

June 17, 2020

Ms. Paula VandeHey  
Director of Public Works - City Of Appleton  
100 N. Appleton St.  
Appleton, WI 54911

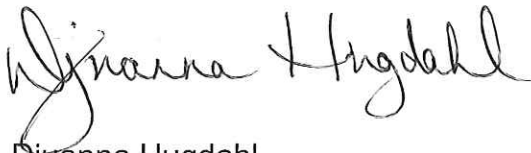
Re: Downtown Sidewalk Sale

Dear Ms. VandeHey:

As a special feature of Downtown Shopping; Creative Downtown Appleton Inc. would like to offer the retail businesses an additional area to utilize the colored concrete/amenity strip; for shoppers to browse product in an open air environment.

We are requesting a Sidewalk Occupancy Permit to cover the sidewalk area from 600 W. College Avenue through 300 E. College Avenue in Downtown Appleton from Wednesday, June 24 through Saturday, June 27 with a timeframe no longer than 10 am -9 pm

Thank you for your consideration,



Djuanna Hugdahl  
Community Partnership Director  
Appleton Downtown Inc.  
[djuanna@appletondowntown.org](mailto:djuanna@appletondowntown.org)



*"...meeting community needs...enhancing quality of life."*

**DEPARTMENT OF PUBLIC WORKS**  
**Engineering Division**  
**100 North Appleton Street**  
**Appleton, WI 54911**  
**(920) 832-6474**  
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## **CITY OF APPLETON**

### **COLLEGE AVENUE SIDEWALK SALE PERMIT POLICY**

This policy has been developed to provide opportunities for downtown retailers to sell merchandise within the College Avenue beautification strip.

#### Requirements for College Avenue Sidewalk Sale Permit

1. Approval of the temporary street occupancy permit is required by the Municipal Services Committee and the City Common Council.
2. All merchandise must be within the beautification strip in front of the business selling merchandise (but not allowed within the bump out area).
3. No merchandise can be within the sidewalk area.
4. Permit shall be approved for specified dates, not exceeding 20 per year.
5. Permit is not valid on any "Special Event Days" listed in City Code.
6. Merchandise and racks must be removed by the end of each business day.
7. Temporary Street Occupancy Permit must be renewed annually with an annual fee of \$40.
8. Property owner must annually provide Certificate of Insurance.