



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

Application Date _____
Approval Date _____
License Fee: \$100
Receipt: _____

License Number: ZON _____ -20__ - _____
Approved by: _____
Zoning: _____
Street Vending Coordinator: _____
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)

Documents to include with the application:

- ☐ A site plan or photo of the right-of-way (sidewalk/terrace) 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.
- ☐ A graphic or photo of the proposed sign showing compliance with Design Requirements (see below).
- ☐ 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:

- ☐ Licenses for Portable Signs in the Right-of-Way must be renewed every year on or before April 14, regardless of date issued.
- ☐ Signs may be displayed only during the hours when the corresponding business is open to the public.
- ☐ Design Requirements:
 1. Maximum sign structure: 30" wide x 48" tall.
 2. Maximum sign face of 24" wide x 36" tall per side.
 3. The sign must be maintained in good structural and aesthetic condition.
 4. No illumination.
 5. No electronic changeable copy features; manual changeable copy only.
 6. No moving pieces or attention-getting devices.
 7. No part of the sign shall include mirrors, foil or other reflective material, or retroreflective paint, sheeting or letters.
 8. The sign shall not be chained or otherwise attached to the ground or any object/structure.
 9. The sign shall not block sidewalks or pedestrian access to buildings, accessible parking stalls, bike racks, bus shelters, etc.
- ☐ 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 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 license fee.

Any Missing Information Will Result in Delays to Your Application