7.4 On-Premise Signs: NR, OD, GC, I-1, I-2, I-3, and I-4 Districts

A. Freestanding Identification Signs-Single Use Sites

1. Type.

The following type of Freestanding Identification Signs shall be permitted at Single Use Sites: Ground Signs.

2. Number.

One (1) Freestanding Identification Sign shall be permitted for each Street Frontage of a Lot.

When a Lot has more than one (1) Street Frontage, one (1) Freestanding Identification Sign shall be permitted for each Street Frontage of the Lot provided that the separation between Freestanding Identification Signs on the Lot, regardless of the orientation of the Freestanding Identification Signs, is at least one hundred (100) feet.

Exception-When a Lot has a Street Frontage in excess of five hundred (500) feet on the same Street, one (1) additional Freestanding Identification Sign shall be permitted on that Street Frontage, provided that:

a. the separation between Freestanding Identification Signs along the same Street is at least three hundred (300) feet;

b. the additional Freestanding Identification Sign is oriented to the Street with Frontage in excess of five hundred (500) feet;

c. the separation between Freestanding Identification Signs on the Lot, regardless of the orientation of the Freestanding Identification Signs, is at least one hundred (100) feet; and,

d. the total Sign Surface Area of all Freestanding Identification Signs does not exceed the maximum Sign Surface Area permitted below.

3. Maximum Sign Surface Area.

The maximum Sign Surface Area, reflected in Table 7.4-A below, applies to each Street Frontage of a Lot. As a result, the maximum Sign Surface Area may be used by a single Freestanding Identification Sign on a Street Frontage or it may be divided among the total number of permitted Freestanding Identification Signs on a Street Frontage.

a. Minimum Front Setback – The Minimum Front Setback for Freestanding Identification Signs shall be:

i. Front Yard - ten (10) feet from the Proposed Right-of-Way.

ii. Front Bufferyard - twenty (20) feet from the Proposed Right-of-Way.

iii. Signs cannot be within utility easements

b. Minimum Side Setback and Minimum Rear Setback - The Minimum Side Setback and Minimum Rear Setback for Freestanding Identification Signs shall be the same as required for any Building or Structure in the applicable zoning District.

5. Maximum Height.

The maximum height for Freestanding Identification Signs shall be six (6) feet in height above Grade.

6. Special Regulations for Lots Abutting SR 267/Quaker Boulevard or Ronald Reagan Parkway:

A Single Use Site located on a Lot which abuts the limited access Right-of-Way of SR 267/Quaker Boulevard between the north Right-of-Way line of Hadley Road / CR 600 S and the south Right-of-Way line of US 40 or which abuts the Ronald Reagan Parkway shall be permitted one (1) additional Freestanding Identification Sign which shall be oriented toward

<table>
<thead>
<tr>
<th>Frontage</th>
<th>NR, OD, I-1, I-2, I-3 and I-4 Districts (1)</th>
<th>GC District</th>
</tr>
</thead>
<tbody>
<tr>
<td>≤ 300’</td>
<td>64 sq. ft.</td>
<td>100 sq. ft.</td>
</tr>
<tr>
<td>&gt; 300’ - ≤ 500’</td>
<td>100 sq. ft.</td>
<td>140 sq. ft.</td>
</tr>
<tr>
<td>&gt; 500’ - ≤ 1,000’</td>
<td>150 sq. ft.</td>
<td>200 sq. ft.</td>
</tr>
<tr>
<td>&gt; 1,000</td>
<td>200 sq. ft.</td>
<td>300 sq. ft.</td>
</tr>
</tbody>
</table>

(1) Signs along the Ronald Reagan Parkway are subject to the limitations applicable to Signs in the NR, OD, I-1, I-2, I-3 and I-4 Districts.
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SR 267/Quaker Boulevard or Ronald Reagan Parkway, as applicable, provided:

a. Any other permitted Freestanding Identification Sign on the Lot is oriented toward the Street Frontage of that Lot which permits such Sign;

b. The maximum Sign Surface Area of the Freestanding Identification Sign oriented toward SR 267/Quaker Boulevard or Ronald Reagan Parkway, as appropriate, shall be determined by the length of the property line abutting the applicable Right-of-Way and in accordance with Table 7.4 – A, above; and,

c. All other requirements of Article 7.4, A. are met.

