



PCC BUILDING PRE-DESIGN
JOINT CAMPUS AREA COMMITTEE PRESENTATION

UNIVERSITY OF WISCONSIN-MADISON

PROJECT: A-23-006 / 9950-2310

JANUARY 25, 2024

SMITHGROUP

INTRODUCTION

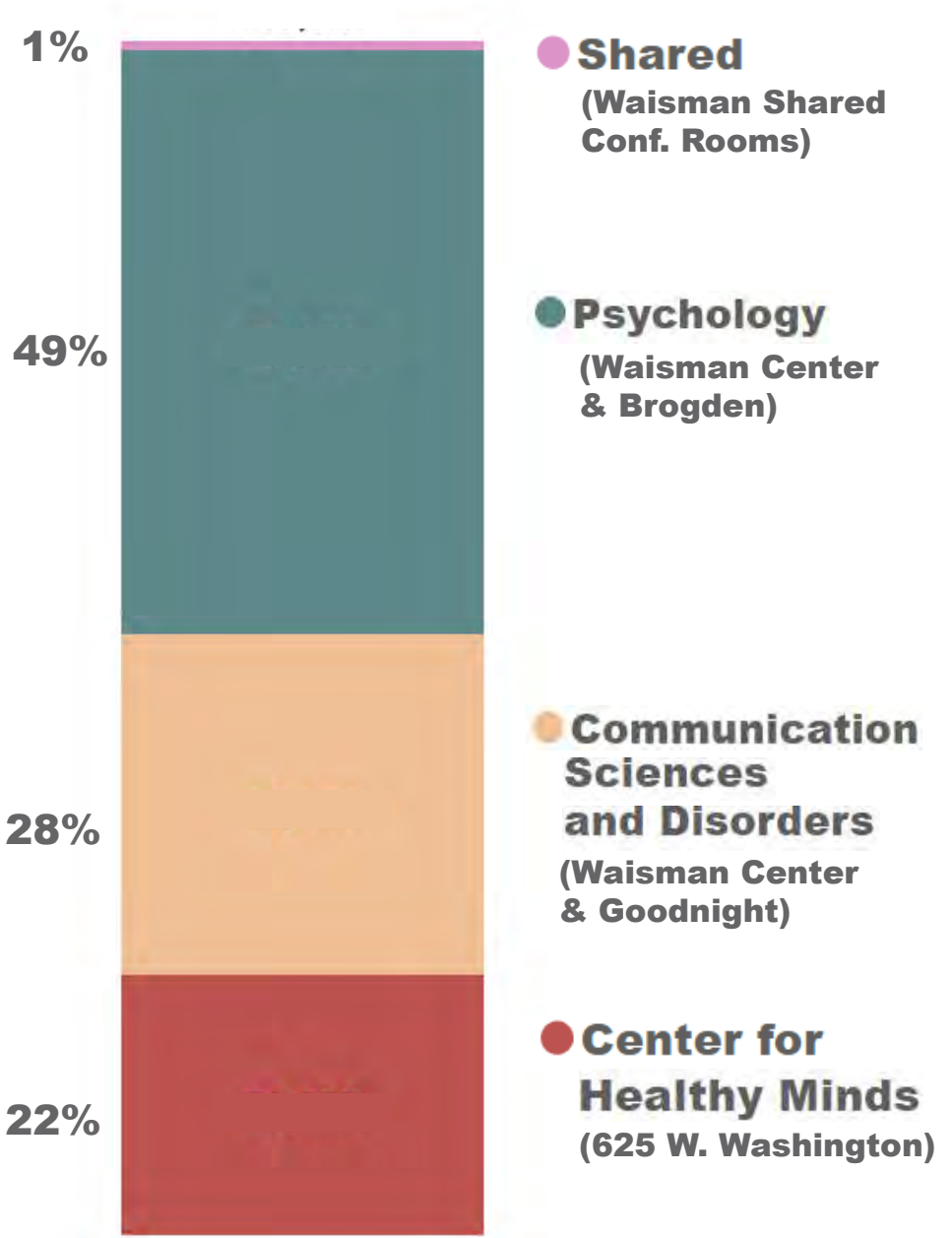
SmithGroup conducted a pre-design study for a new academic building to be shared by the Department of Psychology, Department of Communication Sciences and Disorders, and the Center for Healthy Minds – collectively referred to as the PCC.

The goals of the study were:

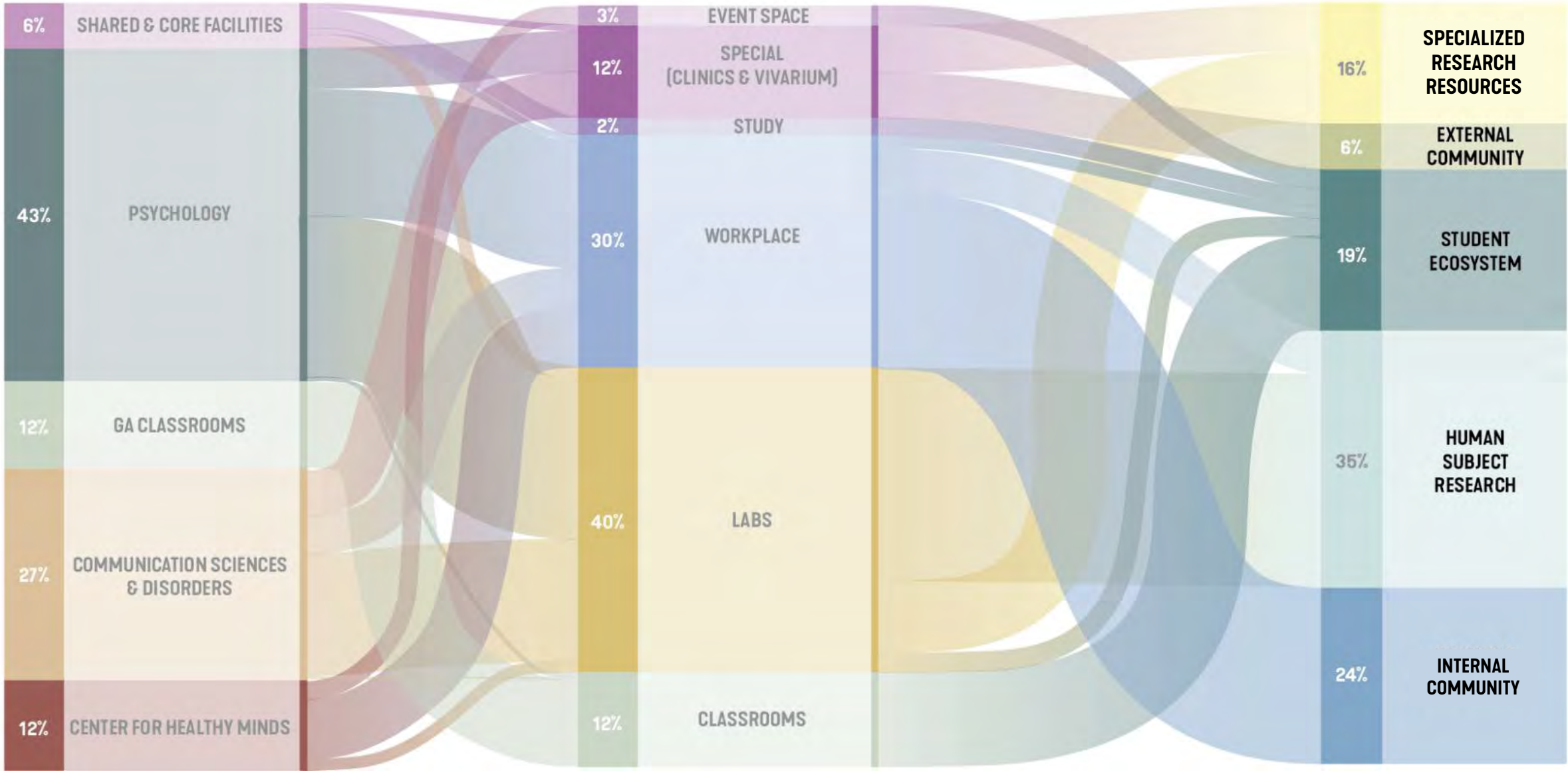
- Programming and Visioning
 - Evaluate existing departmental space and determine growth to develop a building program
 - Come to a collective vision and goals to determine a programming strategy
- Develop Approach
 - Evaluate the viability of 2 sites proposed by the university
 - Explore the solution for 1 site including test-fit plans, massing, and building system narratives

