

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Maxwell Street Days
Event Organizer/Sponsor Greater State Street Business Association
Is Organizer/Sponsor a 501(c)3 non-profit agency? Yes No
If Yes, provide State of Wisconsin Tax Exempt Number 39-1656968
Address P.O. Box 1001
City/State/Zip Madison, WI 53701
Primary Contact John Hutchinson FAX 662-833-0376
Work Phone 608-662-9705 Phone During Event 608-239-2093
E-mail jhutch@fontana-sports.com
Website www.MaxwellStreetDays.com
Secondary Contact Sandra Torkelson
Work Phone 608-257-7888 Phone During Event 608-257-7888
E-mail room@chorus.com.net

Annual Event? Yes No
Charitable Event? Yes No
If Yes, name of charity to receive donations: _____
Estimated Attendance 25 to 30,000 (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 sidewalk/street sale

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: 100 → 600 State St, 700 → 800 State - University Bookstore
200 Block North Henry St.

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) July 17-18-19 Rain Date(s) None
Event Start Date(s)/Time(s) July 17-18 8:00 AM Set-Up Date(s)/Time for Event 6:30 - 8:00 AM
Event End Date(s)/Time(s) July 17-18 - 6:00 PM Take-Down Time 6:00 - 7:30 PM
July 19 10:00 AM July 19 5:00 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, statutes and laws.

Signature [Signature] Date 3/25/2015

MAXWELL STREET DAYS July 17 -19, 2015

EVENT AND NOTIFICATION SCHEDULE

EVENT SCHEDULE

JULY 17 AND 18 (Friday and Saturday)

Set up 6:30 – 8:00 AM

Event hours: 8:00 AM – 6:00 pm

Clean up and shut down 6:00 – 7:30 PM

JULY 19 (Sunday)

Set up 8:30 AM – 10:00 AM

Event hours 10:00 AM – 5:00 PM

Clean up and shut down 5:00 PM – 6:30 PM

Maxwell Street Days 2015 Notification Schedule

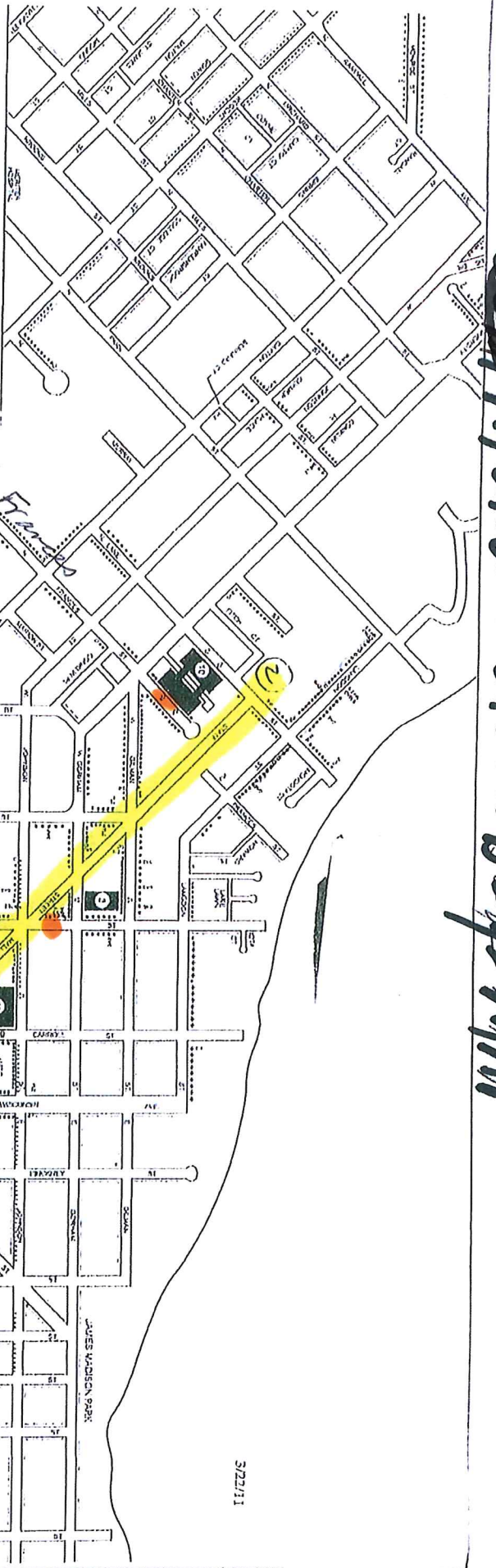
I have notified Alder Mike Verveer, District 4 and Alder Scott Resnick, District 8 via email 3/25/2015 on the City of Madison email system. They are also welcome to attend GSSBA board meetings and have been notified of them.

