



Street Use Permit

Madison, WI is a city that loves to celebrate. And in Madison, the most popular location is downtown with over 250 special events a year.

In order to have a special event on any Madison Street, including State Street, you must have a Street Use Permit. The following Street Use Permit instructions and application were designed to help assist you, the Event Organizer, plan a safe and enjoyable event.

Please be aware that there are different government agencies with differing regulations along State Street. It is vital that you, the Event Organizer, obtain all of the appropriate permits for your event.

What is a Street Use Permit and When is One Required?

A Street Use Permit is the required permit that allows private individuals, or groups (both for-profit and non-profit) to use public space for an event. A Street Use Permit is required if any of the following apply to your proposed event:

- ◆ The event is for a full day or multiple days. (Cultural Festivals, Information Fairs, Fundraising Events)
- ◆ Your event will include sale of merchandise, food, beverages, etc.
- ◆ The event is scheduled on 700/800 State Street AND is outside the time periods allowed with an amplification permit (see State Street Amplification Permit information).

Please be sure to keep the first five (5) pages of this packet for your reference. You will need this information.

Street Use Permit Application Procedure

Complete the attached Street Use Permit Application. You will need to provide the following information:

- ◆ A map of the set up of the event including the location of exhibits, displays, performers, etc. and the details of equipment and electrical needs.
- ◆ A detailed map of the route if the street closure is for a run, walk, parade or other "moving activity".
- ◆ A complete event schedule, including time for set up and tear down of event.
- ◆ A plan to notify area residents, merchants, alders about the event – i.e. bring copies of the flyer or brochure to be distributed.
- ◆ If you are planning on having any of the following activities as a part of your event, additional permits are required:

- Sale of food and/or beverages – Temporary Restaurant License (City Clerk Office)
- Sale of alcoholic beverages – Class "B" Picnic Beer Permit (City Clerk Office)
- Sale of Merchandise – Special Event Vendor's License (City Clerk Office)
- Walk, run, march, parade – Parade Permit (Madison Police Dept)

- ◆ Submit the completed application, the Signature Petition (if required) and the non-refundable application fee of \$50 for one-time events or \$150 for serial events **at least 30 days prior to your event** (unless Exclusive Use Resolution is required), to:

City Clerk Office / 210 MLK Jr. Blvd., Rm. 103 / Madison, WI 53703

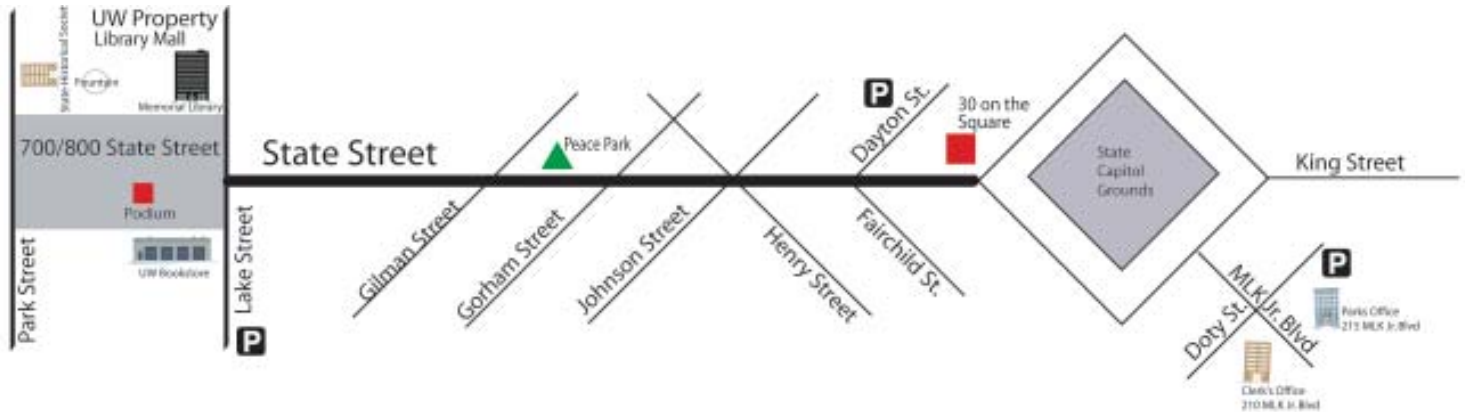
- ◆ The application is reviewed by the Street Use Staff Team at a bi-weekly meeting. Event Organizers may be required to attend the meeting when the application is reviewed. City Staff will contact you if your attendance is required. At the time of the meeting, you will be informed of the conditions of your permit and any additional fees for your requested or necessary equipment and provided services.
- ◆ If/when the application is approved, a street use permit will be issued to the Event Organizer. The Street Use Permit will list the date, time and location of the street closures, as well as any conditions for the event.

