



# Chapter 9

## Signage

### *Standards Established*

The following signage standards are applicable within the Master Plan Area:

#### **1. Prohibited Signage Types**

- a) Lighted signs that flash on and off, fluctuate or appear to move Moving signs that rotate or move in any fashion, except barber poles
- b) Attraction Boards and Movable Letter Signs (except for theaters, performing arts facilities, or similar uses that have frequently changing events or showings)
- c) A-Frame Signs
- d) Off-premises Signs
- e) Electronic Signs
- f) Projected Light Signs which are flashed or projected onto walls or other structures by means of a projector or other device
- g) Roof-mounted Signs
- h) Billboards
- i) Cloth, paper, or fabric signs hung from the building or placed in windows except for Temporary Signs otherwise allowed under the MLDC sign ordinances
- j) Any signs specifically prohibited under the MLDC sign ordinances where not otherwise expressly provided for below.

#### **2. Building Signs**

- a) Building signs are panels or individual letters mounted flat against and parallel to a building wall or roof fascia.
- b) Place building signs within a sign band area that is relatively flat and does not contain doors, windows, or projecting molding or trim.
- c) Limit one building sign per store front.



- d) Building signage shall not exceed 15% of the building façade.
- e) Use either individually applied letters to the face of the wall, or apply sign letters to a board or panel mounted on the wall face.
- f) Sign copy and graphics applied to a board or panel may consist of any of the following:
  - i. Individual letters and graphics of wood, metal, or similar materials
  - ii. Individual letters and graphics carved into the surface of a wood panel and engraved or cut into the surface of a metal panel
  - iii. Letters and graphics painted directly onto the surface of the panel
- g) Do not paint signs directly onto wall surfaces.
- h) Conceal all sign and sign lighting raceway and other connections
- i) Provide sign illumination appropriate to the streetscape
- j) Interior illuminated “can” signs which include multiple letters within a single sign enclosure shall not be allowed for any wall sign.
- k) Interior illuminated individual letters may be used except along Stanford Avenue where shielded exterior illumination shall be used for building signs.

### **3. Awning Signs**

- a) Awning signs consist of letters and graphics applied directly to the face or valance of awnings. Awning signs are often used effectively in combination with window signs.
- b) Place awning signs for easy visibility from the street level.
- c) Apply signs to awning front valances (i.e., the flat vertical surface of awnings) or to sloped awning faces with a slope of at least 2 to 1.
- d) Limit awning signs to the business name, business logo, services or type of business, and/or the business address number.
- e) Limit the size of logos or text placed on awnings to a maximum of 15% of the valance surface areas.
- f) Limit sign width on awning valances to a maximum of 85% of the awning width.
- g) Limit the letter height to a maximum of 80% of the valance height.
- h) Backlit awnings are not allowed.



- i) Signage on an awning's sloped face may be illuminated by shielded and attractive directional lights.

#### **4. Window Signs**

- a) Window signs are primarily oriented to passing pedestrians, and are generally applied to the inside of display windows.
- b) Limit the amount of signage area (including graphic logos and images) to a maximum of 25% within any individual window
- c) Entry doors or adjacent window may also indicate tenancy in non-illuminated lettering a maximum of 6 inches high placed on the glass between 4 and 7 feet above the exterior sidewalk
- d) Limit the maximum height of lettering to 10 inches, with an exception for leading capital letters of text which may be up to 14 inches in height.
- e) Use paint or vinyl film applied directly to the inside of the window. Wood or metal panels with applied lettering may be used within a product display window.
- f) Paper signs placed in windows are not allowed.

#### **5. Projecting and Hanging Signs**

- a) Projecting signs are relatively flat, two-sided solid panels attached to brackets which are mounted on and perpendicular to the face of buildings and storefronts. They may include graphic images in addition to text, and express the unique personality of an individual business. Hanging signs are similar, but are smaller and suspended below awnings, bay windows, balconies, and similar projections.
- b) Use wood or metal material.
- c) Limit number to either one projecting or hanging sign per business frontage along a sidewalk or plaza area. A minimum interval of 15 feet is required between signs.
- d) Limit the size of any projecting sign panel to five square feet, and the size of any hanging sign panel to three square feet.
- e) Project and hanging signs will be located no more than 36 inches from the building face, and provide at least 6 inches between the inside edge of the sign and the building.
- f) Provide at least 9 feet clearance from the bottom of signs to the ground, and locate the top of the projecting sign no more than 14 feet above the sidewalk.
- g) Provide sign lighting only with shielded spotlights. Utilize cylinder spots or decorative fixtures. Do not use exposed standard spot or flood light bulbs.



