

GUIDELINE FOR BUSINESS SIGNAGE - CITY OF RACINE

To enhance the consistency and safety of signage in the City of Racine, a sign permit must be obtained anytime a business or organization wishes to display permanent or temporary signage. To be approved, a sign must meet the rules and standards of the City's sign ordinance, Chapter 114, Section X of the Municipal Code of the City of Racine. The complete sign ordinance can be accessed at the City's website by clicking on the link "Municipal Code/Ordinances." Paper copies of the sign ordinance can be purchased in the Department of City Development.

HOW DO I START THE PROCESS TO OBTAIN A SIGN PERMIT?

- Contact the City of Racine Building Department or the Department of City Development. They can help you determine if the location of the proposed sign is subject to the standards of a design review district or the basic sign ordinance. They can also explain ordinance requirements and help you through the approval process.
- If your business is part of a shopping center or a multi-tenant building, the owner or leasing agent may have sign standards that have already been approved by the City. The shopping center's City approved standards must be observed. Often these standards will include approved colors, sizes and/or materials and styles.
- Obtain a sign permit application from the Building Department or on the City's website.
- Submit the application and plans to the Building Department. The plans should detail the size, color, style, location of the sign on the property and materials that will be used to make the sign. It is important to include an inventory of existing signs on the property as well.

THINGS TO KNOW!

- Talk to the Building Department or the Department of City Development *BEFORE* you apply for your permit or purchase your sign. This can save you money, time and aggravation.
- Window signs and sandwich board signs do not need a permit but must be displayed according to the size and location standards contained in the sign ordinance.
- If your sign will extend over, or is set in a public street, alley or sidewalk, you will need a Hold Harmless Agreement with the City (also referred to as a "Revocable Occupancy Permit"). This agreement releases the City from liability should your sign injure a pedestrian or motorist, or needs to be removed during a construction project. Contact the City Attorney's office for more information
- All signs must be erected and maintained in accordance with the approved plans, and within any standards of the sign ordinance that may apply.

CONTACT INFORMATION

Department of City Development

TELEPHONE: (262) 636-9151

Building Department

TELEPHONE: (262) 636-9464

City Attorney's Office

TELEPHONE: (262) 636-9115

Online: www.cityofracine.org





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BUILDING DEPARTMENT

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This brochure was prepared by LaunchBox, a joint initiative of the City of Racine, County of Racine, Racine County Economic Development Corporation, Wisconsin Economic Development Corporation, SC Johnson Foundation and Twin Disc, Inc.

BUSINESS SIGNAGE



OPENING A BUSINESS
IN THE
CITY OF RACINE

