

Permit & Development Center

809 N. Broadway, Milwaukee, WI 53202 | (414) 286-8210 | milwaukee.gov/permits | DevelopmentCenterInfo@milwaukee.gov

The size, height, and location of signs are governed by the Milwaukee zoning ordinance and the Milwaukee building code. The zoning ordinance is available on-line. Click [here](#) to view. See Ch. 295 - General sign regulations are contained in Chapter 4 with specific requirements under each zoning district section.

To apply for a permit, you can apply online at Milwaukee.gov/lms or call (414) 286-8207 for assistance.

You need a sign permit to erect a sign or affix a sign to a building. Permits are issued by the Development Center, 809 N. Broadway, 1st floor. To ensure that a plan examiner has adequate information to determine if a sign complies with zoning requirements, please submit the following materials along with a sign permit application:

1. **Site plan or survey:** The site plan should show the location of the sign(s) being submitted for permit as well as the location and footprint of significant buildings on the site. The plan must show the dimension from the sign base to the property line. If the sign is to be mounted on a building, the diagram must indicate to which wall the sign will be affixed.
2. **Location of nearby signs:** The zoning ordinance specifies minimum distances between off-premise (free-standing) signs. These distances vary by zoning district. If you are erecting an off-premise sign, you must provide a diagram that shows the location of off-premise signs within 200 feet of the proposed sign.

3. **Drawing of the sign:** Provide a dimensioned drawing of the sign, including all copy and graphics. The drawing should note materials, color, mounting, illumination and other significant details. The drawing should note if a corporate logo or one of several standard versions of a corporate logo is being depicted. For ground signs, show the full elevation with dimensions to indicate overall height and where the sign box is placed.
4. **Details of the sign supports:** Provide information about footing or anchoring specifications. Roof signs and unusual signs may require supporting engineering information.
5. **Building elevations:** If a sign is to be affixed to a building, provide a diagram showing the sign in its correct dimensions on the building façade. The diagram should include its height above grade, and proximity to other features such as windows, doors, and the building parapet. Photos are helpful.
6. **Cost of job:** Provide accurate estimates of the cost of each sign for which a permit is requested.
7. **Plan examination and permit fee(s):** Click [here](#) for fee information for plan review and permits.

If you have questions about sign requirements, please call the Development Center at (414) 286-8207.