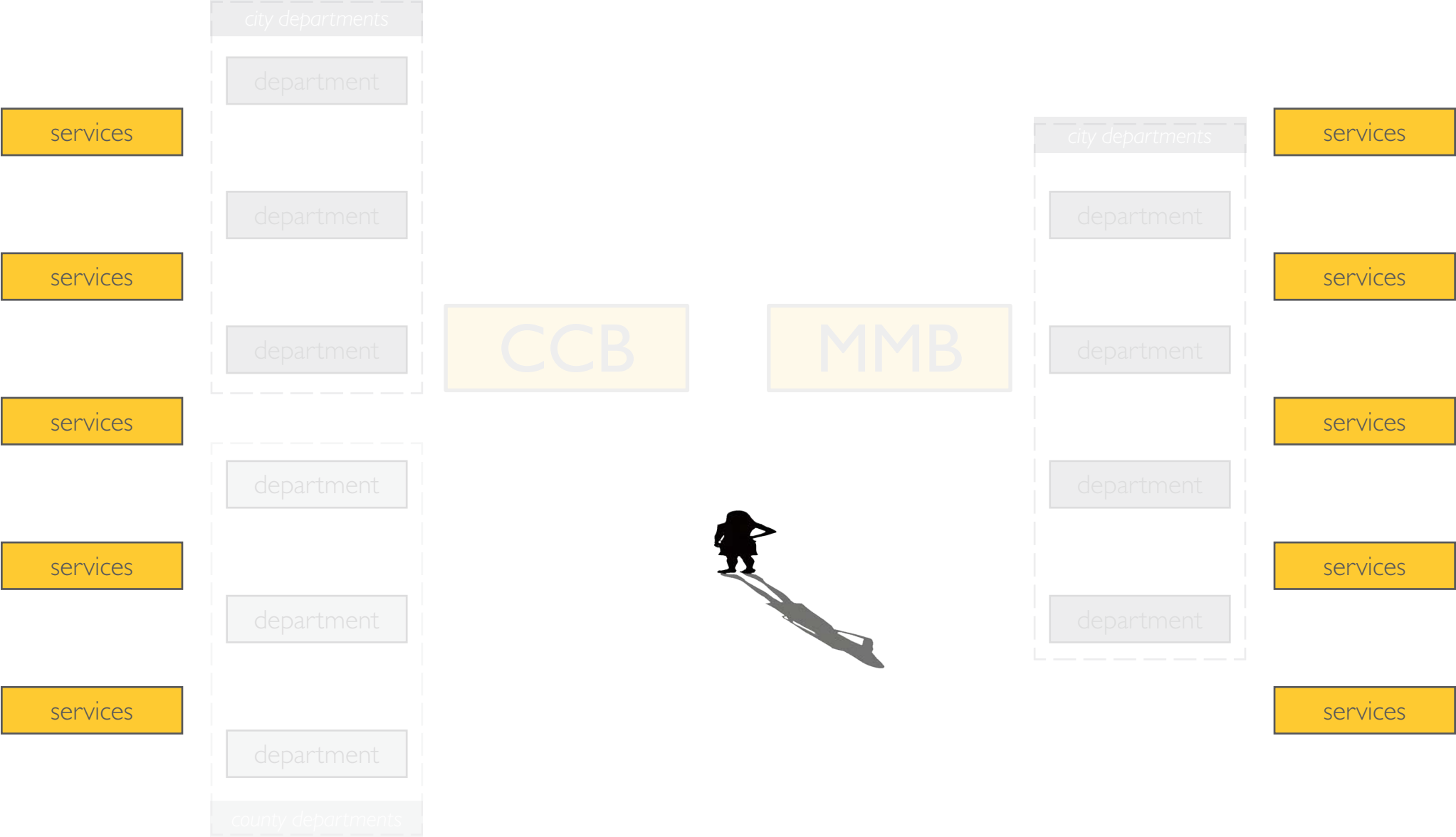
CCB

MMB

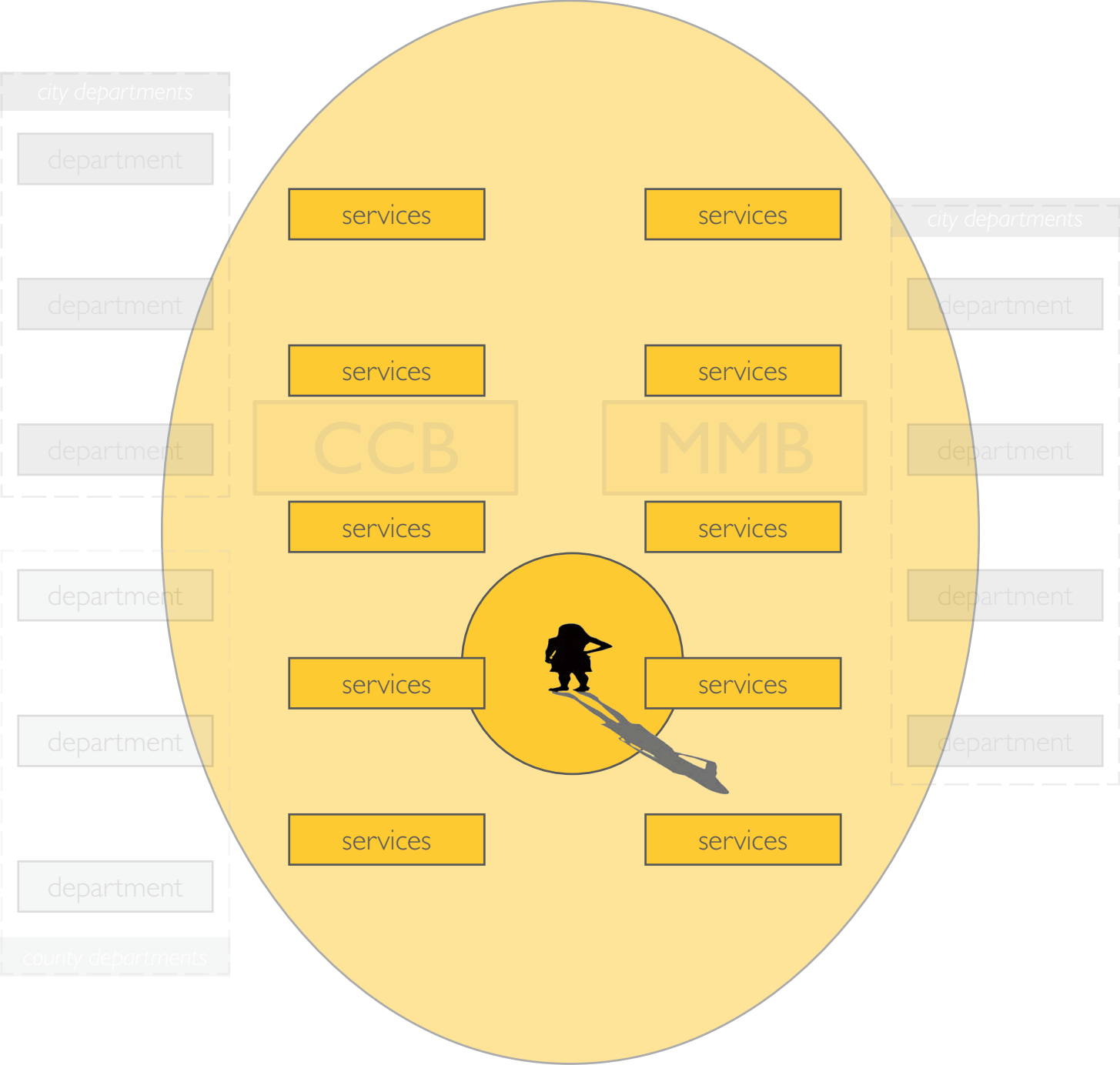
putting customers first.



