



City of Madison

Proposed Demolition & Rezoning

Location
1501 Monroe Street

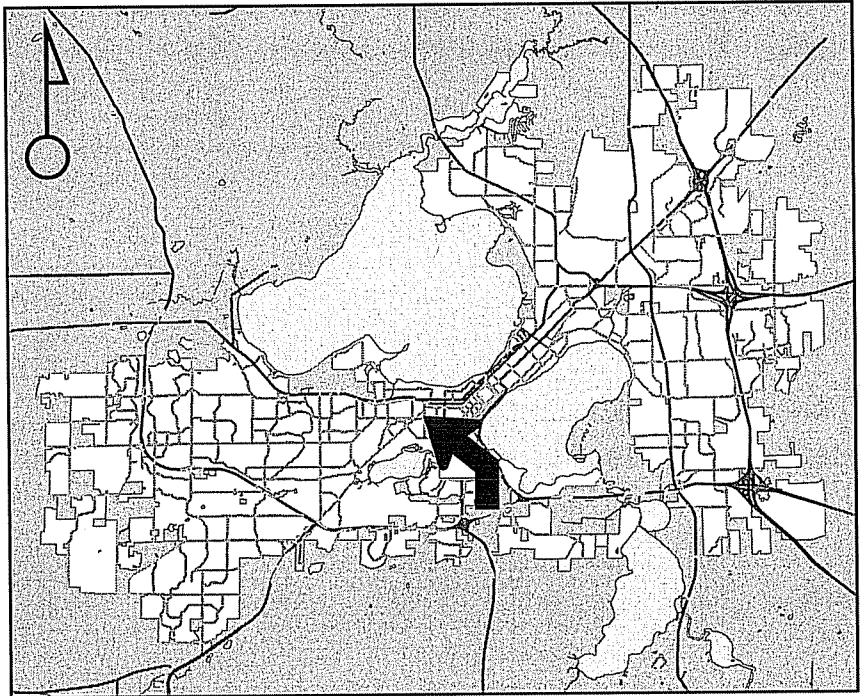
Applicant
Robert Sieger – Sieger Architecture

From: C2 & C3 To: PUD(GDP)

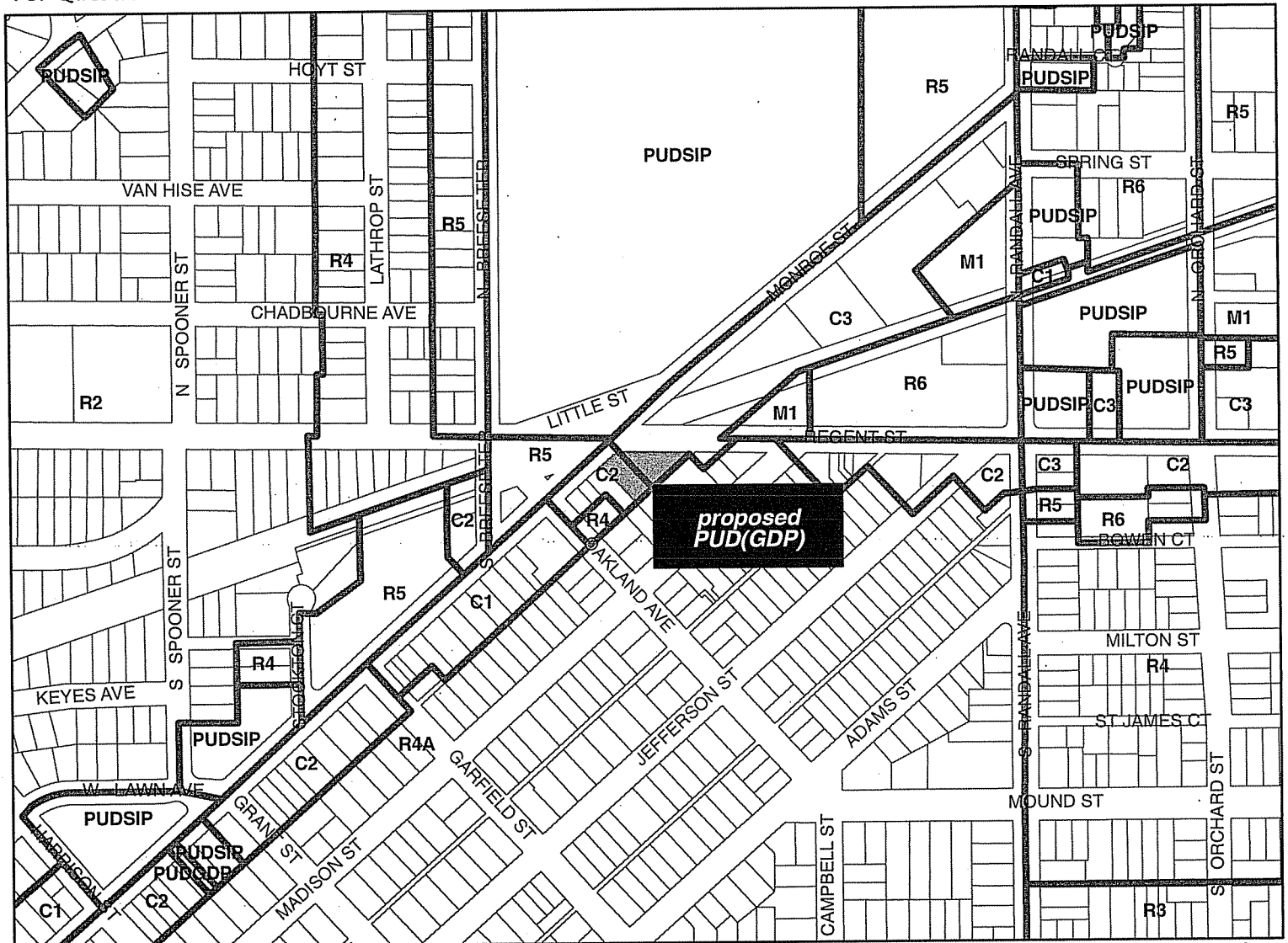
Existing Use
Commercial Uses

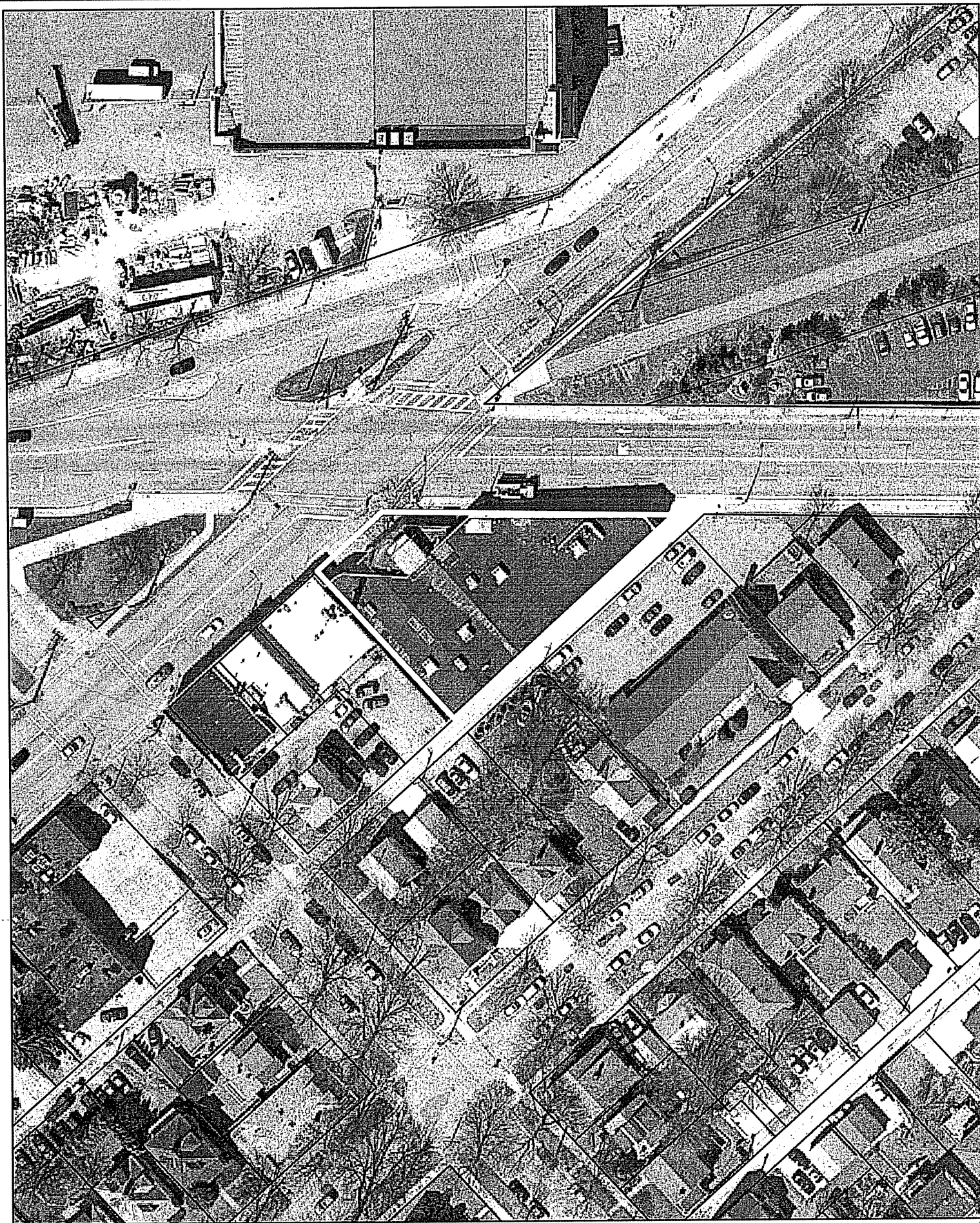
Proposed Use
Demolish Building & Build 4-Story,
Mixed Use Building

