



# 8.0 Sign Standards

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### 8.0 Sign Standards



#### 8.1. Applicability

- 8.1.1. Except as specifically listed below, all other signage and sign standards shall comply with City Zoning Code §14-16-3-5, as amended.
- 8.1.2. Signs along Unser Boulevard must also comply with the Design Overlay Zone (DOZ) for that roadway adopted in 1992. [See **Exhibit 8.1 on page 133.**] Where conflicting, the most restrictive regulation prevails, except that sandwich board signs and blade signs (including both building and tenant signs) are permitted within Volcano Heights per the regulations in **Table 8.1.**
- 8.1.3. Where the Zoning Code, Unser DOZ, or Plan is silent, relevant regulations in the other locations prevail.
- 8.1.4. For new signs, the standards in **Table 8.1** shall apply, and sign permits may be approved administratively unless specifically noted in this section.
- 8.1.5. Properties are allowed as many sign types as permitted by zone.
- 8.1.6. Definitions and examples of each sign type are included in **Section 3.5** of this Plan.

**8.2. 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:

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



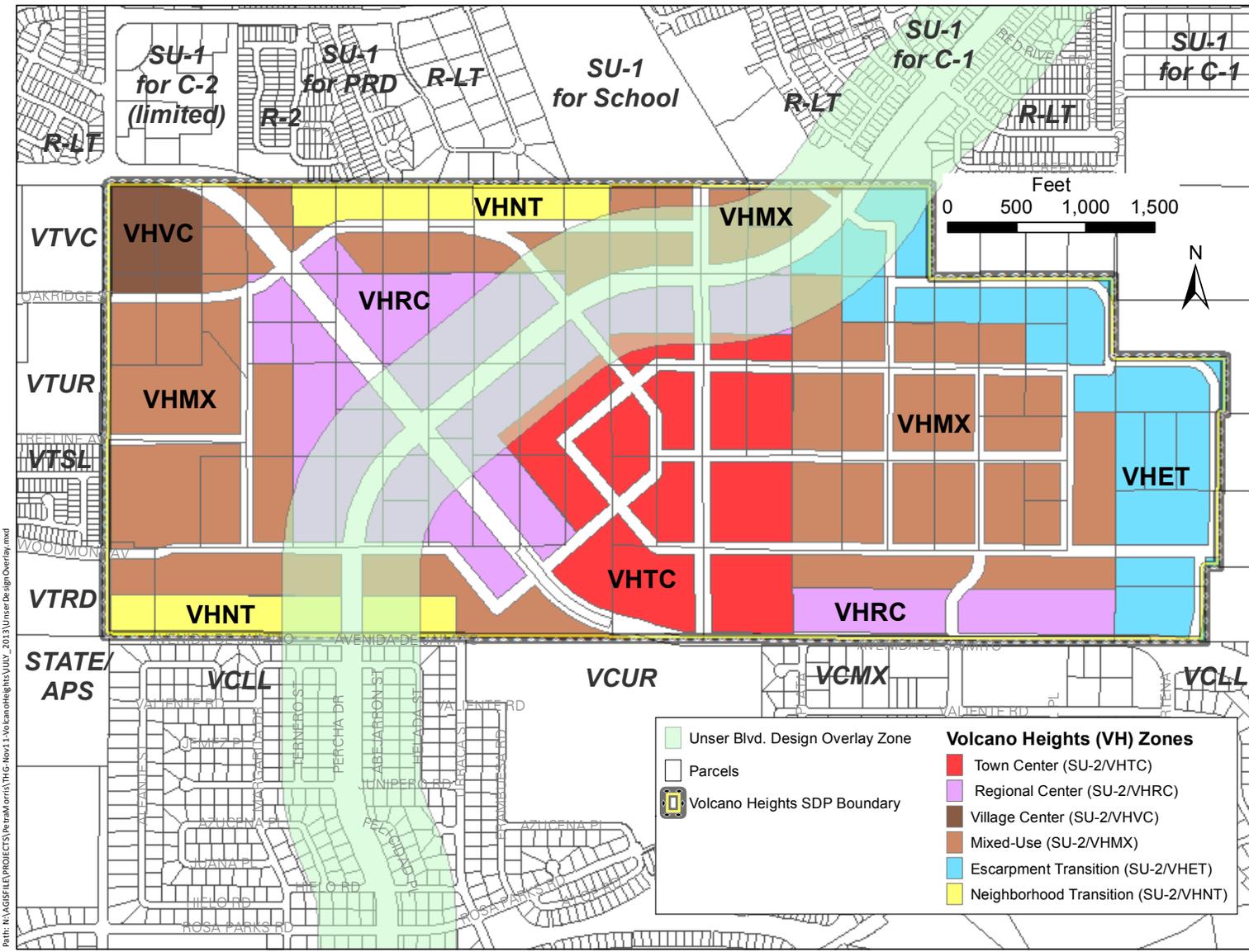


Exhibit 8.1 – Unser Design Overlay Zone within the Volcano Heights Plan Area

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TABLE 8.1 -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 City Zoning Code §14-16-3-5.   |
| Attached Signs | P           | P               | P              | P         | P *                     | P *                   | <ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li><b>Institutional uses</b> (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.</li> <li><b>Live-Work</b> and Home occupations: One sign limited to an area of 20 SF max.</li> <li>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. [See also <b>Section 11.2.8 starting on page 195.</b>]</li> <li>Building signs may be internally or externally lit.</li> <li><b>Marquee signs</b> as only permitted as specified below.</li> </ul> |
| Banners        | P           | P               | P              | P         | P                       | P                     | Per City Zoning Code §14-16-3-5.   |

\* Commercial and live-work uses only.

