



MADISON PARKS

Madison Parks Division

Community Events
330 E. Lakeside St.
Madison, WI 53715

608-264-9289 • madisonevents@cityofmadison.com

cityofmadison.com/specialevents/streetevents

CITY OF MADISON STREET USE PERMIT

INFORMATION PACKET



TABLE OF CONTENTS

Contents

Permitting your Street Use event _____	
Community Events on Madison Streets _____	1
Downtown Madison Special Restrictions _____	2
Notification Requirements _____	3
Application Requirements _____	4
Street Use permit fee schedule _____	5-6
Additional permitting or licensing requirements _____	7

PERMITTING YOUR STREET USE EVENT

COMMUNITY EVENTS ON MADISON STREETS

(TRAFFIC LANES, PARKING LANES, SIDEWALKS)

The streets in possession of the City are primarily for the use of the public in the ordinary way. However, under proper and uniform circumstances special street use may be permitted, subject to reasonable municipal regulation and control. ([MGO 10.056](#))

A Street Use Permit is required if any of the following apply:

- The request is to close or reserve any portion of a Madison street, sidewalk, parking lane or space for an event or activity.
- The proposed time for the event/activity would create more than minimal disruption or rerouting of traffic from the requested street(s) or rights-of-way.
- The event is scheduled at one of the downtown performance space areas outside of the times allowed by a [Downtown Performance Space permit](#).

Important information:

Application deadlines – Street Use permits are reviewed by the Street Use Staff Commission at bi-weekly, public meetings.

- The application, documents and non-refundable application fee must be submitted at least **30 days prior** to your event.
- If your event requires a Certificate of Insurance, this document must be submitted to the City of Madison Risk Management office at least **30 days prior** to the event.
- If alcohol will be served or sold at the event, street use permit application materials must be submitted at least **60 days prior** to the event and a separate Temporary/Picnic Beer License must be submitted through the Clerk's Office.
- Event requests located in the [Mall Concourse](#), with vending, require a special event resolution. Street use permit applications and the vending license form must be submitted at least **60 days prior** to the event.

Location / date availability - Contact madisonevents@cityofmadison.com to see if your preferred date and location are available.

Budget Planning - Review the Fee Schedule (pages 5 & 6) to estimate the permitting costs for your event.

PERMITTING YOUR STREET USE EVENT

DOWNTOWN MADISON SPECIAL RESTRICTIONS

Street Use events that are in downtown Madison have special rules that may influence your event location, schedule and vending requests.

Downtown Zone restrictions:

Downtown Zone restrictions – if your event will be in the City of Madison Downtown Zone (see DZ map) and will have a traveling component (such as a march, parade or run/walk), review these special considerations before applying.

- [Downtown Zone map](#)
- [Downtown Zone special rules](#) also outlined in [MGO 10.056](#).
- Exceptions to the Downtown Zone Rules: legacy events, premier events, or city sponsored events – [email](#) to see if your event qualifies for an exception to the Downtown Zone rules.

Mall Concourse vending restrictions:

Mall Concourse vending restrictions – if your event will be in the City of Madison Mall Concourse and will include vendors (selling food or merchandise) there are special vending requirements for your event.

- [Mall Concourse map](#)
- Events with vending in the Mall Concourse may need to request a Special Event Resolution.
- Resolutions are needed for:
 - Suspension of vending restrictions – in order to sell merchandise or pre-packaged food within the Mall Concourse vending area, where it is restricted.
 - Invalidation – to invalidate City Vendors' Licenses within your event area, unless specifically exempted.
 - Selection of vendors – authorizes event sponsors to select vendors for the event and requires they obtain a vending license.
- Events that need to request a Special Event Resolution, must apply **at least 60 days** before the event.

Confluence at Library Mall events (700-800 State Street):

Events requesting the use of the 700-800 blocks of State Street, with amplification, Monday-Friday, between 8:00am – 6:00pm, are responsible for notifying the agencies surrounding the area of the event. The event organizer must provide the agencies with event information (date, time, activities, amplification type and schedule.)

