



DOWNTOWN PERMANENT WINDOW SIGN PERMIT APPLICATION

- Each permanent window sign requires a separate sign permit application.
- Incomplete applications or failure to comply with the required submission procedures may delay approval and/or cause the sign application to be returned.
- No fees are due when this application (and required attachments) is submitted. Upon permit approval, the City will notify applicant of the permit cost and how the permit can be obtained.
- Sign installation prior to obtaining the required sign permit is a Municipal Code violation.

For more information, or a complete copy of the sign code, contact the Building Inspection Office at (262) 335-5140 or see Sections 17.47(4)(d) and 17.48 of the City's Municipal Code for sign requirements on the City's website at www.ci.west-bend.wi.us.

Property Owner or Tenant (Please Type or Print)

Name: _____
Address: _____
State: _____ Zip Code: _____
Phone: _____ Fax #: _____
Cell: _____
E-Mail: _____

Sign Contractor (Please Type or Print)

Name: _____
Address: _____
State: _____ Zip Code: _____
Phone: _____ Fax #: _____
Cell: _____
E-Mail: _____

Property Description (Please Type or Print)

Business Name: _____, Zoning District(s): _____
Address: _____, West Bend, WI 53095 or 53090 (circle zip code)

SECTION A – GENERAL SIGN INFORMATION

Illuminated Non-Illuminated Neon

Sign Materials(s): _____

Area of Proposed Sign:

Overall sign dimensions: width _____ X height _____ = _____ square feet
Dimensions of the area of copy: width _____ X height _____ = _____ square feet

Identify the total sign area of all existing window sign(s):

Sign 1: width _____ X height _____ = _____ sq. ft. Sign 2: width _____ X height _____ = _____ sq. ft.
Sign 3: width _____ X height _____ = _____ sq. ft. Sign 4: width _____ X height _____ = _____ sq. ft.

Identify the total area (width X height) of the window(s):

Window 1: width _____ X height _____ = _____ sq. ft. Window 2: width _____ X height _____ = _____ sq. ft.
Window 3: width _____ X height _____ = _____ sq. ft. Window 4: width _____ X height _____ = _____ sq. ft.

Required Attachments:

- A scaled architectural building elevation (or photo) identifying the sign location, sign dimensions, and the window dimensions.
- A scaled sign drawing identifying the letters, dimensions, background, colors, and the sign materials. Include any changeable copy or electronic message board features.

SECTION B – ELECTRICAL (If sign is lighted)

Is the sign illuminated? Yes No

SECTION D – ACKNOWLEDGEMENT

- I have read and understand the above sign requirements and procedures, and I agree to be bound by Section 17.48 of the City’s Municipal Code and the Downtown West Bend Guidelines.
- I understand that all illuminated signs require an inspection by the City’s Electrical Inspection PRIOR to erecting a sign. Failure to call (262) 335-5140 for an electrical inspection PRIOR to installation may cause the sign to be required to be removed so that it can be inspected.
- Upon completion of the required electrical inspection and the sign installation, I understand that I am required to call (262) 335-5140 for a final sign inspection.

SIGNATURE OF APPLICANT

DATE

*Please make a copy of this completed application
(for your records) prior to submission.*

PRINT NAME

<i>For Office Use Only</i>		SP - _____ - _____
<input type="checkbox"/> Approved _____	_____	
Date	Zoning Administrator	
Conditions of Approval: _____		

<input type="checkbox"/> Denied _____	Reason Denied _____	
Date		

SUMMARY OF DOWNTOWN PERMANENT WINDOW SIGN REGULATIONS

DEPARTMENT OF COMMUNITY DEVELOPMENT CITY OF WEST BEND

ITEM	REQUIRED BY	DESCRIPTION
Definition	<p>Section 17.48(1)(kk) of the Municipal Code</p> <p>Section 17.48(2) of the Municipal Code</p>	<p>Window Sign - A sign installed on a window for purposes of viewing from outside the premises.</p> <p>Permanent window signs (i.e. windows signs that are displayed more than 2 times a year for a total of not more than 6 weeks per year) require a window sign permit.</p>
Materials	Downtown West Bend Design Guidelines (Appendix A of the Manual of Urban Design Standards)	Window signs should consist of a material and color that contrasts with the display...”
Lettering Styles	Downtown West Bend Design Guidelines (Appendix A of the Manual of Urban Design Standards)	<p>Lettering styles should follow period vintage. See Downtown West Bend Design Guidelines for a list of acceptable styles.</p> <p>Simple is best. Avoid slogans or excessive wording.</p>
Area of Window Signs Permitted	Downtown West Bend Design Guidelines (Appendix A of the Manual of Urban Design Standards)	<p>“...window signs shall not exceed 25% of the total window area...”</p> <p>“Window signs should...be small enough not to interfere with the display area.”</p>
Lighting	Downtown West Bend Design Guidelines (Appendix A of the Manual of Urban Design Standards)	<p>Neon is acceptable as lighted signage.</p> <p>Storefront lighting should be tastefully done, including materials and style used, either to highlight your product, your building, or your signage. Flashing light, flashing signage, or excessively bright lights are not appropriate.</p>

A copy of the City's Municipal Code can be obtained on the City's website at www.ci.west-bend.wi.us.