Businesses will be notified before April 20, 2015 by hand delivery of applications to the businesses via the BID Ambassadors and the event coordinator. Notices will also be sent via the BID weekly newsletter and the GSSBA bimonthly meeting notices.

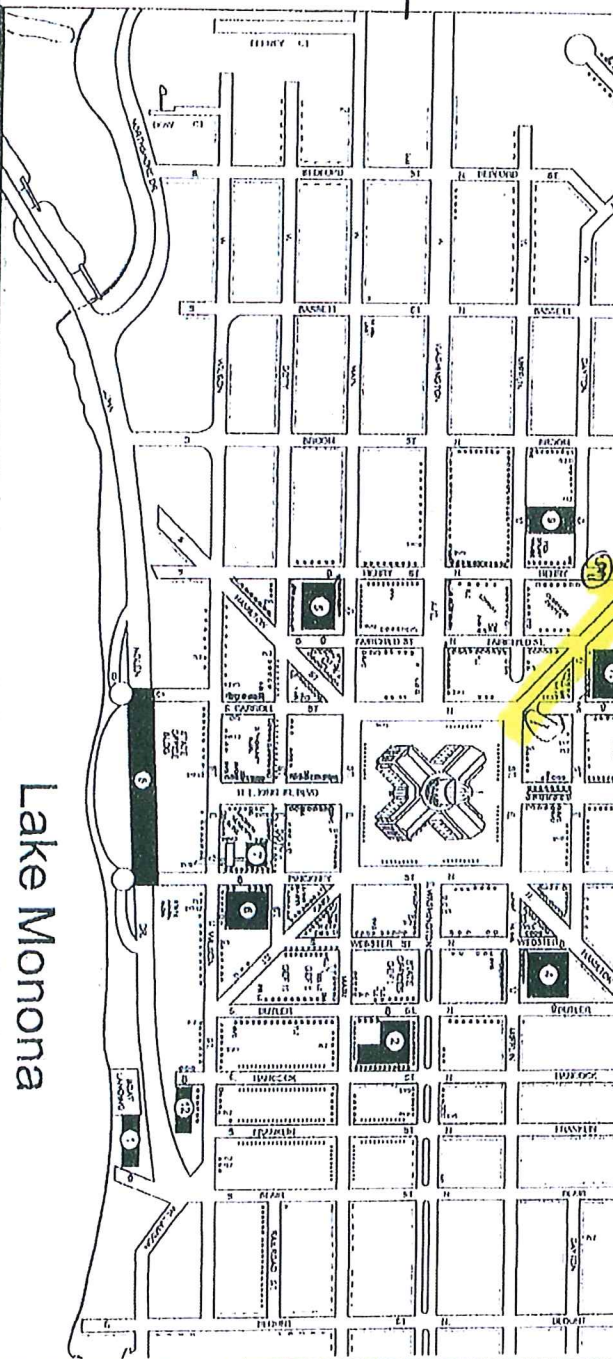
Information is also available on our website: maxwellstreetdays.org

3/25/2015

2015 Maxwell Street Days MAP



- 2 - Dumpsters - *
- 300 N. Henry St.
- 400 N. Frances St.



- 1 STARTS AT CROSSWALK ON TOP OF 100 BLOCK OF STATE -
- 2 EXTENDS TO SPARE IN 700 BLOCK IN FRONT OF UNIVERSITY BOOKSTORE
- 3 200 BLOCK NORTH HENRY STREET

