

Downtown Specific Plan

SIGN CRITERIA & GUIDELINES

VI. SIGN CRITERIA AND GUIDELINES

A. PURPOSE STATEMENT

The purpose of establishing sign standards and guidelines is to encourage an “uncluttered” atmosphere with signs that enhance economic revitalization and enhance the aesthetic quality of Downtown. These standards and design criteria establish sign placement, letter type, sign styles, and other design-related restrictions with the intent to establish consistency and compatibility of signs in the area.

Sign regulations establishing limits for the number of signs per property, the placement of signs, and the height and area of signs are included in each District Section of this document. The Design Guidelines presented herein are supplementary to the City's Sign Ordinance. The standards contained in these sections may be modified through the public hearing process to meet the goals and objectives of the Design Guidelines. All signs shall comply with the Downtown Specific Plan's requirements, any additional provisions of these sections, and the following sections of the Citywide Sign Ordinance (Article 66):

- Definitions;
- Permit Administration;
- Construction and Maintenance;
- Sign Standards - General
- Supergraphic Sign Standards;
- Sign Standards related to historic buildings and historic signs,
- Enforcement and penalties; and
- Nonconforming signs.



1. TYPES OF SIGNS

a. Public Signage

A system of public signage provides a unique identity to the community and should include Downtown identification signs, street signs, special-use signs, historical plaques, and directional signs. The public-sign system should include:

- 1) A downtown logo to be used on appropriate signs;
- 2) Entry point identity signs;
- 3) Consistent design for street signs, special use signs, and historical plaques incorporating the logo;
- 4) Landscaping at entry points and key areas; and
- 5) Consistent design for informational signs.

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b. Private Signage

Two major categories of signs on private property are regulated by these Guidelines.

- 1) Building Sign - Refers to a sign attached to the exterior surface of a building or visible from the exterior. For purposes of this section, building signs are divided according to location into:
 - (a) Wall signs;
 - (b) Glazed area/window signs;
 - (c) Projecting signs;
 - (d) Awning signs; and
 - (e) Top-of-building signs.
- 2) Freestanding Sign - Refers to any sign which is wholly or partially supported by one or more uprights or braces in, or upon, the ground. For purposes of this section, freestanding signs are divided into:
 - (a) Monument signs: 6-feet tall or less (or up to 10 feet if approved by Planning Commission); and
 - (b) Pole signs over 6-feet tall.

c. Other Signs

Other types of signs are regulated by these Design Guidelines.

- 1) Special-Event Signs:
 - (a) Business promotions/special events;
 - (b) Community events; and
 - (c) Sidewalk signs.

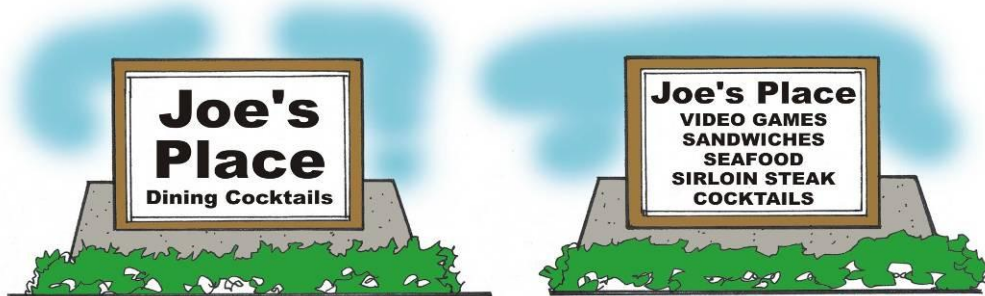
2. DESIGN STANDARDS AND GUIDELINES FOR ALL SIGNS

All private signs in the Downtown shall conform to Article 66 of the Escondido Zoning Code and the following standards and guidelines:

- a. Freestanding and building signs on each parcel in the Downtown shall be limited to no more than three different types of signs (freestanding and building signs) consistent with the underlying district (see Sign-Type Matrix, Figure VI-3, for the types of signs permitted in each district and building type).
- b. Sign copy generally should be limited to the name of the business or the general nature of the goods or services. Up to 10% of the sign copy area may be devoted to slogans or advertising, and the sign copy shall be made an integral part of the sign design.

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ENCOURAGED

DISCOURAGED

LIMIT SIGN COPY

- c. Structural aspects of signs, such as poles, supports, and cabinets, should be constructed of materials and colors related to the principal building. Landscaping should be designed to reduce the emphasis on the mechanical and supporting aspects of the sign.

- d. Signs shall be constructed of durable materials. Paper, cloth, canvas, and plastic-streamer signs are prohibited.

- e. Graphics, illuminated by flood light (or spotlight), shall be positioned so that none of the light shines directly onto an adjoining property or glares or shines into the eyes of motorists or pedestrians, and shall conform to the City's Outdoor Lighting Ordinance (Article 35 of the Zoning Code).



PAPER, CLOTH, AND
PLASTIC STREAMER
SIGNS PROHIBITED

USE DURABLE MATERIALS

- f. Signs shall be equipped with an automatic timer and shall be turned off between the hours of 11:00 p.m. and sunrise unless the business is open to the public between those hours. If the business is open between the hours of 11:00 p.m. and sunrise, the sign may be illuminated only for as long as the facility is open.
- g. When signs are removed, or replaced with a sign of a different size or shape, all holes shall be patched and surfaces repainted, or refinished, to match surrounding wall surfaces.
- h. Icon/Supergraphic signs are highly encouraged. These wall signs display a large graphic image with, or without, text. The graphic image may extend beyond the perimeter of the sign text.

