

COMPREHENSIVE SIGN PLAN GUIDELINES

A developer or business owner may submit an application for a comprehensive sign plan that allows exemptions from the existing sign regulations. The plan shall include the location, size, height, color, lighting and orientation of all proposed signs, in addition to any other information deemed necessary. Comprehensive Sign Plan approval is granted to provide for the establishment of signage criteria that is tailored to a specific development or location. The intent is to provide for flexible sign criteria that best fits the needs of the property owner and the city.

FREQUENTLY ASKED QUESTIONS

Do I need a CSP? All single building developments in excess of 25,000 square feet are required to have a CSP. Any complex of two or more businesses or any single building development in excess of 5,000 square feet (gross floor area) may submit a CSP; it is recommended that any development in excess of 15,000 square feet submit a CSP to avoid complications with individual sign permits.

How do I apply for a CSP? The application must be completed and submitted through **the City's application process** along with all required materials (site plan, sign exhibits, etc.) and the required fee.

On what criteria are CSP applications evaluated?

- Placement: Signs should be placed where they are sufficiently visible and readable for their function. Factors considered are the purpose of the sign, its location relative to traffic movement and access points, site features and structures. In commercial centers where some tenants have little or no street visibility, signs identifying those businesses may be placed on walls even though the tenant does not occupy that wall.
- Quantity: The number of signs may not be greater than what is necessary to provide project identification and entry signs, internal circulation and directional information to destinations, and business identification. Factors considered are the size of the development, the number of development sub-areas, and the division or integration of sign functions.
- Size: Signs shall not be larger than necessary for visibility and readability. Factors considered are topography, amount of sign copy, placement of display, lettering style, and the presence of distractive influences.
- Materials: Signs should be constructed of material that matches the character of its neighborhood and the surrounding architecture.
- Context: Signs proposed in a CSP are evaluated based on the existing signage in the area and how they will affect the visual appeal of a neighborhood.

How big of a sign can I have in a CSP? The city code states the normal limits on sign size and height in Zoning Code sections 409.08, 409.09, and 409.12. A specific justification must be submitted if the CSP includes a request for a free-standing or wall sign that exceeds by more than 25 percent of any maximum height standard or by 50 percent of any maximum area standard allowed in the regular ordinance. The most commonly used height and area standards are as follows:

- Wall or building signage:
 - The sign area for any one business or individual tenant shall not exceed 1 ½ square foot for each two linear feet of street or store frontage with the maximum not to exceed 32 square feet.
 - Signage shall not extend horizontally a distance greater than 50 percent of the width of the building wall on which it is displayed.
- Freestanding or monument signage:
 - For a single tenant building the sign area shall not exceed one-and-one-half square foot for each two lineal feet of street frontage with the maximum not to exceed 32 square feet.
 - If street frontage is not available, then the allowable sign area may be based on the lineal foot of store frontage at a ratio of one square foot of signage for each five linear feet of store frontage.
 - For multiple building developments or commercial centers: each sign may be eight feet high and a maximum of 48 square feet in area.
- Directory and directional signs: Directories may have a maximum area of six square feet, and a maximum height of six feet, directional signs are limited to three square feet in area and four feet in height.
- Awning signs: A maximum of 25 percent of the front face area of the awning may be used for signage.
- Under canopy signs: Under canopy signs shall have a maximum area of three square feet.
- Menu Boards: Maximum sign area shall not exceed 48 square feet

How long does a CSP take? **The city's review of a comprehensive sign plan** cannot take longer than 45 working days by law, but Maricopa Development Services strives to have CSPs reviewed and approved within 30 working days.

How do I amend a CSP? A CSP amendment uses the same application as an original CSP and is reviewed by the same criteria outlined here and in the application. Revisions or amendments to the CSP shall require documentation from all tenants and/or property owners on the property prior to approval.

COMPREHENSIVE SIGN PLAN EXAMPLE SIGN ENHANCEMENTS



This sign (left) is architecturally enhanced; the sign incorporates elements of the design and the materials of the building (right)

