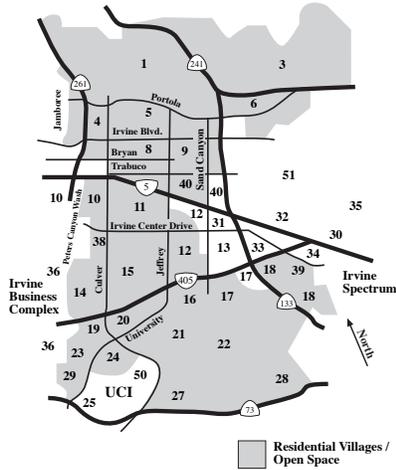


**SIGN TYPE #17  
PROJECT WALL SIGNS  
NOT LOCATED IN A RESIDENTIAL VILLAGE**



- Sign purpose: Permanent wall sign to identify a retail/office center, apartment project, stand-alone retail/office building, private park, golf course, tennis club, child care site, convalescent care site, and places of worship, not located in a residential village.
- Sign use: Only allowed if Sign Type #14 or #16 (monument signs) is not used on the same frontage.
- Sign location: On building wall below eave line; or on project wall. Parallel to the wall.
- Criteria for maximum number, sign size, and sign copy: Retail/office centers: Same as Sign Type #14.  
Other sites: Same as Sign Type #16.
- Maximum character size: Up to 24 in, high for symbol; up to 18 in, high for letters, numbers, and letterforms.  
Blank space around the sign copy equal to one-half the height of the tallest letter must be provided. This space must occur on the same wall surface without interruption by reveals or projections.
- Sign material: Individual letters and/or symbol. Cabinet signs, can signs, and cloud signs are not allowed.
- Sign illumination: Internally- or externally-illuminated. Exposed neon is only allowed at retail and entertainment uses, if not facing a residential project located in a residential village. Exposed raceways are prohibited.
- Permit required? Yes

