

6.0 Signage Standards

6.10 Purpose

This Section of the Downtown Code is intended to generate new signage or the revitalization and/or modification of existing signage to successfully implement the Downtown Specific Plan.

6.20 Allowed Signage Types and Standards

Any parcel subject to the Downtown Code shall only have signage that is in compliance with the standards identified in Table 5.6, as applicable. Applications, or portions thereof, that do not comply with the applicable requirements shall be considered inconsistent with the intent and purpose of the Downtown Code.

6.30 Small Town-Scale Signage and Intended Physical Character

Property subject to the Downtown Code is intended to generate and support the small town-scale and physical character intended by the Downtown Specific Plan as described below:

A. Design Objectives. Signage shall be designed and maintained to:

1. Generate signage that is consistent with and complementary to the small town-scale buildings required in Section 4.0.
 - a. **Signage for Block-Form Buildings.** These are sign types for buildings that are larger than houses and intended for a wide variety of land use activities and physical conditions. These buildings tend to occupy most of their building site and can occupy large portions of a block in some cases. See Tables 5.6A - 5.6E and 5.6G - 5.6I.
 - b. **Signage for House-Form Buildings.** These are sign types for buildings that are the size of houses and intended for primarily residential activities with some non-residential activities as allowed by the zone. These sign types are to be applied to buildings that are single or multiple dwelling buildings and always have the form and size of houses that are compatible with the neighborhood. See Tables 5.6B, 5.6E, 5.6F.

2. Support the intended physical environment of the zone;
3. Support active and continuous pedestrian-oriented environments per each zone;
4. Generate signage that is compatible with the size and intended physical context of each building; and
5. Express small town physical character through the collective streetscape of appropriately sized and located signage.

6.40 Required Criteria

- A.** In order for applications to be approved, each application shall meet the following criteria as applicable.
1. Generates or maintains a pedestrian-oriented streetscape through the design of signage which is contextually appropriate to the allowed frontage(s);
 2. Is consistent with the intent of the streetscape along which the building(s) is located; and
 3. Is in compliance with the applicable requirements of Table 5.6 and the applicable signage type(s).

6.50 Addition of Signage Type

- A.** Applications that propose to add a signage type to the Downtown Code shall comply with the following requirements.
1. The applicant shall provide the following information to the Director:
 - a. A written statement identifying that the proposed type is not similar to any of the allowed types in Table 5.6;
 - b. A diagram showing the proposed type in plan, elevation and section to identify the configuration and key elements;
 - c. At least three examples of the proposed type in its intended physical context.

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2. The Director shall first review the application to confirm whether or not the proposed type is similar to any of the allowed types in Table 5.6. If not similar to an allowed type, the application shall continue to be processed.
3. The Architectural Review Committee shall review the application and provide a recommendation to the Director. The Director shall present the recommendation to the Planning Commission for its review and action.
4. The Planning Commission shall review the application and the Architectural Review Committee's recommendation in order to make a recommendation for final action to the City Council.
5. The City Council shall review the Planning Commission's recommendation and take final action on the application. If the application is approved, the necessary amendments to the Code shall be made.

6.60 Requirements by Zone

In support of the purpose and intended physical environment for each zone, Table 5.6 identifies the allowed signage types in each zone.

1. **Requirements for Signage.** All sites and buildings subject to the Downtown Code are required to comply with the requirements for signage types in Section 6.0.
2. **Size and Location.** All signage subject to the Downtown Code shall comply with the size and location requirements, as applicable.
3. **Multiple Signage Types.** As allowed by Section 6.0, a site or building may utilize multiple signage types per the applicable requirements and City review and approval.

