



# ORO VALLEY MASTER SIGN PROGRAM GUIDE





# **ORO VALLEY MASTER SIGN PROGRAM PROCESS GUIDE**

**A Master Sign Program is an official document that regulates permanent signage within a multi-tenant site or development. A Master Sign Program is a set of sign standards that proposes alternatives to the Sign Code Chapter 28.**

**This process guide contains the process narrative, submittal checklist, and required content for a Master Sign Program. The Program will be reviewed by the Planning and Zoning Commission (PZC) who will make recommendation to the Town Council for final decision.**

## **1.0 Master Sign Program Submittal Package**

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# **1.0 MASTER SIGN PROGRAM SUBMITTAL PACKAGE**

## **1.1 PROJECT NARRATIVE**

### **Introduction:**

A Master Sign Program is a set of sign standards for a development that propose alternatives to the provisions of the sign code, Chapter 28, and is intended to provide latitude in order to achieve variety and good design.

The Community and Economic Development Department (CEDD) is here to assist you with your Master Sign Program application. Throughout the process, you will be working closely with the Town staff to ensure the efficient processing of your application.

### **Process Overview:**

An approved Master Sign Program is required prior to issuance of a permanent sign permit for all multi-tenant commercial buildings, resorts, and industrial centers.

Refer to the table below to better understand the approval process for the Town’s Master Sign Program applications.

**Table of Authority**

<b>Submittal Type</b>	<b>Staff Authority</b>	<b>Planning and Zoning Commission</b>	<b>Town Council Authority</b>
Master Sign Program	Review	Recommendation	Final Decision

### **Step 1 – Formal Submittal**

The applicant shall submit a completed general application (Section 1.2) along with items required in the submittal checklist (Section 1.3) of this document.

The plans will be reviewed by staff for compatibility with the Zoning Code and Design Standards. To ensure timely review, applicants should review the applicable provisions of the Zoning Code.

### **Step 2 – Staff Review**

After receiving a complete application, staff will review the Master Sign Program (MSP) in accordance with the applicable provisions of the Zoning Code. A review letter will be sent to the applicant within 15 working days of the submission. The plans may need to be revised and re-submitted for additional reviews to address any remaining comments on the application. When all review comments have been addressed, the application will be forwarded to the Planning and Zoning Commission for review.

### **Step 3 – Planning and Zoning Commission (PZC)**

The MSP is reviewed by the PZC at the next available meeting. The PZC decisions are based on the Design Principles outlined in Sections 22.9 and Design Standards, Addendum “A” of the Zoning Code. The Commission will make a recommendation to Town Council for final review and decision.

The applicant is expected to attend the meeting and present the proposal and answer questions.

### **Step 4 – Town Council (TC)**

The applicant may need to revise the MSP based on the recommendation of the PZC prior to the Town Council meeting.

The applicant is expected to attend the Council meeting to present the proposal and answer questions.

### **Step 5 – Final Approval**

After Council approval, the applicant must submit a final copy of the Master Sign Program package that addresses any conditions of approval. Once the revised criteria is received, the applicant may submit permits for construction and installation of permanent signs.



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**1.2 GENERAL APPLICATION FORM**

Office Use Only

**OV Case #:** \_\_\_\_\_

**Application Type:**

- |   |  |
|---|--|
| <input type="checkbox"/> Major General Plan Amendment | <input type="checkbox"/> Pre-Application                             |
| <input type="checkbox"/> Rezoning/PAD Amendment       | <input type="checkbox"/> Zoning Verification                         |
| <input type="checkbox"/> Planned Area Development     | <input type="checkbox"/> Sign Criteria                               |
| <input type="checkbox"/> Conditional Use Permit       | <input type="checkbox"/> Sign - PAD Exemption                        |
| <input type="checkbox"/> Zoning Code Amendment        | <input type="checkbox"/> Master Sign Program                         |
| <input type="checkbox"/> Conceptual Site Plan         | <input type="checkbox"/> Communication Facility – Tier 1 and 2 Minor |
| <input type="checkbox"/> Conceptual Public Art        | <input type="checkbox"/> Communication Facility – Major              |
| <input type="checkbox"/> Conceptual Architecture      | <input type="checkbox"/> Revised Development Plan                    |
| <input type="checkbox"/> Final Site Plan              | <input type="checkbox"/> Other _____                                 |
| <input type="checkbox"/> Conceptual Landscape Plan    | _____  |
| <input type="checkbox"/> Final Plat                   |  |

