

Signs

Signs play a key role in defining the aesthetics of a city. A Sign Permit is the regulatory method used to ensure that signs in the City of Kenosha will help preserve and improve the appearance of the City and to help people find what they need without difficulty or confusion.

A Sign Permit is required from the City for almost any sign placed on property. Sign applications are reviewed for location, size, placement, setback, height, type and other characteristics to ensure conformance with the Sign Code. The Department of Neighborhood Services is responsible for facilitating sign information and permit approvals.

Exempt signs do not require a permit however, must conform with the Sign Ordinance in terms of maximum size and location.

Examples of various signs:	
Exempt Signs	Signs Requiring Permits
Traffic Signs	Freestanding/Ground/Pole Signs
Government Signs	Monument Signs
Garage/Yard Sale Signs	Off-Premise Signs
Window Signs	Wall Signs
Real Estate Signs	Residential Identification
Flags (not-for-profit/public only)	Portable
	Banners

Do's and Don'ts

- Do contact the Department of Neighborhood Services and Inspections before you invest in a sign to ensure that it complies with the Sign Ordinance and that required permits are obtained.
- Don't do short-term fixes. A good design and quality fabrication will save costs in the long-term.
- Do integrate signage into the building's facade.
- Don't use excessive signage. It is distracting and conveys a dilapidated image associated with your business.