

Sign Standards (SI)

5.73 SI-01: General Sign Standards

This Sign Standards section applies to the following zoning districts:



The intent of the Sign Standards is to accomplish the goals of the *City of Richmond Comprehensive Plan*; to regulate time, place, and manner characteristics of signs; to avoid the unnecessary proliferation of signs; to provide businesses with appropriate identification; to create a consistent streetscape; to maintain and enhance the aesthetic environment of the City; to eliminate potential hazards to motorists and pedestrians resulting from sign location and clutter; and to promote the health, safety, and welfare of the residents of zoning jurisdiction of the City of Richmond. The following standards apply:

- A. **Freedom of Speech:** Any permanent sign or standard temporary sign permitted by the Sign Standards may be used for freedom of speech purposes for any length of time.
- B. **Permits:**
 1. *Improvement Location Permit:* An Improvement Location Permit shall be required for all signs located, erected, constructed, reconstructed, moved, or structurally altered unless otherwise specified in this section.
 2. *State Permit:* All signs proposed to be located along a State-owned interstate or highway shall obtain the proper State sign permit or written authorization from the Indiana Department of Transportation prior to seeking an Improvement Location Permit.
 3. *Easement Holder Approval:* All signs proposed to be located within an easement shall obtain written approval from the easement holder for the proposed sign prior to seeking an Improvement Location Permit. For example, a sign proposed within a legal drain (i.e. regulated drain) easement shall obtain written approval from the County Drainage Board before applying for an Improvement Location Permit.
- C. **Cross Reference:**
 1. *Home Businesses:* Signs associated with a home business shall be exempt from the Sign Standards section, but shall comply with the standards in *Home Business Standards*.
 2. *Lighting Standards:* When illumination of signs is permitted by this Sign Standards section, all illumination and lighting associated with signs shall meet the glare, light trespass, and other standards in *Section 5.50: Lighting Standards*.
- D. **Devices, insignias, and Text Not Considered Signs:** The following devices, insignias and uses of text are not considered signs and therefore are not regulated by the Sign Standards.
 1. *Political Flags:* The flag of any nation, state, city, or other political unit is exempt.
 2. *Outdoor Scoreboard:* An outdoor scoreboard used in conjunction with a legally-established sport field is exempt. However, when the scoreboard is visible from a public street and contains a commercial message, it shall comply with the sign standards for the applicable zoning district.
 3. *Addresses:* Posting of a street address on a mailbox, building, or other prominent location to provide adequate property identification.
 4. *Public Safety Message:* Posting of a public safety or private property message. Examples include "Beware of Dog," "Private Property," "No Trespassing," "Gas Line," "Weight Limit," "Video Surveillance," and "No Turnaround."
 5. *Operational Limitations or Information:* Posting of operational limitations and information. Examples include hours of operation, admittance requirements (e.g. "Minimum Age is 18 to Enter"), "Employees Only," "Men's Restroom," "Women's Restroom," "Visitor Parking," and "No Deliveries."
 6. *Required Postings:* Messages required by a State agency, State law, federal agency, or federal law.
 7. *Religious Symbols:* Religious symbols incorporated into the architecture on places of worship or other structures occupied by religious organizations.
 8. *Holiday Decorations:* Holiday decorations, provided they convey no commercial message.
 9. *Artistic Expression:* Artistic expression on the wall of a building, provided they convey no commercial message. Artistic expressions with a commercial message shall be regulated as a wall sign.
 10. *Political Campaign Signs:* Political campaign signs are a type of freedom of speech and are not a regulatable device.
 11. *Signs in Right-of-way:* A sign permitted by the controlling agency of a right-of-way.
 12. *Entryway Features:* An entryway feature regulated by and approved as a design feature of a subdivision.

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- E. Exempt: The following items shall be exempt from the Sign Standards and therefore, exempt from obtaining an Improvement Location Permit.
1. *Face-out, Face-in Change*: The face of a permanent sign, conforming or legal non-conforming, may be removed and replaced provided:
 - a. The sign area is not increased or decreased,
 - b. The sign height does not increase or decrease,
 - c. The sign mass does not increase or decrease,
 - d. The interior or exterior lighting element does not increase or decrease in intensity,
 - e. The sign location is not shifted or relocated,
 - f. The sign face method or type does not change (e.g. replacing a painted wood sign face with a backlit plastic sign face), or
 - g. The sign's structure is not changed or modified in a way that changes compliance with any applicable time, place, or manner standards.
 2. *Changeable Copy*: The changeable content on a permitted changeable copy sign shall be exempt from any sign regulations as long as the changeable content is installed such that it extends outside of the permitted sign area.
 3. *Postings*: Postings on a permanent and permitted display board sign.
 4. *Indoor Commercial Messages*: Commercial messages displayed inside a building that cannot be viewed legibly by pedestrians or drivers outside the building. Examples include a commercial message on a score-board inside a gymnasium, a wall clock inside a restaurant with a branded logo, and a large framed image of a product mounted on the wall of a retail store.
 5. *Miniscule Commercial Messages*: Miniscule commercial messages displayed on or near a primary entrance provided that the area of each miniscule commercial message does not exceed thirty (30) square inches and the cumulative area of all miniscule commercial messages does not exceed 240 square inches per primary entrance. Examples include "Visa," "Master Card," "Diner's Club," "ATM," and corporate logos.
 6. *Menu Sign*: A menu board used for a motor vehicle drive-through window or for walk-up window service shall be exempt.
 7. *Window Signs*: Signs displayed on the inside of windows shall be exempt.
- F. Prohibited Signs:
1. *Prohibited Types*:
 - a. *Flashing Signs*: Signs that gain attention through flashing (i.e. flashing signs) shall not be permitted.
 - b. *Vehicle Signs*: Vehicles with a sign area greater than fifty (50) square feet in area shall not be permitted to be parked for the primary purpose of displaying the sign. Prohibited vehicle signs shall not be construed to include vehicles with signs on them that:
 - i. Are lawfully parked overnight or during non-business hours in a discreet location.
 - ii. Are making deliveries, sales calls, transporting persons or property, or customary practices relating to operating the business.
 - iii. Are used in conjunction with customary construction operations on a construction site.
 - c. *Skyward Lights*: Strobe lights, search lights, beacons, or any light or lights that rapidly flash, project light in visible beams skyward, or project light horizontally in a circle shall not be permitted regardless if the light is part of or independent of a sign, except as approved for special events on a temporary basis.
 - d. *Signs with Moving or Movable Parts*: Signs or devices with visibly moving parts, shall not be permitted.
 - e. *Animated Signs*: Signs that gain attention through animation shall not be permitted.
 2. *Content*:
 - a. Signs that convey obscene content, indecent content, or profane words not allowable on broadcast television or radio during daytime hours according to the rules of the FCC shall not be permitted.
 - b. Signs that emulate emergency service vehicles or common traffic signs or signals shall not be permitted (e.g. signs that uses "Stop," "Slow," "Caution," "Danger," "Warning," or similar words with similar materials, scale, color, and location resulting in driver confusion or otherwise unsafe conditions).

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- G. Prohibited Location: Signs, regardless of type, shall not be permitted by the Unified Development Ordinance in any of the following locations or by the following means:
1. *Right-of-way*: Signs shall not be permitted in any right-of-way unless authorized by the Board of Public Works and Safety, except as specified in *Section 5.78: Parks, Neighborhood and Limited Commercial, and Central Business Sign Standards*.
 2. *Utility Poles or Street Signs*: Signs shall not be permitted on any traffic control device, street sign, construction sign, or utility pole.
 3. *Fences*: Permanent signs shall not be permitted on any fence.
 4. *Trees*: Signs shall not be permitted to be attached to any tree, shrub, or other natural object.
 5. *Benches*: Signs shall not be permitted to be attached to or integrated into any bench or outdoor seating.
 6. *Towers*: Signs shall not be permitted to be attached to or integrated into any telecommunication antennae, telecommunication tower, television antennae, or similar towers.
 7. *Roofs*: Signs shall not be permitted to be attached to or be perceived to be attached to the roof of a structure. This provision includes signs integrated into the roofing material.
 8. *Fire Safety Obstruction*: Signs shall not be permitted on a fire escape or in a manner that substantially blocks view from the right-of-way to a fire door.
 9. *Obstructs Circulation*: Signs that obstruct or interfere with internal or external safe movement of vehicular or pedestrian traffic shall not be permitted.
 10. *Elevation*: Artificially altering the elevation of the ground to improve the visibility of a sign shall not be permitted. Likewise, increasing the height of a wall or creating a parapet wall to improve the visibility of a sign shall not be permitted.
 11. *Vision Clearance*: Signs shall not be permitted in areas prohibited by *Section 5.95: Vision Clearance Triangle Standards*.
- H. Sign Illumination:
1. *General*: Any sign that is permitted to be internally or externally illuminated, or a sign which utilizes electronic changeable copy shall be subject to the light trespass and glare regulations within the Lighting Standards.
 2. *Electronic Changeable Copy*: When electronic changeable copy is permitted it shall have a means to monitor ambient light (i.e. a photocell) and automatically increase the electronic message and sign face proportionately starting at 1,500 NITs or less during evening hours and increase incrementally up to a maximum of 4,500 NITs at the brightest time of day. Further, electronic changeable copy signs shall self-dim during storms and maintain that dimmed state until daylight returns.
 3. *Illuminated Sign Separation*: All illuminated signs shall be at least 300 feet from any existing residential dwelling unit.
- I. Maintenance: All signs and sign components shall be kept in good repair and in safe, clean, and working condition. If landscaping is required around the base of a sign, it shall be maintained in living condition, consistent in character with the approval, and not overgrown.

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5.74 SI-02: Agricultural Sign Standards

This Sign Standards section applies to the following zoning district:

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The following standards apply:

A. Permanent Signs:

1. *Wall Signs:* Wall signs shall be permitted provided the following conditions are met.
 - a. *Quantity:* One (1) wall sign shall be permitted.
 - b. *Sign Area:* The wall sign area shall not exceed twenty-five (25) square feet.
 - c. *Projection:* The wall sign shall not project more than four (4) inches from the face of the building to which it is attached.
 - d. *Illumination:* The wall sign shall not be illuminated.

