



Department of City Planning
174 E. Wisconsin Avenue Oconomowoc, WI
www.oconomowoc-wi.gov | 262.569.2173

Sign Application

The following information is required to be included and explained in your submittal. The submittal shall be 10 copies (no larger than 11"x17") and collated:

- \$75 Application Fee (Check written to the City of Oconomowoc or cash only)
- This Application (10 copies, collated with the rest of the application)
- Color renderings of proposed signs and signage on building
- A letter/email of approval signed by the property owner
- Sign landscaping plan and plant list
- Sign site plan showing setbacks from property line
- To scale, drawing of sign(s) with area calculations and dimensions
- [Free-standing signs only] Sign plan showing height above grade
- [For building signs only] Rendition of building showing sign placement on the building
- Signs not conforming to the Sign Ordinance requirements such as size, number, location or other regulations listed in Subchapter 17-6, may apply for a special exception per § 17.602(5). Applicant shall provide written justification for why a special exception is needed.
- [Email] All of the above in .pdf format (under 5MB) to Planning Staff
 - o Jason Gallo, City Planner: JGallo@oconomowoc-wi.gov | phone: 262-569-2166
 - o Kristi Weber, Planner: KWeber@oconomowoc-wi.gov | phone: 262-569-2173

Name of Applicant requesting the sign: _____
 Applicant's Address (include city, state and zip code): _____
 Applicant's telephone number: _____
 Applicant's email address: _____

Name of Establishment requesting the sign: _____
 Address of Establishment (include city, state and zip code): _____
 Name of Establishment's primary contact: _____
 Primary contact's telephone number: _____
 Primary contact's email address: _____

Property Owner of establishment requesting the sign: _____
 Property Owner's Address (include city, state and zip code): _____
 Property Owner's telephone number: _____
 Property Owner's email address: _____

Zoning of Property: _____ In the **Downtown District**? (yes/no) _____ **-OR-** on the **Isthmus**? (yes/no) _____
 Are you creating / amending a **Master Sign Plan**? (yes/no) _____

* * * * *

Administrative filing fees are due at the time an application is filed with the City Clerk's Office and are not refundable. In addition to the Administrative fees, City Planning Staff time will be charged back to the applicant. The Applicant will receive monthly invoices of payments due.

As Applicant/Agent/Property Owner, I agree to pay all chargebacks and to conform to the approval given by the City Planning Department / Architectural Commission.

Signature

Date



ARCHITECTURAL COMMISSION REQUIREMENT HANDOUT

It is **HIGHLY RECOMMENDED** that you contact the Planning Department as soon as possible, ideally a month prior to submittal, for an initial project review. Once the applicant is ready to apply for the Commission, the applicant shall submit **ten (10) collated color sets (no larger than 11" x 17")** of the Architectural Building Review Application / Sign Application, the applicable fee, architectural plans to the Planning Department along with **one (1) digital copy**. Planning Staff will verify the submittal is complete and if the submittal is complete, Planning Staff will place the development on the Architectural Commission agenda for review. The Architectural Commission will approve, deny, or postpone the development proposal.

Submittal Requirements:

- Project Background*
 - Use
 - Zoning
 - Isthmus (§17.204)
 - Downtown Design Overlay District (§17.208)
 - Large Scale Development (§17.209)
 - Commercial & Mixed-Use (§17.207)
 - Multi-Family (§17.210)
 - Square Footage (total & individual rooms/tenant spaces)
 - Number of Units
 - Surrounding Context
 - Anything Special?
- Building Design*
 - Story of Building
 - Character
 - Massing
 - Base / Middle / Top
 - Special Features
 - Elevations
 - Elevation Markers (above grade)
 - Overall Building Height
 - Renderings (preferred in context)
 - Site Plan with Context
- Long Expansive Rooflines (§17.207(5)(d))*
- Four-Sided Architecture (§17.207(8))*
 - Blank Walls
 - Who sees what side?
- Materials*
 - Durable: ie HardiPlank
 - Brick / stone turn corner
 - Provide samples at meeting
 - Provide detailed specification sheet
- Garbage Enclosure (§17.208(4)(n), 17.209(20))*
 - Match building and/or be incorporated
 - Landscaped
 - Man Door
 - Enclosure materials
- Lighting (§17.211)*
 - Respond In General – Plan Commission to review
 - Location of lights
 - Are the wall packs hidden?
 - Color of fixtures appropriate
 - Apartments/Condos – are the porch lights unit specific?
- Landscaping Plan (§17.503)*
 - Respond In General – Plan Commission to review
 - Break up blank walls
 - Screen transformer / generator
- Mechanical Equipment (§17.206(1)(b), §17.208(4)(l), §17.209(11))*
 - Roof Top Units (RTUs) / Kitchen Exhaust Must be screened / incorporated into the building
- Roof / Elevation Venting*
 - Must be minimized and match adjacent building color
- Signage (§17-6)*
 - Allowable Square Footage
 - Square Footage Requesting
 - Ground/Monument signs (§17.607(4))
 - Wayfinding/Directional signage (§17.603(1)(p))
 - Master Sign Package (required for multi-tenant (§17.609(3)(a)))
 - Electronic Messaging Center / Digital Reader Boards (§17.609)
 - Wall Signs (§17.607(1) & §17.608(2)(c)(2))
 - Window / Door Signs (§17.603(1)(h))
 - Pedestrian Orientated Projecting Signs (§17.607(3))
 - Special Exception Requested
- Miscellaneous*
 - Gooseneck Lighting (Downtown)
 - Downspout Locations
 - Design of Railings (no round)
 - Fence
 - Retaining walls
 - Bollard design