



## EASTSIDE BUSINESS AREA IMPROVEMENT PLAN SIGN CRITERIA

Signs located within the Eastside Business Area Improvement Plan must comply with the following criteria in addition to any standards in the Zoning Ordinance. Please complete, print, and bring to counter with application form.

Sign Design Guidelines		
Requirement	Complies (Y/N)	Notes/Conditions
Integrate signage into the architectural building elements (i.e. on awnings, projecting signs, or banner signs (figures 6-7, 6-8), or part of a building architectural detail and make them of an appropriate scale for the building façade.		
Discourage multiple signs on a single business which are repetitive in nature (figure 6-10), confusing signs which are difficult to read and/or too small in scale for auto traffic (figure 6-11), and limit temporary signs indicating sales and promotions (figure 6-12), in particular large temporary signs which are used to attract motorists (figure 6-13).		
Promote signage on both facades of corner buildings which face the street when it does not negatively impact the adjacent residence (figure 6-14).		
Fabricate and install signs of appropriate scaled letters and signage cabinets, also all street addresses should be easily seen by motorists (figure 6-15).		
Encourage removal of abandoned or non-conforming signage, especially upon change of occupancy.		
Discourage pole signs, roof signs, animated or moving signs (including flashing, rotating, etc.), billboards or oversized signs, inflated signage or		

balloons, signs with luminescent paint, freestanding sandwich boards (particularly in public right of way (figure 6/16), and plastic flags.		
Encourage expansive and attractive display windows which will remain lit in the evening to create interest, warmth, safety and night time window shopping (figure 6/17).		

Within Destination Retail Zones		
Requirement	Complies (Y/N)	Notes/Conditions
Encourage singular and significant imagery statements for large scale retail buildings through appropriate elements such as signage, banners, and building entries (figures 6-19, 6-20).		
Promote destination retail signage which can easily be seen by passing motorists (figure 6-21), promote both monument signs and well proportioned building signage.		
Encourage banners which are consistently designed for the entire zone, particularly for car dealerships in lieu of flags and banners.		
Demand sensitively designed exterior lighting (figure 6-21) and signage which respects the needs of the adjacent residential neighbors.		

Within Architectural Gateway Zones		
Requirement	Complies (Y/N)	Notes/Conditions
Promote the use of monument signs that can be easily seen from the street.		
Create professionally designed signage and directories for individual office complexes and institutional buildings.		