

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>11/23/09</u>	Action Requested
UDC MEETING DATE: <u>12/2/09</u>	<input checked="" type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 717 West Johnson Street

ALDERMANIC DISTRICT: 8

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
State of Wisconsin Potter Lawson, Inc.
University of Wisconsin-Housing

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TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

Project Summary

This project consists of a new facility to replace the existing Gordon Commons on the University of Wisconsin-Madison Campus. The first phase of construction will be to build the new Gordon Commons on vacant land immediately south of the existing facility, north of Dayton Street, east of the East Campus Mall, and west of Lake Street. The second phase will include deconstruction of the existing Gordon Commons and development of this area as a green space. This will complete the development of the full block bounded on the north by Johnson Street.

The facility is also being designed to be equivalent to LEED Silver as established by the United States Green Building Council's LEED® Green Building Rating System.

Site Concept

Summary

The Gordon Commons project encompasses a city block on the University of Wisconsin - Madison Campus. This development provides one of the campus' main eateries and food production kitchens and a large amount of meeting space. Outdoor passive recreation and gathering space in the form of open lawn areas and basketball and volleyball courts is also included. The site is immediately adjacent to the East Campus Mall and will interact heavily with mall circulation and activity.

Informal Space

UW Housing has identified the desire to accommodate approximately 150 people in informal dining areas adjacent to Gordon Commons. This space is flexible in layout and circulation and its main purpose is to function as an outdoor extension to the internal dining areas.

Formal Event Space

UW Housing has identified a need for space large enough to accommodate 400 in table and chair configuration (with or without a tent). This area will be accommodated on the green space north of the building and a cooking station should be provided with gas, power, cold water, sanitary drain and overhead cover (may be temporary use).

Gordon Commons will be the food source and organization for such outdoor dining events. Generally the clientele served for such events is their normal clientele; this is simply a different venue. Flexibility in space configuration is desirable.

Open space

The remaining areas on the east half of the block that are not used by building will be open space in the form of outdoor plazas, lawn areas and planted terraces. The general design will include hardscape for pedestrian circulation, planters, open lawn and may include more intimate spaces for smaller user groups or functions.

Recreational Space

West of the East Campus Mall and south of Sallery Hall is a space designated for student recreation. This area will accommodate two basketball courts and one volleyball court along with open lawn areas and seating. Some moped and bike parking will also be located in this area. This area is also actively used for

student move-in and out and as such will be designed to accommodate vehicular loads and circulation as requested by University Housing.

Circulation

Pedestrian and Vehicular circulation are key factors in making this a successful project. The vast majority of the project revolves around uses that cater to active traffic patterns throughout the day. Food service, gathering spaces, recreational spaces, East Campus Mall are all generators or conduits for circulation. As such, extensive detail is being given to providing universal access and providing direct connections to the many user areas. Other factors that will be accommodated include seasonal considerations and “preferred paths of travel.”

Building entrances for the general users are provided along the Mall and along the north building face. These areas will have associated plaza spaces accommodating outdoor seating and landscaping and will be intricately integrated with the Mall and open green spaces respectively.

**Gordon Commons and
East Campus Mall
Site Design Narrative**

The Gordon Commons public exterior design is an expression of form following function. The curvilinear geometry of the north patio, walks and green spaces is a combination of capturing a large open green space for passive use and providing direct access between Gordon Commons and the corner of Johnson St. and Lake St. The patio space immediately north of Gordon provides informal seating and dining opportunities as well as providing space for large event food preparation and service. The patio and building embrace the large open green space which captures views from East Campus Mall and Johnson St. The site terraces toward the east with seat walls providing a plethora of seating opportunities while creating smaller intimate spaces for gathering and passive use. The direct connection between Gordon and the Johnson St. and Lake St. corner mainly serves students coming from Witte Hall. This connection provides a direct route for students while focusing the connection at the street corner and dedicated crosswalks. The southeast corner provides space for an outdoor staff break area and landscaping.

The proposed East Campus Mall connection replicates the materials and palettes used in existing sections of the mall while connecting the green space and patio of Gordon Commons and the recreation space to the southwest. Bicycle and moped parking is organized and strategically located throughout the site to accommodate users and UW anticipated needs.

