



TRIBUNE BUILDING

DESIGN UPDATE

Phase 2 Programming Document

04.21.15

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Introduction

This Design Update document summarizes work completed by the Project team following the completion of the Tribune Building Programming Document in April 2014. To develop the design for the Project, the south Wood County community, Incourage, and Concordia embarked on Phase 2 of the engagement process. Over the course of six meetings in Phase 2, the design team focused on further engaging the community around preferences related to design, style, materials, sustainability, colors, visual themes, and other design objectives.

Incourage continues to support an adaptive community that works well for all people. The six engagement meetings in Phase 2 built upon the four meetings in Phase 1. Concordia designed these meetings to coordinate with the architectural design process for the building.

The result is a design for the Tribune deeply rooted in the fabric of the south Wood County area community. The design process invited residents to participate directly in the design of the building – a truly unique opportunity. The process and the resulting building design aligns with the values of Incourage: equity, opportunity, and shared stewardship.

For a more complete picture of the Tribune Building Project and extensive background documentation, please visit tribunebuilding.org.



*The **Tribune** is a **social enterprise** that helps shape a new economy and community that works well for all people. This space advances:*

- The value and importance of relationships and human potential;*
- An environment that fosters risk and accepts failure;*
- Creativity, knowledge, and innovation; and*
- Entrepreneurship.*

Community Process

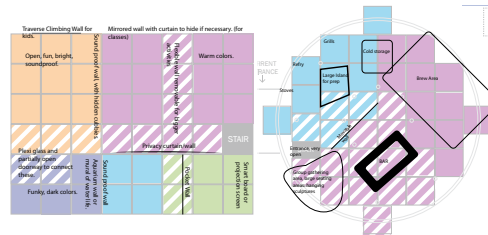
The following three pages illustrate the guidance provided to the design team during Phase 2 of community engagement. Full results available online at tribunebuilding.org.

Meeting 1

At Meeting 1, residents were asked to consider how programs interact within the building.

Key outcomes:

- Maximize connections and flexibility between programs and spaces.
- Open up south facade for views of the river, especially for Cafe/Brewpub seating area.
- Play Area and Game Room should be adjacent.

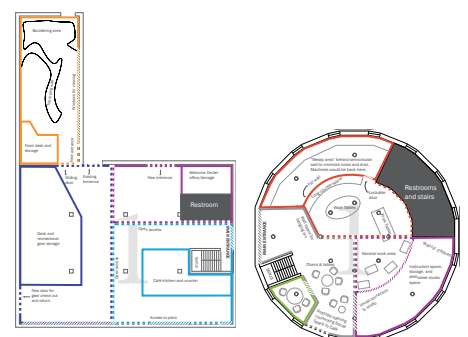


Meeting 2

Residents discussed and ranked three floor plan options for each of the four sections of the building. They also chose and placed built-in elements for the design.

Key outcomes:

- Position Art Studio on the river-side of building.
- Emphasize openness while preserving flexibility.
- Follow contours of the building in design.
- Include fireplace(s), chalk/graffiti wall(s), and electric glass wall(s) if possible.



Meeting 3

Residents evaluated approaches to historic renovations in mid-century buildings, and discussed interior and exterior design aesthetics and materials.

Key outcomes:

- Preserve historic character while updating with contemporary design and materials.
- Emphasize natural light and translucent or semi-transparent partitions.
- Use warm and inviting colors and materials.
- Create natural landscaping and outdoor seating.



Image A	Image B
Score:	37 Score:
Overall Rank:	1 Overall Rank:
Element Net Score	Element Net Score
Flooring: 3	Flooring: 3
Ceiling: 7	Ceiling: 3
Walls: 12	Walls: 7
Lighting: 12	Lighting: 2



Meeting 4

Residents ranked and gave feedback on exterior design concepts.

Key outcomes:

- The design should establish the building as the “launch pad” that speaks to innovation and renewal for downtown.
- The roof design should preserve light filtration into the building and use natural materials where possible.
- Maximize light filtration by including an all-glass curtain wall system.



