



**SIGN PERMIT APPLICATION**

**DEPARTMENT OF BUILDING INSPECTION**  
W194 N16660 Eagle Drive, Jackson, WI 53037  
**Phone:** 262.677.9696  
**Email:** collin.johnson@villageofjackson.com

**PERMIT #:** \_\_\_\_\_ - \_\_\_\_\_

**TENANT INFORMATION:**

**Business Name:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_ **Suite #:** \_\_\_\_\_ **Jackson, WI**

New Business      **Business Phone:** ( \_\_\_\_\_ ) \_\_\_\_\_  
 Existing Business      **Business Email:** \_\_\_\_\_

**Sign Location:** \_\_\_\_\_

**Sign Location Zoning District:** \_\_\_\_\_

**SIGN TYPE:** *(Check all that apply)*

- |                                    |                                       |                                       |  |  |
|------------------------------------|---------------------------------------|---------------------------------------|--|--|
| <input type="checkbox"/> Temporary | <input type="checkbox"/> Permanent    | <input type="checkbox"/> Illuminated  | <input type="checkbox"/> Non-Illuminated | <input type="checkbox"/> Single-Sided  |
| <input type="checkbox"/> Awning    | <input type="checkbox"/> Monument     | <input type="checkbox"/> Construction | <input type="checkbox"/> Church/School   | <input type="checkbox"/> Two-Sided     |
| <input type="checkbox"/> Banner    | <input type="checkbox"/> Freestanding | <input type="checkbox"/> Real Estate  | <input type="checkbox"/> Window          | <input type="checkbox"/> Special Event |
| <input type="checkbox"/> Wall      | <input type="checkbox"/> Projecting   | <input type="checkbox"/> Non-Profit   | <input type="checkbox"/> Wire/Wind       | <input type="checkbox"/> Other         |

**If Temporary, list dates of display:** \_\_\_\_\_  
*(Maximum of two (2) times per year for a twelve (12) weeks)*

**SIGN INFORMATION:**

**Sign Width:** \_\_\_\_\_ **Height:** \_\_\_\_\_ = **Sq. Ft.:** \_\_\_\_\_ **x 1 or 2 Sides = TOTAL Sq. Ft.:** \_\_\_\_\_

**Sign Copy:** \_\_\_\_\_

**APPLICANT INFORMATION:**

Name:			Phone:
Address:			Email:
City:	State:	Zip:	Contact:

**PERMIT FEES:**

**Permanent Sign:** \$60.00 each  
**Temporary Sign:** \$60.00 each *(per display period)*

**The following attachments are required:**

- Colored Artwork/Renderings of sign(s)
- Scaled drawings
- Map or elevations showing proposed location

<b><i>For Office Use Only</i></b>	
<b>Date Received:</b>	_____
<b>Amount:</b>	\$ _____
<b>Payment Type:</b>	CA / CH / CC / RCPT
<b>Check/Receipt #:</b>	_____
<b>Received By:</b>	_____

## Sign Permit Requirements

### The following information is necessary to obtain permit for a sign.

1. \*Completed **Sign Permit Application**
2. Completed **Building Permit Application** (*Only if a freestanding sign with foundation*)
3. Illuminated signs will also require an **Electrical Permit Application**. (*Electrical permit is NOT required at the time of application.*)

**\*NOTE:** Any sign located in an area zoned PUD (Planned Unit Development) or ground signs exceeding the requirements of Section 14.10(C)(4) and/or 14.10(C)(7) will require a Conditional Use Permit and Plan Commission approval. Please submit the Development Application Form in addition to the above.

A Sign permit application must be completed with all the applicable required information. Failure to provide all information will delay the permit issuance process. The Building Inspector may request additional information as required.

Processing of permits is usually five (5) working days, but at peak construction times processing may take longer.

**1.) Survey/Plot Plan.** Two (2) copies of a Plat of Survey or Plot Plan showing the location on the site of the proposed sign as well as all existing structures, easements and lot dimensions. Surveys or plot plans shall be drawn on a minimum of an 8 ½" x 11" sheet of paper and be drawn to scale or have exact dimensions. The scale used shall be shown on plan.

**2.) Construction Plans.** Two detailed construction plans on a minimum of an 8 ½" x 11" sheet of paper showing the dimension, the materials used, the type of illumination, if any, and the method of construction and/or method of attachment.

**3.) Written consent** of the owner or lessee of the building, structure, or land to which or upon which the sign is to be affixed or located.

**4.) Electrical Installations.** All electrical wiring associated with signs shall require an electrical permit. All electrical wiring for signs shall comply with the National Electrical Code (NEC).

