
Section 7.03 Sign Regulations.

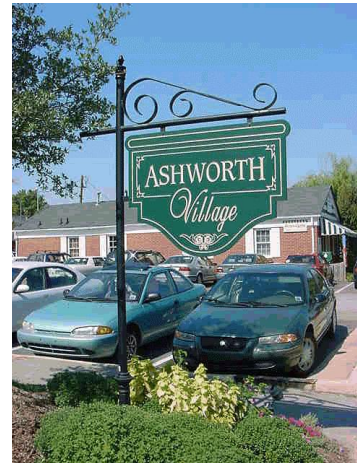
F. Signs in the TV – Town Village District [Amended Ordinance #04-11, 13-07]*

1. Freestanding Signs.

- a. Type of Signs – *Freestanding signs* shall be limited to *ground signs* or *post & arm signs*. [Amended Ordinance #06-14]

- (1) Maximum Number of *Signs* – The number of *freestanding signs* shall be limited as follows:

- (a) Basic Allowance – one (1) double faced *ground sign*, one (1) double faced *post & arm sign*, or two (2) single faced *ground signs* per *front sign zone* with a minimum length of fifty (50) feet.



Post & Arm Sign

- (b) Additional Allowance – if a *business* has:

- (i) a *front sign zone* of over three-hundred (300) feet in length; and,

- (ii) more than one (1) *driveway* or *entrance street*,

one (1) additional double faced *sign* or two (2) additional single faced *signs* shall be allowed per *front sign zone*.

- (2) Location of *Freestanding Signs* – *Freestanding signs* shall be located in a *front sign zone* in accordance with the following regulations:

- (a) Double Faced *Sign* – If one (1) double faced *sign* is selected, such double faced *sign* may be located anywhere in a *front sign zone*; [corrected typographical error: Supplement #14]*

- (b) Single Faced *Sign* – If two (2) single faced *ground signs* are selected, such *signs* shall be located:

- (i) with one (1) single faced *sign* in the *front sign zone* located immediately adjacent to, and on either side of, a *driveway* or *entrance street*; and,

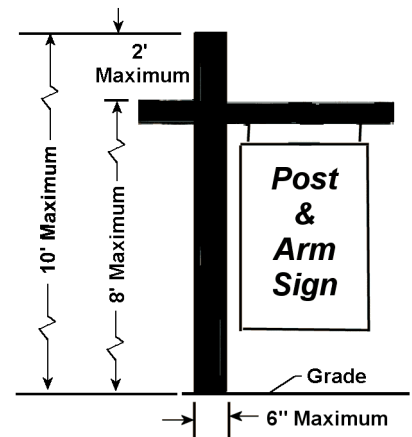
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- (ii) if on a *corner lot*:
 - one (1) *sign face* may be located on either side of a *driveway* or entrance *street*, as regulated above, and one (1) *sign face* may be located anywhere else in the *front sign zone* subject to the separation requirement below; or,
 - two (2) *sign faces* may be placed on one (1) *sign structure* located at the corner of the *lot* with one (1) *sign face* visible from each *street frontage*, provided:
 - two (2) *sign faces* may be placed on one (1) *sign structure*, the two (2) *sign faces* shall be allocated one (1) from each *front sign zone*; and,
 - notwithstanding *the* regulations of Section 7.03, G., 1. – Calculation of *Sign Surface Area* regarding the limitation that *sign faces* shall not be more than 15 degrees from being parallel, the angle of separation between the *sign faces* located at the corner of a *lot* may be between 15 and 120 degrees.
- (3) Location of Additional Sign Faces – If one (1) additional double faced *sign* or two (2) additional single faced *ground signs* are allowed as provided for in sub-Section 1., a., (1)(b) above, such additional freestanding *signs* shall be subject to the same location regulations specified in sub-Section 1., a., (1)(a) & (b) above.
- (4) Separation – In no case shall any *freestanding sign* located closer than one-hundred (100) feet from another *freestanding sign* in a *front sign zone* on the same *lot* or *integrated center*, provided, however, *signs* located on either side of a entrance *street* shall not be considered to be in violation of this spacing requirement; and,
- (5) *Right-of-Way / Sight Distance* – *Freestanding signs* shall not encroach into any *public right-of-way* and shall comply with the regulations of Section 1.22 – Sight Distance Requirements of this UDO.

