

Amendments to Chapter 19B.110, “The Graham Community Plan”

C-3 Graham Community Plan – Signs for Public and Civic Uses

Chapter 19B.110

**THE GRAHAM COMMUNITY PLAN
COMMUNITY CHARACTER AND DESIGN ELEMENT
COMMUNITY CHARACTER AND DESIGN ELEMENT POLICIES**

SIGNS

Intent: Provide guidance on creating sign standards that will reduce the unnecessary visual clutter of signage within the community while promoting signage that is successful at conveying information and advertising businesses and also reflects a positive image and rural character.

Objective 20. Design and locate signage in a manner that reflects the rural and historic character of the plan area.

Principle 2. Design signs with details that reflect a rural character.

Standards

- 20.2.1 Encourage the use of natural rock and natural materials in monument signs, with an emphasis on craftsmanship, materials detailing, and an organic quality.
- 20.2.2 Encourage neutral colors that are appropriate to the existing context and character of the plan area.
- 20.2.3 Signs should have a rustic feel appropriate to the community’s rural character.
- 20.2.4 Prohibit the use of flashing, blinking, spinning or rotating signs or objects; video signs; roof signs; railing signs; reader board signs except as permitted in Standard 20.2.7; inflatable signs; and signs attached to private light standards.
- 20.2.5 Prohibit signs that result in glare onto adjacent public streets or properties.
- 20.2.6 Avoid large entryway and monument signs into residential subdivisions; instead design these signs to blend with the rural and natural landscape.
- 20.2.7 Allow on-site electronic message reader board signs with static text that changes no more frequently than once every 30 seconds for public safety, public parks and recreation services, education facilities and religious assembly uses institutions when the same are located on the premises of said institution.

