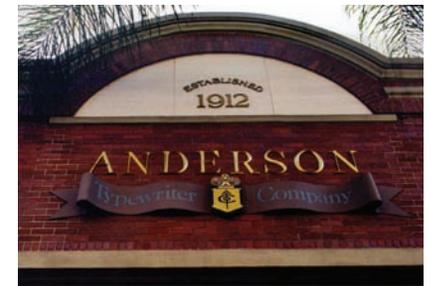
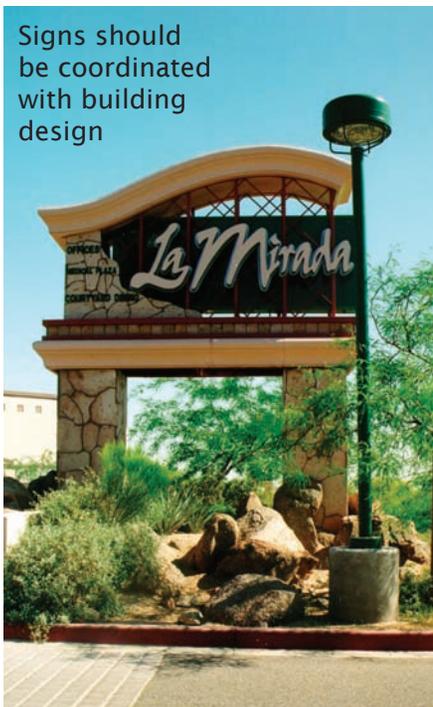


3.6 BUILDING SIGNS

All signs must be properly located and attractively displayed. It is important to consider both pedestrians and motorists when designing new signs. The placement of new signs is an important consideration towards not blocking building details.





A. GENERAL SIGN GUIDELINES

1. Signs should not cause unnecessary distractions to motorists or differ aesthetically from the surrounding architecture.
2. Signs should be constructed of durable materials and pleasing color combinations.
3. The method of sign attachment to the building should be integrated into the overall sign design. Any remaining materials used for sign attachment by a previous business should either be reused or fully replaced by the new tenant.
4. Signs reflecting the type of business through design, shape, or graphic form are encouraged.
5. Signs should be coordinated with the building design in terms of materials, color, size, and placement.
6. A single development with multiple users should provide a unifying sign theme.
7. Lighting of all exterior signs should be directional to illuminate the sign without producing glare on pedestrians, autos, or adjacent properties.
8. Internally-illuminated sign cabinets are strongly discouraged. Where internally lit signs are used, letters should be lit individually. Rectangular box/cabinet signs are strongly discouraged.



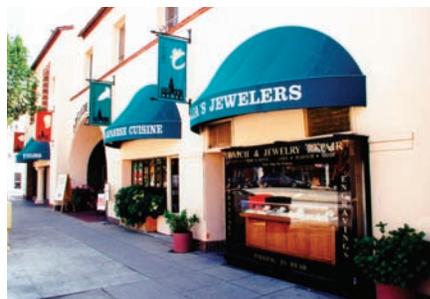
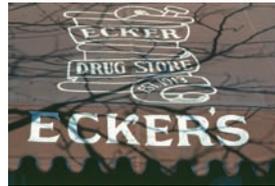


B. MONUMENT SIGNS

1. Monument signs should be setback a minimum of five feet from the public right-of-way.
2. External lighting may be provided for the signs; the lighting should not produce any glare onto the surrounding properties in the area. Monument signs should not be internally illuminated.
3. Monument signs should be well-articulated and well proportioned.
4. Monument signs should be accented with landscaping. The signs should be in scale with adjacent buildings and landscape areas.
5. Monument signs should incorporate complementary colors, materials, and lettering fonts used on the buildings. More than one material is recommended.



Monument signs should be well-articulated and well proportioned



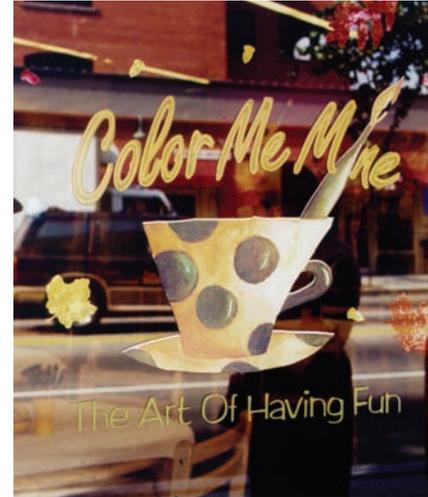
C. AWNING OR CANOPY SIGNS

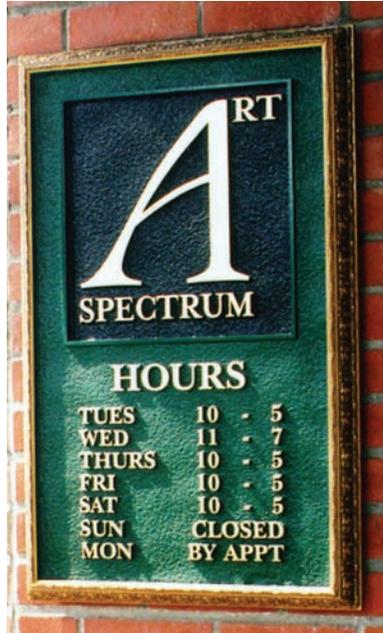
1. Signs on entry awnings or canopies above business entries are encouraged.
2. Primary signs should be limited to the awning or wall mounted sign, but typically not both.
3. Awning signs should be limited to a graphic placed on an awning's canopy and limited to decorative logos or supplemental graphics accompanied with text located on the valance.
4. All awnings on a single building should be a consistent material, color, size, and style regardless of a difference in tenant or use.
5. Awnings should be constructed of opaque, durable cloth material.
6. Awnings should be well maintained at all times and replaced immediately when in a worn or torn condition.



