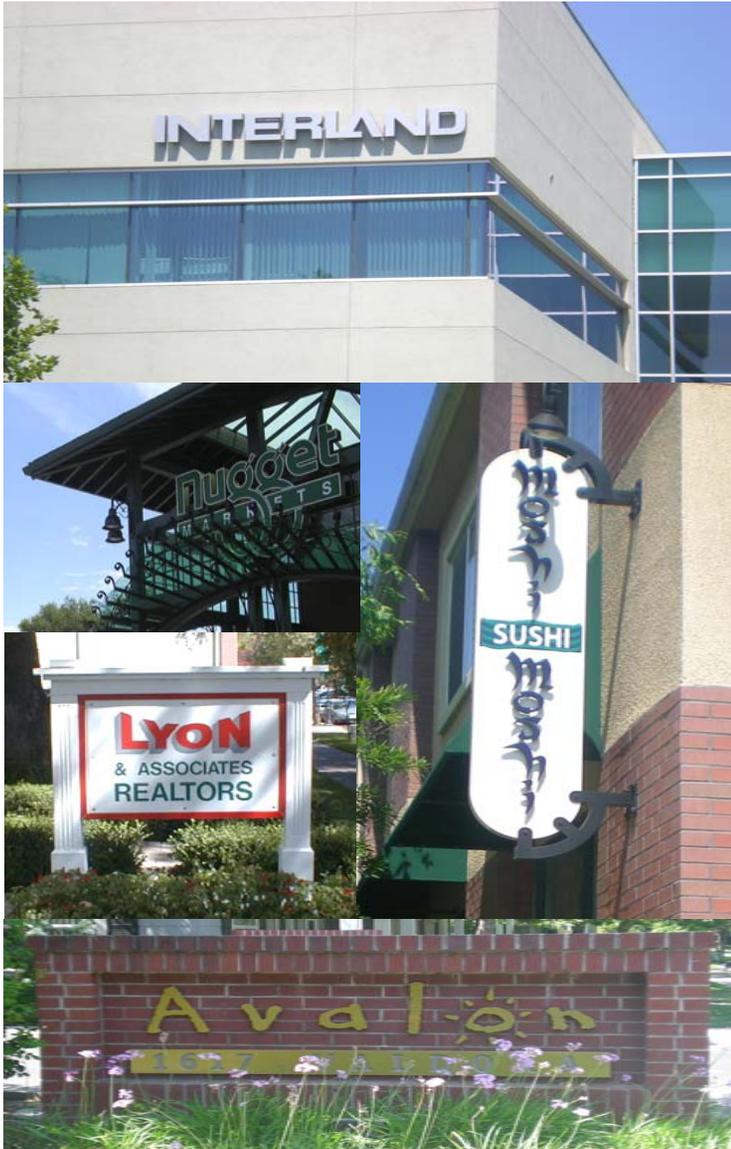




Davis Citywide Sign Design Guidelines



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Introduction

Signs are one of the most noticeable elements along Davis' commercial streets and play a major role in creating a visual image for the City. Well-designed signs add to the City's attractiveness whereas signage that is poorly designed, constructed from low quality materials, or does not match the scale or style of the adjacent buildings reflects negatively on the streetscape and may negatively impact viewers' perceptions of local business and the broader community. Because of these factors, the City encourages well designed signage using high quality materials and a clearly communicated message.

It is in the interest of the City, its residents, and local businesses that clear standards for sign design, materials, and placement are established to contribute to the expression of local character and the development of a distinctive City image. The intent of the Citywide Sign Design Guidelines includes the following:

- Assist property owners and business owners in understanding City expectations
- Enhance the physical appearance of the City
- Reduce the time and fees for processing sign approvals
- Assist Staff reviewing sign permit applications by establishing criteria with which to judge the appropriateness of a sign's design

Applicability

The standards and guidelines for commercial signage set forth in this manual apply to all properties in the City of Davis, with the exception of the Central Commercial (CC) district and the Mixed Use district (MU) and properties with an approved sign program. For properties in the CC and MU districts, refer to the "Downtown Davis Sign Design Guidelines Central Commercial and Mixed Use" document.

- All proposed signs consistent with the guidelines stated herein shall require approval of a Minor Improvement Application, pursuant to Resolution #08-167.

- Signs not consistent with the guidelines stated herein shall be subject to the Design Review approval process, pursuant to §40.31.040 (j).
- Signs may not be changed or installed until the Community Development and Sustainability Department has approved the design and a building permit (if applicable) has been issued.
- **It is strongly encouraged that all approvals and permits be secured prior to ordering or fabricating any sign.**

Sign Programs

Sign programs create a coordinated set of standards for signs on properties with more than one tenant by establishing uniform sign design elements such as size, color, materials, lighting, and placement on the property.

