

# Billboard – Sign Permit Application

Town of Mercer PO Box 149, Mercer WI, 54547

Return completed application with appropriate fee (checks payable to Town of Mercer) to the Mercer Town Clerk.

Date \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Business Name: \_\_\_\_\_

Business located in Mercer Township \_\_\_\_ Business located elsewhere \_\_\_\_

Class: Off Premise \_\_\_\_ On Premise \_\_\_\_ Existing \_\_\_\_

Type: Wayfinding \_\_\_\_ Freestanding \_\_\_\_ Projecting \_\_\_\_ Illuminated: internally \_\_\_\_ externally \_\_\_\_

Sign location: (address) \_\_\_\_\_

Describe surrounding buildings, setbacks, proximity to intersections and landscaping:

\_\_\_\_\_  
\_\_\_\_\_

Dimensions: Total Sq. ft. of sign \_\_\_\_ Height \_\_\_\_ Length \_\_\_\_ Total height w/standard \_\_\_\_

Construction materials: Sign \_\_\_\_\_ Standard \_\_\_\_\_

Sign Color: Background \_\_\_\_\_ Lettering \_\_\_\_\_ Other \_\_\_\_\_

Sign wording/illustrations: \_\_\_\_\_  
\_\_\_\_\_

Please attach legal description of site location, name and mailing address of current landowner, plus owner's written leasing authority and understanding of responsibilities in event of business cessation.

Attach a diagram showing the location of sign in relation to site and a legible drawing of the existing or proposed sign.

Applicant Signature: \_\_\_\_\_

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For Office Use Only

Application Fee \$50.00 \_\_\_\_\_ paid approved \_\_\_\_ Denied \_\_\_\_

Sign Fee: paid: \$ \_\_\_\_\_ \$35.00 resident Business or \$100.00 Non-Resident Business

Permit Issued \_\_\_\_/\_\_\_\_/\_\_\_\_

Comments: \_\_\_\_\_  
\_\_\_\_\_