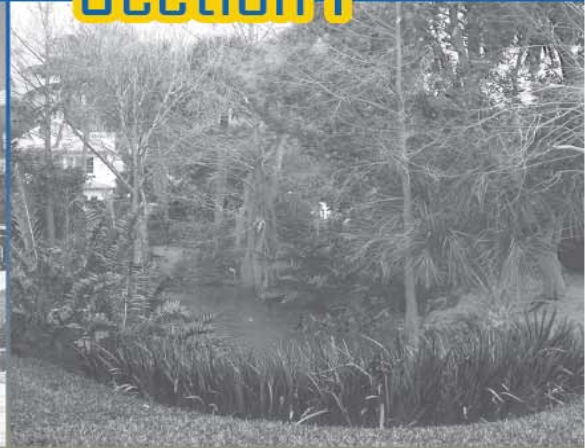




## Section I



## Signs and Advertising

**Effective Date: August 19, 2008**

October 1, 2009 (Revised January, 2010)





## 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

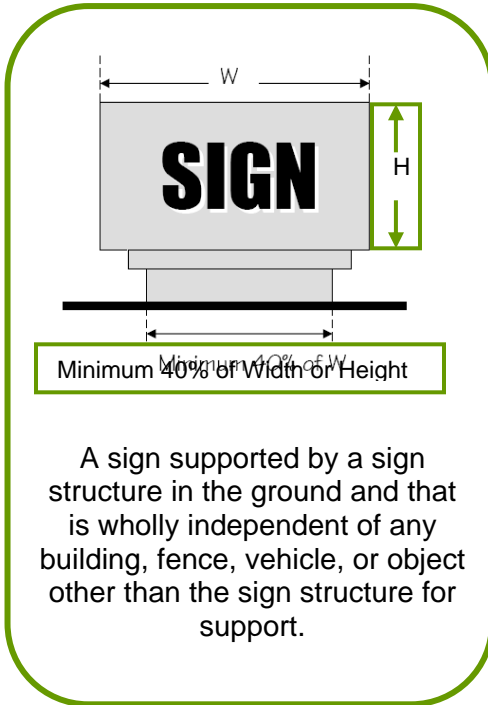


Figure I - 1: Examples of Freestanding Signs



Figure I - 2: Examples of Multitenant Freestanding Signs





## b. Pole/Pylon Sign (Prohibited)

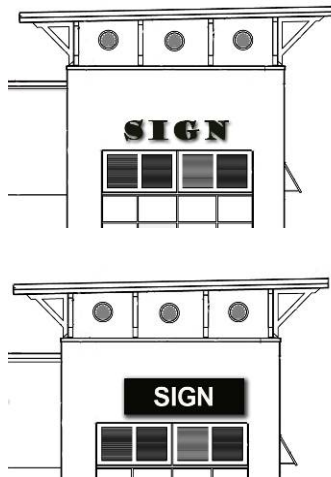


Freestanding sign supported by a pole, column, or other fabricated support member without any type of secondary support. Pole/Pylon signs typically provide clear view between the sign and the ground. Pole/Pylon signs are prohibited in the City.

Figure I - 3: Examples of Pole/Pylon Signs



## 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.

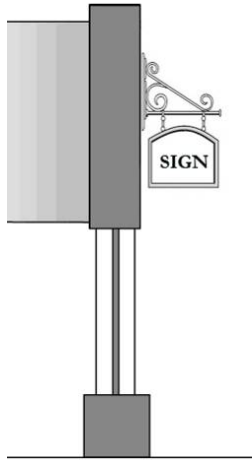
Figure I - 4: Examples of Channel Letter Wall Signs



Figure I - 5: Examples of Cabinet Wall Signs



## d. Projecting Sign

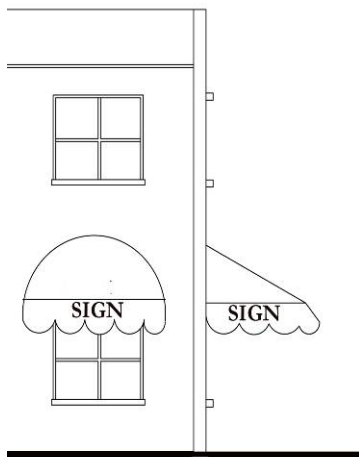


Sign that is wholly or partly dependent upon a building for support and which projects horizontally more than 12" from such building.

Figure I - 6: Examples of Projecting Signs



## e. Awning Sign

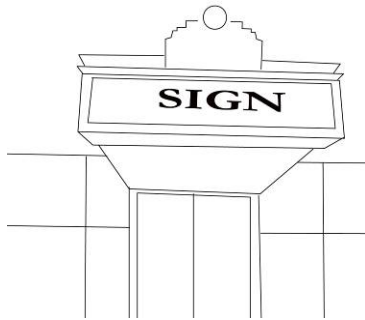


Any sign consisting of information painted on, sewn on, imprinted on, or attached to the surface of an awning or canopy.

Figure I - 7: Examples of Awning Signs



## f. Marquee Sign (Prohibited)

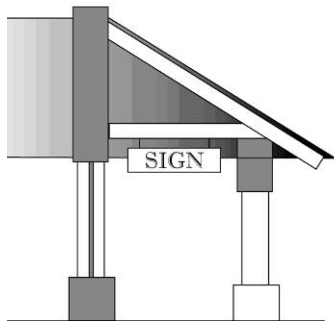


A sign attached to or hung from a marquee, which is a permanent projecting structure protruding from the entrance of a building wall to provide shelter and showcase advertising.

Figure I - 8: Examples of Marquee Signs

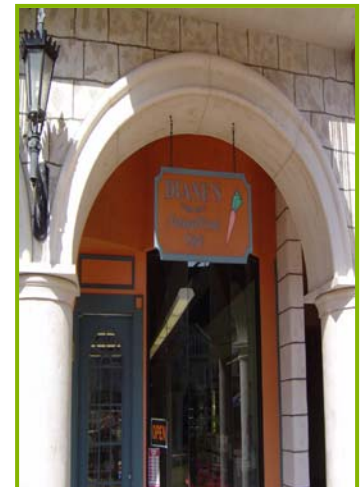


## g. Under-Canopy Sign



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

Figure I - 9: Examples of Under-Canopy Signs



*Facing interior of courtyard.*



## h. Window Sign

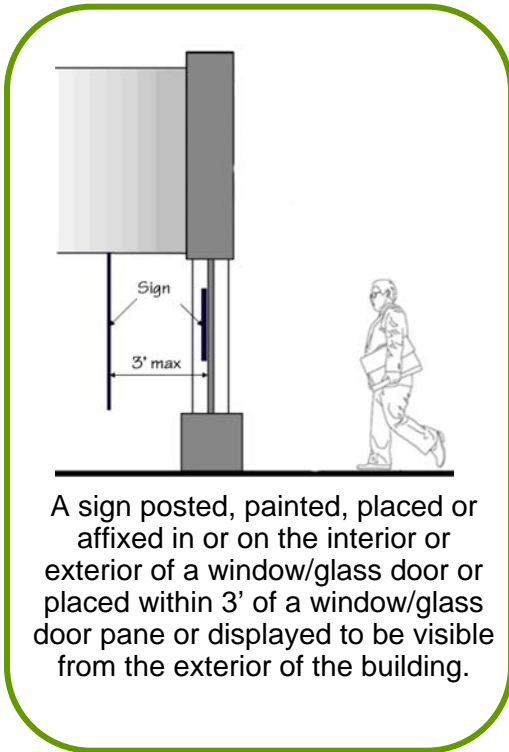
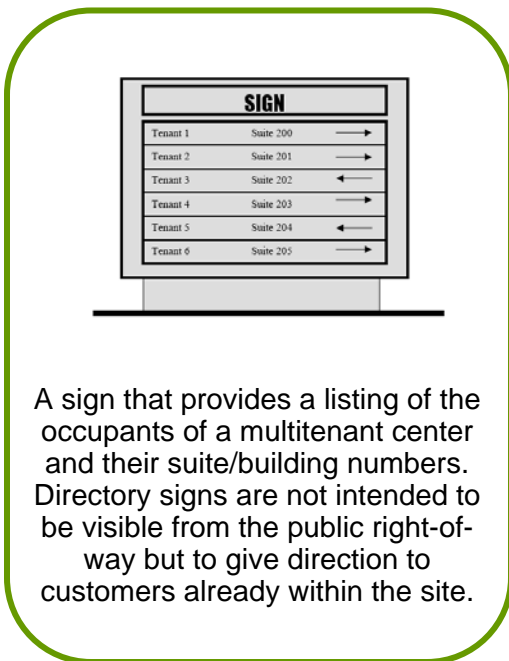


