

## III. Signage

### A. Intent

Signs are important to the success of most commercial activities, identifying the business to both pedestrian and occupants of passing vehicles. The intent of this section is to help enliven retail, restaurant and mixed use areas by allowing for a reasonable amount of signage that is in keeping with the context of the individual Sub-districts, yet limiting the visual clutter that signage can otherwise create. Signs shall be straightforward, professional in appearance, and clear as to the ability to convey its information. Signs should also be provided in a manner that is appropriate in scale for the public realm, particularly in a pedestrian oriented environment. These standards should not be interpreted to prevent Sub-district-oriented signs such as seasonal banners and wayfinding signs.

### B. Sign Regulations

#### 1. *General Standards*

The following standards shall apply to all sign types:

- a. The location, size, color, materials, and design of signs should be in keeping with the character of the individual Sub-districts.
- b. Signage should be oriented primarily towards the pedestrian in terms of scale and legibility in order to reinforce the pedestrian character of the Sub-districts.
- c. Signs should be integrated into the overall building design in terms of placement, materials, colors, scale, and proportions.
- d. Signs attached flush to the building should not obscure any significant architectural details.
- e. Sign materials should be durable.
- f. Sign lettering should be simple, legible and appropriately proportioned for clear communication.
- g. Signage may only be externally lit with a full-spectrum source, unless otherwise approved by a Minor Modification. External lighting options include: direct lighting, back lighting and halo lighting. Internally lit letters and neon are also permitted. Additionally, external light sources shall not be visually intrusive into the pedestrian environment.
- h. Identification signs within a single development should be similar in design to enhance consistency and project identity.
- i. Except as specifically listed in this Code, all other signage and sign standards shall comply with Chapter 18. Sign Regulations of the City's Code of Ordinances, as amended or its successors.

#### 2. *Regulation by Use*

- a. Address Signs  
Address signs are required for all buildings and shall be in conformance with the applicable regulations in the Code of Ordinances, as amended or its successors.
- b. Mixed Use and Non-Residential Uses
  - i. Ground floor
    - a) The ground floor of the building (maximum twenty-five feet in height) shall have a maximum combined effective area for all signs requiring a permit not exceeding 20% of the total area of the ground floor façade or 200 square feet,

- whichever is less. For multi-tenant buildings, the effective area for all signs for each tenant shall not exceed 20% of the total area for the tenant’s portion of the façade.
- b) Signs may be placed on each exterior façade, subject to the 20% limit per façade required in a). of this Subsection.
  - c) The total sign area may be divided into any combination of individual signs as allowed in Subsection III.E., Permitted Signs.
- ii. Upper story floors
    - a) The area above the ground floor shall have a maximum combined effective area for all signs requiring a permit not exceeding 5% of the total area of each façade above the ground floor.
    - b) Signs may be placed on each exterior façade, subject to the 5% limit per façade as provided in a) above.
    - c) The total sign area above the ground floor may be divided into any combination of individual signs as allowed in Subsection III.E., Permitted Signs.
    - d) If a ground floor use occupies one or more floors above the ground floor, that section of the façade above the ground floor is eligible for signage not to exceed 5% of the total area of the tenant’s portion of the façade above the ground floor.
  - iii. Monument signs shall be limited to one per lot street frontage as allowed in Subsection III.E., Permitted Signs, for properties with frontage along the streets listed below:
    - a) Belt Line Road/Main Street within the Central Place Sub-district;
    - b) Central Expressway frontage road within the Central Place, Interurban and Gateway Commercial Sub-districts;
    - c) West Spring Valley Road within the Gateway Commercial, Creative Corporate and Railside Sub-districts;
    - d) Centennial Boulevard within the Centennial Green Sub-district;
    - e) Greenville Avenue (South of Centennial Boulevard) within the Centennial Green Sub-district;
    - f) Buckingham Road within the Centennial Green and Creative Corporate Sub-districts;
    - g) Sherman Street within the Creative Corporate Sub-district;
    - h) Prestonwood Drive within the Creative Corporate Sub-district; and
    - i) TI Boulevard within the Creative Corporate Sub-district.
  - iv. For properties with street frontage along Central Expressway frontage road, pole signs shall be allowed in accordance with Chapter 18. Sign Regulations of the City’s Code of Ordinances, as amended or its successors for retail and commercial zoning districts.
- c. Multi-family Uses
 

