

## Sign Design Review Committee (SDRC) – reviewing a submittal

- **Master Sign Program (MSP)** – permanent signs (*more than one sign*)
- Submittal and review process
- Purpose and Applicability
- Design Criteria and Findings to review and evaluate an MSP submittal
- Recommendation from the committee, Decision rendered from Director
- Case examples

# MSP – overview of submittal and review process

1. Pre-application discussion with applicants (developers, sign contractors)
2. Sign permit application and plans submitted for staff review  
OR – general diagrams received showing number of signs, locations, size, height
3. Review comments issued, **MSP** applications provided to applicant to complete
4. SDRC referral issued from staff – gives site info and lists code variations requested
5. SDRC reviews submitted **MSP** applications/plans, and *recommends approval, to approve with conditions, or denial to PDSD Director*
6. PDSD Director makes decision, Decision Notice is issued
7. After notice issued, 2 week period to file appeal of decision, appeals heard by Board of Adjustment
8. Issue any permits that may result from process

# Master Sign Program (MSP) – purpose and applicability

- **Purpose** – respond to special needs of a premise, provide flexibility, encourage development in accordance with adopted plans and policies, and promote superior sign design.
- **\*Applicability** – includes all exterior permanent signs at a premise, and provides a process where provisions of the Sign Standards may be varied, subject to design standards and findings.

## \*Things learned during reviews for master sign programs:

- *For existing development with both existing and new signs,*
- *or new development with some new signs that are code compliant,*
- *or single tenants in an existing development:*
  - a) sign production time is a factor for tenants to open - **sign permits that meet code are issued**
  - b) signs with code variations go through a master sign program, **those signs are compatible with existing signs and the building architecture** (materials, shape, height, colors, lighting, etc.).
  - c) a submittal may be for signs for **one tenant** in a shopping center with different needs

# Findings for MSP review – all permanent signs

*(See handout for this list during the review)*

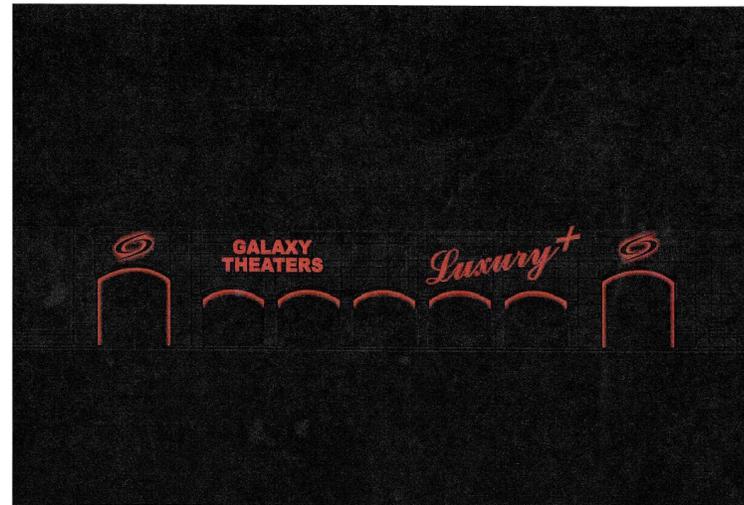
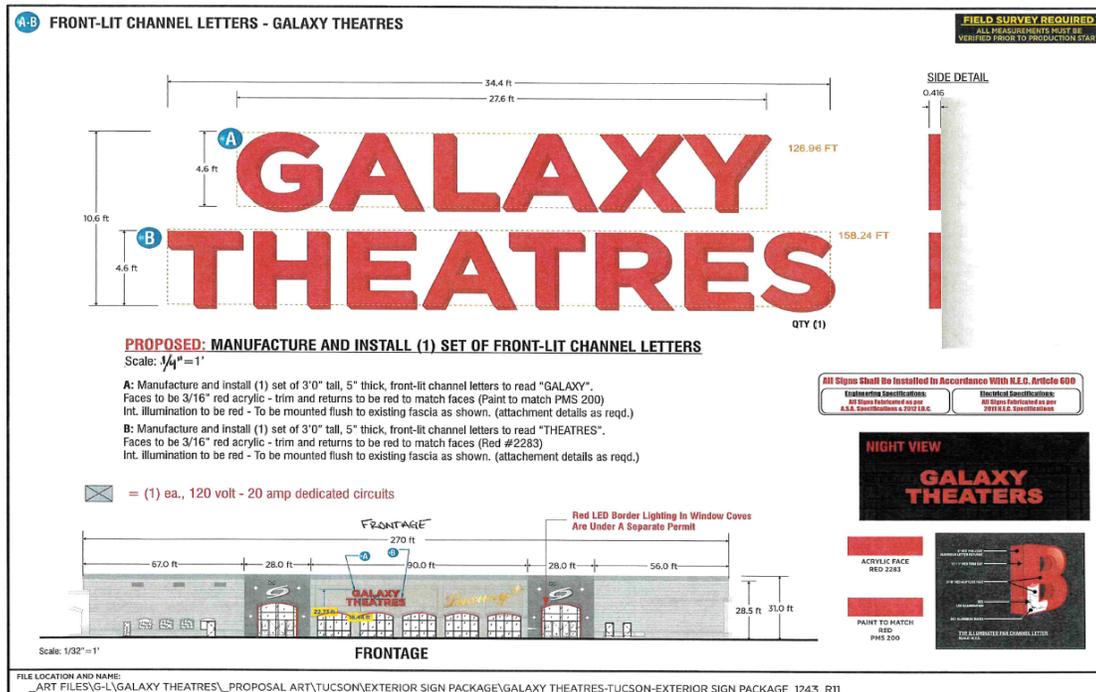
The decision shall show the **MSP** complies with **(9)** findings *applicable to the site*:

- 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

# Design Criteria for “MSP” review

- Design criteria: For building signs (see handout for review checklist)
- Proportional to frontage of tenant space, located at key identification points, constructed consistent with master sign program, use of organized size and colors.

MSP-18-016 – Galaxy Theatres, 100 S Houghton at Broadway – in Scenic District, tenant in center, 270’ bldg. frontage, 250+ feet back from Houghton. Request to exceed bldg. sign area in scenic district from ratio of 1.25 sf x 270’ bldg. frontage (and 250 sf cap) – and allow 545 sf sign area. Approved. (proportion, consistent individual letters, colors, illumination)



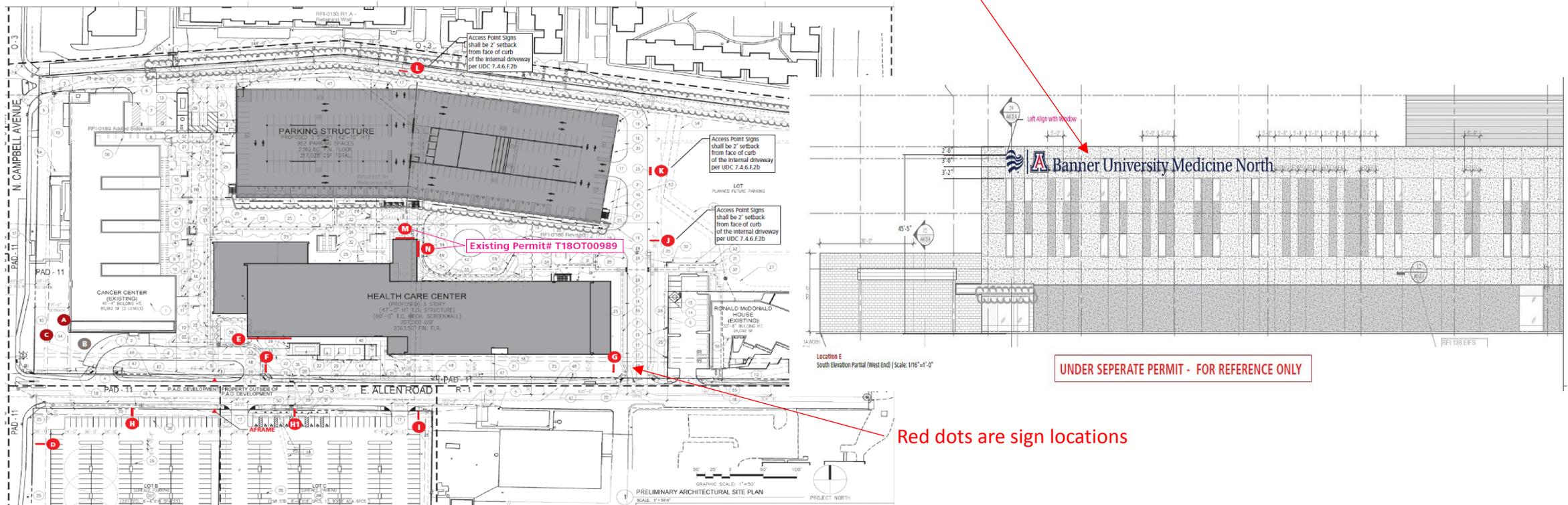
\*NOTE: Red LED Border Lighting in Window Covers Are Under A Separate Permit



