

# OUR CITY OF MADISON



## Street + Eatery = STREATERY!

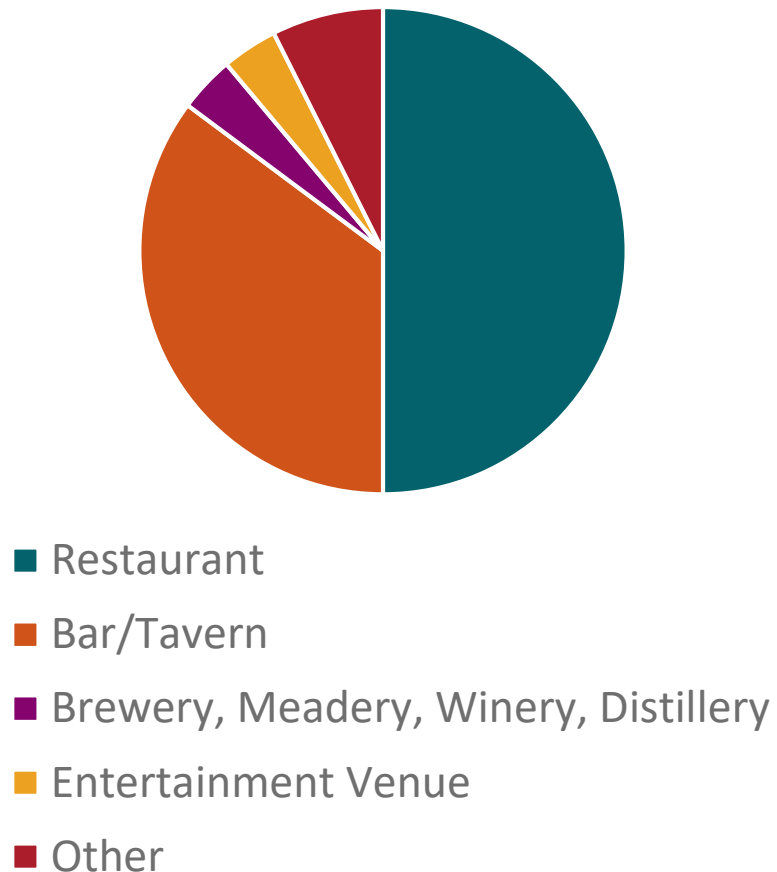
Meghan Blake-Horst, Street Vending Coordinator