Building Exterior Concept

The building is planned as a three level structure. It is two stories along the East Campus Mall and the lowest level becomes exposed along Lake Street. The mechanical penthouse is centrally located between the two large meeting rooms on the upper level. The Loading Dock is located internally on the lowest level.

The basic planning scheme creates a narrow northern bar that contains common and circulation spaces, and a southern volume that houses meeting rooms on the upper level with a variety of functions on the main level including the Marketplace, dining spaces, and Convenience Store.

The northern bar is a two-story space with vertical circulation that spatially connects the second floor common areas to the first floor. This bar is a more transparent volume in order to encourage a flow and a connection to the adjacent green space. The exterior skin of this element has two story segments of glass that express the two story spaces within. The transparency creates an expansion of the interior space onto the exterior green space. The activity within the building will be visible from the exterior, encouraging pedestrians to enter the space as well as strengthening its image as a social gathering space on campus.

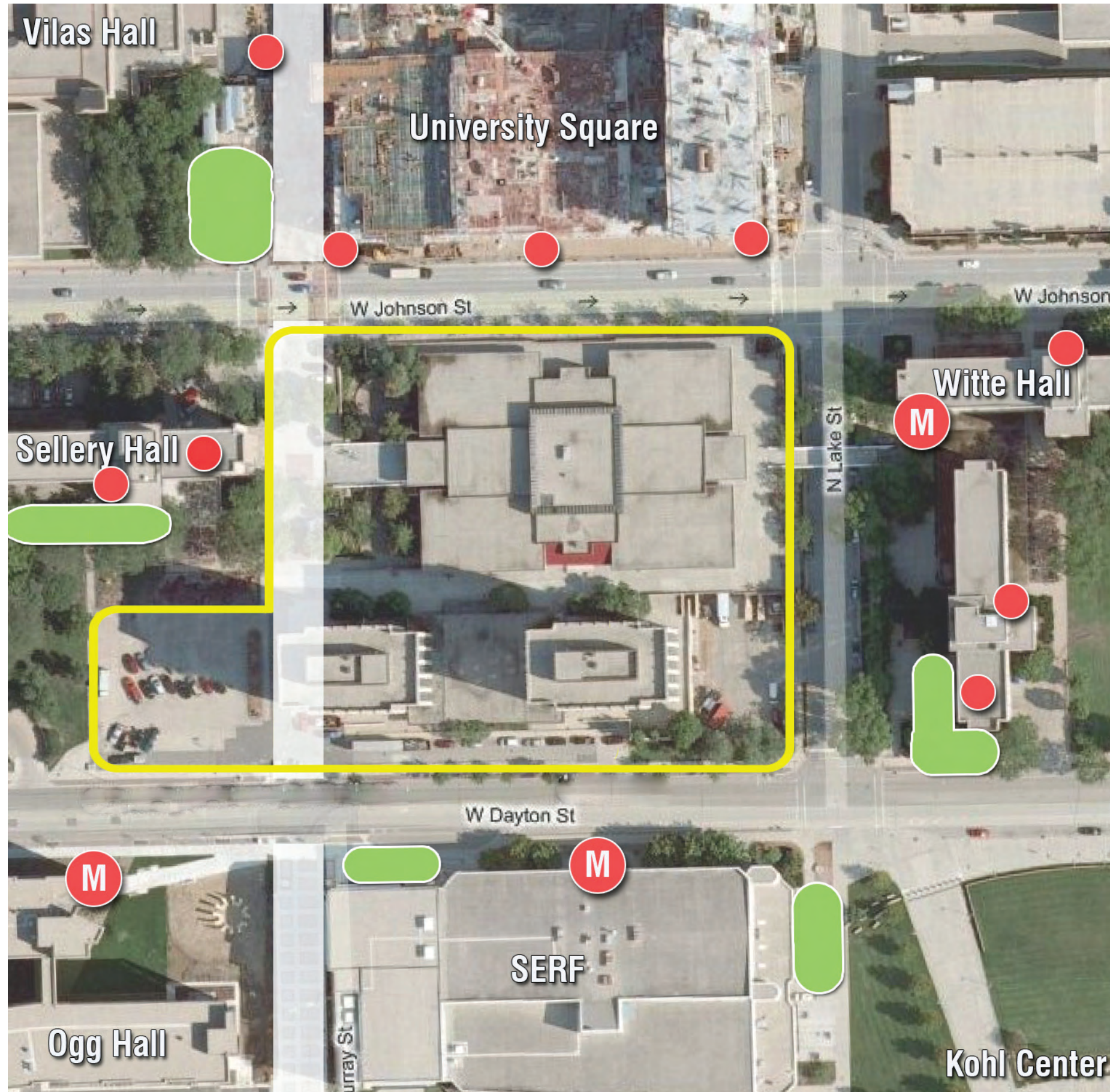
The southern volume of the building is defined by the sloping roofs of the two large meeting rooms on the upper level. The sloping roof forms create north facing clerestory windows to allow daylighting into the interior portion of the building. Roof overhangs on the south side provide shading for south facing clerestory windows to reduce solar heat gain and glare.