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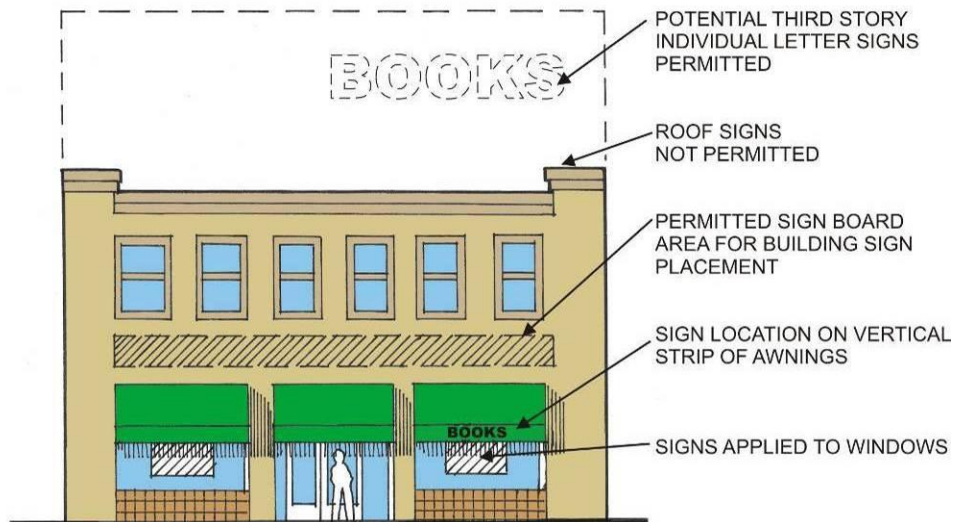
3. BUILDING SIGN STANDARDS AND GUIDELINES

The types of building signs permitted in the Downtown Specific Plan Area vary according to each Downtown District as shown in Figure VI-3. Regulations and guidelines for building signs are presented in the sections which follow:

a. Wall Signs

Wall signs are intended to identify a specific use by name and are permitted for downtown commercial buildings, commercial centers, and freestanding buildings of fewer than three stories. Limitations on sign copy, size, color, and placement are intended to reduce visual clutter.

- 1) Development Standards - The following standards apply to all wall signs:
 - (a) Limit Signs per Business - Wall signs shall be limited to one per business on each wall of the business that has a major entry or display window on a street or parking lot.
 - (b) Sign Placement - Where multiple signs are used (such as strip retail businesses), each sign shall be centered horizontally and vertically over the storefront. Wall signs may be attached to the exterior wall, tower, or architectural feature of a building.



- (c) No Projecting Wall Signs - Wall signs shall be mounted parallel to, and flush with, the wall surface with opaque backgrounds. Wall signs are not permitted to be mounted as projecting signs or mounted on brackets extending above, or in front of, the wall surface.

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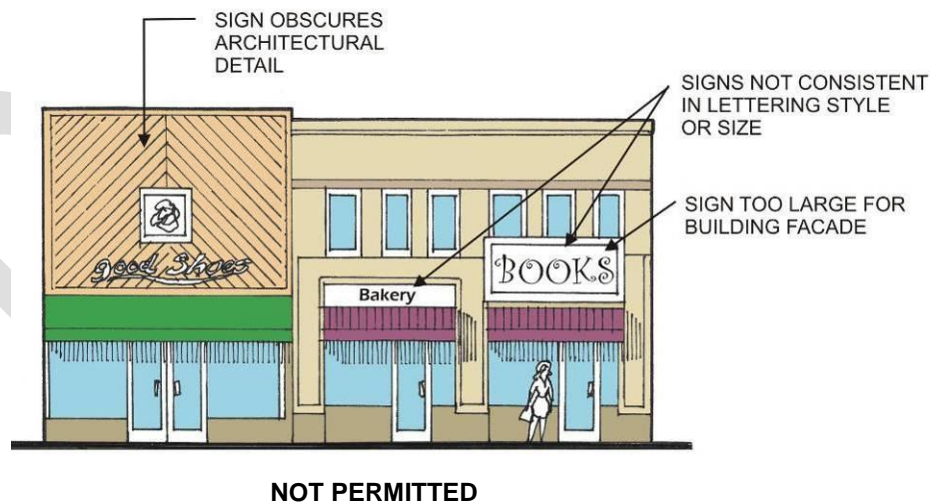
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2) Design Guidelines - The following guidelines apply to all wall signs:

- (a) Sign Placement - The location and placement of wall signs should be limited to avoid interference with the building's architecture.
- (b) Channel Letters Encouraged - Individually cut or channel letters are strongly encouraged.



- (c) Cabinet Wall Signs - Cabinet wall signs are prohibited in certain Districts of the Downtown. In Districts where cabinet signs are prohibited innovative icon/supergraphic signs may be permitted. Where permitted, cabinet wall signs are subject to Planning staff approval.



- (d) Enclosed, Changeable-Copy Signs - Changeable-copy signs shall be permitted according to Article 66 of the Escondido Zoning Code (for service stations only). Other changeable-copy signs, or price signs that are enclosed and do not exceed 10% of the permitted sign area for the site, also may be permitted within the Downtown.

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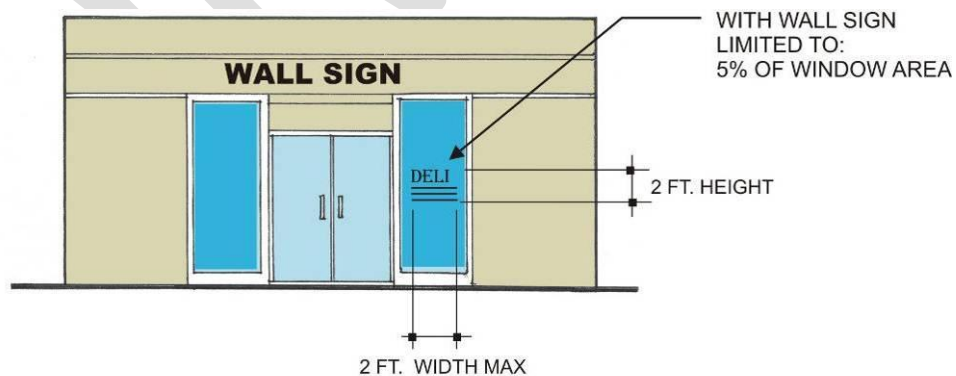
- (e) Use of Logo - Business logos are encouraged, when combined with business names, but shall not occupy more than 25% of the sign copy area and shall be made an integral part of the sign design.
- (f) Illumination – Wall signs may have individual, illuminated channel letters or solid, individual, illuminated channel letters, or solid individual letters that are back-lit (halo-lit). External and indirect lighting consistent with the Outdoor Lighting Ordinance is permitted in lieu of individually illuminated letters.

