

April 2026

# Model Sign Program



## Purpose

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Sign programs allow an applicant to propose consistent design standards and placement criteria for signs within a development in a mixed use or Town Center district, a planned unit development (PUD), or a business complex on 10 acres or more. They may allow flexibility in the amount of signage, sign types, and design standards as well as deviation from the County sign ordinance. Unless a sign program addresses a specific sign type, it will not be allowed in the development, however, the general provisions and regulatory standards of the County sign ordinance, such as lighting and illumination limitations, permit requirements, etc. will continue to apply unless otherwise specifically addressed in an approved sign program. Approved sign programs supersede only the standards described in the signage subtitle (Title 3, Subtitle 3 of the Zoning Code) and would not supersede any development, subdivision, zoning, or other provisions in the Code.

The object of the sign program is to propose intentional design solutions that achieve the overall goals of the development and address the required elements for sign programs as outlined in the County sign ordinance. An applicant should demonstrate that the proposed sign program contributes to the efficient utilization of the development; minimizes visual clutter; makes use of directional signs in parking areas and bicycle and pedestrian circulation systems; is in harmony with the architecture, landscaping, and other design elements of the development; is compatible with existing or potential development in the neighboring communities if the signage is along the periphery of the site or visible from public streets or roadways; is consistent with any prevailing sector, community, or town center plans; and should address the location, placement, size, height, number, color, and material of all proposed signs; and state whether the proposed signs will be illuminated.

Applicants should submit an electronic copy of all required items on the checklist to the Office of Planning and Zoning. All graphics and text must be legible if printed on 8.5 x 11 inch paper.

Sign programs should be submitted for review as stand-alone documents. They may serve as an appendix to design guidelines/standards or covenants for a development but must follow the prescribed format of this model. Design guidelines/standards or covenant packets that are submitted in place of the prescribed model sign code format will be rejected.

*Note: This model sign program guidance applies only when proposing a new sign program or amendment to an existing sign program. To understand the application process or apply for a sign permit or for information about installing a sign please go to <https://www.aacounty.org/inspections-and-permits>.*

### Application Items Checklist – Establishing or Amending a Sign Program

- Property Owner Authorization
  - Signed Letter of Authorization from Property Owner, and/or
  - Letter from Property Owner’s Association/Home Owner’s Association
- Parcel/Aerial Map
- Proposed Sign Program - Required Elements

### Signage Program Required Elements Checklist

All Signage Programs submitted to the Office of Planning and Zoning shall follow the following organizational structure, formatting requirements, and include these elements:

- Narrative Description - should be typed in 12 pt font
- Sign Details – Design Standards Narrative and Matrix
- Sign Location/Sign Key Map – design standards and visual depictions of sample signage may be incorporated into the Sign Location Plan.
  - Sign Location Plan for freestanding signs
  - Building elevation placement plan
- Modifications and Amendments

### Special Notice

A sign program is binding as a County regulatory document, and design review standards for signs must be established based on objective review criteria. Owner Authorization should be submitted with an application when a sign program is first proposed or amended. **The Sign Program should designate an authorized entity or individual that has the authority to amend the sign program.**

All individuals subject to a sign program should be afforded a reasonable amount of signage and in no event will a sign program be approved that wholly removes the rights of individuals to communicate via signage. Requirements for private third-party review and approval of individual signs should be handled via leasing and land conveyance documents as the County will neither approve nor enforce sign programs that incorporate approval requirements by any private entity outside of the County’s review and appeal processes.

Sign programs should focus on regulating the physical characteristics of permitted and prohibited signs (sign type, size, sign area, location, material, mounting mechanisms, building placement, lighting design, letter or symbology height etc.). The program may not limit or control the content or message of signs other than the regulation of onsite commercial signs (as defined by the Anne Arundel sign ordinance).

The following examples demonstrate content-based regulations that should not be used in a sign program:

- “Sign text is limited to name and/or logo.”
- “The vertical dimension of a logo incorporated into a sign shall not exceed 48 inches.”
- “Each tenant may have one freestanding identification sign. Fast food establishments may have additional menu boards.”
- “The main entrance sign shall identify the main development and may incorporate no more than five major tenants with each sign identifying the business.”
- “Except for realtor signs, all other yard signs are prohibited”

The following examples demonstrate regulations that address the physical characteristics of signs and objective design standards for their placement:

- “Signage shall not stand more than 8 inches thick, measured from the façade to the face of the sign.”
- “The vertical dimension of any single graphic element shall not exceed 48 inches.”
- “Individual letters shall not exceed 24 inches in height.”
- “Box or panel signs will not be approved”
- “The following criteria will be applicable to free-standing retail buildings greater than 20,000 square feet: one building sign on up to two facades of the building not to exceed 200 square feet each.”
- “The main entrance sign may incorporate no more than five major tenant signs.”
- “Individual channelized letters are required. Only one color will be permitted for lettering. Additional colors that are part of a graphic element may be approved.”
- “Tenant signage on buildings is acceptable on multiple façades up to a total of 800 SF in aggregate so long as the aggregate sign area does not exceed 15% of each facade and inline retail tenant signage length should not exceed 75% of the tenant facade width.”
- “Each single-family detached home is limited to three individual yard signs no greater than 2 square feet in size.”

## Required Application Items – Establishing or Amending a Sign Program

### Property Owner Authorization

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The owner or authorized agent of the owner shall submit a letter attesting their right to submit a sign program application. If a governing HOA or Business Association has an interest in the property, a letter attesting their knowledge of the proposed sign program is required.

### Parcel/Aerial Map

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Include a parcel and/or aerial map that highlights the project area and provides parcel numbers. The map must depict the parcel boundaries and clearly outline the project area to which the sign program applies.

## Signage Program Required Elements

### Project Narrative – Project Description

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Each sign program must include an introductory paragraph that generally describes the proposed development project including the scale of development, proposed land uses, transportation systems, open space and community amenities, and relationship between elements of the development (i.e. residential and commercial sections, campus setting v. business park v. commercial retail center, etc.). The remainder of the project narrative shall clearly outline how the proposed program achieves the required elements listed below. Each required element is individually listed below and should be addressed separately in the narrative description. The application must demonstrate that the proposed sign program will achieve the following:

- A. The signage program contributes to the efficient utilization of the development by \_\_\_\_\_;
- B. The program minimizes visual clutter by \_\_\_\_\_;
- C. How directional signs are utilized in parking areas and bicycle and pedestrian circulation systems. Please indicate where signage is proposed to be placed onsite, who (vehicle, pedestrian, bicyclist) it is directing and where it is directing traffic;
- D. How the proposed signage is in harmony with the architecture, landscaping, and other design elements of the development;

- E. If the signage is along the periphery of the site or visible from public streets or roadways, please indicate the existing or potential development in the neighboring communities and indicate how the proposed program will be compatible with that development;
- F. How is the sign program consistent with any prevailing sector, community, or town center plan. In this section you must demonstrate that you have read and considered the planning guidance applicable to this site and have incorporated its guidance into the final proposal.

