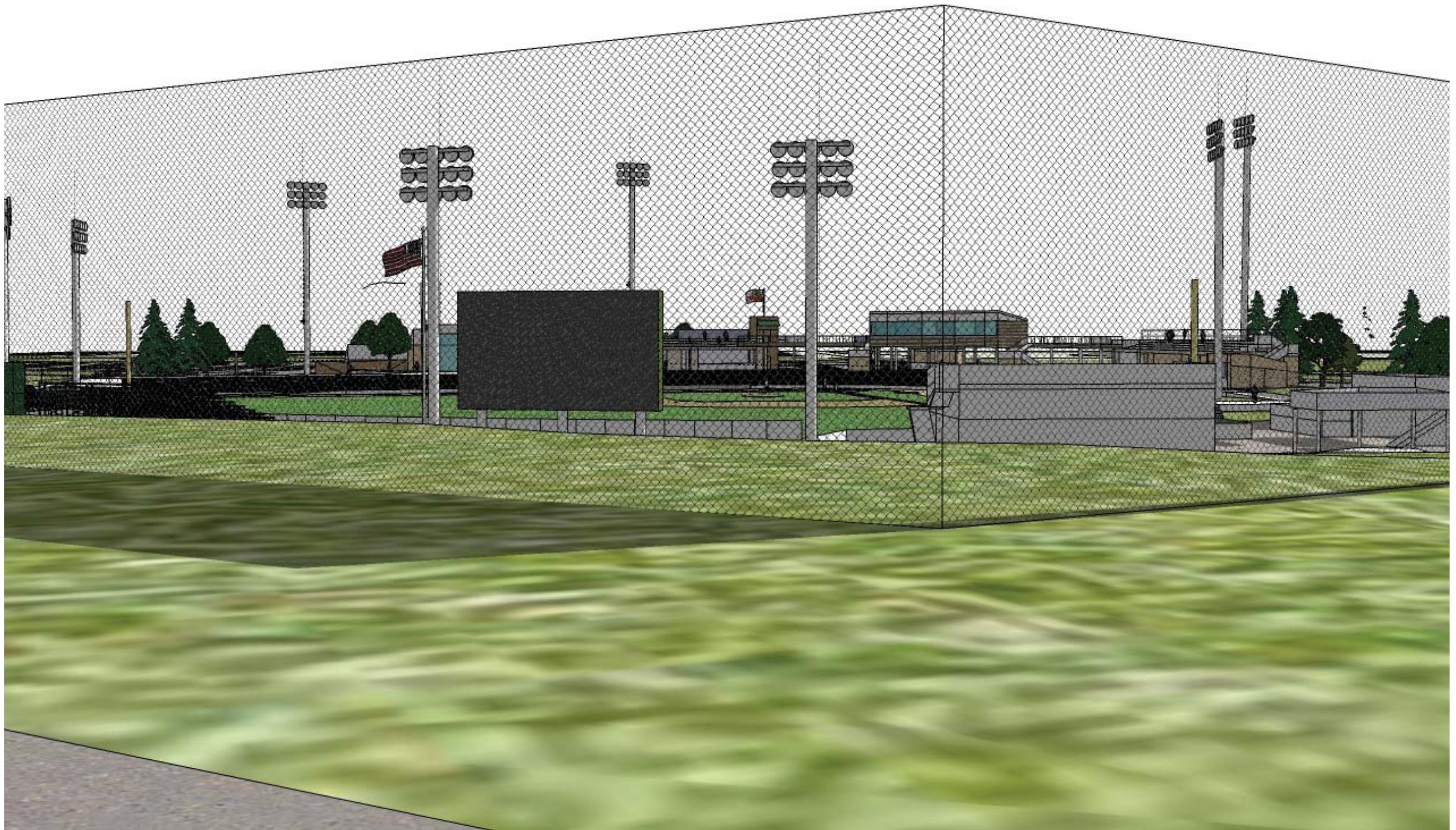


**WARNER PARK MADISON MALLARDS**  
Aerial View From North



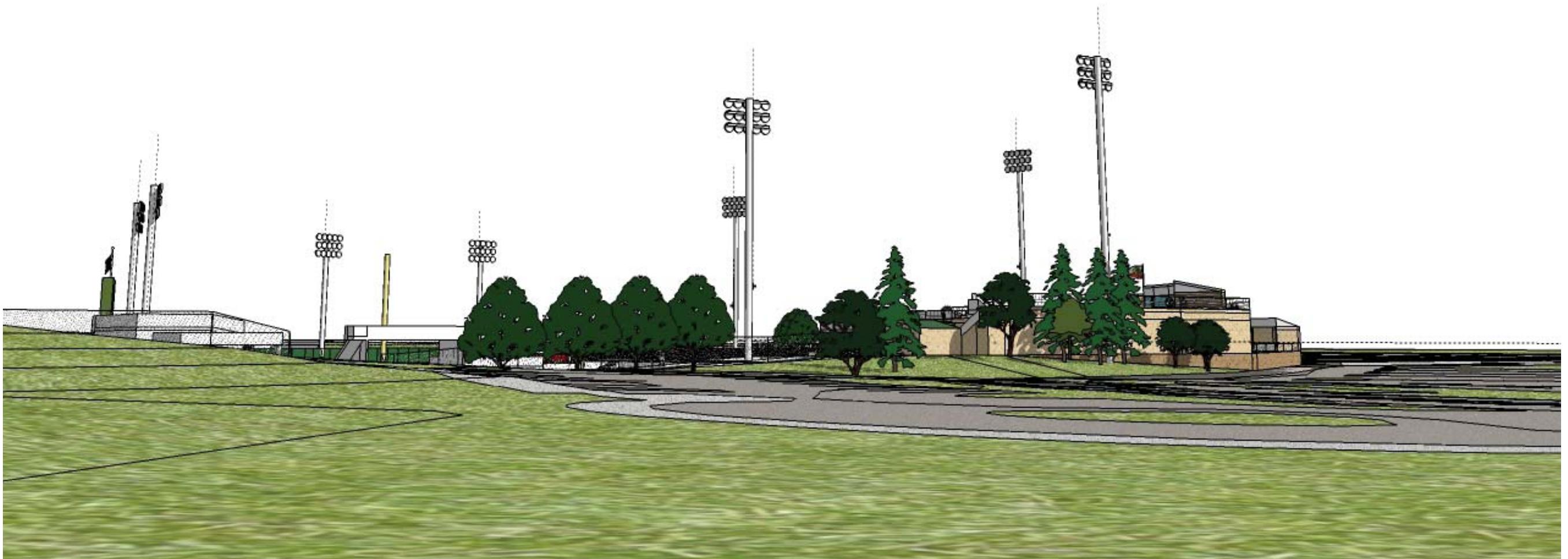
eppstein uhen : architects