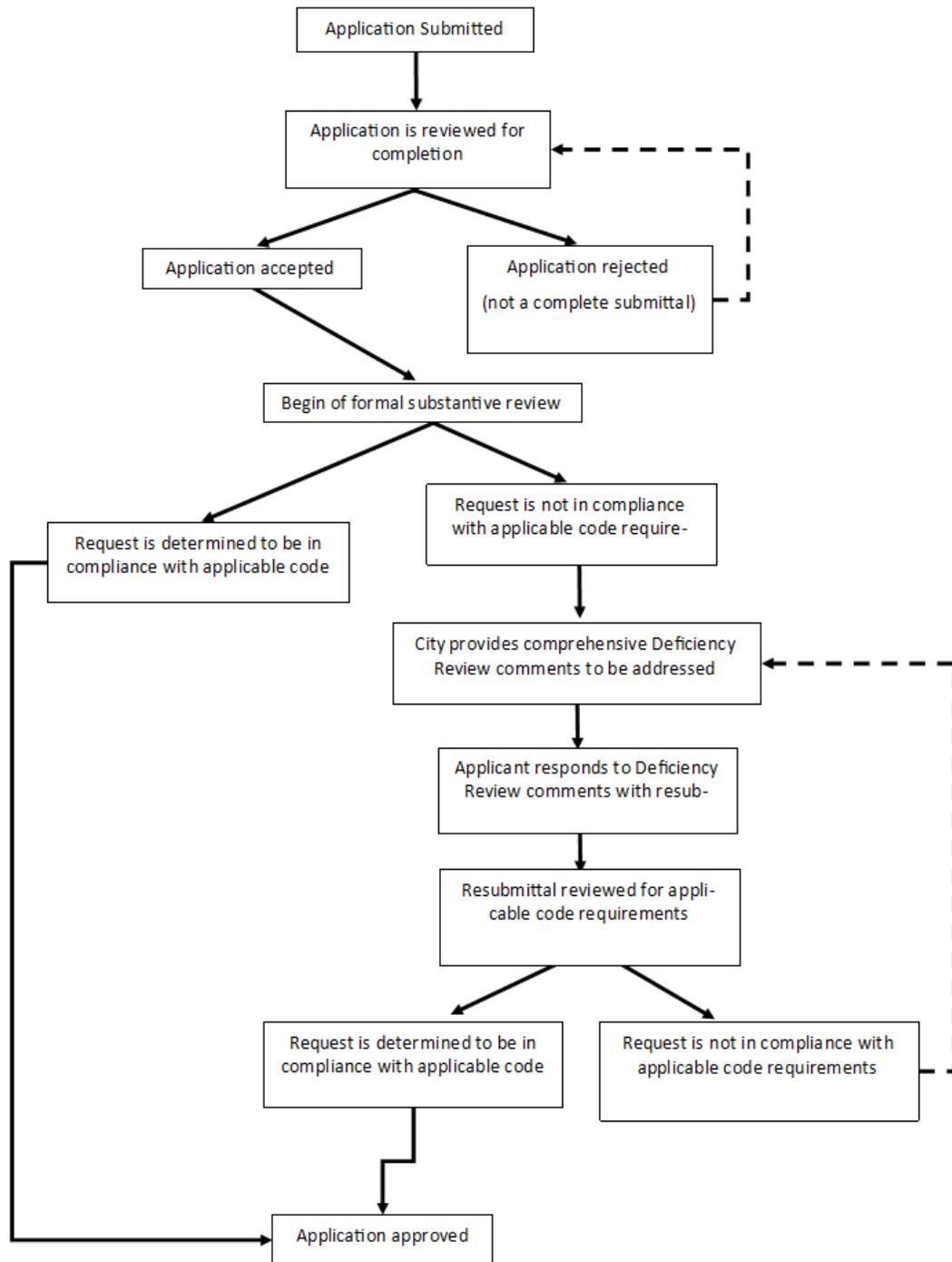


The monument sign above architecturally incorporates the building design, color and materials.



Channel letters are highly encouraged

COMPREHENSIVE SIGN PLAN PROCESS FLOW CHART



COMPREHENSIVE SIGN PLAN APPLICATION

SECTION I: PROPERTY OWNER INFORMATION

Property Owner: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

***If more than one owner, attach additional sheet with names, addresses and signatures as requested below**

SECTION II: APPLICANT INFORMATION & PRIMARY CONTACT INFORMATION

Applicant Name: _____

Project Name: _____

Affiliation with Project: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

SECTION III: PROPERTY & REQUEST

Assessor Parcel #: _____

Location Description (e.g. address, bordering streets): _____

Development Name: _____

Size of Development, in acreage or square footage: _____

Total Number of Signs: _____ Total Aggregate Sign Area: _____

REGULATORY BILL OF RIGHTS

This past legislative session (Fiftieth Legislature, First Regular Session), the Arizona Legislature passed **Senate Bill 1598**. This “Regulatory Bill of Rights” went into effect on **July 20, 2011 (with full implementation on December 31, 2012)**. The rights afforded private regulated parties under the new law are provided below.

A.R.S. § 9-832: REGULATORY BILL OF RIGHTS

TO ENSURE FAIR AND OPEN REGULATION BY CITIES, A PERSON:

- IS ELIGIBLE FOR REIMBURSEMENT OF FEES AND OTHER EXPENSES IF THE PERSON PREVAILS BY ADJUDICATION ON THE MERITS AGAINST A CITY IN A COURT PROCEEDING REGARDING A CITY DECISION AS PROVIDED IN A.R.S. § 12-348.
- IS ENTITLED TO RECEIVE INFORMATION AND NOTICE REGARDING INSPECTIONS AS PROVIDED IN A.R.S. § 9-833 (EFFECTIVE JUNE 30, 2012).
- IS ENTITLED TO HAVE A CITY NOT BASE A LICENSING DECISION IN WHOLE OR IN PART ON LICENSING CONDITIONS OR REQUIREMENTS THAT ARE NOT SPECIFICALLY AUTHORIZED AS PROVIDED IN A.R.S. § 9-834.
- MAY HAVE A CITY APPROVE OR DENY **THE PERSON’S LICENSE APPLICATION WITHIN A** PREDETERMINED PERIOD OF TIME AS PROVIDED IN A.R.S. § 9-835 (EFFECTIVE DECEMBER 31, 2012).
- IS ENTITLED TO RECEIVE WRITTEN OR ELECTRONIC NOTICE FROM A CITY ON DENIAL OF A LICENSE APPLICATION (EFFECTIVE DECEMBER 31, 2012).
 - THAT JUSTIFIES THE DENIAL WITH REFERENCES TO THE STATUTE, ORDINANCE, REGULATION, DELEGATION AGREEMENT OR AUTHORIZED SUBSTANTIVE POLICY STATEMENT ON WHICH THE DENIAL IS BASED AS PROVIDED IN A.R.S. § 9-835.
 - **THAT EXPLAINS THE APPLICANT’S** RIGHT TO APPEAL THE DENIAL AS PROVIDED IN A.R.S. § 9-835.
- IS ENTITLED TO RECEIVE INFORMATION REGARDING THE LICENSE APPLICATION PROCESS AT THE TIME THE PERSON OBTAINS AN APPLICATION FOR A LICENSE AS PROVIDED IN A.R.S. § 9-836.
- MAY INSPECT ALL ORDINANCES, REGULATIONS, AND SUBSTANTIVE POLICY STATEMENTS OF A CITY, INCLUDING A DIRECTORY OF DOCUMENTS, AT THE OFFICES OF THE CITY AS PROVIDED IN A.R.S. § 9-837.
- UNLESS SPECIFICALLY AUTHORIZED, MAY EXPECT CITIES TO AVOID DUPLICATION OF OTHER LAWS THAT DO NOT ENHANCE REGULATORY CLARITY AND TO AVOID DUAL PERMITTING TO THE MAXIMUM EXTENT PRACTICABLE AS PROVIDED IN A.R.S. § 9-834.
- MAY FILE A COMPLAINT WITH THE CITY COUNCIL CONCERNING AN ORDINANCE, REGULATION OR SUBSTANTIVE POLICY STATEMENT THAT FAILS TO COMPLY WITH A.R.S. § 9-832.

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PLANNING & ZONING DIVISION

Pursuant to ARS 9-835, the City establishes overall permitting time frames during which the City will either grant or deny each type of permit (license) that it issues. The time frame includes an administrative completeness review period to accept or reject the application, and a substantive review period to provide a technical review of the request. The City shall approve or deny the request within the overall time frame listed below, however, should the City extend the review period for additional submittal(s), **said extension's shall not exceed 25% of the overall time frame.**

Please note: These are projected time frames only and may change due to workload and staffing considerations

| Application Type | Administrative Completeness Review (business days) | Substantive Review (business days) | Total Time Frame (business days) |
|---|--|------------------------------------|----------------------------------|
| Addressing Request | 10 | 20 | 30 |
| Administrative Design Review Application | 10 | 30 | 40 |
| Temporary Use Permit Application | 10 | 20 | 30 |
| Minor Land Division Application | 10 | 10 | 20 |
| Sign Permit Application | 5 | 10 | 15 |
| Lot Split / Lot Line Adjustment Application | 10 | 20 | 30 |
| Temporary Sign Permit Application | 5 | 5 | 10 |

PLANNING & ZONING DIVISION

| Application Type | Administrative Completeness Review (business days) | Substantive Review (business days) | Total Time Frame (business days) |
|--|--|------------------------------------|----------------------------------|
| Variance Application | 10 | 20 | 30 |
| Conditional Use Permit Application | 10 | 35 | 45 |
| Zone Change Application | 10 | 60 | 70 |
| Zoning Text Amendment Application | 10 | 10 | 20 |
| Zoning Permit (Clearance) Application | 10 | 10 | 20 |
| Annexation Application | 10 | 10 | 20 |
| Development Review Permit Application (MAJOR) | 10 | 35 | 45 |
| Development Review Permit Application (MINOR) | 10 | 20 | 30 |
| Major/Minor General Plan Amendment Application | 10 | 60 | 70 |
| Comprehensive Sign Plan Application | 10 | 25 | 35 |

PLANNING & ZONING DIVISION

| Administrative Completeness Review (business days) | Substantive Review (business days) | Total Time Frame (business days) | Administrative Completeness Review (business days) |
|--|------------------------------------|----------------------------------|--|
| Planned Area Development Application | 30 | 60 | 90 |
| Preliminary Plat Application | 10 | 60 | 70 |
| Preliminary Plat Extension Application | 10 | 20 | 30 |
| Final Plat Application | 10 | 60 | 70 |
| Final Plat Amendment/Abandonment Application | 10 | 30 | 40 |

*The City may request additional information or corrections to the application in lieu of denying the request. In this event, the substantive review time frame and the overall time frame are suspended from the date the request is issued until the date that the municipality receives the additional information from the applicant.