TABLE 5.6. ALLOWED SIGNAGE TYPES

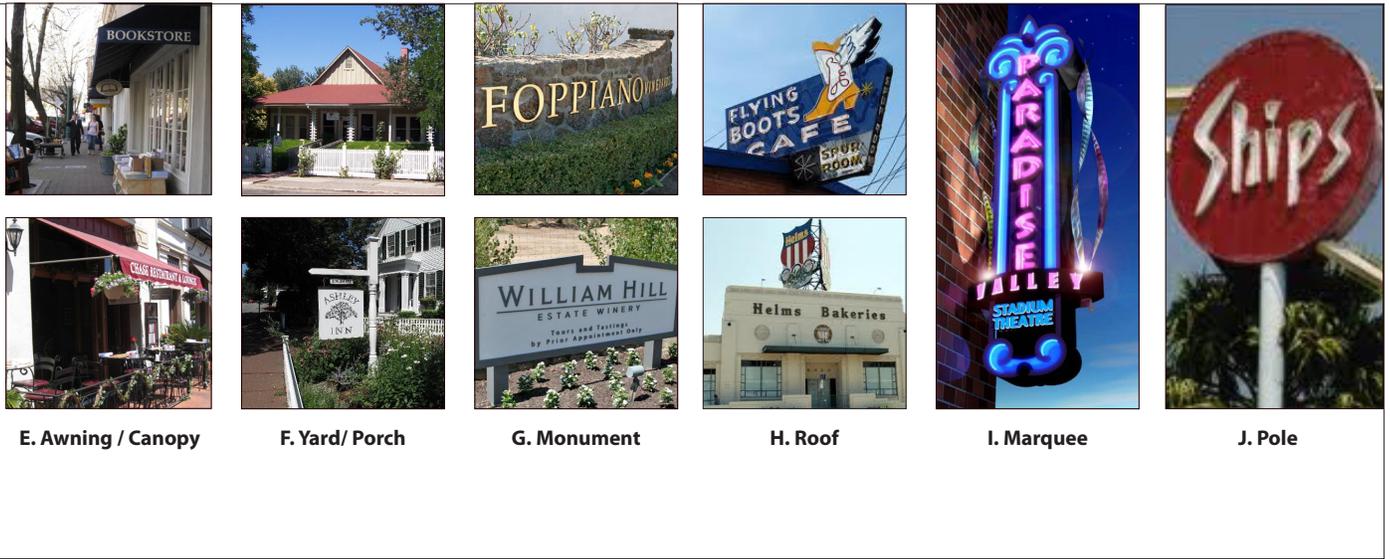
			
			
A. Wall	B. Window	C. Sidewalk	D. Projecting / Blade

NOTES FOR TABLE 5.6	
SEE TABLE 5.6C	Type allowed in zone, see reference for requirements
blank	Type not allowed in zone
(1)	Not allowed on Front Street
(2)	When integrated into forecourt
(3)	Only on Flex Building as allowed

DT CORE (DTC)

ALLOWED TYPES	DT CORE (DTC)
SIGN TYPES	REQUIREMENTS
A. WALL	SEE TABLE 5.6A
B. WINDOW	SEE TABLE 5.6B
C. SIDEWALK	SEE TABLE 5.6C
D. PROJECTING / BLADE	SEE TABLE 5.6D
E. AWNING / CANOPY	SEE TABLE 5.6E
F. YARD / PORCH	SEE TABLE 5.6F (1)
G. MONUMENT	SEE TABLE 5.6G (2)
H. ROOF	SEE TABLE 5.6H
I. MARQUEE	SEE TABLE 5.6I
J. POLE	

TABLE 5.6. ALLOWED SIGNAGE TYPES



ZONES

DT EDGE (DTE)	MONTEREY STREET (MS)	RAILROAD CORRIDOR (RR)	GATEWAY (GW)
REQUIREMENTS	REQUIREMENTS	REQUIREMENTS	REQUIREMENTS
SEE TABLE 5.6A	SEE TABLE 5.6A	SEE TABLE 5.6A	SEE TABLE 5.6A
SEE TABLE 5.6B	SEE TABLE 5.6B	SEE TABLE 5.6B	SEE TABLE 5.6B
SEE TABLE 5.6C	NOT ALLOWED	SEE TABLE 5.6C	
SEE TABLE 5.6D	SEE TABLE 5.6D	SEE TABLE 5.6D	
SEE TABLE 5.6E	SEE TABLE 5.6E (3)	SEE TABLE 5.6E	SEE TABLE 5.6E
SEE TABLE 5.6F	SEE TABLE 5.6F	SEE TABLE 5.6F	
SEE TABLE 5.6G	SEE TABLE 5.6G (2)	SEE TABLE 5.6G (2)	SEE TABLE 5.6G
SEE TABLE 5.6H		SEE TABLE 5.6H	SEE TABLE 5.6H
SEE TABLE 5.6I			
		SEE TABLE 5.6J	SEE TABLE 5.6J

6.70 General Signage Standards

A. Allowed Signs.

1. Table 5.6 identifies the requirements for signage based on the applicable zone.
2. All sign types and sizes not expressly allowed by this section shall be prohibited.
3. For banners and other such temporary signs, see the applicable provisions of SMC.

B. Prohibited Signs. The following are prohibited within the code boundaries:

1. Because of the City's compelling interest in ensuring traffic safety, signage that mimics a regulatory sign is not allowed;
2. A sign attached to or suspended from a boat, vehicle, or other movable object that is parked within a public right-of-way, or located on private property so that it is visible from a public right-of-way; except a sign painted directly upon, magnetically affixed to, or permanently affixed to the body or other integral part of a vehicle;
3. Cabinet signs;
4. A sign burned, cut, or otherwise marked on or affixed to a rock, tree, or other natural feature;
5. Internally illuminated signs;
6. A sign placed within a public right-of-way, except as allowed by Table 5.6;
7. Temporary and portable signs, including the following:
 - a. Balloons and other inflatable devices;
 - b. Flags, except official national, state, or local government, institutional or corporate flags, properly displayed; and
8. Permanent signs that advertise information such as continuous sales, special prices, or include phone numbers, are not allowed.

