

SIGNAGE STANDARDS

PLACEMENT DIAGRAM
REGULATIONS
TABLES



UNIVERSITY OF LOUISIANA AT LAFAYETTE
MASTER PLAN AND GUIDING PRINCIPLES



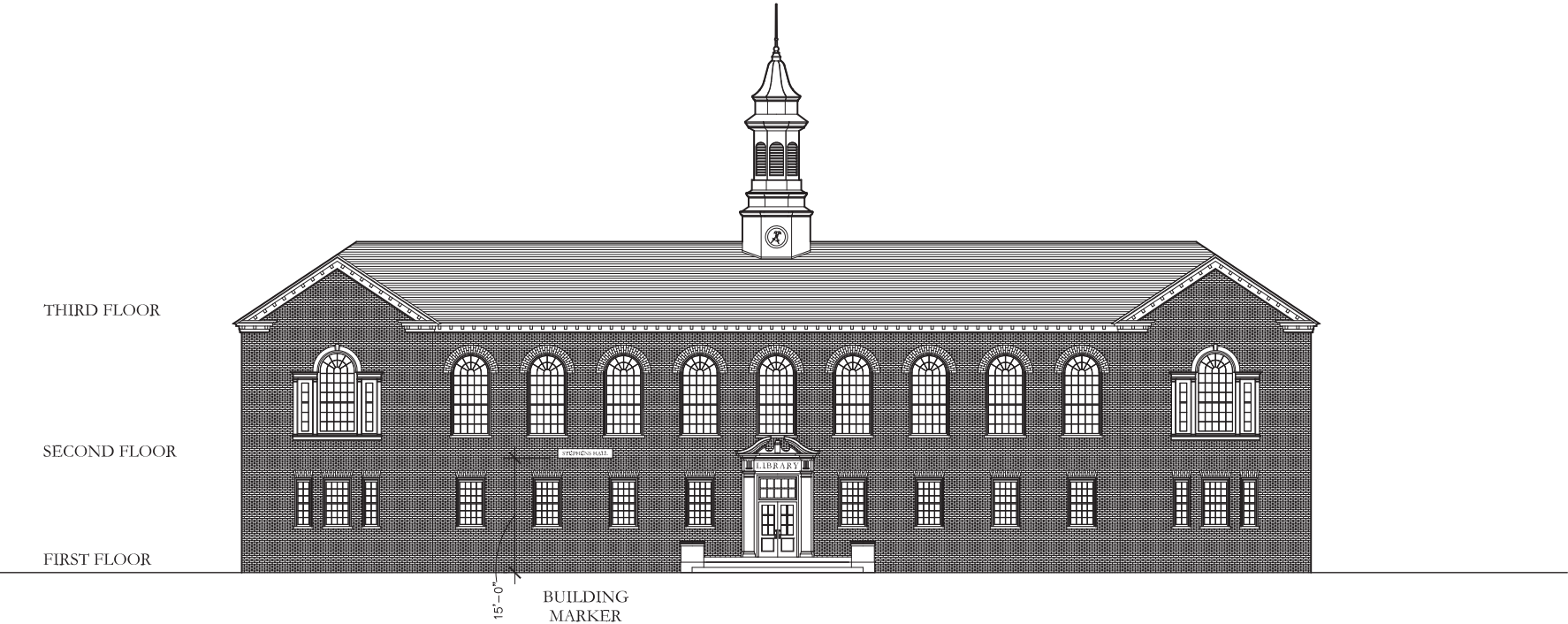
PLACEMENT DIAGRAM

PLACEMENT DIAGRAM



SIGNAGE PLACEMENT

PROPER SIGNAGE PLACEMENT IS CRITICAL FOR THE UNIVERSITY. SIGNAGE MUST DIRECT EVERYDAY USERS SUCH AS STUDENTS, FACULTY, AND STAFF, AS WELL AS VISITORS TO CAMPUS. ALL SIGNAGE MUST BE CONSIDERED IN RELATION TO THE HUMAN SCALE. THIS SECTION WILL SPEAK TO ALL BUILDING MOUNTED SIGNS AS WELL AS PORTABLE, FREESTANDING, AND PENDANT SIGNAGE AND EVEN FLAGS.



REGULATIONS

OVERVIEW

IT IS RECOMMENDED THAT THE UNIVERSITY DEVELOP A COMPREHENSIVE WAYFINDING SIGNAGE PACKAGE THAT ASSISTS IN LINKING ALL OF THE UNIVERSITY’S LAND HOLDINGS. WAYFINDING SHALL INCLUDE DIRECTIONAL, INFORMATIONAL, EMERGENCY, ECT. THE WAYFINDING PACKAGE SHALL INTERFACE WITH THESE SIGNAGE STANDARDS.

SIGN GUIDELINES

THIS MODEL SIGN ORDINANCE IS ALMOST CONTENT NEUTRAL; THERE ARE A FEW CASES IN WHICH COMMERCIAL MESSAGES ARE PROHIBITED AND OTHER TYPES OF MESSAGES ARE ALLOWED.

GUIDELINE CONTENTS

- DEFINITIONS AND INTERPRETATION
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PURPOSE

THE PURPOSES OF THESE SIGN REGULATIONS ARE TO ENCOURAGE THE EFFECTIVE USE OF SIGNS AS A MEANS OF COMMUNICATION; TO MAINTAIN AND ENHANCE THE AESTHETIC ENFORCEMENT AND THE DISTRICT’S ABILITY TO ATTRACT SOURCES OF ECONOMIC DEVELOPMENT AND GROWTH; TO IMPROVE PEDESTRIAN AND TRAFFIC SAFETY; TO MINIMIZE THE POSSIBLE ADVERSE EFFECT OF SIGNS ON NEARBY PUBLIC AND PRIVATE PROPERTY; AND TO ENABLE THE FAIR AND CONSISTENT ENFORCEMENT OF THESE SIGN RESTRICTIONS.

A SIGN MAY BE ERECTED, PLACED, ESTABLISHED, PAINTED, CREATED, OR MAINTAINED IN THE UL DISTRICT ONLY IN CONFORMANCE WITH THE STANDARDS, PROCEDURES, EXEMPTIONS, AND OTHER REQUIREMENTS OF THESE GUIDELINES.

