

2.10. SIGNAGE REGULATIONS

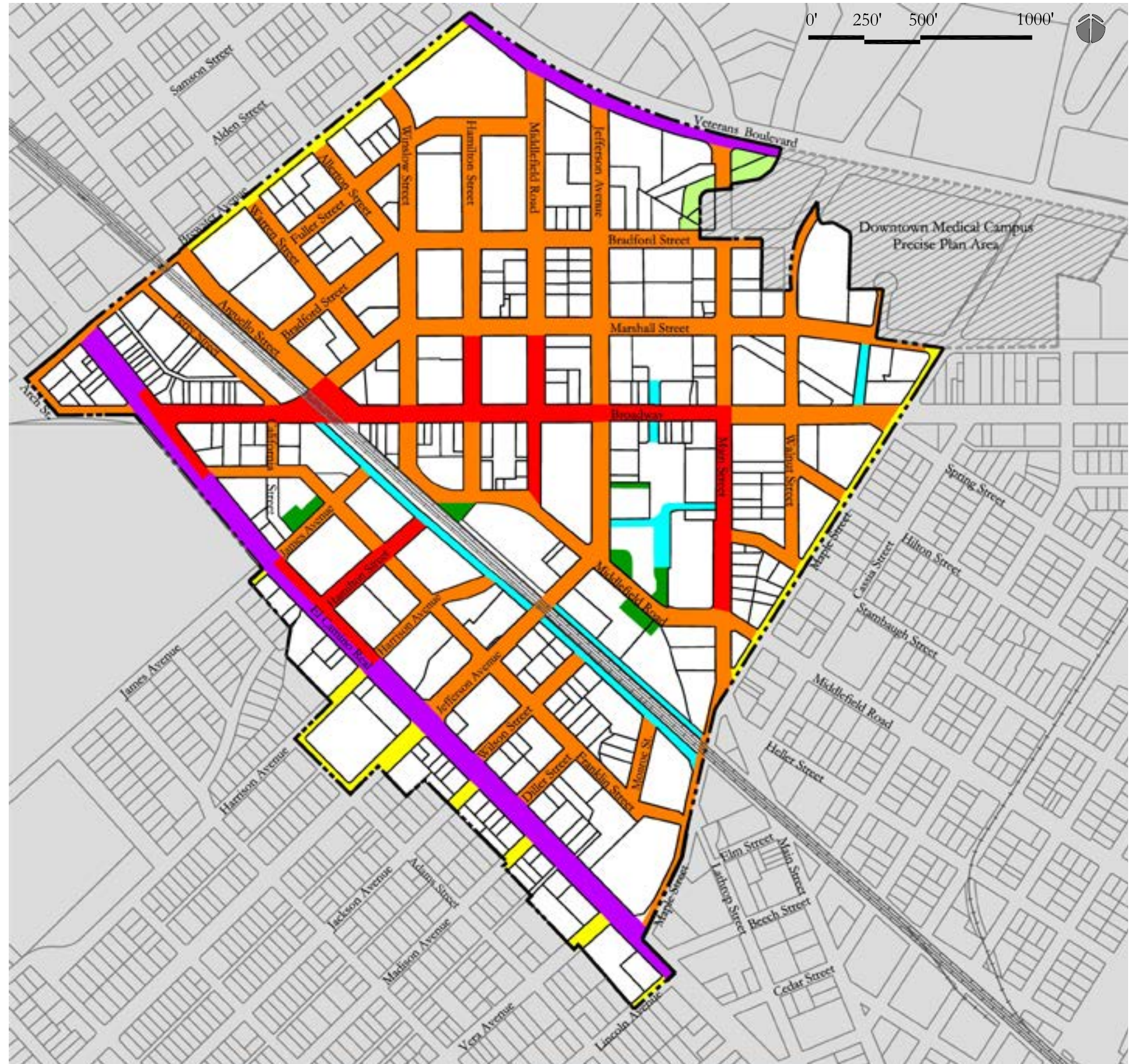
This section contains standards and guidelines for signage to ensure that signs installed in the Precise Plan Area are consistent with the overall quality and character of new development anticipated for Redwood City's Downtown. Regulations include permitted sign types as well as sign size, location, materials, illumination, color, and design.

Please refer to the Redwood City Sign Ordinance, Chapter 3, Article II of the Redwood City Municipal Code, as amended, for all sign related information or regulations not specifically addressed in this sign section of the Downtown Precise Plan.

MAP LEGEND

-  Boulevard
-  Downtown Core Street
-  City Street
-  Neighborhood Street
-  Lane
-  Redwood Creek
-  Public Open Space*

* Please note that not all Public Open Spaces are shown on this map. The only Public Open Spaces shown here are those which are to be treated as "frontage" by adjacent development. For a full discussion of Downtown Public Open Spaces, see sections i.2.5, 3.2.1, and Appendix 2.



