

GROUND SIGN PERMIT APPLICATION

- Each ground sign requires a separate sign permit.
- Incomplete applications or the required submission procedures not being correctly followed 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.
- All required landscaping shall be completed within 30 days of the sign installation, or if the sign is installed in winter, then the required landscaping must be completed by the end of May.

For more information, or a complete copy of the sign code, contact the Department of Community Development 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: _____
Phone: _____ Cell #: _____
Fax: _____
E-Mail: _____

Sign Contractor (Please Type or Print)

Name: _____
Address: _____
Phone: _____ Cell #: _____
Fax: _____
E-Mail: _____

Property Description (Please Type or Print)

Business Name: _____
Address: _____

Zoning District(s): _____

SECTION A – GENERAL SIGN INFORMATION

Type of Proposed Sign:

- ONE-SIDED SIGN TWO-SIDED SIGN ILLUMINATED SIGN

Area of Proposed Sign:

Overall sign dimensions: width _____ x height _____ = _____ sq. ft.

Dimensions of the area of copy: width _____ x height _____ = _____ sq. ft.

Total height of sign (above ground elevation): _____

Identify the total sign area of all existing ground signs (incl. driveway or street entrance/exit signs):

Sign 1 _____ Sign 3 _____
Sign 2 _____ Sign 4 _____

Required Attachments

- *A scaled site plan identifying the sign location, setbacks (5' min.), and all required vision triangles.
- *A scaled sign drawing identifying the dimensions, colors, and the sign materials.
- Note:** at least 20% of the sign shall be materials similar to the building materials of principal structure.
- *A detailed landscape plan identifying a planting bed surrounding the ground sign, where the planting bed is at least as large as the sign area.

SECTION B – ELECTRICAL (If sign is lighted)

Is the sign internally illuminated? Yes No

If YES, then SECTION B must be completed and complied with. If NO, go to SECTION C.

- All sign wiring shall comply with the National Electric Code – Section 600.
- All illuminated signs must be wired by an electrical contractor licensed by the City (permit req'd).
- Multiple signs may be included on one electrical permit application.

Sign Manufacturer: _____

Listing Agency: (circle one) UL ETL CSA Other _____

Electrical Contractor: _____

NOTE: ALL LISTED SIGNS ARE REQUIRED TO BE INSPECTED ON-SITE PRIOR TO INSTALLATION IN ORDER TO VERIFY THE LISTING.

SECTION C – EXTERNALLY ILLUMINATED SIGNS

- Externally illuminated signs (non-electric signs) are not required to be listed.
- An Electrical Permit is required by the city to wire external lighting.

SECTION D – ACKNOWLEDGEMENT

- I have read and understand the above sign requirements and procedures.
- I understand that all illuminated signs require an inspection by the City’s Electrical Inspector PRIOR to erecting the 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, the sign installation, and the required landscaping, 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

For Office Use Only

Approved _____
Date Zoning Administrator

Conditions of Approval: _____

Denied _____ Reason Denied _____
Date

Permit # _____ Date Issued _____ Required Fees \$ _____ SP- ____ - ____

**SUMMARY OF GROUND SIGN REGULATIONS
DEPT. OF COMMUNITY DEVELOPMENT
CITY OF WEST BEND**

ITEM	CODE SECTION	DESCRIPTION
Definition of Panel Sign ("Monument sign")	17.48(1)(zm) & 17.47 (4)(d)(1) 17.47(4)(d)(8)	A freestanding ground sign with 20% of the sign consisting of materials similar to the building materials of the principal structure. The sign is deigned to be compatible with the principal building and shall contain a top cap (or similar treatment) on signs with sign panels five feet and wider. The sign is generally the same width from the ground to the top of the sign. All sign components are no less than two-thirds of the width of the base, and the base is at least as wide as the narrowest sign panel. Also known as a "monument sign." Single pole ground signs are not permitted.
Locational Restrictions	17.48(4)(f) 17.38(1), 17.44(157.5) and 17.48(4)(g)(1) & (2)	No ground sign may be closer than 5' to the nearest lot line or right-of-way line. The distance to the lot line or right-of-way line shall be measured horizontally to the nearest point of the sign. All ground signs greater than 3' in height shall be located outside of the vision triangle which is the area bounded by two intersecting street, railroad, or alley right-of-way lines (including driveways) and a line joining points on such lines located 25' from the point of intersection or 35' from the point of intersection if one of the streets is an arterial street.
Number of Signs Permitted	17.47(4)(d)(3)	No more than one ground sign shall be permitted for each street abutting the parcel and no more than two ground signs shall be permitted on a parcel. (Driveway enter/exit signs not included in total.)
Area of Signs Permitted	17.47(4)(d)(5) 17.48(4)(n)	The area of copy of any ground sign shall not exceed 100 sq. ft. per side, except that on a parcel with a principal structure more than 50,000 sq. ft. in area, the area of copy shall not exceed 250 sq. ft. The total sign area of ground signs on any tax key parcel shall not exceed 2 square feet for each foot of frontage of the tax key parcel. For lots having frontage on two or more streets, frontage shall be measured only along the street on which the parcel has the longest frontage.
Height of Sign	17.47(4)(d)(2)	The maximum height of any ground sign shall be 22'.
Landscaping	17.47(4)(d)(4)	At the base of each ground sign shall be a landscaped area of the same size as the area of the copy. Where a ground sign is located within a paved area, then the landscaped area shall be located within the nearest unpaved area.