**WARNER PARK MADISON MALLARDS**  
View Through The Fence At Northport

01.02.08



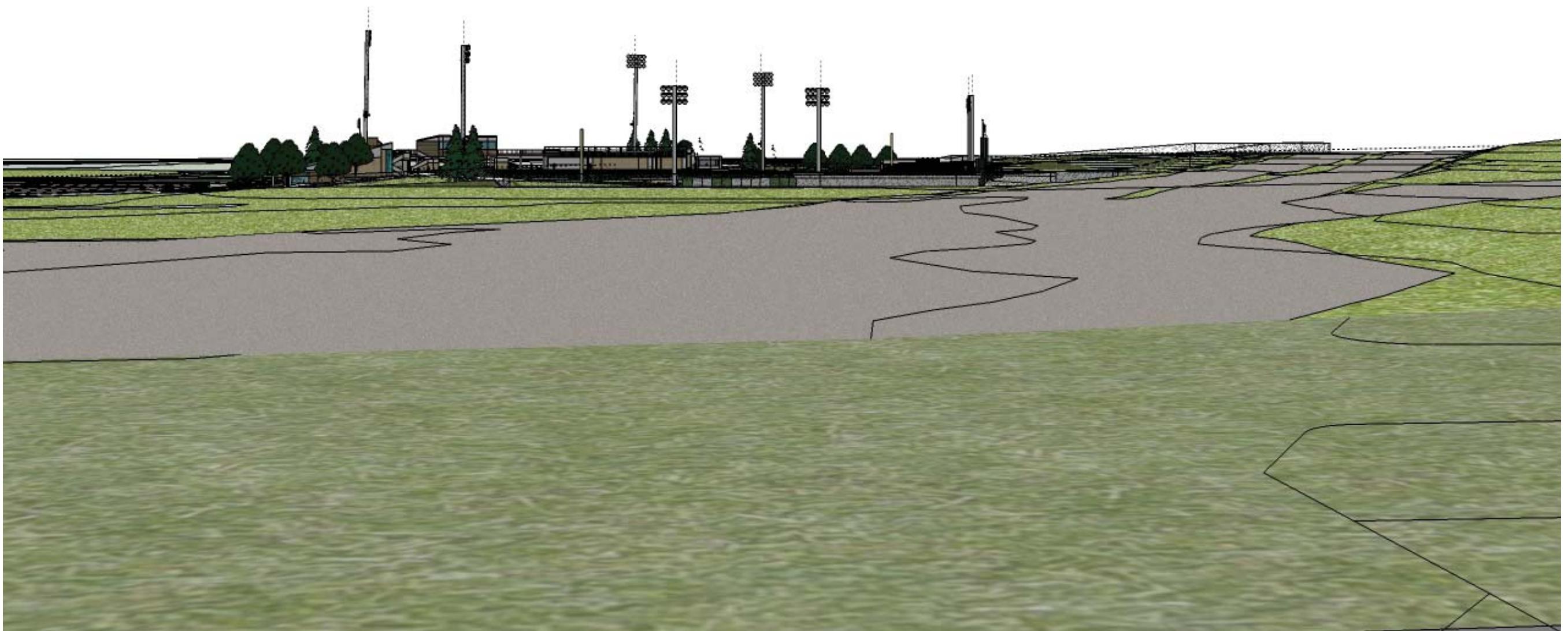
**WARNER PARK MADISON MALLARDS**  
View From West Parking



eppstein uhen : architects

