

CITY OF FRANKLIN

INSPECTION DEPARTMENT

9229 W. LOOMIS ROAD FRANKLIN WISCONSIN 53132
PHONE: 414-425-0084 FAX: 414-425-7513
www.franklinwi.gov

APPLICATION FOR MASTER SIGN PROGRAM AMENDMENT

APPLICANTS: IF THE APPLICATION IS NOT COMPLETE, THE APPLICATION WILL NOT BE ACCEPTED OR IT WILL BE RETURNED TO THE OWNER OR SIGN CONTRACTOR. DO NOT MODIFY THIS FORM, THIS APPLICATION MUST BE COMPLETE OR IT WILL NOT BE ACCEPTED AT TIME OF APPLICATION.

APPLICATION DATE: _____

PROPERTY ADDRESS: _____

NAME OF DEVELOPMENT: _____

1. * DEVELOPER OR OWNER INFORMATION:

OWNERS' NAME	ADDRESS	
CITY	STATE	ZIP
TELEPHONE	FAX	E-MAIL

2. * APPLICANT INFORMATION:

NAME	ADDRESS	
CITY	STATE	ZIP
TELEPHONE	FAX	E-MAIL

3. CITY OF FRANKLIN STAFF USE ONLY:

DATE APPLICATION RECEIVED:	APPLICATION #:	APPLICATION REVIEWED AND ACCEPTED BY:
DATE DISTRIBUTED:		

4. Applications for Master Sign Program Approval and requests for modification shall describe how the proposal addresses each of the points listed below. Applications will NOT be accepted without the applicant addressing each point.

1. An aesthetically developed theme on color, size, and style
2. A proposed location of all permanent signs for the building, development, or center, which considers that, where possible, wall signs shall be centered over tenant spaces
3. The proposed size of individual signs, which may be expressed in maximums and minimums for purposes of the proposed Master Sign Program
4. The following categories of signs may be proposed and permitted.
 - a. Master identification sign;
 - b. Tenant identification signs:
 - i. Tenant identification signs at individual tenant entrances in an office center may not exceed four (4) square feet in area if permitted.
 - ii. Retail tenants occupying not less than twenty (20) percent of an office and limited business structure with individual entrances to the exterior may be allowed tenant identification similar to tenants in retail centers. In both instances, the area of such signage shall not exceed 1.5 times the lineal front foot of the space occupied
 - c. Tenant/directory board for an office center or office and limited business structure;
 - d. Entrance markers;
 - e. Traffic directional signs;
 - f. Wall signs for retail centers; and
 - g. Such other signs as requested by the applicant;
5. Nature and characteristics of signage proposed, i.e., individual letters, box, etc.; and
6. Blueprints, drawings, and written policies governing the color, size, style, location and other features of the proposed signs. **(All drawings shall also be submitted in electronic format)**
 - a. A site plan of the project drawn to scale showing the following:
 - i. Location of each building
 - ii. The setback of each building to the property lot lines.
 - iii. The frontage (dimension) of each building
 - iv. The building frontage (dimension) of each tenant space of each building.
 - v. Location of sign drawn by the Civil Engineer or Land Surveyor (fully dimensioned) of each ground signs, such as:
 1. Master identification sign
 2. Monument sign/s
 3. Directional signs (non traffic regulatory signs)
 4. Menu boards
 - b. Elevations of each building showing the following:
 - i. Elevations of each side of the building that are proposed to have signing.
 - ii. The sign zones where tenant signing will be allowed to be installed on each elevation.
 - iii. The dimensions and area of each sign zone.
 - iv. Location of permanent window signs.
 - c. Drawings to scale for each type, size or variation of sign that is proposed, including:
 - i. Master identification signs
 - ii. Monument signs, if sign is two sided indicated if sign is a mirror image or submit each side
 - iii. Tenant wall signs
 - iv. Directional signs
 - v. Menu boards
 - vi. Area of each window/s covered with permanent window signs.
 - vii. Other sign types allowed by code
 - d. Additional information required
 - i. Color of sign materials including sign faces, channel letter, cabinets, etc.
 - ii. Type of illumination for signs, fluorescent tubes, neon, LED's, etc.
 - iii. Color of illumination source.
7. An acknowledgement of the authority identified in Subsection 1 of this section:

SIGN AREA CALCULATIONS & INFORMATION

5. The allowable sign area for each building shall be calculated using the method below. Multiply the frontage of each building shown on the site plans, by sign area factor of 1.5 square feet per front foot of building. Requests to modify an existing Master Sign Approval shall complete sections 5 and 5a below when signs are being added or are being reduced.

BUILDING NUMBER	BUILDING FRONTAGE	X MULTIPLY	ALLOWABLE SIGN AREA	MAXIMUM ALLOWABLE SIGN AREA FOR EACH BUILDING	REQUESTED SIGN AREA FOR THIS BLDG.	SPECIAL EXCEPTION REQUIRED
<u>Example</u>	100 FT.	X	1.5 sq. ft.	150 sq. ft.	200 sq. ft.	50 sq. ft.
1		X	1.5 SQ. FT			
2		X	1.5 SQ. FT			
3		X	1.5 SQ. FT			
4		X	1.5 SQ. FT			
5		X	1.5 SQ. FT			
6		X	1.5 SQ. FT			
7		X	1.5 SQ. FT			
8		X	1.5 SQ. FT			
9		X	1.5 SQ. FT			
10		X	1.5 SQ. FT			
11		X	1.5 SQ. FT			
12		X	1.5 SQ. FT.			
TOTAL						

6. Master Identification signs (Maximum -120 sq. ft),
Monument signs (Maximum - 120 sq. ft.),
Traffic Directional signs (Maximum - 4 sq. ft.),
Entrance markers (maximum - 4 sq. ft.),
Information signs (maximum - 4 sq. ft.)

SIGN #	SIGN TYPE	AREA IN sq. ft.	DIMENSION OF SIGN FACE	MAXIMUM ALLOWABLE SIGN SIZE	REQUESTED SIGN AREA	SPECIAL EXCEPTION REQUESTED

7. SPECIAL EXCEPTIONS REQUESTED:

The special exceptions permitted are limited to the following:

- (1) Wall Signs: May deviate from the requirement that wall signs be located with the tenant space or occupancy to which the signs refer.

Exception Requested:

- (2) Monument Signs: May modify the number of monument signs, the thirty foot (30') façade setback requirement, the height limitations up to the height of the principal building to which the sign pertains, the proximity to another monument sign, and the sign area limitations up to the maximum of one hundred fifty (150) square feet per sign (as long as the total permitted sign area for either the occupant or the premises is not exceeded).

Exception requested:

- (3) Tenant Identification Signs: May deviate from the size area limitations set forth in this section.

Exception requested:

- (4) Master Identification Signs: May deviate from the requirements set forth in subsection G.(4) and G.(5) of this section.

Exception Requested:

- (5) The total amount of signage permitted under 210-4.C.(1)(d) and (e) may be increased by up to 100%.

Exception requested:

7. REQUEST FOR MODIFICATION OF MASTER SIGN APPROVAL

- A. Attach a copy of the City of Franklin Master Sign approval, include:
 - a. The original copies of the Master Sign application and drawings
 - b. A copy of the Plan Commission resolution granting approval.
- B. Include a description of each modification that you are requesting to the approved Master Sign Approval.
 - a. Submit copies of the original (Planning Commission approved) sign drawings as well as the proposed sign modification.
 - b. Complete Sections 1 through 6 and answer or describe the modification for each section and how the proposed modification differs from the original approval.
 - c. If the requested modification is to change the location of a monument or wall sign, please describe in detail why the original requirement can not be met.

8. *SIGNATURES:

OWNER/APPLICANT: _____

DATE: _____