



# SIGN PERMIT

## CITY OF MIDDLETON CHECKLIST

### REQUIREMENTS PER [CHAPTER 22](#)

#### APPLICATION PACKET REQUIREMENTS

The City **strongly prefers** to receive the application electronically via e-mail to [planning@cityofmiddleton.us](mailto:planning@cityofmiddleton.us), although a paper copy will also be accepted.

- 1) Plan Commission meets the 2nd and 4th Tuesday of each month at 7PM in the Council Chambers of Middleton City Hall.
- 2) The application packet materials must be submitted **AT LEAST FOUR WEEKS** prior to a Plan Commission meeting for staff review unless previous communication with Planning Staff state otherwise.
- 3) Failure to submit a complete package may result in the return of all items, a resubmittal fee, and a delay in your project.
- 4) Larger and more complex projects will require additional review time, and staff will be in contact regarding the agenda and timeline.

#### SUBMITTAL REQUIREMENTS:

- Completed and signed Sign Permit Application (form at the end of this checklist).
- Completed and signed [Plan Commission Application](#) (if applicable).
- A signage plan, drawn to a recognizable scale, for the property shall be submitted showing the following:
  - Location, type, height, width, and area of the proposed sign.
  - Landscaping plan for freestanding signs around the sign base.
  - Location, type, height, width, and area of all existing signs on the property and indication of whether existing sign(s) will remain or be removed/replaced.
  - All property lines and buildings on the property and within 50 feet of the proposed sign.
  - All customer entrances, parking areas, driveways, and public roads.
  - Method of attachment, structural support, method of illumination, and sign materials.
  - The total area of all signs on the subject property both before and after installation of the proposed sign.
  - Approximate value of the sign to be installed, including cost of installation.
  - Permission to display the sign(s) in this location from the building owner, landlord, or architectural review committee.
- Payment of the sign permit fee.\*
- A written statement that all temporary signs will be removed per the applicable time limits.
- Any other information that may reasonably be requested by the Zoning Administrator for the purpose of application evaluation.
- Any existing or proposed sign on property abutting a State Highway, United States Highway, or Interstate Highway shall also require approval from the Wisconsin Department of Transportation or the Federal Highway Administration.

\*You will receive an email regarding permit payment options after your permit has been reviewed.

#### APPLICABILITY

- 1) No Freestanding Sign, On-Building Sign, Drive Thru Sign, Gateway Sign, or Community Sign under shall be erected, installed, or constructed without approval from the City of Middleton Plan Commission and the granting of a permit from Planning Staff.
- 2) No Suspended Sign, Menu Board Sign, Sandwich Board Sign, Bulletin Board Sign, or Interior Site Navigational Sign, shall be erected, installed, constructed, or maintained without the granting of a permit from Planning Staff.
- 3) No Metal Plaque Sign shall be erected, installed, constructed, or maintained without the granting of a permit from the Landmarks Commission.

- 4) No permitted sign within the AGR, PR, or CON zoning districts shall be erected, installed, constructed, or maintained without the approval of the Park, Recreation, and Forestry Committee, Conservancy Land Committee, or the License and Ordinance Committee.
- 5) Repainting or re-facing with the same sign copy, cleaning, repair, or other normal maintenance of the sign or sign structure does not require a Sign Permit.
- 6) Any Sign Permit granted shall not be assigned or transferred to any other sign, including a modified sign face or modified sign structure.
- 7) The owner or tenant may request all such signs at one site be included under one permit.

**CRITERIA USED TO EVALUATE THE SIGN PERMIT APPLICATION**

In deciding whether or not to grant a Sign Permit, Planning Staff shall determine whether the proposed sign is in compliance with the provisions of Chapter 22 of the City of Middleton Municipal Code. In such review, the Zoning Administrator may also consider the following factors:

- 1) Any signage affixed to a building shall be dimensioned and located in such a manner that it fits the building’s architectural features and proportions.
- 2) All signs shall be designed to fit the zoning and character of the surrounding area including compatibility with the building characteristics, adjacent uses, and adjacent signs. Special consideration should be made where proposed signage is located on or adjacent to locally identified historic structures or publicly owned recreation and conservancy areas. Signage in the Planned Unit Development zoning district shall conform to the planned or existing dominant architectural theme of the area. Signage in or abutting residential properties should be designed and located so as not to create a nuisance.
- 3) Signs illuminated by floodlights or spotlights shall be positioned in such a manner that none of the light spills over onto an adjoining property or glares or shines into the eyes of motorists or pedestrians. Light levels must conform to zoning requirements. All signs must conform to the Sign Illumination standards in Chapter 33 (Outdoor Lighting Code).
- 4) The number of colors and materials of the sign should be kept to a minimum.
- 5) Landscape features shall be incorporated around the base of all permanent freestanding signs. Landscape plantings or other landscape materials shall not be considered as part of the allowable signage.
- 6) Whether the sign is designed, constructed, installed, or maintained in such a manner that it does not endanger public safety or traffic safety and minimizes conflict with vehicular or pedestrian circulation.
- 7) Whether the sign is in compliance with all provisions of the City of Middleton Municipal Code and Building Code, including those related to traffic safety, traffic visibility, sign setbacks, and structural integrity.

<b>FEES:</b>	Applicable to signs that require sign permits as listed in <a href="#">figures 22.11(1), 22.11(2), and 22.11(3)</a>
Sign Permit for New Signage	\$50 + \$1 PER SF OF SIGNAGE
Sign Permit for Existing Signage, Change of Face	\$1 PER SF OF SIGNAGE, \$25 MINIMUM
Plan Commission Sign Design Review Application	\$50



# SIGN PERMIT

Submit electronically to [planning@cityofmiddleton.us](mailto:planning@cityofmiddleton.us). New signs may be required to receive approval from Plan Commission before this sign permit is approved. [Plan Commission applications](#)

PERMIT #:		
REVIEW:	<input type="checkbox"/> STAFF	<input type="checkbox"/> PC DATE:
PERMIT FEE: \$ _____		
APPROVED BY: _____		
APPROVAL DATE: _____		

<b>ADDRESS OF PROPERTY:</b>
-----------------------------

<b>OCCUPANCY NAME:</b>
------------------------

APPLICANT NAME (PROJECT REP, CONTRACTOR, ETC.)	OWNER NAME
ADDRESS	ADDRESS
CITY, STATE, ZIP	CITY, STATE, ZIP
PHONE	PHONE
E-MAIL	E-MAIL

<b>STREET FRONTAGE DATA:</b>	<b># OF TRAFFIC LANES:</b>	<b>SPEED LIMIT:</b>	<b>BUSINESS FAÇADE LENGTH:</b>
PRIMARY FRONTAGE	LANES	MPH	FT
SECONDARY FRONTAGE (IF APPLICABLE)	LANES	MPH	FT

SIGN DATA:				SIGN TYPE:	
TYPE	LOCATION ON BUILDING/SITE	LIGHTING (Y/N)	SQFT		
			SF	F	FREESTANDING / GROUND SIGN
			SF	O	ON-BUILDING / WALL SIGN
			SF	P	PROJECTING SIGN
			SF	H	HANGING / SUSPENDED SIGN
			SF	OTHER	
			SF		
			SF		
			SF		
<b>TOTAL:</b>					

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:** \_\_\_\_\_