



**Dane County**  
**Department of Planning and Development**  
Zoning Division  
Room 116, City-County Building  
210 Martin Luther King Jr. Blvd.  
Madison, Wisconsin 53703  
(608) 266-4266

## **ZONING PERMIT FOR A SIGN**

### **Required materials for zoning permit applications for signs:**

- **Application form.** Completed zoning permit application form for a sign.
- **Site plan.** The locations of all buildings and structures on the lot shall be provided. The locations of all existing and proposed signs shall be provided. Distance of proposed signs to property lines shall be labeled. Dimensions of property lines shall be labeled. Site plan shall be drawn to scale using an Architect's scale (i.e. 1/8"=1'0") or Engineer's scale (i.e. 1"=10').
- **Detailed drawings.** Drawings of all proposed and existing signs shall show the design, layout, and dimensions of the signs. Total copy area of all proposed and existing signs shall be provided. All drawings shall be to scale using an Architect's scale (i.e. 1/8"=1'0") or Engineer's scale (i.e. 1"=10').
- **Elevation plans.** Height of all proposed and existing signs shall be shown from finished grade. Any proposed landscaping shall be shown. If a sign is proposed to be on a wall, then the entire wall that such sign will be attached to must be depicted showing the location of all proposed and existing signs on said walls. Sign height shall be labeled on the elevation plans. Elevation plan shall be drawn to scale using an Architect's scale (i.e. 1/8"=1'0") or Engineer's scale (i.e. 1"=10').
- **Illumination plans.** For illuminated signs, the method of illumination shall be provided. The number and type of lamps and luminaires shall be provided.
- **Review fees.** Payment for zoning permit application review fees shall be submitted prior to staff review of plans.
- **Separate zoning permit applications** are required for each proposed sign.
- All other information deemed pertinent by the Zoning Administrator or designee thereof shall be provided.

Zoning permit **application materials for signs may be emailed to [zoning@countyofdane.com](mailto:zoning@countyofdane.com)**. Please attach all materials to the email in PDF format. Alternatively, you may mail all appropriate information and fees to Dane County Planning and Development, Zoning Division, City County Building, Room 116, 210 Martin Luther King Jr. Blvd., Madison, WI 53703. Please call our office at (608) 266-4266 or contact us by email at [zoning@countyofdane.com](mailto:zoning@countyofdane.com) with any questions.

Payment for application review fees may be made by mailing or dropping off a check, or online by credit card. To pay by credit card, please request a Square invoice (credit card payments include a convenience fee).

## **Application Review Standards:**

- Application review fee payment is required prior to staff review of application materials.
- All required application materials shall be submitted prior to staff review of sign plans. Required application materials are listed on the first page of this handout.
- Incomplete or inaccurate applications will be denied, as will applications for signs that do not meet the requirements of the Dane County Zoning Ordinance. Review fees will not be refunded.
- Any permit application that has been denied after review may be reapplied for by revising the application materials, and by submitting another full set of permit application materials along with another review fee.

## **Application Review Fees:**

<b>TYPE OF SIGN</b>	<b>APPLICATION REVIEW FEE</b>
ON PREMISE ADVERTISING WALL SIGN	\$100.00
ON PREMISE ADVERTISING GROUND SIGN	\$200.00
ON PREMISE ADVERTISING PYLON SIGN	\$200.00
ELECTRONIC MESSAGE SIGN	\$300.00
BILLBOARDS (EACH FACE)	\$500.00
DIRECTIONAL SIGN	\$100.00
SUBDIVISION SIGN	\$100.00
PROJECTING SIGN	\$100.00
HOME OCCUPATION SIGN	\$50.00
LIMITED FAMILY BUSINESS SIGN	\$50.00

Requirements for signs, such as the maximum allowable sign copy area, the maximum allowable height, and locational requirements for signs can be found in Subchapter II of the Dane County Zoning Ordinance, under Section 10.800: <https://www.danecountyplanning.com/documents/pdf/Zoning-Information/Chapter-10-Revised.pdf#page=218>

## **Computation of Sign Copy Area and Height:**

- **Copy area.** The copy area of signs which have a face, border or trim shall consist of the entire surface area of the sign on which copy could be placed. Copy area of a sign whose message is applied to a background which provides no face, border or trim shall be the area of the smallest rectangle which can encompass emblems and other elements of the sign message.
- **Height.** The height for ground and pylon signs shall be measured from ground level at the base of the sign to the top edge of the sign. The height for billboard signs shall be measured from the elevation of the centerline of the adjacent road to the top of the sign. The height for wall signs shall be measured from the base of the building below the sign to the top of the sign face.