Figure I - 10: Examples of Window Signs



Figure I - 11: Examples of Directory Signs

## i. Directory Sign



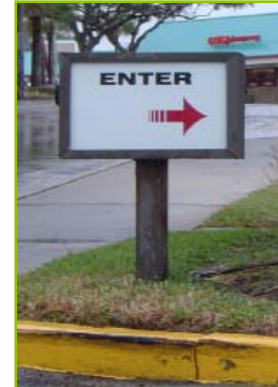


## j. Directional Sign

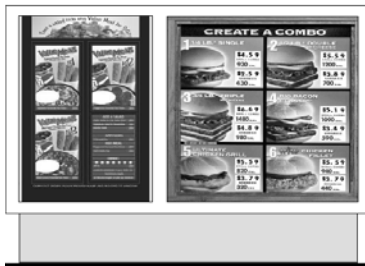


Any sign intended to provide direction to the public, including signs that direct traffic onto or within a site, identify restrooms, parking areas or spaces, freight entrances, or other facilities for the convenience of the public.

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)

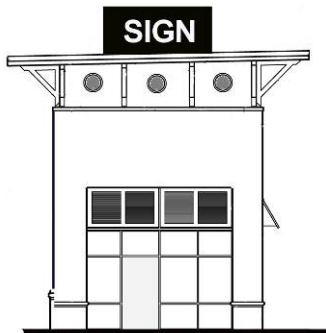


A sign for presentation of information for visual reception, acquired, stored or transmitted in various forms, where the input information is supplied as an electric signal and uses a light source, LED (light emitting diodes), bare electric bulbs, luminous tubes, fiber optic, or other combination of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

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



## m. Roof Sign (Prohibited)



A sign painted on or affixed to the roof of a building and primarily supported by that roof structure, except fascia signs.

Figure I - 15: Examples of Roof Signs



## n. Animated Sign (Prohibited)

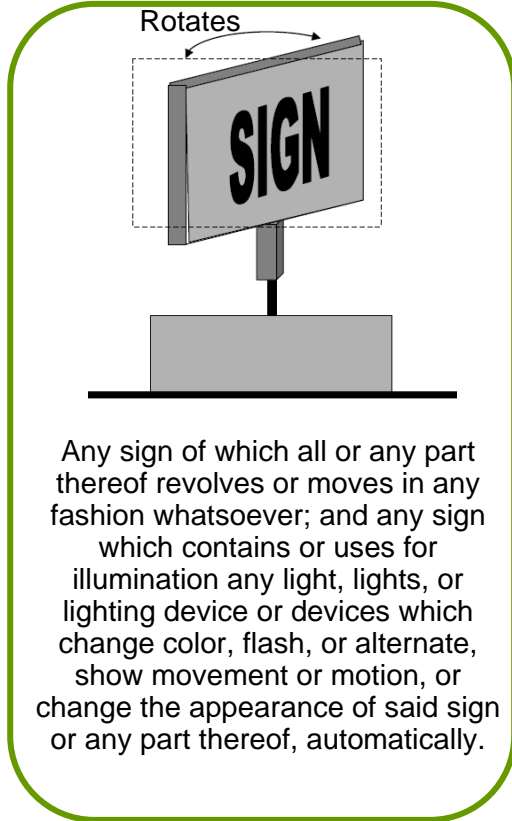


Figure I - 16: Examples of Animated Signs



## o. Flagpole



Figure I - 17: Examples of Flagpoles



Not Allowed



Allowed



## p. Manually Changeable Copy Sign

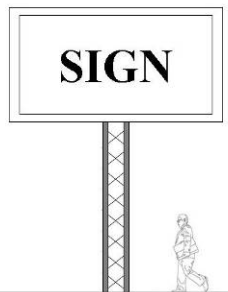


The message on the sign is changed manually (without the use of an electric signal) using individual letters, numbers, phrases, or symbols. Examples include reader boards with manually changeable letters or changeable pictorial panels.

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

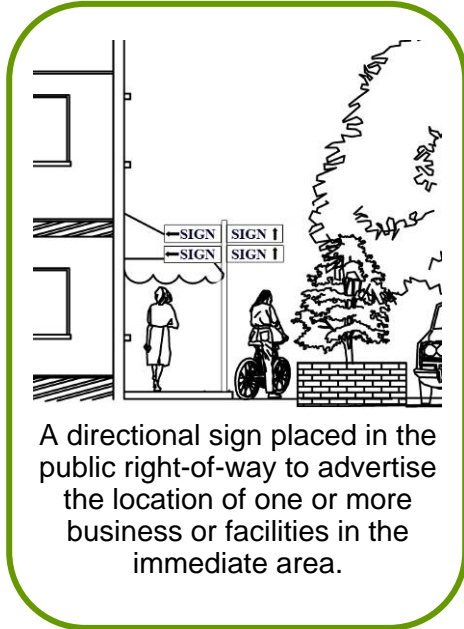


Figure I - 20: Examples of Wayfinding Signs



## 2. TEMPORARY SIGNS

### a. Snipe Sign (Prohibited)

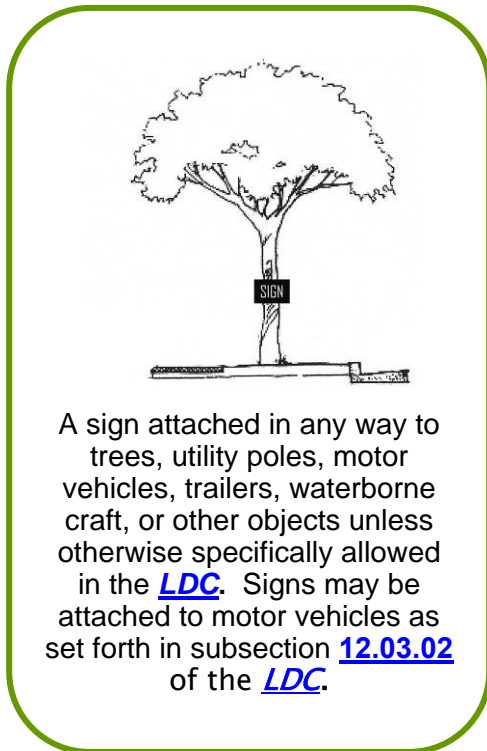
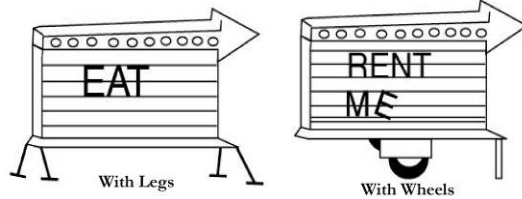


Figure I - 21: Examples of Snipe Signs





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



c. **Banners (Temporary)**



A sign either enclosed or not enclosed in rigid 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





## d. A-Frame Sign

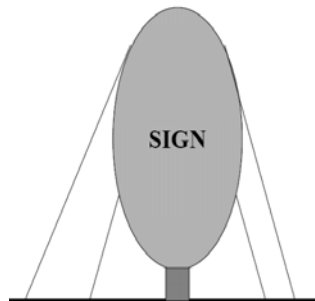


A type of sign composed of two (2) boards set up in a triangle shape hinged along the top.