B. Temporary Signs:

1. *Permits:* Standard temporary signs shall be exempt from obtaining an Improvement Location Permit, but shall comply with applicable standards. Special temporary signs shall be required to obtain an Improvement Location Permit.
2. *Location:* Temporary signs shall be located a minimum of five (5) feet from any right-of-way, edge of pavement, and curb associated with a street or driveway.
3. *Illumination:* Temporary signs shall not be illuminated.
4. *Standard Temporary Signs:* Standard temporary signs shall be permitted provided the following conditions are met.
 - a. *Type:* A standard temporary sign shall be a yard sign (e.g. sale of property, garage sale, and supporting high school teams).
 - b. *Quantity:* One (1) standard temporary sign shall be permitted for each street the lot fronts. However, no two (2) standard temporary signs shall be closer than eighty (80) feet to one another.
 - c. *Sign Area:* The sign area for a standard temporary sign shall not exceed thirty-six (36) square feet per side.
 - d. *Height Above Ground:* No part of a standard temporary sign shall be more than four (4) feet above the ground.
 - e. *Duration:* A standard temporary sign may stay in place for the duration of the temporary event. The standard temporary sign may be put in place up to five (5) days prior to the temporary event. All standard temporary signs shall be taken down within seven (7) days after the standard temporary sign's purpose no longer exists.
5. *Special Temporary Signs:* Special temporary signs shall be permitted provided the following conditions are met.
 - a. *Type:* Special temporary signs shall include inflatables, banners, streamers, posters, pennants, and the like.
 - b. *Quantity:* One (1) special temporary sign shall be permitted per lot.
 - c. *Height Above Ground:* No part of a special temporary sign shall be more than fifteen (15) feet above the ground.
 - d. *Duration:* A special temporary sign may stay in place for thirty-five (35) total days in any calendar year.
6. *Temporary Marker Signs:* Temporary marker signs shall only be permitted on a lot having 300 feet or more of street frontage, provided the following conditions are met.
 - a. *Type:* Temporary marker signs (e.g. seed sign) shall be yard signs.
 - b. *Quantity:* Up to thirty (30) temporary marker signs shall be permitted per lot.
 - c. *Sign Area:* A single temporary marker sign shall not exceed three (3) square feet in sign area per side.
 - d. *Height Above Ground:* No part of a temporary marker sign shall be more than eight (8) feet above the ground.
 - e. *Duration:* A temporary marker sign may stay in place for the duration of the temporary event (e.g. planting through harvest). All temporary marker signs shall be taken down within seven (7) days after the temporary marker sign's purpose no longer exists.

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5.75 SI-03: Residential Sign Standards

This Sign Standards section applies to the following zoning districts:



The following standards apply:

A. Cross Reference:

1. *Subdivision Entryway Signs*: See *Section 7.07: Entryway Feature Standards*.

B. Permanent Signs: Permanent signs shall not be permitted.

C. Temporary Signs: Temporary signs shall be permitted as follows:

1. *Permits*: Standard temporary signs shall be exempt from obtaining an Improvement Location Permit, but shall comply with applicable standards.
2. *Location*: Temporary signs shall be located a minimum of five (5) feet from any right-of-way, edge of pavement, and curb associated with a street or driveway.
3. *Illumination*: Temporary signs shall not be illuminated.
4. *Standard Temporary Signs*: Standard temporary signs shall be permitted provided all of the following conditions are met.
 - a. *Type*: A standard temporary sign shall be a yard sign (e.g. sale of property, garage sale, and supporting high school teams).
 - b. *Quantity*: One (1) standard temporary sign shall be permitted for lots with frontage on one (1) street. Two (2) standard temporary signs shall be permitted for lots with frontage on two (2) or more streets if they have a minimum of 300 feet of combined street frontage. However, no two (2) standard temporary signs shall be closer than eighty (80) feet to one another.
 - c. *Sign Area*: The sign area for a standard temporary sign shall not exceed ten (10) square feet per side.
 - d. *Height Above Ground*: No part of a standard temporary sign shall be more than five (5) feet above the ground.
 - e. *Duration*: A standard temporary sign may stay in place for the duration of the temporary event. The standard temporary sign may be put in place up to five (5) days prior to the temporary event. All standard temporary signs shall be taken down within seven (7) days after the standard temporary sign's purpose no longer exists.

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5.76 SI-04: Multiple-family Residential and Manufactured Home Park Sign Standards

This Sign Standards section applies to the following zoning districts:



The following standards apply:

- A. **Permanent Signs:** Permanent signs shall be permitted as follows:
1. **Entry Feature Signs:** Entry feature signs shall be permitted provided the following conditions are met.
 - a. An entry feature sign for a development with less than twenty-four (24) dwelling units or dwelling sites shall meet the following conditions:
 - i. Type: The entry feature sign shall be a ground sign and may be double-sided.
 - ii. Quantity: One (1) entry feature sign shall be permitted per development.
 - iii. Sign Area: The sign area of the entry feature sign shall not exceed twenty-four (24) square feet.
 - iv. Height Above Ground: No part of an entry feature sign shall be more than four (4) feet above the ground.
 - v. Location: The entry feature sign shall be located a minimum of five (5) feet from any right-of-way, edge of pavement, and curb associated with a street or driveway.
 - vi. Illumination: The entry feature sign shall not be illuminated.
 - vii. Materials: The sign shall be wood, metal, masonry, or other durable materials, and both sides of the entry feature sign shall be finished using the same materials. Landscaping of the entry feature sign is encouraged.
 - viii. Maintenance: The entry feature sign shall be maintained by the property owner, an owners association, or similar legal entity.
 - b. An entry feature sign for a development with twenty-four (24) to sixty (60) dwelling units or dwelling sites shall meet the following conditions.
 - i. Type: The entry feature sign shall be a ground sign and shall be single-sided.
 - ii. Quantity: One (1) entry feature signs shall be permitted at the main entrance of the development. An additional one (1) entry feature sign shall be permitted if the development has two (2) or more vehicular entrances and has 1,000 feet of combined street frontage.
 - iii. Sign Area: The sign area for the main entry feature sign shall not exceed forty (40) square feet and thirty (30) square feet for all other entry feature signs.
 - iv. Height Above Ground: No part of an entry feature sign shall be more than six (6) feet above the ground.
 - v. Location: The entry feature sign shall be located a minimum of five (5) feet from any right-of-way, edge of pavement, and curb associated with a street or driveway.
 - vi. Illumination: The entry feature sign may be illuminated by exterior ground lighting.
 - vii. Materials: Supporting apparatuses of an entry feature sign shall be at least fifty percent (50%) brick, stone, or other masonry material. The back side of entry feature signs shall also be finished using the same materials to match the front of the sign. Landscaping of entry feature signs is encouraged.
 - viii. Maintenance: Entry feature signs shall be maintained by the property owner, an owners association, or similar legal entity.
 - c. An entry feature sign for a development with sixty-one (61) or more dwelling units or dwelling sites shall meet the following conditions.
 - i. Type: The entry feature sign shall be a ground sign and shall be single-sided.
 - ii. Quantity: One (1) entry feature sign shall be permitted at the main entrance of the development. An additional two (2) entry feature signs shall be permitted if the development has three (3) or more vehicular entrances and has 1,000 feet of combined street frontage.
 - iii. Sign Area: The sign area for the main entry feature sign shall not exceed 100 square feet and sixty (60) square feet for all other entry feature signs.
 - iv. Height Above Ground: No part of an entry feature sign shall be more than six (6) feet above the ground.

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- v. **Location:** The entry feature sign shall be located a minimum of five (5) feet from any right-of-way, edge of pavement, and curb associated with a street or driveway.
 - vi. **Illumination:** The entry feature sign may be illuminated by exterior ground lighting.
 - vii. **Materials:** Supporting apparatuses of an entry feature sign shall be at least fifty percent (50%) brick, stone, or other masonry material. The back side of entry feature signs shall also be finished using the same materials to match the front of the sign. Landscaping of entry feature signs is encouraged.
 - viii. **Maintenance:** Entry feature signs shall be maintained by the property owner, an owners association, or similar legal entity.
2. **Wall Signs:** Wall signs shall be permitted on single-tenant buildings and multiple-tenant buildings provided the following conditions are met. All wall signs shall count toward the maximum cumulative square footage for permanent signs.
- a. **Maximum Quantity:** Two (2) wall signs per primary structure.
 - b. **Maximum Sign Area:** Twenty (20) square feet per sign and thirty (30) square feet per primary structure.
 - c. **Changeable Copy Ratio:** Changeable copy is not permitted.
 - d. **Maximum Projection from Building:** Eight (8) inches.
 - e. **Illumination:** Wall signs may be illuminated internally or by externally-mounted down-facing lights.
 - f. **Multiple-building Consistency:** The sign location and character shall be consistent from primary structure to primary structure in a multiple-building development.

B. Temporary Signs:

1. **Permits:** Standard temporary signs shall be exempt from obtaining an Improvement Location Permit, but shall comply with applicable standards. Special temporary signs shall be required to obtaining an Improvement Location Permit.
2. **Location:** Temporary signs shall be located a minimum of five (5) feet from any right-of-way, edge of pavement, and curb associated with a street or driveway.
3. **Illumination:** Temporary signs shall not be illuminated.
4. **Standard Temporary Signs:** Standard temporary signs shall be permitted provided the following conditions are met.
 - a. **Type:** Standard temporary signs shall be yard signs. Examples of standard temporary signs include sale of property and tract signs.
 - b. **Quantity:**
 - i. **Per Development:** Two (2) standard temporary signs shall be permitted for developments with frontage on one (1) street. Three (3) standard temporary signs shall be permitted for developments with frontage on two (2) or more streets and 300 feet or more of combined street frontage. However, no two (2) standard temporary signs shall be closer than eighty (80) feet to one another.
 - ii. **Per Dwelling Site:** One (1) standard temporary sign shall be permitted for each dwelling site provided the regulations of the development permit such a sign.
 - c. **Sign Area:** The sign area for a standard temporary sign shall not exceed eight (8) feet per side.
 - d. **Height Above Ground:** No part of a standard temporary sign shall be more than four (4) feet above the ground.
 - e. **Duration:** A standard temporary sign may stay in place for the duration of the temporary event. The standard temporary sign may be put in place up to five (5) days prior to the temporary event. All standard temporary signs shall be taken down within seven (7) days after the standard temporary sign's purpose no longer exists.
5. **Special Temporary Signs:** Special temporary signs shall be permitted provided the following conditions are met.
 - a. **Type:** Special temporary signs shall include inflatables, banners, streamers, posters, pennants, and the like.
 - b. **Quantity:** One (1) special temporary sign shall be permitted per development.
 - c. **Height Above Ground:** No part of a special temporary sign shall be more than fifteen (15) feet above the ground.
 - d. **Duration:** A special temporary sign may stay in place for fifty (50) total days in any calendar year.

