

Marquette University Valley Fields Complex
Detailed Plan Development Proposal
Project Description and Owners Statement of Intent
April 9, 2007

Components of Detailed Plan Development Plan and Supporting Materials

Marquette University requests approval of a Detailed Plan Development for the Valley Fields Athletic and Recreation Complex in accordance with this submission. The development representative is Thomas P. Ganey, Director of Facilities Planning, Design and Construction, PO Box 1881, Milwaukee, WI 53201-1881, (414) 288-7335.

The Owners Statement of Intent, together with the accompanying plan sheets and related materials identified below constitutes and supports the Detailed Plan Development for this phase of the project:

Plan Sheet Index:

- C-3 Site Layout Plan
- C-4A Drainage and Grading Plan – East
- C-4B Drainage and Grading Plan – West
- C-5 Irrigation Supply Plan
- C-6 Utility Plan
- A1.0 Soccer Team Facilities Plan
- A1.1 Grandstand Plan

(Additional drawings to be determined and submitted)

Overview

Marquette University is proposing to renew its commitment to the Menomonee Valley through the creation of a Detailed Plan Development for the Marquette University Valley Playing Fields Complex ("Valley Fields"). Valley Fields opened in 1994 prior to the completion of a Menomonee Valley Master Plan. In 2006, completion of the Valley Master Plan led to the adoption of revised zoning districts in the Menomonee Valley. The university currently operates a sports and recreation complex under a "grandfathered basis" on a land parcel zoned for industrial use. The intent of this Detailed Plan Development is to create a more appropriate zoning classification for the Valley Fields property and to set the stage for the long term development and use of the facility by Marquette University Student Recreational Programs, Club Sports and Intercollegiate Athletics Programs.

Valley Fields Today

The 13 acre Valley Fields is located at 1818 West Canal Street immediately west of the 16th street viaduct and south of the Menomonee River. The facility is comprised of three major sports and recreation fields; a running track surrounding a synthetic turf football field, a synthetic multipurpose recreational and soccer field, and a natural turf soccer competition field with aging bleacher seating to accommodate 1600 spectators. The athletic and recreation fields are

supported by a parking lot for vehicles, a gatehouse with restrooms, and a field office. The complex is accessible from a stair tower connected to the 16th street viaduct and from the gatehouse fronting Canal Street. The Hank Aaron State trail runs along the Menomonee River at the northern edge of Valley Fields.

Throughout the 13 years since the original construction of Valley Fields, the facility has been used primarily by Marquette students for recreational and athletic events. Additionally, the varsity track team has hosted intercollegiate and conference championship meets. The varsity intercollegiate soccer programs have held their home games at Valley Fields and hosted both conference championships and NCAA tournament games. The recreational facility is regularly used for Marquette University intramural and club sports activities as well as annual youth summer camp activities.

Detailed Context

The neighborhood surrounding Valley Fields is a mix of industrial, service, and entertainment uses. Potawatomi Bingo Casino is located directly south of the property across Canal Street. The property to the east and west is occupied by the City of Milwaukee Department of Public Works and is used for vehicle parking and as maintenance and service yards. The property north of Valley Fields across the Menomonee River is undeveloped. The Hank Aaron State Trail occupies a right of way along the north border of Valley Fields adjacent to the Menomonee River.

Future Plans

Marquette University intends to build on the past success of Valley Fields through the continued improvement of the facilities, including near-term plan improvements described below. Additional minor improvements consistent with the Detailed Planned Development may be made as circumstances warrant. As members of the Big East Conference the Marquette University Intercollegiate Athletic Programs participate at the highest level of NCAA competition. The success of the Marquette soccer teams has created demand for additional spectator facilities for intercollegiate soccer games. In an effort to compete at the highest level, the soccer programs will need new and better team support facilities adjacent to the practice and game fields. The track and field program continues to prosper and looks to a future of ongoing broad participation and success. An unprecedented number of Marquette students include physical recreation in their daily schedule and the facilities at Valley Fields must continue to support this demand.

