

24V.211

SIGNS

24V.211.010 Purpose and Applicability

A. PURPOSE

This section contains standards and guidelines for signage to ensure that signs installed in the Corridor are consistent with the overall quality and character of new development. Please refer to the City of Ventura for all sign related information or regulations not specifically addressed in this sign section of the Corridor Plan.

B. APPLICABILITY

1. The sign standards determine the allowed type and size, material, design, and maintenance requirements for signage on commercial and residential development. 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 the City's Municipal Code. All issues not specifically addressed herein shall be addressed pursuant to the City's Municipal Code.
2. The replacement of nonresidential signs due to tenant changes is exempt from this section if:
 - a. No other exterior alterations are proposed; and
 - b. The proposed sign is in compliance with the existing approved sign program.

24V.211.020 Permit Requirements

A. INDIVIDUAL SIGNS

The Director shall have the authority to review and approve all signs complying with the standards of this Article except as otherwise noted. The Director may also forward any sign requests to the Design Review Committee for decision. Signs forwarded to the Design Review Committee shall be reviewed pursuant to Sec. 24.545.030 of the Municipal Code. Any sign requests not complying with these standards shall require Warrant approval.

B. SIGN PROGRAM REQUIREMENTS

3. A master sign plan shall be required for:
 - a. A new nonresidential project with four or more tenants;
 - b. A site where the total area of signs for any use exceeds 100 square feet; or
 - c. Major rehabilitation work on an existing nonresidential project with four or more tenants, that involves exterior remodeling, and/or the application proposes modification to 50 percent or more of the existing signs on the site within a 12-month period. For the purposes of this Chapter, major rehabilitation means adding more than 50 percent to the gross floor area of the structure(s), or exterior redesign of more than 50 percent of the length of any facade within the project.
2. Each sign installed or replaced within the nonresidential project shall comply with the approved master sign plan.

2V.211.030 General Standards & Guidelines

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

A. DEFINITIONS

1. Animation: More than one change in sign's message or lighting within a single twenty-four (24) hour period.
2. Exposed Incandescent Bulb Illumination: The illumination of a sign by incandescent bulbs that are mounted directly to the face of the sign
3. Exposed Neon Tube Illumination: The illumination of a sign by neon tubes that are mounted directly to the face of the sign.
4. 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.
5. 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.
6. 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.
7. 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.

B. STANDARDS

1. For each establishment, one and one-half (1½) 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 facade shall be calculated individually. Permitted sign area based on the linear frontage of one establishment or facade shall not be placed on another establishment or facade.

2. Signs shall not be animated unless otherwise noted.
3. Commercial messages that 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.
4. With the exception of temporary window signs, content including contact information such as telephone numbers, e-mail addresses, and websites are prohibited.
5. "Canned" signs are internally illuminated plastic panels within a sheet metal box enclosure and shall not be used because these signs use a limited range of colors and lettering types and tend to have no relationship to the architecture of the building.

C. GUIDELINES


1. 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.
2. 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.
3. 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.
4. 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.
5. Fluorescent colors should be limited to ten (10) square feet of sign area per façade per establishment.
6. Sign design, including color, should be appropriate to the establishment, conveying a sense of what type of business is being advertised.
7. 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 facade design. Sign locations should be carefully considered, and align with major architectural features.
8. Storefront signage should help create architectural variety from establishment to establishment. In multi-tenant buildings, signage should be used to create interest and variety.
9. All signs (including temporary signs) should present a neat and aligned appearance.
10. All signs (including temporary signs) should be constructed and installed utilizing the services of a professional sign fabricator.

24V.211.040 Sign Type Standards & Guidelines

A property's permitted sign types are determined by Transect Zone as shown on Table E., Sign Types. When a property fronts multiple Corridor Types, multiple Sign Types may be combined on that property. For the purposes of this plan, the following Sign Types are established (see the summary of Sign Types on the opposite page):

- A. Monument Sign**
- B. Grand Projecting Sign**
- C. Marquee Sign**
- D. Mural**
- E. Wall Sign**
- F. Blade Sign**
- G. Projecting Sign**
- H. Awning Face Sign**
- I. Awning Valance Sign**
- J. Awning Side Sign**
- K. Above Awning Sign**
- L. Under Awning Sign**
- M. Canopy Facia Sign**
- N. Above Canopy Sign**
- O. Under Canopy Sign**
- P. Recessed Entry Sign**
- Q. Window Sign**
- R. Building Identification Canopy Facia Sign**
- S. Building Identification Wall Sign**
- T. Building Identification Window Sign**
- U. Temporary Window Sign**
- V. Temporary Wall Sign**
- W. Portable Signs**

Table E Sign Types

	T4.5	T4.8	T4.9	T5.3
A. Monument Sign	Permitted			Not Permitted
B Grand Projecting Signs	Not Permitted			Permitted
C Marquee Signs				
D Grand Wall Sign				
E Wall Signs				
F Blade Signs	Permitted			
G Projecting Signs				
H Awning Face Signs				
I Awning Valance Signs				
J Awning Side Signs				
K Above Awning Signs				
L Under Awning Signs				
M Canopy Fascia Signs				
N Above Canopy Signs				
O Under Canopy Signs				
P Recessed Entry Signs				
Q Window Signs				
R Building Identification Wall Signs				
S Building Identification Canopy Fascia Signs				
T Building Identification Window Signs				
U Temporary Window Signs				
V Temporary Wall Signs				
W Portable Signs				

