



CITY OF APPLETON

DEPARTMENT OF PUBLIC WORKS

Engineering Division
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CITY OF APPLETON SIGNS IN THE PUBLIC RIGHT-OF-WAY POLICY

This policy is to establish guidelines **to provide a reasonable and consistent approach to requests for installation of signs within the public right-of-way**. Request for signs not meeting these requirements will be denied. Appeals will be to the Common Council through the Municipal Services Committee.

GROUND SIGNS

No ground **mounted** sign may be installed within the street right-of-way.

PROJECTING SIGNS/AWNINGS

Projecting signs meeting the following criteria may be administratively approved to be installed within the street right-of-way:

1. Minimum clearance of 8 feet between the bottom of the sign and the ~~normal-grade~~ **ground elevation**, if projection is 2 feet or less into the street right-of-way.
2. Minimum clearance of 10 feet between the bottom of the sign and the ~~normal-grade~~ **ground elevation**, if projection is 4 feet or less into the street right-of-way.
3. Maximum size of a sign within the street right-of-way is 35% of the **building** wall size abutting the street frontage, or 350 square feet, whichever is less.
4. Maximum size of a changeable copy sign within the street right-of-way is 48 square feet.

SKYWALKS

Wall signs on pedestrian skywalks in the right-of-way shall comply with the following requirements:

1. Maximum sign area is 20% of the wall area.
2. **Municipal Services Committee and** Common Council Approval of Street Occupancy Permit.

BANNERS

1. No banner shall be attached to any skywalk located within City street right-of-way.
2. No banners shall be suspended across street right-of-way.
3. Attached to city-owned streetlights.
 - a. Requests for installation of banners must be made by either a recognized agency representing the area or from a two-thirds majority of the properties along the proposed route.
 - b. Requesting parties must designate an individual to serve as the contact person with the City.
 - c. Banners may be installed only in areas that are predominantly commercial zoning.
 - d. ~~Banner installation should be consistent with Planning and Development policies, represent an appropriate theme and not detract from the aesthetics of an area.~~ Plans for banner installation, including color scheme, theme, and spacing must be approved by the ~~Planning~~ **Community Development** Department and **Public Arts Committee** ~~Plan-Commission~~ before being forwarded to the Municipal Services **s** Committee for issuance of a permit.
 - e. Banner materials (including the brackets) must be approved by the Department of Public Works.
 - f. Banner installation may be done by the Department of Public Works or by private contract. If a private contractor is used, installation plans showing bracket locations and elevations must be provided and approved by the Department of Public Works.
 - g. If performed by the Department of Public Works, the cost of initial banner and bracket installation will be divided equally between the applicant and the City (exclusive of materials).
 - h. All banners and necessary brackets (including replacement parts) to be supplied by the requesting agency.
 - i. Storage of banners to be the responsibility of the requesting party.
 - j. All costs of repair or replacement of banners done by the Department of Public Works will be charged to the requesting agency or designated individual as they are incurred.

- k. The cost of changeover of banners done by the Department of Public Works will be divided equally between the applicant and the City up to a maximum of twice per year after which all costs will be borne by the applicant.
 - l. Banners will remain the property of the requesting agency.
 - m. The requesting agency will be given 30-day notice of deteriorated banners (in the judgment of the City) after which they will be removed, and the cost of removal will be billed to the requesting agency or designated individual.
 - n. Installation of items budgeted by the City for installation are exempt from this policy. (angels, flags, etc.)
4. Attached to WE Energies poles.

The above criteria must be met along with written permission from WE Energies. **New attachments to WE Energies will not be approved according to their Pole Attachment Request Policy. Existing attachments covered by agreements dated prior to March 2001 may remain on WE Energies poles.**

SANDWICH BOARD/TEMPORARY SIGNS

1. 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.
2. 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 ~~street occupancy permit fee of \$40.00 for street occupancy permit~~ **street occupancy permit fee of** ~~in accordance with the most recent Department of Public Works Fee Schedule~~. Renewal date is June of each year.
 - i. On multi-tenant parcels, it is possible that more tenants will apply for permits than the replacement requirements of Section 1(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 with the placement requirements of Section 1(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.

OTHER SIGNS

Signs not included in the provisions above, which are attached to public property, shall be submitted to the Department of Public Works for review. Applications not approved may appeal as indicated above.