### Design Standards

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The sign program should address the sign type, purpose, location, placement, size, height, number, color, and material of all proposed signs; and state whether and how the proposed signs will be illuminated as well as any landscaping requirements. In addition to any narrative description, the design standards for individual sign types should be presented in matrix format. Building elevations and other visualization graphics used to convey design standard information may be incorporated into the Design Standard section or be included in the Site Plan/Sign Key Map. Regardless, the following format of information should be used:

- A. General Sign Provisions – Include provisions or guidance which are applicable to all sign types in the sign program area. For example, general construction requirements or the proposed frequency and method of change for electronic message centers.
- B. Permitted Sign Types – List all permitted sign types including whether they are freestanding, building, or temporary signs. The sign program should use similar language and definitions as the County sign ordinance to describe sign types. If a sign type is not specifically addressed in the signage program (unless otherwise exempt or required by County Code), it will not be allowed in the development.
- C. Prohibited Sign Types – Generally, sign types that are prohibited in the sign ordinance will not be approved in a sign program. Applicants may propose that certain sign types that would otherwise be allowed be prohibited in the development.
- D. Sign Area Calculation – The Anne Arundel Code outlines in Section § 18-3-308. MEASUREMENT OF AREA AND HEIGHT how sign area should be measured for different sign types and sign designs. A proposed sign program should clearly articulate which of the two measurement methodologies under subsection (c) will be used to measure the sign area of different sign types. Indicate whether the sign face or support structures are included in the measurement areas and how double faced or projecting signs should be calculated. It is strongly recommended that a visual example of the measurement

methodology be incorporated into the sign program. Examples of such depictions are included in the Sign Ordinance User Guide.

E. Sign Design and Placement Requirements by Sign Type – information in this section should be conveyed in the following format:

- (1) A developmental standards matrix by sign type - Indicate any minimum or maximum size, height, or sign area requirements. Incorporate placement standards including any spacing requirements between signs or percentage of a tenant or building façade that may be covered. Indicate if there is a hierarchy of sign types (main entrance, secondary entrance, driveway entrance, etc.) based on their function or purpose and how many of each is allowed in the development. Address any illumination or landscaping requirements and any material or color restrictions.

Freestanding signs - *the following elements should be considered.*

- a. Scale and exterior dimensions of sign including sign area calculation;
- b. Number and height of proposed freestanding signs;
- c. Sign face requirements (distance between faces, angle, whether double sided signs count as a single sign or two for sign area calculation);
- d. Illumination, landscaping, and material requirements or restrictions.

Building signs – *the following elements should be considered.*

- a. Method of mounting and placement criteria;
- b. Restrictions on the number of façade signs per tenant or in aggregate for building facades, the square footage allowances per tenant;
- c. Any minimum or maximum sign area requirements based on the dimensional width of individual tenant spaces or architectural features of the building;
- d. For any non-tenant development signs which are designed or proposed, include sign area calculations and sign area;
- e. Illumination and material requirements or restrictions.

- (2) Building Elevation, Sketch, or Picture
  - a. A building elevation, representative sketch, or picture of the building with graphic scale and exterior dimensions;
  - b. Number of proposed signs or allocated sign placement by sign envelop;
  - c. Size of signage should be represented to show the planned or permitted placement of building or wall signs. Include maximum dimension of signs and percent of façade coverage area. If placement is restricted, show the sign envelope and include dimensions from the ground/or finished floor to bottom of sign envelope. If signage placement or size is limited or tied to an architectural element such as a sign band or cornice, the sign program should note this.
- (3) Color or Material Boards – Any required or restricted materials and/or colors (note: trademark colors may not be prohibited).
- F. Sign Illumination – Illumination requirements should be noted in the design standard matrix. However, general or detailed design requirements for allowed or prohibited illumination forms, such as whether lighting is internal, external, mounting requirements, exposed or concealed wiring requirements, prohibited and permitted illumination standards etc. may be expanded on in a separate section.
- G. Landscape Requirements – this section should focus on any required landscaping specific to different sign types above and beyond those requirements outlined in the County Landscape Manual. Note that sign landscaping regulations in a sign program do not supersede Landscape Manual requirements.
- H. Visual Depiction of Sample Signage (Any sketches, drawings, illustrations and photographs need not represent detailed working drawings and are only intended to convey design standards to guide and govern sign review and production.)

Design Standard Matrix - The following model matrix should be utilized to convey regulatory standards for specific sign types.

Note: examples are for illustrative purposes only and are not required design standards.

Freestanding Signs (Sign Category)		(Regulations specific across all sign types can be included here) Temporary Signs: Allowed per County Sign Ordinance, except for those sign types listed as prohibited.					
Sign Type	Function	Sizes	Sign Location	Structure	Illumination	Materials	Landscaping
(Design Standards for specific sign types should be presented in matrix format)							
Main Entrance	Overall Development Sign – select tenant signs	Max Height: _____ Max Sign Area: _____ Each sign face: _____ Project ID area: _____ Each tenant space: _____	Quantity (2) – (1) to be located at the corner of Street A and Road B & (1) to be located on frontage of Road C.	V-shaped monument sign with aluminum framing & skin on masonry base. Development – Aluminum RPC Tenant Panels – Routed aluminum with push-thru panels	Project ID – Halo, internal white LED Tenant Panels – face illuminated; internal white LED	Acrylic or lexan, painted aluminum/metal, red brick	Landscaping per Anne Arundel Landscape Manual Planting scheme should highlight red-toned plants per recommended plant list.
Residential Entry Monument	Multi-family residential project sign	Max Height: _____ Max Sign Area: _____	Quantity (1) – placed at garage entrance on Street G.	Masonry wall with mounted wood sign panel	Ground illuminated	Painted wood, brick	Landscaping per Anne Arundel Landscape Manual
Pedestrian Directory – Type 1	Pedestrian wayfinding	Max Height: _____ Max sign area: _____ per side, no more than 4 sides	Quantity (3) - placed on main internal walkways, see sign location plan	Aluminum frame, clear glass kiosk, solid aluminum base, Applied aluminum lettering to exterior	Face illuminated with internal white LED	Changeable insert – paper, acrylic, vinyl Painted metal/aluminum	No landscaping
Pedestrian Directory – Type 2	Pedestrian Wayfinding	Max Height: _____	Quantity (8) - placed on secondary internal	Aluminum panel with vinyl lettering	Non-illuminated	Painted aluminum, various vinyl	No landscaping

**Design Standard Matrix - The following model matrix should be utilized to convey regulatory standards for specific sign types.**

*Note: examples are for illustrative purposes only and are not required design standards.*

