Submittal Checklist for
MASTER SIGN PLAN

Pursuant to Zoning Code Section 17.48.060, a Master Sign Plan is required whenever six or more non-residential tenant spaces exist on the same property, whenever six or more non-exempt signs are proposed for a single use, whenever the Director determines that a Master Sign Plan is needed because of special project characteristics, or, pursuant to Zoning Code Section 17.48.110.J.6.a, for automobile service stations.

Applicants should review the sign regulations in Chapter 17.48 of the Zoning Code and ensure that signage complies with these requirements to the greatest extent possible. The Zoning Code may be viewed at www.cityofpasadena.net/zoning. Deviations from Zoning Code requirements are allowed with a Master Sign Plan, with a finding that the deviations will enhance the overall development, achieve superior quality design, and will more fully accomplish the purposes of Chapter 17.48 of the Zoning Code. Applicants will be required to provide justification for any proposed deviations from the Zoning Code signage standards. Exempt signs listed in Zoning Code section 17.48.040 shall not be included in a Master Sign Plan.

Consistency with the City's adopted Sign Design Guidelines will also be required; these guidelines can be viewed and downloaded at www.cityofpasadena.net/planning/planning-division/design-and-historic-preservation/design-guidelines.

Note: *In most cases, a Master Sign Plan will establish general location and design criteria for a project's signage, allowing for future sign permit applications that are consistent with the Master Sign Plan to be approved without additional design review. The purpose of a Master Sign Plan, as stated in the Zoning Code, is:*

> *to integrate project signs into the architectural design of the site, thereby creating an architectural statement of high quality. A Master Sign Plan provides a flexible means of applying and modifying the sign regulations…to ensure high quality in the design and display of multiple permanent signs for a project or use and to encourage creativity and excellence in the design of signs. It is expected that the design quality of signs proposed under a Master Sign Plan will be of a superior quality and creativity to those that might result through the normal sign permit process.*

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MINIMUM SUBMITTAL REQUIREMENTS:
This checklist should be reviewed together with a planner at the Permit Center and must be submitted with the complete application. ***Incomplete applications will not be accepted. Listed below are the minimum submittal requirements for a Master Sign Plan:***

☐ **ELECTRONIC SUBMITTAL**
All required submittals listed below shall be provided in electronic format via flash drive, email or file transfer to dhpquestions@cityofpasadena.net.

☐ **PLANNING DIVISION MASTER APPLICATION FORM**
Please complete all information on the application form.

☐ **APPLICATION FEE**
Application fees are required for all projects. See the adopted fee schedule (viewable at https://www.cityofpasadena.net/finance/general-fund/fees-tax-schedules/) or consult with Design & Historic Preservation staff to determine the amount of the application fee.

☐ **FINDINGS & JUSTIFICATION OF CODE DEVIATIONS**
The applicant must provide a written narrative that thoroughly responds in writing to the four (4) directives below to make the required findings for the proposed Master Sign Plan:

1) The Master Sign Plan complies with the purpose of Zoning Code Chapter 17.48, including the Sign Design Guidelines;
2) The proposed signs enhance the overall development and are in harmony with other signs included in the plan, with the structures they identify and with surrounding development;
3) The Master Sign Plan contains provisions to accommodate future revisions that may be required because of changes in use or tenants; and
4) The Master Sign Plan complies with the standards of Zoning Code Chapter 17.48, except that flexibility is allowed with regard to sign area, number, location, and/or height to the extent that the Master Sign Plan will enhance the overall development, achieve superior quality design, and will more fully accomplish the purposes of this Chapter. *Note: In the response to this finding, provide written justification for any proposed deviations from the Zoning Code signage standards in Chapter 17.48. Please also note that a Master Sign Plan may not be used to allow establishment of signs that are otherwise prohibited, as listed in Zoning Code Section 17.48.130.*

☐ **DESIGN INTENT COLLAGES**
Separate from the Master Sign Plan Drawings Package required below, provide a Design Intent Collage depicting imagery that generally identifies the overall design concept for the project identification and wayfinding signage required in the Master Sign Plan Drawings Package Section 2, if this section applies to the project (see further explanation below). In addition, provide a Design Intent Collage depicting imagery that generally identifies the overall design concept for the allowable tenant signage required in the Master Sign Plan Drawings Package Section 3, if this section applies to the project.

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☐ **MASTER SIGN PLAN DRAWINGS PACKAGE**
The Master Sign Plan Drawings Package shall contain the regulations, plans, elevations and details of the signage that is proposed to be installed on the property. The package shall contain all of the sections outlined below, in the order listed, unless the project doesn't include one of the sign types described in Sections 2 and 3.