B. Freestanding Identification Signs- Integrated Centers.

Freestanding Identification Signs shall be permitted at Integrated centers provided that they comply with the following regulations:

1. Type.

The following types of Freestanding Identification Signs shall generally be permitted at Integrated Centers: Ground Signs in NR, OD, GC, I-1, I-2, I-3 and I-4 Districts; Pylon Signs in GC Districts; and Pole Signs in GC Districts.

However, the type of Freestanding Identification Signs permitted at Integrated Centers shall further be restricted as follows:

a. Integrated Centers with a total Gross Floor Area larger than ten thousand (10,000) square feet, but less than two hundred thousand (200,000) square feet may only use Ground Signs or Pylon Signs.

b. Integrated Centers with a total Gross Floor Area larger than two hundred thousand (200,000) square feet may use Ground, Pylon, or Pole Signs.

2. Number.

One (1) Freestanding Identification Sign shall be permitted for each Street Frontage of an Integrated Center.

When an Integrated Center has more than one Street Frontage, one (1) Freestanding Identification Sign shall be permitted for each Street Frontage provided that the separation between Freestanding Identification

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Signs at the Integrated Center, regardless of the orientation of the Freestanding Identification Signs, is at least one hundred (100) feet.

Exception - When an Integrated Center has Street Frontage in excess of five hundred (500) feet on the same Street, one (1) additional Freestanding Identification Sign shall be permitted on that Street Frontage, provided that:

a. the separation between Freestanding Identification Signs along the same Street is at least three hundred (300) feet;

b. the additional Freestanding Identification Sign is oriented to the Street with Frontage in excess of five hundred (500) feet;

c. the separation between Freestanding Identification Signs in the Integrated Center, regardless of the orientation of the Freestanding Identification Signs, is at least one hundred (100) feet; and,

d. the total Sign Surface Area of all Freestanding Identification Signs does not exceed the maximum Sign Surface Area permitted below.

3. Maximum Sign Surface Area.

The maximum Sign Surface Area, reflected in Table 7.4-A below, applies to each Street Frontage of an Integrated Center. As a result, the maximum Sign Surface Area may be used by a single Freestanding Identification Sign on a Street Frontage or it may be divided among the total number of permitted Freestanding Identification Signs on a Street Frontage.

The Minimum Setback for Freestanding Identification Signs shall be determined by the type of Sign:

a. Ground Signs and Pylon Signs:

   i. Minimum Front Setback - The Minimum Front Setback for Ground Signs and Pylon Signs shall be:

   Front Yard - ten (10) feet from the Proposed Right-of-Way.

   Front Bufferyard - twenty (20) feet from the Proposed Right-of-Way.

   ii. Minimum Side Setback and Minimum Rear Setback - The Minimum Side Setback and Minimum Rear Setback for Ground Signs and Pylon Signs shall be the same as required for any Building or Structure in the applicable zoning District.

   iv. Signs cannot be within utility easements.

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Table 7.4 – B: Maximum Sign Surface Area
Freestanding Signs for Integrated Centers

<table>
<thead>
<tr>
<th>Frontage</th>
<th>NR, OD, I-1, I-2, I-3 and I-4 Districts (3)</th>
<th>GC District</th>
</tr>
</thead>
<tbody>
<tr>
<td>≤ 300’</td>
<td>64 sq. ft.</td>
<td>100 sq. ft.</td>
</tr>
<tr>
<td>&gt; 300’ - ≤ 500’</td>
<td>140 sq. ft.</td>
<td>200 sq. ft.</td>
</tr>
<tr>
<td>&gt; 500’ - ≤ 1,000’</td>
<td>200 sq. ft.</td>
<td>300 sq. ft.</td>
</tr>
<tr>
<td>&gt; 1,000’</td>
<td>400 sq. ft. (1)</td>
<td>600 sq. ft. (2)</td>
</tr>
</tbody>
</table>

(1) – The maximum Sign Surface Area for any individual Freestanding Identification Sign shall not exceed three-hundred (300) square feet.