215 MLK Jr. Blvd
Suite 120
PO Box 2987
Madison, WI 53701

Phone: 608/266-4711
Fax: 608/267-1162
TTY: 608/267-4980
www.cityofmadison.com/
parks



Special Conditions for State Street



Special Conditions for Library Mall

- Please note that the location between Park Street and Lake Street is part City Property and part UW Property. If your event takes place on the Library Mall (area between Memorial Library and State Historical Society), you will need to contact the University Central Reservation at 262-2511.

Special Conditions for the Podium/700-800 State Street

If you have any questions about the Podium Events, please call 261-4281.

- If an event is to take place in this location during regular business hours (M-F, 8am-5pm), the agencies surrounding the Podium/700-800 State Street must be notified. The listing of the 700-800 State Street agencies to be notified is attached. As the Event Organizer, it is your responsibility to inform and get the signatures of those agencies (electronic or actual). This completed Signature Petition must be included with your completed Street Use Permit Application.
- In general, an event that takes place at the Podium/700-800 State Street may not displace city vendors that are licensed to sell in the 700 & 800 blocks of State St.
- There is no amplification Monday-Friday before 12:30p.m. and noise/music must be kept to reasonable levels at all times.

Special Conditions for '30 on the Square'

- In most cases an event that takes place in this location may not displace city vendors or sell merchandise. If an event requires either of these options, a special resolution must be approved by the Common Council. A minimum of 60 days is required for this process. Call 266-6033 with questions.
- There is no amplification Monday-Friday before 12:30p.m. and noise/music must be kept to reasonable levels at all times.

Special Conditions for Peace Park

If you have any questions about Peace Park, call 266-4711.

- Lisa Link Peace Park is a City of Madison Park. Any events or event components that take place in Peace Park must complete a Parks Special Event Application. Because this is a Madison city park, it does have different regulations and fees.

Special Conditions continued on page 3

Special Conditions for Capitol Square Events

- An applicant requesting the use of the Capitol Square for their event shall post a \$1,000 cash or surety bond to guarantee payment of City equipment and services.
- An event sponsor requesting the right to sell food and/or merchandise in the State Street Mall/Concourse district and further requesting the authority to select the vendors to participate in their event must receive Exclusive Use privileges. Granting this right and providing this authority for an event requires the adoption of two separate resolutions by the Madison Common Council. The resolution process is detailed in the MGO 9.13(6)(k) and requires at least eight weeks to insure proper notification. A \$25 fee per block of Exclusive Use will be charged to the Event Organizer.
- If there is a request to have activities on the State Capitol grounds, a Capitol Grounds permit is required. Contact the Capitol Police at 266-7840 for information regarding this permit.

Site & Route Plan

To ensure proper review of your event, please attach a site and route plan (if applicable). These site and route plans may be blueprints, CAD drawings, or legible sketches.

Site and route plans should include, but are not limited to, the following information: location of tents, stages, fencing, vendors, portable toilets, beer gardens, dumpsters, placement of vehicles, exit location for outdoor events that are fenced, clear signage, accessible paths for wheelchairs as well as ample disabled parking, and any other related event components not listed above.

Please feel free to include a narrative of the event with the site and route plan.