The following regulations shall apply to buildings used solely for residential purposes. For Mixed Use buildings that include multi-family residential uses, refer to Subsection III.B.2.b. Mixed Use and Non-Residential Uses, above.

    - i. The maximum combined effective area of all signs requiring a permit may not exceed 5% of the total area of each façade.
    - ii. The total sign area may be divided into any combination of individual signs as allowed in Subsection III.E., Permitted Signs.

- iii. Signs may be placed on each exterior façade, subject to the 5% limit per façade as provided in Subsection III.B.2.c.i., in this subsection.
- iv. Monument signs shall be limited to one per lot street frontage as allowed in Subsection III.E., Permitted Signs, for properties with frontage along the streets listed below:
  - a) Belt Line Road/Main Street within the Central Place Sub-district;
  - b) Central Expressway frontage road within the Central Place, Interurban and Gateway Commercial Sub-districts;
  - c) West Spring Valley Road within the Gateway Commercial, Creative Corporate and Railside Sub-districts;
  - d) Centennial Boulevard within the Centennial Green Sub-district;
  - e) Greenville Avenue (South of Centennial Boulevard) within the Centennial Green Sub-district;
  - f) Buckingham Road within the Centennial Green and Creative Corporate Sub-districts;
  - g) Sherman Street within the Creative Corporate Sub-district;
  - h) Prestonwood Drive within the Creative Corporate Sub-district; and
  - i) TI Boulevard within the Creative Corporate Sub-district.
- d. Single family Detached and Townhome Uses  
In addition to any required address number signs, only a nameplate is permitted.

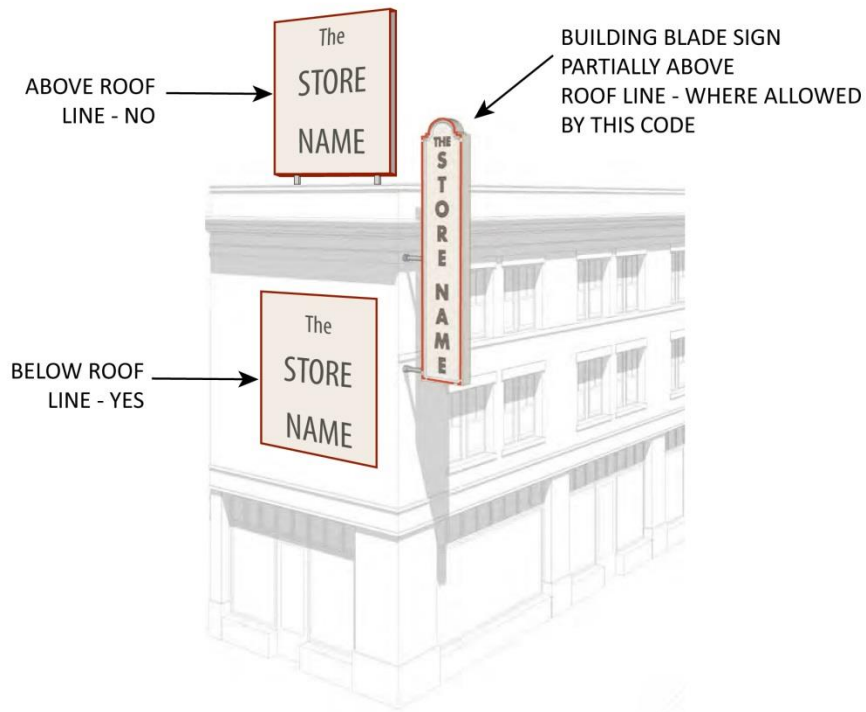
### **C. Master Sign Plan**

For sites larger than seven acres, an applicant has the option to establish unique sign standards including size, color, type, design, and location. Such applications shall be reviewed as “Master Sign Plans” by the City Manager or designee and are subject to approval by the City Plan Commission. In evaluating a Master Sign Plan, the City Plan Commission shall consider the extent to which the proposed Master Sign Plan is consistent with the following criteria:

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

**D. Prohibited Signs**

1. The following signs shall not be allowed:
  - a. Off-premise signs, except that District Identity Signs may be located off premises subject to approval of a Minor Modification;
  - b. Internally-lit box signs (except for building blade signs);
  - c. Flashing, animated or running light signs;
  - d. Pole signs, except where allowed along Central Expressway frontage road as provided in the Code; and
  - e. Hot air balloon shaped and other inflatables.
2. Signs shall not be roof-mounted or project above the roof line, except for Building Blade Signs where permitted in the Code.



**E. Permitted Signs**

Signage is allowed in accordance with the requirements set forth in the following table.

<b>Address Sign</b>					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	P	P	P	P	No
Standards	Address signs meeting the requirements outlined below shall not require a sign permit prior to installation: a. Address sign text shall be no larger than twelve inches in height. b. Address signs, including suite numbers, shall be limited to one per entrance. c. Address signs shall be in conformance with the regulations in the Code of Ordinances.				
<b>A-Frame/Sandwich Board Sign</b>					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	-	-	-	P	No
Standards	a. A-Frame/Sandwich board signs shall be limited to one per business and may only advertise retail/commercial activities and shall not be used to advertise real estate sales or leasing opportunities. b. Signs shall not be located within the minimum required sidewalk as per the applicable Street Typology and Streetscape Standards; however, signs may be located within the landscape/amenity (or amenity) zone per the applicable Street Typology and Streetscape Standards, as well as within sidewalk areas outside of the minimum required sidewalk. c. Signs shall be located within twenty feet of the primary entrance to the business. d. Signs shall not exceed eight square feet in area per face and four feet in height. The entire sign structure shall be included in the calculation of the sign area. e. Signs shall be professionally manufactured with the frame of the sign made from wood or finished metal. PVC and Coroplast shall not be allowed as sign materials. f. Attachments to the sign shall not be permitted. g. Signs may include a chalkboard or bulletin board. h. Signs shall be weighed down with weights integrated into the sign but shall not be weighted with sand bags or similar methods or chained or bolted to the building, sidewalk, street signs, light poles or other street furnishings. i. Signs shall be used during business hours only and shall not be left outside the building overnight.				
<b>Awning/Canopy Sign</b>					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	-	-	P	P	Yes
Standards	a. Awning /Canopy signs shall be permitted for ground floor uses only. b. Signs on awnings/canopies shall be printed, painted or applied directly on the surface of the awning. c. Backlighting of awning /canopy signs shall be prohibited. d. Awnings/Canopies shall be made of metal or heavyweight canvas or laminated material (minimum fourteen oz. woven acrylic, sixteen oz. opaque or translucent vinyl, or 20 oz. eradicable vinyl). e. A minimum of eight feet of vertical clearance shall be maintained between the lowest element of the sign and the sidewalk level. f. Sign graphics shall not exceed 33% of the awning/canopy face of which the graphic is applied to.				