**A copy of the City's sign code can be purchased from the Dept. of Community Development.

Summary of Sign Regulations

- 1 Chapter 17 of the West Bend Municipal Code regulates signage (see Sections 17.47(4) and 17.48 of the Zoning Code).
- 2 By definition, a sign is any emblem, painting, banner, pennant, placard, design, identification or description intended to advertise, identify, convey information or direct attention to a product, service, place, activity, person or business.
- 3 All signs require a permit except those listed in Section 17.48(3) of the Zoning Code and #9 below. Signs that do not require a permit include real estate, construction, directional, interior, political or campaign signs, temporary window signs, and vehicular signs. All signs not requiring a permit must conform with all other ordinance regulations regarding size, location, height, material composition, etc.
- 4 Ground signs must be a monument or panel design and shall be constructed with a minimum of 20% of the sign materials similar to the building materials of the principal structure. The sign design must be compatible with the principle building and must contain a top cap on signs with panels 5' wide and wider. All ground signs must be located with a 5' minimum setback from all property lines, not be located within vision clearance triangles, and not exceed 22' in height. The base of each ground sign must be surrounded with a landscape bed at least as large as the area of copy of the sign. No more than one ground sign is permitted for each street abutting the parcel (maximum of two). The typical maximum area of copy is 100 square feet per side. See Sections 17.47(4)(d) and 17.48(1)(zm) of the Zoning Code.
- 5 Existing pole signs are "grandfathered in" as non-conforming signs. Panel replacements are the only improvements allowed to non-conforming pole signs, unless the sign is brought into compliance.
- 6 Wall signs shall not project above the roofline nor more than 18" from the wall. Wall signs include painted signs, and are limited to one per building side and no more than two per building. For multi-tenant buildings, one wall sign is permitted for each lease unit. The total area of wall signs on any one wall shall not exceed 10% of the wall area and shall not exceed 200 square feet.
- 7 Projecting and Canopy/Awning signs cannot extend more than 8' from the building and shall provide at least 8' clearance from the bottom of the sign to the ground unless the sign is over a parking lot or driveway, where at least 14'-6" clearance is required.
- 8 Temporary signs are banners, emblems, placards or any other temporary advertising device intended to identify, convey information or direct attention to a product, service, place, activity, person, institution or business. Temporary signs must conform to Section 17.48(3)(n) of the Zoning Code and can be permitted not more than two times per year for a total of not more than six weeks per year. The owner must provide the Zoning Administrator advance written notice of the nature and location of the temporary sign and the dates it will be placed and removed. Temporary signs are regulated as to size, composition (material and color), location, and duration.
- 9 Sandwich board type signs are permitted on private property without a permit or city approval provided there be a maximum of one sign per parcel (corner lots can have one along each street), the sign is brought indoors when the business is closed, the sign is no greater than 12 sq. ft. per side, the sign does not interfere with the vision of drivers, the sign shall be a quality material in order to have a professional appearance, and if the business is in a multi-tenant building, then the sign should be located at the entrance of the tenant unit and not along the front property line.
- 10 Off premise signs are prohibited unless they conform to Section 17.48(6) of the Zoning Code.
- 11 Prohibited signs include portable signs, billboards, abandoned, animated, swinging/moving, flashing, blinking, and inflatables. See Section 17.48(5) of the Zoning Code.

**SIGN PLAN SUBMISSION REQUIREMENTS
DEPT. OF COMMUNITY DEVELOPMENT
CITY OF WEST BEND**

Signage has been historically viewed in the City of West Bend as an independent site element unrelated to the overall site design and building architecture of a property. The City's intent in regulating signage is to integrate signage as a component of site design and building architecture. Signage elements such as height, mass, materials, color, and location are to be integrated with building architecture within a site or development area. A sign location must conform to the city's Zoning Code (Chapter 17 of the Municipal Code) requirements for safety and aesthetics purposes.

Pursuant to 17.48 of the City Zoning Code, site plan approval is required in order to obtain a sign permit for new signs. The purpose of requiring a site plan is to insure that a sign design and location relate to all elements within a site. A sign proposal will be evaluated based on its type, appearance, location, construction materials (incl. illumination), area, and number of signs. All ground sign locations are required to be identified and dimensioned on the site plan and all wall signs (incl. projecting & canopy/awning signs) are required to be identified and dimensioned on the architectural building elevations.