Safety & Security Plan

As an Event Organizer, you are required to provide a safe and secure environment for your event. This is accomplished through sound planning. The Safety and Security Plan should include, but is not limited to the hiring of private security companies and licensed professional emergency medical services, crowd control, venue safety, communication plan in case of an emergency, etc. These plans will be reviewed at the Street Use Meeting by City of Madison Police and Fire Department representatives who may make additional recommendations.

Notification Requirements

Large Public Events of three (3) or more blocks, 10,000 or more estimated attendees and any event requiring bus detours or significant traffic rerouting shall send a copy of the street use permit application to the alderperson(s) of the aldermanic district(s) where the street closure is requested and to the area neighborhood association within five(5) days of filing the application.

In addition, the Event Organizer shall provide written notice of the event to each occupant on the street(s) to be closed, prior to the event. The notification shall include contact information for the Event Organizer. The purpose of the notification shall be to exchange information and receive public comment about the details of the event. The Event Organizer shall keep a record of all public comments and provide them at the Street Use Staff Team meeting when the application is reviewed. If a Street Use Permit is granted, the Event Organizer shall also promptly notify any merchants or building occupants identified by the Street Use Staff Team. The Event Organizer shall provide the Staff Team a copy of the written notice(s).

Certificate of Insurance Information

Please note that insurance requirements depend upon the risk level of the event. If your event will include selling alcohol, vending, run/walk component, fireworks, and/or the attendance is expected to exceed 300 people, the City of Madison may require a "Certificate of Insurance" from your or your parent organization's insurance company. As the Event Organizer, you shall submit a general liability insurance policy certificate in the amount of \$1,000,000 naming the City of Madison and its Parks Division as an Additional Insured Party. The City of Madison Risk Manager must receive this certificate 30 days prior to the event date. This official certificate may be mailed or faxed. City Risk Manager, 210 MLK JR. Blvd, Rm 406, Madison, WI 53703; Phone (608)266-5965; Fax (608)267-8705.

Waiver Explanation

If an application is received more than 60 days before the event, the Street Use Staff team may wait to review the application so that all the information and details of the event are current and complete. In these cases, we request that event organizers waive the 21-day requirement for a decision on the application. If you agree to this waiver, please check and initial the statement as indicated.

Other Required City Permits

The Event Organizer is responsible for obtaining all permits that the City of Madison requires for special events. You must include all pertinent information before this application will be reviewed by staff. Please indicate which permits you will need:

◆ **Special Event Vendors Licence-** If vendors will be selling merchandise at your event, you must have a Special Event Vending License. This is different than a vending license for a park. **After** you receive approval for your Street Use Permit, you will need to contact the City Clerk Office to request an application. On the application you will need to list each of your vendors and their State of WI Tax ID # (a.k.a. State Sellers Permit #). The fee for this license is dependent on the number of vendors at your event: 1-50 vendors \$100.00, 51-200 vendors \$200.00, or over 201 vendors \$300.00

◆ **Temporary Restaurant Permit** - required if food or beverages, other than prepackaged items, will be sold or served at the event. To obtain application and permit, contact the City Clerk's Office, 266-4601. Please indicate date you submitted Temporary Restaurant Permit application _____.

◆ **Parade Permit** - may be required of a run, walk or bike ride event. Contact the Madison Police Department or submit application via their website at www.cityofmadison.com/police. Please indicate date you submitted Parade Permit application _____.

◆ **Temporary Class "B" Retailers License** - required if your event will be selling beer/alcohol. To obtain application and permit, contact the City Clerk's Office, 266-4601. Please indicate date you submitted license application _____.

◆ **Fireworks Permit** - From the Fire Dept., 266-4457 or on-line: www.cityofmadison.com/fire

Cost of a Special Event

The cost to have a special event at the Podium/700-800 State Street and '30 on the Square' varies. All events must pay a non-refundable application fee. The fee is \$50 for a one time event or \$150 for a serial event. Other fee and charges may apply to your event depending on the need for equipment and/or City Services.

Special Event Fee Schedule for Street Use Permits

The prices and availability are subject to change. The equipment rental is available for events in the State Street and Capitol Square locations only. The following list of prices is to assist you, the Event Organizer with budget preparations. A final Special Event billing will be prepared by the City Staff.