☐ Section 1: Signage Schedule
This section shall include a table listing all signs proposed in the Master Sign Plan, organized in a logical order, with the following information for each sign:

1) Sign number, coordinated with number in other sections below and listed in ascending numerical order.
2) Sign classification (project identification, pedestrian or vehicular wayfinding, directory, tenant, etc.)
3) Sign type (freestanding, wall, projecting, awning, etc.)
4) General location
5) Maximum allowable sign area ratio if different from the Zoning Code
6) Maximum allowable sign length
7) Maximum allowable letter height
8) Maximum allowable overall sign height
9) Maximum allowable height from grade
10) Method of illumination (internal, external or non-illuminated)
11) Applicable detail drawing page number
12) Notes

☐ Section 2: Project Identification & Wayfinding Signage Drawings
This section is required if the development is a commercial, office or institutional development that is proposed to include signage identifying the project name, vehicular or pedestrian wayfinding signs, tenant directories or other similar types of signs. This section also applies to service stations or other single-user developments for which a Master Sign Plan is required. The signs within this category shall identify the specific wording, logos, colors, materials and other unifying signage features to be used to identify the project. If applicable, tenant names within directory signage shall be generic. If this type of signage is applicable to the project, the following information shall be included in the plan, in this order:

1) Site & building floor plans identifying locations of signs within this category. The site plan shall include locations of buildings, structures, driveways, walkways and landscaped areas. The building floor plans shall include locations of interior tenant demising walls, if applicable. If freestanding or projecting signs are proposed, any existing freestanding or projecting signs to remain on the property or on adjoining properties must also be included. A logical numbering system shall be established to identify different sub-categories of signs within this category and each unique sign shall be numbered. Colors may also be used to categorize different sign types.
2) Building elevations identifying proposed locations of signage identified on the site and building floor plans and numbered to correspond to the floor plan.

3) Large-scale elevations, sections and design details of signage identified in the building floor plans and elevations, including, where applicable, method of attachment to walls or other surfaces, sign depths/thicknesses, method of lighting including any proposed raceways or background panels, and proposed materials. Sign elevations shall depict the dimensions of each sign type. Directory signs shall specify if a consistent lettering font is required or if the tenant's proprietary lettering font is allowed.
4) Materials specifications. Provide manufacturer's specifications for any materials proposed to be utilized in the signage proposed in this section.

☐ Section 3: Tenant Signage Drawings

This section is required if the development contains multiple commercial or office tenant spaces that are each proposed to have signage to identify their individual businesses. Tenant names shall be generic, even if the development is an older development that contains existing tenant signage; the plan shall establish regulations for future signage that would apply to existing and future tenants in each space that is proposed to contain signage. If this type of signage is applicable to the project, the following information shall be included in the plan, in this order:

1) Site & building floor plans identifying locations of signs within this category. The site & building floor plans shall match those provided in Section 2. If freestanding signs are proposed for individual tenants, any existing freestanding signs to remain on the property or nearby freestanding signs on adjoining properties must also be included. A logical numbering system shall be established to identify different sub-categories of signs within this category and each unique sign shall be numbered. Colors may also be used to categorize different sign types.
2) Building elevations identifying proposed locations of signage identified on the building floor plans and numbered to correspond to the floor plan. The height of each sign measured from grade to the bottom of the sign shall be indicated.
3) Large-scale elevations, sections and design details of signage identified in the building floor plans and elevations, including, where applicable, method of attachment to walls or other surfaces, sign depths/thicknesses, method of lighting including any proposed raceways or background panels, and proposed materials. Sign details may provide for multiple design options that tenants may implement.
4) Materials specifications. If any uniform materials will be required for tenant signage, provide manufacturer's specifications of them. This shall include any exterior lighting fixtures that may be proposed.

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AMENDMENTS TO AN APPROVED MASTER SIGN PLAN

After a Master Sign Plan is approved, it may be amended in the future through an application for Changes to an Approved Project. Applicants are highly encouraged to consult with a Design & Historic Preservation planner prior to submittal of such an application. If the proposed changes are substantial, a new Master Sign Plan application may be required. Applications for Master Sign Plan amendments shall be submitted by the property owner/manager rather than an individual tenant. The following materials shall be submitted with such an application:

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☐ **MASTER SIGN PLAN DRAWINGS PACKAGE**
An application for an amendment to a Master Sign Plan shall include the entire previously approved Master Sign Plan with the proposed changes clearly noted in each section of the Master Sign Plan using strikeouts to indicate deleted text, underlines to indicate new text and clouded images. If new sheets are added, only the sheet numbers need to be clouded. If sheets are deleted, include the sheet to be deleted and clearly note that the sheet is proposed to be stricken from the plan.