

**Village of Balsam Lake  
Application for Sign Permit**

Permit # \_\_\_\_\_

The undersigned hereby applies for a permit to do work according to the following description and the specifications submitted herewith. The undersigned agrees that such work will be done as described and that it will comply with all applicable Statues of the State of Wisconsin and ordinances of the Village of Balsam Lake.

Property Owner \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone # Home \_\_\_\_\_ Work \_\_\_\_\_ Cell \_\_\_\_\_

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

Property Address \_\_\_\_\_ Tax # \_\_\_\_\_

Nature of Work \_\_\_\_\_

Date that construction will begin \_\_\_\_\_

Contractor \_\_\_\_\_ Phone # \_\_\_\_\_

Size of Proposed Sign \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_ Sq. Ft. Height \_\_\_\_\_

Cost of Project: \$ \_\_\_\_\_ Cost of material and labor (include labor if do-it-yourself project)

**It is a requirement that the site plan on page two of this application be filled out.**

**I Certify that this information is true and correct:**

Applicants signature \_\_\_\_\_ Date \_\_\_\_\_

\*\*\*\*\*Office Use Only\*\*\*\*\*

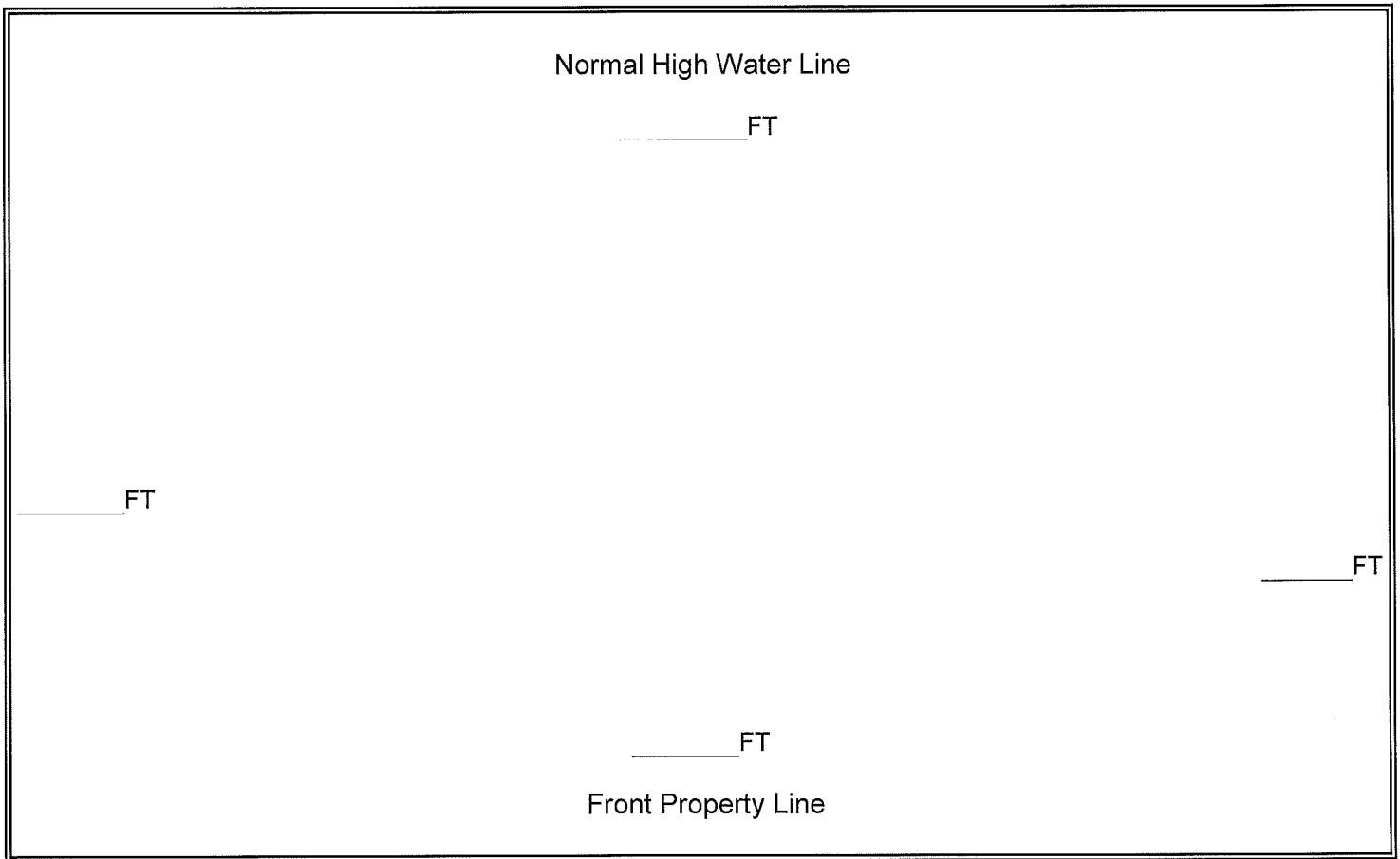
Date permit issued \_\_\_\_\_

Board Action \_\_\_\_\_

Conditionally Approved by \_\_\_\_\_

Permit Fee \$ \_\_\_\_\_ Date Paid \_\_\_\_\_

# Lot Layout/Site Plan



Show the location and size of all  
**Existing Structures in Solid Lines**  
**Proposed Structure in Dotted Lines**

Fees:	Up to \$2,000.00	\$ 40.00 plus \$ 1.67 per \$ 100.00 over \$ 500.00
	\$2,001.00 to \$25,000.00	\$ 65.00 plus \$ 7.60 per \$1,000.00 over \$2,000.00

*Village of Balsam Lake, WI  
Monday, February 13, 2012*

