



**WISCONSIN**  
UNIVERSITY OF WISCONSIN-MADISON

October 26, 2016

Mr. Al Martin  
City of Madison Urban Design Commission  
215 Martin Luther King Jr. Blvd  
Rm. LL-100, Municipal Bldg.  
Madison, WI 53710

**RE: URBAN DESIGN COMMISSION: INFORMATIONAL APPLICATION**  
**SERF Replacement Project**  
**715 W. Dayton Street**  
**University of Wisconsin-Madison**

Dear Mr. Martin,

The SERF Replacement project site is located on the UW-Madison campus at 715 W. Dayton Street. The goal of this project is to create a greater understanding of what fitness means and what fitness looks like as part of an expanded student-life experience. Since 1983, the SERF has served the users living in the nearby campus residence halls. The site is bordered on the north by W. Dayton Street, the south by a pedestrian corridor, the west by East Campus Mall, and on the east by the Kohl Center site. The project consists of a complete deconstruction of the existing facility.

The proposed project will construct new program space for the Division of Recreational Sports (Rec Sports) and the Division of Intercollegiate Athletics. The project will include the deconstruction of approximately 125,118 ASF / 191,254 GSF existing SERF and the construction of a 170,145 ASF / 240,560 GSF building which is a 26% expansion, or 49,306 additional gross square feet. The new SERF facility will house expanded and enhanced open recreation spaces and include a new shared division 50-meter competition pool and a separate diving well. This competition pool is intended to be the new home site of the UW-Madison Swimming and Diving program and will be designed to meet current BIG standards for competition pools. In addition to creating new opportunities for the Rec Sports and Athletics programs, an expanded pool and deck space also creates opportunities for increased community and recreational use including lap swimming, instructional programs, fitness classes, along with spectator seating for swimming and diving competitions.

Exterior site work with this project will include 'Green Street' improvements along W. Dayton Street in accordance with the 2015 UW-Madison Campus Master Plan. Additional site development also includes utility improvements (including steam, chilled water, electrical and communication distribution services/equipment) in support of the new SERF program. An additional parking space will be added to Lot 87 for a total of 43 spaces. Bike parking will increase from 147 spaces to 200 spaces. Moped parking will remain even at 38 spaces. The existing bus stop will be relocated closer to Ogg Residence Hall west of East Campus Mall. Service access and loading dock facilities will generally be located in the same location as currently exists.

Current Zoning

The project site is currently zoned Planned Development (PD) based on a PUD/SIP for the original building constructed in 1982 (city of Madison PUD-SIP #86, Dane County Register of Deeds No. 1729073). In 2003, the building was expanded with a westerly addition which required city approval of a major alteration. The site currently shares a cross-access relationship with the Kohl Center PD, but nothing precludes redevelopment of the site as proposed. Since the program is remaining the same as the existing facility, the project will follow the local approval schedule for a major alteration to an existing PD per city staff recommendation.

**Facilities Planning & Management**

30 N. Mills Street 4<sup>th</sup> Floor Madison, Wisconsin 53715-1211  
(608) 263-3000 FAX (608) 265-3139

Anticipated Schedule

UW-Madison Design Review Board #1	May 17, 2016
Madison Development Assistance Team – city staff review	July 7, 2016
Notify Alder Wood (District #8) in writing	July 14, 2016
Joint Southeast Campus Area Committee-Informational	July 18, 2016
UW-Madison Design Review Board #2	October 18, 2016
UDC Informational Meeting	November 9, 2016
Submit Plan Commission application	November 21, 2016
Joint Southeast Campus Area Committee-Recommendation	January, 2017*
UDC Initial/Final Meeting	January 11, 2017
Plan Commission Approval Meeting	January 26, 2017
Start Construction	October, 2017
Substantial Completion	November, 2019
Occupancy	January, 2020

\*Schedule not yet known

Please contact me at 608-263-3023 if you have any questions or need further information.

Thank you,



Gary A. Brown, PLA, FASLA  
Director, Campus Planning & Landscape Architecture  
Facilities Planning & Management, University of Wisconsin-Madison

cc: Ann Hayes, UW-Madison FP&M Project Manager  
Aaron Williams, UW-Madison FP&M Assistant Campus Planner  
Russ Van Gilder, DOA/DFD Project Manager



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:  
<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>October 26, 2016</u>	<input checked="" type="checkbox"/> Informational Presentation <input type="checkbox"/> Initial Approval <input type="checkbox"/> Final Approval
UDC Meeting Date: <u>November 9, 2016</u>	
Combined Schedule Plan Commission Date (if applicable): <u>January, 2017</u>	

1. Project Address: 715 W. Dayton Street  
 Project Title (if any): UW-Madison SERF Replacement

2. This is an application for (Check all that apply to this UDC application):

New Development  Alteration to an Existing or Previously-Approved Development

**A. Project Type:**

- Project in an Urban Design District\* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
- Planned Development (PD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Planned Residential Complex

**B. Signage:**

- Comprehensive Design Review\* (public hearing-\$300 fee)  Street Graphics Variance\* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

**C. Other:**

Please specify: \_\_\_\_\_

**3. Applicant, Agent & Property Owner Information:**

Applicant Name: Gary Brown Company: University of Wisconsin-Madison  
 Street Address: 30 N. Mills Street City/State: Madison, Wisconsin Zip: 53715  
 Telephone: (608) 263-3023 Fax: ( ) Email: gary.brown@wisc.edu

Project Contact Person: Walter S. Johnson Company: Workshop Architects  
 Street Address: 201 E. Pittsburgh Ave, Suite 301 City/State: Milwaukee, Wisconsin Zip: 53204  
 Telephone: (414) 272-8822 x 103 Fax: ( ) Email: wallyj@workshoparchitects.com

