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Inclusion of the word 'ILLUSTRATION' in some places in the text will be replaced in later editions with pictures

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Chapter 8 Part 1 On-premise Sign Regulations General Provisions

8.1.1 Relationship to the Comprehensive Plan

The On-premises Sign Regulations implement the following Cornerstone 2020

Goals	Objectives	Elements:
Community Form Goals A3, C1, D1, E1, F4, G2, H4	Community Form Objectives A3.1, A3.4, C2.5, C4.5, D2.4, E2.4, F4.4, G4.3, H4.3	Guidelines 1, 3, 13

8.1.2 Definitions

Certain terms are defined for the purposes of this regulation. All other words and phrases shall be given their common, ordinary meaning unless the context clearly requires otherwise.

EDITOR'S NOTE: *Definitions below were moved to 1.2.2 per Ordinance 036 Series2013 [case17064] March 19, 2013*

Area of sign: Attached Sign: Awning: Canopy, Building: Canopy, Free-standing: Canopy Sign: Changeable copy sign/Reader board: Changing Image Sign: Columnar Sign: Commercial Message: Construction Sign: Directory sign: Elevation: Façade: Freestanding sign: Grade: Illegal sign Illuminated sign: Incidental sign Marquee: Marquee Sign: Master Plan Project Identification Sign Monument Style Sign: Non-conforming sign: Off-premises Sign: On premises sign: Pole/Pylon Sign: Projecting Sign: Roof sign:

Shared On-premises Sign:

NOTE: *One or more principal uses occupying the same space such as a filling station with a convenience store that may include a fast food restaurant service area would not be eligible for a shared business sign. Multiple businesses in a shopping center even if they are on the same lot would qualify for a shared business sign.*

Sign: Sign plan: Significant sign: Street frontage: Structure: Subdivision Identification Sign Temporary sign: Video display method Window

8.1.3 Signs Exempt From Regulation

The following signs shall be exempt from regulation under this Chapter 8:

- A. Signs within a ballpark, sports field or baseball diamond which are oriented toward the sports field or baseball diamond.
- B. Animating features as approved by the Planning Director (see chapter 1, part 2 for definition of animating features).
- C. Signs required by law or constructed by a duly constituted governmental body or agency thereof.
- D. Any sign integrated into or on a coin operated machine, vending machine, gasoline pump, or telephone booth.
- E. A sign carried by a person.
- F. A sign located on an operating and licensed motor vehicle.

8.1.4 Nonconforming Signs

- A. Any sign legally in existence on the effective date of any zoning regulation, which does not permit such signs may continue in existence as a matter of right. A nonconforming sign may be maintained and repaired on the same property so long as the area, height, placement of movable parts, and luminosity are not altered to make the sign less in conformance with this regulation. Development sites with a nonconforming sign(s) may not install any additional freestanding signs if an existing freestanding sign is more than twenty (20%) percent nonconforming or any additional attached signs if an existing attached sign is more than twenty (20%) percent nonconforming even if one or more would otherwise be allowed by other provisions of this chapter (Exemption: Existing nonconforming signs designated as a significant sign (see definition in Section 8.1.2) by the Sign Review Board are exempt from the restriction in the proceeding sentence). Nonconforming in this instance deals with area and height dimensions only. Non-conforming freestanding signs that meet the situation listed above shall be brought into 100% compliance before a second freestanding sign can be permitted.

NOTE: Structural components include the base and frame of the sign but do not include the sign face.

- B. At such time as any structural element of a nonconforming sign is replaced, the sign must be brought into compliance with the requirements of current regulations.

Exception: No reduction in nonconformance shall be required for the replacement of signs, awnings, canopies and marquees that were damaged by a weather event or accident (i.e. vehicular accident) unless the damage results from neglect of maintenance or other willful act of the property owner. Replacement of structural elements in this context means the disassembly and subsequent re-assembly or the substantial alteration of the pole, base, or frame. For awnings and canopies any change to the frame shall be considered as a structural change. The replacement of material covers shall not be considered a structural change.

- C. When the federal, state or local government or public utility has caused the taking of property on which any legal nonconforming on-premises sign is located (example: the widening of a public right-of-way), that nonconforming on-premises sign may be relocated to an area of the remaining property so long as no compensation has been received for the value of the nonconforming sign and the sign is not further altered to make the sign less in conformance with this regulation. The new location for the relocated sign shall be approved by the Planning Director or designee. Any property owner who intends to relocate a nonconforming on-premises sign under this provision shall present evidence to the permitting authority that no compensation for the nonconforming sign has been received from the governmental entity or public utility and that no alterations to the advertising portion of the sign will be undertaken so as to make it less in conformance with this regulation. The permitting authority, upon determining that the evidence submitted satisfies the requirements herein, shall issue a new permit for the relocation of the nonconforming sign on the property

EDITOR'S NOTE: 8.1.4.C added by Ordinance 123 Series 2014

8.1.5 Removal of Certain Nonconforming Signs

Nonconforming permanent on-premises signs that have been abandoned shall be immediately removed by the sign owner or lessee, or the property owner. There shall be a presumption that a nonconforming on-premises sign has been abandoned in the event that for a period of 360 days, the principal use, which the on-premises sign is associated ceases operation or the use of the sign is discontinued. Upon failure of the sign owner or lessee, or property owner to remove the nonconforming on-premises sign in accordance with this Section, a zoning enforcement officer may issue a written notice to the sign owner or lessee, or

property owner ordering that the on-premises sign shall be removed within thirty (30) days. The action of the zoning enforcement officer may be appealed to the Board of Zoning Adjustment in accordance with the provisions in KRS Chapter 100.

As applicable to non-conforming permanent on-premises signs in this Section, the word “remove” shall mean:

1. The sign face, along with posts, columns, or supports of freestanding signs, shall be taken down and removed from the property.
2. The sign face and supporting structures of “projecting”, “roof” or “attached” signs shall be taken down and removed from the property.
3. The sign face of “painted wall signs” shall be removed by painting over the wall sign in such a manner as to completely cover up and hide from sight the sign in question.

8.1.6 General Requirements

The following standards are applicable to development proposals within all form districts.

