

## AGENDA # 2

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> January 19, 2011	
TITLE: 4002 Nakoosa Trail – Planned Residential Development (P.R.D.) for a 2 Building Project. 3 <sup>rd</sup> Ald. Dist. (20246)	<b>REFERRED:</b>	
	<b>REREFERRED:</b>	
	<b>REPORTED BACK:</b>	
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b>	<b>POF:</b>
DATED: January 19, 2011	<b>ID NUMBER:</b>	

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Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, John Harrington, R. Richard Wagner, Melissa Huggins and Jay Handy.

### SUMMARY:

At its meeting of January 19, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Planned Residential Development (P.R.D.) for a two building project located at 4002 Nakoosa Trail. Appearing on behalf of the project were Randy Bruce and Steven Schooler, representing Porchlight, Inc. Bruce presented a revised site plan to address issues of parking, trash enclosures, and the common space relationship to the outdoor space. Trash is now off to the side so it is out of view as you drive in. The floor plan now has a combination of single-occupant rooms, in addition to some longer-term residences. The main functions of the Safe Haven building, i.e. kitchen, dining room and living room flow to a porch area that opens up to a future garden project. The building materials would be a combination of reddish brick and vinyl siding in two colors, plus a trim color. Differences made since the submittal are the elimination of the metal roofing on the small canopies, and the elimination of wood corner boards and window bands/trims to make this building as maintenance free as possible. There will be extensive solar power for the utilities. Floor drains with tile floors will be used inside, closet doors will not be used in favor of curtains, all to minimize maintenance costs. We can’t have the maintenance cost of having to scrape and repaint wood siding, especially with the tight budget we have to run with to make this project work. Resident services are the primary issue here. Questions and comments from the Commission were as follows:

- Much improved and works very nicely.
- I appreciate the nature of this application and the budget but I’m still concerned about the vinyl siding, particularly at the first floor.
- I wonder how this will look and feel within a very industrial/commercial neighborhood.
  - We’re trying to create an enclave, where people will feel welcome at coming home, rather than trying to fit into that kind of neighborhood.
- Landscape plan weak, need to see more detail, need to bring back.
- Thanks for moving it around. This will make it more of a homey place.
- The site plan improvements are great.
- Vinyl is not a sustainable material.

- As part of a discussion on the use of vinyl it was noted that the Landmarks Commission approved all vinyl siding for the restoration of a landmark house in the 700 Block of Jenifer Street. There is no Citywide consensus.
- Concern with vinyl as applied with no base on building.
- Consider hardiboard as a base material.
- Borrow brick from less common spaces and add as a base on common spaces.
- I like your idea of having it more of a home environment.
- Look at trying to create a more dense wrap of landscape on the west side.

**ACTION:**

On a motion by Barnett, seconded by Handy, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion provided for the following:

- The landscape plan be revised per comments made and resubmitted for final approval.
- Vinyl siding is acceptable due to the context of the project, but the band at the bottom needs to be approved by staff.
- Site lighting shall come back for approval.
- The applicant, at their discretion can look at wrapping brick around the common spaces.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 5, 5.5, 6 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 4002 Nakoosa Trail**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	6	6	5	6	-	6	5	5.5
	9	7	5	7	-	7	6	7
	5	5	4	-	-	5	5	5
	6	6	5	-	-	6	6	6

**General Comments:**

- Promise to push green energy/building design, will sort of offset use of vinyl which is not environmentally sustainable.
- Updates and changes are much appreciated.

## Parks, Timothy

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**From:** Randy Bruce [RBruce@knothebruce.com]  
**Sent:** Thursday, February 10, 2011 6:11 PM  
**To:** Parks, Timothy; Ray Petkovsek; district3@uscellular.blackberry.com; Cnare, Lauren; Schooler Steve  
**Cc:** wfwhite@michaelbest.com; 03 - Dave Moran; Tucker, Matthew; Murphy, Brad  
**Subject:** RE: Update on Nakoosa Trail Porchlight Project  
**Attachments:** PORCHLIGHT PROPERTIES FOR SINGLES AND PARKING NEED.doc

To all,

The parking for the proposed Porchlight development on Nakoosa Trail was designed based on anticipated need given the experience that Porchlight has on their other comparable properties. Attached is a summary of the actual parking needs at those properties.