Project Owner (if not applicant): Board of Regents, UW System  
 Street Address: 1860 Van Hise Hall, 1220 Linden Drive City/State: Madison, Wisconsin Zip: 53706  
 Telephone: (608) 262-2324 Fax: ( ) Email: board@uwsa.edu

**4. Applicant Declarations:**

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Al Martin on DAT July 7, 2016.  
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant Gary Brown Relationship to Property Owner's Representative  
 Authorized Signature *Gary Brown* Date 10/14/16

# ***SOUTHEAST RECREATIONAL FACILITY REPLACEMENT***

715 WEST DAYTON STREET  
MADISON, WI 53715

DFD CONTRACT NUMBER: 14L2T

## ***URBAN DESIGN COMMISSION***

November 8, 2016



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**WORKSHOP**



# NARRATIVE

## Project Description

The SERF Replacement project site is located on the UW-Madison campus at 715 W. Dayton Street. The goal of this project is to create a greater understanding of what fitness means and what fitness looks like as part of an expanded student-life experience. Since 1983, the SERF has served the users living in the nearby campus residence halls. The site is bordered on the north by W. Dayton Street, the south by a pedestrian corridor, the west by East Campus Mall, and on the east by the Kohl Center site. The project consists of a complete deconstruction of the existing facility.

The proposed project will construct new program space for the Division of Recreational Sports (Rec Sports) and the Division of Intercollegiate Athletics. The project will include the deconstruction of approximately 125,118 ASF / 191,254 GSF existing SERF and the construction of a 170,145 ASF / 240,560 GSF building which is a 26% expansion, or 49,306 additional gross square feet. The new SERF facility will house expanded and enhanced open recreation spaces including weights, strength, cardio, and functional fitness areas; 8 basketball courts striped for a variety of sports; an indoor walking and jogging track; several multi-purpose rooms supporting fitness and group exercise classes; 2 racquetball courts; and an administrative area. An expanded, flexible facility design will accommodate changing trends and program interests as well as also provide opportunities for Rec Sports to offer accessible facilities for participants of all abilities. The project will also include a new shared division 50-meter competition pool and a separate diving well. This competition pool is intended to be the new home site of the UW-Madison Swimming and Diving program and will be designed to meet current B1G standards for competition pools. In addition to creating new opportunities for the Rec Sports and Athletics programs, an expanded pool and deck space also creates opportunities for increased community and recreational use including lap swimming, instructional programs, fitness classes, along with spectator seating for swimming and diving competitions.

Exterior site work with this project will include 'Green Street' improvements along W. Dayton Street in accordance with the 2015 UW-Madison Campus Master Plan. Additional site development also includes utility improvements (including steam, chilled water, electrical and communication distribution services/equipment) in support of the new SERF program. An additional parking space will be added to Lot 87 for a total of 43 spaces. Bike parking will increase from 147 spaces to 200 spaces. Moped parking will remain even at 38 spaces. The existing bus stop will be relocated closer to Ogg Residence Hall west of East Campus Mall. Service access and loading dock facilities will generally be located in the same location as currently exists.

## Current Zoning

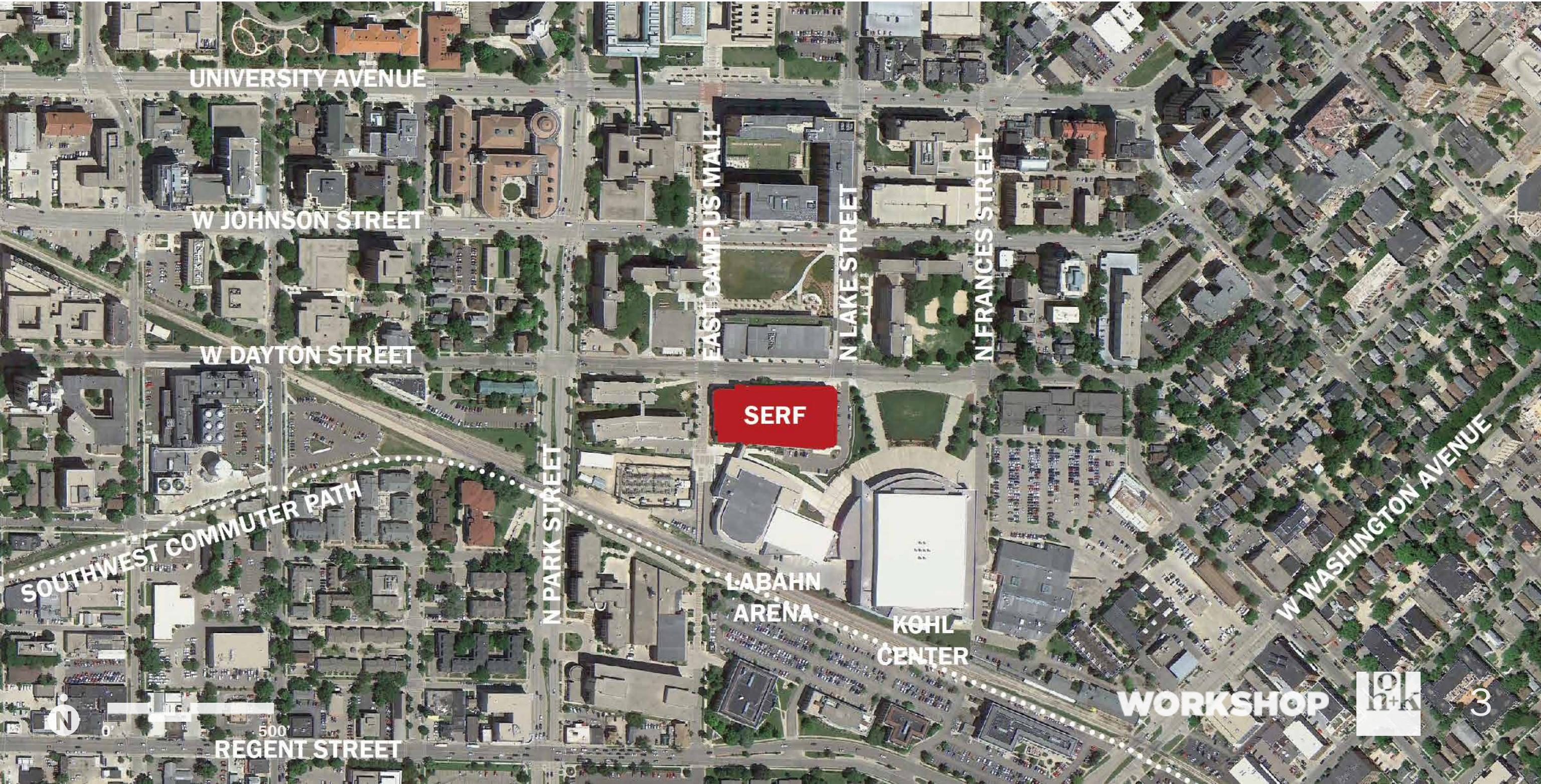
The project site is currently zoned Planned Development (PD) based on a PUD/SIP for the original building constructed in 1982 (city of Madison PUD-SIP #86, Dane County Register of Deeds No. 1729073). In 2003, the building was expanded with a westerly addition which required city approval of a major alteration. The site currently shares a cross-access relationship with the Kohl Center PD, but nothing precludes redevelopment of the site as proposed. Since the program is remaining the same as the existing facility, the project will follow the local approval schedule for a major alteration to an existing PD per city staff recommendation.