Average Rank
(1 is best, 3 is worst)

3.0



Average Rank
(1 is best, 3 is worst)

1.4



Average Rank
(1 is best, 3 is worst)

1.6



Average Rank
(1 is best, 3 is worst)

2.8



Average Rank
(1 is best, 3 is worst)

1.7



Average Rank
(1 is best, 3 is worst)

1.3

Element Scores:
(5 is best, 1 is worst)

Historical Integrity	4.2
Fit In Surroundings	3.5
Welcoming Feel	2.5
South Facade	2.3
Windows	2.3
North Facade	2.6

Element Scores:
(5 is best, 1 is worst)

Historical Integrity	3.3
Fit In Surroundings	3.4
Welcoming Feel	3.3
South Facade	3.2
Windows	3.4
North Facade	3.1

Element Scores:
(5 is best, 1 is worst)

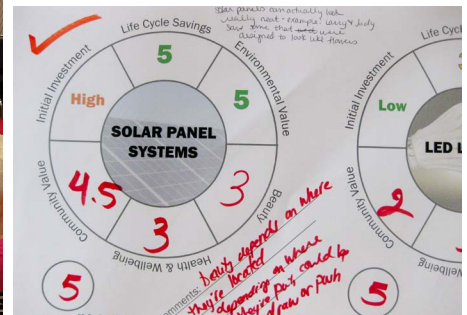
Historical Integrity	3.0
Fit In Surroundings	3.6
Welcoming Feel	4.0
South Facade	3.5
Windows	4.1
North Facade	3.8

Meeting 5

Residents discussed sustainability and strategies to implement in the Tribune Building Project.

Key outcomes:

- The design should aim to be as sustainable as possible, providing a model for sustainability in the community.
- The design should incorporate biophilic elements, efficient fixtures, passive design features, and solar panels.



Meeting 6

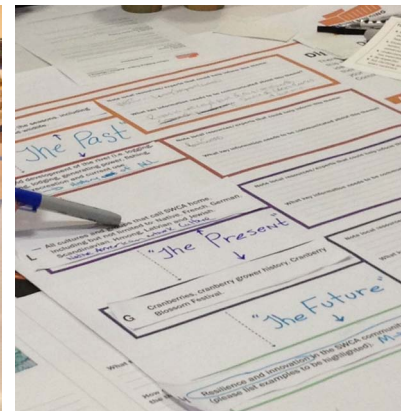
Residents generated and ranked storytelling themes for implementing art into the design of the building.

Key outcomes:

Art should be integrated into the architectural design to create a seamless, yet diverse visual experience.

Top themes to be emphasized are:

- History and development of the river.
- All cultures and groups in the south Wood County area (SWCA).
- The legacy of the Tribune Building.
- The history of business and industry in SWCA.
- The beauty of the river, including geology and wildlife.



Tribune Building Floor Plan Update

Changes During Phase 2

At the beginning of Phase 2, the Project team began working with the program layout (fig. 1) generated during Phase 1 engagement.

During Phase 2, the Project team, in collaboration with the community, adapted this plan (fig. 2). The new layout balances residents’ many recommendations with available space, highest-ranking programming, and design concerns that emerged during continued community engagement.

