

TLNA Council Meeting  
December 12, 2019 at 7:00, Festival Foods

**Present:** Pat Kelly, Michael Donnelly, Keith Wessel, Bob Klebba, Gwen Shales, Nick Crowley, Madeline Kasper, Ann Sullivan, Evelyn Atkinson, Meghan Conlin, Patty Prime, Tyler Lark

**Guests:** Greg Albert, Scott Favour, Carlos Falcon (Grace Coggee), Anthony Brylski, Peter Beeson, Jess Schofield, Emma Brown Sarah Rasmussen, Adam Wood, Meghan Kelly, Vern Stenman (Breese Stevens), Alder Patrick Heck, County Supervisor Heidi Wegleitner

Call to order: 7:01 pm

**Agenda:**

**November minutes**

Motion to approve by Bob- Seconded by Nick.

Approved via voice vote.

**Welcome and Introductions**

**Neighborhood Officer Reports - Chris Keys**

Officer Keys reported that between November 12 and December 12 there were:

- 8 calls to James Madison
- 2 calls to Reynolds Park (1 incident of domestic battery)
- 28 calls to Salvation Army

However, he noted that none of the calls stood out as substantial or dramatic and further noted that these calls include medical calls.

Tyler asked Officer Keys if he is assigned to patrol our neighborhood. Chris indicated that he is assigned to our neighborhood but doesn't do much patrolling as a community police officer. He said people can email him directly with questions or concerns ([ckkeys@cityofmadison.com](mailto:ckkeys@cityofmadison.com))

Alder Heck said he had some emails about an armed robbery incident at Dayton and Blair. However, he said that the incident may not have been what it seemed, so although it appeared on the police chief's blog, there was no incident report.

Officer Keys reminded the council that if there is an open investigation he won't be able to comment. He also reminded everyone to lock up their vehicles.

Scott reminded the council about the community crime map online and encouraged people to check it.

Patty asked if there is any reason to call in cars for speeding if you don't know the licence plate. Officer Keys said yes. Patrick echoed that this information is helpful, especially for data collection purposes.

Gwen asked if you can text 911. Officer Keys said yes and that you only need to text the 3 digits.

Officer Keys asked attendees to fill out the Community Feedback Survey, available here: [https://policefoundation.co1.qualtrics.com/jfe/form/SV\\_3gSgyFFSTH9JTH7](https://policefoundation.co1.qualtrics.com/jfe/form/SV_3gSgyFFSTH9JTH7)

### **Grace Coffee at 1216 E. Washington Ave.**

Carlos Falcon and two of his business partners presented at the council meeting to seek support for an alcohol license at Grace Coffee at 1216 E. Washington Avenue. Carlos said that he owns four coffee shops in Seattle and two in LA and that he moved to madison seven months ago. He said that he opened one location on State Street this year and has now opened a location on East Washington.

Carlos indicated that they are trying to get a liquor license to sell cocktails and beer and that he will be going before the ALRC on December 18.

Patrick: A neighborhood meeting was held on November 2. Ten people showed up; a fair number from the building and a couple of other nearby neighbors. Summary of input from the meeting: almost everyone who was there was supportive. One person was opposed to liquor licenses in general; one person with concerns about parking in the neighborhood. Some concerns about outdoor seating with liquor allowed outside; some concerns about noise but most convinced would not be an issue.

Pat Kelly indicated that there was some concern about the hours.

Patty made a motion that TLNA write a letter of support with the following conditions:

- Alcohol not served after 8 pm on weekdays and 9 pm on Friday and Saturday.
- No live music (which isn't in the plan).

Meghan seconded the motion.

Discussion:

There was some discussion about the outside space and the city terrace vs. the business terrace.

Bob requested friendly amendment to Patty's motion to include a condition for no amplified sound. Patty agreed to the friendly amendment.

Bob raised concerns about what has happened on Willy St. due to excessive liquor licenses. He said that we do these letters of support to support owners but wonders if we should continue to promote liquor consumption.

Patty responded that Willy street has a different vibe; says a coffee shop is not a nightlife type of place. Recognizes the issues but doesn't think we are close to the tipping point.

