

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.)

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.