

7.0 SIGNAGE STANDARDS

7.1. SIGNAGE STANDARDS

A. Purpose. This Section provides design standards to ensure that proposed and modified signage is consistent with the City's goals for physical character, land use activity and quality.

B. Applicability. As identified in the following standards, signage shall be designed in compliance with the applicable general requirements in Section 7.2 and all applicable requirements of the Downtown Code.

1. **Signs regulated.** Section 7.0 applies to all signage within the Downtown Code boundaries except for the following which are subject to the requirements of Article 17 of the Fresno Municipal Code:

- a. real estate signs,
- b. special event signs, directional signs,
- c. billboard or other off-premise sign regulated by Article 17 of the Fresno Municipal Code and,
- d. any sign located in the public right-of-way and installed or maintained by the public works agency of the city or by any other public entity having legal authority to maintain signs.

2. **Applicability to sign content.** The provisions of this Section do not regulate the message content of a sign (sign copy), regardless of whether the message content is commercial or noncommercial.

3. **Sign permit requirements.** Sign installation for signage subject to the Downtown Code shall require sign permit approval per Section 1.4B3d, in compliance with the applicable requirements of the Downtown Code. As identified in Section 1.4B3.d:

- a. Sign Types A-H shall be processed ministerially;
- b. Sign Type I shall be subject to the discretionary process;
- c. Sign Type J provides standards for a pole sign that is subject to the ministerial process and a pole sign that is subject to the discretionary process based on height and signage area.

C. Allowed Signage Types by Zoning District. Each proposed sign or existing sign to be modified shall be designed as one of the signage types allowed for the zoning district applicable to the site as identified in Table 7.

D. Design Objectives. These sign regulations are intended to appropriately limit the placement, type, size, and number of signs allowed within the Downtown Code boundaries, and to require the proper maintenance of signs to achieve the following:

1. Avoid traffic safety hazards to motorists, bicyclists, and pedestrians, caused by visual distractions and obstructions;
2. Promote the aesthetic and environmental values of the community by providing for signs that do not impair the attractiveness of the City as a place to live, work, and shop;
3. Provide for signs as an effective channel of communication, while ensuring that signs are aesthetically designed and proportioned in relation to adjacent structures and the structures to which they are attached; and
4. Safeguard and protect the public health, safety, and general welfare.

E. Prohibited Signs. All signage types and sizes not expressly allowed by this Section shall be prohibited. Examples of prohibited signs include, but are not limited to the following:

1. Abandoned and illegal signs;
2. Exposed cabinet/raceways;
3. Cabinet signs except in SD G1, SD G2, SD A zoning districts;
4. Signs which are deemed obscene by the City;
5. Because of the City's compelling interest in ensuring traffic safety, signs that simulate in color, size, or design, any traffic control sign or signal, or that make use of words, symbols, or characters in a manner that interferes with, misleads, or confuses pedestrian or vehicular traffic;
6. A sign in the form or shape of a directional arrow, or otherwise displaying a directional arrow, except as approved by the City, or as required for safety and convenience and for control of vehicular and pedestrian traffic within the premises of the subject use;
7. A sign attached to or suspended from a boat, vehicle, or other movable object that is parked within a public right-of-way, or located on private property so that it is visible from a public right-of-way; except a sign painted directly upon, magnetically affixed to, or permanently affixed to the body or other integral part of a vehicle;
8. A sign burned, cut, or otherwise marked on or affixed to a rock, tree, or other natural feature;
9. Animated and moving signs including electronic message display signs, and variable intensity, blinking, or flashing signs, or signs that emit a varying intensity of light or color (not including time and temperature signs or barber poles).

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SIGNAGE STANDARDS **TABLE 7**

Signage Type	Zoning District															
	CBD 1	CBD 2	CC	CT	CA/ SS/ SVN	TC	NC	CG	NG	NGP	NGR	NE	SDG1	SDG2	SDA	SD H
A. Wall	See Table 7A	See Table 7A	See Table 7A	See Table 7A	See Table 7A	See Table 7A	See Table 7A	See Table 7A	X	X	X	X	See Table 7A	See Table 7A	See Table 7A	See Table 7A
B. Window	See Table 7B	See Table 7B	See Table 7B	See Table 7B	See Table 7B	See Table 7B	See Table 7B	See Table 7B	X	X	X	X	See Table 7B	See Table 7B	See Table 7B	See Table 7B
C. Awning / Canopy	See Table 7C	See Table 7C	See Table 7C	See Table 7C	See Table 7C	See Table 7C	See Table 7C	See Table 7C	X	X	X	See Table 7C	See Table 7C	See Table 7C	See Table 7C	See Table 7C
D. Sidewalk	See Table 7D	See Table 7D	See Table 7D	See Table 7D	See Table 7D	See Table 7D	See Table 7D	See Table 7D	X	X	X	X	X	X	See Table 7D	See Table 7D
E. Marquee	See Table 7E	See Table 7E	See Table 7E	See Table 7E	See Table 7E	See Table 7E	X	See Table 7E	X	X	X	X	See Table 7E	See Table 7E	See Table 7E	X
F. Projecting	See Table 7F	See Table 7F	See Table 7F	See Table 7F	See Table 7F	See Table 7F	See Table 7F	See Table 7F	X	X	X	X	See Table 7F	See Table 7F	See Table 7F	See Table 7F
G. Monument	X	X	See Table 7G	X	X	X	See Table 7G 1	See Table 7G	X	X	See Table 7G 1	See Table 7G 1	See Table 7G	See Table 7G	See Table 7G	See Table 7G
H. Yard / Porch	X	X	See Table 7H	X	X	X	See Table 7H	X	X	X	See Table 7H	See Table 7H	See Table 7H	See Table 7H	See Table 7H	X
I. Roof	See Table 7I 2	See Table 7I 2	See Table 7I 2	X	See Table 7I 2	See Table 7I 2	X	X	X	X	X	X	See Table 7I 2	See Table 7I 2	X	X
J. Pole	X	X	X	X	X	X	X	See Table 7J	X	X	X	X	See Table 7J	See Table 7J	See Table 7J	X

