Section I

Signs and Advertising

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# Section I
Signs and Advertising

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Section I  
Signs and Advertising

A. INTRODUCTION

The purpose of this manual is to supplement the regulations of the Signs and Advertising Chapter of the City's Unified Land Development Code (LDC). This manual contains detailed descriptions, examples, and illustrations to help applicants comply with the requirements of the City's LDC. The information presented in this manual will help ensure adequate means of communication through signage while maintaining the attractive visual appearance within the City.
B. TYPES OF SIGNS

This section includes the definitions of various types of signs that are mentioned in the LDC. Please note that not all of the following types of signs are allowed in the City.

1. PERMANENT SIGNS
   a. Freestanding Sign

A sign supported by a sign structure in the ground and that is wholly independent of any building, fence, vehicle, or object other than the sign structure for support.

Figure I - 1: Examples of Freestanding Signs

Figure I - 2: Examples of Multitenant Freestanding Signs
b. **Pole/Pylon Sign (Prohibited)**

Freestanding sign supported by a pole, column, or other fabricated support member without any type of secondary support. Pole/Pylon signs typically provide clear view between the sign and the ground. Pole/Pylon signs are prohibited in the City.

![Figure I - 3: Examples of Pole/Pylon Signs](image)

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**c. Wall Sign**

A sign attached to a wall of a building or structure so that the wall forms the supporting structure or becomes the background of the sign.

![Figure I - 4: Examples of Channel Letter Wall Signs](image)

![Figure I - 5: Examples of Cabinet Wall Signs](image)
d. **Projecting Sign**

Sign that is wholly or partly dependent upon a building for support and which projects horizontally more than 12” from such building.

Figure I - 6: Examples of Projecting Signs

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e. **Awning Sign**

Any sign consisting of information painted on, sewn on, imprinted on, or attached to the surface of an awning or canopy.

Figure I - 7: Examples of Awning Signs
f. **Marquee Sign (Prohibited)**

A sign attached to or hung from a marquee, which is a permanent projecting structure protruding from the entrance of a building wall to provide shelter and showcase advertising.

![Figure I - 8: Examples of Marquee Signs](image)

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g. **Under-Canopy Sign**

A sign suspended from the ceiling under a pedestrian arcade, and typically not visible from the public street.

Facing interior of courtyard.

![Figure I - 9: Examples of Under-Canopy Signs](image)
h. **Window Sign**

A sign posted, painted, placed or affixed in or on the interior or exterior of a window/glass door or placed within 3’ of a window/glass door pane or displayed to be visible from the exterior of the building.

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i. **Directory Sign**

A sign that provides a listing of the occupants of a multitenant center and their suite/building numbers. Directory signs are not intended to be visible from the public right-of-way but to give direction to customers already within the site.
j. Directional Sign

Any sign intended to provide direction to the public, including signs that direct traffic onto or within a site, identify restrooms, parking areas or spaces, freight entrances, or other facilities for the convenience of the public.

Figure I - 12: Examples of Directional Signs

k. Drive-Through Menu Board

Freestanding sign listing the menu items of the restaurant. The sign may also include a speaker and a microphone.

Figure I - 13: Example of Drive-Through Menu Board
I. Electronic Display/LED Sign (Prohibited)

Figure I - 14: Examples of Electronic Display /LED Signs

A sign for presentation of information for visual reception, acquired, stored or transmitted in various forms, where the input information is supplied as an electric signal and uses a light source, LED (light emitting diodes), bare electric bulbs, luminous tubes, fiber optic, or other combination of light source to create the message.

m. Roof Sign (Prohibited)

Figure I - 15: Examples of Roof Signs

A sign painted on or affixed to the roof of a building and primarily supported by that roof structure, except fascia signs.
n. **Animated Sign (Prohibited)**

Any sign of which all or any part thereof revolves or moves in any fashion whatsoever; and any sign which contains or uses for illumination any light, lights, or lighting device or devices which change color, flash, or alternate, show movement or motion, or change the appearance of said sign or any part thereof, automatically.

Figure I - 16: Examples of Animated Signs

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o. **Flagpole**

Freestanding ground mounted pole used to display national and corporate flags.

Figure I - 17: Examples of Flagpoles

- Not Allowed
- Allowed
p. Manually Changeable Copy Sign

The message on the sign is changed manually (without the use of an electric signal) using individual letters, numbers, phrases, or symbols. Examples include reader boards with manually changeable letters or changeable pictorial panels.