Rebecca Cnare, Urban Design Planner

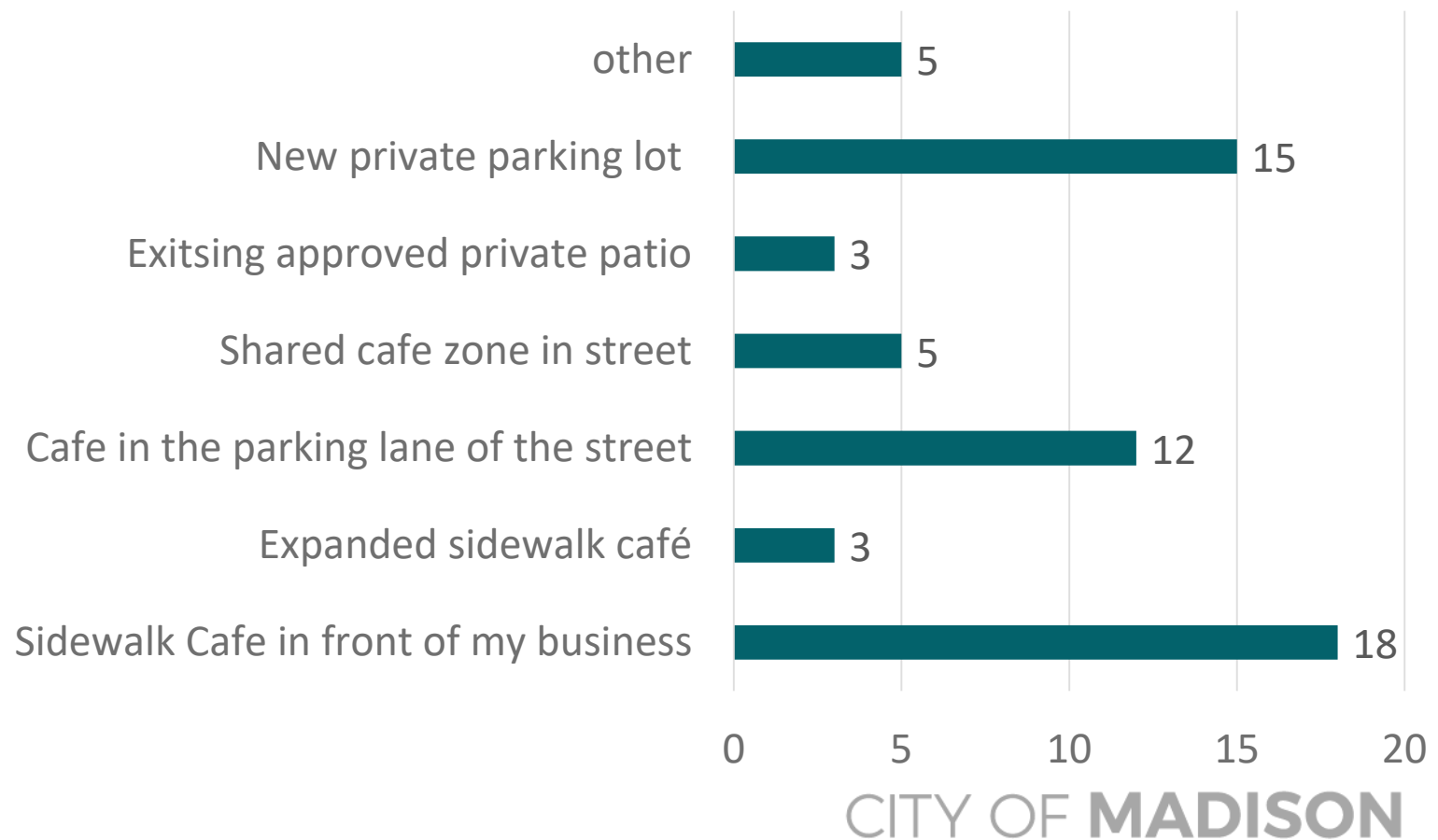
Sabrina Tolley, Parking Utility Manager

# Streatery Participant Survey!

What Types of Businesses Participated?