KEY TO TABLE 7
X Signage Type not allowed in Zoning District **1** Freestanding monument sign not allowed
See Table 7C Signage Type allowed in Zoning District. See reference for requirements. **2** Allowed only on buildings of at least 5 stories



A. Wall Sign



B. Window Sign



C. Awning / Canopy Sign



D. Sidewalk Sign



E. Marquee Sign



F. Projecting Sign



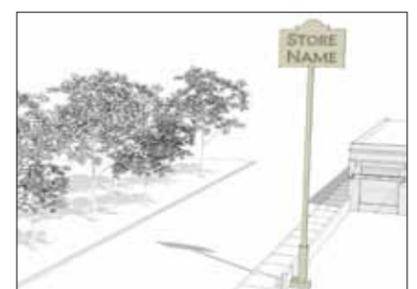
G. Monument Sign (wall-integral)



H. Yard / Porch Sign



I. Roof Sign



J. Pole Sign

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7.2. GENERAL REQUIREMENTS FOR ALL SIGNS

A. General Standards

1. **Number of signs:** The maximum number of signs allowed per building shall be as identified for each sign type. Logos or identification symbols shall be considered signs and shall conform to all provisions of this article.
2. **Sign area and height.** The maximum sign area and height shall be as identified in the requirements each allowed sign type.

B. Sign Location Standards

Each sign shall be located in compliance with the following requirements and all other applicable provisions of this Section.

1. **On-Premise Signs Required.** Each sign shall be located on the same site as the subject of the sign.
2. **Placement and Setback Requirements.** Each sign shall comply with the building setback and encroachment requirements of the applicable zoning district.
3. **Placement on a Building.** No sign shall be placed so as to interfere with the operation of a door or window. Signs shall not be located so that they cover architectural features of the building, including, but not limited to, transoms, insignias, or any other architectural ornamentation. Signs shall be located in compliance with the requirements of the applicable sign type.
4. **Signs within a public right-of-way.** Any sign installed or placed within the public right-of-way, except such signs as identified below, shall be forfeited to the public and be subject to confiscation:
 - a. An allowed sign in compliance with Table 7;
 - b. Temporary, portable signs placed during business hours only:
 - i. A-frames/sandwich board, portable sidewalk signs;
 - ii. Flags, except official national, state, or local government, institutional or corporate flags, properly displayed; and
 - iii. Event banners and lighting as allowed in Section 10.3C.4
 - c. Public signs erected by or on behalf of a governmental agency to convey public information, identify public property, post legal notices, or direct or regulate pedestrian or vehicular traffic;
 - d. Bus stop signs installed by a public transit company;
 - e. Informational signs of a public utility regarding its lines, pipes, poles, or other facilities; or
 - f. Emergency warning signs erected by a governmental agency, a public utility company, or a contractor doing authorized work within the public right-of-way.

No person, except a public officer or employee in the performance of a public duty or a private person in giving a legal notice, shall paste, post, paint, nail, tack, or otherwise fasten any card, banner, handbill, sign, poster, or advertisement of any kind upon any property without the written consent of the owner, holder, lessee, agent or trustee thereof.

C. Sign Design Standards

The following design criteria shall be used in reviewing the design of individual signs.

1. Design and construction

- a. Signs shall be visually consistent with the architectural design and proportions of the building it is attached to.
- b. Except for banners, flags, special event signs, and temporary

window signs, each sign shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.

