



November 9, 2011

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

**RE: MAJOR ALTERATION TO AN EXISTING CONDITIONAL USE AND GDP APPROVAL
MEMORIAL UNION REDEVELOPMENT PROJECT & ALUMNI PARK
800 LANGDON STREET, 790 LANGDON STREET (situ address = 610 N. Lake Street)
UNIVERSITY OF WISCONSIN-MADISON**

This is an application for a conditional use approval for proposed 31,971 gross square foot additions and redevelopment of 99,079 gross square feet in the existing UW Memorial Union located at 800 Langdon Street. A General Development Plan approval is also sought for the entire redevelopment of the Memorial Union site and the proposed Alumni Park to the east on the existing surface parking Lot 1 (790 Langdon Street). The property is currently zoned R-6 and HIS-L (historic landmark – the Red Gym/Armory is a City of Madison Landmark, as is Science Hall to the southwest across N. Park Street). Construction of Phase I redevelopment (the west Theater Wing of Memorial Union) is scheduled to begin in approximately August 2012 with completion projected for July 2014. Phase II development (remaining renovations to the Memorial Union, upgrades to the Memorial Union Terrace and the construction of Alumni Park) is currently scheduled to begin in summer 2014 for completion in 2017 based on funding availability.

Application Materials

Zoning Application
Letter of Intent and Legal Description (12 copies)
Small format bound set of drawings, 11 x 17 (7 sets) AND 8.5 x 11 (1 set)
Large format bound set of drawings, 7 sets

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
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Facilities Planning & Management

Architects: **Uihlein-Wilson Architects, Inc.**
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Moody Nolan Architects
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Attn: Curtis J. Moody, FAIA
E-Mail:

Landscape Architect: **JJR, LLC**
625 Williamson Street
Madison, Wisconsin 53703
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Fax: 608-251-6147
Attn: Bill Patek
E-Mail: bill.patek@jjr-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: **Jenkins Survey and Design**
161 Horizon Drive, Suite 101
Verona, Wisconsin 53593
Phone: 414-771-3390

Contractor(s): To be determined

Building Use, Area, and Occupancy

The University of Wisconsin-Madison is planning the redevelopment, renovation and expansion of the existing Memorial Union building located on campus at 800 Langdon Street. The project also includes future renovations to the Memorial Union Terrace, Lake Mendota shoreline reconstruction, and the proposed Alumni Park site development between the Memorial Union and the Red Gym/Armory building. This will be a multi-phase redevelopment project over a number of years, beginning with the west wing of the Memorial Union which houses the Union Theater. At this time, we are asking for approval of a major alteration to a conditional use for the first phase renovations and additions to the Union Theater and approval of the General Development Plan for the entire project site.

The project area is roughly described as N. Park Street on the west, Lake Mendota on the north, Langdon Street on the south and N. Lake Street on the east (excepting the Red Gym building, the Pyle Center and the Below Alumni Center facilities). Work along the Lake Mendota shoreline north of the Red Gym and the Below Alumni Center are part of the future Alumni Park project as described in the General Development Plan drawings. The first phase project site area is roughly 1.35 acres. The overall GDP project site is 6.5 acres in area. The overall GDP request anticipates multiple phases to be completed with at least two stages of building renovation and at least 3 stages of site work.

The Memorial Union today is 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.

The original Memorial Union is of an Italianate Revival style, and the theater wing addition followed in the Art Deco style. Art Deco was continued, loosely, in the 1957 cafeteria addition, bringing a degree of balance to the structure. The exterior walls of the building are Bedford limestone with accents of Winona travertine and the hipped roofs are of green clay tile. Windows are of wood, aluminum and glass block as representative of the different time periods of the work.

The overall project goal is to preserve that which is historic and loved while making selective demolitions, additions and remodeling to better organize the building's functions and to improve circulation, life safety and service functions necessary for the smooth operation of the facility.

To accomplish project goals, Phase I proposes four key elements: demolition and reconstruction of the west wing connector to the main building; addition of a new theater lounge to the north towards Lake Mendota (located on top of new Hoofer's space); addition of a new rehearsal room and expanded Play Circle Theater south toward Langdon Street; fifth floor vertical additions on top of both the east and west connector wings; and an expanded basement areas with minimal visual impact to provide new mechanical space underground. Phase I site work anticipates improvements on the north and west area of the Union Terrace, improvements to the north end of North Park Street, and site improvements at the corner of North Park and Langdon Streets. Although currently under a separately enumerated project, but likely incorporated within the first phase, is the Lake Mendota Shoreline renovation project between N. Park Street and N. Lake Street which rebuilds the existing shoreline (see more information below).