EXISTING SPACE ALLOCATIONS

BY PCC ENTITIES



PROGRAM EVOLUTION



DEPARTMENT SPACES

SPACE TYPES

USER EXPERIENCE

TABULAR PROGRAM BY UNIT

		PROPOSED TOTAL FUTURE PROGRAM		EFFICIENCY	GSF
FICM Code	Space Name	# Spaces	Total NSF		
CENTER FOR HEALTHY MINDS					
		258	19,788	55%	35,978
200	LABS	16	3,014		
300	OFFICE	242	16,774		
COMMUNICATION SCIENCES & DISORDERS					
		258	39,959	55%	72,652
100	CLASSROOMS	1	750		
500	SPECIAL	52	6,945		
200	LABS	113	21,800		
300	OFFICE	92	10,464		
PSYCHOLOGY					
		582	78,186	55%	142,156
100	CLASSROOMS	3	1,150		
500	SPECIAL	22	5,270		
200	LABS	207	36,504		
300	OFFICE	350	35,262		

		PROPOSED TOTAL FUTURE PROGRAM		EFFICIENCY	GSF
FICM Code	Space Name	# Spaces	Total NSF		
VIVARIUM					
		114	27,805	55%	50,555
200	LABS	68	11,538		
500	SPECIAL	46	16,267		
SHARED & CORE FACILITIES					
		54	29,375	55%	53,409
200	LABS	39	15,675		
300	OFFICE	5	2,250		
400	STUDY	2	5,000		
500	SPECIAL	5	550		
600	GENERAL	2	5,400		
WWW	CIRCULATION	1	500		
GENERAL ASSIGNMENT CLASSROOMS					
		7	18,575	55%	33,773
100	CLASSROOMS	7	18,575		
		Total NSF		Efficiency	Total GSF
TOTALS		213,688		55%	388,523

INTERNAL COMMUNITY:

Spaces that create the departmental home for faculty, staff, and students.

- Departmental offices and workstations
- PI offices
- Workplace support (conference, lounge, workroom, storage, etc.)



HUMAN SUBJECT RESEARCH:

Space allocated for PIs and their research teams that support research endeavors.

- PI Research Dry Labs
- Research team workstations (grads and undergrads)
- Computer Labs
- Waiting Rooms
- Shared Large Research Dry Labs



STUDENT ECOSYSTEM:

Spaces that define the student experience for majors and non-majors

- Classrooms
- Class Labs
- Study Spaces
- Multipurpose Room
- Advising
- Open Computer Labs



EXTERNAL COMMUNITY:

Spaces that are
typically accessed by
those external to the
UW Madison campus

- All Clinic spaces



SPECIALIZED RESEARCH RESOURCES:

Spaces that are purpose built to support research in all departments, typically requiring unique infrastructure and building systems to function.

- Vivarium, Shops, Anechoic Chamber, Sound Booths, Computing Space, VR/AR, Ultra Low Freezers



THE BIG PICTURE: FACILITATING INTERPERSONAL RELATIONSHIPS



A group of diverse people are gathered around a table in a meeting room, engaged in a discussion. In the background, a spiral staircase is visible. The scene is dimly lit, with a warm, ambient glow. The text is overlaid on the image in a bold, white, sans-serif font.

A **DESTINATION FACILITY** FOR RESEARCH CONNECTED TO THE
AREAS OF BRAIN, MIND, COMMUNICATION, AND HEALTHY FUNCTIONING.

