



# SIGN PERMIT

## General Information

The City of New Berlin regulates the design, location and safe construction of signs in a manner to ensure that all signs are compatible with surrounding land uses, are well-maintained, and express the identity of individual proprietors and the City as a whole. **Signs allowed within the City of New Berlin are for the purpose of location and identification, not for advertisement.**

The sign approval process is authorized by the City of New Berlin Municipal Code §275-29, which states that: no sign shall not be erected, maintained, or used without a valid sign permit. Application for a sign permit shall be made on forms provided by the City and shall contain or have attached all information and supporting material as specified by the Department of Community Development. **If a sign is erected before a permit is issued, the fee is doubled.**

The Administrative Permit process is authorized pursuant to the provisions of Section 275-17(B)(9) of the City of New Berlin Zoning Ordinance.

## Fees

Application Fee and Filing Fee (non-refundable). Please make check payable to the City of New Berlin.

Application	Fee	Filing Fee
Sign	\$3 per sq.ft. of sign area (minimum \$75)	\$50
Temporary Banner	\$75 (32 sq.ft. maximum)	\$50

## Procedure

Staff shall only review completed applications submitted with all required materials and information and shall only approve plans that meet all the requirements set forth in the Zoning Ordinance.

- 1. Pre-application conference (optional):** The purpose of the pre-application conference is to provide an opportunity for the applicant and staff to discuss the review process schedule, submittal requirements, and compliance with the Zoning Ordinance. Staff opinions presented during pre-application meetings are informational only and do not represent a commitment on behalf of the City regarding the acceptability of the development proposal.
- 2. Application and determination of completeness:** An application will be considered complete if it is submitted in the required number and form, includes all mandatory information, and is accompanied by the applicable fee. If an application is determined to be complete, the application shall be processed. If an application is determined to be incomplete, the Department of Community Development shall reject the application specifying the deficiencies. No further processing of the application shall occur until the deficiencies are corrected.

3. **Staff review and Sign Permit issuance:** Once a submitted application is certified as complete, the Department of Community Development shall review the application and issue either a Sign Permit or letter within five (5) business days. If the application meets all the requirements of the Sign Code and all applicable Coordinated Sign Standards, a Sign Permit will be issued. If changes to the application are later found to result in an application that is not in compliance with the Zoning Ordinance, an amendment to the application will be required.
  - a. **Construction Review.** Staff may refer a sign permit request to the Building Inspector for review of construction details or specifications prior to approval.
  - b. **Architectural Review.** Staff may refer a sign permit request to the Architectural Review Committee for review of the materials for construction and design integrity of proposed signage.
4. **Plan Commission action:** If the staff deems it appropriate, the application may be forwarded to the Plan Commission. Applicants will be afforded the opportunity to petition the condition of approval of Zoning Permits issued by the Department of Community Development before the Plan Commission at the meeting date written on the application. The request to petition must be made in writing to the Director of Community Development. The Plan Commission may approve, approve with conditions, defer, table, deny with reason, refer to committee, or remove any applications from the agenda.
5. **Inspection.** The sign owner shall call Staff for an inspection upon completion of all permit requirements and installation.

## ***Application Check List***

### **§275-24B Development Application**

- Completed Application
- Electronic files of entire submittal

### **§275-20C Fees**

- Paid Fees
- Schedule Inspection Date if electric inspection is necessary

### **§275-61C Sign Permit Application**

- Location of building, structure, or lot upon which the sign is to be attached or erected (1 copy).
  - Property boundaries and dimensions
  - Existing and proposed buildings and structures
  - Zoning setbacks labeled
- Name of person, firm, corporation, or association erecting the sign (the sign contractor).
- Written consent of the owner or lessee of the building, structure, or land to which or upon which the sign is to be included.
- Scaled drawings of the sign (1 copy).
  - Dimensions of the sign
  - Accurate description of the materials to be used, such as a sample
  - Type of illumination, if any
  - Method of construction and attachment.
  - For wall signs, include a scaled and colored building elevation showing the location of the sign on the wall.
- A scaled colored copy of the proposed sign (1 copy).
  - Exact color scheme is required.
  - A superimposed rendering of the site with the proposed sign(s) should be submitted, unless waived by Planning staff
  - A digital image of the sign is recommended (DXF, DWG, JPEG, TIF, GIF, or PDF).
- Additional Information as may be required by the Department of Community Development Staff or City Plan Commission.

### **§275-21B Incomplete Applications**

- All of the information listed is required for a complete application.
- Staff may request additional or more detail information to be provided for adequate review.

### **§275-21C(2) Plan Revisions**

- Based on comments from staff during the review process, the applicant may submit revised plans.
- The required number of copies shall be submitted for all revised plans