



# STREET USE PERMIT APPLICATION



### CONTACT INFORMATION

Name of Event: Summer Monroe Street Sidewalk Sale  
 Event Organizer / Sponsor: Monroe Street Merchants Association  
 Organization / Sponsor Address: 90 1721 Monroe St 53711  
 Organization / Sponsor website: www.monroestreetmadison.com  
 Day-of contact info:  
 Primary Contact: Carol Schroeder Email: monroestreetmac.com  
 Work Phone: 608-255-8211 Phone During Event: 608-255-8211  
 Secondary Contact: \_\_\_\_\_ Email: \_\_\_\_\_  
 Work Phone: \_\_\_\_\_ Phone During Event: \_\_\_\_\_

### EVENT INFORMATION

Annual Event?  Yes  No  
 Vending?  Yes  No  
 Will sponsor apply for temporary class B license to serve or sell beer/wine for this event?  Yes  No  
**If the class B is denied, will the event(s) occur?**  Yes  No  
 Public Amplification?  Yes  No  
 Selling or serving beer/wine?  Yes  No

### OCCURRENCE:

One-Day Event  
 Multi-Day Event (consecutive days)  
 Recurring Event (weekly, monthly)

### TYPE OF EVENT (select all that apply):

Run/Walk  
 Music/Concert  
 Festival  
 Rally  
 Other: sidewalk sale

### EVENT SCHEDULE (see page 2 for detailed schedule form)

Set Up - Date(s): July 19, 2024 Time(s): 9:00  
 Street Closure - Date(s): None Time(s): \_\_\_\_\_  
 Event Start - Date(s): July 19 + 20, 2024 Time(s): 10:00  
 Event End - Date(s): " " Time(s): 5:30  
 Street Reopen - Date(s): \_\_\_\_\_ Time(s): \_\_\_\_\_  
 Clean Up - Date(s): July 20, 2024 Time(s): 6:00

### LOCATION INFORMATION

(Select all that apply)  
 Requesting sidewalk space  
 Requesting parking stalls (meter or on-street)  
 Requesting closure of a parking lane  
 Requesting closure of a traffic lane  
 Requesting full street closure

List street name(s), block number(s), and/or meter number(s)

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**APPLICATION SIGNATURE:** BY SIGNING THIS APPLICATION, THE "EVENT ORGANIZER/SPONSOR" LISTED ABOVE AGREES TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS OFFICERS, OFFICIALS, EMPLOYEES AND AGENTS HARMLESS AGAINST ALL CLAIMS, LIABILITY, LOSS, DAMAGE, OR EXPENSE INCURRED BY THE CITY ON ACCOUNT OF ANY INJURY TO OR DEATH OF ANY PERSON OR ANY DAMAGE TO PROPERTY CAUSED BY OR RESULTING FROM THE ACTIVITIES FOR WHICH THE PERMIT IS GRANTED.

Applicant Signature: Carol Schroeder Date: 5-21-24  
 \_\_\_\_\_  
 By initialing, I/we waive the 21-day decision requirement.



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## ATTENDANCE AND SCHEDULE FORM

### ESTIMATED ATTENDANCE

Estimated average daily attendance for event: 500 Estimated total attendance for event: 1000

### DAILY ATTENDANCE INFO:

Date: _____	Estimated attendance (total): _____	Peak time / attendance: _____
Date: _____	Estimated attendance (total): _____	Peak time / attendance: _____
Date: _____	Estimated attendance (total): _____	Peak time / attendance: _____
Date: _____	Estimated attendance (total): _____	Peak time / attendance: _____

### EVENT SCHEDULE (include all information below, as applicable)

- SETUP DATE(S)/TIMES – provide date(s) and time(s) for when setup will begin in the public space.
- STREET CLOSURE(S) – provide detailed timing for when the street(s) will be closed & re-opened.
- PARKING METER/STALL(S) – provide detailed timing for when the parking request(s) will begin and end.
- OTHER SCHEDULE DETAILS SHOULD INCLUDE – vendor setup/take down, concert setup/set times/take down, run/walk start & end times (last runner), parade/march start time, specific advertised activities that will draw a crowd, etc.
- EVENT DATE(S)/TIMES – provide date(s)/times for when the event is open and closed to the public, each day.
- CLEANUP DATE(S)/TIMES – provide date(s) and time(s) for cleanup, indicate when everything will be out of the public space.