Patrick will send the [alcohol density report](#) that city staff completed to show how many liquor licenses are in different parts of the city. The report shows that TLNA is not that heavy compared with Marquette and Atwood. The report shows the increased call for service in those areas.

Carlos estimates that alcohol will be less than 20% of sales.

Amended motion passed in a voice vote.

### **Neighborhood Traffic Calming Plan: Update from Planning Meetings - Bob Klebba**

Bob: A smaller group of four has been meeting to plan for and follow up on larger traffic calming meetings. The smaller group is trying to determine what to do with all of the data they collected. Sent out a spreadsheet with all of the traffic change ideas (attached); difficult to come up with a plan from the ground up. Strategic plan process at the city was very different; no public input. Still struggling with how to use the spreadsheet going forward. Potential strategies: group traffic calming ideas by neighborhood feature; super blocks.

Patrick: vision zero is a new way of thinking about controlling traffic; more geared to preventing human injury and death rather than protecting cars.

Adam: Traffic fatalities seen as inevitable; vision zero is an idea that fatality doesn't need to be inevitable and that transportation systems can be more safe. Number one factor is speed (rather than drinking) so that's where the ideas for lowering the speed limit come into play. Hopes the 20 mph on all local streets will be passed here in Madison. Has happened in Portland and just recently happened in Seattle. Also don't have very many speed limit signs throughout the city.

Tyler asked Bob what his next steps are. Bob responded that he is still gathering feedback.

Pat Kelly said a lot of people showed up to the meetings and they received many email suggestions. The subcommittee used the city criteria to rank the traffic calming ideas. Doesn't think it's smart to choose things that the city won't actually consider.

Evelyn suggested that we should solicit broader neighborhood input. Doesn't think we should treat the spreadsheet as representative of the whole neighborhood.

Patrick doesn't think we should throw out ideas just because we don't think they will happen. There is a city program for evaluating traffic calming and there is a point system. The program asks, is this change worth what it will cost?

Patty suggested we come up with 2-4 value statements and submit those to the city. E.g. we love our walkability and our bike boulevard. We would really support slowing traffic down within a specified area. Suggests we send a list of what we support in general rather than a very specific list.

Adam: The list is great; a lot of data. But the stop sign at Baldwin and Elizabeth is a good example of something actually going through. Rather than telling the city "we know what is best," it would be better to send general ideas. Recommends that we take the list and categorize it into main ideas (e.g. safety around Lapham) rather than listing individual changes.

Patrick: Specific changes are almost anecdotal.

Bob said he still feels like he is struggling with what to do next and would like any input.

Patty suggested he come back in January with a list of core values. Bob agreed.

Greg and Adam offered to assist Bob moving forward.

Patrick thinks this should be a long term look.

### **Breese Stevens Annual Fan Access and Neighborhood Impact Plans - Vern Steman**

Vern attended the council meeting to obtain feedback on the Annual Fan Access and Neighborhood Impact Plans (attached), which must be submitted to the city every year under their agreement. He also asked the council for general comments, questions or concerns.

There were questions about B-Cycle. Vern said he is still working on this and it has been one of his biggest frustrations.

Tyler: Are there any changes to the plan from last year? Vern: No; just a tightening up of things. One issue is that this year they never filled up the Livingston parking garage for a soccer game.

Said there is some signage directing people there but it could be better. Going to bring the issue to parks to try and get better signage. Most changes to the plan are just cleaning up.

Patty: Asked about the signs directing cars to parking; do they need to be so low?

Patrick: Asked about getting signs that say "Event Parking" rather than just the letter "P."

Adam: Wondering if accessible parking on Paterson could be moved; sidewalk gets crowded. Vern open to the idea.

Patrick: Only 1/3 of parking garage used for games but it sells out for big concerts. Vern: 15% of soccer game attendees from 53703; 200 bikes parked for a single game.

Bob brought up noise and asked if it was still an issue.

Vern: Not as much of an issue this year. Possibly because there were only 4 concerts; soccer is a different type of sound. The trend in concerts has been towards a few larger concerts. They still go door to door to give concert tickets to those directly beside the stadium.

Patty: In the instructions to patrons section they've added info about biking which is great.

