



9.0 Sign Standards

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9.1. Applicability

- 9.1.1. Except as specifically listed below, all other signage and sign standards shall comply with Section 14-16-3-5 of the City Zoning Code, as amended.
- 9.1.2. Signs along Unser Boulevard must also comply with the Design Overlay Zone for that roadway adopted in 1992.
- 9.1.3. Where conflicting, the most restrictive regulation prevails. Where the Zoning Code, Design Overlay Zone, or Plan is silent, relevant regulations in the other locations prevail.
- 9.1.4. For new signs, the standards in **Table 8.1** shall apply and sign permits approved administratively unless specifically noted in this section.
- 9.1.5. Properties are allowed as many sign types as permitted by zone.
- 9.1.6. Definitions and examples of each sign type are included in **Section 3.5** of this Plan.

9.2. Unique Sign Applications: An **applicant** has the option to establish unique sign standards including size, color, type, design, and location. Such applications shall be reviewed as “Unique Sign Plans” by the Planning Director or his/her designee and are subject to **approval** of the DRB. In evaluating a Unique Sign Plan, the DRB shall consider the extent to which the application meets the following:

- 9.2.1. Promotes consistency among signs within a development thus creating visual harmony between signs, buildings, and other components of the property;
- 9.2.2. Enhances the compatibility of signs with the architectural and site design features within a development;
- 9.2.3. Encourages signage that is in character with planned and existing uses thus creating a unique sense of place; or
- 9.2.4. Encourages multi-tenant commercial uses to develop a unique set of sign regulations in conjunction with development standards.

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TABLE 9.1 -SIGN TYPES BY CHARACTER ZONE

Character Zone	Town Center	Regional Center	Village Center	Mixed-Use	Neighborhood Transition	Escarpment Transition	Standard
Sign Type							
Address Signs	P	P	P	P	P	P	Per Section 14-16-3-5 of the City Zoning Code.
Attached Signs	P	P	P	P	P *	P *	<ul style="list-style-type: none"> For all ground floor commercial uses (retail, office, and restaurant): One sign per tenant space; area to be calculated at 1.5 SF per linear foot of tenant space façade along the public street frontage with a maximum of 100 SF per tenant. Second and upper floor commercial uses may also be permitted one second floor wall sign per tenant space per public street frontage; area to be calculated at 1.5 SF per linear foot of second or upper floor frontage along that public street with a maximum of 125 SF. Institutional uses (non-profits and churches): One sign per tenant space; area to be calculated at 1.5 SF per linear foot of public street frontage with a maximum of 100 SF. Live-Work and Home occupations: One sign limited to an area of 20 SF max. Building sign may encroach a maximum of 12 inches onto a sidewalk while maintaining a vertical clearance of 8 feet from the finished sidewalk if it is non-illuminated and 11 feet from the finished sidewalk if it is illuminated. [Encroachments are subject to license and fees per the DPM, Chapter 8.] Building signs may be internally or externally lit. Marquee signs as only permitted as specified below.

* Commercial and live-work uses only.

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TABLE 9.1 -SIGN TYPES BY CHARACTER ZONE (Cont'd)

Character Zone	Town Center	Regional Center	Village Center	Mixed-Use	Neighborhood Transition	Escarpment Transition	Standard
Sign Type							
Banners	P	P	P	P	P	P	Per Section 14-16-3-5 of the City Zoning Code.
Blade Signs, Building	P	P	P	P	P**	P**	<ul style="list-style-type: none"> One per building (commercial and mixed use buildings only) Area = 30 SF maximum per sign face. May encroach a maximum of 6 feet over a sidewalk but shall not encroach over any parking or travel lane. [Encroachments are subject to license and fees per the DPM, Chapter 8.] Building blade signs may be attached to the building at the corners of building or along any street-facing façade above the first floor façade. Minimum vertical clearance from the finished sidewalk shall be 11 feet.
Blade Signs, Tenant	P	P	P	P	P**	P**	<ul style="list-style-type: none"> One per commercial tenant space (retail, office, or restaurant use). Area = 16 SF maximum per sign face. May encroach a maximum of 4 feet over a public sidewalk, but shall not encroach over any parking or travel lane. [Encroachments are subject to license and fees per the DPM, Chapter 8.] Tenant blade signs shall be oriented perpendicular to the building façade and hung under the soffit of an arcade or under a canopy/awning or attached to the building façade immediately over the ground floor tenant space while maintaining a vertical clearance of 8 feet from the finished sidewalk for non-illuminated signs and 11 feet from the finished sidewalk for illuminated signs.