Figure I - 24: Examples of A-Frame Signs



## e. Balloon Sign (Prohibited)

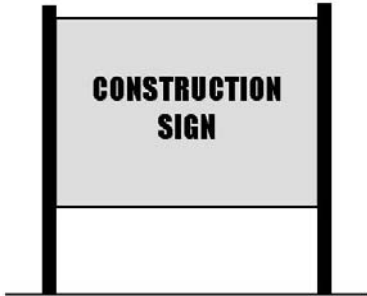


Sign supported by wind or air and attached to the ground, a building, structure, or other sign.

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



## 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)

### POLITICAL SIGN

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)

### REAL ESTATE SIGN

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

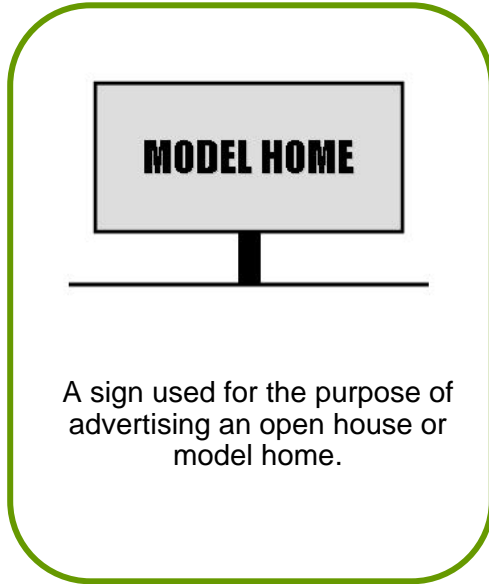


Nonresidential



j. **Model Home and Sales Office Sign (Temporary)**

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
  - Style
  - Placement
  - Size
  - Colors (optional)

**Figure I - 31: Sign Theme Examples**



☒ Not Allowed



☒ Allowed

### 2. CODE REFERENCES

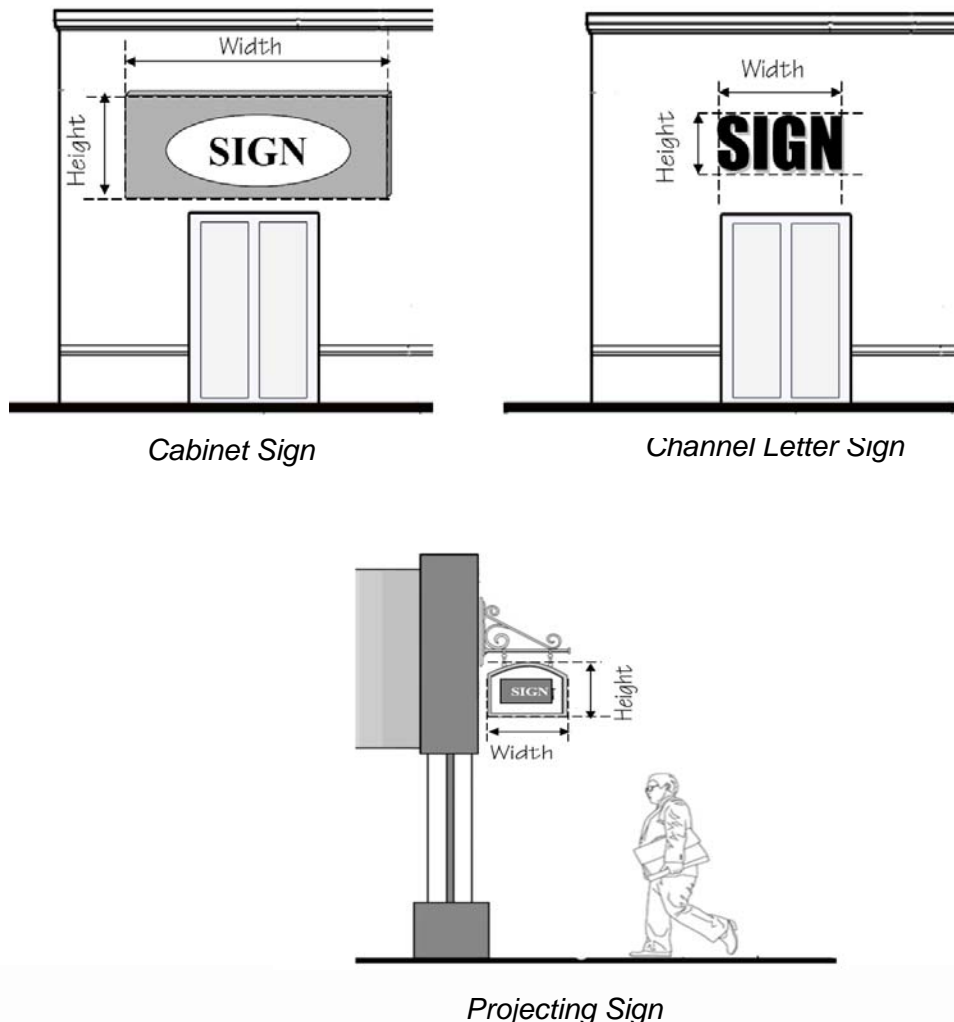
- Wall signs – See [LDC subsection 12.05.02.B.2.d.\(2\)\(a\)](#).
- Freestanding signs – See [LDC subsection 12.05.02.B.2.d.\(2\)\(b\)](#).

## 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

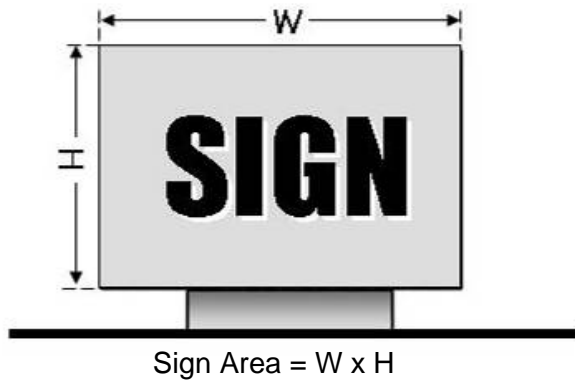
Figure I - 32: Wall Sign Area Calculations



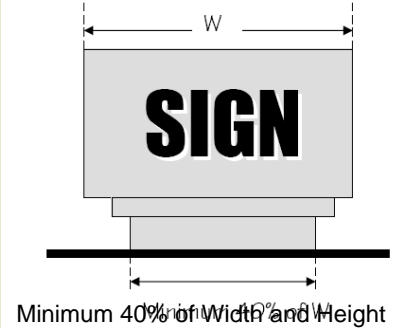


## 2. FREESTANDING SIGN AREA CALCULATIONS

Figure I - 33: Freestanding Sign Area Calculations

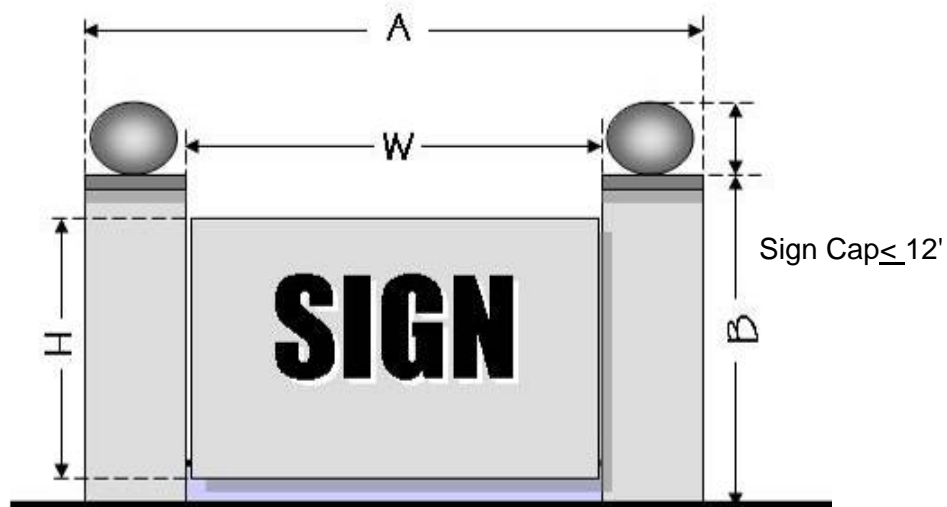


A freestanding sign is to have a minimum width of 40% of the sign's greatest horizontal dimension and a minimum height of 40% of the sign's greatest vertical dimension.



