

# URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison  
Planning Division  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



## FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_

Date received \_\_\_\_\_

Received by \_\_\_\_\_

Aldermanic District \_\_\_\_\_

Zoning District \_\_\_\_\_

Urban Design District \_\_\_\_\_

Submittal reviewed by \_\_\_\_\_

Legistar # \_\_\_\_\_

Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.*

## 1. Project Information

Address: 917 E. MIFFLIN STREET

Title: Breese Stevens Field - Shelters

## 2. Application Type (check all that apply) and Requested Date

UDC meeting date requested April 10, 2019

New development       Alteration to an existing or previously-approved development  
 Informational       Initial approval       Final approval

## 3. Project Type

Project in an Urban Design District  
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)  
 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)  
 Planned Development (PD)  
     General Development Plan (GDP)  
     Specific Implementation Plan (SIP)  
 Planned Multi-Use Site or Residential Building Complex

### Signage

Comprehensive Design Review (CDR)  
 Signage Variance (i.e. modification of signage height, area, and setback)

### Other

Please specify

## 4. Applicant, Agent, and Property Owner Information

Applicant name Mike Sturm  
Street address 210 MLK Jr. Blvd, Rm 104  
Telephone 608-267-4921

Company Madison Parks Division  
City/State/Zip Madison, WI 53701  
Email msturm@cityofmadison.com

Project contact person Vern Stenman  
Street address \_\_\_\_\_  
Telephone (608) 575-4267

Company Big Top Events  
City/State/Zip \_\_\_\_\_  
Email vern@bigtopbaseball.com

Property owner (if not applicant) City of Madison, Eric Knepp, Parks Superintendent  
Street address 210 MLK Jr Blvd, rm 104  
Telephone 608-266-4711

City/State/Zip Madison, WI 53701  
Email eknepp@cityofmadison.com

## 5. Required Submittal Materials

- Application Form
- Letter of Intent
  - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
  - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans (Refer to checklist on Page 4 for plan details)
- Filing fee
- Electronic Submittal\*

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized and legible. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

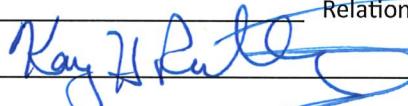
For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

*\*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to [udcapplications@cityofmadison.com](mailto:udcapplications@cityofmadison.com). The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

## 6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Janine Glaeser on 03/06/19.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant Mike Sturm Relationship to property Parks Division Staff

Authorizing signature of property owner  Date 03/06/19

## 7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000. Please charge fees to MUNIS# 17158-51-140

Please consult the schedule below for the appropriate fee for your request:  
Urban Design Districts: \$350 (per §35.24(6) MGO).

- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex



To: City of Madison Urban Design Commission

From: Vern Stenman - President

Forward Madison FC  
917 E Mifflin St  
Madison, WI 53703

**Project Context:**

We're happy to report the approved improvements for Breese Stevens Field are underway. Having a valued Madison landmark serve as the home for the city's first professional soccer team, Forward Madison FC, has been equally challenging and rewarding. For the city, it is an unprecedented combination of historic preservation and a new sporting franchise - a relationship that will help secure and maintain the historic venue into the future. The overall project has been before the commission two times in recent years and we're grateful for the commission's thoughtful approach in reviewing the proposed changes. The requirements to successfully host a professional team in Madison at Breese Stevens Field is an on-going learning process. The complexities of balancing the needs of professional soccer with this historic structure is what brings us to the commission one more time.

**Project Description:**

In the pursuit of striking the balance outlined above, we are seeking approval for the installation of 2 temporary structures to serve as suites inside the facility during the soccer season. To operate a viable professional soccer team a variety of seating is required. We intend to offer that variety of options for our fans and one element that is very important is higher end private party spaces.

The temporary structures we have selected to accomplish that goal are built out of aluminum and vinyl with removable glass walls. They will be installed on new concrete pads inside the facility on either side of the press box. There will be four rooms in the structure east of the press box and seven in the structure on the west side, each room will be 15'x15' with access to outdoor seating about 9' from the field of play. This type of structure is very commonly used throughout this level of soccer in places like Richmond, VA, Phoenix, AZ and more.

The temporary structures will be installed in advance of the team's first home game in April and taken down no more than six months later to comply with temporary structures ordinances. We feel the temporary nature of the structures is a suitable fit for the facility since they are absolutely temporary and will not alter the structure in any way. Additionally, this improvement

will allow for quality seating on all four sides of the field, making best use of the spaces available in the facility to accomplish the required capacity and variety of seating for this level of soccer. The structures will primarily rely upon lighting from the existing field lights and will only have interior lamps.

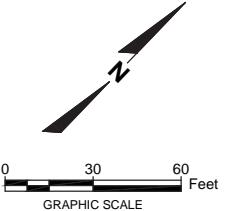
The tents will be visible outside of the stadium as the limestone wall is about 6' tall and the back of the temporary structures is 9.8'. To allow for proper drainage, the single slope roof angles up to 15' on the field side. The current plan calls for the vinyl material to be white, however, we have the ability to change the color and would welcome the commissions suggestions on that topic, with some options including matching the color of the limestone wall or the roof color of other structures in the facility.

We are excited to open the next chapter of the already compelling history of Breese Stevens Field and thank you for your support as we look to preserve this outstanding piece of our history through re-defining it's purpose for years to come.

Regards,

Vern Stenman  
Forward Madison FC

# PROPOSED SHELTER SITE PLAN



## LEGEND

PROPERTY LINE
PROPOSED TYPE A ASPHALT PAVEMENT FOR BIDDING: 3.5" HMA PAVEMENT W/ 12" AGGREGATE BASE NO. 2 OR 3 SEE BELOW
PROPOSED TYPE B ASPHALT PAVEMENT FOR BIDDING: 4.5" HMA PAVEMENT W/ 12" AGGREGATE BASE NO. 2 OR 3 SEE BELOW
PROPOSED CONCRETE PAVEMENT FOR BIDDING: 5" CONCRETE W/ 3" AGGREGATE BASE NO. 3