WHERE **SYNERGIES COME** AND EXCITING **IDEAS FORM**



THE SITE

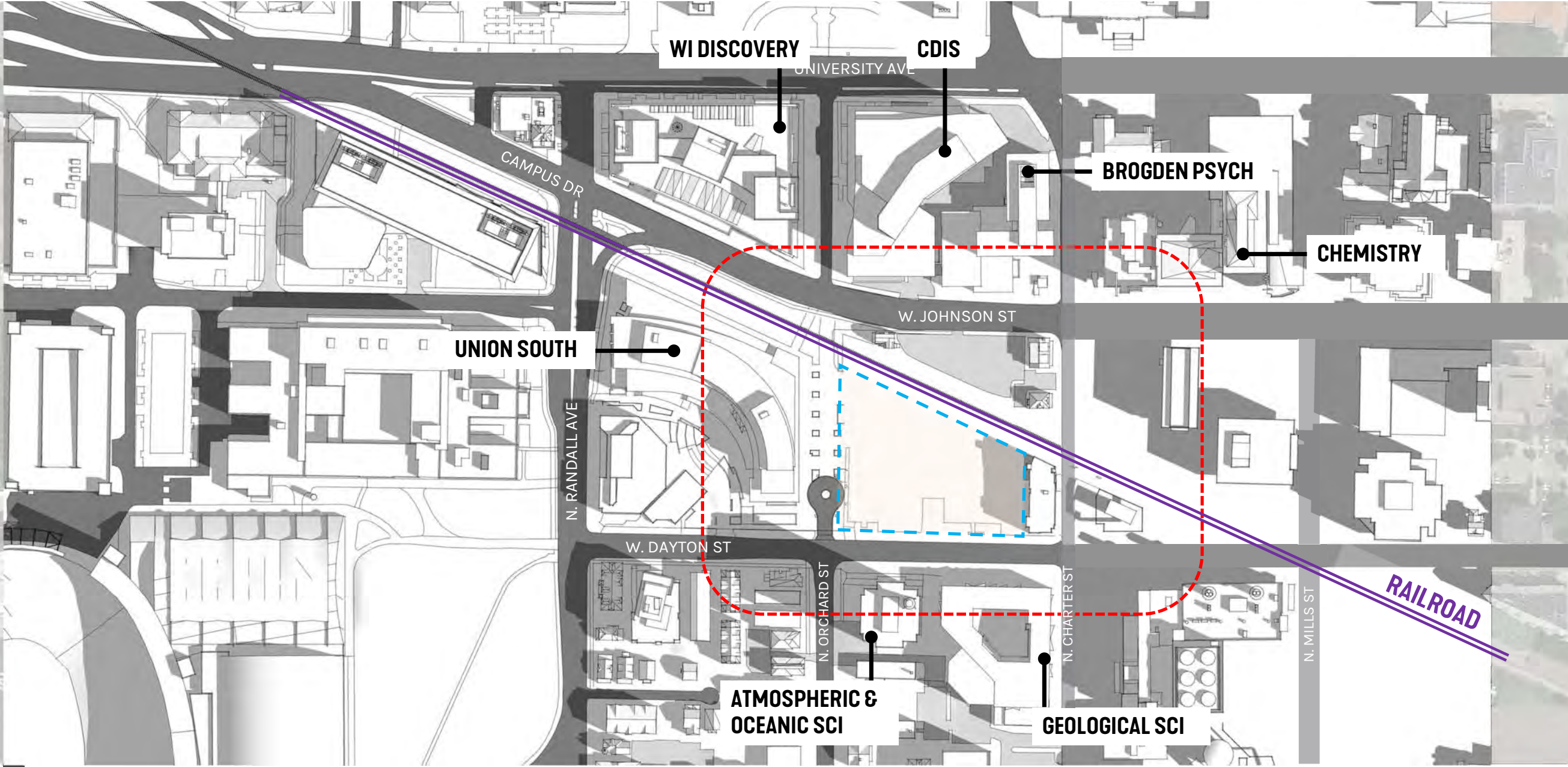
L A K E M E N D O T A



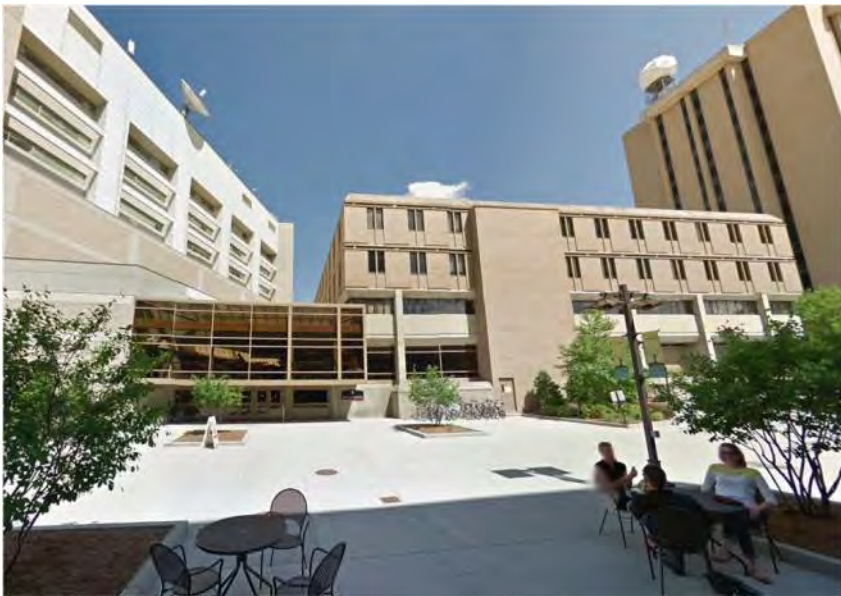
SOUTH CAMPUS NEIGHBORHOOD



