



2019 Breese Stevens Field Fan Access Plan

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

1. Vehicle parking in the surrounding area. Big Top is contractually obligated to provide a minimum of 200 motorized vehicle parking spaces for 1,000 anticipated attendees for each event. Big Top will provide the city a plan outlining specific spots prior to each event. Last year Big Top secured 2,351 spaces for events held at the facility (capacity is currently 7,500, which would require only 1,500 spots). Going forward, Big Top will continue to respond to the level of need for motorized vehicle parking which may be needed which is in excess of the minimum required by contract. Due to constant development in the area the exact location of each spot will change from event to event.
2. Big Top will provide highly visible parking attendants for all events of over 1,000 fans that will direct fans into the appropriate parking locations around the facility.
3. Breese Stevens will provide free bike parking for a minimum of 35 bike parking spaces per 1,000 attendees. These spots will be located immediately outside of the stadium (best spot to park in the neighborhood!). Breese Stevens has doubled the number of permanent bike parking spots available for all events compared to previous years. Given that the amount of bike parking which was provided for the Avett Brothers concert was insufficient for the demand, Big Top will continue refining the amount of bike parking provided in order to consistently meet the demand for such parking. Meeting the demand for bike parking will reduce the demand for motorized vehicle parking which will reduce traffic in the neighborhood which will be good for the environment and for the quality of life.
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.
5. Located behind Breese is the East Mifflin Bike Boulevard, Pinckney St to Blair St (outer loop project.) making travel more convenient.
6. Shuttles will be provided for events with anticipated attendance larger than 5,000.
7. For each event with attendance over 1,000, Big Top will put together a parking map that will be distributed to attendees prior to the event to ensure attendees know where the best place to park is.
8. For events of over 5,000 attendees Big Top will request that City Traffic Engineering manipulate the timing of the East Washington pedestrian crosswalks to allow for longer crossing times pre & post--event.