Vehicular Directional	Traffic Direction	Max sign area: ___ per side, no more than 2 sides Max Height: ___ Max Sign Area: ___	walkways, see sign location plan Quantity (4) – Internal roadway intersections, see sign location plan	Aluminum framing with aluminum skin, aluminum construction base	Ground illuminated	Painted aluminum/metals Vinyl letters	Landscaping per Anne Arundel Landscape Manual
<p><b>Building Signs</b></p> <p><b>Tenant Sign Criteria:</b> The minimum and maximum sign areas for tenant signs shall be:                      1. Each tenant – minimum sign area of ___ square feet on first floor of the building.                      2. Each tenant’s maximum sign area is ___ square feet for each lineal foot of leased frontage measured along the building elevation of the occupied tenant suite where the tenant entrance is located. If the tenant has multiple frontages with entrances, this applies to each.</p> <p><b>Placement Standards:</b>                      1. Signs shall be located no higher than fourteen (14) feet above sidewalk level for tenant spaces that share the façade with residential balconies.                      2. Buildings taller than 3 stories, signs are limited to the ground and top floors.                      3. No individual sign to exceed sixty (60%) of the horizontal or vertical dimensions of the building sign band.</p>							
<b>Sign Type</b>	<b>Function</b>	<b>Sizes</b>	<b>Placement</b>	<b>Structure</b>	<b>Illumination</b>	<b>Materials</b>	
Building – Type 1 Major Tenant	Tenant Sign	___ square feet minimum, ___ maximum 60% of wall or architectural feature sign is located on	On parapet or architectural feature wall of building	Channel Letter or non-rectangular cabinet sign	Halo illumination; Internal or indirect external illumination	Acrylic, vinyl, aluminum	
Building – Type 2 Tenant	Tenant Sign	___ square feet minimum; not to exceed 60% of the vertical or horizontal dimensions of the sign band	Above tenant entrance within sign band	Painted graphics, vinyl, dimensional letters	Internal or indirect external illumination	Acrylic, vinyl, aluminum	
Awning Sign	Tenant sign	No more than four awning signs per tenant space. Sign area maximum size ___ square feet per awning.	Only on valence of awning and only on ground floor.	Vinyl applied or sewn sign design.	No illumination permitted.	Fabric or solid material awning,	

### Example of a Design Standards Matrix:

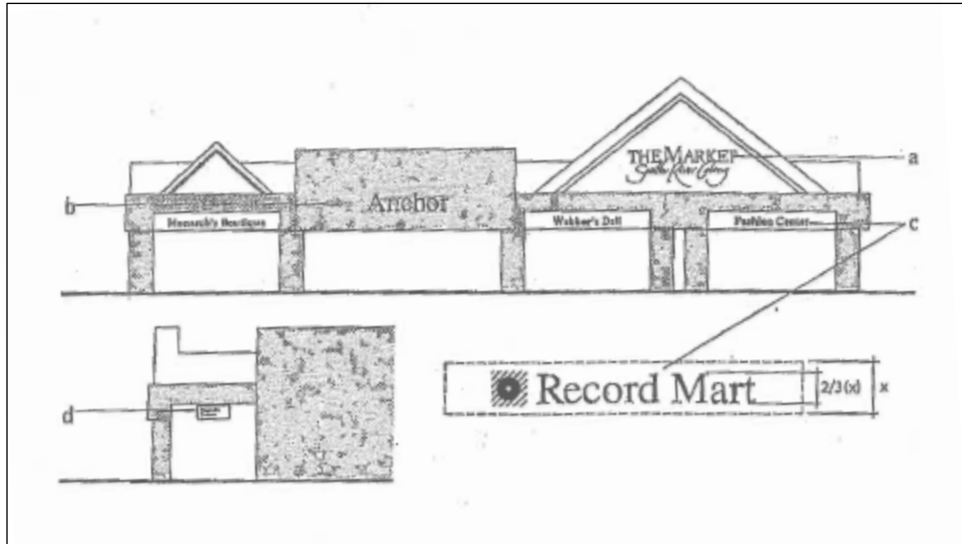
(Note that not all required elements are represented. Examples serve solely to provide general guidance to applicants in developing their sign program)

Example 1 Source: Master Sign Program for The Gilmore, NWC VAL VISTA ROAD & GERMANN ROAD | GILBERT, AZ

