

Warner Park Madison Mallards Conceptual Design and Budget Report

January 2, 2008

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a COMMUNITY INFLUENCES

Project History

In fall of 2005 the Madison Mallards approached the City of Madison to discuss the possibility of making significant physical improvements to the baseball stadium at Warner Park. In 2006 the Mallards brought more detailed plans to the City. The City formed an Ad Hoc Committee to help guide the discussions for the project. Several meetings were held, including discussions with neighborhood groups. The Ad Hoc Committee published a comprehensive report in February of 2007 outlining parameters for design, operations, financial structure, and approvals (a copy of the Ad Hoc Committee report and subsequent City resolutions are included as attachments to this report). Late in 2007 the City hired Eppstein Uhen Architects to complete a conceptual Plan, Feasibility Study, and Budget.

Site Conditions

The proposed improvements are planned to occur within the existing site boundaries of the current ballpark. The most significant change will be the re-orientation of the field so it is compliant with recommended baseball design practices. The current design does not lower the field below the existing water table.

Zoning

Zoning for this parcel is P Parks, Recreation, Open Space and Conservancy. The proposed design falls within the zoning parameters for use, height, setback and land coverage.

Utility Service

This site is served by existing utilities. The multiple electrical utilities serving this site will be consolidated into one service.

Historic Preservation

There are no historic preservation issues related to this project or site

Schedule Issues

This project has a very tight construction timeline. It would be beneficial to the project schedule and would save money to allow the soil remediation work to commence as soon as construction contracts are signed in early July. Since there is no alternative stadium for the Mallards to play in, construction within the ballpark area must be done during the off-season, from August 2008 through May 2009. Opening day for the new Stadium is June 5th, 2009.

b SPACE TABULATION

The design of the new stadium will accommodate a maximum of 7386 seated patrons and 114 standing room patrons for a total of 7500 patrons. 7500 is the current Stadium capacity. The following is a spreadsheet showing basic project areas:

Function	# seats	square feet	
Overall site Development Area		421,420	9.67 acres
Ball Field		115350	
Concourse		39950	
Bowl Seating	4500	25650	
Elevated Structures/Seating	1000	11100	
Outfield Bleacher Seating	750	4125	
Toilets and Concessions		5800	
Office, Ticketing and Souvenir Building		4500	
Existing Duck Blind to remain	1136	2200	
Existing Locker Room building to remain		1100	
Existing Concessions building to remain		600	
Landscaped area		34110	
Outfield Plaza		50000	
Forecourt Plaza		11000	

c DESIGN CONCEPT

Design Statement

The Madison Mallards is in the Northwoods League, which is an amateur league comprised of college age players, some of whom will move into the Major Leagues, so the stadium is designed to Major League Baseball parameters. The new Stadium design follows recommended Major League baseball field design practices, which set forth basic orientation and size parameters, but allows for individualization for each ballpark.

The building form, massing and material palette is compatible with the Warner Park campus aesthetic, yet it gives this building a unique character. The roof is proposed to be a dark green color that is representative of the Mallards team colors.

Sustainable Design Strategies

The following is a list of sustainable design opportunities that are being considered for the Madison Mallards Stadium. This list parallels the LEED project checklist, although a LEED Certification is not being sought at this time.

Sustainable Sites:

1. Measures to prevent construction activity pollution will be implemented.
2. Site selection, site density:
 - a. This is a re-development of an existing site, so sprawl is avoided.
 - b. This is a re-development site, so untouched land is being avoided.
 - c. There is a Warner Park Master Plan in place guiding overall park use and development.

Storm water will be managed via the Warner Park storm water management system, which detains water and improves water quality before releasing it into the site drainage system.

3. Alternative Transportation:
 - a. Warner Park is served by the City bus system, bike paths, pedestrian sidewalks and private shuttle systems to minimize vehicle use

4. Reduce heat islands:
 - a. Trees and green islands will be provided to shade some pavement areas.

Water Efficiencies:

1. Water efficient plantings will be specified for landscaped areas.
2. An irrigation system will only be provided for the playing field.
3. Water efficient fixtures with minimum 20% water use reduction will be specified. Strategies that will be considered include the use of low flow fixtures, sensor faucets, restricted aerators for ½ gallon flow, ½ gallon flush urinals, WC's with dual flush option - 1.6 gallon vs. 1 gallons flush.

Energy & Atmosphere:

1. The office, souvenir shop and ticket offices are the only year round use buildings. They will have energy efficient heating and cooling systems. Ground source heat pumps will be considered.
2. The Press box will have an energy efficient heating and cooling system
3. The concession stands and toilet rooms will not have heating and cooling systems, so there will be no energy consumed to heat and cool these buildings
4. This project will use fluorescent lights throughout the occupied buildings.

Materials and Resources:

1. The stadium will have spaces for the storage and collection of recyclables.
2. A number of existing seats will be re-used
3. A construction waste recycling program will be implemented.
4. Sustainably harvested wood will be used (very little wood will be used due to a desire the have the buildings be non-combustible and low maintenance). Sustainably harvested wood is also available for furniture.
5. Getting materials from a 500 mile radius is another sustainable building strategy. Wisconsin is in a good location for achieving this.
6. High recycled content materials (gypsum board, ceiling tile, carpet, others) will be used on this project. There is a wide selection, but % of recycled content will vary with the manufacturer.

Indoor Environmental Quality:

1. Operable windows will be provided in the pressbox.
2. Low VOC finish materials such as paint, carpet, composite wood material will be used. Rubber or Marmoleum will be used for resilient flooring and base.

Innovation & Design Process:

1. The design team will research grant opportunities from organizations like MG&E's Focus on Energy program.

NARRATIVE OF PROPOSED BUILDING SYSTEMS:

BUILDING CODE

1. Stadium occupancy classification is Assembly A-5
2. Office/souvenir/ticket building occupancy classification is Business B
3. No occupancy separation is required between B and S-5 occupancies

4. Area for A-5 occupancies is unlimited, and area for B occupancies is limited to 4 stories, 23,000 sf when utilizing Construction Type IIB (non-combustible, 0 hour rated elements) in non-sprinklered buildings, however, use specific sprinklering is required in some locations.
5. For A-5 occupancies an automatic fire sprinkler system must be provided in concession stands, retail areas, press boxes, and other accessory use areas in excess of 1000 sf. A dry type system will be provided in non-heated or seasonal use buildings.
6. Accessible seating and companion seating will be provided at the top row of the bowl seating, top row of the upper level seating, bottom row of the Duck Pond seating, and bottom row of left field seating.
7. The concourse level will be accessible, and an accessible route will be provided around the entire circumference of the stadium
8. Areas of rescue assistance will be provided at enclosed stairs
9. All entrances will be accessible
10. Accessible parking will be provided adjacent to the main entry.

DIVISION 2 - SITE WORK

This site has a large area of low structural capacity organic peat and fill. This material will be removed and relocated and used as fill to improve drainage of soccer fields in another area in the park. Structural fill will be imported to fill the excavated area and build up the grade below the seating bowl and concourse. There is a high water table on this site. The current design concept keeps the field level above the water table to avoid the need to control the water table level. The playing field will be re-oriented to comply with Major League Baseball suggested orientation. This will involve a +/-2.5' lowering of the field in the new outfield and a +/-2' raising of the field at the new home plate. The concourse level will be +/-6.5' above home plate, which will be +/- 8.5' above the existing grade. The playing field will have Kentucky bluegrass natural turf, over engineered topsoil, over an underdrain system. The playing surface will be irrigated.

Site Civil:

Existing water, sanitary sewer, storm sewer and gas services will be extended to serve the new buildings. Storm water discharge will be reviewed relative to controlling runoff from added hard surface areas. The multiple electrical services will be consolidated into one new service.

Landscaping for the new stadium will be in keeping with the natural plantings elsewhere in the park. There will be open spaces within the stadium fence which will accommodate passive recreation.

DIVISION 3 - CONCRETE

The building footings will be cast in place concrete spread footings. The slab below the bowl seating and concourse will be cast in place concrete with mild steel reinforcement. The elevated walkway, pressbox floor, and upper seating floors will be precast concrete plank. Stairs to upper levels will have concrete fill in steel pans.

DIVISION 4 - MASONRY

The exterior envelope of the buildings will consist of single wythe integrally colored decorative CMU, in colors and patterns sympathetic to the integrally colored CMU at the existing Warner Park Community Center. CMU at heated buildings will have insulated cores.