<b>Building Blade Sign</b>					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	-	-	P	P	Yes
Standards	a. Maximum of one building blade sign shall be allowed per building. b. The sign may be attached to the building at the corner or along any street frontage above the first floor façade. c. The sign may encroach into the Build-To Zone but shall not overhang the minimum required sidewalk, landscape/amenity (or amenity) zone, or any parking or travel lane, per the applicable Street Typology and Streetscape Standards. d. The maximum area of the sign shall be thirty square feet per face. e. A minimum of eight feet of vertical clearance shall be maintained between the lowest element of the sign and the sidewalk level. f. The top of the sign may extend above the principal building’s roof line a maximum distance equal to 25% of the height of the sign.				
<b>Building Directory Sign</b>					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	-	-	P	P	No
Standards	a. Exterior building directory signs shall be allowed on multi-tenant buildings where there are two or more tenants without direct outside access to a public street. One exterior directory sign per entrance shall be permitted. b. The exterior directory sign shall include only building information (name, address and logo) and building tenant information (name and suite). The sign shall not contain advertising. c. Text size is limited to three inches for building name and logo, and one inch for all other information. All tenant information should utilize a single text font. d. Building directory signs may be illuminated. e. The sign shall project a maximum of four inches from the wall to which it is attached. f. A building directory sign shall not extend above the parapet, eave or building façade. g. Maximum size shall be ten square feet.				
<b>Building Identification Sign</b>					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	-	-	P	P	Yes
Standards	a. Building identification signs shall be limited to one per building face. b. Each sign must be twelve feet or more above sidewalk level. c. Applied letters shall be constructed of painted cast metal, bronze, brass, or anodized aluminum. Applied plastic letters are prohibited. d. A Minor Modification may be requested to allow individual letters and/or a logo on a building identification sign to be internally lit, subject to conformance with other applicable codes.				

<b>Bulletin Board Sign</b>					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	-	-	-	P	Yes
Standards	<ul style="list-style-type: none"> <li>a. Bulletin board signs are signs which may include restaurant menus, community notices, real estate offerings and or other notices.</li> <li>b. Signs must be contained within a display case, have a glass cover and be constructed only of materials that are noncombustible or slow-burning in the case of plastic inserts and faces, except as noted herein.</li> <li>c. Combustible materials may be used, providing the sign is attached to a wall with a minimum two-hour fire resistive rating.</li> <li>d. Bulletin board signs placed on heavy wood construction may be of combustible materials, but in no case shall they be internally illuminated.</li> <li>e. A bulletin board sign shall be designed, constructed and attached so as to withstand a wind pressure of not less than 30 pounds per square foot.</li> <li>f. The display case shall be attached to the building wall next to the main entrance, and the display case shall not extend above the height of the main entrance doorway; the display case may be lighted.</li> <li>g. The total area of the sign shall not exceed ten square feet.</li> </ul>				
<b>Directional Sign</b>					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	-	-	P	P	Yes
Standards	<ul style="list-style-type: none"> <li>a. Signs shall be limited to maximum four feet in height and eight square feet in area.</li> <li>b. Submission to the City Manager shall include, but not be limited to, a site drawing showing the location of the proposed sign(s), a dimensional drawing showing size and content, a designation of the material or materials to be used, and the proposed method of erection.</li> </ul>				
<b>District Identity Sign</b>					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	-	-	-	-	Yes
Standards	<ul style="list-style-type: none"> <li>a. District identity signs shall display the name and/or symbol for a district or neighborhood.</li> <li>b. District identity signs shall be mounted on a wall or be a monument sign, and shall follow the requirements for wall signs and monument signs as provided herein the Code.</li> <li>c. District identity signs shall also be pole banner signs, as allowed in accordance with Section 18-96(22) of Chapter 18. Sign Regulations of the Code of Ordinances, as amended or its successors, except that pole banners may also be allowed on light poles within the street right-of-way subject to the requirements allowed herein the Code for district identity signs located within street right-of-way. District identity signs may be located within a street right-of-way, including within a median, as long as the sign does not restrict visibility.</li> <li>d. If located within the street right-of-way, approval of the City Manager or designee shall be required in addition to any other approvals and the application for approval shall include, but not be limited to, a site drawing showing the location of the proposed sign(s), a dimensional drawing showing size and content, a designation of the material or materials to be used, and the proposed method of erection.</li> <li>e. District identity signs shall be securely anchored and may not be located in the minimum required sidewalk per the applicable Street Typology and Streetscape Standards.</li> <li>f. A Minor Modification may be requested to allow for the standard sign setback from a property line as required by Chapter 18. Signs of the Code of Ordinances, as amended or its successors, to be reduced in order to respond to site conditions.</li> </ul>				

