

## Section 4.1: Common Elements

A unified system of signage is used in the Technology Corridor. The intent is to create a cohesive image for visitors traveling within the Corridor and to satisfy the functional needs of building and entry identification. Simple yet sophisticated designs used consistently decrease the amount of clutter and visual disturbance along the roadways and present an image of quality.

### GUIDELINES

- 4.1.1 The message on the sign shall be limited to a maximum of corporate name, logo, street address, and parent company.
- 4.1.2 Sign materials should be substantial and permanent in nature.
- 4.1.3 Signs are to be constructed of materials that are compatible in character and color.
- 4.1.4 Materials and colors should be either the same as or compatible with those used on the building.
- 4.1.5 Finishes should be matte or flat, as opposed to glossy or reflective finishes.
- 4.1.6 The number of colors on each sign should be limited to three. However, the number of sign colors may exceed three where it is desirable to preserve a corporate image, or to portray a unified theme for a multi-tenant development based on a well-conceived signage plan.
- 4.1.7 Molded sheet plastic fully illuminated signs are prohibited.
- 4.1.8 Signs should be illuminated either through the use of properly screened ground-mounted lights or by using back lit letters (reversed channel type) with concealed neon tubes. Signs, however, may be directly illuminated by means of LED (light emitting diode) technology, if such illumination does not distract from the overall design and appearance of the structure or building. Signs for medium density residential buildings and developments should be illuminated only by means of ground-mounted lights, or back lit letters, creating a halo effect.
- 4.1.9 Signs for individual sites, while designed to satisfy the key objective of expressing individual corporate image, must also be of a character and size consistent with the overall signage system.



*This sign for a multi-business office park complies with the Technology Corridor Design Guidelines.*

# 4 Signage

## Section 4.2: Subdivision and Planned Development Signs

Business parks and other subdivisions within the Corridor often require a unified system of signage to perform the function of orientation and building identification. The sign system within a subdivision or planned development should meet all previous signage guidelines located in this document. Subdivisions and planned developments, however, may be granted approval of a number of signs if their use can be justified in performing the function of vehicle and pedestrian orientation or building identification. Subdivision and planned development entrance signs will be allowed to exceed the size of individual yard signs by two times.

### GUIDELINES

4.2.1 Sign size for a subdivision or planned development sign is limited to 1 square foot of sign for every linear foot of road frontage within the subdivision, up to a maximum of 200 square feet per sign.

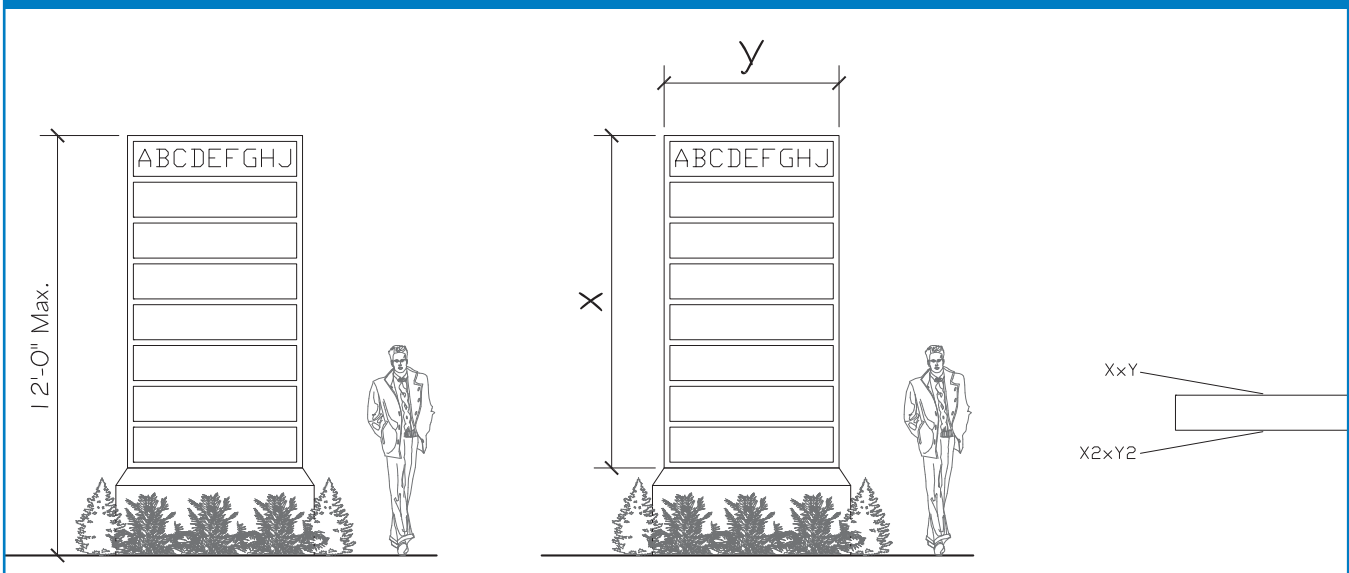
4.2.2 Subdivision signs shall be no taller than 12 feet, measured from the finished grade, and must be ground mounted with fully enclosed bases.