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# LOCATION MAP



UNIVERSITY AVENUE

W JOHNSON STREET

W DAYTON STREET

SOUTHWEST COMMUTER PATH

REGENT STREET

EAST CAMPUS MALL

N LAKE STREET

N FRANCES STREET

N PARK STREET

W WASHINGTON AVENUE

SERF

LABAHN ARENA

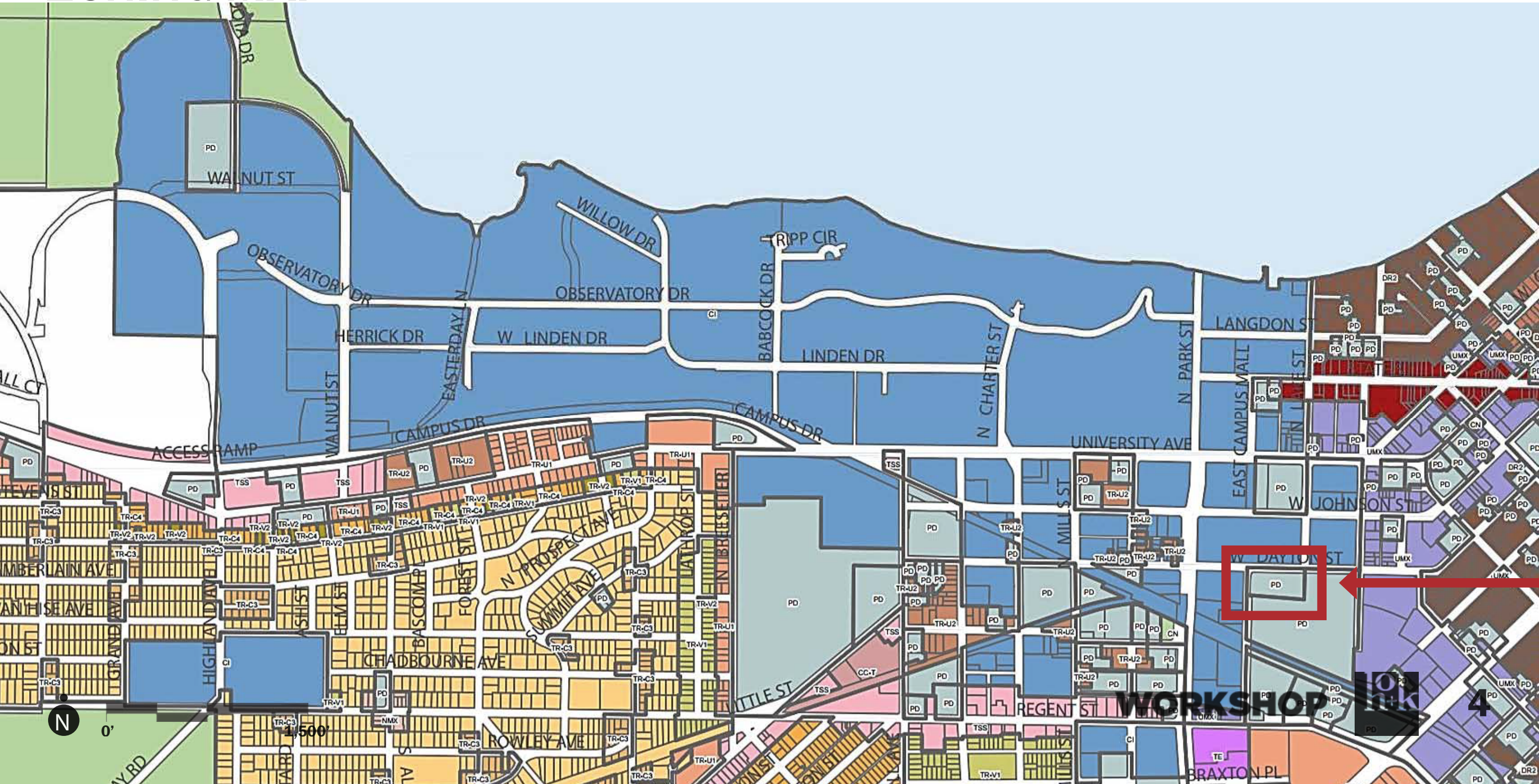
KOHL CENTER

WORKSHOP



3

# ZONING MAP



**WORKSHOP** 4

# CONTEXT PLAN





# **CONTEXT PHOTOS** *EXISTING