

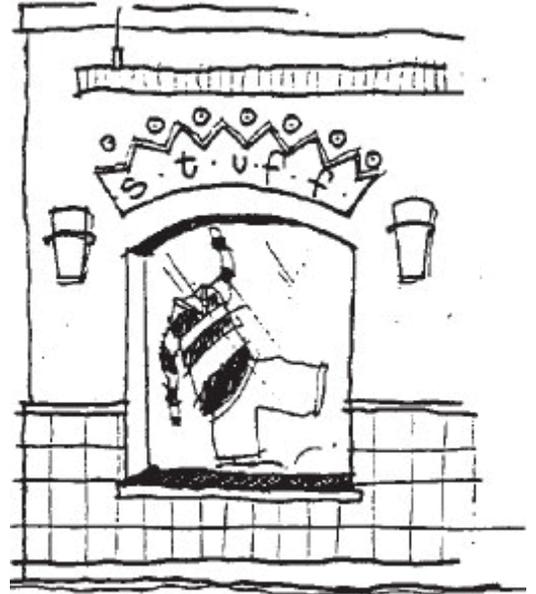
Sign Types

INTENT

To ensure that the City Center reinforces pedestrian activity and commerce and to convey an image for the City Center that is urban in nature, rather than a collection of auto-oriented uses.

GUIDELINES

1. Pole signs shall not be permitted on any street within the City Center. Generally, signs shall be affixed to building facades, but monument signs, not exceeding 8 feet in height, are allowed on Boulevards. The area around the base of such signs shall be landscaped with shrubs and seasonal color.
2. Free-standing signs shall not be permitted along the Promenade Street.
3. Roof signs shall not be permitted within the City Center.



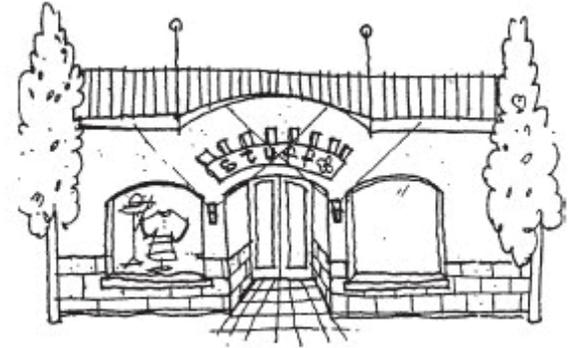
Integrating Signs with Architecture

INTENT

To ensure that sign design is considered in the design of buildings and that the design of signs fits with the building they are associated with.

GUIDELINES

1. The design of buildings and sites shall identify locations and sizes for future signs. Signs shall be in conformance with an overall sign program for the building and project that allows for signage that fits with the architectural character, proportions, and details of the development.



Creative and Artistic Elements

INTENT

To encourage businesses to employ graphic symbols, creative elements, lighting and other features to identify their products and services.

GUIDELINES

1. Signs should be expressive and individualized.
2. Signs should convey the product or service offered by the business in clear, graphic form.
3. Projecting signs, supported by ornamental brackets and oriented to pedestrians are strongly encouraged.
4. Neon may be incorporated into signs in an artful way; however, simply outlining the roof or building in neon tubing shall not be allowed.