- A. All signs allowed hereunder shall be constructed and placed so as not to obstruct sight lines for persons using streets, pedestrian rights-of-way and driveways;
- B. No sign shall be allowed if the Planning Director in consultation with the Public Works Director finds that the sign is constructed or designed in a manner that may cause the sign to be confused with a traffic sign or other traffic control device.
- C. Off-premises/Outdoor Advertising signs are prohibited except as specifically allowed under Chapter 4, Part 3.
- D. This regulation shall be in addition to the requirements of KRS 177.830 – 177.890, the most restrictive requirement applies.
- E. Planned Development District sign standards shall be established when the Master Plan for the Planned Development District is developed and approved by the Planning Commission.
- F. Specific provisions within this regulation that are not eligible for a variance in accordance with KRS 100.111 may be waived in accordance with Chapter 11, Part 8.
- G. Preservation Districts and Local Landmarks: All new sign construction within designated Preservation Districts and for Local Landmarks shall conform to the Landmarks Commission Design Guidelines.
- H. All permanent signage shall require a permit from the appropriate building department unless stated otherwise within this chapter.
- I. The PD district master plan may supercede the regulations of this chapter.
- J. Overlay Districts: All new sign construction within designated Overlay Districts shall conform to the specific guidelines of that Overlay District.

8.1.7 (Reserved)

8.1.8 Applicability

No sign shall be placed in a manner visible from any public street, alley, right-of-way, sidewalk or other public easement except as provided herein nor shall any sign be placed in or extend over street, expressway, interstate, right-of-way, roadway, sidewalk, public or private utility or access or other easement, or alley except as provided herein and with the approval of the Director of the Department of Public Works for encroachment within the right-of-way of public streets.

8.1.9 Prohibited Signs

- A. Roof signs are prohibited.
- B. The use of pennants, streamers and balloons (except for fully inflated balloons that are 18 inches or less in size) as signs shall be prohibited (see definition of “sign”).

Chapter 8 Part 2 Sign Illumination and Movement

8.2.1 Sign Illumination and Movement

- A. Illuminated or non-illuminated on-premises signs are allowed for all non-residential uses (unless specifically authorized), subject to the applicable restrictions set forth within this chapter and the following. Internally illuminated business signs within the Neighborhood, Traditional Neighborhood and Village Form Districts, and within transition zones adjacent to the aforementioned form districts where signs are visible from these form districts shall have opaque backgrounds with translucent letters, symbols and logos. Reader Boards/Changeable Copy Signs, Temporary On-premises Signs are exempt from the previous restriction. Opaque means that the material must not transmit light from an internal illumination source. Outdoor exterior illuminated on-premises signs shall be lighted in accordance with Chapter 4, Part 1, Lighting. Sign lighting shall be subject to the light trespass standards as outlined under Chapter 4, Part 1, Lighting. Incidental signage may be illuminated in accordance with the above listed standards unless specifically stated otherwise within the incidental signage standards.
- B. No sign shall be allowed to be illuminated except as expressly provided herein. Signs which are otherwise allowed to be illuminated are not allowed if the Director shall find that the lighting causes glare or otherwise interferes with the vision of persons operating motor vehicles. All illuminated signs shall be non-flashing and shall be constant in intensity and color with the exception of changing image signs as restricted by paragraph D below are allowed for all non-residentially used property.
- C. Awnings and canopies constructed of translucent materials that are internally illuminated, with the exception of fully shielded lighting fixtures directed down onto non-illuminated ground and/or sidewalk shall be considered attached signs and shall be included as part of the total allowable signage on any one facade of a building as listed in Section 8.3.1. Signs located on an opaque awning or canopy shall be included as part of the total allowable signage area permitted on any one facade of a building as listed in Section 8.3.1 of this chapter. Awning signs and canopy signs may be internally illuminated in accordance with paragraph A above. Exterior lighting is permitted in accordance with Chapter 4, Part 1, Lighting.
- D. Changing image signs (includes electronic changeable copy signs and time and temperature signs) shall conform to the following standards:
1. Number Permitted on a property: No more than one changing image sign shall be permitted on a property.
 2. All changing image signs under five (5) square feet in area with no more than one line of text shall not exceed a rate of change of once per four (4) seconds.
 3. All changing image signs over five (5) square feet in area and/or with more than one (1) line of text shall not exceed a rate of change of once per 20 seconds.
 4. Changing image signs may be included and shall be integrated within the overall design of a freestanding or attached sign. The amount of an attached or freestanding sign that may be composed of a changing image sign shall be restricted as follows:
 - a. 30% within the Neighborhood, Village and Traditional Neighborhood Form Districts
 - b. 60% within all other form districts.
 5. Changing image signs with a rate of change in excess of the restrictions set forth in numbers 2 & 3 above shall require approval from the Planning Commission or designee. The Planning Commission review shall include at a minimum the following issues:
 - a. Characteristics of the adjacent street (traffic speed, number of lanes, functional class, etc.)

- b. Proximity to another changing image sign or sign with a video display
 - c. Dimensions of the proposed signs
 - d. Number of lines of text
 - e. Proximity to residential development
 - f. Legibility of text
6. Freestanding or attached signs that include changing image signs shall not be closer than 300 feet to a residentially zoned district unless the residentially zoned property is used for a non-residential purpose (e.g. church or school) or the changing image sign is not visible to the residentially zoned property.
 7. All changing image signs (including signs with a video display method) shall come equipped with automatic dimming technology which automatically adjusts the sign's brightness based on ambient light conditions. The purpose of this auto dimming technology is to decrease the light level output from a day time level to a night time level, which is typically 0.3 footcandles above ambient light levels.
 8. Freestanding or attached signs that include changing image signs shall not be located closer than 300 feet to an Olmsted Park boundary or Olmsted Parkway right-of-way.

NOTE: See Section 4.1.3 (Lighting) for lighting standards associated with signs. Signs are subject to the light trespass standards found within Section 4.1.3.

- E. Changing image signs with a video display method shall require a conditional use permit approved by the Board of Zoning Adjustments and shall be prohibited within the neighborhood, traditional neighborhood and village form districts. See Chapter 4, Part 2 for Conditional Use Permit regulations.

NOTE: Paragraph E above is on hold until such time as Metro Council reviews and approves amendments to the LDC related to a conditional use permit for changing image signs with video displays. Currently these signs would not be permitted until such time as LDC amendments are adopted.

F. Moving Signs

Permanent on-premises signs, which revolve, rotate or move shall be permitted on non-residentially used property only and no such sign shall move faster than one cycle every ten (10) seconds. Signs, which revolve, rotate or move shall not be permitted within the Neighborhood, Traditional Neighborhood, Traditional Marketplace Corridor and Village Form Districts.

Chapter 8 Part 3 Permanent On-Premises Signs

8.3.1 Sign Calculation

A. Attached Signs

1. The maximum allowed area for all signs other than freestanding on-premises signs shall be determined by drawing straight lines encompassing the extremities of the sign within the smallest possible area.
2. A composite group of signs integrated into one framed unit or compact structure constitutes one sign.