**WARNER PARK MADISON MALLARDS**  
View From The Community Center

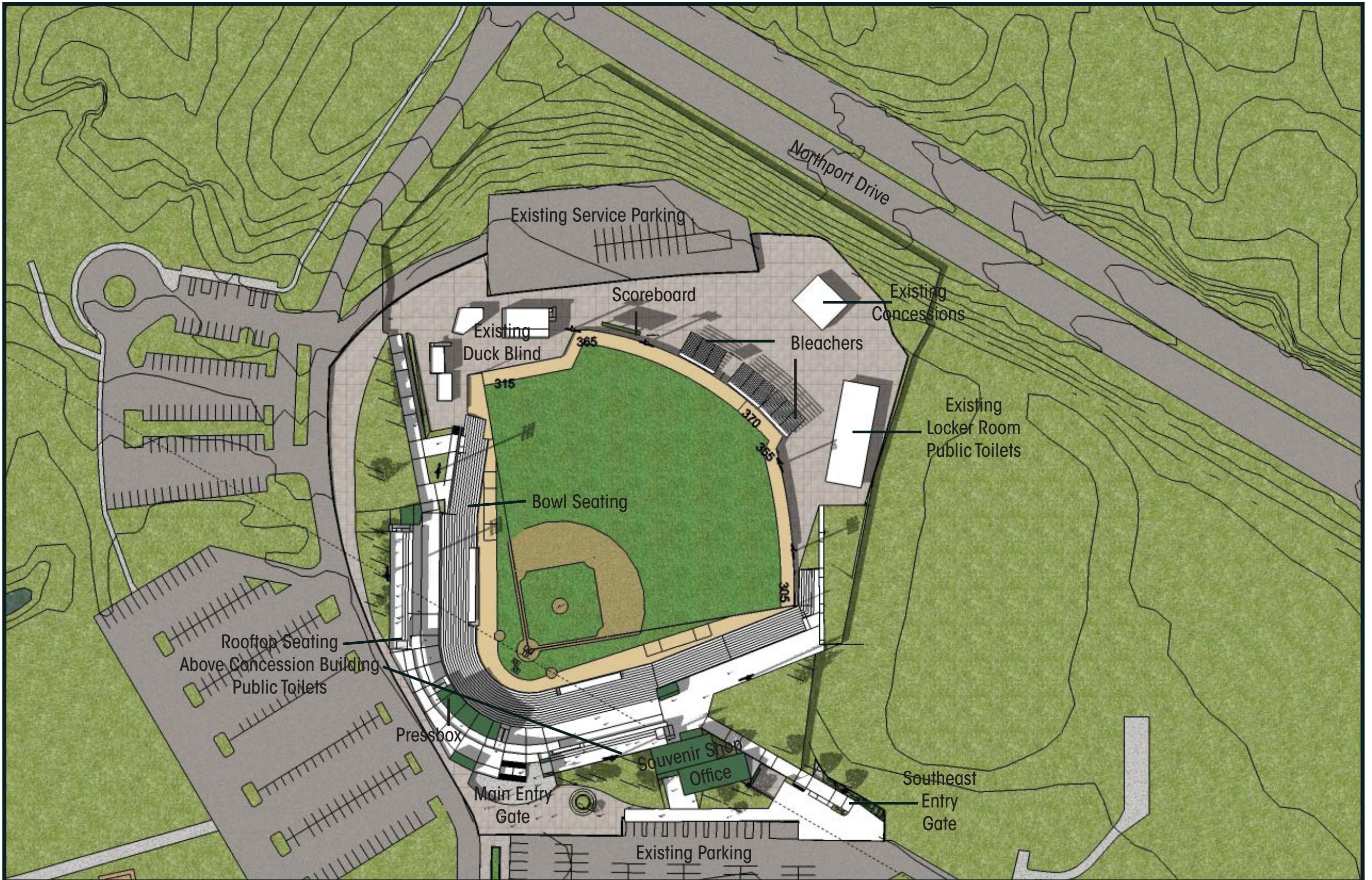
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eppstein uhen : architects