C. Calculation of Sign Area. Signage shall be allowed based on the following and as identified in Figure 5.6.1, Calculation & Sign Area:

1. Sign structure shall mean the physical sign that supports a sign that is attached to a building. This does not include signs that are painted directly on a wall or individual letters that are individually mounted on a wall;
2. Sign size shall mean the allowed size that a particular sign type may be after applying the relevant height and width requirements;
3. Sign area shall mean the allowed location and physical amount of area that signage may occupy, as allowed by the requirements for each sign type;
4. Feature sign area shall mean the allowed amount and location for a particular element of a sign that may extend beyond the allowed sign area; and
5. A building may use multiple sign types as allowed by Table 5.6.

D. Sign area and height measurement. The measurement of sign area and height to determine compliance with the maximum sign area requirements and height limits of this Code shall be subject to City review per Table 5.6 and Figure 5.6.1.

E. Sign location requirements. Each sign shall be located in compliance with the following requirements, and all other applicable provisions of this Code.

1. **Sign Location.** Each sign shall be located on the same site as the subject of the sign, except as otherwise allowed by this Code.
2. **Setback requirements.** Each sign shall comply with the applicable setback and/or encroachment requirements identified in Table 5.6.
3. **Placement on a building.** No sign shall be placed so as to interfere with the operation of a door or window. Signs shall not be located so that they cover architectural features of the building.

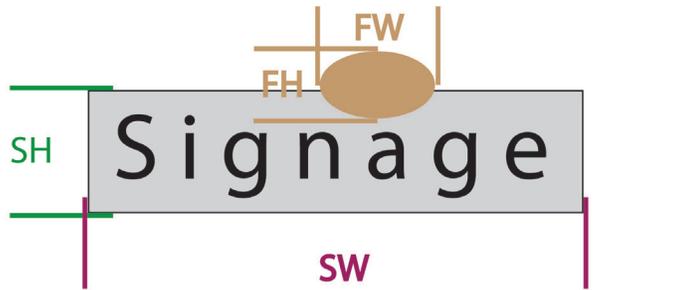
Key

- SW** Sign Width
- SH** Sign Height
- FW** Feature Area Width
- FH** Feature Area Height

Figure 5.6.1. Calculation of Sign Area



Above: Individual letters without integral background or panel



Above: Individual letters with integral background or panel

4. **Signs within a right-of-way.** No sign shall be allowed in the right-of-way except for the following:

- a. A sign that projects over the sidewalk or a sidewalk sign in compliance with Table 5.6;
- b. Public signs erected by or on behalf of a governmental agency to convey public information, identify public property, post legal notices, or direct or regulate pedestrian or vehicular traffic;
- c. Bus stop signs installed by a public transit company;
- d. Informational signs of a public utility regarding its lines, pipes, poles, or other facilities;
- e. Emergency warning signs erected by a governmental agency, a public utility company, or a contractor doing authorized work within the public right-of-way;
- f. All signs within the public right-of-way that are intended to regulate, warn, or guide traffic, shall comply with the Manual on Uniform Traffic Control Devices; and
- g. Any sign installed or placed within the public right-of-way other than in compliance with this Section shall be forfeited to the public and be subject to confiscation.

F. Sign design. The following design criteria shall be used in reviewing the design of individual signs. Compliance with each of the following design criteria shall be required before a sign permit or building permit can be approved/issued.

1. **Color.** Colors on signs and structural members shall be harmonious with one another and complement the colors of the building(s) on the site. Contrasting colors may be utilized if the city determines the overall effect of the sign is still compatible with the building colors.
2. **Design and construction.**
 - a. Except for banners, flags, temporary signs, and temporary window signs conforming with the requirements of this Code, each sign shall be constructed of permanent materials and shall be

permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.

- b. Each permanent sign shall be designed by a professional whose principal business is the design, manufacture, or sale of signs.
- c. Each permanent sign shall be constructed by persons whose principal business is building construction or a related trade including sign manufacturing and installation. The intent is to ensure public safety, achieve signs of neat and readable copy, and durability, to reduce maintenance costs and prevent dilapidation.

3. **Materials and structure.**

- a. Sign materials (including framing and supports) shall be representative of the type and scale of materials used on the building where the sign is located.
- b. No sign shall include reflective material.
- c. Materials for permanent signs shall be durable and capable of withstanding weathering over the life of the sign with reasonable maintenance.
- d. The size of structural members (e.g., crossbeams, and braces) shall be proportional to the sign panel they are supporting.

4. **Street address.**

- a. The City may require that a sign include the street address of the site, where it determines that public safety and emergency vehicle response would be more effectively served than if the street address were displayed solely on the building(s).
- b. Information shall be conveyed briefly or by logo, symbol, or other graphic manner. The intent should be to increase the readability of the sign and thereby enhance the identity of the business.

5. **Sign lighting.** Sign lighting shall be designed to minimize light and glare on surrounding rights-of-way and properties.

- a. External light sources shall be directed and shielded so that they do not produce glare off the site, on any object other than the sign.
- b. Sign lighting shall not blink, flash, flutter, or change light intensity, brightness, or color.
- c. Neither the direct nor reflected light from primary light sources shall create hazards for pedestrians or operators of motor vehicles.
- d. For energy conservation, light sources shall be hard-wired fluorescent or compact fluorescent lamps, or other lighting technology that is of equal or greater energy efficiency. Incandescent lamps are prohibited.
- e. Neon is allowed only on signage for public garages, theaters, or other civic-oriented uses.