THE EFFECT OF THESE GUIDELINES AS MORE SPECIFICALLY SET FORTH HEREIN, IS:

- TO ESTABLISH A SYSTEM TO ALLOW A VARIETY OF TYPES OF SIGNS IN COORDINATION WITH LANGUAGE IN THE GUIDELINES AND A LIMITED VARIETY OF SIGNS IN OTHER ZONES; SUBJECT TO THE STANDARDS AND THE PERMIT PROCEDURES OF THESE GUIDELINES.
- TO ALLOW CERTAIN SIGNS THAT ARE SMALL, UNOBTUSIVE, AND INCIDENTAL TO THE PRINCIPAL USE OF THE RESPECTIVE LOTS ON WHICH THEY ARE LOCATED, SUBJECT TO THE SUBSTANTIVE REQUIREMENTS.
- TO PROVIDE FOR TEMPORARY SIGNS WITHOUT COMMERCIAL MESSAGES IN LIMITED CIRCUMSTANCES IN THE PUBLIC RIGHT-OF-WAY;
- TO PROHIBIT ALL SIGNS NOT EXPRESSLY PERMITTED BY THIS GUIDELINE.
- TO PROVIDE FOR THE ENFORCEMENT OF THE PROVISIONS OF THIS GUIDELINE.

DEFINITIONS AND INTERPRETATION

WORDS AND PHRASES USED IN THIS GUIDELINE SHALL HAVE THE MEANINGS SET FORTH IN THIS SECTION AND THE APPROPRIATE SECTION OF THE GUIDELINES. PRINCIPLES FOR COMPUTING SIGN AREA AND SIGN HEIGHT ARE CONTAINED IN COMPUTATION SECTION. ALL OTHER WORDS AND PHRASES SHALL BE GIVEN THEIR COMMON, ORDINARY MEANING, UNLESS THE CONTEXT CLEARLY REQUIRES OTHERWISE. SECTION HEADINGS OR CAPTIONS ARE FOR REFERENCE PURPOSES ONLY AND SHALL NOT BE USED IN THE INTERPRETATION OF THIS GUIDELINE.

ANIMATED SIGN - ANY SIGN THAT USES MOVEMENT OR CHANGE OF LIGHTING TO DEPICT ACTION OR CREATE A SPECIAL EF- FECT OR SCENE.

BANNER - ANY SIGN OF LIGHTWEIGHT FABRIC OR SIMILAR MATERIAL THAT IS PERMANENTLY MOUNTED TO A POLE OR A BUILDING BY PERMANENT FRAME AT ONE OR MORE EDGES. NATIONAL FLAGS, STATE OR MUNICIPAL FLAGS, OR THE OFFICIAL FLAG OF ANY INSTITUTION OR BUSINESS SHALL NOT BE CONSIDERED BANNERS.

BEACON - ANY LIGHT WITH ONE OR MORE BEAMS DIRECTED INTO THE ATMOSPHERE OR DIRECTED AT ONE OR MORE POINTS NOT ON THE SAME ZONE LOT AS THE LIGHT SOURCE; ALSO, ANY LIGHT WITH ONE OR MORE BEAMS THAT ROTATE OR MOVE.

BUILDING MARKER - ANY SIGN INDICATING THE NAME OF A BUILDING AND DATE AND INCIDENTAL INFORMATION ABOUT ITS CONSTRUCTION, WHICH SIGN IS CUT INTO A MASONRY SURFACE OR MADE OF BRONZE OR OTHER PERMANENT MATERIAL.

BUILDING SIGN - ANY SIGN ATTACHED TO ANY PART OF A BUILDING, AS CONTRASTED TO A FREESTANDING SIGN.

CANOPY SIGN - ANY SIGN THAT IS A PART OF OR ATTACHED TO AN AWNING, CANOPY, OR OTHER FABRIC, PLASTIC, OR STRUC- TURAL PROTECTIVE COVER OVER A DOOR, ENTRANCE, WINDOW, OR OUTDOOR SERVICE AREA. A MARQUEE IS NOT A CANOPY.

CHANGEABLE COPY SIGN - A SIGN OR PORTION THEREOF WITH CHARACTERS, LETTERS, OR ILLUSTRATIONS THAT CAN BE CHANGED OR REARRANGED WITHOUT ALTERING THE FACE OR THE SURFACE OF THE SIGN. A SIGN ON WHICH THE MESSAGE CHANGES MORE THAN EIGHT TIMES PER DAY SHALL BE CONSIDERED AN ANIMATED SIGN AND NOT A CHANGEABLE COPY SIGN FOR PURPOSES OF THIS GUIDELINE. A SIGN ON WHICH THE ONLY COPY THAT CHANGES IS AN ELECTRONIC OR MECHANICAL INDICATION OF TIME OR TEMPERATURE SHALL BE CONSIDERED A “TIME AND TEMPERATURE” PORTION OF A SIGN AND NOT A CHANGEABLE COPY SIGN FOR PURPOSES OF THIS GUIDELINE.

COMMERCIAL MESSAGE - ANY SIGN WORDING, LOGO, OR OTHER REPRESENTATION THAT, DIRECTLY OR INDIRECTLY NAMES, ADVERTISES, OR CALLS ATTENTION TO A BUSINESS, PRODUCT, SERVICE, OR OTHER COMMERCIAL ACTIVITY.

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FLAG - ANY FABRIC, BANNER, OR BUNTING CONTAINING DISTINCTIVE COLORS, PATTERNS, OR SYMBOLS, USED AS A SYMBOL OF A GOVERNMENT, POLITICAL SUBDIVISION, OR OTHER ENTITY.

FREESTANDING SIGN - ANY SIGN SUPPORTED BY STRUCTURES OR SUPPORTS THAT ARE PLACED ON OR ANCHORED IN THE GROUND AND THAT ARE INDEPENDENT FROM ANY BUILDING OR OTHER STRUCTURE.

INCIDENTAL SIGN - A SIGN, GENERALLY INFORMATIONAL, THAT HAS A PURPOSE SECONDARY TO THE USE OF THE ZONE LOT ON WHICH IT IS LOCATED, SUCH AS “NO PARKING”, “ENTRANCE”, “LOADING ONLY”, “TELEPHONE”, AND OTHER SIMILAR DIRECTIVES. NO SIGN WITH A COMMERCIAL MESSAGE LEGIBLE FROM A POSITION OFF THE ZONE LOT ON WHICH THE SIGN IS LOCATED SHALL BE CONSIDERED INCIDENTAL.

LOT - ANY PIECE OR PARCEL OF LAND OR A PORTION OF A SUBDIVISION, THE BOUNDARIES OF WHICH HAVE BEEN ESTABLISHED BY SOME LEGAL INSTRUMENT OF RECORD, THAT IS RECOGNIZED AND INTENDED AS A UNIT FOR THE PURPOSE OF TRANSFER OF OWNERSHIP.

