

Ms. Paula VandeHey  
Director of Public Works  
City Of Appleton



Dear Ms. VandeHey,

At the request of the American Cancer Society and their special event the Sole Burner 5K on May 7, Downtown Appleton would like to host a Sidewalk Sale on May 9 from 10 a.m. until 3 p.m.

Therefore we are requesting a Sidewalk Occupancy Permit to cover the amenity strip from 600 W. College Avenue through 300 E. College Avenue.

Stores will set up in the amenity strip beginning at 8 a.m. and will remove goods and supplies by 4 p.m. We will not require any street closure.

Thank you for your consideration,

Anne Wiegman  
Appleton Downtown Inc.



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

## **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 City 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.