SIGNAGE REGULATIONS MAP

SIGNAGE REGULATIONS CHART							
Corridor Types (Sec. 2.10.1)	Boulevard	Downtown Core Street	City Street	Neighborhood Street	Lane	Redwood Creek	Public Open Space
Sign Type Regulations (Sec. 2.10.3)							
Grand Projecting Signs	---	Permitted - L/AR	---	---	---	---	---
Marquee Signs	---	Permitted - E 500	---	---	---	---	---
Grand Wall Sign	---	Permitted - SW 2000	---	---	---	---	---
Wall Signs	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	---	Permitted - Non Res
Blade Signs	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	---	Permitted - Non Res
Projecting Signs	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	---	Permitted - Non Res
Awning Face Signs	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	---	Permitted - Non Res
Awning Valance Signs	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	---	Permitted - Non Res
Awning Side Signs	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	---	Permitted - Non Res
Above Awning Signs	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	---	Permitted - Non Res
Under Awning Signs	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	---	Permitted - Non Res
Canopy Fascia Signs	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	---	Permitted - Non Res
Above Canopy Signs	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	---	Permitted - Non Res
Under Canopy Signs	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	---	Permitted - Non Res
Recessed Entry Signs	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	---	Permitted - Non Res
Window Signs	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	---	Permitted - Non Res
Building Identification Wall Signs	Permitted - Bldg 50	Permitted - Bldg 50	Permitted - Bldg 50	Permitted - Bldg 50	Permitted - Bldg 50	---	Permitted - Bldg 50
Bldg. Ident. Canopy Fascia Signs	Permitted - Bldg 50	Permitted - Bldg 50	Permitted - Bldg 50	Permitted - Bldg 50	Permitted - Bldg 50	---	Permitted - Bldg 50
Bldg. Ident. Window Signs	Permitted - Bldg 50	Permitted - Bldg 50	Permitted - Bldg 50	Permitted - Bldg 50	Permitted - Bldg 50	---	Permitted - Bldg 50
Temporary Window Signs	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	---	Permitted - Non Res
Temporary Wall Signs	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	Permitted - Non Res	---	Permitted - Non Res

Legend:

Permitted - L/AR: This sign type is permitted for Lodging and Anchor Retail use groups, as indicated.

Permitted - E 500: This sign type is permitted for movie theaters and live performance theaters with a capacity of 500 persons or greater, as indicated.

Permitted - SW 2000: This sign type is permitted for non-residential uses with an unfenestrated Sidewall with an area of 2,000 square feet or greater, as indicated.

Permitted - Non Res: This sign type is permitted for non-residential uses with a dedicated ground floor entrance, as indicated.

Permitted - Bld 50: This sign type is permitted for any building with a Façade 50 feet wide or greater, as indicated.

--- : These elements are not permitted, as indicated.

2.10.1. ESTABLISHMENT OF SIGNAGE CORRIDOR TYPES

Signs are regulated by Corridor Type. The following Signage Corridor Types are established for existing streets and required new streets to govern the design and placement of new signs. Regulations for each Corridor Type are applied to parcels as indicated on the Signage Regulations Map.

A) Boulevard

- This Corridor Type was created to ensure that large streets carrying heavy automobile traffic are able to evolve into walkable, enjoyable public spaces, while still serving their vital transportation roles.
- Regulations for this Corridor Type are applied to bordering parcels and portions of parcels as designated on the Signage Regulations Map.

B) Downtown Core Street

- This Corridor Type was created to ensure that the most significant retail and civic areas are treated in a way that places the utmost priority on pedestrian comfort, convenience, and safety, as well as community building.
- Regulations for this Corridor Type are applied to bordering parcels and portions of parcels as designated on the Signage Regulations Map.

C) City Street

- This Corridor Type was created to ensure that the typical Downtown street is attractive and comfortable, while allowing enough flexibility in setbacks and other treatments to accommodate a wide variety of treatments and conditions.
- Regulations for this Corridor Type are applied to bordering parcels and portions of parcels as designated on the Signage Regulations Map.

D) Neighborhood Street

- This Corridor Type was created to ensure that streets which serve as a border between Downtown and adjacent neighborhoods are treated in a way that appropriately respects the context of the existing residential uses.
- Regulations for this Corridor Type are applied to bordering parcels and portions of parcels as designated on the Signage Regulations Map.

E) Lane

- This Corridor Type was created to allow for the creation and improvement of narrow but appealing passages which provide critical linkages in the Downtown fabric on a small amount of land.
- Regulations for this Corridor Type are applied to bordering parcels and portions of parcels as designated on the Signage Regulations Map.

F) Redwood Creek

- This Corridor Type was created to allow for the improvement of access to Redwood Creek, which has great potential but is currently underutilized.
- Regulations for this Corridor Type are applied to bordering parcels and portions of parcels as designated on the Signage Regulations Map.

G) Public Open Space

- This Corridor Type was created to ensure that when development is built directly adjacent to a public open space (without a street in-between) that appropriate access and aesthetic relationships are created between the open space and the buildings.
- Regulations for this Corridor Type are applied to bordering parcels and portions of parcels as designated on the Signage Regulations Map.

2.10.2. GENERAL SIGNAGE REGULATIONS

The following standards and guidelines shall apply to all signs, regardless of type.

1. Standards

- Sign types not listed in this section are not permitted.
- For each establishment, one and one-half (1 ½) square feet of total sign area shall be allowed for each linear foot of street frontage. This standard shall be known hereafter as the Linear Frontage Ratio. Unless otherwise noted, all signs (including temporary signs) shall count toward the total sign area permitted based on the Linear Frontage Ratio. For multi-tenant buildings, each establishment shall be calculated individually. For corner establishments, each façade shall be calculated individually. Permitted sign area based on the linear frontage of one establishment or façade shall not be placed on another establishment or façade.
- Signs shall not be animated unless otherwise noted in this Section 2.10, or the sign is owned and/or operated by the City of Redwood City (if permitted under Chapter 3, Article II of the Redwood City Municipal Code (Redwood City Sign Ordinance)).

