



## Sign Permit Application

	Applicant/Agent	Owner
<b>Name</b>		
<b>Address</b>		
<b>Phone #</b>		
<b>Fax / Email</b>		

**Property Information:**

Address of Proposed Sign: \_\_\_\_\_, Boscobel, WI

Parcel # of Proposed Sign: 206-\_\_\_\_\_ Current Zoning: \_\_\_\_\_

Business / Use Name: \_\_\_\_\_

**Sign Information:**

This application is for a sign permit to:

Erect   
  Remodel   
  Relocate   
  Enlarge   
  Repair   
  Other: \_\_\_\_\_

The Type of sign is:

Billboard   
  Projection   
  Roof   
  Wall   
  Portable   
  Free Standing

Illuminated   
  Non-Illuminated   
  Direct   
  Indirect   
 Total Watts: \_\_\_\_\_

# of Sign Faces: \_\_\_\_\_ Total Area/Sign Face \_\_\_\_\_ Total Sq Ft: \_\_\_\_\_

Height (n/a-if wall or portable sign) of Sign: \_\_\_\_\_ Value of Sign: \$ \_\_\_\_\_

**Signatures & Date:**

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

Date: \_\_\_\_\_ Date: \_\_\_\_\_

**Office Use Only:**

Date Application Filed: \_\_\_\_\_ Permit #: \_\_\_\_\_ Fee: \$ \_\_\_\_\_

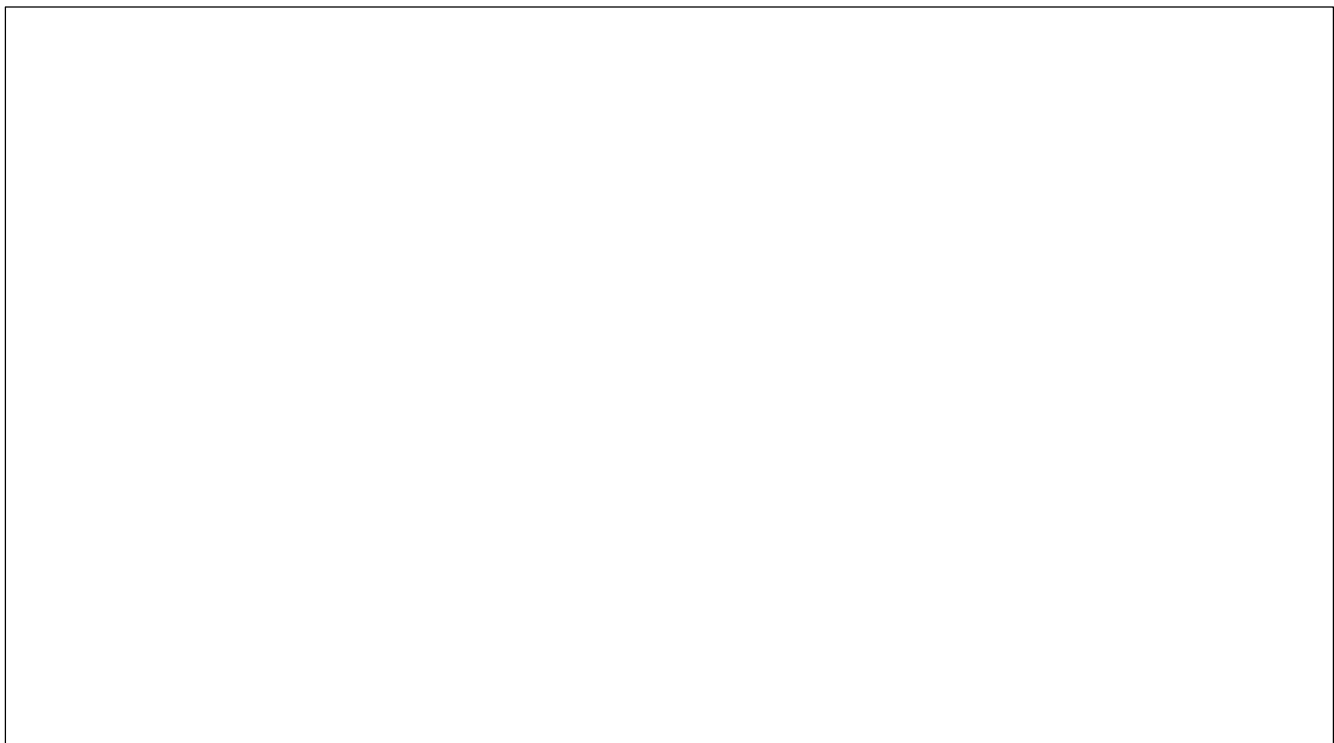
Date Permit Issued: \_\_\_\_\_ Permit Issued By: \_\_\_\_\_

Permit Denied for the following reason: \_\_\_\_\_

Please provide a clear and legible scale drawing with description and nominal dimensions of the proposed sign, the construction, size dimensions, and kind of materials to be used in such structure.



