



MASTER SIGN PROGRAMS

Creating a Master Sign Program for multi-tenant properties ensures that all signs on the property will have a similar appearance, maintaining a clean and uncluttered visual appearance for the City. See SMC 19.44.080 for more information.

PLANNING DIVISION REQUIREMENTS

A Master Sign Program (MSP) establishes design criteria for signs on a property. Once an MSP is established, each sign on the property must conform to the program, as well as the sign regulations set forth in Sunnyvale Municipal Code Chapter 19.44.

WHEN AN MSP IS REQUIRED

If there are two or more businesses on a property, the City requires establishment of an MSP. If the property does not have an MSP, the property owner will be required to establish one when a tenant installs a new sign or makes a sign change (except a face change, see sidebar). Any modifications to an MSP require a new application for a revised MSP.

CONTENTS OF AN MSP

The MSP is intended to address sign criteria and design location. The Sunnyvale Municipal Code regulates the allowed signage area and copy height. Master Sign Programs cannot permit larger signs or copy height than what the zoning code allows. The following lists the information necessary for review of an MSP.

- Site plan showing proposed locations of all wall or ground signs. Site plan should show driveway and corner vision triangles associated with ground sign installation. See the Vision Triangles brochure for more information.
- Wall sign design criteria, including letter style, illumination, allowed colors, logo styles, permitted locations, and installation details of each sign. For multi-tenant projects, show location and size of each sign on building for each tenant.
- Ground sign design criteria, including letter style, illumination, allowed colors, logo styles, number of tenants and installation details.

BENEFITS OF AN MSP

An MSP assists a property owner in establishing guidelines for what is allowable for the signs on the property. Consistent sign design contributes to maintaining the value of the property. In addition, an MSP streamlines the sign review process. Building permits are still required for all sign face changes and installation, but the design criteria contained in the approved MSP is checked at the time of the building permit, resulting in a streamlined process. No additional planning permits are necessary once an MSP is approved for the site.

BUILDING PERMIT REQUIREMENTS

The Building Division reviews signs for safe construction and conformance with the above requirements. Building permits are required for all new or replacement ground and walls signs, including face changes.

FACE CHANGE

A face change means any change to the letter style, size, color, background or message which requires the manufacturing of a new or modified sign face.

FACTORS

CONSIDERED WHEN REVIEWING MSPs
Each property is reviewed based on its particular characteristics. The Planning Division considers various factors, including current signage on the property, architecture of the building, types of businesses and uses, and other special circumstances when making a decision on an MSP.

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| <p>PERMIT PROCESS</p> <p>Planning Division Review</p> <p>1. Submit the draft Master Sign Program for review. This process typically takes two weeks to review.</p> | <p>Planning Review Application Requirements (2 copies of each item except application)</p> <ul style="list-style-type: none"> <input type="checkbox"/> MPP Application signed by the property owner. <input type="checkbox"/> Draft Master Sign Program. <input type="checkbox"/> Building elevations showing locations of proposed wall signs and tenant frontage length. <input type="checkbox"/> Site plan showing locations of proposed ground signs, if any. <input type="checkbox"/> Details of the proposed signage including overall sign and copy dimensions, total sign area, etc. <input type="checkbox"/> Fee (non refundable) _____ |
| <p>Building Permit Review (After approval of an MSP)</p> <p>2. Each individual sign installation must receive a building permit.</p> <p>3. Building permits are issued between 8:00 a.m. and 12:00 noon, Monday through Friday.</p> <p>4. After a Building Permit is issued, wall signs typically require one inspection after the sign is installed. Ground signs typically require two inspections, one for the footing and a final inspection after the sign is installed.</p> | <p>Building Permit Application Requirements (3 copies of each item)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Site Plan showing the location of the building(s), length of street frontage, all existing sign locations and proposed sign locations. <input type="checkbox"/> For wall signs, elevation of building showing placement of the sign(s). <input type="checkbox"/> Details of the proposed signage including overall sign and copy dimensions. <input type="checkbox"/> For ground signs, provide structural calculations and construction details for the footing and attachment details for the sign cabinet. <input type="checkbox"/> For all illuminated signs, provide Title 24 Energy Calculations Form OLTG-4-C. <input type="checkbox"/> Fee _____ |

