

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.