

## Section 16. MASTER SIGN PLAN

16.1 Purpose. Master sign plans are authorized under this Section to allow, within parcels as this section deems applicable, the following:

- (a) the unified presentation of signage throughout applicable parcels;
- (b) the authorization to deviate from the existing rules relating to number, height, dimensions, locations, or design characteristics of attached or freestanding signs within the master sign plan area when the design and quality components of the signs proposed in the master sign plan area exceed the existing rules in other aspects;
- (c) the flexibility to provide for unique environments; and
- (d) a pre-approval of designs and design elements process that will make subsequent applications for sign permits under an approved master sign plan more efficient.

16.2 Applicability. An application for a Master Sign Plan Permit is authorized only for those developments located within the General Business District (B-3) that meet the criteria that follows:

- (a) Single-use development: a single use development that exceeds 100,000 square feet of gross floor area; or
- (b) Multi-tenant development: A multi-tenant development that exceeds 150,000 square feet of gross floor area.

16.3 Definitions. In this Section, the terms below shall have the definitions that follow:

- (a) *Administrator* shall mean the City Manager who shall be authorized to review and approve or reject master sign plan applications and have administrative authority over approved master sign plan applications.
- (b) *Applicable rules* means the City's sign rules and regulations a sign would otherwise be subject to but for its inclusion in an approved master sign plan.
- (c) *Development* means an existing or proposed single use development that exceeds 100,000 square feet of gross floor area or mulita-tenant development that exceeds 150,000 square feet of gross floor area
- (d) *No progress* means that no sign authorized by an approved master sign plan has been installed.
- (e) *Section* means this Section 16.
- (f) *Uniformed Codes* means those national codes, including but not limited to the International Building Code and the International Electrical Code, that have been adopted by the City.

### 16.3 Permit Application.

- (a) The owner of a platted lot of real property on which a development is currently located or is proposed may submit a permit application, on such form as is provided by the Administrator and the permit application fee, as set out in the fee table in Section 9.4.
- (b) A master sign plan application shall include 3 copies of the site layout of the single-use or multi-tenant development and a narrative.
  - (i) Contents of site plan. The site plan shall depict the proposed signage for the entire development. For example, shopping center master sign plans shall include all tenants and out parcels; and office or industrial parks shall include all types of signs for way-finding and tenants or uses within the development. The site plan shall include the following:
    - Identification of development as single-use or multi-use with total square footage of gross floor area in the development;
    - A depiction of all proposed signs that will deviate from the underlying sign regulations;
    - Size, location, and number of all signs, including area, letter height, and height;
    - Materials, styles (letter colors, background colors, text, fonts, etc.), and colors for all signs subject to the master sign plan, including context of where signs are to be placed on any given façade;
    - Proposed illumination (external, internal, etc.), including illumination levels;
    - A design theme with illustrative examples of each sign type and the proposed general locations of each sign type;
    - Site plans for multi-tenant developments shall provide that wall signs displayed by two (2) or more businesses using common parking facilities shall be uniform in construction (i.e. channel letters, plaques) and lighting (i.e. direct, indirect); and
    - Landscaping and/or ornamental structures including fences, fountains, public art, ground cover, and other landscaping elements that are intended to complement those proposed signs that would deviate from the underlying sign regulations.
  - (ii) Narrative. The application shall include a narrative explaining the reasons for any deviation under existing rules from the number, height, dimensions, locations, or design characteristics of attached or freestanding signs that is sought under the under the master sign plan. The narrative should articulate design and quality components that exceeds the requirements of the existing rules, including but not limited to the use of brick or natural stone; uniformity of sign size, style, and

color across the development; use of landscaping around a sign base; use of channel lettering; use of directional signs; greater spacing between signs along street frontages; signage in locations to assist with direction in a location not on the lot of the existing business; incorporation of retaining walls for signage; or use of entry signs. In additions the narrative should establish an integrated architectural vocabulary and cohesive theme for the applicable single-use or multi-tenant development.

#### 16.4 Permit Approval.

- (a) Permit application shall be reviewed by the Administrator. Within ten (10) business days from the date of receipt of the application the Administrator shall verify the permit application is administratively complete and includes the application fee. An application that is not administratively complete shall not be processed.
- (b) Upon determination that the application is administratively complete, the Administrator may issue a master sign plan permit if the Administrator finds the application demonstrates that the master sign plan will:
  - (i) result in a substantially improved, comprehensive, and unified use of signs within the applicable single or multi-tenant development, compared to what is allowed through strict compliance with the applicable rules and
  - (ii) provides for all signs to be architecturally integrated into or complimentary to the design of the buildings and character of the site, and use similar and coordinated design features, materials, and colors; and plans for multi-tenant developments provide for uniformity of signs.
- (c) Permit expiration. An approved permit shall expire and shall expire two (2) years from the date of approval if no progress has been made towards completion of the placement of signs pursuant to the master sign plan. If a master sign plan permit expires it is of no further force and effect and a new application shall be required to implement a master sign plan for that development.

#### 16.5 Authorized deviation from applicable rules. The maximum deviation from the applicable rules that may be authorized under an approved master sign plan are as follows:

- (a) Maximum sign height;
- (b) Number of signs;
- (c) Location of signs;
- (d) Inclusion of multiple multi-tenant signs; wall signs; pylon signs; and monument signs; and
- (e) Maximum sign area.

16.6. Prohibited Signs and Sign Elements.

- (a) Except as otherwise authorized in this Section, signs and sign elements prohibited by the applicable rules are prohibited from inclusion in a master sign plan.
- (b) Nonconforming Signs. Existing non-conforming signs are not permitted within a development that is subject of master sign plan. A master sign permit issued for a development on which an existing non-conforming sign is located shall require that that the existing non-conforming sign be eliminated or brought into conformance with the standards of the approved master sign plan before the installation of any new signs under the approved master sign plan.

16.7 Conditional Approval. In issuing a permit the Administrator may impose reasonable conditions on the master sign plan relating to the design, materials, locations, placements, or orientations, and sign specifications; provided that such conditions are related to time, place and manner matters and does not attempted to regulate sign content. Reasonable conditions are conditions imposed on the master sign plan that promote the purpose of this section and the approval criteria set out in Section 16.4.

16.8 Amendment.

- (a) A valid master sign plan may be amended upon application by the permittee and approval by the Administrator. An amendment application may seek to alter the design, materials, locations, placements, orientations, and specifications of a sign or signs designated within an approved master sign plan; provided the amendment does not attempt to increase the area or height of any freestanding or wall sign subject to the original master sign program by more than 10 percent.
- (a) To request an amendment the permittee shall submit a completed master plan permit amendment application, on such form as provided by the Administrator, and a site plan and narrative as is required for a master sign plan permit. The Administrator shall review the request for administrative completeness and may issue a master plan amendment permit if the Administrator finds the proposed amendment advances the objectives of this Section and the approval criteria stated in Section 16.4. the applicant may apply for. The City Manager or his/her designee may approve the amended master sign plan if it is consistent with this Section, and does not increase the area or height of any freestanding or wall sign subject to the original master sign program by more than 10 percent.

16.9 Other permits. The issuance of a master sign plan permit shall not relieve the applicant from the requirements of the uniform codes, including permitting requirements required therein.