SERF*



# CONTEXT PHOTOS



W. DAYTON ST.

# SITE PLAN

**MAIN ENTRY  
LEVEL 2**

**PUBLIC EVENT ENTRY  
LEVEL 1**

**BUILDING  
SERVICES  
LOADING DOCK**

**NEW BUS  
DROP-OFF**

OGG  
HALL

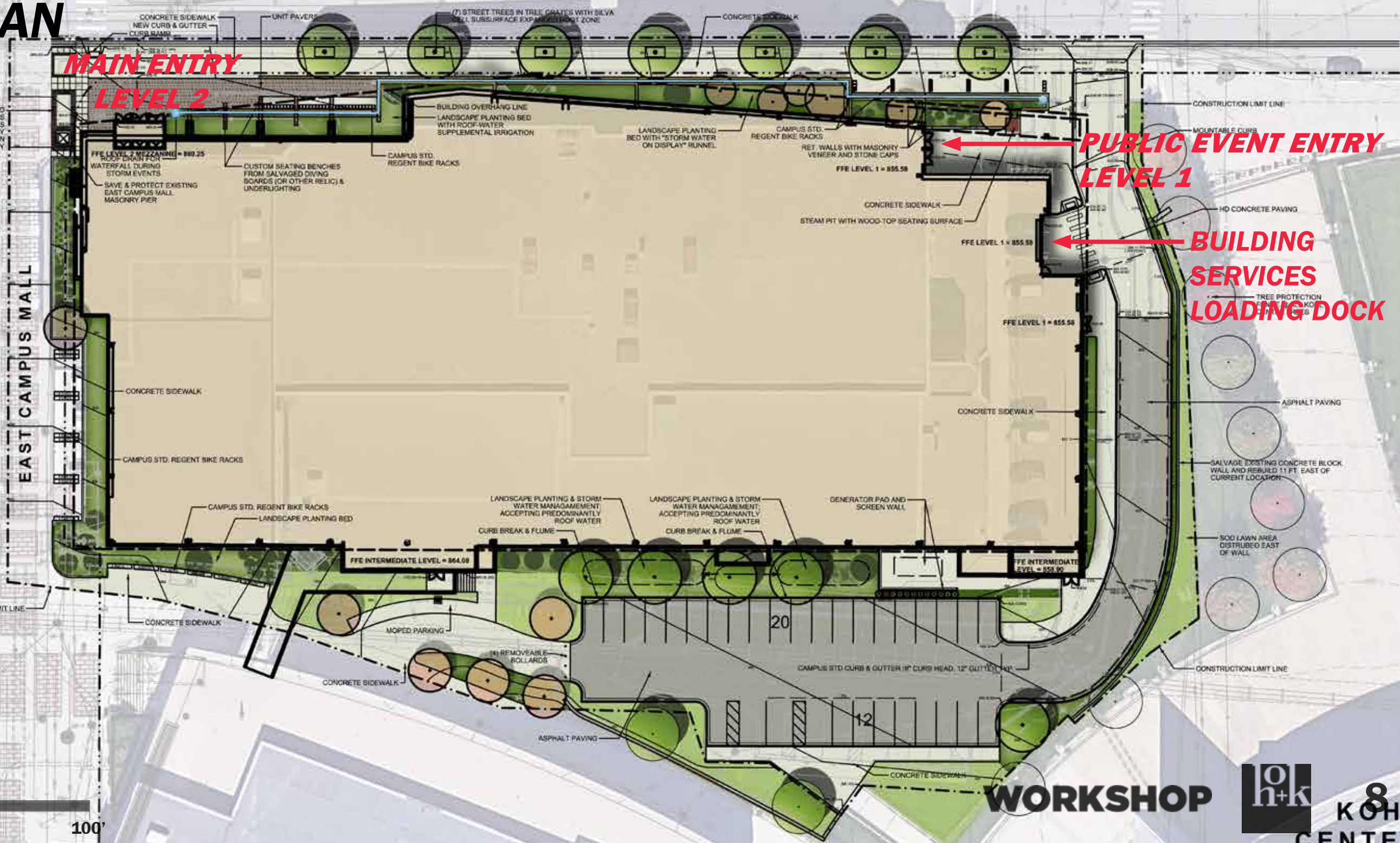
