

## Div. 3.4. Signs

### Sec. 3.4.1. Applicability

The sign requirements of Chapter 6, Article 4 of the Zoning Code apply, except as listed below:

- A. § 6.403.(f), Window Signs.
- B. § 6.408, Regulations Governing On-Premise Attached Signs in Commercial and Industrial Districts.
- C. § 6.409, Regulations Governing On-Premise Detached Signs in Commercial and Industrial Districts.
- D. § 6.410, Unified Sign Agreements for On-Premise Signs.

### Sec. 3.4.2. Sign Allowed By District

Signs are allowed by district as set forth below. Specific requirements for each sign type are shown on the following pages.

	BU-RA	BU-RX	BU-CX	BU-SH	BU-IX	BU-CIV	Standards
A-Frame Sign	--	P	P	P	P	P	Sec. 4.4.4
Awning Sign	--	--	P	P	P	P	Sec. 4.4.5
Canopy Sign	--	--	P	P	P	P	Sec. 4.4.6
Crown Sign	--	--	P	P	P	P	Sec. 4.4.7
Monument Sign	--	--	P	P	P	P	Sec. 4.4.8
Projecting Sign	--	--	P	P	P	P	Sec. 4.4.9
Shingle Sign	--	P	P	P	P	P	Sec. 4.4.10
Wall Sign	--	P	P	P	P	P	Sec. 4.4.11
Window Sign	--	--	P	P	P	P	Sec. 4.4.12

KEY: P = Sign allowed -- = Sign not allowed

### Sec. 3.4.3. Sign Allocation

#### A. A-Frame Signs

An A-frame sign cannot exceed 6 square feet in area and only one A-frame sign per ground floor tenant space is allowed.

#### B. Awning Signs, Canopy Signs, Projecting Signs, Wall Signs

1. Awning signs, canopy signs, projecting signs and wall signs are allocated a combined sign area of 1.25 square foot of per linear foot of street-facing building facade, except in BU-RX.
2. In BU-RX, a wall sign cannot exceed 9 square feet in area and only 1 wall sign (or shingle sign) is allowed per ground floor tenant space.

#### C. Shingle Signs

A shingle sign cannot exceed 12 square feet in area and only 1 shingle sign is allowed per ground floor tenant space.

#### D. Crown Signs

1. No more than 2 crown signs are allowed per building and no more than 1 crown sign per building facade is allowed.
2. Crown signs cannot exceed a total sign area allocation of 80 square feet per street-facing building facade.

#### E. Monument Signs

1. One monument sign is allowed per street frontage of the subject lot or site. A monument sign cannot exceed 64 square feet in area.
2. One additional monument sign is allowed for properties with 1,000 feet or more of street frontage. Where more than one monument sign is allowed, signs along the same street frontage of the subject lot or site must be spaced a minimum of 500 feet apart.

#### F. Window Signs

Window signs may occupy a maximum of 20% of the window area on each building facade. However, signs exceeding 10% of the window area will be included in the calculation of the maximum square footage of sign area for awning signs, canopy signs, projecting signs and wall signs.