B. Freestanding Signs

1. The maximum allowed area for freestanding on-premises signs shall be measured by drawing straight lines encompassing the extremities of the sign within the smallest possible area, provided, however, that the area of a freestanding sign shall not include the structural framework (e.g. poles, supports, columns or other structures) which is solely for support and as long as the structural framework is clearly incidental to the display itself and does not contain any advertising. The area of a freestanding sign shall not include the space between the business identification portion of a freestanding business sign and the reader board/changeable copy portion.
2. A back-to-back or V-shaped sign constitutes one sign if it has a common set of supports. If the interior angle between the two sign faces is less than 120 degrees, the sign area is of one sign face only. If the angle between the two sign faces is greater than or equal to 120 degrees, the sign area is the sum of the areas of the two sign faces.
3. No sign shall have more than four faces. Signs with more than two sign faces shall be calculated for compliance with this section in the following manner. The maximum allowable size of each sign face shall be calculated by taking the maximum allowable square footage for a two-sided freestanding sign (from Table 8.3.2 and Table 8.3.2) and dividing it by the total number of sign faces.

8.3.2 Permanent Signs for Residential Uses

All permanent on-premises residential signs shall conform to the standards listed in Table 8.3.1. For multi-family residential developments and single-family residential subdivisions a signature entrance may be provided in lieu of the signs permitted in Table 8.3.1. A signature entrance is allowed as permitted in Section 4.4.3 at each entrance to the residential subdivision or multi-family residential development. The signature entrance may include one 15 square foot sign face for each wall or fence (no more than two signs are allowed per signature entrance).

Table 8.3.1 Permanent Signs for Residential Use

Table 8.3.1 Permanent Signs for Residential Use						
Land Use	Form District	Types of Signs Allowed	Attached Sign Size (Area) * for height	Freestanding Sign Size (Area/Ht.)	Total # Permitted**	
1 or 2 Family Residential	NA	Attached or Freestanding	1 S.F.	1 S.F./6 ft.	One (1)	
Subdivision Identification Sign	NA	Freestanding	NA	15 S.F./6 ft.	One (1) per dedicated subdivision entrance	
Fraternities and Sororities	NA	Either Attached or Freestanding	6 S.F	6 S.F./6 ft.	One (1)	
3 or more Family Residential	Neighborhood, Traditional Neighborhood, Town Center	Either Attached or Freestanding (Downtown Form prohibits freestanding signs and Traditional Neighborhood Form requires at least 120 feet of street frontage in order to allow a freestanding sign)	Street Class		Size (Area/Ht. *)	One (1) per street
			Local		12 S.F./6 ft.	
			Collector		24 S.F./6 ft.	
			Arterial, 4 lanes or less		48 S.F./10 ft.	
			Arterial, more than 4 lanes		48 S.F./10 ft.	
<p>*Attached signs shall not extend above the roof line or highest point of a parapet wall of the building on which they are attached.</p> <p>**The total number permitted means the total number of all types of signs permitted on a property.</p>						

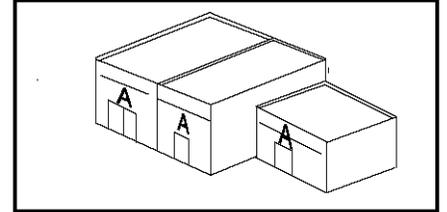
8.3.3 Permanent On-premises Signs for Non-residential Uses

A. Attached, Awning, Canopy and Marquee Signs

- There shall be no more than a total of three (3) of any of the following types of permanent on-premises signs; attached, or awning, or canopy, or marquee signs on any one facade of a building, subject to the total maximum sign area requirement set forth below, except that multiple use buildings may have one sign for each business. First floor awning, canopy and marquee signs are excluded from the number of awning, attached, canopy or marquee signs permitted on any one facade of a building, subject to the total maximum sign area requirement set forth below in Table 8.3.2; attached signs, canopy signs, marquee signs and awning signs are permitted for all non-residential zoning uses unless otherwise regulated within the form district regulations.

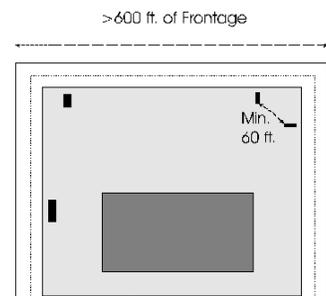
EXCEPTION: Buildings within the Downtown Form District are not restricted by the number of attached sign limit(s) listed above, however these buildings are subject to the overall attached sign allowance as listed in Table 8.3.2.

2. The total area encompassed by all attached signs on any one facade of the building shall not exceed the limits established in Table 8.3.2, below. The area of the building façade shall be measured as specified in paragraph 3 below.
3. The area of a façade of a building is determined by adding the square footage of surface area of each section of wall visible from a given perspective. For buildings with more than one wall along one façade (for example, rooms jutting out from the main building or a building where each floor is set back from the floor below), all of the walls are included in the total area. The total area does not include any roof area
4. An attached sign mounted parallel to the exterior walls of a building may project up to eighteen (18) inches from the surface to which it is mounted. An attached sign constructed flat on the face of such building may extend into the right-of-way no further than eighteen (18) inches from the surface of such building without the approval of the Director of the Department of Public Works. An attached sign mounted to a slanted (inclined) exterior surface may be mounted in the vertical upright position as long as the sign does not project beyond eighteen (18) inches at the point of attachment. No attached on-premises sign shall be mounted on any roof.
5. Traditional Marketplace Corridor Form Districts: Multiple tenant buildings shall be permitted either an attached sign or a projecting sign for each tenant.
6. Projecting Signs or Projecting Banner Signs: Buildings on lots which contain no permanent freestanding on- premises sign (other than incidental signs) may not have more than one sign which projects perpendicularly from the facade (but not the roof) of the building providing that the sign does not exceed thirty-two (32) square feet in area, does not extend below nine (9) feet above the ground or sidewalk, or more than eight (8) feet from the facade of the building, or closer than two (2) feet to the abutting roadway. EXCEPTION: projecting banner signs may have a total supported projection of 25", and a maximum allowable area of signage not to exceed 24 square feet in total area of each side of the projecting banner sign. The area of the projecting sign or projecting banner sign shall be part of the total allowable signage allowed on any one facade of the building as listed in Table 8.3.2. Multiple use buildings may have one projecting sign or projecting banner sign for each business, subject to the total maximum sign area permitted in Table 8.3.2. EXCEPTION: Buildings within the Downtown Form District are not restricted by the number of projecting sign limit(s) or the 32 square foot limit listed above, however these buildings are subject to the overall attached sign allowance as listed in Table 8.3.2.



