

MASTER SIGN PROGRAM APPLICATION

Master Sign Program Application No. MSP-

A Master Sign Program shall only be granted if the Review Authority determines that the program as submitted or as modified conforms to all of the following criteria. If the Review Authority determines that it is not possible to make all of the required findings, the application shall be denied.

Per Chapter 15, Section 15-2612-B of the Fresno Municipal Code the following information is required for submittal of a Master Sign Program Application (MSP):

1. A site plan layout showing the location(s) of building(s), parking lots, driveways and landscaped areas; (detailed and dimensioned) Site photographs will be helpful
2. Computation of the maximum area for individual signs, the height of signs, and the number of freestanding signs;
3. An accurate indication on the site plan of the proposed location(s) of each proposed sign and existing sign(s) which are to remain; (Site photographs will also be helpful)
4. Color schemes, lettering, and graphic styles (if tenants are not known, generic styles may be presented);
5. Lighting and sign construction materials; and
6. Sign dimensions (if tenants are not known, generic dimensions may be presented).
7. Written justification addressing the required Findings for the MSP request. (see back page)

To be filled out by Applicant: Related Special Permit No.: _____

SITE ADDRESS: _____

APN: _____ ZONE DISTRICT: _____

OWNER'S NAME (PLEASE PRINT): _____

OWNER'S SIGNATURE: _____

APPLICANT'S NAME (PLEASE PRINT): _____

APPLICANT SIGNATURE: _____

PHONE: _____ EMAIL: _____

SIGN COMPANY NAME: _____

SIGN COMPANY ADDRESS: _____

(Staff) Received by: _____ **Date:** _____ **PZ#** _____

Master Sign Program Application – Required Findings

Section 15-2612-D of the Fresno Municipal Code states that a Master Sign Program may be approved only if the following findings are made:

1. The proposed signs are compatible in style and character with any building to which the signs are to be attached, any surrounding structures, and any adjoining signage on the site;
2. Future tenants will be provided with adequate opportunities to construct, erect, or maintain a sign for identification; and
3. Directional signage and building addressing is adequate for pedestrian and vehicular circulation and emergency vehicle access.
4. Light and glare will not negatively affect nearby residential uses.
5. Additional findings for alternative designs which do not conform to some or all of the applicable sign standards:
 - a. The sign design and materials are of equal or greater quality than existing signs in the surrounding area and the standard requirements for signs on the site; (provide photos)
 - b. The sign design and materials are of equal or greater quality than that which is required by the applicable sign standards;
 - c. The location of the sign would not be unnecessarily distracting to motorists and would not cause inconvenience to pedestrians;
 - d. The design of the proposed sign(s) would contribute positively to the attractiveness of the area, (provide photos)
 - e. The alternative design would not be incompatible with nearby residential uses;
 - f. The alternative design would enhance the economic viability of its surroundings.

Please provide sufficient information in addressing all of the aforementioned Findings in writing to support justification for the Master Sign Program request.