

Summary of Changes & Reference to Municipal Research  
20.10 – Outdoor Food Stand/Mobile Food Unit

**(B)(5) Added definition.**

**(E)(1)(e) Requires vendors to post name and telephone number, in addition to having license available upon request.**

- *Janesville, Eau Claire – requires sign no smaller than 12x12.*
- *West Allis – requires name and telephone on truck in letters not less than 4” high.*
- *Green Bay – visible to customers.*

**(E)(1)(f) Prohibits overnight parking or leaving vending equipment on public way during times when vending is prohibited.**

- *Madison – no vending equipment may be stored on any street when vendor is not present. All vending equipment must be removed from public right of way during times vending is prohibited.*
- *Platteville – requires removal of vending equipment when vending is not occurring.*
- *Wausau – vending units must be removed from location within 30 minutes after vending hours.*

**(E)(2)(b) Limits vending hours outside of the downtown area; avoids late night vending in residential areas. (6:00 a.m. to 9:00 p.m. all areas; downtown on private property 6:00 a.m. to 3:00 a.m.)**

- *Janesville – residential areas 8 a.m. to dusk, commercial areas until 9 p.m. and downtown area until 3 a.m.*
- *Eau Claire – 8:00 a.m. to 11:00 p.m. Downtown and Water Street areas to 2:00 a.m.*
- *Madison – residential areas 6:00 a.m. to 9:00 p.m. Mall/Concourse 5:00 a.m. to 1:00 a.m. but longer with special permit.*
- *West Allis – 6:00 a.m. to 9:00 p.m.*
- *Green Bay – 9:00 a.m. to 9:00 p.m.*
- *Wausau – 7:00 a.m. to 30 minutes after closing hours for alcohol establishments*

**(E)(2)(g) Further clarification that units must provide own power; no tapping into public electricity.**

- *Wausau – prohibits using public electricity*

**(E)(2)(h) Prohibits selling within 300 feet of any school unless authorized by school.**

*\*National League of Cities recommends restricting vending within 1,000 feet of any part of a public or private school.*

- *Madison – prohibited across street from any school.*
- *West Allis – prohibited within 300 feet of school.*
- *Wausau – prohibited within 200 feet of school.*

**(E)(2)(i) Prohibits selling within 200 feet of a permanent merchant retailing a similar product, except in the downtown area or with permission.**

*\*National League of Cities suggests a “middle ground” of 150-200 feet.*

- *Janesville – prohibited within 200 ft from any existing licensed restaurant.*
- *West Allis – prohibited within 100 ft of a licensed restaurant without consent.*
- *Green Bay – prohibited within 150 ft of a permanent merchant retailing similar product without consent.*
- *Eau Claire – carts prohibited within 50 ft of a business selling same type of product.*
- *Wausau – prohibited within 75 feet of a business selling similar product without consent.*

**(E)(2)(k) Limits vending in the same location all day, every day.**

*\*National League of Cities suggests moderate time limits of 4-5 hours.*

- *Janesville – vendors cannot be located in one location within a residence or office zone district for more than 60 minutes.*
- *West Allis – no food peddler shall remain in any one location for more than one hour on any one day; unless in a non-residential district and vehicle is parked in compliance with posted time limits and with all parking regulations or in conjunction with a special event.*

**Note: Several of these amendments are a result of recent complaints and are common requirements or restrictions in several other municipalities in Wisconsin.**

**Fees.**

When this ordinance was introduced in 2013, we proposed \$100 but the Council amended and reduced to \$50.

Green Bay  
\$350

Janesville  
Non-motorized carts \$100  
Motorized carts \$500/\$250

Madison  
Basic Street Vendor \$150  
Mall/Concourse Street Vendor \$850

West Allis  
\$100

Wausau  
\$100