- c. All signs and their supporting structures shall be so enclosed as to provide against their infestation by birds and vermin.
 - d. Each permanent sign shall be constructed to achieve signage of careful construction, neat and readable copy, and durability, to reduce maintenance costs and prevent dilapidation.
2. **Materials and structure.**
 - a. Materials for permanent signs shall be durable and capable of withstanding weathering over the life of the sign with reasonable maintenance. Durable materials include but are not limited to the following: Wood, metal, acrylic or plexi-glass and neon, and shall exclude foam, regardless of density.
 3. **Street address.** The City may require that a sign include the street address of the site, where it is determined that public safety and emergency vehicle response would be more effectively served than if the street address were displayed solely on one or more buildings on the site.
 4. **Copy design.** The City does not regulate the message content (copy) of signs but sets forth the following requirements of copy design and layout to enhance the readability and attractiveness of signs.
 - a. Sign copy shall relate only to the name and/or nature of the business or commercial center.
 - b. Permanent signs that advertise continuous sales, special prices, or include phone numbers are not allowed.
 - c. Information shall be conveyed briefly or by logo, symbol, or other graphic manner. The intent shall be to increase the readability of the sign and thereby enhance the identity of the business.
 5. **Sign Lighting.** Sign lighting shall be designed to minimize light and glare on surrounding rights-of-way and properties.
 - a. External light sources shall be directed and shielded so that they do not produce glare off the site, on any object other than the sign.
 - b. Colored lights shall not be used at a location or in a manner so as to be confused or construed as traffic control devices.
 - c. Neither the direct nor reflected light from primary light sources shall create hazards for pedestrians or operators of motor vehicles.
 - d. For energy conservation, light sources shall be hard-wired fluorescent or compact fluorescent lamps, or other lighting technology that is of equal or greater energy efficiency. Incandescent lamps are prohibited, except when used in signs of historic character as part of the architectural design.
 6. **Sign Maintenance.**
 - a. Each sign and supporting hardware, including temporary signs and awning signs, shall be maintained in good repair and functioning properly at all times. Any damage to a sign or its illumination, including the failure of illumination, shall be repaired within a maximum of 14 days from the date of damage or failure.
 - b. A repair to a sign shall be of materials and design of equal or better quality as the original sign.
 - c. A sign that is not properly maintained and is dilapidated shall be deemed a public nuisance, and may be abated in compliance with the Fresno Municipal Code.
 - d. When an existing sign is removed or replaced, all brackets, poles, and other supports that are no longer required shall be removed and the surface it was attached to repaired and painted to match the building.
 7. **Requirements for Preservation of existing historic signs**
 - a. Historically significant painted wall signs shall be retained or

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recreated when possible.

- b. Mounted signs announcing the name of a business no longer in existence at the sign's location and having historical significance may be salvaged and relocated.
- c. All architectural signage in place on the building announcing the original or historic name of the building, year of construction or insignias shall remain in place and shall not be removed, altered or covered under any circumstances.
- d. Historic signage shall not be calculated as part of the overall signage permitted pursuant to this division.

8. Requirements for Building identification signs.

Building identification signs shall comply with the following standards:

- a. There shall be no specific size requirements, but building identification signs shall be sized proportionately to the building being identified and to the sign area in which it is located.
- b. Building identification signs may contain the name of a building, or describe its function or tenant, but may not identify any products sold.
- c. Building identification signs may be made of illuminated individual letters applied to the building face, may be engraved into the building's material, or may be low-relief.

9. Requirements for Building directory or Address signs.

A directory sign identifying businesses above the ground level shall comply with the following standard:

- a. Must be located at the ground level and adjacent to the entry point for the upper levels.
- b. No more than one directory sign per ground level entrance.
- c. The area of the directory sign shall not exceed six square feet.
- d. The directory sign may only identify the names of businesses above the ground level.
- e. Letter height shall not exceed two inches.

10. Requirements for Service entry wall signs.

- a. Must be located adjacent to the ground level service entrance.
- b. No more than one service entry wall sign per business.
- c. The area of the service entry sign shall not exceed four square feet.

11. Requirements for Special sale signs.

Temporary signs announcing special sales shall comply with the following standards:

- a. No more than two temporary signs are permitted per business.
- b. Such signs may be posted for no more than fourteen days during any ninety-day period.

12. Requirements for Credit card and trading stamp signs.

Signs announcing credit card acceptance or trading stamps shall comply with the following standards:

- a. No more than three such signs are allowed for each business.
- b. Such signs shall not exceed one square foot individually nor three square feet collectively.
- c. Such signs are permitted only in ground level windows.

13. Requirements for Construction signs.

Signs pertaining to construction activity shall comply with the following standards:

- a. The sign face shall not exceed sixteen square feet in size.
- b. The signs shall not be placed more than eight feet in height when freestanding or attached to a fence.
- c. Signs must be removed within thirty (30) days after issuance of an occupancy permit for the building.

14. Requirements for Informational signs.

Signs that display time and temperature or similar public service displays (which are not considered signs), and rotating barber poles, shall comply to the following standards:

- a. No more than one (1) sign per building;
- b. Must be permanently attached to the building and follow the same standards for Projecting Signs and Marquee Signs as identified in Section 7.0.

D. Non-Conforming Signage Standards

A nonconforming sign is any permanent or temporary sign that was legally established and maintained in compliance with the provisions of all applicable laws in effect at the time of original installation but that does not now comply with the provisions of the Downtown Code.

1. General requirements.

A nonconforming sign shall not be:

- a. Changed to another nonconforming sign;
- b. Structurally altered to extend its useful life while continuing the nonconformities;
- c. Enlarged or modified to be more non-conforming;
- d. Re-established after a business is discontinued for 90 days or more; or
- e. Re-established after damage or destruction to 50 percent or more of the value of the sign, or its components, as determined by the Building Official.
- f. Located on a site on which the building exteriors are undergoing remodeling, renovation or rehabilitation.

2. Maintenance and changes.

Non-structural modifications, including the changing of the sign face or copy of a previously approved cabinet sign, and non-structural maintenance (e.g., painting, rust removal) are allowed up to a maximum of 25 percent of the existing total area of the sign. Any non-structural modifications exceeding 25 percent of the existing total area of the sign, and any structural changes, shall result in the loss of non-conforming status.

