

27.04 Temporary Signs**City of Waukesha****1. WHEN PERMIT REQUIRED.****1. The following Temporary Signs are allowed without a permit:**

- a. One Yard Sign or Banner Sign, of no more than 32 square feet of Sign Area, per Premises in any commercial district.
- b. Up to five Yard Signs or Banner Signs, with a maximum area of 32 square feet per sign and a maximum total area of 240 square feet, per Premises in any residential zoning district.
- c. Flags that contain a Commercial message.
- d. A-Frame Signs.
- e. Temporary Signs displayed on the inside of windows, covering not more than 25% of the area of each window.

2. The following Temporary Signs shall not be erected, altered, or placed until a permit has been obtained pursuant to sub. (3) of this section:

- a. Yard Signs or Banner Signs of more than 32 square feet in area in any district or which exceed one in number per Premises in a commercial district.
- b. Feather Signs.
- c. Inflatables.

3. All other Temporary Signs are not allowed unless expressly permitted by other provisions of this Municipal Code.**2. GENERAL RULES. The following rules apply in all zoning districts.**

1. Regardless of the restrictions in subsections (1)(a) through (c), any Premises may display Non-Commercial Temporary Signs, Banner Signs, or Yard Signs without a permit, and without limitation as to their number, up to a maximum of 25 square feet of additional Temporary Sign Area.
2. If a Premises has not reached its limit of Gross Sign Area under §27.03(3), then the remaining unused Gross Sign Area may be allocated to Temporary Signs, in addition to the Temporary Sign Area limits in this section.
3. Temporary Signs requiring a permit may be displayed a maximum of 60 days per calendar year per Premises.
4. Temporary Signs are not permitted on public property or public rights of way, except A-Frames in the Central Business District in compliance with §27.04(7) and Flags in compliance with §24.06(e).

3. APPLICATION FOR TEMPORARY SIGN PERMIT. For Temporary Signs requiring a permit, the following application process shall be followed:

1. All Applications for a Temporary Sign permit shall be made on a form furnished by the Department. One application form is required per Temporary Sign. Application for a permit shall include (i) a scale drawing of the Temporary Sign showing materials, message, colors, and construction; (ii) a scale drawing or photo of the building façade

Wis. DOT

Sign placement guidance

Realty, campaign and other temporary signs must be placed on private property. Since highway right-of-way limits may vary greatly in width, look for fences parallel to the road or for utility pedestals and poles. These items are usually placed near the right-of-way limits.

Utilities are often installed just inside the right-of-way limit. Signs are not allowed in the area between the utility poles and the road surface.

Citations may be issued for violating Wisconsin Statute s. 86.19, which covers improperly placed signs on state highway right-of-way. Fines may also be issued based on the seriousness of the offense. Fines range from \$10 to \$500 and are usually higher for second or subsequent violations.