Contact madisonevents@cityofmadison.com to get the contact list for this notification requirement.

PERMITTING YOUR STREET USE EVENT

NOTIFICATION REQUIREMENTS

Some events may require the event organizer to contact residents, alders or businesses to notify them of the event.

If your event meets any of the following considerations:

- Large Public Events of Three (3) or More Blocks
- 10,000 or More Estimated Attendance
- Any Event Requiring Bus Detours or Significant Traffic Rerouting

Notification requirements before attending a Street Use Staff Commission meeting:

- **within five (5) days of filing the application**, the applicant shall send a copy of the application to the [alder\(s\)](#) and [neighborhood association\(s\)](#) where the street use is requested.
- The applicant shall keep a record of all public comments and provide them at the Street Use Staff Commission meeting when the application is reviewed.

Notification requirements after attending a Street Use Staff Commission meeting and receiving conditional approval:

- The applicant shall provide written notice announcing the event to each occupant on the street(s) that will be closed or where access is impacted, prior to the event.
- The applicant shall also promptly notify any merchants or building occupants identified by the Street Use Staff Commission, upon request of the Staff Commission.
- The applicant will notify the alder(s) of the event approval and provide event details, including day-of-contact information.

PERMITTING YOUR STREET USE EVENT

APPLICATION REQUIREMENTS

The Street Use permit application will require the following information:

- Organization/Sponsor of the event – must be the same entity taking out the Certificate of Insurance (if applicable)
- Attendance Information
- Event Schedule
- Event Site Map
- Event Route Map(s) – if applicable
- Emergency Action Plan (EAP) – Form A, Form B, or Custom EAP (based on attendance)
- Accessibility Plan
- Cleanup and Recycling Plan

Additionally, if applicable:

- Certificate of Insurance
- Public Amplification Details
- Vending License Information
- Beer/Wine Service or Sales
- Marketing Information

APPLICATION SUBMISSION

The application, documents and non-refundable application fee must be submitted:

- At least **60 days prior** to your event if alcohol will be sold or a Special Event Resolution is needed to allow merchandise to be sold in the [Mall Concourse area](#) and / or organizers want to select their own vendors and invalidate City Vendors' licenses within the event perimeter.
- At least **30 days prior** to your event, if event does not require additional licenses or resolutions. If your event requires a Certificate of Insurance, it must be received by the City of Madison Risk Management Office 30 days prior to the event.

PERMITTING YOUR STREET USE EVENT

EVENT BUDGET PLANNING

The cost to have a community event on Madison streets varies. All events must pay a non-refundable application fee. Other fees and charges may apply to your event depending on the need for equipment and/or City services. Use the Fee Schedule to aid your event budget planning. Final fee assessment is done by City Staff.

STREET USE PERMIT FEE SCHEDULE

Billed through Parks Division..... (608) 264-9289

Street Use Permit Application Fee – must be submitted with permit application (non-refundable)

One Time/One Day Event	\$100.00 (NT)
One Time/Two or More Day Event.....	\$200.00 (NT)
Series Event.....	\$300.00 (NT)

Past Deadline Application Fees

Application submitted less than 30 days before event.....	\$250.00 (NT)
Application with Beer/Wine Sales submitted less than 60 days before event.....	\$250.00 (NT)
Application requesting Special Event Resolution submitted less than 60 days.....	\$250.00 (NT)

Street Use Vending License Fees

Special Vending Resolution(s) Needed per block requested.....	\$50.00 (NT)
Special Event Umbrella License Fees:	
1-25 Vendors.....	\$400.00
26-100 Vendors.....	\$675.00
101-300 Vendors.....	\$975.00
301 or more Vendors.....	\$1,700.00

Additional Event Permit Fees

P.A. Permit (Amplified Sound)	\$100.00 (NT)
Beer/Wine Sales Permit.....	\$700.00 (NT)
Bus Route Disruption per Route (per day)	\$100.00 (NT)
Weekend Capital Loop Detour (per day)	\$300.00
Weekday Capital Loop Detour (per day)	\$600.00

