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## 10.10 Multiple Tenant Highway Commercial (HC) Sign Standards

The following signs for multiple tenant developments are permitted in the HC District and are subject to the time, place and manner standards described for each type of sign.

A. Permanent Tenant Sign Standards: Permanent tenant signs shall be permitted as follows:

- a. *Types of Signs Permitted:* Any combination of permanent wall, awning or window signs are allowed per tenant space as described below.
- b. *Cumulative Square Footage:* The cumulative square footage of all permanent signs per tenant space shall not exceed sixty (60) square feet unless noted otherwise.
- c. *Permanent Wall Signs:* The following standards apply to permanent wall signs.
  1. *Maximum Area:* Any single wall sign shall not exceed sixty (60) square feet in area.
  2. *Maximum Height:* Any single wall sign shall not exceed five (5) feet in height.
  3. *Maximum Height Above Ground:* No part of a wall sign shall be more than twenty (20) feet above ground level.
  4. *Distance From Building:* No part of a wall sign shall protrude more than twelve (12) inches from the wall or face of the building to which it is attached.
  5. *Maximum Number:* No more than one (1) wall signs are permitted per tenant space.
  6. *Consistency:* All wall signs within the development must be consistent in type (i.e. reverse channel, or box) and be mounted consistently on the facade of the building in order to create a uniform appearance.
- d. *Permanent Awning Signs:* The following standards apply to permanent awning signs.
  1. *Maximum Area:* Any single awning sign shall not exceed thirty (30) square feet in area.
  2. *Maximum Height:* Any single awning sign shall not exceed three (3) feet in height.
  3. *Illumination:* Awning signs shall not be illuminated by backlighting.
- e. *Permanent Window Signs:* The following standards apply to permanent window signs.
  1. *Maximum Area:* Shall not exceed twenty (20) square feet in area and four (4) feet in height.
  2. Shall include all commercial messages and information displayed on or in the windows of a structure. A designated area for said signs shall be shown on the permit.

B. Permanent Development Sign Standards: Permanent development signs shall be permitted as follows:

- a. *Types of Signs Permitted:* Any combination of permanent gateway signs or directional signs are allowed per multiple tenant development as described below. These signs are permitted for multi-tenant structures in addition to the allotment of signs for permanent tenant space (10.10A).
- b. *Permanent Gateway Signs:* The following standards apply to permanent gateway signs.
  1. *Prerequisite:* A minimum of six (6) separate tenants and twelve-thousand (12,000) square feet of occupiable space in the building is required to qualify for a gateway sign.
  2. *Maximum Sign Area:* The maximum sign area for a gateway sign shall be calculated by multiplying one (1) square foot times the lineal feet of facade facing a public street. Under no circumstance can the total sign area exceed sixty (60) square feet per side in area.
  3. *Maximum Tenant Sign:* Any single tenant sign on a gateway sign cannot exceed fifty (50) square feet in area per side.
  4. *Maximum Height Above Ground:* No part of a gateway sign shall be more than eight (8) feet above ground level.
  5. *Maximum Number of Gateway Signs:* A maximum of one (1) gateway sign is permitted at the primary entrance into a multiple tenant development.
  6. *Changeable Copy:* Changeable copy is permitted on up to sixty percent (60%) of the permitted sign area of the gateway sign per side.

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- c. *Permanent Directional Signs:* The following standards apply to permanent directional signs.
1. Directional signs shall contain language or icons to guide pedestrians or motor vehicles into, out of, or around a development.
  2. Any single directional sign shall not exceed four (4) square feet in area per side, and 42 inches in height. If a directional sign has two (2) or more sides, each side counts toward the maximum cumulative square footage.
  3. No more than one (1) directional signs shall be used per curb cut onto a public street.
- C. Temporary Sign Standards: Temporary signs shall be permitted as follows:
- a. *Standard Temporary Signs:* The following standards apply to standard temporary signs.
    1. Limitations on Standard Temporary Signs: All standard temporary signs associated with a tenant space must be displayed in windows or affixed to an entrance door.
    2. Maximum Area: The sign area for a standard temporary sign shall not exceed four (4) square feet.
    3. Maximum Height Above Ground: The height for any standard temporary sign shall not exceed seven (7) feet above ground level.
    4. Maximum Number: One (1) standard temporary sign is permitted per tenant space.
    5. Duration: A standard temporary sign may stay in place for the duration of the temporary event (e.g. special sale, special offer, help wanted, sale of property, etc.). The standard temporary sign may be put in place up to five (5) days prior to the temporary event. All standard temporary signs must be taken down within seven days after the standard temporary signs purpose no longer exists.
    6. Permit: Each new standard temporary sign or relocation of an existing temporary sign requires a new temporary sign permit.
  - b. *Special Temporary Signs:* The following standards apply to special temporary signs.
    1. Maximum Number: One (1) special temporary sign is permitted per overall development.
    2. Location: A special temporary sign must be located at least five (5) feet from any right-of-way, edge of pavement or curb associated with a roadway, aisle or driveway. A temporary sign cannot be located fully or partially on any public sidewalk.
    3. Duration: A special temporary sign may stay in place for the duration of seven (7) continuous days, but no more than fourteen (14) total days in any calendar year.
    4. Sign Types: Inflatable signs, banners, streamers, posters, pennants, and the like as long as they do not exceed twenty-five (25) feet off of the ground.
    5. Permit: Each time a special temporary sign is relocated or setup, a temporary sign permit is required.
- D. Freedom of Speech: On lots without a structure a permanent noncommercial ground sign up to twenty-four (24) square feet in area is permitted.