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



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

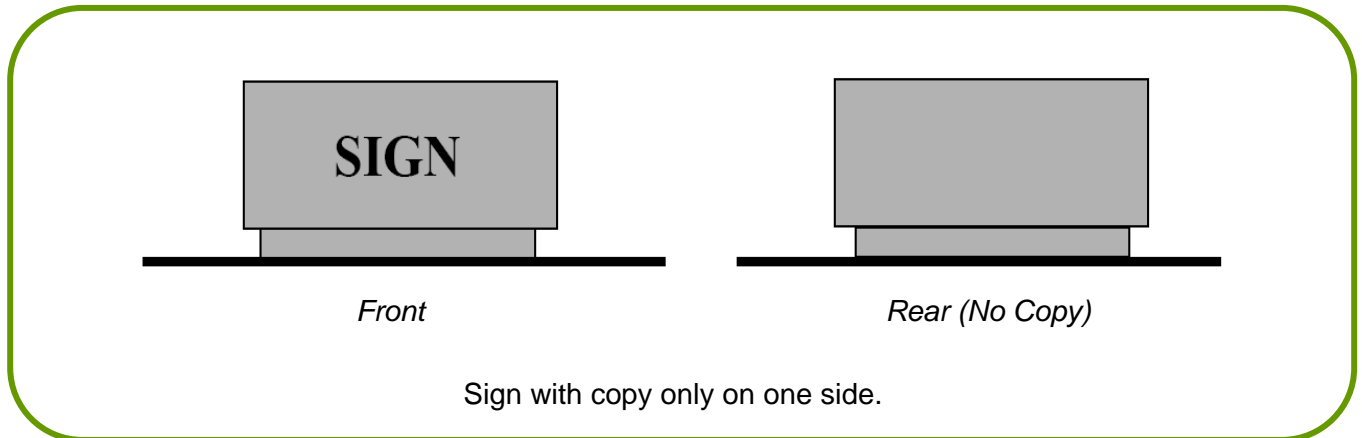
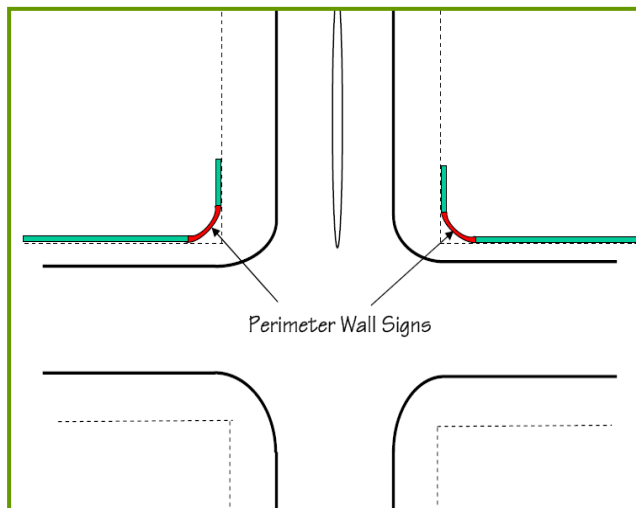
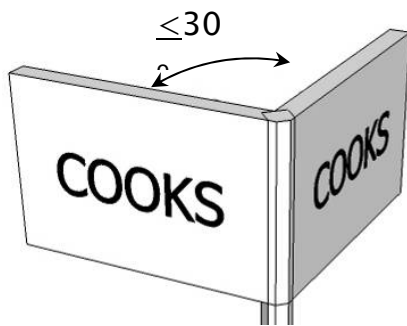


Figure I - 35: Examples of Single-Sided Signs





## 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.

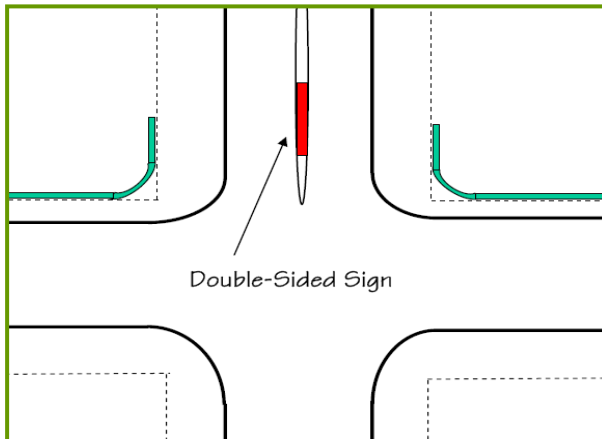
Double-sided signs are considered one (1) sign.

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



Single-sided sign because the angle exceeds 30°

Figure I - 37: Examples of Double-Sided Entrance Signs

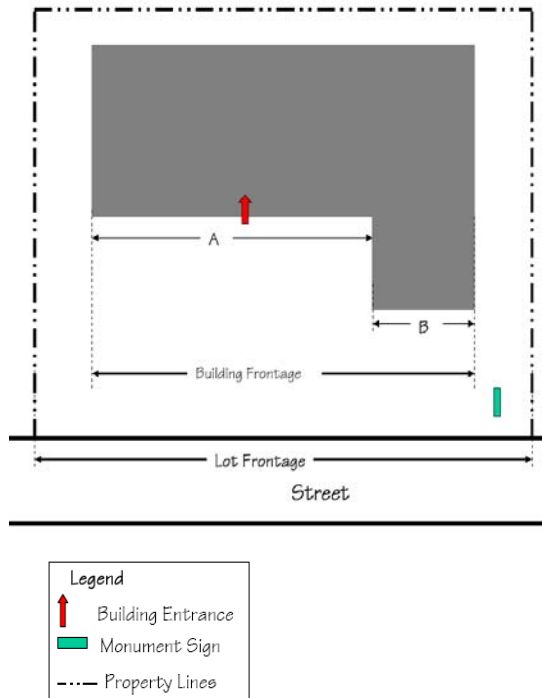




## E. CALCULATING ALLOWABLE SIGN AREA

### 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.



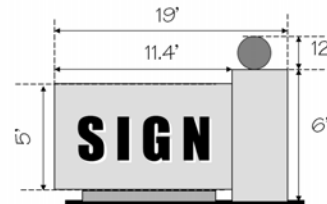
#### Freestanding Sign Area Calculation

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. .... 32 sq. ft.  
 + 1 sq. ft. for each additional 4 ft. .... 25 sq. 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

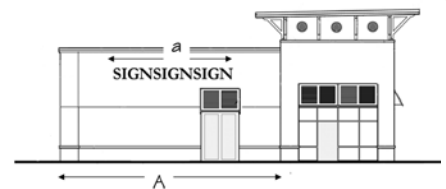
The allowable size of wall sign is calculated based on the building frontage, which is the width of the building façade.