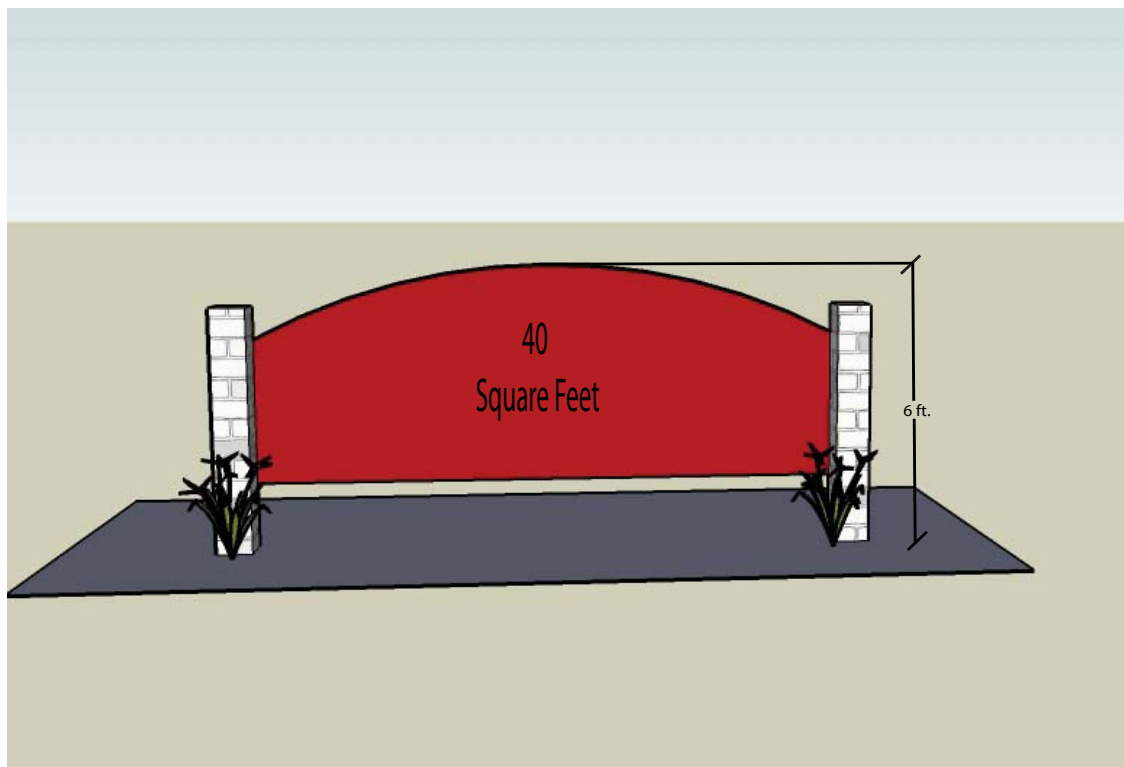
A. MONUMENT SIGN

A monument sign is a permanent sign supported by one or more braces in or upon the ground.

Monument signs are permitted subject to Design Review pursuant to Sec. 24.420.070. of the Municipal Code.

1. Standards

- a. A monument sign may have a maximum sign area of 40 square feet and a maximum height of six feet as measured from the highest point of the sign structure.
- b. Any such monument sign and all its structural supports shall be located a minimum of three feet from all property lines and a minimum of ten feet from the face of any curb line.
- c. No part of a monument sign or its structural supports shall extend over any public right-of-way.
- d. Monument signs may be located in a landscape area only to the extent approved by the decision-making authority through the design review process pursuant to chapter 24.545.



B. GRAND PROJECTING SIGN

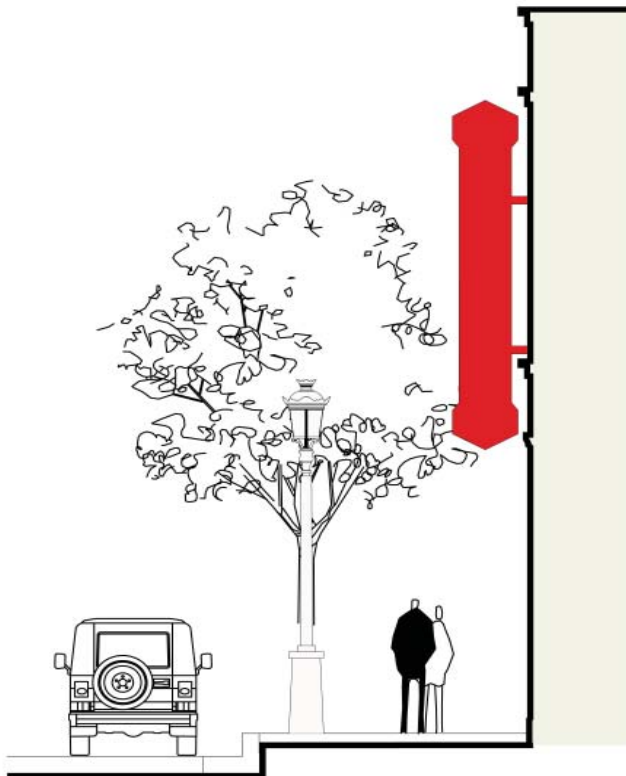
Grand Projecting Signs are tall, large, vertically oriented signs which project from the building perpendicular to the façade and which are structurally integrated into the building.

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.