Fig. 1
Program layout at the end of Phase 1



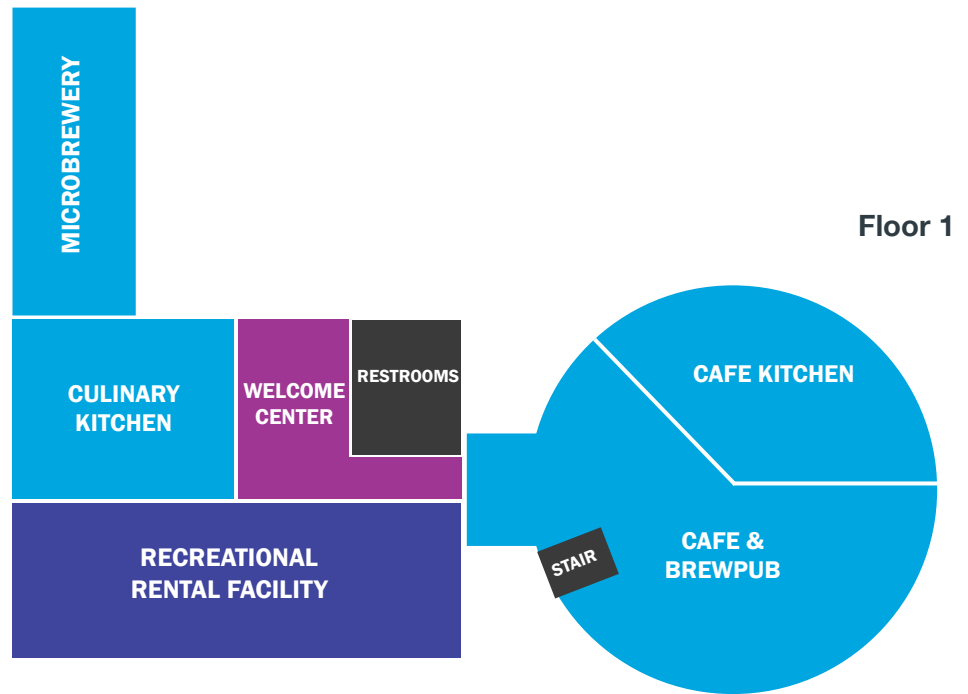
Fig. 2
Current program layout



Fig. 3
Current Program layouts within the building shape.

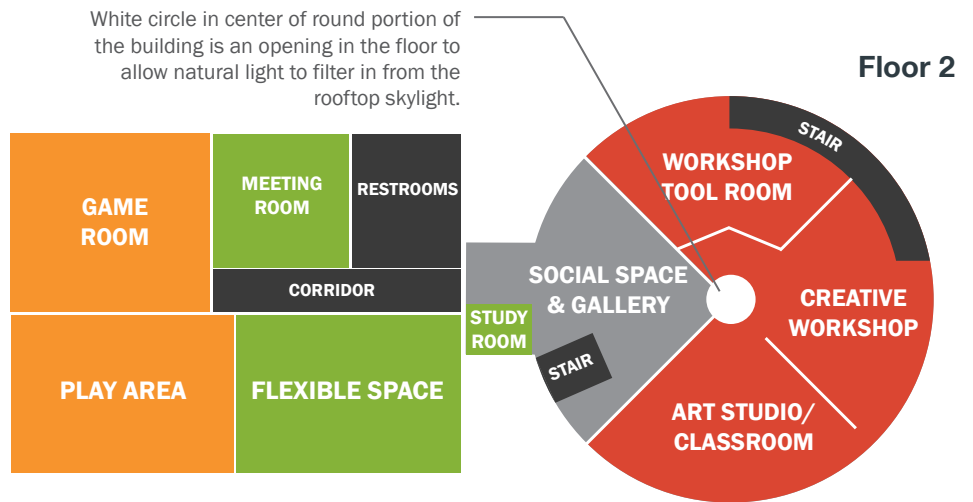
Floor 1

- Placing the Culinary Kitchen and Microbrewery adjacent to one another maximizes efficiency of shared systems such as loading, plumbing, and mechanical systems.
- Small existing restrooms in the circular volume are replaced with new restrooms in the rectangular volume, which will increase river views.
- Cafe and Brewpub spaces are combined.
- Climbing Wall, a low-ranking program option, will no longer be in the Tribune, as the double height space is the only space tall enough to support the Microbrewery equipment and production.