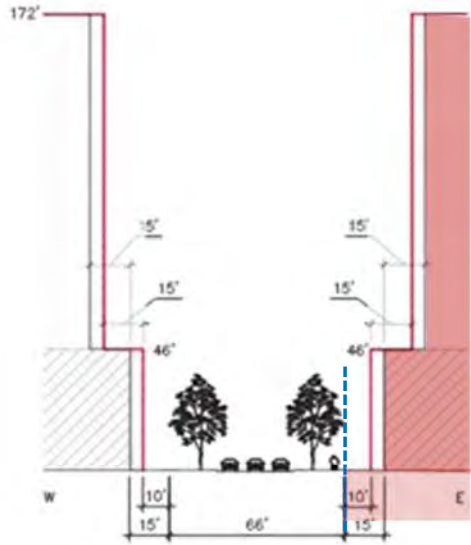
ADJACENCIES



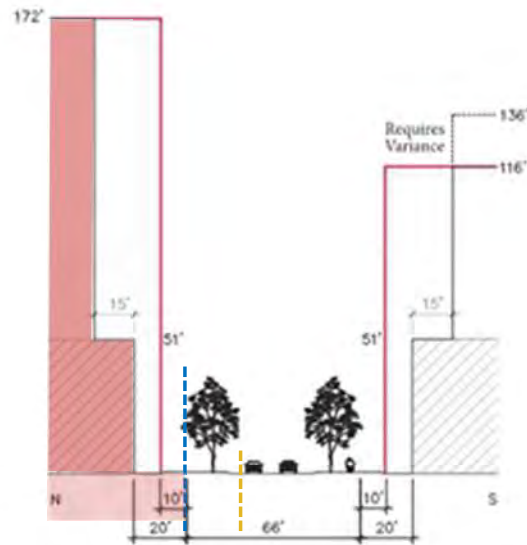
EXISTING BUILDING



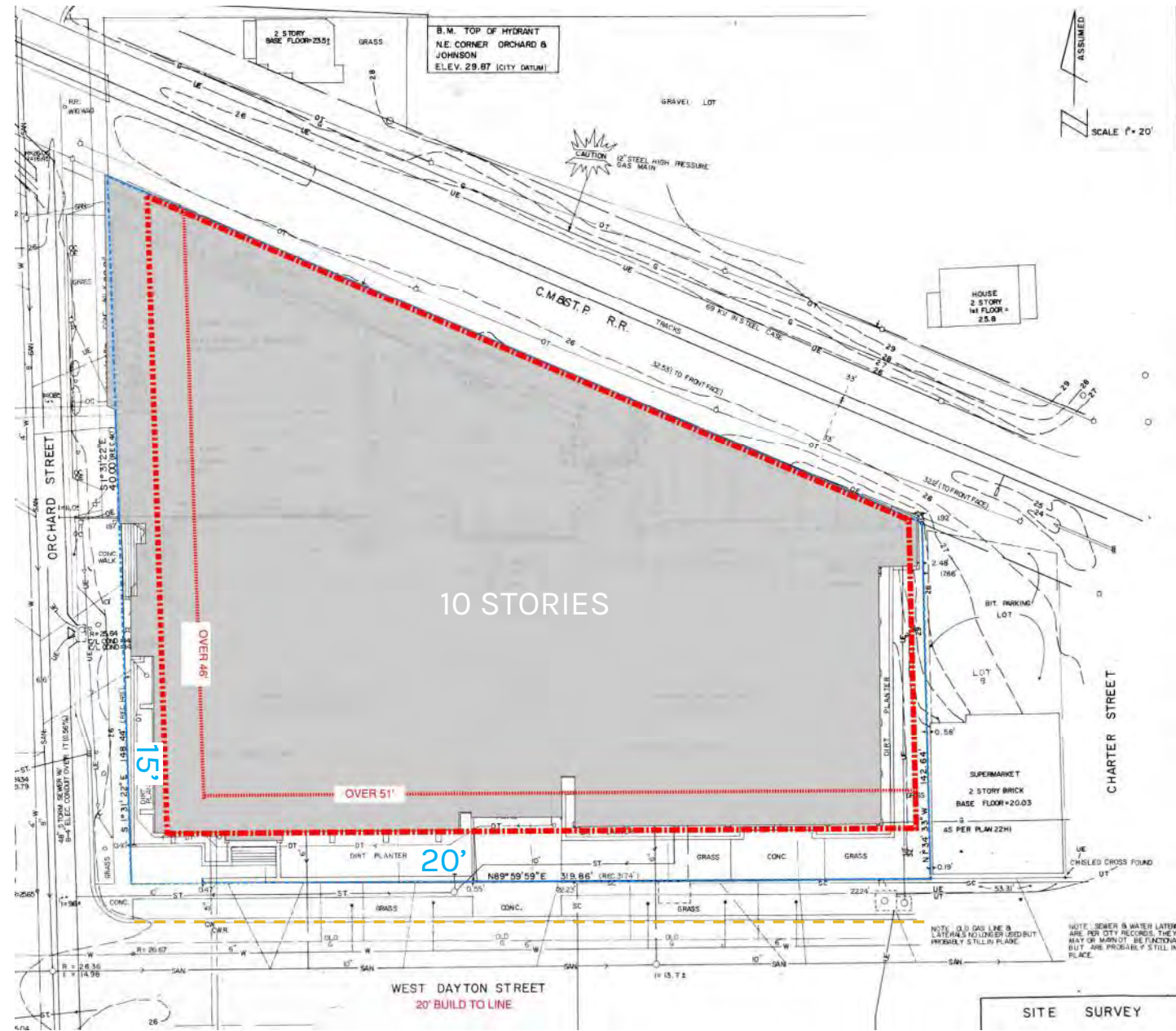
CAMPUS DESIGN GUIDELINES



