

CASTLEBERRY-BETHELVIEW CROSSROADS OVERLAY DISTRICT

UDC 21-7.7 Signage. This section establishes minimum standards to promote and ensure a cohesive and unified identification program within the overlay district. A detailed signage plan is required to be submitted that addresses and conforms to all provisions set forth in this section. The signage plan shall address sign dimensions, color scheme, lighting, location of each sign on the building and on the ground, materials, and height. In addition to Ordinance No. 74 (Sign Ordinance), the following shall apply:

- (A) All sign designs shall conform to established color guidelines and complement the architecture of the building and site plan in terms of size, shape, color, texture, and lighting.
- (B) The architectural color standards of the district apply only to the sign structure not to the sign face.
- (C) The size and shape of a sign shall be proportionate with the scale of the structure.
- (D) Wall signs shall be flush against the wall, not cover architectural features or details, and not extend beyond the roof line or outer edges of the building.
- (E) Where there is more than one sign on a site, signs shall be complementary to each other in shape and have related components and type of construction materials.
- (F) Monument signs shall match the principal building material(s).
- (G) Any exterior light source shall be completely shielded and directed solely on the sign and not upon any other object or adjacent properties.
- (H) Signage shall not have illuminating devices that have a changing light intensity, brightness, or color.
- (I) Electronic message boards (EMBs) are prohibited.