DIVISION 5 - METAL

Columns and beams supporting the elevated walkway and pressbox will be structural steel. There will be lintels and transfer beams made of structural steel. The structure will be steel, with concrete filled treads and landings. The framing for the office/souvenir shop/ticketing office will be steel columns and beams with steel bar joists. The pressbox wall and roof framing will be cold formed metal studs and joists with batt insulation. Exterior wall cladding for the pressbox will be corrugated metal panel. Railings will be "Qual Line" painted steel prefabricated units.

DIVISION 6 - WOOD AND PLASTIC

In the office/souvenir shop/ticketing office Lavatory tops will be plastic laminate with integral bowls. Window sills will be plastic laminate material. Roof decking in the office/souvenir shop/ticketing office will be tongue and groove wood.

DIVISION 7 - THERMAL AND MOISTURE PROTECTION

CMU walls at heated buildings will have rigid foam insulation in the cavity. Roofing will be pre-finished standing seam metal. Copings/gravel stops will be prefinished metal. Flooring of upper level seating and walkways will be a liquid applied traffic coating. A "green roof" with sedum plants in trays on EPDM roofing is being considered for the roof over the ticketing office.

DIVISION 8 - DOORS AND WINDOWS

Interior doors will be solid core wood with hollow metal frames. Exterior doors and frames will be thermally broken prefinished aluminum with insulated glass at the office/souvenir/ticketing building. Doors and frames at seasonal use buildings will be galvanized hollow metal doors and frames. Windows will be prefinished thermally broken aluminum frames and tinted insulated glass. Hardware will consist of keyed mortise locksets, with card access at exterior access points. Stainless steel rolling counter shutters will be provided at the concession building transaction counters.

DIVISION 9 - FINISHES

Partitions within office will be constructed of gypsum board on metal studs and will contain sound deadening insulation in cavities. Ceilings in office/souvenir shop/ticketing building will be exposed wood deck and metal bar joists. Walls and ceilings in seasonal use buildings will be painted cmu, painted precast concrete.

DIVISION 10 - SPECIALTIES

The public toilet rooms will have metal toilet partitions and toilet accessories. All major rooms and suites will have signage indicating room name and number. The building will have fire extinguishers and cabinets distributed as required by the building codes.

DIVISION 11 - EQUIPMENT

There will be trash and recyclables collection receptacles located throughout the stadium. Concession buildings will have stainless steel transaction counters. 20' high vertical Safety netting and steel pole support outriggers will be provided from home plate to the far ends of each dugout. Existing foul poles will be re-located and re-installed. Food and beverage prep and dispensing equipment will be provided by the Mallards. A new sound system will be furnished and installed. It will be comprised of new speakers, and new head end equipment. The new system will have more speakers, with better distribution, allowing lower volume operation:

1. Main speakers will be installed on main speakers in outfield will be installed on light poles, and will be aimed at the seating bowl to the southeast
2. Low volume supplementary speakers will be installed at the Duck Blind with sound directed to the Duck Blind area, at the existing concession stand in the outfield with sound directed to the concession queuing area, and at the new concourse area behind the new seating bowl with sound directed to the queuing area.
3. Speakers will be "Low Q" type, R2 Series speakers that are all weather, aimable, with selectable distribution pattern.
4. Engineering of the system will include determination of estimated decibel levels within the park, and at any area outside the park selected for study. Decibel levels will be within levels mandated by the City

DIVISION 12 - FURNISHINGS

See Division 26 for field lighting notes. Seating will be as follows: 2850 bowl seats will be new individual plastic seats with folding seat, fixed back. 250 bowl seats will be re-used wood seats from Wrigley Field.

400 bowl seats will be re-used plastic seats from County Stadium. 1000 bowl seats will be re-used bench seats with backs and arms. 500 upper level seats will be new individual plastic seats with folding seat, fixed backs, and 500 tickets will be for non-fixed seats or standing at tables in upper level. An existing set of 250 and 500 bleacher seats will be re-used in the outfield. 1136 existing seats at the Duck Blind will remain. Office furniture will be provided by the Mallards

DIVISION 14 - CONVEYING SYSTEMS

One 3500 lb capacity hydraulic elevator is being planned for accessing the upper level pressbox and seating areas. A wheelchair lift will be provided in the office/souvenir shop/ticketing building.

DIVISION 21 – FIRE PROTECTION

A fire sprinkler system will be provided in the following locations: Concession stands, toilet rooms, souvenir shop, office building, and press box. A dry type system will be provided in non-heated or seasonal use buildings.

DIVISION 22 - PLUMBING

The exterior plumbing system will consist of:

1. Sanitary sewer lateral connected to existing Park system.
2. Storm water laterals connected to existing Park system.
3. Water service lateral connected to existing Park system.

The interior plumbing system will consist of:

1. Water meter to monitor water consumption.
2. Duplex semi-instantaneous water heaters with storage tank.
3. Central tempering valve to prevent scalding.
4. Sloan or Kohler plumbing fixtures, including dual-level flush valve on wall mounted water closets, metered faucets, china wall hung lavatories.
5. Water and sewer tie-ins for mobile vending units at 8 locations

DIVISION 23 - HEATING, VENTILATING, AIR CONDITIONING

Design Conditions

Design temperature conditions for the office/souvenir shop/ticket building will be as shown below.

	Indoor Conditions	Outdoor Conditions
Summer	76-F, 50% RH	89-F db, 74-F db
Winter	68-F	-10-F

Outside Air Ventilation

Ventilation rates will be based on American Society of Heating, Refrigeration and Air Conditioning Engineers (ASHRAE) Standard 62.1-2004. Wisconsin Enrolled Building Code table 64.0403 will also be reviewed for additional requirements. ASHRAE 62.1-2004 will use a combined calculation of CFM/person and CFM/square foot of occupied space.

Heating and Cooling System

The office/souvenir shop/ticket building will use a heat pump system utilizing closed loop in-ground geothermal system. The elevated pressbox building will be heated and cooled via a thru wall combination unit (Majik Pak). Heated and cooled air will be distributed through the spaces via a low pressure air duct system. The seasonal use concession stands and toilet rooms will not be heated or cooled. Air movement through passive ventilation and fans will be provided.

Temperature Controls System

The heated and cooled building HVAC systems will be controlled via a simple digital thermostat.

DIVISION 26 - ELECTRICAL

Primary Electrical Distribution

A new, consolidated electrical service will be provided for this stadium complex

Secondary Electrical Distribution

From the consolidated electrical service secondary medium voltage distribution lines will be routed to individual building electrical rooms where power will be transformed down to building line voltage and distributed to lighting and power outlets.

Lighting Fixtures and Lighting Controls

All lighting fixtures shall be complete with lamps, electronic ballasts, hangers, lenses, etc. Interior lighting, in general, shall be 4100K/ 80+CRI fluorescent and will be wired to 120 volt panels. Wherever possible, four-foot linear T8 high performance lamp/ballast combinations shall be used in compliance with the Consortium for Energy Efficiency specifications. Electrical equipment will be Square D.

Lighting will be controlled by occupancy sensors. Fluorescent lighting loads in these areas will utilize programmed start ballasts. Lighting control occupancy sensors in rooms will be infrared type with adjustable settings for time delay and sensitivity.

Lighting within daylight area will have a separate controls consisting of dual level switching.

Lighting levels will conform to the State of Wisconsin Illumination Code and the Illuminating Engineering Society's recommendations.

Site Lighting

Field lighting will be via the re-located and re-installed existing Musco Lighting fixtures and poles, except that the lighting behind the seating bowl will have additional fixtures and higher poles to compensate for being farther from the field than the existing installation. Secondary site lighting including building mounted exterior lighting will be controlled by the relay panel and will be turned on and off by time clock.

General Purpose Receptacles

Outlets shall be specification grade. Exterior outlets and outlets in toilets will be GFI type. Receptacles for PC's shall be standard receptacles, not isolated ground receptacles. Ground wires shall be pulled with all receptacle circuits.

All duplex receptacles indicated for specific equipment shall be on an individual dedicated circuit.

General purpose receptacle circuits shall have an average of 6 and a maximum of 8 duplex outlets on a 20A, 1-pole circuit.

Special Purpose Electrical Outlets

Special purpose outlets shall be provided as required by the building equipment.

Building Fire Alarm System

The fire alarm system for the facility shall be an addressable, microprocessor-based system with system cabinets, power supplies, micro-controller, keyboard display, led display, batteries, and peripheral devices. System will be coordinated with Mid Wisconsin Security

Alarm Initiating Devices

Manual Pull Stations

Manual pull stations shall be provided at each floor egress and shall be spaced, such that the travel distance to any pull station is less than 200'-0".