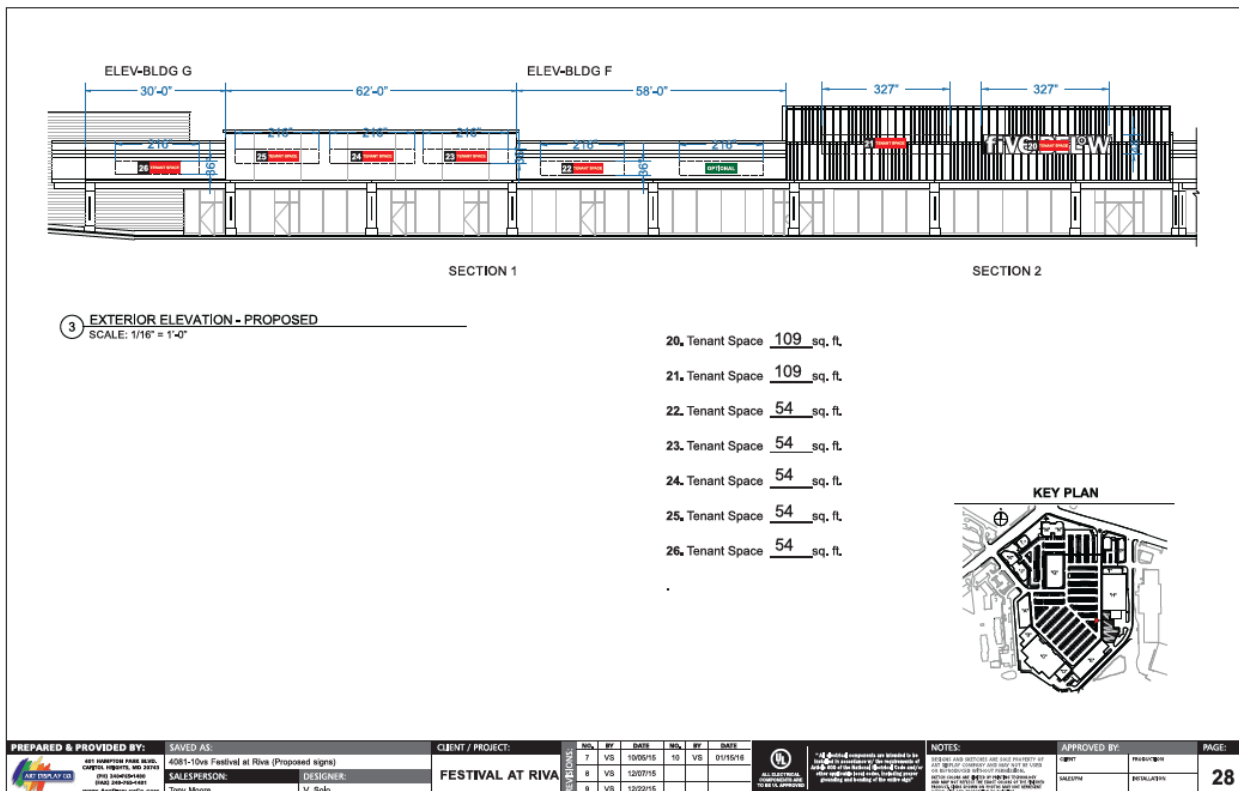
DEVELOPMENT SIGN MATRIX							
SIGN TYPE	FUNCTION	SIZES	SIGN LOCATION	SIGN CONSTRUCTION	ILLUMINATION	MATERIALS	REQUIREMENTS PER CITY CODE
<b>ID</b> Project ID Sign - Freestanding	Project Identification	Height of 7'-9" to 8'-6" Max. sign area of 75.99 sq/ft per side	Qty (2) - (1) Placed at the corner of Val Vista Drive and Germann Road & (1) Placed at the corner of Val Vista Drive and Germann Road	Upright Mounted Aluminum PC Letters with post-intra acrylic base. Aluminum construction sign pedestal Masonry Base	Face illuminated; internal white LED	Acrylic or Loxen, Painted Aluminum/ Metal, Various Vinyls, Masonry (Type)	Total sign area: 60 sq/ft Max. Height: 12'-0" Allowed with MSP 60% increase: Total sign area: 60 sq/ft + 30 sq/ft = 90 sq/ft Max. Height: 12'-0" + 6'-0" = 18'-0"
<b>BI</b> Project ID Sign - Building Mounted	Project Identification	Letter Height of 4'-0" Max. sign area of 35.46 sq/ft	Qty (2) - (1) on the top floor of the East section of the 400-Use Building 3 & (1) on the bottom floor of the South section of the 400-Use Building 3	Aluminum RPC Letters	Halo illuminated; internal white LED	Acrylic or Loxen, Painted Aluminum/ Metal, Various Vinyls (Type)	Total sign area: 1.5 sq ft per 1 linear foot of façade frontage Minimum square footage: 32 sq/ft Allowed with MSP 60% increase: Total sign area: 1.5 sq ft + 1.875 sq ft = 3.375 sq ft Minimum square footage: 32 sq ft + 8 sq ft = 40 sq/ft
<b>MT</b> Multi-Tenant Monument, Primary	Tenant & Project Identification	Height of 7'-0" Max. sign area of 61.5 sq/ft per side	Qty (3) - (1) placed along Melrose Street, (2) placed along Val Vista Drive & (2) placed along Germann Road	Aluminum framing with aluminum skin Aluminum RPC project ID Routed Aluminum tenant panels with acrylic push-thru Aluminum construction base	Project ID - halo illuminated; internal white LED Tenant Panels - face illuminated; internal white LED	Acrylic or Loxen, Painted Aluminum/ Metal, Various Vinyls (Type)	Total sign area: 60 sq/ft Max. Height: 12'-0" Allowed with MSP 60% increase: Total sign area: 60 sq/ft + 30 sq/ft = 90 sq/ft Max. Height: 12'-0" + 6'-0" = 18'-0"
<b>MS</b> Multi-Tenant Monument, Secondary	Tenant & Project Identification	Height of 10'-6" Max. sign area of 35.00 sq/ft per side	Qty (2) - (1) placed along Val Vista Drive & (1) placed along Germann Road	Aluminum framing with aluminum skin Aluminum RPC project ID Routed Aluminum tenant panels with acrylic push-thru Aluminum construction base	Project ID - halo illuminated; internal white LED Tenant Panels - face illuminated; internal white LED	Acrylic or Loxen, Painted Aluminum/ Metal, Various Vinyls (Type)	Total sign area: 60 sq/ft Max. Height: 12'-0" Allowed with MSP 60% increase: Total sign area: 60 sq/ft + 30 sq/ft = 90 sq/ft Max. Height: 12'-0" + 6'-0" = 18'-0"
<b>EF</b> Entry Feature	Project Identification	Height of 7'-0" Max. sign area of 18.47 sq/ft per side	Qty (2) - placed along Val Vista Drive on either side of the main entry drive	Aluminum framing with aluminum skin Aluminum RPC project ID Aluminum construction base	Project ID - halo illuminated; internal white LED	Acrylic or Loxen, Painted Aluminum/ Metal, Various Vinyls (Type)	Total sign area: 60 sq/ft Max. Height: 12'-0" Allowed with MSP 60% increase: Total sign area: 60 sq/ft + 30 sq/ft = 90 sq/ft Max. Height: 12'-0" + 6'-0" = 18'-0"
<b>VD</b> Vehicular Directional	Traffic Direction	Height of 4'-6" Max. sign area of 9.82 sq/ft per side	Qty (3) - placed along various internal roadways and intersections; see sign location plan for exact locations	Aluminum framing with aluminum skin Aluminum directional panels with applied vinyl directional arrows & Copy FCC project ID Aluminum construction base	Non-illuminated or external ground illumination	Painted Aluminum/ Metal, Various Vinyls (Type)	Total sign area: 3 sq/ft Max. Height: 3'-0" Allowed with MSP 60% increase: Total sign area: 3 sq/ft + 1.5 sq/ft = 4.5 sq/ft Max. Height: 3'-0" + 1'-6" = 4'-6"
<b>PD</b> Pedestrian Directory	Pedestrian Wayfinding	Height of 8'-0" Max. sign area of 38.85 sq/ft per side	Qty (2) - placed along main internal walkways; see sign location plan for exact locations	Aluminum framing with aluminum skin with acrylic push-thru Applied vinyl project ID Aluminum construction pedestal base	Directory inset - face illuminated; internal white LED	Acrylic or Loxen, Painted Aluminum/ Metal, Various Vinyls (Type)	Total sign area: 40 sq/ft Max. Height: 8'-0"
<b>RE</b> Residential Entry Monument	Residential Project Identification	Height of 7'-0" Max. sign area of 18.47 sq/ft per side	Qty (1) - placed along Melrose Street near the main residential entry drive	Aluminum framing with aluminum skin Aluminum RPC project ID Aluminum construction base	Residential project ID - halo illuminated; internal white LED	Acrylic or Loxen, Painted Aluminum/ Metal, Various Vinyls (Type)	Total sign area: 60 sq/ft Max. Height: 12'-0" Allowed with MSP 60% increase: Total sign area: 60 sq/ft + 30 sq/ft = 90 sq/ft Max. Height: 12'-0" + 6'-0" = 18'-0"
<b>TOTAL CITY OF FREESTANDING SIGNS PER STREET FRONTAGE</b>	<b>E. MELROSE STREET</b> 3 - (1) RE, (1) MT & (1) ID Total Street Frontage: 1,200'-0" Qty Allowed Per City Code (at right): 4	<b>S. VAL VISTA DRIVE</b> 5 - (1) MS & (2) MT & (2) EF Total Street Frontage: 1,200'-0" Qty Allowed Per City Code (at right): 4	<b>S. QUARTZ STREET</b> 0 Total Street Frontage: 1,200'-0" Qty Allowed Per City Code (at right): 4	<b>E. GERMANN ROAD</b> 4 - (1) ID, (1) MS, & (2) MT Total Street Frontage: 1,200'-0" Qty Allowed Per City Code (at right): 4	<b>CITY REQUIREMENTS PER CITY CODE</b> • (1) Monument Sign for any lot or parcel with a min. of 100 ft. of street frontage. • (1) Additional Monument Sign is permitted for any lot or parcel with street frontage greater than or equal to 250 ft. but less than 400 ft. • (1) Additional Monument Sign is permitted for each additional 300 ft. of street frontage.		

