



## City of Wauwatosa Neighborhood Sign Application Form

The City of Wauwatosa currently offers a program that allows Neighborhood Associations to partner with the City for the installation of Neighborhood signage. In order to maintain consistency and suitability of neighborhood signage, guidelines have been established for sign design and placement. If your Neighborhood is interested in applying for consideration of installation of Neighborhood signs please complete this application and return it to us for consideration. If you have questions about this application or the program please contact the Department of Public Works at 414-471-8420 or [tparks@wauwatosa.net](mailto:tparks@wauwatosa.net).

1. Name of Association: \_\_\_\_\_
2. Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: (\_\_\_\_) \_\_\_\_\_ E-mail: \_\_\_\_\_
3. Please attach a detailed drawing showing desired neighborhood sign locations.
4. Please attach a drawing of your sign design in JPEG, PNG, or PDF format.
5. Please demonstrate that your neighborhood has approved the design. (i.e copy of neighborhood newsletter discussing the sign).
6. Please verify that your submission meets all guidelines described on page 2.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Return to: City of Wauwatosa Public Works  
11100 W. Walnut Road  
Wauwatosa, WI 53226

or via email: [tparks@wauwatosa.net](mailto:tparks@wauwatosa.net)

## Neighborhood Sign Guidelines

- Associations are responsible for procurement (including the initial cost of signs) and any costs related to replacing worn or damaged signs in the future. The City will procure all sign brackets and install all signs at the City's expense.
- The requesting neighborhood must be a registered association.
- Sign size is limited to 24" X 30", portrait orientation.
- In order to limit sign proliferation we ask that you limit sign density as much as possible and the number of signs are limited to 30 per association. Signs will be installed on existing street light poles and must not distract from existing street signs. Limit use of red and yellow to minimize competition with traffic signs.
- Signs must be constructed of .080 inch aluminum and sourced through a reputable sign company such as TAPCO or Badger Industries. The thickness requirement is VERY IMPORTANT since the sign will vibrate in the wind if the sign is too thin.
  - If using Badger Industries, you must be an official non-profit organization. Badger Industries is a State organization that can only do business with non-profit organizations. Please work with the Treasurer at the Neighborhood Association Council (NAC) to help you through the transaction. The e-mail for the treasurer is [treasurer@wauwatosanac.org](mailto:treasurer@wauwatosanac.org).

## Neighborhood Sign Approval Process

- Association submits completed application form with required documents.
- City staff will contact association after reviewing submittal to discuss any necessary changes or inform of them of placement on a Board of Public Works agenda for potential approval.
- District Alders are notified of the submitted application.
- Design and placement locations will then be presented to the Board of Public Works for review and potential approval.
- Once approved, signs are ordered by the association.
- Signs are delivered to the City of Wauwatosa Sign Department located at 11100 W. Walnut Road.
- Signs will be installed as time and budgeting permits. Primary departmental functions are a priority and will be completed prior to Neighborhood Signs. Volume of requests will also affect how quickly City staff will be able to install the signs.
- Should the Association wish to have the signs installed sooner than staff time or City budget would allow, the Association would be allowed to pay an additional fee to purchase the brackets and/or have the City hire an outside firm to complete the work.