



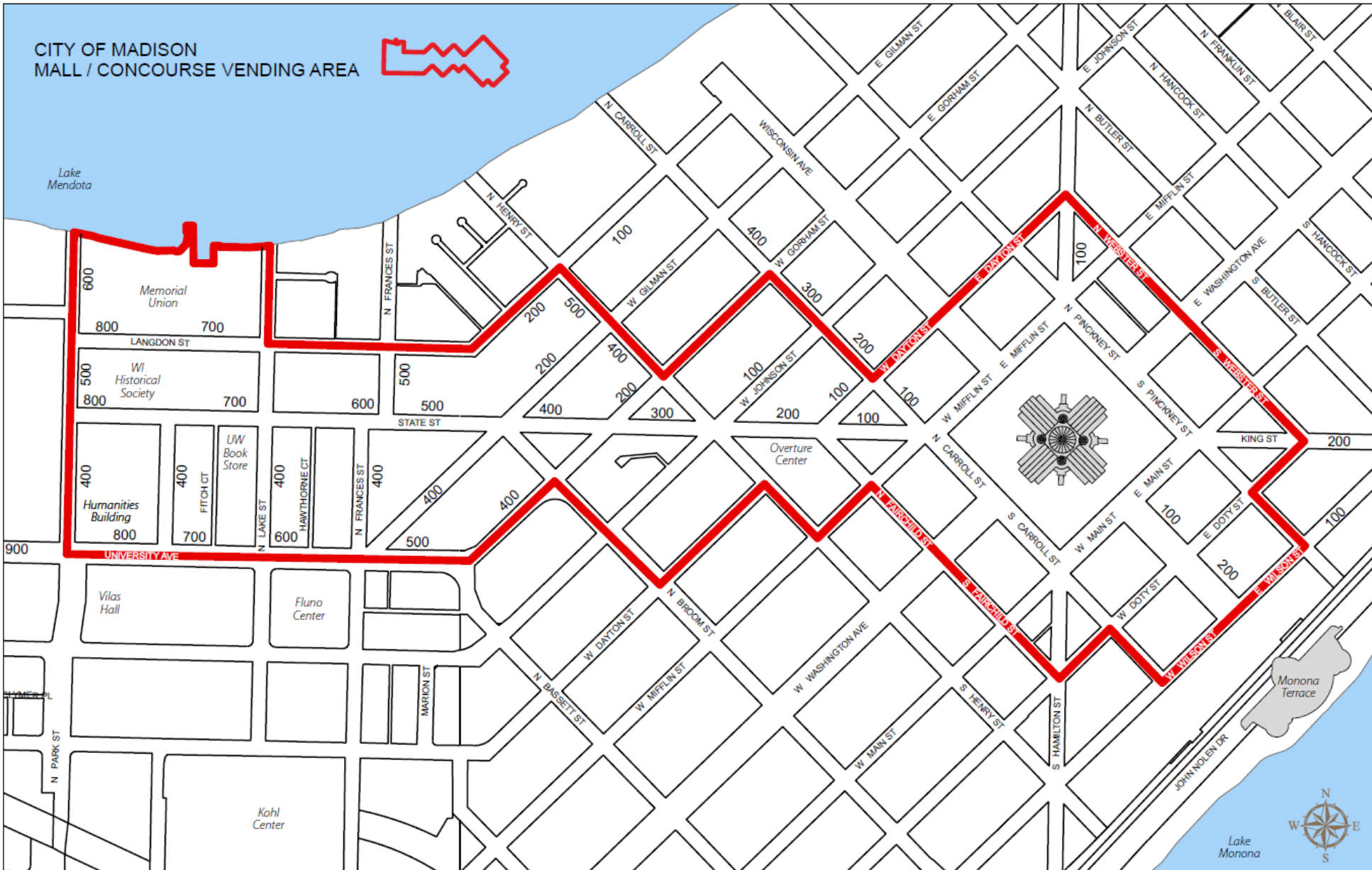
700/800 State Street Night Vending Area Program Development