Examples of Building Elevation, Sketch, Picture or Visual Depiction of Sample Signage  
 Note: examples are for illustrative purposes only and are not required design standards. Examples serve solely to provide general guidance to applicants in developing their sign program

Example 2 Source: South River Colony Commercial Complex Design Guidelines, 1997



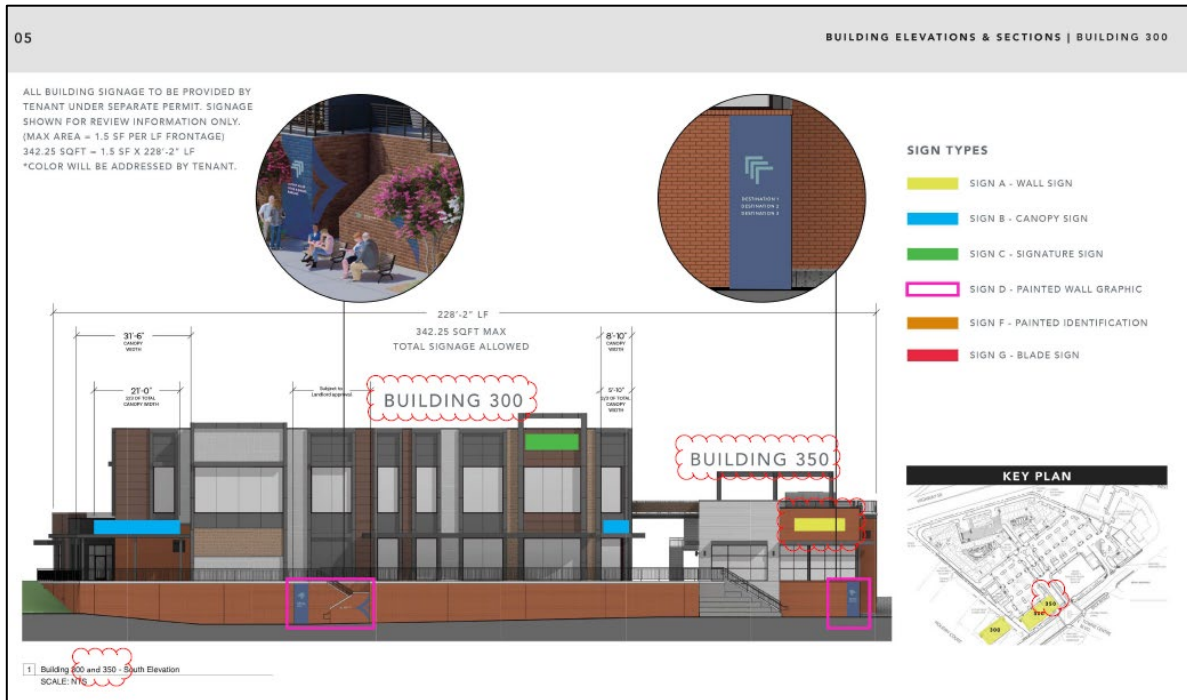
Example 3 Source: Festival at Riva Sign Program, 2016



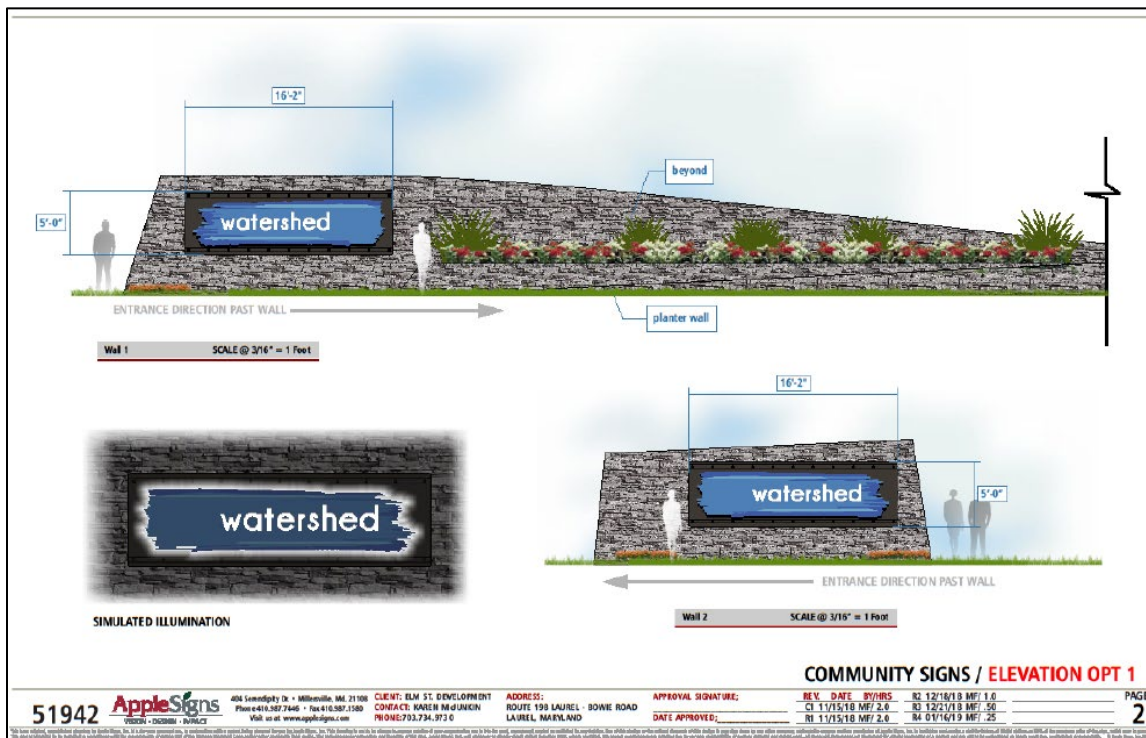
PREPARED & PROVIDED BY:	SAVED AS:	CLIENT / PROJECT:	NO.	BY	DATE	NO.	BY	DATE	NOTES:	APPROVED BY:	PAGE:
ACE DESIGN GROUP, INC. 4281-Dove Festival at Riva (Proposed signs) 101 W. HIGHTS, SUITE 2000 RIVINGTON, NJ 07070 908.269.7000 www.acegroup.com	4281-Dove Festival at Riva (Proposed signs)	FESTIVAL AT RIVA	7	VB	10/05/15	50	VB	01/15/16	NOTES: 1. All building elevations are intended to be used in accordance with the requirements of the City of Rutherford. The user of these drawings is responsible for obtaining all necessary permits and approvals from the City of Rutherford and the State of New Jersey. The user of these drawings is also responsible for obtaining all necessary permits and approvals from the City of Rutherford and the State of New Jersey. The user of these drawings is also responsible for obtaining all necessary permits and approvals from the City of Rutherford and the State of New Jersey.	APPROVED BY: TONY MOORE TONY MOORE	28
ACE DESIGN GROUP, INC.	SALESPERSON: Tony Moore		8	VB	12/07/15					APPROVED BY: TONY MOORE TONY MOORE	
	DESIGNER: V_Solo		9	VB	12/02/15					APPROVED BY: TONY MOORE TONY MOORE	