Near Term Project

To replace the 1600 seat wood bleachers installed in 1994, Marquette will propose the construction of a permanent grandstand structure. Team support facilities for the men's and women's soccer programs also will be proposed. The team support facilities will be located along the south edge of the soccer game field at the west end of Valley Fields. The grandstand structure will be constructed over the team support facility. The construction of the new grandstand will include modest concession service facilities, public spectator restrooms, and appropriate ticketing and spectator service amenities.

Key Components of the Proposed Project

Grandstands – Construct new grandstand seating for approximately 2500 spectators. One thousand of the spectators will be accommodated with individual seats that have backs. The other 1500 spectators will be accommodated with bench seating (back component optional). The first row of the grandstand will be raised high enough to allow viewing over standees along the sideline. Spectators will pick up tickets at one location and then proceed into the facility through two controlled entrances. Every effort will be made to provide a canopy over 1000 spectator seats. Protected seating is highly desirable.

Concessions – A professionally operated concession service is essential to the overall spectator experience. For customer convenience two concession sales locations should be available. Each sales location should have two to three transaction points. The basic food service equipment should include a grill (at least one location), refrigeration, food preparation, storage, and required sinks, all in full compliance with applicable health code requirements. The concession operation should be able to efficiently operate from one location for events with smaller attendance and during summer camps.

Game Support - A section at the rear of the grandstand will be constructed for use by the media. A camera platform will be constructed in a good position to allow for the team to record or televise games. A scoring table with seating for eight people will be located at the sidelines of the game field. The existing scoreboard will remain and infrastructure will be installed for a future replacement scoreboard.

Team Support Facilities – A building will be constructed below the grandstands to support Marquette's men's and women's intercollegiate soccer programs and to provide restrooms for game attendees. Facilities will include separate men's and women's team locker and multipurpose meeting rooms, along with adequately sized visiting team and officials' locker rooms. A training / taping room, laundry room, and team storage area also will be provided.

Note: the final design of the various key components described above will be submitted for approval as minor modifications to the Detailed Planned Development.

Compliance with Standards

The proposed DPD development rezoning complies with or varies from the standards prescribed by Section 295-907 of the Milwaukee Code of Ordinances in the following respects:

1. **Uses** – The property will be used for recreational and intercollegiate sports activities.
2. **Design Standards** - The complex will be designed and constructed for long term use in a manner consistent with the aesthetics required by the Marquette University Campus Identity Standards (see attached summary).
3. **Density** - The property will not be used for residential purposes.
4. **Space between Structures** - Two permanent structures currently are located on the site. The stair tower at the east property line and the gatehouse at the center of the property are separated by two city blocks. The proposed grandstand structure will be located approximately two hundred and fifty feet west of the gatehouse structure.
5. **Setbacks** – Principle façade is defined as the structure faced by the public. The existing gatehouse and ornamental fence three feet behind the property line define the south edge of the current development. The south street façade of the proposed grandstand will have a setback of zero feet.
6. **Screening** – The south edge of the property is screened by an ornamental fence; the east, west, and north edges of the property are screened by a security fence and landscaping.
7. **Open spaces** – The major portion of the property is designated as open space for recreational use.
8. **Circulation, Parking, and Loading**- A 45 car parking lot is located on the east end of the property. Service vehicle access points are located at the east and west ends of the property and at the center of the property adjacent to the gatehouse. Additional parking is located on the main Marquette University campus, including an 1100 car parking structure at 749 North 16th Street.
9. **Landscaping** – Site landscaping standards will conform to Section 295-405, Milwaukee Code of Ordinances. The existing landscape features to be retained include mature trees and well kept lawns. The use of shrub material will be minimized for security purposes.
10. **Lighting** – New site lighting will conform to the Illuminating Engineering Society Standards and City of Milwaukee Ordinances. The athletic and recreation fields are illuminated for night use. Pedestrian level security lighting will be provided using university standard light fixtures.
11. **Utilities** – Existing utilities serving the complex are installed below ground. Existing overhead WE Energies utilities at the west end of the site will be relocated to accommodate the proposed grandstand.
12. **Signs & Graphics** – the existing ground mounted Marquette University standard monument sign will remain near the gatehouse on Canal Street (see attached for example of standard monument sign). Two additional informational signs will be added at the proposed grandstand structure entrances. The entrance signs will identify the Soccer Field and letters will measure approximately 9"-12" in height. All new signs

facing the public right of way will conform with the specific requirements of Section 295-605, Milwaukee Code of Ordinances. New advertising signage on the interior of the facility will be added when needed to support events around the competition soccer field and running track. The advertising signs will take the form of banners and posters which will be hung in a fashion that they will be visible from the grandstands. The advertising banners will be approximately 30"-36" in height and 48"-72" in length. The banners could potentially ring the inside of the soccer field.