- Sign programs shall be required for new and renovated multiple tenant buildings and shopping centers and are encouraged to be developed for existing buildings.
- **The requirements set forth in adopted sign programs shall preempt guidelines set forth in this document.**

Prohibited Sign Types & Elements

Certain sign types are prohibited citywide. The following signs are not allowed in the City of Davis:

- **Signs with attention-getting devices** such as blinking, flashing or fluttering lights or other illuminating device which has a changing light intensity, brightness or color.
- **Banners, pennants, ribbons, streamers, strings of light bulbs, spinners, or other similar devices**, unless specifically permitted. See "Banners" under "Design Guidelines for Specific Sign Types" for additional information about banners.
- **Rotating, spinning, or otherwise moving signs**, unless specifically permitted.
- **Beacon and search lights** are not permitted outside the Central Commercial, Commercial Highway, and similar planned development zoning districts.

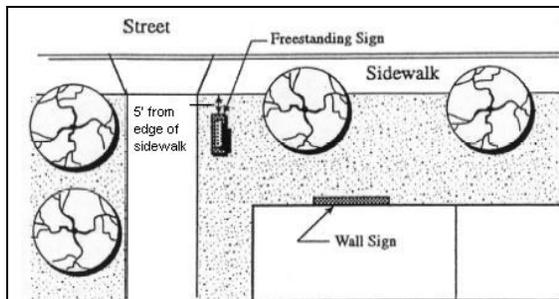
- **Pole signs**, including any freestanding sign, illuminated or non-illuminated, mounted on a pole, tube, or other fabricated member without any type of secondary support not permitted outside AC district.
- **Portable and A-frame signs**, except with an encroachment permit in the core area; also see the Downtown Sign Design Guidelines.

Application Process

Review and approval of signs consistent with these guidelines will be processed through a **Minor Improvement application**. The **Minor Improvement application form** must be completed by the applicant and submitted to the **Community Development and Sustainability Department**.

Minor Improvement submittal requirements:

- **Application fee**
- Completed **Minor Improvement application**, signed by the property owner
- Detailed plans, including:
 - **Site plan** showing sign location, accurate setback dimensions, and building/tenant frontage dimensions
 - **Building elevations**
 - Current **photograph** of all visible sides of the business
 - Detailed **elevation of the proposed sign** showing the lettering style, non-text elements, and exact dimensions of the sign
- Color samples and a materials description. In some cases, materials samples may be required
- Monument sign applications should include a landscape plan

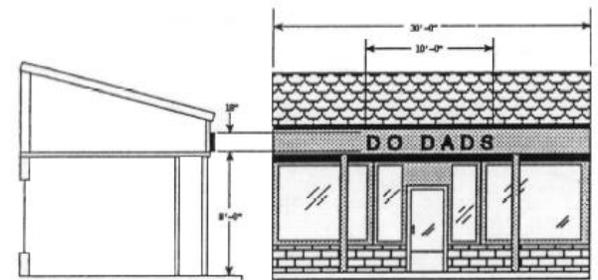


SITE PLAN

Freestanding sign must show location and accurate setback dimensions.

Sample Site Plan to be included in Minor Improvement application submittal

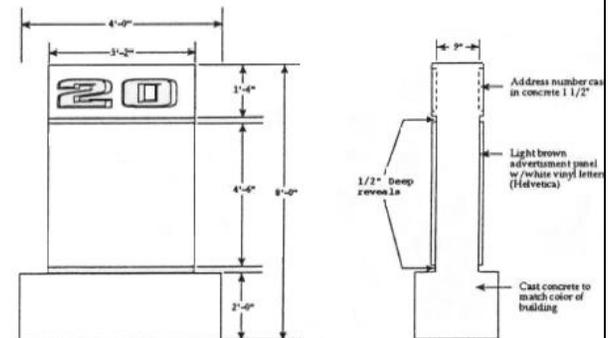
Sample Elevations to be included in Minor Improvement application submittal



ELEVATION:

Tenant Frontage

(Note: also include one set of current photographs of all visible sides of business, including from street.)



DETAILED ELEVATION:

(Note: include all dimensions as illustrated.)

General Sign Design Guidelines

The guidelines in this section address issues related to sign compatibility, legibility, placement, color and materials, and illumination.

Sign Compatibility

Good sign design complements a building's architecture rather than detracting from or competing with it. **All signs should be compatible with their own and adjacent buildings.** Common indicators of compatibility include:

- **Quality sign design and materials.** Signs should make a positive contribution to the general appearance of the street and commercial area where they are located. A well-designed sign can be an asset to a building.
- **Proportional size and scale.** A sign's scale should be appropriate for the building on which it is placed and the area where it is located.
- **Integrate signs with the building.** Signs should be designed so that they are integrated with the design of the building. Signs should utilize materials, colors, and shapes that complement the building's architectural style and surrounding environment. New signs proposed for existing buildings should be compatible with the existing signage of other tenants.



