

**The following items must be included in the submittal of a Master Sign Plan:**

**Color graphics of the:**

- Building façade showing the location of the wall signs.
  - Wall signs
  - Type styles and logo of the graphic scheme or image of the project
  - Freestanding identification or multiple business sign
  - Map indicating location of all proposed freestanding signs
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**Supporting text:**

- Name, address, telephone, fax and email address for the designated review person must be included in the document.
- Description of the location of the wall signs; i.e. centered above the entrance, centered within the storefront on the sign band, etc.
- Description of the wall sign addressing: (includes the following)
  - ✓ Types of material
  - ✓ Colors
  - ✓ Type style
  - ✓ Logos (restricted to 20% of sign)
  - ✓ Minimum and maximum dimensions
  - ✓ Manner of attachment
  - ✓ Type of illumination
- Description of the type styles and logo chosen as the graphic theme or image for the project
- Description of the freestanding sign or multiple business sign addressing:
  - ✓ Locations
  - ✓ Types of materials
  - ✓ Colors
  - ✓ Type style
  - ✓ Logos
  - ✓ Dimensions
  - ✓ Manner of attachment
  - ✓ Type of illumination
  - ✓ Support walls with decorative caps
- Procedure to secure the required sign permit from the Town Planning Department
- Language addressing changes and updates to the master sign plan
- List of prohibited signs
- The following statement:

*“Any change in a sign by any tenant from the approved Master Sign Plan will cause a uniform change or will require the applicant to obtain a statement from the official review person which assesses the extent to which the variation from the plan is in keeping with the intent and goals of the plan, and the extent to which the change is acceptable to the owner.”*