MARQUEE - ANY PERMANENT ROOF-LIKE STRUCTURE PROJECTING BEYOND A BUILDING OR EXTENDING ALONG AND PROJECTING BEYOND THE WALL OF THE BUILDING, GENERALLY DESIGNED AND CONSTRUCTED TO PROVIDE PROTECTION FROM THE WEATHER.

MARQUEE SIGN - ANY SIGN ATTACHED TO, IN ANY MANNER, OR MADE A PART OF A MARQUEE.

REGULATIONS

NON-CONFORMING SIGN - ANY SIGN THAT DOES NOT CONFORM TO THE REQUIREMENTS OF THIS GUIDELINE.

PENNANT - ANY LIGHTWEIGHT PLASTIC, FABRIC, OR OTHER MATERIAL, WHETHER OR NOT CONTAINING A MESSAGE OF ANY KIND, SUSPENDED FROM A ROPE, WIRE, OR STRING, USUALLY IN SERIES, DESIGNED TO MOVE IN THE WIND.

PERSON - ANY ASSOCIATION, COMPANY, CORPORATION, FIRM, ORGANIZATION, OR PARTNERSHIP, SINGULAR OR PLURAL, OF ANY KIND.

PORTABLE SIGN - ANY SIGN NOT PERMANENTLY ATTACHED TO THE GROUND OR OTHER PERMANENT STRUCTURE, OR A SIGN DESIGNED TO BE TRANSPORTED, INCLUDING, BUT NOT LIMITED TO, SIGNS DESIGNED TO BE TRANSPORTED BY MEANS OF WHEELS; SIGNS CONVERTED TO A- OR T-FRAMES; MENU AND SANDWICH BOARD SIGNS; BALLOONS USED AS SIGNS; UMBRELLAS USED FOR ADVERTISING; AND SIGNS ATTACHED TO OR PAINTED ON VEHICLES PARKED AND VISIBLE FROM THE PUBLIC RIGHT-OF-WAY, UNLESS SAID VEHICLE IS USED IN THE NORMAL DAY-TO-DAY OPERATIONS OF THE BUSINESS.

PRINCIPAL BUILDING - THE BUILDING IN WHICH IS CONDUCTED THE PRINCIPAL USE OF THE ZONE LOT ON WHICH IT IS LOCATED. ZONE LOTS WITH MULTIPLE PRINCIPAL USES MAY HAVE MULTIPLE PRINCIPAL BUILDINGS, BUT STORAGE BUILDINGS, GARAGES, AND OTHER CLEARLY ACCESSORY USES SHALL NOT BE CONSIDERED PRINCIPAL BUILDINGS.

PROJECTING SIGN - ANY SIGN AFFIXED TO A BUILDING OR WALL IN SUCH A MANNER THAT ITS LEADING EDGE EXTENDS MORE THAN SIX INCHES BEYOND THE SURFACE OF SUCH BUILDING OR WALL.

RESIDENTIAL SIGN - ANY SIGN LOCATED IN A DISTRICT ZONED FOR RESIDENTIAL USES THAT CONTAINS NO COMMERCIAL MESSAGE EXCEPT ADVERTISING FOR GOODS OR SERVICES LEGALLY OFFERED ON THE PREMISES WHERE THE SIGN IS LOCATED, IF OFFERING SUCH SERVICE AT SUCH CONFORMS WITH ALL REQUIREMENTS OF THE ZONING GUIDELINES.

ROOF SIGN - ANY SIGN ERECTED AND CONSTRUCTED WHOLLY ON AND OVER THE ROOF OF A BUILDING, SUPPORTED BY THE ROOF STRUCTURE, AND EXTENDING VERTICALLY ABOVE THE HIGHEST PORTION OF THE ROOF.

ROOF SIGN, INTEGRAL - ANY SIGN ERECTED OR CONSTRUCTED AS AN INTEGRAL OR ESSENTIALLY INTEGRAL PART OF A NORMAL ROOF STRUCTURE OF ANY DESIGN, SUCH THAT NO PART OF THE SIGN EXTENDS VERTICALLY ABOVE THE HIGHEST PORTION OF THE ROOF, AND SUCH THAT NO PART OF THE SIGN IS SEPARATED FROM THE REST OF THE ROOF BY A SPACE OF MORE THAN SIX INCHES.

SETBACK - THE DISTANCE FROM THE PROPERTY LINE TO THE NEAREST PART OF THE APPLICABLE BUILDING, STRUCTURE, OR SIGN, MEASURED PERPENDICULARLY TO THE PROPERTY LINE.

SIGN - ANY DEVICE, FIXTURE, PLACARD, OR STRUCTURE THAT USES ANY COLOR, FORM, GRAPHIC, ILLUMINATION, SYMBOL, OR WRITING TO ADVERTISE, ANNOUNCE THE PURPOSE OF, OR IDENTIFY THE PURPOSE OF A PERSON OR ENTITY, OR TO COMMUNICATE INFORMATION OF ANY KIND TO THE PUBLIC.

STREET - A STRIP OF LAND OR WAY SUBJECT TO VEHICULAR TRAFFIC (AS WELL AS PEDESTRIAN TRAFFIC) THAT PROVIDES DIRECT OR INDIRECT ACCESS TO PROPERTY, INCLUDING, BUT NOT LIMITED TO, ALLEYS, AVENUES, BOULEVARDS, COURTS, DRIVES, HIGHWAYS, LANES, PLACES, ROADS, TERRACES, TRAILS, OR OTHER THOROUGHFARES.

STREET FRONTAGE - THE DISTANCE FOR WHICH A LOT LINE OF A ZONE LOT ADJOINS A PUBLIC STREET, FROM ONE LOT LINE INTERSECTING SAID STREET TO THE FURTHEST DISTANT LOT LINE INTERSECTING THE SAME STREET.

SUSPENDED SIGN - A SIGN THAT IS SUSPENDED FROM THE UNDERSIDE OF A HORIZONTAL PLANE SURFACE AND IS SUPPORTED BY SUCH SURFACE.

TEMPORARY SIGN - ANY SIGN THAT IS USED ONLY TEMPORARILY AND IS NOT PERMANENTLY MOUNTED.

