



**Development Services Department**  
 City of Marshfield  
 207 West 6th Street  
 Phone: 715-486-2016 Fax: 715-384-7831  
 Email: developmentsservices@ci.marshfield.wi.us

## Master Sign Plan Application

### Sign Application Type (check all that apply)

Master Sign Plan - New	Master Sign Plan - amending existing
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### Site Information

Property Address:	Business Name:
Business Contact:	Phone: <span style="float: right;">Email:</span>

### Sign Contractor Information

Name:	Address, City, State, Zip:	
Phone:	Email:	Sign UL File #:

### Signage Information (fill out Attachment A for proposed signage & include with this application)

	Freestanding	On-building	Off-premise/other	Total
Proposed Signage Area (sq ft):	+		+	=
Sign Plan is for:	Multiple Signs w/exceptions Large or Group Development		Campus District or Planned Development Other (amending existing, high number on one lot, etc.)	
Allowable Signage:	Direction		Lot Frontage (ft)	Allowable
Street/frontage				
1				x2 =
2				x2 =
3				x2 =
4				x2 =
				Total:

### Existing Signage on the Property (attach information on additional pages, if needed)

Freestanding:	Sign Type	Location/façade/Street frontage facing	Height	Size (Area)	Setback	Sign Display/Copy
1						
2						
3						
4						
5						
Portions of signage as:	Electronic Message Center					Changeable Copy
On- Building:						
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
Portions of signage as:	Electronic Message Center					Changeable Copy

**Master Sign Plan Narrative**

Signage proposed as part of a Master Sign Plan may deviate from the sign standards if there are unusual site factors, which preclude an allowed sign from being visible to the street immediately in front of the site, an adjustment may be granted to achieve visibility standards. Site difficulties may include the sign face being blocked due to topography of the site, elevation of the street, setback of existing development or landscaping. The adjustment must be minimal, have no negative impact on neighboring properties, will not lead to over proliferation of signs, and must not create any safety or traffic hazards. Write a narrative for the Master Sign Plan and any requested exception requested below (attach additional pages if needed).

Include with this application:

- Application Fee of \$250
- Elevations (including dimensions, proposed clearance, etc.) of building wall or façade where proposed and existing signage is proposed
- Location & dimensions of proposed & existing signs on the building and property
- Dimensioned drawings of the proposed sign, including materials, lighting source, design & message or copy
- Construction specifications & methods of attachment
- Site map showing sign locations, nearby streets, vision triangles, & setbacks from lot lines

*Submission of Materials:* Required & requested documentation must be submitted to the Development Services Department by the submission deadline in order for the application to be placed on the agenda for review by the Plan Commission. *Attendance:* Attendance at Plan Commission and Common Council meetings is not required, but it is strongly advised that applicants or their representatives attend. Failure to attend can result in the denial or delay of review due to lack of information. *Fees :* The fee for a Conditional Use permit is \$250, and shall be submitted with the application. This fee is non-refundable, and will not be refunded if the request is denied by the Plan Commission or Common Council. The undersigned's signature below indicates the information contained in this application and accompanying site plan or materials is true and correct. The undersigned acknowledges the work will be in conformance with ordinances & codes of the City of Marshfield and Wisconsin Statutes and Building Codes; that this form is not a building permit but only an application for a Conditional Use permit, and that work is not to start without the proper permit(s) and approval(s); and that work will be in accordance with the approved plans reviewed with this application. The final review of the request is by the Common Council. The undersigned authorizes City Staff, representatives of the City, Plan Commission members, and Common Council members to visit and inspect the site location listed on this application.

Applicant Signature:

Date:

**Office Use Only**

<i>Property Address:</i>		<i>Parcel #:</i>			
<i>Zoning District:</i>		<i>Land Use:</i>	<i>Permitted Use?:</i>	<i>Yes</i>	<i>No</i>
<i>Property a corner lot?:</i>	<i>Yes</i>	<i>No</i>	<i>Is lot adjacent to residential zoning districts/property?:</i>	<i>Yes</i>	<i>No</i>
<i>Downtown Design Corridor:</i>	<i>Yes</i>	<i>No</i>	<i>Historical Property or Building:</i>	<i>Yes</i>	<i>No</i>
<i>Building façade Area:</i>	<i>N:</i>	<i>S:</i>	<i>E:</i>	<i>W:</i>	
<i>Lineal Street Frontage:</i>	<i>N:</i>	<i>S:</i>	<i>E:</i>	<i>W:</i>	
<i>Total proposed Sign Area (sq ft):</i>					
<i>Total Fees:</i>					
<i>Permit #(s):</i>					
<i>1</i>		<i>5</i>		<i>9</i>	
<i>2</i>		<i>6</i>		<i>10</i>	
<i>3</i>		<i>7</i>		<i>11</i>	
<i>4</i>		<i>8</i>		<i>12</i>	
 <i>Plan Commission Approval:</i>					
<i>Approval:</i>			<i>Date:</i>		