E. Calculation of Sign Area.

Signage shall be allowed based on the following and as identified in Diagram 7.K.

7.3. REQUIRED FINDINGS

Each application involving Section 7.0 shall require consistency with the following required findings, as applicable:

1. Generates or maintains a pedestrian-oriented streetscape through the design of signage which is contextually appropriate to the allowed frontage(s).
2. Is consistent with the intent of the applicable frontage(s) along which the building(s) is located.
3. Is in compliance with the applicable requirements of Section 7.0 and the applicable signage type(s).

TABLE 7A WALL SIGN



Examples of Wall Signage Type

A. Description and Intent: A sign that is painted or applied directly to the wall, typically above the shopfront or more creatively as approved by the City.

This type consists of a single externally illuminated panel or individual letters including a logo and does not include cabinet signs. This type of sign is intended for viewing from across the street and along the sidewalk.

Wall signs shall comply with the applicable design standards in subsection B.

B. Design Standards.



Diagram 7A.1

1. Maximum of 1 wall sign per business that pertains to a storefront bay along frontage of building;
2. Sign shall be located above the openings on the ground floor or above the openings on the uppermost story of the building.
3. Maximum thickness of sign as measured from the wall shall not exceed 4 inches;
4. Minimum of 24 inches between sign and any opening or edge of the building facade;
5. Minimum of 12 inches between sign and an eave or parapet;
6. If illuminated, individual letters required and shall be either internally illuminated or externally illuminated with decorative lamps mounted to maintain visual integrity of the sign.

WALL SIGN	Sign Size and Area	
	Min.	Max.
a Height	n.a.	18 in.
b Width (as % of facade width)	n.a.	60%
c Feature (allowed beyond sign area)	n.a.	6 sq ft

Building is allowed the following signs in addition to the Wall sign, as allowed by Table 7

Window	Awning	Sidewalk	Marquee	Projecting	Monument	Yard	Roof	Pole
A	A	A	A	A	A		A	A

Key A = Allowed subject to applicable requirements

TABLE 7B WINDOW SIGN



Examples of Window Signage Type

A. Description and Intent: A sign that is painted or applied directly to the storefront window(s) and/or door(s).

This type consists of individual letters, including a logo with allowances for contrasting background. This type of sign is intended for viewing from across the street and at close range.

Window signs shall comply with the applicable design standards in subsection B.

B. Design Standards.

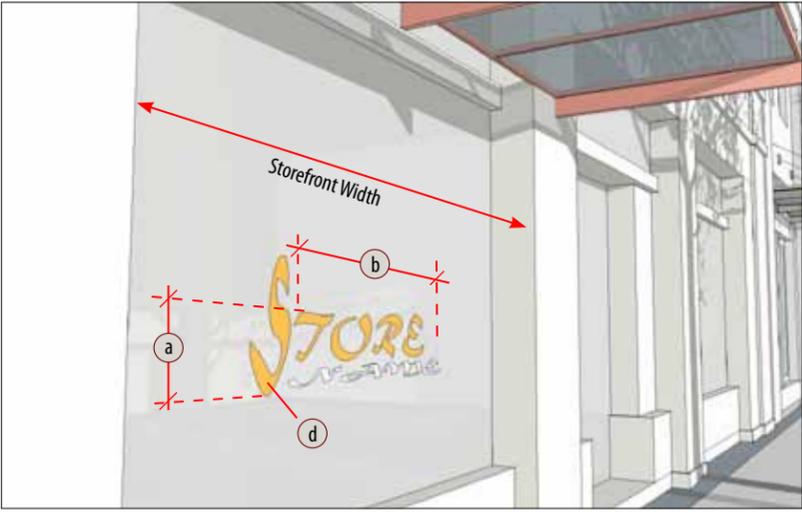


Diagram 7B.1

1. Maximum of 1 window sign per storefront;
2. Minimum of 75% of window sign shall be independent of contrasting background;
3. Signage inside the shopspace is not allowed within 4 feet of the window;
4. Storefront width is measured between walls or columns of at least 8" in width.

WINDOW SIGN	Sign Size and Area	
	Min.	Max.
a Height	n.a.	15 in
b Width (as % of storefront width)	n.a.	40%
c Contrasting background (as % of a x b)	n.a.	25%
d Feature (allowed beyond sign area)	n.a.	2 sq ft

Building is allowed the following signs in addition to the Window sign, as allowed by Table 7

Wall	Awning	Sidewalk	Marquee	Projecting	Monument	Yard	Roof	Pole
A	A	A	A	A	A	A	A	A

Key A = Allowed subject to applicable requirements

TABLE 7C AWNING/CANOPY SIGN



Examples of Awning / Canopy Signage Type (awning on left; canopy on right)

A. Description and Intent: A sign that is integral to the awning or canopy above a shopfront.

This type of sign may be located either on the valence face of the awning that faces the street or on the valence perpendicular to the building. Also included is a feature area on the main panel. For canopies, this type of sign is located on top of and along the front edge of the canopy. This type of sign is intended for viewing at close range.

Awning / Canopy signs shall comply with the applicable design standards in subsection B.