WALL SIGN - ANY SIGN ATTACHED PARALLEL TO, BUT WITHIN SIX INCHES OF, A WALL, PAINTED ON THE WALL SURFACE OF, OR ERECTED AND CONFINED WITHIN THE LIMITS OF AN OUTSIDE WALL OF ANY BUILDING OR STRUCTURE, WHICH IS SUPPORTED BY SUCH WALL OR BUILDING, AND WHICH DISPLAYS ONLY ONE SIGN SURFACE.

WINDOW SIGN - ANY SIGN, PICTURES, SYMBOL, OR COMBINATION THEREOF, DESIGNED TO COMMUNICATE INFORMATION ABOUT AN ACTIVITY, BUSINESS, COMMODITY, EVENT, SALE, OR SERVICE, THAT IS PLACED INSIDE A WINDOW OR UPON THE WINDOW PANES OR GLASS AND IS VISIBLE FROM THE EXTERIOR OF THE WINDOW.

ZONE LOT - A PARCEL OF LAND IN SINGLE OWNERSHIP THAT IS OF SUFFICIENT SIZE TO MEET MINIMUM ZONING REQUIREMENTS FOR AREA, COVERAGE, AND USE, AND THAT CAN PROVIDE SUCH YARDS AND OTHER OPEN SPACES AS REQUIRED BY THE ZONING GUIDELINES.



REGULATIONS



COMPUTATION

COMPUTATION OF AREA OF INDIVIDUAL SIGNS
THE AREA OF A SIGN FACE (WHICH IS ALSO THE SIGN AREA OF A WALL SIGN OR OTHER SIGN WITH ONLY ONE FACE SHALL BE COMPUTED BY MEANS OF THE SMALLEST SQUARE, CIRCLE, RECTANGLE, TRIANGLE, OR COMBINATION THEREOF THAT WILL ENCOMPASS THE EXTREME LIMITS OF THE WRITING, REPRESENTATION, EMBLEM, OR OTHER DISPLAY, TOGETHER WITH ANY MATERIAL OR COLOR FORMING AN INTEGRAL PART OF THE BACKGROUND OF THE DISPLAY OR USED TO DIFFERENTIATE THE SIGN FROM THE BACKDROP OR STRUCTURE AGAINST WHICH IT IS PLACED, BUT NOT INCLUDING ANY SUPPORTING FRAMEWORK, BRACING, OR DECORATIVE FENCE OR WALL WHEN SUCH FENCE OR WALL OTHERWISE MEETS ZONING ORDINANCE REGULATIONS AND IS CLEARLY INCIDENTAL TO THE DISPLAY ITSELF.

COMPUTATION OF AREA OF MULTI-FACED SIGNS
THE SIGN AREA FOR A SIGN WITH MORE THAN ONE FACE SHALL BE COMPUTED BY ADDING TOGETHER THE AREA OF ALL SIGN FACES VISIBLE FROM ANY ONE POINT. WHEN TWO IDENTICAL SIGN FACES ARE PLACED BACK TO BACK, SO THAT BOTH FACES CANNOT BE VIEWED FROM ANY POINT AT THE SAME TIME, AND WHEN SUCH SIGN FACES ARE PART OF THE SAME SIGN STRUCTURE AND ARE NOT MORE THAN 42 INCHES APART, THE SIGN AREA SHALL BE COMPUTED BY 1.5 TIMES THE MEASUREMENT OF ONE OF THE FACES.

COMPUTATION OF HEIGHT
THE HEIGHT OF A SIGN SHALL BE COMPUTED AS THE DISTANCE FROM THE BASE OF THE SIGN AT NORMAL GRADE TO THE TOP OF THE HIGHEST ATTACHED COMPONENT OF THE SIGN. NORMAL GRADE SHALL BE CONSTRUED TO BE THE LOWER OF (1) EXISTING GRADE PRIOR TO CONSTRUCTION OR (2) THE NEWLY ESTABLISHED GRADE AFTER CONSTRUCTION, EXCLUSIVE OF THE PURPOSE OF LOCATING THE SIGN. IN CASES IN WHICH THE NORMAL GRADE CANNOT REASONABLY DETERMINED, SIGN HEIGHT SHALL BE COMPUTED ON THE ASSUMPTION THAT THE ELEVATION OF THE NORMAL GRADE AT THE BASE OF THE SIGN IS EQUAL TO THE ELEVATION OF THE NEAREST POINT OF THE CROWN OF A PUBLIC STREET OR THE GRADE OF THE LAND AT THE PRINCIPAL ENTRANCE TO THE PRINCIPAL STRUCTURE OF THE ZONE LOT, WHICHEVER IS LOWER.

COMPUTATION OF MAXIMUM TOTAL PERMITTED SIGN AREA COORDINATED WITH GUIDELINES
THE PERMITTED SUM OF THE AREA OF ALL INDIVIDUAL SIGNS ON A ZONE LOT SHALL BE COMPUTED BY APPLYING THE FORMULA CONTAINED IN TABLE 1.5B, MAXIMUM TOTAL SIGN AREA, TO THE LOT FRONTAGE, BUILDING FRONTAGE, OR WALL AREA, AS APPROPRIATE, FOR THE ZONING DISTRICT IN WHICH THE LOT IS LOCATED. LOTS FRONTING ON TWO OR MORE STREETS ARE ALLOWED THE PERMITTED SIGN FOR EACH STREET FRONTAGE. HOWEVER, THE TOTAL SIGN AREA THAT IS ORIENTED TOWARD A PARTICULAR STREET MAY NOT EXCEED THE PORTION OF THE LOT'S TOTAL SIGN AREA ALLOCATION THAT IS DERIVED FROM THE LOT, BUILDING, OR WALL AREA FRONTAGE ON THAT STREET.

SIGNS ALLOWED ON PRIVATE PROPERTY WITH AND WITHOUT PERMITS
SIGNS SHALL BE ALLOWED ON PRIVATE PROPERTY IN THE CITY IN ACCORDANCE WITH, AND ONLY IN ACCORDANCE WITH, TABLE 1.5A. IF THE LETTER "P" APPEARS FOR A SIGN TYPE IN A COLUMN, SUCH SIGN IS ALLOWED WITHOUT PRIOR PERMIT APPROVAL IN THE ZONING DISTRICTS REPRESENTED BY THAT COLUMN. IF THE LETTER "S" APPEARS FOR A SIGN TYPE IN COLUMN, SUCH SIGN IS ALLOWED ONLY WITH PRIOR PERMIT APPROVAL IN THE ZONING DISTRICTS REPRESENTED BY THAT COLUMN. SPECIAL CONDITIONS MAY APPLY IN SOME CASES. IF THE LETTER "N" APPEARS FOR A SIGN TYPE IN A COLUMN, SUCH A SIGN IS NOT ALLOWED IN THE ZONING DISTRICTS REPRESENTED BY THAT COLUMN UNDER ANY CIRCUMSTANCES.

