

TLNA Council Meeting

March 11, 2021 at 7:00 PM on Zoom

Present: Jonny Hunter, Michael Donnelly, Nick Crowley, Madeline Kasper, Pat Kelly, Marta Staple, Tyler Lark, Rose Staden, Bob Klebba, Stefan Davis, Keith Wessel

Guests: Tanya Zhykharevich, Matt Tills, Rich Arnesen, Jillian Hays, Jack Yip, Eric Welch, Matt Apter, Kasie Setterlund, Vern Stenman, Heidi Wegleitner, Patrick Heck, Patty Prime

Call to order: 7:04 pm

Agenda

Bob makes a motion to approve the agenda with two additional items: (1) Distribution of the newsletter; (2) Subcommittee on city zoning.

Pat seconds.

Motion passes.

Approval of February meeting [minutes](#): 5 min

Rose moves to approve the minutes.

Michael seconds.

Motion passes.

Red Sushi for a new fast-casual restaurant at Arden, Conditional use for outdoor dining

Developer Rich Arnesen introduced the concept for Red Sushi to open in the Stone House Development building on E. Washington.

Tanya, co-owner of Red Sushi, gave a presentation about the concept of Red Sushi opening in the building. Original Red Sushi opened in 2011; 2016 moved to a new location. Currently employ 70 people.

The new restaurant would be a bit different. This would be more like a "Red Express," a quick dining option. Beer, wine and saki only.

Proposing an outdoor patio. Since the patio will be located between two buildings, they plan to incorporate some planters or dividers. Plan to be open 7 days a week, closing 10 pm on weekdays, 11:30-11 on the weekend. COVID has been difficult for the restaurant industry, including for RED.

Jonny clarified they are here to apply for a conditional use permit for outdoor dining. Going to plan commission in April.

Pat asked about the flow of traffic onto the bike boulevard. Rich clarified that many stalls will be available in the parking ramp. There will also be stalls on E. Washington. Current restaurant does good business with 10 stalls. There will be many more stalls available here. The concept

for the alley is that it would be used for commercial vehicles and GrubHub and other delivery vehicles.

Bob echoes Pat's concerns about the bike boulevard and seems to recall that they agreed that only trash vehicles would be using the alley. Rich said that it would be disingenuous for them to have all traffic and deliver exit on to Ingersoll. Plan to have a lot of flashing warning lights.

Rich explains they are trying to balance the interests of the neighborhood and the bike boulevard with the need to activate E. Washington with more businesses. It has been difficult for retail to be established.

Pat said she didn't want the restaurant owners to think we aren't excited about the project, she says it will be a perfect fit to the neighborhood. She is just concerned about the vehicles on Mifflin St, especially with the elementary school right there and the playground. Urges them to rethink it. Hope that alley would only be used by the public on rare occasions when there is demand. Will be a right turn only out of the alley.

Bob reiterated that he is excited about the restaurant and that he wouldn't want to work with any other developer besides Stone House development. Bob asks how many vehicles Rich anticipates will use the alley. Rich says he does not know what the counts are; those deliveries will be mid-morning. Difficult to predict how many vehicles will use the alley.

Nick seems to recall there would be a gate that would close or open. Patrick said that was not in the development agreement. There were some discussions about that. But TE ended up not forcing that requirement on the development. Nick asks if anyone will be able to use it. Rich says it is true that anyone could drive through it and that the city was in favor of a midblock access point.

Bob makes a motion to write a letter requesting that the developer, proposed restaurant owner, traffic engineering, and the Plan Commission make a plan for not using the alley for the safety of the bike boulevard.

Pat seconds.

Jonny asks if this is something the city would even consider. Patrick says we could support this conditional use (i.e. outdoor seating) but based on this condition of not using alley.

Bob notes that he's worked on the bike boulevard for seven years now and they've done many things to preserve low traffic volume on that street. Worked hard with other developers to make sure that no access would be provided from new development. Bob thinks one waste removal vehicle per day is tolerable but for the future safety of pedestrians and bikers on the bike boulevard, we need to recommend that the alley not be used for anything more than waste removal.

Jonny thinks the ship has sailed on this MYAC building, there will already be traffic, doesn't think this is going to address anything.

