

Sign Permit Information Sheet



When does this process apply?

Any sign located, erected, moved, reconstructed, extended, enlarged, converted or structurally altered shall require a sign permit issued by the Village in advance of any action.

Why does the Village do this?

The Village desires to establish standards for signage that protect public health and safety, advance aesthetic and community character objectives, promote compatible business development and activity, and ensure the effective and flexible use of signs for commercial, community and individual expression.

Are there any exceptions?

Yes, there are many exceptions. A sign permit is not required when:

- Cleaning, repair, repainting, replacing the sign as is, or normal maintenance of the sign
- Sign faces on a permitted sign structure that are designed to be interchangeable/replaced
- See attached list for signs that do not require a permit.

Administrative Review/Action

In most cases sign permits are reviewed and approved by the Village's Zoning Administrator. Under limited circumstances a sign permit application may need to be reviewed by the Plan Commission. The Zoning Administrator will advise the applicant if this is needed.

Rules

The Village's sign regulations are sixteen pages long. It is advised that applicants read through the ordinance and, if necessary, have a pre-application consultation with the Zoning Administrator to ask questions and ensure the process is understood.

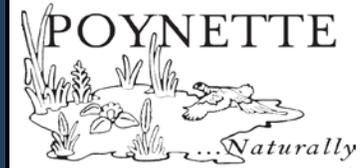
Timing

Applicants are advised that a minimum of 10 days is allowed between the Village receiving your materials and taking action. In most instances, the process will move more quickly as long as the applicant provides all information outlined on the attached checklist.

Appeal

Any individual who is aggrieved by a decision of the Zoning Administrator related to signage may file an appeal with the Village's Board of Appeals.

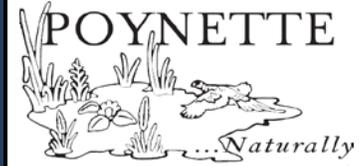
Signs Allowed Without Permit



The following sign uses and purposes are permitted in all zoning districts without the need for a sign permit. Such signs shall not count as part of the maximum permitted sign area in the zoning district in which they are located per Section 2.10.05 or 2.10.07.

- Address numerals and other similar sign information required to identify a location by law or governmental order, rule, or regulation provided that such sign does not exceed two square feet in area per officially assigned address, or the size required by any law, order, rule or regulation, whichever is greater.
- Architectural elements, including integral decorative or architectural elements of buildings or works of art, so long as such elements or works do not contain a commercial message, trademark, moving parts, or moving lights.
- Auxiliary signs that do not exceed two square feet in area.
- Bulletin boards, not exceeding 12 square feet, for public, philanthropic, or religious institutions located on the premises of said institutions.
- Farm field signs, provided that no such sign exceeds eight square feet in area and eight feet in height.
- Flags, standards, emblems, and insignia of governmental, civic, philanthropic, religious, or educational organizations, less than 50 square feet in area, when not displayed in connection with a commercial promotion or as an advertising device.
- Historical markers, commemorative plaques, memorial tablets, cornerstones, emblems of official historical bodies, or lettering inlaid into the architectural materials of a building or structure denoting the name of that structure or its date of erection.
- Holiday decorations in connection with traditionally accepted civic, patriotic, or religious holidays.
- Interior signs that are located on the interior of a building and that are primarily oriented to persons within that building.
- Primary residential district signs erected on a property in a residential zoning district or serving a residential use, if not greater than 6 square feet for all lots of 1 acre or less and 9 square feet for larger lots.
- Regulatory and government information signs that are less than or equal to 32 square feet in area, except larger regulatory signs are allowed without a permit.
- Required signs by State or Federal statute or regulation, provided that they do not exceed 110 percent of any minimum legal-size requirement.
- Sandwich board/pedestal signs within zoning districts specified under Section 2.10.08 and meeting the requirements of Section 2.10.04(6).
- Temporary signs per the temporary sign requirements of Section 2.10.08.

Sign Permit Checklist



This document is published to provide supplemental information to applicants. Applicants should reference Title III Chapter 2 Section 10 of the Poynette Village Code for a full description of requirements.