Pull stations shall be double-action type with a key reset switch.

Smoke Detectors

In compliance with the elevator code, smoke detectors shall be installed in elevator lobbies, elevator machine rooms, and at the roof of elevator shafts. Fire alarm system will be programmed to initiate elevator recall functions as required by the code.

Smoke detectors shall operate an alarm verification function via system software.

Telecommunications

The telecommunications raceways and spaces will be provided to accommodate phone, computer, controls, and point of sale systems. Wiring and equipment will be provided by the Mallards. System will be coordinated with the City IT Department.

d BUDGET

The budget has been closely scrutinized, and the scope of work has been closely reviewed. Programmatically the facilities proposed are at a bare minimum to provide the necessary functionality. Construction systems and mechanical systems proposed are simple, durable, and low maintenance. The proposed design is not aesthetically elaborate. Factors that have contributed to the current budget total include the following:

1. There was no construction cost inflation factor included in the original budget. Construction cost is inflating at 7% per year
2. There was no project contingency in the original budget.
3. There are severe unsuitable soils on this site. There are significant costs for haul off, re-fill and restoration.
4. Budget for furniture, fixtures, and equipment did not include items beyond seats, lighting, and sound system.

Systems Costs Warner Stadium, Page 1								
Item	Description	Sq. Ft.	Cyds.	Lin Ft.	\$/cy	\$/Sq ft.	Costs	Total Costs
1	Supervision							\$50,000
2	Toilet, Phone , Fence, Signs							\$5,000
3	Permits							\$20,000
4	Mobilization							\$40,000
5	Demolition							\$84,750
6	Excavation: Phase I							\$788,259
6a	Removal of spoils		16,000			6		\$96,000
6a1	Removal of spoils -		2,000			13		\$26,000
6a2	Replacing top soil	100000	1,852			5		\$9,259
6a3	Seeding	100000				0.4		\$40,000
6b	Dewatering							\$10,000
6c	Engineered Fill		18,000			13		\$234,000
6d	GeoMat	50,000						\$100,000
6d	Engineered Fill at Berm		21,000			13		\$273,000
7	Excavation: Phase II :							\$392,278
7a	Field Excavation: Cut/Fill		10000			6		\$60,000
7b	Drainage Tile system			4000				\$60,000
7c	8 inch layer of crushed stone (free draining material)							\$72,000
7d	Top soil		2000			18		\$36,000
7d	SOD	100,000				0.6		\$60,000
	Storm water detention basin							\$50,000
	Running Track around perimeter of field	15 ft. width	16,500	152,778		28		\$4,278
	Irrigation		100,000			0.5		\$50,000
8	Buildings:							\$1,533,540
8a	Office Buildings: One 2000 sq. ft. Office Building, one 2200 sf Souvenir Building, one 300 sf Ticketing Office		4500			120		\$540,000
8b	Concession Stands/Toilet Rooms/Roof Seating: 3500 sq. ft. (each)		7000			100		\$700,000
8c	Beer Stands: Three - 250 sq. ft. Beer stands		750			50		\$37,500
8d	Press Box		1400			80		\$84,000
8e	Two Dugouts : Two - 8 ft. x 72 ft. long dugouts		572			70		\$50,040
8f	Structured Walkways:		2200			50		\$107,000
8g	Sprinklers							\$15,000
8h	Power, sewer and water be-ins for mobile vending units							\$24,000
	page 1 sub-total							\$2,714,077

Systems Costs Warner Stadium - continued Page 2								
Item	Description	Sq. Ft.	Cyds.	Lin Ft.	\$/cy	\$/Sq ft.	Costs	Total Costs
11	Outfield walls:							\$56,440
11a	8 ft. Height Chainlink Fence, padded posts and top	8 ft. height Chainlink Fence: Plastic Coated : 400 lin.ft.					\$16,800	
11b	4 ft. height Chainlink Fence, padded posts and top	4 ft. height Chainlink Fence: Plastic Coated for posts and fencing: 230 ft					\$6,440	
11c	Segmental Retaining Wall:	Segmental Retaining Wall: 3 ft. height: 400 lin ft. , Rockwood Retaining Walls, Keystone, etc.	1600			22	\$35,200	
12	Front Retaining Walls:							\$64,200
12a	Segmental Retaining Wall: 6 ft. height:	Segmental Retaining Wall: 6 ft. height: 200 lin ft.	1400			25	\$35,000	
12b	Concrete Cap with 4ft. Chainlink fence	Concrete Cap					\$10,000	
		4ft. Chainlink fence: 800 Lin ft.			800		\$19,200	
13	Seating :							\$260,000
13a	Concrete SOG : 28,000 sq. ft.	6" SOG bleacher seating	28,000			10	\$280,000	
15	Exterior Fence :							\$36,000
		Chainlink Plastic Coated : 8 ft. height x 2000 lin. Ft.			2000		\$36,000	
16a	Elevator:						\$60,000	\$60,000
16b	Wheel Chair Lift	Elevator : Passenger, 3 stops, front & rear opening, 3500 lb (wheelchair and stretcher size)					\$15,000	\$15,000
17	Stairs	Stairs : Steel with concrete infill treads, 3 units					\$25,000	\$25,000
18	Stairs: S.O.G	Stairs: Front entrance stairs : SOG	900			12	\$10,800	\$10,800
19	Landscape Allowance							\$78,867
19a1	Top soil for Lawn	6 inches of topsoil	80,000	1481.481		18	\$26,667	
19a2	Lawn, Seeding		80,000			0.4	\$32,000	
19b	Trees						\$18,000	
20	Concrete Walks:							\$236,213
20a1	Pedestrian walks and 6" concrete paving (outside)	Concrete SOG: 6" Conc. Paving on 8" Aggregate base	18,000			4.5	\$81,000	
20a2	Pedestrian walks and 6" concrete paving (inside)		30,000			4.5	\$135,000	
20b	Pedestrian walk to Sherman Ave. (8ft. Wide)		5700			3.5		
20c	ADA ramp (east)	Asphalt	2775		185	3.5	\$9,713	
20d	ADA ramp (west)	Asphalt	3000		200	3.5	\$10,500	
21	Pedestrian Light	Pedestrian Lighting (Outside fence line, approximate 18 poles, 50 ft. spacing)					\$0	\$72,000
23	Site Electrical Upgrade	consolidate service entrance, increase Kva					\$70,000	\$70,000
25	Site Utilities						\$25,000	\$25,000
26	Asphalt at outfield concourse		35000			3.5	\$122,500	\$122,500
27	Mallards Equipment(Office equipment and concessions. will be by Mallards)							
	page 2 sub-total						\$957,319	\$1,151,819
	Subtotals: Page 1 and Page 2							\$3,865,896
	Subcontract Overhead 5%							\$193,294.81
	Profit 1.5%							\$57,988.44
	Bond .75%							\$28,994.22
	Contingency 10%							\$414,617
	Construction Costs subtotal:							\$4,560,791
	FF&E and soft costs							
9	Foul Poles: 8 inch round steel x 30 ft. Sch. 40 (Two total)	re-paint, re-install existing foul poles					\$2,500	\$2,500
10	Netting for foul balls	Netting for foul balls, 20' height, 300' length, dugout to dugout, 4 outrigger support poles					\$38,200	\$38,200
	Site Furnishings							\$23,600
19c	Bike Racks						\$5,000	
19e	Benches	Outside of fence line					\$9,000	
19f	Trash Containers						\$9,600	
22	Field Lighting	Relocate, lengthen 2 poles, add some lights to 2 poles, re-install existing Musco poles and lights					\$65,000	\$65,000
24	Sound System	Cost shown = Sound system, towers, installation					\$100,000	\$100,000
	Stadium Seating							\$330,750
		seats - individual, new			2850		\$242,250	
		seat - individual re-use existing			650		\$26,000	
		seats - aluminum bench with seat back (Reuse existing)			1000		\$25,000	
		seats - upper club individual seat			500		\$37,500	
	Architecture/Engineering Fee							\$500,000
	FF&E and soft costs contingency, 10%							\$10,601
	FF&E and soft costs subtotal							\$1,070,651
	Overall Project Cost Total							\$5,631,442