<b>Electronic Messaging (Digital) Sign</b>					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	-	-	-	P	Yes
Standards	a. Electronic messaging (digital) signs shall be limited to monument signs and pole signs only, and shall be provided in accordance with the requirements for monument signs and pole signs provided herein the Code. b. 100% of total allowable sign area, or only up to 50% of the total allowable sign area if mixed with a non-electronic messaging element, shall be allowed for electronic messaging (digital) signs. c. Electronic messaging (digital) signs shall comply with Section 18-96(8) of Chapter 18. Sign Regulations of the City’s Code of Ordinances, as amended or its successors, except where specified herein the Code.				
<b>Flag, Corporate and Logo</b>					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	-	-	P	P	No
Standards	a. Corporate and logo flags shall be limited to one per site when accompanied by a U.S. and/or state flag of equal size or larger. b. Corporate and logo flags on non-residential, multi-family, and mixed use sites shall not exceed forty square feet for sites of less than one acre, sixty square feet for sites of more than one acre but less than five acres, and ninety-six square feet for sites of five or more acres.				
<b>Marquee Sign</b>					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	-	-	-	P	Yes
Standards	a. A maximum of one marquee sign shall be permitted for theaters, auditoriums and other public gathering venues accommodating one-hundred persons or more. b. The area of the sign shall be limited to one-hundred sq. ft. and may include changeable copy (electronic and non-electronic). c. A marquee sign must be attached to the building and may extend over the minimum required sidewalk but must not encroach into the landscape/amenity zone, and the sign shall maintain a minimum eight foot clearance between the lowest element of the sign and the sidewalk level.				
<b>Memorial Sign or Tablet</b>					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	P	P	P	P	No
Standards	a. Memorial signs may be constructed of bronze or other noncombustible materials attached to the building or may be cut into any masonry surface. b. Memorial signs shall not exceed four square feet in area, with one sign permitted for each building wall facing a street.				



<b>Monument Sign</b>					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	-	-	P	P	Yes
Standards	a. Monument signs shall be limited to an area of thirty-five square feet per sign face. b. Monument signs must be located from adjoining platted property lines per Chapter 18. Signs of the Code of Ordinances, as amended or its successors. However, a Minor Modification may be requested to allow for the standard sign setback from a property line as required by Chapter 18. Signs of the Code of Ordinances, as amended or its successors, to be reduced in order to respond to site conditions. c. Monument signs may be located within the required Build-To Zone. d. No monument sign shall obstruct the vision of traffic on public streets or be constructed so as to interfere with sight lines at elevations between two and one-half feet and eight feet above the top of the adjacent roadway curb within a triangular area formed by the intersection of adjacent curb lines from a point on each curb line twenty feet from the intersection. e. Monument signs shall be designed and constructed to withstand a wind pressure of not less than thirty pounds per square foot of area, and shall be constructed to receive dead load as required in the Richardson Building Code. f. All monument signs shall be placed on a concrete base or footing. Monument signs shall include materials selected from the exterior building materials used on the principal building on the site. g. Applied letters and logos shall be constructed of painted cast metal, brass, bronze or anodized aluminum. Applied plastic letters are prohibited. h. A Minor Modification may be requested to allow for individual letters and/or a logo on a monument sign to be illuminated, in conformance with other applicable codes. i. A maximum of one monument sign shall be allowed per lot street frontage. j. Monument Signs shall be limited to a maximum of eight feet in height (inclusive of the monument sign structure including the concrete base and/or footage above grade).				
<b>Mural</b>					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	-	-	-	P	No
Standards	a. Murals shall be reviewed and approved by the City Manager or designee for compliance with the definition of a mural. b. Murals shall be exempt from the requirements specified in III.B.2.b.i. and III.B.2.b.ii. of this Subsection.				
<b>Name Plate</b>					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	P	P	P	P	No
Standards	a. Nameplate signs shall not exceed one square foot in area, with one sign permitted for each residential unit.				
<b>Political Sign, Temporary</b>					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	P	P	P	P	No
Standards	a. Temporary political signs shall be permitted as authorized under state law and the Code of Ordinances, as amended or its successors.				

