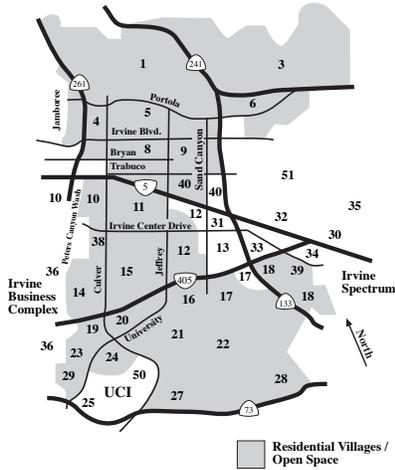
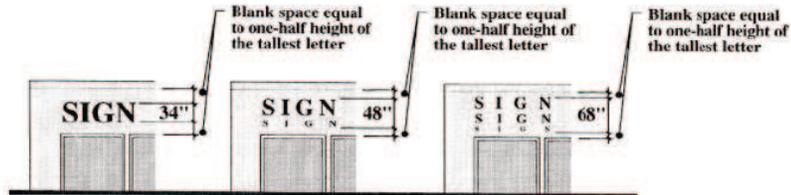


**SIGN TYPE #20  
BUSINESS IDENTIFICATION WALL SIGN  
AT A SERVICE STATION WITH OR WITHOUT  
SUBTENANTS NOT LOCATED IN A RESIDENTIAL VILLAGE**



- Sign Purpose: Permanent wall sign at a service station, not located in a residential village.
- Sign Use: Only allowed to identify the occupant(s) of a service station, if Sign Type #16 (monument sign) is not used; and subtenants without exclusive entries, such as a fast food outlet in a convenience store at a service station.
- Sign Location: On building wall below eave line. Parallel to the wall.
- Maximum Number: Two signs per building, but not on same building elevation or within 20 feet of the same building corner. Plus two signs per fuel canopy, but not on same canopy elevation or within 20 feet of the same canopy 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; and up to twenty (20) square feet for a sign on a fuel canopy. Except for white, building colors that are identical to a logo color are considered part of the sign area.
- Maximum Sign Height: 24 inches for a sign on a fuel canopy; other signs; 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. This space must occur on the same wall surface without interruption by reveals or projections. (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: 24 inches for a sign on a fuel canopy; 34 inches for signs on a building.
- 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. Use of exposed neon, if not visible from the street or adjacent residential development, is subject to approval of a sign program by the Planning Commission. Exposed raceways are prohibited.
- Permit Required? Yes