

Village Centre Business Improvement District

Application for use of Sandwich Board Sign

RULES

Portable sandwich boards are owned by the Business Improvement District (BID). The BID rents them to BID members** only for the following purposes: (a) to advertize a member located within the B.I.D. or (b) to advertise an event that promotes the use of products or services within the B.I.D, or an event sponsored by a member. Rentals of the sandwich board signs are subject to the following:

- 1. Signs shall not be displayed longer than six months per year at any business site, and no more than 120 days in any one continuous period.
2. Rental will be free for one month for a new member within the first three months of the business opening. Existing members may rent the board for \$25.00 for the first month, an additional \$35.00 for a 2nd consecutive month, and \$50.00 each for a 3rd and 4th consecutive month and must be paid for prior to delivery of portable sandwich board.
3. A Certificate of Insurance must be provided to the BID Manager prior to rental. Fax # 262-251-8211
4. Advertising signs to be used on the board must be made from corrugated plastic and be professionally printed - not hand printed or drawn. Signs must adhere to the dimensions acceptable for the board to accept, currently 30-1/2" wide x 34" high. Both sides of the sandwich board must have a sign.
5. Signs shall not be illuminated or have reflective surfaces.
6. An unobstructed area of three feet or as defined by the Americans with Disabilities Act, shall be provided as an accessible route for pedestrian traffic.
7. The BID Manager must review and approve portable sandwich board sign placements and locations.
8. Any member that fails to comply with the provisions of this program and standard, after receiving one written warning form the Village or the BID, shall lose its privilege to display a portable/sandwich board sign for a one-year period.

By signing below, the applicant acknowledges that applicant has read and agrees to comply with all the rules set out above; and agrees to hold the Village of Menomonee Falls and the Business Improvement District harmless from any and all damages, claims or causes of action whatsoever of any nature by reason of use, placement or maintenance of the sign.

** As used in this application and these rules, the term member also includes associate members.

NOTE: Certificate of Insurance must be provided with this application.

Applicant: _____

Address for proposed sign location: _____

Purpose: _____

Phone: _____

Rental Period: _____ to _____

Signature: _____ Date: _____

Approved: _____ Date: _____

BID Manager