**5.) Sign classification and size.** The Village of Jackson allows a variety of sign styles and allowable square footage per location and sign type. See the Zoning Code for the regulations on permitted signs.

**Note:** Plat of Surveys are recorded at the County Register of Deeds. To acquire a plat of survey for your lot, the County will require your tax key number and address of your property. (Tax key numbers can be obtained from your property tax bill or at the Village Hall.)

If you have any questions, please call the Building Inspection Office at (262) 677-9696 or send an email to: [collin.johnson@villageofjackson.com](mailto:collin.johnson@villageofjackson.com)

## VILLAGE OF JACKSON SIGN ORDINANCE

### 14.10 SIGNS.

- A. PURPOSE AND INTENT. The intent of this section is to provide for and regulate the location and safe construction of signs in a manner to ensure that signs are compatible with surrounding land uses, and express the identity of individual proprietors and the community as a whole. For the purposes of this section, sign structures shall be classified as:
1. Awning Sign: A non-illuminated identification is affixed flat to the surface of an awning and which does not extend vertically or horizontally beyond the limits of such awning.
  2. Banners: A flexible graphic that may only be displayed by commercial and institutional establishments, delineating a special area or depicting a special announcement. (#02-12) See temporary signs. (#03-04)
  3. Canopy Sign: A sign suspended from or forming part of a canopy or marquee and which does not extend horizontally beyond the limits of such canopy or marquee.
  4. Changeable Copy Sign: Any sign, which is characterized by changeable copy, letters, or symbols, regardless of method of attachment.
  5. Flags: Devices generally made of flexible materials, such as cloth, paper, or plastic, and displaying on strings. They may or may not include copy. This definition does not include the flag of any country or state.
  6. Ground Sign: A sign attached to the ground independent of any buildings.
  7. Marquee: (see Canopy Sign).
  8. Projecting Sign: A sign projecting more than twelve (12) inches from the face of the building.
  9. Roof Sign: A sign erected on or over the roof of the building.
  10. Temporary Sign: A graphic granted by a Special Use Permit, to be displayed not longer than sixteen (16) consecutive days. (#03-04)
  11. Wall Sign: A sign which is attached to a wall of a building and projects not more than twelve (12) inches from such wall and shall not extend above the ceiling line of the top floor of the building.
  12. Window Sign: A sign painted on or affixed to a window. Materials affixed to a window shall be affixed to the inside surface of the window to eliminate scattering of copy by wind action.

- B. SIGNS PERMITTED IN ALL DISTRICTS WITHOUT A PERMIT. The following signs are permitted in all zoning districts without a permit, subject to the following regulations:
1. Real Estate Ground or Wall Signs not to exceed eight (8) square feet in area which advertise the sale, rental, or lease of the premises upon which said signs are temporarily located. Such signs may not be placed in the right-of-way. (#02-12)
  2. Ground Signs Identifying the Name and Address of the Resident not to exceed two (2) square feet in area when located on the premises. Such signs may be placed at the right-of-way line.
  3. Home Occupation and Professional Home Office Wall Signs not to exceed two (2) square feet in area and mounted flush against the dwelling.
  4. Bulletin Boards on Ground Signs or Wall Signs for public, charitable, or religious institutions not to exceed fifty (50) square feet in area located on the premises. Such signs shall meet the setback requirement of the District in which they are located.
  5. 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.
  6. Official Ground Signs such as traffic control, parking restrictions, information, and notices. Such signs may be placed at the curb line or pavement edge.
- C. SIGNS PERMITTED IN BUSINESS AND INDUSTRIAL DISTRICTS WITH A PERMIT. Signs are permitted in all Business and Manufacturing Districts subject to the following restrictions:
1. Temporary Signs when seeking a Special Use Permit. Shall in each case, describe the material of the sign to be permitted; the size of the sign to be permitted; the time period the sign is to remain in place (#02-12); and how the sign will be displayed, including the location. Signs may meet the definition of a non-permanent sign, but is anticipated to be recurring, shall be approved as a Conditional Use or a Planned Unit Development site plan amendment. (#03-04)
  2. Wall Signs placed against the exterior walls of buildings shall not extend more than twelve (12) inches outside of a building's wall surface, shall not exceed in area thirty (30) percent of the signable area of the building, as defined in Section 14.10(D) herein or 300 square feet, whichever is smaller, for any one (1) premise. Wall signs shall not extend beyond the ceiling level of the top floor of the building upon which they are located.