Asked Vern to post the final plans to the TLNA website. Vern agreed to send once finalized.

Vern: 3 dates every year are designated for community events. Let him know if the neighborhood wants to host an event. Patty: Marta indicated that if we had the dates earlier in the year it would be easier to plan an event. Vern will send the dates to Marta once they are set.

Vern commented on the success of Lapham parking deal with the PTG/the school district.

Patrick asked about shows for 2020. Vern said other than Little Big Town, no other shows have been set. Estimates that there may be 3-4 shows.

Patty asked if it would be helpful to write a letter of support. Vern said yes, a letter to the Board of Parks Commissioners would be appreciated.

Patty made a motion to write a letter of support for both plans.

Michael seconded.

Motion passed in a voice vote.

### **Allowing Leashed Dogs at Reynolds Park - Pat Kelly**

Pat Kelly: A committee of seven held a meeting about changes to TLNA parks. One issue that came up was requesting dogs on leash in Reynolds. Does the council want to write a letter to the city requesting that it allow leashed dogs at Reynolds Park?

Patrick: The issue of leashed dogs at city parks is definitely on the parks department's radar. They are discussing allowing dogs off paths on leashes at several parks. Getting close to putting idea before board of parks commissioners.

Pat Kelly stated that everyone but her on the small committee was in support of leashed dogs at Reynolds. She said that the city won't allow dogs near playgrounds and in areas where organized games are happening so she thinks it will be difficult to implement at Reynolds. Opening it up to the council to discuss.

Patty recommended that the council postpone discussion until next month since it would likely be a lengthy discussion.

There was discussion of instead looking at all parks in the neighborhood and assessing which should be dog free.

Pat Kelly will find out the status of the issue at the city level. Patrick will also check to see if the issue is on upcoming agendas.

**Neighborhood Newsletter - 5 mins Patty Prime**  
**Seeking article contributions - deadline Dec. 15th**

**Chair reports**

Pat Kelly (Parks)

- Committee looked at James Madison, Reynolds and Tenney and projects they would like to see. Would like to establish a "Friends of" group for each park. Pat Kelly would be a liaison between these groups and the council.
- Spoke with Paul Quinlan who works with Fresh Start. Committed a week of work at TLNA parks by Fresh Start next year. Current ideas: some work at Tenney and James Madison.
- Pat Kelly made a motion to make a \$100 donation to Fresh Start each year. Bob seconded. Meghan suggested we donate even more. Meghan offered a friendly amendment of \$1,000. Patty suggested a friendly amendment of \$500. Pat Kelly accepted the \$500 friendly amendment; Bob seconded the friendly amendment. Evelyn made a friendly amendment to stick with the \$100 donation for now and to consider making a larger donation for the following year. The council agreed to discuss the issue at the January meeting.
- Exclosure at Tenney Beach won't happen until 2022.

Nick (Treasurer)

- Sent out snapshot of TLNA funds (attached)

- Trying to assemble a 2020 budget committee: Meghan, Evelyn, and Tyler volunteered; Nick may also send an email to the rest of the council asking for volunteers. Will send out date for first meeting.

#### Bob (Transportation)

- Still looking for help on transportation plan

#### Patty (Communications)

- Newsletter: Looking for more articles by December 15 deadline. Wondering about an article about Burr Jones. Other article ideas:
  - Johnson Street reconstruction
  - Grace Coffee
  - Greg suggested an article related to traffic safety near Lapham.
  - Pat Kelly suggested an article about the Madison Youth Arts Center.