- B. Freestanding On-premises Signs: In addition to the attached signs allowed above, illuminated or non-illuminated freestanding business signs are allowed subject to the following restrictions:
1. Freestanding on-premises signs are allowed for all non-residential uses unless otherwise restricted within the applicable form district sign restrictions.
 2. No freestanding sign shall be located in or project over or into the right-of-way or into any adjoining property.
 3. A lot fronting only on one street shall have no more than one freestanding sign unless the street frontage exceeds 600 feet, then a second freestanding sign is allowed. The sum of the areas of the two freestanding signs combined shall not exceed the total maximum area allowed for one freestanding sign.

4. A lot fronting on two or more public streets shall be allowed to have one freestanding sign for each street frontage. If one street frontage exceeds 600 feet then a third sign shall be permitted in accordance with paragraph B3 above. If the site contains more than one street frontage with more than 600 feet of length, then only one of the street frontages shall be permitted to have a second sign in accordance with paragraph B3 above.
5. An off-premises/outdoor advertising sign shall not be counted in determining compliance with items 3 and 4 above.
6. No lot frontage shall have a freestanding sign unless the building situated on that lot is set back at least fifteen (15) feet from the street right-of-way line. Corner lots may have a freestanding sign for the frontage on which the building is setback at least fifteen (15) feet from the street right-of-way line.
7. There shall be no minimum setback for a freestanding business sign as long as the sign meets the restrictions listed under Section 8.1.6A. Freestanding business signs shall be permitted in required form district setbacks/yards.
8. Where more than one (1) freestanding sign is proposed for installation on a development site with multiple frontages, a minimum of sixty (60) linear feet shall separate each freestanding sign.
9. Freestanding on-premises signs for lots adjacent to Scenic Corridors, Olmsted Parkways and Parkways and for lots within the Traditional Marketplace Corridor, Neighborhood, Traditional Neighborhood, Campus and Village Form Districts shall meet one of the following design standards:
 - a. The sign shall be a monument style sign; or
 - b. The sign shall be a columnar sign; or
 - c. In locations where the permit issuer identifies a potential sight distance problem and when the Director of Works determines that the design standards a or b above would negatively affect sight distance necessary for pedestrian and vehicular traffic accessing the site or using adjacent intersections, another sign style may be approved by the Planning Director.
10. Form District Specific Freestanding Sign Restrictions:
 - a. Suburban Workplace Form Districts:
 - i. One freestanding master plan project identification sign shall be permitted adjacent to the primary entrance to developments having more than five lots and having an access point from an arterial level street. This sign shall not be counted towards the number of allowed freestanding business signs on a lot. The sign shall not exceed 150 square feet in area and 24 feet in height.



- b. Campus Form Districts:
 - i. In multiple lot developments the base, side and frame of freestanding signs shall be uniform in design, materials and color.
 - ii. One freestanding master plan project identification sign shall be permitted adjacent to the primary entrance to developments having more than five lots and having an access point from an arterial level street. This sign shall not be counted towards the number of allowed freestanding business signs on a lot. The sign shall not exceed 100 square feet in area and 18 feet in height.
- c. Downtown Form District:
 - i. Freestanding signs shall be limited to small freestanding on-premises signs, directory signs (as permitted below) and incidental signs. Freestanding signs shall only be permitted within the storefront zone (see Section 5.8.1) of the sidewalk, subject to the licensing requirements established by the Director of Works, or a directory sign that is part of a public plaza, public park or other public open space designed in conjunction with the structure(s). A directory sign shall not exceed 30 square feet in area for each sign face and six feet in height.
- d. The maximum area and height of freestanding signs for non-residential uses are listed in Table 8.3.2. Freestanding sign restrictions for street frontages adjacent to designated parkways is listed in Table 8.3.3.

Table 8.3.2 Neighborhood

Table 8.3.2														
Form District	Land Use	Types of Signs Allowed	Attached Signs				Freestanding Signs							
			Façade Area	# per façade*	Sign Area	Mounting Height	Street Class	# per street**	Area/Height					
									1 Tenant	2-3 Tenants	4> Tenants			
Neighborhood (N)	Institutional	Attached and Freestanding	NA	One (1)	5% of façade area not to exceed 150 S.F.	Below roof line or uppermost portion of parapet wall	Local	One (1)	40/6	60/8	80/10			
	Office, Commercial and Industrial		<500 S.F.	Three (3)	20% of façade				Collector	60/8	80/10	100/12		
			500 – 999 S.F.		100 S.F. Plus 15% of façade area over 500 S.F.					Arterial, 4 lanes or less	80/10	100/12	120/14	
			1,000 – 3,499 S.F.		175 S.F. Plus 5% of façade area over 1,000 S.F.						Arterial, more than 4 lanes	80/12	100/14	120/16
			3,500 S.F. or greater		300 S.F.									

*See Section 8.3.3 paragraph A.1 for discussion of number of attached signs for multi-tenant buildings.
 **See Section 8.3.3 paragraphs B.3 & 4 for multiple freestanding sign allowances.
 Lanes refer to driving lanes, which include center turn lanes and medians; de-acceleration lanes are not included.

Table 8.3.2 Traditional Neighborhood

Table 8.3.2											
Form District	Land Use	Types of Signs Allowed	Attached Signs				Freestanding Signs				
			Façade Area	# per façade*	Sign Area	Mounting Height	Street Class	# per street**	Area/Height		
									1 Tenant	2-3 Tenants	4> Tenants
Traditional Neighborhood (TN)***	Institutional	<i>Attached and Freestanding (Traditional Neighborhood requires 120 feet of street frontage in order to have a freestanding sign)</i>	NA	One (1)	5% of façade area not to exceed 60 S.F. total	Below roof line or uppermost portion of parapet wall	Local	One (1)	24/4	48/6	64/8
	Office, Commercial and Industrial			Three (3)	20% of façade area not to exceed 60 S.F. total		Collector		32/6	56/8	72/10
				Arterial, 4 lanes or less	48/6		72/8		88/10		
				Arterial, more than 4 lanes	48/8		72/10		88/12		

*See Section 8.3.3 paragraph A.1 for discussion of number of attached signs for multi-tenant buildings.

**See Section 8.3.3 paragraphs B.3 & 4 for multiple freestanding sign allowances.

*** See TNZD Plan Report in Chapter 2 for additional signage requirements for properties located in a (TNZD) Traditional Neighborhood Zoning District.

Lanes refer to driving lanes, which include center turn lanes and medians; de-acceleration lanes are not included.

