

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.

Note: Within 10 days of erection of any sign, permittee shall submit two photos of completed sign. One shall show all supporting structures. Second shall show all information appearing on sign.

Applicant Signature:

For Office Use Only

Application approved _____ Denied _____

Fee paid: \$ _____ Permit Issued ____/____/____

Comments: _____
