



*Preserving Yesterday's Heritage for Tomorrow.*

Application Fee: **\$30 permit fee + \$25 review fee**

Banners: \_\_\_\_\_ No Fee

Receipt No. \_\_\_\_\_

Date \_\_\_\_\_

Staff \_\_\_\_\_

## APPLICATION FOR SIGN PERMIT

Unless otherwise noted, the Sign Code (§320-77 through §320-93) shall govern all outdoor signs, advertising structures or devices with respect to location, safety, size, construction standards, erection, attachment, support, lighting, anchorage, maintenance, appearance, and aesthetics.

Date: \_\_\_\_\_ Tax Key #: \_\_\_\_\_

Owner: \_\_\_\_\_

Owner Address/City/Zip: \_\_\_\_\_

Home Phone #: (\_\_\_\_\_) \_\_\_\_\_ Work Phone #: (\_\_\_\_\_) \_\_\_\_\_

Address of Sign Location: \_\_\_\_\_

Zoning District: \_\_\_\_\_

Contractor: \_\_\_\_\_ Phone Number: (\_\_\_\_\_) \_\_\_\_\_

Contractor's Address: \_\_\_\_\_

Intention of Sign:  Temporary or  Seasonal Agricultural or  Permanent

If temporary, see pages 4 & 5 for details on temporary signs allowed in the Town.

Type of Sign:  Projecting  Ground  Wall  Pole  Banner  Other

Is the sign:  Single Face or  Double Face

Description of Sign and Materials Used: \_\_\_\_\_

Cost of Sign: \$ \_\_\_\_\_ Type of Sign Support: \_\_\_\_\_

Illumination?  Internal  External  Neon  None

Sign Dimensions: \_\_\_\_\_ X \_\_\_\_\_ = \_\_\_\_\_ square feet Height: \_\_\_\_\_

Setback from Property Lines: Front: \_\_\_\_\_ Left: \_\_\_\_\_ Right: \_\_\_\_\_

I hereby acknowledge that I am familiar with the Town Sign Ordinance and how the ordinance pertains to this application, and I certify that the information contained herein is true and correct.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

Signature of building owner if they are not the applicant: \_\_\_\_\_

Phone: 262-377-4509 • Fax: 262-377-0308 • Email: [eryer@town.cedarburg.wi.us](mailto:eryer@town.cedarburg.wi.us)

Website: [www.town.cedarburg.wi.us](http://www.town.cedarburg.wi.us) (1/2013)

# **SIGN PERMIT APPLICATION PROCESS & GUIDELINES**

This checklist has been created to provide guidance through the sign permit process. The time it takes to process a permit application may be as brief as 7 to 10 working days, or as long as 1-2 months depending upon the application. The differences are explained below in the process summary. Incomplete applications will not be considered. **For a complete understanding of signage permitted (number of signs allowed, size, location, height etc.) view the Sign Code §320-77 thru §320-93 or contact Town Hall.**

Materials required for submission include:

- Completed Sign Permit Application and \$55 fee (\$30 for application and \$25 review fee). There is no fee for banner permits or seasonal agricultural permit applications.
- 17 color copies of the scale drawing of the proposed sign indicating the dimensions, materials to be used, color scheme and type of illumination.
- A certified survey map of the property (this can be obtained at Town Hall or Ozaukee County) with the location and position of such sign drawn in showing the relation to nearby buildings, and showing setback distances to:
  - ✓ Lot lines
  - ✓ Driveways
  - ✓ Rights-of-way
- A landscaping plan (in the case of pole signs, free-standing ground signs, or signs with ground mounted lighting fixtures).

## **1. Building Inspector Review**

Upon submittal of the application materials and fee, the materials will be given to the Building Inspector for examination. Following this review, the Building Inspector shall take one of the following actions:

1. If the proposed sign is not in compliance with the requirements of the Sign Code and any other regulations of the Town of Cedarburg, the Building Inspector shall deny the permit and state the specific lack of compliance with the Sign Code requirements in his/her denial.
2. If the proposed sign complies with all requirements, the Building Inspector shall consider the purpose, appearance, location, lighting, height, size, and impact of the sign relative to the scenic beauty of the vicinity and to the values identified in the Sign Code. If the Building Inspector determines, on the basis of the above-noted considerations, that there is a question as to whether or not the proposed sign is in accordance with the intent of the Sign Code, he/she shall refer the sign permit application to the Plan Commission and Town Board. If this is the case, please continue on to step 2.
3. If the Building Inspector determines that the sign is in compliance with the intent of the Sign Code and all other regulations of the Town of Cedarburg, he/she shall issue the sign permit. If the property for which the sign application is being applied for is subject to a conditional use permit, then the Building Inspector may not issue a sign permit unless the conditional use permit has conditions for such a sign. If the conditional use permit does not have a condition for such a sign, the conditional use permit will have to be amended; ask staff for more information on this.