Meghan Blake-Horst – Street Vending Coordinator

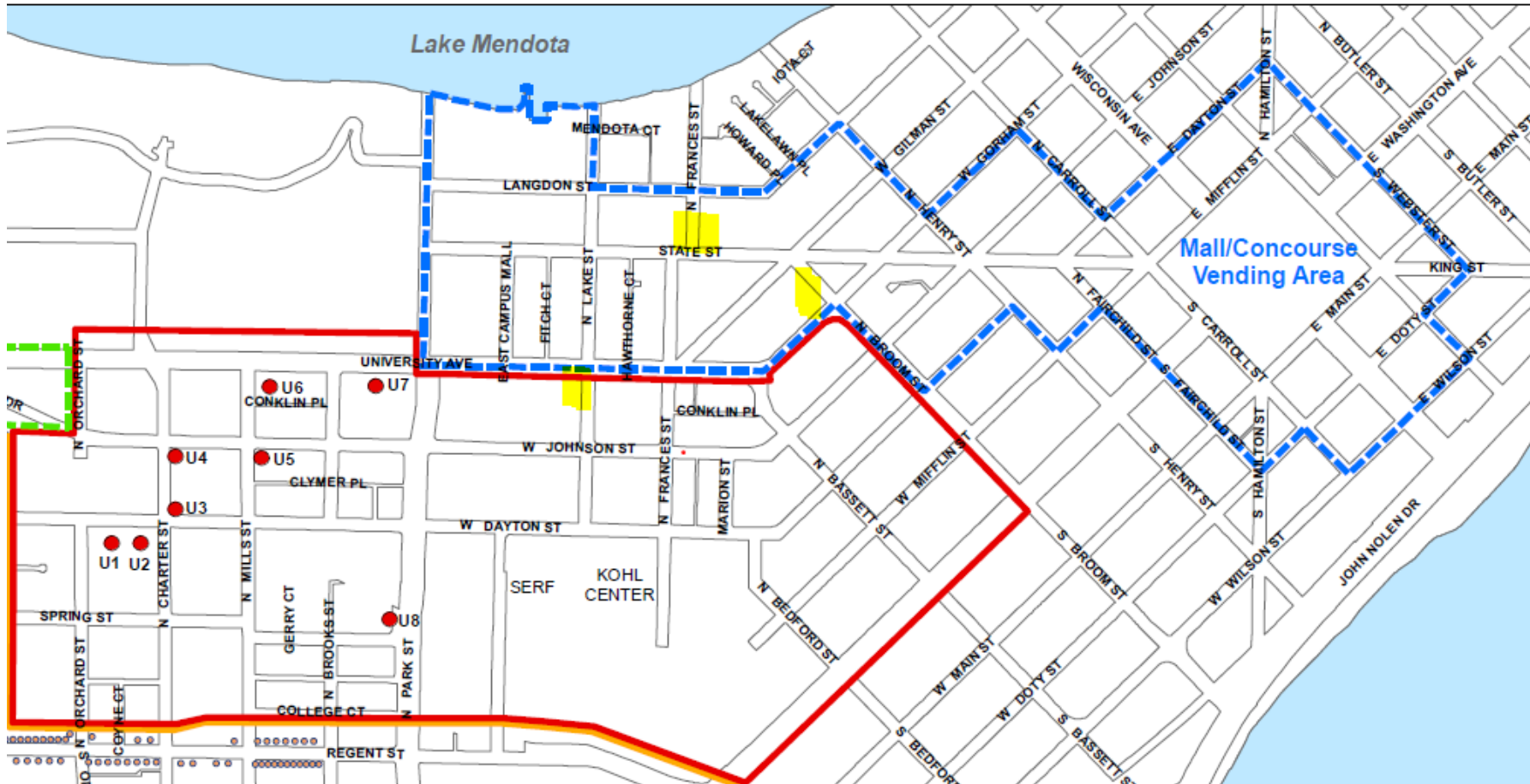
Overview of State St. Night Vending

- Review geography and current site assignments
- Current ordinance direction for creating a new night vending program in the Mall Concourse Vending Area
- Staff concerns and current challenges
- Staff recommendations
- Outreach and promotion plan
- Committee discussion – input, concerns and direction

Context



Current Late Night Vending Site Assignments



1. Frances St. Plaza
2. Broom St. in Loading Zone adjacent to Riley's Liquor
3. Lake St. in Loading Zone adjacent to Fresh Madison Market

Current Direction for New “Night Vending” Program

- Name change from Late Night Vending to 700/800 State Street Night Vending Area
- New 700/800 State Street Night Vending Area program to be implemented for the 2024-2025 vending season beginning on April 15, 2024.
- Licensing process created/refine
- Site assignments
- Promotion/marketing of new program
 - Vendors
 - Community