SAMPLE

SDP #6748, 6765

MASTER SIGN PROGRAM

899-903 W. El Camino Real
Camino Park

A. General:

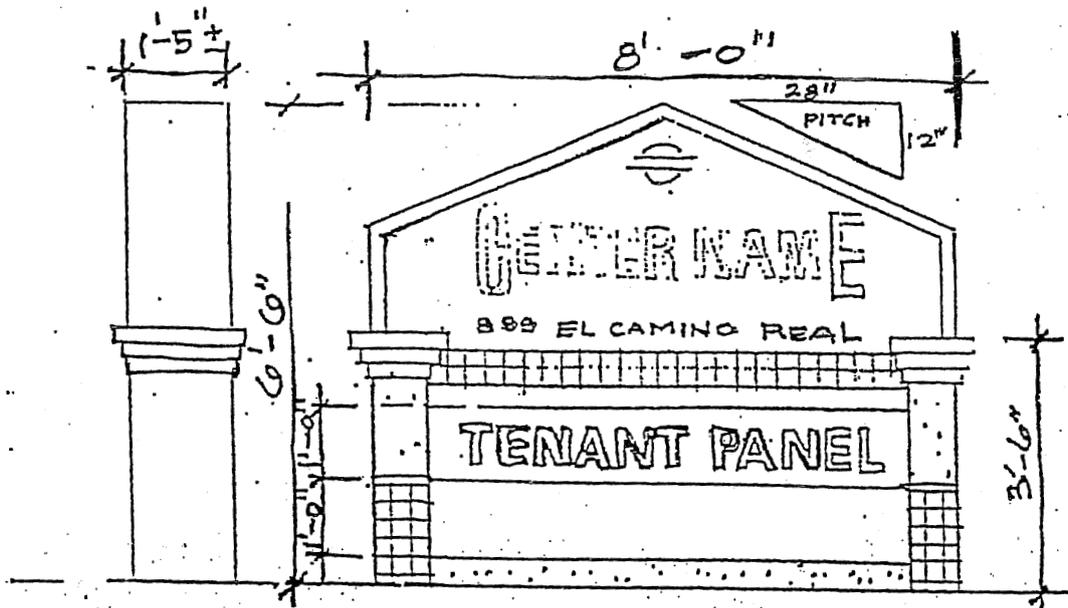
1. All signs are subject to the Sunnyvale Ordinance. A summary of the most common requirements are found in attached Exhibits "A" and "B".
2. Colors may vary from sign to sign, but letters of each word shall be of the same color(s).