b. Glazed Area/Window Signs

Glazed area/Window signs are intended to identify a business by name and may include additional information, such as hours of operation or a proprietor's name. Temporary signs, and signs incorporated into window displays, are not considered permanent window signs.

- 1) Development Standards - The following standards apply to all permanent window signs:

- (a) Area of the Sign - Permanent window signs may occupy up 50% of the window area. If used in conjunction with a wall sign, permanent window signs are limited to 5% of window area. Second-story window signs representing not more than 20% of window area, are permitted if the use differs from the first story. The area of the window sign shall be included in calculating the total permanent sign area for the building, but shall not be included in calculating the area permitted for temporary window signs. If window signs are used in lieu of wall signs, no temporary window signs are permitted for those windows having permanent window signs.



- (b) Width/Height – Sign copy shall be limited to two (2) feet in height and two (2) feet in width maximum, if used in conjunction with a wall sign.

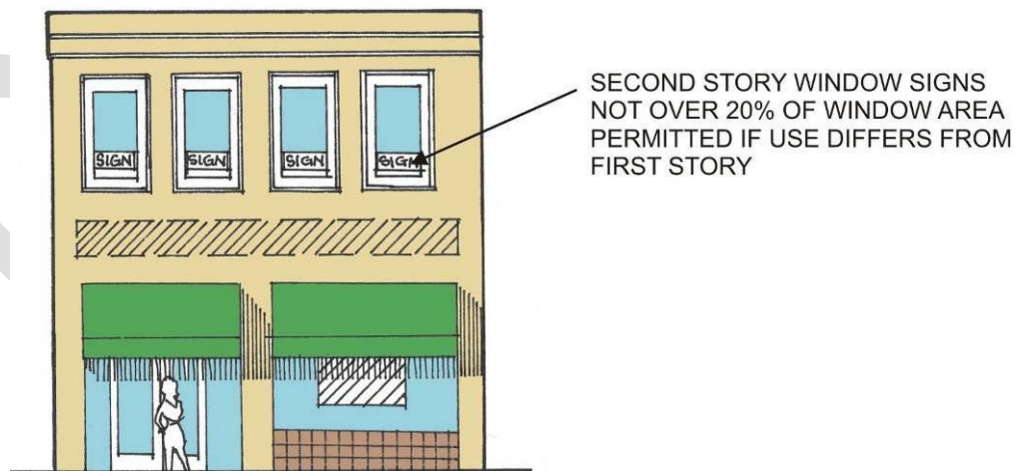
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- 2) Design Guidelines - The following guidelines apply to all permanent window signs:



- (a) Use Individually Cut Letters - Permanent window signs should be limited to individual letters placed on the interior surface of the window and intended to be viewed from outside. White or gold-leaf paint is the recommended color. Glass-mounted graphics may be applied by silk-screening or pre-spaced vinyl die cut forms.
- (b) Limit Text - The text or sign copy of a window sign should be limited to the business name, proprietor's name, hours of operation, and brief messages identifying the type of product or service (e.g., "MATERNITY WEAR" or "ATTORNEY"), or pertinent information (e.g., "SE HABLA ESPANOL" or "RESERVATIONS REQUIRED"). Letter size for all information, other than the business name, shall be limited to one (1) inch.



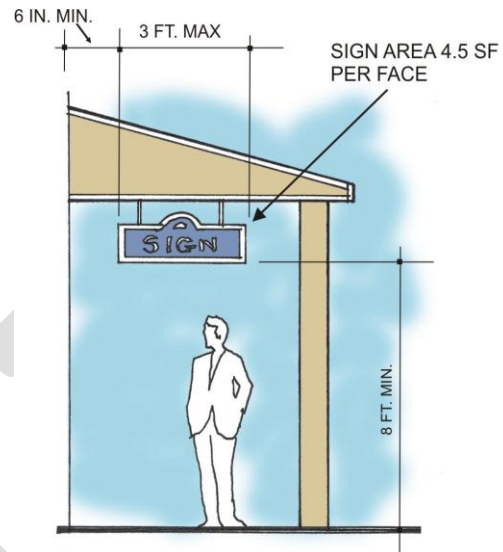
- (c) Illumination - Not permitted, except for signs made of neon. The area of a neon-tube sign, including all neon architectural-accent features and neon-tube banding which surrounds the sign letters or frames the windows, shall be counted as part of the sign area allowed for that building face.

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c. Projecting Signs

Small pedestrian-oriented projecting sign graphics are encouraged in the Historic Downtown District and Southern Gateway District, subject to the guidelines listed below. Projecting signs also are permitted in commercial center developments, particularly where these hang beneath an arcade. These signs are intended to be small in size and are specifically oriented to pedestrians. Projecting signs encouraged by this section are not intended to serve as wall signs.