e PROJECT SCHEDULE

Task	Complete	2007 Nov	Dec	2008 Jan	Feb	March	April	May	June	July	August	September	October
1. Establish Mallards/Parks/A/E Working team	11/21/2007	★											
2. Conceptual Design	12/28/2007												
a. Confirm or adjust HNTB design													
b. Recommend field geometry/sightline solutions													
c. Recommend engineering solutions													
d. Recommend retail and food service solutions													
e. Recommend architectural/aesthetic solutions													
f. Re-confirm budget													
3. Finalize consultant fee negotiation for Phase II, plans & specs	12/28/2007												
4. Consultant contract review by City, have it "ready to go pending design approval"	1/8/2008			★									
5. Publish "Final Report" for Conceptual Drawings, Budget	12/28/2007		★										
6. Park Commission Approval	1/9/2008			★									
7. City Council approval to proceed with design contract	1/9/2008			★									
8. Introduce to UDC for Informational Presentation													
a. Submit 1/2/2007			★										
b. Meet 1/9/2008	1/9/2008			★									
9. Work on construction drawings and specs	5/20/2008												
a. Team meetings at regular stages to review budget, scope and schedule													
10. UDC Final Approval													
a. Submit 1/23/2008	1/23/2008			★									
b. Meet 2/13/2008	2/13/2008				★								
11. Plan Commission/Common Council Final Approval													
a. Submit 3/5/2008	3/5/2008					★							
b. Meet 4/7/2008, Plan Commission	4/7/2008						★						
b. Meet 4/22/2008, Common Council	4/22/2008						★						
12. Bidding													
a. Bids due 6/20/2008	6/20/2008									★			
13. Contract	7/16/2008										★		
14. Construction													
b. Soil Remediation Work Start, 7/17/2008										★			
b. General Construction Start, 8/4/2008													
c. Construction Complete, 6/5/2009	6/5/2009												

g DRAWINGS

The following drawings illustrate the project design

City of Madison, Wisconsin

REPORT TO:	SUBSTITUTE Common Council	PRESENTED: February 27, 2007
		REFERRED TO: Park Commission Board of Public Works, Board of Estimates
AUTHOR:	Ad Hoc Committee for the Warner Park Stadium Renovation	
		ID NUMBER: 05738

Date Council Action Required: February 2007

RE: Resolution #06-00894, ID#04641 58474, Substitute Creating an Ad Hoc Committee for the Warner Park Stadium Renovation.

Warner Park Baseball Stadium has been leased to various baseball teams since 1983, providing professional baseball games for residents of the City of Madison and surrounding municipalities. Commencing with the 2001 baseball season, the Madison Mallards, a franchisee of the Northwoods League, entered into a lease that runs through 2010. The Madison Mallards is an LLC owned and operated by two local businessmen. The Northwoods League is composed of 14 franchised baseball teams comprised of collegiate players located throughout the midwestern states.

During its time at the Warner Park Stadium, the Madison Mallards have seen substantial growth in attendance, rising from an average of 32,000 spectators in 2001 to 216,036 in 2006. The capacity at the stadium is 7,500. In its current configuration there is seating for 5,500 spectators and the remaining fans stand for the duration of the game.

In 2004 a structural engineer contracted by the Parks Division advised Parks that its existing bleachers in the Warner stadium would be viable for five years before replacement will be necessary. The Mallards were aware of the engineer's analysis and recommendation regarding the life expectancy of the bleachers along the first and third base lines and home plate in the Warner Baseball Stadium at the time of the initial Mallards contract. In response to the engineer's recommendation, the Parks Division budgeted \$800,000 in its capital improvement plan for the work to be completed by the end of 2008. The stadium renovations must be undertaken, regardless of the Mallards expansion plans, due to the age and structural condition of the current bleachers. It was noted the Mallards have added bleachers to the Stadium that are not part of the replacement by the city.

With the bleacher replacement approaching and as fan attendance has continued to grow, the Madison Mallards looked at their future needs in the stadium and developed a preliminary concept plan to upgrade the entire facility and identified a number of deficiencies that they would like to see addressed. The Mallards hope to form a partnership with the City for the renovation of this facility.

The Parks Division has a Master Plan for the entire area within Warner Park that was last updated in 2001. In that plan all active sports activities are located on the east side of the park along Northport Drive and Sherman Avenue. The passive areas are along Farwell Drive and Forester Drive. There are no plans to convert any of those areas into additional parking. It was noted a small parking lot will be built northeast of the Recreation Center when the pool is constructed.

In spring 2006, the owners of Madison Mallards Baseball submitted a proposal to the Mayor's office to enhance and renovate the Warner Park Baseball Stadium. The proposal included a request for financial support.

An architectural and engineering consultant hired by the Mallards, developed a design concept that included many elements: rotating the playing field 180 degrees; an innovative public address system; the addition of three buildings that would feature restrooms, concessions, and souvenirs; a Press Box, offices and Rooftop seating/hospitality areas; a more efficient parking lot design to increase the number of parking spaces within the park; lowering the playing field by six feet to allow for improved sight lines; replacing the existing playing surface; and building bridges to connect the roof tops of the three buildings to allow an elevator to be installed, thereby making the facilities more accessible.

~~Another~~ suggested improvements ~~was the included~~ a redesign of the adjacent parking lots to make them more efficient and ~~an improved public address system to take advantage of current technologies~~. Parks staff has already prepared the new parking lot configuration plan. There is no plan to increase the total capacity of the stadium beyond the 7,500 level that currently exists. The Madison Mallards conceptual plan for renovation of the stadium is estimated to cost approximately \$3.5 to \$4 million, with a goal of completion by June 2008. This amount includes the \$800,000 above referred to from the city for the replacement of bleachers.

The Common Council adopted a Resolution creating the Ad Hoc Committee for the Warner Park Stadium Renovation on October 17, 2006. The Committee included one member of the Board of Madison Park Commissioners, two members of the Common Council, a representative from the business community, a representative from the design community familiar with sports renovation, a representative from among the amateur users of the stadium, and two neighborhood representatives. The Committee was to review the opportunities and challenges of the Mallards' proposal for the Warner Baseball Stadium. Further, any stadium renovation plan was to take into account concerns of neighborhood residents and businesses related to issues that included parking and noise.

The Resolution charged the Committee to review the following: 1) financing issues, such as naming rights, structuring City vs. private contributions and cost projections; 2) park and neighborhood issues, such as noise, traffic, parking and balancing stadium uses with other Warner Park activities; 3) facility management issues, such as stadium maintenance and event scheduling and 4) report to the Common Council their findings by February 21, 2007. In December 2006, the Common Council confirmed the final members of the Committee.

The Committee involved the surrounding neighborhoods, primarily in the 12th and 18th Districts, in the planning process. With a sufficiently diverse representation of those neighborhoods on the Committee, it was hoped that such an effort would elicit feedback from citizens in the neighborhoods near Warner Park.

The Ad Hoc Committee convened its first meeting on December 11, 2006, followed by seven subsequent meetings, including one public listening session. The Committee meetings and the Listening Session both gathered information as well as identified many issues.

At that first meeting, the Committee reviewed the details leading up to the Mallards proposal. Given the time constraints imposed upon the committee to generate a report, the members developed a systematic plan to explore the issues related to the proposal. The plan included input by city staff including the Comptroller, a senior traffic engineer, Madison Metro and Park planning. Committee members acknowledged that the proposed public-private collaboration with the Mallards presented unique financial and governance issues that needed to be identified and clarified. Paramount in its charge, the committee emphasized its goal of maintaining a transparent exploration of the overall issues.

On January 3, 2007, a listening session was held at Warner Park Community Recreation Center. Plans, mock-ups, pictures, and proposed levels of maintenance and management were presented. More than 60 citizens attended and all were afforded an opportunity to speak, to submit a written statement or simply listen to others express their opinions concerning the future of Warner Park Baseball Stadium. The Committee heard that much neighborhood support for the Mallards and that many neighbors consider them a Northside asset.

The Madison Mallards have indicated a willingness to invest a substantial amount of their own resources to make improvements to the City-owned stadium. The potential investment from the Madison Mallards carries with it a number of issues that must be resolved related to management of the facility.

The first charge of the committee was to review and investigate financing issues, such as naming rights, structuring City vs. private contributions and cost projections.

The current five-year contract with the City of Madison requires that the Mallards pay an initial game rental fee of \$15,000 for its first year of operations, with an annual 4% escalator in subsequent years. This contract is in effect through December 31, 2010. In addition, the Mallards pay a monthly electrical surcharge of \$200 per month during its peak season and a utility surcharge of \$250 per month. In lieu of a capital improvement fee of \$50,000 over the course of this contract, the Mallards built a concession building equivalent in value to the required capital improvement.