A Site plan showing the building on the premises upon which the structure is to be erected and maintained together with location, size, and types of existing signs on the premises where the proposed sign is to be located.



**17.60 PERMIT REQUIRED FOR SIGNS.**

- (1) No sign shall be located, erected, moved, reconstructed, extended, enlarged, converted or structurally altered without a zoning permit, except those signs excepted in Section 17.61.
- (2) In the B-1, B-2, B-3, M-1 and M-2 Districts, 30-day permits for banners or signs made of plastic, canvass, paper, or other nonrigid materials may be issued by the Zoning Administrator without any fee to permit the erection or display of such signs by businesses on the premises only. Any permit for such a banner or sign that is intended to be erected or displayed for more than 30 days is subject to review by the Plan Commission if so recommended by the Zoning Administrator. If such a review is conducted, the Plan Commission may authorize a permit for such period and on such conditions as is determined by the Plan Commission. The City may erect signs, banners or flags without a permit.
- (3) All signs, including banners, shall conform to the provisions of Chapter 17 and the regulations governing the zoning district in which they are located. The minimum front yard setback for signs in the B-2 and M-1 Districts shall be one foot from the street right-of-way, and 10 feet from the side yard and rear yard lotlines.

**17.61 SIGNS EXCEPTED.**

All signs are prohibited in the R-1A, R-1, R-2, MH, AT and C zoning districts, except the following:

- (1) SIGNS FOR NONCONFORMING BUSINESSES. A nonconforming business established shall announce without display or elaboration only the name and occupation or business of the proprietor and may not exceed 40 square feet in area.
- (2) REAL ESTATE SIGNS. Signs which advertise the sale, rental or lease of the premises upon which they are temporarily located shall not exceed 8 sq. ft. in area.
- (3) NAME, HOME OCCUPATION, PROFESSIONAL OFFICE AND WARNING SIGNS. Such signs shall not exceed six square feet and shall be located on the premises. Lighted signs are not permitted on lots where the principal use is residential.
- (4) FARM SIGNS. A sign with the name of the farm, farm owner or commodities produced shall not exceed 10 sq. ft. in total area.
- (5) BULLETIN BOARDS. When used for public, charitable or religious institutions, bulletin boards are permitted but shall not exceed 20 square feet in area and shall be located on the premises.
- (6) MEMORIAL SIGNS. Tablets, memorial signs, names of buildings and date of erection when cut into any masonry surface or when constructed of metal and affixed flat against a structure.
- (7) OFFICIAL SIGNS. Traffic control, parking restrictions, information, and notices.
- (8) GARAGE SALE SIGNS. Signs no larger than 2 sq. ft. may be erected for the duration of a garage sale as permitted under the conditions of this chapter.

**17.62 SIGNS PERMITTED.**

Signs are permitted in all business and manufacturing districts subject to the following restrictions.

- (1) WALL SIGNS. When placed against the exterior walls of buildings, wall signs shall extend no more than 6" outside of a building's wall surface, shall not exceed 400 sq. ft. in area for any one premises, and shall not exceed 20' in height above the mean centerline of street grade.
- (2) PROJECTING SIGNS. When fastened to, suspended from, or supported by structures, projecting signs shall not exceed 100 square feet in area on any one premise; shall not extend more than six feet into any required yard; may extend not more than six feet into any public right of way, provided that the sign does not interfere with use of the right of way; shall not be less than 10 feet from all side lot lines; shall not exceed 20 feet in height above the mean centerline street grade; and shall be at least 10 feet above any sidewalk and 15 feet above any alley.
- (3) GROUND SIGNS. Ground signs shall not exceed 30 feet in height above the mean centerline street grade, shall meet all yard requirements for the zoning district, and shall not exceed 100 square feet in area unless a conditional use permit has been obtained permitting such larger size.
- (4) ROOF SIGNS. Roof signs shall not exceed 10' in height above the roof, shall meet all the yard and height requirements for the district in which it is located, and shall not exceed 300 sq. ft. on all sides for any one premises.
- (5) WINDOW SIGNS. Window signs shall be placed only on the inside of commercial buildings and shall not exceed 25% of the glass area of the pane upon which the sign is displayed.
- (6) COMBINATIONS. Any of the above signs, when combined, shall meet all the requirements for the individual sign.
- (7) OFF PREMISES SIGNS. Signs may be located on the premises other than the premises on which the business or activity which the sign identifies or advertises is located, only if the sign meets the following criteria.
  - (a) The sign is rectangular in shape and does not exceed 128 square feet in area.
  - (b) If a projecting sign, the sign shall not be placed on more than two poles or other supporting structures, and the bottom of the sign itself shall be at least 10 feet but no more than 15 feet above the mean centerline street grade.

