

General

The current agreement should be as modest as possible, positioning the stadium and its related facilities for 2008-2010 only.

That will allow renovation work to proceed on schedule while allowing for deeper consideration (with resulting fiscal benefits) of factors that begin to come into play later this year:

- Northport-Warner Park Neighborhood Plan update (created 1992; to be updated 2007-08)
- Lake View Hill Park master plan (2007-08)*
- County CV resurfacing, etc.
- Wheeler/Sherman, Wheeler/CV, Sherman/Northport intersection enhancements (related to CPI development near Cherokee Marsh)
- Northport Drive/State Highway 113 re-build (2011?)
- Warner Park pool construction (2011?)
- Warner Park Community Recreation Center facility addition (?)

The renovation should respect the Warner Park master plan.

*encompassing a campus plan for the Dane County Dept. of Human Health office building (and other structures) and replacement of City water tower (which is also a telcomm antenna facility) within Dane County's Lake View Hill Park (1202-1206 Northport Drive).

Ecological

The renovation should be ever mindful of Warner Park's ecological functions within its overall uses as a public park.

Recommend that construction/operations should be net-zero-carbon/energy, also resulting in BMP for stormwater runoff; also, the facilities should meet the highest possible LEED standards and use of renewable energy for operations whenever possible.

The renovation should result in no increase in impervious surface or, preferably, a net reduction.

Recommend all-organic field maintenance. Field preparation/maintenance inputs (e.g., fertilizers, drying agents, etc.) and outputs (e.g., water pumping, lawn mowing exhaust, etc.) should at minimum meet Audubon Society accreditation standards for golf courses, including use of IPM techniques, and

Stadium operations, lighting, and sound system should be respectful of the stadium's location in a city park and very near to a county conservation park, both of which host animals with habitat requirements that can be impacted by air, water, light, and sound pollution.

Urge reconsideration of plan to lower playing field six feet, given existing flooding issues and historical unknowns related to filling of former marsh to create land on which stadium now is locate. Just to consider lowering of the field, an engineering firm would have to be hired to determine how close to the water table (both its highs and lows) the excavation would be and where "flood" water would be discharged. If water that "ponds" on the playing field would have to be pumped, there could be high nutrient/pesticide content in the water, in which case it should not be discharged to the wetlands or creeks at Warner Park, or even to the lake via City

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storm sewers. If fill is encountered, and it's clean the team will need to pay for an approved landscape plan. If the fill is hazardous (given the period when the park's marsh was filled, it could be foundry sand, or coal ash, or ???), it's removal and safe disposal may be necessary, which would be both difficult and expensive. Suggest instead berming around current field level, as alternative.

The effects of repeated fireworks displays on water and air quality, as well as sonic and light pollution impacts on wildlife, should be studied, with changes made as necessary.

Financing

Suggest undertaking a renovation that can be completed using only the City's funds of \$800,000 and available team funds of \$2 million, for a total \$2.8 million. Such a renovation could possibly be achieved by designing a stadium with fixed seating and lawn seating (e.g., on outfield berms) that meets the team's current capacity goals, yet allows for conversion of the lawn seating at a future date, if/when the team can commit additional revenues.

This approach has multiple advantages:

- Team avoids costs of borrowing \$2 million
- Team therefore does not need facility/revenue control or naming rights
- Increased advertising revenue becomes a non-issue
- The City can retain more control of renovation of this park facility, thus more likely avoid an *Overture Center*-like set of problems
- Final stages of facility can be built with consideration of pool and joint parking needs

City should examine comparable design-related solutions to the financing gap. For initial reference:

Traverse City Beach Bums, MI <http://www.traverscitybeachbums.com>

A new-ish minor league team, the owners purchased land at the intersection of two highways, about halfway between Traverse City (pop. 14513) and *Interlochen Center for the Arts*, both of which have summer populations much higher relative to their non-summer-populations, including Grand Traverse County's population of about 78,000 (> 500,000 total across all summer months).

The owners reportedly spent \$9-10 million on a stadium that has a fixed-seat capacity in the low 4000s (with some of that in 25-26 "suites" that each hold up to 10, and some in "table decks" that have cafe-style 4-top stool seating). In their first season averaged about 4200 per 48 games.

