

# Sign Permit Application

Fee: \$150.00

## Town of Beaver Dam

W8540 County Road W  
Beaver Dam, WI 53916  
920-887-0791

Applicant (Agent) \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip Code \_\_\_\_\_

Phone Number \_\_\_\_\_ Email \_\_\_\_\_

Property Owner (If different from applicant) \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip Code \_\_\_\_\_

Phone Number \_\_\_\_\_ Email \_\_\_\_\_

Parcel Identification Number (PIN) \_\_\_\_\_

Site Address \_\_\_\_\_

Permit Required For \_\_\_\_\_

Sign Dimensions:

Width \_\_\_\_\_ Height \_\_\_\_\_ Distance, ground to top of sign \_\_\_\_\_

Total Structure Costs \$ \_\_\_\_\_

**Note: A site plan drawn to scale must be included with all applications. Site plan must show location of proposed sign in relation to property lines, buildings, roads, drives, waterways and other physical features.**

### Certificate

I hereby certify that I am the owner and/or authorized agent of the property and that all the above statements and attachments submitted are true and correct to the best of my knowledge and belief. Also, all work performed and equipment installed shall meet all applicable laws and regulations of the State of Wisconsin.

Signature of owner or authorized agent \_\_\_\_\_

Date \_\_\_\_\_ Contact number \_\_\_\_\_

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### Disposition (For Town use only)

Zoning District \_\_\_\_\_ Date Permit Issued/Denied \_\_\_\_\_

Permit Number \_\_\_\_\_

Total Fees Paid \$ \_\_\_\_\_ Date Collected \_\_\_\_\_

Land Use Administrator \_\_\_\_\_

## ARTICLE VI - SIGNS

### Sec. 62-211 Permit required

No signs shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted or structurally altered without obtaining a sign permit, except those signs allowed under Sec. 62-212.

### Sec. 62-212 Signs allowed in all zoning districts without a sign permit

The following signs are allowed in all zoning districts without a sign permit, but are subject to the following regulations:

- (1) Signs over show windows or doors of a nonconforming business establishment announcing without display or elaboration only the name and occupation of the proprietor, not to exceed 2 feet in height and 10 feet in length.
- (2) Agricultural signs pertaining to the sale of agricultural products on a farm or to membership in agricultural or agricultural-related organizations, not to exceed 32 square feet in display area on all sides for any one farm.
- (3) Real estate signs not to exceed 8 square feet in display area on any one side nor 16 square feet in display area on all sides which advertise the sale, rental or lease of the premises upon which said signs are temporarily located and limited to one such sign for each premises.
- (4) Name, occupation and warning signs not to exceed 4 square feet in display area on any one side nor 8 square feet in display area on all sides; limited to one such sign for each premises.
- (5) Bulletin boards of public, charitable or religious institutions, not to exceed 12 square feet in display area on all sides; limited to one such sign for each premises.
- (6) Memorial signs, tablets, 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, such as traffic control, parking restrictions, information and notices.
- (8) Temporary signs or banners are permitted when authorized by the zoning administrator for a period not to exceed 45 days.

No such sign mentioned in this section shall be located closer than 2 feet from any public road right-of-way or exceed 10 feet in height. These requirements shall not apply to official signs.

### Sec. 62-213 Signs allowed in all zoning districts with a sign permit

The following signs are allowed in all zoning districts providing a sign permit has been issued and shall be located a minimum of 40 feet from the edge of the traveled way or 2 feet from the road right-of-way, whichever distance is greater:

- (1) Off-premises directional signs which contain only the name of the establishment, logo or directional information useful to the traveler in locating the site, such as mileage, route numbers or exit numbers providing that:
  - (a) No more than 2 such signs relating to any one establishment shall be located in the approaching direction along any one highway.

- (b) Such sign shall be located within 5 air miles of the subject site.
  - (c) No two directional signs facing the same direction of travel shall be spaced less than 1 mile apart. However, more than one sign may be placed on the same support provided the total square footage does not exceed the allowable area.
  - (d) No such sign shall be located within 300 feet of a highway interchange, intersection at grade, rest area or wayside.
  - (e) No such sign shall exceed 10 feet in height.
  - (f) No such sign or signs in aggregate if facing the same direction of travel, shall exceed 12 square feet in display area.
- (2) On-premises identification signs for residential subdivisions, parks, multifamily dwelling units, mobile home parks, industrial parks, schools, hospitals and for community identification not to exceed 24 square feet in display area on all sides; limited to one such sign for each premises; and shall indicate only the name and/or address of the premises, logo, slogan, motto or other information pertinent to identifying the premises. Community identification signs may include service club organization symbols as part of the sign.
  - (3) Temporary development signs for residential subdivisions and commercial and industrial developments not to exceed 64 square feet in display area on any one side which advertise the sale or lease of the premises on which the sign is temporarily located and limited to one sign for each premises.

**Sec. 62-214 Signs permitted in the commercial and industrial districts**

The following signs are permitted in the industrial and commercial districts with a permit and are subject to the following regulations:

- (1) Wall signs placed against the exterior walls of buildings shall not extend more than 12 inches outside of a building's wall surface, shall not exceed 200 square feet in display area for any one premises, and shall not exceed 20 feet in height above the mean centerline street grade.
- (2) Projecting signs fastened to, suspended from, or supported by buildings shall not exceed 100 square feet in display area on all sides for any one premises; shall not extend more than 6 feet in any direction; shall not be less than 10 feet from any side or rear lot line; shall not exceed a height of 20 feet above the mean centerline street grade; and shall not be less than 10 feet above a sidewalk or other pedestrian way nor 15 feet above a driveway or an alley.
- (3) Ground signs, limited to one sign for each premises; shall not exceed 20 feet in height; shall not be located closer to the road right-of-way than 27 feet; shall meet all side and rear yard setback requirements; and shall not exceed 100 square feet in display area on any one side nor 200 square feet in display area on all sides.
- (4) Window signs shall be placed only on the inside of commercial buildings and shall not exceed 25 percent of the glass area of the pane upon which the sign is displayed.

Combinations of any of the above signs shall meet all the requirements for the individual sign.

## Sec. 62-215 Development standards

- (1) *Determining area of signs.* The area of a sign shall be measured by the smallest square, rectangle, triangle, circle or combination thereof which will encompass the entire sign, including the border and trim, but excluding supports.
- (2) *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 traffic devices. No signs 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 interfere with traffic visibility nor be lighted in such a way as to cause glare or impair driver visibility upon public or private ways.
- (3) *Moving, flashing or video signs.* No sign shall be erected which has any flashing or moving parts except those giving public service information such as time, date, temperature, weather, or similar information.
- (4) *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 to the provisions of this chapter. However, it shall be deemed a nonconforming use or structure and the provisions of section 62-243 shall apply.
- (5) *Signs not in use.* Signs which advertise or identify a business or similar activity must be removed within 60 days of the date said business or similar activity ceases operation or vacates the premises. The removal of the sign shall be the responsibility of the owner of the property on which the sign is located.
- (6) *Sign location.* No sign mentioned in Article VI shall be located in, on or above a public road right-of-way or navigable body of water, except for official signs.