(2) – The maximum Sign Surface Area for any individual Freestanding Identification Sign shall not exceed four-hundred (400) square feet.

(3) – Signs along the Ronald Reagan Parkway are subject to the limitations applicable to Signs in the NR, OD, I-1, I-2, I-3 and I-4 Districts.
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b. **Pole Signs:**

i. **Minimum Front Setback** – The **Minimum Front Setback** for Pole Signs shall be:

*Front Yard* - ten (10) feet from *Proposed Right-of-Way* plus one (1) additional foot of *Setback* for each one (1) additional foot of overall height over twenty (20) feet above *Grade* until the maximum height permitted below is reached.

*Front Bufferyard* - twenty (20) feet from *Proposed Right-of-Way* plus one (1) additional foot of *Setback* for each one (1) additional foot of overall height over twenty (20) feet above *Grade* until the maximum height permitted below is reached.

ii. **Minimum Side Setback** and **Minimum Rear Setback** - The **Minimum Side Setback** and **Minimum Rear Setback** for Pole Signs shall be the same as required for any *Building* or *Structure* in the applicable zoning District.

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**Pole Sign Setback Formula**
5. **Maximum Height.**

The maximum height of *Freestanding Identification Signs* at *Integrated Centers* shall be determined by the type of *Sign*:

a. *Ground Signs* - The maximum height for *Ground Signs* shall be six (6) feet in height above *Grade*.

b. *Pylon Signs* - The maximum height for *Pylon Signs* shall be twenty (20) feet in height above *Grade*.

c. *Pole Signs* - The maximum height for *Pole Signs* shall be thirty-five (35) feet in height above *Grade*.

6. **Special Regulations for *Integrated Centers* Abutting Ronald Reagan Parkway:**

a. *Freestanding Identification Signs* at an *Integrated Centers* along the Ronald Reagan Parkway shall be limited in type to *Ground Signs* or *Pylon Signs*.

b. The maximum *Sign Surface Area* of a *Ground Sign* or *Pylon Sign* oriented toward Ronald Reagan Parkway shall be determined by the length of the property line abutting the Ronald Reagan Parkway *Right-of-Way* and in accordance with Table 7.4 – B, above.

7. **Special Regulations for Lots Abutting SR 267/Quaker Boulevard:**

An *Integrated Center* located on a *Lot* which abuts the limited access *Right-of-Way* of SR 267/Quaker Boulevard between the north *Right-of-Way* line of Hadley Road / CR 600 S and the south *Right-of-Way* line of US 40 shall be permitted one (1) additional *Freestanding Identification Sign* which shall be oriented toward SR 267/Quaker Boulevard, provided:

a. Any other permitted *Freestanding Identification Sign* on the *Lot* is oriented toward the *Street Frontage* of the *Lot* which permits such *Sign*;

b. The maximum *Sign Surface Area* of the *Freestanding Identification Sign* oriented toward SR 267/Quaker Boulevard shall be determined by the length of the property line abutting the SR 267/Quaker Boulevard *Right-of-Way* and in accordance with Table 7.4 – B, above; and,

c. All other requirements of Article 7.4, B are met.
C. Freestanding Identification Signs - Out Lots of Integrated Centers.

1. Type.

   The following type of Freestanding Identification Signs shall be permitted on Out Lots within Integrated Centers: Ground Signs.

2. Number.

   a. NR, OD, GC, I-1, I-2, I-3 and I-4 Districts – In addition to the Freestanding Identification Signs permitted above for Integrated Centers, individual Out Lots within Integrated Centers shall be permitted one (1) Freestanding Identification Sign.

   b. I-1, I-2, I-3 and I-4 Districts Exception – If an Out Lot in an I-1, I-2, I-3 or I-4 District has more than one Street Frontage, one Freestanding Identification Sign shall be permitted for each Street Frontage of the Out Lot provided that the separation between the additional Ground Sign and any other permitted Freestanding Identification Sign, regardless of the orientation of the Freestanding Identification Signs, is at least one hundred (100) feet.

