



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 Conceptual Design Review Board (CDRB) 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:

The Development and Infrastructure Services (DIS) Department is here to assist you through the Town’s review process. Throughout the process, you will be working closely with the Town staff to ensure the efficient processing of your application.

The DIS Department is the primary point of contact that will help coordinate all facets of your development. For information on a specific topic relating to your development, please refer to the attached resource list or visit the DIS Department’s website at <http://orovalleyaz.gov/dis>.

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

Table of Authority

Submittal Type	Staff Authority	Conceptual Design Review Board Authority	Town Council Authority
Master Sign Program	Review	Recommendation	Final Decision

Process Overview:

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 Chapter 28 of the Zoning Code.

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

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. A formal submittal shall include the following:

- 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.

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 comments on the application. When all review comments have been addressed, the application will be forwarded to the Conceptual Design Review Board (CDRB) for review. Town Council is the final decision board for an MSP.

Step 3 – Conceptual Design Review Board

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

Step 4 – Final Approval

The applicant may need to revise the MSP based on the recommendation of the CDRB and Town Council. Once staff receives the revised Criteria, 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"/> Final Plat |
| <input type="checkbox"/> Rezoning/PAD Amendment | <input type="checkbox"/> Pre-Application |
| <input type="checkbox"/> Planned Area Development | <input type="checkbox"/> Zoning Verification |
| <input type="checkbox"/> Conditional Use Permit | <input type="checkbox"/> Sign Criteria |
| <input type="checkbox"/> Zoning Code Amendment | <input type="checkbox"/> Sign - PAD Exemption |
| <input type="checkbox"/> Conceptual Site Plan | <input type="checkbox"/> Master Sign Program |
| <input type="checkbox"/> Conceptual Public Art | <input type="checkbox"/> Communication Facility – Tier 1 and 2 Minor |
| <input type="checkbox"/> Conceptual Architecture | <input type="checkbox"/> Communication Facility – Major |
| <input type="checkbox"/> Final Site Plan | <input type="checkbox"/> Revised Development Plan |
| <input type="checkbox"/> Conceptual Landscape Plan | <input type="checkbox"/> Other _____ |

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:

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:

- Not folded using Pima County fold & collated;
- There are missing items on the checklist unless otherwise approved by Planning Division Manager or Town Engineer.
- Re-submittals cannot be accepted without a transmittal and a written narrative summary describing the purpose of submittal.

1.3 MASTER SIGN PROGRAM – SUBMITTAL CHECKLIST

All submittal requirements are included herein. Please note additional site specific information may be required.

- Fees
- Formal Submittal – Size 11”X 17” or 8 ½” x 11” **(4 copies)** (Note additional copies of the formal submittal may be necessary for distribution to the Board Members after staff review)
- All items included in Section 2.0 of the process guide **(4 copies)**
- General Application
- Electronic file in pdf format on a CD: ***Submittal will not be accepted if an electronic version of all submittal material in PDF format is not included***

1.4 MASTER SIGN PROGRAM SUBMITTAL FLOW CHART

Formal Submittal	Staff Review	Conceptual Design Review Board (CDRB)	Town Council
<ul style="list-style-type: none"> Once a formal submittal is received, a completeness review will be conducted to ensure the submittal is complete. 	<ul style="list-style-type: none"> The formal submittal includes the review of the application by DIS staff and other relevant agencies. The applicant will be notified within 15 business days if the submittal is ready for review by CDRB or if corrections are needed. Complete submittals will be scheduled for the next available CDRB meeting date. Incomplete submittals will be returned to the applicant for correction. 	<ul style="list-style-type: none"> The purpose of the CDRB is to promote attractive, safe and compatible developments. Staff will prepare a staff report and recommendation on the application to the CDRB. In examining the Master Sign Program application, the CDRB's focus is to ensure conformity with the adopted Zoning Code standards and consistency with Design Standards in Addendum 'A'. All CDRB recommendations, actions and findings will be transmitted to the applicant and Town Council 	<ul style="list-style-type: none"> The Town Council is a legislative body that makes the final decisions to approve, deny or conditionally approve the proposed MSP.
5 working days	15 working days	Once staff has deemed submittal is ready for CDRB	Following issuance of CDRB recommendation

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 PROM 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 herein and may allow adjustments to the standards of those types, provided they are justifiable. The Master sign program shall include the following:

1. Narrative describing how the proposed Program meets the Design Principles and Design Standards as listed in Step 1 of the Process Narrative. The narrative shall also explain the latitude proposed in the Program and the justification.
2. Address of the development
3. Location map with a north arrow
4. Site plan of the development
5. Labeled streets
6. Legal name of the development and the common name.
7. Identify each building group in the development. Define those groups of buildings with identification that corresponds with the development plan (i.e. building pads, shops or majors).
8. Clarify terms such as east buildings. Does this mean the buildings on the east side of the development or the east facing buildings?
9. Do not include references to Pima County, City of Tucson or other jurisdictions codes.
10. Include any documents for pre-annexation agreements, ordinances or resolutions that are specific to the development’s signs.
11. Color renderings or photos of all buildings, structures, and elevations clearly depicting overall building composition and façade design elements.
12. 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.
13. Photographs of the project site and adjacent properties illustrating the relationship between proposed developments and surrounding uses.
14. If an existing document is being changed, use strikeouts, bolded or italicized text to distinguish new text from old text.
15. 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?

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

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?

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:

2. Freestanding signs

A. Indicate type:

- i. Monument
- ii. Directional
- iii. Directory
- iv. Entry way
- v. Menu boards
- vi. Pedestrian tenant directory.

- 1. Quantity and location
- 2. Size and heights
- 3. Illumination
- 4. Colors and materials
- 5. 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 set forth in the OVZC Chapter 28.
- 4. Temporary signs shall be per the OVZC.
- 5. Sign measurement standards will be determined by the OVZC.