5.77 SI-05: Intense Agriculture, University, and Institutional Sign Standards

This Sign Standards section applies to the following zoning districts:



The following standards apply:

A. Project Applicability:

1. Single-tenant Building:

- a. Permanent Signs: Wall, ground, awning, display board, directional device signs, and wayfinding shall be permitted for single-tenant buildings provided the conditions specified for single-tenant buildings are met, and the cumulative square footage of all permanent signs does not exceed one (1) square foot of sign area per lineal foot of front facade, or 150 square feet, whichever is less.
- b. Temporary Signs: Standard temporary and special temporary signs shall be permitted for single-tenant buildings provided the conditions specified for single-tenant buildings are met.

2. Multiple-tenant Building:

- a. Permanent Signs: Wall, gateway, awning, display board, directional device, and wayfinding signs shall be permitted for multiple-tenant buildings provided the conditions specified for multiple-tenant buildings are met, and the cumulative square footage of all permanent signs does not exceed one (1) square foot of sign area per lineal foot of front facade.
- b. Temporary Signs: Standard temporary and special temporary signs shall be permitted for multiple-tenant buildings provided the conditions specified for multiple-tenant buildings are met.

B. Permanent Signs: Permanent signs shall be permitted as follows:

1. *Wall Signs*: Wall signs shall be permitted on single-tenant buildings and multiple-tenant buildings provided the following conditions are met. All wall signs shall count toward the maximum cumulative square footage for permanent signs.

Wall Signs	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	1 per side of building, not to exceed 3	1 per tenant space
Maximum Sign Area	1 square foot per lineal foot of front facade; maximum of 65 square feet	1 square foot per lineal foot of front facade; maximum of 40 square feet
Changeable Copy Ratio	50% or 24 square feet of the sign area may be changeable copy, whichever is more restrictive	50% of the sign area may be changeable copy
Maximum Projection From Building	8 inches	8 inches

- a. Changeable Copy: If changeable copy is used, it shall be integrated into the permanent wall sign and shall only include cyclical or static messages, regardless if the sign is capable of flashing messages.
- b. Illumination: Wall signs on single-tenant buildings and multiple-tenant buildings may be illuminated internally or by externally-mounted lights.
- c. Multiple-tenant Building Consistency: The sign envelope that tenants may use and the regulations to maintain consistent sign appearance shall be identified during the permitting process. The sign envelope shall not exceed 150% of the allowable wall sign area for each tenant space.
- d. Exception: Single-tenant buildings with a facade greater than 100 feet in length may have two (2) wall signs on those facades. However, the cumulative square footage of all permanent signs shall still apply.

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2. *Ground Signs*: Ground signs shall be permitted on single-tenant buildings provided the following conditions are met. (See *Section 5.77(B)(3): Gateway Signs* below for multiple-tenant buildings). All ground signs shall be counted toward the maximum cumulative square footage for permanent signs.

Ground Sign	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	1	not permitted
Maximum Sign Area	1 square foot per lineal foot of front facade; maximum of 40 square feet	not permitted
Changeable Copy Ratio	80% or 24 square feet of the sign area may be changeable copy, whichever is more restrictive	not permitted
Height Above Ground	8 feet maximum	not permitted

- a. Double-sided: If a ground sign has two (2) identical sides, back-to-back, only one (1) side’s area counts toward the maximum cumulative square footage.
 - b. Location: A ground sign shall be located a minimum of five (5) feet from any existing or proposed right-of-way, edge of pavement, and curb associated with a street or driveway; and a ground sign shall be setback ten (10) feet from all property lines.
 - c. Landscaping: Landscaping shall be installed around the base of a ground sign as follows:
 - i. Quantity: At least one (1) shrub per two (2) lineal feet of ground sign base shall be installed.
 - ii. Location: All required plants shall be located within five (5) feet of the ground sign base.
 - iii. Double-sided Ground Signs: Any double-sided ground sign shall have landscaping on both sides.
 - d. Changeable Copy: If changeable copy is used, it shall be integrated into the permanent ground sign and shall only include cyclical or static messages, regardless if the sign is capable of flashing messages.
 - e. Illumination: A ground sign may be illuminated internally or by externally-mounted ground lighting.
3. *Gateway Signs*: Gateway signs shall be permitted for multiple-tenant buildings that have a minimum of six (6) tenants, a minimum of 12,000 square feet of main floor area, and provided the following conditions are met. (See *Section 5.77(B)(2): Ground Signs* above for single-tenant buildings). All gateway signs shall be counted toward the maximum cumulative square footage for permanent signs.

Gateway Sign	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	not permitted	1
Maximum Overall Sign Area	not permitted	1/2 square foot per lineal foot of each tenant's front facade; maximum of 54 square feet
Maximum Tenant Sign Area	not permitted	18 square feet
Changeable Copy Ratio	not permitted	50% of sign area may be changeable copy
Height above Ground	not permitted	8 feet maximum

- a. Double-sided: If a gateway sign has two (2) identical sides, back-to-back, only one (1) side’s area counts toward the maximum cumulative square footage.
- b. Location: A gateway sign shall be located a minimum of five (5) feet from any existing or proposed right-of-way, edge of pavement, and curb associated with a street or driveway; and a gateway sign shall be setback ten (10) feet from all property lines.
- c. Landscaping: Landscaping shall be installed around the base of a gateway sign as follows:
 - i. Quantity: At least one (1) shrub per two (2) lineal feet of gateway sign base shall be installed.
 - ii. Location: All required plants shall be located within five (5) feet of the gateway sign base.
 - iii. Double-sided Gateway Signs: Any double-sided gateway sign shall have landscaping on both sides.
- d. Changeable Copy: If changeable copy is used, it shall be integrated into the permanent gateway sign and shall only include cyclical or static messages, regardless if the sign is capable of flashing messages.
- e. Illumination: A gateway sign may be illuminated internally or by exterior mounted ground lighting.

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4. *Awning Signs:* Awning signs shall be permitted on single-tenant buildings and multiple-tenant buildings provided the following conditions are met. All awning signs shall be counted toward the maximum cumulative square footage for permanent signs.

Awning Sign	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	2	1 per tenant
Maximum Sign Area	20 square feet total	20 square feet per tenant
Maximum Projection From Building	6 feet	6 feet

a. Illumination: Awning signs on single-tenant buildings and multiple-tenant buildings may be illuminated.

5. *Display Board Signs:* Display board signs shall be permitted on single-tenant and multiple-tenant buildings provided the following conditions are met. (Examples of display board signs include permanently affixed bulletin boards or encased display boards for posting of menus, specials, events, performances, and other temporary postings.) Display board signs shall be counted toward the maximum cumulative square footage for permanent signs.

Display Board Signs	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	1	1 per tenant
Maximum Sign Area	40 square feet	20 square feet per tenant
Height Above Ground	7 feet maximum	7 feet maximum

a. Design: The display board sign shall be framed with wood, metal, or other durable material and be permanently attached to the building; or be a designated window on the building.

b. Postings: Postings on the display board sign shall not exceed the size of the display board sign. Postings shall not be required to obtain any type of permit.

6. *Directional Device Signs:* Directional device signs shall be permitted for single-tenant buildings and multiple-tenant buildings provided the following conditions are met. Directional device signs shall not count toward the maximum cumulative square footage for permanent signs.

a. Directional device signs may only be used to indicate vehicular points of entry or exit.

b. Directional device signs shall not exceed three (3) square feet in area per side per entrance. Up to forty percent (40%) of the sign area may be a corporate logo.

c. Directional device signs shall not exceed thirty-six (36) inches in height.

d. Directional device signs may be illuminated.

e. Directional device signs shall not interfere with safe vehicular or pedestrian traffic circulation, obstruct the view of drivers entering or exiting, or be placed within a right-of-way.

f. No more than two (2) directional device signs shall be used per street frontage, and no more than four (4) directional device signs shall be used per lot.

7. *Wayfinding System Signs:* Wayfinding systems may be permitted, in place of directional device signs, for large institutions that encompass multiple lots or many buildings, provided the following conditions are met. Wayfinding systems shall not count toward the maximum cumulative square footage for permanent signs.

a. Wayfinding systems shall be used to direct vehicular and pedestrian traffic to specific destinations.

b. Wayfinding systems shall be required to have signs of consistent size, scale, and appearance.

c. Proposals for wayfinding systems shall be reviewed and approved at the discretion of the Zoning Administrator. The Zoning Administrator may take into account the need for the wayfinding system, the size and complexity of the development, quantity and location of signs, number of entrances and exits, and the appearance of signs.