NOTE: The owners purposely built a facility with less fixed-seat capacity than would accommodate the largest projected attendance, to create a sense of demand, especially for season tickets, inc coming years. To allow for additional attendance, they created a raised (bermed) area for non-fixed "lawn seating" behind the outfields.

Images/Info:

<http://www.traverscitybeachbums.com/photos/view.php?id=1>

<http://www.frontierleague.com/stadiums/traverse.html>

Traffic

Given upcoming Hwy 113 re-build by DOT and resurfacing of CV by Dane County, as well as annexation/development pressures from CV, support traffic engineering plan that

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encompasses Northport/Packers from Kennedy to International Drive) and Sherman Avenue (from Wheeler Rd to Johnson/Fordem)

Initial traffic engineering plan should focus on near-term renovation/capacity impacts, while also looking to pool impacts and road re-building opportunities (such as pedestrian overpasses and other reconnections across Northport).

Bermed lawn seating might be an option for the WP stadium renovation at lower cost. Could provide, say, 4000 fixed seats, but allow for addition of, say, up to 1500 lawn seating capacity. The land near Northport that would be behind the outfield after the proposed renovation's 180-degree turn is already sloped, so perhaps could be reconfigured for lawn seating with relative ease.

Parking

Support proposed re-striping for added capacity within current parking lot footprint, with no new paved areas at this time, to total of 1100 spaces. This is an excellent and appropriate interim enhancement, pending later review of combined parking needs for new pool, etc.

Suggest aiming to limit stadium parking needs to those 1100 spaces, by use of incentives:

- extra transit routes
- shuttles
- discounts for cars arriving with multiple passengers (or closer parking)
- discounts for non-driver attendees (transit, pedestrian, cyclist, wheelchair, etc.)

and use of disincentives

- charge for parking in Northside TownCenter (sharing revenues with owners and/or tenants)

Designers could consider a parking facility behind the outfield, raised to allow covered surface parking below the level of the outfield fence. The roof of this ground-level parking facility could be a "greenroof" for lawn seating, while also enhancing stormwater management, etc. The topography of Northport just north of the rotated stadium's proposed new left field location might allow this "greenroof" to merge with the higher land where, currently the sidewalk is located along the south side of Northport.

Long-term: If/when Northport is rebuilt, perhaps additional parking capacity could be built under the road, with safe pedestrian/bicyclist passage across Northport or Sherman or both.

Parks & Neighborhood Issues

To mitigate the fact that the Mallards 34 regular season games (and any playoff games) impact surrounding neighborhoods, we recommend that:

- extra-league baseball events staged by the Mallards be limited to three per season (excluding playoffs)
- concerts staged by Mallards be limited to two per season
- all such events should be to be scheduled between Friday after rush hour and Sunday 5pm.

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Fireworks in Warner Park should be limited to three events per summer, inclusive of all park users.

The Mallards play baseball; non-baseball uses of the stadium should be limited so that the surrounding neighborhoods acceptance and so that support of baseball in Madison isn't undermined by an increase in non-baseball uses of the stadium that have a negative impact on the community.

Management/Operations

City retention of stadium management is viewed as important by the Northside.

The Overture Center facility management model could inform the operations of the stadium. As with the Madison SO, for instance, the Mallard's team, as the major tenant, should receive first options on scheduling for a fixed number of events (and other prerequisites). Other potential users could then be provided access to the remaining dates.

Consider establishment of a grant fund for City-based applicants who wish to stage events, similar the program offered by Overture.

The City should also retain control of operations, given that the stadium is located on public property, with use by other non-team organizations.

Other

The entire stadium (all seating areas, suites, etc.) and the parking/entrance/ticket facilities should meet ADA requirements.

We recommend that pre- and post- season neighborhood/Northside meetings should be held each season (with involvement of alders, neighborhood association presidents, and a Northside Planning Council representative):

- in the Spring to help planning of stadium operations
- in the Fall to allow community response to problems or opportunities.

This would be similar to the arrangement with Madison Fireworks, Inc. related to *Rhythm & Booms*.