**Alternative 1.** Sign placed on Façade A above the entrance:

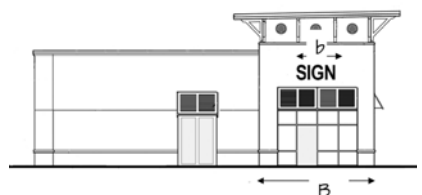
Façade Width (A) ..... 70 ft.  
 Maximum Sign Area (LDC Table 12-1) ..... 75 sq. ft.  
 Maximum Permitted Sign Length ( $\leq 75\%$  of A) ..... 52.5 ft.

**Alternative 2.** Sign placed on Façade B:

Façade Width (B) ..... 30 ft.  
 Maximum Sign Area (LDC Table 12-1) ..... 50 sq. ft.  
 Maximum Permitted Sign Length ( $\leq 75\%$  of B) ..... 22.5 ft.

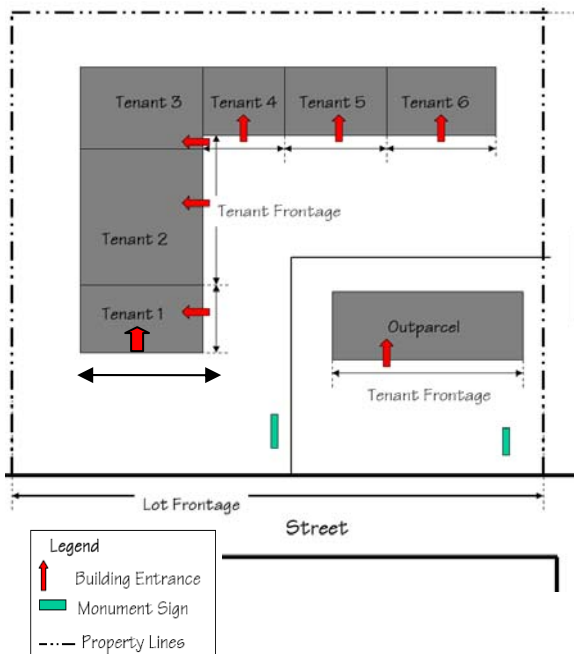


Alternative 1  $a \leq 75\%$  of A



Alternative 2  $b \leq 75\%$  of B

## 2. MULTITENANT DEVELOPMENTS



### Wall Sign Area Calculation\*

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

\* 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.

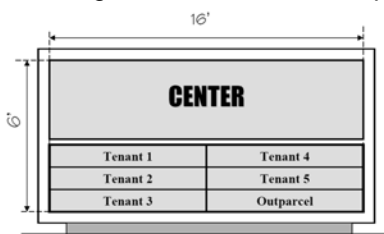
### Freestanding Sign Area Calculation for Main Center

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

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

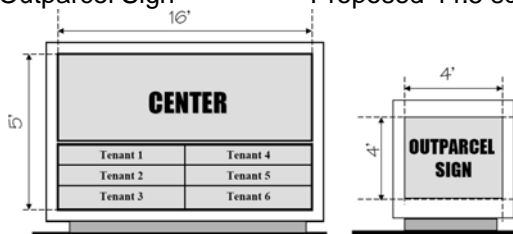
Lot Frontage .....	150 ft.
Maximum Sign Area (32 sq. ft. for 1 <sup>st</sup> 100 ft.) .....	32 sq. ft.
+ 1 sq. ft. for each additional 4 ft. ....	12.5 sq. ft.
<b>TOTAL</b> .....	<b>44.56 sq. ft.</b>

**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.

**Main Center: 96 sq. ft. max.**      **Outparcel 1: 46 sq. ft. max.**      **Outparcel 2: 32 sq. max.**  
 $96 + 46 + 32 = 174$        $174 \div 3 = 58 \text{ sq. ft. for each freestanding sign}$

## 3. LARGE-SCALE RETAILERS

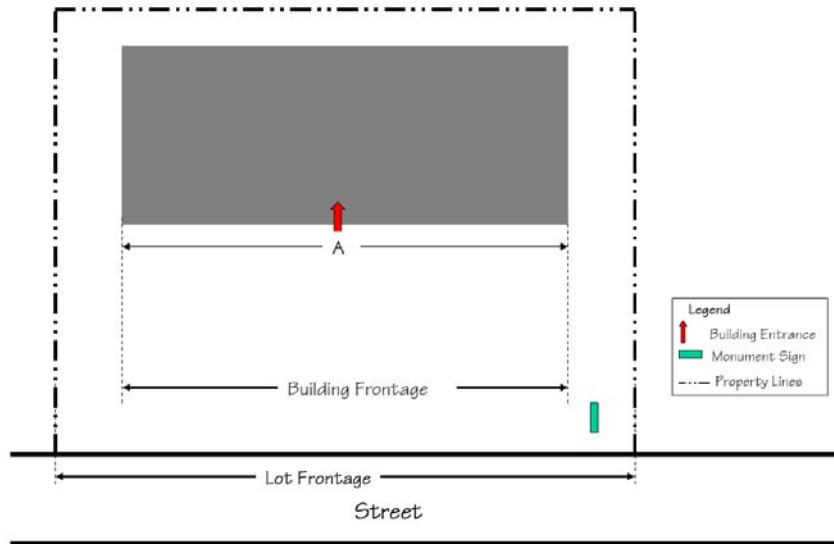


Figure I - 38: Example of Large-Scale Retailer with Wall Signage



### Freestanding Sign Area Calculation

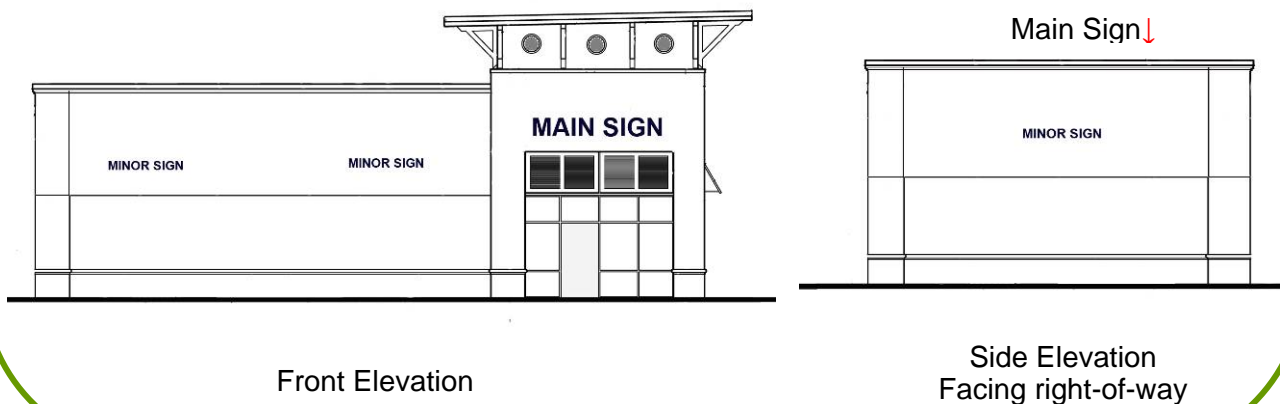
Refer to **Single Use Development** section for freestanding sign area calculations.