- (c) No supporting structure for any sign shall be closer than 10 feet to any highway right of way.
  - (d) The sign shall meet all other criteria and restrictions of the zoning code of the City.
  - (e) The construction materials, design, colors and location of the sign shall be approved by the Plan Commission.
  - (f) The sign may only be located in the B-1, B-2, or B-3 zoning districts.
  - (g) Prior to granting any final approval for an off premises sign, the Plan Commission shall provide written notice to all property owners within 200 feet of the proposed site of the off premises sign informing them of the time and place when final action and approval for such a sign is contemplated.
- (8) **PORTABLE SIGNS.** Signs which are readily moveable and not attached to a structure or anchored in the ground may be placed on the premises, but not nearer than one foot from any lot lines. Such signs may be placed on City sidewalks on Wisconsin Avenue but their location shall be confined to an area between the grates for trees, and shall not exceed five feet in height and three feet in width with a base not to exceed two and one-half feet.

**17.63 TRAFFIC.** Signs shall not resemble, imitate or approximate the shape, size, form or color of railroad or traffic signs, signals or devices. Signs shall not obstruct or interfere with the effectiveness of railroad or traffic signs, signals or devices. No sign shall be erected, relocated or maintained so as to prevent free ingress to or egress from any door, window or fire escape; and no sign shall be attached to a standpipe or fire escape. No sign shall be placed so as to obstruct or interfere with traffic visibility.

**17.64 EXISTING SIGNS.**

Signs lawfully existing at the time of the adoption or amendment of this chapter may be continued although the use, size or location does not conform with the provisions of this chapter. However, it shall be deemed a nonconforming use or structure; and the provisions of subchapter "Nonconforming Uses, Structures and Lots" shall apply.

**17.65 SIGN REMOVAL**

At the termination of an advertised use, all signs advertising that use shall be removed from public view within 30 days. Responsibility for violations shall be with the property owner, according to the latest tax roll listing.

**17.66 SIGNS GENERALLY.**

- (1) No flashing, moving or apparent moving shall be permitted except for time and temperature and changeable copy displays.
- (2) Lighted signs shall be shielded to prevent glare onto adjoining properties or onto the public streets.
- (3) No sign shall be placed on a tree.
- (4) **USE OF VEHICLES AS SIGNS PROHIBITED**
  - (a) Definitions.
    - (i) Direct means to guide, tell, or show a person a way to a place to point, aim, or send toward a place; e.g., the sign directed him to the grocery store.
    - (ii) Incidental means happening or likely to happen in an unplanned or subordinate conjunction with something else; likely to happen or naturally appertaining (usually followed by to).
    - (iii) Primary means the first or highest in rank or importance; chief; principal; e.g., the primary purpose was to direct people to his business.
    - (iv) Principal means the first or highest in rank or importance, value, etc., chief; foremost.
    - (v) Purpose means the reason for which something exists, or is done, made, used, etc.
  - (b) Prohibition. No person shall park on any public property (including any public street or right-of-way) or park on any private property, any motor vehicle, trailer or other motor driven object which has attached to it or located on it, any sign (as defined in s. 17.08(38)), for the primary purpose of advertising any product or directing people to a business located on the property where it is parked or to a business or other property.
  - (c) Exception. This section shall not be construed to prohibit the parking of vehicles which identify the business of the owner or operator, or the employer of the operator, or a product sold or leased by the owner or operator, or the employer of the operator, in circumstances where the parking of the vehicle is incidental to the principal activity of the owner or operator of the vehicle.