

# OUR CITY OF MADISON



Street + Eatery = STREATERY!

Meghan Blake-Horst, Street Vending Coordinator

Rebecca Cnare, Urban Design Planner

CITY OF **MADISON**

# Survey finds 33% of Wisconsin restaurants could close within 6 months if COVID-19 measures continue

Samara Kalk Derby | Wisconsin State Journal Sep 22, 2020



# 'Takeout just isn't the same': Some restaurants and bars reopen in face of COVID-19 pandemic

Samara Kalk Derby | Wisconsin State Journal , Kelly Meyerhofer | Wisconsin State Journal May 27, 2020



NOT ALLOWED!!





Street + Eatery = STREATERY!



Taiwan Little Eats: "Thanks to the Streatery Program we've been able to expand our outdoor seating to almost what we had in-store."



Winter is Coming!





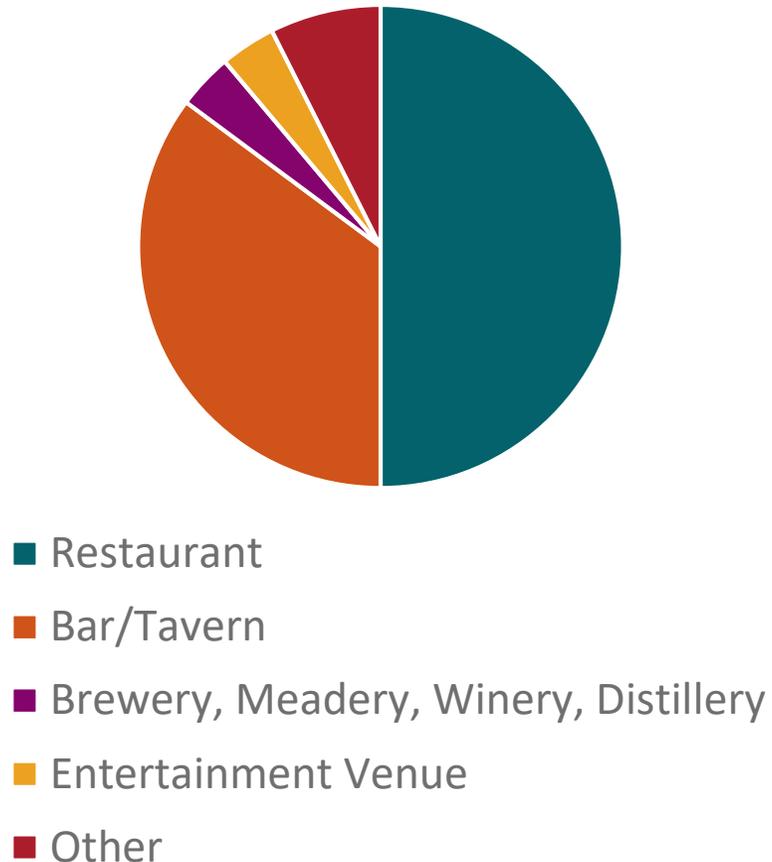
# Horse is out of the Barn!