Sec. 3.4.4. A-Frame Sign

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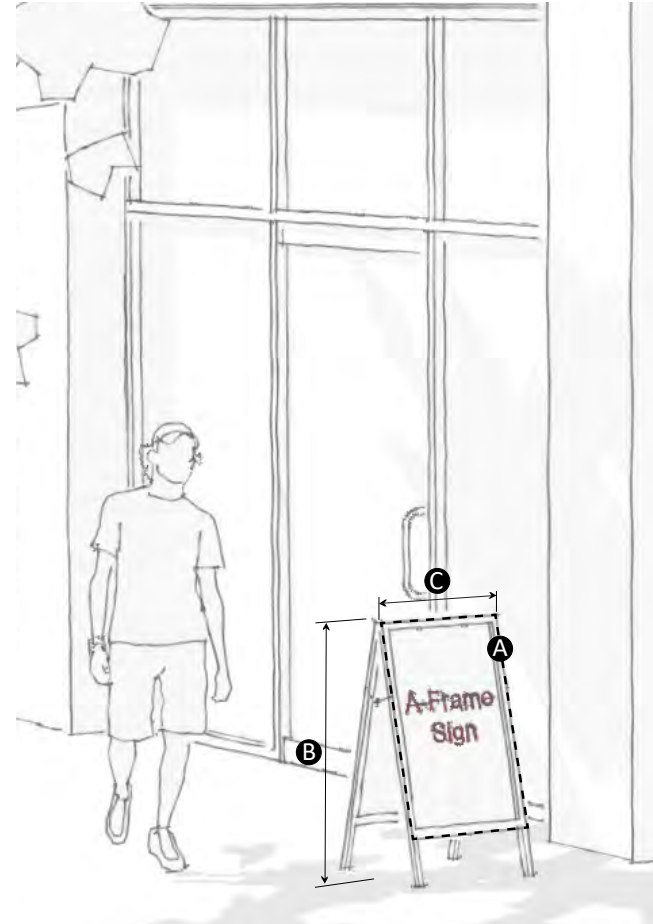
**Description**

A movable sign not secured or attached to the ground or surface upon which it is located.

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**General Provisions**

3. An A-frame sign must be placed along a building facade with a customer entrance to a ground-floor tenant space.
  4. An A-frame sign must be placed no more than 12 feet from the building facade.
  5. An A-frame sign must be located at least 25 feet from any other A-frame sign.
  6. A-frame signs must be removed and placed indoors at the close of each business day.
  7. A-frame signs must not obstruct vehicular, bicycle, or pedestrian traffic and must comply with ADA clearance and accessibility.
  8. An A-frame sign cannot be illuminated.
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Sec. 3.4.5. Awning Sign

**Total Sign Area Allocation**

1 A-frame sign is allowed per ground floor tenant space.

**Dimensions**

<b>A</b> Size of individual sign (max)	6 SF
<b>B</b> Height (max)	3'
<b>C</b> Width (max)	2'



**Description**

A sign where graphics or symbols are painted, sewn, or otherwise adhered to the awning material as an integrated part of the awning itself.

**General Provisions**

1. An awning sign cannot extend outside the awning.
2. Only awnings over ground story doors or windows may contain signs.
3. One sign is allowed per awning. A sign can be on either the front or side of the awning (but not on both).
4. An awning sign cannot be illuminated.



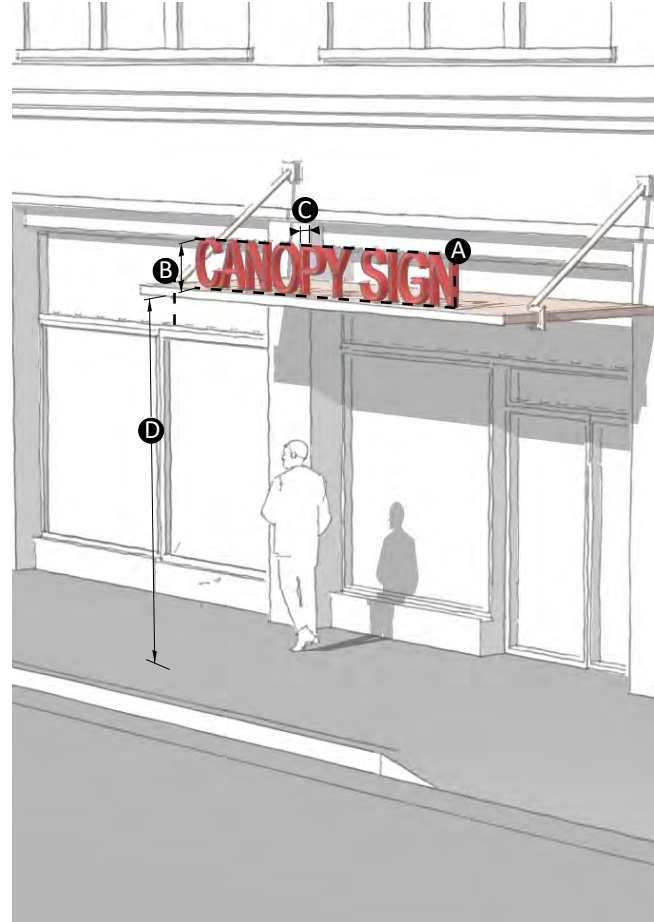
**Total Sign Area Allocation**

1.25 SF of sign area per linear foot of street-facing building facade or 30 SF if the frontage is less than 30 feet wide. This allocation includes area allocated for awning signs, canopy signs, projecting signs and wall signs.