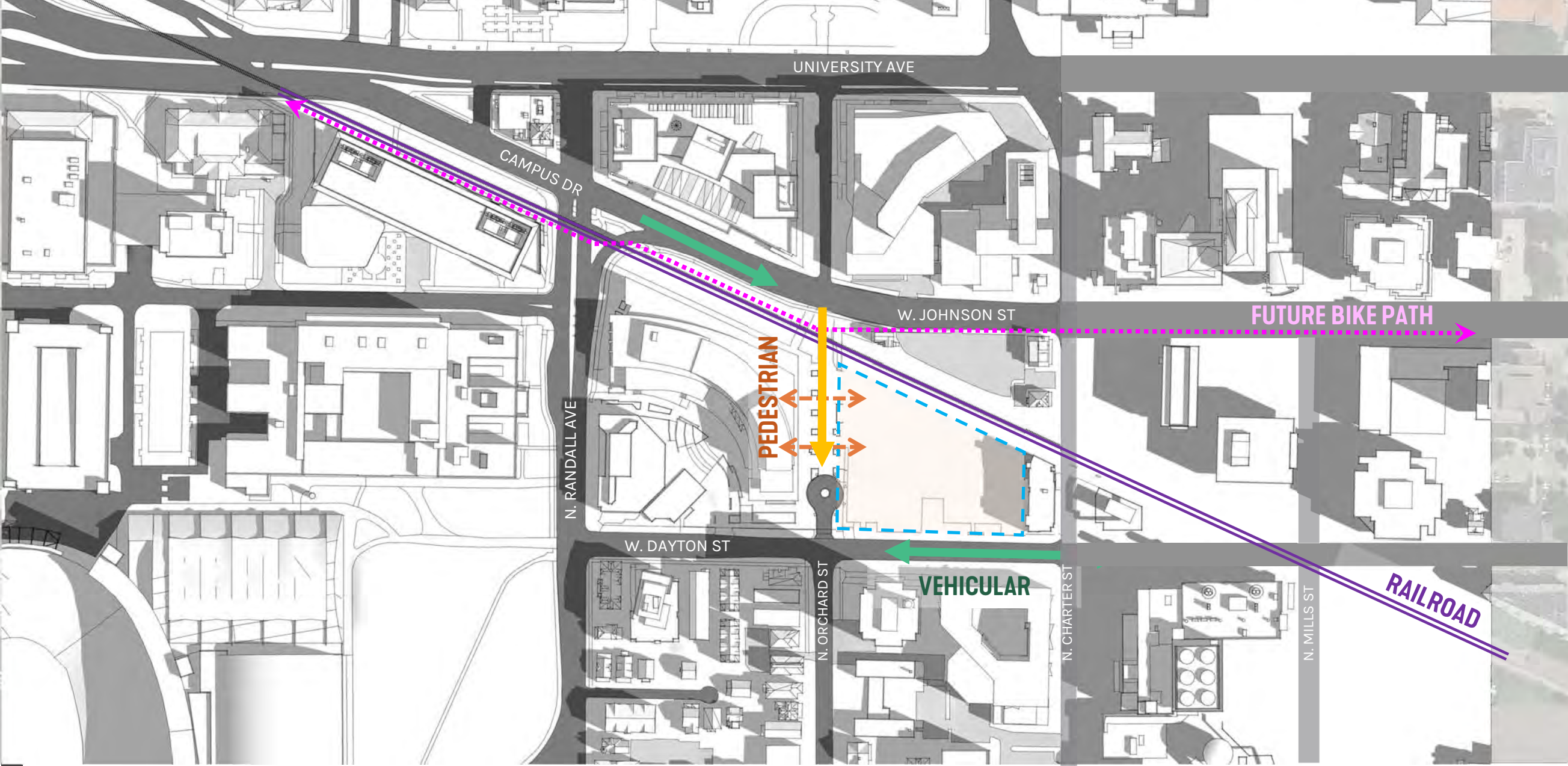
N. Orchard St. - W. Dayton St. to University Ave.
(View North)



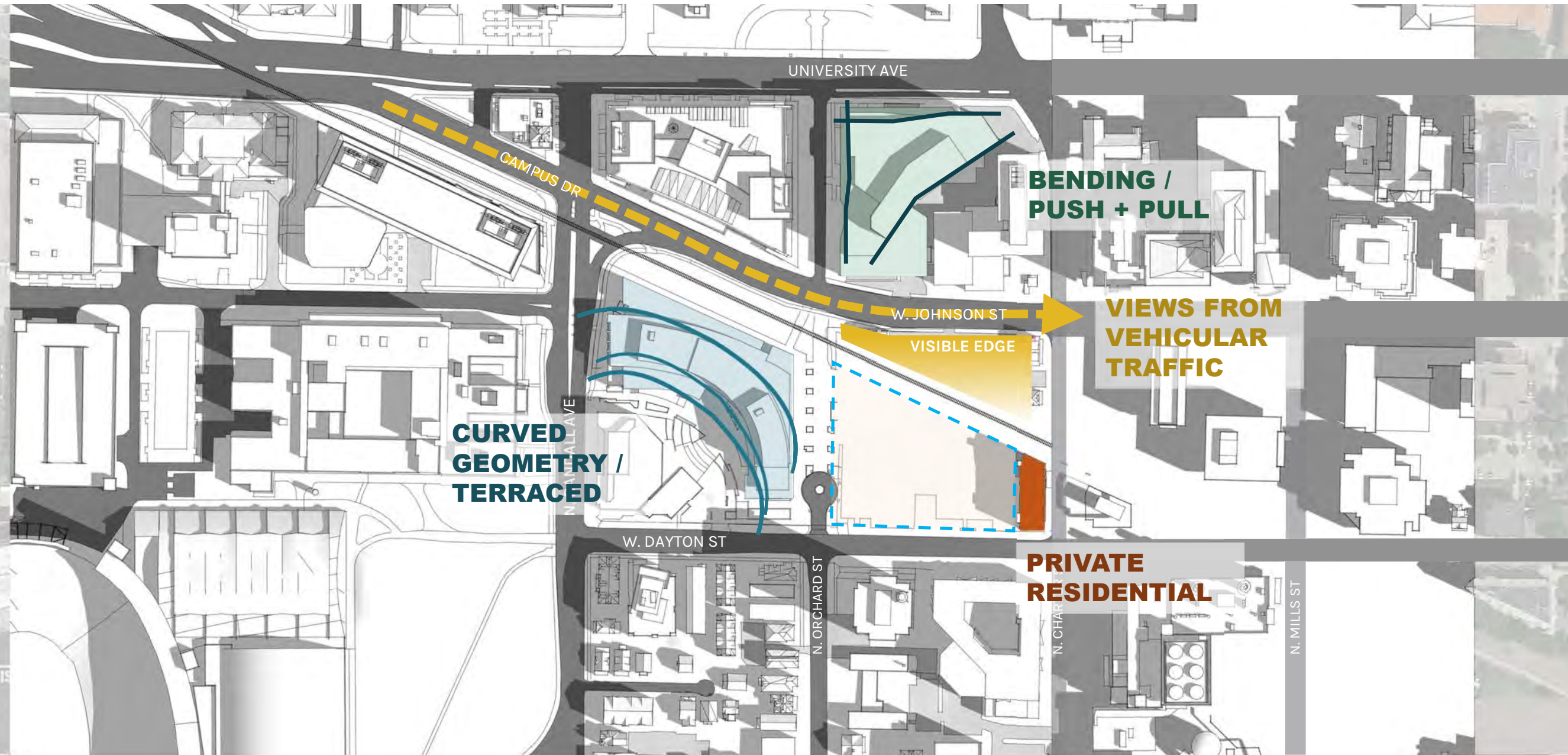
W. Dayton St. - N. Randall St. to Park St.
(View East)



