

# SECTION 15

## SIGN STANDARDS

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### 15.1 INTRODUCTION

Signage is a major component of the streetscape. Its presence can be an artful, playful, elegant, vibrant, iconic addition. In the congested urban areas signage has to fight for attention while at the same time “communicating” with an urban audience. Signage can take in all aspects of a building façade with banners, blades, channel letters, frosted glass and engraved structures. Lighting can bring the signage of the building into one holistic statement in the evening as well. The unique nature of the Property warrants the ability to submit one or more Comprehensive Sign Plans. A Comprehensive Sign Plan is intended to incorporate the vision for signage as well as regulations and elements of signage applicable to specific LUGs. As further described in Section 4.1.C, these Sign General Development Standards apply to and control development on the Property.

### 15.2 SIGNAGE

Permanent On-site and Temporary Signs, including, but not limited to way-finding, placemaking and expressing the character of community life is an integral part of how the community expresses its connectivity and place within the larger region. This includes Community Signs, Community Directional Signs, Builder Directional Signs, Park Identification Signs and Construction Screening.

Community Signs, permanent on-site signs, are permitted at key entries to the community. Community Signs are permitted up to 200 square feet of sign area and may not exceed sixteen (16) feet in height, unless otherwise approved by the City. Community Signs are permitted generally as located on **Exhibit 15.1 – Conceptual Community Signage Locations**.

Community Directional Signs, permanent on-site freestanding and temporary signs, are permitted along roadways to help with way-finding. Community Directional Signs are permitted when located for viewing prior to approaching an intersection. Community Directional Signs may vary in scale with larger signs typically located along arterial roadways and District Streets. These signs are permitted within rights-of-way and are typically located as close to back of curb as possible and in landscaped medians. These signs may not be located within a sight visibility triangle unless specifically approved by the City Engineer. Community Directional Signs are permitted up to 100 square feet of sign area and may not exceed sixteen (16) feet in height, unless otherwise approved by the City. Each element for which direction is being displayed, often referred to as a sign blade, may not be more than twelve (12) square feet of signage area.

Builder Directional Signs, permanent on-site freestanding and temporary signs that may be in place through sell out of a builder neighborhood, are permitted along roadways to help with way-finding. Builder Directional Signs are permitted when located for viewing prior to approaching an intersection. Builder Directional Signs may vary in scale with larger signs