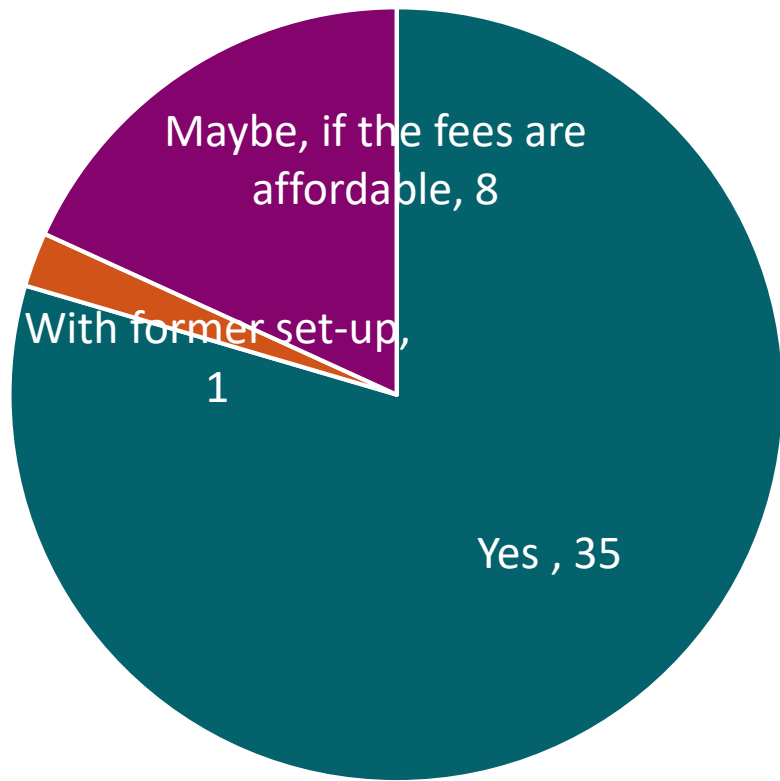


Streatery Types

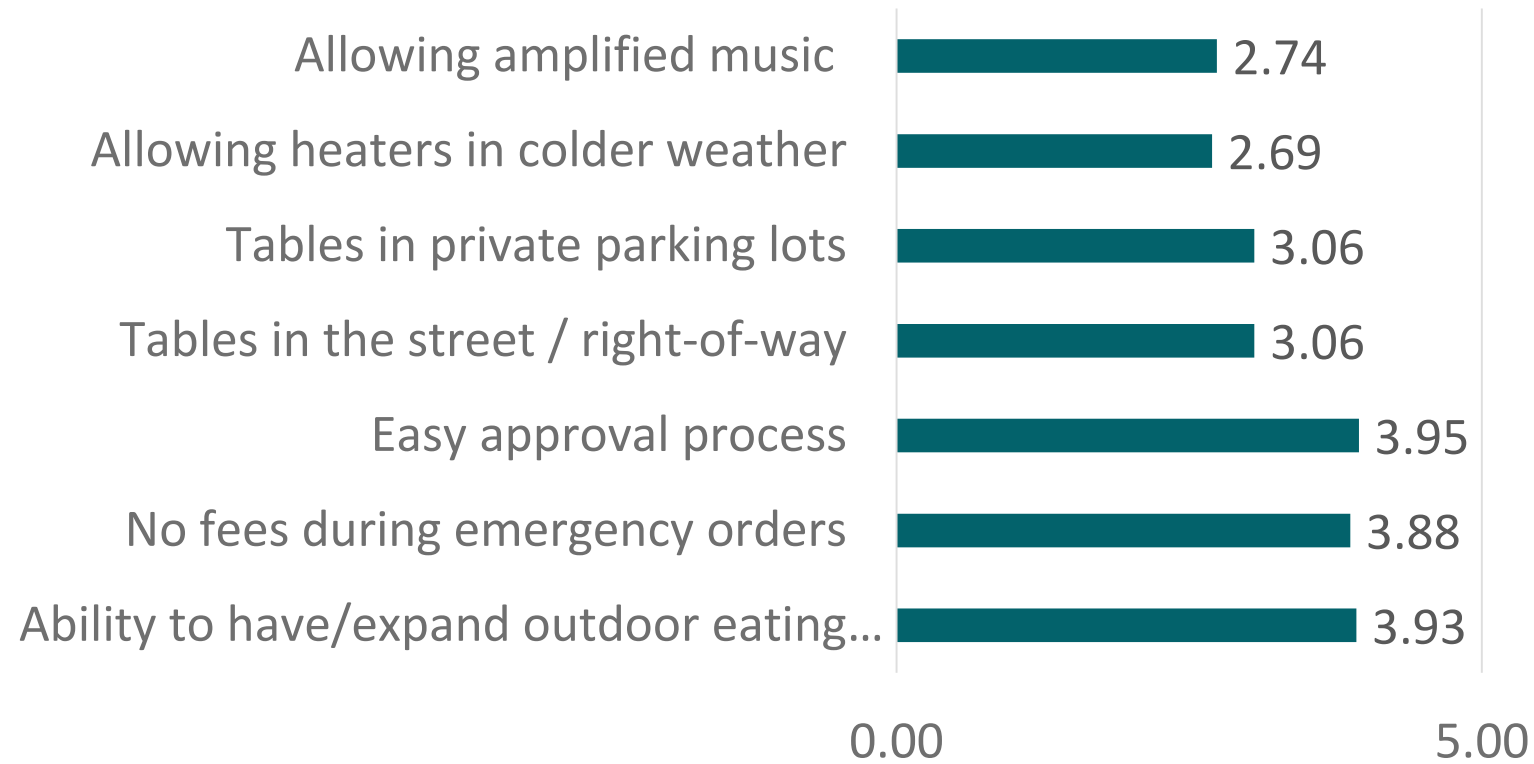


# Streatery Participant Survey!

Future Plans?



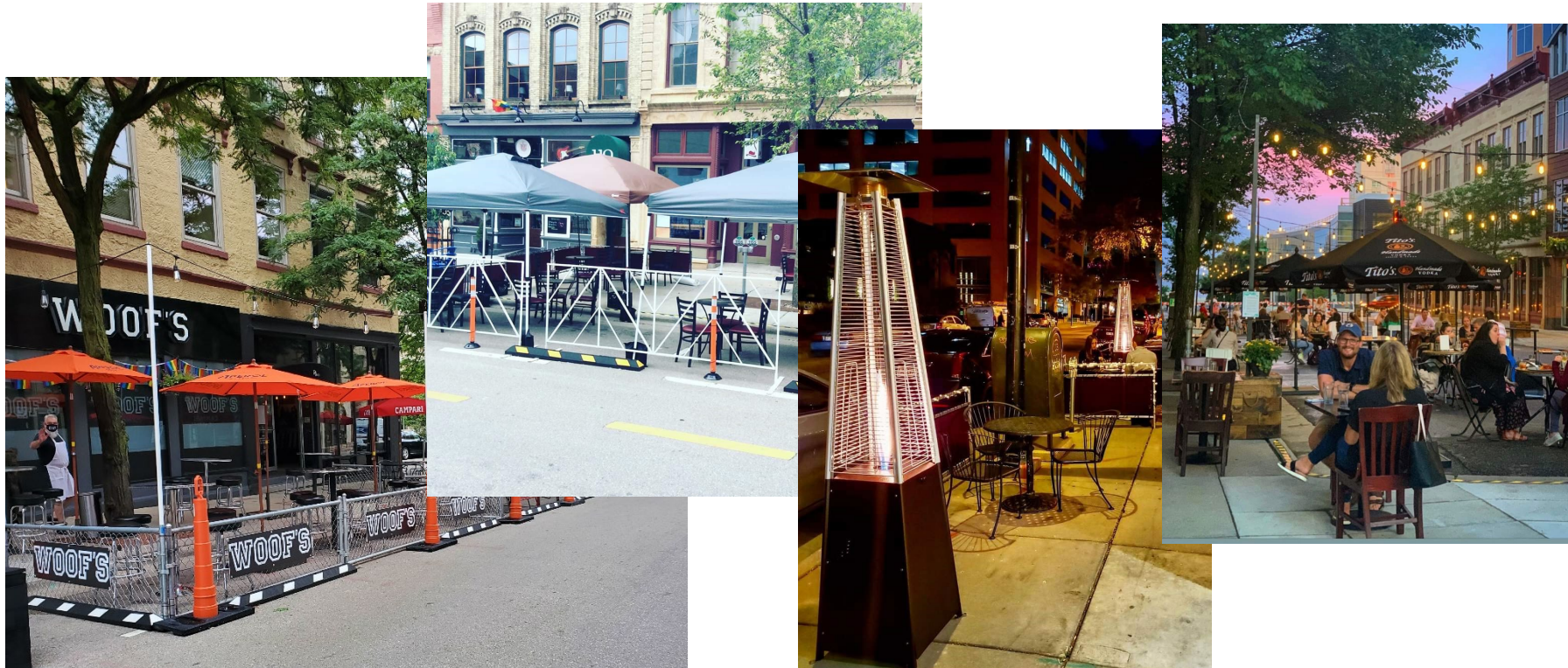
Most Beneficial Aspects of Program



# Streatery Participant Survey!

Umbrellas, pop-up tents, heaters & lights were among the most desired furnishing additions to the ordinance

A few furnishing hiccups...



