



## Legislation Details (With Text)

**File #:** 110830 **Version:** 0  
**Type:** Ordinance **Status:** Passed  
**File created:** 10/11/2011 **In control:** LICENSES COMMITTEE  
**On agenda:** **Final action:** 11/2/2011  
**Effective date:**  
**Title:** An ordinance relating to direct seller licenses.  
**Sponsors:** THE CHAIR  
**Indexes:** DIRECT SELLERS, LICENSES  
**Attachments:** 1. Hearing Notice List, 2. Notice Published 11-18-11

Date	Ver.	Action By	Action	Result	Tally
10/11/2011	0	COMMON COUNCIL	ASSIGNED TO		
10/13/2011	0	LICENSES COMMITTEE	HEARING NOTICES SENT		
10/17/2011	0	LICENSES COMMITTEE	RECOMMENDED FOR PASSAGE	Pass	5:0
11/2/2011	0	COMMON COUNCIL	PASSED	Pass	15:0
11/7/2011	0	MAYOR	SIGNED		
11/18/2011	0	CITY CLERK	PUBLISHED		

110830  
ORIGINAL

THE CHAIR

An ordinance relating to direct seller licenses.

95-1-3-a am

95-1-7-a-2 am

95-1-7-a-4 am

95-1-7-a-7 am

95-1-7-a-14 rc

This ordinance eliminates the requirement for a direct seller to obtain a special privilege permit prior to applying for a direct seller license. It also clarifies location-related requirements of the direct seller regulations.

Part 1. Section 95-1-3-a of the code is amended to read:

### 95-1. Direct Sellers.

#### 3. APPLICATION.

a. ~~[[After a special privilege has been granted, where required, by common council resolution pursuant to s. 245-12,]]~~ >>An<< application for a direct seller license shall be filed with the city clerk on a form provided ~~[[therefore]]~~ >>therefore<<. The application shall require the following information:

Part 2. Section 95-1-7-a-2, 4 and 7 of the code is amended to read:

**7. REGULATIONS.**

a-2. No direct seller shall impede the free use of sidewalks and streets by pedestrians and vehicles ~~[[ ;where]]~~ >>A direct seller shall at all times afford any pedestrian a minimum 5-foot clearance.  
Where<< sales are made from vehicles, all traffic and parking regulations shall be observed.

a-4. ~~[[No]]~~ >>Except for direct seller who makes sales from a legally-parked motor vehicle, no<<  
direct seller may occupy more than 7 linear feet of public space parallel to the curb in the operation of  
a business and, in addition, occupy more than 3.5 linear feet to be measured from the curb toward  
the property line.

a-7. No direct seller may conduct business >>within 10 feet of a fire hydrant, in or<< within >>10 feet  
of<< any bus stop >>no-parking zone<< or within 20 feet of any driveway or any crosswalk at any  
intersection.

Part 3. Section 95-1-7-a-14 of the code is repealed and recreated to read:

a-14. No direct seller shall violate any provision of s. 105-56 or s. 115-45.

APPROVED AS TO FORM

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Legislative Reference Bureau

Date: \_\_\_\_\_

IT IS OUR OPINION THAT THE ORDINANCE  
IS LEGAL AND ENFORCEABLE

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Office of the City Attorney

Date: \_\_\_\_\_

Department of Public Works-Infrastructure Services Division

LRB124243-1

Jeff Osterman

10/05/2011