Along the East Campus Mall the main level of the building is designed to engage the pedestrian, with glazing that allows views of the dining area and the Convenience Store. The Convenience Store is given a retail image with a storefront glass corner and canopy that will allow specific signage to encourage passers-by to enter and shop.

The southern façade is broken down into three volumes to reduce the scale of the building. The volumes express the functions of the two meeting rooms and the mechanical penthouse. The mechanical penthouse is set back between the meeting rooms and extends above the second floor roof. While the meeting room volumes are expressed in masonry the mechanical penthouse is clad in a lightweight metal siding to express the nature of the space.

The building is intended to strengthen the sense of campus by utilizing colors and materials that reflect the palette of materials at the new Ogg Hall and other newer projects in the area. The preliminary concept shows a combination of warm brick, limestone, and metal accents.

Sustainable design elements apparent on the building exterior design include the clerestory glazing in the meeting rooms on the north and south facades, and the southern overhangs. The preliminary design concept follows the DSF guidelines for glazing percentages.





Existing Gordon Commons site



View of existing Gordon Commons from University Square mall



East Campus Mall looking south



Witte Hall



Sellery Hall

Gordon Commons - Site Context



Kohl Center



University Square - Johnson Street



SERF - Dayton Street



Ogg Hall - Dayton Street

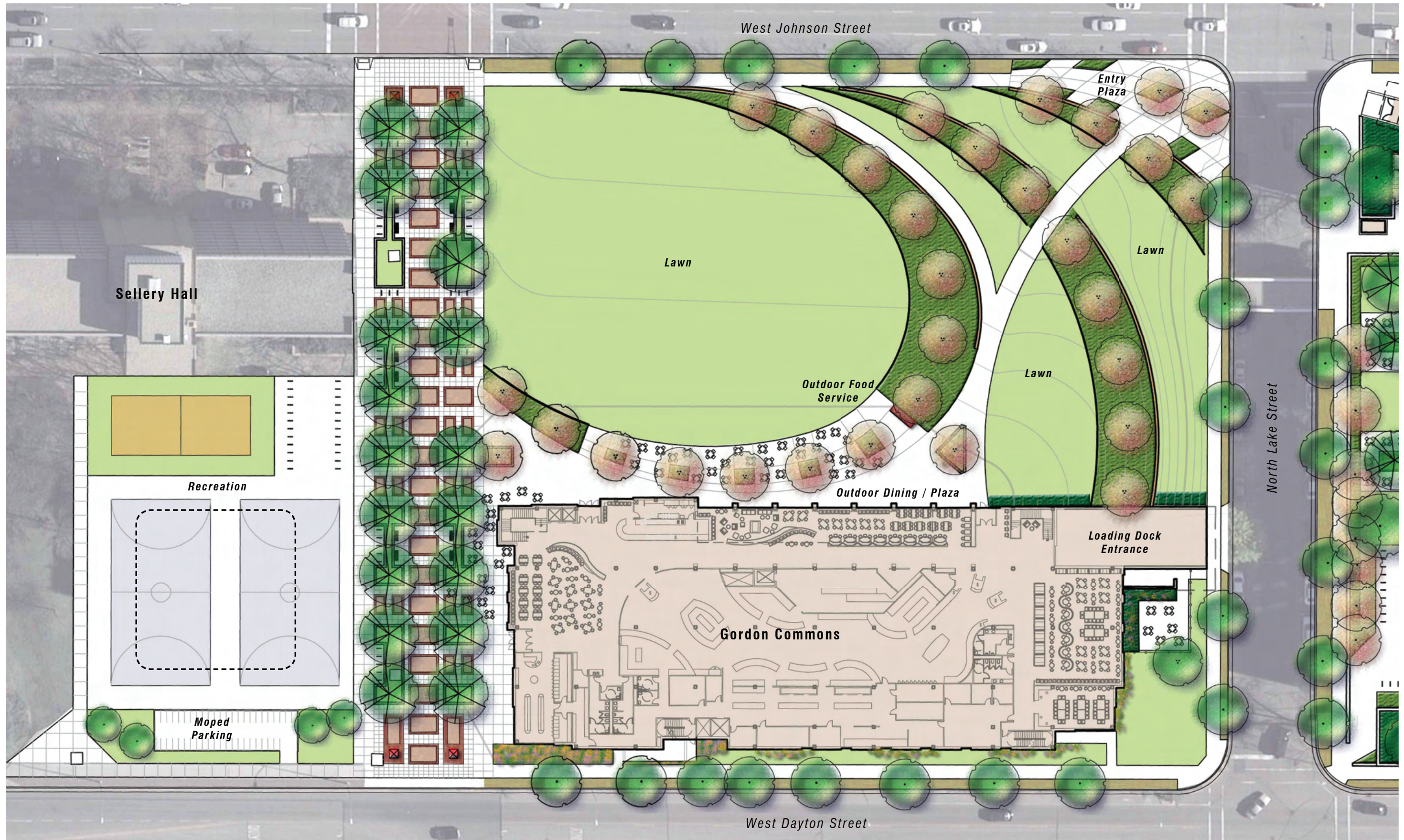


University Square pedestrian mall looking north

Gordon Commons - Site Context

UDC Informational Meeting - 12.2.09

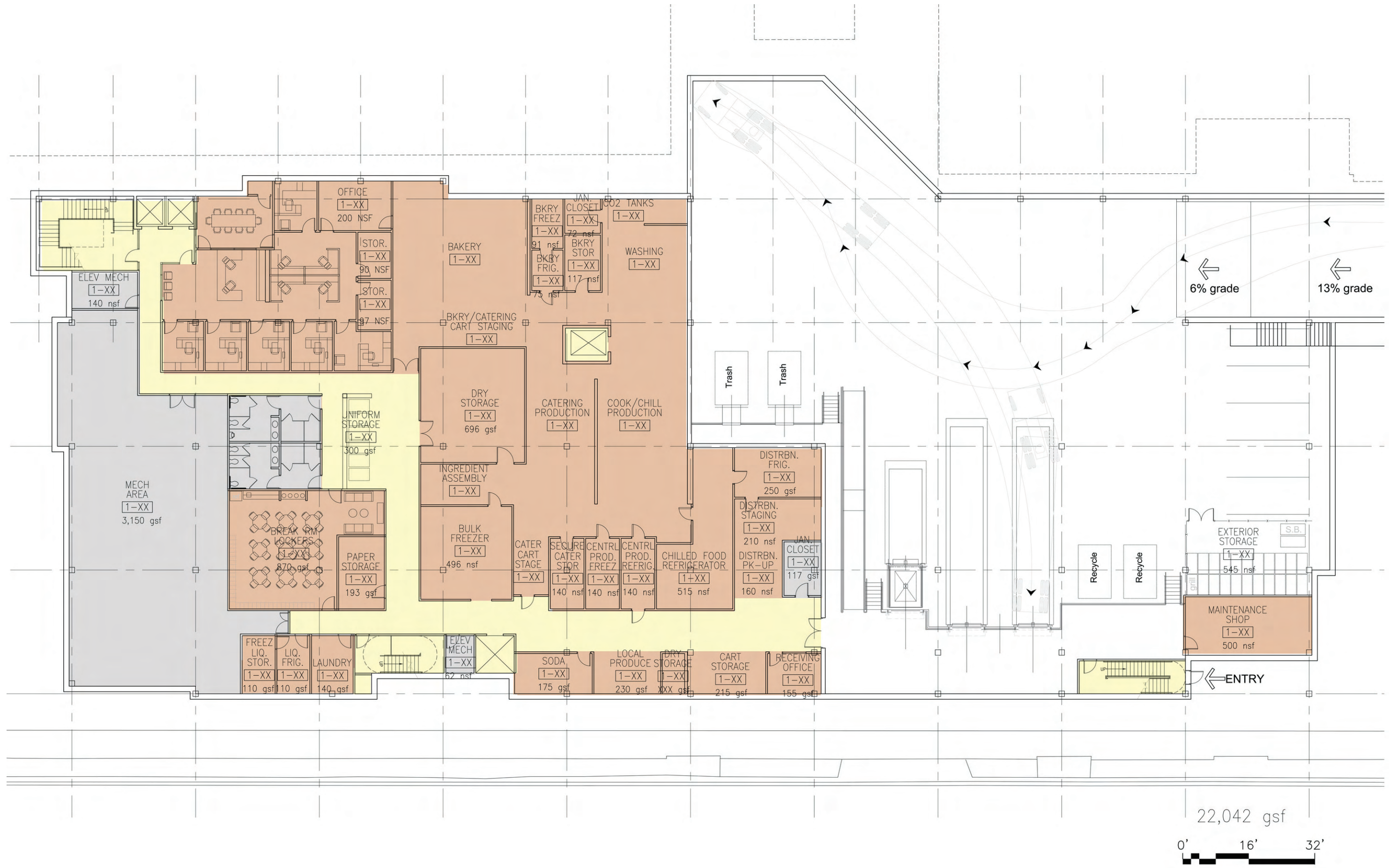
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Gordon Commons - Site Plan

