



# SIGN GUIDE

CITY OF WAUPACA

The following information in this packet is provided to help guide you through the permit application process. This packet will also provide you with information regarding sign submittal requirements that pertain to your project.

**Page 2-3: Permit Application Guide**

**Page 4-5: Permit Application**

**Page 6: Submittal Requirements**





# PERMIT APPLICATION GUIDE

CITY OF WAUPACA

## Sign Permit Guide:

This guide was developed to help direct you through the permit application process. Following the steps below will help to expedite the issuance of your permit.

### 1. Completely fill out the Attached Permit Application.

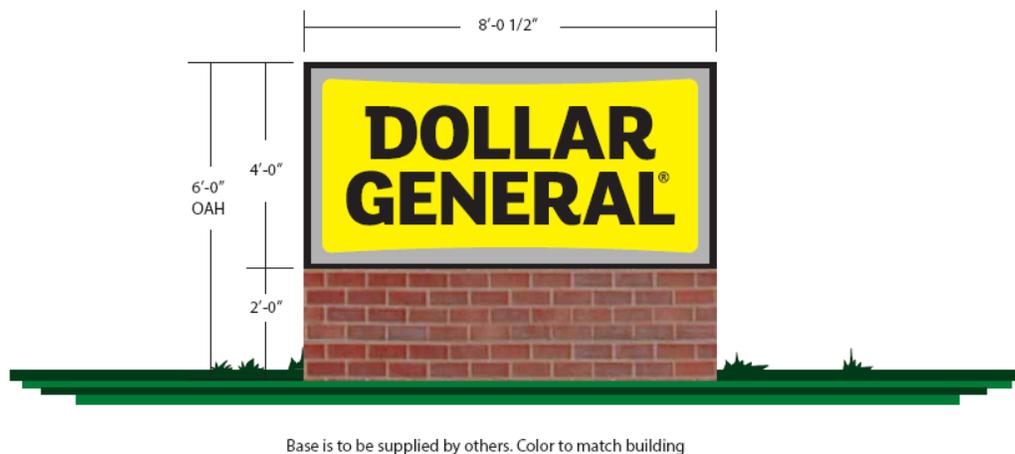
Provide a detailed description of all proposed work. Please refer to page 5 of this packet to review the required information needed when submitting for a sign permit. If you have specific zoning questions please contact the Community and Economic Development Department at 715-258-4404.

### 2. Provide Site Plan.

The plans shall include but are not limited to the elements listed on the permit application page. City staff hold the right to require additional elements as needed.

### 3. Provide Drawings.

Please refer to page 5 of this packet to review the required information needed when submitting for a sign permit. If you have specific zoning questions please contact the Community and Economic Development Department at 715-258-4404. Example drawing provided below.



This handout was developed by the City of Waupaca as a basic plan submittal guide. It is not intended to cover all circumstances. Check with the Community and Economic Development Department for additional requirements that may apply to your specific project.

## **4. Apply for the Permit**

Please plan ahead and pick one of the following methods to apply for your permit. We suggest that you apply for the permit a minimum of 2 weeks prior to your start date. Make sure all of the required information listed above is included and submit it to the Community and Economic Development Department using one of the methods listed below:

### **Drop Off:**

Completed applications may be dropped off at the Community and Economic Development Department anytime Monday through Friday from 7:30am-4:00pm. The department will review your submittal and contact you if further information is required. The permit will not be issued at the same time the application is being submitted to the Community and Economic Development Department.

### **By Email:**

cedinfo@cityofwaupaca.org

### **By Mail:**

City of Waupaca  
Community and Economic Development Department  
111 S. Main St.  
Waupaca, WI 54981

## **5. Permit Fees**

Submit the applicable permit fees once the permit is approved by the Community and Economic Development Department. After the permit is approved, the department will notify you of the total permit fees to be paid upon pick-up of the permit. Permit fees are based upon the City of Waupaca Fee Schedule.

Fees can be paid using cash, check or credit card.

**A COPY OF THE PERMIT MUST BE DISPLAYED IN THE FRONT WINDOW BEFORE WORK BEGINS.**

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**CITY OF WAUPACA  
DEPARTMENT OF INSPECTION  
111 S. MAIN STREET  
WAUPACA, WI 54981  
PHONE: 715-258-4404 · FAX: 715-258-4426**

DATE: \_\_\_\_\_

**APPLICATION FOR SIGN PERMIT**

APPLICANT NAME: \_\_\_\_\_ PHONE NO: \_\_\_\_\_  
MAILING ADDRESS: \_\_\_\_\_ EMAIL ADDRESS: \_\_\_\_\_

PROPERTY OWNER'S NAME: \_\_\_\_\_ PHONE NO: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_ EMAIL ADDRESS: \_\_\_\_\_

<p><b>SIGN LOCATION</b></p> <p>Parcel Number: _____ Zoning District: _____ Business Name: _____ Address: _____ Estimated Cost: _____</p>	<p><b>SIGN FEATURES</b></p> <p><input type="checkbox"/> Interior Light <input type="checkbox"/> Exterior Light <input type="checkbox"/> EMC <input type="checkbox"/> Reader Board</p>
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SIGN TYPE <small>MONUMENT, PROJECTING, WALL, DIRECTIONAL, TEMPORARY, OR LENS REPLACEMENT</small>	HEIGHT	WIDTH	CONSTRUCTION TYPE	TOTAL SQUARE FOOTAGE
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