Financing Issues

The Mallards initially proposed that the City fund 100% of the estimated project cost with the Mallards signing a 20-year lease. The Mallards proposed they would pay the City back the entire project cost over the term of the lease. The Mayor determined this was not the route he wanted to take. The Mallards countered with another option: to bring \$2 million to the project, borrowed from a bank. The Mallards asserted that lenders told them they would need to have control over scheduling of non-Mallards events and any revenue derived from non-Mallards events as well as revenues obtained by selling advertisements and naming rights to the stadium as collateral for the duration of the loan. Further, the Mallards stated from an operational standpoint, it was their desire to take over the maintenance of the stadium. In this proposal, the Mallards also hope to borrow from the City the balance of the funding necessary and to pay it back over the life of the lease. Conversely, any permanent capital improvements proposed by the Mallards become the property of the City of Madison upon installation.

In summary, this proposal includes \$800,000 provided by the City to go toward new bleachers, \$2 million provided by the Mallards up front (with the above referenced requests) and the balance of approximately \$1.2 million to be borrowed by the Mallards from the City.

Other financing options certainly exist, including proceeding with a less costly renovation or perhaps phasing in the project. The Committee has no information regarding the Mallard's financial picture. However, without that information the Committee could not comment on the financial merits of the Mallard's offer. If this process and the negotiations continue, the Committee urges that the Mallards share adequate financial information with the appropriate city departments, staff and committees so that an equitable financial arrangement can be agreed upon.

The Committee met with Dean Brassler, City Comptroller, twice. It was determined that the City did not have an applicable financial model available for comparison and it was unlikely that State and Federal grants would apply to a project such as this, because government grants cannot be used for a for-profit project. The option of asking the Mallards to pay for the entire project may or may not be viable. The City enjoys a favorable financial status in its ability to borrow money at a reasonable rate. That borrowing threshold must be maintained to preserve that rating. For every million dollars borrowed, the city encumbers \$140,000 in annual debt service for the next ten years. The Committee recognized that there might be some middle ground whereby part of the funding would come from the city and part from the Mallards. The Committee could not determine whether or not the Mallards in fact require city financial assistance for this project.

An additional potential cost to the project involves improvements to the existing Warner Park parking lots. City of Madison Parks staff explained several options and their associated costs. The restriping of the lot in a more efficient manner adds 169 parking spaces at an estimated cost of \$8,000. Altering the curb cuts and islands, primarily on the northern edge of the main lot, would narrow the area on the side of the parking lots where pedestrians generally walk into the park and would provide another 122 spaces at an estimated cost of \$74,000. Parks staff suggested the addition of a bike and pedestrian path to be added

at the main lot entrance off of Sherman Avenue at an estimated cost of \$29,000. There are currently 1100 parking spaces within the park, including handicap, senior and reserved spaces.

The current contract between the City and the Mallards requires that the Mallards have in place a parking plan for overflow parking. This is more fully discussed in the section related to parking.

Naming Rights

As noted above, the Mallards proposal included the option to negotiate the naming rights of the stadium for a set period of time to recoup some of their investment. From their perspective, the naming rights are important to make their financial package work.

The Committee discussed the issue of naming rights and opinions differed widely. Ideas shared varied from allowing the Mallards to have the naming rights and revenue because they were investing in the stadium, to the city and the Mallards splitting any revenue derived, to reserving naming rights of park facilities to honor Madison residents and not to be used for a commercial purpose. It was agreed that in the event that some form of naming rights did move forward, whatever name was being considered for the stadium should be approved by the Park Commission and the City Council. In any case, it was noted that any revenues derived from naming rights should support the overall financial package, whether that revenue flowed through the Mallards or the City.

It was noted that donors for other facilities have contributed a significant portion of the total cost of the project in order to have the facility named in their honor. The Park Commission does have a long-standing, written policy on naming parks and facilities within parks. Usually names are awarded based on significant financial contribution or civic contribution. That policy is attached as Appendix "D".

It was acknowledged that the Mallard's proposal steps outside of those parameters and is a unique marketing issue involving a public and private entity. The Committee further agreed that the resolution of the concept of naming rights would ultimately be tied to the financing package and the associated negotiations. For this reason and because of the varying opinions on the concept, the Committee was not willing to endorse the concept of naming rights, how much it should cost, or who would receive the revenue.

Cost Projections

During the course of the meetings, the estimate for the project totaled \$3.5 to \$4 million. Of that amount, the Mallards stated they would bring \$2 million to the table with certain conditions; the city has \$800,000 set aside for bleacher replacement in its 2008 Capital Improvement Plan for the Parks Division and the Mallards have requested that the remaining shortfall of approximately \$700,000 to \$1.2 million be financed by the city. If the City chooses to finance the remaining shortfall it would request a 10-year pay back on the approximately \$1.2 million it would finance.

As stated previously, the city has \$800,000 earmarked in the Parks Division 2008 Capital Improvement Plan budgeted for bleacher replacement. In the event this project moves forward and construction commences at the end of the 2007 playing season, a budget amendment requiring 15 votes from the Council would be necessary to amend the 2007 Parks Division budget to include that sum in 2007.

Also to be taken into consideration would be the construction timetable required for all public works construction projects involving city owned property. If the construction is to commence in August/September 2007 all necessary plans and subsequent committee reviews will need to begin shortly. The project will incorporate all the steps as shown on Appendix "E". The entire process may take longer if any committee decides to refer it for additional information. The Committee noted the importance of this process proceeding in a timely fashion.

This proposal is predicated upon the long-term continued success of the Mallards and their continued commitment to remaining at Warner Park. However, the Mallards' future is unknown and there is no long-term guarantee or collateral for the payback. The Mallards are the only current stadium tenant that requires this number of seats or this higher level of amenities being proposed.

Part of the Mallards proposal requests that in return for their investment in the Stadium, if control of revenue changes from the current contract, the Mallards would receive all revenue profits derived from both Mallard and non-Mallard events. This would include stadium rentals, and the sale of food and beverage. As stated previously, currently the city receives a rental fee for the use of the stadium from all users, including the Mallards. Under the existing contract the Mallards have the exclusive right for all vending in the Stadium. As noted above, the Committee felt it was beyond their purview to recommend whether the Mallards' proposal to capture all revenues had merit and would ultimately be part of the overall financing package

The second charge of the committee was to investigate **Park and neighborhood issues, such as noise, traffic, parking and balancing stadium uses with other Warner Park activities.**

On January 3, 2007 the Ad Hoc Committee hosted a public Listening Session at Warner Park Community Recreation Center, to which all of the neighborhood stakeholders were invited. The purpose of the meeting was to gather input from the neighborhood and the community at-large about their ideas on the renovation of the stadium and future uses for Warner Park. Over 60 neighborhood representatives attended the meeting, with nine registering to speak. Topics identified by the public included: pedestrians crossing at Sherman and Northport, safety, traffic impact, maintaining City control of scheduling and special events, noise, and costs. A prevailing theme expressed by the registered speakers was their enjoyment and support of the Mallards on the north side.

In addition, speakers urged the committee to keep the stadium available for recreational use by school and youth organizations and Madison School and Community Recreation. Further, speakers asked for affordable scheduling fees to keep the stadium accessible for other community user groups.

At subsequent meetings, a representative of the Northside Planning Council was in attendance. A position paper from the NPC was presented and is attached as Appendix "F"

One indicator of the Mallards success is evidenced by the increase of traffic around Warner Park particularly at the intersections of Sherman and Northport. Although Warner Park can accommodate parking for 1100 vehicles, the practice of directing overflow parking to the Northside Town Center has negatively impacted some businesses located there and the owners of the shopping center are currently not supporting the continued use of their parking area by Mallards fans unless specific concerns are addressed by the Mallards.

Because of Warner Park's size and multi-faceted amenities, including the Warner Park Community Recreation Center, its facilities are heavily scheduled from May through September. The scheduled events and programming at Warner Park do compound the traffic, parking and access into Warner stadium and the arterial streets in the vicinity. Neighborhood stakeholders reported that pedestrian safety at key intersections has diminished.

Noise

The Committee and the Mallards agree that the public address system needs to be upgraded to take advantage of with current technologies to better regulate and target sound within the stadium. Citizens report the current sound system travels far into the neighborhoods surrounding the park. As part of their renovation proposal, the Mallards intend to upgrade the sound system. All sound can't be stopped but the technology exists to minimize the distance it carries by using a distributed system. The Mallards have budgeted \$100,000 for a new system in conjunction with the renovation.

Fireworks

Complaints directed to Mallards and/or the Parks Division related to post-game fireworks displays have greatly diminished since the Mallards limited their fireworks to Saturday nights and moved the start times of those games up one hour.