Examples of Building Elevation, Sketch, Picture or Visual Depiction of Sample Signage  
 Note: examples are for illustrative purposes only and are not required design standards. Examples serve solely to provide general guidance to applicants in developing their sign program

Example 4 Source: Beacon Square Master Signage Program, 11.20.2024

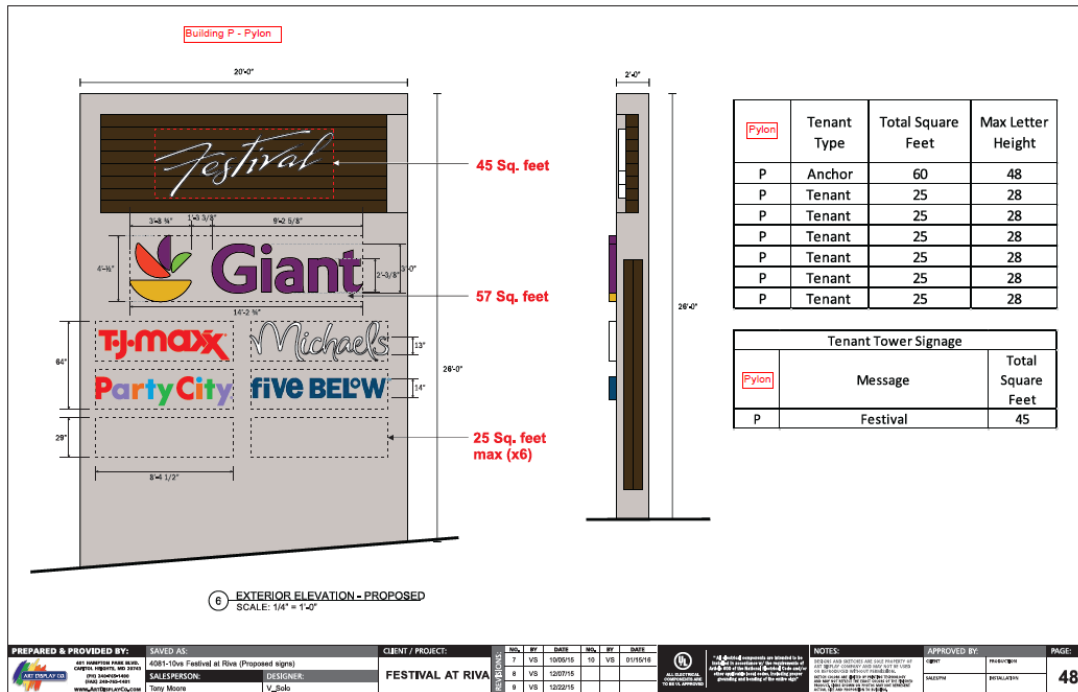


Example 5 Source: Watershed Design Standards and Covenants, May 2019

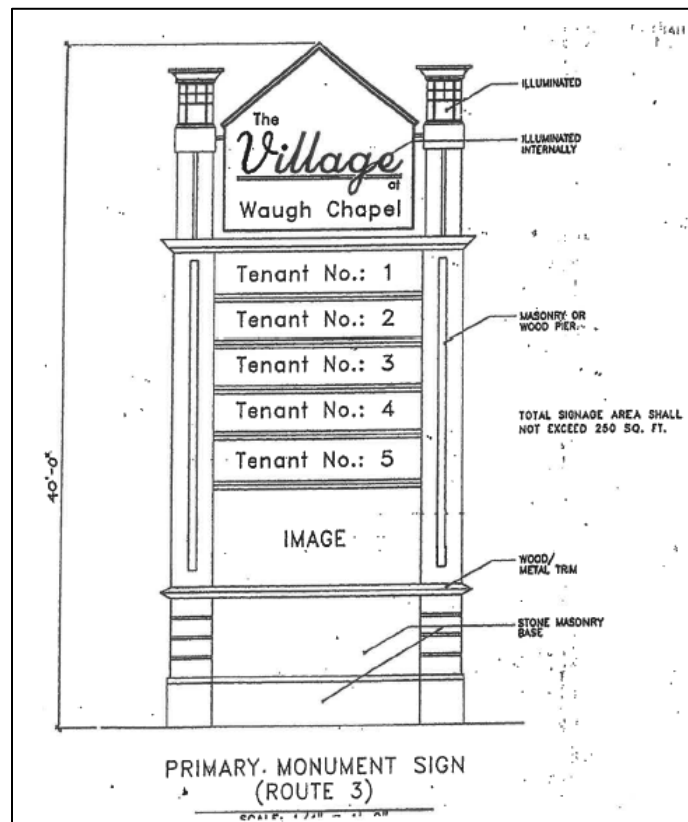


Examples of Building Elevation, Sketch, Picture or Visual Depiction of Sample Signage  
 Note: examples are for illustrative purposes only and are not required design standards. Examples serve solely to provide general guidance to applicants in developing their sign program

Example 6 Source: Festival at Riva Sign Program, 2016



Example 7 Source: Master Developer Standards the Village at Waugh Chapel, 2015



## Sign Location/Sign Key Map

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The Sign Program must include a Sign Location Plan for freestanding signs and building signs (Minimum size 11x 17). For phased development, the sign program and sign key map may incorporate regulations specific to phases of the development, including additional temporary signage during construction. If incorporated, the end date or the criteria under which such phases cease to apply should be incorporated into the sign program.