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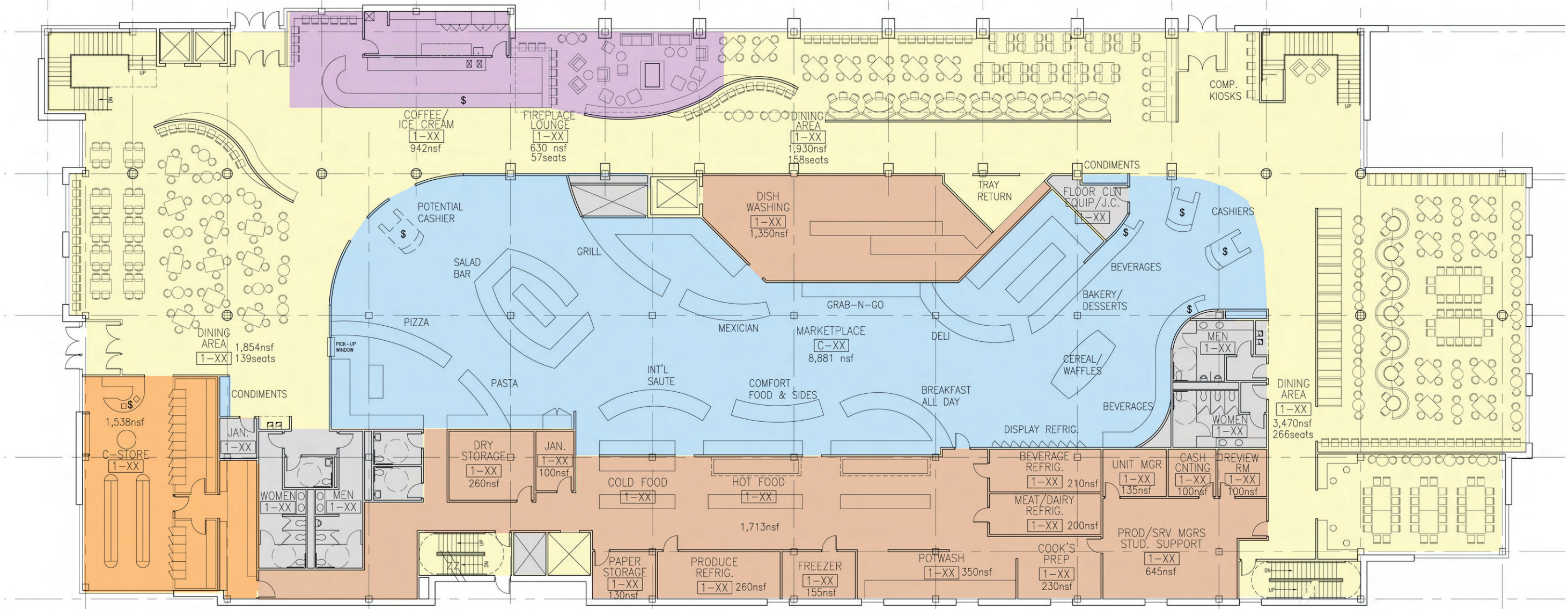