G. Sign maintenance.

- 1. Each sign and supporting hardware, including temporary signs and awning signs, shall be maintained in good repair and functioning properly at all times. Any damage to a sign or its illumination, including the failure of illumination shall be repaired within a maximum of 14 days from the date of damage or failure.
- 2. A repair to a sign shall be of materials and design of equal or better quality as the original sign.
- 3. A sign that is not properly maintained and is dilapidated shall be deemed a public nuisance, and may be abated in compliance with the SMC.
- 4. When an existing sign is removed or replaced, all brackets, poles, and other supports that are no longer required shall be removed.

6.70 Specific Standards for Signs

All signage within the Downtown Code boundaries shall be designed as one of the allowed sign types identified in Table 5.6 and in compliance with the standards for each sign type as identified in Tables 5.6A - 5.6I.

TABLE 5.6A. WALL SIGN STANDARDS

A. Description

A sign painted or applied directly to the wall, typically above the storefront or more creatively as approved by the City. This type consists of a single externally illuminated panel or individual letters and/or logo and does not include cabinet signs. This type of sign is intended for viewing from across the street and along the sidewalk.

B. Design Standards

1. Maximum one wall sign per business along frontage. In multi-tenant buildings, only the businesses with frontage on the sidewalk shall be allowed a wall sign, in compliance with these standards;
2. Wall signs shall be located above the storefront and at least 12 inches from any eave, edge of building or top of parapet; On multi-story buildings, wall signs shall be located either above the storefront or above the openings on the uppermost story;
3. Maximum thickness of sign as measured from the wall shall not exceed four inches;
4. Minimum 24 inches between sign and any opening; and
5. If illuminated, external illumination required and shall be mounted to maintain visual integrity of the sign.

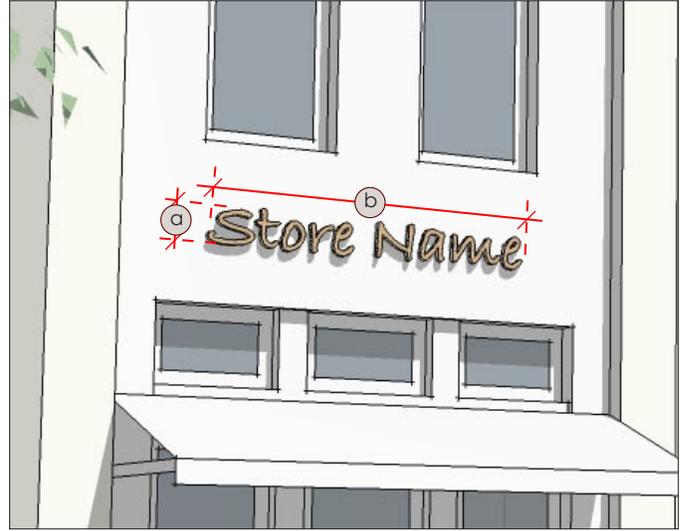


Diagram - See Design Standards below for requirements.

WALL SIGN STANDARDS	MIN.	MAX.
a Height in all zones except GW zone	none	18"
a Height in GW zone	none	30"
b Width as % of facade width	none	60%
c Feature allowed beyond sign area	none	6 sq ft
Allowed combinations with other sign types, subject to City approval		
Awning/canopy, projecting, monument, marquee, window, yard/porch, sidewalk		

Examples of Intended Physical Character



Example - Individual, internally illuminated letters mounted directly on wall.



Example - Letters painted directly on wall (awning sign shown in combination)

TABLE 5.6B. WINDOW SIGN STANDARDS

A. Description

A sign painted or applied directly to the storefront window(s) and/or door(s). This type consists of individual letters and a logo with allowances for some contrasting background. This type of sign is intended for viewing from across the street and at close range.

B. Design Standards

1. Maximum one window sign per storefront;
2. Minimum 75 percent of sign shall be independent of contrasting background;
3. Signage inside the shop space is not allowed within four feet of the window; and
4. Storefront width is measured between walls or columns of at least eight inches in width.

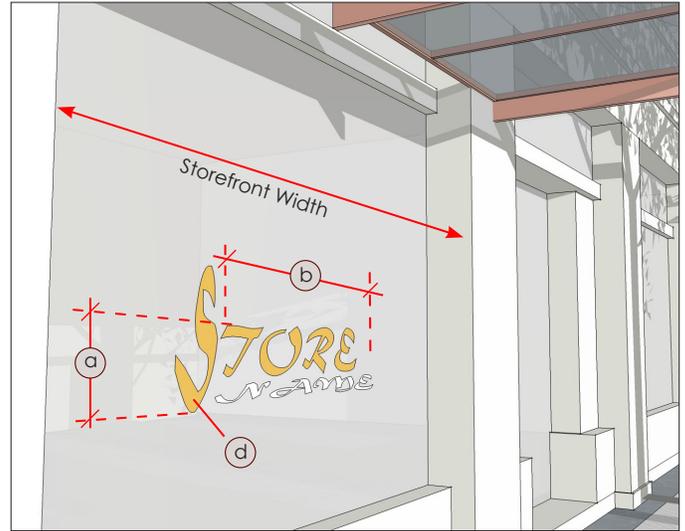


Diagram - See Design Standards below for requirements.

