

3. Buildings and sites that have that have multiple building or ground signs should coordinate all signs using one or more consistent coordinating elements, such as similar fonts, colors, sign scale or shapes, backgrounds, or casing and framing material.
- D. **Muti-tenant Buildings & Sites..** Buildings and sites that have multiple wall or ground signs, or multiple tenant components on a single sign shall coordinate all signs for the building or site. Coordination may be established by combinations of two or more of the following:
1. The same or similar fonts, in terms of color, scale, and style. However, a primary and secondary font may be incorporated into signs.
 2. The same sign background in terms of material and color or coordinated colors.
 3. The same casing or framing in terms of materials and style, provided it is prominent enough to be a visible coordinating element across multiple signs.
 4. A consistent scale, orientation, shape or placement of signs. For example, all oval signs, or all signs located within a sign band across storefronts.
 5. Pedestrian signs or portions of principle signs that are less than 33% of the sign areas, may deviate from coordinating elements to accommodate logos, icons, or branding unique to the tenants.

9.09 Alternative Sign Plans

Shopping centers, office parks, campuses, or other nonresidential areas with multiple uses or buildings on a single site or development over 2 acres, shall propose a property specific sign plan. The sign plan shall be based on the intent, types of signs, and standards of this article. The Planning and Zoning Commission may approve deviations to these standards in coordination with other land development approvals, where they find that the specific sign plan meets the following criteria:

- A. The sign plan promotes the character of the area and improves the image and identity of the project as it relates to the surrounding community. In particular, the sign plan considers:
 1. Mitigating impacts and improving relationships to adjacent property not subject to the plan.
 2. Coordination with streets, including pedestrian or traffic qualities of a particular street.
 3. Integration with the architecture of the buildings or other landscape and site design elements of the site.
 4. Any deviations from these standards, and particularly those for the size, quantity, or location of signs, clearly meet the intent of this article and conform to the design guidelines in section 9.08.
- B. The sign plan coordinates with multiple components of the project, including building designs, open space common space designs, and access and circulation, and where there are distinctions in the type and design of the signs within the plan, they are based on effective transitions with the overall development plan.
- C. The sign plan has clear and explicit standards for the size, location, design, and quality of the signs, and it anticipates future tenants or changes in tenants through subsequent sign permits without requiring amendments to the plan.
- D. The property owner or landlord has authorized the plan, and any changes to the plan will require the property or landlord to submit a new application to be approved by the Planning Commission.