

L. Sign Design

1) Intent

Signage along the U.S. Route 13 Corridor shall be designed and installed in such a way that it becomes a cohesive part of site design, improving the overall visual quality and pedestrian scale of U.S. Route 13. All signage shall be consistent with and complimentary to the architectural design and materials of the building it serves.

2) Monument Sign Standards

- a) Monument signs shall mean any stand-alone, self-supporting structure affixed to a base that is equal to or wider than the sign itself.
- b) The height of the monument sign is to be measured from the finished grade to the top of the sign and shall be no taller than eight (8) feet in height.
- c) The minimum monument sign setback is five (5) feet from the existing right-of-way.
- d) Monument signs shall be designed and constructed utilizing the same building materials used in the construction of the associated building and/or site.
- e) Monument signs may be externally or internally illuminated; external illumination must be directed downward.



3) Wall Signs

- a) Wall Signs shall not project above the roof, parapet or exterior wall.
- b) Wall signs shall be appropriately scaled to the building. Signable area for wall signs shall be limited to twenty-five percent (25%) of the building or occupant's façade.
*An increase may be granted for those wall signs that are painted onto the building and is incorporated as a major element of the façade.
- c) In multi-occupant, multi-story buildings, walls signs for first floor occupants shall not extend above the window sill of the second floor windows.
- d) Wall signs are encouraged to compliment the architectural style of the building.



4) Window Signs

- a) Window signs shall not cover more than fifty percent (50%) of the window area on the frontage of a building or tenant space and shall be comprised of individual letters, logos or design elements that are not encompassed by a solid opaque background so as not to obscure the view through the window.
- b) Window signs are permitted on the first floor of a building only.



5) Projecting Signs

- a) Projecting signs shall project no more than eighteen (18) inches from a building face or wall.
- b) Projecting signs shall not exceed thirty (30) square feet for all faces.
- c) Projecting signs shall have a minimum of eight (8) feet of clearance from the ground, a maximum height of twenty-five (25) feet, measured to the top of the sign and shall not extend beyond the roofline.
- d) Projecting signs shall not extend more than five (5) feet from the building face nor extend beyond the curb line of any street or parking area. (
- e) Multi-tenant buildings are permitted one (1) projecting sign per tenant. Only those tenants with ground floor occupancy are permitted to install a projecting sign.
- f) Projecting signs are encouraged to compliment the architectural style of the building.



6) Awning Signs

- a) Awning signs are permitted on the ground floor of a building only.

- b) Awning signs shall have a minimum of eight (8) feet clearance from the ground.



7) Prohibited Signs

- a) Temporary or portable signs with changeable letter and numbers and portable trailer signs with changeable text panels.

- b) Digital electronic signs of any kind, except for time, temperature and fuel price signs.
- c) Flashing signs
- d) Animated or revolving signs
- e) Signs that produce noise, sounds, emit smoke or vapor, particles or odors
- f) Signs with intermittent lights resembling or seeming to resemble the flashing lights customarily associated with emergency responder vehicles.
- g) Vehicles and trailers used primarily as a sign.
- h) Neon signs