4.2.3 Subdivision entrance signs shall be limited to no more than one (1) sign per street frontage for the development, with the number of signs not to exceed two (2). In this case, the maximum total square footage allowed for both signs shall not exceed a maximum of 300 sq. ft. The total square footage for one (1) sign shall not exceed 200 sq. ft.

4.2.4 Additional signs for vehicle and pedestrian orientation or building identification and for traffic circulation and control may also be approved consistent with an overall sign plan prepared for the development.

4.2.5 For the purpose of calculating sign size, the area devoted to the sign's message shall be used. Any portion of the sign's structure, supporting members, or decorative features is excluded from calculating the size of the sign. All sides of the sign shall be used to calculate total sign area.

Figure 14: Subdivision/Planned Development Sign Height/Area Calculation Example



## Section 4.3: Yard Signs

The presence of signs in a yard should not detract from the natural features of the Corridor. The preceding guidelines should be followed as well as the following:

### GUIDELINES

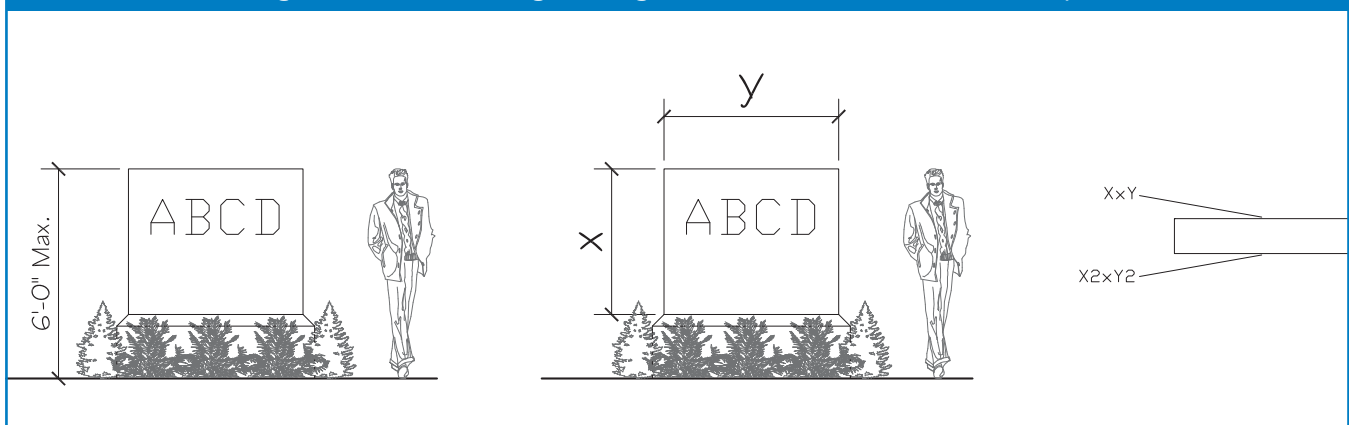
4.3.1 For non-residential developments, only one monument (or yard) sign shall be permitted per building. For residential developments comprised of only one building, only one monument (or yard) sign shall be permitted. For residential developments of more than one building, a subdivision or planned development sign may be used, consistent with the requirements of Section 4.2.



*This is an example of a well-designed and landscaped yard sign in the Technology Corridor.*

- 4.3.2 No monument (or yard) sign shall be placed closer to the public right-of-way than twenty (20) feet.
- 4.3.3 Monument (or yard) signs shall be no taller than 6 feet, measured from the finished grade.
- 4.3.4 Sign size, or message area, is limited to 1 square foot of sign for every linear foot of building frontage up to a maximum of 100 square feet. The maximum allowable square footage shall be measured using all sides of the proposed sign. (Example: A two-sided sign with 50 sq. ft. on each side would equal 100 allowable square feet.)
- 4.3.5 For the purpose of calculating sign size, the area devoted to the sign's message shall be used. Any portion of the sign's structure, supporting members, or decorative features is excluded from the calculating the size of the sign. However, the size of the supporting structure using the extreme outer limits of the structure for area calculation shall not exceed 1½ times the allowable square footage for the message area. Again, all sides shall be used in this calculation. (Example: A sign with a message area of 50 sq. ft. on one side could have an overall area of 75 sq. ft. for one side. For both sides, the message area would be 100 sq. ft. and the overall area would be 150 sq. ft.)