C. MARQUEE SIGN

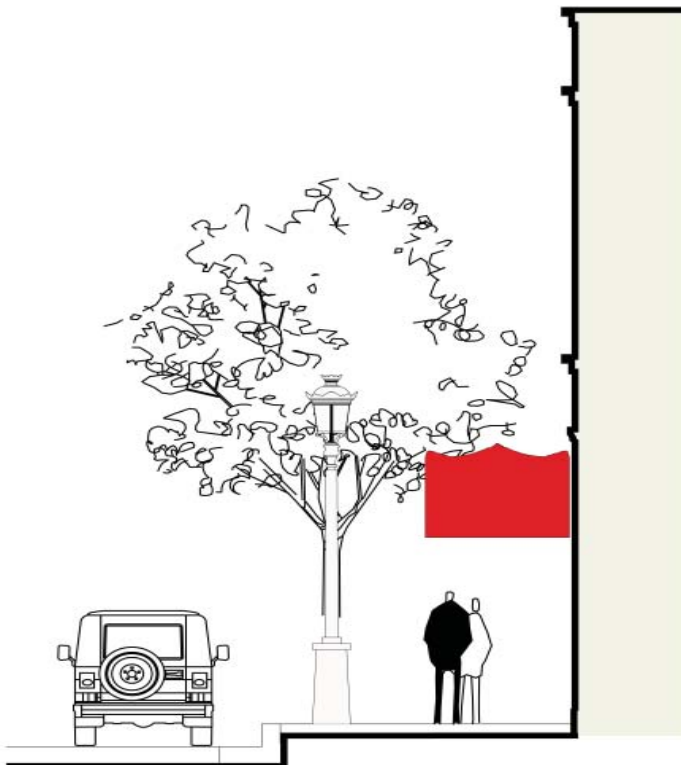
Marquee Signs are large, canopy-like structures mounted over the entrance to a theater.

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.



D. MURALS

A mural is an image on a wall for non-commercial uses. All murals shall be exempt from the size restrictions. All murals shall be subject to design review, except when proposed in conjunction with the following use types: Recreation, Education, Public Safety.

1. Standards

- a. Murals shall only be located on unfenestrated wall areas of two thousand (2,000) square feet in size or greater.
- b. Only one (1) Mural shall be permitted per establishment per façade.
- c. Murals shall project no more than one (1) foot from the façade of the building.

2. Guidelines

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



E. WALL SIGNS

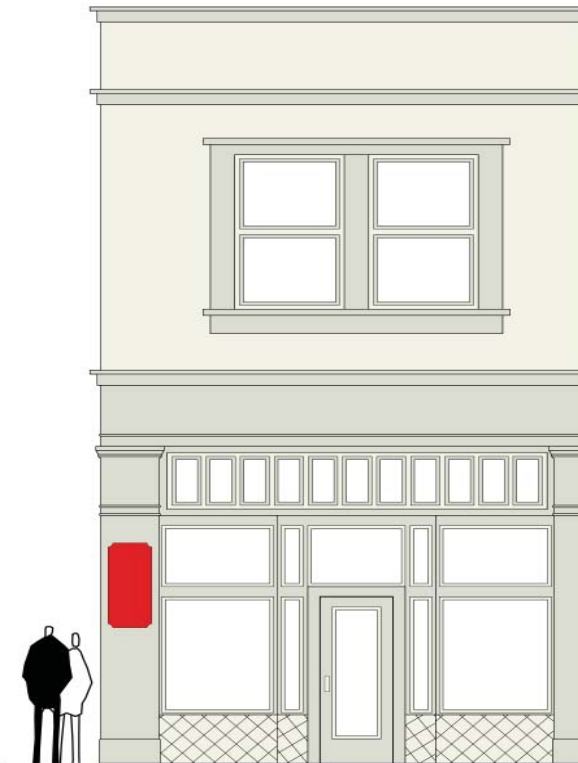
Wall Signs are signs that are located on, and parallel to, a building wall.

1. Standards

- a. Wall Signs shall only be mounted on a wall area within the Shopfront 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.
 - i. 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 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.



F. BLADE SIGNS

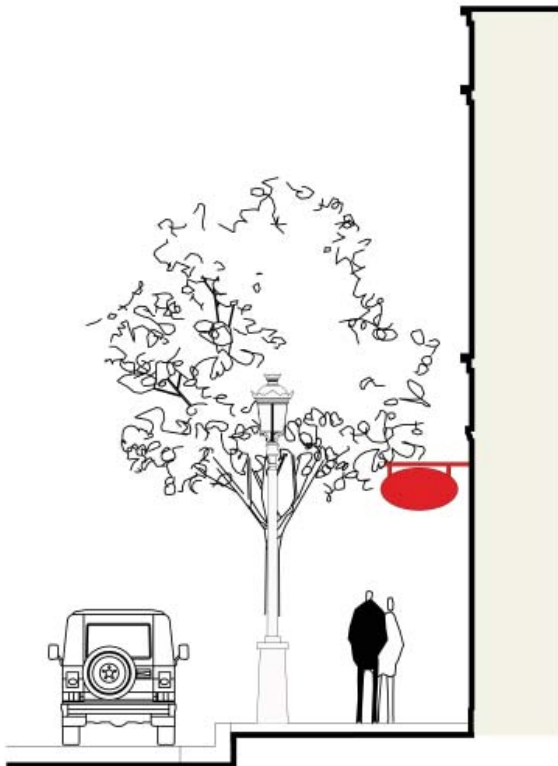
Blade Signs are oriented perpendicularly to the building façade and which are suspended under a bracket, armature, or other mounting device.

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.