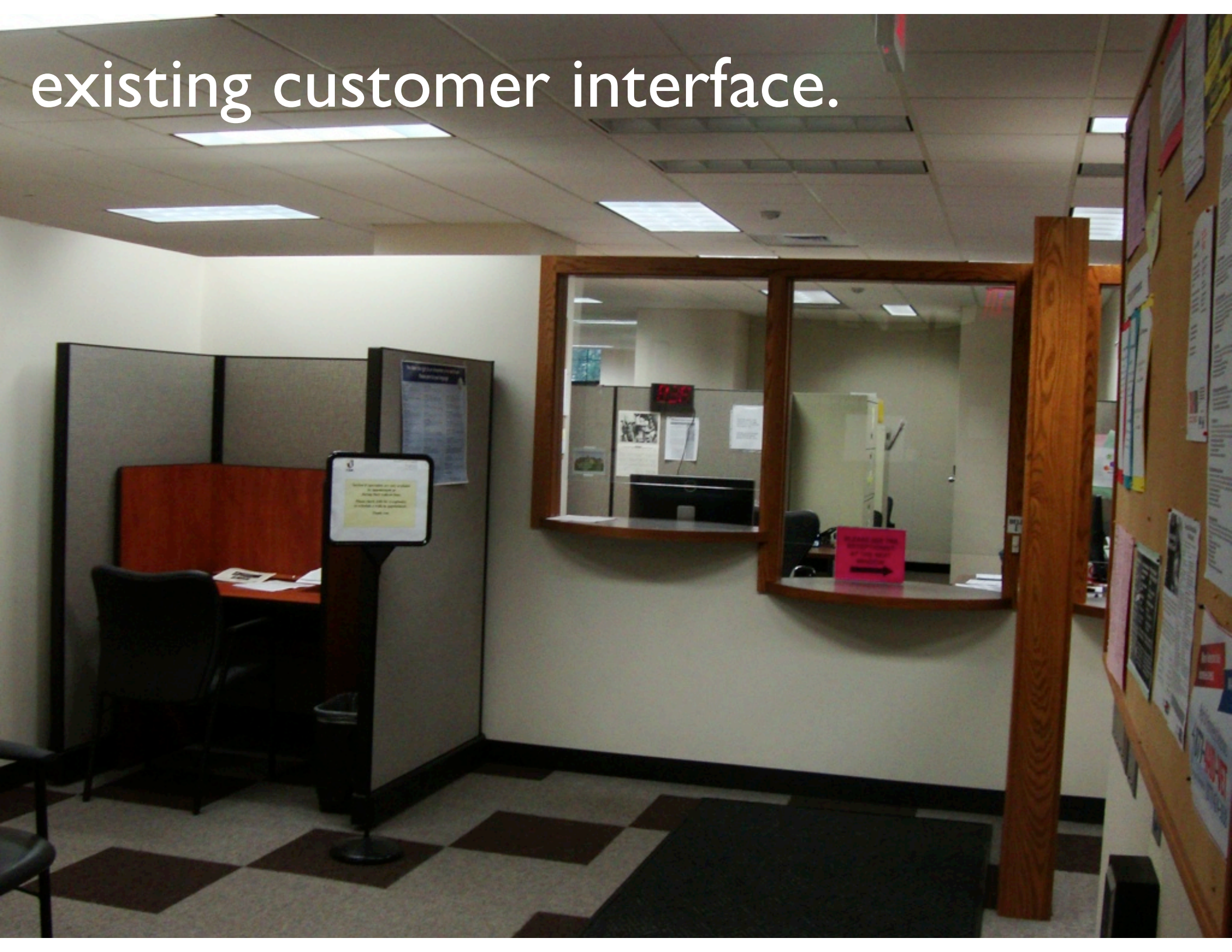
putting customers first.



putting customers first.



existing customer interface.

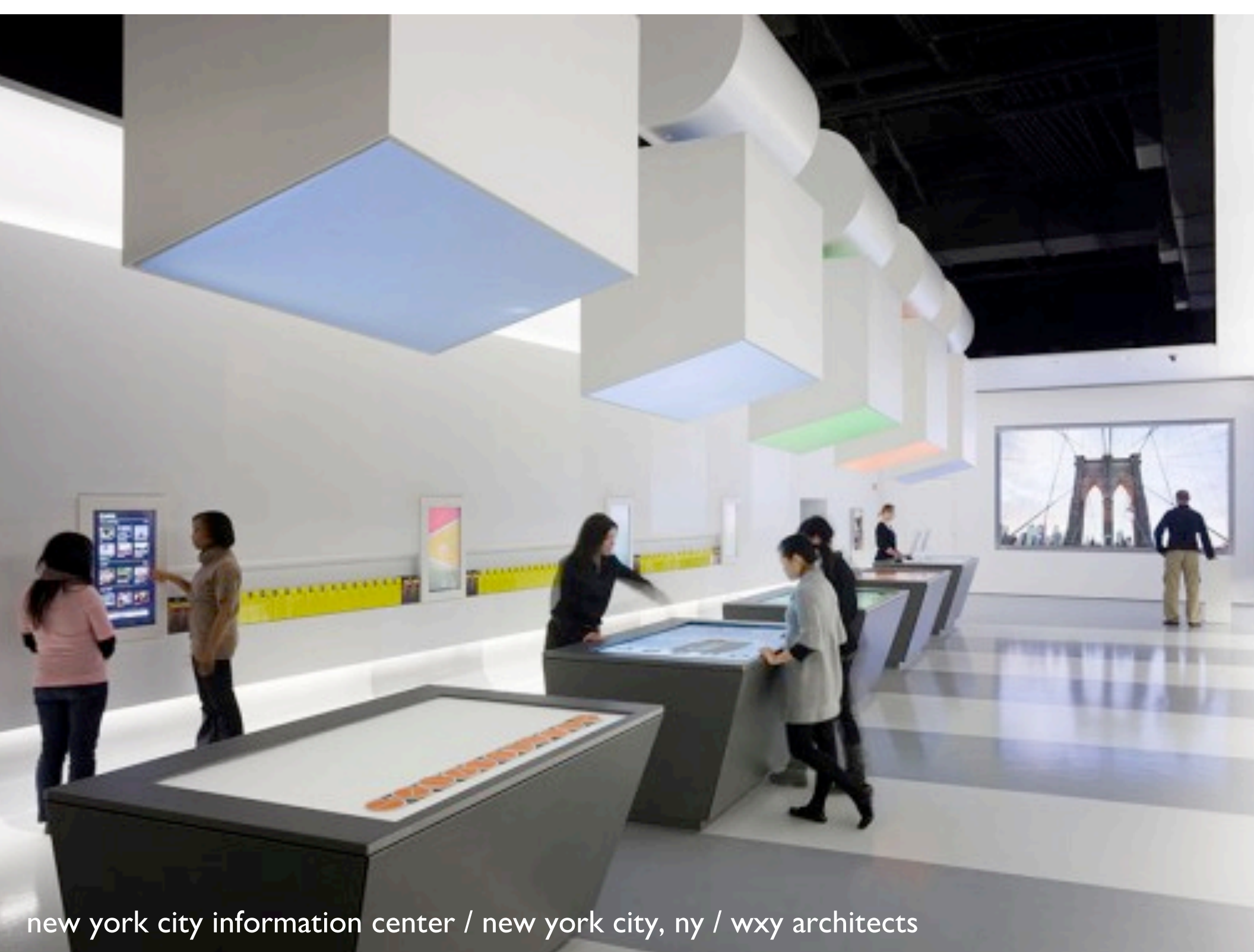


existing customer interface.