3. Maximum Sign Surface Area.

   The maximum Sign Surface Area of Freestanding Identification Signs shall be forty-eight (48) square feet.


   a. Minimum Front Setback - The Minimum Front Setback for Freestanding Identification Signs shall be:

      i. Front Yard - ten (10) feet from the Proposed Right-of-Way.

      ii. Front Bufferyard - twenty (20) feet from the Proposed Right-of-Way.

      iii. Signs cannot be within utility easements

   b. Minimum Side Setback and Minimum Rear Setback or Side and Rear Bufferyard – The Minimum Side Setback and Minimum Rear Setback or Side and Rear Bufferyard for shall be the same as that required for any Building or Structure in the applicable zoning District.
5. Special Regulations for *Out Lots* Abutting SR 267/Quaker Boulevard:

An *Out Lot* located within an *Integrated Center*, where the *Out Lot* abuts the limited access Right-of-Way of SR 267/Quaker Boulevard between the north Right-of-Way line of Hadley Road / CR 600 S and the south Right-of-Way line of US 40, shall be permitted one (1) additional *Freestanding Identification Sign* which shall be oriented toward SR 267/Quaker Boulevard, provided:

a. Any other permitted *Freestanding Identification Sign* is oriented toward a *Street Frontage* or *Interior Access Drive* from which the *Out Lot* gains *Access*; and,

b. All other requirements of Article 7.4(C) are met.

6. Special Regulations for *Out Lots* containing *Gasoline Service Stations*:

An *Out Lot* which contains a *Gasoline Service Station* shall be permitted one (1) *Freestanding Identification Sign* in the form of a *Ground Sign* per *Street Frontage*, provided:

a. the separation between any *Freestanding Identification Signs*, regardless of orientation of the *Freestanding Identification Signs*, is at least one-hundred (100) feet; and,

b. No more than one (1) *Freestanding Identification Sign* shall be oriented toward each *Street Frontage*.

7. Special Regulations for *Out Lots* located in any OD, NR or GC *District* which Utilize a *Development Incentive* for the Use of required *Yards* in an *Integrated Center*.

a. In order to minimize *Sign* proliferation, the *Director* may approve a combined *Freestanding Identification Sign* which may identify more than one (1) *Out Lot* located in the same *Integrated Center* in any OD, NR or GC *District*, without such combined *Freestanding Identification Sign* being considered an *Off-Premise Sign*, provided:

i. such *Out Lots* are contiguous with each other;

ii. such *Out Lots* are subject to an approved *Development Incentive* for the use of required *Yards* in an *Integrated Center*;

iii. the *Development Incentive* has resulted in a design of such *Out Lots* which has reduced the number of *Access* locations.
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... to such Out Lots from either a Public Street or an Interior Access Drive and provides for shared circulation along the common Lot Line between such Out Lots;

iv. the Out Lots served by the combined Access would each be permitted their own Freestanding Identification Signs under the terms of Article 7.4, C.;

v. combined Freestanding Identification Signs shall not exceed a frequency of: one (1) Sign for two (2) Out Lots served; two (2) Signs for three (3), four (4) or five (5) Out Lots served; and one (1) additional Sign for each two (2) additional Out Lots served;

vi. no more than one (1) combined Freestanding Identification Sign shall be permitted on any one (1) Out Lot, regardless of orientation;

vii. any Out Lot which is identified on such a combined Freestanding Identification Sign shall not be permitted a separate, individual Freestanding Identification Sign; and,

viii. documentary assurances are provided on the Secondary Plat or by other legally binding instrument which bind the adjoining Out Lots to be developed in compliance with the special regulations of this Article 7.4, C., 7. regarding Freestanding Identification Signs.

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b. Any combined Freestanding Identification Sign authorized by the Director under the special regulations of this Article 7.4, C., 7. shall comply with the following regulations:

i. Type.

The following type of combined Freestanding Identification Signs shall be permitted: Ground Signs.

ii. Maximum Sign Surface Area.