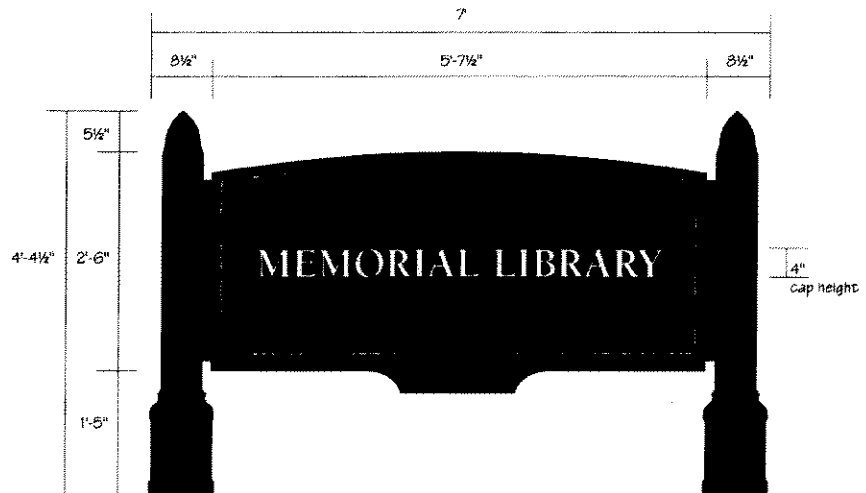
NOTE: Permanent signage that is internal to the site may be approved administratively and will comply with sign standards per Chp. 295-805-5, IH.

Primary Building Identification Sign Type

While Building Identification Signs do not require highly reflective materials, they are designed with maximum contrast between the letter forms and the background for improved readability.

Two-sided, non-illuminated Building Identification Sign
Painted aluminum post and panel with painted graphics and applied vinyl copy.

Typeface: ITC Berkeley Bold.



Primary Building Identification Sign Type

Scale: 3/4"=1'

Sign Type
PB



1. Introduction

The standards found herein reflect the development of ideas and objectives adopted from the Marquette University 1997 Campus Master Plan and further developed earlier in this process in the Design Program (September 1999). These three documents contain the basis for the design and construction documentation of the first phase of campus identity and beautification improvements, scheduled for 2002. Preliminary Design for identity and beautification improvements for the overall campus (bounded by North 11th to 16th Streets between Wells and Clybourn Streets) has been addressed with particular focus on Phase I (Wisconsin Avenue, 12th Street, and 16th Street). Phase I construction documents will be incorporated into the City of Milwaukee bid package for the reconstruction of the Phase I area.

1.1 Goals and Objectives

The design program refined those goals set forth in the 1997 Campus Master Plan. In summary, the goals addressed by this design phase are:

- Recognition and reinforcement of the campus identity for all who live, work, or pass through, by creating an overall design framework;
- Creation of strong visual and spatial links between campus and its urban context, and the identification of ways to enhance the urban edges and entries to the campus;
- Recognition of Wisconsin Avenue as a vital functioning street and the campus' front door;
- Understanding of Marquette as a major gateway to downtown Milwaukee;
- Design of distinctive entryway markers, lighting and landscaping to strengthen the campus as both a gateway to the city and as a coherent precinct of its own;

- Reinforcement of the street pattern and organization with streetscape elements; and,
- Creation of active, safe, and wonderful open spaces for students and faculty.