G. PROJECTING SIGNS

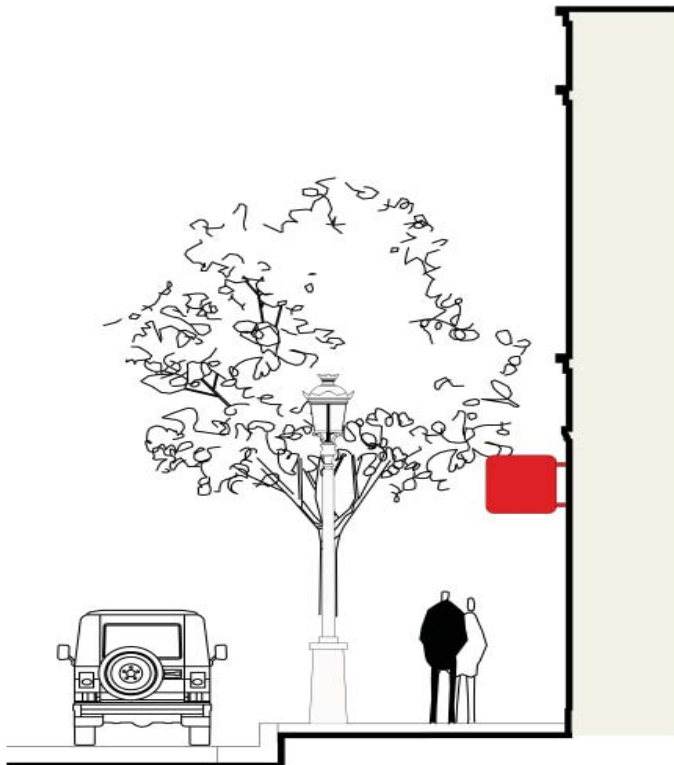
Projecting Signs are cantilevered signs that are structurally affixed to the building and oriented perpendicularly to the building façade.

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. 2. Projecting Signs should be illuminated by external illumination, exposed neon tube illumination, exposed incandescent bulb illumination, or halo illumination only.



H. AWNING FACE SIGNS

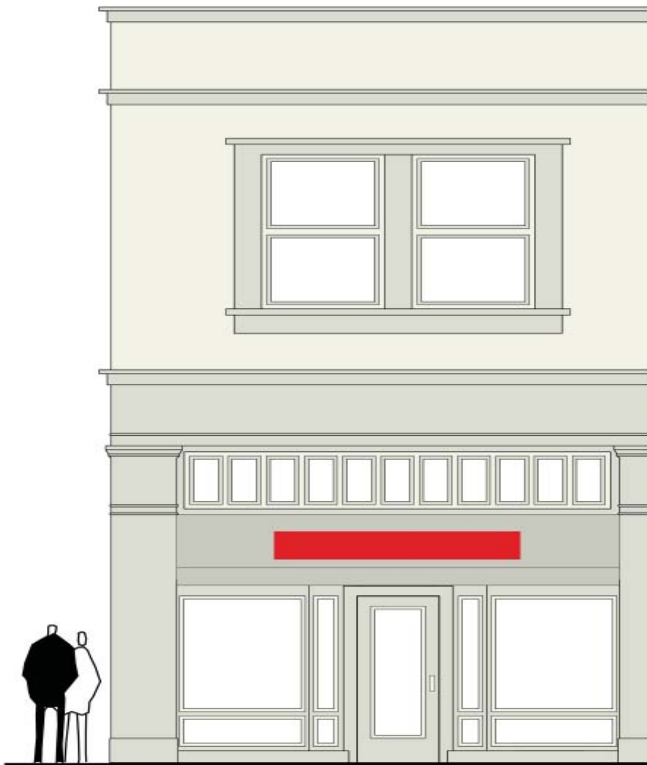
Awning Face Signs are signs applied to the primary face of an awning, including sloped awning faces and vertical “box” awning faces.

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.



I. AWNING VALANCE SIGNS

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.



J. AWNING SIDE SIGNS

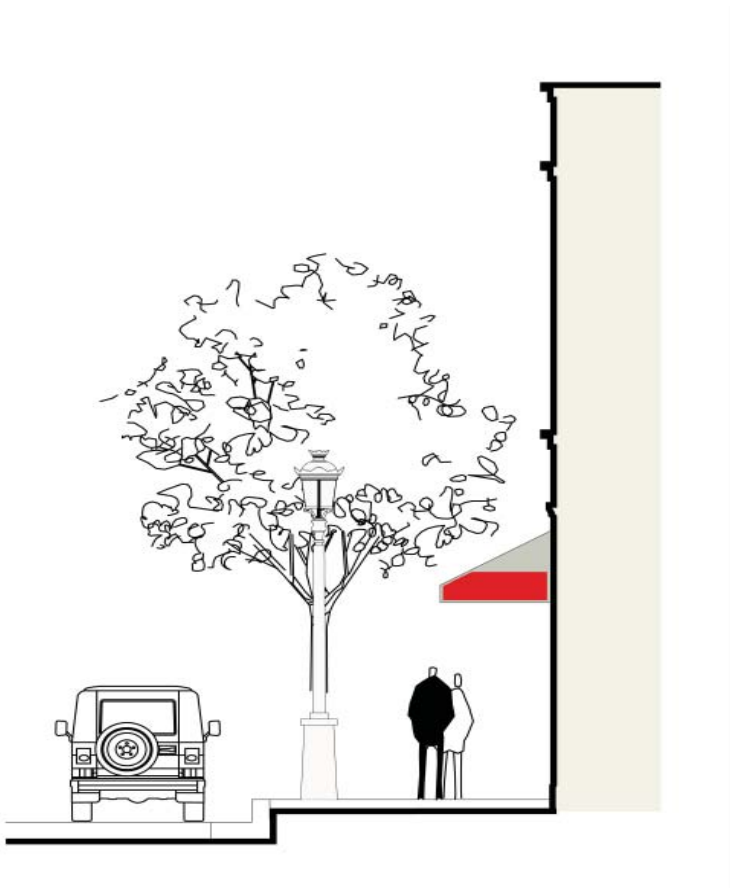
Awning Side Signs are signs applied to the side panel of an awning.