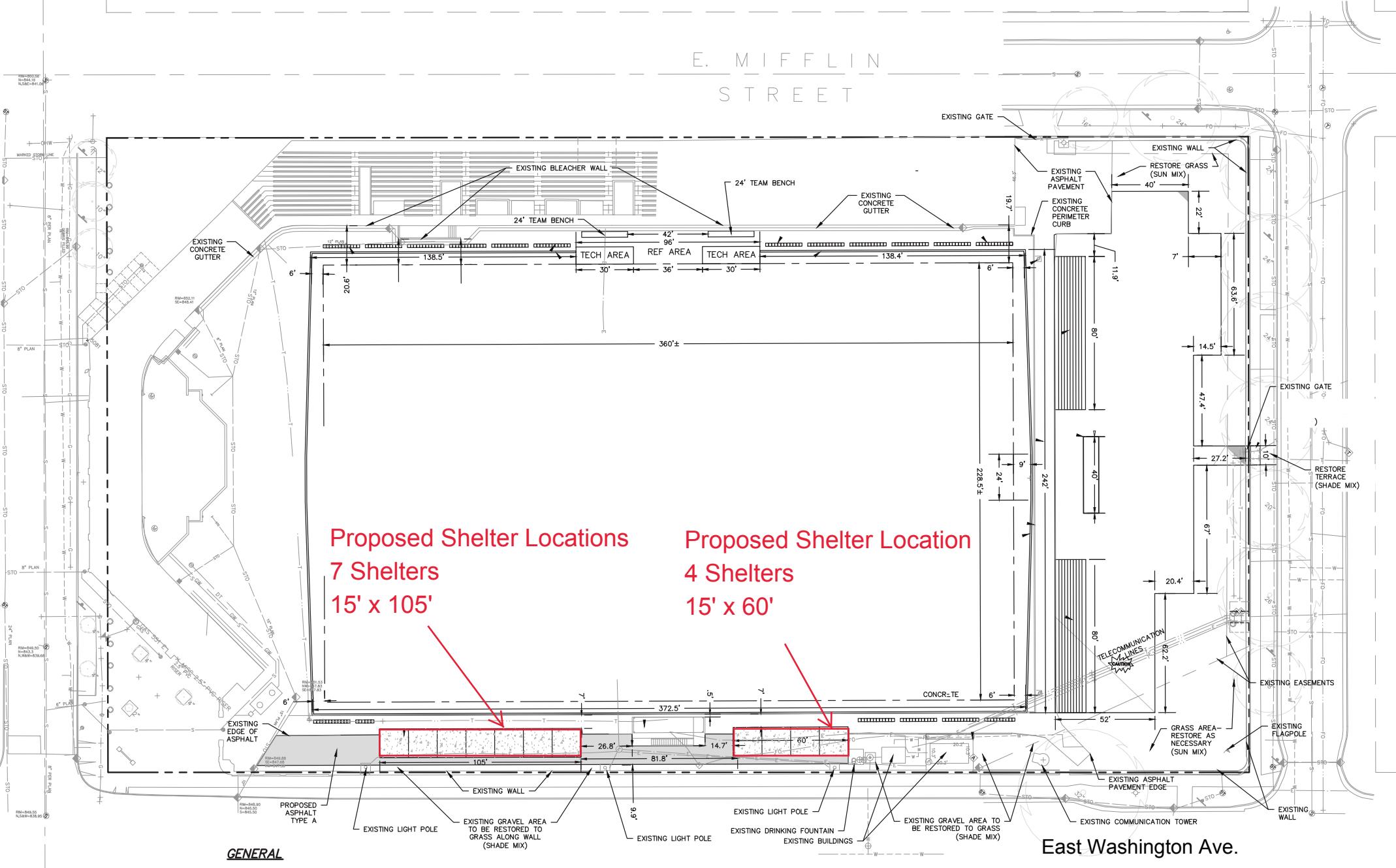
Project Number:1160426

REVIEW -  
NOT FOR  
CONSTRUCTION

Phase 3 Improvements  
BREESE STEVENS FIELD  
917 East Mifflin Street  
Madison, WI 53703

Proj. No.: 1617.03  
Scale: 1"=30'  
Drawn By: RJH  
Date: 01/16/2019  
Rev. Date: 02/13/2019

C200



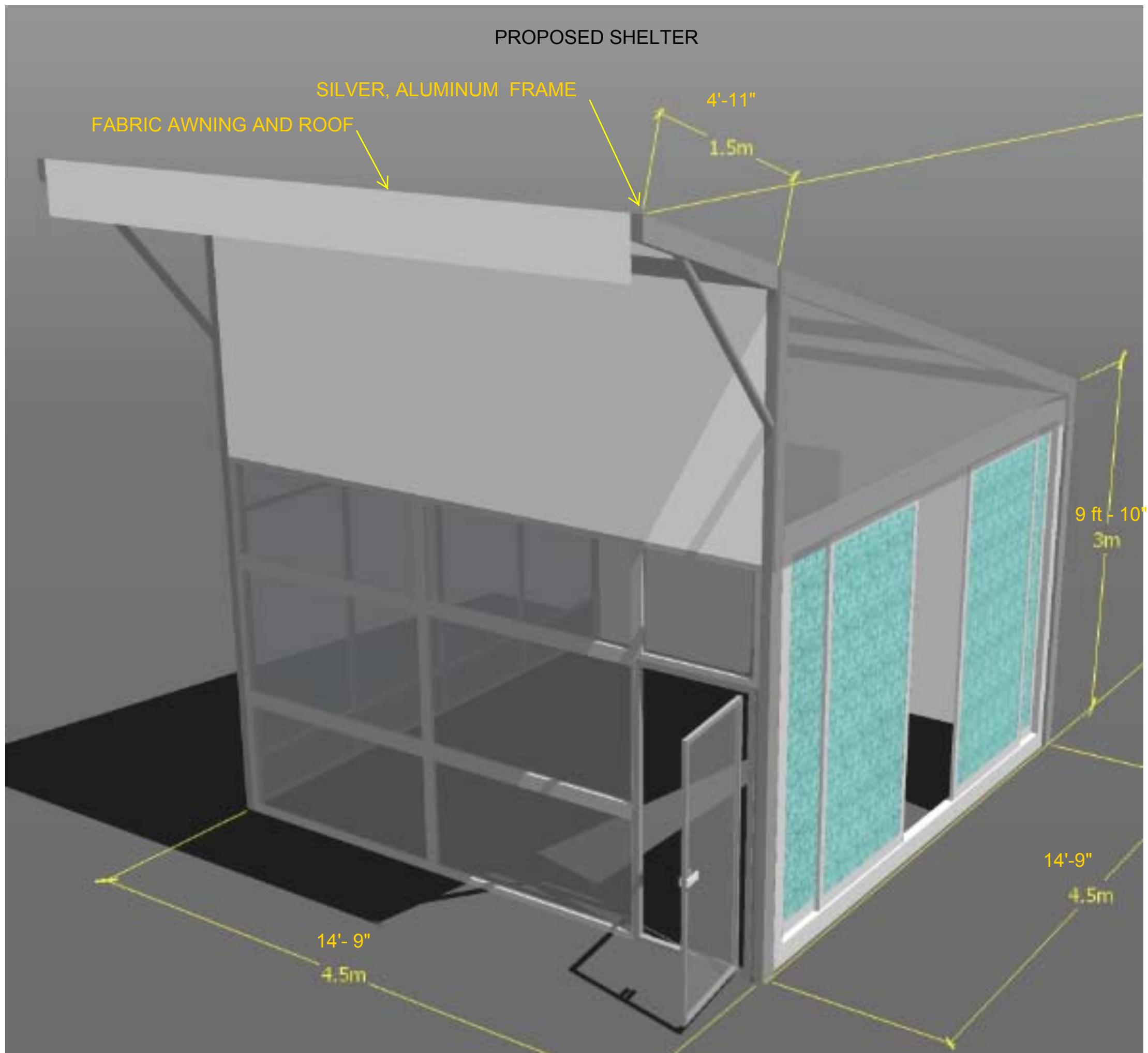
*CITY OF MADISON MINIMUM PAVEMENT DESIGN						
TYPE	CRUSHED AGGREGATE BASE COURSE		ASPHALTIC CONCRETE PAVEMENT			
	LOWER LAYER CRADATION 1	UPPER LAYER CRADATION 2	TYPE	THICKNESS	TYPE	
A	6"	6"	4 LT 58-28 S	1.75"	4 LT 58-28 S	1.75"
B	6"	6"	3 LT 58-28 S	2.50"	4 LT 58-28 S	2.00"
C	6"	6"	3 MT 58-28 S/H	3.50"	4 MT 58-28 S/H	2.00"

