



## Application for a Directional Sign Permit

(Requirements per Zoning Ordinance Section 18.1014)

Applicant name: \_\_\_\_\_

Applicant address: \_\_\_\_\_

Applicant phone number: \_\_\_\_\_

Business name: \_\_\_\_\_

Business structure name or facility to which traffic is to be directed: \_\_\_\_\_

Business address: \_\_\_\_\_

Property owner name and address: \_\_\_\_\_

### Requirements

- Written consent of any other authorizing agency (e.g. Wisconsin Department of Transportation).
- Map depicting the approximate location where the sign is to be installed.
- Where multiple businesses or commercial ventures are located in the same structure (e.g. mini mall), only the name of the structure may be listed on the directional sign.
- Where two businesses or commercial ventures are located on the same parcel but in separate structures, both names are to be listed on the same directional sign to reduce visual clutter.
- The cost for the production of directional signs, post (if required) and the recurring maintenance are the responsibility of the business, commercial enterprise or destination facility listed on the directional sign. Village staff will arrange for fabrication of all directional signs by a Village approved vendor.
- All signs shall consist of a blue background with white lettering. They shall be 10 inches by 36 inches in size.
- To the extent possible, directional signs shall be mounted on existing Village poles and signs. If not possible, directional signs shall be installed on posts similar to those used on official signs.
- All directional signs shall be owned, erected and maintained by the Village, provided, that the cost for erecting and maintaining directional signs shall be the responsibility of the entity identified on the sign, as noted above.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

Respectfully submitted,

\_\_\_\_\_  
(Signature of Applicant)

## Record of Administrative Procedures for Village Use

- Application form filed with Building Inspector Date: \_\_\_\_\_  
By:
- Certification that application is complete by Building Inspector Date: \_\_\_\_\_  
By:
- Review and evaluation by Building Inspector Date: \_\_\_\_\_  
By:
- Directional sign costs of \$\_\_\_\_\_ received by Village Clerk Date: \_\_\_\_\_  
By:

*(Within 30 days of certification application as complete by Building Inspector)*