(PROVIDE A SEPARATE ATTACHMENT IF YOU NEED MORE SPACE OR IF YOU HAVE A DETAILED SCHEDULE DOCUMENT ALREADY AVAILABLE)

DATE/TIME	ACTIVITY DETAILS FOR EACH DAY (SETUP, EVENT AND TAKE-DOWN) *INCLUDE AS MUCH DETAIL AS POSSIBLE FOR YOUR EVENT SCHEDULE*
daytime	merchants will have some products outside on sidewalk, leaving 36" clearance as required
↳ sidewalk	
side	





# STREET USE PERMIT APPLICATION



## ACCESSIBILITY PLAN

Events permitted in the City of Madison are required to have an accessibility plan. The scope and details of the accessibility plan depend on the scope and details of the event. The accessibility plan could include the following:

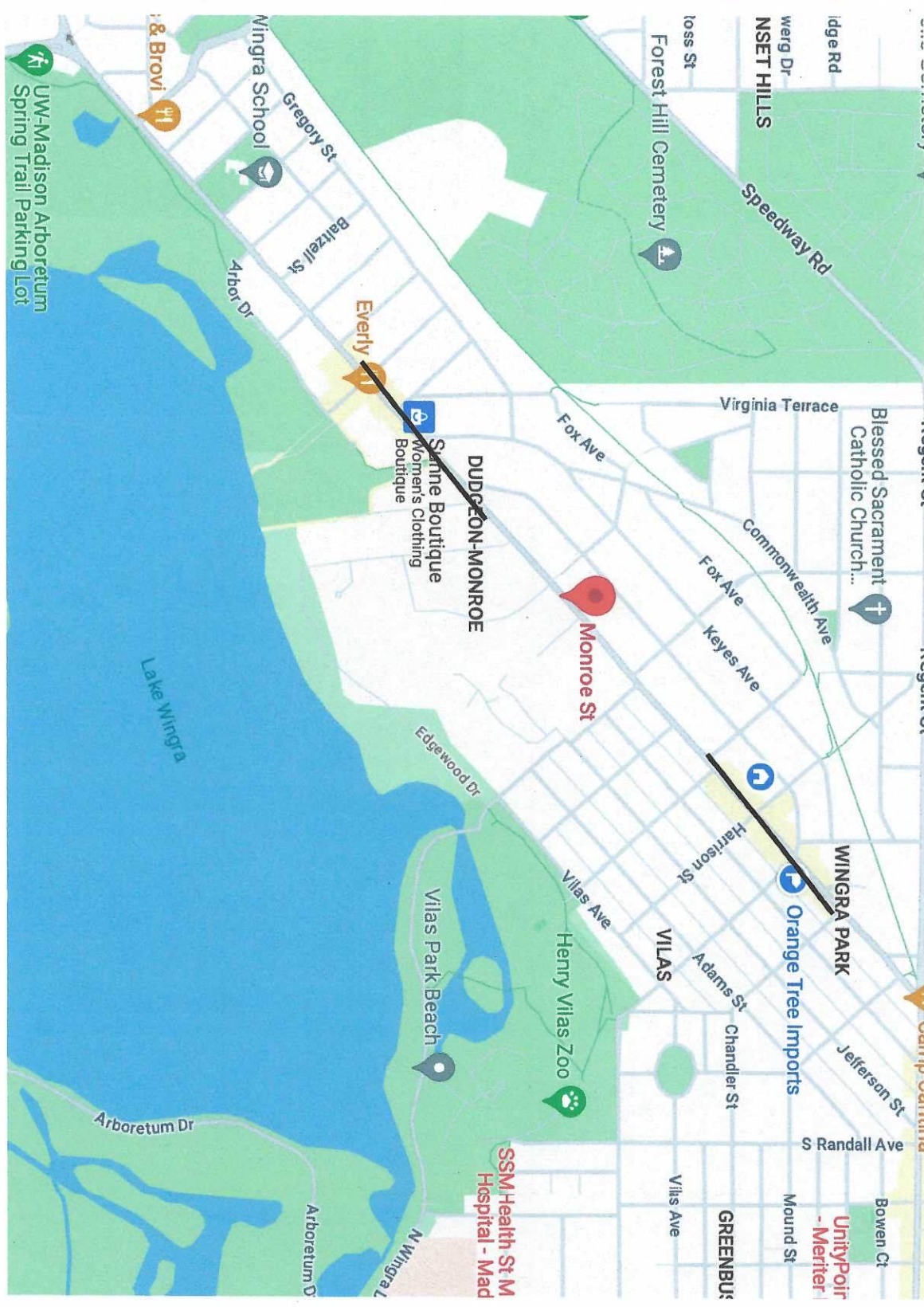
- Accessible parking spots which include temporary access aisles where needed (indicated on event site map).
- Accessible path of travel from parking or drop-off areas, as well as throughout event to any area accessible to the public.
  - o An accessible path of travel connects all elements and is at least 36" wide.
- Accessible communication plan (may need to include opportunity for request of interpreters, multiple ways to access festival information)
  - o For some events interpreters must be booked but can be cancelled if organizers do not receive RSVPs from the deaf community 72 hours prior to the event.
  - o At a minimum, schedules should be in print and accessible to screen readers electronically.
- Accessibility features included in advertising materials (websites and fliers) at least 2 weeks in advance of event. Possible information to include:
  - o Accessible parking locations
  - o Accessible seating locations
  - o Accessible restrooms
  - o Available interpretation services
  - o Available quiet areas
- Cluster portable toilets in groups of no more than 6 and ensure at least one accessible portable toilet per cluster of portable toilets.
- Provide an ADA seating area to ensure access for people who need it.
- Maintain accessible path to, and within, all temporary structures.
- Contacting parking enforcement regarding vehicles illegally parked in temporary accessible stalls.