### **Elected Official Reports**

#### County Supervisor Heidi Wegleitner

- Changes coming to board. Chair is retiring as well as vice chair; 7 other supervisors stepping down (out of 37).
- Passed the budget: several new programs, no tax increases, increased revenue.
  - Affordable Housing Funding: \$6.6 million budgeted, \$4 million in the Affordable Housing Fund to go out in RFP, \$1.3 million for The Salvation Army redevelopment project, \$1.3 million for Bayview Foundation redevelopment.
  - \$3 million added to the budget for land purchase of flood prone areas for wetland restoration
  - \$1.25 million in new funding for behavioral health.
  - New Task Force was just appointed. \$500K for Charles Tubbs Fund. \$1 million for new projects to expand access for families. Next meeting we will be voting on creating a new Universal Call Center for behavioral health services.
  - New funding for lactation / pumping pods (Mamava) in some county facilities, including Alliant Energy Center.
  - New funding for new outreach worker for Outreach for support/outreach for LGBTQ folks experiencing homelessness or alcohol and drug use challenges.
  - New eviction prevention funds
- The Valor is undergoing abatement and pre-demo work and demo is to start this month.
- Next week, the board will consider a \$3.3M contract approval with a corporation called Dredgit, for dredging between Monona and Waubesa.
- Bob asked about Tenney breakwater money. Heidi unsure but will check in on it.

#### Alder Patrick Heck

- Saturday fireworks 6-6:30 at the Edgewater Hotel.
- Still working on pursuing enforcement on the parking lot on East Dayton.

- Reynolds lights update: Four 25 ft security lights rather than athletic lights will be put in; primarily for bike polo and safety. Have to press a button and will not be on after 10 pm. Not going to be possible to play tennis under the lights.
- On January 6th there will be a meeting at DarkHorse to evaluate their liquor license. Sending postcards and will advertise.
- Holiday market on Saturday at the future public market building.
- Asked parks for an update on Tenney Park shelter acoustics; hasn't heard back yet.
- Mullins may open Mifflin bike boulevard access to bike path if they redevelop the nearby building.

## **Adjournment**

Pat Kelly moved to adjourn. Michael seconded. Voice vote.

## **Attachments:**

- TLNA traffic calming ideas spreadsheet
- Breese Stevens Neighborhood Impact Plan
- Breese Stevens Fan Access Plan
- Snapshot of TLNA funds

	priority			category
safety Brearly/Mifflin	high score	Brearly	Mifflin	parking
curb bump out	high score	Dayton	1000	chicane
no left turn from E Wash into n'hood during peak traffic times	high score	E Wash		diverter
E Wash pedestrian crossing	high score	E Wash		signal
speed humps	high score	Ingersoll	00, 100, 200	speed hump
bike lane on Ingersoll at E Wash	high score	Ingersoll	E Wash	other
bike-accessible call button on Ingersoll to cross E Wash	high score	Ingersoll	E Wash	signal
Raised intersection	high score	Ingersoll	Mifflin	speed hump
better lighting 1000 block Mifflin	high score	Mifflin	1000	other
calming	high score	Mifflin	1000	speed hump
Diverter on 1200 Mifflin at Baldwin	high score	Mifflin	Baldwin	diverter
E Mifflin Bike Boulevard	high score	Mifflin		sign
Raised intersection	high score	Patterson	Mifflin	speed hump
bike lane on Baldwin at E Wash	low hanging fruit	Baldwin	E Wash	other
paint arrows in appropriate lanes for all turns	low hanging fruit	Baldwin	E Wash	paint
paint cross walk on Baldwin at Elizabeth	low hanging fruit	Baldwin	Elizabeth	paint
3-way stop sign Baldwin/Elizabeth	low hanging fruit	Baldwin	Elizabeth	sign
left turn lane/thru lane defined on Baldwin at Johnson	low hanging fruit	Baldwin	Johnson	paint
left turn arrows on Baldwin at Johnson	low hanging fruit	Baldwin	Johnson	signal
no right turn onto Mifflin from SB Baldwin 7-9 am	low hanging fruit	Baldwin	Mifflin	diverter
3-way stop	low hanging fruit	Baldwin	Sherman	sign
4-way stop Brearly/Dayton	low hanging fruit	Brearly	Dayton	sign
4-way stop sign Brearly/Mifflin	low hanging fruit	Brearly	Mifflin	sign
dead end sign 1400 Dayton	low hanging fruit	Dayton	Dickinson	sign
flip stop sign	low hanging fruit	Dayton	Dickinson	sign
calming	low hanging fruit	Dayton	1000	parking
paint cross walk on Gorham at Blair	low hanging fruit	Gorham	Blair	paint
paint cross walk on Gorham at Blount	low hanging fruit	Gorham	Blount	paint
paint cross walk on Gorham at Brearly	low hanging fruit	Gorham	Brearly	paint
paint cross walk on Gorham at Dickinson	low hanging fruit	Gorham	Dickinson	paint
paint cross walk on Gorham at Few	low hanging fruit	Gorham	Few	paint

