

20) Sign Guidelines (for BP1, 2, 3 only)

a.) General

1. No exterior signs of any type which normally would be visible from the neighboring properties or public streets shall be placed or maintained on any site or building unless the same shall have been first approved in writing by the Planning Commission or the Planning Director per City zoning code Section 33-165. No flashing or moving signs are permitted.
2. Common area signage shall be located at Cherry Avenue at the three (3) major entries within the palm tree Bosque.
3. Individual project free standing signage shall not exceed 100 square feet and not to exceed a vertical height of eight (8') feet. A maximum of one (1) sign shall be permitted per lot.

b) Single Tenant Projects on One Lot

1. Wall signs shall be permitted on all buildings and shall not exceed 200 square feet or a vertical dimension of eight (8') feet. A maximum of two (2) signs shall be permitted on all buildings on the lot. They may be located at the main pedestrian entrance or parking area.
2. No sign may be roof mounted.
3. No sign is to be painted directly on any wall or building.
4. Street addresses shall be incorporated into the 100 square foot face structure of the free standing sign. Street addresses may be placed on a building, but shall be no larger than 6-inch high letters and numbers. There shall be absolutely no numbers, letters, or symbols on exterior doors or windows. Street addresses may be located at the main pedestrian entrance or parking area.

c) Multiple Tenant Projects on One Lot

1. All projects with more than two (2) tenants or uses shall develop a comprehensive sign program subject to the approval of the Planning Commission or Planning Director per zoning ordinance 33-165.
2. A maximum of one sign not to exceed 200 square feet shall be permitted per building. Wall signs, not to exceed ten (10') square feet each shall be permitted in addition to the two-hundred (200') square foot sign. One ten (10') square foot sign shall be permitted for each individual business tenant except that the total number shall be limited so that there may not be more than one such ten (10') square foot wall sign per pedestrian entrance

doorway. The ten (10') square foot wall sign may take the form of lettering on glass windows or glass doors. There shall be absolutely no numbers, letters or symbols on exterior doors or windows, except if such lettering or symbols comprises the ten (10') square foot signs above.

3. One business directory sign shall be permitted that lists only the address and name(s) of the on-site activities and may be a free standing or wall sign no larger than twelve (12') square feet in area. The business directory sign may be located either adjacent to the parking area or the main entrance to the development. One site location map shall be provided within the parking area.
4. Street addresses shall be incorporated into the 100 square foot face structure of the free standing sign. Street addresses may be placed on a building, but shall be no larger than 6-inch high letters and numbers. In addition, lighted addresses shall occur on the rear of each building. Addresses on roofs may be permitted.

5) Sign Regulations

Description and Purpose. The purpose of this section is to establish standards for the uniform regulations of signs throughout the parcels designated for business park development. The intent is to permit adequate signing for those uses which require signage while discouraging unnecessary and unsightly signs.

Uses Permitted and Standards

Signs shall be established as part of an approved Development Plan, or condition thereof, or a Sign Program when specified by site Development Standards.

The following standards shall apply except as otherwise specified on an approved Development Plan, or Sign Program.

For specific sign guidelines for BP1, 2, 3, see page IV-32a.

