

## STREET USE PERMIT APPLICATION

### EVENT INFORMATION

Name of Event: UW Home Football Games and Miscellaneous Events

Event Organizer/Sponsor: UW Athletic Department

Is Organizer/Sponsor a 501(c)3 non-profit agency?

☒ Yes ☐ No

**MANDATORY: State Sales Tax Exemption Number:**

ES#: ES 40706

**OPTIONAL: Federal Tax Exempt Number:**

Address: 1440 Monroe Street

City/State/Zip: Madison, WI 53711

Primary Contact: Todd Nelson

Work Phone: 608-265-4133

Email: tmn@athletics.wisc.edu

Phone During Event: 608-516-2301

Website: www.UWBadgers.com

FAX: 608-265-4700

Secondary Contact: \_\_\_\_\_

Work Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Phone During Event: \_\_\_\_\_

Annual Event?

☒ Yes ☐ No

Charitable Event?

☐ Yes ☒ No

If Yes, Name of charity to receive donations: \_\_\_\_\_

Estimated Attendance: 80,000

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification? (not allowed after 11 p.m.):

☐ Yes ☒ No

Hours: TBD to TBD

### EVENT CATEGORY

- ☐ Run/Walk ☐ Music/Concert ☐ Festival ☐ Rally ☐ Parking (i.e., bagging meters)  
☒ Other: Stadium Events

### LOCATION REQUESTED

- ☐ Capitol Square (note specific blocks below) ☐ State St. Mall/800 State Street  
☐ 30 on the Square (aka top of 100 block of State Street) ☒ Other (specific blocks/streets requested below)

Street Names and Block Numbers: See Addendum

### EVENT DATE(S)/SCHEDULE

Date(s) of Event: \_\_\_\_\_

Event Start and End Times: 7/28/2017 – 7/27/2018

Rain Date (if any): \_\_\_\_\_

Set-Up Start Time: See Addendum

Take-Down Start Time and End Times: See Addendum

TAKE-DOWN TIME: START TO STREETS REOPENED

Will sponsor apply for temporary class B license to serve or sell beer/wine for this event?

☐ Yes ☒ No

If class B license is denied, will the event(s) occur?

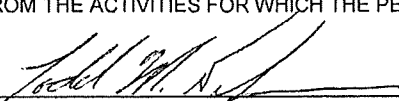
☐ Yes ☐ No

\_\_\_\_\_ By initialing, I/we waive the 21-day decision requirement.

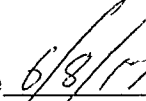
### APPLICATION SIGNATURE

BY SIGNING THIS APPLICATION, THE "EVENT ORGANIZER/SPONSOR" LISTED ABOVE AGREES TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS OFFICERS, OFFICIALS, EMPLOYEES AND AGENTS HARMLESS AGAINST ALL CLAIMS, LIABILITY, LOSS, DAMAGE, OR EXPENSE INCURRED BY THE CITY ON ACCOUNT OF ANY INJURY TO OR DEATH OF ANY PERSON OR ANY DAMAGE TO PROPERTY CAUSED BY OR RESULTING FROM THE ACTIVITIES FOR WHICH THE PERMIT IS GRANTED.

Applicant Signature



Date



ADDENDUM TO STREET USE PERMIT  
("CAMP RANDALL STADIUM")

The following are details regarding the University of Wisconsin-Madison's ("UW") request on behalf of the Division of Intercollegiate Athletics and Department of Transportation Services for street closures, meter bagging, and traffic control during events at Camp Randall Stadium.

- 1) EFFECTIVE DATE: This permit is effective July 28, 2017 through July 27, 2018.
- 2) UW ADMINISTRATOR: The following University staff person is responsible for day to day administration of this street use permit:

L. Kim Henderson  
UW Transportation Services  
Phone: 265-8003  
Cell: 219-5743  
Fax: 265-3424

- 3) CAMP RANDALL SCHEDULE OF EVENTS: Attachment 1 to this Addendum is a list of currently scheduled Camp Randall events. If the UW adds events, it shall provide Kelli Lamberty with written and verbal notice, as soon as it is able.