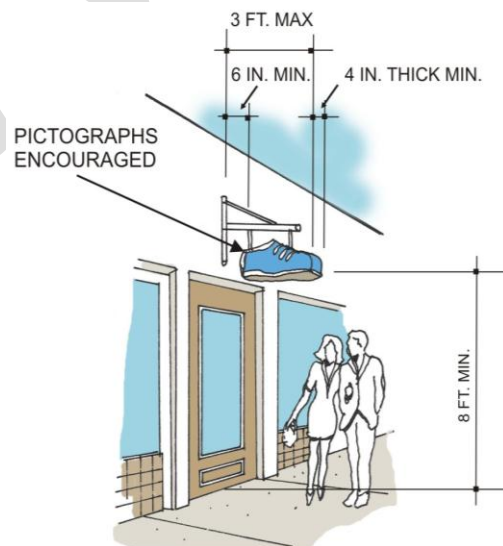
PERMITTED

- 1) Development Standards - The following standards apply to all projecting signs:

- (a) Limit Size - No projecting sign shall exceed a total area of 4.5 square feet per sign face.
- (b) Sign Spacing - Projecting signs shall be placed at building or store entrances, but, in no event, shall projecting signs be spaced less than twelve (12) feet apart.

- (c) Provide Adequate Clearance

- All projecting signs shall provide vertical clearance to sidewalks of at least eight (8) feet and a clearance of at least six (6) inches between the sign and the building face. All signs shall project from the wall at an angle of 90 degrees, or hang from an overhead canopy. Projecting signs shall not extend more than three (3) feet from the building face and hanging signs shall be limited to three (3) feet in width. The owner shall obtain an



PERMITTED

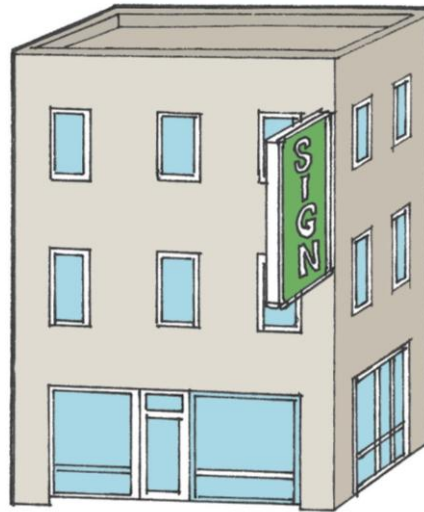
encroachment permit from the City's Engineering Division to place a sign that encroaches into a public right-of-way.

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2) Design Guidelines - The following guidelines apply to all projecting signs:

- (a) Use Pictographs - The use of pictographs is encouraged for projecting signs to graphically illustrate the type of business without the use of words. Examples of pictograph signs include a key for a locksmith or a pipe for a tobacco shop. Projecting signs may include the business name, but shall not include specific product names.
- (b) No Cabinet Signs - Cabinet signs shall not be used for projecting signs.
- (c) Illumination - Indirect lighting only is permitted for projecting signs.



NOT PERMITTED

d. Awning Signs

Awning signs are painted or affixed to the vertical face of an awning.

1) Development Standards - The following standard applies to all awning signs:

- (a) Sign Placement - Awning signs are limited to awnings covering one entrance per each street or alley that the building faces. The business name or building name portion of the sign is limited to 40% of the awning face.
- (b) Illumination: - Not Permitted

2) Design Guidelines - The following guidelines apply to all awning signs:

- (a) Coordinate Design and Color - The shape, design, and color of awnings should be carefully designed to coordinate with, and not dominate, the architectural style of the building. Where other awnings are used on the building, the design and color of the sign awnings and all other awnings shall be coordinated.
- (b) Copy - Sign copy text may be the name of the business and/or the business logo.

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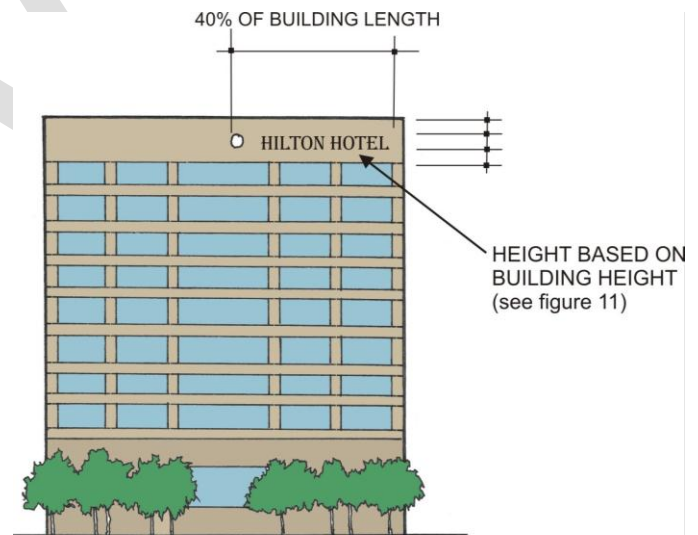
- (c) Text Placement, Height and Color - The text and/or logo should be located only on the valance of the awning itself. Other proposed locations of text and/or logo on the awning may be considered by Planning staff or referred to the Design Review Board. Letter color should be compatible with the awning and the building color scheme. Letter height should be in scale with the size of the awning, limited to six (6) inches.

e. Top-of-Building Signs

Top-of-building signs are permitted only for freestanding buildings of three stories or more. These signs are appropriate for office or financial buildings, and the signs are intended to allow identification of the building by corporate name or logo.

- 1) Development Standards - The following standards apply to all top-of-building signs:

- (a) Limit Numbers - The number of top-of-building signs shall be limited to two (2) per building, and no more than one (1) sign may be mounted on each building face.



PERMITTED

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- (b) Height - The following standards are required for letter / symbol height (see exhibit next page):

<u>Number of Stories</u>	<u>Maximum Letter Height</u>	<u>Maximum Symbol Height</u>
3 to 4	3'6"	3'10"
5 to 6	4'0"	4'6"
7 to 8+	5'0"	5'6"

- 2) Design Guidelines - The following design guidelines apply to all top-of-building signs:

- (a) Cumulative Sign Area – The permitted sign area may be in addition to other signs allowed.

