

The fee for temporary sign permits is \$50 per permit, per location. See back of application for descriptions of sign types. Complete information regarding type, size and placement of temporary signs can be found in Section 7-12 of The City of Madison Zoning Ordinance available online at madisonal.gov.

Who wants a sign? _____
Name of business or organization

Contact Person:	Business Information:
Name: _____	Name: _____
Address: _____	Address: _____
Phone: _____	Phone: _____
Email: _____	Email: _____
	Business License # _____

What type of sign? _____
See back of application for descriptions of sign types

Banner: _____	Feather: _____	Yard: _____
Size of Sign: _____ Sq. Ft.	Height of Sign: _____	# to be installed: _____

Date sign will be installed? _____ **Date** sign will be removed? _____

Where will sign be installed? _____
Show location of each temp sign on a plot plan/aerial image of the lot or photo/image of the building.

I represent that the foregoing information is true and correct, and I understand that any misrepresentation made to the City of Madison on this application may result in the revocation of any permit based on this application. I understand that any temporary sign illegally installed or placed in a public right-of-way or easement shall be forfeited to the public and subject to confiscation without notice by authorized enforcement staff and officers of the City and that a violation of Article VII may be prosecuted in Municipal Court. The property owner or authorized agent has reviewed and approved this request. I hereby certify that the above information is true and correct. If approved, a copy of this permit must be posted on the premises during display of temporary and promotional activity signs.

Signature of Applicant

Date Submitted

City Department Use Only

Approved/Disapproved _____ **Permit Expiration Date:** _____

Permit Number: _____ **Permit Fee:** _____ **Payment:** _____

Signature of Administrator _____ Date Reviewed

Staff Review Comments: _____

7-12-2 Sign Permits for Temporary Signs

- a. Unless otherwise stated, a sign permit for temporary signs shall be required for temporary signs that exceed 12 square feet.
- b. Only one sign permit for a temporary sign shall be issued to the same business license holder, on the same site, for the same business at any one time.

Permit fee for Temporary Signs - \$50 per permit, per location.

7-12-5 Standards for Temporary Sign Types

a. Banner Signs

- 1. There shall be no maximum number of banner signs provided the aggregate total square footage of all banner signs at one time does not exceed the 36 square feet per establishment with the exception of paragraph (5) below.
- 2. Banner signs may be attached to a fence, or other similar structure. **Banner signs attached to posts and mounted in a yard or landscaped area shall be regulated as a temporary yard sign. Banner signs may only be attached to a building in accordance with Section 7-12-5a.5.**
- 3. The maximum height standard for temporary signs shall not apply to a banner sign but such signs shall not be mounted in a manner that extends above the roofline of a building or the top of the structure on which it is mounted.
- 4. Banner signs shall be permitted for up to 14 consecutive calendar days, four times per calendar year with the exception of Section 7-12-5a.5.
- 5. For certificate of occupancy or zoning compliance applications related to the establishment of a new use within an existing building where there is existing permanent sign, a banner sign may be approved for up to 60 consecutive calendar days to cover the existing permanent signs. Such banner sign shall not exceed the sign area of the permanent sign and shall require a sign permit. No extension may be granted after the 60-day time limit.

b. Feather Signs

- 1. There shall be a maximum of one feather sign per 100 feet of lot frontage allowed on any lot at one time and such signs shall be separated by a minimum of 50 feet.
- 2. The signs shall be securely anchored in the ground or within a portable base designed for such function.
- 3. The sign shall be setback from any right-of-way and any parking space a minimum distance equal to its height.

c. Yard Signs

- 1. There shall be no maximum number of yard signs provided the aggregate total square footage of all yard signs at one time does not exceed the maximum sign area allowed in Section 7-12-3 for residential uses or Table 3 for nonresidential uses.
- 2. There shall be a maximum of two faces to the sign, mounted back-to-back.

Sign Type	Zoning Districts	Maximum Sign Area (Square Feet)	Maximum Sign Height (Feet)	Time Limit
Banner Signs	Nonresidential Zoning Districts except B-1	See Section 7-12-5a.		
Feather Signs	Nonresidential Zoning Districts except B-1	24	8	14 consecutive calendar days, four times per calendar year
Yard Signs	All Nonresidential Zoning Districts	24	6	14 consecutive calendar days, four times per calendar year

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