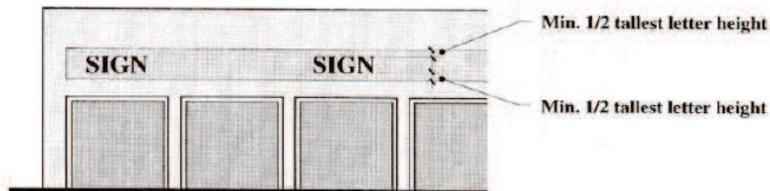


**SIGN TYPE #25
BUSINESS IDENTIFICATION WALL SIGN
ON A MULTI-OCCUPANT RETAIL BUILDING
WITH EXCLUSIVE ENTRIES NOT LOCATED
IN A RESIDENTIAL VILLAGE**

- Sign Purpose: Permanent wall sign at a multi-occupant retail building with exclusive exterior entrances, not located in a residential village.
- Sign Use: Only allowed to identify the occupant of a multi-occupant retail building.
- Sign Location: On building wall below eave line. Parallel to the wall.
- Maximum Number: One sign per frontage per lease space.
- Maximum Sign Size: 1 square foot per lineal foot of building frontage up to 200 square feet and up to 80% of frontage or as allowed by a sign program.
- Maximum Sign Height: 24 inches. 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).



- Maximum Eyebrow Sign Height: 18 inches with one-half tallest letter of blank wall space around sign copy
- Sign Copy: Only individual letters of a business name or individual letters and adjacent logo (with or without text). Subtenants may be identified if part of a sign program and if located in a lease space with more than 250 feet of frontage (e.g. bank located in a supermarket). 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.
- 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