- ALTHOUGH PERMITTED UNDER THE PREVIOUS PARAGRAPH, A SIGN DESIGNATED BY AN "S" OR "P" IN TABLE 1.5A SHALL BE ALLOWED ONLY IF:
- THE SUM OF THE AREA OF ALL BUILDING AND FREESTANDING SIGNS ON THE ZONE LOT CONFORMS WITH THE MAXIMUM PERMITTED SIGN AREA AS DETERMINED BY THE FORMULA FOR THE ZONING DISTRICT IN WHICH THE LOT IS LOCATED AS SPECIFIED IN TABLE 1.5B;
- THE SIZE, LOCATION, AND NUMBER OF SIGNS NOT THE LOT CONFORM WITH THE REQUIREMENTS OF TABLES 1.5C AND 1.5D WHICH ESTABLISH PERMITTED SIGN DIMENSIONS BY SIGN TYPE, AND WITH ANY ADDITIONAL LIMITATIONS LISTED IN TABLE 1.5A.
- THE CHARACTERISTICS OF THE SIGN CONFORM WITH THE LIMITATIONS OF TABLE 1.5E, PERMITTED SIGN CHARACTERISTICS, AND WITH ANY ADDITIONAL LIMITATIONS ON CHARACTERISTICS LISTED IN TABLE 1.5A

PERMITS REQUIRED

IF A SIGN REQUIRING A PERMIT UNDER THE PROVISION OF THIS GUIDELINE IS TO BE PLACED, CONSTRUCTED, ERECTED, OR MODIFIED ON A ZONE LOT, THE COMMERCIAL OWNER OF THE LOT SHALL SECURE A SIGN PERMIT PRIOR TO THE CONSTRUCTION, PLACEMENT, ERECTION, OR MODIFICATION OF SUCH A SIGN.

- FURTHERMORE, THE PROPERTY OWNER SHALL MAINTAIN IN FORCE, AT ALL TIMES, A SIGN PERMIT FOR SUCH SIGN IN ACCORDANCE WITH THE SIGN PERMIT SECTION.
- NO SIGNS SHALL BE ERECTED IN THE PUBLIC RIGHT-OF-WAY EXCEPT IN ACCORDANCE WITH SECTION - SINGS IN THE RIGHT-OF-WAY .AND PERMIT REQUIREMENTS.
- NO SIGN PERMIT OF ANY KIND SHALL BE ISSUED FOR AN EXISTING OR PROPOSED SIGN UNLESS SUCH SIGN IS CONSISTENT WITH THE REQUIREMENTS OF THIS ORDINANCE (INCLUDING THOSE PROTECTING EXISTING SIGNS) IN EVERY RESPECT AND WITH THE MASTER SIGNAGE PLAN OR COMMON SIGNAGE PLAN IN EFFECT FOR THE PROPERTY.

DESIGN, CONSTRUCTION, AND MAINTENANCE

ALL SIGNS SHALL BE DESIGNED, CONSTRUCTED, AND MAINTAINED IN ACCORDANCE WITH THE FOLLOWING STANDARDS:

- ALL SIGNS SHALL COMPLY WITH APPLICABLE PROVISIONS OF THE UNIFORM BUILDING CODE AND THE ELECTRICAL CODE OF THE CITY AT ALL TIMES.
- EXCEPT FOR BANNERS, FLAGS, TEMPORARY SIGNS, AND WINDOW SIGNS CONFORMING IN ALL RESPECTS WITH THE REQUIREMENTS OF THIS GUIDELINE, ALL SIGNS SHALL BE CONSTRUCTED OF PERMANENT MATERIALS AND SHALL BE PERMANENTLY ATTACHED TO THE GROUND, A BUILDING, OR ANOTHER STRUCTURE BY DIRECT ATTACHMENT TO A RIGID WALL, FRAME OR STRUCTURE.
- ALL SIGNS SHALL BE MAINTAINED IN GOOD STRUCTURAL CONDITION, IN COMPLIANCE WITH ALL BUILDING AND ELECTRICAL CODES, AND IN CONFORMANCE WITH THIS CODE, AT ALL TIMES.

REGULATIONS

MASTER SIGNAGE PLAN

FOR ANY ZONE LOT ON WHICH THE OWNER PROPOSES TO ERECT ONE OR MORE SIGNS REQUIRING A PERMIT, UNLESS SUCH ZONE LOT IS INCLUDED IN A COMMON SIGNAGE PLAN, THE OWNER SHALL SUBMIT TO THE UNIVERSITY A MASTER SIGNAGE PLAN CONTAINING THE FOLLOWING:

- AN ACCURATE PLOT PLAN OF THE ZONE LOT, AT SUCH SCALE AS THE UNIVERSITY MAY REASONABLY REQUIRE;
- LOCATION OF BUILDINGS, PARKING LOTS, DRIVEWAYS, AND LANDSCAPED AREAS ON SUCH ZONE LOT;
- AN ACCURATE INDICATION ON THE PLOT PLAN OF THE PROPOSED LOCATION OF EACH PRESENT AND FUTURE SIGN OF ANY TYPE, WHETHER REQUIRING A PERMIT OR NOT, EXCEPT THAT INCIDENTAL SIGNS NEED NOT BE SHOWN.
- COMPUTATION OF THE MAXIMUM TOTAL SIGN AREA, THE MAXIMUM AREA FOR INDIVIDUAL SIGNS, THE HEIGHT OF SIGNS, AND THE NUMBER OF FREESTANDING SIGNS ALLOWED ON THE ZONE LOT(S) INCLUDED IN THE PLAN UNDER THIS ORDINANCE.

COMMON SIGNAGE PLAN

NO PERMIT SHALL BE ISSUED FOR AN INDIVIDUAL SIGN REQUIRING A PERMIT UNLESS AND UNTIL A MASTER SIGNAGE PLAN OR A COMMON SIGNAGE PLAN FOR THE ZONE LOT ON WHICH THE SIGN WILL BE ERECTED HAS BEEN SUBMITTED TO THE DRB AND APPROVED BY THE DRB AS CONFORMING WITH THIS SECTION.