Figure 15: Yard Sign Height/Area Calculation Example



# 4 Signage

## Section 4.4: Building Signs

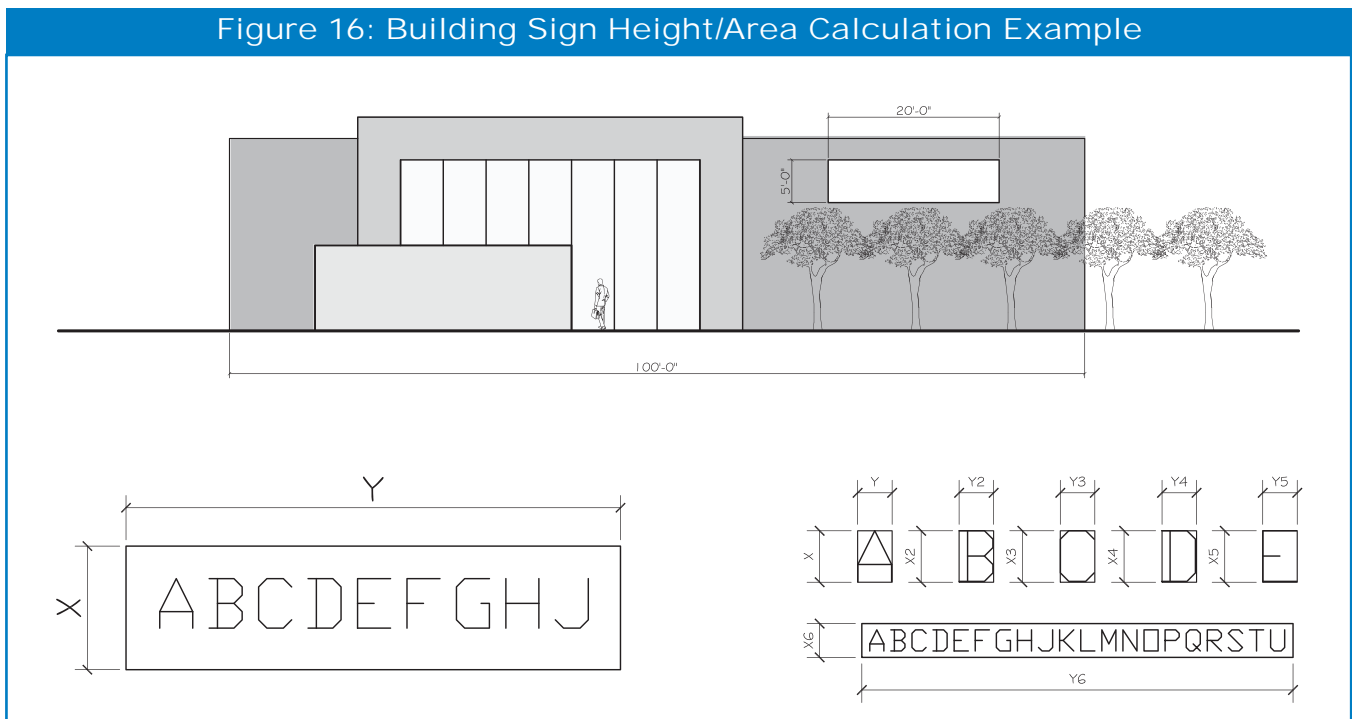
Signs on buildings should reflect the character of the building through the use of compatible colors and materials. Multi-tenant buildings may be granted approval of a number of signs if their use can be justified for orientation and business identification purposes.

### GUIDELINES

- 4.4.1 All building (or wall) signs should be sensitive to the design of the buildings or businesses they identify and discrete using colors which accent building colors and materials.
- 4.4.2 Signs on building facades shall not protrude above the height of the building and shall consist only of letters and/or symbols. Their design should not detract from the overall design and appearance of the building.

- 4.4.3 Sign size is limited to 1 square foot of sign for every linear foot of building or business frontage up to a maximum of 100 square feet. The size of a sign shall be measured by using the outer limits of the surface of the sign upon which the copy is placed. The size of signs that are comprised exclusively of letters and/or symbols shall be measured using the outer limits of each letter and symbol.
- 4.4.4 Wall signs shall not be permitted for residential structures, except for the purpose of building identification. (Examples: Building A, Building 201, Building 4 East, etc.)

Figure 16: Building Sign Height/Area Calculation Example





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## Section 4.5: Interim Signs

While signs of a non-permanent nature are generally not permitted, interim signs of various types are important to marketing the Corridor's land base and identifying construction and development projects. Any sign that is not permanent in nature and fails to meet permanent sign requirements must be of the following type and meet the respective specifications:

### GUIDELINES

- 4.5.1 **Project Construction Signs.** Temporary signs which identify construction sites shall not exceed 64 square feet in size and may contain information as to the identity of the future facility and its occupant, the firm participating in the design and construction, and anticipated date of completion, and the responsible party for inquiries and emergency situations. Only one sign is permitted per site and shall be removed upon completion of all construction activity and before occupancy of the building.
- 4.5.2 **Real Estate Signs.** "For Sale" and "For Lease" signs, often with the name and/or logo of the listing real estate firm, shall be limited in number to one per parcel. The size shall be limited to one square foot of sign for every four feet of lot road frontage up to a maximum of 64 square feet for one face or 32 square feet per face with 2 faces maximum. Real estate signs shall have a maximum height of 6 feet, measured from ground level (natural grade).
- 4.5.3 **Special Event Signs.** These signs will comply with all guidelines adopted for permanent signs except those that relate to materials and/or permanence. Special event signs must be completely removed following the event and are permitted only on the premises and during the event but in no case longer than fifteen (15) days.