



PHASE FOUR

Generating Design Ideas



Intent:

The final phase built upon the work of the previous phases. Here students had the opportunity to apply what they learned from their field research and from the research on campus public outdoor spaces, to a redesign of their designated setting.

Procedures:

1. After reviewing their research of the previous phases, each team developed 2 goal statements; 2 performance requirements (PR) for each goal statement; and at least 2 concepts for each PR. The goals were to only address social interaction and aesthetic pleasures. Students reviewed the book, *Architectural Programming: Information Management for Design*, by Donna Duerk, in constructing these.
2. Using a plan of their existing setting, each team annotated on the plan those physical design features that detracted and enhanced social interaction and aesthetic pleasures. These annotations mentioned what the physical feature was and what quality (e.g. social interaction, aesthetic pleasure) it detracted or enhanced.
3. Then, each team redesigned the setting. In the redesign, they had to address (either by retaining from the existing setting or by redesigning) *at least 6* physical design features that enhanced their goals. Again, these features were *annotated*.

Goal Statement:

is a statement of an ideal quality level in which the design should have to be successful. It is developed to clearly express the level of quality to be reached by the final design.

Performance Requirement:

is a statement of measurable function that the design must live up to in order for the goals to be reached.

Concept:

is a captioned diagram that illustrates how space(s) should be physically organized in such a way that it facilitates the appropriate level of function (that is stated in the performance requirement).

Example of Lapham Hall Courtyard and Interior Foyer

In setting a goal to *enhance social interaction* in the Lapham Hall Courtyard and Interior Foyer, one student also provided her justification for the specifics of her goal based on her prior observations and surveys:

To create an inviting, comfortable space for users of Lapham Hall's foyer and courtyard that maximizes socializing, eating and studying all year round and minimizes nonuser traffic through the courtyard.

This goal is being addressed based on the following findings:

Highest activity observed in courtyard/foyer:

people walking through courtyard

One of lowest activities observed:

studying with someone

Observed socializing w/specified posture:

socializing/sitting: 8%

socializing/standing: 29%

*socializing/walking: 63% **

Highest suggested improvement

add tables/chairs

2nd highest suggested improvement

add food carts to courtyard

Especially liked features:

openness, greenery, benches, natural lighting

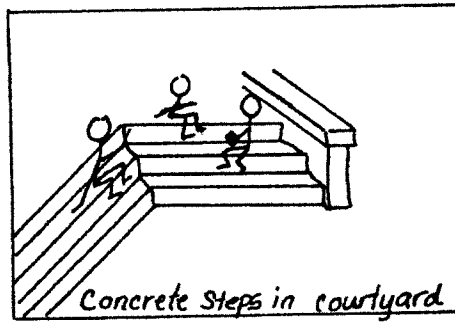
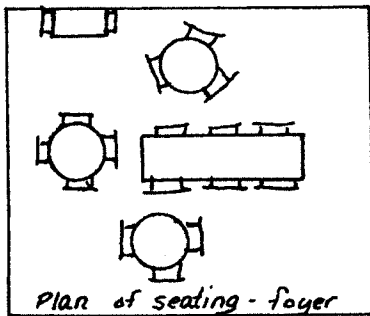
General conclusion: The courtyard itself does not have any features that promote one to actually use the space. It is however, full of heavy pedestrian traffic simply passing through. Even though the courtyard is underused or misused, based on open-ended survey responses, there was an expressed want to use the courtyard. People like to be outdoors, but there has to be features offered that promotes gatherings. The foyer offered many little features but nothing that fostered either short-term or long-term social interaction. There are some fixed benches along the eastern and western walls of the foyer but the only activity that the arrangement conjures up is studying alone. Socializing was noted most when people were walking. Either they were leaving/going to another part in Lapham Hall or they were walking through the courtyard. When stationary and socializing, most likely there was another, more primary activity taking place, such as copying or using the vending machines which are short-lived activities.

As a result, she developed these performance requirements and concepts that any redesign should follow to help meet that goal.

Performance Requirement 1

Students, faculty and others using Lapham Hall's foyer and courtyard should have available several fixed and semi-fixed casual seating options to be used for studying, eating and socializing in varying group sizes. These seating options should be located both in the foyer and courtyard.