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a) Freestanding signs

1. One (1) identification ground sign may be permitted as accessory to a main use for each building site. Where the building site abuts more than one (1) street, one (1) additional such identification sign is permitted on each street frontage for each building site. Such signs shall not exceed a vertical height of eight (8) feet, a horizontal length of ten (10) feet, nor a total area of more than fifty (50) square feet.
2. Applications for ground signs shall be accompanied by scale drawings indicating the size, sign copy, colors, method and intensity of illumination, height, sign area and general location of all signs on the building site.
3. Temporary signs advertising the sale, lease or rental of the property upon which the sign is located. Such signs shall not exceed a vertical height of eight (8) feet, a horizontal length of ten (10) feet, nor a total area of more than thirty-two (32) square feet.
4. Temporary signs denoting the owner, developer, lender(s), architect, engineer or contractor(s) placed on the premises where construction, repair or renovation is in progress. Such signs shall not exceed a vertical height of eight (8) feet, a horizontal length of eight (8) feet, nor a total area of more than thirty-two (32) square feet.
5. Signs or bulletin boards customarily incidental to places of worship, libraries, museums, social clubs or societies, cemeteries and other public or nonprofit institutions. Such signs shall not be erected in the public safety area nor exceed a total area of twenty-four (24) square feet.
6. Temporary signs advising future construction on the site upon which the sign is located. Such signs shall not exceed a vertical height of eight (8) feet, a horizontal length of eight (8) feet, nor a total area of more than twenty-four (24) feet.
7. Community facility identification signs. Such signs shall not exceed a vertical height of eight (8) feet, nor a total area of one hundred (100) square feet.

b) Wall Signs

Business or identification wall signs shall be permitted for each business (multiple dealership does not constitute separate business for purposes of applying this section); industrial or nonresidential use shall not exceed one (1) square foot of sign area for each linear foot of frontage of the building, or portion thereof. The total aggregate sign area

for such signs shall not exceed fifty (50) square feet for each such use. If the building frontage of any such use is less than twenty-five (25) feet, only one sign, having a maximum area of twenty-five (25) square feet, shall be permitted for each such use.

1. Automobile service station sign. Signs for automobile service station sites are permitted subject to the following limitations as indicated on an approved Development Plan:
2. The total area of all signs shall not exceed an aggregate of one-hundred fifty (150) square feet on the premises. Notwithstanding the provisions of 1. and 2., above, only the following signs are permitted.
 - a. One monument sign, not to exceed six (6) feet in height and fifty (50) square feet in area, may be located along each street frontage abutting the site. Price signs shall be incorporated into monument signs.
 - b. The maximum size of any sign shall not exceed fifty (50) square feet in area.
 - c. Any additional signs shall be placed on or affixed to a structure.
 - d. Advertising devices and advertising displays are prohibited on any service station building site.
- c) Sign programs. Sign Programs shall be required for Business Park uses, shopping centers, and other mixed use areas and shall comply with Sections 1-3, above, except as otherwise specified by the approved Sign Program.

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1. A Sign Program is intended to encourage creativity and innovativeness; expressing variety and diversity in design. At the same time, however, the program should foster the consistent application of materials and styles within the Business Park land use category.
 2. In addition to the requirements of this section, the application for a Sign Program shall be accompanied by the following documents:
 - a. Coverage area: A map, drawn to scale, delineating the site proposed to be included within the Sign Program.

- b. Building elevation: Drawing and/or sketches indicating the exterior surface details of all structures on the site.
 - c. Signing: Drawings of a uniform scale shall be used to indicate the sign copy size, method and intensity of illumination, height, sign area and general location of all signs.
- d) Uses Prohibited
- 1. Outdoor advertising signs.
 - 2. Outdoor advertising structures.
 - 3. Roof signs.
 - 4. Freestanding signs, except as provided in this text.
 - 5. Advertising devices and advertising displays.
 - 6. Rotating, revolving, flashing or moving signs.
 - 7. Vehicles or other signs or devices in the public right-of-way when used as advertising devices or displays.
 - 8. Vehicles or other signs or devices not permitted by this section when used as advertising devices or displays.
- e) General Requirements
- 1. No freestanding sign or structure shall be permitted closer than five (5) feet to the ultimate street or highway right-of-way line.
 - 2. Any illuminated sign or lighting device shall employ only lights emitting a light of constant intensity, and no sign shall be illuminated by or contain flashing, intermittent, rotating or moving lighting or lights. In no event shall an illuminated sign or light device be so located or so directed as to permit the illumination therefore to be directed upon a public street, highway, sidewalk or adjacent premises so as to cause glare or reflection that may constitute a traffic hazard or nuisance.
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