3. Projected Signs, Awning Signs, Canopy Signs, and Marquees fastened to, suspended from, or supported by structures shall not exceed one hundred (100) feet in area for any one (1) premise; shall not extend more than six (6) feet into any required yard; shall not extend more than three (3) feet into any public right-of-way; shall not be less than ten (10) feet from all side lot lines; shall not exceed a height of twenty (20) feet above the mean centerline street grade; and shall not be less than ten (10) feet above the sidewalk nor fifteen (15) feet above a driveway or an alley.
4. Ground Signs shall not exceed twenty (20) feet in height above the mean centerline street grade, shall not exceed eighty (80) square feet on one (1) side nor 160 square feet on all sides for any one (1) premise. No ground sign shall be placed closer than eighty (80) feet to another ground sign or projecting, awning, canopy, or marquee sign unless permitted by Conditional use. The Conditional Use application shall include scaled drawings or renderings showing the sign relative to the site and structure(s), photos or videotapes of the proposed sign at both twenty (20) feet in height and the proposed height from all directions that are deemed necessary by the Village. (#95-02)
5. Roof Sign shall not exceed ten (10) feet in height above the roof, shall meet the height requirements for the district in which it is located, and shall not exceed three hundred (300) square feet on all sides for any one (1) premise.
6. Window Signs shall not exceed twenty-five (25) percent of the glass area of the pane upon which the sign is displayed.
7. The Total Area of all Signs except window signs, erected or placed on any one (1) premise shall not exceed sixty (60) percent of the signable area of a building as defined in Section 14.10(D) herein or four hundred (400) square feet, whichever is smaller.

D. SIGNS WHICH MAY BE ERECTED OR PLACED IF A CONDITIONAL USE IS GRANTED. The Village may permit the erection of a ground sign in excess of the requirements as set forth in Section 14.10(C)(4) and the total signage square footage in excess of the requirements as set forth in Section 14.10(C) (7) of this code through the granting of a Conditional Use Permit when the sign(s) is/are erected on property adjacent to an arterial street, or highway with a posted speed limit of forty (40) mph or greater. (#95-02)

E. SIGNABLE AREA. The signable area of a building is designated as the area of the façade of the building up to the roofline, which is free of windows and doors, or major architectural detail on which signs may be displayed. In computing signable areas, any façade, which faces and abuts upon a public street right-of-way, may be utilized.

F. ELECTION CAMPAIGN SIGNS. Election campaign signs may be permitted in any district without a permit provided that permission shall be obtained from the

property owner, renter, or lessee; and provided that such sign shall not be erected more than forty-five (45) days prior to an election, and removed within seven (7) days following the election. No more than two (2) campaign signs are permitted on properties in a business or industrial district and the combined area of these signs shall not exceed one hundred (100) square feet. No more than one (1) campaign sign shall be erected on a property in a residential district, and that sign shall not exceed twenty (20) square feet in area on all sides. Such signs shall not be placed in the right-of-way. (#02-12)

- G. SEARCH LIGHTS. The Village Board may by Special Use Permit, allow the temporary use of a search light for advertising purposes in any non-residential district provided that the search light will not be located in any public right-of-way, will not be located closer than ten (10) feet to an adjacent property, and will not cause a hazard to traffic or adjoining properties. Special Use Permits for search lights shall not be granted for a period of more than five (5) days in any six-month period. (#02-12)
- H. FACING. No sign except those permitted in Section 14.10(C) shall be permitted to face a residential district within one hundred (100) feet of such district boundary.
- I. LIGHTING AND COLOR. 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 devices. Signs shall not be erected, relocated, or maintained so as to prevent free ingress to or egress from any door, window, or fire escape. Signs shall not be placed so as to obstruct or interfere with traffic visibility upon public ways. Signs may be illuminated but non-flashing.
- J. CONSTRUCTION AND MAINTENANCE STANDARDS.
  - 1. Wind Pressure and Dead Load Requirements. All signs and other advertising structures shall be designed and constructed to withstand wind pressure of not less than forty (40) pounds per square foot of area; and shall be constructed to receive dead loads as required in the Village of Jackson Building Code or other ordinance.
  - 2. Protection of the Public. The temporary occupancy of a sidewalk or street or other public property during construction, removal, repair, alteration, or maintenance of a sign is permitted provided the space occupied is roped off, fenced off, or otherwise isolated.
  - 3. Maintenance. The owner of any sign shall keep it in good maintenance and repair which includes restoring, repainting, or replacement of a worn or damaged legally existing sign is erected in a clean, sanitary, and in offensive condition, free and clear of all obnoxious substances, rubbish, weeds, and grass.
  - 4. Supporting Members or Braces of all signs shall be constructed of galvanized iron, properly treated steel, copper, brass, or other non-

