



November 20, 2013

Mr. Matthew Tucker
City of Madison Zoning Administrator
215 Martin Luther King Jr. Blvd
Rm. LL-100, Municipal Bldg
Madison, WI 53710

**RE: CONDITIONAL USE APPLICATION – Letter of Intent
Memorial Union, Phase II/Alumni Park
716, 790 & 800 Langdon Street
University of Wisconsin-Madison**

Dear Mr. Tucker:

This is an application for a Conditional Use request for redevelopment of 119,227 gross square feet in the existing UW Memorial Union located at 800 Langdon Street, upgrades to the Memorial Union Terrace and creation of the proposed Alumni Park on the existing surface parking Lot 1 (790 Langdon Street) east of Memorial Union. The property is currently zoned R-6 and HIS-L (historic landmark – the Red Gym/Armory is a City of Madison Landmark. This application is being submitted for Plan Commission action at their December 2, 2013 meeting. Construction of the improvements is scheduled to begin June 2014 and be completed in September 2017. All land is owned by the Board of Regents of the University of Wisconsin System.

Application Materials

Zoning Application
Plans (7 full size copies, 25 reduced size 11" x 17" copies, 1 letter size copy)
Letter of Intent (33 copies)
Legal Description

Project Participants

Owner: State of Wisconsin
Agency: University of Wisconsin System
Board of Regents
Room 1860 Van Hise Hall
1220 Linden Drive
Madison, Wisconsin 53706

Owner's Contact: University of Wisconsin – Madison
Facilities Planning and Management
919 WARF Building
610 Walnut Street
Madison, Wisconsin 53726
Phone: 608-263-3023
Fax: 608-265-3139
Attn: Gary Brown
E-Mail: gbrown@fpm.wisc.edu

Facilities Planning & Management

9th Floor WARF Building 610 Walnut Street Madison, Wisconsin 53726-2397
(608) 263-3000 FAX (608) 265-3139 TTY (608) 265-5147

Dept of Admin: **Division of Facilities Development**
101 E. Wilson Street
P.O. Box 7866
Madison, Wisconsin 53707
Phone: 608-266-7041
Attn: Erik Sande
E-Mail: erik.sande@wisconsin.gov

Architects: **Uihlein-Wilson Architects, Inc.**
322 E. Michigan Street, Suite 400
Milwaukee, Wisconsin 53202
Phone: 414-271-8899
Fax: 414-271-8942
Attn: Del Wilson, AIA, Principal in Charge
E-Mail: Delw@Uihlein-wilson.com

Moody Nolan Architects
300 Spruce Street, Suite 300
Columbus, Ohio 43215
Phone: 614-461-4664
Fax:
Attn: Curtis J. Moody, FAIA
E-Mail: cmoody@moodynolan.com

Landscape Architect: **SmithgroupJJR, LLC**
44 E. Mifflin Street
Madison, Wisconsin 53703
Phone: 608-327-4432
Fax: 608-251-6147
Attn: Bill Patek
E-Mail: bill.patek@smithgroupjjr-us.com

MEP Engineers: **Arnold & O'Sheridan, Inc.**
4125 N. 124th Street
Brookfield, Wisconsin 53045
Attn: Irina Ragozin, PE, LC
Phone: 262-783-6130
E-Mail: iragozin@arnoldandosheridan.com

Surveyor: **JSD Professional Services, Inc.**
161 Horizon Drive, Suite 101
Verona, Wisconsin 53593
Phone: 414-771-3390

Project Background:

Memorial Union consists of 224,500 GSF on six occupied floors, including the basement. The original building was constructed between 1926 and 1928, and the Wisconsin Union Theater wing was added to the west in 1938. In 1957, the first floor cafeteria in the east wing was expanded outward and today, after a more recent remodeling, is known as Lakefront on Langdon. Over the years other minor additions and revisions have been made that have in-filled recesses in the façade and built upon lower roofs.

The Memorial Union is listed on the National Register of Historic Buildings as a contributing building in the Bascom Hill Historic District thus requiring design review by the Wisconsin Historical Society. The neighboring Red Gym/Armory and Science Hall are both National Landmark buildings and listed on the National Register as individual buildings within the overall district. Both of these buildings are also City of Madison Landmarks.

In 2012 the University of Wisconsin-Madison began construction of Phase I of the planned redevelopment, renovation and expansion of the existing Memorial Union building. This application is for Phase II which continues the renovation of Memorial Union and creates Alumni Park.

Project Description:

Phase II will complete the Memorial Union interior remodeling and will include new underground mechanical spaces at the Union's southeast corner on Langdon Street. This will result in a series of site improvements for site accessibility; all being coordinated with the transformation of Lot 1 into the proposed Alumni Park. As part of this phase, an underground loading dock beneath Alumni Park to serve the delivery needs of the Memorial Union, Pyle Center, Red Gym and below Alumni Center will be constructed. The site work will also consist of minor improvements to the central and east portions of the Union Terrace to improve the outdoor performance stage setting and increase site accessibility for people with disabilities. Many of the historic oak trees and limestone seat walls will be saved as part of the overall renovation plans.