# Staff Survey Results!

## Things that worked best from a staff perspective:

### 1. **Streamlined approval processes**

- Lack of conditional use, temporary extension of premises etc.

### 2. **Flexibility:**

- Flexibility for vending staff to approve different configurations/set ups/equipment
- Flexibility in seating locations (parking lots, open spaces, roadways, sidewalk, terraces)

### 3. **Point liaison** for coordination of plan

4. A strong, pronounced, belief in, support for, businesses and people

5. Blocking of meter stalls, Good use of un-used parking spaces during COVID

6. It prioritizes pedestrians over cars - keep allowing flexible use in parking lots

7. Encouraged standard safety structures/designs for roadside locations

# Staff Survey Results!

## Things that DID NOT work from a staff perspective:

- 1. Permit confusion for both participants and staff** - need a coordinated application process – some fees needed in future
- 2. Accessibility** – ADA compliance, lack of short term parking, abuse of curbside pick-up stalls
- 3. Securing/storage of café items** on sidewalk and in the road (tables/chairs, lights, umbrellas, road safety equipment)
- 4. Coordinated fee structure**
- 5. Other**
  - Fire pits/flames caused confusion, mistaken reports of structure fires.
  - Limited time to implement / limited time to manage ongoing.
  - Some places had fairly junk store appearance, which is understandable
  - More permanent, attractive signage

# Licenses, Permits & Existing Fees Chart

License/Permit Type	Duration	\$ Cost	Cost for Typical 400 SF café expansion in the downtown for May-October (6 mos) (2 parking stalls)
Sidewalk Café - Mall/Concourse	Annual	\$5.50 / Sq ft	\$2200
Sidewalk Café - City Wide	Annual	\$3.00 / Sq ft	N/A
Extension of Premises (Alcohol)	One-time	\$25	\$25
Conditional Use for Private Lots	One-time	\$600	N/A
Parking Meter Hood Usage	Daily	\$18	\$6480
Non-metered parking (2 hr. limit)	Daily	\$5	N/A
Street Occupancy Permit	Daily	\$20-30	Two lengthwise stalls = \$9,900 Two angled stalls = \$4950
Amplification	Per-event	\$30	4 events per month = \$720
Possible Encroachment Agreement	Annual	\$Sq ft Market rate	Could be up to \$10+ SF or more
	TOTAL FEES per season for expansion area only (not old café)		<b>\$19,320 for two parallel parking stalls</b> <b>\$14,375 for two angled parking stalls</b>

**This seems excessive for something we want to promote**



# Streatery Program Process Overview

- May 2020 – Streatery Program Created through Emergency Order
- October 2020 – Winter update to allow heaters, and snow plans
- February 2021 – Emergency program extended through April 2022
- Spring/Summer 2021
  - Participant & Staff Surveys, Joint DCC/VOC/EDC Input meeting, BID/GSSBA/DMI public meetings
  - Staff develops draft policy suggestions/ questions, new fee/application structure
- October 2021 - TPPB, DCC, VOC informational meetings
- November/December 2021 - Introduce ordinance language to CC
- December/January - BCC review, CC approval



# Process Overview

- **Changes needed to MGO Chapters and associated BCCs for approval:**
  - 9.13 (VOC) Vending
  - 10.055 (TPPB) New permit instead of Street Occupancy
  - 10.31 (CC) Privilege in Streets - Staff Team -Encroachment/ “Privilege in Streets”?
  - 12 (TC) Use/fees of on-street parking meters/ non-metered spaces
  - \*28 (PC) Zoning text for outdoor dining areas in private lots (\*a separate process)
  - 27,29 (BI - MFD) Are there Building Code concerns with structures in r.o.w.
  - 38 (ALRC) Change of premises – clarify for streateries?
  - 39.05 (DRC) ADA – likely no changes, but listed for compliance