Table 8.3.2 Village

Table 8.3.2													
Form District	Land Use	Types of Signs Allowed	Attached Signs				Freestanding Signs						
			Façade Area	# per façade*	Sign Area	Mounting Height	Street Class	# per street**	Area/Height				
									1 Tenant	2-3 Tenants	4> Tenants		
Village (V or VC)	Institutional	Attached and Freestanding	NA	One (1)	5% of façade area not to exceed 60 S.F. total	Below roof line or uppermost portion of parapet wall	Local	One (1)	24/4	48/6	64/8		
	Office, Commercial and Industrial		<500 S.F.	Three (3)	20% of facade		Collector		32/6	56/8	72/10		
			500 – 999 S.F.		100 S.F. Plus 15% of façade area over 500 S.F.				Arterial, 4 lanes or less	48/6	72/8	88/10	
			1,000 – 3,499 S.F.		175 S.F. Plus 5% of façade area over 1,000 S.F.					Arterial, more than 4 lanes	48/8	72/10	88/12
			3,500 S.F. or greater		300 S.F.								

*See Section 8.3.3 paragraph A.1 for discussion of number of attached signs for multi-tenant buildings.

**See Section 8.3.3 paragraphs B.3 & 4 for multiple freestanding sign allowances.

Lanes refer to driving lanes, which include center turn lanes and medians; de-acceleration lanes are not included.

Table 8.3.2 Suburban Marketplace Corridor

Table 8.3.2												
Form District	Land Use	Types of Signs Allowed	Attached Signs				Freestanding Signs					
			Façade Area	# per façade*	Sign Area	Mounting Height	Street Class	# per street**	Area/Height			
									1 Tenant	2-3 Tenants	4> Tenants	
Suburban Marketplace Corridor (SMC)	Institutional, Office, Commercial and Industrial	Attached and Freestanding	<500 S.F.	Three (3)	20% of façade	Below roof line or uppermost portion of parapet wall	Local	One (1)	60/12	80/14	100/16	
			500 – 999 S.F.		100 S.F. Plus 15% of façade area over 500 S.F.							
			1,000 – 3,499 S.F.		175 S.F. Plus 5% of façade area over 1,000 S.F.							
			3,500 – 4,999 S.F.		300 S.F.							Arterial, 4 lanes or less
			5,000 S.F. or greater		500 S.F.							Arterial, more than 4 lanes

*See Section 8.3.3 paragraph A.1 for discussion of number of attached signs for multi-tenant buildings.

**See Section 8.3.3 paragraphs B.3 & 4 for multiple freestanding sign allowances.

Lanes refer to driving lanes, which include center turn lanes and medians; de-acceleration lanes are not included.

Table 8.3.2 Traditional Marketplace Corridor

Table 8.3.2											
Form District	Land Use	Types of Signs Allowed	Attached Signs				Freestanding Signs				
			Façade Area	# per façade*	Sign Area	Mounting Height	Street Class	# per street**	Area/Height		
									1 Tenant	2-3 Tenants	4> Tenants
Traditional Marketplace Corridor (TMC)	Institutional, Office, Commercial and Industrial	Attached and Freestanding	<500 S.F.	Three (3)	20% of façade	Below roof line or uppermost portion of parapet wall	Local	One (1)	32/6	60/6	72/10
			500 – 999 S.F.		100 S.F. Plus 15% of façade area over 500 S.F.						
			1,000 – 3,499 S.F.		175 S.F. Plus 5% of façade area over 1,000 S.F.						
			3,500 S.F. or greater		300 S.F.						
						Arterial, 4 lanes or less		48/6	64/6	72/10	
						Arterial, more than 4 lanes		64/8	72/10	88/12	

*See Section 8.3.3 paragraph A.1 for discussion of number of attached signs for multi-tenant buildings.

**See Section 8.3.3 paragraphs B.3 & 4 for multiple freestanding sign allowances.

Lanes refer to driving lanes, which include center turn lanes and medians; de-acceleration lanes are not included.

Table 8.3.2 Suburban Workplace

Table 8.3.2															
Form District	Land Use	Types of Signs Allowed	Attached Signs				Freestanding Signs								
			Façade Area	# per façade*	Sign Area	Mounting Height	Street Class	# per street**	Area/Height						
									1 Tenant	2-3 Tenants	4> Tenants				
Suburban Workplace (SW)	Institutional, Office, Commercial and Industrial	Attached and Freestanding	<500 S.F.	Three (3)	20% of façade	Below roof line or uppermost portion of parapet wall	Local	One (1)	60/12	80/14	100/16				
			500 – 999 S.F.		100 S.F. Plus 15% of façade area over 500 S.F.										
			1,000 – 3,499 S.F.		175 S.F. Plus 5% of façade area over 1,000 S.F.							Collector	80/18	100/20	120/22
			3,500 – 4,999 S.F.		300 S.F.							Arterial, 4 lanes or less	100/22	120/24	140/26
			5,000 S.F. or greater		10% of façade not to exceed 750 S.F.							Arterial, more than 4 lanes	100/24	120/26	140/28
<p>*See Section 8.3.3 paragraph A.1 for discussion of number of attached signs for multi-tenant buildings.</p> <p>**See Section 8.3.3 paragraphs B.3 & 4 for multiple freestanding sign allowances.</p> <p>Lanes refer to driving lanes, which include center turn lanes and medians; de-acceleration lanes are not included.</p>															

Table 8.3.2 Traditional Workplace

Table 8.3.2															
Form District	Land Use	Types of Signs Allowed	Attached Signs				Freestanding Signs								
			Façade Area	# per façade*	Sign Area	Mounting Height	Street Class	# per street**	Area/Height						
									1 Tenant	2-3 Tenants	4> Tenants				
Traditional Workplace (TW)	Institutional, Office, Commercial and Industrial	Attached and Freestanding	<500 S.F.	Three (3)	20% of façade	Below roof line or uppermost portion of parapet wall	Local	One (1)	40/10	60/12	80/14				
			500 – 999 S.F.		100 S.F. Plus 15% of façade area over 500 S.F.										
			1,000 – 3,499 S.F.		175 S.F. Plus 5% of façade area over 1,000 S.F.							Collector	60/14	80/16	100/18
			3,500 – 4,999 S.F.		300 S.F.							Arterial, 4 lanes or less	80/18	100/20	120/22
			5,000 S.F. or greater		10% of façade not to exceed 750 S.F.							Arterial, more than 4 lanes	80/22	100/24	120/26
<p>*See Section 8.3.3 paragraph A.1 for discussion of number of attached signs for multi-tenant buildings.</p> <p>**See Section 8.3.3 paragraphs B.3 & 4 for multiple freestanding sign allowances.</p> <p>Lanes refer to driving lanes, which include center turn lanes and medians; de-acceleration lanes are not included.</p>															