B. Design Standards.

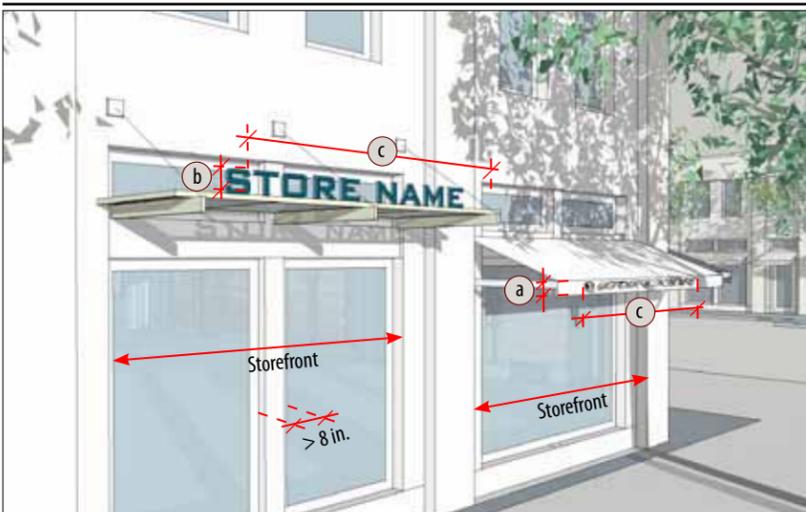


Diagram 7C.1

1. Maximum of 1 sign per awning / canopy;
2. Each awning / canopy shall correspond to a storefront per applicable requirements of Section 6.0 Frontage;
3. Main panel of awnings shall only be used for logo feature and shall not be for additional signage area;
4. Internal illumination of awning(s) is prohibited;
5. Canopy sign may extend above the top of the canopy for a maximum of 24" in height;
6. Encroachment permit required, within r.o.w.

AWNING / CANOPY SIGN	Sign Size and Area	
	Min.	Max.
a Height: awning valance	6 in	12 in
b Height: canopy valance	n.a.	2 ft
c Width (as % of awning/canopy width)	n.a.	75%
d Feature (logo) for awning main panel	n.a.	2 sq ft
e Feature (allowed beyond canopy sign area)	n.a.	3 sq ft

Building is allowed the following signs in addition to the Projecting sign, as allowed by Table 7								
Wall	Window	Sidewalk	Marquee	Projecting	Monument	Yard	Roof	Pole
A	A	A	A	A				
Key A = Allowed subject to applicable requirements								

TABLE 7D SIDEWALK SIGN



Examples of Sidewalk Signage Type

A. Description and Intent: A two-sided, non-illuminated, portable sign that is placed outside of the shopfront on the adjacent sidewalk for viewing at close range.

The sidewalk sign is intended for use by restaurants, cafes, other food-oriented businesses, theaters and other such activities.

Sidewalk signs shall comply with the applicable design standards in subsection B.

B. Design Standards.

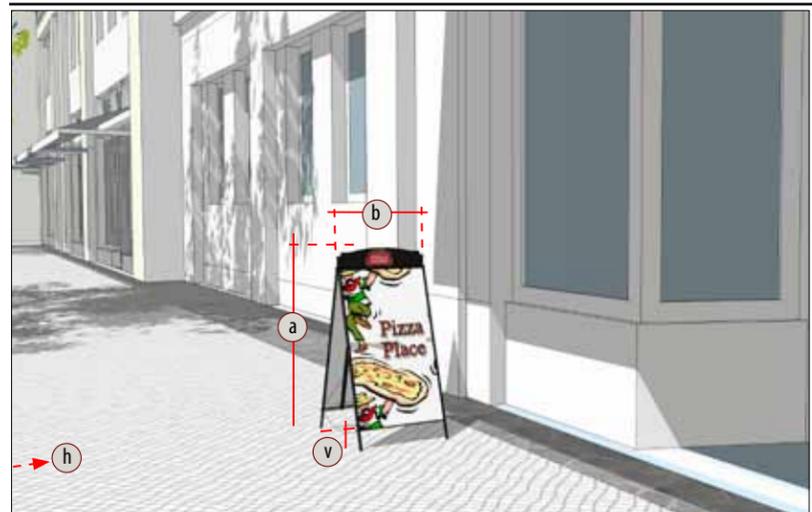


Diagram 7D.1

1. Maximum of 1 sign per business with a minimum distance of 25 feet from the nearest sidewalk sign;
2. Sign shall be vertically oriented and have no more than 2 sides;
3. Sign shall be placed as close as possible to the business storefront/edge of outdoor seating or along the street edge of the adjacent sidewalk;
4. Encroachment permit required when within the r.o.w. Adequate pedestrian access shall be maintained;
5. Materials shall not include vinyl or plastic. Lighting shall be from ambient sources.