Lake Monona

3-03-14

Maxwell St Days - Barricade Plan



Totals
20 Barricades

On State St at Gilman St (W Side)
2 Barricades

On State St at Carroll St (W Side)
2 Barricades

On State St at Gorham St (W Side)
2 Barricades

On State St at Johnson St (W Side)
2 Barricades

On State St at Dayton St (W Side)
2 Barricades

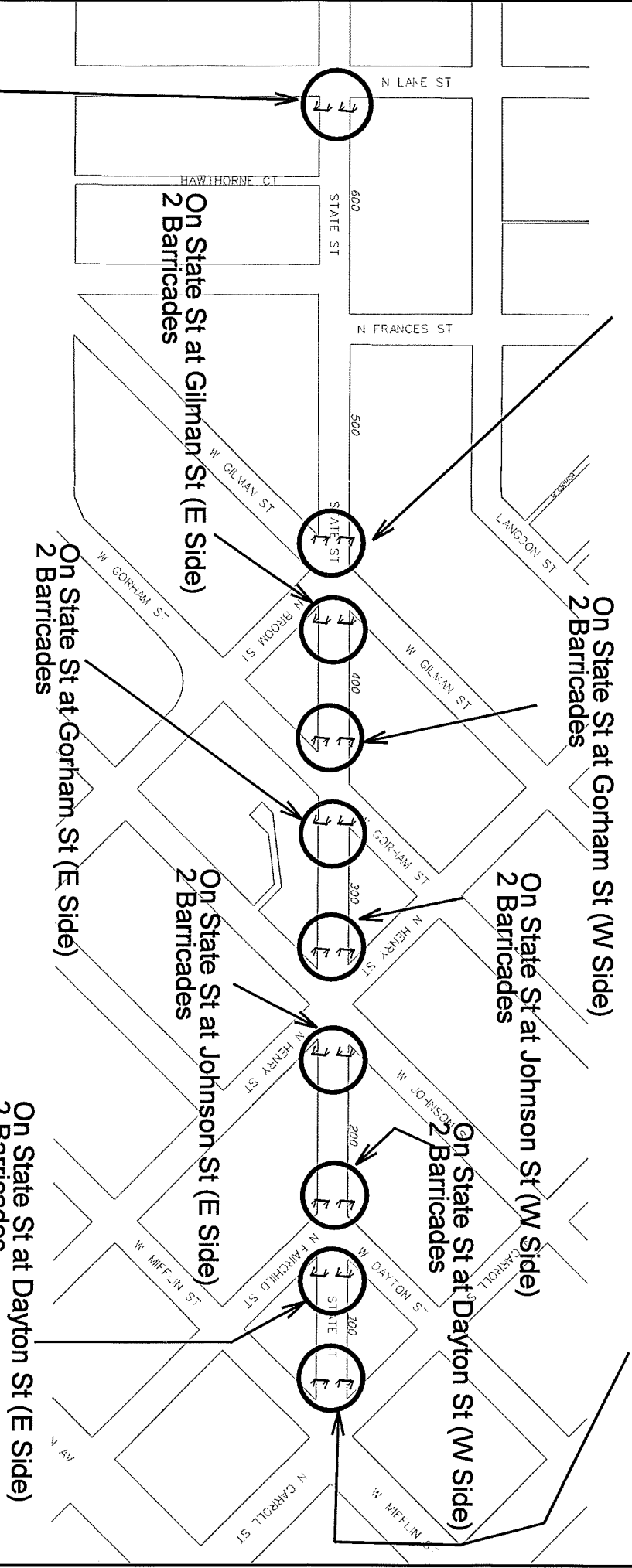
On State St at Gilman St (E Side)
2 Barricades

On State St at Johnson St (E Side)
2 Barricades

On State St at Lake St (E Side)
2 Barricades

On State St at Gorham St (E Side)
2 Barricades

On State St at Dayton St (E Side)
2 Barricades



Drop Off Set Up Barricades 7am Friday
Pick Up Monday

**“Maxwell Street Days”
OUTDOOR SPECIAL EVENT
EMERGENCY ACTION PLAN (EAP)**

I. GENERAL

The Greater State Street Business Association “Maxwell Street Days” will be held Friday through Sunday, July 17, 18 and 19, 2015 on State Street from the 100 Block to the 600 block, 700 block in front of University Book Store and 200 block of North Henry Street.

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the “Maxwell Street Days” (hereinafter referred to as the event) in response to an emergency or otherwise hazardous condition. These actions will be taken by organizers, management, personnel, and attendees. These actions represent those required prior to the event in preparation for and those required during an emergency.
- B. Flexibility must be exercised when implementing this plan because of the wide variety of potential hazards that exist for this event. These hazards include, but are not limited to, Fire, Medical Emergencies, Severe Weather, or situations where Law Enforcement is required.

III. ASSUMPTIONS

The possibility of an occurrence of an emergency is present at this event. The types of emergencies possible are various and could require the response of Fire & Rescue, Emergency Medical Services, and Police.

IV. BASIC PLAN

A. Emergency Action Plan (EAP) Event Representative

- 1. The EAP event representative will be identified as the point of contact for all communications regarding the event. This person is identified as **John Hutchinson**.

B. Emergency Notification

- 1. In the event of an emergency, notification of the emergency will be through the use of 911. The caller should have the following information available to the 911 operator: nature of emergency,

- location, and contact person with callback number.
2. We will not have on-site EMS (ENTER CONTACT NAME & CELL PHONE NUMBER HERE)
 3. We will not have on-site Police or Security (ENTER CONTACT NAME & CELL PHONE NUMBER HERE)

C. Severe Weather

1. Weather forecasts and current conditions can be monitored through the National Weather Service's Madison Weather Forecast web site at <http://forecast.weather.gov/MapClick.php?CityName=Madison&state=WI&site=MKX&textField1=43.0798&textField2=-89.3875&e=0>
2. Before the event - If severe weather is predicted prior to the event, the EAP event representative will evaluate the conditions and determine if the event will remain scheduled. The EAP event representative or his/her designee will be identified as such **Sandra Torklidson** and will be responsible to monitor the weather conditions before and during the event.
3. During the event - If severe weather occurs during the event, the EAP event representative or his/her designee **Sandra Torklidson** will make notification to those attending the event that a hazardous weather condition exists and direct them to shelter.
4. There are very limited provisions for sheltering participants in the event of severe weather.
5. This event will follow the 30-30 Rule for lightning. If lightning is observed and thunder is heard within 30 seconds, the event will be delayed until 30 minutes have passed since thunder was last heard.