- Commercial messages which identify, advertise, or attract attention to a business, product, service, or event or activity sold, existing, or offered elsewhere than upon the same property where the sign is displayed are expressly prohibited unless the sign is owned and/or operated by the City of Redwood City (if permitted under Chapter 3, Article II of the Redwood City Municipal Code (Redwood City Sign Ordinance)).
- In the event of a conflict between this Section and any other City code, the provisions of this Section shall apply.
- Signage displayed on the public right-of-way (i.e. portable menu board signs) shall be addressed pursuant to Chapter 3, Article II of the Redwood City Municipal Code (Redwood City Sign Ordinance), as amended.
- All issues not specifically addressed herein shall be addressed pursuant to Chapter 3, Article III of the Redwood City Municipal Code (Redwood City Sign Ordinance), as amended.
- The following definitions shall apply to the Signage Regulations section:
 - Animation:** More than one change in sign's message or lighting within a single twenty-four (24) hour period. An electronic sign as defined Chapter 3, Article II of the Redwood City Municipal Code (Redwood City Sign Ordinance) is an animated sign.
 - Exposed Incandescent Bulb Illumination:** The illumination of a sign by incandescent bulbs which are mounted directly to the face of the sign.
 - Exposed Neon Tube Illumination:** The illumination of a sign by neon tubes which are mounted directly to the face of the sign.
 - External Illumination:** The illumination of a sign by projecting light on to the face of the sign from a light source located outside of the sign, such as "gooseneck" lamps.
 - Halo Illumination:** The illumination of a sign by projecting light behind an opaque letter or emblem which results in the appearance of ring of light around the unilluminated letter or emblem.
 - Internal Illumination:** The illumination of a sign by projecting light on a translucent panel from a light source located inside of an enclosed sign cabinet.
 - Window Area:** Any window pane or group of window panes contained entirely within glazing separators (muntins, mullions, piers, columns, etc.) of one and one quarter (1 ¼) inches or greater in width. Multiple window panes divided by glazing separators less than one and one quarter (1 ¼) inches in width shall be considered to be a single window area.

- With the exception of Building Identification Wall Signs, no sign shall be located above the ground floor.

2. Guidelines

- a. In general, only natural construction materials such as wood, metals, ceramic, and stone should be used for signs. Synthetic materials should only be used if they are designed to resemble the recommended natural materials. Plastic or acrylic panels are strongly discouraged.
- b. Illumination should consist of incandescent, halogen, neon, LED, and metal halide light sources only. High pressure sodium, low pressure sodium, and fluorescent lighting are strongly discouraged.
- c. Contrasting colors should be used between the color of the background and the letters of symbols used. Light letters on a dark background or dark letters on a light background are most legible.
- d. Colors or color combinations that interfere with the legibility of the sign copy should be avoided. Too many colors can confuse the message of a sign.
- e. Fluorescent colors should be limited to ten (10) square feet of sign area per façade per establishment.
- f. Sign design, including color, should be appropriate to the establishment, conveying a sense of what type of business is being advertised.
- g. The location of all permanent signs should be incorporated into the architectural design of the building. Placement of signs should be considered part of the overall façade design. Sign locations should be carefully considered, and align with major architectural features.
- h. Storefront signage should help create architectural variety from establishment to establishment. In multi-tenant buildings, signage should be used to create interest and variety.
- i. All signs (including temporary signs) should present a neat and aligned appearance.
- j. All signs (including temporary signs) should be constructed and installed utilizing the services of a professional sign fabricator.

2.10.3. SIGN TYPE REGULATIONS

A property's permitted sign types are determined by Corridor Type as shown on the Signage Regulations Chart. When a property fronts multiple Corridor Types, multiple Sign Types may be combined on that property.

A) Grand Projecting Sign

Grand Projecting Signs are tall, large, vertically oriented signs which project from the building perpendicular to the façade and which are structurally integrated into the building.

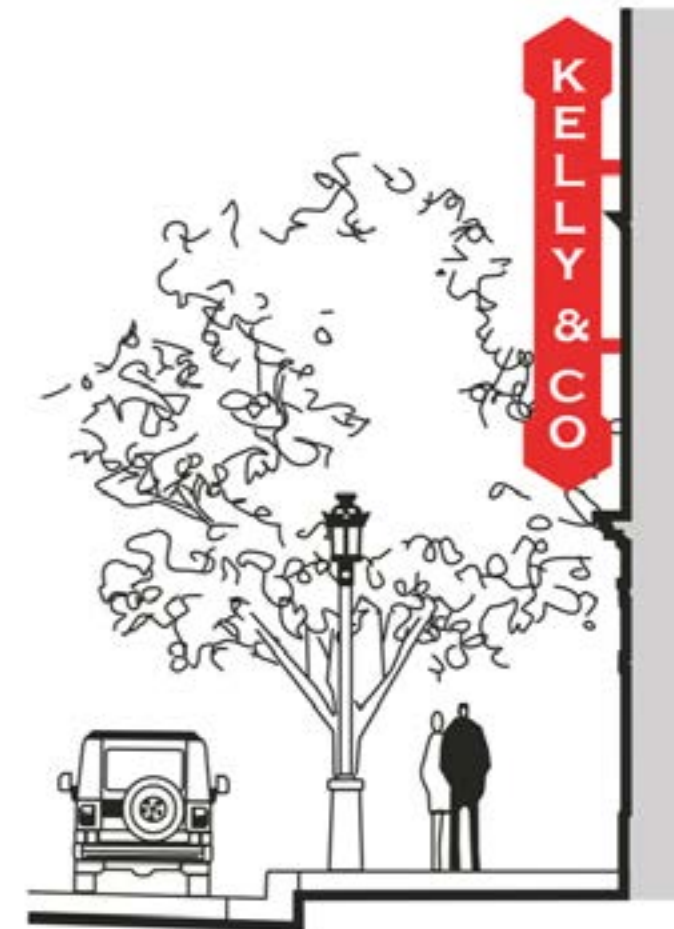
1. Standards

- a. Only one (1) Grand Projecting Sign shall be permitted per establishment.
- b. The area of Grand Projecting Signs shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
- c. Grand Projecting Signs shall be no taller than thirty (30) feet from the bottom-most part of the sign to the tallest part of the sign.
- d. Grand Projecting Signs may use animation provided such animation consists of flashing lights or chase lights only.
- e. Grand Projecting Signs shall project no more than six (6) feet from the façade of the building.