SIDEWALK SIGN	Sign Size and Area	
	Min.	Max.
a Height	18 in	3 ft
b Width	18 in	2 ft
c Thickness of each side	none	4 in
f Feature (allowed beyond sign area)	na	na
v Vertical clearance from adjacent s.w.*	3 in	none
h Horizontal clearance from adjacent curb	18 in	none

* except for legs/supports of sign

Building is allowed the following signs in addition to the Sidewalk sign, as allowed by Table 7								
Wall	Window	Awning	Marquee	Projecting	Monument	Yard	Roof	Pole
A	A	A	A	A			A	
Key A = Allowed subject to applicable requirements								

TABLE 7E MARQUEE SIGN



Examples of Marquee Signage Type (3-sided on left; 2-sided on right)

A. Description and Intent: A vertically-oriented two- to three-sided sign that projects from the facade over a sidewalk, public open space or other public right-of-way and may project above the building’s parapet. This type of sign is intended for viewing along the sidewalk and down the street from the adjacent block.

Marquee signs shall comply with the applicable design standards in subsection B.

B. Design Standards.

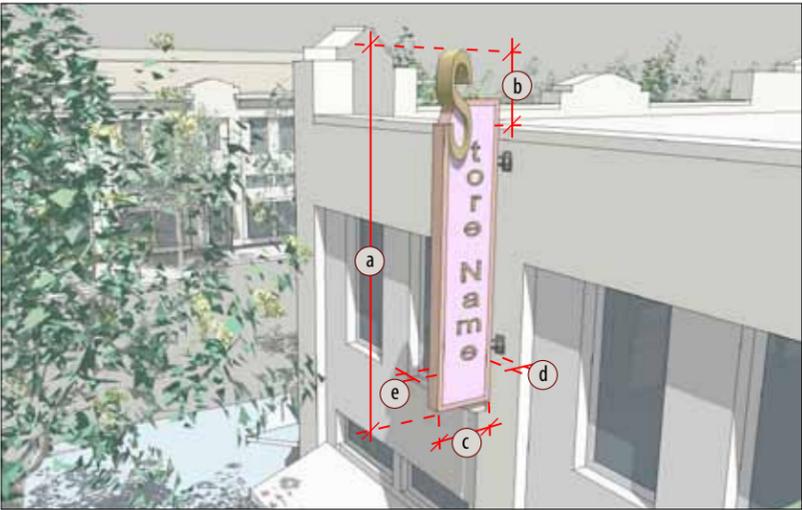


Diagram 7E.1

1. Maximum of 1 marquee sign per building;
2. Sign shall be vertically-oriented and placed within the top half of single-story buildings and on the upper floor(s) of multi-story buildings;
3. Encroachment permit required if projecting over R.O.W.

MARQUEE SIGN	Sign Size and Area	
	Min.	Max.
a Height	n.a.	35% of Facade Height
b Height above eave or parapet	n.a.	10 ft
c Width of each sign face (up to 3 max)	n.a.	20 ft
d Distance from wall	n.a.	18 in
e Thickness	n.a.	4 in
f Feature (allowed beyond sign area)	n.a.	6 sq ft
g Vertical clearance from adjacent s.w.	10 ft	n.a.
h Horizontal clearance from adjacent curb	6 ft	n.a.

Building is allowed the following signs in addition to the Marquee sign, as allowed by Table 7

Wall	Window	Awning	Sidewalk	Projecting	Monument	Yard	Roof	Pole
A	A	A	A	A				

Key A = Allowed subject to applicable requirements

TABLE 7F PROJECTING SIGN



Examples of Projecting Signage Type

A. Description and Intent: A two-sided sign that projects over a sidewalk (public or private) or open space (public or private). This type of sign is intended for viewing at close range.

Projecting signs shall comply with the applicable design standards in subsection B.

B. Design Standards.

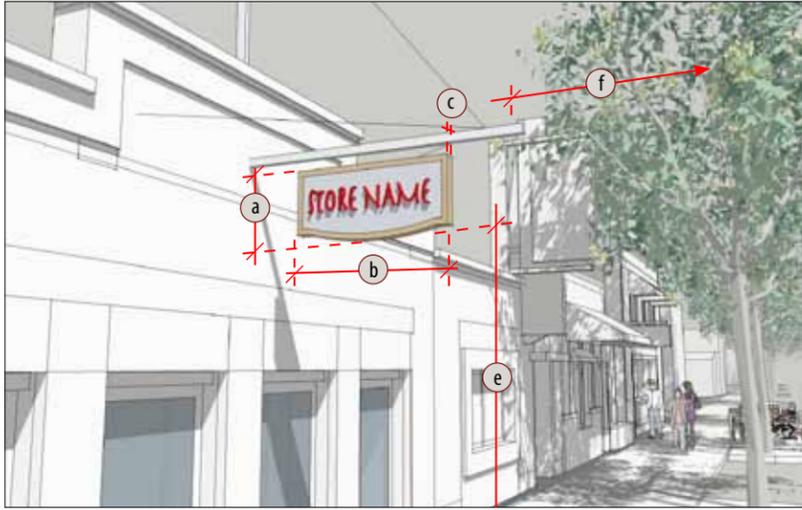


Diagram 7F.1

1. Maximum of 1 projecting sign per business along frontage;
2. If illuminated, shall not be internally illuminated cabinet sign;
3. Supporting hardware such as brackets shall be architecturally compatible with the building facade;
4. Not allowed under an awning or horizontally within 5 feet of an awning or another projecting sign;
5. Encroachment permit required if within R.O.W.

