

(1) *Signs permitted in the special downtown district overlay zone.*

(1) Signs permitted in the special downtown overlay zone shall be limited to wall signs as regulated by section 94-350(1)(2). In addition, canopy/awning sign(s), projecting sign(s) and monument signs may be installed subject to the limitations presented below.

(2) *Wall signs.* Wall signs shall be permitted subject to the following conditions:

- a. Flat wall signs may not project more than one foot beyond the wall of the building. Wall signs shall be attached to, and parallel to, the wall of the building. No business sign shall be allowed on a building face that is less than 15 feet in total width.
- b. One wall sign for each business shall be allowed on each building face. The maximum amount of sign area allowed on each building face shall not exceed ten percent of the building facade where so provided; however, no individual business sign area shall exceed 100 square feet in area.
- c. The wall sign shall not be translucent to an extent greater than 30 percent of any one face and, further, any resultant internal illumination shall be restricted to highlight only the individual lettering or logo used in the composition of the sign message. The wall sign may alternately be illuminated from a freestanding light source.
- d. Wall signs shall not project above the roof or parapet line in single-story buildings. For multi-story buildings, wall signs shall fit within the historic sign board, a horizontal spandrel panel located between the top of the storefront and the sill of second story windows. In the absence of second story windows, the sign shall fit within a horizontal spandrel panel located between the top of the storefront and the finished floor elevation of the second floor, or 20 feet from grade, whichever is lower. If a story is served by an elevated walkway or promenade that is used to reach the primary means of public access for a business, the sign height shall be measured from the top of such elevated walkway or promenade and shall not exceed a height of 14 feet.
- e. Signs should compliment the visual continuity of adjacent buildings, where practicable, and be designed to be an integral design of the building's architecture to which it is attached. Signs shall not obscure architectural details of the building, nor cover doors, windows, or other integral elements of the facade. Signs shall be placed on the building in accordance with section 94-350(1)(2)d. and be in proportion with other components of the facade to which it is attached. In no instance shall the vertical dimension of wall signs exceed three feet.

(3) *Awning or canopy signs.* The canopy or awning shall be constructed of durable material and maintained in such a manner so as to continue its original appearance and to provide safety to the persons and property it may affect. No canopy or awning sign shall contain back lighting or be illuminated for purposes of drawing attention to, or enhancing the visibility of, the canopy or canopy sign during its use. This restriction shall not be construed to preclude the use of site lighting principally used to illuminate adjacent sidewalks, parking lots, loading and unloading zones and similar use areas. The area of signage on a canopy or awning shall be limited to the name of the business and/or property owner, and the address.

a. *Location.*

1. A canopy or awning sign shall be restricted to the canopy valance, consisting of short strips or bands of material hung at the lower edge of the canopy or awning.
2. Canopy or awning signs shall be restricted to only the valance of canopies/awnings at the first story.

3. Any such canopy structure shall be at least two feet from any vehicular parking space or maneuvering lane.

4. Any such structure shall not conflict with necessary sight distances for proper vehicular and pedestrian movements.

5. No sign shall be erected, relocated or maintained so as to prevent free ingress to, or egress from, any door, window or fire escape.

b. *Area.*

1. The sign shall not be greater than eight inches in height and occupy no more than 33 percent of the total valance area. The sign shall be restricted to the valance area which is directed to the adjacent right-of-way.

2. Only the copy area of the canopy should be identified as sign area used for calculation purposes.

c. *Height.*

1. A minimum under-clearance of eight feet shall be maintained by all canopy structures, as measured from the bottom edge of canopy to grade immediately beneath the canopy.

2. Canopies hereafter erected shall, whenever practical, match the established under-clearance height and projection of canopies which exist on abutting parcels and/or businesses.

d. *Number.* One per each canopy so provided.

e. *Under-canopy sign.* A suspended sign, perpendicular to the building facade and not greater than two square feet in area shall be permitted under the canopy and which shall also not hang below the lowest part of the canopy.

(4) *Projecting signs.* The projecting sign shall be constructed of durable material and maintained in such a manner so as to continue its original appearance and to provide proper safety to the persons and property it may affect. Identifying symbology is encouraged on all projecting signs.

a. *Location.*

1. Projecting signs shall extend no more than four feet from the building, or one-third of the sidewalk width, whichever is less. In measuring the sign projection, the measurement shall be taken from the building from which it protrudes, including any open area between the wall face and the sign face.

2. Projecting signs shall not extend vertically beyond the windowsill of the second story.

3. Projecting signs shall have a minimum six-inch separation between the sign and the wall face.

4. Projecting signs shall project from the wall at an angle of 90 degrees.

5. No sign shall be erected, relocated or maintained so as to prevent free ingress to, or egress from, any door, window or fire escape.

6. Angular projection at the corner of a building is prohibited.

b. *Area.*

1. Projecting signs shall not exceed a display area of ten square feet per face.

c. *Height.*

1. Projecting signs shall clear grade level below the sign by a minimum of eight feet.

d. *Number.*

1. There may be one individual projecting sign on each side of the building offering customer access, provided that such signs are spaced not less than 20 feet apart horizontally.

e. The projecting sign shall not be translucent to an extent greater than 30 percent of any one face and, further, any resultant internal illumination shall be restricted to highlight only the individual lettering or logo used in the composition of the sign message. The projecting sign may alternately be illuminated from a freestanding light source.

(5) *Monument sign.* One monument sign may be permitted in lieu of a wall sign on sites having a front yard setback of not less than ten feet, subject to the following conditions:

a. The monument sign shall be located on private property, outside of the public right-of-way, within the front yard setback. The monument sign shall not be closer than three feet to any lot line.

b. The monument sign shall contain not more than two sides.

c. The monument sign shall not exceed a height of four feet or a sign area of 20 square feet for each face.

d. The monument sign shall not be translucent to an extent greater than 30 percent of any one face and, further, any resultant internal illumination shall be restricted to highlight only the individual lettering or logo used in the composition of the sign message. The monument sign may also instead be illuminated from a freestanding light source. (Refer also to section 94-350(b)(2).)

e. The monument sign shall be situated in a manner that allows adequate sight distance for motorists entering or exiting the site. It may not encroach into a clear vision sight triangle as defined in section 94-351(c)(7)(b).

(6) *Temporary signs.* See section 94-350(h) of the zoning ordinance for applicable regulations.

(7) *Other permitted signs.* See section 94-350(g)(1)--(9) of the zoning ordinance for applicable regulations