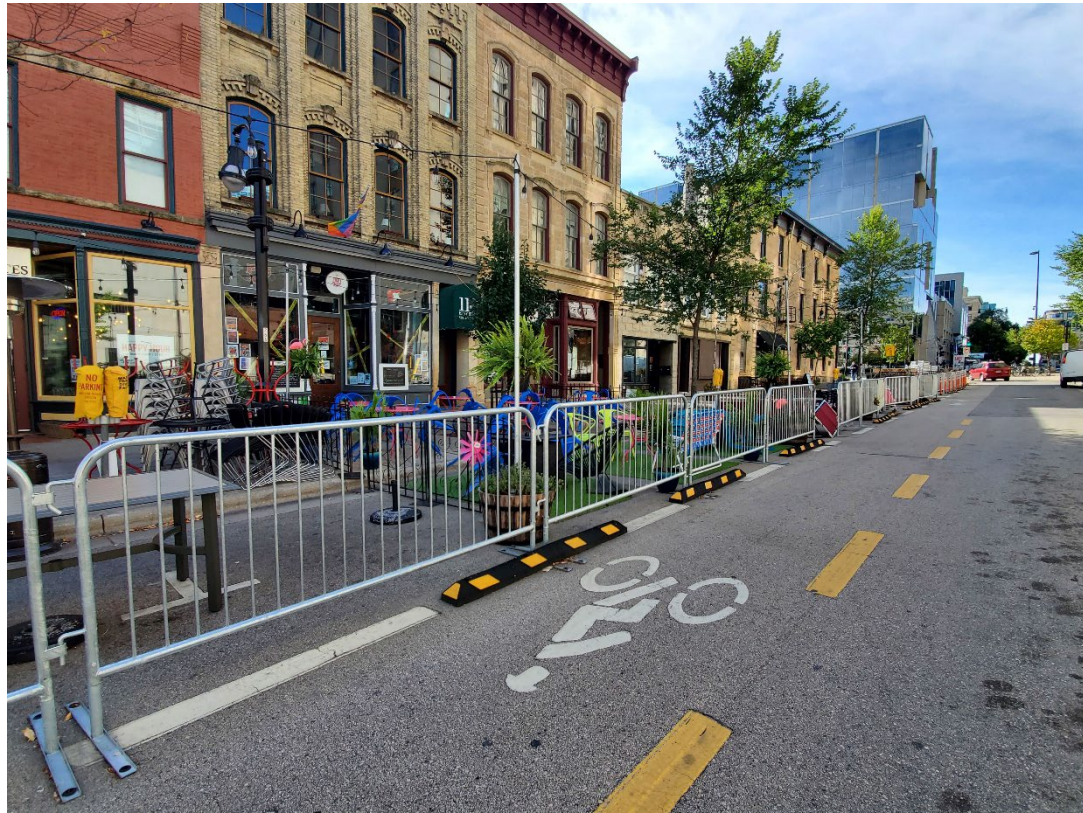




Street Vending City of Madison

Business and Economic Resource Committee (BERC)
Street Vending Overview

Street Vending Definitions



- **Vending** – making individual sales to the public
- **Right-of-way** – public sidewalk, streets, terrace, alleyways
- **Permits/Licenses** – issued by a municipality or agency for a business to operate
- **Special Event** – an event that has secured a Street Use Permit, Parks Permit or Temporary Use Permit

BERC Responsibilities

1. Make recommendations regarding all forms of street vending.
2. License suspension and revocation hearings and appeals.
3. Consider and provide recommendations regarding proposed ordinance changes under Committee's jurisdiction.
4. Designate one voting member to serve on the Food Cart Review panel.
5. Provide the community and vendors with a public forum for information sharing.
6. Adopt rules of procedures necessary to fulfill obligations relating to street vending and streetvending licenses.

Ordinance & Regulations for Street Vending

- ✓ [MGO 9.13](#) – Street Vending Licenses
- ✓ [MGO 9.136](#) – Street Vending on the State Street Mall/Capitol Concourse
- ✓ [Mall Concourse Regulations](#)
- ✓ [High Density Vending Regulations](#) - Southeast Campus & Game Day
- ✓ Zoning Code – Free-standing Vending & Portable Signs
- ✓ Parks Division – Carts in Parks
- ✓ [MGO 9.135](#) - Sidewalk Cafe and Roadway Cafe Expansion Licenses
- ✓ [MGO 33.17](#) – Business and Economic Resource Committee (BERC)
- ✓ [MGO 9.54](#) – Table, Expressive Vending and Mobile Vending (TEM Permits)

Ordinance and Regulations Cont.