	priority			category
paint cross walk on Gorham at Livingston	low hanging fruit	Gorham	Livingston	paint
paint cross walk on Gorham at Marston	low hanging fruit	Gorham	Marston	paint
4-way stop sign	low hanging fruit	Ingersoll	Dayton	sign
paint cross walk on Johnson at Brearly	low hanging fruit	Johnson	Brearily	paint
paint cross walk on Johnson at Dickinson	low hanging fruit	Johnson	Dickinson	paint
paint cross walk on Johnson at Few	low hanging fruit	Johnson	Few	paint
paint cross walk on Johnson at Livingston	low hanging fruit	Johnson	Livingston	paint
E Mifflin BB	low hanging fruit	Mifflin		parking
bike lane on Paterson at E Wash	low hanging fruit	Patterson	E Wash	other
no left turn on Sherman to Few during peak traffic	low hanging fruit	Sherman	Few	diverter
Reverse 1-way Washburn/Prospect	low hanging fruit	Washburn	Prospect	other
RP3	low hanging fruit			parking
ped crossing east side of Blair at E Wash	should happen	Blair	E Wash	construction
change hawk light at Mifflin/Blair	should happen	Blair	Mifflin	signal
speed humps	should happen	Blount	0, 100, 200	speed hump
speed humps	should happen	Brearily	00, 100, 200	speed hump
Raised intersection	should happen	Brearily	Dayton	speed hump
Raised intersection	should happen	Brearily	Mifflin	speed hump
left turn arrow on E Wash at Baldwin	should happen	E Wash	Baldwin	signal
left turn arrow on E Wash to get onto Ingersoll	should happen	E Wash	Ingersoll	signal
Pedestrian signage on Gorham at Blair	should happen	Gorham	Blair	sign
Pedestrian signage on Gorham at Blount	should happen	Gorham	Blount	sign
RRFB	should happen	Gorham	Blount	signal
Pedestrian signage on Gorham at Brearily	should happen	Gorham	Brearily	sign
Pedestrian signage on Gorham at Dickinson	should happen	Gorham	Dickinson	sign
Pedestrian signage on Gorham at Few	should happen	Gorham	Few	sign
Pedestrian signage on Gorham at Livingston	should happen	Gorham	Livingston	sign
RRFB	should happen	Gorham	Livingston	signal
Pedestrian signage on Gorham at Marston	should happen	Gorham	Marston	sign
Raised intersection	should happen	Ingersoll	Dayton	speed hump
Left turn arrow on Ingersoll to get onto E Wash	should happen	Ingersoll	E Wash	signal

	priority			category
RRFB	should happen	Johnson	Brearily	signal
Pedestrian signage on Johnson at Dickinson	should happen	Johnson	Dickinson	sign
RRFB	should happen	Johnson	Few	signal
RRFB	should happen	Johnson	Livingston	signal
RRFB	should happen	Johnson	Marston	signal
better lighting 600 block Mifflin	should happen	Mifflin	600	other
fix crosswalk between Reynolds and Festival	should happen	Mifflin	800	other
raised crosswalk between Festival & Reynolds	should happen	Mifflin	800	speed hump
complete E Mifflin BB 1400 block	should happen	Mifflin	1400	other
speed humps	neat idea	Baldwin	400	speed hump
calming Baldwin/Dayton	neat idea	Baldwin	100, 200	speed hump
Physical protection for bike lane on E Wash	neat idea	E Wash		other
25 mph speed limit on E Wash	neat idea	E Wash		other
2-way Johnson/Gorham	neat idea	Gorham		diverter
Physical protection for bike lane on Gorham	neat idea	Gorham		other
modify parking on Gorham to conform to JMP master plan	neat idea	Gorham		other
pedestrian scale streetscape on Gorham for JMP master plan	neat idea	Gorham		other
2-way 400 block Ingersoll	neat idea	Ingersoll	400	diverter
Bike lane on Ingersoll, Gorham to E Wash	neat idea	Ingersoll		other
LED lighting	neat idea	Johnson	1300-1400	other
2-way Johnson/Gorham	neat idea	Johnson		diverter
Physical protection for bike lane on Johnson	neat idea	Johnson		other
2-way stop signs on Livingston/Mifflin (remove from Mifflin)	neat idea	Livingston	Mifflin	sign
add bollard at crosswalk between Festival & Reynolds	neat idea	Mifflin	800	other
Raised intersection	neat idea	Mifflin	Blount	speed hump
Alternating 1-way on Mifflin for cars	neat idea	Mifflin		diverter
school zone, playground zone, parks	neat idea			other
20 mph speed limit city-wide	neat idea			other
E Wash pedestrian crossing Blair - Blount		Blair	E Wash	other
stop light Blount/E Wash		Blount	E wash	signal
curb cut for bike access at Lapham		Dayton	1000	other