EAST CAMPUS MALL

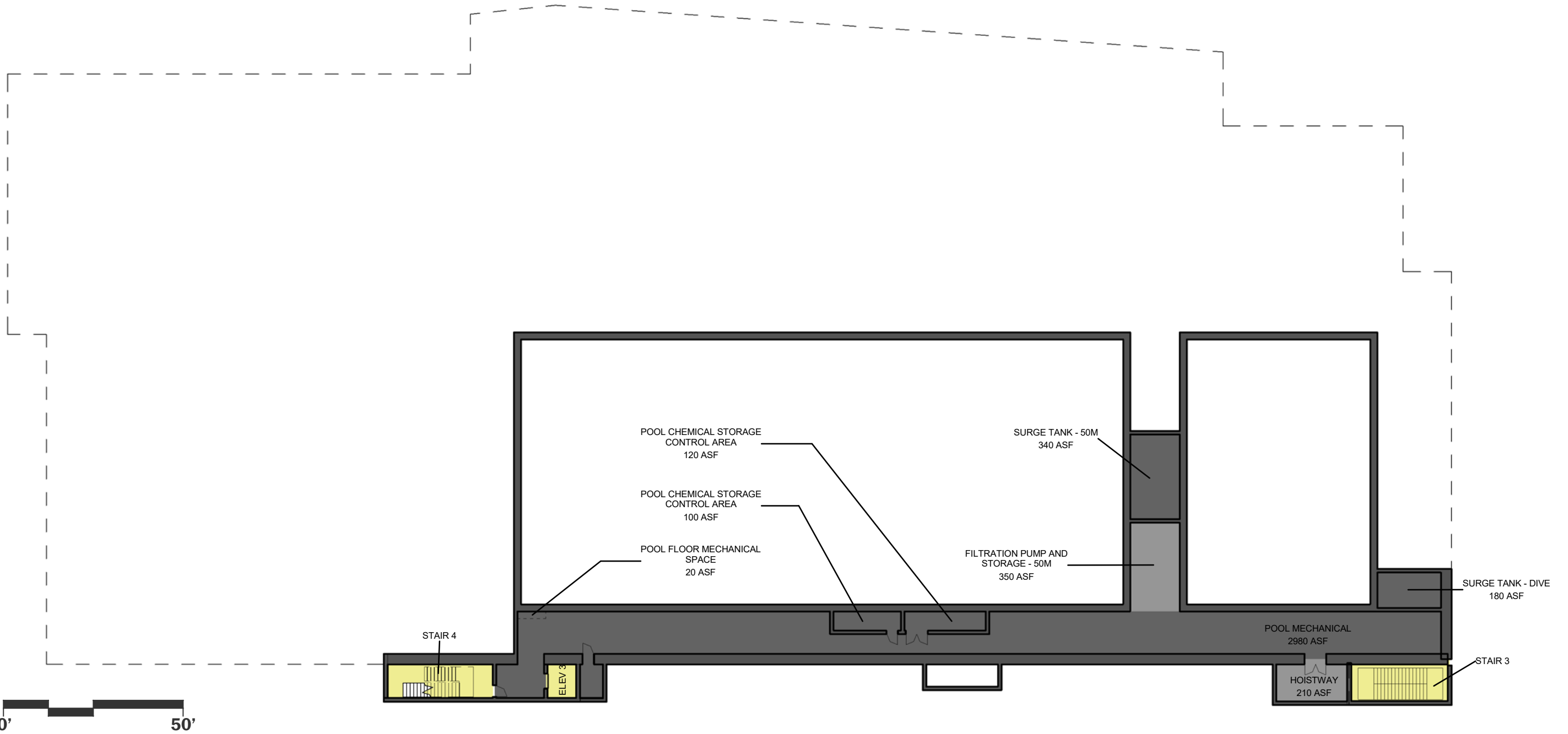
LA BAHN ARENA

WORKSHOP

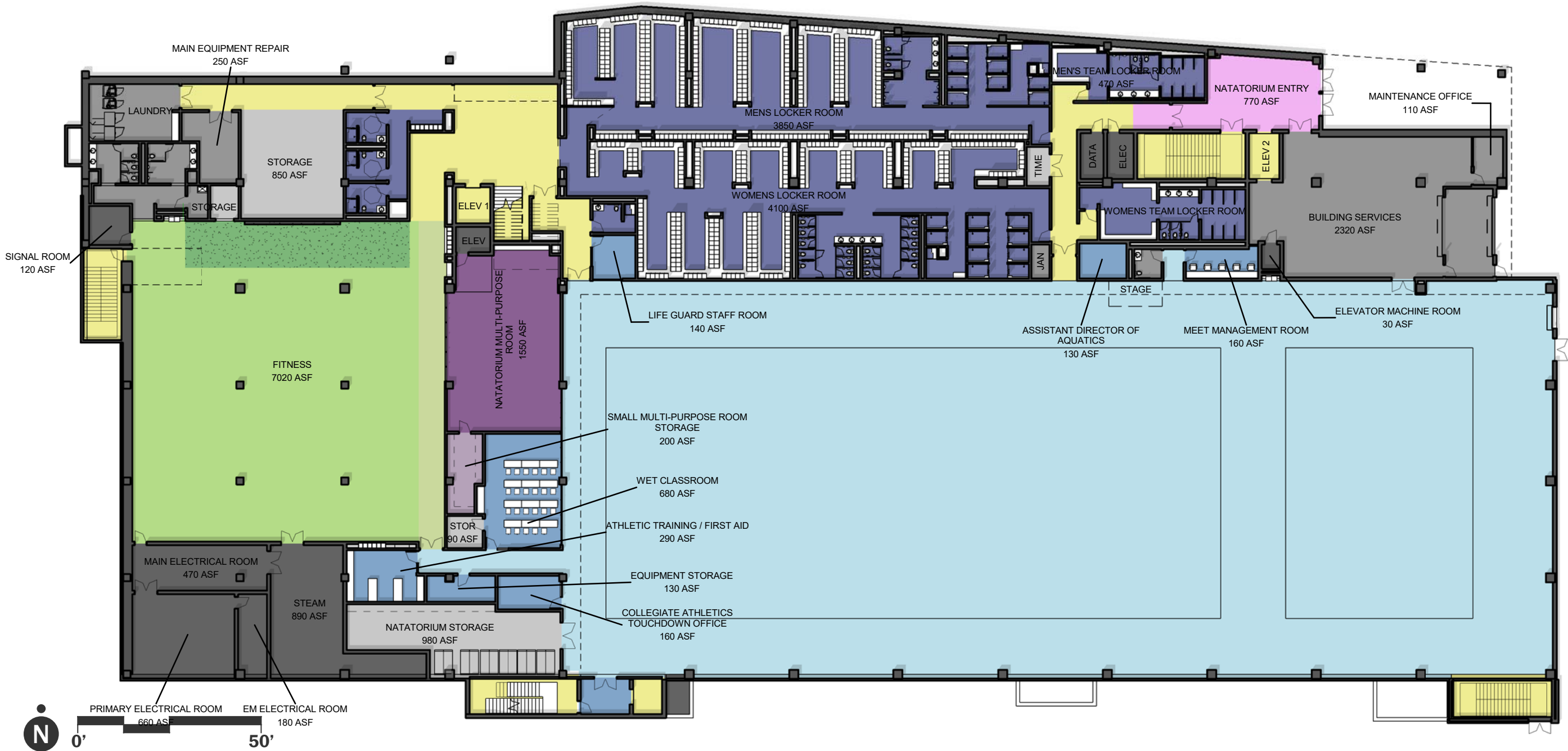


8  
KOHL  
CENTER

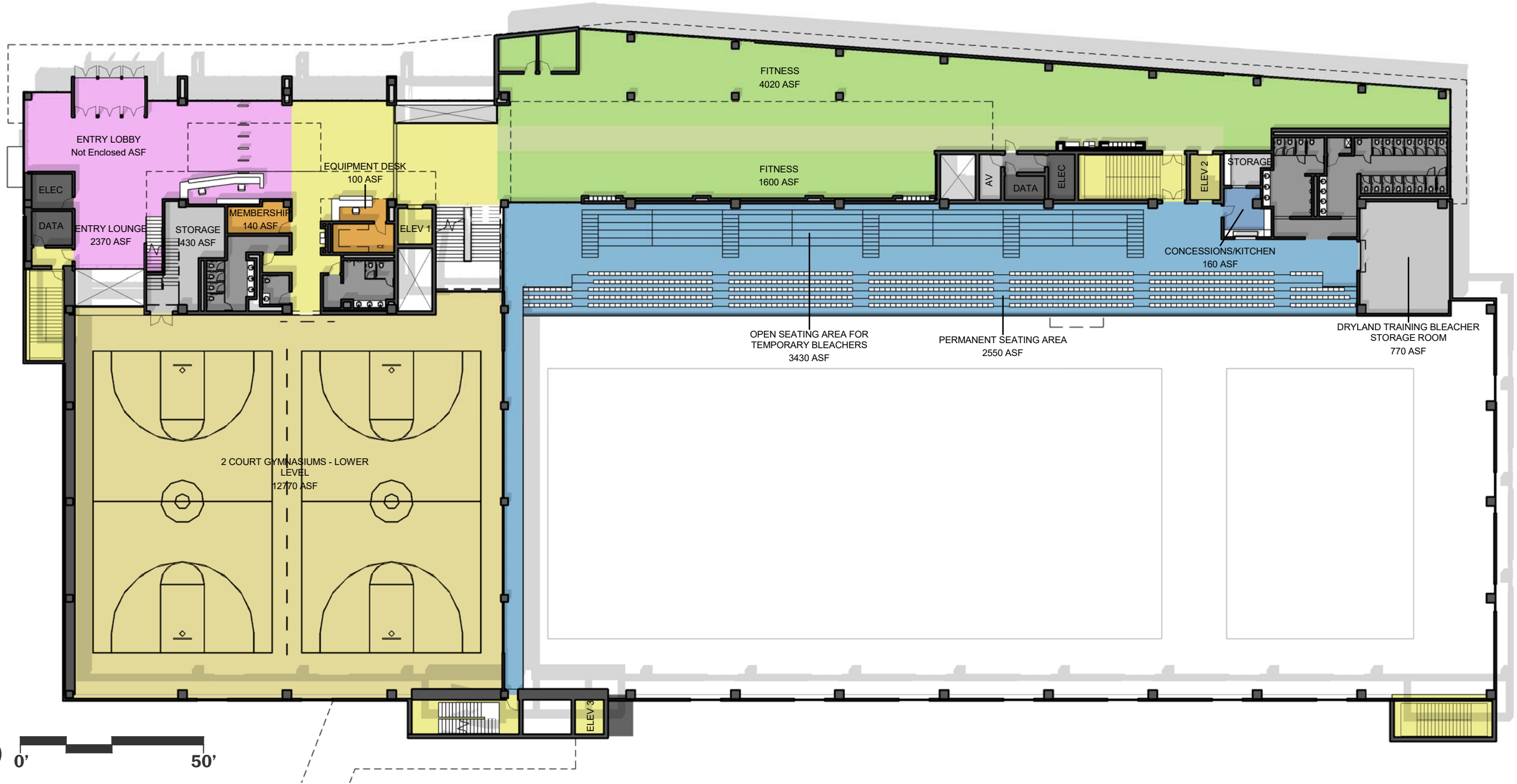