1. Municode

https://library.municode.com/wi/madison/codes/code_of_ordinances

2. Street Vending website

<https://www.cityofmadison.com/dpced/economic-development/street-vending>

Street Vending Action Items - BERCC

- Revocation, suspension or non-renewals of vending licenses
- Appeals
- Art/Craft and Food Vending Sites – Mall Concourse
- Special Event Resolution – Street Use Events
- Policy changes related to vending
- Map/site changes specialized vending areas
- Approving or creating specialized vending area
- Creating new regulations for High Density Vending Areas
- Complaint investigations – Mall Concourse Vendors
- Vending near schools

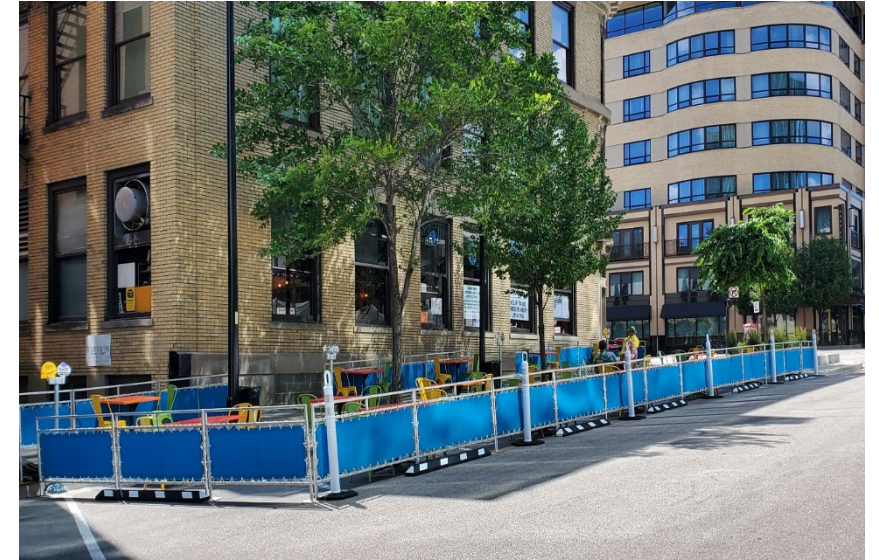
Enforcement - Staff

- Education
- Verbal Warning
- Written Warning
- Citations
- License revocations, suspensions or reapplications
- Orders to replace equipment