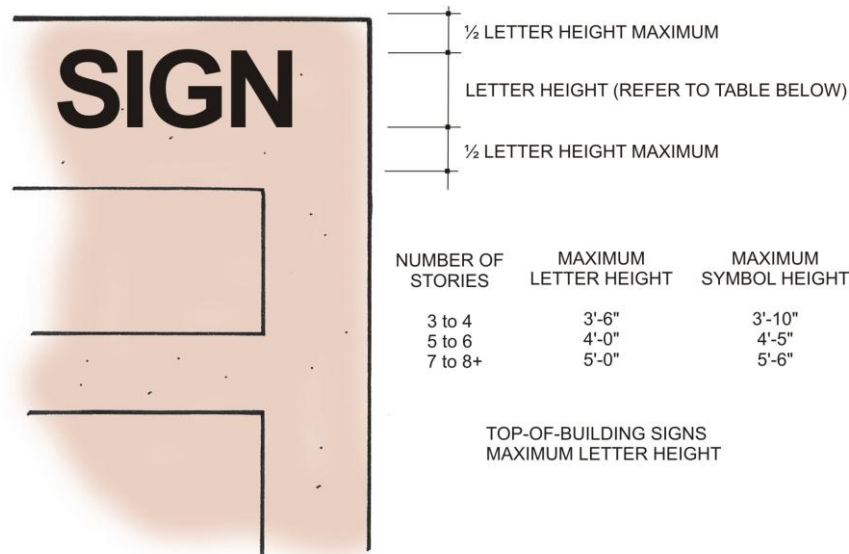
- (b) Sign Placement - Top-of-building signs shall be placed an equal distance below the eave line and above the upper-story window line. Letters shall be located a distance of no closer than one-half the letter height to the top, sides, and bottom of the building parapet, or top of the window line, and are limited to 40% of the width of the parapet.



- (c) Limit Text - The text or sign copy of top-of-building signs should be limited to a corporate name or logo. A logo is preferred.
- (d) No Cabinet Signs Permitted - Only letters, or individually fabricated letters or symbols, are permitted.
- (b) Illumination - Top-of-building signs may be illuminated, but only with internal illumination of individual letters, logos, or symbols.

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4. FREESTANDING SIGN STANDARDS AND GUIDELINES

The types of freestanding signs permitted in the Downtown Specific Plan Area vary according to each Downtown District as shown in Figure VI-3. Regulations and guidelines for freestanding signs are presented in the sections which follow:

a. **Monument Signs**

Monument signs (freestanding signs 6 feet or less in height, or up to 10 feet if approved by the Planning Commission) are intended to provide street addresses and identification for major uses where a high profile sign is not considered appropriate. Monument signs also are used for residential buildings. Any building type for which a pole sign is permitted may use a monument sign in lieu of the pole sign if the sign meets the standards presented below.

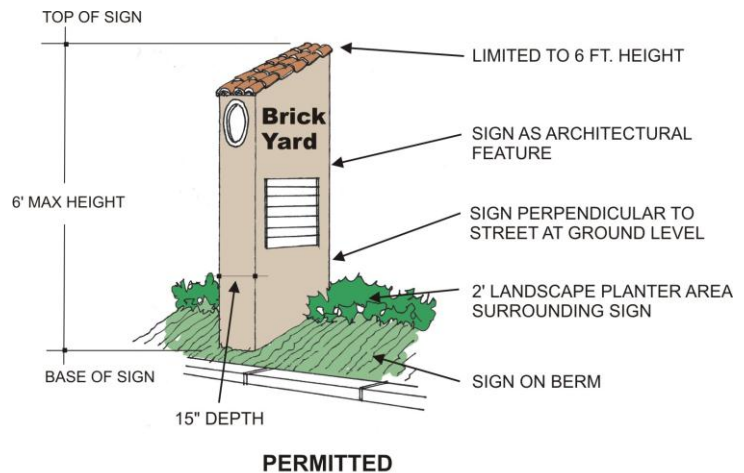
- 1) Standards - The following standards apply to all monument signs:
 - (a) Height of Sign - The height of a monument sign shall be limited to a maximum 6 feet, including the base. No sign over 3-1/2 feet in height is permitted within 10 feet of driveway entrances.
 - (b) Location – May encroach to within 5 feet of property line adjacent to the street, or as required in the district, whichever is less. Signs shall not create traffic hazards at driveways or corners.
- 2) Design Guidelines - The following guidelines apply to all monument signs:
 - (a) Limit Text - The text, or sign copy, of monument signs should be limited to the name of the business/establishment and the street address only (except for fuel-pricing signs).

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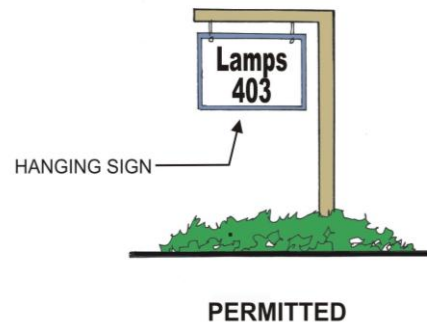
- (b) Depth of a Sign - A monument sign with a solid base shall have a depth of at least 15 inches between its two faces.

- (c) Base - Monument signs shall have a solid base rather than pole supports, except that a single pole with a crossbar and a hanging sign may be considered a monument sign for purposes of this document. These hanging signs are especially appropriate for residential uses or for uses housed in converted residential buildings.

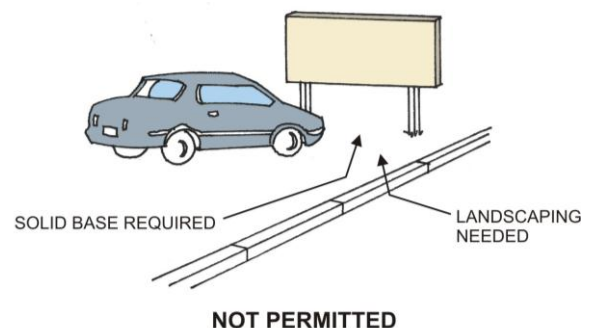


- (d) Landscaping - Monument signs should be surrounded by 2-foot landscape planter areas measured in all directions.

