



CITY OF MADISON BUILDING INSPECTION DIVISION

215 Martin Luther King Jr Blvd, Suite 017 - PO Box 2984 Madison, WI 53701-2984
signpermits@cityofmadison.com - 608.266.4551 - <http://www.cityofmadison.com/dpced/bi/>

Application for Portable Sign in Right-of-Way

OFFICE USE ONLY	Permit Number: ZON _____ -20__ - _____
Application Date _____	Approved by: _____
Approval Date _____	Zoning: _____
Permit Fee: \$100	Street Vending Coordinator: _____
Receipt: _____	Sidewalk Café License # _____

Installation Address _____ Zoning District _____

Business Name _____

Owner of Sign (Name) _____

Address of Sign Owner _____

Telephone of Sign Owner _____ Email _____

Type of Sign:

Free-standing A-Frame Signage Attached to Sidewalk Café Fencing

Description of Text and Graphics of Sign:

Name of Applicant _____ Relationship to Property _____

Authorized Signature _____ Date _____

Signature of Property Owner _____ Date _____

(If different from applicant)

FOR STAFF USE ONLY

Date of Scheduled Inspection _____

Attach approved plan and other location approval documents

Documents to include with the application:

- A site plan of the entire right-of-way area in front of the applicant's space that includes all details of the site such as the location of curbs, trees, poles, benches, gratings, street furniture, fire hydrants, store fronts and other amenities and the location in relation to the lot line and building setback. The diagram must be to scale with the scale clearly indicated. Photographs are also encouraged
- A to-scale diagram or drawing of the proposed sign showing compliance with Design Requirements
- Acknowledgement from the property owner of permission to erect the sign, if different from applicant.
- A Certificate of Insurance providing evidence of commercial general liability insurance and listing the City of Madison as an Additional Insured Party (MGO Section 31.046(c) (11)).

The applicant affirms that they have read and understand the following:

- Permits for Portable Signs in the Right-of-Way must be renewed annually on or before April 14, regardless of date issued.
- Signs may be displayed only during the hours when the corresponding premise is open to the public.
- Design Requirements:
 1. Maximum Gross Area: 30" wide x 48" tall. Max. Gross Area must incorporate sign face on each side plus all supporting structures. No extensions beyond gross area (no sign extensions or projections).
 2. Maximum sign face of 2' x 3' per side.
 3. Total height when measured vertically from the adjacent grade surface cannot exceed 48".
 4. The sign structure shall include a horizontal component (e.g. chain or bar to connect the two sign boards) between 3 to 8 inches above the ground on all sides of sturdy and rigid construction.
 5. The sign must be maintained in good structural and aesthetic condition.
 6. The sign shall not include any sign copy or element that does not directly relate to the premises to which the portable sign corresponds, except a noncommercial message may be displayed pursuant to Sec. 31.04(1)(c).
 7. No illumination.
 8. No electronic changeable copy features; manual changeable copy is permitted.
 9. No moving pieces or attention-getting devices.
 10. No part of the sign shall include mirrors, foil or other reflective material, or retroreflective paint, sheeting or letters.
 11. The sign shall not direct traffic or mimic official traffic control devices as prohibited by Sec. 31.045(3)(b).
- The Applicant(s) agree to indemnify, defend and hold the City and its officers, officials, employees and agents harmless against all claims, liability, loss, damage, or expense incurred by the City on account of any injury to or death of any person or any damage to property caused by or resulting from the placement, use, maintenance, or presence of the applicant's portable sign in the public right-of-way.
- Any portable sign in violation of MGO 31.46(c) and/or Sec 31.04(4) may be relocated or removed at the discretion of the Zoning Administrator or Police Department without advance notice. Additionally, the approved location for a permitted portable sign is not guaranteed to remain available and may be changed or eliminated at the discretion of the Zoning Administrator. There shall be no refund of the permit fee.

Any Missing Information Will Result in Delays to Your Application