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- C. **Temporary Signs:** Any combination of standard temporary and special temporary signs shall be permitted for single-tenant buildings and multiple-tenant buildings provided the following conditions are met.
1. **Permits:** Standard temporary signs shall be exempt from obtaining an Improvement Location Permit, but shall comply with applicable standards. Special temporary signs shall be required to obtaining an Improvement Location Permit.
 2. **Location:** Temporary signs shall be located a minimum of five (5) feet from any right-of-way, edge of pavement, and curb associated with a street or driveway.
 3. **Illumination:** Temporary signs shall not be illuminated.
 4. **Standard Temporary Signs:** Standard temporary signs shall be permitted provided the following conditions are met. The following conditions apply to single-tenant buildings and multiple-tenant buildings unless otherwise specified.
 - a. **Type:** A standard temporary sign shall be a yard sign or a window panel. Examples of standard temporary signs include sale of property, special sale, and special offer signs.
 - b. **Quantity:**
 - i. **Single-tenant Buildings:** One (1) standard temporary sign shall be permitted for each lot, except for corner lots. Two (2) standard temporary signs shall be permitted for corner lots that have 150 feet or more of combined street frontage. However, standard temporary signs shall be located at least eighty (80) feet from one another.
 - ii. **Multiple-tenant Buildings:** One (1) standard temporary sign shall be permitted for each tenant.
 - c. **Sign Area:** The sign area for a standard temporary sign shall not exceed ten (10) square feet per side.
 - d. **Height Above Ground:** No part of a standard temporary sign shall be more than five (5) feet above the ground unless the standard temporary sign is in a first floor window.
 - e. **Duration:** A standard temporary sign may stay in place for the duration of the temporary event. The standard temporary sign may be put in place up to five (5) days prior to the temporary event. All standard temporary signs shall be taken down within seven (7) days after the standard temporary sign's purpose no longer exists.
 5. **Special Temporary Signs:** Special temporary signs shall be permitted provided the following conditions are met. The following conditions apply to single-tenant buildings and multiple-tenant buildings unless otherwise specified.
 - a. **Disqualification:** Any lot with a permanent electronic message sign or other permanent sign with electronic changeable copy shall not qualify for a special temporary sign.
 - b. **Type:** Special temporary signs shall include inflatables, banners, streamers, posters, pennants, yard signs, window panels, sandwich boards, self-standing signs, and the like. Examples of special temporary signs include "now hiring" banners and "welcome home" signs.
 - c. **Quantity:**
 - i. **Single-tenant Buildings:** One (1) special temporary sign shall be permitted at any one (1) time for a lot.
 - ii. **Multiple-tenant Buildings:** One (1) special temporary sign shall be permitted for each tenant.
 - d. **Height Above Ground:** A special temporary sign shall not exceed fifteen (15) feet above the ground.
 - e. **Duration:** A special temporary sign may stay in place for fifty (50) total days in any calendar year.

Sign Standards (SI)

5.78 SI-06: Parks, Neighborhood and Limited Commercial, and Central Business Sign Standards

This Sign Standards section applies to the following zoning districts:



The following standards apply:

A. Project Applicability:

1. Single-tenant Building:

- a. Permanent Signs: Wall, ground, projecting, awning, display board, and directional device signs shall be permitted for single-tenant buildings provided the conditions specified for single-tenant buildings are met, and the cumulative square footage of all permanent signs does not exceed two (2) square feet of sign area per lineal foot of front facade, or 150 square feet, whichever is less.
- b. Temporary Signs: Standard temporary and special temporary signs shall be permitted for single-tenant buildings provided the conditions specified for single-tenant buildings are met.

2. Multiple-tenant Building:

- a. Permanent Signs: Wall, ground, projecting, awning, display board, tenant listing, and directional device signs shall be permitted for multiple-tenant buildings provided the conditions specified for multiple-tenant buildings are met, and the cumulative square footage of all permanent signs does not exceed two (2) square feet of sign area per lineal foot of front facade.
- b. Temporary Signs: Standard temporary and special temporary signs shall be permitted for multiple-tenant buildings provided the conditions specified for multiple-tenant buildings are met.

B. Permanent Signs: Permanent signs shall be permitted as follows:

1. Wall Signs: Wall signs shall be permitted on single-tenant buildings and multiple-tenant buildings provided the following conditions are met. All wall signs shall count toward the maximum cumulative square footage for permanent signs.

Wall Signs	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	1 per side of building, not to exceed 3	1 per tenant space
Maximum Sign Area	2 square feet of sign area per lineal foot of front facade; maximum of 85 square feet on front facade and 25 square feet each on side or rear facades	2 square feet of sign area per lineal foot of front tenant facade; maximum of 60 square feet per tenant front facade and 25 square feet per tenant each on side or rear facades
Changeable Copy Ratio	not permitted	not permitted
Maximum Projection From Building	8 inches	8 inches

- a. Changeable Copy: Changeable copy shall not be permitted.
- b. Illumination: Wall signs on single-tenant buildings and multiple-tenant buildings may be illuminated internally or by externally-mounted lights.
- c. Multiple-tenant Building Consistency: The sign envelope that tenants may use and the regulations to maintain consistent sign appearance shall be identified during the permitting process. The sign envelope shall not exceed 150% of the allowable wall sign area for each tenant space.
- d. Exception: Single-tenant buildings with a facade greater than 120 feet in length may have two (2) wall signs on those facades. However, the cumulative square footage of all permanent signs shall still apply.

Sign Standards (SI)

2. *Ground Signs*: Ground signs shall be permitted for single-tenant and multiple-tenant buildings provided the following conditions are met. All ground signs shall be counted toward the maximum cumulative square footage for permanent signs.

Ground Sign	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	1	1
Maximum Sign Area	1 square foot per lineal foot of front facade; maximum of 40 square feet	1 square foot per lineal foot of front facade; maximum of 40 square feet
Changeable Copy Ratio	80% or 24 square feet of the sign area may be changeable copy, whichever is more restrictive	not permitted
Height Above Ground	6 feet maximum	6 feet maximum

- a. **Double-sided**: If a ground sign has two (2) identical sides, back-to-back, only one (1) side’s area counts toward the maximum cumulative square footage.
 - b. **Location**: A ground sign shall be located a minimum of five (5) feet from any existing or proposed right-of-way, edge of pavement, and curb associated with a street or driveway; and a ground sign shall be setback ten (10) feet from all property lines.
 - c. **Landscaping**: Landscaping shall be installed around the base of a ground sign as follows:
 - i. **Quantity**: At least one (1) shrub per two (2) lineal feet of ground sign base shall be installed.
 - ii. **Location**: All required plants shall be located within five (5) feet of the ground sign base.
 - iii. **Double-sided Ground Signs**: Any double-sided ground sign shall have landscaping on both sides.
 - d. **Changeable Copy**: If changeable copy is used, it shall be integrated into the permanent ground sign and shall only include cyclical or static messages, regardless if the sign is capable of flashing messages.
 - e. **Illumination**: A ground sign may be illuminated internally or by externally-mounted ground lighting.
3. *Projecting Signs*: Projecting signs shall be permitted on single-tenant and multiple-tenant buildings provided the following conditions are met. All projecting signs shall be counted toward the maximum cumulative square footage for permanent signs.

Projecting Sign	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	1; or 2 for corner buildings	1 per each tenant space with 20 lineal feet of front facade
Maximum Sign Area	20 square feet total	14 square feet per tenant sign
Changeable Copy Ratio	not permitted	not permitted
Height Above Ground	8 feet minimum; 14 feet maximum	8 feet minimum; 14 feet maximum

- a. **Double-sided**: If a projecting sign has two (2) identical sides, back-to-back, only one (1) side’s area counts toward the maximum cumulative square footage.
- b. **Location**: A projecting sign shall be located within ten (10) feet of the center of the primary entrance.
- c. **Projection**: Projecting signs and all supporting apparatuses of projecting signs shall not project more than eight (8) feet from the building facade. However, a projecting sign shall be at least two (2) feet from a curb or driving surface. In some cases, a projecting sign may encroach in the right-of-way which is owned by the Board of Public Works and Safety. The Board of Public Works and Safety generally approves these encroachments, but reserves the right to deny any encroachment into the right-of-way.
- d. **Sign Separation**: No two (2) projecting signs shall be within twenty (20) feet of one another.
- e. **Changeable Copy**: Changeable copy shall not be permitted.
- f. **Illumination**: A projecting sign may be illuminated internally or by externally-mounted lighting.

Sign Standards (SI)

4. *Awning Signs:* Awning signs shall be permitted on single-tenant buildings and multiple-tenant buildings provided the following conditions are met. All awning signs shall be counted toward the maximum cumulative square footage for permanent signs.

Awning Sign	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	2	1 per tenant
Maximum Sign Area	20 square feet total	20 square feet per tenant

- a. *Illumination:* Awning signs on single-tenant buildings and multiple-tenant buildings may be illuminated.
 - b. *Projection:* Awning signs and all parts of an awning shall not project more than six (6) feet from the building facade. However, an awning shall be at least two (2) feet from a curb or driving surface. In some cases, an awning may encroach into the right-of-way which is controlled by the Board of Public Works and Safety. The Board of Public Works and Safety generally approves these encroachments, but reserves the right to deny any encroachment into the right-of-way.
5. *Display Board Signs:* Display board signs shall be permitted on single-tenant and multiple-tenant buildings provided the following conditions are met. Examples of display board signs include permanently affixed bulletin boards or encased display boards for posting of menus, specials, events, performances, and other temporary postings. Display board signs shall be counted toward the maximum cumulative square footage for permanent signs.

Display Board Sign	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	1	1 per tenant
Maximum Sign Area	40 square feet	20 square feet per tenant
Height Above Ground	7 feet maximum	7 feet maximum

- a. *Design:* The display board sign shall be framed with wood, metal, or other durable material and be permanently attached to the building; or be a designated window on the building.
 - b. *Postings:* Postings on the display board sign shall not exceed the size of the display board sign. Postings shall not be required to obtain any type of permit.
6. *Tenant Listing Sign:* A tenant listing sign shall be permitted for a multiple-tenant building that has tenant spaces on upper floors and a common lobby or stairway. Tenant listing signs shall be counted toward the maximum cumulative square footage for permanent signs.

Tenant Listing Sign	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	not permitted	1 per common lobby or stairway leading to upper floor tenant spaces
Maximum Sign Area	not permitted	6 square feet per sign
Height Above Ground	not permitted	7 feet maximum

- a. *Location:* The tenant listing sign shall be fully located with ten (10) feet of the primary entrance to the common lobby or stairway leading to upper floor tenant spaces.
7. *Directional Device Signs:* Directional device signs shall be permitted for single-tenant buildings and multiple-tenant buildings provided the following conditions are met. Directional device signs shall not count toward the maximum cumulative square footage for permanent signs.
- a. Directional device signs may only be used to indicate vehicular points of entry or exit.
 - b. Directional device signs shall not exceed three (3) square feet in area per side per entrance. Up to forty percent (40%) of the sign area may be a corporate logo.
 - c. Directional device signs shall not exceed thirty-six (36) inches in height.
 - d. Directional device signs may be illuminated.
 - e. Directional device signs shall not interfere with safe vehicular or pedestrian traffic circulation, obstruct the view of drivers entering or exiting, or be placed within a right-of-way.
 - f. No more than two (2) directional device signs shall be used per lot.