**Describe your event's accessibility plan. Include any accessibility setup in your site map.**

*We will leave 36" clearance on sidewalks*

For more information contact the City of Madison Disability Rights and Services Specialist, Rebecca Hoyt at [rhoyt@cityofmadison.com](mailto:rhoyt@cityofmadison.com) or (608) 266-6511.

Site map - Monroe Street  
Summer Sidewalk Site







# STREET USE PERMIT APPLICATION



## STREET USE EVENT CLEANUP AND RECYCLING PLAN

Events are required to submit a clean-up and recycling plan with their application. Plans should include number and location(s) for garbage/recycling containers and dumpsters, collection during event, disposal after the event and any other relevant information.

Events located in the [Mall Concourse](#) can request City trash barrels.

City of Madison has 4, 20-yard dumpsters available for events. We cannot guarantee availability. Please confirm with [madisonevents@cityofmadison.com](mailto:madisonevents@cityofmadison.com) if the number you are requesting are available.

Will you be renting City of Madison receptacles?  Yes  No  
Trash & recycling barrels and dumpsters are only available from the City of Madison for **downtown events**.

Event/Name of Group: \_\_\_\_\_

Location: \_\_\_\_\_

Please indicate quantity of trash barrels: \_\_\_\_\_ 8 barrel minimum: Each increment of up to 8 barrels \$150 (\$142.18 no tax)

Please indicate quantity of dumpsters: \_\_\_\_\_ per dumpster, and per tip: \$375 (\$355.45 no tax)

If you are not requesting City equipment, please provide the name and contact information of the collection agency providing equipment or services for the event. \_\_\_\_\_

Event organizers are responsible for emptying City garbage/recycling containers within the event perimeter.

Any group that leaves an area in a condition that requires special clean-up by City crews will be charged the full cost of clean-up.

If you need assistance with your clean-up and recycling plan, please contact the [City of Madison's Recycling Office](#), via [email](#) or at (608) 267-2626.

Provide detailed trash/recycling/clean-up information (please submit as a separate document if needed):

*This event doesn't generate any trash.*



# STREET USE PERMIT APPLICATION



## STREET USE EVENT MARKETING INFORMATION

Conditional approval of the event is required **BEFORE** promoting, marketing or advertising the event.

Do you want your event listed on the City of Madison Online Event Calendar?  
If No, skip this form.  
If Yes, please continue.

Yes  No

### CITY OF MADISON CALENDAR OF EVENTS

If you want your event to be listed on the City of Madison online event calendar, please complete the Marketing Information form. Your event will only be included on the calendar if all permits and applications are approved 30 days in advance and your event is open to the public. If this form is not completed, the event will not be included on the calendar.

*\*required info*

\*Official Name of Event: Monroe Street Summer Sidewalk Sale

\*Location: 1700-2600 blocks of Monroe Street

Public Contact Phone: 608-255-8211

\*Website: www.monroestreetmadison.com

\*Admission Cost: free

\*Date of Event: July 19-20, 2024

\*Beginning Time of Event: 10:00 \*End Time of Event: 5:30

\*Two sentence description of event (short promotional description of the event):

Many of Monroe Street's locally-owned shops  
will have bargains and special merchandise  
for sale in front of their stores on one or  
both days of the Monroe Street Summer Sidewalk Sale.

### Poster Kiosks on the Capitol Square and State Street

Madison Parks maintains the enclosed kiosks on the Capitol Square and State Street. The posters are placed in the kiosks approximately every 1-2 weeks - depending on staff availability and maintenance duties. It is your responsibility to ensure that you have taken care of other ways to promote your event. You may drop off 12 posters, max size 12"x17", up to one month in advance of your event. Drop off at the Parks Division, 330 E Lakeside St, Madison, WI 53715, Monday - Friday, 8:00am - 4:30pm.