University of Wisconsin - Madison

Introduction to the Design Guidelines Process

Campus Design Guidelines – Outline for Discussion

I. INTRODUCTION

A. Purpose of Design Guidelines
B. Building Massing and Height
C. Building Placement and Setting
D. Building Details

II. UW BUILDINGS

A. Top Buildings we all love
B. Bottom Buildings we all love to hate

III. DISCUSSION

Purpose of the Guidelines

The elegance and utility of University of Wisconsin, Madison's physical plan are largely dependent on the coherence and quality of its grounds and buildings. The Design Guidelines outline a course of action for the refinement and development of the grounds and buildings. These Guidelines are not intended to prescribe solutions nor limit creativity, but rather to establish a flexible framework that respects UW's past and addresses its current challenges, while being inventive in establishing its future.

Architectural Guidelines Introduction

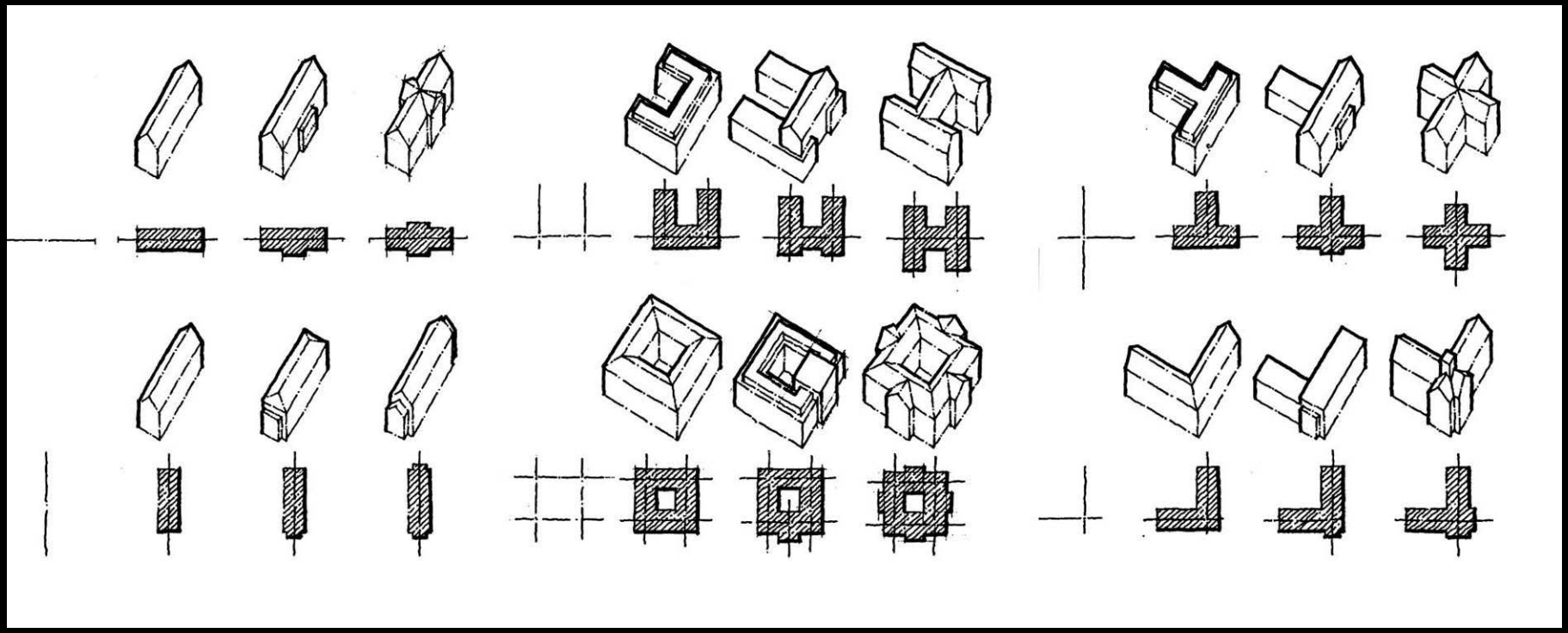
The inherent spirit of a place - what defines its uniqueness - is more dependent on its landscape and architectural character than on its architectural style.

