



"...meeting community needs...enhancing quality of life."

DEPARTMENT OF PUBLIC WORKS
Engineering Division
100 North Appleton Street
Appleton, WI 54911
(920) 832-6474
FAX (920) 832-6489

Council approved 12/05/2007

CITY OF APPLETON

SANDWICH BOARD/TEMPORARY SIGN POLICY

This policy has been developed to provide a reasonable and consistent approach to property owner requests for sandwich board/temporary signs within the public right-of-way.

I. PHYSICAL REQUIREMENTS

- A. Sandwich board/temporary signs must meet all conditions stated in the City of Appleton Sign Code. Section 23-507 and 23-523(e).
- B. A minimum width of 8 feet between back of curb and building face must exist to provide for pedestrian traffic and sandwich board/temporary signs.
- C. Temporary signs that are not free-standing sandwich board signs must be mounted to an approved canopy post within the beautification strip and must be removable.
- D. One sandwich board/temporary sign is permitted per parcel; on parcels with more than one tenant, each tenant may be permitted one sandwich board/temporary sign. Multi-tenant parcels are limited to only that number of signs that will permit 10 feet between signs.

II. PROPERTY OWNER REQUIREMENTS

- A. Property owner must request in writing for a permanent street occupancy permit.
- B. Property owner must annually provide Certificate of Insurance.
- C. Property owner must pay an annual fee of \$40.00 for street occupancy permit. Renewal date is June of each year.

- i. On multi-tenant parcels, it is possible that more tenants will apply for permits than the placement requirements of Section I.D. allows.
- ii. Signs will be placed on a first-come-first-serve basis for said parcels after the June renewal date. No additional permits will be issued when the placement requirements of Section I.D. have been reached. If more tenants request permits at the time of annual permit renewal in June of each year than space allows, permits for the maximum number of signs shall be issued by a random drawing of names by the Chair of the Municipal Services Committee.