AERIAL VIEW - NORTHEAST

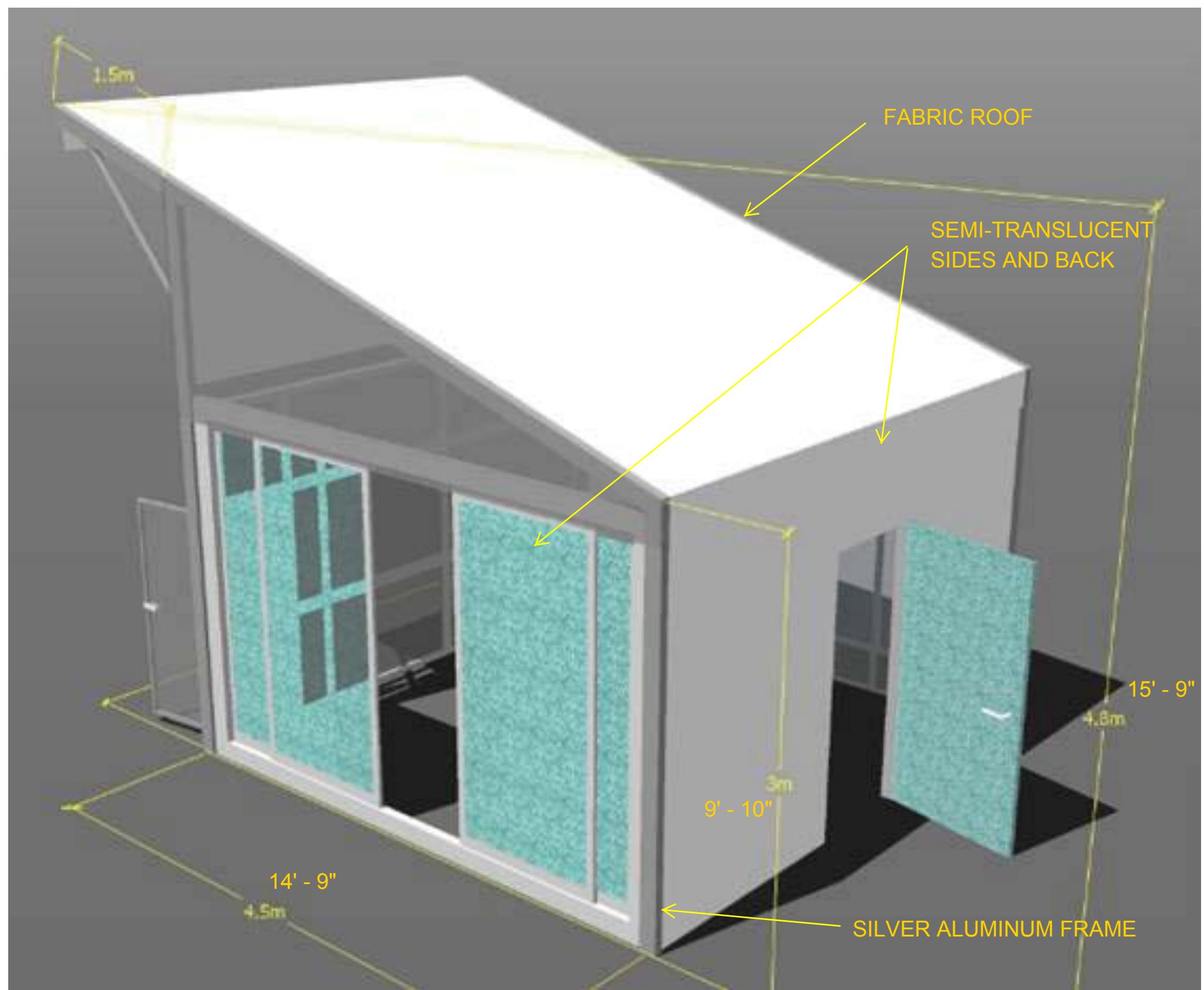


AERIAL VIEW - SOUTHWEST

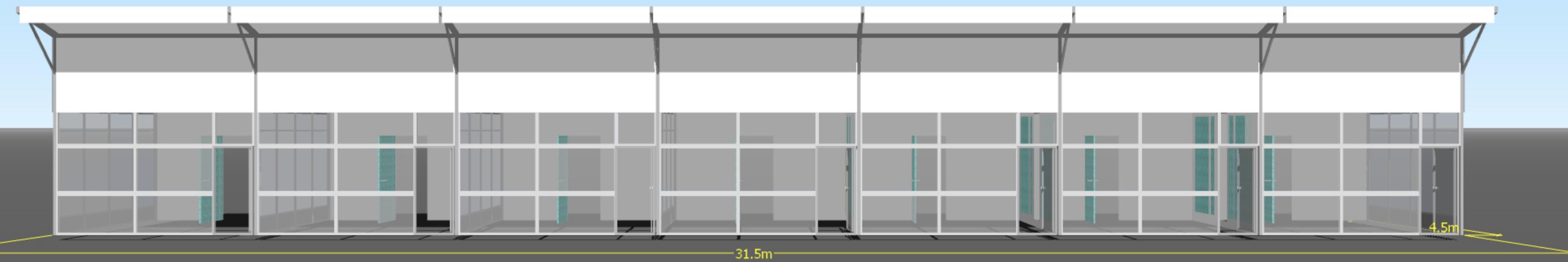




