

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Parking Day 2013

Event Organizer/Sponsor SmithGroupJJR (Martha Eberle)

Is Organizer/Sponsor a 501(c)3 non-profit agency?

Yes No

If Yes, provide State of Wisconsin Tax Exempt Number _____

Address 44 E. Mifflin, Suite 500

City/State/Zip Madison, WI 53703

Primary Contact Martha Eberle

FAX _____

Work Phone 608-327-4427

Phone During Event 217-341-0771

E-mail martha.eberle@smithgroupjjr.com

Website smithgroupjjr.com

Secondary Contact Lybra Lindke

Work Phone 608-327-4437

Phone During Event 312-505-8294

E-mail lybra.lindke@smithgroupjjr.com

Annual Event?

Yes No

Charitable Event?

Yes No

If Yes, name of charity to receive donations: _____

Estimated Attendance 50 throughout the day (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours _____ to _____

Yes No

EVENT CATEGORY

Run/Walk Music/Concert Festival Rally Parking (i.e., bagging meters)
 Other Parking Day - temporary art/greenery installation in parking space

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: 0-100 block of E Mifflin (at Hamilton)

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 9/20/13

Rain Date(s) n/a

Event Start Date(s)/Time(s) 9/20/13 10:30 am

Set-Up Date(s)/Time for Event 10:00 - 10:30 am

Event End Date(s)/Time(s) 9/20/13 3:00 pm

Take-Down Time 3:00 - 3:30 pm

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 Martha Eberle

Date 8/17/13

STREET USE PERMIT APPLICATION – COMPLETE EVENT SCHEDULE

The schedule begins when event set-up starts, including set-up on sidewalks, terraces or parking and ends when the street is re-opened for normal use. The schedule should encompass all activities planned for the event, such as:

- Vending – Food, Beverages and/or Merchandise
- Music/Performances (may require Amplification Permit, see below)
- Displays, Exhibits, Demonstrations
- A moving event such as a Rally, Parade, etc.

EVENTS WITH AMPLIFICATION

If your event is to have sound amplification, include the time of amplification in your event schedule. You will also need to complete the Street Use Amplification Permit Application.

By Ordinance, public amplification is not allowed at street use events except with approval of the Street Use Staff Commission. Permission for amplification does not exempt a group from Madison Ordinance noise restrictions.

PROVIDE DETAILED EVENT SCHEDULE:

The setup team will begin at 10:00 am so as to avoid conflicts with rush hour traffic. We hope to have the space totally set up by 10:30 am.

The space will be occupied throughout the day by at least two persons. During this time, volunteers will be standing or sitting in the space relaxing and answering questions from passersby until 2:30 pm, when the team will begin to dismantle the site. The space will be completely cleaned up with all materials and barricades removed by 3:30 pm. The volunteers will sweep the site clean after materials have been removed.

There will be no vending or amplification on the site. There will be some interpretive signage in the site to help passersby understand the purpose of parking day and the design intention of the site. There will be no moving events taking place in the site.

STREET USE PERMIT APPLICATION – EVENT SITE MAP

It is important that the event site map be as detailed and clear as possible. Include the following location information if applicable to your event:

- Tents
- Stages
- Fencing
- Vendors
- Portable Toilets
- Dumpsters
- Staging Areas
- Remember to include:
 - Emergency vehicle access lanes (minimum of 20').
 - Accessible paths for wheelchairs as well as disabled parking spaces.

EVENTS INCLUDING A RUN, WALK OR PARADE

A detailed route map should also be provided if the street closure is for a run, walk, parade or other "moving activity." You will also need an Approved Parade Permit. You must fill out this on-line [Parade Permit](#) application. This Parade Permit is located on the Police website. Be sure to come back to THIS page (Step 4: Event Site Map) to continue your Street Use Application Process.

NOTE: The approval/issuance of a Street Use Permit for an event does NOT approve the proposed route for an event.

A helpful online resource for route mapping is Map My Run at <http://www.mapmyrun.com/>