	priority			category
calming		Dayton	1000	speed hump
1-lane Gorham		Gorham		other
1-lane Johnson		Johnson		diverter
ped/bike bridge south side Johnson over RR & 1st		Johnson		other
4-way stop Livingston/Dayton		Livingston	Dayton	sign
switch 2-way stop Livingston/Dayton		Livingston	Dayton	sign
No left turn on red from Patterson to Gorham		Patterson	Gorham	signal
stop signs Sherman		Sherman	Marston	sign
no left turn onto Sydney from Sherman		Sherman	Sidney	diverter
tax commercial parking spaces off-street				other
more police enforcement				other

notes
remove parking spaces closest to intersection
both sides, near fire hydrant, middle of the block, Lapham School
longer cross ped cross times at controlled intersections, traffic lights run 24/7, for pedestrian safety
Lapham School
improve bike safety
MYAC, Lapham school, etc.
pedestrian safety
children crossing mid-block between cars from the Breeze to Lapham playground
minimum stop signs for bikers length of BB
improve bike safety
improved car traffic flow
improve ped safety
no right turn an no left turn at peak traffic times
Lapham school
Lapham school, bike boulevard
decrease number of lost motorists
hill creates visual impairment
more 2-side parking

notes
parking on both sides full length E Mifflin
improve bike safety
safety for bikers and peds on sidewalk
2-hour parking in all of Tenney-Lapham, reduce parking congestion
build ped crossing on E side of intersection with Blair, improve ped safety
currently too confusing
protect E Mifflin Bike Boulevard from cross traffic on Blount
Lapham School, protect E Mifflin Bike Boulevard from cross traffic on Blount
Lapham School
Lapham school, bike boulevard
Buses block visibility, easier entry into n'hood, no access Few, Brearly, shorter signal time is problem
recommended in JMP master plan
Lapham School
reduce congestion on Ingersoll, MYAC, 1000 block development parking

notes
pedestrian safety
currently disjoint
connect to Yahara Parkway
cars travel too fast over hill
curb, bollards, parked cars like on Basset St
improve safety
curb, bollards, parked cars like on Basset St
double row across sidewalk of canopy trees, underground utilities, pedestrian lighting
connect to Sherman?
turn off lights on residential side, color warmed up
curb, bollards, parked cars like on Basset St
bike boulevard
storm sewers are huge impediment
decrease car traffic
15 mph speed limit
fence for length of block
improve ped crossing
avoid having to use curb cuts at Ingersoll

notes
dedicated bus/bike lane
dedicated bus/bike lane
???
???
people turn left illegally on red
at peak traffic times (7-9 am?), needed after construction complete?
reduce off-street parking



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**December 2019 Balance Sheet**

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**Current Assets**

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Old Checking Account	\$958.79	*estimated
Current Checking Account	\$4,536.22	
Money Market Account	\$29,228.45	
Certificate of Deposit	\$5,163.79	*estimated
Total	\$39,887.25	

**Current Liabilities**

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Total	0
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**Owner Equity**

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Total	\$39,887.25
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\*I do not have access to the old accounts, which means I need to email the UWCU representative to get that information. I'm carrying over the same numbers for the old accounts from November 2019.