SITE



SITE



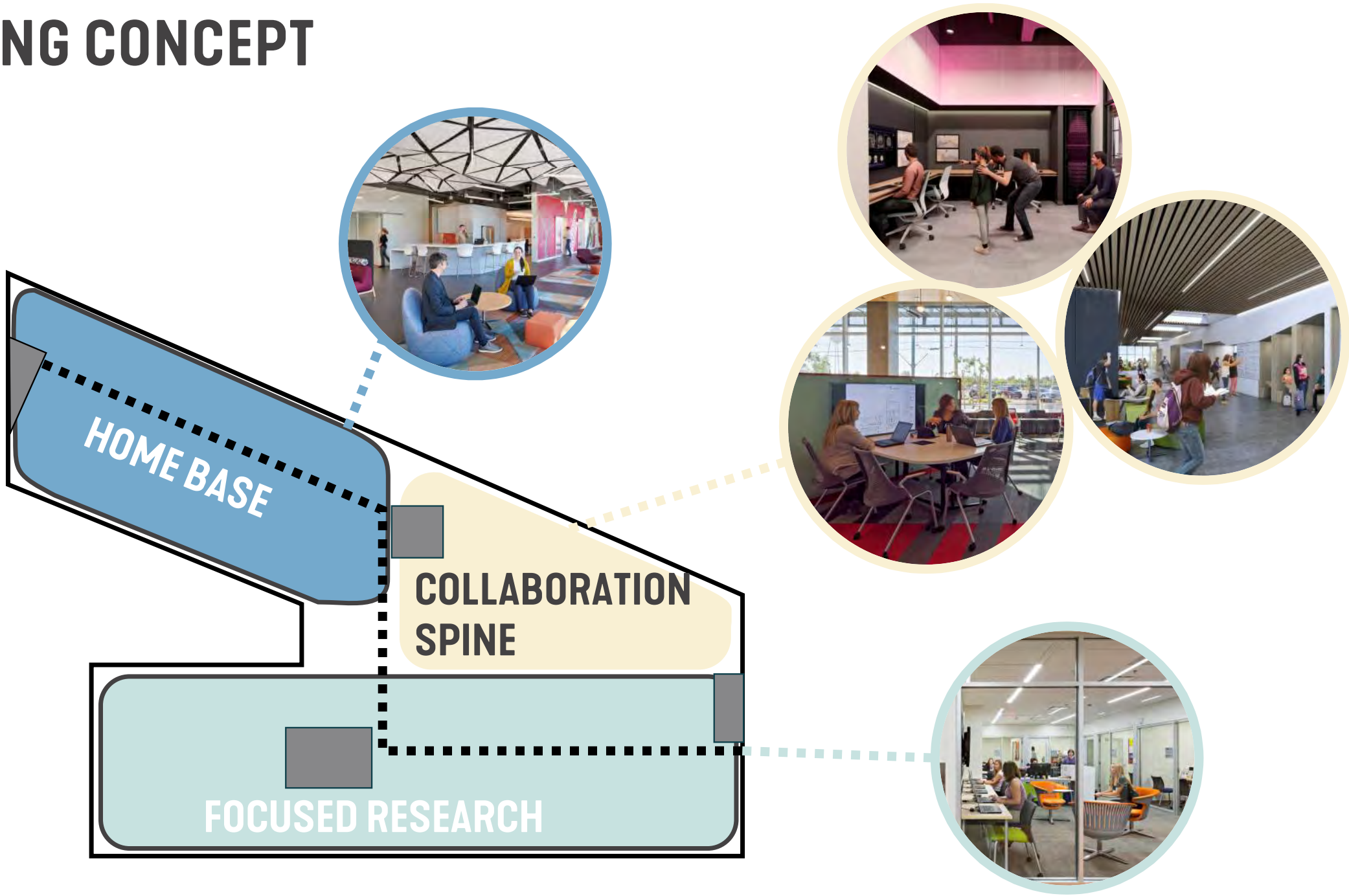


OPTION 1

ADAPTIVE REUSE

PLANNING CONCEPT

OPTION 1



SITE LOGISTICS

OPTION 1

- Entrances
- Parking entrance
- Loading / Trash
- Bus logistics



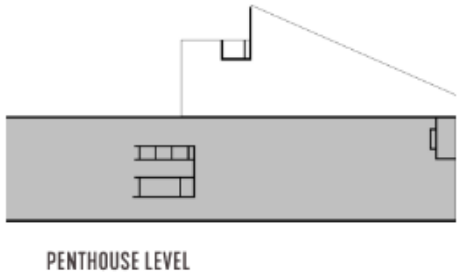
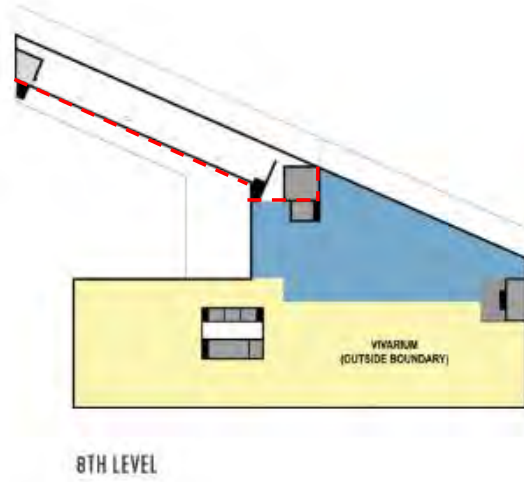
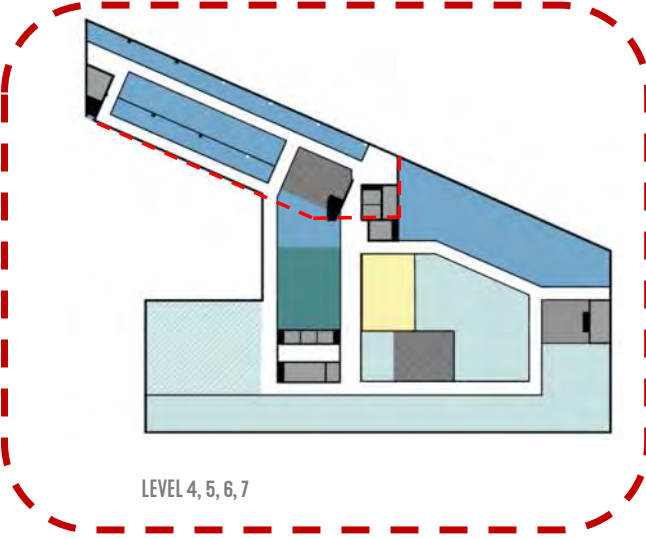
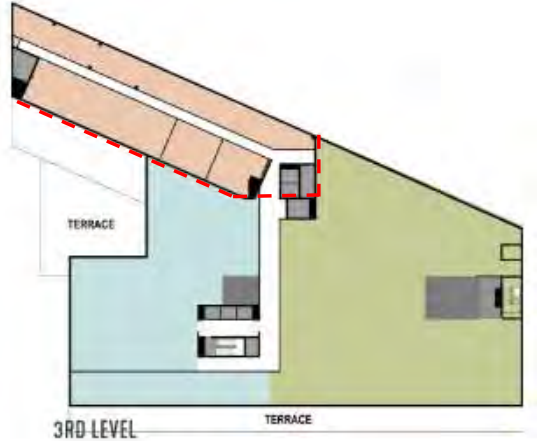
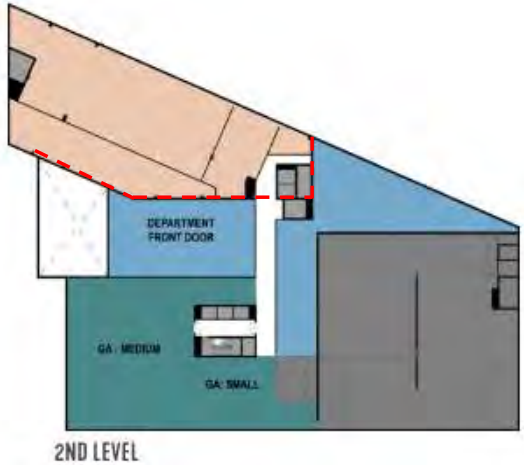
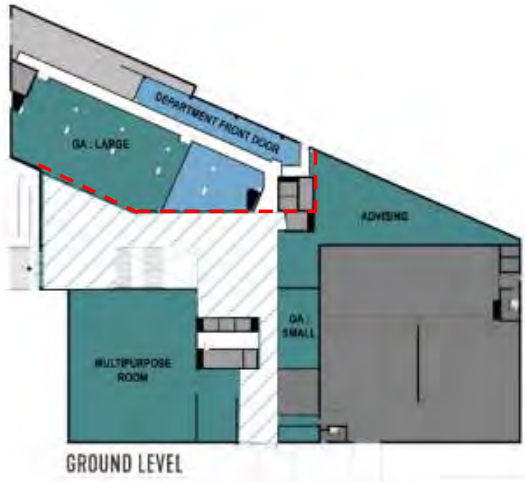
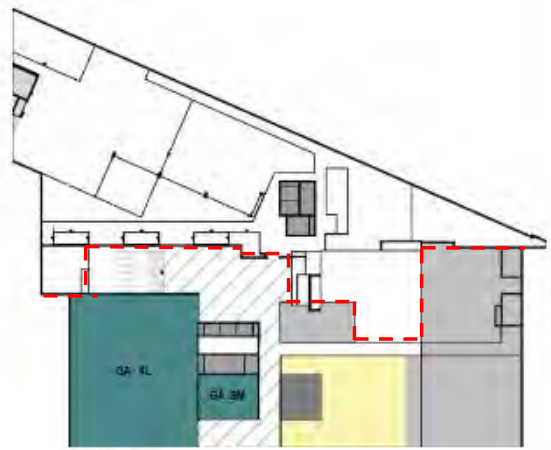
FIRST FLOOR EXPERIENCE

