

SUMMARY OF SIGN REGULATIONS CITY OF WEST BEND

- Chapter 17 (Zoning) of the West Bend Municipal Code regulates signage.
- By definition, a sign is any emblem, painting, banner, pennant, placard, design, identification, or description intended to advertise, identify, convey information or direct attention to a product, service, place, activity, person or business.
- Almost all ground and wall signage, including banners and temporary signs, require a permit and/or approval by the city prior to installation.
- Signs which do not require a permit include real estate, construction, directional, interior, political or campaign signs, temporary window signs and vehicular signs, however, all of these non-permit signs are regulated as to size, location, height, material composition, etc.
- Ground sign requirements: Ground signs must be a monument/panel sign design and shall be a minimum of 20% of materials similar to the building materials of the principal structure. All ground signs must provide a 5' setback from property lines, not be located within vision clearance triangles, and not exceed 22' in height. The base of each ground sign must be surrounded with a landscape bed at least as large as the area of copy. No more than one ground sign shall be permitted for each street abutting the parcel, with a maximum of two. The typical maximum area of copy is 100 sq.ft. per side.
- Existing pole signs are “grandfathered” as a nonconforming sign and can remain “as is”. The only allowable alteration is the replacement of sign panels in the original sign cabinet (permit required).
- Wall sign requirements: Wall signs shall not extend above the 2nd story windowsill and shall not project above the roofline or more than 18” from the wall. Wall signs include painted signs and are limited to one per building side and no more than two per building. For multi-tenant buildings, one wall sign is permitted for each lease unit. The total area of wall signs on any one wall shall not exceed 10% of the wall area and shall not exceed 200 sq. ft.
- Projecting and Canopy/Awning sign requirements: Projecting signs cannot extend more than 8' from the building and shall provide at least 8' from the sign to the ground unless over a parking lot or driveway, then at least 14' - 6” must be provided between the bottom of the sign and the ground. The total area of signs attached to a building shall not exceed 15% of the area of the surface of the building to which they are attached.
- Temporary signs are banners, emblems, placards, or any other temporary advertising device intended to identify, convey information, or direct attention to a product, service, place, activity, person, institution or business. Temporary signs must conform to Section 17.48(3)(n) of the Zoning code and can be permitted not more than 2 times per year for a total of not more than 6 weeks per year. The owner must give the Zoning Administrator advance written notice of the nature and location of the temporary sign and the dates it will be placed and removed. Temporary signs are regulated as to size, composition (material and color), location, and duration.
- **Off-premise signs are prohibited unless they conform to §17.48(6) of the Zoning code.**
- **Prohibited signs include portable signs, billboards, inflatables, abandoned, animated, swinging/moving, flashing and blinking signs.**

For more detailed information, or a complete copy of the City sign code, contact the Department of Community Development at (262) 335-5122 or 335-5140.