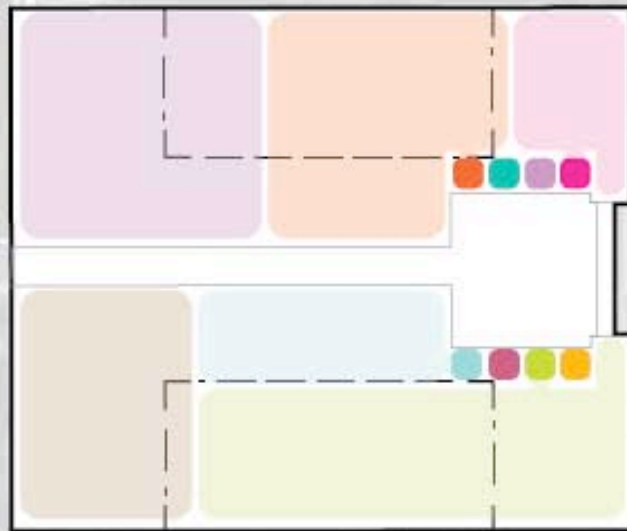
conciierge model.





new york city information center / new york city, ny / wxy architects

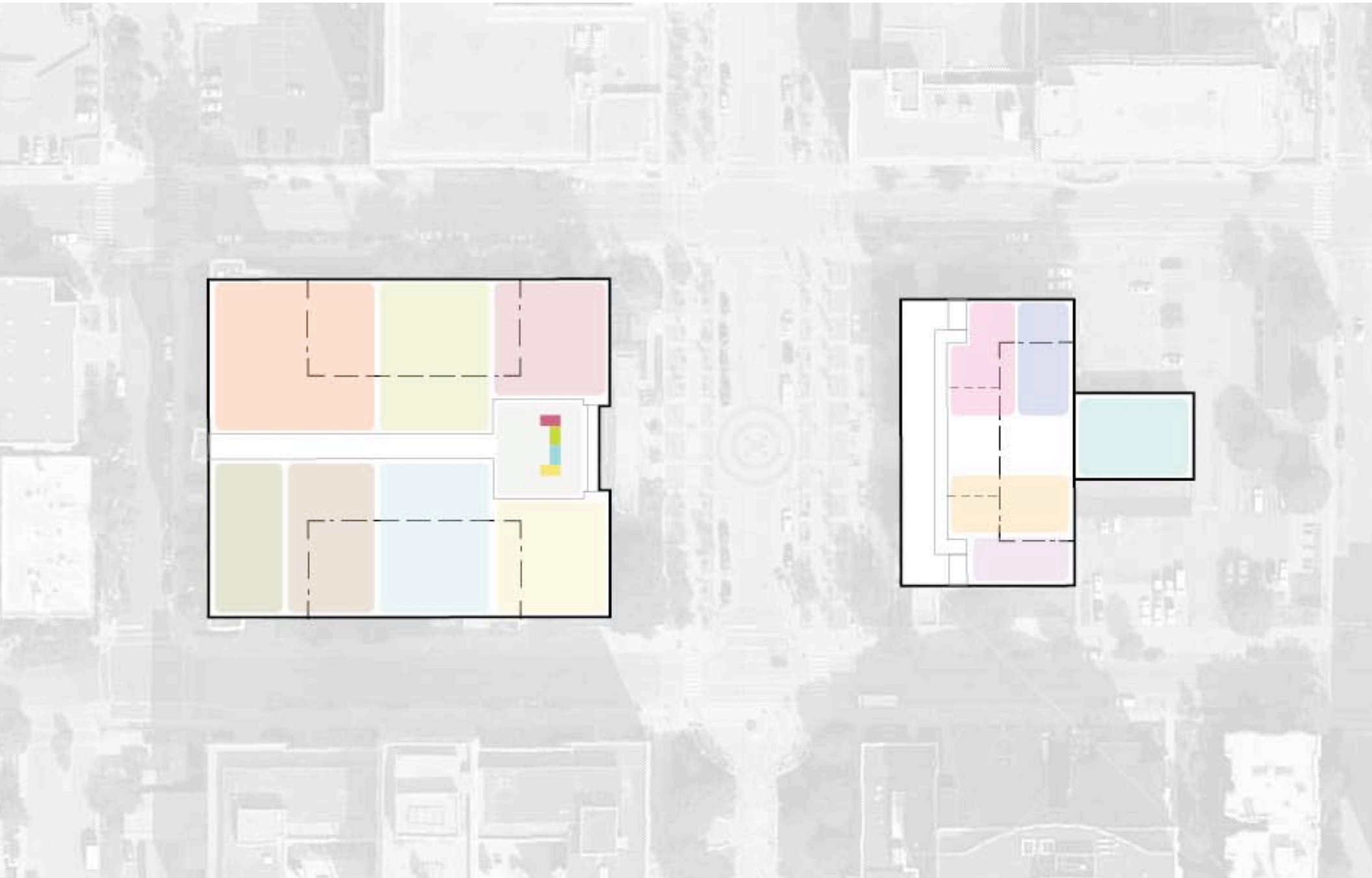
retail model.





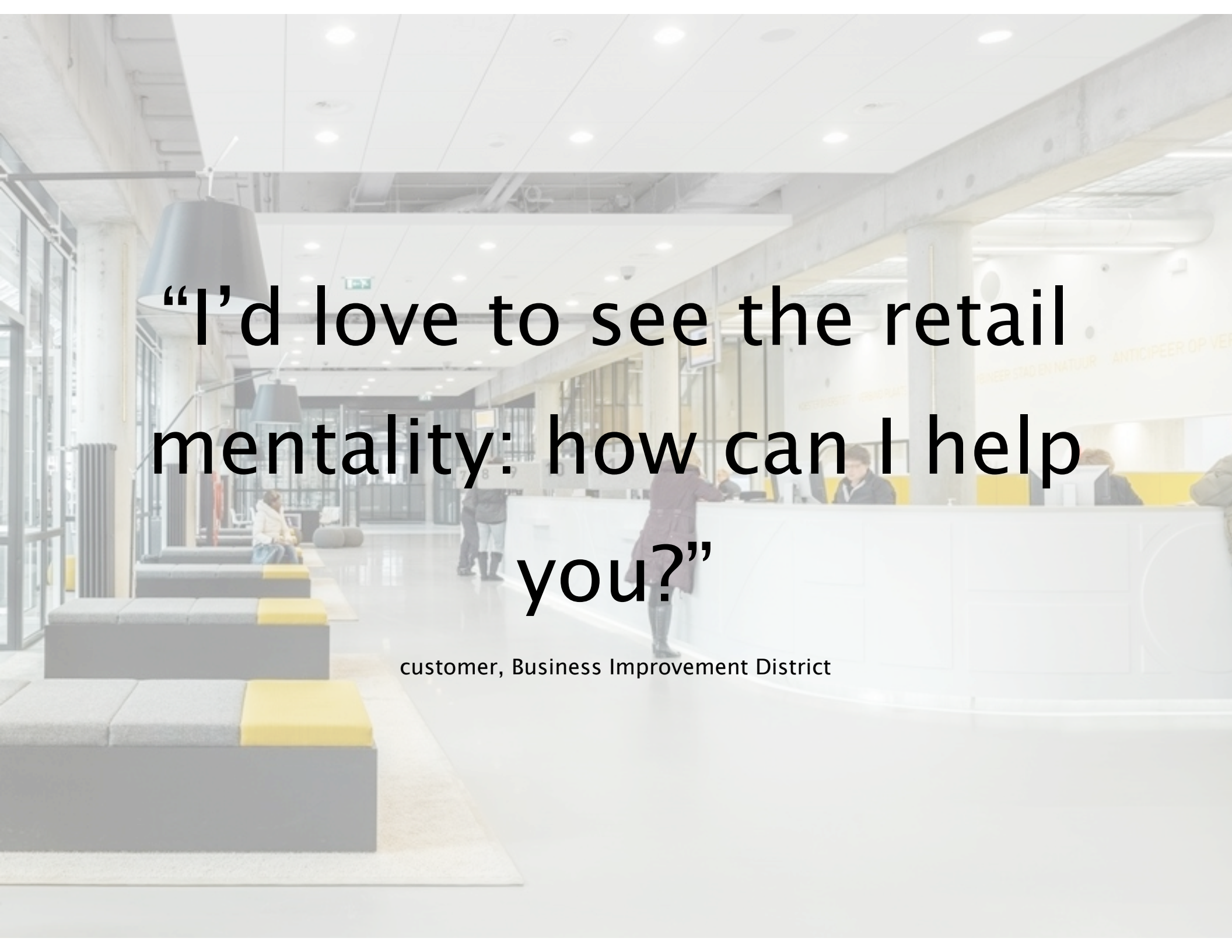
hain celestial / new hyde park, ny / a+i

one-stop-shop model.





