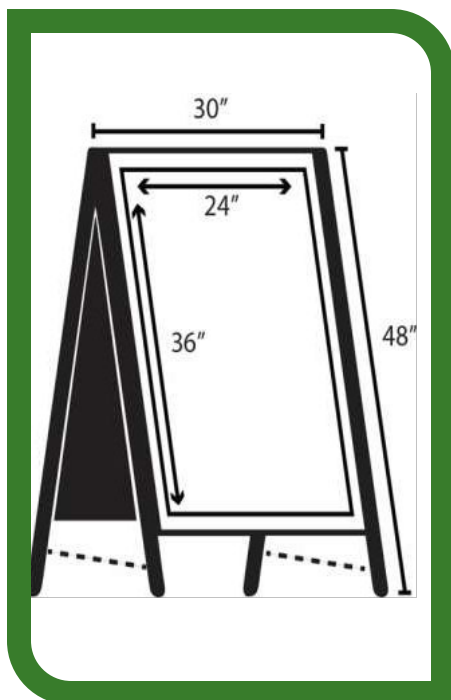


Portable Signs



What You Need to Know

- A permit is 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 are allowed.
- Portable signs may only be displayed during open business hours.
- Portable signs are 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.

- If you have a sidewalk café: 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** are only allowed when the site lacks any private property location areas.

How to Apply

For more information, visit:

www.cityofmadison.com/signpermits

Questions: City Zoning 608-266-4551, ext. 3

Sign Code:

www.cityofmadison.com/signcode

The City of Madison allows two types of portable signs:

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

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.

Allowed



Not Permitted



For More Information



City of Madison
Building Inspection Division
 215 Martin Luther King Jr. Blvd.
 P.O. Box 2984
 Madison, WI 53701-2984

(608) 266-4551, ext. 3; Fax: (608) 266-6377

www.cityofmadison.com/dpced/building-inspection
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