Kelli Lamberty  
Community Events Coordinator  
210 MLK Jr. Blvd.  
City County Building Room 104  
Madison, WI 53703  
Phone: 266-6033  
Fax: 267-1162

4) STREET CLOSURES

**UW Football Games Only:**

- a) Breese Terrace from Regent Street to University Avenue.
- b) Hoyt Street from Breese Terrace to Lathrop Street.
- c) Timing: UW shall take control of streets 5 hours prior to kick off through 1 hour following the completion of a game.
- d) Monroe Street from Randall Avenue to Regent Street. UW shall take control of street for approximately 10-20 minutes post-game to allow for the safe exit of people departing Camp Randall.

## 5) STREET PARKING RESTRICTIONS:

### **UW Football Games**

- a) Breese Terrace (**east and west side**) between Regent Street and University Avenue. No public parking from 6:00 AM until 1 hour following the completion of a game.
- b) Monroe Street (**east and west side including ADA stall**) between Randall Avenue and Regent Street. No public parking from 6:00 AM until 1 hour following the completion of a game.
- c) Hoyt Street (**north and south side**) between Breese Terrace and Lathrop Street. No public parking from 6:00 AM until 1 hour following the completion of a game.
- d) Notification
  - UW shall provide notification by flyers.
  - City shall provide and post needed signage.
- e) Enforcement
  - City of Madison police shall provide parking enforcement as necessary/requested by UW.

### **Football Family Fun Day**

- a) No parking restrictions required

### **WIAA Football Games**

- a) Breese Terrace (**east and west side**) from Regent Street to Summit Avenue. No public parking from 6:00 AM until 1 hour following the completion of the final game.
- b) Monroe Street (**east and west side – not ADA stall**) between Randall Avenue and Regent Street. No public parking from 6:00 AM until 1 hour following the completion of final game.
- c) Notification
  - UW shall provide notification by flyers.
  - City shall provide and post needed signage.
- d) Enforcement
  - City of Madison police shall provide parking enforcement as necessary/requested by UW.

### **UW Football Spring Game**

- a) Breese Terrace (**East side only**) between Regent Street and Summit Avenue. No public parking from 6:00 AM until 1 hour following the completion of the game.
- b) Notification
  - UW shall provide notification by flyers.
  - City shall provide and post needed signage.
- c) Enforcement
  - City of Madison police shall provide parking enforcement as necessary/requested by UW

## 6) COORDINATION OF CITY OF MADISON AND UW STAFF

- a) Meeting Schedules: City of Madison and UW staff to meet regularly as part of the Transportation Management Planning Committee schedule.
  - b) City of Madison and UW may request additional meetings as may be necessary.
  - c) Representatives of the following departments attend regular monthly meetings:
    - City of Madison
    - City Traffic Engineering
    - City Parking Division
    - Madison Police, Control and Parking
    - Madison Metro
- University
- Division of Intercollegiate Athletics
  - Transportation Services
  - Department of Police and Security

Attachment 2 to this Addendum is a list of City of Madison and UW personnel currently connected with street usage and traffic control during Camp Randall events.

## 7) EVENT-ALERT SYSTEM

UW shall use an event-alert system whereby it will inform, via email, pertinent staff for the UW, City of Madison, and Madison Metro information related to concerts and other special events. Information shall include capacity attendance, projected attendance, starting/ending times, and other information which may be relevant.

Attachment 3 is the current list of email recipients for the event-alert.

# 8) PARKING INVENTORY (Revised June 2017)

Below is a list of parking spaces that the UW may have to sell for Camp Randall events. These parking spaces are located in UW lots and privately owned lots that the UW has on contract.

<b><u>Parking Lot</u></b>	<b><u>Capacity</u></b>
7	290
13	31
16	85
17 Ramp	631
17 Roof	173
20	207
29	300
34	254
36	447
38	130
39	50
40	148
41	110
44	66
45	102
46	820
51	35
54	31
55	18
56	43
60	1314
62	369
64	25
76	1276
80	96
91	158
92	28
93	70
Church A	14
Church B	11
Church C	25
Credit Union	36
Randall School	40
Regent Apts.	44
<b>Total</b>	<b>7573</b>

ATTACHMENT #1

**2017-2018 Wisconsin Football Schedule  
Camp Randall Stadium**

<u>Date</u>	<u>Day</u>	<u>Opponent</u>	<u>Time (CST)</u>
July 28	Friday	Football Family Fun Day	6:00pm – 8:00pm
September 1	Friday	Utah State	8:00pm
September 9	Saturday	Florida Atlantic	11:00am
September 30	Saturday	Northwestern	TBA
October 14	Saturday	Purdue	TBA
October 21	Saturday	Maryland	11:00am
November 11	Saturday	Iowa	TBA
November 18	Saturday	Michigan	TBA