# Process Overview

## **Approval Calendar:**

- Waiving/delaying Sidewalk Café application Deadline to April 1 approved at 10/5 CC
- Permanent Streatery Program
  - 10/18 TPPB, 10/21 DCC, 10/27 VOC - Present initial recommendations and questions
  - 11/16 or 12/7 – Introduction to CC
  - Referrals: VOC (lead), DCC, TPPB, TC, ALRC, DRC, others as requested
  - 1/4/22 – back to CC (or next meeting)

# Process Overview

## **Outreach beyond BCC process to date:**

- GSSBA/DMI/BID 2 joint sessions
- Survey of City Staff
- Survey of current participants
- Public hearing at a joint DCC/VOC/EDC meeting in July
- Return to DCC, TPPB, and VOC in October for policy recommendations
- **Do we need additional community outreach outside of the BCCs listed above?**

# Remaining Program Policy Questions



# Policies – Sidewalk Expansions

## Sidewalk Cafes not on roadway

- Required sidewalk width is currently 6ft.
  - Staff recommends that the program require 7 ft. pedestrian path?
- Sidewalk café lateral expansions not in roadway:
  - What should be the allowed expansion width – 100%, 50%, other?



# Proposed Fees

<b>Proposed Sreatery License Fee (MC = Mall/Concourse)</b>	<b>Duration</b>	<b>\$ Cost</b>	<b>Totals for 400 square feet</b>
<b>Regular Sidewalk Café in M/C</b>	Annual	\$5.50 / Sq ft	\$2,200 on sidewalk
<b>Regular Sidewalk Café - citywide</b>	Annual	\$3.00 / Sq ft	\$1,200 on sidewalk
<b>Fee Proposal for Cafes in Roadway</b>			
<b>Sreatery Café Expansion- M/C</b>	Seasonal	\$7.50 / Sq ft	\$3,000 in the roadway
<b>Sreatery Café Expansion - Citywide</b>	Seasonal	\$5.00 / Sq ft	\$2,000 in the roadway

# Policies – Fees

## Proposed Fees for Roadway Cafes: **\$7.50 M/C and \$5 outside M/C**

- This is a surcharge of \$2 per SF to recoup some parking utility revenue and application processing staff time
- **Parking Utility will generate approximately 80% of existing revenue:**
  - Typical 2019 revenue of 63 downtown spaces approx. @ \$250/mo = \$189,000
  - Utility will recoup **\$71,500** through Streatery fees
  - Utility could recoup approx. **\$78,750** through 5 months active meters @ \$250/mo
  - Cars will also use public garages instead of meters, albeit at a lower cost
- **TE and EDD – fees will likely cover staff costs.**

# Proposed Fees - Examples

## Real World Examples (approximate):

- **Wando's** = 336 SF on sidewalk and 440 SF on roadway
  - \$1848 sidewalk + \$3300 roadway = **\$5148**
- **Maduro** = 135 SF on sidewalk and 236 SF on roadway
  - \$742.50 sidewalk + \$1770 roadway = **\$2512.50**
- **Ancora** = 278 SF on sidewalk and 457 SF on roadway
  - \$1529 sidewalk + \$3427.50 roadway = **\$4956.50**
- **Ohio** (not in M/C) = 258 SF on sidewalk and 568 SF on roadway
  - *Ohio also has private parking lot*
  - \$774 sidewalk + \$2840 roadway = **\$3614**