Additional future redevelopment phases will complete the Memorial Union interior remodeling with 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 future phase, the project intends to build an underground loading dock beneath Alumni Park to serve the delivery needs of the Memorial Union, Pyle Center, Red Gym and the Below Alumni Center. The GDP 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.

The existing Memorial Union facility houses 600 to 1,000 employees on any given day and numerous visitors. Regular use of the Memorial Union is approximately 6,000 to 10,000 visitors per day. The Memorial Union currently has 6 hotel style rooms for overnight guests. The renovated facility will include the same number in renovated, new guest rooms.

SITE CONCEPTS:

The southwest corner at N. Park Street and Langdon Street is a high visual impact zone given the proximity to the historic grand stairs, which will remain along with an existing entry to the second floor gallery. The project proposes an underground mechanical addition and a re-design of the corner plaza entry and bicycle parking to improve access to the Union. The plaza supports a new major accessible entry to the Theater wing and waiting space for large number of local and regional buses that serve students. Bike parking will be included along with a small outdoor seating area.

The proposed North Park Street site design changes are minor and seek to protect the canopy of the existing Theater by moving the east curb line west to align with recent similar changes coordinated with city Traffic Engineering. The project proposes that the North Park Street cul-de-sac area will need major rework replacing the guardrails, walls, stairs and planters. It is anticipated that site work will continue west of the Park Street right-of-way to the east wall of Helen C. White Library and the Lake Lab, a small brick building just to the north and west of the north end of N. Park Street. Bike and moped parking will also be included in these areas. A site for the existing B-cycle station will also be incorporated into the overall site design.

The shoreline rehabilitation project will reconstruct the Lake Mendota shoreline in front of the Wisconsin Union from N. Park Street to N. Lake Street, stabilizing the shoreline and reconfiguring it removing the existing concrete pier. A city approved "dock line" exists between N. Park Street and N. Lake Street. Reconstruction of the shoreline will basically follow that line in an east-west direction with improvements to include a new permanent pier structure



north of the Red Gym and a seasonal transient pier connected to the permanent pier north of the Alumni Center.

Facilities Planning & Management

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Planned re-construction of the north addition will impact the existing Memorial Union Terrace. Care will be taken to limit disturbance to only that area necessary to complete construction. Existing trees to remain will require protection and diligent monitoring. During Phase I, Lot 1 – the parking lot east of the Memorial Union – will be used for construction staging and neighborhood (Union, Pyle Center, Red Gym, and Alumni House) deliveries beginning with the shoreline rehabilitation project.

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.

Parking is addressed, in accordance with the overall university Campus Master Plan, on a campus-wide basis not by individual building. Under Phase II of this project, Lot 1 will be removed to make way for the underground loading dock. 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.

Seven intercity bus vendors are currently accommodated on Langdon Street near the Memorial Union representing a more than doubling of the typical number of buses stopping here. The situation has motivated Mayor Paul Soglin to form a joint Campus and City task force to develop 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. Short term metered street parking will also need to be negotiated for drop-off and pick-ups for regional bus users.

Bike and moped 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 and moped parking locations and proposed quantities.

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. This future project area is defined as the east façade of the Memorial Union to the west façade of the Red Gym, to the shores of Lake Mendota and around the north side of the Red Gym to the Below Alumni Center and along the shoreline north of the Below Alumni Center to North Lake Street. 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 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.

The Alumni Park project also includes a proposed new permanent, pile supported pier structure north of the Red Gym and a seasonal transient dock for the first ever public boat access to the Memorial Union Terrace and Alumni Park. These concepts are all contingent on successful fundraising by the Wisconsin Alumni Association. Advance discussions with the Wisconsin Department of Natural Resources supports these concepts and they have committed to assisting in necessary permit approvals to advance the project. All three projects, the Memorial Union redevelopment, the Lake Mendota Shoreline project and the Alumni Park development are all being designed by JJR here in Madison and all three projects have been closely coordinated from a design perspective.

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 Phase II of the overall project. Until that time, service and loading access will be as existing through the Lot 1 surface parking lot. Trash and recycling containers will remain in Lot 1 for Phase I and be located in the future

underground loading dock under Phase II development. Large vehicle access to the future 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 custodial staff are responsible for snow and ice removal near the building entrances and on the walks leading into the building.

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.

From a fire protection standpoint, the entire building will eventually be fully sprinkled under the two-phase project.

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.

The overall project has been presented to the Joint South East Campus Area Committee, including the local alderperson, for an informational review in July 2011 and has been presented to the City of Madison development assistance team (DAT) in April 2011. Further presentations and updates will be made to the DAT and the neighborhoods via the Joint South East committee for a recommendation to the Plan Commission.

The overall project will be seeking a minimum LEED Silver rating for sustainability efforts.