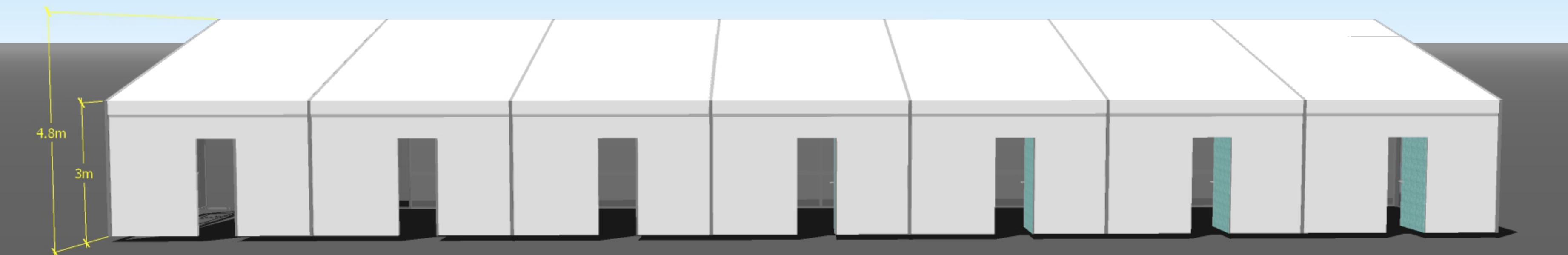
## PROPOSED SHELTER

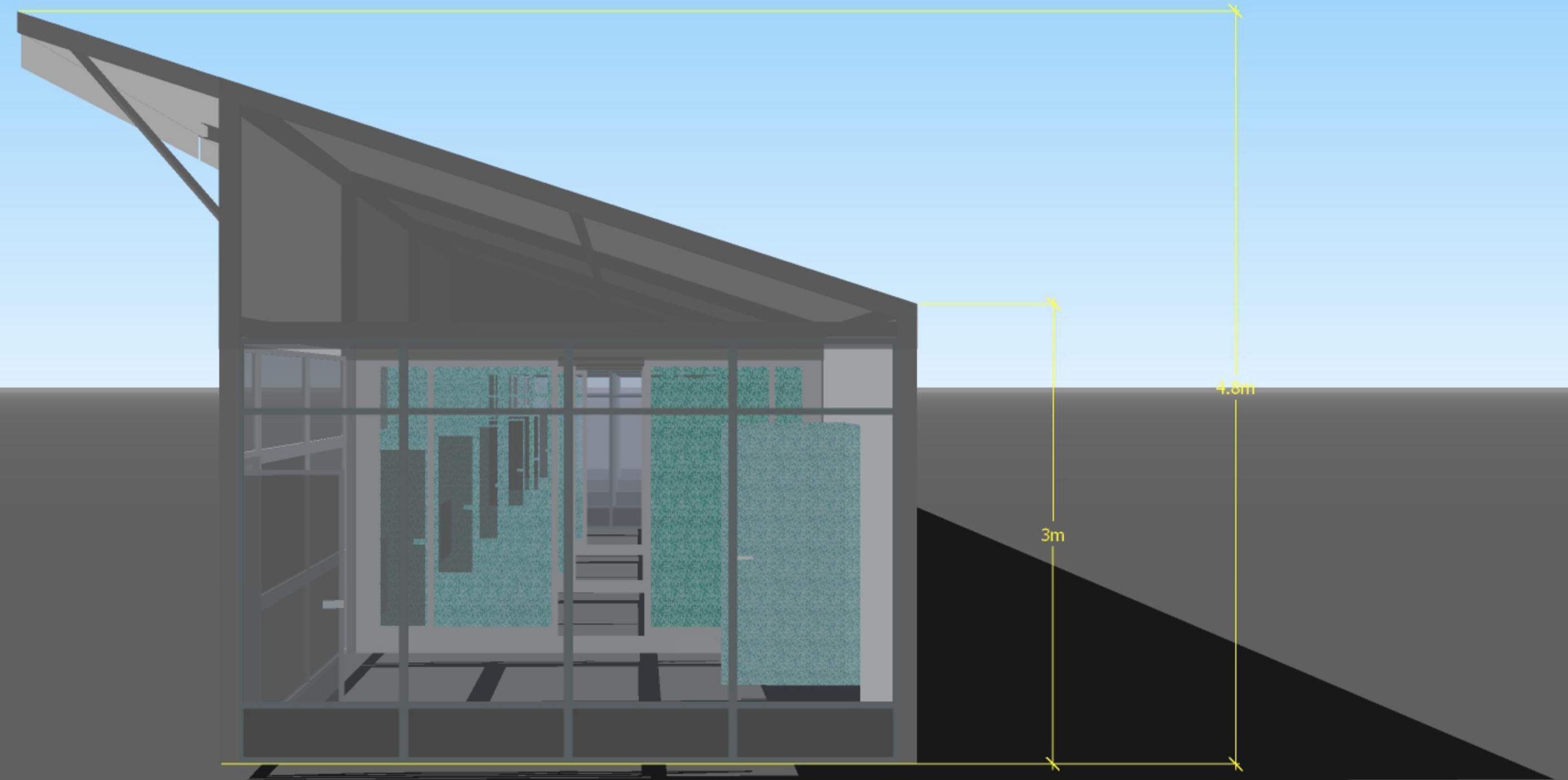


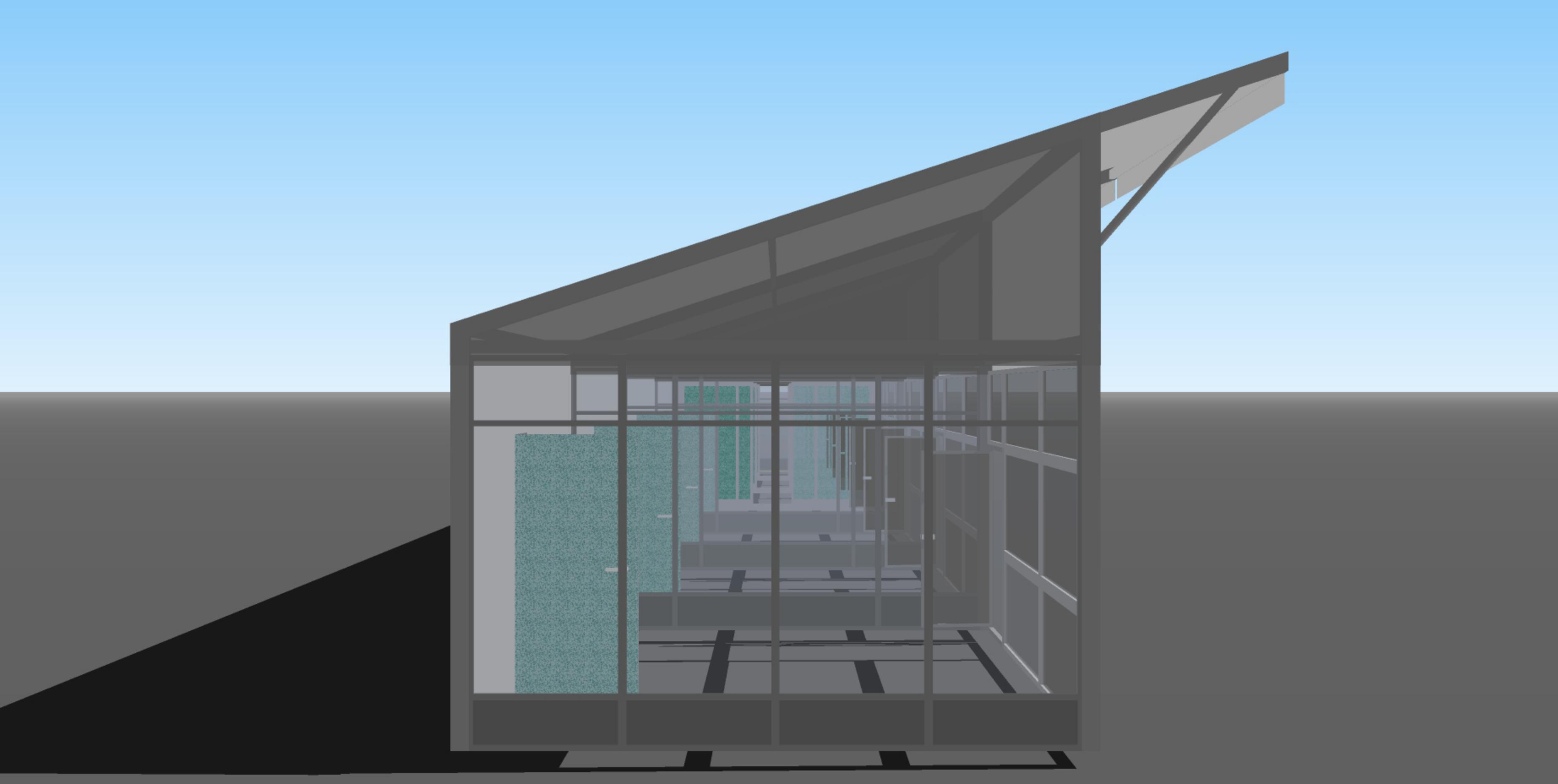
# SHELTERS 15' X 105'