**WARNER PARK MADISON MALLARDS**  
View from Intersection Of Northport And Sherman

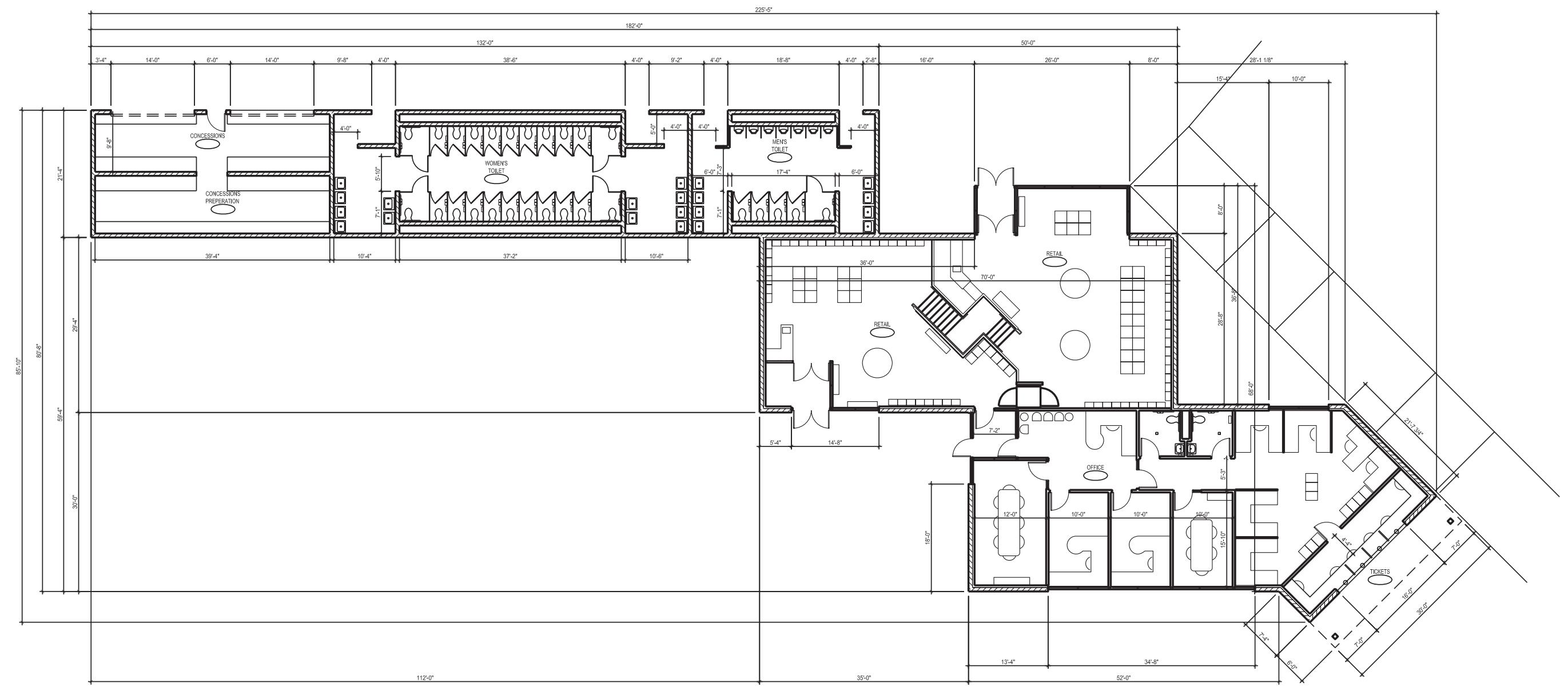