\*Spring Game – Date to be announced at a later date

**2017 WIAA State High School Football Championships  
Camp Randall Stadium**

<u>Date</u>	<u>Day</u>	<u>Opponent</u>	<u>Time (CST)</u>
November 16	Thursday	Multiple Teams	10:00am, 1:00pm, 4:00pm, 7:00pm
November 17	Friday	Multiple Teams	10:00am, 1:00pm, 4:00pm

**2018 WIAA Team Wrestling Championships  
Field House**

<u>Date</u>	<u>Day</u>	<u>Opponent</u>	<u>Time (CST)</u>
March 2	Friday	Multiple Teams	7:00pm – 10:00pm
March 3	Saturday	Multiple Teams	9:00am – 9:00pm

**2018 UW Spring Commencement  
Camp Randall Stadium**

<u>Date</u>	<u>Day</u>	<u>Event</u>	<u>Time (CST)</u>
May 13	Saturday	UW Spring Commencement	12:00pm

ATTACHMENT #2

TRANSPORTATION MANAGEMENT PLANNING COMMITTEE  
(Revised July 2017)

**CITY OF MADISON**

Mark Winter	City Traffic Eng., Control	266-6543
Tom Mohr	City Traffic Eng., Control	267-8725
Brian Smith	City Traffic Eng., Control	261-9625
Kelli Lamberty	Community Events Coordinator	266-6033
Bill Putnam	City Parking Division	266-6528
Sabrina Tolley	Parking Operations Manager	265-1147
Lt. Jennifer Krueger Favour	City of Madison Police	266-4482
Paul Ripp	City of Madison Fire Department	266-4203
Jerry McMullen	City of Madison Fire Department	266-4420

**UNIVERSITY OF WISCONSIN**

L. Kim Henderson	Transportation Services	265-8003
Patrick Kass	Transportation Services	265-3200
Todd Nelson	UW Athletics	265-4133
Andy Zywicki	UW Athletics	265-7941
Lt. Cherise Caradine	UW Police	516-8461
Chief Brian Bridges	UW Police	265-0077

**Badger Bus**

Badger Bus Dispatch		310-4892
Game Day Supervisor	Jenni Lawler	239-5309

## ATTACHMENT #3

### EMAIL LIST for EVENT-ALERT (Revised July 2017)

#### **CITY OF MADISON**

Mark Winter	<a href="mailto:mwinter@cityofmadison.com">mwinter@cityofmadison.com</a>
Brian Smith	<a href="mailto:bsmith@cityofmadison.com">bsmith@cityofmadison.com</a>
Kelli Lamberty	<a href="mailto:klamberty@cityofmadison.com">klamberty@cityofmadison.com</a>
Bill Putnam	<a href="mailto:bputnam@cityofmadison.com">bputnam@cityofmadison.com</a>
Sabrina Tolley	<a href="mailto:stolley@cityofmadison.com">stolley@cityofmadison.com</a>
Capt. Carl Gloede	<a href="mailto:cgloede@cityofmadison.com">cgloede@cityofmadison.com</a>
Lt. Jennifer Krueger Favour	<a href="mailto:jkruegerfavour@cityofmadison.com">jkruegerfavour@cityofmadison.com</a>
Lt. Carl Strasburg	<a href="mailto:cstrasburg@cityofmadison.com">cstrasburg@cityofmadison.com</a>
Stefanie Niesen	<a href="mailto:sniesen@cityofmadison.com">sniesen@cityofmadison.com</a>
Asst. Chief Paul Ripp	<a href="mailto:pripp@cityofmadison.com">pripp@cityofmadison.com</a>
Jerry McMullen	<a href="mailto:jmcmullen@cityofmadison.com">jmcmullen@cityofmadison.com</a>
Drew Beck	<a href="mailto:dbeck@cityofmadison.com">dbeck@cityofmadison.com</a>
Katie Sellner	<a href="mailto:ksellner@cityofmadison.com">ksellner@cityofmadison.com</a>

#### **UW TRANSPORTATION SERVICES**

L. Kim Henderson	<a href="mailto:lhenderson@fpm.wisc.edu">lhenderson@fpm.wisc.edu</a>
Patrick Kass	<a href="mailto:pkass@fpm.wisc.edu">pkass@fpm.wisc.edu</a>

