



**APPLICATION**  
**Canvasser/Peddler/Transient Merchant**

**Applicant's Legal Name:** \_\_\_\_\_  
First Middle Last Maiden (if applicable)

**Permanent Address:** \_\_\_\_\_  
Street City State Zip Code

**Temporary Address:** \_\_\_\_\_  
(While conducting business) Street City State Zip Code

**Address where applicant will be located the 2 weeks following departure from the Village of Pewaukee:**  
\_\_\_\_\_  
Street City State Zip Code

**Company Applicant is Representing:** \_\_\_\_\_ **Company Phone:** \_\_\_\_\_

**Company Address:** \_\_\_\_\_

**List 3 previous locations where business was conducted prior to this application (List City/Village/Town)**

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**Date of Birth:** \_\_\_\_\_ **Height:** \_\_\_\_\_ **Weight:** \_\_\_\_\_ **Hair Color:** \_\_\_\_\_ **Eye Color:** \_\_\_\_\_

**DL#** \_\_\_\_\_ **State:** \_\_\_\_\_ **Cell Phone:** \_\_\_\_\_ **Home Phone:** \_\_\_\_\_

**List all Vehicles that will be used to conduct business (Make, Model and License Plate Number:** \_\_\_\_\_

**Type of business to be conducted and a brief description of the goods and/or services offered:** \_\_\_\_\_

**Proposed method of delivery of goods, if applicable:** \_\_\_\_\_

**Have you ever been convicted of any crime or ordinance violation? YES NO**

If YES, list all convictions/violations include Nature of Offense, Place of Conviction and Date): \_\_\_\_\_

**I certify that all of the information given on any part of this form is complete, true and correct.**

**Applicant's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_ **Staff Initials:** \_\_\_\_\_

**This Box for Office Use Only**

Date: \_\_\_\_\_ Initials: \_\_\_\_\_ \$50.00 Application / Permit Issuance Fee Paid: \_\_\_\_\_ Receipt # \_\_\_\_\_ Photo ID \_\_\_\_\_

Criminal History and Driving Record Check: \_\_\_\_\_ Initials: \_\_\_\_\_ Village Board Approval: \_\_\_\_\_

Criminal History Findings: \_\_\_\_\_

Police Chief Approval: \_\_\_\_\_

Village Clerk Approval: \_\_\_\_\_

LICENSE NO: \_\_\_\_\_



APPLICATION INSTRUCTIONS  
Canvasser/Peddler/Transient Merchant

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1. Applicants for peddler, canvasser or transient merchant licenses must file a completed and signed Canvasser/Peddler/Transient Merchant Application form with the Village Clerk and pay an application / permit issuance fee of \$50.00 to process the application.
2. All applications are referred to the Village Police Chief for a background check. The Police Chief shall review the applicant's business and personal background for the protection of the public good and will return it to the Village Clerk within 72 hours.
3. If the Police Chief finds the applicant's character and/or business-type to be unsatisfactory, a recommendation for denial will be noted on the application and the applicant will be notified of the denial in writing.
4. If the Police Chief finds the application to be satisfactory, a recommendation for approval will be noted and the Village Clerk will place the application on the next Village Board agenda for approval. **All approved licenses shall contain: Village Clerk's Signature, type of goods to be sold, date of issuance, length of time the license shall be operative and a description of any vehicle to be used during such licensed business.**
5. Each individual peddler, canvasser, or transient merchant must obtain a license. Licenses are not transferable. The Village Clerk will keep a permanent record of all licenses issued.
6. Licenses are valid for 60 days and expire at midnight on the date specified on the license.
7. Prohibited practices for transient merchants include:
  - a. Calling at any dwelling or other place between the hours of 5:00 p.m. and 9:00 a.m. except by appointment, calling when dwelling has placed a 'no solicitation' or similar posting, calling at a rear door or remaining on a premise after being asked to leave.
  - b. Misrepresenting or making false, deceptive or misleading statements concerning the purpose of his/her visit, his/her identity or the identity of the organization he/she represents.
  - c. Impeding the free use of sidewalks or streets by pedestrians and vehicles. All traffic and parking regulations must be observed.
  - d. Making loud noises or using a sound amplifying device to attract customers if the noise is capable of being plainly heard outside a one-hundred foot radius of the source.
  - f. Allowing rubbish or litter to accumulate in and/or around the area in which he/she is conducting business.

**Disclosure Requirements**

After the initial greeting and before any other statement is made to a prospective customer, a transient merchant shall expressly disclose his/her name, the name of the company or organization he/she is affiliated with, if any, and the identity of merchandise or services he/she offers to sell.

**Licensees are required to present their license at the request of any citizen.**

**Acknowledgment of receipt of Application Instructions for a Peddler/Canvasser/Transient Merchant.**

**Applicant's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_ **Staff Initials:** \_\_\_\_\_