

Sign Design Review Committee (SDRC)

Master Sign Program Review – check list

Findings: The decision shall show the **MSP** complies with **(9)** findings ***applicable to the site***:

- a) Meets 7A.7.1. **MSP purpose**, and Section 7 A.7. 1.E, the **MSP design standards**;
- b) Creates a clear connection with shapes, textures, colors and materials used in the building(s);
- c) Creates proportional sizes of signs placed on or integrated into a building's architecture;
- d) Improves legibility;
- e) Enhances vehicle reaction time to the signs:
- f) Creates an organized wayfinding and identification, or messaging program:
- g) Protects significant scenic views:
- h) Promotes a well-organized visual environment via appropriate sizes, number, setbacks, spacing
- i) Represents a best practice of the design of dark sky sign illumination

MSP - Purpose – respond to special needs of a premise, provide flexibility, encourage development in accordance with adopted plans and policies, and promote superior sign design.

MSP Design Standards – all signs

- Illumination shall reduce light trespass and offer protection to dark skies in compliance with the City's outdoor lighting standards.
- A sign with lists in panels or separately mounted copy shall have unifying and proportional outlining background color behind copy.
- For a sign with lists, the panels and/or separately mounted sign copy shall be placed to be reasonably proportional in size.

Design Standards - building signs

- Wall-mounted signs intended to be viewed from the right of way or exceed 12 sq.ft. in sign area shall be proportional to the building frontage of the tenant space.
- If the sign is intended to provide wayfinding it shall be located at key identification points.
- Sign copy may include font, logo, symbol and color of the business, but shall be constructed to be consistent with the MSP.
- For all wall-mounted signs, an organized, proportional appearance is required among the signs of a building or tenant space. Disorganized sizes and color arrangements in the signs' appearance on a specific building or tenant space are to be avoided.

Design Standards – ground mounted signs

- Signs shall contain legible sign copy. A sign intended to be seen from a right of way or private street shall contain no more than sixteen items of information. An equivalent alternative is an eight panel sign.
- Sign copy shall be applied to the sign structure in the following manner: Panels of the same size with a unifying background color, proportional letters, numbers or logos, up to 50% of the panels may be larger than other panels or names.
- Height and sign structure setback for a freestanding sign should be at a height and distance from the right of way to be easily detectable and give a vehicle a reasonable time to adjust to traffic conditions.
- Height shall be compatible with the surrounding height profile of the buildings, freestanding signs, and structures on the property and in the surrounding area. The sign structure shall not obstruct significant scenic views from the right of way.
- Height of the sign copy shall be set so as not to be obstructed by landscaping or a parked vehicle.
- A freestanding sign should be comprised of a design such as two or more components unified by similar materials. A sign blending wall and ground mounted components may use Section 7 A.7.1.F Best Practice Option. The design of the components shall use the architectural style of the development being identified. Features to be used in designing the components include colors, materials, textures and shapes of the development's architecture. The bottom component shall be designed with a monument-style base or similar wide-base design.
- Freestanding signs shall provide high quality wayfinding and identification with a common and unifying design theme.
- Ground-mounted wayfinding signs that are 20 square feet or less in sign area are not required to have three components but are required to be coordinated in architectural style, colors, materials, and textures with the other larger signs.
- In all cases, to protect the visual environment, all flexible standards or use of design guidelines in Section 7 A.7.1.F.14 Best Practice Option, must address a consistent and compatible treatment of the height profile of the buildings and signs in the surrounding area, preserving scenic vistas and vegetation, and dark skies compatible sign illumination.
- Ground-mounted signs shall be located in a landscaping area proportional to the affected sign area. The materials shall consist of non-obstructing live and/or inert landscaping materials.

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- Best Practice Option: A variation from the design standards must show a best practice is being used as an alternative. A best practice may be based on one of the following sources:
 - a. An already approved permanent sign, master sign program within the City:
 - b. An award-winning sign design from a national or state sign organization:
 - c. A document, book, or example endorsed by the American Planning Association, American Sign Association or American Institute of Architects or similar organizations, and approved by the PDS Director:
 - d. A design guideline based in technical standards including, the Manual on Uniform Traffic Control Devices (MUTCD), the American Association of State Highway and Transportation Officials' Guide for the Development of Bicycle Facilities (AASHTO), the National Association of City Transportation Officials' Urban Bikeway Design Guide (NACTO), United States Sign Council Model On Premise Sign Code, *Street Graphics and the Law*, the Scenic America recommended handbook for on-premise signs or a similar document recommended by the Design Professional and approved by the PDS Director; and,
 - e. A master sign program, sign design, or document recommended by the Design Professional as being appropriate for the surrounding context of the affected City streetscape.