** Commercial uses only.

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TABLE 9.1 –SIGN TYPES BY CHARACTER ZONE (Cont'd)

Character Zone	Town Center	Regional Center	Village Center	Mixed-Use	Neighborhood Transition	Escarpment Transition	Standard
Sign Type							
Directory Signs	P	P	P	P	P	P	<ul style="list-style-type: none"> • Shall be allowed for all multi-tenant commercial and mixed-use buildings only. • One directory sign per multi-tenant building limited to 12 SF in area. • Freestanding director signs shall not be permitted. Design of the sign shall be integral to the façade on which the sign is to be affixed.
Electronic Signs							Per Section 14-16-3-5 of the City Zoning Code.
For Sale/For Lease Signs	P	P	P	P	P	P	<ul style="list-style-type: none"> • Size is limited to 32 SF per sign face. • All other standards are per Section 14-16-3-5 of the City Zoning Code.
Interpretive Signs	P	P	P	P	P	P	Per Table 7.3.k in this Plan.
Marquee Signs	P	P	P	P	NP	NP	<ul style="list-style-type: none"> • Permitted for theaters, auditoriums, and other public gathering venues of 100 persons or more. • Marquee signs shall be attached to the building or located above or below a canopy only. • Area = 100 SF maximum. • Message board may be changeable copy (non-electronic). • Electronic message boards are regulated per City Zoning Code §14-16-3-5.
Monument Signs	P	P	P	P	NP	P**	<ul style="list-style-type: none"> • One monument sign per lot per lot street frontage (no more than 2 per lot separated by at least 100 feet) limited to a maximum of 75 SF per sign face and 6 feet in height.

** Commercial uses only.



CHAPTER II: REGULATIONS

9.0 Sign Standards

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TABLE 9.1 –SIGN TYPES BY CHARACTER ZONE (Cont'd)

Character Zone	Town Center	Regional Center	Village Center	Mixed-Use	Neighborhood Transition	Escarpment Transition	Standard
Sign Type							
Private Open Space Amenity Contact Information Signs	P	P	P	P	P	P	<ul style="list-style-type: none"> • Sign edges shall be no more than 18 inches. • Lettering shall be no less than 1-inch high. • Contacts for maintenance and liability information shall be included.
Sandwich Board Signs	P	P	P	P	P	P	<ul style="list-style-type: none"> • Permitted only for retail, service, or restaurant uses. • Limited to 8 SF per sign face per storefront. • May not exceed 4 feet in height. • A minimum of 6 feet of sidewalk shall remain clear. • May use chalkboards for daily changing of messages. • Shall be removed every day after the business is closed.
Window Signs	P	P	P	P	P**	P**	<ul style="list-style-type: none"> • Limited to 10% of the window area. • In the Transition Zones, window signs are only permitted for commercial uses (including the “work” component of live-work uses). • The following shall be exempt from this limitation: <ul style="list-style-type: none"> • Addresses, closed/open signs, hours of operation, credit card logos, real estate signs, and now hiring signs. • Mannequins and storefront displays of merchandise sold. • Interior directory signage identifying shopping aisles and merchandise display areas.
Temporary Construction Signs	P	P	P	P	P	P	Per Section 14-16-3-5 of the City Zoning Code.

** Commercial uses only.

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