**Dimensions**

<b>A</b> Size of individual sign (max)	12 SF
<b>B</b> Height (max)	2'

Sec. 3.4.6. Canopy Sign



**Description**

A sign attached to a canopy so that the display surface is parallel to the plane of the front building facade.

**General Provisions**

1. A canopy sign cannot extend outside the overall length or width of the canopy. However, a canopy sign may extend above or below the canopy.
2. Only canopies over ground story doors or windows may contain signs.
3. A maximum of one sign is allowed per canopy.
4. A canopy sign can be externally and internally illuminated in accordance with Sec. 4.4.13.

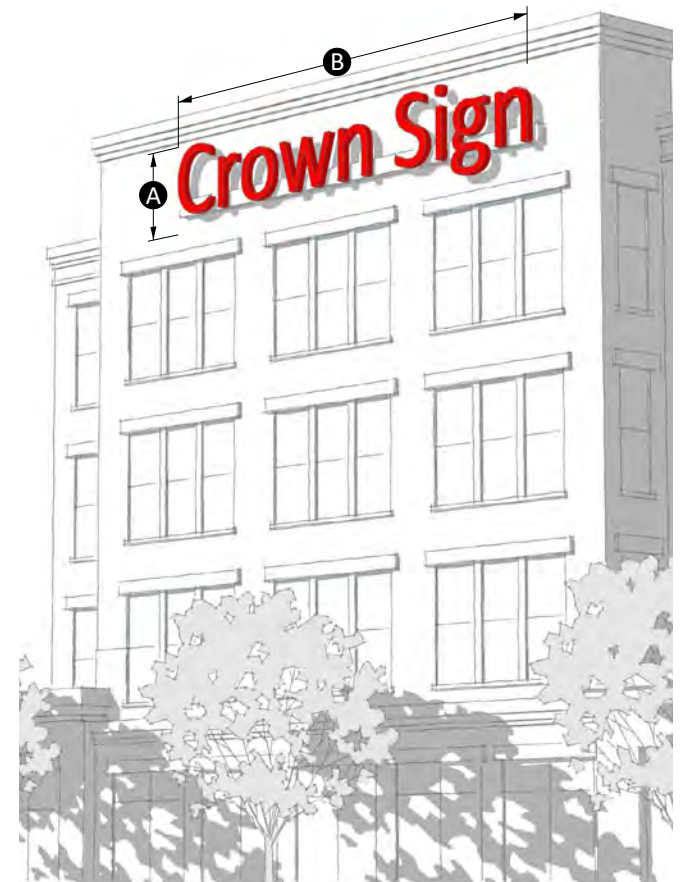
**Total Sign Area Allocation**

1.25 SF of sign area per linear foot of street-facing building facade or 30 SF if the frontage is less than 30 feet wide. This allocation includes area allocated for awning signs, canopy signs, projecting signs and wall signs.

**Dimensions**

<b>A</b>	Size of individual sign (max)	12 SF
<b>B</b>	Height (max)	2'
<b>C</b>	Depth (max)	8"
<b>D</b>	Clear height above sidewalk (min)	9'
<b>D</b>	Clear height above parking area or driveway (min)	14'

Sec. 3.4.7. Crown Sign



**Description**

A sign attached to the wall or surface of a building or structure at least 4 stories in height, the display surface of which does not project more than 2 feet from the outside wall of the building or structure.

