



Legislation Details (With Text)

File #: 40939 **Version:** 1 **Name:** Increasing vending license fees
Type: Ordinance **Status:** Passed
File created: 11/20/2015 **In control:** VENDING OVERSIGHT COMMITTEE
On agenda: 2/23/2016 **Final action:** 2/23/2016
Enactment date: 3/8/2016 **Enactment #:** ORD-16-00020
Title: Amending Sections 9.13(3)(a)1. and 2., 9.13(6)(h)3.a.i., 9.13(7)(e), and 9.13(10)(f), of the Madison General Ordinances to increase license fees.
Sponsors: Michael E. Verveer, Zach Wood

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
2/23/2016	1	COMMON COUNCIL	Adopt	Pass
1/27/2016	1	VENDING OVERSIGHT COMMITTEE		
1/11/2016	1	BOARD OF ESTIMATES (ended 4/2017)	Return to Lead with the Recommendation for Approval	Pass
12/1/2015	1	VENDING OVERSIGHT COMMITTEE	Referred	
12/1/2015	1	COMMON COUNCIL	Refer	Pass
11/20/2015	1	Attorney's Office/Approval Group	Referred for Introduction	

Fiscal Note

The annual estimated increase in revenue is approximately \$17,000. The projected increase assumes the majority of vendors will opt to purchase licenses on an annual basis rather than monthly, which is consistent with prior trends.

Title

Amending Sections 9.13(3)(a)1. and 2., 9.13(6)(h)3.a.i., 9.13(7)(e), and 9.13(10)(f), of the Madison General Ordinances to increase license fees.

Body

DRAFTER'S ANALYSIS: This is ordinance raises the following street vending fees:

- Basic License - Annual: raised from \$150 to \$200.
- Basic License - Monthly: raised from \$75 to \$100.
- Mall/Concourse Food Vendors - Annual: raised from \$850 to \$1,000.
- Mall/Concourse Food Vendors - Pro-rated: raised from \$425 to \$500.
- Langdon Street High Density Vendor -Goods/Services, Monthly: raised from \$500 to \$1,000.
- Southeast Campus Vending Area- Annual: raised from \$150 to \$200.

This ordinance also eliminates the annual license option for the Langdon Street area and makes clerical improvements to the section describing High Density Vending Licenses.

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

1. Paragraph 1. entitled "Basic Street Vendor License (Annual)" and Paragraph 2. entitled "Basic Street Vendor License (Monthly)" of Subdivision (a) entitled "Basic Street Vendor License Fees and Durations"

of Subsection (3) of Section 9.13 entitled "License for Selling on Public Streets" of the Madison General Ordinances are amended to read as follows:

- "1. Basic Street Vendor License (Annual). ~~One hundred and fifty~~ Two hundred dollars (\$~~150~~200) payable to the City Treasurer. Annual licenses shall be issued on the fifteenth (15th) day of April each year, or thereafter when applied for, and shall expire on the fourteenth (14th) day of April following its issuance.
- 2. Basic Street Vendor License (Monthly). ~~Seventy-five dollars~~ One hundred (\$~~75~~100) payable to the City Treasurer. Such license shall be issued for thirty (30) days and shall set forth the date of expiration."

2. Subsubparagraph i. entitled "Food Vendors" of Subparagraph a. entitled "Annual License" of Paragraph 3. 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 Section 9.13 entitled "License for Selling on Public Streets" of the Madison General Ordinances is amended to read as follows:

- "i. Food Vendors: ~~eight hundred fifty one thousand~~ one thousand dollars (\$~~850~~1000) for the full season and and prorated to ~~four five hundred and twenty-five~~ four hundred and twenty-five dollars (\$~~425~~500) for a license issued November 1 or later to a first-time food vendor, as described in Sec. V.E. of the Regulations Governing Vending on the State Street Mall/Capitol Concourse."

3. 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:

- "(e) Application for High Density Vending Licenses and Fees. Application for a ~~h~~High ~~d~~Density ~~v~~Vending ~~l~~License shall be filed with the ~~City Clerk~~ designee of Director of Planning and Community and Economic Development and shall contain the name and photograph of the individual responsible for all activities at the vending site, any other information as the Clerk or Director of Planning and Community and Economic Development, or designee may require or as may be required in and the Regulations Governing Vending in the High Density Vending Area. ~~A separate high density vending license shall be required for each specific high density vending site.~~ Only one (1) High Density Vending License may be issued to a vendor as defined in Sec. 9.13(7)(d) for each ~~h~~High ~~d~~Density ~~v~~Vending ~~a~~Area during any single vending period. All license fees shall be paid to the City Treasurer. The following types of High dDensity ~~v~~Vending licenses shall be of three (3) classes, based upon duration are available:

- 1. Annual License. ~~An annual license under this section shall be effective for the Langdon Street High-Density Vending Area only, and shall be issued on the 15th day of April each year, or thereafter when applied for, and shall expire on the 14th day of April following its issuance. The fee shall be as follows:~~

High-Density Vending Area	Goods/Services
Langdon Street	\$950

- 21. Camp Randall 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.~~
- 32. Langdon Street Monthly 30-Day License. ~~A monthly thirty (30) day license under this section shall be effective for the sales of goods and services is available for the Langdon Street High Density Vending Area only, and shall be issued for 30 days as follows: The license fee shall be one thousand dollars (\$1000).~~

High Density Vending Area Goods/Services	
Langdon Street	\$500

43. A vendor to whom a ~~h~~High ~~d~~Density ~~v~~Vending ~~l~~License has been issued under this subsection shall inform the designee of the Director of the Department of Planning and Community and Economic Development of any change of address of the primary vendor named on the license, in writing, if the address change occurs during the time period for which the license was issued.”

4. Subdivision (f) entitled “Vending Licenses 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~~ two hundred dollar (~~\$150~~200) 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.”