corrosive non-combustible material. All projecting signs, if placed at a right or other angle to the wall or roof of any building, shall be attached by such non-corrosive metal bolts, anchors, cable, or other metal attachments as shall insure permanent and safe construction and shall be maintained free from rust or other defects. Every means or device used for attaching any sign shall extend through the walls or roof of the building should the Zoning Administrator determine the safe and permanent support of such sign so required and shall be securely anchored by wall plates and nuts to the inside of the walls or to bearings on the under side of two (2) or more roof or ceiling joists in the walls or to bearings on the under side of two (2) or more roof or ceiling joists in accordance with instructions given by the Building Inspector. Small flat signs containing less than ten (10) feet of area may be attached to a building by the use of lag bolts or other means to the satisfaction of the Zoning Administrator.

5. No Signs or any part thereof or sign anchors, braces, or guide rods shall be attached, fastened, or anchored to any fire escape, fire ladder, or stand pipe and no such sign or any part of any sign or any anchor, brace, or guide rod shall be erected, put up, or maintained so as to hinder or prevent ingress or egress through such door, doorway, or window so as to hinder or prevent the raising or placing of ladders against such building by the Fire department of the Village of Jackson, as necessity therefore may require.

K. EXISTING SIGNS.

1. Non-Conforming Signs. Signs (except for Temporary Signs) lawfully existing at the time of the adoption or amendment of this Code may be continued although the size or location does not conform to this Code. However, all non-conforming signs shall be deemed to have exhausted their economic life after seven (7) years from the time they become a non-conforming use. Non-conforming signs, after this seven (7) year period, shall either be made to conform to the terms of this Code, or shall be removed by the owner, agent or person having beneficial use of the property. Non-conforming signs, during the seven (7) year grace period, shall be kept in good repair, but the cost of maintenance shall not be considered grounds for their continued use beyond the seven (7) year grace period. The Zoning Officer or Building Inspector shall, after the seven (7) year grace period, notify the owner, agent or person having beneficial use of the property, of the expiration of the grace period. After thirty (30) days, if the sign has not been made to conform to this Code or removed, the Zoning Officer shall initial the appropriate punitive action. (#02-12)
2. Vacated / Abandoned Signs. Any sign or banner that is not removed within thirty (30) days of the discontinuance of business operations or activities at the premises shall be considered a Vacated/Abandoned Sign. The Zoning Officer or Building Inspector shall, after thirty (30) days, notify the owner, agent, or person having beneficial use of the property to remove the Vacated/Abandoned Sign within ten (10) days of receiving a "notice of intent to remove". Should the Vacated/Abandoned Sign not be removed

by the owner, or his agent within ten (10) days, the sign will be removed by the Village of Jackson and all costs for removal, storage and disposal will be assessed to the property owner. Vacated/Abandoned Signs removed by the Village of Jackson may be disposed of at the discretion of the Zoning Officer or Building Inspector after forty-five (45) days of removal. Disposal may include destruction, sale, and sale at auction or any other means deemed necessary. (#09-01)

- L. SIGN PERMIT PROCEDURES. No sign shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted, or structurally altered without a building permit, except those signs accepted in Section 14.58 of this Code; and all signs shall fully conform to the requirements of this Code.
1. Application for a sign permit shall be made on forms provided by the Zoning Officer or Building Inspector and shall contain or have attached thereto the following information:
  2. Name, Address and telephone number of the applicant. Location of building, structure, or lot to which or upon the sign is to be attached or erected.
  3. Name of Person, firm, corporation, or association erecting the sign.
  4. Written Consent of the owner or lessee of the building, structure, or land to which or upon which the sign is to be affixed.
  5. A Scale Drawing of such sign indicating the dimension, the materials to be used, the type of illumination, if any, and the method of construction and attachment.
  6. A Scale Drawing indicating the location and position of such sign in relation to nearby buildings or structures.
  7. Copies of any other permit required and issued for said sign, including the written approval by the Electrical Inspector, in the case of illuminated signs, who shall examine the plans and specifications, re-inspecting all wiring and connections to determine if the same complies with the Village of Jackson Electrical Code.
  8. Additional Information as may be required by the Building Inspector, Zoning Officer, or Village Planning Commission.
  9. Sign Permit Applications shall be filed with the Building Inspector, who shall review the application for its completeness and accuracy and approve or deny, in writing, the application within thirty (30) days of receipt from the Zoning Administrator unless the time is extended by written agreement with the applicant. A sign permit shall become null and void if work authorized under the permit has not been completed within six (6) months of the date of issuance.