



# TEMPORARY SIGN PERMIT APPLICATION

CITY OF MIDDLETON • 7426 HUBBARD AVE. • MIDDLETON, WI. 53562  
PHONE (608) 821-8370 • FAX (608) 827-1080 • WWW.CITYOFMIDDLETON.US

Address of Property: \_\_\_\_\_

Business Name: \_\_\_\_\_

PERMIT #:	_____ / ____ / ____
VALID FOR:	_____
Zoning:	_____
Permit Fee: \$25	Fee Paid: <input type="checkbox"/>
Approved by:	_____
Date:	___/___/___

	APPLICANT (SIGN OWNER)	BUILDING MANAGER / LANDLORD
Name:		
Address:		
Phone #:	Fax:	Fax:
Email:		

### PLEASE COMPLETE THE FOLLOWING SECTION:

#### 1. Temporary Sign Category (check one):

- Business Opening Sign displayed up to 30 days (wall, projecting, or ground sign only)
- Portable Sign (sandwich board-style sign) on private property
- Portable Sign placed in right-of-way (This is only allowed on properties where there is no front setback. Applicant must indemnify / hold the City harmless.)
- Temporary Sign(s) displayed up to 10 days (up to two; no size restriction)
- Temporary Sign(s) displayed up to 21 days (up to two totaling 9 sq.ft.)

<b>Sign Type:</b>
A = Awning/Canopy
B = Banner/Flag
G = Ground
H = Hanging
P = Projecting
W = Wall
Win = Window
O = Other

2. Sign Type(s): \_\_\_\_\_ (See codes at right)

3. Describe the sign(s) you plan to display (number, size, content, etc.):

\_\_\_\_\_  
\_\_\_\_\_

4. Are any other temporary signs currently displayed on the property? Yes No If Yes, where are the located?

\_\_\_\_\_

5. If the sign is for a multi-tenant building, has the building owner / management company authorized the sign? \_\_\_\_\_

6. I have had the opportunity to read and understand the regulations pertaining to the display of temporary signs in the City of Middleton. I understand that there are specific rules pertaining to the construction and appearance of temporary signs, and for where and for how long they can be placed. I agree to comply with all applicable codes, statutes and ordinances, and with the conditions of this permit. I understand that the issuance of the permit creates no legal liability, express or implied, on the city. I certify that all the above information is accurate, and that I am authorized by the property owner or lessee to erect the proposed sign(s).

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

- Signs must comply with all applicable provisions of the City of Middleton Sign Code (as adopted June 15, 2010), including design review criteria, general sign regulations, regulations pertaining to sign type, and limitations according to type of land use.
- Except as provided in Section 22.11, it is unlawful for a sign to be installed, altered or relocated without the issuance of a permit and payment of applicable fees. The fee for a permit issued after sign installation has commenced shall be doubled.
- The above information must be submitted to the Director of Planning & Zoning before any sign permit may be issued.
- All applications will be reviewed in accordance with the procedures described in Sec. 22.04.
- Sign code can be found under Ordinances, Chapter 22, at: <http://www.cityofmiddleton.us>

## City of Middleton Temporary Sign Regulations

(This paraphrases the regulations found in Section 22.10 of the Sign Code. ([www.cityofmiddleton.us](http://www.cityofmiddleton.us), under Ordinances)

### General Regulations:

**Temporary Sign Permit required unless exempt per Section 22.11.** For example, interior-mounted, temporary window signs covering up to 30% of ground-floor window area do not require a permit.

**Number:** No more than two temporary signs may be displayed on a lot at any time.

**Duration of Display and Surface Area:** Either up to 10 days with no size limit, or up to 21 days if the combined sign area does not exceed 9 square feet. A sign shall be removed within 3 days of termination of the activity, service, project, sale, or event to which the sign pertains, whichever comes first. A permit for a temporary sign or signs shall be granted no more than four (4) times in any calendar year and only once every three (3) months. Business opening signs may be displayed up to 30 days.

**Location:** Temporary signs shall be located only upon the premises to which the special, unique, or limited activity, service product, sale, or event is to occur. No temporary sign may be placed off-premise except as otherwise provided elsewhere in the ordinance.

**Construction & Installation Requirements:** All temporary signs shall be constructed, anchored and supported in a manner which reasonably prevents the possibility of such signs becoming hazards to the public health and safety as determined by city staff.

### Portable Sign Regulations:

The following pertains only to the display of portable (sandwich board-style) signs:

**Permit:** Valid for one calendar year (expires December 31).

**Number:** One sign may be displayed per business or occupant in any commercial or industrial area or Planned Development District.

**Duration of Display / Time Limitations:** Sign must be removed and stored out of view when business is closed.

**Location:** A portable sign may not pose a safety hazard, impede pedestrian movement, block other signs, or be attached to public property. It may only be placed on-premise (on private property). If the building is not set back from the front lot line, then (and only then) may the sign may be located between the sidewalk and the street curb (although in such cases the City reserves the right to require the sign to be removed if necessary; applicant must fully indemnify and hold the City harmless for any personal injury or property damage).

**Construction, Size and Design Regulations:** Professional standard of construction, finish, and graphics. Sign area up to 6 sq.ft., height up to 3 feet, width up to 2 feet. No appendages to such sign and its structure are permitted, including but not limited to balloons, streamers, pennants, etc. The sign's face used for a chalk or dry-erase board shall not exceed fifty percent (50%) of the sign face surface area.

**Illumination:** A portable sign shall not be illuminated.

**Enforcement:** It shall be assumed that portable signs located within the public right-of-way are a privilege and not a right. The City in permitting placement of such signs in the public right of way reserves the right to require their removal at any time because of anticipated or unanticipated problems or conflicts. To the extent possible, the permittee shall be given prior notice of any time period during which the placement of portable signs is prohibited.

**Indemnification:** Where a temporary, portable sign is permitted in the public right-of-way, the owner, lessee or lessor of the business to which a permit has been issued and the property owner shall agree in writing to fully indemnify and hold the City harmless for any personal injury or property damage resulting from the existence or operation of said sign, and shall furnish evidence of general liability insurance in the amount of fifty thousand dollars (\$50,000.00) with the City as additional named insured or provide other security to the satisfaction of the City Administrator.