WINDOW SIGN STANDARDS		MIN.	MAX.
a	Height	none	10"
b	Width as % of storefront width	none	40%
c	Contrasting background as % of sign area	none	25%
d	Feature allowed beyond sign area	none	2 sq ft
Allowed combinations with other sign types, subject to City approval			
Awning/canopy, projecting, marquee, wall, yard/porch, monument, sidewalk, roof			

Examples of Intended Physical Character



Example - Individual vinyl letters with feature area at top center and contrasting background along bottom.



Example - Logo and letters painted directly on inside of window.

TABLE 5.6C. SIDEWALK SIGN STANDARDS

A. Description

A two-sided, non-illuminated, portable sign placed outside of the storefront on the adjacent sidewalk for viewing at close range. The sidewalk sign is intended for use by restaurants, cafes, other food-oriented businesses, theaters and other such activities.

B. Design Standards

1. Maximum one sign per business with a minimum distance of 25 feet from the nearest sidewalk sign;
2. Sign shall be vertically oriented;
3. Sign shall be placed as close as possible to the business storefront/edge of outdoor seating or along the street edge of the adjacent sidewalk;
4. Encroachment permit required when in public R.O.W. Adequate pedestrian access shall be maintained; and
5. Materials shall not include vinyl or plastic. Lighting shall be from ambient sources.

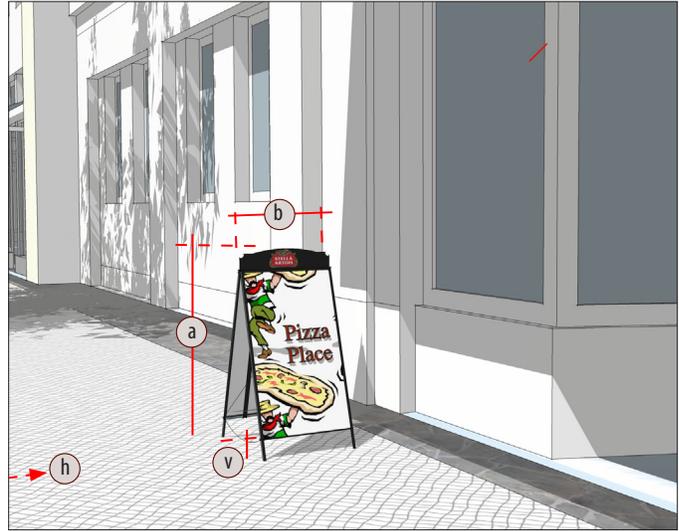


Diagram - See Design Standards below for requirements.

SIDEWALK SIGN STANDARDS	MIN.	MAX.
a Height overall	18"	36"
b Width	18"	24"
c Thickness	none	4"
f Feature allowed beyond sign area	-	-
v Vertical clearance from adjacent sidewalk*	3"	10"
h Horizontal clearance from adjacent curb	18"	none
Allowed combinations with other sign types, subject to City approval		
Awning/canopy, wall, projecting, window, roof		
* except for legs/supports of sign		

Examples of Intended Physical Character



Examples - Foldable, unobtrusive with brief information.

TABLE 5.6D. PROJECTING / BLADE SIGN STANDARDS

A. Description

A two-sided sign that projects over a public right-of-way such as a sidewalk, public open space or private street. This type of sign is intended for viewing at close range.

B. Design Standards

1. Maximum one sign per business along frontage;
2. If illuminated, external illumination shall be mounted to maintain visual integrity of the sign;
3. Supporting hardware such as brackets shall be architecturally compatible with the building facade;
4. Not allowed under an awning or horizontally within five feet of an awning or another projecting sign; and
5. Encroachment permit required if projecting within R.O.W.

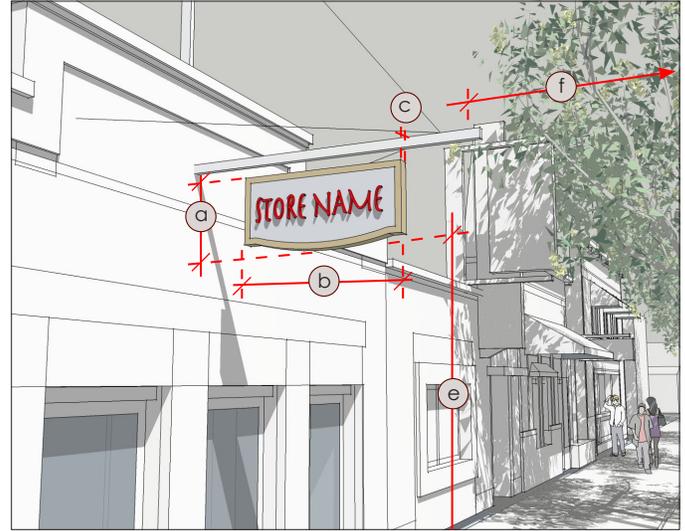


Diagram - See Design Standards below for requirements.