Transportation Related Issues

As previously noted, the Warner Park Baseball Stadium has a maximum capacity of 7,500 patrons. As attendance increases are nearing that capacity, traffic, parking and alternate modes of transportation need to be investigated. In addition to events in the Stadium, the softball, baseball and soccer fields are heavily used by youth and adult leagues. The Warner Park Community Recreation Center rents its facility to groups during the week and every weekend. The Parks Division also rents the Warner Park Shelter to organizers hosting large events almost every weekend. A municipal swimming pool adjacent to the Recreation Center is also in the planning stages.

Traffic

Following the Listening Session, the Committee stressed the need for a plan to address increased traffic associated with the projected increases in the use of Warner Park, the eventual establishment of an anchor store in the Northside TownCenter and the recently approved development in Cherokee Park, Inc. Traffic Engineering (TE) staff attended a Committee meeting and reported they have not conducted a study to determine whether there are any traffic problems surrounding Warner Park. Following that meeting, the Committee requested TE to conduct a traffic study in the summer of 2007 to include, the area on Northport Drive from School Road to Dryden Drive and on Sherman Avenue from Northport Drive to Fordem Avenue. This study should consider the probable growth in Mallards attendance and for the possible addition of a swimming pool north of the Warner Park Center along Northport Drive. It should include current patterns of vehicular and pedestrian traffic as well as suggestions to increase safety. The Committee informed TE that citizens expressed concern for pedestrians crossing those streets. The Committee noted that the Mallards should be prepared to supplement existing security staff with trained crossing guards when and where they are needed based upon the results of the traffic study. It was also stated that, typically when new facilities are planned, TE requires that a traffic study be paid for by the new facility. Members stated it was not exclusively a Mallards issue but the renovation proposal has brought it to everyone's attention. ~~Members also heard about potential road construction in the area.~~

Finally, Traffic Engineering staff initially recommended against the use of temporary flashing lights or signage at the Sherman Avenue entrance to the park.

Parking

The Committee recommended that any planning for parking consider the growth in parking demand that may arise from the general increased use of the park and the Warner Park Community Recreation Center, the potential growth of the Mallards and the possible future construction of a swimming pool. When multiple events are held in the park, the parking shortage becomes extremely evident.

The current contract between the Mallards and the city requires the team to submit a parking plan. Currently the parking plan utilizes a portion of the parking lot at the NorthsideTown Center. That lot currently has 800 spaces and during well-attended games Mallards fans use 650 to 700 of those spaces. The owners of the Northside Town Center have indicated some of their tenants are being adversely impacted by this current arrangement. The Mallards have made a commitment to working out an equitable plan with the owners of the Northside Town Center. The Mallards believe they bring positive and negative impacts to the Northside Town Center.

The plan for additional parking outside the perimeter of Warner Park should continue and should include assurances that adequate parking is available for Mallards fans and employees. Parking within the park should be available for other users at Warner Park, including Madison School Community Recreation, North/EastSide Senior Coalition, Warner Park Community Recreation Center and attendees to special events or casual users at the park.

The Committee recognizes that the Northside Town Center is the largest and most centrally located commercial space on the Northside and the viability of the shopping center and its tenants must be protected. A lack of parking could hurt them. The manager of Pierce's Northside Market says that when Mallards attendance approaches 5,000, his business is noticeably impacted.

A suggestion was made that on game days, parking be allowed on both sides of Trailway, the street adjacent to the southeast edge of Warner Park on game days.

The Mallards also volunteered to have future contracts state there would not be any home games played on Mondays whenever the North Eastside Senior Coalition hosts its summer concert series.

Safety

Turning the softball field lights on following Mallards games to facilitate exiting the park was also mentioned.

The Mallards have a written Alcohol Consumption Action Plan that covers the procedures their staff will follow at every Mallards event. The Committee recommends the Plan be reviewed with the city on an annual basis prior to implementation for the season. The current Plan is Appendix "G".

Mass Transit Options / Use of Bicycles

The Committee discussed other ideas that could help minimize traffic and parking issues. These included mass transit options such as special Madison Metro shuttle buses to and from the games using the existing transfer points, and/or one or more park and ride sites. Any possible park and ride location should be in close proximity to Warner Park. Madison Metro is exploring possible scenarios and routes. The Mallards are looking into a special Mallards bus or shuttle they would operate, possibly stopping at area restaurants. When Madison Metro operates shuttle busses for other events throughout the city, the event organizers subsidize the rider fees. The Metro proposal is Appendix "H". Another possibility would be to create a special Stadium bus operated outside of Metro's existing routes.

Promoting biking to the games was also considered. A special secure bike storage area could be established near the entrance to the ballpark.

Acknowledgment was made that traffic, parking and safety are inter-related and a comprehensive plan to solve those neighborhood concerns will be required.

Advertising campaigns could be designed and conducted to promote alternate transportation concepts to be implemented related to mass transit and bike use.

Stadium Uses/Other Warner Park Activities

The Committee recognizes there will be many people who will benefit from the improvements to the stadium. The primary beneficiaries are the Mallards baseball fans and the Mallards as a business organization. It is a business decision that improves their business product and improves their capacity to attract fans and provide them with a positive baseball experience.

The Committee heard that sometimes the playing field doesn't meet users' standards, but those issues are primarily due to weather related grounds conditions and not because there is a lack of quality in the maintenance work. While the Mallards and the fans would be the primary beneficiaries of a renovated park, the Committee recognizes the city would also benefit from the improvements because all enhancements become the property of the city. Other users, including the high school teams and MSCR players, will also enjoy the improvements.

The third charge of the committee was to review **Facility management issues, such as stadium maintenance and event scheduling.**

Maintenance of Field/Stadium

There were many maintenance issues surrounding the upkeep of the fields and stadium that were addressed by the Committee and will be negotiated by others. Among the suggestions were: 1) the Parks Division would continue to do this work, 2) the Mallards would take over, or 3) a blended model with both undertaking portions of the work. The possible ~~What impact that~~ each of these scenarios would have on other users such as the Madison Metropolitan School District, and Madison School Community

Recreation and independent groups should also be considered. The committee feels that community access to the stadium should be maintained and promoted.

The Mallards have proposed a change in the control of the maintenance of the field and stadium whereby they would like to take over the upkeep of the field. The Mallards believe they can provide more maintenance for the same cost because they do not have the high labor costs the city has. The Mallards could hire seasonal grounds people while the city and the schools use unionized labor and have those added costs for benefits. Control of maintenance of the stadium has union implications and will need to be discussed by the City and Local 60 representatives if any changes are proposed. There is the potential for displacing existing City employees.

One of the benefits of improving the quality of the playing field is to prevent some of the cancellations of games following rain. High school fees are also an issue in light of declining athletic budgets and it is important that the fee structure would not change significantly following the completion of the project. The schools understand they should pay their fair share but they do not have the ability to pay extra to get the field ready for play following rain. The Mallards do pay extra to the city to get the field ready and they also have a tarp to cover the field.

In a similar comparison to the aspect of negotiating the financing, the committee recognizes that many complicated issues surround the upkeep of the fields and stadium and although discussed by the committee, others will ultimately negotiate these issues.

~~The committee discussed a variety of options. Among them was the scenario that the Parks Division would continue to do this work, the Mallards would take it over or a blended model would arise. The possible impact that each of these options would have on other users such as the Madison Metropolitan School District and Madison School Community Recreation and independent groups should be studied. The committee feels that community access to the stadium should be maintained and promoted.~~

Warner Stadium Revenues and Expenditures incurred by the Parks Division are shown at Appendix "I".

Scheduling of Events in the Field Stadium

Members of the Committee heard from citizens that the city should not give up "control" of the stadium but the Committee wasn't clear what the word meant. The Mallards noted that lenders stated the Mallards need to have control of maintenance and scheduling in order to receive financing. Neighbors are saying the city should manage the stadium.

The General Manager of the Mallards ~~isn't~~ ^{wasn't} asking to schedule for non-traditional, non-baseball events without the Park Commission and City's review and approval. He would like to hold two or three different events outside the baseball season or when the team plays away games. He would like to see the process fast-tracked but is not asking to take city approval out of the process. He also expressed interest in hosting Mallards' themed events either on non-game days or after the season is finished.