The Nakoosa Trail property has a total of 38 efficiency units and 14 SRO rooms in the Safe Haven facility. Most of their developments have no or very minimal resident parking need. Based on this data and the mix of efficiency and SRO rooms we believe that the resident parking demand will be at most 12 cars. The normal staff parking needs will be 2 or 3 cars leaving an additional 3 or 4 stalls as surplus for visitors even in the event that all staff and residents are parked at the same time.

Please let me know if you have any questions. Ray, I will see you tomorrow.

J. Randy Bruce, AIA  
Managing Member  
Knothe & Bruce Architects, LLC  
7601 University Avenue, Ste 201  
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**From:** Parks, Timothy [mailto:TParks@cityofmadison.com]  
**Sent:** Wednesday, February 09, 2011 2:31 PM  
**To:** 'Ray Petkovsek'; district3@uscellular.blackberry.com; Cnare, Lauren; 'Schooler Steve'; Randy Bruce  
**Cc:** wfwhite@michaelbest.com; 03 - Dave Moran; Tucker, Matthew; Murphy, Brad  
**Subject:** RE: Update on Nakoosa Trail Porchlight Project

Folks,

All or portions of this e-mail chain will be provided to the Plan Commission with their February 21 materials.

To be clear, the Plan Commission is being asked to approve a parking reduction for the Porchlight project, not a variance, which is a completely different legal zoning entity. A parking reduction of the type needed by Porchlight is a conditional use (as is the residential project itself). As a conditional use, it is subject to the Plan Commission's continuing jurisdiction, which in a nutshell allows the Commission to consider modifications to conditional uses after their approval once a determination is made that there is a "reasonable probability" that the conditional use is not in accordance with its approval or the conditional use standards.

While I believe accord can be reached with regard to the parking issue, I felt it important to clarify how the mechanism for addressing the parking issue and to point out that a Plan Commission approval on February 21 is not the last forum where the parking issue can be discussed should future issues arise.

All the best,

TIM PARKS  
Planner, Planning Division  
Dept. of Planning and Community  
and Economic Development  
City of Madison, Wisconsin  
T: 608.261.9632  
F: 608.267.8739

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**From:** Ray Petkovsek [mailto:ray@pmcpas.com]  
**Sent:** Tuesday, February 08, 2011 7:34 PM  
**To:** district3@uscellular.blackberry.com; Cnare, Lauren; 'Schooler Steve'; 'Randy Bruce'; Parks, Timothy  
**Cc:** wfwhite@michaelbest.com; 03 - Dave Moran  
**Subject:** RE: Update on Nakoosa Trail Porchlight Project

Hello Everyone,

The parking question has generated its share of email. Further discussion is necessary. There have been many emails going between us and not all of you have seen them. For better reference, I combined all of the correspondence into this one email thread.

While past experience may show that many tenants do not own a vehicle, it doesn't mean that trend will continue. For example, a relative or friend could loan a car to a tenant on a long term basis. Or your visitors can exceed the number of parking stalls. Offsite parking is nonexistent. Bus route #30 is available but with limited service from about 7AM to 10PM most days, except holidays. There is one stop on Nakoosa Trail by Cub Food & Walmart. See schedules and map attached.

Lauren said in her email to me that "*you can always post your lot no parking or staff only etc. to prevent any overflow and we can "just say no" to requests to allow parking on the cul du sac.*" We all know the intentions are good, but people in need of a place to park are blind to these signs. I'd be rich if I had a nickel for every time an unauthorized vehicle was parked in our lot (and in some cases abandoned with leaking fluids) or people drove through our lot thinking they can get to the Credit Union (and some do by driving over the lawn and sidewalk)! Signs are not a solution.