Sign Standards (SI)

- C. **Temporary Signs:** Any combination of standard temporary and special temporary signs shall be permitted for single-tenant buildings and multiple-tenant buildings provided the following conditions are met.
1. **Permits:** Standard temporary signs shall be exempt from obtaining an Improvement Location Permit, but shall comply with applicable standards. Special temporary signs shall be required to obtaining an Improvement Location Permit.
 2. **Location:** Temporary signs may be located on a public or private sidewalk or in a first floor window. However, the placement of a temporary sign on a sidewalk shall be directly in front of the business and shall not constrain the sidewalk to less than five (5) feet of clear way for pedestrians and temporary signs located on a public sidewalk shall be taken inside each day at the close of business.
 3. **Illumination:** Temporary signs shall not be illuminated.
 4. **Standard Temporary Signs:** Standard temporary signs shall be permitted provided the following conditions are met. The following conditions apply to single-tenant buildings and multiple-tenant buildings unless otherwise specified.
 - a. **Type:** A standard temporary sign shall be a sandwich board, self-standing sign, or window panel. (Examples of standard temporary signs include sale of property, special sale, and special offer signs.)
 - b. **Quantity:**
 - i. **Single-tenant Buildings:** One (1) standard temporary sign shall be permitted for each lot, except for corner lots. Two (2) standard temporary signs shall be permitted for corner lots that have a customer entrance on each front facade.
 - ii. **Multiple-tenant Buildings:** One (1) standard temporary sign shall be permitted for each tenant.
 - c. **Sign Area:** The sign area for a standard temporary sign shall not exceed twelve (12) square feet per side.
 - d. **Height Above Ground:** No part of a standard temporary sign shall be more than five (5) feet above the ground unless the standard temporary sign is in a first floor window.
 - e. **Duration:** Standard temporary signs shall only be placed on the sidewalk during the hours of operation (i.e. times when open to the public).
 - f. **Quality:** A standard temporary sign shall be constructed of durable, weather resistance, and ridged in construction. Sign faces shall not be paper, cardboard, or unprotected wood. Sign frames or structures shall not be wire, plastic or thin gauge metal; materials that are easily damaged or bent. Sign faces shall be securely attached to a frame or structure.
 5. **Special Temporary Signs:** Special temporary signs shall be permitted provided the following conditions are met. The following conditions apply to single-tenant buildings and multiple-tenant buildings unless otherwise specified.
 - a. **Type:** Special temporary signs shall include inflatables, banners, streamers, posters, pennants, window panels, sandwich boards, self-standing signs, and the like.
 - b. **Quantity:**
 - i. **Single-tenant Buildings:** One (1) special temporary sign shall be permitted per lot at any one time.
 - ii. **Multiple-tenant Buildings:** One (1) special temporary sign shall be permitted for each tenant.
 - c. **Height Above Ground:** A special temporary sign shall not exceed fifteen (15) feet above the ground.
 - d. **Duration:** A special temporary sign may stay in place for fifty (50) total days in any calendar year. Special temporary signs shall only be placed on the sidewalk during the hours of operation (i.e. times when open to the public).

Sign Standards (SI)

5.79 SI-07: General Commercial and Outdoor Commercial Sign Standards

This Sign Standards section applies to the following zoning districts:



The following standards apply:

A. Project Applicability:

1. Single-tenant Building:

- a. Permanent Signs: Wall, ground, pole, awning, display board, directional device, and wayfinding signs shall be permitted for single-tenant buildings provided the conditions specified for single-tenant buildings are met and the cumulative square footage of all permanent signs does not exceed two and one-half (2.5) square foot of sign area per lineal foot of front facade.
- b. Temporary Signs: Standard temporary and special temporary signs shall be permitted for single-tenant buildings provided the conditions specified for single-tenant buildings are met.

2. Multiple-tenant Building:

- a. Permanent Signs: Wall, gateway, pole, awning, display board, directional device, and wayfinding signs shall be permitted for multiple-tenant buildings provided the conditions specified for multiple-tenant buildings are met and the cumulative square footage of all permanent signs does not exceed two and one-half (2.5) square foot of sign area per lineal foot of front facade.
- b. Temporary Signs: Standard temporary and special temporary signs shall be permitted for multiple-tenant buildings provided the conditions specified for multiple-tenant buildings are met.

B. Permanent Signs: Permanent signs shall be permitted as follows:

1. *Wall Signs:* Wall signs shall be permitted on single-tenant buildings and multiple-tenant buildings provided the following conditions are met. All wall signs shall count toward the maximum cumulative square footage for permanent signs.

Wall Signs	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	2 per facade, not to exceed 4	1 per tenant space
Maximum Sign Area	2 square foot per lineal foot of front facade; maximum of 200 square feet on front facade and 70 square feet on each other facade	2 square foot per lineal foot of tenant front facade; maximum of 150 square feet on front facade and 50 square feet on each other facade
Changeable Copy Ratio	50% or 24 square feet of the sign area may be changeable copy, whichever is more restrictive	50% of the sign area may be changeable copy
Maximum Projection From Building	12 inches	12 inches

- a. *Changeable Copy:* If changeable copy is used, it shall be integrated into the permanent wall sign and shall only include cyclical or static messages, regardless if the sign is capable of flashing messages.
- b. *Illumination:* Wall signs on single-tenant buildings and multiple-tenant buildings may be illuminated internally or by externally-mounted lights.
- c. *Multiple-tenant Building Consistency:* The sign envelope that tenants may use and the regulations to maintain consistent sign appearance shall be identified during the permitting process. The sign envelope shall not exceed 150% of the allowable wall sign area for each tenant space.
- d. *Exception:* Single-tenant buildings with a facade greater than 100 feet in length may have two (2) wall signs on those facades. Plus, one (1) additional wall sign shall be permitted for every twenty-five (25) feet over 100 lineal feet, with an absolute maximum of six (6) wall signs (i.e. a 155 foot long front facade may have up to 4 permanent wall signs). However, the cumulative square footage of all permanent wall signs shall still apply.

Sign Standards (SI)

2. *Ground Signs*: Ground signs shall be permitted on single-tenant buildings provided the following conditions are met. (See *Section 5.79(B)(3): Gateway Signs* below for multiple-tenant buildings). All ground signs shall be counted toward the maximum cumulative square footage for permanent signs.

Ground Sign	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	1	not permitted
Maximum Sign Area	1.5 square foot per lineal foot of front facade; maximum 120 square feet	not permitted
Changeable Copy Ratio	80% or 24 square feet of the sign area may be changeable copy, whichever is more restrictive	not permitted
Height Above Ground	8 feet maximum	not permitted

- a. Double-sided: If a ground sign has two (2) identical sides, back-to-back, only one (1) side’s area counts toward the maximum cumulative square footage.
 - b. Location: A ground sign shall be located a minimum of five (5) feet from any existing or proposed right-of-way, edge of pavement, and curb associated with a street or driveway; and a ground sign shall be setback ten (10) feet from all property lines.
 - c. Landscaping: Landscaping shall be installed around the base of a ground sign as follows:
 - i. Quantity: At least one (1) shrub per two (2) lineal feet of ground sign base shall be installed.
 - ii. Location: All required plants shall be located within five (5) feet of the ground sign base.
 - iii. Double-sided Ground Signs: Any double-sided ground sign shall have landscaping on both sides.
 - d. Changeable Copy: If changeable copy is used, it shall be integrated into the permanent ground sign and shall only include cyclical or static messages, regardless if the sign is capable of flashing messages.
 - e. Illumination: A ground sign may be illuminated internally or by externally-mounted ground lighting.
3. *Gateway Signs*: Gateway signs shall be permitted for multiple-tenant buildings that have a minimum of six (6) tenants, a minimum of 12,000 square feet of main floor area, and provided the following conditions are met. (See *Section 5.79(B)(2): Ground Signs* above for single-tenant buildings). All gateway signs shall be counted toward the maximum cumulative square footage for permanent signs.

Gateway Sign	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	not permitted	1
Maximum Overall Sign Area	not permitted	1 square foot per lineal foot front facade; maximum of 160 square feet
Maximum Tenant Sign Area	not permitted	50 square feet
Changeable Copy Ratio	not permitted	50% of sign area may be changeable copy
Height above Ground	not permitted	15 feet maximum

- a. Double-sided: If a gateway sign has two (2) identical sides, back-to-back, only one (1) side’s area counts toward the maximum cumulative square footage.
- b. Location: A gateway sign shall be located a minimum of five (5) feet from any existing or proposed right-of-way, edge of pavement, and curb associated with a street or driveway; and a gateway sign shall be setback ten (10) feet from all property lines.
- c. Landscaping: Landscaping shall be installed around the base of a gateway sign as follows:
 - i. Quantity: At least one (1) shrub per two (2) lineal feet of gateway sign base shall be installed.
 - ii. Location: All required plants shall be located within five (5) feet of the gateway sign base.
 - iii. Double-sided Gateway Signs: Any double-sided gateway sign shall have landscaping on both sides.
- d. Changeable Copy: If changeable copy is used, it shall be integrated into the permanent gateway sign and shall only include cyclical or static messages, regardless if the sign is capable of flashing messages.
- e. Illumination: A gateway sign may be illuminated internally or by externally-mounted ground lighting.

4. **Pole Signs:** Pole signs shall be permitted for single-tenant buildings and multiple-tenant buildings provided a primary structure exists on the lot and the following regulations are met. Pole signs shall not be counted toward the maximum cumulative square footage for permanent signs.
 - a. Quantity:
 - i. Single-tenant building: One (1) pole sign shall be permitted for each single-tenant building.
 - ii. Multiple-tenant building: One (1) pole sign shall be permitted for each multiple-tenant building.
 - b. Sign Area and Sign Height: Pole signs for single-tenant buildings and multiple-tenant buildings shall meet the following sign area and height above the ground proportions. If a pole sign has identical sides, back-to-back, only one (1) side's area counts toward the sign area:
 - i. Pole signs shall not exceed twenty (20) feet above the ground. A pole sign shall not have a sign area greater than 100 square feet.
 - c. Location: A pole sign shall be located a minimum of ten (10) feet from any existing or proposed right-of-way, edge of pavement, and curb associated with a street or driveway; and a pole sign shall be setback twenty (20) feet from all property lines.
 - d. Changeable Copy: Up to fifty percent (50%) of the sign area of a pole sign on a single-tenant building or a multiple-tenant building may be changeable copy. If changeable copy is used, it shall be integrated into the permanent wall sign and shall only include cyclical or static messages, regardless if the sign is capable of flashing messages.
 - e. Illumination: A pole sign may be illuminated internally, but shall not be illuminated by externally-mounted lights.
5. **Awning Signs:** Awning signs shall be permitted on single-tenant buildings and multiple-tenant buildings provided the following conditions are met. All awning signs shall be counted toward the maximum cumulative square footage for permanent signs.