PROJECTING SIGN	Sign Size and Area	
	Min.	Max.
a Height	n.a.	2 ft
b Width	n.a.	3 ft
c Thickness	n.a.	3 in
d Feature (allowed beyond sign area)	n.a.	1.5 sq ft
e Vertical clearance from adjacent s.w.	8 ft	12 ft
f Horizontal clearance from adjacent curb	2 ft	n.a.

Building is allowed the following signs in addition to the Projecting sign, as allowed by Table 7

Wall	Window	Awning	Sidewalk	Marquee	Monument	Yard	Pole
A	A	A	A	A			

Key A = Allowed subject to applicable requirements

TABLE 7G MONUMENT SIGN



Examples of Monument Signage Type (wall-integral on left; freestanding on right)

A. Description and Intent: A sign that is located within frontages where the building is setback substantially from the sidewalk and the sign is to be viewed from a distance along the street.

This type of sign typically occurs as part of site-defining landscape, in the form of a low wall that may include gateway that encloses outdoor dining or open space areas. This type of sign may occur as a freestanding sign subject to location and size limitations aimed at scale and compatibility with pedestrian frontages.

Monument signs shall comply with the applicable design standards in subsection B.

B. Design Standards.



Diagram 7G.1

1. A maximum of 1 sign may be placed at each end of the wall when there is at least 50 feet between each sign. For freestanding monument signs, max of 1 sign and min of 75 feet horizontal separation from another freestanding monument sign.
2. Not allowed to encroach into any required visibility area, right-of-way, or private street;
3. Colors and materials shall match the building style and details.
4. Lighting shall be from external or ambient sources.

MONUMENT SIGN		Sign Size and Area	
		Min.	Max.
a	Height of wall or freestanding panel	3 ft	5 ft [1]
a1	Height of Sign Area	none	18 in
	Length of Sign Area	none	90% of b
b	Length along frontage (wall-integral)	none	lot frontage
b	Width (freestanding)	2 ft	7 ft
c	Thickness of wall or freestanding panel	n.a.	18 in
d	Feature (allowed beyond sign area)	n.a.	2 sq ft
e	Horizontal clearance from adjacent curb	5 ft	n.a.

[1] gates or arches leading to forecourts and other such areas may be up to 10 feet tall and shall match the architectural style of the main building.

Building is allowed the following signs in addition to the Monument sign, as allowed by Table 7							
Wall	Window	Awning	Sidewalk	Marquee	Projecting	Yard	Pole
A	A	A	A				

Key A = Allowed subject to applicable requirements

TABLE 7H YARD / PORCH SIGN



Examples of Yard / Porch Signage Type (Yard on left; Porch on right)

A. Description and Intent: This sign type consists of two related signs that occur within the front yard and porch areas of a building's frontage.

Yard - A two-sided sign that is located on a post within frontages where the building is setback from the sidewalk to be viewed along the sidewalk at close range.

Porch - A sign that is hung from the porch entry to the building to be viewed from the sidewalk at close range.

Yard / Porch signs shall comply with the applicable design standards in subsection B.

B. Design Standards.

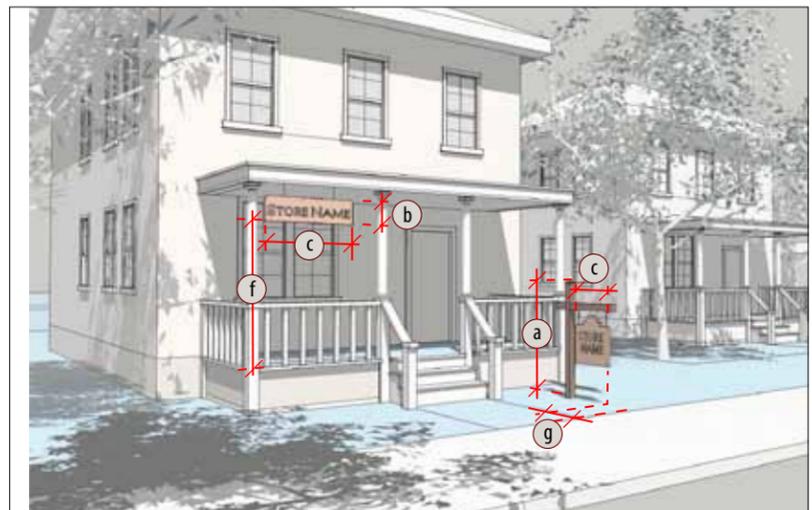


Diagram 7H.1

1. Maximum of 1 yard and porch sign per building;
2. Signs shall not encroach into a right-of-way or private street;
3. If illuminated, external illumination required and shall be mounted to maintain visual integrity of the sign;
4. Supporting hardware such as brackets shall be architecturally compatible with the main building.

YARD / PORCH SIGN		Sign Size and Area	
		Min.	Max.
a	Height: Yard sign (may be disaggregated into no more than 2 connected signs)	n.a.	5 ft
b	Height: Porch sign	n.a.	15 in
c	Width	n.a.	3 ft
d	Thickness	n.a.	3 in
e	Feature (allowed beyond sign area)	n.a.	1.5 sq ft
f	Vertical clearance from porch surface	8 ft	12 ft
g	Horizontal clearance from adjacent sidewalk	6 in	n.a.