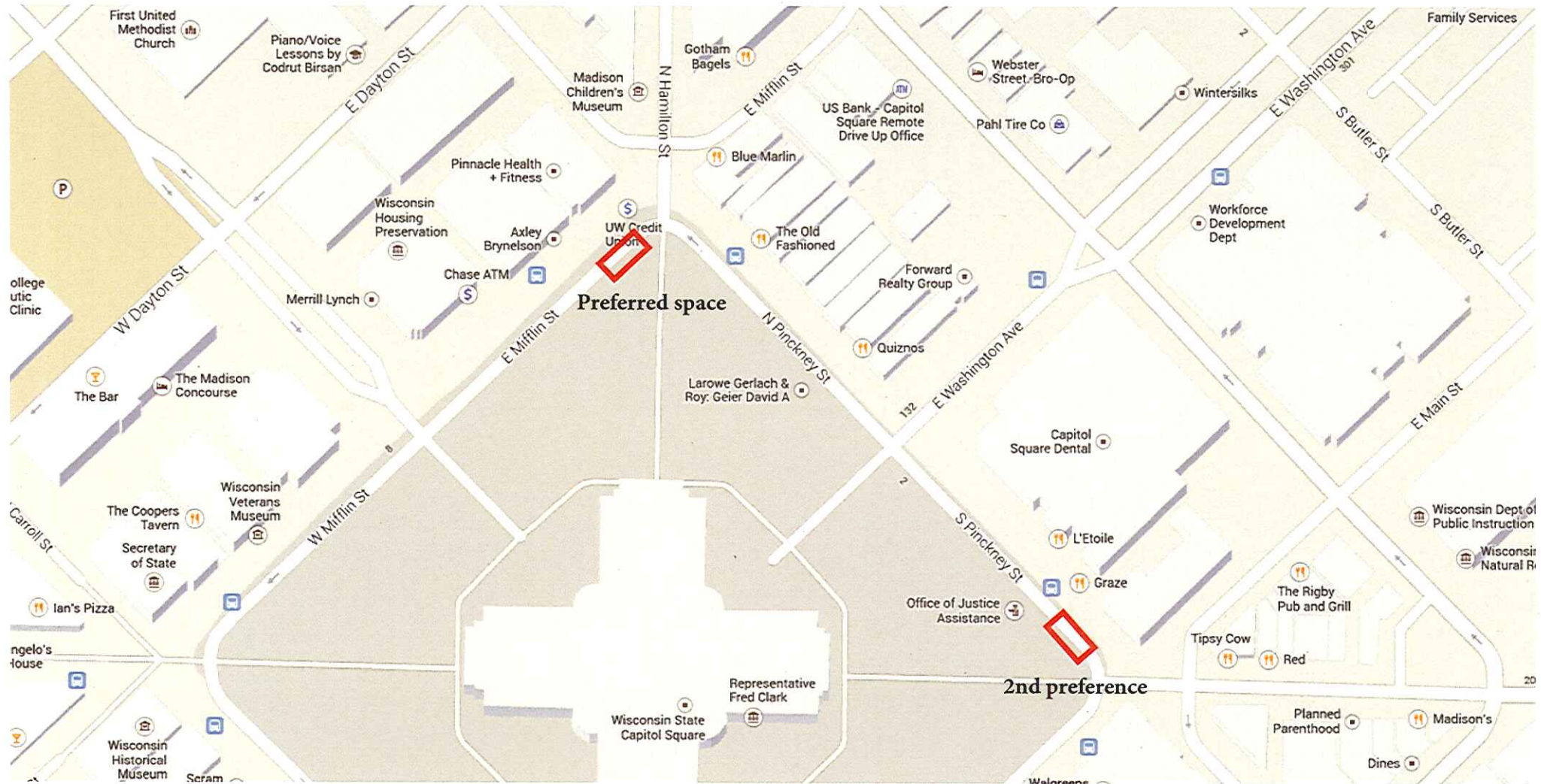
PROVIDE EVENT SITE MAP:

Please see attached location map and site sketch.

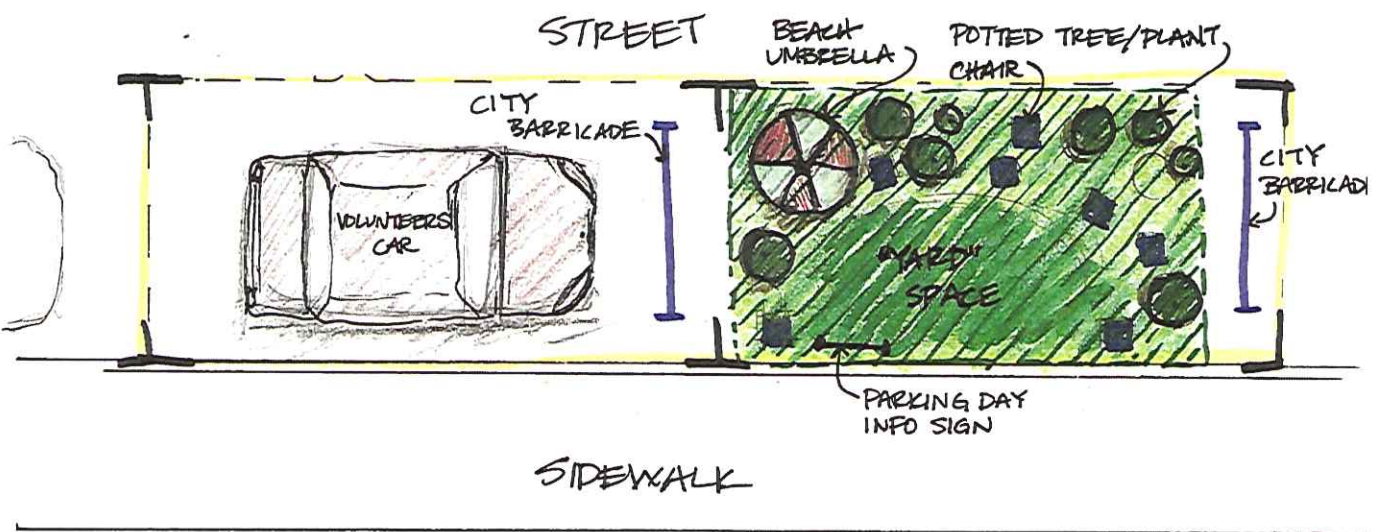
Note that the site will be blocked off on either end by city barricades to be picked up the morning of the event. The total space required is two parking spaces, assuming that the "park" is at the end of the street. A volunteer will park a car in the other spot to insure that other cars do not encroach on the space during the event. This extra spot can also be utilized for staging during setup and take-down.