Awning Sign	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	2	1 per tenant
Maximum Sign Area	40 square feet total	30 square feet per tenant
Maximum Projection From Building	6 feet	6 feet

- a. Illumination: Awning signs on single-tenant buildings and multiple-tenant buildings may be illuminated.
6. **Display Board Signs:** Display board signs shall be permitted on single-tenant and multiple-tenant buildings provided the following conditions are met. Examples of display board signs include permanently affixed bulletin boards or encased display boards for menus, specials, events, performances, and other temporary postings. Display board signs shall be counted toward the maximum cumulative square footage for permanent signs.

Display Board Signs	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	1	1 per tenant
Maximum Sign Area	50 square feet	20 square feet per tenant
Height Above Ground	6 feet maximum	6 feet maximum

- a. Design: The display board sign shall be framed with wood, metal, or other durable material and be permanently attached to the single-tenant or multiple-tenant building; be a designated window on the single-tenant building; or consist of hardware permanently affixed to the single-tenant or multiple-tenant building for display of a consistent size posting.
- b. Postings: Postings on the display board sign shall not exceed the size of the display board sign. Postings shall not be required to obtain any type of permit.

Sign Standards (SI)

7. *Directional Device Signs*: Directional device signs shall be permitted for single-tenant buildings and multiple-tenant buildings provided the following conditions are met. Directional device signs shall not count toward the maximum cumulative square footage for permanent signs.
 - a. Directional device signs may only be used to indicate vehicular points of entry or exit.
 - b. Directional device signs shall not exceed three (3) square feet in area per side per entrance. Up to forty percent (40%) of the sign area may be a corporate logo.
 - c. Directional device signs shall not exceed thirty-six (36) inches in height.
 - d. Directional device signs may be illuminated.
 - e. Directional device signs shall not interfere with safe vehicular or pedestrian traffic circulation, obstruct the view of drivers entering or exiting, or be placed within a right-of-way.
 - f. No more than two (2) directional device signs shall be used per street frontage, and no more than four (4) directional device signs shall be used per lot.
8. *Wayfinding System Signs*: Wayfinding systems may be permitted, in place of directional device signs, for large developments that encompass multiple lots or many buildings, provided the following conditions are met. Wayfinding systems shall not count toward the maximum cumulative square footage for permanent signs.
 - a. Wayfinding systems shall be used to direct vehicular and pedestrian traffic to specific destinations.
 - b. Wayfinding systems shall be required to have signs of consistent size, scale, and appearance.
 - c. Proposals for wayfinding systems shall be reviewed and approved at the discretion of the Zoning Administrator. The Zoning Administrator may take into account the need for the wayfinding system, the size and complexity of the development, quantity and location of signs, number of entrances and exits, and the appearance of signs.

Sign Standards (SI)

- C. **Temporary Signs:** Any combination of standard temporary and special temporary signs shall be permitted for single-tenant buildings and multiple-tenant buildings provided the following conditions are met.
1. **Permits:** Standard temporary signs shall be exempt from obtaining an Improvement Location Permit, but shall comply with applicable standards. Special temporary signs shall be required to obtaining an Improvement Location Permit.
 2. **Location:** Temporary signs shall be located a minimum of five (5) feet from any right-of-way, edge of pavement, and curb associated with a street or driveway.
 3. **Illumination:** Temporary signs shall not be illuminated.
 4. **Standard Temporary Signs:** Standard temporary signs shall be permitted provided the following conditions are met. The following conditions apply to single-tenant buildings and multiple-tenant buildings unless otherwise specified.
 - a. **Type:** A standard temporary sign shall be a sandwich board, self-standing sign, yard sign or a window panel. Examples of standard temporary signs include sale of property, special sale, and special offer signs.
 - b. **Quantity:**
 - i. **Single-tenant Buildings:** One (1) standard temporary sign shall be permitted for each lot, except for corner lots. Two (2) standard temporary signs shall be permitted for corner lots that have 200 feet or more of combined street frontage. However, standard temporary signs shall be located at least eighty (80) feet from one another.
 - ii. **Multiple-tenant Buildings:** One (1) standard temporary sign shall be permitted for each tenant.
 - c. **Sign Area:** The sign area for a standard temporary sign shall not exceed thirty (30) square feet per side.
 - d. **Height Above Ground:** No part of a standard temporary sign shall be more than five (5) feet above the ground unless the standard temporary sign is in a first floor window.
 - e. **Duration:** A standard temporary sign may stay in place for the duration of the temporary event. The standard temporary sign may be put in place up to five (5) days prior to the temporary event. All standard temporary signs shall be taken down within seven (7) days after the standard temporary sign's purpose no longer exists.
 - f. **Quality:** A standard temporary sign shall be constructed of durable, weather resistance, and ridged in construction. Sign faces shall not be paper, cardboard, or unprotected wood. Sign frames or structures shall not be wire, plastic or thin gauge metal; materials that are easily damaged or bent. Sign faces shall be securely attached to a frame or structure.
 5. **Special Temporary Signs:** Special temporary signs shall be permitted provided the following conditions are met. The following conditions apply to single-tenant buildings and multiple-tenant buildings unless otherwise specified.
 - a. **Disqualification:** Any lot with a permanent electronic message sign or other permanent sign with electronic changeable copy shall not qualify for a special temporary sign.
 - b. **Type:** Special temporary signs shall include inflatables, gas-inflatables, banners, streamers, posters, pennants, yard signs, window panels, sandwich boards, self-standing signs, and the like. Examples of special temporary signs include "now hiring" banners and "welcome home" signs.
 - c. **Quantity:**
 - i. **Single-tenant Buildings:** Two (2) special temporary signs shall be permitted at any one (1) time for a lot.
 - ii. **Multiple-tenant Buildings:** One (1) special temporary sign shall be permitted for each tenant.
 - d. **Height Above Ground:** A special temporary sign shall not exceed fifteen (15) feet above the ground; except for inflatable signs and gas-inflatable signs may extend up to fifty (50) feet.
 - e. **Duration:** A special temporary sign may stay in place for fifty (50) total days in any calendar year.

Sign Standards (SI)

5.80 SI-08: Highway Commercial Sign Standards

This Sign Standards section applies to the following zoning district:



The following standards apply:

A. Project Applicability:

1. Single-tenant Building:

- a. Permanent Signs: Wall, ground, pole, awning, display board, and directional device signs shall be permitted for single-tenant buildings provided the conditions specified for single-tenant buildings are met, and the cumulative square footage of all permanent signs does not exceed two and one-half (2.5) square foot of sign area per lineal foot of front facade, or 350 square feet, whichever is less. A pole sign may also be permitted for single-tenant buildings provided the conditions specified are met.
- b. Temporary Signs: Standard temporary and special temporary signs shall be permitted for single-tenant buildings provided the conditions specified for single-tenant buildings are met.

2. Multiple-tenant Building:

- a. Permanent Signs: Wall, gateway, pole, awning, display board, and directional device signs shall be permitted for multiple-tenant buildings provided the conditions specified for multiple-tenant buildings are met and the cumulative square footage of all permanent signs does not exceed two and one-half (2.5) square foot of sign area per lineal foot of front facade, but no single tenant shall have more than 350 square feet of sign area. A pole sign may also be permitted for multiple-tenant buildings provided the conditions specified are met.
- b. Temporary Signs: Standard temporary and special temporary signs shall be permitted for multiple-tenant buildings provided the conditions specified for multiple-tenant buildings are met.

B. Permanent Signs: Permanent signs shall be permitted as follows:

1. Wall Signs: Wall signs shall be permitted on single-tenant buildings and multiple-tenant buildings provided the following conditions are met. All wall signs shall count toward the maximum cumulative square footage for permanent signs.

Wall Signs	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	2 per facade, not to exceed 4	1 per tenant space
Maximum Sign Area	2 square foot per lineal foot of front facade; maximum of 200 square feet on front facade and 70 square feet on other facades	2 square foot per lineal foot of front facade; maximum of 150 square feet on front facade and 50 square feet on other facades
Changeable Copy Ratio	50% or 24 square feet of the sign area may be changeable copy, whichever is more restrictive	50% of the sign area may be changeable copy
Maximum Projection From Building	12 inches	12 inches

- a. Changeable Copy: If changeable copy is used, it shall be integrated into the permanent wall sign and shall only include cyclical or static messages, regardless if the sign is capable of flashing messages.
- b. Illumination: Wall signs on single-tenant buildings and multiple-tenant buildings may be illuminated internally or by externally-mounted lights.
- c. Multiple-tenant Building Consistency: The sign envelope that tenants may use and the regulations to maintain consistent sign appearance shall be identified during the permitting process. The sign envelope shall not exceed 150% of the allowable wall sign area for each tenant space.
- d. Exception: Single-tenant buildings with a facade greater than 100 feet in length may have two (2) wall signs on those facades; plus, one (1) additional wall sign shall be permitted for every twenty-five (25) feet over 100 lineal feet, with an absolute maximum of six (6) wall signs (i.e. a 155 foot long front facade may have up to 4 permanent wall signs). However, the cumulative square footage of all permanent wall signs shall still apply.

2. *Ground Signs*: Ground signs shall be permitted on single-tenant buildings provided the following conditions are met. (See *Section 5.80(B)(3): Gateway Signs* below for multiple-tenant buildings). All ground signs shall be counted toward the maximum cumulative square footage for permanent signs.