B. Ground Signs:

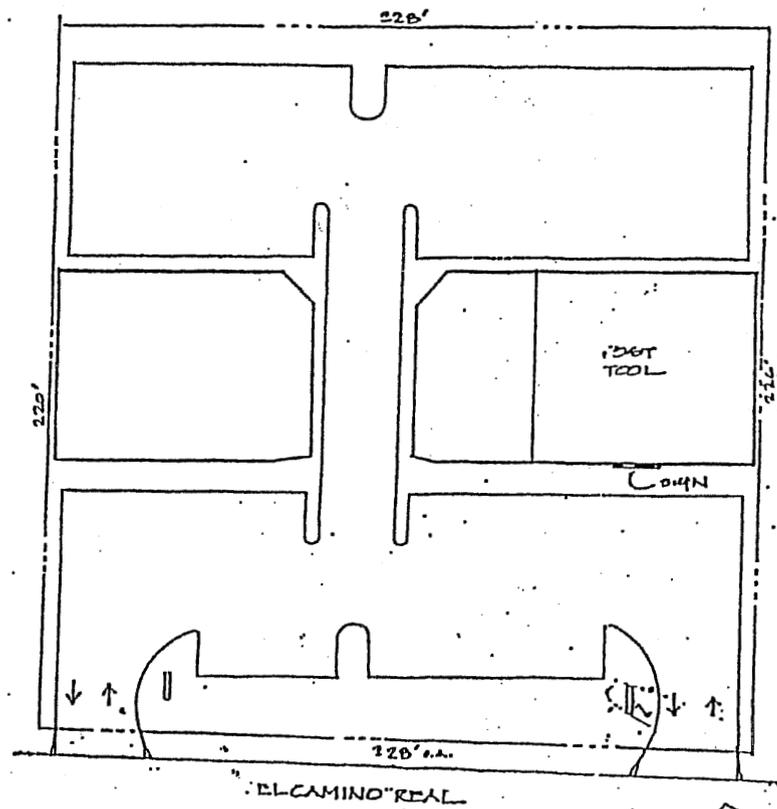
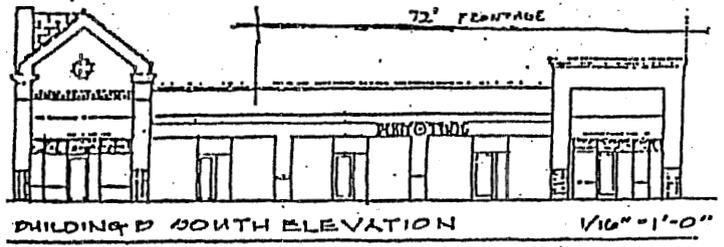
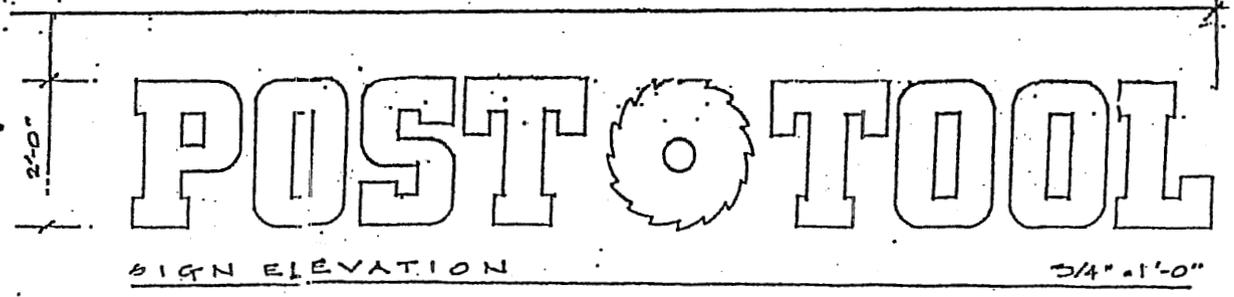
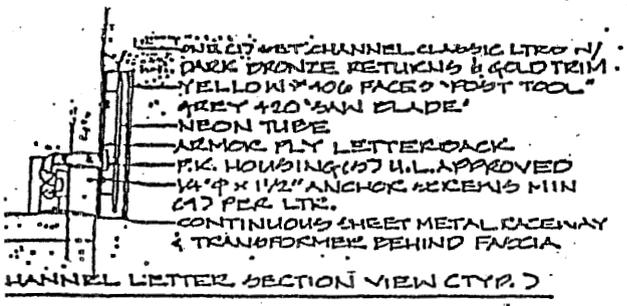
1. Only one shared-in-common ground sign shall be permitted (Miscellaneous Plan, Planning Commission, August 13, 1990, City Council, September 18, 1990) at a location approved by the Director of Community Development.
2. Any proposed ground sign shall not exceed 10 feet in height, measured from the nearest top of the public curb.
3. The total encasement for the ground sign shall be erected at time of installation.
4. The ground sign shall include all panels with approved background color and materials (refer to Exhibit "C").
5. The ground sign may advertise the name of the center and two tenants.
6. Any ground sign design, modification, or change of copy shall be submitted to the Director of Community Development in accordance with Miscellaneous Plan Approval procedures.

C. Wall Signs:

1. Signs to be individual channel letter type, or script, internally illuminated U.L. Listed and Labeled. (refer to Exhibit "D")
2. illumination shall be 30 M.A. single or double tube neon
3. Individual letter height shall not exceed 24 inches, stacked copy shall be allowed but shall not exceed 24 inches overall height (refer to Exhibit "F").



MONUMENT ELEVATION 3/8" = 1'-0"
 TWO (2) INTERIOR ILLUMINATED
 MONUMENT DISPLAY.
 ADDRESS LETTERING & NUMERALS
 DARK BRONZE F.C.O. ALUMINUM.
 CENTER NAME ROUTED OUT/RED
 PLASTIC TENANT PANEL(S) SATIN FINISH
 WHITE ALUMINUM W/ R/O LETTERING
 SOLAR BRONZE BACKED W/WHITE. (to be
 made changeable)
 CABINET IS DESIGNED TO MIRROR BUILDING
 COLOR AND STYLE.
 LIGHTING TO BE FLORESCENT LAMP/BALLAST
 TYPE.



AI = NEON

This is an original unpublished
 drawing created by CAL NEON
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 sonal use in connection with a pro-
 ject being planned for you by CAL
 NEON. It is not to be shown

CUSTOMER'S APPROVAL
 DATE

JOB NAME: POST TOOL
 JOB LOCATION: 200 INY VALLE DETAIL PHONE
 JOB ADDRESS: 200 EL CAMINO REAL, INY VALLE, CA.

SCALE: AS NOTED
 DESIGNER...
 DRAWN BY: J. SMITH

DESIGN NO: 0366
 DATE: 5-16-50
 REVISION