



City of Southlake
MASTER SIGN PLAN APPLICATION

Department of Planning, 1400 Main Street, Suite 310, Southlake, TX 76092
 Phone: (817) 748-8069 Fax: (817) 748-8077
 Website: www.cityofsouthlake.com

Applicant		Owner (attach additional sheets if necessary)	
Company		Company	
Contact		Contact	
Address		Address	
Telephone		Telephone	
Fax		Fax	
Email**		Email**	

**Email should only be provided if you consent to your email address becoming a part of public record.

The following information pertains to the location for which the Master Sign Plan is being requested:

Name of Development:			
Street Address(es):			
Legal Description:	Lot:	Block:	Subdivision:

I hereby certify that this application is complete as per the requirements of Sign Ordinance No. 704, as amended, as summarized below. **I further understand that it is necessary to have a representative at the City Council meeting who is authorized to discuss this request.**

Applicant's signature: _____ Date: _____

Submit 12 full-color copies and 1 CD of the complete proposed sign package along with the \$300 nonrefundable fee. Applications are due 5 weeks prior to the preferred City Council meeting date. **All applications for a Master Sign Plan must follow the design guidelines provided in Section 8.4 of Sign Ordinance No. 704, as amended.** A complete sign package includes the following:

1. A written narrative describing at a minimum:
 - a. All proposed sign types, including but not limited to:
 - i. Attached Building Signs
 - ii. Monument Signs
 - iii. Window Signs
 - iv. Directional Signs/Wayfinding
 - v. Directory Signs
 - vi. Pedestrian Oriented Signs
 - b. Guidelines for each sign type, including the number of the proposed signs and their associated dimensions, such as maximum area, letter/logo height, total sign height, etc.
 - c. Materials proposed for all signs and sign structures
 - d. Type of illumination proposed (external, internal, etc.)
2. A site plan including:
 - a. Location of all proposed signs included in the sign palette
 - b. Location of all buildings, landscaped areas, parking areas, adjoining street R.O.W., and any other features that may impact sign placement and visibility (such as large trees, grading, water features, etc.)
3. Elevations and sign drawings, preferably in color, including:
 - a. Color and style palette for all signs (letter colors, background colors, text fonts, etc.) including context of where signs are to be placed on any given façade.
 - b. Landscaping and/or ornamental structures including fences, fountains, public art, ground cover, and other landscaping elements that are intended to complement the proposed sign palette and design.