almere burgerzaken / netherlands / fokkema & partners architecten



**“I’d love to see the retail
mentality: how can I help
you?”**

customer, Business Improvement District

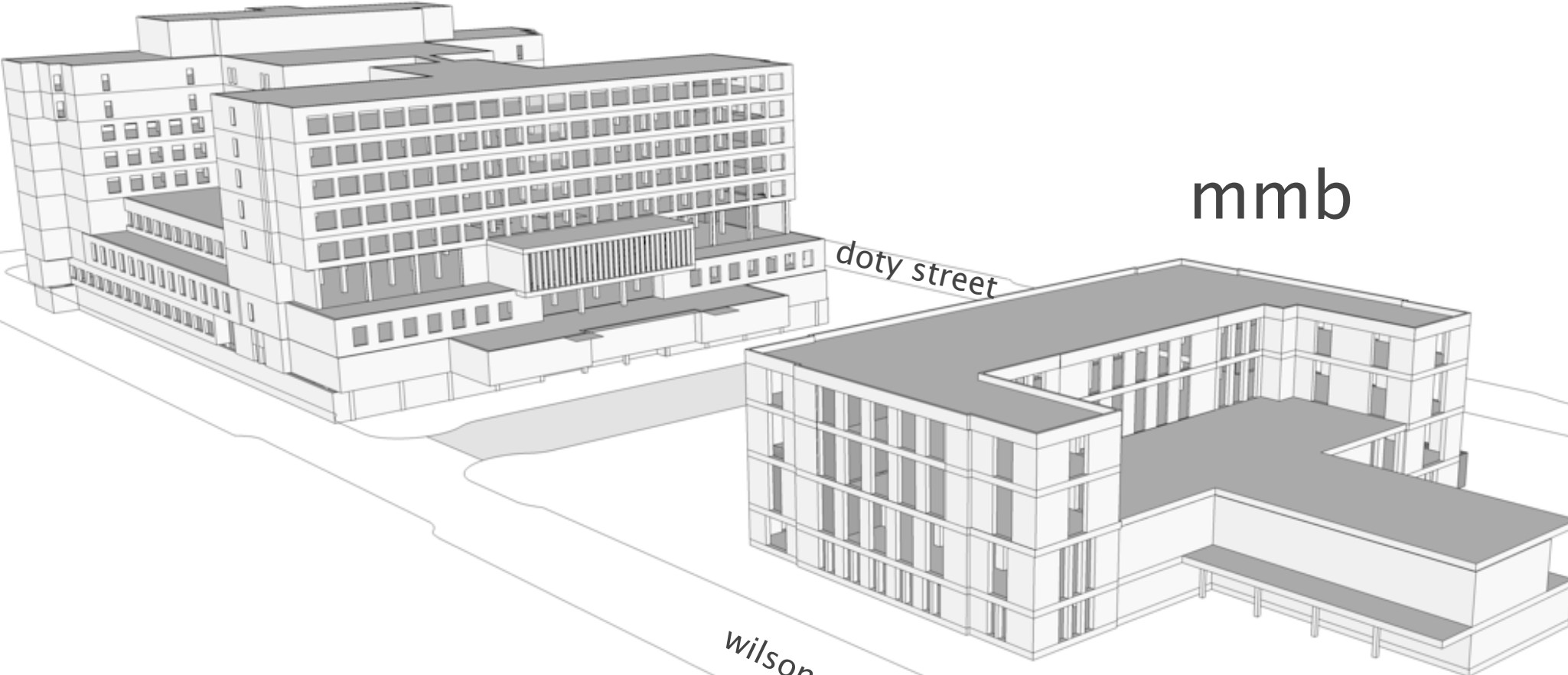
existing buildings.

ccb

mmb

doty street

wilson street



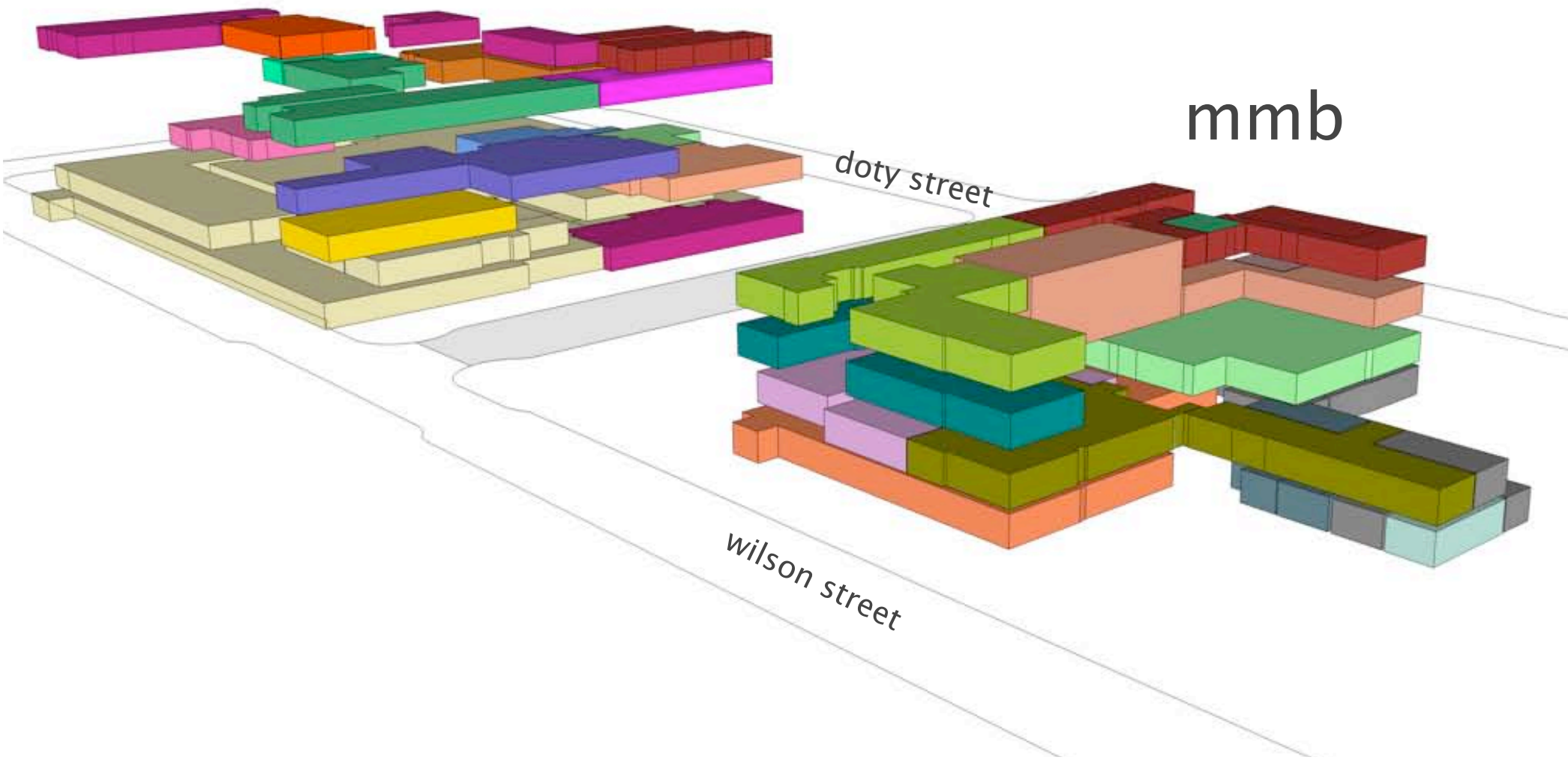
existing agency locations.