Ground Sign	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	1	not permitted
Maximum Sign Area	1.5 square foot per lineal foot of front facade; maximum 120 square feet	not permitted
Changeable Copy Ratio	80% or 24 square feet of the sign area may be changeable copy, whichever is more restrictive	not permitted
Height Above Ground	8 feet maximum	not permitted

- a. **Double-sided**: If a ground sign has two (2) identical sides, back-to-back, only one (1) side’s area counts toward the maximum cumulative square footage.
 - b. **Location**: A ground sign shall be located a minimum of five (5) feet from any existing or proposed right-of-way, edge of pavement, and curb associated with a street or driveway; and a ground sign shall be setback ten (10) feet from all property lines.
 - c. **Landscaping**: Landscaping shall be installed around the base of a ground sign as follows:
 - i. **Quantity**: At least one (1) shrub per two (2) lineal feet of ground sign base shall be installed.
 - ii. **Location**: All required plants shall be located within five (5) feet of the ground sign base.
 - iii. **Double-sided Ground Signs**: Any double-sided ground sign shall have landscaping on both sides.
 - d. **Changeable Copy**: If changeable copy is used, it shall be integrated into the permanent ground sign and shall only include cyclical or static messages, regardless if the sign is capable of flashing messages.
 - e. **Illumination**: A ground sign may be illuminated internally or by externally-mounted ground lighting.
3. *Gateway Signs*: Gateway signs shall be permitted for multiple-tenant buildings that have a minimum of six (6) tenants, a minimum of 12,000 square feet of main floor area, and provided the following conditions are met. (See *Section 5.80(B)(2): Ground Signs* above for single-tenant buildings). All gateway signs shall be counted toward the maximum cumulative square footage for permanent signs.

Gateway Sign	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	not permitted	1
Maximum Overall Sign Area	not permitted	1 square foot per lineal foot front facade; maximum of 160 square feet
Maximum Tenant Sign Area	not permitted	50 square feet
Changeable Copy Ratio	not permitted	50% of sign area may be changeable copy
Height above Ground	not permitted	8 feet maximum

- a. **Double-sided**: If a gateway sign has two (2) identical sides, back-to-back, only one (1) side’s area counts toward the maximum cumulative square footage.
- b. **Location**: A gateway sign shall be located a minimum of five (5) feet from any existing or proposed right-of-way, edge of pavement, and curb associated with a street or driveway; and a gateway sign shall be setback ten (10) feet from all property lines.
- c. **Landscaping**: Landscaping shall be installed around the base of a gateway sign as follows:
 - i. **Quantity**: At least one (1) shrub per two (2) lineal feet of gateway sign base shall be installed.
 - ii. **Location**: All required plants shall be located within five (5) feet of the gateway sign base.
 - iii. **Double-sided Gateway Signs**: Any double-sided gateway sign shall have landscaping on both sides.
- d. **Changeable Copy**: If changeable copy is used, it shall be integrated into the permanent gateway sign and shall only include cyclical or static messages, regardless if the sign is capable of flashing messages.
- e. **Illumination**: A gateway sign may be illuminated internally or by exterior mounted ground lighting.

Sign Standards (SI)

4. **Pole Signs:** Pole signs shall be permitted for single-tenant buildings and multiple-tenant buildings provided the majority of the lot is within 500 feet of an interstate right-of-way, a primary structure exists on the lot, and the following conditions are met. Pole signs shall not be counted toward the maximum cumulative square footage for permanent signs.
 - a. Quantity:
 - i. Single-tenant building: One (1) pole sign shall be permitted for each single-tenant building.
 - ii. Multiple-tenant building: One (1) pole sign shall be permitted for each multiple-tenant building.
 - b. Sign Area and Sign Height: Pole signs for single-tenant buildings and multiple-tenant buildings shall meet the following sign area and height above the ground proportions. If a pole sign has identical sides, back-to-back, only one (1) side's area counts toward the sign area:
 - i. Pole signs with a sign area of 150 square feet or less shall be at least twenty-five (25) feet above the ground, but no part of the sign shall exceed thirty-five (35) feet above the ground.
 - ii. Pole signs with a sign area greater than 150 square feet, but less than 200 square feet shall be at least thirty (30) feet above the ground, but no part of the sign shall exceed fifty (50) feet above the ground.
 - iii. Pole signs with a sign area of 200 square feet or more shall be at least forty (40) feet above the ground, but no part of the sign shall exceed seventy-five (75) feet above the ground.
 - iv. A pole sign shall not have a sign area greater than 225 square feet.
 - c. Location: A pole sign shall be located a minimum of ten (10) feet from any existing or proposed right-of-way, edge of pavement, and curb associated with a street or driveway; and a pole sign shall be setback twenty (20) feet from all property lines.
 - d. Landscaping: Landscaping shall be installed around the base of a pole sign as follows:
 - i. Quantity: At least eight (8) shrubs shall be installed. For pole signs greater than fifty (50) feet, the required shrubs shall be replaced with ornamental trees.
 - ii. Location: All required plants shall be located within ten (10) feet of the pole sign, and at a minimum shall be distributed in all directions facing a public street or parking lot. If ornamental trees are required, they shall be installed within twenty (20) feet of the pole sign.
 - e. Changeable Copy: Up to fifty percent (50%) of the sign area of a pole sign on a single-tenant building or a multiple-tenant building may be changeable copy. If changeable copy is used, it shall be integrated into the permanent pole sign and shall only include cyclical or static messages, regardless if the sign is capable of flashing messages.
 - f. Illumination: A pole sign may be illuminated internally, but shall not be illuminated by externally-mounted lights.
5. **Awning Signs:** Awning signs shall be permitted on single-tenant buildings and multiple-tenant buildings provided the following conditions are met. All awning signs shall be counted toward the maximum cumulative square footage for permanent signs.

Awning Sign	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	2	1 per tenant
Maximum Sign Area	40 square feet total	30 square feet per tenant
Maximum Projection From Building	6 feet	6 feet

- a. Illumination: Awning signs on single-tenant buildings and multiple-tenant buildings may be illuminated.

Sign Standards (SI)

6. *Display Board Signs:* Display board signs shall be permitted on single-tenant and multiple-tenant buildings provided the following conditions are met. (Examples of display board signs include permanently affixed bulletin boards or encased display boards for posting of menus, specials, events, performances, and other temporary postings.) Display board signs shall be counted toward the maximum cumulative square footage for permanent signs.

Display Board Signs	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	1	1 per tenant
Maximum Sign Area	50 square feet	20 square feet per tenant
Height Above Ground	6 feet maximum	6 feet maximum

- a. *Design:* The display board sign shall be framed with wood, metal, or other durable material and be permanently attached to the single-tenant or multiple-tenant building; be a designated window on the single-tenant building; or consist of hardware permanently affixed to the single-tenant or multiple-tenant building for display of a consistent size posting.
 - b. *Postings:* Postings on the display board sign shall not exceed the size of the display board sign. Postings shall not be required to obtain any type of permit.
7. *Directional Device Signs:* Directional device signs shall be permitted for single-tenant buildings and multiple-tenant buildings provided the following conditions are met. Directional device signs shall not count toward the maximum cumulative square footage for permanent signs.
- a. Directional device signs may only be used to indicate vehicular points of entry or exit.
 - b. Directional device signs shall not exceed three (3) square feet in area per side per entrance. Up to forty percent (40%) of the sign area may be a corporate logo.
 - c. Directional device signs shall not exceed thirty-six (36) inches in height.
 - d. Directional device signs may be illuminated.
 - e. Directional device signs shall not interfere with safe vehicular or pedestrian traffic circulation, obstruct the view of drivers entering or exiting, or be placed within a right-of-way.
 - f. No more than two (2) directional device signs shall be used per street frontage, and no more than four (4) directional device signs shall be used per lot.

Sign Standards (SI)

- C. **Temporary Signs:** Any combination of standard temporary and special temporary signs shall be permitted for single-tenant buildings and multiple-tenant buildings provided the following conditions are met.
1. **Permits:** Standard temporary signs shall be exempt from obtaining an Improvement Location Permit, but shall comply with applicable standards. Special temporary signs shall be required to obtaining an Improvement Location Permit.
 2. **Location:** Temporary signs shall be located a minimum of five (5) feet from any right-of-way, edge of pavement, and curb associated with a street or driveway.
 3. **Illumination:** Temporary signs shall not be illuminated.
 4. **Standard Temporary Signs:** Standard temporary signs shall be permitted provided the following conditions are met. The following conditions apply to single-tenant buildings and multiple-tenant buildings unless otherwise specified.
 - a. **Type:** A standard temporary sign shall be a sandwich board, self-standing sign, yard sign or a window panel. (Examples of standard temporary signs include sale of property, special sale, and special offer signs.)
 - b. **Quantity:**
 - i. **Single-tenant Buildings:** One (1) standard temporary sign shall be permitted for each lot, except for corner lots. Two (2) standard temporary signs shall be permitted for corner lots that have 200 feet or more of combined street frontage. However, standard temporary signs shall be located at least eighty (80) feet from one another.
 - ii. **Multiple-tenant Buildings:** One (1) standard temporary sign shall be permitted for each tenant.
 - c. **Sign Area:** The sign area for a standard temporary sign shall not exceed thirty (30) square feet per side.
 - d. **Height Above Ground:** No part of a standard temporary sign shall be more than five (5) feet above the ground unless the standard temporary sign is in a first floor window.
 - e. **Duration:** A standard temporary sign may stay in place for the duration of the temporary event. The standard temporary sign may be put in place up to five (5) days prior to the temporary event. All standard temporary signs shall be taken down within seven (7) days after the standard temporary sign's purpose no longer exists.
 - f. **Quality:** A standard temporary sign shall be constructed of durable, weather resistance, and ridged in construction. Sign faces shall not be paper, cardboard, or unprotected wood. Sign frames or structures shall not be wire, plastic or thin gauge metal; materials that are easily damaged or bent. Sign faces shall be securely attached to a frame or structure.
 5. **Special Temporary Signs:** Special temporary signs shall be permitted provided the following conditions are met. The following conditions apply to single-tenant buildings and multiple-tenant buildings unless otherwise specified.
 - a. **Disqualification:** Any lot with a permanent electronic message sign or other permanent sign with electronic changeable copy shall not qualify for a special temporary sign.
 - b. **Type:** Special temporary signs shall include inflatables, banners, streamers, posters, pennants, yard signs, window panels, sandwich boards, self-standing signs, and the like. (Examples of special temporary signs include "now hiring" banner and "welcome home" sign.)
 - c. **Quantity:**
 - i. **Single-tenant Buildings:** Two (2) special temporary signs shall be permitted at any one (1) time for a lot.
 - ii. **Multiple-tenant Buildings:** One (1) special temporary sign shall be permitted for each tenant.
 - d. **Height Above Ground:** A special temporary sign shall not exceed fifteen (15) feet above the ground.
 - e. **Duration:** A special temporary sign may stay in place for fifty (50) total days in any calendar year.