<b>Projecting and Hanging Sign</b>					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	-	-	P	P	Yes
Standards	<ul style="list-style-type: none"> <li>a. Projecting signs shall be constructed only of materials that are noncombustible or slow-burning in the case of plastic inserts and faces, except:                             <ul style="list-style-type: none"> <li>i. Combustible materials may be used, provided the sign is attached to a wall with a minimum two-hour fire resistive rating.</li> <li>ii. Projecting signs placed on heavy wood construction may be of combustible materials, but in no case shall they be internally illuminated.</li> </ul> </li> <li>b. Projecting signs shall specifically include any sign oriented perpendicular to the building façade, affixed to a projecting structure of a building and/or hung under an awning or the soffit of an arcade; a Minor Modification may be requested to allow the sign to extend above the façade of the structure or building to which it is attached.</li> <li>c. Sign shall be designed, constructed, and attached so as to withstand a wind pressure of not less than thirty pounds per square foot.</li> <li>d. Projecting signs may project from the face of the building a maximum distance of four feet and shall maintain a minimum clearance of eight feet between the lowest element of the sign and the sidewalk level, unless a landscape area or other feature is located below the sign.</li> <li>e. A maximum of one projecting sign shall be allowed per ground floor occupancy per building face.</li> <li>f. The area of the sign shall be limited to sixteen square feet per sign face.</li> </ul>				
<b>Promotional Sign, Temporary</b>					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	-	-	P	P	Yes
Standards	<ul style="list-style-type: none"> <li>a. Temporary promotional signs shall be submitted to the City Manager or designee for approval and shall include, but not be limited to, a drawing or sketch showing the type, size, height and location of the temporary promotional sign (including banners, flags and pennants), along with a description of the means of attachment or support and the stated purpose of the promotion.</li> <li>b. A promotion for a site, center, development or subdivision shall be considered separately from promotional signs for individual establishments within such site, center, development or subdivision.</li> <li>c. Specifically, temporary promotional signs shall include signs, banners, flags, balloons or pennants (but excluding hot air balloon shaped and other inflatables) promoting a merchandise program, opening of a retail or commercial establishment or center, special program of a public institution or the opening of a single family subdivision or multifamily development, providing that such sign shall have a maximum single use period of thirty days for the initial permit for a new business and a thirty day permit thereafter.</li> <li>d. Such sign shall have a minimum period between permits of seven days and a maximum number of four permits per year. The use of balloons shall be restricted to the initial 30-day permit. The size of a banner shall be limited to one square foot per lineal foot of lease space frontage up to a maximum of two hundred square feet.</li> <li>e. Freestanding temporary signs are limited to a maximum of four per site.</li> </ul>				

