



2024 Breese Stevens Annual Neighborhood Impact Plan

Big Top Events (BTE) will work with the surrounding neighborhood to address any concerns regarding the facilities impact on the area surrounding the stadium. New for 2024, BTE will work closely in concert with designated TLNA & Breese Stevens Field Liaison, Pat Kelly, to ensure that any issues that arise are addressed in quick order. This document is an effort to formalize plans for 2024 and continue to keep an open, reciprocal dialogue for future ideas and concerns that are addressed on an annual basis.

1. Parking

- a. BTE will continue to work with MPD and Parking Enforcement agencies to patrol the neighborhood for parking concerns during concerts. In 2024, BTE will commission a dedicated parking enforcement detail to be available to respond to any neighborhood parking enforcement concerns on the night of each hosted concert. This cost is covered by BTE. BTE will continue to work with MPD to determine, on an event by event basis, if additional support officers are needed to support this effort.
- b. For 2024, BTE, with the support of Alder Rummel, is working with the City of Madison to add and improve upon permanent directional parking signage indicating "Breese Stevens Field Parking" and pushing traffic towards E Main St. The initial request and meeting have already been enacted.
- c. In Fall of 2023, BTE explored adding parking restrictions to streets in the area for the benefit of residents with the City of Madison. City Staff plans to further explore that topic in 2024. This project would be a neighborhood led project that BTE would support, if the neighborhood and/or specific blocks of the neighborhood end up supporting that pursuit.
- d. For 2024, BTE will redesign parking maps to highlight parking on the south side of E. Washington Ave. and to further highlight parking structures and lots throughout the area
- e. The 675 spot South Livingston St Parking Garage, coupled with the new parking garage at 12 S. Brearly St., are never completely filled during FMFC matches and are for use by guests of Breese Stevens Field as well.
- f. BTE will provide ample bike parking at all events, with permanent bike racks & a newly expanded, indoor Trek Bike Valet being offered at every major event at the facility. Additional details about the Bike Parking plan can be found in the BSF Fan Access Plan that is reviewed annually by the Parks Commission.
- g. BTE submits a thorough fan access plan to the Parks Department for review, annually, pursuant to the current Use Agreement.
- h. BTE continues to work with Traffic & Engineering to add and maintain accessible, temporary parking on Paterson St. in addition to rideshare & loading zones on East Washington Ave.

2. Noise

- a. In 2024, BTE will strategize to further minimize the overall frequency of use of the PA system, with special attention to events taking place prior to 5PM (CST). As such, will work to restrict P/A use for athletic events with less than an estimated 250 attendees.
- b. In 2024, BTE will establish a text hotline for neighbors to convey noise concerns or other issues. BTE will distribute this text hotline number via TLNA listserv and post on the www.breesestevensfield.com website.
- c. In 2024, BTE will install a new 24/7 decibel and noise monitoring system to allow for greater real-time monitoring and action.
- d. BTE has agreed, per lease, to maintain an amplified sound level of no greater than a sustained 100 dB (across all octave bandwidths) at the sound production stage for each concert event.
- e. For these concerts, speakers shall not be oriented to face East Mifflin Street and all amplified sound will end by 10 PM.
- f. All other events will be operated at a dB level under 85 at the sound board or 83 dB at the perimeter of the stadium, as directed by the Parks Superintendent. For these events each music playlist is screened and



deemed appropriate by BTE staff. Three sound measurement locations have been agreed upon by Park Rangers & Big Top Events. An average sound reading for non-concert events will be taken from the intersection of Mifflin & Paterson St, Mifflin & Brearly St., and the midpoint of the 900 block of E. Mifflin St. to determine if a specific event is in compliance. Speakers will never be directed towards Mifflin during any events.

- g. Any use happening prior to 10am any day will be limited to a dB level measured at 75 dB or below.
- h. BTE will not allow any music to be played during athletic practices of any sort at the facility. BTE will also monitor dB levels at all events and will ensure that no profane or offensive lyrics are ever played over the PA system.
- i. BTE installed a new sound system in 2019, updated in 2021, to better contain sound inside the stadium.