ccb

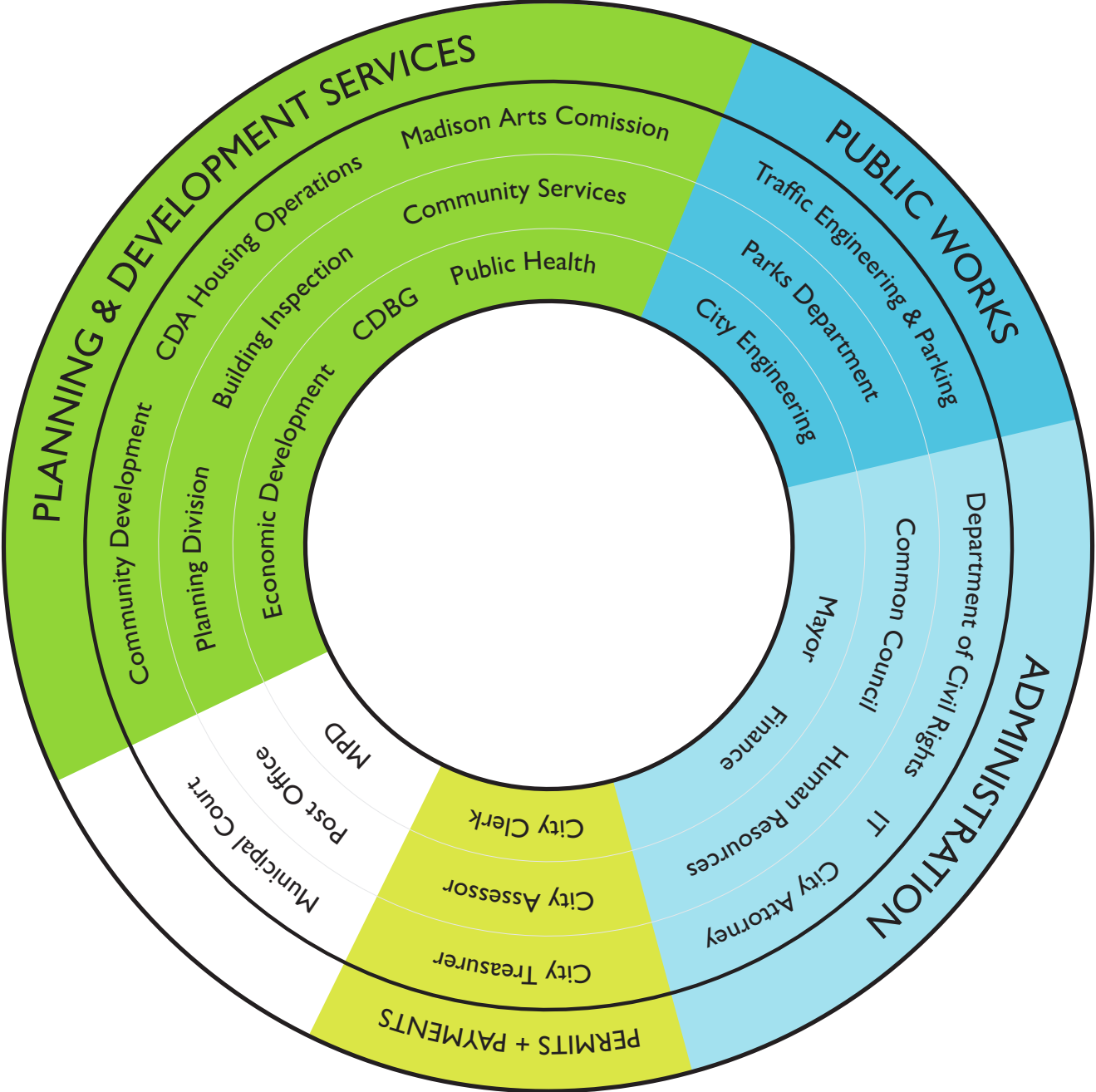
mmb

doty street

wilson street

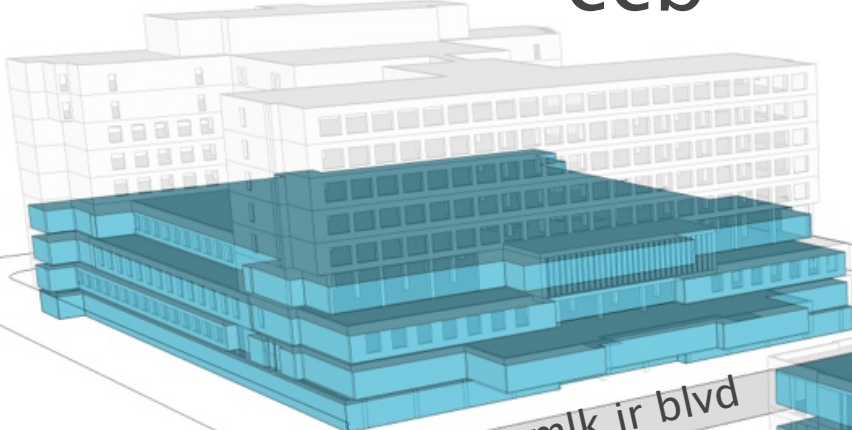


agency clusters.

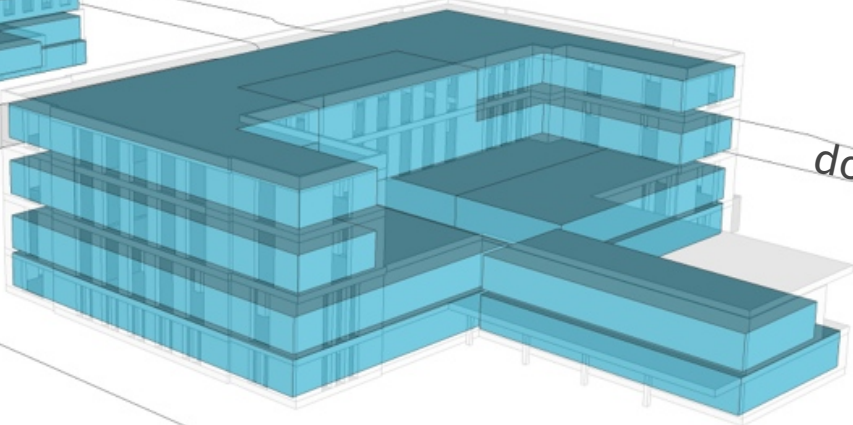


investigations.

