

Section 21-07.03 Sign Regulations.

(e) On-Premise Signs: MU - Mixed Use District and CBD – Central Business District

(1) *Freestanding Identification Signs.*

(A) Type of Signs.

Freestanding identification signs shall be monument signs.

(B) Number of Signs.

One (1) *freestanding identification sign* shall be permitted for each *street* or *limited access highway* which abuts a *lot*.

When a *lot* abuts more than one *street* or *limited access highway* and qualifies for an additional *freestanding identification sign*, the minimum separation between *freestanding identification signs* on the *lot*, regardless of the orientation of the *freestanding identification signs*, shall be one hundred (100) feet.

(C) Maximum Sign Surface Area of Freestanding Signs.

Maximum *sign surface area* shall apply individually to each *street* or *limited access highway*.

The maximum *sign surface area* shall not exceed one (1) square foot for each one (1) lineal foot that a *lot* abuts a *street* or *limited access highway* to a maximum *sign surface area* of:

- i. MU District – thirty-two (32) square feet per *street* or *limited access highway*.
- ii. CBD District – sixty-four (64) square feet per *street* or *limited access highway*.

(D) Minimum Front Yard Setback, Side Yard Setback and Rear Yard Setback for Freestanding Identification Signs.

- i. Limited Access Highway – The minimum *front yard setback* for any *freestanding identification sign* shall be fifty (50) feet from *proposed right-of-way*.

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- ii. All Other Streets – There shall be no minimum required *front yard setback, side yard setback* or *rear yard setback* for *freestanding identification signs*, provided, however, such *signs* shall not encroach into any *public right-of-way* or any clear sight area regulated by Section 21-01.01 (t) – Clear Sight Area Requirements.

(E) Maximum Height of *Freestanding Identification Signs*.

The maximum height of a *freestanding monument identification sign* shall not exceed:

- i. MU *District* – eight (8) feet in height above *grade*.
- ii. CBD *District* – fifteen (15) feet in height above *grade*.

(2) *Building Identification Signs* in the MU *District* and CBD *District*.

(A) Lower Level *Building Identification Signs*.

Building identification signs located on the first eighteen (18) feet of *building* height or the actual *building* height, whichever is less, shall be considered lower level *building identification signs*. Lower level *building identification signs* shall be limited to *wall signs*. In addition, *awning signs, canopy signs* or *marquee signs* may be permitted subject to the provisions of Section 21-07.03 (e) (2) (D), below, or *projecting signs* may be permitted subject to the provisions of Section 21-07.03 (3) (2) (C), below.

The total *sign surface area* of all lower level *building identification signs* oriented to an individual *facade* shall not exceed:

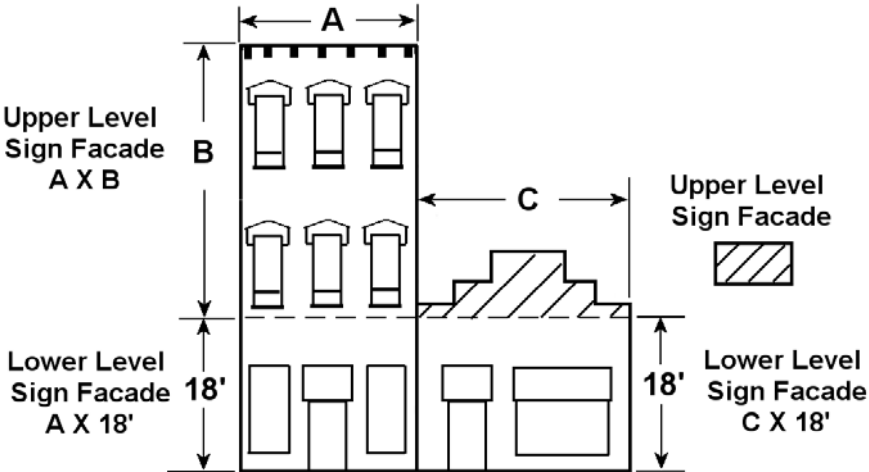
- i. *Front Facade* – ten (10) percent of the total area of the first eighteen (18) feet or the actual *building* height, whichever is lesser, of *front facade* of a *building*; and,
- ii. *Side Façade* and *Rear Façade* – five (5) percent of the total area of the first eighteen (18) feet or the actual *building* height, whichever is lesser, of a *side* or *rear facade* of a *building*, provided, however, that for any *side façade* or *rear façade* of a *building* oriented toward a customer *parking area, street* or *limited access highway*, the maximum *sign surface area* of ten (10) percent shall apply.

