

SIGNAGE GUIDELINES

Sandwich Board Signage - Not Downtown
13.21 (23)



www.westalliswi.gov/signs

General:

- Only permitted for commercially used buildings with a 0-5 foot front yard setback
- Only one board allowed per business or per entrance for multi-tenant buildings
- 2 sign faces allowed per board

Area:

- Maximum sign face size is 10 square feet
- Base must not exceed 2.5 feet wide
- Total height must not exceed 4 feet

Sign Design:

- Only durable materials allowed (must be self-supporting):
 - Wood
 - Metal
- Materials not allowed:
 - Cardboard
 - Plastic
 - PVC Pipe Materials



Requirements:

- Must not be illuminated, have reflective surfaces, or any additional items affixed to it.
- Not displayed over night or when closed

Preferred Types/Styles



Metal Boards



Wood Boards

Location of Sign:

- Signs can be placed on either city right-of-way or private property
- The City's Building Inspections and Neighborhood Services Department shall review sign placement after installation
- **Signs shall not:**
 - Be located within 6 inches of the curb face.
 - Be placed within 10 feet of a fire hydrant or building fire department connection.
 - Impede or obstruct the general public or the exit of the building.
 - Interfere with the vision clearance at corners and must be placed at least 15 feet from the corner.
 - Be placed more than 10 feet from the business entrance.
 - Be placed in the walking or wheelchair pathway areas or private sidewalk pathways.
- *If the sign is placed on city right-of-way, a grant of privilege from the City Engineer and approval from the Attorney's Office must be obtained.*
- *If the sign is placed on private property, no grant of privilege is required.*



Application and Review Procedure:

Please submit **1 color copy** of the scaled signage proposal, completed application, and corresponding signage review and permit fee to the Department of Development. Upon design approval by the Department of Development, the application will be forwarded to the Department of Building Inspections and Neighborhood Services. If technical information regarding installation is not known at the time of application, additional information will be required prior to the issuance of a sign permit.

Fees:

- Review (Annually) - \$100
- Permit - \$100