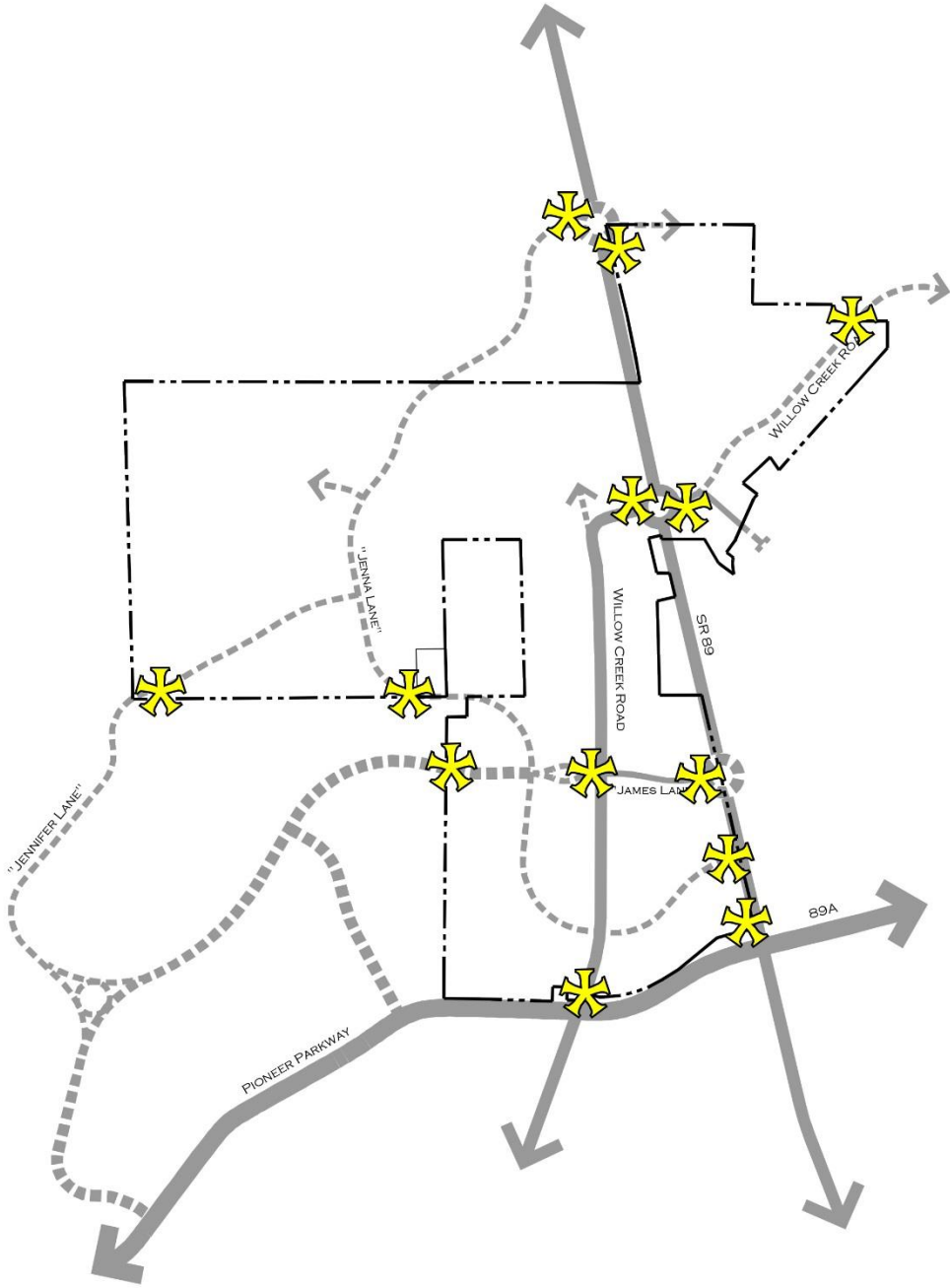
typically located along arterial roadways and District Streets. These signs are permitted with rights-of-way and are typically located as close to back of curb as possible and in landscaped medians. Builder Directional Signs are permitted up to 100 square feet of sign area and may not exceed sixteen (16) feet in height, unless otherwise approved by the City. Each element for which direction is being displayed, often referred to as a sign blade, may not be more than twenty-four (24) square feet of signage area.

Park Identification Signs, permanent on-site freestanding signs, are permitted along roadways and within park settings. Park Identification Signs are often located when a roadway intersects, arrives to or passes a park, plaza or greenway. Park Identification Signs may vary in scale with larger signs typically located along arterial roadways and District Streets. These signs are permitted with rights-of-way and may be located as close to back of curb as possible. Park Identification Signs are permitted up to twenty-four (24) square feet of sign area and may not exceed twelve (12) feet in height, unless otherwise approved by the City.

Construction Screening may include graphic displays of lifestyle, events and future development that express the character of the community and screen construction activities and storage. The screens are not allowed to advertise individual tenants, products, contractors or builders, but may advertise community events and celebrate life in the community. The use of the community, district, developer name and logo shall be limited to one instance per 600 linear feet of street frontage.

Permission to exceed these sign standards may be approved by the City Community Development Director with a comprehensive sign plan.

Exhibit 15.1 – Conceptual Community Signage Locations



LEGEND:

 Conceptual Community Signage Locations

*Note: conceptual plan is intended to be representative and not intended to express specific design details, or final locations.*

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