

# STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # \_\_\_\_\_ Date Submitted \_\_\_\_\_

## EVENT INFORMATION

Name of Event Maxwell Street Days

Event Organizer/Sponsor Greater State Street Business Association

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

If Yes, provide State of Wisconsin Tax Exempt Number 39-1656968

Address P.O. Box 1001

City/State/Zip Madison, WI 53701

Primary Contact John Hutchinson FAX 608-833-0376

Work Phone 608-667-9705 Phone During Event 608-239-2093

E-mail jhutch@fontana-sports.com

Website www.maxwellstreetdays.org

Secondary Contact Sachi Komai

Work Phone 608-204-2644 Phone During Event 608-204-2644

E-mail srkomai@hotmail.com

Annual Event?  Yes  No

Charitable Event?  Yes  No

If Yes, name of charity to receive donations: \_\_\_\_\_

Estimated Attendance 25-30,000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours \_\_\_\_\_ to \_\_\_\_\_  Yes  No

## EVENT CATEGORY

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

Other Sidewalk Sales

## 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: 100-600 blocks state st. 700 state-university bookstore  
200 block North Henry st.

## EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) \_\_\_\_\_ Rain Date(s) None  
Event Start Date(s)/Time(s) July 19-21 - 8:00 AM Set-Up Date(s)/Time for Event July 19-21 - 7:00 AM  
Event End Date(s)/Time(s) July 19-21 6:00 PM Take-Down Time July 19-21 - 6-8 PM  
Take-Down Time: start to streets reopened

## APPLICATION SIGNATURE

I/We waive the 21-day decision requirement.

JH (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, statues and laws.

Signature [Signature]

Date 7-20-2013



# 2013 Maxwell Street Days Map



- ① Starts AT crosswalk on top of 100 block of state -
- ② Extends TO square in 700 block in front of University Bookstore
- ③ 200 block North Henry street

**Greater State Street Business Association  
P.O. Box 1001  
Madison, WI 53701-1001**

**Maxwell Street Days 2013 Safety and Security Plan**

**We plan on using the City of Madison Police, Fire and EMT for any emergencies that arise by using the 911 telephone number.**

**Emergency contacts for the event are:**

**John B. Hutchinson, Coordinator – 608-239-2093 (cell), 257-5043 (work)**

**Sandra Torklidson – 608-257-7888**

**Lost Child area will be Fontana Sports, 216 North Henry Street; 608-257-5043.**

**All volunteers and staff will be notified of this plan by the Maxwell Street Days Coordinator a week before the event via email and meetings the day of the event. We will also be using the Mad Rollin Dolls to inform us of any problems as they do trash pickup.**

**Notification Schedule**

**I have notified Alder Mike Verveer, District 4 and Alder Scott Resnick, District 8 via email 2/11/2013 on the City of Madison email system. They are also welcome to attend GSSBA board meetings and have been notified of them.**

**Businesses will be notified before March 22, 2013 by hand delivery of applications to the businesses via the BID Ambassadors and the event coordinator. Notices will also be sent via the BID weekly newsletter and the GSSBA monthly meeting notices.**

**Information is also available on our website: [maxwellstreetdays.org](http://maxwellstreetdays.org)**

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**2/13/2013**

**City of Madison  
Community Event Recycling Plan**

Event Date: July 19, 20, 21, 2013

Event Title: Maxwell Street Days

Event Location: 100 – 600 blocks State Street, 200 Block North Henry St. and 700 block University Book Store

Event Sponsor/Contact information:

Name Greater State Street Business Assn., John Hutchinson; coordinator

Phone 608-239-2093 (cell), 257-5043 Fontana Sports

Email: [jhutch@fontanasports.com](mailto:jhutch@fontanasports.com)

Recyclables Generated at the Event (Check all that apply.)

- Aluminum Cans
- Cardboard
  - Glass Bottles/Jars
  - Paper (Does not include napkins, towels or tissues)
  - Plastic Bottles
  - Steel/Tin Cans

Collection Service

- City
- Private Hauler

If using a private hauler which hauler will provide service? \_\_\_\_\_

Will you need City supplied recycling containers? yes

If yes, how many containers? *22*

See the container use agreement for information on the container loan program or call 267-2626 for more information.

It is your responsibility to provide notification of the recycling requirements to any outside vendors who will be attending the event. A copy of your letter/notification must be submitted with this form.

This form and any required attachments must be submitted with your Street Use Permit application materials and to the Streets Division, 1501 W. Badger Rd., Madison, WI, 53713 or FAX to 608-267-1120.

Greater State Street Business Association  
PO box 1001  
Madison, WI 53710-1001

February 11, 2013  
Attn: Kelli Lamberty,  
Madison Parks Dept. Events Coordinator  
210 Martin Luther King Jr. Blvd. Suite 104  
Madison, WI 53703

Dear Kelli,

Here is our equipment and required needs for Maxwell Street Days, July 19,  
20, 21, 2013.

Two dumpsters:

- One on the 400 block of North Frances street (near State Street Brats)
- One on the 300 block of N. Henry Street near the Triangle Market

22 additional trash barrels:

100 block – 2	200 block – 4	300 block – 4	400 block - 4
500 block – 4	600 block – 4		

Recycle materials per attached list: 22 recycle barrels and same placement as trash barrels.

7 meter bags

20 Traffic Barricades:

Corner of Mifflin & State – 2	
Corner of Fairchild and State – (Mary's Tailor side)	– 2
Corner of Fairchild and State – (Jack's Shoes side)	- 2
Corner of N. Henry, Johnson and State – (Fontana side)	– 4
Corner of State & Johnson (Triangle Market side)	– 2
Corner of State & Gorham (Schannel Optical side)	- 2
Corner of State & Gorham (Badger Liquor side)	– 2
Corner of State and Gilman (Chocolate Shoppe)	– 4
Corner of State and Lake (Walgreen's) -	<u>-2</u>
Total barricades:	20

Do we need to do anything with the bus route closures?

Sincerely,

John B. Hutchinson  
Maxwell Street Days Coordinator

2-11-13