New design features are intended to improve safe crossing of Wisconsin Avenue, better define the edges of the campus, improve the recognition (identity) and beauty of the campus. **The overall goal is to improve both the pedestrian and the vehicular experience of Marquette University.**

1.2 Summary of Design Development Process

The process has included initial campus -wide Preliminary Design. Meetings with the Campus Identity and Beautification Committee (comprised of Marquette faculty, students, facility managers, and administrators as well as a representative from Gesu), and outreach meetings with neighbors of the University and City of Milwaukee officials. A critical part of this process has been coordination and consensus-building with the Campus Identity and Beautification Committee, campus community, adjacent neighborhoods, and City staff in order to develop a design vocabulary and campus improvement plan which was acceptable to all, and able to be constructed. An approximate construction budget based upon the design concept was also developed.

A complete survey of the Marquette University Campus was conducted by Graef, Anhalt, Schloemer to provide a base map for campus-wide design as well as existing conditions from which to develop the construction documents for Phase I.

1.3 Summary of Campus Identity and Beautification Issues Addressed

Each of the following campus-wide issues is further developed in the next sections:

- **Campus Identity** This focuses on the image of the campus projected to visitors, prospective students and their parents, event participants, and the public in general. The relationship between the campus, as a coherent and contained entity, with the larger neighborhood is elevated. The creation of a more unified, stable and improved "University District" is sought.
- **Campus Open Space Environments** The need for an improved and coherent system of distinctive open spaces is recognized.
- **Parking** The need for safe, easily accessible, and aesthetically improved parking that is proximate and convenient to the major points of origin and destinations on campus is recognized.
- **Pedestrian/Vehicular Movement Through Campus** A major goal is to improve the pedestrian and vehicular experience of the campus. The current problem of service within the campus, which currently generates vehicular traffic in pedestrian zones is evaluated.
- **Lighting** On campus and along public streets, lighting is an urban issue which affects perceptions of safety and the nighttime experience of the University.
- **Architecture** The development of design recommendations for massing, facade treatments and exterior materials will help in establishing a unified identity and improving cohesiveness of the campus.

At the core of establishing campus identity is the question "What is Marquette?" and further "What

image does it wish to project?". The answer is found simply enough in its Mission Statement and online (www.mu.edu/about/), which describe Marquette as "a Catholic, Jesuit University in Milwaukee, Wisconsin", dedicated to "serving God by serving its students and contributing to the advancement of knowledge. Our mission, therefore, is the search for truth, the discovery and sharing of knowledge, the fostering of personal and professional excellence, the promotion of a life of faith, and the development of leadership expressed in service to others."

This mission statement suggests certain key words for campus identity and character:

- Distinctive
- Open, Welcoming, Inviting
- Enduring, High Quality
- Tradition

The character of the campus environment must be more distinctive and inviting as a reflection and projection of Marquette's role as a premier urban institution of higher learning. Through the reinforcement and clarification of the identity of Marquette, the ability of its community and visitors to feel a part of the city and the city to see Marquette as a part of its fabric is enhanced and strengthened.

Specific identity needs to be addressed include:

- Creation of strong visual and spatial links between campus and its urban context;
- Recognition of Wisconsin Avenue as a vital functioning street and the campus' front door;
- Understanding of Marquette as a major gateway to downtown Milwaukee;
- Strengthening of the coherence of the campus as its own precinct;
- Clarification of wayfinding to public destinations on campus;
- Development of additional convenient and secure parking for public destinations on campus; and

- Maintenance of convenient access to Gesu Church and Parish Center as a significant neighbor and destination in the University area.

In particular, the Phase I construction project will improve Wisconsin Avenue and the edges of the campus to accomplish a clarity and visual coherence for campus, thus improving accessibility for both the Marquette community and the general public. Improvements along the edge of Wisconsin Avenue will:

- Promote safety and mitigate, to some degree, the traffic noise;
- Knit together the current separation between the academic (south) and residential (north) sectors of the campus;
- Facilitate wayfinding;
- Give the campus and its neighbors distinction as an attractive precinct within the larger urban fabric; and
- Improve the pedestrian and vehicular experience along Wisconsin Avenue.

This document contains the final campus improvement recommendations approved by the Marquette University Campus Identification and Beautification Committee on July 18, 2000, with modifications in response to Marquette University Facilities Services suggestions.