Unacceptable Signage:
Sign scale is not appropriate for the building

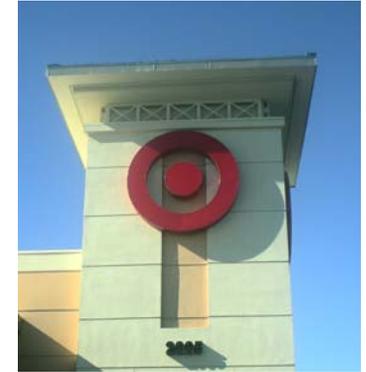
Sign Legibility

Ensure legibility. An effective sign should do more than attract attention; it should communicate its message clearly. Usually, this is based on the readability of words and phrases. The most significant influence on legibility is lettering style and spacing. Legible signs tend to:

- **Use a brief message.** A brief message should be used whenever possible. A sign with a brief, succinct message is easier to read and looks more attractive because it is less cluttered.
- **Avoid hard-to-read, intricate typefaces.**
- **Limit the number of lettering styles.** As a general rule, limit the number of different letter types to no more than two for small signs and three for larger signs.
- **Avoid spacing letters and words too closely together.** As a general rule, letters should not occupy more than 75 percent of the sign area.
- **Avoid large areas of blank spaces.** On box or framed signs, 50 percent or more blank area should generally be avoided. If the total

allowed sign area is not required to convey the message effectively, it is best to reduce the overall size of the sign.

- **Use symbols and logos.** Symbols and logos can be used in place of words when appropriate.
- **Avoid signs with strange shapes.** Signs that are unnecessarily narrow or oddly shaped can restrict the legibility of the message. If an unusual shape is not symbolic, it will probably be confusing.
- **Use significant contrast.** Substantial contrast should be provided between the color and material of the background and the letters or symbols to make the sign easier to read in both day and night.



Easily identifiable symbols and logos can be used to identify a business

Sign Placement

Identifying the appropriate placement for a sign contributes to its overall effectiveness. **Often, a building's architectural details create logical areas for signage.** The following guidelines help identify appropriate sign locations:

- **Respect architectural features.** Signs should not cover or interrupt the architectural details or ornamentation of a building's façade.
- **Create interest.** On buildings that have a monolithic or plain façade, signs can be used to establish or continue appropriate design rhythm, scale, and proportion. Well designed signs create visual interest and continuity with other storefronts on the same or adjacent buildings.



Sign is well integrated with building's architectural features

- **Place within structural boundaries.** Signs should not project above the edge of the rooflines and should not obstruct windows and/or doorways.
- **Mark main entries.** Signs should be placed at or near the public entrance to a building or main parking area to indicate the most direct access to the business.



Sign placement utilizing the building's architectural features

Sign Color

Color is one of the most important factors contributing to the sign's ability to catch the eye and communicate a mood or idea. **Sign colors should be selected carefully:**

- **Use contrasting color.** Signs should feature substantial contrast between the color and material of the background and text or symbols. Light letters on a dark background or dark letters on a light background are most legible. Dark backgrounds with light lettering are preferred for illuminated cabinet signs.
- **Use complementary colors.** Sign colors should complement the materials and colors on the adjacent buildings, including accent and trim colors.
- **Avoid using too many colors.** Limited use of accent colors can increase legibility, while large areas of competing colors tend to confuse and distract. Colors or color combinations that interfere with legibility of the sign copy or that interfere with viewer identification of other signs should be avoided.
- **Bright day-glo (florescent) colors should be avoided as they are distracting and do not blend well with other background colors.**



Unacceptable Signage: *Using many colors creates a confusing and chaotic message*

Sign Materials

Quality construction materials contribute to the sign's effectiveness and longevity. Signs should be durable enough to withstand the elements while working well with the building form and materials. The following should be considered when selecting sign materials:

- **Appropriate materials.** Sign materials should be compatible with the design of the façade on which they are located. Sign design should consider the materials and architectural design of the building and the sign's legibility.
- **Durable materials.** Sign materials should be extremely durable. Paper and cloth signs are not suitable for exterior use (except high quality, weather-resistant cloth for awnings). Wood signs should be sealed and maintained to keep moisture from deteriorating the sign. Signs may not be constructed from plywood, by simply painting letters on wood, or using "sticker" letters. Commercial grade vinyl letters applied inside glass may be permissible.



Unacceptable Signage:

Signs constructed by simply painting letters or wood of using "sticker" letters are not permitted



Signs should be constructed from durable materials that can withstand the elements and relate well to adjacent architecture.

