

[Planning Department](#)
9229 West Loomis Road
Franklin, Wisconsin 53132
☎ (414) 425-4024
✉ generalplanning@franklinwi.gov
franklinwi.gov
[Property Viewer](#)



Application Date: _____
Stamp Date: _____city use only_____

Master Sign Program

Project Information [print legibly]

Applicant [full legal names]

Name: _____
Company: _____
Mailing Address: _____
City/State: _____ ZIP: _____
Phone: _____
Email Address: _____

Applicant Is Represented By [contact person]

Name: _____
Company: _____
Mailing Address: _____
City/State: _____ ZIP: _____
Phone: _____
Email Address: _____

Project Property Information

Property Address: _____
Property Owner: _____
Email Address: _____
Phone: _____

Tax Key Number: _____
Mailing Address: _____
City/State: _____ ZIP: _____
Date Of Completion: _____ Office Use Only

Signatures

The applicant and property owner(s) hereby certify that: (1) all statements and other information submitted as part of this application are true and correct to the best of applicant's and property owner(s)' knowledge; (2) the applicant and property owner(s) has/have read and understand all information in this application; and (3) the applicant and property owner(s) agree that any approvals based on representations made by them in this Application and its submittal, and any subsequently issued building permits or other type of permits, may be revoked without notice if there is a breach of such representation(s) or any condition(s) of approval. By execution of this application, the property owner(s) authorize the City of Franklin and/or its agents to enter upon the subject property(ies) between the hours of 7:00 a.m. and 7:00 p.m. daily for the purpose of inspection while the application is under review. The property owner(s) grant this authorization even if the property has been posted against trespassing pursuant to Wis. Stat. §943.13.

(The applicant's signature must be from a Managing Member if the business is an LLC, or from the President or Vice President if the business is a corporation. A signed applicant's authorization letter may be provided in lieu of the applicant's signature below, and a signed property owner's authorization letter may be provided in lieu of the property owner's signature[s] below. If more than one, all of the owners of the property must sign this Application).

☐ I, the applicant, certify that I have read the following page detailing the requirements for city approval and submittals and understand that incomplete applications and submittals cannot be reviewed.

Property Owner Signature: _____
Name & Title: _____ Date: _____
Property Owner Signature: _____
Name & Title: _____ Date: _____

Applicant Signature: _____
Name & Title: _____ Date: _____
Applicant Representative Signature: _____
Name & Title: _____ Date: _____

Submittal Requirements

- ☐ This application form accurately completed with signatures and/or authorization letters.
- ☐ Word Document Legal description for the subject property.
- ☐ Three (3) project narratives.
- ☐ Three (3) sets of scaled drawings of all signs included in the master sign program indicating the dimensions, the materials to be used, the type of illumination, if any, and the method of construction and attachment. Said drawings shall be drawn at a scale no smaller than one-eighth (1/8) inch equals one (1) foot and shall be prepared, signed, and sealed by a registered professional engineer when required by the Zoning Administrator.
- ☐ Three (3) sets of scaled drawings indicating the location and position of all signs included in the master sign program in relation to nearby buildings or structures. Said drawing shall be at a scale no smaller than one (1) inch equals fifty (50) feet.
- ☐ Sign Area Calculations.
- ☐ Amendments to approved master sign programs only: Description of each modification requested, including copies of the original sign drawings and any proposed sign modifications; describing any modifications and how the proposed modification differs from the original approval; and provide a justification or rationale for why the original approval cannot be met.
- ☐ Email or flash drive with all plans/submittal materials.

For more information, see Unified Development Ordinance (UDO) [Section 15-6-10 Master Sign Program](#).

Please keep a copy of your application materials, applicants must provide 12 copies of the application materials prior to the Plan Commission meeting.

Filing Fees & Payment Options

- ☐ \$500: New Master Sign Program.
- ☐ \$250: Master Sign Program Amendment.
- ☐ Mail or attach check payable to the City of Franklin.
- ☐ Pay in person at City Hall.
- ☐ Pay [online](#) (invoice sent from an @franklinwi.gov email).

SCAM ALERT: Report any suspicious requests to the Dept.

Procedure

Pursuant to the UDO [Section 15-6-10](#), when a Master Sign Program is proposed, it should follow this general procedure:

1. Application. A master sign program shall be submitted to the Zoning Administrator.
2. Review and Action. The Plan Commission shall review the master sign program application and approve, approve with conditions, or deny the application based on the evaluation criteria (UDO [Section 15-6-10.D](#)).
3. Appeals. Any applicant who receives a notice of denial from the Plan Commission may, within thirty (30) days after receipt of such decision, appeal such decision to the Board of Zoning and Building Appeals by filing a written notice of appeal with the Zoning Administrator with an explanation as to why said decision was not warranted according to the applicant.

Approvals From Other City Departments

Approvals from other city departments may be required for the following:

- [Engineering Department](#): Stormwater management, utilities, easements, erosion control, land disturbance permits.
- [Inspection Services Department](#): Building permits, trades permits (HVAC, plumbing, electrical), certificate of occupancy.
- [Fire Department](#): Alarm and sprinkler permits, hood system, clean agent system, underground fire mains.
- [Health Department](#): Retail food license, swimming pool license, hotel/motel license.
- [City Clerk](#): Liquor license, day care license, entertainment license, hotel/motel tax.