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.



K. ABOVE AWNING SIGNS

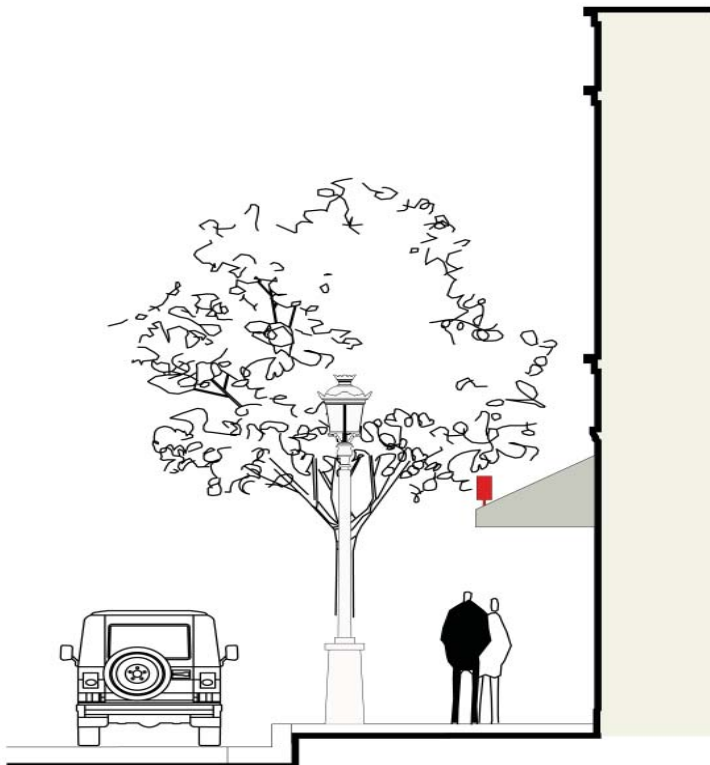
Above Awning Signs are signs which are mounted partially or entirely above the upper edge of a valance of an awning and oriented parallel to the building wall surface.

1. Standards

- a. Above Awning Signs shall not exceed one and one-half ($1\frac{1}{2}$) times the valance height, and width shall not exceed two-thirds ($\frac{2}{3}$) 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.



L. UNDER AWNING SIGNS

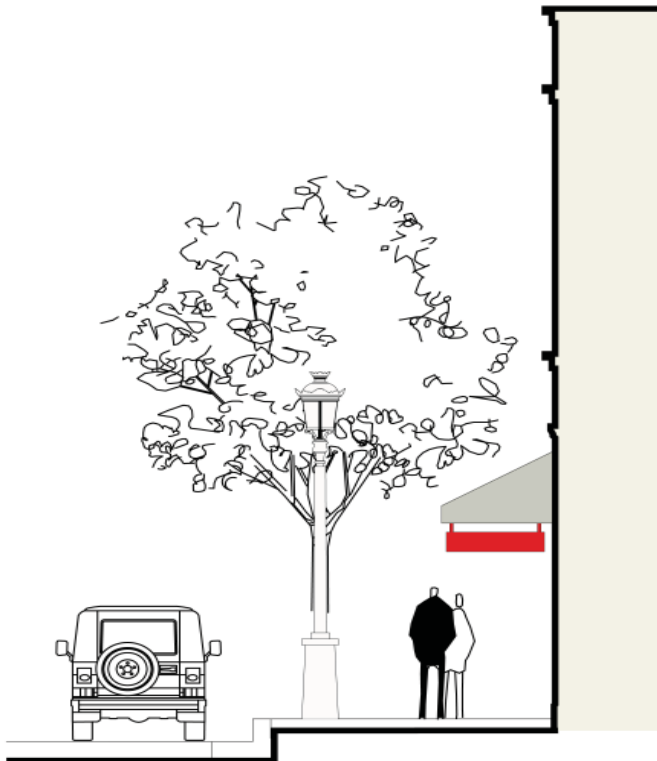
Under Awning Signs are signs which are suspended under an awning, perpendicular to the building facade.

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.



M. CANOPY FASCIA SIGNS

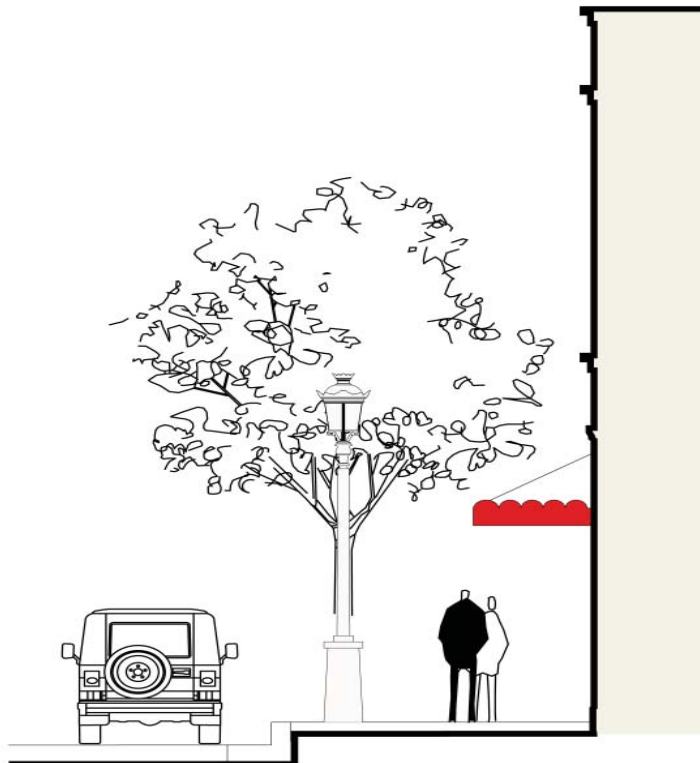
Canopy Fascia Signs are signs which are mounted to the front or side fascia of a canopy and contained completely within that fascia.

