



City of Fond du Lac  
**Building Inspection Division**

160 South Macy Street  
 PO Box 150  
 Fond du Lac WI 54936-0150  
 920.322.3570  
 fdlinspections@fdl.wi.gov

**APPLICATION FOR  
 SIGN PERMIT**

Address of Sign Location: \_\_\_\_\_  
 Business Name: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_  
 Email address: \_\_\_\_\_

Sign Erector Name
Address
Telephone
Email

- CHANGE OF COPY**
- NEW SIGN**
- Awning
- Directional
- Ground (Pole or Monument)
- Projecting
- Wall
- Temporary Sign (15 days max per quarter)  
 Display sign dates: \_\_\_\_\_

- SPECIAL REVIEW:
- Historic/Landmark
  - Downtown Sign District (DARB)
  - Variance Approved/Appeal No. \_\_\_\_\_
  - Special Highway 41 Sign District

Total Valuation of Project \_\_\_\_\_

Please see City of Fond du Lac Sign Ordinance chapter 720 80-88 & Schedule VIII for all sign regulations and requirements.

Building Façade Linear Dimensions: North: \_\_\_\_\_ ft South: \_\_\_\_\_ ft East: \_\_\_\_\_ ft West: \_\_\_\_\_ ft  
 Linear Footage of Lot Frontage: North: \_\_\_\_\_ ft South: \_\_\_\_\_ ft East: \_\_\_\_\_ ft West: \_\_\_\_\_ ft

**Awning Valuation \$ \_\_\_\_\_**

Lettering and/or pictorial matter to advertise/identify a place of business shall constitute a wall sign; sign area shall be charged to area permitted. Where awning signage is limited to one line of non-illuminated lettering on the fascia and a logo on the façade, sign area shall not be charged to total permitted.

Existing Awning Sign Area: \_\_\_\_\_ square feet Proposed Awning Sign Area: \_\_\_\_\_ square feet

**Directional Sign(s) Valuation \$ \_\_\_\_\_**

Four allowed; each not to exceed 4.5 square feet in area, 4 feet in height.

Existing: No: \_\_\_\_\_ Area (each) \_\_\_\_\_ Height (each): \_\_\_\_\_  
 Proposed: No: \_\_\_\_\_ Area (each) \_\_\_\_\_ Height (each): \_\_\_\_\_

**Projecting Sign(s) Valuation \$ \_\_\_\_\_**

North Façade	Existing: _____ square feet	Proposed: _____ square feet
South Façade	Existing: _____ square feet	Proposed: _____ square feet
East Façade	Existing: _____ square feet	Proposed: _____ square feet
West Façade	Existing: _____ square feet	Proposed: _____ square feet

**Wall Sign(s) Valuation \$ \_\_\_\_\_**

North Façade	Existing: _____ square feet	Proposed: _____ square feet
South Façade	Existing: _____ square feet	Proposed: _____ square feet
East Façade	Existing: _____ square feet	Proposed: _____ square feet
West Façade	Existing: _____ square feet	Proposed: _____ square feet

**Ground Sign Valuation \$ \_\_\_\_\_**

Existing	Area: _____ square feet	Height: _____ feet	Setback*: _____ ft
Proposed	Area: _____ square feet	Height: _____ feet	Setback*: _____ ft

\*(Measurement from lot line to cabinet or pole, whichever is closest).

Application for permit to erect sign(s) is made in accordance with the applicable ordinances of the City of Fond du Lac. The undersigned hereby agrees to hold the City of Fond du Lac harmless from any and all damages, claims or causes of action whatsoever of any nature by reason of erection, use, continuances or maintenance of said sign.

Print Name- Applicant \_\_\_\_\_

Signature- Applicant \_\_\_\_\_

Date \_\_\_\_\_