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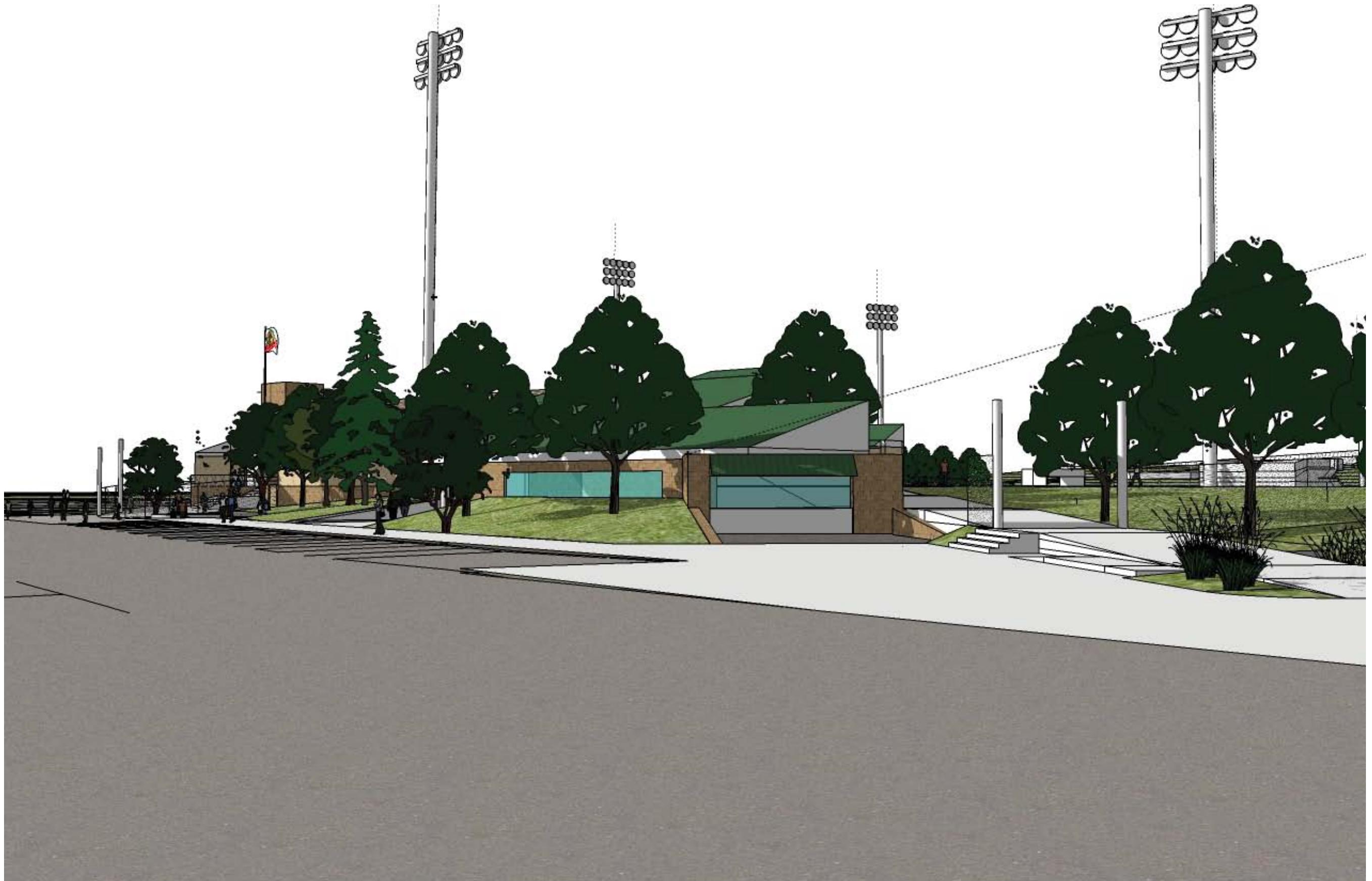
**WARNER PARK MADISON MALLARDS**  
Stadium Plan



