

APPLICATION # \_\_\_\_\_ SIGN # \_\_\_\_\_ of \_\_\_\_\_  
**WINTHROP SIGN PERMIT APPLICATION – One Sign**  
FILL OUT ONE APPLICATION FOR EACH SIGN (or group of similar signs)

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

**Business Address** \_\_\_\_\_ **Zoning** \_\_\_\_\_

**Contact Name** \_\_\_\_\_ **Number** \_\_\_\_\_

**Email Address** \_\_\_\_\_

**Fee:**

**PAID:**

- ☐ No Charge – Repaint Existing Sign without changes
- ☐ \$25.00 – first sign
- ☐ \$50.00 – each additional sign
  
- ☐ Sign dimensions: (show on drawing also) Height: \_\_\_\_\_ Width: \_\_\_\_\_
- ☐ \$2.00 per square foot                      Total Square Feet \_\_\_\_\_

**Sign Proposal:** Briefly describe the proposed sign, its purpose, materials used, & construction (painted, carved, stained, etc.)

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The Westernization sign ordinance is online at <https://ecode360.com/WI4845>

**1. All Signage will incorporate at least four elements:**

- ☐ Three or more colors – see color chart available on website
- ☐ Varying Fonts (size, style, italics) available on website
- ☐ Letter shadowing
- ☐ Letter outlining
- ☐ Painted framing
- ☐ Images, pictorial, and/or decorative elements
- ☐ Transparent faded, color-washed over newer color

**2. Type of Sign:**

- ☐ Hanging    ☐ Painted directly on building    ☐ Projecting from building  
☐ Freestanding    ☐ Portable    ☐ Temporary banner

**3. Connection Method:**

- ☐ Painted directly on the building
- ☐ Mounting hardware:

\_\_\_\_\_

**4. Sign Lighting:**

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- Not illuminated
- Pre-existing lighting
  - Photo of lighting fixture attached
- New lighting
  - Photo of lighting fixture plus a drawing of location relative to sign and to building

5. **Color and Design:** Approved colors available at Town Hall or on the website. Attach detailed, colored drawings to scale, showing approved colors. May be computer generated.

Color number / name \_\_\_\_\_

Color number/ name \_\_\_\_\_

Color number/ name \_\_\_\_\_

6. **Lettering Fonts:** Approved fonts available at Town Hall or on the website. Attach a copy of each font used.

Font name: \_\_\_\_\_ Font name: \_\_\_\_\_

**7. Sign Type and Location:***Sign painted directly on the building*

- Attach an accurately scaled drawing or current photo of the entire building's face showing the proposed sign.
- Sign projects from building
- Distance sign will project from the building face
- Distance any sidewalk or ground-line to the bottom of the sign

*Sign is freestanding*

- Attach site plan: Distance of proposed sign location to property lines, structures, streets, driveways, and other features.
- Show sign structure: Accurately scaled drawing or current photo of the entire sign mounting structure showing the proposed sign and all existing signage.
- Show existing signs
- Show Structure: overall measurements
- Show the distance from the sidewalk or ground line to the peak of the structure

*Sign is a banner*

- A banner may be used annually or seasonally for 2 weeks without re-application
- Attach a photo or accurate drawing of the banner including font names and color numbers.
- Include a description or drawing of where the banner will be mounted.