Gordon Commons - Lower Level

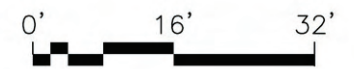
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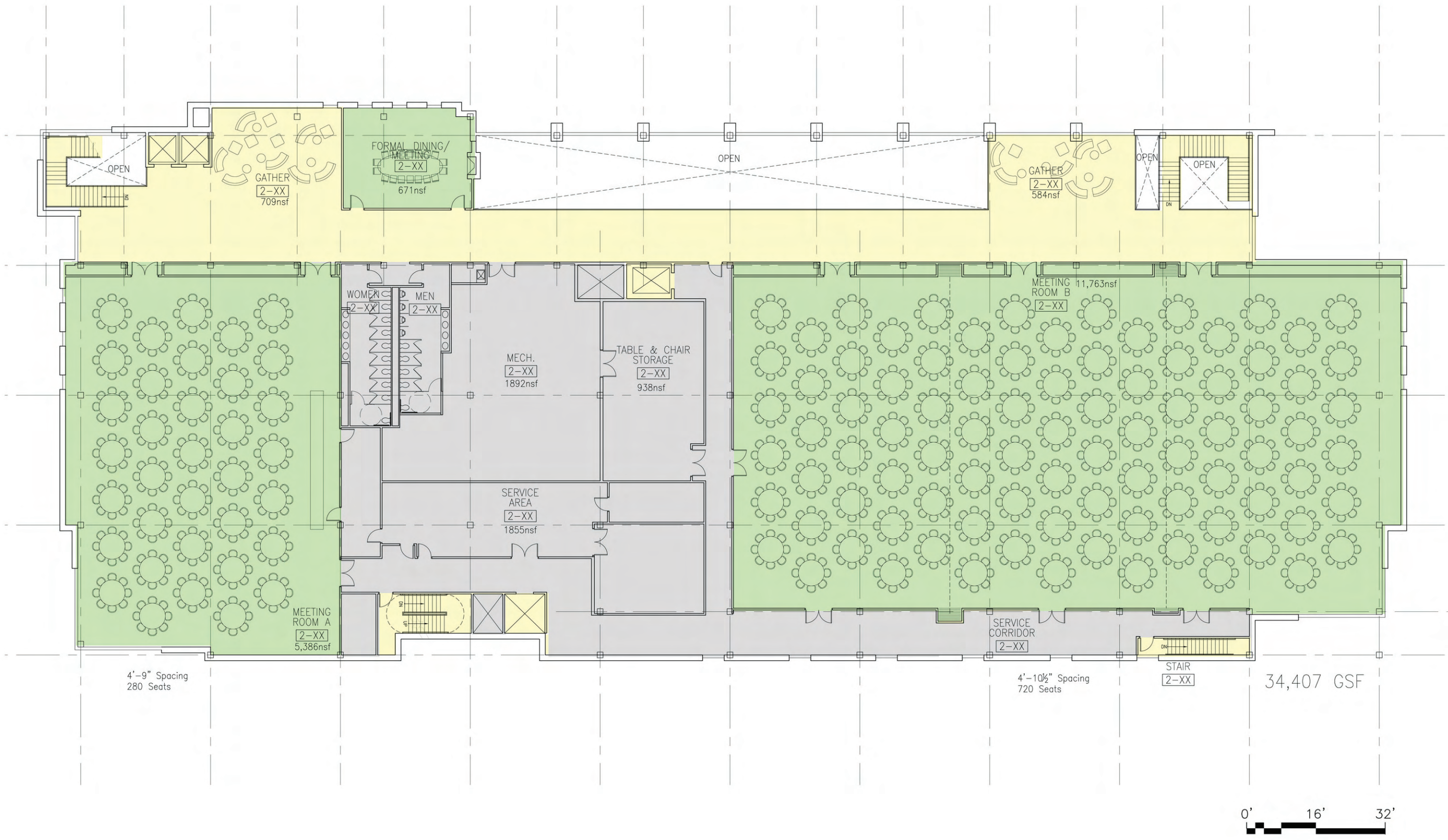
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PLAZA