# Policies – Storage

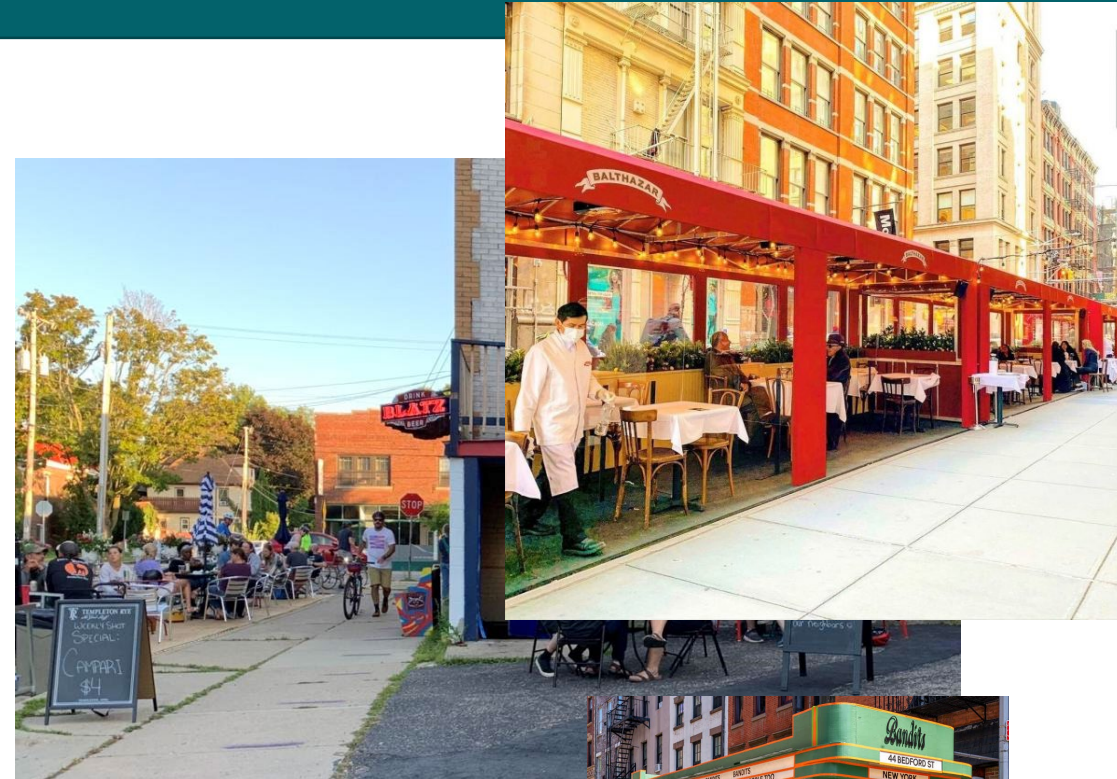
## Should we allow cafes to store equipment out overnight on sidewalk and/or parking lane?

- Operators would like to leave furniture/enclosures out overnight.
- In the mall/concourse, there are current conflicts with street cleaning, and potential safety issues. Can these issues be resolved?
  - Should there be a **difference for cafes on the sidewalk/terrace vs. parking lane?**
  - Streatery 2020 didn't enforce rules and furniture/enclosures remained in the roadway
  - Are there ways to insure that the equipment is secured?
  - There should be exemptions for heaters etc. which must be safely secured.

# Policies – Structures in ROW

## Should we continue to allow fixed items in the street?

- Examples: Ohio Tavern's Platform, S Pinckney fencing drilled into the street
  - Staff recommend allowing decking no taller than 8" in height, planter boxes, and limited semi-permanent fencing.
- City doesn't recommend allowing larger built structures i.e. walls, roofs, igloos, greenhouses and other large structures as seen in some other cities.



# Policies – License Calendar

## License Calendar:

- Once emergency order is over, staff believe that the roadway café permits should be seasonal.
- Staff recommends April 15 – November 15
  - Uses start of vending, and start of snow emergency calendar– November 15
- What if a café wants to have a 12 month encroachment agreement?
  - This would require a fee & approval process over and above the Streatery License.



# Policies – Event Conflicts

## Special Event Conflicts:

Currently there is an invalidation process for sidewalk café licenses as it relates to permitted special events, public safety and construction.