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TABLE 8.1 -SIGN TYPES BY CHARACTER ZONE (Cont'd)

| Character Zone        | Town Center | Regional Center | Village Center | Mixed-Use | Neighborhood Transition | Escarpment Transition | Standard  |
|-----------------------|-------------|-----------------|----------------|-----------|-------------------------|-----------------------|---|
| Sign Type             |             |                 |                |           |                         |                       |   |
| Blade Signs, Building | P           | P               | P              | P         | P**                     | P**                   | <ul style="list-style-type: none"> <li>• One per <b>building</b> (commercial and mixed use buildings only)</li> <li>• Area = 30 SF maximum per sign face.</li> <li>• May encroach a maximum of 6 feet over a sidewalk but shall not encroach over any parking or travel lane. [See also <b>Section 11.2.8 starting on page 195.</b>]</li> <li>• <b>Building blade signs</b> may be attached to the building at the corners of building or along any street-facing façade above the first floor façade.</li> <li>• Minimum vertical clearance from the finished sidewalk shall be 11 feet.</li> </ul>  |
| Blade Signs, Tenant   | P           | P               | P              | P         | P**                     | P**                   | <ul style="list-style-type: none"> <li>• One per commercial tenant space (retail, office, or restaurant use).</li> <li>• Area = 16 SF maximum per sign face.</li> <li>• May <b>encroach</b> a maximum of 4 feet over a public sidewalk, but shall not encroach over any parking or travel lane. [See also <b>Section 11.2.8 starting on page 195.</b>]</li> <li>• <b>Tenant blade signs</b> shall be oriented perpendicular to the building façade and hung under the <b>soffit</b> of an arcade or under a canopy/<b>awning</b> 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.</li> </ul> |



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TABLE 8.1 –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"> <li>• Shall be allowed for all multi-tenant commercial and mixed-use buildings only.</li> <li>• One directory sign per multi-tenant building limited to 12 SF in area.</li> <li>• Freestanding directory signs shall not be permitted. Design of the sign shall be integral to the façade on which the sign is to be affixed.</li> </ul>   |
| Electronic Signs         |             |                 |                |           |                         |                       | Per City Zoning Code §14-16-3-5.  |
| For Sale/For Lease Signs | P           | P               | P              | P         | P                       | P                     | <ul style="list-style-type: none"> <li>• Size is limited to 32 SF per sign face.</li> <li>• All other standards are per City Zoning Code §14-16-3-5.</li> </ul>   |
| Interpretive Signs       | P           | P               | P              | P         | P                       | P                     | Per <b>Table 6.3.k</b> in this Plan.  |
| Marquee Signs            | P           | P               | P              | P         | NP                      | NP                    | <ul style="list-style-type: none"> <li>• Permitted for theaters, auditoriums, and other public gathering venues of 100 persons or more.</li> <li>• <b>Marquee signs</b> shall be attached to the building or located above or below a canopy only.</li> <li>• Area = 100 SF maximum.</li> <li>• Message board may be changeable copy (non-electronic).</li> <li>• Electronic message boards are regulated per City Zoning Code §14-16-3-5.</li> </ul> |
| Monument Signs           | P           | P               | P              | P         | NP                      | P**                   | <ul style="list-style-type: none"> <li>• One <b>monument sign</b> 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.</li> </ul>  |

\*\* Commercial uses only.

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TABLE 8.1 –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"> <li>• Sign edges shall be no more than 18 inches.</li> <li>• Lettering shall be no less than 1-inch high.</li> <li>• Contacts for maintenance and liability information shall be included.</li> </ul>  |
| Sandwich Board Signs                                 | P           | P               | P              | P         | P                       | P                     | <ul style="list-style-type: none"> <li>• Permitted only for retail, service, or restaurant uses.</li> <li>• Limited to 8 SF per sign face per storefront.</li> <li>• May not exceed 4 feet in height.</li> <li>• A minimum of 6 feet of sidewalk shall remain clear.</li> <li>• May use chalkboards for daily changing of messages.</li> <li>• Shall be removed every day after the business is closed.</li> </ul>  |
| Window Signs   | P           | P               | P              | P         | P **                    | P**                   | <ul style="list-style-type: none"> <li>• Limited to 10% of the window area.</li> <li>• In the Transition Zones, window signs are only permitted for commercial uses (including the “work” component of <b>live-work</b> uses).</li> <li>• The following shall be exempt from this limitation:                             <ul style="list-style-type: none"> <li>• Addresses, closed/open signs, hours of operation, credit card logos, real estate signs, and now hiring signs.</li> <li>• Mannequins and storefront displays of merchandise sold.</li> <li>• Interior directory signage identifying shopping aisles and merchandise display areas.</li> </ul> </li> </ul> |
| Temporary Construction Signs                         | P           | P               | P              | P         | P                       | P                     | Per City Zoning Code §14-16-3-5.  |



\*\* Commercial uses only.

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