36,493 gsf
 595 dining seats
 25 fireplace seats



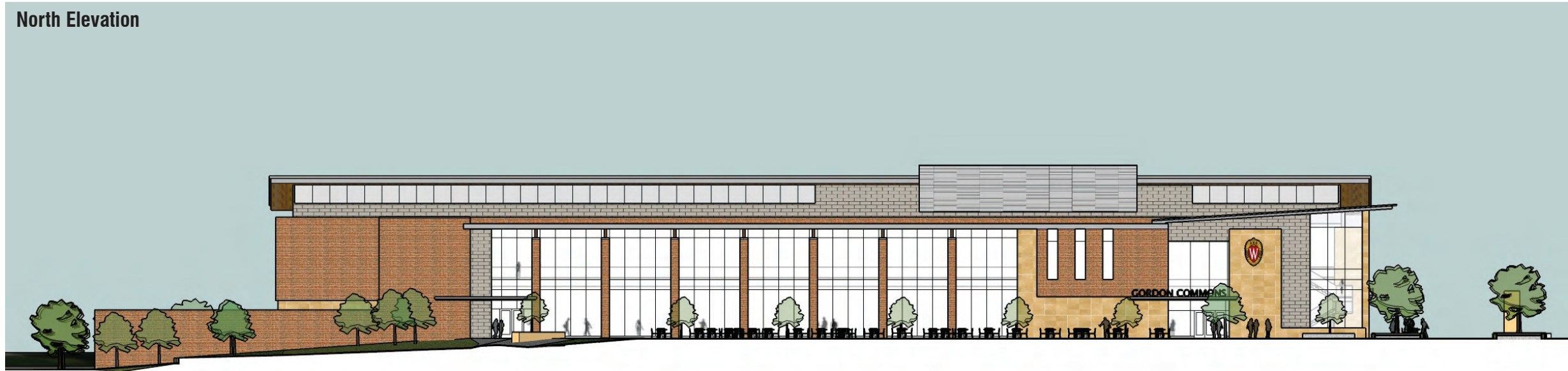


Gordon Commons - Upper Level

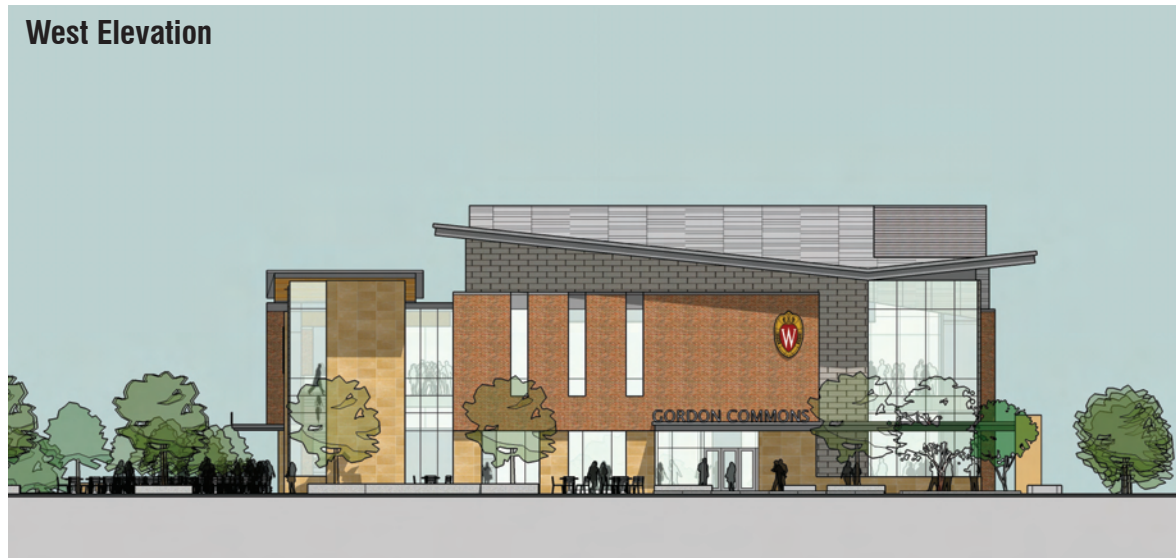
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