

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 5, 2018
TITLE: 917 E. Mifflin Street – Public Project, Facility Improvements for Breese Stevens Field in UDD No. 8. 2 nd Ald. Dist. (53695)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Janine Glaeser, Secretary	ADOPTED: POF:
DATED: December 5, 2018	ID NUMBER:

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Cliff Goodhart, Christian Harper, Craig Weisensel and Jessica Klehr.

SUMMARY:

At its meeting of December 5, 2018, the Urban Design Commission **GRANTED FINAL APPROVAL** of facility improvements to Breese Stevens Field located at 917 E. Mifflin Street. Registered and speaking in support of the project were Mike Sturm and Peter Rott, both representing City of Madison Parks Division; and Vern Stenman. Phase 3 improvements build upon the Phase 2 concession building comprised of the 1925 section of the stadium and field improvements, the majority of which are associated with the professional soccer team coming in 2019. They are looking at full spectator and hospitality improvements for the north portion of the stadium and installation of bench seating. For the south portion drink rails are proposed as a spectator accommodation. An ADA ramp is also proposed where they previously did not have one, and ADA seating is proposed on the south side. Primary additions of concrete and asphalt areas are proposed for trucks loading/unloading. Additional bleachers are proposed at the far east end of the field to address spectator seating for the professional soccer league. This will help them work towards a stadium that can hold a variety of events for the entire community. An underground detention structure is proposed to handle stormwater. On three sides there is a temporary fence separation wall and LED signage is proposed to serve the same function as far as spectator separation from the field. Changes to the existing doors are proposed to include vision glass.

The Commission discussed the following:

- I question how much advertising signage you need for this one location. How much signage should go into this place?
 - In the concession building built-out, there are attachment points at the corners of where that signage is indicated on that drawing. That's in the currently approved package.
 - We would see the signage on the concession building as essentially wayfinding. All of the signage we're proposing is 3-foot tall and not at all visible outside of the stadium. It's a European style signage package, this is pretty consistent for what you see from a soccer perspective.
- With this bump out for the hospitality area, these seats here and here, their view of the corner of the field is compromised by this hospitality area.

- We'll be selling certain seats as an obstructed view. It is a facility built in 1925, not every seat will be perfect, you're right.
- It would add continuity if you used the same bronze for the grandstand. That shiny metal on the drink rail doesn't match the exterior doors and garage doors. It would tie it together better.
- I agree, that area is so different from the rest.
- I'm not clear on the new upper deck entertainment area, what's going to happen underneath that?
 - Essentially we are going over the historic area of the stadium and preserving the existing structural system and keeping with the Landmarks guidelines.
- What was the feedback from the Wisconsin State Historical Society?
 - The project has received approval from the Preservation Office. We also presented to the Landmarks Commission and have the Certificate of Appropriateness from them.

ACTION:

On a motion by Braun-Oddo, seconded by Goodhart, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0). The motion passed with the condition that the new metal color of the drink rails match the historic brown color of the existing metal.