

**UNIVERSITY OF WISCONSIN-MADISON  
FACILITIES USE GUIDELINES**

**SUBJECT:** Use of East Campus Mall

**FROM:** Facilities Use Committee

**DATE:** June 29<sup>th</sup>, 2010

The East Campus Mall (the area between West Johnson and University Avenue adjacent to University Square) serves as a primary pedestrian thoroughfare for the lower campus. All uses made of the mall must preserve thoroughfare access for pedestrians and access to retail businesses.

- Since this location is adjacent to the University Square retail locations and is in the common area of the University Square Condominium, any requested activity which involves a product or service that may impact retail products or services offered onsite will need additional review.
- The Amphitheater area may be reserved for use by University groups (departments and organizations associated with the University). All requests for reservations of the East Campus Mall Amphitheater should be directed to the Central Reservations Office (CRO) in Memorial Union, 262-2511.
- Reservations are not required for meetings or other gatherings on the East Campus Mall unless the proposed event will require use of sound amplifying equipment or involve the placing of tables, chairs, displays, or temporary structures on the mall grounds.
- One event will be confirmed at a time. The Amphitheater will not be reserved for simultaneous multiple events.
- The East Campus Mall ordinarily will not be reserved for events requiring sound amplification because the nearby State Street Mall has more appropriate facilities. For many groups wishing to conduct an event in an outdoor space in the lower campus area, the State Street Mall located just south of the Library Mall with its permanent stage (including provision for electrical access) or the City of Madison sidewalks along Langdon Street which are available for sales activity by persons with city vendor's licenses will be the best alternatives. Groups are urged to contact the City of Madison.
- The University will not reserve the East Campus Mall for any selling, peddling, or soliciting activity unless that activity is directly sponsored by a University department. However, Registered Student Organizations may make a maximum of three separate reservations per academic year (August 15<sup>th</sup>-August 14<sup>th</sup>) for the purpose of fundraising for their

organization or a federally tax exempt non-profit charity.

- Pre-packed food or pizza giveaways and sales will be allowed, but only from approved, licensed vendors. No cooking or grilling will be allowed in this location due to the area being small and a busy thoroughfare.
- University groups may reserve the mall for events that include the placing of tables, chairs, temporary structures, or display items on the mall provided that the items will not damage the grounds in any way or interfere with other University activities. The Central Reservations Office may require that a proposed use be reviewed by the University Division of Facilities Planning and Management.
- Reservations for displays or other continuous events on the mall ordinarily will be limited to two consecutive days.
- Proposed uses that are inconsistent with these regulations will be presented to the Facility Use Committee for approval.