

Sign Criteria

Process and Submittal Requirements

Town of Oro Valley

Community and Economic Development Department - Planning Division

Questions: 520.229.4800 | orovalleyaz.gov



APPLICABILITY

A sign criteria is a set of proposed sign designs for a multi-building development that complies with the standards of Zoning Code. A sign criteria is required prior to issuance of a permanent sign permit for nonresidential multiple-tenant and commercial and industrial centers.

The applicant should review all permanent sign type allowances in Zoning Code Section 28.5. Include all permanent sign types that the development may install on the property (design examples and development standards for each must be included).

FEES

As specified in the OVZCR, all fees must be paid in full prior to acceptance of an application. Fees related to a Sign Criteria are provided below.

Sign Criteria	\$350
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SUBMISSIONS

To avoid delays in review, please be aware of the following:

- All applications must be submitted online.
- Project resubmittals are to be uploaded through the portal using the same project number the first application was provided. Please do not e-mail documents directly to staff as this may delay the submittal review process.
- All items must be submitted in PDF format.
- Please name PDF files in a self-explanatory manner such as *"Document Type – Date."*
- All fees must be paid upon submitting. Reviews will not begin until all fees are paid. Fees may be paid online.

SUBMITTAL CHECKLIST

- Narrative
- Sign program

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PROCESS

SIGN CRITERIA	Time*	Purpose
Formal Submittal	Applicant Driven	<ul style="list-style-type: none">• Submittal of plans in accordance with Code requirements.
Staff Review	3 Weeks	<ul style="list-style-type: none">• Staff distributes copies to all internal/external agencies for review
Revised Submittal	Applicant Driven	<ul style="list-style-type: none">• Applicant to address staff review comments relative to code compliance• Additional revised submittals may be necessary if code issues are not adequately addressed
Staff Review / Approval	1-4 Weeks	<ul style="list-style-type: none">• Staff will review for Code Compliance. Additional review may be required prior to approval.

Total Town Processing time approximately 5-7 weeks*

REVIEW

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Applications for a Sign Criteria requires administrative approval. To ensure timely review, applicants should review all applicable provisions of the Zoning Code and ensure the formal submittal is complete.

A Sign Criteria shall include only those sign types permitted in the zoning code and shall conform to the purpose and intent of the Zoning Code including the following Addendum "A", Design Guidelines.

Design Principles and Design Standards in Addendum "A" of the zoning code:

- *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.*

SUBMITTAL ITEMS AND REQUIREMENTS

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All items must be submitted in PDF format. Please name PDF files in a self-explanatory manner such as *"Document Type – Date."*

The Sign Criteria shall include the following:

1. Introduction:
 - a. Narrative describing how the proposed Sign Criteria meets the Design Principles and Design Standards listed on the previous page.
 - 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 SC. If the Zoning Code changed to allow larger signs, will the criteria also change or stay the same?
2. A cover page:
 - a) Address of the development
 - b) Legal name of the development and the common name
3. 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 buildings 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.
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. (Photos or drawings only, not actual materials). Identify the intention of the colors (i.e. Letters of wall signs, etc.)
6. Include a design example of every type of permanent sign you propose to use in the development and requirements for each. For example:
 - Wall Signs
 - a. Quantity: How many building elevations will have wall signs?

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- 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?
- Freestanding signs
 - a. Monument
 - b. Directional
 - c. Directory
 - d. Entry way
 - e. Menu boards
 - f. Pedestrian tenant directory.
 - Design details may include the following:
 - a. Quantity and location
 - b. Size and heights
 - c. Illumination
 - d. Colors and materials
 - e. 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.
 - Window Signs: All window signs shall conform to the standards of the Oro Valley Zoning Code. Do not add window sign standards to the SC. Refer to OVZC.
 - Temporary signs shall be per the standards of the Oro Valley Zoning Code. Do not add temporary sign standards to the SC.
 - Sign measurement standards shall be per the Oro Valley Zoning Code. Do not add sign measurement standards to the SC unless you intend on modifying those in the SC.

Tips:

- Please keep related sign types and standards together.

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- Do not refer to the same sign type on multiple pages.
- Organize the requirements into allowed, not allowed or general requirements.
- A sign program is not a sign permit. Do not include construction details such as electrical and structural details unless they are relevant to the sign program.
- Do not include private agreements between the landlord and tenants. This SC is a Town regulated document is not intended to act as part of a private lease agreement.

NEXT STEPS

Once approved, the applicant may submit a sign permit for installation.