Location plans must include the following:

- A. Vicinity map with the site, adjacent properties and roads noted;
- B. Boundary outline that clearly indicates the parcels or lots to which the design criteria apply;
- C. Graphic scale, north arrow, version number and date of exhibit;
- D. Note the existing zoning and net site area. If the development spans multiple zoning districts, graphically represent this on the plan;
- E. Building footprints, interior roads, retaining walls, retention areas, landscaping, light standards, traffic control devices, utility boxes and poles, sidewalks, and bicycle facilities should be represented. The dimensions from property lines and roadways should be noted for all buildings;
- F. Placement of existing and proposed signs should be included as below:

### Building or Wall Mounted Signs

- (1) Placement of existing and proposed signs;
- (2) A chart showing the allowable total sign area for any single façade and for the entire building(s);
- (3) Adjacent lot lines and/or structures within 300 feet of the sign.

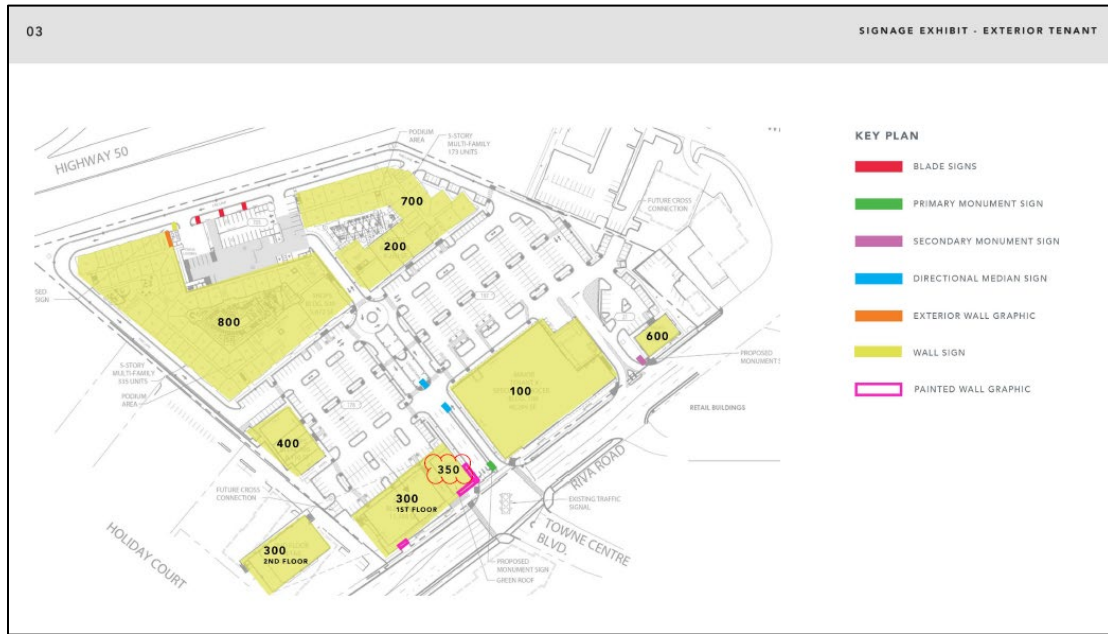
### Freestanding Signs

- (1) Include the total number of proposed freestanding signs;
- (2) Either graphically depict any hierarchy in freestanding sign types or represent sign types based on their aerial view dimensions (a dot noting the location of the sign is not acceptable). Include required and/or proposed setback and separation distances between signs, from roadways, sidewalks, and bicycle facilities, and from property lines.

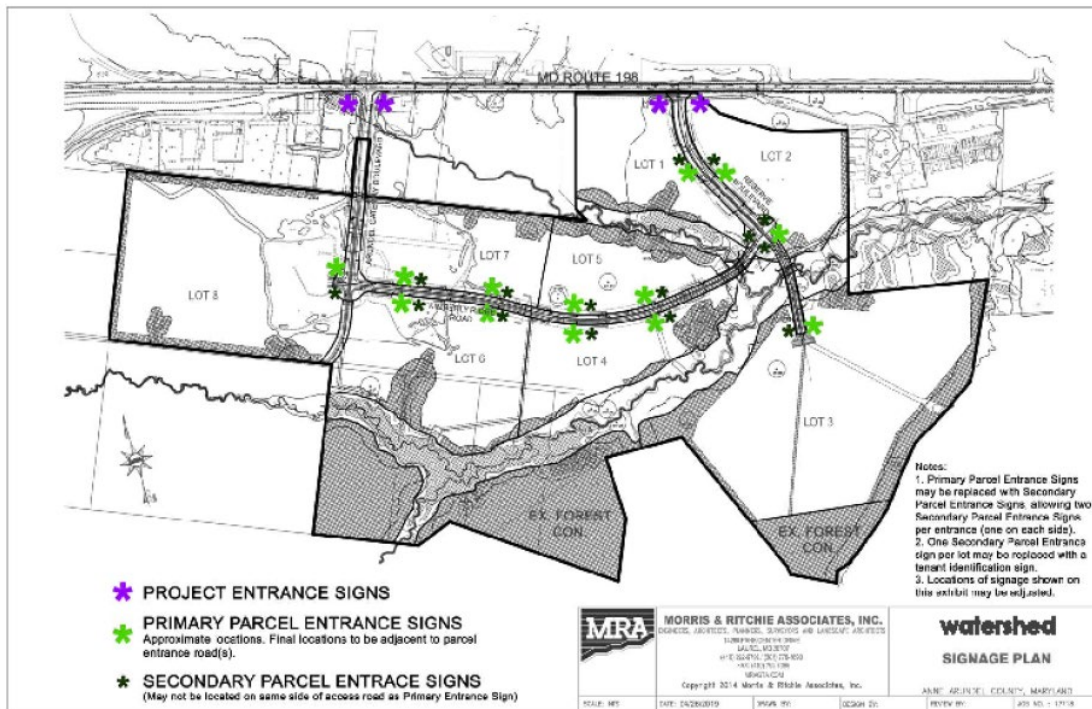
## Examples of Sign Location Plans

(Note that not all required elements are represented in these examples. Examples serve solely to provide general guidance to applicants in developing their sign program)