Rich clarifies that the alley has been limited to food. If the alley restricts the alley only to waste removal, there won't be a restaurant there. Nothing that the city has required them to do.

Bob reminds everyone that his motion is focused on not increasing traffic on the bike boulevard and that this has been a long-standing issue.

Matt says they've already talked to TE and zoning about these issues. There will be further investigation. Patrick doesn't think the plan commission will be interested in backing up and looking into this issue.

Motion fails 5-6.

Maddie makes a motion to write a letter of support for the CUP for outdoor seating.

Michael seconds.

Motion passes in unanimous vote.

Jonny asks if they have an opening date. Patrick says that as alder he will do whatever he can to work with these entities to mitigate the alley issue however he can.

Breese Stevens - Vern

Plans submitted are nearly identical as the previous plans but wanted to resubmit them. Starting to see some athletics happening. Excited about Forward Madison coming back and some concerts, a few tentatively booked for the month of May. May 15 will be the first game; first concert will be May 6 - Mount Joy. Hoping to have the first Bodega of the year in late April. Had a good call with MMSD and Lapham principal yesterday to discuss parking in the Lapham parking lot.

Jonny asks if there are any new events this year. Vern says similar to last year, they may have an event related to July 4. Any large scale concerts would be in the August-October timeframe, but they don't anticipate anything out of the ordinary. Will probably host fewer games this year; unlikely that there will be any friendly matches with teams from outside of the country. Also won't be an East football season. Nothing really outside of the normal scope of events held at Breese. Vern said if they do host the July 4 concert it would be a lower-decibel concert. Jonny asks whether the fireworks are part of the decibel level. Vern says they haven't gotten into the full planning of the event. Had been working with a pyrotechnics company that made flashy fireworks without the booms.

Michael asks if the event would be similar to what they talked about last year. Vern says yes.

Jonny notes that the PTG hasn't heard anything about the parking yet. Vern said they had talked about the PTG using the parking lot in the meeting. Jonny asked Vern if he would be sure to partner with the PTG proactively since the district doesn't always know what is going on.

Membership

Keith says Patty has been maintaining a list of members but she is on her way toward retirement. How do we incorporate all of the data from the webpage into the system that Patty currently has? For years, Linster was walking around getting people to pay their membership

but now we don't have that. Might be good to have a system for notifying members when individuals' membership are about to expire.

Patty says if we could have one or two people to iron out some issues and develop a proposal to bring to the council on how to proceed. Two pieces: one is the tracking of the members, the other is the outreach to the members. Patty proposes that we take some discussion offline, wants one or two people to take on the role of doing these things.

Jonny notes that there may be some people on the listserv who would be able to assist with this.

Marta says she is not going to volunteer for this. Asks the subcommittee to seriously consider spending money on this. Nick seconds Marta's sentiment.

Michael says he would be willing to help out with the database management. Maddie volunteers to help with the outreach. Keith said between the four of us we could try and come up with something.

Chair reports

Marta: Upcoming events:

1. March 27, 1030 am-noon, virtual workshop as a facilitated conversation and education around generational wealth. Jami Wood is a point person, grant money has been approved, and 25 people are signed up. The max allowed will be 50. TLNA needs to produce the zoom link and can be shared through the eventbrite link.
2. April 14, 630-730 pm, virtual tour of the new Youth Arts Center on E Mifflin, targeted for Tenney Lapham neighbors, with a question/answer session. Promotion coming soon, with registration through eventbrite.
3. June 5, 4-7 pm, Reynolds Park. Party in the Park, plans being formed with safety, distance, and public health guidance in mind. Workgroup/planning group communicating currently.
4. September 11, early afternoon, the Richard Linster Memorial Bike Ride and Membership Drive. Work group has convened, led by Pat Kelly. Stay tuned.
5. Bike to work week, historically in May, possibly rescheduled to September. Stay tuned.

Bob (transportation): reminds everyone that Gorham is going to be dug up this year.

New Business

Newsletter distribution:

Jonny said these should be going out next week.

Ad Hoc committee:

Jonny was waiting for the committee report to come out before creating the ad hoc committee. After the planning meeting, where we discussed focusing more on connection than city processes, Jonny wondered if that was still something we still wanted to do.

