

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event PARKING DAY 2015

Event Organizer/Sponsor ZDA, INC.

Is Organizer/Sponsor a 501(c)3 non-profit agency? Yes No

If Yes, provide State of Wisconsin Tax Exempt Number _____

Address 4797 CAPITOL VIEW RD

City/State/Zip MIDDLETON, WI 53562

Primary Contact STEVEN G. ZIEGLER FAX 608-831-9071

Work Phone 608-831-5098 Phone During Event 608-770-5098

E-mail steve@zdainc.com

Website zdainc.com

Secondary Contact JARED A. VINCENT

Work Phone 608-831-5098 Phone During Event 608-298-8904

E-mail jared@zdainc.com

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: N/A

Estimated Attendance REGULAR SIDEWALK TRAFFIC (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours N/A to N/A Yes No

EVENT CATEGORY

Run/Walk Music/Concert Festival Rally Parking (i.e., bagging meters)

Other ART INSTALLATION (TEMPORARY)

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: CORNER OF MAIN ST AND MARTIN LUTHER KING JR. BLVD.

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) _____ Rain Date(s) NONE

Event Start Date(s)/Time(s) 9/18/15 10:00 am Set-Up Date(s)/Time for Event 9/18/15 8:00 am to 10:00 am

Event End Date(s)/Time(s) 9/18/15 4:30 pm Take-Down Time 3:30 pm to 4:30 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 Aug 10, 2015

Street Use Permit Application: Supplemental Information- Continued

Contact : Steven G. Ziegler
608.831.5098, steve@zdainc.com

Jared A. Vincent
608.298.8904, jared@zdainc.com

Event Schedule

Park(ing) Day is a national annual event on the third Friday of September; this year is Friday, September 18th, 2015. Being an ephemeral concept the event is intended to be short in duration- appearing in the morning and gone by dinner. Set-up will occur the morning of the event between 8:00am and 10:00am to avoid morning rush hour traffic and take-down between 3:30pm and 4:30pm so the parking stalls will be available before the evening rush hour traffic and when demand increases for parking stalls by area restaurants and shops. The event will occur during the day when pedestrian traffic from surrounding businesses is high to capture as large an impromptu audience as possible without disrupting normal traffic patterns, there has been at most 8-10 people gathered in the space at one time. This scheduled worked quite well for the last two years.

Event Site Map

The event will ideally take place in downtown Madison near the Capitol Square where there is a large amount of street parking. We propose to locate the PARK(ing) Space on Martin Luther King Jr. Blvd, preferably on the corner of Main St. and MLK Jr. Blvd near the Capitol Square for better visibility and pedestrian traffic. This area will provide adequate exposure for the event while limiting the impact on parking and traffic for local businesses on adjacent streets. The PARK(ing) Space requires two adjacent metered parallel parking stalls, one to become the PARK(ing) Space and the other to park a vehicle, and preferably located at the end of the block to take advantage of the curb bump out to improve pedestrian safety. All materials will be appropriately sized and kept within the parking space. Materials used to create the Park(ing) Space will be readily movable in the event of an emergency and will allow for easy cleanup without special equipment. (See attached site plan)

Route Map

The PARK(ing) Space is a stationary event that does not require any redirection of vehicular or pedestrian traffic. A single vehicle associated with the event (to provide a buffer on one end of the space as well as loading and unloading of materials) will be parked adjacent to the space. There are no special traffic needs as visitors to the space will be primarily by foot or bicycle.

