



What is the “Master Sign Program” (reference Section 18.79.100)?

It is an option available to sign designers and users to respond to a special need, event, or activity with greater flexibility than the standard sign code requirements allow, in exchange for better design and dark sky protection, and still meeting the general intent of the chapter.

What exceptions are allowed with the Master Sign Program?

Requested variation from code requirements can include the number of signs, the location of signs, the time period of the signs, the maximum height, and the maximum sign area (specifically subsections 18.79.070(A), 18.79.080(B) through (E) and 18.79.090(C), (D), (F), and (G)). The option may apply to on-site, off-site signs, and all signs in the right-of-way. The program does not include billboard signs or any other sign types not otherwise allowed by the chapter (no variations from subsections 18.79.010, 020, 030, and 040, 050, 060, 18.79.070(B) through (F), and 18.79.080(A), 18.79.090(A), (B), (E), and 18.79.100).

What does the “Master Sign Program” prioritize in exchange for the added flexibility?

- Unifying, consistent and aesthetic design themes in the form of architectural style, shapes, textures, colors and materials used on a scale from an individual lot to a development complex;
- A well-organized appearance with signs located and spaced or grouped together appropriately (as opposed to a disorganized, cluttered appearance);
- Proportionality in sign area and height to integrate with the buildings, architecture, and landscape of the site;
- The use of high quality materials;
- Protection of Dark Skies through the use of illumination measures (Section 18.79.100(A)(4)); and generally to
- Maintain sign legibility, promote traffic and pedestrian safety, and avoid obstructing significant scenic views from the right-of-way.

Who reviews “Master Sign Program” requests?

The planning official shall review the submittal and may approve, approve with conditions, or deny the request based on Chapter 18.79.

Can an applicant appeal the planning official’s decision?

Yes, an applicant may appeal the decision to the applicable board of adjustment.

Are there additional requirements beyond the planning officials’ review?

- Signs proposed for right-of-way: Review and approval is required by the Pima County Department of Transportation;
- Off-site signs proposed for private property: Written permission by the property owner for any sign to be located on private property shall be required;
- And, each sign must be clearly labeled with the permit number and the name and contact information of the sign permit applicant; and,
- Each sign shall be permitted.

How do I submit a Master Sign Program request?

All material necessary for review shall be submitted to the Planning Official in electronic form. The Planning Official may require additional materials be submitted for adequate review. There are no additional fees for subsequent submittals.

Pima County Development Services Department - Planning Division
201 N. Stone, 1st Floor. Tucson, Arizona 85701
Phone: (520) 724-9000

MASTER SIGN PROGRAM REQUEST

Applicant's name: _____ Phone/Email: _____

Address &/or Tax Code # of primary property for which signs apply: _____

Owner of property: _____ Phone/Email: _____

Related permit activity or case number: _____

Applicant/owner signature: _____ Date: _____

Date received: _____

____ Fee (\$373.00) paid

____ Supporting documents submitted (this form, site plan)

Proposed signage:

DRAFT

Total # of proposed signs: _____

Of the above total # of signs, _____ # ON-SITE / _____ # OFF-SITE

Of the OFF-SITE signs:

_____ # proposed for the right-of-way¹

_____ # proposed for private property or properties²

¹Requires DOT approval of a right-of-way permit.

²Requires written authorization from property owner & tax code #

All signs require legible labeling of the sign number and the owner's contact information.

A legible site plan (at minimum 8 1/2 X 11) shall be submitted electronically showing each sign numbered with the information (as applicable) such as: area, height, on/off site, in right-of-way, time period, whether illuminated, elevations, materials, legibility, spacing, setbacks, whether a multi-phased project, whether the proposed layout enhances vehicle reaction time or protects scenic views, etc.

For example:

	Area	Height	Time period for sign	Illuminated?	Elevation	Material
Sign #1	_____	_____	_____	_____	_____	_____
Sign #2	_____	_____	_____	_____	_____	_____
Sign #3	_____	_____	_____	_____	_____	_____

No safety hazards shall be created, no obstruction of views and must be located outside sight visibility triangles.

NOTE: Approval of this request does not approve the sign permit. Fee and sign permit approval are separate processes.