Any non-baseball events would require approval from the Park Commission and possibly the Special Events Team if an event impacted areas outside of the park's perimeter. The Committee felt there was a larger issue with scheduling and accepting events that included recruiting events, scheduling, marketing and control of the type of event. They noted there was a benefit to having the Mallards as the principal recruiter and agent envisioning the events and would like to see the stadium used as much as possible. Some members were concerned with removing approval of events in the stadium from the Parks Division and abrogating the city's responsibility for a facility that it owns.

If the city is to continue to manage events at the Stadium, the process is set forth in Resolution 05-00178 adopted by the Common Council on February 22, 2005. That Resolution Created a Parks Division Special Event Review Team to support and better manage large community events conducted on public park property. In addition the Park Commission reviews new major events that do not extend beyond the perimeter of the park itself. Both the Park Commission and Special Events Team would review events that extend beyond the perimeter of the park. A copy of the Parks Special Events Policy is attached as Appendix "J". Any post game events, non-game day concerts or other entertainment venues would follow

city established guidelines as to noise levels, start times and duration in addition to review and approval as noted above.

Miscellaneous

The Parks Division is committed to full compliance with all ADA requirements, improving the turf and the quality of lighting.

The final charge of the Committee was to report to the Common Council their findings by February 21, 2007.

Findings and Recommendations

The Committee concluded that as a citizen participation body it was not empowered to determine final contract terms and conditions, but to examine the issues as identified in the Resolution setting forth their initial charge together with any issues that were brought forward during their meetings and the Listening Session with the neighborhood.

General Findings

1. The committee heard much public support for the Mallards from the Northside community.
2. The committee supports the renovation project if appropriate financial arrangements and related issues can be negotiated between the Mallards' organization and the City of Madison.
3. As the project moves forward, and goes before various commissions and legislative bodies, the opportunity for public input should be offered at every step of the way.

Renovation of Field

4. The committee sees merit in the Mallards' desire to rebuilding the playing surface and turning the field 180 degrees. Further, the Committee recommends more extensive engineering and environmental research be conducted into the concept of lowering the level of the playing surface and surface water runoff.

Mallards Proposal

5. The Mallards requested the right to have more control over stadium management and operations. The Mallards had also requested they retain the revenue from non-baseball events. The Committee feels that, within whatever model of management and operation is eventually negotiated, the city and its various departments and commissions should retain the right to approve non-baseball related events to be scheduled at the stadium.

The Committee supports the Mallards' exclusive concession and vending rights for all stadium events. For scheduling purposes, the Mallards are granted the right to schedule all baseball type events, including MSCR, tournaments, and high school games. However, this does not include the scheduling of special events such as concerts, circuses, and programs of that nature. These events must be submitted to the Park Commission for its review and approval process.

~~(Note needs a statement on whether the committee feels the Mallards should be able to schedule non-Mallards baseball events not covered in their contract.~~

~~Need statement Does Committee want the non-baseball (?non-Mallards??) revenue to be part of the negotiations in the final financial package.~~

ALSO — The Committee understands that the Mallards will continue to honor past commitments to WIAA city shall retain the right to schedule the stadium for Madison's high schools to host WIAA tournaments and, if necessary, adjust the start time of Mallards games to accommodate these high school games. The use of the Stadium for WIAA tournaments predates the Mallards contracts.) Final details for dates and game times will be negotiated between the city, the Mallards and WIAA.

6. The Mallards requested responsibility for maintenance of the grounds and facilities. The Committee considered the issues associated with this request. While not choosing to recommend what entity should be responsible for maintenance, the Committee does recommend that final decisions result in a high quality playing field.
7. Whatever model of stadium management and operation is eventually implemented, area high school teams, MSCR, youth groups, Little League teams and other similar organizations should have access to a well-maintained ball field for an affordable fee.

Naming Rights

8. The Mallards proposal contained a request that they control naming rights for the facility as well as any revenue that might be obtained. The Committee could not agree on whom should control the naming rights. Naming rights is a complicated issue to be negotiated as part of the final financial package. The Park Commission and Common Council make the final decision on the approval of any name to be used for the baseball field and Stadium to ensure the appropriateness of the name.

Traffic and Parking

9. Plans developed for traffic and parking should consider the needs of other park users such as Warner Park Community and Recreation Center visitors, North/Eastside Senior Coalition, MSCR, and casual users of the park.
10. Plans developed for traffic and parking should consider potential increases in pedestrian and vehicular volume due to the potential Warner Park Swimming Pool, an anchor store at the Northside TownCenter and future development of Cherokee Park, Inc. and the Cherokee Park neighborhood.
- (~~Note — the recommendation for a traffic study by Traffic Engineering was missing, I have added...~~)
11. The Traffic Engineering Division should conduct a traffic study in summer 2007 to include both vehicular and pedestrian traffic patterns on Northport Drive from School Road to Dryden Drive and on Sherman Avenue from Northport Drive to Fordem Avenue. The study should consider probable growth in all aspects of Warner Park use, increased occupancy of stores in the Northside Town Center and further Cherokee Park, Inc. development.

Contact with Neighborhood

12. The Mallards have shown concern and responsiveness for the team's impact on the surrounding neighborhoods and the committee recommends the Mallards continue to communicate with area residents. This could be done through listening sessions, that could be held pre- and post season, where area residents can report on any problems, issues or suggestions they have related to the Mallards operation at the stadium.
13. Master Planning for Warner Park should continue and the southwestern portion of Warner Park should be kept as natural as possible.

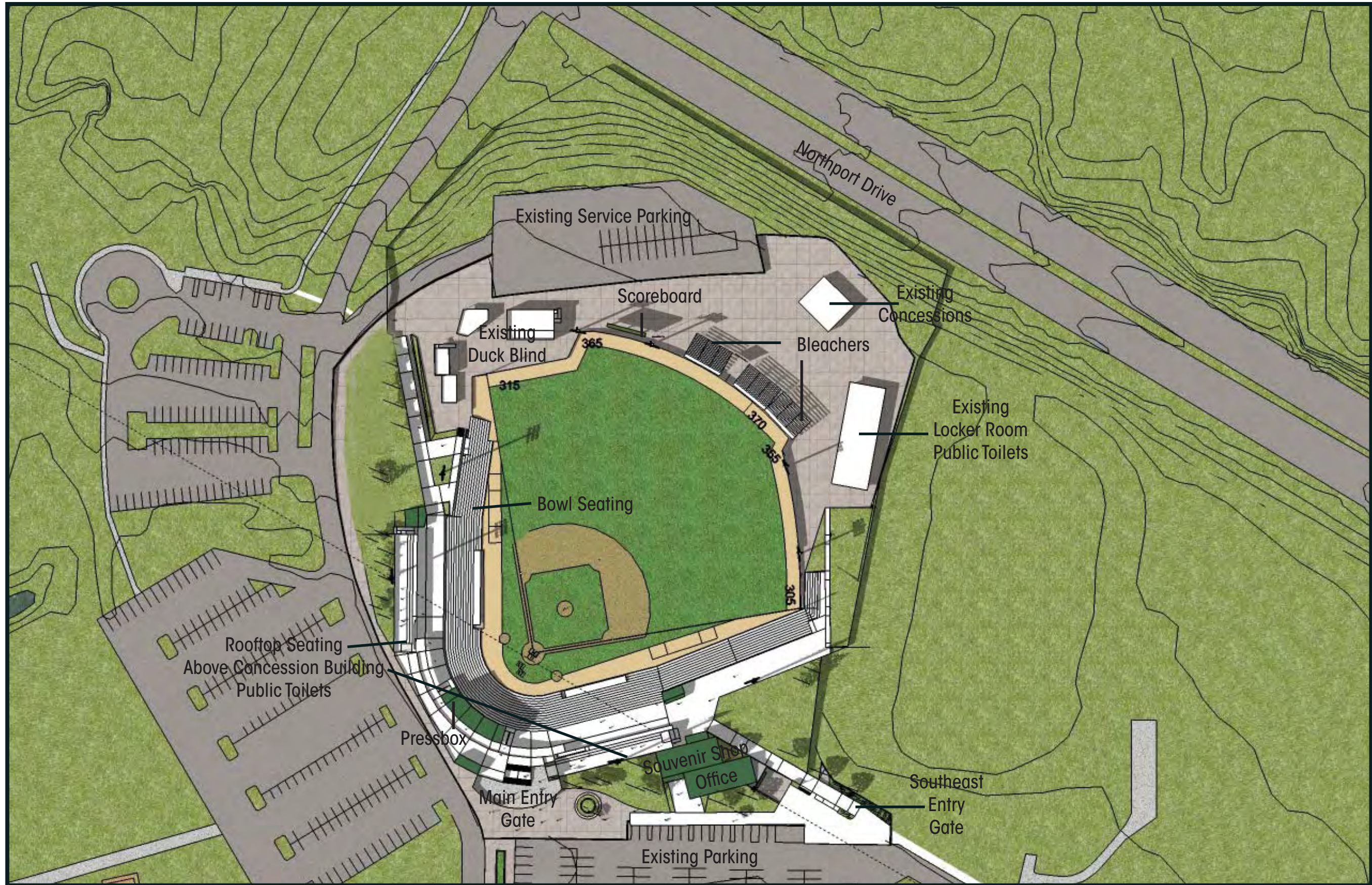
The Committee concluded that as a citizen participation body it was not charged with deciding the issues but to examine the issues identified in their initial charge as well as any that were brought forward during their meetings and the Listening Session with the neighborhood.

