

Mallards Annual Neighborhood Impact Plan – 2012

For years the Mallards have been working with surrounding neighborhoods to address any concerns regarding the Mallards impact on the area surrounding the ballpark. This document is an effort to formalize plans for 2012 & open a dialogue for future concerns that we can address on an annual basis.

1. Pedestrian Safety

- a. In 2008 the Mallards started hiring (at Mallards cost) off-duty police officers to direct traffic at the exit from the ballpark at Sherman Avenue. Some Mallards fans park in the adjacent Northside TownCenter parking lot & crossing Sherman Ave post-game had been somewhat hectic & dangerous. Since officers started controlling this intersection the situation has become completely safe & provided better traffic flow for fans & normal vehicle traffic on Sherman Ave.
- b. Each year the Mallards meet with the North District Police Captain & get recommendations for security both in & out of the ballpark. We plan to meet the staffing recommendations from the captain for all games in 2012 & work with to any additional input he may have.
- c. The Mallards have been working with the North District Police to attempt to eliminate car break-ins during games & will continue to do so in 2012. Efforts have included officers walking the lot giving “report cards” to cars parked in the lot informing them of whether or not they had left valuables exposed in their vehicle, thus making them more likely targets & Mallards PA announcements to the crowd during games.

2. Noise & Fireworks.

- a. In 2010 the Mallards installed a new, state of the art, sound system that kept stadium PA sound almost completely within the stadium & dramatically cut down on “sound bleeding” into the surrounding neighborhood. The number of complaints from neighbors in 2010 was literally zero. This same system will be in use for all future years & any changes to the system would need to be approved by the Parks Superintendent.
- b. In 2010 & 2011 the Mallards hosted four fireworks shows & neither the city, or the Mallards received any complaints about them. In 2012 the Mallards will host four shows again, so we do not anticipate any concerns from neighbors.

3. Litter.

- a. The Mallards clean out the stadium every night after games & touch up in the morning, keeping the stadium in top notch shape all the time.
- b. The Mallards also walk the parking lot areas the day after every game & clean up any debris from fans, or fireworks from the festivities the night before.

4. Northside Planning Council

- a. The Mallards plan on presenting at the spring Northside Planning Council meeting prior to the start of every Mallards season & will do so in 2012. This provides the neighborhood associations an opportunity to keep informed as to what the Mallards are up to every year & for the Mallards to hear any feedback or concerns that should be considered prior to or during the season.
- b. Additionally the Mallards sit on the Northside Economic Planning Development Council that is focused on growing and improving the Northside of Madison