

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Ride the Drive - Westside

Event Organizer/Sponsor Madison Parks

Is Organizer/Sponsor a 501(c)3 non-profit agency? Yes No

If Yes, provide State of Wisconsin Tax Exempt Number _____

Address 210 MLK Blvd, Madison, WI ~~53704~~

City/State/Zip Madison, WI 53701

Primary Contact Anne Whisner FAX 608-267-1162

Work Phone 267-4919 Phone During Event 209-7980

E-mail awhisner@cityofmadison.com

Website www.cityofmadison.com/pro/ride-the-drive

Secondary Contact Chris Pedretti Phone During Event _____

Work Phone 608-267-6517

E-mail cpedretti@cityofmadison.com

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: _____

Estimated Attendance 10000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 11am to 2pm Yes No

EVENT CATEGORY

Run/Walk Music/Concert Festival Rally Parking (i.e., bagging meters)

Other 3 mile route & closed to vehicular traffic, and open to cyclists, pedestrians, and a block party atmosphere

LOCATION REQUESTED

Capitol Square (note specific blocks below) Podium/700-800 State Street

30 on the Square (a.k.a. top of 100 block of State Street) Other (specific blocks/streets requested below)

Street Names and Block Numbers: Segoe Rd to Regent St to Rosa to South Hill to Segoe

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 8/18/2013 Rain Date(s) NA

Event Start Date(s)/Time(s) 10am Set-Up Date(s)/Time for Event 8am

Event End Date(s)/Time(s) 3pm Take-Down Time 3:15pm

Take-Down Time: start to streets reopened

APPLICATION SIGNATURE

_____/I/We waive the 21-day decision requirement. _____ (PLEASE INITIAL)

Your signature below indicates that you have read and understand the instructions and guidelines for a community event. Further, the person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved area. Falsification of information on the application will result in forfeiture of up to \$200 per falsified item.

In addition to the rules and regulations detailed in the permit application instructions and guidelines, Street Use Permits are subject to all applicable ordinances, statues and laws.

Signature Anne Whisner Date 8/1/13

Ride the Drive - Westside

August 18, 2013

Street Use Permit

Event details:

Overview

Ride the Drive is a community event that turns a three-mile loop of Madison's signature streets (Regent Street and Segoe Road, among others) into a public promenade that is closed to cars and opened to bikers, walkers, rollerbladers, and those out to share in the experience and fun atmosphere. The free event draws thousands of people to ride, walk and skate on the route, enjoy live music, food, and participate in various public art projects.

History

In celebration of Madison's commitment to bicycling and healthy lifestyles, Madison hosted its first Ride the Drive in 2009. This event has grown in popularity and averages 20,000 people per event. This is the first time this event will be held on the west side.

Goals

Ride the Drive has four goals:

- Encourage cycling, walking, and alternative transportation
- Increase health and wellness of the participants
- Increase neighborhood awareness and raise acceptability of bicycling and walking as modes of travel
- Expanding the opportunities to connect individuals to neighborhoods, neighborhoods to commerce and commerce to the entire Madison community

Route

The route will feature a three loop on the city's west side that will include "villages" with activities, vendors, and stopping points along the way. There is no beginning or ending point of the route; participants enter at any point along the three miles.

*The northside or east bound lane of Regent street will be used by Metro buses and/or residential traffic.

Schedule of Events

- | | |
|---------|--|
| 8:30am | Roads close-barricades go up
Set up begins |
| 10:00am | Event begins and activities within the event begin |
| 2:00pm | Activities within the event stop
Equipment, vendors materials, etc are cleaned up and moved off the streets |
| 2:30pm | Volunteers along the route inform participants that the route will be open to traffic in 20 minutes |
| 3:00pm | Work with TE to make sure streets are clear and the streets reopen to traffic. Volunteers remove barricades. |

Activity areas

There will be stopping areas along the route at:

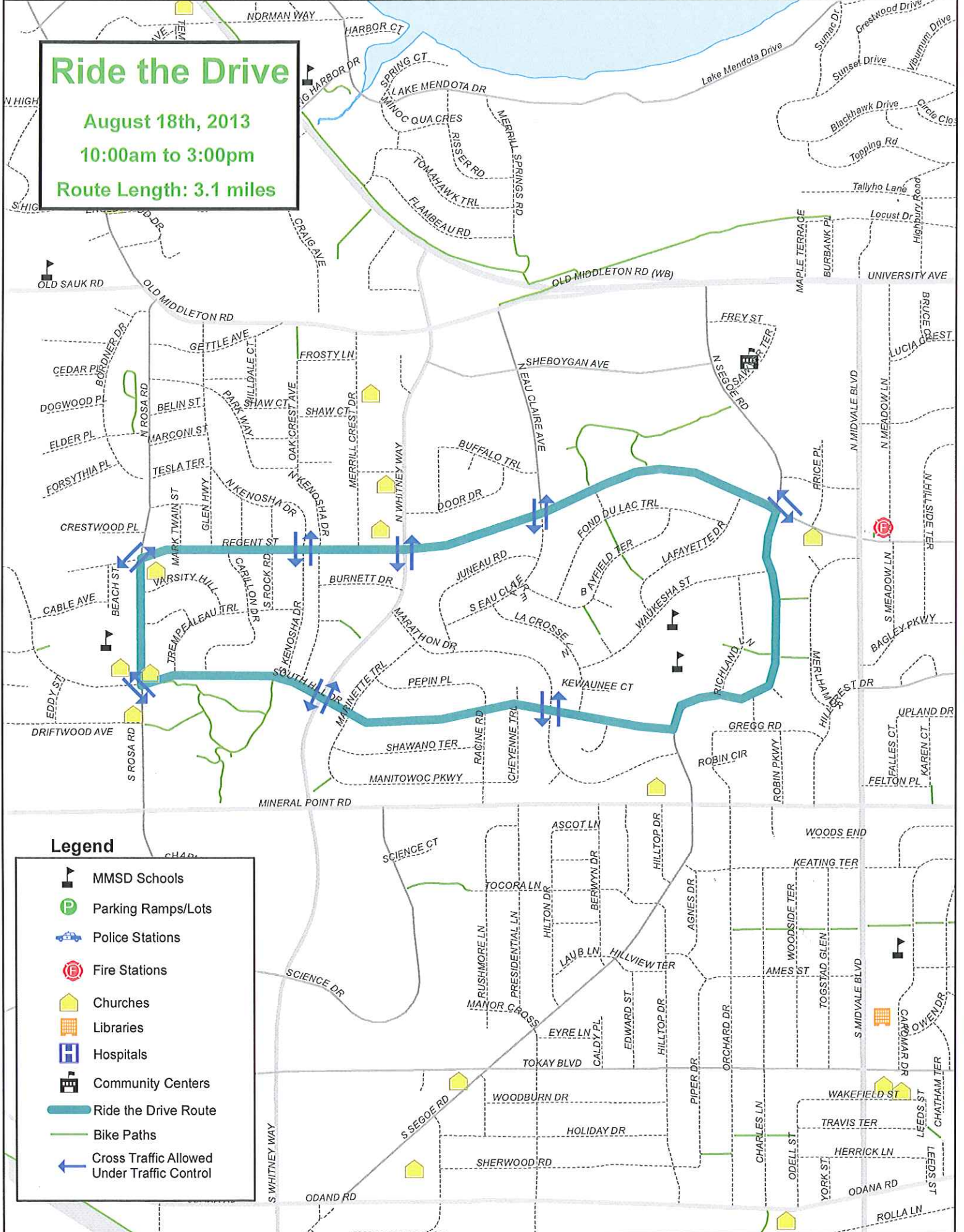
- Rennebohm Park/Regent Street
- Garner Park/South Hill Drive
- Van Hise School/Segoe Road

Ride the Drive

August 18th, 2013

10:00am to 3:00pm

Route Length: 3.1 miles



Legend

- MMSD Schools
- Parking Ramps/Lots
- Police Stations
- Fire Stations
- Churches
- Libraries
- Hospitals
- Community Centers
- Ride the Drive Route
- Bike Paths
- Cross Traffic Allowed Under Traffic Control