PROJECTING / BLADE SIGN STANDARDS	MIN.	MAX.
a Height	none	18"
b Width	none	36"
c Thickness	none	3"
d Feature allowed beyond sign area	none	1.5 sq ft
e Vertical clearance from adjacent s.w.	8'	12'
f Horizontal clearance from adjacent curb	24"	n.a.
Allowed combinations with other sign types, subject to City approval		
Monument, Awning/canopy, wall, marquee, window, roof, sidewalk		

Examples of Intended Physical Character



Example - Rectangular projecting sign with painted relief and decorative bracket.



Examples - Left: Vertical rectangular shape with stylized edge and simple, color coordinated bracket mounted above the storefront. Right: Oval and rectangular shaped signs for different businesses on a tall facade, mounted at pedestrian scale.

TABLE 5.6E. AWNING / CANOPY SIGN STANDARDS

A. Description

A sign integral to the awning or canopy above a storefront. This type of sign can be located on the valence face, on the main panel, or in the case of a canopy, on top of and along the front edge of the canopy. This type of sign is intended for viewing at close range.

B. Design Standards

1. Maximum one sign per awning or canopy within a facade that is immediately adjacent to a sidewalk or open space;
2. Awning / Canopy shall correspond to a storefront per applicable requirements of Table 5.5C;
3. Signage is allowed on the awning or canopy valence parallel to the facade and on an awning valence perpendicular to the front of the awning;
4. The main panel may be used instead of the valence but not in addition to the valence;
5. Internal illumination of awning(s) is prohibited; and
6. Canopy sign may extend above the top of the canopy provided that the sign does not exceed 18 inches in height.

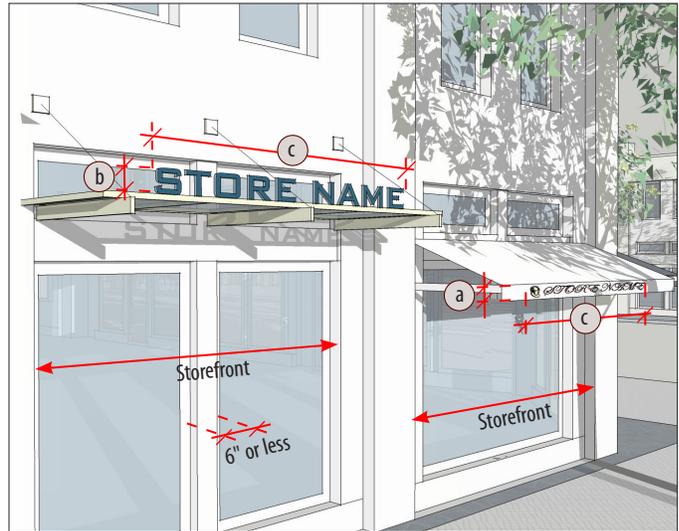
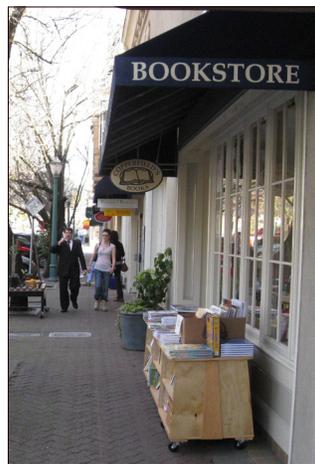


Diagram - See Design Standards below for requirements.

AWNING / CANOPY SIGN STANDARDS		MIN.	MAX.
a	Height of sign on awning valence	6"	12"
b	Height of sign on canopy valence parallel to facade	none	18"
c	Length of signage as % of awning/canopy width	none	75%
d	Feature (logo) for awning	none	2 sq ft
e	Feature allowed beyond canopy sign area	none	3 sq ft
f	Signage on portions of awning valence perpendicular to front of awning	50% of sign on main valence	
Allowed combinations with other sign types, subject to City approval			
Wall, Projecting, marquee, window, monument, sidewalk, roof			

Examples of Intended Physical Character



Examples - Left: Sign on valence along front; Right: Sign along side valence perpendicular to front



Example - Sign on valence

TABLE 5.6F. YARD / PORCH SIGN STANDARDS

A. Description

Yard - A two-sided sign located on a post within frontages where the building is setback from the sidewalk to be viewed along the sidewalk at close range.

Porch - A sign hung from the porch entry to the building to be viewed from the sidewalk at close range.

B. Design Standards

1. Maximum one yard and porch sign per building, including corner lots;
2. Yard signs shall be located between the porch and the public sidewalk; Porch signs shall be located within a bay created by the columns supporting the porch roof;
3. Signs are not allowed to encroach into a right-of-way or private street;
4. If illuminated, external illumination required and shall be mounted to maintain visual integrity of the sign; and
5. Supporting hardware such as brackets shall be architecturally compatible with the building facade.