So parking is a major issue for the neighbors. For planning to grant a variance for a substantial reduction in required parking spaces would not sit well with us. Part of that is the unfairness in applying the zoning rules. For example, the west side of our building is not allowed any signage because we do not own the frontage on Hwy 51. However, between our property and Hwy 51 is a 40' wide strip of swamp / wetland that is unbuildable. Since we constructed the building seven years ago, the governing authorities refuse to grant us a variance, saying they do not want to set a precedent. That makes absolutely no sense to us because the sign will never block any views and cannot be blocked from view on Hwy 51 by a structure. This has been a significant detriment to our occupancy ratio (25% of the building has never been completed). We have had potential tenants / owners walk away because of signage issues.

I look forward to the meeting on Friday.

*Ray the CPA*

Ray Petkovsek, CPA / Partner  
Wisconsin Institute of CPAs – Past President (2009-2010)

WICPA Educational Foundation – Past President (1998-2002)

**Petkovsek & Moran, LLP**  
**Certified Public Accountants & Consultants**  
**4001 Nakoosa Trail, Suite 200**  
**Madison, WI 53714-1355**

TEL: (608) 221-3268 E-mail: [ray@pmcpas.com](mailto:ray@pmcpas.com)  
FAX: (608) 221-3033 Web: [www.pmcpas.com](http://www.pmcpas.com)

Your REFERRALS are the highest compliment you can give us. Thank you! New business is always welcome. Do you know someone who may benefit from our services?

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**From:** schooler tds.net [mailto:schooler@tds.net]  
**Sent:** Tuesday, February 08, 2011 12:47 PM  
**To:** Ray Petkovsek  
**Cc:** William F. White; Randy Bruce; Cnare, Lauren  
**Subject:** Re: Update on Nakoosa Trail Porchlight Project

I don't know if you received my earlier e-mail but I will send it again just in case.

Almost all of the residents will be disabled and on social security disability. That means they received approximately \$700 per month for living expenses. They will not be able to afford a car on that small amount of monthly income. Our experience is that few of these individuals own vehicles. As an example we have a 16 unit and only 3-4 of the residents own vehicles. We think there will be sufficient parking spaces.

One other thing, there will be a 30 year land use restriction on the property that it will be used to serve homeless persons under the McKinney Act. So, the use will not be substantially changed over the next 30 years.

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**From:** district3@uscellular.blackberry.com [mailto:district3@uscellular.blackberry.com]  
**Sent:** Tuesday, February 08, 2011 11:48 AM  
**To:** Ray Petkovsek; District 3 Alder  
**Subject:** Re: Update on Nakoosa Trail Porchlight Project

Planning checked on planned parking. Well below "required" and will be addressed in staff report. Applicant may ask for a variance to reduce which requires Plan Commission approval based on availability of other transit. There will be a significant discussion on this topic. Good call - you are right up there with city planner skills!

Steve S did note that income will likely preclude car ownership for most residents and seems based on experience.

Lauren Cnare  
Alder D3  
226-0987

Sent from my U.S. Cellular BlackBerry® smartphone

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**From:** Parks, Timothy [mailto:TParks@cityofmadison.com]  
**Sent:** Tuesday, February 08, 2011 11:22 AM  
**To:** 'district3@uscellular.blackberry.com'; Ray Petkovsek; Cnare, Lauren  
**Cc:** Tucker, Matthew  
**Subject:** RE: Update on Nakoosa Trail Porchlight Project

Typically, 0.75 parking stalls would be required for an efficiency dwelling unit and 0.5 stalls are required for lodging rooms. The Porchlight project calls for 38 efficiency apartments, which would require 28.5 stalls (rounded to 29); the 14 lodging rooms would require 7 stalls. If the project does not provide the 36 stalls it appears it is required to, a parking reduction would have to be approved. For a parking reduction of greater than 20 stalls and more than 25% of the required number of stalls, the reduction would have to be approved by the Plan Commission as a conditional use. The Plan Commission is supposed to grant the reduction based on the availability of transit, bike routes and offsite parking among other things. We will cover this aspect of the Porchlight proposal as part of our written review for the February 21 public hearing.