Public Hearing Date
Plan Commission
09 July 2007
Common Council
17 July 2007



For Questions Contact: Tim Parks at: 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635





LAND USE APPLICATION

Madison Plan Commission

215 Martin Luther King Jr. Blvd; Room LL-100
 PO Box 2985; Madison, Wisconsin 53701-2985
 Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at www.cityofmadison.com/planning/plan.html
- All zoning application packages should be filed directly with the Zoning Administrator's desk.
- All applications will be reviewed against the applicable standards found in the City Ordinances to determine if the project can be approved.

FOR OFFICE USE ONLY:

Amt. Paid _____ Receipt No. _____
 Date Received _____
 Received By _____
 Parcel No. _____
 Aldermanic District _____
 GQ _____
 Zoning District _____
For Complete Submittal
 Application _____ Letter of Intent _____
 IDUP _____ Legal Descript. _____
 Plan Sets _____ Zoning Text _____
 Alder Notification _____ Waiver _____
 Ngrhd. Assn Not. _____ Waiver _____
 Date Sign Issued _____

1. Project Address: 1501 Monroe Street **Project Area in Acres:** .45

Project Title (if any): Fieldhouse Station

2. This is an application for: (check at least one)

<input checked="" type="checkbox"/> Zoning Map Amendment (check only ONE box below for rezoning and fill in the blanks accordingly)		
<input type="checkbox"/> Rezoning from _____ to _____	<input type="checkbox"/> Rezoning from _____ to PUD/PCD-SIP	
<input checked="" type="checkbox"/> Rezoning from <u>C2/C3</u> to PUD/PCD-GDP.	<input type="checkbox"/> Rezoning from PUD/PCD-GDP to PUD/PCD-SIP	
<input type="checkbox"/> Conditional Use	<input type="checkbox"/> Demolition Permit	<input type="checkbox"/> Other Requests (Specify): _____

3. Applicant, Agent & Property Owner Information:

Applicant's Name: Robert J Sieger Company: Sieger Architecture
 Street Address: 1501 Monroe Street City/State: Madison, WI Zip: 53711
 Telephone: (608) 283-6100 Fax: (608) 283-6101 Email: siegerarchitects@sbcglobal.net

Project Contact Person: Robert Sieger Company: Sieger Architecture
 Street Address: 1501 Monroe Street City/State: Madison, WI Zip: 53711
 Telephone: (608) 283-6100 Fax: (608) 283-6101 Email: siegerarchitects@sbcglobal.net

Property Owner (if not applicant): _____
 Street Address: _____ City/State: _____ Zip: _____

4. Project Information:

Provide a general description of the project and all proposed uses of the site: Four story mixed use development including Retail, Office and Residential Condominiums

Development Schedule: Commencement Fall 2007 Completion Fall/Winter 2008

CONTINUE →

5. Required Submittals:

- Site Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
 - **Seven (7) copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
 - **Seven (7) copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
 - **One (1) copy** of the plan set reduced to fit onto 8 ½ inch by 11 inch paper
- Letter of Intent: Twelve (12) copies** describing this application in detail but not limited to, including: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
- Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor.
- Filing Fee:** \$ _____ See the fee schedule on the application cover page. Make checks payable to: *City Treasurer.*

IN ADDITION, THE FOLLOWING ITEMS MAY ALSO BE REQUIRED WITH YOUR APPLICATION; SEE BELOW:

- For any applications proposing demolition of existing (principal) buildings, photos of the structure(s) to be demolished shall be submitted with your application. Be advised that a *Reuse and Recycling Plan* approved by the City's Recycling Coordinator is required to be approved by the City prior to issuance of wrecking permits.
- A project proposing **ten (10) or more dwelling units** may be required to comply with the City's Inclusionary Zoning requirements outlined in Section 28.04 (25) of the Zoning Ordinance. A separate **INCLUSIONARY DWELLING UNIT PLAN** application detailing the project's conformance with these ordinance requirements shall be submitted concurrently with this application form. Note that some IDUP materials will coincide with the above submittal materials.
- A *Zoning Text* must accompany **all** Planned Community or Planned Unit Development (PCD/PUD) submittals.

FOR ALL APPLICATIONS: All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as **INDIVIDUAL** Adobe Acrobat PDF files compiled either on a non-returnable CD to be included with their application materials, or in an e-mail sent to pcapplications@cityofmadison.com. The e-mail shall include the name of the project and applicant. Applicants who are unable to provide the materials electronically should contact the Planning Unit at (608) 266-4635 for assistance.

6. Applicant Declarations:

Conformance with adopted City plans: Applications shall be in accordance with all adopted City of Madison plans:
 → The site is located within the limits of Madison Comprehensive Plan Plan, which recommends:
Monroe Street Neighborhood Plan for this property.

Pre-application Notification: Section 28.12 of the Zoning Ordinance requires that the applicant notify the district alder and any nearby neighborhood or business associations by mail no later than **30** days prior to filing this request:
 → List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:
Isadore Knox, Julia Kerr - District 13, Vilas Neighborhood, Monroe Street Business Merchants; November 2005
 If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.

Pre-application Meeting with staff: Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning Counter and Planning Unit staff; note staff persons and date.
 Planner Tim Parks Date 11/05 | Zoning Staff Kathy Voeck Date 04/06

The signer attests that this form has been completed accurately and all required materials have been submitted:

Printed Name Robert J Sieger Date 5.15.07
 Signature [Handwritten Signature] Relation to Property Owner Self
 Authorizing Signature of Property Owner _____ Date _____

PART 1 – DEVELOPMENT INFORMATION:

Project or Plat Fieldhouse Station

Project Address: 1501 Monroe Street **Project Area (in acres):** .45

Developer: Bob Sieger Representative: Bob Sieger / Brian Reddeman

Street Address: 1501 Monroe Street City/State: Madison, WI Zip: 53711

Telephone: () 608-283-6100 Fax: () 608-283-6101 Email: siegerarchitects@sbcglobal.net

Agent, If Any: _____ Company: _____

Street Address: _____ City/State: _____ Zip: _____

Telephone: () _____ Fax: () _____ Email: _____

PART 2 – PROJECT CONTENTS:

Complete the following table as it pertains to this project:

Residential Use	MARKET RATE UNITS		INCLUSIONARY UNITS		Total Units	Acres
	Owner-Occupied Units	Renter-Occupied Units	Owner-Occupied Units	Renter-Occupied Units		
Single-Family						
Duplexes						
Multi-Family	20		4		24	.45
TOTAL	20		4		24	.45

PART 3 – AFFORDABLE HOUSING DATA:

Number of Inclusionary Dwelling Units Proposed by Area Median Income (AMI) Level and Minimum Sale/Rent Price							
Owner-Occupied Units	30%	40%	50%	60%	70%	80%	Total
Number at Percent of AMI						3/1	
Anticipated Sale Price						133,160	.559
Rental Units	30%	40%	50%	60%	70%	80%	Total
Number at Percent of AMI							
Maximum Monthly Rent Price							

PART 4 – DWELLING UNIT COMPARISON:

Complete the following table as it pertains to this project:

	MARKET RATE UNITS					INCLUSIONARY UNITS				
	Studio / Efficcy	1 Bdrm	2 Bdrms	3 Bdrms	4/More Bdrms	Studio / Efficcy	1 Bdrm	2 Bdrms	3 Bdrms	4/More Bdrms
Owner-Occupied Units with:		13	7				3	1		
Minimum Floor Area:		860	1306				527	830		
Rental Units With:										
Minimum Floor Area:										

CONTINUE →

PART 5 – INCENTIVES: Section 28.04 (25) of the Zoning Ordinance provides the opportunity for applicants in projects where affordable dwelling units are required or where the developer has agreed to pay money in lieu of inclusionary dwelling units, to receive one or more incentives as compensation for complying with the Inclusionary Zoning requirements. Each of the eleven incentives listed below are affixed a point value. The incentive points available to an applicant is dependent upon the number of affordable dwelling units proposed at the various area median income (AMI) levels. The program rewards projects both for having a higher number of affordable dwelling units provided at lower AMI levels, and for having a higher percentage of affordable dwelling units incorporated into the development. The incentive and the corresponding number of points available are listed below. (MAP=Maximum Available Points) Please mark the box next to the incentives requested.