Alumni Park will transition Lot 1 from a vehicular service and parking facility to a pedestrian plaza and open space at the north terminus of the East Campus Mall. A combination of site walls and ramps will transition from Langdon Street up to Alumni Park which becomes a green roof over a loading facility serving Memorial Union, Red Gym and Pyle Center. The park will feature commemorative features and garden areas recognizing accomplishments of the University. It is important to note the intent of the Park is not to commemorate private donors but celebrate the overall accomplishments of the University. To the north, the park will tie to the existing shoreline sidewalk with stairs and ramps negotiating grade change as the park moves off the loading facility and works to blend into the grade north of the Red Gym, the Memorial Union Terrace, and the shoreline sidewalk. The park creates numerous areas for large gatherings in addition to many smaller secluded areas for reflection, small gatherings or a place for solitude. The park will feature levels of material on par with the East Campus Mall and many features will be enhanced beyond. Landscaping will accentuate the site elements working to frame many areas and viewsheds in addition to softening the built environment.

Exterior building materials of the north and south additions to the Union Theater will be consistent with the existing building including stone, glass and precast concrete. The design of the additions will be developed such that they complement the existing architecture but are clearly an addition of their time and place.

The planned loading and service functions for the building will occur via the underground loading dock to be created with this phase. Trash and recycling containers will be located in the underground loading dock after completion of Phase II. Large vehicle access to the underground loading dock will be via a new ramp accessing the underground dock off of Langdon Street. A turntable will be included that allows the large vehicles to be turned around to load out from the rear of the truck and then exit out the same ramp to Langdon Street. From a maintenance standpoint, trash removal is handled by University custodial staff on a daily basis. Equipment storage is handled all within the confines of the building. Snow removal on all walks and access drives for the existing and proposed building is administered by University Environmental Services and Wisconsin Union staff.

Building signage is existing on the south side along Langdon Street. New building mounted or ground mounted building signs will be included as part of the project utilizing the campus standards. Campus standard, sharp cut-off lighting fixtures will be used across the site. There will be some specialty lighting within Alumni park that will be integrated into the exhibits and displays but the intent is create ambiance and character.

From a fire protection standpoint, the entire building will be fully sprinkled.

The overall project follows closely the 2005 UW-Madison Campus Master Plan that suggests a small addition to the north of the Union Theater and redevelopment of the space between the Memorial Union and the Red Gym.

Project Schedule:

Start Construction: June 2014
Substantial completion: September 2017

Proposed Uses:

GSF of Operations (Including Loading Dock): 68,460 SFT
Public: 77,600 SFT

Hours of Operation

The renovated Memorial Union will continue to have standard operating hours of 7:30 AM to 11:00 PM Monday through Friday during the school year and on weekends and holiday, 9:00 AM to 11:00 PM.

Building Areas:

The existing and proposed expansion areas are as follows:

Existing renovation area = 119,227 SFT
South/East Union underground addition = 10,000 SFT
East Union Stair extension = 508 SFT
East Loading dock and tunnel = 16,325 SFT
Total at completion = 146,060 SFT

Auto and Bike Parking Stalls:

Parking is addressed, in accordance with the overall university Campus Master Plan, on a campus-wide basis not by individual building. As part of this phase Lot 1 will be removed to make way for the underground loading dock and Alumni Park. Directly adjacent to Memorial Union is Parking Lot 6, underneath the Helen C. White Library, which is available to visitors, including people with disabilities. Accessible parking for events in the Memorial Union will be served by these spaces in Lot 6. Metered City parking can also be found on most nearby streets as well as the City's public parking ramp on North Lake Street, a block away. Overall, within three or four blocks of the Memorial Union, visitors can find nearly 1,400 parking spaces, including underneath Grainger Hall, the Pyle Center, and the Southeast campus parking ramp (Lot 46) at the corner of N. Lake Street and W. Johnson Street.

Bike parking will be accommodated throughout the site in equal or greater numbers than exist today. Additional bike parking will be provided along the west side of North Park Street as well as along Langdon Street and near Alumni Park. See submitted drawings for defined bike parking locations and proposed quantities.

Intercity bus vendors which were accommodated on Langdon Street near the Memorial Union prior to Phase I were temporarily relocated to University Avenue near the Chazen Museum. It does not appear likely that the intercity buses will be able to be accommodated in the previous location on Langdon Street after Phase II construction. A joint Campus and City task force has been developing alternative locations and strategies for intercity bus stationing and pick-ups. This task force is expected to issue its report soon to the Mayor. Parking for taxis that provide service to users of the regional bus system will need to be negotiated with the City of Madison along Langdon Street.

Lot Coverage and Usable Open Space Calculations

The project site is 226,700 square feet. The total open space/area outside the building footprint and other impervious area is 162,064 square feet.

Estimated Project Cost:

Union Building: \$33,000,000
Loading Facility: \$9,000,000
Alumni Park: \$8,000,000

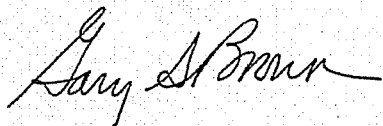
Number of Construction & Full-Time Equivalent Jobs Created

Based on a study entitled "The Impact of Construction on the Wisconsin Economy" by C3 Statistical Solutions, published in January 2011, every \$1 spent directly on construction projects produces an overall economic impact of approximately \$1.92. Using a related formula that 17 jobs are created for every \$1 million of construction costs, this \$50 million project should create approximately 850 jobs split between design and construction workers and the service industry and direct, indirect and induced jobs.

The project was presented to the City of Madison Development Assistance Team on September 12, 2013.

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

Thank you,

A handwritten signature in black ink that reads "Gary A. Brown". The signature is written in a cursive style with a large initial "G".

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

cc: Julie Grove, UW-Madison FP&M Project Manager
Erik Sande, DOA/DFD Project Manager

Alder Scott Resnick, District 8