<b>Real Estate Sign</b>					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	P	P	P	P	No
Standards	<p>a. For single family uses, real estate signs shall not exceed eight square feet in area and four feet in height which advertise the sale, rental or lease of the premises upon which such signs are located. The number of such signs shall be limited to one per lot or development, except where such lot or development abuts more than one dedicated public street, one additional sign shall be allowed for each public street.</p> <p>b. For non-residential and multifamily uses, real estate signs shall not exceed twenty-four square feet in area and not exceed eight feet in height which advertise the sale, rental or lease of the premises upon which such signs are located. The number of such allowable signs shall be limited to one for lots having less than two hundred feet of street frontage. For lots having a minimum of two hundred feet or more of street frontage, two such signs shall be allowed plus one additional sign for each additional one hundred feet of street frontage. In no event may the number of such signs exceed four for a given lot. Such signs shall be removed upon issuance of any occupancy permit.</p>				
<b>Temporary Construction Sign</b>					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	P	P	P	P	No
Standards	<p>a. Temporary construction signs denoting the architect, engineer, contractor, subcontractor, and/or financier and temporary signs denoting the future location of a particular business, retail center or institution shall be limited to one construction sign and one future location sign per street adjacent to the construction site or future location site. Each sign shall be limited to thirty-two square feet in area and shall not extend above fifteen feet in height measured from ground level.</p> <p>b. Such signs must be located on the premises where the construction or the location being advertised is or will be occurring and shall be removed upon issuance of the certificate of occupancy.</p>				
<b>Wall Sign</b>					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	-	-	P	P	Yes
Standards	<p>a. Wall signs shall be constructed only of materials that are noncombustible or slow-burning in the case of plastic inserts and faces, except:</p> <ol style="list-style-type: none"> <li>i. Combustible materials may be used, providing the sign is attached to a wall with a minimum two-hour fire resistive rating.</li> <li>ii. Wall signs placed on heavy wood construction may be of combustible materials, but in no case shall they be internally illuminated.</li> </ol> <p>b. A wall sign shall not extend above the façade of the structure or building to which it is attached. Such sign shall be designed, constructed and attached so as to withstand a wind pressure of not less than thirty pounds per square foot.</p> <p>c. Wall signs shall maintain a minimum three feet from the edge of the wall or from the edge of the individual tenant space (excluding Building Identification Signs or Directory Signs).</p>				

Wayfinding Sign					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	-	-	P	P	Yes
Standards	<ul style="list-style-type: none"> <li>a. Wayfinding signs may display premise or non-premise messages.</li> <li>b. Wayfinding signs may be mounted on a wall or freestanding.</li> <li>c. All wayfinding signs must be spaced at least 300 feet apart</li> <li>d. Submission to the City Manager shall include, but not be limited to, a site drawing showing the location of the proposed sign(s), a dimensional drawing showing size and content, a designation of the material or materials to be used, and the proposed method of installation.</li> <li>e. Freestanding wayfinding signs:                             <ul style="list-style-type: none"> <li>i. Must be securely anchored;</li> <li>ii. May not be located in the minimum required sidewalk per the applicable Street Typology and Streetscape Standards; and</li> <li>iii. May not exceed eight feet in height</li> </ul> </li> <li>f. The message area identifying a district activity or containing an area wayfinding map must be oriented to be visible from a sidewalk within the public right-of-way.</li> <li>g. Wayfinding signs with area maps must have the word “information” or an information symbol above the message.</li> </ul>				
Window Sign					
Use Type Permitted	Single Family	Townhome	Multi-Family	Mixed Use and Non-Residential	Permit Required
	-	-	-	P	No
Standards	<ul style="list-style-type: none"> <li>a. Window signs, whether located on the internal or external window surface, shall not exceed a maximum of 25% of the window area. Where multiple windows exist fronting on a single street or sidewalk, the maximum 25% sign limitation shall apply to each individual window; in no case shall the signage be aggregated so as to be applied to any single window. Window signs shall include:                             <ul style="list-style-type: none"> <li>i. Signs painted on the surface of the window of a retail/commercial or office establishment.</li> <li>ii. Signs (except posters, below), banners or displays located on the surface of the window of a commercial or retail establishment.</li> <li>iii. Posters, providing such posters are not located on the external surface of the window.</li> <li>iv. Decorations intended to direct attention to public events, providing such signs are applied to the internal surface of the window.</li> </ul> </li> <li>b. Signs attached to the surface of a window that defines the name, proprietor, telephone number or address of such retail or commercial establishment.</li> </ul>				