- f. No portion of a Grand Projecting Sign shall be lower than twelve (12) feet above the level of the sidewalk or other public right-of-way over which it projects.
- g. Letter width shall not exceed two-thirds (2/3) of the sign width.
- h. No portion of a Grand Projecting Sign shall extend more than ten (10) feet above the roofline.

2. Guidelines

- a. Materials used in Grand Projecting Signs should be metal and paint only.
- b. Grand Projecting Signs should be illuminated by exposed neon tube illumination or exposed incandescent bulb illumination only.
- c. Letters should be oriented right-side-up and stacked in a single upright row with the first letter being at the top of the sign and the last letter being at the bottom.



GRAND PROJECTING SIGN

B) Marquee Sign

Marquee Signs are large, canopy-like structures mounted over the entrance to a theater.

1. Standards

- a. Marquee Signs shall only be located directly above the primary public entrance of the theatre.
- b. Only one (1) Marquee Sign shall be permitted per establishment.
- c. The area of Marquee Signs shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
- d. Marquee Signs shall have no more than three (3) faces. The total area of all faces of a marquee sign shall not exceed five hundred (500) square feet.

- e. Marquee Signs may use animation provided such animation consists of flashing lights or chase lights only.
- f. Marquee signs shall project no more than twelve (12) feet from the façade of the building.
- g. No portion of a Marquee Sign shall be lower than eight (8) feet above the level of the sidewalk or other public right-of-way over which it projects.

2. Guidelines

- a. Materials used in Marquee Signs should be metal and paint only with the exception that plastic or acrylic may be used for readerboards.
- b. Marquee Signs should be illuminated by exposed neon tube illumination or exposed incandescent bulb illumination only, with the exception that readerboards may use internal illumination.



MARQUEE SIGN

C) Grand Wall Sign

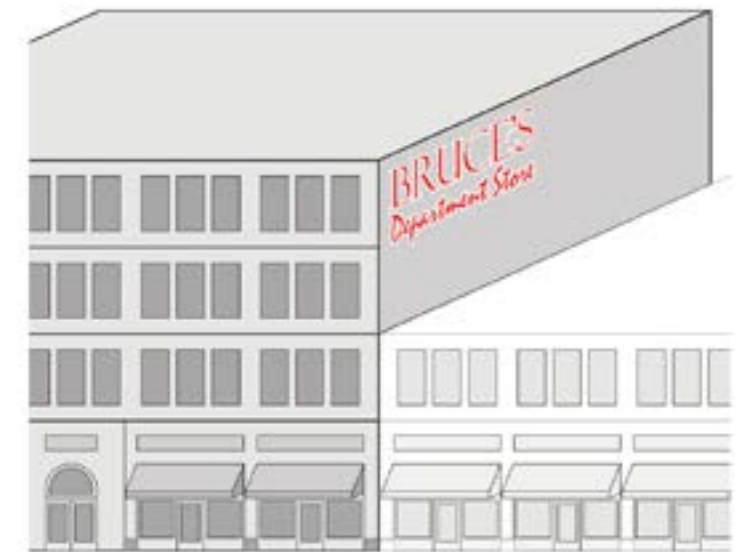
Grand Wall Signs are large signs located on, and parallel to, large unfenestrated building wall areas.

1. Standards

- a. Grand Wall Signs shall only be located on unfenestrated wall areas of two thousand (2,000) square feet in size or greater unless the sign is owned and/or operated by the City of Redwood City (if permitted under Chapter 3, Article II of the Redwood City Municipal Code (Redwood City Sign Ordinance)).
- b. Only one (1) Grand Wall Sign shall be permitted per establishment per façade.
- c. The area of Grand Wall Signs shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
- d. The total area of a Grand Wall Sign shall not exceed one thousand (1,000) square feet or twenty-five percent (25%) of the total wall area, whichever is less.
- e. Grand Wall Signs shall project no more than one (1) foot from the façade of the building.

2. Guidelines

- a. Materials used in Grand Wall Signs should be wood, ceramic, metal, or paint only.
- b. Grand Wall Signs should be illuminated by external illumination only.



GRAND WALL SIGN

D) Wall Sign

Wall Signs are signs which are located on, and parallel to, a building wall.

1. Standards

- a. Wall Signs shall only be mounted on a wall area within the Storefront Frontage.
- b. No Wall Sign shall exceed one hundred fifty (150) square feet in size.
- c. The following types of establishments may use animated Wall Signs: night clubs, movie theaters, and live performance theaters with a capacity of greater than two hundred (200) persons. Animation for such establishments shall consist of flashing lights or chase lights only.
- d. Wall Signs shall project no more than one (1) foot from the façade of the building.

2. Guidelines

- a. Materials used in wall signs should be wood, ceramic, metal, and paint only with the exception that movie theaters or live performance theaters with a capacity of greater than two hundred (200) persons may use plastic or acrylic may be used for readerboards. Wall signs may also be painted directly onto the façade of the building or inscribed into the façade of the building.
- b. Wall signs should be illuminated by external illumination, exposed neon tube illumination, exposed incandescent bulb illumination, or halo illumination only.
- c. Where individual letters are used, letters should be three dimensional, created by raised letter forms mounted to the building façade or sign panel, or by incised openings cut out from the sign panel.



WALL SIGNS

E) Blade Sign

Blade Signs are signs which are oriented perpendicularly to the building façade and which are suspended under a bracket, armature, or other mounting device.