Figure I - 18: Examples of Manually Changeable Copy Signs

q. Off-Site Advertising Sign (Prohibited)

A sign identifying, advertising, or directing the public to a business, merchandise, service, institution, residential area, entertainment, or activity that is located, sold, rented, based, produced, manufactured, or taking place at a location other than on the site on which the sign is located.

Figure I - 19: Examples of Off-Site Advertising Signs
r. **Wayfinding Sign**

A directional sign placed in the public right-of-way to advertise the location of one or more business or facilities in the immediate area.

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2. **TEMPORARY SIGNS**

a. **Snipe Sign (Prohibited)**

A sign attached in any way to trees, utility poles, motor vehicles, trailers, waterborne craft, or other objects unless otherwise specifically allowed in the *LDC*. Signs may be attached to motor vehicles as set forth in subsection 12.03.02 of the *LDC*.
b. **Portable Sign (Prohibited, unless otherwise specifically allowed in the LDC)**

A sign that has no permanent attachment to a building or to the ground by means of a footing. Such signs include, but are not limited to, an A-frame or sandwich board sign, sign with wheels designed to be pulled or towed on a trailer or similar device, pull attachments, hot air or gas filled balloons, and/or umbrellas used for advertising.

![Figure I - 22: Examples of Portable Signs](image)

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c. **Banners (Temporary)**

A sign either enclosed or not enclosed in ridged frame and secured or mounted to allow movement caused by atmosphere. Flags are not banners. *(Applicable to city-sponsored / co-sponsored events, grand openings, and seasonal promotions)*

![Figure I - 23: Examples of Banners](image)
d. A-Frame Sign

A type of sign composed of two (2) boards set up in a triangle shape hinged along the top.

Figure I - 24: Examples of A-Frame Signs

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e. Balloon Sign (Prohibited)

Sign supported by wind or air and attached to the ground, a building, structure, or other sign.

Figure I - 25: Examples of Balloon Signs
f. Construction Site Sign (Temporary)

A temporary sign announcing and identifying the construction project scheduled or underway on the site where the sign is located.

Figure I – 26: Example of Construction Sign

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g. Garage Sale Sign (Temporary)

A temporary sign announcing the garage sale on the site.

Figure I – 27: Examples of Garage Sale Signs
h. Political Sign (Temporary)

Any sign used solely to present information suggesting a candidate’s suitability for elected public office or presenting an issue to be voted upon in the upcoming legally recognized election at the Federal, State, County, or city level or for Special Districts.

Figure I – 28: Examples of Political Signs

i. Real Estate Sign (Temporary)

A sign used for the purpose of offering for sale, lease, or for rent the property upon which the sign is placed.

Figure I – 29: Examples of Real Estate Signs

Residential
Nonresidential
j. Model Home and Sales Office Sign (Temporary)

A sign used for the purpose of advertising an open house or model home.

Figure I – 30: Example of Model Home Sign

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C. MULTITENANT DEVELOPMENT SIGN PLAN

1. SIGN PLAN REQUIREMENTS

Chapter 12 of the LDC requires, at the time of site plan application submittal, a sign plan for multitenant developments depicting all freestanding and wall signs as well as directory and directional signs throughout the development. The plan is to identify sign style and locations consistent with the architectural theme and architectural integrity of the proposed building(s).

- Design (see Section B of this manual for Types of Signs)
  - Materials
  - Placement
  - Style
  - Size
  - Colors (optional)

Figure I - 31: Sign Theme Examples

- Wall signs – See LDC subsection 12.05.02.B.2.d.(2)(a).
- Freestanding signs – See LDC subsection 12.05.02.B.2.d.(2)(b).
D. Calculating Sign Area

- In computing sign area, standard geometry formulas for common shapes shall be used. Common shapes include squares, rectangles, trapezoids, circles, and triangles. In the case of irregular shapes, the total sign area will be the area of the smallest common shape that encompasses the various components of the sign.

- All words and components of a sign, including the support base of freestanding signs, shall be deemed to be part of a single sign. Individual words or components may be considered separate signs only if they are obviously disassociated from other components. When signs are enclosed in a border (not to include the cabinet) or highlighted by background graphics, the perimeter of such border (not to include the cabinet) or background will be used to compute sign area. Double face signs that meet the definition contained in this chapter shall be considered one (1) sign.