**§ 300-22. Sign requirements.**

No sign may be located, erected, moved, reconstructed, extended, enlarged, converted or structurally altered without a building permit. All signs must meet the structural requirements of Chapter 122, Building Construction and Fire Prevention, of this Code. All proposed signs shall be reviewed by the Zoning Administrator and are subject to approval prior to placement, except those identified as exempt in Subsection B, Signs exempt from obtaining a permit. To promote compatible signage throughout the development, signage should be an integral part of the overall building concept.

A. Prohibited signs. Prohibited signs in the Village of Balsam Lake include, but may not be limited to:

- (1) Portable signs.
- (2) Roof signs.
- (3) Revolving or moving signs.
- (4) Beacons.
- (5) Flashing, blinking or fluctuating signs.
- (6) Stringed flags.
- (7) Signs located in public rights-of-way.
- (8) Signs or posters attached to trees, fences, utility poles, or other permanent supports.
- (9) Unsafe or dangerous signs.
- (10) Signs with fluorescent colors.
- (11) Signs painted on walls or fences.
- (12) Off-premises commercial advertising signs or billboards.
- (13) Private signs on public property for more than three days.

B. Signs exempt from obtaining a permit.

- (1) In commercial and industrial areas (I, HC, RSC and VCC):
  - (a) Window signs painted on the window or affixed to the interior of a window, provided that such sign does not occupy more than 20% of the area of the window in which it is displayed. If the sign exceeds 20% of the area of the window, it will be considered a window sign and subject to window sign requirements.
- (2) In all zones, the following signs do not require a permit:
  - (a) Bulletin boards for public, charitable or religious institutions that do not exceed eight square feet in area located on the premises.

