

## **2021 Breese Stevens Annual Neighborhood Impact Plan**

Big Top Events will work with the surrounding neighborhood to address any concerns regarding the facilities impact on the area surrounding the stadium. This document is an effort to formalize plans for 2021 and open a dialogue for future concerns that can be addressed on an annual basis.

### 1. Pedestrian Safety

- a. Big Top has a constant dialogue with the Madison Police Captain for Traffic & Specialized Services and has received recommendations for security both in and out of the stadium for each larger event & event that will offer alcoholic beverages at the facility and this dialogue will continue into the event season. Big Top will plan to meet the staffing recommendations from the Captain for all events in 2021 and work with the Police Department to react to any additional input they may have.
  - i. Big Top coordinated a meeting with the Captain & independent supporter organization, the Flock, in 2019 to plan parades related to FMFC soccer matches. These events have been very popular & managed in a safe manner.
- b. Big Top works with City of Madison Police to close Paterson St between East Washington & East Mifflin following concerts, to assure safe exiting from the facility.

### 2. Noise

- a. Big Top 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.
- b. For these concerts, speakers shall not be oriented to face East Mifflin Street. All amplified sound for concert events will end by 10 PM.
- c. 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 Big Top 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, Mifflin & Brearly & the mid-point of Mifflin to determine if a specific event is in compliance. Speakers will never be directed towards Mifflin for any of these events. Any use happening prior to 10am any day will be limited to a dB level measured at 75 dB or below.
- d. Big Top will not allow any music to be played during athletic practices of any sort at the facility. Big Top will also monitor DB levels at events and will ensure that no profane or offensive lyrics are ever played over the PA system.
- e. A new sound system was installed in 2019 that better contains sound inside the stadium.

### 3. Litter

- a. Big Top will clean the stadium every night after events and touch up in the morning, keeping the stadium, and surrounding areas, clean at all times.
- b. Big Top has a strict NO carryout policy. Staff will be stationed at gates to enforce policies that prohibit the carryout of food and beverage containers from the stadium for all events.

- c. Big Top will also police 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. Big Top executed several improvements to upgrade the appearance of the exterior of the stadium in 2019, including landscaping, mulching and painting of exterior gates and Big Top will continue to maintain the exterior of the building to a high standard.
- 4. Tenney Lapham Neighborhood Association
  - a. Big Top will plan on attending two TLNA meetings one in the spring and one in the fall to discuss plans and review performance of events at the facility.
- 5. Parking
  - a. Big Top will submit a thorough fan access plan to the Parks Department for review, pursuant to the Use Agreement currently in place.
  - b. The new 675 spot South Livingston St Parking Garage has opened & was never completely filled during the FMFC season.
  - c. Big Top has worked to provide ample bike parking at all events, with new permanent bike racks being installed in 2019 & an indoor 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.
  - d. Big Top works with Madison Police to patrol the neighborhood for parking concerns during concerts. This cost is covered by Big Top & police determine on an event by event basis if additional officers are needed to support this effort.
  - e. Big Top worked with Traffic & Engineering to add accessible & temporary parking on Paterson & rideshare & loading zones on East Washington during 2019.