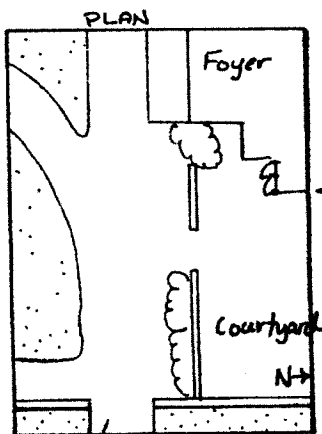
Concepts



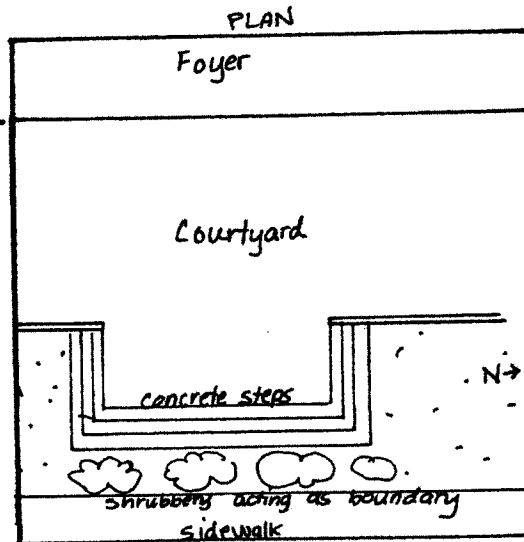
Performance Requirement 2

Students, faculty and others using Lapham Hall's courtyard should have a feeling of separation from any major conjoining general campus walkways. The courtyard design should minimize general campus traffic by creating natural and man-made boundaries that annotate the territory of the courtyard.

Concepts



new ramp from SW quadrant of campus to Maryland Ave.



In a similar manner, she developed goals, performance requirements and concepts to enhance the aesthetic pleasures of the Lapham Hall courtyard and foyer.

GOAL 2: addressing aesthetic pleasure

To create an enjoyable, relaxing and visually appealing atmosphere in Lapham Hall's foyer and courtyard that increases ones time spent there.

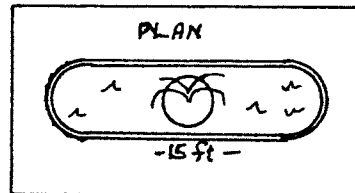
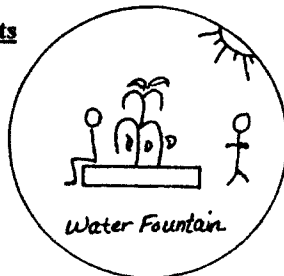
General conclusions from previous field findings:

The foyer and courtyard offer no features that evoke any sort of aesthetic pleasure. The courtyard has no form of art or an interesting façade that sparked a glance. The foyer is also void of pleasing features. There is no artwork, no interesting circulation patterns or architectural forms. The top features that were especially liked were; the large amount of lighting in the foyer due to the large windows, a feeling of 'open space' (most likely due to the large windows) and the greenery of the courtyard. The features that 'caught there eye' were again the large windows and several courtyard elements pertaining to nature. Features that were especially disliked in the foyer and courtyard were summed into two categories. The primary theme was that the space is old and falling apart. The secondary reason was that the area is perceived as plain and boring. These likes and dislikes are not all tangibles and relate more to how one feels when in the space.

Performance Requirement 1

The courtyard should offer a large-scale interactive artistic object that stimulates multiple sensors. It should be centrally located and also serve as a rest spot.