Incentive	MAP	Incentive	MAP
<input checked="" type="checkbox"/> Density Bonus (varies by project)	3	<input type="checkbox"/> Cash subsidy from Inclusionary Unit Reserve Fund up to \$10,000 per unit for up to 50% of the affordable units provided.	2
<input type="checkbox"/> Parkland Development Fee Reduction	1	<input type="checkbox"/> Cash subsidy from Inclusionary Unit Reserve Fund of \$5000 for up to 50% of on-site affordable units in projects with 49 or fewer detached units or projects with four or more stories and 75% of parking provided underground.	2
<input type="checkbox"/> Parkland Dedication Reduction	1	<input type="checkbox"/> Neighborhood Plan preparation assistance	1
<input type="checkbox"/> Off-street Parking Reduction up to 25%	1	<input type="checkbox"/> Assistance obtaining housing funding information	1
<input type="checkbox"/> Non-City provision of street tree planting	1		
<input type="checkbox"/> One addl. story in Downtown Design Zones	1		
<input type="checkbox"/> Residential parking permits in a PUD/PCD	1		
<input type="checkbox"/> Incentives Not Assigned a Point Value by Ordinance (Explain): _____			

PART 6 – WAIVER: The Plan Commission may waive the requirement to provide inclusionary dwelling units in the development if the applicant can present clear and convincing financial evidence that providing the required number of inclusionary dwelling units on-site renders providing the required number of inclusionary units financially infeasible. In such a case, a developer may request a waiver to provide the units off-site, assign the obligation to provide the units to another party, or pay cash in lieu of the units, or any combination of the above. If the waiver is granted, the required units may be provided as new construction off-site in another development within **one mile** of the subject development; off-site units shall be provided at least 1.25 times the number of units if provided within the subject development. Off-site units must be constructed within one year of the time that they would have been constructed within the subject development. The applicant may opt to pay money into the Inclusionary Unit Reserve Fund based on contribution rates established in Section 28.04 (25) of the Zoning Ordinance. If provision of the inclusionary dwelling units through the waiver is still financially infeasible, the developer may seek a reduction in the percent of units to the point where the project becomes financially feasible. If such a waiver is requested, a detailed explanation shall be provided in the required project narrative demonstrating the financial infeasibility of complying with the ordinance requirements and the rationale for the alternative proposed.

- If a waiver is requested, please mark this box and include all of the necessary information required by the Zoning Ordinance and IZ Program Policy & Protocols to support your request.

PART 7 – APPLICANT’S DECLARATION:

The signer shall attest that this application has been completed accurately and includes all requests for incentives or waivers; that they have attended both required pre-application staff meetings and given the required notice to the district alderperson and neighborhood association(s) prior to filing this application; and that all required information will be submitted on the corresponding application for zoning and/or subdivision approval by the Plan Commission. The applicant shall begin the declaration by stating below whether or not the project complies with the various requirements of the inclusionary zoning ordinance. Check the applicable box and provide any supporting

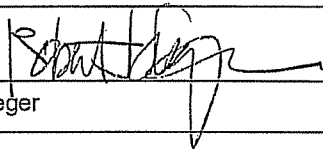
Standards for Inclusionary Dwelling Units (IDUs)	Will Comply	Will not comply	Additional comments
Exterior Appearance of IDUs are similar to Market rate.	✓		
Proportion of attached and detached IDU units is similar to Market rate.	✓		
Mix of IDUs by bedroom size is similar to market rate.	✓		

CONTINUE →

Standards for Inclusionary Dwelling Units (IDUs) (continued)	Will Comply	Will not comply	Additional comments
IDUs are dispersed throughout the project.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
IDUs are to be built in phasing similar to market rate.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Pricing fits within Ordinance standards.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Developer offers security during construction phase in form of deed restriction.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Developer offers enforcement for for-sale IDUs in form of option to purchase or for rental in form of deed restriction.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Developer describes marketing plan for IDUs.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Developer acknowledges need to inform buyers/renters of IDU status, responsibilities for notification.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Terms of sale or rent.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	Yes	No	Additional comments
Developer has arranged to sell/rent IDUs to non-profit or CDA to meet IDU expectations.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Developer has requested waiver for off-site or cash payment.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Developer has requested waiver for reduction of number of units.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Other:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	

- The applicant discussed this development proposal with representatives from the Planning Unit, Zoning Administrator and Community Development Block Grant Office on: → April 2006
- The applicant presented a preliminary development plan for this project to the Interdepartmental Review Staff Team on: → April 2006
- The applicant notified Alderperson Isadore Knox of District 15 of this development proposal in writing on: → November 2005
- The applicant also notified Julia Kerr of the 71145 neighborhood in writing on: → November 2005
- The Inclusionary Dwelling Unit Plan Application package contains ALL of the materials required as noted on this form. I, as the undersigned, acknowledge that incomplete or incorrect submittals may cause delays in the review of this project. I am also familiar with the ongoing developer responsibilities summarized on page #2 of this application and outlined in the Inclusionary Zoning Ordinance and Program Policy and Protocols.

Applicant Signature



Date

5/16/07

Printed Name

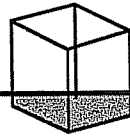
Bob Sieger

Phone

()

608-283-6100

Effective September 1, 2004



SIEGER LLC

ARCHITECTURE

1501 Monroe St. Madison, WI 53711
608.283.6100 Fax: 608.283.6101

May 11, 2007

City of Madison Planning Commission
Planning & Development Office
LL-100 Madison Municipal Building
215 Martin Luther King Jr Blvd
Madison, WI 53703

LETTER OF INTENT

Re: Fieldhouse Station

Dear Commission Members:

Sieger Architecture submits the following information as the owner and Architect of the proposed redevelopment of 1501 Monroe Street to be referred to from here on as Fieldhouse Station. Fieldhouse Station is intended to be three levels plus penthouse in a mixed use building offering two levels of retail condominiums, and office condominiums plus two levels of residential condominiums with underground parking. The current goal of the project is to offer contemporary and architecturally designed housing in the downtown area at an affordable price.

The existing 12' alley to the east of the site, which is expanded to 20' at the entrance to Regent Street, provides its current vehicular access. The alley has also been expanded by 18' for a total width of 30' for an additional length of 72' at the rear loading areas. Pedestrian access is encouraged with a large plaza at the intersection of Monroe and Regent Street.

The project will provide 114 in-building parking stalls and 24 surface stalls leased for a 27 year term for a total of 138 parking stalls. The project will offer 11,285 sq. ft. of Retail space, and 12,160 sq. ft. of Office space. The residential condominiums consist of 17 one bedrooms, and 7 two bedrooms for a total of 24 living units. Upper residential levels of the building incorporate architectural design techniques utilizing step-backs, residential materials and colors, rooftop terraces and large decks to minimize the massing scale of the building.

The developer is familiar with provisions of the Inclusionary Zoning Ordinance and will comply with all of the City of Madison Inclusionary Zoning ordinances and at 15%, which requires 4 units. Developer assumes that any changes to the ordinance, that occurs prior to the submittal application of the SIP-PUD will then apply.

The schedule to for the project anticipates a fall of 2007 construction start with completion by late fall of 2008.