Sign Illumination

Appropriate illumination can add to a sign's legibility; however, the type and strength of illumination must be carefully considered. Following are guidelines for sign illumination:

- **Sign illumination is regulated in residential districts.** The following signs may not feature illumination:
 - Temporary real estate signs at individual home sites
 - Temporary real estate signs for subdivisions
 - Construction identification signs
- **Use illumination only if necessary.** Not all signs need to be illuminated. Non-illuminated signs and window displays may be sufficient to identify the business.
- **Use a projected light source.** If the sign can be illuminated by a projected light (e.g., spotlight or gooseneck downlight), this is preferred to internal illumination to help better integrate the sign with the building's architecture. External lighting fixtures should be small and unobtrusive and shall not cast light or glare above the horizontal plane of the top of the sign.

Backlit (halo lit) solid letters
- **Shield the light source.** The light source, whether internal or external, should be shielded from view or directed so that the light intensity or brightness shall not be objectionable to surrounding areas. Signs should feature the minimum level required for nighttime readability.
- **Illuminated Signs.** Individually illuminated letters, either internally illuminated or backlit (halo lit) solid letters (reverse channel) are encouraged and are preferred to internally illuminated cabinet (can) signs. Signs comprised of individual letters mounted directly on a structure can often use a distinctive element of the structure's façade as a backdrop, better integrating them with the structure.
- **Cabinet signs.** The background field should be opaque so that only the lettering appears illuminated. When the background is not opaque, the entire face becomes bright and the sign becomes visually separated from the building, disrupting the continuity of the façade and making it difficult to read.

- **Creative lighting encouraged.** The use of creative illumination when compatible with the building's architectural style, such as the use of halo lighting, is encouraged where appropriate.
- Generally, the use of neon lighting is discouraged. Where artistically appropriate, exposed neon tubing may be used in conjunction with other types of materials to attractively emphasize business name and/or logo.
- **Signs featuring blinking, rotating, flashing, changing, reflecting, or fluttering lights or other illuminating device with a changing light intensity, brightness or color are not permitted.**
- **Sign Electrical Raceways and Conduits:**
 - Electrical transformer boxes and raceways should be concealed from public view. If a raceway cannot be mounted internally behind the finished exterior wall, the exposed metal surfaces of the raceway should be finished to match the background wall or integrated into the overall sign design.
 - If raceways are necessary, they should be as thin and narrow as possible and should never extend in width or height beyond the area of the sign's lettering or graphics.
 - All exposed conduit and junction boxes should be concealed from public view.



External projected light illumination

Design Guidelines for Specific Types of Signs

The guidelines in this section address design elements for the most typical types of signs found throughout the City.

Wall Signs

Wall signs include most types of signs that are attached to the face of a building wall. These include channel panels or letters made out of wood, metal, or plastic.

- Wall signs should be mounted on a flat building surface, and, unless a projection is an integral design element, should generally project as little as possible from the building's face. Wall signs should not be placed over or otherwise obscure architectural building features, nor should they extend sideways



Externally lit wall sign featuring high quality metal lettering

- beyond the building face or above the highest line of the building to which it is attached.
- For commercial locations, wall signs should be located on the upper portion of the storefront, within or just above the storefront opening. On multiple story buildings, the best location for a wall sign is generally a band or blank area between the first and second floors.
- New wall signs in a shopping center that does not have an approved sign program should be placed consistent with sign locations on adjacent businesses.
- For new and remodeled shopping centers, a comprehensive sign program for all the signs in the center should be developed.



Unacceptable signage: Multiple tenant wall signs along a building's façade should be mounted along the same plane and should be located closer to storefront opening

Monument or Low Profile Signs

Monument or low profile signs are freestanding signs usually used for shopping centers, office buildings, apartments, and other developments that are separated from adjacent streets by substantial setbacks. These signs feature a low height with sign faces installed on a substantial base, either solid or supported by a pair of posts that complement the sign design and adjacent architecture.



Monument sign for office building

- The design details, color, and architectural style should be consistent with the architecture of the buildings on the site. Signs should integrate compatible architectural elements on the sides and top to frame the sign pane(s). Architectural lines which complement that of the building should be incorporated,

especially with respect to the top of the sign. Columns, pilaster, cornices, and similar details can provide design interest and keep the sign in scale with adjacent buildings.

- Monument signs require a substantial base with stone, brick, or other compatible material to help give the sign a sense of being permanent, "anchored," and durable.
- Signs on single posts, pillars, or poles are not acceptable.**
- Integrate landscaping to enhance the sign's appearance. Surround monument signs with landscape that extends in all directions beyond the base of the sign. Plant materials should be designed to ensure the long-term readability of the sign.
- Monument signs may identify multiple tenants, but larger shopping centers should avoid listing individual tenants, other than the project anchors, to avoid sign clutter.