#### **UNIVERSITY OF WISCONSIN**

Todd Nelson	<a href="mailto:tmn@athletics.wisc.edu">tmn@athletics.wisc.edu</a>
Lt. Cherise Caradine	<a href="mailto:cherise.caradine@wisc.edu">cherise.caradine@wisc.edu</a>

### EVENT CONTACT PHONE LIST

#### **PRIOR TO AN EVENT:**

Todd Nelson	Assistant Athletic Director - Event Operations	265-4133
Brian Moore	Assistant Athletic Director - Ticket Operations	265-4139
Patrick Kass	Transportation Services Director	265-3200
L. Kim Henderson	Transportation Services Special Event Manager	265-8003
Lt. Cherise Caradine	UW Police and Security	516-8461
Capt. Carl Gloede	City of Madison Police - Central	261-9274
Lt. Jennifer Krueger Favour	City of Madison Police - Central	266-4482
Capt. John Patterson	City of Madison Police - South	267-8687
Lt. Dave Jugovich	City of Madison Police – South	266-4876
Stefanie Niesen	City of Madison Parking Enforcement	266-4623
Asst. Chief Paul Ripp	City of Madison Fire Department	266-4203

#### **DURING AN EVENT:**

Stadium Operations Center	262-9130
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\* Responsible for the management of all event related logistics.



## ATTACHMENT #4

### SPECIAL NEIGHBORHOOD SECURITY AND PARKING PLAN

The applicant, the University of Wisconsin, agrees to abide by the following arrangements for the duration of the 2016-2017 Camp Randall Street Use Permit for the UW Athletic Department:

1. During all Wisconsin Home Football Games:

No Access: No private vehicles shall be permitted on Breese Terrace: (1) one hour before the scheduled start of the game through the opening kick-off; (2) from the halfway point of the fourth quarter of the game until one hour after the conclusion of the game; or (3) at any time that police or security personnel determine it is a hazard to pedestrian or traffic safety.

Ingress/Egress for Residents of Breese Terrace: Upon presentation of a picture ID, residents with driveway access solely on Breese Terrace shall be allowed unescorted vehicular ingress and egress onto Breese Terrace during the first several hours of each permit prior to one hour before the scheduled start of the game time and just after the opening kick-off until the end of the 3<sup>rd</sup> quarter.

Dog Sniff: Upon entry onto closed Breese Terrace, a trained dog must sniff the vehicle for explosives, and the vehicle will be searched if there is a probable cause for a warrantless search. If a dog is not available, a search will be conducted by officers.

2. During alert for increased level of security: The ingress restrictions above shall apply during an alert for increased security. Residents who live on Breese Terrace, north of Summit Avenue and who have vehicular access to their residences off of Hoyt Street, will be allowed vehicular egress under the following conditions:

Residents must call the UW Police a week in advance of each game if they are requesting permission to remove a vehicle from their premises during a game. Allowances will be made if the security level is elevated less than one week in advance of a game.

Residents must call a dispatch number, to be provided, to request permission to leave 15 minutes prior to the time they wish to depart with a vehicle.

UW Police or authorized security personnel will come to the resident's home within 15 minutes (absent an ongoing emergency) and the vehicle the resident intends to depart with will be sniffed for explosives by a trained dog. The dog sniff must be completed before the resident is permitted to leave.

Each such resident will only be allowed to leave in a vehicle one (1) time during the duration of the street use permit for each game.

The UW Police is prepared to provide this arrangement for egress during an increased level of security for the first five (5) residents who request it for each game.

3. Additional Parking Outside the Perimeter of the Street Use Permit: Under both scenarios above, arrangements will be made for Breese Terrace residents to park at alternate locations, to allow easier access to their homes without utilizing the above procedures, if they are willing to walk to and from their vehicles. UW will make available limited parking spaces at nearby parking lots for residents of Breese Terrace needing access to their vehicle during the game on a first come first served basis. Further, the UW will attempt to provide parking at Randall School for Breese Terrace residents needing to use their vehicles during the period of the street use permit and will investigate providing transportation for disabled and/or elderly Breese Terrace residents who need assistance in accessing their vehicles off-site. Specific information for utilizing this alternative parking plan will be communicated by UW to the Regent Neighborhood stadium representative.

