



Master Sign Program Application Checklist

Concord Development Code Article IV, Division 7, Signs (effective 8/24/12)

Section 122-537 Master Sign Programs

The purpose of a Master Sign Program (MSP) is to integrate all signs into a project's design to achieve a unified architectural statement. A MSP provides a means for flexible application of sign regulations for properties with multiple signs, multi-tenant properties, and other properties with unified development, in order to encourage creativity and provide incentives to achieve, not circumvent, the intent of this Division. Any aspect of proposed signage that is not addressed in the MSP shall be in compliance with Development Code, Article IV, Division 7 Signs.

- (a) **Required.** A Master Sign Program shall be required for the following:
- (1) **Multi-tenant centers**, buildings, or developments with six or more separate tenant spaces that share the same parcel, building or structure, or use common access and parking facilities, public spaces, and landscaping, such as multi-tenant commercial and office buildings, shopping centers, office parks, and mixed use developments;
 - (2) **Major rehabilitation or additions to existing nonresidential projects with five or more tenants**, that involve construction or renovation of more than 25,000 square feet or 50 percent or more of the exterior of the building, or 25 percent of the existing signs on the site within a 12 month period, whichever is less. For the purposes of this Division, major rehabilitation means adding or remodeling 50 percent of the gross floor area of the structures, or exterior redesign of more than 25 percent of any façade within the project; or
 - (3) When the Planning Division determines that a Master Sign Program shall be required for a project due to special circumstances (e.g., the number or size of signs proposed, size or location of the project, or constrained visibility of the site relative to freeways, etc.).
 - (4) A Master Sign Program shall not be required for multi-tenant office buildings or business park developments where the proposed signage is limited to building identification signs and tenant identification signs as permitted in Table 122-542.1
- (b) **Submittal Requirements.** The following information is required for a complete application. Please review this checklist with City of Concord Planning Division to confirm specific requirements and to determine if other applications are required.

All plans below shall be fully dimensioned and drawn to scale. **One set of full sized plans** (24" x 36"), **3 sets of reduced plans** (11" x 17"), 3 sets of text documents, are required for all applications. All **plans shall be folded** to 8-1/2" x 11" (approximately) and submitted **in collated sets**. **One full-sized rendered copy of the sign plan and building elevations shall also be submitted.** The rendered plan shall be rolled, not folded. Additional copies may be required for projects scheduled for the Design Review Board or Planning Commission.

Master Sign Program Submittal Requirements

- APPLICATION FORM.** Include signature(s) of legal property owner(s) as well as applicant.
- FILING FEE*1.** (See Exhibit A, Fees and Charges Resolution)
- MASTER SIGN PROGRAM TEXT.** Include the following information as appropriate:
 - Detailed text describing all permitted tenant signs, including the location, type, and size of signs for each frontage type; and center identification signs;
 - Drawings showing all of the permitted options for the type and placement of each sign indicating the font style, letter size, colors, materials, and method of construction;
 - Provisions for logos;
 - Provisions for double frontage building, addressing, and address numbers;
 - Details of Wayfinding and directional signs;
 - Drawings and written criteria for temporary banners, window signs and other promotional signage;
 - General requirements, limitations and regulations, e.g. responsibility for installation and maintenance, hours of illumination, any allowances for minor variations;
 - Additional criteria and requirements necessary for clarification;
 - Procedures and required documents for sign review and approval, including requirements for review, approval, and permit from the City of Concord;
 - Prohibited signs;
 - Process for amendments to MSP;
 - Definitions; and
 - An explanation of all modifications to the standards or regulations required by the Sign Ordinance (122-532-547), along with an explanation describing how these modifications would result in a superior design.
- KEY MAP.** A key map showing location of each sign type, including freestanding signs.
- SITE PLAN.** Site Plan showing locations of all existing and proposed, attached and freestanding signs, including property lines, location of buildings, length of building frontage and street frontage, location of tenant spaces, frontage improvements, parking and landscaped areas.
- BUILDING ELEVATIONS.** Building elevations showing locations for all proposed sign options, showing maximum letter and logo size (height and width). Include overall sign dimensions and dimensions for spacing between the sign and the edges of the walls/façade/roofline.
- DETAILED SIGN DRAWINGS.** Provide drawings and standards for each type or variation of sign with minimum and maximum size (square footage), dimensions, letter height, length, font styles; colors, criteria for logos, and method of illumination. Show provisions for two rows of text (if proposed.) Include construction details, materials, mounting technique and method of illumination.

* **The City adjusts all fees and charges on an annual basis in accordance with the San Francisco-San Jose-Oakland Area Consumer Price Index, actual hourly rates for work performed by City employees, and the Construction Cost Index for the San Francisco Bay Area published in the most current edition of the Engineering News Record. The new fees are adopted following a public hearing and incorporated in the Master Fees and Charges Resolution July 1 of every year. Persons interested in how a particular fee is adjusted should contact the City department that administers the fee or the Finance Department.**

Master Sign Program Submittal Requirements

- SIGN AREA SUMMARY.** Provide a table listing each sign to show number of signs, type, and cumulative area, as follows:

Sign #	Dimensions		Total area	Mounting or support	Type of sign	Materials
	Vertical	Horizontal				
Total Sign Area						

- CROSS-SECTION.** Provide a cross section for each type of sign.
- PHOTOS/PHOTO-SIMULATION.** Provide photos of the buildings and site showing all existing signs (to remain) and proposed signs.

(c) **Consideration.** A Master Sign Program shall be evaluated based upon the following criteria:

- (1) **Placement.** All signs shall be placed where they are sufficiently visible and readable for their function. Consideration shall be given to the purpose of the signs, the sign locations relative to traffic movement and access points, site features, structures, and sign orientation relative to viewing distances and viewing angles. In commercial centers where some tenants have little or no street visibility, wall signs may be allowed on walls of the building that are not directly over the space occupied by those tenants.
- (2) **Quantity.** The number of signs within any development shall be no greater than that required to provide project identification, business identification, entry signs, and directional and informational signs for internal circulation and access. Consideration be given to the size of the development, the layout of the site, and the hierarchy of signs.
- (3) **Size.** Signs shall not be larger than necessary for visibility and readability. Considerations for determining appropriate size shall include topography, volume and speed of traffic, visibility range, proximity to adjacent uses, amount of sign copy, placement of display (location and height), lettering style, and the presence of distracting influences.
- (4) **Materials.** Sign materials shall be compatible with architectural and/or natural features of the project. This may be accomplished through similarity of materials for sign structures and faces, the use of complementary colors, similarity of architectural style, or the use of a consistent lettering style or copy.
- (5) **Illumination.** Illumination shall be in conformance with this Division.
- (6) **Context.** All MSP's shall respect the context of the surrounding area and the character established by the proposed signage. Consideration shall be given to lettering style, sign placement, lighting, and architectural style.

Lessees to be informed of Master Sign Program. The MSP requirements and the tenants responsibility to comply with the approved MSP shall be incorporated into all tenant leases.

FOR STAFF USE ONLY	
FILE NUMBER _____	ASSOCIATED FILES _____
PLANNER _____	DATE _____
PROJECT NAME _____	
PROJECT ADDRESS _____	
GENERAL PLAN _____	ZONING _____