

For November/December 2007 & January 2008

**STAFF REPORT TO VENDING OVERSIGHT COMMITTEE (VOC)  
Warren Hansen, Street Vending Coordinator (Office of Business Resources,  
Economic & Community Development Division, Department of Planning &  
Community & Economic Development)**

**VENDING IN OTHER COMMUNITIES**

This section of the report will appear as other communities contact me about street vending.

**Maryland-National Capital Park and Planning Commission, Community Planning - Prince George's County, Upper Marlboro, Maryland, Inquires About Madison Street Vending Practices**

A recent graduate of the University of Wisconsin's Urban Planning program contacted me by email from Maryland in October. He said that he remembered, "...how the street vending was so well organized around State Street and throughout the city."

Coincidentally, he had found my name by searching the Internet for municipalities that had street vending ordinances and procedures. His intention is to develop "a best practices guide to present to residents and elected officials." He added, "I know Madison has already navigated this issue so well and I can only hope we design something as well." As ever, my essential message to him will be: Keep It Simple.

**Meeting with Wisconsin Dells Business Improvement District (BID) Board**

On November 7th, I ventured to Wisconsin Dells to meet with their BID Board who had invited me to discuss street vending. The board consisted of about a dozen members. Also present was the organizer of one of Wisconsin Dells' largest special events.

The chair had done his homework and opened with an overview of his understanding of Madison street vending. I followed up with an overview of Madison street vending from my point of view. Their primary focus was to establish a structure for street musicians and portrait artists. They were also interested in outdoor eating areas and perhaps some form of Merchant Vending.

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**STREET VENDING WEBSITE UPDATE**

City of Madison Webmaster Sarah Edgerton was able to meet with me in November for more work on this "first wave" stage of the street vending website. Additional work remains with regard to more complete instructional text. Also to come are slide shows for Arts & Crafts, Mall/Concourse Food Carts and Sidewalk Cafes.

Since the street vending website went "live" a few months ago, I cannot recall a day that I have not directed one or more people to it. First time inquirers as well as those already licensed in the various vending categories are becoming more aware of it. Explaining our system to new aspirants has become significantly easier to do when we are both, from our separate locations, looking at the same website.

Hard copy mailings, with occasional exceptions for those who do not have Internet access, are largely becoming a thing of the past. Annual application packet mailings may remain a necessity so I can monitor the paperwork submitted for each vending category, and do my best to shepherd vendors through the sometimes intricate licensing process.

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## **2008 – ANTICIPATED CONSTRUCTION**

### **Capitol Square Sidewalk Reconstruction**

Four of the total eight blocks on the inner Capitol Square have been completed. In 2008, the plan is to finish the remainder of the project. As in the past, members of the Dane County Farmers Market will move their tents into the street, first on Carroll, then W. & E. Mifflin, then N. Pinckney. City-licensed vendors will adjust as appropriate, including the use of alternate ways of entering/leaving the Square.

### **State Street Reconstruction**

This project is scheduled to resume in late March of 2008 on the 500 and 600 blocks. No construction or digging is planned for the 700 block, where there are electrical sources for many Mall/Concourse Food Vendors.

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## **MALL/CONCOURSE FOOD VENDOR STATUS**

2007 Licenses Issued: 25

### **2007 Halloween Food Court (a.k.a “Freak Fest”)**

The following food vendors participated in this year’s food court:

- Big Red’s Steaks
- Fresh Cool Drinks
- I’m Here
- Sabores Latinos – They arrived around 5 p.m. and said that sales were very good. Sales remained steady throughout the night and then hit a large peak between 1:30 and 2:30 a.m. They left at about 4 a.m.

Silky’s, a Camp Randall High Density Food Vendor, busy earlier in the day with an 11 a.m. kick-off of the UW football game, did later vend on commercial private property near Freak Fest, but not at the 700 block food court itself.

Mad Dog’s, also a Camp Randall High Density Food Vendor, had sold out at the UW game and elected not to participate in the food court.

### **Enforcement:**

There are no violations to report in this category.

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## **SIDEWALK CAFE STATUS**

2007 Licenses Issued: 59

### **New Inquiries:**

- 5 Guys Burgers & Fries, 517 State St (formerly The Pipefitter)
- Big Red's Steaks, 610 University Ave (formerly Caspian Cafe)
- Ruby Marie Hotel, 524 E Wilson
- East Indian Fast Food – Name undisclosed, 449 State St (formerly Real Chili)

**Enforcement:**

There are no violations to report in this category.

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**ARTS & CRAFTS VENDOR STATUS**

2007 Licenses Issued: 50

**Enforcement:**

There are no violations to report in this category.

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**MERCHANT VENDOR STATUS**

2007 Licenses Issued: 23

**Enforcement:**

**Observation:**

Shangri-La, 125 State Street – Too many displays (Three, not two)

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**HIGH DENSITY VENDOR STATUS**

**Langdon Street High Density Vending**

2007 Licenses Issued: 4 of 6

**Enforcement:**

There are no violations to report in this category.

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**Camp Randall High Density Vending**

2007 Licenses Issued: 16 Of 20

- Goods: 10 of 14
- Food: 6 of 6

**Applications Submitted for 2008 Waiting List:**

- Food – 1
- Goods – 1

**Enforcement:**

There are no violations to report in this category.

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**OTHER VENDORS**

**Enforcement:**

There are no violations to report in this category.

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**BANNER RESERVATION STATUS**

Total Number of Organizations Applying for 2008 Banner Space to Date: 51