- b. Maximum *Sign Surface Area* for *Freestanding Signs* –
- (1) *Ground Sign*: eight (8) square feet (4 square feet if internally illuminated); or,
 - (2) *Post & Arm Sign*: six (6) square feet. [Amended Ordinance #06-14]*
- c. Configuration – The shape of the *sign surface* of a *freestanding sign* shall be such that the ratio between the minimum dimension and maximum dimension necessary to form a single square or rectangle which encompasses the extreme outer limits of the *sign surface* shall not exceed a ratio of two to one (2 : 1) in either direction.
- d. Maximum Height of *Freestanding Signs*.

- (1) *Ground Sign* - The maximum height of a *freestanding ground sign* shall not exceed four (4) feet in height above *grade*.
- (2) *Post & Arm Sign* - The maximum height of a freestanding post & arm *sign* shall not exceed eight (8) feet in height above *grade*, provided, however, decorative post elements may extend to a maximum height of ten (10) feet above *grade*.



Post & Arm Sign

2. Building Signs.

- a. Type of *Building Signs*.

Building signs may be *wall signs* or *projecting signs*. *Building signs* shall also be classified as lower level *signs* or upper level *signs* and shall be regulated as set forth below.

- b. Number of *Building Signs*.

- (1) *Wall signs*:

- (a) *Single Use Sites* –

There shall be no limit to the number of *wall signs* per facade, provided that:

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- (i) the total *sign surface area* of all *wall signs* located on each *building* façade shall not exceed the maximum *sign surface area* for the *building* facade upon which such *signs* are located; and,
- (ii) all *signs* or message elements shall be considered parts of the same *sign* and shall be measured as set forth in Section 7.03, G., 1. – Calculation of Sign Surface Area.

(b) *Integrated Centers* –

Where multiple *uses* are located within the same *building*, there shall be no limit to the number of *wall signs* per facade, provided that the total *sign surface area* of all *wall signs* located on each *building* façade:

- (i) for tenants that have outside entrances serving the general public, the *sign surface area* shall be calculated individually for each tenant with an outside entrance serving the general public;

for tenants utilizing common outside entrances to serve the general public, all signs or message elements shall be on common wall areas (i.e., not on a façade of a tenant with an outside entrance serving the general public), and all signs or message elements on the same building façade shall be considered parts of the same sign for the purpose of calculating *sign surface area*; and,

- (ii) the *sign surface area* of all *wall signs* or message elements shall be measured as set forth in Section 7.03, G., 1. – Calculation of Sign Surface Area.

(2) *Projecting Signs* – as regulated below, shall be permitted for any *single use site* or *integrated center* which does not have a *freestanding ground sign* or *freestanding post & arm sign*:
[Amended Ordinance #06-14]

- (a) *Single Use Site* - one (1) *projecting sign* for a *building* façade with a minimum of twenty (20) feet of the width, provided, however;

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- (i) for a lower level *projecting sign*, there shall be no lower level *wall signs* on the *building*; and,
 - (ii) for an upper level *projecting sign*, there shall be no upper level *wall signs* on the *building*.
- (b) *Integrated Center* – one (1) *projecting sign* per tenant, per façade of a *building*, where such tenant has a *building* entrance serving the general public, provided, however;
- (i) such tenant space occupies a minimum of twenty (20) feet of the width of the front façade of a *building* upon which a *projecting sign* is located;
 - (ii) for a lower level *projecting sign*, there shall be no lower level *wall signs* on the tenant façade; and,
 - (iii) for an upper level *projecting sign*, there shall be no upper level *wall signs* on the tenant façade.



Projecting Sign

c. Maximum Sign Surface Area for Building Signs.

(1) Lower Level Wall Signs.

Wall signs located on the lower eighteen (18) feet of *building* height or the actual *building* height, whichever is less, shall be considered lower level *wall signs*.

The total *sign surface area* of all lower level *wall signs* oriented to an individual facade shall not exceed:

- (a) Front Façade – five (5) percent of the total area of the lower eighteen (18) feet or the actual *building* height, whichever is lesser, of front facade of a *building*, provided, however, that for any *building* which has more than one (1) façade

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oriented toward a *street*, the maximum *sign surface area* of five (5) percent shall apply to all *building* facades oriented toward a *street*; and,

- (b) Side and Rear Façades – three (3) percent of the total area of the lower eighteen (18) feet or the actual *building* height, whichever is lesser, of a side or rear facade of a *building*.