Monument signs should be compatible with adjacent buildings

- When listing multiple tenants, monument signs should:
 - Have individual tenant sign panels that are uniform in size, although it may be appropriate to dedicate a slightly larger panel to the major tenant or the name of the center.
 - Utilize size, letter style, and number of tenant names in a way that provides visual interest and minimizes the look of a plain, uninteresting list of tenants.
 - Sign panels should not extend beyond the height or width of the architectural support elements of the sign.
- Externally illuminated freestanding monument signs are encouraged over internally illuminated signs. On internally illuminated signs, the sign copy should be only the portion of the sign face that is illuminated. The sign background or field should be opaque with a non-gloss, non-reflective finish.
- The use of plastic sign faces is discouraged. Monument signs should be constructed of durable materials such as solid material background with metal letters, aluminum panels, or routed wood.
- Monument signs should be oriented perpendicular to the adjacent street and sidewalk and have a maximum of two parallel sign faces.
- Monument signs should be placed so that sight lines at entry driveways and circulation aisles are not blocked.
- Including the street address on a monument sign is encouraged and will not count as sign area.



Unacceptable Signage: Landscape should not reduce sign legibility

Directory Signs

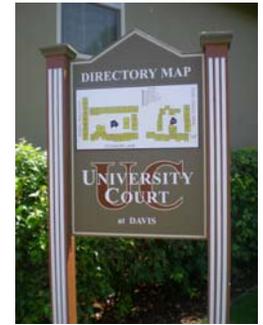
Directory signs are used for multi-tenant buildings to provide a directory of tenant locations within the building. They may also serve as the address sign for the property. Directory signs are commonly used when a building does not directly front a public street. Directory signs are small scale and are oriented to pedestrians.

- Directory signs may be mounted flat against a building or incorporated into a freestanding sign on the property on which the tenants are located.

- Directory signs should be architecturally compatible with adjacent buildings. Appropriate materials may include wood and metal with carved or applied lettering.
- The sign copy may include the following: building or project name, project logo, address, business tenant names, suite numbers or letters, or a directory map.
- Height restrictions for tenant sign directories exist in some districts. See matrices for permitted sign area by district.



Directory sign integrated with building architecture



Freestanding directory sign.

Projecting Signs

Projecting signs are attached to a building face and project out perpendicular to the building wall. Projecting signs are effective when oriented to pedestrians.

- Projecting signs should be hung at a 90-degree angle from the face of the building.
- Appropriate materials include wood and metal with carved or applied lettering, or any other material that is architecturally compatible with the building to which the sign is attached.
- Sign supports and brackets should be compatible with the design and scale of the sign and the architectural design of the building. Where appropriate, decorative iron and wood brackets are encouraged.
- The text, copy, or logo face should not exceed 75 percent of the sign face of a projecting sign.



Projecting Signs

- Projecting signs should not be internally illuminated; however, external illumination of projecting signs is encouraged.
- Projecting signs should be used for ground floor uses only. On a multi-story building, the sign should be suspended between the bottom of the second story windowsills and the top of the doors or windows of the first story. On a one-story building, the top of the sign should be in line with the lowest point of the roof.
- It is recommended that the distance between projecting signs be at least 25 feet to ensure unobstructed view.

Hanging Signs

Hanging signs are similar to projecting signs except that they are suspended below a marquee or under a canopy, making them generally smaller than projecting signs. Hanging signs, or suspended signs, are used to help define entries and identify business names to pedestrians.

- Where overhangs or covered walkways exist, pedestrian-oriented hanging signs are encouraged.
- Hanging signs can be particularly useful for storefronts that have multiple tenants.
- Hanging signs should be simple in design and not used to compete with any existing signage at the site, such as wall signs.



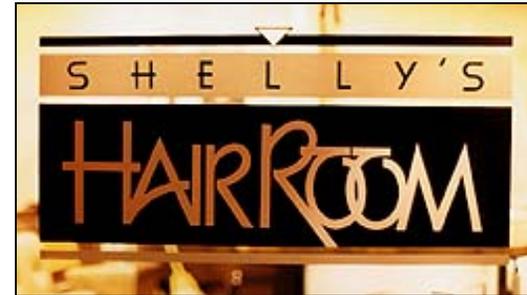
Hanging Sign

Window Signs

Window signs consist of individual letters and/or logos painted, posted, displayed, etched or otherwise placed on the interior surface of the window and intended to be viewed from the outside.

- Window signs should be scaled to the pedestrian rather than vehicles passing by.
- Window signs should be limited to small graphics and text that serve to identify the business name and the product or type of service the business provides.
- Window signs should not obscure views into a store or place of business.

- The use of nonpermanent materials such as paper is strongly discouraged. Glass-mounted graphics may be applied by painting, silk screening, or vinyl die-cut forms.
- Window signs should not cover more than 25-percent of the area of each window.