1. Standards

- a. The height of Canopy Fascia Signs shall not exceed two-thirds ($\frac{2}{3}$) the height of the fascia or twelve (12) inches, whichever is less.
- b. The width of Canopy Fascia Signs shall not exceed two-thirds ($\frac{2}{3}$) 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.
- a. 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.



N. ABOVE CANOPY SIGN

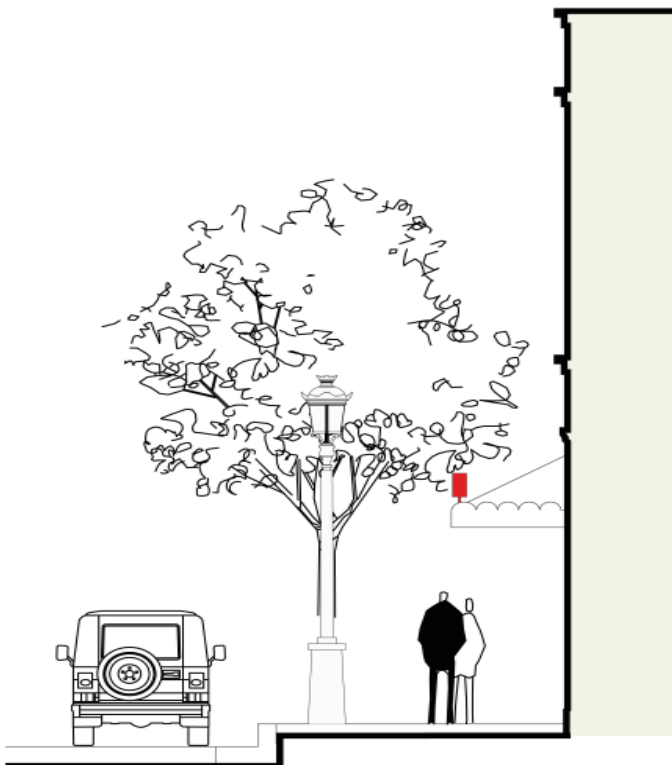
Above Canopy Signs are signs which are mounted partially or entirely above the front fascia of a canopy and oriented parallel to the building wall surface.

1. Standards

- a. The height of Above Canopy Signs shall not exceed one and one-half ($1 \frac{1}{2}$) 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 ($\frac{2}{3}$) 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.



0. UNDER CANOPY SIGN

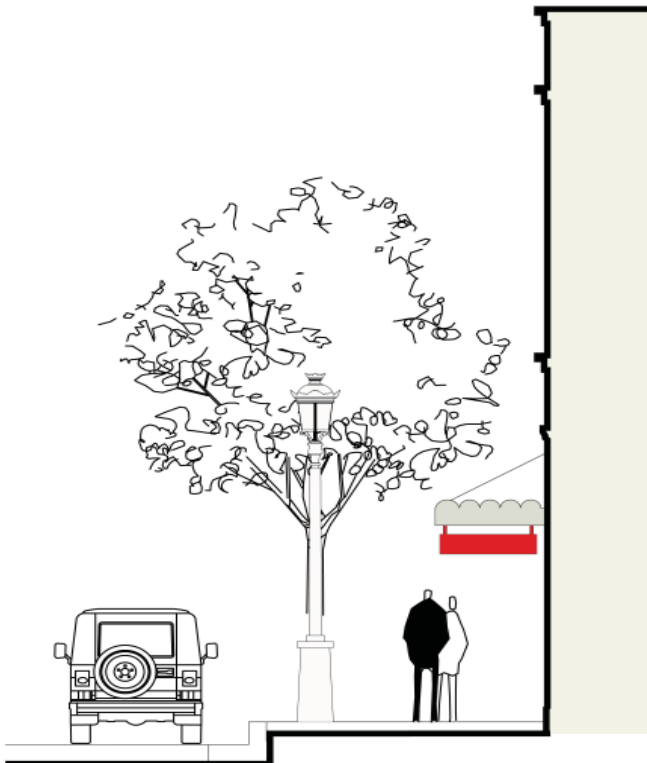
Under Canopy Signs are signs that are suspended under a canopy, perpendicular to the building facade.

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.



P. RECESSED ENTRY SIGNS

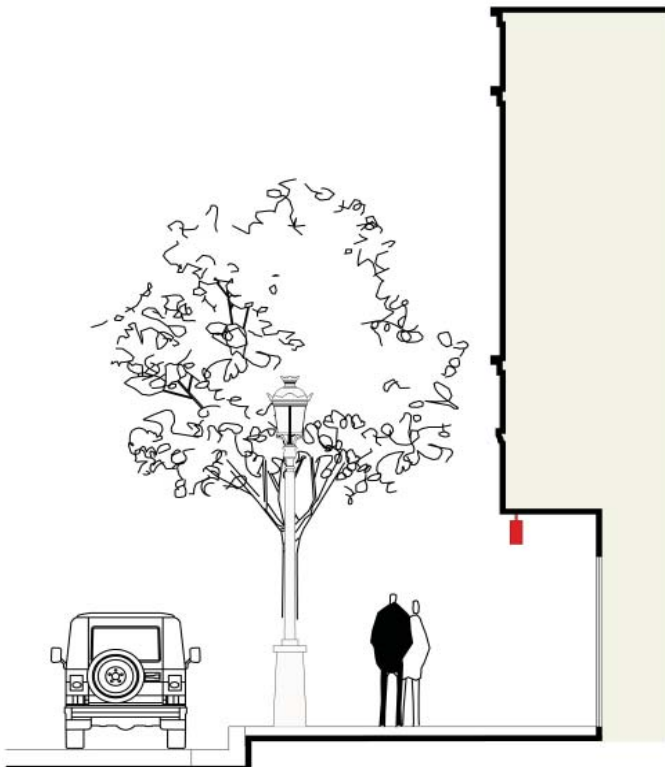
Recessed Entry Signs are signs that are oriented parallel to the building façade and which are suspended over a recessed entry.

