

Master Sign Plan Program Checklist

Case File No.: _____ **Address:** _____

PROJECTS SUBJECT TO A MASTER SIGN PLAN:

All master sign plans for new commercial or industrial centers, complexes or parks which contain two (2) or more individual establishments shall be submitted to the Community Development Department for review and approval according to the following application and review process.

1. **For new buildings, the following review process shall apply:**
 - *For buildings with less than 3,000 square feet of gross floor area, the Master Sign Plan shall be reviewed and approved by Planning Staff and City Architect.*
 - *For buildings with more than 3,000 square feet of gross floor area, the Master Sign Plan shall be reviewed and approved through the Design Review Commission.*
2. **For buildings in existence as of November 9, 1993 (existing buildings), the following review process shall apply:**
 - *For buildings with six (6) or more businesses, the Master Sign Plan shall be reviewed and approved by Planning Staff and City Architect.*

No.	Item	Verified:
1.	Complete Site Plan (free-standing, ground, and monument signs): Identify the following -	
	Tabular legend showing project address, zoning, lot frontage, lot depth, lot area, type of proposed sign, maximum and proposed sign area, owner/tenant information, and contractor information	
	North arrow	
	Scale (All plans shall be fully dimensioned and drawn to scale)	
	Property lines (PL) fully dimensioned	
	Existing ground signs, monument signs, pole signs etc., if any	
	Show any parking stalls located on the site.	
	Landscaped areas including planter beds and trees, if any	
	Utilities: Shows existing structures, i.e. A/C units, cable, utility or telephone poles	
	Street lights/ Telephone poles	
	Fences/Walls: Show existing fences or walls; Identify height of materials	
	Parkway	
	Private streets/alleys/easements	
	Ground sign locations dimensioned and showing distance perpendicular to property lines, parking stalls, utilities, and other obstructions.	
2.	Elevations (Wall-Mounted, Monument or Pole Signs): Elevations show existing location of signs (retained or removed) and locations of proposed signs.	
	Scaled drawing (not less than 1/8" = 1') showing sign dimensions, colors, materials of faces, returns, backing, copy, typefaces/forms of illumination, raceway (if proposed), engineering specifications, cabinetry, and exterior	

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	structural features for each sign on the site. Include the width of the building and storefront. Pole or monument signs shall include elevations of both sides and detail of sign depth.	
	Placement of addresses, where applicable. Numbers shall be in Arabic numerals or where applicable in English alphabet at least a minimum 6" in height. Address numbers shall be located on the building façade fronting the street and, if public access is available, on the rear of the building.	
	If exterior illumination proposed, product information of light fixtures shall be included.	
3.	Cross Section Detail (Wall Mounted Signs): Scaled drawing (not less than 1/8" = 1') showing the method of proposed sign attachment to the building exterior. Maximum projection shall be no more than 12".	
4.	Photographs: Four (4) color and five (5) black and white photos of the building façade showing all existing signs and awnings. Photos should include adjacent buildings. Applicant should provide a set of photos mounted on a board.	
5.	Material Board: Material board providing samples of all materials, including color samples, all sign materials proposed, exact typeface proposed, and exterior illumination product sample (if proposed). The board shall be keyed to the illustration drawings. Identify color and materials of faces, returns, cabinetry backing and type of illumination.	
6.	Guidance to Tenants Section: To maximize guidance to tenants, add the following sections of the SGMC to the master sign program: 153.323 (A-H); 153.325 (E,F,I,J,K,L,R,S); 153.326 (A-F); 153.328 (A-N); and 153.329.	
Per Municipal Zoning Code Regulations for Signs in the C-1, C-3, and M-1 Zones		
7.	Zoning: Verify zoning of the property with proposed signage.	
8.	Building Wall Signs: One wall sign for each tenant, separate use or occupancy of a Building is allowed. Additional wall sign fronting on the side street may be permitted.	
	The tenant, separate use, or occupancy has its principal entrance facing on a parking lot, in which case it is permitted to have a wall sign on the side of the building facing on the parking lot, provided the total area of all signs is within the maximum permitted.	
	The tenant, separate use, or occupancy has an entrance not facing on a parking lot or public thoroughfare, in which case one (1) non-illuminated sign not to exceed three (3) square feet in area shall be permitted, provided the total area of all signs is within the maximum permitted.	
	The single tenant, use, or occupancy has more than 50 linear feet of frontage on a street or parking lot, in which case a second wall sign may be permitted upon approval of the Design Review Commission.	
9.	Area: Maximum of 1 ½ square feet of sign area per linear foot of building frontage. Only frontage facing on a major or secondary thoroughfare shall be considered in calculating permitted area.	
10.	Location: Wall signs shall not exceed the height of the building roofline or parapet wall and shall not exceed 70% of the width of the building frontage.	
11.	Projection: Maximum projection of an attached wall sign shall not exceed 12 inches.	
12.	Lighting: If illuminated, such illumination does not exceed 300 foot lambert.	

13.	Painted Wall Signs: Painted wall signs shall be permitted upon review and approval of the Design Review Committee. Includes a rendering by a graphic or other professional artist. Application of a painted wall sign is a direct transfer from a 1:1 scale rendering of the approved advertising display copy.	
14.	Can Sign: Shall be architecturally compatible with the building.	
15.	Monument, Freestanding, Pole, Window, Awning, Under Canopy, Banner, Service Station, Factory Franchised New Motor Vehicle Dealers, Major Applicant/Electronic Retailers, and Portable Signs: Refer to SGMC Sections 153.325 (B through S).	
Architectural Requirements		
16.	Criteria: The following criteria is applied in determining whether the master sign plan shall be approved:	
	Compatibility of the signs with the design motif of buildings in the complex, center, park, lot or parcel.	
	Incorporation of common design elements such as type of sign, materials, letter style, colors, illumination, size location, and/or shape. Examples: - Individual channel letters. - Brushed stainless steel finish, plastic acrylic faces with exterior powder coating for a variety of colors, etc. - Halo glow L.E.D. illumination, light transmitting faces with silhouette, etc. - Type of font. - Raceway with uplight to brighten up the back wall at night.	
	Promotion of unity and continuity, consistency of design and prevention of unsightly clutter, clash of features, and disarray within the complex, center, park, lot or parcel.	
	Compliance with the requirements of the Zoning Code, Specific Plans and the General Plan.	
	Consideration of whether the plan constitutes a hazard to the public health and safety and a hazard to vehicular or pedestrian circulation.	
17.	Proportional: Scale of the signs are appropriate for the building on which they are placed and the area in which they are located. Size and shape is proportional to scale of the structure.	
18.	Integrated: Signs designed so that integrated with design of building. Multiple tenant building signs are designed to complement or enhance the other signs on the building.	
19.	Placement: Wall signs placed on the building should establish façade rhythm, scale, and proportion.	
20.	Materials: Sign materials shall be extremely durable. Materials are compatible with the design of the building façade and enhance architectural style. Materials contribute to legibility of the sign.	
21.	Signs located in the Mission District Specific Plan area: Please refer to the MDSP for design standards.	

Submit the following items to the Planning Division accompanied by the City-provided application and filing fee (any incomplete applications will not be accepted):

- *No. of Sets of Plans and Illustrations:* 4 color, 5 black & white
- *No. of Master Sign Program:* 9
- *Material Board:* 1