

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: GEOLOGICAL TIMELINE
Event Organizer/Sponsor: JOHN NICHOLAS SCHWEITZER
Is Organizer/Sponsor a 501(c)3 non-profit agency? Yes No
MANDATORY: State Sales Tax Exemption Number: ES#: _____
OPTIONAL: Federal Tax Exempt Number: _____
Address: 4713 REGENT ST.
City/State/Zip: MADISON, WI 53705
Primary Contact: NICK SCHWEITZER Home Phone: 608-231-3941
Email: JNSCHWEITZER@GMAIL.COM Phone During Event: 608-692-8002
Website: NONE FAX: _____
Secondary Contact: _____ Work Phone: _____
Email: _____ Phone During Event: _____
Annual Event? Yes No
Charitable Event? Yes No
If Yes, Name of charity to receive donations: _____
Estimated Attendance: HUNDREDS OF INDIVIDUALS (CERTIFICATE OF INSURANCE MAY BE REQUIRED)
Public Amplification? (not allowed after 11 p.m.): OVER A MONTH OR SO; ONLY A FEW AT ANY TIME. Yes No
Hours: _____ to _____

EVENT CATEGORY

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

LOCATION REQUESTED

Capitol Square (note specific blocks below) State St. Mall/800 State Street
 30 on the Square (aka top of 100 block of State Street) Other (specific blocks/streets requested below)

Street Names and Block Numbers: CAPITAL CITY BIKE TRAIL

EVENT DATE(S)/SCHEDULE

 Setup signs June 3-4 / Take down signs July 8-9, 2023

Date(s) of Event: * Event Start and End Times: ALL DAY
Rain Date (if any): — Set-Up Start Time: ONE DAY
* TO BE DETERMINED; SIGNS TO REMAIN UP FOR A MONTH OR SO. Take-Down Start Time and End Times: ANOTHER DAY
TAKE-DOWN TIME: START TO STREETS REOPENED

Will sponsor apply for temporary class B license to serve or sell beer/wine for this event? Yes No
If class B license is denied, will the event(s) occur? Yes No

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

APPLICATION SIGNATURE

BY SIGNING THIS APPLICATION, THE "EVENT ORGANIZER/SPONSOR" LISTED ABOVE AGREES TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS OFFICERS, OFFICIALS, 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.

Applicant Signature [Signature]

Date April 7, 2023

STREET EVENT SCHEDULE

- The schedule begins when event setup starts, including setup on sidewalks, terraces or parking, and ends when the street is re-opened for normal use.
- The schedule should encompass all activities planned for the event, such as:
 - » Vending: food, beverages and/or merchandise
 - » Music/Performances
 - » Displays, Exhibits, Demonstrations
 - » A moving event such as a rally, parade, etc.

Provide Detailed Event Schedule:

THE TEMPORARY EVENT WILL BE INSTALLED ALONG
THE SIDEWALK ON ONE DAY AND REMOVED ON
ANOTHER DAY A MONTH OR SO LATER.

STREET EVENT SITE MAP

To ensure proper review of the event, please attach a Street Event Site Map and a detailed route map (if applicable). Include the following location information if application to your event:

- Tents
- Stages
- Fencing
- Vendors
- Portable Toilets
- Dumpsters
- Staging Areas

Remember to include:

- Emergency vehicle access lanes (minimum of 20').
- Accessible paths for wheelchairs as well as disabled parking spaces.

EVENTS INCLUDING A RUN, WALK OR PARADE

If an event has a run/walk/parade component and/or alcohol will be served or sold, the Street Use Permit Applicant must contact the Madison Police Department to discuss possible Police requirements for the event. Contact Lt. Trevor Knight, tknight@cityofmadison.com.

A detailed route map is required if the street closure is for a run, walk, parade or other moving activity.

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

Provide Detailed Event Site Map:



↑
SIGN #19, MODERN HUMANS, WILL BE IN MCPIKE PARK

↑
THE OTHER 17 SIGNS WILL BE PLACED ALONG THE CAPITAL CITY BIKE PATH AT DISTANCES CORRESPONDING TO GEOLOGICAL ERAS.

↑
SIGN #1, FORMATION OF THE EARTH, WILL BE AT THE EASTERN END OF OLBRICH PARK

COMMUNITY EVENTS ON MADISON STREETS

STEP 5: SAFETY AND SECURITY

- Use the Emergency Action Plan below to provide information about the safety plan for your event.
- The security plan should include, but is not limited to, the hiring of private security companies and licensed professional emergency medical services; plans for crowd control; alcohol containment; securing valuables and protecting event participants.
- City of Madison Police and Fire Departments may make additional recommendations after review of the plan.
- Police and Fire Department representatives may also require Special Duty Police Officer or Fire Inspector staffing at your event.

Special Duty Police

If an event has a run/walk/parade component and/or alcohol will be served or sold, the Street Use Permit Applicant must contact the Madison Police Department to discuss possible Police requirements for the event. Contact Lt. Trevor Knight, tknight@cityofmadison.com.

District Events

For events designated as "District Events" the organizer must contact Lt. Jennifer Krueger Favour, jkruegerfavour@cityofmadison.com, (608) 266-4482, regarding Madison Police requirements for the event.

Form: Emergency Action Plan

NEXT: STEP 6: Cleanup and Recycling Plan

PREVIOUS: STEP 4: Complete a Street Event Site Map

THERE IS NO EMERGENCY ACTION PLAN.
THE SIGNS WILL BE MONITORED EVERY FEW
DAYS, AND ADJUSTMENTS OR REPAIRS MADE
AS NECESSARY.