## 6. Plaque Signs

- a) Plaque signs are pedestrian-oriented flat panels mounted to wall surfaces near the entry to a business. They include signs that identify a specific business, directory signs for multiple businesses, and menu boxes for restaurants.
- b) Locate plaque signs only on wall surfaces adjacent to tenant entries or entry passageways to off-street courtyards.
- c) A plaque sign identifying a single business shall be limited to an area of four (4) square feet.
- d) Directory plaque signs for the identification of multiple second floor or courtyard tenants may be larger, but no more than eight (8) square feet in area.

## 7. Menu Signs or Boxes

- a) Use menu signs or boxes for the display of restaurant menus to promote the village as a restaurant district where customers are able to walk from one to the next to compare menus and prices.
- b) Menu signs or boxes shall not exceed six (6) square feet in area. For establishments featuring live entertainment, a second sign or box of similar size may be provided for promotional information.
- c) Limit one menu sign or box per establishment.
- d) Menu signs or boxes shall have internal indirect lighting or direct lighting using decorative fixtures.

## 8. Monument Signs

- a) Monument Signs are low ground signs that identify community gateways (non-commercial) and assist motorists in finding commercial businesses along streets where businesses are separated from the street front by landscaped setbacks.
- b) Limit size of Monument Signs along North Phoenix Road to:
  - i. Maximum Area : 30 square feet per sign
  - ii. Maximum Height: 12 feet
- c) Limit size of Monument Signs along East Barnett Road to:



- i. Maximum Area: 20 square feet per sign
- ii. Maximum Height: 7 feet
- d) Limit size of Monument Signs in other sectors to:
  - i. Maximum Area: 16 square feet per sign
  - ii. Maximum Height: 5 feet
- e) Locate Monument Signs within landscaped yards and outside utility easements and the public rights-of-way. Maintain required turning movement site triangles to avoid blocking vehicular or pedestrian site lines.
- f) Multi-tenant Monument Signs are limited to three tenants. A multi-tenant sign will use a common background color throughout and provide distinct panels for each tenant.



A multi-tenant Monument Sign will be limited to three tenants with distinct panels with a uniform background color. Example shown is located at the Hillcrest Office Park, one mile north of the Master Plan area.

## 8. Free standing signs

- a) Freestanding Signs are tall ground signs appropriate only within 150-feet of the signalized major-arterial intersection of East Barnett Road and North Phoenix Road. One freestanding sign will be allowed for the sector to the south of East Barnett Road, and one for the sector to the north.
- b) Locate Freestanding Signs in landscaped setback areas so as not to project into the public right-of-way or encroach into public utility easements.
- c) Limit size of Freestanding Signs as follows:
  - i. Maximum Area: 150 square feet per sign



Example shows a community entry Monument sign in east Medford integrated as part of a decorative wall with durable materials and direct spotlight illumination.



Small directional signs are appropriate for internal circulation in off-street parking areas.



- ii. Maximum Height: 20 feet – and not to project higher than the roof peak of the nearest building.
- d) Multi-tenant Freestanding Signs will be limited to three tenants. A multi-tenant sign will use a common background color throughout and provide distinct panels for each tenant.
- e) Metal posts and housings where used for ground signs shall be of a non-reflective black matte finish.
- f) Community entry Monument Signs will be provided with prominent entry landscape treatments at the Michael Park Drive intersection corners. The signs will be integrated into decorative wall elements. Lighting for community entry signs will be by direct spot-light illumination from fixtures mounted either at the top of the sign or on the ground below the sign. Fixtures must be shielded to avoid direct view of the bulbs.
- g) Backlit sign faces may otherwise be used where ground signage is allowed.
- h) Direction signs limited to a maximum area of three square feet each may be provided within off-street parking areas to guide internal circulation.