### 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

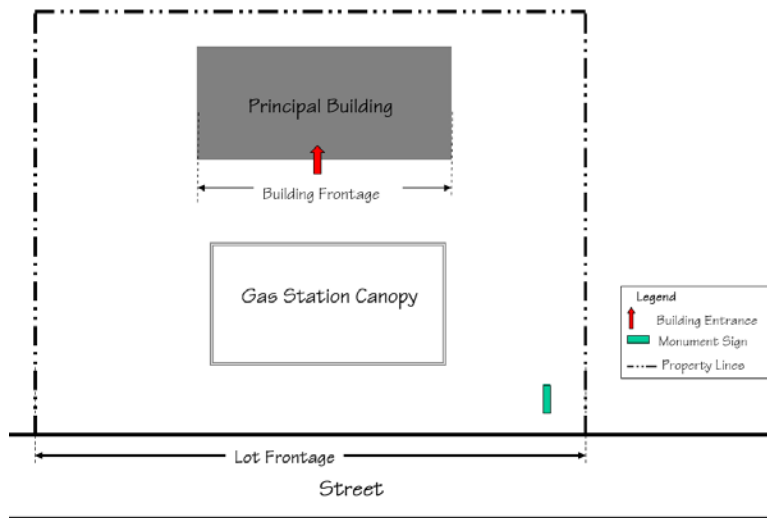


Figure I - 39: Example of Gas Station Canopy Signage

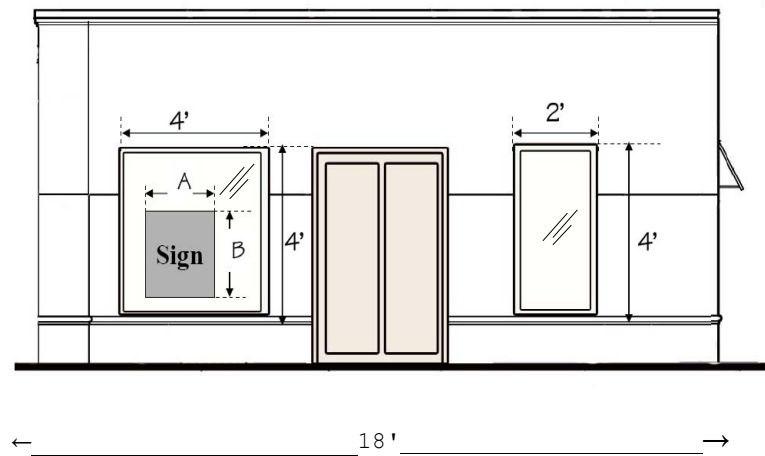


- Permitted wall sign area for the principal structure or building may be transferred to the canopy.
- No additional sign area permitted for canopies over fuel operations.
- The canopy signage, if used, shall be situated on those sides of the canopy facing a right-of-way. This does not apply to required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

## 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

Type of Sign	Number of Sign	Sign Area (Maximum)		Height	Set Back (Minimum)
Construction Site	One (1) per site	<b>Parcel Size</b> Less than 1 acre 1.1 acres to 10 acres More than 10 acres	<b>Area</b> 12 sq. ft. 32 sq. ft. 48 sq. ft.	7 ft.	Five (5) feet from any property line <b>Or</b> Twenty-five (25) feet from side property lines
Garage Sale	One (1) per frontage	4 sq. ft.		NA	Sign shall not be located within the rights-of-way.
Political	NA	Residential Area = 6 sq. ft. Non-Residential Area = 16 sq. ft.		Residential = 5 ft. Non-Residential = 10 ft.	Two (2) feet from public rights-of-way and fifteen (15) feet from side property line
Real Estate	One (1) sign per frontage. Two (2) when site frontage more than five hundred (500) ft.	<b>Zoning District</b> Single-Family Duplex Residential Residential Areas for Buildings With 3 or More Units Non-Residential Areas	<b>Area</b> 6 sq. ft. 16 sq. ft. 24 sq. ft.	Residential = 5 ft. Non-Residential = 7 ft.	Two (2) feet from public rights-of-way and fifteen (15) feet from side property lines.
Model Home and Sales Office	One (1) per model home	24 sq. ft.		4 ft.	Two (2) feet from the right-of-way
Banners/Miscellaneous Temporary	Single Use = one (1) per business frontage. Multi Use = maximum three (3) per multi tenant center at one time.	32 sq. ft.		NA	NA
A-Frame	One (1)	Sidewalk less than 6 ft. Sidewalk greater than 6 ft.	2 x 3 3 x 4	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.

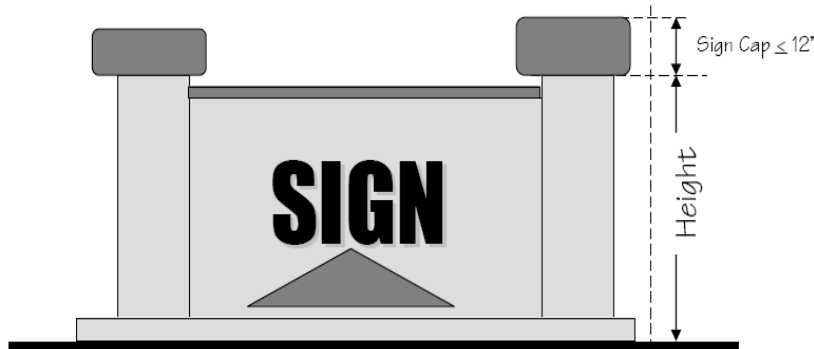


## F. MEASURING SIGN HEIGHT AND CLEARANCE

### 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

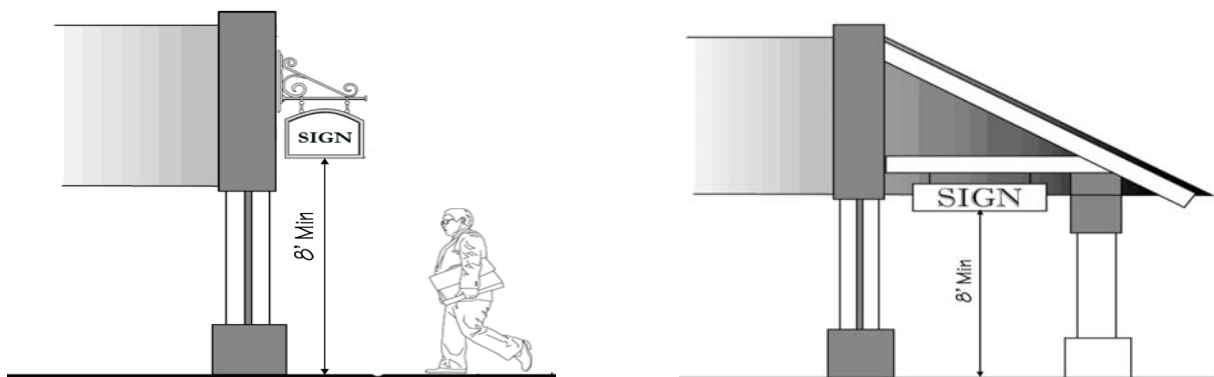


A freestanding sign is to have a minimum width of 40% of the sign's greatest horizontal dimension and a minimum height of 40% of the sign's greatest vertical dimension.

### 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



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.

## G. SIGN DESIGN

Freestanding signs shall be aesthetically compatible with the principal structure.

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



*Not Allowed*



*Allowed*



*Not Allowed*



*Allowed*

### Directional Signs

**Figure I - 44: Direction Sign Example**

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.