The team requests the space on the square near the corner of Hamilton and Mifflin due to its proximity to our office. This would aid in setup/take-down logistics as well as bathroom breaks. The second alternative would provide good visibility for the space while still remaining close to the office. We would like to be near the other parking teams on Martin Luther King Blvd, but it is our understanding that the city would like to spread out the teams. If none of these options are feasible, we will take an assigned spot near the square.

Preferred Locations: Parking Day



* Or on Martin Luther King Blvd near the other Parking Day teams



Example Photos



STREET USE PERMIT APPLICATION – SAFETY AND SECURITY PLANS

The **Safety Plan** should include:

- First aid and emergency response procedures
- Emergency contact information
- A designated “lost child” area
- A plan for information communication to staff and volunteers during the event

The **Security Plan** should include, but is not limited to:

- The hiring of private security companies and licensed professional emergency medical services
- Plans for crowd control
- Plans for alcohol containment (i.e. beer gardens)
- Plans for securing valuables
- Plans for protecting event participants

Per MGO 10.056(4)(a)11 – “[I]f there will be any extraordinary security measures including searches of persons or vehicles, the applicant shall submit that plan as a separate Attachment to the application.”

City of Madison Police and Fire Department representatives may make additional recommendations after review of the Safety and Security Plans at a Street Use Meeting. Police and Fire Department representatives may also require Special Duty Police Officer or Fire Inspector staffing at your event.

SPECIAL DUTY POLICE

The event organizer must call (608) 266-4022 to request Special Duty Officers for their event. Officers are hired at an hourly rate with a 2 hour minimum.

DETAIL SAFETY AND SECURITY PLANS:

There will be at least two volunteers in the space at all times. At least one of these volunteers will be one of the people listed in the Contact Information portion of the additional information sheet attached to this application. This person will have a cel phone on them at all times and is reachable at one of the listed numbers.

The team will use city-provided barricades for additional traffic protection on either end of the site. There will be one car parked in the adjacent parking space for added protection from other vehicles. Volunteers and visitors will not be in the street behind the parking spot. Sitting and gathering will be centralized in the center and sidewalk end of the space away from the street. Visitors will be directed to enter the space from the sidewalk side, not the street side. Signage will face the sidewalk.

Visitors and volunteers will keep any valuables on their person.

STREET USE PERMIT APPLICATION – TRASH AND RECYCLING PLAN

Include plans for collection and disposal of materials during and after event - number and location of garbage/recycling containers and dumpsters; number/schedule of volunteers/staff assigned to collection and clean up.

City containers are available for use:

Trash or recycling barrels, minimum of 8 @ \$10.00 each

If City containers are not used, please provide name of collection agency providing equipment and service for the event.

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

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

DETAIL TRASH AND RECYCLING PLAN:

We do not anticipate much trash from the event, but any trash created (food boxes from volunteers, etc) will be stored in a small bag on site and thrown away in an adjacent public trash can on the capitol square or inside the SmithGroupJJR office building at 44 E Mifflin.

The team will be renting and/or borrowing materials for use in the space, so all materials will be returned to their owners at the end of the day (chairs, umbrellas, potted plants, etc).

The team may use a few rolls of sod in the space or may use an astro-turf type substance instead. If sod is used, the space will be thoroughly swept after the event to remove any residual dirt. The sod will be recycled for use in a volunteer's yard.

Additional Information

PARK(ing) Day is an annual open-source global event where citizens, artists, and designers collaborate to temporarily transform metered parking spaces into “PARK(ing)” spaces: temporary public places. In 2011, there were 975 parks in 162 cities across 35 countries. The event is meant to raise awareness on the value of public green space in urban settings. More information about the event can be found at the Park(ing) Day website at: <http://parkingday.org/about-parking-day/>

Our parking spot is intended to provide an unexpected but inviting passive park-like green space. Volunteers and visitors at the site will be relaxing in lawn chairs, playing small-scale yard games such as bocce ball. The attached pictures show examples that are similar to what the space will look like.

We do not anticipate any major disruptions to nearby businesses or traffic flow. It is our hope that the park will actually invite people to buy a lunch from a local vendor or restaurant and stay to relax and chat in the space. We do not see a need to notify local business owners or tenants, particularly due to the fact that the “surprise” factor is an important part of the event. We will not have any vending in the space.

Contact Information

Martha Eberle (event organizer)	217-341-0771
Eric Schuchardt	608-628-6992
Lybra Lindke	312-505-8294
Ed Freer	608-320-4567
Jon Hoffman	608-695-1651
Amanda Folta	847-863-7363