

**17.28.040 – Sign standards by type**

**A. Freestanding Signs**

1. The primary support of a permanent freestanding sign shall be erected in such a manner that at least forty-two (42) inches of the length of the structural support is underground. This requirement may be increased based upon the size of the sign and the height of the sign if necessary to provide for wind loads or other structural factors, as determined by the Building Commissioner. The Building Commissioner may require documentation from a structural engineer or manufacturer that indicates proper design and installation in relation to the sign's structural support.
2. Freestanding monument signs shall be mounted on a decorative masonry, metal or natural stone base. Alternative materials may be approved where they correspond with the appearance of one or more materials used on the exterior of the building. The width of the base of any monument sign, as measured parallel to the sign face, shall be a minimum of fifty percent (50%) of the width of the sign face.

**B. Wall and Projecting Signs**

1. Wall and projecting signs shall be safely and securely attached to the building wall. No sign affixed to a building shall project higher than the building height.
2. Except as permitted in the CBD-1 and CBD-2 Districts, signs shall not project into the public right-of-way.
3. Wall signs shall be affixed flat against the building wall and shall not project more than twelve (12) inches. No wall sign shall cover wholly or partially any wall opening or architectural feature.