(B) Upper Level *Building Identification Signs*.

Building identification signs located above the first eighteen (18) feet of *building* height shall be considered upper level *building identification signs*. Upper level *building identification signs* shall be limited to *wall signs*.

The total *sign surface area* of all upper level *building identification signs* oriented to an individual *facade* shall not exceed:

- i. *Front Facade* - five (5) percent of the total area of the *front facade* of a *building* located above eighteen (18) feet above *grade*; and,
- ii. *Side and Rear Facades* - three (3) percent of the total area of a *side* or *rear facade* of a *building* located above eighteen (18) feet above *grade*, provided, however, that for any *side facade* or *rear facade* of a *building* oriented toward a customer *parking area*, *street* or *limited access highway*, the maximum *sign surface area* of five (5) percent shall apply.



Determination of Lower Level / Upper Level Signs

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(C) *Projecting Building Identification Signs.*

i. Maximum Height of *Projecting Building Identification Signs.*

Projecting building identification signs shall not extend above the roof line.

ii. *Sign Surface Area.*

a. Total Area – The *sign surface area* of a *projecting building identification sign* shall not exceed the *sign surface area* allocated to either: lower level *building identification signs*; or, upper level *building identification signs*, whichever is applicable based upon the location on façade of the *building* upon which the *projecting building identification sign* is attached.



Projecting Sign

b. *Sign Split between Upper and Lower Levels* – In the case of a *projecting building identification sign* located partially as a lower level *sign* and partially as an upper level *sign*, the *sign surface area* regulations regarding upper level *building identification signs* shall apply.

c. *Corner Lots* – In the case of a *projecting building identification sign* located on the corner of a *building* oriented toward the intersection of two or more *streets*, such corner *projecting building identification sign* shall count against the total *sign surface area* of *building identification signs* authorized on the smaller *front façade*.

- iii. Maximum Number of *Projecting Building Identification Signs*.
 - a. *Front Façade* – One (1) *projecting building identification sign* shall be permitted for each two-hundred (200) feet in width of a *front façade* of a *building* oriented toward a *street*. Whenever more than one (1) *projecting building identification sign* is permitted, the minimum separation between *projecting building identification signs* oriented toward the same *street* shall one-hundred (100) feet.
 - b. *Corner Lots* – In the case of a *building* located on a *corner lot*, a *projecting building identification sign* may be located at the corner of the *building* oriented toward the intersection of two or more *streets*, provided, however, that no other *projecting building identification signs* shall be located on the same *building* within one-hundred (100) feet of a corner *projecting building identification sign*, regardless of orientation.
- iv. Maximum Projection from *Building* for *Projecting Building Identification Signs*.
 - a. *Projection from Building* – No *projecting building identification sign* or *sign structure* supporting a *projecting building identification sign* shall extend more than eight (8) feet from or beyond its supporting *building*.
 - b. *Distance from Curb* – No *projecting building identification sign* or *sign structure* shall not extend any closer to an imaginary perpendicular vertical plane located at the *street* pavement line, curb or outside edge of sidewalk than three (3) feet.
 - c. *Encroachment over Right-of-Way* – *Projecting building identification signs* in compliance with the above regulations may project into the air rights of a *public right-of-way* if approval for such encroachment into the air rights of a *public right-of-way* is obtained from the governmental authority having jurisdiction prior to the placement of the *projecting building identification sign*.

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- v. Minimum Height Above *Grade* for a Projecting *Building Identification Sign*.

The bottom edge of a *projecting building identification sign* shall not be less than ten (10) feet above *grade* over a *walkway* or fifteen (15) feet above *grade* over a *driveway*.

- (D) *Awning Sign, Canopy Sign or Marquee Sign*.

