

## 10.9 Single Tenant Highway Commercial (HC) Sign Standards

The following signs for single tenant developments and multi-tenant developments in which all tenants have internal entrances are permitted in the HC District and are subject to the time, place and manner standards described for each type of sign.

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

- a. *Types of Signs Permitted:* Any combination of permanent wall, ground, awning, window, drive-up window, changeable copy, display space, or directional signs is allowed within the constraints of the regulations in this section.
- b. *Cumulative Square Footage:* The cumulative square footage of all permanent signs shall not exceed one-hundred and fifty (150) square feet for buildings within 200 feet of the front property line and two-hundred (200) square feet for buildings greater than 200 feet from the front property line 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 ninety (90) square feet in area.
  2. Maximum Height: Any single wall sign shall not exceed six (6) 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: One (1) wall sign is permitted on each facade; maximum of two (2) per building.
- d. *Permanent Ground Signs:* The following standards apply to permanent ground signs.
  1. Maximum Area: Any single ground sign shall not exceed sixty (60) square feet in area per side. If the ground sign has two (2) identical sides, only one side's area counts toward the maximum cumulative square footage.
  2. Maximum Height: Any single wall sign shall not exceed six (6) feet in height.
  3. Maximum Height Above Ground: No part of a ground sign shall be more than six (6) feet above ground level.
  4. Maximum Number: One (1) permanent ground sign is permitted for lots with frontage on one (1) public street; and two (2) permanent ground signs are permitted for lots with 150 cumulative feet of frontage on two (2) or more public streets.
  5. Location: Permanent ground sign must be located at least five (5) feet from the edge of any pavement, curb, property line, or proposed right-of-way.
  6. Separation: No two (2) ground signs on the same lot shall be within 100 feet of one another. Only one (1) permanent ground sign shall be placed on each frontage.
- e. *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. Maximum Height Above Ground: No part of an awning sign shall be more than fifteen (15) feet or less than nine (9) feet above the ground.
  4. Maximum Number: There is no maximum number of permanent awning signs.
  5. Illumination: Awning signs shall not be illuminated by backlighting.
- f. *Permanent Window Signs:* The following standards apply to permanent window signs.
  1. Maximum Area: Any single window sign shall not exceed twenty (20) square feet in area and five (5) feet in height. A designated area for said signs shall be shown on the permit.
  2. Maximum Number: One (1) window sign is permitted on each facade; maximum of three (3) per building.

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- g. *Permanent Drive-Up Window Signs:* The following standards apply to permanent drive-up window signs.
1. Prerequisite: The lot must have a permitted, operable and in-use drive-up window.
  2. Maximum Area: This sign shall not exceed twenty (20) square feet in area and shall not be a two-sided. This sign area shall not count against the cumulative square footage allotted to the property.
  3. Maximum Height Above Ground: No part of a ground sign shall be more than six (6) feet above ground level.
  4. Maximum Number: Only one (1) drive-up window sign is permitted.
  5. Location: A drive up window sign must be located at least one (1) foot from the edge of any pavement, curb, or property line, or be mounted on the building.
- h. *Changeable Copy:* Changeable copy is permitted as a part of a permanent wall and/or ground sign as follows:
1. The changeable copy area shall not exceed eighty percent (80%) of a ground sign or one-hundred percent (100%) of a wall sign.
  2. Only static messages are allowed. Manually placed text and static electronic message boards are allowed. No scrolling, flashing or cyclical changing of electronic messages is permitted.
- i. *Permanent Display Space:* The following standards apply to a permanent sign area designated for temporary signs, banners, flyers, posters and pennants to be posted.
1. Intent: To allow a multitude of temporary two dimensional signs, but to reduce clutter by requiring them to be displayed in designated areas.
  2. Maximum Number of Permanent Display Spaces: There shall not be more than three (3) permanent display spaces on a single lot.
  3. Maximum Number of Temporary Signs: Any number of temporary two dimensional signs, banners, flyers, posters, and pennants may be posted at any given time on a permanent display space as long as they are posted within the confines of the permanent display area and shall not be posted anywhere else on the lot except as per the Temporary Sign Standards in 10.9B.
  4. Maximum Area: The total area shall not exceed sixty (60) square feet per permanent display space and eighty (80) square feet cumulatively for all permanent display spaces.
  5. Maximum Height Above Ground: A permanent display space shall not exceed eight (8) feet in height from ground level.
  6. Framing of Display Space: The permanent display spaces shall either be framed with wood, metal, or other durable material; or located on a window; or mounted to permanent hardware affixed to the primary structure.
  7. Location: The display spaces shall be located on the facade of the primary structure.
  8. Documentation on Sign Permit: The permanent display spaces shall be noted on the sign permit and shall not be relocated to another location or modified without getting a new sign permit.
  9. Exemptions: It is not necessary to get a temporary sign permit for any temporary wall sign, banner, flyer, poster, or pennant when posted in the display spaces.
- j. *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 installed per curb cut onto a public street.

**B. Temporary Sign Standards:** Temporary signs shall be permitted as follows:

a. *Standard Temporary Signs:* The following standards apply to standard temporary signs.

1. **Maximum Area:** The sign area for a standard temporary sign shall not exceed five (5) square feet per side.
2. **Maximum Height Above Ground:** Any standard temporary sign shall not exceed four (4) feet above the ground.
3. **Maximum Number:** One (1) standard temporary sign is permitted for lots with frontage on one (1) public street; and two (2) standard temporary signs are permitted for lots with frontage on two (2) or more public streets if they have at least three-hundred (300) lineal feet of combined street frontage.
4. **Location:** A standard 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 standard temporary sign cannot be located fully or partially on any public sidewalk.
5. **Separation:** No two (2) standard temporary signs shall be closer than eighty (80) feet from one another. Also, a standard temporary sign shall not be closer than fifteen (15) feet from any other sign on the property.
6. **Duration:** A standard temporary sign may stay in place for the duration of the temporary event (e.g. special sale, special offer, 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 ground or wall signs must be taken down within seven days after the standard temporary signs purpose no longer exists.
7. **Threshold for New 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.
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 special temporary sign shall not 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 setup, a temporary sign permit is required.

C. **Freedom of Speech:** On lots without a structure a permanent noncommercial ground sign up to twenty-four (24) square feet in area is permitted.

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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.