## WARNER PARK MADISON MALLARDS Site Context Plan



$$1/16'' = 1'0''$$





**WARNER PARK MADISON MALLARDS**  
Ground Level View At Main Entry





City of Madison, Wisconsin

SUBSTITUTE	PRESENTED: February 27, 2007
REPORT TO: Common Council	REFERRED TO: Park Commission
	Board of Public Works, Board of
	Estimates
	ID NUMBER: 05738

Date Council Action Required: February 2007

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Financing Issues**

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

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

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

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

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

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

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

#### **Naming Rights**

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

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

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

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

#### **Cost Projections**

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

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

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

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

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

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

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

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

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

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

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

#### Noise

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

#### Fireworks

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

### **Transportation Related Issues**

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

### **Traffic**

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

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

### **Parking**

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

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

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

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

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

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

#### **Safety**

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

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

#### **Mass Transit Options / Use of Bicycles**

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

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

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

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

#### **Stadium Uses/Other Warner Park Activities**

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

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

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

#### **Maintenance of Field/Stadium**

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

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

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

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

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

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

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

#### Scheduling of Events in the Field Stadium

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

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

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

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

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

#### Miscellaneous

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

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

#### Findings and Recommendations

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

#### General Findings

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

#### Renovation of Field

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

#### Mallards Proposal

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

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

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

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

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

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

Naming Rights

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

Traffic and Parking

9. Plans developed for traffic and parking should consider the needs of other park users such as Warner Park Community and Recreation Center visitors, North/Eastside Senior Coalition, MSCR, and casual users of the park.
10. Plans developed for traffic and parking should consider potential increases in pedestrian and vehicular volume due to the potential Warner Park Swimming Pool, an anchor store at the Northside TownCenter and future development of Cherokee Park, Inc. and the Cherokee Park neighborhood.

~~(Note – the recommendation for a traffic study by Traffic Engineering was missing, I have added....)~~

11. The Traffic Engineering Division should conduct a traffic study in summer 2007 to include both vehicular and pedestrian traffic patterns on Northport Drive from School Road to Dryden Drive and on Sherman Avenue from Northport Drive to Fordem Avenue. The study should consider probable growth in all aspects of Warner Park use, increased occupancy of stores in the Northside Town Center and further Cherokee Park, Inc. development

