

BODY – LEGISTAR 32811

DRAFTER'S ANALYSIS: This amendment raises some street vending and street use permit fees, to coincide with the 2014 adopted operating budget. The following street vending license fees are being raised: Special Event Umbrella License (for Street Use permittees), Late Night Vending, Camp Randall High Density Food vendors, Southeast Campus, and Sidewalk Cafes on the Mall/Concourse. The Street Use permit application fees are being raised for all events except neighborhood block parties, and a \$250 late fee is being created for late applications. Street Vending licenses affected by this ordinance run from April 15-April 14 so the new fees will take effect if this amendment is adopted and effective before April 15. Street Use application fees are due when filed.

The Common Council of the City of Madison do hereby ordain as follows:

1. The Table of Subdivision (c) entitled "Licenses and Fees" of Subsection (2) entitled "Special Event Umbrella License" of Section 9.13 entitled "License For Selling on Public Streets" of the Madison General Ordinances is amended by amending herein the following:

"1-25 vendors	\$350 400
26-100 vendors	\$575 675
101-300 vendors	\$800 975
301 or more vendors	\$1350 1,700
City-sponsored event	(No fee if entirely sponsored by the City)"

2. Subsubparagraph iv. entitled "Sidewalk Cafes" of Paragraph a. entitled "Annual License" of Subdivision (h) entitled "Mall/Concourse Vending Licenses and Fees" of Subsection (6) entitled "Regulations and Procedures for Vending on the State Street Mall/Capitol Concourse" of Subsection 9.13 entitled "License For Selling on Public Streets" of the Madison General Ordinances is amended to read as follows:

"iv. Sidewalk Cafes: Except as indicated in v. below, the sidewalk café license fee shall be determined by the size of the café, based on the number of chairs shown on the approved sidewalk café application:
~~1 to 10 chairs: \$300/year~~
~~11 to 20 chairs: \$400/year~~
~~21 or more chairs: \$500/year~~
9 or fewer chairs: \$400/year
10 to 15 chairs: \$550/year
16 to 20 chairs: \$650/year
21 or more chairs: \$750/year"

3. Paragraph 6. entitled "Late Night Vending License Fees" of Subdivision (n) entitled "Late Night Vending Areas in the Mall/Concourse" of Subsection (6) entitled "Regulations and Procedures for Vending on the State Street Mall/Capitol Concourse" of Section 9.13 entitled "License For Selling on Public Streets" of the Madison General Ordinances is amended to read as follows:

"6. Late Night Vending License Fees. Late Night Vending licenses are issued per food vending cart or stand, valid from April 15 to April 14, with the following fees:
a. Small push-carts that can be moved by hand, of a size and construction that does not meet the definition of "vehicle" under Wis. Stat. § 340.01(74) (2007-2008) and that fit entirely within a footprint of 4 feet by 8 feet: ~~\$125~~200/annual.
b. All other food vending carts or stands: ~~\$350~~500/annual."

4. Paragraph 2. entitled "Football Season License" of Subdivision (e) entitled "Application for High Density Vending Licenses and Fees" of Subsection (7) entitled "Regulations

and Procedures for Vending in High Density Vending Areas” of Section 9.13 entitled “License For Selling on Public Streets” of the Madison General Ordinances is amended to read as follows:

“2. Football Season License. A football season license shall be effective only in the Camp Randall High Density Vending Area and only on the days on which official University of Wisconsin football games are held at the stadium. The fee for a football season license shall be four hundred seventy-five dollars (\$475) for vendors selling goods/services and six hundred dollars (\$600) for vendors selling food. Such license shall set forth the exact days on which such business may be carried on.”

5. Subdivision (f) entitled “Vending License Required” of Subsection (10) entitled “Southeast Campus Vending Area” of Section 9.13 entitled “License For Selling on Public Streets” of the Madison General Ordinances is amended to read as follows:

“(f) Vending Licenses Required. A one hundred and fifty dollar (\$150) annual Southeast Campus Vending Area license, and a Basic Street Vendor license, shall be required to vend in this area. The Southeast Campus license will be valid from April 15 to April 14 and only available to those assigned a site in this area. Additionally, every person working or performing vending activities at an assigned site in this area must hold a valid basic street vendor license under Sec. 9.13(3). No person shall vend (as defined in Sec. 9.13(1)) in the Southeast Campus Vending area without the licenses required hereunder.”

6. Subdivision (a) entitled “Application Fees” of Subsection (7) entitled “Fees” of Section 10.056 entitled “Street Use Permit” of the Madison General Ordinances is amended to read as follows:

“(a) Application Fee. ~~A nonrefundable application fee of fifty dollars (\$50) shall be submitted with an application for each one-day event. The application fee for a one-day event reviewable under Sec. 10.056(5)(b)5. (i.e. block party) is fifty dollars (\$50), the application fee for all other one-day events is one hundred dollars (\$100).~~ If the application is for an event that requires street closure for two (2) or more consecutive days, the fee shall be ~~one~~two hundred dollars (~~\$100~~200). If the application is for a Serial Event (as defined in Sec. 10.056(5)(b)4.), the application fee shall be ~~one hundred and fifty~~ three hundred dollars (~~\$150~~300). An additional twenty-five dollars (\$25) for each block or portion thereof in which any special vending approval under Sec. 9.13(6)(k)1. is requested shall be added to the application fee. All application fees shall be submitted with the application and are non-refundable. The application fee includes the administrative costs of processing the application. For events in the 700-800 blocks of State Street and residential neighborhood events of not more than two (2) blocks, the fee shall also include minimal use of City equipment and services. However, additional fees for actual costs of services and equipment provided may be incurred for any event, under Par. (c) below. All applications under this paragraph except for events reviewed under Sec. 10.056(5)(b)5. are subject to a two hundred and fifty dollar (\$250) additional late fee if the application is submitted after the deadlines in Sec. 10.056(4)(b).”