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.



Q. WINDOW SIGNS

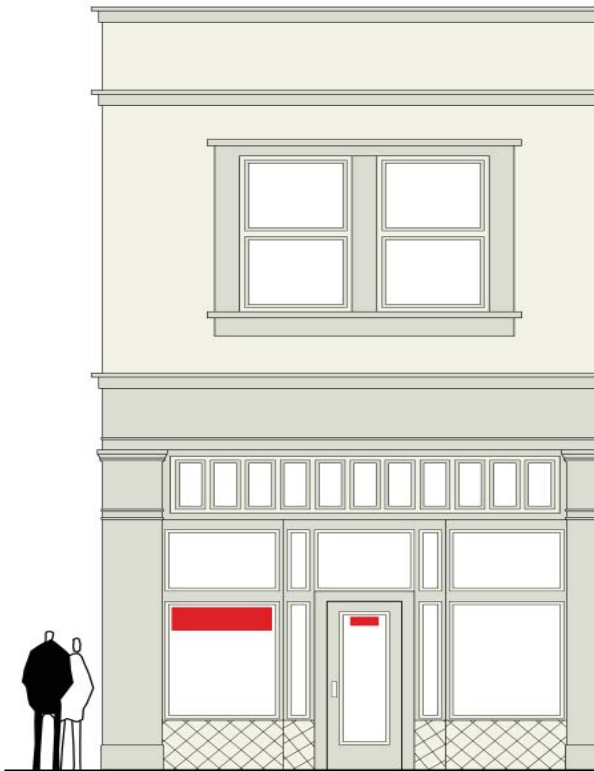
Window Signs are signs which are applied directly to a window or mounted or suspended directly behind a window.

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.



R. BUILDING IDENTIFICATION CANOPY FASCIA SIGNS

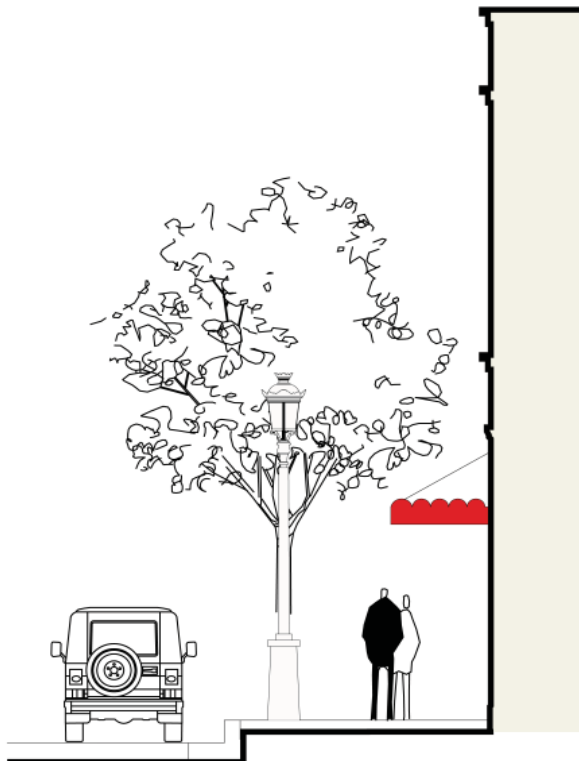
Building Identification Canopy Fascia Signs are signs which are mounted to the front or side fascia of a canopy, contained completely within that fascia and oriented parallel to the building wall surface and which announce the name of a building.

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.



5. BUILDING IDENTIFICATION WALL SIGNS

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

1. Standards

- a. Building Identification Wall Signs shall be located only on the frieze, cornice, or fascia area of storefront level; frieze, cornice, fascia, parapet of the uppermost floor; 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.
- 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.



