

Mayor Satya Rhodes-Conway  
210 Martin Luther King Jr. Blvd., Room 403  
Madison, WI 53703  
Email c/o Chief of Staff Mary Bottari: [mbottari@cityofmadison.com](mailto:mbottari@cityofmadison.com)

Dear Madam Mayor,

Thank you for taking time last week to further discuss your ordinance to terminate our Master Plan. During the meeting, you asked us to help you better understand the efforts we have made to reach out to our neighbors, listen to their concerns and develop solutions that worked for both the High School and our valued neighbors. Despite the many benefits the Goodman Athletic Field provides to our neighborhood and the greater Madison community, we understand that some of the immediate neighbors to the athletic field have concerns on how upgrades to the field will increase the number of games and potentially increase crowd sizes for these activities. Below are some of the measures and commitments we have made to mitigate and, hopefully minimize, any adverse impacts of the use of the field to the neighbors.

- **Dedicated Liaison Committee**

- The Liaison Committee was formed after the development of the Master Plan and is made up of representatives from the Vilas Neighborhood Association, the Dudgeon Monroe Neighborhood Association and Edgewood. The Committee meets on a bi-monthly basis and discusses issues related to the area. This Committee was informed over two years ago about Edgewood's desire to make updates to the Goodman Athletic Complex.

- **Listening Sessions for All Neighbors**

- At the very beginning of the process to make updates to our athletic field, Edgewood reached out to all neighbors in the area to share our ideas and listen to the concerns raised by the neighbors. Edgewood held two listening sessions and identified four main concerns by the neighbors at the time – traffic congestion, sound, lights and parking. Based on these issues raised by our neighbors, Edgewood worked closely with local officials to ensure that proposed updates would meet or exceed City of Madison requirements on lighting, sound, traffic and parking.

- **Voluntary Studies on Key Neighborhood Concerns**

- Over the course of a year and a half, Edgewood went to great lengths to hire professionals to study the issues raised by our neighbors and ensure that we were making modifications to our plans that addressed their concerns. Specific studies included:

- o **Lighting** - Edgewood studied light concerns for glow, glare and spread brought up by neighbors. We identified the latest LED lighting technology that would minimize glow, light spill and glare. The Liaison Committee even joined Edgewood in a field trip to Waunakee to view the new lighting technology. This new technology, along with the height of the poles in our plans, would ensure that lighting from the limited number of night games would not go beyond our property. The plan meets and even exceeds the City lighting requirements. (For an example of the advancement in lighting technology, please see the 'Lighting' section on the middle of our website homepage

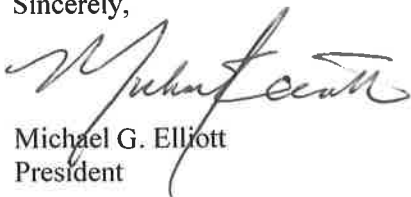
- o [- http://goodmanathleticcomplex.com/](http://goodmanathleticcomplex.com/)

- o **Traffic** – Based on the study that was conducted as part of the Master Plan process, engineers concluded that traffic for the anticipated crowd size for the Goodman Athletic Complex would not increase and, in fact, could potentially decrease traffic during peak times due to the scheduling of events during non-peak travel hours; a practice Edgewood has historically done and will continue to do. Edgewood also developed a plan to have volunteers to direct fans to available parking to eliminate congestion.

- o **Parking** - The Edgewood campus currently 831 stalls on campus. 560 will be available for games, a number that could accommodate even the largest anticipated crowd size so there should not be an increased parking impact on neighborhood streets. In addition, we committed to posting no parking signs of Woodrow and stationing a person at the entrance to the street to let people know they should park on campus.
- o **Amplified Sound** - The amplified sound system for the facility would be an improvement over the current portable system utilized on the field. The proposed system is designed as a directional sound system placed adjacent to the seating and directed to the east, away from the closest neighbors and into the hill and adjoining campus. Amplified sound will not be directed onto the playing field. This placement and directional system will allow the sound to be focused onto the stands where desired with the attenuation resulting sound levels around 60 decibels at the adjoining streets.
- o **Crowd Noise** - Edgewood conducted a detailed Sound Model & Study completed by Talaske and TLC Engineering for the Goodman Athletic Complex. This study evaluated the on-site ambient noise measurements and existing physical conditions of the site including grade and buildings; as well as, studying the noise generated by different crowd sizes anticipated for the facility (150 people average attendance for Boys Soccer, Girls Soccer and Lacrosse, and 500 people average attendance for Football). Roughly 83% of the games would occur at the 150 average attendance. As a result of this study, Edgewood proposed the incorporation of a wall/berm along the track. The sound study illustrated that a wall/berm combination would reduce the crowd noise by approximately 5 dBA along Woodrow Street. Placement of the barrier between the edge of the track and existing trees (to be preserved) would also offer additional visual screening to the west. This study was shared with the neighborhood associations.
- o **Wildlife at Wingra** – Based on concerns raised by neighbors, Edgewood hired Ayres Associates to conduct an environmental impact study. The study concluded that there would be no impact to the wildlife in the area.
- **Neighborhood Briefings** – Edgewood held detailed briefings with the Vilas Neighborhood Association (Sept. 26, 2018), Dudgeon Monroe Neighborhood Association (Oct. 3, 2018), the Liaison Committee (Oct. 8, 2018) and the full neighborhood (Oct. 17, 2018). These briefings addressed the concerns raised by neighbors during the initial listening sessions and detailed the solutions identified by our studies on traffic, lighting, sound and parking. It should be noted that the Vilas Neighborhood voted in favor of supporting the upgrades to the Goodman Athletic Complex.
- **Professionally Facilitated Neighborhood Discussion** – At the urging of our neighbors, Edgewood identified and paid for a professional facilitator to discuss issues of concern over a two-month period of time with the Dungeon Monroe Neighborhood Association.

We hope you find the above detail informative and we would be more than willing to discuss any of the above in more detail at your earliest convenience. We hope this information helps you to better understand our commitment to listening to our neighbors and addressing their concerns. At the same time, we believe that we need to be on equal footing with other schools in the Madison area. Your ordinance to terminate the Master Plan provides that equality and Edgewood is committed to continually work with our neighbors in the future as we have in the past.

Sincerely,



Michael G. Elliott  
President