Window Sign

Awning Signs

Awning signs are signs that are printed on, painted on, or otherwise attached to an awning or canopy above a business door or window.

- Signage should be limited to the skirt (valence) of the awning and should not be on the awning face.
- If illuminated, awning sign illumination should be external. Back-lit, translucent signs are prohibited. Lighting should be directed downward and should not illuminate the awning.
- To avoid having to replace awnings or paint out previous tenant signs when a new tenant moves in, the use of replaceable valances should be considered.
- The shape, design, and color of the awnings should be carefully designed to coordinate with, and not dominate, the architectural style of the building. Where multiple awnings are used, on the building, the design and color of the sign awnings should be consistent.

Pole Signs

Pole signs are sign structures generally mounted on a single pole. Pole signs are primarily used to communicate with people in vehicles.



Unacceptable Signage:
Pole signs are not permitted

Pole signs are NOT permitted outside the Auto Center (AC) District.

See Auto Center (AC) District in the Permitted Sign Area by District section of this document for more information about pole signs in the AC district.

Banner Signs

Banner signs consist of characters, letters, illustrations, or ornamentation applied to cloth, paper, vinyl, fabric, or like material. **Unless specifically permitted, banner signs are prohibited.**

Applications for banners, pennants, streamers, or flags may be considered if all of the following are satisfied:

- o Banners shall be compatible with the total sign program (if existing), building design, and landscape design in terms of size, design, colors, location, and height.
- o Permanent banners may contain a business logo, but may not contain any other written message. Temporary banners may contain written messages.
- o Banners must be maintained in terms of color, design, and material. Banners may be subject to removal should deterioration occur and detract from the surrounding area.

A complete application must be reviewed and approved by the Community Development and Sustainability Department.

Temporary Signs

A temporary sign is a sign that is displayed for a short period of time. Temporary signs may be a useful tool for businesses seeking increased publicity and visibility for a limited time frame. Appropriate uses for temporary signage include businesses announcing a grand opening, seasonal special or other promotion, apartment complexes desiring temporary signage advertising rental unit availability, and similar short-term uses.

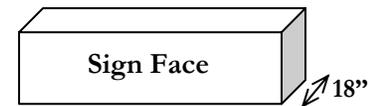
Temporary signs approved through the Minor Improvement process shall not be displayed for more than thirty consecutive days and may not be displayed for a total of more than 60 days in a 365 day period. *See the Permitted Sign Area by District section of this document for additional requirements for temporary signage in specific districts.*

Permitted Sign Area by District

The following tables provide the allowable sign types, area, and conditions for signs in the various zoning districts throughout the City.

NOTES FOR COMPUTING SIGN AREA:

- For two-sided signs, if the depth of the sign is 18” or less, only the area of one side counts toward permitted sign area



- Permitted sign area is determined based on the property’s frontage. This measurement is the horizontal distance along a lot line adjacent to a public street, or the side of a lot adjacent to a public street.
- When using the tables to calculate permitted sign area for premises with a frontage not shown on the table, interpolate the maximum area permitted using the ratio of frontage to permitted signage using the closest frontage.
- For properties fronting on more than one street, permitted sign area can be computed using the following tables for each frontage, unless noted otherwise.

Agricultural Districts

Agricultural Districts	
Allowable Sign	Conditions
One Nameplate or Non-Illuminated Sign	<ul style="list-style-type: none"> Maximum area: 20 square feet Setback: 50 feet from front property line Must relate to a permitted use
One Non-Commercial Advertising Sign	<ul style="list-style-type: none"> Maximum area: 20 square feet Setback: 50 feet from front property line
Conditional Uses	<p>One sign pertaining to the conditional use and conforming to the standards of the most applicable of the following districts: <i>Central Commercial, commercial thoroughfare, commercial service, industrial and industrial research, commercial highway</i></p>

Residential Districts

The following regulations apply in all residential districts, except the R-T district:

Residential Districts: Real Estate & Construction Signs	
Allowable Sign	Conditions
Temporary Real Estate Sign	<ul style="list-style-type: none"> Maximum area: 6 square feet Setback: 5 feet from any street right-of-way Must be located on premises Two signs permitted on corner lot, must front separate streets Non-illuminated Remove within 5 days of sale, rental, or lease

Temporary Real Estate Sign for Subdivision	<ul style="list-style-type: none"> Permitted on major or secondary street Maximum area: < 100 square feet Less than 20 feet above grade Locate behind property setback Remove within 5 days of completion of sales
Temporary Construction Signs	<ul style="list-style-type: none"> One sign permitted on premises during construction Maximum area: 16 square feet May denote the intended use of the building and the architect, engineer, contractor, or builder Remove within 30 days of the end of construction