PROVISIONS OF COMMON SIGNAGE PLAN

THE COMMON SIGNAGE PLAN SHALL CONTAIN ALL OF THE INFORMATION REQUIRED FOR A MASTER SIGNAGE PLAN AND SHALL ALSO SPECIFY STANDARDS FOR CONSISTENCY AMONG ALL SIGNS ON THE ZONE LOTS AFFECTED BY THE PLAN WITH REGARD TO:

- COLOR SCHEME - COLORS SHALL BE LIMITED TO FOUR (4) COLORS PLUS BLACK OR WHITE.
- LETTERING OR GRAPHIC STYLE;
- LIGHTING;
- LOCATION OF EACH SIGN ON THE BUILDINGS;
- MATERIAL - WOODEN, COMPOSITE, BRONZE, COPPER, BLACK METAL, GLASS AS APPROVED IN VALUE BY THE DESIGN REVIEW BOARD (DRB).

SIGN PROPORTIONS - AS APPROVED BY DESIGN REVIEW BOARD.

SHOWING WINDOW SIGNS ON COMMON OR MASTER SIGNAGE PLAN

A COMMON SIGNAGE PLAN OR MASTER SIGNAGE PLAN INCLUDING WINDOW SIGNS MAY SIMPLY INDICATE THE AREAS OF THE WINDOW TO BE COVERED BY WINDOW SIGNS AND THE GENERAL TYPE OF THE WINDOW SIGNS (E.G., PAPER AFFIXED TO WINDOW, PAINTED, ETCHED ON GLASS, OR SOME OTHER MATERIAL HUNG INSIDE WINDOW) AND

NEED NOT SPECIFY THE EXACT DIMENSION OR NATURE OF EVERY WINDOW SIGN.

LIMIT ON NUMBER OF FREESTANDING SIGNS UNDER COMMON SIGNAGE PLAN

THE COMMON SIGNAGE PLAN, FOR ALL ZONE LOTS WITH MULTIPLE USES OR MULTIPLE USERS, SHALL LIMIT THE NUMBER OF FREESTANDING SIGNS TO A TOTAL OF ONE FOR EACH STREET ON WHICH THE ZONE LOTS INCLUDED IN THE PLAN HAVE FRONTAGE AND SHALL PROVIDE FOR SHARED OR COMMON USAGE OF SUCH SIGNS.

OTHER PROVISIONS OF MASTER OR COMMON SIGNAGE PLANS

THE MASTER OR COMMON SIGNAGE PLAN MAY CONTAIN SUCH OTHER RESTRICTIONS AS THE OWNERS OF THE ZONE LOTS MAY REASONABLY DETERMINED.

CONSENT

THE MASTER OR COMMON SIGNAGE PLAN SHALL BE SIGNED BY ALL OWNERS OR THEIR AUTHORIZED AGENTS IN SUCH FORM AS THE UNIVERSITY SHALL REQUIRE.

PROCEDURES

A MASTER OR COMMON SIGNAGE PLAN SHALL BE INCLUDED IN ANY DEVELOPMENT PLAN, SITE PLAN, PLANNED UNIT DEVELOPMENT PLAN, OR OTHER OFFICIAL PLAN REQUIRED BY THE CITY FOR THE PROPOSED DEVELOPMENT AND SHALL BE PROCESSED SIMULTANEOUSLY WITH SUCH OTHER PLAN.

AMENDMENT

A MASTER OR COMMON SIGNAGE PLAN MAY BE AMENDED BY FILING A NEW MASTER OR COMMON SIGNAGE PLAN THAT CONFORMS WITH ALL REQUIREMENTS OF THE ORDINANCE THEN IN EFFECT.

EXISTING SIGNS NOT CONFORMING TO COMMON SIGNAGE PLAN

IF ANY NEW OR AMENDED COMMON SIGNAGE PLAN IS FILED FOR A PROPERTY ON WHICH EXISTING SIGNS ARE LOCATED, IT SHALL INCLUDE A SCHEDULE FOR BRING INTO CONFORMANCE, WITHIN THREE YEARS, ALL SIGNS NOT CONFORMING TO PROPOSED AMENDED PLAN OR TO THE REQUIREMENTS OF THIS ORDINANCE IN EFFECT ON THE DATE OF SUBMISSION.

BINDING EFFECT

AFTER APPROVAL OF A MASTER OR COMMON SIGNAGE PLAN, NO SIGN SHALL BE ERECTED, PLACED, PAINTED OR MAINTAINED EXCEPT IN CONFORMANCE WITH SUCH PLAN, AND SUCH PLAN MAY BE ENFORCED IN THE SAME WAY AS ANY PROVISION OF THIS ORDINANCE. IN CASE OF ANY CONFLICT BETWEEN THE PROVISIONS OF SUCH A PLAN AND ANY OTHER PROVISION OF THIS ORDINANCE, THE ORDINANCE SHALL CONTROL.

SIGNS IN PUBLIC RIGHT-OF-WAY

NO SIGNS SHALL BE ALLOWED IN THE PUBLIC RIGHT-OF-WAY, EXCEPT FOR THE FOLLOWING:

PERMANENT SIGNS

PERMANENT SIGNS, INCLUDING:

- PUBLIC SIGNS ERECTED BY OR ON BEHALF OF A GOVERNMENTAL BODY TO POST LEGAL NOTICES IDENTIFY PUBLIC PROPERTY, CONVEY PUBLIC INFORMATION, AND DIRECT OR REGULATE PEDESTRIAN OR VEHICULAR TRAFFIC;
- BUS STOP SIGNS ERECTED BY A PUBLIC TRANSIT COMPANY;
- INFORMATIONAL SIGNS OF A PUBLIC UTILITY REGARDING ITS POLES, LINES, PIPES, OR FACILITIES; AND
- AWNING, PROJECTING, AND SUSPENDED SIGNS PROJECTING OVER A PUBLIC RIGHT-OF-WAY IN CONFORMITY WITH THE CONDITIONS OF TABLE 1.5A OF THIS GUIDELINE.
- TEMPORARY SIGNS. TEMPORARY SIGNS FOR WHICH A PERMIT HAS BEEN ISSUED IN ACCORDANCE WITH SECTION - PERMITS FOR SIGNS IN THE PUBLIC RIGHT-OF-WAY , WHICH SHALL BE ISSUED ONLY FOR SIGNS MEETING THE FOLLOWING REQUIREMENTS: SUCH SIGNS SHALL CONTAIN NO COMMERCIAL MESSAGE OTHER THAN BUILDERS, REAL ESTATE, ARCHITECTS, ETC. SHALL FOLLOW THE DESIGN CRITERIA WITH COMMUNITY EMBLEM, COLORS AND OTHER CRITERIA DEFINED BY THE DESIGN REVIEW COMMITTEE
- SUCH SIGNS SHALL BE NO MORE THAN TWO SQUARE FEET IN AREA EACH

EMERGENCY SIGNS

EMERGENCY WARNING SIGNS ERECTED BY A GOVERNMENTAL AGENCY, A PUBLIC UTILITY COMPANY, OR A CONTRACTOR DOING AUTHORIZED OR PERMITTED WORK WITHIN THE PUBLIC RIGHT-OF-WAY.