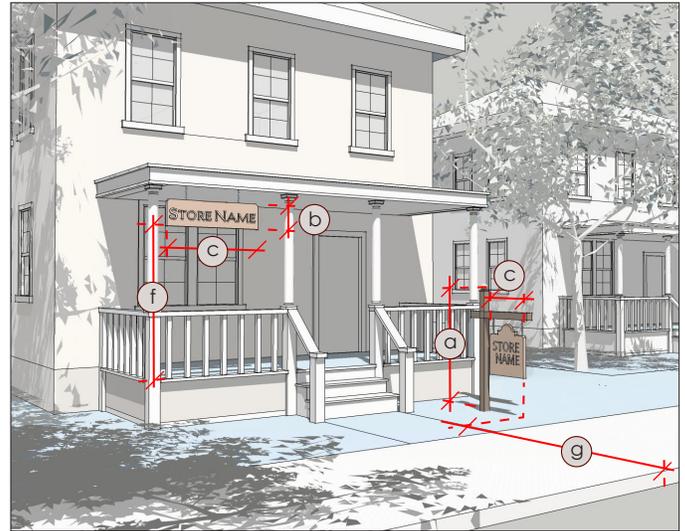


Diagram - See Design Standards below for requirements.

YARD / PORCH SIGN STANDARDS		MIN.	MAX.
a	Height: Yard sign (may be disaggregated into no more than 2 connected signs)	none	5'
b	Height: Porch sign	none	18"
c	Width	none	36"
d	Thickness	none	3"
e	Feature allowed beyond sign area	none	1.5 sq ft
f	Vertical clearance from porch surface	8'	12'
g	Horizontal clearance from adjacent sidewalk	6"	n.a.
Allowed combinations with other sign types, subject to City approval			
Awning/canopy, wall, window, roof			

Examples of Intended Physical Character



Example - Front yard frontage with yard post and porch signage.



Example - Above and bottom right: Yard sign composed of two connected signs with external illumination;



Top Right: Porch sign with external illumination



TABLE 5.6G. MONUMENT SIGN STANDARDS

A. Description

A sign located within frontages where the building or a portion of the building is setback from the sidewalk and the sign is to be viewed from a distance along the street. This type of sign typically occurs as part of site-defining landscape, in the form of a low wall that encloses outdoor dining or open space areas. The low wall often includes a gateway with a small hanging sign. This type of sign may occur as a freestanding sign for fueling stations subject to location and size limitations aimed at scale and compatibility with pedestrian and vehicular frontages.

B. Design Standards

1. For wall-integral monument signs, one sign may be placed at each end of the wall provided that there is at least 50 feet between each sign. For freestanding monument signs, maximum of one sign and at least 75 feet horizontal separation from another freestanding monument sign;
2. Not allowed to encroach into any required visibility area, right-of-way, or private street;
3. Colors and materials shall match and complement the building style and details;
4. If illuminated, external illumination required and shall be mounted to maintain visual integrity of the sign;
5. Gateways may include a small hanging sign up to 12 by 24 inches when there are at least eight feet of vertical clearance.



Diagram - See Design Standards below for requirements.

MONUMENT SIGN STANDARDS	MIN.	MAX.
a Height	3'	5'
b Length (wall-integral)	none	20'
b Length (freestanding)	2'	7'
c Thickness	none	18"
d Feature allowed beyond sign area	none	2 sq ft
e Horizontal clearance from adjacent curb	5'	n.a.
f Letters on monument sign	none	12"
Allowed combinations with other sign types, subject to City approval		
Awning/canopy, projecting, wall, window, roof		

Examples of Intended Physical Character



Wall-integral example - Individual letters attached to stone wall highlighted by appropriate landscape.



Freestanding example - Simple shape with strong contrast between lettering, frame and background.

TABLE 5.6H. ROOF SIGN STANDARDS

A. Description

A sign located on the roof intended to help emphasize the identity and presence of the downtown as a whole and therefore, the signage is allowed to be more inventive.

B. Design Standards

1. Maximum one sign per building;
2. Roof sign shall only be applied to buildings at least 250 feet in length, at least two stories tall, and only in the DTC, DTE and RR zones;
3. Structure supporting the sign shall be integral to the design and architectural style of the building;
4. Lighting shall be exposed neon on a decorative background or from decorative external sources that are consistent with the architectural style of the building;
5. Colors and materials shall complement those of the building; and
6. Sign shall be located along the ridge of the roof or near the facade on a building with a flat roof.



Diagram - See Design Standards below for requirements.

ROOF SIGN STANDARDS	MIN.	MAX.
a Height	3'	10'
b Length of ridge-mounted sign	none	70% of ridge length
b Length of roof-mounted sign	none	35% of roof length
c Thickness	none	12"
d Feature allowed beyond sign area	none	25 square feet
Allowed combinations with other sign types, subject to City approval		
Awning/canopy, projecting, wall, monument, window, sidewalk		

Examples of Intended Physical Character



Examples - Distinctive and inventive signage for individual business, as allowed, or for entire Downtown.