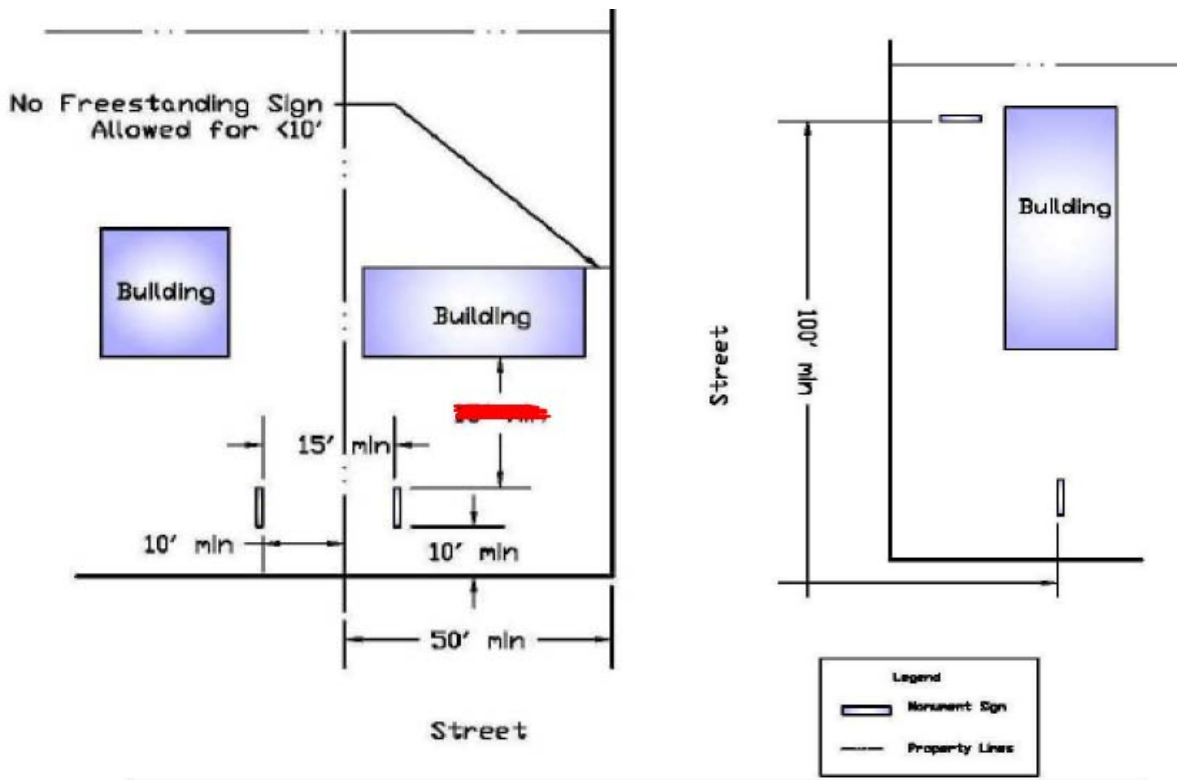


## H. SIGN LOCATION CRITERIA

### 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

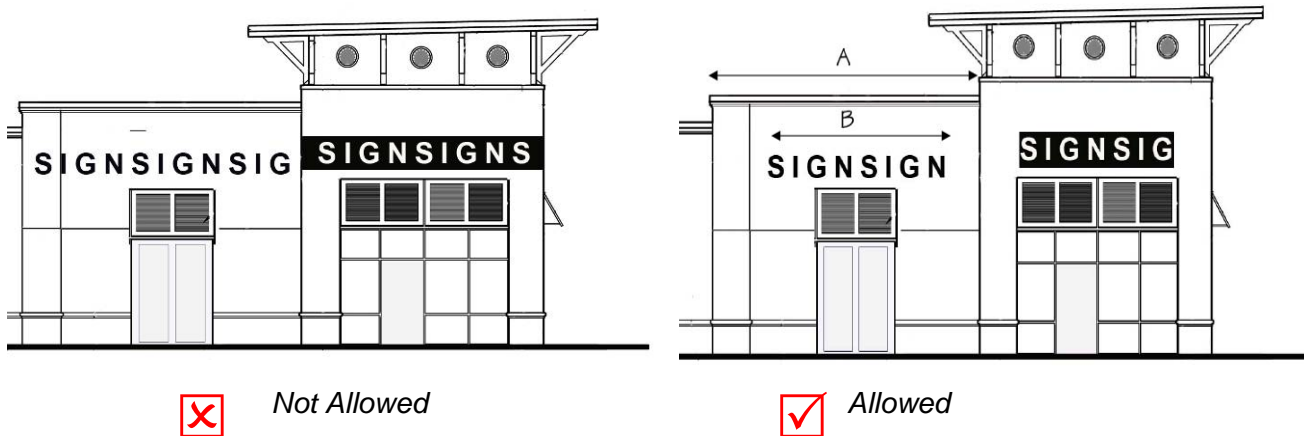




## 2. WALL SIGNS

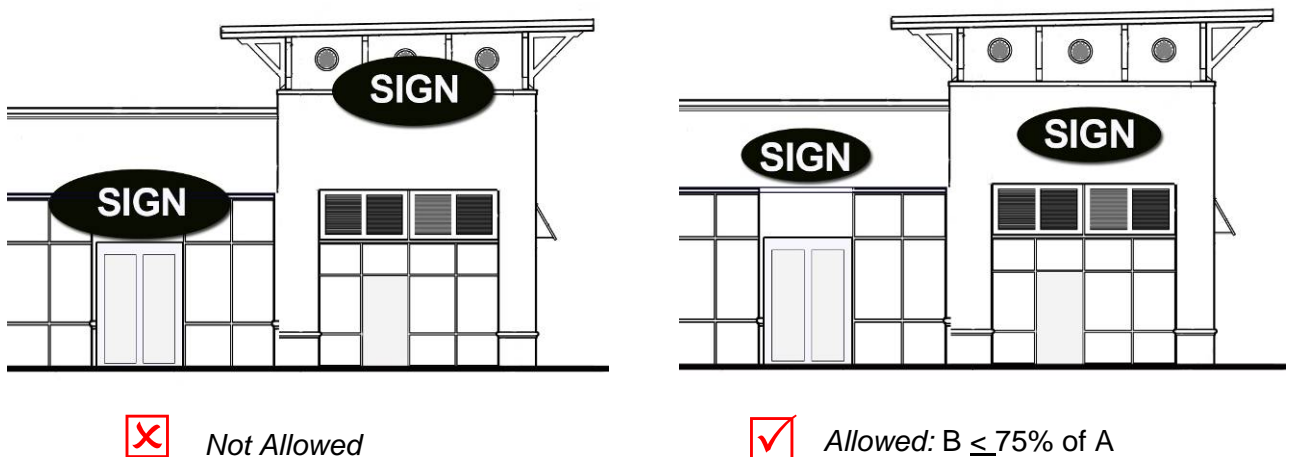
Wall signs shall not exceed seventy-five (75) percent of the width of the wall where they are placed, except if business is occupying more than one (1) unit and no other wall signs will be placed on the adjoining unit(s) or if there are architectural elements separating façades where signs would be located.

Figure I - 46: Wall Sign Location Criteria



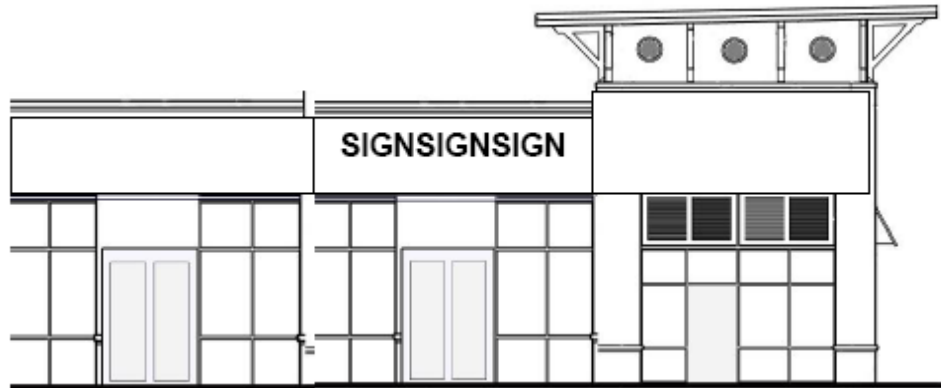
Wall signs shall not cover windows, unless specifically allowed as a window sign, and shall preserve the architectural integrity of the building.