**Subject Property Information:**

Address: \_\_\_\_\_ Parcel/Tax Code: \_\_\_\_\_

Subdivision / Commercial Center Name: \_\_\_\_\_

Book / Page or Sequence Number: \_\_\_\_\_ Lot Number(s) \_\_\_\_\_

Legal Description: \_\_\_\_\_

\_\_\_\_\_

Section/Township/Range: \_\_\_\_\_ Area of Property: \_\_\_\_\_

Existing Land Use: \_\_\_\_\_ Proposed Land Use: \_\_\_\_\_

\_\_\_\_\_

**Applicant Information:**

\* If more than one, attach list

**Applicant\*:**

Name: \_\_\_\_\_ Firm: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Property Owner(s) if different from Applicant\*:**

Name: \_\_\_\_\_ Firm: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Consultant\*:** \_\_\_\_\_ (Discipline)

Name: \_\_\_\_\_ Firm: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Project Description/Narrative: (SEPARATE SHEET PREFERRED)**

I hereby certify that I have read and examined this application and know the same to be true and correct. I am the owner of the property or the Owner's authorized representative, and if not the owner, I have obtained the owner's permission to perform stated work. All provisions of laws and ordinances governing this type of work will be complied with whether specified herein or not. The approval of this application does not presume to give authority to violate or cancel the provisions of any other federal, state or local law for which this project may be subject to.

**Notice:** It is the applicant/owner's responsibility to ensure all private rules and regulations (such as Covenants, Conditions & Restrictions (CC&R's)) of the subdivision and/or commercial center are adhered to. Contact your Home Owners Association or property management to determine applicable requirements.

It is also the applicant's responsibility to coordinate with all outside agencies to secure their acceptance or clearance. Failure to do so may delay issuance of permits. See attached list of agencies.

\_\_\_\_\_

Applicant's Signature

\_\_\_\_\_

Print Name  
Date

**Important Note: All submittals received after 4:00 p.m. will be processed the next day**

**Submittals will be rejected if:**

- There are missing items on the checklist unless otherwise approved by Planning Division Manager or Town Engineer.
- Re-submittals will not be accepted without a transmittal letter and a written response to staff comments.

### 1.3 MASTER SIGN PROGRAM – SUBMITTAL CHECKLIST

All applications for a Master Sign Program must include the following materials to be accepted for processing:

- Formal Submittal which includes all items listed in **Section 2.0 of the process guide**
- General Application
- Electronic file in pdf format emailed to [planning@orovalleyaz.gov](mailto:planning@orovalleyaz.gov)
- Fees: Payment will be requested once the plans have been submitted via email