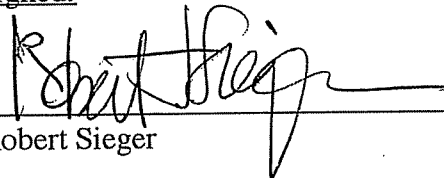
The Project development team includes the following individuals and firms:

Owner: Robert and Debra Sieger
1501 Monroe Street
Madison, WI 53711
Phone: 608.283.6100
Fax: 608.283.6101

Architect: Sieger Architecture
Robert Sieger
1501 Monroe Street
Madison, WI 53711
Phone: 608.283.6100
Fax: 608.283.6101

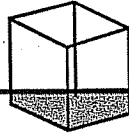
Contact Person: Robert Sieger
Brian Reddeman
1501 Monroe Street
Madison, WI 53711
Phone: 608.283.6100
Fax: 608.283.6101

Signed:


Robert Sieger

Date:

5.11.07



SIEGER LLC

ARCHITECTURE

1501 Monroe St. Madison, WI 53711
608.283.6100 Fax: 608.283.6101

April 25, 2007

ZONING TEXT GDP- PUD

**Fieldhouse Station
1501 Monroe Street
Madison, WI 53711**

Legal Description: The lands subject to this planned unit development shall include those described hereto:

Parcel Number: 070922406024, Address: 1501 Monroe Street, Lot Number: 0, Block Number: 1, OAKLAND HEIGHTS LOTS 1, 2 & 3. Parcel Number: 070922406040, Address: 1509 Monroe Street, Lot Number: 0, Block Number: 1, OAKLAND HEIGHTS, NE 50 FT OF NW 1/2 LOT 4 AND NE 40 FT OF SE 1/2 LOT 4

- A. Statement of Purpose:** A mixed-use development consisting of 14,824 square feet of retail space, 13,114 square feet of office space and 24 residential condominium units to be located in a four-story building with 106 spaces of underground parking.
- B. Permitted Uses:** The following uses are permitted in this Zoning lot
- a. Residential uses as permitted in the R4 zoning district and accessory uses as follows: any resident laundry and fitness facilities, management offices, and home occupations as defined and regulated in Section 28 MGO;
 - b. Commercial uses as permitted in the C2 zoning district and any accessory uses related thereto, shall be permitted with the exception of the following list of prohibited uses:
 - 1.) Wholesale magazine distribution agencies
 - 2.) Outdoor display and sale of farm produce and nursery stock.
 - 3.) Newspaper distribution agencies for home delivery and retail sale.
 - 4.) Sewer cleaning service.
 - 5.) Display and sale of merchandise in City-owned public parking lots under the control of the Parking Utility.
 - 6.) Neon tube bending.
 - 7.) Bed and Breakfast Establishments
 - 8.) Hostels.
- C. Conditional Uses.** Uses in this section shall be subject to Section 28, MGO as it pertains to conditional uses:
- 1.) Outdoor eating areas of restaurants.
 - 2.) Non-accessory uses associated with events taking place within Camp Randall Stadium limited to the sale of food and beverages to the public, and including the offering of live or amplified music. The Plan Commission shall have the right to waive or modify the off-street parking requirements for the principal

use on the zoning lot and for the non-accessory use. Approval of such uses shall be subject to the following conditions unless modified by the Plan Commission in addition to any other conditions deemed appropriate by the Plan Commission in considering approval of the use:

- a. Hours of Operation of the outdoor eating area(s) for University of Wisconsin afternoon football games shall be open no later than 8:00pm, except for games with a kickoff after 5:00pm, where the outdoor eating area shall be open no later than 10:00pm.
- b. Outdoor live or amplified music or sound shall not be permitted before 10:00am.
- c. The outdoor eating area conditions imposed by the Alcohol License Review Committee (including litter control, security, etc.) shall be complied with as required by the ALRC as part of the issuance of a license for any outdoor eating area.
- d. Any use of an outdoor eating area for a concert at the stadium shall end one hour after the start of the concert and shall remain closed for the remainder of the evening.

D. Lot Area: There shall be no lot area requirements.

E. Floor Area Ratio:

- a. Maximum floor area ratio as shown on approved plans.
- b. Maximum building height as shown on approved plans

F. Yard Requirements: Yard areas will be provided as shown on approved plans

G. Landscaping: Site landscaping will be provided as shown on the approved plans.

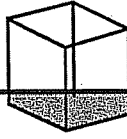
H. Accessory off-street parking & Loading: As shown on the approved plans.

I. Lighting: Site lighting will be provided as shown on approved plans in compliance with the City's Lighting Ordinance.

J. Signage: Signage will be provided as per Chapter 31 of the Madison General Ordinances, as allowed in the C4 district and as approved by the Urban Design Commission and Zoning Administrator.

K. Family Definition: The family definition for this PUD-GDP shall coincide with the definition given in Section 28.03 (2) of the Madison General Ordinances for the R2 zoning district, except that for owner-occupied dwelling units, occupancy shall be limited to a family plus not more than one (1) roomer per bedroom.

L. Alterations and Revisions: No alteration or revision of this planned unit development shall be permitted unless approved by the City Plan Commission, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Community & Economic Development and the alderperson of the district and are compatible with the concept approved by the City Plan Commission.



SIEGER LLC

ARCHITECTURE

1501 Monroe St. Madison, WI 53711
608.283.6100 Fax: 608.283.6101

May 2, 2007

ARCHITECTURAL CONCEPT #4 RE-DESIGNS IN RESPONSE TO THE NEIGHBORHOOD CONCERNS FOR FIELDHOUSE STATION

1. Traffic impact on the neighborhood
 - a. The project has been re-designed in concept #4 and in general has deleted an entire residential floor level with it's loft which has reduced the number of residential dwelling units from 39 to 24.
 - b. A final traffic impact study for design concept 3 (four-story plus penthouse with 39 residential units) has been completed by Jim Hanson of S.E.H. Inc. and submitted to City of Madison traffic engineering. The traffic study concludes that the increased density will result in only a minimal traffic increase. City Traffic Engineer David Dryer has accepted the report and submitted a written statement to the City of Madison Plan Commission on January 3rd, 2007. Using basic math and logic it would be reasonable to conclude that if a 39 unit residential impact would be acceptable than a 24 unit residential design would only be better. Any and all requests of the City traffic engineer will be met.
 - c. It is also important to note that residential parking permits will not be issued for residential tenants of the Fieldhouse Station development project, however parking permits will be afforded to the designated Inclusionary dwelling units in accordance with Inclusionary Zoning requirements. The number of parking stalls for residential use has not changed, therefore parking impact within the neighborhood will not be a factor.
2. Building Height and mass as it relates to the neighborhood
 - a. The current design concept #4 consists of a building 3 stories visible to Monroe Street with a stepped back penthouse. This is one story less than the concept #3 project submitted and approved by the UDC. Since the initial concept, the building has been reduced by 32' in height and 39,000 sq. ft in mass. Step backs have been incorporated into the building to the east, south and west to generate a more comfortable transition to the adjacent smaller scale buildings. The building line to the south and to the alley coincides with the height of Mickey's diary bar and the Stadium Barbers building.
3. Project density in comparison to neighborhood
 - a. The initial design concept consisted of 68 residential dwelling units and 26,000 sq. ft. of commercial space. The current design concept consists of 24 residential dwelling units, a 65% reduction, and approximately 22,000 sq. ft. of commercial space. This is now consistent with the Madison Comprehensive Plan.
4. Compliance with the Madison Comprehensive Plan and Un-drafted Monroe Street Plan
 - a. The 1501 Monroe Street development is located in a part of the city that is compatible with a neighborhood mixed-use development.

- b. The projects residential density has been reduced to 24 dwelling units, this is consistent with the Planning Department Report to the Planning Commission submitted by Tim Parks, as it relates to the goals of the Madison Comprehensive plan in relation to the size of the lot and the density bonus given.
 - c. The building as viewed from Monroe Street is setback approximately 20' off the property line at the three-story roofline. The Corner of Regent and Monroe has a four-story "feature" which is consistent with the un-adopted Monroe Street Plan. There is a penthouse level along Monroe Street that steps back an additional 20' off Monroe Street. The penthouse cannot be seen from Monroe Street unless one is approximately 100' back from the building, because of the line of sight cut-off from the three-story roofline. The total project height has been reduced from 90' - 8" in concept #2 to 76' - 8 1/2" in design concept #3 to 60' - 8 1/2" in design concept #4. The Regent Street side of the building facing the 106' high Fieldhouse is three stories with a penthouse with minor step backs. Because of the larger scale buildings on Regent Street including the 9 stories Regent apartment complex this architectural elevation design is consistent with existing Regent Street building scale.
 - d. The projects height is now consistent with the recommended guidelines from the Madison Comprehensive Plan
5. Noise levels of exterior spaces, decks, plazas and terraces.
 - a. Commercial terraces and plazas are only on the Monroe and Regent side with a two-story building mass behind them to block any noise that may go back to the Vilas neighborhood on Madison and Oakland Street to the south. The closest neighbor is more than 400 feet to the student housing on Breese terrace or 180' to the Fieldhouse door. No commercial outdoor space is facing the Vilas neighborhood. Per the Zoning text all noise levels will comply with Madison General Ordinances.
 - b. All of the original 18 decks except one have been removed from the east elevation facing the Vilas neighborhood. The balance of residential decks face the Fieldhouse and Apartment housing on Breese Terrace over 400' away.
6. Family definition to ensure dwelling units are not over populated by large numbers of students
 - a. As recommended by City Planning the family definition for this PUD-GDP shall coincide with the definition given in Section 28.03 (2) of the Madison General Ordinances for the R2 zoning district, except that for owner-occupied dwelling units, the number of unrelated persons having occupancy shall be limited to a family plus one plus not more than one (1) roomer per bedroom.
7. Transition to adjacent smaller scale neighborhood
 - a. The building has been setback off the alley property line 8' at the Regent street entry to allow proper vehicle access and egress. At the center of the building the setback off the alley is 18' extra at the loading area and 10' back for the 3 floors above. This reduces the impact of the building at the alley property line and neighbors to the south and west. The major roofline is now at the 3rd floor at the alley side. (Reduced from 5 floors)
8. Monroe / Regent Street intersection
 - a. Per meeting with City Engineering on February 20th, a street design concept is in development for improving this intersection. Design Concept #4 first floor elevation has been adjusted to coordinate with the City's new plan scheduled for spring of 2008. This

development is intended to be built consistent with a grade that would allow the future reconstruction of the Monroe / Regent intersection.

