



**DESIGN REVIEW
MASTER SIGN PLAN**

Revised May 2010

**DESIGN REVIEW
MASTER SIGN PLAN**

PROCESS GUIDE AND APPLICATION

Town of Gilbert
Planning and Development Services Division
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APPLICATION PROCEDURES

DESIGN REVIEW MASTER SIGN PLAN

The following information is provided to assist in the preparation and submittal of an application for Design Review for a property within the Town of Gilbert. Design Review approval is required for a Master Sign Plan. A Master Sign Plan may be used for the following:

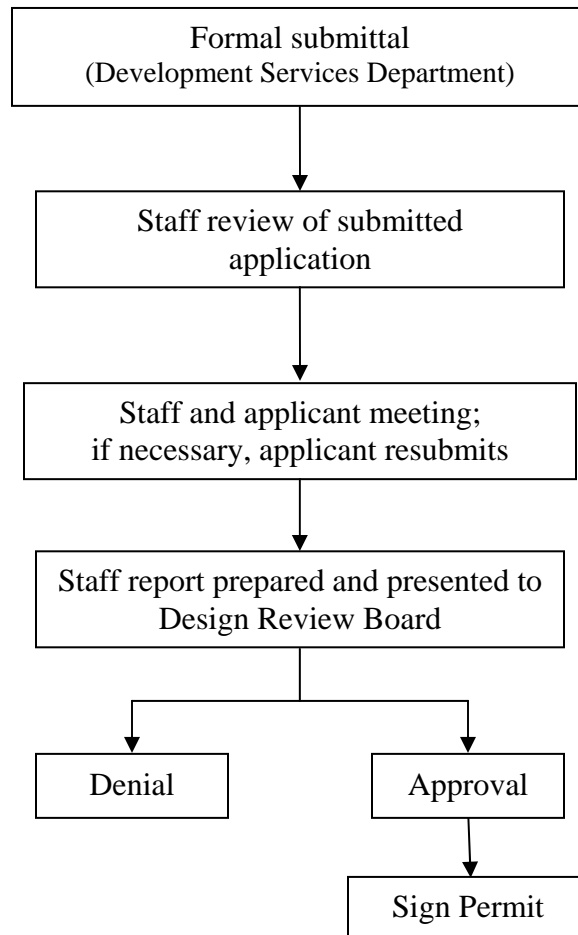
1. Multiple-tenant commercial, office, or employment uses.
2. A multiple-building complex for a single commercial or employment use, in a project exceeding 40 net acres.
3. Stand-alone office/employment buildings exceeding 100,000 square feet.
4. Indoor or Outdoor Entertainment and Recreation uses.
5. Auto malls.
6. Hospitals.
7. Hotels and Commercial Lodging having at least 150 guest rooms and a Full Service Restaurant or conference and meeting rooms.
8. Regional retail shopping malls.

The Master Sign Plan allows for the negotiation of sign standards unique to the project, with some flexibility permitted by the zoning ordinance (see section 4.403.H).

1. *Application Filing* – For an application to be accepted, the applicant must provide all of the required information described on the submittal checklist at the time of formal submittal. Ensuring the accuracy of the request is the responsibility of the applicant. Applications will not be accepted or processed without an adequate description of the “Request” being submitted. Applications received after 4:00 p.m. will be processed the next business day. Incomplete applications will not be accepted
2. *Staff Review* – Upon receiving a complete application, the submitted application will be routed to Town staff and affected agencies for review and comment. After this review is completed, the comments are consolidated and returned to the applicant within forty-five (30) days of submission. The applicant is responsible for addressing staff comments and submitting revised plans. Staff will then respond to the resubmittal within twenty (15) days.
3. *Staff Report* – After the staff comments have been addressed and the project has been scheduled for the public meeting, the Planning and Development Services Division will prepare a report describing and evaluating the proposed project and making a recommendation to the Design Review Board. A copy of the staff report will be made available to the public and sent to the applicant prior to the public meeting.
4. *Design Review Board Meeting* – The Design Review Board meetings occur on the second Thursday of each month at 5:30 p.m. in the Council Chambers at the Municipal Center, 50 E. Civic Center Drive. The applicant or the project representative must be present at the meeting. The Board will approve, approve with modifications and/or conditions or deny the request.

5. *Building Permits* – Only after the project has been approved can a sign permit be issued. All construction documents for a project must conform to the exhibits approved by the Design Review Board, including any conditions of approval. Permits may not be issued until the ten day appeal period has expired.
6. *Appeal Process* - Final decisions of the Design Review Board may be appealed to the Town Council pursuant to the procedures set forth in Section 5.2011: Procedures for Appeals.
7. *Inactive Cases* – All applications need to be actively pursued to a decision. If no activity has occurred on an application for 180 days, the application will be determined to be inactive, deemed to be withdrawn and the file will be closed. Thirty (30) days prior to that date the staff will notify the applicant in writing. The applicant may submit a written request that the application remain active, with an explanation for the inactivity. The Planning and Development Services Manager may grant an extension for up to 180 days for good cause if there is a reasonable belief that the application will be actively pursued during the extension period.

