Department of
Planning & Economic Development

City of Marshfield - Plan Commission
P.O. Box 727
630 South Central Avenue
Marshfield, WI 54449-0727
Telephone: 715-486-2075
Fax: 715-384-7631
Email: josh.miller@ci.marshfield.wi.us

Master Sign Plan Application

Fee: $150.00

Office use only
Rcvd by/date
._____

DATE: _____

A. APPLICANT AND PROPERTY OWNER INFORMATION:

Project name:_____ Project address:_____

Applicant: _____Phone: _____Fax:_____

Email Address: _____

Mailing Address:_____ _____ _____ _____
Street Address City State Zip

Property Owner:_____ Phone:_____ Fax:_____

Mailing Address:_____ _____ _____ _____
Street Address City State Zip

Is the sign located within a special district? Y/N_____ Which?_____

B. SIGN CONTRACTOR INFORMATION:

Contractor:_____ Phone Number:_____

Email Address: _____

Address:_____ _____ _____ _____
Street Address City State Zip

C. ELECTRICAL CONTRACTOR INFORMATION:

Contractor:_____ Phone Number:_____

Address:_____ _____ _____ _____
Street Address City State Zip

D. ALLOWABLE SIGNAGE:

Lot frontage = _____ feet on _____Street x 2 sq. ft. = _____ Allowable Signage

Lot frontage = _____ feet on _____Street x 2 sq. ft. = _____ Allowable Signage

Lot frontage = _____ feet on _____Street x 2 sq. ft. = _____ Allowable Signage

= _____ Total Allowable Signage

E. EXISTING & PROPOSED SIGN INFORMATION:

FREESTANDING SIGNS

A	**Location** (street / other)	**Type** (new/exist)	**Style** (pole / monument)	**Area** (sq. ft.)	**Height** (ft.) (to sign top)	**Setbacks** (ft.)	**Display** (message)
1							
2							
Electronic Message Center:		☐YES ☐NO _____ Area (sq. ft.)			Changeable Copy Sign:	☐YES ☐NO _____ Area (sq. ft.)	

ATTACHED SIGNS

Facing (direction): _____ Façade Area: _____(sq. ft.) X 10 % = _____(sq. ft.) Allowable Signage

B	**Location** (street / other)	**Type** (new/exist)	**Style** (wall / projection)	**Area** (sq. ft.)	**Height** (ft.) (to sign bottom)	**Setbacks** (ft.)	**Display** (message)
1							
2							
3							
4							
TOTAL							

ATTACHED SIGNS

Facing (direction): _____ Façade Area: _____(sq. ft.) X 10 % = _____(sq. ft.) Allowable Signage

C	**Location** (street / other)	**Type** (new/exist)	**Style** (wall / projection)	**Area** (sq. ft.)	**Height** (ft.) (to sign bottom)	**Setbacks** (ft.)	**Display** (message)
1							
2							
3							
4							
TOTAL							

ATTACHED SIGNS

Facing (direction): _____ Façade Area: _____(sq. ft.) X 10 % = _____(sq. ft.) Allowable Signage

D	**Location** (street / other)	**Type** (new/exist)	**Style** (wall / projection)	**Area** (sq. ft.)	**Height** (ft.) (to sign bottom)	**Setbacks** (ft.)	**Display** (message)
1							
2							
3							
4							
TOTAL							

DIRECTIONAL / INFORMATIONAL SIGNS

	Number	**Type** (new/exist)	**Display** (message)
1			
Total Area (sq. ft.)			

VALUE OF NEW SIGNS

Sign (A1, B1)	**Value**	**Sign** (A1, B1)	**Value**

SIGN SUMMARY

Signs	**Area** (sq. ft.)	**Allowable Signage** (sq. ft.)
Freestanding		
Attached		
Direction / Info		
Total		

F. SIGN PLAN SUBMITTAL REQUIREMENTS:

____*SIGN PLANS* with the following information:

- Detailed, dimensioned color drawing(s) of all proposed signs including: height, sq. area, text/copy, materials & colors;
- Photos & dimensions of existing signs on parcel including: height, dimensions, sq. area and note if existing sign to remain;
- Illumination details including type, placement, intensity and hours of illumination, and area to be illuminated.

____*BUILDING ELEVATION DRAWINGS*

- All sides of buildings with proposed and existing attached signage including label of façade direction (north, south, east, west), height & dimensions of facade, colors and materials. (Color rendering of each façade with signage may be required.)

____*SITE PLAN* with the following information:

- An accurate plot plan of the entire lot on which the use will be located at a scale of not less than one inch to 100 feet;
- Location of buildings, parking lots, driveways, and landscaped areas on the lot;
- An accurate, dimensioned location on the site plan of all freestanding (including directional) signs proposed and existing (indicate whether to be removed) showing compliance with required setbacks as measured from property line and any required vision triangles from street or driveway intersections;
- Location of all attached signs, proposed and existing (indicate whether to be removed).

G. AUTHORIZATION OF APPLICATION

I hereby certify that I am the owner or authorized representative of the owner of the property described in this application; that this property constitutes the property for which a Master Sign Plan has been submitted; that the information submitted is complete and accurate to be best of my knowledge; that site visits to the property are necessary by City representatives in order to process this application and the owner authorizes City representatives to visit and photograph the property if necessary; that I understand this is not a permit but only an application for a permit and that work is not to start without a permit.

_____

APPLICANT'S SIGNATURE **DATE**

***** IF REQUESTING AN EXCEPTION TO THE SIGN STANDARDS PLEASE INCLUDE ATTACHMENT A WITH YOUR APPLICATION.**

ATTACHMENT A

WRITTEN SUBMITTAL REQUIREMENTS. **(See Section 24-10 (5))**
Signage proposed as part of a Master Sign Plan may deviate from the sign standards to exceed permitted height, area and/or number of signs, subject to compliance with the flexible criteria outlined below.

Provide complete responses to the MASTER SIGN PLAN FLEXIBLE CRITERIA including how the criteria are met:

1. **Physical conditions of the property.** The development site contains unique or unusual physical conditions such as topography, proportion, size or relation to a public street hat would limit or restrict normal sign visibility.

_____

_____

_____

_____

2. **Unconventional development of property**. The proposed or existing development exhibits unique characteristics of land use, architectural style, site location, physical scale, historical interest or other distinguishing features that represent clear variation from conventional development.

_____

_____

_____

_____

3. **Special sign design features**. The proposed signage incorporates special design features such as logos, emblems, murals, statuaries that are integrated with building architecture.

_____

_____

_____

_____