



## City of Oshkosh Sandwich Board Signs Information

City of Oshkosh  
Planning Services Division  
215 Church Avenue  
PO Box 1130  
Oshkosh, WI 54903-1130  
920-236-5059

### What is a Sandwich Board Sign?



Sandwich board signs are defined as a double-sided sign constructed to form an “A”-like shape, hinged or not hinged at the top, with each angular face held together at an appropriate distance by a supporting element such as a folding bar, latch, or chain; or a double-sided frame into which a sign face can be inserted, erected upon weighted metal or plastic base.

### Where Permitted?

Sandwich board signs are only permitted in the RH, NMU, SMU, UMU, CMU, RMU, and BP zoning districts within the City of Oshkosh. If you have questions regarding the zoning of your property, please call Planning Services at 920-236-5059.

### Sign Standards

One sandwich board sign shall be permitted per business with public street frontage, provided no other daily notice type signs are present. If there is not adequate space available on a business's private premises to place a Sandwich Board Sign in a manner that is visible to the public, a Sandwich Board Sign may be placed between the side of the building with the customer entrance and the curb, provided the following locational requirements are met:

- **Area** – Sign face area shall not exceed twelve (12) square feet per sign face with a maximum of two (2) faces per sign.
- **Width** – Sign face shall not exceed three (3) feet measured at the widest point of the sign face.
- **Height** – Sign height shall not exceed four (4) feet measured from ground to top of sign.
- **Portability** – Signs shall not be permanently affixed to any structure within the right-of-way or sidewalk.
- **Color/Illumination** – The sign shall not be painted traffic yellow or construction zone orange, nor be reflective, fluorescent, or illuminated. Signs shall not resemble or contain any traffic signal, sign, signal or device, as determined by the Transportation Director.
- A maximum of one (1) sign shall be permitted per property. No supplemental sign, notice, flag, balloon, or other decoration shall be attached to the sign.
- The sign shall be manufactured to a professional standard of construction, finish and graphics; be fabricated of sign grade wood, plastic, or metal and be free-standing and self-supporting and not be affixed to or mounted on wheels.
- The sign shall be secured so as to remain stationery in moderate winds.
- The sign shall be maintained in good repair.

- **Placement**
  - **Sidewalk Width** – Signs shall be placed so that a minimum of 5 feet in width of unobstructed travel way remains available on the sidewalk at all times. The sign shall not obstruct access to any bus stop boarding area, fire hydrant, fire escape or fire door.
  - **Removal** – Signs may only be displayed during the period a business is open to the public and shall be removed and stored inside the interior of the building at the close of business each day. Signs shall not be placed in such a way as to interfere with snowplowing of the streets. The area around the sign shall be free of snow and ice and shall be placed on the ground at all times. Signs shall not be placed on snow banks. Businesses that utilize these signs shall hold the City harmless from damage to the signs due to snow removal and plowing.
  - **Location** – Signs shall be located according to the following standards:
    - The sign shall be placed directly in front of the business to which it is related and in front of the same lot of the subject business.
    - No sign shall be placed within ten (10) linear feet of another sign. Signs shall not be located adjacent to a bus stop or placed to interfere with passengers boarding or alighting a transit vehicle. The sign shall be placed a minimum of twenty-five (25) feet from an intersection and a minimum of ten (10) feet from a building corner or crosswalk.
    - Sandwich Boards shall be placed a minimum of 4 feet from all obstructions within the sidewalk right-of-way, including newspaper boxes, outdoor seating and tables, trees and tree grates, bicycle racks, trash receptacles, and any other item impeding pedestrian or wheelchair movement.
    - Signs shall not obstruct the clear view of any traffic signal, regulatory sign or street sign. Whether such a prohibited obstruction is created by the Sandwich Board Sign shall be the determination of the City.
    - Signs shall not be located in any “bump out” area.
    - **ADA Compliance** – Sign placement shall meet all Americans with Disabilities Act (ADA) requirements.
  
- **Permit Required** – An annual permit shall be required for placement of sandwich board signs. Permits are issued on a calendar year basis and are valid from January 1 through December 31. Permits purchased after January 1 in any given calendar year will also expire December 31 of that year; and permit fees will not be pro-rated. Permit fees will be established by the Common Council.
  
- **Enforcement** – More than two violations of these sign standards in one calendar year shall result in the revocation of the permit for the sandwich board sign. A new sign permit shall not be issued for the business/property owner for a minimum of twelve (12) months from the date of the sign permit revocation.



### Sandwich Board Sign Permit Application

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**PERMIT IS VALID FOR ONE CALENDAR YEAR BEGINNING JANUARY 1, AND ENDING DECEMBER 31.** Permits purchased after January 1 in any given calendar year will also expire December 31 of that year; and permit fees will not be pro-rated. More than two violations of the sandwich board sign standards in one calendar year shall result in the revocation of the permit for the sign. A new sandwich board sign permit shall not be issued for the business/property owner for minimum of (12) months from the date of the sign permit revocation.

#### Site Information

Site Address: \_\_\_\_\_ Zoning District: \_\_\_\_\_

#### Owner & Applicant Information

Property Owner Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Applicant/Contractor Name: \_\_\_\_\_ Phone: \_\_\_\_\_

#### Applicant Signature

*Applicant has received a copy of the informational handout entitled "Sandwich Board Sign Information," and hereby agrees to comply with all rules and regulations governing signage consistent with the City of Oshkosh Municipal Code and Zoning Ordinances.*

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

#### Sandwich Board Sign Information

**ATTACH DRAWINGS OF PROPOSED SIGN AND SITE PLAN.** Site plan shall include the proposed sign location in relation to the building entrance on site, and the sidewalk location and width. Please note that this application will not be considered complete unless the required site plans are attached.

(1) **SIZE OF SIGN**

Length: \_\_\_\_\_ Width: \_\_\_\_\_ Total Area: \_\_\_\_\_ SQ FT

Total Sign Height from Ground: \_\_\_\_\_ Width of Sidewalk: \_\_\_\_\_

Distance From Front Building Entrance: \_\_\_\_\_

(2) **MATERIALS.** Please list ALL sandwich board sign materials proposed in detail, with explanations as needed:

\_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_