OTHER SIGNS FORFEITED

ANY SIGN INSTALLED OR PLACED ON PUBLIC PROPERTY, EXCEPT IN CONFORMANCE WITH REQUIREMENTS OF THIS SECTION, SHALL BE FORFEITED TO THE PUBLIC AND SUBJECT TO CONFISCATION. IN ADDITION TO OTHER REMEDIES HERE UNDER, THE CITY SHALL HAVE THE RIGHT TO RECOVER FROM THE OWNER OR PERSON PLACING SUCH A SIGN THE FULL COSTS OF REMOVAL AND DISPOSAL OF SUCH SIGN.

SIGNS EXEMPT FROM REGULATION

UNDER THIS GUIDELINE THE FOLLOWING SIGNS SHALL BE EXEMPT FROM REGULATION UNDER THIS ORDINANCE:

ANY PUBLIC NOTICE OR WARNING REQUIRED BY A VALID AND APPLICABLE FEDERAL, STATE, OR LOCAL LAW, REGULATION, OR ORDINANCE;

- ANY SIGN INSIDE A BUILDING, NOT ATTACHED TO A WINDOW OR DOOR, THAT IS NOT LEGIBLE FROM A DISTANCE OF MORE THAN THREE FEET BEYOND THE LOT LINE OF THE ZONE LOT OR PARCEL ON WHICH SUCH SIGN IS LOCATED;
- WORKS OF ART THAT DO NOT INCLUDE A COMMERCIAL MESSAGE;
- HOLIDAY LIGHTS AND DECORATIONS WITH NO COMMERCIAL MESSAGE, BUT ONLY BETWEEN NOVEMBER 15 AND JANUARY 15; AND
- TRAFFIC CONTROL SIGNS ON PRIVATE PROPERTY, SUCH AS STOP, YIELD, AND SIMILAR SIGNS, THE FACE OF WHICH MEET DEPARTMENT OF TRANSPORTATION STANDARDS AND WHICH CONTAIN NO COMMERCIAL MESSAGE OF ANY SORT.

SIGNS PROHIBITED UNDER THIS GUIDELINE

ALL SIGNS NOT EXPRESSLY PERMITTED UNDER THIS ORDINANCE OR EXEMPT FROM REGULATION HERewith IN ACCORDANCE WITH THE PREVIOUS SECTION ARE PROHIBITED IN THE CITY. SUCH SIGNS INCLUDE, BUT ARE NOT LIMITED TO:

- BEACONS;
- PENNANTS;
- STRINGS OF LIGHTS NOT PERMANENTLY MOUNTED TO A RIGID BACKGROUND, EXCEPT THOSE EXEMPT UNDER THE PREVIOUS SECTIONS; AND
- INFLATABLE SIGNS AND TETHERED BALLOONS.

Table 1.5A Permitted Signs By Type and District					
Sign Type	District General/ District Edge	District Center/ Live Work	District Center	Retail	Academic
<i>Freestanding</i> Residential (B) Other Incidental (C)	Z P N N	 P S S	 S S P		 P S S
<i>Building</i> Banner Building Marker (E) Canopy Identification (D) Incidental (C) Marquee (G) Projecting (G) Residential (G) Roof Roof, Integral Suspended (G) Temporary (H) Wall Window	 N P N P N N N P N N N S N N	 S P S P P N S N N S S S S S	 S P S P P S S N N S S S S S		 S P N P P S S N N S S S S S
<i>Miscellaneous</i> Banner(C) Flag(I) Portable	 N P P	 S P P	 S P P		 S P P

P=ALLOWED WITHOUT SIGN PERMIT
S=ALLOWED BY THE DESIGN REVIEW BOARD
N=NOT ALLOWED

- A.

THIS COLUMN DOES NOT REPRESENT A CONTEXT ZONE. IT APPLIES TO INSTITUTIONAL USES PERMITTED UNDER THE ZONING ORDINANCE DISTRICTS. SUCH USES MAY INCLUDE, BUT ARE NOT NECESSARILY LIMITED TO, CHURCHES, SCHOOLS, FUNERAL HOMES, AND CEMETERIES.
- B.

NO COMMERCIAL MESSAGE ALLOWED ON SIGN, EXCEPT FOR A COMMERCIAL MESSAGE DRAWING ATTENTION TO THE ACTIVITY LEGALLY OFFERED ON THE PREMISES.
- C.

NO COMMERCIAL MESSAGE OF ANY KIND ALLOWED ON SIGN IF SUCH MESSAGE IS LEGIBLE FROM ANY LOCATION OFF THE ZONE LOT ON WHICH THE SIGN IS LOCATED.
- D.

ONLY ADDRESS AND NAME OF OCCUPANT ALLOWED ON SIGN.
- E.

MAY INCLUDE ONLY BUILDING NAME, DATE OF CONSTRUCTION, OR HISTORICAL DATA ON HISTORIC SITE; MUST BE CUT OR ETCHED INTO MASONRY, BRONZE, OR SIMILAR MATERIAL.
- F.

NO COMMERCIAL MESSAGE OF ANY KIND ALLOWED ON SIGN.
- G.

IF SUCH A SIGN IS SUSPENDED OR PROJECTS ABOVE A PUBLIC RIGHT-OF-WAY, THE ISSUANCE AND CONTINUATION OF A SIGN PERMIT SHALL BE CONDITIONED ON THE SIGN OWNER OBTAINING AND MAINTAINING IN FORCE LIABILITY INSURANCE FOR SUCH A SIGN IN SUCH FORM AND SUCH AMOUNT AS THE UNIVERSITY MAY REASONABLY FROM TIME TO TIME DETERMINE, PROVIDED THAT THE AMOUNT OF SUCH LIABILITY INSURANCE SHALL BE AT LEAST \$500,000 PER SIGN.
- H.

THE CONDITIONS OF TEMPORARY SIGN PERMITS (PRIVATE PROPERTY) OF THIS GUIDELINE APPLY.
- I.