OPTION 1



FLOOR PLANS

OPTION 1



MASSING

OPTION 1 – NW CORNER



MASSING

OPTION 1 – SW CORNER



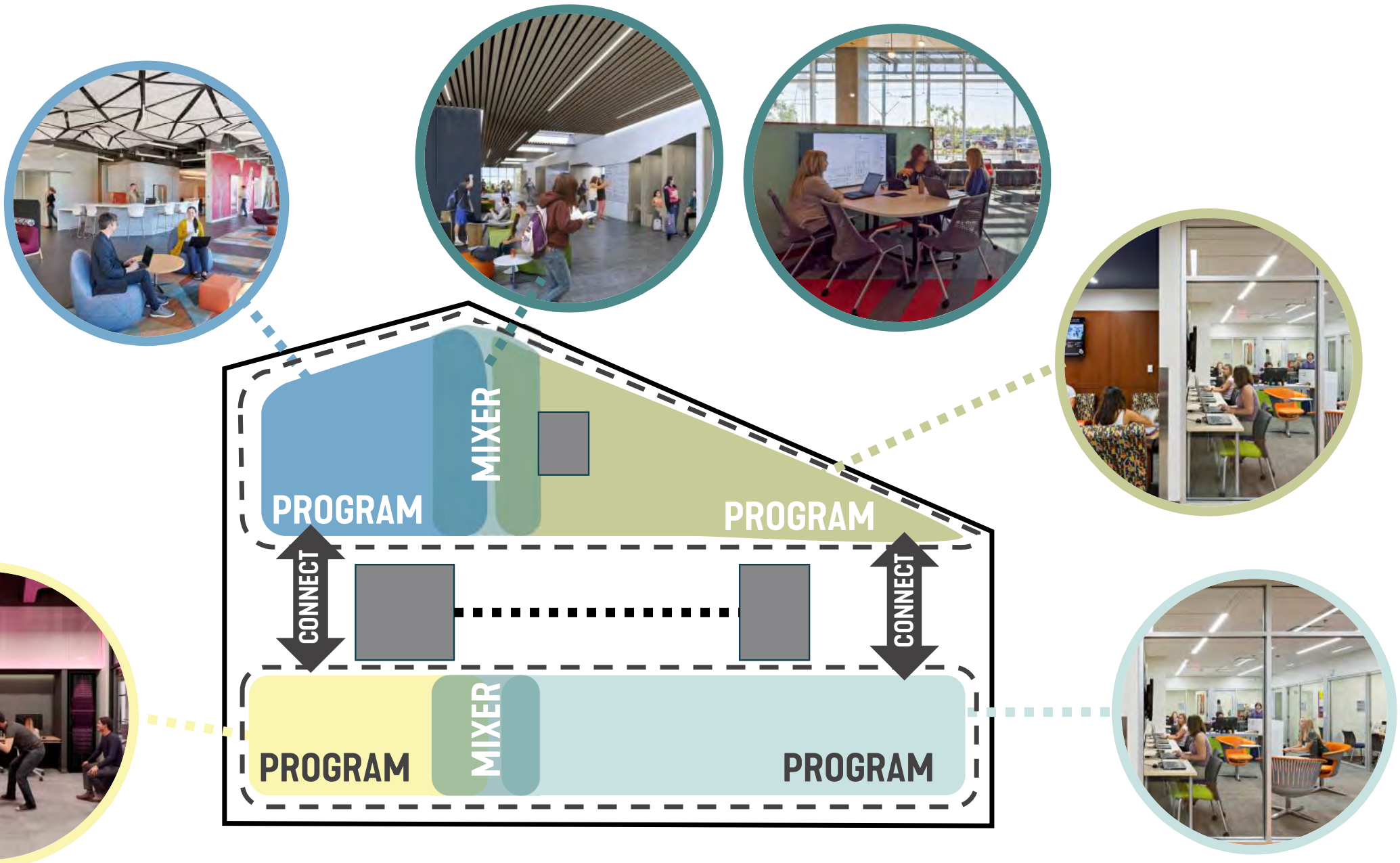


OPTION 2

NEW CONSTRUCTION

PLANNING CONCEPT

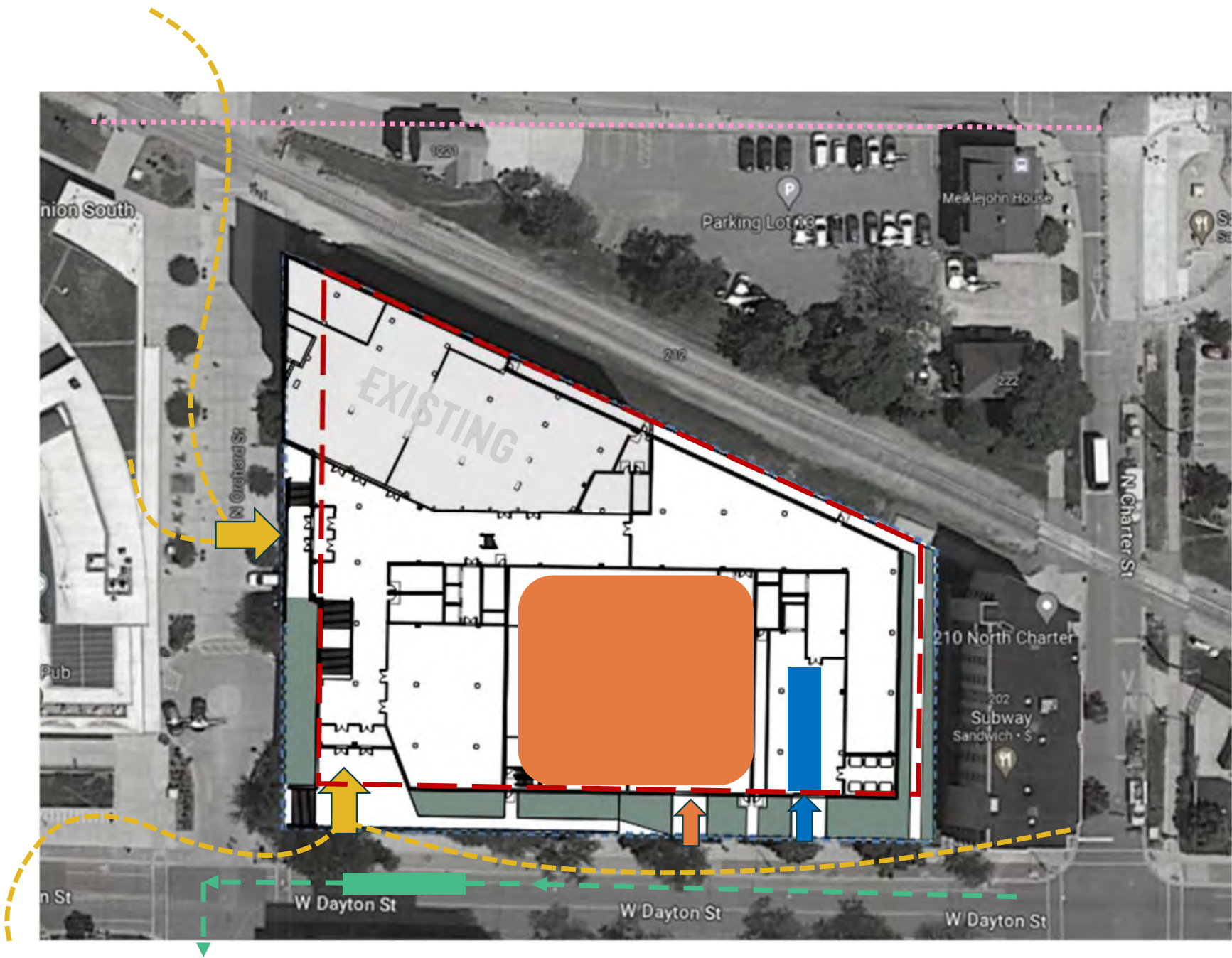
OPTION 2



SITE LOGISTICS

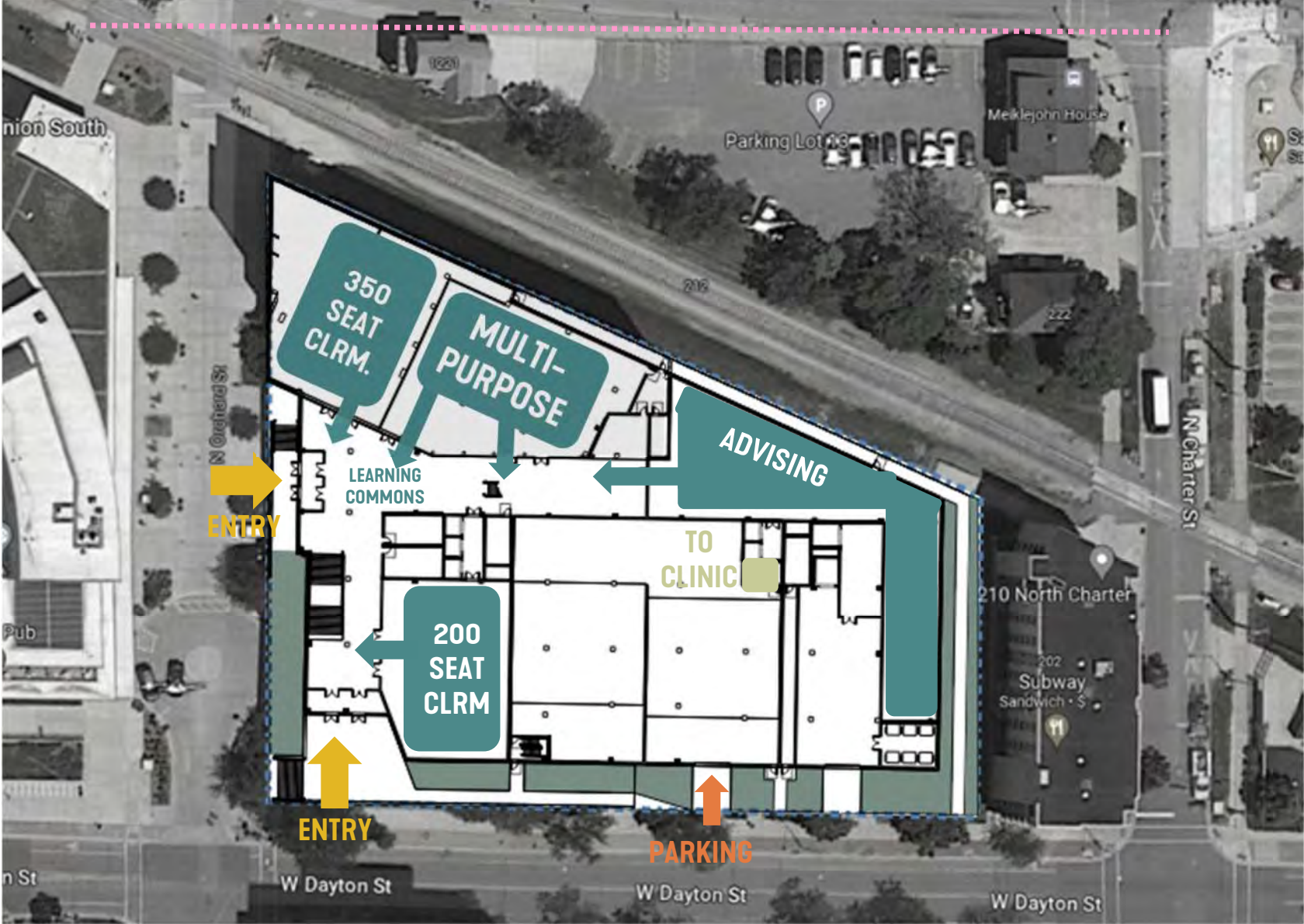
OPTION 2

- Entrances
- Parking entrance
- Loading / Trash
- Bus logistics



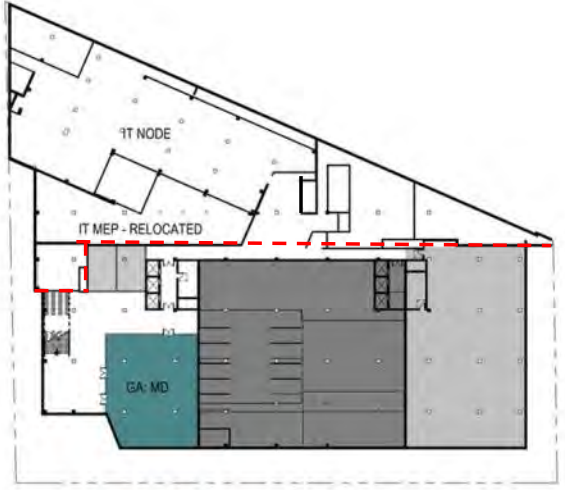
FIRST FLOOR EXPERIENCE

OPTION 2



FLOOR PLANS

OPTION 2



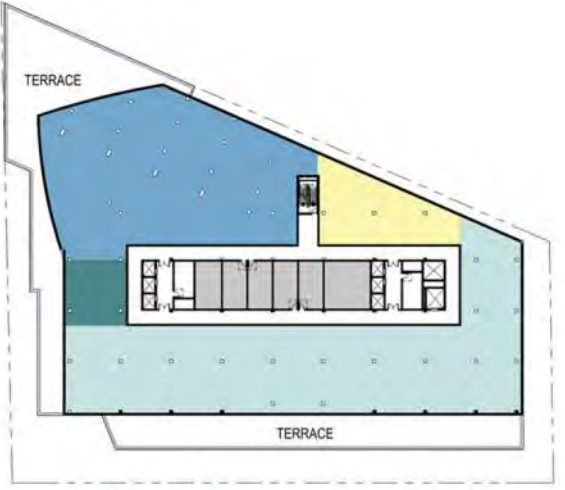
LOWER LEVEL



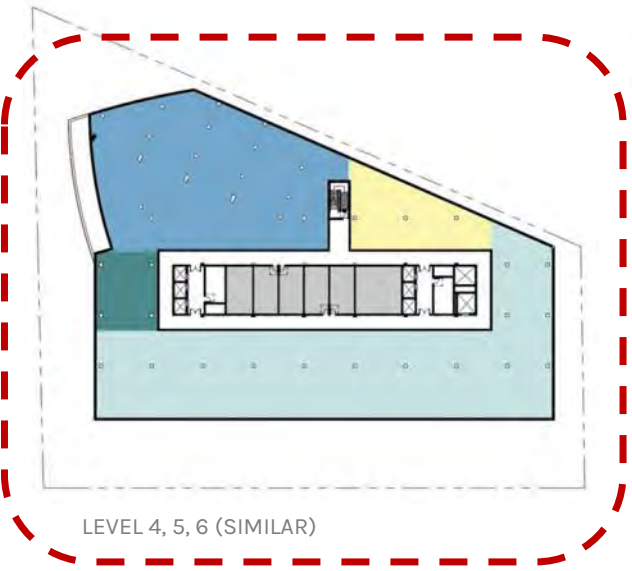
GROUND LEVEL



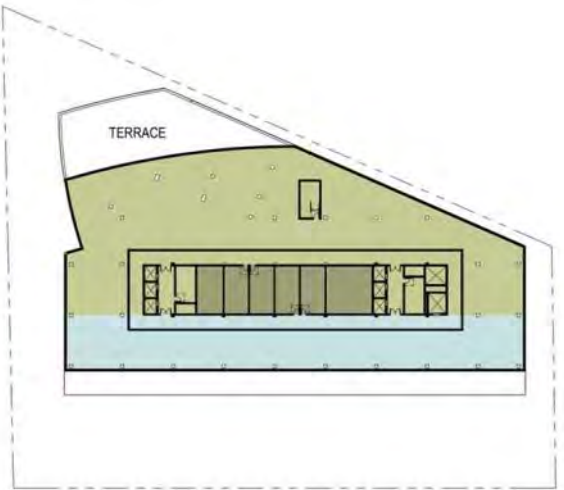
LEVEL 2



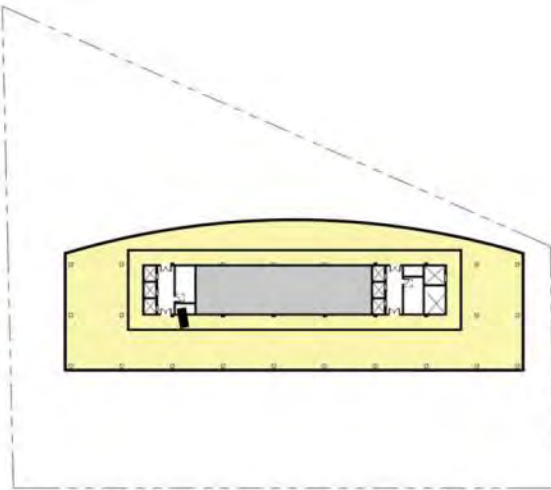
LEVEL 3