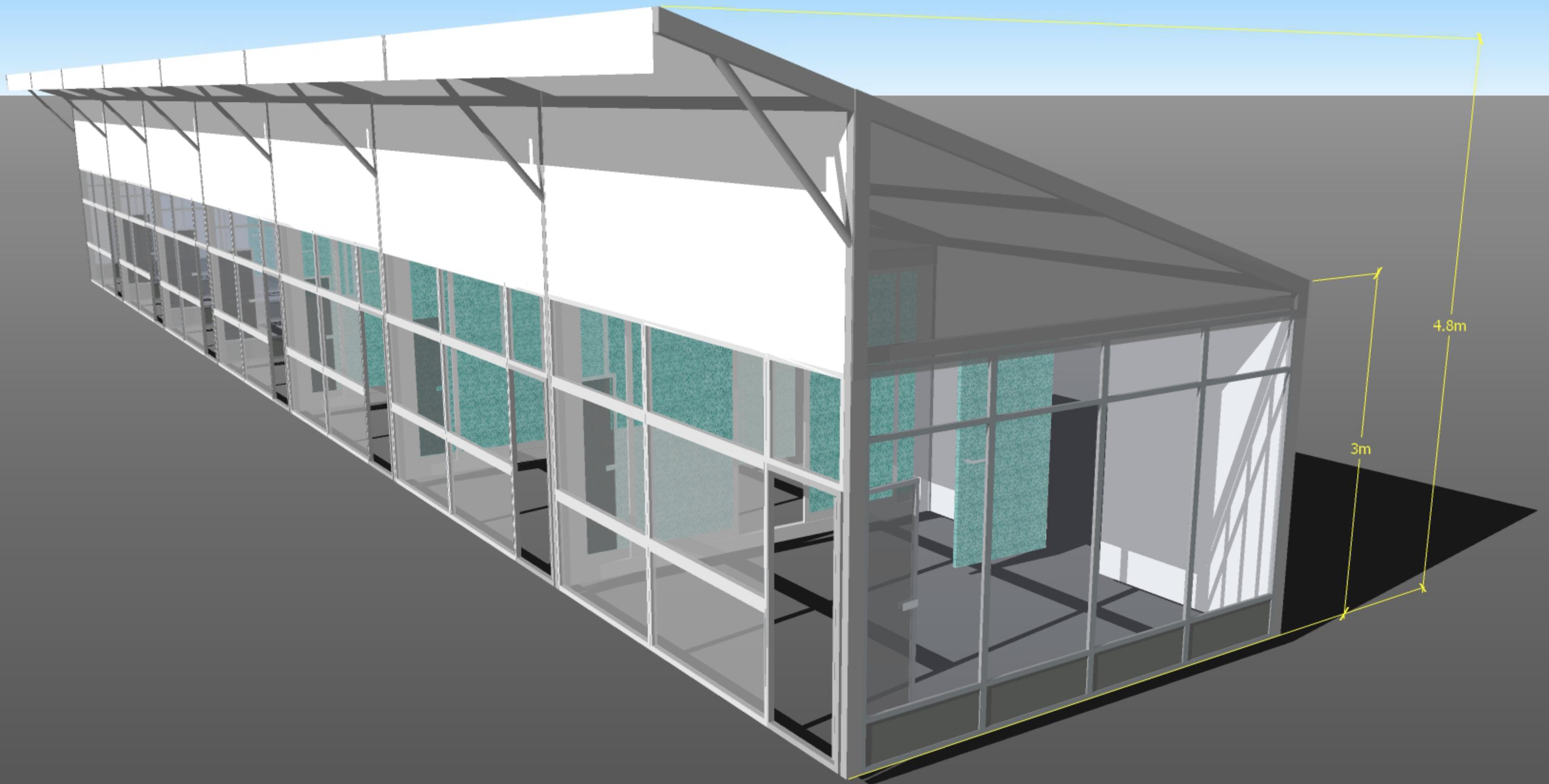


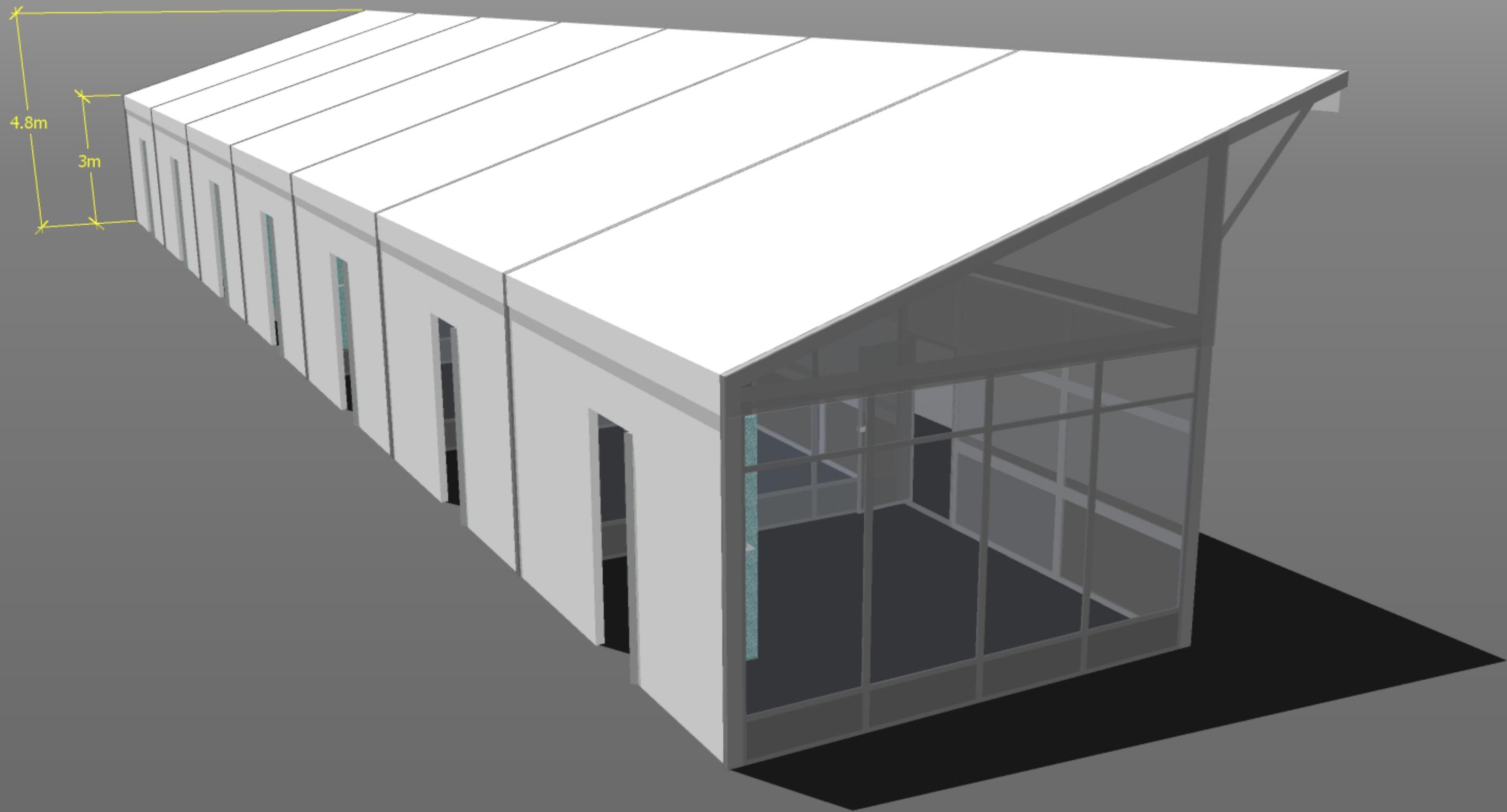
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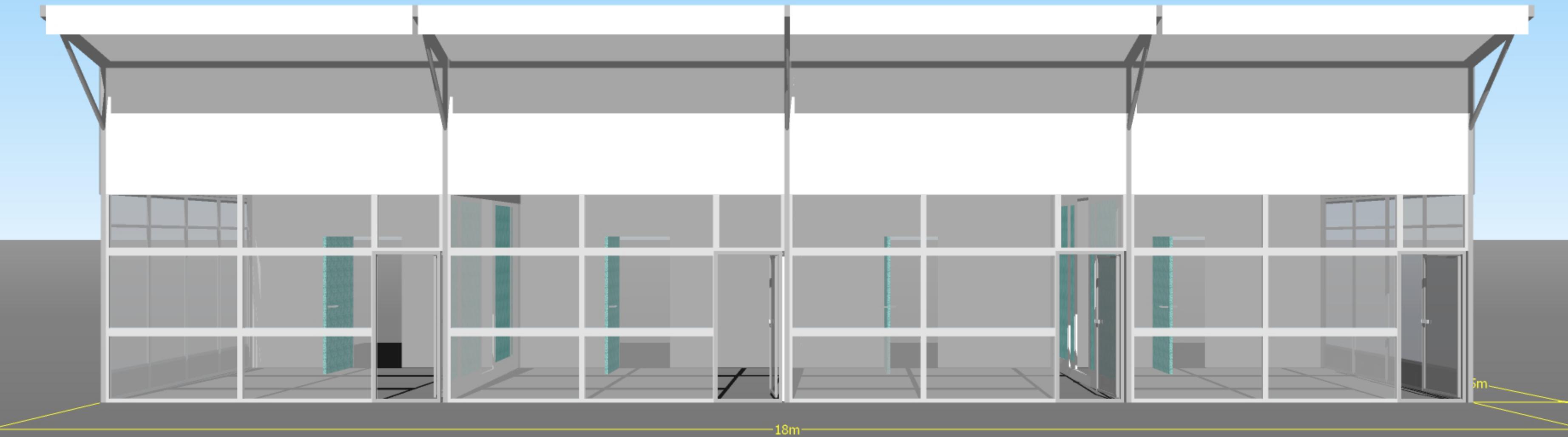