- How should we deal with cafes in roadway?
- Will we require businesses to remove equipment or does the event organizer need to find another solution?
- Invalidated only for larger or legacy events?
  - Ex: Taste of Madison/Art Fair/ Ironman/Halloween/Maxwell St. Days)



# Policies – Roadway Café ADA considerations

## Roadway café considerations

- ADA curb ramp required if over half of cafe is in the roadway
- Reflective Curb tape
- Spacing between tables
- Height of tables – require a mix
- Concerned about losing and/or relocating ADA parking
  - Especially when private lots close off all of their parking



# Policies – Roadway Café Safety

## Roadway café considerations

- TE provided a list of safety barriers in 2020 that should be continued.
  - Delineators, curb stops, etc.
- Staff may restrict size of roadway café as necessary for the purpose of providing ADA accessible spaces.



# Policies – Furniture/Enclosures

## Furnishings and Enclosures

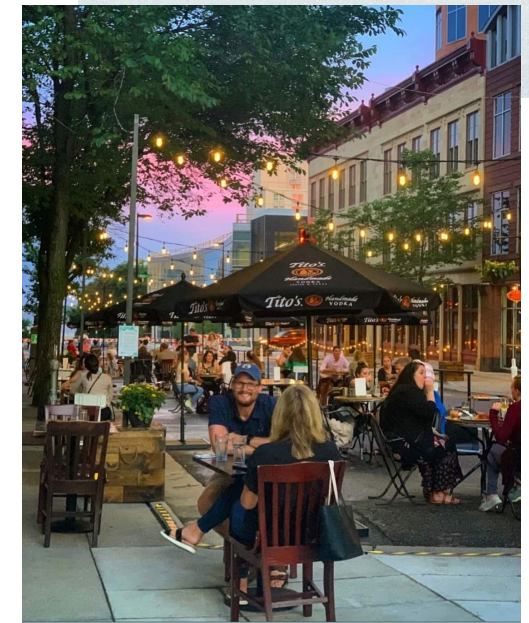
- Enclosures – allow more flexibility
  - Only require enclosures on three sides of cafe
- Tables – allow more flexibility
  - More sizes, types of tables allowed
  - Must keep a mix of table sizes and heights to maintain 50% ADA accessibility



# Policies – Café Amenities

## Café amenities

- Lights/Heaters: Staff agrees that these should be allowed
  - Lights must meet code
  - **Can light boxes stay up on the sidewalk nightly?**
  - We could consider extra fee to use traffic pole power
    - *Use food cart fee schedule?*
  - Heaters must meet MFD rules, propane must still have a safe storage plan
- Pop-up tents: Staff believes that 10x10 pop up tents should be allowed
  - Staff recommend that pop-up tents should be taken down every evening regardless of whether or not café furnishing are allowed to be stored outside.





# Operational Policies - Signs

## Signs/Logos

- Operators request that they be allowed to use tents/umbrellas with logos,
  - They are provided by liquor distributor for zero/little cost.
  - **Zoning Administrator recommends that we only allow plain umbrellas.**
- A-frame signs vs 2-(2x3) enclosure signs
  - Cafes can one have one, not both
  - Some owners want to have both – and are currently allowed to – but must pay two sign permit fees, and can only have one out at a time.



# Operational Policies - Music

- **Live Music**

- Staff is not recommending the continuation of live music in the permanent program.
- This was a COVID related desire to allow musicians to earn a living during the pandemic.
- Amplified speakers, televisions, movies and other non-live music was never allowed under Streatery, but wasn't enforced.



# Operational Policies - Curbside

- What is the long-term plan for curbside pick-up/delivery/food app services?
  - *Issue to be addressed separately – not a part of Streatery*
  - Curbside program was started when there was no parking/meter enforcement and there was little/no space turnover. The program has now outlived its intent.
  - Could we consider having more 25 min meters/short term parking only spaces?
  - Staff wants to avoid privatization of public parking spaces for uses that do not bring vibrancy to the space