Vending Categories

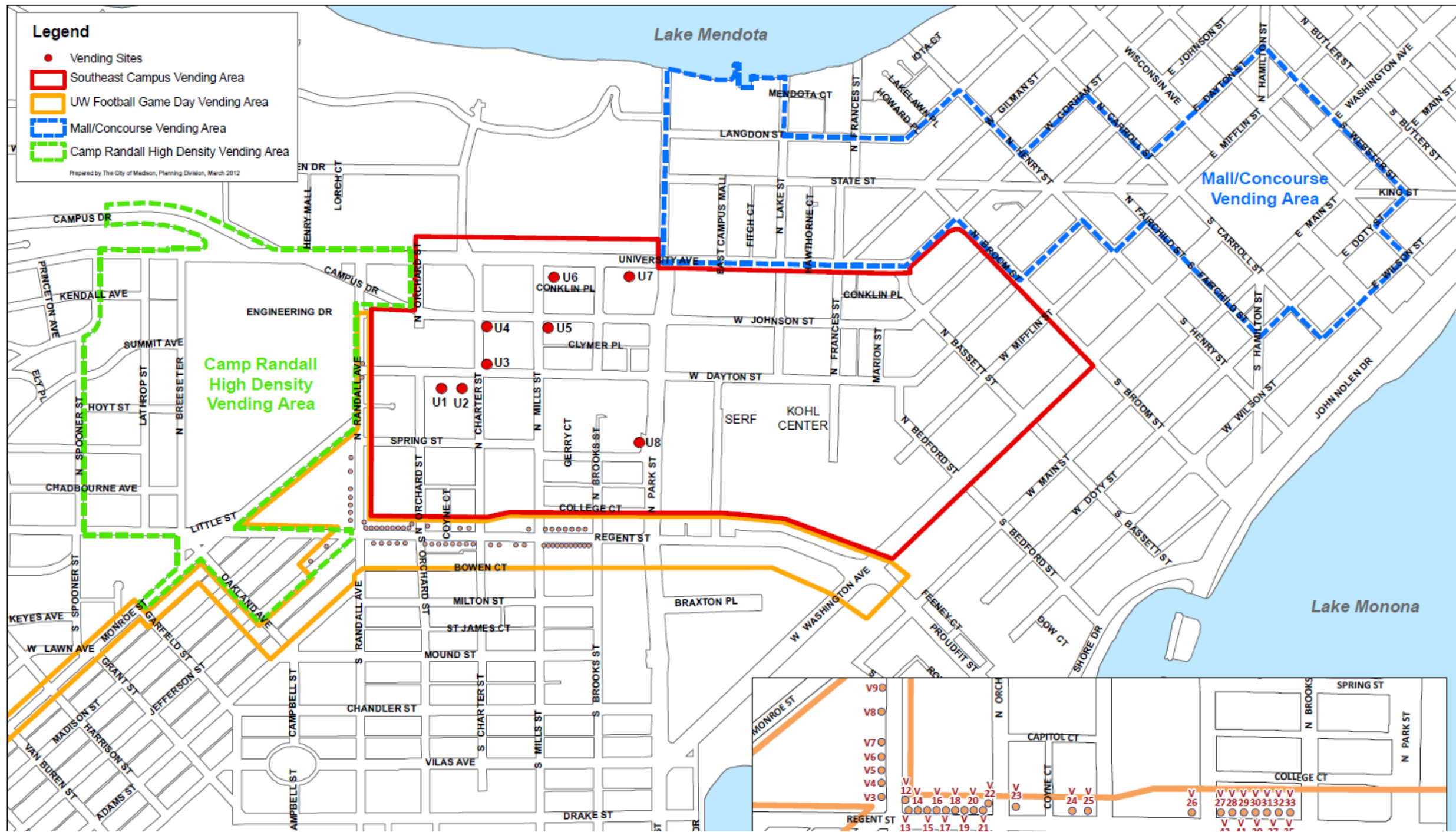
- Street Vending – Citywide
- Food Truck Vending - Citywide
- Street Food Vending – Specialized Vending Areas
- High Density Area – Game Day Food, Goods & Ticket Sales
- Art & Craft Vending – Mall Concourse
- Sidewalk and Roadway Cafes – Mall Concourse & Citywide
- Merchant Vending – Mall Concourse
- Tabeing, Expressive Vending and Mobile Vending (TEM Permits)



Legend

- Vending Sites
- Southeast Campus Vending Area
- UW Football Game Day Vending Area
- Mall/Concourse Vending Area
- Camp Randall High Density Vending Area

Prepared by The City of Madison, Planning Division, March 2012



Fee Table - 9.13(1) Table A

Table A Street Vending License Types and Fees.

MGO	License Type	License Fee	Application Due Date	Late Application Fee	Payment Due Date	Late Payment Fee
9.13(3)(a)1.	Basic Street Vending Annual	\$250.00	February 1	\$50.00	April 1	\$75.00
9.13(3)(a)2.	Basic Street Vending Monthly	\$150.00	February 1	N/A	April 1	\$75.00
9.13(3)(a)4.	Basic Street Vending Umbrella (Mall Food or Citywide Food)	\$600.00	February 1	\$150.00	April 1	\$75.00
9.13(7)(c)	Camp Randall High Density Food (duration: UW home game football season)	\$750.00	July 1	\$150.00	August 1	\$75.00

What types of Licenses are required to Sell Food?

- Street Vending License
 - Wisconsin Seller's Permit (WI Dept of Revenue)
 - Certificate of General Liability Insurance
- Service Base License (PHMDC)
- Mobile Food Establishment License (PHMDC)
- Transient Food Stand License (PHMDC)
- Additional Specialized Vending Area or High Density Licenses
 - Mall Craft
 - Mall Food
 - Southeast Campus
 - Camp Randall Game Day High Density Vending
 - State Street Night Vending
 - TOSVOD