- 9 Café Zones (30 businesses)
- 57+ Expanded Cafes
- 70+ New Parking Lot Cafes

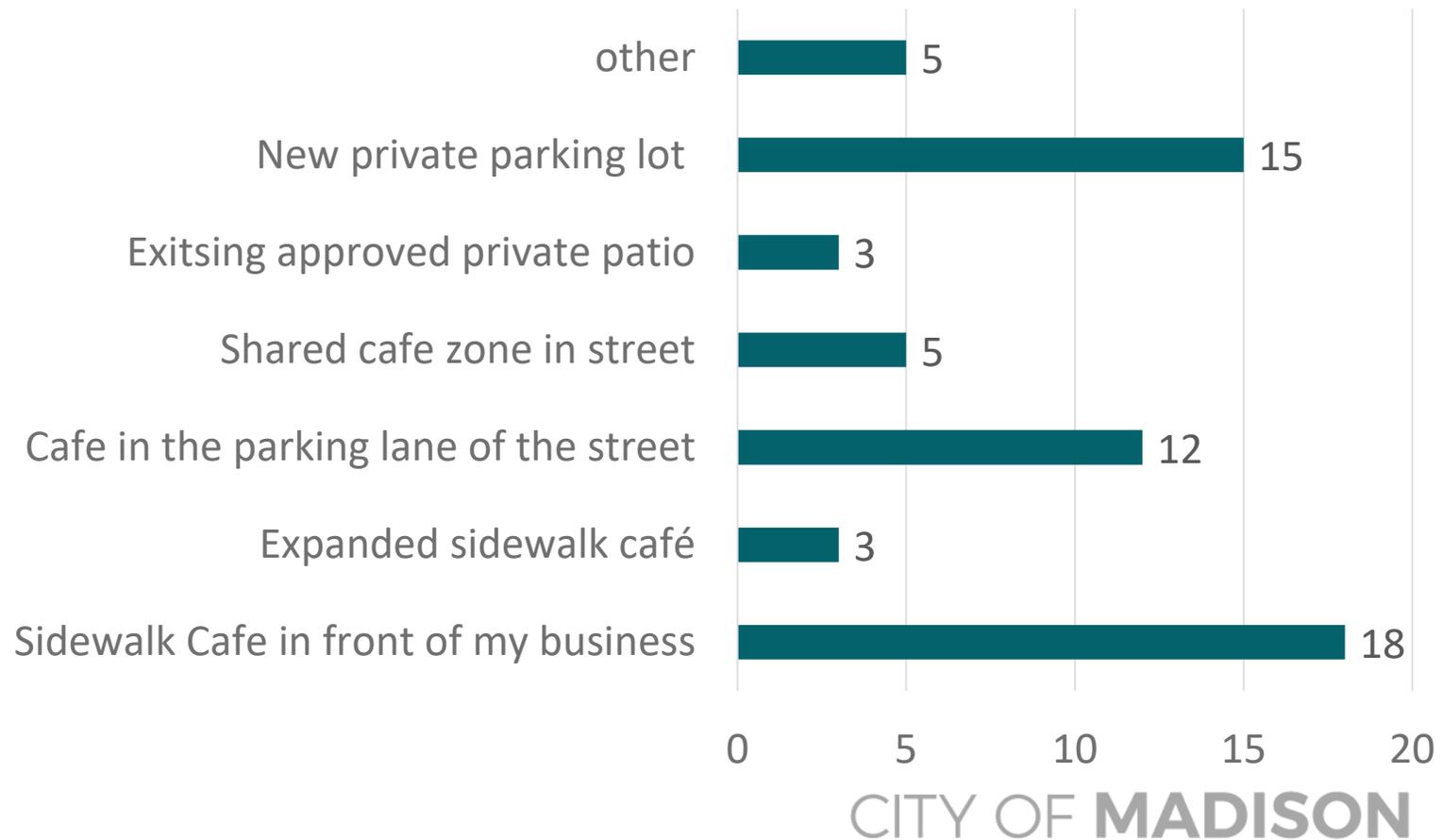
- Streamline Approvals
- Establish Fees
- Privatization of Public Space
- More Equitable

# Streatery Participant Survey!

What Types of Businesses Participated?