## **2. Plan Commission Process**

If the Building Inspector determines the sign permit application must be reviewed by the Plan Commission and Town Board, the first step is staff review. Town staff will work with the contractor to make the contractor and the applicant aware of any Code violations in an effort to provide the Plan Commission with a compliant sign application. The Plan Commission shall review the sign permit application and make a recommendation to the Town Board to modify or deny the application.

## **3. Town Board Process**

The Town Board will then act upon the Plan Commission recommendation by approving, modifying, or rejecting the sign permit application. If approved, the sign owner will then be responsible for an annual renewal of \$15 for the permit due on or before July 1 (an invoice will be sent).

\*\* A permit will become null & void if work has not been completed within 12 months of the date of issuance.

## SIGNAGE FAQ's

**When is a permit required?** A permit is needed to erect, repair, alter, relocate, or display any sign or other advertising structure as defined in the Sign Code. All illuminated signs shall, in addition, be subject to the provisions of the Electrical Code and the permit fees required thereunder.

**How is signage area calculated?** Sign area is calculated as the sum of area within the smallest regular polygon that encompasses all elements of the actual sign face, including any writing, representation, emblem, or any figure or similar character, together with any material forming an integral part of the display or forming the backing surface or background on which the message or symbols are displayed. When a sign has two or more faces, the area of all faces shall be included in determining the area, except where two faces are placed back to back and are at no point more than two feet from each other. The sign area shall be taken as the area of either face, and if the faces are unequal, the larger shall determine the area. The main supporting sign structure is not included in the area measurement if such framework is incidental to the display.

## PROHIBITED SIGNS

The following types of signs are prohibited in the Town of Cedarburg (this is a summary; for full language related to prohibited signs, see the Sign Code:

- Roof signs, unless specifically permitted by the Town Board.
- Signs placed on or affixed to vehicles and/or trailers which are parked on a public right-of-way, public property, or private property so as to be visible from a public right-of-way.
- Signs which are attached or otherwise affixed to rocks, trees, or other living vegetation.
- Signs which contain untruthful or misleading information.
- Signs which imitate, interfere with, obstruct the view of, or can be confused with any official traffic control sign, signal, or other device.
- Message crawl signs, digital electronic signs, or signs containing moving parts. Signs indicating the current time and/or temperature may be permitted subject to approval of the Plan Commission.
- Banners, pennants, streamers, balloons, and other gas-filled figures, except as a temporary sign, as may be provided for in § **320-88D** of this article.
- Billboards and off-premises signs, except Town Board-approved temporary off-premises signs to identify businesses during road construction and off-premises seasonal signs pursuant to § **320-88E**.
- Signs advertising a business or organization which is either defunct or no longer located on the premises.
- Any sign larger than 50 square feet in area except as may otherwise be permitted under the terms of this article and subject to review and approval by the Plan Commission or Park and Open Space Committee, if the sign is proposed to be located within a Town-owned park or preserve.
- Projecting signs, portable and wheeled signs, and signs painted directly on walls unless specifically approved by the Plan Commission.
- Inflatable signs and tethered balloons.
- Signs attached to or erected or maintained on any standpipe, exterior stairway, fire escape, tower, or balcony so as to interfere with the use thereof.
- Signs erected at or near the intersection of any streets in such manner as to obstruct free and clear vision or at any location, or be confused with any official traffic sign.
- Signs erected, constructed or maintained so as to obstruct any exit or any window opening necessary for required light or ventilation or which prevent free passage from one part of a roof to another.
- Signs extending above the top or 10 inches beyond the side of the exterior wall to which the sign is attached.
- Signs and associated lighting fixtures which project more than 10 inches from the exterior wall to which they are attached.
- Signs entirely supported by a parapet wall.
- Signs, cards, banners, pictures, handbills, sign posters, advertising, or notices of any kind, on any curb, street, walk, public street surface etc. except by Town Board authorization.
- Outdoor advertising devices such as banners, decorative displays or other advertising devices of cloth, paper, or other nonrigid materials, except as may be otherwise permitted by this article.

## TEMPORARY SIGNS (including banners)

Specific types of temporary signs are allowed subject to setback regulations (right-of-way, lot line, driveway etc.), and placement of all signs shall be subject to the vision setback regulations as set forth in the Town Code and formally approved by the Director of Public Works or his/her designee, and no sign in a nonresidential zoning district shall be located closer than 50 feet to an abutting residential zone. A brief summary of the types of temporary signs allowed are as follows (for greater detail refer to the Town Code):