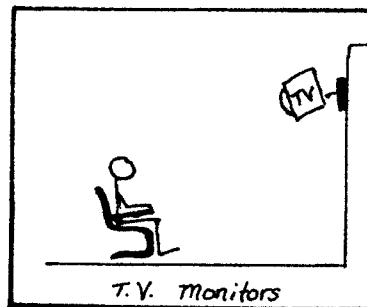
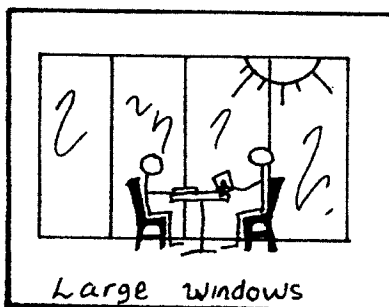
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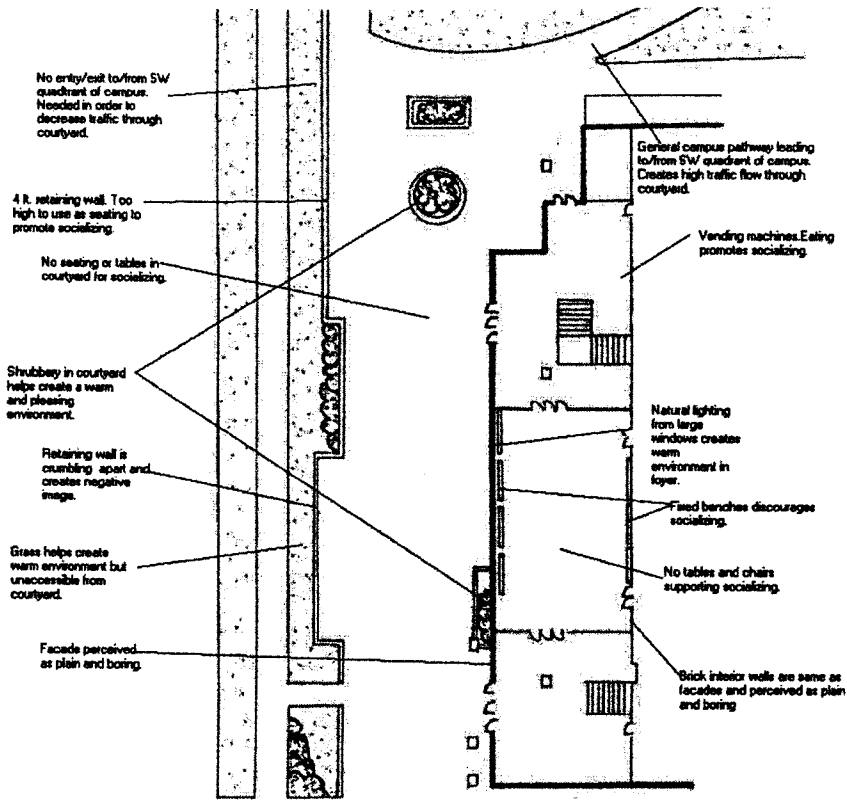


Performance Requirement 2

The foyer should offer multiple forms of visual stimulation that enhances relaxation. Appropriate seating arrangements should be strategically placed to aid in maximizing these various features.