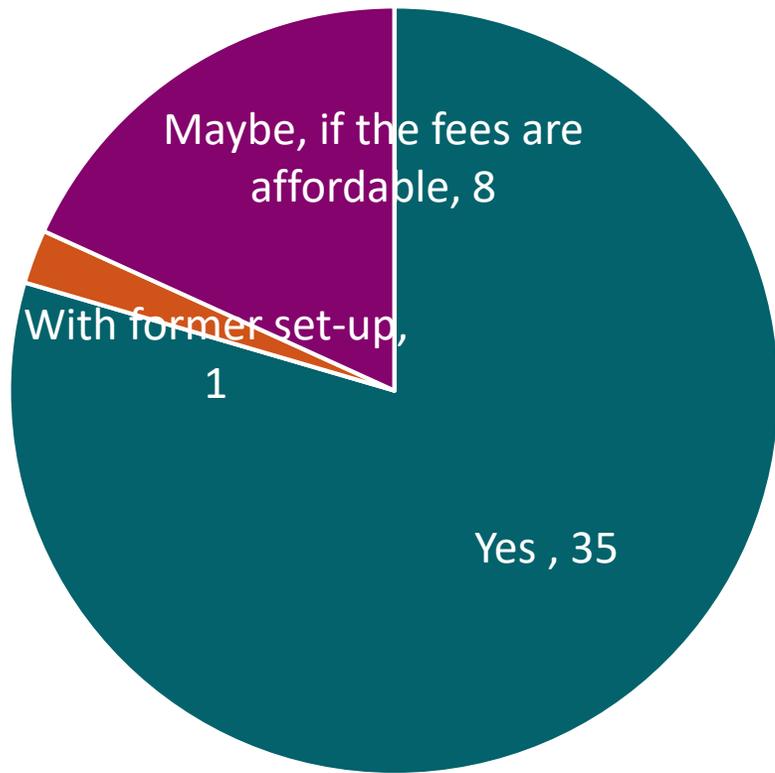


Streatery Types

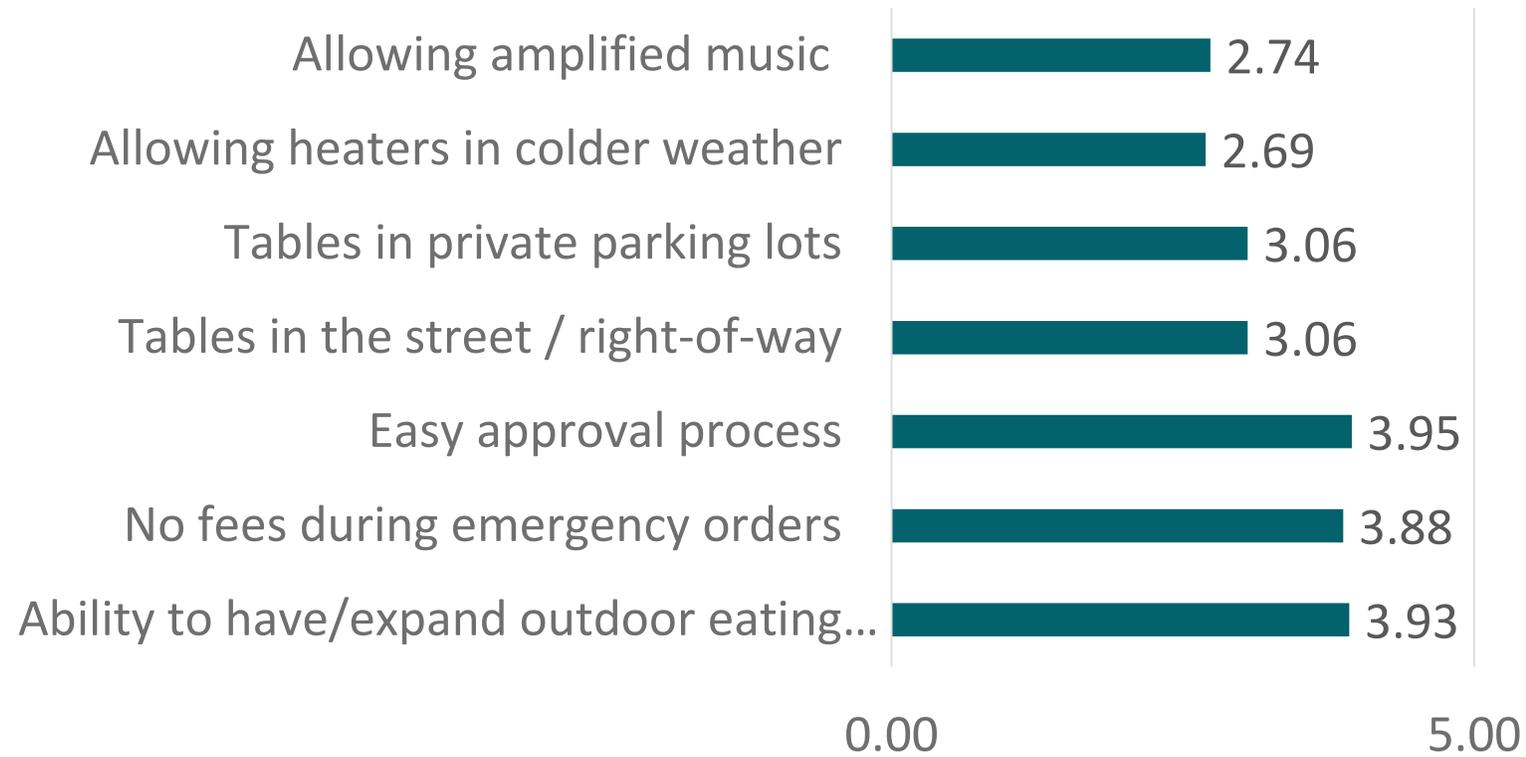


# Streatery Participant Survey!

### Future Plans?

