

11-6-303 General Design Guidelines

The placement and location of signs should be compatible with the development projects in which they are located, as well as the surrounding district. Signs should be an integral design element of the building and should be compatible with the style of building in terms of location, scale, color and lettering. Signs should be located for the convenience of motorists, and where appropriate, pedestrians. When siting signs near residential areas, consideration of the affects of lighting and sign visibility should be considered in order to help protect the residential character of the area.

The presentation of information on signs should be concise, clear and intelligible. Lettering and graphics should be of sufficient size to be legible and understandable for the environment in which it is seen. In order to accomplish this, the minimum standards are required for the business name.

Letter Height Minimum Requirements

Speed Limit (MPH)*	Height in Inches
25	7.5
35	10
45	12
55	15

*For speed limits not listed, the height shall be based on the immediately lower speed limit.