Whereas an architectural style often relies on idiosyncratic details to define it, architectural character is based on a series of more general design principles, including:

- Architectural Typology
- Massing and Height
- Scale and Proportion
- Architectural Hierarchy
- Building Elements
- Materials

Building Massing & Height

The massing of a building can be defined as the overall geometry (length, width, and height) of its perceived form. Massing is one of the more significant factors that contribute to establishing the “character” of a specific building.
Of particular importance in defining the massing of a building is the overall height of the form (actual and perceived) as well as the geometry of its roof. The following series of diagrams are intended to suggest the limitless combinations and re-combinations of ‘building-blocks’ to form more complex compositions appropriate to elaborate programs



Building Placement and Setting:

- Buildings form open space.
- Buildings and the landscape are an integrated design.
- Buildings respect open space.
- Buildings enhance the open space.
- Approach to site.
- Approach to scale (site and building).
- Heros vs. Good soldier.
- Quiet vs. Signature Architecture.

Buildings we all like on campus…

Building Design Elements we like:

- Defined bottom, middle, and top to building
- Clear roof elements (hip roofs, gables, etc.)
- Made of local quarried warm tan colored limestone / sandstone.
- Rich detail on exterior elevations (texture in materials).
- No punched windows (with header, sills, and surrounds).
- Window placement is regular, in a rhythm.
- Windows are more vertical than horizontal.
- Classic building lines that are human in scale and proportion.