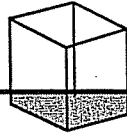
9. The Food and Beverage option within the building as part of the C2 Zoning

a. Neighborhood Concerns:

- i. A disruptive "tavern" as it relates to the abutting residential neighborhood
- ii. Loud and destructive "tavern" patrons in the abutting neighborhood.
- iii. A Tavern operation that targets students and primarily alcoholic drinking and 6 days of University of Wisconsin tailgating.

b. Resolution Statement:

- i. Perspective food and beverage operators will be presented to the neighborhood and alderpersons.
- ii. I am open for any restrictions in addition to the zoning text that the planning staff suggests that does not result in a discriminatory or unreasonable situation for a prospective purchaser of the building space.
- iii. I think it is important for all concerned parties to realize that the closest most effected residents of the food and beverage operation are the 24 new home buyers of the residential portion of this project. Success of this project greatly depends on the quality of all operations and uses within the building. The development will not and cannot allow the negative concerns listed above as A-C within this development.



SIEGER LLC

ARCHITECTURE

1501 Monroe St. Madison, WI 53711
608.283.6100 Fax: 608.283.6101

May 10, 2007

**EXECUTIVE SUMMARY OF MEETINGS AND DEVELOPMENT PROCESS
TO DATE FOR THE
FIELDHOUSE STATION PROJECT**

- A. 1500 block meeting with commercial owners, February 2005. Presented 3 different design concepts which included all the commercial properties on the 1500 block of Monroe Street. Due to lack of interest on the part of Mickey's Diary Bar, Sieger to proceed with a design concept for redevelopment of 1501 and 1509 Monroe Street, representing the properties he owns.
- B. Informational City Planning Department staff meeting with Bill Roberts and Pete Olson, May 2005. Presented initial design concept *of a mixed-use building with 2 levels of commercial and 4 levels of loft residential condominiums* to Roberts and Olson. They felt in general, they could support the project and the height.
- C. Informational City of Madison meeting with traffic & engineering staff, November 2005. Presented design concept #1 and discussed possible traffic conditions and grading changes to Monroe Street intersection. Discussed need for traffic study but in general had no major conflicts with design.
- D. Preliminary informational meeting with Isadore Knox, jr., December 2005. Presented design concept #1 and discussed steps for proceeding with the rezoning.
- E. Preliminary informational meeting with Julia Kerr, villas neighborhood president, January 3, 2006. Presented design concept #1 to Julia. She stated that her concerns for the neighborhood and that she would not support any project that had residential units for sale that might be sold to students or persons holding tickets to UW badger football games. A neighborhood meeting would be set through her E-Mail, with dates that accommodated the neighbors schedule.
- F. Preliminary informational meeting with Al Fish, and Gary Brown, UW planning, January 2006. Presented design concept #1. Both Al Fish and Gary Brown felt that the UW in general could support the redevelopment concept and had no conflicts with the proposal.
- G. Information meeting with alderpersons Isadore Knox, jr., Ken Golden and Robbie Webber, January 2006. Discussed project and steps needed to proceed with the design for rezoning, especially as it related to neighborhood meetings.

- H. Direct mailing to residential neighbors on 1500 block – January 18th, 2006 and January 20th, 2006. Informed neighbors of project design and invited them to view and give input of the project model and design concept at Sieger Architecture's office.
- I. Informational meeting with City Staff of the Planning Department, Michael Waidelich, Tim Parks, Rebecca Cnare, and William Fruhling, February, 2006. Presented design concept #1. In general, Planning was concerned with the height as it related to the south neighborhood and the east alley.
- J. I-Z City of Madison planning meeting, February 06. Presented plans for design concept #1 and discussed City of Madison design requirements for inclusionary zoning.
- K. Neighborhood/Aldersperson informational meeting set by Sieger Architecture at 1501 Monroe Street, Feb 23, 2006. Presented design concept #1. The general consensus was positive. Most neighbors felt the site should be developed and liked the project although they expressed concern with the size and mass as it related to the neighbors to the south.
- L. Urban Design Commission – informational presentation March 8th, 2006 – presented design concept #1 – in general the commission commented on the quality of the architecture as it related to the re-development of the project, and were in support of the quality of materials and general design concept. Requested review of the south and east massing.
- M. Meeting with 3 representatives of the Madison Chinese Christian Church at Sieger Architecture's office on March 16th, 2006. Presented design concept #1, answered questions and asked for input.
- N. Neighborhood/Aldersperson meeting held at Associated Bank, March 22, 2006. Presented design concept #1 a second time for the neighbors and Alders who were unable to attend the Feb. 13th meeting. Neighborhood input centered on building height on the east and south elevations, traffic at the alley and Regent Street, and 68 total residential units. **Concept #2** was started immediately and designed to respond to these concerns.
- O. Informational meeting with City Planning staff, Michael Waidelich, Tim Parks, Rebecca Cnare, and William Fruhling April 3rd, 2006, Presented design **concept #2** which stepped and reduced the massing at the south and east of the building. It removed 14,000 sq. ft. and 20 units from the project. The total number of units was now at 48. The response in general was the scale of project was a great improvement and the architecture was good. However because there were design philosophy differences in the group, which lead to mixed reviews, there was no strong request for design changes given.
- P. Neighborhood/Aldersperson meeting held at 1501 Monroe Street, April 5th, 2006. Presented design **concept #2**. Approximately seven neighbors attended with one neighbor living two blocks away still concerned about the height.

- Q. Urban Design Commission – informational presentation May 24th, 2006. Presented design **concept #2**. In general, the project and architecture was acceptable and had no negative feedback.
- R. Madison interdepartmental staff project review meeting – May 25th, 2006. Discussed project and inclusionary zoning requirements.
- S. City of Madison Fire Department, June 19th, 2006. Spoke with John Lippitt about project and City of Madison Fire Department requirements. Incorporated all requirements in the design Concept #2.
- T. Meeting with alderperson Knox, June 20th, 2006, Discussed latest design changes and desire to submit project for GDP rezoning to the City of Madison.
- U. Submitted Project for GDP rezoning, June 21st, 2006
- V. Meeting with Neighborhood Association Leaders at Dudgeon School building, July 25th, 2006. Presented Design Concept #2 to neighborhood heads. The neighborhood heads then discussed project behind closed doors. No meeting minutes, notes, conclusions, or requests for design changes were given to Sieger Architecture.
- W. Meeting with Urban Design Commission, July 26th, 2006. At the meeting, the alders requested a larger scale neighborhood meeting prior to UDC review. All parties agreed to refer the project to a later UDC meeting.
- X. Meeting with Ken Golden, July 28th, 2006 – Isadore Knox was hospitalized and Golden says he will be taking over his responsibilities temporarily, and organize a large meeting at West High School.
- Y. Neighborhood/Aldersperson/City staff meeting @ West High School, August 17, 2006. The four surrounding neighborhoods were informed by council office mailing of the project meeting. The major concerns received verbally at this meeting from 6-9 persons; were height of the building, number of units/density and traffic questions at the alley and Regent Street. To respond to these items a project **design concept #3** was developed. In general, the plan reduced the proposed building by one floor, (approx. 14,000 sqft), and reduced the number of condo units to 39. A final traffic study was ordered based on concept # 3 design.
- Z. Meeting with City staff and alderpersons (Brad Murphy, Tim parks, William Fruhling, Robbie Webber, Ken Golden, Isadore Knox) September 19th, 2006 @ Common Council office @ noon. Concept #3 was presented. They felt due to the significant design changes it was advisable to have another meeting with the heads of neighborhood associations. Earliest available date for all parties-October 20th.