The City has four types of sign permits (ground sign, wall sign, projecting & canopy/awning signs, and temporary signs). A sign permit is required for each permanent sign. A sign approval by the Plan Commission does not eliminate the owners need to obtain a sign permit. Sign permit applications can be obtained by calling the Building Inspection Office at (262) 335-5140 or the City Planning Office at (262) 335-5122. Summaries of sign code requirements (ground sign, wall sign, and projecting & canopy/awning signs) are attached, but the actual sign regulations within Section 17.47(4) and 17.48 of the City Zoning code should be obtained so that a proposed sign can be designed to conform to all sign code requirements before it is submitted for approval.

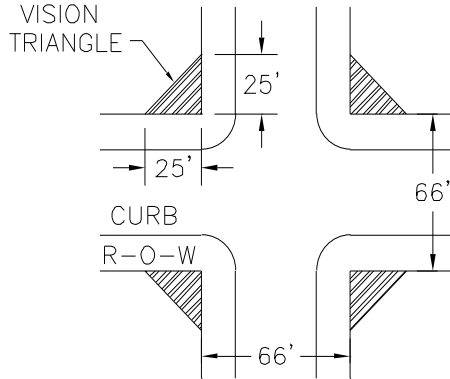
All sign proposals submitted for site plan approval are required to label and/or identify the following information:

1. Identify on the site layout plan the location of all existing and proposed ground signs and vision triangles.
2. Identify on the architectural building elevation plans the location of all existing and proposed wall, and/or projecting & canopy/awning signs.
3. Provide a separate scaled drawing of each proposed sign. Include on the drawing the overall outer dimensions of the sign and the dimensions of the area of copy.
4. On the scaled drawing of each sign, describe the sign materials, colors, type of lighting (if illuminated), and indicate whether there is a changeable copy area within the sign.

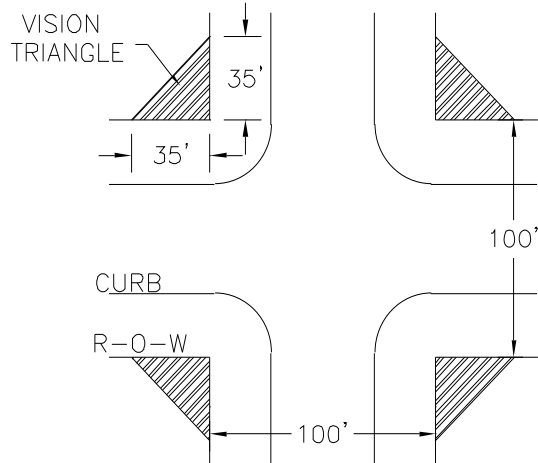
Vision Triangles

(Vision Clearance Triangle at Intersections & Driveways)

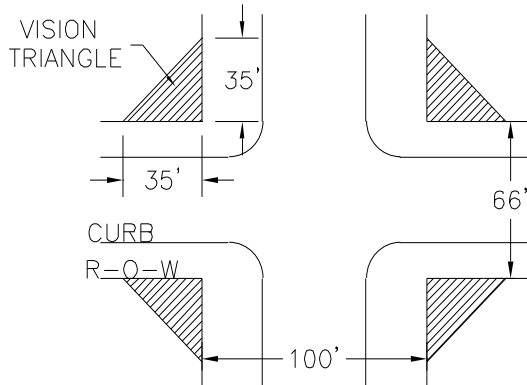
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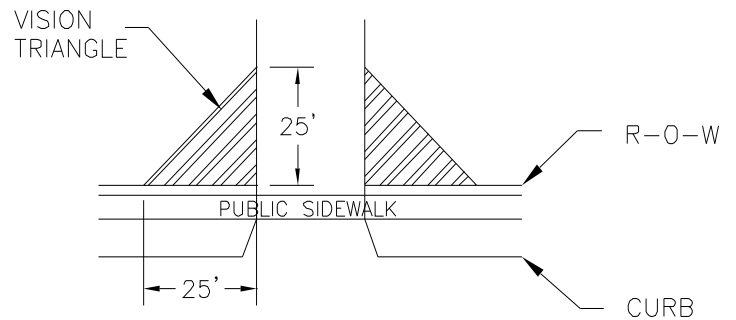
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DRIVEWAY



- A vision clearance triangle is defined as the area bounded by two intersecting streets, railroad, or alley right-of-way lines and a line joining points on such lines located 25' from the point of intersection or 35' from the point of intersection if one of the streets is an arterial street.
- 25' vision triangles apply to all driveways, except when the City Engineer determines that adequate justification has been provided to warrant an exception for a lesser vision triangle size when consistent with good site planning.
- No obstructions such as structures, signage, parking, or vegetation shall be permitted between the heights of 3' and 12' within vision clearance triangles.