The maximum Sign Surface Area for combined Freestanding Identification Signs shall be:

a) forty-eight (48) square feet; plus

b) an additional twelve (12) square feet of Sign Surface Area for each additional Out Lot beyond one (1), which is identified on such combined Freestanding Identification Sign.

iii. Minimum Setback.

Minimum Front Setback - The Minimum Front Setback for combined Freestanding Ground Identification Signs shall be:

a) Front Yard - ten (10) feet from the Proposed Right-of-Way.

b) Front Bufferyard - twenty (20) feet from the Proposed Right-of-Way.

c) Signs cannot be within utility easements

Minimum Side Setback or Side and Rear Bufferyard – The Minimum Side Setback and Minimum Rear Setback or Side and Rear Bufferyard for combined Freestanding Ground Identification Signs shall be the same as that required for any Building or Structure in the applicable zoning District.

iv. Maximum Height.

Notwithstanding anything contained in this Article 7.4, C., or in Article 13 of this Ordinance to the contrary, the maximum height of a combined Freestanding Identification Sign shall be six (6) feet above Grade and may be
increased by one (1) foot above Grade for each one (1) additional Out Lot identified on such Sign, to a maximum height of ten (10) feet above Grade.

D. Building Identification Signs.

1. Type.

The following types of Building Identification Signs shall be permitted:

Wall Signs.

2. Number.

There shall be no limit to the number of Building Identification Signs per facade, provided that the total Sign Surface Area of all Building Identification Signs located on each Building facade shall not exceed the maximum Sign Surface Area for the Building facade upon which such Signs are located.

3. Maximum Sign Surface Area.

The total Sign Surface Area of all Building Identification Signs (except those located on a Building’s architectural features) oriented to an individual Building facade shall not exceed ten (10) percent of the total area of the individual Façade Plane of the Structure or the tenant space on which the Signs are located. The linear measurement of a Business Identification Sign or grouping thereof (except those located on a Building’s architectural features), shall not exceed eighty (80) percent of the linear width of the Façade Plane of the Structure or tenant space on which the Sign or grouping thereof is located.

The total Sign Surface Area of all Building Identification Signs located on a Building’s architectural features shall not exceed fifty (50) percent of the total area of the Façade Plane or tenant Façade Plane area where the Sign is located. The linear width of all Building Identification Signs located on a Building’s architectural features shall not exceed ninety-five (95) percent of the linear width of the Façade Plane or tenant Façade Plane where the Sign is located.

E. Suspended Signs

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

1. Number.
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Signs: On Premise Signs-NR, OD, GC, I-1, I-2, I-3 & I-4

There shall be no more than one (1) Suspended Sign per customer entrance per Building facade of a grade-level tenant.

2. Maximum Sign Surface Area.

The maximum Sign Surface Area of a Suspended Sign shall be five (5) square feet.

3. Minimum Height.

All portions of the Suspended Sign or Sign Structure shall be not less than eight (8) feet above finished Grade.

F. Signs on Light Poles.

Signs on light poles which serve to illuminate an Off-Street Parking Area in the GC District shall be permitted provided that they comply with the following regulations:

1. Type.

Signs on light poles shall be limited to Banner Signs which are mounted on light poles located on a Lot and which are mounted to the light poles with upper and lower horizontal supports.

2. Number.

Each light pole may contain two (2) Signs, provided, however, if the light poles are located at the perimeter edge of an Off-Street Parking Area, only one (1) Banner Sign, oriented toward the interior of the Off-Street Parking Area, shall be permitted.

3. Maximum Sign Surface Area.

Signs on light poles shall not exceed the maximum dimensions of three and one-half feet in width by eight feet in height (3 ½ ft. X 8 ft.).

The total Sign Surface Area of all Signs on light poles on a Lot shall not exceed a ratio of one (1) square foot for each Off-Street Parking Space within the Off-Street Parking Area which is generally illuminated by the lights on the light poles which support the Signs.

4. Location.
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All individual Signs placed on light poles on a Lot shall be of the same dimensions and shall be placed at the same relative height and location on the light poles on the Lot.