**General Provisions**

1. A crown sign is only allowed on building facades at least 4 stories in height.
2. A crown sign cannot be placed below the start of the 4th story.
3. A crown sign cannot extend above the roof line.
4. A crown sign cannot cover windows or architectural details.
5. No more than 2 crown signs are allowed per building and no more than 1 crown sign per building facade is allowed.
6. A crown sign can be externally or internally illuminated in accordance with Sec. 4.4.13.

**Total Sign Area Allocation**

80 SF per street-facing building facade.

**Dimensions**

<b>A</b>	Height (max)	8'
	Projection - measured from building facade (max)	2'
<b>B</b>	Width (max)	10'

Sec. 3.4.8. Monument Sign

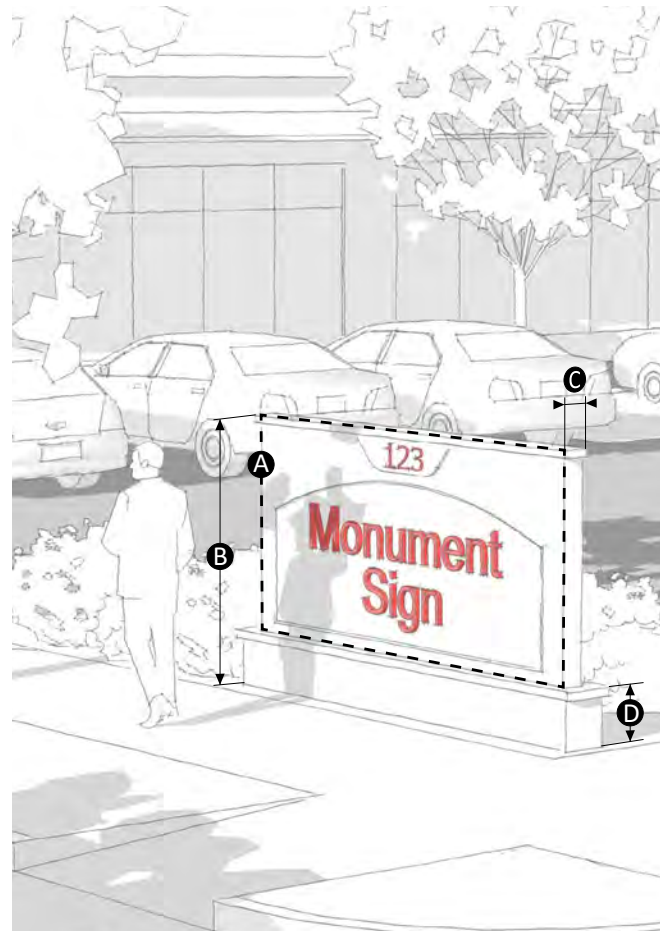


**Description**

A permanently affixed sign which is wholly independent of a building for support attached to the ground along its entire length.

**General Provisions**

1. A monument sign must be set back at least 5 feet from a primary or side street lot line and 10 feet from a side interior lot line.
2. A monument sign can be externally or internally illuminated in accordance with Sec. 4.4.13.