**MEMORANDUM OF UNDERSTANDING**  
**Between the University of Wisconsin-Madison,**  
**its Division of Intercollegiate Athletics & the**  
**Dudgeon-Monroe, Greenbush, Regent and Vilas Neighborhoods**  
**June 25, 2003**

**History of the Relationship**

Since 1990, the Athletic Department has shared information and consulted with the Regent Neighborhood Association on Field House and Stadium operations issues. These exchanges were frequent, but ad hoc, usually focused on special event planning (concerts, Drum Corps International, State High School Championships), athletic event schedules or transportation issues. The Kohl Center project engaged both the Greenbush and Vilas Neighborhood Associations in pedestrian, traffic and parking plans from 1996-1998.

In 2000, discussions began on renovation plans for Camp Randall Stadium. Numerous meetings with representatives of Regent, Greenbush, Vilas and Dudgeon-Monroe Neighborhood Associations, alders, City staff, Urban Design, Plan Commission, and City Council members were held. The project was approved in January 2002, subject to 51 conditions, the most significant of which required a formal Memorandum Of Understanding (MOU) to be developed between the Athletic Department and the four neighborhood associations regarding stadium operations. This document is intended to fulfill that condition and create formal structure to plan and execute stadium events.

**Reason for this Agreement**

The parties wish to continue the spirit of cooperation which has developed in recent years, but they recognize that there will inevitably be issues, and potentially conflicts, about stadium operations which may arise in the future. The neighborhoods and the university need a continuing forum for discussion and a method for solving problems. The goal of this document is to create a formal process for exchanging information and making decisions on the management of stadium events. It provides an annual schedule for planning and evaluating stadium operations involving the university and adjacent neighborhoods.

**Parties and Their Responsibilities:**

- a. UW Athletics Department: The Stadium Event Manager will coordinate Athletic Department staff and operational support for this agreement. This position also chairs the Stadium Operations Committee, which is responsible for implementing the agreements and convenes the Transportation Management Planning Committee which manages traffic, bicycle and pedestrian circulation, and parking for stadium events.

- b. UW Chancellor's Office: The Special Assistant for Local Affairs will represent the Chancellor's office in developing and executing the event plans developed by the Stadium Operations Committee with the neighborhood associations.
- c. UW Police Department: The Special Events Officer will represent the UW Police Department in developing and executing the event plans developed by the Stadium Operations Committee with the neighborhood associations. The University Police are responsible for stadium security issues.
- d. Madison Police Department: A Neighborhood Liaison Officer will be designated to establish liaison relationships with the neighborhood associations listed below to communicate about neighborhood issues. The Madison Police Department will meet with the UW Police Department to discuss neighborhood police patrols on event days, and will participate in the annual pre-season and post-season meetings at which the operations plans are introduced, reviewed and revised.
- e. City of Madison: The Mayor's Office and any City departments with concerns relevant to stadium operations, e.g. planning, zoning, streets and transportation, will participate as needed.
- f. Neighborhood Associations: The Regent, Dudgeon-Monroe, Vilas and Greenbush neighborhood associations each agree to send a representative to the meetings held to draft this agreement, to attend whatever meetings are called pursuant to its implementation, to identify a person to serve as liaison to the Madison Police Department, to designate a contact person to learn of stadium-related issues in the neighborhood, and to communicate with the membership of the organizations about issues discussed in these meetings. An alternate may be designated for any of these responsibilities in order to insure continuity of participation.

Representatives of each of the parties listed above will meet a minimum of once before every football season and once after the season is over. At the pre-season meeting in May, plans and schedules for the upcoming year of stadium events will be reviewed. At the post-season meeting in January, the parties will evaluate how the operations plans worked and recommend changes for the coming year. Representatives of each of the parties listed above will attend Stadium Operations Committee meetings. The neighborhood associations together shall choose one representative and one alternate to attend these meetings.

**Documents Incorporated:** The MOU sets forth certain basic principles, goals and commitments to be addressed at least annually by the parties. The details of implementation are contained in the following management plans and other relevant documents, some of which will be revised from year to year, and an example of each is attached for reference.