## November 2019 Statement

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### Checking account

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*Income	\$740.00	
Other income	\$0.12	Google test
Total	\$740.12	

### Expenses

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Google Apps	-\$12.20
Total	-\$12.20

**Net Income** **\$727.92**

\*Checks include Taste of Tenney revenue and advertising revenue; received from Richard Linster on Tuesday, November 19th

### Money Market Certificate

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Money Market Dividend	\$12.78
Total	\$12.78

**November 2019 Balance Sheet**

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**Current Assets**

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Old Checking Account	\$958.79
Current Checking Account	\$4,728.22
Money Market Account	\$29,215.64
Certificate of Deposit	\$5,163.79
Total	\$40,066.44

**Current Liabilities**

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Total	0
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**Owner Equity**

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Total	\$40,066.44
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## **2020 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 2020 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 2020 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.

## 2020 Breese Stevens Field Fan Access Plan

2020 was an exciting year at Breese Stevens Field. The introduction of Forward Madison FC was a popular addition to the entertainment landscape in Madison and the future looks bright for the continued activation of Breese in the years ahead. Big Top Events understands that there is limited parking in the area, and that 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:

- a. **Vehicle parking in the surrounding area.** Big Top is contractually obligated to secure use 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 season. Last year Big Top secured up to 2,200 spaces for events held at the facility (capacity is currently 10,632 & largest event was 10,000). These spots are a combination of public & privately owned spaces, and some spots are free, while others are paid spots. Furthermore, Big Top understands that if they are unable to secure sufficient parking for each event, that capacity may be reduced. The new 675 spot South Livingston St Parking Garage on Livingston has opened & will be included in new plans & should have a dramatic impact on parking for events at Breese.
1. Big Top will provide highly visible signage on East Washington & on E Main Street for all events of over 1,000 fans in anticipated attendance that will direct fans into the appropriate parking locations around the facility. Additionally, Alder Zellers worked with city Staff to secure highly visible, permanent, signage to direct event attendees to the new South Livingston St Garage. **(NEEDS REVIEW).**
  2. Parking plans will be shared via email to attendees of all ticketed events in advance of each event and will always be available at Breesestevensfield.com, ForwardMadisonFC.com & on the Forward Madison FC app.
  3. Breese Stevens will provide free bike parking for a minimum of 35 bike parking spaces per 1,000 attendees, located immediately outside or inside the stadium. These bike parking locations will also be indicated on the parking plans referenced above.
    - a. 2018 modifications:
      - i. Breese Stevens provides permanent bike parking for 206 (103 spots x 2 bikes each) bikes outside the gates. There are additional

permanent bike parking spots in Reynolds park, adjacent from Breese.

- ii. Breese Stevens will offer a complimentary bike valet service for events with anticipated attendance over 2,000. BSF will run the valet out of an interior space at the facility. Given limited indoor space and potential future uses for those spaces, the indoor valet service will need to be evaluated annually, but will be offered in 2020. If indoor valet space isn't available or isn't large enough, Breese will create an attended outdoor coral for bike parking in future years.
  - iii. Breese Stevens will evaluate anticipated bike parking needed on an event-by-event basis. No event will have bike parking for less than 3.5% of anticipated attendance, and some events may have up to 10%, pending the anticipated bike ridership of the crowd for the event, as determined by BSF. Bike valet use at FMFC matches averaged over 100 bikes per event & peaked at nearly 200 bikes at one match.
  - iv. Breese Stevens worked with the City of Madison to investigate the possibility of installing "bike parklets" in existing vehicle parking spaces around the facility. It was determined that, between the permanent spots at BSF & the indoor valet service, that sufficient bike parking was already available & parklets were not required.
4. 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.
  5. 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.
  6. Free shuttles will be provided for events with anticipated attendance larger than 4,000, which will include most soccer matches and all concerts. For concerts, a free shuttle is offered from the Great Dane that cycles back & forth between BSF & the Great Dane Downtown. For soccer matches, Wisconsin Distributors hosts a free bus that picks up at multiple bars from the near west-side to downtown Madison. This is promoted in advance of each event online & directly to event attendees.

7. For all FMFC and major concert event & any other event of over 4,000 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.
8. 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.
9. Forward Madison FC launched a campaign to encourage people to bike to games with a focus on developing the most bike friendly environment for any soccer club in the world.