STEPS PRIOR TO SUBMITTING APPLICATION MATERIALS – NO FEE

<u>Step</u>	<u>Completed</u>
Pre-Application Consultation with Village Staff (optional)	

MATERIALS REQUIRED

<u>Document</u>	<u>Received</u>
Application Form	
A site plan for the property showing, at a minimum, the location of the proposed sign; the location of all existing signs on the property; all property lines and buildings on the property; and parking areas, driveways, public roads, and buildings within 50 feet of the proposed sign.	
A diagram of the proposed sign, drawn to a recognized scale, and listing and depicting the type, height, width, total sign square footage, square footage of each sign component, method of attachment, structural support, method of illumination, and sign materials.	
A summary of existing signage on the property, including quantity, location, type, and area of all signs on the property both before and after the installation of the proposed sign.	
\$10 minimum; \$0.50/square foot	

REQUIREMENTS FOR ALL SIGNS

<u>Ordinance Number</u>	<u>Rule</u>	<u>Complies</u>
2.10.04(1)	Sign Prohibitions and Limitations	
2.10.04(2)	Sign Location Requirements	
2.10.04(3)	Variable Message Signs, if applicable	
2.10.04(4)	Window Signs, if applicable	
2.10.04(5)	Sandwich Board/Pedestal Signs, if applicable	
2.10.05(1)-(5)	Regulations for Residential Zoning Districts, if applicable	
2.10.07(1)-(5)	Regulations for Non-Residential Zoning District, if applicable	
2.10.09	Structural Requirements	

ADMINISTRATIVE REVIEW PROCESS

<u>Action</u>	<u>Approve</u>	<u>Reject</u>	<u>Further Action</u>
Zoning Administrator Action			

LEGISLATIVE REVIEW PROCESS – In limited circumstances sign permits may need an additional legislative review. The Zoning Administrator will advise you if this necessary.

<u>Action</u>	<u>Approve</u>	<u>Reject</u>
Plan Commission Action		

APPEAL PROCESS – Applicants who are aggrieved by a decision of the Zoning Administrator may proceed to appeal an action to the Village’s Board of Appeals.

Proceed to Appeals of Zoning Interpretations Process
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Sign Permit Application



Applicant Information:

Name(s): _____

Firm Name (if any): _____

Relationship (check one): Owner Tenant Prospective Owner/Tenant Representing: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

Property Owner Information:

Name(s): _____

Ownership (check one): Individual Trust Partnership Corporation/LLC Other

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

Subject Property Parcel Number or Address: _____

Subject Property Zoning District: _____

Summary of Proposed Sign:

Sign Permit Application



Purpose of Sign:

- Advertising sign, off-premise
- Auxiliary sign (signs that support business activities)
- Business sign, on-premise
- Group Development business sign
- Temporary sign

Sign Configuration (check all that apply):

- Advertising vehicle sign
- Arm/Post sign
- Awning sign
- Freestanding sign
- Marquee sign
- Mobile sign
- Monument sign
- On-building sign
- Projecting sign
- Pylon sign
- Sandwich board/pedestal sign
- Wall sign
- Window sign
- Variable message sign

HWY 51 FRONTAGE: Yes No

If yes, sign may need approval from the Wisconsin Department of Transportation.

Expectations and Tips: Reimbursement for Village Development Review



ATTENTION READ CAREFULLY

Development review processes often require the use of Village consultants, such as planning, engineering and legal consultants. Because it is the applicant who is generating the need for the service, the Village’s policy is to assign consultant costs to the applicant, as opposed to asking general taxpayers to cover these costs. This policy also helps maintain a relatively small permanent Village staff. Applicants are asked on the “Signature of Understanding” page to acknowledge that costs for development review services will be billed back to them for reimbursement. Unpaid costs by the applicant will be applied to the property tax bill or intercepted through the State’s income tax process.

The development review costs provided below represent the *estimated* range of costs associated with each particular type of development review. This usually involves analysis and preparation of a written recommendation to a Village committee, Board, or staff. Costs vary depending on a range of factors, including the type of application, completeness and clarity of the development application, complexity of the proposed development, degree of cooperation from the applicant, and level of community interest.

