



TEMPORARY SIGN PERMIT APPLICATION

- Temporary signs are banners, emblems, or any other temporary advertising device intended to identify, convey information, or direct attention to a product, service, place, activity, or business.
- Temporary signs must conform to Section 17.48(3)(n) of the Zoning Code and can be permitted not more than 2 times per year for a total of not more than 6 weeks per year on any parcel of land.
- A temporary sign shall also conform to the general requirements of Section 17.48 of the Zoning Code.
- Temporary signs are regulated as to size, material, color, location, and duration.
- Prohibited signs include animated signs, flashing/blinking signs, swinging/moving signs, portable trailer signs, all inflatable's, billboards, signs which are painted on or attached to rocks, trees, or other living vegetation, and any signs not specifically permitted by Section 17.48 of the Zoning Code.
- Off premise signs are prohibited unless they conform to Section 17.48(6) of the Zoning Code.

In order for a temporary sign to be classified as a legal sign, this permit application is required to be completed and submitted by the applicant, and approved by the City Zoning Administrator PRIOR to the installation of the sign. **No permit fees are required.** Any temporary sign installed without a permit approval is a violation of the City's Municipal Code.

For more information, visit the City's webpage at www.ci.west-bend.wi.us and see Sections 17.47(4)(d) and 17.48 of the City's Municipal Code for sign requirements or call the Building Inspection office at 262-335-5140.

Property Description (Please Type or Print)

Business Name: _____ Address: _____

Property Owner or Tenant

Name _____ Address: _____
City: _____ State: _____ Zip Code: _____
Phone: _____ Cell: _____ Email: _____

REQUIRED SIGN INFORMATION

Area of sign: Width _____ X Height _____ = _____ square feet of sign

Sign material: _____

The sign will be attached to: Ground Sign Wall Sign Projecting Sign

Explain where the temporary sign will be located and how it will be attached: _____

Date of Installation: _____ Date of Removal: _____

Frequency: 1st Occurrence 2nd Occurrence

Signature of Applicant

Date

For Office Use Only

Approved _____
Date

Zoning Administrator

Conditions of Approval: _____

Denied _____ Reason Denied: _____

BANNERS, PENNANTS, EMBLEMS, AND PLACARDS
DEPARTMENT OF COMMUNITY DEVELOPMENT
CITY OF WEST BEND

Banners, pennants, emblems, and placards are considered advertising devices and are therefore defined as signs by the City of West Bend. They are signs because they are intended to identify, convey information or direct attention to a product service, place, activity, person, institution or business.

Because these devices are considered signs they are regulated by the City of West Bend Municipal Code. The City's initial determination is whether the device is intended to be a temporary or permanent sign.

If temporary, the banner, pennant, emblem or placard, in accordance with Section 17.48(3)(n) of the City Municipal Code, shall be permitted not more than 2 times per year for a total of not more than 6 weeks per year on any lot or parcel of land. Property owners or tenants may obtain an application for a temporary sign from the Department of Community Development by calling (262) 335-5122. No formal permit or fee is required. However, the above mentioned application is required and any banner, pennant, emblem or placard otherwise installed is in violation of the City Municipal Code. Sign aspects such as location, size, number of signs, fixtures and material used for installation, and the dates of installation and removal are required.

If permanent, the banner, pennant, emblem, or placards must conform to all aspects of Section 17.48 (general regulations) as well as Section 17.47 (4)(d) (urban design) of the Municipal Code. A sign permit and fee are required along with other supporting documentation for this type of permanent sign. Call the Department of Community Development at 335-5122 for further information.

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.