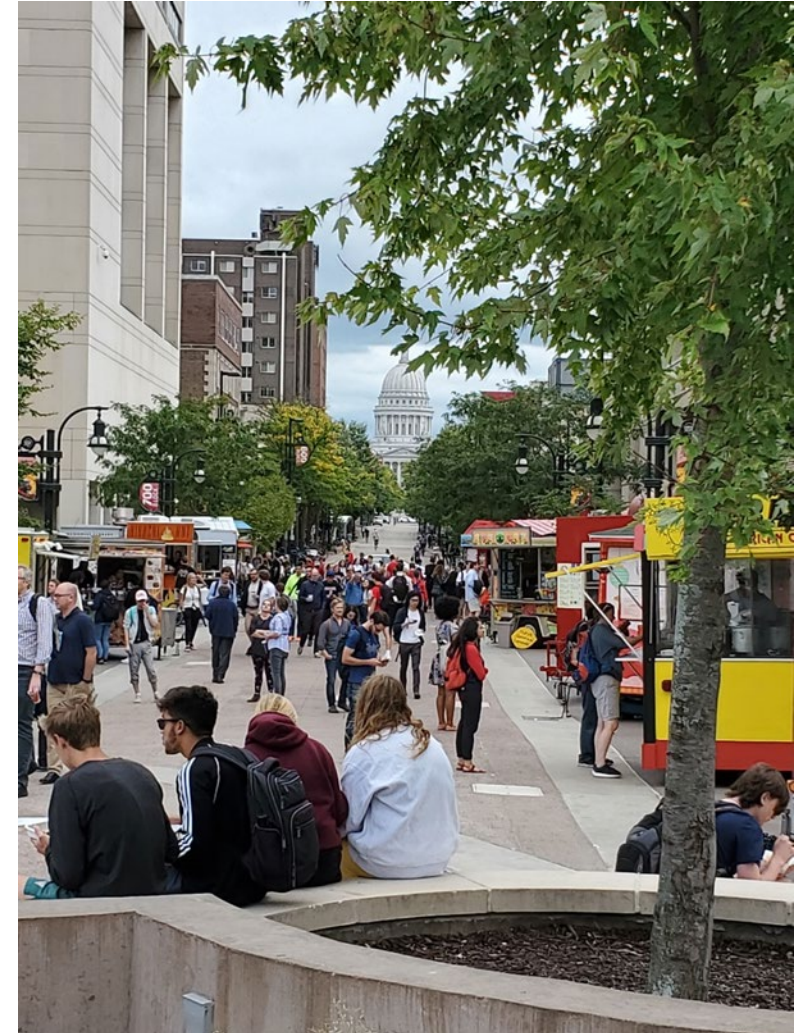
Types of Mobile Units – Food Vending

- **Food cart or trailer** – requires a tow vehicle, can be small or large, and has limited service.
- **Food truck** – drives on its own, typically larger and can accommodate a full kitchen.
- **Pushcart** – open air and can be moved by a person without a tow vehicle
- **Vending bike** – bike with vending equipment attached.



Where can food carts/trucks operate in Madison?

- Specialized high density vending areas
- Daily vending in right-of-way (Citywide Vending)
- Parks
- Private property (Free-Standing Vending)
- Special events
- Events that are very special/Pop-ups
- Catering
- Meal Brokering



What are the Requirements to Sell Art & Craft?

- Street Vending License
 - Wisconsin Seller's Permit (WI Dept of Revenue)
 - Certificate of General Liability Insurance
- Mall Craft License
 - Products must be hand crafted or handmade by the maker.
- Camp Randall Game Day High Density Vending License
- Top of State Vending Overlay District (TOSVOD) License
- Special events



Annual Food Cart Review

- Process to become eligible to sell food in the Mall Concourse Vending Area
- First Monday after Labor Day – 30 days (9/14/26 – 10/10/26)
- Review Hours: M-F 11a-2p & Sat. 9a-1p
- Requires one BERC member to participate.



Saturday Street Vending vs DCFM



Special Events



Free-Standing Vending – Private Property

- Property must have Free-Standing Vending approvals from the Zoning Department
- Must hold a Basic Street Vending License
- Must hold all Public Health licenses (service base and mobile food establishment)
- Hours of operations shall be between the hours of 7:30 a.m. and 11:30 p.m., including set up and take down.
- No part of the operator's free-standing vending equipment or operation may remain on the property outside the hours of operation.

What does vending look like?



Carts in Parks

- Property must have Free-Standing Vending approvals from the Zoning Department
- Must hold a Basic Street Vending License
- Must hold all Public Health licenses (service base and mobile food establishment)
- Hours of operations shall be between the hours of 7:30 a.m. and 11:30 p.m., including set up and take down.
- No part of the operator's free-standing vending equipment or operation may remain on the property outside the hours of operation.

Carts in Parks



Carts in Parks





Street Vending Staff

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