Figure I - 47: Wall Sign Location Criteria



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**



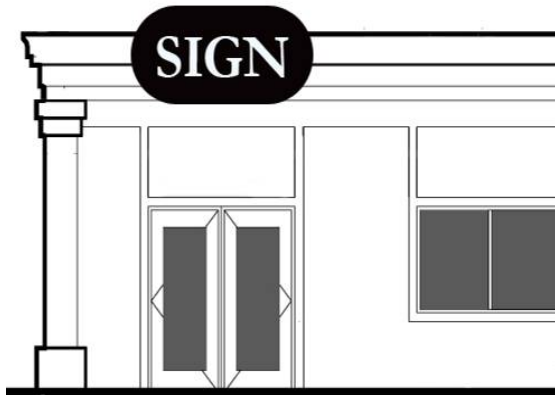
Wall sign may exceed seventy-five (75) percent sign length when there is vacant façade with no entrance between massed façade.

**Figure I - 49: Wall Sign Location Criteria**

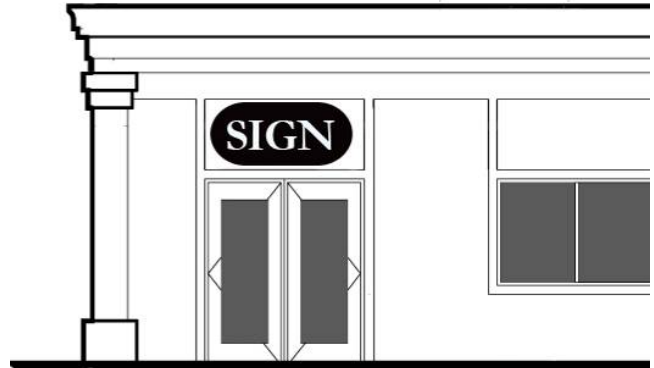


No wall sign shall extend above the roofline except where an exterior parapet wall projects above the roofline, in which case, such sign may not extend above the top edge of the parapet.

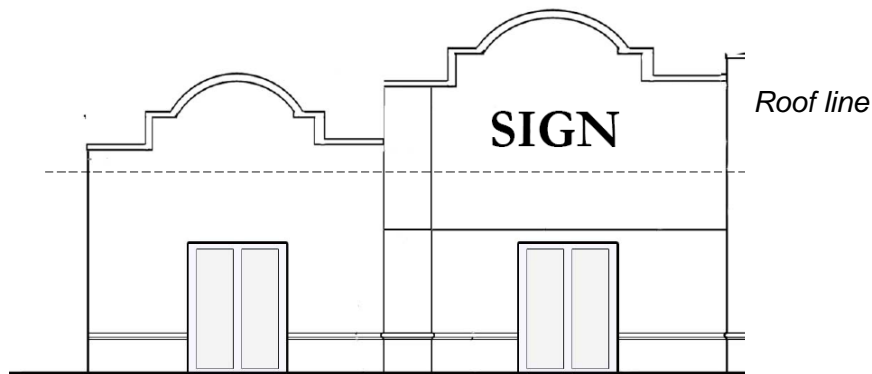
**Figure I - 50: Wall Sign Location Criteria**



☒ Not Allowed



☒ Allowed



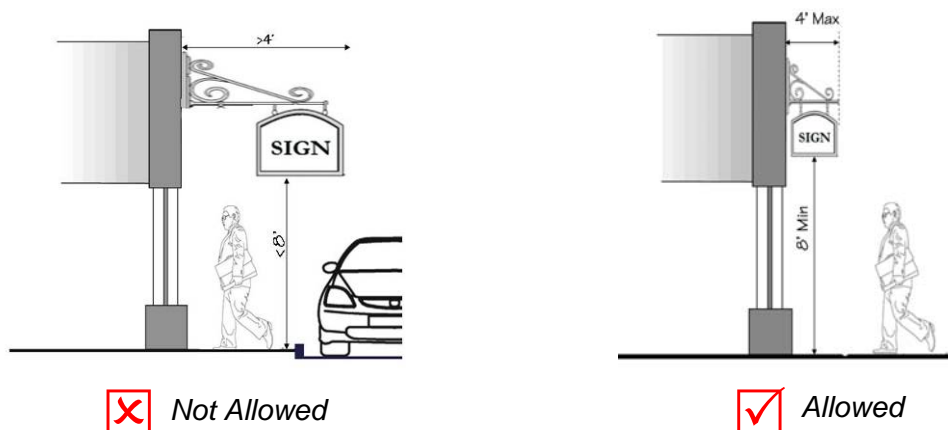
☒ Sign Allowed above roof line if exterior parapet projects above roof line



## 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.

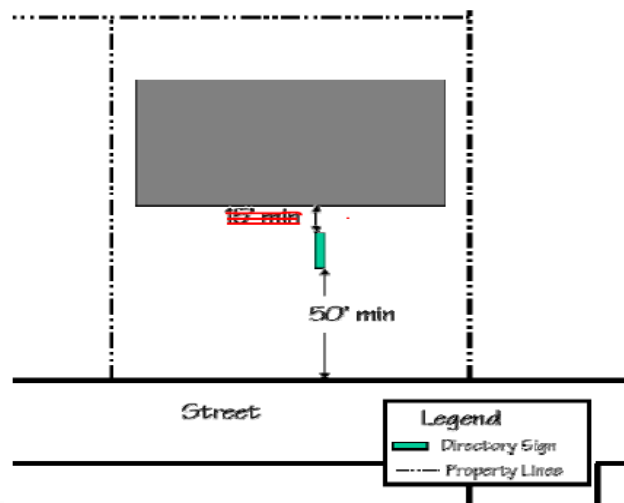
Figure I - 51: Projecting Sign Location Criteria.



## 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.

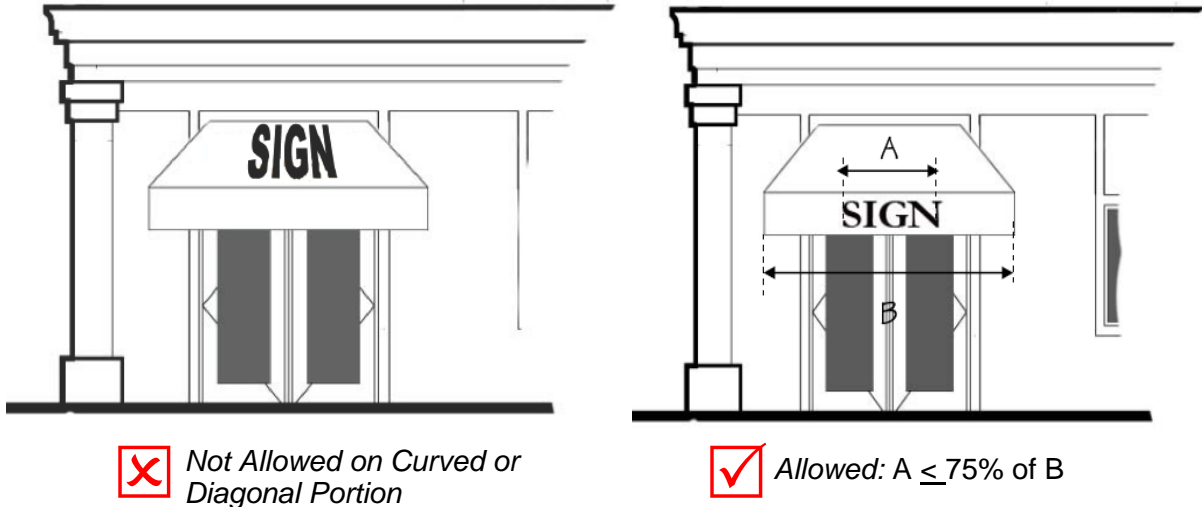
Figure I - 52: Directory Sign Location Criteria



## 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



**X** Copy not allowed on diagonal



**X** Not allowed (exceeds 75%)