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Design Review Master Sign Plan

Application & Process Guide

Town of Gilbert
Planning Services Division

<http://www.gilbertaz.gov/departments/development-services/planning-development>

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 Completeness***

For an application to be accepted, the Applicant must provide all of the required information described on the submittal checklist, as incomplete applications **will be** rejected. Ensuring the accuracy of the application is the responsibility of the Applicant.

2. ***Forms/Review***

- a. Administrative Completeness Review (see Planning Division Project Review Timelines): Staff will review the application to make sure all required documents and information have been included. If required information is missing, Applicant will be notified that the application has been rejected until all required information is submitted. If the application is rejected, upon resubmittal, a new Administrative Completeness Review will be required.
- b. Substantive Review (see Planning Division Project Review Timelines): When complete, the 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. The Applicant is responsible for addressing staff comments, revising and amending the application as required, and submitting a complete set of revised plans for a second review to ensure all comments have been addressed to the satisfaction of the Town. If all comments have been adequately addressed, the legislative process will begin by scheduling the design review project for a public hearing before the Design Review Board.
- c. If all comments and issues identified in the Substantive Review have not been addressed to the satisfaction of Staff in the resubmission, the application will be denied. In lieu of denial, the Applicant may, either in writing or electronically, agree to allow Gilbert to submit supplemental requests for additional information. If Gilbert issues a comprehensive written or electronic request or a supplemental request, the Substantive Review timeframes are suspended until the additional information is submitted by the Applicant.



3. Staff Report

After the staff comments have been addressed and the project has been scheduled for the public meeting, the Planning 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 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 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.





A.R.S. § 9-843. Prohibited acts by municipalities and employees; enforcement; notice

- A. A municipality shall not base a licensing decision in whole or in part on a licensing requirement or condition that is not specifically authorized by statute, rule, ordinance or code. A general grant of authority does not constitute a basis for imposing a licensing requirement or condition unless the authority specifically authorizes the requirement or condition.
- B. Unless specifically authorized, a municipality shall avoid duplication of other laws that do not enhance regulatory clarity and shall avoid dual permitting to the maximum extent practicable.
- C. This section does not prohibit municipal flexibility to issue licenses or adopt ordinances or codes.
- D. A municipality shall not request or initiate discussions with a person about waiving that person's rights.
- E. This section may be enforced in a private civil action and relief may be awarded against a municipality. The court may award reasonable attorney fees, damages and all fees associated with the license application to a party that prevails in an action against a municipality for a violation of this section.
- F. A municipal employee may not intentionally or knowingly violate this section. A violation of this section is cause for disciplinary action or dismissal pursuant to the municipality's adopted personnel policy.
- G. This section does not abrogate the immunity provided by section 12-820.01 or 12-820.02.



Design Review Master Sign Plan Checklist

<u>Required Materials</u>	Applicant Checklist	Staff Verification
<p>PDF copy on disk of ALL required items on checklist with images formatted no larger than 11" x 17", saved in a single layer with no write protection</p>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Submit hard copy of ALL required items below:</p>		
<p>Application.....</p>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Fee (See Planning Fee Schedule).....</p>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Project Narrative.....</p>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Maricopa County Assessor Parcel Map (8.5" x 11") (Highlight project area and provide parcel numbers).....</p>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Site Plan:</p>		
<ul style="list-style-type: none"> • 1 copy - (11" x 17") laser print copy to scale..... 	<input type="checkbox"/>	<input type="checkbox"/>
<p>Elevations:</p>		
<ul style="list-style-type: none"> • 1 copy - (11" x 17") laser print copy to scale depicting wall mounted signage 	<input type="checkbox"/>	<input type="checkbox"/>
<p>Sign Details:</p>		
<ul style="list-style-type: none"> • 1 copy - (11" x 17") laser print copy to scale depicting signage details..... 	<input type="checkbox"/>	<input type="checkbox"/>
<p>Materials/Color Board:</p>		
<ul style="list-style-type: none"> • 1 copy - (9" x 14"- maximum) material/color board(s) providing true color photograph or catalog pages of materials and colors (noting color/material name and manufacturer)..... 	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> • 1 - (8.5" x 11" - minimum) Photo or color copy of the board(s) for archival purposes..... 	<input type="checkbox"/>	<input type="checkbox"/>