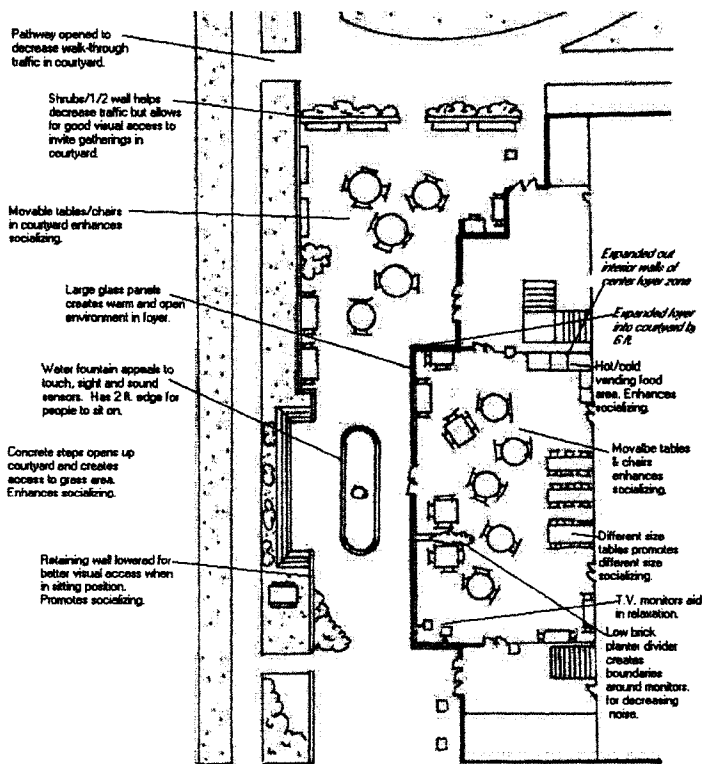
Concepts





Annotated evaluation of Existing Courtyard and Foyer

Based on these programmatic statements and goals, she evaluated the design features of the existing Lapham Hall courtyard/foyer setting, assessing the extent to which the present amenities and layout helped meet those goals.



Redesign recommendations

She then turned her focus to **redesigning the space**, stating how particular design features would enhance social interaction and aesthetic pleasures there.

Example of Sandburg Greenspace

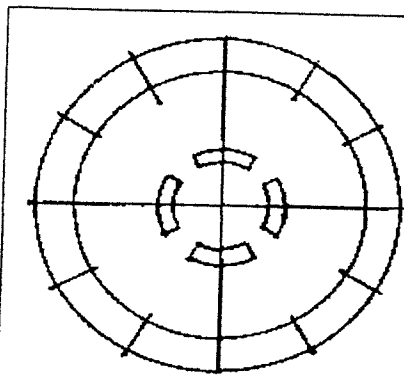
In a similar manner, another team took on the challenge of the Sandburg Greenspace – a prominent but under-utilized area of the campus at the corner of Hartford and Maryland Avenues.

They established two **goals**: (1) to provide an attractive destination for human interaction and active engagement with the site; and (2) to provide visual interest through aesthetically pleasing features. The **performance requirements** and **concepts** they established to help meet these goals included the following:

Performance Requirement 1:

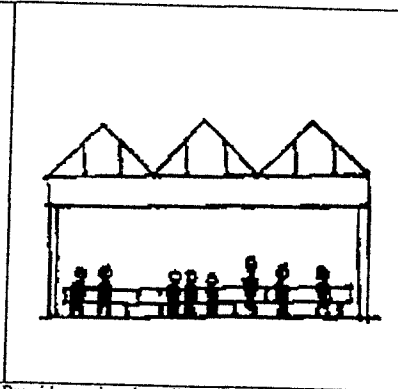
The Sandburg Greenspace shall provide an inviting atmosphere that allows for group interaction.

Concept Diagram A



Provide seating that allows for groups of people to congregate and interact.

Concept Diagram B

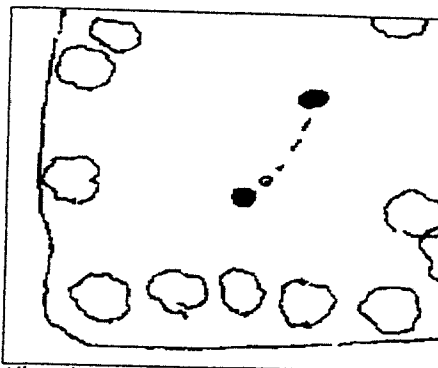


Provide seating that allows for people to interact while waiting for the bus.

Performance Requirement 2:

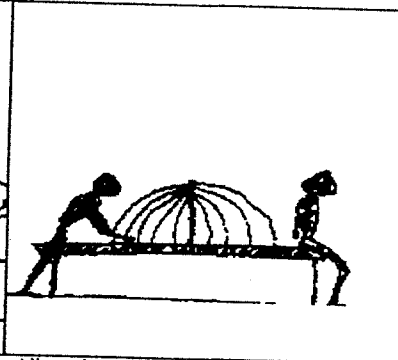
The Sandburg Greenspace should provide places which encourage users to interact with the environment.

Concept Diagram A



Allow adequate open space so users may partake in physical recreation.