ccb



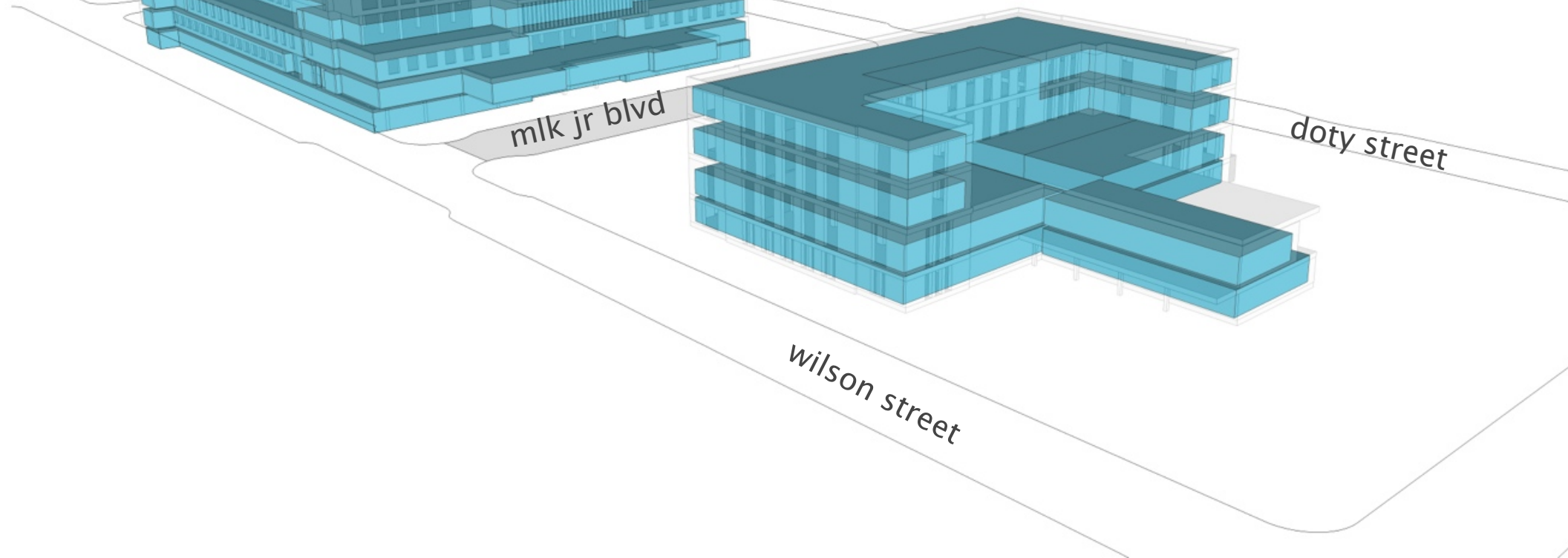
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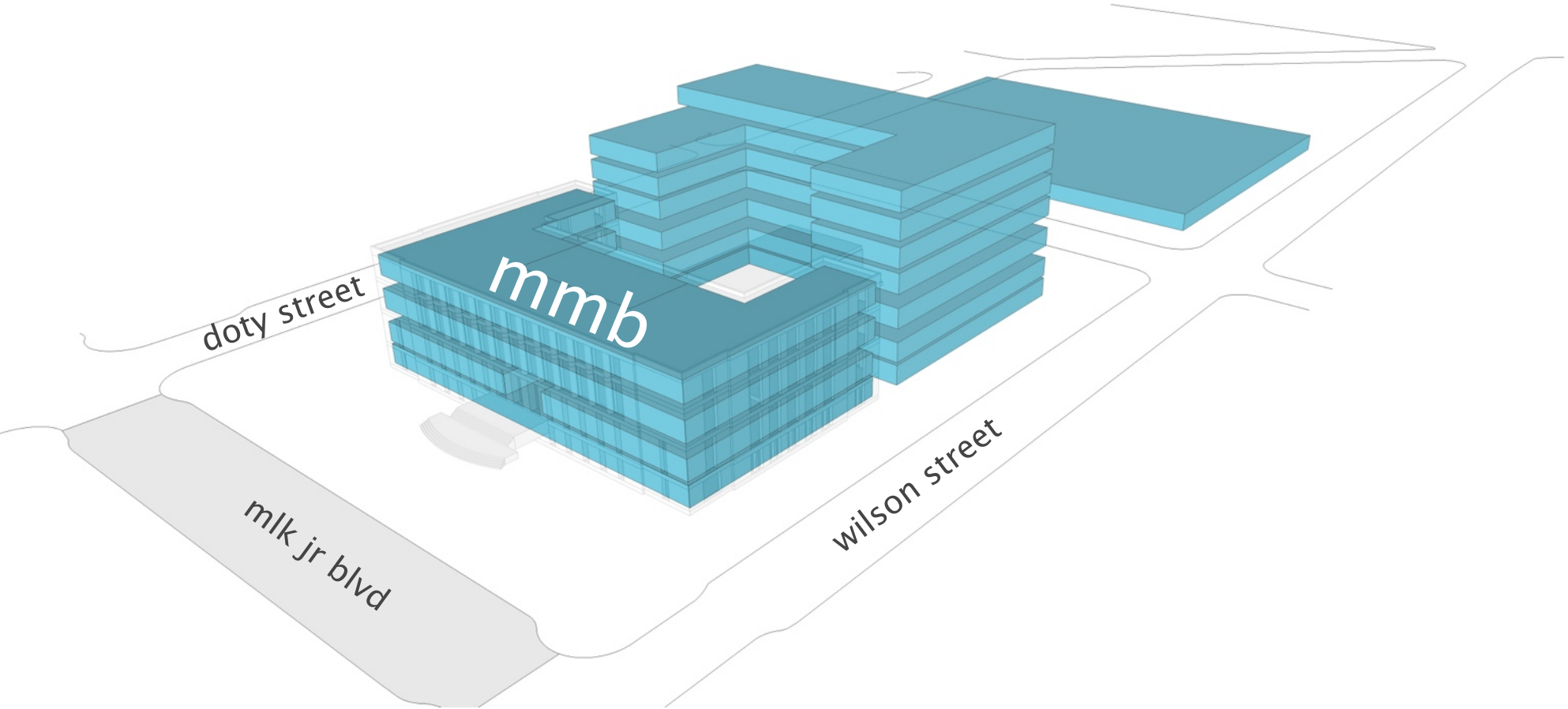
mlk jr blvd