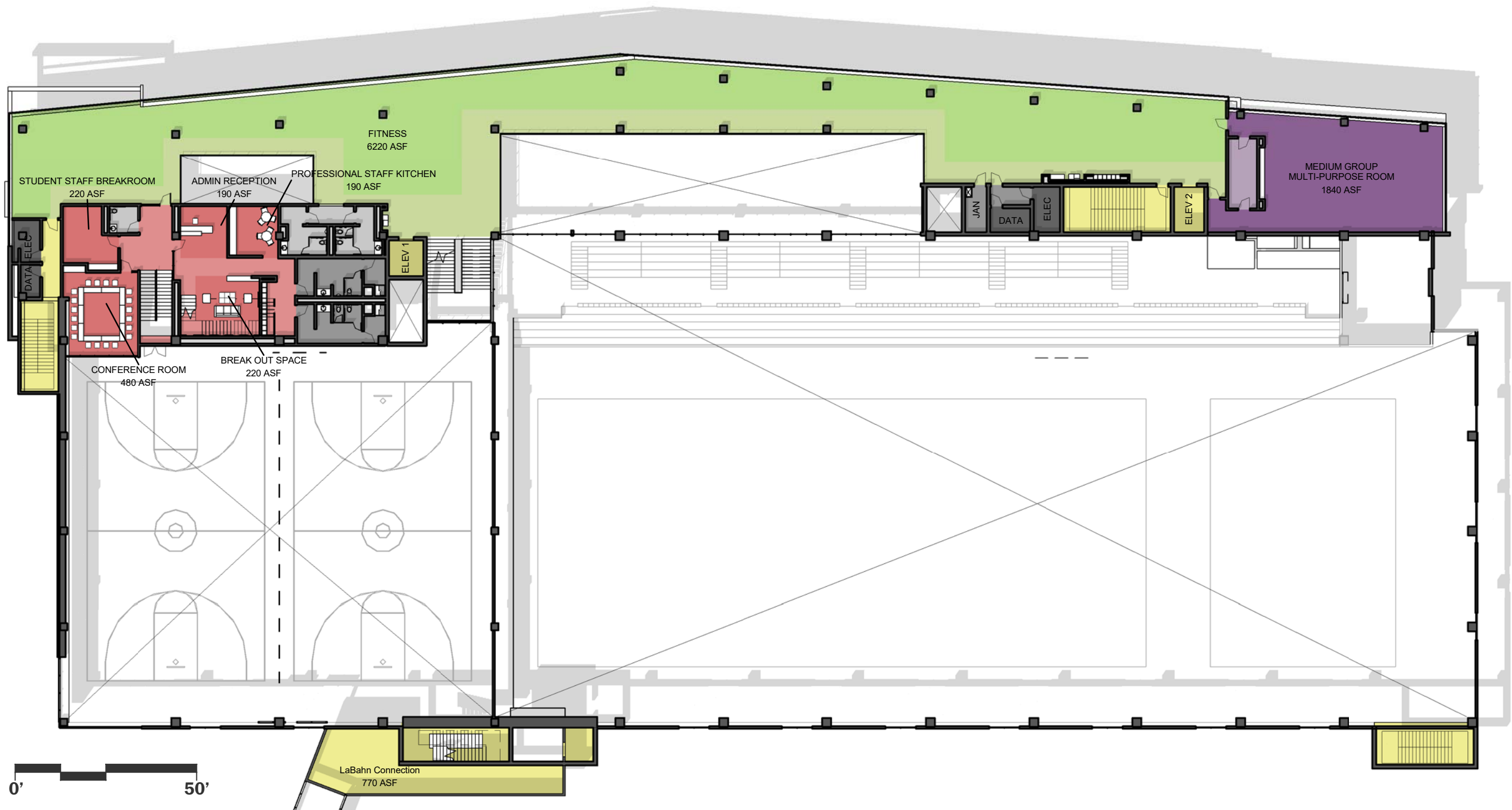
***BASEMENT MECHANICAL***  
*POOL PUMPS + BUILDING UTILITIES*



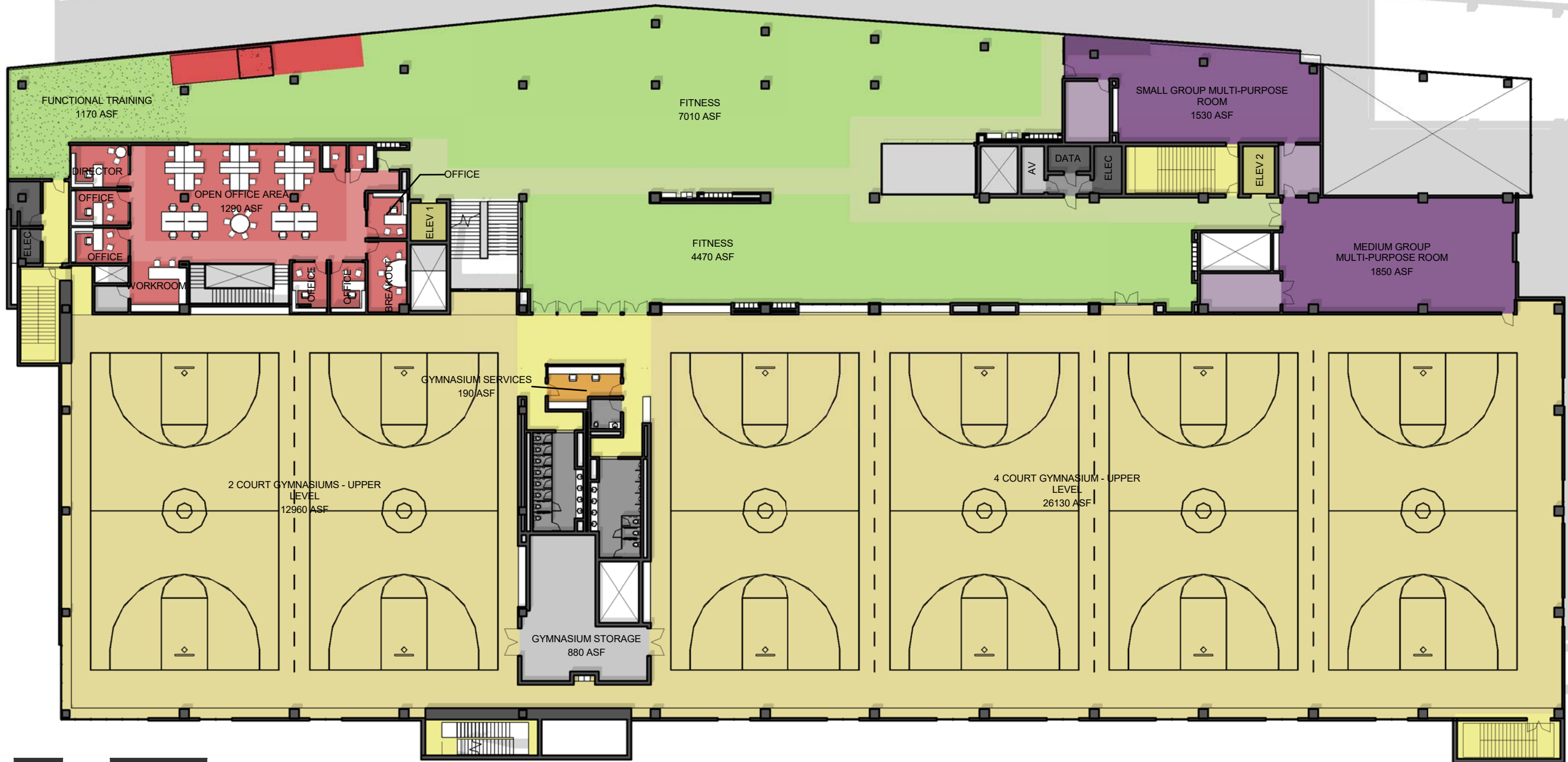
**LEVEL 1**  
**NATATORIUM DECK + LOCKER ROOMS + HEAVY WEIGHTS**