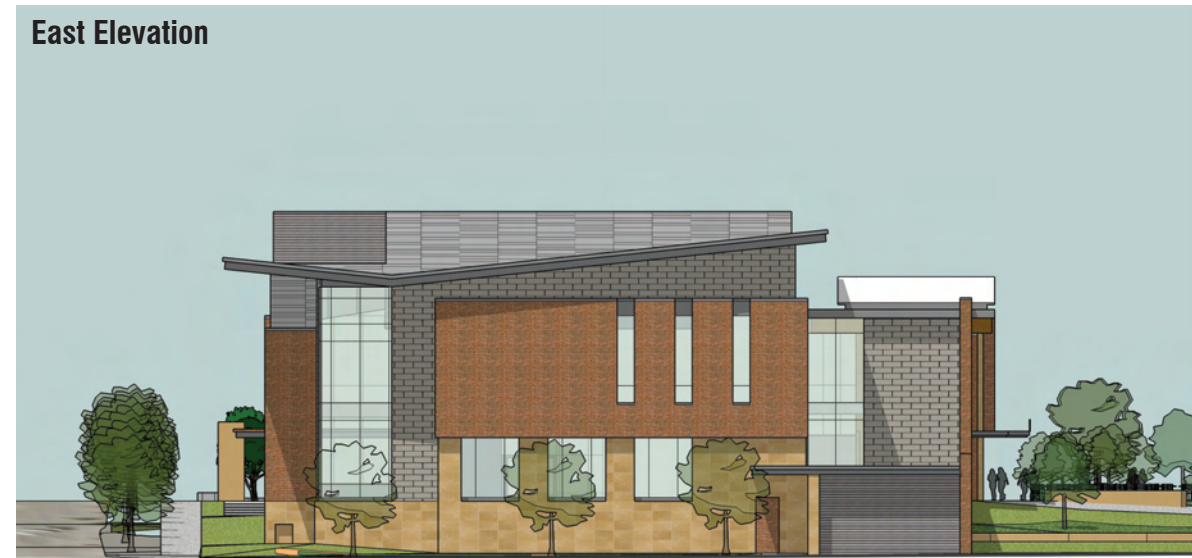
North Elevation



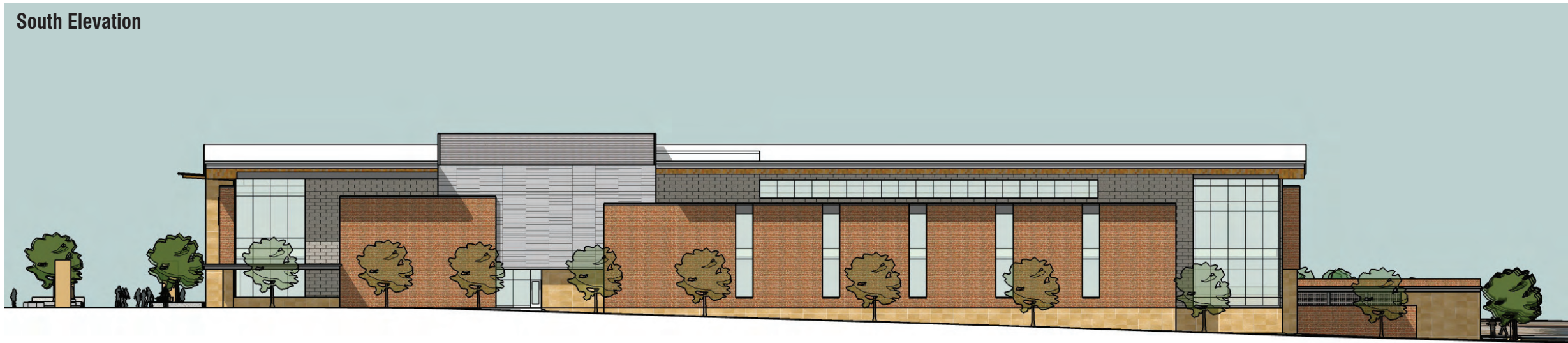
West Elevation



East Elevation



South Elevation





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