Concept Diagram B



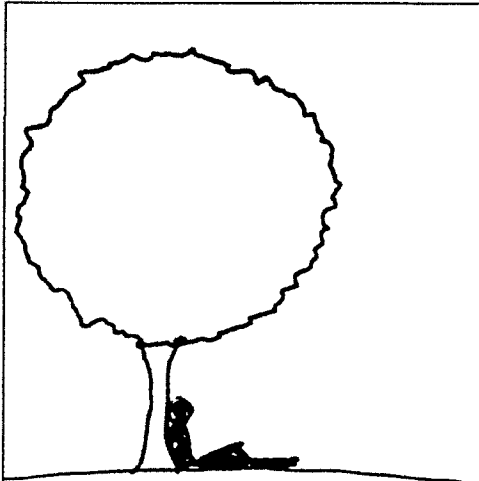
Allow a human scale for the fountain to engage users to interact with it.

Performance Requirement 1:

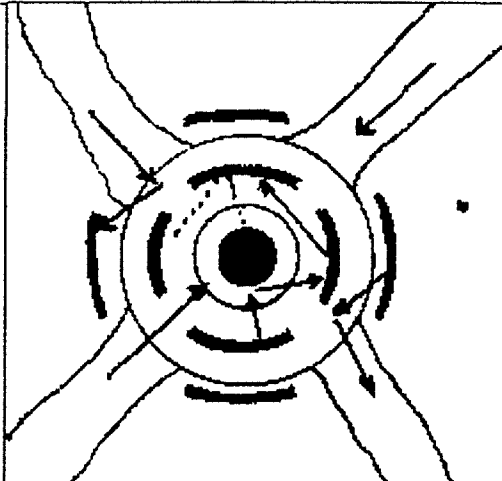
The Sandburg Greenspace shall provide intriguing opportunities for users to passively engage the site.

Concept Diagram A

Concept Diagram B



Provide shaded areas and other landscape where users can retreat and simply relax and look at their surroundings.



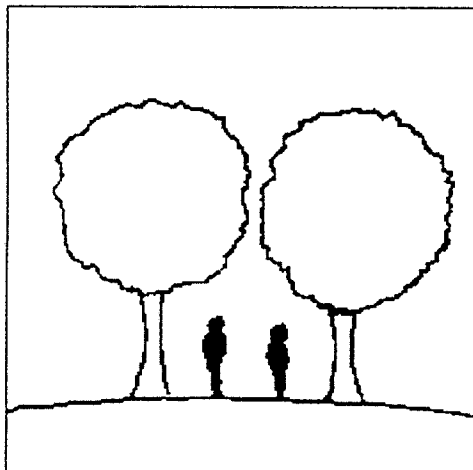
Seating around the fountain allows users to look inward and outward, toward or away from the fountain.

Performance Requirement 2:

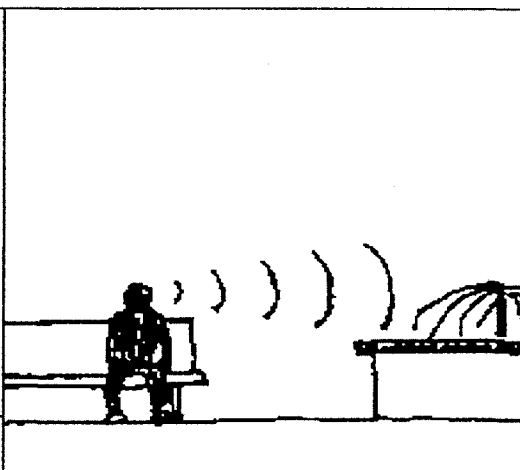
The Sandburg Greenspace shall create an environment which encourages different experiential qualities.

Concept Diagram A

Concept Diagram B



Tree-lined paths create a human scale and a comfortable place to walk.



The fountain would offer users of the space enjoyment of peaceful sounds, such as running water.

Their final **redesign** incorporated design features that better addressed social interaction and aesthetic pleasures of this important site of the UWM campus.

