



ORO VALLEY SIGN CRITERIA GUIDE





ORO VALLEY SIGN CRITERIA PROCESS GUIDE

This process guide contains the process narrative, submittal checklist, and required content for a Sign Criteria. The Criteria will be reviewed by the Planning and Zoning Commission (PZC) for final decision.

1.0 Sign Criteria Submittal Package

- 1.1 Process Narrative (Pg. 3)**
- 1.2 General Application (Pg. 5)**
- 1.3 Submittal Checklist (Pg. 7)**
- 1.4 Sign Criteria Process Flow Chart (Pg. 8)**
- 1.5 Fee Schedule (Pg. 9)**

2.0 Sign Criteria Content

- 2.1 Plan Content (Pg. 10)**



1.0 SIGN CRITERIA SUBMITTAL PACKAGE

1.1 PROCESS NARRATIVE

Introduction:

A sign criteria is a set of proposed sign standards for a development that complies with the provisions of Zoning Code. A Sign Criteria is required prior to issuance of a permanent sign permit for nonresidential multiple-tenant commercial buildings, resorts, and industrial centers.

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

Process Overview:

Refer to the table below to better understand the approval process for the Town's sign criteria applications, please refer to the table below.

Table of Authority

Submittal Type	Staff Authority	Planning and Zoning Commission
Sign Criteria	Review/Recommendation	Final Decision

Sign Criteria – Process Description

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).

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 Sign Criteria in accordance with the applicable provisions of the Zoning Code. A review letter will be sent to the applicant within 10 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 and final decision.

Step 3 – Planning and Zoning Commission (PZC)

The Sign Criteria is reviewed by the PZC at the next available meeting. The PZC's decisions are based on the Design Principles outlined in Sections 22.9 and Design Standards, Addendum "A" of the Zoning Code. PZC decisions are subject to an appeal by the Town Council. The applicant is expected to present the proposal and answer questions at the meeting.

Step 4 – Final Approval

The applicant may need to revise the Sign Criteria based on the final decision of the PZC. Following PZC approval, the applicant must submit a final sign criteria that addresses any conditions of approval. Once staff receives the revised Criteria, the applicant may submit permits for construction and installation of permanent signs.



TOWN OF ORO VALLEY
COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT
11000 N. LA CAÑADA DRIVE, ORO VALLEY, AZ. 85737
PHONE: (520) 229-4800 FAX: (520) 742-1022
www.orovalleyaz.gov

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 SUBMITTAL CHECKLIST

All applications for Sign Criteria must include the following materials to be accepted for processing, (please note additional site specific information may be required):

- ☐ Fees
- ☐ Formal submittal, size 11" x 17" or 8 ½" x 11" (4 Copies)
 - ☐ All items included in Section 2.0 of this process guide
 - ☐ General Application
 - ☐ Electronic file in pdf format on a CD or flash drive: ***Submittal will not be accepted if an electronic version of all submittal material in PDF format is not included.***

ADDITIONAL COPIES MAY BE REQUIRED PRIOR TO THE PLANNING AND ZONING COMMISSION MEETING

1.4 SIGN CRITERIA PROCESS FLOW CHART

Sign Criteria Process	Time*	Purpose
Formal Submittal	Applicant Driven	<ul style="list-style-type: none"> • Submittal of plans in accordance with Code requirements • Applicant to address any comments or concerns identified during the final design review phase.
Staff Review	4 Weeks	<ul style="list-style-type: none"> • Staff distributes copies to all internal/external agencies for review • Staff code compliance letter is provided within 20 working days of a complete submittal
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	1-4 Weeks	<ul style="list-style-type: none"> • 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
Planning and Zoning Commission	4 Weeks	<ul style="list-style-type: none"> • Commission review focused on conformity with adopted plans, code requirements and the staff recommendation • The deciding body on whether to approve, deny or continue the application

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:

Sign Criteria	\$350
---------------	-------

See the Development Services fee schedule for a complete list of fees.



2.0 SIGN CRITERIA CONTENT

2.1 PLAN CONTENT

A Sign Criteria must be written to comply with the standards of the Oro Valley Zoning Code. Developments proposing alternatives to the code must apply for a Master Sign Program.

The applicant should review all permanent sign type allowances in the zoning code section 28.5. Include all permanent sign types that the development may install on the property*.

The Sign Criteria documents shall include:

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?
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).

**Include a design example of every type of permanent sign you propose to use in the development and requirements for each.*

- 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 criteria 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 Sign Criteria. 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.

- **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 SC 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 define the maximum sizes of the overall sign, letter heights, number of lines or other size restrictions specific to your development or defer this to the code.
 - 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 criteria. 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 criteria.
5. Sign measurement standards shall be per the Oro Valley Zoning Code. Do not add sign measurement standards to the criteria.