



Temporary & Permanent Sign Information

The following is intended to provide introductory information about signage in the City of Greenfield. Please contact the City's Planner at (414) 329-5341 for further information.

Permanent Sign Information



STEP 1 Calculating Allowable Square Footage

To determine the amount of square footage a business is allowed requires some math. Using the table below, calculate the total allowable square footage based on the tenant space or parcel/ building footage. If the equation results in an amount greater than the maximum, then the maximum shall be used.

STEP 2 What Counts Toward the Maximum Allowable Square Footage?

All wall, projecting, awning, and freestanding signs contribute to the total square footage of signage for a property. The sum of all signage may not exceed the amount calculated in Step 1.

STEP 3 Submitting a Sign Permit Application

Sign permit applications are available [on the City's website](#). Applications may be submitted electronically, via email, to the City's Planner or may be sent/delivered as a hard copy to the Community Development Division. Each individual sign requires its own sign permit application.

STEP 4 Occupancy & Electrical Permits - Required Before Sign Approval

If a sign is illuminated, an electrician must apply for an electrical permit through the [City of Greenfield's Online Permitting System](#). If they do not have an account, they need to create one and then contact our Inspection Services Division at (414) 329-5330 to activate their account. Only one electrical permit, per property, is required. Electrical permits are not required for changing a face plate on an illuminated monument sign. An Occupancy Permit must be applied for before a sign permit may be issued.

STEP 5 Sign Permit Application Approval

Once all permits are in place and the application is complete, it will then be processed into our system by one of our Administrative Assistants. After it has been entered, they will contact you to make a credit card payment over the phone. There is a 2.5% fee for all credit card payments or a check may be made out to the "City of Greenfield". After an illuminated sign is installed, contact the Inspection Services Division to schedule an electrical inspection.

Avoid Common Application Mistakes!

- Double check the address of the sign location. Often, multi-tenant buildings will have individual addresses for each tenant.
- If existing signage is removed, its sq. ft. should be provided on the application.
- A rendering/image of the sign must be included.
- If the sign is illuminated, note on the rendering/image the portions that will be transparent/opaque.
- Include the footage of the tenant space or parcel/building on the rendering/ image.

Type of Tenant	Equation	Maximum Square Footage
Multi-Tenant Building		
Non-Corner Tenant	1.5 x lineal front footage	200
Corner Tenant	2.5 x lineal front footage	250
Single-Tenant Building		
Parcel Footage	0.8 x lineal front footage	200
Building Footage	1.5 x lineal front footage	200

The information provided on this sheet is intended to provide basic information and guidance for signage in the City of Greenfield, WI. In the event that any information conflicts with what is found in the municipal code, the Code shall take precedence. Updated 11/2023

Additional Information

• Illumination Restrictions

- If a sign is internally illuminated, the sign face must be constructed of an opaque background. Letters, numbers, and symbols may be transparent and be illuminated.

• Freestanding/ Monument Sign Bases

- The height shall be at least 2 ft.
- Constructed of masonry materials.
- Have a tone/ texture reflective of the principal building.
- Have a width equal to or greater than the width of the sign face.

• Wall Sign Restrictions

- Exclusively flat or box signs are not permitted.
- Two (2) wall signs, or one (1) wall sign per street frontage, whichever is greater.

• Electronic Message/ Changeable Copy Sign

- Less than 35% of the total sign face.
- Max of 24 square feet; may be double-faced.
- May not change a message or display more frequently than 5-second intervals. Must be noted on the submittal/ rendering.
- Banners are not permitted on sites with changeable copy signs.

Temporary Sign Information

City Code Sec. 19.12

Permit Required?

Yes, prior to installation. (\$60/ 30 days)

Length of Time?

Four (4) months per calendar year.

What Size is Allowed?

Each banner may not exceed 32. sq. ft. May be 2-sided.

May it be Illuminated?

No, it may not.

How Many?

Only (1) banner per premises at a time.

Can I put it by the Road?

Yes, but it may not interfere with traffic. A site plan showing where the sign will be installed must be submitted with the permit. Signs may not be located within vision triangles.

Window Signs

City Code Sec. 19.18

Max Coverage = 20% per window unit

Rope/ LED lighting prohibited around windows

Window signs must be affixed to the interior of the window

Window sign means any sign painted or attached to a window to be viewed from the building exterior.

Signs in the Right-of-Way

- No sign or flag shall be erected, placed, located, or maintained within the limits of any street or highway encompassing sidewalks, shoulders, ditches and adjacent areas.
- Any sign in violation may be removed, without notice, by the City of Greenfield.