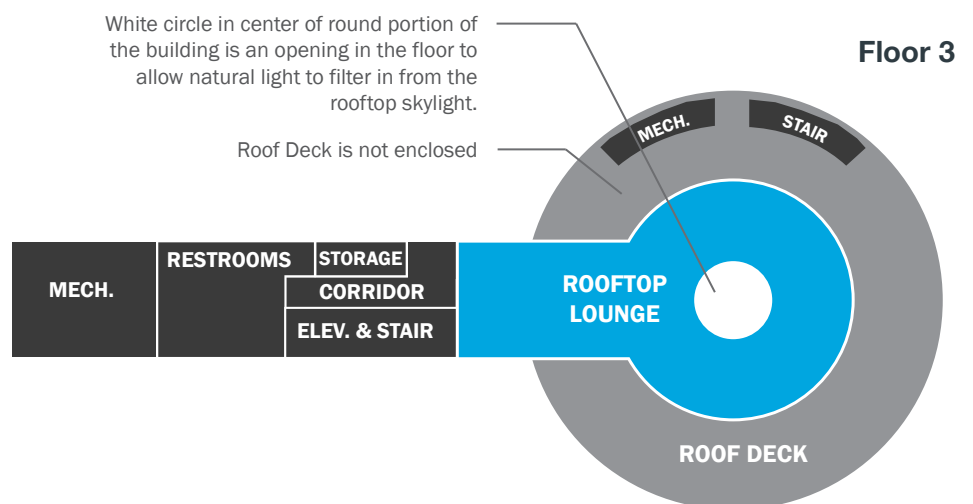
Floor 2

- Social Space, Art Studio, and Creative Workshop are flexibly connected into the Creative & Social Space. The Workshop Tool Room is the only fully enclosed space in the circular volume, to accommodate equipment storage and use.
- The Meeting Room and Conference Room have been combined into a single space.
- The size of the youth Game Room has increased, providing a large dedicated space for gathering and socializing.



Floor 3

- The enclosed Rooftop Lounge will complement the Cafe/Brewpub programming, complete with a bar and glass walls framing the view of the river.



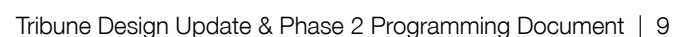
Floor 1

Floor 2

Floor 3

Restrooms,
Mechanical, etc. 5025

25,125



Design Narrative

The design of the Tribune reflects the vision that the community generated during the engagement process.

The building emphasizes **connectivity** between program spaces, the riverfront, and the surrounding downtown. A large glass facade on the riverfront side of the building transparently invites the community to the innovative activities within. The creation of an occupiable third floor will provide unprecedented views of the river.

The community guided the design towards **flexibility** and **innovation**, advocating for combinations of uses and shared space wherever possible. By arranging the program spaces to be open and flexible, the building becomes uniquely accessible, promoting crosscurrents of creative energy and community learning. Social, recreational, culinary, artistic, and entrepreneurial programs will support and enrich one another.

The Tribune is a historic part of the downtown fabric, and the community ensured that this **history is preserved** and respected. The mid-century modern form of the building is highlighted through materials and design consistent with the original structure.



The building will serve as a model for **sustainable development** in the community, integrating green systems and features throughout the interior and surrounding site. Through creative engineering and responsible design, the project team's goal is to achieve the highest level of sustainability that is possible within the constraints of the project site.

The Tribune will **incorporate art** into the design. The Project received an ArtPlace America grant, which will fund \$300,000 worth of permanent artwork to be incorporated directly into the architectural design. Artwork will be informed by the storytelling themes that the community agreed upon through the engagement process.

The Tribune will be a “launch pad” for community and downtown development; a project that speaks to the future while respecting the past. It will invite all members of the community, providing a mix of interconnected programs that will foster creativity, entrepreneurship, innovation, and healthy lifestyles.

Site Design

The Tribune's Site Design combines state-of-the-art sustainability features with a breathtaking pedestrian experience. The site design highlights the following:

Maximize Utility of Outdoor Space

- Spaces for activities, performances, respite, play
- Clear, convenient, safe access to building
- Connection to Centralia Center outdoor spaces
- Promote pedestrian use, calm traffic, etc.