1. Wall Sign Area Calculations

Figure I - 32: Wall Sign Area Calculations

- Cabinet Sign
- Channel Letter Sign
- Projecting Sign
2. **Freestanding Sign Area Calculations**

Figure I - 33: Freestanding Sign Area Calculations

![Diagram of freestanding sign area calculations]

A freestanding sign is to have a minimum width of 40% of the sign’s greatest horizontal dimension and a minimum height of 40% of the sign’s greatest vertical dimension.

The aggregate sign area of freestanding signs shall not be more than double of the proposed sign area, exclusive of the sign area, only to include architectural features.

Figure I - 34: Aggregate Sign Area

![Diagram of aggregate sign area]

Sign Area = $W \times H$

Aggregate Sign Area (exclusive of sign area) = $A \times B - (W \times H)$

Maximum aggregate sign area shall not be more than double of the proposed sign area, exclusive of the sign area. Maximum Aggregate Sign Area = $(W \times H) \times 2$
3. **SINGLE-SIDED VS. DOUBLE SIDED SIGNS**
   
a. **Single-Sided Signs**

   - Sign with copy only on one side.

   **Figure I - 35: Examples of Single-Sided Signs**
b. Double-Sided Sign

Freestanding sign with two (2) faces that are no more than three (3) feet apart at their closest point, or placed at an angle of 30° or less. Both faces of a double-sided sign have sign copy. Double-sided signs are considered one (1) sign.

Figure I - 36: Single vs. Double-Sided Signs

Single-sided sign because the angle exceeds 30°
E. **Calculating Allowable Sign Area**

1. **Single Use Developments**

   *Chapter 12* of the *LDC* includes the maximum permitted sign areas for wall and freestanding signs in residential and non-residential areas.

### Freestanding Sign Area Calculation

The allowable size of freestanding signs is determined based on lot frontage.

- **Lot Frontage:** 200 ft.
- **Max Permitted Sign Area:**
  - 32 sq. ft. for the first 100 ft.
  - + 1 sq. ft. for each additional 4 ft.
- **TOTAL (max of 96 sq. ft. for each sign):** 57 sq. ft.

Max Aggregate Area Allowed = (57 x 2) = 114 sq. ft.

(Aggregate sign area used (19’x6’) – (11.4’x5’) = 51’

### Wall Sign Area Calculations

The allowable size of wall sign is calculated based on the building frontage, which is the width of the building façade.

**Alternative 1.** Sign placed on Façade A above the entrance:
- Façade Width (A): 70 ft.
- Maximum Sign Area (LDC Table 12-1): 75 sq. ft.
- Maximum Permitted Sign Length (<75% of A): 52.5 ft.

**Alternative 2.** Sign paced on Façade B:
- Façade Width (B): 30 ft.
- Maximum Sign Area (LDC Table 12-1): 50 sq. ft.
- Maximum Permitted Sign Length (<75% of B): 22.5 ft.
2. MULTITENANT DEVELOPMENTS

### Wall Sign Area Calculation*

<table>
<thead>
<tr>
<th>Tenant Frontage (ft.)</th>
<th>Allowable Wall Sign Area (sq. ft.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tenant 1 25</td>
<td>32</td>
</tr>
<tr>
<td>Tenant 1 (2nd frontage) 35</td>
<td>50</td>
</tr>
<tr>
<td>Tenant 2 50</td>
<td>50</td>
</tr>
<tr>
<td>Tenant 3 20</td>
<td>32</td>
</tr>
<tr>
<td>Tenant 4 25</td>
<td>32</td>
</tr>
<tr>
<td>Tenant 5 30</td>
<td>50</td>
</tr>
<tr>
<td>Tenant 6 25</td>
<td>32</td>
</tr>
<tr>
<td>Outparcel 70</td>
<td>75</td>
</tr>
</tbody>
</table>

* Based on the permitted maximum wall sign area in a nonresidential district per Chapter 12 of the LDC.

If a business has a customer entrance on a separate building elevation not facing a street, an additional wall sign meeting the maximum sign area requirements may be permitted for that elevation.

The main development/center sign shall identify the center. Center name may be placed in the aggregate sign area of the sign and not counted toward the sign area.

#### Freestanding Sign Area Calculation for Main Center

Lot Frontage: 500 ft.
Max Sign Area: 32 sq. ft. for the first 100 ft. + 1 sq. ft. for each additional 4 ft. = 132 sq. ft. (96 sq. ft. max.)

#### Outparcel sign area calculation (if not included on main center sign)

Lot Frontage: 150 ft.
Maximum Sign Area: 32 sq. ft. for 1st 100 ft. + 1 sq. ft. for each additional 4 ft. = 44.56 sq. ft.