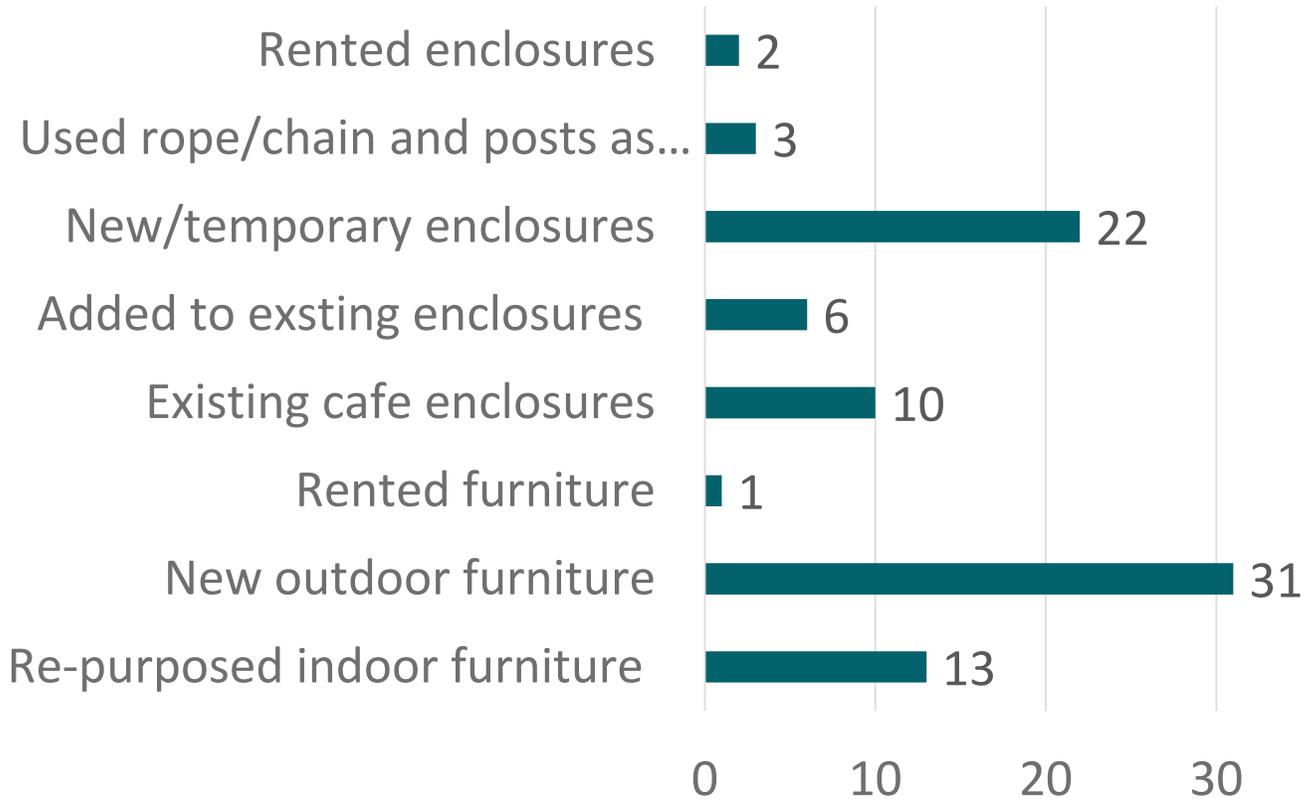


### Most Beneficial Aspects of Program



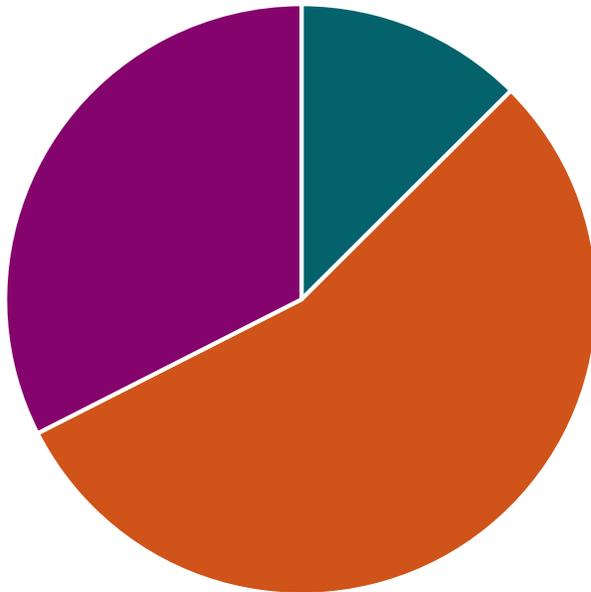
# Streatery Participant Survey!