Safety and Security Plan

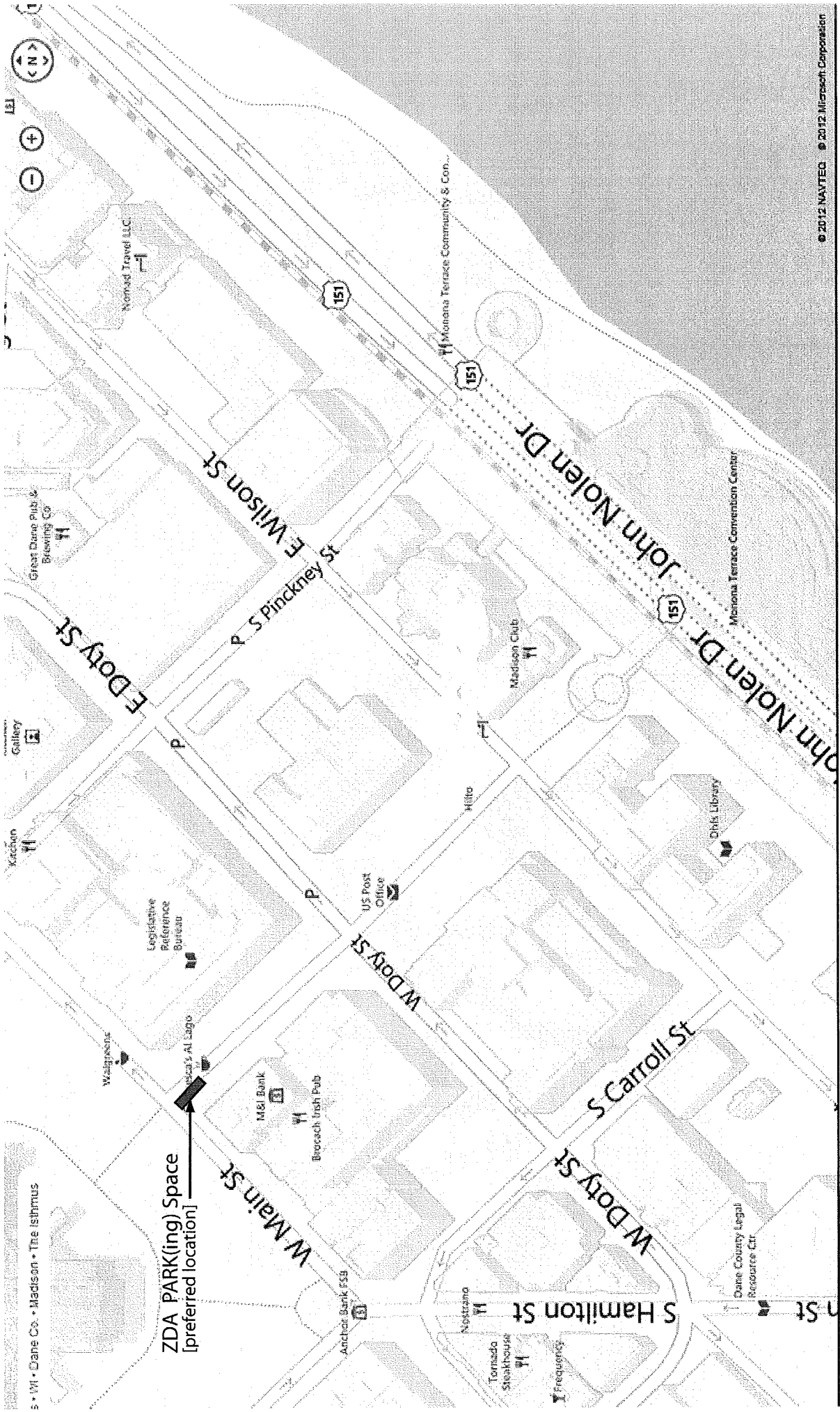
The PARK(ing) Space will require only one end parking stall at the beginning or end of a block and a vehicle will be parked for the duration of the event on the other side of the PARK(ing) Space, both with a bagged meter. Barricades along the street side of the space provide separation between vehicular traffic and users of the space. The PARK(ing) Space will also be organized to discourage users from entering or exiting on the street side. All users of the space will be directed to enter and exit from the adjacent city sidewalk. At least one member of our team will be present in the Park(ing) Space at all times. All team members will have a cell phone in the event of an emergency.

Notifications

There will be limited notifications made prior to the event. The transformation is intended to appear spontaneous and temporary. Notification can be made to businesses in the immediate area if necessary; however the impact on these businesses will be minimal. It is our hope that there will be some media coverage the day of the event to help raise awareness through social media and local news sources.

Certificate of Insurance

A Certificate of Insurance is included with this packet.



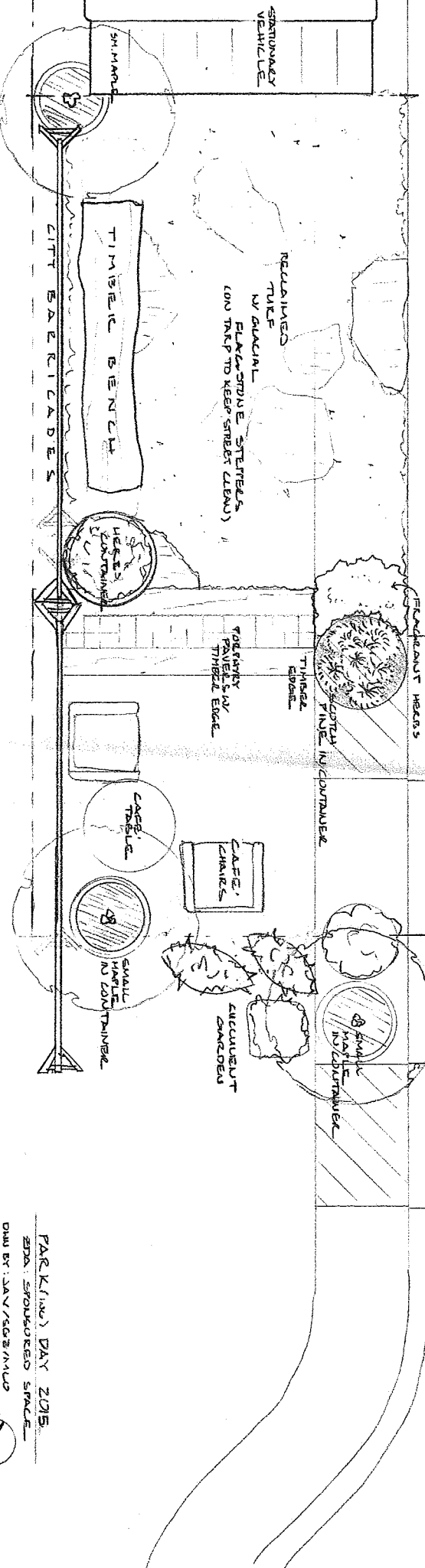
5 • WI • Dane Co. • Madison • The Isthmus

ZDA PARK(ing) Space
[preferred location]

CITY SIDEWALK

PARKING METERS

MLK JR BLVD



PARKING DAY 2015
 ADA: SPOOLED SPACE

DWG BY: JAY ROBERTSON
 DATE: 3-20-2015
 © EDA INC 2015
 SCALE: 1/2" = 1'-0"