D. Fire

1. If a specific hazard has been identified as an increased risk of fire at this event, event manager will work with the Fire Department to determine how to address the hazard.
2. All event staff will be instructed on the safe use of Portable Fire Extinguishers.
3. If cooking is intended, you must contact the fire department and -
 - a) Must have a valid fire extinguisher, 2A10BC
 - b) Each space is allowed 1 LP tank per cooking device. All LP tanks are to be secured in an approved manner (tied, strapped, chained, etc.)
 - c) No cooking shall be allowed under a tent. Cooking shall be a minimum of 20' away from tents/canopies.

- d) Cooking must be on a non-combustible surface (grease collection material generally required under cooking and food service areas)
4. Fire Inspectors may be required to do an inspection of your event (depends on size and nature of the event), contact the Fire Department for guidelines
- 5 All tents/canopies used for cooking shall have a FLAME SPREAD Certification attached to the tent.
- 6 Should an incident occur that requires the Fire Department, 911 will be utilized to request this resource. The caller should have the following information available to the 911 operator: nature of emergency, location, and Contact person with callback number.

E. Medical Emergencies

1. As with any outdoor event, there is potential for injury to the participants. The types of injuries are various and include those that are heat related as well as traumatic injuries.
2. Event manager shall contact the Fire Department to determine if there is a need for on-site Emergency Medical Services at this event.
3. Should an incident occur that requires Emergency Medical Services to be called to this event, the caller will have the following information available to give to the 911 Center:
 - a) nature of emergency
 - b) precise location
 - c) contact person with callback number

F. Law Enforcement

1. The need for constant Law Enforcement presence at this event **has** been identified. Event manager shall contact the Police Department to determine if there is a need for Law Enforcement presence at this event
2. Should an incident occur that requires Law Enforcement, to be called to this event, the caller will have the following information available to give to the 911 Center:
 - a) nature of emergency
 - b) precise location
 - c) contact person with callback number

G. Emergency Vehicle Access

1. Access for Emergency Vehicles will be maintained at all times.

2. 20' Fire Lanes are required to be kept open at events.
3. A 14' minimum height clearance requirement for anything that goes over a street or fire lane
4. Participants and spectators will be directed to park in approved areas and not to obstruct protective features, sidewalks or public thoroughways.
5. Crowd control will be managed by **John Hutchinson**
6. Parking for vendor and staff vehicles will be City Parking.
7. Parking for attendee vehicles will be City Parking.

V. Contact Information

Primary Contact	John Hutchinson	608-239-2093
Secondary Contact	Sandra Torklidson	608-257-7888
Emergency	Dane County 911 Center	911
Non Emergency	Madison Fire D Madison Police	608-266-4420 608-261-9694

Madison Fire Department

Non-Emergency

Fire Inspector	Jerry McMullen	(608) 266-4420
Division Chief	Ron Schwenn	(608) 266-4420

VI. Event Area Map (attached next page)

**Maxwell Street Days 2015
Event Recycling and Trash Plan**

Event Date: July 17, 18, 19, 2015

Event Title: Maxwell Street Days

Event Location: 100 – 600 blocks State Street, 200 Block North Henry St. and 700 block University Book Store

Event Sponsor/Contact information:

Name Greater State Street Business Assn., John Hutchinson; coordinator

Phone 608-239-2093 (cell), 257-5043 Fontana Sports

Email: jhutch@fontanasports.com

Collection Service and containers to be provided by City of Madison

22 additional trash barrels: to be located as shown below:

100 Block – 2 200 to 600 blocks – 4 on each block.

20 Additional Recycling containers - Placed same as the trash barrels on 200 – 600 blocks.

2 Garbage Dumpsters:

1 on 300 Block N. Henry Street

1 On 400 block of N. Frances Street

2 recycling dumpsters:

To be placed next to the Garbage dumpsters

GSSBA Maxwell Street Days Street Bicycle parking plan

July 17, 18 and 19, 2015

GSSBA will use the existing bicycle parking available on State Street and the adjoining streets.

We will ask the Madison Police Department to tag about 12 – 14 bike racks so there would be no parking in them during the event as they interfere with the merchants setting up their displays.

We have done this the past several years and it has helped the merchants and still leave adequate bike parking.

Questions: John Hutchinson, Fontana Sports. Cell 239-2093