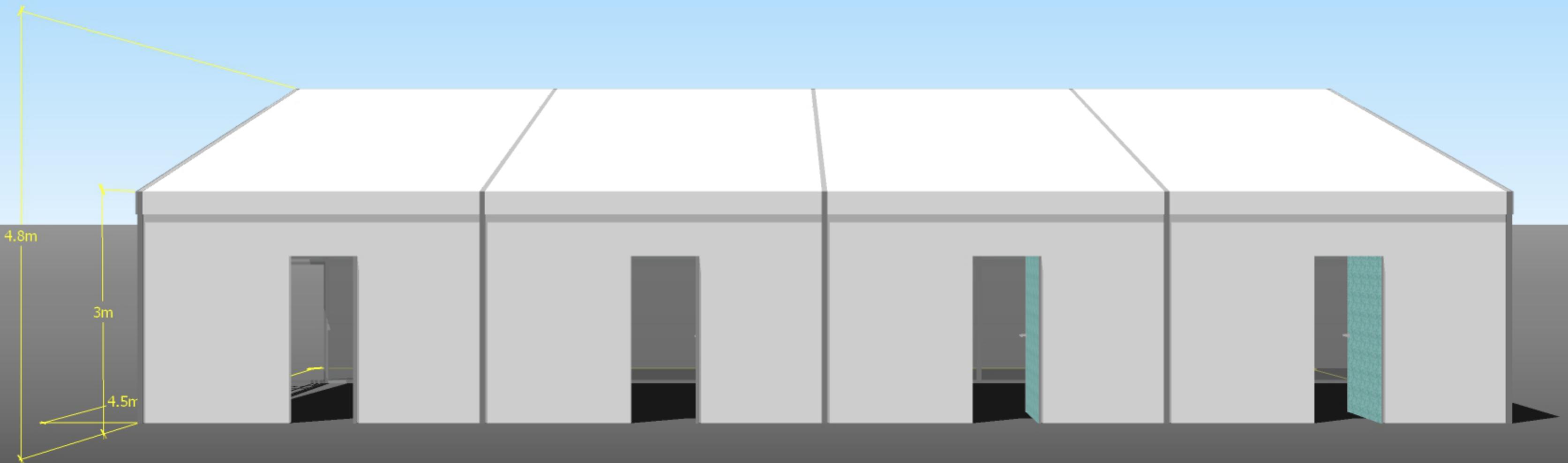


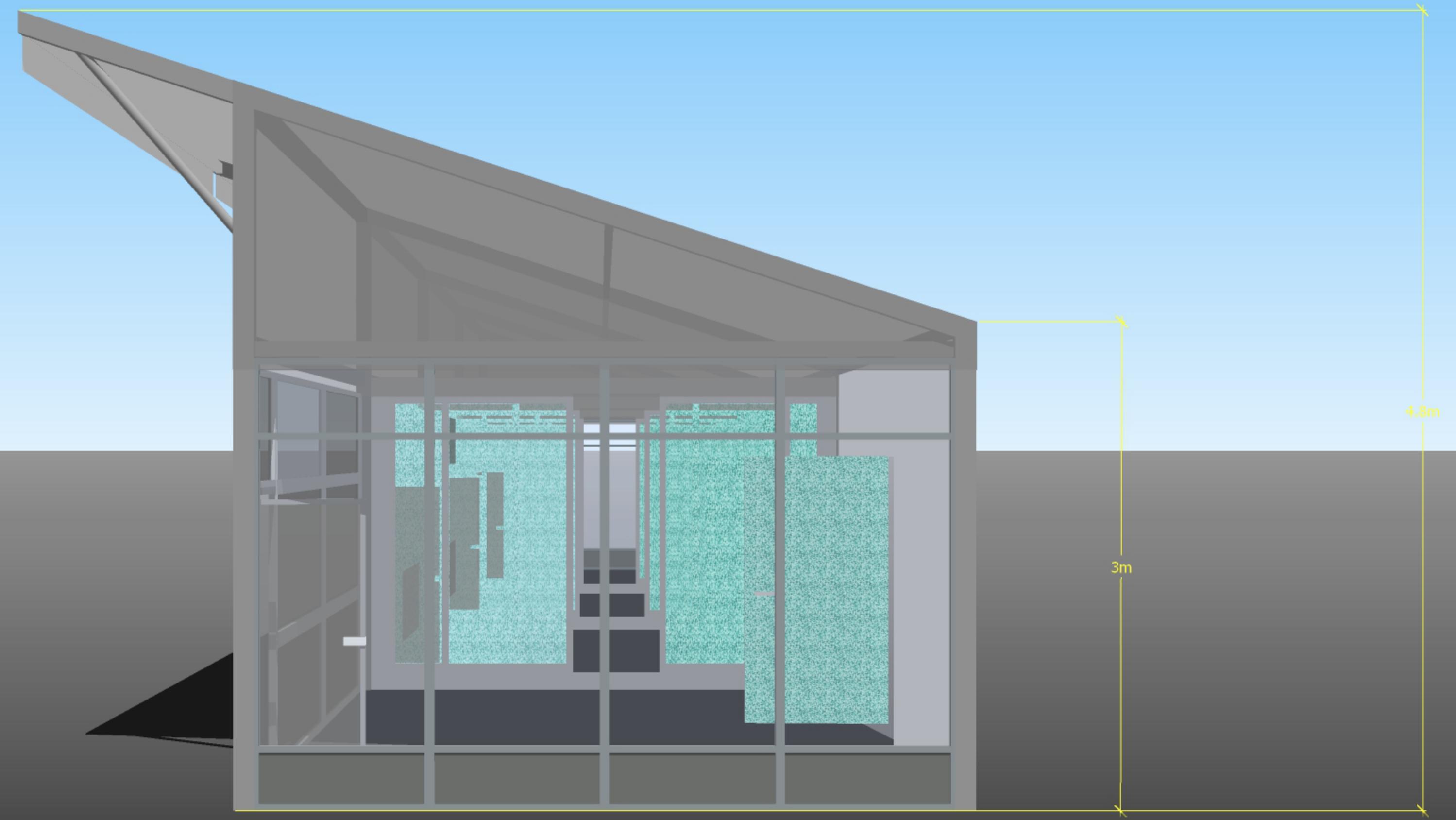


