

# City of Madison Vending Oversight Committee Meeting

## Street Vending Staff Report

### February 2025

*Unless otherwise noted, the below statistics are current as of 2/20/25*

#### **Art & Craft:**

**Applications Received/In Process – 87**

**License Issued - 0**

**Enforcement:** Nothing to report.

**Comments:** Steady influx of A&C License applications with several prospective vendors making appointments with staff for approvals to apply for this coming season.

Staff is making significant progress with A&C processing with several already invoiced. Many vendors are already paying their fees for the coming season's license. Licenses will be issued after the site assignment process is complete and we are closer to the start of the season.

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#### **Merchant Vending:**

**Applications Received/In process – 8**

**License Issued - 0**

**Enforcement:** Nothing to report.

**Comments:** Nothing to report.

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#### **Sidewalk Cafes & Roadway Café:**

**Applications Received/in process – 63**

Sidewalk Café ONLY applications - 41

Sidewalk & Roadway Café applications – 22

**License Issued - 0**

**Enforcement:** Nothing to report.

**Comments:** Staff is actively requesting missing documents from applicants. Correspondence is delaying the completion of several submitted applications. Additionally, several cafes that have historically operated in previous seasons have not submitted their applications yet this year, warranting a late application fee.

Significant progress has been made with several café operators having already paid their invoices. Staff will similarly withhold the issuance of the coming season's licenses to avoid confusion with the start date.

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#### **Food Cart Vending**

##### **Mall Food Vending**

**Mall Concourse Applications Submitted/in process – 31 of 33 total received**

**Mall Concourse Licenses Issued - 0**

**Enforcement:** Nothing to report.

**Comments:** Staff is corresponding with Mall food vendors regarding site assignments.

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#### **Southeast Campus Vending**

**Southeast Campus Applications Submitted/in process – 3**

**Southeast Campus License Issued - 0**

**Enforcement:** Nothing to report.

**Comment:** There are several past license holders that have not applied yet this year. Staff will be following up with them to determine if they will be applying this season.

#### **State Street Night Vending**

**State Street Night Vending Applications Submitted/in process – 2**

**Enforcement:** Nothing to report.

**Comment:** Staff have conducted an on-site visit to assess the layout, with a focus on refining the spacing between food carts. Once the new sites have been approved staff will send the updated information to all food vendors. Staff have also done outreach to UW student organizations to educate them on the new State Street Night Vending program.

#### **Citywide Vending**

**Basic Street Vending Applications Received/In process:**

Umbrella Street Vending Licenses ONLY (no high-density vending licenses) – 9

Street Vending License (food only and not high-density vending) – 2

**Enforcement:** Nothing to report

**Comments:** Most citywide only food cart vendors have yet to submit their applications. Of the 72 unique City-Wide food carts licensed last year, only 11 have applied so far, despite receiving the same outreach and reminders as in previous years. Given this low response rate, we anticipate that a significant portion of staff time will be dedicated to licensing and enforcement for this category in the upcoming season.

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#### **Basic Street Vending License (not food):**

**License Applications Received/In process - 0**

**Enforcement:** Nothing to report

**Comments:** Nothing to report

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#### **TOSVOD – Top of State Vending Overlay District**

**TOSVOD application in process – 0**

**Enforcement:** Nothing to report.

**Comments:** The Wisconsin Historical Museum construction has eliminated 7 TOSVOD sites. The future of these sites and the area is currently in the planning stages. On 2/19/25 Staff organized a focus group of City licensed Art & Craft and Food Cart vendors. The Planning Department lead the discussion to review the scope and timeline of the project and hear ideas and needs of vendors. We had 15 register and 6 that attended.

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#### **Game Day Vending**

**Enforcement:** Nothing to report.

**Comments:** Nothing to report.

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#### **Banners Permits:**

Number of individual organizations that have applied for a Banners Permit – 19

Number of individual Banners Permits in process or issued – 40

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#### **TEM Permits:**

Number of Tabling Permits issued – 0

Number of Tabling Permits at fees due – 0

#### **Comments:**

Staff have been in active communication with a representative of our largest TEM permit applicant group, the Jehovah's Witnesses, who historically account for a significant portion of our workflow for this permit type. We have advised them to begin submitting applications on March 1, with the understanding that processing will progress as capacity becomes available from other license categories and as weather conditions improve to support TEM permit activities.

Additionally, while this permit category had reached near complete-saturation levels with site availability in the previous year, we anticipate a more reasonable site availability for prospective TEM permit holders this coming season.

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#### **Ongoing Business:**

- The application review process is going very smoothly this season. Staff are moving through the application review, and we are on track to meet our internal goal of having most invoices issued by 3/1/25 for all license types.
- In 2025 the City will be closing the State St. Y to through traffic and busses for safety. It was approved to allow food vending from the parking lane on the City side of the Square. The approval of the updated vending map is on the February agenda for approval.