



PERMANENT SIGN PERMIT APPLICATION

CITY OF MIDDLETON • 7426 HUBBARD AVE. • MIDDLETON, WI. 53562
PHONE (608) 821-8370 • FAX (608) 827-1080 • WWW.CITYOFMIDDLETON.US

Address of Property: _____

Business Name: _____

PERMIT #:	_____ / ____ / ____
Staff review <input type="checkbox"/>	Plan Cmsn <input type="checkbox"/>
Zoning:	_____ / ____ / ____
Permit Fee: _____	Fee Paid: <input type="checkbox"/>
Approved by:	_____
Date:	____ / ____ / ____

	APPLICANT (SIGN OWNER)	CONTRACTOR
Name:		
Address:		
Phone #:	Fax #:	Fax #:
Email:		

SITE / BUILDING DATA: (Fill out applicable sections)

	GROUND SIGN	ALL OTHER SIGNS
Primary street frontage:	# of Lanes: _____ Speed Limit: _____	Façade length*: _____
Secondary street frontage: <i>(if applicable)</i>	# of Lanes: _____ Speed Limit: _____	Façade length*: _____

* For the portion occupied by the applicant.

NEW SIGN DATA:

	TYPE	LOCATION ON BUILDING / SITE	LIGHTING	SQ.FT.
1.				
2.				
3.				
4.				
5.				
6.				
TOTAL:				

Sign Type:
A = Awning/Canopy
B = Banner/Flag
G = Ground
H = Hanging
P = Projecting
W = Wall
Win = Window
O = Other

CHECKLIST: (See reverse side; Attach sheet(s) as necessary)

- ___ Inventory of existing signs: Indicate sign type; dimensions; whether the sign will remain in place, be relocated, or be replaced.
- ___ Description of each new sign (see Application Checklist).
- ___ For ground signs, submit a landscaping plan around the sign base and a site plan / map (see Checklist).
- ___ For multi-tenant buildings, verify that each sign adheres to an approved Comprehensive Sign Plan.
- ___ Permission to display the sign(s) in this location. (A permit will not be issued without demonstration of approval by building owner / landlord / architectural review committee.)
- ___ Fee payment and, if necessary, Plan Commission application form and fee (see reverse side for more info).

I agree to comply with all applicable codes, statutes and ordinances, and with the conditions of this permit. I understand that the issuance of the permit creates no legal liability, express or implied, on the city. I certify that all the above information is accurate, and that I am authorized by the property owner or lessee to erect the proposed sign(s).

Applicant Signature: _____ Date: _____

Print Name: _____ Phone: _____

City of Middleton Permanent Sign Permit Application Instructions

(Note: A separate permit form exists for Temporary Signs)

Signs must comply with all applicable provisions of the City of Middleton Sign Code (as adopted June 15, 2010), including design review criteria, general sign regulations, regulations pertaining to sign type, and limitations according to type of land use. Illuminated signs must also adhere to Chapter 33, Outdoor Lighting Code, and may require an electrical permit. Signs to be located in Planned Development Districts require Plan Commission approval as a modification of the site's Specific Implementation Plan.

All applications will be reviewed in accordance with the procedures described in Section 22.04. If Plan Commission review is necessary, applicant must complete a Plan Commission OR SIP Modification for Signage Application Form and remit a \$50 non-refundable fee.

The complete Sign Code can be found under Ordinances, Chapter 22, at <http://www.cityofmiddleton.us>.

Application Checklist

Description of each new sign:

- Scale drawing indicating dimensions, total square footage, proposed copy.
- Sign type, materials and colors
- Method of construction and attachment
- Method of illumination and description of all electrical equipment (including a lighting fixture product cut sheet for externally illuminated signs)
- At least one image (photo / graphical representation) showing the location of the sign and its relationship to either the building or, if a ground sign, the surrounding lot.

For ground signs, include a landscaping plan around the sign base and a site plan / map (see checklist) indicating distances from sidewalk (or curb face), driveways, fire hydrants, and any other site features that could be obscured by the sign.

For multi-tenant (multi-occupant) properties, the proposed sign(s) must comply with an approved Comprehensive Sign Plan as defined in Section 22.09 of the Sign Code. If such a plan does not exist for the site, the building owner / management company must develop a plan and obtain approval by the Plan Commission before an individual sign permit can be issued.

New signs that do not comply with all applicable provisions of the Sign Code will require a sign variance pursuant to Section 22.14.

Permit Fees

(Applicable to signs that are not listed as exempt in Section 22.11)

- A) Initial Sign Permit for new signs (including any changes to size or structure of an existing sign): \$50 plus \$1 per square foot of sign area
- B) Change of face of copy of an existing sign (other than a sign designed for changeable copy): \$1 per square foot of sign area (minimum fee = \$25)
- C) Change of location of an existing sign on the same lot: \$25

NOTE: Except as provided in Section 22.11, it is unlawful for a sign to be installed, altered or relocated without the issuance of a permit and payment of applicable fees. **The fee for a permit issued after sign installation has commenced shall be doubled.** Imposition of a double fee under this subsection shall be in addition to any monetary forfeiture or other penalty under this ordinance and shall not be a bar to prosecution or pursuit of other legal remedies by the City.