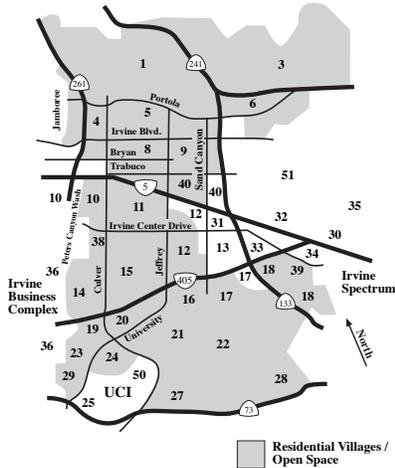
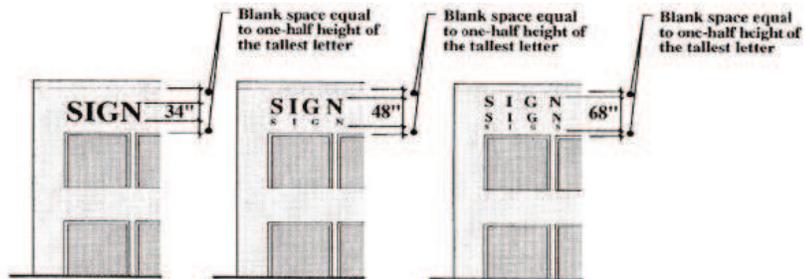


**SIGN TYPE #19
BUSINESS IDENTIFICATION WALL SIGN
ON A SINGLE-OCCUPANT RETAIL PAD BUILDING
WITH OR WITHOUT SUBTENANTS
NOT LOCATED IN A RESIDENTIAL VILLAGE**



- Sign Purpose: Permanent wall sign at a single-occupant retail pad building, (but not a service station), not located in a residential village.
- Sign Use: Only allowed to identify the occupant of a single-occupant retail pad building in a multi-building complex, if Sign type #16 (monument sign) is not used on the same frontage, and subtenants without exclusive entries, such as ice cream vendor in a fast food outlet.
- Sign Location: On building wall below eave line. Parallel to the wall.
- Maximum Number: Three signs per building, but not on same building elevation or within 20 feet of the same building corner.
- Maximum Sign Size: 1 square foot per lineal foot of building frontage up to 200 square feet and up to 80% of building frontage. Except for white, building colors that are identical to a logo color are considered part of the sign area.
- Maximum Sign Height: 34 inches for one line of copy; 48 inches for two lines of copy; 68 inches for three or more lines of copy. Blank space around the sign copy equal to one-half the height of the tallest letter must be provided. (Exceptions to the maximum sign height may be granted for registered trademarks, if the average sign height is no greater than the maximum permitted sign height and if the sign is located no closer than one half average letter height to any building edge).



- Sign Copy: Only individual letters of a business name or individual letters and adjacent logo (with or without text). (If part of a sign program, generic products and services may be identified). Brand names and information which makes the sign appear to be advertisement, such as © and TM, are prohibited. An independent business logo may be displayed on a building elevation only if the individual letters of the business name are displayed on the building elevation(s) visible from the main or major roadways. Any sign displayed in a language other than English shall be displayed in English as well.
- Maximum Character Height: 34 inches.
- Sign Material: Only individual letters of a business name or individual letters and adjacent logo (with or without text). Cabinet signs, can signs, and cloud signs are not allowed, except for minor cabinet signs with opaque backgrounds that are adjacent to larger individual letters, maximum size 5 square feet. Text may be allowed within the logo only if text is part of the official business name.
- Sign Illumination: Internally- or externally-illuminated. Exposed recesses are prohibited.
- Permit Required? Yes