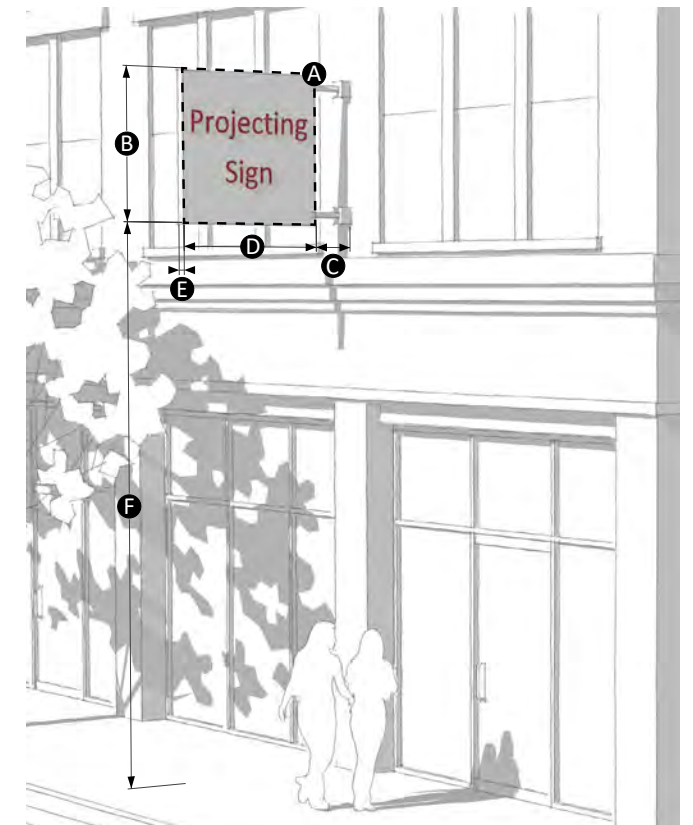
**Total Sign Area Allocation**

1 monument sign is allowed per street frontage of the subject lot or site, except that 1 additional monument sign is allowed for properties with 1,000 feet or more of street frontage. Where more than 1 monument sign is allowed, signs along the same street frontage of the subject lot or site must be spaced a minimum of 500 feet apart.

**Dimensions**

<b>A</b> Size of individual sign (max)	64 SF
<b>B</b> Height (max)	6'
<b>C</b> Depth (max)	2'
<b>D</b> Sign base height (min/max)	2'/4'

Sec. 3.4.9. Projecting Sign



**Description**

A sign attached to the building facade at a 90-degree angle, extending more than 1 foot from the outside wall of the building or structure.

**General Provisions**

1. A projecting sign must be at least 25 feet from any other shingle sign or projecting sign.
2. A projecting sign may be erected on a building corner. Allocation of sign area from both streets may be used.
3. A projecting sign can be placed no higher than 24 feet above the sidewalk, measured from the highest point of the sign to the top of the sidewalk below.
4. The top of a projecting sign can be no higher than the top of the building. However, on one story buildings, the top of a projecting sign may have a maximum of 2 feet of the sign height above the top of the building.
5. A projecting sign can be externally or internally illuminated in accordance with Sec. 4.4.13.

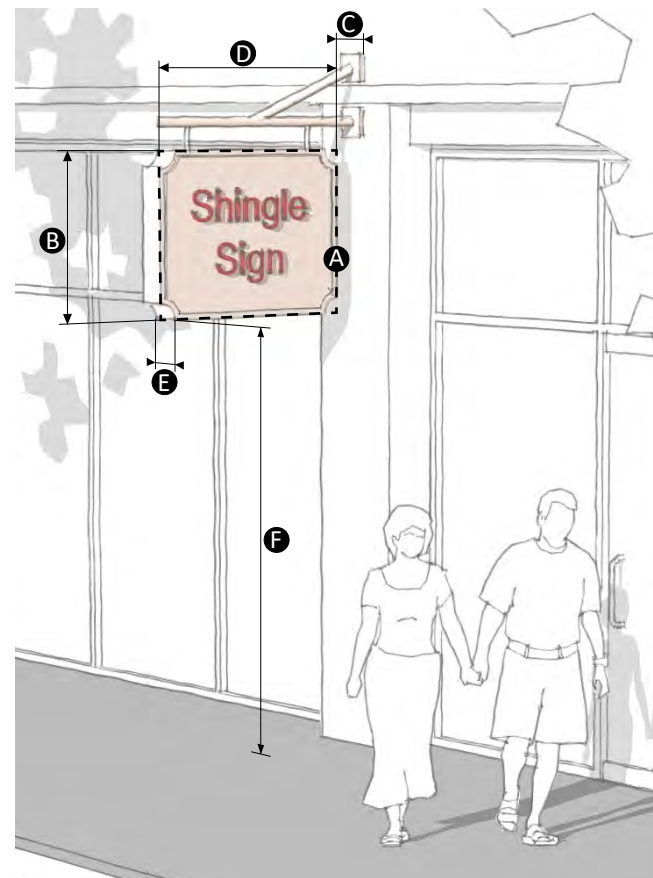
**Total Sign Area Allocation**

1.25 SF of sign area per linear foot of street-facing building facade or 30 SF if the frontage is less than 30 feet wide. This allocation includes area allocated for awning signs, canopy signs, projecting signs and wall signs.