Signs on light poles shall be evenly distributed within or along the edge of the Off-Street Parking Area used to determine the total Sign Surface Area permitted as set forth in Article 7.4, G., 3., above.

G. Incidental Signs.

1. Type.

The following types of Incidental Signs shall be generally permitted: Ground Signs, Projecting Signs, or Wall Signs. However, the types of Incidental Signs permitted are further restricted in Article G., 2., below.

2. Number.

a. If a Lot or Integrated Center has one (1) Driveway, two (2) Incidental Signs shall be permitted at the Driveway entrance or exit.

b. If a Lot or Integrated Center has more than one (1) Driveway, one (1) Incidental Sign shall be permitted for each Driveway.

c. One (1) Incidental Sign shall be permitted at each critical turning point when required to safely direct pedestrian or vehicular traffic (e.g., to direct pedestrian or vehicular traffic to a drive through facility; a customer or employee Parking Area; or a delivery or Loading Area).

d. If a Lot is occupied by a use which includes a drive through facility, two (2) menu boards shall be permitted adjacent to the drive through facility as Incidental Signs to announce the selection of services or products available at the drive through facility and the prices thereof.

e. If a Lot is occupied by a use which includes a drive through facility, up to two (2) Projecting Signs shall be permitted along the drive through facility as Incidental Signs.

3. Maximum Sign Surface Area in NR, OD, and GC Districts.

a. The maximum Sign Surface Area of Incidental Signs, generally, shall be six (6) square feet.
b. The maximum Sign Surface Area of an Incidental Sign adjacent to the drive through facility shall be forty-eight (48) square feet.

c. The maximum Sign Surface Area of a Projecting Sign shall be two and one-half (2.5) square feet.

4. Maximum Sign Surface Area - I-1, I-2, I-3 and I-4 Districts.

a. The maximum Sign Surface Area of Incidental Signs shall be six (6) square feet.

b. The maximum Sign Surface Area of Incidental Parking and Loading Signs shall be forty-eight (48) square feet.

5. Minimum Setback.

a. Minimum Front Setback or Front Bufferyard Setback - The Minimum Front Setback or Front Bufferyard Setback for Ground Signs shall be three (3) feet from the Proposed Right-of-Way.

b. Minimum Side Setback and Minimum Rear Setback or Side and Rear Bufferyard Setback – The Minimum Side Setback and Minimum Rear Setback or Side and Rear Bufferyard Setback for Ground Signs shall be the same as required for any Building or Structure in the applicable zoning District.

6. Maximum Height.

The maximum height of a Ground Sign shall be four (4) feet in height above Grade except in all Industrial Districts where the maximum height of an Ground Sign shall be seven (7) feet in height above Grade.

H. Temporary Signs.

1. Type.

The following types of Temporary Signs shall be permitted: Ground Signs or Window Signs.

2. Number.

Two (2) Temporary Signs shall be permitted per Lot or Out Lot. However, no more than one (1) Ground Sign shall be permitted per Street Frontage of a Lot or Out Lot.

3. Maximum Sign Surface Area.
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Signs - On Premise Signs-NR, OD, GC, I-1, I-2, I-3 & I-4

a. The maximum Sign Surface Area of Ground Signs shall be six (6) square feet.

b. The total Sign Surface Area of Window Signs shall not exceed the lesser of:

i. twenty-five (25) percent of the area of the window, provided, in the case of multi-pane windows the surface area of the window shall be the combined surface area the individual panes, or in the case of a glass curtain wall the surface area of the window shall be the combined surface area of the individual glass panels; or

ii. six (6) square feet in Sign Surface Area.


There shall be no required Minimum Setback for Temporary Signs however, such Signs may not encroach into a Public Right-of-Way and may not interfere with a Vision Clearance Area as specified in Article 4.14.

5. Maximum Height.

The maximum height for Ground Signs shall be four (4) feet in height above Grade.

6. Special Regulation.

No Temporary Sign shall be permitted on any Lot or Out Lot without the prior authorization of the owner of that Lot or Out Lot.