Sign Standards (SI)

5.81 SI-09: Industrial Sign Standards

This Sign Standards section applies to the following zoning districts:



The following standards apply:

A. Project Applicability:

1. Single-tenant Building:

- a. Permanent Signs: Wall, ground, awning, and directional device signs shall be permitted for single-tenant buildings provided the conditions specified for single-tenant buildings are met, and the cumulative square footage of all permanent signs does not exceed four (4) square feet of sign area per lineal foot of facade facing an interstate, highway, arterial, or public street to which the facility gains access.
- b. Temporary Signs: Standard temporary and special temporary signs shall be permitted for single-tenant buildings provided the conditions specified for single-tenant buildings are met.

2. Multiple-tenant Building:

- a. Permanent Signs: Wall, gateway, awning, and directional signs shall be permitted for multiple-tenant buildings provided the conditions specified for multiple-tenant buildings are met, and the cumulative square footage of all permanent signs does not exceed two (2) square foot of sign area per lineal foot of front facade, but no single tenant shall have more than 250 square feet of sign area.
- b. Temporary Signs: Standard temporary and special temporary signs shall be permitted for multiple-tenant buildings provided the conditions specified for multiple-tenant buildings are met.

B. Permanent Signs: Permanent signs shall be permitted as follows:

- 1. Wall Signs: Wall signs shall be permitted on single-tenant buildings and multiple-tenant buildings provided the following conditions are met. All wall signs shall count toward the maximum cumulative square footage for permanent signs.

Wall Signs	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	1 per side of building; not to exceed 3	1 per tenant space
Maximum Sign Area	3 square foot per lineal foot of front facade; maximum of 400 square feet	2.5 square foot per lineal foot of front facade; maximum of 300 square feet
Changeable Copy Ratio	not permitted	not permitted
Maximum Projection From Building	12 inches	12 inches

- a. Illumination: Wall signs on single-tenant buildings and multiple-tenant buildings may be illuminated internally or by externally-mounted lights.
- b. Multiple-tenant Building Consistency: The sign envelope that tenants may use and the regulations to maintain consistent sign appearance shall be identified during the permitting process. The sign envelope shall not exceed 150% of the allowable wall sign area for each tenant space.
- c. Exception: Single-tenant buildings with a facade greater than 140 feet in length may have two (2) wall signs on those facades. However, the cumulative square footage of all permanent signs shall still apply.

Sign Standards (SI)

2. *Ground Signs*: Ground signs shall be permitted on single-tenant buildings provided the following conditions are met. (See *Section 5.81(B)(3): Gateway Signs* below for multiple-tenant buildings). All ground signs shall be counted toward the maximum cumulative square footage for permanent signs.

Ground Sign	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	1	not permitted
Maximum Sign Area	2 square foot per lineal foot of front facade; maximum 180 square feet	not permitted
Changeable Copy Ratio	80% or 24 square feet of the sign area may be changeable copy, whichever is more restrictive	not permitted
Height Above Ground	8 feet maximum	not permitted

- a. Double-sided: If a ground sign has two (2) identical sides, back-to-back, only one (1) side’s area counts toward the maximum cumulative square footage.
 - b. Location: A ground sign shall be located a minimum of five (5) feet from any existing or proposed right-of-way, edge of pavement, and curb associated with a street or driveway; and a ground sign shall be setback ten (10) feet from all property lines.
 - c. Landscaping: Landscaping shall be installed around the base of a ground sign as follows:
 - i. Quantity: At least one (1) shrub per two (2) lineal feet of ground sign base shall be installed.
 - ii. Location: All required plants shall be located within five (5) feet of the ground sign base.
 - iii. Double-sided Ground Signs: Any double-sided ground sign shall have landscaping on both sides.
 - d. Changeable Copy: If changeable copy is used, it shall be integrated into the permanent ground sign and shall only include cyclical or static messages, regardless if the sign is capable of flashing messages.
 - e. Illumination: A ground sign may be illuminated internally or by externally-mounted ground lighting.
3. *Gateway Signs*: Gateway signs shall be permitted for multiple-tenant buildings that have a minimum of six (6) tenants, a minimum of 12,000 square feet of main floor area, and provided the following conditions are met. (See *Section 5.81(B)(2): Ground Signs* above for single-tenant buildings). All gateway signs shall be counted toward the maximum cumulative square footage for permanent signs.

Gateway Sign	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	not permitted	1
Maximum Overall Sign Area	not permitted	1 square foot per lineal foot front facade; maximum of 160 square feet
Maximum Tenant Sign Area	not permitted	50 square feet
Changeable Copy Ratio	not permitted	50% of sign area may be changeable copy
Height above Ground	not permitted	8 feet maximum

- a. Double-sided: If a gateway sign has two (2) identical sides, back-to-back, only one (1) side’s area counts toward the maximum cumulative square footage.
- b. Location: A gateway sign shall be located a minimum of five (5) feet from any existing or proposed right-of-way, edge of pavement, and curb associated with a street or driveway; and a gateway sign shall be setback ten (10) feet from all property lines.
- c. Landscaping: Landscaping shall be installed around the base of a gateway sign as follows:
 - i. Quantity: At least one (1) shrub per two (2) lineal feet of gateway sign base shall be installed.
 - ii. Location: All required plants shall be located within five (5) feet of the gateway sign base.
 - iii. Double-sided Gateway Signs: Any double-sided gateway sign shall have landscaping on both sides.
- d. Changeable Copy: If changeable copy is used, it shall be integrated into the permanent gateway sign and shall only include cyclical or static messages, regardless if the sign is capable of flashing messages.
- e. Illumination: A gateway sign may be illuminated internally or by externally-mounted ground lighting.

Sign Standards (SI)

4. *Awning Signs:* Awning signs shall be permitted on single-tenant buildings and multiple-tenant buildings provided the following conditions are met. All awning signs shall be counted toward the maximum cumulative square footage for permanent signs.

Awning Sign	Single-tenant Building	Multiple-tenant Building
Maximum Quantity	2	1 per tenant
Maximum Sign Area	40 square feet total	30 square feet per tenant
Maximum Projection From Building	6 feet	6 feet

- a. Illumination: Awning signs on single-tenant buildings and multiple-tenant buildings may be illuminated.
5. *Directional Device Signs:* Directional device signs shall be permitted for single-tenant buildings and multiple-tenant buildings provided the following conditions are met. Directional device signs shall not count toward the maximum cumulative square footage for permanent signs.
- Directional device signs may only be used to indicate vehicular points of entry or exit.
 - Directional device signs shall not exceed three (3) square feet in area per side per entrance. Up to forty percent (40%) of the sign area may be a corporate logo.
 - Directional device signs shall not exceed thirty-six (36) inches in height.
 - Directional device signs may be illuminated.
 - Directional device signs shall not interfere with safe vehicular or pedestrian traffic circulation, obstruct the view of drivers entering or exiting, or be placed within a right-of-way.
 - No more than two (2) directional device signs shall be used per street frontage, and no more than four (4) directional device signs shall be used per lot.
- C. *Temporary Signs:* Any combination of standard temporary and special temporary signs shall be permitted for single-tenant buildings and multiple-tenant buildings provided the following conditions are met.
- Permits:* Temporary signs shall be exempt from obtaining an Improvement Location Permit, but shall comply with applicable standards.
 - Location:* Temporary signs shall be located a minimum of five (5) feet from any right-of-way, edge of pavement, and curb associated with a street or driveway.
 - Illumination:* Temporary signs shall not be illuminated.
 - Standard Temporary Signs:* Standard temporary signs shall be permitted provided the following conditions are met. The following conditions apply to single-tenant buildings and multiple-tenant buildings unless otherwise specified.
 - Type:* A standard temporary sign shall be a sandwich board, self-standing sign, yard sign or a window panel. (Examples of standard temporary signs include sale of property, special sale, and special offer signs.)
 - Quantity:*
 - Single-tenant Buildings:* One (1) standard temporary sign shall be permitted for each lot, except for corner lots. Two (2) standard temporary signs shall be permitted for corner lots that have 200 feet or more of combined street frontage. However, standard temporary signs shall be located at least eighty (80) feet from one another.
 - Multiple-tenant Buildings:* One (1) standard temporary sign shall be permitted for each tenant.
 - Sign Area:* The sign area for a standard temporary sign shall not exceed thirty (30) square feet per side.
 - Height Above Ground:* No part of a standard temporary sign shall be more than five (5) feet above the ground unless the standard temporary sign is in a first floor window.
 - Duration:* A standard temporary sign may stay in place for the duration of the temporary event. The standard temporary sign may be put in place up to five (5) days prior to the temporary event. All standard temporary signs shall be taken down within seven (7) days after the standard temporary sign's purpose no longer exists.
 - Quality:* A standard temporary sign shall be constructed of durable, weather resistance, and ridged in construction. Sign faces shall not be paper, cardboard, or unprotected wood. Sign frames or structures shall not be wire, plastic or thin gauge metal; materials that are easily damaged or bent. Sign faces shall be securely attached to a frame or structure.

Sign Standards (SI)

5. *Special Temporary Signs*: Special temporary signs shall be permitted provided the following conditions are met. The following conditions apply to single-tenant buildings and multiple-tenant buildings unless otherwise specified.
 - a. **Disqualification**: Any lot with a permanent electronic message sign or other permanent sign with electronic changeable copy shall not qualify for a special temporary sign.
 - b. **Type**: Special temporary signs shall include inflatables, banners, streamers, posters, pennants, yard signs, window panels, sandwich boards, self-standing signs, and the like. (Examples of special temporary signs include "now hiring" banners and "welcome home" signs.)
 - c. **Quantity**:
 - i. **Single-tenant Buildings**: Two (2) special temporary signs shall be permitted at any one (1) time for a lot.
 - ii. **Multiple-tenant Buildings**: One (1) special temporary sign shall be permitted for each tenant.
 - d. **Height Above Ground**: A special temporary sign shall not exceed fifteen (15) feet above the ground.
 - e. **Duration**: A special temporary sign may stay in place for fifty (50) total days in any calendar year.