Table 8.3.2 Campus

Table 8.3.2															
Form District	Land Use	Types of Signs Allowed	Attached Signs				Freestanding Signs								
			Façade Area	# per façade*	Sign Area	Mounting Height	Street Class	# per street**	Area/Height						
									1 Tenant	2-3 Tenants	4> Tenants				
Campus (C)	Institutional, Office, Commercial and Industrial	Attached and Freestanding	<500 S.F.	Three (3)	20% of façade	Below roof line or uppermost portion of parapet wall	Local	One (1)	40/6	60/8	80/10				
			500 – 999 S.F.		100 S.F. Plus 15% of façade area over 500 S.F.										
			1,000 – 3,499 S.F.		175 S.F. Plus 5% of façade area over 1,000 S.F.							Collector	60/8	80/10	100/12
			3,500 – 6,999 S.F.		300 S.F.							Arterial, 4 lanes or less	80/10	100/12	120/14
			7,000 S.F. or greater		5% of façade area not to exceed 500 S.F.							Arterial, more than 4 lanes	80/12	100/14	120/16

*See Section 8.3.3 paragraph A.1 for discussion of number of attached signs for multi-tenant buildings.

**See Section 8.3.3 paragraphs B.3 & 4 for multiple freestanding sign allowances.

Lanes refer to driving lanes, which include center turn lanes and medians; de-acceleration lanes are not included.

Table 8.3.2 Downtown

Table 8.3.2											
Form District	Land Use	Types of Signs Allowed	Attached Signs				Freestanding Signs				
			Façade Area	# per façade*	Sign Area	Mounting Height	Street Class	# per street**	Area/Height		
									1 Tenant	2-3 Tenants	4> Tenants
Downtown (DT)	Institutional, Office, Commercial and Industrial	Attached only	<500 S.F.	Three (3)	20% of facade	Below roof line or uppermost portion of parapet wall					Not Applicable
			500 – 999 S.F.		100 S.F. Plus 15% of façade area over 500 S.F.						
			1,000 – 3,499 S.F.		175 S.F. Plus 5% of façade area over 1,000 S.F.						
			3,500 – 4,999 S.F. ***		300 S.F.						
			5,000 – 9,999 S.F. ***		500 S.F.						
			10,000 S.F. or greater		750 S.F.						

*See Section 8.3.3 paragraph A.1 for discussion of number of attached signs for multi-tenant buildings.

**See Section 8.3.3 paragraphs B.3 & 4 for multiple freestanding sign allowances.

*** Building facades located in the South Fourth Street Retail District that are equal to 3,500 square feet or greater may have a sign area of up to 750 square feet.

Lanes refer to driving lanes, which include center turn lanes and medians; de-acceleration lanes are not included.

Table 8.3.2 Town Center

Table 8.3.2												
Form District	Land Use	Types of Signs Allowed	Attached Signs				Freestanding Signs					
			Façade Area	# per façade*	Sign Area	Mounting Height	Street Class	# per street**	Area/Height			
									1 Tenant	2-3 Tenants	4> Tenants	
Town Center (TC)	Institutional, Office, Commercial and Industrial	Attached and Freestanding	<500 S.F.	Three (3)	20% of facade	Below roof line or uppermost portion of parapet wall	Local	One (1)	40/6	60/8	80/10	
			500 – 999 S.F.		100 S.F. Plus 15% of façade area over 500 S.F.							
			1,000 – 3,499 S.F.		175 S.F. Plus 5% of façade area over 1,000 S.F.							
			3,500 – 4,999 S.F.		300 S.F.							Arterial, 4 lanes or less
			5,000 S.F. or greater		500 S.F.							Arterial, more than 4 lanes

*See Section 8.3.3 paragraph A.1 for discussion of number of attached signs for multi-tenant buildings.

**See Section 8.3.3 paragraphs B.3 & 4 for multiple freestanding sign allowances.

Lanes refer to driving lanes, which include center turn lanes and medians; de-acceleration lanes are not included.

Table 8.3.2 Regional Center

Table 8.3.2												
Form District	Land Use	Types of Signs Allowed	Attached Signs				Freestanding Signs					
			Façade Area	# per façade*	Sign Area	Mounting Height	Street Class	# per street**	Area/Height			
									1 Tenant	2-3 Tenants	4> Tenants	
Regional Center (RC)	Institutional, Office, Commercial and Industrial	Attached and Freestanding	<500 S.F.	Three (3)	20% of facade	Below roof line or uppermost portion of parapet wall	Local	One (1)	60/12	80/14	100/16	
			500 – 999 S.F.		100 S.F. Plus 15% of façade area over 500 S.F.				Collector	80/18	100/20	120/22
			1,000 – 3,499 S.F.		175 S.F. Plus 5% of façade area over 1,000 S.F.				Arterial, 4 lanes or less	100/22	120/24	140/26
			3,500 – 4,999 S.F.		300 S.F.				Arterial, more than 4 lanes	100/24	120/26	140/28
			5,000 – 9,999 S.F.		500 S.F.							
			10,000 S.F. or greater		750 S.F.							

*See Section 8.3.3 paragraph A.1 for discussion of number of attached signs for multi-tenant buildings.

**See Section 8.3.3 paragraphs B.3 & 4 for multiple freestanding sign allowances.

Lanes refer to driving lanes, which include center turn lanes and medians; de-acceleration lanes are not included.

Table 8.3.3 Freestanding Signs on Designated Parkways		
Land Use	Street Frontage	Area (S.F.)/Height (ft.)
Institutional, Office, Commercial and Industrial	<450 ft.	60/6
	450 ft. – 599 ft.	72/9
	>600 ft.	81/12
Multi-Family Residential	NA	6/6

See Appendix 10C for the listing of designated parkways and scenic corridors. Also, see Section 8.3.3 paragraph B.9 for signage style requirements for parkways and scenic corridors. When the Form District Regulations are more restrictive then they shall supersede the requirements of Table 8.3.3.

- C. Incidental Signs: These signs are allowed as defined in the 'incidental sign' definition listed in Section 8.1.2. Two single faced "Menu Board" type signs are allowed for a "drive through" facility and shall not be counted toward the number of freestanding on-premises signs allowed, provided such sign is no larger than forty (40) square feet. Freestanding incidental signs shall be permitted within form district setbacks/yards.
- D. Shared On-premises Signs shall not be considered off-premises/outdoor advertising signs by this regulation.