1. Standards

- a. Blade Signs shall only be mounted on the wall area below the second floor.
- b. No Blade Sign shall exceed sixteen (16) square feet in size.
- c. Blade Signs shall project no more than four (4) feet from the façade of the building.
- d. No portion of a Blade Sign shall be lower than eight (8) feet above the level of the sidewalk or other public right-of-way over which it projects.

2. Guidelines

- a. Materials used in Blade Signs should be wood, metal, and paint only.
- b. Blade Signs should be illuminated by external illumination only.



BLADE SIGN

F) Projecting Sign

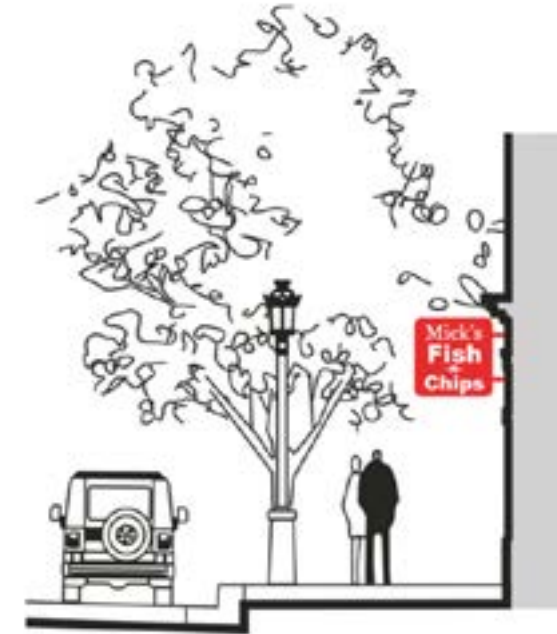
Projecting Signs are cantilevered signs which are structurally affixed to the building and oriented perpendicularly to the building façade.

1. Standards

- a. Projecting Signs shall only be mounted on wall area below the second floor level.
- b. No Projecting Sign shall exceed sixteen (16) square feet in size.
- c. Projecting Signs shall project no more than four (4) feet from the façade of the building.
- d. No portion of a Projecting Sign shall be lower than eight (8) feet above the level of the sidewalk or other public right-of-way over which it projects.

2. Guidelines

- a. Materials used in Projecting Signs should be wood, ceramic, metal, and paint only.
- b. Projecting Signs should be illuminated by external illumination, exposed neon tube illumination, exposed incandescent bulb illumination, or halo illumination only.



PROJECTING SIGN

G) Awning Face Sign

Awning Face Signs are signs applied to the primary face of an awning, including sloped awning faces and vertical “box” awning faces.

1. Standards

- a. No Awning Face Sign shall exceed twenty percent (20%) of the area of the awning face.
- b. Awning Face Signs shall project no farther from the building than its associated awning.
- c. No portion of an Awning Face Sign shall be less than eight (8) feet above the level of the sidewalk or other public right-of-way over which it projects.

2. Guidelines

- a. Awning Face Signs should consist of vinyl or paint applied directly to the awning.
- b. Awning Face Signs should be illuminated by external illumination only.



AWNING FACE SIGN

H) Awning Valance Sign

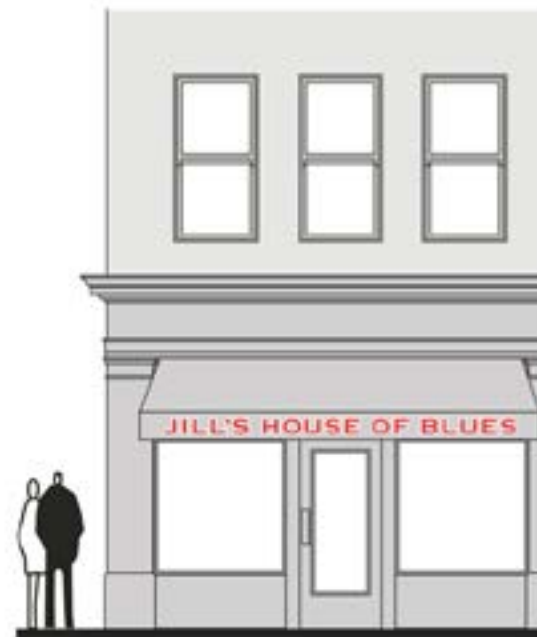
Awning Valance Signs are signs applied to the awning valance.

1. Standards

- a. Lettering for Awning Valance Signs shall include one (1) line of lettering not to exceed two-thirds (2/3) the height of the valance or twelve (12) inches, whichever is less.
- b. Awning Valance Signs shall project no farther from the building than its associated awning.
- c. No portion of an Awning Valance Sign shall be less than eight (8) feet above the level of the sidewalk or other public right-of-way over which it projects.

2. Guidelines

- a. Awning Valance Signs should consist of metal, or vinyl or paint applied directly to the awning.
- b. Awning Valance Signs should be illuminated by external illumination only.



AWNING VALANCE SIGN

I) Awning Side Sign

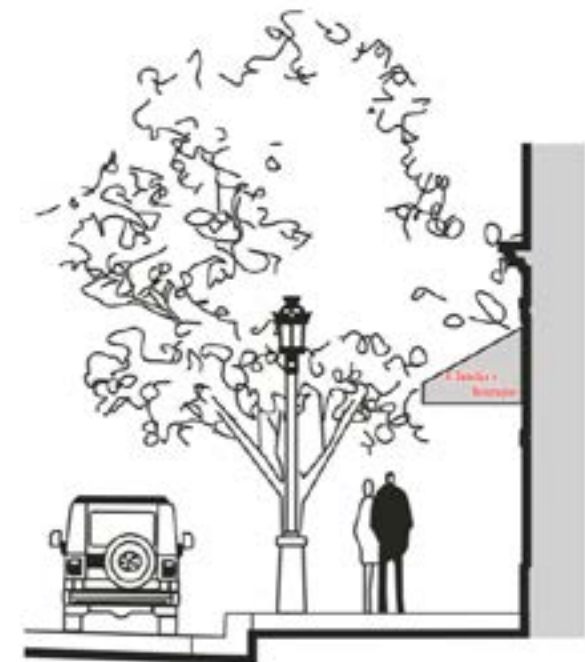
Awning Side Signs are signs applied to the side panel of an awning.

