

## **SOUTHWEST COMMUNITY CHURCH PLANNED SIGN PROGRAM**

The following are requirements for the Southwest Community Church Planned Sign Program.

(a) Primary Corner Monument Signage. One (1) corner monument sign on the corner of Fred Waring Drive and Washington Street. The monument sign shall be perpendicular to the corner intersection, and shall be located a minimum of twenty-six (26') feet from the corner curb.

### Design Standards.

(1) The primary monument sign shall not exceed a height of eight feet, three and one-half inches (8'-3.5") and length of twenty-four feet, seven inches (24'-7").

(2) Permitted sign copy for the primary corner monument sign shall consist of two contrasting finishes. The main signage area shall be a rusted, metal-like finish attached to a concrete base resting on a concrete pedestal. The letters and graphic finish shall be white acrylic. The font of the church's main lettering, to read, "SOUTHWEST" shall be in the font Fairview Regular and shall be no greater in size than thirty-six (36") inches. The secondary line, "CHURCH", shall vary in font to Larabie and shall not exceed the height of ten (10") inches. The logo shall also be of white acrylic and shall not exceed four feet, six inches (4'-6") in height and three feet, eleven inches (3'-11") in width.

(3) The monument signage shall be lighted with external ground-mounted lighting fixtures directed at the sign face with minimal light spillage.

(4) The monument sign shall meet all line of sight requirements.

(b) Secondary Entry Monument Signage.

(1) Washington Street and Fred Waring Drive. One (1) double-sided, freestanding monument sign shall be permitted at each of the Washington Street and Fred Waring Drive entrances located within the entry medians.

### Design Standards.

(i) The entry monument signs shall not exceed a height of seven (7') feet, and length of eight (8') feet.

(ii) Permitted sign copy for the double-sided monument signs (e.g., Southwest Church) shall consist of two (2) contrasting finishes. The main signage area shall be a rusted metal-like finish attached to a concrete base resting on a concrete pedestal. The letters and graphic finish shall be white acrylic. The font shall coordinate with the main corner monument sign using the same fonts Fairview Regular and Larabie (same as regular monument), not to exceed fifteen (15") inches in height.

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(iii) The monument sign shall be lighted with external ground-mounted lighting fixtures directed at the sign face with minimal light spillage.

(iv) The monument sign shall meet all line of sight requirements.

(v) The Washington monument sign shall feature the address number not to exceed five (5") inches in height and eighteen (18") inches in length.

(2) Warner Trail. One (1) double-sided, freestanding monument sign shall be permitted just south of the Warner Trail entrance to the Southwest property. The monument sign shall not be illuminated between the hours of 10:00 p.m. and 7:00 a.m.

### Design Standards.

(i) The entry monument sign shall not exceed a height of three feet, six inches (3'-6"), and length of five feet, six inches (5'-6"). This particular sign is allowed to be placed atop a two-foot (2') high, gently sloping landscape mound, to achieve a total maximum sign height (including landscape mound) of five feet, six inches (5'-6") from immediately adjacent sidewalk grade.

(ii) Permitted sign copy for the double-sided monument signs (e.g., Southwest Church) shall consist of two (2) contrasting finishes. The main signage area shall be a rusted metal-like finish attached to a concrete base resting on a concrete pedestal. The letters and graphic finish shall be white acrylic. The font shall coordinate with the main corner monument sign using the same fonts Fairview Regular and Larabie, (same as regular monument) not to exceed fifteen (15") inches in height.

(iii) The monument sign shall be lighted with external ground-mounted lighting fixtures directed at the sign face with minimal light spillage.

(iv) The monument sign shall have a minimum setback of twelve (12') feet from the curb.

(v) The monument sign shall meet all line of sight requirements.

(c) Interior Monument Banner Signage. Two (2) "framed monument banner signs" shall be permitted on the north and south sides of the building on the Southwest Church's service road. The monument signs shall be freestanding and located to help provide information on upcoming events for the Southwest Community Church, only.