NOTE: *One or more principal uses occupying the same space such as a filling station with a convenience store that may include a fast food restaurant service area would not be eligible for a shared business sign. Multiple businesses in a shopping center even if they are on the same lot would qualify for a shared business sign.*

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Chapter 8 Part.4 Sign Review Board and Exceptional Signage

8.4.1 Sign Review Board

- A. Authority of the Sign Review Board - The Sign Review Board (SRB) is a joint subcommittee of the Louisville Metro Planning Commission (PC) and the Louisville Metro Board of Zoning Adjustments (BOZA). The Sign Review Board conducts the public hearing/meeting process for all exceptional signage reviews (variance, waiver and special sign authorizations). The SRB reviews exceptional sign requests and makes a recommendation to BOZA or Planning Commission depending on the type of exceptional sign review. The SRB reviews exceptional signage requests against the general variance and waiver guidelines spelled out in the LDC and in KRS 100. The SRB also reviews requests against specific exceptional sign design guidelines which are used to further clarify the general review criteria outlined for variances and waivers. The SRB also reviews requests for the designation of 'significant signs'. The SRB will review a request for 'significant sign' designation and will make a recommendation to BOZA.
- B. Sign Review Board (SRB) Membership - The SRB shall be composed of the following types of individuals:
1. One PC or BOZA member
 2. One planning or permitting office staff member
 3. Two sign industry professionals
 4. Two community representatives
 5. One non-sign industry design professional (e.g. architect, landscape architect, engineer, etc.)
- C. Exceptional Signage Review - Exceptional signage reviews are proposals that do not meet the current requirements of the sign regulations or those cases where a certain sign design is not an authorized type of sign. This review cannot authorize sign types or design elements that are prohibited by the sign regulations. The following three types of exceptional signage reviews exist:
1. Variance Level Reviews - These are reviews for proposed exceptional signage that does not meet a dimensional standard eligible for a variance in accordance with KRS 100 (e.g. Sign area, sign height, sign setback, etc.).
 2. Waiver Level Reviews - These are reviews for proposed exceptional signage that does not meet a design standard established by the sign regulations (e.g. Sign style, LED timing restriction, opaque backgrounds, etc.).
 3. Sign Authorization - These are reviews for proposed exceptional signage that do not meet definitions for sign types authorized by the sign regulations (e.g. angular attached signs, attached signs projecting further than 18 inches, projecting signs that project less than 18 inches from a facade, etc.).
- D. Exceptional Signage Review Process - Exceptional signage reviews shall be conducted as follows:
1. Variance level reviews shall conduct a public hearing and shall provide notice in accordance with chapter 11 of the LDC and KRS 100. The SRB shall conduct the public hearing and shall provide a recommendation to BOZA or PC (in conjunction with a zoning change request). The SRB shall review the request in accordance with the criteria listed in chapter 11 of the LDC and in KRS 100. The Exceptional Sign Review Design Guidelines listed in Appendix 8B of the LDC shall be used to further clarify the standard criteria by providing guidelines more closely related to signs.
 2. Waiver level reviews shall conduct a public meeting and shall provide notice in accordance with chapter 11, part 8 of the LDC. The SRB shall conduct the public meeting and shall provide a recommendation to PC or BOZA (in conjunction with a variance or conditional use permit request). The SRB shall review the request in accordance with the criteria listed in chapter 11, part 8 of the LDC. The

Sign Review Board and Exceptional Signage

Exceptional Sign Review Design Guidelines listed in Appendix 8B shall be used to further clarify the standard criteria by providing guidelines more closely related to signs.

3. Sign authorization reviews shall conduct a public meeting and shall provide notice in accordance with chapter 11, part 8 of the LDC. The SRB shall conduct the public meeting and shall provide a recommendation to BOZA or PC (in conjunction with a zoning change request). The SRB shall review the request in accordance to the Exceptional Sign Review Design Guidelines listed in Appendix 8B of the LDC.

E. Appeals:

1. Appeals from the action of the Planning Commission or Board of Zoning Adjustment pertaining to recommendations of the Sign Review Board shall be taken to the Circuit Court in accordance with the provisions of KRS Chapter 100.

Appendix 8A LMCO Chapter 155 (Signs)

Appendix 8A - LMCO Chapter 155 (Signs)

Louisville Metro Code of Ordinances Chapter 155 (Signs) can be viewed at American Legal Publishing (www.amlegal.com) select library at the top of the page then select Kentucky on the interactive map. Lastly, select Louisville and Jefferson County from the list of jurisdictions.

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Appendix 8B Exceptional Sign Review Design Guidelines

Appendix 8B Design Guidelines for Exceptional Signage Reviews

The guidelines listed below clarify the general criteria provided in the LDC and in KRS

100 for variances and LDC waivers. The guidelines provide design questions and standards in order to more closely relate the general variance and waiver criteria to sign design.

Variance Reviews

- A. Will the proposed sign adversely affect the public health, safety or welfare, will it alter the essential character of the general vicinity, will it cause a hazard or a nuisance to the public, or will it allow an unreasonable circumvention of the requirements of the zoning regulations. The following design guidelines further clarify this criterion:
1. Proposals for sign area and height modifications in excess of 25% of what is permitted by chapter 8 should be carefully scrutinized to ensure compatibility with surrounding development.
 2. The proposed sign is in compliance with the underlying form district as described within Cornerstone 2020, typically the type of neighborhood, character of the area and traffic speeds should be considered in the design of a sign.
 3. The proposed sign should be visually consistent with the architecture, materials, colors and overall design of the building(s) which it identifies.
 4. Generally, all colors, except fluorescent, may be allowable depending on their relationships to architecture, the business, and the surrounding neighborhood.
 5. Signs should have an individual character and should not be designed to mimic signs on adjacent properties.
 6. Signs should be clearly readable, information should be limited.
 7. For attached signage the architectural design of the building may influence the location of the sign on the structure.
 8. Light backgrounds are discouraged on internally illuminated signs because visibility is lowered by a "wrap around" effect.
 9. Signs located within overlay districts and/or local landmarks district should be reviewed in accordance with guidelines of the applicable district.
 11. The scale of signs should be appropriate for the building on which they are placed and the area in which they are located. The size and shape of a sign should be proportionate with the scale of the structure.
 12. Because residential and commercial uses generally exist in close proximity, signs should be designed and located so that they have little or no impact on adjacent residential neighborhoods.
 13. Place wall signs to establish facade rhythm, scale and proportion where facade rhythm doesn't exist. On buildings that have a monolithic or plain facade, signs can establish or continue appropriate design rhythm, scale, and proportion.
 14. Pedestrian-oriented signs are encouraged. It is desirable and encouraged to include a pedestrian-oriented sign as one of the permitted signs for a business. Pedestrian-oriented signs are signs that are designed for and directed toward pedestrians so that they can easily and comfortably read the sign as

they stand adjacent to the business.