STREET EVENT CLEAN-UP AND RECYCLING PLAN

- Include plans for collection and disposal of materials during and after event - number and location of garbage/recycling containers and dumpsters; number/schedule of volunteers/staff assigned to collection and clean-up.
- If City containers are not used, please provide the name and contact information of the collection agency providing equipment and service for the event.
- Event organizers are responsible for emptying City garbage/recycling containers within the event perimeter.
- Any group that leaves an area in a condition that requires special clean-up by City crews will be charged the full cost of clean-up.
- If you need assistance with your clean-up and recycling plan, please contact the City of Madison's Recycling Office, via email or at (608) 267-2626.

Provide Detailed Trash/Recycling/Clean-Up Plans:

THE SIGNS WILL BE REMOVED FROM THEIR LOCATIONS
AND CARTED AWAY. POSTHOLES WILL BE REFILLED.

COMMUNITY EVENTS ON MADISON STREETS

STEP 7: NOTIFICATION REQUIREMENTS

Some events may require the event organizer to contact residents, alders or businesses to notify them of the event.

Large Public Events (Outside of Mall Concourse District)

These events consist of three or more blocks, have an estimated attendance of 10,000 or more, and/or require bus detours or significant traffic rerouting. The purpose of the notification is to exchange information and receive public comment about the details of the event.

The event organizer must:

- ✓ ▪ Send a copy of the Street Use Permit Application to the alderperson(s) of the aldermanic district(s) where the street closure is requested and to the area neighborhood association within five (5) days of submitting the application. The notification shall include contact information for the Event Organizer.
- Provide written notice of the event to each occupant on the street(s) to be closed, prior to the event.
- ✓ ▪ Keep a record of all public comments and provide them at the Street Use Staff Commission meeting when the application is reviewed.
- Notify any merchants or building occupants identified by the Street Use Staff Commission. The Event Organizer shall provide the Staff Commission a copy of the written notice(s).

Alder Look-Up: [by Address](#) or [by Map](#)

[Find a Neighborhood Association](#)

State Street Mall Events

Groups or individuals requesting the use of the State Street Mall for an event with amplification during regular business hours, Monday-Friday, 8:00 a.m. - 5:00 p.m., are responsible for notifying the agencies surrounding the area of their activities. The agencies listed on the form below prefer e-mail notification. **You, the Event Organizer, must provide the agencies with the application information (e.g., date, time, activities) for your event and get a signature (electronic signatures are acceptable) from each of the listed agencies.** Return the petition with your completed Street Use Permit Application. If you have questions about the process, call (608) 266-6033.

Form: State Street Mall Signature Petition

NEXT: STEP 8: Insurance for your Event

PREVIOUS: STEP 6: Cleanup and Recycling Plan

ALDERS AND NEIGHBORHOOD ASSOCIATIONS WILL BE NOTIFIED
THE SIGNS AT BOTH ENDS WILL INCLUDE CONTACT
INFORMATION, AND ALL COMMENTS WILL BE RECORDED.

COMMUNITY EVENTS ON MADISON STREETS

STEP 9: BICYCLE PARKING FOR YOUR EVENT

- The City of Madison recommends event organizers reserve space for bicycle parking for a minimum of 2% of the total expected crowd attendance.
- An average length of 6 feet and a width of 1-3/4 feet should be reserved for parking a single bicycle. An average of 10 bicycles will fit in 1 car parking spot.
- Bicycle parking should be visible from the main entrance to the event. If it is not possible to fit bicycle parking appropriately in your event area, consider using the parking lanes of streets immediately adjacent to the event area. In order to use the street area adjacent, you will need to include this information and request in your Street Use Application.

For more resources on bicycling in Madison and Wisconsin, visit:

- [The Bicycle Federation of Wisconsin](#)
- [Race Day Events, LLC](#)

NEXT: STEP 10: Marketing your Event

PREVIOUS: STEP 8: Insurance for your Event

BICYCLE PARKING WILL BE TEMPORARY ALL ALONG
THE INSTALLATION, JUST LONG ENOUGH FOR RIDERS
TO READ EACH SIGN.

STREET EVENT MARKETING INFORMATION

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

Do you have marketing information?

If Yes, please continue. If No, skip this form.

Yes No

How will this event be marketed, promoted, or advertised?

PRESS RELEASES TO LOCAL MEDIA AND LETTERS TO AREA SCHOOL TEACHERS.

Will there be live media coverage during the event and where will the media vehicles be parked?

NONE PLANNED.

PARKS DIVISION CALENDAR OF EVENTS

If you want your event to be listed on City website calendars, please complete the Marketing Information form. Your event will only be included on the calendars if all permits and applications are approved 30 days in advance and your event is open to the public. If this form is not completed, the event will not be included on the calendars.

Official Name of Event: GEOLOGICAL TIMELINE

Location: ALONG THE BIKE PATH FROM CENTRAL PARK TO OLBRICH PARK

Public Contact Phone: 608-231-3941

Website: NONE

Admission Cost: NO ADMISSION

Date of Event: *

Beginning/End Time of Event: ALL DAY (AND NIGHT)

Two sentence description of event (for internet calendar):

A TEMPORARY GEOLOGICAL TIMELINE CONSISTING OF 19 SIGNS ILLUSTRATING THE PROGRESSION OF LIFE ON EARTH ALONG THE BIKE PATH FROM CENTRAL PARK TO OLBRICH PARK.

* NO DATES HAVE YET BEEN CHOSEN.

THIS IS A PRELIMINARY APPLICATION TO SEE IF IT WILL BE APPROVED.

THE INSTALLATION COULD OCCUR ANY TIME FROM APRIL THROUGH OCTOBER, LASTING A MONTH OR SO, AVOIDING CONFLICTS WITH OTHER EVENTS.