(2) Upper Level *Wall Signs*.

Wall signs located above the lower eighteen (18) feet of *building* height shall be considered upper level *wall signs*. The total *sign surface area* of all upper level *wall signs* oriented to an individual facade shall not exceed:

- (a) Front Façade – three (3) percent of the total area of the front facade of a *building* located above eighteen (18) feet above *grade*, provided, however, that for any *building* which has more than one (1) façade oriented toward a *street*, the maximum *sign surface area* of three (3) percent shall apply to all *building* facades oriented toward a *street*; and,
- (b) Side and Rear Façades – two (2) percent of the total area of a side or rear facade of a *building* located above eighteen (18) feet above *grade*.

- (3) *Projecting Signs* – the maximum *sign surface area* for a *projecting sign* shall be the same as for a lower level *wall sign* or upper level *wall sign*, as applicable, provided, however, if a *projecting sign* straddles the boundary between a lower level *wall sign* and an upper level *wall sign*, the maximum *sign surface area* permitted shall be the same as for an upper level *wall sign*.

d. Additional Regulations for *Wall Signs*.

Wall signs shall not cover up or interrupt major architectural elements or features of a *building* or windows of a *building*. (See separate regulations for *window signs* in sub-Section 7.03, F, 4. – Window Signs)

e. Additional Regulations for *Projecting Signs*.

- (1) Maximum Height of *Projecting Signs*.

Projecting signs shall not extend above the lower of the soffit, parapet, eave line or roof line of the façade on which the *projecting sign* is attached.

- (2) Maximum Projection from *Building* for *Projecting Signs*.
 - (a) No *projecting sign* or *sign structure* supporting a *projecting sign* shall extend more than four (4) feet from or beyond its supporting *building*.
 - (b) No *projecting sign* or *sign structure* shall extend any closer to an imaginary perpendicular vertical plane located at the *street* pavement line, curb or outside edge of *sidewalk* than three (3) feet.
 - (c) *Projecting signs* in compliance with the above regulations may project into the air rights of a *public right-of-way* if approval for such encroachment into the air rights of a *public right-of-way* is obtained from the governmental authority having jurisdiction over improvements in the *public right-of-way* prior to the placement of the *projecting sign*.

- (3) Minimum Height Above *Grade* for a *Projecting Sign*.

The bottom edge of a *projecting sign* shall not be less than eight (8) feet above *grade* over a *walkway* or *sidewalk*, or fifteen (15) feet above *grade* over a *driveway* or *public right-of-way*.

- f. *Awning, Canopy or Marquee Signs*.

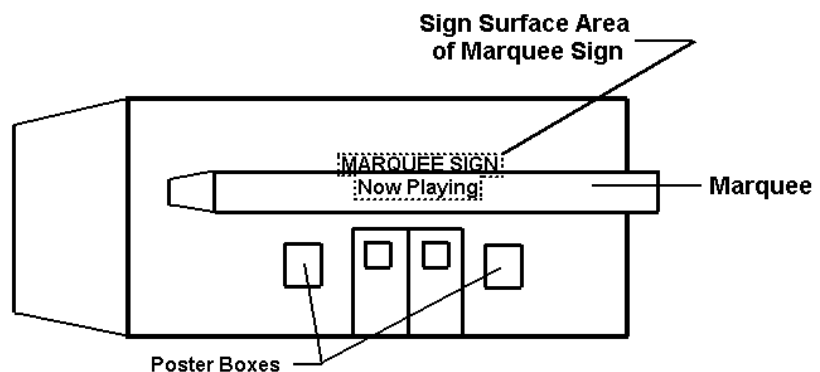
Wherever a lower level *building sign* is permitted, the use of an *awning, canopy or marquee sign* shall be allowed subject to the following provisions:

- (1) Total Area – The total area of the *awning, canopy, marquee, and building wall sign* (i.e., the combined two dimensional surface area of all sides of the *awning, canopy or marquee* plus the *sign surface area* of any *building wall sign*) shall not exceed the *sign surface area* allocated to the facade of the *building* upon which the *awning, canopy or marquee* is attached. [Amended Ordinance #13-07]*
- (2) *Sign Surface* – The portion of the *awning, canopy or marquee* which includes a *sign surface* shall not exceed:

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- (a) fifty (50) percent of the total area of an *awning* or *canopy*; or,
 - (b) seventy-five (75) percent of the total area of a *marquee*.
- (3) Clearance to *Grade* – The bottom edge of the:
- (a) *awning* or *canopy* shall:
 - (i) not be less than eight (8) feet above *grade* over a *walkway* or *sidewalk* for any portion of a rigid framing; and,
 - (ii) not less than seven (7) feet above *grade* over a *walkway* or *sidewalk* for any portion of a flexible cloth, canvas or similar skirt which may be suspended below the rigid framing a maximum of one (1) foot;
 - (b) *marquee* shall not be less than nine (9) feet above *grade* over a *walkway* or *sidewalk*; or,
 - (c) *awning*, *canopy* or *marquee* shall not be less than fifteen (15) feet above *grade* over a *driveway*, *interior access drive* or *alley*
- (4) Projection from *Building* – The maximum projection of an *awning*, *canopy* or *marquee* shall:
- (a) Not extend more than eight (8) feet from or beyond its supporting *building*; and,
 - (b) Not extend any closer to an imaginary perpendicular vertical plane located at the *street* pavement line, curb or outside edge of *sidewalk* than three (3) feet.
- (5) *Marquee Sign* – A *marquee sign* may include a non-*changeable*



copy sign attached to or mounted on top of a *marquee*, subject to the *sign surface area* limitations set forth above.

- (6) Encroachment Over *Public Right-of-Way* – An *awning, canopy* or *marquee* is in compliance with the above regulations and may project into the air rights of a *public street right-of-way* if approval for such encroachment into the air rights of a *public street right-of-way* is obtained from the governmental authority having jurisdiction over improvements in the *public right-of-way* prior to the placement of the *awning, canopy* or *marquee*.

g. Theater Poster Boxes.

In addition to other permitted *building signs*, a theater may install one or more back-lighted or internally illuminated poster boxes, provided that:

- (1) such poster boxes shall not exceed thirty-six inches by fifty-four inches (36" X 54") in area;
- (2) the top of such poster boxes shall not be more than ten (10) feet above *grade*;
- (3) such poster boxes shall be permanently mounted to the *building* wall;
- (4) notwithstanding the provisions of this UDO to include all portions of all *signs* within one calculation of *sign surface area*, the *sign surface area* of such poster boxes shall be calculated individually;
- (5) such poster boxes, in combination with all other permitted *building signs* shall not exceed the total *sign surface area* permitted for the *building*; and,
- (6) the total number of poster boxes shall not exceed the greater of two (2) poster boxes for a theater containing one (1) screen or one (1) stage, or one (1) poster box per screen or stage for each theater including multiple screens or stages.

3. Incidental Signs.

a. Type of *Signs*.

Incidental signs shall be *ground* or *wall signs*.

b. Number of and Location of *Signs*.

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One (1) *incidental sign* shall be permitted in each *incidental sign zone* designated to contain a *sign* on an approved *Master Sign Plan*.

c. **Maximum Sign Surface Area of *Incidental Signs*.**

The maximum *sign surface area* of *incidental signs* shall not exceed two (2) square feet in *sign surface area* per *sign*.

d. **Maximum Height of *Freestanding Incidental Signs*.**

The maximum height of a *freestanding incidental ground sign* shall not exceed three (3) feet in height above *grade*.

4. Window Signs.

a. *Window Sign* for Town Village *District* shall not exceed twenty-five (25) percent of the area of the window, provided, in the case of multi-pane windows the surface area of the window shall be the combined surface area the individual panes, or in the case of a glass curtain wall the surface area of the window shall be the combined surface area of the individual glass panels. [Amended Ordinance #13-07]*

b. Illuminated *window signs* shall be limited to one (1) illuminated sign with a maximum *sign surface area* of four (4) square feet per tenant space. [Added Ordinance #13-07]*

5. Temporary Signs.

In addition to signs authorized in sub-Section 7.03, F., 1., and sub-Section 7.03, F., 2., above, *temporary signs* shall be allowed subject to the regulations contained in each sub-Section and the following regulations:

a. **Number:**

(1) *Single Use Site*: One (1) *temporary sign* shall be permitted for each *street frontage* for a *single use site*. One (1) additional construction / development sign shall be permitted for each *street frontage*. [Amended Ordinance #13-07]*