AA. Meeting with City of Madison engineering and Dan McCormick of City Traffic, October 19th, 2006. Discussed new details on design and grading of the intersection of Monroe and Regent streets. Nelson would attempt to get information to Sieger January 2007 to be incorporated in S.I.P. plan. Discussed traffic concept with McCormick that were relayed to S.E.H. traffic consultant.

BB. Meeting with Madison Chinese Christian Church, November 8th, 2006 – Discussed options for implementing and changing the current parking lease.

CC. Meeting with Neighborhood heads/Alderspersons/City Staff at noon on October 20th, 2006 at the City Building (approx. 18 people). Presented design **concept #3**. Schedule for GDP submittal #2 was discussed. The request was made for a second West High full four Neighborhood meeting to review Concept #3. Mailing notification through council was set.

DD. Submitted project design **concept #3** for GDP rezoning to City of Madison, October 25th, 2006

EE. Neighborhood/alderperson/City Staff meeting #2 @ West High School, November 13th, 2006. Presented design concept #3. Major Neighborhood requests that were addressed and amended in concept #3 submittal.

1. Traffic study needed final submittal to city
2. Revised standard City of Madison zoning text definition of "Family" to limit the number of non-related persons capable of living in an owner occupied dwelling unit.
3. Revise and increase restrictions on the food and beverage space as it relates to food service, exterior use of space and music.

FF. Urban design commission meeting, December 6th, 2006 – presented design concept #3 – The project was referred pending final shadow study and traffic study. Amended zoning text on November 28th, 2006. The zoning text was amended per request of neighborhood meeting on November 13th, 2006.

GG. Urban design commission meeting, December 20th, 2006 – Presented design concept #3 with final shadow study and traffic study. The project received unanimous approval. Amendment #2 zoning text was created on December 13th. Amendment #1 was amended by Amendment #2 per request of alderpersons at UDC meeting on December 6th, 2006.

HH. January 7th, 2007 – Phone conversation with Ken Golden, Member or Plan Commission and adjacent alder-person to project. Sieger requested project be referred at January 8th Plan Commission meeting pending re-design of concept #4.

JJ. January 8th, 2007 – At the Plan Commission meeting the Fieldhouse Station project was referred pending re-design incorporating additional neighborhood and City Planning requests.

- KK. January 8th – 19th, 2007 – Re-design project...Design concept #4
- LL. January 22nd, 2007 – Informative meeting with City planning staff (Brad Murphy, Tim Parks, William Fruhling, Rebecca Cnare, Michael Waidelich) to present design concept #4. Instructed to proceed and meet with neighborhood and alder-persons.
- MM. February 5th, 2007 – Prepare written list of design concept #4 revisions addressing neighborhood concerns. Mailed summary to all 4 neighborhood groups and alders.
- NN. February 28th, 2007 - Submit for Urban Design Final Review of design concept #4. Withdrew application at the request of Al Martin and Tim Parks pending full neighborhood meeting #3.
- OO. March 1st, 2007 – Meeting with Julia Kerr and Frazier Gurd at Barriques on Monroe Street to present changes in design concept #4. Was directed to contact all and set meeting at City with all alders, neighborhood leaders, City staff, and adjacent neighbors.
- PP. March 9th, 2007 – Meeting with Chinese church (Thomas Yen and attorney Michael Christopher) to review design concept #4.
- QQ. March 14th, 2007 – Meeting at City Hall (12pm) with city staff, (Tim Parks, Brad Murphy, Matt Tucker) Alders, (Isadore Knox, Robbie Webber) Vilas neighborhood association president Julia Kerr and representative Frazier Gurd, Vilas and Monroe Dudgeon area leaders, Thomas Yen or Madison Chinese Christian Church with attorney Michael Christopher. Presented design concept #4, discussed all revisions and required zoning text revisions per Tim Parks and Matt Tucker. Directed to set full neighborhood meeting #3.
- RR. May 2nd, 2007 – Mailed out background information and an outline of revisions in design concept #4 to new alders and neighbors who attended meeting #2 at Madison West High School on November 26th, 2006. (29 each)
- SS. May 10, 2007 – Fieldhouse Station full neighborhood meeting #3, 7:00pm, Madison West High School cafeteria



December 18, 2006

RE: Sieger Architecture, LLC
Fieldhouse Station
SEH No. A-SEIGE0602.00 14.00

Dan McCormick
Traffic Engineer
City of Madison Traffic Engineering Division
215 Martin Luther King Jr. Blvd.
Madison, WI 53701-2986

Dear Mr. McCormick:

Short Elliott Hendrickson Inc. (SEH[®]) was contracted by Sieger Architecture LLC to provide an analysis and evaluation of the traffic impacts caused to the proposed Fieldhouse Station project located at the intersection of Monroe and Regent Streets. The purpose of the letter is to provide a summary of the findings and offer conclusions on the impacts of the proposed Fieldhouse Station development.

Existing Conditions

The current building owned and operated by Sieger Architecture LLC has current tenants occupying 6,800 square feet of office space, 8,300 square feet of restaurant/bar space (3,300 square feet for Urban Pizza and 5,000 square feet for Grid Iron), and approximately 1,000 square feet of retail space. The building has approximately 4,500 square feet of vacant space previously occupied by a health club.

Parking

The current building currently has 42 available parking spaces. The parking garage includes 12 spaces and the area behind the Grid Iron has 5 spaces. Sieger Architecture LLC currently leases 25 parking spaces from the church located on the southeast side of the alley. Five of the spaces have unlimited times and the other 20 spaces are limited to the hours of 7:00 a.m. to 6:00 p.m. Those spaces are used by the church during the other times of the day. They currently have activities on Wednesday and Friday evenings and Sunday mornings. The current lease expires in 2028.

Access

Traffic coming to and from the site that use the parking spaces access them from the alley that runs parallel to Monroe Street behind the building. The alley intersects both Regent Street on the north end and Oakland Avenue on the south end. Other traffic generated by the site uses available on-street parking and other alternative modes of travel such as walking, biking, or transit. Deliveries to the occupants of the Sieger building and the other businesses on the block (New Orleans Take-out, Mickies Dairy Bar and Stadium Barbers) enter the alley from Regent Street and exit onto Oakland Avenue.

The access to the current site via the alley intersection with Regent Street has been an issue due to the sharp angle with Regent Street, uphill grade of Regent Street west of the alley, and the current width of the alley (12 feet). The majority of the deliveries to tenants in the block come from Regent Street east and turn left into the alley. The right turns into the alley from the west are limited to passenger vehicles and small trucks. The majority of vehicles turning right must either encroach on the inside lane of Regent

Street or back up into traffic in order to make the sharp turn into the alley. It is not possible to turn into the alley while someone is waiting to turn onto Regent Street. Traffic must wait on Regent Street before the vehicle clears from the alley.

Oakland Avenue is currently a southbound one-way street between Monroe Street and Madison Street. Site traffic including truck deliveries exiting the alley onto Oakland Avenue destined for Monroe Street must either continue through the alley to Madison Street or trail blaze through the neighborhood to access Monroe Street from another intersection.

Current Traffic Generation

The current development generated trips were estimated using the standard steps of trip generation. The trips generated to and from this development are based on the current uses and rates found in the Institute of Transportation Engineers (ITE) Trip Generation Manual (7th Edition, 2003). The information is shown in Table 1.

Table 1

Trip Generation - Existing

Description	Time	Code	Unit	Size	Rate	Trips	% In	Trips In	Trips Out
Office / Commerical	Weekday PM Peak	710	1000 sf	6.8	1.49	10	17%	2	8
Food & Beverage	Weekday PM Peak	936	1000 sf	3.3	11.34	37	66%	25	13
		932	1000 sf	5.0	10.92	55	61%	33	21
		Total						58	34
Retail	Weekday PM Peak	814	1000 sf	1.0	2.71	3	44%	1	2
Total	Weekday PM Peak							61	44

Source: Institute of Transportation Engineers Trip Generation, 7th Ed

The current building occupants have the potential to generate approximately 1,050 trips per day (assuming p.m. peak is approximately 10% of the daily traffic) and 105 during the p.m. peak hour (61 to the site and 44 away from the site). This assumes the Grid Iron bar/restaurant were to open during other days of the week. Currently, the Grid Iron opens only for special events involving UW athletic events.

Proposed Fieldhouse Station

The proposed Fieldhouse Station building is expected to include a mixture of residential, retail and restaurant/bar tenants. The latest proposal includes 39 independently owned residential condominium units totaling approximately 53,000 square feet. In addition, the proposed development includes 10,900 square feet of office space, 4,700 square feet of restaurant/bar space, and 7,700 square feet of retail.

Parking

The Fieldhouse Station project is proposing three covered levels of parking. The first two underground levels will have a total of 78 parking spaces exclusively allocated for the 39 condominium units. The ground level will have 30 spaces reserved for customers of the retail tenants and restaurant/bar. In addition, the 20 spaces leased from the church will be available until 2028.