Top Buildings: **Bascom Hall**

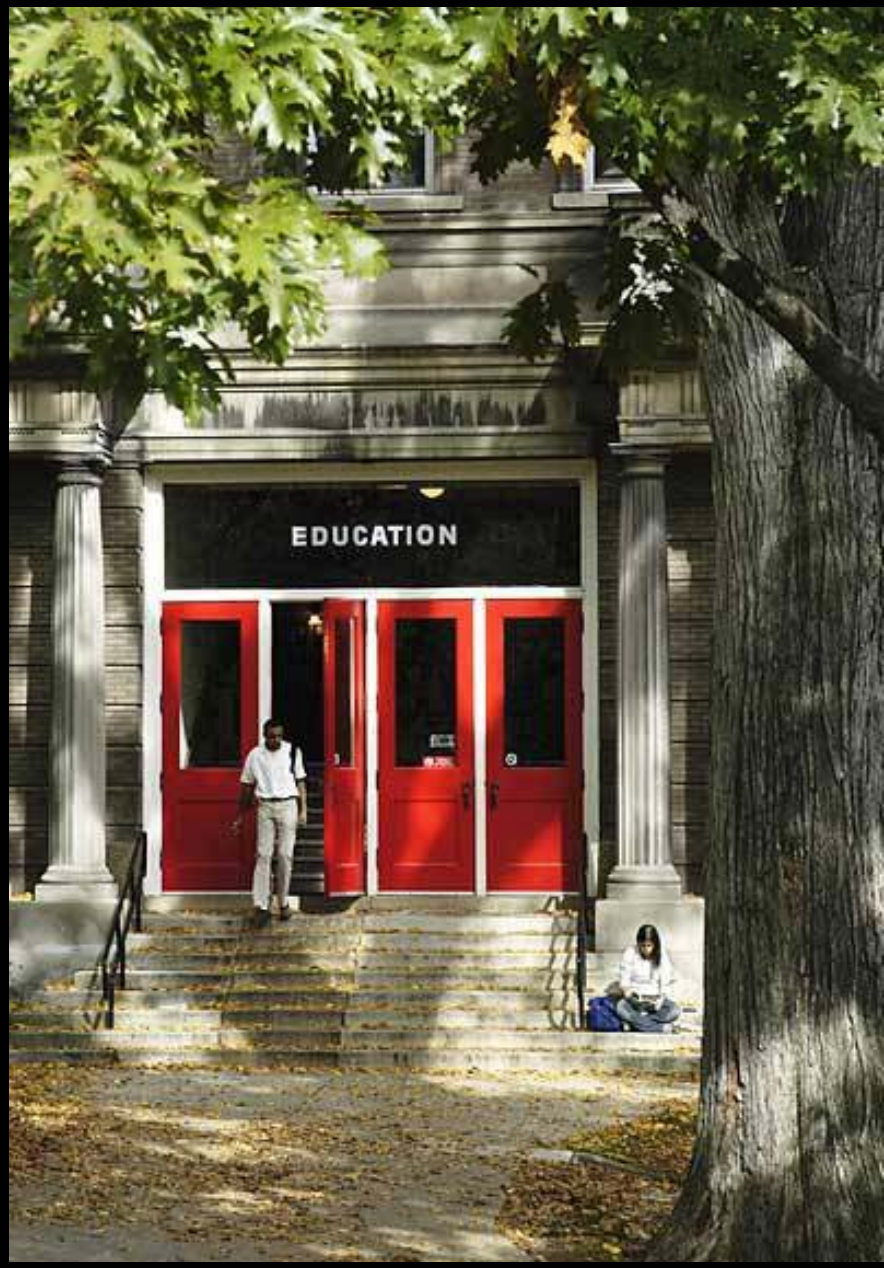
Historic Fabric Buildings

Top Buildings: North and South Halls

Historic Fabric Buildings

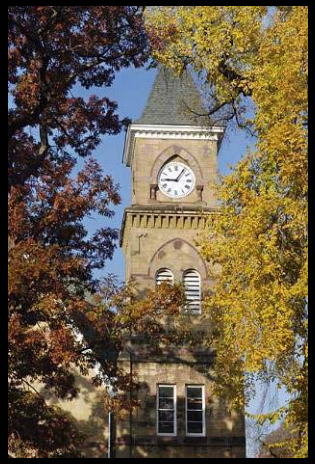
Top Buildings: Education

Historic Fabric Buildings



Top Buildings: Music Hall

Historic Fabric Buildings



Top Buildings: Science Hall

Historic Fabric Buildings

Top Buildings: Memorial Union

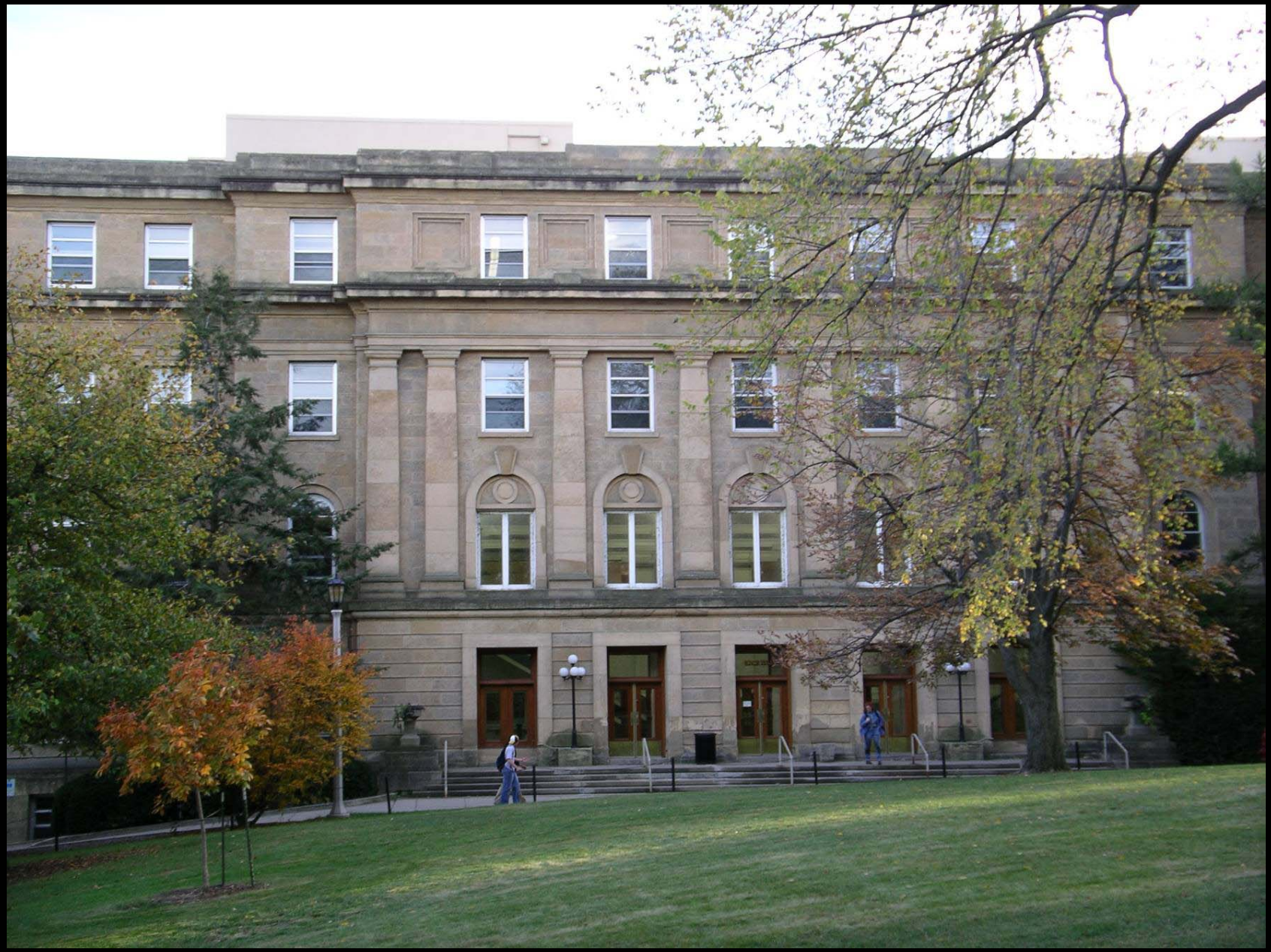
Historic Fabric Buildings

Top Buildings: **Red Gym / Armory**

Historic Fabric Buildings

Top Buildings: Birge Hall

Historic Fabric Buildings



Top Buildings: Agriculture Hall

Historic Fabric Buildings

Top Buildings: **School of Human Ecology**

Historic Fabric Buildings

Top Buildings: **Tripp, Adams, and Carson Gulley**

Historic Fabric Buildings

Top Buildings: Elizabeth Waters Hall

Historic Fabric Buildings

Top Buildings: Kronsage Dorms

Historic Fabric Buildings

Top Buildings: **Chamberlin Hall**

Historic Fabric Buildings

Top Buildings: Sterling Hall

Historic Fabric Buildings

Top Buildings: Lathrop Hall

Historic Fabric Buildings

Top Buildings: **Stock Pavilion**

Historic Fabric Buildings

Top Buildings: **Hiram Smith Complex**

Historic Fabric Buildings

Top Buildings: Horticulture / Moore Hall

Historic Fabric Buildings

Top Buildings: **Agriculture Engineering**

Historic Fabric Buildings

Top Buildings: **Biochemistry (1912 Wing)**