**Alternative 1:** One single sign of 96 sq. ft. advertising the center and the outparcel.

**Alternative 2:** Two Signs
- Main Center Sign Proposed: 96 sq. ft.
- Outparcel Sign Proposed: 44.5 sq. ft.

Signage plan can use all maximum sign area for both the main center and the street front outparcel and divide or distribute the total between the signs equally or otherwise.


96 + 46 + 32 = 174
174 ÷ 3 = 58 sq. ft. for each freestanding sign
3. LARGE-SCALE RETAILERS

Freestanding Sign Area Calculation
Refer to Single Use Development section for freestanding sign area calculations.

Wall Sign Area Calculations
The allowable size of the main wall signs is calculated based on the building frontage, which is the width of the building façade fronting the right-of-way.

Building Frontage (A)......................... 100 ft.
Maximum Permitted Sign Area
for Major Wall Sign ................................. 75 sq. ft. (Table 12-1 of the LDC)

Maximum Minor Wall Signs Allowed .......... 3 signs
Maximum Minor Wall Sign Area Allowed..... 32 sq. ft. each
4. **Gas Station Canopy Signs**

- Permitted wall sign area for the principal structure or building may be transferred to the canopy.
- No additional sign area permitted for canopies over fuel operations.
- The canopy signage, if used, shall be situated on those sides of the canopy facing a right-of-way. This does not apply to required signage pertaining to safety or hazardous situations.

![Figure I - 39: Example of Gas Station Canopy Signage](image_url)
5. **Window Signs**

Window signage, including temporary signs, shall not exceed thirty-five (35) percent of the total glass surface area of any one (1) building elevation.

**Figure I - 40: Window Sign Area Calculations**

Window Sign Area Calculation

- Total Window Area (4’x4’) + (2x 4’) = 24 sq. ft.
- Maximum Window Sign Area Allowed = 24 x 0.35 (35% of total glass area) = 8.4 sq. ft.
6. Temporary Signs

<table>
<thead>
<tr>
<th>Type of Sign</th>
<th>Number of Sign</th>
<th>Sign Area (Maximum)</th>
<th>Height</th>
<th>Set Back (Minimum)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction Site</td>
<td>One (1) per site</td>
<td>Parcel Size Area</td>
<td>7 ft.</td>
<td>Five (5) feet from any property line</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Less than 1 acre</td>
<td></td>
<td>Or Twenty-five (25) feet from side property lines</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12 sq. ft.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.1 acres to 10 acres</td>
<td>32 sq. ft.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>More than 10 acres</td>
<td>48 sq. ft.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Garage Sale</td>
<td>One (1) per frontage</td>
<td>4 sq. ft.</td>
<td>NA</td>
<td>Sign shall not be located within the rights-of-way</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Political</td>
<td>NA</td>
<td>Residential Area = 6 sq. ft.</td>
<td></td>
<td>Residential = 5 ft.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Non-Residential Area = 16 sq. ft.</td>
<td></td>
<td>Non-Residential = 10 ft.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Two (2) feet from public rights-of-way and</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>fifteen (15) feet from side property line</td>
</tr>
<tr>
<td>Real Estate</td>
<td>One (1) sign per frontage. Two (2) when site frontage more than five hundred (500) ft.</td>
<td>Zoning District Area</td>
<td></td>
<td>Residential = 5 ft.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Residential Areas for Buildings With 3 or More Units = 16 sq. ft.</td>
<td></td>
<td>Two (2) feet from public rights-of-way and</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Non-Residential Areas = 24 sq. ft.</td>
<td></td>
<td>fifteen (15) feet from side property line</td>
</tr>
<tr>
<td>Model Home and Sales Office</td>
<td>One (1) per model home</td>
<td>24 sq. ft.</td>
<td>4 ft.</td>
<td>Two (2) feet from the right-of-way</td>
</tr>
<tr>
<td>Banners/Miscellaneous Temporary</td>
<td>Single Use = one (1) per business frontage. Multi Use = maximum three (3) per multi tenant center at one time.</td>
<td>32 sq. ft.</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>
| A-Frame                       | One (1)                                             | Sidewalk less than 6 ft. = 2 x 3                        | NA     | Within 10 ft. of the business frontage it serves, but in no event shall the sign be located beyond the width of the business frontage. No sign is allowed to block a business entrance and/or pedestrian or vehicular traffic.
F. **MEASURING SIGN HEIGHT AND CLEARANCE**

1. **SIGN HEIGHT**

   Freestanding sign height shall be measured from the ground elevation at the base of the sign to the highest point of the sign structure. Decorative column caps may extend up to 12" above the maximum height permitted.