# 1.4 MASTER SIGN PROGRAM SUBMITTAL FLOW CHART

Master Sign Program Process	Time*	Purpose
<b>Formal Submittal</b>	Applicant Driven	<ul style="list-style-type: none"> <li>• Submittal of plans in accordance with Code requirements</li> <li>• Applicant to address any comments or concerns identified during the final design review phase.</li> </ul>
<b>Staff Review</b>	4 Weeks	<ul style="list-style-type: none"> <li>• Staff distributes copies to all internal/external agencies for review</li> <li>• Staff code compliance letter is provided within 15 working days of a complete submittal</li> </ul>
<b>Revised Submittal</b>	Applicant Driven	<ul style="list-style-type: none"> <li>• Applicant to address staff review comments relative to code compliance</li> <li>• Additional revised submittals may be necessary if code issues are not adequately addressed</li> </ul>
<b>Staff Review</b>	1-4 Weeks	<ul style="list-style-type: none"> <li>• Staff will review for Code Compliance. Additional review may be required prior to scheduling the application for Planning and Zoning Commission consideration if the proposal is not code compliant</li> </ul>
<b>Planning and Zoning Commission</b>	4 Weeks	<ul style="list-style-type: none"> <li>• Commission review focused on conformity with adopted plans, code requirements and the staff recommendation</li> <li>• Provides a recommendation to Town Council</li> </ul>
<b>Town Council</b>	4 Weeks	<ul style="list-style-type: none"> <li>• Town Council review focused on conformity with adopted plans, code requirements and the Planning and Zoning Commission recommendation</li> <li>• The deciding body on whether to approve, deny or continue the application</li> </ul>

**Total Town Processing Time      9 -12 weeks\***

\* Typical time frames – actual time frames may vary and are dependent upon timely applicant submittals.

## 1.5 FEE SCHEDULE

As specified in the OVZCR, all fees must be paid in full prior to acceptance of an application. Fees identified after submittal are due as determined by the Planning and Zoning Administrator (Public Works Director for rights-of-way fees). All fees must be paid prior to the issuance of permits and/or release of assurances. Bond release inspections may be deducted from the appropriate bond if this is part of the language of the bond.

Charges for partial review of any project will be based on the stage of review and staff time already dedicated to the project. The Planning and Zoning Administrator may refund up to 80% of the fee. The Planning and Zoning Administrator may waive fees if an undue hardship has been created by the Town. All other fee waiver requests must be approved by the Town Council. Fees will not be applied to applications or events initiated or sponsored by the Planning and Zoning Commission or Town Council.

GIS fees are charged per development project. Whenever independent consultant review is provided for in the OVZCR (Golf Course Overlay, Communications facilities, Riparian analysis etc.), the applicant must reimburse the Town for all consultant fees incurred.

Fees:

Master Sign Program	\$1,000
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**See the Development Services fee schedule for a complete list of fees.**



## 2.0 MASTER SIGN PROGRAM PLAN CONTENT

### 2.1 MASTER SIGN PROGRAM CONTENT

A Master Sign Program shall be written based on the provisions of the Zoning Code chapter 28 and shall conform to the purpose and intent of the Zoning Code including Addendum "A", Design Guidelines.

A Master Sign Program shall include **only those signs types** permitted in the zoning code but may allow **adjustments to the standards** of those types, provided they are justifiable.

The Master sign program shall include the following:

1. A cover page:
  - a) Address of the development
  - b) Legal name of the development and the common name
2. Site plan:
  - a) Location map with a north arrow
  - b) Show whole development
  - c) Labeled streets
  - d) Identify each building group in the development. Define those groups of buildings with identification that corresponds with the development plan (i.e. building pad, shop or majors).
  - e) Ensure references to buildings remain the same throughout the document. For example: Building group A or Majors B or Shops C must refer to the same building throughout the criteria.
  - f) Clarify terms such as east buildings. Does this mean the buildings on the east side of the development or the east facing buildings?
  - g) Show location of proposed freestanding signs.
3. Introduction:
  - a) Narrative describing how the proposed Sign Criteria meets the Design Principles and Design Standards below:
    - Sign colors, design and placement which shall be complementary and integral to the project's architectural and site design themes.
    - Project identification and sign elements shall incorporate architectural treatment and project unifying elements which are integrated with the overall design of the project in terms of scale, style, materials, color and theme. Signage shall reflect character of the primary building (s).

