



APPLICATION FOR MINOR VARIATION TO THE SIGN ORDINANCE

Community and Economic 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

ALL EXISTING WALL SIGNS AFFIXED TO A BUILDING WALL AND THE GROUND			EXTERIOR BUILDING WALL AREA
SIZE WIDTH X HEIGHT	AREA OF SIGN	LOCATION (Check one)	DIRECTION THE BUILDING WALL FACES AND AREA (Not including party walls located on a lot line between adjacent buildings)
_____ x _____	= _____ sf	North Building Wall <input type="checkbox"/> South Building Wall <input type="checkbox"/> East Building Wall <input type="checkbox"/> West Building Wall <input type="checkbox"/> Ground Sign <input type="checkbox"/>	North Building Wall Area: _____ sf *Building wall area includes wall surface, windows and doors
_____ x _____	= _____ sf	North Building Wall <input type="checkbox"/> South Building Wall <input type="checkbox"/> East Building Wall <input type="checkbox"/> West Building Wall <input type="checkbox"/> Ground Sign <input type="checkbox"/>	South Building Wall Area: _____ sf *Building wall area includes wall surface, windows and doors
_____ x _____	= _____ sf	North Building Wall <input type="checkbox"/> South Building Wall <input type="checkbox"/> East Building Wall <input type="checkbox"/> West Building Wall <input type="checkbox"/> Ground Sign <input type="checkbox"/>	East Building Wall Area: _____ sf *Building wall area includes wall surface, windows and doors
_____ x _____	= _____ sf	North Building Wall <input type="checkbox"/> South Building Wall <input type="checkbox"/> East Building Wall <input type="checkbox"/> West Building Wall <input type="checkbox"/> Ground Sign <input type="checkbox"/>	West Building Wall Area: _____ sf *Building wall area includes wall surface, windows and doors
_____ x _____	= _____ sf	North Building Wall <input type="checkbox"/> South Building Wall <input type="checkbox"/> East Building Wall <input type="checkbox"/> West Building Wall <input type="checkbox"/> Ground Sign <input type="checkbox"/>	

ALL EXISTING WALL SIGNS AFFIXED TO A BUILDING WALL AND THE GROUND (add additional sheet if necessary)

SIZE WIDTH X HEIGHT	AREA OF SIGN	LOCATION (Check one)
____ x ____	= ____ sf	North Building Wall <input type="checkbox"/> South Building Wall <input type="checkbox"/> East Building Wall <input type="checkbox"/> West Building Wall <input type="checkbox"/> Ground Sign <input type="checkbox"/>
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MINOR VARIATION TO SIGN CODE IS A REQUEST TO (CHECK ONE)

- Increase the allowable height of a sign (20% max)
- Decrease the setback requirements of a sign (20% max)
- Decrease the setback requirements of a monument sign (more than 20%)
- Divide the maximum square footage of allowed sign area
- Increase the allowable size of a sign (20% max)
- Vary the size of a monument sign (more than 20%)

PROPOSED 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						

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

OFFICE USE ONLY

PERMIT # _____ Application Complete _____ Date Submitted ____/____/____

Approved Approved with conditions Denied Community and Economic Development _____

Fee \$50.00 Acct #15020.5002 Receipt # _____ Date Paid ____/____/____

Reasonable accommodations for persons with disabilities will be made upon request and if feasible. 7/16

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 and Economic 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 and Economic Development may require additional information or may waive submission requirements as deemed necessary for thorough and efficient review.