Wherever a lower level *building identification sign* is permitted, the use of an *awning sign, canopy sign or marquee sign* shall be allowed subject to the following provisions:

- i. Total Area – The total area of the *awning, canopy or marquee* (i.e., the combined two dimensional surface area of all sides of the *awning, canopy or marquee*) shall not exceed the *sign surface area* allocated to lower level *building identification signs* on the *facade* of the *building* upon which the *awning, canopy or marquee* is attached.
- ii. *Sign Surface* – The portion of the *awning, canopy or marquee* which includes a *sign surface* shall not exceed:
 - a. fifty (50) percent of the total area of an *awning or canopy*; or,
 - b. seventy-five (75) percent of the total area of a *marquee*.
- iii. Clearance to Grade – The bottom edge of the:
 - a. *awning or canopy* shall:
 - 1. not be less than eight foot – six inches (8' – 6") above *grade* over a *walkway* for any portion of a rigid framing; and,
 - 2. not less than seven foot – six inches (7' – 6") above *grade* over a *walkway* for any portion of a flexible cloth, canvas or similar skirt which may be suspended below the rigid framing a maximum of one (1) foot;
 - b. *marquee* shall not be less than nine (9) feet above *grade* over a *walkway*; or,

- c. *awning, canopy or marquee* shall not be less than fifteen (15) feet above *grade* over a *driveway, interior access drive or alley*.
 - iv. Projection from *Building* – The maximum projection of an *awning, canopy or marquee* shall not exceed eight (8) feet from or beyond its supporting *building* and shall not project beyond any *walkway* adjacent to the *building*.
 - v. *Marquee Sign* – A *marquee sign* may include a non-changeable copy *sign* attached to or mounted on top of a *marquee*, subject to the *sign surface area* limitations set forth above.
 - vi. Encroachment Over *Public Right-of-Way* – No *awning, canopy or marquee* shall encroach into the air rights of any *public street right-of-way*.
- (3) *Incidental Signs.*
- (A) Type of *Signs*.
Incidental signs shall be *monument signs* or *wall signs*.
 - (B) Number of *Signs*.
 - i. If a *lot* has one (1) *driveway*, two (2) *incidental directional signs* shall be permitted at the *driveway* entrance or exit;
 - ii. If a *lot* has more than one (1) *driveway*, one (1) *incidental directional sign* shall be permitted for each *driveway*; and,
 - iii. One (1) *incidental directional sign* or one (1) *incidental parking and loading sign* shall be permitted at each critical turning point along an *interior access drive* when required to safely direct vehicular traffic (e.g., to direct vehicular traffic to: a drive-up window; a customer or employee *parking area*; or, a delivery or *loading area*).

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(C) *Maximum Sign Surface Area of Incidental Signs.*

The maximum *sign surface area* of *incidental signs* shall not exceed:

- i. *MU District* – two (2) square feet in *sign surface area* per *sign*.
- ii. *CBD District* – six (6) square feet in *sign surface area* per *sign*.

(D) *Minimum Front Yard Setback, Side Yard Setback and Rear Yard Setback for Freestanding Incidental Signs.*

There shall be no minimum required front yard setback, side yard setback or rear yard *setback* for *freestanding incidental signs*, provided, however, such *signs* shall not encroach into any *public right-of-way*.

(E) *Maximum Height of Freestanding Incidental Signs.*

The maximum height of a *freestanding incidental monument sign* shall not exceed four (4) feet in height above *grade*.

(4) *Suspended Signs.*

Suspended signs shall be permitted on any *building* containing two or more individual, non-related and separately operated *uses* subject to the following regulations:

- (A) There shall be no more than one (1) *suspended sign* per *front facade* of the *structure* or tenant space of each grade-level tenant.
- (B) The maximum *sign surface area* of a *suspended sign* shall not exceed five (5) square feet.
- (C) All portions of the *suspended sign* or *sign structure* shall be not less than eight foot – six inches (8' – 6") above finished *grade* if made of rigid construction, or seven foot – six inches (7' – 6") above *grade* if made of a flexible cloth, canvas or similar material.