TIM PARKS  
Planner, Planning Division  
Dept. of Planning and Community  
and Economic Development  
City of Madison, Wisconsin  
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**From:** district3@uscellular.blackberry.com [mailto:district3@uscellular.blackberry.com]  
**Sent:** Tuesday, February 08, 2011 10:39 AM  
**To:** Ray Petkovsek; District 3 Alder; tparks@cityofmadison.com  
**Subject:** Re: Update on Nakoosa Trail Porchlight Project

Ray: glad you have connected!

I can ask city staff if the number is adequate according to the ordinances.

You can always post your lot no parking or staff only etc. to prevent any overflow and we can "just say no" to requests to allow parking on the cul du sac.

With regard to future uses, we cannot speculate or require a current use owner to think about the next owner's needs. As long as the current design meets all regulations (and does not ask for an exception that is approved) there is no reason to require anything different.

I like your idea of asking Randy about how the parking lot size was determined. He will know, too, if it meets the regs.

Talk soon!  
Lauren Cnare  
Alder D3  
226-0987

Sent from my U.S. Cellular BlackBerry® smartphone

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**From:** "Ray Petkovsek" <ray@pmcpas.com>  
**Date:** Tue, 8 Feb 2011 10:31:40 -0600  
**To:** <district3@uscellular.blackberry.com>  
**Cc:** 'Randy Bruce' <RBruce@knothebruce.com>; 'Schooler Steve' <schooler@tds.net>  
**Subject:** RE: Update on Nakoosa Trail Porchlight Project

Hi Lauren,

Randy emailed me last night to request a meeting at my office. This may happen on Friday. Will let you know.

One of my partners raised a question about **parking** at PorchLight. With **38** permanent apartments, the site plan has **12** parking spaces (31%), which is very low. Granted, some of the residents will not own vehicles, but many will. Parking will also be a problem if the property is ever sold or the use changes. The cul-de-sac is posted with No Parking Signs and we do not want their overflow in our parking lot.

Maybe Randy and Steve can enlighten me.

*Ray the CPA*

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**From:** Ray Petkovsek [mailto:ray@pmcpas.com]  
**Sent:** Tuesday, February 08, 2011 12:44 PM  
**To:** 'Randy Bruce'  
**Cc:** 'Cnare, Lauren'; 'Schooler Steve'  
**Subject:** RE: Update on Nakoosa Trail Porchlight Project

Randy, Friday afternoon around 3 PM is fine. There may be other owners meeting with us also. See you then.

*Ray the CPA*

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**From:** Randy Bruce [mailto:RBruce@knothebruce.com]  
**Sent:** Tuesday, February 08, 2011 11:20 AM  
**To:** Ray Petkovsek  
**Cc:** Cnare, Lauren; Schooler Steve  
**Subject:** RE: Update on Nakoosa Trail Porchlight Project

Ray,

I can stop by Friday around 2:45 or 3:00 PM. Let me know if that still works for you.

J. Randy Bruce, AIA  
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**From:** Randy Bruce [mailto:RBruce@knothebruce.com]  
**Sent:** Monday, February 07, 2011 6:33 PM  
**To:** Ray Petkovsek; Cnare, Lauren; Schooler Steve  
**Subject:** RE: Update on Nakoosa Trail Porchlight Project

Ray,

Probably the best way to address your questions and others that you may have is to meet at your office. I can review our plan and describe materials and design. Do you have any time Friday the 11th? If Friday doesn't work I am fairly open early next week.

J. Randy Bruce, AIA  
Managing Member



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**From:** district3@uscellular.blackberry.com [mailto:district3@uscellular.blackberry.com]  
**Sent:** Monday, February 07, 2011 2:43 PM  
**To:** Ray Petkovsek; District 3 Alder  
**Subject:** Re: Update on Nakoosa Trail Porchlight Project

Ray: I asked Randy to call you about materials last week. He said he'd be sure to do that so let me know if he's able to do that, okay?