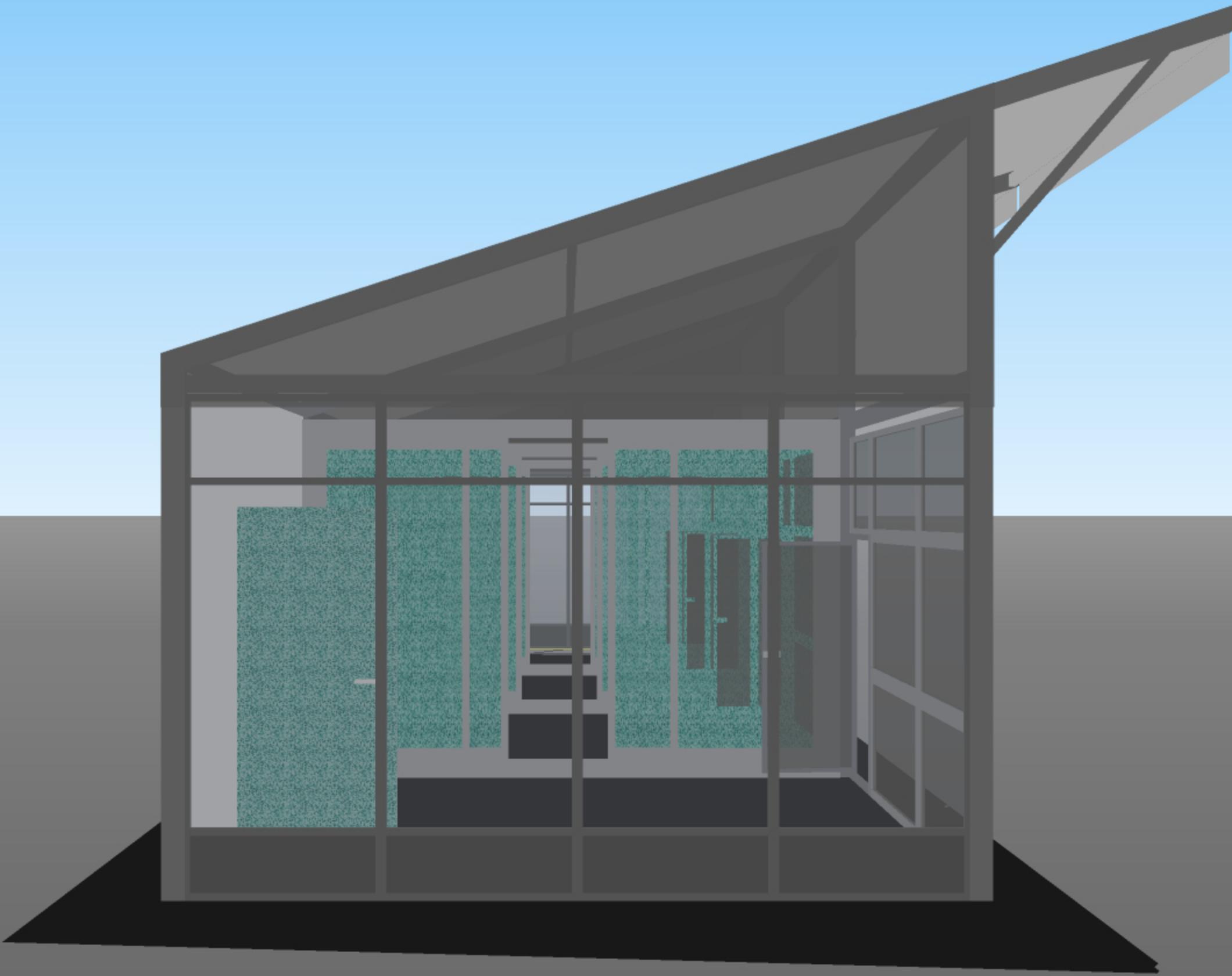
# SHELTERS 15' X 60'