Additional information regarding signs can be found on the Dane County Planning and Development website: <https://www.danecountyplanning.com/Permits-Applications/Sign-Permit>



# ZONING PERMIT APPLICATION FOR A SIGN

## PROPERTY OWNER INFORMATION

OWNER NAME		
OWNER ADDRESS (Number, Street, City, State, Zip)		
HOME PHONE	CELL PHONE	E-MAIL ADDRESS

## AGENT INFORMATION

AGENT NAME
AGENT ADDRESS
(City, State, Zip)
PHONE
E-MAIL ADDRESS

## CONTRACTOR INFORMATION

CONTRACTOR NAME
CONTRACTOR ADDRESS
(City, State, Zip)
PHONE
E-MAIL ADDRESS

## PROPERTY/LOCATION INFORMATION (<http://accessdane.co.dane.wi.us/>)

PARCEL NUMBER:	CURRENT ZONING:	ACREAGE:	
TOWNSHIP:	SECTION: _____ 1/4: _____ 1/4: _____		
ADDRESS:			
GSM:	LOT	SUBDIVISION	BLOCK/LOT

## PROPOSED PROJECT INFORMATION

PROJECT DESCRIPTION:	
<input type="checkbox"/> This project is a new sign.	
<input type="checkbox"/> This project is an addition/alteration to an existing sign.	
DISTANCE TO LOT LINE (FEET):	
SIGN HEIGHT (FEET):	
SIGN COPY AREA (SQUARE FEET):	
SPEED LIMIT (MPH):	
TYPE OF SIGN: (WALL / GROUND / PYLON):	
ESTIMATED CONSTRUCTION COST: → → → → → → →	\$
(Please round to nearest dollar)	

## CUSTOMER TO PROVIDE

- Zoning status; CUP; Deed Restriction; Variance (# \_\_\_\_\_)
- Site plan drawn to scale including dimensions
- Setbacks
- Detailed drawings to scale
- Elevation plan drawn to scale
- Illumination plans (if applicable)
- Wisconsin DOT approval (if applicable)

## STAFF REVIEW

- Zoning district
- Permitted use
- Square footage requirements
- Height requirements
- Locational requirements
- Review location survey and available options

1. The property is within 300 feet of a stream or 1000 feet from a pond or lake? .....  Yes  No  Don't know
2. Is there a wetland or floodplain on or near the property? .....  Yes  No  Don't know
3. Have you talked with the township about your project and are they in agreement? ....  Yes  No
4. Has there been a zoning permit issued for this property in the past 5 years? .....  Yes  No
5. Is this project associated with a rezone/CUP/variance (petition/appeal # \_\_\_\_\_) (leave blank if none)
6. Is a location survey required? (see reverse) .....  Yes  No  Don't know
7. Is this to correct a violation? .....  Yes  No

APPLICATION MUST BE SIGNED  
(Continue on Back) → → →

# A location survey, by a licensed surveyor, is required if your sign is within 10 feet of a setback line.

- You will need to hire a surveyor to prepare a location survey to verify the construction location.
- Note: A location survey may add significant cost to your project. Please contact a Wisconsin Licensed Land Surveyor.

1. I, the undersigned, hereby make application for a zoning permit only for the location and the work described herein and certify to the accuracy of that information. I further certify I am the property owner, or a duly authorized representative, and may sign this permit application on behalf of the owner(s) of said property, and I have read and understand all of the conditions of this permit and will construct the project in compliance with those conditions. I understand that failure to provide accurate information or to comply with any provisions of the permit renders it null and void and may result in an enforcement action.

2. I, the undersigned, hereby consent to the entry on the permitted premises by zoning inspectors of the Dane County Department of Planning & Development to determine compliance with the county's zoning ordinances. This consent is valid for the period commencing with issuance of this zoning permit and terminating with issuance of a certificate of compliance or until earlier revoked in writing by the owner of the property.

3. I, the undersigned, hereby agree to comply with the illumination standards of the Dane County Zoning Ordinance.

<b>PRINT: Owner/Agent</b>	<b>DATE:</b>
<b>SIGNATURE: Owner/Agent</b>	

**DANE COUNTY PLANNING AND DEVELOPMENT  
ZONING DIVISION  
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