Ecological/High Performance

- Slow, cool, cleanse, and infiltrate rainwater
- Diverse array of native/adapted plantings
- Support building water/energy objectives

Art/Culture

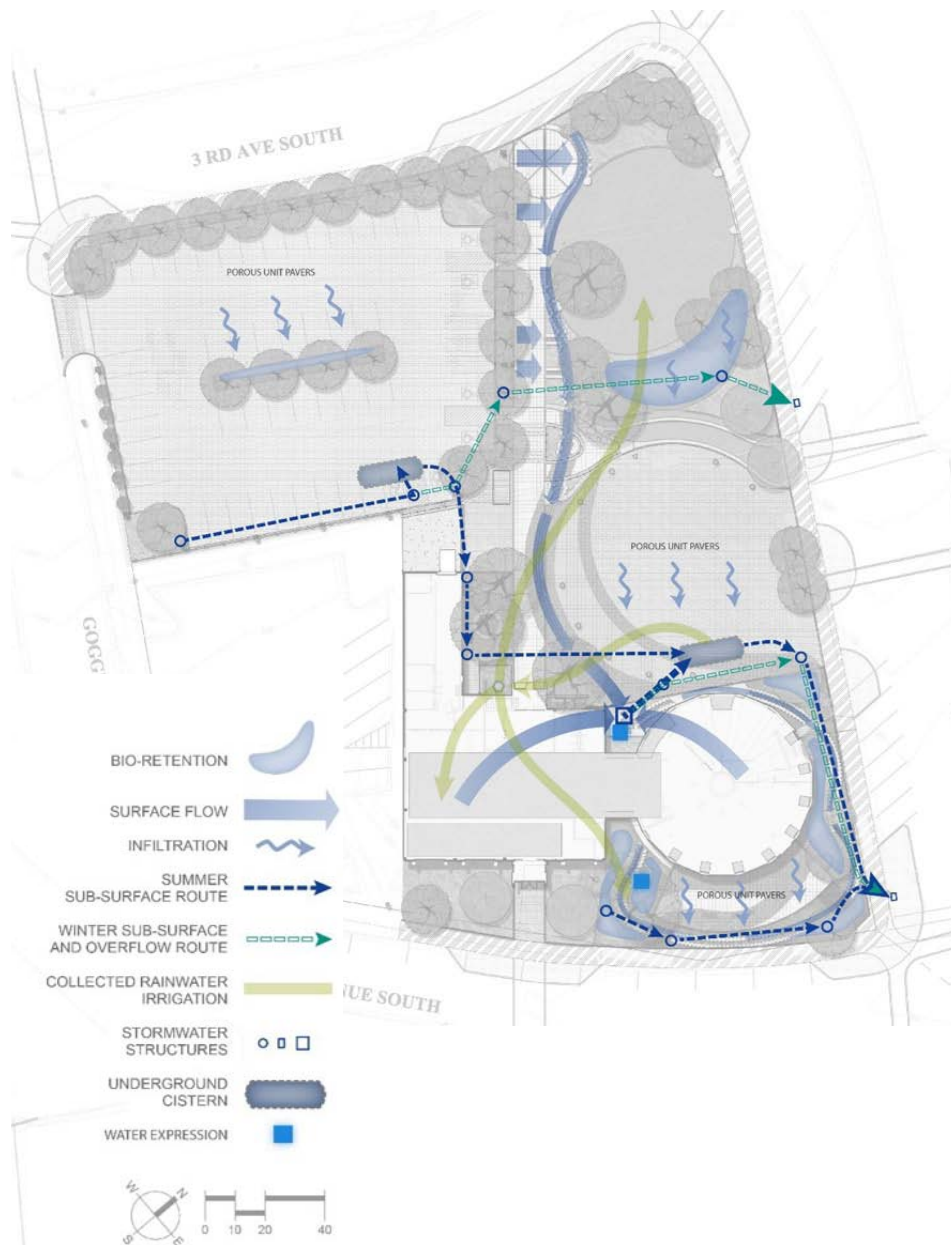
- Connection to the Wisconsin River
- Authentic, durable, locally sourced materials amplify building design
- Site as a canvas for functional art elements

Economic/Demonstration

- Reduce long-term operations and management costs through durable, resilient materials
- Demonstrate high-performance/ecological site solutions in concert with high-performance building



This diagram shows how water moves over and under the site.



