

# Zoning Process Guide

"Planning with People for a Better Phoenix"



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

## Downtown Sign Plan Handout

**FILING REQUIREMENTS** - Applications are taken in person before 4:00 PM at the City of Phoenix Planning and Development Department (200 West Washington, 2nd Floor, Zoning Counter)

1. Completed Downtown Sign Plan application and property owner verification form(s) [including written authorization from property owner(s) to file application].
2. Four (4) hard copies and one (1) electronic copy of the following:

### **MASTER PLANNED DEVELOPMENT SIGN PLAN (MSP)**

- Context Plan – provide an aerial photograph of Master Planned Development Sign Plan (MSP) and surrounding area with notations of current land use for all parcels within 150 feet of MSP perimeter, and photographs taken looking outward from perimeter at 100-foot intervals for entire boundary.
- Site Plan - indicate location, orientation, size, and method of installation of signs.
- Building elevations and/or photographs - delineate the area in which building/structure mounted signs will be contained.
- Design Guidelines – address, at a minimum architectural compatibility with primary structures within the MSP.
- Standards Table – provide, in table format, standards and restrictions for each sign type, including size, height, illumination levels, hours of illumination, and durability of materials. Standards shall also include calculations showing maximum sign area permitted per building face. (See Section 643.H.17.b.(3).(a) of the Phoenix Zoning Ordinance for maximum limitations).
- Narrative – discuss the purpose and intent of the MSP and its consistency with the Downtown Phoenix Plan, as well as quality and durability of proposed materials.
- Architectural Lighting Exhibit (optional) – indicate location, placement, materials, and manner of installation of lighting intended to highlight architectural elements of buildings and structures within the MSP, and which do not include commercial messages of any kind.

### **DETAILED PROJECT SIGN PLAN (DSP)**

- Site Plan - indicate location, orientation, size, and method of installation of signs.
- Building elevations and/or photographs - delineate the area in which building/structure mounted signs will be contained.
- Sign Elevations – provide a graphic rendering of each sign depicting lettering, illumination, color, shape, area and height.
- Standards – describe any proposed animation or changeable messages, including duration or message and frequency of change, intensity of illumination and hours of illumination.
- Narrative – discuss consistency with MSP.

3. Application Fee (NOTE: This is an application fee to cover the cost of processing the request. It is non-refundable regardless of the outcome of the case):
  - Master Planned Development Sign Plan (MSP) - \$1,710.00 each
  - Detailed Project Sign Plan (DSP) - \$855.00 each

## **APPROVAL PROCESS:**

### *Master Planned Development Sign Plan (MSP).*

An application for a Master Planned Development Sign Plan (MSP) shall be submitted to the Planning and Development Director or designee for review and approval. The Planning and Development Director or designee shall approve, approve with conditions or deny such application within fifteen (15) working days of receipt of the application. The Planning and Development Director or designee shall approve such application only if the following findings are made:

- (1) The signs, banners, flags and architectural lighting are mounted and secured so as not to pose a distraction or hazard to vehicles or pedestrians.
- (2) The signs and architectural lighting are appropriate in scale, composition, and manner of display with surrounding development.
- (3) The signs and architectural lighting conform to the vision, goals and policies of the Downtown Phoenix Plan.

### *Approval of detailed project sign plans (DSP).*

An application for a detailed project sign plan shall be submitted to the Planning and Development Director or designee for review for conformance with the standards, restrictions and guidelines of the Master Planned Development Sign Plan. The Planning and Development Director or designee shall approve, approve with conditions or deny a detailed project sign plan application within fifteen (15) working days of receipt of the application. The Planning and Development Director or designee shall approve such application only if the following findings are made:

- (1) The size and location of the signs, banners, flags or architectural lighting is allowed under the standards of the Master Planned Development Sign Plan.
- (2) The scale, composition and manner of display of the signs, banners, flags or architectural lighting conform to the standards and guidelines of the Master Planned Development Sign Plan.
- (3) The type and hours of illumination and/or animation conform to the standards of the Master Planned Development Sign Plan.
- (4) The quality of the materials proposed for the signs, banners, flags or architectural lighting is appropriate for the intended lifespan of the signs, banners, flags or architectural lighting.

## **APPEALS TO THE ZONING ADJUSTMENT HEARING OFFICER:**

An applicant may appeal the decision of the Planning and Development Director or designee regarding a Master Planned Development Sign Plan within five (5) working days of the decision. Appeals shall be considered by the Zoning Adjustment Hearing Officer through the use permit process in accordance with the provisions of Section 307 on the next available agenda. In addition to the standards of Section 307, the Zoning Adjustment Hearing Officer shall review the decision with the standards for approval established in section 643.H.17

*NOTE: Approval of a request does not replace the need for acquiring the appropriate building permits, site plan approval, or any other licenses required by governmental agencies.*

## **AMENDMENTS:**

Any proposal to exceed the standards and restrictions established in a Master Planned Development Sign Plan shall require amendment through the process required for initial application and approval of a Master Planned Development Sign Plan in Section 643.H.17.

Upon request this publication will be made available in alternate formats including large print, Braille, audiotape or computer disk to accommodate a person with a disability if given reasonable advance notice. Please contact Nici Browe at voice 602-495-0256 or via the City TTY Relay at 602-534-5500.



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**- DOWNTOWN SIGN PLAN APPLICATION -  
OWNERSHIP VERIFICATION FORM**

It is requested that an application for a Downtown Master Planned Development Sign Plan/Detailed Project Sign Plan be accepted by the Planning and Development Department for property located at:

Said property is owned by:

**(Property Owner Name):**

**(Mailing Address):**

Property is legally described as (or see attached):

**NOTE:** The legal description can be obtained from your deed or from the Property Records Section, 3rd Floor, 200 West Washington Street, (602) 262-6878.

**Assessor Parcel Number(s):**

**NOTE:** The tax parcel number can be obtained from your property tax statement or the Maricopa County Assessor's Office (602) 506-3406.

I hereby certify that the above information is correct, and that I am authorized to file an application on said property, being either the owner of record or authorized to file on behalf of the owner (signed authorization must be attached).

(Applicant) \_\_\_\_\_ (Date) \_\_\_\_\_



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**DOWNTOWN SIGN PLAN APPLICATION**

Master Planned Development Sign Plan – MSP-\_\_\_\_ - \_\_\_\_\_

Detailed Project Sign Plan – DSP-\_\_\_\_ - \_\_\_\_\_

Property Owner Name: \_\_\_\_\_

Company Address: \_\_\_\_\_ Suite: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Applicant Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ Suite: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Representative Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ Suite: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

**OFFICE USE ONLY**

Map: \_\_\_\_\_ Council District: \_\_\_\_\_ Annex: \_\_\_\_\_