**Dimensions**

<b>A</b> Size of individual sign (max)	36 SF
<b>B</b> Height (max)	6'
<b>C</b> Spacing from building facade (min/max)	1'/2'
<b>D</b> Projection width (max)	6'
<b>E</b> Depth (max)	1'
<b>F</b> Clear height above sidewalk (min)	9'
<b>F</b> Clear height above parking area or driveway (min)	14'

Sec. 3.4.10. Shingle Sign



**Description**

A sign attached to the building facade at a 90-degree angle that hangs from a bracket or support extending more than 1 foot from the outside wall of the building or structure.

**General Provisions**

1. The hanging bracket must be an integral part of the sign design.
2. A shingle sign must be located below the window sills of the second story on a multi-story building or below the roof line on a single-story building.
3. A shingle sign must be located within 5 feet of an accessible building entrance.
4. A shingle sign must be at least 25 feet from any other shingle sign or projecting sign.
5. A shingle sign cannot be illuminated.

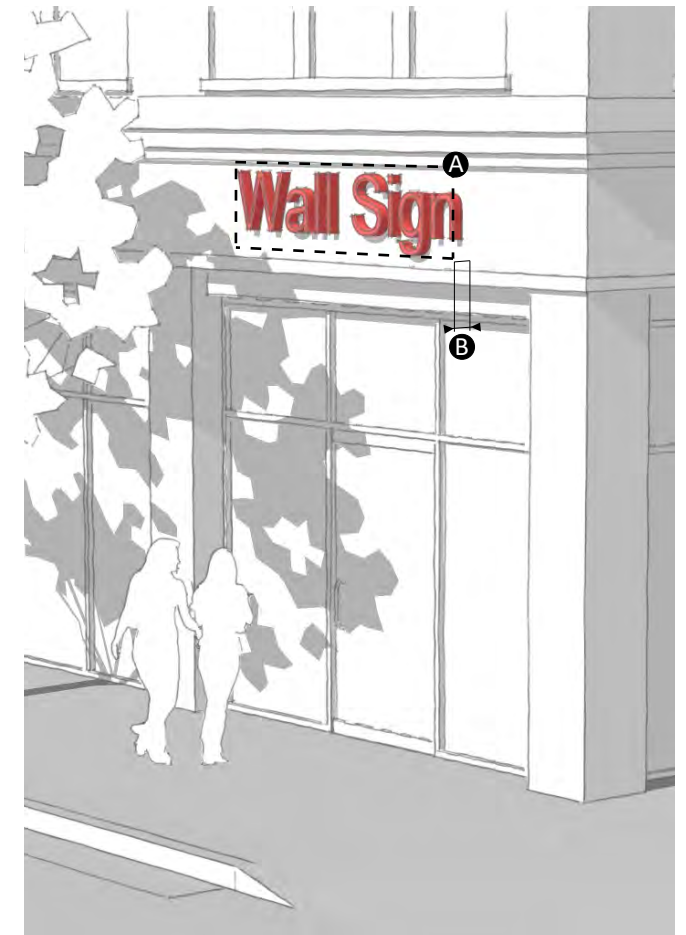
**Total Sign Area Allocation**

1 shingle sign is allowed per ground floor tenant space.

**Dimensions**

<b>A</b> Size of individual sign (max)	12 SF
<b>B</b> Height (max)	4'
<b>C</b> Spacing from building facade (min/max)	6"/1'
<b>D</b> Projection width (max)	3'
<b>E</b> Depth (max)	6"
<b>F</b> Clear height above sidewalk (min)	9'
<b>F</b> Clear height above parking area or driveway (min)	14'

Sec. 3.4.11. Wall Sign



**Description**

A sign attached to the wall or surface of a building or structure, the display surface of which does not project more than 1 foot from the outside wall of the building or structure.