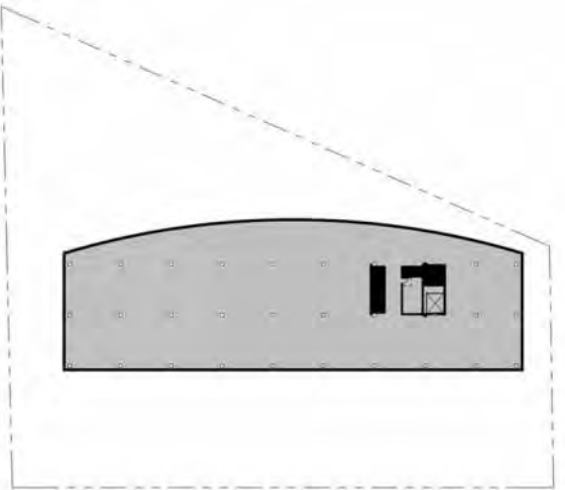
LEVEL 4, 5, 6 (SIMILAR)



LEVEL 7



LEVEL 8 & 9



PENTHOUSE

MASSING

OPTION 2 – NW CORNER



MASSING

OPTION 2 – SW CORNER



SCHEDULE

Further investigation of the IT Node is needed to determine enabling projects required for the phasing of work to not disturb the IT Network.

NEW PCC BUILDING CONSTRUCTION TIMELINE

TASK	DURATION (WEEKS)
PRELIMINARY DESIGN	30
PRELIMINARY DESIGN REVIEW	4
FINAL DESIGN	22
FINAL DESIGN REVIEW	4
BIDDING + CONTRACTING	12
CONSTRUCTION DURATION INCLUDES: – USER RELOCATION – IT NODE PREPARATION – PARTIAL OR FULL DEMOLITION OF COMPUTER SCIENCE BUILDING EXCEPT IT NODE AREA – DEMOLITION OF BROGDEN HALL	130
TOTAL PROJECT DURATION:	202



THANK YOU!

SMITHGROUP