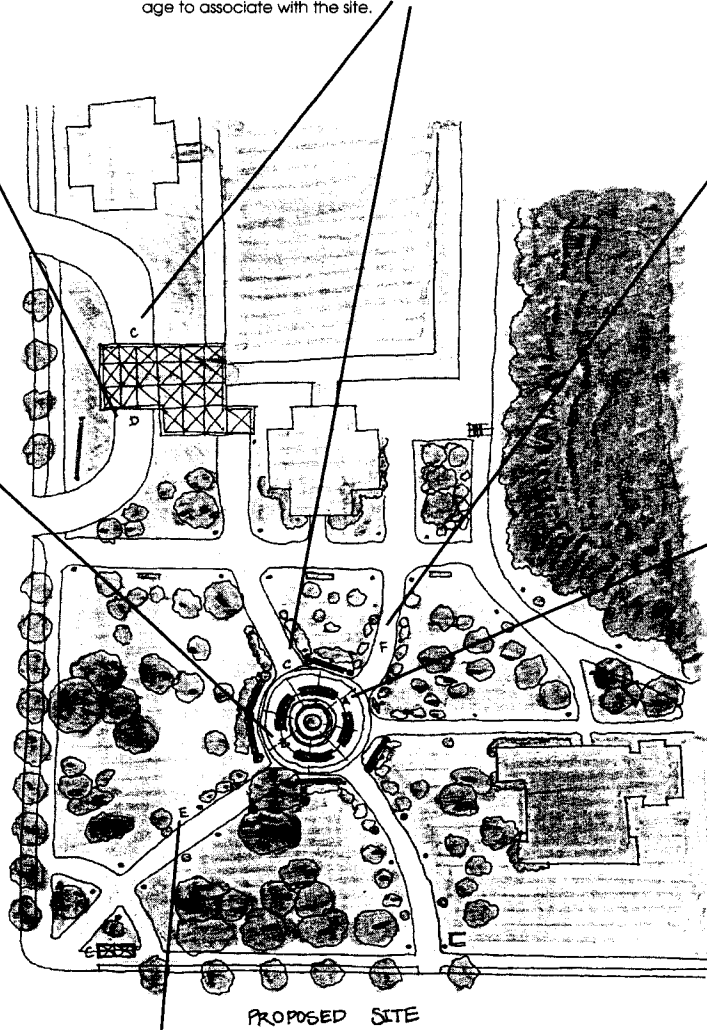
C. Create Landmark Features: The proposed design includes adding some memorable landmarks within the park. A fountain serves as the focal point of the site. Not only would it be soothing to experience, but it will also become a familiar place to congregate. Another recognizable feature is the covered drop-off, which would become the formal primary access point from the street to the building. It would become the "Front Door" of Sandburg Halls. The unique architectural style of the canopy, with its glass pyramid roof, makes it a memorable place. Similarly, the bus stop shelter, patterned after Sandburg's canopy, would become a recognizable image to associate with the site.

D. Provide Outdoor Shelter: The new park layout provides some additional outdoor shelter on the site in the form of a covered entrance to Sandburg Halls. This canopy would protect people from the elements. People exiting and entering cars in the driveway are shielded from wind, sun, snow, and rain, making for a convenient drop-off or pick-up.

B. Provide Interesting Things to Look At: The new design scheme adds several objects of visual interest to the site. The planters, formally located along the paths and fountain, will add a variety of colors throughout the site. The fountain, with its sphere of water, is also an eye-catching addition. The form and materials of the bus stop and covered drop-off canopy allow for visual interest as well.

F. Creating a Variety of Landscape Features: The new design scheme allows for landscaping improvements. Planters, which provide a place for colorful flowers to grow, are the major addition. Some planters are incorporated into the benches as one combined unit, while other planters are independent fixtures. Rows of trees and hedges are planted along the pathways, which emphasize circulation patterns. The area along the walkways that have natural canopies formed by the trees, become an "outdoor room" which provides another experience for pedestrians.

A. More Places to Sit: The proposed redesign of Sandburg Park includes adding more seating. The seats provide a place for people to sit or lay down. There are several benches for people to use alone or in groups. Benches are placed along the walkways near the fountain. This allows for person-to-person interaction among sitters as well as between sitters and pedestrians.



E. Provide Some Outdoor Lighting: The proposed redesign of Sandburg Park includes improving the current night lighting. The addition of more lights would improve the lighting conditions and create a friendlier night-time atmosphere, showing that the park is a significant feature of the entire campus and is still usable after dark. Better lighting would also increase safety within the park. In addition, decorative lighting could be incorporated into the fountain, thus highlighting it as an amenity to the site.