- (b) Memorial signs. Tablets, names of buildings and dates of erection are allowed when cut into any masonry surface or when constructed of metal and affixed flat against a structure.
- (c) Official signs, such as traffic control, parking restrictions, information and notices placed by or on behalf of any federal, state, county or Village government.
- (d) Incidental signs. A sign, generally informational, that has a purpose secondary to the use of the zone lot on which it is located, such as "No Parking," "Entrance," "Loading Only" and other similar directives. No sign with a commercial message which is designed with the intent to be legible from a position off the zone lot on which the sign is located shall be considered incidental.
- (e) Temporary, nonilluminated signs, including real estate sale, model home, open house, garage sale, thrift sale, auction/estate, and noncommercial signs such as political support and community event signs are allowed without a permit. Such signs, however, shall not exceed six square feet in total area and shall not stand more than five feet above grade. In the case of a noncommercial temporary sign, the display period shall not exceed 30 days. Any temporary commercial sign must be removed within seven days following completion of the sales event. The following exceptions are allowed:
  - [1] Construction signs: 100 square feet maximum in commercial or industrial districts; 10 square feet maximum in residential districts; shall stand no longer than 60 days after construction is complete.
  - [2] "For Sale" or "For Lease" signs: 32 square feet maximum in commercial or industrial districts; 10 square feet maximum in residential districts; under six square feet does not require a permit; shall stand no more than seven days after sale or lease is recorded.
  - [3] Special event signs, including banners, tethered balloons, inflatable signs and other similarly bold signage: 32 square feet maximum; shall be displayed for a consecutive period not to exceed 15 days or a maximum of 30 days per year.
  - [4] "Grand Opening" signs: 32 square feet maximum; shall be displayed for a period not to exceed 30 days.

C. Signs allowed in commercial and industrial districts upon issuance of a sign permit (VCC, HC, RSC and I).

- (1) Wall signs. "Wall sign" is defined as any sign attached parallel to, but within six inches of, a wall, painted on the wall surface, or erected and confined within the limits of an outside wall or structure, which is supported by such wall or building and which displays only one sign surface.
  - (a) Wall signs should not exceed a total signage allowance of one square foot of sign per linear foot of building frontage (minus any area devoted to freestanding or projecting signs). The sign shall not be placed above the mark at 12 feet above the mean center-line street grade.
  - (b) Canopy and awning signs are classified as wall signs.
  - (c) Lots fronting onto two main streets are permitted an additional 35% of the permitted wall sign area for each subsequent building frontage.
- (2) Projected signs. "Projected sign" is defined as a sign affixed to a building or wall in such a manner that its leading edge extends more than six inches beyond the surface of such building or wall.

- (a) Projected signs shall not exceed eight square feet in area and must not extend more than four feet from the building. Projected signs must provide a minimum sidewalk clearance of eight feet.
  - (b) Projected signs are prohibited in the Industrial District of the Village of Balsam Lake.
  - (c) Only one projected sign is allowed per business tenant in all commercial districts.
- (3) Ground signs. A ground sign is a freestanding sign supported by structures or supports that are placed on or anchored in the ground and that are independent from any building or other structure. One ground sign not to exceed 35 square feet in area is allowed per business tenant. A ground sign must be set back at least five feet from the lot line and should not exceed five feet in height. A pole-style ground sign must be set back at least 15 feet, with a maximum height of 12 feet. Pole-style ground signs are conditional uses in VCC and RSC Commercial Districts.

**[Amended 4-3-2006 by Ord. No. 2006-2]**

- (4) Combination of signs. A combination of no more than two sign types is allowable (wall sign, projected sign or ground sign) on any street frontage for any one business establishment. Each sign must meet the requirements for the individual sign type.
  - (5) Distance. All signs must advertise, promote or represent only establishments, goods or services located or sold or manufactured within 100 feet and which share the same lot as the sign that advertises them.
- D. Signs allowed in residential areas upon issuance of a sign permit (VR, RD and WD).
- (1) Subdivision identification signs. For residential subdivisions consisting of more than four residential units, no more than one ground sign/neighborhood identification sign per development entrance will be permitted. Each sign must not exceed 16 square feet or five feet in height from the finished grade. The sign must be set back at least five feet from the property line.
  - (2) Signs appurtenant to residential conditional uses. Commercial uses in a residential district that have been reviewed and approved through the conditional use process, for example, home occupations, shall be permitted one wall sign that shall not exceed four square feet in area. Ground signs and projected signs are not allowed in residential areas unless they are temporary and meet the requirements of the following subsection.
  - (3) Temporary signs. Temporary signs that exceed six square feet in total area and, if freestanding, stand more than five feet above grade require a sign permit. No more than one such sign is allowed per street frontage, and that sign must be located within the setback.
- E. Requirements for all districts. Signs must not mimic the shape, size, form or color of railroad or traffic signs. Signs must not obstruct or interfere with the effectiveness of railroad or traffic signs. No sign shall be erected, relocated or maintained so as to prevent free ingress or egress from any door, window or fire escape, and no sign shall be attached to a standpipe or fire escape. No sign shall be placed so as to obstruct or interfere with traffic visibility.
- F. Application for sign permit. An application for a sign permit must be submitted to the Zoning Administrator at the Village Hall. The application must contain sufficient information and plans to permit review pursuant to this chapter, including but not limited to building elevations; photographs; proposed locations of signs on building elevations; sign design layout showing the number, font style and dimensions of all signs; and a site plan showing the proposed location of all signs.

