



SIGN PERMIT APPLICATION & ELECTRONIC SIGN LICENSE

CITY OF NEW RICHMOND – BUILDING & ZONING
156 E. FIRST STREET – NEW RICHMOND, WI 54017
715-246-4268 – www.newrichmondwi.gov

Office Use Only

Permit Number _____
Received By _____
Date Received _____
Fee Total _____

THE FOLLOWING INFORMATION MUST BE INCLUDED WITH YOUR APPLICATION:

- Payment for amount of permit (See Building & Zoning Office for fee)
- For freestanding/monument/pylon sign: a site plan showing sign placement in relation to buildings, public streets, and parking areas.
- If leased space, need to include a letter of approval from the property owner

Business Name and Owner _____

Site Address _____

Owner Contact Information _____

PROPERTY OWNER	Name _____			
	Address _____			
	City _____	State _____	Zip _____	
	Contact _____	Day Phone # _____		
	Email Address _____			
SIGN CONTRACTOR	Company Name _____ License # _____			
	Address _____			
	City _____	State _____	Zip _____	
	Contact _____	Day Phone # _____		
	Email Address _____			
SIGN DESCRIPTION	<input type="checkbox"/> Electronic (\$X per sign plus completion of electronic sign license, see Page 2)	<u>Sign Type and Dimensions</u>		
	<input type="checkbox"/> Permanent (\$ based on sign value)			<input type="checkbox"/> Wall Sign Length _____ Width _____ Square Feet _____
	<input type="checkbox"/> Temporary Two, two-week periods per calendar year Display dates: _____			<input type="checkbox"/> Freestanding Length _____ Width _____ Height _____ Square Feet _____ Setback: Front _____ Side _____
	<u>Illuminated Sign</u> <input type="checkbox"/> Internally illuminated <input type="checkbox"/> Externally illuminated <input type="checkbox"/> Not illuminated			<input type="checkbox"/> Temporary Sign Length _____ Width _____ Square Feet _____ Display Location _____
	<u>Type of Work</u> <input type="checkbox"/> New Sign <input type="checkbox"/> Replacement Sign <input type="checkbox"/> Alter Existing Sign	<u>Changeable Copy</u> <input type="checkbox"/> No Changeable Copy <input type="checkbox"/> Manual Changeable Copy <input type="checkbox"/> Electronic Changeable Copy		
SIGN VALUE	Estimated value of project and or sign \$ _____			

Applicant Signature: _____ **Date:** _____

Applicant Printed Name: _____

Electronic Display/Changeable Copy Sign License

By signing below, you are certifying the electronic signage meets the following performance standards:

1. The display shall not change more than once every ten (10) seconds
2. The display shall not include scrolling, flashing, animation, or display video. Animated or video displays are prohibited.
3. The display must be static and the transition from one static display to another must be instantaneous without special effects.
4. The display image or message must be self-contained, without continuation in content to the next image or message.
5. The brightness of the sign shall not exceed 5,000 NITS after sunrise and before sunset or 500 NITS after sunset and before sunrise each day.
6. The sign shall be equipped with an automatic dimmer control or other mechanism that automatically controls the sign's brightness to comply with this condition.
7. The display must be designed and equipped to freeze the device in one position if a malfunction of the electronic display occurs.
8. The display must also be equipped with a means to immediately discontinue the display if it malfunctions, and the sign owner must immediately stop the electronic display when notified by the City that it is not complying with the stipulations of this section.

Signature _____ Date _____

Print Name _____ Email _____

Expiration and Renewal of License

- Licenses shall not expire except due to a change in property owners, sign owners, tenants, location, or removal of the sign.
- A license that will expire under the provisions above may be renewed only by re-completing the application and paying the license fee adopted by the City Council.

Office Use Only		
<p><u>Sign Permit Type:</u> Permanent Sign _____ Temporary Sign _____ Electronic Sign _____</p> <p><u>Work Type:</u> New _____ Addition _____ Repair _____ Demolish _____ Replace _____ Alter/Remodel _____ Move _____</p> <p><u>Owner:</u> Public _____ Private _____</p>	<p><u>Zoning District</u> Z-2 Sub-urban _____ Z-3 Multi-Use _____ Z-4 General Urban _____ Z-5 Traditional Neighborhood _____ Z-6 Central Business _____ Z-7 Industrial _____</p>	<p>Comments</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Approved by: _____</p> <p>Date: _____</p>