

Purpose

Portable signs further the City's compelling interests in improving business vitality, wayfinding, vehicular and pedestrian traffic.

A permitting system provides clear placement and construction regulations that improve safety and aesthetics for all users of the sidewalk and decreases distractions to vehicle operators.

The City began allowing portable signs in the public right-of-way in 2018 to accommodate businesses that do not have private property space for a portable sign, such as those abutting the public sidewalk.

Allowing commercial messages in publicly-owned spaces such as sidewalks is a privilege granted only to businesses that lack space on private property.

How to Apply

APPLY HERE: www.cityofmadison.com/dpced/bi/signs/106/

QUESTIONS: City Zoning (608) 266-4551

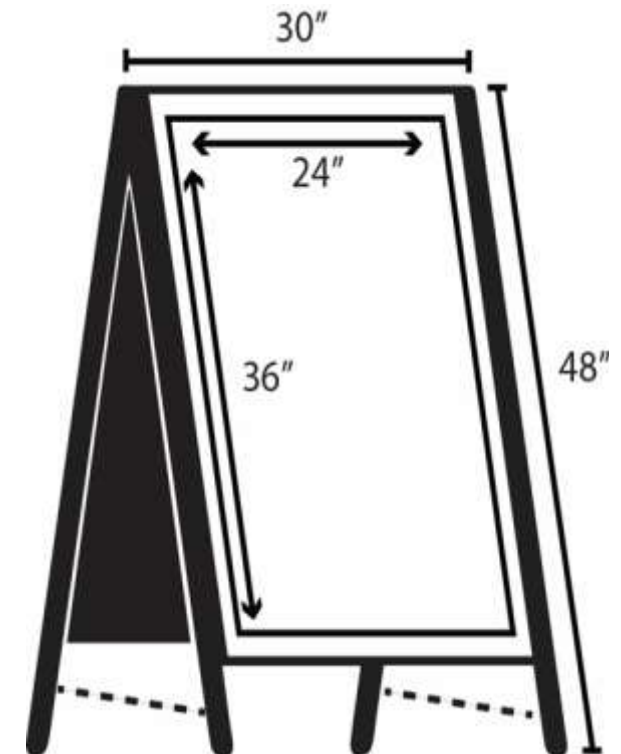
SIGN CODE: cityofmadison.com > Agencies > Building Inspection > Zoning > Resources > Chapter 31 - [Sign Control](#)



Department of Planning & Community & Economic Development
BUILDING INSPECTION DIVISION
215 Martin Luther King Jr. Blvd., Lower Level
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PHONE: (608) 266-4551
EMAIL: zoning@cityofmadison.com
WEBSITE: www.cityofmadison.com/dpced/bi/

City of Madison Portable Signs



The City of Madison allows two types of portable signs: (2018 rates)

1. On private property - \$50/sign
2. In public right-of-way - \$100/sign/year



THESE SIGNS NOT ALLOWED IN PUBLIC RIGHT-OF-WAY BECAUSE SPACE IS AVAILABLE ON PRIVATE PROPERTY

What You Need to Know

- Permit required. Public right-of-way signs require annual renewal.
- Maximum 24" x 36" sign face inside a maximum size 30" x 48" sign structure not more than 48" tall.**
- Only A-frame or sandwich-board style portable signs allowed.
- Portable signs may only be displayed during open business hours.
- Portable signs not allowed in most residential neighborhoods.
- One portable sign per street frontage allowed, with a maximum of two portables per zoning lot when located on private property.

- Accessibility Standards for Sight Impairment:* Horizontal component (i.e. chain or bar to connect the two sign boards) **between 3" and 8"** above the ground on all sides required for signs in the public right-of-way.



- If you have a *sidewalk cafe*: you are also eligible for up to two signs (**maximum 2'x 3'**) to be displayed on the approved café enclosure in lieu of a portable sign.
- Portable signs in the public right-of-way only allowed when site lacks any private property location areas.

Allowed



* Does not meet ADA requirements. Can be used on private property only.

Not Permitted