Application Fee	One Time/Serial Event	\$50 / \$150
Barrels, trash or recycle	min. of 8 @ \$7.50/barrel	\$60.00
Trash liners, plastic (100 per box)	1/2 box / full box	\$15 / \$30
Chairs (\$1.40 each)	per rack of 50	\$70.00
Tables	each	\$11.00
Electrical Adapter		\$82.50
Delivery Charges for Equipment		At Cost
Dumpsters	per tip	\$166.00
Bus Route Disruption	per route	\$50.00
Special Duty Police Officers - 266-4022	2-hour min. requirement	At hourly rate
Electrician - 266-4767	At hourly rate (overtime on wknds and evenings)	
Street Closing Supplies	266-4761	At Cost
Meter Bags - 267-8756	call at least 2 days in advance	\$1.50/each
Cardboard "No Parking" signs - 267-8756		\$.50/each
Traffic Barricades - 267-4767	first 8 no charge	\$5.00/each addtl
Traffic Cones	each	\$1.00
Traffic Signs (e.g. 'Road Closed')	first 4 no charge	\$5.00

Cleanup: Event Sponsors are responsible for the collection and cleanup of trash from the event. Groups who leave the street(s) in a condition that requires cleanup by Mall Maintenance Staff will be charged the cost of cleanup.

Street Use Staff Team

Event Organizers may be asked to attend a Street Use Staff Team Meeting. The Event Coordinator will arrange attendance at a meeting with the Contact Person for the event. The Street Use Staff Team meets bi-weekly on Wednesdays (beginning the last Wednesday in January) at 10:00a.m. in the Parks Office Conference Room, 215 Martin Luther King, Jr. Blvd, Room 120.

At the Street Use meeting Event Organizers will be asked detailed information regarding the proposed event. Event Organizer should be prepared to provide the following information:

- A comprehensive map indicating the location of the event, proposed street closing(s), set-up of exhibits, vendors, electrical needs and other information as required.
- A detailed map of the route if the street closure is for a run, walk, parade or other “moving activity”.
- A complete event schedule, including time for set up and tear down of event.
- A plan to notify area residents, merchants, alders about the event – i.e. bring copies of the flyer or brochure to be distributed.

Approval of an application is based on the “Standards for Issuance” detailed in Madison General Ordinance Sec. 10.056(6). Staff from the following agencies and departments will be present at the Street Use Meeting to review the application, verify information, answer Event Organizer questions, determine appropriate conditions for the event and provide necessary assistance to facilitate the operation of the event should the application be approved.

Traffic Engineering – review the location of requested street closing(s) and determine barricading, signage, detour and parking requirements for events.

Metro Bus Service – review and evaluate the number and location of Metro bus routes affected by an event and recommends Metro detours and/or requirements for events to accommodate routes.

Madison Police – evaluate and recommend appropriate safety and security requirements for events. Special Duty Police Officers may be required for large events or when alcohol is served.

Fire - evaluate events for adherence to fire and safety requirements (including maintaining a 16' emergency access lane.

Capitol Police – determine whether events require use of the Capitol grounds (see item 2, Capitol Square, Special Conditions, below) and informs applicant/sponsor of “State Facility Use Permit” rules and guidelines.

Streets Department – review street conditions and sanitation needs for events.

Risk Management – determine insurance requirements for an event.

Parks Division – facilitates Street Use Staff Team meetings. Review applications and advise Event Organizer of requirements for event activities and location. Provide administrative assistance to sponsors and staff throughout the application and event process.

State Street/Mall Concourse Maintenance - determine if event will require equipment rental (trash barrels, electrical adapters, etc.) and ensure post-event clean up is properly planned for by the Event Organizer.

City Clerk's Office - advise regarding proper procedure and documentation of the permit process.

Street Use Permit Application Submission

Mail or drop off Street Use Permit Application and the non-refundable application fee:

Fees are \$50 for one time event and \$150 for serial events

City of Madison Clerk's Office

210 MLK Jr. Blvd., Ste. 103
Madison, WI 53703

Questions?

Call 266-6033
Call 261-4281 for Podium Questions