Equipment Fees

Trash Barrels (8 barrel minimum).....	\$18.75 per barrel
Dumpster (per dumpster, per tip).....	\$375.00
Electrical Adapter – only needed in specific areas on the Capitol Square.....	\$94.50

(See next page)

PERMITTING YOUR STREET USE EVENT

Street Closing Supplies billed through City Traffic Engineering(608) 266-4761
Traffic Barricades, (608) 266-4767 First 8 no charge, \$5.00 each additional
Traffic Signs (i.e., Road Closed) First 4 no charge, \$5.00 each additional
Traffic Control Equipment Delivery and Pick up (2 workers, truck & trailer) \$155.72/hour

No Parking Signs billed through Parking, call 2 days in advance (608) 267-8756
For meters on streets closed with permit \$2.00 per bag
For meters on streets that are NOT closed \$2.00 per bag + daily revenue fee
Cardboard No Parking Signs, call (608) 267-8756 \$2.00 each
No Parking signs posted by Parking Enforcement staffactual cost of staff / hour

Madison Police Department (MPD) Staffing Fees billed through MPD

Special Duty Police Officers, 2 hour minimum Hourly Rate / Special Duty (608) 266-4022
Special Event Police Officers: per hour rate determined by MPD
Madison Police Department Special Event Unit, call for staffing requirements (608) 266-4482

Madison Fire Department (MFD) Staffing Fees billed through MFD

Madison Fire Department staffing..... per hour rate determined by MFD
City of Madison EMS staffing per hour rate determined by MFD

Cleanup Charges: Groups who leave the street(s) in a condition that requires cleanup by City staff will be charged full cost of cleanup; labor, materials, and/or equipment.

The Fee Schedule is subject to change without notice. Non-Taxed Item = (NT)

PERMITTING YOUR STREET USE EVENT

ADDITIONAL PERMITTING OR LICENSING REQUIREMENTS

Additional City of Madison licenses/permits, as applicable:

[Madison Fire Department](#)(608) 266-4420

- [Tent Notification of Operation License](#) is required for events with tents over 400 square feet (includes multiple tents setup side by side without a 12 ft. fire break). - 30 days ahead of time
- [Calculating Capacity for Outdoor Places of Assembly permit](#) is required for events with physical barriers on 2 or more sides of the event perimeter (fencing, buildings, tent walls, etc.)
 - [Handout: Calculating Capacity & Exiting for Outdoor Places of Assembly](#)
- Requesting EMS services for your event – contact dcrossen@cityofmadison.com to receive a request form.

[Economic Development Division](#) (608) 261-9171

- [Basic Street Vending License](#) ensures a mobile food vendor has all public health licensing to sell food at an event.

[Parks Division](#) (608) 264-9289

- [Park Event permit](#) if any portion of your event is in a City of Madison Park.

[Zoning Department](#)(608) 266-4551

- [Temporary Use permit](#) vis required if any portion of your event is on private property (parking lots)
- [Private Noise Amplification permit](#) may be required if you will have amplified sound on private property.

[City Clerk's Office](#) (608) 266-4601

- [Temp B Picnic License](#) required for public events that are serving or selling beer/wine on public property.
 - [Temp B FAQ](#)

Other jurisdictions:

[Public Health of Madison and Dane County](#)(608) 242-6515

- [Transient Food Stand License](#) required for food vendors setting up temporary food stands at public events.
- [Mobile Food Establishment License](#) required for food cart vendors selling food at public events.

State of Wisconsin

[Department of Revenue](#) (608) 264-4582

- [S-240 Form](#) is required for any event that has vendors selling food, merchandise, etc. at the event.

[Wisconsin State Capitol Police](#) (608) 266-7840

- [State Facility \(Capitol Grounds\) Use permit](#) is required for any event requesting to use Wisconsin State Capitol Grounds.