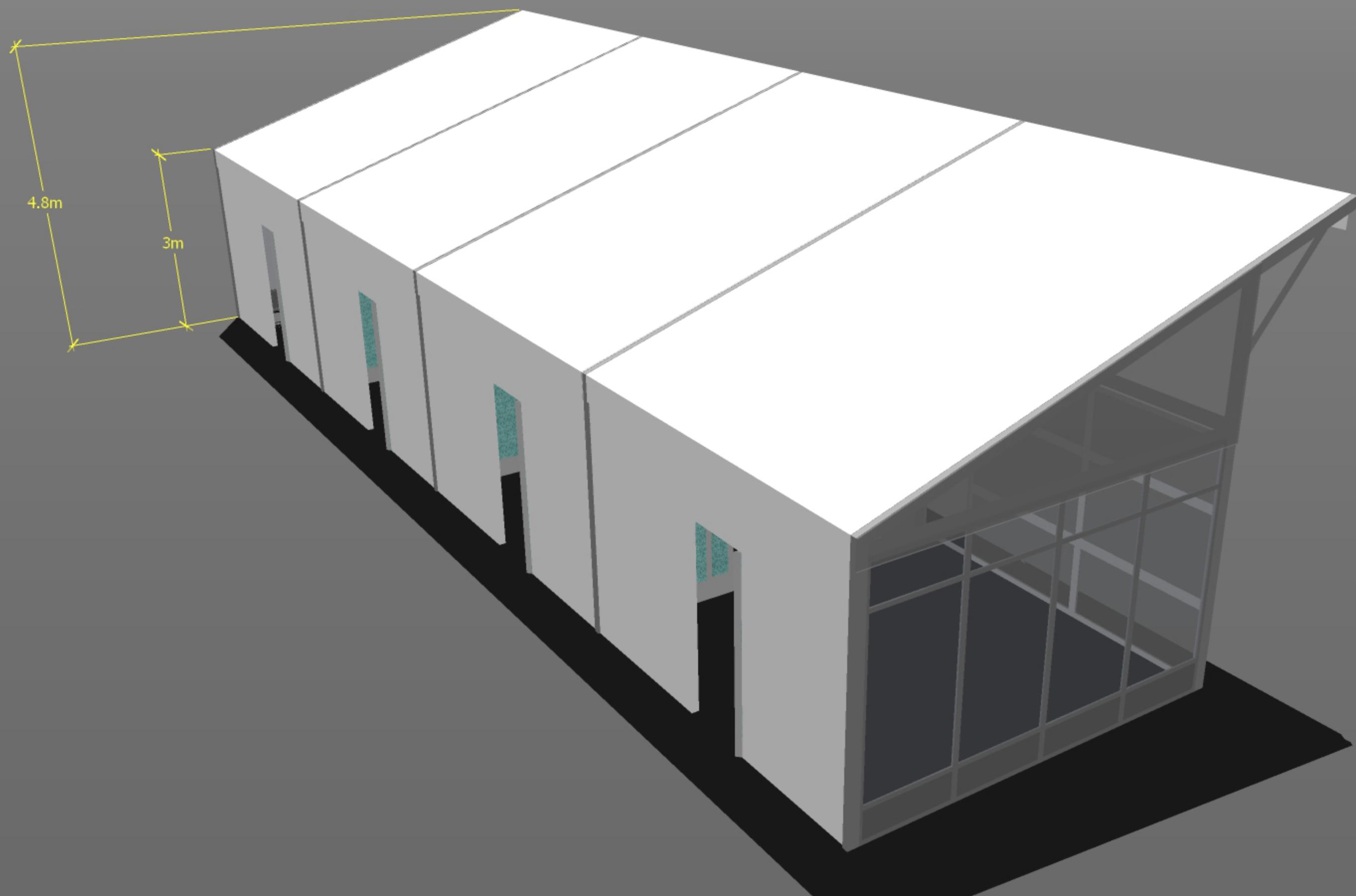


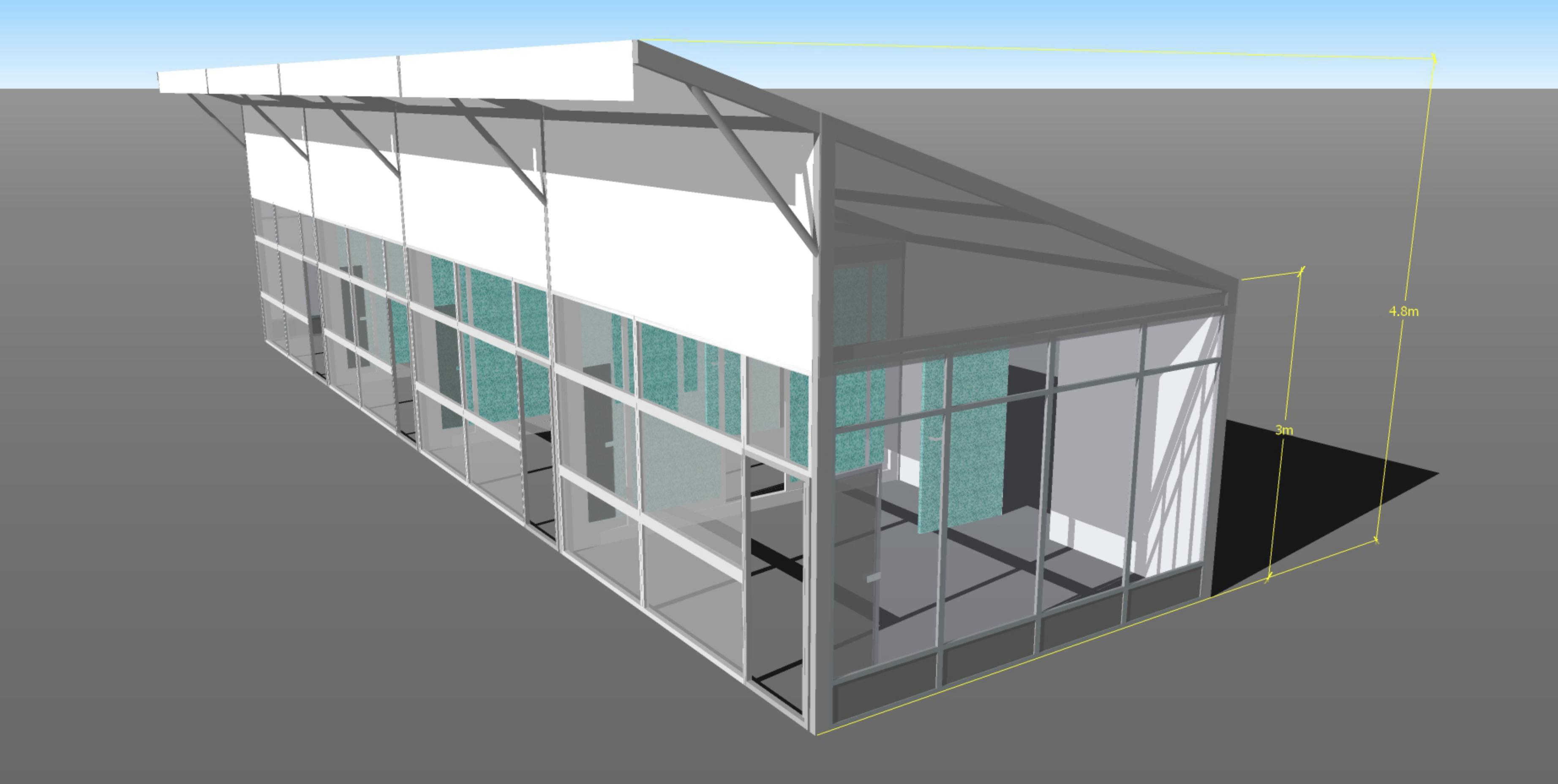
## SHELTERS 15' X 60'











STREET VIEW - NORTHWEST