This “cross section” shows how water and people move across the site and amphitheater.



Exterior Renderings

The circular volume of the building will not only maximize openness and connectivity within each floor, but also provide a connection between the floors. Through the addition of a large skylight and a succession of stacked openings in the floors, natural light will filter into the space, along with views between creative, culinary, and social activities.

The site will include an open plaza and amphitheater with built-in tiered seating. By working closely with the City to synergize with previous downtown plans, parking for the Tribune can be repurposed for community events, such as the Farmer's Market, concerts, and/or performances.

The Tribune will connect the Centralia Center to the riverfront via a pedestrian friendly, tree-lined promenade. The plaza and walkway will highlight a view into the Microbrewery production space. The new entrance will bring visitors into the historical and ecologically-focused Welcome Center.

The riverside facade of the Tribune will feature a curtain wall system that invites the community inside and showcases river views for building users.



These renderings are available in higher resolution at tribunebuilding.org

Interior Design

The interior design of the Tribune is based on the colors of the seasons in south Wood County.

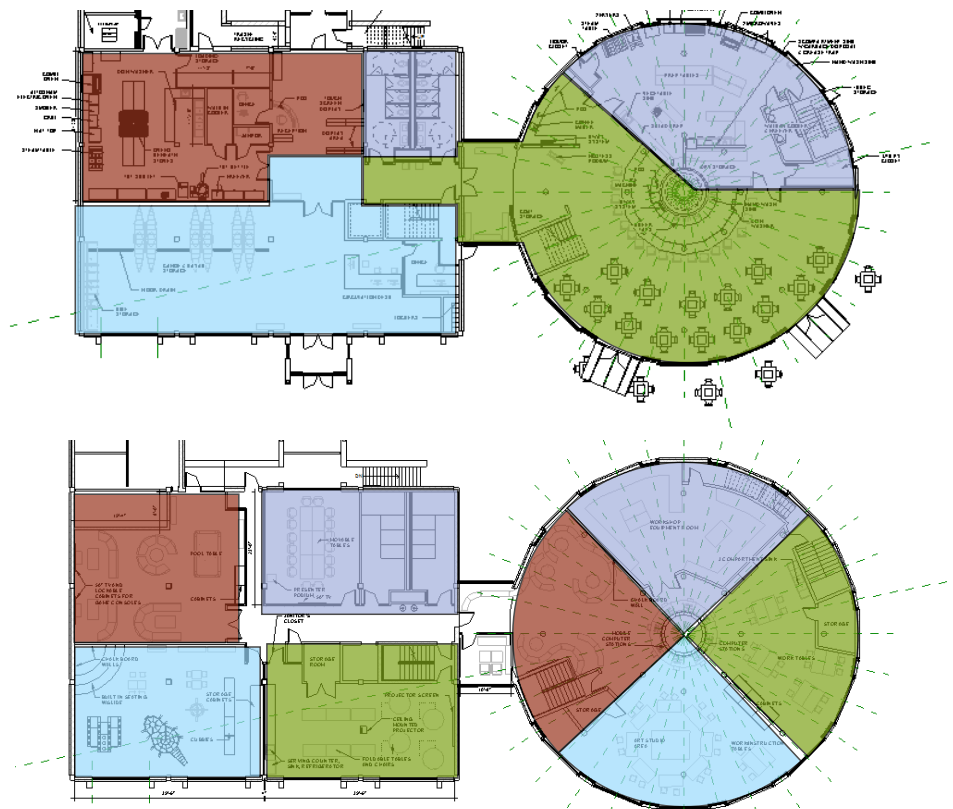
Each space's particular palette draws from the broader palette of the season corresponding to its location in the building: North corresponds to winter, East to spring, South to summer, and West to autumn.

These colors manifest in splash walls, floor patterns, ceiling treatments and furniture, delineating zones of program activity.