G. Sign maintenance. All signs must be continuously maintained in a state of security, safety and repair. If any sign is found not to be so maintained or is in need of repair, it shall be the duty of the owner and the occupant of the premises to repair or remove the sign within 10 days after receiving written notice from the Zoning Administrator. If the sign is not repaired or removed, the Zoning Administrator may have the sign removed at the expense of the owner of the premises.

H. Nonconforming signs.

- (1) All signs which were legally permitted prior to adoption of this chapter are considered legal, permitted signs under this chapter. If nonconforming, however, such signs may not be:
  - (a) Replaced, except with a conforming sign.
  - (b) Changed in copy (except signs specifically designed to allow copy change).
  - (c) Structurally altered to extend the life of the sign.
  - (d) Expanded, moved or relocated.
- (2) No legal, nonconforming sign may be altered or enlarged in any way which increases its nonconformity. Any existing signage may be altered to reduce its nonconformity.
- (3) Any lot with a nonconforming sign may not add additional signage until all signs on the lot are brought into conformance with this chapter.

H1. Off-premises business directional signs.

**[Added 2-2-2009 by Ord. No. 2009-01 Editor's Note: This ordinance also provided an effective date of 2-13-2009. ]**

- A. Definition. An off-premises business directional sign shall identify a business and direct persons to the business from the location of the sign. The off-premises sign location and design shall be approved by the Village Board.
- B. Location(s). The Village Board approved the following location(s) for off-premises signs:
  - (1) A community business directional sign shall be located on the southwest side of the Village office building at 404 Main Street.
- C. Sign permit. The Village Board shall set an initial sign fee and a yearly renewal fee for an annual sign permit and the fees shall be listed in the Village fee schedule. The Village Board shall review all submitted applications for approval. All approved permits shall expire on the 31st day of May of the year following the date of issuance. Requests for renewal of approved permits must be submitted to the Village office at least 30 days before expiration for Village Board approval.
- D. Sign requirements.
  - (1) Off-premises business directional signs shall be limited to non-Main Street/W. Main Street businesses located within the Village limits.
  - (2) Each business shall be required to obtain an approved sign permit for each single sign on an annual basis.
  - (3) All signs under this section shall comply with § 300-22A and E and all state, county and local signage laws.

- (4) Each business shall have one business directional sign per location, with one listed business per sign.
- (5) All business directional signs shall be purchased through the Village for uniform consistency. The signs shall be constructed of wood, seven inches wide and 72 inches long, with contrasting block-type lettering.

I. Violations and penalties.

- (1) Failure to comply with this chapter after being notified in writing by the Zoning Administrator will result in any or all of the following actions by the Zoning Administrator or any authorized Village official on behalf of the Village:
  - (a) Maintain a civil action to prevent an unlawful sign use from occurring, to prevent its continuance or to restrain, correct, or abate any violation of the sign regulations.
  - (b) Directly issue and/or submit to the proper court for filing and processing an appropriate complaint charging a violation of this chapter.
- (2) Any person owning, leasing, erecting or controlling any sign in violation of the provisions of this chapter shall be subject to a penalty as provided in § 300-34 of this chapter. Each day that the violation exists shall constitute a separate offense.

**[Amended 4-3-2006 by Ord. No. 2006-2]**