**General Provisions**

1. A wall sign can be placed no higher than 24 feet above the sidewalk, measured from the highest point of the sign to the top of the sidewalk below.
2. No portion of a wall sign may extend above the roof line or above a parapet wall of a building with a flat roof.
3. A wall sign cannot cover windows or architectural details.
4. A wall sign can be externally or internally illuminated in accordance with Sec. 4.4.13.

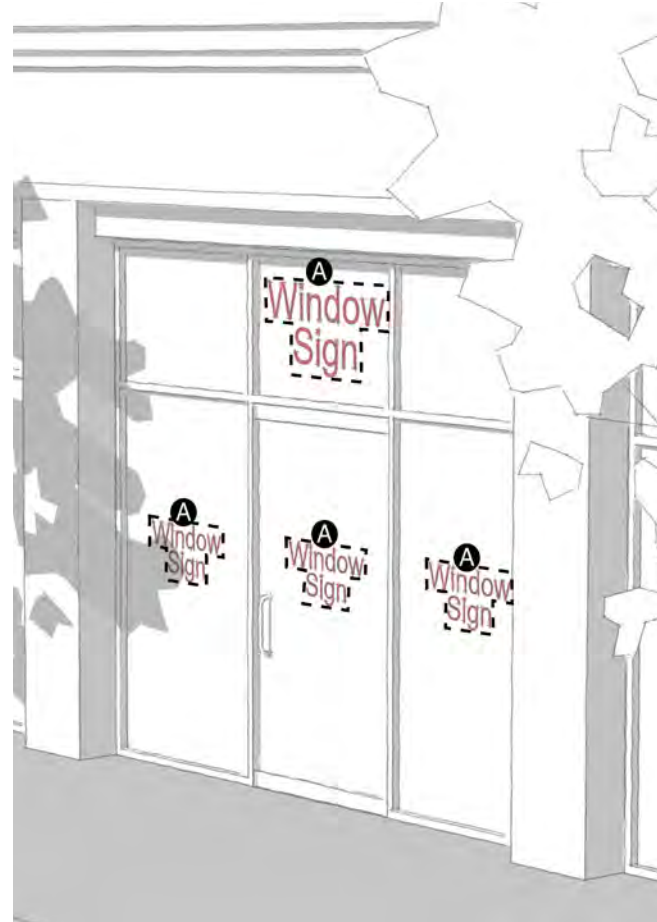
**Total Sign Area Allocation**

1.25 SF of sign area per linear foot of street-facing building facade or 30 SF if the frontage is less than 30 feet wide. This allocation includes area allocated for awning signs, canopy signs and wall signs.

**Dimensions**

<b>A</b> Size of individual sign (max)	
BU-RX	9 SF
All other districts	100 SF
<b>B</b> Projection - measured from building facade (max)	1'

Sec. 3.4.12. Window Sign



**Description**

A sign affixed to the inside of a window or door, or a sign placed within a building less than 10 feet from a window or door so as to be plainly visible and legible through a window or door.

**General Provisions**

1. Window signs are only allowed on ground story windows and doors.
2. A window sign cannot be illuminated.

**Total Sign Area Allocation**

Window signs may occupy a maximum of 20% of the window area on each building facade. However, signs exceeding 10% of the window area will be included in the calculation of the maximum square footage of sign area for awning signs, canopy signs, projecting signs and wall signs.

**Dimensions**

<b>A</b>	Maximum combined window area of all ground story windows and doors covered by signs	20%
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Sec. 3.4.13. Illumination

Illumination of signs must be in accordance with the following requirements.

1. Illumination Permitted by Sign Type

	Internal	External
A-Frame Sign	No	No
Awning Sign	No	No
Canopy Sign	Yes	Yes
Crown Sign	Yes	Yes
Monument Sign	Yes	Yes
Projecting Sign	Yes	Yes
Shingle Sign	No	No
Wall Sign	Yes	Yes
Window Sign	No	No