### Design Standards.

(1) These freestanding banner signs shall be a minimum of two (2') feet from the curb.

(2) The banner signs shall not exceed a height of six feet, six inches (6'-6"), and length of eight (8') feet.

(3) The banner signs shall be designed with a framed insert to allow replacement of the banner for the various events throughout the year.

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(4) The banner signs shall be lighted with external ground-mounted lighting fixtures directed at the sign face with minimal light spillage.

(5) The banner within the signs shall be replaced if they appear weathered by direct sunlight or high temperature exposure.

(6) Any changes in the design or message displayed on pole banner signs shall be subject to approval by the Community Development Director, prior to installation.

(d) Vehicular and Pedestrian Way-Finding Signage.

(1) Six (6) vehicular way-finding signs shall be permitted placed at various internal locations within the site. The signs are double-sided, freestanding signs along internal service roads to assist in smooth traffic flow around the property and within parking areas.

Design Standards.

(i) The vehicular way-finding signs shall not exceed a height of six feet, ten inches (6'-10"), and length of four feet, ten inches (4'-10").

(ii) Permitted sign copy for the vehicle way-finding signs shall consist of two (2) contrasting finishes. The main signage area shall be a rusted metal-like finish attached to a concrete base. The letters and graphic finish shall be white acrylic and font shall coordinate with all exterior signage.

(2) Seven (7) double-sided, freestanding pedestrian way-finding signs are permitted around the interior perimeter sidewalks, strategically placed to assist the flow of pedestrians around the Southwest property.

The pedestrian way-finding signs shall consist of two (2) different types.

(i) The larger signs, placed further away from the building, shall not exceed a height of six feet, ten inches (6'-10"), and length of four feet, ten inches (4'-10").

(ii) The second, pole-type sign shall not exceed eight (8') feet in height. The "arrow-like" design shall not exceed a height of four (4") inches, and length of eighteen (18") inches. The permitted "arrow-like" signs may be located within the top one foot, six inches (1'-6") of the pole, and radially extending on four (4) sides, only.

(iii) Permitted sign copy for the pedestrian way-finding signs are as follows:

(A) The larger pedestrian way-finding signs shall consist of two (2) contrasting finishes. The main signage area shall be a rusted metal-like finish attached to a concrete base. The letters and graphic finish shall be white acrylic.

(B) Permitted sign copy for the pole-type pedestrian way-finding signs shall consist of a metal-like pole and arrow-like signs that has a rusted metal-like finish background, and white, acrylic lettering at the top of the poles.

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(e) Light Pole Banner Signage. A maximum of forty-one (41), double-sided light pole banner signs are permitted on-site.

Design Standards.

(1) Pole banner signs shall be a maximum of eighteen (18") inches wide, and thirty-six (36") inches in height.

(2) The material used shall be a mesh vinyl product designed to withstand extreme heat and high winds.

(3) The signs can be generic seasonal banners in nature, or markers for specific parking areas.

(4) The signs shall be replaced if they appear weathered by wind, direct sunlight or high temperature exposure.

(5) Any changes in the generic seasonal design or message displayed on pole banner signs shall be subject to approval by the Community Development Director, prior to installation.

(f) Exterior Entry/Vinyl Window Signage. Exterior entry and vinyl signage on both the north and south side of the building and entrances is permitted.

Design Standards.

(1) Window coverage shall not exceed eighteen percent (18%) (two thousand four hundred ninety- three (2,493) square feet) of total glass square footage (thirteen thousand eight hundred fifty (13,850) square feet) for the north and south building elevations, only.

(2) The vinyl material used on the exterior side of the windows shall not exceed two (2) colors that have similar tones.

(3) The vinyl sign material shall have a minimum life of five (5) years. The signs shall be replaced if they appear weathered by direct sunlight or high temperature exposure.

(4) Any changes in the design or message displayed on the vinyl window signage shall be subject to approval by the Community Development Director, prior to installation. (Ord. 679 § 1, 2014; Ord. 627 § 2, 2009; Ord. 495 § 1, 2001)