HISTORIC PRESERVATION

The Memorial Union is not a designated City Landmark but is a contributing building in the Bascom Hill Historic District which is listed on the National Register of Historic Places. The State of Wisconsin has commissioned a Preservation Plan outlining building areas and elements of particular historic significance and is also providing guidelines for potential additions and modifications as part of that plan. The design team is, as part of its scope, preparing a Historic Structure Report documenting the past and present condition of the building and describing design intentions as they relate to the National Park Service's Secretary of Interior historic preservation guidelines. The Wisconsin Historical Society has determined that certain strategies may create an "adverse effect" relative to these guidelines. The University of Wisconsin is working with staff in the Wisconsin Historical Society to develop an agreed upon mitigation strategy based on the current design. Those mitigation strategies include documenting and presenting the overall history of the Wisconsin Union, the Union Theater and Hoofers in permanent displays throughout the building.

Legal Description of Site - See attached.

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

Thank you,

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

Xc: Angela Pakes Ahlman, UW-Madison FP&M Project Manager
Sam Calvin, DOA/DSF Project Manager
Wendy Von Below, Wisconsin Union Project Manager

Alder Bryon Eagon, District 8, City of Madison Common Council
Mark Guthrie, Director, Wisconsin Union



LEGAL DESCRIPTION

MEMORIAL UNION REDEVELOPMENT 800 Langdon Street

All of Lots 1-6, and Lot 7 except the East 15 feet, Block 2, Original Plat of the City of Madison, also a part of the North Park Street right-of-way, being a part of the Southwest Quarter of the Southeast Quarter and part of the Southeast Quarter of the Southwest Quarter of Section 14, Township 7 North, Range 9 East, City of Madison, Dane County, Wisconsin, more particularly described as follows:

Commencing at the Southwest corner of Section 14, aforesaid; thence South 88 degrees 45 minutes 46 seconds East along the South line of Section 14 a distance of 966.79 feet to the easterly right-of-way line of North Park Street; thence North 01 degree 09 minutes 39 seconds East along said East right-of-way line, 346.66 feet to the Southwest corner of said Block 2, being the intersection of the North right-of-way line of Langdon Street and the East right-of-way line of North Park Street, also being the point of beginning; thence continuing North 01 degrees 09 minutes 39 seconds East along the East right-of-way line of North Park Street, 86.84 feet; thence North 88 degrees 44 minutes 49 seconds West, 7.88 feet; thence North 01 degrees 15 minutes 11 seconds East, 40.29 feet; thence North 88 degrees 44 minutes 49 seconds West, 3.34 feet; thence North 01 degrees 15 minutes 11 seconds East, 14.78 feet; thence North 88 degrees 44 minutes 49 seconds West 0.21 feet; thence North 01 degrees 15 minutes 11 seconds East, 40.00 feet; thence South 88 degrees 44 minutes 49 seconds East, 1.90 feet; thence North 01 degrees 15 minutes 11 seconds East, 120.42 feet; thence South 88 degrees 44 minutes 49 seconds East, 2.58 feet; thence North 01 degrees 15 minutes 11 seconds East, 9.19 feet to a point of curve; thence Northeasterly 11.14 feet along an arc of a curve to the right, having a radius of 8.00 feet, the chord bearing North 41 degrees 08 minutes 33 seconds East, 10.26 feet to the Easterly right-of-way line of North Park Street; thence North 01 degrees 09 minutes 39 seconds East along said right-of-way line, 87.01 feet to Meander Corner Number 1; thence continuing North 01 degrees 09 minutes 39 seconds East, 20 feet more or less to the waters edge; thence Southeasterly along the ordinary high water mark, 460 feet more or less; thence South 01 degrees 22 minutes 28 seconds West, 20 feet more or less to Meander Corner Number 5, said Meander Corner being located from Meander Corner Number 1 as follows: beginning at Meander Corner Number 1; thence South 75 degrees 19 minutes 27 seconds East, 69.50 feet to Meander Corner Number 2; thence South 78 degrees 48 minutes 03 seconds East, 274.41 feet to Meander Corner Number 3; thence South 82 degrees 17 minutes 43 seconds East, 67.98 feet to Meander Corner Number 4; thence North 57 degrees 48 minutes 58 seconds East, 63.08 feet to Meander Corner Number 5; thence South 01 degrees 22 minutes 58 seconds West, 370.00 feet to the North right-of-way line of Langdon Street; thence North 88 degrees 44 minutes 47 seconds West along said North right-of-way line, 456.58 feet to the point of beginning

Said parcel contains 169,336 square feet or 3.887 acres.

Together with lands lying between the meander line and the waters edge, containing 9,160 square feet or 0.210 acres more or less.