## Streatery Café Furnishings



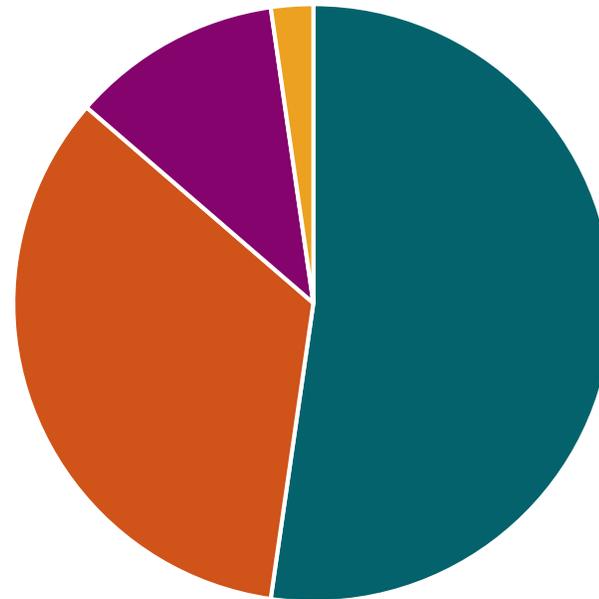
# Streatery Participant Survey!

## Winter Cafes



- Yes! All Winter!
- Not all winter, but we stayed open longer than usual
- We hibernated

## Winter Heating



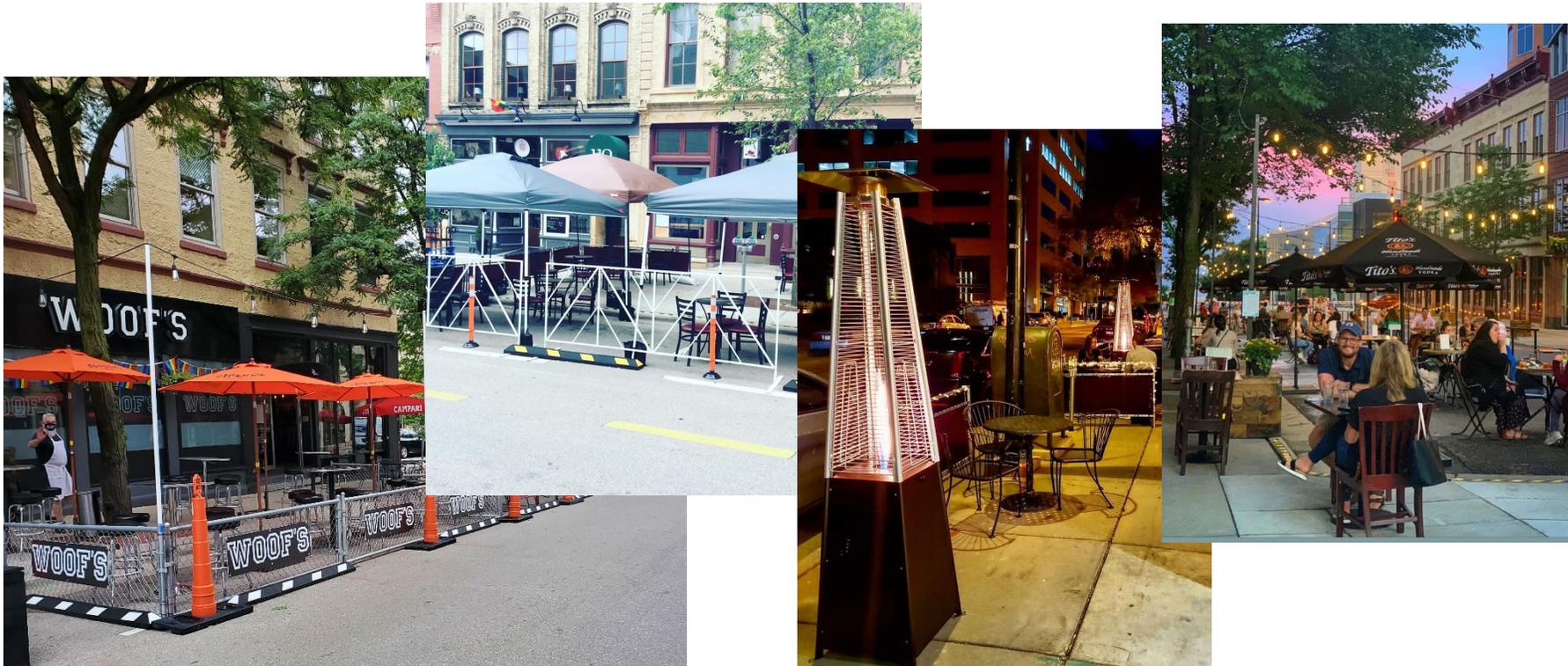
- No heaters
- Propane heaters
- Fire pits
- Enclosed tents, igloos etc for each table