- Developments shall use architectural elements such as towers, obelisks, monuments, gateway arches to establish a unified project identity. These elements should be replicated in the overall design template for the development.
- Location and placement of building mounted signs shall be integrated into building architecture. Building signs shall be consistent in terms of materials and construction.
- As feasible, sign colors shall utilize the project color palette approved as part of the Conceptual Design for the project.
- Colored sign banding and colored light elements utilizing corporate colors shall be permitted provided the colors are consistent with the overall approved color palette for the center or complex.

- b) Include any documents regarding pre-annexation agreements, ordinances or resolutions that are specific to the development's signs.
- c) Do not include references to Pima County, City of Tucson or other jurisdictions codes.
- d) If an existing sign program is being changed, use strikeouts, bolded or italicized text to distinguish new text from old text.
- e) Add language to define how future sign code changes in the Zoning Code will affect the approved MSP. If the Zoning Code changed to allow larger signs, will the criteria also change or stay the same?

4. Color renderings or photos of all buildings, structures, and elevations clearly depicting overall building composition and façade design elements.
5. Color and materials palette for all elements of the proposed signs. Note: photographs of proposed sign materials is required, actual materials (i.e. materials boards) will not be accepted.
6. Color palette. Identify the intention of the colors i.e. Letters of wall signs, etc.
7. Photographs of the project site and adjacent properties illustrating the relationship between the proposed development and surrounding uses.
8. Include a design example of every type of permanent sign you propose to use in the development and requirements for each.
  - **Please keep related sign types and standards together.**
  - **Do not refer to the same sign type on multiple pages.**
  - **Organize the requirements into allowed, not allowed or general requirements. Do not mix.**
  - **A sign program is not a sign permit. Do not include construction details unless they are relevant to the sign program.**
  - **Do not include private agreements between the landlord and tenants. This MSP is a Town regulated document is not intended to act as part of a private lease agreement.**

## 1. Wall Signs

- A. Quantity: How many building elevations will have wall signs?
  - B. Type of sign: Use this section to specifically address the allowed or prohibited types of wall signs. I.E. Reverse pan channel, pan channel, cabinet, etc.
  - C. Area of Sign: List the size allowances. You may wish to defer sign area to the zoning code. Adding a special size limits such as letter heights, number of lines or other size restrictions specific to your development could prove to be too limiting.
  - D. Address the use of logos and size allowances. Define if a logo allowance will be limited a percentage of the proposed sign or of the allowed sign area.
  - E. Location: Define where tenants can or cannot place signs. Address any special conditions from neighborhood or design review meeting that restricted location of signs.
  - F. Illumination: Define the type and colors allowed. Will day/night plex be allowed? What is the intended color of the sign at night?
  - G. Time of illumination turn off should defer to the current Zoning Code.
  - H. List the colors of the signs. List each component of the sign i.e. faces, returns, trim cap, etc. Identify colors with name and number of the color. This should be shown in your material/color palette
  - I. Will raceways be allowed?
- ## 2. Freestanding signs
- A. Indicate type;
    - i. Monument
    - ii. Directional
    - iii. Directory
    - iv. Entry way
    - v. Menu boards
    - vi. Pedestrian tenant directory.
  - B. Please review each type of allowed permanent sign and provide the design details for each type of sign the property proposes to install. Design details may include the following:
    - i. Quantity and location
    - ii. Size and heights
    - iii. Illumination
    - iv. Colors and materials
    - v. If you wish to exclude a certain sign type, you will need to list that also. Omitting a sign type without specifically prohibited the sign could be viewed as allowing the sign under the OVZCR allowances.
- ## 3. Window Signs: All window signs shall conform to the standards of the Oro Valley Zoning Code. Do not add window sign standards to the MSP. Refer to OVZC.
- ## 4. Temporary signs shall be per the standards of the Oro Valley Zoning Code. Do not add temporary sign standards to the MSP.
- ## 5. Sign measurement standards shall be per the Oro Valley Zoning Code. Do not add sign measurement standards to the MSP.