doty street

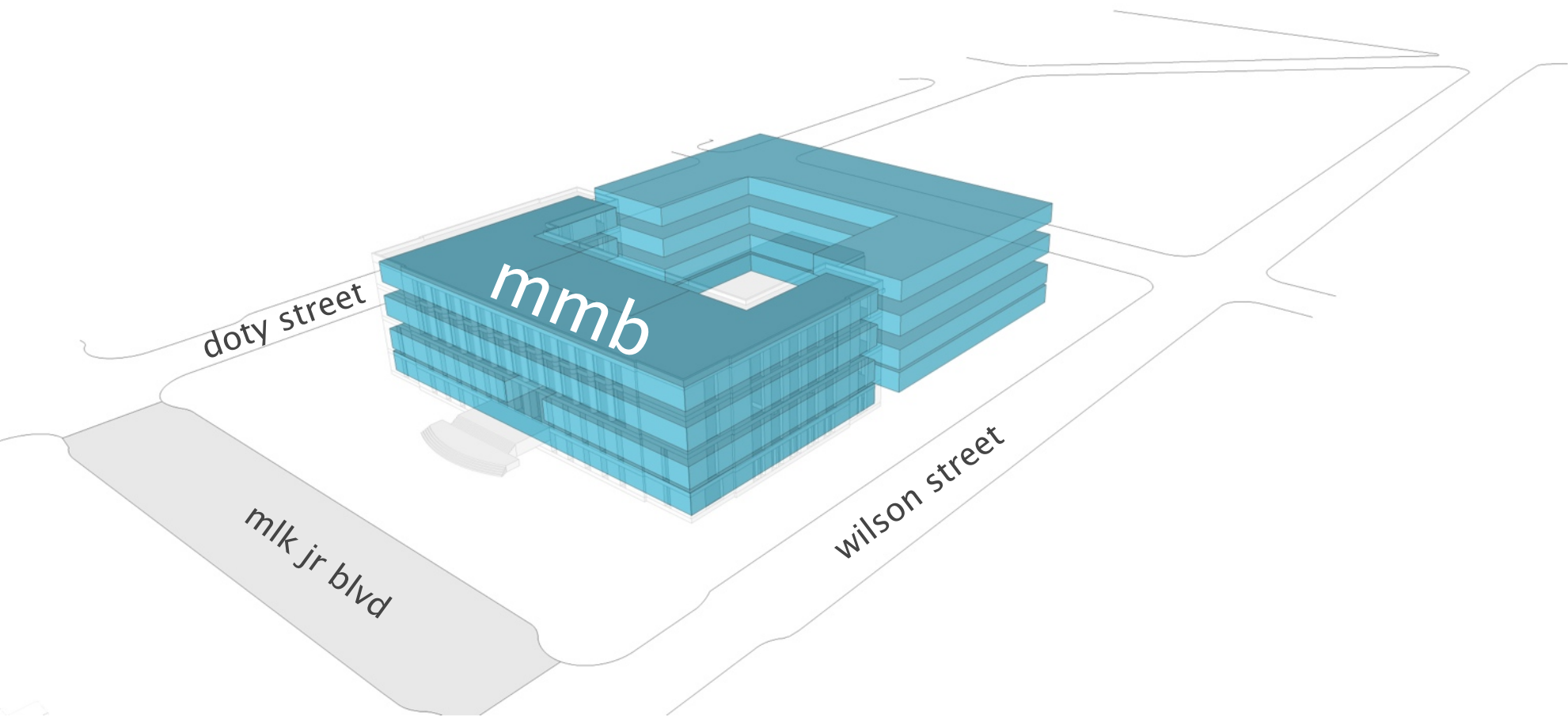
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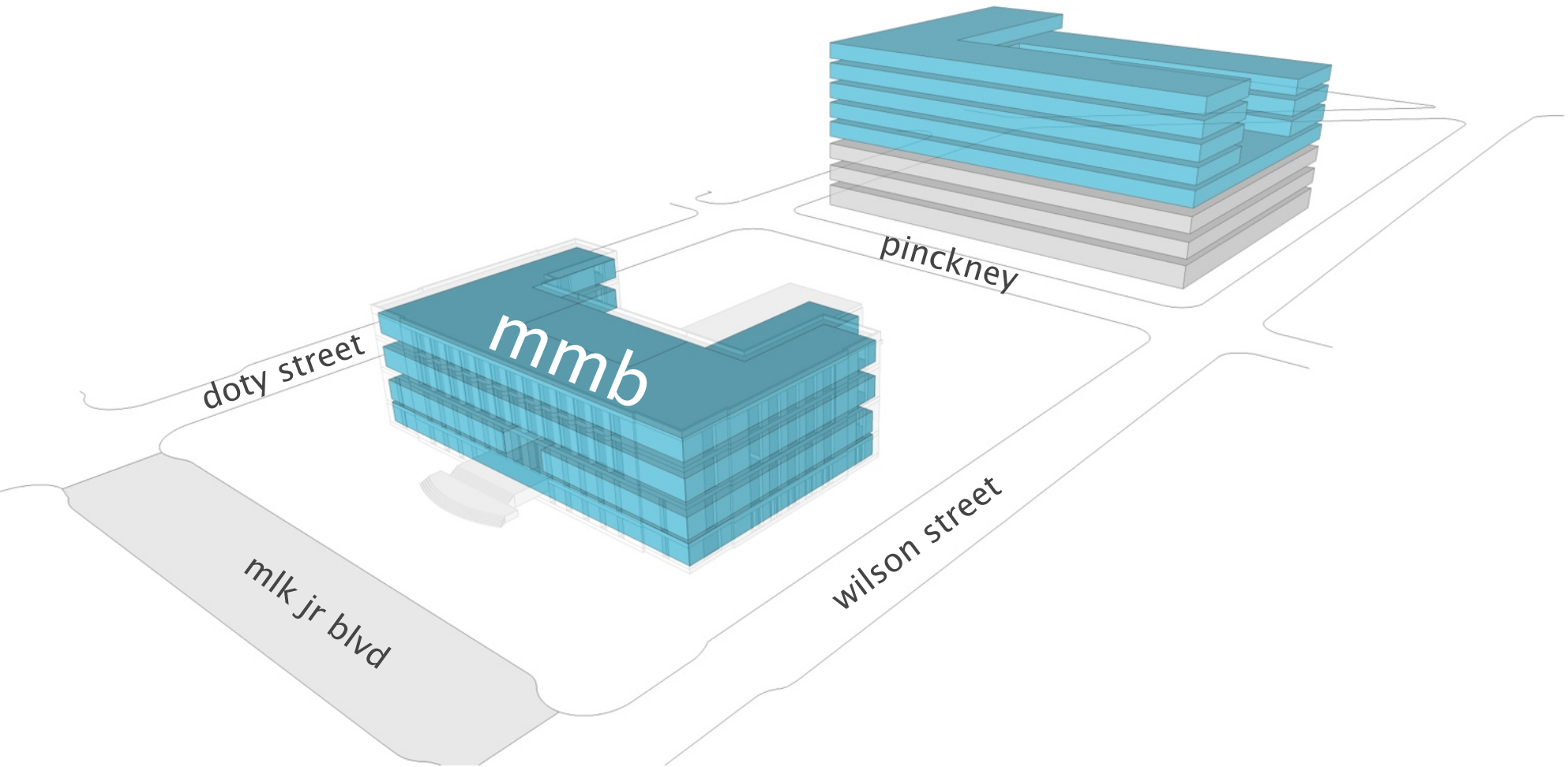
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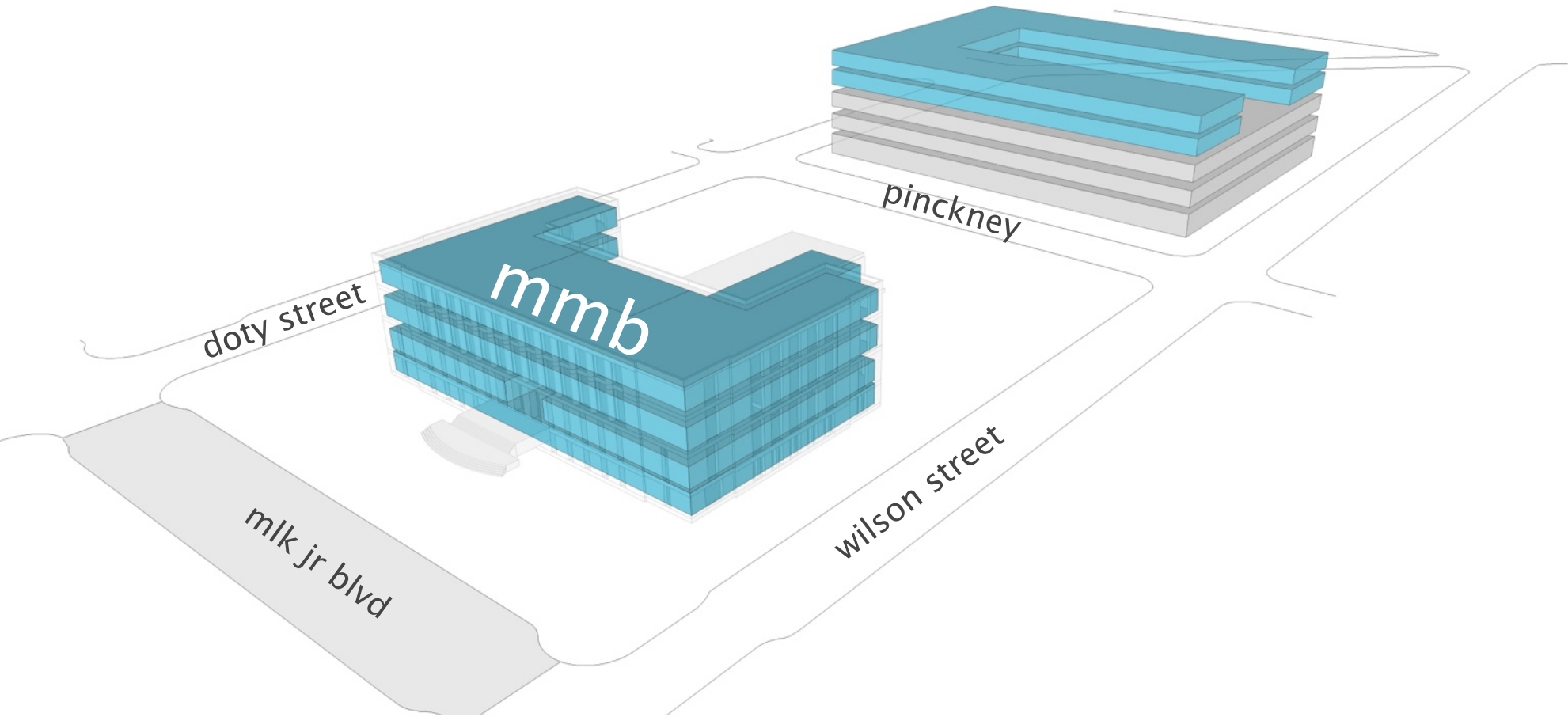
