



**APPLICATION FOR LICENSE AGREEMENT – SIDEWALK SIGN**  
**(SIGNAGE WITHIN THE PUBLIC RIGHT OF WAY)**

**I. APPLICANT INFORMATION**

Business: \_\_\_\_\_

Contact person: \_\_\_\_\_

Business address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Authorized signature: \_\_\_\_\_

**II. COMPLETED APPLICATIONS MAY BE SUBMITTED TO THE BUILDING DEPARTMENT ON THE SECOND FLOOR OF CITY HALL. IN ORDER TO BE PROCESSED, A COMPLETED APPLICATION MUST BE ACCOMPANIED BY THE FOLLOWING:**

- A non-refundable application fee of \$75.00
- A diagram depicting where the sign will be placed in relation to the building frontage (the diagram need not be to scale)
- A certificate of insurance naming the City of Royal Oak as an additional insured on the Applicant's general liability insurance policy. Coverage shall be at least \$500,000; umbrella coverage in the amount of \$500,000 may be used if general liability coverage is less than \$500,000. The cancellation notice on the certificate of insurance must read as follows:

**Should any of the above described policies be cancelled before the expiration date thereof, the issuing company will mail thirty (30) days notice to the Certificate Holder.**

**III. THE CITY WILL CONTACT YOU AFTER YOUR APPLICATION HAS BEEN REVIEWED. IF YOUR APPLICATION IS APPROVED, YOU WILL BE REQUIRED TO EXECUTE A WRITTEN LICENSE AGREEMENT WITH THE CITY BEFORE YOU MAY PLACE A SIDEWALK SIGN WITHIN THE PUBLIC RIGHT-OF-WAY. UNDER CITY CODE, UNAUTHORIZED SIDEWALK SIGNS MAY BE REMOVED FROM THE RIGHT-OF-WAY WITHOUT NOTICE.**

**CITY OF ROYAL OAK – (248) 246-3200**

**Internal use only ACC# 101-000-47805**

## **Sidewalk Sign Specifications**

A Sidewalk Sign may be placed within Sign Area 3 at a public entrance to a business where the eligible advertiser is located, subject to the following requirements:

1. There shall be only one sign at each customer entrance, regardless of the number of tenants on the premises.
2. Each sign shall be placed outside only during the hours when the business is open to the general public and shall be stored indoors at all other times.
3. Each sign shall be placed next to the building wall or adjacent to the curb in a manner that is safe for, and does not interfere with normal pedestrian or auto traffic.
4. Each sign shall not exceed an overall height of forty two (42) inches and an overall width of twenty-four (24) inches.
5. Sidewalk signs shall not have more than two (2) sign faces and shall not be illuminated.
6. Sidewalk signs should not have electronic or mechanical attachments that give the effect of movement, animation or make sound.
7. All signs shall be constructed of durable weatherproof materials and shall be kept in good repair.
8. Effective September 18, 2008, all non-conforming sidewalk signs not otherwise permitted by City Code shall be prohibited within Sign Area 3.