2. Prohibited Light Sources

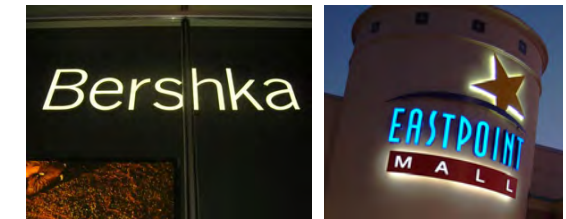
- a. Blinking, flashing and chasing lights are prohibited.
- b. Colored lights used in any manner so as to be confused with or construed as traffic control devices are prohibited.
- c. Direct reflected light that creates a hazard to operators of motor vehicles are prohibited.
- d. Lights that outline property lines, sales areas, roof lines, doors, windows or similar areas are prohibited, except for seasonal lighting or very low luminosity lighting displays using multiple lamps.
- e. Exposed neon is prohibited, except when used for lettering or as building accent.

3. Internal Illumination

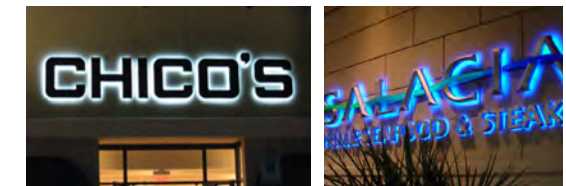
- a. For internally illuminated signs on a background, the background must be opaque or a darker color than the message of the sign.



External light sources



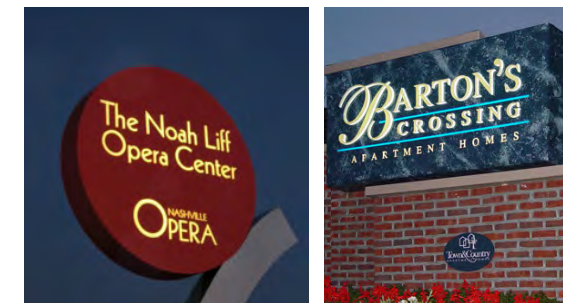
Internally lit channel letters



Back lit channel letters



Back lit channel letters



Internally lit signs with darker backgrounds

- b. Internally illuminated signs using channel letters may be internally lit or back-lit.

**4. External Illumination**

- a. Lighting directed toward a sign must be shielded so that it illuminates only the face of the sign and does not shine directly onto public right-of-way or adjacent properties.
- b. Projecting light fixtures used for externally illuminated signs must be simple and unobtrusive in appearance and not obscure the sign.

**Div. 3.5. Outdoor Display and Storage**

**Sec. 3.5.1. Applicability**

The requirements of this Division apply where merchandise, material or equipment is stored outside of a completely enclosed building.

**Sec. 3.5.2. Outdoor Display**

**A. Defined**

- 1. The outdoor display of products actively available for sale.
- 2. The outdoor placement of ice storage bins, soft drink, video rentals or similar vending machines is considered outdoor display and must meet the standards below except for Sec. 4.5.2.B.2.

**B. Standards**

- 1. Outdoor display is only allowed with an allowed nonresidential use with ground floor frontage.
- 2. Outdoor display must be removed and placed inside a fully-enclosed building at the end of each business day.
- 3. Outdoor display may not encroach upon any right-of-way or sidewalk. Outdoor display may not impair the ability of pedestrians to use the sidewalk. There must be a minimum of 6 feet of clear distance of sidewalk at all times.
- 4. Outdoor display must abut the primary facade with the principal customer entrance, and may not extend more than 6 feet from the facade or occupy more than 25% of the horizontal length of the facade.
- 5. Outdoor display cannot exceed 6 feet in height.

**Sec. 3.5.3. Outdoor Storage**

**A. Defined**

- 1. The overnight outdoor storage of vehicles awaiting repair;
- 2. The outdoor storage of merchandise or material in boxes, in crates, on pallets or other kinds of shipping containers;
- 3. Outdoor sale areas for sheds, building supplies, garden supplies, plants, lawn mowers, barbecue's and other similar items;
- 4. The outdoor storage of contractors' equipment;
- 5. The outdoor storage of fleet vehicles; and
- 6. The outdoor storage of soil, mulch, stone, lumber, pipe, steel, salvage or recycled materials, and other similar merchandise, material or equipment

**B. Standards**

Outdoor storage is not permitted.