15. Select colors carefully. Color is one of the most important aspects of visual communication -- it can be used to catch the eye or to communicate ideas or feelings. Colors should be selected to contribute to legibility and design integrity. Even the most carefully thought out sign may be unattractive and a poor communicator because of poor color selection. Too many colors used thoughtlessly can confuse and negate the message of a sign.
 16. Use contrasting colors. Contrast is an important influence on the legibility of signs. A substantial contrast should be provided between the color and material of the background and the letters or symbols to make the sign easier to read in both day and night. Light letters on a dark background or dark letters on a light background are most legible.
 17. Limit the number of letter styles. The number of lettering styles should be limited in order to increase legibility. A general rule to follow is to limit the number of different letter types to no more than two for small signs and three for larger signs. Intricate typefaces and symbols that are difficult to read reduce the sign's ability to communicate.
 18. Significant signage. The preservation of designated signature signs may be used to justify increases in overall sign area limits as long as the integrity of the signature sign is maintained and any new signage is deemed to be compatible to the signature sign.
- B. Whether the requested variance arises from special circumstances which do not generally apply to land in the general vicinity, or in the same zone. The following design guidelines further clarify this criterion:
1. Elevation changes between properties and adjacent streets should be reviewed to ensure that signage is appropriately visible to the street;
 2. The transportation department responsible for the adjacent public streets must review the plans for freestanding signs to ensure conformance with safety standards prior to approval by the board
- C. Whether the strict application of the provision of the regulation would deprive the applicant of the reasonable use of the land or would create an unnecessary hardship on the applicant. The following design guidelines further clarify this criterion:
1. The transportation department responsible for the adjacent public streets must review the plans for freestanding signs to ensure conformance with safety standards prior to approval by the board.
 2. The SRB should review the layout of the land and surrounding property to determine whether relief is warranted.
- D. Whether the circumstances are the result of actions taken by the applicant subsequent to the adoption of the zoning regulation from which relief is sought.

Waiver Reviews

- A. The waiver will not adversely affect adjacent property owners. The following design guidelines further clarify this criterion:
1. The proposed sign should be visually consistent with the architecture, materials, colors and overall design of the building(s) which it identifies.
 2. Generally, all colors, except fluorescent, may be allowable depending on their relationships to architecture, the business, and the surrounding neighborhood.
 3. Signs should have an individual character and should not be designed to mimic signs on adjacent properties.

4. Signs should be clearly readable, information should be limited.
 5. For attached signage the architectural design of the building may influence the location of the sign on the structure.
 6. Light backgrounds are discouraged on internally illuminated signs because visibility is lowered by a “wrap around” effect.
 7. The transportation department responsible for the adjacent public streets must review the plans for a freestanding signs to ensure conformance with safety standards prior to approval by the board.
 8. Signs located within overlay districts and/or local landmarks district should be reviewed in accordance with guidelines of the applicable district.
 9. Lighted signs should be designed so that they are not unnecessarily bright.
 10. The scale of signs should be appropriate for the building on which they are placed and the area in which they are located. The size and shape of a sign should be proportionate with the scale of the structure.
 11. Because residential and commercial uses generally exist in close proximity, signs should be designed and located so that they have little or no impact on adjacent residential neighborhoods.
 12. Place wall signs to establish facade rhythm, scale and proportion where facade rhythm doesn't exist. On buildings that have a monolithic or plain facade, signs can establish or continue appropriate design rhythm, scale, and proportion.
 13. Pedestrian-oriented signs are encouraged. It is desirable and encouraged to include a pedestrian-oriented sign as one of the permitted signs for a business. Pedestrian-oriented signs are signs that are designed for and directed toward pedestrians so that they can easily and comfortably read the sign as they stand adjacent to the business.
 14. Select colors carefully. Color is one of the most important aspects of visual communication -- it can be used to catch the eye or to communicate ideas or feelings. Colors should be selected to contribute to legibility and design integrity. Even the most carefully thought out sign may be unattractive and a poor communicator because of poor color selection. Too many colors used thoughtlessly can confuse and negate the message of a sign.
 15. Use contrasting colors. Contrast is an important influence on the legibility of signs. A substantial contrast should be provided between the color and material of the background and the letters or symbols to make the sign easier to read in both day and night. Light letters on a dark background or dark letters on a light background are most legible.
 16. Limit the number of letter styles. The number of lettering styles should be limited in order to increase legibility. A general rule to follow is to limit the number of different letter types to no more than two for small signs and three for larger signs. Intricate typefaces and symbols that are difficult to read reduce the sign's ability to communicate.
 17. Significant signage. The preservation of designated signature signs may be used to justify increases in the overall number of attached signs on a facade as long as the integrity of the signature sign is maintained and any new signage is deemed to be compatible to the signature sign.
- B. The waiver will not violate the Comprehensive Plan. The following design guideline further clarifies this criterion:
1. The proposed sign is in compliance with the underlying form district as described within Cornerstone 2020, typically the type of neighborhood, character of the area and traffic speeds should be considered in the design of a sign.

- C. The extent of waiver of the regulation is the minimum necessary to afford relief to e applicant. The following design guidelines further clarify this criterion:
1. Proposals for sign area and height modifications in excess of 25% of what is permitted by chapter 8 should be carefully scrutinized to ensure compatibility with surrounding development..
 2. Elevation changes between properties and adjacent streets should be reviewed to ensure that signage is appropriately visible to the street.
- D. The applicant has either:
1. Incorporated other design measures that exceed the minimums of the district and compensate for non-compliance with the requirements to be waived (net beneficial effect). The following design guidelines further clarify this criterion:
 - a. The use of symbols or three dimensional forms is encouraged.
 - b. Signs should make a positive contribution to the general appearance of the street and commercial area in which they are located. A well-designed sign can be a major asset to a building. The SRB encourages imaginative and innovative sign design. The Exceptional Sign Review application procedure is specifically designed for artistic and unusual signs that might not fit the standard sign regulations and categories.
 2. The strict application of the provisions of the regulation would deprive the applicant of the reasonable use of the land or would create an unnecessary hardship on the applicant. The following design guidelines further clarify this criterion:
 - a. The transportation department responsible for the adjacent public streets must review the plans for freestanding signs to ensure conformance with safety standards prior to approval by the board.
 - b. The SRB should review the layout of the land and surrounding property to determine whether relief is warranted.

Sign Authorizations

Sign Authorization Reviews shall use the same set of design guidelines as listed under the Waiver Reviews. Emphasis in sign authorizations shall be on the innovative design of signage and its potential impact on the property it relates to, surrounding properties and to the street or public realm.