1. Standards

- a. The area of Awning Side Signs shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
- b. Lettering for Awning Side Signs shall not exceed twelve (12) inches in height with total sign area not to exceed twenty percent (20%) of the area of the awning side area.
- c. Awning Side Signs shall project no farther from the building than its associated awning.
- d. No portion of an Awning Side Sign shall be less than eight (8) feet above the level of the sidewalk or other public right-of-way over which it projects.

2. Guidelines

- a. Awning Side Signs should consist of vinyl or paint applied directly to the awning.
- b. Awning Side Signs should be illuminated by external illumination only.



AWNING SIDE SIGN

J) Above Awning Sign

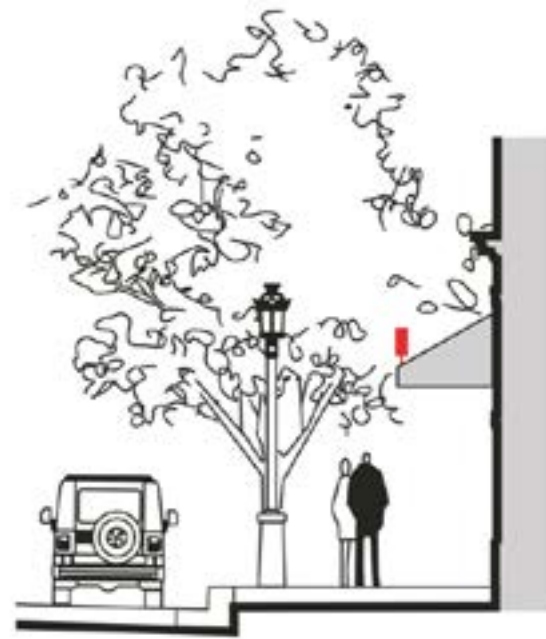
Above Awning Signs are signs which are mounted partially or entirely above the upper edge of a valance of an awning and oriented parallel to the building wall surface.

1. Standards

- a. Above Awning Signs shall not exceed one and one-half (1 ½) times the valance height, and width shall not exceed two-thirds (2/3) of the awning width.
- b. Above Awning Signs shall project no farther from the building than its associated awning.
- c. No portion of an Above Awning Sign shall be less than eight (8) feet above the level of the sidewalk or other public right-of-way over which it projects.
- d. Lettering for Above Awning Signs shall include one (1) line of lettering only.

2. Guidelines

- a. Materials used in Above Awning Signs should be wood, metal, and paint only.
- b. Above Awning Signs should be illuminated by external illumination, exposed neon tube illumination, exposed incandescent bulb illumination, or halo illumination only.



ABOVE AWNING SIGN

K) Under Awning Sign

Under Awning Signs are signs which are suspended under an awning, perpendicular to the building Façade.

1. Standards

- a. Under Awning Signs must be located adjacent to a public entrance from a city sidewalk.
- b. No more than one (1) Under Awning Sign shall be permitted per establishment per façade.
- c. The area of Under Awning Signs shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
- d. No Under Awning Sign shall exceed three (3) square feet in size.
- e. Under Awning Signs shall project no farther from the building than its associated awning.
- f. No portion of an Under Awning Sign shall be less than eight (8) feet above the level of the sidewalk or other public right-of-way over which it projects.

2. Guidelines

- a. Materials used in Under Awning Signs should be wood, metal, and paint only.
- b. Under Awning Signs should be illuminated by external illumination only.



UNDER AWNING SIGN

L) Canopy Fascia Sign

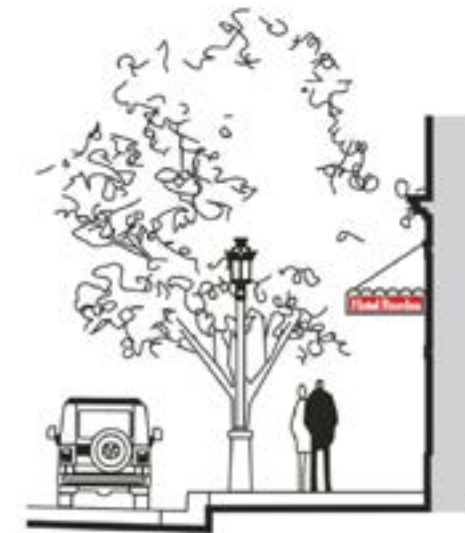
Canopy Fascia Signs are signs which are mounted to the front or side fascia of a canopy and contained completely within that fascia.

1. Standards

- a. The height of Canopy Fascia Signs shall not exceed two-thirds (2/3) the height of the fascia or twelve (12) inches, whichever is less.
- b. The width of Canopy Fascia Signs shall not exceed two-thirds (2/3) of the canopy width.
- c. Canopy Fascia Signs shall project no farther from the building than its associated canopy.
- d. No portion of a Canopy Fascia Sign shall be less than eight (8) feet above the level of the sidewalk or other public right-of-way over which it projects.
- e. Canopy Fascia Signs shall consist of only one (1) line of lettering articulated as individual letters mounted directly to the canopy.

2. Guidelines

- a. Materials used in Canopy Fascia Signs should be metal and paint only.
- b. Canopy Fascia Signs should be illuminated by external illumination or exposed neon tube illumination only.