# Streatery Participant Survey!

Umbrellas, pop-up tents, heaters & lights were among the most desired furnishing additions to the ordinance

A few furnishing hiccups...



# Staff Survey Results!

## Things that worked best from a staff perspective:

**1. Streamlined approval processes**

- Lack of conditional use, temporary extension of premises etc.

**2. Flexibility:**

- Flexibility for vending staff to approve different configurations / set ups / equipment
- Flexibility in seating locations (parking lots, open spaces, roadways, sidewalk, terraces)

**3. Point liaison** for coordination of plan

4. A strong, pronounced, belief in, support for, businesses and people

5. Blocking of meter stalls, Good use of un-used parking spaces during COVID

6. It prioritizes pedestrians over cars - keep allowing flexible use in parking lots

7. Encouraged standard safety structures/designs for roadside locations

# Staff Survey Results!

## Things that DID NOT work from a staff perspective:

- 1. Permit confusion for both participants and staff** - need a coordinated application process – some fees needed in future
- 2. Accessibility** – ADA compliance, lack of short term parking, abuse of curbside pick-up stalls
- 3. Securing/storage of café items** on sidewalk and in the road (tables/chairs, lights, umbrellas, road safety equipment)
- 4. Coordinated fee structure**
- 5. Other**
  - Fire pits/flames caused confusion, mistaken reports of structure fires.
  - Limited time to implement / limited time to manage ongoing.
  - Some places had fairly junk store appearance, which is understandable
  - More permanent, attractive signage

# Licenses, Permits & Existing Fees Chart

License/Permit Type	Duration	\$ Cost	Comments/Other
Sidewalk Café - Mall/Concourse	Annual	\$5.50 / Sq ft	Sidewalk/terrace only
Sidewalk Café - City Wide	Annual	\$3.00 / Sq ft	Sidewalk/terrace only
Extension of Premises (Alcohol)	One-time	\$25	Per change to configuration
Conditional Use for Private Lots	One-time	\$600	Plan Commission Review Fee
Parking Meter Hood Usage	Daily	\$18	Parking revenue
Non-metered parking space (2 hr. limit)	Daily	\$5	Parking revenue
Street Occupancy Permit	Daily	\$20-30	90-day limit in addition to parking fees – this program isn't meant for Streateries
Amplification	Per-event	\$30	Defined hours, only in right-of way, not for private lots - needs other approvals

# Licenses, Permits & Existing Fees Chart

License/Permit Type	Duration	Existing parking lot	Cost for Typical café expansion in a private parking lot
Sidewalk Café - Mall/Concourse	Annual	\$5.50 / Sq ft	N/A
Sidewalk Café - City Wide	Annual	\$3.00 / Sq ft	N/A
Extension of Premises (Alcohol)	One-time	\$25	N/A
Conditional Use for Private Lots	One-time	\$600	\$600 Plus 6 month approval
Parking Meter Hood Usage	Daily	\$18	N/A
Non-metered parking (2 hr. limit)	Daily	\$5	N/A
Street Occupancy Permit	Daily	\$20-30	N/A
Amplification	Per-event	\$30	4 events per month = \$720 – depends upon conditions of approval
	TOTAL FEES		<b>\$1320</b>