I have hard copies of the application and I will make copies and drop them off for you tomorrow. I won't be free until 7 tonight and you'll be closed.

Lauren

Sent from my U.S. Cellular BlackBerry® smartphone

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**From:** Ray Petkovsek <ray@pmcpas.com>  
**Date:** Mon, 7 Feb 2011 13:41:00 -0600  
**To:** district3@uscellular.blackberry.com<district3@uscellular.blackberry.com>  
**Subject:** RE: Update on Nakoosa Trail Porchlight Project

Hello Lauren, Steve and Randy,

Thank you for the update. Glad to see progress being made. I have several comments. Please indicate if my assumptions are correct, and if not, provide an explanation. According to a recent site plan (attached):

1. **Building #2** will continue to be permanent housing of 24 apartments. **CORRECT?**
2. **Building #1** was a 14 bed unit for temporary housing, dining, counseling, etc. It appears this will be expanded to include 14 permanent apartments. **CORRECT?**
3. **Building #3** will not be constructed because the north end of the lot is unbuildable due to fill over a swamp. 14 of the 16 permanent apartments will be added to Building #2. **CORRECT?**
4. Finally, with only two buildings, there will likely be revisions to the following:
  - a. Site plan,
  - b. Building elevations, and
  - c. Descriptions of the exterior materials to be used (this is our main concern, considering how our building is constructed).

Please send me updates for review **by February 17, 2011.**

Thanks again folks for your efforts.

Ray the CPA

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-----Original Message-----

From: Cnare, Lauren [mailto:district3@cityofmadison.com]  
Sent: Sunday, February 06, 2011 11:21 PM  
To: jmintz2@sbcglobal.net; shidiz@charter.net; slohmann1@charter.net;  
johnqwolff@wmconnect.com; mprobst\_127@hotmail.com; blueviolert8@charter.net;  
art@faircrest.com; mintzgirl@sbcglobal.net; nando954@tds.net; studio725@charter.net;  
michaelmccan@charter.net; ray@pmcpas.com; barbngerald@charter.net  
Cc: Parks, Timothy  
Subject: **Update on Nakoosa Trail Porchlight Project**

Good evening, all: Now that the big game is over, time to get back to work, eh?

Here's the latest news on the Porchlight project:

As you may have seen last fall, the ground was being prepared for the site and final site planning was being done. As you recall, the original proposal was for two buildings in the first phase and a possible third one later if the site permitted it, based on the actual usable land. As it turns out, the site will only hold two buildings, so that is the proposal in front of us now. However, with no possibility for growth of a third building, **Porchlight is proposing to have one building with 14 single bedrooms with shared dining and social rooms and 14 permanent apts. The second building will have 24 permanent apartments. Each will be a two-story building.**

The **construction** is proposed to start in **summer of 2011** and finish in summer of 2012.

The project will appear before the **Plan Commission on Monday, February 21**, which is the public hearing for you, the public, to come and share any concerns or wishes you have for the project. The meetings **start at 5:30 pm in the City-County Building on Martin Luther King Jr. Blvd., Room 201**. It's great if you can come in person, but if you want to share thoughts by e-mail or letter, you may do that, too, by sending them to me or the Planning Division. Your comments will be shared with the entire Plan Commission and be in the record for the Common Council to review, too. Having your thoughts makes a big difference in our decision.

You may reach me at

district3@cityofmadison.com  
608-226-0987 (cell)  
5218 Kevins Way  
Madison WI 53714

The Planning Division will accept your comments through staff member Tim Parks at

tparks@cityofmadison.com  
Tim Parks  
Planning Division  
215 Martin Luther King Jr. Blvd.  
PO Box 2985  
Madison WI 53701-2985

You have been a great neighborhood to work with and I hope you will continue to be part of this process as it nears the end.

Thanks!