CANOPY FASCIA SIGN

M) Above Canopy Sign

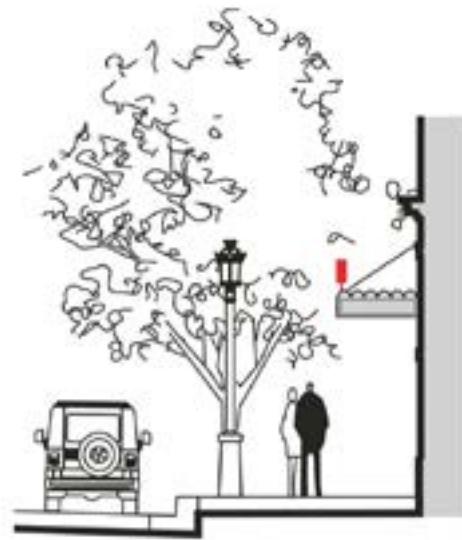
Above Canopy Signs are signs which are mounted partially or entirely above the front fascia of a canopy and oriented parallel to the building wall surface.

1. Standards

- a. The height of Above Canopy Signs shall not exceed one and one-half (1 ½) times the height of the fascia or twenty-four (24) inches whichever is less.
- b. The width of Above Canopy Signs shall not exceed two-thirds (2/3) of the canopy width.
- c. Above Canopy Signs are permitted only above the front fascia of a canopy.
- d. Above Canopy Signs shall project no farther from the building than its associated canopy.
- e. No portion of an Above Canopy Sign shall be less than eight (8) feet above the level of the sidewalk or other public right-of-way over which it projects.
- f. Lettering for Above Canopy Signs shall include only one (1) line of lettering using individual letters only.

2. Guidelines

- a. Materials used in Above Canopy Signs should be wood, metal, and paint only.
- b. Above Awning Signs should be illuminated by external illumination, exposed neon tube illumination, exposed incandescent bulb illumination, or halo illumination only.



ABOVE CANOPY SIGN

N) Under Canopy Sign

Under Canopy Signs are signs which are suspended under a canopy, perpendicular to the building Façade.

1. Standards

- a. No more than one (1) Under Canopy Sign shall be permitted per establishment per façade.
- b. Under Canopy Signs must be located adjacent to a public entrance from a City sidewalk.
- c. The area of Under Canopy Signs shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
- d. Under Canopy Signs shall not exceed three (3) square feet in area.
- e. Under Canopy Signs shall project no farther from the building than its associated canopy.
- f. No portion of an Under Canopy Sign shall be less than eight (8) feet above the level of the sidewalk or other public right-of-way over which it projects.

2. Guidelines

- a. Materials used in Under Canopy Signs should be wood, metal, and paint only.
- b. Under Canopy Signs should be illuminated by external illumination only.



UNDER CANOPY SIGN

O) Recessed Entry Sign

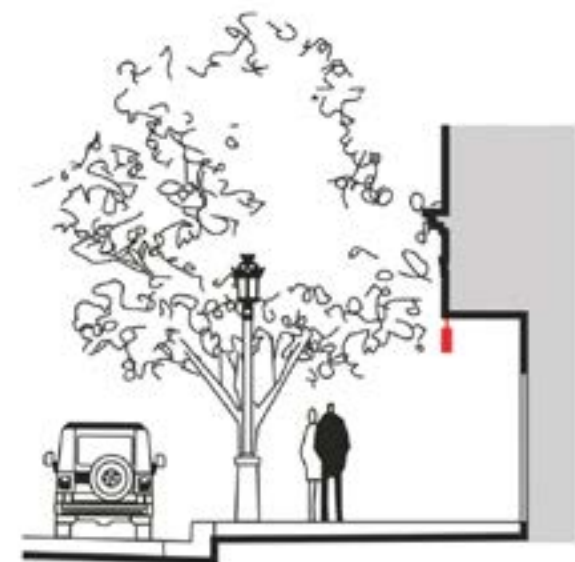
Recessed Entry Signs are signs which are oriented parallel to the building façade and which are suspended over a recessed entry.

1. Standards

- a. No Recessed Entry Sign shall exceed twenty (20) square feet in size.
- b. Recessed Entry Signs shall not project beyond the façade of the building.
- c. No portion of a Recessed Entry Sign shall be lower than eight (8) feet above the level of the sidewalk.

2. Guidelines

- a. Materials used in Recessed Entry Signs should be wood, metal, and paint only.
- b. Recessed Entry Signs should be illuminated by external illumination only.



RECESSED ENTRY SIGN

P) Window Sign

Window Signs are signs which are applied directly to a window or mounted or suspended directly behind a window.

1. Standards

- a. Window Signs shall be permitted on windows below the second floor level only.
- b. No more than twenty-five percent (25%) of any individual window area shall be covered or otherwise occupied by signage.
- c. The letter height of each Window Sign shall not exceed twelve (12) inches and must be taller than four (4) inches.

2. Guidelines

- a. Ground floor Window Signs should consist of vinyl or paint applied to the glass, neon mounted or suspended behind the glass, or framed and mounted paper signs.
- b. Ground floor Window Signs should be illuminated by exposed neon tube illumination only.



WINDOW SIGN

Q) Building Identification Canopy Fascia Sign

Building Identification Canopy Fascia Signs are signs which are mounted to the front or side fascia of a canopy, contained completely within that fascia and oriented parallel to the building wall surface and which announce the name of a building.

