



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.



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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"> [Pending]
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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