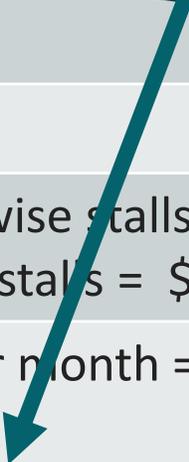
# Licenses, Permits & Existing Fees Chart

License/Permit Type	Duration	\$ Cost	Cost for Typical 400 SF café expansion in the downtown for May-October (6 mos) (2 parking stalls)
Sidewalk Café - Mall/Concourse	Annual	\$5.50 / Sq ft	\$2200
Sidewalk Café - City Wide	Annual	\$3.00 / Sq ft	N/A
Extension of Premises (Alcohol)	One-time	\$25	\$25
Conditional Use for Private Lots	One-time	\$600	N/A
Parking Meter Hood Usage	Daily	\$18	\$6480
Non-metered parking (2 hr. limit)	Daily	\$5	N/A
Street Occupancy Permit	Daily	\$20-30	Two lengthwise stalls = \$9,900 Two angled stalls = \$4950
Amplification	Per-event	\$30	4 events per month = \$720
	TOTAL FEES per season for expansion area only (not old café)		<b>\$19,320 for two parallel parking stalls</b> <b>\$14,375 for two angled parking stalls</b>

# Licenses, Permits & Existing Fees Chart

License/Permit Type	Duration	\$ Cost	Cost for Typical 400 SF café expansion in the downtown for May-October (6 mos) (2 parking stalls)
Sidewalk Café - Mall/Concourse	Annual	\$5.50 / Sq ft	\$2200
Sidewalk Café - City Wide	Annual	\$3.00 / Sq ft	N/A
Extension of Premises (Alcohol)	One-time	\$25	\$25
Conditional Use for Private Lots	One-time	\$600	N/A
Parking Meter Hood Usage	Daily	\$18	\$6480
Non-metered parking (2 hr. limit)	Daily	\$5	N/A
Street Occupancy Permit	Daily	\$20-30	Two lengthwise stalls = \$9,900 Two angled stalls = \$4950
Amplification	Per-event	\$30	4 events per month = \$720
	TOTAL FEES per season for expansion area only (not old café)		<b>\$19,320 for two parallel parking stalls</b> <b>\$14,375 for two angled parking stalls</b>

**This seems excessive for something we want to promote**



# Rules that were broken/not enforced!

- Keeping equipment on the sidewalk overnight
- Less than 6' walkway/less than 2' from the curb
- No covered garbage can
- Enclosures missing
- Café expanded beyond approved dimensions
- Signage – umbrella's, tents, café, flags, portable signs, etc.
- Using City amenities to secure or power equipment
- Unapproved equipment, cords, lighting
- Use of heaters without approval
- Alcohol on table past 1a
- Amplified music outside of approved hours (live, TV, movie, playlist)
- Umbrella's extending beyond enclosures – into walkway or street



# Ordinance Comparisons - Operations

## Pre-COVID

- Hold an active Sidewalk Café License prior to setting equipment in the right-of-way
- Café can only be approved for linear frontage of the business
- Active Certificate of Insurance on file with the City
- Adequate covered garbage can and shall maintain the site in a clean, orderly and litter-free manner
- No alcohol on tables after 1a (unless liquor license has other conditions)
- Licenses may be invalidated for specific special events (maximum of 10x per year)
- No dogs in outdoor dining areas
- No building planter boxes around City trees

## During COVID

- Streamlined approval process
- Expand beyond linear building frontage
- Use of parking lane, roadway
- Amplified and live music allowed
- Full street closure
- Temporary Extension of Premises
- Dogs allowed in outdoor dining areas
- Planter boxes build around City trees

# Ordinance Comparisons - Furnishings

## Pre-COVID

- All furniture and enclosures (equipment) must be approved by the Street Vending Coordinator prior to use in the right-of-way
- No furniture or enclosures out overnight (unless permitted to remain pursuant to a privilege in streets permit.)
- Café's furniture is required to come in 30 minutes after close
- Umbrella's must be anchored and not exceed the area covered by the tables and chairs
- No pop-up tents or vending within the enclosures
- All café furniture must remain within the enclosure
- Tables shall be no more than 32' in diameter (unless otherwise authorized by the VOC and based on size and configuration of site)
- Tables and chairs must be weatherproofed, attractive and in good repair and be maintained in and attractive and presentable condition
- Plastic furniture is prohibited

