

2017 Breese Stevens Field Fan Access Plan

With continued excitement surrounding Breese Stevens Field (BSF) and limited parking, it is imperative for fans to understand options regarding safe and accessible ways to get to the events. Here is a listing of what the City, in partnership with Big Top Events, provide fans every year:

1. Vehicle parking in the surrounding area. Big Top is contractually obligated to provide a minimum of 200 motorized vehicle parking spaces for each 1,000 anticipated attendees for each event. Big Top will provide the city a plan outlining specific spots prior to each event. Last year Big Top secured up to 2,351 spaces for events held at the facility (capacity is currently 9,000, which would require only 1,800 spots). Due to constant development in the area the exact location of each spot will change from event to event. Due to the construction occurring at the Veritas Village & the Cosmos in 2017, Big Top anticipates that attendees at BSF events may be required to walk further. Furthermore, Big Top understands that if they are unable to secure sufficient parking for each event, that capacity may be reduced. Going forward, Big Top will continue to respond to the level of need for motorized vehicle parking which may be in excess of the minimum required by contract.
2. Big Top will provide highly visible parking attendants for all events of over 1,000 fans in anticipated attendance that will direct fans into the appropriate parking locations around the facility.
3. Parking plans will be shared via email to attendees of all ticketed events in advance of each event.
4. Breese Stevens will provide free bike parking for a minimum of 35 bike parking spaces per 1,000 attendees. These spots will be located immediately outside of the stadium (best spot to park in the neighborhood!). Big Top will continue to be sensitive to bike parking requirements & will work with the alder & TLNA to adjust the amount of spots required to meet demand.
5. East Washington is a major route for Madison Metro, having multiple stops within three (3) blocks of Breese, on East Washington Ave and East Johnson.

Metro stops will be highlighted on the BSF parking map & encouraged as an alternate way to access the facility. BSF will develop a web page listing available metro routes for events at the facility.

6. Located behind Breese is the East Mifflin Bike Boulevard, Pinckney St to Blair St (outer loop project.) Making travel more convenient. This bike boulevard will be kept open for all events at BSF. Signage noting that the bike boulevard is open will be posted in a location/manner which will be readily able to be seen by bicyclists.
7. Shuttles will be provided for events with anticipated attendance larger than 5,000.
8. For events of over 5,000 attendees Big Top will request that City Traffic Engineering manipulate the timing of the East Washington pedestrian crosswalks to allow for longer crossing times pre & post-event.
9. The best way to get to Breese Stevens Field is on bike. Free, secure bike parking is available for all events just feet from the main entrance.