



Sign Exception Application

City of Wisconsin Rapids, Wisconsin

Community Development Department
444 West Grand Avenue
Wisconsin Rapids, WI 54495-2780
Ph: (715) 421-8228

Overview: The Planning Commission reviews sign exception requests where compliance with Chapter 46 (Sign Code) is not met. Standards of review are outlined in section 46.25 of the Sign Code.

General instructions: Complete this application and submit one copy to the Community Development Department. Alternatively, you can submit your application online at <https://wisconsinrapids.zoninghub.com/>

Application fee: \$150.00

Application submittal deadline: Applications must be submitted 3 weeks prior to the Plan Commission meeting. Please consult the annual Planning Commission Schedule for specific dates.

Recommended meeting with staff: To ensure that all the required information is provided and that there is a complete understanding of the process, the applicant should meet with City staff to discuss the request and necessary items. Please contact the Community Development Department to schedule an appointment.

OFFICE USE ONLY

Application Number: _____ Fee Paid: \$ _____ Fee Received By: _____ Date Received: _____

Parcel Number: _____ Property Address: _____

Property Owner / Applicant (circle)	Agent, if any
Name	_____
Street address	_____
City, state, zip code	_____
Daytime telephone	_____
E-mail address	_____

General Description of the proposed sign project:

Reason for the sign exception request:

Section and detail of Sign Code requesting relief or exception from:

Zoning information (refer to <https://wisconsinrapids.zoninghub.com/zoningmap.aspx>)

- | | | |
|--|--|--|
| <input type="checkbox"/> RR Rural Residential | <input type="checkbox"/> R-8 Manufactured Home Park | <input type="checkbox"/> M-1 General Industrial |
| <input type="checkbox"/> R-1 Single family Residential | <input type="checkbox"/> B-1 Downtown Commercial | <input type="checkbox"/> M-2 Heavy Industrial |
| <input type="checkbox"/> R-2 Mixed Residential | <input type="checkbox"/> B-2 General Commercial | <input type="checkbox"/> I-1 Institutional |
| <input type="checkbox"/> R-3 Multi-family Medium Density Residential | <input type="checkbox"/> B-3 Neighborhood Commercial | <input type="checkbox"/> P-1 Park and Recreation |
| <input type="checkbox"/> R-4 Multi-family High Density Residential | <input type="checkbox"/> B-5 Mixed Use Commercial | <input type="checkbox"/> C-1 Conservancy |

Standards of Review: The Plan Commission shall use the following to determine whether to approve the exception, in addition to the requirements outlined in section 11.05 – Division 7 of the Municipal Code.

- 1) If the sign is not in full compliance with the definition or the type of sign is not permitted within a given district, the Plan Commission may make considerations for unique signs that match or have similar architectural styles or materials as the principal building(s).
- 2) Site difficulties. If there are unusual site factors, which preclude an allowed sign from being visible to the street immediately in front of the site, an adjustment may be granted to achieve visibility standards. This adjustment is not intended to be used to make signs visible to other streets, but to address site difficulties of visibility to the street on which the sign has direct frontage. Site difficulties may include the sign face being blocked due to topography of the site, elevation of street, setback of the existing development, or landscaping on the site, or from abutting development or landscaping. This set of adjustment criteria is generally 18 intended to allow greater flexibility in placement and dimension requirements of the sign. The adjustment may be approved if the following criteria are found to be met:
 - a. There is no reasonable place on the site for an allowed sign without an adjustment to achieve visibility standards to the street immediately in front of the site. This may include consideration of an off-premise sign where appropriate.
 - b. If the proposed sign extends into the five-foot setback requirement, the sign will not create a traffic or safety hazard.
 - c. Of potential adjustments to meet the visibility standard, the request is the most consistent with the surrounding development and sign patterns.
 - d. The adjustment is the minimum needed for a sign to meet the visibility standards.
 - e. Additional signage may not constitute an over proliferation of signs on a property or cause needless repetition or redundancy of signage.
 - f. The sign would not be located so as to have a negative impact on adjacent property.
 - g. The size and height adjustment is the minimal to adhere visibility standards.
- 3) If a proposed sign structure, including required landscaped areas would take up required parking spaces and is unable to be suitably placed where setbacks can be met and required parking is not removed, the Plan Commission may reduce or waive the setbacks and landscaping requirement.
- 4) Signs where a Sign Exception is specifically required elsewhere in this chapter such as a mural, may not need to meet all of the above criteria for approval. These are unique signs, and the Plan Commission may grant approval on a case by case basis.
- 5) The Zoning Administrator may require a Sign Exception review when provisions of the sign code are unclear or contradicting.

Provide further details regarding the request in relation to the above standards:

Applicant certification

- I certify that all of the information in this application, along with any attachments, is true and correct to the best of my knowledge and belief.
- I understand that submission of this application authorizes City officials and employees, and other designated agents, including those retained by the City, to enter the property to conduct whatever site investigations are necessary to review this application. This does not authorize any such individual to enter any building on the subject property unless such inspection is specifically related to the review of this application and the property owner gives his or her permission to do so.
- I understand that this application and any written materials relating to this application will become a permanent public record and that by submitting this application I acknowledge that I have no right to confidentiality. Any person has the right to obtain copies of this application and related materials or view it online.
- I understand that the zoning administrator will review this application to determine if it contains all of the required information. If he or she determines that the application is incomplete, it will not be scheduled for review until it is deemed to be complete.

Property Owner and/or Applicant:

Name – print

Name – Signature

Date

Name – print

Name – Signature

Date