## During COVID

- Full café set-ups not removed nightly
- Equipment locked to City amenities (daily and overnight)
- Use of inside furniture for outside use (increased table/chair)
- Pop-up tents within enclosure if space allows
- Umbrellas larger than café area, unanchored, logos and/or extended into sidewalk or street
- Chairs extending into walkway
- Plastic furniture and AstroTurf allowed
- Heating elements allowed
- Planters, trees, host stands, movie screens, TVs and other decorative elements added to café area

# Ordinance Comparisons - Enclosures

## Pre-COVID

- Enclosures on all 4 sides of the café
- Enclosures shall have 1 but not more than 2 unobstructed entrances with a 3'-6' opening
- Enclosures must be between 36" – 42" in height and may be flush to the ground, but not more than 6" from the ground
- Enclosures must be stable, rigid, wind-resistant, self-supporting framework, capable of maintaining all furniture and other objects
- Free of tripping hazards. Hanging elements such as chains or ropes shall not be considered sufficiently stable enclosures.

## During COVID

- No front enclosures (only 3 sides)
- Decreased distance to City amenities
- Minimal enclosures or requirements for height
- Approved a wide variety of enclosure designs and materials
- Drilling in to the street to secure fencing
- Required yellow/black tape on curb to identify step down when cafes were extended into parking lane

# Ordinance Comparisons – Signs & Lighting

## Pre-COVID

- No logos on enclosures or umbrellas (MGO Chapter 28 & 31)
- Must apply for and receive a Portable Sign Permit for any sandwich boards or additional signage on or within your café (MGO Chapter 31)
- Decorative Lighting – low-voltage, battery or solar powered lights may be used on enclosures or umbrellas.
- No such lighting or other decorative features or cords shall be strung from the building or any public amenity.
- No lighting or other electrical device that must be plugged in to a power source, or any extension cords, be used within the café, on umbrella, or on the surrounding sidewalk for any reason.

## During COVID

- Signage on umbrellas and tents un-enforced
- Extra signage on café enclosures
- Flags with signage or sponsorship banners
- Portable signage increase usage
- Decorative overhead lighting/light boxes
- Electric connected to building or city polls

# Poll Questions?

## For Cafes in the right-of-way..

- Raise of Hands –
- Continue to allow cafes in Street/Parking Lane
  - With appropriate fee structure
- Keep some but not all of relaxed rules on furnishings
  - Enclosures
  - Tables/chairs
  - Pop-up tents
  - heaters
- Continue to allow expansions beyond storefront / property
- Continue to allow music
  - Live music
  - Speakers on buildings –
  - Televisions / movie screens

# Poll Questions

## Cafes in Private Parking lots / alleyways

- Raise of Hands –
- Continue to allow cafes in parking lots w/ staff approval
- Go back to conditional use process in some locations
  - i.e adjacent to residential uses
- Keep some but not all of relaxed rules on furnishings
  - Enclosures
  - Tables/chairs
  - Pop-up tents
  - heaters

# Discussion questions!

- Rules/ Ordinance Changes – what do you want to see
- License /Permits Fees – what do you think is reasonable
- Equity – how do we get more underrepresented businesses involved
- Balance of public/private space
- Squabbles between restaurants

# Permits/Existing Fees Chart

Annual Fees	Fere Type	\$ Cost	Comments/Other
Sidewalk Café - Mall/Concourse	Annual	\$5.50 / Sq ft	Sidewalk/terrace only
Sidewalk Café - City Wide	Annual	\$3.00 / Sq ft	Sidewalk/terrace only
Extension of Premises (Alcohol)	One-time	\$25	Per change to configuration
Conditional Use for Private Lots	One-time	\$600	Plan Commission Review Fee
Parking Meter Hood fee	Daily	\$18	Parking revenue
Non- metered parking space (2 hr limit)	Daily	\$5	Parking revenue
Street Occupancy Permit	Daily	\$20-30	90-day limit in addition to parking fees – this program isn't meant for Streateries
Amplification	Per-event	\$30	Defined hours, only in right-of way, not for private lots - needs other approvals

# Next Steps!

- July 27 GSSBA/DMI/BID forums
- Fall/ Early Winter
  - Staff will compile some suggested ordinance, permits and other changes
- Late 2021, early 2022
  - Regular BCC approval process for ordinance changes
    - VOC, DCC, EDC, Plan Commission, Common Council etc.