

APPLICATION FOR SIGN PERMIT

In order to avoid any delays in the processing of your application, please provide the following *at the time of submittal*:

- Completed Application for Sign Permit
- Two sets of scale drawings of the site plan showing the proposed location of signs, landscaping and lighting
- Two sets of scale drawings of the sign detailing all dimensions, construction, height above grade, type of illumination, and lettering and graphics as they will appear on the sign
- Samples of colors and materials - the use of white backgrounds on illuminated signs should be minimal - not more than 25% suggested. Samples are required only for freestanding or monument sign submittals.
- Photograph(s) of existing signs and of the buildings on which signs will be placed
- 50.00 check for application
- Written permission of the building owner

DESIGN REVIEW BOARD

Freestanding / Monument permanent signs (new or structurally modified) must be submitted to the Design Review Board. The Design Review Board meets at 7:00 p.m. on the first and third Thursday of each month at City Hall. Attendance at the meeting is required.

All application materials must be received by Friday prior to the meeting.

TEMPORARY SIGNS

Temporary Signs such as commercial real estate or construction signs require only the \$50.00 permit fee and a completed Application for Sign Permit.

FACE CHANGES

Face changes to a conforming sign shall require a permit.

TYPE OF SIGNS REQUIRING PERMITS

Review Sign Matrix on reverse side.

SIGN FEES

TEMPORARY SIGNS	\$50.00
PERMANENT SIGNS	\$120.00
PLAN EXAMINATION	\$50-\$75

SIGN TAG

When a permit is issued, a tag will be included which must be attached to the sign. Reinspections made necessary because of failure to attach tags will require a reinspection fee of \$75.00.

QUESTIONS?

Contact Building and Safety staff 479-8907. The Sign Code is available online at www.wauwatosa.net.



CITY OF WAUWATOSA

BUILDINGS & SAFETY DIVISION

7725 WEST NORTH AVENUE

WAUWATOSA, WISCONSIN 53213

PHONE (414) 479-8907 FAX (414) 479-8986

This brochure is for informational purposes only.

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SIGNS

SIGN MATRIX

- This matrix is intended as a guide. Sign code criteria may differ.

Maximum square footage per site for signage calculated at 1½ times building front footage (e.g. 1.5 x 30 feet = 45 square feet maximum).

SIGN TYPE	Allowable Area	MINIMUM SETBACK	Maximum Height	ILLUMINATION PERMITTED	MAXIMUM NUMBER	Time Limits	PERMIT REQUIRED
Awning	***		Roofline	yes			yes
Banner – 4 per year	32 square feet			no	1/street	30 days	yes
Billboard / Off Premise			PROHIBITED				
Changeable Copy *	24 square feet 32 square feet	≤ 5 feet > 5 feet	14 feet	yes	1		yes
Church/School (Temporary)	32 square feet	5 feet	6 feet	no	1	30 days	no
Church/School (Permanent)	32 square feet	5 feet	6 feet	yes	2 ***		yes
Construction – Commercial	32 square feet	5 feet	8 feet	no	1/street	30 days after complete	yes
Construction – Residential	6 square feet	5 feet	6 feet	no	1/street	30 days after complete	no
Directional	6 square feet	≤ 50 feet > 50 feet	4 feet 14 feet	yes	1/5000 square feet of lot		no
Freestanding	24 square feet 32 square feet	≤ 5 feet > 5 feet	14 feet	yes	1		yes
Monument	32 square feet 100 square feet	5-10 feet > 10 feet	Horizontal @ 8 feet Vertical @ 14 feet ***	yes	1/street ***		yes
Sandwich Board	6 square feet / side				1/street	Annual permit	yes
Overhanging (R-O-W)			PROHIBITED				
Pennant/Streamer/Balloons **			**				yes
Portable/Distracting			PROHIBITED				
Projecting	100 square feet		Roofline	yes	1		yes
Real Estate – Commercial	12 square feet	5 feet	6 feet	no	1/street	7 days after sale ***	yes
Real Estate – Residential	6 square feet	5 feet	6 feet	no	1/street	7 days after sale ***	no
Roof			PROHIBITED				
Seasonal	32 square feet	5 feet	6 feet	no	1	60 days	yes
Time/Temperature *	12 square feet		14 feet	yes	1		yes
Wall ***	100 square feet (+)	Building Wall	Roofline	yes			yes
Window	20% of glazed area			yes			no
Special Sign Districts			See Sign Code				

* Must be part of permanent sign

** May be permitted for “Grand Openings” & Special Events

*** See Sign Code