



# APPLICATION FOR MINOR VARIATION TO THE SIGN ORDINANCE

Community Development Department  
 100 N. Appleton St. PH: 920-832-6468  
 Appleton, WI 54911 FAX: 920-832-5994

Stamp date received

PROPERTY OWNER		APPLICANT (owner's agent)	
Name		Name	
Mailing Address		Mailing Address	
Phone	Fax	Phone	Fax
E-mail		E-mail	

PROPERTY INFORMATION	
Property Tax # (31-0-0000-00)	
Site Address/Location	
Legal Description of Land (may be attached as separate sheet)	
Current Uses	Current Zoning
Building Wall Area:	
North _____ Sq.ft.	South _____ Sq.ft. East _____ Sq.ft. West _____ Sq.ft.

MINOR VARIATION TO SIGN CODE IS A REQUEST TO (CHECK ONE)	
<input type="checkbox"/> Increase the allowable height of a sign (20% max)	<input type="checkbox"/> Vary the size of a monument sign (more than 20%)
<input type="checkbox"/> Decrease the setback requirements of a sign (20% max)	<input type="checkbox"/> Increase the allowable size of a sign (20% max)
<input type="checkbox"/> Decrease the setback requirements of a monument sign (more than 20%) <input type="checkbox"/> Divide the maximum square footage	

SIGN DETAILS							
SIZE WIDTH X HEIGHT	AREA OF SIGN	TYPE OF SIGN	SETBACK FROM R-O-W	SETBACK FROM SIDE LOT LINE	SETBACK FROM DRIVEWAY	HEIGHT OF SIGN FROM NORMAL GRADE	UNDERCLEARANCE DIMENSIONS
x	= sf						
x	= sf						
x	= sf						
x	= sf						

Date	Owner/Agent Signature (Agents must provide written proof of authorization)

OFFICE USE ONLY	
PERMIT # _____	Application Complete _____ Date Submitted ____/____/____
<input type="checkbox"/> Approved <input type="checkbox"/> Approved with conditions <input type="checkbox"/> Denied Community Development _____	
Fee \$50.00	Acct #15020.5002 Receipt # _____ Date Paid ____/____/____

*Reasonable accommodations for persons with disabilities will be made upon request and if feasible. 7/10*

## Application Checklist for Minor Variation to the Sign Ordinance

More information can be found in Chapter 23, Article XIV of the Municipal Code.

The following criteria are used to determine acceptance or denial of a Minor Variation request pursuant to 23-542(c)(4)(a-e).

- a. The signage as shown is compatible with the neighborhood and the neighboring signage;
- b. The situation is unique or presents unique and beneficial solutions to signage for the parcel and/or the neighborhood;
- c. The variation will provide a demonstrable benefit to the community;
- d. There is public benefit in enhancing the tax base by improvements on the parcel and/or any beneficial actions, plans or intent of the master signage plan which are clearly beyond the minimum requirements of this chapter shall be specifically listed as evidence of justified variations;
- e. The signage will not impair public health, safety, comfort, morals, appearance or welfare of the inhabitants of the City.

### Minor Variation Application

The owner or the owner's agent shall submit to the Community Development Department:

- **Completed Minor Variation Application signed by owner or applicant**
- **Application fee of \$50**
- **Four color drawings for each proposed sign, drawn to scale on 8.5" x 11" paper**

For signs mounted on buildings, submit building elevation drawings showing:

- ✓ All existing and proposed signs on the building
- ✓ Color of sign letters, color of corporate logo (emblem), color of sign background (panel)
- ✓ Dimensions of signs
- ✓ Dimensions of Corporate logos (emblem)
- ✓ Materials of signs
- ✓ Height from normal grade to bottom of sign and to top of sign

For signs mounted on the ground, submit drawings showing:

- ✓ Type of sign (ground, monument, directional, etc.)
- ✓ Dimensions of signs
- ✓ Dimensions of the supports
- ✓ Total height dimension
- ✓ Total height from grade at the right-of-way line to bottom of sign

- **Plot plan, drawn to scale on 8.5" x 11" paper showing:**
  - ✓ Lot lines and dimensions
  - ✓ Street names
  - ✓ Structures on the property, parking areas, driveway and landscape areas
  - ✓ Existing signs, labeled
  - ✓ Proposed signs labeled, setback dimensions shown to property line and size of sign

The Director of Community Development may require additional information or may waive submission requirements as deemed necessary for thorough and efficient review.