Historic Fabric Buildings

Top Buildings: **Field House**

Historic Fabric Buildings

Top Buildings: Biochemistry

Contemporary Buildings

Top Buildings: **Genetics / Biotechnology**

Contemporary Buildings

Top Buildings: **Elvehjem Museum**

Contemporary Buildings

Top Buildings: Grainger Hall

Contemporary Buildings

Top Buildings: Chemistry

Contemporary Buildings

Buildings we all
love to hate on campus…

Building Design Elements we don't like:

- Small or no windows that do not open.
- Solid massive wall for exteriors (no bottom, middle, top).
- Flat roofs.
- Tall, ugly boxes with poor floor plans.
- Little or no exterior detail.
- Non- natural building materials (cold metal panels).
- Imposing Massing.

Bottom Buildings: **McCardle Labs**

Bottom Buildings: **Biotron**

Bottom Buildings: **Van Hise**

Bottom Buildings: **Van Vleck**

Bottom Buildings: **Union South**

Bottom Buildings: **WARF**

Bottom Buildings: **Engineering Research Building**

Bottom Buildings: **Wendt Library**

Bottom 10 Buildings: **Memorial Library**

Bottom Buildings: **SERF**

Bottom Buildings: **Brogden**

Bottom Buildings: **Humanities**

Bottom Buildings: **Vilas Communications**

Discussion

- What buildings on campus do you like?
- What is it about them that you like?
- What about the buildings you don’t like, why don’t you like them?
- How do you want the campus to look in 20 years?