Design Review Master Sign Plan Process



DESIGN REVIEW MASTER SIGN PLAN CONTENT REQUIREMENTS

1. Project Narrative

- Complete description of request addressing evaluation criteria in Section 4.403.H.3 of the Land Development Code.

2. Master Sign Plan

A. Site Plan

- North arrow and scale;
- Vicinity map;
- Net site area;
- Building footprints;
- Number of proposed freestanding signs;
- Placement of existing and proposed freestanding signs with dimensions indicating required and proposed separation distances;
- Existing and proposed building setbacks;
- Required and proposed sign setbacks;
- Location of all site improvements in the vicinity of the proposed signs, including retention areas, walls, landscaping, light standards, traffic control devices, electric utility boxes and other signage;
- Adjacent lot lines and/or structures within 300 feet;
- Existing zoning on site and adjacent property within 300 feet; and
- If prepared by a Registered Design Professional, a signature and seal is required.

B. Elevations (including wall mounted signage details)

- Scale and exterior dimensions of building;
- Accurate building elevation showing where signs will be located on the buildings, including mounted height dimensions from finish floor;
- Number of proposed wall mounted signs;
- Method of mounting;
- Method of illumination;
- Dimensions of signs including sign area calculations; and
- Sign area.

C. Freestanding Signage Details

- Scale and exterior dimensions of sign including sign area calculations;
- Number of proposed freestanding signs;
- Height of proposed freestanding signs;
- Number of sign faces;

- Method of illumination; and
- For change panel signs, proposed frequency and method of change.

3. **Materials/Color Board**

- Samples of proposed materials and colors noting the color and material name and manufacturer's number mounted on a maximum 9" x 14" foam or cardboard. A supplemental larger size material board may be submitted if desired.



DESIGN REVIEW MASTER SIGN PLAN APPLICATION

Received By: _____

Project Name: _____
(A fee will be imposed for any project name change.)

Address or Location: _____

Request: (check one) Master Sign Package Amendment

Request Details: _____

Tax Parcel Numbers: _____
Net Acres: _____ **Zoning:** _____

General Plan Character Area: Santan Morrison Ranch
(if applicable) Gateway

Overlay Zoning District: Santan Freeway Corridor Phoenix Mesa Gateway Airport
 Gateway

Property Owner: (Please print - all info must be provided)

Name (print): _____ E-mail: _____
Address: _____
City, Zip: _____
Phone: _____ Fax: _____

Signature*: _____ Date: _____

* Property Owner's signature certifies that the owner is aware and agrees to the request. A letter of authorization from the property owner is required if the application is not signed by the owner.

Applicant/Contact: (Please print - all info must be provided)

Company: _____
Contact Name: _____ E-mail: _____
(print)
Address: _____
City, Zip: _____
Phone: _____ Fax: _____

Signature: _____ Date: _____

FOR STAFF USE ONLY		
Submittal Date	_____	Case Number _____
Fee Paid	_____	EDEN Permit Number _____
Receipt Number	_____	EDEN Permit Type PDR

Fee Calculation Sheet
(For Town Use)

Master Sign Plan \$ _____

Master Sign Plan Amendment (50% of current fee) \$ _____

Design Review Master Sign Plan Checklist

(Waiver of any of the following submittal requirements must be documented
by Town Staff in the Town's Customer Agreement Binder)

REQUIRED MATERIALS	Applicant Checklist	Staff Verification
Application	<input type="checkbox"/>	<input type="checkbox"/>
Fee (see Planning fee schedule).....	<input type="checkbox"/>	<input type="checkbox"/>
Project Narrative	<input type="checkbox"/>	<input type="checkbox"/>
Maricopa County Assessor Parcel Map (8.5" x 11") (Highlight project area and provide parcel numbers).....	<input type="checkbox"/>	<input type="checkbox"/>
Site Plan:		
• 2 copies - Blackline prints (24" x 36") folded to approximately (9" x 12").....	<input type="checkbox"/>	<input type="checkbox"/>
• 1 copy - (11" x 17") laser print copy.....	<input type="checkbox"/>	<input type="checkbox"/>
Elevations:		
• 2 copies - Blackline prints depicting wall mounted signage (24" x 36") folded to approximately (9" x 12").....	<input type="checkbox"/>	<input type="checkbox"/>
• 1 copy - (11" x 17") laser print copy with signage	<input type="checkbox"/>	<input type="checkbox"/>
Sign Details:		
• 2 copies - Blackline prints depicting signage details (24" x 36") folded to approximately (9" x 12").....	<input type="checkbox"/>	<input type="checkbox"/>
• 2 copies – (11" x 17") color print copies	<input type="checkbox"/>	<input type="checkbox"/>

Materials/Color Board:

**Applicant
Checklist** **Staff
Verification**

- 1 - (**9" x 14" - maximum**) material / color board(s) providing samples of materials, colors and lettering types (noting color/material name and manufacturer).
- 1 - (8.5" x 11" - minimum) Photo or color copy of the board(s) for archival purposes.....