Building is allowed the following signs in addition to the Yard/Porch sign, as allowed by Table 7									
Wall	Window	Awning	Sidewalk	Marquee	Projecting	Monument	Yard	Pole	
A	A	A							

Key A = Allowed subject to applicable requirements

TABLE 7I ROOF SIGN



Examples of Roof Signage Type

A. Description and Intent: A sign that is for use on block-scale buildings at least 5 stories in height such as hotels, conference centers, and certain civic buildings.

This type of sign is intended for viewing from a distance to help emphasize the identity and presence of a particular area as a whole and therefore, the signage is allowed to be more inventive.

Roof signs shall comply with the applicable design standards in subsection B.

B. Design Standards.



Diagram 7I.1

1. Maximum of 1 roof sign per building;
2. Minimum building height of 5 stories and minimum site frontage along primary street of 150 feet;
3. Signs shall not encroach into a right-of-way or private street;
4. If illuminated, external illumination required and shall be mounted to maintain visual integrity of the sign;
5. Supporting hardware such as brackets shall be architecturally compatible with the main building.

ROOF SIGN Sign Size and Area		
	Min.	Max.
a Height	10 ft	25 ft
b Length	15 ft	50 ft
c Thickness	none	18 in
d Feature (allowed beyond sign area)	none	25 sq ft

Building is allowed the following signs in addition to the Roof sign, as allowed by Table 7								
Wall	Window	Awning	Sidewalk	Marquee	Projecting	Monument	Yard	Pole
A	A	A	A		A			

Key A = Allowed subject to applicable requirements

TABLE 7J POLE SIGN



Examples of Pole Signage Type

A. Description and Intent: A vertically-oriented sign that is detached from the main building, located along the primary frontage, consisting of a single structural support with the sign mounted at the top.

This type of sign is intended for viewing from a distance to identify a business set back and not readily visible from the street.

Pole signs shall comply with the applicable design standards in subsection B.

B. Design Standards.

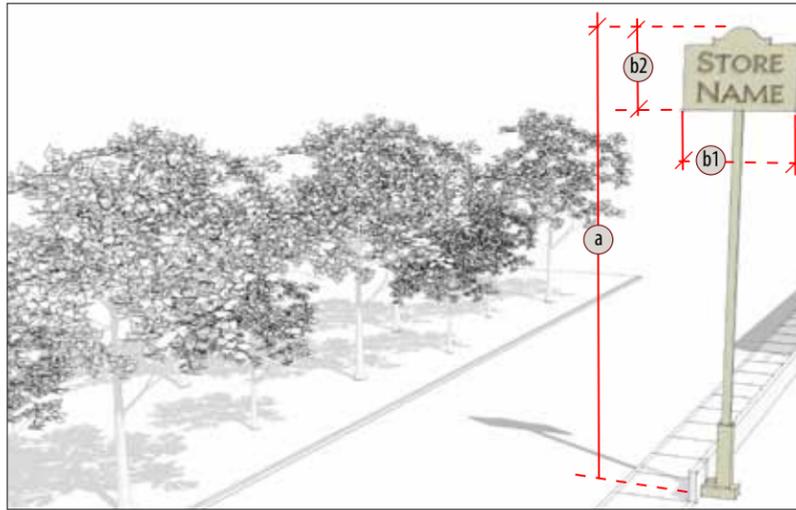


Diagram 7J.1

1. Maximum of 1 pole sign per site. Minimum site frontage along primary street is 300 feet except no minimum for fueling station;
2. Signs shall not encroach into a right-of-way;
3. If illuminated, sign shall not be internally illuminated; illumination shall maintain visual integrity of the sign;
4. Maximum of two businesses to be identified on the sign;
5. Supporting hardware such as brackets shall be architecturally compatible with the architectural style of the main building.

POLE SIGN Sign Size and Area					
		Ministerial		Discretionary	
		Min.	Max.	Min.	Max.
a	Height to top of Sign	10 ft	20 ft	no min	25 ft
b1	Width of Sign	3 ft	10 ft	no min	12 ft
b2	Height of Sign	no min	8 ft	no min	10 ft
c	Thickness	none	12 in	none	12 in
d	Distance from r.o.w.	2 ft	n.a.	2 ft	n.a.
e	Feature (allowed beyond sign area)	none	25 sq ft		

Building is allowed the following signs in addition to the Pole sign, as allowed by Table 7									
Wall	Window	Awning	Sidewalk	Marquee	Projecting	Monument	Yard	Pole	
A	A	A	A						fuel price only

Key A = Allowed subject to applicable requirements

7.0 SIGNAGE STANDARDS

Calculation of Sign Area Diagram 7.K

1. Sign structure shall mean the physical sign that supports a sign that is attached to a building. This does not include signs that are painted directly on a wall or individual letters that are individually mounted on a wall;
2. Sign size shall mean the allowed size that a particular sign type may be;
3. Sign area shall mean the allowed location and physical amount of area that signage may occupy;
4. Feature sign area shall mean the allowed amount and location for a particular element of a sign that may extend beyond the allowed sign area.

Key

- LW Logo Width
- LH Logo Height
- SW Sign Width
- SAW Sign Area Width
- SH Sign Height
- SAH Sign Area Height
- FAW Feature Area Width
- FAH Feature Area Height