FLAGS OF THE UNITED STATES, THE STATE, THE CITY, FOREIGN NATIONS HAVING DIPLOMATIC RELATIONS WITH THE UNITED STATES, AND ANY OTHER FLAG ADOPTED OR SANCTIONED BY THE DESIGN REVIEW BOARD, PROVIDED THAT SUCH A FLAG SHALL NOT EXCEED 60 SQUARE FEET IN AREA AND SHALL NOT FLOWN FROM A POLE THE TOP OF WHICH IS MORE THAN 40 FEET IN HEIGHT. THESE FLAGS MUST BE FLOWN IN ACCORDANCE WITH PROTOCOL ESTABLISHED BY THE CONGRESS OF THE UNITED STATES FOR THE STARS AND STRIPES. ANY FLAG NOT MEETING ANY ONE OR MORE OF THESE CONDITIONS SHALL BE CONSIDERED A BANNER SIGN AND SHALL BE SUBJECT TO REGULATION AS SUCH.
- J.

PERMITTED ON THE SAME TERMS AS A TEMPORARY SIGN, IN ACCORDANCE WITH TEMPORARY SIGN PERMITS (PRIVATE PROPERTY), EXCEPT THAT IT MAY BE FREESTANDING.

Table 1.5B Permitted Signs by Type and District					
	District General/ District Edge	District Center/ Live Work	District Center	Retail	Academic
The maximum total area of all signs on a zone lot except incidental, building marker, and identification signs, and flags (A) shall not exceed the lesser of the following:					
Maximum number of total square feet	N/A	N/A	N/A	N/A	N/A
Percentage of ground floor area of principal building	N/A	N/A	N/A	N/A	N/A
Square feet of signage per linear foot of street frontage	N/A	N/A	N/A	N/A	N/A

Flags of the United States, the state, the city, foreign nations having diplomatic relations with the United States, and any other flag adopted or sanctioned by the design review board, provided that such a flag shall not exceed 30 square feet in area and shall not be flown from a pole the top of which is more than 40 feet in height, nor be higher than the building it serves. These flags must be flown in accordance with protocol established by the Congress of the United States for the stars and stripes. Any flag not meeting any one or more of these conditions shall be considered a banner sign and shall be subject to regulation as such.

Table 1.5C Number, Dimensions, and Location of Individual Signs by District Context Zone					
Sign Type	District General/ District Edge	District Center/ Live Work	District Center	Retail	Academic
Individual signs shall not exceed the applicable maximum number dimensions or setback shown on this table and on Table 1.5D.					
<i>Freestanding</i> Area (sq. ft.)	4	12	40	50	6
Height	5	5	12	24 (B)	5
Setback (sq. ft.) (C)	2	2	5 (A)	5 (B)	N/A
Number permitted per zone lot	1	N/A	N/A	N/A	2
per foot of street frontage (D)	N/A	1 per 100	1 per 100	1 per 200	N/A
<i>Building</i> Area (max. sq. ft.)	1:5	1:5	N/A	N/A	N/A
Wall area (percent) (E)	N/A	N/A	10%	15%	N/A

- A. Maximum sign height is 12 feet, and minimum setback is five feet; however, in no case shall the actual sign height exceed the actual sign setback from any adjacent lot that is zoned and used for residential purposes. For example, if the sign is set back seven feet from such a lot, it may be no more than seven feet high.
- B. Maximum sign height is 24 feet, and minimum setback is five feet; however in no case shall the actual sign height exceed the actual sign setback from any adjacent lot that is zoned and used for residential purposes. See example in Note B.
- C. In addition to the setback requirements on this table, signs shall be located such that there is at every street intersection a clear view between heights of three feet and 10 feet in a triangle formed by the corner and points on the curb 30 feet from the intersection or entranceway.
- D. Lots fronting on two or more streets are allowed the permitted signage for each street frontage, but signage cannot be accumulated and used on one street in excess of that allowed for lots with only one street frontage.
- E. The percentage figure here shall mean the percentage of the area of the wall of which such sign is a part or to which each such sign is most nearly parallel.

TABLES

TABLES

Table 1.5D Number and Dimensions of Certain Individual Signs by Sign Type				
Sign Type	Number Allowed	Maximum Sign Area	From Sidewalk, Private Drive, or Parking	From Public Street
No sign shall exceed any applicable maximum numbers or dimensions, or encroach on any applicable minimum clearance shown on this table.				
Freestanding Incidental/Other	See Table 1.5C	See Table 1.5C	N/A	N/A
Building Banner	N/A	N/A	8 ft.	12 ft.
Building Marker	1 per building	4 sq. ft.	N/A	N/A
Canopy	1 per building	25% of vertical surface of canopy	8 ft.	12 ft.
Identification Incidental	1 per building N/A	N/A N/A	N/A N/A	N/A N/A
Marquee	1 per building	N/A	8 ft.	12 ft.
Projecting	1 per building	40 sq. ft.	8 ft.	12 ft.
Roof	1 per principal building	N/A	N/A	N/A
Roof, Integral	2 per principal building	N/A	N/A	N/A
Suspended	1 per entrance	N/A	8 ft.	N/A
Temporary	See Section 1.14	N/A	N/A	N/A
Wall	N/A	N/A	N/A	N/A
Window	N/A	25% of all window area	N/A	N/A
Miscellaneous Banner(C)	N/A	N/A	8 ft.	12 ft.
Flag(I)	N/A	60 sq. ft.	8 ft.	12 ft.
Portable	1 where allowed (A)	20 sq. ft.	N/A	N/A

Permitted on the same terms as a temporary sign, in accordance with temporary sign permit (private property), except that it may be freestanding.

Table 1.5E Permitted Sign Characteristics by District Context Zone					
Sign Type	District General/ District Edge	District Center/ Live Work	District Center	Retail	Academic
Animated	N	N	N	N	S
Changeable Copy	N	N	N	S	S
Illumination, Internal	N	N	N	S	S
Illumination, External	N	P	S (B)	S	S
Illumination, Exposed or Neon	N	N	N	N	S

P=allowed without sign permit
S=allowed by the design review board
N=not allowed

- A. This column does not represent a zoning district. It applies to institutional uses permitted under the zoning ordinance in residential zoning districts. Such uses may include, but are not necessarily limited to, churches, schools, funeral homes, and cemeteries.
- B. No direct light or significant glare from the sign shall be cast onto any adjacent zone lot that is zoned and used for residential purposes.