Respectfully submitted by:
 David Meyer, Chair
 Ald. Brian Benford
 John Chadima
 Ron James
 Betty MacDonald

**Jim Pliner
 Ald. Paul VanRooy
 Steve Webster**



WARNER PARK MADISON MALLARDS Site Context Plan

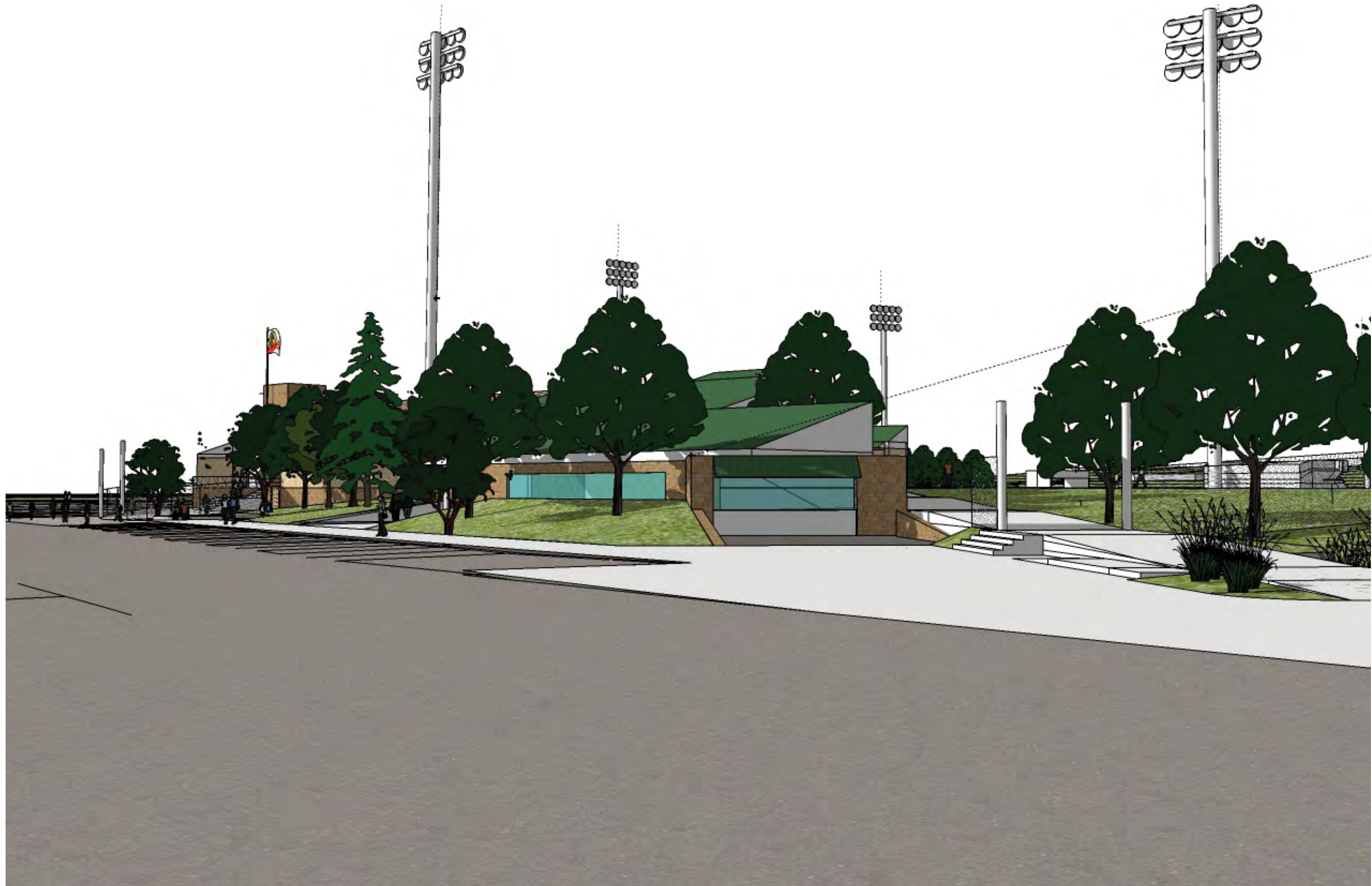


WARNER PARK MADISON MALLARDS Stadium Plan







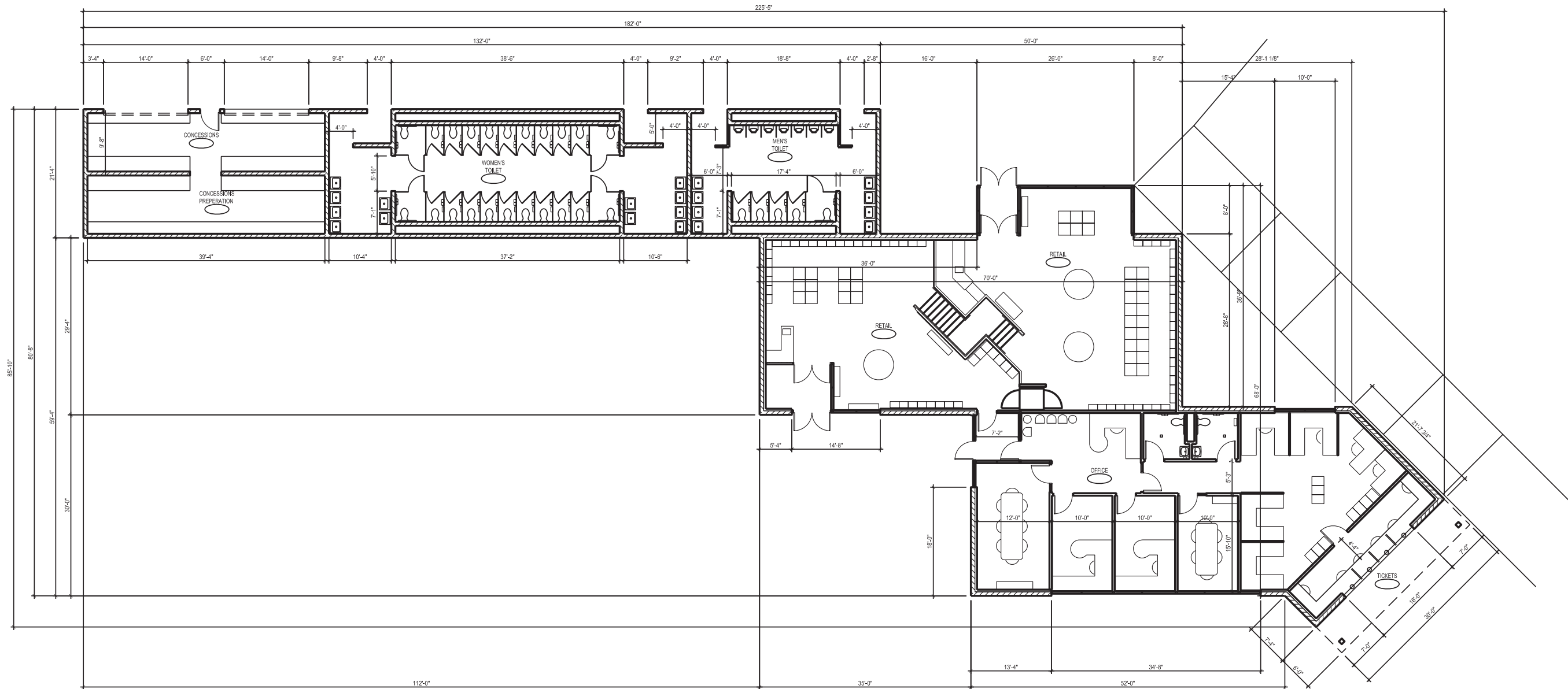












1/16" = 1'0"