**LEVEL 2**  
 MAIN ENTRY + BASKETBALL + FITNESS + NAT SEATING

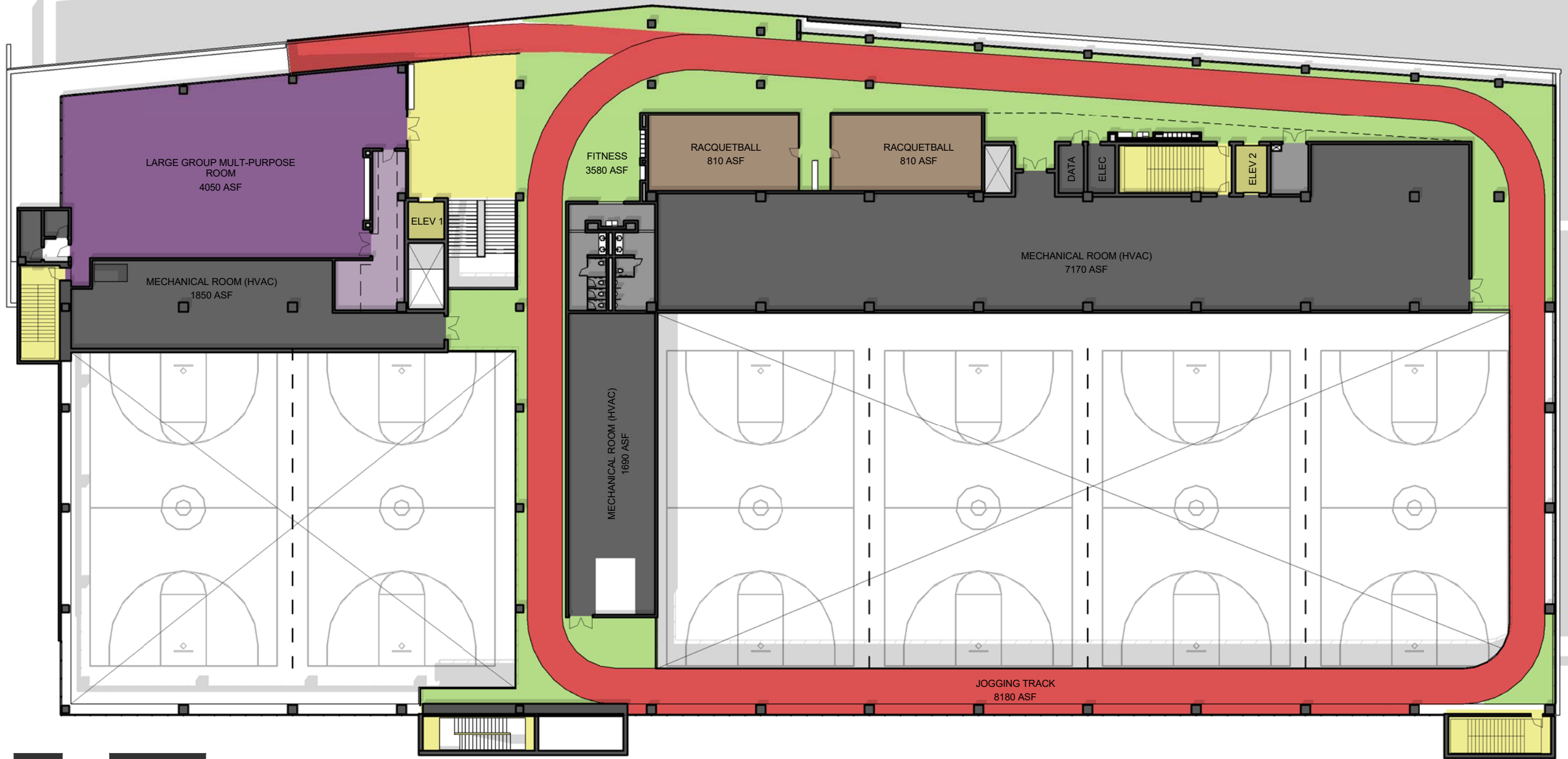


**LEVEL 2 MEZZANINE**  
 FITNESS + ADMIN SUPPORT AREAS



**LEVEL 3**  
 FITNESS + ADMINISTRATION OFFICES + BASKETBALL





**LEVEL 3 MEZZANINE**  
 MECHANICAL + JOGGING TRACK + MULTI PURPOSE ROOM



***WEST ELEVATION***



***SOUTH ELEVATION***



***EAST ELEVATION***



***NORTH ELEVATION***



***EXISTING AERIAL FROM NORTHEAST***

**WORKSHOP**



**19**



***EXISTING AERIAL FROM NORTHWEST***

**WORKSHOP**



**20**



***AERIAL FROM NORTHEAST***

**WORKSHOP**



**21**





***AERIAL FROM SOUTHWEST***

**WORKSHOP**



**22**



***PERSPECTIVE FROM EAST***



***PERSPECTIVE FROM WEST***

**WORKSHOP**



**24**



East Campus Mall

***PERSPECTIVE FROM WEST***

**WORKSHOP**



**25**



***PERSPECTIVE AT NORTHEAST CORNER***



***PERSPECTIVE FROM SOUTH***

**WORKSHOP**



**27**

***PERSPECTIVE AT NORTHWEST CORNER***



**SEGDIAGRAM RECREATION CENTER**

**WORKSHOP**



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