



# APPLICATION FOR SANDWICH BOARD PERMIT

Village of Shorewood  
 Planning & Development Department  
 3930 N. Murray Avenue, Shorewood, WI 53211  
 Phone (414) 847-2640 Facsimile (414) 847-2648  
 www.villageofshorewood.org

Per Village Code 445-10, sandwich board signs require approval by permit to be located on commercial private property or within the public right-of-way. Approved applications are valid for the life of the sign. No sandwich board signs may be located within the Village of Shorewood without approval.

| OFFICE USE ONLY |          |
|-----------------|----------|
| PERMIT #        | FEE \$25 |
| APPROVAL DATE   |          |

RETURN COMPLETED APPLICATION TO THE PLANNING & DEVELOPMENT DEPARTMENT

|   |  |
|---|--|
| Business Address  | Business Name                                  |
| <b>Business Owner Information</b>   | <b>Property Owner Information</b>              |
| Owner Name  | Name   |
| Address   | Address  |
| City/State/Zip  | City/State/Zip                                 |
| Phone   | Phone  |
| Email   | Email  |
| <b>DESCRIBE SIGN</b>  |  |
| Sign Dimensions, measured from grade:   |  |
| Sign Materials:   |  |
| If placing in public way, identify existing sidewalk amenities in front of business, e.g., tree curbs or benches:   |  |
| Width of sidewalk, measured from storefront to street curb:   | Location of Sign & whether on private property |
| <input type="checkbox"/> Include <u>SKETCH</u> or <u>PHOTO</u> of sign with dimensions.   |  |
| <b>SANDWICH BOARD GUIDELINES</b>  |  |
| <ul style="list-style-type: none"> <li>▪ One sandwich board sign per business permitted, advertising goods and services of business only.</li> <li>▪ Locate sign directly in front of business, <u>maintaining 5 foot public access</u> width at all times, for storefront businesses only. Signs may not be located within the middle of the public sidewalk.</li> <li>▪ Maximum area 8 square feet per side, maximum height 48 inches and minimum 36 inches.</li> <li>▪ Store signs off the public way after business hours.</li> <li>▪ ALLOWED MATERIALS: steel, iron, metal, wood, and synthetic materials. Sign must be professionally produced, chalkboard, or white board. Permanent lettering must be professionally applied.</li> <li>▪ PROHIBITED: changeable letters, metallic or fluorescent paint, illumination, or moving parts or adornments.</li> <li>▪ New signs require new permit approval.</li> </ul> |  |
| <b>OFFICE USE ONLY</b>  |  |
|   |  |

Signature \_\_\_\_\_

Date \_\_\_\_\_

Print Name \_\_\_\_\_



## **Village of Shorewood Sandwich Board Sign Program (adopted 7/13/09)**

**Sandwich Board signs are permitted, subject to the following regulations:**

1. Sandwich Board Signs are self-supporting, freestanding temporary signs with only two visible sides that are situated adjacent to a business, typically on a sidewalk.
2. The maximum area shall be eight (8) square feet per side of sign with the maximum height being (48) inches and minimum of 36”.
3. Acceptable primary sandwich board sign materials include the following: steel, iron, metal, and wood, and plastic. The sign area must be professionally produced, chalkboard, or white board (dry erase). No changeable letters via channels are allowed. Signs must be of a weight or secured in such fashion to sustain inclement weather.
4. The use of metallic or fluorescent paint shall be prohibited, and all permanent lettering must be of professional quality. Creativity is encouraged, and all signs shall be maintained and kept in good repair.
5. Only one sandwich board sign per business shall be permitted.
6. The total quantity of sandwich board signs allowed per building shall be to the discretion of the Planning & Development Department.
7. The sign shall be located directly in front of the business or building facade.
8. The signs shall not advertise a business or products, goods and services located on another property.
9. Sandwich Board Signs shall not be placed so as to cause the width of the sidewalk to be reduced below five (5) feet in width, nor shall they be erected or maintained in a manner that prevents free ingress or egress from any door, window, fire escape, or parking space along the street.
10. A sandwich board sign permit is required prior to the installation of the sign. Only one sandwich sign permit is allowed per business and such permit is not transferable. Permits are valid for the approved sign only. Changes, other than maintenance, shall require approval of a new sign permit application.
11. If the sign is to be located within the public right-of-way, business owners will provide a certificate of insurance naming the Village of Shorewood as additional insured and a disclaimer that indemnifies the Village of any liability for use of said public right-of-way.
12. A sketch including dimensions, photo of proposed sandwich board, materials, and location of the sandwich board sign must be attached to the permit application. The permit application must be approved and signed by the zoning administrator or assignee before the sandwich board sign may be displayed. If a sign is displayed prior to obtaining a sandwich board sign permit, application may be denied.
13. Sandwich board signs shall not be illuminated, nor shall they contain moving parts or have balloons, streamers, pennants, or similar adornment attached to them. Attaching sandwich board signs to structures, poles, objects, signs, etc. by means of chains, cords, rope, wire, cable, etc. is prohibited. Signs shall only be displayed during business operating hours and must stored off the public right of way and outside public view.
14. Sandwich board signs placed in violation of this section will result in removal by Village authority of the sign and the business’s sandwich board sign permit privileges will be denied for the remainder of that year. Sandwich board signs displayed without approved permits shall be disposed of at owner’s expense.
15. Sandwich board signs within the public right-of-way may be moved/removed by the Village for municipal purposes if deemed necessary. (i.e. code enforcement, traffic issues, maintenance, etc.).