- (e) Illumination - Monument signs may have individually illuminated channel letters, or solid individual letters that are back-lit (halo-lit). External and indirect lighting, consistent with the Outdoor Lighting Ordinance, is permitted in lieu of individually illuminated letters.



- (f) Changeable Copy - Such signs may be permitted as building directories and for auto service stations. Staff may refer changeable copy signs to the Planning Commission.

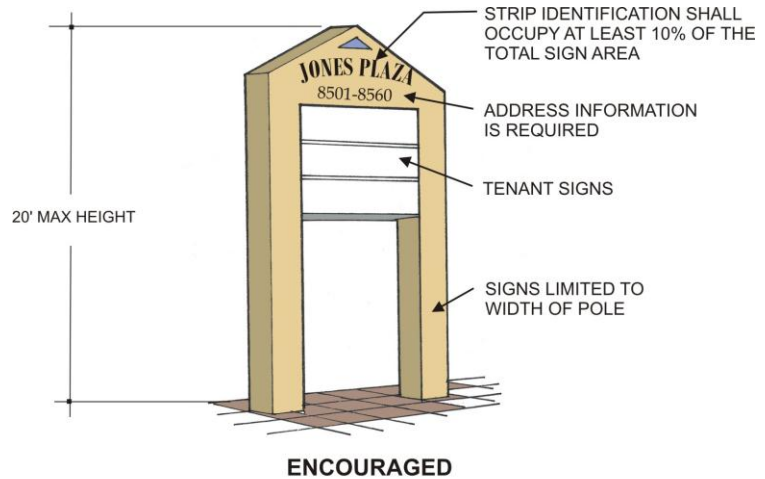


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b. Pole Signs

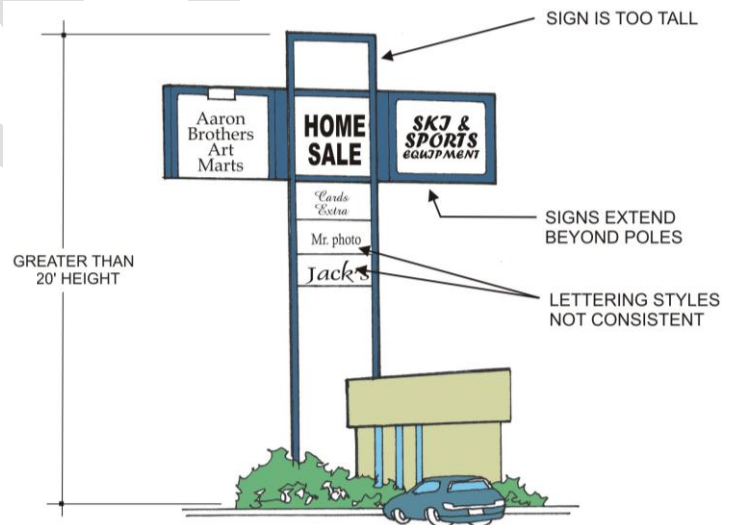
Pole signs (signs over 6 feet in height) are intended to provide identification for major uses and street addresses by providing identification while reducing visual clutter. Pole signs are permitted only for commercial centers outside the Historic Downtown District and may be used in lieu of a monument sign.



1) Development Standards - The following standards apply to all pole signs:

(a) Limit Number and Area - The number and maximum area of high profile signs shall be limited to no more than allowed by the City's Sign Ordinance. The area of pole signs may be reduced based on scale, proportion, visual impact, and location in relation to the structure, setbacks, and landscaping.

(b) Pole Sign Height - Signs shall be a maximum of 20 feet in height if determined appropriate for the proposed location and site. All heights are measured from the ground base of the sign to the top of the sign and include poles, pylons, and supportive members.



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(c) Location - Subject to setback requirements of the District, signs shall not create traffic hazards at driveways or corners.

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- (d) Identify Center Name or Address - For commercial renters, a **minimum of 10%** of the pole sign area shall be devoted to identification of the center by address or both name and address. Commercial centers shall display the range of store addresses for that center. Only the name of the center and major tenants shall be included on such signs. Decorative poles, trim, or architectural features shall be provided to unify the total sign.
 - (e) No Changeable Copy - Pole signs shall not have changeable copy or price signs - (See Monument Signs).
 - (f) Illumination – Pole signs may have individual, illuminated, channel letters that are back-lit (halo-lit). External and indirect lighting, consistent with the Outdoor Lighting Ordinance, is permitted in lieu of individually illuminated letters.
 - (g) No Single Poles – Pole signs shall be mounted on twin poles. Monument signs or signs, designed as a solid architectural feature, may be substituted for pole signs.
- 2) Design Guidelines - The following design guidelines apply to all Pole signs:
- (a) Uniform Design of Tenant Signs - Where freestanding signs include the names of tenants, these signs shall be limited to the width of the twin poles or architectural feature, and should be uniform in size, color, and lettering style.

B. BUSINESS PROMOTIONS/SPECIAL EVENTS

Commercial grand opening and similar promotional signage may be approved by the Community Development Director for a limited period of time in all Districts, to publicize grand openings and special events such as new management and promotional sales. The regulation of these signs shall be as follows:



1. At least 2 weeks in advance of a special event, the business owner shall notify the Planning Division, by registered letter, of the dates of the special event and the types of signs to be used. The sizes and locations of the signs also shall be indicated.
2. Special event signs shall be limited to a maximum of 60 days per calendar year per business, not to exceed 30 consecutive days at any time.