(2) *Integrated Center*: One (1) *temporary sign* shall be permitted for each tenant space. One (1) additional construction / development *sign* shall be permitted for each *street frontage*. One (1) temporary

sign shall be permitted for the *integrated center*. [Added Ordinance #13-07]*

- b. Time:
- (1) *Temporary sign* – may be erected, placed, or located up to four (4) times per calendar year for a maximum of twenty-one (21) consecutive days per occurrence. There shall be a minimum thirty (30) day separation between each occurrence. [Amended Ordinance #13-07]*
 - (2) Construction / Development / Real Estate *sign* – may be erected, placed or located in connection with a construction or development of a *project* not more than thirty (30) days prior to the start of construction or development and shall be removed not more than fifteen (15) days after the end of the construction or development or in connection with property or tenant space(s) available for sale or lease and shall be removed not more than fifteen (15) days after the property or tenant space(s) has been sold or leased. [Amended Ordinance #06-14, #13-07]*
- c. Manner – Temporary *signs*: [Amended Ordinance #06-14, #13-07]*
- (1) shall not be subject to the regulations regarding materials;
 - (2) shall not be illuminated;
 - (3) *Single Use Site*: may be either *freestanding sign* or *wall sign*;
 - (4) *Integrated Center*: shall be *wall sign*;
 - (5) Construction / Development /Real Estate: may be either *freestanding sign* or *wall sign*;
 - (6) If a freestanding sign:
 - (a) shall not exceed eight (8) feet in height;
 - (b) shall not exceed twenty (20) square feet in *sign surface area*, however, any free-standing *building* or tenant space that is equal to or greater than 25,000 square feet of *gross floor area* or for construction / development / real estate shall not exceed thirty-two (32) square feet in *sign surface area*;
 - (c) shall comply with the regulations of Section 1.22 – Sight Distance Requirements of this UDO;

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- (d) shall not be located within any *public right-of-way*; and
 - (e) shall be located in compliance with the regulations for a permanent *sign* in a *front sign zone* or *building wall sign*.
- (7) If a *wall sign*, shall be attached tautly to the façade of the *building* or tenant space and shall not exceed twenty (20) square feet in *sign surface area*, however, for a tenant space that is equal to or greater than 25,000 square feet of *gross floor area* shall not exceed thirty-two (32) square feet in *sign surface area*; and
- (8) shall be required to obtain a *UDO permit* prior to the erection or placement of the *temporary sign*.
- d. Special Time and Manner Regulations.
- Notwithstanding anything above to the contrary, temporary *signs*, which are A-frame, T-frame, menu board or sandwich board *signs* shall be subject to the following time and manner regulations:
- (1) Time – may be erected, placed or located outside of a business establishment on a daily basis;
 - (2) Time – shall only be displayed during business hours;
 - (3) Manner – shall be within ten (10) feet of the main customer entrance to the business establishment and shall not be located in any *public right-of-way*;
 - (4) Manner – shall not exceed six (6) square feet in *sign surface area*; and,
 - (5) Manner – shall not exceed a maximum height of four (4) feet above *grade*.
- e. Grand Opening Event Signage
- (1) *Banners* and *wall signs* shall comply with the regulations of section 7.03, E., 9., c., above, except, the *sign surface area* shall not exceed thirty-two (32) square feet. *Banners* may be erected, placed, or located in connection with a *grand opening* not more than forty-five (45) days. [Amended Ordinance #13-07]*

- (2) Temporary Windblown Devices
 - (a) Single Use Sites – Temporary *Windblown Devices* such as, *pennants* and gas balloons may be erected, placed, or located in connection with a *Grand Opening* for a duration not to exceed fourteen (14) days.
 - (b) Integrated Centers.
 - 1. Temporary *Windblown Devices* such as, *pennants*, and gas balloons may be erected, placed, or located in connection with a *Grand Opening* for the main portion of the integrated center for a duration not to exceed fourteen (14) days.
 - 2. Temporary *Windblown Devices* such as, *pennants*, and gas balloons in connection with a *Grand Opening* for an outlot in an integrated center for a duration not to exceed fourteen (14) days. [Amended Ordinance #03-17]