   ![Figure I - 41: Measuring Freestanding Sign Height](image)

   A freestanding sign is to have a minimum width of 40% of the sign’s greatest horizontal dimension and a minimum height of 40% of the sign’s greatest vertical dimension.

2. **SIGN CLEARANCE**

   A project sign shall be erected only on a wall of a building, and shall not project out more than 4 feet. Projecting signs that extend over a sidewalk or walkway shall provide a clearance of 8 feet between the finished grade and the bottom of the sign.

   ![Figure I - 42: Clearance Requirement for Projecting and Under-Canopy Signs](image)

   Projecting signs over a parking space, travel lane, or a driveway shall have a minimum clearance from finished grade of 14 feet to the bottom of the sign.
Freestanding signs shall be aesthetically compatible with the principal structure.

**Figure I - 43: Sign Design Examples**

**Directional Signs**

Directional signs to assist on-site vehicular traffic flow shall be low-profile signs not to exceed three (3) feet in height above grade and four (4) square feet of surface area, with the legend to be affixed thereon to include arrows and the words ‘enter’ or ‘exit’, as appropriate.

All directional signs shall be of consistent size, font, and color.

**Figure I - 44: Direction Sign Example**
H. SIGN LOCATION CRITERIA

1. FREESTANDING SIGNS

- Freestanding signs shall only be allowed on sites with a frontage of fifty (50) feet or more.
- All freestanding signs shall be located wholly within the premises and shall maintain a minimum setback of ten (10) feet from all property lines. However, no sign shall be allowed within an easement not designated to include signs or within a sight triangle.
- No freestanding sign shall be located closer than fifteen (15) feet from any other freestanding sign, on or off the premises.
- On corner lots, the freestanding signs on each frontage shall be at least one hundred (100) feet apart, measured along the rights-of-way. This requirement does not apply to temporary signs.
- Signs in nonresidential districts shall not be located closer than fifty (50) feet from a residential zoning district except signs advertising uses allowed outright or by special exception in that residential district and conforming to the section of this chapter relating to that use.

Figure I - 45: Freestanding Sign Location Criteria
2. **WALL SIGNS**

Wall signs shall not exceed seventy-five (75) percent of the width of the wall where they are placed, except if business is occupying more than one (1) unit and no other wall signs will be placed on the adjoining unit(s) or if there are architectural elements separating façades where signs would be located.

**Figure I - 46: Wall Sign Location Criteria**

Wall signs shall not cover windows, unless specifically allowed as a window sign, and shall preserve the architectural integrity of the building.

**Figure I - 47: Wall Sign Location Criteria**

Allowed: $B \leq 75\%$ of $A$
For a business in three (3) units, the wall sign may exceed seventy-five (75) percent of the allowed sign length on façade where sign is located.

Figure I - 48: Wall Sign Location Criteria

Wall sign may exceed seventy-five (75) percent sign length when there is vacant façade with no entrance between massed façade.

Figure I - 49: Wall Sign Location Criteria
No wall sign shall extend above the roofline except where an exterior parapet wall projects above the roofline, in which case, such sign may not extend above the top edge of the parapet.

Figure I - 50: Wall Sign Location Criteria

- **Not Allowed**
- **Allowed**

Sign Allowed above roof line if exterior parapet projects above roof line
3. **PROJECTING SIGNS**

Projecting signs shall be erected only on a wall of a building and shall not project out more than four (4) feet. Projecting signs over a parking space, travel lane, or a driveway shall have a minimum clearance from finished grade of fourteen (14) feet to the bottom of the sign.

![Figure I - 51: Projecting Sign Location Criteria.](image)

4. **DIRECTORY SIGNS**

Directory signs may be attached to a wall or freestanding, but shall not be located within fifty (50) feet of any public right-of-way line. Sign area for each sign cannot exceed a maximum of twenty-four (24) square feet and no more than two (2) signs per building.

![Figure I - 52: Directory Sign Location Criteria](image)
5. **AWNING SIGNS**

Awning lettering shall be placed on the awning valance and not on the vertical arc or diagonal portion of the awning. The width of the sign shall not exceed seventy-five (75) percent of the width of the awning.

**Figure I - 53: Awning Sign Location Criteria**

- Not Allowed on Curved or Diagonal Portion
- Allowed: \( A \leq 75\% \) of B
- Copy not allowed on diagonal
- Not allowed (exceeds 75%)