

# WALL SIGN PERMIT APPLICATION

- Each wall 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.

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](http://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:**

ILLUMINATED     NON-ILLUMINATED     CABINET SIGN     BOARD SIGN

**Area of Proposed Sign:**

Overall sign dimensions:            width \_\_\_\_\_ x height \_\_\_\_\_ = \_\_\_\_\_ sq. ft.  
Dimensions of the area of copy:    width \_\_\_\_\_ x height \_\_\_\_\_ = \_\_\_\_\_ sq. ft.  
Height of sign (between bottom of sign & ground): \_\_\_\_\_    Depth of sign (18" max): \_\_\_\_\_

**\*Identify the total sign area of all existing wall signs:**

Sign 1    width \_\_\_\_\_ x height \_\_\_\_\_ = \_\_\_\_\_ sq. ft.            Sign 3    width \_\_\_\_\_ x height \_\_\_\_\_ = \_\_\_\_\_ sq. ft.  
Sign 2    width \_\_\_\_\_ x height \_\_\_\_\_ = \_\_\_\_\_ sq. ft.            Sign 4    width \_\_\_\_\_ x height \_\_\_\_\_ = \_\_\_\_\_ sq. ft.

**\*Identify the total area (width X height) of each building wall:**

Wall 1    width \_\_\_\_\_ x height \_\_\_\_\_ = \_\_\_\_\_ sq. ft.            Wall 3    width \_\_\_\_\_ x height \_\_\_\_\_ = \_\_\_\_\_ sq. ft.  
Wall 2    width \_\_\_\_\_ x height \_\_\_\_\_ = \_\_\_\_\_ sq. ft.            Wall 4    width \_\_\_\_\_ x height \_\_\_\_\_ = \_\_\_\_\_ sq. ft.

**Required Attachments**

- \*A scaled architectural building elevation (or photo) identifying the sign location and 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 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 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**

***For Office Use Only***

Approved \_\_\_\_\_  
Date Zoning Administrator

Conditions of Approval: \_\_\_\_\_

\_\_\_\_\_

Denied \_\_\_\_\_ Reason Denied \_\_\_\_\_  
Date

Permit # \_\_\_\_\_ Date Issued \_\_\_\_\_ Required Fees \$ \_\_\_\_\_ SP- \_\_\_\_ - \_\_\_\_

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

<b>ITEM</b>	<b>CODE SECTION</b>	<b>DESCRIPTION</b>
Definition	17.48(1)(jj)	A sign attached to the wall or a building with the face in a parallel plane to the plane of the building wall. This includes signs painted directly on a wall.
Locational Restrictions	17.47(4)(d)(6)	Wall signs shall not extend above the second story windowsill or extend above the roofline, whichever is lower.
	17.48(4)(l)	Wall signs shall not project more than 18 inches from the wall.
Number of Wall Signs Permitted	14.47(4)(d)(7)	Wall signs shall be limited to one per building side and no more than two per building. (For multiple tenant commercial buildings, one wall sign is permitted per commercial unit.)
Area of Wall Signs Permitted	17.48(4)(m)(1)	The total area of wall signs on any one wall shall not exceed 10% of the area of the wall.
	17.48(4)(m)(2)	The area of copy of wall signs shall not exceed 200 square feet on any wall.
	17.48(4)(p)	The total area of signs attached to a building shall not exceed 15% of the area of the surface of the building to which they are attached.

Note: Projecting or canopy signs are a separate class of signs.

\*\*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.