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3. Special event signs may include balloons, flags, search lights, beacons, pennants, streamers, banners, portable signs, or other similar devices. Balloons may not exceed 24 inches in any dimension.
4. One special-event banner is allowed for each street frontage, except for individual in-line shops in commercial centers where one banner is allowed for each building face fronting a parking lot or street.
5. Each special-event banner shall not exceed 72 square feet in area.
6. No special-event signage (of any type) may be displayed on, or attached to, any public property, including telephone or utility poles, traffic-control signs or other such devices, street lights, or other structures located on public property.
7. No special-event signage, of any type, shall interfere with, or restrict, vehicular or pedestrian access or visibility.
8. Special-event signs may be subject to a separate fee payable to the City of Escondido.



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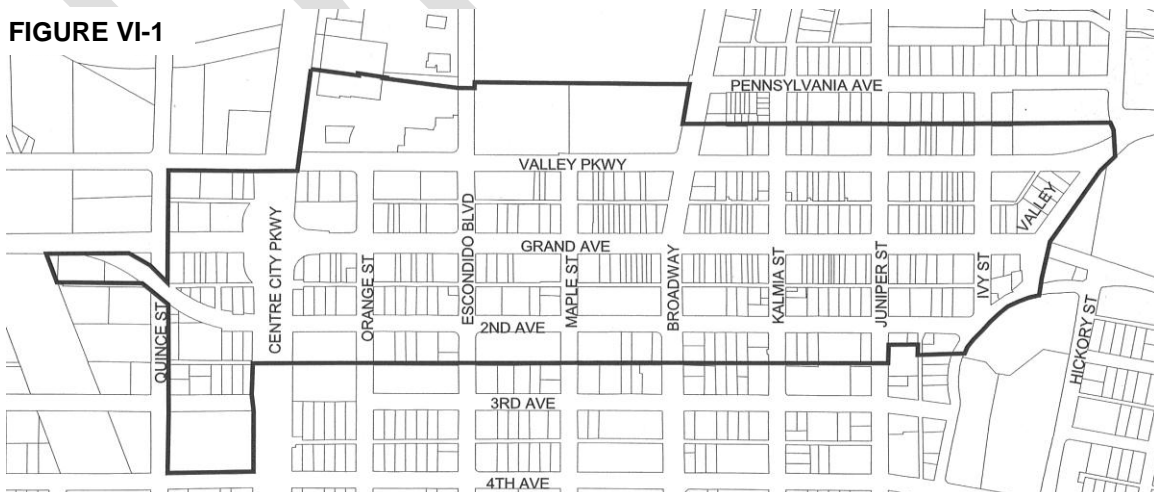
C. COMMUNITY EVENTS

A community event is one that is intended to attract community-wide participation, is held on public or private property within the Downtown Specific Plan area, is open to the public, and is temporary in nature. Examples of special events include exhibits, parades, street fairs, celebrations, concerts, etc. Community events shall comply with all local, state and federal regulations where applicable. Special sign programs shall be coordinated and prepared with City staff. No signs shall be permitted within the Downtown Specific Plan area for events occurring in venues outside that boundary, except for events sponsored by the City or held on City-owned property. Community events signs

shall be of a sufficient size and placed in appropriate locations, as determined by the Director of Community Development. Sign requests shall be submitted to the Planning Division for review and approval by the Director of Community Development.

D. FREESTANDING SIDEWALK SIGNS

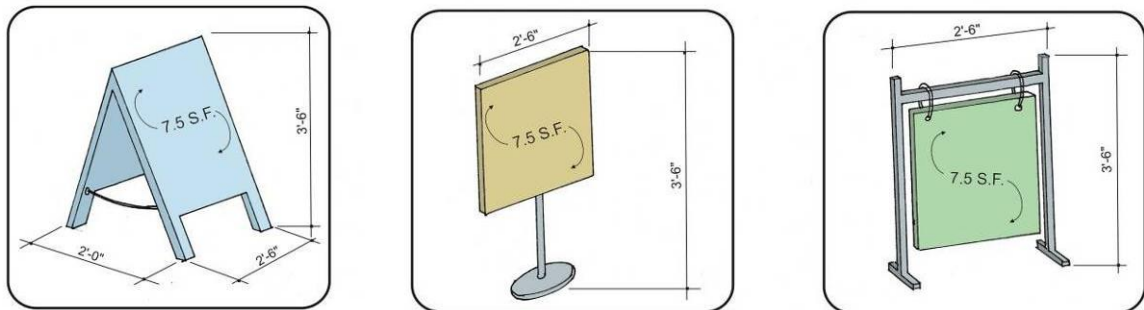
A freestanding sidewalk sign shall mean a movable, single, or double-faced sign located within the public right-of-way (sidewalk), or within private entries or courtyards, which complies with all of the design specifications delineated below. Freestanding sidewalk signs shall communicate only information about businesses located in the building fronting on that portion of the sidewalk or private area where the sign is located. Freestanding sidewalk signs shall be allowed only in the Historic Downtown District, the Mercado District and portions of the Park View and Centre City Urban Districts that front on Valley Parkway as depicted in Figure VI-1.



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- a. **Review** - Business owners may apply for a freestanding sidewalk sign permit. To obtain approval for such signs in the specified Downtown areas, the following provisions shall be met:
- 1) All requests for freestanding sidewalk signs shall be reviewed by the Community Development Director to determine if the proposed sign is in conformance with the guidelines for construction, design and placement of such signage.
 - 2) If the Community Development Director finds that a proposed freestanding sidewalk sign is inconsistent with the provisions of this section, the owner/applicant shall be notified of the inconsistency and be required to file a new/revised sign plan which meets the guidelines of this section.



