

# Sign Encroachment - STH 78 (Main Street)

## Procedure for Sign Encroachment Requests

CURRENT BUILDING SIGNAGE	REQUIREMENTS	PERMITTED
Existing Sign	Revocable Occupancy Permit  Annual Proof of Insurance Liability \$1,000,000 / \$10 Administrative Fee	Change FACE only
No Sign Only existing posts, columns, supports remain	Revocable Occupancy Permit <i>(includes photo of past sign)</i>  Annual Proof of Insurance Liability \$1,000,000 / \$10 Administrative Fee	New sign must be the same size as the old sign
No Sign No posts, columns, supports	Written approval permitting sign from: WisDOT - Outdoor Advertising Program Coordinator SW Region – Madison Dennis Dreier 608-246-7906	

### Business Ceases Operation

Chapter 17.172 of the Municipal Code requires the following:

In the event a business ceases operation for a period of time in excess of 30 days, the sign owner or lessee, or the property owner, shall immediately remove any sign identifying or advertising said business or any product sold thereby; provided, however, this requirement shall not apply where under the provisions of this chapter an existing conforming sign may be altered to advertise a new business or product sold thereby, and there is evidence that a new business will be in operation on the premises with 30 days.

For the purpose of this section, the word "remove" shall mean:

- (a) The sign face, along with posts, columns, or supports of freestanding signs, shall be taken down and removed from the property.
- (b) The sign face and supporting structures of "projecting", "roof", or "wall" signs shall be taken down and removed from the property.
- (c) The sign face of "painted wall signs" shall be removed by painting over the wall sign in such a manner as to completely cover up and hide from sight the sign in question. The covering must be consistent and compatible with the remainder of the building surface.