TABLE 5.6I. MARQUEE SIGN STANDARDS

A. Description

A large, vertically-oriented two-sided sign that projects from the facade over a private street, sidewalk, or public right-of-way and may project above the building's parapet to be viewable along the sidewalk and down the street from the adjacent block.

B. Design Standards

1. Maximum one sign per building;
2. Sign shall be vertically-oriented and placed high enough on the facade to be viewable from the adjacent block;
3. Neon or exposed bulbs allowed only for public garages, theaters or other types of civic-oriented uses; and
4. Encroachment permit required if projecting over R.O.W.

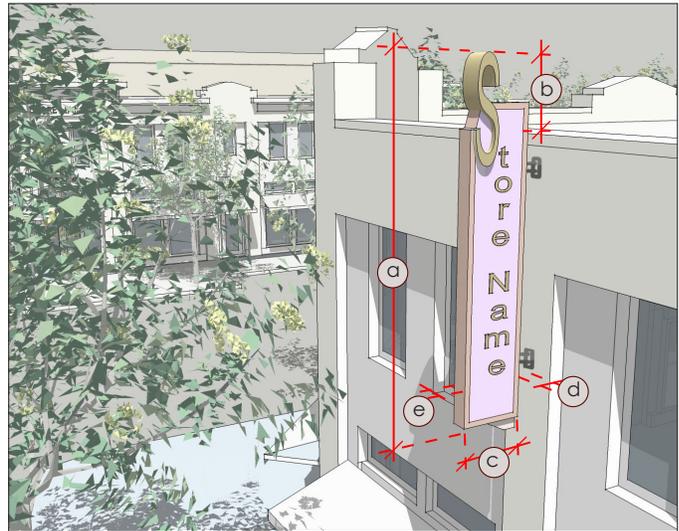


Diagram - See Design Standards below for requirements.

MARQUEE SIGN STANDARDS	MIN.	MAX.
a Height	10'	20'
b Height above eave or parapet	none	4'
c Width	none	30'
d Distance from wall	3"	12"
e Thickness	none	4"
f Feature allowed beyond sign area	none	6 sq ft
g Vertical clearance from adjacent s.w.	8'	n.a.
h Horizontal clearance from adjacent curb	6'	n.a.
Allowed combinations with other sign types, subject to City approval		
Awning/canopy, wall, projecting, window, sidewalk		

Examples of Intended Physical Character



Examples - Individually illuminated neon letters on panel.

TABLE 5.6J. POLE SIGN STANDARDS

A. Description

A vertically-oriented two-sided sign detached from the main building, located along the primary frontage, consisting of a single structural pole support with the sign mounted at the top. This type of sign is intended for viewing from a distance to identify a business set back and not readily visible from the street.

B. Design Standards

1. Allowed only in the GW and DTE zones;
2. Maximum one sign per building site;
3. Minimum building site frontage of 250 feet along primary street;
4. Sign shall be vertically oriented;
5. Sign shall be placed within 20 feet of the primary street edge;
6. Maximum of two businesses to be identified on the sign;
7. Sign shall be of a distinctive design as determined by the City;
8. If externally illuminated, lighting shall be either exposed neon mounted in front of a decorative cabinet or decorative external lighting sources.

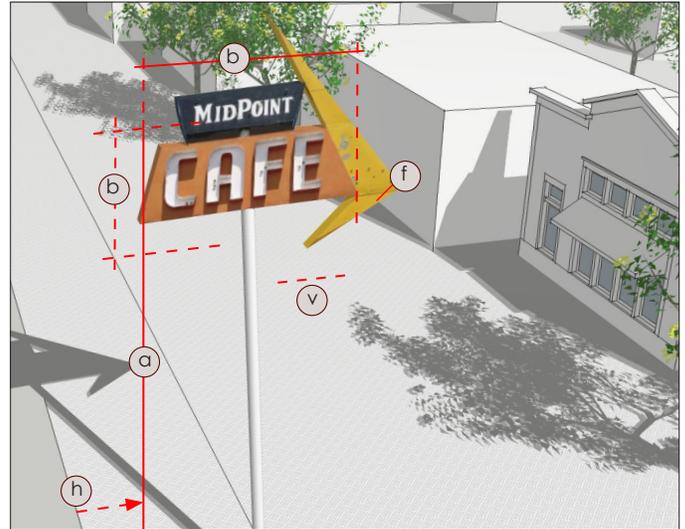


Diagram - See Design Standards below for requirements.

POLE SIGN STANDARDS		MIN.	MAX.
a	Height overall	25	35
b	Size	10' x 10' max	
c	Thickness	none	4"
f	Feature (allowed beyond sign area)	na	na
v	Vertical clearance from adjacent sidewalk	10'	none
h	Horizontal clearance from adjacent curb (R.O.W.)	18"	none
Allowed combinations with other sign types, subject to City approval			
Awning/canopy, wall, projecting, window, roof			

Examples of Intended Physical Character



Examples - Distinctive and inventive signage that is meant for long-distance viewing while contributing to the character of the downtown as a whole.