Residential Districts: Church, School, Community Center, Professional, & Administrative Office / Other Public Institutional Building	
Allowable Sign	Conditions
Announcement Sign or Bulletin Board	<ul style="list-style-type: none"> Maximum area: 30 square feet Setback: 5 feet from all street right-of-way lines Building mounted: flat wall sign not projecting above the roofline Ground-mounted: maximum height 6 feet

Residential Districts: Apartments & Mobile Homes	
Allowable Sign	Conditions
Low Profile Identification Signs	<ul style="list-style-type: none"> One sign per street front Maximum size: 20 square feet Shall not project above building height Building mounted: flat wall sign not projecting above the roofline Ground-mounted: maximum height 6 feet Setback: 5 feet behind setback line



Low profile identification sign for apartment complex

Residential Districts: Noncommercial Signage	
Allowable Sign	Conditions
Noncommercial Advertising Sign	<ul style="list-style-type: none"> One per lot Maximum size: 6 square feet
Political Noncommercial Advertising Signs	<ul style="list-style-type: none"> See Municipal Code Chapter 12: Elections

Professional and Administrative Office District

Professional and Administrative Office Districts	
Allowable Sign	Conditions
One Identification Sign	<ul style="list-style-type: none"> Must pertain to a permitted or conditionally permitted use on the lot Maximum area: 20 square feet Height: may not project above height of the building on the lot Setback: five feet back from street right-of-way
One Noncommercial Advertising Sign	<ul style="list-style-type: none"> Maximum area: 6 square feet

Commercial Neighborhood and Residential Transitional Districts

Commercial Neighborhood* & Residential Transitional Districts **	
Premises Frontage (Feet)	Maximum Permitted Sign Area (Square Feet)
5	15
10	30
20	42
30	50
Above 30	50
Freestanding signs are prohibited in C-N, R-T, and R-H-D zoning districts.	
* Maximum square footage for the C-N district is to be computed by the use of ONLY this table, based on ONE frontage.	
** Signs shall only be illuminated at such times as premises are open for business.	
In Residential Transitional Districts , signs may project over the public right of way and not be flat against a building only if they meet any of the following qualifications: <ul style="list-style-type: none"> Parallel with the street on top of or flat against a canopy. Under a canopy if not in excess of five square feet. Theatre marquee signs, when an integral part of a marquee which overhangs the public right of way Disclose only time and temperature. 	

Commercial Neighborhood & Residential Transitional Districts: Additional Permitted Signage	
Allowable Sign	Conditions
Low Profile Sign	<ul style="list-style-type: none"> For neighborhood commercial centers (C-N and PD C-N districts) One per street frontage, maximum of two Shall include center identification Shall not include tenant names Maximum 25 square feet sign area, including logos Maximum height 8'
One Noncommercial Advertising Sign	<ul style="list-style-type: none"> Maximum area: six square feet



Appropriate wall signage for Commercial Neighborhood Center

Community Retail Districts: Additional Permitted Signage	
Allowable Sign	Conditions
Freestanding Signs	<ul style="list-style-type: none"> Allowed in addition to permitted sign area for community retail centers Shall include center identification May include tenant names Signs between 8' and a maximum 25' height require Conditional Use Permit
Low Profile Signs	<ul style="list-style-type: none"> Permitted in the C-R district for service stations in addition to shopping center identification signs



Appropriate wall signage at a Community Retail Center

Community Retail Districts

Note: Signs shall only be illuminated at such times as premises are open for business.

Community Retail Districts	
Premises Frontage (Feet)	Maximum Permitted Sign Area (Square Feet)
20	42
30	50
Above 50	75

Commercial Thoroughfare, Commercial Service, Industrial and Industrial Research Districts

Commercial Thoroughfare, Commercial Service, Industrial and Industrial Research Districts*	
Premises Frontage (Feet)	Maximum Permitted Sign Area (Square Feet)
5	15
10	30
20	42
40	64
60	86
73	100
Above 73	100

* Signs shall be flat against the building and not project over the public right of way
 * Low profile signs, maximum 8 feet in height are permitted

Commercial Service Districts: Freestanding Sign Required Findings	
Allowable Sign	Conditions
Freestanding Sign	<ul style="list-style-type: none"> ▪ Maximum height: 25 feet ▪ Must meet the following findings: <ul style="list-style-type: none"> ○ Site abuts freeway and is within a quarter of a mile of a freeway on/off ramp ○ The use(s)/site necessitate advertising to the traveling public ○ Sign must be oriented towards freeway and shall not generally be visible from the interior community streets ○ Not more than one sign visible in any viewshed along the freeway and that the installation of the sign does not create excessive visual clutter ○ Sign shall be architecturally compatible with surrounding buildings and neighborhood ○ Pole signs (single column support) prohibited