- a) Stadium Management Plans: The UW's Stadium Operations Committee produces, for every event attended by more than 2000 people, a "final profile" which outlines in detail the responsibilities of everyone involved in managing the event. These plans may vary from one event to another, but a sample profile will be available for review by any of the parties to this agreement.
- b) Transportation Management Plans: Since 1998, a group including staff from the UW-Madison's Athletic and Transportation Departments, the City of Madison's Transportation, Traffic & Parking Departments, Madison Metro, as well as City and UW Police, have been coordinating transportation for the Kohl Center. Beginning with the 2002-2003 season, the TMP group will begin evaluating transportation issues for Camp Randall stadium events also. The annual work plan of this group will be made available to the parties for discussion and evaluation.
- c) Neighborhood Plans: The participating neighborhood associations, and others in the area, are in various stages of preparing planning documents with the support and guidance of the City of Madison. These documents will be incorporated into the MOU as they become available, and will provide valuable information about the neighborhoods' visions, goals and opportunities.
- d) January 8, 2002 Letter: This letter, from the City of Madison to the UW, sets forth the Plan Commission's conditions of approval for the stadium renovation, and includes the requirement to develop this MOU.
- e) Operating Plan Issues: Each year a list of stadium operating plan issues will be developed by UW staff after the January meeting and reviewed with neighborhood representatives at the May meeting.
- f) Contact List: Each year a list of current contact information, including the names and telephone numbers of representatives for each of the parties, will be made available at the May meeting.
- g) Other relevant documents or agreements as needed.

**Goals of MOU:** The parties to this agreement wish to clarify the issues, concerns and responsibilities, which contribute to successful events, and set guidelines for event operations at Camp Randall Stadium. The MOU is also intended to provide a process for regularly reviewing stadium operations, soliciting input from the community, and making changes as needed to address the goals set by the parties.

- Neighborhoods are treated with respect. Fans are reminded of their responsibilities to the surrounding community; city ordinances governing noise, light, and hours of operation are enforced.
- An attractive physical boundary between UW and its surrounding neighborhoods is preserved. Street design and permitted uses around the stadium help to clarify the boundary between UW activities and the surrounding residential areas.
- Police patrols in the affected residential areas are intended to protect the public and neighborhood residents from violations of law. Currently, the parties agree to an average of twenty hours on regular event days (e.g. football games, Drum Corps Intl, stadium concerts). This amount may be adjusted by agreement of all parties to this MOU based on actual experience. While the timing of these patrols may vary due to the circumstances of a particular event, at least two pairs of officers will be visible and available to residents of the neighborhoods surrounding the stadium. The UW Athletic Department will fund the police patrols covered by this agreement, unless the City agrees to help finance the enforcement.
- Breese Terrace is an important boundary for both the university and the neighborhood, and significant design efforts have been made to make it function well from both points of view. On non-event days, the residents expect Breese Terrace to function as a neighborhood street, with no evidence of commercial activity. On event days, this public street functions as a pedestrian mall pursuant to a street use permit obtained annually from the City of Madison. Vending is limited to an enclosed area, available only to ticket-holders on UW Badger football event days. UW will not regularly park commercial vehicles on Breese Terrace. Details of vehicle use of Breese Terrace on event days, and in preparation for events, will be discussed at the annual pre-season planning meeting and at every pre-event meeting throughout the season.

Residents will be encouraged to provide comments on security measures that affect their daily lives.

- Neighborhoods return to normal as soon after events as possible, for example, clean-up is completed, event lighting is extinguished, commercial vehicles are gone, and noisy activities cease.
- Home football games and special events are scheduled and conducted efficiently providing a safe, entertaining environment for customers and staff.

**Scope of MOU:** This Memorandum of Understanding is intended to address Camp Randall Stadium events and their impact upon the four adjacent neighborhoods during construction (which is scheduled to begin in the spring of 2003), and after the renovation of the stadium is completed (by the fall of 2005).

1. General Issues: Health, safety and enjoyment of people who are attending events at the stadium and those who live in the surrounding neighborhoods.
2. Parties Agree To: Meet at least twice a year (at pre- and post-season meetings) to discuss stadium operations and how to improve them. Attend meetings of the Stadium Operations Committee during the football season to provide input. Communicate with their constituents about issues discussed in these meetings. Seek consensus on issues that require compromise and negotiation.
3. Issues Covered: Commercial activity, vehicular traffic, parking, bike and pedestrian circulation, lighting, amplified sound, litter, fan education, and any other issues the parties determine are relevant to the stated purposes of this agreement. Of particular importance is the provision of additional post-game police patrols, funding to be negotiated by the UW and the Madison Police Department.
4. Issues Not Covered
  - a. External Security: The Stadium Operations Committee manages “perimeter security” for those people entering the stadium. UW Police will develop security procedures for areas surrounding the stadium, and will encourage comments from the affected neighbors.
  - b. City Ordinances: The UW acknowledges that city ordinances apply to its operations, but has no jurisdiction to enforce city ordinances on non-university property.
  - c. Private Business Establishments: The UW has no jurisdiction over the activities that occur at business establishments on private property; this jurisdiction lies with the City of Madison’s police and regulatory bodies.