# Design criteria for MSP review

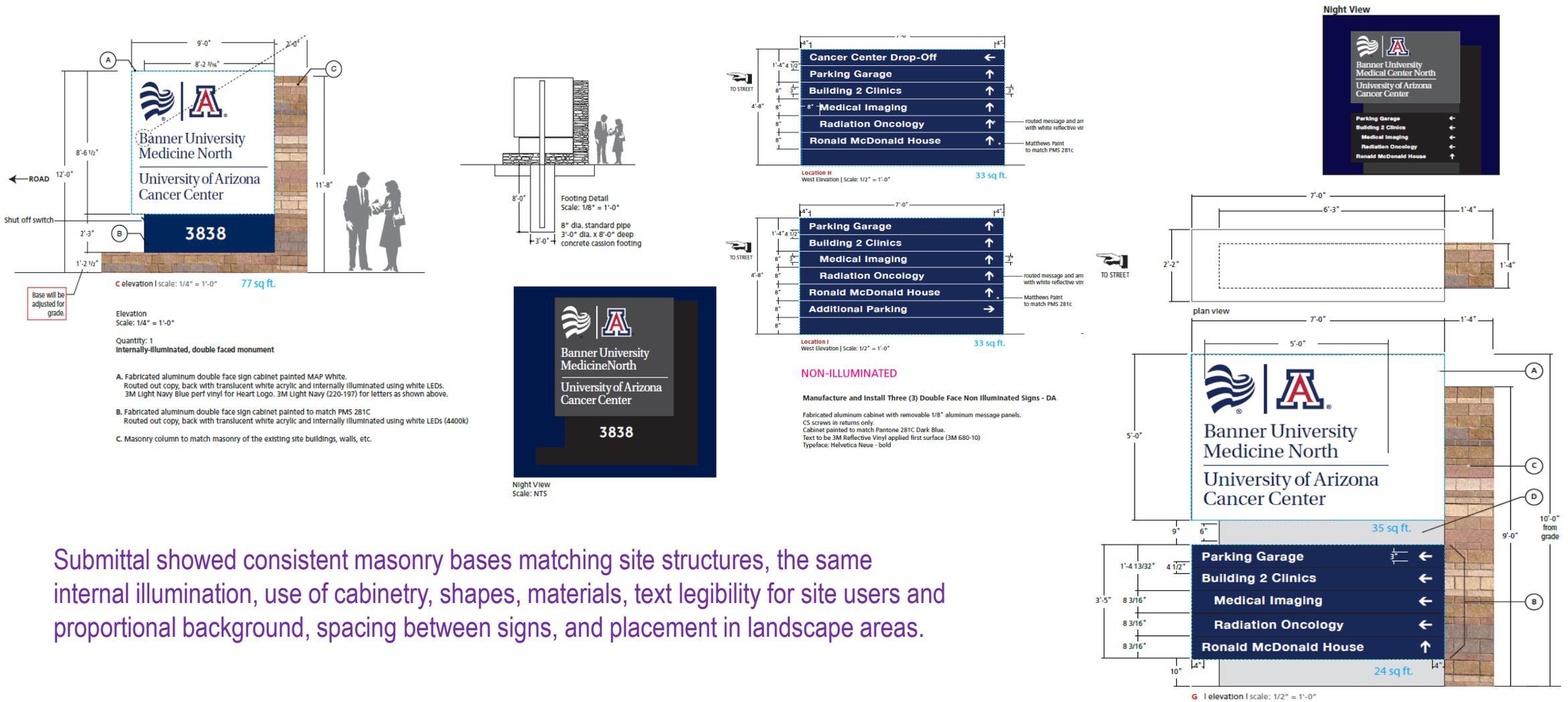
- Design criteria for detached signs (see handout for review checklist)
- Criteria for sign copy placement, height, structural design, wayfinding, visual environment, landscape area

MSP-19-007 Banner Cancer Center – 3838 N Campbell – PAD zone, freestanding signs (height, area, setbacks, number of freestanding signs for the premise) – wall sign met code and was permitted separately - but matches MSP design



# Detached Sign – Design Criteria – case example

MSP-19-007 Banner Cancer Center – 3838 N Campbell – PAD zone, freestanding signs  
*(varied the allowed sign height, sign area, reduced minimum setbacks, exceeded number of freestanding signs for premise)*



Submittal showed consistent masonry bases matching site structures, the same internal illumination, use of cabinetry, shapes, materials, text legibility for site users and proportional background, spacing between signs, and placement in landscape areas.