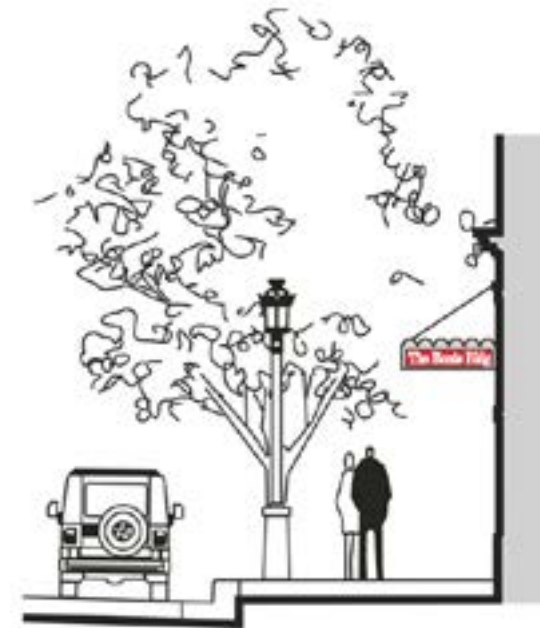
1. Standards

- a. Building Identification Canopy Fascia Signs shall be located only on the fascias of a canopy above the primary building entrance and shall be located entirely within the canopy fascia.
- b. Only one (1) canopy per façade may have Building Identification Canopy Fascia Signs.
- c. The area of Building Identification Canopy Fascia Signs shall not count towards the total sign area permitted based on linear frontage.
- d. Building Identification Canopy Fascia Signs shall not exceed one (1) line of lettering not to exceed two-thirds (2/3) the height of the fascia or twelve (12) inches, whichever is less.

- e. Building Identification Canopy Fascia Signs shall project no farther from the building than its associated canopy.
- f. No portion of a Building Identification Canopy Fascia Sign shall be less than eight (8) feet above the level of the sidewalk or other public right-of-way over which it projects.
- g. Lettering for Building Identification Canopy Fascia Signs shall include only one (1) line of lettering using individual letters only.

2. Guidelines

- a. Building Identification Canopy Fascia Signs should consist of metal letters, vinyl or paint applied to canopy, or may be inscribed into the canopy.
- b. Building Identification Canopy Fascia Signs should be illuminated by external illumination only.



BUILDING IDENTIFICATION CANOPY FASCIA SIGN

R) Building Identification Wall Sign

Building Identification Wall Signs are signs located on, and parallel to a building wall which announce the name of a building.

1. Standards

- a. Building Identification Wall Signs shall be located only on the Building Base Cap or the Building Top Cap, or above the entrance to main building lobby.
- b. Only one (1) building identification wall sign shall be permitted per building per street-facing façade. For Tower disposition types, one building identification wall sign shall be allowed in the Building Top Cap on each façade of the tower.
- c. The area of Building Identification Wall Signs shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
- d. Building Identification Wall Signs shall be no taller than twenty-four (24) inches in height.
- e. Building Identification Wall Signs shall project no more than one (1) foot from the façade of the building.

2. Guidelines

- a. Building Identification Wall Signs should be inscribed into the façade, painted onto the façade, or constructed of individual metal letters.
- b. Building Identification Wall Signs should be illuminated by external illumination or halo illumination only.



BUILDING IDENTIFICATION WALL SIGN

S) Building Identification Window Sign

Building Identification Window Signs are signs applied directly to a window or mounted or suspended directly behind a window.

1. Standards

- a. Building Identification Window Signs shall only be located on a transom window above a primary entrance, or the glazed area of primary door.
- b. Only one (1) Building Identification Window Signs shall be used per building per street-facing façade.
- c. The area of Building Identification Window Signs shall not count towards the total sign area permitted based on the Linear Frontage Ratio.
- d. No more than twenty-five percent (50%) of any individual window area shall be covered or otherwise occupied by signage.
- e. The letter height of each Building Identification Window Sign shall not exceed twelve (12) inches and must be taller than four (4) inches.

2. Guidelines

- a. Building Identification Window Sign should consist of vinyl or paint applied to the glass only.
- b. Building Identification Window Sign should not be illuminated.



BUILDING IDENTIFICATION WINDOW SIGN

T) Temporary Window Sign

Temporary Window Signs are signs which are applied directly to a window or mounted or suspended directly behind a window and are designed, constructed and intended for display on private property for a period of not more than ninety (90) consecutive days per year. Examples include “grand opening”, “special sale,” and seasonal signage.

1. Standards

- a. Temporary Window Signs shall be located only on ground floor windows on building façades which face a public street or a parking lot.
- b. Temporary Window Signs may not exceed six (6) square feet in size.
- c. Temporary Window Signs shall not cause the total amount of the window area covered with signage to exceed twenty-five percent (25%).
- d. Temporary Window Signs which satisfy the Temporary Window Sign standards and guidelines, and the General Signage Regulations standards and guidelines do not require a permit.

2. Guidelines

- a. Temporary Window Signs should be constructed of paint applied directly to the glass or framed paper signs placed behind the glass.
- b. Temporary Window Signs should not be illuminated.



TEMPORARY WINDOW SIGN

U) Temporary Wall Sign

Temporary Wall Signs which are located on, and parallel to, a building wall and are designed, constructed, and intended for display on private property for a period of not more than ninety (90) consecutive days per year. Examples include “grand opening”, “special sale,” and seasonal temporary banner signage.

1. Standards

- a. Temporary Wall Signs shall only be mounted on a wall area below the second floor level which faces a public street or a parking lot.
- b. A maximum of one (1) Temporary Wall Signs is allowed per establishment.
- c. No Temporary Wall Signs shall exceed thirty-two (32) square feet in area.
- d. Temporary Wall Signs shall project no more than one (1) foot from the façade of the building.

2. Guidelines

- a. Materials used in Temporary Wall Signs should consist of a flexible vinyl material with grommet holes installed around the edges to accommodate attachment to a building.
- b. Temporary Wall Signs should not be illuminated.



TEMPORARY WALL SIGN

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