Type of Development Review Being Requested	Typical Consultant Review Costs
Land Division	
Certified Survey Map	\$100-400
Preliminary Subdivision Plat	\$1,500 to \$2,500
Final Plat (does not include any development agreement time)	\$500 to \$1,200
Condominium Plat	\$1,500 to \$2,500
Rezoning	
To a standard (not Planned Neighborhood) zoning district	\$400 to \$2,000
To PN zoning district, including General Development Plan	\$2,000 to \$5,000
Text Amendment	\$100-\$500
Conditional Use	\$100 to \$500
Sign Permit	\$0 - \$50
Site Plan	\$100 to \$500
Variance	\$100 - \$1,000
Zoning Interpretations	\$100 - \$500
Annexation	\$500 - \$1,000
Vacate Village Land/Right of Way	\$300 - \$1,000

Expectations and Tips: Reimbursement for Village Development Review



Applicants for Village development approvals can help manage and minimize their development review costs and often speed up development review by following these tips:

- 1. Talk or meet with Village Zoning Administrator before submitting an application.** Before you make significant investments in your project, the Administrator can help you understand the feasibility of your proposal, what Village plans and ordinances will apply, the type of review process there will be, and how to prepare a complete application.
- 2. Submit a complete and thorough application.** One of the most important things you can do to make your review process less costly to you is to submit a complete, thorough, and well-organized application in accordance with Village ordinance requirements. There are checklists built into development approval applications to help you make sure your application is complete. To help you prepare an application that has the right level of detail and information, assume that the people reviewing the application have never seen your property before, have no prior understanding of what you are proposing, and don't necessarily understand the reasons for your request.
- 3. Consider working with an experienced professional to help prepare your plans.** Professional engineers, land planners, architects, surveyors and landscape architects should be familiar with standard development review processes and expectations. They are also generally capable of preparing high-quality plans that will ultimately require less time (i.e., less cost for you) for the Village's consultants to review, saving you money in the long run. Any project that includes site grading, stormwater management, or utility work; significant landscaping; or building remodeling or expansion generally requires professionals. For less complicated proposals, it is acceptable to prepare plans yourself rather than paying to have them prepared by a professional. However, keep in mind that even though the project may be less complex, the Village's staff and planning consultant still need to ensure that your proposal meets all requirements. All plans must be prepared with attention to detail.
- 4. For more complex projects, submit your project for conceptual review.** Conceptual review of preliminary plans almost always saves time, money, stress, and frustration in the long run for everyone involved. Conceptual plans may be submitted to the Zoning Administrator, who may share with the planning consultant for a quick, informal review. This will allow you to gauge initial reactions to your proposal and help identify key issues.
- 5. Hold a neighborhood meeting for larger and potentially more controversial projects.** For these types of projects, one way to help the formal development review process go more smoothly is to host a meeting for the neighbors. This usually should happen before you even submit a formal development review application. A neighborhood meeting will give you an opportunity to describe your proposal, respond to questions, and address issues in an environment that is less formal and potentially less emotional than a Plan Commission or Village Board meeting. Please notify Zoning Administrator of your neighborhood meeting date, time, and place; make sure all neighbors are fully aware; and document the outcomes of the meeting to include with your application.

Signature of Understanding



APPLICATION WILL NOT BE CONSIDERED COMPLETE UNTIL THIS PAGE IS SIGNED.

By signing and dating below, I/We:

1. Reviewed and understand the applicable Village of Poynette ordinances and its standards of approval related to this application;
2. Read, understand, and accept my/our responsibilities under the reimbursement section above;
3. Submitted an application that is true, correct, and complete to the best of my/our knowledge;
4. Acknowledge that Village officials and/or employees may, in the performance of their functions, enter upon the subject property to inspect or gather information necessary to process this application;
5. Understand that all meeting dates are tentative and may be postponed by the Village for the reason of incomplete submittals or other administrative reasons;
6. If this application is approved, agree to abide by this application, approved plans, and required conditions associated with plan approval in the development of the subject property; and
7. Understand that the Village's ordinances and/or the conditions of development approval may specify timeframes within which I/we must take certain actions related to the development of the subject property, or risk having the approval being nullified.

Signature of Applicant

Date

Signature of Property Owner (if different)

Date