Lauren Cnare  
Alder, District 3  
608-226-0987 (cell)  
district3@cityofmadison.com (e-mail)=

RAY THE CPA  
 (P) ATTACHMENT

**PORCHLIGHT PROPERTIES FOR SINGLE ADULTS**

Data received from Randy Bruce on 2/10/2011

| Property                                | Address                                        | Units                                                | Acquired    | # Spaces  | Parking Spaces Used By |          |          |          | % Used     |
|-----------------------------------------|------------------------------------------------|------------------------------------------------------|-------------|-----------|------------------------|----------|----------|----------|------------|
|                                         |                                                |                                                      |             |           | Resident               | Staff    | Visitors | Total    |            |
| Brooks St.                              | 306 N. Brooks St.<br>Madison, WI 53715         | 77 SRO* + 15 Efficiencies<br>* Single Room Occupancy | Dec - 1991  | 22        | 4                      |          |          | 4        | 18%        |
| Broom St                                | 318 S. Broom St.<br>Madison, WI 53703          | Men's 5 SRO                                          | Apr - 1987  | 0         | 0                      |          |          | 0        | 0%         |
| Hamilton                                | 310 North Hamilton<br>Madison, WI 53703        | Men's 5 SRO                                          | Dec - 1990  | 0         | 0                      |          |          | 0        | 0%         |
| Johnson St.                             | 519 East Johnson St.<br>Madison, WI 53703      | 7 bed SRO<br>1 Res. Mgr. Room                        | Dec - 2010  | 0         | 0                      |          |          | 0        | 0%         |
| Mifflin St.                             | 325 East Mifflin St.<br>Madison, WI 53703      | 7 bed SRO<br>1 Res. Mgr. Room                        | Dec - 2010  | 0         | 0                      |          |          | 0        | 0%         |
| Spring St.                              | 1102 Spring St.<br>Madison, WI 53715           | Veterans 24 SRO                                      | Aug - 1998  | 6         | 0                      |          |          | 0        | 0%         |
| 201 North                               | 201 North St.<br>Madison, WI 53704             | Men's 8 bed SRO                                      | Sep - 1990  | 0         | 0                      |          |          | 0        | 0%         |
| 902 Northport                           | 902 Northport Dr.<br>Madison, WI 53704         | Men's 6 bed CBRF<br>(2) Mgr. Room                    | Dec - 1989  | 1         | 0                      |          |          | 0        | 0%         |
| <b>2718 Pheasant Ridge Trail</b>        | 2718 Pheasant Ridge Trail<br>Madison, WI 53713 | <b>16 Efficiency Apts.</b>                           | Apr - 2006  | <b>20</b> | <b>5</b>               |          |          | <b>5</b> | <b>25%</b> |
| Housing First Leasing                   | Various private landlords                      | 12 Efficiency / 1-BR Units                           | 2007 - 2011 | 12        | 0                      |          |          | 0        | 0%         |
| Safe Haven                              | 1738 Roth St.<br>Madison, WI 53704             | 14 BEDS                                              | Jun - 1995  | 0         | 0                      |          |          | 0        | 0%         |
| <b>Total Parking Spaces &amp; Usage</b> |                                                |                                                      |             | <b>61</b> | <b>9</b>               | <b>0</b> | <b>0</b> | <b>9</b> | <b>15%</b> |

| Proposed Project | 4002 Nakoosa Trail | 38 Efficiency + 14 SRO | 2011 | Zoning                  |    |   |   |    |     |
|------------------|--------------------|------------------------|------|-------------------------|----|---|---|----|-----|
|                  |                    |                        |      | 36                      | 13 | 3 | 2 | 18 |     |
|                  |                    |                        |      | Requested per site plan |    |   |   |    |     |
|                  |                    |                        |      | 36                      | 13 | 3 | 2 | 18 | 50% |

|              |           |                                                     |
|--------------|-----------|-----------------------------------------------------|
| Units        | Residents | Estimated Use w/ Pheasant Ridge as comparable units |
| Efficiency   | 38        | 9.5                                                 |
| SRO          | 14        | 3.5                                                 |
| <b>Total</b> | <b>52</b> | <b>13</b> + staff & visitors                        |