FREESTANDING SIDEWALK SIGNS

FIGURE VI-2

- 3) Freestanding Sidewalk Signs shall be allowed only within the boundaries designated in Figure VI-1 by issuance of a freestanding sign permit approved by the City of Escondido Planning Division. All illegally placed signs shall be issued notices of violation and shall be confiscated if continued violations occur.
- 4) All permitted freestanding sidewalk signs shall conform to all construction, design, and placement specifications of the permit, as well as any other special conditions of the permit. Any deviation from the approved permit shall result in issuance of a notice of violation and possible revocation of the permit as well as confiscation of the sign by the City.
- 5) An Encroachment Permit issued by the Engineering Division shall be required for each sign which is proposed in the public right-of-way.

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- 6) Signs for temporary or special events, may be allowed for a maximum period of 24 consecutive hours, subject to approval by the Community Development Director. The applicant shall be required to provide the Planning Division with a schedule detailing the date and hours for the special event (not to exceed 24 consecutive hours).
- 7) A copy of the approved freestanding sidewalk sign permit shall be permanently attached to the back of each sign in a manner sufficient to withstand inclement weather.
- 8) There shall be an appropriate permit fee payable to the City of Escondido prior to issuance of any permit for a freestanding sidewalk sign.
- 9) Any individual applying for a freestanding sidewalk sign permit shall agree to indemnify and hold harmless the City of Escondido in the event of any property damage or personal injury arising from any accident involving the sign being located within the public right-of-way. Proof of liability insurance, naming the City of Escondido as additionally insured in the amount to the satisfaction of the City, shall be provided to the Engineering Division prior to encroachment permit issuance.

b. Design Criteria - The following design criteria shall apply to all freestanding sidewalk signs:

- 1) Durable Materials - Freestanding sidewalk signs shall be constructed of durable materials, sufficient to withstand inclement weather, as well as color fading due to sunlight. Metal, wood, and plastic are typical materials used. Glass and other breakable materials are not allowed.
- 2) Self-Supporting - Freestanding sidewalk signs shall be designed to be self-supporting (A-frame or podium types are typical).
- 3) Weighted - Signs shall be weighted to withstand wind or being overturned by contact. Weights, if required, should be incorporated in the sign construction, not applied. Flex signs are not allowed.



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- 4) Dimensions and Area - Signs, excluding umbrella signs, shall be no more than 3'-6" high, 2'-6" width, and 2'-0" base width. Each face should contain no more than 7.5 square feet of sign area (see Figure VI-2).
- 5) Umbrella Signs - Umbrellas in outdoor seating areas of restaurants, cafes and similar establishments serving food and/or beverage may have the name of the business on the valance. Only two sides of the umbrella may have signage and the area shall not be deducted from the total allowable sign area for the business. Combining both product name and shop name on the umbrella is discouraged.

c. Design Standards – The following design standards shall apply to all freestanding sidewalk signs:

- 1) Complement Location - The sign design, its graphics, colors and materials shall complement the location to which it pertains as well as the design of the public space where it is located.
- 2) Not Temporary - No temporary posters, letters, flyers, balloons, pennants, flags, or other attention-getting devices are to be attached.
- 3) Changeable Signs - Changeable signs shall use slate or plastic with chalk or grease pencil.
- 4) Projections - There shall be no projections, other than raised carved letters, which shall not project greater than 1/2" from sign face.
- 5) Edges and Corners - Signs shall contain no sharp edges or corners.
- 6) Moveable Parts - Signs shall not have copy or parts that move in a controlled or uncontrolled manner.



d. Placement – The following placement standards apply to all freestanding sidewalk signs:

- 1) One Sign - Freestanding sidewalk signs shall be limited to one sign for each premise, or per 50 lineal feet of frontage, whichever is less. Signs shall be placed a minimum of 50 feet apart. Two or three businesses may share a freestanding sidewalk sign.
- 2) Clear Path - Freestanding sidewalk signs shall be allowed only where a minimum 8'-0" wide clear path for pedestrians can be maintained.

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- 3) Public Right-of-Way - Freestanding sidewalk signs shall be permitted only on the four feet of public right-of-way nearest, and parallel to, the curb in front of the business to which it is pertinent, or on private property in front of the business.
 - 4) Unobstructed Line-of-Site - The Engineering Division shall review sign locations on a case-by-case basis to ensure adequate line-of-sight for vehicular or pedestrian traffic. Any sign found by the City to interfere with traffic or sight lines at intersections shall be removed immediately. The City also reserves the right to remove a sign that causes any interference with vehicular or pedestrian traffic, or in any emergency situation, or if the sign interferes with right-of way work performed by, or on behalf of, the City.
- e. **Sign Removal** – Sidewalk signs shall be removed and placed inside the building after business hours.

FIGURE VI-3

MATRIX OF SIGN TYPES PERMITTED BY DISTRICT

(Also refer to individual regulations in Chapter V pertaining to each District)

District:	HD	PV	CCU	GT	M	SG	CN
Pole			P ⁶	P ⁶			
Monument	P ¹	P ¹	P	P ¹	P ⁵	P ¹	P
Wall	P	P	P	P ²	P ²	P	P
Window	P ⁶	P ⁶	P ⁶	P ⁶	P ⁶	P ⁶	P ⁶
Projecting	P ⁶	P ⁶	P ⁶	P ⁶	P ⁶	P ⁶	
Awning	P	P	P	P	P	P	P
Top-of-Bldg				P ³	P ³	P ³	

P = Permitted

P¹ = Maximum height 6 feet; not permitted within Grand Avenue "historic retail-core area"

P² = For buildings with 3 stories or less

P³ = For buildings 3 stories or more in height

P⁴ = Approval of a Planned Development required

P⁵ = Maximum height 6 feet; maximum size 8 sq. ft.; indirect lighting or halo-lit lettering

P⁶ = Allowed, except not permitted for residential uses

HD = Historic Downtown

M = Mercado

PV = Park View

SG = Southern Gateway

CCU = Centre City Urban

CN = Creekside Neighborhood

GT = Gateway Transit

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