1. **Yard sale signs** are allowed provided that no person shall attach posters, notices or advertisements to utility poles, meter posts, or trees in or along any street right-of-way within the Town and that no person shall put up any notice upon property of another person without having first obtained the consent of the owner of such property. The **maximum time limit** for all yard sale or estate sale signs is three consecutive days and nine cumulative days in a one-year period. Such signs may not exceed 10 square feet in area.
2. **A-frame, sandwich board, sidewalk, or curb signs** as provided for in §320-88 of the Sign Code.
3. **Banners**, pennants, streamers, balloons, and other gas-filled figures are also allowed as a temporary sign as provided in § 320-88 of the Sign Code. Special event banners shall be allowed for each business subject to the following:
  - 1) Banner size is limited to five percent of store frontage, up to 60 square feet maximum.
  - 2) Banners may not be displayed for more than 30 consecutive days.
  - 3) Individual businesses may be limited to twelve banner events a year.
  - 4) There may be no more than one banner erected per site at one time unless the site is located on a corner lot or the lot has multiple road frontages. In this case, one banner for each side of the site abutting the road will be permitted, with size limits as described above.
  - 5) The owner of any banner shall be required to properly maintain the appearance of all parts and supports of the sign as directed by the Town. In the event that the banner owner does not provide proper banner maintenance within 10 days after written notification from the Town, the banner may be removed as provided in Section 320-91 (B).
4. **Town Board approved temporary off-premises signs** are allowed to identify businesses during road construction. Official Town bulletin boards are also allowed off premises.
5. **Temporary real estate signs:** not more than one sign for each lot, except that where a lot abuts two or more streets, one sign may be allowed for each abutting street frontage. For residentially zoned lots, a real estate sign shall not exceed 12 square feet in gross surface area. For areas zoned business and commercial, temporary "For Sale" signs shall not exceed 25 square feet in gross surface area, while temporary "For Lease" or "For Rent" real estate signs shall not exceed 10 square feet in gross surface area. These signs shall be located only upon the premises for sale and shall be set back a minimum of 10 feet from any abutting side or rear property line or driveway. Additionally, the signs shall be set outside of the road right-of-way. If the property for sale or lease does not have frontage, the sign may be located on a nearby property that does have frontage with the permission of the property owner on which the sign is being placed. Temporary "For Sale" signs shall not project higher than seven feet as measured from preconstruction grade at the base of the sign; temporary "For Lease" or "For Rent" signs shall not project higher than the existing business's freestanding sign. "For Lease" or "For Rent" signs shall be located on the businesses freestanding sign (or on the building if no such sign exists); if the Building Inspector and sign applicant disagree on the sign design or location, the proposed sign shall be subject to Town Board approval. Temporary real estate signs shall be removed within seven days of the sale or lease of the premises upon which the sign is located.
6. **Temporary construction signs:** there shall not be more than one temporary construction sign for each project or development, except that where a project or development abuts two or more streets, one sign may be allowed for each abutting street frontage. In all residential areas, temporary construction signs may not exceed 25 square feet in gross surface area. In all nonresidential areas, temporary construction signs may not exceed 32 square feet in gross surface area. Temporary

construction signs shall be located only upon the premises upon which construction either is about to occur or is occurring. Such signs shall be set back/offset a minimum of 10 feet from any abutting property line, road right-of-way or driveway. Temporary construction signs may not project higher than seven feet, as measured from preconstruction grade at the base of the sign. Temporary construction signs shall be permitted only as accessory to an approved building permit for the purpose of identifying a proposed construction project and the names of contractors, engineers, architects, and financial institutions involved in the project development. Temporary construction signs may be erected and maintained for a period not to exceed 30 days prior to the commencement of construction and shall be removed within 30 days of the termination of construction of the project or development.

7. On and off-premises **seasonal signs** are defined as any sign meeting the criteria below and referring to agricultural activities. Seasonal signs may be on-premises or off-premises directional signs for the purpose of announcement of an agricultural seasonal event and may be permitted for a limited period of time in any district in accordance with § 320-80 of the Code and subject to the following:
  - 1) A sign permit application shall be submitted to the Building Inspector for approval, showing the specific design, appearance and location of the sign and meeting other application criteria as stated in § 320-80. The Building Inspector may require the application be reviewed by the Town Board upon recommendation of the Plan Commission based upon the character of the area, the type and purpose of the sign and the length of time permitted.
  - 2) Where the sign is to be located on the premises involved, such sign may be permitted for a period up to six (6) months.
  - 3) Where the sign is not to be located on the premises involved, such sign may be permitted for a period not to exceed four (4) months.
  - 4) In no case shall seasonal signs be greater than four (4) feet in height above road level or greater than sixteen (16) square feet.
  - 5) Seasonal signs shall not be posted on any signs or posts owned by a government entity or utility.
  - 6) Seasonal signs shall be located off of the public right-of-way. Signs classified as a public nuisance or a threat to public safety by the Building Inspector or other public official shall be removed as required under § 320-93 of this ordinance with the approval of the Town Administrator.
  - 7) Seasonal advertising vehicles shall be defined as signs placed on or affixed to farm implements which are parked on private property where the apparent purpose is to advertise a seasonal agricultural product or direct people to a seasonal agricultural business or activity. Vehicles with signage advertising activities other than seasonal agricultural activities are regulated under § 320-83.