FLAGS

City Code Sec. 19.13

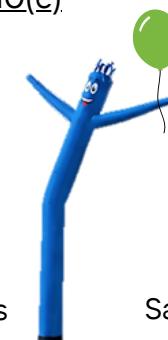
- Shall be displayed on purpose-built flagpoles.
- Numbers to know...
 - Max 3 flagpoles
 - Max 2 flags per flagpole
 - Max 4 flags per property
 - Max flag area 100 sq. ft. per flag
- Location - as far back from the property line as the flagpole is tall

Prohibited Signage Examples

City Code Sec. 19.10(c)



Feather/ Banner Flags



Portable Signs/ Sandwich Board Signs



Inflatables/ Balloons
Pennants or Streamers
(except for grand openings w/ a temporary permit)



Sign Code Matrix

Permanent Signage

Awning	✓			
Billboard	✗			
Changeable/ Electronic Message	✓			
Creative	!			
Drive-Thru	✓			
Driveway	✓			
Expressway	✗			
Marquees	✗			
Monument/ Freestanding	✓			
Projecting	✓			
Wall	✓			
Window	✓			

Temporary Signage

				Banner																				
				Nonresidential Temp. Signs																				
✗				Overhanging ROW																				
✗				Portable/ Distracting																				
				Residential Temp. Signs																				
✗				Roof																				
✗				Vehicle																				
<table border="1"> <tr> <td></td> <td>Allowed</td> <td></td> <td>Not Allowed</td> </tr> <tr> <td></td> <td>Permit Required</td> <td></td> <td>Permit Not Required</td> </tr> <tr> <td></td> <td>May Be Illuminated</td> <td></td> <td>May Not Be Illuminated</td> </tr> <tr> <td></td> <td>No Time Limit</td> <td></td> <td>Time Limitation</td> </tr> <tr> <td>!</td> <td>TBD by PC</td> <td></td> <td>Sometimes (see code)</td> </tr> </table>						Allowed		Not Allowed		Permit Required		Permit Not Required		May Be Illuminated		May Not Be Illuminated		No Time Limit		Time Limitation	!	TBD by PC		Sometimes (see code)
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All Allowed Signage

		Setback	Max. Height	Max. #	Allowable Area
⊕	Awning	NA	Building Height	NA	25%
⊕	Banner		6ft	1	32 sq. ft.
⊕	Changeable/ Electronic Message		10ft*	1	35% sign/ 24 sq. ft.
⊕	Creative		TBD	TBD	TBD
⊕	Drive-Thru	NA	6ft	2/lane	32 sq. ft.
⊕	Driveway		4ft	1/driveway	6/8 sq. ft.
⊕	Monument/ Freestanding		10ft*	1*	varies
⊕	Nonresidential Temp. Signs		6ft	2	32 sq. ft. total
⊕	Projecting	NA	Roof Height	1	16 sq. ft.
⊕	Residential Temp. Signs		6ft	1	15 sq. ft. each
⊕	Wall	NA	Wall Height	2*	varies
⊕	Window	NA	NA	NA	20% /window unit

* for buildings under 25,000 sq. ft. included in the total permitted sign area 5ft from property lines; not within vision triangles



Applying for a Temporary Sign Permit

Sign Permit Application

1

Fill out a Sign Permit Application. The application is available on the [City's website](#). You will need to fill out the top section, the information under "Temporary Sign/ Banner", and sign/date the application.

2

What does it look like?

In addition to the Sign Permit Application, you must provide a color photo/rendering of your proposed temporary sign/ banner.
The rendering must include the dimensions.

3

Where is it Going?

You must also provide a visual description of where the sign is being installed. (ex. on the building, by the road). If it will be located near the road, your site plan must show the [vision triangle](#).

4

Don't forget to pay!

Temporary signs/ banners have a \$60/ 30-day fee. The fee is not prorated. There is a 2.5% fee for credit card payments.
Checks can be made out to the "City of Greenfield".

What else do I need to know?



- May not be larger than 32 sq. ft. but may be 2-sided.
- Only one banner permitted at a time.
- No more than 4 signs/banners per business per calendar year.
- Must be at least 5' from property lines.
- May not be illuminated.
- Not every type of temporary sign is allowed.



Prohibited Signage Examples

- Feather/ Banner Flags/ Pennants*
- Inflatables/ Balloons
- Portable Signs/ Sandwich Boards

*pennants and streamers are only allowed during grand openings but require a temporary permit