

STREET USE (SPECIAL EVENT) PERMIT APPLICATION

Applicant

Jonathan Peetz
Brothers International Desserts / Schoep's
Ice Cream
2070 Helena Street
Madison, WI 53704
Email: Jpeetz@schoeps.us
Phone: (608) 590-8259

Contact During Event

Jonathan Peetz
Brothers International Desserts / Schoep's
Ice Cream
2070 Helena Street
Madison, WI 53704
Email Jpeetz@schoeps.us
Phone: (608) 590-8259

Event Information

Name of Event: Brothers International Desserts /
Schoeps Ice Cream Community
Event

Event Type: One Day

Estimated Attendance: 200

Is this a new event:

Event Additional Information

Run/Walk: ☐

Music/Concert: ☒

Festival: ☒

Rally: ☐

Parade: ☐

Posting no parking signs or bagging meters? ☐

Other: ☒

If other, please describe: Community Event

Site Map

Each event application must include a detailed event site map with the following items a applicable:

- Accessible paths for wheelchairs as well as disabled parking spaces
- Dumpsters
- Emergency vehicle access lanes (minimum of 20')
- Event Perimeter
- Garbage and Recycling - cleanup and trash/recycling plans are required with the site map
- Portable toilets
- Signage
- Stages
- Temporary Structures
- Tents
- Vendors

A helpful online resource for route mapping is: [Map My Run](#)

I understand I must attach site map and route map with this application, if applicable: ☐

Location Information

Capitol Square: ☐

State Street Mall (700/900): ☐

30 on the Square: ☐

Other: ☒

Street Names and Block Numbers:

The section of Helena Street encompasses Schoep's Ice Cream 2070 Helena Street building and parking lot. See attached site map.

Event Dates

Setup Date	Setup Time	Event Start Date	Event Start Time	Event End Date	Event End Time	Cleanup Completed Date	Cleanup Completed Time	Rain Date
08/28/2022	10:00 a.m.	08/28/2022	12:00 p.m.	08/28/2022	4:00 p.m.	08/28/2022	6:00 p.m.	

Temporary (Picnic/Beer) Licenses

Visit the [City of Madison City Clerk's Office](#) website under heading "Temporary Picnic/Beer License" to apply.

Will beer/wine be sold?(\$):

Will beer/wine be served (Free of charge)?:

I understand that a Certificate of Insurance with liquor liability, naming the City of Madison as additional insured, is required: * ☐

I understand I must apply for Temporary (Picnic/Beer) License to serve or sell beer/wine for this event: ☐

If the Temporary (Picnic/Beer) License is denied will the event occur?: **No**

Street Use Event Vending License

If food will be sold please visit the [Public Health - Madison & Dane County](#) website.

I understand a Special Event License Application listing the vendors and their Sellers ID# is required: ☒

Will food and/or merchandise be sold?(\$):

Estimate number of vendors:

Public Amplification Permit

If public amplification is needed it must be kept to a reasonable level at all times and must end by 11 pm.

Will there be Public Amplification?(\$):

☐

Start Date	Start Time	End Date	End Time	Rain Date
08/28/2022	12:00 p.m.	08/28/2022	4:00 p.m.	

SAFETY AND SECURITY

- Complete the Emergency Action Plan (EAP) template below to provide information about the safety plan for your event.
- For large events, contact [Madison Fire](#) prior to submitting the street use permit application, so they can review and make recommendations for additional emergency plan requirements.
- At the review of the street use permit application, Police and Fire Department representatives may also require [Special Duty Police Officers](#) or Fire Inspector staffing at your event. If MPD designates an event as a District Event, the organizer must contact [Central District MPD](#), (608) 266-4482, regarding Madison Police requirements for the event.

Emergency Action Plan [PDF/ MS Word](#)

RUN/WALK EVENTS

For run/walk events, organizers are strongly encouraged to contact [Police](#), [Traffic Engineering](#) and [Madison Metro](#) prior to submitting an application so these agencies can review and make recommendations on the proposed route(s).

I understand that I must submit the Emergency Action Plan:

☒

Equipment Rental - Downtown events only.

Will you need equipment rental from the City of Madison?(\$):

Trash Barrels:

Recycling Barrels:

Dumpsters:

Electrical Adaptors:

Marketing

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

Do you want this included in the Madison Parks calendar of events?:

Event Website:

Notes:

Acknowledgement

If a street use permit is issued for the event, the Applicant agrees to comply with all permit conditions, and understands that failure to comply with any condition or any violation of law may result in the immediate cancellation of the event

Further, the Applicant is legally responsible and financially liable to the City of Madison for all city fees and costs associated with the overall organization, management, and implementation of the event and its related activities and maintains ultimate liability for payment of all fees and costs assessed by the City of Madison.

I have read the Acknowledgement: ☒

Indemnification

THE APPLICANT FOR A STREET USE PERMIT SHALL AGREE TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS 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.

I have read the Acknowledgement: ☒

Signature


By initialing, I/we
waive the 21-day
decision
requirement :

JPP


Signature: Jonathan Peetz

Date: 08/03/2022


KEY




DISABLED PARKING




PORTABLE TOILET




GARBAGE/RECYCLING




VENDOR BOOTH




EVENT PERIMETER



DUMPSTER












ROAD CLOSED SIGN



STAGE LIVE MUSIC



KEY	
	ADDTNL DISABLED PARKING PENDING CITY APPROVAL
	DISABLED PARKING
	PORTABLE TOILET
	GARBAGE/RECYCLING
	VENDOR BOOTH
	EVENT PERIMETER
	DUMPSTER
	ROAD CLOSED SIGN
	STAGE LIVE MUSIC





EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The Brother's International Desserts / Schoep's Ice Cream Community Event will be held August 28th, 2022 at the 2070 Helena Street location in Madison, WI.

II. PURPOSE

- A.** This emergency action plan predetermines actions to take before and during the Brother's International Desserts / Schoep's Ice Cream Community Event in response to an emergency or otherwise hazardous condition. These actions will be taken by organizaers, management, personnel, and attendees. These actions represent those required prior to the event in preparation for and those3 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 Jonathan Peetz and Richard Whittaker.

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 onsite EMS
3. We will not have onsite Police or Security

C. Severe Weather

1. Weather forecasts and current conditions can be monitored through the National Weather Service's Madison Weather Forecast Website.
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 Jonathan Peetz and Richard Whittaker 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 Jonathan Peetz and Richard Whittaker 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 manger (This event will use charcoal).
 - 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.
4. Fire Inspectors may be required to do an inspection of the event, the Fire Department will be contacted 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 require Emergency Medical Services to be called to this event, the caller will have the following information available to give to the 911 Operator: nature of emergency, precise location, and the contact person with callback number.

F. Law Enforcement

1. The need for constant Law Enforcement presence at this event has not 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 operator: nature of emergency, precise location, and 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 direct to park in approved areas and not to obstruct protective features, sidewalks, or public thoroughways.
5. Crowd control will be managed by: Jonathan Peetz and Richard Whittaker, and event staff.
6. Parking for vendor and staff vehicles will be: outside the perimeter of the event within valid parking spots within walking distance of the event.
7. Parking for attendee vehicles will be: outside the perimeter of the event and within valid parking spots within walking distance of the event. Exception to this are the designated disabled parking spots noted on the site map.

V. Contact Information

Primary Contact	Jonathan Peetz	608-590-8259
Secondary Contact	Richard Whittaker	304-839-6500
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	608-266-4420
Non-Emergency	Madison Police Department	608-255-2345