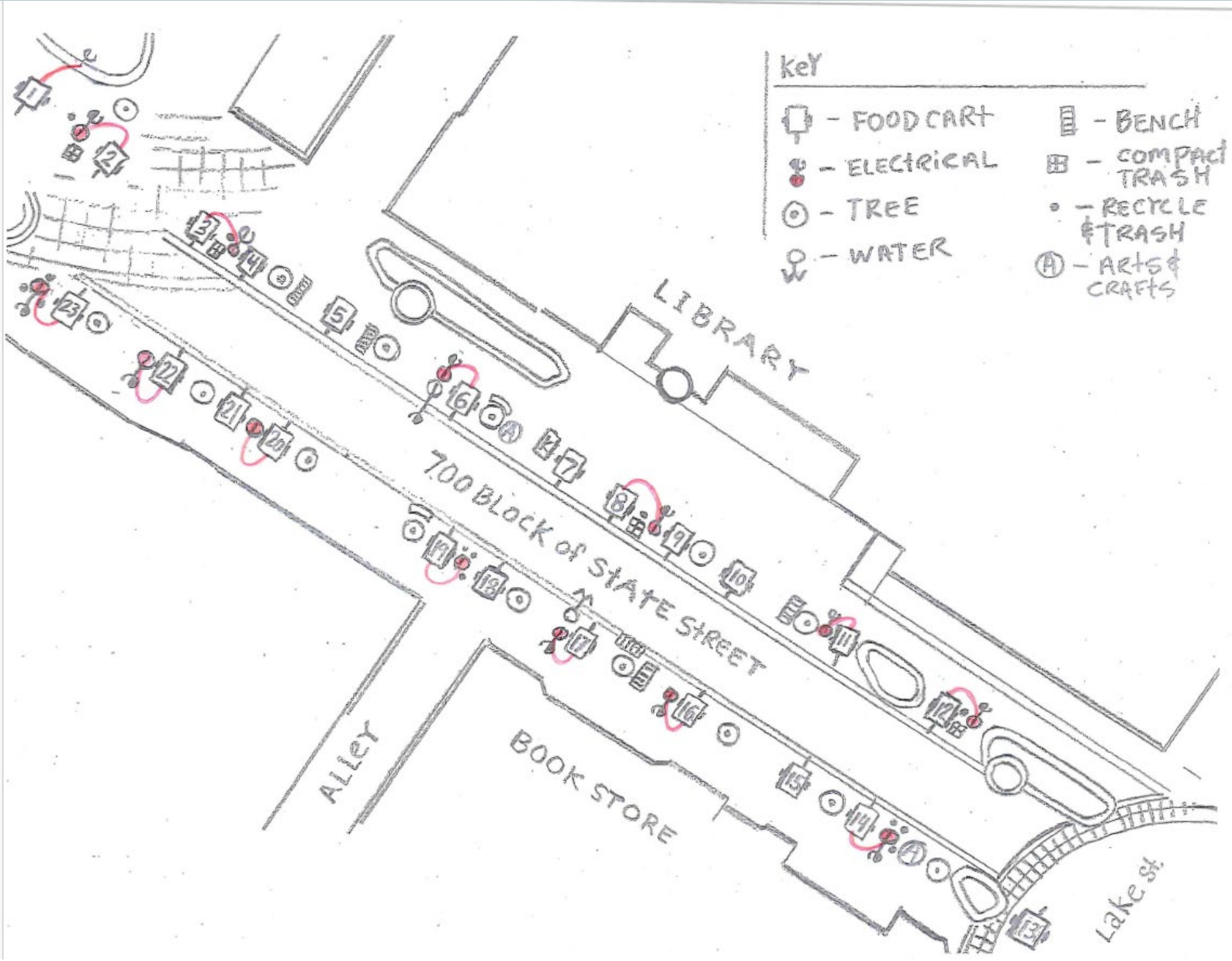
Staff Concerns

- Location
- Increased density of people in one area
- Garbage
- Hours
- Additional staffing needs during vending hours
- Vendor compliance
- Customer and community behavior around the vending area
- Illegal parking by vendors and customers
- Pick-up zones for food and people
- Construction of Lake St. Campus Garage
- Number of calls for service by MPD and UWPD

Staff Recommendations – New Night Vending Program

- Wednesday – Saturday
- 4p – 12:30a
- Maintaining 3 Night Vending Licenses, no additional licenses issued within the first year.
- Required to have line management equipment – [Retractable Belt Barrier Stanchions](#).
- No access to electric (must use generators)
- Garbage can required and cannot use City garbage cans for vending garbage.
- Responsible for clean-up of the area.
- Additional staffing for the first few weeks.
- Potential posting no parking along Lake St.
- Change in fee structure
- 1 year trial

Current Vending Sites in State St. Mall



Outreach & Marketing

- Current and potential vendors
- Downtown BID – Business Improvement District
- DMI – Downtown Madison Inc.
- GSSBA – Greater State St. Business Association
- Destination Madison
- UW Greek Life and Student Organizations
- UWPD
- City Channels
 - Public meetings
 - Focus groups
 - Survey
 - Social media
 - Alder blogs
- Press coverage
- Other TBD

Committee Discussion

- Goal
- Ideas
- Concerns
- Recommendations