Access

All traffic (to and from) using the parking garage will use the alley intersection with Regent Street. Deliveries will continue to enter the alley from Regent Street as they do now and exit on the south end at Oakland Avenue. Traffic using the parking area leased from the church will still be able to exit the site on either end of the alley.

The Fieldhouse Station project is proposing to increase the width of the alley 8 feet to 20 feet to a point past the entry into the parking garage. The project also includes an area for delivery trucks to pull along the building so that they don't block the alley for other traffic. The loading area will be made available to the other tenants of the block.

Proposed Traffic Generation

The trips generated to and from the proposed Fieldhouse Station are based on the current uses and rates found in the Institute of Transportation Engineers (ITE) Trip Generation Manual (7th Edition, 2003). The information is shown in Table 2.

Table 2

Trip Generation - Proposed Fieldhouse Station Development

Description	Time	Code	Unit	Size	Rate	Trips	% In	Trips In	Trips Out
Residential	Weekday PM Peak	230	Units	39	0.52	20	67%	14	7
		232	Units	39	0.38	15	62%	9	6
		Average						11	6
Office	Weekday PM Peak	710	1000 sf	10.9	1.49	16	17%	3	13
Food & Beverage	Weekday PM Peak	931	1000 sf	4.7	7.49	35	67%	24	12
		932	1000 sf	4.7	10.92	51	61%	31	20
		Average						27	16
Retail	Weekday PM Peak	814	1000 sf	7.7	2.71	21	44%	9	12
		816	1000 sf	7.7	4.84	37	47%	18	20
		820	1000 sf	7.7	3.75	29	48%	14	15
		870	1000 sf	7.7	3.83	30	50%	15	15
		879	1000 sf	7.7	6.21	48	46%	22	26
Average							16	17	
Total	Weekday PM Peak							57	53

Source: Institute of Transportation Engineers Trip Generation, 7th Ed

The proposed building occupants have the potential to generate approximately 1,100 trips per day (assuming p.m. peak is approximately 10% of the daily traffic) and 110 during the p.m. peak hour (57 to the site and 53 away from the site).

It is standard practice to consider reducing the amount of trips to and from a development based upon any of the following:

1. Mode Split. A percentage of traffic coming to and from the site will use other modes of travel such as walking, biking, and transit. The mode split in this location has the potential to be high due to the close proximity to the UW campus, Southwest Bike Trail, and numerous transit routes.
2. Internal/chained trips. These are multi-stop trips that visit two or more of the uses within a site. An example would be a trip to the site that stops first for a retail tenant and then finally to their residential unit. Mixed used developments including residential, commercial, and office uses typically have a higher percentage of internal trips.

It is typical to assume a reduction factor in the range between 20 and 40 percent for a mixed use building similar to that proposed. After applying the reduction factor to the total trips to the site, the resulting traffic volumes are as shown in Table 3. In order to be on the conservative side, this analysis will assume a reduction factor of only 20 percent.

Table 3

		In	Out
Total	Weekday PM Peak	57	53
	with 20% reduction factor	46	42
	with 40% reduction factor	34	32

Proposed Traffic Distribution

The distribution of trips generated by the development was based upon existing traffic volumes. The volumes used were obtained from the City of Madison's website and are shown in Figure 1.

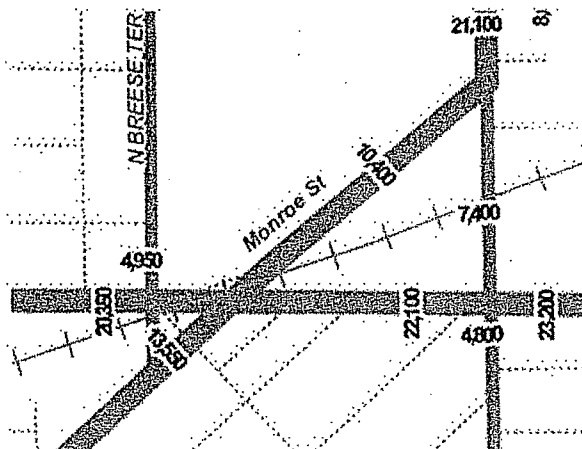


Figure 2

The resulting distribution consists of the following:

- 17.3% to/from Monroe Street south
- 27.0% to/from Monroe Street north/Randall Street north
- 26.0% to/from Regent Street west
- 29.7% to/from Regent Street east

Traffic Volumes

The current p.m. peak traffic volumes for Regent Street were obtained from the Regent-Monroe Street Intersection Project from the City of Madison. The p.m. peak hour volumes on Regent Street at the alley were 1,264 westbound and 762 eastbound. On Thursday, December 14, 10 vehicles were observed entering Regent Street from the alley. Those vehicles (1-left turn, and 9-right turns) were added to the traffic from the proposed Fieldhouse Station. In addition, 25 vehicles were observed turning onto the alley from Regent Street (20 left-turns and 5 right-turns). The current p.m. peak hour traffic is shown on Figure 2.

The resulting turning movement volumes for the proposed Fieldhouse Station project assuming 20 % reduction in site trips due to mode shift and internal trips and current intersection traffic is shown in Figure 3. The analysis did not assume pass-by trips from the surrounding street system. However, traffic counted during the peak hour was added to the alley approach. In addition, the analysis did not remove any portion of the existing traffic to account for the net change in development.

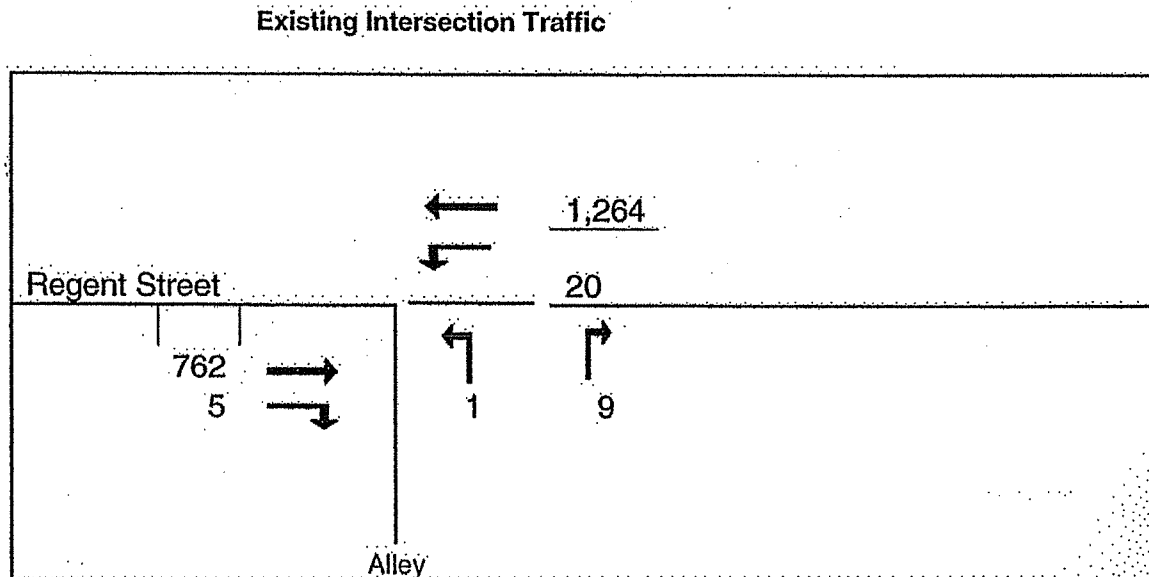


Figure 2

Total Development Traffic

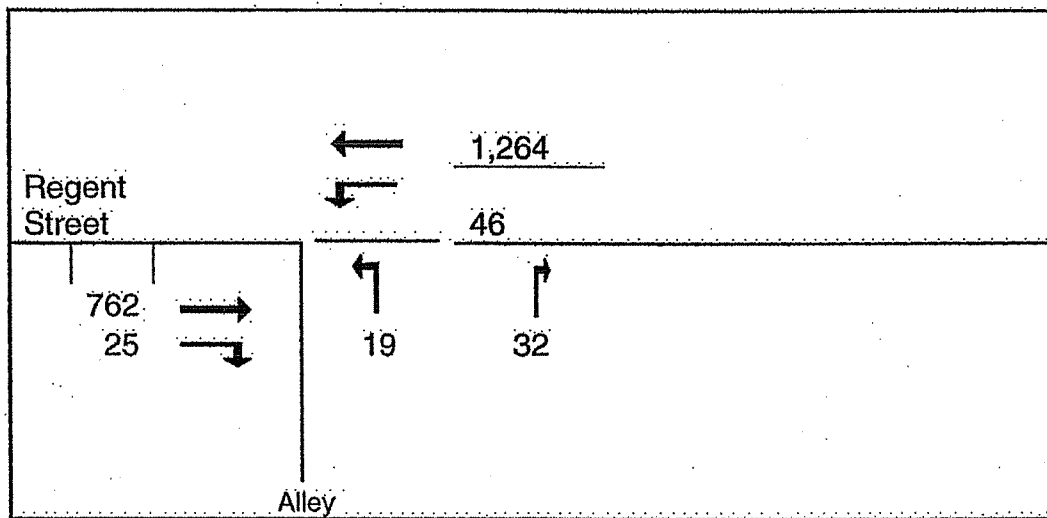


Figure 3

Capacity Analysis

Synchro (Version 6.0) was utilized to analyze traffic operations at the intersection of Regent Street and the alley accessing the proposed Fieldhouse Station development. The base numbers assume from full build-out and occupancy of the building. Level of service (LOS) is a letter grade assigned to a transportation facility to designate the quality of operations or extent of delay. Very good operations with little or no impedance correspond to a LOS A, and very poor operations or conditions exceeding capacity correspond to a LOS F.