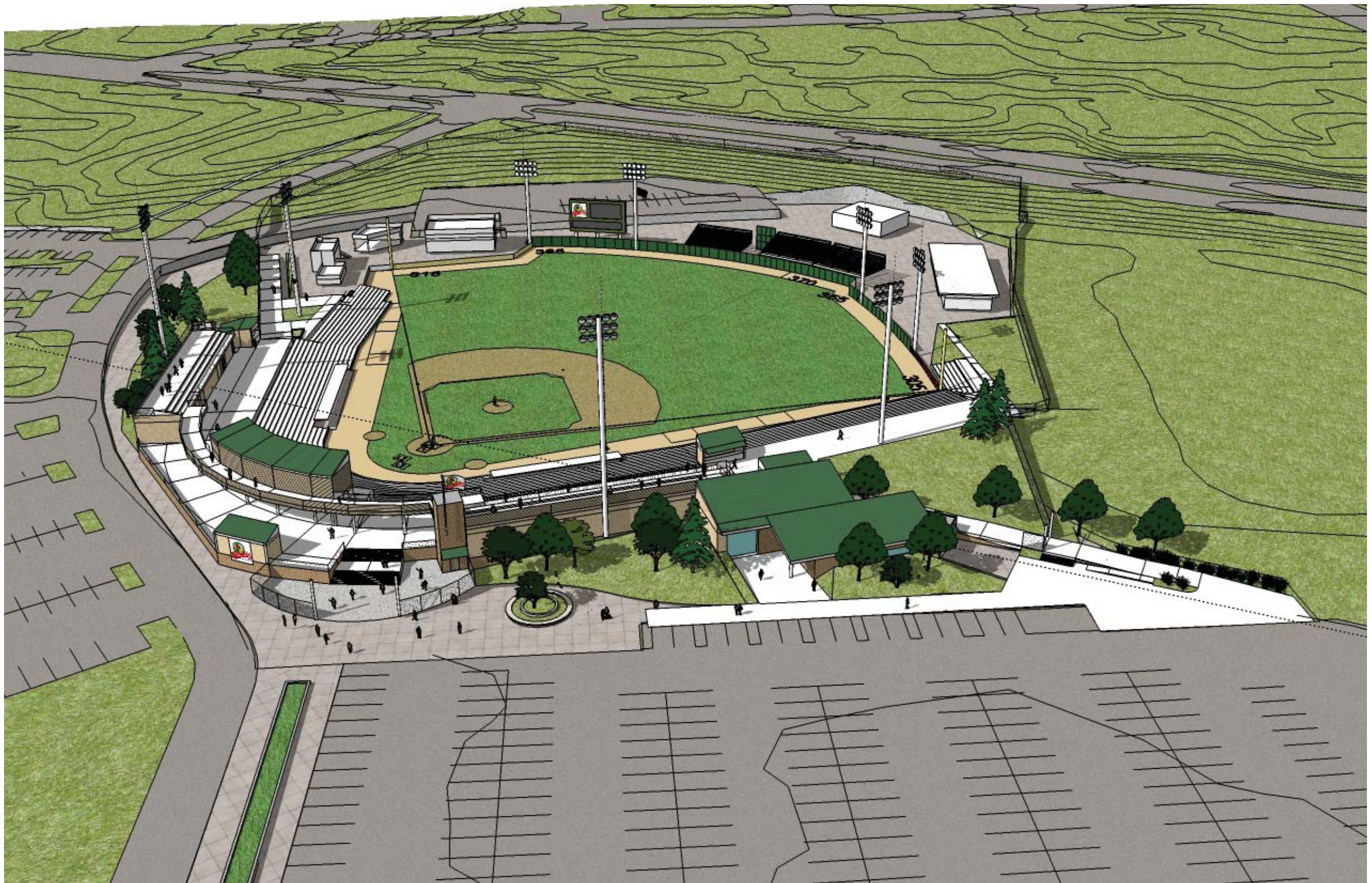
Contact with Neighborhood

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

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

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

Jim Pliner  
 Ald. Paul VanRooy  
 Steve Webster



**WARNER PARK MADISON MALLARDS**  
Aerial View From South



City of Madison  
Planning Department  
215 Martin Luther King Jr. Blvd., Rm. LL100,  
Madison, WI 53703

Re: Warner Park Madison Mallards Stadium, 2920 N Sherman Ave, Madison, WI 53704

### **Application for Informational Review**

#### **Project History**

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

#### **Site Conditions**

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

#### **Zoning**

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

#### **Historic Preservation**

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

#### **Schedule Issues**

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

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Milwaukee, WI 53202  
414 271 5350 : main  
414 271 7794 : fax

222 W. Washington Ave.  
Suite 650  
Madison, WI 53703  
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608 442 6680 : fax

**b SPACE TABULATION**

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

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

**c DESIGN CONCEPT****Design Statement**

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

The building form, massing and material palette is compatible with the Warner Park campus aesthetic, yet it gives this building a unique character. The roof is proposed to be a dark green color that is representative of the Mallards team colors. Walls are proposed to be integrally colored concrete masonry units in colors and textures that are compatible with those on the Community Center Building

**Sustainable Design Strategies**

Several sustainable design opportunities are being considered for the Madison Mallards Stadium. These opportunities parallel the LEED project checklist, although a LEED Certification is not being sought at this time.

Sincerely,

*Jonathan Parker*

Jonathan Parker, AIA  
Principal,  
Eppstein Uhen Architects  
222 W Washington Ave, Madison, WI 53703