
SIGNS – MASTER SIGN PROGRAM

How to apply for a Master Sign Program

What is the purpose of a Master Sign Program?

A Master Sign Program (MSP) is used to create standard sign design guidelines for projects with multiple buildings or tenants. Once a MSP is approved, tenants receive approval for their individual signs at staff level instead of having to go through the Design Review process each time.

What types of projects may have a Master Sign Program?

Any Commercial, Office, or Industrial project with more than one building or tenant may apply for a MSP.

Do all of the signs for my project have to look alike in order to qualify for a Master Sign Program?

No. Although the purpose of a MSP is to create continuity, it is not a requirement to have all signs the same color or font design. Also keep in mind that a MSP cannot regulate copyrighted signage.

Who decides whether to approve a request for a Master Sign Program?

The Design Review Committee makes the decision on Master Sign Programs in the General Plan (GP) Areas, unless the MSP is part of a larger development reviewed by the Planning Commission. They review the MSP for size, design, colors, and overall continuity between the signs and the building.

Master Sign Programs in the Downtown Specific Plan Areas are approved through an Administrative Design Review process.

How long does the process take?

The Design Review Committee process ranges from six to twelve weeks depending on the completeness of the application and the meeting schedule. Applications containing all submittal requirements upon receipt by the City are typically reviewed in six weeks. The Committee meets once a month on the third Thursday of the month.

The Administrative Design Review process ranges from two to four weeks depending on the completeness of the application. Completed applications submitted within the DSP Areas are taken before the Downtown Review Committee. This Committee meets every Thursday.

What Documents do I Submit?

- A completed application form signed by the property owner or owner’s representative
- General Plan Areas - 16 copies of a narrative Master Sign Program, illustrations, building elevations and site plan with sign location (see attached)
- DSP Areas - 5 copies of a narrative Master Sign Program, illustrations, building elevations and site plan with sign location
- Environmental Assessment Form
- One 8.5” x 11” reduction of all drawings on paper and transparencies
- Colors and Materials board, and Colored renderings (see attached)
- Application Fee. Refer to Fee Sheet
- One 3.5" computer disk with the Master Sign Program in Microsoft Word format

What should be included in the Master Sign Program?

A model Master Sign Program has been created for you. This model includes the general text found in a MSP along with helpful hints in tailoring it to your own project. This model is based on a Multi-tenant Commercial Center, so not all of the text found in the model may apply to your project.