In the rectangular space, much of the design is based on the iconic waffle slab ceiling. Everything from window sizes, to furniture and paint, references and respects the original waffle slab grid.

In the round volume, new design elements explore and celebrate the unique double-hexadecagon geometry of the historical structure.

While each room and program is very different, the use of wood, glass, seasonal colors, and a common design logic creates a unified sense of place and identity within the Tribune.



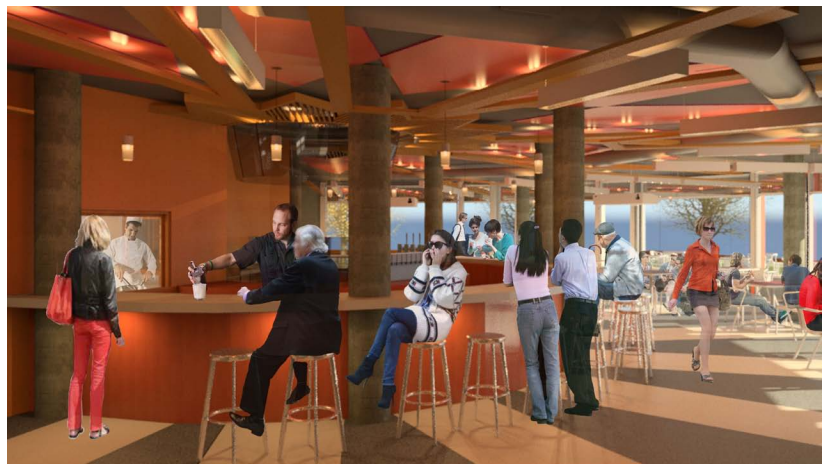
The **Welcome Center** is a warm, inviting space that orients guests to the design language of the building. The red painted waffle slab coffer over the Welcome Desk accents this program “zone.” The suspended wood ceiling in the center draws viewers’ eyes toward the river, and the design of the Welcome Desk references the geometry of the ceiling above.



The suspended wood ceiling carries through the **Recreational Rental Facility** toward the river. A wood partition incorporates the same waffle slab design, and summer-colored zones on the side wall and waffle slab liven the space.



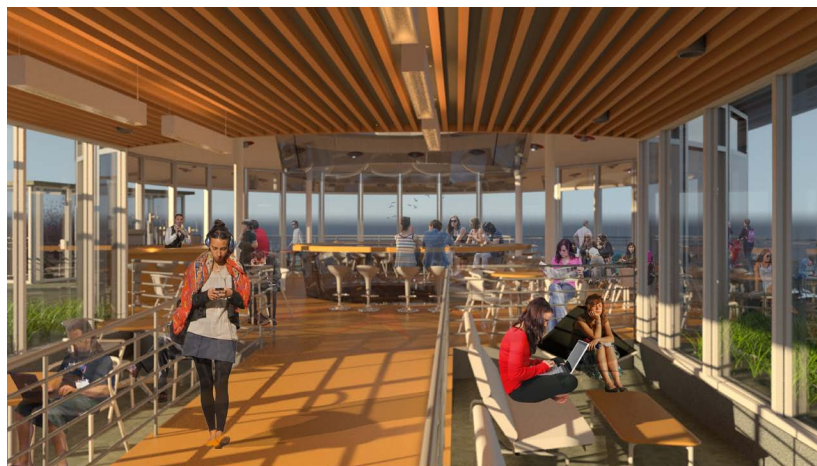
In the **Cafe/Brewpub**, the geometry and design is based on the unique double-hexadecagon form of the space. The ceiling, floor, and bar design enhance this geometry in diverse materials, colors, and forms. The bottom of the central cone will be lit to appear to be glowing, connecting the Brewpub to the Creative Space and Rooftop Lounge above.