Bob notes that there were two people who had expressed interest in being on that committee, so with the council's blessing they can move forward with working on that. Bob thinks this is something the council should be involved in.

Jonny thinks we should focus our efforts on connection rather than a small group of people getting together to argue.

Pat thinks this is a big issue.

Patrick says the plan commission is going to talk on March 22 and that the council will vote on March 30. There is some pushback on some aspects but Patrick thinks some version of it will pass. But Patrick thinks some issues related to large buildings not needing to go to plan commission.

Elected Official Reports

Supervisor Heidi Wegleitner:

- Resolution in the county committee process to oppose the siting of the F-35 at the Truax airfield. Urging to prevent any further changes to the base before a site investigation of the PFAS and a remediation plan. It died last year due to COVID but has recently been revived. Passed unanimously in committee but it still has some hurdles and is likely to face some opposition. Has to visit a number of committees. With the new lawsuit being filed they feel like they have some momentum so wanted to let people know about that effort. If we know anyone on these committees we need to continue to apply pressure on this issue.
- May be a resolution introduced to raise the level of the lakes from the big boat lobby.
- Approving a lot of federal and state funds for COVID relief. One of the big programs is the CORE rent emergency assistance fund.
- Eviction moratorium set to expire at the end of March, not really protecting everyone. Putting pressure on the governor to reinstate a new moratorium.
- Expanding behavioral health resource center to help people navigate the system. Hoping to hire an after-hour contact.
- Jail project moving forward. Have had a lot of people come forward to urge the county to change some of the plan.
- State announced a new slate of eligible groups for the vaccine.

Alder Heck

- So many important things that the County is involved in that the city is not involved in since money for social services go through to the county.
- Tenney Park Beach Shelter - meeting coming up in landmarks commission.
- 12 N. Few St. proposal will be going before commission May 12.

- Complaints about people camping at James Madison Park, likely due to publicity about what happened at McPike park. Patrick said he has been encouraging people to think about the larger problem. Some people on Thornton asked Patrick if the city could drop off a dumpster so they could clean up the abandoned encampment themselves. Patrick appreciated this.

Adjourn

Michael moves to adjourn.

Keith Seconds.

Attachments

- Breese update from Vern
- Membership document from Patty

2021 Breese Stevens Annual Neighborhood Impact Plan

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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.

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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.

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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.

2021 Breese Stevens Field Fan Access Plan

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2020 was a challenging year at Breese Stevens Field. Virtually no events were scheduled at the facility to comply with Public Health Orders restricting mass gatherings. In 2019, 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:

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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. In 2019 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.

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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, new highly visible, permanent, signage has been installed to direct event attendees to the new South Livingston St Garage.
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.

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a. 2020 modifications:

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- 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 2021. 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.

v. In 2020 Trek installed 2 B-Cylce hubs at Breese. These will be in operation in 2021, as well.

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

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& 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. [Bus use in 2021 will be pending PHMDC guidelines.](#)

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.

Membership

Membership levels:

1. Individual \$10
2. Household \$20
3. Senior/Student \$5
4. Business \$20
5. Flex - allow any amount - this is not in the system or in the by-laws
6. Subscription only - free

Allow donations of whatever amount along with membership fee. (Not in system)

Capture Name, address, phone number, email. For household, allow entry of multiple names (4 would be plenty), date paid

Allow people to download membership form so they can mail in check for membership. I have an updated brochure that Madeline designed.

Online payment

When member joins or renews, send email to admin. There should be an email like membership@tenneylapham.org?

Send thank you email to member when they renew or join. I have an email for renew and one for join. (right now, when I have a payment, I hit a button to send this kind of email.) Record that email was sent.

Allow admin to add member(s) who mail in form + check and send appropriate email.

Allow admin to search on members by name, address, email, or other unique identifier.

Allow admin to list members.

Allow admin to send reminder email to selected members. For example, find all members who have not renewed in the last 12 months and send a reminder. Or have the system send a reminder on a schedule.

Allow admin to mark members as inactive, or delete members. When someone moves, or households split up, or whatever, then the admin has to adjust the data.