



**DESIGN REVIEW  
SIGNAGE**

Revised May 2010

**DESIGN REVIEW  
SIGNAGE**  
**(Use this application for signage that  
exceeds code requirements)**  
**PROCESS GUIDE AND APPLICATION**

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Planning and Development Services Division  
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Gilbert, Arizona 85296

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## **APPLICATION PROCEDURES**

### **DESIGN REVIEW FOR SIGNAGE EXCEEDING CODE REQUIREMENTS**

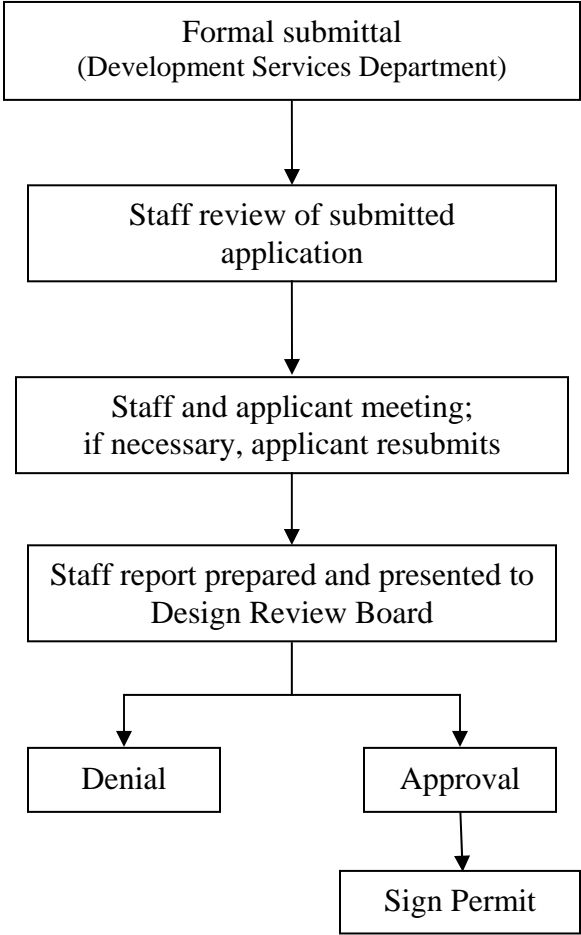
The following information is provided to assist in the preparation and submittal of an application for Design Review approval of signage that exceeds the requirements of Section 4.4 Sign Regulations, of the Land Development Code.

Signage for an individual business can be approved along with the Design Review approval for the elevations, site plan and landscaping. A separate application is required, but the fee is less when the two applications are processed concurrently.

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 Signage Process



# **DESIGN REVIEW SIGNAGE 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 SIGNAGE APPLICATION

Received By: \_\_\_\_\_

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

**Address or Location:** \_\_\_\_\_

**Request:** (check one)     Signage Requiring DRB Approval     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 <b>PDR</b>

**Fee Calculation Sheet**  
(For Town Use)

Design Review – Signage \$ \_\_\_\_\_

Design Review – Signage Amendment (50% of current fee) \$ \_\_\_\_\_

## Design Review Signage Checklist

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

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