## **Implementation Process**

### **1. Initial Phases**

Stadium operation plans will change during the two to three year renovation process. The current schedule anticipates beginning construction in the spring of 2003 and continuing during the 2003 and 2004 football seasons. Construction will initially be concentrated on the east and south sides of the stadium, but the west side will be renovated in the later stages of the project. The Hoyt Street traffic islands may be installed after the west concourse work is completed.

The 2005 football season is projected to be the first season in the renovated stadium. All new concession and rest room facilities will open by the 2005 season. Beginning in the 2003 season, the TV trucks will be moved from Breese Terrace to Lot 19.

### **2. Planning Responsibilities**

University staff is responsible for drafting operations plans, event profiles, scheduling meetings and keeping records. Neighborhood associations are responsible for selecting representatives, reviewing operations plans, communicating to members, and collecting information for input and discussion.

Operations plans may be modified using a consensus building process.

### **3. Calendar of Meetings Beginning in 2003**

January Post-Season Evaluation: This meeting will collect feedback about the season just ended. It will be attended by members of the Stadium Operations Committee, the Transportation Management and Planning group, and representatives of all four neighborhood associations.

May Pre-Season Planning: This meeting will highlight new or changed procedures for the upcoming season. It will be attended by members of the Stadium Operations Committee, the Transportation Management and Planning group, and representatives of all four neighborhood associations.

Post-Game Meetings: On the Tuesdays following every home game, a meeting will be held to review specific activities, staff assignments and adjust operations based on feedback from the previous game. It will be attended by members of the Stadium Operations Committee, and a neighborhood representative or alternate.

Special Meetings: The Assistant Athletic Director for Event Management may call special meetings on request of any committee member.



## **Oversight Responsibility**

City issues and oversight can be reviewed by the Plan Commission, which approved the zoning conditional use for the stadium project. The UW administrative structure provides oversight of all University operations.

## **Amendments**

This agreement may not be amended except upon written approval of all parties.

## **Signatures**

All parties agree that electronic signatures shall be binding and that this MOU may be executed in counterparts.

UNIVERSITY OF WISCONSIN-  
MADISON

UW DIVISION OF  
INTERCOLLEGIATE ATHLETICS

BY: \_\_\_\_\_

BY: \_\_\_\_\_

DUDGEON-MONROE  
NEIGHBORHOOD ASSOCIATION

GREENBUSH NEIGHBORHOOD  
ASSOCIATION

BY: \_\_\_\_\_

BY: \_\_\_\_\_

BY: \_\_\_\_\_

BY: \_\_\_\_\_

REGENT NEIGHBORHOOD  
ASSOCIATION

VILAS NEIGHBORHOOD  
ASSOCIATION

BY: \_\_\_\_\_

BY: \_\_\_\_\_

BY: \_\_\_\_\_

BY: \_\_\_\_\_

Special Meetings The Assistant Athletic Director for Event Management may call special meetings on request of any committee member.

### Oversight Responsibility

City issues and oversight can be reviewed by the Plan Commission, which approved the zoning conditional use for the stadium project. The UW administrative structure provides oversight of all University operations.

### Amendments

This agreement may not be amended except upon written approval of all parties.

### Signatures

All parties agree that electronic signatures shall be binding and that this MOU may be executed in counterparts.

UNIVERSITY OF WISCONSIN-  
MADISON

BY: [Signature]

DUDGEON-MONROE  
NEIGHBORHOOD ASSOCIATION

BY: Ann Clark

BY: [Signature]

REGENT NEIGHBORHOOD  
ASSOCIATION

BY: Joy E. Dummer

BY: [Signature]

UW DIVISION OF  
INTERCOLLEGIATE ATHLETICS

BY: [Signature]

GREENBUSH NEIGHBORHOOD  
ASSOCIATION

BY: [Signature]

BY: Amy [Signature]

VILAS NEIGHBORHOOD  
ASSOCIATION

BY: Daniel E. Leary

BY: [Signature]

ATTACHMENT #6

2017 STADIUM ACCESS MAP

(SEE ATTACHED)

# FOOTBALL GAME DAY ACCESS MAP