Commercial Highway Districts

Commercial Highway Districts*	
Premises Frontage (Feet)	Maximum Permitted Sign Area (Square Feet)
5	15
10	30
20	42
40	64
60	86
80	110
100	133
120	156
140	178
160	200
Above 160	200

* Signs shall be flat against the building and not project over the public right of way.
 * A sign exceeding twenty feet in height, or projecting above the height of the building on the lot on which the sign is located, may only display an identification of the business. The area of any such sign shall be taken as the area of a rectangle enclosing the sign, including any projections other than the supports.
 * Sign area beyond that permitted and shown on the table may be allotted to an automobile sales and service establishment located in the commercial highway zone only when an additional independent automobile sale and service use shares the same site location.
 * Freestanding signs above 8' in height up to a maximum of 25' may be considered through the CUP process.

Auto Center District

Auto Center District	
Maximum Permitted Sign Area (Square Feet)	
Maximum allowable square footage for total signage per automobile dealership	200
Signs that count toward total square footage for signs	<ul style="list-style-type: none"> ▪ Free-standing dealership identification signs ▪ Wall-mounted dealership identification signs ▪ Secondary wall signs ▪ Site interior directional signs ▪ Site frontage directional signs ▪ Auto center identification signs ▪ Other signs

Auto Center District	
Allowable Sign	Conditions
Free-standing Dealership Identification Sign	<ul style="list-style-type: none"> ▪ One free-standing sign allowed ▪ May contain the manufacturer's logo, the dealership name, principal make of the new automobile sold by each dealer, or used car designation ▪ Setback: 5 feet behind the property line ▪ Location: within landscaped area adjacent to public street ▪ Illumination: may be internally illuminated ▪ Maximum height: 40 feet
Wall-mounted Dealership Identification Sign	<ul style="list-style-type: none"> ▪ One allowed for each principal building that faces a public street, or freeway, for a maximum of two wall signs at corner parcels ▪ Location / Mounting: near the top of the showroom or on a flat wall surface facing main public street; mount on roofs below building roofline

	<ul style="list-style-type: none"> ▪ Illumination: may be internally illuminated
Secondary Wall Signs	<ul style="list-style-type: none"> ▪ One allowed for each department (e.g., "used cars," "service," "parts," etc.) ▪ Location / Mounting: near the top of the building; mount below building roofline ▪ Illumination: may be internally illuminated
Site Interior Directional Signage	<ul style="list-style-type: none"> ▪ Dealership directional signs shall be allowed (e.g., "enter," "exit," "service entrance," "customer parking," "parts delivery," and "employee parking")
Site Frontage Directional Signs	<ul style="list-style-type: none"> ▪ One sign per entry allowed to provide directional information ▪ Illumination: may be internally illuminated
Other Signs: (Definitions and Regulations)	<ul style="list-style-type: none"> ▪ Window Signs (anything inside or outside a window is a sign): may display temporary advertisements for promotional purposes (see temporary signs below) ▪ No additional signs visible from beyond the property allowed ▪ Signs may not project above the roof line of any building ▪ Signs may not be painted on the building sides or roof ▪ Billboards, streamers, or other temporary signs prohibited ▪ Revolving, flashing, or moving signs prohibited
Construction Signs	<ul style="list-style-type: none"> ▪ One temporary construction sign permitted on site prior to and during construction ▪ Must be removed at occupancy ▪ Maximum size: 50 square feet
Temporary Promotional Signs and Displays	<ul style="list-style-type: none"> ▪ Include: banners, flags, pennants, bunting, tents, and similar displays ▪ Temporary Window Signs: total area must not exceed 50% of total window area of the face of the building upon which signs are mounted ▪ Permitted for no more than 30 consecutive days and no more than 120 days per calendar year

Mixed Use District

Mixed Use District*	
Premises Frontage (Feet)	Maximum Permitted Sign Area (Square Feet)
5	15
10	30
20	42
30	50
Above 30	50

* No sign shall exceed 15 square feet in area.
 * Signs shall only be illuminated at such times as premises are open for business.
 * Freestanding signs are prohibited in the M-U zoning district.

Mixed Use District	
Maximum Permitted Sign Area (Square Feet)	
Allowable Sign	Conditions
Wall Sign	<ul style="list-style-type: none"> Signs on building shall be located under the roofline.
Low Profile Sign	<ul style="list-style-type: none"> Low profile signs not exceeding six feet in height are permitted in the Mixed-Use District.
Projecting Sign	<p>Signs may project over the public right of way and not be flat against a building only if they meet any of the following qualifications:</p> <ul style="list-style-type: none"> Parallel with the street on top of or flat against a canopy. Under a canopy if not in excess of five square feet. Theatre marquee signs, when an integral part of a marquee which overhangs the public right-of-way Disclose only time and temperature.