**INSTALLATION**

Sign Installer: \_\_\_\_\_ Phone Number: \_\_\_\_\_  
Email: \_\_\_\_\_ Address: \_\_\_\_\_  
Electrician (if applicable, additional permit(s) may be required): \_\_\_\_\_

**DESCRIPTION OF WORK:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**NOTICE:** A City of Waupaca permit only authorizes construction/use pursuant to City ordinances and regulations. The construction/use contemplated by this application may require approvals and/or permits under County or State rules, regulations and ordinances. It is the sole responsibility of the owner/applicant to obtain such approvals/permits. Applicant certifies that the above information is accurate. A permit is void if issued in error or under a misstatement of fact.

**\*IF TENANT IS APPLYING FOR PERMIT, A SIGNATURE IS NEEDED FROM PROPERTY OWNER ALLOWING PROJECT.**

APPLICANT'S SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

PROPERTY OWNER'S SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**FOR OFFICE USE ONLY:** FEE: \_\_\_\_\_ PAID: \_\_\_\_\_ DATE: \_\_\_\_\_ INITIALS: \_\_\_\_\_

**DRAWING CHECKLIST – to be drawn in the space provided.**

**Ground Sign – Independent Structure**

- Physical dimensions of the lot and location of property lines\*
- Street / alley locations
- Driveway and parking locations
- Locate existing signage and structures
- Locate proposed signage with dimensions and height
- Distance of proposed ground signage from lot lines, streets, alleys and other structures
- Floodplain/wetland areas

**Building Sign – Attached to a Building Structure**

- Size, dimensions and square footage of building face on which the sign is being placed.
- Locate existing building signage and size
- Dimensions and location of proposed signage
- Distance signage is projecting into the right-of-way
- Distance from outside face of the curb
- Clearance between the grade of sidewalk at any point and the lowest point of any appendage or projection of any canopy/awning

**Site plans not including sufficient detail may be rejected.**

\*All dimensions shown relating to the location and size of the lot shall be based upon an actual survey by a licensed surveyor. **This may require a plat of survey, recorded plat or recorded certified survey map to be created if one does not already exist.**

A large dashed rectangular box occupies the lower two-thirds of the page, serving as a designated area for drawing site plans. The box is empty and its boundaries are defined by a thick, black dashed line.



# SUBMITTAL REQUIREMENTS

CITY OF WAUPACA

## PERMIT CHECKLIST

- Current survey or dimensioned sketch illustrating location of ground or monument signage.
- Dimensioned color drawing of all proposed signage.
- All wall sign applications shall include a dimensioned color drawing of the corresponding building elevation and aggregate wall area. This information is required to evaluate whether the proposed sign complies with the applicable signage codes.
- All projecting sign applications shall include a dimensioned color drawing with signage size and location specified. This information is required to evaluate whether the proposed sign complies with the applicable signage codes.
- All sign permit(s) shall include location and dimensions of all existing similar type of signage.
- Underwriter's Laboratory Number (UL Number) to be provided subsequent to approval, but prior to installation.
- Certificate of Liability Insurance specifying City of Waupaca as policy holder (required for projecting signage extending over public right-of-way). See example below.

**ACORD** CERTIFICATE OF LIABILITY INSURANCE

**COVERAGE**

COVERAGE	CERTIFICATE IS IN FORCE	EXCLUDED PERILS
1. Automobile Liability	<input type="checkbox"/>	Autonomous Vehicle
2. Commercial General Liability	<input type="checkbox"/>	Contractual Liability
3. Professional Services Liability	<input type="checkbox"/>	Employer's Liability
4. Products and Completed Operations	<input type="checkbox"/>	Personal and Advertising Injury
5. Fire and Theft	<input type="checkbox"/>	War, Atomic and Nuclear
6. Fidelity and Bond	<input type="checkbox"/>	Workers' Compensation
7. Directors and Officers	<input type="checkbox"/>	Wrongful Death
8. Employment Practices Liability	<input type="checkbox"/>	Wrongful Termination
9. Cyber Liability	<input type="checkbox"/>	
10. Contaminated Property	<input type="checkbox"/>	
11. Utility Service Interruption	<input type="checkbox"/>	
12. Construction Defect	<input type="checkbox"/>	
13. Professional Services	<input type="checkbox"/>	
14. Directors and Officers	<input type="checkbox"/>	
15. Employment Practices	<input type="checkbox"/>	
16. Fidelity and Bond	<input type="checkbox"/>	
17. Fire and Theft	<input type="checkbox"/>	
18. Products and Completed Operations	<input type="checkbox"/>	
19. Commercial General Liability	<input type="checkbox"/>	
20. Automobile Liability	<input type="checkbox"/>	

**CERTIFICATE HOLDER**

City of Waupaca  
100 South Main Street  
Waupaca, WI 54981

**CALCULATION**

Amount of Coverage: \$1,000,000  
Policy Number: 123456789  
Effective Date: 01/01/2024  
Expiration Date: 12/31/2024

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**Underground Utilities: Call Diggers Hotline 3 Work Days Before You Dig! # 1-800-242-8511**