3. Schedule of Events

- a. In 2024, if desired, BTE will maintain a private online event schedule for neighborhood members.
- b. BTE will continue to maintain a public, shared google calendar of all events.
- c. BTE will maintain an ongoing upcoming events calendar, listing public events, at www.breesestevensfield.com.
- d. BTE has begun, and will continue, an audit of its ongoing event schedule in an effort to develop an overall event schedule that minimizes negative effects on the neighborhood.
- e. BTE will open the Stadium to the public, free of charge, on eight (8) days for community use.

4. Pedestrian Safety

- a. BTE has a constant, continuing dialogue with the Madison Police Captain for Traffic & Specialized Services, Traffic & Engineering, MPD Special Events Lieutenant, and Madison Parking Enforcement and has received recommendations for security both in and out of the stadium for each large event and events where alcohol is offered. BTE will plan to meet the staffing and traffic recommendations for all events in 2024 and continue to work with the Madison Fire Department and Madison Police Department to react to any additional input they may have.
- b. BTE will work with MPD to close the 10 block of North Paterson St, between East Washington & East Mifflin, prior to and following concerts, to assure safe entry and exiting from the facility. Access to and from Festival Foods parking lot will remain open to the West.

5. Litter

- a. BTE will clean the stadium every night after events and touch up in the morning, keeping the stadium and adjacent areas clean at all times.
- b. BTE maintains a strict NO carryout policy and will maintain exit signage stipulating this policy to all guests. Staff and garbage/recycling receptacles will be stationed at gates to enforce policies that prohibit the carryout of food and beverage containers from the stadium for all events.
- c. BTE staff will also monitor the parking lot areas and the sidewalks around the perimeter of the facility for debris the day after every event and clean up any debris from fans from the festivities the night before.
- d. BTE will continue to maintain, and upgrade when applicable, the appearance of the exterior of the stadium, including landscaping, mulching, and painting of exterior gates and BTE will continue to work with the City of Madison to maintain the exterior of the facility to a high standard.

6. Tenney Lapham Neighborhood Association

- a. BTE will plan on attending at least two TLNA meetings, one in the spring and one in the fall, to discuss plans and review performance of events at the facility.
- b. BTE will maintain an open, working relationship and dialogue with newly elected Breese Stevens Field liaison, Pat Kelly, as any relevant issue comes to light, in hopes of being increasingly proactive and increasing reaction to neighborhood concerns that arise throughout the event season.



- c. BTE will work with TLNA and MNA representatives to host an annual TLNA v MNA (Marquette Neighborhood Association) kickball tournament in 2024, on the pitch at Breese Stevens Field.
7. The Forward Club
 - a. The Forward Club has hosted the Taste of Tenney, an annual TLNA event/meeting in 2022 and 2023 and will work with TLNA to host this event again in 2024.
 - b. BTE completed the process of constructing a new indoor event space, The Forward Club, under the grandstand on the Mifflin St. side of Breese Stevens Field in June of 2022.
 - c. This space is available for a wide variety of public and private events, but does not maintain regular business hours. All events are posted to the shared, public Google calendar found at <https://tinyurl.com/TLNAPublicCalendar>.
 - d. The Forward Club service ends no later than Midnight (12 AM - CST).
 - e. BTE will not amplify sound outside of the interior space, at any time.
 8. Additional Considerations for 2024-2025
 - a. BTE has an ongoing dialogue with City of Madison officials on the potential impacts and opportunities that will exist with the completion of the East-West Bus Rapid Transit (BRT) project in late-2024.
 - b. BTE will work to partner with Madison-area businesses to utilize parking lots and BRT usage to alleviate some of the neighborhood traffic and parking concerns during events at Breese Stevens Field.
 - c. BTE and City of Madison will continue exploring the potential for point-of-purchase parking passes for FMFC matches, concerts, and other large events as the technology of local parking garages allows.
 - d. BTE will investigate Madison Metro passes for staff to alleviate some of the parking congestion on event days.
 - e. BTE will work to provide shuttle service for concerts and other large events in 2024.