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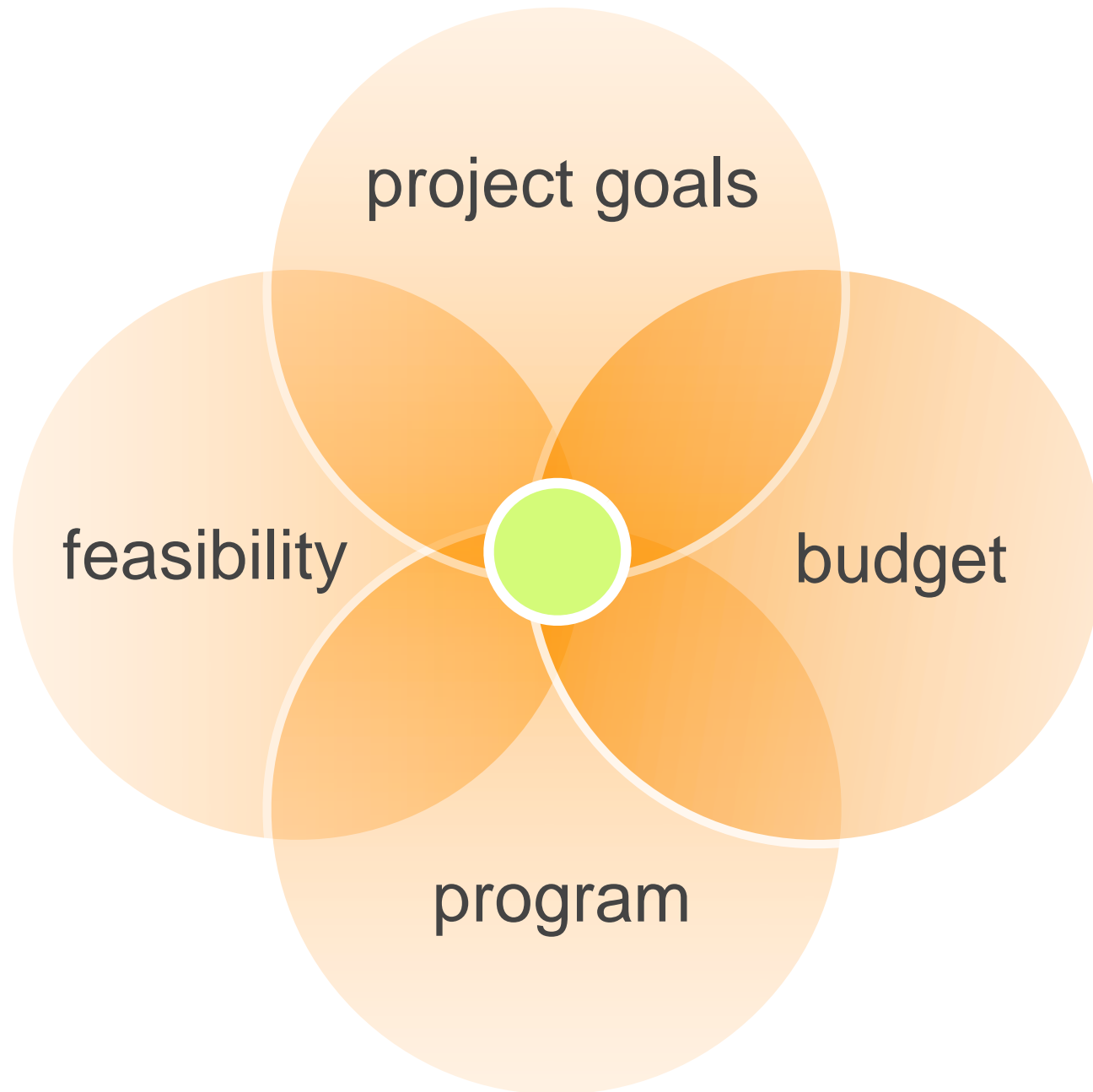
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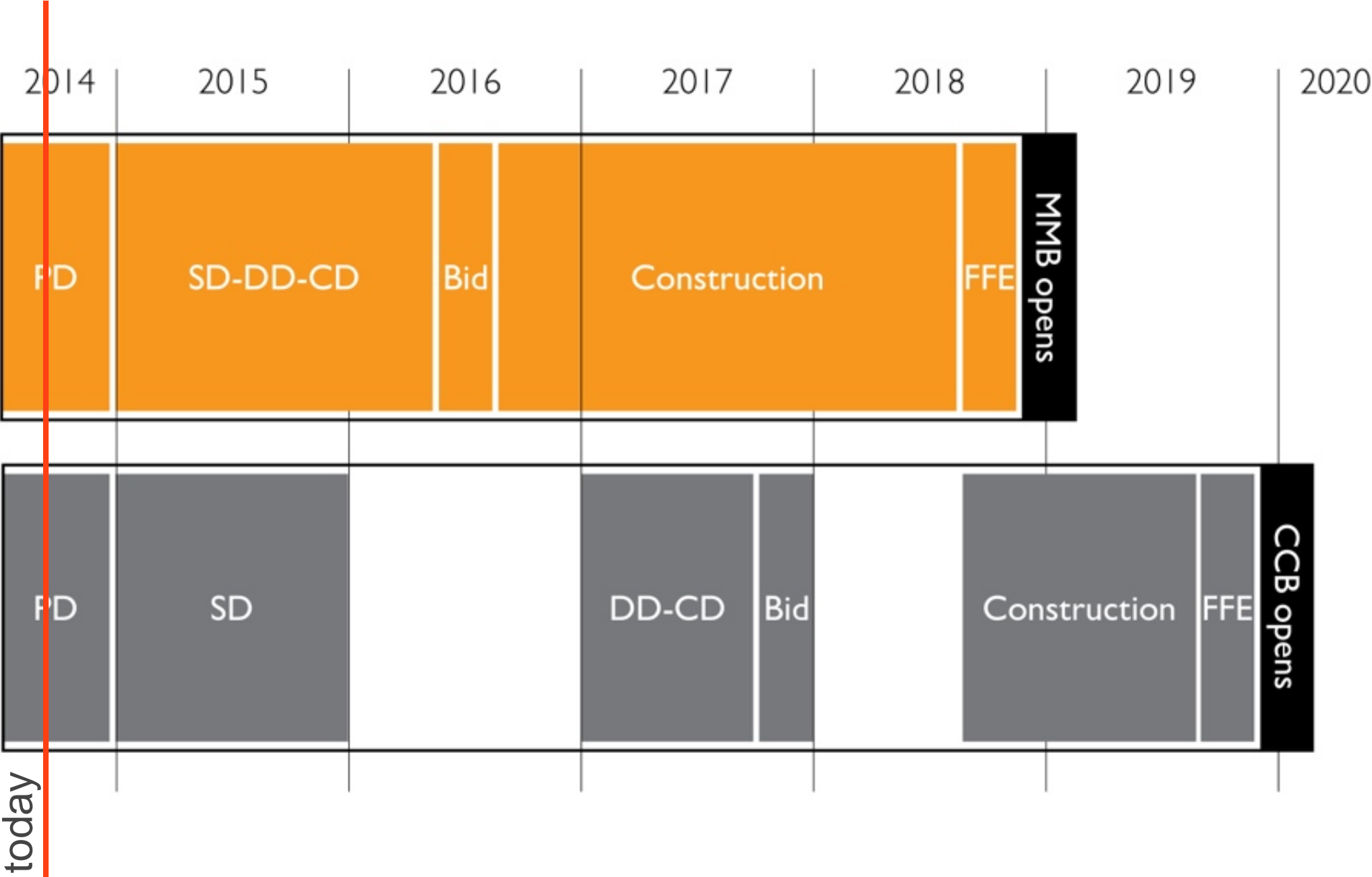
investigations.



pre-design.



next steps.



questions & input.