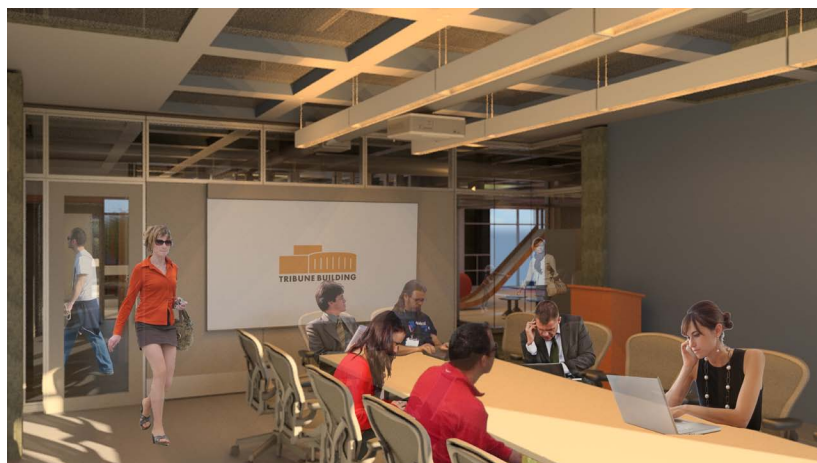
The **Creative & Social Space** will incorporate colors of all seasons, organized by four program quadrants in this round space. Two flexibly connected Art Studios with slightly different creative functions share the southern wall with panoramic views of the river and abundant natural light. The central cone in this space includes a public computer bar for design projects or general use.



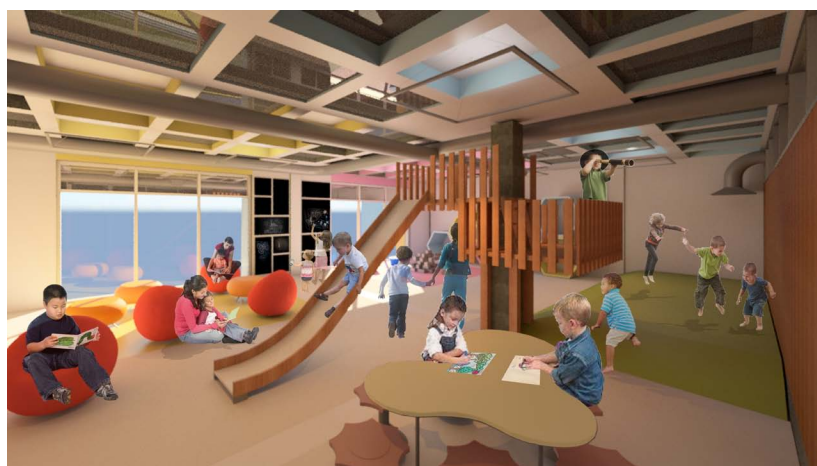
The **Rooftop Lounge** is a one-of-a-kind space. Complete with 360 degree views, a curving, vaulted ceiling, and a 16' skylight, this is the crown of the Tribune. A small bar and seating around the cone allow for views in all directions, including down into the Creative & Social Space and the Brewpub.



The **Meeting Room** is a more private room in the building. Even so, high windows and corner windows allow for limited views into other spaces, promoting a sense of community connection, even during focused meetings. Cooler winter colors are used here, which resonate with the environment but don't distract from work to be done.



The **Play Area** is a place for discovery, movement, creativity, and fun. A central "treehouse" is the pivot between four program zones of activities, rendered in bright, summer colors. Soft and tactile materials are used throughout.



The **Game Room** is a great place for youth to play pool, foosball, board games, video games, or just hang out. Walls and furniture in this space reference warm, fall colors. Comfortable seating and bean bags can be easily moved into different arrangements.



Next Steps

This document marks the conclusion of Detailed Design for the Tribune Building Project. In the coming months, the team will move forward with the following items:

1. Detailed Implementation Documents to be used as the basis for construction.
2. Final selection of Project sustainability benchmarks and implementation.
3. Collaboration with artists for art integration within and around the Tribune.
4. Continued coordination with design team members and contractors.
5. Detailed Furniture, Fixtures, and Equipment (FFE) plan.
6. Collaboration with the City of Wisconsin Rapids and other regulatory agencies.
7. Continued Resident Engagement throughout the process.