D. WINDOW SIGNS

1. Business signs may be applied to the storefront windows but should not cover more than 10 percent of the overall glazing on that floor and should not obscure views of the business interior or merchandise.
2. Self-contained illuminated neon signs are discouraged.





E. WALL SIGNS

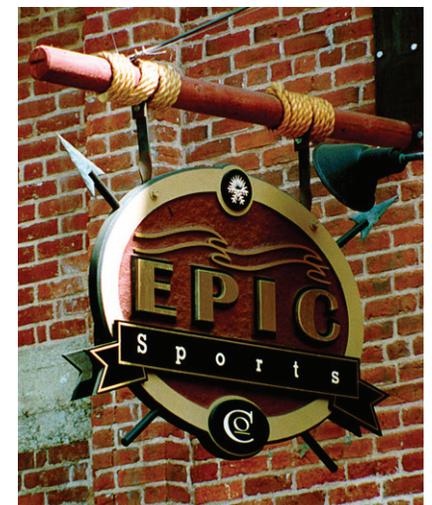
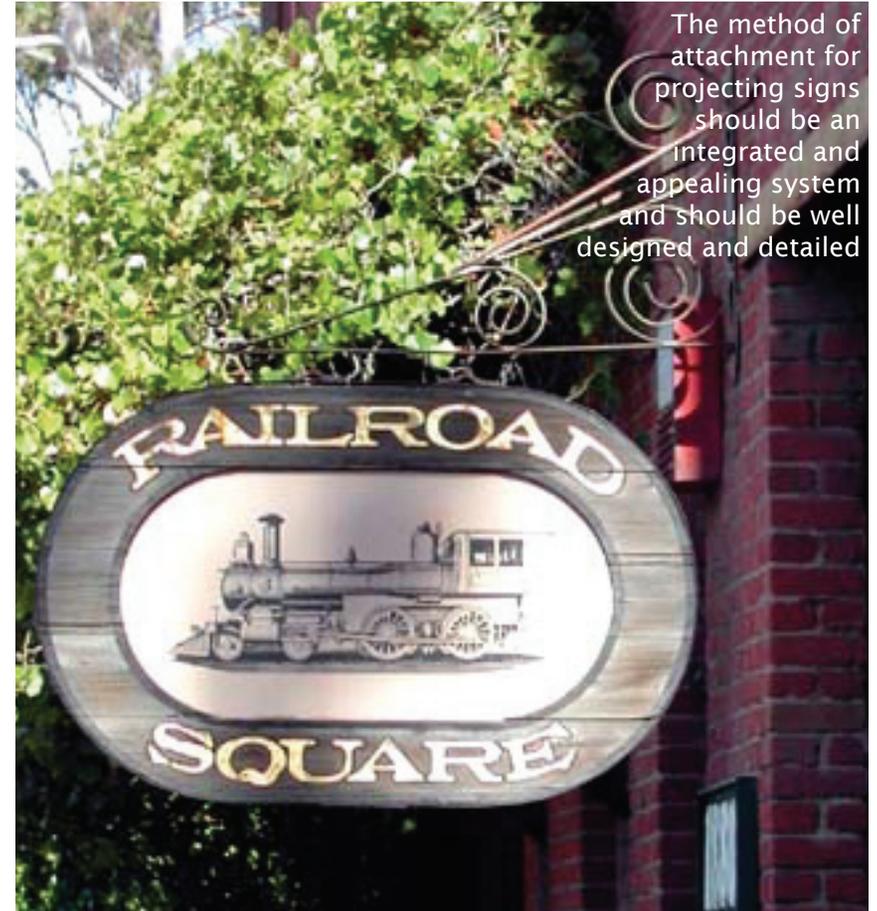
1. Flush mounted signs should be positioned within architectural features, such as the panel above the storefront on the transom or flanking doorways.
2. Signs should be in scale with and in proportion to the primary building facade and architectural style.
3. Lighting may be provided for wall signs but should not produce any glare, and the source of the light should not be visible to the surrounding properties in the area.



F. PROJECTING SIGNS

1. Projecting signs should maintain an eight foot vertical clearance between the bottom of the sign and ground level.
2. The method of attachment for projecting signs should be an integrated and appealing system and should be well designed and detailed.
3. Internally lit projecting signs are discouraged.

The method of attachment for projecting signs should be an integrated and appealing system and should be well designed and detailed





G. HANGING SIGNS

1. Hanging signs should maintain an eight foot vertical clearance between the bottom of the sign and ground level.
2. The method of attachment for hanging signs should be an integrated and appealing system and should be well designed and detailed.