The results of the unsignalized analysis show that the northbound alley approach to Regent Street is expected to operate at level of service E with an average delay of 38.2 seconds/vehicle. The remainder of the movements operate at level of service A.

In order to verify the results of the Synchro analysis, a "gap" study was performed at the alley entrance to Regent Street.

Gaps, or the time between vehicles, were measured electronically for vehicles traveling eastbound and for vehicles traveling in both directions. If the vehicles were traveling in a queue or platoon of closely spaced vehicles, gaps were generally in the 2 to 4 second range. If the eastbound vehicles were traveling with a 6 second distance between them, but a westbound vehicle passed the alley in the time between two eastbound vehicles, the measured gap was probably less than 3 seconds. In this study, the number of gaps and their duration were measured and recorded during the p.m. peak hour.

Studies have shown that motorists will use a 6 to 10 second gap in traffic to enter the vehicle stream. Design guidelines indicate that a 7 second gap is considered minimum and a 10 second gap is considered desirable. Other studies have shown that many motorists will take a 6 second gap in heavy traffic and have little or no impact on the flow of traffic.

In the study on Regent Street, there were 24 two-way gaps of 10 seconds or more in a period of two hours (4:00 – 6:00 p.m.). There were an additional 71 two-way gaps of 6 to 10 seconds.

If 8 seconds is called an acceptable gap on Regent Street, there were 47 acceptable gaps in 120 minutes or about 23 gaps per hour. If the total traffic volume includes 19 outbound left turns in the p.m. peak hour, that traffic will theoretically take 19 of the 23 gaps available to the alley traffic. In reality, the chances that the available gaps would appear at the same time the left turning traffic is not favorable. Therefore, we can confirm the findings of the capacity analysis. We would expect less than desirable conditions for traffic wishing to turn left onto Regent Street from the alley during the p.m. peak hour.

Turning Operations at Alley and Regent Street

The project is proposing to expand the width of the alley from 12 feet to 20 feet to improve the ability of vehicles to turn right into the alley. Figure 4 illustrates the before and after turning paths into the alley. The red line shows the ability of the vehicle to use the new space created by the project. The blue path shows the current conditions that force passenger vehicles to encroach on the inside lane of Regent Street in order to make the turn. Even while making the turn, the vehicle path does not fit in the current opening between the existing building and edge of parking lot on the east side of the alley.

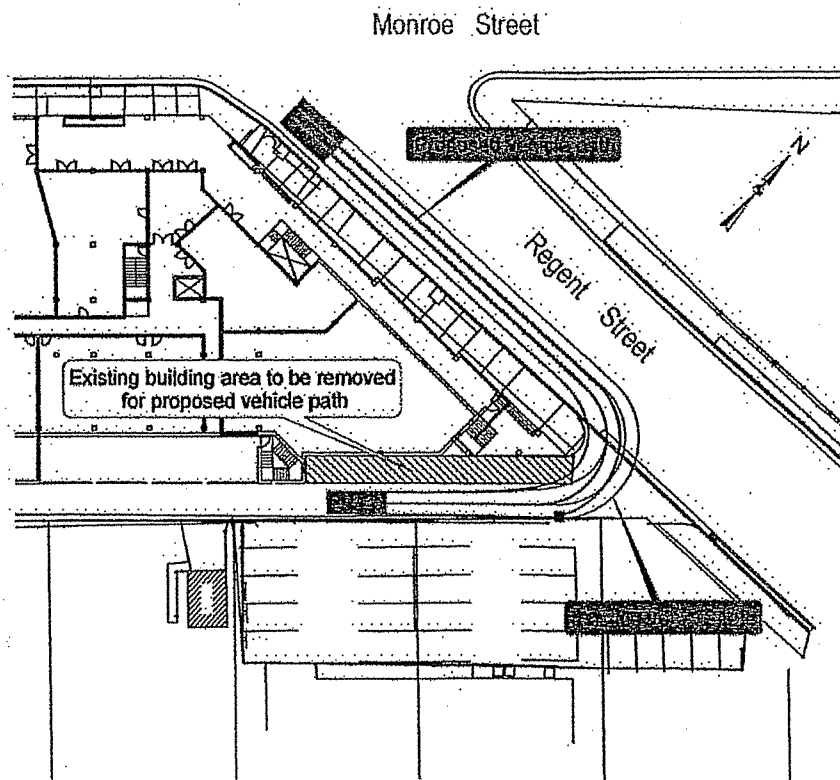


Figure 4

Findings

- The existing building with current and potential tenants has the potential to generate similar traffic volumes as the proposed Fieldhouse Station development. The information shown in Table 4 below assumes full utilization of the Grid Iron bar/restaurant and that the 4,500 square foot area formally occupied by a health club remains vacant. However, Sieger LLC plans to fill that space if the Fieldhouse Station project does not go through.

Table 4

	Existing	Proposed	Net p.m. Peak Hour Trips	
			In	Out
Retail	1,000	7,700	15	15
Office	6,800	10,900	1	5
Food/Beverage	8,300	4,700	-31	-18
Residential	---	39 units	11	6
Total			-4	9

The net change is four fewer trips coming to the site and 9 additional trips going from the site resulting in a net change of 5 trips per hour (50 per day). This number does not include a reduction factor.

- A capacity analysis and gap study confirms that there is a lack of acceptable gaps for traffic wishing to turn left from the alley during the p.m. peak hour. The capacity analysis resulted in a poor level of service for the movement (LOS E). The gap study conducted during the p.m. peak hour measured an inadequate number of gaps for the left turns. There is ample capacity and gaps for right turning traffic from the alley.
- The current alley geometry (width and skew angle with Regent Street) does not allow for passenger vehicles to turn right into the alley without encroaching on the inside lane of Regent Street. The proposed Fieldhouse Station plans to widen the alley to 20 feet would improve turning operations over the current situation.
- The proposed Fieldhouse Station traffic will not affect the operations at the Oakland Avenue and alley intersection. The majority of traffic will use the alley intersection with Regent Street. Deliveries will continue to enter the alley from Regent Street and exit onto Oakland Avenue. Some of the delivery trucks will continue on through the alley and enter Monroe Street from Madison Avenue. Others will turn left on Oakland Avenue and use other local streets to access Monroe Street or Regent Street.

Recommendations

- Post turn prohibition signs at the alley entrance to Regent Street banning left turns during the peak periods. The turn restriction would result in approximately 19 vehicles during the p.m. peak hour finding alternative routes on other City of Madison public streets.

- Consider changing Oakland Avenue to a two-way street between the alley and Monroe Street. The two-way movement would allow for delivery and other vehicles traveling south on the alley to avoid traveling through the Vilas neighborhood and access Monroe Street from Oakland Avenue.

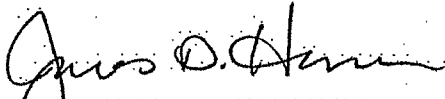
Conclusion

- Based upon the lack of a significant increase in traffic volumes generated by the site, improvements to the alley including increased width to improve turning operations and recommended changes to one block of Oakland Avenue which will help to reduce neighborhood traffic, it's my conclusion that the proposed Fieldhouse Station will not result in adverse traffic impacts to the surrounding roadway system including the Vilas neighborhood.

Please feel free to contact me with any questions and/or comments at 608.270.5359

Sincerely,

SHORT ELLIOTT HENDRICKSON INC.


James D. Hanson, PE, PTOE
Project Manager

ng

c: Bob Sieger, Sieger Architects, LLC
p:\p1st\stiegel\0611\00_stadium_square\reports\stadium letter post q4q4.doc