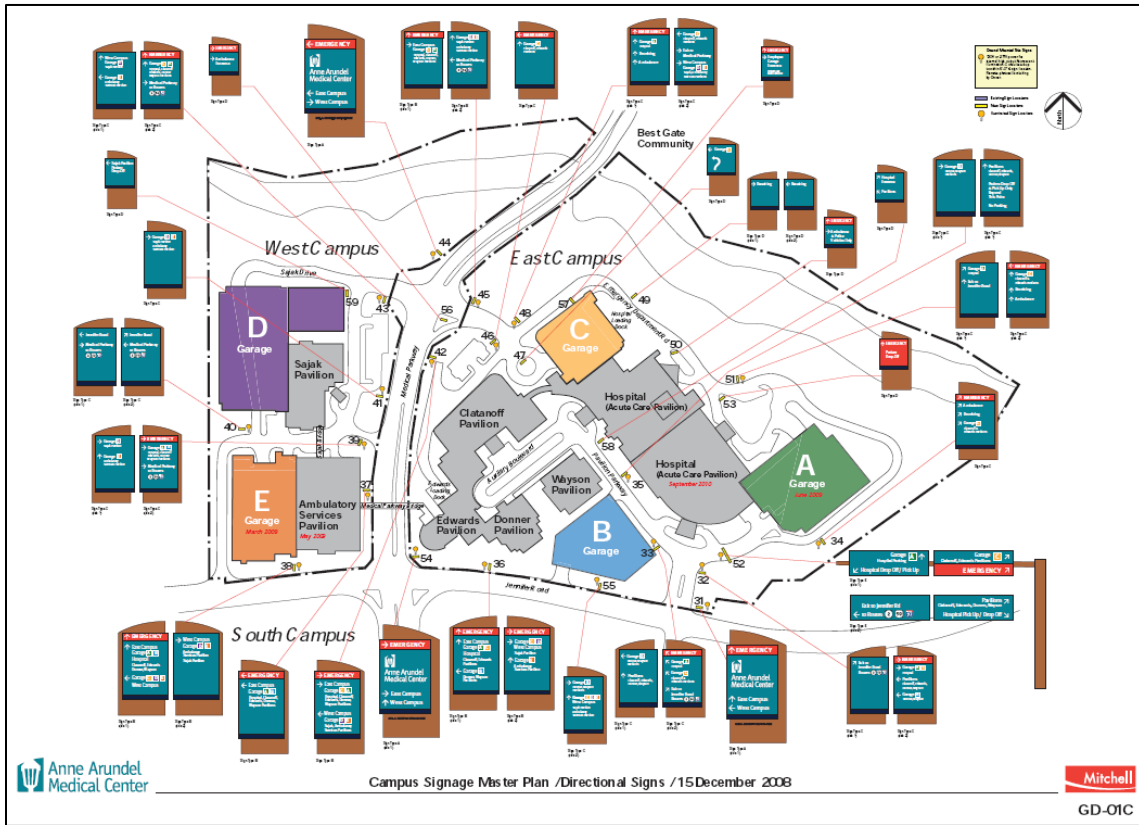
Example 8 Source: Beacon Square Master Signage Program, 11.20.2024



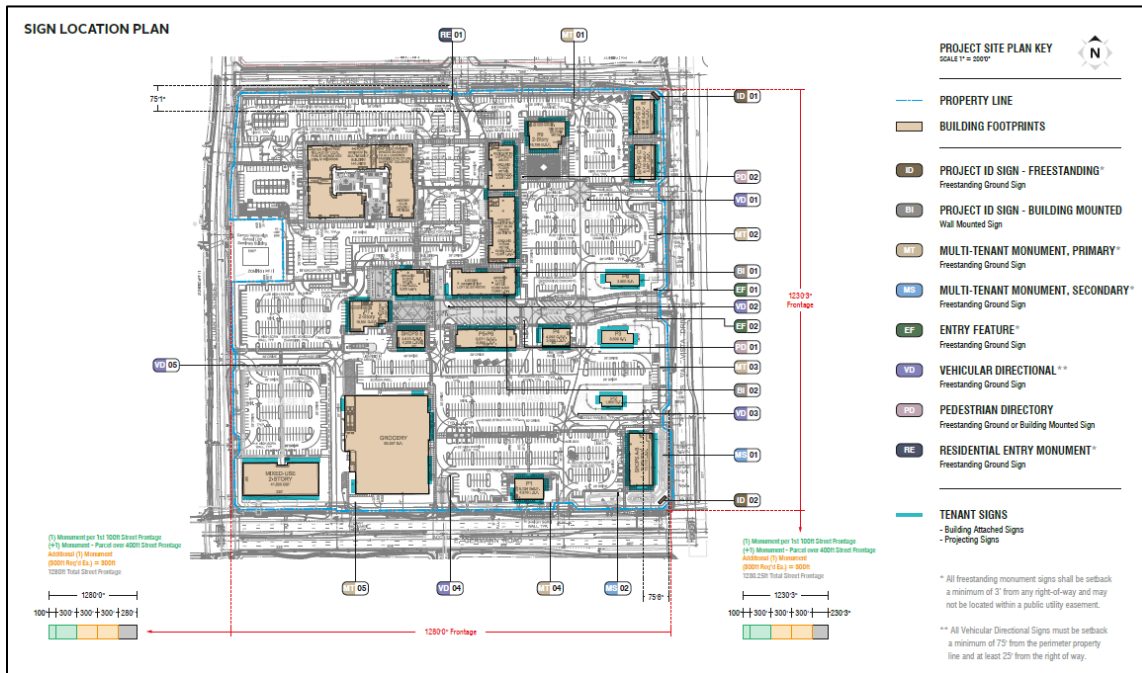
Example 9 Source: Watershed Design Standards and Covenants, May 2019



Example 10 Source: Sign Program for Anne Arundel Medical Center



Example 11 Source: Master Sign Program for The Gilmore, NWC VAL VISTA ROAD & GERMANN ROAD | GILBERT, AZ



# Minor Modifications and Amendments to Sign Programs

## Administrative Approval of Minor Modifications for Individual Signs Subject to a Sign Program

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It is recommended that sign programs include provisions for minor modifications to approved standards impacting individual signs. If incorporated, the following language should be used:

Sign Permit applicants may seek a minor modification of the sign program design standards subject to the following criteria:

- (1) The Planning and Zoning Officer may approve signs that differ from the design standards of this sign program upon finding that:
  - a. The purposes of the standards will be served by an alternative proposal;
  - b. The modification is not detrimental to the public health, safety, or welfare or injurious to other properties; and
  - c. The modification does not have the effect of nullifying the intent and purpose of the development and sign program.
  - d. All applications for a sign permit seeking deviation from the sign program standards must be accompanied by a letter from the sign program's listed authorized authority indicating no objection to the modification.
  
- (2) The Planning and Zoning Officer may require conditions to secure the objectives of the provision from which the minor modification is being sought.

## Amendments to the Sign Program

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For approved sign programs that pre-date the updated sign ordinance in Council Bill 98-25, which is effective as of May 9, 2026, it is recommended that either the community association, developer, or commercial owner/operator with controlling authority of an approved sign program amend their sign program to bring it into compliance with the format and content requirements of this model sign program and ensure that any content-based regulations are removed.

The Office of Planning and Zoning is authorized to approve amendments to sign programs. Any amendments or modifications to an existing sign program that pre-dates Council Bill 98-25 will be encouraged to bring the sign program into compliance with this model format. For new sign programs approved after the effective date of Council Bill 98-25, any proposed amendments should be in compliance with this model format. At the time an amendment to a sign program

is sought, the narrative description of the development project should describe how the development now differs if there are major changes to the proposed project.

#### Illegal or Unenforceable Provisions

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Any provision in an approved sign program that has been deemed illegal or unenforceable by the County, State, or Federal Government shall have no regulatory effect.