



MASTER SIGN PLAN APPLICATION

| 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 BUSINESS OR OPERATION: _____

STREET ADDRESS: _____

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 \$500 nonrefundable fee. Applications follow the Planning and Development Department Submittal Schedule for the Planning and Zoning Commission and City Council meeting dates. **All applications for a Master Sign Plan must follow the design guidelines provided in Section 8 of Sign Ordinance No. 704, as amended.** A complete sign package includes the following:

SECTION 8. MASTER SIGN PLANS

8.1 PURPOSE

The purpose of a Master Sign Plan is to allow an applicant, subject to approval of the City Council, the option of designating an area that will define unique characteristics in all sign elements including type, design, and location based upon specific performance criteria. The goal of a Master Sign Plan is to:

- 8.1.1 Promote consistency among signs within a development thus creating visual harmony between signs, buildings, and other components of the property;
- 8.1.2 Enhance the compatibility of signs with the architectural and site design features within a development; and
- 8.1.3 Encourage signage that is in character with planned and existing uses thus creating a unique sense of place.
- 8.1.4 Encourage multi-tenant commercial uses to develop a unique set of sign regulations in conjunction with development standards.

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8.2 APPLICATION PROCESS

- 8.2.1 The applicant shall develop a master sign plan for all sign elements in the development based on the sign design guidelines established in Section 8.4.
- 8.2.2 The Administrative Official shall forward the applicant's Master Sign Plan to the City Council for action on the application after evaluating the Master Sign Plan on the established design guidelines. The City Council shall make the final determination on the Master Sign Plan.
- 8.2.3 After approval of a Master Sign Plan for a particular development, all signs in that development shall meet the standards approved in that specific Master Sign Plan.

A complete sign package includes the following:

8.3 APPLICATION REQUIREMENTS

A Master Sign Plan Application shall be a written and/or illustrated document to depict the proposed signs which shall include:

- 8.3.1 Proposed sign palette which may include:
 - a. Attached Building Signs
 - b. Monument Signs
 - c. Window Signs
 - d. Directional Signs/Wayfinding
 - e. Directory Signs
 - f. Pedestrian Oriented Signs
 - g. Other
- 8.3.2 Location of all proposed signs included in the sign palette
- 8.3.3 Size and number of all proposed signs including maximum area, letter height, number, height, etc.
- 8.3.4 Materials proposed for all signs and sign structures.
- 8.3.5 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.
- 8.3.6 Type of illumination proposed (external, internal, etc.)
- 8.3.7 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.
- 8.3.8 Any other information as required by the decision making bodies.

8.4 DESIGN GUIDELINES- MASTER SIGN PLANS

Commercial signage is an integral part of the urban design fabric of Southlake. It is absolutely necessary and shall be deemed as a tool that helps promote the health, safety and welfare of the general public by providing guidance to both the vehicular driver and pedestrian. Due to its visual prominence and effect on the overall design character of our city, signage as part of master sign plans must be considered on the broader scale of community rather than on an individual site basis. Signage is an integral part of the visual urban streetscape and shall not be designed to visually compete with its surroundings, but rather serve to build on the quality of the traveler's and pedestrian's experience.

The basis for submitting a master sign plan application should not be to have larger signs or logos permitted by ordinance but should clearly be related to the sign design goals listed below:

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Design Goals

- 1) To develop an organized hierarchy of signage design types that help identify the location and size standards for individual signs without infringing on the capability of creative design.
- 2) To establish design criteria that promote the overall visual quality of the streetscape environment for the general public while providing reasonable and improved standards for identification of individual properties.
- 3) To improve the overall visual cohesive appearance of the site through signage guidelines, with strong consideration that the visual streetscape.
- 4) To promote a “sense of place” for the City of Southlake while promoting creative design for individual developments.
- 5) To promote signage as an architectural complement rather than being visually and thematically disconnected.

Master Signage Plan Application

The master signage program application shall include, at a minimum, the following to be deemed a completed application:

- 1) A master site plan showing a location of each of the proposed signage type(s). Dimension and label the sign types and include distance measurement of the signs location from the nearest public right-of way.
- 2) Provide signage elevations (dimensioned and labeled) indicating proposed text areas, materials, material finishes, colors, lighting and identifiable references as to how the signage design relates to the proposed architecture. Identify any landscaping elements proposed.
- 3) For all signage is to be mounted on building façades, provide accurate building elevations that show signage dimension, signage location, text areas, materials, material finishes, colors and identifiable references as to how the signage design relates to the proposed architecture.
- 4) If the applicant is requesting any variances from the current regulations as part of the master sign plan, please indicate the location of the variance, what the variance request is for and specific reason/justification for the variance and how the variance promotes are adheres to the design goals provided.
- 5) A master sign plan application will be considered by the City Council following a recommendation by the Sign Board. The Sign Board’s recommendation will be forwarded to the City Council for their consideration.

The sign design guidelines are designed to help ensure quality signs that communicate their message in a clear fashion; however, the “guidelines” are not as strict as sign “standards.” The review authority may interpret the design guidelines with some flexibility in their application to specific signs/projects, as not all design criteria may be workable or appropriate for each sign or project. In some circumstances, one guideline may be relaxed to facilitate compliance with another guideline determined by the review authority to be more important in the particular case. The overall objective is to ensure that the intent and spirit of the design guidelines are followed.