T. BUILDING IDENTIFICATION WINDOW SIGNS

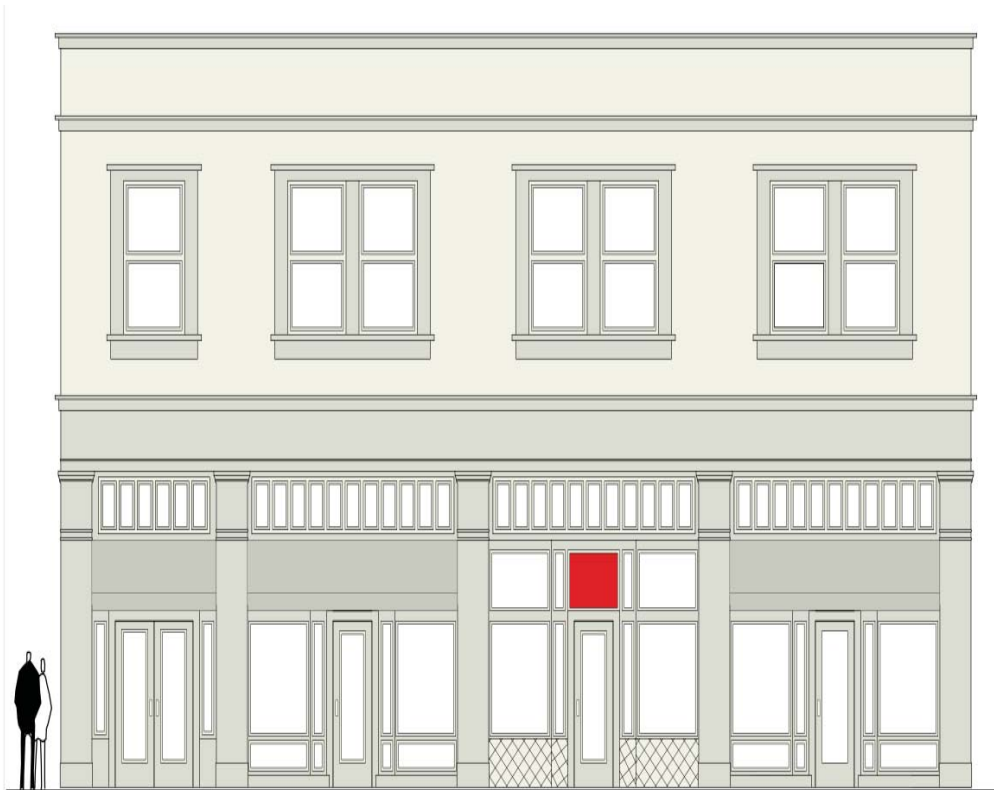
Building Identification Window Signs are signs applied directly to a window or mounted or suspended directly behind a window.

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.



U. TEMPORARY WINDOW SIGNS

Temporary Window Signs are signs that 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.

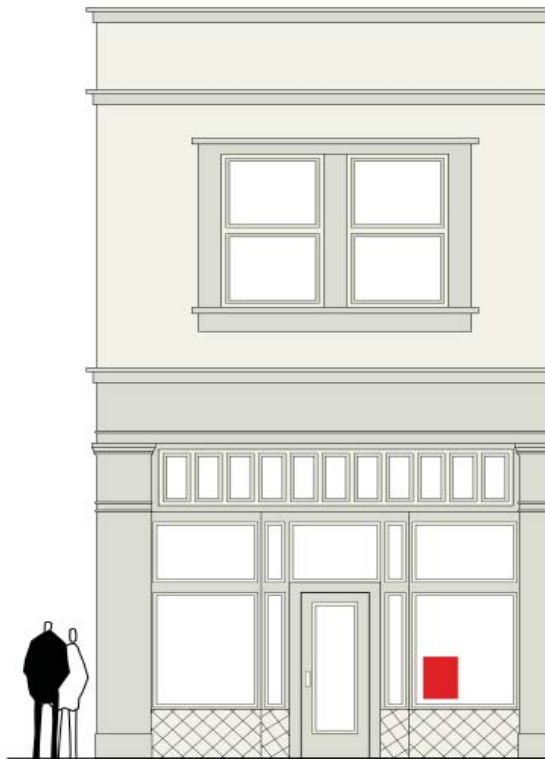
Examples include “grand opening”, “special sale,” and seasonal signage.

1. Standards

- a. Temporary Window Signs shall be located only on ground floor windows on building facades that 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 above standards and General Standards 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.
- c. A temporary window sign shall not exceed 40 percent of the area of any window upon which it is placed, singly, or in combination with any other temporary or permanent window signs. Temporary window signs shall be allowed on the first floor only. Temporary window signs require approval of a director’s permit and may only be used for a maximum of 90 days per calendar year.



V. TEMPORARY WALL SIGNS

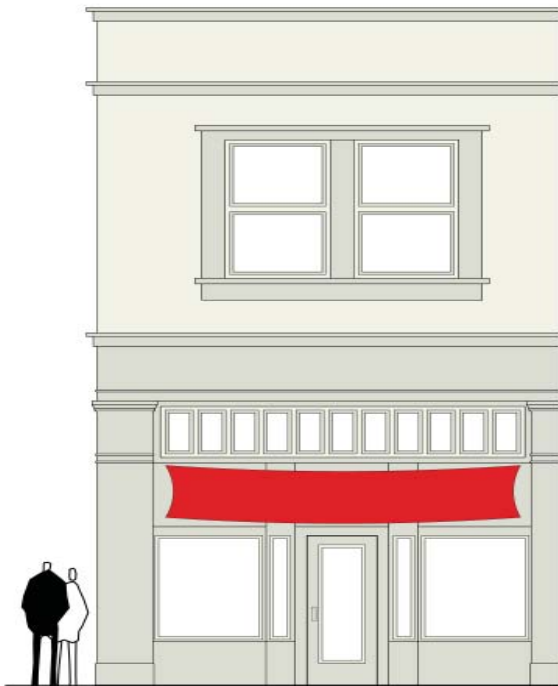
Temporary Wall Signs which are located on, and parallel to, a building wall and are designed, constructed, and intended for display on private property for a period of not more than ninety (90) consecutive days per year. Examples include “grand opening”, “special sale,” and seasonal temporary banner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

1. Standards

- a. Temporary Wall Signs shall only be mounted on a wall area below the second floor level that 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.



W. PORTABLE SIGNS

A portable sign is a sign that is self-supporting, designed to be moveable, and not structurally attached to the ground, a building, a structure or another sign. Portable signs include, but are not limited to, sandwich board signs, A-frame signs, and other similar signs.

1. Standards

- a. One portable sign is allowed per building
- b. Portable signs shall be placed on private property immediately in front of the business, within the width of store frontage and not, for example, at the street corner in front of other businesses. For businesses located in an arcade or plaza, a portable sign may be placed at the street entrance to the arcade or plaza.
- c. Portable signs shall be stored indoors after hours of operation.

